

Nature's 
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

August 8, 2022

WV State Auditor's Office – lgs@wvsao.gov attn: Shellie Humphries

WV Joint Committee on Government & Finance – drew.ross@wvlegislature.gov
steve.marsden@wvlegislature.gov

WV Association of Convention and Visitors Bureaus – sgill@fulksandassociates.com

Dear WV State Auditor, WV Joint Committee on Government & Finance, and WVACVB;

With the passing of the 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 the Hotel Occupancy Taxes by the county (s) and/or the municipalities we serve.

In compliance with W.Va. Code 7-18-13a, CVBs are to now report to the WVSAO, the 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 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 & Visitors Bureaus (WVACVB) W.Va. Code 7-18-13a(b) which confirms compliance with the following industry standards as follows:

- Annual budget
- Budget allocation within the industry standard of 40%-40%-20% (marketing, personnel, administrative)
- Marketing plan targeting markets outside the 50 mile radius of their destination
- Full time executive director
- Physical office/visitor center
- Website, and
- Annual reporting to all the CVB's funding entities

Pocahontas County Convention & Visitors Bureau

301 8th St. (P.O. Box 275), Marlinton, WV 24954 • 304.799.4636 Fax 304.799.4649
info@pocahontascountywv.com • naturesmountainplayground.com • 800.336.7009

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POCAHONTAS COUNTY, WV

On behalf of the Pocahontas County Convention and Visitors Bureau Board of Directors, we respectfully submit the required information and confirm that the Pocahontas County Convention and Visitors Bureau is in full compliance with all the WV Code 7-18-13 requirements.

If you have any questions, please contact Cara Rose, Executive Director at crose@pocahontascountywv.com or call 304-618-4020 or me, George Murphy, President of the Pocahontas County CVB george@murphysonline.com or 304-940-9938.

Sincerely,


George Murphy, Board President


Cara H. Rose, Executive Director

cc: Pocahontas County Commission
Town of Marlinton

Attachments: 2021-22 Annual Budget; 2021 Audit; June 30, 2022 Balance Sheet; July 1, 2021-
June 30, 2022 Profit Loss Income statement; Annual Report July 2021-June 2022.

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POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

FINANCIAL REPORT

JUNE 30, 2021

JOHNATHAN P. RICE

CERTIFIED PUBLIC ACCOUNTANT

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of
Pocahontas County Tourism Commission, Inc.

I have audited the accompanying statements of financial position of Pocahontas County Tourism Commission, Inc. as of June 30, 2021 and 2020, and the related statement of activity, and statement of cash flows for the year ended June 30, 2021, and the related notes to the financial statements.

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 that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not to express an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimated made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Pocahontas County Tourism Commission, Inc. as of June 30, 2021 and 2020 and the changes in its net assets and its cash flows for the year ended June 30, 2021 in conformity with accounting principles generally accepted in the United States of America.



Union, West Virginia
June 27, 2022

POCAHONTAS COUNTY TOURISM COMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENTS OF FINANCIAL POSITION

June 30, 2021

	<u>2021</u>	<u>2020</u>
ASSETS		
Cash and cash equivalents	\$ 1,193,271	\$ 578,125
Accounts receivable	71,774	26,279
Property and equipment, net	<u>109,047</u>	<u>113,174</u>
TOTAL ASSETS	<u><u>\$ 1,374,092</u></u>	<u><u>\$ 717,578</u></u>
LIABILITIES		
Accounts payable	\$ 1,110	\$ 603
Accrued expenses	-	-
Accrued payroll and payroll taxes	<u>12,594</u>	<u>5,282</u>
TOTAL LIABILITIES	13,704	5,885
NET ASSETS		
Without donor restrictions	1,360,388	711,693
With donor restrictions	<u>-</u>	<u>-</u>
TOTAL NET ASSETS	<u><u>1,360,388</u></u>	<u><u>711,693</u></u>
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 1,374,092</u></u>	<u><u>\$ 717,578</u></u>

The accompanying notes are an integral part of the financial statements.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENT OF ACTIVITIES
Year Ended June 30, 2021

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
UNRESTRICTED NET ASSETS			
Support			
Hotel/motel tax revenue	\$ 1,126,619	\$ -	\$ 1,126,619
Government grants	56,885	-	56,885
Interest income	116	-	116
TOTAL REVENUE, GAINS AND OTHER SUPPORT	1,183,620	-	1,183,620
Expenses			
Program services			
Tourism program and visitors center	449,337	-	449,337
Supporting services			
Management and general	85,588	-	85,588
TOTAL EXPENSES	534,925	-	534,925
CHANGE IN NET ASSETS	648,695	-	648,695
INCREASE IN NET ASSETS	648,695	-	648,695
NET ASSETS AT BEGINNING OF YEAR	711,693	-	711,693
NET ASSETS AT END OF YEAR	<u>\$ 1,360,388</u>	<u>\$ -</u>	<u>\$ 1,360,388</u>

The accompanying notes are an integral part of the financial statements.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENT OF CASH FLOWS
Year Ended June 30, 2021

CASH FLOWS FROM OPERATING ACTIVITIES	
Increase in net assets	\$ 648,695
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	4,127
Changes in operating assets and liabilities:	
(Increase) decrease in short-term investments	-
(Increase) decrease in accounts receivable	(45,495)
Decrease (increase) in prepaid expenses	-
Decrease in accounts payable and accrued expenses	<u>7,819</u>
 Net cash provided by operating activities	 <u>\$ 615,146</u>
 CASH FLOWS FROM INVESTING ACTIVITIES	
Purchase of building and equipment	<u>\$ -</u>
 Net cash used in investing activities	 <u>\$ -</u>
 CASH FLOWS FROM FINANCING ACTIVITIES	
Proceeds from borrowings on line of credit	\$ -
Repayments of borrowings on line of credit	<u>-</u>
 Net cash used in financing activities	 \$ -
 Net increase (decrease) in cash and cash equivalents	 \$ 615,146
Cash and cash equivalents, beginning	<u>578,125</u>
 Cash and cash equivalents, ending	 <u><u>\$ 1,193,271</u></u>

The accompanying notes are an integral part of the financial statements.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO FINANCIAL STATEMENTS

NOTE 1-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

Pocahontas County Tourism Commission, Inc., operating as Pocahontas County Convention and Visitors Bureau, is a nonprofit, non-stock corporation organized under the laws of the State of West Virginia and is exempt from income taxes under Section 501c(6) of the Internal Revenue Code. The Organization operates a convention and visitors bureau for Pocahontas County. The Organization's support primarily comes from the hotel-motel tax collected from lodging establishments located in the county.

Basis of Accounting

The financial statements have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles accepted in the United States.

Cash and Cash Equivalents

For purposes of the statement of cash flows, the Organization considers all unrestricted highly liquid investments with an initial maturity of three months or less to be cash equivalents. Fair value approximates carrying amounts.

Public Support and Revenue

Revenue is recorded in the month collected by the county or municipality. Revenue receivable is stated at an amount that management expects to collect from tax revenue collected, but not yet received by the organization. Management has not suffered losses on accounts receivable and has not established an allowance for doubtful accounts.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Property and Equipment

Buildings and improvements, furniture, equipment, and leasehold improvements are capitalized at cost. It is the Organization's policy to capitalize expenditures for these items in excess of \$500. Lesser amounts are expensed. Buildings and improvements are being depreciated over 40 years. Furniture and equipment are being depreciated over estimated useful lives of five to ten years using a straight-line method, with a half of year's depreciation recognized in the years of acquisition and disposal. Leasehold improvements are being amortized over the shorter of the lease term or useful life.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO FINANCIAL STATEMENTS

NOTE 1-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Income Taxes

The Organization is exempt from income taxes under section 501(c)(6) of the Internal Revenue Code and did not conduct unrelated business activities. Therefore, the Organization has made no provision for federal income taxes in the accompanying financial statements.

Functional Allocation of Expenses

Costs of providing various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

NOTE 2-ACCOUNTS RECEIVABLE

Accounts receivable are stated at cost and consist of the following at June 30, 2021 and 2020:

	<u>2021</u>	<u>2020</u>
Hotel/motel tax	\$ 71,774	\$ 26,279
Grant reimbursements	-	-
Other receivables	-	-
	<u>71,774</u>	<u>26,279</u>
Less allowance for bad debts	(-)	(-)
Accounts receivable, net	\$ 71,774	\$ 26,279

NOTE 3-PROPERTY & EQUIPMENT

As of June 30, 2021 and 2020, property and equipment consisted of the following:

	<u>2021</u>	<u>2020</u>
Land	\$ 18,278	\$ 18,278
Building and improvements	109,988	109,988
Furniture and equipment	<u>26,171</u>	<u>26,171</u>
	154,437	154,437
Less accumulated depreciation	<u>- 45,390</u>	<u>- 41,263</u>
Property and equipment, net	\$ 109,047	\$ 113,174

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO FINANCIAL STATEMENTS

NOTE 4-LINE OF CREDIT

The Organization has obtained an unsecured bank line of credit in the amount of \$30,000. No amounts were outstanding on the line of credit at year end June 30, 2021 and 2020.

NOTE 5-TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets are available for the following purposes at June 30, 2021 and 2020:

	<u>2021</u>	<u>2020</u>
Board designated contingency fund	\$ 100,000	\$ 100,000

Temporarily restricted net assets are designated by the board of directors and are included in net assets without donor restriction reported on the statement of financial position.

NOTE 6-CONTRIBUTED SERVICES

During the year, the Organization received the services of many individuals, businesses, and organizations. This included the donation of their time, use of their facilities and equipment, and supplies. Contributed services received that create or enhance non-financial assets or require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation are reported as support and expense in the period the services are performed. No amounts have been recorded for contributed services for the year.

NOTE 7-RETIREMENT PLAN

The Organization maintains a SIMPLE IRA plan for which all full-time employees are eligible to participate. The Organization matches employees' contributions up to 3% of their regular salary. Retirement expense for the year ended June 30, 2021 was \$ 4,289.

NOTE 8-HEALTH INSURANCE PLAN

The Organization provides eligible employees with health and life insurance benefits through PEIA with the State of West Virginia. The Organization has not provided post-employment benefits in the past and does intend to provide post-employment benefits in the future. Therefore, no amounts have been accrued for post-employment benefits at June 30, 2021 and 2020.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO FINANCIAL STATEMENTS

NOTE 9-CONCENTRATION OF CREDIT RISK

The Organization maintains several bank accounts. Accounts at an institution are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. During the year ended June 30, 2021 cash exceeded federally insured limits. An account at one bank exceeded federally insured limits at year end June 30, 2021 and 2020.

