



ANNUAL REPORT 2023

WHO WE ARE

BOARD OF DIRECTORS

Chris Bott, President

Dustin Mears, Vice President

Jack Tarr, Treasurer

Angie Abell

Austin Brodin

Jocelyn Grover

Kate Moot

Jeannie Rose

Elaine Sticher

Jimmy Vasiliou

Cynthia Wilder

MISSION

The Chincoteague Chamber of Commerce is an organization whereby many different business interests have joined together in a combined manner to maximize their ability to attract and increase the number of visitors to Chincoteague Island.

The ultimate goal of the organization is to communicate the message that Chincoteague, the "Beautiful Land Across the Water," is the most desirable location to visit and/or vacation with family or friends.

THE STAFF

Evelyn Shotwell

Executive Director

Joanne Moore

Marketing & Event Coordinator

Membership & Visitor Services
Coordinator

Terry Gross

Part-Time Tourism Counselor

Lisa Kambarn

Part-Time Summer Tourism
Counselor

VIRGINIA IS FOR LOVERS

TOURISM BY THE NUMBERS ACCOMACK COUNTY 2022



\$166.4M

Visitor Spending

23.5% ↑ 2022/2019

Lodging = \$61.9M

Food & Beverage = \$47.5M

Transportation = \$24.8M

Recreation = \$17.4M

Retail = \$14.7M



\$10.4M

Visitors generated in
state and local taxes

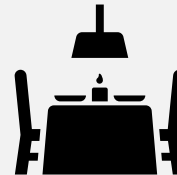


Supported 1,331
Tourism jobs

Source: 2022 Economic Impact of Visitors in Virginia, Virginia Tourism Corporation



Calendar Year Stats



MEALS TAX
2023

\$1,507,952

1.44%
decrease
2023/2022



TRANSIENT
OCCUPANCY
TAX 2023

\$2,494,798

5.73%
increase
2023/2022



SALES TAX
2023

\$212,182

6.97%
increase
2023/2022

MARKETING



PRINT

COST = \$25,915
VALUE = \$83,423



DIGITAL

\$24,751

EARNED MEDIA \$75,000

(Conservative Estimate Based on VTC Media Tracking Analytics)

Earned media is content relating to a person or organization which is published by a third party without any form of payment to the publisher.

TRAVEL GUIDE DISTRIBUTION \$22,000

Tourism Partners include Eastern Shore of VA Tourism Commission; Virginia Tourism Corporation; Virginia Restaurant, Lodging & Travel Association; NASA; Eastern Shore of Virginia Chamber of Commerce; CNWR; NPS; Eastern Shore Community College; VA Space Flight Academy and others.

As the Destination Marketing Organization (DMO) for the Town of Chincoteague Island, the Chincoteague Chamber of Commerce is tasked with increasing visitation to the island to support hospitality and related businesses who depend on tourism for their livelihood. Tourism is the #1 economic driver on an island where wild ponies, natural attractions, and rocket launches are key tourism products.

The Certified Visitor Center staffed by the Chincoteague Chamber of Commerce assists the 1.3 million visitors annually coming to enjoy the Chincoteague National Wildlife Refuge and Assateague Island National Seashore--either in the office, by phone or email, or through a wealth of information on the chamber's website, chincoteaguechamber.com, outdoor digital kiosk, and mobile Apps.

