



# 2024 ANNUAL REPORT

## HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.



**Dear tourism stakeholders,**

It is my honor to present the Historic Fayetteville Convention & Visitors Bureau Inc.'s (DBA Visit Fayetteville) annual report for 2024. We appreciate our lodging properties, industry partners, and the Town of Fayetteville for their continued support. These partnerships enable us to market and promote Fayetteville as a premier destination.

Tourism-driven visitor traffic fuels economic development, sustains and creates jobs, as well as enhances the quality of life for our community. Fayetteville is truly a place like no other, with its breathtaking natural beauty, unique attractions, charming shops, delicious eateries, and wonderful people who have stories to tell and experiences to share.

Recognizing and celebrating our community is central to our mission. In 2024, we launched the Fayetteville Ambassador Program, inviting both visitors and residents to share their stories and bring authentic storytelling to the forefront of our campaigns. Additionally, we expanded the Finding Fayetteville project by launching a video series that features residents sharing personal stories and the rich history of our town.

Visit Fayetteville is a nonprofit 501(c)(6) organization funded by 50% of the hotel/motel tax collected in the Town of Fayetteville. We are grateful for the town's additional 7.5% monthly match, which allows us to partner with Visit Southern West Virginia to expand our reach. We collaborate with the WV Division of Tourism, Visit Southern West Virginia, the New River Gorge Convention & Visitors Bureau, the Town of Fayetteville, the WV Association of CVBs (WVACVB), and other tourism-related businesses to promote Fayetteville as a must-visit destination.

Also in 2024, we expanded our marketing efforts to highlight Fayetteville's unique charm year-round, focusing on increasing visitation during the shoulder seasons and inspiring longer stays through curated itineraries. We enhanced visitor engagement by refining our branding and outreach strategies, ensuring travelers can easily access the resources they need to experience the best of Fayetteville. From celebrating our rich history and culture to promoting outdoor recreation, our initiatives have strengthened Fayetteville's reputation as a vibrant and welcoming destination.

As part of our accreditation through the WVACVB, Visit Fayetteville follows industry standards and compliance requirements, including:

- Submitting an annual budget that aligns with industry standards: 40% marketing, 40% personnel, and 20% administrative.
- Submitting a marketing plan targeting visitors from outside a 50-mile radius.
- Maintaining a full-time executive director.
- Operating a physical office and visitor center.
- Completing the accreditation process every three years.

Executive Director

**CERTIFIED**  
West Virginia  
Convention &  
Visitors Bureau



**VISITFAYETTEVILLEWV.COM**

- [info@VisitFayettevilleWV](mailto:info@VisitFayettevilleWV)
- [VisitFayettevilleWV.com](http://VisitFayettevilleWV.com)
- [@VisitFayettevilleWV](https://www.instagram.com/VisitFayettevilleWV)

## STATE TRENDS

### Tourism By The Numbers



8.7 B

Total Economic Impact



1.0 B

Total Taxes Generated



60 K

Total Jobs Supported

Tourism generates \$835 per household in tax dollars



West Virginia has seen a 2.3 Million increase in Visitors to WV in 2023.



75 M Visitors

Tourism supports 1 in 15 jobs in WV

## FAYETTE COUNTY TRENDS

Fayette \$170.64 Million in spending in 2023

Tourism supported 1,655 jobs, \$1,021 per household in tax savings

Source: Economic Impact of Tourism in West Virginia -2023 West Virginia Tourism -Published Jan 2024

## VISIT FAYETTEVILLE BOARD MEMBERS

**Amy McLaughlin, President**

Lafayette Flats Boutique  
Vacation Rentals

**Mary Ann Roberts,  
Treasurer**

Protech Associates

**Bill Wells**

The Gaines Estate & Vacation  
Rental Owner

**Lauren Weatherford, Vice  
President**

WVU Extension Service

**Mayor Sharon  
Cruikshank, Town of  
Fayetteville Representative**

**Ashley Chouinard**  
Wild Blue Adventures &  
Vacation Rental Owner

**Holly Fussell, Secretary**  
Water Stone Outdoors &  
Vacation Rental Owner

**Mara Petretich**  
Vacation Rental Owner

# FAYETTEVILLE MAKES NATIONAL HEADLINES WITH 2024 HIGHLIGHTS



## BENEFITS OF PARTNERSHIP WITH VISIT SOUTHERN WV

- Official Visitors Guide Distribution of -100,000
- Motorcycle Touring Guide Distribution of-25,000
- National Advertising Campaigns
- Targeted Digital Advertising
- WV Tourism Cooperative Ads
- Facilitation of Visits from Travel Writers & Influencers
- Event Sponsorships Like the Spartan Race
- Representation at Travel Shows, Domestic and International
- NRG-VSWV-VFCVB Co-op Landing Page 57.666 views 49,748 active users
- Video Photo Shoot

