

Monday, September 16, 2023

West Virginia State Auditor's Office: lgs@wvsao.gov, Shellie Humphries

West Virginia Joint Committee on Government & Finance: drew.ross@wvlegislature.gov, Drew Ross

West Virginia Association of Convention & Visitors Bureaus: jnuzum@bowlesrice.com, Jordan Nuzum

Dear West Virginia State Auditor, West Virginia Joint Committee on Government & Finance, and the West Virginia Association of Convention & Visitors Bureaus;

With the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session, several new requirements have been implemented on Convention & Visitors Bureaus to qualify for distributors of the Hotel Occupancy Taxes by the county(s) and/or the municipalities we serve.

In compliance with W.Va. Code 7-18-13a, Convention & Visitors Bureaus are to now report to the West Virginia State Auditor's Office, the Joint Committee on Government & Finance, and the West Virginia Association of Convention & Visitors Bureaus 90 days following the end of the Convention & Visitor Bureau's fiscal year the following information:

- Balance Sheet annually
- Income Statement annually
- Audit or Financial Review triennially, W.Va. Code 7-18-14

In addition, Convention & Visitors Bureaus are to be accredited by an accrediting body such as the West Virginia Association of Convention & Visitors Bureaus, 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 the 50-mile radius of their destination
- Full-time Executive Director
- Physical office/Visitor Center
- Website
- Annual Reporting to all the CVB's funding entities



On behalf of the Pocahontas County Convention & Visitors Bureau Board of Directors, we respectfully submit the required information and confirm that the Pocahontas Convention & Visitors Bureau is in full compliance with all the W.Va. Code 7-18-13a requirements.

If you have any questions, please contact PCCVB Executive Director, Chelsea Faulknier at cfaulknier@pocahontascountywv.com or call 304-646-1314, you may also contact the President of the Pocahontas County Convention & Visitors Bureau Board of Directors, Robert Sheets, at fortwarwick@gmail.com.

Sincerely,

Chelsea Faulknier,

Executive Director, Pocahontas County CVB

Robert Cheet

Chelsea Faulknier

Robert Sheets

President, Pocahontas County CVB Board of Directors

cc: Pocahontas County Commission
Town of Marlinton

Attachments: 2023-2024 Annual Budget; 2021 Audit; June 30, 2024 Balance Sheet; July 1, 2023 – June, 30, 2024 Profit Loss Income Statement; Annual Report July 2023-June 2024

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income Hotel Motel Tax	1,336,833.15
Interest Inc.	11,436.20
Total Income	1,348,269.35
Gross Profit	1,348,269.35
Expense	
Dues	
Pocahontas County Chamber WV Association of CVB's	100.00 3,000.00
WV Ski Area Association	200.00
WVHTA	543.55
Total Dues	3,843.55
Education	
8th Grade Luncheon	3,301.50
Calvin W Price Enrichment Serie Calvin W Price Appalachian Enri	
Calvin W Price Appalachian Enri - Other	7,000.00
Total Calvin W Price Appalachian Enri	7,000.00
Total Calvin W Price Enrichment Serie	7,000.00
	· ·
Field Trips Hospitality Training	842.32 74.55
Hospitality University	1,180.00
Leave No Trace	1,000.00
Make It Shine	18,049.37
Scholarship Program	4,000.00
Tourism Club Tourism Summit	171.97 2,824.00
Total Education	38,443.71
Employee Expenses	
Benefits	
Aflec	4,852.66
Dental Insurance Medical and Life	-14.75 62,570.64
Pension	02,370.04
Chelsea Walker	3,081.78
CJ Peterson	880.81
Linda Adams	2,481.90
Mike Moore Tammy Shoemaker	1,707.78 2,641.67
Pension - Other	-6,231.98
Total Pension	4,561.96
Total Benefits	71,970.51
Contract	
Kinsey B Photography Travel	15,119.00 598.26
Total Contract	15,717 26
GAOA	
GAOA - Other	-13,384.58
Total GAOA	-13,384,58
GAOA-Transition	-25,000.00

	Jul '23 - Jun 24
Payroll	
Bonus	3,000.00
Cara Rose Carolyn McCloud	2,828.26 9,412.50
Charles L. Evans	11,827.85
Chelsea Faulknier	52,471.78
CJ Peterson	19,912.52
Direct Deposit	0.00
Dustin Stewart Hourly Vaction	2,250.00 14,205.65
Jacob Hyer	17,973.21
Jake Osborne	1,372.50
Jax Osborne	9,255 00
Julie Markley Linda Adams	4.500.00 37.217.19
Linda Adams Logan Moore	-1.027 88
Mary Seldomridge	9,187.50
Michael Moore	25,620.00
Overtime	2 284 58
Peyton Smith Salary Vacation	2 250 00 4 041 23
Tammy Shoemaker	25,572.25
Zen Clements	20,183.53
Payroll - Other	219.12
Total Payroll	274,556.79
Taxes	
Payroll Expenses	054.25
Other State Tax	-651.35 -10,548.00
Payroll Expenses - Other	40,730.57
Total Payroll Expenses	29,531.22
	,
Unemployment Workers Compensation	1,959.04 2,992.07
Total Taxes	34,482.33
Total Employee Expenses	358,342.31
GAOA	
Ad Auto Bootel	0.00
Auto Rental Auto Rental Insurance	444.73 1,755.58
Conference	1,724.70
Libality Insurance	2,251.32
Supplies/Material	-13,260.41
Training Travel	190.40 8,566.36
Total GAOA	1,672 68
Grant Program	,,,,,,
Festival	
Allegheny Echoes	2,875.00
Appalachian Heritage Fair	1, 199.38
Art on the Trail Arts, Crafts & Food Summer	1, 469.70 1, 968.00
Banked Slalom	910.54
Blues & Brews	1,420.44
Cass Days	2,941.72
Cupp Run Challenge	836.34
CW's Corn Maze Droop Mountain Open Studios	3, 980.34 4,000.00
Durbin Days	1,293.82
First Fridays/Fresh Fridays	708.50

	Jul '23 - Jun 24
Folk Arts & Culture Workshop	4,000.00
Fort Warwick 250th Anniversary	5,000.00
Great Greenbrier River Race	3,000.00
Greenbrier River Trail Marthon	4,528.48
Hammons Family Fiddle & Banjo C	-450.00
Homegrown Music Festival at Riv	5,000.00
Huntersville Traditional	5,000.00
Little Levels heritage	4,000.00
Mushroom Foray, Wild Women's We	8,000.00
Nurtured by Nature Pickin' and Pedalin'	-793.57
Pioneer Days	4,841.64 5,000.00
Pocahontas County Opera House	5,000.00
Slatyfork Enduro	4.621.59
Snowshoe Pride Weekend	1,000.00
Space Race Rumpus	2,924.31
The Big Dam Art Show	-187.04
Treasure on the Mountain	3,000.00
UCI World Cupp	3,446.58
Uphill Thang & Randonne'	2,000.00
Watoga Art in the Park	3,450.00
WV Trail Festival	5,000.00
Total Festival	100,985.77
Partnership	
Bee City	5,000.00
Forgotten Angel Program	200.00
Mountain Trail Network	5,000.00
Old Mountain Tavern Block Party	7,520.00
Upper Pocahontas Community Coop	172.00
Total Partnership	17,892.00
Sponsorship/Non-Profit	
Adventure Pocahontas	8,600.00
Allegheny Trail 50th Celebratio	2,500.00
Farmers Market 2024 Season Greenbrier Bike Trek -ALA	3,600.00 3,000.00
Greenbrier Bike Trek -ALA Griffin Taylor	1,260.00
Hammons Family Fiddle and Banjo	5,000.00
Hannah Burks -Rodeo	2,500.00
Mia Valach	2,500.00
Mva Workman - Rodeo	4,000.00
PCSC	250.00
Trail Maintenance	290.00
Tristen O'Steen	2,500.00
World Cup	50,000.00
Total Sponsorship/Non-Profit	86,000.00
Total Grant Program	204,877 77
Insurance Directors & Officers Insurance Fire & Casualty	1,365.45 1,465.01
Total Insurance	2,830 46
Marketing	
2022/2023 Marketing Social Media	56,475.58
Total 2022/2023 Marketing	56,475.58

