



@hatfield_mccoy_cvb

“West Virginia has a little bit of everything. Great southern cooking, adventures on the Hatfield-McCoy trail system, beautiful panoramic views of the Appalachians and so much history rooted in the area. But the best part of all were the genuine, kind-hearted folks we met along the way. For us, visiting West Virginia was like coming home.”
Jason & Sheena Armstrong – social media influencers



The Hatfield McCoy Convention and Visitors Bureau was founded in 2008 and is dedicated to promoting tourism in Logan County and its surrounding areas. Logan County is comprised of three main cities: Chapmanville, Logan and Man with many small surrounding communities.

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2021-2022 Executive Committee Officers

Glenn T. Yost, President
McDonald Land Company

John Fekete, Vice-President
*Deputy Executive Director – Hatfield
McCoy Regional Recreational
Authority*

Diana Barnette, Treasurer
*Appalachian Outpost
Cinema 8 Fountain Place Mall*

Board Members

Chad Bishop
Hatfield McCoy Moonshine Distillery

Jim Blevins
Mayor –Town of Man

Eddie Keefer
*Mountain State Harley Davidson
Keefer’s Powersports*

Joel S. McNeely
Mayor –Town of Chapmanville

Serafino Nolletti
Mayor City of Logan

Hugh Phillips
*General Manager
Holiday Inn Express*

Tim Tomblin
*Coalfield Jamboree Theatre
Dairy Delight*

Valerie Williams
*General Manager
Chief Logan Lodge/Conference Center*

hatfieldmccoycvb.com



ANNUAL REPORT 2021



A Word from Our Executive Director

The Hatfield McCoy Convention & Visitors Bureau (HMCVB) and the Board of Directors is pleased to present our 2020–2021 Annual Report. We represent the municipalities of the Town of Chapmanville, City of Logan, Town of Man and the Logan County Commission. Our county's combined resources enable us to continue to produce significant gains in our tourism economy through increases in average hotel occupancy, demand and lodging revenue. As a CVB we have the responsibility of serving as the steward of the hotel/motel tax funds.

While this past year has continued to see challenges related to the COVID pandemic, our tourism industry partners continue to find creative ways to overcome tough obstacles. The Hatfield McCoy Mountain region continues to welcome visitors to ride the Hatfield McCoy Trails. The market indicates people are still looking for a non-urban, not densely crowded small-town experience. In 2020 there were 64,744 trail permits sold, in 2021 the sale of trail permits rose to 94,464 showing a percentage of growth in ridership of 45.90. We are excited to see new lodging accommodations, restaurants open and theatre productions return to the stage. The Hatfield McCoy Mountains is a great destination in offering the ultimate Outdoor Adventure!

As part of our efforts to increase our marketing presence, we are pleased to announce our working partnership with Bulldog Creative Services, a full-service advertising agency. The HMCVB is a member of both the WV Association of CVB and WV Hospitality & Travel Association. The Hatfield McCoy CVB gratefully thanks our tourism partners for their continued support. Together we forward to welcoming more visitors to our region!

Debrina Williams
Executive Director
Hatfield McCoy CVB

U.S. travel spending declined an estimated 36% in 2020.

The West Virginia travel industry was much less affected, experiencing an estimated decline of 21.5% in travel spending.

Source: *The Economic Impact of Travel in West Virginia/2020p / Dean Runyan Associates*



Main Purpose of Leisure Trip	U.S.	WV
Visiting friends/relatives	41.0%	45.0%
Touring	8.0%	10.0%
Outdoors	6.0%	9.0%
Special Event	8.0%	8.0%
Casino	6.0%	7.0%

West Virginia Overnight Trip State of Origin

West Virginia	20.0%
Virginia	13.0%
Ohio	13.0%
Pennsylvania	9.0%
Maryland	6.0%
North Carolina	5.0%

Nights Spent in West Virginia

1	37.0%	Average is 2.5 nights
2	29.0%	
3-4	24.0%	
5-6	6.0%	
7+	4.0%	

Source: *Travel USA Visitor Profile West Virginia/ 2019 / Longwoods International*

Permits Issued Per Year

Year	Resident	Non-Resident
2014	6,421	29,636
2015	5,728	31,131
2016	5,330	34,016
2017	6,310	38,823
2018	7,661	42,370
2019	8,824	47,422
2020	10,802	53,942
2021	15,998	78,466

