

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.

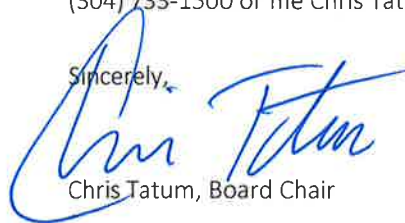
In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- 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 Barboursville CVB, we respectfully submit the required information and confirm that the Barboursville CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Executive Director Brandi Beasley, at bbeasley@barboursville.org or (304) 733-1500 or me Chris Tatum at ctatum@barboursville.org or (304) 736-9820.

Sincerely,



Chris Tatum, Board Chair

Executive Director Brandi Beasley

Attachments: Income statement , Balance sheet , Annual report and Annual audit.

Balance Sheet

As Of 06/30/2023

Account	Name	Balance	
Fund: 041 - Barboursville CVB			
Assets			
<u>041-101-010-00</u>	Checking	210,195.48	
<u>041-106-000-00</u>	Petty Cash	350.00	
<u>041-125-010-00</u>	Savings Account	234,205.72	
	Total Assets:	444,751.20	<u>444,751.20</u>
Liability			
<u>041-201-010-00</u>	Accounts Payable	13,925.48	
<u>041-215-001-00</u>	Due to General Fund	9,550.00	
	Total Liability:	23,475.48	
Equity			
<u>041-298-000-00</u>	Assigned Fund Balance	383,898.44	
	Total Beginning Equity:	383,898.44	
Total Revenue		292,233.63	
Total Expense		254,856.35	
Revenues Over/Under Expenses		37,377.28	
	Total Equity and Current Surplus (Deficit):	421,275.72	
	Total Liabilities, Equity and Current Surplus (Deficit):		<u>444,751.20</u>

Income Statement

For Fiscal: 2022-2023 Period Ending: 06/30/2023

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 041 - Barboursville CVB						
Revenue						
<u>041-369-000-00</u>	Contributions from Other Funds	0.00	0.00	26,641.86	270,661.38	-270,661.38
<u>041-380-000-00</u>	Interest Earned	0.00	0.00	763.61	5,273.25	-5,273.25
<u>041-385-010-00</u>	Event 1	0.00	0.00	0.00	260.00	-260.00
<u>041-385-020-00</u>	Event 2	0.00	0.00	0.00	11,885.00	-11,885.00
<u>041-385-030-00</u>	Event 3	0.00	0.00	0.00	576.00	-576.00
<u>041-399-000-00</u>	Miscellaneous Revenue	0.00	0.00	0.00	3,578.00	-3,578.00
	Revenue Total:	0.00	0.00	27,405.47	292,233.63	-292,233.63
Expense						
Department: 901 - Visitors Bureau						
ExpCategory: 10 - Personnel Services						
<u>041-901-103-00</u>	Salaries & Wages	0.00	0.00	7,129.53	63,539.59	-63,539.59
<u>041-901-104-00</u>	FICA Tax - Social Security	0.00	0.00	543.63	4,759.56	-4,759.56
<u>041-901-105-00</u>	Group Insurance	0.00	0.00	1,149.76	13,847.12	-13,847.12
<u>041-901-106-00</u>	Retirement	0.00	0.00	630.93	5,425.34	-5,425.34
<u>041-901-108-00</u>	Overtime	0.00	0.00	96.15	96.15	-96.15
	ExpCategory: 10 - Personnel Services Total:	0.00	0.00	9,550.00	87,667.76	-87,667.76
ExpCategory: 21 - Contractual Services						
<u>041-901-211-00</u>	Telephone & Internet Service	0.00	0.00	0.00	2,558.03	-2,558.03
<u>041-901-214-00</u>	Travel	0.00	0.00	0.00	2,559.56	-2,559.56
<u>041-901-219-00</u>	Rentals	0.00	0.00	0.00	2,310.00	-2,310.00
<u>041-901-220-00</u>	Advertising & Legal Publications	0.00	0.00	500.00	24,813.56	-24,813.56
<u>041-901-221-00</u>	Training & Education	0.00	0.00	0.00	1,940.00	-1,940.00
<u>041-901-222-00</u>	Dues & Subscriptions	0.00	0.00	728.97	7,560.71	-7,560.71
<u>041-901-223-00</u>	Advertising Co-Op	0.00	0.00	0.00	30,000.00	-30,000.00
<u>041-901-226-10</u>	Insurance	0.00	0.00	0.00	100.00	-100.00
<u>041-901-230-00</u>	Contracted Services	0.00	0.00	2,838.77	48,729.57	-48,729.57
<u>041-901-232-00</u>	Bank Charges	0.00	0.00	181.45	762.56	-762.56
<u>041-901-241-00</u>	Workers' Compensation	0.00	0.00	0.00	1,426.20	-1,426.20
	ExpCategory: 21 - Contractual Services Total:	0.00	0.00	4,249.19	122,760.19	-122,760.19
ExpCategory: 34 - Commodities						
<u>041-901-341-00</u>	Supplies & Materials	0.00	0.00	636.00	26,130.03	-26,130.03
<u>041-901-346-00</u>	Purchases For Resale	0.00	0.00	0.00	673.37	-673.37
	ExpCategory: 34 - Commodities Total:	0.00	0.00	636.00	26,803.40	-26,803.40
ExpCategory: 56 - Contributions						
<u>041-901-568-00</u>	Sponsorships	0.00	0.00	750.00	17,625.00	-17,625.00
	ExpCategory: 56 - Contributions Total:	0.00	0.00	750.00	17,625.00	-17,625.00
	Department: 901 - Visitors Bureau Total:	0.00	0.00	15,185.19	254,856.35	-254,856.35
	Expense Total:	0.00	0.00	15,185.19	254,856.35	-254,856.35
	Fund: 041 - Barboursville CVB Surplus (Deficit):	0.00	0.00	12,220.28	37,377.28	