	Jul '23 - Jun 24
Advertising	
Brochures	
Brochure Distribution	1 5, 586. 54
Event Tent Cards	4 58.00
Total Brochures	16,044,54
Contingency	
2022/2023 Marketing	0.40.4.00
Outside	6,424.83
Total 2022/2023 Marketing	6,424.83
Benedum - Program Admin	-2,097.51
Influencers	3,479.61
Office IT ungrades	5,843.93
State Co-op Underexposed Project	29,903.55 2,250.00
onderexposed Project	2,230.00
Total Contingency	45,804.41
Media	
Annual Ads Compass	2,244.00
Compass	2,244.00
Total Annual Ads	2,244.00
Broadcast	
AMR	4,567.50
WV Metro News	0.00
Total Broadcast	4,567.50
General Ads	
Charleston Gazette.	375.00
FreeHub Magazine	12,400.00
Pocahontas Times Recreation News	3,999.50 550.00
State Co-op	46.250.00
General Ads - Other	74.55
Total General Ads	63,649.05
Production	
Adventure Guide	18,000.00
Adventure Guide Printing	69.731.93
Co-op Support	5,387.26
Content Strategy	15,7 50.00
Contigency-DR	93,381.92
Digital Media Planning	967.00
Media Planning and Spending Multimedia	424,879.26 23,130.00
PR/Event Support	11,307.75
Projects	14,784.39
Stategic Collaboration and Supp	48,630.50
Videos	8,311.50
Web production	146.40
Website	90.40
Total Production	734,498.31
Total Media	804,958.86
Total Advertising	866,807.81

	Jul '23 - Jun 24
Internet	202.52
Domain Name Hosting	306.56 911.85
Total Internet	1,218 41
Other Marketing	
Canva IStock	189.99 348.00
Maple Days	40.80
Misc.	375.76
Outdoor Signs/Kiosk Subscriptions	1,000.00
Pocahontas Times	35.00
Total Subscriptions	35.00
Survey Monkey	318.00
Travel Writers	311.36
Total Other Marketing	2,618 91
Postage	
Bulk Mail Bulk Mail Reimbursement	3,718.05 -11.00
Direct Mall	21,215.90
Machine	12,112.50
Mailing House	1,308.00
PO Box Rent Postage Permit	120.00 310.00
Postage Supplies	751.74
Total Postage	39,525.19
Shows Mountain Biz Works	758.00
Total Shows	758.00
Social	
Facebook	-500.00
Total Social	-500.00
Special Projects BiCentennial	
Bicentennial Ornament	-484.40
Web Site	520.00
Total BiCentennial	35.60
Hammons Family Fiddle & Banjo	
Banjo Judge Cackling Hen	500.00 -250.00
Donation	-2,400.47
Entertainment	1,500.00
Hardy Law Firm	-500.00
Jam Jam Host	400.00 4,300.00
Judge	3,000.00
Marketing	2,000.00
Marlinton Motor Inn MC	-300.00 1,000.00
Prize winners	2,400.00
Robert Viers	-100.00
Score	100.00
Sound Stage Manager	1,000.00 200.00
	200.00

	Jul '23 - Jun 24	
T-Shirts Hammons Family Fiddle & Banjo - Other	2,171.00 -1,780.87	
Total Hammons Family Fiddle & Banjo	13,239.66	
Maple Days	7,109.45	
Mountain Music Trail. CD Trademark	-12.00 450.00	
Total Mountain Music Trail.	438.00	
Mountin Bike SHARC	13,534.00	
Total Mountin Bike	13,534.00	
Total Special Projects	34,356.71	
Total Marketing	1,001,2	60 61
Office		
Misc Accountant Fee	2,602.72	
Adobe Photo Shop	731.28	
Annual Report Sec of State	31.66	
Bank Charge	348.88	
Board Meeting Board Seat Ad	518.73 196.95	
Christmas Dinner	602.14	
Computer Repair	1,842.26	
Dropbox	127.07	
Gifts	2,205.07	
Grant writing	1,000,00	
Help Wanted	1,016.99	
Microsoft Program	211.98	
Office Cleaning	4,000.00	
Open House	499.09	
Safe Deposit Box	31.79	
Storage Unit	660.00	
TradeMark	713.00	
Water Window cleaning	152.84 350.00	
Zoom	158.89	
Misc - Other	0.00	
Total Misc	18,001.34	
Office Equipment		
Pitney Bowes	2,293.28	
Quick Books Program	2,248.63	
Xerox	2,286.26	
Total Office Equipment	6,828.17	
Office Supplies		
Copies	1,117.12	
Office Supplies - Other	9,489.08	
Total Office Supplies	10,606.20	
Office - Other	0.00	
Total Office	35,4	35.71

	Jul '23 - Jun 24
Promo Items Misc Patches, Pins, Stickers PCCVB Shirts	3,241.13 478.59 1,911.93
Total Promo Items	5,631.65
Reconciliation Discrepancies Travel Hospitality University Local Travel Expense Marketing College Meals Meetings State Conference	0 08 2,944.70 2,150.28 1,488.26 659.17 396.67 1,671.57
Tourism Day Tourism Summit Training STS Marketing College	1,553.93 478.79
Total Training	1,981.56
Total Travel	13,324.93
Utilities Building Maintenance Electric Fire Fee Propane Telephone Cell Phone Local Telephone Book ad Yellow Pages ad	769.06 2,004.07 75.00 2,402.70 4,819.14 8,400.28 1,238.51 114.48
Total Telephone	14,572.41
Water	1,069.11
Total Utilities	20,892.35
Total Expense	1,686,555 81
Net Ordinary Income	-338,286,46
Net Income	-338,286.46

3:53 PM 09/12/24 **Accrual Basis**

	Jul '23 - Jun 24
Ordinary Income/Expense	
Income	
Cash Carry Over	741,039.99
Hotel Motel Tax	1,063,000.00
Interest Inc.	0.00 0.00
Mtn Bike Map	0.00
Total Income	1,804,039.99
Gross Profit	1,804,039.99
Expense	
Dues	
Pocahontas County Chamber	125.00
WV Agritourism Association	25.00
WV Association of CVB's	3,000.00
WV Ski Area Association WVHTA	200.00 550.00
	4-1-11-11
Total Dues	3,900.00
Education	
8th Grade Luncheon	3,500.00
Calvin W Price Enrichment Serie	10,000.00
Field Trips	1,500.00
Hospitality Training	1,000.00
Hospitality University	1,180.00
Leave No Trace	1,000.00
Make It Shine	10,000.00
Scholarship Program	2,000.00
Tourism Club	3,500.00
Tourism Summit	3,000.00
Total Education	36,680.00
Employee Expenses	
Benefits	
Medical and Life	43 612 80
Pension Walles	4 24 4 00
Chelsea Walker Linda Adams	1,214.98 1,214.98
Mike Moore	936.00
Tammy Shoemaker	897.60
Total Pension	4,263,56
Total Benefits	47,876.36
Contract	
Kinsey B Photography	0.00
Travel	0.00
Total Contract	0.00
GAOA	0.00

Payroll 0.00 Bauserman, Tara 0.00 Cara Rose 0.00 Carolyn McCloud 18,000.00 Chelsea Faulknier 63,934.52 Green Bank 0.00 Jacob Hyer 45,697.60 Jake Osborne 0.00 Jax Osborne 13,200.00 Julie Markley 15,600.00	
Bauserman, Tara 0.00 Cara Rose 0.00 Carolyn McCloud 18,000.00 Chelsea Faulknier 63,934.52 Green Bank 0.00 Jacob Hyer 45,697.60 Jake Osborne 0.00 Jax Osborne 13,200.00 Julie Markley 15,600.00	
Cara Rose 0.00 Carolyn McCloud 18,000.00 Chelsea Faulknier 63,934.52 Green Bank 0.00 Jacob Hyer 45,697.60 Jake Osborne 0.00 Jax Osborne 13,200.00 Julie Markley 15,600.00	
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Jake Osborne 0.00 Jax Osborne 13,200.00 Julie Markley 15,600.00	
Jax Osborne 13,200.00 Julie Markley 15,600.00	
Julie Markley 15,600.00	
Linda Adams 45,697.60	
Lori Salmon. 0.00	
Mary Seldomridge 9,600.00	
Michael Moore 31,200.00	
Overtime 4,800.00	
Seasonal Raises 1,200.00	
Sherry DeHaven 0.00	
Tammy Shoemaker 34,000.00	
Total Payroll 282,929.72	
Taxes	
Payroll Expenses 45,766.68	
Unemployment 1,250.00	
Workers Compensation 340.00	
Total Taxes 47,356.68	
Total Employee Expenses 378,162.	.76
GAOA	
Auto Rental 0.00	
Auto Rental Insurance 0.00	
Contigency 0.00	
Libality Insurance 0 00	
Supplies/Material 0 00	
Travel 0.00	
Total GAOA 0.0	.00
Grant Program	
Festival	
Other Grant Contingency 97,000.00	
Festival - Other 0.00	
Total Festival 97,000.00	
Partnership	
Mountain Trail Network 5,000.00	
Nature's Mountain Classroom 0.00	
Tourism Partners (H/M) 200,000.00	
Partnership - Other 15,000.00	
Total Partnership 220,000 00	