2021 Financial Information

Assets

Current Assets	
Petty Cash	\$ 100.00
Regular Checking Account	200,994.56
Savings Account	35,666.67
Total Current Assets	236,761.23
Property and Equipment	
Total Property and Equipment	0.00
Other Assets	
Total Other Assets	0.00
Total Assets	\$ 236,761.23

Liabilities and Capital

Current Liabilities	
Total Current Liabilities	0.00
Long-Term Liabilities	
Total Long-Term Liabilities	0.00
Total Liabilities	0.00
Current Capital	
Beginning Balance Equity	\$ 73,507.23
Retained Earnings	81,628.11
Net Income	81,625.89
Total Capital	236,761.23
Total Liabilities & Capital	\$ 236,761.23

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Financial Statements

Year Ended December 31, 2019

Hatfield-McCoy Convention & Visitors Bureau, Inc.

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Independent Accountant's Review Report

To the Board of Directors of
Hatfield-McCoy Convention & Visitors Bureau, Inc.

We have reviewed the accompanying financial statements of Hatfield-McCoy Convention & Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of assets, liabilities, and net assets - modified cash basis as of December 31, 2019, and the related statement of revenues, expenses, and change in net assets - modified cash basis and statement of cash flows - modified cash basis for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of 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 such 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 the modified cash basis of accounting; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of financial statements in the circumstances. Management is also responsible for 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.

Accountant's 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 American Institute of Certified Public Accountants. 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.

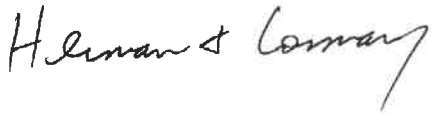
To the Board of Directors of
Hatfield-McCoy Convention & Visitors Bureau, Inc.

Accountant's 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 A of the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the modified cash 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.



Charleston, WV
October 20, 2020

Hatfield-McCoy Convention & Visitors Bureau, Inc.
Statement of Assets, Liabilities, and Net Assets - Modified Cash Basis
December 31, 2019

<u>Assets</u>	
Cash and cash equivalents	<u>\$198,555</u>
Total Assets	<u>\$198,555</u>
 <u>Liabilities</u>	
Payroll taxes	\$ <u>(350)</u>
Total Liabilities	<u>(350)</u>
 <u>Net Assets</u>	
Net assets without donor restrictions	<u>198,905</u>
Total Net Assets	<u>198,905</u>
Total Liabilities & Net Assets	<u>\$198,555</u>

See accompanying notes and independent accountant's review report.

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Statement of Revenue, Expenses, and Change in Net Assets - Modified Cash Basis

December 31, 2019

Revenue, Gains, and Other Support	
Hotel/Motel tax	\$168,108
Motor Coach tours	846
Merchandise sales	65
Interest	<u>53</u>
Total Revenue, Gains and Other Support	<u>169,072</u>
Expenses	
Wages	14,850
Taxes	581
Contract labor	56,684
Advertising	55,772
Office expense	8,034
Membership dues	601
Conference/travel expense	7,478
Insurance	1,129
Contribution	17
Professional fees	525
Other expenses	<u>1,507</u>
Total Expenses	<u>147,178</u>
Change in Net Assets Without Donor Restrictions	21,894
Net Assets - Beginning of Year	<u>177,011</u>
Net Assets - End of Year	<u>\$198,905</u>

See accompanying notes and independent accountant's review report.

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Statement of Cash Flows - Modified Cash Basis

December 31, 2019

Cash Flows Provided by Operating Activities	
Change in net assets	\$ 21,894
Adjustments to reconcile changes in net assets to net cash provided by operating activities:	
(Increase) Decrease in:	
Accounts payable	<u>(24)</u>
Net Cash Provided By Operating Activities	21,870
Cash Flows From Investing Activities	<u>-0-</u>
Cash Flows From Financing Activities	<u>-0-</u>
Net Increase in Cash	21,870
Cash and Cash Equivalents - Beginning of Year	<u>176,685</u>
Cash and Cash Equivalents - End of Year	<u>\$198,555</u>

See accompanying notes and independent accountant's review report.

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Notes to the Financial Statements

December 31, 2019

Note A – Summary of Significant Accounting Policies

Nature of Operations - Hatfield-McCoy Convention & Visitors Bureau, Inc. is a non-stock nonprofit corporation established to promote tourism in Logan County and its surrounding communities.

