

September 23, 2024



HUNTINGTON AREA CVB

Representing Cabell & Wayne Counties

WV State Auditors' Office – igs@wvsao.gov . Attn: Shellie Humphries

WV Joint Committee on Government & Finance –

<https://www.wvlegislature.gov/Reports/Agency-Reports/Agency-Reports.cfm>

WVACVB – info@lowlesville.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 WVSAC, 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 Cabell-Huntington CVB, we respectfully submit the required information and confirm that Cabell-Huntington CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Tyson Compton, President, at tyson@visitHuntingtonWV.org or 304.525.7333 or me, Audy Perry, Board Chair at audyperry@HeritageFarmWV.com.

Sincerely,

Audy Perry, Board Chair

Tyson Compton, President

Attachments: income statement (Jan 1, 2023 – Dec 31, 2023), Balance sheet (Dec 31, 2023), Annual report (2023), and Annual audit (2023).

P.O. Box 347 | Huntington, WV 25708 | 304.525.7333 | 800.635.6329

info@visithuntingtonwv.org | visithuntingtonwv.org | facebook.com/visithuntingtonwv | instagram.com/visithuntingtonwv



January 21, 2022

Huntington Area CVB
Tyson Compton
P. O. Box 347
Huntington, WV 25708

Dear Tyson,

The West Virginia Association of Convention and Visitors Bureaus (WVACVB) believes CVBs benefit from the accreditation process, as it better establishes them as credible, effective partners with their public/private funding sources and the tourism industry. Thank you for participating in the accreditation process.

Your application for accreditation was reviewed by a committee of five evaluators who share strong ties to the tourism community and represent different funding levels of CVBs: Annette Gavin Bates, President of the WVACVB; Chris Richards, Past President of the WVACVB; Frank O'Brien, Executive Director of Wheeling/Ohio County CVB; Laura Meadows, Executive Director of Upshur County CVB and Jeffrey Lusk, Chair for the WV Tourism Commission.

Each member of the Accreditation Evaluation Committee individually reviewed and scored each application submitted. The scores received from the five evaluators was compiled and a final scorecard was obtained which reflected the average of the five evaluators' scores. The total score on the final scorecard is utilized to determine if your CVB had met the minimum point requirement of 189 points to be awarded the status of an Accredited CVB.

You and your CVB are to be commended for your practices and principles, as well as your participation in the accreditation process. It is with great pleasure that we inform you that upon review of your application, your CVB did meet the criteria required to become an Accredited CVB. A copy of your final scorecard has been attached to this letter so you can see the areas your CVB can make improvements.

Again, CONGRATULATIONS on your accomplishment and as a reminder, all CVBs approved for accreditation will be awarded their plaques at a local public meeting coordinated and scheduled in the near future.

Very best regards,

Annette Gavin Bates, President
Co-Chair of WVACVB
Accreditation Committee

Chris Richards, Past-President
Co-Chair of WVACVB
Accreditation Committee

FINANCIAL STATEMENTS

OF

**CABELL-HUNTINGTON CONVENTION
& VISITORS BUREAU, INC.**

FOR THE ONE MONTH AND THE TWELVE MONTHS ENDED

JUNE 30, 2024 AND 2023



**Suttle &
Stalnaker**

Certified
Public
Accountants

A Professional Limited Liability Company

ACCOUNTANTS' COMPILATION REPORT

Board of Directors
Cabell-Huntington Convention & Visitors Bureau, Inc.
Huntington, West Virginia

Management is responsible for the accompanying financial statements of Cabell-Huntington Convention & Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of financial position as of June 30, 2024 and 2023, and the related statement of activities and changes in net assets for the one month and the twelve months then ended in accordance with accounting principles generally accepted in the United States of America. We have performed the compilation engagements in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any assurance on these financial statements.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by accounting principles generally accepted in the United States of America. If the omitted disclosures and the statement of cash flows were included in the financial statements, they might influence the user's conclusions about the Organization's financial position, changes in net assets, and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

The accompanying Schedule to Statement of Activities and Changes in Net Assets for the one month and the twelve months ended June 30, 2024 and 2023, (the "Schedule") is presented for purposes of additional analysis and is not a required part of the basic financial statements. The Schedule is the responsibility of management and was derived from, and relates directly to, the underlying accounting and other records used to prepare the financial statements. The Schedule was subjected to our compilation engagement; however, we have not audited or reviewed the Schedule and do not express an opinion, a conclusion, nor provide any assurance on it.

We are not independent with respect to Cabell-Huntington Convention & Visitors Bureau, Inc.



