



**Hardy County** Convention & Visitors Bureau

**2021 Annual Report & 2022 Marketing Plan**





## **Hardy County Convention & Visitors Bureau**

206 Winchester Avenue  
Moorefield, West Virginia 26812  
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OPEN FIRES  
PROHIBITED

Cranny Crow Overlook, Lost River State Park, Mathias



March 31, 2022

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries  
WV Joint Committee on Government & Finance –  
drew.ross@wvlegislature.gov, steve.marsden@wvlegislature.gov, and  
john.tice@wvlegislature.gov  
WVACVB – sgill@fulksandassociates.com  
Hardy County Commission - hdycommi@court.state.wv.us  
Town of Moorefield - rick.freeman@townofmoorefield.com  
Town of Wardensville - betsy@wardensville.com

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance,  
and WV Association of Convention & Visitor Bureaus, Hardy County Commission,  
Town of Moorefield & Town of Wardensville,

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 Hardy County Convention & Visitors Bureau, we respectfully submit  
the required information and confirm that Hardy County Convention & Visitors Bureau is in full compliance  
with all WV Code 7-18-13 requirements.

\*Having said this, however, the Hardy County Convention & Visitors Bureau is not able to include the required



**2022 BOARD OF DIRECTORS**

Toni Mathias Harvey - President

David Workman - Vice President

Mary Burgess - Treasurer

Marlene England

Jean Flanagan

Michael Foster

Rick Freeman

Peter Sullivan

Amanda West

Hunter Williams

Michele Mouré-Reeves-Ex Director



2021 financial review. Working on a calendar year, our final accounting for the year is not available until the end of January. Preparing a financial review before April 15, at the earliest, seems to be an impossibility during the tax season. Our last financial review was for 2015 and was provided with our 2016 accreditation application. For our 2019 accreditation we provided a 2017 – 2018 financial statement. The 2015 financial review and the 2017 – 2018 and 2021 financial statements have been included it with this report. The Hardy County Convention and Visitors Bureau is one of the many CVBs applying for accreditation in 2022. Part of the process for this year will be the submission of a financial review or audit. We have budgeted for this expense and will have one completed for calendar year 2021 prior to our application for accreditation.

If you have any questions, please contact either Michele Moure-Reeves at [visthardy@gmail.com](mailto:visthardy@gmail.com) or 304.897.8700, or Toni Mathias Harvey at [mathiasharvey@gmail.com](mailto:mathiasharvey@gmail.com) or 703.209.7234.

Sincerely,

A handwritten signature in black ink that reads "Toni Mathias Harvey". The signature is fluid and cursive, with a large loop at the end of the last name.

Toni Mathias Harvey, HCCVB Board President

A handwritten signature in black ink that reads "M. Moure-Reeves". The signature is cursive and somewhat stylized.

Michele Moure-Reeves, Executive Director



### Hardy County, WV

Planning an escape? Come to Hardy County where you'll experience the natural beauty and the genuine hospitality of West Virginia, in the heart of Appalachia.

### Rivers, Runs and Lakes

Hardy County's four rivers are seasonally gentle or whitewater, and stocked lakes and mountain runs are waiting to be fished. Rent a canoe or kayak at Breezewood Adventures to see The Trough, an isolated six-mile gorge on the South Branch of the Potomac River with bald eagles soaring overhead. The South Fork is a seasonal float and fishing river, and the Lost River meanders through the Lost River Valley then disappears underground emerging as the Cacapon River. Trout Pond Recreation Area is home to the 17-acre Rock Cliff Lake and Trout Pond, West Virginia's only natural lake.

### Hiking, Biking, and Horseback Riding

Lost River State Park has unforgettable vistas, including the impressive Cranny Crow Overlook. Hike the trails through the historic park or experience them on horseback with a guide from Hidden Trails Stables. Join Lost River Trails Coalition for trail building days to expand trail options in the park. In nearby George Washington National Forest hike or bike the trails to spectacular vistas.

### In Town and Out

In Moorefield, tee-off at Valley View Golf Course or visit West-Whitehill Winery for a tour and tasting. Pick pumpkins and strawberries at Buena Vista Farm or buy some locally grown corn and beef at White Barn Farm Market. Have lunch at Pupu-seria Emerita and then enjoy hand-dipped ice cream from Sweet Treats on Main. See seasonal performances at McCoy's Grand Theater, the latest movie at South Branch Cinema 6, or go bowling at Potomac Lanes.

Explore Lost River Artisans Marketplace, South Fork General Store, Lost River General Store and Lost River Trading Post for unique gifts, artwork and crafts, antiques, made-to-order food and beverages. Visit WordPlay, an independent bookstore in Wardensville, then Wardensville Garden Market for local produce, meats and pastries to take to your cabin or home.

End your evening with dinner and live music at Mullins 1847 or Lost River Grill. Dine by candlelight at the Guesthouse, or enjoy a steak at O'Neill's while planning your next day's adventure.



### Plan to stay the night or the whole week!

There is so much to keep you busy, with plenty of adventures left over for the next day and the day after that, too. Our website offers many lodging options, including bed and breakfasts, a hotel, vacation cabins and small motels. Whether you want to make your own breakfast in a secluded mountain cabin or enjoy being served at a cozy bed and breakfast, Hardy County has a bit of everything.