Basis of Accounting - The Organization's policy is to prepare its financial statements on the modified cash basis of accounting; consequently, revenues are recognized when received rather than when promised or earned and certain expenses and asset purchases are recorded when cash is disbursed rather than when the obligation is incurred, payroll taxes that have been withheld but not yet deposited with the taxing authority but related to compensation paid are recorded when withheld.

Cash and Cash Equivalents - For purposes of the statement of cash flows, cash includes only deposits in bank accounts available for operating expenses.

Classification of Support – The Organization reports gifts of cash and other assets as restricted support if they are received with donor or grantor stipulations that limit the use of the donated assets. When the restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, with donor restricted net assets are reclassified to without donor restricted net assets and reported on the statement of support, revenues, expenses, and changes in net assets – modified cash basis as net assets released from restrictions. Donor-imposed restrictions met in the same year in which the contribution is recognized are reported as changes in net assets without donor restrictions during that year.

Income Taxes - The Hatfield-McCoy Convention & Visitors Bureau, Inc. is a nonprofit corporation under section 501(c)(6) of the Internal Revenue Code and is exempt from income taxes from its nonprofit activities. The Internal Revenue Service has classified the organization as a non-profit that is not a private foundation.

Management has determined that the company does not have any uncertain tax positions and associated unrecognized benefits that materially impact the financial statements or related disclosures. Because tax matters are subject to some degree of uncertainty, there can be no assurance that the company's tax returns will not be challenged by the taxing authorities and that the company will not be subject to additional tax, penalties and interest as a result of such challenge.

The company has exempt organization tax filings open to Internal Revenue Service audit for years ending December 31, 2017, 2018 and 2019.

Advertising Costs - Hatfield-McCoy Convention & Visitors Bureau, Inc. expenses advertising costs as they are incurred.

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Notes to the Financial Statements

December 31, 2019

Note A – Summary of Significant Accounting Policies (Continued)

Estimates - The preparation of financial statements in conformity with the modified cash basis requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Recently Issued Accounting Pronouncement – The Financial Accounting Standards Board (FASB) issued two Accounting Standard Updates that will affect the Organization’s revenue recognition. The first, Accounting Standards Update No. 2014-09, Revenue from Contracts with Customers (Topic 606) affects contracts with customers to transfer goods or services and contracts for the transfer of non-financial assets (unless those contracts are within the scope of other standards). The core principle of the Update is that an entity should recognize revenue to depict the transfer of promised goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for the goods or services. This Update requires entities to make new judgements and estimates and provide expanded disclosures about revenue. The second, Accounting Standards Update No. 2018-08, Not-For-Profit entities (Topic 958): Clarifying the Scope and the Accounting Guidance for Contributions Received and Contributions Made, established standards for characterizing grants and similar contracts with resource providers as either exchange transactions or conditional contributions. The Organization plans to adopt both at the same time, because adopting one Update without the other would leave the accounting for some ongoing grants and contracts unresolved.

Note B – Subsequent Events

The organization has evaluated all subsequent events through October 20, 2020, which is the date the financial statements were available to be issued. The organization believes that there have been no significant subsequent events.

Note C - Functional Classification of Expenses

Expenses	
Program services	
Tourism promotion	\$ 126,956
Supporting services	
Management and general	<u>20,222</u>
	<u>\$147,178</u>

Hatfield-McCoy Convention & Visitors Bureau, Inc.

Notes to the Financial Statements

December 31, 2019

Note D – Liquidity and Availability of Financial Assets

The following table reflects Hatfield-McCoy Convention & Visitors Bureau, Inc. financial assets as of December 31, 2019, reduced by amounts not available for general expenditures within one year or because they have been set aside for a specific program.

Financial assets:

Cash and cash equivalents	\$198,555
Financial assets, at year-end	<u>198,555</u>
Less those unavailable for general expenditures within one year, due to:	
Contractual or donor-imposed restrictions restricted by donor	<u>-0-</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$198,555</u>



Hatfield-McCoy Convention & Visitors Bureau
P.O. Box 218 - 325 Stratton Street - Logan, WV 25601
Phone: 304.752.6020 - Fax: 304.752.5988
E-mail: hatfieldmccoycvb@frontier.com

October 20, 2020

Herman & Cormany, CPAs, A.C.
8 Capitol Street, Suite 600
Charleston, WV 25301

We are providing this letter in connection with your review of the statement of assets, liabilities, and net assets - modified cash basis of Hatfield-McCoy Convention & Visitors Bureau, Inc. as of December 31, 2019 and the related statements of revenues, expenses, and net assets— modified cash basis and cash flows—modified cash basis for the year then ended for the purpose of obtaining limited assurance as a basis for reporting whether you are aware of any material modifications that should be made to the financial statements in order for them to be in accordance with the modified cash basis of accounting.