3:53 PM 09/12/24 **Accrual Basis**

	Jul '23 - Jun 24
Sponsorship/Non-Profit Adventure Pocahontas Cheat Mountain Salamanders Scenic Mountain Triathlon Snowshoe Foundation Snowshoe Foundation Golf Tourna Trail Maintenance Trail Maintenance - Map Sales World Cup Sponsorship/Non-Profit - Other	5,000,00 0,00 0,00 250,00 700,00 10,000,00 0,00 50,000,00 20,000,00
Total Sponsorship/Non-Profit	85,950.00
Grant Program - Other	0.00
Total Grant Program	402,950 00
Insurance Bond Directors & Officers Insurance Fire & Casualty Flood	200 00 1,125 00 1,500 00 0 00
Total Insurance	2.825.00
Marketing 2022/2023 Marketing	20,953.75
Advertising Brochures Brochure Distribution Brochure Printing County Map Event Tent Cards Visitors Guide Printing	0.00 10,000.00 2,500.00 1,500.00 0.00
Total Brochures	14,000.00
Contingency	71.442.07
Media Annual Ads Compass	1,500.00
Total Annual Ads	1,500.00
Broadcast AMR	4,600.00
Total Broadcast	4,600.00
General Ads PCHS Calendar Pocahontas Times State Co-op	300.00 3,000.00 50,000.00
Total General Ads	53,300.00

	Jul '23 - Jun 24
Production Ad production Adventure Guide Adventure Guide Printing Co-op Support Content Strategy Contigency-DR Media Planning and Spending Multimedia PR/Event Support Projects Stategic Collaboration and Supp Website Production - Other	0.00 18,000.00 75,000.00 18,000.00 21,000.00 53,870.00 375,000.00 90,000.00 0.00 46,950.00 2,180.00 0.00
Total Production	700,000.00
Total Media	759,400.00
Total Advertising	844, 842 .07
Internet Domain Name Hosting	250.00 0.00
Total Internet	250 00
Other Marketing Canva CVB Photo/Video Database Fam Tour IStock Media Relations Photography & Videography Research and Develepment Subscriptions Pocahontas Times	400.00 0.00 0.00 0.00 348.00 0.00 0.00 3,600.00
Total Subscriptions	1 5.00
Total Other Marketing Postage Bulk Mail Direct Mail Machine Mailing House PO Box Rent Postage Permit Postage Supplies	4,363 00 3,900.00 10,000.00 6,000.00 1,200.00 95.00 275.00 800.00
Total Postage	22,270,00
Shows Mid-Atlantic Women's Motorcyle Shows - Other	500.00 0.00
Total Shows	500.00
Special Projects BiCentennial	-3,550.00
Hammons Family Fiddle & Banjo	-12, 682.52

Maple Days MonForest Towns Mountain Music Trail. -2,751.59 Aug. Total Special Projects -15,517.51 Total Marketing 877,861.31 Office Linwood Visitor Center Misc 20,000.00 Linwood Visitor Center Misc 20,000.00 Accountant Fee Accreditation 0.00 Accountant Report Sec of State Backup-Carbonite 420.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Computer Repair 500.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Microsoft Program 199.00 Office Cleaning 3,600.00 Open House 200.00 Open House 200.00 Opbil Restrooms 6,000.00 QuickBooks 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Visitor Equipment 1,848.00 Pince Supplies 1,848.00 Quick Books Program 1,680.00 Xerox 2,820.00 Total Off		Jul '23 - Jun 24
MonForest Towns Mountain Music Trail. -533.40 Total Special Projects -15.517.51 Total Marketing 877.661.31 Office 20,000.00 Linwood Visitor Center 20,000.00 Misc 2250.00 Accountant Fee 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Christmas Dinner 600.00 Computer 0.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Office Cleaning 3,600.00 Office Cleaning 3,600.00 Open House 200.00 Public Restrooms 6,000.00 Quick Books 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Vistor Geal Misc 1,419.92 Office Equipment	Manle Days	4 000 00
Mountain Music Trail. 533.40 Total Special Projects -15.517.51 Total Marketing 877,661.31 Office 20,000.00 Linwood Visitor Center 20,000.00 Misc 20,000.00 Accreditation 0.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Christmas Dinner 600.00 Computer 0.00 Computer 0.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Microsoft Program 199.00 Office Cleaning 3600.00 Open House 200.00 Public Restrooms 6,000.00 QuickBooks 670.00 Staff Retreat 0.00 Staff Retreat 0.00		•
Total Special Projects -15,517 51 Total Marketing 877,661 31 Office 20,000 00 Linwood Visitor Center 20,000 00 Misc 20,000 00 Accountant Fee 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Backup-Carbonite 420.00 Christmas Dinner 600.00 Christmas Dinner 600.00 Computer Repair 500.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Office Cleaning 3,600.00 Open House 200.00 Public Restrooms 6,000.00 Quick Books 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Storage Unit 720.00 Water 240.00 Window cleaning 450.00		· · · · · · · · · · · · · · · · · · ·
Total Marketing 877,661.31 Office Linwood Visitor Center Misc 20,000.00 Accountant Fee Accreditation 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Board Meeting 275.00 Christmas Dinner 600.00 Computer Repair 500.00 Clowers 250.00 Help Wanted 0.00 Microsoft Program 199.00 Office Cleaning 3,600.00 Open House 200.00 Public Restrooms 6,000.00 QuickBooks 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Storage Unit 720.00 Water 240.00 Window cleaning 450.00 Zoom 1,848.00 Quick Books Program 1,680.00 Quick Books Program 1,680.00 Verox 2,160.00 Office Supplies 9,360		
Office Linwood Visitor Center 20,000 00 Misc Accountant Fee 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Board Meeting 275.00 Christmas Dinner 600.00 Computer Repair 500.00 Computer Repair 500.00 Computer Repair 500.00 Computer Repair 199.00 Flowers 255.00 Computer Repair 199.00 Microsoft Program 199.00 Computer Repair 199.00 Office Cleaning 3,600.00 Computer Repair 199.00 Office Cleaning 3,600.00 Computer Repair 1,000.00 QuickBooks 6,7000.00 Ground Repair 1,000.00 Safe Deposit Box 35.00 35.00 35.00 Staff Retreat 0.00 0.00 240.00 0.00 Window cleaning 450.00 450.00 0.00 0.00 0.00 0.00 0.00 0.00 0.00	•	
Linwood Visitor Center 20,000 00	•	577,001.51
Misc 2,550.00 Accountant Fee 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Board Meeting 275.00 Christmas Dinner 600.00 Computer 0.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Microsoft Program 199.00 Office Cleaning 3,600.00 Open House 200.00 Public Restrooms 6,000.00 Quick Books 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Storage Unit 720.00 Water 240.00 Window cleaning 450.00 Zoom 0.00 Total Misc 17,419.92 Office Equipment 1,680.00 Pitters Bowes 1,848.00 Quick Books Program 1,680.00 Xerox <		20,000,00
Accountant Fee 2,550.00 Accreditation 0.00 Adobe Photo Shop 685.92 Annual Report Sec of State 25.00 Backup-Carbonite 420.00 Board Meeting 275.00 Christmas Dinner 600.00 Computer 0.00 Computer Repair 500.00 Flowers 250.00 Help Wanted 0.00 Microsoft Program 199.00 Office Cleaning 3,600.00 Open House 200.00 Public Restrooms 6,000.00 QuickBooks 670.00 Safe Deposit Box 35.00 Staff Retreat 0.00 Storage Unit 720.00 Water 240.00 Window cleaning 450.00 Zoom 0.00 Total Misc 17,419.92 Office Equipment 1,848.00 Pitney Bowes 1,848.00 Quick Books Program 1,680.00 Xerox 2,820.00 Total Office Supplies		20,000.00
Accreditation Adobe Photo Shop Adobe Photo Shop Annual Report Sec of State Backup-Carbonite Board Meeting Christmas Dinner Computer Computer Computer P Co		2.550.00
Annual Report Sec of State Backup-Carbonite Board Meeting Christmas Dinner Computer Computer Computer Repair Flowers Flowers Help Wanted Microsoft Program Office Cleaning Open House Public Restrooms Staff Retreat Storage Unit Water Window cleaning Zoom Total Office Equipment Pitney Bowes Quick Books Program Agents Coffice Supplies Copies Office Supplies Visitor Center Total Office Bags Misc PCCVB Shirts Poon Computer Repair Page 100,00 Response Repair Retreat Retr	Accreditation	0.00
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Patches, Pins, Stickers 1,000 00 PCCVB Shirts 2,000 00 Total Promo Items 7,000.00		
PCCVB Shirts 2,000 00 Total Promo Items 7,000.00		
Public Restrooms (Depot) 0.00	Total Promo Items	7,000.00
	Public Restrooms (Depot)	0.00

