

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.

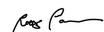
On behalf of the Board of Directors of the Wetzel County Convention and Visitors Bureau we respectfully submit the required information and confirm that Wetzel County Convention and Visitors Bureau is in full compliance with all WV Code 7-18-13 requirements. We current are scheduled for our first financial review this summer so that information will be forthcoming.

If you have any questions, please contact either Robby Parsons at robby@backhomefestival.com or 304.8115.1073 or me holly@backhomefestival.com or 304.771.8482

Sincerely,



Holly Morgan President/ CEO



Robby Parsons Executive Director

Attachments: Income statement (Jan 1, 2021 – Dec 31, 2021), Balance sheet (Dec 31, 2021), Annual report (2021),

Wetzel County Convention & Visitors Bureau Inc.
Profit & Loss

January through December 2021

Jan - Dec 21

Ordinary Income/Expense

Income

BACK HOME	93,008.30
CITY FUNDS	177,230.54
Interest Income	31.15
Other Types of Income	
PPP Revenue	13,482.50
Miscellaneous Revenue	1,802.00
Point Redemption	100.00
Total Other Types of Income	15,384.50
REIMBURSEMENT	2,979.45
SALES	84.00
SPONSORER	500.00
Uncategorized Income	1,782.00
Total Income	<u>290,999.94</u>

Gross Profit

290,999.94

Expense

Advertisement	192,212.13
BANK CHARGES	539.00
BONUS	200.00
Business Expenses	14,663.79
CAPITAL IMPROVEMENT	5,800.00
CLEANING SUPPLIES	137.50
Contract Services	
Outside Contract Services	6,551.61
Contract Services - Other	1,567.53
Total Contract Services	8,119.14
CVB	1,134.76
DONATIONS MADE	1,000.00
FEES	115.00
Flower Beautification	2,224.00
Interest	31.86
Licenses	970.75
MAINTENANCE	1,321.78
Membership Dues	4,050.00
MILES	133.28
MISC	1,085.60
MUSEUM EXPENSE	
MUSEUM SUPPLIES	808.32
MUSEUM EXPENSE - Other	4,044.18
Total MUSEUM EXPENSE	4,852.50
MUSEUM EXPENSE; DUES	398.00
OFFICE Supplies	361.89
Operations	
Postage, Mailing Service	92.75
Supplies	294.63
Operations - Other	400.00

Wetzel County Convention & Visitors Bureau Inc.
Profit & Loss

January through December 2021

Jan - Dec 21

Total Operations	787.38
Other Types of Expenses	
Insurance - Flood	3,909.44
Insurance - Liability, D and O	3,063.00
Total Other Types of Expenses	6,972.44
Payroll Expenses	72,142.85
PETTY CASH	2,200.00
Reconciliation Discrepancies	-107.72
SHIRTS	753.74
TASTE OF THE TOWN	50.00
Travel and Meetings	
Conference, Convention, Meeting	361.00
Total Travel and Meetings	361.00
UTILITES;GAS	4,158.61
UTILITIES;CABLE	1,573.13
UTILITIES;ELECT THE MOVIE HOUSE	3,001.45
UTILITIES;ELECTRIC	6,071.90
UTILITIES;ELECTRIC harland dr	235.81
UTILITIES;WATER	1,004.45
Websites & Softwares	1,924.85
Total Expense	340,480.87
Net Ordinary Income	-49,480.93
Net Income	-49,480.93

Wetzel County Convention & Visitors Bureau Inc.
Balance Sheet

As of December 31, 2021

Dec 31, 21

ASSETS

Current Assets

Checking/Savings

Money Market	30,675.17
MUSEUM FUND - WESBANCO	8,781.67
Peoples Bank	32,937.50

Total Checking/Savings 72,394.34

Other Current Assets

Notes Rec.-Due from Movie House	36,225.03
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Total Other Current Assets 36,225.03

Total Current Assets 108,619.37

Fixed Assets

Accum Depr - Leasehold Imps	-44,238.00
ACCUM DEP RE - FURN & FIX	-25,233.39
ACCUM DEPRECIATION - MURAL	-17,780.00
BUILDING IMPROVEMENTS	234,120.50
FURNITURE & FIXTURES	34,155.92
Office Equipment	1,349.00
STEWART MURAL	25,400.00

Total Fixed Assets 207,774.03

TOTAL ASSETS 316,393.40

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities	0.00
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Total Other Current Liabilities 0.00

Total Current Liabilities 0.00

Total Liabilities 0.00

Equity

 Unrestricted Net Assets 337,910.20

 Net Income -36,281.25

Total Equity 301,628.95

TOTAL LIABILITIES & EQUITY 301,628.95



2021

Visit
Wetzel County
WEST VIRGINIA
WETZEL COUNTY CONVENTION & VISITORS BUREAU

Wetzel County CVB
ANNUAL REPORT



Wetzel County Leads WV In Tourism Growth

While the Back Home Festival is loads of fun for everyone who attends, its purpose is more than just a good time.

