



City of Elkins

Finance Committee Meeting

August 10, 2026

1:00 PM

Phil Gainer Community Center
142 Robert E. Lee Ave. Ext.

Charter Authority of the Finance Committee: Recommend an annual budget to Council. Supervise budget management and make reports to Council. Review and propose to Council municipal debt instruments and grants. Make fiscal forecasts and report same to Council.

AGENDA

1. **Call to Order and Roll Call**
2. **Public Comment**
3. **Minutes**
 - a. Proposed minutes for the meeting of June 8, 2026
4. **Reports**
5. **New Business**
 - a. GameChangers funding proposal
 - b. CVB Cooperative Advertising Proposal
 - c. Joint Cooperative Advertising Program with Buckhannon - Phase Two
 - d. Sanitation rates
 - e. Close Water Depreciation Account at Davis Trust Company
 - f. Open Water Depreciation Account at Mountain Valley Bank
6. **Announcements**
7. **Adjournment**



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	Minutes
Category:	Action Item
Agenda Item Name:	Proposed minutes for the meeting of June 8, 2026
Recommended By:	City Clerk
Summary:	Minutes proposed for the referenced meeting
Fiscal Impact:	n/a
Recommendation:	Consider for approval
Attachments:	1. Finance Committee - 2026_06_08 - minutes_proposed

FINANCE COMMITTEE MEETING MINUTES

*Phil Gainer Community Center
142 Robert E. Lee Ave. Ext.
June 8, 2026
1:00 p.m.*

Present were members: R. Chenoweth (chair) & M. Hinchman.

C. Lowther was absent.

Also present were: Jerry Marco (mayor), Mike Kesecker (operations manager), Gerry Roberts (city attorney, via Teams), Tracy Judy (treasurer), Steve Himes (fire chief), Wes Lambert (chief water operator, via Teams), Sutton Stokes (city clerk), and Mikayla Goins (executive secretary).

MINUTES

Hinchman **MOVED APPROVAL OF THE MINUTES FOR THE MEETING OF APRIL 13, 2026.** The motion carried.

NEW BUSINESS

a. City funding of the Elkins-Randolph County Airport

J.W.J. Wallace spoke in favor of increased City funding of the airport.

b. City Hall financing

Judy advised the Committee that Mountain Valley Bank has offered long-term financing of the City Hall renovation project on substantially similar terms to the financing available from USDA through Fahe. She further advised that USDA seems to have revised its processes related to such funding, raising questions about the viability of that option.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF THE MOUNTAIN VALLEY BANK PROPOSAL FOR CITY HALL FINANCING.** The motion carried.

c. FY 2026 state budget revision #4

Judy provided an explanation of the proposed budget revisions.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF FY 2026 STATE BUDGET REVISION #4 AS PRESENTED.** The motion carried.

d. FY 2026 Fund 001, Revision 13 through 24

Judy provided an explanation of the proposed budget revisions.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF FY 2026 FUND 001, REVISION 13 THROUGH 24 AS PRESENTED.** The motion carried.

e. FY 2026 Fund 036, Revision 1

Judy provided an explanation of the proposed revision of the Fire Department's budget.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF FY 2026 FUND 036, REVISION 1 AS PRESENTED.** The motion carried.

f. FY 2026 Fund 404, Revision 1

Judy provided an explanation of the proposed revision of the Sanitation Fund's budget.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF FY 2026 FUND, REVISION 1 AS PRESENTED.** The motion carried.

g. Policy concerning ad hoc funding requests

Stokes provided a report on a proposed policy that would direct staff to deny most ad hoc funding requests.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF THE AD HOC FUNDING REQUEST POLICY AS PRESENTED.** The motion carried.

h. Hart Office Solutions contract for the Fire Department

Himes provided a report on the Hart Office Solutions contract for the Fire Department.

Hinchman **MOVED RECOMMENDING COUNCIL APPROVAL OF HART OFFICE SOLUTIONS CONTRACT PENDING REVIEW BY THE CITY ATTORNEY.** The motion carried.

The meeting adjourned at 2:13 p.m.

Name & Title

Signature



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	New Business
Category:	Action Item
Agenda Item Name:	GameChangers funding proposal
Recommended By:	Mayor
Summary:	The Mayor will present information about extending additional Opioid Settlement funding to the GameChangers program, which provides peer counseling related to substance misuse in area schools. In September 2024, Council approved funding to implement the GameChanger Student-Powered Substance Misuse Prevention Program at Elkins Middle School. The initial \$25,000 cost was supported through a combination of \$12,500 provided by GameChanger, \$5,000 in City ARPA funds, and \$7,500 from the City's Opioid Settlement Fund (#026), as authorized by Resolution 1783 (attached). The program was implemented in collaboration with other agencies and partners supporting GameChanger programming at schools throughout Randolph County. The City's participation was intended to use opioid settlement proceeds for youth substance-misuse prevention and specifically to ensure that Elkins Middle School could participate.
Fiscal Impact:	TBD
Recommendation:	Consider for recommendation to Council
Attachments:	1. R-1783 Authorizing Expenditure from Fund 026

IN THE COMMON COUNCIL OF THE CITY OF ELKINS, WV

A RESOLUTION OF COMMON COUNCIL

(#1783)

September 5, 2024

Authorizing Expenditure from Fund #026 – Opioid Settlement Funds for Implementation of the GameChanger Substance Misuse Prevention Program at Elkins Middle School

WHEREAS, Opioid Settlement monies have been received by the City of Elkins, West Virginia (“the City”), for the purpose of combatting the epidemic of substance misuse and abuse that has severely effected West Virginia and Randolph County; and,

WHEREAS, the Common Council of the City of Elkins (“Council”) wishes to use some of these Opioid Settlement monies to implement GameChanger, a Student-Powered Substance Misuse Prevention Movement (“the Program”), at Elkins Middle School, in collaboration with other agencies and partners who are assisting in implementing this program at several other Randolph County schools; and,

WHEREAS, the total cost of implementing this Program at Elkins Middle School is \$25,000, with some of this total already secured as follows:

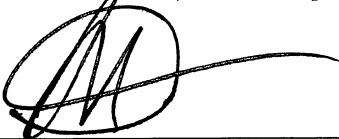
- \$12,500: paid by GameChanger
- \$5,000: already allocated by Council from ARPA funds

; and,

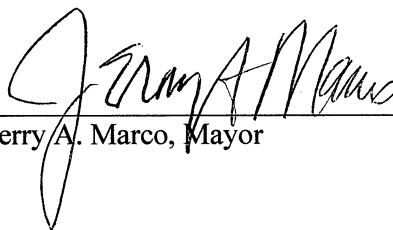
WHEREAS, Council finds that is in the best interests of the students of Elkins Middle School and the people of Elkins to supply the final \$7,500 needed to implement this Program at Elkins Middle School;

NOW, THEREFORE, BE IT RESOLVED, THAT:

The Elkins Common Council hereby authorizes the expenditure of \$7,500 from Fund #026 (Opioid Settlement Funds) for the implementation of GameChanger at Elkins Middle School.



Attest: Sutton Stokes, City Clerk



Jerry A. Marco, Mayor



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	New Business
Category:	Action Item
Agenda Item Name:	CVB Cooperative Advertising Proposal
Recommended By:	Councilor Chenoweth
Summary:	The committee is asked to consider a request from the Depot Welcome Center/CVB for \$3,000 toward a \$42,000 <i>Staycation</i> tourism marketing project featuring Elkins and Randolph County. The contribution would secure an additional \$3,000 match through the WV Department of Tourism. Funding could come from the City's approximately \$6,600 annual advertising allocation under City Code § 31.07. The request appears consistent with an exception contemplated by Council's policy on outside funding requests because the CVB is an existing City funding partner and the expenditure would support tourism promotion through a state matching program. This expenditure would seem to reduce the funding available for Phase Two of the City's Tyson Corner Cooperative Advertising campaign. The available funds would then be only about another \$3,000. The City must commit no later than August 14.
Fiscal Impact:	\$3,000 from from city's marketing funds
Recommendation:	Consider for recommendation to Council
Attachments:	1. West Virginia Tourism Proposal - Staycation (Elkins, WV) 2. STAYCATION_EPISODE_BUYOUT (4) (1) (5)



BRINGING APPALACHIA TO THE WORLD.