### CONTACT US

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visithardywv.com  
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# Financial Review (2015)





**HARDY COUNTY CONVENTION AND VISITORS BUREAU**

**REVIEW REPORT**

**DECEMBER 31, 2015**

**ALLMAN & ASSOCIATES, PLLC  
3857 TEAYS VALLEY ROAD, SUITE 4  
HURRICANE, WV 25526**





HARDY COUNTY CONVENTION AND VISITORS BUREAU  
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Allman & Associates

### INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To The Board of Directors  
Hardy County Convention and Visitors Bureau  
Moorefield, WV

We have reviewed the accompanying statement of financial position of the Hardy County Convention and Visitors Bureau as of December 31, 2015, and the related statement of activities, and cash flows for the year then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of company management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the accrual basis of accounting of generally accepted accounting principles in the United States of America and for designing, implementing, and maintaining internal control relevant to the presentation and fair presentation of the financial statements.

Our responsibility is to conduct the review in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance that there are no material modifications that should be made to the financial statements. We believe that the results of our procedures provide a reasonable basis for our report.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity **with** generally accepted accounting principles of the United States of America.

This report is intended solely for the information and the use of management and appropriate grantor agencies and is not intended to be and should not be used by anyone other than those specified parties.

Allman & Associates, PLLC  
April 27, 2016



HARDY COUNTY CONVENTION AND VISITORS BUREAU  
STATEMENT OF FINANCIAL POSITION  
DECEMBER 31, 2015

**ASSETS**

Current assets:

Cash and cash equivalents	\$ 74,440
Short-term certificate of deposit	<u>30,212</u>
	104,652

Total current assets

Property, plant, and equipment:

Furniture and equipment	3,281
Less: accumulated depreciation	<u>(2,112)</u>

Net property, plant, and equipment 1,169

**Total assets** \$ 105,821

**LIABILITIES AND NET ASSETS**

Current liabilities:

Accounts payable	\$ <u>-</u>
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Total current liabilities -

Net assets:

Unrestricted	<u>105,821</u>
--------------	----------------

Total net assets 105,821

**Total liabilities and net assets** \$ 105,821



**HARDY COUNTY CONVENTION AND VISITORS BUREAU  
STATEMENT OF ACTIVITIES  
FOR THE YEAR ENDED DECEMBER 31, 2015**

**REVENUES**

Hotel and motel taxes	\$	81,093
Advertising income		3,436
Interest income		79
Other income		<u>2,045</u>
Total revenues		86,653

**EXPENSESES**

Salaries and wages		16,289
Employee benefits		2,296
Contract services		1,270
Rent		5,400
Marketing and advertising		30,181
Office expense		2,964
Office supplies		730
Printing and copying		4,088
Insurance		1,420
Membership and dues		1,685
Travel		2,995
Depreciation		1,246
Miscellaneous		<u>782</u>

Total expenses 71,346

Changes in net assets 15,307

Net assets, beginning of year 90,514

Net assets, end of year \$ 105,821



**HARDY COUNTY CONVENTION AND VISITORS BUREAU  
STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED DECEMBER 31, 2015**

Cash flows from operating activities:	
Change in net assets	\$ 15,307
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	1,246
Interest income from certificates of deposit	(79)
(Increase) decrease in:	
Receivables	-
Increase (decrease) in:	
Accounts payable	(1,448)
Other liabilities	(1,106)
Net cash provided by operating activities	<u>13,920</u>
Increase in cash and cash equivalents	<u>13,920</u>
Cash and cash equivalents, beginning of year	<u>60,520</u>
Cash and cash equivalents, end of year	<u>\$ 74,440</u>



**HARDY COUNTY CONVENTION & VISITORS BUREAU**  
**Notes to the Financial Statements**

**NOTE 1- NATURE OF OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**Nature of Activities** – The Hardy County Convention and Visitors Bureau (the Organization) was incorporated as a nonprofit organization in the State of West Virginia in 2009. The purpose of the Organization is to: promote and develop tourism within Hardy County; attract visitors; and to receive, accept, borrow, hold and acquire any gifts, bequests, donations, monies, funds, properties of any type or nature whatsoever personal and real, from any public or private source, to further mission of the Organization.

**Basis of Accounting** – The financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America. Under the accrual basis of accounting are recognized when earned and expenses when incurred.

**Basis of Presentation** – The Organization has presented its financial statements in accordance with accounting principles generally accepted in the United States of America for not-for-profit organizations. Under this guidance, the Organization is required to report information regarding its financial positions and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. In addition, the Organization is required to present a statement of cash flows.

**Contributions** - The Organization reports gifts of cash and other assets as temporarily restricted support if they are received with donor stipulations that limit the use of donated assets. When a donor restriction expires, that is, when a stipulated time restriction ends or proposed restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Activities as Net Assets Released from Restrictions. For the fiscal year 2015, there were no donor stipulations or temporarily restricted net assets.

**Cash and Cash Equivalents** – For purposes of the Statements of Cash Flows, the Organization considers all unrestricted highly liquid investments with an initial maturity of three months or less to be cash equivalents.

