

September 25th, 2024

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries
WV Joint Committee on Government & Finance –
https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm
WVACVB – jnuzum@bowlesrice.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 Summersville CVB DBA Visit Greater Summersville, we respectfully submit the required information and confirm that Summersville CVB DBA Visit Greater Summersville is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact Tracy R. McCoy-Executive Director, at tracy@summersvillecvb.com or 304.619.5539.

Sincerely,

Tracy R. McCoy-Executive Director
Visit Greater Summersville

Attachments: Income statement (July 1, 2023 – June 30,2024), Balance sheet (June 30th,2024), Annual report (2024), and Annual audit (2024).



2024 ANNUAL REPORT

2023-2024 FISCAL YEAR



*adventure
elevated.*

304-619-5539

summersvillecvb.com

#visitgreatersummersville

3 Armory Way

Summersville, WV 26651



A Letter from the Executive Director



Greetings!

I am honored to reflect on an extraordinary year of growth, collaboration, and overall success. Our collective efforts have positioned the Greater Summersville Area as a vibrant and sought-after destination for tourists from all over. Over the past year, we have continued to strengthen our partnerships with local businesses, civic organizations, and stakeholders. Together, we have created new opportunities for visitors to experience the best that the Greater Summersville Area has to offer-whether it's the breathtaking beauty of Summersville Lake, our renowned outdoor adventures, or the rich cultural heritage that makes our community unique.

Our marketing efforts have focused on reaching new audiences and showcasing the Greater Summersville Area as a year-round destination. We launched several targeted campaigns that highlight our strengths, including our world-renowned outdoor recreation, unique dining and shopping experiences, small-town charm, growing art scene, and an abundance of attractions and amenities. The results have been significant; increased visitation, improved brand recognition, and stronger economic impacts for our local businesses.

Our community is also proving that we are invested in the future of tourism in the Greater Summersville Area through infrastructure improvements, new and improved community events, and sustainability initiatives that ensure the Greater Summersville Area will continue to grow as a sought-after destination for generations to come. Our focus on responsible tourism has been a guiding principle, promoting experiences that respect our natural resources and enhance the quality of life for our residents.

As we look forward to the coming year, I am filled with enthusiasm and optimism. We are entering an exciting phase of development in many areas of our community, with plans to further enhance the visitor experience, create innovative marketing campaigns, and continue supporting local businesses. I am confident that through our shared vision and dedication, the Greater Summersville Area, which encompasses all of Nicholas County, will continue to grow as a premier destination.

I would like to extend my deepest gratitude to our community leadership, our partners, community members and my board. Your support, hard work, and passion are the backbone of everything we do. Together, we are building a bright future for the Greater Summersville Area. Thank you for your continued trust in Visit Greater Summersville.

***Warm regards,
Tracy R. McCoy
Executive Director
Visit Greater Summersville***

Board of Directors & Staff

***David Ridgeway, President
Sam Cowell, Vice President
Susan James, Secretary
Staff - Tracy R. McCoy,
Executive Director***



We Rebranded in July, 2024!

The Summersville Convention & Visitors Bureau has rebranded to Visit Greater Summersville!

While our name and logo has changed, our vision, values and mission remains the same... with a little wider scope. Our new logo is a colorful representation of Summersville Lake, the heart of our beautiful area. It also serves as an invitation to something greater. Join us as we celebrate all the wonders that Nicholas County has to offer!

We are proud to present Visit Greater Summersville!



PAID MEDIA

- WV Living Magazine
- Ohio Magazine/Long Weekends
- CH59 News
- Woman's Day Magazine
- Good Housekeeping Magazine
- WV Executive Magazine
- Freeman Motorcycle Maps
- 3WS Lake Country/WVRC Media
- WBOY
- Link Media Outdoors
- Pittsburgh Steelers
- Summit Media
- WVU Mountaineers Football & Basketball
- Register Herald
- Nicholas Chronicle
- Travel Taste & Tour Magazine
- WSAZ
- WV Daily News
- Southern Living Magazine
- Southern Communications Radio
- The Fayette Tribune
- Social Media: Facebook • Instagram • YouTube



Visit GREATER SUMMERSVILLE BY THE NUMBERS

- Distributed 20k Visitors Guides
- Facebook Followers: 9,832
- Facebook Reel Views: 138,324
- TikTok Followers: 1,165
- Instagram Followers: 2,355
- YouTube Views: 44,000
- Email subscribers: 7,329
- Winter Video Reach: 27,280 • 1,361 link clicks
- Summersville Video Reach: 68,304
Video Plays - 109,345 • Engagements - 65,214