**Experience the Heart of West Virginia where
Hospitality Meets Adventure.**

Tourism Partnership Proposal

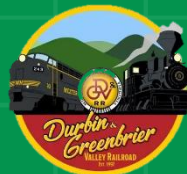


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LETTER TO WEST VIRGINIA DEPARTMENT OF TOURISM

Dear West Virginia Department of Tourism Leadership,

There are moments in life when you have an opportunity to tell a story that deserves to be heard.

I believe this is one of those moments.

Growing up in West Virginia, I learned early that what makes our state special isn't simply our mountains, rivers, or scenic overlooks—it's our people. It's the warm smile from a stranger walking down Main Street, the conversations shared over a home-cooked meal, the music echoing through our valleys, and the pride that exists in communities that continue to preserve the traditions that make Appalachia unlike anywhere else in America.

That is the story we have the opportunity to tell.

After graduating from Davis & Elkins College with a bachelor's degree in Hospitality and Tourism Management, I had opportunities to pursue my career elsewhere. Instead, I made the decision to stay here in my hometown because I believed in something much bigger than a career—I believed in the future of tourism in Elkins and the opportunity to help showcase everything our region has to offer.



Today, I have the privilege of serving as the General Manager of both the Tygart Hotel & Oxley House Cocktail Bar & Restaurant and the newly developed Railyard Event & Conference Center. Every day I have the opportunity to welcome visitors from across the country and around the world, introducing them to a community that continues to exceed expectations.

Over the past several years, Elkins has quietly transformed into one of West Virginia's most complete tourism destinations. Visitors can spend an entire weekend immersed in authentic Appalachian experiences without ever running out of something new to discover. They can board the Durbin Greenbrier Valley Railroad and travel through breathtaking mountain scenery, enjoy handcrafted Appalachian cuisine in our locally owned restaurants, experience nationally recognized arts and culture through Augusta Heritage Center, explore the beauty of the Monongahela National Forest, browse locally owned shops throughout our historic downtown, and soon conclude their evenings enjoying world-class entertainment at the Railyard Event & Conference Center.

What makes Elkins unique is that these experiences are not isolated attractions—they are woven together into a visitor journey that feels genuine, welcoming, and distinctly West Virginian.

Every great adventure begins with a warm welcome.

For many visitors, that welcome begins at the front doors of the Tygart Hotel. As guests step inside, they are greeted with fresh flowers, the aroma of freshly baked cookies, and genuine hospitality that reflects the values our communities have embraced for generations. As they settle into their room overlooking historic downtown Elkins, something remarkable happens—they begin to slow down. They take a deep breath, look toward the surrounding mountains, and realize they have arrived somewhere different.

From that moment forward, Elkins begins telling its story.

It is a story of mountain railroads winding through picturesque valleys. Of handcrafted meals inspired by generations of Appalachian families. Of music spilling into the streets during an Augusta Heritage jam session where strangers quickly become lifelong friends. It is a story of breathtaking hikes through the Mon Forest, evenings filled with laughter at live performances, and mornings that begin with locally roasted coffee before another day of adventure.

These are not manufactured experiences.

They are simply who we are.

As our region continues to grow, so does our responsibility to share this story with new audiences. The opening of the Railyard Event & Conference Center represents another significant milestone in Elkins' evolution as a year-round destination, expanding opportunities for entertainment, conferences, performing arts, and overnight visitation while complementing the exceptional work already being done by our tourism partners throughout Randolph County.

That spirit of collaboration is what makes this proposal different.

This initiative is not about promoting a single business or attraction. It represents a partnership among organizations that share a common vision of strengthening tourism throughout our region. Together, we have assembled a coalition of hospitality leaders, arts organizations, outdoor recreation partners, entertainment venues, and visitor services, all working toward the same goal: introducing more people to the authentic experiences that make West Virginia extraordinary.

To help tell that story on a national stage, we have identified an opportunity through *Staycation*, an Emmy Award-winning travel series that specializes in showcasing destinations through cinematic storytelling. Rather than creating a traditional advertisement, the project would invite viewers to experience Elkins through the eyes of a first-time visitor, highlighting the hospitality, culture, outdoor recreation, and sense of community that define our region. We believe this approach aligns perfectly with the mission of inspiring travel through authentic experiences rather than simply promoting individual attractions.

While this proposal includes a request for financial partnership, what we are truly seeking is something far greater.

We are inviting the West Virginia Department of Tourism to join us in telling one of the Mountain State's most compelling stories.

We believe this investment represents an opportunity to introduce millions of potential visitors to a region that embodies the very best of West Virginia—our hospitality, our landscapes, our creativity, our resilience, and our people.

Thank you for your continued leadership in promoting tourism across our state and for considering this partnership. We are proud of what Elkins has become, even more excited about where it is headed, and hopeful that together we can inspire a new generation of travelers to discover why so many of us proudly call West Virginia home.

Respectfully,

Shane Jones

General Manager

Tygart Hotel & Oxley House Cocktail Bar & Restaurant

Railyard Event & Conference Center

EXECUTIVE SUMMARY

Bringing Appalachia to the World

West Virginia is defined by breathtaking landscapes, rich Appalachian heritage, and welcoming communities that offer travelers authentic experiences unlike anywhere else in the country. As visitors increasingly seek meaningful destinations rooted in culture, outdoor adventure, and genuine hospitality, Elkins has emerged as one of the Mountain State's most complete tourism destinations.

This proposal presents a collaborative regional tourism initiative to showcase Elkins through a dedicated 29-minute episode of **STAYCATION**—an Emmy Award-winning travel series recognized for cinematic destination storytelling. Rather than functioning as a traditional advertisement, **STAYCATION** invites viewers to experience a destination through the eyes of a traveler, combining professional production, national television distribution, streaming platforms, and social media to create lasting marketing assets that continue promoting a destination long after the episode airs.

More than a single attraction, this episode will tell the story of Elkins as a complete visitor experience. Guests will discover boutique lodging at the Tygart Hotel, Appalachian-inspired dining at the Oxley House Cocktail Bar & Restaurant, scenic excursions aboard the Durbin & Greenbrier Valley Railroad, live entertainment at the Railyard Event & Conference Center, the nationally recognized arts and traditions of Augusta Heritage Center, the outdoor adventure of the Mon Forest Towns and Monongahela National Forest, and the charm of a thriving historic downtown.

This initiative represents an unprecedented partnership among regional hospitality, tourism, arts, and recreation organizations, all working toward one shared vision: increasing overnight visitation, strengthening local businesses, and showcasing the very best of West Virginia. Together, our partners have committed \$10,500 toward this project, demonstrating a strong local investment in the future of tourism.

To complete funding, we respectfully request an investment of \$31,500 from the West Virginia Department of Tourism, creating a total project investment of \$42,000. As the project's Presenting Partner, the Department would help introduce millions of prospective travelers to one of West Virginia's most authentic mountain communities while creating professional marketing assets that will continue benefiting the region for years to come.

This proposal is about more than producing a television episode. It is about strengthening rural tourism, supporting locally owned businesses, celebrating Appalachian culture, and inviting travelers to experience the people, places, and traditions that make West Virginia extraordinary.

More Than a Marketing Campaign

This is more than a marketing campaign. It is an invitation for millions of future visitors to discover the people, places, and experiences that make West Virginia unforgettable.

WHY ELKINS?

WHERE APPALACHIAN HOSPITALITY COMES TO LIFE

Some destinations are known for a single attraction.

Others are known for a single season.

Elkins is different.

Nestled in the heart of the Appalachian Mountains, Elkins has quietly emerged as one of West Virginia's most authentic and complete visitor destinations—a place where history, culture, outdoor adventure, entertainment, and hospitality naturally come together to create an unforgettable experience.

Visitors don't come to Elkins to check one attraction off a list.

They come to slow down, reconnect, and experience the Mountain State the way it was meant to be experienced.

Here, every street tells a story. Every locally owned business welcomes guests with genuine hospitality. Every meal reflects generations of Appalachian tradition. Every mountain view reminds visitors why West Virginia has earned its reputation as **ALMOST HEAVEN**.