Huntington, West Virginia

August 14, 2024

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

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF FINANCIAL POSITION
JUNE 30, 2024 AND 2023

ASSETS	FY 2024	FY 2023
Current Assets		
Cash on Hand and In Bank		
Community Trust	\$ 196,412.35	\$ 218,821.79
Huntington Federal	243,199.59	242,955.86
Huntington National Bank	231,183.18	251,738.45
Payroll Chase	25,000.00	24,644.22
Red Caboose Chase	210,251.68	251,519.70
Summit Community Bank	236,871.03	166,871.03
Petty Cash	300.00	280.00
Total Cash on Hand and In Bank	<u>1,143,217.83</u>	<u>1,156,831.05</u>
Accounts Receivable		
Accounts Receivable	2,500.00	24,471.50
Motel Tax Receivable	75,157.90	60,286.95
Total Accounts Receivable	<u>77,657.90</u>	<u>84,758.45</u>
Other Current Assets		
Inventory	33,303.53	37,399.61
Total Current Assets	<u>1,254,179.26</u>	<u>1,278,989.11</u>
Fixed Assets		
Furniture & Fixtures	45,290.56	45,290.56
Equipment	47,241.73	47,241.73
Leasehold Improvements	4,160.00	4,160.00
	96,692.29	96,692.29
Less: Accumulated Depreciation	<u>(96,011.83)</u>	<u>(94,435.80)</u>
	680.46	2,256.49
Right-of-Use Asset-Finance Lease	5,671.00	5,671.00
Less: Accumulated Amortization	<u>(1,795.82)</u>	<u>(661.62)</u>
	3,875.18	5,009.38
Total Fixed Assets	<u>4,555.64</u>	<u>7,265.87</u>
TOTAL ASSETS	<u>\$ 1,258,734.90</u>	<u>\$ 1,286,254.98</u>
LIABILITIES & NET ASSETS		
Liabilities		
Current Liabilities		
Accounts Payable	\$ 17,289.72	\$ 60,258.08
Accrued Payroll	159.50	-
Payroll Taxes	-	709.83
Payroll Liabilities	-	-
Sales Tax Payable	562.97	716.40
Lease Liability-Finance Lease (Current Portion)	1,112.75	1,028.33
Total Current Liabilities	<u>19,124.94</u>	<u>62,712.64</u>
Long-Term Liabilities		
Lease Liability-Finance Lease	2,822.57	3,965.65
Total Long-Term Liabilities	<u>2,822.57</u>	<u>3,965.65</u>
TOTAL LIABILITIES	<u>21,947.51</u>	<u>66,678.29</u>
Net Assets		
Unrestricted Net Assets	1,219,576.69	1,133,620.88
Net Income (Loss)	17,210.70	85,955.81
Unrestricted Net Assets	<u>1,236,787.39</u>	<u>1,219,576.69</u>
	<u>\$ 1,258,734.90</u>	<u>\$ 1,286,254.98</u>

See Accountants' Compilation Report.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE ONE MONTH AND THE TWELVE MONTHS ENDED
JUNE 30, 2024 AND 2023

