

September 28th, 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 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 Barboursville CVB, we respectfully submit the required information and confirm that Barboursville CVB is in full compliance with all WV Code 7-18-13 requirements.

If you have any questions, please contact either Chris Tatum, at ctatum@barboursville.org or 304-736-9820 or Brandi Beasley at bbealey@barboursville.org or 304-733-1500.

Sincerely,



Brandi Beasley, Executive Director

Attachments: Income statement (Jul 1, 2025 – Jun 30, 2026), Balance sheet (Jun 30, 2026), and Annual report (2025).

Income Statement

For Fiscal: 2025-2026 Period Ending: 06/30/2026

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 041 - Barboursville CVB						
Revenue						
<u>041-369-000-00</u>	Contributions from Other Funds	0.00	0.00	29,580.92	325,687.52	-325,687.52
<u>041-380-000-00</u>	Interest Earned	0.00	0.00	1,667.53	20,223.13	-20,223.13
<u>041-385-010-00</u>	Event 1	0.00	0.00	0.00	350.00	-350.00
<u>041-385-020-00</u>	Event 2	0.00	0.00	0.00	564.00	-564.00
<u>041-385-030-00</u>	Event 3	0.00	0.00	231.50	7,131.50	-7,131.50
<u>041-399-000-00</u>	Miscellaneous Revenue	0.00	0.00	0.00	1,374.07	-1,374.07
Revenue Total:		0.00	0.00	31,479.95	355,330.22	-355,330.22
Expense						
Department: 901 - Visitors Bureau						
ExpCategory: 10 - Personnel Services						
<u>041-901-103-00</u>	Salaries & Wages	0.00	0.00	5,274.72	70,014.52	-70,014.52
<u>041-901-104-00</u>	FICA Tax - Social Security	0.00	0.00	452.17	5,320.64	-5,320.64
<u>041-901-105-00</u>	Group Insurance	0.00	0.00	1,790.98	21,544.26	-21,544.26
<u>041-901-106-00</u>	Retirement	0.00	0.00	464.78	5,987.82	-5,987.82
<u>041-901-108-00</u>	Overtime	0.00	0.00	746.75	1,007.80	-1,007.80
ExpCategory: 10 - Personnel Services Total:		0.00	0.00	8,729.40	103,875.04	-103,875.04
ExpCategory: 21 - Contractual Services						
<u>041-901-211-00</u>	Telephone & Internet Service	0.00	0.00	0.00	411.12	-411.12
<u>041-901-214-00</u>	Travel	0.00	0.00	0.00	5,389.79	-5,389.79
<u>041-901-219-00</u>	Rentals	0.00	0.00	510.00	2,010.00	-2,010.00
<u>041-901-220-00</u>	Advertising & Legal Publications	0.00	0.00	1,046.00	23,440.37	-23,440.37
<u>041-901-221-00</u>	Training & Education	0.00	0.00	0.00	706.00	-706.00
<u>041-901-222-00</u>	Dues & Subscriptions	0.00	0.00	573.06	3,202.64	-3,202.64
<u>041-901-223-00</u>	Advertising Co-Op	0.00	0.00	0.00	5,000.00	-5,000.00
<u>041-901-230-00</u>	Contracted Services	0.00	0.00	8,085.00	39,128.96	-39,128.96
<u>041-901-232-00</u>	Bank Charges	0.00	0.00	231.05	996.75	-996.75
<u>041-901-241-00</u>	Workers' Compensation	0.00	0.00	176.02	2,071.14	-2,071.14
ExpCategory: 21 - Contractual Services Total:		0.00	0.00	10,621.13	82,356.77	-82,356.77
ExpCategory: 34 - Commodities						
<u>041-901-341-00</u>	Supplies & Materials	0.00	0.00	971.73	29,886.22	-29,886.22
ExpCategory: 34 - Commodities Total:		0.00	0.00	971.73	29,886.22	-29,886.22
ExpCategory: 56 - Contributions						
<u>041-901-568-00</u>	Sponsorships	0.00	0.00	500.00	29,850.00	-29,850.00
ExpCategory: 56 - Contributions Total:		0.00	0.00	500.00	29,850.00	-29,850.00
Department: 901 - Visitors Bureau Total:		0.00	0.00	20,822.26	245,968.03	-245,968.03
Expense Total:		0.00	0.00	20,822.26	245,968.03	-245,968.03
Fund: 041 - Barboursville CVB Surplus (Deficit):		0.00	0.00	10,657.69	109,362.19	