A DESTINATION BUILT ON AUTHENTIC EXPERIENCES

What makes Elkins unique is not simply the number of attractions it offers, but how seamlessly they connect to create a destination where visitors can spend several days exploring without ever feeling rushed.

A weekend in Elkins might begin with a warm welcome at the Tygart Hotel, where guests settle into a beautifully restored boutique hotel overlooking historic downtown. From there, they can stroll to locally owned shops, discover handcrafted artwork, enjoy Appalachian-inspired cuisine, or board the Durbin & Greenbrier Valley Railroad for an unforgettable journey through some of West Virginia's most breathtaking mountain landscapes.

As evening arrives, visitors experience another side of Elkins. They gather over handcrafted cocktails and locally inspired meals before enjoying live entertainment at the newly developed Railyard Event & Conference Center. Later, they may find themselves listening to an impromptu Augusta Heritage jam session, where musicians of all ages come together to celebrate the traditions that have defined Appalachian culture for generations.

The following morning offers an entirely different adventure. Just minutes from downtown, visitors discover the endless beauty of the Monongahela National Forest and the Mon Forest Towns, where hiking trails, scenic overlooks, waterfalls, mountain streams, and outdoor recreation provide experiences that rival some of the most celebrated destinations in the eastern United States.

In Elkins, visitors don't have to choose between culture and adventure—they experience both.

A COMMUNITY ON THE RISE

Elkins is experiencing a remarkable period of growth and momentum.

The restoration of the historic Tygart Hotel has reestablished a landmark that now welcomes guests from across the country and around the world. The opening of the Railyard Event & Conference Center marks the next chapter in the community's evolution, expanding opportunities for live entertainment, conferences, performing arts, and year-round visitation while strengthening the local economy.

At the same time, organizations such as the Durbin & Greenbrier Valley Railroad, Augusta Heritage Center, the Elkins Depot Welcome Center, and the Mon Forest Towns continue attracting visitors who are seeking authentic Appalachian experiences rather than manufactured tourist attractions.

Together, these investments are transforming Elkins into a destination where visitors can enjoy a complete weekend—or longer—filled with memorable experiences that encourage repeat visits and generate lasting economic impact throughout the region.

MORE THAN A DESTINATION—A GATEWAY TO WEST VIRGINIA

For many travelers, Elkins is more than a place to visit.

It is their introduction to West Virginia.

It is where they experience Appalachian hospitality for the very first time.

It is where they discover that our communities are welcoming, our landscapes are breathtaking, and our traditions remain deeply rooted in the people who call this place home.

Every guest who leaves Elkins takes home more than photographs.

They leave with stories.

Stories of riding through mountain valleys aboard a historic railroad.

Stories of sharing dinner with friends in a restored downtown.

Stories of live music echoing through the streets.

Stories of breathtaking hikes, warm conversations, and unforgettable moments.

Those stories become the reason they return—and the reason they encourage others to discover West Virginia for themselves.

WHY ELKINS? BECAUSE IT REPRESENTS THE BEST OF WEST VIRGINIA.

Elkins is more than a destination on the map.

It is a community where Appalachian hospitality remains a way of life, where outdoor adventure begins just beyond downtown, where arts and culture thrive, and where every visitor is welcomed like family.

As West Virginia continues to grow its tourism economy, Elkins stands ready to help tell that story—not simply as one remarkable destination, but as a gateway to everything that makes the Mountain State unforgettable.

A WEEKEND IN ALMOST HEAVEN

Follow the Journey. Experience the Story "Every great adventure begins with a warm welcome".

48 HOURS

in Almost Heaven

ONE DESTINATION. COUNTLESS MEMORIES.

From mountain adventures and rich culture to genuine hospitality and unforgettable entertainment, Elkins invites you to slow down, explore deeper, and experience West Virginia the way it was meant to be.

1 WELCOME TO ELKINS

Arrive in historic downtown Elkins and check in to the beautifully restored Tygart Hotel. Settle in, relax, and take in the view of the mountains and charming streets that make this place feel like home from the very beginning.

2 APPALACHIAN DINING

Enjoy dinner at the Oxley House Cocktail Bar & Restaurant where Appalachian flavors come to life through locally inspired ingredients, handcrafted cocktails, and warm hospitality that makes every meal a memorable experience.

3 THE MAINLINE SHOW

Just steps away, the Railyard Event & Conference Center comes alive with The Mainline Show. High-energy music, greatest hits, and incredible performances create an unforgettable night of entertainment.

4 AUGUSTA HERITAGE AFTER HOURS

When the show ends, the music doesn't stop. During Augusta Heritage events, impromptu jam sessions fill the streets and porches with Appalachian tradition. Pull up a chair, tap your foot, and become part of something special.

5 MOUNTAIN TABLE COFFEE

Start your morning with locally roasted Mountain Table Coffee and a stroll through downtown Elkins. Discover unique shops, friendly faces, and the charm of a community that welcomes you like family.

6 DURBIN & GREENBRIER VALLEY RAILROAD

Step aboard and experience one of West Virginia's most iconic rail journeys. Breathtaking mountain views, rushing rivers, and the high Falls of Cheat make this a ride you will never forget.

7 MON FOREST ADVENTURE

Just beyond downtown lies adventure at every turn. Hike scenic trails, discover waterfalls, explore overlooks, or paddle crystal-clear rivers in the Monongahela National Forest.

8 DISCOVER HISTORIC DOWNTOWN ELKINS

Return to town and explore locally owned boutiques, Appalachian artisans, and historic architecture. Enjoy lunch on a patio, find the perfect souvenir, and take in the small-town charm.

9 RETURN HOME INSPIRED

You came for the weekend, but you leave with so much more—stories of mountain railroads, unforgettable meals, live music, breathtaking landscapes, and people who made you feel like family. Until next time, Elkins.

You don't just visit Elkins—you become part of its story.

THE JOURNEY

- 1 WELCOME TO ELKINS
- 2 APPALACHIAN DINING
- 3 THE MAINLINE SHOW
- 4 AUGUSTA HERITAGE AFTER HOURS
- 5 MOUNTAIN TABLE COFFEE
- 6 DURBIN & GREENBRIER VALLEY RAILROAD
- 7 MON FOREST ADVENTURE
- 8 DISCOVER HISTORIC DOWNTOWN ELKINS
- 9 RETURN HOME INSPIRED

ELKINS

ALMOST HEAVEN, STARTS HERE.

— REAL PEOPLE. REAL PLACES. REAL APPALACHIA. —

Stay a while. You'll feel right at home.

One Destination. Countless Memories.

Some places are meant to be visited. Others are meant to be experienced. Nestled in the heart of the Appalachian Mountains, Elkins offers travelers the opportunity to slow down, reconnect, and discover the authentic spirit of West Virginia. Over the course of a weekend, visitors can immerse themselves in breathtaking scenery, rich Appalachian traditions, unforgettable entertainment, locally inspired cuisine, and the warm hospitality that has welcomed generations of travelers to the Mountain State.

From the moment you arrive at the historic Tygart Hotel, every experience naturally leads to the next. Ride the rails through picturesque mountain valleys aboard the Durbin & Greenbrier Valley Railroad, enjoy handcrafted meals and cocktails at the Oxley House, experience the energy of The Mainline Show at the Railyard Event & Conference Center, discover the living traditions of Augusta Heritage Center, explore the natural beauty of the Monongahela National Forest, and stroll the charming streets of historic downtown Elkins filled with locally owned shops and friendly faces.

This is more than a weekend getaway—it is an invitation to experience the people, places, and traditions that define Appalachian West Virginia. Here, every conversation becomes a memory, every adventure tells a story, and every visitor leaves with a deeper

appreciation for the beauty, culture, and hospitality that make Elkins one of West Virginia's most unforgettable destinations.

OUR PROPOSAL

The way travelers choose destinations has changed dramatically over the past decade. Today's visitors are no longer inspired by traditional advertisements alone—they are drawn to authentic stories, immersive experiences, and destinations that allow them to envision themselves as part of the journey. *Staycation*, an Emmy Award-winning travel series, has built its reputation by showcasing world-renowned hospitality destinations through cinematic storytelling rather than conventional advertising. Instead of simply highlighting a hotel or attraction, each dedicated episode captures the complete visitor experience, weaving together lodging, dining, entertainment, outdoor recreation, culture, and the people who make a destination unforgettable. Through national television, streaming platforms, and social media distribution, *Staycation* creates long-term marketing assets that continue inspiring travel long after the initial broadcast, making it an ideal platform to introduce Elkins—and West Virginia—to millions of potential visitors.