CONTINUING EDUCATION

Governor's Conference on Tourism
Hospitality University • AFNHA Tourism Summit
Southeast Tourism Society Marketing College
West Virginia Department of Tourism Webinars
WVU Sustainable Tourism Webinar Series

MEMBERSHIPS



PARTNERSHIPS



NICHOLAS COUNTY FINDINGS

VISITOR SPENDING TIMELINE

Amounts in \$ Millions

2019	2020	2021	2022	2023
31.4	26.4	34.0	39.4	41.4

VISITOR SPENDING BY COUNTY AND CATEGORY

Amounts in \$ Millions

GEOGRAPHY	LODGING	FOOD & BEVERAGE	RECREATION	RETAIL	TRANSPORT	TOTAL
Nicholas Co.	\$4.53	\$11.69	\$6.73	\$7.93	\$10.49	\$41.38

IMPACTS BY COUNTY

EMPLOYMENT DIRECT	EMPLOYMENT TOTAL	SHARE OF REGION	INCOME \$ THS DIRECT	INCOME \$ THS TOTAL	STATE/LOCAL TAXES \$ THS	TAX SAVINGS \$ PER HH
280	372	3.8%	\$8,608	\$13,452	\$3,682	\$382

**Resource: 2024 Economic Impact of Tourism in West Virginia, Tourism Economics*

HOTEL / MOTEL TAX 2023-2024

City Hotel / Motel Tax increased by approximately 21%

County Hotel / Motel Tax increased by approximately 8%

Overall, the Greater Summersville Area Hotel / Motel Tax increased by approximately 18.5%



REGIONAL FINDINGS

Visitor Spending Timeline (2023)

Amounts in \$ millions

Region	2019	2020	2021	2022	2023
Eastern Panhandle	927.4	701.6	982.7	1,166.3	1,216.5
Hatfield-McCoy Mountains	314.9	270.7	354.1	405.9	433.5
Metro Valley	866.1	670.0	802.0	974.6	1,050.1
Mid-Ohio Valley	244.7	186.8	255.3	287.8	306.2
Mountain Lakes	194.6	150.3	194.1	229.7	241.4
Mountaineer Country	707.0	525.7	630.1	754.2	796.0
New River/Greenbrier Valley	676.9	550.1	811.2	884.4	924.5
Northern Panhandle	837.2	614.7	751.9	854.1	906.1
Potomac Highlands	321.1	299.5	386.3	441.7	460.6
West Virginia	5,089.9	3,969.4	5,167.7	5,998.6	6,335.0

Direct Spending by Region (2023)

Amounts in \$ millions

Region	Lodging	Food & beverages	Retail	Recreation	Transport	Total
Eastern Panhandle	110.7	296.6	472.4	189.6	147.3	1,216.5
Hatfield-McCoy Mountains	56.1	113.7	71.0	100.2	92.6	433.5
Metro Valley	107.9	262.9	247.1	238.1	194.0	1,050.1
Mid-Ohio Valley	24.2	80.8	50.4	84.5	66.3	306.2
Mountain Lakes	39.2	67.6	33.8	48.0	52.8	241.4
Mountaineer Country	89.2	232.5	134.7	207.9	131.7	796.0
New River/Greenbrier Valley	198.4	237.6	192.3	177.0	119.2	924.5
Northern Panhandle	119.5	239.8	267.7	165.5	113.6	906.1
Potomac Highlands	100.4	132.9	72.8	84.8	69.7	460.6
West Virginia	845.7	1,664.3	1,542.3	1,295.6	987.1	6,335.0

**Resource: 2024 Economic Impact of Tourism in West Virginia, Tourism Economics*



TOURISM ECONOMICS

In 2023, West Virginia set new records for visitation and visitor spending.

- In 2023, more visitors came to WV than ever before, direct spending reached an all-time high, and tourism supported jobs accounted for nearly 7% of all jobs in the state, and a total of \$2.1 Billion of income. - WVDT
- WV has seen a 17% increase in visitor spending compared to pre-pandemic levels, far higher than the United States overall 1% post pandemic tourism recovery. - WVDT