## PARNTERSHIPS

- Town of Fayetteville
- Lodging Partners
- Visit Southern WV
- New River Gorge CVB
- WV Tourism
- Fayetteville Merchants
- Active Southern West Virginia
- Fayetteville Fairs & Festivals Committee
- WV Association of CVBs
- Love Hope Center for the Arts
- National Park Service
- WV Division of Rehabilitation Services
- WV Rivers Coalition
- Fayette Institute of Technology Students
- Fayetteville PK-8
- WV Rivers Coalition
- WV Hospitality & Travel Association
- Southeast Tourism Society

# VISIT FAYETTEVILLE SPENT \$130,323 ON MARKETING WHICH IS 60% OF THE BUDGET

## PAID ADVERTISING

- Travel Taste and Tour
- Highland Outdoors
- WV Explorer Media
- WV Tourism Cooperative Advertising
- Partnerships with Visit Southern WV & New River Gorge CVB
- Influencers/ Travel Writers
- National Geographic
- Pinterest
- WV Living
- Streaming
- Social Media Campaigns

## CAMPAIGN SAMPLING



## VISITOR GUIDES



# WEBSITE

- 81,000 new users
- 101,930 sessions
- 221,778 page views
- 1 minutes per session

### Top States:

West Virginia, Virginia, Pennsylvania, Florida, North Carolina, Ohio, New York, Georgia

### Top cities:

Ashburn VA, Pittsburgh PA, Charleston WV, New York NY, Atlanta GA, Chicago La, Fayetteville WV, Oak Hill WV, Washington DC

# SOCIAL MEDIA FOLLOWERS

- Facebook 24,752
- Instagram 10,670
- Tik Tok 1,135

# MAJOR PROJECTS

## National Geographic Regional Partnership with WV Tourism \$100,000 Campaign

- 9M social impressions delivered
- 1.3M impression
- 49K social engagements and 92K clicks on social content
- 101K pageviews of sponsored travel guide digital content
- 523K impressions for AV digital ads on sponsored content

## FINDING FAYETTEVILLE VIDEOS



## INCREASED VIDEO CONTENT

<p><b>We can't wait to see all you crazies (we say...</b></p> <p>Tue Dec 31, 9:46am</p> <p>41.7K    81</p> <p>14    13</p>	<p><b>One of our favorite traditions is the...</b></p> <p>Fri Dec 27, 6:05pm</p> <p>23.3K    115</p> <p>4    24</p>	<p><b>Fayetteville is ready to dazzle this holiday...</b></p> <p>Mon Nov 25, 2:54pm</p> <p>14.9K    111</p> <p>9    73</p>	<p><b>Zenda is 🍊 and our fam asked for more ,...</b></p> <p>Tue Dec 17, 3:09pm</p> <p>12.5K    280</p> <p>20    28</p>
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## FAYETTEVILLE AMBASSADOR PROGRAM



## EVENTS

### Visit Fayetteville Organized Events

- Fayette Station Polar Swim
- Fayetteville's Wizard Weekend
- Fayette Station Witches Paddle
- Bridge Day Chili Cook-off
- Gnomvember

### Visit Fayetteville Partnership/ Sponsored Events

- Foraging Hikes
- Rim to Rim Race
- Fayetteville's Heritage Festival & 4th of July Celebration
- Vintage in the Ville
- Artist of the New Festival
- Gingerbread Festival
- Thunder in the Mountains
- First Fridays
- New River Gorge National Park Spring Fling / Hidden History Happenings
- Finding Fayetteville Events
- Fayetteville Song Writers Festival
- Fayetteville's Clean Water Weekend



Photos by Jay Young

## AWARDS



- Visit Fayetteville was awarded the 2024 Stars of Almost Heaven Award for Cooperative Advertising in partnership with Visit Southern WV and the New River Gorge CVB.
- Awarded by the WV Tourism Advisory Council Members for a scholarship for Southeast Tourism Marketing College first year program.



