



619 Bland Street | PO Box 4088  
Bluefield, West Virginia 24701



February 16, 2023

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

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

**WVACVB** – Jordan@wvhta.com

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

With the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session, CVBs continue 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 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 Mercer County CVB, we respectfully submit the required information and confirm that Mercer County CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Jamie Null, at [jamie@visitmercercounty.com](mailto:jamie@visitmercercounty.com) or CVB Vice Chair Jeff Disibbio at [jeff@coctwovirginias.com](mailto:jeff@coctwovirginias.com)

Sincerely,

Attachments: Income statement (January 1, 2022 – December 31, 2022), Balance sheet (December 30, 2022), Annual report (2022), and Annual audit/review (2022).

# Financial Statements

Mercer County Convention and Visitors Bureau, Inc.  
For the month ended December 31, 2022

Prepared by Henry H. Jones, CPA, PLLC

# Contents

<b>3</b>	Accountants' Compilation Report
<b>4</b>	Statement of Assets, Liabilities and Net Assets - Tax Basis
<b>5</b>	Statements of Revenues and Expenses - Tax Basis
<b>7</b>	Statement of Changes in Net Assets - Tax Basis
<b>8</b>	Statements of Revenues and Expenses - Tax Basis
<b>10</b>	Statement of Changes in Net Assets - Tax Basis
<b>11</b>	Statements of Revenues and Expenses - Tax Basis

# Accountants' Compilation Report

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

**For the month ended December 31, 2022**

**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, 2022 and 2021, 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 24, 2023

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

Mercer County Convention and Visitors Bureau, Inc.

As of December 31, 2022

Cash Basis

	DEC 31, 2022	DEC 31, 2021
<b>Assets</b>		
<b>Cash and Cash Equivalents</b>		
Cash on hand	400.00	400.00
First Community Bank MMA	275,917.38	271,746.34
Summit Community Bank checking	580,918.40	561,752.73
<b>Total Cash and Cash Equivalents</b>	<b>857,235.78</b>	<b>833,899.07</b>
<b>Property and Equipment</b>		
<b>Property and Equipment, before Depreciation</b>		
Equipment	132,407.40	28,168.70
Furniture and fixtures	29,230.11	21,254.17
<b>Total Property and Equipment, before Depreciation</b>	<b>161,637.51</b>	<b>49,422.87</b>
Accumulated depreciation	(56,451.31)	(46,437.81)
<b>Net Property and Equipment</b>	<b>105,186.20</b>	<b>2,985.06</b>
<b>Total Assets</b>	<b>962,421.98</b>	<b>836,884.13</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Credit cards payable	2,075.30	1,367.34
<b>Total Liabilities</b>	<b>2,075.30</b>	<b>1,367.34</b>
<b>Net Assets</b>		
Net assets without donor restrictions	960,346.68	835,516.79
<b>Total Net Assets</b>	<b>960,346.68</b>	<b>835,516.79</b>
<b>Total Liabilities and Net Assets</b>	<b>962,421.98</b>	<b>836,884.13</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, 2022

Cash Basis

	DEC 2022	DEC 2021
<b>Support and Revenues</b>		
Interest income	1,593.44	49.43
Hotel tax - Bluefield	11,755.26	5,745.12
Hotel tax - Bramwell	2,063.48	-
Hotel tax - Mercer County	69,552.51	48,277.77
Hotel tax - Princeton	12.70	981.57
<b>Total Support and Revenues</b>	<b>84,977.39</b>	<b>55,053.89</b>
<b>Expenses</b>		
Wages and Salaries	19,600.00	17,940.00
Administrative expense	23.45	-
Advertising	-	12,683.01
Communications expense	450.00	756.30
Creative agency fees	9,250.00	-
Depreciation expense	1,981.17	99.50
Dues and subscriptions	239.49	433.29
Employee benefit package	684.00	-
Equipment rental	-	179.36
Insurance - general	1,922.00	963.00
Internet marketing	12,772.33	-
Legal and accounting expenses	1,500.00	1,500.00
Marketing, miscellaneous	25,055.71	-
Meals	1,058.79	111.47
Miscellaneous expenses	(127.61)	125.00
Office supplies	255.91	55.98
Payroll fees	54.06	-
Payroll taxes	1,499.40	1,415.74
Postage expense	-	23.67
Public Relations	5,250.00	-
Rent expense	50.00	850.00
Repairs and maintenance	52.99	-
Taxes and licenses, misc.	23.33	-
Travel expenses	1,974.62	1,572.33
Van expenses	116.51	-

See accountants' compilation report.

