



971 State Route 34, Suite 1, Hurricane, WV 25526
(304) 757-7282 www.visitputnamwv.com

August 8, 2023

Putnam County Commission - mjsmith@putnamwv.org

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

WV Joint Committee on Government & Finance –

https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm

WVACVB – Jnuzum@bowlesrice.com

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

In compliance with W.Va. Code §7-18-13a, we are submitting to the Putnam County Commission, WWSAO, WV Joint Committee on Government & Finance, and WVACVB the following for the fiscal year ending June 30, 2024:

- Balance sheet – annually,
- Income statement - annually, and
- Our most recently completed (FY2023) financial review

In addition, we are accredited by the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va., which conforms to code §7-18-13a(b) and 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 Putnam County Convention and Visitors Bureau, I respectfully submit the required information and confirm that the organization is in full compliance with all WV Code 7-18-13 requirements. If you have any questions, please contact me at kelli@putnamcountycvb.com or 304-757-7282.

Sincerely,

A handwritten signature in black ink, appearing to read "Kelli Steele".

Kelli Steele
Executive Director

A handwritten signature in black ink, appearing to read "Dave Gilpin".

Dave Gilpin
Board President

Attachments: *Income statement (July 1, 2022 – June 30, 2023), Balance sheet (June 30, 2023), Annual report (FY2023), and most recent Annual audit/review (FY2022).*

Putnam County Convention and Visitors Bureau

Budget vs. Actuals: FY_2024 - FY24 P&L

July 2023 - June 2024

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
505 Income-County Commission	179,750.00	238,285.00	-58,535.00	75.43 %
507 Income-Tourism Grant		0.00	0.00	
520 Income-Events	120.00	1,100.00	-980.00	10.91 %
Services	915.93		915.93	
Unapplied Cash Payment Income	57,500.00		57,500.00	
Total Revenue	\$238,285.93	\$239,385.00	\$ -1,099.07	99.54 %
GROSS PROFIT	\$238,285.93	\$239,385.00	\$ -1,099.07	99.54 %
Expenditures				
Overhead				
730 Bank Fees	230.62		230.62	
740 Accounting/Audit Review	8,581.00	8,250.00	331.00	104.01 %
779 Insurance	3,255.00	3,500.00	-245.00	93.00 %
790 Equipment	1,382.44	1,700.00	-317.56	81.32 %
825 Miscellaneous/Special Projects	907.08	900.00	7.08	100.79 %
830 Membership Fees/License	2,805.10	2,900.00	-94.90	96.73 %
845 Postage	151.82	200.00	-48.18	75.91 %
850 Rent	10,219.80	11,000.00	-780.20	92.91 %
870 Supplies-Office	1,192.65	1,200.00	-7.35	99.39 %
881 Telephone	1,736.78	1,600.00	136.78	108.55 %
885 Travel	915.65	1,250.00	-334.35	73.25 %
888 IT Services & Operations Software	1,077.78	1,200.00	-122.22	89.82 %
Total Overhead	32,455.72	33,700.00	-1,244.28	96.31 %
Personnel				
775 Salaries/Wages	77,881.39	74,000.00	3,881.39	105.25 %
776 Taxes	6,233.89		6,233.89	
Total 775 Salaries/Wages	84,115.28	74,000.00	10,115.28	113.67 %
Total Personnel	84,115.28	74,000.00	10,115.28	113.67 %
Promotional & Advertising Expenses				
744 Advertising & Marketing	53,866.39	55,000.00	-1,133.61	97.94 %
747 Digital Tools & Apps	27,818.29	29,000.00	-1,181.71	95.93 %
750 Brochures	3,446.89	9,500.00	-6,053.11	36.28 %
768 Design	941.48	900.00	41.48	104.61 %
769 Events	6,189.29	8,500.00	-2,310.71	72.82 %
769-07 Putnam County Fair	971.17		971.17	
769-08 Gritts Fall Fun Farm	-67.07		-67.07	
769-09 Bridge to Ridge	-174.26		-174.26	
769-10 Putnam Preview	1.00		1.00	
769-13 WV Food Truck Festival	445.85		445.85	
769-19 Tastes and Talents	418.66		418.66	
769-23 Event Attraction		0.00	0.00	
Total 769 Events	7,784.64	8,500.00	-715.36	91.58 %

