

March 30, 2022

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries
WV Joint Committee on Government & Finance – drew.ross@wvlegislature.gov and
steve.marsden@wvlegislature.gov
WVACVB – 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 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 Grant County Convention and Visitors Bureau, we respectfully submit the required information and confirm that Grant County CVB is in full compliance with all WV Code 7-18-13 requirements or is working toward them. We have registered to apply for accreditation this term. We were accredited in 2017-2020. We were without a director from July-September of 2020 and a new Executive Director was hired in September of 2020. This did not allow time to apply for accreditation. Between having a new Executive Director and COVID issues we did not have a financial review or audit during that time. We do have a review scheduled to occur in May of 2022 to submit with our application for accreditation.

If you have any questions, please contact either Carla Kaposy, Executive Director, at ckaposy@gmail.com or 304-257-9266, or Suzanne Park, Board President, at 304-844-0123 or suzannepark1@gmail.com.

Sincerely,

Suzanne Park, Board Chair
Carla Kaposy, Executive Director

Attachments: Cover Letter, Income statement (Jan 1, 2021 – Dec 31, 2021), Budget vs. Actual (2021), Balance sheet (Dec 31, 2021), and Annual report (2021).

Grant County Convention & Visitor's Bureau

Profit and Loss

January - December 2021

	Total
Revenue	
City Hotel/Motel Tax	8,724.79
County Hotel/Motel Tax	126,044.51
Grants Received	3,773.21
Mis Income	
Rent Received From Chamber of C	1,200.00
Total Mis Income	\$ 1,200.00
Sales	
Sponsorship	550.00
Store Sales	2,674.41
Credit Card Sales	58,745.61
Total Store Sales	\$ 61,420.02
Total Revenue	\$ 201,796.05
Cost of Goods Sold	
Cost of Goods Sold	28,894.55
Total Cost of Goods Sold	\$ 28,894.55
Gross Profit	\$ 172,901.50
Expenditures	
Community Involvement	500.00
Contractor Services	21.88
Professional Accounting Fees	5,100.00
Total Contractor Services	\$ 5,121.88
Depreciation Expense	995.00
Event Costs	250.00
Interest/Late Fees	346.95
Internet	1,869.45
Meal and Entertainment	100.49
Operation Expense	
Advertising	37,138.01
Charge Card Expense	1,459.78
Computer-Software	3,290.44
Electric	4,543.80
Heating Fuel	102.65
Inspection	325.37
Insurance Liability	2,155.04
License Expense	650.00
Magazine Subscription	211.00
Membership Dues	1,930.00
Office Supplies	1,451.56
Performers for Event	2,550.00
Repairs	187.13

Grant County Convention & Visitor's Bureau
Profit and Loss
January - December 2021

	Total
Stamps	109.65
Store Supplies	1,721.75
Tech Support	49.00
Website	753.03
Total Operation Expense	\$ 58,628.21
Pay Consignor's	14,824.23
Payroll Expenses	47.67
Taxes	4,536.78
Wages	53,492.97
Total Payroll Expenses	\$ 58,077.42
Reimbursements	798.49
State Sales Tax	3,006.49
Telephone	912.16
VISTA Service	7,500.00
Total Expenditures	\$ 152,930.77
Net Operating Revenue	\$ 19,970.73
Other Revenue	
CD Income	817.70
Other Income	12,335.65
Total Other Revenue	\$ 13,153.35
Net Other Revenue	\$ 13,153.35
Net Revenue	\$ 33,124.08

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**GRANT COUNTY CONVENTION & VISITOR BUREAU
2021 REVENUE & EXPENSES**

	1st Quarter Jan-Mar	2nd Quarter Apr-Jun	3 Quarter Jul-Sept	4th Quarter Oct-Dec	Actual Year to Date	Year to Date Budget Amount
					Total Revenue Year to Date	Jan-Dec Budget Amount
Revenue						
Grant County Tax	18,975.94	32,965.40	41,612.34	32,490.83	126,044.51	80,000.00
City of Petersburg Tax	524.58	3,302.22	2,955.21	1,942.78	8,724.79	10,000.00
SSD Store Sales	4,127.06	12,553.48	16,477.94	28,445.06	61,603.54	53,621.50
Other	12,837.79	5,023.87	509.14	205.76	18,576.56	
Total Revenue	36,465.37	53,844.97	61,554.63	63,084.43	214,949.40	143,621.50

