



ANNUAL REPORT

July 1, 2021 – June 30, 2022



A WORD FROM OUR EXECUTIVE DIRECTOR

The past year has brought a renewed optimism about the tourism industry in Brooke and Hancock counties. The Top of West Virginia Convention and Visitors Bureau is proud of our contributions to the 2021-22 tourism economy, and even happier to see our community's resilience as we continue to move forward. Activity is certainly picking up in the visitor center, with more guests stopping by every week, phone calls about upcoming events, and extended hours at the CVB to accommodate new activities and classes. The whole panhandle is buzzing with activity and has a full calendar of events for the summer.

As you will see from the information in this report, it has been a successful and productive year for the CVB. Designing campaigns, partnering with the state tourism department and regional tourism groups, and collaborating with local organizations are our team's objectives. This year, we have an additional goal of focusing on the future of Brooke and Hancock counties. Our time and resources have been spent looking back at how the CVB has functioned historically and making changes to function more effectively. To accommodate new visitors, we need to showcase the best version of this area. Consequently, the board of directors approved the use of some of our cash reserves to create new video and photography assets, redesign our website, and refresh our marketing materials. We also initiated a partnership with the Business Development Corporation and City of Weirton to renew the 2018 feasibility study for a Weirton conference center. Plans and capital improvements like these will help prepare the area to return to the tourism levels we experienced before 2020.

The CVB is the key player in providing information on recreation and entertainment for the area. We are up to the task and are pleased to continue our partnerships with the community to encourage local attractions to thrive. Your continued offerings of high-quality tourism activities make our counties attractive to visitors, and make it rewarding for us to assist with marketing and outreach.

Please do not hesitate to contact us if you have any questions as you read through this report. We are excited to continue working with you in 2023.

Rachel Keeney
Executive Director

BOARD OF DIRECTORS & STAFF

Janice McFadden, *Chairman*

Paul Cowey, *Vice Chairman*

Brenda Mull, *Treasurer*

Shannon Giambroni, *Secretary*

Barb Barkley

Harold Miller

Gus Monezis

Sam Morris

Chatman Neely

Jason Pugh

Stacey Wise

Rachel Keeney, *Executive Director*

Sarah Cale, *Executive Assistant*

OUR MISSION

The Top of WV CVB is tasked with representing the common interests of its membership and encouraging tourism, promoting the Arts, and increasing economic activity and development to further the general welfare and prosperity of Brooke and Hancock Counties in the Northern panhandle of West Virginia.

VISITOR SERVICES



5,000

*Travel Guides
printed & distributed*



2,300+

Phone calls received



13 *Summer concerts*
with over **3,000**
attendees



15+

*Art shows & classes
offered*

SOCIAL MEDIA

In the past year, we have established a stronger and more consistent presence across our social media platforms. Instagram and LinkedIn accounts were created for the CVB, and a YouTube Channel is coming soon. We also established a monthly newsletter that features our members and attractions, and is sent to our visitor leads.



10,683 *total followers*

76,915 *Facebook page reach*



208.6% *increase from 2020-21*



MONTHLY NEWSLETTER

531 *subscribers*

2.9% *average click rate*

20.1% *average open rate*



WEBSITE

This year, our website was due for major updates. We rebuilt the entire site to update visual and textual content, and reworked our navigation to accommodate mobile and desktop traffic. Knowing that visitors are most curious about what to do in our area, we prioritized our listings and event calendar's interfaces.

13,140 *pageviews*

6,412 *sessions*

89.4% *of users are new*

53.11% *of traffic came from mobile*

TOP 5 PAGES

1. **HOME**
2. **EVENTS**
3. **ABOUT**
4. **WHAT TO DO**
5. **SUMMIT GALLERY**

TOP 5 STATES

1. **WEST VIRGINIA**
2. **PENNSYLVANIA**
3. **VIRGINIA**
4. **NEW YORK**
5. **OHIO**

ADVERTISING

With travel back on the rise, our marketing efforts this year focused largely on the unique experiences that visitors can have in Brooke and Hancock counties. Outdoor attractions were featured in many of our advertisements since many travelers still have a residual hesitation around crowded indoor activities. We also emphasized the memories and experiences that could be made when travelers visit the Top of WV firsthand.

ADVERTISING PARTNERS:

Compass Ohio Facebook Forever Media
Guest Quest The Herald Star Hometown News
INWheeling Magazine Lamar New South Media
Nfluence The River Sinclair Broadcast Group
Weirton Daily Times Wheeling Intelligencer
WV Department of Tourism WV Living



By participating in the Department of Tourism's Cooperative Advertising Program with an 80/20 match, we paid only **\$6,200** for **\$31,000** worth of advertisements in strategically targeted markets.



