

Special Town Council (Revised) Meeting Agenda
Tuesday, March 23, 2021
10:30 a.m.
Zoom Meeting

The purpose of this special meeting is to discuss the collaboration of the Shepherdstown Visitors Center with Jefferson County Convention & Visitors Bureau and distribution of the Shepherdstown Hotel/Motel Tax Revenue.

1. Call to order;
2. Allocation of Hotel/Motel Tax (vote required);
3. Consideration of and action regarding Memorandum of Understanding between Shepherdstown Visitors Center, Inc. and Jefferson County Convention & Visitor Bureau, Inc. and Interim Welcome Center Funding Agreement between Shepherdstown Visitors Center, Inc. and Jefferson County Convention & Visitor Bureau, Inc (vote required).;
4. Consideration of and action regarding budget from Shepherdstown Visitors Center (vote required);
5. Adjournment.

Join Zoom Meeting

<https://zoom.us/j/94086034023?pwd=SG9JMTU0TWc4dVU2UFVTNGFEbzVrUT09>

Meeting ID: 940 8603 4023

Passcode: 739395

One tap mobile

+13017158592,,94086034023#,,,,*739395# US (Washington DC)

+13126266799,,94086034023#,,,,*739395# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

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Meeting ID: 940 8603 4023

Passcode: 739395

Find your local number: <https://zoom.us/j/aczxHoNgpu>

MEMO

March 17, 2021

To: Town Council Meeting

From: Mayor Auxer

Re: Shepherdstown Visitors Center collaboration with Jefferson County Convention & Visitors Bureau

Currently, the Hotel/Motel Tax is allocated with the SVC receiving 70% and the Parks and Recreation Department receiving 30%. It is proposed that 50% of Shepherdstown Hotel/Motel Tax be allocated to the JCCVC. The remaining 50% will go to the Shepherdstown Parks and Recreation Department. This will begin January 2021.

The proposed recommendation will allow for a smooth joint venture.

The SVC has approved a preliminary budget of between \$17,000 and \$22,000 for potential events. This money will be provided from the Parks and Recreation Department budget. The SVC will present a budget for each event to the Town Council.

A memorandum of understanding between the SVC and the Jefferson County Convention & Visitors Bureau outlining each entities responsibilities will be presented to the Town Council for review.

The SVC will present a budget for utilizing the hotel/motel tax funds that have been accumulated in their account totaling approximately \$83,000. The utilization of the funds will be in accordance with the hotel/motel tax ordinance.

The location of the new Welcome Center and lease requirement will also be provided.

I am hopeful that this information will assist the Town in moving forward to achieve a successful collaboration with all of the partners.

WEST VIRGINIA CODE: §7-18-14

§7-18-14. Proceeds of tax; application of proceeds.

(a) Application of proceeds. — The net proceeds of the tax collected and remitted to the taxing authority pursuant to this article shall be deposited into the general revenue fund of such municipality or county commission and, after appropriation thereof, shall be expended only as provided in this section.

(b) Required expenditures. — At least 50 percent of the net revenue receivable during the fiscal year by a county or a municipality pursuant to this article shall be expended in the following manner for the promotion of conventions and tourism:

(1) Municipalities. — If a convention and visitor's bureau is located within the municipality, county, or region, the governing body of such municipality shall appropriate the percentage required by this subsection to that bureau. If a convention and visitor's bureau is not located within such municipality, county or region, then the percentage appropriation required by this subsection shall be appropriated as follows:

(A) Any hotel located within such municipality, county, or region may apply to such municipality for an appropriation to such hotel of a portion of the tax authorized by this article and collected by such hotel and remitted to such municipality for uses directly related to the promotion of tourism and travel, including advertising, salaries, travel, office expenses, publications, and similar expenses. The portion of such tax allocable to such hotel shall not exceed 75 percent of that portion of such tax collected and remitted by such hotel which is required to be expended pursuant to this subsection: Provided, That prior to appropriating any moneys to such hotel, such municipality shall require the submission of, and give approval to, a budget setting forth the proposed uses of such moneys.

(B) If there is more than one convention and visitor's bureau located within a municipality, county, or region, the city council may allocate the tax authorized by this article to one or more of such bureaus in such portion as the city council in its sole discretion determines.