**Historic Fayetteville Convention & Visitors Bureau**  
**Statement of Financial Position**  
**As of December 31, 2024**

**Assets**

	<b>2024</b>
<b>Current Assets</b>	
Checking - Fayette County National Bank	\$ 39,949.92
Savings - Certificate of Deposit	3,053.73
Truist Money Market	<u>50,419.44</u>
<b>Total Current Assets</b>	<u>93,423.09</u>
<b>Property and Equipment</b>	
Furniture and equipment	27,440.84
Accumulated depreciation	<u>(27,440.84)</u>
<b>Net Property and Equipment</b>	<u>0.00</u>
<b>Total Assets</b>	<u><u>\$ 93,423.09</u></u>

**Liabilities and Net Assets**

	<b>2024</b>
<b>Current Liabilities</b>	
Payroll tax liabilities	\$ <u>947.04</u>
<b>Total Current Liabilities</b>	<u>947.04</u>
<b>Net Assets</b>	
Without Donor Restrictions	<u>92,476.05</u>
<b>Total Net Assets</b>	<u>92,476.05</u>
<b>Total Liabilities and Net Assets</b>	<u><u>\$ 93,423.09</u></u>

*See accompanying notes.*  
*No assurance is provided on these financial statements.*

**Historic Fayetteville Convention & Visitors Bureau**  
**Statements of Revenues, Expenses and Other Changes in Net Assets**  
**For the 1 Month and 12 Months Ended December 31, 2024**

	2024 Month	2024 YTD	2024 Budget
<b>Revenue</b>			
Hotel/Motel tax	\$ 22,588.51	\$ 198,426.95	\$ 176,300.00
Visit Southern WV Town Share	1,581.20	13,889.90	12,341.00
Chili cookoff	0.00	9,922.00	7,583.00
Wizard Weekend	0.00	1,335.00	800.00
Events - Other	0.00	180.00	0.00
Miscellaneous income	0.00	67.00	118.00
Interest income	330.99	512.53	28.00
Gateway Community Grant	0.00	4,046.79	4,000.00
WVDRS OJT Program	0.00	6,565.00	12,000.00
	<u>24,500.70</u>	<u>234,945.17</u>	<u>213,170.00</u>
<b>Total Revenue</b>			
	<u>24,500.70</u>	<u>234,945.17</u>	<u>213,170.00</u>
<b>Expenses</b>			
Marketing - advertising	12,644.87	37,840.96	31,810.00
Marketing Outreach - Wages	1,668.00	18,648.04	16,000.00
Marketing Outreach - Payroll taxes	146.51	1,779.96	0.00
Visit Southern WV	6,776.53	59,675.88	52,890.00
Event expense - Wizard Weekend	150.00	1,389.45	1,200.00
Event expense - Chili Cookoff	0.00	7,437.12	5,000.00
Event expense - Other	0.00	1,418.50	2,120.00
Gateway Community Grant expense	0.00	3,851.89	4,000.00
Professional development & education	200.00	3,912.87	8,220.00
Salaries and wages	3,063.40	40,410.79	55,160.00
Payroll taxes	234.35	3,362.95	7,000.00
Taxes - licenses and other	40.00	115.00	60.00
Professional fees	0.00	8,800.00	7,350.00
Office supplies	7.97	2,206.32	3,000.00
Dues and memberships	0.00	908.00	0.00
Insurance	0.00	3,122.00	2,800.00
Repairs and maintenance	20.90	264.95	1,000.00
Rent and lease	1,170.00	10,960.00	10,560.00
Utilities	633.39	4,842.73	5,000.00
	<u>26,755.92</u>	<u>210,947.41</u>	<u>213,170.00</u>
<b>Total Expenses</b>			
	<u>26,755.92</u>	<u>210,947.41</u>	<u>213,170.00</u>
<b>Increase (Decrease) in Net Assets</b>	(2,255.22)	23,997.76	\$ <u>0.00</u>
<b>Net Assets, Beginning</b>	<u>94,731.27</u>	<u>68,478.29</u>	
<b>Net Assets, Ending</b>	<u>\$ 92,476.05</u>	<u>\$ 92,476.05</u>	

**HISTORIC FAYETTEVILLE CONVENTION &  
VISITORS BUREAU, INC.  
FAYETTEVILLE, WEST VIRGINIA**

**FINANCIAL STATEMENTS  
YEAR ENDED DECEMBER 31, 2024**

**RICHMOND & COMPANY, CPA'S, A.C.  
P.O. BOX 1204  
BECKLEY, WV 25802-1204**

**HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.**

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## ***RICHMOND & COMPANY***

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### INDEPENDENT ACCOUNTANT'S REVIEW REPORT

