

3/26/2026



Re: 2025/2026 yearly report

To Braxton County Commission, Town of Sutton, Town of Burnsville, West Virginia State Auditor, Joint Committee on Government and Finance, and the West Virginia Association of Convention and Visitors Bureau:

In accordance with West Virginia state code (§7-18-13a), please find attached the yearly report of the Braxton County Convention and Visitors Bureau (CVB). The report includes:

An income statement and balance sheet showing all amounts of hotel occupancy tax appropriated and all expenditures of hotel occupancy tax made by the CVB for the prior fiscal year; (Financial Report)

An audit performed in October of 2025; (Independent Auditor's Report)

A marketing plan targeting markets outside of a 50-mile radius of CVB location; (2026 Advertising Plan, and 2026 Marketing Plan)

An annual operating budget allocating approximately 40 percent of annual revenues to advertising and marketing, approximately 40 percent to salaries and personnel, and approximately 20 percent to other operating expenses. (2026 Budget)

We have also included accomplishments for 2025.

Sincerely,

A handwritten signature in black ink, appearing to read "Andrew Smith", is written over a white background.

Andrew Smith  
Executive Director  
Braxton County CVB

**Braxton County Convention and Visitors Bureau**

Jan thru Dec 2025

**Revenue**

Hotel/Motel Tax (Braxton County)	\$	90,729.07
Hotel/Motel Tax (Town of Sutton)	\$	1,444.75
Hotel/Motel Tax (Town of Burnsville)	\$	244.69
Sales	\$	118,626.68
Rent	\$	8,436.68
Grants	\$	1,250.00
Donations	\$	127.00
Penny Smasher	\$	2,052.00
<b>Total Revenue</b>	<b>\$</b>	<b>222,910.87</b>

**Expense***Staffing*

Salaries	\$	61,037.61
Unemployment	\$	547.97
US IRS Withholdings	\$	3,808.61
<b>Total Staffing Expenses</b>	<b>\$</b>	<b>65,394.19</b>

*Office/Administrative*

Building Expenses	\$	9,339.47
Office Expenses (Includes Adobe)	\$	2,173.79
Utilities	\$	7,712.13
Meetings	\$	49.59
Mileage/Fuel	\$	1,351.39
Legal & Accounting	\$	2,669.09
Dues/Education	\$	935.00
Audit	\$	4,000.00
Insurance	\$	4,220.00
<b>Total Office/Administrative</b>	<b>\$</b>	<b>32,450.46</b>

*Promotion of Braxton County*

Grant Partnerships / Sponsorships	\$	5,714.62
Inventory	\$	43,416.08
Phone, Internet, email	\$	1,724.40
Marketing / Advertising	\$	19,730.37
Postage	\$	75.75
Website, hosting and maintainence	\$	773.64
<b>Total Promotion</b>	<b>\$</b>	<b>71,434.86</b>

**Total Expenses****\$ 169,279.51**

# **Braxton County Local Visitors and Convention Bureau, Ltd.**

---

**Financial Statements and Independent Auditor's Report**

**For the Year Ended June 30, 2025**

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Table of Contents**

<b>Independent Auditor’s Report .....</b>	<b>1</b>
<b>Financial Statements</b>	
Statement of Assets, Liabilities and Net Assets – Modified Cash Basis .....	3
Statement of Revenues, Expenses and Other Changes in Net Assets – Modified Cash Basis .....	4
Statement of Functional Expenses – Modified Cash Basis .....	5
Notes to Financial Statements .....	6

# Ferrari & Associates, PLLC

616 Schubert Place | Morgantown, WV 26505

## Independent Auditor's Report

To the Board Members of  
Braxton County Local Visitors and Convention Bureau, Ltd.  
Hinton, WV 25951

### Opinion

We have audited the accompanying financial statements of Braxton County Local Visitors and Convention Bureau, Ltd. (a West Virginia non-profit organization), which comprise the Statement of Assets, Liabilities and Net Assets – Modified Cash Basis as of June 30, 2025, and the related Statements of Revenues, Expenses and Other Changes in Net Assets – Modified Cash Basis, and Functional Expenses – Modified Cash Basis 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 assets, liabilities, and net assets of Braxton County Local Visitors and Convention Bureau, Ltd. as of June 30, 2025, and its revenue, expenses, and functional expenses for the year then ended in accordance with the modified cash basis of accounting as described in Note 2.

### 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 Braxton County Local Visitors and Convention Bureau, Ltd. 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.

### Basis of Accounting

We draw attention to Note 2 of the financial statements, which describes the basis of accounting. The financial statements are prepared on 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 opinion is not modified with respect to this matter.

### Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the modified cash basis of accounting described in Note 2, and for determining that the modified cash basis of accounting is an acceptable basis for the preparation of the 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.

### 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

# Ferrari & Associates, PLLC

616 Schubert Place | Morgantown, WV 26505

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 Braxton County Local Visitors and Convention Bureau, Ltd.'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 Braxton County Local Visitors and Convention Bureau, Ltd.'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**

**October 28, 2025**

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Statement of Assets, Liabilities and Net Assets – Modified Cash Basis**  
**June 30, 2025**

---

**ASSETS**

Current assets:

Cash and cash equivalents	\$ 70,046
Total current assets	70,046

Property and equipment:

Building	55,000
Less: accumulated depreciation	(10,656)
Net property and equipment	44,344

<b>Total assets</b>	<b>\$ 114,390</b>
---------------------	-------------------

**LIABILITIES AND NET ASSETS**

Current liabilities:

Accrued payroll taxes	\$ 698
Total current liabilities	698

Net assets:

Without donor restrictions	113,692
Total net assets	113,692

<b>Total liabilities and net assets</b>	<b>\$ 114,390</b>
---	-------------------

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Statement of Revenues, Expenses and Other Changes in Net Assets – Modified Cash Basis**  
**For the Year Ended June 30, 2025**

	Net Assets Without Donor Restrictions
<b>Revenues and Other Support</b>	
Hotel/motel tax	\$ 27,948
Museum sales	48,187
Other income	2,225
<b>Total support and revenue</b>	<b>78,360</b>
 <b>Expenses</b>	
Program services	75,640
Management and general	8,668
<b>Total expenses</b>	<b>84,309</b>
 <b>Change in net assets</b>	<b>(5,949)</b>
 <b>Net assets - beginning of year</b>	<b>119,641</b>
 <b>Net assets - end of year</b>	<b>\$ 113,692</b>

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Statement of Functional Expenses – Modified Cash Basis**  
**For the Year Ended June 30, 2025**

	Program Expenses	Management and General	Total
<b>Expenses</b>			
Salary and wages	\$ 28,153	\$ 3,128	\$ 31,281
Museum supplies	15,530	1,726	17,256
Advertising and promotion	6,530	725	7,255
Utilities	4,572	508	5,080
Sponsorship	4,145	460	4,605
Apartments	3,776	419	4,195
Other expenses	3,263	363	3,626
Insurance	2,920	324	3,244
Payroll taxes	1,909	477	2,386
Repairs and maintenance	1,791	199	1,990
Depreciation	1,238	137	1,375
Professional fees	953	106	1,059
Travel expense	860	96	956
<b>Total expenses</b>	<b>\$ 75,640</b>	<b>\$ 8,668</b>	<b>\$ 84,308</b>

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Notes to the Financial Statements**  
**For the Year Ended June 30, 2025**

---

**1. Organization and Nature of Business**

Braxton County Local Visitors and Convention Bureau, Ltd. (the "Organization"), is a West Virginia not-for-profit organization that operates to increase, through advertising and other promotions, travel and tourism in Braxton County, West Virginia.

**2. Summary of Significant Accounting Policies**

**Basis of Accounting**

The accompanying financial statements have been prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than accounting principles generally accepted in the United States of America. Under that basis, certain revenues and related assets are recognized when received rather than when earned and certain expenses are recognized when paid rather than when obligations are incurred. Consequently, the Organization has not recognized receivables from tax localities for appropriations of occupancy tax. In addition, the Organization has not recognized payables to vendors in the accompanying financial statements.

**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 \$7,255.

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Notes to the Financial Statements**  
**For the Year Ended June 30, 2025**

---

**Revenue**

Revenue is recognized when received. All support revenue is considered to be available for unrestricted use unless specifically restricted by the donor or the terms of a grant. Revenue from support is recognized at the time a transfer of assets is made. Revenues from programs and services are recognized as payments are received for providing program services or activities.

*Hotel/Motel Tax*

The Organization is funded by Hotel/Motel tax collected in Braxton County. When a hotel room is rented, a 6% sales tax is added, as well as a 6% Hotel/Motel Tax. Half of that 6% goes to local government (County Commission and/or Town Counsels), while the other half comes to the Organization.

*Museum sales*

The Organization runs a museum items such as shirts, stickers, shot glasses, and lanterns are sold to the public. The revenue from the merchandise sales is recognized by the Organization upon the transfer of the merchandise to the buyer.

