

Foundation Focus

To improve the quality of life and promote philanthropy....

March 2014



Guest Columnist:
Alisa Bailey, President/
CEO, Charleston Convention and Visitors Bureau

Tourism: It's Everybody's Business!

Tourism is big business in the Greater Kanawha Valley Foundation service area. In 2012, travelers had an \$865 million economic impact on the region. Taxes generated from those expenditures brought in \$68.7 million to the state and local coffers. In Kanawha County alone, the taxes derived from tourism annually are enough to pave 243 miles of state highway or educate 4,900 school children.

Tourism is also small business. More than ninety percent of the businesses in the tourism industry are small. Indeed, many are locally owned and operated. Because of the nature of those small businesses, most are unable to afford to market outside of their local communities. For many tourism businesses, the Convention & Visitors Bureaus (CVBs) in the GKVF region are the only means of driving travelers to their businesses. Thus, the marketing executed by those CVBs supports thousands and thousands of jobs.

Tourism supports jobs. Almost eight thousand people are employed in the tourism industry in the GKVF region, and that's good news. Sadly, many times those jobs are characterized as low paying; therefore, they receive little economic development support from governments and chambers of commerce. Front-line employees are often reentering the workforce or working flexible hours to put themselves through school, and tourism also provides a "fast track" to higher paying jobs. It is not uncommon for a front-desk clerk or a raft guide to move quickly up the ladder into a marketing or management position.

Tourism's potential in the Kanawha Valley as an economic engine is not without its challenges.

The recent chemical contamination, which shut down restaurants and hotels in a nine county area, was particularly painful for the tourism businesses and their employees. Further, this man-made disaster, which received international media attention, makes it ever the more difficult to sell our region. In essence our brand has been damaged.

Only through superior marketing will our region be able to recover from this situation. And that takes money. Even the current revenue from lodging tax to fund ongoing marketing is expected to take a hit from this crisis.

All of these challenges are further complicated by the erosion of the State Division of Tourism Matching Advertising Partnership Program (MAPP), on which the CVBs have been dependent during the past decade in order to advertise in markets they could not afford on their own.

Tourism's business side and its ROI must get the attention of elected officials and community leaders in our region. Indeed, tourism must get the attention of its citizens.

Because the facts are simple:

- ◇ Tourism is big business in the Greater Kanawha Valley.
- ◇ Tourism is small businesses in the Greater Kanawha Valley
- ◇ Tourism supports thousands of jobs in the Greater Kanawha Valley.
- ◇ Public investment in tourism brings about an immediate and high ROI in state and local taxes.
- ◇ Providing tourists with great experiences—green space for recreation, local dining, unique shopping and great hospitality—also enriches the very spirit and fiber of the community.
- ◇ Therefore, tourism is everybody's business!

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President and CEO's Message

Transitions

"Who are you?" said the Caterpillar...

"I – I hardly know, Sir, just at present," Alice replied rather shyly, "at least I know who I was when I got up this morning, but I think I must have changed several times since then."

Lewis Carroll

Alice's Adventures in Wonderland

As most of you know, The Greater Kanawha Valley Foundation is in the midst of a Strategic Planning Process. That process will mark a transition from the philosophy of "making grants" to "investing" in the community. This new philosophy embraces the concept of gaining a return on that investment. That return is focused on creating local wealth. Wealth that stays in our community and improves the quality of life for all its residents.

Like individuals, organizations if they are successful, go through numerous transitions. The Foundation has completed many transitions successfully in the past. These transitions have allowed the Foundation to thrive and grow over its 50 year history.

Also like individuals in transition, organizational relationships are affected by the transition. As children mature and leave home, families are faced with a change in relationships. When individuals retire not only are their lives impacted but so are the lives of those around them. In all cases, the relationships will need to be renegotiated and a new chapter of life begins. So it will be with The Greater Kanawha Valley Foundation. The Foundation will need to renegotiate its relationship with its stakeholders and the community.

The Greater Kanawha Valley Foundation is excited about this time of transition. We are excited about



working with all of you, our donors, grantees, volunteers, and community members to make our time of transition a time of renewal and transformation. With your help and guidance we will come out of it stronger and better adapted to serve our community and its residents than we were when we went in!

TGKVF Outstanding Grantwriting Award

All of the grant requests the Foundation receives describe interesting projects that aim to improve the quality of life in our communities. Still, each cycle there is one grant proposal that stands apart from the rest for its mastery, compliance, and originality. In an effort to recognize those grant requests that meet and often surpass the Foundation's requirements, TGKVF will award one grantwriter each cycle (three per year) with a TGKVF Gift Card of \$100. The winning grantwriter may redeem the gift card at the Foundation as a contribution to the nonprofit organization of his/her choice.

