



March 27, 2026

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 Tucker County Convention and Visitors Bureau, we respectfully submit the required information and confirm that Tucker County Convention and Visitors Bureau is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Jessica Waldo, Executive Director, at jessica@canaanvalley.org or 304-259-5315

Sincerely,

Jessica Waldo

Executive Director

Tucker County Convention and Visitors Bureau

Po Box 565, Davis, WV 26260

304-259-5315

Attachments: Income statement (Jan 1, 2025 – Dec 31, 2025), Balance sheet (Dec 31, 2025), Annual report (2025), and Annual audit/Financial Review (2024).

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

INDEPENDENT AUDITOR'S REPORT
AND RELATED
FINANCIAL STATEMENTS

For the Year Ended December 31, 2024

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

AUDITED FINANCIAL STATEMENTS

For the Year Ended December 31, 2024

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INDEPENDENT AUDITOR'S REPORT

The Board of Directors
Tucker County Convention & Visitors Bureau, Inc.
Davis, West Virginia

Opinion

We have audited the accompanying financial statements of Tucker County Convention and Visitors Bureau, Inc. which comprise the statement of assets, liabilities, and net assets – modified cash basis as of December 31, 2024, and the related statement of revenues, expenses, and other changes in net assets – modified cash basis, functional expenses – modified cash basis, and cash flows – modified cash basis for the year then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the statement of assets, liabilities, and net assets – modified cash basis of Tucker County Convention and Visitors Bureau, Inc. as of December 31, 2024, and the related statement of revenues, expenses, and other changes in net assets – modified cash basis, functional expenses – modified cash basis, and its cash flows – modified cash basis for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of Tucker County Convention and Visitors Bureau, Inc. and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on the modified cash basis, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to that matter.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the modified cash basis of accounting as described in Note 1; this includes determining that the modified cash basis of accounting is an acceptable basis for the preparation of the 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.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Tucker County Convention and Visitors Bureau, Inc.'s ability to continue as a going concern for one year after the date that the financial statements are issued.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Tucker County Convention and Visitors Bureau, Inc.'s internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about Tucker County Convention and Visitors Bureau, Inc.'s ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Gray, Griffith & Mays, a.c.

May 29, 2025
Charleston, West Virginia

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

STATEMENT OF ASSETS, LIABILITIES, AND NET ASSETS – MODIFIED CASH BASIS

December 31, 2024

ASSETS

Current assets:	
Cash and cash equivalents	\$ 39,231
Inventory	<u>1,224</u>
Total current assets	40,455
Investments	543,141
Net equipment and furnishings	<u>6,259</u>
Total assets	<u><u>\$ 589,855</u></u>

LIABILITIES AND NET ASSETS

Net assets:	
Without donor restrictions	<u>\$ 589,855</u>
Total liabilities and net assets	<u><u>\$ 589,855</u></u>

The accompanying notes are an integral part of these financial statements.

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

STATEMENT OF ACTIVITY AND CHANGE IN NET ASSETS - MODIFIED CASH BASIS

For the Year Ended December 31, 2024

Revenues:	
Lodging tax	\$ 646,609
Other income	7,859
Interest income	19,394
Unrealized gain on investments	<u>20,222</u>
Increase in net assets without donor restrictions	<u>694,084</u>
Expenses:	
Program	630,123
Management and general	<u>79,385</u>
Decrease in net assets without donor restrictions	<u>709,508</u>
Change in net assets without donor restrictions	(15,424)
Net assets, beginning of year	<u>605,279</u>
Net assets, end of year	<u>\$ 589,855</u>

The accompanying notes are an integral part of these financial statements.

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

STATEMENT OF FUNCTIONAL EXPENSES – MODIFIED CASH BASIS

For the Year Ended December 31, 2024

	Program	Management and General	Total
Payroll	\$ 127,528	\$ 42,510	\$ 170,038
Dues and subscriptions	7,232	2,410	9,642
Office expense	-	28,595	28,595
Advertising	485,148	-	485,148
Postage	4,732	1,577	6,309
Professional	-	1,462	1,462
Telephone	3,393	1,131	4,524
Depreciation	376	1,128	1,504
Rent	1,714	572	2,286
	<hr/>	<hr/>	<hr/>
Total Expenses	\$ 630,123	\$ 79,385	\$ 709,508
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

The accompanying notes are an integral part of these financial statements.

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

STATEMENT OF CASH FLOWS – MODIFIED CASH BASIS

For the Year Ended December 31, 2024

Cash flows from operating activities:	
Decrease in Net Assets	\$ (15,424)
Adjustments to reconcile net change in assets to net cash provided by operating activities:	
Depreciation	1,504
Unrealized loss on investments	<u>(20,022)</u>
Net cash used in operating activities	<u>(33,942)</u>
Cash flows from investing activities:	
Purchase of property, plant and equipment	(3,327)
Purchase of investments	(19,270)
Sale of investments	<u>60,000</u>
Net cash provided by investment activities	<u>37,403</u>
Net change in cash	3,461
Cash and cash equivalents, beginning of year	<u>35,770</u>
Cash and cash equivalents, end of year	<u><u>\$ 39,231</u></u>

The accompanying notes are an integral part of these financial statements.

TUCKER COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

For the Year Ended December 31, 2024

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities

The Tucker County Convention & Visitors Bureau, Inc. (the Bureau) is a nonstock, nonprofit corporation that operates a convention and visitors bureau for Tucker County, West Virginia, to represent the common interests of the County's tourism industry and to encourage increased economic activity and development in order to further the general welfare and prosperity of the Tucker County area.