MEMBERSHIP

Our local partners are essential for marketing Brooke and Hancock counties as a destination. Thank you for your continued support as we work to bring visitors to our area.

Assure America

Austin Lake

Barn With Inn

Basil's Sports Bar & Grill

Bill Raymond, eXp Realty

Bounce Boyz Entertainment & Party Rentals

Brooke County Commission

Brooke County Fair

Brooke County Public Library

Brooke Hills Park

Business Development Corporation

Bill D'Alesio

City of Chester Event Coordinator

City of Chester Park Commission

City of Follansbee

City of Weirton

City of Wellsburg

Comfort Inn Weirton

Comfort Supply Inc.

Crazy Mexican Restaurant & Grill

DeeJay's BBQ & Ribs

Ohio Valley Audio

Edgewater Park

Elite Multiplex & Event Center

Fairfield Inn & Suites

Family Connections

Family Roots Farm

Fiesta Tableware Company

First Choice America

Frank's Pastry

Giometti Catering/ B4

Gus's Goodies

Hancock County Commission

Hancock County Historical Museum

Hancock County Parks & Recreation

Hancock County Savings Bank

Holiday Inn Express Newell

Holiday Inn Weirton

Hughes Office Equipment

JJ Guida Airport Realty

Joyce Beatty

Lauttamus Communications & Security

Lea Lea's Bakery & Crafts

Mario's Restaurant

Mary H. Weir Public Library

Miss Tiffany's Early Childhood Education House

Mountaineer Casino, Racetrack & Resort

Nancy Wright

New Cumberland Festival & Parade Committee

New Cumberland Lions Club

Newbrough Photo

Newell Community Improvement Coalition

PS Marketing, Inc.

Route 22 Sports Bar

Station Grille

Summers Enterprise, LLC

Swaney Memorial Library

The Foundry

Theo Yianni's

Tomlinson Run State Park

Tudor's Biscuit World

Undo's Family Restaurant

United Bank

Village of Beech Bottom

Weirton Area Chamber of Commerce

Weirton Lions Club

Weirton Area Museum & Cultural Center

Weirton Board of Parks & Recreation

Weirton Medical Center

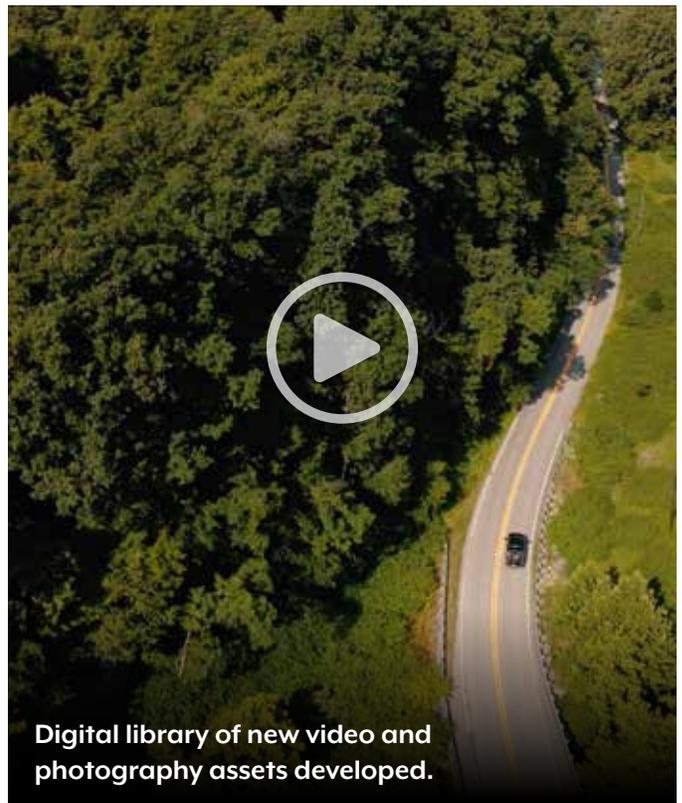
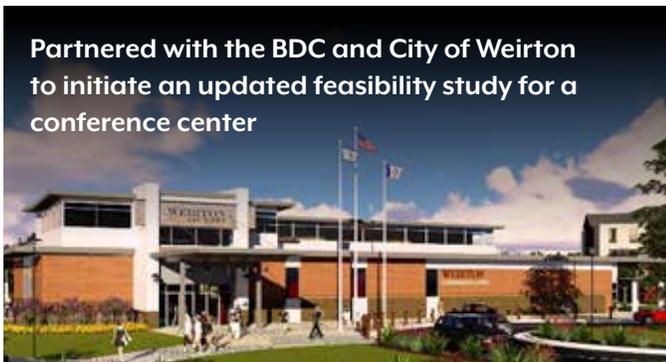
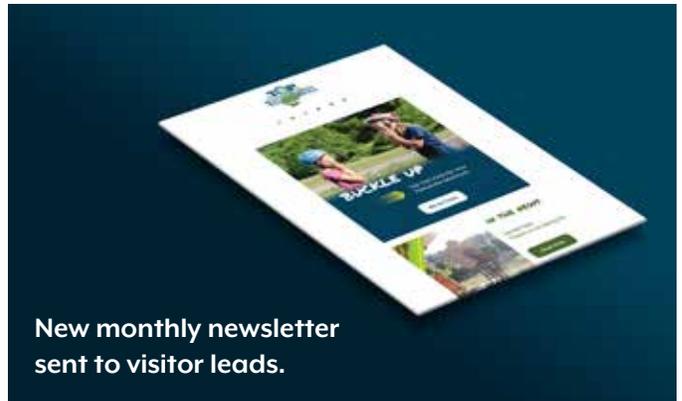
Weirton Renaissance

