

PENDLETON
COUNTY
CONVENTION
AND VISITORS
BUREAU

2024

ANNUAL REPORT



Prepared & Presented by
Interim Executive Director:

Annie Humes

INTRODUCTION TO THE REPORT

It is no secret to our residents, or to lifelong loyal visitors, that Pendleton County is the most beautiful place on earth. During 2024, the PCCVB worked to share our not-so secret county with visitors from far and wide, connecting them with the businesses, the people, and the natural beauty that make Pendleton County one of a kind.

From rock climbing, to square dancing, to quiet moments fishing along the South Branch shin deep with a rod, Pendleton County is an extra-special slice of Almost Heaven, and our organization is proud to work hard to ensure that sharing it continues to be a source of pride, joy and economic opportunity for our communities.

Despite organizational challenges in 2024, the PCCVB accomplished much to advance the success and future growth of our local tourism businesses, and to make sure that folks from all over know that Pendleton Rocks!

Board of Directors

Lindsay Kazarick
President

Melinda Brooks
Vice-President

Katie VanMeter
Secretary

Jeff Munn
Treasurer

Janice Lantz

Sam Yokum

Cory Thomas

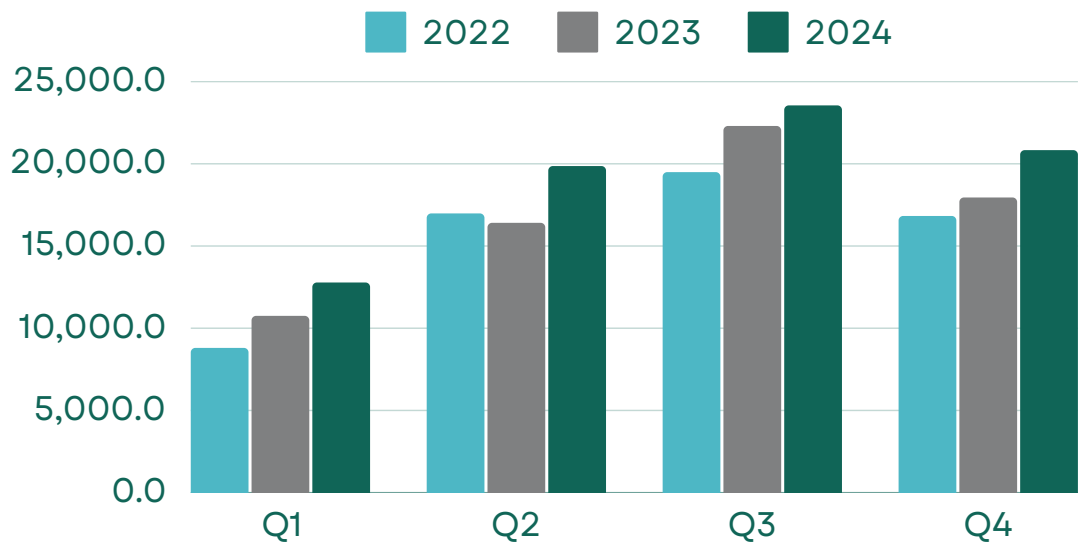


OUR TOURISM ECONOMY IS GROWING

Throughout West Virginia, the tourism economy has seen steady growth over the past decade. Pendleton County is seeing more visitors and bigger revenues for local businesses as our success continues to grow, outpacing many other areas.

**\$2.5
MILLION**

**Estimated
Lodging
Revenues for
Pendleton
County
Businesses in
2024.**



**\$148
THOUSAND**

Lodging Tax (6%)
Collected in 2024

+12%

2023 vs. 2024

+207%
16%
ANNUAL
AVG.

2024 vs. 2016

NOT TO MENTION...

**Camping & RV Lodging
Restaurants & Groceries
Outfitters & Guides**

**Gas Stations & Convenience
Festival, Fair & Farmers Market Vendors
Day-Trip Visitors (78% WV Travelers)**

2024'S MAJOR ACCOMPLISHMENTS

Despite staffing challenges, PCCVB made important strides in 2024. Major updates to materials and advertisement styles connect with travelers from target markets helping travelers discover Pendleton County for the first time.