The Back Home Festival's main goal is to bring tourists to Wetzel County. For every \$1 spent on tourism it generates at least \$8 in direct consumer spending in that market.

The Back Home Festival generates revenue for local businesses with the surge of people coming into the community.

Visitors stop and refuel at gas stations, pick up supplies for camping at local retailers, stop at shops to browse, and grab a bite to eat at our restaurants.

Each year as the festival grows so does the economic impact. Since its inception in 2017, over the last four years, the direct spending in the county has doubled.

Wetzel County shows the greatest increase in direct spending in the state, beating out much larger metro areas.

This is something the community should take pride in. The community is growing and with that comes greater opportunities to attract more retail, restaurants, and hotels.

Events in Wetzel County draw tourism year-round as the Vintage Regatta, RegattaFest, Town and Country Days, Paden City MarbleFest, ChiliFest, and others all attract visitors into Wetzel County.



"New Martinsville, thank you. Thank you for letting people be people. Back Home, thank you for putting together an AMAZING and FREE event. It was a weekend of magic and synchronicity."

"This festival is a staple in my rotation now. It's something not to be missed. To be so lovingly accepted and allowed to have the run of Main Street USA of such a beautiful small town, filled my cup way more that I thought it would. Thank you Back Home. What you have done is something beautiful. May the world change one New Martinsville at a time."

Michelle Mitchell
 June 30 at 7:45 PM



Advertising & Social Media

Wetzel County's social media presence has been a catalyst of interest in travel opportunities for visitors to our county.

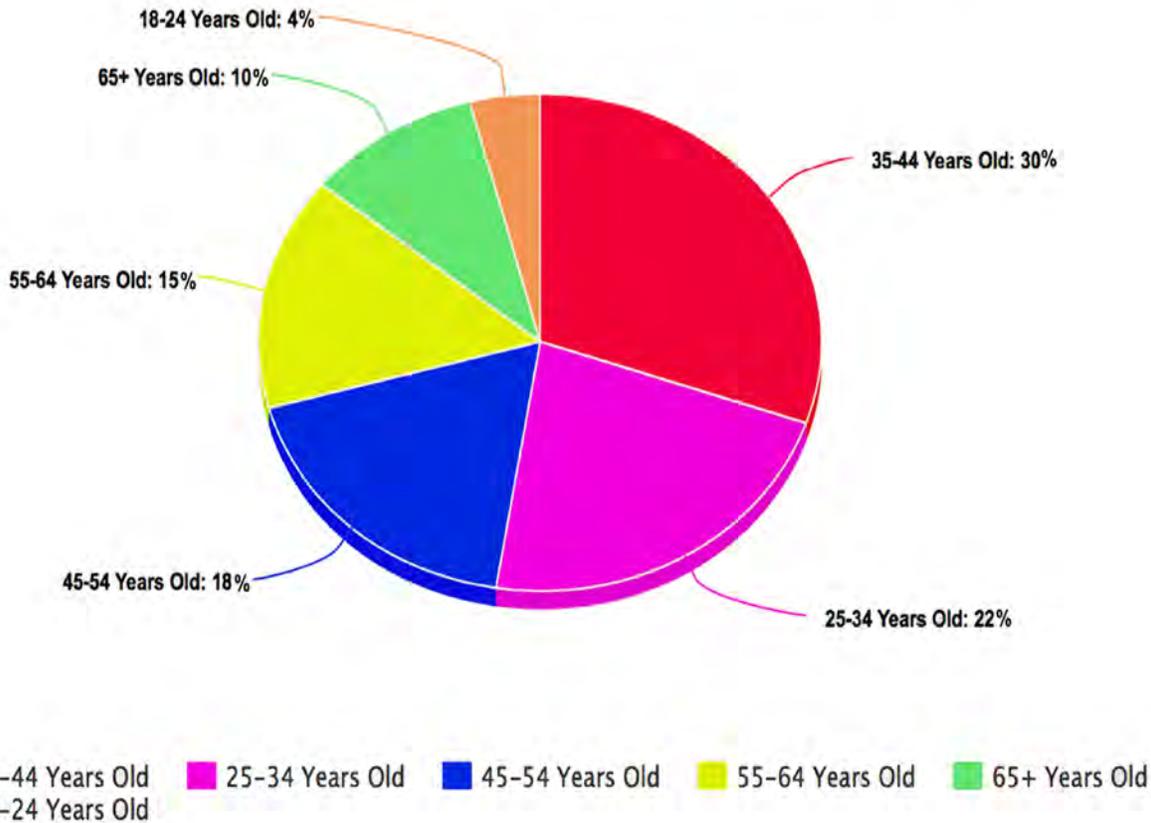
In 2021 alone, our advertising amassed over 1,000,000 impressions. Organic reach on our social media pages reached over 700,000 people.