The winning grant proposal will demonstrate that the writer has read the web-based grant application instructions carefully and, if needed, discussed any questions with TGKVF staff well before the application's deadline. The winning request writer will also answer all questions clearly and completely, document the project budget and accompanying narrative plainly according to the budget format, and submit the application in a timely manner according to written guidelines.

TGKVF's Outstanding Grantwriter Award goes to **Loren Farmer for Bob Burdette Center.**

Agency Spotlight



Southern Appalachian Labor School

Community Development and Education On The Move
Constructing Change From The Ground Up

The mission of the Southern Appalachian Labor School (SALS) is to provide education, research, and linkages for working class and disenfranchised peoples in order to promote understanding, empowerment, and change. The Southern Appalachian Labor School is committed to developing a real comprehension of the social, economic, and legal structures which affect the lives of the Appalachian People.

Visit www.sals.info or call 304.465.9732



Todd Mount is a member of The Greater Kanawha Valley Foundation's Board of Trustees. He is also a member of the Distribution Committee.

Todd is an experienced trial lawyer, whose practice primarily focuses on automobile accidents, personal injury litigation, insurance coverage disputes and employment law litigation. Todd received his B.A. from West Virginia University, and earned his law degree from the West Virginia University College of Law. He is admitted to practice before the Supreme Court of Appeals of West Virginia, as well as the United States District Courts for the Northern and Southern Districts of West Virginia. Todd is currently President of the Boone County Bar Association, a member of the Board of Governors of the West Virginia State Bar and a member of the Board of Governors of the Defense Trial Counsel of West Virginia. He is Vice President of the Boone County Chapter of the WVU Alumni & Friends. Todd lives in Madison, West Virginia, with his wife, Denise Workman.

Distributions

First Cycle Grants 2014 Education, Arts & Culture

1. Appalachian Children's Chorus \$7,500.
2. Appalachian Community Partners \$15,000.
3. Arts in Action \$20,000.
4. Big Brothers & Big Sisters \$10,000.
5. Boone county 4-H Leaders Association \$4,860.
6. Charleston Civic Chorus \$2,000.
7. Clay County 4-H Leaders Association \$4,400.
8. CN Newspapers in Education Company \$3,000.
9. Coda Mountain Academy of Music \$21,300.
10. East End Family Resource Center, Inc. \$8,000.
11. Friends of Alban Arts & Conference Center \$17,000.
12. Friends of WV Public Broadcasting \$20,000.
13. Kanawha Valley Community and Technical College Foundation \$28,483.
14. Overbrook Elementary School \$4,500.
15. River City Youth Ballet Ensemble \$10,000.
16. Roots Town, Inc. \$9,000.
17. Southern Appalachian Labor School \$13,000.
18. Tamarack Foundation, Inc. \$20,000.
19. The Appalachian Reading Center, Inc. \$24,000.
20. The Bob Burdette Center, Inc. \$21,000.
21. University of Charleston \$35,000.
22. West Virginia Music Hall of Fame, Inc. \$15,000.
23. West Virginia State University Foundation \$37,216.
24. West Virginia Women Work \$21,000
25. womanSong \$4,000.
26. WV Professional Dance Company \$15,000.

The Greater Kanawha Valley Foundation is in the midst of cementing its strategic plan and our grantmaking model stands to change in 2015. Once its potential goals have been confirmed by its Board of Trustees, the Foundation will work with all of its partners to adapt to the new framework and, if necessary, help them explore alternative sustainability methods. Our new direction will offer the Foundation and its grantees the exciting opportunity to increase our collective impact on the communities we serve.



Upcoming dates:

March 12, 2014 TGKVF Board of Trustees meeting

March 20 ArtWalk 5-8pm

April 17 ArtWalk 5-8pm

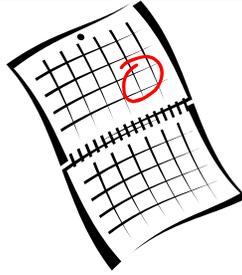
April 20 Easter

May 1 Health & Human Services grant cycle closes

May 13 TGKVF Annual Report to the Community, Clay Center 4-6pm

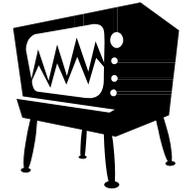
May 15 ArtWalk 5-8pm

May 26 Memorial Day, TGKVF closed



Community Connections is a cable television series hosted and produced by TGKVF staff. Guests include non profit and local leaders who promote their organizations, services, and upcoming events.

The show is broadcast on KCS-TV, channel 17 and shown twice daily for one week each month. In addition, the segments are uploaded to TGKVF's youtube channel and facebook page where they can be shared by others to their social media outlet.



Two ways to keep in touch.

TGKVF has embraced social media. "Like" our facebook page for daily news about TGKVF and other non profits. Subscribe to our youtube channel and see our latest video productions including monthly televised Community Connections interviews with non profit and local leaders.



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