



Greater Moundville Convention & Visitors Bureau

1105 Wheeling Avenue • Glen Dale, WV 26038

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E-mail: Info@VisitMoundville.com

September 15, 2023

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 – Jordan Nuzum
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 Greater Moundville Convention & Visitors Bureau, we respectfully submit the required information and confirm that Greater Moundville Convention & Visitors Bureau is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Craig White Executive Director at cwhite@grandvuepark.com or 304-975-0326 or me Robert Straub at hscpas@yahoo.com or 304-843-2228.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Straub".

Robert Straub, Board Chair

A handwritten signature in blue ink, appearing to read "Craig White".

Craig White, Executive Director

Attachments: Income statement (July 1, 2022 – June 30, 2023), Balance sheet (June 30, 2023), Annual report (2023), and Annual audit (2023).

Marshall County Convention and Visitors Bureau, Inc.
Profit & Loss
July 2022 through June 2023

	<u>Jul '22 - Jun 23</u>
Ordinary Income/Expense	
Income	
510 · Hotel Tax Revenue - Moundsville	213,859.85
515 · Hotel Tax Revenue - Glen Dale	9,665.59
520 · Hotel Tax Revenue - Marshall Co	69,292.27
530 · Hotel Tax Revenue - Additional	25,000.00
570 · Visitor Guide Ad Revenue	23,225.00
	<hr/>
Total Income	341,042.71
Expense	
610 · Salaries & Wages	59,429.06
615 · Payroll Taxes	5,017.85
750 · Advertising	138,998.66
770 · Hospitality	150.00
810 · Conferences	559.99
815 · Meals	83.30
820 · Travel	474.53
840 · Office Supplies	2,089.23
845 · Postage	777.68
855 · Rent and Utilities	2,250.00
865 · Telephone and Internet	2,079.43
878 · Depreciation Expense	676.61
880 · General Insurance	2,820.00
882 · Workers Compensation Insurance	1,324.00
902 · Shuttle Expense	7,764.91
905 · Dues and Subscriptions	3,978.10
990 · Miscellaneous Expense	590.00
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Total Expense	229,063.35
Net Ordinary Income	111,979.36
Net Income	<hr/> <hr/> 111,979.36

Marshall County Convention and Visitors Bureau, Inc.

Balance Sheet

As of June 30, 2023

	<u>Jun 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
102 · Checking - BB&T	274,459.95
110 · Change Fund	100.00
Total Checking/Savings	<u>274,559.95</u>
Other Current Assets	
170 · Accounts Receivable	32,210.95
Total Other Current Assets	<u>32,210.95</u>
Total Current Assets	306,770.90
Fixed Assets	
185 · Equipment	6,240.74
196 · Accumulated Depreciation	-3,964.59
Total Fixed Assets	<u>2,276.15</u>
TOTAL ASSETS	<u><u>309,047.05</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231 · Accrued Federal Withholding Tax	154.00
232 · Accrued FICA Tax	658.98
233 · Accrued State Income Tax W/H	65.00
236 · Accrued State Unemployment	48.69
238 · Accrued Federal Unemployment	88.79
Total Other Current Liabilities	<u>1,015.46</u>
Total Current Liabilities	<u>1,015.46</u>
Total Liabilities	1,015.46
Equity	
410 · Unrestricted Net Assets	196,052.23
Net Income	111,979.36
Total Equity	<u>308,031.59</u>
TOTAL LIABILITIES & EQUITY	<u><u>309,047.05</u></u>

Tourism Saves Every Household \$720 in taxes



Tourism advertising in West Virginia has proven to be a strong investment. For every dollar spent on tourism advertising, the state yields \$8 in state and local tax revenue and \$106 in direct traveler spending. Without this tourism-generated revenue, each household in West Virginia would have to pay an additional \$700 a year in state and local taxes. Source: ICR Research International, 2016

2022 CVB Board Members

President
Robert Straub, CPA Hartley and Straub PLLC & Marshall County Historical Society

Vice President
Thomas Stiles, Operations Director at the West Virginia Penitentiary

Treasurer/Secretary
Jeremy Kohus, Site Director at the Grave Creek Mound Archaeological Complex

