

VISIT MOUNTAINEER COUNTRY.com

March 28, 2022

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

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

WVACVB – sgill@fulksandassociates.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 Visit Mountaineer Country Convention and Visitors Bureau (VMCCVB), we respectfully submit the required information and confirm that VMCCVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Susan Riddle, President & CEO, at Susan@VisitMountaineerCountry.com or 304-292-5081 ext. 801 or me at Craig.Walker@fcxinc.com or 304-983-0400 ext. 2164.

Sincerely,

Craig Walker, Board Chair

Susan Riddle, President & CEO

Attachments: Income statement (Jan 1, 2021 – Dec 31, 2021), Balance sheet (Dec 31, 2021), Annual report (2021), and Annual audit (2021).