



Greater Moundville Convention & Visitors Bureau

1105 Wheeling Avenue • Glen Dale, WV 26038

Office: 304.810.4435 • Cell: 304.780.5655

E-mail: Info@VisitMoundville.com

September 15, 2022

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

WV Joint Committee on Government & Finance – drew.ross@wvlegislature.gov and
steve.marsden@wvlegislature.gov

WVACVB – sgill@fulksandassociates.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 WWSAO, 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 Greater Moundville Convention & Visitors Bureau, we respectfully submit the required information and confirm that Greater Moundville Convention & Visitors Bureau is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Craig White Executive Director at cwhite@grandvuepark.com or 304-975-0326 or me Robert Straub at hscpas@yahoo.com or 304-843-2228.

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert Straub".

Robert Straub, Board Chair

A handwritten signature in blue ink, appearing to read "Craig White".

Craig White, Executive Director

Attachments: Income statement (July 1, 2021 – June 30, 2022), Balance sheet (June 30, 2022), Annual report (2022), and Annual audit (2022).

Marshall County Convention and Visitors Bureau, Inc.
Fiscal Budget
 July 2022 through June 2023

Budget for Fiscal Year
Jul '22 - Jun '23

Income	
510 · Hotel Tax Revenue - Moundsville	170,000.00
515 · Hotel Tax Revenue - Glen Dale	10,000.00
520 · Hotel Tax Revenue - Marshall Co	40,000.00
530 · Hotel Tax Revenue - Additional	20,000.00
555 · Grant Income	0.00
560 · Bus Tour Income	0.00
570 · Visitor Guide Ad Revenue	25,000.00
590 · Miscellaneous Income	0
Total Income	265,000.00
Expense	
610 · Salaries & Wages	70,000.00
615 · Payroll Taxes	5,000.00
660 · Bus Tour Expense - Admissions	0.00
664 · Bus Tour Expense - Meals	0.00
666 · Bus Tour Expense-Entertainment	0.00
695 · Advent. Pass Reimb.-Attractions	0.00
750 · Advertising	
750.01 · Advertising - Digital	60,000.00
750.02 · Advertising - Print	15,000.00
750.04 · Advertising - Broadcast	5,000.00
750.05 · Advertising - Visitors Guide	25,000.00
750.40 · Advertising - Meetings/PR	1,000.00
750.50 · Advertising - Miscellaneous	0.00
750.80 · Adv.-Trade Shows-Booth Fees	10,000.00
750.81 · Adv.-Trade Shows-Giveaways	5,000.00
750.82 · Adv.-Trade Shows-Hotels	10,000.00
750.83 · Adv.-Trade Shows-Mileage	5,000.00
750.84 · Adv.-Trade Shows-Parking	500.00
750.85 · Adv.-Trade Shows-Meals	1,000.00
750.86 · Adv.-Trade Shows-Vehicle Exp.	500
750.94 · Adv.-Trade Shows-Display Items	5,000.00
750.95 · Adv.-Trade Shows-Miscellaneous	3000
Total 750 · Advertising	146,000.00
770 · Hospitality	2,000.00
790 · Trade Shows - Other Expenses	0.00
810 · Conferences	1,000.00
815 · Meals	500.00
820 · Travel	500.00
840 · Office Supplies	1,100.00
845 · Postage	5,000.00
855 · Rent and Utilities	3,000.00
865 · Telephone and Internet	2,000.00
878 · Depreciation Expense	375.00
880 · General Insurance	2,900.00
882 · Workers Compensation Insurance	1,000.00
885 · Licenses and Fees	500.00
905 · Dues and Subscriptions	1,000.00
990 · Miscellaneous Expense	0
Total Expense	241,875.00
Net Income	23,125.00

Marshall County Convention and Visitors Bureau, Inc.

