



ANNUAL REPORT 2022

MISSION STATEMENT

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.



VIRGINIA IS FOR LOVERS™

TOURISM IN VIRGINIA ECONOMIC IMPACT STUDY 2021

Visitors generate significant economic benefits to households, businesses, and government and represent a critical driver of Virginia's future.

- **Accomack County realized a 42.6% increase in visitor spending 2021/2020 and a 25% increase over 2019.** State average was 44%. Coastal VA—Eastern Shore was the 3rd fastest growing region in the Commonwealth 2021/2020 and was a significant contributor to the overall economic recovery in the Commonwealth.
- Virginia's tourism revenues reached \$25.2 billion in 2021 (\$69 million a day). **Accomack County brought in \$168.5 million: (Lodging \$69.0M, Food & Beverage \$44.5M, Recreation \$17.1M, Transportation \$24.1M, Retail \$13.7M)**

In 2021, Virginia's tourism industry supported 185,000 jobs, \$7.1 billion in wages, and \$1.8 billion in state and local taxes.



Source: 2021 Economic Impact of Visitors in Virginia
Virginia Tourism Corporation

MARKETING

As the Destination Marketing Organization 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.



CHINCOTEAGUE ISLAND VIRGINIA

CHINCOTEAGUE NATIONAL WILDLIFE REFUGE | CHINCOTEAGUE PONIES
ASSATEAGUE ISLAND NATIONAL SEASHORE | OUTDOOR ACTIVITIES
HISTORY | COASTAL CUISINE | SMALL TOWN CHARM | EVENTS



