

# VISIT MOUNTAINEER COUNTRY.com

March 13, 2023

WV State Auditors' Office - [lgs@wvsao.gov](mailto:lgs@wvsao.gov), Attn: Shellie Humphries  
WV Joint Committee on Government & Finance - [drew.ross@wvlegislature.gov](mailto:drew.ross@wvlegislature.gov) and  
[steve.marsden@wvlegislature.gov](mailto:steve.marsden@wvlegislature.gov)  
WWACVB - [sgill@fulksandassociates.com](mailto:sgill@fulksandassociates.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 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 report to the WWSAO, the WV Joint Committee on Government & Finance, and the WWACVB 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.

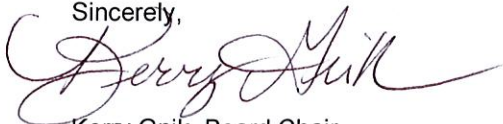
In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WWACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- 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.

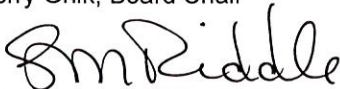
On behalf of the Board of Directors of the Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB), we respectfully submit the required information and confirm that VMCCVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Susan Riddle, President & CEO, at [Susan@VisitMountaineerCountry.com](mailto:Susan@VisitMountaineerCountry.com) or 304-292-5081 ext. 801 or me at [kgnik@cdec.org](mailto:kgnik@cdec.org) or 304-282-3699.

Sincerely,



Kerry Gnik, Board Chair



Susan Riddle, President & CEO

Attachments: Income statement (Jan 1, 2022- Dec 31, 2022), Balance sheet (Dec 31, 2022), Annual report (2022), and Annual audit (2022).

## Greater Morgantown Convention &amp; Visitors Bureau

## Profit &amp; Loss

03/25/23

January through December 2022

Accrual Basis

	<u>Jan - Dec 22</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
4000 · LODGING TAX INCOME	1,569,131.45
4400 · ADMINISTRATION DEPT - INCOME	264,770.56
<b>Total Income</b>	<u>1,833,902.01</u>
<b>Gross Profit</b>	1,833,902.01
<b>Expense</b>	
4600 · DEPRECIATION EXPENSE	20,809.00
6000 · FIXED EXPENSE	96,812.49
6100 · MARKETING EXPS	434,176.01
6200 · CONFERENCE & SPECIAL EVENTS	6,735.98
6300 · SALES DEPARTMENT	25,706.70
6400 · ADMINISTRATION EXP	139,962.18
6500 · CONFERENCES & PROF DEVELOPMENT	1,325.00
7000 · PERSONNEL EXPENSES	566,161.15
8000 · OTHER EXPENSE	414,943.23
<b>Total Expense</b>	<u>1,706,631.74</u>
<b>Net Ordinary Income</b>	<u>127,270.27</u>
<b>Net Income</b>	<u><u>127,270.27</u></u>

## Greater Morgantown Convention &amp; Visitors Bureau

## Balance Sheet

As of December 31, 2022

03/25/23

Accrual Basis

	Dec 31, 22
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 · CHECKING/SAVINGS	566,816.64
1050 · 005 PETTY CASH	50.00
<b>Total Checking/Savings</b>	566,866.64
<b>Accounts Receivable</b>	
1100 · ACCOUNTS RECEIVABLE	240.00
<b>Total Accounts Receivable</b>	240.00
<b>Other Current Assets</b>	
1200 · OTHER CURRENT ASSETS	218,728.00
<b>Total Other Current Assets</b>	218,728.00
<b>Total Current Assets</b>	785,834.64
<b>Fixed Assets</b>	
1300 · NONCURRENT ASSETS	151,641.35
1400 · RIGHT-OF-USE - OP LEASES, NET	469,668.00
<b>Total Fixed Assets</b>	621,309.35
<b>TOTAL ASSETS</b>	<b>1,407,143.99</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · ACCOUNTS PAYABLE	41,534.31
<b>Total Accounts Payable</b>	41,534.31
<b>Other Current Liabilities</b>	
2102 · PAYROLL LIABILITIES	78,330.78
2190 · OPERATING LEASE - CURRENT	76,005.00
<b>Total Other Current Liabilities</b>	154,335.78
<b>Total Current Liabilities</b>	195,870.09
<b>Long Term Liabilities</b>	
2200 · NONCURRENT LIABILITIES	404,708.00
<b>Total Long Term Liabilities</b>	404,708.00
<b>Total Liabilities</b>	600,578.09
<b>Equity</b>	
32000 · RETAINED EARNINGS	679,295.63
Net Income	127,270.27
<b>Total Equity</b>	806,565.90
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,407,143.99</b>



# VISIT MOUNTAINEER COUNTRY.com

Servicing Monongalia, Preston, and Taylor Counties

# ANNUAL REPORT 2022







## A Word from our President & CEO

### We laid the groundwork.

Over the past year, the Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB) has grown tremendously — both in numbers and in lessons learned. We are grateful to have welcomed four new full-time team members and will bring on a fifth in the new year. With the new staffing additions, we laid the groundwork for new opportunities to develop, market, and manage our destination more than ever before. Collectively, our team has more than 30 years of experience in the hospitality industry, and the passion we have for “wowing” our guests and serving up an “Almost Heavenly” experience is alive and well in Mountaineer Country.

### We embraced new challenges.

Never did we think we’d face some of the tasks we were challenged with in 2022. It’s not every day your destination gets the opportunity to bid to host the 2024 Olympic Diving Trials, but we did. And we turned around an impressive bid package in less than 27 days. We could not have done that without the help of our tourism partners who stand ready to make it happen.

### We welcome new ideas.

Looking forward to 2023, we are well positioned to accept new ideas, challenges, and opportunities as they come our way. If anything, 2022 has taught us that there is strength in numbers. Between increased staff, engaged local partners, eager visitors, large sports and events groups, we closed out another successful, wild and wonderful year in Mountaineer Country.

We will continue to build upon our successes, view challenges as opportunities, connect the dots locally, regionally, and statewide, and “WOW” every guest that steps foot in Mountaineer Country.