Basis of Presentation and Accounting

The financial statements have been prepared on the modified cash basis of accounting. The modified cash basis differs from accounting principles generally accepted in the United States of America primarily because certain revenues are recognized when received rather than when earned and certain expenses are recognized when paid rather than when the obligation is incurred.

Net Assets

Net assets and revenues, expenses, gains, and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Bureau and changes therein are classified and reported as follows:

Without donor restrictions

Net assets available for use in general operations and not subject to donor (or certain grantor) restrictions. Net assets without donor restrictions subject to self-imposed limits by action of the governing board are classified as board designated net assets. Board designated net assets may be earmarked for future programs, investment, contingencies, purchase or construction of fixed assets, or other uses.

With donor restrictions

Net assets subject to donor-imposed restrictions. Some donor-imposed restrictions are temporary in nature, such as those that will be met by the passage of time or other events specified by the donor. Other donor-imposed restrictions are perpetual in nature, where the donor stipulates those resources be maintained in perpetuity. The Bureau reports contributions restricted by donors as increases in net assets without donor restrictions if the restrictions expire (that is when a stipulated time restriction ends, or purpose restriction is accomplished) in the reporting period in which the revenue is recognized. All other donor-restricted contributions are reported as increases in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and are reported in the statements of activities as net assets released from restrictions. There were no donor restrictions of net assets at year end.

TUCKER COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

For the Year Ended December 31, 2024

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES (Continued)

Use of Estimates

The preparation of financial statements in accordance with the modified cash basis requires management to make estimates and assumptions that affect financial statement amounts and disclosures. Significant estimates include functional expense allocation and depreciation expense. Program, general, and fundraising expenses have been allocated based on management's best estimates. Actual results could differ from those estimates and assumptions.

Cash and Cash Equivalents

For the purpose of the statement of cash flows, the Bureau considers all unrestricted cash accounts not subject to withdrawal restriction and all highly liquid investments with a maturity of three months or less to be cash equivalents.

Inventory

Inventory consists of books, mugs, etc., for sale and printed advertising materials to be distributed. Inventory items are valued at lower of cost or market.

Property and Equipment

Property and equipment are carried at cost or, if donated, at the approximate fair value at the date of donation. Depreciation is computed primarily by the accelerated method over the estimated useful lives of the respective assets. Maintenance and repairs are expensed as incurred. The Bureau capitalizes all property, furniture and equipment with costs over \$500 and benefiting more than one accounting period. The estimated lives of the assets are as follows:

Office furniture and equipment	5 to 15
Transportation equipment	5

Income Taxes

The Bureau is a not-for-profit corporation exempt from Federal and West Virginia income taxes under the provisions of Internal Revenue Code Section 501(c)(6). The Bureau's Department of the Treasury information returns are subject to examination, generally for three years after the filing date.

Advertising

Advertising is expensed as incurred.

TUCKER COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

For the Year Ended December 31, 2024

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES (Continued)

Leases

The Bureau leases their building from an unrelated party. The terms are year-to-year and cancellable by either party with adequate notice, and are reported on the operating method.

Functional allocation of expenses

The costs of providing the various services and programs have been summarized on a functional basis in the combined statement of functional expense. Accordingly, certain costs have been directly allocated among the programs and supporting services benefited.

Lodging tax

Under West Virginia tax code, for every night of lodging utilized in Tucker County, lodging guests are required to pay a hotel occupancy tax to the hotel operator. This tax is added to the consideration paid for the use and occupancy of the hotel room and shall be collectible as such by the hotel operator. All taxes collected pursuant to the provisions of the West Virginia state tax code shall be deemed to be held in trust by the hotel until those taxes have been remitted to the taxing authority. The county that has collected the tax is then required to expend at least 50 percent of the hotel occupancy tax received for the promotion of conventions and tourism. These amounts are then remitted to the Bureau. The Bureau recognizes lodging tax revenue when received.

2 – FAIR VALUE MEASUREMENTS

The Bureau reports its investments at fair value measured using a three-level hierarchy that prioritizes the inputs used to measure fair value. This hierarchy requires that entities maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value. The three levels of inputs used to measure fair value are defined as follows:

Level 1. Unadjusted quoted prices in active markets for identical assets and liabilities.

Level 2. Observable inputs other than those included in Level 1, such as quoted market prices for similar assets or liabilities in active markets or quoted market prices for identical assets and liabilities in inactive markets.

TUCKER COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

For the Year Ended December 31, 2024

2 – FAIR VALUE MEASUREMENTS (Continued)

Level 3. Unobservable inputs reflecting management's own assumptions about the inputs used in pricing the asset or liability. Level 3 assets and liabilities include financial instruments whose value is determined using pricing models, discounted cash flow methodologies, or similar techniques, as well as instruments for which the determination of fair values requires significant management judgment or estimation.

When available, the Bureau measures fair value using level 1 inputs because they generally provide the most reliable evidence of fair value. In the current year, all of the Bureau's assets were classified as level 1.

3 – INVESTMENTS

Investments at December 31, 2024, were comprised of one 60-month certificate of deposit with an FDIC insured financial institution, yielding 1.95% per annum and is reported at cost. Investments are also comprised of cash and exchange traded products, held at an FDIC insured financial institution.