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

EARNED MEDIA

*ARTICLES APPEARED IN THESE OUTLETS DUE TO CHAMBER ASSISTANCE OR DIRECT PITCH TO MEDIA OUTLETS

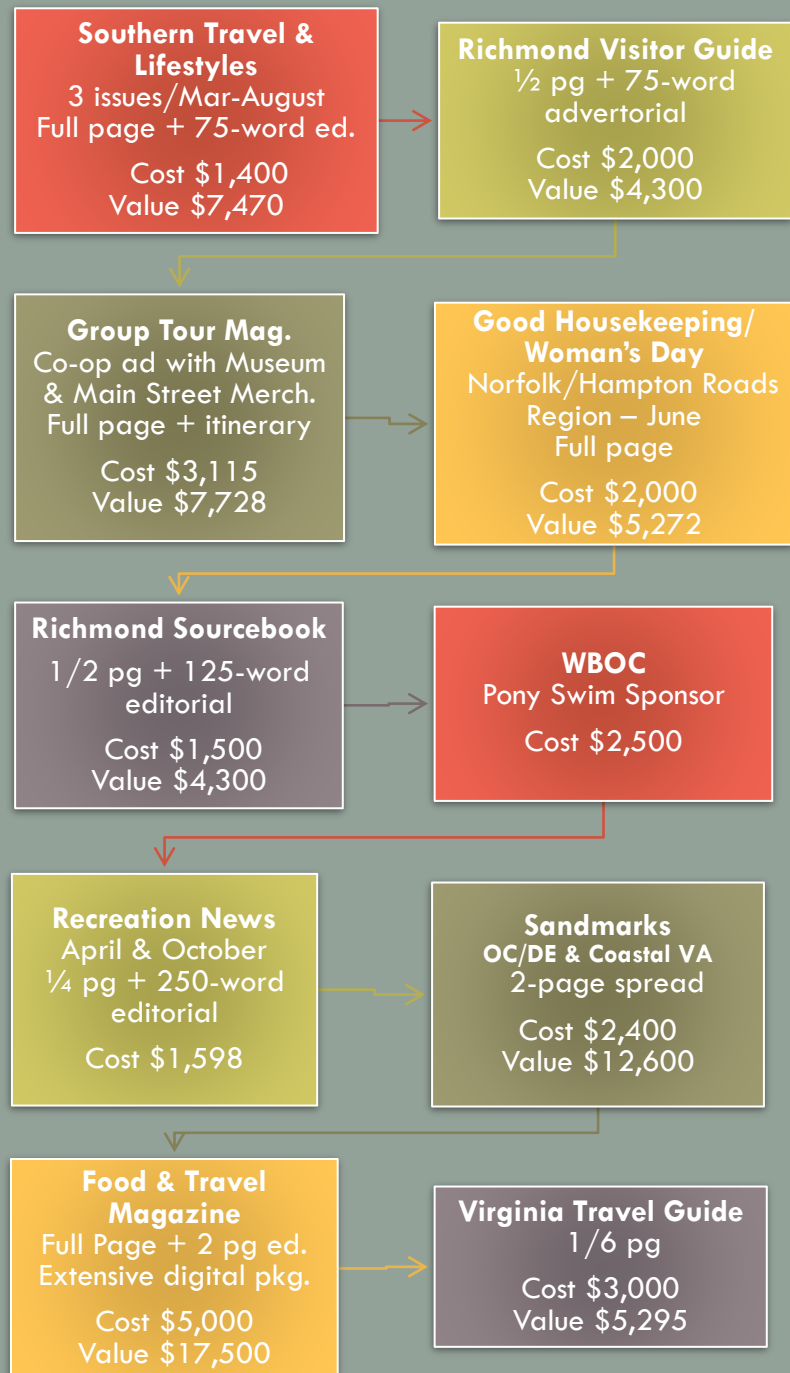
- Dirty Jobs (TV) —Scouting for Pony Roundup possibly
- Southern Lady Mag.—July/August
- Virginia Living Mag.—Michael Upton—Pony Swim
- Carolyn Wyman—Globe Pequot Press/Cookbook author
- Garden & Gun Mag. —Pony Swim
- Australian & German media here for Pony Swim (through VTC)
- Recreation News—WanderLOVE article, Seafood Festival
- WorldAtlas.com—'11 Cutest Small Towns in VA'
- Los Angeles producer Katherine Spiers—Thomas Downing
- Coastal VA Mag. —Explore Eastern Shore—8 pages May-June
- MyGoodEye Music Visuals—via VTC Film Office to shoot on CNWR in June
- AAA Explorer Tidewater Mag.—Pony Swim article
- Seeking Tranquility—book by Amy Schisler set in CI
- Virginia Business—Rocket Lab story
- VA is for Adventurers Scavenger Hunt in July—Tara Fisher with VTC
- Mid-South Horse Review—Lauren Abbott—Pony Swim article
- Virginia Living Mag. —Pony Swim article
- AmericanTowns.com—Seafood Festival
- OnlyInYourState.com—Seafood Festival, story on Capt. Barry, & 'VA Just Wouldn't be the Same Without These 5 Charming Small Towns'
- Boom Town Radio—Richmond—Mike Mazerski
- Chesapeake Bay Mag.—Saltwater Cowboys article—LeGrand/Moynihan
- Washingtonian online—Foodie Travel Guide
- MoneyInc.com—'5 Islands You Have to Visit in VA'—Liz Flynn
- Cooperative Living Mag.—Monthly events we send them
- VacationIdea.com—'12 Best VA Beaches'
- TravelandLeisure.com—'15 Best US Small Towns for a Summer Vacation'
- Escape.com.au—'On Chincoteague Island, VA-Wild Horses are the Star Attraction'—Australian TV here for Swim
- Shore Daily News, ES News/Beacon, ES Post—Print press releases
- BestThingsVA.com—'7 Best Bookstores in VA'—Sundial
- Life Magazine—'A Land for Gamboling'—pgs 12-13
- Just About Horses—Renata Adamowicz-Shura—Misty
- VEDP—VA Economic Development Partnership—Eastern Shore & Rocket Lab
- Fun in Fairfax—ES of VA Road Trip on a Chesapeake Bay Getaway—McCool
- EverythingHorseUK.co.uk—'10 Destinations for Horse Lovers in US'
- Strategistico—'8 Best Family Friendly Islands to Visit in America in 2022'
- Smithsonian Mag.—'Regenerative Tourism Invites Travelers to Get Their Hands Dirty' about Chincoteague Road Scholars
- Popsci, WVPB & others—'A Centuries Old Horse Tooth Holds Clues to the Mystery of the Chincoteague Ponies'
- CountryLiving.com—'The 30 Most Magical Island Getaways in the US'
- TheTravel.com—'10 Beautiful VA Beaches (that Aren't VA Beach)'
- BerkshireEagle.com—'No Seashore Vacation is Complete without Days at the Beach and Plenty of Seafood'
- Tennessee's Wild Side—PBS station here for Pony Swim—used chamber videos in several articles
- Lettie Teague—Writing biography of Marguerite Henry
- The Week Mag.—Advent Media/Good Housekeeping
- TravelCounsel.com—'The Unforgettable Island of Wild Ponies'
- DogwoodNews.com—'5 Free Fun things to do in VA this Fall'
- Cosmopolitan—'30 Small Towns in America that are Perfect for your next Getaway'
- Fodor's Travel—Writing on towns that have inspired authors/novels & 'America's 25 Favorite Beach Towns'
- EBU News in Geneva Switzerland—Used chamber Antares Launch video
- MSN.com—'50 Famous Horses'
- Numerous blog posts and websites not mentioned

PAID ADVERTISING

A SAMPLING...

