

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries
WV Joint Committee on Government & Finance –
https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm
Questions?
drew.ross@wvlegislature.gov and steve.marsden@wvlegislature.gov
WVACVB – jnuzum@bowlesrice.com

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

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

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

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

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

- Annual budget,
- Budget allocation within the industry standard of 40% - 40% - 20% (Marketing, Personnel, Administrative),
- Marketing plan targeting markets outside of 50 miles of their destination,
- Full time executive director,
- Physical office/ Visitor Center,
- Website, and
- Annual reporting to all the CVBs funding entities.

On behalf of the Board of Directors of the Tug Valley Area CVB, we respectfully submit the required information and confirm that Tug Valley Area CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Ashley Hatfield at tugvalleyarecvb@gmail.com or 1-304-601-0374 or me Charlie Hatfield or 1-304-601-0374.

Sincerely,

Charles Hatfield, President of Tug Valley Area CVB



Ashley Hatfield, Executive Director

Attachments: Income statement , Balance sheet.

City of Williamson Convention & Visitor's Bureau

Profit and Loss

July 2022 - June 2023

	TOTAL
Income	
Event Income	14,317.05
Hotel/Motel Tax	39,082.39
Ticket Sales	3,347.30
Total Income	\$56,746.74
GROSS PROFIT	\$56,746.74
Expenses	
Advertising & Marketing	12,652.83
Bank Charges & Fees	-496.61
Event Expenses	4,687.12
Office Supplies & Software	2,223.15
Other Business Expenses	6,140.67
Salaries & Wages	22,496.40
Taxes & Licenses	2,296.25
Travel	617.21
Utilities	1,266.55
Total Expenses	\$51,883.57
NET OPERATING INCOME	\$4,863.17
Other Expenses	
Other Miscellaneous Expense	350.00
Total Other Expenses	\$350.00
NET OTHER INCOME	\$ -350.00
NET INCOME	\$4,513.17