NOTE 10-FAIR VALUE OF FINANCIAL INSTRUMENT

The following methods and assumptions were used by the Organization in estimating its fair value disclosures for financial instruments:

- Cash, cash equivalents, prepaid expenses and accounts receivable: The carrying amounts reported in the statement of financial position approximate fair values because of the short maturities of those instruments.

NOTE 11-UNCERTAIN TAX POSITIONS

The Organization has adopted recently issued accounting principles related to uncertain tax positions and has evaluated its tax positions taken for all open tax years. Currently, the 2018, 2019, and 2020 tax years are open and subject to examination by the Internal Revenue Service. However, the Organization is not currently under audit nor has the Organization been contacted by this jurisdiction.

Based on the evaluation of the Organization's tax position, management believes all positions taken would be upheld under an examination. Therefore, no provision for the effects of uncertain tax positions has been recorded for the years ended June 30, 2021 and 2020.

NOTE 12-SUBSEQUENT EVENTS

The Organization has evaluated events subsequent to June 30, 2021 and 2020 for possible adjustment or disclosure to the accompanying financial statements. This evaluation was done through the date of the Independent Auditor's Report, which is the date the financial statements were available to be issued.

**Pocahontas County CVB
 Profit & Loss Budget Overview
 July 2021 through June 2022**

	Jul '21 - Jun 22
Ordinary Income/Expense	
Income	
Cash Carry Over	800,000.00
Hotel Motel Tax	941,700.00
Mtn Bike Map	2,500.00
Total Income	1,744,200.00
Gross Profit	1,744,200.00
Expense	
Dues	
Pocahontas County Chamber	125.00
Southeast Tourism Society	0.00
WV Association of CVB's	3,000.00
WV Ski Area Association	100.00
WVHTA	500.00
Total Dues	3,725.00
Education	
8th Grade Luncheon	3,000.00
Calvin W Price Enrichment Serie	
Calvin W Price Appalachian Enri	10,000.00
Total Calvin W Price Enrichment Serie	10,000.00
Field Trips	1,500.00
Hospitality Training	5,400.00
Hospitality University	500.00
Make It Shine	10,000.00
Partner Luncheon	3,000.00
Scholarship Program	4,000.00
Tourism Club	3,000.00
Total Education	40,400.00
Employee Expenses	
Benefits	
Medical and Life	39,672.00
Pension	
Chelsea Walker	1,142.04
Linda Adams	1,142.04
Mike Moore	360.00
Tammy Shoemaker	684.00
Total Pension	3,328.08
Total Benefits	43,000.08
Payroll	
Arlene Walton	11,232.00
Cara Rose	60,889.92
Carolyn McCloud	12,444.20
Chelsea Walker	39,166.40
Linda Adams	39,166.40
Lori Salmon.	7,128.00
Michael Moore	27,456.00
Overtime	0.00
Snowshoe Employee	3,360.00
Tammy Shoemaker	24,029.60
Total Payroll	224,872.52

Pocahontas County CVB
Profit & Loss Budget Overview
 July 2021 through June 2022

	Jul '21 - Jun 22
Taxes	
Fed Unemployment	450.00
Payroll Expenses	49,999.56
Unemployment	2,210.00
Workers Compensation	0.00
	52,659.56
Total Taxes	
Total Employee Expenses	320,532.16
Grant Program	
Festival	
Other Grant Contingency 2500	70,000.00
	70,000.00
Total Festival	
Partnership	
Other	15,000.00
	15,000.00
Total Partnership	
Sponsorship/Non-Profit	
Snowshoe Foundation	125.00
Snowshoe Foundation Golf Tourna	250.00
Trail Maintenance	4,200.00
Trail Maintenance - Map Sales	3,950.00
World Cup	35,000.00
Sponsorship/Non-Profit - Other	7,500.00
	51,025.00
Total Sponsorship/Non-Profit	
Total Grant Program	136,025.00
Insurance	
Bond	200.00
Directors & Officers Insurance	1,000.00
Fire & Casualty	1,500.00
	2,700.00
Total Insurance	
Marketing	
Ad Campaign	
Motorcycle	0.00
	0.00
Total Ad Campaign	
Advertising	
Brochures	
Brochure Distribution	7,712.00
Brochure Printing	10,000.00
Visitors Guide Printing	50,000.00
	67,712.00
Total Brochures	
Contingency	395,468.30
Media	
Annual Ads	
Compass	1,600.00
WV Travel Guide	0.00
	1,600.00
Total Annual Ads	
Broadcast	
AMR	5,000.00
	5,000.00
Total Broadcast	

Pocahontas County CVB
Profit & Loss Budget Overview
 July 2021 through June 2022

	Jul '21 - Jun 22
General Ads	
Highland Outdoors	0.00
Pocahontas Times	2,040.00
Total General Ads	2,040.00
Production	
Ad production	36,000.00
Brand Guidelines	0.00
Brochure Production	63,000.00
Content Strategy	18,000.00
Digital Media Planning	0.00
Print Media Planning	243,000.00
Strategic Collaboration and Supp	21,500.04
Visitors Guide Production	46,000.00
Website	4,250.00
Production - Other	0.00
Total Production	431,750.04
Total Media	440,390.04
Total Advertising	903,570.34
Internet	
Domain Name	60.00
Hosting	450.00
Misc/Other	0.00
Programmatic	43,000.00
Search Engine OPT	0.00
Total Internet	43,510.00
Other Marketing	
Bird Count	0.00
Biscuit Bake Off	0.00
IStock	348.00
Marketing Research	2,500.00
Photography & Videography	60,000.00
Subscriptions	
Pocahontas Times	27.00
Total Subscriptions	27.00
Survey Cards	0.00
Survey Monkey	399.00
Total Other Marketing	63,274.00
Postage	
Direct Mail	4,992.00
Machine	5,500.00
Mailing House	500.00
PO Box Rent	95.00
Postage Permit	250.00
Postage Supplies	400.00
Total Postage	11,737.00
Shows	
Progressive International Motor	0.00
Total Shows	0.00

Pocahontas County CVB
Profit & Loss Budget Overview
 July 2021 through June 2022

	Jul '21 - Jun 22
Social	
Facebook	49,000.00
Google Ads	21,000.00
SnapChat/Tik tok	5,000.00
Spotify	12,000.00
Twitter	16,000.00
YouTube	8,000.00
Social - Other	3,799.96
Total Social	114,799.96
Special Projects	
BiCentennial	
Ad	10,000.00
BiCentennial - Other	-22,350.46
Total BiCentennial	-12,350.46
IMBA	
GAP Analysis	8,865.00
IMBA - Other	0.00
Total IMBA	8,865.00
Maple Days	2,500.00
Mountain Music Trail	-980.00
Mountin Bike	
Grant Writing	5,816.00
Mountin Bike - Other	10,000.00
Total Mountin Bike	15,816.00
Total Special Projects	13,850.54
Marketing - Other	0.00
Total Marketing	1,150,741.84
Office	
Misc	
Accountant Fee	1,500.00
Adobe Photo Shop	674.04
Annual Report Sec of State	25.00
Board Meeting	1,000.00
Board Seat Ad	70.00
Christmas Dinner	700.00
Cloud Backup	500.00
Computer Repair	1,500.00
Flowers	150.00
General Audit	3,000.00
Office Cleaning	2,850.00
Public Restrooms	6,000.00
QuickBooks	500.00
Safe Deposit Box	35.00
Water	78.00
Window cleaning	600.00
Total Misc	19,182.04
Office Equipment	
Pitney Bowes	4,000.00
Quick Books Program	599.00
Xerox	3,360.00
Total Office Equipment	7,959.00

Pocahontas County CVB
Profit & Loss Budget Overview
 July 2021 through June 2022

	Jul '21 - Jun 22
Office Supplies	
Copies	1,800.00
Office Supplies - Other	7,200.00
Total Office Supplies	9,000.00
Visitor Center	600.00
Total Office	36,741.04
Promo Items	
Bags	1,500.00
Misc	5,000.00
Patches, Pins, Stickers	1,000.00
PCCVB Shirts	2,000.00
Total Promo Items	9,500.00
Travel	
Accident reimbursement	500.00
Local Travel Expense	3,000.00
Meals	900.00
Meetings	3,000.00
State Conference	4,500.00
Tourism Day	1,500.00
Tradeshows	
Progressive International Motor	0.00
Total Tradeshows	0.00
Total Travel	13,400.00
Utilities	
Building Maintenance	5,000.00
Electric	3,300.00
Fire Fee	75.00
Linwood Visitor Center	3,999.96
Propane	2,400.00
Telephone	
Cell Phone	4,320.00
Linwood Visitor Center	600.00
Local	7,140.00
Telephone Book ad	0.00
Telephone Lease	2,400.00
Total Telephone	14,460.00
Water	1,200.00
Total Utilities	30,434.96
Total Expense	1,744,200.00
Net Ordinary Income	0.00
Net Income	0.00

11:59 AM

**Pocahontas County CVB
Balance Sheet**

07/13/22

As of June 30, 2022

Accrual Basis

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
Citiznes Bank of WV - Flood	250,000 00
Debit Card Account	948 52
Emergency Contingenc	250,000 00
Pendleton Community Bank	955,043 91
Total Checking/Savings	1,455,992 43
Accounts Receivable	
Accounts Receivable	50,451 55
Total Accounts Receivable	50,451 55
Other Current Assets	
Undeposited Funds	43 00
Total Other Current Assets	43 00
Total Current Assets	1,506,486 98
Fixed Assets	
Accumulated Depreciation-ALL	-15,637 00
Building	69,758 44
Building Improvements	40,229 78
Computer	3,889 03
Land	18,277 56
Office Furniture	10,219 00
Snowshoe Computer	669 05
Snowshoe Furniture	3,149 86
Total Fixed Assets	130,555 72
TOTAL ASSETS	1,637,042.70
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-2,348 27
Total Accounts Payable	-2,348 27
Credit Cards	
City National Bank	549 08
Total Credit Cards	549 08
Other Current Liabilities	
Direct Deposit Liabilities	-6 33
Line of Credit	-245 98
Other Tax Liability	-1,014 39
Payroll Liabilities	0 01
Total Other Current Liabilities	-1,266 69
Total Current Liabilities	-3,065 88
Total Liabilities	-3,065 88
Equity	
Opening Balance Equity	15,322 14
Restricted Emergency Fund	100,000 00
Unrestricted Net Assets	1,283,178 38
Net Income	241,608 06
Total Equity	1,640,108 58
TOTAL LIABILITIES & EQUITY	1,637,042.70

