

September 26, 2024

WV State Auditors' Office – [ls@wvsaq.gov](mailto:ls@wvsaq.gov), Attn: Shellie Humphries  
WV Joint Committee on Government & Finance –  
[https://www.wvlegislature.gov/Reports/Agency\\_Reports/AgencyReports.cfm](https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm)  
WVACVB – [jnuzum@bowlesrice.com](mailto: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 WVSAO, 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 Tug Valley Area CVB, we respectfully submit the required information and confirm that Tug Valley Area CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact Ashley Hatfield, at [tugvalleyareacvb@gmail.com](mailto:tugvalleyareacvb@gmail.com) or (304)601-0374.

Sincerely,



Ashley Hatfield  
Executive Director

Attachments: Income statement (July 1, 2023 – June 30, 2024), Balance sheet (June, 2024), and Annual audit (2022).

# City of Williamson Convention & Visitor's Bureau

## Balance Sheet

As of June 30, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Coml DDA 2389 (2389)	-2,586.66
Coml DDA 2460 (2460)	78,531.82
NONPROF 6597 (6597)	7,365.54
Paypal	-5,723.95
<b>Total Bank Accounts</b>	<b>\$77,588.75</b>
Other Current Assets	
Uncategorized Asset	452.48
<b>Total Other Current Assets</b>	<b>\$452.48</b>
<b>Total Current Assets</b>	<b>\$78,039.23</b>
<b>TOTAL ASSETS</b>	<b>\$78,039.23</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
<b>Total Liabilities</b>	
Equity	
Opening Balance Equity	3,633.60
Retained Earnings	55,834.94
Net Income	18,570.69
<b>Total Equity</b>	<b>\$78,039.23</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$78,039.23</b>

# City of Williamson Convention & Visitor's Bureau

## Profit and Loss July 2023 - June 2024

	TOTAL
Income	
Hotel/Motel Tax	53,847.16
Sales	276.24
Ticket Sales	1,521.70
Total Income	\$55,645.10
GROSS PROFIT	\$55,645.10
Expenses	
Advertising & Marketing	5,431.26
Event Expenses	196.10
Insurance	279.95
Meals & Entertainment	186.50
Office Supplies & Software	1,892.27
Other Business Expenses	609.00
Repairs & Maintenance	565.00
Salaries & Wages	18,528.66
Taxes & Licenses	125.69
Travel	2,094.43
Utilities	1,568.13
Total Expenses	\$31,476.89
NET OPERATING INCOME	\$24,168.11
NET INCOME	\$24,168.11

**Financial Statements**

**of**

**TUG VALLEY AREA CVB**

**SPECIAL EVENTS**

**For the Period Ended June 30, 2022**

**See Accompanying Accountant's Compilation Report**

**TUG VALLEY AREA CVB SPECIAL EVENTS**

**Balance Sheet**

**June 30, 2022**

**ASSETS**

**Current Assets**

Cash in Bank – Regular \$ 2,449.50

**Total Current Assets** **\$ 2,449.50**

**Fixed Assets**

**Other Assets**                     

**Total Assets** **\$ 2,449.50**

See Accompanying Accountant's Compilation Report

**TUG VALLEY AREA CVB SPECIAL EVENTS**

**Balance Sheet**

**June 30, 2022**

**LIABILITIES AND EQUITY**

**Current Liabilities**

**Long Term Liabilities**

**Equity**

Current Income (Loss)	<u>2,449.50</u>	
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<b>Total Equity</b>		<u>2,449.50</u>
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<b>Total Liabilities &amp; Equity</b>		<u>\$ 2,449.50</u>
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See Accompanying Accountant's Compilation Report

**TUG VALLEY AREA CVB SPECIAL EVENTS**  
**Income Statement**  
**For the Period Ended June 30, 2022**

	12 Months Ended <u>June 30, 2022</u>	<u>Percent</u>
<b>Revenue</b>		
Income	<u>\$ 2,586.90</u>	<u>100.00</u>
<b>Total Revenue</b>	2,586.90	100.00
<b>Operating Expenses</b>		
Bank Service Charges	<u>\$ 137.40</u>	<u>5.31</u>
<b>Total Operating Expenses</b>	<u>137.40</u>	<u>5.31</u>
<b>Operating Income</b>	<u>2,449.50</u>	<u>94.69</u>
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>
<b>Net Income (Loss)</b>	<u>\$ 2,449.50</u>	<u>94.69</u>

