

WV State Auditors' Office – lgs@wvsao.gov, Attn: Shellie Humphries
WV Joint Committee on Government & Finance –
https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm
Questions?
drew.ross@wvlegislature.gov and steve.marsden@wvlegislature.gov
WVACVB – jnuzum@bowlesrice.com

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, and WV Association of Convention & Visitor Bureaus,

As you are aware with the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session several new requirements have been implemented on CVBs to qualify for distributions of Hotel Occupancy taxes by the county(s) and or the municipality(s) we serve.

In compliance with W.Va. Code §7-18-13a, CVBs are to now report to the WWSAO, the WV Joint Committee on Government & Finance, and the WVACVB 90 days following the end of the CVB's fiscal year the following:

- Balance sheet – annually,
- Income statement - annually, and
- Either an audit or a financial review – triennially W.Va. Code § 7-18-14.

In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- Annual budget,
- Budget allocation within the industry standard of 40% - 40% - 20% (Marketing, Personnel, Administrative),
- Marketing plan targeting markets outside of 50 miles of their destination,
- Full time executive director,
- Physical office/ Visitor Center,
- Website, and
- Annual reporting to all the CVBs funding entities.

On behalf of the Board of Directors of the Barboursville CVB, we respectfully submit the required information and confirm that the Barboursville CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Executive Director Brandi Beasley, at bbeasley@barboursville.org or (304) 733-1500 or me Chris Tatum at ctatum@barboursville.org or (304) 736-9820.

Sincerely,



Chris Tatum, Board Chair

Executive Director Brandi Beasley

Attachments: Income statement , Balance sheet , Annual report and Annual audit.

Balance Sheet

As Of 06/30/2024

Account	Name	Balance	
Fund: 041 - Barboursville CVB			
Assets			
<u>041-101-010-00</u>	Checking	247,019.87	
<u>041-106-000-00</u>	Petty Cash	350.00	
<u>041-125-010-00</u>	Savings Account	239,377.87	
	Total Assets:	486,747.74	486,747.74
Liability			
<u>041-201-010-00</u>	Accounts Payable	1,788.04	
<u>041-201-050-00</u>	Purchasing Card Liability	-645.53	
<u>041-215-001-00</u>	Due to General Fund	7,092.11	
	Total Liability:	8,234.62	
Equity			
<u>041-298-000-00</u>	Assigned Fund Balance	421,275.72	
	Total Beginning Equity:	421,275.72	
Total Revenue		294,514.88	
Total Expense		237,277.48	
Revenues Over/Under Expenses		57,237.40	
	Total Equity and Current Surplus (Deficit):	478,513.12	
	Total Liabilities, Equity and Current Surplus (Deficit):		486,747.74

Income Statement

For Fiscal: 2023-2024 Period Ending: 06/30/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 041 - Barboursville CVB						
Revenue						
<u>041-369-000-00</u>	Contributions from Other Funds	0.00	0.00	25,190.45	267,659.98	-267,659.98
<u>041-380-000-00</u>	Interest Earned	0.00	0.00	1,295.85	10,146.62	-10,146.62
<u>041-384-000-00</u>	Sales - Gift Shop	0.00	0.00	0.00	595.00	-595.00
<u>041-385-010-00</u>	Event 1	0.00	0.00	0.00	30.00	-30.00
<u>041-385-020-00</u>	Event 2	0.00	0.00	0.00	10,380.00	-10,380.00
<u>041-385-030-00</u>	Event 3	0.00	0.00	0.00	442.74	-442.74
<u>041-399-000-00</u>	Miscellaneous Revenue	0.00	0.00	0.00	5,260.54	-5,260.54
Revenue Total:		0.00	0.00	26,486.30	294,514.88	-294,514.88
Expense						
Department: 901 - Visitors Bureau						
ExpCategory: 10 - Personnel Services						
<u>041-901-103-00</u>	Salaries & Wages	0.00	0.00	4,951.56	65,703.20	-65,703.20
<u>041-901-104-00</u>	FICA Tax - Social Security	0.00	0.00	369.66	4,916.72	-4,916.72
<u>041-901-105-00</u>	Group Insurance	0.00	0.00	1,335.98	16,081.76	-16,081.76
<u>041-901-106-00</u>	Retirement	0.00	0.00	434.91	5,610.90	-5,610.90
ExpCategory: 10 - Personnel Services Total:		0.00	0.00	7,092.11	92,312.58	-92,312.58
ExpCategory: 21 - Contractual Services						
<u>041-901-211-00</u>	Telephone & Internet Service	0.00	0.00	0.00	497.63	-497.63
<u>041-901-214-00</u>	Travel	0.00	0.00	0.00	3,113.94	-3,113.94
<u>041-901-219-00</u>	Rentals	0.00	0.00	0.00	5,107.92	-5,107.92
<u>041-901-220-00</u>	Advertising & Legal Publications	0.00	0.00	0.00	13,935.00	-13,935.00
<u>041-901-221-00</u>	Training & Education	0.00	0.00	0.00	425.83	-425.83
<u>041-901-222-00</u>	Dues & Subscriptions	0.00	0.00	0.00	12,992.54	-12,992.54
<u>041-901-223-00</u>	Advertising Co-Op	0.00	0.00	0.00	20,000.00	-20,000.00
<u>041-901-226-10</u>	Insurance	0.00	0.00	0.00	100.00	-100.00
<u>041-901-230-00</u>	Contracted Services	0.00	0.00	1,683.54	36,032.86	-36,032.86
<u>041-901-232-00</u>	Bank Charges	0.00	0.00	40.05	480.05	-480.05
<u>041-901-241-00</u>	Workers' Compensation	0.00	0.00	219.42	2,727.27	-2,727.27
ExpCategory: 21 - Contractual Services Total:		0.00	0.00	1,943.01	95,413.04	-95,413.04
ExpCategory: 34 - Commodities						
<u>041-901-341-00</u>	Supplies & Materials	0.00	0.00	0.00	19,301.86	-19,301.86
ExpCategory: 34 - Commodities Total:		0.00	0.00	0.00	19,301.86	-19,301.86
ExpCategory: 56 - Contributions						
<u>041-901-568-00</u>	Sponsorships	0.00	0.00	8,500.00	30,250.00	-30,250.00
ExpCategory: 56 - Contributions Total:		0.00	0.00	8,500.00	30,250.00	-30,250.00
Department: 901 - Visitors Bureau Total:		0.00	0.00	17,535.12	237,277.48	-237,277.48
Expense Total:		0.00	0.00	17,535.12	237,277.48	-237,277.48
Fund: 041 - Barboursville CVB Surplus (Deficit):		0.00	0.00	8,951.18	57,237.40	