**Income Tax Status** – The Organization is exempt from federal income tax under Section 501 (c)(3) of the Internal Revenue Code. In addition, the Organization qualifies for the charitable contribution deduction under Section 170(c)(2) and has been classified as an organization that is not a private foundation under Section 509(a)(2).

For the year ended December 31, 2015, the Organization has determined that no income taxes are due for its activities. Accordingly, no provision for income taxes had been recorded in the accompanying financial statements. Therefore, the Organization is no longer subject to taxes through income tax examination for years prior to 2012.

**Property and Equipment** - All acquisitions of property and equipment and all expenditures for repairs, maintenance, renewals, and betterments with costs greater than \$500 that materially prolong the useful lives of assets are capitalized. Property and equipment are carried at cost or, in donated, at the approximate fair value at the date of donation. Depreciation is computed using the straight-line method over the estimated useful lives ranging from five to seven years.



**HARDY COUNTY CONVENTION & VISITORS BUREAU  
Notes to the Financial Statements**

**NOTE 1- NATURE OF OPERATIONS AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES  
(continued)**

Depreciation expense for the year ended December 31, 2015 was \$1,264.

**NOTE 2- USE OF 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 the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**NOTE 3- DEPOSITS**

**Custodial Credit Risk**

For deposits, the Organization could be exposed to risk in the event of a bank failure where the Organization’s deposits may not returned. The Organization does not have a deposit policy for custodial credit risk. At year end, the Organization’s bank balances of \$104,652 were fully collateralized by FDIC coverage limits and with securities held by the pledging financial institution’s trust department in the Organization’s name.

Deposit account balances at December 31, 2015 are as follows:

Cash and cash equivalents	\$ 74,440
Short-term certificate of deposits	<u>30,212</u>
Total	<u>\$ 104,652</u>

**NOTE 4– NET ASSETS**

At December 31, 2015, the unrestricted net asset balance was \$ 105,821. During fiscal year 2015, the Organization did not have any temporarily or permanently restricted net assets and therefore did not have any net assets released from restrictions.

**NOTE 5 – OPERATING LEASES**

The Organization rents office space, in Moorefield, West Virginia, with two years remaining on the lease. The monthly rental payments total \$450. Rent expense for the years ended December 31, 2015 under all above operating was \$5,400. Future minimum lease payments are \$5,400 annually for 2016 and 2017.



**HARDY COUNTY CONVENTION & VISITORS BUREAU**  
**Notes to the Financial Statements**

**NOTE 6– CONTINGENCIES**

The Organization received a substantial amount of support from donations and grants. A significant reduction in the level of this support, if such were to occur, would have a material effect on the Organization’s programs and activities.

**NOTE 7– RISK MANAGEMENT**

The Organization is exposed to various risks of loss related to torts, theft of, damage to, or destruction of assets, errors and omissions; injuries to employees’ health and life; and natural disasters. The Organization manages these risks of loss through the purchase of various insurance policies.

**NOTE 8 – SUBSEQUENT EVENTS**

The Organization has evaluated subsequent events through April 27, 2016, the date which the financial statements were available to be issued.



# Financial Statement (2017-2018)





2017 Revenue & Expenses

Estimated Checking Account Cash Carryover 1/1/17	\$ 33,000.00
Estimated Tax Income - 2017	83,000.00
Reimbursed Advertising	13,300.00
Estimated Available Cash	\$ 129,300.00

	Current Month (Dec.)	1st Quarter Jan - Mar	2nd Quarter Apr - Jun	3rd Quarter Jul - Sep	4th Quarter Oct - Dec	Total Year to Date
Beginning Checking Account Balance	\$ 92.70					
<b>Revenue</b>						
Hardy County Tax		\$ 9,807.83	\$ 4,556.10	\$ 4,887.98	\$ 13,693.95	\$ 32,945.86
Moorefield Tax		14,771.30	10,657.66	24,650.05	4,043.64	54,122.65
Wardensville Tax	53.18				53.18	53.18
Other Revenue/Reimbursements	\$ 10,401.98		300.00	\$ 100.00	10,401.98	10,801.98
Prior Years Voided Checks				1,784.74		1,784.74
<b>Total Revenue</b>	<b>\$ 10,455.16</b>	<b>\$ 24,579.13</b>	<b>\$ 15,513.76</b>	<b>\$ 31,422.77</b>	<b>\$ 28,192.75</b>	<b>\$ 99,708.41</b>

**Total Spent**  
Year to Date    Budget Amount

**Operational Expenses:**

<b>Employee Salary/Payroll Taxes/Workers Comp</b>	\$ 6,022.11	\$ 10,085.66	\$ 9,742.33	\$ 5,289.71	\$ 11,875.72	\$ 36,993.42	\$ 41,000.00
<b>Professional Services</b>						-	
Accounting	475.00		540.00	720.00	475.00	1,735.00	2,000.00
Legal						-	1,000.00
Other						-	
<b>Facilities</b>						-	
Rent (includes Utilities) Moorefield	450.00	1,350.00	912.54	1,350.00	1,350.00	4,962.54	5,400.00
Rent (includes Utilities) Wardensville	245.83	755.99	680.50	432.08	665.13	2,533.70	3,900.00
Repairs and Maintenance/Propane	210.53			496.58	210.53	707.11	
<b>Insurance</b>						-	
Directors and Officers		776.00				776.00	750.00
General Liability		574.14				574.14	350.00

