

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

FINANCIAL STATEMENTS

JUNE 30, 2021

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

TABLE OF CONTENTS

JUNE 30, 2021

INDEPENDENT AUDITORS' REPORT ON FINANCIAL STATEMENTS	3 - 4
FINANCIAL STATEMENTS	
GOVERNMENT-WIDE FINANCIAL STATEMENTS	
Statement of Net Position	5
Statement of Activities	6
GOVERNMENTAL FUND FINANCIAL STATEMENTS	
Balance Sheet - Governmental Fund	7
Statement of Revenues, Expenditures and Changes in Fund Balance - Governmental Fund	8
NOTES TO THE FINANCIAL STATEMENTS	9 - 12
INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH <i>GOVERNMENT AUDITING STANDARDS</i>	13 - 14

J. DAVIS, CPA
ACCOUNTING CORPORATION
PO BOX 30
INWOOD, WV 25428

JLDAVISCPA@COMCAST.NET

(304)901-9352

INDEPENDENT AUDITORS' REPORT ON FINANCIAL STATEMENTS

The Board of Directors
MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
MARTINSBURG, WV

Report on the Financial Statements

We have audited the accompanying financial statements of the governmental activities and major fund of MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU ("Bureau") as of June 30, 2021, and the notes to the financial statements, which collectively comprise the Bureau's basic financial statements as listed in the table of contents.

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.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from 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 judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers 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 for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and major fund of the Bureau as of June 30, 2021, and the respective changes in financial position thereof for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matters

Required Supplementary Information

Management has omitted the Management Discussion and Analysis that accounting principles generally accepted in the United States of America requires to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by the missing information.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated September 24, 2021, on our consideration of the Bureau's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Institute's internal control over financial reporting and compliance.

J. Davis CPA-AC

INWOOD, WV
September 24, 2021

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
STATEMENT OF NET POSITION
JUNE 30, 2021

ASSETS

Cash and equivalents	\$ 478,188
Hotel and motel taxes receivable	59,276
Total Assets	<u>\$ 537,464</u>

LIABILITIES

Accounts payable	\$ 3,934
Accrued expenses	2,648
Total Liabilities	<u>6,582</u>

NET POSITION

Unrestricted	<u>530,882</u>
Total Net Position	<u>530,882</u>

TOTAL LIABILITIES AND NET POSITION	<u>\$ 537,464</u>
---	-------------------

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

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
 STATEMENTS OF ACTIVITIES
 FOR THE YEAR ENDED JUNE 30, 2021

	<u>Expenses</u>	<u>Program Revenues Operating Grants and Contributions</u>	<u>Net (Expense) Revenue and Changes in Net Position Governmental Activities</u>
Governmental Activities			
Culture and Recreation	\$ 427,782	\$ -	\$ (427,782)
Total Governmental Activities	<u>\$ 427,782</u>	<u>\$ -</u>	<u>\$ (427,782)</u>
General Revenues			
County hotel / motel occupancy tax			277,273
City hotel / motel occupancy tax			226,068
Other income			144
Interest income			633
Retail sales			<u>1,337</u>
Total general revenues			<u>505,455</u>
Change in Net Position			77,673
Net Position - Beginning of Year			<u>453,209</u>
Net Position - End of Year			<u>\$ 530,882</u>

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

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
BALANCE SHEET - GENERAL FUND
JUNE 30, 2021

ASSETS

Cash and equivalents	\$	478,188
Hotel and motel taxes receivable		<u>59,276</u>
Total Assets	\$	<u>537,464</u>

LIABILITIES

Accounts payable	\$	3,934
Accrued expenses		<u>2,648</u>
Total Liabilities		<u>6,582</u>

FUND BALANCE

Unrestricted		<u>530,882</u>
Total Fund Balance		<u>530,882</u>

TOTAL LIABILITIES AND FUND BALANCE	\$	<u>537,464</u>
---	----	----------------

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

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
 STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN
 FUND BALANCE - GENERAL FUND
 FOR THE YEAR ENDED JUNE 30, 2021