Certain representations in this letter are described as being limited to matters that are material. Items are considered material, regardless of size, if they involve an omission or misstatement of accounting information that, in light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement.

We confirm, to the best of our knowledge and belief, as of October 20, 2020, the following representations made to you during your review.

- 1) We acknowledge our responsibility and have fulfilled our responsibilities for the preparation and fair presentation of the financial statements in accordance with the modified cash basis of accounting, as set out in the terms of the engagement.
- 2) We have made available to you all—
 - a) Financial records and related data, of which we are aware, that is relevant to the preparation and fair presentation of the financial statements.
 - b) Minutes of the meetings of board of directors, or summaries of actions of recent meetings for which minutes have not yet been prepared.
 - c) Additional information you have requested from us for the purpose of the review.
 - d) Unrestricted access to company personnel from whom you determined it necessary to obtain review evidence.
- 3) There have been no communications from regulatory agencies concerning noncompliance with, or deficiencies in, financial reporting practices.

- 4) All transactions have been recorded and have been properly reflected in the financial statements.
- 5) There are no uncorrected misstatements.
- 6) We acknowledge and have fulfilled our responsibility for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.
- 7) We acknowledge our responsibility for designing, implementing, and maintaining internal control to prevent and detect fraud.
- 8) We have no knowledge of any fraud or suspected fraud affecting the company involving management, employees who have significant roles in internal control, or others where the fraud could have a material effect on the financial statements.
- 9) We have no knowledge of any allegations of fraud, or suspected fraud, affecting the entity's financial statements as a whole communicated by employees, former employees, analysts, regulators, or others.
- 10) We have no plans or intentions that may materially affect the carrying value or classification of assets and liabilities.
- 11) The following have been properly recorded or disclosed in the financial statements:
 - a) Related-party transactions including sales, purchases, loans, transfers, leasing arrangements, and guarantees, and amounts receivable from a payable to related parties.
 - b) Significant estimates and material concentrations known to management that are required to be disclosed.
- 12) There are no—
 - a) Known or suspected instances of noncompliance with laws or regulations whose effects should be considered for disclosure in the financial statements or as a basis for recording a loss contingency.
 - b) We are not aware of any pending or threatened litigation, claims, or assessments or unasserted claims or assessments that are required to be accrued or disclosed in the financial statements and we have not consulted a lawyer concerning litigation, claims, or assessments.
 - c) Other material liabilities or gain or loss contingencies that are required to be accrued or disclosed.
- 13) The company has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged.
- 14) We have complied with all aspects of contractual agreements that would have a material effect on the financial statements in the event of noncompliance.

- 15) We believe significant assumptions used by us in making accounting estimates, including those measured at fair value, are reasonable in the circumstances.
- 16) No events have occurred subsequent to the date of the company's financial statements and through the date of this letter that would require adjustments to, or disclosure in, the aforementioned financial statements.
- 17) We have responded fully and truthfully to all inquiries made to us by you during your review.
- 18) In regards to the financial statement preparation services performed by you, we have:
 - Assumed all management responsibilities.
 - Designated an individual who possesses suitable skill, knowledge, or experience to oversee the services.
 - Evaluated the adequacy and results of the services performed.
 - Accepted responsibility for the results of the services.

Signature: _____

Alvin Galt

Title: _____

President

Date: _____

10/27/2020

Signature: _____

Debra Williams

Title: _____

Executive Director

Date: _____

10/27/20

Hatfield-McCoy CVB
Balance Sheet
December 31, 2021

ASSETS

Current Assets		
Petty Cash	\$	100.00
Regular Checking Account		200,994.56
Savings Account		<u>35,666.67</u>
Total Current Assets		236,761.23
Property and Equipment		<u> </u>
Total Property and Equipment		0.00
Other Assets		<u> </u>
Total Other Assets		<u>0.00</u>
Total Assets	\$	<u><u>236,761.23</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		<u> </u>
Total Current Liabilities		0.00
Long-Term Liabilities		<u> </u>
Total Long-Term Liabilities		<u>0.00</u>
Total Liabilities		0.00
Capital		
Beginning Balance Equity	\$	73,507.23
Retained Earnings		81,628.11
Net Income		<u>81,625.89</u>
Total Capital		<u>236,761.23</u>
Total Liabilities & Capital	\$	<u><u>236,761.23</u></u>