(C) The balance of net revenue required to be expended by this subsection shall be appropriated to the regional travel council serving the area in which the municipality is located.

(2) Counties. — If a convention and visitor's bureau is located within a county or region, the county commission shall appropriate the percentage required by this subsection to that convention and visitor's bureau. If a convention and visitor's bureau is not located within such county or region, then the percentage appropriation required by this subsection shall be appropriated as follows:

(A) Any hotel located within such county or region may apply to such county for an

appropriation to such hotel of a portion of the tax authorized by this article and collected by such hotel and remitted to such county for uses directly related to the promotion of tourism and travel, including advertising, salaries, travel, office expenses, publications, and similar expenses. The portion of such tax allocable to such hotel shall not exceed 75 percent of that portion of such tax collected and remitted by such hotel which is required to be expended pursuant to this subsection: Provided, That prior to appropriating any moneys to such hotel, such county shall require the submission of, and give approval to, a budget setting forth the proposed uses of such moneys.

(B) If there is more than one convention and visitor's bureau located within a county or region, the county commission may allocate the tax authorized by this article to one or more of such bureaus in such portion as the county commission in its sole discretion determines.

(C) The balance of net revenue required to be expended by this subsection shall be appropriated to the regional travel council serving the area in which the county is located.

(3) Legislative finding. — The Legislature hereby finds and declares that in order to attract new business and industry to this state and to retain existing business and industry all to provide the citizens of the state with economic security and to advance the business prosperity and economic welfare of this state, it is necessary to enhance recreational and tourism opportunities. Therefore, in order to promote recreation and tourism, the Legislature finds that public financial support should be provided for constructing, equipping, improving, and maintaining projects, agencies, and facilities which promote recreation and tourism. The Legislature also finds that the support of convention and visitor's bureaus, hotels, and regional travel councils is a public purpose for which funds may be expended. Local convention and visitor's bureaus, hotels, and regional travel councils receiving funds under this subsection may expend such funds for the payment of administrative expenses, and for the direct or indirect promotion of conventions and tourism, and for any other uses and purposes authorized by this subsection.

(c) Permissible expenditures. — After making the appropriation required by §7-18-14(b) of this code, the remaining portion of the net revenues receivable during the fiscal year by such county or municipality, pursuant to this article, may be expended for one or more of the purposes set forth in this subsection, but for no other purpose. The purposes for which expenditures may be made pursuant to this subsection are as follows:

(1) The planning, construction, reconstruction, establishment, acquisition, improvement, renovation, extension, enlargement, equipment, maintenance, repair, and operation of publicly owned convention facilities, including, but not limited to, arenas, auditoriums, civic centers, and convention centers;

(2) The payment of principal or interest or both on revenue bonds issued to finance such convention facilities;

(3) The promotion of conventions;

- (4) The construction, operation, or maintenance of public parks, tourist information centers, and recreation facilities, including land acquisition;
- (5) The promotion of the arts;
- (6) Historic sites;
- (7) Beautification projects;
- (8) Passenger air service incentives and subsidies directly related to increasing passenger air service availability to tourism destinations in this state;
- (9) Medical care and emergency services in any county where:
 - (A) There is an urgent necessity to preserve the delivery of acute medical care and emergency services;
 - (B) There is an increase in need for acute medical care and emergency services directly related to tourism;
 - (C) Recurrent flooding in the county significantly disrupts, on a periodic basis, the delivery of acute medical care and emergency services;
 - (D) There is an inadequate economic base within the county from any source other than tourism to preserve the delivery of acute medical care and emergency services;
 - (E) There is an inadequate economic base directly related to low population in the county, specifically, a population of less than 10,000 persons according to the most recent decennial census taken under the authority of the United States;
 - (F) There is no more than one hospital within the county; and
 - (G) The county commission makes specific findings, by resolution, that all of the foregoing conditions within the county exist;
- (10) Support and operation of the Hatfield-McCoy Recreation Area by the participating county commissions in the Hatfield-McCoy Regional Recreational Authority; or
- (11) Support and operation of economic development activities, including site development, facilities and infrastructure in an amount not to exceed \$200,000.