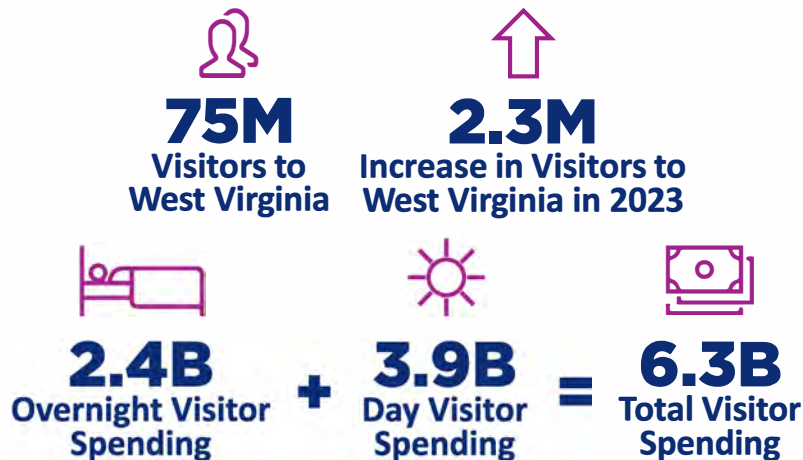
Key Findings

The Visitor Economy Drives Economic Impact

Visitor volume to West Virginia rose 3.2% from 2022 and reached 75 million visitors.

These visitors spent \$6.3 billion in the state, 5.6% more than in 2022.

These levels are the highest ever for both visitation and spending.



Total Economic Impacts of Tourism in West Virginia (2023)

The visitor spending impact of \$6.3 billion generated a total economic impact of \$8.7 billion in West Virginia in 2023, including indirect and induced impacts.

This total economic impact sustained nearly 60,000 jobs and generated \$1.0 billion in tax revenues in 2023, including \$600 million in state and local tax revenues.



**Resource: 2024 Economic Impact of Tourism in West Virginia, Tourism Economics*



VISITOR VOLUME

Visitors to West Virginia spent **\$6.3 billion** in 2023

Visitor volume to West Virginia increased 3.2% in 2023, after two previous years of significant growth and recovery. This growth rate outpaced that of the U.S. overall at 2.5%. Just over 75 million visitors came to the state in 2023, including domestic day and overnight, and international visitors. This level was 2.3 million more than in 2022.

West Virginia Visitor Volume

Amounts in millions



VISITOR SPENDING

In 2023, visitor spending in West Virginia was nearly **\$2 billion** higher than in 2017.