See Accompanying Accountant's Compilation Report

**Financial Statements**

**of**

**TUG VALLEY AREA CVB INC.**

**DIRT DAYS**

**For the Period Ended June 30, 2022**

**See Accompanying Accountant's Compilation Report**



**TUG VALLEY AREA CVB INC. DIRT DAYS**

**Balance Sheet**

**June 30, 2022**

**ASSETS**

**Current Assets**

Cash In Bank -- Regular \$ 17,111.78

**Total Current Assets** \$ 17,111.78

**Fixed Assets**

**Other Assets**

\_\_\_\_\_

**Total Assets** \$ 17,111.78

See Accompanying Accountant's Compilation Report

**TUG VALLEY AREA CVB INC. DIRT DAYS**

**Balance Sheet**

**June 30, 2022**

**LIABILITIES AND EQUITY**

**Current Liabilities**

**Long Term Liabilities**

**Equity**

Current Income (Loss) 17,111.78

**Total Equity** 17,111.78

**Total Liabilities & Equity** \$ 17,111.78

See Accompanying Accountant's Compilation Report

# TUG VALLEY AREA CVB INC. DIRT DAYS

## Income Statement

For the Period Ended June 30, 2022

	12 Months Ended <u>June 30, 2022</u>	<u>Percent</u>
<b>Revenue</b>		
Donations	\$ 5290.00	18.56
Program Revenues	23,212.83	81.44
Miscellaneous Income	<u>0.00</u>	<u>0.00</u>
<b>Total Revenue</b>	28,503.75	100.00
<b>Operating Expenses</b>		
Event Expense – Fireworks	3,500.00	12.28
Event Expense – Food Vouchers	500.00	1.75
Event Expense – Entertainment	3,000.00	10.52
Event Expense – Port-A-Potties	400.00	1.40
Event Supplies – Apparel	3,621.00	12.70
Event Supplies	105.42	0.37
Licenses & Permits	225.00	0.79
Postage & Freight	<u>40.55</u>	<u>0.14</u>
<b>Total Operating Expenses</b>	<u>11,391.97</u>	<u>39.97</u>
<b>Operating Income</b>	<u>17,111.78</u>	<u>60.03</u>
<b>Total Other Income</b>	<u>0.00</u>	<u>0.00</u>
<b>Net Income (Loss)</b>	<u>\$ 17,111.78</u>	<u>60.03</u>

See Accompanying Accountant's Compilation Report



**TUG VALLEY AREA CVB  
COMPILATION NOTES  
FOR FISCAL YEAR ENDED JUNE 30, 2022**

All deposits received should be categorized: Donations, Sponsorships, Program Revenues.

All checks written should have a Memo notation.

**SPECIAL EVENT ACCOUNT:**

One deposit for the year: \$2449.50.

No documentation showing if this was Program Revenue, Donation, etc.

All expenses associated with the account were Bank Fees totaling \$137.40.  
Suggestion: see if bank fees can be waived. If not, check with other banks.

**DIRT DAYS ACCOUNT:**

Again, unable to tell you the classification of your deposits due to no notations:  
Donation, Sponsorship, Revenue

Dirt Days showed a profit of \$17, 111.78.

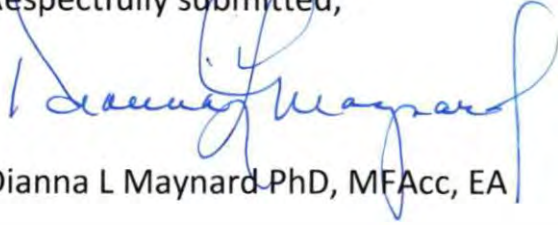
**GENERAL ACCOUNT:**

General Account shows you had expenses of \$40,993.99 and income/deposits of \$35,204.41, hence, you spent more than you took in, by \$5,789.58, or 11.05 % over deposits made.

The two largest expenditures, according to percentages, were Event Expense and Salaries/Wages. The two together made up 77.41% of your expenditures.

There are no fixed assets listed because I am unaware of anything purchased or owned by the CVB – office furniture or equipment, etc.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Dianna L Maynard". The signature is fluid and cursive, with a large initial "D" and "M".