<b>Office</b>						-	
Telephone and Internet - Moorefield	203.04	464.94	528.96	347.23	447.21	1,788.34	1,600.00
Telephone and Internet - Wardensville	122.55	365.91	358.20	369.85	367.65	1,461.61	1,600.00
WV Filing Fees		150.00	15.00	25.00		190.00	75.00
Postage	34.13	47.00	127.26	62.62	85.96	322.84	1,000.00
Supplies (paper, toner, etc.)		317.24	49.93	229.60	286.83	883.60	1,500.00
Equipment and Software	53.24	1,466.52	257.80	117.12	159.48	2,000.92	500.00
<b>Other Operational Expenses</b>						-	
Dues and Membership	675.00	390.00	335.00	185.00	675.00	1,585.00	1,500.00
Education and Travel						-	
Conventions /Education Directors/B	43.86	2,134.08	558.13	203.19	305.86	3,201.26	4,500.00
Other Travel		1,113.77		26.28		1,140.05	1,000.00
Community Outreach Grants		211.89		250.00		461.89	5,500.00
Donations to Community	150.00	750.00	510.00		650.00	1,910.00	1,500.00
Special Projects		500.00				500.00	1,000.00
Board Expenses						-	200.00
<b>Non-Operational and Program Exp:</b>						-	
General Advertising	112.13	6,240.02	10,375.65	8,245.02	14,799.98	39,660.67	21,000.00
Civil War Trail Markers				1,000.00		1,000.00	1,000.00
Printing and Production				3,675.44		3,675.44	4,000.00
Marketing - Current year						-	
Web Design		5,952.78	11,805.56			17,758.34	22,000.00
Marketing Services Contracts				925.00	425.00	1,350.00	3,000.00
Art and Photography						-	2,000.00
Out of Budget Contingencies			27.55	30.00	99.00	156.55	425.00
<b>Total Expenses</b>	<b>\$ 8,797.42</b>	<b>\$ 33,645.94</b>	<b>\$ 36,824.41</b>	<b>\$ 23,979.72</b>	<b>\$ 32,878.35</b>	<b>\$ 127,328.42</b>	<b>\$ 129,300.00</b>
Ending Checking Account Balance	\$ 1,750.44						



2018 Revenue & Expenses

Estimated Checking Account Cash Carryover 1/1/18	\$ 3,000.00
Estimated Tax Income - 2018	89,500.00
Reimbursed Advertising	32,000.00
Estimated Available Cash	\$ 124,500.00

	Current Month (Dec)	1st Quarter Jan - Mar	2nd Quarter Apr - Jun	3rd Quarter Jul - Sep	4th Quarter Oct - Dec	Total Year to Date
Beginning Checking Account Balance	\$ 14,469.64					
<b>Revenue</b>						
Hardy County Tax		\$ 8,532.98	\$ 6,141.58	\$ 7,144.37	\$ 13,595.25	\$ 35,414.18
Moorefield Tax		18,236.83	3,894.14	25,343.65		47,474.62
Wardensville Tax	\$ 76.38	934.16	174.46	179.42	272.71	1,560.75
Other Revenue/Reimbursements	\$ 29.77	264.99	21,457.50	\$ 3,318.34	\$ 954.77	25,995.60
Prior Years Voided Checks						-
Ride the High 5		100.00	6,105.00	8,610.00	742.24	15,557.24
<b>Total Revenue</b>	\$ 106.15	\$ 28,068.96	\$ 37,772.68	\$ 44,595.78	\$ 15,564.97	\$ 126,002.39

**Total Spent**  
Year to Date Budget Amount

**Operational Expenses:**

Employee Salary/Payroll Taxes/Workers Comp	\$ 3,169.26	\$ 11,730.25	\$ 9,487.75	\$ 9,796.36	\$ 9,456.29	\$ 40,470.65	\$ 41,000.00
<b>Professional Services</b>							
Accounting	450.00			900.00	450.00	1,350.00	2,000.00
Legal						-	500.00
Other						-	-
<b>Facilities</b>							
Rent (includes Utilities) Moorefield		1,350.00	450.00			1,800.00	2,250.00
Rent (includes Utilities) Wardensville	172.63	999.19	751.95	880.96	610.23	3,242.33	3,900.00
Repairs and Maintenance/Propane						-	500.00
<b>Insurance</b>							
Directors and Officers						-	400.00
General Liability		411.25				411.25	700.00
<b>Office</b>							
Telephone and Internet - Moorefield		448.14	230.49	107.94	17.99	804.56	650.00
Telephone and Internet - Wardensville	132.65	287.99	367.33	385.57	397.95	1,438.84	1,600.00
WV Filing Fees			26.00	450.00		476.00	75.00
Postage			6.70	50.00		56.70	1,000.00
Supplies (paper, toner, etc.)		139.23	108.43	593.47	205.19	1,046.32	1,000.00
Equipment and Software	24.36	468.54	336.12	336.70	(22.20)	1,119.16	2,000.00
<b>Other Operational Expenses</b>							
Dues and Membership			50.00	165.20	755.00	970.20	1,500.00
Education and Travel			160.00			160.00	
Conventions /Education Directors/Bd		1,932.07	147.06	184.00	123.10	2,386.23	3,500.00
Other Travel		229.36	229.36	242.30		701.02	1,000.00
Community Outreach Grants				650.00		650.00	3,500.00
Donations to Community					112.25	112.25	2,000.00
Special Projects						-	1,000.00
Board Expenses		87.63				87.63	500.00
<b>Non-Operational and Program Exp:</b>							
General Advertising		6,725.00	13,742.11	12,706.98	5,652.00	38,826.09	35,750.00
Civil War Trail Markers				1,000.00		1,000.00	1,000.00
Printing and Production				16,070.00	238.86	16,308.86	5,250.00
Marketing - Current year					250.00	250.00	
Web Design						-	5,000.00
Marketing Services Contracts		425.00		525.00	700.00	1,650.00	3,000.00
Art and Photography			192.00	939.00		1,131.00	2,000.00
<b>Out of Budget Contingencies</b>			300.00			300.00	1,925.00
<b>Total Expenses</b>	\$ 3,948.90	\$ 25,233.65	\$ 26,585.30	\$ 45,983.48	\$ 18,946.66	\$ 116,749.09	\$ 124,500.00
Ending Checking Account Balance	10626.89						

