



March 29, 2022

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries
WV Joint Committee on Government & Finance – drew.ross@wvlegislature.gov,
steve.marsden@wvlegislature.gov and john.tice@wvlegislature.gov
WVACVB – sgill@fulksandassociates.com

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, and WV Association of Convention & Visitor Bureaus,

As you are aware with the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session several new requirements have been implemented on CVBs to qualify for distributions of Hotel Occupancy taxes by the county(s) and or the municipality(s) we serve.

In compliance with W.Va. Code §7-18-13a, CVBs are to now report to the WWSAO, the WV Joint Committee on Government & Finance, and the WVACVB 90 days following the end of the CVB's fiscal year the following:

- Balance sheet – annually,
- Income statement - annually, and
- Either an audit or a financial review – triennially W.Va. Code § 7-18-14.

In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- Annual budget with allocation within the industry standard of 40%-40%-20%
- Marketing plan targeting markets outside of 50 miles of their destination,
- Full time executive director and physical office/ visitor center and website
- Annual reporting to all the CVBs funding entities.

On behalf of the Board of Directors of the New River Gorge CVB, we respectfully submit the required information and confirm that New River Gorge CVB is in full compliance with all WV Code 7-18-13 requirements. If you have any questions, please contact either Becky Sullivan, Executive Director, at becky@newrivergorgecvb.com or (304) 465-5617 or PJ Stevenson at pj@adventureres.com or (304) 237-7965.

Sincerely,

PJ Stevenson, Board Chair
Becky Sullivan, NRG CVB Executive Director

Attachments: Income statement (Jan 1, 2021 – Dec 31, 2021), Balance sheet (Dec 31, 2021), Annual report (2021), and Annual audit (2021).



NEW RIVER GORGE

WELCOMING VISITORS TO THE
NEW RIVER GORGE IN FAYETTE COUNTY, WV

newrivergorgecvb.com

ANNUAL REPORT | 2021

A person in a black tank top and shorts is rappelling down a rock face. They are wearing a helmet and a harness, and a rope is attached to their harness. The background is a textured, light-colored rock surface.

ABOUT THE NEW RIVER GORGE CVB

310 W Oyler Ave, Oak Hill

The New River Gorge Convention and Visitors Bureau is an independent, non-profit destination marketing organization. CVBs were created under state code and are funded by a percentage of the lodging tax collected in accordance with that code. We are frontline tourism professionals who are experts on the attractions, activities, and events that our area has to offer. We are an essential part of the overall effort to promote and encourage travel to WV.

MISSION STATEMENT

As a destination marketing organization, the mission of the New River Gorge CVB is to:

- ▶ Promote Fayette County as a visitor friendly destination
- ▶ Provide tourism public relations
- ▶ Serve as a resource for tourism business development
- ▶ Assess tourism needs
- ▶ Promote seamless conversion of visitors to repeat business and visitation

PARTNERSHIPS AND ASSOCIATIONS

- ▶ WV Hospitality and Travel Association
- ▶ WV Association of Convention & Visitors Bureaus
- ▶ Southeast Tourism Society
- ▶ WV Association of Fairs and Festivals
- ▶ Visit Southern West Virginia
- ▶ West Virginia Department of Tourism

VISITOR CENTER DATA



The New River Gorge Convention and Visitors Bureau represents the tourism segments throughout Fayette County and lodging partners in Fayette County, including the Town of Ansted, City of Oak Hill and City of Montgomery.



In 2021, the Visitor Center welcomed **5,300 visitors** from **35 states** and **4 countries**.



Top 3 experiences/activities overnights in the New River Gorge are interested in:

1. Hiking & Biking Trails
2. State & National Parks
3. Rafting



Top states for visitation:

- | | |
|-------|-------|
| 1. WV | 4. NC |
| 2. OH | 5. VA |
| 3. PA | 6. FL |



3.1 M
**OVERNIGHT
VISITOR VOLUME**

3.3
AVERAGE NIGHTS
*Stayed in the New River Gorge
(U.S. norm is 3.8)*

TOURISM IN FAYETTE COUNTY

40,488 

POPULATION IN
FAYETTE COUNTY

17,441 

HOUSEHOLDS IN
FAYETTE COUNTY

\$367

TOURISM ACTIVITY PROVIDES TAX RELIEF OF \$367
FOR EACH HOUSEHOLD IN FAYETTE COUNTY.