Profit & Loss

July 2021 through June 2022

	<u>Jul '21 - Jun 22</u>
Ordinary Income/Expense	
Income	
510 · Hotel Tax Revenue - Moundsville	154,945.06
515 · Hotel Tax Revenue - Glen Dale	6,314.29
520 · Hotel Tax Revenue - Marshall Co	33,205.47
570 · Visitor Guide Ad Revenue	22,100.00
585 · Fed. Employee Retention Credits	10,033.95
	<hr/>
Total Income	226,598.77
Expense	
610 · Salaries & Wages	59,792.56
615 · Payroll Taxes	5,366.07
750 · Advertising	109,925.28
770 · Hospitality	674.00
790 · Trade Shows - Other Expenses	100.38
810 · Conferences	2,243.58
815 · Meals	169.16
820 · Travel	936.40
840 · Office Supplies	732.99
845 · Postage	424.12
855 · Rent and Utilities	2,250.00
865 · Telephone and Internet	1,664.05
878 · Depreciation Expense	476.66
880 · General Insurance	3,524.50
882 · Workers Compensation Insurance	667.00
885 · Licenses and Fees	50.00
902 · Shuttle Expense	71.66
905 · Dues and Subscriptions	1,704.10
990 · Miscellaneous Expense	240.49
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Total Expense	191,013.00
Net Ordinary Income	35,585.77
Other Income/Expense	
Other Income	
995 · PPP Loan Forgiveness	11,734.34
	<hr/>
Total Other Income	11,734.34
Net Other Income	11,734.34
Net Income	<hr/> <hr/> 47,320.11

Marshall County Convention and Visitors Bureau, Inc.

Balance Sheet

As of June 30, 2022

	<u>Jun 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
102 · Checking - BB&T	181,407.22
110 · Change Fund	<u>100.00</u>
Total Checking/Savings	181,507.22
Other Current Assets	
170 · Accounts Receivable	<u>14,829.50</u>
Total Other Current Assets	<u>14,829.50</u>
Total Current Assets	196,336.72
Fixed Assets	
185 · Equipment	4,241.28
196 · Accumulated Depreciation	<u>-3,287.98</u>
Total Fixed Assets	<u>953.30</u>
TOTAL ASSETS	<u><u>197,290.02</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
231 · Accrued Federal Withholding Tax	182.00
232 · Accrued FICA Tax	706.22
233 · Accrued State Income Tax W/H	98.00
236 · Accrued State Unemployment	164.96
238 · Accrued Federal Unemployment	<u>86.61</u>
Total Other Current Liabilities	<u>1,237.79</u>
Total Current Liabilities	<u>1,237.79</u>
Total Liabilities	1,237.79
Equity	
410 · Unrestricted Net Assets	148,732.12
Net Income	<u>47,320.11</u>
Total Equity	<u>196,052.23</u>
TOTAL LIABILITIES & EQUITY	<u><u>197,290.02</u></u>

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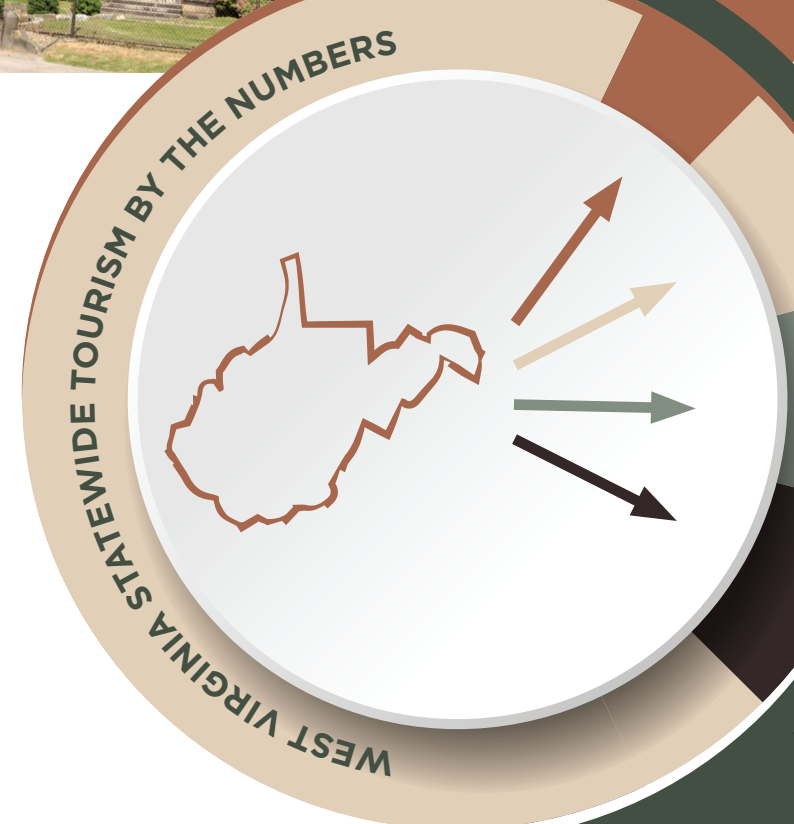
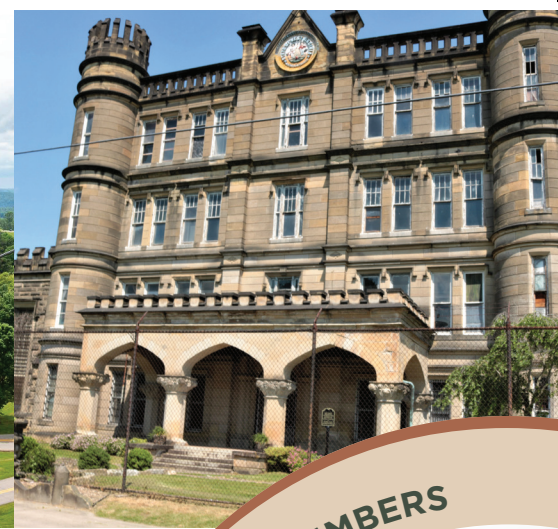
A Word from our Executive Director

