Ripley Convention and Visitors Bureau, Inc.

Financial Statements and Independent Auditor's Report

For the Year Ended June 30, 2025

Ferrari & Associates, PLLC
616 Schubert Place | Morgantown, WV 26505

Ripley Convention and Visitors Bureau, Inc.
Table of Contents

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Independent Auditor's Report

To the Board Members of
Ripley Convention and Visitors Bureau, Inc.
Ripley, WV 25271

Opinion

We have audited the accompanying financial statements of Ripley Convention and Visitors Bureau, Inc. (a West Virginia non-profit organization), which comprise the statement of financial position as of June 30, 2025, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Ripley Convention and Visitors Bureau, Inc. as of June 30, 2025, and the changes in its net assets and its cash flows for the years 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. 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 Ripley 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.

Responsibilities of Management 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, and 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 Ripley Convention and Visitors Bureau, Inc.'s ability to continue as a going concern within one year after the date that the financial statements are available to be 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 generally accepted auditing standards 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 generally accepted auditing standards, 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 Ripley 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 Ripley 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.

Ferrari & Associates, PLLC

Morgantown, West Virginia
September 25, 2025

Ripley Convention and Visitors Bureau, Inc.
Statement of Financial Position
June 30, 2025

ASSETS		
Current assets:		
Cash and cash equivalents	$	155,748
Total current assets		155,748
Property and equipment, net		6,165
Total assets	**$**	**161,913**
NET ASSETS		
Current liabilities:		
Accrued payroll withholding and taxes payable	$	952
Total current liabilities		952
Net assets:		
Without donor restrictions		160,961
Total net assets		160,961
Total liabilities and net assets	**$**	**161,913**

Ripley Convention and Visitors Bureau, Inc.
Statement of Activities
For the Year Ended June 30, 2025

	Net Assets Without Donor Restrictions
Support and revenue	
Contributions from the City of Ripley	$ 122,709
Total support and revenue	**122,709**
Expenses	
Program services	124,433
Management and general	7,875
Total expenses	**132,308**
Operating income (loss)	**(9,599)**
Nonoperating gain (loss)	
Loss on disposal of assets	(5,400)
Total nonoperating gain (loss)	**(5,400)**
Change in net assets	**(14,999)**
Net assets - beginning of year	**175,960**
Net assets - end of year	**$ 160,961**

Ripley Convention and Visitors Bureau, Inc.
Statement of Functional Expenses
For the Year Ended June 30, 2025

	Program Expenses	Management and General	Total
Expenses			
Advertising	$ 49,821	$ -	$ 49,821
Salaries and wages	34,488	3,832	38,320
Professional fees	11,509	1,279	12,788
Rent	7,875	875	8,750
Office expenses	5,064	562	5,626
Events	3,737	-	3,737
Insurance	3,080	342	3,422
Payroll taxes & related expenses	2,971	330	3,301
Dues and subscriptions	1,760	196	1,956
Utilities	1,154	128	1,282
Repairs and maintenance	1,112	124	1,236
Depreciation	741	82	823
Travel, meals, and entertainment	556	62	618
Reimbursements	504	56	560
Fiscal charges	61	7	68
Total expenses	**$ 124,433**	**$ 7,875**	**$ 132,308**

Ripley Convention and Visitors Bureau, Inc.
Statement of Cash Flows
For the Year Ended June 30, 2025

Cash flows from operating activities:		
Change in net assets	$	(14,999)
Adjustments to reconcile change in net assets to net cash provided (used) by operating activities:		
Depreciation		68
Loss on disposal of assets		5,400
Change in:		
Prepaid rent		500
Accrued payroll withholding and taxes payable		952
Net cash provided (used) by operating activities		(8,079)
Cash flows from investing activities:		
Acquisition of property and equipment		(5,827)
Net cash provided (used) by investing activities		(5,827)
Net change in cash		(13,906)
Cash at beginning of year		168,899
Cash at end of year	**$**	**154,993**

See accompanying notes and independent auditor's report.