Putnam County Convention and Visitors Bureau

Budget vs. Actuals: FY_2024 - FY24 P&L

July 2023 - June 2024

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
771 Visitors Center & Services	7,203.90	7,500.00	-296.10	96.05 %
774 Multimedia Production	2,477.71	2,500.00	-22.29	99.11 %
847 Printing/Duplication	-44.88		-44.88	
855 Research & Analytics	28,560.00	28,600.00	-40.00	99.86 %
887 Training/Workshops	4,310.58	3,200.00	1,110.58	134.71 %
Total Promotional & Advertising Expenses	136,250.52	144,700.00	-8,449.48	94.16 %
Uncategorized Expense	-70.25		-70.25	
Total Expenditures	\$252,751.27	\$252,400.00	\$351.27	100.14 %
NET OPERATING REVENUE	\$ -14,465.34	\$ -13,015.00	\$ -1,450.34	111.14 %
Other Revenue				
512 Income-Interest	731.96		731.96	
515 Income-Misc	15.60		15.60	
Total Other Revenue	\$747.56	\$0.00	\$747.56	0.00%
NET OTHER REVENUE	\$747.56	\$0.00	\$747.56	0.00%
NET REVENUE	\$ -13,717.78	\$ -13,015.00	\$ -702.78	105.40 %

Putnam County Convention and Visitors Bureau

Statement of Financial Position

As of June 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking (7200)	50,294.63
Reserve Checking (3440)	104,875.26
Total Bank Accounts	\$155,169.89
Accounts Receivable	
120 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
125 Prepaid Rent	9,500.00
Interest Income Receivable	0.00
Prepaid Expense	0.00
Tax Credit Receivable	0.32
Uncategorized Asset	0.00
Total Other Current Assets	\$9,500.32
Total Current Assets	\$164,670.21
Fixed Assets	
140 Furniture & Fixtures	4,134.00
150 Leasehold Improvements	7,000.00
160 Accumulated Depreciation	-7,063.32
Total Fixed Assets	\$4,070.68
TOTAL ASSETS	\$168,740.89
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
313 Accounts Payable	87.00
Total Accounts Payable	\$87.00
Credit Cards	
Credit Card (1006)	2,039.48
Total Credit Cards	\$2,039.48
Other Current Liabilities	
205 Federal Tax Withheld	0.00
206 State Tax Withheld	193.00
207 FICA Withheld	170.32
375 N/P Putnam County parks	0.00
Accrued Payroll Expense	1,389.00
Sales Tax Agency Payable	0.00
Total Other Current Liabilities	\$1,752.32
Total Current Liabilities	\$3,878.80
Total Liabilities	\$3,878.80

Putnam County Convention and Visitors Bureau

Statement of Financial Position

As of June 30, 2024

	TOTAL
Equity	
3900 Retained Earnings	137,700.87
471 Net Assets w/o Donor Restrict.	40,879.00
Net Revenue	-13,717.78
Total Equity	\$164,862.09
TOTAL LIABILITIES AND EQUITY	\$168,740.89

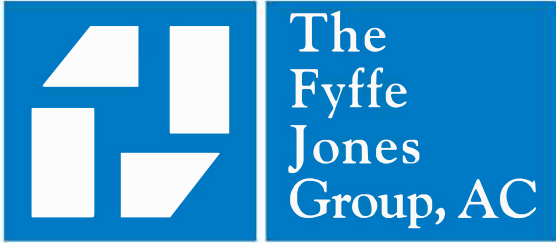
PUTNAM COUNTY CONVENTION & VISITORS BUREAU,
INC.

Financial Statements and Independent Accountants' Review Report

June 30, 2023

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC
TABLE OF CONTENTS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

	Page
Independent Accountants' Review Report	1
Financial Statements:	
Statement of Financial Position	3
Statement of Activities	4
Statement of Functional Expenses	5
Statement of Cash Flows	6
Notes to the Financial Statements	7



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INDEPENDENT ACCOUNTANTS' REVIEW REPORT

To the Board of Directors of
Putnam County Convention & Visitors Bureau, Inc.
Hurricane, West Virginia

We have reviewed the accompanying financial statements of the Putnam County Convention & Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of financial position as of June 30, 2023, and the related statements of activities, functional expenses, and cash flows 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 the Bureau's 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 the financial statements in accordance with accounting principles generally accepted in the United States of America; this includes 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.

Accountants' Responsibility

Our responsibility is to conduct the review engagements in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the American Institute of Certified Public Accountants. 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 accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

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

Accountants' 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 accounting principles generally accepted in the United States of America.