On behalf of the Board of Directors and its constituents, I am proud to present our 2021-2022 Greater Moundsville Convention and Visitor Bureau's Annual Report. In this report we will show statistical data of our attractions in Marshall County and the impact that they have on our community.

As a bounce back year from the COVID-19 pandemic all of our attractions have seen an increase in visitor ship over the past year and are on pace for record visitation. With the addition of the Holiday Inn Express in December of 2020 we were able to increase our hotel tax revenues, which intern increased money being spent within Marshall County. Two factors arose over the past couple of years that have aided in the increase of visitors to our county. People were looking for things to do and wanting to get away now that travel bans have been lifted, also another opportunity that arose were the increase in gas prices which made people want to go shorter distances for vacations or getaways. These two factors aided in the additional traffic through Marshall County and our hotels and attractions. In the spring of 2022, the Marshall County Park and Recreation Board added a 40 site RV Park to Grand Vue Park which will be able to accommodate an additional 200 guests to the already 78 beds located in the various style of cabins within the park.

The Greater Moundsville Convention and Visitors Bureau has done a few things this past year to increase traffic to our attractions and lodging locations. We have increased the amount of our marketing budget to include the 6 million people within our 2-hour radius. We have delivered 35,000 visitor guides across the interstates and hotels and to our own attractions in the area. Through the partnership with the Marshall County Commission, with money's received from their half of the hotel tax, we were able to provide a free shuttle service throughout the county to take our visitors/guests staying at our lodging facilities, to local attractions and eateries in Marshall County. We also attend many travel shows in the tri-state area to promote what a wonderful place of one of a kind attractions, including the Palace Of Gold, Former WV Penitentiary, Grave Creek Mound Museum and the aerial adventure park at Grand Vue Park and our award winning unique lodging including Grand Vue Park's Treetop Villas, Choice Hotel's Sleep Inn Hotel and the Holiday Inn Express that we have in Marshall County. We are very excited and look forward to the opportunities this next year brings!

Sincerely,
 Craig White
 Executive Director,
 Greater Moundsville Convention and Visitors Bureau



38 members Working to create a positive economic impact by increasing tourism spending

\$8+ million Dedicated to marketing and promoting WV destinations annually

\$10 million+ Spent in public-private investment in Department of Tourism's co-op advertising program

4,000 Lodging Partners represented by CVBs

"The work of the convention and visitors bureau is so important, because it is the bridge that connects the visitors to our area to the information, resources and opportunities that the attractions in the greater Moundsville area has to offer."
 — Robert Straub,
 President of the Board of Directors of the Greater Moundsville CVB

CVBs are directly involved in contributing \$4.7 billion in visitor spending in the state of West Virginia.*

*Resource: Dean Runyan Travel Impacts study 2020



Scan the QR code above for most up-to-date travel research from Department of Tourism.