(d) Definitions. — For purposes of this section, the following terms are defined:

- (1) Convention and visitor's bureau and visitor's and convention bureau. — "Convention and visitor's bureau" and "visitor's and convention bureau" are interchangeable and either shall mean a nonstock, nonprofit corporation with a full-time staff working exclusively to promote tourism and to attract conventions, conferences, and visitors to the municipality, county, or

region in which such convention and visitor's bureau or visitor's and convention bureau is located or engaged in business within.

(2) Convention center. — "Convention center" means a convention facility owned by the state, a county, a municipality, or other public entity or instrumentality and shall include all facilities, including armories, commercial, office, community service, and parking facilities and publicly owned facilities constructed or used for the accommodation and entertainment of tourists and visitors, constructed in conjunction with the convention center and forming reasonable appurtenances thereto.

(3) Fiscal year. — "Fiscal year" means the year beginning July 1 and ending June 30 of the next calendar year.

(4) Net proceeds. — "Net proceeds" means the gross amount of tax collections less the amount of tax lawfully refunded.

(5) Promotion of the arts. — "Promotion of the arts" means activity to promote public appreciation and interest in one or more of the arts. It includes the promotion of music for all types, the dramatic arts, dancing, painting, and the creative arts through shows, exhibits, festivals, concerts, musicals, and plays.

(6) Recreational facilities. — "Recreational facilities" means and includes any public park, parkway, playground, public recreation center, athletic field, sports arena, stadium, skating rink or arena, golf course, tennis courts, and other park and recreation facilities, whether of a like or different nature, that are owned by a county or municipality.

(7) Region. — "Region" means an area consisting of one or more counties that have agreed by contract to fund a convention and visitor's bureau to promote those counties.

(8) Regional travel council. — "Regional travel council" means a nonstock, nonprofit corporation, with a full-time staff working exclusively to promote tourism and to attract conventions, conferences, and visitors to the region of this state served by the regional travel council.

(9) Historic site. — "Historic site" means any site listed on the United States National Register of Historic Places, or listed by a local historical landmarks commission, established under state law, when such sites are owned by a city, a county, or a nonprofit historical association and are open, from time to time, to accommodate visitors.

(e) Any member of a governing body who willingly and knowingly votes to or causes to be expended moneys generated by the provisions of this section for purposes other than specifically set forth in this section is guilty of a misdemeanor and, upon conviction thereof, shall be fined not more than \$100.

MEMORANDUM OF UNDERSTANDING FOR SVC-JCCVB COLLABORATION

This Memorandum of Understanding (the "Memorandum") is made by and between Shepherdstown Visitor Center, Inc. ("SVC") and Jefferson County Convention & Visitor Bureau, Inc. ("JCCVB"), together, the "Parties," both of which are West Virginia not-for-profit corporations. This Memorandum shall be effective upon execution by the authorized designee of each Party.

Whereas:

- JCCVB and SVC are West Virginia not-for-profit corporations organized with the purpose of promoting tourism and related activity to support the local economy.
- JCCVB intends to continue and expand the marketing services it currently provides to further promote Shepherdstown as a tourist destination.
- JCCVB has expertise, staff, and resources utilized for tourism marketing, as well as relationships with state and regional tourism marketing agencies.
- SVC intends to promote, facilitate, and organize events of interest to both members of the Shepherdstown community and tourists.
- SVC can serve to facilitate the engagement of Shepherdstown residents and business owners to support the activities of JCCVB and SVC to promote Shepherdstown.
- SVC and JCCVB have entered into that certain *Collaboration Framework to Promote Tourism in Shepherdstown*, dated January 6, 2021, which sets out the intentions and the responsibilities of the Parties for promoting tourism in Shepherdstown.

Therefore, in consideration of the mutual promises contained herein, the Parties agree as follows:

The terms, conditions, and intentions of the Parties stated in the *Collaboration Framework to Promote Tourism in Shepherdstown* ("Collaboration Framework") are incorporated herein by reference, and this Memorandum furthers the objectives of the Collaboration Framework.

The Parties will work together, in good faith, to achieve the objectives described in the Collaboration Framework and intend to execute any agreements necessary to implement the Collaboration Framework in a timely manner.