City of Williamson Convention & Visitor's Bureau

Balance Sheet

As of June 30, 2023

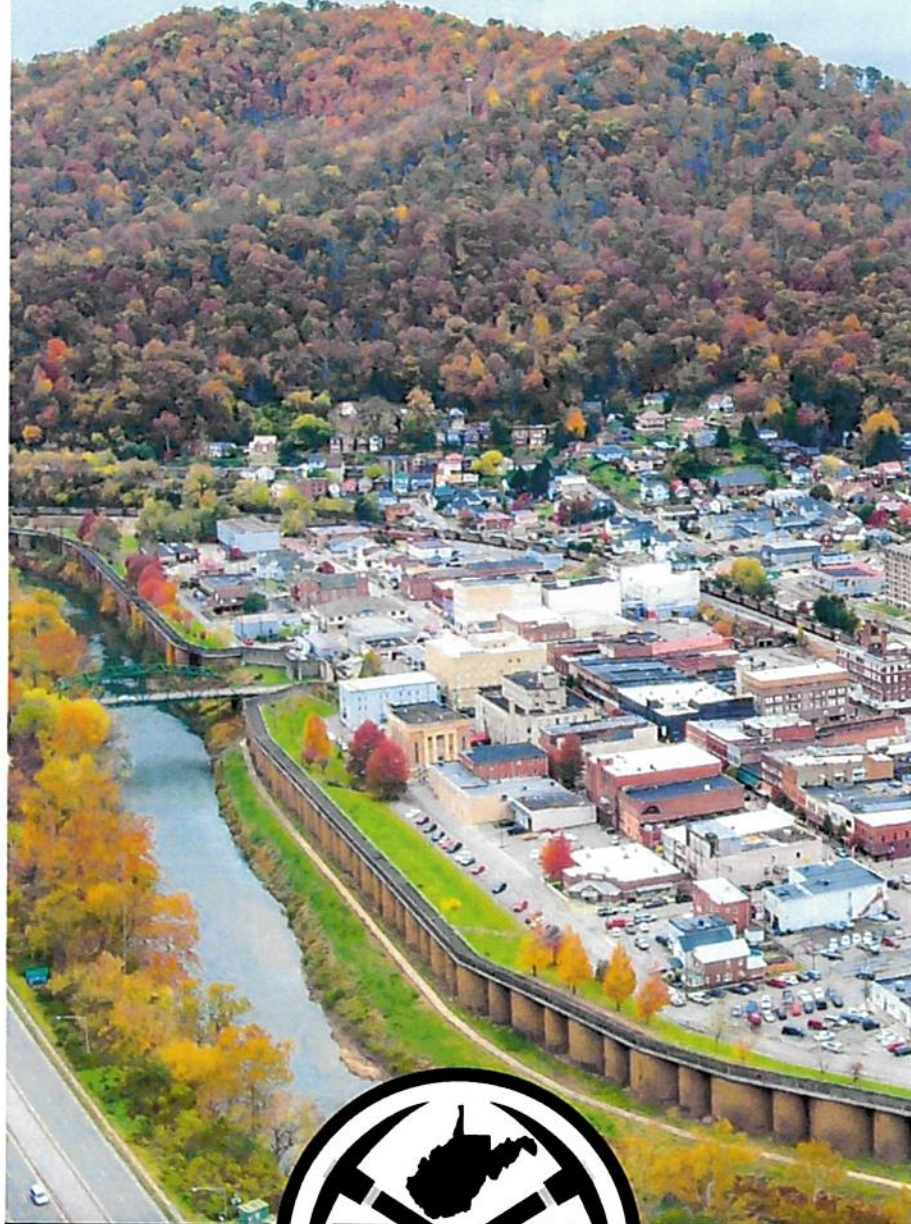
	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Coml DDA 2389 (2389)	-2,586.66
Coml DDA 2460 (2460)	55,885.41
NONPROF 6597 (6597)	5,843.84
Paypal	-5,723.95
Total Bank Accounts	\$53,418.64
Other Current Assets	
Uncategorized Asset	452.48
Total Other Current Assets	\$452.48
Total Current Assets	\$53,871.12
TOTAL ASSETS	\$53,871.12
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Opening Balance Equity	3,633.60
Retained Earnings	39,399.75
Net Income	10,837.77
Total Equity	\$53,871.12
TOTAL LIABILITIES AND EQUITY	\$53,871.12

THE TUG VALLEY AREA

Mingo County, WV & Pike County, KY

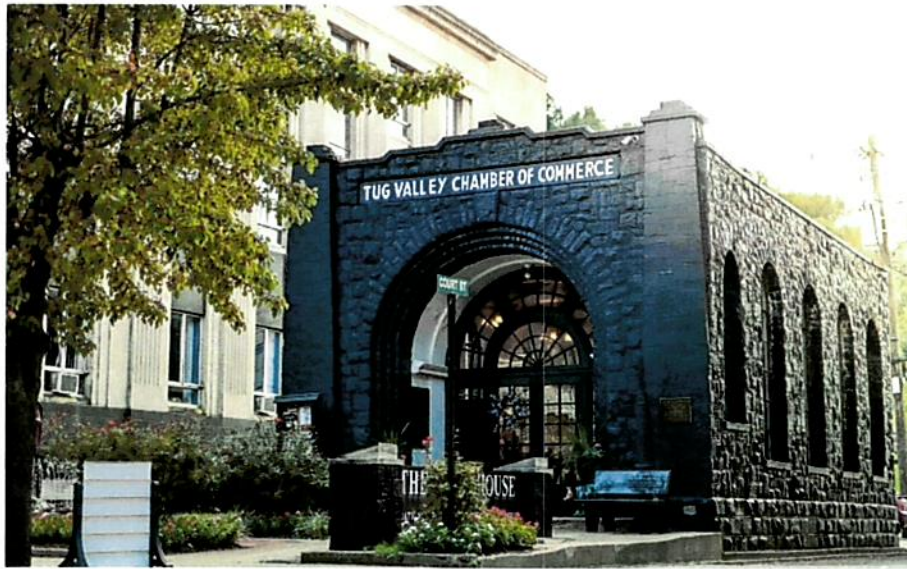
Your Trail To Adventure Starts Here.