**Susan Riddle, President & CEO**  
**VISIT MOUNTAINEER COUNTRY.com**

## Board of Directors 2021-2022

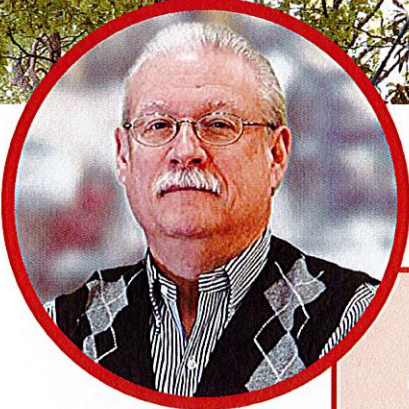
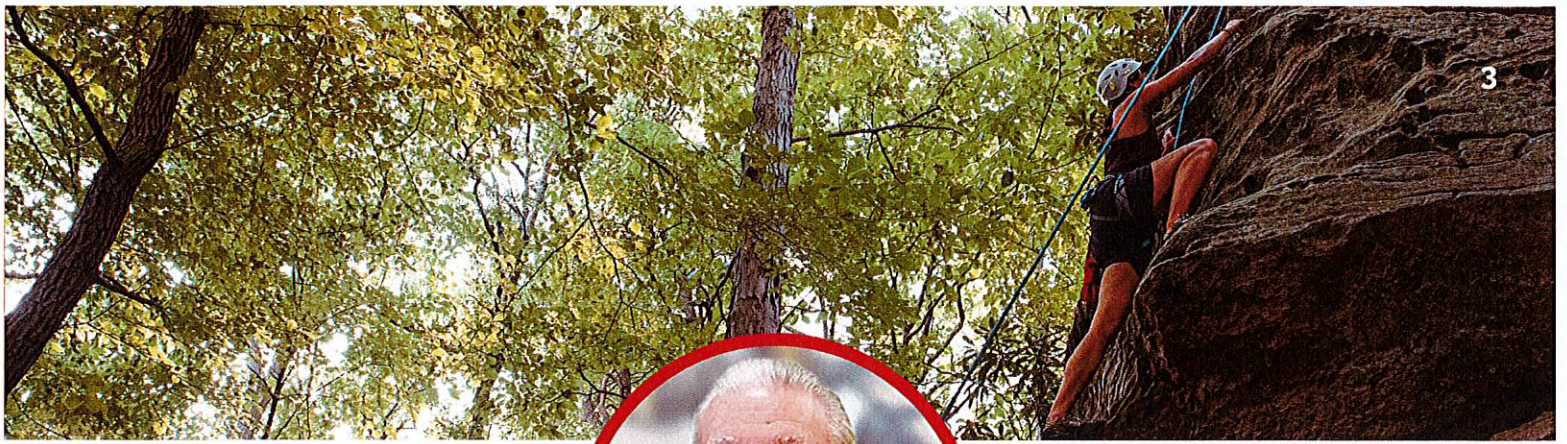
### EXECUTIVE COMMITTEE

Craig Walker, Chair  
 Kerry Gnik, Vice Chair  
 Aly Goodwin Gregg, Secretary  
 Alex Miller, Treasurer  
 Leah Carbone, Lodging Chair  
 Mark Cestari  
 Justin Reedy

### BOARD MEMBERS

Christian Miller  
 Don Smith  
 Robbie Baylor  
 Mark Nesselroad  
 Terry Jackson  
 Tom Bloom  
 Terri Cutright  
 Jean-Manuel Guillot  
 Steve Blinks  
 Russ Rogerson  
 Frank DeMarco  
 Bill Kaweck  
 Patty Lewis  
 Michael McGovern  
 Keli Zinn  
 Sheila Westfall





*"As the COVID-related impact to the hospitality industry subsided somewhat in 2022, the VMCCVB took the opportunity to fully re-engage with our partners throughout our community, region, and state to advance tourism. This was evidenced by the collective efforts to secure the bid for the 2024 U.S. Diving Olympic Trials. The entire greater Morgantown community and WVU rallied behind the Aquatic Center at Mylan Park, positioned it as a finalist to host the 2024 Olympic Diving Trials. And although we did not secure the event, we look forward to 2023 and beyond continuing to grow our great destination."*

**Craig Walker, 2022 Board Chair**

**"ONE MORE NIGHT..."**



**ONE MORE DOLLAR."**

**Mission Statement**

The Visit Mountaineer Country Convention and Visitors Bureau strives to increase the tourism economy by marketing and selling the destination to our guests by "wowing" them and encouraging them to stay one more night and spend one more dollar.

**2022 Staff Members**



**JENAH BAKER**  
Visitors Services Coordinator



**KATHRYN CARTER**  
Destination Development Coordinators



**STELLA HEHNLY**



**JOE VESSECCHIA**  
Operations Manager



**TAMI WOOD**  
Group Sales Manager



**HANNAH WILLIAMS**  
Marketing Manager

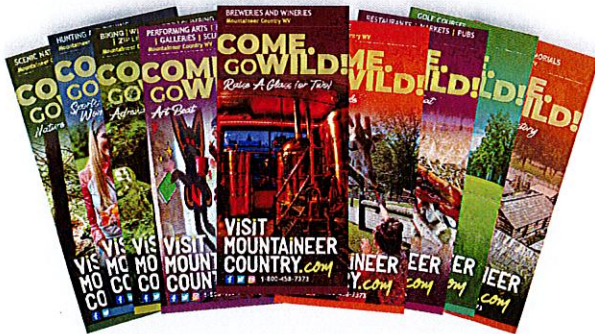




## 2022 Marketing Campaign

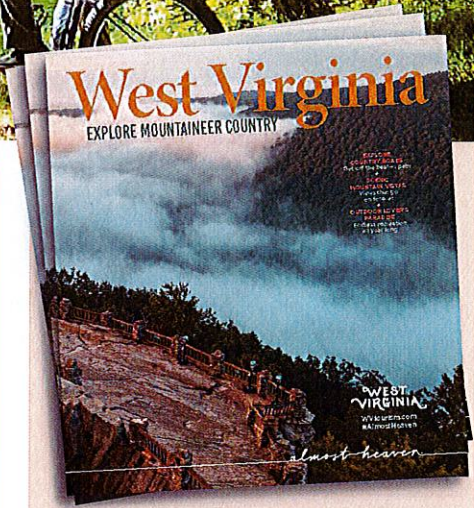
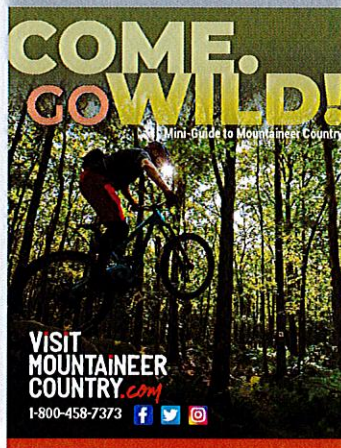
# COME. GO WILD!