2022-2023

ANNUAL REPORT

Barboursville 
CONVENTION AND VISITORS BUREAU



Executive Overview

In 2022-2023 the Barboursville Convention and Visitor's Bureau took great strides in branching out into new youth sports markets.

Following the Village of Barboursville's nearly 3-million-dollar investment in the Barboursville Sports Complex, the Convention and Visitor's Bureau went to work marketing the upgraded facility to rights holders. We expanded into new sports, including lacrosse, football, and cross country. We also saw upgrades to our softball and baseball fields, leading to increased marketing in those sports.

In addition to sports advertising, we also participated in several co-op marketing projects. A major focus was also placed on our recently revitalized downtown area.

Looking ahead, we intend to find creative ways to reach our visitors and encourage them to spend more time and money while they are here. Tourism continues to grow in Barboursville, so we look forward to providing the best experience for our guests.

Board of Directors

Chris Tatum, Chairman
Village of Barboursville

Paula Seay, Secretary
Village of Barboursville

Jack McKenna
Barboursville Park Representative

Macy Dingess
Delta by Marriott

Jason Taylor
Comfort Inn

Cindy Edmonds
Vintage Pride Tractor Show Event Organizer

Joyce Spencer
Resident

Brandi L. Beasley
Executive Director

Events & Advertising

Advertising

The Barboursville Convention and Visitors Bureau advertises to promote events, attractions and the Village as a destination. Our advertising partners this fiscal year include:

- WV Travel Guide
- Mason County Visitor's Guide
- Cincinnati Red Yearbook
- HD Media
- WSAZ
- Facebook
- Kindred Communications
- Barboursville Life
- Huntington Chamber of Commerce- Target Marketing
- Marshall University Football Yearbook
- iHeart Media
- WV Outdoor
- Advantage Valley Magazine
- Digital Relativity
- Travel Taste + Tour

Event Sponsorship

Events and festivals serve as a way to attract weekend leisure travel, as well as improve the stay for our visitors. The Barboursville CVB was involved in the following events:

Primary Organizer:

- Vineyard in the Village
- Village of Lights
- Fall Fest
- Barboursville Farmer's Market/ Food Truck Round up

Event Sponsorship or Planning:

- Civil War Days
- WVSSAC State Cross Country Meet
- Barboursville Park Junior Ranger Program
- Huntington Symphony Orchestra- Picnic with the Pops



By The Numbers:

Hotel Stays:

According to STR reporting, occupancy has remained the same from FY21 to FY23. We contribute this to consistent tournament bookings and event bookings.

Visitor Guide:

In FY2023, we continued our cooperative partnership with the Huntington Area CVB, which includes a joint Visitors Guide. We were able to distribute the Visitors Guide to 28 different states, and 2 countries.

Digital:

Website:

We have made significant improvements to our website, including providing more visually appealing layout, as well as more relevant content for travelers. Our site traffic continues to grow steadily, with more visitors and pages viewed.

Top 5 website visits by state:

1. WV
2. KY
3. DC
4. NY
5. PA

Social Media:

We still continue to see most of our traffic on the Facebook platform but hope to continue to grow on Instagram.

71,101 Reach (↑ 52.2%)

7K + followers

Net page likes ↑ 5%

FB Visits 17,525 (↑ 223%)



Looking Forward

From reviewing research and exploring the best use of our budget, we've identified the following goals for FY2023:

- Develop a mobile Visitor's Center and a travel kiosk for the Barbourville Sports Complex
- Increase website visits by 10%
- Increase attendance and expand on existing events.
- Place advertisements to reach key markets such as Pittsburgh, Central Ohio, northern West Virginia, and Washington DC.
- Expand photo and video library
- Continue ongoing work with our tourism partners through meetings, workshops, advertising cooperative programs, and social media support.

Financial Overview

Income

Hotel/Motel Tax Revenue	\$270,661.38
Additional Revenue	\$21,572.25

Total Income: \$292,233.63

Expenses:

Advertising:	\$89,177.67
Events/Sponsorships*	\$17,625.00
Operations:	\$58,959.72
Salary/Wages	\$89,093.96

Total Expenses \$254,856.35

- *Events and sponsorship expenses include event-specific advertising and marketing*