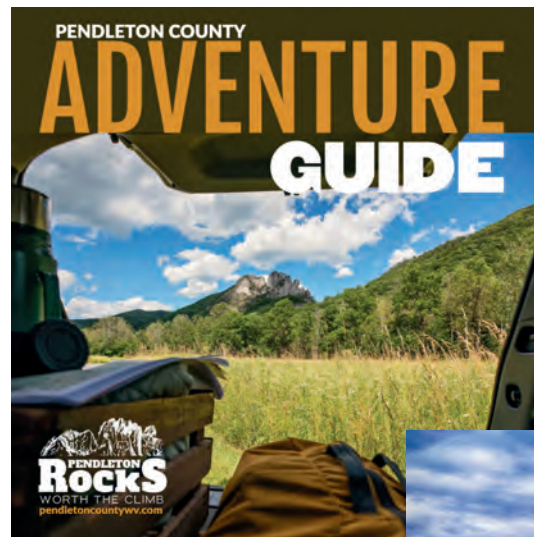


Designed by Taylor Basagic, and launched in March, the new and improved pendletoncountywv.com is visually stunning and full of information for travelers, including a digital version of the visitors guide and adventure map.

A New Visitor's Guide

Published in May, the new Pendleton County Adventure Guide is a warm welcome to visitors, and an appealing

sneak peak for folks who discover it in one of our many the partner locations outside the county where hundreds have been distributed.



Updated Website





Connecting to County Traditions

We supported promotion of the Historical Society's 100 year commemoration of the Franklin Fire, and the Treasure Mountain Festival. We also began implementation of a project with AFNHA.

Supporting Through Sponsorship

We sponsored unique local events and organizations that draw visitors from all over the region, and plan to provide more support in upcoming years through sponsorship and collaboration with these and others.



BEING SOCIAL

Facebook Followers	-	3.4k
Instagram Followers	-	1.6 k
Social Media Reach	-	300 k



PCCVB Budget v. Actual 2024	Total		
	Actual	Budget	Over/Under Budget
Revenue			
Business Contribution	30,000.00	30,000.00	0.00
Grant Received	0.00	3,831.00	-3,831.00
Hotel Motel Tax Income			
Hotel Motel County	66,818.38	60,000.00	6,818.38
Hotel Motel Town	7,328.06	10,000.00	-2,671.94
Total Hotel Motel Tax Income	\$ 74,146.44	\$ 70,000.00	\$ 4,146.44
Total Revenue	\$ 104,186.44	\$ 103,831.00	\$ 355.44
Expenditures			
Advertising & marketing			
Total Advertising & marketing	\$ 10,717.94	\$ 39,000.00	-\$ 28,282.06
Building & property rent	7,800.00	7,800.00	0.00
Business licences	65.00	40.00	25.00
Contract labor	11,250.00	0.00	11,250.00
Bookkeeping	750.00	0.00	750.00
Cleaning Services	700.00	1,200.00	-500.00
Total Contract labor	\$ 12,700.00	\$ 1,200.00	\$ 11,500.00
Employee benefits			
Professional Development	0.00	300.00	-300.00
Worker's compensation insurance	0.00	209.00	-209.00
Total Employee benefits	\$ 0.00	\$ 509.00	-\$ 509.00
Meals & Hospitality General business expenses	539.55	600.00	-60.45
Bank fees & service charges	227.74	200.00	27.74
Bookkeeping	2,285.92	1,800.00	485.92
Memberships & subscriptions	1,427.74	2,000.00	-572.26
Total General business expenses	\$ 3,941.40	\$ 4,000.00	-\$ 58.60
Total Insurance Total Interest paid	\$ 1,836.98	\$ 1,557.11	\$ 279.87
Legal & accounting services	\$ 41.50	\$ 0.00	\$ 41.50
Accounting fees	0.00	400.00	-400.00
Total Legal & accounting services	\$ 0.00	\$ 400.00	-\$ 400.00
Meals			
Meals with clients	369.33	500.00	-130.67
Travel meals	0.00	300.00	-300.00
Total Meals Total	\$ 369.33	\$ 800.00	-\$ 430.67
Office expenses Payroll expenses	\$ 3,703.87	\$ 2,105.00	\$ 1,598.87
Taxes	1,769.06	0.00	1,769.06
Wages	23,125.05	37,000.00	-13,874.95
Total Payroll expenses	\$ 24,894.11	\$ 37,000.00	-\$ 12,105.89
Travel			
Conference and Meetings	1,741.56	800.00	941.56
Hotels	653.13	1,500.00	-846.87
Mileage Reimbursement	1,569.72	2,000.00	-430.28
Total Travel Total	\$ 3,964.41	\$ 4,300.00	-\$ 335.59
Utilities Total	\$ 1,505.24	\$ 3,660.00	-\$ 2,154.76
Expenditures Net	\$ 72,079.32	\$ 102,971.11	30,891.79
	\$	\$	