1.7B • 26%
FOOD & BEVERAGE



1.5B • 24%
RECREATION



13B • 20%
RETAIL



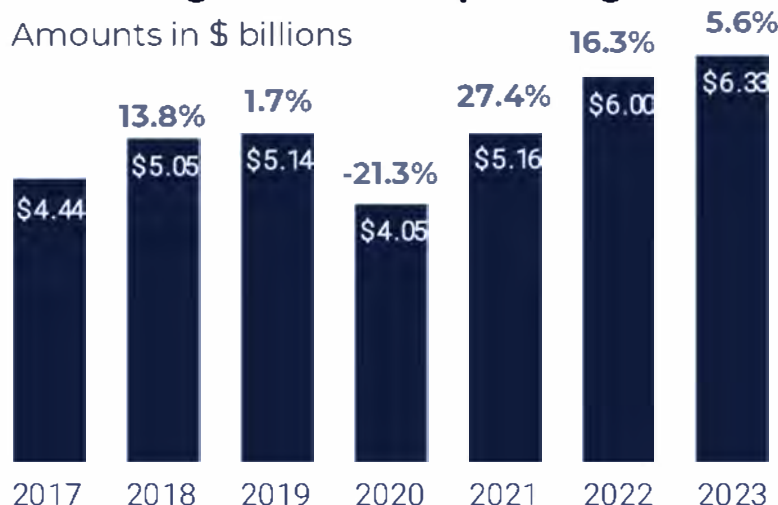
10B • 16%
TRANSPORT



0.8B • 13%
LODGING

West Virginia Visitor Spending

Amounts in \$ billions

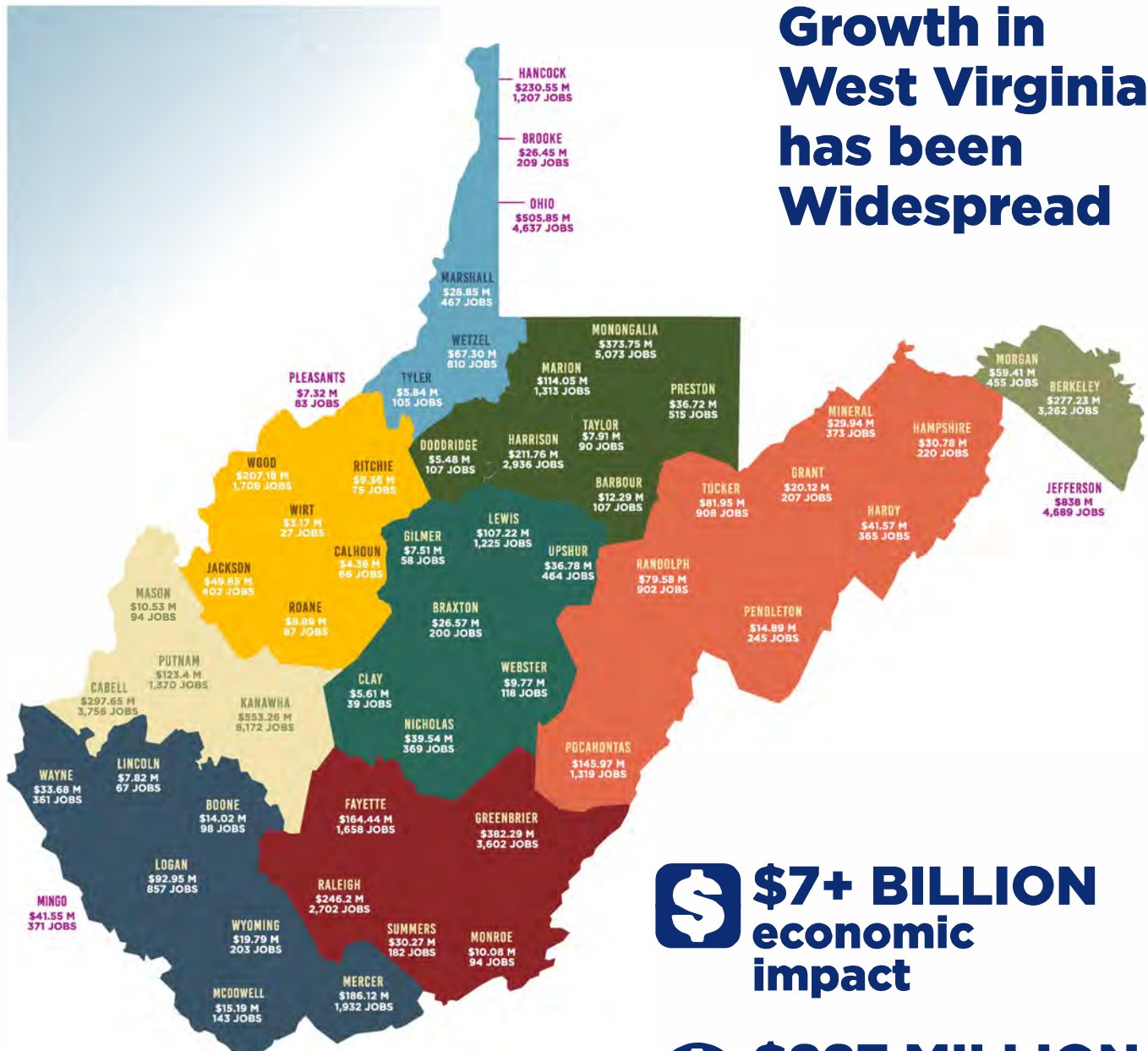


Visitor spending on food and beverage grew to \$1.7 billion in 2023, 26% of the total. Recreation spending rose to \$1.5 billion, a 24% share of the total. Visitors spent a total \$0.8 billion on lodging, or 13% of all visitor spending. Retail and transportation spending accounted for 20% and 16% of the total, respectively in 2023.