**Total Spent
Year to Date**

OPERATIONAL EXPENSES:

Employee Salary+PR Taxes/W Comp	12,190.87	15,553.44	13,172.81	17,060.30	57,977.42	54,601.50
					0.00	
Professional Services						
Accounting	1,200.00	1,200.00	1,300.00	1,400.00	5,100.00	4,920.00
Legal						
Other & Depreciation			325.37	995.00	1,320.37	
Facilities						
Rent						
Utilities	1,431.08	952.38	1,292.72	970.27	4,646.45	6,500.00
Repairs/Maintenance	117.19	69.94			187.13	2,000.00
Insurance						
Directors & Officers						
General Liability	1,082.04			1,073.00	2,155.04	1,600.00
Office						
Telephone/Internet	510.25	829.14	914.48	527.74	2,781.61	2,000.00
WV Filing Fees		650.00			650.00	600.00
Postage			9.20	23.15	32.35	500.00
Supplies (paper, toner, etc)	877.95	629.86	113.97	181.20	1,802.98	4,000.00
Equipment & Software	577.99	200.63	2,206.42	354.40	3,339.44	1,000.00

	1st Quarter Jan-Mar	2nd Quarter Apr-Jun	3 Quarter Jul-Sept	4th Quarter Oct-Dec	Actual Year to Date	Year to Date Budget Amount
Other Operational Expenses						
Dues/Membership	775.00	155.00	51.00	7,536.00	8,517.00	1,600.00
Education & Travel:						
Conventions/Educ - Director/Board				100.49	100.49	2,000.00
Other Travel					0.00	
Board Expense-In Svs/Accrediton Exp					0.00	

ESTIMATED NON-OPERATIONAL/PROGRAM EXPENSES

Community Programs						
Advertising	3,415.00	14,385.40	14,882.88	5,390.82	38,074.10	21,000.00
Store Costs	10,655.37	10,010.83	11,351.71	18,069.99	50,087.90	37,300.00
Donations to Community	500.00				500.00	
General Advertising					0.00	
WVTO Co-op Advertising						
Community Ads						
Contracted Advertising						
PH Regional Advertising						
RH5 Cooperative Advertising						
Civil War Trail Markers				1,000.00	1,000.00	1,000.00
Printing/Production					0.00	
Marketing Services & Contracts						
Website	38.14	695.82	19.07		753.03	
Performers		1,650.00	600.00	550.00	2,800.00	3,000.00
Photography					0.00	
Out of Budget/Contingencies						
TOTAL MARKETING/PROGRAM EXPENSES	14,608.51	26,742.05	26,853.66	25,010.81	93,215.03	62,300.00
TOTAL PAYROLL EXPENSES	12,190.87	15,553.44	13,172.81	17,060.30	57,977.42	54,601.50
TOTAL OPERATING EXPENSES	6,571.50	4,686.95	6,213.16	13,161.25	30,632.86	26,720.00
TOTAL EXPENSES	33,370.88	46,982.44	46,239.63	55,232.36	181,825.31	143,621.50
NET INCOME	3,094.49	6,862.53	15,315.00	7,852.07	33,124.09	0.00

Grant County Convention & Visitors Bureau

Statement of Financial Position/Balance Sheet

As of December 31, 2021

	Total
ASSETS	
Current Assets	
Bank Accounts	
Convention & Visitor Bureau	47,708.39
South Side Depot	57,919.02
Total Bank Accounts	\$ 105,627.41
Accounts Receivable	
Accounts Receivable	41.82
Total Accounts Receivable	\$ 41.82
Other Current Assets	
Certificate of Deposits	47,566.71
Inventory	31,587.25
Total Other Current Assets	\$ 79,153.96
Total Current Assets	\$ 184,823.19
Fixed Assets	
Accumulated Dep - Equipment	(56,356.00)
Accumulated Dep - Leasehold	(10,760.00)
Equipment	58,740.00
Leasehold Improvements	12,100.00
Total Fixed Assets	\$ 3,724.00
TOTAL ASSETS	\$ 188,547.19
LIABILITIES AND FUND BALANCES	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Cards	
Visa - 0840	236.18
Total Credit Cards	\$ 236.18
Total Credit Cards	\$ 236.18
Other Current Liabilities	
Payroll Liabilities	0.00
WV Unemployment Tax	281.30
Total Payroll Liabilities	\$ 281.30
Total Other Current Liabilities	\$ 281.30
Total Current Liabilities	\$ 517.48
Total Liabilities	\$ 517.48
Fund Balance	
Net Assets	154,905.63
Excess Revenue Over Expenses	33,124.08
Total Fund Balance	\$ 188,029.71
TOTAL LIABILITIES AND FUND BALANCES	\$ 188,547.19