The Parties will review the activities undertaken by both Parties in 2021, both jointly and separately, within the context of the Collaboration Framework and will propose a successor framework for 2022 and subsequent years.

Any Hotel Occupancy Tax funds received by either Party shall be expended in accordance with WV Code §7-18-14 and for the benefit of the local jurisdictions from which those funds were originated.

Each Party shall be responsible solely for its own reporting obligations to any government entity with respect to Hotel Occupancy Tax funding receipts. Either Party may request reasonable assistance from the other Party in obtaining information relevant to its own reporting obligations.

Nothing in this Memorandum or the Collaboration Framework shall be construed to constitute a merger, acquisition, or joint venture between the Parties.

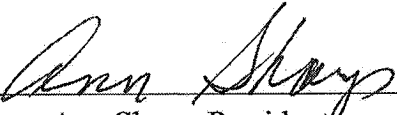
Nothing in this Memorandum or the Collaboration Framework shall be construed to impose any additional obligation for oversight or reporting on either Party beyond that which each Party independently agrees to obligate itself, either voluntarily or as a condition under which it receives funding.

This Memorandum shall be governed by the applicable laws of the State of West Virginia.

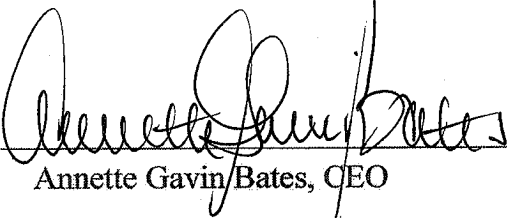
This Memorandum may not be modified except in writing signed by the Parties hereto.

This Memorandum may be executed in one or more counterparts, and if executed in more than one counterpart, the executed counterparts shall together constitute a single instrument.

By signing below, the Parties agree to the terms and conditions of this Memorandum.

For SVC: 
Ann Sharp, President

Dated: 3/17/21

For JCCVB: 
Annette Gavin Bates, CEO

Dated: 3/17/2021

INTERIM WELCOME CENTER FUNDING AGREEMENT

This Interim Welcome Center Funding Agreement (the "Agreement") is made by and between Shepherdstown Visitor Center, Inc. ("SVC") and Jefferson County Convention & Visitor Bureau, Inc. ("JCCVB"), together, the "Parties," both of which are West Virginia not-for-profit corporations. This Agreement shall be effective upon execution by the authorized designee of each Party.

Whereas:

- JCCVB intends to maintain a business location within the jurisdictional limits of the Corporation of Shepherdstown in accordance with West Virginia Code 7-18-14 for the purpose of operating a visitor welcome center (the "Welcome Center").
- The Parties desire that this Welcome Center eventually will be located in the building located at 100 East German Street (the "Old Market House").
- Until this Welcome Center can be located in the Old Market House, the Parties desire for JCCVB to operate the Welcome Center in a commercial location on, or immediately proximate to, German Street in the downtown business district of Shepherdstown (the "Interim Welcome Center").
- JCCVB has negotiated the terms of a lease for certain office space in Shepherdstown, for a term of two (2) years (the "Initial Term"), which shall be the location for the Interim Welcome Center.
- SVC is currently holding approximately \$30,000 in hotel occupancy tax receipts collected by the Corporation of Shepherdstown pursuant to W.Va. Code § 7-18-14, and provided to SVC to fund qualified expenditures for the calendar year 2020. However, these funds have not been spent by SVC due to the exigencies of the COVID-19 pandemic (the "2020 Surplus").
- SVC agrees to use the 2020 Surplus to fund the leasing of space for the Interim Welcome Center in accordance with the terms and conditions of this Agreement.

Therefore, in consideration of the mutual promises contained herein, the Parties agree as follows:

JCCVB will be responsible for identifying a suitable office space within the jurisdictional limits of the Corporation of Shepherdstown for the location and operation of the Interim Welcome Center. JCCVB shall consult with SVC as to the suitability of the proposed location.

JCCVB will be responsible for negotiating the terms of a commercial lease for the Interim Welcome Center (the "Welcome Center Lease"). SVC shall not be a party to this lease nor shall it have any obligations under such lease.