**Resource: 2024 Economic Impact of Tourism in West Virginia, Tourism Economics*



Growth in West Virginia has been Widespread



\$7+ BILLION
economic impact

\$887 MILLION
tax revenue generated

59,000+
tourism jobs

**Resource: 2024 Economic Impact of Tourism in West Virginia, Tourism Economics*



SUMMERVILLE CONVENTION & VISITORS BUREAU INC

Statement of Financial Position

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
101 CASH-CTB GENERAL OPERATING	127,306.06
102 CASH - BIDDY BASKETBALL	2,619.27
103 CASH-BB&T ARMORY	0.00
INVESTMENT - NICHOLAS CCF	128,982.69
Total Bank Accounts	\$258,908.02
Accounts Receivable	
11000 ACCOUNTS RECEIVABLE	538.65
Total Accounts Receivable	\$538.65
Other Current Assets	
12000 Undeposited Funds	0.00
Accounts Receivable (Audit)	0.00
ACCOUNTS RECEIVABLE--CITY	29,349.17
ACCOUNTS RECEIVABLE--COUNTY	11,157.42
GRANT RECEIVABLE	0.00
Total Other Current Assets	\$40,506.59
Total Current Assets	\$299,953.26
Fixed Assets	
109 EQUIPMENT	7,571.14
110 FURNITURE & FIXTURES	33,365.93
115CONSTRUCTION WORK IN PROGRESS	0.00
130 ACCUMULATED DEPRECIATION	-34,506.10
Total Fixed Assets	\$6,430.97
Other Assets	
DEPOSITS	6,750.00
PREPAID EXPENSES	0.00
Total Other Assets	\$6,750.00
TOTAL ASSETS	\$313,134.23

SUMMERSVILLE CONVENTION & VISITORS BUREAU INC

Statement of Financial Position

As of June 30, 2024

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 Accounts Payable	11,763.60
Total Accounts Payable	\$11,763.60
Credit Cards	
Community Trust CC	2,934.65
Total Credit Cards	\$2,934.65
Other Current Liabilities	
210 STATE WITHHOLDING	0.00
24000 PAYROLL LIABILITIES	1,678.01
Federal Taxes (941/943/944)	-217.82
WV Income Tax	-33.00
WV Unemployment Tax	-9.50
Total 24000 PAYROLL LIABILITIES	1,417.69
Accounts Payable (Audit)	0.00
Accounts Payable - Adjustments	0.00
ACCRUED WAGES	1,863.17
BIDDY BASKETBALL LIABILITY	2,619.27
DEFERRED REVENUE	0.00
Direct Deposit Payable	0.00
OTHER CURRENT LIABILITY	0.00
Total Other Current Liabilities	\$5,900.13
Total Current Liabilities	\$20,598.38
Total Liabilities	\$20,598.38
Equity	
30000 OPENING BALANCE EQUITY	0.00
32000 UNRESTRICTED NET ASSETS	281,842.45
Net Revenue	10,693.40
Total Equity	\$292,535.85
TOTAL LIABILITIES AND EQUITY	\$313,134.23

SUMMERSVILLE CONVENTION & VISITORS BUREAU INC

Statement of Activity

July 2023 - June 2024

	TOTAL
Revenue	
47900 300 REVENUE	
301 HOTEL/MOTEL TAX - CITY	204,000.00
302 HOTEL/MOTEL TAX - COUNTY	39,223.22
378 CARRY FORWARD	42,347.96
Total 47900 300 REVENUE	285,571.18
Total Revenue	\$285,571.18
GROSS PROFIT	\$285,571.18
Expenditures	
64200 920 ADVERTISING & MARKETING	128,905.67
922 TRAVEL	5,097.96
923 MEALS & ENTERTAINMENT	2,651.52
925 MEETINGS & SEMINARS	2,738.50
926 POSTAGE	2,586.68
928 GIFT BASKETS/WELCOME BAGS	7,833.55
Total 64200 920 ADVERTISING & MARKETING	149,813.88
66000 PAYROLL EXPENSES	
930 SALARY / BONUS EXPENSE	13,749.99
931 PAYROLL TAX EXPENSE	1,051.87
Taxes	2,315.07
Wages	28,395.48
Total 66000 PAYROLL EXPENSES	45,512.41
66700 940 CONTRACTUAL	
941 ACCOUNTING	7,552.04
944 TELEPHONE / INTERNET	3,634.97
945 INSURANCE	3,592.83
949 LICENSE & FEES	25.00
951 DUES & SUBSCRIPTIONS	4,137.85
Total 66700 940 CONTRACTUAL	18,942.69
960 COMMODITIES	
961 OFFICE SUPPLIES	2,662.84
Total 960 COMMODITIES	2,662.84
970 CONTRIBUTIONS	
971 DONATIONS & PROMOTIONS	20,052.12
Total 970 CONTRIBUTIONS	20,052.12
980 FESTIVALS & SPECIAL EVENTS	
982 POTATO FESTIVAL	10,000.00
983 FOURTH OF JULY FIREWORKS	8,400.00
987 MISCELLANEOUS	11,829.00
991 NAT. TRAVEL & TOURISM WEEK	1,449.50

SUMMERSVILLE CONVENTION & VISITORS BUREAU INC

Statement of Activity
July 2023 - June 2024

	TOTAL
993 CITY PAVILION EVENTS	6,215.34
Total 980 FESTIVALS & SPECIAL EVENTS	37,893.84
Total Expenditures	\$274,877.78
NET OPERATING REVENUE	\$10,693.40
NET REVENUE	\$10,693.40