3:53 PM 09/12/24 Accrual Basis

	Jul '23 - Jun 24
Travel	
Accident reimbursement	500.00
Hospitality University	1,000.00
Local Travel Expense	3,000.00
Marketing College	1,500.00
Meals	900.00
Meetings	1,800.00
State Conference	2,500.00
Tourism Day	1,500.00
Tourism Summit	0.00
Tradeshows	0.00
Training	
Other	0.00
STS Marketing College	2,000.00
Total Training	2,000.00
Total Travel	14,700 00
Utilities	
Building Maintenance	5,000.00
Electric	2,640.00
Fire Fee	75.00
Linwood Visitor Center	0.00
Propane	4,950.00
Telephone	4 000 00
Cell Phone	4,320.00
Local	6,240.00
Telephone Book ad	1,248.00
Total Telephone	11,808.00
Water	2,160.00
Total Utilities	26,633.00
Total Expense	1,804,039.99
Net Ordinary Income	0.00
Net Income	0.00

Pocahontas County CVB Balance Sheet

As of June 30, 2024

	Jun 30, 24
ASSETS	
Current Assets	
Checking/Savings Citiznes Bank of WV - Flood	250,787.35
City National CD Emergency	251,501.94
Debit Card Account	1,170.04
Pendleton Community Bank	132,472 02
Third Party Sweep from DDA 6923	391,220.56
Total Checking/Savings	1,027,151.91
Accounts Receivable	
Accounts Receivable	91,014.09
Total Accounts Receivable	91,014 09
Total Current Assets	1,118.166.00
Fixed Assets	
Accumulated Depreciation-ALL	-15,637.00
Building	69,758.44
Building Improvements Computer	40,229.78 3,889.03
Land	18,277.56
Office Furniture	10.219.00
Snowshoe Computer	669.05
Snowshoe Furniture	3,149.86
Total Fixed Assets	130,555.72
TOTAL ASSETS	1,248,721.72
LIABILITIES & EQUITY Liabilities	
Current Liabilities	
Accounts Payable	2 609 27
Accounts Payable Total Accounts Payable	-2,698.27
•	2,000.27
Other Current Liabilities	-6.33
Direct Deposit Liabilities Line of Credit	-245.98
Other Tax Liability	-958.33
Payroll Liabilities	0.01
Total Other Current Liabilities	1,210.63
Total Current Liabilities	-3,90890
Total Liabilities	-3.908.90
Equity	
Opening Balance Equity	15,322,14
Restricted Emergency Fund	100,000.00
Unrestricted Net Assets	1,475,594.94
Net Income	-338,286.46
Total Equity	1,252,630.62
TOTAL LIABILITIES & EQUITY	1,248,721.72

3:57 PM 09/12/24 Accrual Basis

Pocahontas County CVB Profit & Loss Budget vs. Actual

	Jul '23 - Jun 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income	0.00	741.039.99	744 02000	0.0%
Cash Carry Over Hotel Motel Tax	1,336,833,15	1,063,000,00	-741,03999 273,833,15	125.8%
Interest Inc.	11,436.20	0.00	11.436.20	100.0%
Mtn Bike Map	0.00	0.00	0.00	0.0%
Total Income	1,348,269.35	1,804.039.99	-455,770.64	74.7%
Gross Profit	1,348 269 35	1,804,039.99	-455,770.64	74.7%
Expense				
Dues	3,843.55	3,900.00	-56.45	98.6%
Education	38.443.71	36.680.00	1,763.71	104.8%
Employee Expenses	358,342.31	378,162.76	-19,820.45	94.8%
GAOA	1,672.68	0.00	1,672,68	100.0%
Grant Program	204,877.77	402,950.00	-198,072 23	50.8%
Insurance	2,830.46	2,825.00	5.46	100 2%
Marketing	1,001,260.61	877,661.31	123,599.30	114_1%
Office	35.435.71	53,527.92	-18,092.21	66.2%
Promo Items	5,631.65	7,000.00	-1,368.35	80.5%
Public Restrooms (Depot) Reconciliation Discrepancies	0.00 0.08	000	0.00	0.0%
Travel	13,324.93	14,700.00	1.375.07	90.6%
Utilities	20,892.35	26,633.00	-5,740 65	78.4%
Total Expense	1,686,555.81	1,804,039.99	-117.484.18	93.5%
Net Ordinary Income	-338,286.46	0.00	-338 286 46	100.0%
Net Income	-338,286.46	0.00	-338,286.46	100.0%

FINANCIAL REPORT

JUNE 30, 2021

JOHNATHAN P. RICE

CERTIFIED PUBLIC ACCOUNTANT

CONTENTS

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FINANCIAL STATEMENTS	
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Notes to Financial Statements	5-8

JOHNATHAN P. RICE CERTIFIED PUBLIC ACCOUNTANT

595 MAIN STREET UNION, WEST VIRGINIA 24983 (304) 772-4406

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of Pocahontas County Tourism Commission, Inc.

I have audited the accompanying statements of financial position of Pocahontas County Tourism Commission, Inc. as of June 30, 2021 and 2020, and the related statement of activity, and statement of cash flows for the year ended June 30, 2021, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

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

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that I plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not to express an opinion on the effectiveness of the entity's internal control. Accordingly, I express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimated made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Pocahontas County Tourism Commission, Inc. as of June 30, 2021 and 2020 and the changes in its net assets and its cash flows for the year ended June 30, 2021 in conformity with accounting principles generally accepted in the United States of America.

Union, West Virginia

June 27, 2022

STATEMENT OF ACTIVITIES Year Ended June 30, 2021

UNRESTRICTED NET ASSETS	Without Donor Restrictions	With Donor Restrictions	Total
Support Hotel/motel tax revenue	\$ 1,126,619	\$ -	\$ 1,126,619
Government grants	56,885	9 =	56,885
Interest income	116	-	116
interest meome	- 110	-	
TOTAL REVENUE, GAINS			
AND OTHER SUPPORT	1,183,620		1,183,620
Expenses Program services			
Tourism program and visitors center Supporting services	449,337	*	449,337
Management and general	85,588	(4)	85,588
TOTAL EXPENSES	534,925		534,925
CHANGE IN NET ASSETS	648,695	1=	648,695
INCREASE IN NET ASSETS	648,695	12	648,695
NET ASSETS AT BEGINNING OF YEAR	711,693		711,693
			711,073
NET ASSETS AT END OF YEAR	\$ 1,360,388	\$ -	\$ 1,360,388

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

STATEMENT OF CASH FLOWS Year Ended June 30, 2021

CASH FLOWS FROM OPERATING ACTIVITIES Increase in net assets Adjustments to reconcile change in net assets to net cash provided by operating activities: Depreciation	\$	648,695
Changes in operating assets and liabilities:		1,127
(Increase) decrease in short-term investments		=
(Increase) decrease in accounts receivable		(45,495)
Decrease (increase) in prepaid expenses		
Decrease in accounts payable and accrued expenses	_	7,819
Net cash provided by operating activities	\$	615,146
CASH FLOWS FROM INVESTING ACTIVITIES Purchase of building and equipment	\$_	
Net cash used in investing activities	_\$_	
CASH FLOWS FROM FINANCING ACTIVITIES Proceeds from borrowings on line of credit Repayments of borrowings on line of credit	\$	-
Net cash used in financing activities	\$	-
Net increase (decrease) in cash and cash equivalents Cash and cash equivalents, beginning	\$	615,146 578,125
Cash and cash equivalents, ending	\$	1,193,271

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

NOTES TO FINANCIAL STATEMENTS

NOTE I-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

Pocahontas County Tourism Commission, Inc., operating as Pocahontas County Convention and Visitors Bureau, is a nonprofit, non-stock corporation organized under the laws of the State of West Virginia and is exempt from income taxes under Section 50lc(6) of the Internal Revenue Code. The Organization operates a convention and visitors bureau for Pocahontas County. The Organization's support primarily comes from the hotel-motel tax collected from lodging establishments located in the county.

Basis of Accounting

The financial statements have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles accepted in the United States.

Cash and Cash Equivalents

For purposes of the statement of cash flows, the Organization considers all unrestricted highly liquid investments with an initial maturity of three months or less to be cash equivalents. Fair value approximates carrying amounts.