VISITORS GUIDE



304-601-0374

www.visitcoalcountry.org



ABOUT US

Welcome to the Tug Valley Area,
the heart of West Virginia's "Coal Country"!

Featuring the Hatfield-McCoy Trails, Feud Sites,
Tug Fork River, and countless scenic views,
Your Trail to Adventure Starts Here!

While the area continues to see explosive growth in the
tourism industry, one strong theme has remained through
history here; our people!

Our greatest asset that compliments the memorable
experiences here are the friendly smiles, warm hugs, and
welcoming faces of the local people that will truly make
you feel like family.

CONTACT US AT:
304-601-0374

The Tug Valley Area Convention & Visitors Bureau is
dedicated to the promotion of tourism and unique events
that take place in both Mingo County, West Virginia and
Pike County, Kentucky. As the official destination
marketing organization of the Tug River Valley, the CVB
works to accelerate economic growth and development
by increasing convention & visitor business.

VISITCOALCOUNTRY.ORG

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MUST SEE ATTRACTIONS.

The Tug Valley Area features a boundless collection of historic attractions all within a 25-mile range of the City of Williamson.



THE COAL HOUSE

**73 East 2nd Avenue,
Williamson, WV**

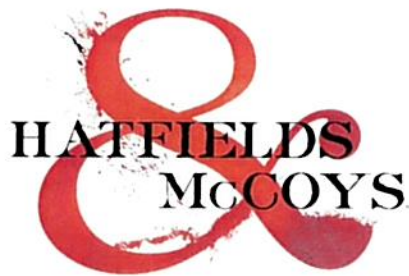
Built in 1933 from 65 Tons of bituminous coal, this world-famous structure has welcomed visitors from all over the world and is the home of the Tug Valley Chamber of Commerce!



HATFIELD-MCCOY FEUD SITES

Various Locations

Nearly all the sites that played a roll in the infamous feud are located within a 15-mile radius of Williamson. Scan the QR Code Below for a Map!



THE DINGESS TUNNEL

Dingess, WV 25508

Built in 1892 and stretching nearly 1-Mile Long, "America's Bloodiest Tunnel" is a must-see experience in Mingo County.



OLD HOSPITAL ON COLLEGE HILL

**650 Mulberry Street,
Williamson, WV**

Considered to be one of Coal Country's most notorious paranormal locations, the hospital welcomes visitors for both historical & paranormal tours.



WILLIAMSON FIRE STATION

**122 Fourth Avenue,
Williamson, WV 25661**

Home to North America's tallest fire pole and an incredible 1923 Ahrens Fox Fire Engine, the WFD is a hidden gem of fire history in "Coal Country".



MOUNTAINEER HOTEL

**31 East 2nd Avenue
Williamson, WV 25661**

Straight from the 1920's, the historic hotel has hosted First Lady Eleanor Roosevelt, President John F. Kennedy, Henry Ford, and many more!



MATEWAN DEPOT MUSEUM

Matewan, WV 25678

One of the Tug Valley Area's best museums, the replica train depot holds historic items from both the Hatfield McCoy Feud & Matewan Massacre.



WV MINE WARS MUSEUM

Matewan, WV 25678

In the heart of historic Matewan, this museum looks into the labor uprising that took place, shaping this coal mining region.

RECREATIONAL ATTRACTIONS.

Undoubtedly the most powerful attraction of the Tug Valley Area is the world around us! Hundreds of miles of trail riding, countless river access points, unique rock formations, hiking trails, and a pristine lake highlight all the reasons you should get outside to explore!



HATFIELD MCCOY TRAILS

Williamson, WV

With over 350+ Miles of trail directly accessible from Williamson, it's no wonder the city is considered the "Gateway to the Hatfield McCoy Trails". From Williamson one can access the Buffalo Mountain, Devil Anse, and Rock House Trail Systems. This includes the towns of Delbarton, Matewan, Gilbert, and Man.



THE TUG FORK RIVER

Williamson Area

With several access points located throughout the city, access to the "Mighty Tug" has never been easier! Fishing & Kayaking are amongst the two most popular activities. Scan the QR Code to discover more information on the river including maps and a link to the "Friends of the Tug Fork River" Facebook Group!