THE FYFFE JONES GROUP, AC

Huntington, West Virginia
September 7, 2023

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF FINANCIAL POSITION
JUNE 30, 2023

ASSETS

Current assets:

Cash	\$ 170,732
Hotel and motel tax receivable	57,500
Other receivable	103
Prepaid rent - current portion	3,000
Total current assets	231,335

Noncurrent assets:

Prepaid rent - noncurrent portion	6,500
Property and equipment	11,134
Less: accumulated depreciation	(7,063)
Total noncurrent assets	10,571

TOTAL ASSETS \$ 241,906

LIABILITIES AND NET ASSETS

Current liabilities:

Accounts Payable	\$ 3,933
Payroll tax withheld	155
Accrued payroll expenses	1,548
Total current liabilities	5,636

Total liabilities 5,636

Net assets:

Without donor restrictions	236,270
Total net assets	236,270

TOTAL LIABILITIES AND NET ASSETS \$ 241,906

See accompanying notes and accountants' review report.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF ACTIVITIES
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUE AND GAINS			
Hotel and motel tax	\$ 223,250	\$ -	\$ 223,250
Special event income	716	-	716
Interest income	571	-	571
Services income	1,698	-	1,698
TOTAL REVENUE AND GAINS	226,235	-	224,537
EXPENSES:			
Program services	189,344	-	189,344
Supporting services:			
Management and general	42,031	-	42,031
TOTAL EXPENSES	231,375	-	231,375
CHANGE IN NET ASSETS	(5,140)	-	(5,140)
NET ASSETS, BEGINNING OF YEAR	241,410	-	241,410
NET ASSETS, END OF YEAR	\$ 236,270	\$ -	\$ 236,270

See accompanying notes and accountants' review report.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF FUNCTIONAL EXPENSES
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

	Program Services	Supporting Services Management and General	Total
Salaries and wages	\$ 46,305	\$ 19,845	\$ 66,150
Payroll taxes	3,637	1,559	5,196
Insurance	1,106	2,147	3,253
Membership fees and licensure	917	1,781	2,698
Postage	183	354	537
Telephone	591	1,146	1,737
Rent	4,580	8,890	13,470
Transportation	223	434	657
Professional fees	2,528	4,908	7,436
Technology	265	513	778
Miscellaneous	234	454	688
Mobile visitors center	16,328	-	16,328
Brochures	8,491	-	8,491
Training, research, and workshops	25,940	-	25,940
Office supplies	1,627	-	1,627
Equipment expense	1,555	-	1,555
Design and technology	819	-	819
Advertising	62,320	-	62,320
Special events	10,638	-	10,638
TOTAL EXPENSES BEFORE DEPRECIATION	<u>\$ 188,287</u>	<u>\$ 42,031</u>	<u>\$ 230,318</u>
Depreciation	<u>\$ 1,057</u>	<u>\$ -</u>	<u>\$ 1,057</u>
TOTAL EXPENSES	<u><u>\$ 189,344</u></u>	<u><u>\$ 42,031</u></u>	<u><u>\$ 231,375</u></u>

See accompanying notes and accountants' review report.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
STATEMENT OF CASH FLOWS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

CASH FLOWS FROM OPERATING ACTIVITIES	
Change in net assets	\$ (5,140)
Adjustment to reconcile changes in net assets to net cash provided/(used) by operations:	
Depreciation expense	1,057
(Increase)/Decrease in hotel and motel tax receivable	(3,000)
(Increase)/Decrease in prepaid rent	3,250
Increase/(Decrease) in accounts payable	3,933
Increase/(Decrease) in payroll tax payable	(6)
Increase/(Decrease) in accrued payroll expenses	159
CASH PROVIDED/(USED) BY OPERATING ACTIVITIES	<u>253</u>
INCREASE/(DECREASE) IN CASH	<u>\$ 253</u>
CASH, BEGINNING OF YEAR	<u>\$ 170,479</u>
CASH, END OF YEAR	<u><u>\$ 170,732</u></u>
SUPPLEMENTAL CASH FLOW DISCLOSURES:	
Interest paid	<u>\$ -</u>
Taxes paid	<u><u>\$ -</u></u>

See accompanying notes and accountants' review report.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

Note 1 – Summary of Significant Accounting Policies:

A. Organization and Revenue Recognition

The Putnam County Convention & Visitors Bureau, Inc., (“the Bureau”) is a nonprofit organization that receives the majority of its revenue from hotel and motel taxes collected by the county government. Under West Virginia State Code, certain hotels, motels, and other short-term lodging entities are required to collect an occupancy tax from customers. A portion of this tax is to be remitted to the convention and visitors bureau that is located in the municipality in which the corresponding lodging entity exists. The Bureau receives this funding from the Putnam County Commission, which collects the tax from hotels, motels, and other short-term lodging entities in Putnam County. The Bureau recognizes this revenue as earned once the Commission has received the tax payments from the hotels, motels, and other short-term lodging entities.