Cash (Level 1)	\$ 11,308
Mutual funds (Level 1)	157,752
Exchange traded products (Level 1)	333,001
Investments, at fair value	502,061
Certificate of deposit, at cost	41,080
Total investments	\$543,141

4 – LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditures, that is, without donor or other restrictions limiting their use, within one year of December 31, 2024, comprise the following:

Cash and cash equivalents	\$ 39,231
Investments	543,141
	\$582,372

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

**TUCKER COUNTY CONVENTION
AND VISITORS BUREAU, INC.**

NOTES TO FINANCIAL STATEMENTS
(Continued)

For the Year Ended December 31, 2024

5 – EQUIPMENT AND FURNISHINGS

Equipment and furnishings consisted of the following at December 31, 2024:

Equipment	\$ 16,251
Furniture and fixtures	<u>16,263</u>
	32,514
Less: accumulated depreciation	<u>(26,255)</u>
	<u>\$ 6,259</u>

6 – ECONOMIC DEPENDENCE

The Bureau receives a legislatively mandated percentage of hotel occupancy tax collected by various communities in Tucker County and the County Commission. In 2024, approximately 92 percent of revenues were derived from these sources. If these revenues decrease significantly, it could have a substantial negative impact on the operations of and services provided by the Bureau.

7 – SUBSEQUENT EVENTS

Management has evaluated subsequent events through the auditor's report date, the date which the financial statements were available to be issued.

Tucker County Convention and Visitor's Bureau Balance Sheet

As of December 31, 2025
Dec 31, 25

2025 Balance Sheet

ASSETS

Current Assets

Checking/Savings

Edward Jones Mutual Funds 2023	105,884.32
Morning Star/Fidelity Investmnt	145,902.02
Cash at Edward Jones	281.07
Cert. of Deposit @ Edward Jones	36.21
cash on hand	50.00
M & M Checking	67,665.13

Total Checking/Savings 319,818.75

Accounts Receivable

ALPINE FESTIVAL RECEIVABLE	1,328.68
Hotel Motel Tax Receivable	20,767.68

Total Accounts Receivable 22,096.36

Other Current Assets

Interest Receivable	181.17
Grants Receivable	34,162.89
Inventory	1,223.90

Total Other Current Assets 35,567.96

Total Current Assets 377,483.07

Fixed Assets

Davis Property - 2 acres	300,000.00
A/D Computer/Accessories	-9,283.33
A/D Equipment-copier	-5,756.79
A/D Office Furniture & Fixtures	-14,600.01
Computer/Accessories	11,331.48
Equipment	12,983.18
Office Furniture & Fixtures	15,397.84

Total Fixed Assets 310,072.37

TOTAL ASSETS 687,555.44

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

Credit Card	2,891.17
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Total Credit Cards 2,891.17

Other Current Liabilities

Sales Tax Payable	-457.55
Bills Payable	35,793.33
Payroll Tax Liabilities	8,813.51

Total Other Current Liabilities 44,149.29

Total Current Liabilities 47,040.46

Long Term Liabilities

M&M Loan

M&M PPP Loan	21,707.00
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Total M&M Loan 21,707.00

Tucker County Convention and Visitor's Bureau

Balance Sheet

As of December 31, 2025
Dec 31, 25

2025 Balance Sheet

Total Long Term Liabilities	<u>21,707.00</u>
Total Liabilities	68,747.46
Equity	
Opening Bal Equity	-21,707.00
Retained Earnings	602,580.58
Net Income	<u>37,934.40</u>
Total Equity	618,807.98
TOTAL LIABILITIES & EQUITY	<u><u>687,555.44</u></u>

Tucker County Convention and Visitor's Bureau Profit & Loss

December 2025

TCCVB December 2025 P&L

	Dec 25	Jan - Dec 25
Ordinary Income/Expense		
Income		
Credit Card Reimbursement	0.00	2,484.97
Misc.	0.00	225.79
Alpine Festival		
Festival Management Fee	0.00	3,000.00
Administrative Fee	0.00	4,000.00
Total Alpine Festival	0.00	7,000.00
Hotel & Motel Tax		
County H&M Tax	18,331.73	540,617.46
Davis H&M Tax	13,736.11	145,307.98
Thomas H&M Tax	0.00	27,191.85
Total Hotel & Motel Tax	32,067.84	713,117.29
Interest Income	0.00	560.11
Sales of Merchandise	142.95	2,521.14
TC Chamber of Commerce		
Administrative Fee	0.00	9,000.00
Total TC Chamber of Commerce	0.00	9,000.00
Total Income	32,210.79	734,909.30
Gross Profit	32,210.79	734,909.30
Expense		
Chamber Expense	44.92	2,030.59
Alpine Festival Inc	30.00	3,321.06
Advertising		
WV Co-op 2025	0.00	52,500.00
Marketing 2025	7,274.64	252,219.23
WV Co-Op 2024	0.00	19,929.65
Marketing 2024	0.00	101,305.58
Tourism Sponsorships	0.00	5,225.00
Education	0.00	1,002.64
Social Media	422.65	2,869.31
Chamber Internet Hosting	66.34	66.34
Misc - Marketing	0.00	196.40
Agency Fees	0.00	11,804.48
Marketing Sponsorship	0.00	13,809.00
Travel	0.00	2,568.35
Dues and Subscriptions	51.93	14,209.09
Total Advertising	7,815.56	477,705.07
Office		
Recording Fee	0.00	34.00
Closing fees	0.00	300.00
Insurance- Directors & Officers	1,314.19	2,348.85
Equipment Maintenance	549.12	2,264.42
Equipment Purchase	0.00	1,058.22