Elkins is uniquely positioned to become the next featured destination because it represents the very best of Appalachian West Virginia in one connected visitor experience. Recent investments, including the restoration of the historic Tygart Hotel and the development of the new Railyard Event & Conference Center, have transformed downtown into a growing tourism hub while complementing long-established attractions such as the Durbin & Greenbrier Valley Railroad, Augusta Heritage Center, the Elkins Depot Welcome Center, and the Mon Forest Towns. Together, these partners offer visitors an experience that seamlessly blends hospitality, history, arts and culture, outdoor recreation, entertainment, and small-town charm. Rather than promoting individual attractions, this initiative tells the story of a destination where every experience naturally leads to the next, encouraging visitors to extend their stay and discover everything the region has to offer.

This proposal seeks to create a dedicated **29-minute Staycation episode** centered around the Tygart Hotel as the welcoming gateway to Elkins and Randolph County. Throughout the episode, viewers will follow the journey of a first-time visitor as they experience the community's defining attractions—from riding the Durbin & Greenbrier Valley Railroad through the Appalachian Mountains, enjoying locally inspired dining at the Oxley House, experiencing live entertainment at the Railyard Event & Conference Center, discovering the traditions of Augusta Heritage Center, and exploring the natural beauty of the Monongahela National Forest and Mon Forest Towns. Each featured experience will receive approximately two to three minutes of focused storytelling, culminating in a closing segment highlighting West Virginia Tourism and inviting viewers to discover why Elkins is one of the Mountain State's premier travel destinations. Our goal is simple: to increase tourism awareness, inspire overnight visitation, generate new economic activity, and position Elkins as a gateway for travelers exploring West Virginia for years to come.

RATIONALE

The development of this initiative is rooted in one simple objective: to increase tourism visitation, strengthen rural economic development, and elevate Elkins as one of West Virginia's premier destination communities. As travel trends continue to evolve, research consistently shows that today's travelers are seeking authentic experiences over traditional vacations. Visitors increasingly value destinations that offer meaningful connections, local culture, outdoor recreation, culinary experiences, and opportunities to immerse themselves in the communities they visit. Rather than traveling to see a single attraction, they are choosing destinations that provide a complete experience. Elkins is uniquely positioned to meet this growing demand by combining boutique lodging, scenic rail excursions, Appalachian arts and culture, locally inspired dining, outdoor adventure, and live entertainment within one walkable mountain community.

The timing of this initiative reflects an unprecedented opportunity for the region. Over the past several years, significant public and private investments have transformed Elkins into a growing tourism hub. The restoration of the historic Tygart Hotel has reintroduced a landmark property that now serves as the gateway for visitors exploring the region. The construction of the Railyard Event & Conference Center has added a new dimension of year-round entertainment and conference tourism, complementing long-established attractions including the Durbin & Greenbrier Valley Railroad, Augusta Heritage Center, the Elkins Depot Welcome Center, and the Mon Forest Towns. Together, these partners have created a destination where visitors can spend multiple days experiencing the very best of Appalachian West Virginia. This project capitalizes on that momentum by presenting Elkins not as a collection of individual attractions, but as one connected visitor experience that encourages longer stays, repeat visitation, and increased tourism spending throughout the region.

Most importantly, this proposal directly aligns with the mission of the West Virginia Department of Tourism to promote the Mountain State, increase overnight visitation, strengthen rural economies, and encourage sustainable tourism growth. By telling the story of Elkins through a dedicated *Staycation* episode, this initiative will showcase not only one community, but the broader experiences that define West Virginia—its breathtaking landscapes, vibrant arts and culture, locally owned businesses, outdoor recreation, and world-class hospitality. As visitors travel to Elkins, they will also discover the surrounding communities, scenic highways, state parks, and regional attractions that make West Virginia a destination worthy of longer vacations and return visits. This investment creates lasting value through professional marketing assets, national exposure, and a collaborative regional partnership that extends well beyond the initial broadcast.

Alignment with the Mission of West Virginia Tourism

This initiative directly supports several key priorities of the West Virginia Department of Tourism, including:

- **Increasing Overnight Visitation** by encouraging visitors to spend an entire weekend—or longer—experiencing Elkins and the surrounding region.

- **Growing Rural Tourism** by showcasing one of West Virginia's most authentic mountain communities through a nationally distributed travel program.
- **Supporting Small Businesses** by highlighting locally owned hotels, restaurants, retailers, attractions, and tourism partners that collectively drive the visitor economy.
- **Celebrating Appalachian Heritage** through the promotion of music, arts, history, culinary traditions, and cultural experiences that are unique to West Virginia.
- **Promoting Outdoor Recreation** by featuring the Monongahela National Forest, Mon Forest Towns, scenic rail excursions, hiking, and other nature-based experiences that continue to attract visitors from across the country.
- **Strengthening Public-Private Partnerships** by bringing together tourism organizations, hospitality businesses, nonprofit cultural institutions, and community stakeholders under one unified destination marketing initiative.
- **Creating Long-Term Marketing Value** through professionally produced television, streaming, and digital content that will continue promoting West Virginia for years beyond the initial broadcast.

EXECUTION STRATEGY

Bringing the Story of Elkins to Life

The success of this initiative will be driven by a carefully planned production strategy designed to authentically showcase Elkins, Randolph County, and the surrounding Appalachian Highlands through the eyes of a first-time visitor. Working alongside local tourism partners, *Staycation* will produce a dedicated **29-minute destination episode** that highlights the experiences, people, and places that make Elkins one of West Virginia's most unique travel destinations. Rather than functioning as a traditional commercial, the episode will follow a natural visitor journey, allowing audiences to experience the community in the same way they would during a weekend getaway.

Production is anticipated to take place **September 14–18**, during which *Staycation* will deploy its on-camera television host, professional production crew, drone operators, photographers, and support staff to Elkins. Throughout the five-day production schedule, the crew will work closely with participating partners to capture cinematic footage, interviews, aerial videography, and authentic visitor experiences. Every location has been selected to represent a unique aspect of the Elkins experience while collectively telling the larger story of Appalachian hospitality, outdoor recreation, arts and culture, entertainment, and community.

Featured Filming Locations

Throughout production, the *Staycation* team will capture the following destinations and experiences:

Location	Featured Experience
Tygart Hotel	Arrival experience, boutique accommodations, Appalachian hospitality, guest experience

Location	Featured Experience
Oxley House Cocktail Bar & Restaurant	Appalachian-inspired dining, handcrafted cocktails, culinary storytelling
Elkins Depot Welcome Center	Visitor orientation and gateway to the community
Durbin & Greenbrier Valley Railroad	Scenic rail journey to High Falls of Cheat and the mountain landscapes of Randolph County
Railyard Event & Conference Center	The Mainline Show, live entertainment, performing arts, and evening visitor experiences
Augusta Heritage Center	Appalachian music, arts, culture, craftsmanship, and living traditions
Mon Forest Towns & Monongahela National Forest	Hiking, waterfalls, scenic overlooks, outdoor recreation, and the natural beauty of West Virginia

Each featured destination will receive approximately **two to three minutes** of dedicated storytelling, allowing viewers to experience each attraction while demonstrating how these individual experiences connect to create one unforgettable destination. Throughout the episode, the Tygart Hotel will serve as the central hub of the visitor journey, illustrating how guests can easily access the region's most celebrated attractions from the heart of historic downtown Elkins.

The episode will conclude with a dedicated **West Virginia Tourism segment**, reinforcing the broader message that Elkins is not only a destination worth visiting, but also a gateway to exploring the Mountain State. This closing segment will encourage viewers to continue their journey throughout West Virginia while recognizing the Department's partnership in helping bring this story to a national audience.