TAKE A HIKE!

Williamson, WV Area

The mountain ridges surrounding Williamson feature some awesome rock formations that are perfect destinations for a hike with friends and family. Popular landmarks in the area include Castle Rock, Picnic Rock, and the infamous Death Rock which overlooks the city itself. To view hiking maps, as well as other information, scan the QR Code Below!



HATFIELD MCCOY RECREATION CENTER

**111 Ten Pin Alley
Williamson, WV 25661**

Located 3 Miles southeast of Williamson, "Ten Pin Alley" is a great place to spend a few hours with friends and family. Amenities include bowling, pool tables, a game room and more!



LAUREL LAKE

Lenore/Dingess, WV

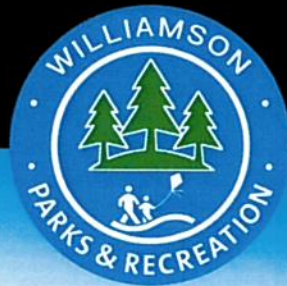
With many fishing spots, picnic areas, a playground, and incredible views, the lake is a peaceful getaway for the day.



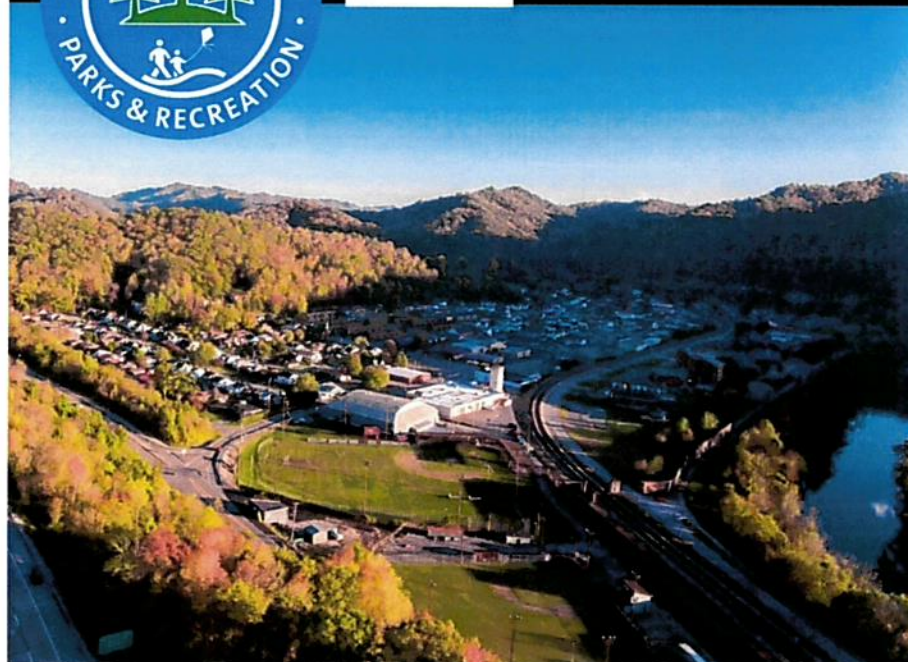
WILLIAMSON PARKS & RECREATION



If you're lookin' for Kayak rentals, a great place to play basketball, or the next location for an event, reach out to us! Williamson Parks & Recreation: Where Families Play!



Scan the QR Code to
Explore Williamson
Parks & Recreation



HAUNTED TUG VALLEY.

Known as "Bloody Mingo", West Virginia's youngest county has quite the violent and troubling past. Because of the history that played out in these deep dark hills, some locations throughout the Tug Valley are paranormal hot spots.

22 MINE ROAD

TRACE CREEK, WV

The 1930's murder tale of Mamie Thurmond is still alive on this rural road that runs along the Mingo/Logan County Border.

FAIRVIEW CEMETERY

WEST WILLIAMSON, WV

The City's oldest cemetery is home to some of Williamson's most notable residents dating all the way back to the 1800's.