**Tucker County Convention and Visitor's Bureau
Profit & Loss**

December 2025

TCCVB December 2025 P&L

	<u>Dec 25</u>	<u>Jan - Dec 25</u>
Equipment Rent	18.78	953.14
Maintenance	9.62	1,320.84
Misc.	114.28	2,344.91
Office Supplies	115.97	1,715.45
Rent	0.00	2,926.00
Utilities	103.26	2,612.76
Goods purchased for resale	0.00	1,603.09
Office-other	100.49	174.48
Office - Other	0.00	551.07
Total Office	<u>2,325.71</u>	<u>20,207.23</u>
Payroll Expenses		
Employee IRA	-300.00	1,814.43
Directors Wage-Salary	4,550.00	53,725.00
Marketing Manager-Salary	3,600.08	42,676.66
Advertising-Salaries	400.00	4,800.00
Office-Hourly	2,405.00	28,509.00
Payroll Tax	917.62	11,182.90
PEIA	3,132.00	40,140.00
Employee PEIA	-748.68	-8,836.92
Payroll Expenses - Other	1,040.00	10,820.63
Total Payroll Expenses	<u>14,996.02</u>	<u>184,831.70</u>
Postage		
Postage Meter	0.00	694.50
Postage - Other	96.18	4,996.74
Total Postage	<u>96.18</u>	<u>5,691.24</u>
Professional Services	0.00	6,250.00
Taxes	0.00	227.38
Telephone Expense		
Telephone-Advertising	203.29	2,622.24
Telephone-Office	203.29	2,620.62
Total Telephone Expense	<u>406.58</u>	<u>5,242.86</u>
Total Expense	<u>25,714.97</u>	<u>705,507.13</u>
Net Ordinary Income	6,495.82	29,402.17
Other Income/Expense		
Other Income		
Unrealized gains/losses	0.00	8,532.23
Total Other Income	<u>0.00</u>	<u>8,532.23</u>
Net Other Income	0.00	8,532.23
Net Income	<u><u>6,495.82</u></u>	<u><u>37,934.40</u></u>



**Tucker County Convention and Visitors
Bureau**

2025 Annual Report

**Prepared By:
Jessica Waldo
Executive Director**

Mission Statement:

“The Tucker County Convention & Visitor’s Bureau, a private, non-profit sales and marketing corporation will, through aggressive sales, marketing and informational campaigns, strive to establish the Canaan Valley/Blackwater Falls/Tucker County area as a premier vacation, meeting, and special event destination thereby enhancing the tourism economy in Tucker County”

The Tucker County Convention & Visitors Bureau’s (CVB) mission is to support, sustain and assist in the growth of the Tourism Industry in the county. To fulfill that mission, the CVB expends the majority of its budget on advertising. In 2025 the CVB budget reflected 70% on advertising, 26% on payroll, and 4% on operational. Exceeding the WVACVB accreditation guidelines and the CVB Oversight Bill budget requirements of 40% on advertising, 40% on payroll, and 20% on operational.

2025 Board of Directors:

- Kevin White, President, Parsons Representative (Term expires 12/21/26, 2nd Term)
- Donna Patrick, Vice President, Canaan Valley Representative (Term expires 12/31/27, 1st Term)
- Jessica Wamsley, Treasurer non-representative (Term expires 12/31/25, 1st Term)
- Angie Downs, Secretary, Thomas Representative (Term expires 12/31/27, 1st Term)
- Tracy Sheets, Member at Large, Canaan Valley Representative (Term expires 12/31/26, 1st Term)
- Beth Robers, Member at Large, non-representative (Term expires 12/31/25, 1st Term)
- Cindy Robeson, Member at Large, Davis Representative (Term expires 12/31/26, 1st Term)
- Fred Davis, Tucker County Commission

The Staff:

- Jessica Waldo, Executive Director
- Brian Sarfino, Marketing Manager
- Barbara Worden, Office Administrator / Information Specialist

Director's Notes:

In 2024 we launched the Unbound campaign, utilizing new photography and video. For 2025 we continue to use the Unbound messaging with a fresh look. We updated the coloring and photography.

We updated brand guidelines, but continued with a fresh, youthful, diverse look. This was carried over to our winter brand, Ski the Valley. You will see throughout the report how we break out funding strategically for each campaign we have planned throughout the year.

Our Marketing Plan explains the Tucker County brand is truly “unbound”, as it encourages travelers to experience breathtaking views and endless outdoor adventure. After a day of exploration, the charm of small mountain towns, featuring delicious dining and vibrant arts scene, provides the best way to unwind. The “Unbound” messaging also includes messaging that promotes Parson and the nearby towns of Hendricks, Hambleton and St. George. The campaign will highlight off the mountain adventures. This campaign was supported with a Parsons Unbound brochure that was distributed throughout the county and specifically around the Parsons area.

Tucker County CVB's winter promotion, “Ski the Valley,” will be used to showcase Tucker County's incredible winter outdoor offerings at three premier ski resorts – Canaan Valley Resort, Timberline Mountain and White Grass Touring Center. The “Unbound” messaging reflects Tucker County's friendly yet unruly personality. It embodies the county's vibrant spirit and endless opportunities for visitors to explore. Gone are the rigid constraints; instead, Tucker County invites visitors to embrace the area's welcoming and adventurous atmosphere, where every experience promises excitement and authenticity. By adopting this approach, we aim to resonate more deeply with the audience, inviting them to experience Tucker County's unique charm and boundless possibilities.