Production Deliverables

Upon completion of filming and post-production, the partnership will receive:

- One professionally produced **29-minute Staycation destination episode**
- National television distribution
- Streaming platform distribution
- Professionally edited promotional footage
- Aerial drone videography
- Raw production footage for future marketing use
- Edited promotional clips and social media assets
- Long-term digital marketing content for participating partners
- A lasting tourism marketing asset that can be utilized by the West Virginia Department of Tourism and regional partners for future destination promotion

COST BREAKDOWN

Project Investment & Partnership Opportunity

A Collaborative Investment in West Virginia Tourism

This initiative represents a true public-private partnership built on a shared commitment to strengthening tourism throughout Randolph County and the Mountain State. Before seeking support from the West Virginia Department of Tourism, local tourism organizations and

community partners have collectively committed significant financial resources toward bringing this vision to life. These investments demonstrate our confidence in the project, our willingness to invest alongside the State, and our belief that collaborative destination marketing creates the strongest return for communities and visitors alike.

Through these commitments, our partners have pledged **\$10,500** toward the production of a dedicated *Staycation* episode featuring Elkins, West Virginia. This local investment reflects more than financial support—it represents the shared commitment of hospitality leaders, tourism organizations, cultural institutions, and outdoor recreation partners working together to tell one unified story about the experiences that define Appalachian West Virginia.

Community Partner Investment

Partner	Investment
Elkins Welcome Depot	\$5,750
Tygart Hotel & Oxley House	\$1,500
Durbin & Greenbrier Valley Railroad	\$1,000
Railyard Event & Conference Center	\$750
Augusta Heritage Center	\$750
Mon Forest Towns	\$750
Total Community Investment	\$10,500

Project Investment

The standard investment for a dedicated **29-minute Staycation destination episode** is **\$50,000**. Recognizing the strength of this regional partnership and the opportunity to showcase one of West Virginia's premier tourism destinations, the Staycation production team has agreed to provide an **\$8,000 partnership discount**, reducing the total production investment to **\$42,000**.

This discounted investment provides the opportunity to create a professionally produced destination episode that will continue serving as a long-term marketing asset for years to come.

West Virginia Tourism Partnership Request

To complete funding for this collaborative initiative, we respectfully invite the **West Virginia Department of Tourism** to become the **Lead Presenting Partner** through an investment of **\$31,500**.

As the Lead Presenting Partner, West Virginia Tourism would play a central role in bringing this project to life while helping introduce millions of prospective travelers to one of the Mountain State's most authentic destinations.

This investment represents more than support for a television production—it is an investment in rural tourism, small businesses, arts and culture, outdoor recreation, hospitality, and the continued growth of West Virginia's visitor economy.

Long-Term Marketing Value

Unlike many advertising campaigns that conclude after a single promotion, this project will create a library of professional marketing assets that will continue generating value long after the episode airs.

As part of the partnership, **West Virginia Tourism and participating partners will receive access to professionally edited footage, raw production footage, aerial drone videography, and promotional content** that may be utilized for future destination marketing, advertising campaigns, social media initiatives, presentations, and tourism promotions.

These assets will provide lasting value by allowing West Virginia Tourism and its regional partners to continue promoting Elkins and the Mountain State through professionally produced content without the need for future production investments.

Investment Summary

Project Overview	Amount
Standard Staycation Episode	\$50,000
Staycation Partnership Discount	(\$8,000)
Total Project Investment	\$42,000
Community Partner Contributions	(\$10,500)
West Virginia Tourism Investment Request	\$31,500

RESOURCES

Please see attached information provided by Staycation.



EXPECTED RESULTS

Investing in More Than a Television Episode

The success of this initiative extends far beyond the production of a single television episode. It represents a long-term investment in the continued growth of tourism throughout Elkins, Randolph County, and the Mountain State. By introducing millions of viewers to one of West Virginia's most authentic destinations through cinematic storytelling, this partnership is expected to strengthen destination awareness, inspire new travel, and encourage longer overnight stays that benefit local businesses and the regional economy. The attached Staycation materials describe broad television, streaming, and social media distribution designed to reach travel-minded audiences while creating long-term promotional value for featured destinations.

At the local level, increased visitor awareness creates opportunities for growth across the hospitality industry. As more travelers discover Elkins, the anticipated benefits include increased hotel occupancy, additional restaurant and retail spending, higher attendance at attractions and performances, greater participation in outdoor recreation, and expanded tourism-related revenues throughout the community. While the Tygart Hotel serves as the gateway to the visitor experience, the true economic impact extends across the region, supporting locally owned businesses, cultural organizations, outdoor recreation providers, and tourism partners who collectively contribute to the visitor economy. By encouraging visitors to spend multiple days exploring the region, this initiative supports a more sustainable tourism model that benefits not only Elkins but also neighboring communities throughout West Virginia.

Perhaps the greatest long-term value of this partnership lies in the creation of professional marketing assets that will continue promoting West Virginia well beyond the initial broadcast. As part of the episode buyout, participating partners and the West Virginia Department of Tourism will receive professionally edited footage, raw video content, aerial drone videography, and promotional materials that can be repurposed for future advertising campaigns, social media content, tourism presentations, websites, trade shows, and digital marketing initiatives. Rather than investing in a campaign with a limited lifespan, this project creates a library of high-quality storytelling assets that can be leveraged for years to come, providing continued value while reinforcing West Virginia's brand as a destination for authentic Appalachian hospitality, outdoor adventure, arts and culture, and unforgettable travel experiences.

Anticipated Outcomes

Through this partnership, we expect to achieve the following outcomes:

Strengthen Tourism Awareness

- Introduce Elkins and West Virginia to millions of prospective travelers through national television, streaming platforms, and digital media.

- Position Elkins as a premier weekend destination and gateway to exploring the Mountain State.

Grow the Visitor Economy

- Encourage longer overnight stays and increased visitor spending.
- Support hotels, restaurants, retailers, attractions, entertainment venues, and outdoor recreation providers throughout the region.
- Generate new opportunities for repeat visitation and year-round tourism.

Elevate Regional & Statewide Brand Awareness

- Showcase Elkins as a model of collaborative destination marketing.
- Increase visibility for all participating partners on a national and international stage.
- Reinforce West Virginia's reputation for authentic Appalachian hospitality, scenic beauty, and meaningful travel experiences.

Create Lasting Marketing Value

- Deliver a professional library of edited and raw video assets for future promotional use.
- Provide long-term content for websites, social media, advertising campaigns, presentations, and tourism initiatives.
- Extend the value of the original investment through years of continued destination marketing.



CONCLUSION

TOGETHER, WE CAN TELL WEST VIRGINIA'S STORY

Throughout the history of West Virginia, our greatest strength has never been found solely in our mountains, rivers, or scenic landscapes—it has always been found in our people. It is the hospitality extended to strangers, the traditions passed from one generation to the next, the music that fills our communities, and the pride we take in welcoming visitors to experience a place we proudly call home.

Today, Elkins stands at a remarkable moment in its history.

The restoration of the historic Tygart Hotel, the opening of the Railyard Event & Conference Center, the continued success of the Durbin & Greenbrier Valley Railroad, the nationally recognized Augusta Heritage Center, the breathtaking beauty of the Mon Forest, and the dedication of our local businesses have created something truly special—a destination where visitors can experience the very best of Appalachian West Virginia in one unforgettable weekend.

This proposal is the result of that shared vision.

It represents a partnership among hospitality leaders, tourism organizations, cultural institutions, outdoor recreation advocates, and community stakeholders who believe that when we work together, we can tell a story far greater than any one organization could tell alone.

The opportunity before us extends well beyond producing a 29-minute television episode.

It is an opportunity to introduce millions of potential visitors to a community they may have never heard of—but one they will never forget.

It is an opportunity to encourage travelers to choose West Virginia for their next vacation, extend their stay, explore our mountain towns, support locally owned businesses, and experience the genuine hospitality that defines our state.

It is an opportunity to create professional marketing assets that will continue promoting West Virginia for years to come, ensuring that the value of this investment extends long after the cameras stop rolling.

Most importantly, it is an opportunity to tell the story of West Virginia through the experiences of real people, real communities, and authentic places.

As travelers increasingly seek destinations that offer meaningful connections rather than manufactured experiences, Elkins is uniquely positioned to become the gateway through which many visitors discover the Mountain State. The story we tell here will encourage travelers not only to experience Elkins, but to continue exploring the rivers, mountains, small towns, state parks, and communities that make West Virginia one of America's most authentic travel destinations.