Wellsburg Applefest

Wellsburg Chamber of Commerce

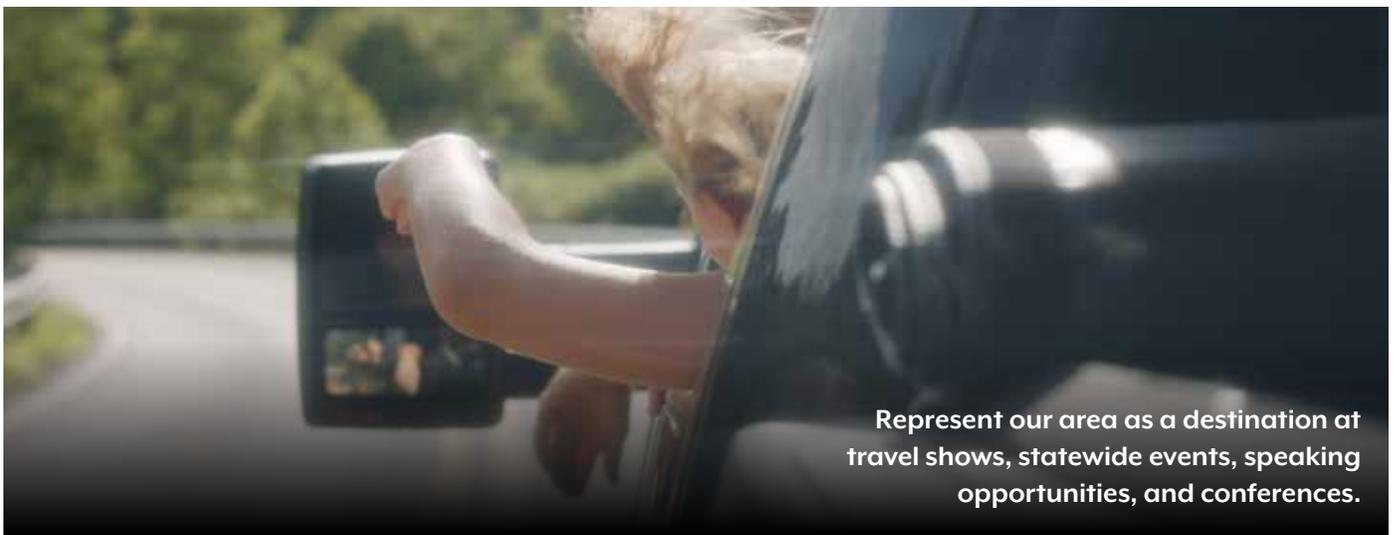


2022 SPECIAL PROJECTS



PUBLIC RELATIONS

As a not-for-profit organization that receives funding from our local governments, our CVB strives to promote the long-term development and marketing of Brooke and Hancock counties as a destination. As the area's tourism marketing hub, our team continues to create awareness about the role tourism plays in our community. The CVB is responsible for building and maintaining relationships with industry partners and advocating for the tourism industry that feeds the region's economy.