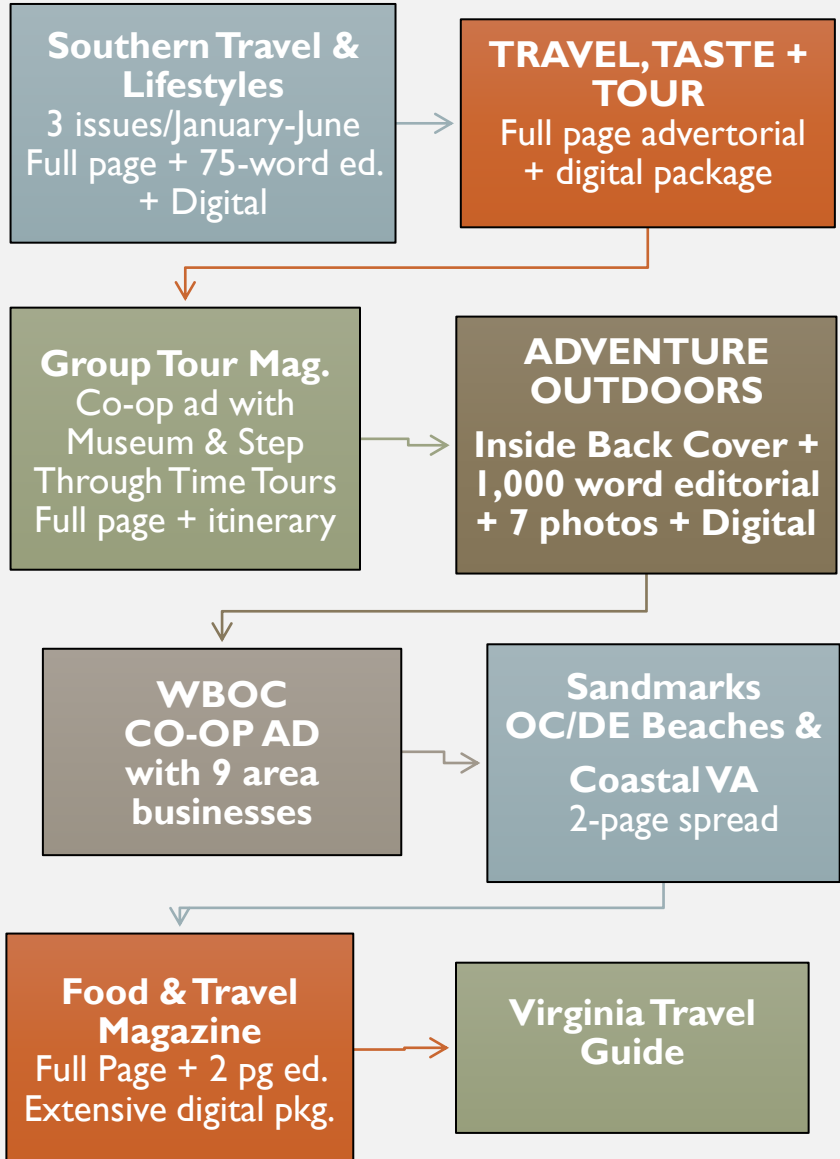
VisitCIVA.com is a vanity URL used for print media tracking.

EARNED MEDIA

Coastal Living: Chincoteague “Olde” Salts
CountryLiving.com
Virginian Pilot
Shore Daily News
Eastern Shore Post
WBOC, WAVY, WTKR, WVEC, WRIC, 13NewsNow
UK TV—Pony Swim
Recreation News
Chesapeake Bay Magazine
Just About Horses
OnlyInYourState.com
The Price Is Right
Southern Living Magazine
Coastal Virginia Magazine
Cooperative Living Magazine
General RV TV Commercial
WHRO Public Media
VTC Blog Post—Vibrant Communities
AAA eNews articles
Lamers Tour & Travel Bus Tour of 10 states
Wild Ponies of Chincoteague Documentary
Washingtonian.com
Travelmag.com
Worldatlas.com---several times
USAToday.com
ArlingtonMagazine.com
Sierra Magazine
Baltimore Magazine
Outdoors Delmarva
International Travel Writers through VTC
TravelAndLeisure.com
Outdoors Maryland
Numerous websites.....

WE’VE BEEN SEEN!

PAID MEDIA



WE ARE GLOBAL

WIDGET STATS

(since April 2023)

Users: 15,038

Page Views: 141,523

MOBILE APP DOWNLOADS

(since April 2023)

5,712

KIOSK USERS

(since October 2023)

298

WEBCAM

(since September 2023)