ADVERTISING SPEND
\$24,513

VALUE
\$68,563



VIRGINIA TOURISM CORPORATION

ARPA FUNDS PROJECTS

2022

- ☐ WBOC Co-op Ad Program
\$1,000
- ☐ WBOC Small Town Series
\$550
- ☐ Instagram Content Creator
Linda-Carol Spencer
\$3,404
- ☐ 13NewsNow/ABC Hampton Roads
Targeted TV/streaming commercials,
retargeting, native Google & Facebook ads
August - December
\$19,079
- ☐ Website Rebuild
\$19,500

2023

- ☐ 13NewsNow/ABC Hampton Roads
Targeted TV/streaming commercials,
retargeting, native Google & Facebook ads
January - April
\$10,921 + \$20,000 DMO Grant
- ☐ VisitWidget
Interactive map for website, kiosk, and
App for iPhone & Android
\$6,600
- ☐ Outdoor Kiosk
\$16,023
- ☐ Professional photographs
to upgrade inventory for enhanced
marketing
\$2,923

SOCIAL MEDIA

FOLLOWERS & REACH

FACEBOOK
29,902 FOLLOWERS

INSTAGRAM
5,043 FOLLOWERS

TWITTER
1,706 FOLLOWERS

YOUTUBE
305 FOLLOWERS

17,703,952+
PEOPLE REACHED
(445% increase over 2021)





Your Chincoteague Island story begins here!

CHINCOTEAGUE CHAMBER OF COMMERCE AND CERTIFIED VISITOR CENTER

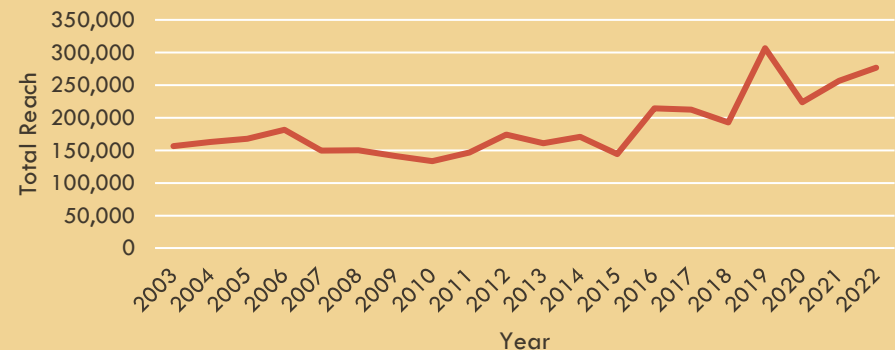
Chincoteague Island, Virginia's only resort island, is the most beautiful island on Virginia's Eastern Shore. World famous for its oyster beds and clam shoals, Chincoteague is nestled between Assateague and Wallops Islands. Assateague Island, Virginia is home to the Chincoteague National Wildlife Refuge where you will discover the world-famous Chincoteague Ponies, diverse wildlife and waterfowl,

In response to marketing efforts through earned, paid, and social media, the Chincoteague Chamber of Commerce & Certified Visitor Center answers questions and provides information and tourism resources to visitors year-round.

Through staffing efforts, website rebuild and management, Visitor Guide development and distribution, Search Engine Optimization and increased digital marketing spend, there has been steady growth. Continued growth post-pandemic is supported by 24% increase from 2020/2021.

Total Reach by Year

Includes Phone Calls, Office Visitors, Emails Received, and Web Hits



BUSINESS DEVELOPMENT

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.

Ribbon Cuttings

Iron Pony Adventure Park – April 29

Yogi Bear's Jellystone Park – June 9

Sun Outdoors Chesapeake Bay (Tall Pines) – July 13

Davy's TherAppy Farm – July 25

Island Roots –October 29

Business Before/During/After Hours

The Baxter Insurance Group - November 16

Networking Luncheons

March, April, November, December

❖ Community Job Fair – April 2

❖ Regional Job Fair – April 5

BUSINESS RETENTION

Providing support to existing businesses by assisting with expansion planning, marketing, and providing information on financial planning, resiliency, insurance, and other topics of interest helps to keep businesses growing and thriving, even under adverse circumstances.