REVENUES

County hotel / motel occupancy tax	\$ 277,273
City hotel / motel occupancy tax	226,068
Other income	144
Interest income	633
Retail sales	1,337
Total Revenues	<u>505,455</u>

EXPENDITURES

Advertising	230,879
Event expenses	2,850
Salaries and wages	100,295
Payroll taxes	7,520
Employee benefits	11,121
Other operating expenses	58,759
Seminars and travel	676
Miscellaneous	68
Grants to others	15,614
Total Expenditures	<u>427,782</u>
Net Change in Fund Balance	77,673
Fund Balance - Beginning of Year	<u>453,209</u>
Fund Balance - End of Year	<u>\$ 530,882</u>

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

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2021

REPORTING ENTITY

Martinsburg-Berkeley County Convention and Visitors Bureau, Inc. ("Bureau") was incorporated on May 28, 1993. The Bureau's mission is to encourage, develop and promote tourism in Berkeley County and the City of Martinsburg and to provide services for tourists within the city and county. This mission is accomplished through promotional and publicity materials, providing locations devoted to tourist information and participating in special events and projects to enhance tourism. The Board of Directors consists of individuals appointed by the Berkeley County Commission and the Martinsburg City Council plus one individual selected from the community by the appointed members. Accordingly, the Bureau is considered a governmental-type entity for financial reporting purposes.

The Bureau relies on financial support from the hotel occupancy tax collected by Berkeley County and the City of Martinsburg to fund its operations. In accordance with Section 7, Article 18 of the Code of West Virginia, 50% of hotel occupancy taxes collected by the Berkeley County Commission and the City of Martinsburg are appropriated for the purpose of supporting the Bureau.

The Bureau's financial statements include the accounts of all of the Bureau's operations. The criteria for including organizations as component units within the Bureau's reporting entity, as set forth by the Governmental Accounting Standards Board's ("GASB") Codification of Government Accounting and Financial Reporting Standards, include:

- 1.) Financial interdependency
- 2.) Selection of governing authority
- 3.) Designation of management
- 4.) Ability to significantly influence operations
- 5.) Accountability of fiscal matters

Based upon the application of these criteria, there were no additional units of government included as part of the reporting entity and the Martinsburg-Berkeley County Convention and Visitors' Bureau is considered to be a separate reporting entity.

BASIS OF PRESENTATION, MEASUREMENT FOCUS, BASIS OF ACCOUNTING

Government-Wide Financial Statements: The Bureau's government-wide financial statements include a Statement of Net Position and a Statement of Activities. These statements present summaries of governmental activities for the Bureau.

The basic financial statements are presented on an economic resources measurement focus and the accrual basis of accounting. Accordingly, all of the Bureau's assets and liabilities, including capital assets and Long-term liabilities are included in the accompanying Statement of Net Position. The Statement of Activities presents changes in net position. Under the accrual basis of accounting, revenues are recognized in the period in which they are earned while expenses are recognized in the period the liability is incurred.

Governmental-Fund Financial Statements: The Bureau's Governmental Fund Financial Statements include a Balance Sheet and a Statement of Revenues, Expenditures, and Change in Fund Balance for its only fund. An accompanying schedule is presented to reconcile and explain the differences in fund balances as presented in these statements to the net position presented in the Government-Wide Financial Statements.

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2021

BASIS OF PRESENTATION, MEASUREMENT FOCUS, BASIS OF ACCOUNTING (Continued)

All governmental funds are accounted for on a current financial resources measurement focus and the modified accrual basis of accounting. Accordingly, only current assets and current liabilities are included on the Balance Sheet. The Statement of Revenues, Expenditures and Changes in Fund Balance presents increases (revenues and other financing sources) and decreases (expenditures and other financing uses) in net current assets. Under the modified accrual basis of accounting, revenues are recognized in the accounting period in which they become measurable and available to finance expenditures of the current period. Accordingly, revenues are recorded when cash is received, except the revenues subject to accrual, which are recognized when due. Expenditures are recorded in the accounting period in which the related liability is incurred. General capital asset acquisitions are reported as expenditures in the governmental fund. Reconciliation of the Fund Financial Statements to the Government-Wide Financial Statements is provided to explain the differences created by the different measurement focus and basis of accounting.