	-----Current Month-----		-----Year to Date-----	
	FY 2024	FY 2023	FY 2024	FY 2023
Revenues and Support				
Advertising Income	\$ -	\$ 4,471.50	\$ 27,266.75	\$ 13,739.25
Cabell County Room Tax Collected	26,110.16	18,126.75	240,772.61	261,080.94
Huntington Room Tax Collected	104,758.87	90,569.10	511,141.00	527,671.54
Kenova Room Tax Collected	-	-	3,782.47	571.20
Wayne County Room Tax Collected	-	-	13,310.78	14,877.29
Room Tax Receivable	(55,711.13)	(48,408.90)	14,870.95	(22,852.02)
Barboursville Marketing Funds	-	10,000.00	2,500.00	30,000.00
Interest Income	420.15	504.05	5,310.77	2,594.22
Membership Income	50.00	-	100.00	200.00
Miscellaneous Income	-	-	-	-
Rental Income	1,000.00	1,000.00	12,025.00	12,000.00
Red Caboose Artisan Gift Shop - net	(1,666.37)	(2,526.37)	48,803.38	59,037.47
Total Revenues and Support	74,961.68	73,736.13	879,883.71	898,919.89
Expenditures				
Personnel				
Contract Labor	-	-	293.82	-
Health & Life Insurance	3,009.26	1,515.14	29,076.86	19,251.25
Payroll Taxes	1,770.06	2,103.98	23,652.58	21,403.45
Retirement Contributions	492.86	571.11	6,152.80	5,366.51
Salaries & Wages	22,407.98	26,230.98	286,521.81	250,552.33
Total Personnel	27,680.16	30,421.21	345,697.87	296,573.54
Direct Promotion				
Advertising	38,431.88	80,225.94	252,918.25	292,373.61
Promotional Materials	-	1,103.52	55,518.00	47,444.06
Professional Development	598.72	445.50	7,593.47	3,158.98
Market Places	1,001.49	-	13,169.73	8,477.88
Event Hosting	-	537.42	379.60	4,713.45
Incentive Program	5,000.00	(849.48)	43,918.07	26,414.75
Postage	429.70	657.05	4,365.06	3,773.16
Telephone, Fax & Cell	668.13	598.12	7,589.00	7,062.38
Total Direct Promotion	46,129.92	82,718.07	385,451.18	393,418.27
Operating Expenses				
Computer	-	653.50	8,900.01	8,036.58
Dues & Subscriptions	259.08	127.95	9,693.86	8,307.80
Furniture & Equipment	-	-	-	1,135.56
General Insurance	-	-	5,058.00	4,341.00
Interest	16.75	21.14	225.34	454.61
License & Fees	-	-	20.00	45.00
Miscellaneous	-	-	621.00	381.96
Office Expense	1,975.32	2,792.85	16,205.41	13,574.74
Professional Services	2,600.00	1,600.00	33,920.60	20,525.00
Rent	2,300.00	2,300.00	27,600.00	27,600.00
Repairs & Maintenance	-	-	312.44	6,909.62
Travel & Local Meetings	485.48	509.78	4,851.57	3,323.33
Utilities	1,910.20	2,651.44	21,405.50	25,681.70
Total Operating Expenses	9,546.83	10,656.66	128,813.73	120,316.90
Total Expenditures	83,356.91	123,795.94	859,962.78	810,308.71
Net Increase (Decrease)	(8,395.23)	(50,059.81)	19,920.93	88,611.18
Depreciation	113.41	137.31	1,576.03	1,993.75
Amortization	94.51	94.51	1,134.20	661.62
Change in Net Assets	\$ (8,603.15)	\$ (50,291.63)	\$ 17,210.70	\$ 85,955.81

See Accountants' Compilation Report.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE ONE MONTH AND THE TWELVE MONTHS ENDED
JUNE 30, 2024 AND 2023

	MONTH	FY 2024	ANNUAL	
	Actual	YTD	Budget	% of Budget
		Actual		
Revenues and Support				
Advertising Income	\$ -	\$ 27,266.75	\$ 10,000.00	272.67 %
Cabell County Room Tax Collected	26,110.16	240,772.61	300,000.00	80.26 %
Huntington Room Tax Collected	104,758.87	511,141.00	400,000.00	127.79 %
Kenova Room Tax Collected	-	3,782.47	3,000.00	126.08 %
Wayne County Room Tax Collected	-	13,310.78	15,000.00	88.74 %
Room Tax Receivable	(55,711.13)	14,870.95	-	0.00 %
Barboursville Marketing Funds	-	2,500.00	30,000.00	8.33 %
Interest Income	420.15	5,310.77	1,200.00	442.56 %
Membership Income	50.00	100.00	200.00	50.00 %
Miscellaneous Income	-	-	100.00	0.00 %
Rental Income	1,000.00	12,025.00	12,000.00	100.21 %
Red Caboose Artisan Gift Shop - net	(1,666.37)	48,803.38	40,000.00	122.01 %
Total Revenues and Support	74,961.68	879,883.71	811,500.00	108.43 %
Expenditures				
Personnel				
Contract Labor	-	293.82	250.00	117.53 %
Health & Life Insurance	3,009.26	29,076.86	37,473.00	77.59 %
Payroll Taxes	1,770.06	23,652.58	24,950.00	94.80 %
Retirement Contributions	492.86	6,152.80	8,284.00	74.27 %
Salaries & Wages	22,407.98	286,521.81	305,810.00	93.69 %
Total Personnel	27,680.16	345,697.87	376,767.00	91.75 %
Direct Promotion				
Advertising	38,431.88	252,918.25	210,000.00	120.44 %
Promotional Materials	-	55,518.00	37,000.00	150.05 %
Professional Development	598.72	7,593.47	4,000.00	189.84 %
Market Places	1,001.49	13,169.73	10,000.00	131.70 %
Event Hosting	-	379.60	3,500.00	10.85 %
Incentive Program	5,000.00	43,918.07	30,000.00	146.39 %
Postage	429.70	4,365.06	3,000.00	145.50 %
Telephone, Fax & Cell	668.13	7,589.00	7,500.00	101.19 %
Total Direct Promotion	46,129.92	385,451.18	305,000.00	126.38 %
Operating Expenses				
Computer	-	8,900.01	8,000.00	111.25 %
Dues & Subscriptions	259.08	9,693.86	8,500.00	114.05 %
Furniture & Equipment	-	-	4,500.00	0.00 %
General Insurance	-	5,058.00	5,000.00	101.16 %
Interest	16.75	225.34	50.00	450.68 %
License & Fees	-	20.00	50.00	40.00 %
Miscellaneous	-	621.00	500.00	124.20 %
Office Expense	1,975.32	16,205.41	9,000.00	180.06 %
Professional Services	2,600.00	33,920.60	21,000.00	161.53 %
Rent	2,300.00	27,600.00	27,600.00	100.00 %
Repairs & Maintenance	-	312.44	10,000.00	3.12 %
Travel & Local Meetings	485.48	4,851.57	3,500.00	138.62 %
Utilities	1,910.20	21,405.50	23,000.00	93.07 %
Total Operating Expenses	9,546.83	128,813.73	120,700.00	106.72 %
Total Expenditures	83,356.91	859,962.78	802,467.00	107.16 %
Net Increase (Decrease)	(8,395.23)	19,920.93	9,033.00	220.54 %
Depreciation	113.41	1,576.03	-	
Amortization	94.51	1,134.20	-	
Change in Net Assets	\$ (8,603.15)	\$ 17,210.70	\$ 9,033.00	