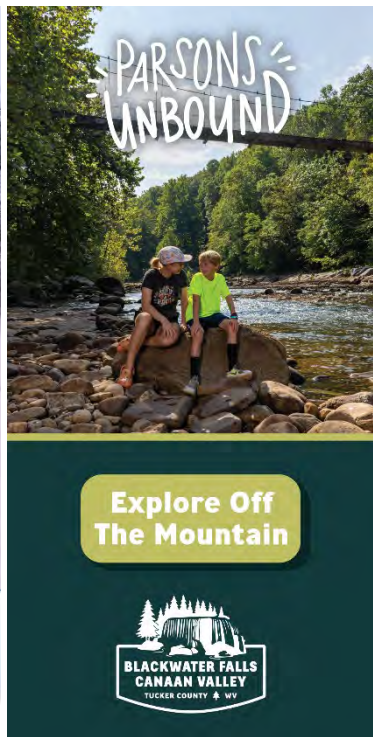
This marketing plan, which outlines the marketing strategy for the 2025 fiscal year, will be implemented in collaboration with Digital Relativity (our agency of record). The overarching goal in the 2025 fiscal year is to encourage potential visitors to learn more about Tucker County in order to plan their trip. This includes attracting more visitors to the area year-round and encouraging them to stay overnight in the county's various lodging choices. Throughout this process, staying informed about the latest travel trends remains a primary focus.

Along with the “Unbound” messaging we have an early bird spring saving campaign. We’ve heard from our lodging partners that spring travel continues to decline. We took this as an opportunity to promote in-state travel to West Virginians. Schools are out a lot earlier in West Virginia than the surrounding states. We offered lodging discounts on a specific landing page for all participating lodging facilities. We found this campaign so successful that we are running it again for spring 2026.

The biggest news for the year 2025, was the purchase of 2 acres on the corner of Blackwater Falls Rd and Route 32 in Davis, WV. This will be the future home of our new visitor center. The CVB was awarded 1.25 million in Congress District Spending in FY2024. We are waiting on one final grant to complete the project funding for the new visitor center. We hope to break ground in 2026.

Thank you for your time,

Jessica Waldo
Executive Director
jessica@gettuckerred.com



2025 Marketing Brand & Campaign

The “Get Tuckered” brand encourages visitors to experience Tucker County’s breathtaking views and endless outdoor adventures. After a day of exploration, the charm of small mountain towns, featuring delicious dining and a vibrant arts scene, provides the best way to unwind. This marketing plan outlines the strategy for the 2025 fiscal year and aims to encourage potential visitors to learn more about the area and plan their trip, keeping the latest travel trends top of mind.

In 2025 we continued using the established Tucker County CVB branding along with the “Unbound” messaging. The messaging will primarily be used to promote the spring, summer and fall seasons. For the winter, the “Ski the Valley” messaging will be used to showcase Tucker County’s incredible winter outdoor offerings at three premier ski resorts – Canaan Valley Resort, Timberline Mountain and White Grass Touring Center.

Ski The Valley 2024/2025: \$100,000

This campaign aims to promote the three premier ski resorts in Tucker County.

- Flight Dates: Nov 15th – March 1st
- Demographics: In market travelers, those who’ve purchased outdoor/ski gear and outdoor/ski enthusiasts.
- Geography: 25-mile radius targeting around these cities/areas: Pittsburgh, PA; Philadelphia, PA; Columbus, OH; Cincinnati, OH; Lexington, KY; Charlotte, NC; Richmond, VA; Roanoke-Lynchburg DMA; Blacksburg-Christiansburg DMA; Hagerstown, D.C. metro area; Baltimore, MD; Wheeling-Steubenville DMA; Charleston-Huntington DMA; Clarksburg, WV; Morgantown, WV
- Key Performance Indicators: Increase in landing page visits, book now button clicks, visitor guide requests and Newsletter sign-ups
- Landing Page: gettuckered.com/ski-the-valley/

Things to Do, Google Search: \$15,000

Keyword search around things to do in Davis, Thomas, and Parsons.

- Flight Dates: Feb. 25 – Dec. 31
- Demographics: People searching for things to do in Tucker County, WV
- Key Performance Indicators: Increase in landing page visits and partner clicks
- Landing Page: gettuckered.com/things-to-do/

Scavenger Hunt 2025 Campaign: \$10,000

- Flight Dates: May 23rd – Oct. 31st
- Demographics: Visitors in-market and in surrounding area
- Geography: Tucker County and a 50-mile radius from Davis
- Key Performance Indicators; Increase in landing page visits, scavenger hunt entries and visitor guide requests
- Total entries: 183
- Land Page: gettuckered.com/scavenger-hunt/

Spring/Summer Unbound: \$100,000

This campaign aims to promote Tucker County as an outdoor destination that is “unbound,” offering potential visitors an array of adventurous activities in which they can participate in the spring and summer. It will encourage them to request a Visitors Guide to learn more about the area and plan their trip.

- Unbound: March 7th – August 8th
- Early Bird Summer Travel: April 4th – June 6th
- Demographics: Ages 18-54 with an interest in family travel and outdoor activities.
- Geography: WV, NC, VA, MD, OH, PA, NY, GA, FL, MI, IN, DC
 - Early Bird Summer Travel: WV only targeting schools ending earlier than surrounding states.
- Key Performance Indicators: Visitor Guide Requests, On-site/off-site partner clicks and Newsletter Sign-Ups
 - Early Bird Summer Travel: Landing page visits

Fall Unbound: \$12,000

This campaign aims to promote Tucker County as an outdoor destination that is “unbound,” offering potential visitors an array of adventurous activities in which they can participate in the fall. It will encourage them to request a Visitors Guide to learn more about the area and plan their trip.