Public Support and Revenue

Revenue is recorded in the month collected by the county or municipality. Revenue receivable is stated at an amount that management expects to collect from tax revenue collected, but not yet received by the organization. Management has not suffered losses on accounts receivable and has not established an allowance for doubtful accounts.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Property and Equipment

Buildings and improvements, furniture, equipment, and leasehold improvements are capitalized at cost. It is the Organization's policy to capitalize expenditures for these items in excess of \$500. Lesser amounts are expensed. Buildings and improvements are being depreciated over 40 years. Furniture and equipment are being depreciated over estimated useful lives of five to ten years using a straight-line method, with a half of year's depreciation recognized in the years of acquisition and disposal. Leasehold improvements are being amortized over the shorter of the lease term or useful life.

NOTES TO FINANCIAL STATEMENTS

NOTE I-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Income Taxes

The Organization is exempt from income taxes under section 501(c)(6) of the Internal Revenue Code and did not conduct unrelated business activities. Therefore, the Organization has made no provision for federal income taxes in the accompanying financial statements.

Functional Allocation of Expenses

Costs of providing various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

NOTE 2-ACCOUNTS RECEIVABLE

Accounts receivable are stated at cost and consist of the following at June 30, 2021 and 2020:

	<u>2021</u>	2020
Hotel/motel tax	\$ 71,774	\$ 26,279
Grant reimbursements	1 <u>~</u>	12
Other receivables	71,774	26,279
Less allowance for bad debts	()	()
Accounts receivable, net	\$ 71,774	\$ 26,279

NOTE 3-PROPERTY & EQUIPMENT

As of June 30, 2021 and 2020, property and equipment consisted of the following:

	2021	2020
Land	\$ 18,278	\$ 18,278
Building and improvements	109,988	109,988
Furniture and equipment	26,171	26,171
	154,437	154,437
Less accumulated depreciation	<u>- 45,390</u>	- 41,263
Property and equipment, net	\$ 109,047	\$ 113,174

NOTES TO FINANCIAL STATEMENTS

NOTE 4-LINE OF CREDIT

The Organization has obtained an unsecured bank line of credit in the amount of \$30,000. No amounts were outstanding on the line of credit at year end June 30, 2021 and 2020.

NOTE 5-TEMPORARILY RESTRICTED NET ASSETS

Temporarily restricted net assets are available for the following purposes at June 30, 2021 and 2020:

2021 2020

Board designated contingency fund \$100,000 \$100,000

Temporarily restricted net assets are designated by the board of directors and are included in net assets without donor restriction reported on the statement of financial position.

NOTE 6-CONTRIBUTED SERVICES

During the year, the Organization received the services of many individuals, businesses, and organizations. This included the donation of their time, use of their facilities and equipment, and supplies. Contributed services received that create or enhance non-financial assets or require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation are reported as support and expense in the period the services are performed. No amounts have been recorded for contributed services for the year.

NOTE 7-RETIREMENT PLAN

The Organization maintains a SIMPLE IRA plan for which all full-time employees are eligible to participate. The Organization matches employees' contributions up to 3%.of their regular salary. Retirement expense for the year ended June 30, 2021 was \$ 4,289.

NOTE 8-HEALTH INSURANCE PLAN

The Organization provides eligible employees with health and life insurance benefits through PEIA with the State of West Virginia. The Organization has not provided post-employment benefits in the past and does intend to provide post-employment benefits in the future. Therefore, no amounts have been accrued for post-employment benefits at June 30, 2021 and 2020.

NOTES TO FINANCIAL STATEMENTS

NOTE 9-CONCENTRATION OF CREDIT RISK

The Organization maintains several bank accounts. Accounts at an institution are insured by the Federal Deposit Insurance Corporation (FDIC) up to \$250,000. During the year ended June 30, 2021 cash exceeded federally insured limits. An account at one bank exceeded federally insured limits at year end June 30, 2021 and 2020.

NOTE 10-FAIR VALUE OF FINANCIAL INSTRUMENT

The following methods and assumptions were used by the Organization in estimating its fair value disclosures for financial instruments:

• Cash, cash equivalents, prepaid expenses and accounts receivable: The carrying amounts reported in the statement of financial position approximate fair values because of the short maturities of those instruments.

NOTE 11-UNCERTAIN TAX POSITIONS

The Organization has adopted recently issued accounting principles related to uncertain tax positions and has evaluated its tax positions taken for all open tax years. Currently, the 2018, 2019, and 2020 tax years are open and subject to examination by the Internal Revenue Service. However, the Organization is not currently under audit nor has the Organization been contacted by this jurisdiction.

Based on the evaluation of the Organization's tax position, management believes all positions taken would be upheld under an examination. Therefore, no provision for the effects of uncertain tax positions has been recorded for the years ended June 30, 2021 and 2020.

NOTE 12-SUBSEQUENT EVENTS

The Organization has evaluated events subsequent to June 30, 2021 and 2020 for possible adjustment or disclosure to the accompanying financial statements. This evaluation was done through the date of the Independent Auditor's Report, which is the date the financial statements were available to be issued.



POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU

2024 ANNUAL REPORT

September 2024

301 8th Street, Marlinton, WV 304-799-4636 PocahontasCountyWV.com



CVB ANNUAL REPORTING REQUIREMENTS



The State of West Virginia now requires that CVBs in West Virginia report not only to their local collecting authority - County Commission - but also to the State Auditor, the Joint Committee on Government and Finance, and the West Virginia Association of Convention and Visitors Bureaus.

This report is the full report required by law.

INTRODUCTION

The Pocahontas County Convention & Visitors Bureau is a fully accredited member of the West Virginia Association of Convention and Visitors Bureaus. The accreditation program is endorsed by the West Virginia Department of Tourism and accreditation is now required by the West Virginia legislature. The accreditation program ensures the credibility of CVB's receiving hotel/motel tax dollars and the continued improvement of services offered to the traveling public. In accordance with the state legislation, this report is also submitted to the WV State Auditor's Office, WV Joint Committee on Government & Finance and the WV Association of CVBs.

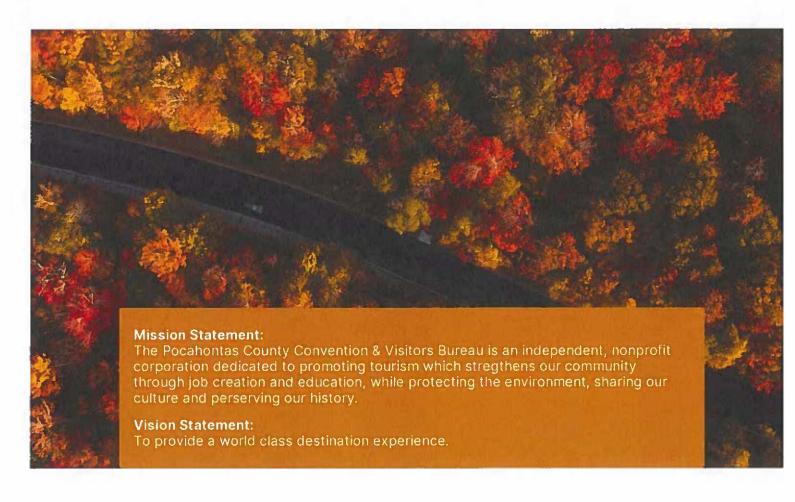


tourism promotion. Tourism is a vital economic driver of the Pocahontas County economy. The CVB Board is dedicated to staying focused on tourism efforts which improve the return on investment and ensures the future of the industry. The Board meets monthly and holds regular planning retreats for the purpose of revising and identifying goals important to the growth of the Pocahontas County tourism based economy. The board meets the third Wednesday of each month at 6 p.m., with the exception of December. Meeting dates and strategic plan copies are available upon request.

POCAHONTAS COUNTY CVB ORGANIZATIONAL INFORMATION

Name	Seat Represented	Board Term	Policy	Education	Personnel	Government	Finance	Marketing	Visitor Centers	Gran
Bob Sheets (President)	Green Bank District	2024-2027	X	X	CHAIR	X	X	X	X	
Mikey Valach (Vice President)	Ski Industry	2024-2027			X		X		X	
Bill Jordan (Secretary)	Chamber of Commerce	2022-2025	CHAIR	1	X		X		- 1	
rica Engquist (Treasurer)	At-Large	2023-2026	1	X	X		CHAIR			
Colby Brown	At-Large	2024-2027			X					
GilWillis	At-Large	2024-2027	X					CHAIR		
amie Walker	County Commission	Recurring				X	X			
Sarah Guyette	Edray District	2022-2025	X	×				X		
OPEN SEAT - TO BE FILLED FALL 2024	State Parks & Forests	2024-2027								
Delsie Swearingen	Little Levels District	2024-2027						X	X	
elicia Smith	Huntersville District	2022-2025	X		X					-
Caren Murphy	Lodging	2023-2026				×		X	X	
ason Hattersley	US Forest Service (non-voting)	Recurring					140			
OPEN SEAT - TO BE FILLED FALL 2024	PCHS Tourism Club Representative (non-voting)	Recurring								

The Pocahontas County CVB Board of Directors is a diverse set of people representing a variety of tourism interests including tourism related businesses and sectors, voting district interests, and public interests in general.