Joni Grubler, General Manager of the Sleep Inn & Suites Moundsville

Jeff Brannon, General Manager of the Holiday Inn Express & Suites Moundsville

Anuradha Imseng, PR & Tourism Manager at Prabhupala's Palace of Gold

REGION	DIRECT SPENDING	EARNINGS	JOB	LOCAL GOVT REVENUE	STATE GOVT REVENUE
Eastern Panhandle	\$1036.9 million	\$275.4 million	8,390	\$11.7 million	\$154.4 million
Hatfield-McCoy Mountain	\$176.4 million	\$279 million	1,210	\$11 million	\$10.9 million
Metro Valley	\$798 million	\$178.2 million	5,910	\$9.1 million	\$69.8 million
Mid-Ohio Valley	\$193.6 million	\$47.8 million	1,890	\$2 million	\$121 million
Mountaineer Country	\$456 million	\$171.6 million	5,510	\$5.1 million	\$29.2 million
Mountain Lakes	\$225.9 million	\$62.4 million	2,540	\$2.1 million	\$13.9 million
New River/Greenbrier	\$778.5 million	\$235.7 million	7,820	\$7.7 million	\$51.2 million
Potomac Highlands	\$406.2 million	\$104 million	4,310	\$5.3 million	\$23.6 million
Northern Panhandle	\$294.5 million	\$108.8 million	7,480	\$9.6 million	\$105.6 million
TOTAL	\$4.954 billion	\$1.292 billion	44,350	\$54 million	\$461 million

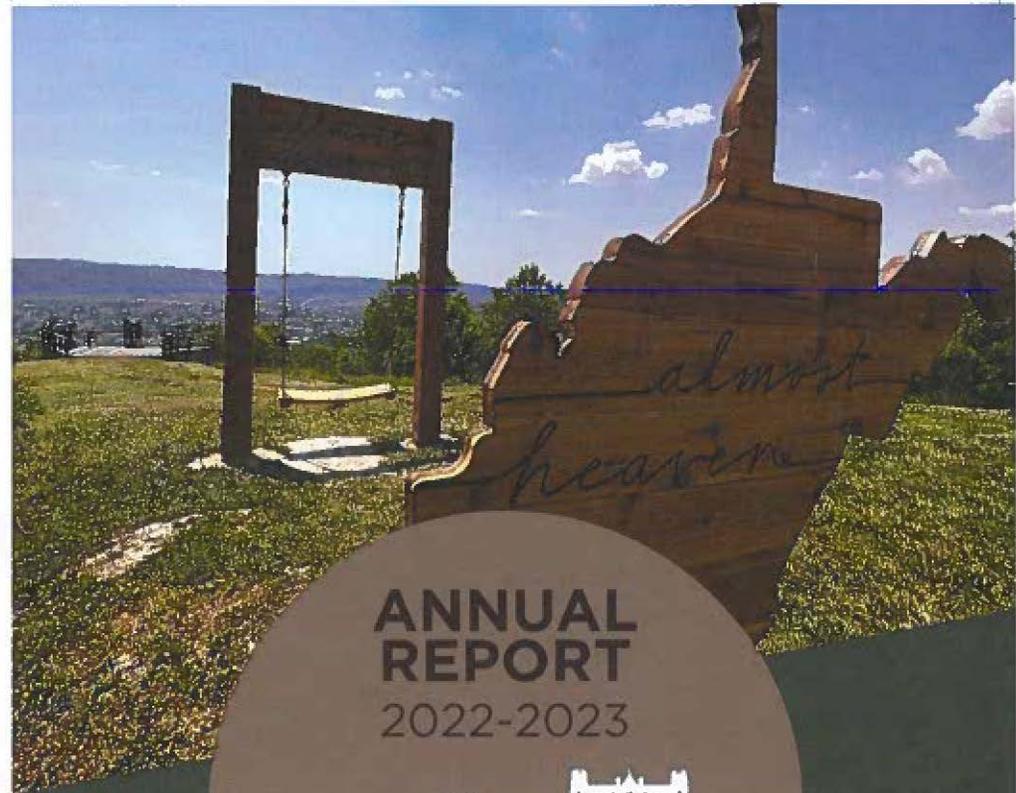
REGION	DIRECT SPENDING	EARNINGS	JOB	LOCAL GOVT REVENUE	STATE GOVT REVENUE
Greater Moundsville	\$1.5 million	\$11.7 million	40	\$10.8 million	\$2.2 million

Greater Moundsville CVB by the numbers:

Facebook	8,100
Instagram	1,900
X (formerly Twitter)	470
Tiktok	50
Email Subscribers	9,384
Annual Visitors to Attractions	125,000
Cockayne II, Grave Creek Mound 14k, GVP 45k, Palace of Gold 45k, West Virginia Penitentiary 20k	
Travel Guides Produced	35,000
July 2022-June 2023	
Income from Hotel/Motel Tax	\$292,817
Total Spending on Advertisement, Salaries, and Bills	\$229,063