LOCAL IMPACT

HANCOCK

\$305 million in direct tourism spending
4,090 jobs

BROOKE

\$15 million in direct tourism spending
170 jobs

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: West Virginia Travel Impact, Dean Runyan Association, 2018

The hospitality of our members continues to impress visitors. During our digital asset project, the videographer commented on his experience with the area:

“

This had to be the most welcoming and friendliest experience we've ever had on a shoot. The businesses were all so accommodating and so great to work with.

”

- Anthony Green, *The Folkway*

WV STATEWIDE TOURISM

West Virginia was the only state to be featured in all major travel lists for 2022.



Top Travel Region



Best places to go in 2022



Best places to visit in 2022



Top 10 family vacation destination



\$4.8 BILLION

in annual traveler spending



47,600

tourism-supported jobs



\$1.2 BILLION

in earnings



\$791 MILLION

in state and local tax revenue

*Source: West Virginia Travel Impact,
Dean Runyan Association, 2020*

WEST VIRGINIA

INCOME & EXPENSES

July 1, 2021 - June 30, 2022

Income:

Hotel Tax	\$282,970.59
Other Income:	
Arts Council Income	3,079.10
Donations	15,740.75
Membership Dues	4,575.00
Plate Sale Income	4,047.00
Rental Income	2,750.00
Other Income	72.28
Total Other Income	30,264.13
Total Income	313,234.72

Expenses:

Concert and Events:	
Supplies	4,228.44
Entertainment/Performers	42,050.00
Sound for Concerts	3,000.00
Contract Labor	14,077.28
Local Events Expenses	40.00
Cleaning	800.00
Lawn Care	1,295.00
Dues and Subscriptions	2,394.10
Insurance	4,008.00
Labor Expenses:	
Payroll Expenses:	102,535.79
Professional Fees	17,837.90
Misc. CVB Expenses	16.00
Office Expenses:	
Bank Charges	118.38
Cleaning Fee	5,500.00
Computers/Software/Website	3,091.94
Copier	2,517.26
Office Supplies	6,668.90
Postage	766.63
Technology	3,635.86
Rent	16,200.00
Repairs and Maintenance	397.95
Taxes and Licenses	138.46
Utilities	22,994.75
Marketing and Promotion:	
Marketing Merchandise	817.28
Design/Printing	7,680.31
Digital	4,998.72
Print - Magazine	9,673.09
Print - Newspaper	568.00
Billboard	1,400.00
Radio	14,402.50
Sponsorships	4,762.50
Trade Show	1,854.08
Television	27,484.00
Misc. Marketing Expenses	64.48
Travel and Meeting Expenses	8,431.02
Arts Council	2,890.04
Other Expenses: Capital Projects	13,868.15
Depreciation Expense	11,165.50
Total Expenses	364,372.31

Net Income	(51,137.59)
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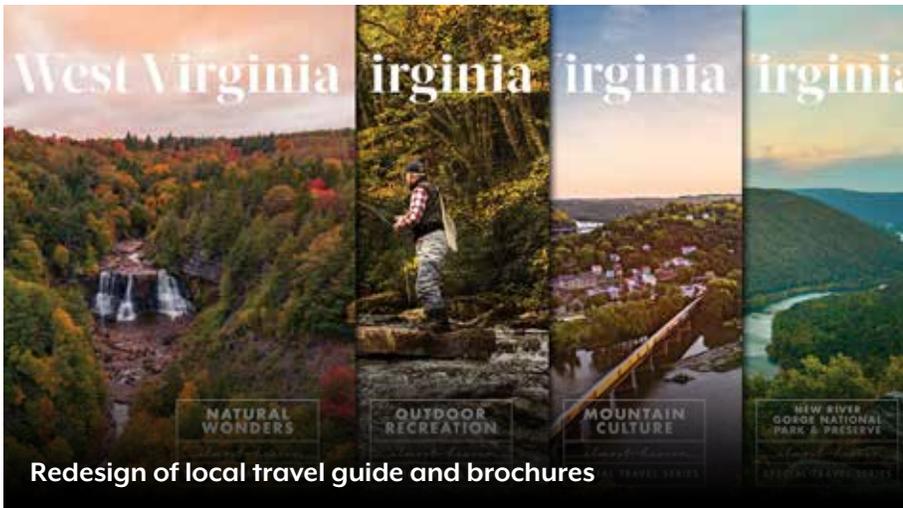
UPCOMING PROJECTS