B. Basis of Presentation

The accompanying financial statements of the Bureau, Inc., have been prepared on the accrual basis of accounting. The Bureau records contributions and grants received as an increase in net assets with donor restrictions, or without donor restrictions, depending on the existence of any donor/grantor restrictions. The Bureau reports information regarding its financial position and activities according to two classes of net assets: with donor restrictions and without donor restrictions.

C. Business Activity

The Bureau is an economic engine that serves as a conduit to educate visitors and promote the resources of Putnam County. The Bureau works to bring groups, meetings and events to Putnam County and connect that activity with recreational opportunities within the region.

D. Property and Equipment

Expenditures for property and equipment are stated at cost. Donated assets are recorded at their estimated or appraised value at the date of donation. Depreciation is computed on the straight-line method over the useful lives of the assets, which range from five (5) to fifteen (15) years.

E. Cash Equivalents

For purposes of the statement of cash flows, all highly liquid debt instruments purchased with a maturity of three months or less are considered to be cash equivalents.

F. Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from these amounts.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

Note 1 – Summary of Significant Accounting Policies (Continued):

G. Advertising Costs

Advertising costs are charged to operations in the period in which they occur.

H. Accounting for Uncertain Tax Positions

The Bureau follows the provisions of Accounting Standards Codification (ASC) Topic 740, *Income Taxes*, relating to unrecognized tax benefits. This standard requires an entity to recognize a liability for tax positions when there is a 50% or greater likelihood that the position will not be sustained upon examination. The Bureau is liable for taxes to the extent of any unrelated business income as defined by IRS regulations. The Bureau believes that it has not engaged in any unrelated business income as defined by IRS regulations and that it is more likely than not that this position would be sustained upon examination. As such, there were no liabilities recorded for uncertain tax positions as of June 30, 2023.

I. Expense Allocation

The costs of providing various programs and other activities have been summarized on a functional basis in the statement of activities. The statement of functional expenses presents the natural classification of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited. The expenses that are allocated include occupancy and depreciation, as well as personnel costs, professional services, office expenses, information technology, insurance, and other, which are allocated on estimates of time and effort.

J. Hotel and Motel Tax Receivable

Hotel and motel tax receivable represent consideration from local government agencies, of which the Bureau has an unconditional right to receive. Hotel and motel tax receivable is stated at the amount the Bureau expects to be collected from the outstanding balance. As of June 30, 2023, the Bureau has determined, based on historical experience and subsequent collections, which all amounts are fully collectible and no allowance for doubtful accounts is necessary.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
 NOTES TO THE FINANCIAL STATEMENTS
 FOR THE FISCAL YEAR ENDED JUNE 30, 2023

Note 2 – Liquidity:

The following reflects the Bureau’s financial assets as of the statement of financial position date, reduced by amounts not available (if any) for general use because of contractual or donor- imposed restrictions within one year of the statement of financial position date:

Financial assets as of June 30, 2023	
Cash	\$ 170,732
Hotel and motel tax receivable	57,500
Total financial assets	228,335
Less: Amounts not available for general use	
Financial assets available to meet cash needs for general expenditures within one year	\$ 228,335

Note 3 – Property and Equipment:

Property and equipment consisted of the following at June 30, 2023:

Furniture and fixtures	\$ 4,134
Leasehold improvements	7,000
Total	11,134
Less: accumulated depreciation	
Property and equipment - net	\$ 4,071

Note 4 – Operating Leases:

The Bureau has an operating lease agreement for its office space at 971 WV Route 34, Hurricane, West Virginia. Effective September 1, 2016, a one-year lease was executed, renewable annually, with the discounted monthly lease payment of \$750 should the Bureau choose to annually renew this lease.

The discounted lease rate is determined by the \$30,000 lease prepayment made on September 1, 2016, divided by \$250 per month for a total of ten years. The regular lease rate is \$1,000 a month.

As of June 30, 2023, the Bureau has a total of \$9,500 prepaid rent remaining to apply to the operating lease should the Bureau choose to continue to annually renew the lease. The lease has been renewed annually since inception, and the Bureau intends to continue renewing the lease.