12:00 PM
07/13/22
Accrual Basis

Pocahontas County CVB
Profit & Loss YTD Comparison
June 2022

	<u>Jun 22</u>	<u>Jul '21 - Jun 22</u>
Ordinary Income/Expense		
Income		
Hotel Motel Tax	25,883.00	1,299,189.21
Interest Inc.	0.00	86.20
Mtn Bike Map	0.00	1,239.18
Total Income	<u>25,883.00</u>	<u>1,300,514.59</u>
Gross Profit	25,883.00	1,300,514.59
Expense		
Dues	0.00	3,843.55
Education	3,592.81	27,986.95
Employee Expenses	20,469.84	261,893.89
Grant Program	14,351.20	105,991.14
Insurance	0.00	2,632.33
Marketing	58,433.72	584,552.07
Office	5,455.82	35,827.45
Promo Items	1,266.51	5,899.99
Reconciliation Discrepanci...	0.00	0.01
Travel	407.17	5,597.21
Utilities	1,225.47	24,681.94
Total Expense	<u>105,202.54</u>	<u>1,058,906.53</u>
Net Ordinary Income	<u>-79,319.54</u>	<u>241,608.06</u>
Net Income	<u><u>-79,319.54</u></u>	<u><u>241,608.06</u></u>

Pocahontas County CVB
Profit & Loss Budget vs. Actual
 July 2021 through June 2022

	Jul '21 - Jun ...	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
Cash Carry Over	0.00	800,000.00	-800,000.00
Hotel Motel Tax	1,299,189.21	941,700.00	357,489.21
Interest Inc.	86.20	0.00	86.20
Mtn Bike Map	1,239.18	2,500.00	-1,260.82
Total Income	<u>1,300,514.59</u>	<u>1,744,200.00</u>	<u>-443,685.41</u>
Gross Profit	1,300,514.59	1,744,200.00	-443,685.41
Expense			
Dues	3,843.55	3,725.00	118.55
Education	27,986.95	40,400.00	-12,413.05
Employee Expenses	261,893.89	320,532.16	-58,638.27
Grant Program	105,991.14	136,025.00	-30,033.86
Insurance	2,632.33	2,700.00	-67.67
Interest	0.00	0.00	0.00
Marketing	584,552.07	1,150,741.84	-566,189.77
Office	35,827.45	36,741.04	-913.59
Promo Items	5,899.99	9,500.00	-3,600.01
Reconciliation Discrepancies	0.01		
Travel	5,597.21	13,400.00	-7,802.79
Utilities	24,681.94	30,434.96	-5,753.02
Total Expense	<u>1,058,906.53</u>	<u>1,744,200.00</u>	<u>-685,293.47</u>
Net Ordinary Income	<u>241,608.06</u>	<u>0.00</u>	<u>241,608.06</u>
Net Income	<u><u>241,608.06</u></u>	<u><u>0.00</u></u>	<u><u>241,608.06</u></u>



**340 MILES OF WILD,
WONDERFUL TRAILS**



Nature's 
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

**2022 ANNUAL
REPORT**
**POCAHONTAS COUNTY
CONVENTION & VISITOR
BUREAU**

August 2022

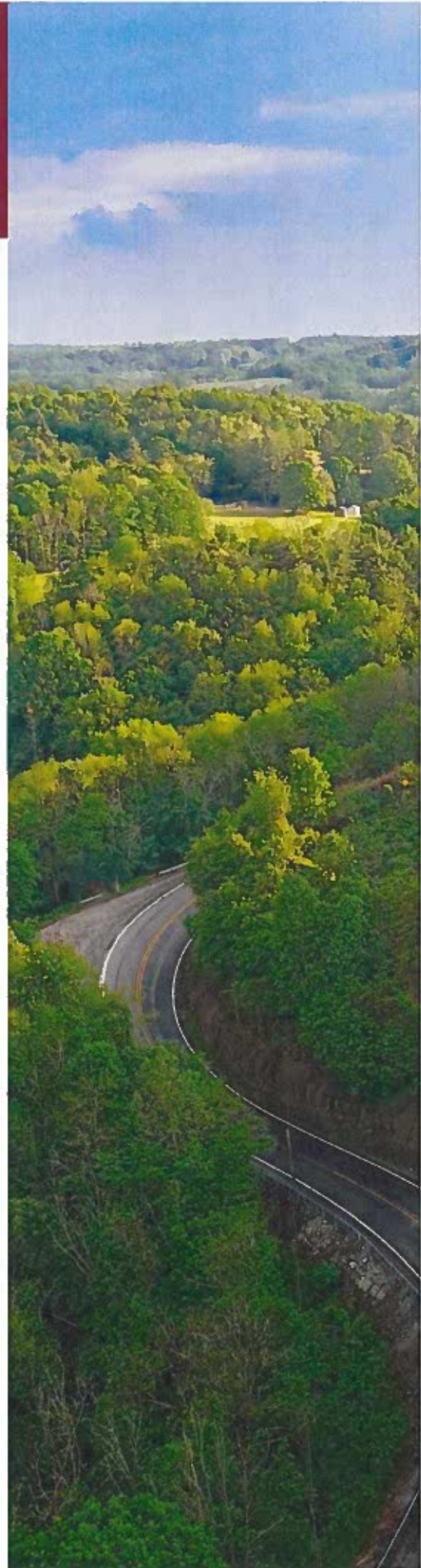
Introduction

THE POCAHONTAS COUNTY CONVENTION AND VISITOR BUREAU IS A FULLY ACCREDITED MEMBER OF THE WEST VIRGINIA ASSOCIATION OF CONVENTION AND VISITOR'S BUREAUS. THE ACCREDITATION PROGRAM IS ENDORSED BY THE WEST VIRGINIA DEPARTMENT OF TOURISM AND ACCREDITATION IS NOW REQUIRED BY THE WEST VIRGINIA LEGISLATURE. THE ACCREDITATION PROGRAM ENSURES THE CREDIBILITY OF CVB'S RECEIVING HOTEL/MOTEL TAX DOLLARS AND THE CONTINUED IMPROVEMENT OF SERVICES OFFERED TO THE TRAVELING PUBLIC. IN ACCORDANCE WITH THE STATE LEGISLATION, THIS REPORT IS ALSO SUBMITTED TO THE WV STATE AUDITOR'S OFFICE, WV JOINT COMMITTEE ON GOVERNMENT & FINANCE AND THE WV ASSOCIATION OF CVBS.

THE POCAHONTAS COUNTY CVB BOARD OF DIRECTORS AND STAFF ARE DEDICATED TO GROWING THE LOCAL ECONOMY THROUGH TOURISM PROMOTION. TOURISM IS A VITAL ECONOMIC DRIVER OF THE POCAHONTAS COUNTY ECONOMY. THE CVB BOARD IS DEDICATED TO STAYING FOCUSED ON TOURISM EFFORTS WHICH IMPROVE THE RETURN ON INVESTMENT AND ENSURES THE FUTURE OF THE INDUSTRY. THE BOARD MEETS MONTHLY AND HOLDS REGULAR PLANNING RETREATS FOR THE PURPOSE OF REVISING AND IDENTIFYING GOALS IMPORTANT TO THE GROWTH OF THE POCAHONTAS COUNTY TOURISM BASED ECONOMY. THE BOARD MEETS THE THIRD WEDNESDAY OF EACH MONTH AT 6 P.M., WITH THE EXCEPTION OF DECEMBER. MEETING DATES AND STRATEGIC PLAN COPIES ARE AVAILABLE UPON REQUEST.

THE 2021-22 FISCAL YEAR HAS BEEN ANOTHER RECORD-BREAKING YEAR FOR THE POCAHONTAS COUNTY HOTEL OCCUPANCY TAX (H/M TAX). THE COUNTY HAS CONTINUED TO SEE RECORD NUMBERS OF VISITORS, NEW TOURISM RELATED BUSINESSES HAVE OPENED THROUGHOUT THE COUNTY INCLUDING DURBIN, GREEN BANK, MARLINTON, HILLSBORO.

IN THE 2019-2020 FISCAL YEAR, POCAHONTAS COUNTY WAS THE ONLY COUNTY IN WV TO SEE GROWTH IN THE TOURISM ECONOMY – A 1.2% GROWTH ACCORDING TO THE WV DEPARTMENT OF TOURISM.



Hotel Motel Tax grows 18% to reach record collections of \$2.64 million

015/2016	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022
46,615.51	44,297.35	74,965.49	87,073.19	80,079.66	51,501.66	97,642.4
35,860.53	50,359.85	46,024.47	89,352.21	77,087.43	61,101.74	85,386.4
42,997.71	32,876.50	36,386.86	60,363.13	93,535.25	47,439.19	130,778.7
24,671.74	27,906.47	28,983.37	42,738.98	39,087.50	69,066.33	82,674.8
15,701.91	19,690.12	20,746.25	116,972.40	31,436.99	48,482.06	48,048.5
61,302.83	273,523.42	296,147.49	321,694.38	337,770.50	422,062.90	261,973.7
290,636.07	370,110.67	390,330.14	487,377.68	445,666.03	543,781.34	840,316.7
481,501.38	396,785.80	417,252.67	468,348.66	409,857.92	548,468.04	593,487.4
152,394.18	154,259.74	208,085.78	207,854.60	112,191.44	275,818.71	263,784.6
9,910.93	17,521.75	40,225.27	23,177.89	13,814.65	29,058.51	73,096.3
20,992.39	11,811.64	54,057.21	26,449.20	27,921.10	41,652.11	44,104.4
60,914.62	66,495.55	79,844.31	78,010.26	23,570.72	98,455.63	119,475.1
1,243,499.80	1,465,638.86	1,693,049.31	2,009,412.58	1,692,019.19	2,236,888.22	2,640,769.5