Pendleton County Convention and Visitor's Bureau

Profit and Loss by Tag Group

January - December 2024

	TOTAL
Revenue	
Billable Expenditure Revenue	
Billable Expense Income	
Business Contribution	30,000.00
Grant Received	
Hotel Motel Tax Income	74,146.44
Individual Contribution	
Refunds to customers	
Sales	40.00
Services	21,436.33
Unapplied Cash Payment Revenue	
Uncategorized Income	
Total Revenue	\$125,622.77
Cost of Goods Sold	\$0.00
GROSS PROFIT	\$125,622.77
Expenditures	
Advertising & marketing	10,942.94
Building & property rent	7,800.00
Business licences	65.00
Commissions & fees	-0.01
Contract labor	12,700.00
Employee benefits	
Entertainment with clients (deleted)	539.55
Equipment rental	
General business expenses	3,941.40
Insurance	1,836.98
Interest paid	41.50
Internet (deleted)	
Legal & accounting services	
Meals	369.33
Office expenses	3,703.87
Payroll expenses	24,894.11
Purchases	
Repairs & maintenance	
Supplies	
Supplies & materials (deleted)	
Total Supplies	
Taxes paid	
Travel	3,964.41
Unapplied Cash Bill Payment Expenditure	
Uncategorized Expense	
Utilities	1,505.24
Total Expenditures	\$72,304.32
NET OPERATING REVENUE	\$53,318.45

Pendleton County Convention and Visitor's Bureau

Profit and Loss by Tag Group

January - December 2024

	TOTAL
Other Revenue	\$0.00
Other Expenditures	\$0.00
NET OTHER REVENUE	\$0.00
NET REVENUE	\$53,318.45

Pendleton County Convention and Visitor's Bureau

Statement of Financial Position

As of December 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1011 Primary Checking	87,574.02
1020 Payroll	3,582.85
1030 Hotel Motel Tax	36,180.07
Total Bank Accounts	\$127,336.94
Accounts Receivable	
Accounts Receivable (A/R)	21,436.33
Total Accounts Receivable	\$21,436.33
Other Current Assets	
Inventory Asset	1,713.92
Total Other Current Assets	\$1,713.92
Total Current Assets	\$150,487.19
Fixed Assets	
Long-term office equipment	450.00
Computers & tablets	1,017.57
Furniture	561.78
Total Long-term office equipment	2,029.35
Total Fixed Assets	\$2,029.35
TOTAL ASSETS	\$152,516.54
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	2,627.62
Total Accounts Payable	\$2,627.62
Credit Cards	
TCM Credit Card (deleted)	176.52
Total Credit Cards	\$176.52
Other Current Liabilities	
Direct Deposit Payable	0.00
Payroll Liabilities	
Federal Taxes (941/943/944)	0.00
WV Income Tax	0.00
WV Unemployment Tax	0.00
Total Payroll Liabilities	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$2,804.14
Total Liabilities	\$2,804.14

Pendleton County Convention and Visitor's Bureau

Statement of Financial Position

As of December 31, 2024

	TOTAL
Equity	
Opening balance equity	38,563.15
Retained Earnings	57,830.80
Net Revenue	53,318.45
Total Equity	\$149,712.40
TOTAL LIABILITIES AND EQUITY	\$152,516.54

