



For Immediate Release: May 10, 2021

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Charleston CVB Announces Communication Strategy to Inform Businesses

Summer is approaching, and events are returning to Charleston, with new ones being scheduled and announced almost daily. Local businesses count on these summer events, something they lost in 2020, and one role the Charleston Convention & Visitors Bureau can play is making sure that these businesses are equipped with the best information.

“One of the things we hear most often from local business owners is that they have a hard time keeping up with when events are scheduled in the area,” said Tim Brady, President & CEO of the Charleston CVB. “With that in mind the team at the Charleston CVB prioritized a communication strategy to keep these important tourism partners informed as to what’s coming.”

The CVB is implementing several strategies to reach local businesses:

- Tourism Partner Email List
- Tourism Partner Text Service
- Street Teams delivering monthly event calendars to businesses

“Our goal is to make sure that when people are coming to the area for an event, our local partners know they’re coming. Not only does this mean the businesses will be better prepared and able to, hopefully, maximize their revenues, but it also helps to ensure that the visitor has the best experience possible. We want people visiting for sports, concerts and conventions to become repeat visitors,” Brady said.

Any local business that wants to be included in the electronic communication campaign should sign up for texts and email alerts at <https://charlestonwv.com/submit-your-business/>.

Upcoming events in Charleston include:

June 10-12: WVSSAC State Track Championships, University of Charleston Stadium at Laidley Field

June 12-13: [Brick Universe Lego Fan Convention](#) at the [Charleston Coliseum & Convention Center](#)

June 19-23: [2021 US Youth Soccer Eastern Presidents Cup](#) at [Shawnee Sports Complex](#)

July 17-21: [The Basketball Tournament \(#TBT\)](#) at the Charleston Coliseum & Convention Center

Aug 6: James Taylor in Concert at the Charleston Coliseum & Convention Center

Residents who want to stay up to date on events happening in and around Charleston should visit Charlestonwv.com, follow the CVB on Facebook (@CharlestonWVCVB) and Instagram (@CharlestonWV), and download the CVB's new app. The app, which is available for Apple and Android phones, has information on upcoming events, live music, public art, food, and recreational options. Search for "Visit CWV" in the app store.

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