The support already committed by our regional partners demonstrates our confidence in this vision and our willingness to invest in its success. We now respectfully invite the West Virginia Department of Tourism to join us as the **Lead Presenting Partner** in bringing this story to audiences across the nation and around the world.

Together, we have an opportunity to create something that extends far beyond a marketing campaign.

We have an opportunity to inspire travel.

To strengthen local economies.

To celebrate Appalachian culture.

To support the people and businesses that make West Virginia unique.

And to remind millions of future visitors that some of America's greatest adventures begin in the Mountain State.

Thank you for your continued leadership, your commitment to promoting West Virginia, and your consideration of this partnership. We look forward to the

opportunity to work alongside you in sharing the story of Elkins and inspiring travelers to experience everything that makes West Virginia unforgettable.

ONE STORY. ONE DESTINATION. ONE INVITATION.

Some destinations invite you to visit.

West Virginia invites you to belong.

Together, let's tell that story.

Respectfully,

Shane Jones

General Manager

Tygart Hotel & Oxley House Cocktail Bar & Restaurant

Railyard Event & Conference Center

A Destination Original



staycation

Episode Buyout

Turn Your Destination Into a Cinematic TV Experience

The Opportunity

Where Your Destination Becomes the Story



Watch an episode

Emmy-winning Episode in 2025

Staycation is an **Emmy Award-winning travel series** that transforms real destinations into cinematic stories. Each episode blends design, culture, and hospitality to reveal what makes every property unforgettable.

We're offering the opportunity to create a full-length **Staycation episode crafted entirely around your brand** – from production to nationwide broadcast and streaming – turning your destination into a timeless, television-quality story that inspires travelers everywhere.

staycation

What You Get

An Entire Episode Dedicated to Your Brand

Your destination becomes the hero of a professionally produced Staycation episode — tailored entirely around your brand, story, and guest experience.



Episode Format

Your Story. Our Production.

22—28
minute episode



4—5
featured
properties

**Cinematic storytelling
+ drone + b-roll**

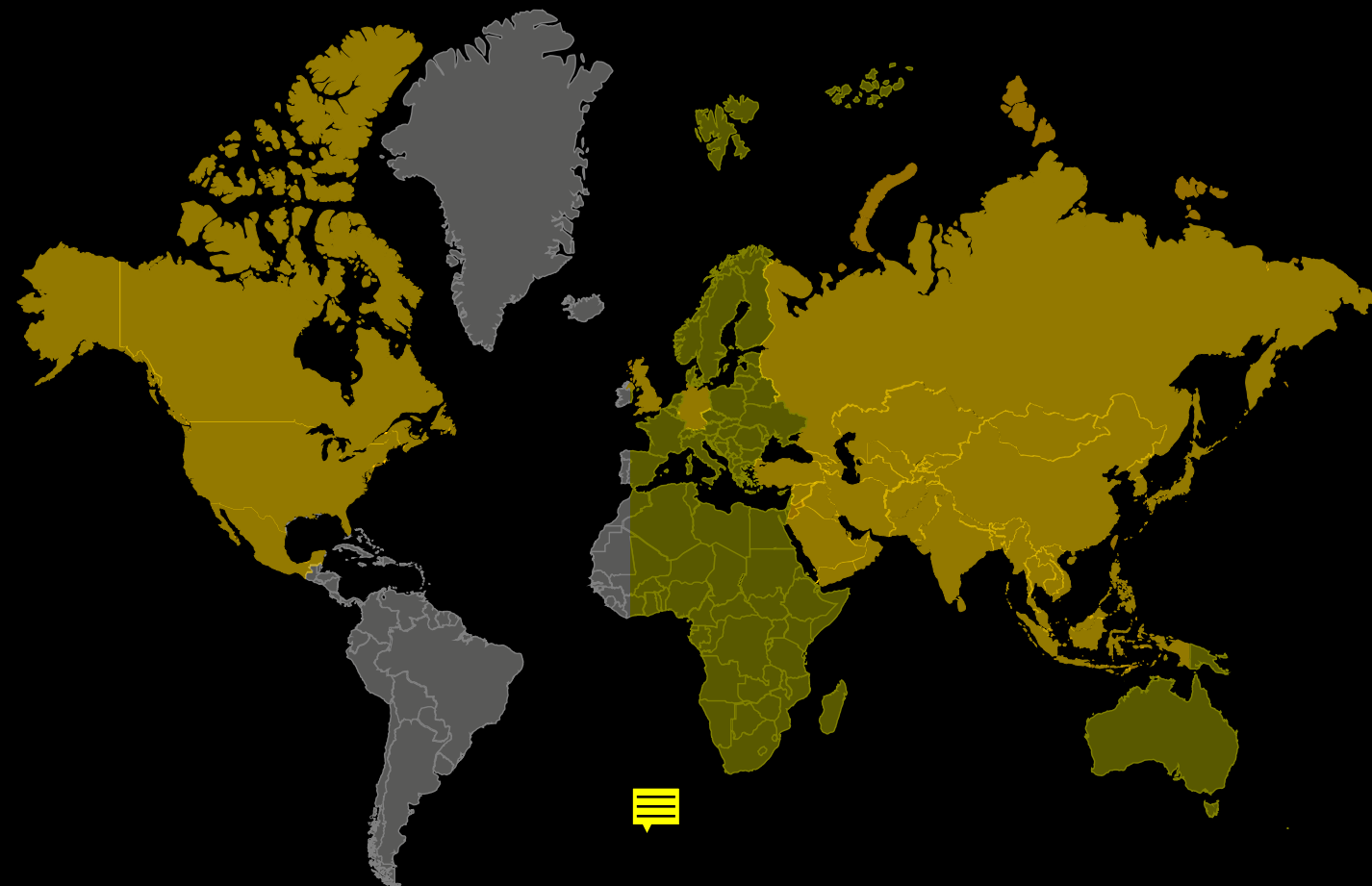
**Hosted by
Emmy-winning talent**

**Tailored narrative
focused on your brand
and destination**

staycation

Where Your Episode Lives

Distribution



The Staycation series is currently distributed in
North America, Mexico, Russia, Germany, the UK,
and across Asia.

CBS

THE CW

Roku TV

pluto tv

tubi

plex

fire tv

A&E

Samsung
TV Plus

LONDON
LIVE

Hollywire

YouTube

TikTok

facebook

Instagram

staycation

Episode Numbers

Viewership Breakdown

➤ Network

Airing on prime daytime slots, typically on Saturdays or Sundays, and consistently outperforms adjacent programming in ratings, maintaining strong viewership throughout its uninterrupted episodes.

1,400,000

Views per episode over the course of a year

Airing on the following channels:



➤ Streaming

Staycation is available for streaming one week after its television airing, providing a convenient way for viewers to enjoy the show at their own pace. Each episode remains accessible on the streaming platform, with all future episodes also added as they air on TV.

2,000,000

Views over the course of a year

Available on:



➤ Social Media

Episodes are posted on our social media and remain on the platform for ongoing engagement and visibility.

300,000

Views over the course of a year

Our reels consistently attract an average of over 3,000 views per post, reflecting steady audience interest and engagement, with performance distributed evenly rather than relying on occasional spikes.

Available on:

YouTube TikTok
Instagram facebook

staycation

Award-Winning. Story-Driven. Trusted.

Why Staycation



Highlights Your Story

Staycation turns your destination into a cinematic narrative that inspires travelers, elevates your brand, and lives across national TV and streaming platforms.



Award-Winning Storytelling

A production team with multiple Emmy wins and nominations delivers cinematic visuals and compelling narratives in every episode.



Multi-Platform Availability

Staycation is accessible on Roku TV, Pluto TV, Amazon Fire, and more.



Wide Audience Reach

1,4M+ TV viewers, 2M+ streaming across 50+ markets, and 300+ social media views.

Case Study: Interentals Luxury Experiences

From Feature to Emmy-Winning Episode

Interentals Luxury Experiences partnered with Staycation to showcase their Punta Mita portfolio. The episode not only won an Emmy but also generated measurable impact — increasing brand visibility, inquiries, and direct bookings.