1. Organization and Nature of Business

Ripley Convention and Visitors Bureau, Inc. (the “Organization”), is a West Virginia not-for-profit organization dedicated to advancing, stimulating and promoting exhibits, conferences, conventions, and visitors to the City of Ripley, West Virginia.

2. Summary of Significant Accounting Policies

Basis of Accounting

The accompanying financial statements have been prepared on the accrual basis of accounting as contemplated by generally accepted accounting principles, and accordingly, reflect all significant receivables, payables, and other liabilities, that exist at yearend. Revenues are recognized as they are earned and expenses are recognized as they are incurred whether or not cash is received or paid out at that time.

Classification of Net Assets

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

Net Assets Without Donor Restrictions: represents net assets that are not subject to or are no longer subject to donor-imposed stipulations. Net assets without donor restriction are available for use by the Organization at the discretion of the Board of Directors.

Net Assets With Donor Restrictions: represents net assets whose use is limited by donor-imposed time and/or purpose restrictions. The Organization did not have any net assets with donor restrictions at June 30, 2025.

Revenues are reported as increases in net assets without donor restriction unless use of the related assets is limited by donor-imposed restrictions. Expenses are reported as decreases in net assets without donor restriction. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in net assets without donor restrictions unless their use is restricted by explicit donor stipulation or by law. Expirations of donor restrictions on the net assets (i.e., the donor-stipulated purpose has been fulfilled and/or the stipulated time period has elapsed) are reported as reclassifications between the applicable classes of net assets. The Organization has adopted a policy to classify donor restricted contributions as without donor restrictions to the extent that donor restrictions were met in the year the contribution was received.

Cash and Cash Equivalents

Cash and cash equivalents include all monies in banks and highly liquid investments with maturity dates of less than three months. The carrying value of cash and cash equivalents approximates fair value because of the short maturities of those financial instruments.

Advertising Costs

Advertising and marketing costs are expensed as incurred. Advertising expense for the year ended June 30, 2025 was $49,821.

Revenue

Contributions

Contributions from governmental agencies are received to assist in operations. This revenue is recognized by the Organization when received. Contributions received are recorded as net assets with donor restrictions or net assets without donor restrictions depending on the existence or nature of any donor restrictions. In the absence of such stipulations, contributions are recorded as unrestricted support.

Promises to give and other contributions

Unconditional promises to give are recognized when pledged and recorded as net assets without donor restrictions or net assets with donor restrictions, depending on the existence and/or nature of any donor-imposed restrictions. Conditional promises to give are recognized when the conditions on which they depend are substantially met. When a restriction expires, that is, when a stipulated time restriction ends or a purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions. Contributions of assets other than cash are recorded at their estimated fair value at the time of the contribution. These other contributions are considered to be available for general purposes unless restricted by the donor for specific purposes.

Donated Services

Donated services are recognized as contributions if the services (a) create or enhance nonfinancial assets or (b) require specialized skills, are performed by people with those skills, and would otherwise be purchased by the Organization. For the year ending June 30, 2025, no services were received that met the criteria for recognition as donated services.

Accounts Receivable and Payable

Accounts receivable and the related revenues are recorded when the corresponding conditions are met. Accounts payable, payroll withholding and taxes payable, and the related expenses are recorded when the corresponding cost has been incurred. There was no yearend balances in accounts receivable and payable at June 30, 2025.

Property and Equipment

Purchases of property and equipment are capitalized at cost. Donated assets are capitalized, in accordance with Organization guidelines, at the estimated fair value at the date of receipt. The Organization capitalizes purchased or donated property and equipment based on an assessment of the individual asset's useful life and cost or fair value Depreciation is computed using the straight-line method over the estimated useful lives of the assets as follows:

Equipment – 3 to 5 years

Functional Expenses

Expenses related to administering, promoting, developing and advancing existing activities for the Organization have been presented on a functional basis in the statement of functional expenses, and are summarized in the statement of activities. Expenses are charged to program, management and general, and fundraising, if any, as incurred.

Estimates

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amounts of assets, liabilities, disclosures of contingent assets and liabilities at the date of the financial statements and reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Income Taxes

For Federal tax purposes the Organization is exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code; however, the Organization remains subject to tax on any business income unrelated to its tax-exempt purpose. Management believes there is no unrelated business taxable income associated with the Organization.