AUDIT REPORT AND FINANCIAL STATEMENTS
OF
**SUMMERSVILLE
CONVENTION AND VISITORS
BUREAU, INC.**

FOR THE YEARS ENDED
JUNE 30, 2023 AND 2022



**Suttle &
Stalnaker**

Certified
Public
Accountants

A Professional Limited Liability Company



C O N T E N T S

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INDEPENDENT AUDITORS' REPORT

Board of Directors
Summersville Convention and Visitors Bureau, Inc.
Summersville, West Virginia

Opinion

We have audited the accompanying financial statements of Summersville Convention and Visitors Bureau, Inc. (a nonprofit organization), which comprise the statements of financial position as of June 30, 2023 and 2022, and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements present fairly, in all material respects, the financial position of Summersville Convention and Visitors Bureau, Inc. as of June 30, 2023 and 2022, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Summersville Convention and Visitors Bureau, Inc. and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

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, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Summersville Convention and Visitors Bureau, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

The Virginia Center
1411 Virginia Street, East
Suite 100
Charleston, WV 25301

MAIN (304) 343-4126
FAX (304) 343-8008

The Rivers Office Park
200 Star Avenue
Suite 220
Parkersburg, WV 26101

MAIN (304) 485-6584
FAX (304) 485-0971

Suncrest Towne Centre
453 Suncrest Towne Centre Drive
Suite 201
Morgantown, WV 26505

MAIN (304) 554-3371
FAX (304) 554-3410

The Somerville Building
501 5th Avenue
Suite 1
Huntington, WV 25701

MAIN (304) 525-0301
FAX (304) 522-1569

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Summersville Convention and Visitors Bureau, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Summersville Convention and Visitors Bureau, Inc.'s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.



Huntington, West Virginia

June 12, 2024

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF FINANCIAL POSITION

June 30, 2023 and 2022

ASSETS		
	<u>2023</u>	<u>2022</u>
Assets		
Cash and cash equivalents	\$ 111,130	\$ 88,305
Accounts receivable	81,571	95,831
Other receivables	-	539
Prepaid expenses	8,000	7,600
Community foundation funds	138,179	78,983
Property and equipment, net	<u>2,093</u>	<u>4,518</u>
Total Assets	<u>\$ 340,973</u>	<u>\$ 275,776</u>
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable	\$ 10,427	\$ 7,240
Accrued taxes	1,082	1,074
Accrued wages and benefits	<u>777</u>	<u>503</u>
Total Liabilities	12,286	8,817
Net Assets		
Without donor restrictions	<u>328,687</u>	<u>266,959</u>
Total Liabilities and Net Assets	<u>\$ 340,973</u>	<u>\$ 275,776</u>

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

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF ACTIVITIES

For the years ended June 30, 2023 and 2022

	<u>2023</u>	<u>2022</u>
Revenues and Support		
City hotel/motel tax	\$ 221,348	\$ 224,730
County hotel/motel tax	54,325	15,101
Special events	-	20
Other income	-	884
Investment income, net	9,196	(15,451)
	<u>284,869</u>	<u>225,284</u>
Total Revenues and Support		
Expenses		
Program Services		
Salaries and wages	36,235	28,551
Payroll taxes and benefits	3,246	2,920
Special events	20,767	20,698
Advertising	124,088	79,844
Donations	14,823	3,753
Telephone/communications	2,605	2,732
Dues and fees	4,477	3,315
Insurance	2,619	2,604
Supplies	2,186	1,811
	<u>211,046</u>	<u>146,228</u>
Total Program Services Expenses		
Management and General		
Professional services	9,670	7,697
	<u>9,670</u>	<u>7,697</u>
Total Expenses	<u>220,716</u>	<u>153,925</u>
Net Increase	64,153	71,359
Depreciation	(2,425)	(1,913)
Change in Net Assets	61,728	69,446
Net Assets at Beginning of Year	266,959	197,513
Net Assets at End of Year	<u>\$ 328,687</u>	<u>\$ 266,959</u>

