



*Grant County CVB
Annual Report 2022*



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.

visitgrantcounty.com

Tourism's economic impact in WV is at an all-time high



West Virginia Tourism Industry Overview

- \$4.9 Billion in Travel Spending
- \$1.3 Billion in Earnings
- 44,400 Tourism Supported Jobs
- \$754 Million in Tax Revenue Generated

Premier Destination

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



A Look Back on 2022



Our Partnership with Narrative continues for an overall marketing strategy. Narrative has helped us to tell our story and create our brand image.



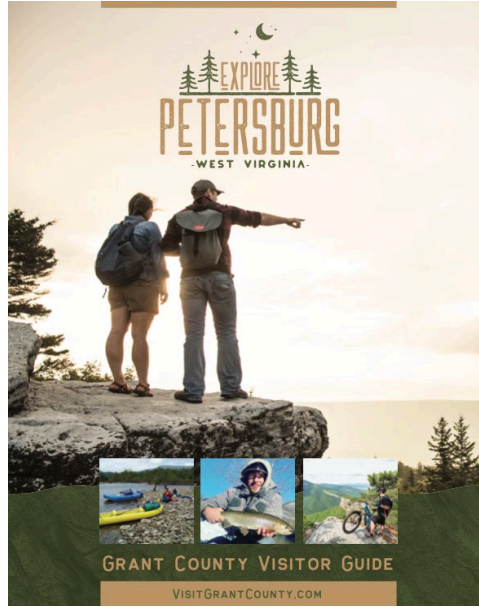
Stories shape us. They help form what we think, how we feel, and who we are. Stories change us.

2022 Marketing Highlights



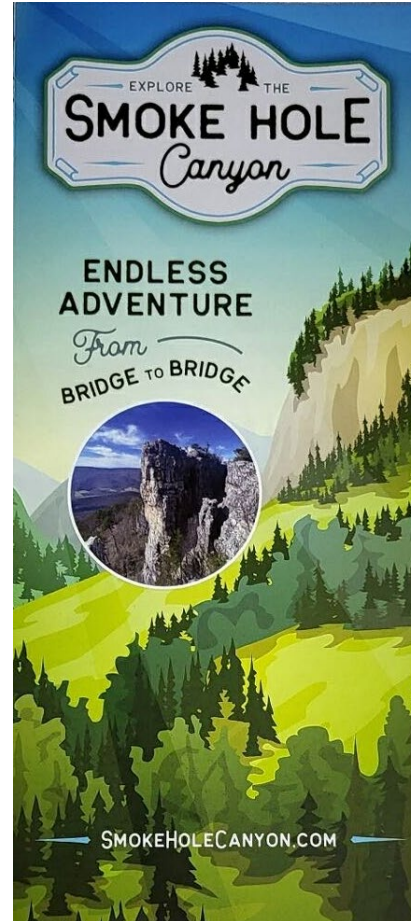
	UP	2022	2021	2020
Website page views	68%	36452	21,475	5200
Website unique visitors	40%	25460	18,013	2900
Facebook followers		3894	3688	3417
Instagram followers		948	937	693

Created more content in 2022

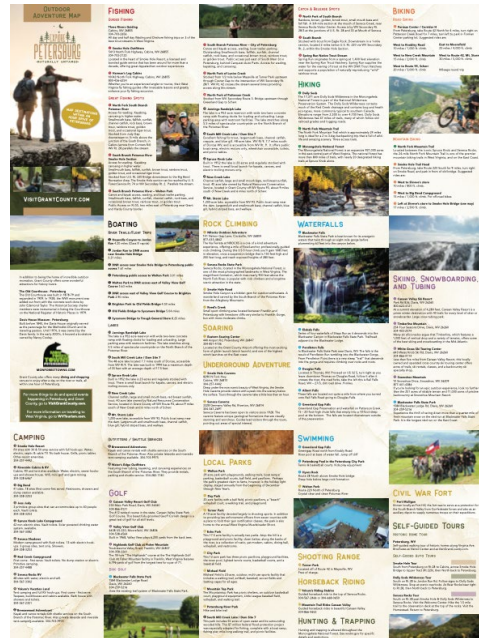


Visitors Guide

Smoke Hole Brochure



Trifold Brochure



Adventure Map



Accomplishments in 2022

- Hosted six Dark Skies Starwatch events for the community and visitors to promote Dark Skies tourism
- Dog Park grand opening with a dog parade and costume contest
- Splash Pad added to the Petersburg City Pool
- Continued Partnerships with Hubcap Communities of Achievement, Mon Forest Towns, and DARRE (Downtown Appalachian Rural Redevelopment) groups for community coaching, networking, and downtown redevelopment.
- Downtown beautification team continues to expand efforts by adding veterans flags, flowers, trees and holiday décor downtown
- The CVB community calendar and the events list is growing steadily and continues to be expanded upon and marketed as the source for all local events
- Grants for the hike and bike trail have been submitted and are awaiting funding decisions
- The Hermitage Inn opened in Oct. of 2022, adding 31 hotel rooms to county lodging and increased hotel/motel tax. The Taphouse and 6 extended stay units are scheduled to open in early 2023.
- Conversations started with the Tamarack Foundation about public art and pursuing grants for art in the community through Ripple or other programs
- Meetings underway with the Forest Service to work on trail development and maintenance