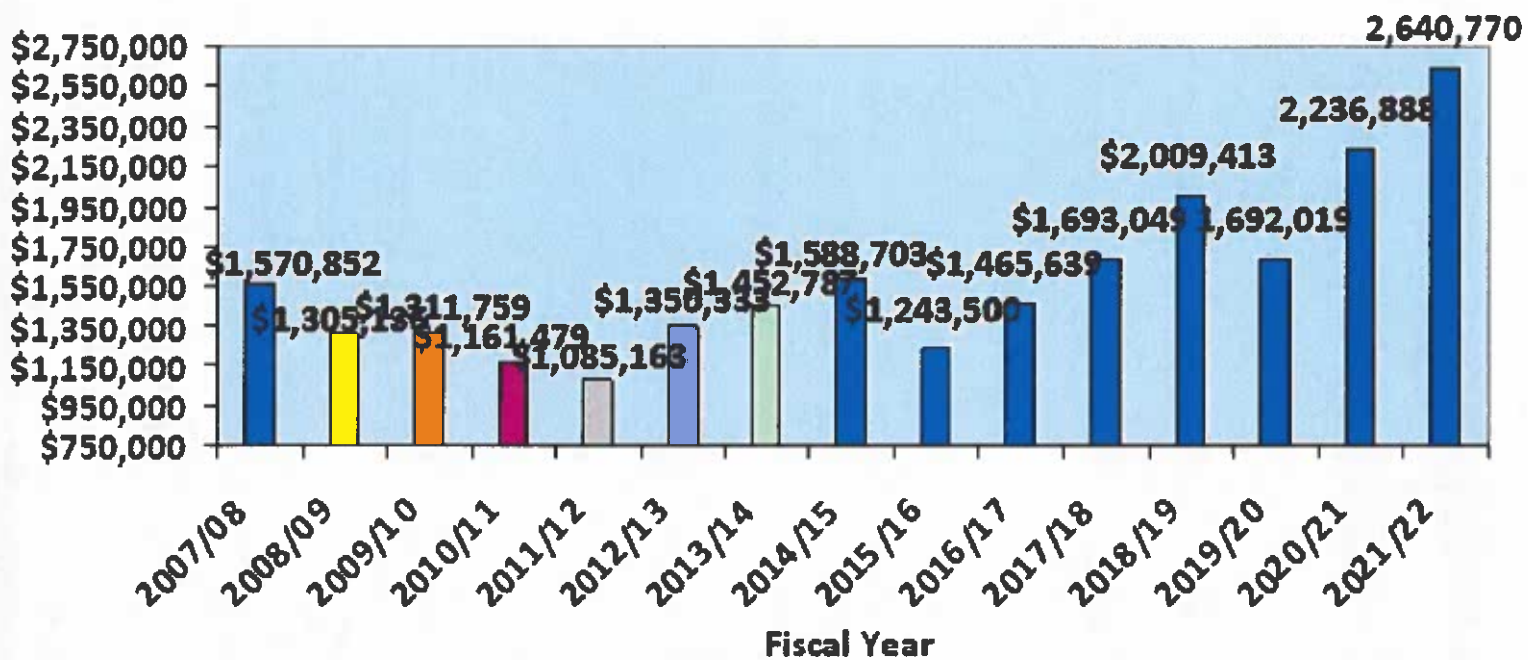
Factors influencing this growth:

A number of factors are influencing the increase in the Hotel Occupancy tax. Growing CVB marketing budget, increase in overnight stays, increase in room night cost, large events at Snowshoe and in the county (GNCC, World Cup, 4848, Allegheny Echoes, continued growth in outdoor recreation travelers such as mountain bikers, Greenbrier River Trail users).

The State of WV passed new legislation that requires all third-party rental agencies (facilitators) to collect and remit the hotel motel tax on behalf of lodging hosts who use their platforms for short term rentals. This is better known as the AirBNB bill and impacts all third-party facilitators such as VRBO and Travelocity for instance. With the new legislation implemented January 2022, third party facilitators are now collecting the hotel occupancy tax on behalf of the host and are remitting to the local taxing authority. The result has been an increase in the tax collections realized monthly since January 2022, essentially capturing otherwise lost revenues from hosts operating previously without detection. We will have a better comparison in the 2023 once there is a full year of comparison.

The adoption of the county hotel motel tax collection policy in November 2017 has also provided Pocahontas County with a mechanism to require monthly remittance of the lodging tax and in turn provides a highly accurate measurement of data month to month. The monthly reporting/remittance from lodging establishments provides a solid foundation to better understand seasonal fluctuations as well as improve projections which enables the CVB to set better long term goals for marketing and measurable impacts from the marketing efforts.

68% growth in Hotel Occupancy Tax since 2007/08



New reporting requirements

The State of WV is also now requiring that CVBs in West Virginia report not only to the local collecting authority – County Commission – but also to the State Auditor, the Joint Committee on Government and Finance, and the West Virginia Association of Convention and Visitors Bureaus. This report is the full report required by law.

2022 Highlights

Partner and tourism development support:

- Tourism Person of the Year
- Media outreach
- Partner Newsletter and emails
- Event Marketing grants and Cal W Price Enrichment Series
- Mountain State Maple Days
- Mountain Music Trail
- Working with WV Tourism
- Make It Shine Road clean up campaign
- IMBA Ride Center Gap Analysis
- GAOA funding approved
- Trail Maintenance
- Marlinton Mountain Bike Action Plan
- Monday Lick Contemporary Trails Development
- New Trail development at Mower Basin Trails and Snowshoe Mountain Resort:
- World Cup Mountain Bike Marathon is coming to Pocahontas County in 2024.
- Trail development at the Green Bank Observatory and Watoga State Park
- Pocahontas County Tourism Summit
- Pocahontas County Bicentennial Commission
- CVB Strategic Plan:
 - Housing
 - Community Outreach Campaign
- **Investment into the tourism-based workforce:**
- Annual 8th Grade Business Luncheon
- PCHS Tourism Scholarship program
- PCHS Tourism Club (placed on hold for 20-21 school year)
- Mountain Culture
- Field trip support for K-8th grades
- Adventure Pocahontas
- NICA mountain bike team

Collaborations

USFS/

Monongahela National Forest

Collaborating with communities to grow the recreation economy

- 58% of Pocahontas County is MNF
- Tourism/Recreation generates \$113,000,000 annually
- Marlinton Comprehensive Plan
- Marlinton is a Mon Forest Town & Hubcap community – Worth the Extra Mile
- Discovery Junction & First Fridays
- A community that values recreation & tourism
- Community leaders and stakeholders working together for thoughtful tourism development, job creation/workforce development and sustainable tourism economy
- Organic growth
- Pocahontas County led WV counties in business registrations in April and November 2020
- Tucker County has had notable growth in 2021



Trail Maintenance strategic planning is a collaboration to guarantee sustainability

- IMBA Gap analysis
- ARC Technical Assistance Grant (leading to ARC Strategic Implementation Plan)
- GAOA funding
- Matching funds: CVB funds +
 - Raising funds through partnership with Old Spruce Brewing
 - Raising funds through Map Sales
- Workforce development



Snowshoe Highlands Ride Center
Snowshoe Highlands Area Recreation Collaborative

Mission: Enhance, Promote, and Develop Outdoor Recreation in the Snowshoe Highlands region



Vision: To foster engaging open-air activities that inspire community bonds and cultivate the growth of recreation tourism in the region



- IMBA Gold Ride Center by 2025
- Gap analysis & Strategic Implementation Plan
- Mower Tract trail system
- Monday Lick trail system
- Cass Railroad State Park trail
- Stillwell Park pump track
- Linwood pump track
- Marlinton Overlook Trail
- Watoga State Park trail development
- Greenbrier River Trail interpretation
- Snowshoe Mountain Resort Bike Park
- Green Bank Observatory trail development

Organizational Information

Pocahontas County Convention and Visitors Bureau Mission Statement

The Pocahontas County Convention and Visitors Bureau is an independent, nonprofit corporation dedicated to promoting tourism which strengthens our community through job creation and education, while protecting the environment, sharing our culture and preserving our history.

Pocahontas County Convention & Visitors Bureau - Board of Directors And 2022-23 organizational committee assignments

BOARD MEMBER	PHONE	EMAIL ADDRESS	SEAT REPRESENTED	BOARD TERM	POLICY	EDU.	PERS.	GOVT	FINANCE	MKTING	VIS.CNT	Grant
Gil Willis	304-572-3771	gil@cvtc.com	AT Large	2021-2024	X					Chair		X
Jesse Groseclose	304-799-4956	jgroseclose@yahoo.com	County Commission	recuring				X	X			
Sarah Guyette	304-572-1000	saguyette@snowshoemtn.com	Edray District	2022-2025	X	X				X		
George Murphy-President	304-840-9938	george@murphyonline.us	Ski Industry	2020-2023	X	X	Chair	X	X	X	X	X
Bill Jordan	304-572-4095	bjordan@citizenswv.com	Chamber of Commerce	2022-2025	chair				X			X
Erica Engquist-Treasurer	304-572-3040	Ericaamerica4sure@gmail.com	At-large	2022-2025		X	X		Chair			
Paula Zorn	304-799-5471	paula@locushillwv.com	At-large	2020-2023						X	X	X
Bob Sheets		Fortwarwick@gmail.com	Green Bank District	2021-2024		X		X				X
Marshall Markley-VP	304-456-4300	marshall.w.markley@wv.gov	Parks and Forests	2021-2024		X		chair				X
Delsie Swearingen	304-780-3208	delsie101@yahoo.com	Little Level District	2021-2024						X	X	X
Connie Carr-Secretary	304-799-4604	carrivng59@gmail.com	Huntersville District	2022-2025	X		X		X			
Andree Bondi	304-799-6377	andreebondi@ts.fed.us	Lodging	2020-2023	X					X	X	
Cynthia Sandeno	304-799-4334	cmsandeno@ts.fed.us	USFS - non voting	2021-2024		chair	X				X	
TBA			Tourism Club member - non voting	annually appointed in September								
Linda Adams	304-618-4021	ladams@pocahontascountywv.com	staff						X			coordin
Chelsea Walker	304-646-9373	cwalker@pocahontascountywv.com	staff							X		
Mike Moore	304-799-4636	mmoore@pocahontascountywv.com	staff									
Cara Rose	304-618-4020	crose@pocahontascountywv.com	staff		X	X	X	X	X	X	X	X

The Pocahontas County CVB board is a diverse set of people representing a variety of tourism interests including tourism related businesses and sectors, voting district interests and public interest in general.

Pocahontas County Convention & Visitors Bureau

Personnel and Visitor Centers

The CVB has been fortunate to retain a consistent staff year after year which builds a wealth of knowledge about the area, provides reliable visitor services and a cohesive team within the CVB's office structure to perform the duties of the CVB.

Cara Rose	Executive Director
Linda Adams	Office/special projects/grants Manager
Chelsea Faulknier	Marketing Specialist
Mike Moore	Visitor Center Information Specialist – Marlinton
Carolyn McCloud	Visitor Center Information Specialist – Cranberry - seasonal
Tammy Shoemaker	Visitor Center Information Specialist – Snowshoe/Cass - 85% FTE
Mary Seldomridge	Visitor Center Information Specialist – Snowshoe - seasonal
Julie Markley	Visitor Center Information Specialist – NRAO – seasonal
Sherry DeHaven	Visitor Center Information specialist – Durbin – seasonal

Pocahontas County Visitor Centers

The Pocahontas County CVB operates and staffs six visitor's centers in Pocahontas County. This investment is important in making information easily accessible to visitors in a large county. The County is large and satellite visitor centers provide visitors access to information at multiple areas of the county, including the Pocahontas County Free Libraries throughout Pocahontas County. All of the satellite centers are partnerships with area attractions and the partnership is of mutual benefit.