Goal

Showcase Interentals' luxury Punta Mita properties with Emmy-level storytelling to elevate brand visibility and drive media exposure.



What We Did

- Featured 4 signature properties
- Produced cinematic episode that aired on CBS, Roku, Amazon Fire
- Spotlights Paty Cesiarelli as brand voice



Results

- 2025 Emmy® Winner – Long-Form Lifestyle
- Coverage in Vallarta Opina, NoticiasPV, Red Digital Cinema, and more
- Elevated Interentals as a luxury leader

LIVE INTERVIEW ON UDGTV WITH THE BAY’S MOST WELL-KNOWN JOURNALIST



Vallarta Opina

Oficial

Documental de la bahía, obra de Paty Cesiarelli, ganó un premio Emmy

NATIONAL ACADEMY of TELEVISION ARTS & SCIENCES

PACIFIC SOUTHWEST

www.nataspw.org

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Paty Cesiarelli, con una actitud siempre positiva y alegre, dijo que le encanta trabajar aquí, en la bahía de Banderas, en México, "porque tenemos una cali-

HEADLINE COVERAGE IN VALLARTA OPINA: “PATY CESIARELLI WINS EMMY FOR DOCUMENTARY ON THE BAY”

REGIONAL PRESS COVERAGE HIGHLIGHTING PATY CESIARELLI’S ROLE IN PROMOTING PUNTA MITA INTERNATIONALLY

02 LOCAL

Por Jorge Bätz Orozco
Puerto Vallarta

La linda y talentosa joven mexicana vecindada en Bahía de Banderas, Paty Cesiarelli, conquistó al mundo al obtener un Emmy en la categoría Lifestyle con su documental sobre Punta de Mita, en la ceremonia llevada a cabo en la ciudad de San Francisco, California.

Dotada de una gran simpatía y sencillez la productora ofreció al mundo un hermoso documental de Punta de Mita y la bahía de Banderas, destacando las bellezas naturales y la calidad humana en la región.

En entrevista exclusiva a su llegada al aeropuerto internacional de Puerto Vallarta, en donde fue recibida con mariachi por sus orgullosos padres, Giorgio Cesiarelli y su distinguida esposa Patricia, la joven productora indicó que este logro es el producto de su trabajo y del gran equipo que la apoyó en su realización.

Este documental está hecho con la finalidad de dar a conocer las bellezas naturales y humanas de la región y les pertenece a todos", señaló la productora.

Un extraordinario grupo de especialistas entre camerógrafos, productores y personal de apoyo hicieron posible la realización de este documental que refleja el brillo de un lugar inigualable en el país.

Paty, quien realizó sus estudios en Cannes Francia, nació casualmente en la ciudad de Montreal, Canadá donde residen sus padres, aunque por sus venas corre sangre Italo mexicana, vive actualmente en La Cruz de Huamantla, un lugar bello al que no cambia por nada.

ORGULLO MEXICANO
Mexicana, nacida en Canadá, de padre de origen italiano y mamá mexicana creció entre Estados Unidos Francia, Canadá y México, pero dijo sentirse mucho más feliz en este último, y más aún en La Cruz de Huamantla, su lugar actual de residencia.

Señaló Paty, que estudió Administración Hotelera y Turismo y siempre ha trabajado en este rubro, "abrí mi agencia que se llama Interentals Luxury Experience, en la que rento casas, doy todo el servicio de concierge, y todo tipo de productos que tengan que ver con el servicio al cliente".

Paty Cesiarelli, con una actitud siempre positiva y alegre, dijo que le encanta trabajar aquí, en la bahía de Banderas, en México, "porque tenemos una cali-

Martes 01.07.2025 • Vallarta Opina

PATY Cesiarelli y su gran equipo.

CON UN BRILLANTE DOCUMENTAL SOBRE PUNTA DE MITA

La joven Paty Cesiarelli ganó un premio Emmy y conquistó al mundo

■ **CON GRAN** sencillez ofreció un panorama de las bellezas naturales y humanas del Pacífico mexicano

■ **LA LINDA** y talentosa joven mexicana puso en alto al país y a la región de toda la bahía de Banderas

■ **LA NOVEL** productora reconoció que este logro es resultado de su trabajo y del gran equipo que la apoyó

EN SU AGENCIA, Paty fue recibida por sus compañeros con honores.

RECIBIMIENTO con mariachi para Paty de parte de sus orgullosos padres.

DIRECTORIO
Vallarta Opina
Expresión de la diversidad

LUIS REYES BRAMBILA (+) – Director-Fundador
CARMEN SOFÍA REYES ZÚÑIGA – Presidenta y directora general
EDUARDO GARCÍA GÓMEZ – Director editorial
ARTURO IBARRA GARCÍA – Director comercial
ARACELI BAUTISTA GUEVARA – Relaciones públicas y comercialización
JORGE URIBE PEÑA – Jefe de diseño

Representante comercial en la ciudad de México: JOSÉ MANUEL MENDOZA ANAYA Tel: 55 11 32 69 73, e-mail: vmaginas_mendosap@hotmail.com
Correspondencia en Puerto Vallarta y Bahía de Banderas: ARACELI BAUTISTA GUEVARA Tel: 322-227-29-14
VALLARTA OPINA es una publicación diaria, independiente de su línea de pensamiento
VALLARTA OPINA, Año XLV, Número 16,318 1° de julio de 2025
Es una publicación de expresión diaria, de lunes a sábado, con un esquema de Circulación Pagada, editada, publicada y distribuida por Vallarta Opina Ediciones, SA de CV México T18, Colonia Versalles, Puerto Vallarta, Jalisco, CP 48310
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FRONT PAGE STORY: “PATY CESIARELLI WINS EMMY AND CAPTURES THE WORLD’S ATTENTION”

NOTICIASPV.COM
PERIODISMO AL INSTANTE, LA VERDAD POR INTERNET

Patricia Cesiarelli ganó premio internacional por difundir Punta de Mita

RED Digital Cinema @RED_Cinema · Jul 4

Following his 2025 #Emmy win at the National Academy of Television Arts & Sciences Pacific Southwest chapter, Neil Fernandez brings his eye for visual storytelling to "Staycation!" a series exploring some of the world's most luxurious and geographically stunning vacation rentals.

Show more

0:17

RED DIGITAL CINEMA SPOTLIGHTED THE EMMY WIN AND STAYCATION’S STORYTELLING STYLE ON TWITTER

Full Episode Packages

19-min Spotlight Edition

\$37,500

- **Flagship Feature Package**

Includes 4–5 homes or experiences within your destination.

- **Full Production & Distribution**

All filming, editing, and nationwide distribution across CBS local, Roku TV, Pluto TV, Amazon Fire, Plex, and digital included.

- **Cinematic Drone & Unused Footage**

Access to all aerial and b-roll content captured during production for your own marketing use.

- **Lifetime Footage License**

Non-expiring license for all footage – use it freely across your brand’s website, ads, and campaigns.

- **Custom Social Media Suite (10 Pieces)**

5 professional posts, 4 reels/stories, and 1 full home intro video optimized for your site or digital ads.

Full Episode Packages

29-min Spotlight Edition

\$50,000

- **Flagship Feature Package**

Includes 4–5 homes or experiences within your destination.

- **Full Production & Distribution**

All filming, editing, and nationwide distribution across CBS local, Roku TV, Pluto TV, Amazon Fire, Plex, and digital included.

- **Cinematic Drone & Unused Footage**

Access to all aerial and b-roll content captured during production for your own marketing use.

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Non-expiring license for all footage – use it freely across your brand’s website, ads, and campaigns.

- **Custom Social Media Suite (10 Pieces)**

5 professional posts, 4 reels/stories, and 1 full home intro video optimized for your site or digital ads.

Transform your destination into a cinematic story.