Opportunities for professional learning are fundamental to retaining a strong, vibrant business community and chamber membership. Business leaders helping business leaders creates strong bonds that last a lifetime.

- *Business Resiliency Workshop on January 26, 2022 led by Bryan Rush, Director of Emergency Operations Center. chincoteaguechamber.com/business-resiliency/
- *Community Job Fair at Chincoteague Center - April 2
- *Regional Job Fair at ESCC - April 5
- *Weekly e-newsletters offering resources
- *Business-to-Business networking opportunities
- *EDA Grant for COVID-19 Recovery Opportunities:
 - Resiliency Workshops in partnership with Chincoteague Emergency Operations Center
 - Customer Service Training at Eastern Shore of Virginia Tourism Summit in February
 - Customer Service Training in collaboration with Eastern Shore Community College in May
 - Google Ad and Business Services Training



Summer Employment
Job Fair
April 2nd
From 10 am – 1 pm
6155 Community Drive
Chincoteague, Virginia

Looking for Summer employment opportunities?
Come by The Chincoteague Center to see what our island has to offer!

Looking for Summer employees? Call us to book a table today!

Contact us for more information at
(757) 335-0814 or
Center@TheChincoteagueCenter.com

CHINCOTEAGUE CENTER

Chincoteague
CHAMBER OF COMMERCE
& CERTIFIED VISITOR CENTER



CUSTOMER EXPERIENCE SEMINAR
for MANAGERS & EMPLOYEES

FREE EVENT
LUNCH INCLUDED
RSVP NOW!

May 19 | 8:00am - 2:30pm
Chincoteague Center
6155 Community Drive

A customer's experience is shaped by the people, process, and product a business provides.

PEOPLE	PROCESS	PRODUCT
Customers want to speak to helpful and kind employees, whether they are on a call with an associate, being seated in a restaurant, or purchasing an item from your store.	Customers prefer seamless and memorable experiences as they move through the buyer journey. This could be anything from a simplified payment process to an easier way to ask a question and receive support.	Customers want a product that solves their problems from an insurance policy or home purchase to a stress-free vacation getaway. Provide consistent messaging through marketing strategies to tell your story.

A pleasant experience can leave a positive mark on your customer and help establish stronger brand loyalty. The experiences of your customers will have a longer lasting impact than anything else you do for them.

8:00am - noon
Customer Service Training for Management & Employees

12:30pm - 2:30pm
Marketing & Digital Advertising Strategies

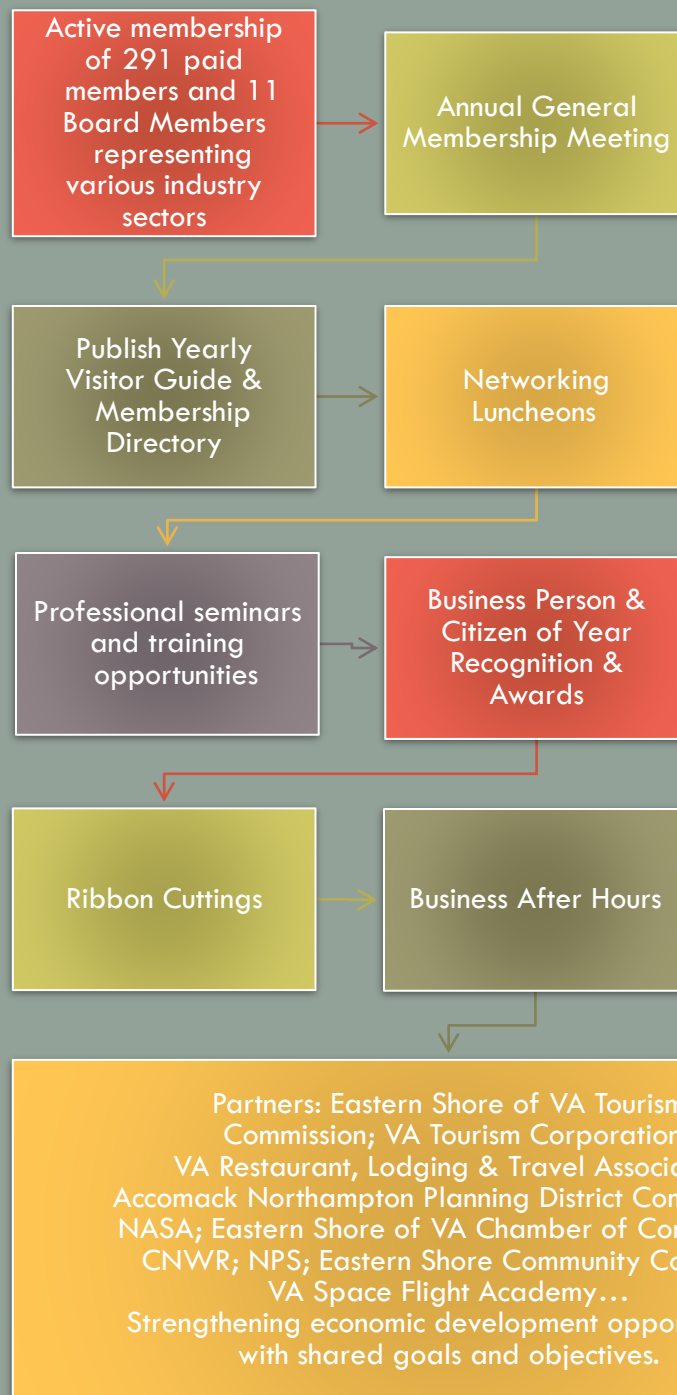
Come for the entire day or employees are welcome to attend the morning session and enjoy provided lunch if not involved in marketing aspects of the business.
RSVP by May 16 to joanne@chincoteaguechamber.com

