



# ANNUAL REPORT 2021

## Clarksburg CVB

Email:  
[tina@visitclarksburgwv.com](mailto:tina@visitclarksburgwv.com)

Tel: 304.622.2157  
215 South 3<sup>rd</sup>. St.  
Clarksburg, WV 26301

September 22, 2022

WV State Auditor's office – [lgs@wvsao.gov](mailto:lgs@wvsao.gov), Attn: Shellie Humphries  
WV Joint Committee on Government & Finance – [drew.ross@wvlegislature.gov](mailto:drew.ross@wvlegislature.gov)  
and [stve.marsden@wvlegislature.gov](mailto:stve.marsden@wvlegislature.gov)

WVACVB – [sgill@fulksandassociates.com](mailto:sgill@fulksandassociates.com)

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, and WV Association of Convention & Visitors 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 distribution of Hotel Occupancy taxes by the county(s) and or the municipality(s) we serve.

In compliance with the W.Va.Code 7-18-13a, CVBs are to now report to the WWSAO, the WV Joint Committee on Government & Finance, and the WVACVB'S FISCAL YEAR THE FOLLOWING:

- Balance Sheet – annually
- Income statement – annually, and
- Either an audit or financial review – triennially W.Va. code 7-8-14.

In addition, CVBs are to be accredited by an accreditation body such as the WV Association of Convention and Visitors Bureaus(WVACVB) W. Va. Code 7-8-13a(b) which confirms compliance with the following industry standard 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/Visitors Center
- Website
- Annual Reporting to all CVBs Funding entities.

On behalf of the Board of Directors of the Clarksburg Visitors Bureau we respectfully submit the required information and confirm that the Clarksburg Visitors Bureau is in full compliance with all WV Code 7-18-134 requirements.

# OUR FIRST YEAR!

## Strategic Highlights

- Our agency was created in October 2020.
- Executive Director was hired December 2020
- Developed Mission Statement
- Developed new branding - Come Home to Clarksburg
- Created a new website - ComeHomeToClarksburg.com
- Created board code of ethics, board orientation, marketing plan.
- Created “Clarksburg WinterFest” a 2-day festival in the heart of downtown Clarksburg. Over 3,000 visitors attend the inaugural event.
- Developed new visitors guide and historic walking tour map.
- Developed three unique Marketing Campaigns.
- The Family weekend getaway plan
  - ✓ Target Charleston, Beckley, Huntington, Princeton/Bluefield, Summersville, Parkersburg, Marietta, Western PA, Oakland Md, Cumberland MD, Keyser, WV
  - ✓ Reached 73,136 users, 167,697 impressions, and visitors guide request from 300 potential visitors.
- Became accredited January 2022

## Mission Statement

The Clarksburg Visitors Bureau works to develop, strengthen, and promote Clarksburg through digital marketing, advertising, media relations, and Visitor Center services.

## Executive Director/continuing education

The executive director, Tina Yoke, holds a master’s degree from Marshall University in Psychology. She has attended the Governor’s conference on Tourism, Hospitality University, and webinars with the WV Community Development HUB, as well as webinars through the Division of Tourism.

## Marketing Plan:

In 2021/2022, the Clarksburg Visitors Bureau will encourage visitors from all over to “Come Home to Clarksburg”. Our CVB will be promoting Clarksburg as home of Clarksburg WinterFest, First Fridays, youth sports and a mecca for live music.

### We will utilize the following Marketing Resources:

Print  
Digital  
Radio  
Television

### As well as our In-house Resources:

Webpage, Visitors Guide, and Social Media pages

### Publications

- Visitors Guide Design
- Historic Walking Tour Guides
- Travel Guide/rack cards
- Travel Guide/rack cards

*Accredited CVB, Member of the WVACVB and Hospitality University.*

## Meet the Board of Directors:

Joshua Stear, President - Financial Advisor

Chad Weaver, Vice-President - Local Investor/business owner

Andrew Walker, Secretary - Owner/Walker Media

Shannon Welsh, Treasurer - Entrepreneur/Realtor

Angelia Leipold, member - Proprietor//The Morris

Lisa Sutton, member - Director of Sales, Hilton Garden Inn

Paul Jones, member - Marketing, City of Clarksburg

Michael Spatafore, member - President of the Clarksburg History Museum

Cheryl Mehaulic, member - retired city employee

## Member – City of Clarksburg

### Partners:

#### Local Partnerships

- WV Italian Heritage Festival
- WV Black Heritage Festival
- WV Day Celebration
- First Friday – Downtown Clarksburg
- Clarksburg History Museum
- Harrison County Historical Society
- The Cultural Foundation of Harrison County
- Vintage Theatre Group
- Harrison County Chamber of Commerce
- Harrison County Economic Development Authority
- The Robinson Grand Performing Arts Center
- Clarksburg City Parks/Clarksburg Amp.