- Flight Dates: Aug. 12th – Oct. 17th
- Demographics: Age 46+ with an interest in travel; targeting for mid-week travel
- Geography: Surrounding Cities and DMAs: Blacksburg, VA; Charleston-Huntington DMA; Charlotte, NC; Columbus, OH; Clarksburg, WV; Hagerstown, MD (Washington, DC); Lexington, KY; Martinsburg, WV; Morgantown, WV; Pittsburgh, PA; Roanoke, VA
- Key Performance Indicators: Visitor Guide Requests, on-site/off-site partner clicks and Newsletter sign ups
- Landing Page: gettuckered.com/autumn-unbound/

2025 Parsons Unbound Campaign: \$20,000

This campaign aims to promote the town of Parsons as a must-visit destination within Tucker County, offering potential visitors a variety of outdoor activities in which they can participate in the spring and summer. It will encourage them to learn more about the area through the information provided on the landing page, including partner listings.

- Flight Dates: March 14th – August 8th
- Demographics: Ages 18-54, interests in fishing, kayaking, canoeing, water tubing, rivers, whitewater rafting, camping, parks, rail trail, hiking, biking, live events, live music, history
- Geography: WV, NC, VA, MD, OH, PA, TN, DC
- Key Performance Indicators: Landing page visits and on-site/off-site partner clicks
- Landing Page: gettuckered.com/things-to-do/mountain-towns/parsons

Printed Materials: \$13,000

- Scavenger Hunt Signs and Window Clings
- Scavenger Hunt Passports
- Refresh Summer Pocket Guide
- Parsons Unbound Brochure

Print Advertising: \$22,325

- Charlotte Magazine \$5,550
- Taste of the South \$3,500
- OH Long Weekends \$5,440
- Highland Outdoors \$3,250
- WV Living \$1,250
- HD Media \$785
- Cincinnati Magazine \$2,550

WV Tourism Co-op: \$73,225

In 2025 we continued to participate in the WV Tourism Co-Op program. This program is a 50/50 split with the WV Tourism Office. The CVB purchased \$33,750 in advertisement for the summer program, \$24,725 for the fall program and \$14,750 for the winter program.

We continue to utilize this program as a way for our advertising dollar to go a little farther with the 50/50. We also feel that partnering with the WV Tourism messaging gives us an advantage. If or when someone is planning a trip to WV and sees our messaging with theirs.



2025 Campaigns Overall Summary:

- Impressions: 47,777,016
- Clicks: 639,907
- Facebook Clicks: 189,842
- Click Thru Rate: 1.34%
- Visitors Guide Requests: 5,022
- Newsletter Signups: 576

(Results per Campaign)

Ski the Valley 2024/2025 Campaign:

- Impressions: 8,613,379
- Clicks: 114,825
- Facebook: 50,938
- Click Thru Rate: 1.33%
- Guide Requests: 2,575
- Newsletter Signups: 210

Things To Do Google Search Campaign:

- Impressions: 25,022
- Clicks: 6,000
- Click Thru Rate: 23.98%
- Guide Requests: 42
- Newsletter Signups: 2
- External Partner clicks: 253
- Internal Partner Clicks: 291

Spring/Summer Unbound Campaign:

- Impressions: 20,308,982
- Clicks: 277,176
- Facebook Clicks: 42,827
- Click Thru Rate: 1.36%
- Guide Requests: 2,040
- Newsletter Signups: 83
- External Partner Clicks: 200
- Internal Partner Clicks: 246

Early Bird Summer Travel Campaign:

- Impressions: 3,762,696
- Clicks: 29,770
- Facebook Clicks: 13,549
- Click Thru Rate: .79%
- Guide Requests: 240
- Newsletter Signups: 12
- External Partner Clicks: 71
- Internal Partner Clicks: 105

Fall Unbound Campaign:

- Impressions: 417,666
- Clicks: 18,529
- Click thru rate: 4.44%
- Guide Requests: 833
- Newsletter Signups: 66
- External Partner Clicks: 68
- Internal Partner Clicks: 61

Scavenger Hunt 2024 Campaign

- Impressions: 1,193,554
- Clicks: 13,121
- Click Thru Rate: 1.10%
- Guide Requests: 1,467
- Newsletter Signups: 66
- External Partner Clicks: 125
- Internal Partner Clicks: 84



2025 Website User Data:

- 87% mobile users
- 10.2% desktop users
- 2.9% tablet users

56.6% Female Users / 43.4% Male Users

Top pages of 2025:

- Unbound Adventures in Tucker County, WV: Hiking, Biking, & Outdoor Fun
- Ski the Valley: Best Ski Resorts in Canaan Valley, WV/Tucker County Winter Adventures
- Ski the Valley-Canaan Valley, WV : Canaan Valley, WV
- Parsons, WV: Outdoor Recreation, Cheat River Rafting & Bluegrass Festivals
- Things to Do in Tucker County, WV: Outdoor Adventures, Dining & Arts
- Explore Tucker County, WV: Outdoor Adventures, Skiing & Mountain Escapes
- Outdoor Recreation in Tucker County, WV: Hiking, Biking & Water Adventures
- Get Your Guide – Canaan Valley, WV
- Get Tuckered Scavenger Hunt: Explore Tucker County, WV & Win Big

User Interests:

- News & Politics/Avid News Readers/Entertainment News Enthusiasts
- Lifestyles & Hobbies/Shutterbugs
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs
- News & Politics/Avid News Readers
- Technology/Social Media Enthusiasts
- Home & Garden/Home Décor Enthusiasts
- Media & Entertainment/Movie Lovers
- Shoppers/Shopping Enthusiasts
- Travel/Tourism Buffs
- Sports & Fitness/Sports Fans/Fans of American Football

Google Search Query:

- Tucker county cvb
- Get tuckered
- Gettuckered
- Visitor center near me
- Blackwater falls state park
- Visitor center
- Where to get a passport near me
- #gettuckered
- Activities near me
- Activities near me within 5 miles

Google Ads Keywords text:

- Things to do blackwater falls wv
- Ski holidays
- Things to do canaan valley wv
- Things to do in West Virginia
- Ski
- Canaan valley resort
- Things to do davis wv
- Things to do tucker county wv
- Blackwater falls
- Blackwater falls state park

Site traffic from states:

- Virginia
- Pennsylvania
- Ohio
- West Virginia
- Maryland
- North Carolina
- Florida
- New York
- Georgia
- Michigan

Site traffic from cities:

- Ashburn (4.33%)
- New York (3.34%)
- Baltimore (2.9%)
- Philadelphia (2.75%)
- Charlotte (2.34%)
- Pittsburgh (2.23%)
- Columbus (2.08%)
- Washington (1.96%)
- Charleston (1.21%)

Age Demographics:

- 35-44 (4.1%)
- 55-64 (3.53%)
- 45-54 (3.46%)
- 25-34 (3.14%)
- 65+ (2.87%)
- 18-24 (1.37%)



Email Campaigns:

Our 2025 Monthly Newsletter has a mailing list of 14,276 recipients. That is up 1.09% from the previous year. We typically have a 13% open rate.

Website Blogs:

In 2025 we had a total of 12 blogs posted on our website, gettuckered.com. These blogs are located under trip inspirations, that is exactly what they are intended to do.

Social Media:

Facebook:

- Tucker County, WV 46,000 followers

Utilizing this platform, we have 28.7 million views, 323,000 content interactions and 198.8 link clicks.

Instagram:

- Tucker County, WV 20,500 followers

On this platform we reached 1.5 million views, 70,000 interactions and 2,500 link clicks.

YouTube:

- 309 subscribers

This platform does not have a strong following. We utilize this platform to host our full-length videos.

TikTok:

1,047 Followers

Twitter:

3,200 followers

Ski The Valley:

4,000 followers on Facebook and Instagram

Marketing & Tourism Sponsorships:

In 2025 the CVB provided almost 18,000 in Marketing Sponsorships and over \$5,000 in Tourism Sponsorships.

- Canaan Valley Running Company
- Appalachian Fly Fishing Festival
- Highlands Trail Foundation
- Parson VFD Triathlon
- Run For It
- ArtSpring
- WV Hospitality University & Golf Tournament
- Mountaineer Days
- Tucker County Fair
- Tucker County Alpine Festival; Leaf Peepers, Celebration of the Arts and the WV Governor's Cup Ski Race
- Laurel River Club B&B
- Heart of the Highlands
- Mountaineer Trout Farm

Community Partners:

Below is a list of organizations we have partnered with and/or the CVB is an active member.

- Cheat River Water Trail
- Blackwater Biking Association
- Chamber of Commerce
- Run For It
- Blackwater Falls Foundation
- Heart of the Highlands
- Alpine Festival Association
- Mon Forest Towns; Marketing Committee
- Highlands Trail Foundation
- Potomac Highlands Creative Economy

Association & Organizations:

State and Regional organizations we are members and participate with in various ways.

- WV Association of Convention & Visitors Bureaus
- WV Hospitality & Travel Association
- Hospitality University
- WV Governor's Conference on Tourism
- WV Ski Areas Association

- Tourism Day at the Capital
- WVU Sustainable Rural Tourism Video Series
- Mountaineer Trail Network

Tucker County Information Center:

The Convention and Visitors Bureau operates the Tucker County Information Center located in downtown Davis on the corner of 4th Street and William Ave. The center strives to be open 7 days a week from 9am to 5pm and provides service and information for guests to the area. The Information Center is stocked with the following literature:

- County, Regional and State wide Information
- Local Lodging & Attraction Information
- Dining Information and most menus
- Hiking and Biking maps for all areas
- County and WV Road Maps
- Area Event Flyers
- Activity Itineraries
- Pocket Guides for Tucker County
- WV DNR hunting and fishing regulations
- Fax, Copy and Printing Services
- UPS Drop Off



Big News for 2025! The Tucker County CVB purchased 2 acres on the corner of Blackwater Falls Rd and Route 32 from the Cooper Family. This will be the future home of our Visitor Center.