# Financial Statement (2021)





## R. Thomas CPA & Associates

Rosalie E. Thomas, CPA

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Moorefield, WV 26836  
Phone: (304) 530-2035  
Fax: (304) 530-7367

### ACCOUNTANT'S COMPILATION REPORT

To the Board of  
Hardy County Convention & Visitors Bureau  
Mathias, WV 26812

Management is responsible for the accompanying financial statements of Hardy County Convention & Visitors Bureau (a nonprofit organization), which comprise the statement of assets, liabilities and net assets - cash basis as of December 31, 2021, and the related statement of revenues and expenses - cash basis (for the Hotel Occupancy Tax only) for the year then ended. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's financial position and changes in net assets. Accordingly, the financial statements are not designated for those who are not informed about such matters.

We are not independent with respect to Hardy County Convention & Visitors Bureau.

*R. Thomas CPA & Associates*

March 18, 2022



**HARDY COUNTY CONVENTION & VISITOR'S BUREAU  
STATEMENT OF ASSETS, LIABILITIES & NET ASSETS - CASH BASIS  
AS OF DECEMBER 31, 2021**

<u>Assets</u>	
Current Assets	
Cash	\$ 182,419
Equipment	\$ 3,281
Accumulated Depreciation	(3,281)
	<hr/>
	- 0 -
Total Assets	<u>\$ 182,419</u>
<u>Liabilities &amp; Net Assets</u>	
Current Liabilities	
Payroll Liabilities	\$ 1,102
Grant Funds Held as Agent	10,000
	<hr/>
	\$ 11,102
Long Term Liabilities	
EIDL Loan	\$ 24,395
Total Liabilities	\$ 35,497
Net Assets - Unrestricted	<u>\$ 146,922</u>
Total Liabilities & Net Assets	<u>\$ 182,419</u>

SEE ACCOUNTANT'S COMPILATION REPORT.



**HARDY COUNTY CONVENTION & VISITOR'S BUREAU  
STATEMENT OF REVENUE & EXPENSES - CASH BASIS  
FOR HOTEL OCCUPANCY TAX ONLY  
FOR THE YEAR ENDED DECEMBER 31, 2021**

Revenue		
Hotel Occupancy Tax		\$ 116,109
Expenses		
Payroll Expenses	\$ 34,138	
Marketing Expenses	33,888	
Facilities	321	
Office Expenses	2,360	
Travel/Training	266	
Dues/Membership	1,096	
Professional Fees	1,615	
Other Operational Costs	<u>308</u>	<u>73,992</u>
Excess of Revenue Over Expenses		<u><u>\$ 42,117</u></u>

SEE ACCOUNTANT'S COMPILATION REPORT.

**2021 Annual Report & 2022 Marketing Plan**







## 2021 Annual Report & 2022 Marketing Plan

Developed and written by Michele Moure-Reeves, Executive Director  
Reviewed by the Marketing Committee Chair  
Presented to the Hardy County Commission, Town of Moorefield, and Town of Wardensville

The Marketing Plan includes a budget representing the advertising schedule, proposed travel literature, website maintenance and upgrades, and communication plans. It also reflects the target audience and is integral to the development of the Hardy County Convention & Visitors Bureau (HCCVB) Annual Budget. There is some marketing overlap for the various HCCVB projects though the majority of that expense is supported by grants and is carried in the Restricted Funds Budget. As always, the marketing budget remains fluid throughout the year to take advantage of special advertising opportunities and to be prepared for issues unknown during the planning process such as the unexpected impact from two years of pandemic restrictions. The 2022 Non-Operational (marketing) Budget is \$55,000 representing an increase over 2021 for general advertising, printing and production, and marketing services and contracts. This constitutes 42.6% of the 2022 Annual Budget with Payroll Expenses being 38.4% and Operating Expenses being 18.9%.