Installation of an Almost Heaven Swing in our area



Regional campaign with Northern Panhandle partners



Redesign of local travel guide and brochures



Opening a gift shop in the visitors center for local goods



All new video advertisement campaigns



The Top of WV continues to be an accredited CVB since 2006.



topofwv.com | 304-797-7001

Top of West Virginia
Convention & Visitors Bureau

3539 Main Street
Weirton, WV 26062

info@topofwv.com



@topofwv

Top of WV Convention & Visitors Bureau

Balance Sheet

As of June 30, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 United Bank	463,560.00
1020 Event Center Checking	35,682.33
1031 United CD #5	25,000.00
1040 Checking - Arts Council	4,136.07
Petty Cash	229.30
Petty Cash - Event Center	0.00
Total Bank Accounts	\$528,607.70
Accounts Receivable	
1500 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Prepaid Expenses	0.00
Prepaid Wages	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$528,607.70
Fixed Assets	
1700 Buildings	54,434.00
1705 Leasehold Improvements	7,000.00
1712 Accumulated Depreciation	-132,438.85
1720 Furniture and Fixtures	14,720.00
1730 Land/Improvements	399,136.00
Total Fixed Assets	\$342,851.15
Other Assets	
Due from Employee	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$871,458.85

Top of WV Convention & Visitors Bureau

Balance Sheet

As of June 30, 2022

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
5552 Employee Withholding	56.00
Other Current Liability	0.00
Out Of Scope Agency Payable	0.00
Sale of Art Payable	73.00
Security Deposit	0.00
West Virginia State Tax Department Payable	0.00
Total Other Current Liabilities	\$129.00
Total Current Liabilities	\$129.00
Total Liabilities	\$129.00
Equity	
Opening Balance Equity	73,034.85
Retained Earnings	849,432.59
Net Income	-51,137.59
Total Equity	\$871,329.85
TOTAL LIABILITIES AND EQUITY	\$871,458.85

Top of WV Convention & Visitors Bureau

Budget Overview: CALENDAR YEAR 2022 - FY22 P&L

January - December 2022

	TOTAL
Income	
4030 Membership Dues	5,000.00
4055 Rental Income	1,500.00
4060 Donations	
Donations - Event Center	5,000.00
Total 4060 Donations	5,000.00
4063 Plate Sale Income	4,500.00
4064 Arts Council Income	
Art Council Misc. Income	840.00
Art Sale Commission	150.00
Membership Dues - Arts Council	2,400.00
Total 4064 Arts Council Income	3,390.00
7010 Interest Earned	35.00
Hotel Tax	
4021 Hotel Tax - Weirton	172,675.32
4022 Hotel Tax - County	106,750.00
Total Hotel Tax	279,425.32
Total Income	\$298,850.32
GROSS PROFIT	\$298,850.32
Expenses	
4075 Travel and Meeting Expenses	
4071 Meeting Expense	6,185.00
4074 Travel - Meals	750.00
Education/Seminars	250.00
Travel	3,400.00
Total 4075 Travel and Meeting Expenses	10,585.00
5010 Legal and Professional Fees	10,600.00
5030 Misc. CVB Expenses	1,000.00
5041 Office Expenses	
4072 Computers/Software/Website	2,000.00
4073 Copier	2,400.00
5020 Bank Charges	80.00
5040 Office Supplies	2,400.00
5570 Cleaning Fee	6,000.00
6070 Postage	750.00
Total 5041 Office Expenses	13,630.00
5500 Payroll Expenses	
Payroll Expense	115,281.49
Total 5500 Payroll Expenses	115,281.49
6000 Marketing and Promotion	
6300 Design/Printing	3,800.00
6360 Misc. Marketing Expenses	500.00

Top of WV Convention & Visitors Bureau

Budget Overview: CALENDAR YEAR 2022 - FY22 P&L

January - December 2022

	TOTAL
6390 Marketing Merchandise	250.00
Digital	9,800.00
Print - Magazine	10,000.00
Print - Newspaper	2,000.00
Radio	10,000.00
Sponsorships	1,500.00
Television	18,000.00
Trade Show	2,000.00
Total 6000 Marketing and Promotion	57,850.00
6010 Rent	16,200.00
6020 Taxes and Licenses	60.00
6030 Utilities	
6031 Electricity	6,960.00
6032 Gas	7,000.00
6034 Telephone, Cable, and Internet	4,380.00
6035 Water and Sewer	2,160.00
6036 Trash Pickup	350.00
Total 6030 Utilities	20,850.00
6040 Insurance	4,050.00
6200 Concerts	
6230 Entertainment/Performers	25,000.00
Cleaning	3,000.00
Event Center Supplies	1,500.00
Lawn Care	3,000.00
Security	3,000.00
Sound for Concerts	4,500.00
Total 6200 Concerts	40,000.00
6330 Dues and Subscriptions	2,500.00
8000 Repairs and Maintenance	750.00
Art Council	
Art Council Events	1,250.00
Art Council Misc	1,525.00
Art Council Promotions	200.00
Total Art Council	2,975.00
Technology	500.00
Total Expenses	\$296,831.49
NET OPERATING INCOME	\$2,018.83
Other Expenses	
Capital Projects	20,000.00
Total Other Expenses	\$20,000.00
NET OTHER INCOME	\$ -20,000.00
NET INCOME	\$ -17,981.17