3. Concentrations of Risk

Financial instruments that potentially subject the Organization to concentration of credit risk consist principally of cash and cash equivalents. The Organization maintains its cash accounts in financial institutions located in West Virginia. The balances are insured by the Federal Deposit Insurance Corporation (FDIC) up to $250,000. The Organization’s cash balances at various times throughout the year may be in excess of amounts insured. The Organization monitors its cash balance as well as the strength of the financial institution thereby mitigating its exposure to concentrations of credit risk.

During the year ended June 30, 2025, the Organization received a significant portion of its support and revenue in the form of contributions from the City of Ripley, West Virginia. A loss or substantial reduction in this funding may have a significant impact on the Organization.

4. Liquidity Management

The Organization monitors its liquidity so that it is able to meet its operating needs and other contractual commitments.

The following table reflects the Organization’s financial assets as of June 30, 2025:

Total financial assets available to meet cash needs for general expenditures within one year	$ 155,748

5. Property and Equipment

Property and equipment are summarized as follows:

	2025
Depreciable:	
Equipment	$ 8,193
Total property and equipment	8,193
Less:	
Accumulated depreciation	(2,028)
Property and equipment, net	$ 6,165

6. Subsequent Events

The Organization has evaluated subsequent events through September 25, 2025, the date on which the financial statements were available to be issued and concluded that no subsequent events have occurred that would require recognition in the financial statements or disclosure in the notes to the financial statements.

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Accrual Basis

Ripley Convention & Visitors Bureau
Balance Sheet
As of June 30, 2025

	Jun 30, 25	May 31, 25
ASSETS		
Current Assets		
Checking/Savings		
City Operating	155,748.04	172,455.34
Total Checking/Savings	155,748.04	172,455.34
Total Current Assets	155,748.04	172,455.34
Fixed Assets		
Accumulated Depreciation	-2,028.35	-1,205.27
Furniture and Equipment	8,193.71	8,193.71
Total Fixed Assets	6,165.36	6,988.44
Other Assets		
Website URL's	5,400.00	5,400.00
Total Other Assets	5,400.00	5,400.00
TOTAL ASSETS	**167,313.40**	**184,843.78**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Payroll Liabilities		
Federal Taxes (941/944)	803.52	803.48
WV Withholding	148.00	148.00
Total Payroll Liabilities	951.52	951.48
Total Other Current Liabilities	951.52	951.48
Total Current Liabilities	951.52	951.48
Total Liabilities	951.52	951.48
Equity		
Unrestricted Net Assets	176,109.84	176,109.84
Net Income	-9,747.96	7,782.46
Total Equity	166,361.88	183,892.30
TOTAL LIABILITIES & EQUITY	**167,313.40**	**184,843.78**

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Accrual Basis

Ripley Convention & Visitors Bureau
Profit & Loss
June 2025

	Jun 25		Jul '24 - Jun 25	
Ordinary Income/Expense				
Income				
City of Ripley		21 847.25		122,709 04
Total Income		21 847.25		122,709 04
Expense				
Advertising and Marketing				
Advertising Expense	31,570.14		48,410.56	
Events Expenses	1,191 00		3,736.79	
Advertising and Marketing - Other	25 00		1,410.00	
Total Advertising and Marketing		32 786.14		53,557 35
Operating Expenses				
Audit/Review	0.00		3,000.00	
Conferences & Training	0 00		0.00	
Depreciation Expense	823 08		823.08	
Dues and Subscriptions	0 00		1,956.39	
Insurance Expense	0 00		3,422.00	
Interest Expense	0.00		28.63	
Late Fees	0.00		39.00	
Office	232 40		5,775.46	
Professional Fees	300 00		9,787.72	
Rent	750 00		8,750.00	
Repairs and Maintenance	0 00		1,237.44	
Taxes & Licenses	0 00		10.00	
Telephone & Internet Expense	195 92		1,163.54	
Travel Expense	0.00		607.85	
Total Operating Expenses		2,301.40		36,601 11
Reimbursement		0.00		559.92
Salaries and Personnel				
Taxes and Fringes				
Taxes				
Federal Unemployment Expense	0 00		84 00	
FICA Expense	318 76		2,931 46	
WV Unemployment Expense	0 00		285 32	
Total Taxes	318.76		3,300 78	
Total Taxes and Fringes	318 76		3,300 78	
Wages	4,166 66		38,319 66	
Total Salaries and Personnel		4 485.42		41,620 44
Utilities		-195.29		118 18
Total Expense		39,377.67		132 457 00
Net Ordinary Income		-17,530.42		-9,747 96
Net Income		**-17,530.42**		**-9,747.96**