Marlinton – main office

301 8th Street, Marlinton, WV

Open 8:30 a.m. to 5:00 p.m. daily May through October; and Monday – Saturday November through April. Closed major holidays
800.336.7009

Snowshoe Mountain Resort

The Depot – in the Village

Open Friday – Sunday Memorial Day through Labor Day and ski season.

Cass Scenic Railroad State Park

Open in conjunction with the train operations: Daily Memorial Day week through Labor Day;

Daily late September – October during Autumn Fall Colors

Reduced schedule early September

Cranberry Mountain Nature Center

Route 39 west of Marlinton near Cranberry Glades

Open 9:00 a.m. to 5:00 p.m. Thursday – Monday May through October

Durbin

Pocahontas County Arts Council Gallery across from the Durbin & Greenbrier Valley Railroad

Open 9:00 a.m. to 5:00 p.m. in conjunction with the railroad days of operation Memorial Day through October.

Green Bank

National Radio Astronomy Observatory Science Center

Open daily Memorial Day weekend through Labor Day; Thursday-Monday during Fall, Winter and Spring. Closed for selected Holiday periods.

Green Bank Library; Hillsboro Library; Marlinton Library, Durbin Library, Linwood Library – operate hours/days most conducive to offering services to guests, including Saturdays at all locations, while maintaining library services and operating within budget.

PCCVB OPERATING BUDGET

Current FISCAL YEAR

JULY 2022– JUNE 2023

Expenses - PERCENT OF BUDGET BY CATEGORY

<u>Category</u>	<u>Expenses</u>	<u>~% of budget</u>
Marketing : direct marketing efforts/event marketing grants/partnership marketing	\$1,510,990	75%
Employee expenses (wages, insurance, taxes)	\$335,686	17%
Professional organization/membership dues	\$3,874	≤.5%
Education	\$41,080	2%
Insurance - property/liability	\$2,800	≤.5%
Travel	\$15,900	≤1%
Visitor Center/office operations	\$45,037	≥2%
Promotional products	\$7,000	≤1%
Utilities	\$26,723	≥1%
TOTAL	\$1,989,090	100.00%

The majority of the changes to the budget with a larger revenue stream positively impacted the marketing line item which is the CVB's primary purpose.

Financial standing and asset management

The CVB owns the primary business location in Marlinton and is managing the assets through a financial policy requiring the CVB protect assets to eliminate risk and remain solvent. The CVB retains \$250,000 in a restricted flood recovery fund and also \$250,000 in a restricted emergency fund for cashflow in fall and early winter. The working deposit account is protected by FDIC limits through a sweep account ensuring that all our cash assets are insured and have no risk. Fixed assets include the Marlinton building and office equipment. A balance sheet is included.

The Covid allowances the CVB wisely obtained in 2020 and 2021 included an Economic Injury Disaster Loan in the amount of \$149,900 in 2020 that was not used and repaid. The CVB also received a PPP loan of \$56,885 which was forgiven in the last quarter of 2021.



**2022-2025 POCAHONTAS COUNTY CVB
STRATEGIC MARKETING PLAN**



Prepared by Chelsea Faulknier, PCCVB Marketing Specialist



Nature's 
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV*

Pocahontas County, West Virginia is home to four seasons of family fun and epic outdoor recreation. Lending its rolling mountainscapes and gentle bending river valleys, Pocahontas County truly earns its branded namesake of Nature's Mountain Playground. Within the 942 square miles that encompass Nature's Mountain Playground lies some of the mid-Atlantic's best downhill skiing and mountain biking at Snowshoe Mountain Resort, historical steam-driven locomotives at Cass Scenic Railroad State Park, the world's largest steerable telescope at Green Bank Observatory, the birthplace of famed author Pearl S. Buck, five state parks, two state forests and the Mountain State's largest tourism product, the Monongahela National Forest. With more than 50% of the acreage in Pocahontas County belonging to federal or public land, visitors to Nature's Mountain Playground enjoy hiking, biking, kayaking and canoeing, fishing, skiing and birding as some of the many activities they choose to participate in when they recreate in our destination.

#VISITNMP

PocahontasCountyWV.com

OUR BRAND STORY



Pocahontas County truly embodies the spirit of West Virginia. Attracting outdoor lovers and enthusiasts, our brand welcomes visitors of all ages with warmth and hospitality and invites them to explore our diverse terrain. Here, we encourage getting dirty, taking the road less traveled and challenging the adventurous spirit - all while promoting every opportunity to slow down and enjoy the spectacular views.

CAREFREE

Our region's mountains, valleys and streams dare fir a break from the hustle and bustle of daily life. Quaint, winding roads lead to a place where time melts away at a slower pace, and visitors are required to disconnect. Clean, fresh air gives way to a peaceful state of mind that begs for exploration at your own pace.

FAMILIAL

Warm smiles and friendly greetings - hallmarks of the region. We love to see returning visitors and strive to create a connection that makes everyone feel welcome in our communities. Creating repeat guests is at the core of the brand, and there is an effort to connect with visitors with a feeling that their needs are valued and appreciated.

ADVENTUROUS

World-renowned as a top adventure getaway region, we boast some of the best skiing, mountain biking and fishing on the east coast. The brand strives to appeal to both zealous adventurers and those looking to try something new. The brand uses authentic, expert vernacular, but always seeks to be inclusive to appeal to less experienced adventurers as well.

UNCOMMON

Our region boasts some of the most distinguished landmarks, activities and attractions in The Mountain State. The brand echoes the unique experiences that are found here. While never boastful, we're proud and vocal about what the area offers visitors and inviting them to explore all the region has to offer.

EARTH

Mountains of green, snow-covered peaks, vibrant autumn colors and fields of wildflowers characterize our region. Respect for our landscape is at the forefront of every communication. Pride in the natural beauty we have to offer is paired with an appreciation for deep blue night skies littered with stars and picturesque overlooks. The brand speaks to the ability to be close to nature with every stay in Pocahontas County.



TARGET MARKETS + DEMOGRAPHICS

Top Markets 2019-2021:
WV, VA, PA, OH, NY, FL, NC, MD, DC, IL

Market Growth 2021:

567% PA

561% TN

464% MD

267% NC

146% VA

126% DC

Age Demographics:

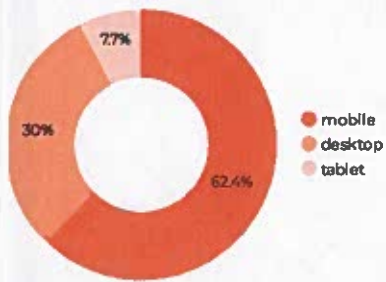
18-34 = 23.22%

35-54 = 34.85%

55-65+ = 41.93%

Nature's 
MOUNTAIN PLAYGROUND
 POCAHONTAS COUNTY, WV®

Device Data

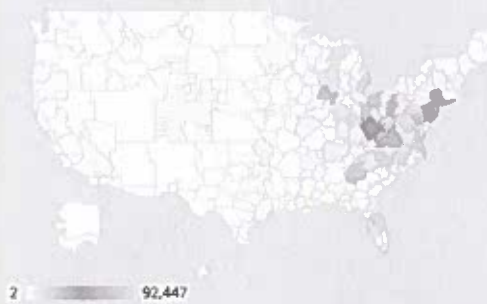


Age Data



Geographic Data

Jan 1, 2021 - Jun 22, 2022



Metro	Sessions -	% Δ	Events	% Δ
(not set)	61,784	110.4% ↑	12,436	-
Washington DC...	39,320	65.7% ↑	7,812	-
New York, NY	26,851	170.4% ↑	2,840	-
Philadelphia PA	19,239	198.6% ↑	2,153	-
Chicago IL	15,115	180.9% ↑	1,027	-
Charleston Hu...	14,721	15.4% ↑	4,687	-
Pittsburgh PA	13,848	88.7% ↑	3,287	-
Atlanta GA	12,448	169.1% ↑	1,108	-
Columbus OH	11,709	171.0% ↑	1,394	-
Cleveland-Akro...	11,377	213.4% ↑	1,439	-
Roanoke-Lynch...	11,302	53.2% ↑	3,705	-
Baltimore MD	10,828	169.8% ↑	1,647	-
Bluefield-Beck...	9,182	15.1% ↑	2,760	-
Charlotte NC	8,961	161.2% ↑	977	-
Detroit MI	8,391	192.6% ↑	593	-
Norfolk-Portsm...	7,352	136.6% ↑	1,206	-
Cincinnati OH	7,259	217.7% ↑	880	-
Orlando-Dele...	6,787	171.0% ↑	780	-
Grand total	449,517	90.7% ↑	68,264	-

Region	Sessions -	% Δ	Events
West Virginia	47,777	16.3% ↑	15,493
Pennsylvania	46,390	181.9% ↑	7,770
Virginia	41,038	77.6% ↑	8,816
Ohio	40,693	188.0% ↑	5,295
New York	27,541	181.2% ↑	3,013
North Carolina	24,679	153.1% ↑	2,975
Florida	24,451	130.1% ↑	2,754
Maryland	19,930	139.8% ↑	3,571
Illinois	18,454	172.7% ↑	1,773
Georgia	16,154	169.3% ↑	1,465
Michigan	14,331	178.8% ↑	931
District of Colu...	13,810	59.3% ↑	2,297
New Jersey	12,549	146.3% ↑	731
Indiana	9,776	161.9% ↑	586
Tennessee	8,906	199.9% ↑	743
Kentucky	7,313	333.2% ↑	795
South Carolina	6,870	113.4% ↑	718
Grand total	449,517	90.7% ↑	68,264

Data pulled from January 1, 2021 - June 22, 2022 at start of PCCVB - Digital Relativity contract

SIX MAJOR AD THEMES

01 FAMILY FRIENDLY ADVENTURE

Highlights the best of the most approachable adventure for the entire family, from young to old!

Focus: beginner level biking at Green Bank Observatory & Greenbrier River Trail State Park, hiking trails like Honeycomb Rocks, boating and floating lakes and the Greenbrier River, highlighting our State Parks

02 NATURE'S MOUNTAIN PLAYGROUND - ADVANCED ADVENTURE

Highlights the rugged and thrilling adventure from down mountain biking to backcountry hiking

Focus: Snowshoe Bike Park, Tea Creek Trail System, Cranberry Backcountry, West Fork & Allegheny Trail hiking

03 FISHING

Highlights the eight rivers, three lakes and endless pristine streams and tributaries that offer some of the best fishing in the mountain state.