CVBs are not-for-profit organizations primarily funded by their local governments, usually through a portion of the hotel occupancy tax. Their mission is to promote the long-term development and marketing of a destination, focusing on group sales, tourism marketing, and service. As the tourism marketing arm of the destination, the CVB is responsible for creating public awareness about its destination and securing the meeting and event business that feeds this economic engine of the region.

Ultimately, travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and creating an environment that grows attractions like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and residents alike.

Tourism Saves Every Household \$720 in taxes



Tourism advertising in West Virginia has proven to be a strong investment. For every dollar spent on tourism advertising, the state yields \$8 in state and local tax revenue and \$106 in direct traveler spending. Without this tourism-generated revenue, each household in West Virginia would have to pay an additional \$700 a year in state and local taxes. *Source: Longwoods International, 2016.*

2021 CVB Board Members

President
Robert Straub, CPA Hartley and Straub PLLC & Marshall County Historical Society

Vice President
Thomas Stiles, Operations Director at the West Virginia Penitentiary

Treasurer
Jeremy Kohus, Site Director at the Grave Creek Mound Archaeological Complex

Secretary
Nila Chaddock, Marshall County Historical Society & Cockayne Farmstead Preservation Project

Joni Grubler, General Manager of the Sleep Inn & Suites Moundsville

Jeff Brannon, General Manager of the Holiday Inn Express & Suites Moundsville

REGION	DIRECT SPENDING	EARNINGS	JOBS	LOCAL GOVT REVENUE	STATE GOVT REVENUE
Eastern Panhandle	\$805.7 million	\$223.5 million	7,340	\$7.9 million	\$119.1 million
Hatfield-McCoy Mountain	\$140.1 million	\$27.4 million	1,170	\$0.6 million	\$10.3 million
Metro Valley	\$579 million	\$158.2 million	5,430	\$5.4 million	\$46.2 million
Mid-Ohio Valley	\$150.8 million	\$43 million	1,810	\$1.3 million	\$10.9 million
Mountaineer Country	\$405.8 million	\$125.7 million	4,330	\$4.4 million	\$27.1 million
Mountain Lakes	\$175.3 million	\$52.5 million	2,230	\$1.4 million	\$12.6 million
New River/Greenbrier	\$582.3 million	\$196 million	6,240	\$5.2 million	\$41.7 million
Northern Panhandle	\$595.7 million	\$155.5 million	6,720	\$6.5 million	\$80.9 million
Potomac Highlands	\$297.9 million	\$80.4 million	3,480	\$3.2 million	\$18.5 million
TOTAL	\$4.554 billion	\$1.184 billion	45,400	\$53.3 million	\$481.2 million

COUNTY	DIRECT SPENDING	TRAVEL EARNINGS	JOBS	LOCAL GOVT REVENUE	STATE GOVT REVENUE
Marshall County	\$27.7 million	\$11.3 million	360	200 thousand	2 million

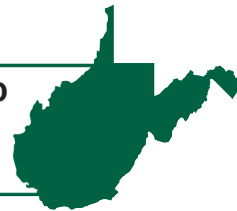
Resource: West Virginia Tourism Office and 2020 Dean Runyan Associates, "The Economic Impact of Travel in WV" Report

Greater Moundsville CVB by the numbers:

Facebook	5,500
Twitter	452
Instagram	1,143
Unique Website Visitors	30,000
Annual Visitors to Attractions	150,000
Travel Guides Produced	35,000
July 2021-June 2022	
Income from Hotel/Motel Tax	\$195,000
Total Spending on Advertisement, Salaries, and Bills	\$191,013

"The ability of the CVB to shine a light on our lodging facilities has been invaluable. Our social media exposure and—in turn increased business—has given our hotel quite a boost."
—Joni Grubler, General Manager of the Sleep Inn & Suites Moundsville

CERTIFIED
West Virginia
Convention &
Visitors Bureau



ANNUAL REPORT 2021-2022



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