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	DEC 2022	DEC 2021
<b>Expenses</b>	<b>83,686.15</b>	<b>38,708.65</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>1,291.24</b>	<b>16,345.24</b>

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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, 2022

Cash Basis

	DEC 2022	DEC 2021
<b>Net Assets Without Donor Restrictions</b>		
Net Assets Without Donor Restrictions, Beginning	959,055.44	819,171.55
Net Change in Net Assets Without Donor Restrictions	1,291.24	16,345.24
<b>Net Assets Without Donor Restrictions, Ending</b>	<b>960,346.68</b>	<b>835,516.79</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, 2022

Cash Basis

	2022	2021
<b>Support and Revenues</b>		
Interest income	8,540.09	580.35
Gain on Extinguishment of Debt	-	24,414.00
Hotel tax - Bluefield	55,767.09	55,002.20
Hotel tax - Bramwell	5,816.83	1,997.96
Hotel tax - Mercer County	596,478.36	463,724.02
Hotel tax - Princeton	4,116.40	4,500.40
<b>Total Support and Revenues</b>	<b>670,718.77</b>	<b>550,218.93</b>
<b>Expenses</b>		
Wages and Salaries	106,840.00	97,980.00
Administrative expense	1,014.43	92.00
Advertising	-	184,886.14
ATV expenses	1,440.37	-
Communications expense	3,561.17	5,518.47
Creative agency fees	111,450.00	-
Depreciation expense	12,361.97	1,194.03
Dues and subscriptions	5,093.70	5,009.40
Employee benefit package	8,098.20	7,974.00
Employee training	1,963.18	295.00
Equipment purchases	629.69	-
Equipment rental	1,834.12	2,152.97
Insurance - general	4,490.40	4,377.00
Internet marketing	124,787.06	-
Legal and accounting expenses	15,600.00	15,600.00
Marketing, miscellaneous	51,881.16	-
Meals	2,367.87	447.35
Miscellaneous expenses	1,306.37	401.00
Office supplies	5,834.59	219.64
Payroll fees	594.66	-
Payroll taxes	8,527.27	8,482.36
Postage expense	2,711.27	1,512.08
Print materials and advertising	22,454.44	-
Public Relations	15,750.00	-
Rent expense	6,250.00	10,200.00
Repairs and maintenance	1,057.25	-

See accountants' compilation report.

	2022	2021
Taxes and licenses, misc.	814.96	-
Travel expenses	6,957.41	3,859.05
Van expenses	4,539.11	-
West Virginia co-ops	15,678.23	-
<b>Expenses</b>	<b>545,888.88</b>	<b>350,200.49</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>124,829.89</b>	<b>200,018.44</b>

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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, 2022

Cash Basis

	2022	2021
<b>Net Assets Without Donor Restrictions</b>		
Net Assets Without Donor Restrictions, Beginning	835,516.79	635,498.35
Net Change in Net Assets Without Donor Restrictions	124,829.89	200,018.44
<b>Net Assets Without Donor Restrictions, Ending</b>	<b>960,346.68</b>	<b>835,516.79</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, 2022