MATE STREET

MATEWAN, WV

The Matewan Massacre took place in May of 1920 but the bullet slugs still remain in the walls along Mate Street.

DINGESS TUNNEL

DINGESS, WV

Built in 1892, "America's Bloodiest Tunnel" had a grim history through its construction and life as a key transportation corridor in northern Mingo County.

OLD HOSPITAL ON COLLEGE HILL

WILLIAMSON, WV

Made famous on the Travel Channel's Destination Fear, the Hospital is considered to be one of the most haunted locations in the Tug River Valley.

Scan the QR Code for a Map of all Paranormal Locations and more information!



SHOP TIL YOU DROP.

You've gotta take a piece of Coal Country back home with you! Several great local stores can be found throughout the communities of Williamson, Matewan, and South Williamson..

APPALACHIAN LOST & FOUND ARTISAN SHOP

Mate Street - Matewan
606-625-5092



THE COAL HOUSE

73 East 2nd Avenue -
Williamson
304-235-5240

MELISA'S BASKETS GALORE

152 East 2nd Avenue
Williamson
606-831-8140



SOUTHSIDE MALL

275 Southside Mall Road -
South Williamson
606-237-1200

WILLIAMSON GUN & ARCHERY

121 East 2nd Avenue -
Williamson
304-235-5169



EAT UP.



A guarantee when visiting Coal Country is that you will NOT leave hungry! The greater Williamson area is home to the most restaurants of any Hatfield McCoy Trail City and features a wide variety of food offerings!

34 : ATE

210 Pike Street - Williamson
304-235-3488

CORNER CAFE

275 Southside Mall Road -
South Williamson
606-603-8028

HURLEY DRUG STORE SODA FOUNTAIN

215 Logan Street - Williamson
304-235-3535

MISS WANDA'S

1436 West 3rd Avenue
West Williamson
304-235-4990

PEKING 2

275 Southside Mall Road
South Williamson
606-237-5888

SAZON MEXICAN RESTAURANT

101 Prichard Street
Williamson
304-236-5927

STARTERS SPORTS BAR & GRILL

116 East 2nd Avenue
Williamson
304-235-8600

THE STEAKHOUSE

336 Southside Mall Road
South Williamson
606-237-3930

TRACKS END

22 West 2nd Avenue
Williamson
304-235-4898

For Additional Fast-Food Offerings, Visit Our Website:

www.visitcoalcountry.org

STAY A WHILE.

The Tug Valley Area has a host of lodging options that include a historic hotel, a handful of bed-and-breakfasts, and a diverse selection of cabin getaways. All are trail-rider friendly and one can access the trail systems directly from all our local lodging facilities!