04 TRAIN RIDES

Highlights the multiple scenic, steam-driven train rides operated by Durbin Greenbrier Valley Railroad in Pocahontas County

Focus: Durbin Rocket, Whittaker Station, Bald Knob excursions (including up and coming Cass to Durbin line), lodging at Cass Scenic Railroad State Park

05 SCENIC DRIVES

Showcases the scenic routes and quaint mountain towns along the way.

Focus: Highland Scenic Highway, Route 219, Route 39, Route 92 & Route 28

06 MOTORCYCLE TOURS

Highlights the endless scenic routes and quaint mountain towns perfect for housing motorcyclists

Focus: Scenic country routes, group lodging with food & beverage, state parks and forest popular countywide attractions (CSRRSP, GBO, etc.)



ADVERTISING CHANNELS

DIGITAL

Google Trade Desk, Facebook + Instagram, Twitter, Spotify, Snapchat

PRINT

Blue Ridge Outdoors, Highland Outdoors, Freehub Magazine, Recreation News

BRAND ACTIVATION

UCI Mountain Bike World Cup, Mid-Atlantic Women's Motorcycle Rally - VA

WV DEPT. OF TOURISM COOPERATIVE ADVERTISING PROGRAM

Facebook Ads, Madden Media Social Retargeting, Cluep Social Listening, Programmatic Retargeting

Overall Campaign Performance

Campaign Custom	Cost	Impressions	Clicks	CTR	FB Link Clicks
Hiking	\$2,501.57	377,875	7,152	1.89%	-
Train Rides	\$2,800.00	1,488,602	27,612	1.85%	12,539
Family Friendly Adventure	\$10,992.55	2,597,573	43,743	1.68%	11,852
Scenic Drives	\$6,697.32	2,443,575	38,489	1.58%	12,242
Hiking and Backpacking	\$4,237.29	1,870,747	25,384	1.36%	8,999
Mountain Biking	\$4,395.50	1,985,970	18,040	0.91%	5,009
Fishing	\$4,277.84	1,708,864	15,411	0.90%	4,631
Family Display	\$1,577.93	423,719	508	0.12%	-
Grand total	\$37,488.88	12,846,915	176,339	1.37%	55,168

Campaign Performance Broken Down By Traffic Source

Campaign Custom	Traffic source	Cost	Impressions	Clicks	CTR	FB Link Clicks
Scenic Drives	Google	\$902.84	38,232	2,082	5.75%	-
Train Rides	Facebook	\$1,600.00	466,043	26,171	5.62%	12,539
Scenic Drives	Bing	\$15,746.1	53,933	2,231	4.10%	-
Scenic Drives	Facebook	\$2,700.00	872,532	31,725	3.64%	12,242
Family Friendly Adventure	Facebook	\$3,850.00	974,087	31,934	3.28%	11,852
Fishing	Facebook	\$1,300.00	376,889	11,134	2.95%	4,631
Hiking and Backpacking	Facebook	\$2,800.00	818,767	24,109	2.95%	8,999
Mountain Biking	Facebook	\$1,300.00	485,547	12,631	2.60%	5,009
Family Friendly Adventure	Google	\$1,957.34	177,997	8,300	2.42%	-
	Instagram	\$37,488.88	12,846,915	176,339	1.37%	55,168

Overall Campaign Performance Broken Down By Ad Platform

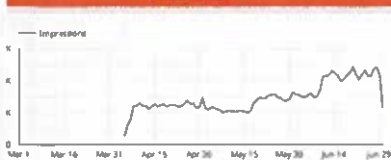
Traffic source	Cost	Impressions	Clicks	CTR	FB Link Clicks
Facebook	\$13,450.00	3,991,865	137,768	3.44%	55,168
Bing	\$9,567.28	987,167	18,354	1.86%	-
Twitter	\$1,204.68	47,289	545	1.00%	-
Google	\$4,047.05	1,530,740	10,491	0.77%	-
The Trade Desk	\$8,209.99	6,289,854	8,791	0.14%	-
Grand total	\$37,488.88	12,846,915	176,339	1.37%	55,168

Landing Page Traffic

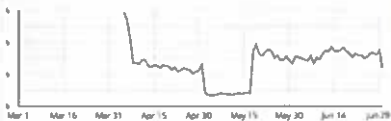
Landing Page	Sessions	Pageviews	Users	New Users
Outdoor-adventure	8,779	27,786	8,440	8,105
Fishing-hiking-toolt	6,711	16,308	5,880	5,709
Scenic-drives-in-pocahontas-county-wv	3,708	11,488	3,543	3,374
Scenic-drives-in-pocahontas-county-wv/default.asp	1,850	4,074	1,879	1,735
Featured-fun/springtime-trout-are-biting-in-natures-mountain-playground/default.asp	1,585	2,958	1,482	1,466
Train-rides/default.asp	1,517	2,935	1,427	1,397
Hiking-hiking-toolt/default.asp	1,348	2,568	1,301	1,283
Outdoor-adventure/default.asp	1,286	2,429	1,278	1,188
Mountain-biking	1,184	3,036	1,177	1,083
Featured-fun/springtime-trout-are-biting-in-natures-mountain-playground	1,157	2,977	1,049	982
Request-for-a-quest-info-about	737	1,776	690	449
Train-rides	607	1,978	564	518
Unique-adventures	409	394	105	91
Places-to-stay	90	340	89	77
Motorcycle-touring	48	205	41	39

Campaign Performance

Over Time



CTR



Cost



By Ad Platform



Traffic source

Equals

2022 Spring-Summer Campaign Performance

Campaign Performance

Campaign Custom	Traffic source	Cost	Clicks	Impressions	CTR	FB Link Clicks
1. 0019 pccvb springsummer 2022 search	Bing	\$1,725.30	4,194	136,425	3.07%	
2. 0019 pccvb springsummer 2022 display	Facebook	\$989.21	880	869,301	0.10%	
3. 0019 pccvb springsummer 2022 instant experience	Facebook	\$1,608.57	934	1,099,147	0.08%	
4. 0019 pccvb springsummer 2022 display	Google	\$3,499.94	1,702	3,071,336	0.06%	
5. 0019 pccvb springsummer 2022 search	Google	\$1,429.22	1,423	22,763	6.25%	
6. 0019 pccvb springsummer 2022 video	Snapchat	\$2,124.66	8,289	4,326,706	0.19%	
7. 0019 pccvb springsummer 2022 ctv	The Trade Desk	\$4,113.70	24	188,199	0.01%	
8. 0019 pccvb springsummer 2022 display	The Trade Desk	\$1,033.25	849	1,454,796	0.06%	
9. 0019 pccvb springsummer 2022 video	TikTok	\$2,065.08	2,171	840,149	0.26%	
10. 0019 pccvb springsummer 2022 video	Twitter	\$2,399.75	950	462,964	0.21%	
11. 0019 pccvb springsummer 2022 display	Twitter	\$1,949.17	829	328,094	0.25%	
Grand total		\$22,937.86	22,245	12,799,880	0.17%	

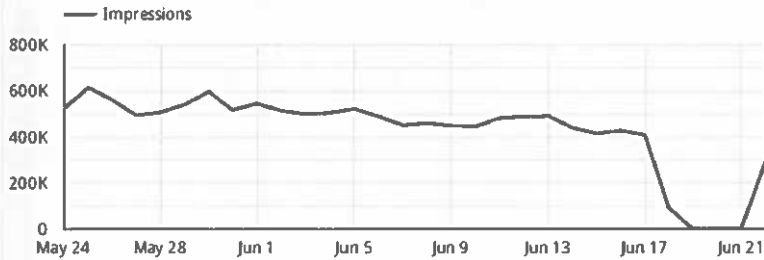
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Landing Page Traffic

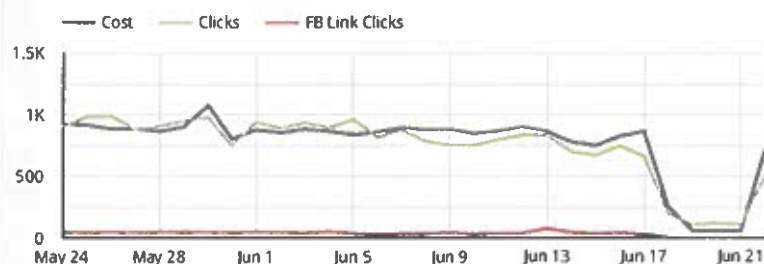
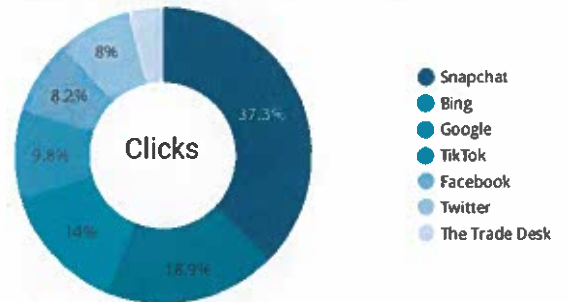
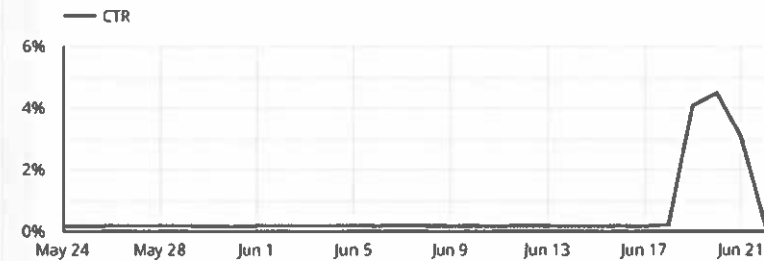
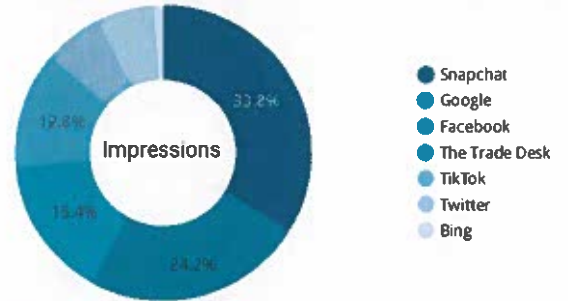
Landing Page	Sessions	Pageviews	Users	New Users
1 /spring-summer-2022/	18,069	24,226	17,203	17,217