See Accountants' Compilation Report.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
SCHEDULE TO STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
FOR THE ONE MONTH AND THE TWELVE MONTHS ENDED
JUNE 30, 2024 AND 2023

	-----Current Month-----		-----Year to Date-----	
	FY 2024	FY 2023	FY 2024	FY 2023
Red Caboose Artisan Gift Shop - net				
Red Caboose Artisan Gift Shop Income	\$ 9,169.81	\$ 11,770.85	\$ 155,329.50	\$ 193,264.81
Red Caboose Expenses				
Advertising/Marketing	-	-	100.00	3,225.00
Credit Card/Bank Fees	153.09	397.08	780.51	1,808.14
Merchandise Cost	10,401.11	13,339.27	93,122.56	116,751.34
Display Furniture	61.76	-	294.40	426.73
Online Sales Fees	73.09	70.98	3,998.64	4,288.35
Other	63.26	170.16	1,948.96	2,294.65
Postage & Shipping	83.87	175.57	1,190.24	1,916.89
Supplies	-	144.16	5,090.81	3,516.24
Total Red Caboose Expenses	<u>10,836.18</u>	<u>14,297.22</u>	<u>106,526.12</u>	<u>134,227.34</u>
Total	<u>\$ (1,666.37)</u>	<u>\$ (2,526.37)</u>	<u>\$ 48,803.38</u>	<u>\$ 59,037.47</u>

See Accountants' Compilation Report.

CABELL-HUNTINGTON CONVENTION & VISITORS
BUREAU, INC.

Financial Statements

June 30, 2023 and 2022

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
TABLE OF CONTENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

	<u>Page</u>
Independent Accountants' Review Report	1
Financial Statements:	
Statements of Financial Position	2
Statements of Changes in Net Assets	3
Statements of Cash Flows	5
Notes to the Financial Statements	6



**The
Fyffe
Jones
Group, AC**

The Fyffe Jones Group, AC

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P.O. Box 2245
Ashland, KY 41105-2245
606-329-8604

806 Chillicothe Street
Portsmouth, OH 45662
740-353-0400

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Huntington, WV 25713-1148
304-525-8592

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

To the Board of Directors of
Cabell-Huntington Convention & Visitors Bureau, Inc.

We have reviewed the accompanying financial statements of the Cabell-Huntington Convention & 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 changes in net assets and statements of cash flows for the years then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of the Bureau's management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America; this includes 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.

Accountants' Responsibility

Our responsibility is to conduct the review engagements in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of the Cabell-Huntington Convention & Visitors Bureau, Inc. and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