ESCC
Eastern Shore Community College

Chincoteague
CHAMBER OF COMMERCE
& CERTIFIED VISITOR CENTER

CHINCOTEAGUE CENTER

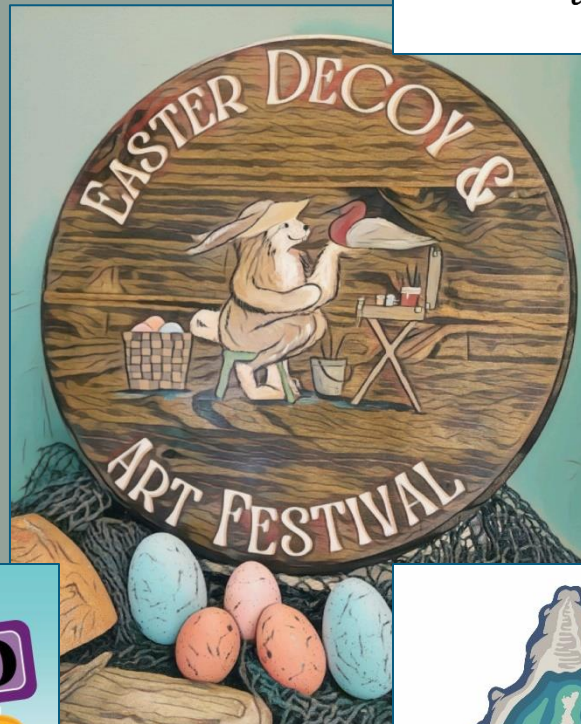
MEMBERSHIP SERVICES & BENEFITS



CHAMBER SPONSORED 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 sell-out destination events bringing weekend guests to eat, stay and play.

- *Chincoteague Decoy & Art Festival
April 15 & 16, 2022
- *Seafood Festival - May 7, 2022
- *Oyster Festival - October 8, 2022
- *Old-Fashioned Christmas Parade
December 3, 2022



2023 — EXCITING NEWS & PROJECTS

- *2023 Chincoteague Visitor's Guide & Membership Directory
 - 80,000 Print Distribution
 - Digital GoGuide
- *Invest more in digital marketing & SEO to capture higher market audience and maximize member benefits.
- *13NewsNow: continue marketing campaign with VTC ARPA Funds to capture more of Richmond, Hampton Roads & NoVA markets. Streaming, TV, Native Ads, Facebook Boosts leveraged by 13NewsNow
- *Outdoor Kiosk at Chamber Building with Interactive Map, Itinerary builder---VTC ARPA Funds
- *Apps for Androids & iPhones with VTC ARPA Funds
- *Work with Town & Museum to develop VA250 projects to celebrate the 250th birthday of the US in 2026



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 Sheriff'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

THANK YOU FOR YOUR CONTINUED SUPPORT

