



CLARKSBURG

CLARKSBURG

VISITORS BUREAU

ANNUAL REPORT

2022

September 22, 2023

WV State Auditor's office – lgs@wvsao.gov, Attn: Shellie Humphries  
WV Joint Committee on Government & Finance –  
[http://www.wvlegislature.gov/Reports/Agency\\_Reports/AgencyReports.cfm](http://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm)  
Questions?

drew.ross@wvlegislature.gov and steve.marsden@wvlegislature.gov

WVACVB – jnuzum@bowlesrice.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 tall WV Code 7-18-134 requirements.

If you have any questions, please contact Tina Yoke, Executive Director at [tina@visitclarksburgwv.com](mailto:tina@visitclarksburgwv.com) or 304.622.2157 or Joshua Stear, President at [Joshua.Stear@outlook.com](mailto:Joshua.Stear@outlook.com).

Respectfully,

Tina Yoke

Attachments: Income statement, Balance Sheet, and Annual Report.

# Mission Statement

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

# Marketing Plan

Our marketing initiatives are a multi-channel approach including social media, print materials, television.

Our main campaigns included:

- Weekend Family Getaway (June – Early August): Through targeting of parents and grandparents on social media we highlighted the many offering for kids and families including Splash Zone, Rail Trail, Mini golf, parks and playgrounds, D. Reynolds Gun Range & Outdoor Park, Tygart Adventure Lake, Drive-In Movie. In addition, we secure segments on our local television outlets for Alley 304.



- Discover Historic Clarksburg (July-October): Featured our very popular Walking Tour, the Clarksburg History Museum, and the offerings of the historic Robinson Grand Theater. We joined the Civil War Trails organization to leverage their resources and marketing efforts.

- West Virginia Italian Heritage Festival (July-August): Highlight this very popular festival, our rich cultural heritage and the Italian restaurant options within Clarksburg.





- Winterfest, two day event, was created to bring visitors from West Virginia and our neighboring states to the heart of Clarksburg for a weekend of Holiday Crafts, Culture, and Community.

In May of 2023, the Clarksburg Visitors Bureau entered into an agreement with InnerAction Media to coordinate an integrated approach to our marketing campaigns. As part of their scope of work, InnerAction Media will develop and execute our social media campaigns; manage our website; develop a newsletter and blog; design print collateral to include rack cards, posters, flyers, print advertising.

## Marketing Impact

As a result of the Summer Family Getaway Campaign, the CVB received 246 total leads of which 102 were from out-of-state with 233 being more than one hour away. Inquiries were received from the following seven states: Illinois, Kentucky, Maryland, North Carolina, Ohio, Pennsylvania, Virginia

In tandem with our marketing efforts and from leads from the West Virginia Department of Tourism, we received 257 requests for our Visitors Guide. Out of that number, 151 were out-of-state requests as well as two countries. Nearly all of the requests (243) were from more than one hour away from Clarksburg. Requests were received from the following: Alabama, California, Connecticut, Washington D.C., Florida, Illinois, Indiana, Kentucky, Massachusetts, Maryland, Maine, Michigan, Missouri, Mississippi, North Carolina, New Jersey, New York, Ohio, Oklahoma, Pennsylvania, South Carolina, South Dakota, Texas, Tennessee, Virginia, Wisconsin; Countries: Canada, France

# Special Events and Visitors

As a result of our collaborative efforts, Clarksburg played host city to several visiting groups. These include:

- Allegheny Image Factory: Along with the Harrison County Economic Development Corporation and the Harrison County Chamber of Commerce, the Clarksburg Visitors Bureau hosted this May 2022 reception at The Morris for film makers and community members to explore the opportunities Clarksburg has to offer the film industry. In addition to bringing new audiences to Clarksburg for the productions, having these opportunities will increase our visibility in future years.
- Harrison County Economic Development Corporation Annual Meeting: This July 2022 gathering included not only businesses and economic development representatives from our immediate area, but also from throughout the state. The CVB was given the opportunity to speak about its activities and the new businesses in the city.
- Mountaineer Beekeepers Association: The CVB worked with the Mountaineer Beekeepers Association to bring “Honey in the Hill” to the Village Square Conference Center in Clarksburg. The event was sold out.
- WV Community Development HUB – Annual Retreat. The Board of Directors of the WV Community Development Hub toured Clarksburg to learn more about our revitalization efforts.
- Success Summit: In September 2022, the CVB organized and hosted a workshop for those interested in developing Alternative Stay options within Clarksburg. Approximately 50 people attended the presentation, including the Mayor, representatives from the Accessor’s Office and Magistrate’s Office and potential short term stay providers.