Marketing efforts continue with Narrative, by New South Media, guiding our overall marketing strategy including:

- Collaboration with Pendleton County CVB and EDA on producing the Smoke Hole brochure- 20,000 copies printed
- Continuous website updates
- Branding and content marketing used to reach our target audience with ads and emails about recreation, including the 11 blogs and email marketing campaign
- Targeted digital media campaign for optimized display and paid search advertising with tracking
- *Visit Grant County* trifold brochure reprinted-15,000 copies
- Recreation map of Grant County and surrounding areas produced-5,000 copies printed
- *Grant County Visitor's Guide* produced with targeted advertising and visitor info-7500 copies printed
- Ads in Rec News and Wonderful WV focusing on outdoors and recreation

GRANT COUNTY CONVENTION & VISITORS BUREAU
2016-2022 Hotel Motel Tax Collections

	2016	2017	2018	2019	2020	2021	2022
1 Q				10,903	13,773	20,072	13,451
2 Q				26,169	22,717	36,268	36,195
3 Q				23,130	46,842	44,568	29,584
4 Q				20,026	38,870	34,434	45,926
TOTALs	80,892.8	84,052.67	82,260.46	\$80,228	\$122,202	\$135,341	125,156

Increase/(Decrease)		3,160	(1,792)	(2,032)	41,973	13,139	(10,185)
		3.91%	-2.13%	-2.47%	52.32%	10.75%	-7.53%

2106-2018 information was obtained from the annual 990 2019-2022 information was obtained from Quick Books

\$89,927	\$97,496	\$101,448
12.91%	12.47%	9.14%
5 yr average	6 yr average	7 yr average

This was prepared on 02/08/23.

The City & County collections were received by 12/31/22 for the full year of 2022.

Goals for 2023

Continue Partnership with Narrative for Marketing

- Social Media Monthly Campaign Creation & Management and boosted posts
- Print ads in Recreation News, Wonderful WV, and Blue Ridge Outdoors
- Host an influencer from Blue Ridge Outdoors to stay and play in Grant County and create videos, photos, and print content for our use
- Monthly blog and email marketing campaign
- Continue targeted digital media campaign for optimized display and paid search advertising with tracking
- Continue website updates
- Create brochures for targeted visitor attractions such as North Fork Mountain trail

Other Goals

- Add a public outdoor space for music and other special events downtown
- Create opportunity tours of available downtown space for developing retail shopping and other retail establishments
- Add additional Grant County Dark Skies StarWatches to promote Dark Sky Tourism in the county and collaborate with Pendleton County to add additional sites
- Continue to expand on the events calendar
- Establish Art in the Park and around town
- Continue to expand on beautification and cleanup efforts downtown
- Add more river access points
- Develop area trails and trail maps including the hike and bike trail



**Petersburg
your
destination
for
recreation.**

visitgrantcounty.com



Grant County Convention & Visitors Bureau

Statement of Financial Position

As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Convention & Visitor Bureau	43,502.76
South Side Depot	79,472.53
Summit 11737079	36,272.82
Total Bank Accounts	\$ 159,248.11
Accounts Receivable	
Accounts Receivable	111.30
Total Accounts Receivable	\$ 111.30
Other Current Assets	
GCB Certificate of Deposits	12,187.77
Inventory	47,919.67
Total Other Current Assets	\$ 60,107.44
Total Current Assets	\$ 219,466.85
Fixed Assets	
Accumulated Dep - Equipment	(56,636.00)
Accumulated Dep - Leasehold	(11,474.00)
Equipment	58,740.00
Leasehold Improvements	12,100.00
Total Fixed Assets	\$ 2,730.00
TOTAL ASSETS	\$ 222,196.85
LIABILITIES AND FUND BALANCES	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Cards	
Visa 1053	90.09
Total Credit Cards	\$ 90.09
Total Credit Cards	\$ 90.09
Other Current Liabilities	
Payroll Liabilities	0.00
Federal Taxes (941/944)	963.17
WV Income Tax	178.00
WV Unemployment Tax	145.81
Total Payroll Liabilities	\$ 1,286.98
Total Other Current Liabilities	\$ 1,286.98
Total Current Liabilities	\$ 1,377.07
Total Liabilities	\$ 1,377.07
Fund Balance	
Net Assets	188,253.03
Excess Revenue over Expense	32,566.75
Total Fund Balance	\$ 220,819.78
TOTAL LIABILITIES AND FUND BALANCES	\$ 222,196.85