The Bureau defines "available" for purposes of revenue recognition in the governmental fund financial statements to be 60 days.

Governmental Fund Type

General Fund: The General Fund is the operating fund of the Bureau. It is used to account for all financial resources except those required to be accounted for by another fund. Currently, there are no financial resources required to be accounted for by another fund.

Budgets and Budgetary Accounting

The Bureau is not required by law to prepare an annual budget. Thus, a comprehensive analysis of actual to budgeted amounts is not presented in the accompanying financial statements.

Cash and Cash Equivalents

The Bureau considers all highly liquid instruments purchased with an original maturity of three months or less to be cash equivalents.

Property, Equipment and Depreciation

All property and equipment purchases with a cost in excess of \$5,000 and with a useful life in excess of one year are recorded at cost. Donated equipment is recorded at the fair value of the assets at the date of donation. Depreciation is computed by the straight-line method over the estimated useful lives of the respective assets. The Bureau owns no property and equipment meeting this criterion as of June 30, 2021.

Inventories

The Bureau considers inventories of materials and supplies utilized in the governmental fund as expended at the time of purchase. Therefore, they do not appear in the Bureau's financial statements.

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2021

BASIS OF PRESENTATION, MEASUREMENT FOCUS, BASIS OF ACCOUNTING (Continued)

Vacation and Sick Pay

Employees of the Bureau are entitled to vacation in accordance with the length of service which, to the extent earned, is accrued as an expense and liability. Management has deemed this liability immaterial to the financial statements and, accordingly, no liability has been recorded.

Fund Balances

In the governmental fund financial statements, fund balances are reported in five classifications:

Nonspendable fund balance: Inventories and prepaid amounts represent fund balances amounts that are not in spendable form.

Restricted: The restricted category is the portion of fund balance that is externally imposed by creditors, grantors, contributors or laws or regulations. It is also imposed by law through constitutional provisions or enabling legislation.

Committed: The committed category is the portion of fund balance whose use is constrained by limitations have been approved by an order (the highest level of action) of the Bureau, and that remain binding unless removed in the same manner. The approval does not automatically lapse at the end of the fiscal year.

Assigned: The assigned category is the portion of fund balance that has been approved by formal action of the Bureau to assign amounts for any amounts that are constrained by the government's intent to be used for specific purposes, but are neither restricted nor committed.

Unassigned: The unassigned category is the portion of the fund balance that has not been reported in any other classification. Only the general fund can report a positive amount of unassigned fund balance. However, any government fund in a deficit position could report a negative amount of unassigned fund balance.

Deferred Outflows/Inflows of Resources

In addition to assets, the statement of net position will sometimes report a separate section for deferred outflows of resources. This separate financial statement element, represents a consumption of net position that applies to a future period and will not be recognized as an outflow of resources until then.

In addition to liabilities, the statement of net position will sometimes report a separate section for deferred inflows of resources. This separate financial statement element represents an acquisition of net position that applies to a future period and will not be recognized as an inflow of resources until that time.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the period. Actual results could differ from those estimates.

MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU

NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2021

CASH AND CASH EQUIVALENTS

Cash and deposits presented in the accompanying financial statements were held with banking institutions in either checking or an insured cash sweep account, where funds are held in other institutions in trust to obtain FDIC insurance coverage. Accordingly, there were no deposits in excess of FDIC insurance coverage as of June 30, 2021.

OPERATING LEASES

In 2014, the Bureau entered into a lease agreement for office space with the Berkeley County Historical Society. The lease agreement calls for payments of \$500 per month. This lease is renewed annually.

