



**2015 Annual
Report**



WELCOME CENTER

2015 was an exciting year for the Darke County Visitors Bureau. Our area continues to be an attractive place to visit for those who are interested in history, agritourism, sports tourism, and much more. As we move into 2016, the board of trustees and I are committed to continuing our efforts to make Darke County a premier destination for travelers all across our nation and a great place to live for our citizens.

*Matthew Staugler
Executive Director*

Darke County Visitors Bureau

The Darke County Visitors Bureau is a non-profit 501(c)(6) organization funded by revenue received from the county's lodging tax (bed tax), the Village of Versailles excise tax on lodging, the City of Greenville's excise tax, and partnerships with travel-related businesses.

The DCVB is the destination marketing organization for Darke County. With input from a board of community leaders and dozens of local businesses, the DCVB focuses on increasing commerce by encouraging travel to attractions, accommodations, restaurants, shops, and events throughout the county.

The mission of the Darke County Visitors Bureau is to attract visitors to Darke County through promotion, education, and development of tourism.



2015 Platinum Partner - KitchenAid Experience

2015 Successes

Darke County was recognized in five categories for the 2015 "Best of Ohio" awards from Ohio Magazine: "best annual parade" for **Main Street Greenville's Hometown Holiday Horse Parade**, "best historical museum" for the **Garst Museum**, "best independent boutique" for **Sadie Grace**, "best fine dining" for **Michael Anthony's at the Inn**, & "best county fair" for **The GREAT! Darke County Fair**.

The DCVB continued support of local events through its Tourism Grant Program. Recipients of the 2015 grant program included the Tour de Donut, YOLO: Festival of Races, and Illumination Festival. Funds are made available to non-profit tourism attractions and organizations sponsoring special events and/or programs in Darke County. Grants are awarded on a competitive basis, with primary consideration given to applicants which: attract overnight visitors, attract visitors from more than 50 miles away, and feature new or expanded events or programs.



2015 Gold Partner - The Inn at Versailles

2015 Marketing Efforts

The DCVB continued distribution of the award-winning **2014/2015 Darke County Visitors Guide**, the official guidebook to visiting Darke County. To date, we've distributed **40,000** copies of the guide over the last two years.

The DCVB's official website, **www.visitdarkecounty.org**, continues to be a destination for those looking for more information about our area, and features a comprehensive calendar of area events and the ability to create custom itineraries. Social media continues to be a strong outreach tool, and the DCVB has a presence on **Facebook, Twitter, and Instagram**. The DCVB also utilizes an **e-newsletter** to stay connected with those interested in events and attractions in Darke County. The DCVB maximizes our advertising budget by strategically targeting specific constituencies and publications, including the **state Travel Planner, the state of Ohio's calendar of events, Ohio Magazine, Group Tour Magazine's "Ohio Has IT!", and outdoor billboards**, as well as ads in **The GREAT! Darke County Fair book** and tabs in **The Early Bird**.

The DCVB also actively promoted Darke County in tradeshow and festivals, including the **AAA Great Vacations Travel Expo in Columbus, The Gathering at Garst, and The GREAT! Darke County Fair**.



2015 Silver Partner - Garst Museum

2015 Results & Outcomes

(2014 Results in Blue)

Online Guide/Brochure Requests - 2,000 (2,000)

E-Newsletter Recipients - 2,818 (1,415)

Facebook "Likes" - 4,961 (2,434)

Twitter Followers - 623 (461)

Instagram Followers - 464 (287)

Total Website Traffic

of Page Views - 30,430 (36,487)

of Sessions - 14,653 (13,723)

Average Length of Session - 2:09 minutes (2:08 minutes)

Brochure Distribution

Racks in Darke County - 3,000

Ad-Rack Ohio - 15,000

State Tourist Information Centers - 5,000

Tradeshows - 2,000

Travel Pavilion - 2,000

99% increase in e-newsletter, 103% increase in Facebook "Likes", 35% increase in Twitter followers, & 62% increase in Instagram followers



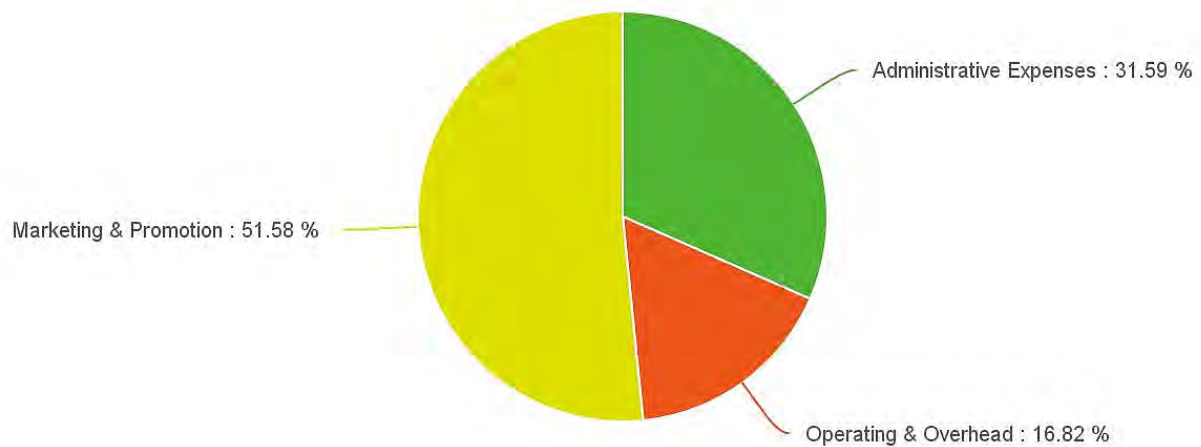
2015 Silver Partner - Bear's Mill

2015 Results & Outcomes

Expenses

There are three categories of expenses: Administrative, Operating & Overhead, and Marketing & Promotions.