26% INCREASE

IN WV WHITEWATER
TRIPS IN 2021

30% INCREASE

IN VISITATION TO NRG
NATIONAL PARK IN 2021

10,000+

VISITORS WELCOMED TO THE SPARTAN RACE
AT THE SUMMIT BECHTEL RESERVE

ANNUAL ECONOMIC IMPACT OF TOURISM IN FAYETTE COUNTY:

79.6 MILLION

TRAVEL-GENERATED
SPENDING

1,050 JOBS

SUPPORTED
BY TOURISM

BUDGET

2021 annual hotel occupancy
tax collected:

\$414,318.07

MARKETING SPEND

In 2021, our marketing spend
was **73%** of our overall budget
of **\$352,700.54**. This includes
promotions, brochures, postage
and special events.

DIGITAL ADS

The CVB launched spring and summer digital campaigns focusing on the outdoor family and the young adventurer. The spring digital ads received over **3,100,000** impressions, and the summer digital ads received over **4,100,000** impressions. The fall campaign focused on fall foliage and hiking, and the fall digital ads received over **5,500,000** impressions.

SUMMER CAMPAIGN

\$3,500
budget

4,166,188
impressions

34,303
clicks

0.82%
CTR Average



Frame 1



Frame 2



Frame 3

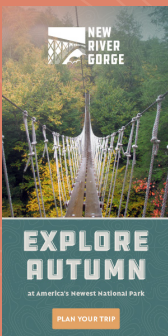
FALL CAMPAIGN

\$4,000
budget

5,524,553
impressions

17,314
clicks

0.31%
CTR Average



WEBSITE

Year-Over-Year Comparison (2021 vs. 2020)

GUIDE REQUESTS

2,978

(Up 211.51% from 956 in 2020)

PAGEVIEWS

424,964

(Up 30.19% from 326,430 in 2020)

NEWSLETTER SIGN-UPS

771

(Up 187.69% from 268 in 2020)

SESSIONS

171,923

(Up 31.5% from 130,736 in 2020)

UNIQUE USERS

146,025

(Up 29.48% from 112,776 in 2020)

PAGES/SESSION

2.47

(Down 1% from 2.5 in 2020)

BOUNCE RATE

57.99%

(Down 1.18% from 58.69% in 2020)

**normally we want things to trend up, when bounce rates go down that's a good thing!*

TOP PAGES

- ▶ /stay/cabins-and-vacation-rentals/
(Up 13.07%)
- ▶ homepage
(Up 3.92%)
- ▶ /stay/
(Up 59.7%)
- ▶ /stay/camping/
(Up 55.13%)
- ▶ /rt-60-road-trip/
(Up 4341.73%)

CAMPAIGNS RUN: 7

PARTNER CLICKS: 74,236

EMAIL NEWSLETTERS



MAILCHIMP SUBSCRIBERS

3,034



CLICK THRU RATE

5.4%



OPEN RATE

26.8%

Current travel & transportation industry standard for open rate: 33.6%

Current travel & transportation industry standard for click thru rate: 5.1%

SOCIAL MEDIA

The New River Gorge CVB's social media following has continued to grow at a significant pace. Facebook interactions in 2021 are up **1,096%**. Instagram followers are up **73.5%**, and the hashtag **#GORGORGE** has been used **127,327** times by visitors eager to share their New River Gorge experience.