The 2022 "Come. Go Wild!" campaign speaks to the increased activity surrounding the outdoor recreation community, specifically mountain biking. The messaging and design tells the vibrant story of Mountaineer Country's unlimited adventures.



**Nature Calls • Sportsman's Paradise  
Adrenaline Rush • Art Beat  
Raise a Glass • Family Style  
All You Can Eat • It's Tee Time  
Living History**

- 9** Rack Cards
- 2** Videos
- 1** Landing Page
- 1** Mini Guide
- 1** T-shirt Design

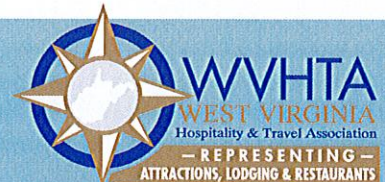


## Mountaineer Country Regional Guide

Through the West Virginia Department of Tourism's (WVDT) Cooperative Advertising Program, the VMCCVB collaborated with other Mountaineer Country CVBs to tell the story of our country roads, mountain vistas, and unrivaled culture.

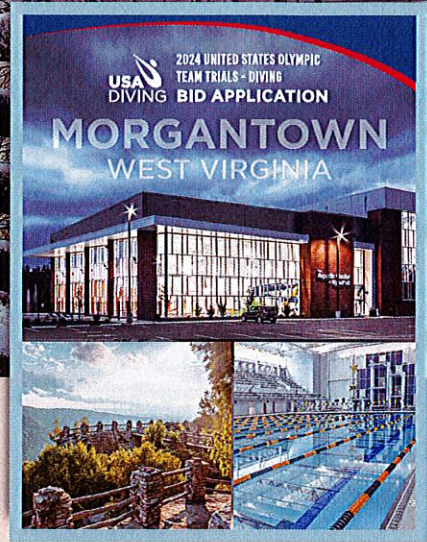
This guide features key businesses, activities, and destinations from the seven-county Mountaineer Country Region — Monongalia, Preston, Taylor, Marion, Harrison, Barbour, and Doddridge.

## 2022 Memberships



Mon River Rail to Trails Conservancy • The Morgantown Area Partnership • WV Botanic Garden at Tibbs Run Preserve  
Main Street Morgantown • Spark! Imagination Science Center • WV Landtrust • Friends of the Cheat  
Arthurdale Heritage • Preston County Chamber of Commerce • Preston County Parks and Recreation Commission  
Anna Jarvis Foundation • Taylor County Historical & Genealogical Society, Inc. • Marion County Chamber of Commerce  
Prickett's Fort Foundation • National Rail to Trail Conservancy • Public Relations Society of America  
National Scenic Byway Association • Southeast Tourism Society • WV Fairs and Festivals • WV Humanities Council  
Harrison County Chamber of Commerce • Destinations International • Civil War Trails





## Shift Toward Destination Development Positioning Mountaineer Country to Win

With a focus on growing and supporting the entire destination of Mountaineer Country, the VMCCVB re-positioned to address and lead larger hospitality and tourism initiatives, starting with its organizational structure.

The VMCCVB created two **Destination Development Coordinator** positions for "boots on the ground" engagement. These coordinators are key for stimulating community engagement with partners and locals alike.

The **Goodwill City Ambassador Program** moved under the VMCCVB's umbrella and continues to provide hospitality at WVU football games and other large events in the area.



Event recruitment and support was a priority in many forms throughout the year, including administering the **Monongalia County Tourism Advancement Fund (MCTAF)** and the **Morgantown Event Advancement Fund (MEAF)**, traffic coordination for large event weekends, sales tools to showcase our destination/facilities to meeting planners, and bid packages for major events such as the 2024 Olympic Diving Trials.

**Destination marketing**, or the combination of advertising and sales, continued to be a key focus in 2022. The VMCCVB continued to grow its marketing intern program, secured and utilized tools to track and trend data for the region, attended sales conferences to recruit group travel to the area, and participated in the WVDOT's Cooperative Advertising Program to obtain regional, strategic advertising opportunities.

As an additional layer of "connecting the dots," the VMCCVB opened its office space to the **Arts Council of Greater Morgantown (ACGM)** and the **Mountaineer Trail Network Recreation Authority (MTNRA)**, two tourism partner organizations that contribute to the VMCCVB's goals.

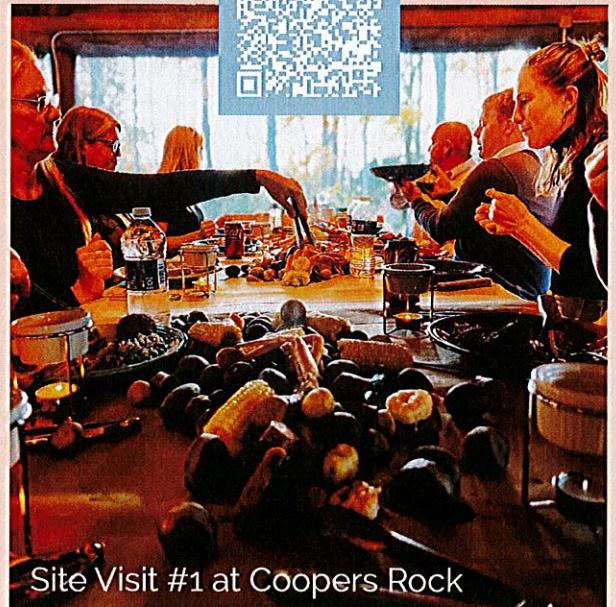
**MOUNTAINEER COUNTRY PROVIDES AN "ALMOST HEAVENLY" EXPERIENCE.**