Dianna L Maynard PhD, MFAcc, EA

# THE TUG VALLEY AREA

Mingo County, WV & Pike County, KY

*Your Trail To Adventure Starts Here.*

VISITORS GUIDE



304-601-0374

[www.visitcoalcountry.org](http://www.visitcoalcountry.org)





# ABOUT US

Welcome to the Tug Valley Area,  
the heart of West Virginia's "Coal Country"!

Featuring the Hatfield-McCoy Trails, Feud Sites,  
Tug Fork River, and countless scenic views,  
Your Trail to Adventure Starts Here!

While the area continues to see explosive growth in the  
tourism industry, one strong theme has remained through  
history here; our people!

Our greatest asset that compliments the memorable  
experiences here are the friendly smiles, warm hugs, and  
welcoming faces of the local people that will truly make  
you feel like family.

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CONTACT US AT:  
304-601-0374

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The Tug Valley Area Convention & Visitors Bureau is  
dedicated to the promotion of tourism and unique events  
that take place in both Mingo County, West Virginia and  
Pike County, Kentucky. As the official destination  
marketing organization of the Tug River Valley, the CVB  
works to accelerate economic growth and development  
by increasing convention & visitor business.

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VISITCOALCOUNTRY.ORG

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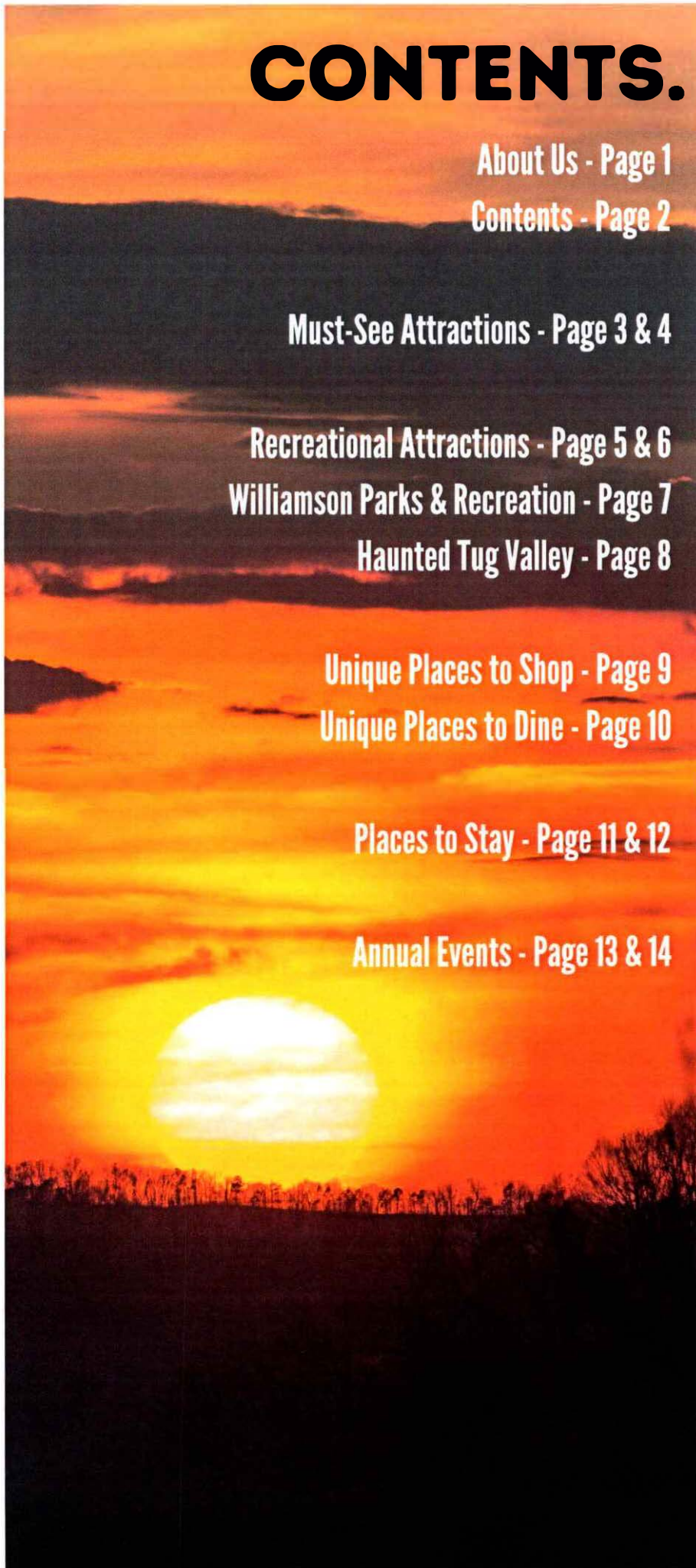
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# MUST SEE ATTRACTIONS.