FACEBOOK

44,460

FOLLOWERS

(Up 9.4%)

12,202.6

average daily reach per page

(Up 102.3%)

112,153

reactions, comments & shares

(Up 1,096%)

21,645

link clicks

(Up 9.2%)

TWITTER

3,720

FOLLOWERS

(Up 2.2%)

115

retweets

(Up 55.4%)

571

likes & @replies

81

new followers

(Up 17.4%)

83,215

impressions

INSTAGRAM

13,606

FOLLOWERS

(Up 73.5%)

5,772

new followers

(Up 12.1%)

135,181

likes

(Up 128.4%)

1,488

comments

(Up 94.3%)

127,327

#GoGorge hashtag use (how many posts)

GO Gorge

2021 BOARD MEMBERS

ABBIE NEWELL

Fayette County Assistant
Resource Coordinator

ADAM HODGES

Destination Downtown Oak Hill

ANNE CAVALIER

City of Smithers

DAVID PERRY

City of Oak Hill

ERIC PORIES

Escape-A-Torium

GENE WORTHINGTON

Historic Fayette Theater

HEATHER JOHNSON

River Expeditions

LUKE LIVELY

Century 21

MARIAH HARRISON

Gaines Estate

MAURA KISTLER

Water Stone Outdoors

MEGHAN FISHER

Mountain Surf Paddle Sports

PJ STEVENSON

Adventure Res

SIOBHAN WILSON

Town of Ansted

WENDY BAYES

Cathedral Cafe

2021 STAFF MEMBERS

BECKY SULLIVAN

Executive Director

JOURDAN SASEEN

Executive Assistant

TIM NAYLOR

Executive Assistant

SHERRY COFFMAN

Weekend Travel Specialist

VISITOR CENTER

SPECIALISTS:

Gene Worthington

Rose Anne Michaels

Lita Eskew

Jeannie Todaro

Dave Bounds

Thelma Walker



NEW RIVER GORGE

800.927.0263

NewRiverGorgeCVB.com

#GoGorge

NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
FINANCIAL STATEMENTS
Year Ended December 31, 2020

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LEANNE T. IMPERI, EA

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

To the Board of Directors
New River Gorge Convention and Visitors Bureau
Oak Hill, West Virginia

We have reviewed the accompanying financial statements New River Gorge Convention and Visitors Bureau (nonprofit organization), which comprise the statement of assets, liabilities and net assets – modified cash basis as of December 31, 2020, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of company management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountants' Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with the modified cash basis of accounting. We believe that the results of our procedures provide a reasonable basis for our conclusion.

MEMBERS

AMERICAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
WEST VIRGINIA SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS

(1)

Accountants' Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with the modified cash basis of accounting.

Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the modified cash basis of accounting or the basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our conclusion is not modified with respect to this matter.

Hess, Stewart + Campbell, P.C.

Beckley, West Virginia

March 29, 2022

NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
STATEMENT OF ASSETS, LIABILITIES, AND NET ASSETS - MODIFIED CASH BASIS
December 31, 2020

	2020
ASSETS	
CURRENT ASSETS	
Cash	\$ 318,210
TOTAL CURRENT ASSETS	318,210
PROPERTY AND EQUIPMENT	30,778
Less accumulated depreciation	(26,675)
	4,103
	\$ 322,313
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Payroll and sales tax payable	\$ 1,944
TOTAL CURRENT LIABILITIES	1,944
LONG-TERM DEBT	
Notes payable, less current maturities	150,000
TOTAL LONG-TERM DEBT	150,000
NET ASSETS, unrestricted	170,369
	\$ 322,313

See accompanying notes and independent accountant's review report.

NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
STATEMENTS OF REVENUE, EXPENSES AND CHANGES IN NET ASSETS - MODIFIED CASH BASIS
Year Ended December 31, 2020

	2020
REVENUES AND OTHER SUPPORT	
Hotel occupancy	\$ 256,148
Fayette County partnership	37,669
Promo income	349
Ad Coops	2,075
Special Events	1,000
Miscellaneous	2
	297,243
 OPERATING EXPENSES	
Administrative salaries and benefits	64,399
Advertising and promotion	109,477
Depreciation	594
Education expense	2,841
Insurance	2,698
Office supplies and expense	4,667
Professional fees	3,025
Rent	4,800
SWVCVB contract	76,894
Travel expense	507
Other operating expenses	2,364
	272,266
 OPERATING INCOME	24,977
 OTHER INCOME (EXPENSE)	
Interest income	388
Other Income	3,000
	3,388
 CHANGE IN NET ASSETS	28,365
 NET ASSETS, BEGINNING	142,004
 NET ASSETS, ENDING	\$ 170,369

See accompanying notes and independent accountant's review report.

**NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
STATEMENTS OF CASH FLOWS - MODIFIED CASH BASIS
Year Ended December 31, 2020**

	2020
CASH FLOWS FROM OPERATING ACTIVITIES	
Net income	\$ 28,365
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation	594
Change in assets and liabilities:	
Increase in accounts receivable	-
Increase in payroll and sales tax payable	138
Net cash provided by operating activities	29,097
 CASH FLOWS FROM FINANCING ACTIVITIES	
Proceeds from notes payable	150,000
Net cash provided by financing activities	150,000
 NET DECREASE IN CASH	 179,097
 CASH, BEGINNING OF YEAR	 <u>139,113</u>
 CASH, END OF YEAR	 <u><u>\$ 318,210</u></u>

See accompanying notes and independent accountant's review report.

**NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
NOTES TO FINANCIAL STATEMENTS**

NOTE 1. NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Date of Management's Review: The Organization has evaluated subsequent events through March 29, 2020, the date which the financial statements were available to be issued.

Nature of activities: The New River Gorge Convention and Visitors Bureau operates to increase, through advertising and other promotions, travel and tourism in Southern West Virginia. The Organization is supported primarily through appropriations of occupancy tax from the localities within the area.

Basis of accounting: The accompanying financial statements have been prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. Under that basis, certain revenues and related assets are recognized when received rather than when earned and certain expenses are recognized when paid rather than when obligations are incurred. Consequently, the Organization has not recognized receivables from tax localities for appropriations of occupancy tax. In addition, the Organization has not recognized payables to vendors in the accompanying financial statements.

Cash: For purposes of presenting cash flows, cash includes cash on hand, demand deposit accounts, temporary investments and deposit certificates having original maturities of ninety days or less.

Property and equipment: Property and equipment are carried at historical cost. Betterments and major renewals are charged to the appropriate property account. Maintenance, repairs and minor renewals are charged to expense in the year incurred. Gains and losses on dispositions of property and equipment are recognized currently, except gains on the trade-in of equipment, which reduces the basis of the new assets acquired.

Depreciation: Depreciation is computed on the straight-line method over the following estimated useful lives:

	<u>Years</u>
Office equipment and furniture	5-10
Leasehold improvements	10-15

Income taxes: The Organization is a not-for-profit organization that is exempt from Federal income tax under Internal Revenue Code Section 501(c)(6). Management believes there is no unrelated business taxable income associated with the Organization.

Advertising costs: Advertising and marketing costs are expensed as incurred.

Use of estimates: The preparation of financial statements requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

**NEW RIVER GORGE CONVENTION AND VISITORS BUREAU
NOTES TO FINANCIAL STATEMENTS**

NOTE 2. CONCENTRATION

The Organization shares in hotel occupancy tax receipts from various communities in Southern West Virginia. For the year ended December 31, 2020, 86% of income was derived from occupancy taxes from Fayette County and the towns of Oak Hill and Ansted. Were it not for this funding, the Organization's ability to continue as a going concern would be questionable.

NOTE 3. DESCRIPTION OF LEASING ARRANGEMENT

The Organization has entered into an agreement with a local government to lease office space located in Oak Hill, West Virginia for a period of twenty-five years for \$1 per year. The Organization is responsible for all utilities. Management certifies that the Organization is in compliance with all covenants of this agreement, which expires in June 2030.

NOTE 4. PROPERTY AND EQUIPMENT

Property and equipment consists of the following at December 31:

	2020
Equipment	\$ 30,778
Accumulated Depreciation	(26,675)
	<u>\$ 4,103</u>

Depreciation expense totaled \$594 for the year ended December 31, 2020.

NOTE 5. SBA ECONOMIC INJURY DISASTER LOAN

The Organization received an Economic Injury Disaster Loan (EIDL) from the U.S. Small Business Administration in the amount of \$150,000, bearing interest at the stated rate of 2.75%. The purpose of the loan is for working capital to alleviate economic injury caused by the coronavirus pandemic. Monthly installment payments of \$641 will begin twelve months from the date of the promissory note. The balance of principal and interest will be payable Thirty years from the date of the promissory note.

