

September 17, 2026

WV State Auditors' Office – lgs@wvsao.gov,

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 WVSABO, 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 McDowell County Convention and Visitors Bureau, we respectfully submit the required information and confirm that the McDowell 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 Jennifer Justice, Executive Director, at

jennifer.justice@exploremcdowell.com or 681-203-0499 or Tara Elder, Board President at taraelder@gmail.com or 304-237-7567

Sincerely,

Tara Elder, President of the McDowell County CVB Board

Jennifer D Justice, Executive Director

Attachments: Income statement July 1, 2025 – June 30, 2026, Balance sheet June 30, 2026, Annual report 2025/26, and Financial review for 2023 and 2024.

McDowell County Convention and Visitors Bureau Inc.

Statement of Financial Position

As of Jun 30, 2026

	Total
Assets	
Current Assets	
Bank Accounts	
Mountain Mud Checking	7,435.06
Pioneer Community Bank	33,586.06
Pioneer Savings Account	1,934.91
Total for Bank Accounts	\$42,956.03
Total for Current Assets	\$42,956.03
Total for Assets	\$42,956.03
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	23,514.67
Total for Accounts Payable	\$23,514.67
Other Current Liabilities	
Loan-Paycheck Protection Prog.	0.00
Total for Other Current Liabilities	\$0.00
Total for Current Liabilities	\$23,514.67
Total for Liabilities	\$23,514.67
Equity	
Opening Balance Equity	108,679.51
Unrestricted Net Assets	-101,336.96
Net Revenue	12,568.41
Total for Equity	\$19,910.96
Total for Liabilities and Equity	\$43,425.63

McDowell County Convention and Visitors Bureau Inc.

Statement of Activity
July, 2025-June, 2026

	Total
Revenue	
Direct Public Support	
Grant Income	43,201.19
Sponsorship for Mountain Mud	3,250.00
Total for Direct Public Support	\$46,451.19
Indirect Public Support	
Revenue-Occ Tax-Gary	15.18
Revenue-Occ Tax-Kimball	2,298.96
Revenue-Occ Tax-McDowell Co	73,350.23
Revenue-Occ Tax-Northfork	3,654.06
Revenue-Occ Tax-Welch	14,727.34
Total for Indirect Public Support	\$94,045.77
Investments	
Interest-Savings, Short-term CD	12.07
Total for Investments	\$12.07
Other Types of Income	\$3,932.29
Cash Back Rewards	146.53
Miscellaneous Revenue	2,116.78
Total for Other Types of Income	\$6,195.60
Program Income	\$1,000.00
Program Service Fees	143.96
Total for Program Income	\$1,143.96
Refund	\$3,523.53
Employee Insurance Premium	4,811.30
Total for Refund	\$8,334.83
Refund to Debit Card	42.07
Visitors Guide Advertisement Fee	5,200.00
Total for Revenue	\$161,425.49
Gross Profit	\$161,425.49
Expenditures	
Advertising/Marketing/Promotion	\$47,709.78
Promotional	
Memberships and Dues	1,162.00
Mileage	2,661.83
Supplies	1,626.66
Telephone, Telecommunications	\$614.44
Email accounts	161.65
Total for Telephone, Telecommunications	\$776.09
Training	1,945.00
Travel and Meetings	\$228.88
Conference, Convention, Meeting	2,027.79
Travel	919.20

McDowell County Convention and Visitors Bureau Inc.

Statement of Activity
July, 2025-June, 2026

	Total
Total for Travel and Meetings	\$3,175.87
Travel/Training	30.00
Total for Promotional	\$11,377.45
Social Media	900.00
Web Development/Design	6,296.85
Total for Advertising/Marketing/Promotion	\$66,284.08
Business Expenses	
Business Registration Fees	35.56
Total for Business Expenses	\$35.56
Contract Services	\$2,570.00
Accounting Fees	8,400.00
Catering	212.23
Total for Contract Services	\$11,182.23
Facilities and Equipment	\$105.99
Equip Rental and Maintenance	792.00
Rent, Parking, Utilities	3,600.00
Total for Facilities and Equipment	\$4,497.99
Operations	
Books, Subscriptions, Reference	514.74
Office Supplies	73.15
Supplies	1,752.20
Total for Operations	\$2,340.09
Other Types of Expenses	\$36.35
Employee Health Insurance	22,304.10
Insurance - Liability, D and O	1,826.33
Total for Other Types of Expenses	\$24,166.78
Payroll, Fees & Taxes-Paychex	40,350.35
Total for Expenditures	\$148,857.08
Net Operating Revenue	\$12,568.41
Net Revenue	\$12,568.41

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2025/2026
ANNUAL REPORT

A Word from the Executive Director



The McDowell County Convention and Visitors Bureau (CVB) and its Board of Directors are pleased to present the 2025–2026 Annual Report. The McDowell County CVB proudly represents all of McDowell County, including the Towns of Anawalt, Bradshaw, Davy, Jaeger, Kimball, and Northfork; the Cities of Gary, Keystone, War, and Welch; and their surrounding communities.