Rent expense for the leased office space was \$12,000 for the year ended June 30, 2023.

PUTNAM COUNTY CONVENTION & VISITORS BUREAU, INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023

Note 5 – Federal Income Taxes:

Putnam County Convention & Visitors Bureau, is exempt from federal income taxes under Section 501 (c) (4) of the Internal Revenue Code.

Note 6 – Net Assets with Donor Restrictions:

For the fiscal year ended June 30, 2023, the Bureau did not have net assets with donor restrictions.

Note 7 – Subsequent Events:

The Bureau has evaluated all subsequent events through September 7, 2023, the date the financial statements were available to be issued, and feel that all subsequent events have been properly evaluated and disclosed.



Annual Report

2024-2025





Board of Directors

David Allen Gilpin, President
Par-Mar Stores / WVRC Media

Angela Harding, Vice President
Sleep Inn / MainStay Suites

Megan Tarbett, Treasurer
Putnam County Libraries

Kathie Hess Crouse
West Virginia House of Delegates

Alexandra Pfost
Gritt's Farm

Amanda Ramey
City of Hurricane / Putnam Co. Commission
Representative

Rob Sydenstricker
FireSide Grille

Joe Stevens
Nitro CVB / WV Ski Association

Maggie Parsons
Putnam County Fair Representative

Rebekah Withrow
Nucor Steel West Virginia

Executive Summary

While pulling together the visitor stats for this report, I am so pleased to be able to share good news for another year. Visitation to Putnam County remains strong. Vacation rental inventory is at an all-time high, and hotel occupancy remains steady and strong. And despite revenue being at an all-time high, Putnam County remains an affordable leisure destination.

With recent growth, access to critical data for destination management, changes to our visitor profile, and new attractions, our board recognized the need for planning ahead. So at this year's annual retreat, the board participated in a strategic planning session to help the organization set priorities for the years ahead.

I'm looking forward working with our board and CVB team implementing these areas of focus in the upcoming year, and am so proud of what we've accomplished this past year.



Kelli Steele,
Executive Director



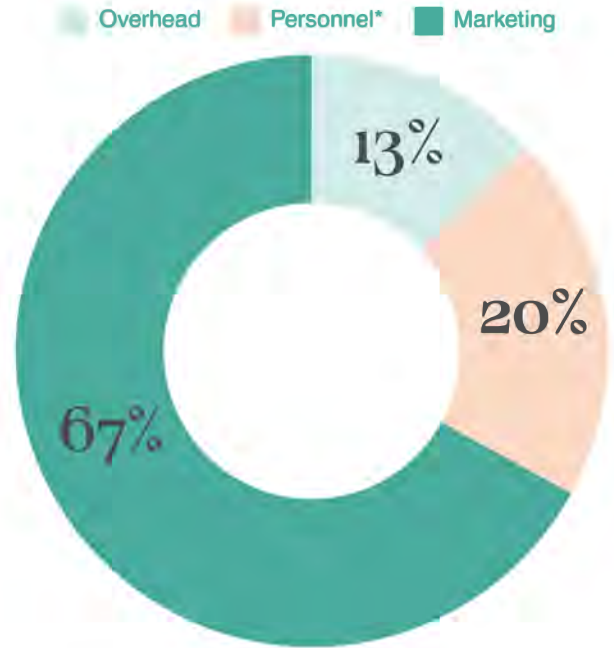
Financial Overview

Budget Summary

The purpose of a CVB is to attract visitors to the area, to increase the economic impact of those visitors while in market, and to ultimately improve the quality of life through stewardship of the visitor economy.

State code requires our budget to allocate a minimum of 40% of the occupancy tax revenue we receive directly on marketing expenses, a maximum of 40% toward personnel, and a maximum of 20% toward overhead.

*A large portion of CVB staff time is allocated toward marketing initiatives, which would have otherwise gone to a marketing agency or outside vendors. When accounting for that portion of personnel expenses, it brings the total amount invested in marketing to 67%.



Record occupancy tax revenue in FY2024

Revenue	
Occupancy Tax Revenue	\$237,250
Total Revenue	\$238,285
Expenses	
Overhead	\$33,456
Personnel (Administrative)	\$51,715
Personnel (Marketing)	\$32,400
Marketing	\$136,251
Total Expenditures	\$252,751

Hotel / motel occupancy is up **5%** over last fiscal year

Occupancy tax collections are up **7.7%** over last fiscal year

Marketing Highlights



Award Wining Campaign

Our spring outdoor recreation campaign from the earned us a 2024 Zartico Data Hero Award. We were up against destination marketing organizations from across the country, and other category winners included destinations such as Tampa Bay, Lake Tahoe, and Myrtle Beach.

