

March 29, 2022

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 WWACVB 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 (WWACVB) 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 Mercer County Convention and Visitors Bureau, we respectfully submit the required information and confirm that the Mercer County CVB is in full compliance with all WV Code 7-18-13 requirements. We plan to complete a financial review within the due date, as stated in the code.

If you have any questions, please contact Executive Director Jamie Null at [jamie@visitmercercounty.com](mailto:jamie@visitmercercounty.com), or 304-320-1875, Board President Cindy Kraft at [ckraft@billcoleautomall.com](mailto:ckraft@billcoleautomall.com) or accountant Henry Jones at [Henry@hhjonescpa.com](mailto:Henry@hhjonescpa.com).

Sincerely,

Jamie Null



2021  
Annual  
Report



VISIT  
**MERCER COUNTY**  
CONVENTION & VISITORS BUREAU



**MISSION:** The Mercer County CVB creates economic growth promoting the county as a destination.

## 2021 Board of Directors

### EXECUTIVE BOARD

Josh Cline – President

Skip Crane – Vice President

Jeff Disibbio – Secretary

Tammie Lucas – Treasurer

Henry Jones- Past President

### BOARD MEMBERS

Julie Hurley – Bluefield Preservation Society

Tammie Lucas – Community member

Todd Boggess – ATV Outpost

Will Lambert – Blueridge Bee Company

Cindy Kraft – The Vault

### EX-OFFICIO

Jeff Disibbio – Chamber of Commerce of the Two Virginias

Greg Puckett – Mercer County Commission

Jim Spencer – City of Bluefield

Dewey Russell – City of Princeton

Valerie Hendricks – Tourist Information Center, Princeton (WV Parkways)

John O'Neal – Mercer County Development Authority

Henry Jones – Henry Jones, CPA

# Tourism is a tremendous economic driver in Mercer County!

Dear tourism stakeholders and supporters,

As we look back over the past year, we are proud of the tourism community and its role in Mercer County and the rest of southern West Virginia. We gave vacationers a place to call home during uncertain times. This area is a place of adventure but yet evokes a feeling of calm and relaxation, thanks to the wonderful mountains and valleys of Almost Heaven.

It is no surprise that 2021 was a year of recovery for the Mercer County Convention and Visitors Bureaus. We learned to move forward, but yet roll with the punches of uncertainty, ranging from a smaller workforce to canceled festivals and events.

However, the bright spots - increased visitation at local and state parks and a record year on the ATV trails - rounded out the year. The CVB accomplished several goals, such as a complete remodel of the website, a summer photo shoot and visitor signage packages. Our 2021 annual report highlights all of these and more.

Thank you to our industry partners who worked tirelessly to restart the tourism engine and made the adjustments needed, such as new safety protocols. The success of tourism would not be possible without our board of directors, the Mercer County Commission, the cities of Bluefield and Princeton and the towns of Athens and Bramwell. Whether it be arts, dining, ATV trails or scenic views, together we offer a destination.

We look forward to 2022.



Jamie Null, Executive Director  
PO Box 4088, Bluefield, WV 24701  
(304) 325-8438 · 800-221-3206  
[jamie@visitmercercounty.com](mailto:jamie@visitmercercounty.com)  
[VisitMercerCounty.com](http://VisitMercerCounty.com)



### SCAN THE QR CODE

to view upcoming meeting dates, annual reports and other partner resources on our website.

## Four Major Achievements in 2021

- 1** Newly designed website went live featuring an automatic calendar functionality used to promote community events.
- 2** Coordinated with Pinnacle Rock State Park and Coal Heritage Authority on newly designed visitor signage projects.
- 3** 22 new blogs were written to highlight area attractions. This storytelling is crucial in helping potential visitors to understand local attractions and experiences.
- 4** The Mercer County CVB saw a rebound of revenue, with estimated ATV lodging at \$117,897.84 and hotel lodging at \$402,706.32—a total revenue of \$520,604.16

**200+**  
partners

Working to create a positive economic impact by increasing tourism spending in Mercer County.

**207,793**

hotel rooms the Mercer County CVB helped sell in 2021.

**563**

hotel rooms are sold every night in Mercer County.