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

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF CASH FLOWS

For the years ended June 30, 2023 and 2022

	<u>2023</u>	<u>2022</u>
Cash Flows From Operating Activities		
Change in Net Assets	\$ 61,728	\$ 69,446
Adjustments to reconcile change in net assets to net cash provided by operating activities		
Depreciation	2,425	1,913
Realized and unrealized (gains) losses	(8,912)	15,377
(Increase) Decrease in assets:		
Accounts receivable	14,260	(55,324)
Other receivables	539	(360)
Prepaid expenses	(400)	(850)
Increase (Decrease) in liabilities:		
Accounts payable	3,187	4,730
Accrued taxes	8	299
Accrued wages and benefits	274	(1,360)
Total adjustments	11,381	(35,575)
Net Cash Provided By Operating Activities	73,109	33,871
Cash Flows From Investing Activities		
Purchase of property and equipment	-	(2,746)
Purchase of investments	(50,000)	-
Investment activity	(284)	74
Net Cash Used In Investing Activities	(50,284)	(2,672)
Change in Cash and Cash Equivalents	22,825	31,199
Cash and Cash Equivalents at Beginning of Year	88,305	57,106
Cash and Cash Equivalents at End of Year	\$ 111,130	\$ 88,305

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

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

1. Summary of significant accounting policies:

A. Organization:

Summersville Convention and Visitors Bureau, Inc. (the Bureau) is a nonprofit organization that receives revenue from hotel and motel taxes collected by the city and county governments to promote the city of Summersville and surrounding communities.

B. Basis of accounting:

The accompanying financial statements of the Bureau have been prepared on the accrual basis of accounting.

C. Business activity:

The Bureau encourages tourists to visit and enjoy the historic, cultural, and recreational opportunities the destination offers. The Bureau also serves as the community's marketing agency by promoting the city's/county's assets to visitors with the objective of increasing the economic impact to the local economy.

D. Cash and cash equivalents:

For the purposes of the Statements of Cash Flows, all cash accounts, short-term investments, and all highly liquid debt instruments purchased with an original maturity of three months or less are considered to be cash equivalents.

E. Investments:

Investments in marketable securities with readily determinable fair values and all investments in debt securities are stated at their fair values in the Statements of Financial Position. Gains and losses are included in the Statements of Activities.

F. Property and equipment:

The Bureau observes a policy of capitalizing expenditures in excess of \$500 for property and equipment at cost. Contributed property and equipment is recorded at fair value at the date of donation. Depreciation is being provided over the estimated useful lives of the assets using the straight-line method as follows:

	<u>Range of Lives</u>
Office equipment and furniture	3 - 15 years
Leasehold improvements	15 - 40 years

SUMMERVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

1. Summary of significant accounting policies (Continued):

G. Donated assets:

Noncash donations are recorded as contributions at their estimated fair values on the date of the donation.

H. Income taxes:

The Bureau is exempt from Federal and State income taxes under Section 501(c)(6) of the Internal Revenue Code and similar state statutes relating to not-for-profit organizations.

I. Net assets:

Net Assets Without Donor Restrictions – Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objective of the Bureau. These net assets may be used at the discretion of the Bureau's management and board of directors.

Net Assets With Donor Restrictions – Net assets subject to stipulations imposed by donors and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Bureau or by the passage of time. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity. The Bureau currently does not have net assets with restrictions that are perpetual in nature.

J. Revenue recognition:

Sales contain a single delivery element and revenue is recognized at a single point in time when ownership, risks, and rewards transfer.

K. Accounting for uncertain tax positions:

The Bureau follows the provisions of ASC Topic 740, *Income Taxes*, relating to unrecognized tax benefits. This standard requires an entity to recognize a liability for tax positions when there is a 50% or greater likelihood that the position will not be sustained upon examination. The Bureau is liable for taxes to the extent of any unrelated business income as defined by IRS regulations. The Bureau believes that it has not engaged in any unrelated business income as defined by IRS regulations and that it is more likely than not that this position would be sustained upon examination. As such, there were no liabilities recorded for uncertain tax positions as of June 30, 2023 and 2022.

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

1. Summary of significant accounting policies (Continued):

L. Accounting estimates:

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires the Bureau 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 the financial statements and the reported amounts of revenues and expenses during the report period. Actual results could differ from those estimates.

M. Functional expense and cost allocation:

The costs of providing program and other activities have been listed on a function basis in the Statements of Activities.

N. Advertising costs:

Advertising costs are expensed as incurred.

2. Liquidity and availability:

Financial assets available for general expenditure, that is, without donor restrictions limiting their use, within one year of the Statements of Financial Position date, comprise the following:

	<u>2023</u>	<u>2022</u>
Cash and cash equivalents	\$ 111,130	\$ 88,305
Accounts receivable	81,571	95,831
Other receivables	-	539
Community foundation funds	<u>138,179</u>	<u>78,983</u>
	<u>\$ 330,880</u>	<u>\$ 263,658</u>

As part of the Bureau's liquidity management plan, cash in excess of daily requirements is invested in money market funds, short-term investments, or long-term investments.