**TOP OF WV CONVENTION AND
VISITORS BUREAU, INC.**

Audited Financial Statements

June 30, 2022 and 2021

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

Audited Financial Statements

Years Ended June 30, 2022 and 2021

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INDEPENDENT AUDITOR'S REPORT

The Board of Directors
Top of WV Convention and Visitors Bureau, Inc.
Weirton, West Virginia

Opinion

We have audited the financial statements of Top of WV Convention and Visitors Bureau, Inc. (the Bureau) (a Non-Profit Organization), which comprise the statements of assets, liabilities, and net assets – modified cash basis, as of June 30, 2022 and 2021 and the related statements of revenues, expenses, and changes in net assets, and functional expenses– modified cash basis, for the years then ended and the related notes to financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the assets, liabilities, and net assets of Top of WV Convention and Visitors Bureau, Inc. as of June 30, 2022 and 2021 and its revenue, expenses, and changes in net assets for the years then ended in accordance with the modified cash basis of accounting as described in Note 1.

Basis for Opinion

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

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the modified cash basis of accounting described in Note 1 and for determining that the modified cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible 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.

Auditor's 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 auditor's 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 GAAS 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 GAAS, 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 the Bureau'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 the Bureau'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.

Gray, Griffith & Mays, a.c.

Charleston, West Virginia
August 30, 2022

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF ASSETS, LIABILITIES, AND NET ASSETS – MODIFIED CASH BASIS

June 30, 2022 and 2021

	2022	2021
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 506,107	\$ 543,626
Certificate of deposit	25,000	25,000
Net capital lease receivable, current portion	3,386	3,538
Total current assets	534,493	572,164
Net capital lease receivable, less current portion	19,950	23,336
Property and equipment:		
Event center buildings	54,434	54,434
Leasehold improvements	408,289	406,136
Furniture and fixtures	15,485	14,720
	478,208	475,290
Less accumulated depreciation	(223,893)	(204,724)
Net property and equipment	254,315	270,566
Total assets	\$ 808,758	\$ 866,066
<u>LIABILITIES AND NET ASSETS</u>		
Current liabilities:		
Accrued expenses	\$ 129	\$ 28
Total liabilities	129	28
Net assets:		
Net assets with donor restrictions:	23,336	26,874
Net assets without donor restrictions	785,293	839,164
	808,629	866,038
Total liabilities and net assets	\$ 808,758	\$ 866,066

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

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS – MODIFIED CASH BASIS

For the year ended June 30, 2022

	Without Donor Restriction	With Donor Restriction	Total
Revenues and support:			
Lodging tax	\$ 282,971	\$ -	\$ 282,971
Donations and grants	18,203	-	18,203
Rental income	2,650	-	2,650
Membership dues	5,210	-	5,210
Other revenue	6,564	-	6,564
Reclassifications:			
Net assets released from restriction	3,538	(3,538)	-
Total revenues and support	319,136	(3,538)	315,598
Expenses:			
Program services	279,677	-	279,677
Management and general	82,850	-	82,850
Fundraising	10,480	-	10,480
Total expenses	373,007	-	373,007
Change in net assets	(53,871)	(3,538)	(57,409)
Net assets, beginning of year	839,164	26,874	866,038
Net assets, end of year	\$ 785,293	\$ 23,336	\$ 808,629