Hatfield-McCoy CVB
Income Statement
For the Twelve Months Ending December 31, 2021

	Current Month 2021	Current Month 2020	This Year YTD 2021	% of Income 2021	Last Year YTD 2020	Difference
Revenues						
Sales Merchandise	\$ 0.00	\$ 0.00	\$ 17.97	0.01	\$ 102.51	(84.54)
Advertising/Marketing	0.00	0.00	0.00	0.00	0.00	0.00
Logan Hotel/Motel Tax	0.00	0.00	89,824.47	41.63	76,712.93	13,111.54
Man Hotel/Motel Tax	0.00	0.00	4,766.76	2.21	3,030.17	1,736.59
Chapmanville Hotel/Motel Tax	0.00	0.00	25,924.17	12.02	19,186.00	6,738.17
Logan County Commission	20,998.16	1,263.74	80,185.78	37.17	24,284.08	55,901.70
Motorcoach Tours	0.00	0.00	0.00	0.00	0.00	0.00
Appalachian Heritage Days	0.00	0.00	15,000.00	6.95	0.00	15,000.00
Interest Income	0.00	0.00	8.99	0.00	0.00	8.99
Savings Account Interest	0.00	39.57	17.68	0.01	39.57	(21.89)
Total Revenues	20,998.16	1,303.31	215,745.82	100.00	123,355.26	92,390.56
Cost of Sales						
Total Cost of Sales	0.00	0.00	0.00	0.00	0.00	0.00
Gross Profit	20,998.16	1,303.31	215,745.82	100.00	123,355.26	92,390.56
Expenses						
Default Purchase Expense	0.00	0.00	0.00	0.00	0.00	0.00
Grant and Allocation Exp.	0.00	0.00	0.00	0.00	0.00	0.00
Advertising/Marketing	4,697.71	493.43	32,430.48	15.03	51,445.33	(19,014.85)
Appalachian Heritage Days	0.00	0.00	251.21	0.12	0.00	251.21
Contributions	0.00	0.00	0.00	0.00	750.00	(750.00)
Accounting Fees	0.00	0.00	525.00	0.24	525.00	0.00
Legal Fees	0.00	0.00	0.00	0.00	0.00	0.00
Professional Fundraising Fees	0.00	0.00	0.00	0.00	0.00	0.00
Membership Dues	823.00	0.00	1,822.10	0.84	200.00	1,622.10
Insurance	0.00	0.00	1,404.13	0.65	1,140.13	264.00
Contract Labor	4,295.72	5,812.88	69,830.77	32.37	87,524.02	(17,693.25)
Office Supplies Expense	564.28	202.25	4,456.80	2.07	4,305.20	151.60
Office Expense-Misc.	195.97	12.71	3,372.38	1.56	2,251.01	1,121.37
Office Telephone Expense	0.00	0.00	0.00	0.00	0.00	0.00
Overages/Shortages	0.00	0.00	350.00	0.16	0.00	350.00
Postage and Shipping Expense	0.00	0.00	753.15	0.35	389.13	364.02
Motorcoach Tours	0.00	0.00	0.00	0.00	0.00	0.00
Publications	0.00	0.00	39.00	0.02	118.50	(79.50)
Travel Expense	373.95	71.87	1,149.84	0.53	1,076.24	73.60
Meals and Entertainment	558.75	35.60	666.34	0.31	693.17	(26.83)
Conferences Expense	0.00	0.00	0.00	0.00	645.00	(645.00)
Meetings Expense	0.00	0.00	0.00	0.00	307.48	(307.48)
Payroll Tax Expense	731.25	604.50	731.25	0.34	604.50	126.75
West Virginia Sales Tax	0.00	4.77	0.00	0.00	4.77	(4.77)
Wages Expense	8,139.58	6,839.58	16,337.48	7.57	15,144.99	1,192.49

Hatfield-McCoy CVB
Income Statement
For the Twelve Months Ending December 31, 2021

	Current Month 2021	Current Month 2020	This Year YTD 2021	% of Income 2021	Last Year YTD 2020	Difference
Total Expenses	20,380.21	14,077.59	134,119.93	62.17	167,124.47	(33,004.54)
Net Income	\$ 617.95	(\$ 12,774.28)	\$ 81,625.89	37.83	(\$43,769.21)	125,395.10