The Tug Valley Area features a boundless collection of historic attractions all within a 25-mile range of the City of Williamson.



## THE COAL HOUSE

**73 East 2nd Avenue,  
Williamson, WV**

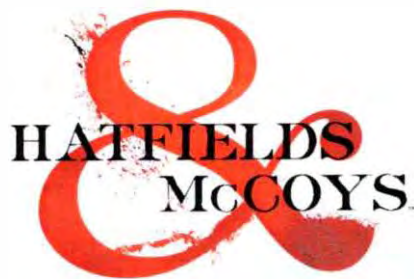
Built in 1933 from 65 Tons of bituminous coal, this world-famous structure has welcomed visitors from all over the world and is the home of the Tug Valley Chamber of Commerce!



## HATFIELD-MCCOY FEUD SITES

**Various Locations**

Nearly all the sites that played a roll in the infamous feud are located within a 15-mile radius of Williamson. Scan the QR Code Below for a Map!



## THE DINGESS TUNNEL

**Dingess, WV 25508**

Built in 1892 and stretching nearly 1-Mile Long.

"America's Bloodiest Tunnel" is a must-see experience in Mingo County.



## OLD HOSPITAL ON COLLEGE HILL

**650 Mulberry Street,  
Williamson, WV**

Considered to be one of Coal Country's most notorious paranormal locations, the hospital welcomes visitors for both historical & paranormal tours.



## WILLIAMSON FIRE STATION

**122 Fourth Avenue,  
Williamson, WV 25661**

Home to North America's tallest fire pole and an incredible 1923 Ahrens Fox Fire Engine, the WFD is a hidden gem of fire history in "Coal Country".



## MOUNTAINEER HOTEL

**31 East 2nd Avenue  
Williamson, WV 25661**

Straight from the 1920's, the historic hotel has hosted First Lady Eleanor Roosevelt, President John F. Kennedy, Henry Ford, and many more!



## MATEWAN DEPOT MUSEUM

**Matewan, WV 25678**

One of the Tug Valley Area's best museums, the replica train depot holds historic items from both the Hatfield McCoy Feud & Matewan Massacre.



## WV MINE WARS MUSEUM

**Matewan, WV 25678**

In the heart of historic Matewan, this museum looks into the labor uprising that took place, shaping this coal mining region.



# RECREATIONAL ATTRACTIONS.

Undoubtedly the most powerful attraction of the Tug Valley Area is the world around us! Hundreds of miles of trail riding, countless river access points, unique rock formations, hiking trails, and a pristine lake highlight all the reasons you should get outside to explore!



## HATFIELD MCCOY TRAILS

### Williamson, WV

With over 350+ Miles of trail directly accessible from Williamson, it's no wonder the city is considered the "Gateway to the Hatfield McCoy Trails". From Williamson one can access the Buffalo Mountain, Devil Anse, and Rock House Trail Systems. This includes the towns of Delbarton, Matewan, Gilbert, and Man.



## THE TUG FORK RIVER

### Williamson Area

With several access points located throughout the city, access to the "Mighty Tug" has never been easier! Fishing & Kayaking are amongst the two most popular activities. Scan the QR Code to discover more information on the river including maps and a link to the "Friends of the Tug Fork River" Facebook Group!