*Connect with our team to create your own Staycation episode
— produced, aired, and distributed nationwide.*

A Destination Original



staycation

Episode Buyout

PETER ZHANG | HEAD OF PARTNERSHIPS | PETERZ@THEDESTINATIONCHANNEL.COM | (310) 951-3766



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	New Business
Category:	Action Item
Agenda Item Name:	Joint Cooperative Advertising Program with Buckhannon - Phase Two
Recommended By:	Mayor
Summary:	The Mayor will present information about a proposed second phase of the Tysons Corner Cooperative Advertising campaign run jointly with Buckhannon. Council saw a presentation about this campaign at its July 9 meeting. As with the preceding agenda item, the proposed funding source is the advertising appropriation authorized by City Code § 31.07, currently limited to approximately \$6,600 annually. If \$3,000 is contributed toward the CVB request, only about \$3,600 would remain for this request.
Fiscal Impact:	TBD
Recommendation:	Consider for recommendation to Council
Attachments:	None



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	New Business
Category:	Action Item
Agenda Item Name:	Sanitation rates
Recommended By:	Treasurer and Operations Manager
Summary:	The Sanitation Fund has experienced operating deficits in three consecutive fiscal years, including approximately \$184,000 in FY 2026, reducing the fund's cash balance to approximately \$310,000. Sanitation rates were last increased in 2010, while landfill tipping fees and other operating costs have continued to rise. The Treasurer and Operations Manager recommend beginning consideration of a sanitation rate increase to stabilize the fund.
Fiscal Impact:	TBD
Recommendation:	Review the financial information and discuss next steps for a potential rate adjustment.
Attachments:	1. Sanitation Rates Memo



City of Elkins

Ph. 304-636-1414 ext. 1317 Fax: 304-635-7135

401 Davis Avenue, Elkins, WV 26241

City Treasurer – Tracy R. Judy

MEMO

August 7, 2026

RE: Sanitation Rates

Mike Kesecker, Operations Manager, and I have been closely watching sanitation's budget. We have reached out to Michael Griffith with Griffith & Associates, PLLC to begin looking at a rate increase. The sanitation fund has always been very stable. However, we can no longer continue to absorb the current charges from Tygart Valley Sanitation. The cash account has continued to decline as shown on the Budget Control Report presented to council monthly. Included is historical data for review.

Per Ordinance 113 which was effective July 1, 2010, this was the last sanitation rate increase. Before this rate increase, the last increase was January 15, 2004. Sanitation customers have absorbed rate increases over several years from Tygart Valley Sanitation. Tipping fees from Tucker County Landfill prior to 2020 were \$75.15/ton. In 2020, fees increased to \$80.95/ton. Currently, tipping fees are \$95.55.

Sanitation Rate Increase Request

Fiscal Year	Original Budget	Actual Revenues	Actual Expenditures	Revenues over Expenses
2019	1,398,600.00	1,403,857.28	1,173,814.88	230,042.40
2020	1,386,150.00	1,398,100.41	1,187,591.70	210,508.71
2021	1,408,300.00	1,397,316.10	1,230,078.97	167,237.13
2022	1,385,100.00	1,515,622.97	1,563,567.47	-47,944.50
2023	1,413,520.00	1,544,019.79	1,499,322.73	44,697.06
2024	1,564,505.00	1,531,711.96	1,791,605.70	-259,893.74
2025	1,614,600.00	1,507,309.69	1,622,050.94	-114,741.25
2026	1,662,509.00	1,578,053.37	1,762,036.42	-183,983.05
2027	1,832,900.00			0.00

Cash Balance as of June 30, 2026 is \$310,217.44

ORDINANCE 113

AN ORDINANCE OF THE CITY OF ELKINS, WEST VIRGINIA, AMENDING CHAPTER 9, ARTICLE II, GARBAGE COLLECTION, OF THE CODE OF ORDINANCES OF THE CITY OF ELKINS, WEST VIRGINIA, AMENDING SECTION 9-9, RATES FOR CITY SERVICE; PROVIDING A SEVERABILITY CLAUSE; AND DECLARING AN EFFECTIVE DATE.

WHEREAS, rates for the collection and removal of solid waste have not been increased since the measure adopted January 15, 2004; and

WHEREAS, Chapter 9, Article II, Section 9-9, *Rates for city service – Designated*, provides that the Common Council shall, from time to time, establish the charges that will be imposed for garbage and refuse collection services, and further provides that at no time shall rates be continued which are disclosed to be producing less revenue than is required to meet all obligations and costs involved in rendering such service; and

WHEREAS, present sanitation rates for the collection of garbage and refuse are insufficient to meet the costs and operating expenses for the provision of such service by the Elkins Sanitation Fund; and

WHEREAS, Elkins Common Council, while aware of its obligation under the law to enact a rate increase; now, therefore, be it

ORDAINED AND ENACTED BY THE COMMON COUNCIL OF THE CITY OF ELKINS, WEST VIRGINIA, THAT THE RATES AND CHARGES FOR GARBAGE AND REFUSE COLLECTION SERVICES BE AMENDED AND REENACTED AS FOLLOWS:

I. Section 09.09.01 Residential collection charges.

- a. The collection fee for residential customers shall be nineteen dollars (\$19.54) and fifty-four cents per calendar month.

II. Section 09.09.02 Commercial collection charges.

- a. Commercial minimum (collected without a dumpster) \$31.56 per calendar month
- b. Commercial establishments utilizing dumpsters shall be charged for City collection of garbage, trash and rubbish in conformity with the following table:

CAPACITY (Cubic Yards)	NUMBER OF SCHEDULED COLLECTIONS PER WEEK				
	1	2	3	4	5
2	\$ 71.15	\$ 115.99	\$ 160.88	\$ 204.49	\$ 250.61
4	\$ 107.25	\$ 179.45	\$ 251.66	\$ 323.86	\$ 396.06
6	\$ 152.11	\$ 251.66	\$ 351.19	\$ 450.73	\$ 550.27
8	\$ 196.98	\$ 323.86	\$ 450.73	\$ 682.76	\$ 704.48

Note: Dumpster customers will be charged for each unscheduled extra pickup at the rate of \$18.91 per cubic yard of dumpster capacity.

Commercial establishments utilizing open top roll-off dumpsters shall be charged for City collection of garbage, trash and rubbish as follows:

Rental fee	\$6.63 per day
Hauling fee	\$226.88 per trip
Permanently installed units	Terms per written contract

- c. Commercial establishments utilizing compacting roll-off dumpsters shall be charged for City collection of garbage, trash and rubbish as follows:

Monthly fee	Per written contract
Hauling fee	Per written contract

If any portion of this Ordinance shall, for any reason, be declared invalid by any court of competent jurisdiction, such invalidity shall not affect the remaining provisions hereof and the Common Council determines that it would have adopted this Ordinance without the invalid provision.

This Ordinance shall become effective July 1, 2010.

PASSED AND APPROVED UPON FIRST READING MAY 6TH 2010.

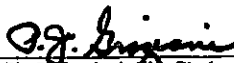
AMENDED, PASSED AND APPROVED UPON SECOND READING MAY 20TH 2010.

PASSED AND APPROVED UPON THIRD AND FINAL READING THIS 3RD DAY OF JUNE 2010.

CITY OF ELKINS, WEST VIRGINIA


Duke Talbott, Mayor

ATTEST:


Philip J. Graziani, City Clerk



CITY OF ELKINS AGENDA ITEM REPORT

Meeting Date:	August 10, 2026
Section:	New Business
Category:	Action Item
Agenda Item Name:	Close Water Depreciation Account at Davis Trust Company
Recommended By:	Treasurer
Summary:	Consider the Treasurer's request to move the Water Depreciation account from Davis Trust Company, where it currently earns 0.30% APY, to Mountain Valley Bank, offering 2.78% APY. The account balance was \$115,166.70 as of July 31.
Fiscal Impact:	Increased interest rate on deposited funds
Recommendation:	Consider recommending Council approval to close Davis Trust account and open Mountain Valley account for Water Depreciation
Attachments:	1. Bank Memo



City of Elkins

Ph. 304-636-1414 ext. 1317 Fax: 304-635-7135

401 Davis Avenue, Elkins, WV 26241

City Treasurer – Tracy R. Judy

MEMO

August 7, 2026

RE: Water Depreciation

I am requesting closing the Water Depreciation bank account at Davis Trust Company where the annual percentage yield (APY) is 0.30%.

I am requesting to open a Water Depreciation bank account at Mountain Valley Bank, N.A. where the annual percentage yield (APY) is 2.78%.

APY is the rate of return you earn over a one-year period. The balance as of July 31st was \$115,166.70.