

Bridgeport

WEST VIRGINIA

Convention & Visitors Bureau

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

WV Joint Committee on Government & Finance – drew.ross@wvlegislature.gov and steve.marsden@wvlegislature.gov

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

If you have any questions, please contact either Cassie Busdeker at cassie@connect-bridgeport.com, 304-848-7200 x4 or Robert Greer.

Sincerely,



Cassie Busdeker, Executive Director Greater Bridgeport CVB

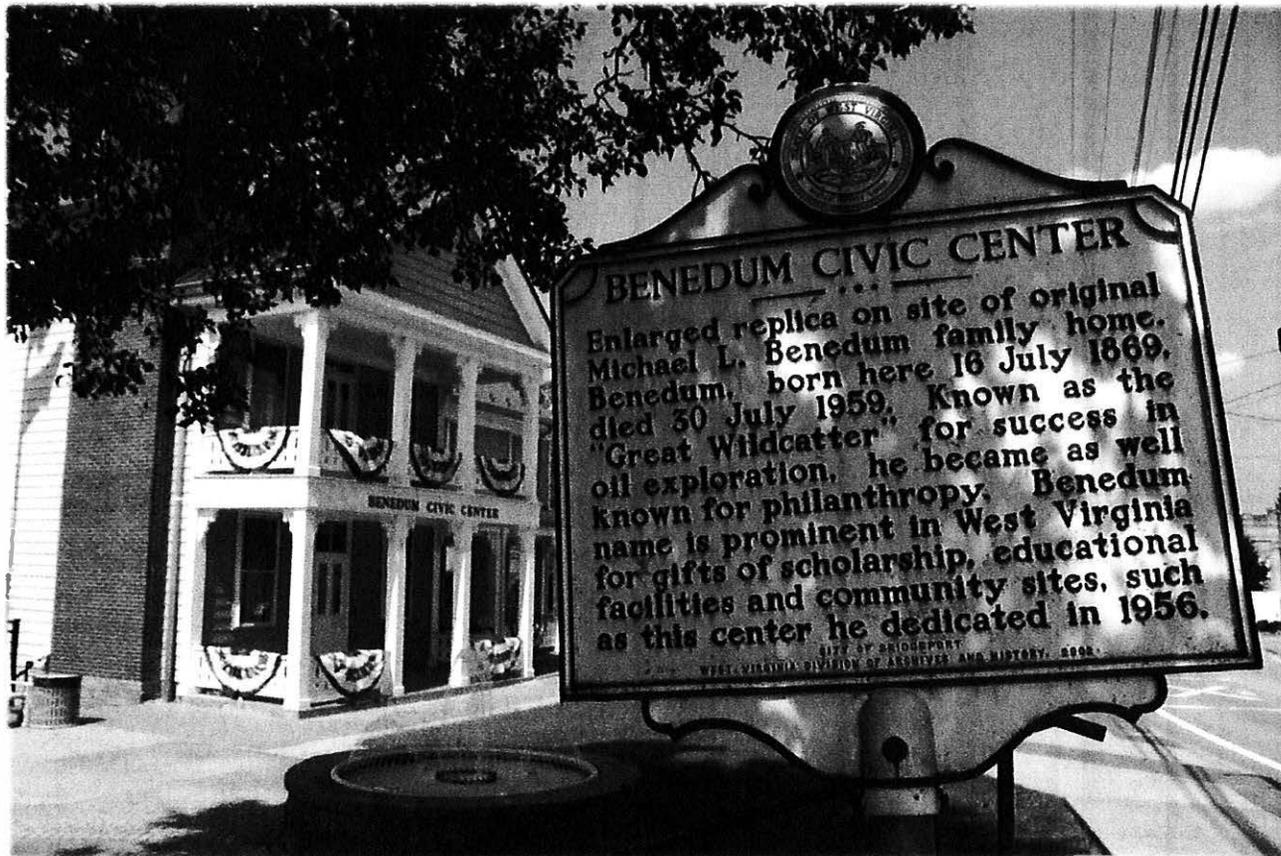
Attachments: Income statement (July 1, 2021 – June 30, 2022), Balance sheet (June 30, 2022), Annual report (2021).