# Festivals and Public Events

The CVB worked with the following festivals to help market their event and bring visitors to the area:

West Virginia Italian Heritage Festival

West Virginia Black Heritage Festival

Jesus Fest

Salem Apple Butter Festival

Cecil Jarvis Greater Clarksburg 10K

Old Mill & Float the Fork Festival

The Clarksburg Pepperoni Roll 5K

Clarksburg Winterfest



## Executive Director and 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.

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



## Board of Directors

Joshua Stear, President – Financial Advisor, Merrill Lynch

Andrew Walker, Secretary – Owner/Walker Media

Angela Leipold, Treasurer – Proprietor/The Morris

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

Marsha Viglianco, member – Civil War Trail organizer

Michael Spatafore, member – President of the Clarksburg History Museum

Kimberly Drummond, member – volunteer, Pop-Up Paddle Group

Luis Ramirez Valtierra, member – Harrison County Economic Development Corp.

## Member – City of Clarksburg



# Partners

WV Italian Heritage Festival  
WV Black Heritage Festival  
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  
304.622.2157

## Submitted By:

Tina Yoke  
Executive Director Clarksburg Visitors Bureau  
tina@visitclarksburgwv.com  
304.622.2157

Clarksburg Visitors Bureau  
**Profit & Loss**  
 July 2022 through June 2023

Jul '22 - Jun 23

Ordinary Income/Expense	
Income	
47200 · Program Income	
47230 · Hotel/Motel Tax Revenue	125,628.6
47245 · WF Vendor Fees	2,1708.13
47250 · WF Parade Fees	500.00
47255 · WF Donations	2,000.00
47260 · FF donations	9,616.00
Total 47200 · Program Income	<u>139,452.7</u>
48000 · Merchandise Sales	5
Total Income	<u>280.00</u>
Gross Profit	<u>139,732.75</u>
Expense	139,732.75
65000 · Operations	
65015 · Meals	578.81
65020 · Postage, Mailing Service	544.05
65040 · Supplies	2,081.5
65050 · Telephone, Telecommunications	4
65055 · phone	151.63
65060 · cell phone	550.00
65050 · Telephone, Telecommunications - Other	1,798.3
Total 65050 · Telephone, Telecommunications	<u>9</u>
68910 · FF expenses	2,500.0
68911 · FF marketing	2640.00
68912 · FF Entertainment	1,450.0
68910 · FF expenses - Other	0
Total 68910 · FF expenses	<u>810.00</u>
65000 · Operations - Other	2,900.0
Total 65000 · Operations	<u>0</u>
65100 · Other Types of Expenses	391.72
65500 · Marketing	8,996.1
65510 · Marketing Materials	15,744.0
65520 · Promotions	7
65530 · Publications	70.66
65540 · Print/video media	2,629.73
65550 · Partner/sponsorships	10,017.1
65560 · Webpage Design	2
68900 · Winter Fest Expenses	3,841.18
65500 · Marketing - Other	2,321.00
Total 65500 · Marketing	<u>274.66</u>
66000 · Payroll Expenses	7,479.30
66010 · Salary & Wages	3,146.75
66015 · Payroll Taxes	40,453.8
66000 · Payroll Expenses - Other	1 3
Total 66000 · Payroll Expenses	<u>19,333.3</u>
	3 604.45
	60,505.6

Clarksburg Visitors Bureau  
Profit & Loss  
July 2022 through June 2023

Jul '22 - Jun 23

67000 · Other	
60900 · Business Expenses	
60920 · Business Registration Fees	25.0
60900 · Business Expenses - Other	0
Total 60900 · Business Expenses	<u>55.8</u>
62100 · Contract Services	5
62110 · Accounting Fees	<del>1,080.8</del>
Total 62100 · Contract Services	<u>0 5</u>
62800 · Facilities and Equipment	1,000.0
62890 · Rent, Parking, Utilities	<del>10,062.9</del>
Total 62800 · Facilities and Equipment	<u>0</u>
Total 67000 · Other	<u>11,062.9</u>
68300 · Travel and Meetings	0
68310 · Travel local, conferences	<del>12,193.25</del>
68300 · Travel and Meetings - Other	374.00
Total 68300 · Travel and Meetings	<u>2,871.21</u>
68350 · Memberships	200.00
Total Expense	<u>130,241.1</u>
Net Ordinary Income	8
Net Income	<u><u>8,481.57</u></u>

Clarksburg Visitors Bureau  
**Balance Sheet**  
As of June 30, 2023  
Jun 30, 23

ASSETS	
Current Assets	
Checking/Savings	
10000 · Cash	
11010 · Wesbanco Oper Acct	2,000.00
11030 · MVB - General Account	121,554.30
11040 · MVB Operating	-9,412.82
Total 10000 · Cash	<u>114,141.48</u>
Total Checking/Savings	<u>114,141.48</u>
Total Current Assets	<u>114,141.48</u>
TOTAL ASSETS	<u><u>114,141.48</u></u>
LIABILITIES & EQUITY	
Equity	
32000 · Unrestricted Net Assets	123,766.01
Net Income	-9,624.53
Total Equity	<u>114,141.48</u>
TOTAL LIABILITIES & EQUITY	<u><u>114,141.48</u></u>