Fifty-five percent of our social media followers are women.

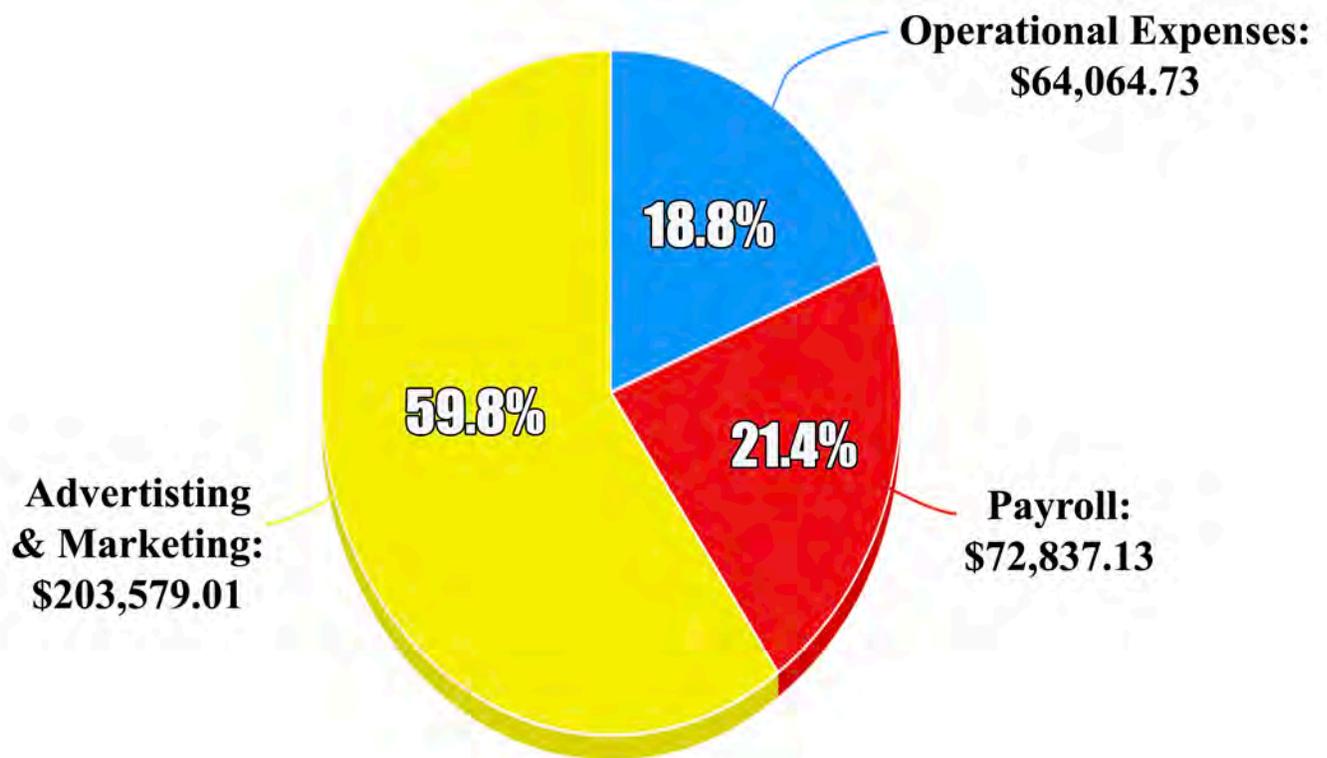
Social media has been the most effective way for our CVB to reach potential visitors. The low costs of social media advertising has allowed a modestly funded CVB such as ours easy access to hundreds of thousands of potential tourists. Our strategy has worked as evidenced by the turnout for our most successful event, the annual Back Home Festival. In 2021, over 23,000 visitors converged on Wetzel County over three days. As mentioned earlier, Wetzel County also leads the state of West Virginia in percentage growth of direct tourism monies spent since 2017.

We have also found great success in advertising in non-traditional tourism spaces such as music publications.

Our advertising partnerships with magazines such as Relix, have been particularly successful. Without the advantage of having a built in tourist destination such as New River Gorge or the Greenbrier Resort, we have found creative ways to market Wetzel County.



Wetzel County CVB Spending Analysis



Operational Expenses Payroll Advertising and Marketing

Wetzel County CVB Board of Directors



Holly Morgan
(President)
holly@backhomefestival.com



Steve Strother
(Vice President)
monkeyman511@hotmail.com



Chelsea Brightwell
(Secretary)
chelseabrightwell10@gmail.com



Bob Miller
(Treasurer)
remiller@suddenlink.net



Robby Parsons
(Executive Director)
robbyp@backhomefestival.com



Carman Harman
crharman@suddenlink.net



Dan Henthorn
dmhenthorn@k12.wv.us



Fran Caldwell
fcaldwell@suddenlink.net

Wetzel County Convention & Visitors Bureau
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