**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.

**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.

**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:

Building – 40 years

**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.

**Braxton County Local Visitors and Convention Bureau, Ltd.**  
**Notes to the Financial Statements**  
**For the Year Ended June 30, 2025**

---

**Functional Allocation of Expenses**

The cost of program and supporting services activities have been summarized on a functional basis in the statement of support, revenue, expenses, and other changes in net assets. The statements of functional expenses present the natural classification detail of expenses by function. Accordingly, certain costs have been allocated among the programs and supporting services benefited based primarily on estimates of time and effort.

**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.

The Organization shares in hotel/motel tax receipts from various communities in Braxton County. For the year ended June 30, 2025, 36% of income was derived from hotel/motel tax. Were it not for this funding, the Organization's ability to continue as a going concern would be questionable.

**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	\$ <u>70,046</u>
--	------------------

**5. Property and Equipment**

Property and equipment are summarized as follows:

	<b>2025</b>
Building	\$ 55,000
Less:	
Accumulated depreciation	<u>(10,656)</u>
Property and equipment, net	<u>\$ 44,344</u>

**6. Subsequent Events**

The Organization has evaluated subsequent events through October 28, 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.

\*\*\*



# BRAXTON COUNTY CVB 2026 MARKETING PLAN

---

## BRAXTON COUNTY CONVENTION AND VISITORS BUREAU MISSION STATEMENT:

THE BRAXTON COUNTY CONVENTION AND VISITORS BUREAU  
WILL MARKET BRAXTON COUNTY AS A TOURISM  
DESTINATION IN-STATE, ACROSS THE US, AND  
INTERNATIONALLY USING APPLICABLE UNIQUE MESSEGING  
DESIGNED TO CAPTURE THE ATTENTION OF THE INTENDED  
MARKET AND DRIVE TRAFFIC TO THE BRAXTON TOURISM  
WEBSITE AND TO OUR TOURISM PARTNERS WHILE FEULING  
CURIOSITY IN OUR TARGET MARKETS.

---

---

## INTRODUCTION

---

Braxton County Convention and Visitors Bureau (CVB) is a private, non-profit marketing organization representing Braxton County, West Virginia as a meeting, event, recreation, and vacation destination.

The CVB strives to create a positive and lasting image of the county and its attractions through all publications, promotional materials, and advertisements. Promotional outlets and programs are chosen based on value and effectiveness. The effectiveness of outlets and programs are continually analyzed throughout the year to help determine whether they are successful and if they should be repeated in the future.

---

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

---

### Strengths:

- Located in the geographic center of West Virginia. Ideal for state-wide organizations;
- Easily accessible via five exits along I-79;
- Sutton Lake / Burnsville Lake / Rivers;
- Outdoor recreation activities; such as fishing, swimming, hiking, boating;
- Ample conference and event facilities, both indoor and out;
- History/Civil War/Heritage attractions such as Flatwoods Monster, Battle of Bulltown, Downtown Sutton, Civil War Trail stops, and “ghost towns”;
- Small town atmosphere: Burnsville, Flatwoods, Sutton, Gassaway;
- Various regularly scheduled fairs, festivals, and events;
- Quality, diverse, and numerous lodging options;
- Unique shopping options including outlet stores, many independent specialty and general stores, Flatwoods Monster Museum, WV Bigfoot Museum;
- Many high quality and diverse dining options available;
- Unique entertainment options: Landmark Theater for the Arts, Elk Theatre, Braxton Jamboree, plenty of live music;
- Low crime rate;
- scenic beauty;
- affordability/cheap or free parking;

Weaknesses:

- Lack of outdoor activities and attractions during winter seasons;
- Lack of regularly scheduled evening entertainment options;
- Some areas of Braxton need rejuvenation, visually unattractive;
- Lack of quality hospitality employees/high turnover rate;
- Land access/use issues;
- Located in the geographic center of the state. Difficult to attract out of state visitors. Out of state visitors may find WV destinations just over the boarder rather than venturing well into the state to find us.

Opportunities:

- Further development and establishment of community relationships in our service area to make the CVB the hub of information.
- Development of new promotions and itineraries that emphasize and curate activity already possible in the area.
- Development of new promotions/exhibits/monuments based around famous residents/natives of Braxton, history, and lore.