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

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS – MODIFIED CASH BASIS

For the year ended June 30, 2021

	Without Donor Restriction	With Donor Restriction	Total
Revenues and support:			
Lodging tax	\$ 293,200	\$ -	\$ 293,200
Donations and grants	2,662	-	2,662
Rental income	1,065	-	1,065
Membership dues	250	-	250
Other revenue	2,920	-	2,920
Reclassifications:			
Net assets released from restriction	3,697	(3,697)	-
Total revenues and support	303,794	(3,697)	300,097
Expenses:			
Program services	149,024	-	149,024
Management and general	61,091	-	61,091
Fundraising	7,188	-	7,188
Total expenses	217,303	-	217,303
Change in net assets	86,491	(3,697)	82,794
Net assets, beginning of year	752,673	30,571	783,244
Net assets, end of year	\$ 839,164	\$ 26,874	\$ 866,038

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

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

STATEMENT OF FUNCTIONAL EXPENSES – MODIFIED CASH BASIS

For the year ended June 30, 2022

	Program Services	Management and General	Fundraising	Total
Salaries, benefits, and payroll taxes	\$ 61,522	\$ 30,761	\$ 10,253	\$ 102,536
Office supplies	8,905	13,356	-	22,261
Concert and event expenses	65,881	-	-	65,881
Marketing and promotion	73,705	-	-	73,705
Professional fees	16,697	8,464	227	25,388
Insurance	-	4,008	-	4,008
Rent	15,720	6,480	-	22,200
Utilities	13,796	9,198	-	22,994
Depreciation and amortization	21,959	610	-	22,569
Conferences	-	8,431	-	8,431
Repairs and maintenance	199	199	-	398
Miscellaneous	1,293	1,343	-	2,636
	<u>\$ 279,677</u>	<u>\$ 82,850</u>	<u>\$ 10,480</u>	<u>\$ 373,007</u>

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

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

STATEMENT OF FUNCTIONAL EXPENSES – MODIFIED CASH BASIS

For the year ended June 30, 2021

	Program Services	Management and General	Fundraising	Total
Salaries, benefits, and payroll taxes	\$ 42,177	\$ 21,089	\$ 7,029	\$ 70,295
Office supplies	8,910	13,365	-	22,275
Concert and event expenses	16,593	-	-	16,593
Marketing and promotion	25,181	-	-	25,181
Professional fees	5,548	5,070	159	10,777
Insurance	-	3,593	-	3,593
Rent	15,720	6,480	-	22,200
Utilities	10,703	7,135	-	17,838
Depreciation and amortization	21,421	821	-	22,242
Conferences	-	768	-	768
Repairs and maintenance	1,413	1,412	-	2,825
Miscellaneous	1,358	1,358	-	2,716
	<u>\$ 149,024</u>	<u>\$ 61,091</u>	<u>\$ 7,188</u>	<u>\$ 217,303</u>

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

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2022 and 2021

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICES

Nature of Activities

Top of WV Convention and Visitors Bureau, Inc. (the Bureau) operates a convention and visitors bureau for Northern West Virginia to represent common interest of its membership and to encourage increased economic activity and development in order to further the general welfare and prosperity of the northern West Virginia area. The Bureau's activities are focused primarily to the Brooke and Hancock counties of northern West Virginia.

Summary of Significant Accounting Policies

Basis of Presentation

The accompanying financial statements have been prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles. Modifications to the cash basis of accounting include recording depreciation on property and equipment, recording promises to give, and accruing for payroll tax withholdings. Net assets and revenues, expenses, gains, and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Bureau and changes therein are classified and reported as follows:

Net Assets without Donor Restrictions – Net assets that are not subject to donor-imposed stipulations.

Net Assets with Donor Restrictions – Net assets subject to donor-imposed stipulations that may or will be met, either by actions of the Bureau and/or the passage of time. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets without donor restrictions.

Net assets with donor restrictions for the years ended June 30, 2022 and 2021 consisted of a capital lease receivable totaling \$23,336 and \$26,874, respectively. The net assets are restricted for passage of time and a release is made annually as the lease is utilized. See Footnote 7 for further discussion of this capital lease receivable.

Support that is restricted by the donor is reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the support is recognized. All other donor-restricted support is reported as an increase in net assets with donor restrictions depending on the nature of the restriction. When a restriction expires, net assets with donor restrictions are reclassified to net assets without restrictions.

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2022 and 2021

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICES (Continued)

Use of Estimates

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

Cash and Cash Equivalents

Cash and cash equivalents include all monies in banks and highly liquid investments with maturity dates of less than three months. The carrying value of cash and cash equivalents approximates fair value because of the short maturities of those financial statements.

Property and equipment

Property and equipment is stated at cost less accumulated depreciation. Repairs and maintenance costs are expensed as incurred. Depreciation expense is provided by straight-line methods using useful lives determined based on the assets expected economic useful life. These useful lives range from 3 years for computers to 20 years for structures and leasehold improvements.