Accountants' Conclusion

Based on our reviews, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

The Fyffe Jones Group, AC

THE FYFFE JONES GROUP, AC
Huntington, West Virginia
September 19, 2023

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
 STATEMENTS OF FINANCIAL POSITION
 JUNE 30, 2023 AND 2022

	<u>2023</u>	<u>2022</u>
ASSETS		
Current Assets:		
Cash	\$ 1,156,831	\$ 1,136,924
Hotel and Motel Tax Receivable	60,287	83,139
Other Receivables	24,471	20,000
Inventory	<u>37,400</u>	<u>42,590</u>
Total Current Assets	1,278,989	1,282,653
Noncurrent Assets:		
Property and Equipment	96,693	96,693
Less: Accumulated Depreciation	(94,437)	(92,443)
Right of Use Asset	5,671	-
Less: Accumulated Amortization	<u>(661)</u>	<u>-</u>
Total Noncurrent Assets	7,266	4,250
TOTAL ASSETS	<u><u>\$ 1,286,255</u></u>	<u><u>\$ 1,286,903</u></u>
LIABILITIES AND NET ASSETS		
Current Liabilities:		
Accounts Payable	\$ 60,259	\$ 75,020
Accrued Payroll	710	2,488
Sales Tax Payable	716	774
Current Portion of Long-term Liabilities	<u>1,028</u>	<u>-</u>
Total Current Liabilities	62,713	78,282
Noncurrent Liabilities:		
Note Payable	-	75,000
Finance Lease Liability	4,993	-
Less - Current Portion of Long-term Liabilities	<u>(1,028)</u>	<u>-</u>
Total Noncurrent Liabilities	3,965	75,000
TOTAL LIABILITIES	<u>66,678</u>	<u>153,282</u>
Net Assets:		
Without Donor Restrictions	<u>1,219,577</u>	<u>1,133,621</u>
Total Net Assets	1,219,577	1,133,621
TOTAL LIABILITIES AND NET ASSETS	<u><u>\$ 1,286,255</u></u>	<u><u>\$ 1,286,903</u></u>

See accompanying notes to the financial statements.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF CHANGES IN NET ASSETS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUES, GAINS, AND OTHER SUPPORT:			
City Hotel and Motel Tax	\$ 528,243	\$ -	\$ 528,243
County Hotel and Motel Tax	253,106	-	253,106
Contributions and Donations	-	-	-
Advertising Income	43,739	-	43,739
Rental Income	12,000	-	12,000
Gift Shop Income - Net	59,037	-	59,037
Interest Income	2,594	-	2,594
Miscellaneous Income	200	-	200
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	<u>898,919</u>	<u>-</u>	<u>898,919</u>
NET ASSETS RELEASED FROM RESTRICTIONS	-	-	-
TOTAL INCREASE IN NET ASSETS	<u>\$ 898,919</u>	<u>\$ -</u>	<u>\$ 898,919</u>
EXPENSES:			
Salaries and Wages	\$ 250,551	\$ -	\$ 250,551
Payroll Taxes	21,403	-	21,403
Insurance	19,251	-	19,251
Retirement Contributions	5,367	-	5,367
Advertising	292,374	-	292,374
General Insurance	4,341	-	4,341
Interest	455	-	455
Promotional Material	47,444	-	47,444
Incentive Program	26,415	-	26,415
Trade Show Registration and Seminars	8,478	-	8,478
License and Fees	45	-	45
Dues and Subscriptions	8,308	-	8,308
Postage	3,773	-	3,773
Event Hosting	4,713	-	4,713
Telephone	7,062	-	7,062
Computer Expense	8,037	-	8,037
Professional Development	3,159	-	3,159
Depreciation Expense	1,994	-	1,994
Amortization Expense	662	-	662
Professional Fees	20,525	-	20,525
Rent Expense	27,600	-	27,600
Utilities	25,682	-	25,682
Repairs and Maintenance	6,910	-	6,910
Local Meeting and Travel	3,323	-	3,323
Office Supplies	14,710	-	14,710
Miscellaneous Expense	382	-	382
TOTAL EXPENSES	<u>\$ 812,964</u>	<u>\$ -</u>	<u>\$ 812,964</u>
CHANGE IN NET ASSETS	<u>85,955</u>	<u>-</u>	<u>85,955</u>
NET ASSETS, BEGINNING OF YEAR	<u>\$ 1,133,622</u>	<u>-</u>	<u>1,133,622</u>
NET ASSETS, END OF YEAR	<u>\$ 1,219,577</u>	<u>\$ -</u>	<u>\$ 1,219,577</u>

See accompanying notes to the financial statements.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF CHANGES IN NET ASSETS
FOR THE FISCAL YEAR ENDED JUNE 30, 2022