## TAKE A HIKE!

### Williamson, WV Area

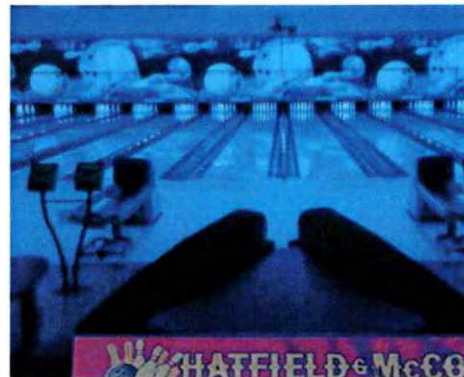
The mountain ridges surrounding Williamson feature some awesome rock formations that are perfect destinations for a hike with friends and family. Popular landmarks in the area include Castle Rock, Picnic Rock, and the infamous Death Rock which overlooks the city itself. To view hiking maps, as well as other information, scan the QR Code Below!



## HATFIELD MCCOY RECREATION CENTER

**111 Ten Pin Alley  
Williamson, WV 25661**

Located 3 Miles southeast of Williamson, "Ten Pin Alley" is a great place to spend a few hours with friends and family. Amenities include bowling, pool tables, a game room and more!



## LAUREL LAKE

**Lenore/Dingess, WV**

With many fishing spots, picnic areas, a playground, and incredible views, the lake is a peaceful getaway for the day.





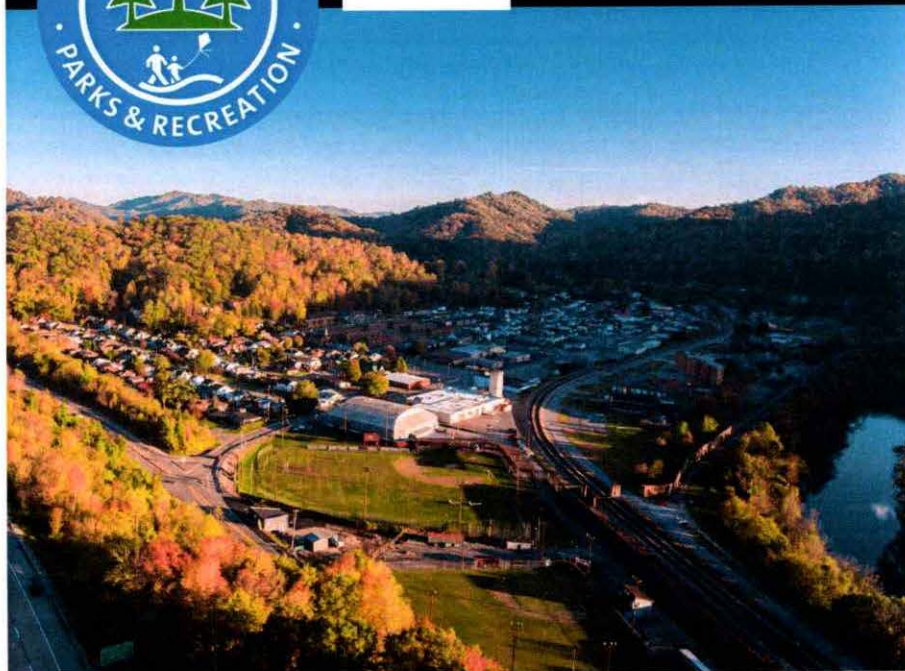
# WILLIAMSON PARKS & RECREATION



If you're lookin' for Kayak rentals, a great place to play basketball, or the next location for an event, reach out to us! Williamson Parks & Recreation: Where Families Play!



Scan the QR Code to  
Explore Williamson  
Parks & Recreation





# HAUNTED TUG VALLEY.

Known as "Bloody Mingo", West Virginia's youngest county has quite the violent and troubling past. Because of the history that played out in these deep dark hills, some locations throughout the Tug Valley are paranormal hot spots.

## **22 MINE ROAD**

### **TRACE CREEK, WV**

The 1930's murder tale of Mamie Thurmond is still alive on this rural road that runs along the Mingo/Logan County Border.

## **FAIRVIEW CEMETERY**

### **WEST WILLIAMSON, WV**

The City's oldest cemetery is home to some of Williamson's most notable residents dating all the way back to the 1800's.

## **MATE STREET**

### **MATEWAN, WV**

The Matewan Massacre took place in May of 1920 but the bullet slugs still remain in the walls along Mate Street.

## **DINGESS TUNNEL**

### **DINGESS, WV**

Built in 1892, "America's Bloodiest Tunnel" had a grim history through its construction and life as a key transportation corridor in northern Mingo County.