During the past year, the McDowell County CVB began diversifying how it invests its advertising dollars. Traditionally, we used the majority of our advertising budget to purchase campaigns through the West Virginia Department of Tourism's Cooperative Advertising Program. This program allows tourism partners to purchase advertising at discounted rates while receiving matching funds covering 50% to 75% of the advertising costs. This valuable partnership helps us extend our reach and make the most of our advertising budget.

While we continue to work closely with the West Virginia Department of Tourism, we are also exploring new opportunities to promote McDowell County to a broader audience.

This year, I completed my final year of Marketing College, hosted by the Southeast Tourism Society in Macon, Georgia, and earned my certification as a Travel Marketing Professional. Marketing College provided me with valuable skills, resources, and tools that will help us market McDowell County more effectively to visitors. I look forward to continuing to use my experience and training to strengthen McDowell County's growing tourism economy.

Last year, McDowell County began transitioning its tourism brand from "Meet McDowell" to "Explore McDowell." This rebranding initiative includes new logos, new marketing campaigns, a new visitor guide, a new website, and expanded advertising opportunities.

Thanks to the commitment and support of the McDowell County Convention and Visitors Bureau Board of Directors, the McDowell County Commission and all of our partners, we have begun expanding our tourism efforts across several platforms and promoting more than trail riding alone. While trail riding will almost certainly remain our largest attraction, we must continue developing and promoting the many other tourism opportunities McDowell County has to offer.

We are excited about the progress we have made and hope to continue to grow momentum in the year to come.

A handwritten signature in blue ink that reads "Jennifer D. Justice".

Jennifer D. Justice,
Executive Director
304-436-4242
Jennifer.justice@exploremcdowell.com

HIGHLIGHTS



**Jennifer Justice Named
Community Champion for the
Hatfield & McCoy Mountains
Region by WV Living Magazine**



**Over 10,000 McDowell County
Visitor Guides Distributed
Since September 2025**



**McDowell County Featured
in Every Issue of WV Living
Magazine This Year**



**Day of Play Winner Chose
McDowell County Over
Three Other Counties**

CERTIFIED
West Virginia
Convention &
Visitors Bureau



**Reaccredited with WVACVB
Through 2029**



Launched New Website



**First Train Observation Park
in West Virginia**

FINANCIAL OVERVIEW

\$66,284
Advertising

\$94,046 Occupancy Tax Income

\$161,425 Total Income

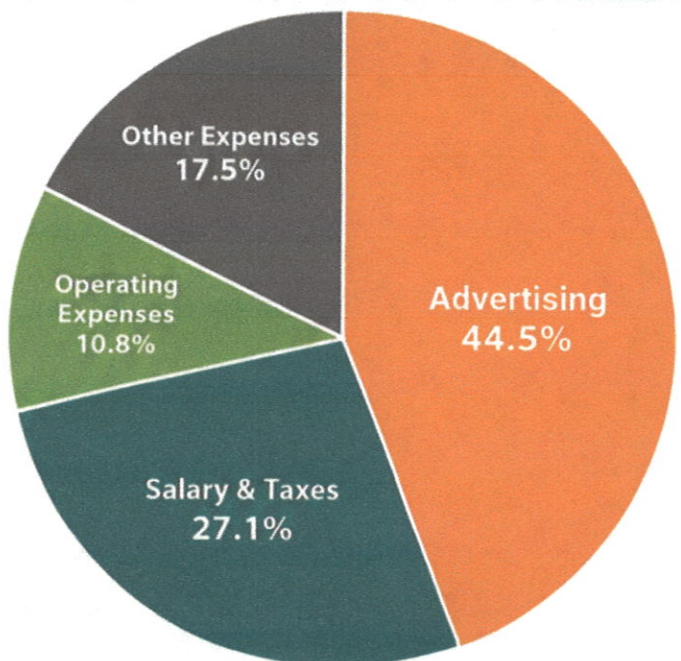
\$148,857 Total Expenses

\$66,284 Advertising

\$40,350 Salary & Taxes

\$16,147 Operating Expenses

\$26,819 Other Expenses



25/26 MCDOWELL COUNTY CVB OFFICERS

Tara Elder-President
Consultant Ashland Resort

Kenneth Gentry-Vice President
Mayor Town of Davy

Tameka Baker-Secretary
Assistant Vice President/ Welch Market
Leader Pioneer Community Bank