Bridgeport

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Convention & Visitors Bureau

connect-bridgeport.com • greater-bridgeport.com



Annual Report
Fiscal Year 2021-2022

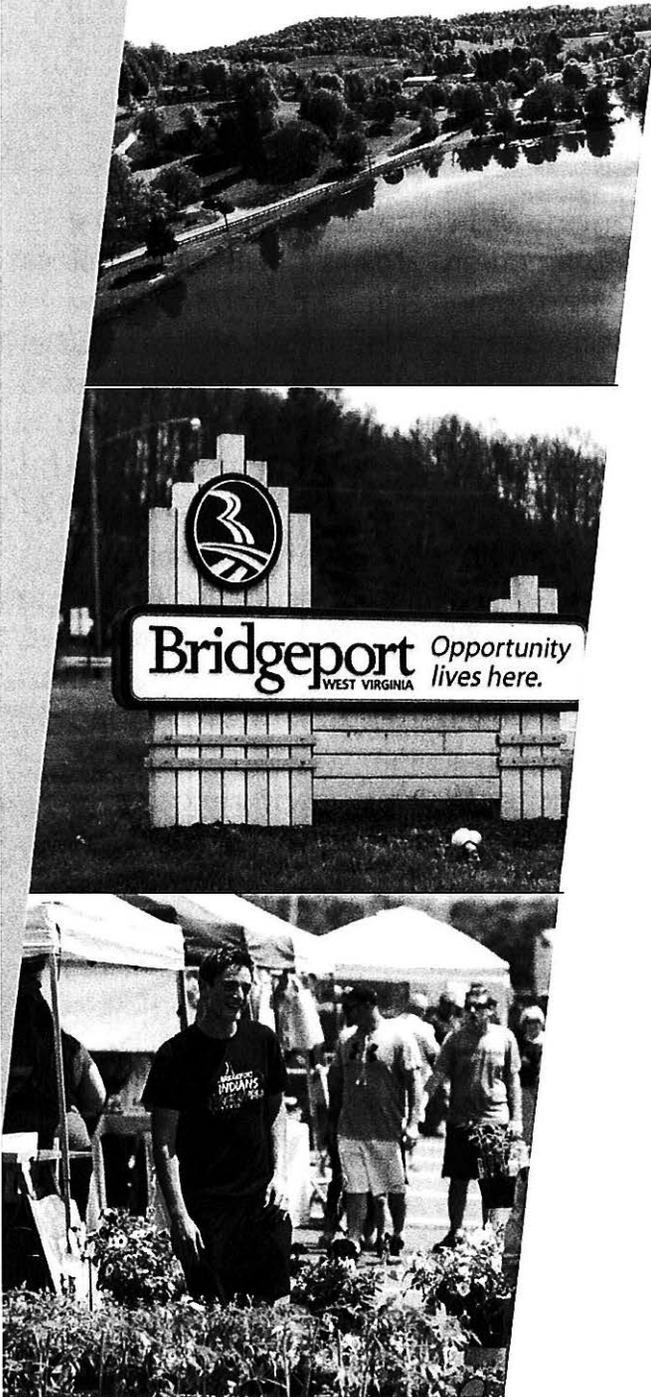


► Conveniently located at the crossroads of I-79 and Route 50, Bridgeport is the home to twelve hotels with 1,150 rooms. It is home to the United Hospital Center, the North Central West Virginia Airport and aerospace industry, oil and gas companies and more. Our sports facilities including The Bridge Sports Complex and conference centers along with these industries, bring us many visitors annually.