23,951 Views

WEBSITE

Users: 269,989

Page Views: 956,833

ONLINE 52-PAGE VISITOR GUIDE

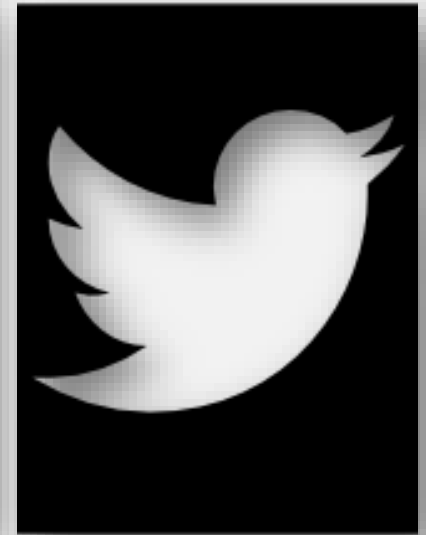
Users: 24,264

Page Views: 409,920



Reach: 12.9M

Engagements: 870,692



Impressions: 13,339

Engagements: 507



Impressions: 167,067

Engagements: 15,782



Video Views: 42,818

MEMBERSHIP

An integral part of growing the Chamber and growing the economic prosperity in the Town of Chincoteague is to cultivate entrepreneurs, meet with potential new business owners, and advocate for business relocation to Chincoteague Island. The Chamber assists business owners and potential new business owners as they navigate through Town, County, and State regulations and codes and serve as a valuable resource in the planning process.

Workshops, seminars, and ample opportunities to meet with fellow business professionals enables new owners to build strong networks of colleagues to offer guidance, assistance, advice, and moral support in the formative years of a new business venture.

MEMBERS STRONG

New Members in 2023 = 36

300+

RIBBON CUTTINGS

To welcome new members

4

Networking Opportunities

Luncheons, Business After Hours,
Open Houses, Festivals

25

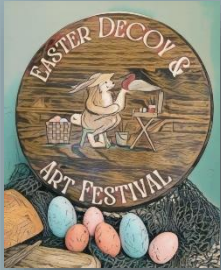
Workforce Development

Job Fairs, Partnerships,
Collaboration

10

TOURISM DEVELOPMENT EVENTS

Shoulder season events, like the Chincoteague Seafood & Oyster Festivals & Chincoteague Old-Fashioned Christmas Parade were created decades ago to stimulate the economy during the off-season when tourism numbers typically lagged. They have grown to be destination events bringing weekend guests to eat, stay and play.



Easter Decoy & Art Festival

April 7 & 8, 2023 Held to showcase local decoy carvers and artists. Brings approximately 1500 folks to the area over Easter Weekend. Visitors enjoy spring waterfowl migration and perhaps early foaling.

Chincoteague Seafood Festival

May 6, 2023 Held the first Saturday in May to highlight the seafood industry and our watermen's heritage. Brings close to 3000 folks to the island prior to Memorial Day Weekend.



Chincoteague Oyster Festival

October 7, 2023 Held the Saturday of Columbus Day Weekend to celebrate the world-famous Chincoteague "Salt" oysters. The 2700 added visitors stay for the holiday weekend to enjoy the beautiful coastal fall experience.



Old-Fashioned Christmas Parade

December 2, 2023 Held the first Saturday in December to usher in the Holiday season. Compliments Shop Small—Shop Local advertising campaigns.



TOURISM DEVELOPMENT
VIRGINIA TOURISM CORPORATION
ARPA FUNDS PROJECTS

13NewsNow/ABC
Hampton Roads
Targeted TV/streaming
commercials,
retargeting, native
Google & Facebook ads
30,000 ARPA
\$20,000 DMO Grant

Website Rebuild
\$19,500

VisitWidget
Interactive map for
website, kiosk, and
App for iPhone &
Android
\$9,473