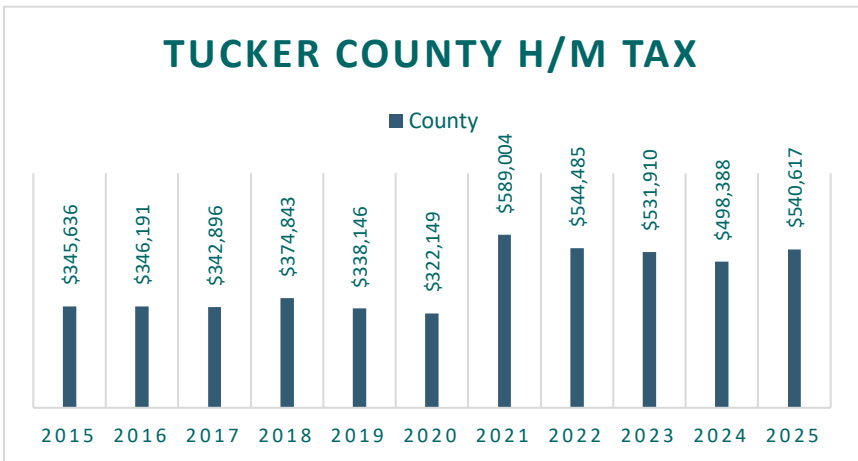
Funding:

The main source of funding for the Tucker County Convention and Visitors Bureau is 50% of the hotel/motel occupancy tax collected throughout Tucker County. This 6% fee is collected from visitors staying in local lodging facilities for less than 30 days. The Tucker County Commission disburses 50% of the 6% collected to the CVB and remaining 50% to the Tucker County Parks & Recreation Board, Camp Kidd, County Fire & EMS services and any other historical or beautification projects. The municipalities are required to use the same guidelines for their portion of the h/m tax collected.

County H/M Tax (50%):

Year	Amount	Year	Amount
2015	\$345,636	2020	\$322,149
2016	\$346,191	2021	\$589,004
2017	\$342,896	2022	\$544,485
2018	\$374,843	2023	\$531,910
2019	\$338,146	2024	\$498,388
		2025	\$540,617

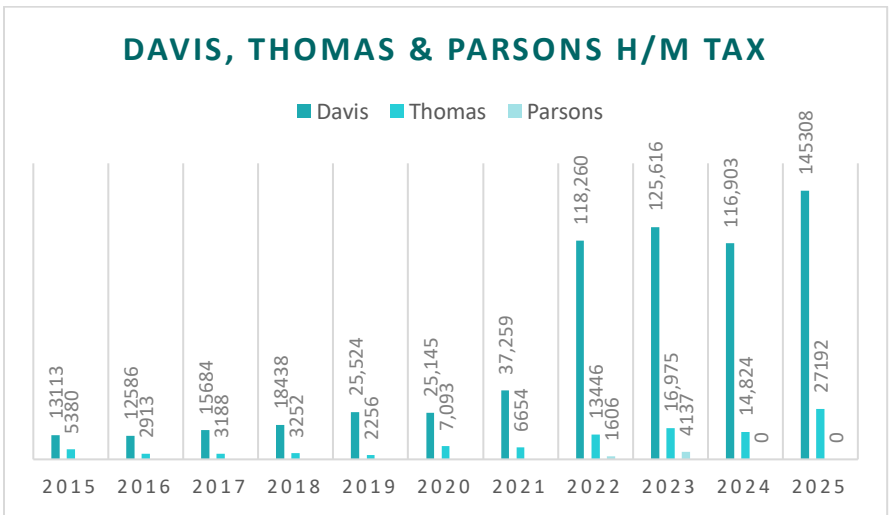
*2019 December payment was missing collection for a local lodging facility



Davis, Thomas and Parsons H/M Tax (50%):

Year	Davis	Thomas	Parsons
2015	\$13,113	\$5,380	
2016	\$12,586	\$2,913	
2017	\$15,684	\$3,188	
2018	\$18,438	\$3,252	
2019	\$23,541	\$2,256	
2020	\$25,145	\$7,093	
2021	\$37,529	\$6,654	
2022	\$118,260	\$13,446	\$1,606
2023	\$125,616	\$16,975	\$4,137
2024	\$116,903	\$14,824	\$0
2025	\$145,308	\$27,192	\$0

*In 2015 Davis increased their H/M tax from 3% to 6%



KeyData 2025 Snapshot: Vrbo.com and Airbnb.com Comparison to 2024



Data Source: Airbnb/Vrbo combined

KPI	Value	Compared	Difference
ADR	\$301	\$292	3%
Occupancy	26.2%	27.1%	-3%
RevPAR	\$79	\$79	-0%
Revenue	\$22,595,733	\$20,507,213	10%

ADR



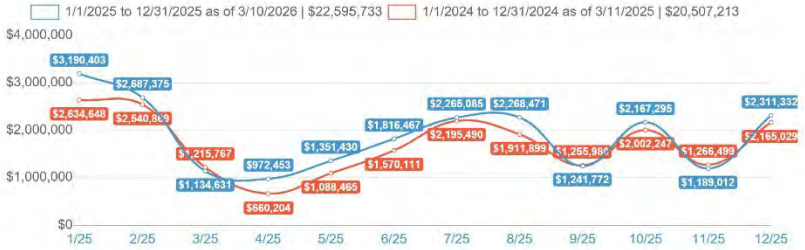
Occupancy



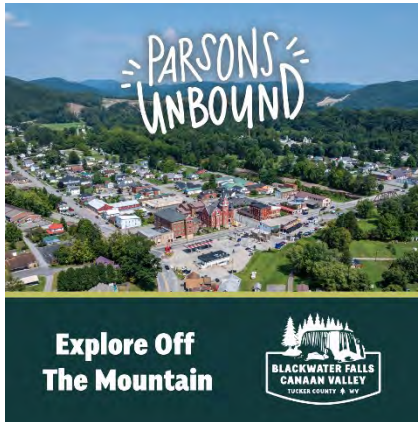
RevPAR



Revenue



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 Market(s): Tucker - WV
 Filter(s): none





Tucker County Convention and Visitors Bureau

Po Box 565

410 William Ave. Davis, WV 26260

304-259-5315

gettuckered.com / skithevalley.com