## **OLD HOSPITAL ON COLLEGE HILL**

### **WILLIAMSON, WV**

Made famous on the Travel Channel's Destination Fear, the Hospital is considered to be one of the most haunted locations in the Tug River Valley.

Scan the QR Code for a Map of all Paranormal Locations and more information!



# SHOP TIL YOU DROP.

You've gotta take a piece of Coal Country back home with you! Several great local stores can be found throughout the communities of Williamson, Matewan, and South Williamson..

## APPALACHIAN LOST & FOUND ARTISAN SHOP

Mate Street - Matewan  
606-625-5092



## THE COAL HOUSE

73 East 2nd Avenue -  
Williamson  
304-235-5240

## MELISA'S BASKETS GALORE

152 East 2nd Avenue  
Williamson  
606-831-8140



## SOUTHSIDE MALL

275 Southside Mall Road -  
South Williamson  
606-237-1200

## WILLIAMSON GUN & ARCHERY

121 East 2nd Avenue -  
Williamson  
304-235-5169



# EAT UP.



A guarantee when visiting Coal Country is that you will NOT leave hungry! The greater Williamson area is home to the most restaurants of any Hatfield McCoy Trail City and features a wide variety of food offerings!

## 34: ATE

210 Pike Street - Williamson  
304-235-3488

## CORNER CAFE

275 Southside Mall Road -  
South Williamson  
606-603-8028

## HURLEY DRUG STORE SODA FOUNTAIN

215 Logan Street - Williamson  
304-235-3535

## MISS WANDA'S

1436 West 3rd Avenue  
West Williamson  
304-235-4990

## PEKING 2

275 Southside Mall Road  
South Williamson  
606-237-5888

## SAZON MEXICAN RESTAURANT

101 Prichard Street  
Williamson  
304-236-5927

## STARTERS SPORTS BAR & GRILL

116 East 2nd Avenue  
Williamson  
304-235-8600

## THE STEAKHOUSE

336 Southside Mall Road  
South Williamson  
606-237-3930

## TRACKS END

22 West 2nd Avenue  
Williamson  
304-235-4898

For Additional Fast-Food Offerings, Visit Our Website:

[www.visitcoalcountry.org](http://www.visitcoalcountry.org)



# STAY A WHILE.

The Tug Valley Area has a host of lodging options that include a historic hotel, a handful of bed-and-breakfasts, and a diverse selection of cabin getaways. All are trail-rider friendly and one can access the trail systems directly from all our local lodging facilities!

## Williamson Area Lodging Facilities

### CINDERELLA ADVENTURE RESORT

Type: Resort  
**Cinderella Hollow,  
Williamson, WV 25661**

TBA: COMING SOON

### HILLBILLY HIDEOUT

Type: Cabin  
**202 West 3rd Avenue,  
Williamson, WV 25661**  
304-928-0484

### MOUNTAINEER HOTEL

Type: Hotel  
**31 East 2nd Avenue,  
Williamson, WV 25661**  
304-235-2222

### THE RECTORY ON FIFTH

Type: Bed & Breakfast  
**40 King Drive,  
Williamson, WV 25661**  
304-784-1719

### RIVER 2 RIDGE OUTFITTERS

Type: Trail House  
**40 King Drive,  
Williamson, WV 25661**  
304-784-1719

### TRAIL 10 HOUSE & ATV TOURS

Type: Trail House  
**301 West 4th Avenue  
Williamson, WV 25661**  
304-236-5595

### TRAIL 10 BASE CAMP

Type: Primitive Camping  
**1 Talbot Street  
Williamson, WV 25661**  
304-236-5595