The Pocahontas County CVB operates and staffs six visitor centers in Pocahontas County. This investment is important, making information easily accessible to visitors in our large and rural mountainous destination. Pocahontas County is large and satellite visitor centers provide visitors access to travel information in multiple areas of the county, including the Pocahontas County Free Libraries. All satellite visitor centers are in partnership with area attractions and is mutually beneficial to both the PCCVB, the tourism partner, and the guest.

Pocahontas County CVB Main Office: 3018th Street, Marlinton

Open 8:30AM-5PM daily May-October; Monday-Sunday November-April. Closed Thanksgiving Day, Christmas Day, New Year's Day, Martin Luther King Jr Day, President's Day

Snowshoe Mountain Resort Visitor Center: Linwood Library, Slaty Fork

Open Friday-Sunday Memorial Day through Labor Day and through ski season

Cass Scenic Railroad State Park Visitor Center: Cass

Open in conjunction with train operations daily Memorial Day week through October

Cranberry Mountain Nature Center Visitor Center: Mill Point

Open 9AM-5PM Thursday-Monday, May-October

Durbin Visitor Center: Pocahontas County Arts Council Gallery

Open 9AM-5PM in conjunction with train operations Memorial Day-October

Green Bank Observatory Visitor Center: Green Bank Observatory Science Center

Open daily Memorial Day-Labor Day; Thursday-Monday Labor Day-October

Green Bank, Hillsboro, Marlinton, Durbin & Linwood Library: operate hours/days most conducive to offering services to guests, including at all locations, while maintaining library services and operations within budget.



PCCVB STAFF 2024

Chelsea Faulknier: Executive Director

Linda Adams: Office Manager, Events/Grants Coordinator

Jake Hyer: Marketing Specialist

Makinsey Poeppel: Social Media Manager

Mike Moore: Information Specialist

Tammy Shoemaker: Information Specialist

Jack Osborne: Information Specialist (part-time)

Tara Bauserman: Information Specialist (part-time)

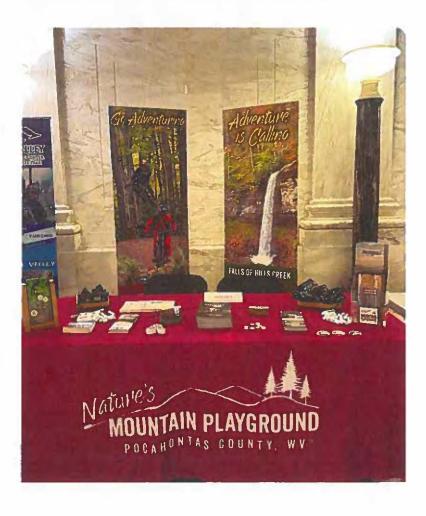
Mary Seldomridge: Information Specialist (part-time)

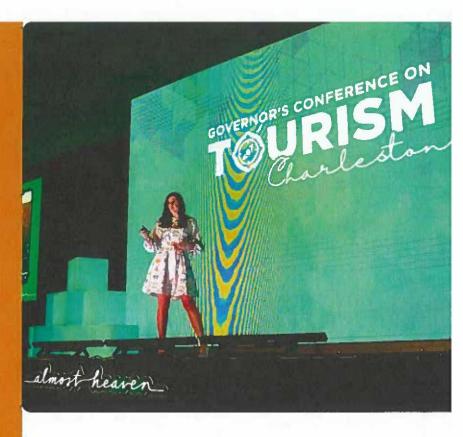
Carolyn McCloud: Information Specialist (part-time)

The Pocahontas County CVB has been fortunate to retain a consistent staff year after year, which builds a wealth of knowledge about our destination, provides reliable visitor services, and a cohesive team within the CVB's office structure to perform duties and achieve goals.

PCCVB STAFF EDUCATION + ADVOCACY

With ever changing landscapes in destination marketing and management, the Pocahontas County CVB staff continues to dedicate time to furthering their knowledge and expertise in the travel and tourism industry.





WVHTA Hospitality University
Pocahontas County CVB 8th Grade Business
Luncheon

Pocahontas County School Systems: Career Days

WV Governor's Conference on Tourism Social Media Lab

Journalism + Content Creation Lab STS Marketing College WV Tourism Weekly Webinars

Web Statistics & GA4 Analytics Webinars
Press Releases Tips Webinars

Pocahontas County CVB Tourism Summit

State + Federal Grant Workshops
WV Tourism Day at the Capitol

Advocacy Tables at Events + Festivals

Outdoor Recreation Economy Conferences

+ Workshops

Mon Forest Towns Partnership Regional

Summit

Hosting + Public Speaking at Panels,

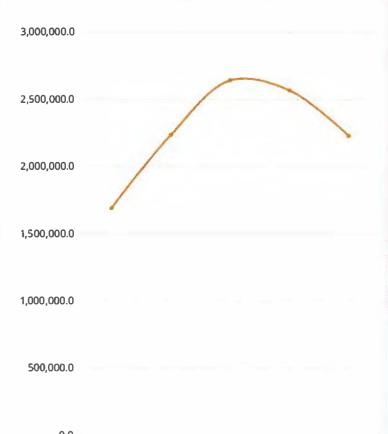
Hosting + Public Speaking at Panels, Workshops + Conferences

Pocahontas County CVB Marketing + Social Media Training Workshops for Local Tourism Partners



The Pocahontas County CVB saw a 13.2% decrease in hotel/motel tax collection in fiscal year 2024-2023. This significant loss in hotel/motel tax collection could be attributed to multiple things including a lackluster ski season, decreases in lodging prices, and the upcoming election. This decrease in revenue is also being felt throughout the state and country as hotels and travel attractions are facing similar losses. While 2024-2023 was very stressful on the economy, which impacted travel and spending, data is showing the economy is leveling out, providing a ripe time for travel amongst consumers.

PC H/M TAX COLLECTION PREVIOUS 5 YEARS



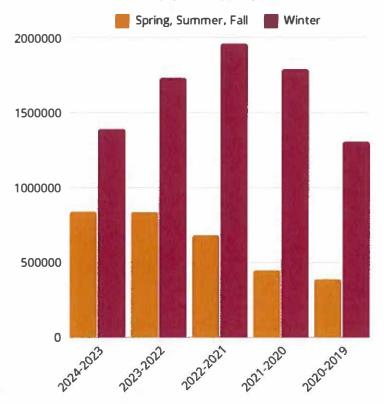
2020-2019 2021-2020 2021-2022 2023-2022 2024-2023



Like many other outdoor recreation destinations, the Pocahontas County CVB saw tremendous post-pandemic growth with traveler interest's shifting from international and metropolitan travel, to more regional, rural destinations with the outbreak of COVID19. With record breaking hotel/motel tax collection during fiscal year 2021-2022 (\$2.6 million in revenue), Pocahontas County is continuing to face the ever evolving travel industry as we continue maneuvering through the return of international travel and economic concern. The graph of hotel/motel tax collection in Pocahontas County for the previous 5 years shows that while hotel/motel tax collection still exceeds pre-pandemic level, revenue is starting to plateau. To counter this, the PCCVB will be focusing on enhancing their seasonal marketing and advertising campaigns to encourage new travelers to visit during the spring, summer and fall seasons. The PCCVB will focus on reaching new audiences by targeting new markets and promoting new tourism products such as the Monday Lick Trail System, opening to mountain bikers in 2025. With a decrease in revenue, the PCCVB will also need to be strategic with marketing and adbuys to creatively promote with a smaller budget.