► Marketing Bridgeport and bringing people to visit is one of the main missions of the Greater Bridgeport Convention and Visitors Bureau. Providing the best hospitality and working with local partners not only entices visitors but creates a better environment for all. The economic impact of tourism is on the rebound after a very trying year. We anticipate moving forward and continuing to promote tourism and bring visitors to our area.

Cassie Busdeker
Executive Director
Greater Bridgeport CVB
cassie@connect-bridgeport.com
100 Marketplace Avenue
Bridgeport, WV 26330
304-848-7200 x 4
304-669-6191

Scan QR or search
"VISIT BASTROP"
in the App Store
to plan your visit



►Mission

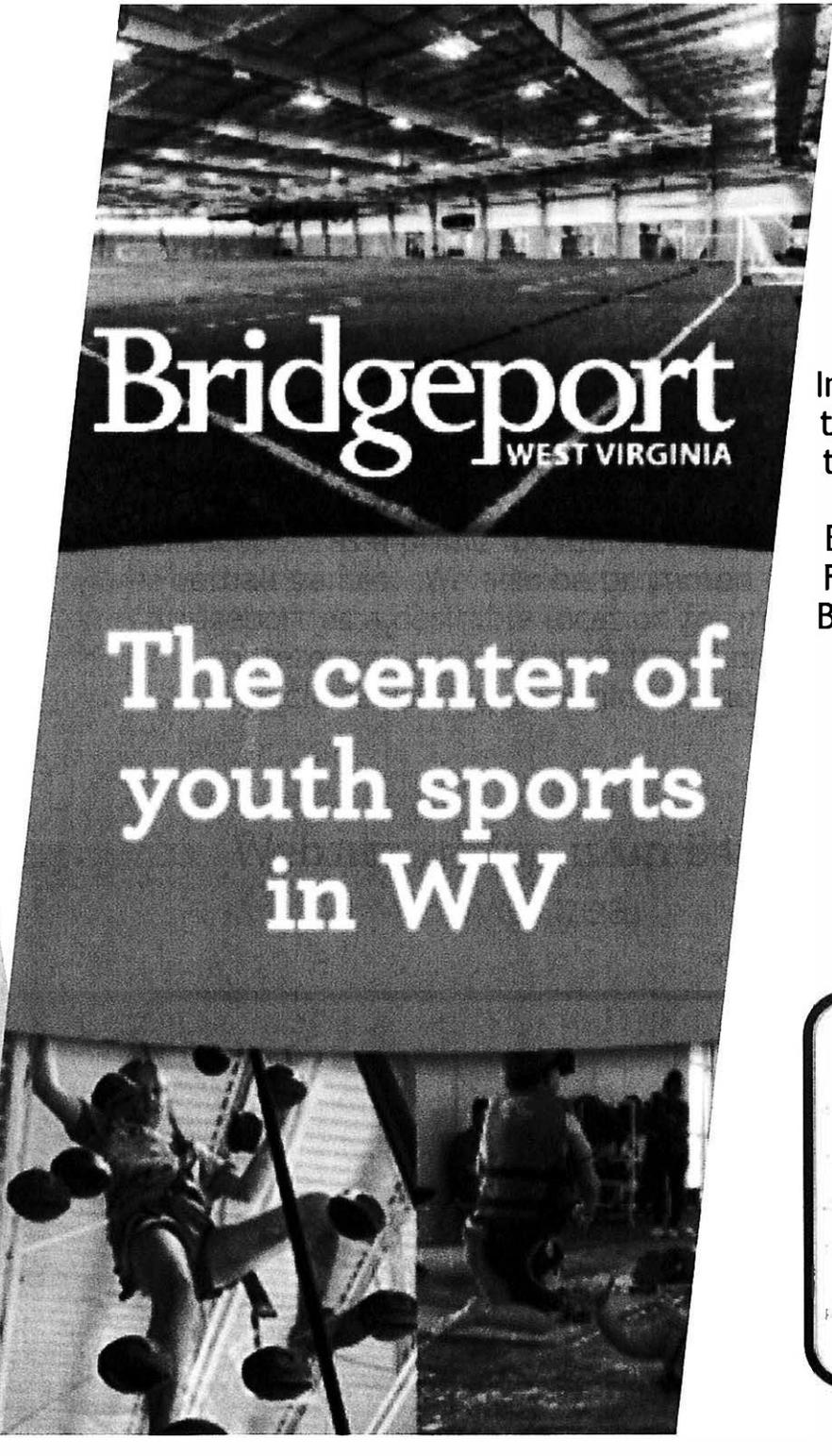
►To operate a Visitors and Convention center for Bridgeport, Harrison County, West Virginia. To advocate, stimulate and promote tourism, exhibits, conferences and conventions for the area. To assist in the promotion of tourism, exhibits, conferences and conventions in Bridgeport.