Cash Basis

	2022	2022 OVERALL BUDGET	BUDGET VARIANCE
<b>Support and Revenues</b>			
Interest income	8,540.09	500.00	8,040.09
Hotel tax - Bluefield	55,767.09	55,000.00	767.09
Hotel tax - Bramwell	5,816.83	2,000.00	3,816.83
Hotel tax - Mercer County	596,478.36	440,000.00	156,478.36
Hotel tax - Princeton	4,116.40	3,500.00	616.40
<b>Total Support and Revenues</b>	<b>670,718.77</b>	<b>501,000.00</b>	<b>169,718.77</b>
<b>Expenses</b>			
Wages and Salaries	106,840.00	107,000.00	(160.00)
Administrative expense	1,014.43	1,000.00	14.43
ATV expenses	1,440.37	-	1,440.37
Communications expense	3,561.17	6,000.00	(2,438.83)
Creative agency fees	111,450.00	120,000.00	(8,550.00)
Depreciation expense	12,361.97	1,200.00	11,161.97
Dues and subscriptions	5,093.70	4,500.00	593.70
Employee benefit package	8,098.20	9,600.00	(1,501.80)
Employee training	1,963.18	3,000.00	(1,036.82)
Equipment purchases	629.69	-	629.69
Equipment rental	1,834.12	2,000.00	(165.88)
Insurance - general	4,490.40	5,000.00	(509.60)
Internet marketing	124,787.06	100,000.00	24,787.06
Legal and accounting expenses	15,600.00	16,000.00	(400.00)
Marketing, miscellaneous	51,881.16	21,000.00	30,881.16
Meals	2,367.87	-	2,367.87
Miscellaneous expenses	1,306.37	2,000.00	(693.63)
Office supplies	5,834.59	2,700.00	3,134.59
Payroll fees	594.66	600.00	(5.34)
Payroll taxes	8,527.27	8,800.00	(272.73)
Postage expense	2,711.27	4,000.00	(1,288.73)
Print materials and advertising	22,454.44	20,000.00	2,454.44
Public Relations	15,750.00	-	15,750.00
Rent expense	6,250.00	11,000.00	(4,750.00)
Repairs and maintenance	1,057.25	1,200.00	(142.75)
Taxes and licenses, misc.	814.96	400.00	414.96
Travel expenses	6,957.41	4,000.00	2,957.41

See accountants' compilation report.

	2022	2022 OVERALL BUDGET	BUDGET VARIANCE
Van expenses	4,539.11	-	4,539.11
West Virginia co-ops	15,678.23	50,000.00	(34,321.77)
<b>Expenses</b>	<b>545,888.88</b>	<b>501,000.00</b>	<b>44,888.88</b>
<b>Net Change in Net Assets Without Donor Restrictions</b>	<b>124,829.89</b>	<b>-</b>	<b>124,829.89</b>

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See accountants' compilation report.

## Campaigns



### ATV Video Campaign

Budget: \$25,400.24

#### ▶ RESULTS:

4,154,944 impressions

98,249 clicks

click-thru-rate: 2.36%

### Visitor Guide Campaign

Budget: \$34,122.43

#### ▶ RESULTS:

16,637,396 impressions

37,474 clicks

click-thru-rate: 0.23%



### Holiday Campaign

Budget: \$6,575.52

#### ▶ RESULTS:

2,391,426

13,798 clicks

click-thru-rate: 0.58%



## Four Major Achievements in 2022

1

The Mercer County CVB won a "Stars of Almost Heaven" Industry Award for the best co-op ad at the 2022 Governor's Conference on Tourism.

2

The CVB also passed through the West Virginia Association of CVB's accreditation program. The process occurs every four years.

3

A new mobile visitor center will hit the road in 2023. The organization is taking tourism in Mercer County to a new level with the purchase of a sprinter van, modified as a visitor center.

4

The CVB moved in 2022. We now share a building with the Chamber of Commerce of the Two Virginias. Here's to continued renovations.



2022  
Annual  
Report

VISIT  
MERCER COUNTY  
CONVENTION & VISITORS BUREAU

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

## 2022 Board of Directors

### EXECUTIVE BOARD

Cindy Kraft – President  
BARK Board Member

Jeff Disibbio – Vice President  
Chamber of Commerce  
of the Two Virginias

Tammie Lucas – Treasurer  
Sinclair Broadcast Group

### BOARD MEMBERS

Patrice Belcher  
WV Turnpike Authority

Henry Jones - exofficio  
Accountant/Rotary Member

Julie Hurley  
Community Member

Greg Puckett  
County Commissioner

John O'Neal  
Mercer County Economic  
Development Authority

Jim Spencer  
City of Bluefield

Samuel L. Lusk  
City of Princeton

Todd Boggess  
E T Boggess Architect, Inc.