### Advertising

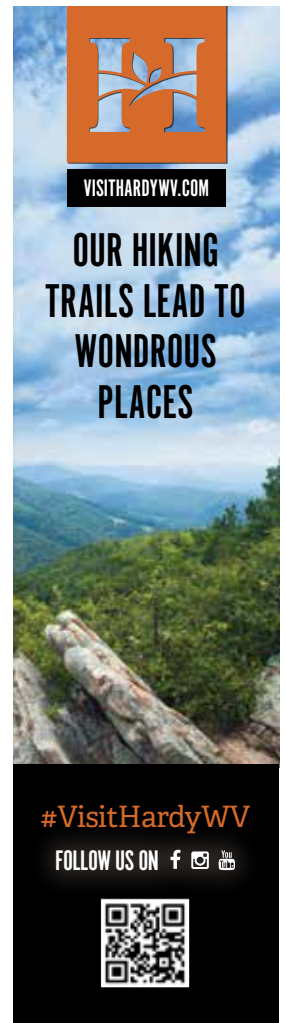
To maintain the visibility of Hardy County and its tourism assets and speak to an audience that was being cautious about its travel, our messaging in 2020-21 encouraged visitors to think about Hardy County when planning their upcoming travel. 2020 saw significant reduction in travel nationwide. According to WV Department of Tourism (WVDT), there was a 45% decrease (from 2019 figures) in visitor spending in early to mid 2020 with surveys indicating that travelers were choosing to spend time visiting loved ones, staying away from crowds, and enjoying outdoor recreation.

After the first three quarters of 2020, this trend proved to be in rural Hardy County's favor because our outdoor recreation, and affordable lodging is in close proximity to the DC, Maryland, and Virginia metro areas. While many restaurants were closed or functioning with reduced hours for carry-out only, and some lodging facilities were not available, our vacation rentals and state park cabins began to show record occupancy rates.

Most fairs and festivals were cancelled in 2020 and then again in 2021 which caused cancellation or postponement of some of our advertising and/or wasted advertising dollars. Resulting in carry-overs for both years, the extra funds, plus an unexpected growth in Hotel/Motel Tax revenue, allowed us to increase our advertising and development of travel literature for 2022.

A successful social media presence requires a significant investment of time and it became obvious that, as a one person staff, it was difficult to keep up with postings. To resolve this issue, the Marketing Committee Chair and HCCVB President, Toni Mathias Harvey, assumed responsibility for the Facebook page and Instagram account at the end of 2020 and will continue to volunteer through 2022. No specific plan has been made for advertising on Facebook, but numerous posts will be boosted to expand their reach and drive more visitors to the website.

The advertising schedule reflects primarily print advertising and some digital including e-newsletters with the focus on outdoor recreation. As 2022 fairs and festivals are confirmed, we will





target relevant advertising for them. We are particularly interested in ads in publications that also provide editorial content about Hardy County. This gives us an opportunity to showcase specific sites and/or events and, like advertorials, increase the amount of information we can disseminate. The attached advertising schedule lists the issue, ad size, content, and cost of the ads scheduled to date.

Our target audience will remain the same – Hardy County is a two to three hours away from 8.5 million+ potential visitors from the DC/MD/VA Metro Area, central and western Virginia, eastern Pennsylvania, and the in-state markets.

2022 advertising concerns:

- The HCCVB photo library has not been significantly updated since 2017. Several shoots were planned for 2020 but were postponed. This will be a major project for 2022.
- Apart from a few travel issues, HCCVB does minimal winter advertising as Hardy County is primarily a three-season vacation area. We maintain optimal placement in the winter WV Living 'Best of WV' issue, but we need to focus our Facebook efforts on increasing the voting for county businesses and improving their chances for recognition.
- We continue to lag in our advertising for the 2018 Ride the High 5 motorcycle map. This was a multi-county effort, but the other counties have not taken any role in its promotion nor budgeted for it, and there seems to be no interest in producing another map.
- It is still difficult to get organizations to post their event listings. Listings are a free opportunity to market events. For both the WVDT and HCCVB websites and a couple of local listing services, the listing would appear within 24 hours but for print publications at least a two-month notice is required. The comment we hear most is that they feel they get better response through Facebook. This is true not only for Hardy County but as a trend industry wide.
- There also has been minimal success with our attempts to have event organizers partner with HCCVB on ads and/or to have them apply for the HCCVB Tourism Advertising Program grants. Advertising is expensive and most organizations are managing on meager budgets. We are finding that more and more organizations have turned to social media for advertising as they are doing in place of listings.

## Travel Literature

WVDT published the 2021 WV Travel Guide without advertising because, due to the pandemic, few CVBs could afford ads and the same decision was made for 2022.

A Potomac Highlands regional travel guide was created in collaboration with seven of the eight counties partnering with New South Media and WVDT. Originally intended to be inserted into the Washington Post in May of 2020, the printing and publication was postponed until summer 2021.

It had been our intention to redesign the Hardy County travel guide and reprint it in 2020. There are several cases of the 2018 guide left over due to the restrictions on print literature distribution for the last two years, so HCCVB purchased 2,000 copies of the regional guide. Some copies have been distributed to satellite distribution locations in the county and the board has been advised that they may pick up copies from there. It is HCCVB's intention to create a 2022 travel guide with an entirely fresh look by mid-summer. New South Media has approached HCCVB about printing a county travel guide and the costs are being considered.





The Lost River Valley map was reprinted in early 2020 and we received it just in time for everything to be shut down. All of the cases are in storage and while there are a couple of lodging sites that have changed, it is still a valid piece for distribution.