Board of Director's

Robert Greer - President – Lawyer
Scott Duarte – Vice President – Restaurant Hospitality
Joe Shuttleworth – Treasurer – Parks and Recreation
Chase Robey – Secretary – Bridge Sports Complex
Andy Lang – Mayor of Bridgeport
Brian Newton – City Manager of Bridgeport
Connie Johnson – Hotel Hospitality
Rick Rock – Airport
Joh Griffith – City Council/ Arts and Heritage
John Wilson – City Council





Bridgeport

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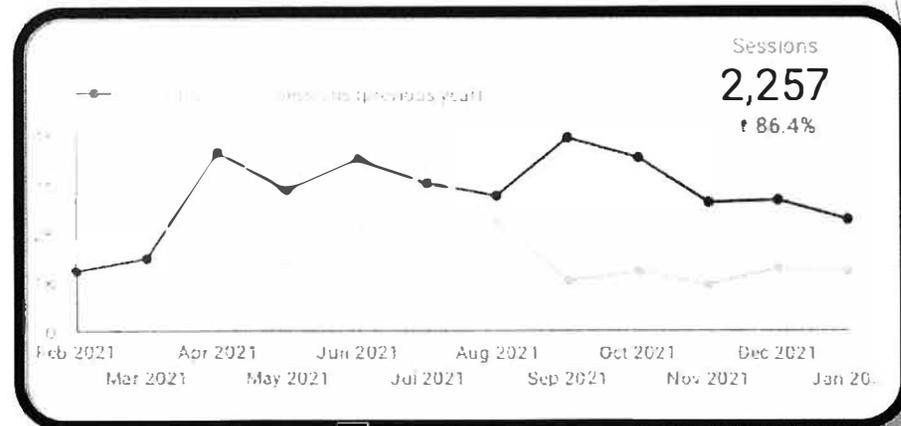
The center of
youth sports
in WV



THE
BRIDGE
SPORTS COMPLEX

In 2021/22, we promoted Greater Bridgeport as the home for youth sports in West Virginia with the opening of The Bridge and the other sports venues in the area. We promoted Greater Bridgeport as a prime location to stay for WVU Football games. We also be promoted Greater Bridgeport as a desirable location for meetings, conferences and weddings based on our facilities and geographic location.

Website traffic is up 84% year
over year.



Digital Media Campaign

We launched a paid search and digital display campaign targeting a 2-hour radius around Greater Bridgeport. Our demographic profiles include: youth sports, families with children, high school and college sports fans, meeting planners, middle to upper household income.

Adults 35-54 with 50K+ HHI with youth sports affinity. Targeting new people with keywords. Visitors of your website. Geofencing. 2 hour radius around Bridgeport. Key Word Search: People searching for vacation and youth sports ideas.