Williamson Area Lodging Facilities

CINDERELLA ADVENTURE RESORT

Type: Resort
**Cinderella Hollow,
Williamson, WV 25661**

TBA: COMING SOON

HILLBILLY HIDEOUT

Type: Cabin
**202 West 3rd Avenue,
Williamson, WV 25661**

304-928-0484

MOUNTAINEER HOTEL

Type: Hotel
**31 East 2nd Avenue,
Williamson, WV 25661**

304-235-2222

THE RECTORY ON FIFTH

Type: Bed & Breakfast
**40 King Drive,
Williamson, WV 25661**

304-784-1719

RIVER 2 RIDGE OUTFITTERS

Type: Trail House
**40 King Drive,
Williamson, WV 25661**

304-784-1719

TRAIL 10 HOUSE & ATV TOURS

Type: Trail House
**301 West 4th Avenue
Williamson, WV 25661**

304-236-5595

TRAIL 10 BASE CAMP

Type: Primitive Camping
**1 Talbot Street
Williamson, WV 25661**

304-236-5595

TRAILBLAZERS OUTFITTERS

Type: Trail Lodge
**79 Coleman Road
Belfry, KY 41514**

859-953-0903



Delbarton Area Lodging Facilities

DEVIL ANSE ATV RESORT

Type: Resort

**342 Muncy Drive,
Delbarton, WV 25670**

304-426-5080

FAT BOYS ATV LODGING

Type: Lodge

**120 WV-65 / 880 Rt. 52
Delbarton, WV 25670**

304-664-5564

HILLBILLY HEAVEN CAMPGROUND

Type: Campground

**100 Herbert Drive,
Delbarton, WV 25670**

304-688-1906

MOUNTAIN BROOK & COMPANY

Type: Trail House

**81 BMW Lane,
Delbarton, WV 25670**

304-475-4917

OPEN TRAIL LODGING

Type: Trail House

**2182 Rockhouse Fork Road,
Delbarton, WV 25670**

304-475-3761

SKYVIEW

Type: Trail House

**King Coal Highway
Delbarton, WV 25670**

TBA

Matewan Area Lodging Facilities

BACK WOODS RENTALS

Type: Trail House

**9 Whitman Cemetery Road,
North Matewan, WV 25678**

304-426-4183

BLUE GOOSE INN

Type: Inn

**158 Mate Street,
Matewan, WV 25678**

304-426-5110

BOAR'S NEST ATV RESORT

Type: Resort

**118 Sand Dollar Drive,
Matewan, WV 25678**

646-881-4132

DEVIL'S BACKBONE ADVENTURE RESORT

Type: Resort

**100 Adventure Lane,
Matewan, WV 25678**

304-542-7066

HATFIELD MCCOY RESORT INN

Type: Resort/Inn

**Mate Street,
Matewan, WV 25678**

304-426-4700

HISTORIC MATEWAN HOUSE BED & BREAKFAST

Type: Bed & Breakfast

**155 Mate Street,
Matewan, WV 25678**

304-426-5607

HATFIELD'S RIVERFRONT CABINS & CAMPGROUND

Type: Resort

**585 River Road,
McCarr, KY 41544**

304-785-6922

Outlaw Hideout

Type: Trail House

**Sulphur Creek Road,
Matewan, WV 25678**

614-354-9709

ANNUAL EVENTS.

The Tug Valley Area plays host to a handful of great annual events scattered throughout every season. For the most up-to-date list of all events, please visit our website:

www.visitcoalcountry.org



HATFIELD MCCOY SHOOTOUT

JANUARY
WILLIAMSON FIELD HOUSE

An annual showcase of local high school basketball pits Kentucky Vs. West Virginia over the course of two days at the historic Williamson Field House.



DIRT DAYS

APRIL
WILLIAMSON AREA

Dirt, Mud, and Fun! Dirt Days showcases all the local trails featuring a fireworks show, parade, vendors, mud-pit, dirt-drag racing, and more!



HATFIELD MCCOY MARATHON

JUNE
WILLIAMSON AREA

This event attracts folks from all over the world as the course begins in Kentucky & ends in West Virginia all while passing by key sites from the infamous feud.



THUNDER IN THE VALLEY

JULY
SOUTH WILLIAMSON, KY

The area's largest fireworks show that attracts thousands from both Pike & Mingo Counties. The perfect way to celebrate Independence Day!



KING COAL FESTIVAL

**SEPTEMBER
WILLIAMSON AREA**

The area's oldest festival celebrates the reason we are called "Coal Country". Vendors, a parade, and more!



SMALL TOWN THROW DOWN

**SEPTEMBER
WILLIAMSON AREA**

A 2-Day Trail Riding Event showcasing routes in both West Virginia & Kentucky. Group rides, great food, and live music!



WILLCON POP CULTURE FEST

**SEPTEMBER
SOUTH WILLIAMSON, KY**

WillCon is the region's event to celebrate all things pop culture. Collectors, Cosplayers, and Gamers of all ages gather for this fandom packed day.



SPOOKFEST

**OCTOBER
WILLIAMSON, WV**

The largest Halloween celebration of the year includes an amazing fireworks show, candy for kids, a costume contest, and vendors!



WILLIAMSON CHRISTMAS KICK-OFF

**NOVEMBER
WILLIAMSON, WV**

The holiday season rolls into the Tug Valley with the city lights being illuminated, a tree lighting, letters to Santa and more!



**Tug Valley Area CVB
142 East Fourth Avenue
Williamson, WV 25661**

304-601-0374

www.visitcoalcountry.org