Campaign Performance

Over Time



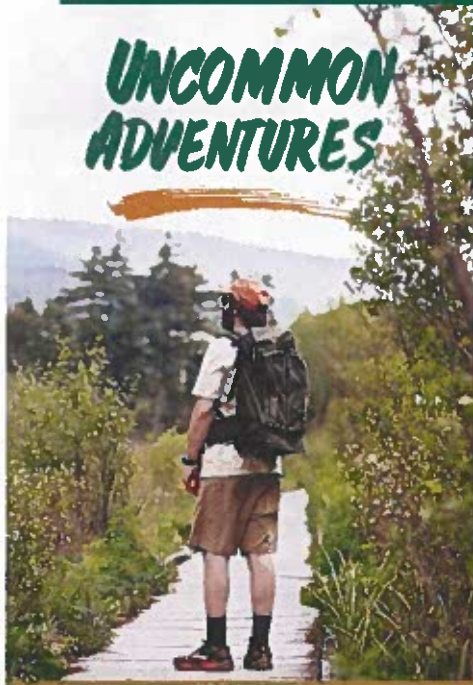
By Ad Platform



2022 SPRING-SUMMER CAMPAIGN PERFORMANCE

Campaign Performance				
Campaign Custom	Traffic source	Cost	Clicks	Impressions
0019 pccvb springsummer 2022 search	Bing	\$2,970.03	4,556	147,859
0019 pccvb springsummer 2022 display	Facebook	\$3,335.98	2,881	2,677,366
0019 pccvb springsummer 2022 instant experience	Facebook	\$2,522.87	1,447	1,777,702
0019 pccvb springsummer 2022 video	Facebook	\$2,146.43	1,873	1,563,374
0019 pccvb springsummer 2022 display	Google	\$6,225.54	2,742	5,137,955
0019 pccvb springsummer 2022 search	Google	\$3,006.18	2,368	58,618
0019 pccvb springsummer 2022 video	Snapchat	\$3,122.20	12,134	6,432,099
0019 pccvb springsummer 2022 ctv	The Trade Desk	\$6,588.95	59	317,712
0019 pccvb springsummer 2022 display	The Trade Desk	\$2,501.81	2,058	3,235,945
0019 pccvb springsummer 2022 display	Twitter	\$3,449.86	1,637	766,029
0019 pccvb springsummer 2022 video	Twitter	\$3,259.70	1,844	684,726
	Grand total	\$39,129.55	33,599	22,799,385


2022 SPRING-SUMMER AD CAMPAIGN



UNCOMMON ADVENTURES

UNCOMMON ROUTES

Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV



UNCOMMON SIGHTS

Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV

PLAN YOUR
GETAWAY



UNCOMMON ADVENTURES



UNCOMMON TRAILS

Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV

304.799.INFO (4636)
Nature'sMountainPlayground.com

Explore the woodland scenery of west Virginia's most famous national recreation area. The Greenbrier River Trail, extending 70 miles, the trail features some of the most scenic views in the state and offers beautiful fishing, hiking, and horseback riding opportunities.

The 100+ mile Greenbrier River Trail is the ultimate outdoor playground for adventurers and families alike.

Learn more about [HIKING IN POCAHONTAS COUNTY](#)



Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV

PLAN YOUR
ADVENTURE



FACEBOOK + INSTAGRAM INSIGHTS

Insights

Pocahontas County Convention and Visitors ...

Jan 1, 2021 - Jun 1, 2022

Overview

Results

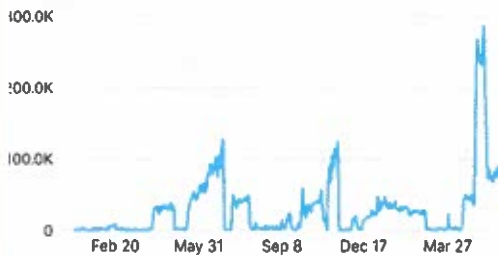
Content

Audience

Reach

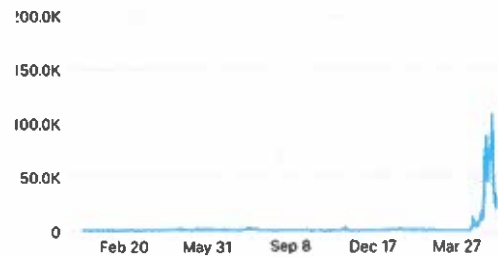
Facebook Page reach

5,405,661 \uparrow 2.4K%



Instagram reach

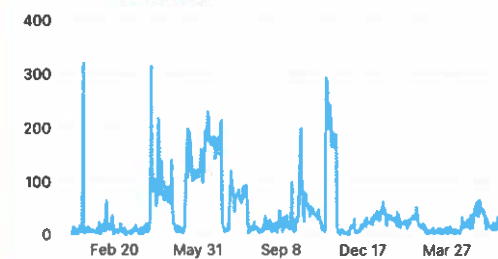
815,092 \uparrow 33.3K%



Page and profile visits

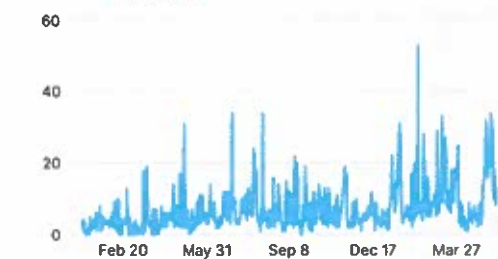
Facebook Page visits

22,297 \uparrow 475.7%



Instagram profile visits

3,800 \uparrow 493.8%



Insights

Pocahontas County Convention and Visitors ...

Jan 1, 2021 - Jun 1, 2022

Overview

Results

Content

Audience

New likes and follows

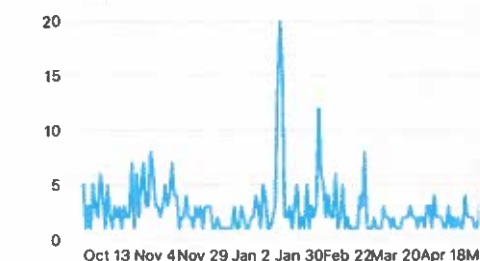
Facebook Page new likes

2,261 \uparrow 142.1%



Instagram new followers

490



Ad trends

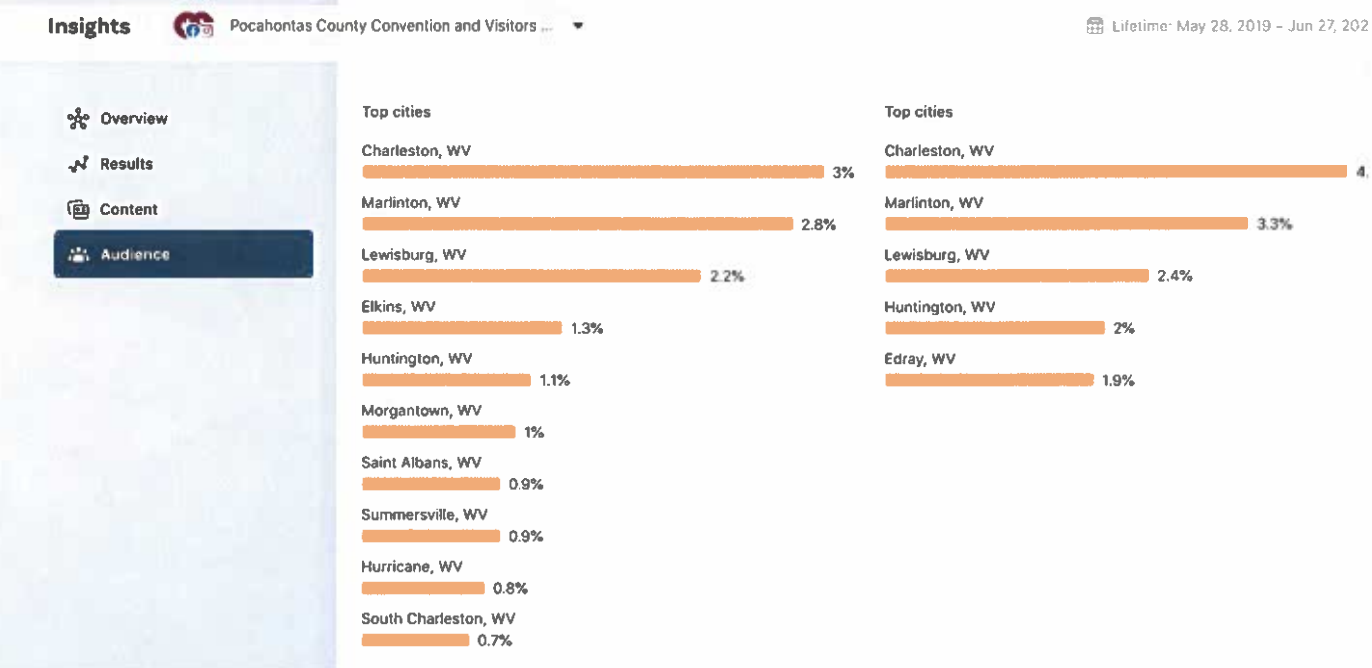
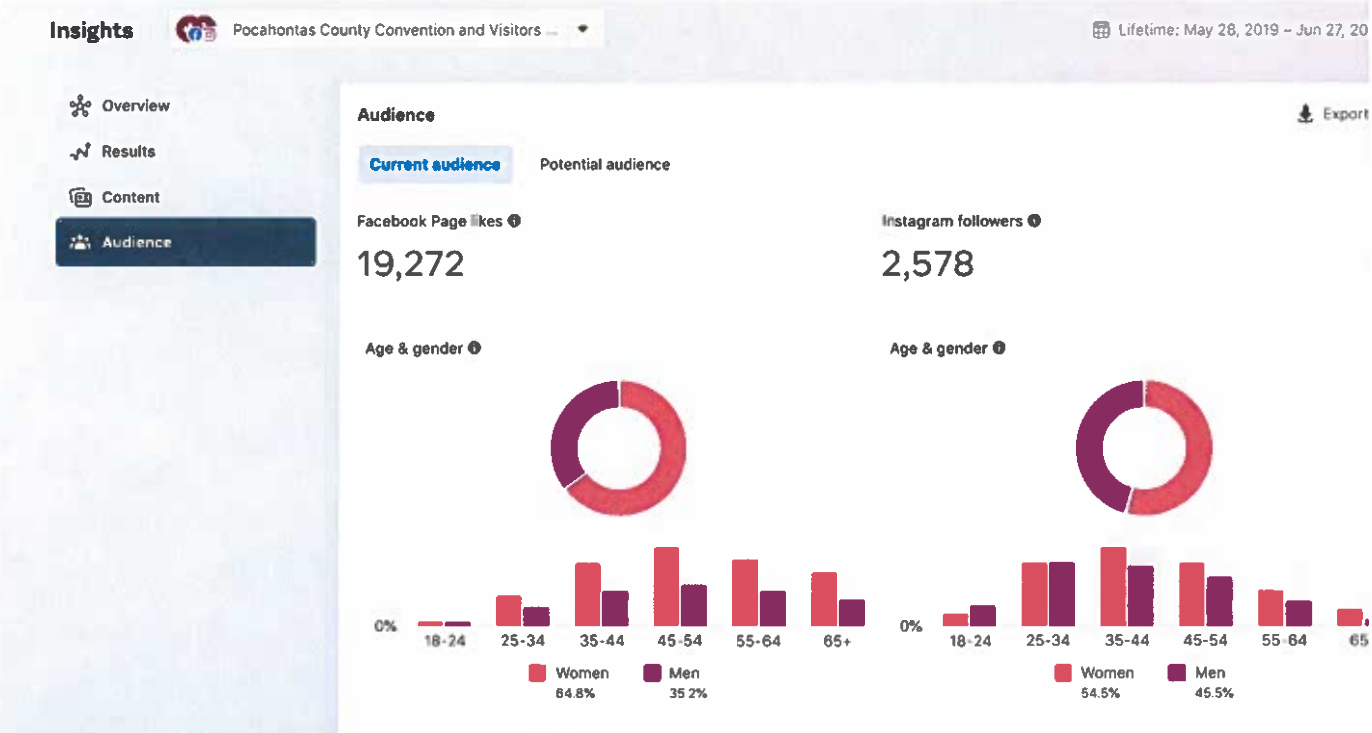
Paid reach

5,216,102 \uparrow 100%

Paid impressions

14,485,638 \uparrow 100%

FACEBOOK + INSTAGRAM INSIGHTS



IMPLEMENTATION

The Pocahontas County CVB, in partnership with West Virginia based creative agency, Digital Relativity, execute the marketing, advertising and public relations for the Nature's Mountain Playground brand.