Visitor Kiosks

We implemented and expanded our visitor kiosks. There are now three kiosks located in areas of high visitation. These provide info about events, local shopping, and restaurants to help increase visitor spending throughout the county.



Selfie spot!



Almost Heaven Swing

We partnered with the West Virginia Department of Tourism and Putnam County Parks to bring the first Almost Heaven swing to Putnam County. Since its installation, it has had more than 1,000 views on Google Maps, and will bring countless visitors to the area for the photo opportunity.

42%

increase in website visitation in FY2024, and a 39% increase in new visitors.



Visitor Impact

Visitation Means Business

Most folks aren't thinking about their economic impact while on a vacation. But whether it's a leisure or business trip, visitation has a significant impact on a community by injecting new money into the local economy. When visitors spend money on lodging, dining, entertainment, and other services, this revenue supports local businesses, creates jobs, and generates tax revenue that can be reinvested into community projects and infrastructure.

Unlike residents, who may spend money within the community but often circulate existing funds, visitors bring in external money, enhancing the community's overall financial health. As a result, tourism can help diversify the economy, reduce unemployment, and increase the quality of life for local residents.

Impressive stats, with plenty of room for growth.

83%

of all **lodging** spend was from visitors

11%

of all **attraction** spend was from visitors

8%

of all **retail** spend was from visitors

11%

of all **food** spend was from visitors



Visitor Profile

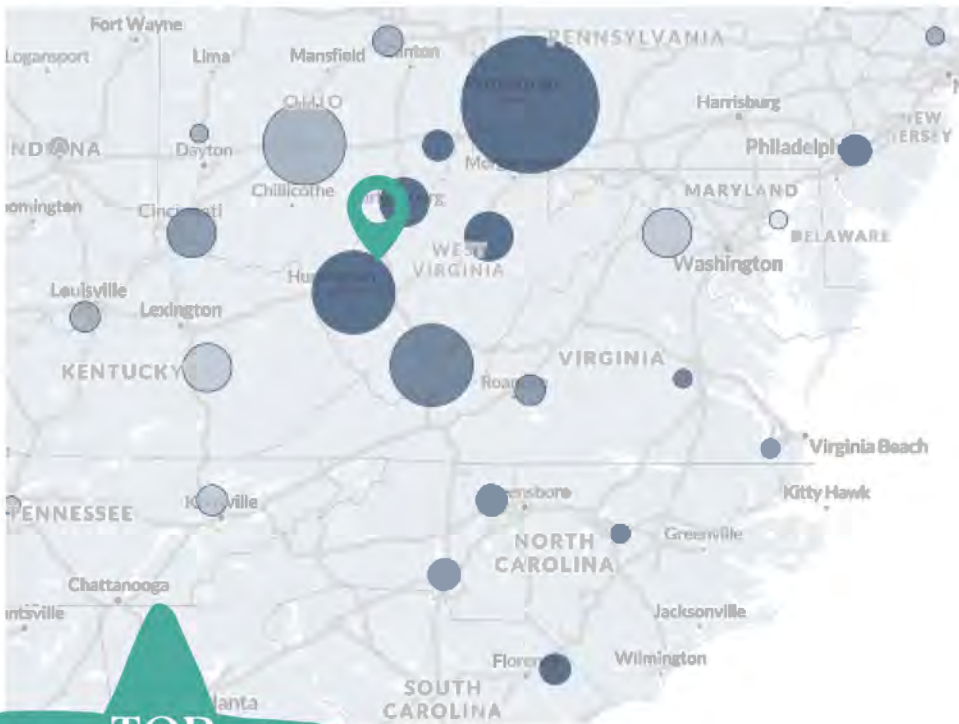
Who's here?

We have more data than ever about who is visiting Putnam County. This information helps us market far more efficiently, and understand what visitors have the potential to make the biggest economic impact.



of overnight visitors are from out of state!

Markets of origin



out of state markets observed at accommodations

1. Pittsburgh, PA
2. Columbus, OH
3. Lexington, KY
4. Washington, DC / Hagerstown, MD
5. Cincinnati, OH



Pittsburgh folks have a higher visitor spend than average, too!



of visitors have children in their household



of visitors go to an outdoor recreation POI



971 WV-34, Suite 1
Hurricane, WV 25526

VisitPutnamWV.com
304-757-7282