## Where to find us:

Clarksburg Visitors Bureau  
215 South Third St. Suite 101  
Clarksburg, WV 26301  
Monday-Friday, 8:30-4:00  
[Comehometoclarksburg.com](http://Comehometoclarksburg.com)  
304.622.2157

# BALANCE SHEET



Balance sheet - June 30, 2022.pdf

## Profit and Loss Statement



Profit & Loss July 1-June 30.pdf

**Submitted by:**

Tina Yoke

Executive Director

Clarksburg Visitors Bureau

[tina@visitclarksburgwv.com](mailto:tina@visitclarksburgwv.com)

304.622.2157

## Clarksburg Visitors Bureau

## Profit &amp; Loss

July 2021 through June 2022

	Jul '21 - Jun 22
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Paypal	0.17
<b>43400 · Direct Public Support</b>	
43410 · Corporate Contributions	400.00
43400 · Direct Public Support - Other	80.00
<b>Total 43400 · Direct Public Support</b>	480.00
<b>47200 · Program Income</b>	
47230 · Hotel/Motel Tax Revenue	
City of Clarksburg advance	0.00
47230 · Hotel/Motel Tax Revenue - Other	168,093.63
<b>Total 47230 · Hotel/Motel Tax Revenue</b>	168,093.63
47245 · WF Vendor Fees	1,220.00
47250 · WF Parade Fees	220.00
47255 · WF Donations	2,500.00
47260 · FF donations	650.00
<b>Total 47200 · Program Income</b>	172,683.63
48000 · Merchandise Sales	524.00
<b>Total Income</b>	173,687.80
<b>Cost of Goods Sold</b>	
50000 · Cost of Goods Sold	
50500 · Merchandise Purchases	0.00
<b>Total 50000 · Cost of Goods Sold</b>	0.00
<b>Total COGS</b>	0.00
<b>Gross Profit</b>	173,687.80
<b>Expense</b>	
<b>65000 · Operations</b>	
65015 · Meals	36.96
65020 · Postage, Mailing Service	2,047.05
65040 · Supplies	272.74
<b>65050 · Telephone, Telecommunications</b>	
65055 · phone	2,003.88
65060 · cell phone	200.00
65050 · Telephone, Telecommunications - Other	167.37
<b>Total 65050 · Telephone, Telecommunications</b>	2,371.25
68910 · FF expenses	
68912 · FF Entertainment	250.00
<b>Total 68910 · FF expenses</b>	250.00
<b>Total 65000 · Operations</b>	4,978.00
<b>65500 · Marketing</b>	
65510 · Marketing Materials	3,548.66
65520 · Promotions	2,035.09
65530 · Publications	2,754.02
65540 · Print/video media	265.70
65550 · Partner/sponsorships	396.00
65560 · Webpage Design	581.21
68900 · Winter Fest Expenses	1,081.34
65500 · Marketing - Other	160.50
<b>Total 65500 · Marketing</b>	10,822.52

**Clarksburg Visitors Bureau**  
**Profit & Loss**  
 July 2021 through June 2022

	Jul '21 - Jun 22
<b>66000 · Payroll Expenses</b>	
66010 · Salary & Wages	56,553.56
66015 · Payroll Taxes	4,685.47
66000 · Payroll Expenses - Other	0.00
	61,239.03
<b>Total 66000 · Payroll Expenses</b>	
<b>67000 · Other</b>	
<b>60900 · Business Expenses</b>	
60920 · Business Registration Fees	25.00
60900 · Business Expenses - Other	94.05
	119.05
<b>Total 60900 · Business Expenses</b>	
<b>62100 · Contract Services</b>	
62110 · Accounting Fees	500.00
	500.00
<b>Total 62100 · Contract Services</b>	
<b>62800 · Facilities and Equipment</b>	
62890 · Rent, Parking, Utilities	10,022.65
	10,022.65
<b>Total 62800 · Facilities and Equipment</b>	
<b>Total 67000 · Other</b>	10,641.70
<b>68300 · Travel and Meetings</b>	
68310 · Conference, Convention, Meeting	2,468.52
68320 · Travel	266.00
68300 · Travel and Meetings - Other	127.00
	2,861.52
<b>Total 68300 · Travel and Meetings</b>	
<b>68350 · Memberships</b>	1,225.00
	91,767.77
<b>Total Expense</b>	
<b>Net Ordinary Income</b>	81,920.03
<b>Net Income</b>	81,920.03

**Clarksburg Visitors Bureau**  
**Balance Sheet**  
As of June 30, 2022

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	<u>Jun 30, 22</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 · Cash	
11030 · MVB - General Account	98,853.68
11040 · MVB Operating	6,945.03
Total 10000 · Cash	<u>105,798.71</u>
Total Checking/Savings	<u>105,798.71</u>
Total Current Assets	<u>105,798.71</u>
<b>TOTAL ASSETS</b>	<b><u>105,798.71</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
32000 · Unrestricted Net Assets	117,741.75
Net Income	-11,943.04
Total Equity	<u>105,798.71</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>105,798.71</u></b>