Advertising expense

Advertising and marketing costs are expensed as incurred. Substantially all expenses of the Bureau are advertising and/or marketing related.

Income taxes

The Bureau is a not-for-profit corporation exempt from Federal and West Virginia state income taxes under the provisions of the Internal Revenue Code Section 501(c)(6). For the years ended June 30, 2022 and 2021 management believes there have been no material uncertain tax positions needing to be accounted for in the financial statements. These returns are open for examination by the taxing authorities generally for three years after filing.

Functional Allocation of Expenses

The cost of providing the various programs and activities have been summarized on a functional basis in the Statement of Functional Expenses. Accordingly, certain costs have been allocated by management based on estimates among the programs and supporting services benefited. The allocated expenses are consistent with the allocations used in the preparation of the tax-exempt filings of the Bureau.

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2022 and 2021

2 – LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of June 30, 2022 and 2021, consist of the following:

	<u>2022</u>	<u>2021</u>
Cash and cash equivalents	<u>\$ 506,107</u>	<u>\$ 543,626</u>

As part of the Bureau's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities and other obligations come due.

3 – OPERATING LEASE

The Bureau leases office space under an operating lease. The lease requires monthly payments of \$1,350 and expires March 1, 2023. The future minimum lease payments required pursuant to this arrangement is \$10,800 for 2023.

4 – ECONOMIC DEPENDENCE

The Bureau receives a legislatively mandated percentage of hotel occupancy tax collected by various communities and counties in northern West Virginia. Approximately, 90% and 98% of revenues were derived from these sources for the years ended June 30, 2022 and 2021, respectively. If these revenues decrease significantly, it could have a substantial negative impact on the operations of and services provided by the Bureau.

5 – CONCENTRATIONS OF CREDIT RISK

During the years ended June 30, 2022 and 2021, the Bureau had cash balances on deposit at a regional financial institutions in excess of the amount insured by the Federal Deposit Insurance Corporation (FDIC). To limit concentration of credit risk associated with cash and cash equivalents and certificates of deposit, the Bureau places its cash with high quality financial institutions.

6 – RELATED PARTY TRANSACTIONS

The Bureau's Board of Directors is composed of a broad spectrum of community and business leaders. From time to time, the Bureau in the normal course of business, may enter into transactions with organizations in which a director has a personal economic interest or in which the director exerts significant influence. It is the policy of the Bureau that directors abstain from voting on issues involving matters in which a conflict of interest is identified.

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2022 and 2021

7 – CAPITAL LEASE RECEIVABLE

The Bureau leases land from the City of Weirton under a 20-year lease executed on March 18, 2011. The lease calls for annual lease payments of \$1 which is below the fair market value. The fair market value of the lease was estimated at \$120,000, which was discounted to net present value and recognized as a capital lease receivable and donor-restricted contribution. During the years ended June 30, 2022 and 2021 a release of donor restriction totaling \$6,000, each year, was recognized. The discount rate applied in determining the net present value was 4.5%.

Details of the discounted capital lease receivable are as follows:

	<u>2022</u>	<u>2021</u>
Capital lease receivable	\$ 48,000	\$ 54,000
Unamortized discount to net present value	<u>(24,664)</u>	<u>(27,126)</u>
Net capital lease receivable	23,336	26,874
Less: current portion	<u>(3,386)</u>	<u>(3,538)</u>
Net long term capital lease receivable	<u>\$ 19,950</u>	<u>\$ 23,336</u>

Minimum future fair market rental values from the date of gift as of June 30, 2022, are as follows:

Top	
2023	\$ 3,386
2024	3,240
2025	3,100
2026	2,967
2027	2,839
Thereafter	<u>7,804</u>
	<u>\$ 23,336</u>

8 – COVID-19 PANDEMIC

During 2020, the World Health Organization declared the out-break of COVID-19, a novel strain of the Coronavirus, a pandemic. The Coronavirus outbreak is disrupting supply chains and affecting production and sales across a range of industries. The extent of the impact of the out-break on the Bureau's operational and financial performance will depend on certain developments, including the duration and spread of the out-break. The financial statements do not reflect any adjustments as a result of the increase in economic uncertainty.

TOP OF WV CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2022 and 2021

9 – SUBSEQUENT EVENTS

The Bureau's management has evaluated the events and transactions occurring after June 30, 2022, through the date of the Auditor's Report, which is the date the financial statements were available to be issued. No significant events were noted requiring adjustments to or disclosure in the financial statements.