Expenses



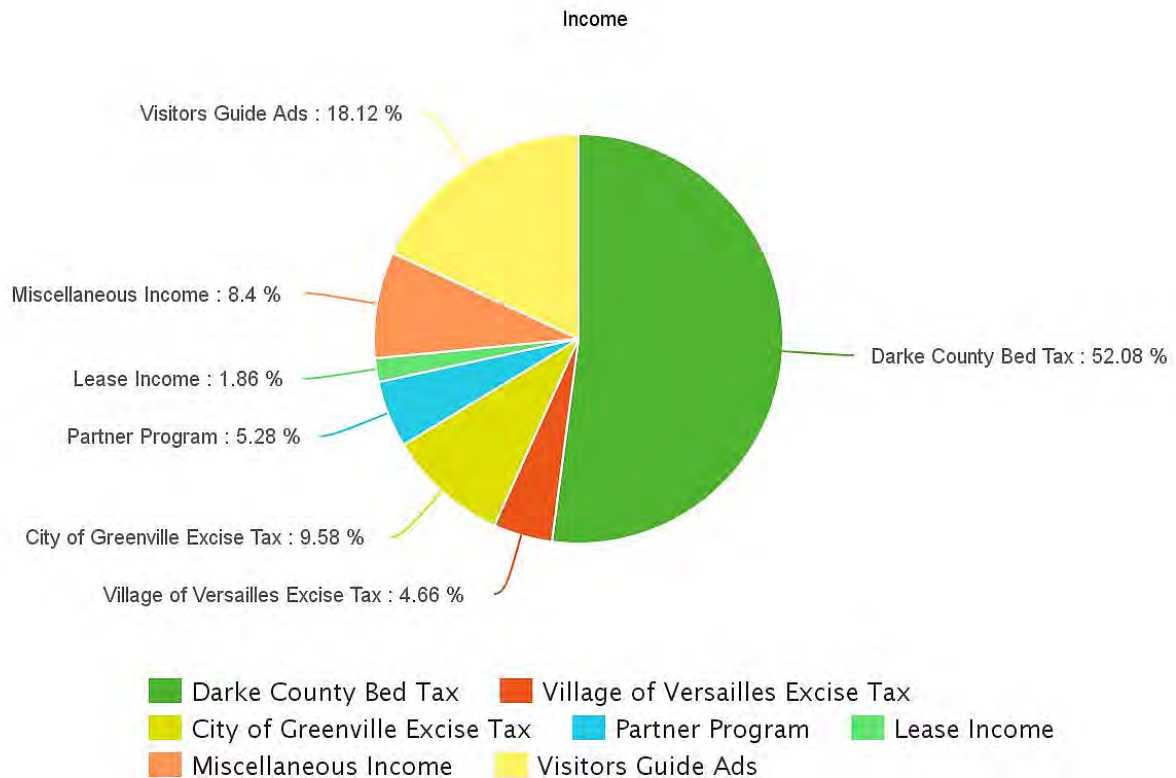
■ Administrative Expenses ■ Operating & Overhead ■ Marketing & Promotion



2015 Results & Outcomes

Income

The tax-related funding sources come to us through a bed tax paid by visitors. The county bed tax is 3%. The City of Greenville and the Village of Versailles collect an excise tax on lodging in the amount of 3%. The Visitors Bureau receives all but an administrative fee from the county; 2% of the 3% collected from the Village of Versailles, and a donation from the City of Greenville which comes from the excise tax on lodging. The Visitors Bureau has agreements with both the county and the Village of Versailles.



2015 Board of Directors

January 1-December 31, 2015

Officers

Roger Van Frank, President
Darke County Parks

Aaron Moran, Vice President
Versailles EVSD

Scott Hartings, Treasurer
KitchenAid

Merri Niekamp, Secretary
Esarey & Associates LLC

Larry Boos, Past President
Eldora Speedway

Trustees

Ted Abney
The Bistro Off Broadway

Dennis Baker
Darke County CIC

Roy Brown
Inn at Versailles

Diane Delaplane
Darke County Commissioner

Sharon Deschambeau
Darke County Chamber

Terri Flood
Wayne HealthCare

Amber Garrett
Main Street Greenville

Lisa Martin
Greenville Nat'l. Bank

Clinton Randall
Bluebag Media

Daryl Riffle
Darke County Ag. Society

Leon Rogers
City of Greenville

Staff

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Executive Director



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