**\$19,560**

investment by Mercer County CVB in Department of Tourism's co-op advertising program

**\$313,000+**

spent in advertising and marketing

## Hotel Occupancy Rate

Data from Smith Travel Research

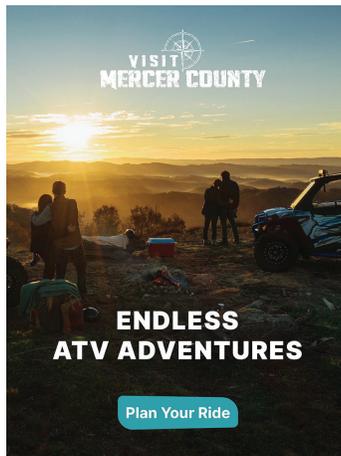
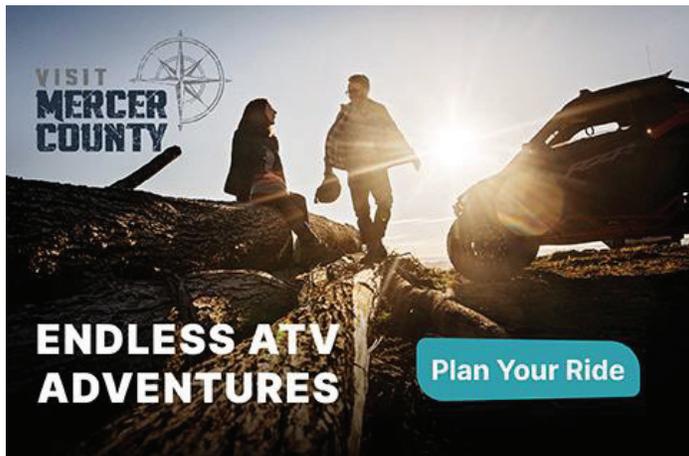
**2019**  
62.3%

**2020**  
41.3%

**2021**  
60.5%

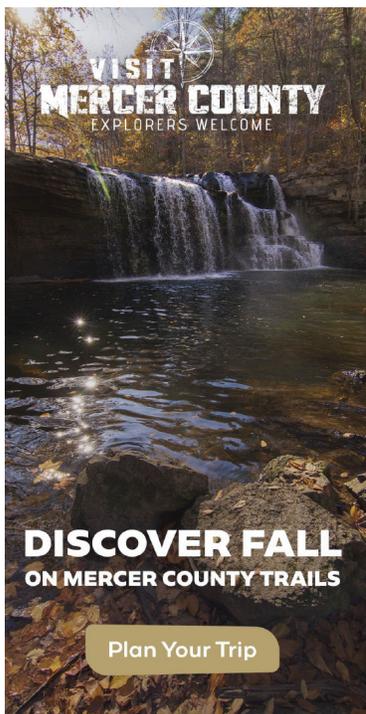


# Campaigns



**ATV Campaign**  
January-November 2021  
Budget: \$6,769

▶ **RESULTS:**  
1,629,040 impressions  
17,783 clicks  
click-thru-rate: 1.09%.



**Fall Campaign**  
January-November 2021  
Budget: \$3,525

▶ **RESULTS:**  
986,088 impressions  
11,009 clicks  
click-thru-rate: 1.12%.



**Shop Local Campaign**  
November-December 2021  
Budget: \$1,282

▶ **RESULTS:**  
301,202 impressions  
3,019 clicks  
click-thru-rate: 1%.



## Digital Data

### Website

Page Views	246,906
Sessions	159,160
Pages/Session	1.55
Average Session	52 seconds
Mobile Traffic	68%

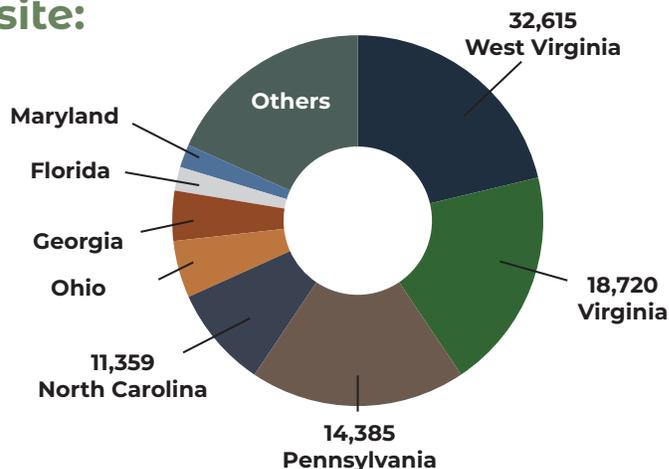
### Facebook

Post Engagements 105,371

**11,889 partner click-thrus**

from our website. That's a 16% increase over 2020.