RISK MANAGEMENT

The Bureau is exposed to various risks of loss related to torts, theft, or damage to and destruction of assets; errors and omissions; injuries to employees; and natural disaster. The Bureau maintains general commercial liability, blanket accident, and workers compensation insurance through private companies as part of its risk management program.

EMPLOYEES' RETIREMENT SYSTEM

The governing body of the Martinsburg-Berkeley County Convention and Visitors' Bureau has declined to become a participant in the Public Employees' Retirement System (PERS) as of June 30, 2021.

CONCENTRATIONS

The Bureau's main funding is derived from hotel / motel occupancy tax. Any significant changes with respect to the hotel / motel occupancy tax rates, the required allocations of these tax revenues, or the local travel industry may have a significant impact on the Bureau's ability to continue as a going concern.

SUBSEQUENT EVENTS

As a result of the COVID-19 pandemic, economic uncertainties have arisen which have negatively impacted financial results. The pandemic has caused business disruption through mandated and voluntary closings of non-essential business activities. While non-essential business activities have resumed, there remains considerable uncertainty regarding the nature and duration of the pandemic. The long-term financial impact cannot be reasonably estimated at this time.

The Bureau has evaluated subsequent events through September 24, 2021, which is the date that the financial statements were available to be released.

J. DAVIS, CPA
ACCOUNTING CORPORATION
PO BOX 30
INWOOD, WV 25428

JLDAVISCPA@COMCAST.NET

(304)901-9352

**Report of Independent Auditor on Internal Control over Financial Reporting
and on Compliance and Other Matters Based on an Audit of Financial Statements
Performed in Accordance with *Government Auditing Standards***

Board of Directors
MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU
MARTINSBURG, WV

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of MARTINSBURG-BERKELEY COUNTY CONVENTION AND VISITORS BUREAU (the "Bureau"), which comprise the statement of financial position as of June 30, 2021, and the related statements and changes in net assets and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated September 24, 2021.

Internal Control over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Bureau's internal control over financial reporting (internal control) to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Bureau's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Bureau's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Bureau's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

J. Davis, CPA-AC

September 24, 2021
Inwood, WV

Martinsburg-Berkeley County CVB

Profit & Loss

July 2021 through June 2022

	Jul '21 - Jun 22
Ordinary Income/Expense	
Income	
Advertising revenue	4,215.99
Hotel/motel occupancy taxes	
City-hotel occupancy tax	273,586.61
County-hotel occupancy tax	387,725.71
Total Hotel/motel occupancy taxes	661,312.32
Interest income	1,094.05
Other income	39.50
Retail sales	2,599.53
Total Income	669,261.39
Gross Profit	669,261.39
Expense	
Advertising expense	
Broadcast	
TV	10,528.45
Total Broadcast	10,528.45
Graphic Design	1,545.00
Internet Advertising	26,920.00
Magazine Ads	124,294.50
Miscellaneous	8,021.00
Printing	16,145.00
Regional newspapers	34,354.00
Web site	19,956.92
Total Advertising expense	241,764.87
Community Sponsorships	
Docent Program	5,494.00
Media Grant Disbursements	5,795.00
Seed Grant	20,000.00
Support Grant Disbursements	10,000.00
Total Community Sponsorships	41,289.00
Event expenses	
Meals	261.06
Supplies	292.61
Total Event expenses	553.67
Geocaching	
Advertising	50.00
Printing	2,600.00
Special Event Promotions	2,438.94
Total Geocaching	5,088.94
Insurance	
Health	10,216.00
Other than medical insurance	644.53
Insurance - Other	650.00
Total Insurance	11,510.53