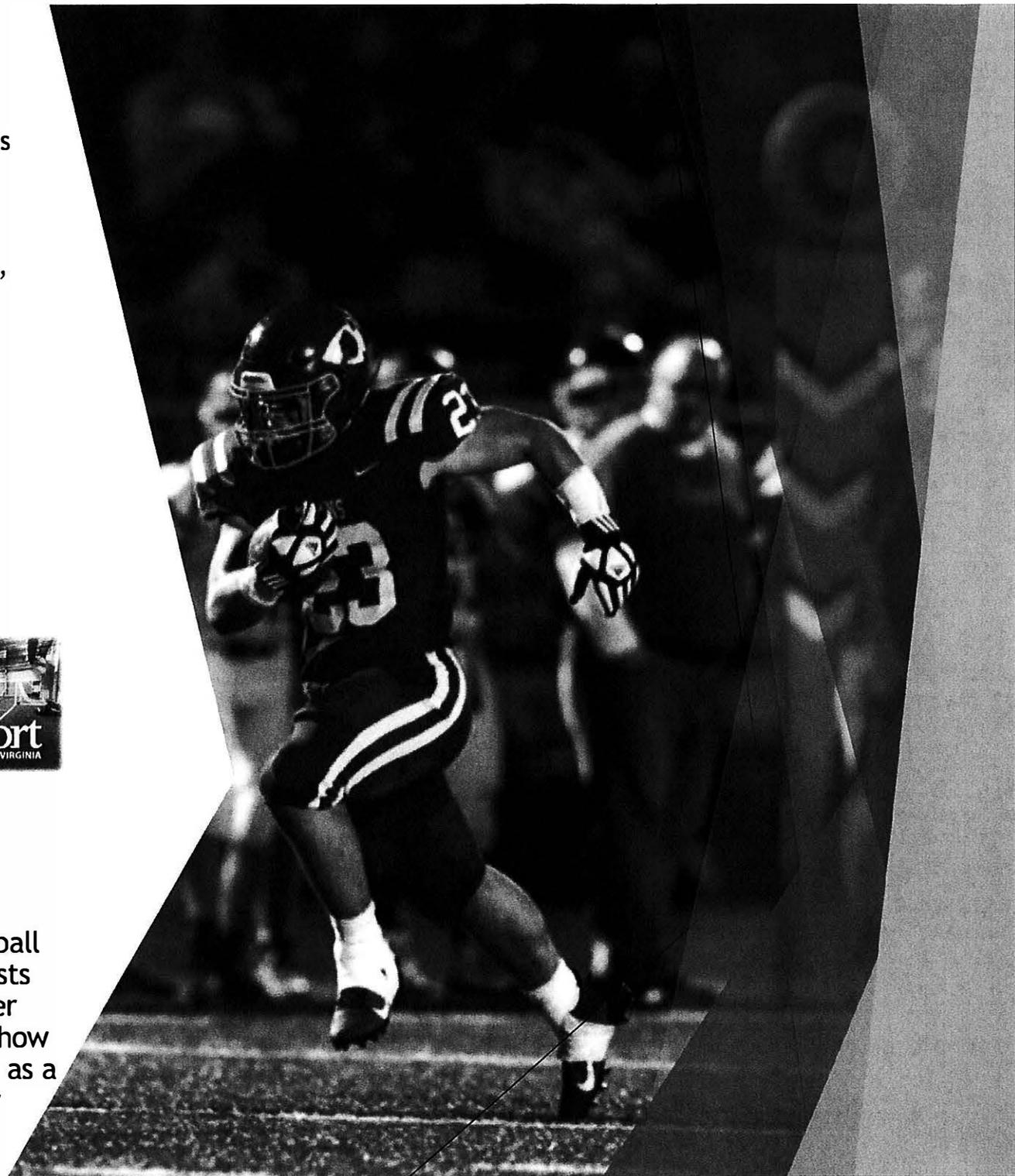
Estimate 2.7 million impressions

The center of
youth sports
in WV

Bridgeport
WEST VIRGINIA

Metro News Radio Network

We utilized the Metro News Radio Network to promote youth sports through statewide high school football and basketball game night broadcasts and state tournaments. Mountaineer football pre-game and post-game show spots promoted Greater Bridgeport as a desired location to stay and eat for Mountaineer games



Bridgeport

Centrally located in the heart of WV

HOME OF THE BRIDGE SPORTS COMPLEX

Greater-Bridgeport.com • 304-848-7200

Greater Bridgeport Travel Guide

New 24- page guide



The New Home for Youth Sports

At nearly two 1/2 acres, the new recreational complex has eight pools in Mountaineer Country.