Balance Sheet

As Of 06/30/2026

Account	Name	Balance	
Fund: 041 - Barboursville CVB			
Assets			
<u>041-101-010-00</u>	Checking	426,263.87	
<u>041-106-000-00</u>	Petty Cash	350.00	
<u>041-125-010-00</u>	Savings Account	255,814.10	
	Total Assets:	682,427.97	682,427.97
Liability			
<u>041-201-010-00</u>	Accounts Payable	2,306.78	
<u>041-215-001-00</u>	Due to General Fund	8,729.40	
	Total Liability:	11,036.18	
Equity			
<u>041-298-000-00</u>	Assigned Fund Balance	562,029.60	
	Total Beginning Equity:	562,029.60	
Total Revenue		355,330.22	
Total Expense		245,968.03	
Revenues Over/Under Expenses		109,362.19	
	Total Equity and Current Surplus (Deficit):	671,391.79	
	Total Liabilities, Equity and Current Surplus (Deficit):		682,427.97



2025-2026

ANNUAL REPORT

Barboursville 
CONVENTION AND VISITORS BUREAU



Executive Overview

In 2025-2026 the Barbourville Convention and Visitor's Bureau continued to market to youth sports rights holders, as well as some adult sports markets.

This year we pushed to book more softball and baseball tournaments at our facility. We were able to add 5 travel softball tournaments and a state Little League baseball tournament. We are still continuing to market the upgraded pickleball facility, with hopes of bringing in major tournaments.

Board of Directors

Chris Tatum, Chairman
Village of Barbourville

Rachel Patton, Secretary
Village of Barbourville

Andre Price
Barbourville Park Representative

Macy Dingess
Delta by Marriott

Kevin West
The Dome and Scragglepop

Cindy Edmonds
Vintage Pride Tractor Show Event Organizer

Joyce Spencer
Resident

In addition to sports advertising, we also participated in several co-op marketing projects. We continued to focus on our newly revitalized downtown area. Boasting of two additional new downtown businesses with several renovated properties as well. We anticipate driving more tourism to the downtown area.

Tourism continues to grow in Barbourville, so we look forward to providing the best experience for our guests.

Brandi L. Beasley
Executive Director

Events & Advertising

Advertising

The Barboursville Convention and Visitors Bureau advertises to promote events, attractions and the Village as a destination. Our advertising partners this fiscal year include:

- WV Travel Guide
- Mason County Visitor's Guide
- Cincinnati Red Yearbook
- HD Media
- WSAZ
- Facebook
- Kindred Communications
- Barboursville Life
- Huntington Chamber of Commerce- Target Marketing
- Marshall University Football Yearbook
- WV Outdoor
- Travel Taste + Tour
- Adventure Outdoors

Event Sponsorship

Events and festivals serve as a way to attract weekend leisure travel, as well as improve the stay for our visitors. The Barboursville CVB was involved in the following events:

Primary Organizer:

- Vineyard in the Village
- Village of Lights
- Fall Fest
- Barboursville Farmers Market
- Food Trucks and Fireworks

Event Sponsorship or Planning:

- Civil War Days
- WVSSAC State Cross Country Meet
- Corks and Kegs
- Huntington Symphony Orchestra- Picnic with the Pops
- WV State Little League Baseball



By The Numbers:

Hotel Stays:

According to STR reporting, occupancy stayed consistent in FY2026. We saw our most significant increase in February, May, and September. We continue to see a small dip in June and July due to the loss of US Youth Soccer.

Visitor Guide:

In FY2026, we continued our cooperative partnership with the Huntington Area CVB, which includes a joint Visitors Guide. We were able to distribute the Visitors Guide to 31 different states, and 2 countries.

Digital:

Website:

Our site traffic continues to grow steadily, with more visitors and pages viewed.

Top 5 website visits by state:

1. WV
2. PA
3. VA
4. KY
5. NY

Social Media:

We still continue to see most of our traffic on the Facebook platform but hope to continue to grow on Instagram.

3.4K Interactions (↑ 49.6%)

7K + followers

FB Visits 14K (↓ 1%)

Looking Forward



From reviewing research and exploring the best use of our budget, we've identified the following goals for FY2026:

- Develop a Visitor's Center at Barboursville Park in the existing guard shack with an interactive kiosk.
- Develop a passport program for downtown Barboursville
- Develop a BBQ/food festival for Barboursville Park
- Place advertisements to reach key markets such as Pittsburgh, Central Ohio, northern West Virginia, and Washington DC.
- Update all mapping of downtown and park areas.
- Partner on an art installation in downtown Barboursville

Financial Overview

Income	
Hotel/Motel Tax Revenue	\$325,687.52
Additional Revenue	\$29,642.70
Total Income:	\$355,330.22
Expenses:	
Advertising:	\$67,569.33
Events/Sponsorships*	\$29,850.00
Operations:	\$44,673.66
Salary/Wages	\$103,875.04
Total Expenses	\$245,968.03

- *Events and sponsorship expenses include event- specific advertising and marketing*