Ripley Convention & Visitors Bureau
Profit & Loss Budget vs. Actual
July 2024 through June 2025

	Jul '24 - Jun 25	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
City of Ripley	122,709.04	144,000.00	-21,290.96	85.2%
Merchandise Sales	0.00	0.00	0.00	0.0%
Total Income	122,709.04	144,000.00	-21,290.96	85.2%
Expense				
Advertising and Marketing				
Advertising Expense	48,410.56	47,600.00	810.56	101.7%
Events Expenses	3,736.79	10,000.00	-6,263.21	37.4%
Advertising and Marketing - Other	1,410.00			
Total Advertising and Marketing	53,557.35	57,600.00	-4,042.65	93.0%
Operating Expenses				
Audit/Review	3,000.00	3,000.00	0.00	100.0%
Bank Service Charges	0.00	0.00	0.00	0.0%
Conferences & Training	0.00	800.00	-800.00	0.0%
Depreciation Expense	823.08			
Dues and Subscriptions	1,956.39	640.00	1,316.39	305.7%
Insurance Expense	3,422.00	2,700.00	722.00	126.7%
Interest Expense	28.63			
Late Fees	39.00			
Meals and Entertainment	0.00	240.00	-240.00	0.0%
Office	5,775.46	3,000.00	2,775.46	192.5%
Professional Fees	9,787.72	4,600.00	5,187.72	212.8%
Rent	8,750.00	8,400.00	350.00	104.2%
Repairs and Maintenance	1,237.44			
Taxes & Licenses	10.00	30.00	-20.00	33.3%
Telephone & Internet Expense	1,163.54	4,850.00	-3,686.46	24.0%
Travel Expense	607.85	540.00	67.85	112.6%
Total Operating Expenses	36,601.11	28,800.00	7,801.11	127.1%
Reimbursement	559.92			
Salaries and Personnel				
Taxes and Fringes				
Taxes				
Federal Unemployment Expense	84.00	0.00	84.00	100.0%
FICA Expense	2,931.46	0.00	2,931.46	100.0%
WV Unemployment Expense	285.32	0.00	285.32	100.0%
Total Taxes	3,300.78	0.00	3,300.78	100.0%
Taxes and Fringes - Other	0.00	12,600.00	-12,600.00	0.0%
Total Taxes and Fringes	3,300.78	12,600.00	-9,299.22	26.2%
Wages	38,319.66	45,000.00	-6,680.34	85.2%
Total Salaries and Personnel	41,620.44	57,600.00	-15,979.56	72.3%
Utilities	118.18	0.00	118.18	100.0%
Total Expense	132,457.00	144,000.00	-11,543.00	92.0%
Net Ordinary Income	-9,747.96	0.00	-9,747.96	100.0%
Net Income	**-9,747.96**	**0.00**	**-9,747.96**	**100.0%**

RIPLEY CONVENTION & VISITORS BUREAU

107 ½ Main Street W
Ripley, WV 25271

September 25, 2025

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

If you have any questions, please contact either Brenda Mobley, Executive Director, at (304-532-0945 or director@ripleycvb.com , or Meghan Parsons, President at 304-834-9425 or forevemevermore85@gmail.com.

Sincerely,

Meghan D Parsons

Meghan Parsons, Board Chair

Brenda Mobley

Brenda Mobley, Executive Director

Attachments: Income statement (July 1, 2024 – June 30, 2025), Balance sheet (June 30, 2025), Annual Audit (2025).