There is a brand new 100,000 sq ft pool. The Bridge Sports Complex has a 100,000 sq ft pool. The new home of youth sports in the region will be something the community will be proud to call home.

Key Features
The 100,000 sq ft pool is the largest in the state. It will be used for swimming, water polo, and other aquatic activities. The pool is surrounded by a 100,000 sq ft deck. The pool is surrounded by a 100,000 sq ft deck.

The Pool
The pool is surrounded by a 100,000 sq ft deck. The pool is surrounded by a 100,000 sq ft deck. The pool is surrounded by a 100,000 sq ft deck.

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Where to Stay

- Best Western Plus Bridgeport Inn
- Courtyard Bridgeport
- Hampton Inn Bridgeport/Cullersburg
- Hampton Inn & Suites Hotel & Suites Bridgeport
- Springhill Suites
- Townplace Suites by Marriott
- Wingate by Wyndham Bridgeport

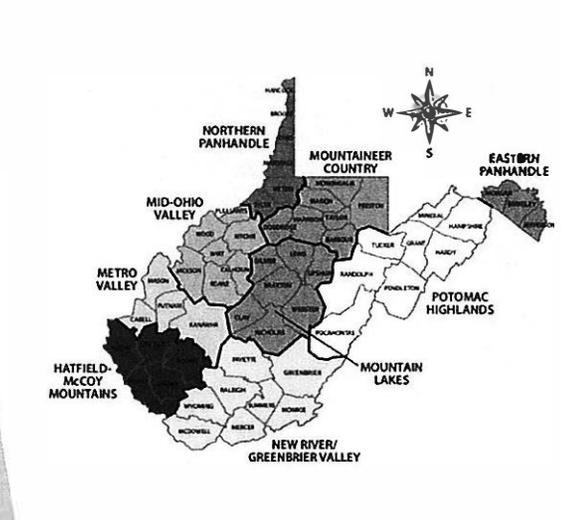


GET OUTSIDE

The city of Bridgeport is a great place to visit. It is a beautiful city with a lot of things to see and do. The city is a great place to visit. It is a beautiful city with a lot of things to see and do.

Where to Eat

- Al's Mountaineer Cuisine
- Almost Heaven Desserts & Coffee
- Chili's
- DeBor's Biltmore & Catering
- McLaughlin's Irish Pub
- Mid Mountain Coal Fired Pizza
- Monter's



West Virginia

EXPLORE MOUNTAINEER COUNTRY

Get off the beaten path

Views that go on forever

Endless recreation all year long

WEST VIRGINIA

WVtourism.com

#AlmostHeaven



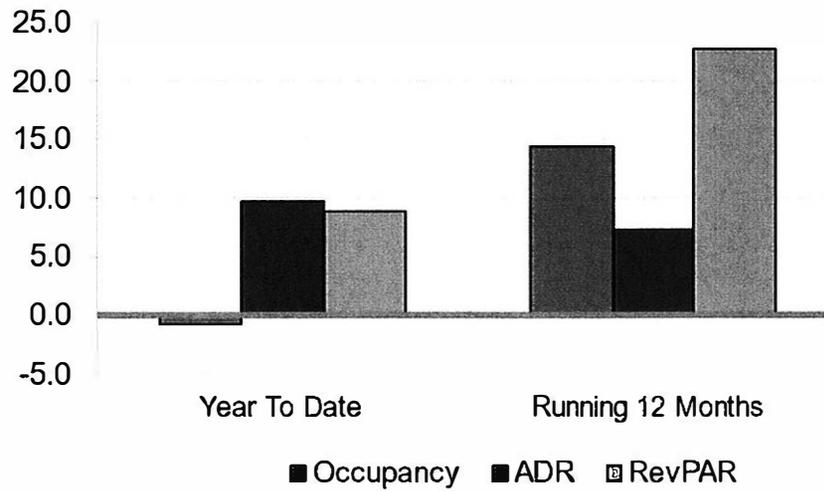
Visit Widget is an advanced, cross-device application that creates an engaging way for visitors to research, plan, and experience their visit to your city.