## 2024 Olympic Diving Trials Bidding Process

**66 Pages • 27 Days • 1 Goal**

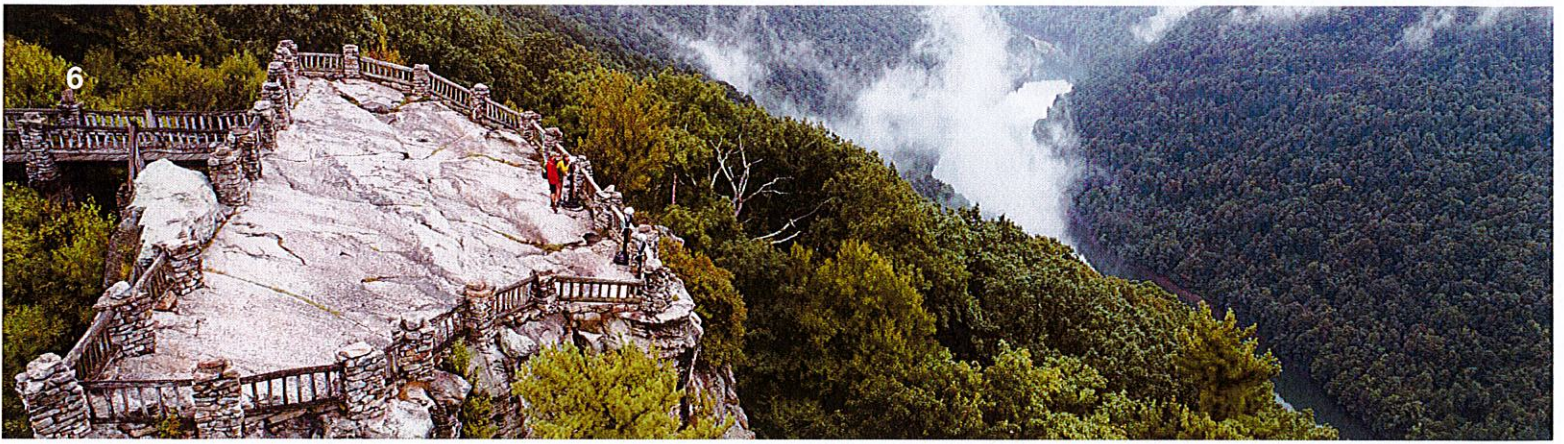
The highlight of 2022 was working with our partners at Mylan Park, West Virginia University (WVU), the West Virginia Department of Tourism (WVDT), and the Governor's Office to pull together a one-of-a-kind bid package to host USA Diving's 2024 Olympic Diving Trials in less than a month. Along with the package, USA Diving was hosted for two site visits for this event and their Winter Nationals event in December 2022. Although we weren't awarded the bid, our destination is better prepared to pursue and attract other major tourism events in the future.

Scan for Full Bid Package:



Site Visit #1 at Coopers Rock





## Continuing Education & Conferences

- **JANUARY**  
Tourism Day at the WV Legislature
- **FEBRUARY**  
Hospitality U
- **MAY**  
WV Legislative Interims in Morgantown
- **SEPTEMBER**  
WV Governor's Conference
- **OCTOBER**  
WV State Auditors' Trainings
- **NOVEMBER**  
Travel South International Showcase
- **YEAR ROUND**  
Leadership Monongalia

## Compliance

The Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB), continues to be compliant with all state auditor's office requirements, as it has throughout the history of the organization.

### The Hotel/Motel Occupancy Tax requirements continuously met include:

- Having an office or visitors center open to the public;
- Employing a full-time executive director or President/CEO;
- Executing a marketing plan targeted 50 miles outside of the destination;
- Attracting and selling group conference business;
- Filing annual reports with all taxing authorities
- Conducting successful annual audits; &
- Receiving WVACVB accreditation since the process was established in 2006.

## By the Numbers

**480,615**  
Website Sessions  
Jan. 1 - Dec. 1, 2022

**47,000**  
Social Media Followers  
As of Dec. 1, 2022

**65,000**  
Active Leads  
As of Dec. 1, 2022



**5,667**  
App Downloads  
As of Dec. 1, 2022



**101**  
Mountaineer Deals  
As of Dec. 1, 2022

## In the News



Visit Mountaineer Country Voted

*"Best Convention and Visitors Bureau"*

West Virginia Living Magazine  
Winter Issue



These Appalachian Hills Are at Their Best in the Fall

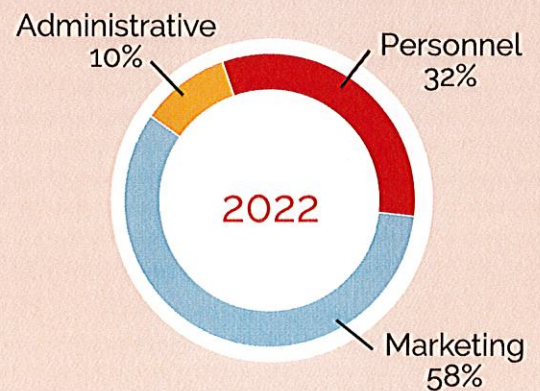
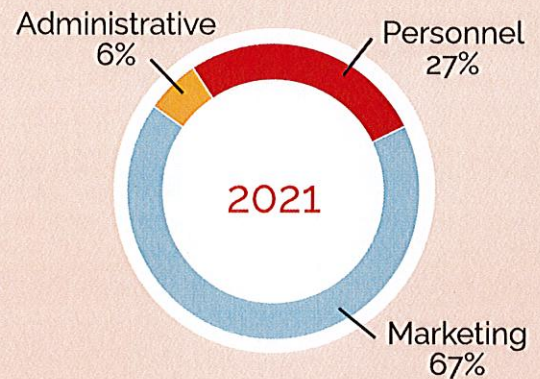
By Jared Ranahan  
September 29, 2022



## Financial Statement of Activities | December 31, 2021 and 2022

<u>ASSETS</u>		
	2022	2021
Current assets:		
Cash and cash equivalents	\$ 566,866	\$ 464,659
Prepaid expenses	18,594	22,919
Accounts receivable	200,374	224,725
Total current assets	785,834	712,303
Noncurrent assets:		
Property and equipment:		
Furniture and equipment	95,727	78,488
Leasehold improvements	193,204	193,204
Vehicles	20,764	20,764
Less: accumulated depreciation	(158,054)	(137,245)
Net property and equipment	151,641	155,211
Right-of-use assets - operating leases, net	469,668	-
Total noncurrent assets	621,309	155,211
Total assets	\$ 1,407,143	\$ 867,514
<u>LIABILITIES</u>		
Current liabilities:		
Accounts payable and accrued expenses	\$ 41,534	\$ 94,625
Accrued wages and compensated absences	21,891	20,681
Deferred revenue	56,440	72,912
Operating lease liability - current	76,005	-
Total current liabilities	195,870	188,218
Noncurrent liabilities:		
Operating lease liability - noncurrent	404,708	-
Total noncurrent liabilities	404,708	-
Total liabilities	600,578	188,218
Net assets:		
Net assets without donor restrictions	806,565	679,296
Total net assets	806,565	679,296
Total liabilities and net assets	\$ 1,407,143	\$ 867,514
Revenue and support:		
Hotel occupancy tax	\$ 1,569,132	\$ 1,391,217
Pass-through grant revenue	254,139	77,088
Paycheck protection program	-	68,146
Service revenue	-	155
Other revenue	10,336	494
Interest income	295	75
Total revenue and support	1,833,902	1,537,175
Expenses:		
Program services	1,559,879	1,040,311
Management and general	146,754	119,094
Total expenses	1,706,633	1,159,405
Change in net assets without donor restrictions	127,269	377,770
Net assets without donor restrictions - beginning of year	679,296	301,526
Net assets without donor restrictions - end of year	\$ 806,565	\$ 679,296