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS, AND OTHER SUPPORT:			
City Hotel and Motel Tax	\$ 568,432	\$ -	\$ 568,432
County Hotel and Motel Tax	254,449	-	254,449
Contributions and Donations	238,800	-	238,800
Advertising Income	47,547	-	47,547
Rental Income	10,200	-	10,200
Gift Shop Income - Net	90,378	-	90,378
Interest Income	755	-	755
Miscellaneous Income	575	-	575
TOTAL REVENUES, GAINS, AND OTHER SUPPORT	<u>1,211,136</u>	<u>-</u>	<u>1,211,136</u>
NET ASSETS RELEASED FROM RESTRICTIONS	-	-	-
TOTAL INCREASE IN NET ASSETS	<u>\$ 1,211,136</u>	<u>\$ -</u>	<u>\$ 1,211,136</u>
EXPENSES:			
Salaries and Wages	\$ 261,366	\$ -	\$ 261,366
Payroll Taxes	21,645	-	21,645
Insurance	18,517	-	18,517
Retirement Contributions	6,493	-	6,493
Advertising	282,192	-	282,192
General Insurance	4,397	-	4,397
Interest	8,048	-	8,048
Promotional Material	7,554	-	7,554
Incentive Program	37,273	-	37,273
Trade Show Registration and Seminars	3,022	-	3,022
License and Fees	20	-	20
Dues and Subscriptions	7,306	-	7,306
Postage	3,136	-	3,136
Event Hosting	4,997	-	4,997
Telephone	7,582	-	7,582
Computer Expense	9,766	-	9,766
Professional Development	3,981	-	3,981
Depreciation Expense	2,178	-	2,178
Amortization Expense	-	-	-
Professional Fees	20,550	-	20,550
Rent Expense	27,600	-	27,600
Utilities	21,834	-	21,834
Repairs and Maintenance	2,461	-	2,461
Local Meeting and Travel	2,049	-	2,049
Office Supplies	14,271	-	14,271
Miscellaneous Expense	503	-	503
TOTAL EXPENSES	<u>\$ 778,741</u>	<u>\$ -</u>	<u>\$ 778,741</u>
CHANGE IN NET ASSETS	<u>432,395</u>	<u>-</u>	<u>432,395</u>
NET ASSETS, BEGINNING OF YEAR	<u>701,227</u>	<u>-</u>	<u>701,227</u>
NET ASSETS, END OF YEAR	<u>\$ 1,133,622</u>	<u>\$ -</u>	<u>\$ 1,133,622</u>

See accompanying notes to the financial statements.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
STATEMENTS OF CASH FLOWS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

	<u>2023</u>	<u>2022</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 85,955	\$ 432,395
Depreciation Expense	1,994	2,178
Amortization Expense	662	-
Adjustment to reconcile changes in net assets to net cash provided by operations:		
(Increase) / Decrease in Other Receivable	(4,471)	(10,000)
(Increase) / Decrease in Hotel and Motel Tax Receivable	22,852	8,986
(Increase) / Decrease in Inventory	5,190	(20,007)
Increase / (Decrease) in Accounts Payable	(14,761)	44,802
Increase / (Decrease) in Accrued Payroll	(1,778)	(6,903)
Increase / (Decrease) in Sales Tax Payable	(58)	(458)
CASH PROVIDED / (USED) BY OPERATING ACTIVITIES	<u>95,585</u>	<u>450,993</u>
CASH FLOWS FROM FINANCING ACTIVITIES		
Increase / (Decrease) in Note Payable	(75,000)	(198,800)
Increase / (Decrease) in Finance Lease Liability	(678)	-
CASH PROVIDED / (USED) BY FINANCING ACTIVITIES	<u>(75,678)</u>	<u>(198,800)</u>
INCREASE / (DECREASE) IN CASH	<u>19,907</u>	<u>252,193</u>
CASH, BEGINNING OF YEAR	<u>\$ 1,136,924</u>	<u>\$ 884,731</u>
CASH, END OF YEAR	<u><u>\$ 1,156,831</u></u>	<u><u>\$ 1,136,924</u></u>
SUPPLEMENTAL CASH FLOW DISCLOSURES:		
Interest Paid	<u>\$ 455</u>	<u>\$ 8,048</u>
Taxes Paid	<u>\$ -</u>	<u>\$ -</u>
Amount Recorded as Right of Use Asset	<u>\$ 5,671</u>	<u>\$ -</u>
Amount Recorded as Right of Use Liability	<u>\$ 5,671</u>	<u>\$ -</u>

See accompanying notes to the financial statements.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 1 – Summary of Significant Accounting Policies:

A. Organization

The Cabell-Huntington Convention & Visitors Bureau, Inc. (the Bureau), is a nonprofit organization that receives the majority of its revenue from hotel and motel taxes collected by city and county governments.

B. Business Activity

The Bureau is an economic engine that serves as a conduit to educate visitors and promote the resources of the Greater Huntington area. The Bureau works to bring groups, meetings and events to the Greater Huntington area and connect that activity with recreational opportunities within the region. Membership with the Bureau is open to all interested parties.

C. Basis of Presentation

The accompanying financial statements of the Cabell-Huntington Convention & Visitors Bureau, Inc., have been prepared on the accrual basis of accounting. The Bureau records contributions and grants received as support without donor restrictions or with donor restrictions depending on the existence and/or nature of any donor/grantor restrictions. The Bureau reports information regarding its financial position and activities according to two classes of net assets: without donor restrictions or with donor restrictions.