We partnered in the production of a regional travel guide in partnership with the WV Department of Tourism and the other CVB's in the Mountaineer Country region. 45,000 copies will be distributed in the Washington Post in May 2022.

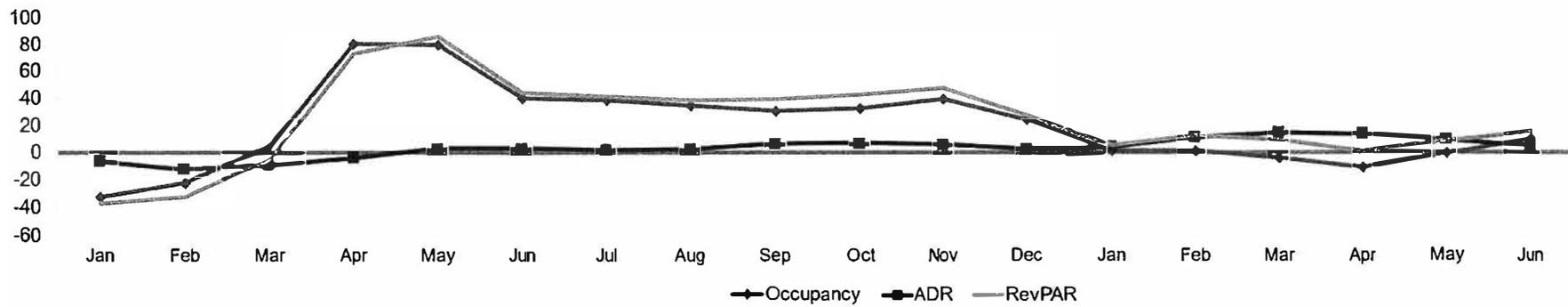
Purchasing 2,000 additional copies of the regional guide for CVB distribution.

STR Report information on Hotel/Motel occupancy Last Year 2021/2022 Occupancy %

Overall Percent Change



Monthly Percent Change



Greater Bridgeport Convention & Visitors Bureau Profit & Loss Budget Overview July 2021 through June 2022