### YOY Performance



### Tourism Industry Best Practices

40% Marketing  
40% Personnel  
20% Administrative



## VMCCVB Tourism Partners

All Aboard Grafton  
American Bus Association  
Anna Jarvis Foundation  
Arthurdale Heritage, Inc.  
Arts Council of Greater Morgantown  
Brad and Alys Smith Outdoor  
Economic Development Collaborative  
City of Grafton  
City of Kingwood  
City of Morgantown  
City of Shinnston  
City of Westover  
Civil War Trails  
Friends of the Cheat  
Friends of the Robinson Grand  
Performing Arts Center  
Harrison County Chamber of Commerce  
Greater Bridgeport CVB  
Main Street Kingwood  
Main Street Morgantown  
Marion County CVB  
Marion County Chamber of Commerce  
Monongalia County Ballpark  
Morgantown Area Partnership  
Monongalia County Commission  
Monongalia County Lodging Properties  
Mon River Trails Conservancy  
Morgantown Area Paddlers  
Morgantown Municipal Airport  
Morgantown Farmers Market  
Mountaineer Trail Network  
Mylan Park Foundation  
Mylan Park Properties  
Preston County Chamber of Commerce  
Preston County Commission  
Preston County Lodging Properties  
Preston County Parks and Recreation  
Prickett's Fort Memorial Foundation  
Public Relations Society of America  
Rails-to-Trails Conservancy  
Southeast Tourism Society  
Taylor County Commission

Taylor County Historical and  
Genealogical Society  
Town of Bruceton Mills  
Town of Star City  
Town of Granville  
West Virginia Association of Convention and  
Visitors Bureaus  
West Virginia Association of Fairs  
and Festivals  
West Virginia Botanic Garden  
West Virginia Civil War Trails  
West Virginia Hospitality and Travel  
Association  
West Virginia Humanities Council  
West Virginia Department of Tourism  
WV Small Business Association  
WVU Alumni Association  
WVU Athletics  
WVU College of Business  
and Economics  
WVU Mountaineer  
Parents Club  
WVU Reed College  
of Media  
WVU Visitors Center  
WVU Libraries



For every dollar spent on tourism advertising, the state yields \$8 in state and local tax revenue and \$106 in direct traveler spending. Without this tourism-generated revenue, each household in West Virginia would have to pay an additional \$720 a year in state and local taxes.

Source: 2018 Dean Runyan Associates, "West Virginia Travel Impacts" Report

VISIT  
MOUNTAINEER  
COUNTRY.com



**GREATER MORGANTOWN CONVENTION  
& VISITOR'S BUREAU, INC.  
(d/b/a VisitMountaineerCountry.com)**

Audited Financial Statements

December 31, 2022 and 2021



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
DBA VISITMOUNTAINEERCOUNTRY.COM**

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Audited Financial Statements  
December 31, 2022 and 2021

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1300 Fort Pierpont Drive, Suite 102 • Morgantown, WV 26508  
Phone: 304.241.1267 • Fax: 304.241.1265

## **INDEPENDENT AUDITOR'S REPORT**

Board of Directors  
Greater Morgantown Convention and Visitor's Bureau, Inc.  
dba VisitMountaineerCountry.com  
Morgantown, West Virginia

### ***Opinion***

We have audited the financial statements of Greater Morgantown Convention and Visitor's Bureau, Inc. dba VisitMountaineerCountry.com ("the Organization"), which comprised the statements of financial position as of December 31, 2022 and 2021, and the related statements of activities and change in net assets, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as December 31, 2022 and 2021, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### ***Basis for Opinion***

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for one year after the date that the financial statements are issued.



***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit 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 Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

*Gray, Griffith & Mays, a.c.*

Morgantown, West Virginia  
March 10, 2023



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
DBA VISITMOUNTAINEERCOUNTRY.COM**

STATEMENTS OF FINANCIAL POSITION  
December 31, 2022 and 2021

<u>ASSETS</u>	<u>2022</u>	<u>2021</u>
Current assets:		
Cash and cash equivalents	\$ 566,866	\$ 464,659
Prepaid expenses	18,594	22,919
Accounts receivable	200,374	224,725
Total current assets	<u>785,834</u>	<u>712,303</u>
Noncurrent assets:		
Property and equipment:		
Furniture and equipment	95,727	78,488
Leasehold improvements	193,204	193,204
Vehicles	20,764	20,764
Less: accumulated depreciation	<u>(158,054)</u>	<u>(137,245)</u>
Net property and equipment	151,641	155,211
Right-of-use assets - operating leases, net	<u>469,668</u>	<u>-</u>
Total noncurrent assets	<u>621,309</u>	<u>155,211</u>
Total assets	<u>\$ 1,407,143</u>	<u>\$ 867,514</u>
 <u>LIABILITIES</u> 		
Current liabilities:		
Accounts payable and accrued expenses	\$ 41,534	\$ 94,625
Accrued wages and compensated absences	21,891	20,681
Deferred revenue	56,440	72,912
Operating lease liability - current	<u>76,005</u>	<u>-</u>
Total current liabilities	195,870	188,218
Noncurrent liabilities:		
Operating lease liability - noncurrent	<u>404,708</u>	<u>-</u>
Total noncurrent liabilities	404,708	-
Total liabilities	<u>600,578</u>	<u>188,218</u>
Net assets:		
Net assets without donor restrictions	<u>806,565</u>	<u>679,296</u>
Total net assets	806,565	679,296
Total liabilities and net assets	<u>\$ 1,407,143</u>	<u>\$ 867,514</u>

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



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
DBA VISITMOUNTAINEERCOUNTRY.COM**