D. Inventories

Inventories, comprised of the Gift Shop retail items, are stated at the latest invoice cost, which approximates the lower of cost (first-in, first-out method) or market.

E. Property and Equipment

Expenditures for property and equipment are stated at cost. Donated assets are recorded at their estimated or appraised value at the date of donation. Depreciation is computed on the straight-line method over the useful lives of the assets, which range from three (3) to ten (10) years.

F. Cash Equivalents

For purposes of the statement of cash flows, all highly liquid debt instruments purchased with a maturity of three months or less are considered to be cash equivalents.

G. Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management 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 revenue and expenses during the reporting period. Actual results could differ from these amounts.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 1 – Summary of Significant Accounting Policies (Continued):

H. Advertising Costs

The Bureau uses advertising to promote its purpose among the demographics it hopes to attract. Advertising costs are charged to operations when incurred. During the years ended June 30, 2023 and 2022, advertising expenses totaled \$292,374 and \$282,192, respectively.

I. Receivables

Hotel and motel tax receivables represent consideration from city and county government agencies, of which the organization has an unconditional right to receive. Other receivables represent marketing and tourism consideration from cities and municipalities of which the organization has an unconditional right to receive. Receivables are stated at the amount management expects to be collected from the outstanding balance. As of June 30, 2023 and 2022, management has determined, based on historical experience, which all amounts are fully collectible and no allowance for doubtful accounts is necessary. Allowance for doubtful accounts on June 30, 2023 and 2022, was \$0 and \$0, respectively.

J. Accounting for Uncertain Tax Positions

The Bureau follows the provisions of Accounting Standards Codification (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.

K. Donated Services

Donated services are recognized as contributions if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Bureau.

L. Expense Allocation

Directly identifiable expenses are charged to programs and supporting services. Management and general expenses include those expenses that are not directly identifiable with any other specific function but provide for the overall support and direction to the Bureau.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 2 – Adoption of New Accounting Standards:

In February 2016, the Financial Accounting Standards Board (FASB) issued ASU 2016-02, *Leases* (Topic 842). This standard increases transparency and comparability among organizations by requiring the recognition of right-of-use (ROU) assets and lease liabilities on the balance sheet. Most prominent among the changes in the standard is the recognition of ROU assets and lease liabilities by lessees for those leases classified as operating leases. Under the standard, disclosures are required to meet the objective of enabling users of financial statements to assess the amount, timing, and uncertainty of cash flows arising from leases.

The Bureau adopted the requirements of the guidance effective July 1, 2022, and has elected to apply the provisions of this standard to the beginning of the earliest comparative period presented.

Note 3 – Liquidity:

The following reflects the Bureau's financial assets as of the Statement of Financial Position date, reduced by amounts not available (if any) for general use because of contractual or donor-imposed restrictions within one year of the Statement of Financial Position date.

<u>Financial assets at June 30, 2023</u>	
Cash	\$ 1,156,831
Hotel and Motel Tax Receivable	60,287
Other Receivables	<u>24,471</u>
Financial assets available to meet cash needs for general expenditures within one year	<u>\$ 1,241,589</u>

Note 4 – Property and Equipment:

Property and equipment consisted of the following at June 30, 2023 and 2022:

	<u>2023</u>	<u>2022</u>
Equipment	\$ 47,242	\$ 47,242
Furniture and Fixtures	45,291	45,291
Leasehold Improvements	<u>4,160</u>	<u>4,160</u>
Total	96,693	96,693
Less: Accumulated Depreciation	<u>(94,437)</u>	<u>(92,443)</u>
Property and Equipment - Net	<u>\$ 2,256</u>	<u>\$ 4,250</u>

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 5 – Operating Leases:

A. Office Space

The Bureau has a lease agreement for its office space at 210 Eleventh Street, Huntington, West Virginia, with the monthly lease amount at \$2,300. Rent expense was \$27,600 and \$27,600 for the years ended June 30, 2023 and 2022, respectively. This lease has been renewed on a month-to-month basis.

B. Equipment

The Bureau executed an operating lease for a copier during the fiscal year ended June 30, 2023 that is a Right of Use Asset. The following summarizes the line items in the Statements of Financial Position which include the amounts for this operating lease:

	2023	2022
Right of Use Asset - Equipment	\$ 5,671	\$ -
Total	5,671	-
Less: Accumulated Amortization	(661)	-
Right of Use Assets - Net	\$ 5,010	\$ -

Future minimum lease payments under this operating lease is:

<u>Fiscal Year Ending June 30.</u>	
2024	\$ 1,284
2025	1,284
2026	1,284
2027	1,284
2028	535
Thereafter	-
Total	\$ 5,671
Less: Interest and other charges	(678)
Present value of lease liability	\$ 4,993