JCCVB shall provide a copy of the proposed Welcome Center Lease to SVC in advance of execution.

JCCVB shall give timely notice to SVC of any extension of the Initial Term of the Welcome Center Lease if such extension is necessary.

SVC shall establish an escrow account ("Escrow Account"), into which SVC shall deposit the 2020 Surplus, less any amounts advanced by SVC to JCCVB as necessary to execute the Welcome Center Lease prior to establishment of the Escrow Account.

The Escrow Account shall be managed by a mutually agreeable agent, in accordance with the following terms:

During the Initial Term of the Welcome Center Lease, and any extension thereof, JCCVB will request disbursements from the Escrow Account to pay the monthly rent due and owing under the Welcome Center Lease, which disbursements shall be made payable to the Lessor under the Welcome Center Lease. JCCVB shall be provided a copy of the payment made to Lessor for JCCVB's records.

Utility expenses for the Interim Welcome Center shall not be paid from the Escrow Account.

Any amount remaining in the Escrow Account upon the expiration or termination of the Welcome Center Lease and any extension thereof, shall be available to fund expenditures for leasehold improvements and/or acquisition of furniture, fixtures and equipment to be used in the Welcome Center at the Old Market House.

Any amount not disbursed from the Escrow Account after three (3) years from the effective date of this Agreement shall be returned to SVC.

In no event shall SVC be responsible under this Agreement to fund the Escrow Account in any amount in excess of the 2020 Surplus, and this Agreement shall terminate immediately if the balance in the Escrow Account reaches zero.

This Agreement shall be binding upon, inure to the benefit of and be enforceable by the Parties hereto and their respective successors and assigns.

If any provision of this Agreement shall be held invalid by any court of competent jurisdiction, such holding shall not invalidate any other provision hereof.

This Agreement shall be governed by the applicable laws of the State of West Virginia.

This Agreement may not be modified except in writing signed by the Parties hereto.

All demands, notices, approvals, consents, requests and other communications hereunder shall be given by U.S. mail, postage prepaid, and addressed as follows, with a courtesy copy sent by email to:

Notice for SVC:

PO Box 329

Shepherdstown WV 25443

Attention: President

Email: ExperienceShepherdstown@gmail.com

Notice for JCCVB:

37 Washington Court

Harpers Ferry, WV 25425

Attention: Annette Gavin Bates

Email: Annette.Gavin@jccvb.com

This Agreement may be executed in one or more counterparts, and if executed in more than one counterpart, the executed counterparts shall together constitute a single instrument.

By signing below, the Parties agree to the terms and conditions of this Agreement.


For SVC:


Ann Sharp, President

Dated:

3/17/21

For JCCVB:


Annette Gavin Bates, CEO

Dated:

3/17/2021



ANNUAL REPORT


2020



JEFFERSON COUNTY
CONVENTION & VISITORS BUREAU

discoveritallwv.com

 @jeffersoncountywv

 @visitjeffersoncountywv

A Word from our CEO



In May, U.S. Travel Association CEO Roger Dow said “38% of all the unemployed in the United States are from the travel industry. This is two times worse than the Great Depression was in the worst year for the travel industry.” Wow, that statement really put this year in perspective.

As a CVB and the DMO (Destination Marketing Organization) for Jefferson County, I became a more credible and powerful advocate for the small businesses, and they depended on me more than ever. The critical communication from my partners on the County Task Force and the weekly (sometimes daily) updates from WVHTA and WVACVB clarifying the guidance and providing the resources, was literally life or death to this industry.

Like much of the country, Jefferson County initially saw declines in both hospitality employment and hotel occupancy as we shuttered our doors to weather this storm. The JCCVB was no different, and our small nonprofit of 12 people shrank to one. However, I was not alone. I had support from the JCCVB Board of Directors and our incredible marketing team. Emails blasts, video and social media took over and a “Someday you will be able to travel again” tag line emerged. We emphasized images that evoked an emotional attachment to our unique small towns of Harpers Ferry, Charles Town, Shepherdstown and Bolivar with outdoor dining at that special restaurant, a family feeling the rush of a rafting trip, or a crowd-free boutique shop with their one-of-a-kind gift for someone special. In addition, we participated in the WV Tourism Office’s co-op program and shared multiple social media posts of our partners. Before long, we reversed those trends. Following the guidelines and keeping staff and visitors safe, many businesses reported an unexpected robust season in the year of 2020.