**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS**  
For the Years Ended December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
Revenue and support:		
Hotel occupancy tax	\$ 1,569,132	\$ 1,391,217
Pass-through grant revenue	254,139	77,088
Paycheck protection program	-	68,146
Service revenue	-	155
Other revenue	10,336	494
Interest income	295	75
Total revenue and support	<u>1,833,902</u>	<u>1,537,175</u>
Expenses:		
Program services	1,559,879	1,040,311
Management and general	<u>146,754</u>	<u>119,094</u>
Total expenses	<u>1,706,633</u>	<u>1,159,405</u>
Change in net assets without donor restrictions	127,269	377,770
Net assets without donor restrictions - beginning of year	<u>679,296</u>	<u>301,526</u>
Net assets without donor restrictions - end of year	<u>\$ 806,565</u>	<u>\$ 679,296</u>

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



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.**  
**DBA VISITMOUNTAINEERCOUNTRY.COM**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
For the Year Ended December 31, 2022

	Program Services	Management and General	Fundraising	Total
<b>Expenses:</b>				
Marketing	\$ 487,294	\$ -	\$ -	\$ 487,294
Salaries and wages	413,687	68,817	-	482,504
Pass-through grant expense	254,139	-	-	254,139
Database and website	64,745	11,158	-	75,903
Rent	77,827	13,412	-	91,239
Employee benefits	23,505	4,051	-	27,556
Promotional items and events	88,534	-	-	88,534
Payroll taxes and related	31,605	5,447	-	37,052
Professional fees	-	23,442	-	23,442
Office expense	40,813	7,034	-	47,847
Dues, subscriptions and memberships	27,303	4,705	-	32,008
Telephone and utilities	12,426	2,141	-	14,567
Insurance	4,755	819	-	5,574
Travel	4,273	736	-	5,009
Postage and shipping	2,893	498	-	3,391
Bank and merchant service fees	383	66	-	449
Conferences, conventions and meetings	7,220	1,244	-	8,464
Continuing education and training	727	125	-	852
	<u>1,542,129</u>	<u>143,695</u>	<u>-</u>	<u>1,685,824</u>
Total expense before depreciation and amortization				
Depreciation and amortization	17,750	3,059	-	20,809
Total expenses	<u>\$ 1,559,879</u>	<u>\$ 146,754</u>	<u>\$ -</u>	<u>\$ 1,706,633</u>

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



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.**  
**DBA VISITMOUNTAINEERCOUNTRY.COM**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
For the Year Ended December 31, 2021

	Program Services	Management and General	Fundraising	Total
Expenses:				
Marketing	\$ 427,087	\$ -	\$ -	\$ 427,087
Salaries and wages	247,426	45,697	-	293,123
Pass-through grant expense	77,088	-	-	77,088
Database and website	63,114	10,877	-	73,991
Rent	63,143	10,882	-	74,025
Employee benefits	8,194	1,412	-	9,606
Promotional items and events	44,077	-	-	44,077
Payroll taxes and related	19,599	3,377	-	22,976
Professional fees	-	31,238	-	31,238
Office expense	21,728	3,744	-	25,472
Dues, subscriptions and memberships	21,823	3,761	-	25,584
Telephone and utilities	8,577	1,478	-	10,055
Insurance	8,067	1,390	-	9,457
Travel	1,274	220	-	1,494
Postage and shipping	6,026	1,039	-	7,065
Bank and merchant service fees	617	106	-	723
Conferences, conventions and meetings	2,420	417	-	2,837
Continuing education and training	1,454	251	-	1,705
	<u>1,021,714</u>	<u>115,889</u>	<u>-</u>	<u>1,137,603</u>
Total expense before depreciation and amortization				
Depreciation and amortization	18,597	3,205	-	21,802
Total expenses	<u>\$ 1,040,311</u>	<u>\$ 119,094</u>	<u>\$ -</u>	<u>\$ 1,159,405</u>

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



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
DBA VISITMOUNTAINEERCOUNTRY.COM**

**STATEMENTS OF CASH FLOWS**

For the Years Ended December 31, 2022 and 2021

	<u>2022</u>	<u>2021</u>
Cash flows from operating activities:		
Change in net assets	\$ 127,269	\$ 377,770
Adjustments to reconcile change in net assets to net cash from operating activities:		
Depreciation	20,809	21,802
Change in:		
Accounts receivable	24,351	(96,201)
Prepaid expenses	4,325	(22,919)
ROU - operating lease assets	54,664	-
Accounts payable and accrued expenses	(53,091)	(5,838)
Accrued wages and compensated absences	1,210	7,619
Deferred revenue	(16,472)	72,912
Operating lease liability	<u>(43,619)</u>	<u>-</u>
Net cash provided by operating activities	<u>119,446</u>	<u>355,145</u>
Cash flows from investing activities:		
Additions to fixed assets	<u>(17,239)</u>	<u>-</u>
Net cash used in investing activities	<u>(17,239)</u>	<u>-</u>
Net change in cash	102,207	355,145
Cash and cash equivalents - beginning of year	<u>464,659</u>	<u>109,514</u>
Cash and cash equivalents - end of year	<u>\$ 566,866</u>	<u>\$ 464,659</u>

**SUPPLEMENTAL DISCLOSURE OF CASH FLOW  
INFORMATION:**

Right-of-use assets obtained in exchange for lease liabilities	<u>\$ 524,332</u>	<u>\$ -</u>
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The accompanying notes are an integral part of these financial statements.



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
DBA VISITMOUNTAINEERCOUNTRY.COM**

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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

**1 – ORGANIZATION AND NATURE OF BUSINESS**

Greater Morgantown Convention and Visitor's Bureau, Inc. (dba VisitMountaineerCountry.com) (the Organization) was incorporated as a Not-For-Profit Organization in the state of West Virginia in June 1985. The Organization's primary function is to advance, stimulate and promote tourism, conventions, conferences, exhibits and visitors to Monongalia, Preston and Taylor Counties, West Virginia. Primary funding for this function is provided by the Hotel Occupancy Tax enacted by the West Virginia Legislature.

**2 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

***Basis of Accounting***

The accompanying financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America whereby revenue is recognized when earned and expenses are recognized when incurred.

***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 reported amounts of assets and liabilities and disclosures of any contingent assets and liabilities at the date of the financial statements. Such estimates also affect the reported amounts of revenues and expenses during the reporting period. Accordingly, actual results may differ from these estimates.

***Cash and Cash Equivalents***

Cash and cash equivalents consist of cash in checking accounts held in several local financial institutions. The Organization considers all highly liquid investments with a remaining maturity date of three months or less at the time of purchase to be cash equivalents.

***Accounts Receivable***

Accounts receivable consist of hotel lodging tax funds due to the Organization, under the West Virginia State Code. Management uses historical performance indicators and other available data to record an estimate of the amount of accounts receivable at year-end. The Organization has evaluated the collectability of accounts receivable and has determined that no allowance was deemed necessary for the years ending December 31, 2022 and 2021. The amount of hotel occupancy tax receivable as of December 31, 2022 and 2021 was \$200,374 and \$224,725, respectively.