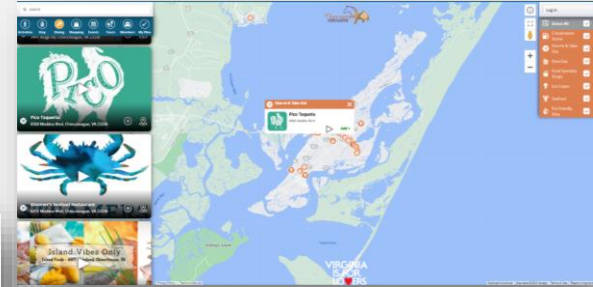
Outdoor Digital Kiosk
\$12,348

Visitor Center Sign
\$9,476

Instagram Influencer
\$3,404

**WBOC Co-op &
Small Town Series**
\$1,550

TOTAL ARPA SPEND
\$86,000



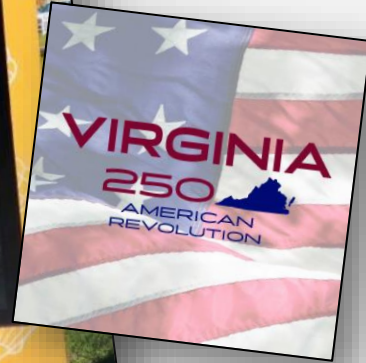
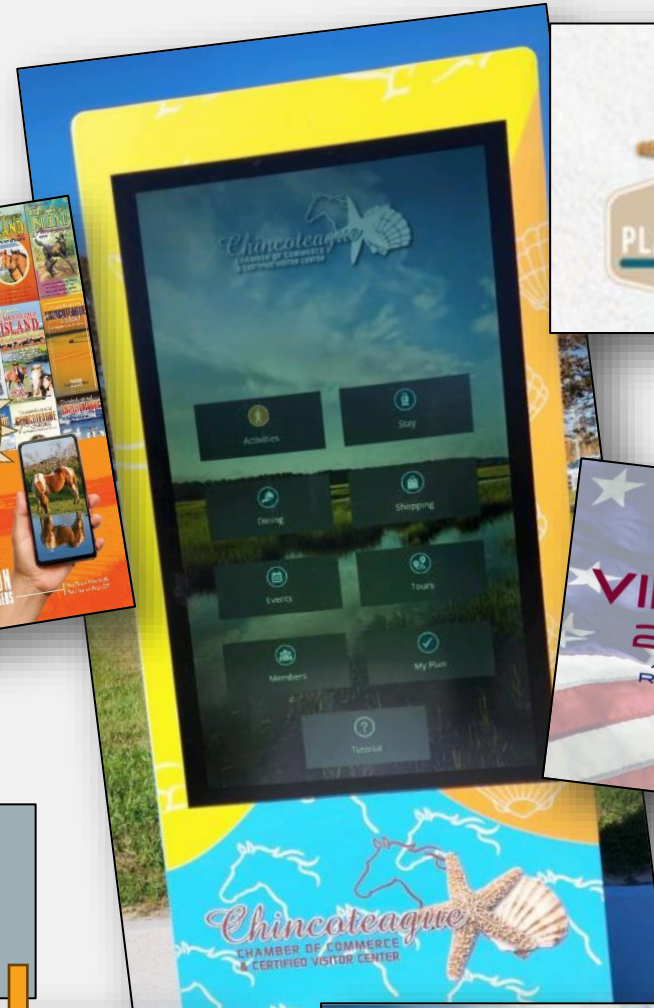
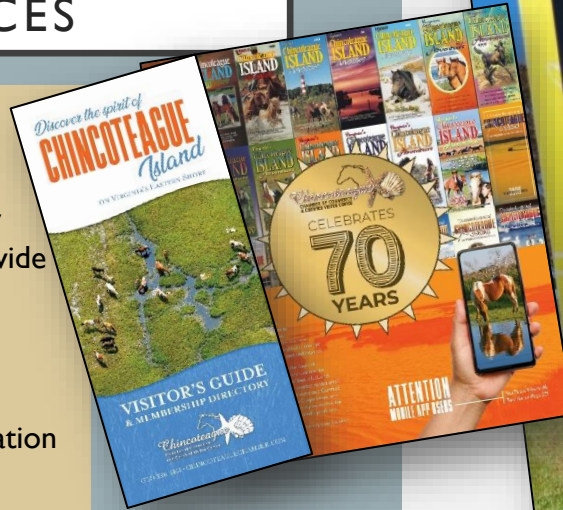
TOURISM DEVELOPMENT NEW PROJECTS & RESOURCES

*2024 Chincoteague Visitor's
Guide & Membership Directory
- 80,000 Print Distribution Worldwide
- Digital GoGuide on
ChincoteagueChamber.com

*Host 2024 Virginia Tourism Corporation
Visitor Centers Seminar
March 12-14, 2024
Welcome Center & Certified Visitor
Center Managers & Assistant Managers
from across the Commonwealth

*Work with Town & Museum of
Chincoteague Island to develop VA250
projects to celebrate the 250th birthday of
the US in 2026

*New Technologies
~Visit Widget Software
~Digital Kiosk
~Mobile Apps
~Webcam



Webcam
23,951 Views
since Sept 2023



THANK YOU

FOR YOUR CONTINUED SUPPORT

Town of Chincoteague

Accomack County Board of
Supervisors

Accomack-Northampton Planning
District Commission

Virginia Tourism Corporation

Chamber Membership

Chincoteague Volunteer Fire
Company

Chincoteague Police Department

Accomack Sherriff's Department

Virginia State Police

American Legion Post #159

Kiwanis Club of Chincoteague

Chincoteague Island Library

Accomack County Public Schools

US Coast Guard

US Navy

Festival Volunteers