CONTINUING TO ENHANCE SEASONAL H/M TAX REVENUE

SEASONAL HOTEL/MOTEL TAX COLLECTION





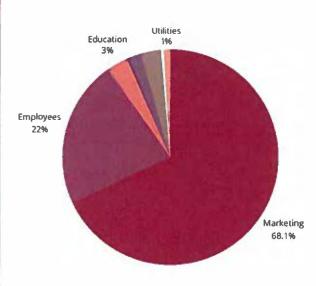
The Pocahontas County CVB is continuing to grow it's overall visitorship and annual revenue by focusing on increasing travel during the spring, summer and fall seasons. While winter is still our main economic driver, the PCCVB's marketing strategies involve higher ad spend and detailed campaigns outside of the winter season. As we continue to grow our revenue in the sping, summer and fall seasons, we will increase the total hotel/motel tax collection in Pocahontas County, aiding not only the CVB, but other countywide non-profit organizations and programs as well.

As Pocahontas County bolsters itself as a premiere mountain biking destination, the promotion and branding of our county is crucial to enhance our seasonal earnings. As a Silver-Level IMBA designated Ride Center, the Pocahontas County CVB will focus on promoting mountain biking, as it can be enjoyed throughout multiple seasons, without the need for cold temperatures, or winter weather.

The PCCVB will focus not only on promoting mountain biking, but other popular activities such as hiking, motorcycling and fishing.

PCCVB OPERATING BUDGET CURRENT FISCAL YEAR: JULY 2024-JUNE 2025 EXPENSES + PERCENT OF BUDGET BY CATEGORY

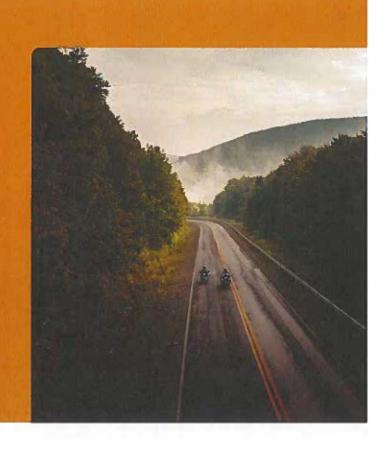
CATEGORY	EXPENSE	~% OF BUDGET
Marketing		
direct marketing efforts, event marketing		
grants, partnership marketing,		
sponsorships, WV Dept. of Tourism co-op	\$1,222,578	68%
Employee Expenses		
wages, insurance, taxes	\$402,439	22%
Professional Organization/Membership Dues	\$4,885	0.30%
Education	\$53,180	3%
Insurance		
property, liability	\$3,100	0.20%
Travel Expenses	\$32,275	2%
Visitor Center/Office Operations	\$57,239	3%
Promotional Products	\$7,000	0.40%
Utilities	\$25,655	1%
TOTAL	\$1,808,351	100%



The Pocahontas County CVB confirms compliance with the budget allocation industry standard of 40%-40%-20% (marketing, personnel, administration)

FINANCIAL STANDING & ASSESSMENT MANAGEMENT:

The Pocahontas County CVB owns the primary business location in Marlinton and is managing the assets through a financial policy requiring the CVB protect assets to eliminate risk and remain solvent. The PCCVB retains \$250,000 in a restricted flood recovery fund and also \$250,000 in a restricted emergency fund for cashflow in fall and early winter. The working deposit account is protected by FDIC limits through a sweep account ensuring that all our cash assets are insured and have no risk. Fixed assets include the Marlinton building and office equipment. A balance sheet is included in this report.



2024 HIGHLIGHTS

Partner & Tourism Development Support:
Tourism Person of The Year Award
Media Outreach & Public Relations
Monthly Industry Newsletter
PCCVB Event Marketing Grants & Event Sponsorships
Cal Price Appalachian Enrichment Series
Mountain State Maple Days
Public Art Installations (Marlinton, Durbin)

Make It Shine Road Clean-Up Campaign
Continued Trail Maintenance Efforts Through GAOA Funding
Monday Lick Trail System Construction
Allegheny Trail 50 Year Anniversary Celebration
Snowshoe Mountain Hosts 2024 UCI World Cup Marathon
Pocahontas County Tourism Summit
2023 Pocahontas County Visitor Market & Economic Impact Report
CVB Strategic Plan:
Pocahontas County Housing Taskforce
Mountain Culture - Tourism Community Advocacy Campaign

Continued Partnerships with:

WV Department of Tourism, Snowshoe Mountain Resort, US Forest Service, Mon Forest Towns Regional Partnership, Mountaineer Trail Network Regional Authority, Pocahontas County Broadband Council, Pocahontas County Chamber of Commerce, Snowshoe Highlands Area Recreation Collaborative, Green Bank Observatory, State Parks & Forests, Mountain Rail Adventures, Pearl S. Buck Birthplace, WV Scenic Trails Association, Leave No Trace







Investment into the Tourism-Based Workforce:

Annual 8th Grade Business Luncheon
PCHS Tourism Scholarship
PCHS Tourism Club
Mountain Culture Hospitality Training
Field Trip Support for K-8th Grade Students
Adventure Pocahontas
Nature's Mountain Classroom
NICA Mountain Bike Team



Snowshoe Highlands Area Recreation Collaborative (SHARC):

Focused on continuing the growth, maintenance, and sustainability of the Snowshoe Highlands Silver-Level IMBA Ride Center and the mountain biking trails that encompass Pocahontas County. With the Monday Lick single track, bike-optimized trail system scheduled for completion in spring of 2025, the Snowshoe Highlands Area Ride Center and the Town of Marlinton will prepare to see an influx of mountain bikers coming from all over the globe to ride these phenomenal trails. GAOA Funding in collaboration with the PCCVB, SHARC, the USFS, Benedum Foundation, and Just Transition Fund, has allowed the PCCVB to employ a trail maintenance crew including 3 full-time employees and 6 seasonal employees to focus on the maintenance and mapping of our countywide trail systems.

Other notable actions include: volunteer and training efforts, education and community development and planning.



Mon Forest Towns (MFT) Regional Partnership:

Regional partnership focused on collaboratively working with 12 MFT gateway communities to grow recreational economies.

Since 2019, MFT has leveraged over \$7 million in local, state, & federal funding for the 12 towns.

Both Durbin and Marlinton are apart of MFT

MFT submitted an ARC POWER Grant in the spring of 2024; the funding would be used to further establish the partnership through improved branding and marketing efforts, community and business outreach, and partner communications.

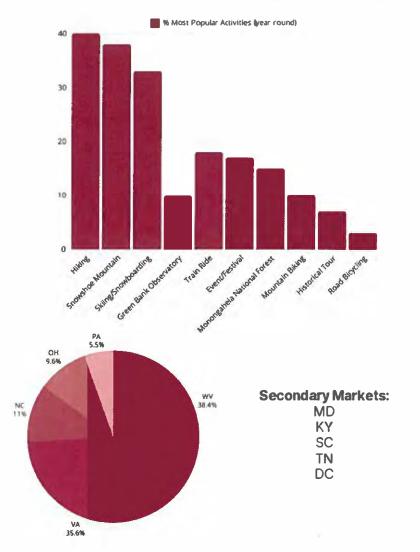
Leave No Trace - PCCVB Partnership:

The Pocahontas County CVB is a proud partner of Leave No Trace, promoting the Leave No Trace Seven Principles.



SUCCESSFUL PARTNERSHIPS

DESTINATION: POCAHONTAS COUNTY, WV KEY DATA 2023 VISITOR MARKET STUDY



94% of respondents were either satisfied or very satisfied with their experience in Pocahontas County

93% were satisfied or very satisfied with recreation + outdoor activities in Pocahontas County

Survey Conducted

January - October 2023
at 17 various locations across

Pocahontas County

Produced 941 valid visitor responses

Male respondents = 51.2% Female respondents = 47.8%

Visitor ages 25-34 + 45-54 = 40%

College Degree = 70% HHI +\$100,000 = 42%

77% travel for leisure/vacation

66% were repeat visitors 34% were 1st time visitors

Average length of stay = 3.2 nights

Average group size = 5.3 people

Total Average Group Spending \$1.598.46

Overall Average Spending/Person \$340.78

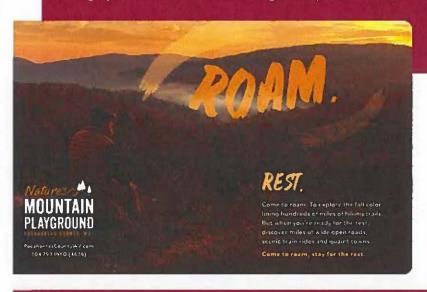
Total Average Spending/Person/Day \$141.72



"THE REST" POCAHONTAS COUNTY CREATIVE ADVERTISING + BRANDING CAMPAIGN

The Pocahontas County CVB, with guidance and support from Digital Relativity, crafted "The Rest" campaign that highlights the beauty in the juxtaposition of Pocahontas County's offerings. Using alliteration was key in creating "The Rest" campaign messaging. Each primary word in "The Rest" campaign corresponded with a specific outdoor activity in the county that begins with "R". In messaging where multiple activities were featured at once, other forms of alliteration were used in reference. For example, "Come to Roam. To walk the winding trails and follow the flowing rivers. Come to Roam, Stay for the Rest." The clever use of iteration within this campaign's messaging was paired with imagery that evokes emotion through both print and video mediums.