2021

**Grant County
CVB Director's
Annual Report**



The Grant County Convention & Visitors Bureau (GCCVB) is proud to support and promote the tourism industry in Grant County and West Virginia.

The primary mission of the GCCVB is to promote awareness, visibility, and the uniqueness of Grant County as a travel destination and to establish and sustain a successful recreation economy.

www.visitgrantcounty.com





INDUSTRY OVERVIEW



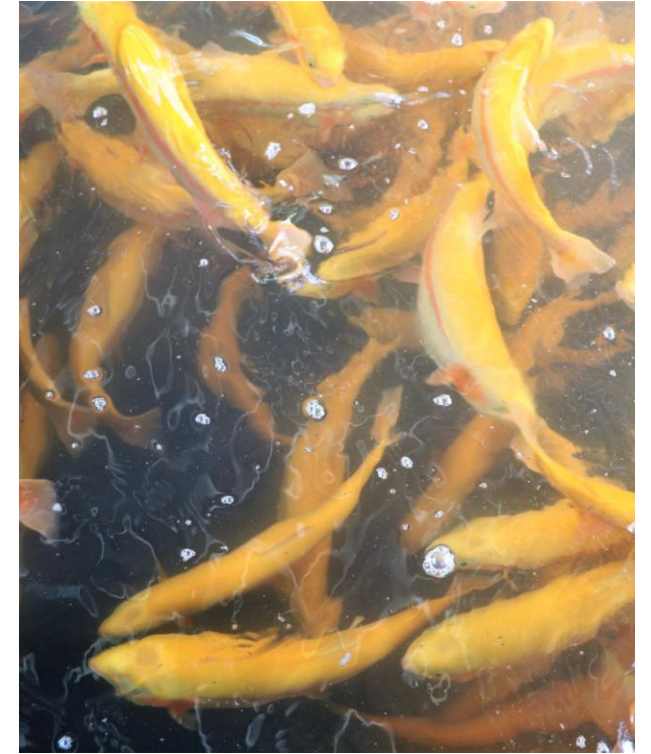
WV was the only state to be featured in all major travel lists for 2022.

2021 visitor arrivals in WV were at an all time high.

Consumer perception of WV is improved thanks to the state's investment in tourism marketing.

COVID hurt tourism everywhere but the impact on WV was less than the national average.

WVTOURISM.COM pageviews are up almost 18%



Grant County is positioned as a premier destination for outdoor recreation and is within 3 hours of DC, Northern Virginia, Baltimore, and Pittsburgh.



Grant County has many types of recreation locally or within a short drive.

This is significant since travelers are rediscovering their love of the great outdoors.

- ✓ Fishing
- ✓ Hunting
- ✓ Boating
- ✓ Kayaking
- ✓ Floating
- ✓ Canoeing
- ✓ Disc Golf
- ✓ Hiking
- ✓ Backpacking

- ✓ Rock Climbing
- ✓ Skiing
- ✓ Sightseeing
- ✓ Bird watching
- ✓ Gliding
- ✓ Golfing
- ✓ Swimming
- ✓ Camping
- ✓ Bicycling



**Grant County
Has Made
Significant
Progress Toward
Growing a Large
Sustainable
Recreation
Economy**

- Strong Stakeholder Support represented by a cross section of the community (with a range of ages and interests) including government officials, business owners, the Economic Development Authority, the Chamber of Commerce, The City of Petersburg, County Commission, and CVB, working together toward common goals
- Significant assistance received from WVU, USDA Forest Service, and WV Community Development Hub (Hubcap)
- We have over 3 years of progress in the Mon Forest Town Partnership



Growth Focused on Getting More Visitors to Petersburg and Longer Stays

Accomplishments in 2021 include:

- More boat trailer parking added, and increased river access being discussed
- New wayfinding signage created
- Partnership with the Historic Society resulting in a historic downtown walking tour
- Petersburg beautification project committee established with major projects underway
- Partnership with WV Hubcap Communities of Achievement Program for community development coaching. This will transition into the Downtown Appalachia Redevelopment Initiative in 2022 for continued coaching.
- Americorps VISTA hired to help create more capacity for community development
- Hermitage Inn purchased with major renovations occurring for more lodging and a new restaurant (and up to 25 new jobs)
- Larger calendar of events for the area being established
- Potential Hike and Bike Trail Opportunity submitted and awaiting funding decisions



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- Partnership with New South Media established for an overall marketing strategy
 - New website and logo created
 - Branding and content marketing used to reach our target audience with ads and emails about recreation
 - Targeted digital media campaign for optimized display and paid search advertising with tracking
 - Visit Grant County trifold brochure created, 15,000 copies printed
 - Recreation map of Grant County and surrounding areas in production, 5,000 copies to be printed by May 2022
 - Grant County Visitor's Guide in production with targeted advertising and visitor info., 7500 to be printed by May 2022

2016-2021 Hotel Motel Tax Collections

	2016	2017	2018	2019	2020	2021
1 Q				10,903	13,773	20,072
2 Q				26,169	22,717	36,268
3 Q				23,130	46,842	44,568
4 Q				20,026	38,870	34,434
TOTALs	80,892.85	84,052.67	82,260.46	\$80,228	\$122,202	\$135,341

Increase/(Decrease)	3,160	(1,792)	(2,032)	41,973	13,139
	3.91%	-2.13%	-2.47%	52.32%	10.75%

2106-2018 information was obtained from the annual 990

2019-2021 information was obtained from Quick Books

\$116,995
12.47%
5 yr average

2021 GCCVB Social Media Analytics (as of 12/15/21)

Website Performance

21,475 Page Views (total number of page requests across all pages) | 5200 in 2020

- Page Views started rising in May with 2,623
- More popular months were June through September ranging from 3,352 - 4,077, with June being the most popular
- Numbers started decreasing in October with 634 Page Views

18,013 Unique Visitors (total number of visitors that reached the site) | 2900 in 2020

- Unique Visitors started rising in May with 1,633
- Numbers ranging between 3,263 & 3,783 the most popular months (June-September) with June being the highest
- Numbers started decreasing in October with 555 Unique Visitors

Social Media Performance

Visit Grant County Instagram - 937 Followers | 693 in 2020

Visit Grant County, West Virginia Facebook - 3,520 Likes

3,688 Followers | 3,417 in 2020

Grant County WV Twitter - 392 Followers | 390 in 2020

Other Social Media Accounts 2020 comparison with 2021

Go Marlinton Twitter - 291 Followers | 290 in 2020

Dolly Sods, WV Twitter - 301 Followers | 302 in 2020

Elkins Main Street Facebook - 4,024 Likes

4,382 Followers | 3,700 in 2020

Tucker County, West Virginia Facebook - 23,000 Followers | 20,000 in 2020

Dolly Sods WV Instagram - 2,707 Followers | 1,445 in 2020

Tucker County WV Instagram - 12,300 Followers | 10,200 in 2020



Goals for 2022

Add more river access

Continue to expand on the events calendar

Create opportunity tours of available downtown space for developing retail shopping and other retail establishments

Create monthly blogs about the area for the website and an email marketing campaign using our mailing list and continue with digital marketing, brochure development and tracking

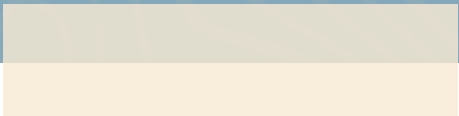
Add a public outdoor space for music and other special events downtown



Market all area trails better so that Dolly Sods overcrowding is diverted

Add a dog park and splash park to downtown

Grant submitted to NASA WV Space Grant Consortium to add Grant County Dark Skies StarWatches and promote Dark Sky Tourism in the county



CONTINUED

Promote responsible, respectful tourism and Leave No Trace

Establish Art in the Park and around town

Improve streetscapes and expand on the tree canopy

Continue to improve signage for key assets

Continue to expand on beautification and cleanup efforts downtown





Petersburg, WV

**Your Destination
for Recreation**