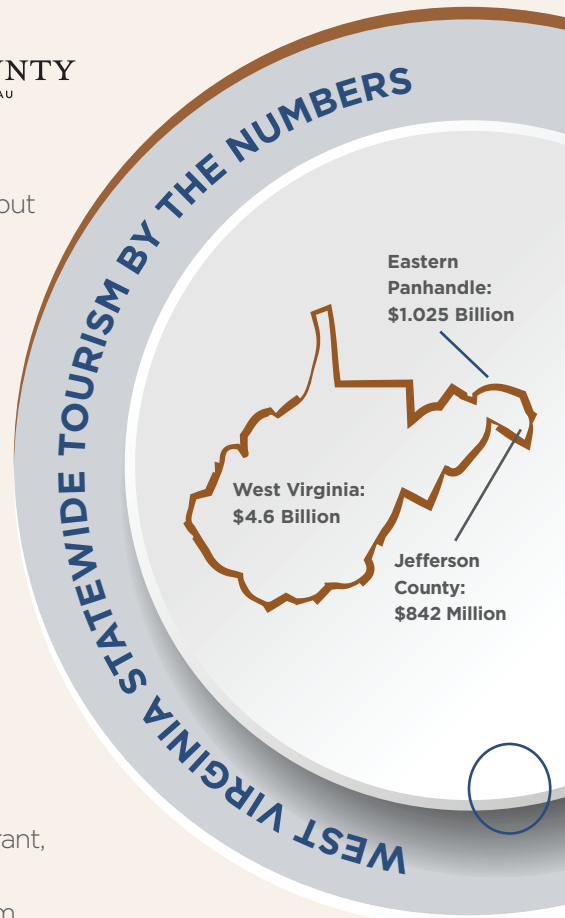
As I write this, it is first quarter 2021, and I am weeks away from opening three Welcome Centers in Jefferson County including our remodeled Jefferson County Welcome Center at the gateway to our state in Harpers Ferry. Yes, even during the pandemic, we were under construction with this magnificent center. A huge thank you to the Jefferson County Commission, Michael Mills of the Mills Group and Nikki and Buddy Butler for your dedication and financial support in making this dream come true for our community.

As the nation puts the pandemic year of 2020 behind us, I sincerely believe our great state of West Virginia is positioned for an incredible year. Our gorgeous outdoors, iconic small towns, and rich history are all within a short drive to Jefferson County, West Virginia, “Where almost heaven begins.”

Sincerely,
Annette Gavin Bates
CEO, Jefferson County CVB

**Tourism Saves
Every Household
\$720 in
taxes**

Resource: West Virginia Tourism Office and
2018 Dean Runyan Associates,
“West Virginia Travel Impacts” Report



Resource: West Virginia Tourism Office
and 2018 Dean Runyan Associates,
“West Virginia Travel Impacts” Report

It’s no question that 2020 was a trying time for tourism, but like our mountains, West Virginia’s tourism industry is resilient. Since the onset of the pandemic, we’ve worked closely with the Jefferson County CVB to develop new and innovative ways to promote the eastern panhandle’s wide open spaces and charming small towns. Thanks to our continued partnership, we’ve exposed millions of travelers to a perfect post-COVID destination. We believe 2021 will bring major gains for the travel and tourism industry in West Virginia.

— Chelsea Ruby
WV Tourism Commissioner

Financial Statement

Year end Dec. 2020

Income

Occupancy Tax Revenue	\$276,488.65
Welcome Center Construction Grant	\$31,000.00
Welcome Center & Other	\$2,400.26
TOTAL INCOME	\$309,888.91

Operating Expenditures

Marketing & Promotion	\$102,167.16
Salaries, Wages & Payroll Taxes	\$119,742.45
Interest Expense	\$26,359.75
Operating Expenses	\$31,265.69
Total Operating Expenditures	\$279,535.05

Jefferson County by the numbers:

7,892	Facebook Page likes
570	Twitter followers
1096	Instagram followers
3,534	Newsletter subscribers

Discoveritallwv.com statistics:

19,766	users
35,069	page views
9%	traffic from DC market
60%	mobile
29%	desktop
11%	tablet



CEO of Jefferson County Convention & Visitors Bureau, Annette Gavin Bates was honored by WV Living magazine as a "Community Champion" for the Eastern Panhandle Region.