Note 6 – Debt:

The Bureau received an Economic Disaster Injury Loan from the United States Small Business Administration on June 12, 2020. The amount of the loan was \$150,000 with an interest rate of 2.75%. During the year ended June 30, 2023, the Bureau repaid the loan in full.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 7 – Employee Benefit Plan:

The Bureau sponsors a defined contribution plan covering all employees receiving at least \$5,000 in compensation during the applicable year, or are expected to receive at least \$5,000 during the year, and who wish to participate. The Bureau matches participants' contributions in a dollar-for-dollar manner, up to when the matching amount meets 3% of the participant's annual compensation. Total expense for the year ended June 30, 2023 and 2022 was \$5,367 and \$6,493, respectively.

Note 8 – Net Assets With Donor Restrictions:

For the years ended June 30, 2023 and 2022, the Bureau did not have net assets with donor restrictions.

Note 9 – Credit Risk:

The Bureau maintains cash balances at various local financial institutions in Huntington, West Virginia. Accounts at these institutions are insured by the Federal Deposit Insurance Corporation up to \$250,000. At June 30, 2023 and 2022, the Bureau's uninsured cash balances totaled \$14,297 and \$24,960, respectively.

Note 10 – Federal Income Taxes:

Cabell-Huntington Convention & Visitors Bureau, Inc., is exempt from Federal income taxes under Section 501 (c) (6) of the Internal Revenue Code. The Bureau's Form 990, *Return of Organization Exempt From Income Tax*, for the years 2022, 2021, and 2020 are subject to examination by the IRS, generally three years after they were filed.

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 11 – Functional Classification of Expenses:

Expenses for the year ended June 30, 2023, were allocated as follows:

	Program Services	Management and General	Total
Salaries and Wages	\$ -	\$ 250,551	\$ 250,551
Payroll Taxes	-	21,403	21,403
Insurance	-	19,251	19,251
Retirement Contributions	-	5,367	5,367
Advertising	292,374	-	292,374
General Insurance	-	4,341	4,341
Interest	-	455	455
Promotional Material	47,444	-	47,444
Incentive Program	26,415	-	26,415
Trade Show Registration and Seminars	8,478	-	8,478
License and Fees	45	-	45
Dues and Subscriptions	8,308	-	8,308
Postage	3,773	-	3,773
Event Hosting	4,713	-	4,713
Telephone	-	7,062	7,062
Computer Expense	-	8,037	8,037
Professional Development	-	3,159	3,160
Depreciation Expense	1,994	-	1,994
Amortization	662	-	661
Professional Fees	20,525	-	20,525
Rent Expense	-	27,600	27,600
Utilities	-	25,682	25,682
Repairs and Maintenance	-	6,910	6,910
Local Meeting and Travel	3,323	-	3,323
Office Supplies	-	14,710	14,710
Miscellaneous Expense	382	-	382
TOTAL EXPENSES	<u>\$ 418,436</u>	<u>\$ 394,528</u>	<u>\$ 812,964</u>

CABELL-HUNTINGTON CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEARS ENDED JUNE 30, 2023 AND 2022

Note 11 – Functional Classification of Expenses (Continued):

Expenses for the year ended June 30, 2022, were allocated as follows:

	Program Services	Management and General	Total
Salaries and Wages	\$ -	\$ 261,366	\$ 261,366
Payroll Taxes	-	21,645	21,645
Insurance	-	18,517	18,517
Retirement Contributions	-	6,493	6,493
Advertising	282,192	-	282,192
General Insurance	-	4,397	4,397
Interest	-	8,048	8,048
Promotional Material	7,554	-	7,554
Incentive Program	37,273	-	37,273
Trade Show Registration and Seminars	3,022	-	3,022
License and Fees	20	-	20
Dues and Subscriptions	7,306	-	7,306
Furniture & Equipment	3,496	-	3,496
Postage	3,136	-	3,136
Event Hosting	4,997	-	4,997
Telephone	-	7,582	7,582
Computer Expense	-	9,766	9,766
Professional Development	-	3,981	3,981
Depreciation Expense	2,177	-	2,177
Professional Fees	20,550	-	20,550
Rent Expense	-	27,600	27,600
Utilities	-	21,834	21,834
Repairs and Maintenance	-	2,461	2,461
Local Meeting and Travel	2,049	-	2,049
Office Supplies	-	10,776	10,776
Miscellaneous Expense	503	-	503
TOTAL EXPENSES	<u>\$ 374,275</u>	<u>\$ 404,466</u>	<u>\$ 778,741</u>

Note 12 – Subsequent Events:

The Bureau has evaluated all subsequent events through September 19, 2023, the date the financial statements were available to be issued.