The Hills of Blue and Gray map/driving tour project has been canceled for the time being but may be reconsidered at a later date. Without full support of all five counties, it is not cost effective to produce.

### Website

The HCCVB website remains a viable and significant resource for information about Hardy County for both residents and visitors. Lodging, restaurants, events, heritage sites, and recreational opportunities are listed on the site. Our advertising, editorials, and Facebook posts are intended to drive the viewer to our website, increases that are reflected in the growing number of website visitors.

Of great concern is the events page which has dropped its content. Numerous efforts to correct this problem have been unsuccessful. This will be addressed this spring as the website content as a whole needs updating and requires professional assistance to do it. Adding a page to the website for local stories and photos, to list travel itinerary ideas and post the project reports and related documents, will also be completed in 2022.



### Communication

To provide tourism industry information and enhance community interaction, the Executive Director will resume sub-mission of columns to the Moorefield Examiner addressing tourism related issues and events, and to promote the grant programs. The guidelines and application forms have been simplified and reposted on the website. A quarterly newsletter is also being considered.

HCCVB has not completed a survey of tourism related businesses since 2016. We need to gauge the post-pandemic condition of our county's tourism businesses and sites as well as review their impression of HCCVB's marketing and communication reach. A process needs to be determined and a survey will be circulated in the summer of 2022.

### Projects:

An understanding of HCCVB's role has improved due to the increased visibility of the projects that HCCVB has undertaken (with the support of grant funds and community input). To better manage the grants and donations and the related expenses, a separate Restricted Funds Budget was developed this year. In accordance with the HCCVB mission to grow and enhance our tourism assets, the following HCCVB projects began in 2019-20 and several are ongoing:



**Crossroads: Change in Rural America:** This exhibition from the Smithsonian's Museum on Main Street Program was an ideal opportunity to explore Hardy County's agricultural heritage. Hardy County was the first of seven sites in WV chosen to host the exhibition. To increase attendance, it was planned to open when Heritage Weekend was to have taken place. Installed at Moorefield High School in September 2021, the exhibition was to be linked to several related community projects. Unfortunately, the day the exhibition was to open to the public, the school was locked down restricting visitors to the exhibition and most community programs were cancelled, all in response to another Covid upsurge. The project was funded in part by the WV Humanities Council.

**The Hardy County Heritage Trails:** This ongoing project will consider numerous spheres of Hardy County's heritage. The first trail, anticipated to open in fall 2022, will explore education and the county's historic schoolhouses. Local stories, images, and factual material will be woven into the fabric of the tour.

The Heritage Trails project will become an economic driver, energizing the community, and increasing the number of visitors to Hardy County while creating a platform for cultural, historical, and genealogical research, connecting the county's heritage to that of the world's. The public will learn about the trails through signage, print and digital tourism marketing, print media (brochures with maps), and online through Facebook and Instagram posts.

This is a multi-year project with limitless possibilities. It will serve as an interactive educational tool, encouraging community dialogue, interaction, and engagement, while offering a broader understanding of concept of 'heritage'. The project is currently being managed by an AmeriCorps member. In partnership with the Historical Society, the first trail was funded in part by the WVU Fulcrum Project.





**Lost River State Park/Lost River Trails Coalition Mountain Bike/Multi-use Trail System:** The mountain bike trail concept began with two people having a conversation and has a growing number of avid members participating in planning events, working on the trail building project, and managing the Coalition. HCCVB has been integral to that growth, arranging the first meetings, hiring a trail builder to consolidate the very broad vision, urging the group toward stabilizing their organization, and writing grants/proposals.

The Hardy County Commission awarded the Coalition funds toward the Beginner Trail project (which includes a planning component), WVDNR has agreed to fund the trail project but asked for a more detailed plan (submitted). Other grants are pending. The Lost River Classic, a multi-route ride scheduled for August 2022, is anticipating 300 participants, a major tourism event.

**Robert Higgins House Museum and Visitors Center:**

The ongoing restoration of the Robert Higgins House and its adaption as a Revolutionary War era museum and a

new Hardy County Visitors Center is a commitment made by the Town of Moorefield, the Hardy County Commission, and the Hardy County Convention & Visitors Bureau (HCCVB).

The Town's partnership with HCCVB is an important factor in the restoration of the Higgins House, the creation of the museum, and the construction of the addition to house the visitors center. The HCCVB has been awarded two WV Humanities Council grants and a grant from WVHUB to develop a master plan for and install displays in the museum. In addition, they have also written the WVSHPO restoration grants for the Town to repair the building's foundation and chimney, and replace the roof. In 2022, a third grant will be written to restore the siding and windows, completing the exterior envelope of the building. The Hardy County Commission has awarded funds to HCCVB to support the construction of the visitors center addition.

The adaptive reuse of the Robert Higgins House is an exceptional opportunity to establish a multi-use facility in downtown Moorefield, draw visitors and residents to the Town and County while also providing a tightly focused educational opportunity. The project is in keeping with the Town's desire to revitalize their downtown area and in the HCCVB's and County's desire to provide a Visitors Center.