David Green-Treasurer
McDowell County House of Delegates,
Owner/Operator Sure Group
Insurance & Sure Clean Laundries

25/26 BOARD MEMBERS

Holly Maben
Mayor City of Keystone

Harold McBride
Mayor City of Welch

Robert Little
Mayor City of Gary

David Deel
Mayor City of War

Adam Gianato
Mayor Town of Kimball

Brian Harrison
Mayor Town of Bradshaw

Jay Chatman
McDowell County Historical
Society President
Board member
National Coal Heritage Area
Authority

David Grubb
Owner and Operator
The Bears Den ATV Cottage

Aaron Roberts
Tourism Instructor McDowell
County Career & Technical
School Owner/Operator Black
Gold Off-Road Tours, EDA
board

PARTNERS AND MEMBERSHIPS



Address: 143 Wyoming Street Welch, WV 24801
Phone: 304-436-4242
Email: jennifer.justice@exploremcdowell.com
Website: exploremcdowell.com

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

Reviewed Financial Statements

June 30, 2024 and 2023

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

Reviewed Financial Statements

June 30, 2024 and 2023

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INDEPENDENT ACCOUNTANT'S REVIEW REPORT

The Board of Directors
McDowell County Convention and Visitors Bureau, Inc..
Welch, West Virginia

We have reviewed the accompanying financial statements of McDowell County Convention and Visitors Bureau, Inc. (the Bureau) (a not-for-profit organization), which comprise the statements of assets, liabilities, and net assets—modified cash basis as of June 30, 2024 and 2023, and the related statement of support, revenue, and expenses—modified cash basis and statement of functional expenses—modified cash basis for the years 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 organization'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 these financial statements in accordance with the modified cash basis of accounting; this includes determining that the modified cash basis of accounting the company uses is an acceptable basis for the preparation of 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.

Accountant's 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 AICPA. 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 the modified cash basis of accounting. We believe that the results of our procedures provide a reasonable basis for our conclusion.

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

Accountant's 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 the modified cash basis of accounting.

Basis of Accounting

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

Gray, Griffith & Mays, a.c.

Charleston, West Virginia
July 1, 2025

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

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

June 30, 2024 and 2023

	2024	2023
<u>ASSETS</u>		
Current assets:		
Cash and cash equivalents	\$ 48,923	\$ 74,041
Total assets	<u>\$ 48,923</u>	<u>\$ 74,041</u>
 <u>LIABILITIES AND NET ASSETS</u>		
Current liabilities:		
Payable, cognizant agency	\$ 31,100	\$ 44,575
Net assets:		
Net assets without donor restrictions	<u>17,823</u>	<u>29,466</u>
Total liabilities and net assets	<u>\$ 48,923</u>	<u>\$ 74,041</u>

See Independent Accountant's Review Report and Notes to Financial Statements.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF REVENUES, EXPENSES, AND CHANGES IN NET ASSETS – MODIFIED CASH BASIS

For the years ended June 30, 2024 and 2023

	2024	2023
Revenues and support:		
Lodging tax	\$ 94,057	\$ 93,373
Donations	18,038	11,221
Other revenue	8,294	5,981
Total revenues and support	120,389	110,575
Expenses:		
Program services	104,743	120,242
Management and general	27,289	33,460
Total expenses	132,032	153,702
Change in net assets	(11,643)	(43,127)
Net assets, beginning of year	29,466	72,593
Net assets, end of year	\$ 17,823	\$ 29,466

See Independent Accountant's Review Report and Notes to Financial Statements.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

STATEMENTS OF FUNCTIONAL EXPENSES – MODIFIED CASH BASIS

For the year ended June 30, 2024

	Program Services	Management and General	Total
Salaries, benefits, and payroll taxes	\$ 36,172	\$ 15,501	\$ 51,673
Marketing and promotion	49,624	-	49,624
Professional fees	3,320	3,319	6,639
Occupancy	3,290	2,194	5,484
Business taxes and licenses	-	25	25
Information technology	-	-	-
Insurance	-	1,813	1,813
Travel and meetings	6,224	1,799	8,023
Supplies	3,956	2,638	6,594
Miscellaneous	2,157	-	2,157
	<u>\$ 104,743</u>	<u>\$ 27,289</u>	<u>\$ 132,032</u>