3. Accounts receivable:

Accounts receivable consists of funds due from the City of Summersville for hotel and motel tax.

The Bureau utilizes the direct charge-off method of accounting for accounts receivable bad debts. This method does not result in a materially different provision for uncollectible bad debts than would result from the use of the reserve method.

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

4. Community foundation funds:

The Nicholas County Community Foundation holds and administers funds totaling \$138,179 and \$78,983 at June 30, 2023 and 2022, respectively.

Investment return for the years ended June 30, 2023 and 2022 is summarized as follows:

	<u>2023</u>	<u>2022</u>
Interest and dividend income	\$ 1,463	\$ 1,294
Realized and unrealized gains (losses)	8,912	(15,377)
Investment management fees	<u>(1,179)</u>	<u>(1,368)</u>
Total investment income (loss), net	<u>\$ 9,196</u>	<u>\$ (15,451)</u>

5. Fair value measurements:

Fair values of assets measured on a recurring basis at June 30, 2023 and 2022 are as follows:

Fair Value Measurements at Reporting Date Using:

	<u>Fair Value</u>	<u>Quoted Prices In Active Markets for Identical Assets (Level 1)</u>	<u>Significant Other Observable Inputs (Level 2)</u>	<u>Significant Unobservable Inputs (Level 3)</u>
<u>June 30, 2023</u>				
Nicholas County Community Foundation	<u>\$ 138,179</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 138,179</u>
<u>June 30, 2022</u>				
Nicholas County Community Foundation	<u>\$ 78,983</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 78,983</u>

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

5. Fair value measurements (Continued):

Financial assets valued using Level 1 inputs are based on unadjusted quoted market prices within active markets. Financial assets valued using Level 2 inputs are based primarily on quoted prices for similar assets in active or inactive markets. Financial assets valued using Level 3 inputs are based on unobservable inputs. There were no Level 1 or Level 2 inputs for the years ended June 30, 2023 and 2022.

Balance at July 1, 2021	\$ 94,434
Additional amounts invested in funds	-
Earnings on underlying investment assets	1,294
Realized and unrealized gains (losses) on underlying investment assets	(15,377)
Bank and administrative fees	<u>(1,368)</u>
Balance at June 30, 2022	78,983
Additional amounts invested in funds	50,000
Earnings on underlying investment assets	1,463
Realized and unrealized gains (losses) on underlying investment assets	8,912
Bank and administrative fees	<u>(1,179)</u>
Balance at June 30, 2023	<u>\$ 138,179</u>

6. Property and equipment, net:

A summary of property and equipment as of June 30, 2023 and 2022 is as follows:

	<u>2023</u>	<u>2022</u>
Equipment	\$ 17,863	\$ 17,863
Furniture and fixtures	<u>23,074</u>	<u>23,074</u>
	40,937	40,937
Less accumulated depreciation	<u>(38,844)</u>	<u>(36,419)</u>
	<u>\$ 2,093</u>	<u>\$ 4,518</u>

7. Contingent liabilities:

Grant funds are subject to audit by granting agencies to determine if the Bureau is in compliance with grant requirements. Any disallowed expenses must be refunded to the granting agency. The amount, if any, of expenses which may be disallowed by granting agencies cannot be determined at this time. The Bureau's management believes such amounts, if any, would be immaterial.

SUMMERSVILLE CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2023 and 2022

8. Credit risk:

The Bureau maintains cash balances at various local, high quality financial institutions in Summersville, West Virginia. Financial instruments that potentially subject the Bureau to concentrations of credit risk consist of cash and cash equivalents in the financial institutions and accounts receivable. Accounts at these institutions are insured by the Federal Deposit Insurance Corporation. Cash and cash equivalents exceeding federally insured limits totaled \$-0- at June 30, 2023. Accounts receivable have been adjusted for all known uncollectible accounts.

9. Revenues and support concentration:

A majority of the Bureau's funding comes from the City of Summersville. A loss or decrease in this funding could adversely affect the operation of the Bureau.

10. Related party transactions:

For the years ended June 30, 2023 and 2022, the Organization incurred the following income and expense with a not-for-profit organization with common board membership:

	<u>2023</u>	<u>2022</u>
Donation expense	\$ <u>10,371</u>	\$ <u>-</u>

11. Subsequent events:

The Bureau has evaluated all subsequent events through June 12, 2024, the date the financial statements were available to be issued.