SPRING 2024 "THE REST" CAMPAIGN RESULTS
FLIGHT DATES: MARCH 1 - APRIL, 30, 2024

Overall:

10 million impressions 112,000 website dicks 1.11% CTR

META Ads:

51,900 website clicks 5.46% CTR

"The Rest" Spring Campaign Landing Page:

63,000 sessions 66,000 views 54,000 users



POCAHONTAS COUNTY ORGANIC SOCIAL STRATEGY

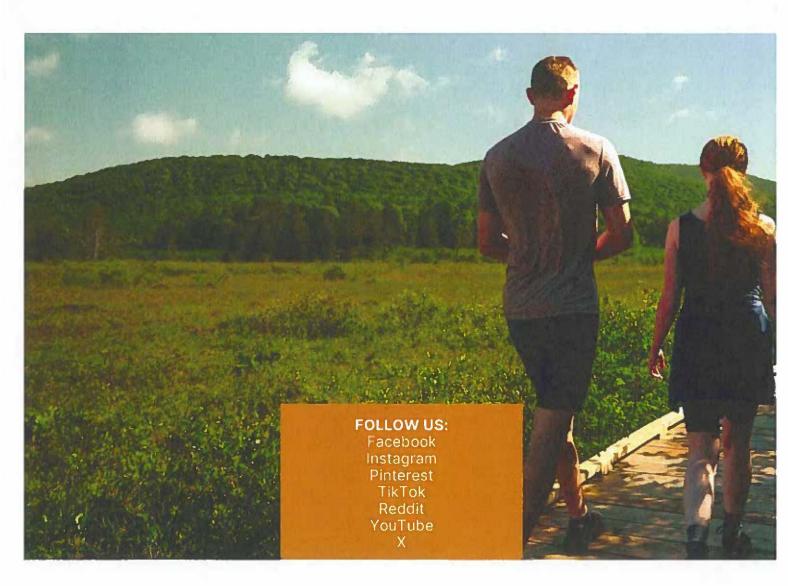
The Pocahontas County CVB utilizes social media to highlight unique and lesser-known activities and places in Nature's Mountain Playground. With an abundance of one-of-a-kind experiences, Pocahontas County CVB relies on social media to give authentic glimpses into what a vacation in Nature's Mountain Playground looks like.

Leveraging the power of organic videos, Pocahontas County CVB has seen tremendous success on its social media channels. Since consistently posting Instagram Reels starting in January 2023, the CVB's Instagram account has experienced significant surges in key metrics.

The CVB's social strategy showcases the beauty of Pocahontas County, highlighting outdoor adventures, unique attractions, inviting accommodations, local businesses, breathtaking scenery and exciting events.

From January 2023 to June 2024, the Pocahontas County CVB account posted 624 posts, with over half (349) being Reels. This focus on video content has resulted in a 1,426% increase in video views.

Beyond video views, the impact of the Pocahontas County CVB's social strategy has enhanced overall social media engagement across multiple channels. Compared to 2021-2022, the Pocahontas County CVB Instagram account has seen a 294% increase in impressions, a 66% increase in new followers and a 26% increase in total followers.







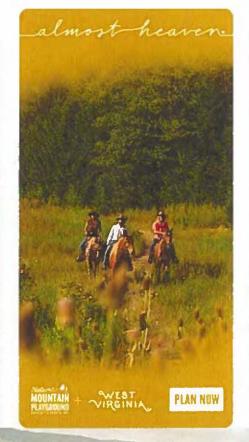
+ WEST VIRGINIA



The West Virginia Department of Tourism provides state tourism partners with the Cooperative Advertising Assistance Program. This program a public-private partnership that allows industry partners to tap into state advertising funds and resources to promote themselves and steer travelers to their destination. Each season, The West Virginia Department of Tourism offers various media opportunities including print, social, out-of-home, digital, and more at a 50/50 ad spend match for single partners, and 75/25 match for regional

partnerships.

PLAN NOW



WEST VIRGINIA

DEPARTMENT OF TOURISM

COOPERATIVE ADVERTISING PARTNERSHIP

JULY 1, 2023 - JUNE 30, 204

\$76,083 PCCVB SPEND \$152,166 WITH 50/50 WVDT MATCH

7,711,809 Impressions 107,701 Clicks to PCCVB Website

Vendor Sources:

Google Meta Madden Media - Meta Nfluence Pinterest Stackadapt

Cooperative Buys Purchased:

Paid Social
Paid Search
Programmatic
Brand Ambassador Program

STRENGTHS

Pocahontas County is a uniquely poised four-season destination that boasts some of WV's most interesting and iconic outdoor attractions, activities + scenic views.

Home to Snowshoe Highlands Ride Center, creating a world-class destination for global mountain bikers + their families.

Home to Snowshoe Mountain Resort, one of the East Coast's premier ski resort + mountain biking destinations.

Nearly 1/3 of the Monongahela National Forest is in Pocahontas County.

Rich cultural heritage + historical landmarks.

Increase in new amenities throughout the county, from lodging and dining, to outfitters and shops.

Strong brand-awareness within the in-state audience.

Deep-rooted, authentic hospitality + experiences.

OPPORTUNITIES

Build brand awareness as a four-season destination + premiere getaway for adventure + relaxation regionally + nationally.

Build nationwide brand awareness for the Snowshoe Highlands Ride Center among the mountain biking audience.

Capitalize on the Pocahontas County CVB's active social media following to increase awareness of activities + attractions.

Build upon the authentic hospitality, uniqueness and diversity present within communities.

Cultivate collaborative partnerships with local businesses, accommodations and attractions to create the best visitor experience.

WEAKNESSES

Low brand recognition of Pocahontas County beyond regional travel.

Rural nature of the destination limits availability of amenities and the development of infrastructure, which could inconvenience visitors.

Absence of public transportation options to and within the county could potentially discourage visitors.

Lack of diversity and inclusion within Pocahontas County communities.

As a rural destination with limited lodging, the capacity for visitors to stay overnight is limited.

THREATS

Economic downturns or uncertainties could negatively impact travel budgets, potentially deterring travel.

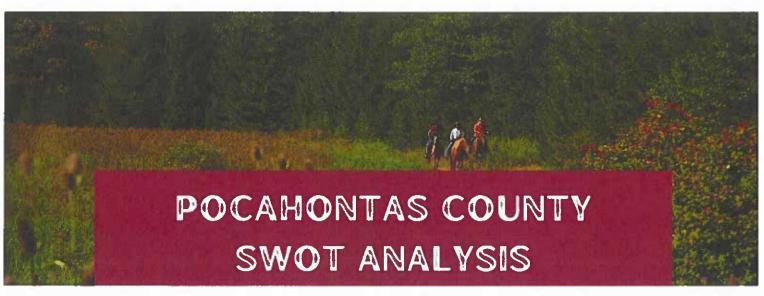
Changes in travel trends + preferences could influence types of destinations + experiences travelers are likely to

Overuse + sustainability issues could hurt the county's wilderness + local resources...

Neighboring destinations with similar activities + attractions could capture the attention of visitors.

A shortage of housing + labor in local workforce could cause limited business hours and services.

Presence of dilapidated structures impacting viewsheds coupled with issues of littering affect both private properties and public roadways.





2024-2025 POCAHONTAS COUNTY CVB STRATEGIC MARKETING PLAN SUMMARY



With a decline in hotel/motel tax collection in fiscal year 2023-2024, the Pocahontas County CVB will continue to address key challenges that face the travel industry.

An emphasis on promoting travel in the fall, spring, and summer seasons will be crucial in building overall revenue. The Pocahontas County CVB is uniquely poised to capitalize on activities such as mountain biking and hiking, to capture new visitor audiences interested in recreation that is not weather dependent.

Fostering partnerships with Pocahontas County attractions, regional initiatives, and the West Virginia Department of Tourism will be crucial in bolstering growing interest in Pocahontas County as a premiere outdoor recreation destination.

As the Pocahontas County CVB maneuvers through an ever-changing, post-pandemic travel industry, crafting cost effective, authentic advertising and marketing campaigns will be key in connecting Pocahontas County to new audiences in new markets, in-turn, growing our overall outdoor recreation economy.





POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU 2024 ANNUAL REPORT

Submitted By:

Chelsea Faulknier Executive Director, Pocahontas County CVB