

The background of the cover features a silhouette of a person standing on a mountain ridge, looking out over a vast, hazy mountain range at dawn or dusk. The scene is framed by a white L-shaped graphic element in the top-left and bottom-right corners.

ANNUAL REPORT

2023

Grant County CVB

Grant County continues to be positioned as a premier destination for outdoor recreation

Close proximity to DC, Baltimore, Northern Virginia and Pittsburgh

Central location close to many major outdoor attractions

Expansion of supporting tourism businesses continue to grow

Looking Back on 2023 Marketing Accomplishments

- Completed a photo and video shoot using the Folkway for more current and professional assets in collaboration with Pendleton County
- Hired Blue Ridge Outdoors influencer to produce videos, photos, and two blogs that were shared on FB, Instagram, Tiktok, and e-newsletter with excellent results
- Continued partnership with New South Media for digital marketing, social media campaign, and email marketing.
- Email database increase of 18% to 2,245 subscribers who received monthly blogs and email blasts
- Digital marketing campaign exceeded expected click goal by 404 clicks and impressions by 180k
- Reprinted visitor's guides, trifolds, and our recreation map

Additional Accomplishments

- WV DOH grant awarded \$125,000 for phase 1 of the 12.5 mile Petersburg River Park Hike and Bike Trail
- EDA Purchase of downtown buildings for improvement and downtown revitalization
- Private donation of \$125,000 for a downtown event pavilion to go out for bid spring 2024
- Tamarack Ripple grant for the arts meetings underway for potential expansion of the arts in Grant County
- Continued involvement with Mon Forest Towns, DARRE, Hub community coaching and downtown redevelopment
- Pickle ball courts being funded for construction in spring 2024
- Continuation of downtown beautification project

Grant County Convention & Visitors Bureau
Statement of Financial Position
As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Convention & Visitor Bureau	37,716.08
South Side Depot	94,054.45
Summit 11737079	37,645.97
Total Bank Accounts	\$ 169,416.50
Other Current Assets	
GCB Certificate of Deposits	12,561.11
Inventory	43,498.34
Total Other Current Assets	\$ 56,059.45
Total Current Assets	\$ 225,475.95
Fixed Assets	
Accumulated Dep - Equipment	(56,917.03)
Accumulated Dep - Leasehold	(12,099.99)
Equipment	58,740.00
Leasehold Improvements	12,100.00
Total Fixed Assets	\$ 1,822.98
TOTAL ASSETS	\$ 227,298.93
LIABILITIES AND FUND BALANCES	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Cards	
Visa 1053	147.83
Total Credit Cards	\$ 147.83
Total Credit Cards	\$ 147.83
Other Current Liabilities	
Payroll Liabilities	0.00
Federal Taxes (941/944)	841.58
WV Income Tax	112.00
WV Unemployment Tax	94.71
Total Payroll Liabilities	\$ 1,048.29
Total Other Current Liabilities	\$ 1,048.29
Total Current Liabilities	\$ 1,196.12
Total Liabilities	\$ 1,196.12
Fund Balance	
Unrestricted Net Assets	219,160.43
Restricted Net Assets	1,746.49
Excess Revenue Over Expenses	5,195.89
Total Fund Balance	\$ 226,102.81
TOTAL LIABILITIES AND FUND BALANCES	\$ 227,298.93

No Assurance Provided on these financial statements.

Substantially all disclosures ordinarily included in financial statements prepared on the tax-basis of accounting are not included.

Grant County Convention Visitors Bureau & South Side Depot
Statement of Activity by Class

	January - December 2023		
	CVB	SSD	TOTAL
Revenue			
City Hotel/Motel Tax	34,470.41		34,470.41
County Hotel/Motel Tax	103,184.44		103,184.44
Event Fees		565.39	565.39
Mis Income			0.00
Rent Received From Chamber of C	1,200.00		1,200.00
Total Mis Income	\$ 1,200.00	\$ -	\$ 1,200.00
Store Sales			0.00
Cash Sales		15,895.57	15,895.57
Credit Card Sales		24,887.55	24,887.55
Events SSD	0.00	112.35	112.35
Square Sales		12,986.39	12,986.39
Total Store Sales	\$ -	\$ 53,881.86	\$ 53,881.86
Total Revenue	\$ 138,854.85	\$ 54,447.25	\$ 193,302.10
Cost of Goods Sold			
Charge Card Expense		1,027.93	1,027.93
Consignor Payments		13,006.75	13,006.75
Event Costs		1,925.00	1,925.00
Inventory COGS		22,294.06	22,294.06
Inventory-Cost of Goods Sold		480.00	480.00
State Sales Tax		3,001.94	3,001.94
Train Event Costs		1,624.70	1,624.70
Total Cost of Goods Sold	\$ -	\$ 43,360.38	\$ 43,360.38
Gross Profit	\$ 138,854.85	\$ 11,086.87	\$ 149,941.72
Expenditures			
Advertising	54,836.27	1,836.40	56,672.67
Contractor Services			0.00
Professional Accounting Fees	6,132.00		6,132.00
Total Contractor Services	\$ 6,132.00	\$ -	\$ 6,132.00
Depreciation Expense	281.03	625.99	907.02
Internet	882.00		882.00
Operation Expense			0.00
Bank Fees	5.00		5.00
Computer-Software	563.82	1,870.61	2,434.43
Electric	504.13	7,043.32	8,447.45
Inspection		382.85	382.85
Insurance Liability	502.75		502.75
License Expense	1,530.00	158.00	1,688.00
Membership Dues	1,035.00	472.60	1,507.60
Office Supplies		179.16	179.16
Postage-Stamps	72.13	66.00	138.13
Propane	95.40		95.40
Repairs		353.51	353.51
Tech Support	52.50		52.50
Website	128.40	422.88	551.28
Total Operation Expense	\$ 4,489.13	\$ 11,848.93	\$ 16,338.06

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**Grant County Convention Visitors Bureau & South Side Depot
Statement of Activity by Class**

January - December 2023

	CVB	SSD	TOTAL
Payroll Expenses			0.00
Taxes	2,448.02	2,471.27	4,919.29
Wages	30,000.10	26,471.54	56,471.64
Workers Compensation	461.00		461.00
Total Payroll Expenses	\$ 32,909.12	\$ 28,942.81	\$ 61,851.93
Store Supplies		2,019.26	2,019.26
Telephone	952.69		952.69
Travel	441.69		441.69
Conference Registration	295.00		295.00
Total Travel	\$ 736.69	\$ -	\$ 736.69
Total Expenditures	\$ 101,218.93	\$ 45,273.39	\$ 146,492.32
Net Operating Revenue	\$ 37,635.92	\$ (34,186.52)	\$ 3,449.40
Other Revenue			
Restricted CD Income	1,746.49		1,746.49
Total Other Revenue	\$ 1,746.49	\$ -	\$ 1,746.49
Excess Revenue Over Expenses	\$ 39,382.41	\$ (34,186.52)	\$ 5,195.89



EXPLORE
PETERSBURG
- NATURALLY UNTAMED -

A person wearing a red coat is shown from the waist down, packing items into a suitcase. The person's hand is visible, reaching into the suitcase. The suitcase has a vintage-style handle with a leather grip and metal rivets. The background is a soft, out-of-focus outdoor setting. The entire image is overlaid with a dark, semi-transparent filter, and framed by a white L-shaped graphic element in the corners.

THANK YOU

www.visitgrantcounty.com