Ansel Ponder  
Bluefield State University

Nicole Thompson  
Bluefield Area Arts Center/  
The Granada

Mandy Fink  
Bramwell Corner Shop

Phil Lane  
VP Hotel Management

## Tourism is a tremendous economic driver in Mercer County!

Dear tourism stakeholders and supporters,

It is my honor to present to you the 2022 Mercer County Convention and Visitors Bureau's annual report. It has been a year of exciting new changes - a new home, a mobile visitor center and a new addition to our strategic plan.

Leaning on the success of 2021, the Mercer County CVB continued to push outdoor recreation. However, it takes many different facets of tourism to complete a destination. The arts, dining, shopping and events help round out our destination. With good partners, trip planning for advertising and public relations becomes easier, and memorable. In 2022, the CVB was able to welcome two travel influencers and hire a public relations company to continue raising brand awareness about Mercer County and West Virginia.

The CVB accomplished several goals in 2022. We will hit the road soon in our new mobile visitor center. Visitors are also able to visit us at our new location at 619 Bland Street in downtown Bluefield. We are excited to continue our partnership and share office space with the Chamber of Commerce of the Two Virginias.

Our 2022 annual report highlights all of these new changes and more. 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.

We look forward to 2023 in Almost Heaven.



*Jamie Null*

Jamie Null,  
Executive Director  
(304) 325-8438

[jamie@visitmercercounty.com](mailto:jamie@visitmercercounty.com)

PO Box 4088  
Bluefield, WV 24701  
800-221-3206

[VisitMercerCounty.com](http://VisitMercerCounty.com)



### SCAN THE QR CODE

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

**\$ 130.7 million**  
in visitor spending in Mercer County

\*Resource: Dean Runyan Travel Impacts study 2021

**200+**  
partners

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

**207,861**

hotel rooms the Mercer County CVB  
helped sell in 2021.

**10,000**

(estimate) room nights sold along  
the ATV Trails in Mercer County

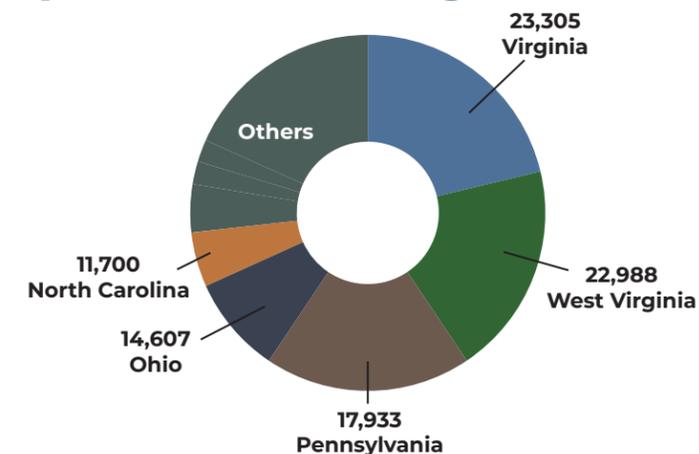
**\$38,350**

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

**\$342,000**

spent in  
advertising  
and marketing

## Top States Visiting the Website:



## Hotel Occupancy Rate

Data from Smith Travel Research

Increase of 1.4 percent



## Digital Data

**313,701**

Website Page Views

**233,672**

Website Sessions

**1.34**

Website Pages/Session

**38 seconds**

Average Session

**6,979**

Partner Click-Thrus

**870**

Visitor Guide

Requests

**375**

Newsletter Sign-ups

**401**

ATV Guide Requests

**750**

Candy Cane Trail  
Sign-Ups

The CVB welcomed two travel influencers  
to Mercer County in 2022. Those visits resulted in

**148,179**

accounts reached

and an earned media value of almost

**\$200,000** with a \$6,000 investment.

Pineapple PR (hired Dec. 2022)

**1 Million**  
Impressions in 2022

Editorial Value =

**\$27.8k** in 2022