# Advertising Schedule (2022)





### Hardy County CVB 2022 Ad Schedule

ISSUE DATE	PUBLICATION	PRINT/DIGITAL	AD SIZE	ED CONTENT	AD COST	COMMITTED	NOTES	AD COPY DUE
<b>Contracted</b>								
January	Recreation News	Print	1/4 page	WV Co-op (not WVDT)	\$750.00	\$750.00	DC, MD & VA Federal Offices	15-Dec
March	Recreation News	Print	1/4 page	Fishing	\$750.00	\$750.00	DC, MD & VA Federal Offices	
May	Recreation News	Print	1/4 page	Hiking	\$750.00	\$750.00	DC, MD & VA Federal Offices	15-Apr
July	Recreation News	Print	1/4 page	Poultry Festival (if held) or Rivers	\$750.00	\$750.00	DC, MD & VA Federal Offices	15-Jun
August or September	Recreation News	Print	1/2 page	Herit Wknd &/or LR Classic	\$1,500.00	\$1,500.00	DC, MD & VA Federal Offices	15-Aug
June-Sept	Hampshire Co Getaway	Print	Full page	General (color)	\$369.00	\$369.00	Regional	1-Apr
April	Northern VA Magazine	Print	1/3 page	Great Escapes-CVB section	\$2,100.00	\$2,100.00	Northern VA region	
May	Northern VA Magazine	E-Newsletter		Travel Section	\$555.00	\$555.00	Northern VA region	
June	Northern VA Magazine	E-Newsletter		Parks Section	\$395.00	\$395.00	Northern VA region	
July	Northern VA Magazine	Print	1/3 page	Great Escapes - Heritage Trail	\$2,100.00	\$2,100.00	Northern VA region	
August	Northern VA Magazine	E-Newsletter		Travel Section - LR Classic	\$555.00	\$555.00	Northern VA region	
September	Northern VA Magazine	Native ad		Weekend getaway	\$1,595.00	\$1,595.00	Northern VA region	
October	Northern VA Magazine	E-Newsletter		Travel Section	\$555.00	\$555.00	Northern VA region	
Summer	USA Today Travel Issue	Print	1/4 page	Outdoor Recreation	\$1,750.00	\$1,750.00	MidAtlantic region	March
March	Blue Ridge Outdoors	Print	Full Page	Fishing (advertorial)	\$1,795.00	\$1,795.00	WV & Metro DC	January
April	Blue Ridge Outdoors	E-Newsletter		Family	\$150.00	\$150.00	WV & Metro DC	March
June	Blue Ridge Outdoors	Print	Full Page	Paddling (advertorial)	\$1,795.00	\$1,795.00	WV & Metro DC	
July	Blue Ridge Outdoors	E-Newsletter		Road Trips - Heritage Trail	\$150.00	\$150.00	WV & Metro DC	June
August	Blue Ridge Outdoors	E-Newsletter		LRSP	\$150.00	\$150.00	WV & Metro DC	July
September	Blue Ridge Outdoors	Print	Full Page	Cycling & Lodging (advertorial)	\$1,795.00	\$1,795.00	WV & Metro DC	
October	Blue Ridge Outdoors	E-Newsletter		Hiking	\$150.00	\$150.00	WV & Metro DC	Sept
Jan/Feb (\$4675 Pd in 2021)	Blue Ridge Country	Print	Full Page	Outdoor (advertorial)			WV, VA, NC, TN	12-Nov
Sept/Oct	Blue Ridge Country	Print	1/2 page	Fall Festivals	\$1,380.00	\$1,380.00	WV, VA, NC, TN	15-Jul
February	WV Ex Mag DiscoverWV	Print & Online	Full Page	General (color)	\$3,150.00	\$3,150.00	Primarily WV	7-Jan
March	Wonderful WV	Print	1/2 page	Bird watching	\$625.00	\$625.00	Regional (50 states total)	



July	Wonderful WV	Print	1/2 page	LRSP	\$625.00	\$625.00	Regional (50 states total)	
August	Wonderful WV	Print	Full Page	LR Classic	\$1,200.00	\$1,200.00	Regional (50 states total)	
Summer	WV Living Travel Issue	Print	Full Page+	County-wide travel advertorial	\$2,000.00	\$2,000.00	WV & Regional	May
Winter	WV Living Best of Issue	Print	Full Page	Best of WV / Rivers Issue	\$2,000.00	\$2,000.00	WV & Regional	15-Nov
Spring	Guest Quest	Print & digital		Outdoor Recreation	\$535.00	\$535.00	VA & Metro DC	March
Summer	Guest Quest	Print & digital		Outdoor Recreation	\$1,070.00	\$1,070.00	VA, Metro DC. & PA	April
					<b>\$33,044.00</b>	<b>\$33,044.00</b>		
					\$(35,000.00)	\$(35,000.00)	\$35,000 for contracted ads	
					\$1,956.00	\$1,956.00	balance left from contracted ads	

Non-Contracted Advertising - \$2,000.00
<b>Balance of non-committed advertising funds - \$3,956.00</b>
<b>Print</b> Spring - Hardy County Brochure - \$5,000.00
<b>WVDT Cooperative Advertising - \$4,500.00</b> For 2021 ads not yet invoiced as of 12/31/2021



VISITHARDYWV.COM

**PLAN AN OVERNIGHT STAY...**

then cast as soon as the mist lifts off our rivers, runs and lakes.



#VisitHardyWV

FOLLOW US ON   