Martinsburg-Berkeley County CVB Profit & Loss

July 2021 through June 2022

	Jul '21 - Jun 22
Operating expenses	
Copier	3,026.88
Credit Card Fees	719.88
Dues & subscription	12,607.57
Electricity	2,443.93
Fire, Water, Garbage	1,024.42
Gas	3,440.08
Office supplies	3,218.11
Parking	2,400.00
Postage	9,392.54
Professional fees	6,500.00
Rent	7,742.00
Total Operating expenses	52,515.41
Payroll	
FICA tax - employer	7,971.06
HSA Employee Benefit	3,000.00
Salaries and wages	106,196.78
State unemployment tax expense	452.14
Workers' compensation	3,236.42
Total Payroll	120,856.40
Promotional items	
Gift shop	5,397.80
Promotional materials	100.00
Total Promotional items	5,497.80
Reconciliation Discrepancies	-90.00
Seminars & travel	
Car Rental	746.68
Gas	97.50
Lodging	1,766.74
Meals	257.52
Meals & Entertainment	520.65
Mileage	21.25
Registration	1,660.00
Total Seminars & travel	5,070.34
Total Expense	484,056.96
Net Ordinary Income	185,204.43
Net Income	185,204.43

Martinsburg-Berkeley County CVB Balance Sheet

As of June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	37,516.02
Checking - CNB	679,910.55
ICS Account - City National	
Total Checking/Savings	717,426.57
Total Current Assets	717,426.57
TOTAL ASSETS	717,426.57
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Direct Deposit Liabilities	
Payroll liabilities	-3,544.32
Federal withholding payable	1,252.00
Fica withheld payable	1,532.54
HSA Employee Benefit	1,000.00
Medicare withheld payable	408.40
WV state tax withheld	602.00
WV unemployment	180.92
Total Payroll liabilities	4,975.86
Sales tax payable	-92.53
Total Other Current Liabilities	1,339.01
Total Current Liabilities	1,339.01
Total Liabilities	1,339.01
Equity	
Retained earnings	112,994.41
Unrestricted net assets	453,209.46
Net Income	149,883.69
Total Equity	716,087.56
TOTAL LIABILITIES & EQUITY	717,426.57



Berkeley County Council
Attn: Penny Shewell
400 W Stephen Street, Suite 201
Martinsburg, WV 25401

January 8, 2021

Dear Council Members:

Attached, please find the documentation as requested for the Funding Request for the FY 2021-2022.

As you know, the Martinsburg-Berkeley County Convention and Visitors Bureau does not request any additional funds from the County. Instead, it receives the "pass-thru" funding from the Hotel & Motel tax levied on guests at our hotels. We estimate our portion of the 2021-22 County Hotel/Motel Tax collection to be \$300,000.

As a point of reference, for FY 2019/2020, the Martinsburg-Berkeley County CVB portion of the County Hotel/Motel tax collection was \$309,593. FY 2020/2021 is \$110,479, with seven months remaining in the fiscal year collection. We have no other funding source except for our allocation of the 6% Hotel/Motel tax collected by the City of Martinsburg.

The Martinsburg-Berkeley County Convention & Visitors Bureau is the lead agency responsible for promoting tourism in the City of Martinsburg and Berkeley County. Our portion of the collected tourism tax is primarily used to develop and execute comprehensive marketing and advertising strategy designed to attract national and international visitors to our beautiful region of West Virginia.

A few of our successes in 2020 include the conclusion of the rebranding of our marketing and advertising materials; continually updating our website to reflect a vibrant and diverse area; and the continued use of our app, Visit Martinsburg, WV, to connect with visitors, as well as the local community and alert them to the opportunity for shopping, dining, and events. The CVB was closed to the public from mid-March through May per the Governor's orders. Though we were/amid a pandemic, the CVB remains safely open to communicate with visitors and the local community.

We continue to have tremendous success with our geocaching trails, which were first launched in 2013. In 2019, we launched the "Berkeley Gadgets" trail and GeoTour, our 5th geocaching trail and first GeoTour – currently the most favorited GeoTour in the world. Our geocaching trails have significantly contributed to overnight stays in our local hotels and added to the past 4-year trend of Martinsburg, Berkeley County, WV being the most favorited County in the United States for geocaching, as reflected in data gathered from Geocaching Headquarters.