OUR JOB IN 2025

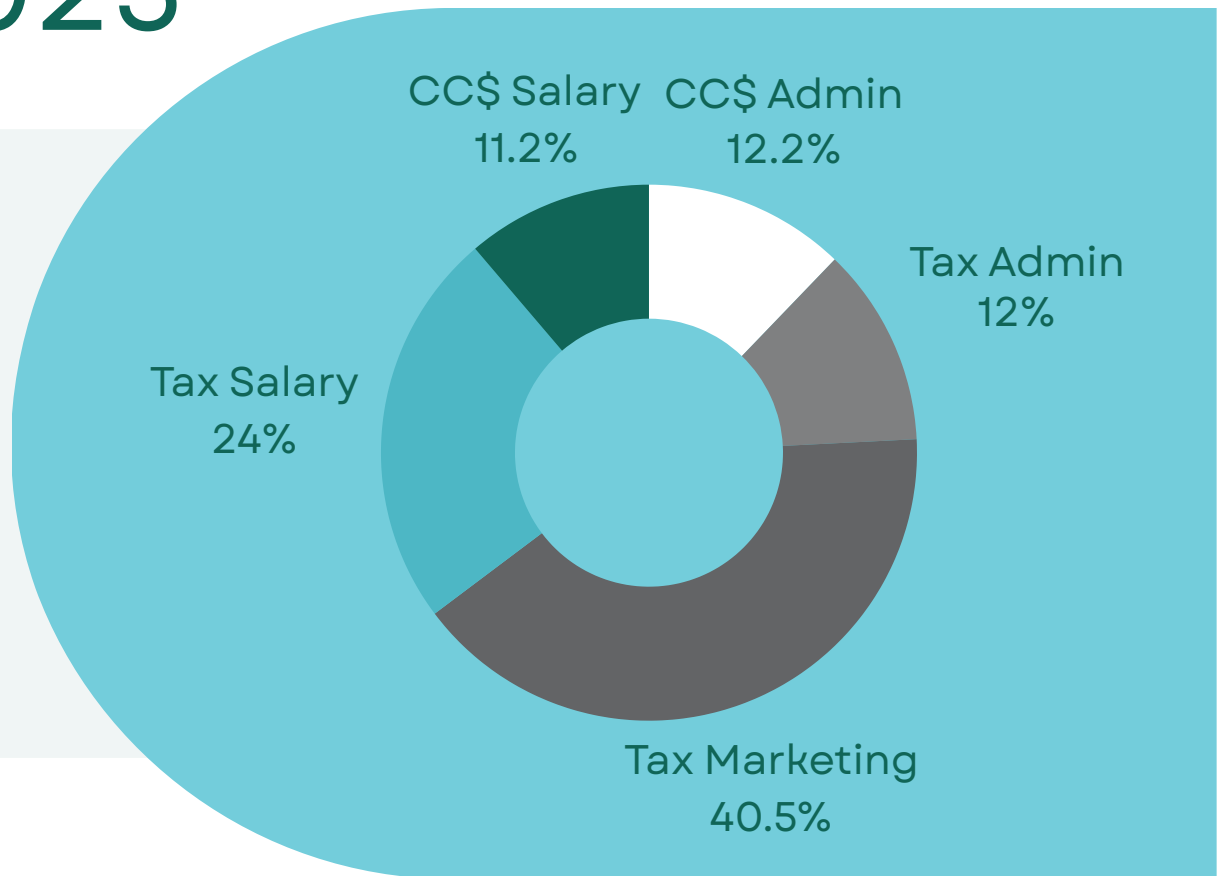
CONNECT more with local businesses to ensure we know as much as possible about their offerings. **UNDERSTAND** as much as possible about the visitors who come to Pendleton as well as the impact of our activities so we can be more effective in our marketing activities in the future. **COLLABORATE** with our local, regional, and state partners to ensure that we are doing the most good with the limited resources available to us.



The tourism sector offers Pendleton County an opportunity for economic growth, as well as improved community health at the same time. The WVU OEDC has noted a direct correlation between the success of the outdoor recreation economy in counties and the social and economic wellbeing of communities where it thrives and is supported..



PLANNING FOR 2025



While the county's tourism industry continues to grow, the total budget for the PCCVB is still modest. Support from the County Commission continues to be essential during this growth phase. We are planning for an independent future in upcoming years.

2025 Will be an Accreditation year for the PCCVB. The reporting submitted for this will be made available upon request.

SUMMARY

We are surrounded every day in Pendleton County by incredibly skilled and hard working people, by unique natural beauty, and history and heritage that has roots that run deep. The PCCVB is dedicated to ensuring that the future of

the tourism economy in our county is one that benefits, honors, and deftly stewards all of these treasures, both natural and man made, and that it will continue to do so for years to come.



Thank you for your consideration!