Focusing on Mid-Atlantic regional markets (with the exception of advertising in nationwide publications to motorcyclists), Digital Relativity focuses on a strong digital presence with print presence in tried and true adventure based publications.

Nature's Mountain Playground is advertised on major digital platforms such as Trade Desk, Bing and Google, as well as running ad placements through online publications such as Highland Outdoors, Blue Ridge Outdoors, American Motorcycle Magazine and Rider.

Nature's Mountain Playground also has a strong social media voice, where we continue to brand and advertise Pocahontas County as a premiere adventure destination. The Pocahontas County CVB garnishes 20,006 Facebook follows, and 19,252 Facebook likes as well as 2,575 Instagram followers. With such a strong following, Facebook and Instagram continue to be major advertising channels with large returns. Tik Tok and Twitter both also perform very well as ad venues for the Nature's Mountain Playground brand.

A strong component of the PCCVB advertising strategy is also CTV, pre-roll and over-the-top video placement. With short, adventure filled video clips, PCCVB is able to provide viewers with a video that encompasses the thrilling experiences one can have in Nature's Mountain Playground.



RESEARCH

The Pocahontas County CVB is currently working on various research efforts with various organizations to better understand visitor perceptions and expectations, as well as localized economic studies.

PCCVB - WEST VIRGINIA UNIVERSITY

Visitor experiences, socio-economic data collection of PC visitors, mountain biking

PCCVB - MON FOREST TOWNS PARTNERSHIP

Monongahela National Forest visitor research + perceptions, socio-economic data; residential survey in Mon Forest Towns

PCCVB - WEST VIRGINIA DEPARTMENT OF TOURISM

Statewide data provided by West Virginia Department of Tourism (WVDT) gauging visitor spending, perception + socio-economic data collection



VISITOR RELATIONS

MOUNTAIN CULTURE

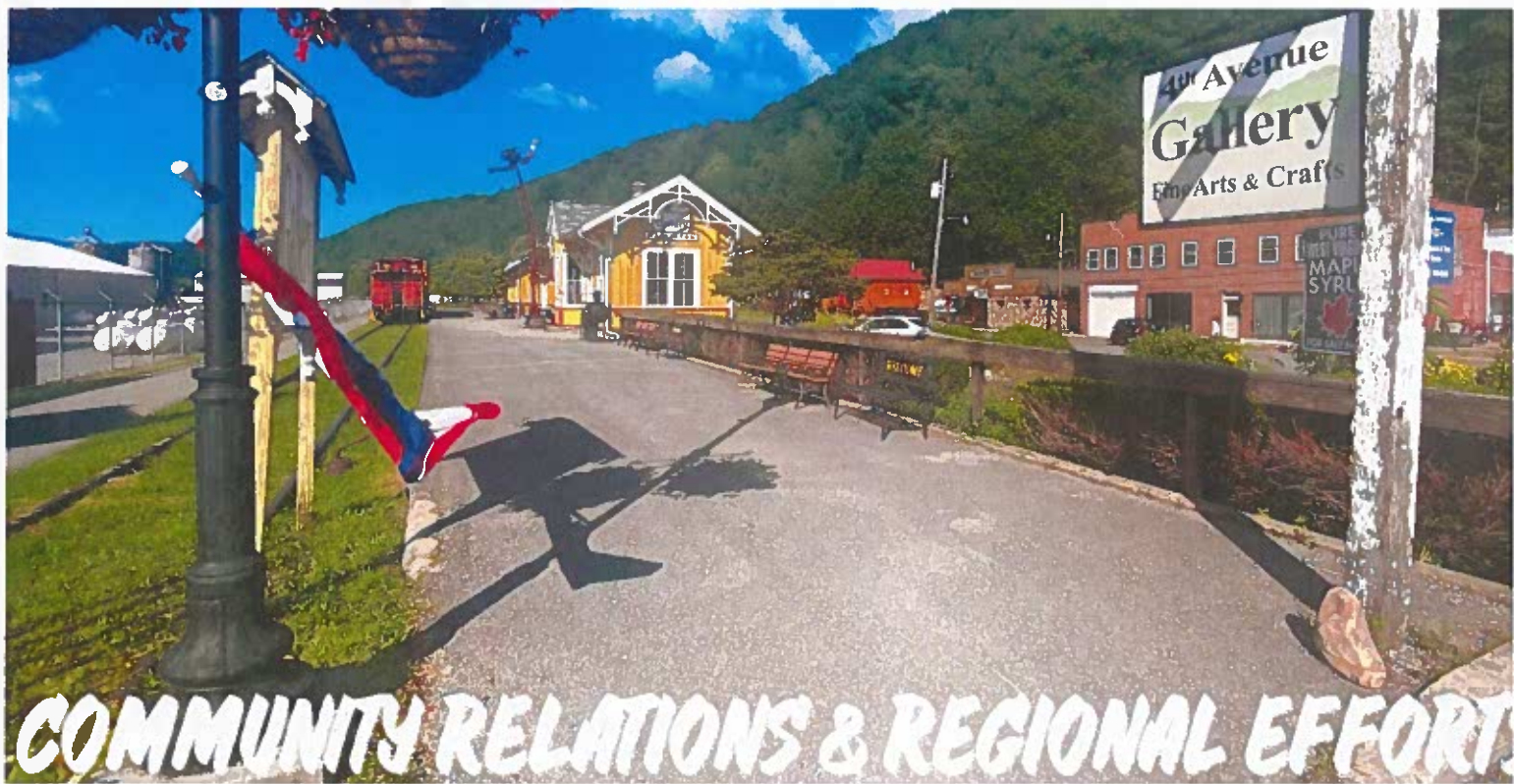
PCCVB offers year-round hospitality training through a customized, hands-on approach. With ethics and a motto, "our root values which support our unique Mountain Culture," that guides Pocahontas County hospitality workforce to high quality customer service.

MOUNTAIN CULTURE: BENEFITS OF OUR PLAYGROUND

LOCAL ADVOCACY CAMPAIGN

Hospitality is the backbone of Pocahontas County's economy. This local advocacy campaign is focused on enhancing and fostering local perception and understanding the importance of tourism.





Mon Forest Towns

Pocahontas County, as of June 2022, boasts two Mon Forest Towns: Marlinton and Durbin. The Mon Forest Towns Regional Partnership is a non-profit organization devoted to highlighting the unique culture, heritage and outdoor beauty that lies within the gateway communities to the Monongahela National Forest. This partnership between the US Forest Service, WVU Extension Service, Potomac Highlands regional CVBs and local towns and county commissions, is focused on preservation, stewardship and local outdoor recreational economic development.

Snowshoe Highlands Ride Center

This localized group known as SHARC, Snowshoe Highlands Area Recreation Collaborative, works diligently to advance and maintain the integrity of the Snowshoe Highlands IMBA Ride Center. As of June 2022, Pocahontas County is home to a silver designated IMBA Ride Center, The mission of SHARC is to become a gold level IMBA Ride Center by 2025. This partnership between the US Forest Service, WVU Extension Service, Pocahontas County CVB, WV State Parks, Pocahontas Trails (local IMBA chapter), Snowshoe Mountain Resort and private community members and stakeholders.

Pocahontas County Bicentennial

Pocahontas County celebrates its Bicentennial year from October 2021 - October 2022. The Pocahontas County Bicentennial Commission, made up of community stakeholders and members of the Pocahontas County Historical Society, dedicated time to developing the Pocahontas County Bicentennial seal and worked with local events to showcase Pocahontas County's history and heritage throughout the year.

Marlinton Listens (HubCAP) + DARRE

The town of Marlinton, as of June 2022, is a participant in both the WV HubCAP and DARRE (Downtown Appalachia: Revitalizing Recreational Economies) programs. Both focus on expanding the outdoor recreational economies and community development of the Mon Forest Towns. The Pocahontas County CVB, along with other Marlinton business owners and stakeholders, are key partners in these programs.

Mountain Music Trail

The Mountain Music Trail is a multi-county effort focused on protecting the heritage and culture surrounding mountain music, folk and dance in the Allegheny region. Following Route 219, the Mountain Music Trail is made up of venues that are known to feature traditional Appalachian, bluegrass and folk music. Pocahontas County has a few different Mountain Music Trail venues along Route 219 and features many Mountain Music Trail musicians at local festivals and events. As a vital part of Pocahontas County history, heritage and culture, it is crucial for the Pocahontas County CVB to be a committed partner to the Mountain Music Trail.

PCCVB STRATEGIC GOALS

2022-2025

1. Communications, Messaging & Outreach

Objective: To make our spring, summer and fall seasons as strong as our winter season, from a tourism and economic perspective.

2. Collaboration

Objective: PCCVB has a track record of active collaboration with regional and local groups and organizations to achieve our goals. PCCVB will continue to expand our collaborative efforts.

3. Hospitality, Training & Culture

Objective: While the PCCVB has several good hospitality training and culture programs, including in the school system, the CVB will continue to expand on this strong foundation to effectively engage, educate and train citizens across Pocahontas County regarding hospitality.

4. Housing

Objectives: With limited housing stock and housing options are a huge impediment to growing tourism in Pocahontas County.