This year, we hope to advance our regional, state, and national advertising and continue developing partnership programs with other area groups, businesses, and hotel partners. We are in the process of updating and invigorating our tourism grant program to further bolster tourism in the area. We have allocated a \$110,000 line item to our 2021-2022 budget to enhance our CVB grant programs. The expanded grant opportunities include the following: Seed Grant not to exceed \$10,000, Support Grant not to exceed \$5,000, Media Grant not to exceed \$2,500, Docent Grant for local museums, and a Capital Improvement Grant whose funding source is dependent upon the previous year's unused line-item grant allocation. We will continue to offer our valued support to our city and county-wide partners as we all seek to enhance visitors' experiences in our area.

Please let me know if you have any questions, and I invite you and the Council members to stop by our offices in the historic Belle Boyd House.

Regards,

Mark Jordan
Executive Director
Martinsburg-Berkeley County
Convention and Visitors Bureau
126 East Race Street
Martinsburg, WV 25401



City of Martinsburg
Attn: Budget & Finance Committee
232 North Queen Street
Martinsburg, WV 25401

February 3, 2021

Dear Committee Members:

Attached, please find the documentation as requested for the Funding Request for the FY 2021-2022.

As you know, the Martinsburg-Berkeley County Convention and Visitors Bureau does not request any additional funds from the City of Martinsburg. Instead, it receives the "pass-thru" funding from the Hotel & Motel tax levied on guests at our hotels. We estimate our 2021-22 City Hotel/Motel Tax collection portion to be \$225,000.

As a point of reference, for FY 2019/2020, the Martinsburg-Berkeley County CVB portion of the City Hotel/Motel tax collection was \$225,013. FY 2020/2021 is \$95,026, with six months remaining in the fiscal year collection. We have no other funding source except for our allocation of the 6% Hotel/Motel tax collected by Berkeley County.

The Martinsburg-Berkeley County Convention & Visitors Bureau is the lead agency responsible for promoting tourism in the City of Martinsburg and Berkeley County. Our portion of the collected tourism tax is primarily used to develop and execute comprehensive marketing and advertising strategy designed to attract national and international visitors to our beautiful region of West Virginia.

A few of our successes in 2020 include the conclusion of the rebranding of our marketing and advertising materials; continually updating our website to reflect a vibrant and diverse area; and the continued use of our app, Visit Martinsburg, WV, to connect with visitors, as well as the local community and alert them to the opportunity for shopping, dining, and events. The CVB was closed to the public from mid-March through May per the Governor's orders. Though we were/are amid a pandemic, the CVB remains safely open to communicate with visitors and the local community.

We continue to have tremendous success with our geocaching trails, which were first launched in 2013. In 2019, we launched the "Berkeley Gadgets" trail and GeoTour, our 5th geocaching trail and first GeoTour – currently the most favorited GeoTour in the world. Our geocaching trails have significantly contributed to overnight stays in our local hotels and added to the past 4-year trend of Martinsburg, Berkeley County, WV being the most favorited County in the United States for geocaching, as reflected in data gathered from Geocaching Headquarters.

This year, we hope to advance our regional, state, and national advertising and continue developing partnership programs with other area groups, businesses, and hotel partners. We are in the process of updating and invigorating our tourism grant program to further bolster tourism in the area. We have allocated a \$110,000 line item to our 2021-2022 budget to enhance our CVB grant programs. The expanded grant opportunities include the following: Seed Grant not to exceed \$10,000, Support Grant not to exceed \$5,000, Media Grant not to exceed \$2,500, Docent Grant for local museums, and a Capital Improvement Grant whose funding source is dependent upon the previous year's unused line-item grant allocation. We will continue to offer our valued support to our city and county-wide partners as we all seek to enhance visitors' experiences in our area.

Please let me know if you have any questions, and I invite you and the Council members to stop by our offices in the historic Belle Boyd House.

Regards,

Mark Jordan
Executive Director
Martinsburg-Berkeley County
Convention and Visitors Bureau
126 East Race Street
Martinsburg, WV 25401