2023-2024

ANNUAL REPORT

Barboursville 
CONVENTION AND VISITORS BUREAU



Executive Overview

In 2023-2024 the Barboursville Convention and Visitor's Bureau continued to branch out into new youth sports markets.

Following the Village of Barboursville's nearly 3-million-dollar investment in the Barboursville Sports Complex, the Convention and Visitor's Bureau went to work marketing the upgraded facility to rights holders. We also saw upgrades to our softball and baseball fields, leading to increased marketing in those sports. With those upgrades, we were able to attract 8 new travel softball/baseball tournaments. Finally, we just completed upgrades to our pickleball courts and are in the process of marketing that new facility.

In addition to sports advertising, we also participated in several co-op marketing projects. We continued to focus on our newly revitalized downtown area.

Tourism continues to grow in Barboursville, so we look forward to providing the best experience for our guests.

Brandi L. Beasley
Executive Director

Board of Directors

Chris Tatum, Chairman
Village of Barboursville

Rachel Patton, Secretary
Village of Barboursville

Andre Price
Barboursville Park Representative

Macy Dingess
Delta by Marriott

Jason Taylor
Comfort Inn

Cindy Edmonds
Vintage Pride Tractor Show Event Organizer

Joyce Spencer
Resident

Events & Advertising

Advertising

The Barboursville Convention and Visitors Bureau advertises to promote events, attractions and the Village as a destination. Our advertising partners this fiscal year include:

- WV Travel Guide
- Mason County Visitor's Guide
- Cincinnati Red Yearbook
- HD Media
- WSAZ
- Facebook
- Kindred Communications
- Barboursville Life
- Huntington Chamber of Commerce- Target Marketing
- Marshall University Football Yearbook
- iHeart Media
- WV Outdoor
- Advantage Valley Magazine
- Travel Taste + Tour
- Adventure Outdoors

Event Sponsorship

Events and festivals serve as a way to attract weekend leisure travel, as well as improve the stay for our visitors. The Barboursville CVB was involved in the following events:

Primary Organizer:

- Vineyard in the Village
- Village of Lights
- Fall Fest
- Barboursville Farmers Market

Event Sponsorship or Planning:

- Civil War Days
- WVSSAC State Cross Country Meet
- Corks and Kegs
- HD Media Highlighter Run
- Huntington Symphony Orchestra- Picnic with the Pops



By The Numbers:

Hotel Stays:

According to STR reporting, occupancy increased in FY2024. We saw our most significant increase in February and April, as well as early summer due to US Youth Soccer. We contribute this growth to increased tournament and event bookings.

Visitor Guide:

In FY2024, we continued our cooperative partnership with the Huntington Area CVB, which includes a joint Visitors Guide. We were able to distribute the Visitors Guide to 31 different states, and 2 countries.

Digital:

Website:

Our site traffic continues to grow steadily, with more visitors and pages viewed.

Top 5 website visits by state:

1. WV
2. VA
3. NY
4. PA
5. NC

Social Media:

We still continue to see most of our traffic on the Facebook platform but hope to continue to grow on Instagram.

87,694 Reach (↑ 26.2%)

7K + followers

FB Visits 15.9K (↓ 4%)



Looking Forward

From reviewing research and exploring the best use of our budget, we've identified the following goals for FY2024:

- Develop a mobile Visitor's Center and a travel kiosk for the Barboursville Sports Complex
- Improve website to drive new traffic.
- Increase attendance and expand on existing events.
- Place advertisements to reach key markets such as Pittsburgh, Central Ohio, northern West Virginia, and Washington DC.
- Expand photo and video library, specifically of our downtown area.

Financial Overview

Income

Hotel/Motel Tax Revenue	\$267,659.98
Additional Revenue	\$26,854.90

Total Income: \$294,514.88

Expenses:

Advertising:	\$69,967.86
Events/Sponsorships*	\$30,250.00
Operations:	\$42,019.77
Salary/Wages	\$95,039.85

Total Expenses \$237,277.48

(We didn't get our last \$20,000 payment to Huntington Area CVB cleared until after fiscal year end, leading to the surplus seen above. Advertising was actually \$89,967.86 and expenses were \$257,277.48)

- *Events and sponsorship expenses include event-specific advertising and marketing*