Grant County Convention Visitors Bureau & South Side Depot
Statement of Activity by Class
January - December 2022

	CVB	SSD	TOTAL
Revenue			
City Hotel/Motel Tax	15,866.33		15,866.33
County Hotel/Motel Tax	109,289.90		109,289.90
Grants Received	15,450.00		15,450.00
Mis Income			0.00
Donation	250.00		250.00
Reimbursements	546.52	333.90	880.42
Rent - Chamber	1,200.00		1,200.00
Total Mis Income	\$ 1,996.52	\$ 333.90	\$ 2,330.42
Sponsorship	822.04		822.04
Store Sales			0.00
Cash Sales		23,514.11	23,514.11
Credit Card Sales		43,188.94	43,188.94
Events SSD	0.00	686.82	686.82
Total Store Sales	\$ -	\$ 67,389.87	\$ 67,389.87
Total Revenue	\$ 143,424.79	\$ 67,723.77	\$ 211,148.56
Cost of Goods Sold			
Charge Card Expense		2,426.42	2,426.42
Consignor Payments		14,470.31	14,470.31
Event Costs		3,301.10	3,301.10
Inventory COGS		9,331.10	9,331.10
Total Cost of Goods Sold	\$ -	\$ 29,528.93	\$ 29,528.93
Gross Profit	\$ 143,424.79	\$ 38,194.84	\$ 181,619.63
Expenditures			
Bank Card Fees		3.84	3.84
Community Involvement	1,438.43		1,438.43
Contractor Services		121.50	121.50
Professional Accounting Fees	7,500.00		7,500.00
Total Contractor Services	\$ 7,500.00	\$ 121.50	\$ 7,621.50
CVB Accreditation Fees	350.00		350.00
Depreciation Expense	994.00		994.00
Interest/Late Fees	115.30	120.09	235.39
Internet	1,543.33		1,543.33
Operation Expense			0.00
Advertising	49,821.08	617.00	50,438.08
Computer-Software	228.96	383.76	612.72
Electric	1,018.71	6,946.83	7,965.54
Flowers for window		158.73	158.73
Heating Fuel	212.41	380.90	593.31
Inspection		470.77	470.77
Insurance Liability	1,662.04		1,662.04

Grant County Convention Visitors Bureau & South Side Depot
Statement of Activity by Class
January - December 2022

	CVB	SSD	TOTAL
License Expense	1,060.00	860.00	1,920.00
Membership Dues	1,120.00		1,120.00
Office Supplies	536.72	1,181.19	1,717.91
Repairs	90.10	36.64	126.74
Stamps	4.34	266.77	271.11
Store Supplies		2,966.88	2,966.88
Tech Support		318.75	318.75
Website	377.59	1.58	379.17
Total Operation Expense	\$ 56,131.95	\$ 14,589.80	\$ 70,721.75
Payroll Expenses		0.00	0.00
Taxes	2,473.03	2,449.54	4,922.57
Wages	30,000.10	25,536.49	55,536.59
Workers Compensation	520.00		520.00
Workforce (Unemp)		51.25	51.25
Total Payroll Expenses	\$ 32,993.13	\$ 28,037.28	\$ 61,030.41
Postage-Shipping	201.40	69.55	270.95
State Sales Tax		2,386.90	2,386.90
Telephone	1,171.45		1,171.45
Train Event Costs		917.80	917.80
Travel and Meeting	1,215.92	45.09	1,261.01
Total Expenditures	\$ 103,654.91	\$ 46,291.85	\$ 149,946.76
Net Operating Revenue	\$ 39,769.88	\$ (8,097.01)	\$ 31,672.87
Other Revenue			
CD Income	893.88		893.88
Total Other Revenue	\$ 893.88	\$ -	\$ 893.88
Net Other Revenue	\$ 893.88	\$ -	\$ 893.88
Net Revenue	\$ 40,663.76	\$ (8,097.01)	\$ 32,566.75