For the year ended June 30, 2023

	Program Services	Management and General	Total
Salaries, benefits, and payroll taxes	\$ 46,075	\$ 19,747	\$ 65,822
Marketing and promotion	56,728	-	56,728
Professional fees	5,351	5,349	10,700
Occupancy	4,416	2,944	7,360
Business taxes and licenses	-	25	25
Information technology	853	568	1,421
Insurance	-	1,768	1,768
Travel and meetings	2,574	708	3,282
Supplies	3,528	2,351	5,879
Miscellaneous	717	-	717
	<u>\$ 120,242</u>	<u>\$ 33,460</u>	<u>\$ 153,702</u>

See Independent Accountant's Review Report and Notes to Financial Statements.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2024 and 2023

1 – NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICES

Nature of Activities

McDowell County Convention and Visitors Bureau, Inc., (the Bureau) operates a convention and visitors bureau for McDowell County, West Virginia to promote tourism, serve tourists, aid in advertising for local businesses, and to showcase all that McDowell County has to offer.

Summary of Significant Accounting Policies

Basis of Presentation

The accompanying financial statements have been prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles. Modifications to the cash basis of accounting include accruing for marketing materials received in advance of invoice. 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:

Net Assets without Donor Restrictions – Net assets that are not subject to donor-imposed stipulations.

Net Assets with Donor Restrictions – Net assets subject to donor-imposed stipulations that may or will be met, either by actions of the Bureau and/or the passage of time. When a restriction expires, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets without donor restrictions. The Bureau does not have net assets with donor restrictions at June 30, 2024 and 2023.

Support that is restricted by the donor is reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the support is recognized. All other donor-restricted support is reported as an increase in net assets with donor restrictions depending on the nature of the restriction. When a restriction expires, net assets with donor restrictions are reclassified to net assets without restrictions.

See Independent Accountant's Review Report.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2024 and 2023

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

Use of Estimates

The preparation of financial statements in conformity with the modified cash basis of accounting requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

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 statements.

Advertising expense

Advertising and marketing costs are expensed as incurred. Advertising expense totaled \$49,624 and \$56,728 for the years ended June 30, 2024 and 2023, respectively.

Income taxes

The Bureau is a not-for-profit corporation exempt from Federal and West Virginia state income taxes under the provisions of the Internal Revenue Code Section 501(c)(3). For the year ended June 30, 2024 and 2023 management believes there have been no material uncertain tax positions needing to be accounted for in the financial statements. These returns are open for examination by the taxing authorities generally for three years after filing.

Functional Allocation of Expenses

The cost of providing the various programs and activities have been summarized on a functional basis in the Statement of Functional Expenses. Accordingly, certain costs have been allocated by management based on estimates among the programs and supporting services benefited. The allocated expenses are consistent with the allocations used in the preparation of the tax-exempt filings of the Bureau.

See Independent Accountant's Review Report.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2024 and 2023

2 – LIQUIDITY AND AVAILABILITY

Financial assets available for general expenditure, that is, without donor or other restrictions limiting their use, within one year of June 30, 2024, consist of the following:

	<u>2024</u>	<u>2023</u>
Cash and cash equivalents	<u>\$ 48,923</u>	<u>\$ 74,041</u>

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

3 – OPERATING LEASE

The Bureau leases office space under an operating lease. The lease requires monthly payments of \$300 and is leased on a month-to-month basis.

4 – ECONOMIC DEPENDENCE

The Bureau receives a legislatively mandated percentage of hotel occupancy tax collected by the county and various municipalities in McDowell County, West Virginia. Approximately 78 and 84% of revenues were derived from these sources for the year ended June 30, 2024 and 2023, respectively. If these revenues decrease significantly, it could have a substantial negative impact on the operations of and services provided by the Bureau.

5 – RELATED PARTY TRANSACTIONS

The Bureau's Board of Directors is composed of a broad spectrum of community and business leaders. From time to time, the Bureau in the normal course of business, may enter into transactions with organizations in which a director has a personal economic interest or in which the director exerts significant influence. It is the policy of the Bureau that directors abstain from voting on issues involving matters in which a conflict of interest is identified.

See Independent Accountant's Review Report.

MCDOWELL COUNTY CONVENTION AND VISITORS BUREAU, INC.**NOTES TO FINANCIAL STATEMENTS**

June 30, 2024 and 2023

6 – SUBSEQUENT EVENTS

The Bureau's management has evaluated the events and transactions occurring after June 30, 2024, through the date of the Accountant's Review Report, which is the date the financial statements were available to be issued. No significant events were noted requiring adjustments to or disclosure in the financial statements.

See Independent Accountant's Review Report.