The Organization also receive an EIDL advance in the amount of \$3,000 which is included in other income on the Statement of Revenue, Expenses and Changes in Net Assets- Modified Cash Basis.

NOTE 6. SUBSEQUENT EVENTS

On March 11, 2020, the World Health Organization declared the novel strain of the coronavirus (COVID-19) a global pandemic and recommended containment and mitigation measures worldwide. Our office shut down in March 2020. Our offices were reopened to the public on May 31, 2020. As of March 29, 2022, our facilities are open and fully operational.

New River Gorge CVB
Balance Sheet
December 31, 2021

ASSETS

Current Assets		
FCNB Checking	\$	<u>408,833.04</u>
Total Current Assets		408,833.04
Property and Equipment		
Accumulated Depreciation		<u>(26,674.58)</u>
Total Property and Equipment		(26,674.58)
Other Assets		
Equipment		<u>30,777.93</u>
Total Other Assets		<u>30,777.93</u>
Total Assets	\$	<u><u>412,936.39</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
FICA Payable	\$	922.08
Federal W/H Payable		483.93
State W/H Payable		291.00
FUTA Payable		147.98
SUTA Payable		<u>94.59</u>
Total Current Liabilities		1,939.58
Long-Term Liabilities		
EIDL N/P		<u>99,234.82</u>
Total Long-Term Liabilities		<u>99,234.82</u>
Total Liabilities		101,174.40
Capital		
Fund Balance		170,469.08
Net Income		<u>141,292.91</u>
Total Capital		<u>311,761.99</u>
Total Liabilities & Capital	\$	<u><u>412,936.39</u></u>

New River Gorge CVB
Income Statement
For the Twelve Months Ending December 31, 2021

	Current Month		Year to Date	
Revenues				
Hotel Occupancy	\$ 15,483.20	86.58	\$ 414,318.07	81.33
Miscellaneous	76.85	0.43	26,265.72	5.16
Fay Co Partnership	2,322.48	12.99	59,724.52	11.72
Promo Income	0.00	0.00	750.00	0.15
DDOH	0.00	0.00	8,391.46	1.65
	<hr/>		<hr/>	
Total Revenues	17,882.53	100.00	509,449.77	100.00
	<hr/>		<hr/>	
Cost of Sales				
Total Cost of Sales	0.00	0.00	0.00	0.00
	<hr/>		<hr/>	
Gross Profit	17,882.53	100.00	509,449.77	100.00
	<hr/>		<hr/>	
Expenses				
Advertising	15,484.05	86.59	137,497.56	26.99
DDOH	0.00	0.00	8,391.46	1.65
Dues:Membership	0.00	0.00	2,394.10	0.47
Insurance - Brickstreet	0.00	0.00	270.00	0.05
Insurance	0.00	0.00	2,292.00	0.45
Interest Expense	234.73	1.31	5,234.82	1.03
Lic, Fees, Permits	0.00	0.00	125.00	0.02
Promo/Travel Shows	61.32	0.34	1,836.82	0.36
Postage	319.07	1.78	6,607.59	1.30
Office Supply Maintenance	47.02	0.26	3,591.39	0.70
Payroll Taxes:Employer	482.99	2.70	5,240.20	1.03
Office Space	400.00	2.24	4,800.00	0.94
Professional Fees:Acctng	275.00	1.54	4,125.00	0.81
Salaries	6,026.67	33.70	59,994.04	11.78
SWVCVB:H/M Tax	50,249.05	281.00	119,534.41	23.46
Special Events	322.48	1.80	397.48	0.08
Travel Expenses	283.36	1.58	786.22	0.15
Meeting Expense	1,599.11	8.94	2,000.17	0.39
Education Expenses	868.70	4.86	3,038.60	0.60
	<hr/>		<hr/>	
Total Expenses	76,653.55	428.65	368,156.86	72.27
	<hr/>		<hr/>	
Net Income	\$ (58,771.02)	(328.65)	\$ 141,292.91	27.73
	<hr/> <hr/>		<hr/> <hr/>	