Other Jefferson County winners include:

RECREATION VENUE: Hollywood Casino at Charles Town Races

PLACE TO STAY: The Bavarian Inn

WATERING HOLE: The Bavarian Brothers Brewing Company

BEST TOWN FOR HISTORY: Harpers Ferry



Board Members

January–December 2020

Christian Asam Bavarian Inn, President
Carol Asam Emeritus Member
Wayne Bishop Mayor, Harpers Ferry
Liz Cook Charles Town Coordinator
Helen Dettmer Mayor, Bolivar
Tyrone Brandyburg HFNHP, Superintendent
Dennis Frye Emeritus Member
Holly Morgan Frye Shepherd University
Lyn Goodwin Jefferson County Development Authority
Ebonee Helmick CATF
Matt Knott Harpers Ferry Clarion, Secretary
Anna Lesko Inn at Charles Town
Joy Lewis At-Large
Tripp Lowe Clarion Shepherdstown, Treasurer
Duane Marcus Turf Motel
Ronnie Marcus Emeritus Member
W. Curt McGee B&B Owner
Heather Morgan McIntyre Jeff. Co. Chamber
Patsy Noland JCC, Vice President
Peggy Smith Emeritus Member
Tyler Tummo River Riders Family Adv.
Meredith Wait Retailer, At-Large
Kareem Washington Hollywood Casino

I continue to be proud of the work of our CVB and its CEO Annette Gavin Bates. 2020 was a challenging time for tourism due to COVID-19. The CVB stepped up to be a leader in the community with strong communication skills and reassuring messages that we will be ready to welcome travelers when the time is right

—Christian Asam,
Bavarian Inn

Marketing Initiatives

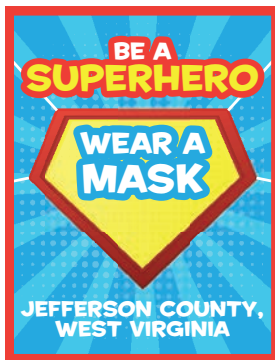
We have learned more than ever this year in the power of community. Not one person was unaffected by this pandemic and while we all weathered the storm, not everyone was in the same boat. The diversity of our problems made us more creative and there were wonderful ways we supported each other. The CVB stepped up as a credible and powerful advocate for local small businesses. We facilitated the Shepherdstown Task Force and served on the County Task Force to assist with communication and resources from funding programs to outdoor dining.



As soon as the pandemic hit, we began an enthusiastic email campaign introducing visitors to online shopping options and offering insights on where to visit when they feel ready.



We orchestrated the first-ever Jefferson County Restaurant Week.



A poster was designed to promote the importance of wearing a mask in the County.



Our advertising campaign "Where Almost Heaven Begins" ran in WVLiving magazine.



Our "Shop Local" campaign in local newspapers and on social media, featured photos of local retailers and restaurants for a personal reminder that shopping small makes a big difference.



Jefferson County, WV Welcome Center

Serving as the gateway to the Eastern Panhandle of West Virginia, the Jefferson County Convention & Visitors Bureau (JCCVB) has a vision of developing a unique visitor's experience in our new Welcome Center located in Harpers Ferry.

The new welcome center will be an important asset to the county and state welcoming visitors to almost heaven and educating them about all the amazing things available in Jefferson County and throughout West Virginia.

2020 is a year none of us will forget. It's been packed with hardships for everyone, but through it all, the CVB has forged forward to get things done. The completion of the new Welcome Center has been a challenge during the pandemic; however, it will be so exciting to welcome visitors from around the world to a beautiful, new building that we can all be proud of. When travel picks up again, Jefferson County will be ready.

—Patsy Noland,
Jefferson County Commissioner