"I have found the CVB to be a great partner in bringing business and leisure travel to our area. Their outreach has really helped our business."
— Jeff Brannon, General Manager of the Holiday Inn Express & Suites Moundsville

CERTIFIED
West Virginia
Convention &
Visitors Bureau



ANNUAL REPORT 2022-2023



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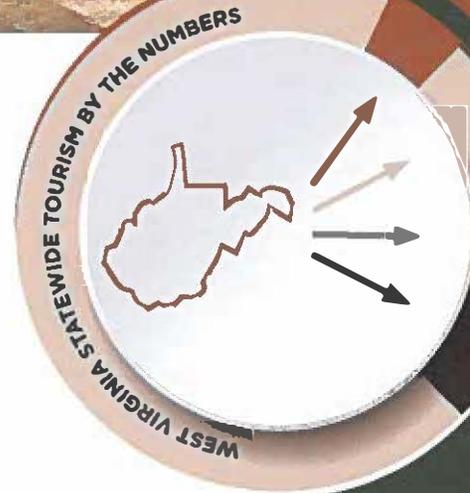
A Word from our Executive Director

On behalf of the Board of Directors and its constituents, I am proud to present our 2022-2023 Greater Moundsville Convention and Visitors Bureau's Annual Report. In this report we will show statistical data of our attractions in Marshall County and the impact that they have on our community.

Marshall County has been going through many changes to make our area a more attractive place to visit and enjoy. Our parks in Moundsville have been undergoing major makeovers as well as enhancing our riverfront Grand Vue Park in conjunction with the opening of last year's RV park added a beautiful water park that opened in July. The Marshall County Courthouse is getting a new facelift as well as a new location to house our EMS units. The Marshall County Health Department is going to have a new home in 2024 in a brand new state-of-the-art facility next to the Courthouse. And the City of Moundsville is building a brand new state-of-the-art Municipal/Public Safety building. The Overlook at Grand Vue Park has been transformed into a picture-perfect location to get your birds eye view of Moundsville and now one of 17 locations to have the Almost Heaven Selfie Swing across the state of WV (pictured on our cover). It is so great to see the investment into our community which will benefit our community and help people enjoy their stay in Marshall County.

The Greater Moundsville Convention and Visitors Bureau has done a few things this past year to increase traffic to our attractions and lodging locations. We have increased the amount of our marketing budget to include the 6 million people within our 2-hour radius. We have delivered 35,000 visitor guides across the interstates and hotels and to our own attractions in the area. Through the partnership with the Marshall County Commission, with money's received from their half of the hotel tax, we were able to provide a free shuttle service throughout the county to take our visitors/guests staying at our lodging facilities to local attractions and eateries in Marshall County. We also attend many travel shows in the tri-state area to promote what a wonderful place of one of a kind attractions, including the Palace Of Gold, Former WV Penitentiary, Grave Creek Mound Museum and the aerial adventure park at Grand Vue Park and our award winning unique lodging including Grand Vue Park's Treetop Villas, Choice Hotel's Sleep Inn Hotel and the Holiday Inn Express that we have in Marshall County. We are very excited and look forward to the opportunities this next year brings!

Sincerely,
 Craig White
 Executive Director
 Greater Moundsville Convention and Visitors Bureau



"There is power in numbers and that is what the CVB represents—multiple entities working together toward a common goal."

— Jeremy Kohus
 CVB Board Treasurer and
 Secretary & Site Director
 at the Grave Creek Mound

41
 members

Creating a positive economic impact

\$10 million+
 Dedicated to marketing West Virginia

39,000
 Lodging rooms represented by CVBs

CVBs are directly involved in contributing **\$4.9 billion** in visitor spending in the state of West Virginia.*

*Resource: Dean Runyan Travel Impacts Study 2021



Scan the QR code above for most up-to-date travel research from West Virginia Department of Tourism.

WVACVB POSITION STATEMENT

Local and regional Convention and Visitors Bureaus are essential parts of the overall effort to promote and encourage travel to West Virginia. It is Convention and Visitors Bureaus that truly know the attractions, activities and events in their areas of our state, and can do the best job of advertising and marketing those local and regional assets. However, the creation of additional CVBs in areas that are already served by an established organization may have the effect of diluting the limited resources available, creating a duplication of overhead, administrative and personnel costs, with the result being that fewer actual dollars are spent on the primary mission of advertising and marketing. It is the position of the West Virginia Association of Convention and Visitors Bureaus that all CVB's follow West Virginia Code Chapter 7, Article 18 regarding Hotel Occupancy Tax and as a general principle, having the fewest practicable number of CVB's per county leads to a more efficient and effective use of financial resources.