### TRAILBLAZERS OUTFITTERS

Type: Trail Lodge  
**79 Coleman Road  
Belfry, KY 41514**  
859-953-0903



### Delbarton Area Lodging Facilities

#### **DEVIL ANSE ATV RESORT**

Type: Resort

**342 Muncy Drive,  
Delbarton, WV 25670**

304-426-5080

#### **FAT BOYS ATV LODGING**

Type: Lodge

**120 WV-65 / 880 Rt. 52  
Delbarton, WV 25670**

304-664-5564

#### **HILLBILLY HEAVEN CAMPGROUND**

Type: Campground

**100 Herbert Drive,  
Delbarton, WV 25670**

304-688-1906

#### **MOUNTAIN BROOK & COMPANY**

Type: Trail House

**81 BMW Lane,  
Delbarton, WV 25670**

304-475-4917

#### **OPEN TRAIL LODGING**

Type: Trail House

**2182 Rockhouse Fork Road,  
Delbarton, WV 25670**

304-475-3761

#### **SKYVIEW**

Type: Trail House

**King Coal Highway  
Delbarton, WV 25670**

TBA

### Matewan Area Lodging Facilities

#### **BACK WOODS RENTALS**

Type: Trail House

**9 Whitman Cemetery Road,  
North Matewan, WV 25678**

304-426-4183

#### **BLUE GOOSE INN**

Type: Inn

**158 Mate Street,  
Matewan, WV 25678**

304-426-5110

#### **BOAR'S NEST ATV RESORT**

Type: Resort

**118 Sand Dollar Drive,  
Matewan, WV 25678**

646-881-4132

#### **DEVIL'S BACKBONE ADVENTURE RESORT**

Type: Resort

**100 Adventure Lane,  
Matewan, WV 25678**

304-542-7066

#### **HATFIELD MCCOY RESORT INN**

Type: Resort/Inn

**Mate Street,  
Matewan, WV 25678**

304-426-4700

#### **HISTORIC MATEWAN HOUSE BED & BREAKFAST**

Type: Bed & Breakfast

**155 Mate Street,  
Matewan, WV 25678**

304-426-5607

#### **HATFIELD'S RIVERFRONT CABINS & CAMPGROUND**

Type: Resort

**585 River Road,  
McCarr, KY 41544**

304-785-6922

#### **Outlaw Hideout**

Type: Trail House

**Sulphur Creek Road,  
Matewan, WV 25678**

614-354-9709

# ANNUAL EVENTS.

The Tug Valley Area plays host to a handful of great annual events scattered throughout every season. For the most up-to-date list of all events, please visit our website:

[www.visitcoalcountry.org](http://www.visitcoalcountry.org)



## HATFIELD MCCOY SHOOTOUT

**JANUARY  
WILLIAMSON FIELD HOUSE**

An annual showcase of local high school basketball pits Kentucky Vs. West Virginia over the course of two days at the historic Williamson Field House.



## DIRT DAYS

**APRIL  
WILLIAMSON AREA**

Dirt, Mud, and Fun! Dirt Days showcases all the local trails featuring a fireworks show, parade, vendors, mud-pit, dirt-drag racing, and more!



## HATFIELD MCCOY MARATHON

**JUNE  
WILLIAMSON AREA**

This event attracts folks from all over the world as the course begins in Kentucky & ends in West Virginia all while passing by key sites from the infamous feud.



**THUNDER IN THE VALLEY  
JULY  
SOUTH WILLIAMSON, KY**

The area's largest fireworks show that attracts thousands from both Pike & Mingo Counties. The perfect way to celebrate Independence Day!





## KING COAL FESTIVAL

**SEPTEMBER  
WILLIAMSON AREA**

The area's oldest festival celebrates the reason we are called "Coal Country". Vendors, a parade, and more!



## SMALL TOWN THROW DOWN

**SEPTEMBER  
WILLIAMSON AREA**

A 2-Day Trail Riding Event showcasing routes in both West Virginia & Kentucky. Group rides, great food, and live music!



## WILLCON POP CULTURE FEST

**SEPTEMBER  
SOUTH WILLIAMSON, KY**

WillCon is the region's event to celebrate all things pop culture. Collectors, Cosplayers, and Gamers of all ages gather for this fandom packed day.



## SPOOKFEST

**OCTOBER  
WILLIAMSON, WV**

The largest Halloween celebration of the year includes an amazing fireworks show, candy for kids, a costume contest, and vendors!



## WILLIAMSON CHRISTMAS KICK-OFF

**NOVEMBER  
WILLIAMSON, WV**

The holiday season rolls into the Tug Valley with the city lights being illuminated, a tree lighting, letters to Santa and more!



**Tug Valley Area CVB**  
**142 East Fourth Avenue**  
**Williamson, WV 25661**

**304-601-0374**  
**[www.visitcoalcountry.org](http://www.visitcoalcountry.org)**