**GRANT COUNTY CONVENTION & VISITOR BUREAU
2022 REVENUE & EXPENSES**

	Current Month December 2022	Quarter 1 Jan-Mar	Quarter 2 Apr-Jun	Quarter 3 Jul-Sept	Quarter 4 Oct-Dec	Actual YTD	Year to Date Budget
						Revenue YTD	Jan-Dec Budget
Revenue							
Grant County Tax	6,969.93	10,919.24	33,887.08	24,983.21	39,500.37	109,289.90	119,600.00
City of Petersburg Tax	5,279.96	2,531.55	2,307.96	4,600.89	6,425.93	15,866.33	10,400.00
SSD Store Sales	11,525.02	12,336.38	11,765.65	16,120.43	27,713.93	67,936.39	60,000.00
Other	220.35	8,204.97	1,029.56	5,869.37	3,845.92	18,949.82	1,500.00
Total Revenue	\$ 23,995.26	\$ 33,992.14	\$ 48,990.25	\$ 51,573.90	\$ 77,486.15	\$ 212,042.44	\$ 191,500.00

**Expenses
YTD**

OPERATIONAL EXPENSES:

Employee Salary+PR Taxes/W Comp	4,861.12	11,599.65	16,378.24	18,041.89	15,010.63	61,030.41	76,600.00
		0.00	0.00			0.00	
Professional Services		0.00	0.00				
Accounting	500.00	1,500.00	1,500.00	3,000.00	1,500.00	7,500.00	6,000.00
Legal		0.00	0.00				
Other & Depreciation	994.00	0.00	0.00		994.00	994.00	
Facilities		0.00	0.00				
Rent		0.00	0.00				
Utilities	966.87	3,342.88	1,529.28	1,442.85	2,243.84	8,558.85	5,900.00
Repairs/Maintenance	0.00	126.74	0.00			126.74	655.00
Insurance		0.00	0.00				
Directors & Officers		0.00	0.00				555.00
General Liability	1,106.00	556.04	0.00		1,106.00	1,662.04	2,375.00
Office		0.00	0.00				
Telephone/Internet	152.15	549.69	1,174.25	531.04	459.80	2,714.78	3,194.78
WV Filing Fees	0.00	0.00	0.00			0.00	960.00
Postage	69.55	135.41		269.86	136.79	542.06	110.00
Supplies (paper, toner, etc)	269.06	773.78	382.75	166.72	394.66	1,717.91	2,500.00
Equipment & Software		612.72	318.75		318.75	1,250.22	1,695.22

	Current Month December 2022	Quarter 1 Jan-Mar	Quarter 2 Apr-Jun	Quarter 3 Jul-Sept	Quarter 4 Oct-Dec	Actual YTD	Year to Date Budget		
Other Operational Expenses		0.00	0.00						9,055.00
Dues/Membership		0.00	350.00	1,035.00	85.00	1,470.00			800.00
Education & Travel:		0.00	0.00						3,000.00
Conventions/Educ - Director/Board		0.00	0.00	1,261.01		1,261.01			1,500.00
Other Travel		0.00	0.00			0.00			
Board Expense-In Svs/Accrediton Exp		0.00	0.00			0.00			
ESTIMATED NON-OPERATIONAL/PROGRAM EXPENSES									
Community Programs									
Advertising	2,016.54	6,661.03	18,794.02	20,278.87	4,704.16	50,438.08			30,870.14
Store Costs	4,774.57	15,596.94	11,302.81	(7,687.21)	16,106.64	35,319.18			40,769.86
Donations to Community	0.00	0.00	783.88	654.55		1,438.43			1,200.00
General Advertising						0.00			
WVTO Co-op Advertising		0.00	0.00						
Community Ads		0.00	0.00						
Contracted Advertising		0.00	0.00						
PH Regional Advertising		0.00	0.00						
RH5 Cooperative Advertising		0.00	0.00						
Civil War Trail Markers	0.00	0.00	0.00			0.00			1,000.00
Printing/Production		0.00	0.00			0.00			
Marketing Services & Contracts									
Website		34.15	359.28		(14.26)	379.17			735.00
Performers-Events	222.60	0.00	1,444.00	828.81	800.00	3,072.81			2,025.00
Photography		0.00	0.00			0.00			
Out of Budget/Contingencies									
TOTAL MARKETING/PROGRAM EXPENSES	7,013.71	22,292.12	32,683.99	14,075.02	21,596.54	90,647.67	43%	76,600.00	40%
TOTAL PAYROLL EXPENSES	4,861.12	11,599.65	16,378.24	18,041.89	15,010.63	61,030.41	29%	76,600.00	40%
TOTAL OPERATING EXPENSES	4,057.63	7,597.26	5,255.03	7,706.48	7,238.84	27,797.61	13%	38,300.00	20%
TOTAL EXPENSES	\$ 15,932.46	\$ 41,489.03	\$ 54,317.26	\$ 39,823.39	\$ 43,846.01	\$ 179,475.69		\$ 191,500.00	
NET INCOME	\$ 8,062.80	\$ (7,496.89)	\$ (5,327.01)	\$ 11,750.51	\$ 33,640.14	\$ 32,566.75		\$ -	