To the Board of Directors of  
**Historic Fayetteville Convention & Visitors Bureau, Inc.**

Fayetteville, West Virginia

We have reviewed the accompanying financial statements of Historic Fayetteville Convention & Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of assets, liabilities, and net assets-income tax basis as of December 31, 2024, and the related statement of revenues, expenses, and changes in net assets-income tax basis and functional expenses-income tax basis for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of entity management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

#### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the income tax basis of accounting; this includes determining that the income tax basis of accounting is an acceptable basis for the preparation of financial statements in the circumstances. Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

#### **Accountant's Responsibility**

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with the income tax basis of accounting. We believe that the results of our procedures provide a reasonable basis for our conclusion.

We are required to be independent of Historic Fayetteville Convention & Visitors Bureau, Inc. and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements related to our review.

**Accountant's Conclusion**

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with the income tax basis of accounting.

**Basis of Accounting**

We draw attention to Note 2 of the financial statements, which describes the basis of accounting. The financial statements are prepared in accordance with the income basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our conclusion is not modified with respect to this matter.

COMPANY  
Certified Public Accountants  
Beckley, WV  
February 14, 2025

**HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.**  
**STATEMENT OF ASSETS, LIABILITIES AND NET ASSETS - INCOME TAX BASIS**  
**DECEMBER 31, 2024**

	<u>2024</u>
<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Cash and cash equivalents	\$ 90,369
<b>TOTAL CURRENT ASSETS</b>	<u>90,369</u>
<b>INVESTMENTS</b>	
Certificate of deposit	<u>3,054</u>
<b>PROPERTY AND EQUIPMENT</b>	
Furniture and equipment	27,441
Less: Accumulated depreciation	<u>(27,441)</u>
<b>NET PROPERTY AND EQUIPMENT</b>	<u>-</u>
<b>TOTAL ASSETS</b>	<u><u>\$ 93,423</u></u>

**LIABILITIES AND NET ASSETS**

<b>CURRENT LIABILITIES</b>	
Payroll tax liabilities	\$ 947
Sales tax payable	<u>533</u>
<b>TOTAL CURRENT LIABILITIES</b>	<u>1,480</u>
<b>NET ASSETS</b>	
Net assets without donor restrictions	<u>91,943</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$ 93,423</u></u>

See accompanying notes and independent accountants' review report.

**HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.**  
**STATEMENT OF REVENUES, EXPENSES AND CHANGES IN**  
**NET ASSETS - INCOME TAX BASIS**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

	<b>2024</b>
<b>Revenues and support</b>	
Lodging tax - Town of Fayetteville	\$ 198,427
Lodging tax - Visit Southern West Virginia Town Match	13,890
Event and other income	22,116
Interest income	513
<b>Total Revenues and support</b>	234,946
<b>Expenses</b>	
Program services	184,022
Management and general	27,459
<b>Total Expenses</b>	211,481
<b>Change in Net Assets</b>	23,465
<b>Net Assets Without Donor Restrictions, Beginning of Year</b>	68,478
<b>Net Assets Without Donor Restrictions, End of Year</b>	\$ 91,943

See accompanying notes and independent accountants' review report.

**HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.**  
**STATEMENT OF FUNCTIONAL EXPENSES - INCOME TAX BASIS**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

	<u>Program Services</u>	<u>Management &amp; General</u>	<u>Total</u>
Advertising and marketing	\$ 121,797	\$ -	\$ 121,797
Event marketing promotion	10,245	-	10,245
Dues and subscriptions	908	-	908
Insurance	2,498	624	3,122
Professional development & education	-	3,913	3,913
Office expense	-	2,206	2,206
Taxes - licenses and other	648	-	648
Taxes - payroll	2,690	673	3,363
Professional fees	-	8,800	8,800
Rent	8,768	2,192	10,960
Repairs and maintenance	265	-	265
Salaries and wages	32,329	8,082	40,411
Utilities	3,874	969	4,843
<b>TOTAL</b>	<u>\$ 184,022</u>	<u>\$ 27,459</u>	<u>\$ 211,481</u>

See accompanying notes and independent accountants' review report.

# HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.

## NOTES TO FINANCIAL STATEMENTS

### NOTE 1 - DESCRIPTION OF ORGANIZATION

**Historic Fayetteville Convention & Visitors Bureau, Inc.** (the "Organization"), DBA Visit Fayetteville, is a nonprofit corporation organized under the laws of the State of West Virginia. The Organization, located in the town of Fayetteville, West Virginia, operates a convention and visitors bureau with the main purpose to promote tourism and attract visitors to increase overnight visitation in Fayetteville, West Virginia.

### NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

**BASIS OF ACCOUNTING:** The accompanying financial statements have been prepared on the income tax basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles (GAAP). The Organization uses the Accelerated Cost Recovery System (ACRS) and Modified Accelerated Cost Recovery System (MACRS) in depreciating its property. Under ACRS and MACRS, depreciation is determined over periods of time that are shorter than those used in accordance with GAAP. Additionally, the income tax methods used to capitalize and amortize amortizable assets differ from those used under GAAP. Accordingly, certain revenues are recognized when received and certain expenses are recognized when paid.

**FINANCIAL STATEMENT PRESENTATION:** The Organization's financial statements present financial position and activities according to two classes of net assets: without donor restrictions and with donor restrictions.

**CASH AND CASH EQUIVALENTS:** For the purposes of financial reporting, the Organization considers all liquid investments with an initial maturity of six months or less to be cash equivalents. Restricted cash, if any, and other instruments with maturities of more than three months are excluded from cash and cash equivalents.

**INVESTMENTS:** Investments include a twenty-four month certificate of deposit. Interest is paid at regular intervals and added to the value at that time.

**PROPERTY AND EQUIPMENT:** Property and equipment is reported at cost less accumulated depreciation. Repairs and maintenance costs are expenses as incurred. The Organization capitalizes all property, furniture and equipment with cost exceeding \$2,500 and economic benefits which exceed more than one accounting period.

Depreciation expense is computed in conformity with the existing tax regulations, which are primarily accelerated methods. Depreciation expense for the year ended December 31, 2024 was \$0.

**REVENUE AND SUPPORT:** Revenues are recorded as without donor restrictions or with donor restrictions, depending on the existence and/or nature of any donor restrictions. When a restriction expires (that is, when a stipulated time restriction ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the Statement of Revenues, Expenses and Changes in Net Assets as net assets released from restrictions. However, if a restriction is fulfilled in the same time period in which the contribution is received, the Organization reports the support as without donor restrictions.

**INCOME TAXES:** The Organization is exempt from income taxes as a nonprofit (tax exempt) organization under Section 501(c) (6) of the Internal Revenue Code. Accordingly, no provision for income taxes is reflected in these financial statements.

See independent accountants' review report.

# HISTORIC FAYETTEVILLE CONVENTION & VISITORS BUREAU, INC.

## NOTES TO FINANCIAL STATEMENTS

### NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

As a “tax exempt” entity, benefits of a tax position consist mainly of substantiating the exempt status. Management believes that it is more likely than not that this position will be sustained on examination by the various taxing authorities the records are subject to, based on the technical merits of the position. Interest and penalties will be included in income tax expense if a tax position is not sustained under examination.

**CONCENTRATIONS:** The Organization’s cash balances were insured by the Federal Deposit Insurance Corporation up to \$250,000 at December 31, 2024.

The Organization receives a legislatively mandated percentage of hotel occupancy tax collected by the City of Fayetteville and the Fayette County Commission. For the year ended December 31, 2024, substantially all revenues were derived from these sources, and any material change could have a near-term impact on the Organization.

**ADVERTISING:** Advertising is expensed as payment is made.

**ALLOCATION OF EXPENSES:** Administrative expenses include an allocation of payroll costs associated with the executive director based on estimated time spent on associated duties. For 2024, the allocation of the executive director’s payroll cost is 20% to administrative and 80% to program services. Accordingly, associated costs for insurance, rent and utilities were allocated in the same manner using the same percentages as for payroll costs.

### NOTE 3 – AVAILABILITY OF FINANCIAL ASSETS

The following reflects the Organization’s financial assets as of December 31, 2024, reduced by amounts not available for general use because of contractual or donor-imposed restrictions within one year. Amounts already appropriated for expenditure within one year have not been subtracted as unavailable.

	<b>2024</b>
Cash and cash equivalents	\$ 90,369
Investments (Certificate of deposit)	3,054
Financial assets available to meet cash needs for general expenditures within one year	<u>\$ 93,423</u>

As part of the Organization’s liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due.

### NOTE 4 - SUBSEQUENT EVENTS

The Organization has evaluated subsequent events through February 14, 2025, the date which the financial statements were available to be issued.

See independent accountants’ review report.