	CONNECT BRIDGEPORT		CVB		TOTAL	
	Jul '21 - Jun 22		Jul '21 - Jun 22		Jul '21 - Jun 22	
Ordinary Income/Expense						
Income						
Bridge / CVB advertising			50,000.00		50,000.00	
Connect Advertising Revenue	95,000.00				95,000.00	
CVB advertising revenue	33,000.00				33,000.00	
Hotel-Motel Tax			425,000.00		425,000.00	
Interest Income			0.00		0.00	
Total Income	<u>128,000.00</u>		<u>475,000.00</u>		<u>603,000.00</u>	
Gross Profit	128,000.00		475,000.00		603,000.00	
Expense						
Advertising Expense						
Advertising Expense - Other			119,891.56		119,891.56	
Conference Sponsorships			15,000.00		15,000.00	
Connect Bridgeport			33,000.00		33,000.00	
Kids Zone			0.00		0.00	
Advertising Expense - Other			0.00		0.00	
Total Advertising Expense			<u>167,891.56</u>		<u>167,891.56</u>	
Bank, Paypal, Square Fees	300.00				300.00	
Benefits						
Group Insurance	27,500.00		27,500.00		55,000.00	
Retirement	650.00		3,085.00		3,735.00	
Total Benefits	<u>28,150.00</u>		<u>30,585.00</u>		<u>58,735.00</u>	
Conferences/Training						
Gov.'s Conference on Tourism			3,000.00		3,000.00	
Total Conferences/Training			<u>3,000.00</u>		<u>3,000.00</u>	
Dues & Subscriptions						
ABB			95.00		95.00	
Chamber of Commerce			200.00		200.00	
Newspapers Subscriptions			350.00		350.00	
WV Sports Writer Association	40.00				40.00	
WVACVB			3,000.00		3,000.00	
WVHTA			600.00		600.00	
Total Dues & Subscriptions	<u>40.00</u>		<u>4,245.00</u>		<u>4,285.00</u>	
Insurance Expense						
Automobile Insurance			1,600.00		1,600.00	
Organizational Insurance			4,635.00		4,635.00	
Total Insurance Expense			<u>6,235.00</u>		<u>6,235.00</u>	
IT Expenses						
CityNet web expenses	13,100.00		7,918.28		21,018.28	
IT Support Services	0.00		0.00		0.00	
Web Hosting	0.00		0.00		0.00	
Website Maintenance						
Pikewood= Web Expense			300.00		300.00	
Website Maintenance - Other			0.00		0.00	
Total Website Maintenance			<u>300.00</u>		<u>300.00</u>	
Total IT Expenses	<u>13,100.00</u>		<u>8,218.28</u>		<u>21,318.28</u>	

Greater Bridgeport Convention & Visitors Bureau Profit & Loss Budget Overview July 2021 through June 2022

	CONNECT BRIDGEPORT	CVB	TOTAL
	Jul '21 - Jun 22	Jul '21 - Jun 22	Jul '21 - Jun 22
Office Expense			
Building Offset		10,000.00	10,000.00
Building Rent	20,120.00	40,000.00	60,120.00
CAM Charges		7,500.00	7,500.00
Cleaning	2,040.00	2,040.00	4,080.00
Computer Equipment	1,000.00	1,000.00	2,000.00
Equipment Rental		1,500.00	1,500.00
Office Supplies		1,500.00	1,500.00
Postage		500.00	500.00
Telephone Expense	2,200.00	6,000.00	8,200.00
Utilities		0.00	0.00
Total Office Expense	25,360.00	70,040.00	95,400.00
Payroll Related Taxes			
Direct Deposit Fee	194.74	194.74	389.48
Medicare	5,487.00	6,405.06	11,892.06
Social Security	1,283.25	1,497.96	2,781.21
WV Unemployment Tax	720.00	720.00	1,440.00
Total Payroll Related Taxes	7,684.99	8,817.76	16,502.75
Professional Services			
Accounting Services		22,500.00	22,500.00
Bridge Camera Software		46,760.00	46,760.00
Photography	24,000.00		24,000.00
Writer Services	0.00		0.00
Total Professional Services	24,000.00	69,260.00	93,260.00
Salaries and Wages			
Communications Director	53,000.00	0.00	53,000.00
Community Relations		48,217.40	48,217.40
Content Writer	35,000.00		35,000.00
Employee Bonus	500.00	500.00	1,000.00
Executive Director	0.00	54,590.00	54,590.00
Salaries and Wages - Other	0.00	0.00	0.00
Total Salaries and Wages	88,500.00	103,307.40	191,807.40
Software Expense			
Office 365	900.00	900.00	1,800.00
Total Software Expense	900.00	900.00	1,800.00
Travel & Entertainment			
Hotel	500.00	1,000.00	1,500.00
Meals & Entertainment	500.00	1,000.00	1,500.00
Vehicle Maintenance		500.00	500.00
Total Travel & Entertainment	1,000.00	2,500.00	3,500.00
Total Expense	189,034.99	475,000.00	664,034.99
Net Ordinary Income	(61,034.99)	0.00	(61,034.99)
Net Income	(61,034.99)	0.00	(61,034.99)