## Top States Visiting the Website:



# Financial Statements

Mercer County Convention and Visitors Bureau, Inc.  
For the month ended December 31, 2021

Prepared by Henry H. Jones, CPA, PLLC

# Contents

3	Accountants' Compilation Report
4	Statement of Assets, Liabilities and Net Assets - Tax Basis
5	Statements of Revenues and Expenses - Tax Basis
6	Statement of Changes in Net Assets - Tax Basis
7	Statements of Revenues and Expenses - Tax Basis
8	Statement of Changes in Net Assets - Tax Basis
9	Statements of Revenues and Expenses - Tax Basis

# Accountants' Compilation Report

**Mercer County Convention and Visitors Bureau, Inc.**

**For the month ended December 31, 2021**

**Cash Basis**

To the Board of Directors

Mercer County Convention and Visitors Bureau, Inc.

Bluefield, WV

Management is responsible for the accompanying financial statements of Mercer County Convention and Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of assets, liabilities and net assets - tax basis as of December 31, 2021 and 2020, and the related statements of revenues and expenses - tax basis, statements of expenses - tax basis and statement of changes in net assets - tax basis for the periods then ended, and the supplementary budgeted information presented in comparative form in that statement, and for determining that the tax basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the tax basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the tax basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, net assets, revenues and expenses. Accordingly, the financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Mercer County Convention and Visitors Bureau, Inc..

Henry H. Jones, CPA, PLLC

Bluefield, West Virginia

January 10, 2022

# Statement of Assets, Liabilities and Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

As of December 31, 2021

Cash Basis

	DEC 31, 2021	DEC 31, 2020
<b>Assets</b>		
<b>Cash and Cash Equivalents</b>		
Cash on hand	400.00	400.00
First Community Bank MMA	271,746.34	267,192.19
Summit Community Bank checking	561,752.73	364,146.12
<b>Total Cash and Cash Equivalents</b>	<b>833,899.07</b>	<b>631,738.31</b>
<b>Property and Equipment</b>		
<b>Property and Equipment, before Depreciation</b>		
Equipment	28,168.70	28,168.70
Furniture and fixtures	21,254.17	21,254.17
<b>Total Property and Equipment, before Depreciation</b>	<b>49,422.87</b>	<b>49,422.87</b>
Accumulated depreciation	(46,437.81)	(45,243.78)
<b>Net Property and Equipment</b>	<b>2,985.06</b>	<b>4,179.09</b>
<b>Total Assets</b>	<b>836,884.13</b>	<b>635,917.40</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Credit cards payable	1,367.34	419.05
<b>Total Liabilities</b>	<b>1,367.34</b>	<b>419.05</b>
<b>Net Assets</b>		
Net assets without donor restrictions	835,516.79	635,498.35
<b>Total Net Assets</b>	<b>835,516.79</b>	<b>635,498.35</b>
<b>Total Liabilities and Net Assets</b>	<b>836,884.13</b>	<b>635,917.40</b>

See accountants' compilation report.

# Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended December 31, 2021

Cash Basis

	DEC 2021	DEC 2020
<b>Support and Revenues</b>		
Interest income	49.43	59.24
Hotel tax - Bluefield	5,745.12	9,154.14
Hotel tax - Mercer County	48,277.77	103,589.04
Hotel tax - Princeton	981.57	413.19
<b>Total Support and Revenues</b>	<b>55,053.89</b>	<b>113,215.61</b>
<b>Expenses</b>		
Wages and Salaries	17,940.00	15,520.00
Advertising and promotions	12,683.01	14,562.81
Communications expense	756.30	908.23
Depreciation expense	99.50	99.50
Dues and subscriptions	433.29	451.54
Employee benefit package	-	816.66
Equipment rental	179.36	179.47
Insurance - general	963.00	924.00
Legal and accounting expenses	1,500.00	1,475.00
Meals	111.47	-
Miscellaneous expenses	125.00	110.04
Office supplies	55.98	133.35
Postage expense	23.67	-
Rent expense	850.00	800.00
Taxes and licenses	1,415.74	1,215.61
Travel expenses	1,572.33	344.43
<b>Expenses</b>	<b>38,708.65</b>	<b>37,540.64</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>16,345.24</b>	<b>75,674.97</b>

See accountants' compilation report.

# Statement of Changes in Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended December 31, 2021

Cash Basis

	DEC 2021	DEC 2020
<b>Net Assets Without Donor Restrictions</b>		
Net Assets Without Donor Restrictions, Beginning	819,171.55	559,823.38
Net Change in Net Assets Without Donor Restrictions	16,345.24	75,674.97
<b>Net Assets Without Donor Restrictions, Ending</b>	<b>835,516.79</b>	<b>635,498.35</b>

See accountants' compilation report.

# Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended December 31, 2021

Cash Basis

	2021	2020
<b>Support and Revenues</b>		
Interest income	580.35	1,546.20
Gain on Extinguishment of Debt	24,414.00	-
Hotel tax - Bluefield	55,002.20	43,460.55
Hotel tax - Bramwell	1,997.96	2,735.44
Hotel tax - Mercer County	463,724.02	348,333.66
Hotel tax - Princeton	4,500.40	3,967.70
<b>Total Support and Revenues</b>	<b>550,218.93</b>	<b>400,043.55</b>
<b>Expenses</b>		
Wages and Salaries	97,980.00	116,650.15
Administrative expense	92.00	50.55
Advertising and promotions	184,886.14	273,511.75
Communications expense	5,518.47	5,853.42
Depreciation expense	1,194.03	1,194.03
Dues and subscriptions	5,009.40	3,374.04
Employee benefit package	7,974.00	9,866.02
Employee training	295.00	517.84
Equipment rental	2,152.97	2,077.76
Insurance - general	4,377.00	4,277.88
Legal and accounting expenses	15,600.00	15,875.00
Meals	447.35	1,125.74
Miscellaneous expenses	401.00	110.04
Office supplies	219.64	1,267.03
Postage expense	1,512.08	709.69
Rent expense	10,200.00	11,000.00
Repairs and maintenance	-	873.59
Taxes and licenses	8,482.36	9,955.70
Travel expenses	3,859.05	4,971.66
<b>Expenses</b>	<b>350,200.49</b>	<b>463,261.89</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>200,018.44</b>	<b>(63,218.34)</b>

See accountants' compilation report.

# Statement of Changes in Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended December 31, 2021

Cash Basis

	2021	2020
<b>Net Assets Without Donor Restrictions</b>		
Net Assets Without Donor Restrictions, Beginning	635,498.35	698,716.69
Net Change in Net Assets Without Donor Restrictions	200,018.44	(63,218.34)
<b>Net Assets Without Donor Restrictions, Ending</b>	<b>835,516.79</b>	<b>635,498.35</b>

See accountants' compilation report.

# Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended December 31, 2021

Cash Basis

	2021	2021 OVERALL BUDGET	BUDGET VARIANCE
<b>Support and Revenues</b>			
Interest income	580.35	1,500.00	(919.65)
Gain on Extinguishment of Debt	24,414.00	-	24,414.00
Hotel tax - Bluefield	55,002.20	40,000.00	15,002.20
Hotel tax - Bramwell	1,997.96	2,000.00	(2.04)
Hotel tax - Mercer County	463,724.02	340,000.00	123,724.02
Hotel tax - Princeton	4,500.40	3,000.00	1,500.40
<b>Total Support and Revenues</b>	<b>550,218.93</b>	<b>386,500.00</b>	<b>163,718.93</b>
<b>Expenses</b>			
Wages and Salaries	97,980.00	96,000.00	1,980.00
Administrative expense	92.00	300.00	(208.00)
Advertising and promotions	184,886.14	215,000.00	(30,113.86)
Communications expense	5,518.47	6,000.00	(481.53)
Depreciation expense	1,194.03	1,200.00	(5.97)
Dues and subscriptions	5,009.40	2,000.00	3,009.40
Employee benefit package	7,974.00	9,000.00	(1,026.00)
Employee training	295.00	3,000.00	(2,705.00)
Equipment rental	2,152.97	2,000.00	152.97
Insurance - general	4,377.00	4,800.00	(423.00)
Legal and accounting expenses	15,600.00	16,000.00	(400.00)
Meals	447.35	1,700.00	(1,252.65)
Miscellaneous expenses	401.00	2,000.00	(1,599.00)
Office supplies	219.64	3,000.00	(2,780.36)
Postage expense	1,512.08	2,000.00	(487.92)
Rent expense	10,200.00	11,000.00	(800.00)
Repairs and maintenance	-	1,100.00	(1,100.00)
Taxes and licenses	8,482.36	8,400.00	82.36
Travel expenses	3,859.05	2,000.00	1,859.05
<b>Expenses</b>	<b>350,200.49</b>	<b>386,500.00</b>	<b>(36,299.51)</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>200,018.44</b>	<b>-</b>	<b>200,018.44</b>

See accountants' compilation report.