---

## **BRAXTON COUNTY'S TOURISM PRODUCT DEFINITION**

---

- Heritage / History Tourism: Bulltown historic area, Sutton Downtown Historic District, Civil War Trail signs in Sutton and Burnsville, Windy Run School, Gassaway Depot, and Historic Elk Theatre;
- Paranormal Interests: Flatwoods Monster, haunted houses, Big Foot, cemeteries;
- Culture / Entertainment: The Landmark Studio for the Arts, Braxton Jamboree, special events in Gassaway, Sutton, Burnsville and Flatwoods; numerous fairs and festivals;
- Outdoor Recreation: fishing, hiking, kayak and canoeing, boating, hunting, camping, swimming;
- Shopping: Everything Fiesta, other Flatwoods Center stores, Sister's Antiques, Mountain Laurel Country Store, Bigfoot Museum, Flatwoods Monster Museum;
- Dining: Woods and Waters, Waffle Hut, The Spot, Stancattis, El Gallo, Braxton Bistro, a wide variety of chain quick-service and set-down restaurants;
- Lodging: Day's Inn and Suites, Microtel, Elk Hotel and Cafe, Elk Motor Court, The 79 Hotel, Several Air BnB options, Over 300 total rooms/rentals, totaling nearly 500 beds;

- Meetings and Conference facilities: Flatwoods Conference Center, Microtel, We're Family Park, Elk River Hotel and Cafe;

---

## **COMPETITON**

---

- Lewis County: Stonewall Jackson Resort and lake;
- Summersville: Large conference center, lots of similar outdoor recreation;
- Pocahontas, Tucker and Randolph Counties: outdoor recreation; resorts, scenic beauty;
- Eastern Panhandle: civil war and heritage tourism; upscale lodging; gaming; meeting facilities, shorter drive time from D.C.;

---

## **POSITIONING**

---

- Braxton County Convention and Visitors Bureau office is located in Downtown Sutton, which helps to drive traffic deeper into the county from the interstate.
- Work with the West Virginia Division of Tourism and area tourism partners whenever possible in various advertising opportunities.
- Offer co-op advertising opportunities to area tourism partners to stretch marketing dollars for both the CVB and area businesses.
- Partner with other "Paranormal" attractions in the state, as the Flatwoods Monster Museum, to help draw more people into the state to enjoy all WV attractions in one trip.
- Continue to work with area governing bodies, businesses, civic groups, individual members of community to work together to when goals dovetail.
- Require events, that request sponsorship from the CVB, to supply the CVB with passes to the event in order to offer them as promotion for the events as well as boost CVB visibility.

---

## **CONSUMER MARKET ACTION PLAN:**

---

- Gain brand recognition and initiate engagements by advertising to specific markets with specific interests. Utilize the Flatwoods Monster whenever appropriate to catch viewer attention.
- Utilize more internet advertising, including: Google, Facebook, YouTube, Other video streaming platforms (ex: Roku).

- Create and/or recreate brochures for specific activities or subjects. Examples include: The Flatwoods Monster, Bigfoot, motorcycling, “Best Of”s.
- Advertise in specific interest driven publications that have highly interested and engaged readers. Example subjects include: Motorcycling, Fishing, Paranormal, etc.
- Advertise with podcasts who are emerging/mid-level audience sizes.

---

## **PUBLICATION DEVELOPMENT/ DISTRIBUTION**

---

- Brochures: distribute printed material to WV Welcome Centers, area tourism attractions, other like attractions nation-wide, nearby interstate rest areas, CVB office or via mail (when requested)
- E-Newsletter: Newsletter is e-mailed to interested persons, media outlets, and CVB partners monthly or when applicable.
- Continuing the expanded use of electronic publications. e.g. Website upgrades, Facebook, YouTube, other social media.

---

## **PUBLIC RELATIONS**

---

- The Braxton County CVB has taken the lead on marketing Braxton County by fostering relationships in the service area to expand communication and ensure all affected parties are working for the same goals as well as have a voice in the direction of the CVB.
- Sponsor and co-sponsor events with possible tourism draw. Funds help events offset expenses and allow for the event to reoccur year after year in the hopes that they will become self-sufficient. The sponsorship process emphasizes the importance of outside area interest and overnight stays. Sponsorship also requires organizers to take part in tracking and reporting the success of their event which in turn helps the CVB decide if future sponsorship is warranted.
- Provide press releases to news outlets to illustrate CVB effectiveness and purpose.
- Send Newsletter via e-mail that promote special events and attractions in Braxton County.
- Speak with area business owners, event planners, and taste makers to ensure they are familiar with the CVB and its efforts, and to find ways to partner.