See accompanying independent auditor's report.



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

***Property and Equipment***

Purchases of property and equipment are capitalized at cost. Donated assets are capitalized at the estimated fair value at the date of receipt. The Organization capitalizes purchased or donated property and equipment based on an assessment of the individual asset's useful life and cost of fair value. Depreciation is computed using the straight-line method over the estimated useful lives of the assets, ranging from 3 to 5 years. Non-capital expenditures for repairs and maintenance are charged to expense in the year the expense is incurred.

***Net Assets***

Net assets, revenue, gains, and losses are classified on the existence or absence of donor or grantor-imposed restrictions. The Organization's net assets and changes therein are classified and reported as follows:

*Net assets without donor restrictions:* represent net assets available for use in general operations and not subject to donor restrictions.

*Net assets with donor restrictions:* represent resources whose use is limited by donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates that resources be maintained in perpetuity. Donor-imposed restrictions are released when a restriction expires, that is, when the stipulated time has elapsed, when the stipulated purpose for which the resource was restricted has been fulfilled, or both. As of December 31, 2022 and 2021, there were no donor restricted net assets.

***Advertising Revenue***

Advertising revenue is recognized in the period in which the advertising is provided. Advertising revenue received in advance of the period provided is recorded as deferred revenue.

***Hotel Occupancy Tax***

The Organization recognizes contributions when cash, securities, or other assets; or an unconditional promise to give is received. Conditional promises to give – that is, those with a measurable performance or other barrier and a right of return – are not recognized until the conditions on which they depend have been met. There were no conditional contributions at December 31, 2022 and 2021.

Under West Virginia tax code, for every night of lodging utilized in the counties of Monongalia, Preston, and Taylor, lodging guests are required to pay a hotel occupancy tax to the hotel operator. This tax is added to the consideration paid for the use and occupancy of the hotel room and shall be collectible as such by the hotel operator. The amount of the tax varies from county to county. All taxes collected pursuant to the provisions of the West Virginia state tax code shall be deemed to be held in trust by the hotel until those taxes have been remitted to the taxing authority. The county or municipality that has collected the tax is then required to expend at least 50 percent of

See accompanying independent auditor's report.



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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

the hotel occupancy tax received for the promotion of conventions and tourism. These amounts are then remitted to the Organization. The Organization views the night of lodging as the triggering event for recognizing revenue, as an unconditional contribution.

Management views hotel occupancy tax revenues as having met the criteria for unconditional contribution accounting and records revenue when the Organization is notified of the unconditional promise to give.

***Revenue Recognition – Grant Revenue***

Grant revenue is earned based on the nature of the grant. When grant support is received it is deferred by the Organization until the Organization has satisfied the grant requirements with respect to the terms and conditions of the grant agreement. All grant support received by the Organization requires specific actions to be taken and when the Organization satisfied the terms of the grant it recognizes revenue for the particular grant. The Organization records its remaining obligation under grant agreements as deferred revenue.

***Advertising Expense***

The Organization expenses advertising costs in the period incurred.

***Income Taxes***

For Federal tax purposes, the Organization is an exempt organization under Section 501(c)(6) of the Internal Revenue Code and was determined not to be a private foundation by the Internal Revenue Service; however, the Organization remains subject to tax on any business income unrelated to its tax-exempt purpose. For the years ending December 31, 2022 and 2021, the Organization was not subject to unrelated business income tax and did not file Form 990-T to report unrelated business taxable income.

The Organization's Form 990, *Return of Organization Exempt from Income Tax* for the prior three (3) years are open to audit by the Internal Revenue Service.

***Functional Allocation of Expenses***

The cost of program and supporting services activities have been summarized on a functional basis in the statements of activities. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Certain expenses are charged to program or supporting services as incurred. Allocated expenses were charged on the basis of estimates of time and effort or other statistical basis.



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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

***Leases***

The Organization is a lessee in multiple non-cancelable operating leases. If the contract provides the Organization the right to substantially all the economic benefits and the right to direct the use of the identified asset, it is considered to be or contain a lease. Right-of-use (ROU) assets and lease liabilities are recognized at the lease commencement date based on the present value of the future lease payments over the expected lease term. ROU assets are also adjusted for any lease prepayments made, lease incentives received, and initial direct costs incurred.

Lease liabilities are initially and subsequently recognized based on the present value of their future lease payments. Variable payments are included in the future lease payments when those payments depend on an index or a rate. Increases (decreases) to variable payments due to subsequent changes in an index or rate are recorded as variable lease expense (income) in the future period in which they are incurred.

ROU assets for operating leases are subsequently measured throughout the lease term at the amount of the remeasured lease liability (i.e., present value of the remaining lease payments), plus unamortized initial direct costs, plus (minus) any prepaid (accrued) lease payments, less the unamortized balance of the lease incentives received and any impairment recognized.

The Organization has elected the short-term lease exemption for all leases with a term of 12 months or less for both existing and ongoing operating leases to not recognize the asset and liability for these leases. Lease payments for short-term leases are recognized on a straight-line basis.

The Organization has elected to use the practical expedient to not separate lease and non-lease components for real estate and office equipment leases.

Right-of-use assets and liabilities as of December 31, 2022, are presented as separate line items on the Organization's statement of financial position

***Accounting Pronouncements Recently Adopted***

Effective January 1, 2022, the Organization adopted the provisions of FASB ASC Topic 842 (ASU 2016-02), *Leases*. ASC 842 requires that a lease liability and related right-of-use asset representing the lessee's right to use or control the asset be recorded on the statement of financial position upon commencement of all leases, except for those with a lease term of twelve months or less. Leases are classified as either finance or operating leases. The Organization has elected to record in its financial statements the effect of FASB ASC 842 as of the beginning of the year of adoption, which is January 1, 2022.



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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

**3 – CONCENTRATION OF RISK**

The Organization maintains its cash accounts in financial institutions located in West Virginia. The balances are insured by the Federal Deposit Insurance Corporation up to \$250,000. The Organization's cash balances at various times throughout the year may be in excess of amounts insured; however, the Organization monitors its cash balances thereby mitigating its exposure to concentrations of credit risk.

The Organization receives a significant amount of support from hotel occupancy taxes. A loss or substantial reduction in this funding may have a significant impact on the Organization's operations and ability to carry out its mission and major programs.

**4 – LINE-OF-CREDIT**

During year ending December 31, 2022, the Organization maintained a variable rate revolving line-of-credit (Line) at a local bank with a maximum available principal of \$200,000, secured by all the Organization's assets. The Line provided for interest at 1% over the highest prime rate at major U.S. money center banks as published in the money rate section of the Wall Street Journal. There was no outstanding principal on this Line at December 31, 2022 and 2021. This Line is open with no stated maturity date.

**5 – LIQUIDITY AND AVAILABILITY**

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of the balance sheet date, comprise the following at December 31:

	<u>2022</u>	<u>2021</u>
Cash and cash equivalents	\$ 566,866	\$ 464,659
Accounts receivable	<u>200,374</u>	<u>224,725</u>
	<u>\$ 767,240</u>	<u>\$ 689,384</u>

As part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, future planned program funding allocations and other obligations come due.

See accompanying independent auditor's report.

**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

**6 – OPERATING LEASES**

The Organization leases certain office space and equipment and various terms under long-term non-cancelable operating lease agreements. The leases expire at various dates through 2025.

The weighted average discount rate is based on the Organization's estimated incremental borrowing rate. The incremental borrowing rate is estimated using the Organization's applicable borrowing rates and the contractual lease term.

The lease payments used to determine the lease liability and right-of-use assets include residual value guarantees the Organization is probable of paying at the termination of the lease, if any amount has been specified in the lease agreements.

**Reported under FASB ASC 842 – year ended December 31, 2022**

**Lease Cost**

	<u>2022</u>
Operating lease cost	\$ 76,008

**Cash Flow Items**

	<u>2022</u>
Cash paid for amounts included in the measurement of lease liabilities	
Operating cash flows from operating leases	\$ 43,619
Right-of-use assets obtained in exchange for lease liabilities	
Operating leases	\$ 524,332

**Weighted-Average Information**

	<u>2022</u>
Weighted-average remaining lease term in years	1.80
Weighted-average discount rate	6.50%

**Future Minimum Lease Payments**

<u>December 31,</u>	
2023	\$ 76,005
2024	78,889
2025	92,980
2026	91,332
Thereafter	<u>258,774</u>
Total lease payments	597,980
(Less interest)	<u>(117,267)</u>
Present value of lease liabilities	<u>\$ 480,713</u>

See accompanying independent auditor's report.



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

**Reported under FASB ASC 840 – year ended December 31, 2021**

The Organization leases office space in Morgantown, West Virginia under an operating lease. Office lease expense under this lease agreement totaled \$74,025 for the year ending December 31, 2021. Future minimum lease payments under the remaining office lease agreement are as follows:

2022	\$	74,025
2023		74,025
2024		<u>61,688</u>
	\$	<u>209,738</u>

The Organization also leases office equipment under an operating lease, which started in September 2020. The lease calls for 63 monthly payments of approximately \$165 per month. Total lease expense for the leased office equipment was \$2,938 for the year ended December 31, 2021, respectively. Expected minimum lease payments under this agreement are as follows for years ending 31:

2022	\$	1,977
2023		1,977
2024		1,977
2025		<u>165</u>
	\$	<u>6,096</u>

**7 – RETIREMENT PLAN**

The Organization sponsors a savings incentive match plan for employees of small employers (SIMPLE Plan) under Section 408(p) of the Internal Revenue Code. All employees who have received at least \$5,000 in compensation during any two (2) preceding calendar years, and who are reasonably expected to receive \$5,000 in compensation during the current year are eligible to participate the SIMPLE Plan. For each calendar year, the Organization will contribute a matching contribution to each eligible employee's SIMPLE IRA equal to the employee's salary reduction contributions up to a limit of 3% of the employee's compensation for the calendar year. The Organization contributed \$11,518 and \$5,033 to the SIMPLE Plan during years ended December 31, 2022 and 2021, respectively.

See accompanying independent auditor's report.

**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

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**8 – COMPENSATED ABSENCES**

Compensated absences is included in these financial statements at the employee's current hourly rate at year-end. In accordance with FASB Codification Section 710 *Compensation*, amounts accrued for future absences include amounts that are attributable to the employees' services already rendered and those for which the employer has an obligation to make payment even if an employee is terminated. At December 31, 2022 and 2021, the compensated absences balance was \$10,777 and \$16,853, respectively and is included in accrued wages and compensated absences in the statement of financial position.

**9 – COVID-19**

During the years ended December 31, 2022 and 2021, the spread of COVID-19 has severely impacted many local economies around the globe. The duration and impact of the COVID-19 pandemic remains unclear at this time. It is not possible to reliably estimate the duration and severity of these consequences, as well as their impact on the financial position and results of the Organization for future periods.

**10 – CARES ACT FUNDING**

On January 19, 2021, the Organization received loan proceeds in the amount of \$68,150 under the Paycheck Protection Program ("PPP"). Established as part of the Coronavirus Aid, Relief and Economic Security Act ("CARES Act"), the PPP provides for loans to qualifying businesses in amounts up to 2.5 times the business's average monthly payroll expenses. PPP loans and accrued interest are forgivable after a "covered period" (8 or 24 weeks) as long as the borrower maintains its payroll levels and uses the loan proceeds for eligible purposes, including payroll, benefits, rent, and utilities. The forgiveness amount will be reduced if the borrower terminates employees or reduces salaries during the covered period. Any unforgiven portion of a PPP loan is payable over two or five years at an interest rate of 1%, with a deferral of payments for 10 months after the end of the covered period. The Organization used PPP loan proceeds for purposes consistent with the PPP and applied for forgiveness within 10 months of the end of the covered period. This loan was fully forgiven during the year ended December 31, 2021, and the full amount has been recognized as revenue in the statement of activities and changes in net assets.

**11 – CONTINGENCIES**

In the normal course of business, the Organization may be involved in litigation. The Organization is not a party to any litigation, which management believes could result in any judgements that would have a material adverse effect on its financial position, liquidity, or results of future operations.

See accompanying independent auditor's report.



**GREATER MORGANTOWN CONVENTION AND VISITOR'S BUREAU, INC.  
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NOTES TO FINANCIAL STATEMENTS  
December 31, 2022 and 2021

**12 – SUBSEQUENT EVENTS**

The Organization has evaluated events and transactions occurring after December 31, 2022 through the date of the Auditor's Report, which is the date the financial statements were available to be issued.

On February 15, 2023, the Organization acquired two vehicles through financing agreements. The promissory notes total \$72,780, bear interest at 6.91%, and mature on February 15, 2028.