---

## **ADVERTISING CONTENT SUMMARY**

---

The Braxton County CVB will structure content in advertising opportunities, depending upon desired market attempting to be reached in any given advertising opportunity. In the strategies given below the terms “general advertising” means any application were the CVB will be marketing to a general

audience with no particular market segment in mind. The term “specific or target market” means any application where the CVB will be advertising to a particular market segment which will relate to a particular interest or activity. “Market” refers to a segment of the population which we are advertising toward:

- As an attempt to grab and hold attention, the CVB will utilize advertising content (graphics, text, spoken word) which feature the Flatwoods Monster lore in most general advertising opportunities. The CVB has found through extensive testing that this course of action yields a high return on investment of advertising dollars when compared to other general advertising pursuits that have ever been attempted by the organization. Net return on investment generates four to ten times the return on general advertising opportunities.
- In any advertising where a specific market is being targeted, the CVB will utilize advertising content (graphics, text, spoken word) which will feature the subject matter pertaining specifically to the target market we are attempting to reach. For example, if the CVB is attempting to reach fishermen through a channel that is specifically fishing related, we will utilize content which related specifically to the interest of fishing. The CVB has found through extensive trial and error that advertising to specific markets using specific content delivers a high return on investment by focusing targeted content to an already target market. Marketing to highly targeted markets tend to be less expensive than marketing to a general audience when compared 1 to 1, scaled to compensate for dollars spent and audience reached.

<b>Braxton County Convention and Visitors Bureau</b>	
2026 Budget	
<b>Revenue</b>	
Hotel/Motel Tax (Braxton County)	\$ 85,000.00
Hotel/Motel Tax (Town of Sutton)	\$ 1,000.00
Hotel/Motel Tax (Town of Burnsville)	\$ 200.00
Grants	\$ 1,000.00
Penny Smasher	\$ 1,500.00
Rent	\$ 10,000.00
Sales	\$ 110,000.00
<b>Total Revenue</b>	<b>\$ 208,700.00</b>
<b>Expense</b>	
<i>Staffing</i>	
Net Salaries	\$ 64,400.00
Unemployment	\$ 700.00
US IRS Withholdings	\$ 5,000.00
<b>Total Staffing Expenses</b>	<b>\$ 70,100.00</b>
<i>Office/Administrative</i>	
Building Expenses	\$ 7,500.00
Office Expences (Includes Adobe)	\$ 1,125.00
Utilities	\$ 8,500.00
Meetings	\$ 150.00
Mileage/Fuel	\$ 2,000.00
Legal & Accounting	\$ 2,750.00
Property Tax	\$ 1,000.00
Dues/Education	\$ 1,250.00
Insurance	\$ 4,500.00
<b>Total Office/Administrative</b>	<b>\$ 28,775.00</b>
<i>Promotion of Braxton County</i>	
Grant Partnerships / Sponsorships	\$ 10,000.00
Inventory	\$ 55,500.00
Phone, Internet, email	\$ 2,000.00
Marketing / Advertising	\$ 26,000.00
Postage	\$ 150.00
Website, hosting and maintainence	\$ 800.00
<b>Total Promotion</b>	<b>\$ 94,450.00</b>
<b>Total Expenses</b>	<b>\$ 193,325.00</b>

## 2025 Accomplishments - Braxton County Convention and Visitor's Bureau (CVB)

**Advertising:** In 2025 the CVB continued efforts in **paid digital marketing** across social media and display ad networks, which resulted in **71,892 impressions, and 5,306 unique trackable website visits**. The number of visits, or “clicks”, as compared to the number of impressions is known as “click thru rate” or CTR. The **CTR** for these efforts is **7.4%** which is higher than the national average of **6.6%** for similar tourism marketing.

The CVB created and re-printed various **rack cards** highlighting the **Flatwoods Monster, Bigfoot, Motorcycling**, and a general **Braxton County** info piece. In total, **generating 110,000 printed pieces** to distribute to the traveling public via interstate rest areas, WV Welcome Centers, mail, local tourism destinations, related tourism destinations all over the United States, and our office.

In June of 2025, the CVB partnered with a printed material distributor to distribute **40,000 racks cards** to promote Braxton County, WV to the **DC and Pittsburg areas**. In total, those printed materials are hosted at over **170 locations** in key travel areas and are checked and stocked weekly by the distributor.

**Print advertising** included several ads placed in lower priced yet highly targeted printed media, such as *Hidden Ohio, Map in Black*, and a Motor Sports Touring map, to name a few. These publications combined represent over **40,000 pieces, nationwide**.

The CVB advertised with several **podcasts** in 2025. These efforts resulted in an estimated **50,000 impressions**.

The CVB owns two sets of attraction signs on **I-79 at exit 62**. The average daily traffic is around **19,400 vehicles**. The signs produce a possible 19,400+ impressions per day. This number is only an estimate as we cannot account for multiple passengers, etc. In a year these signs *could* generate **10,940,000 or more impressions**.

**Social Media:** The CVB actively markets on social media through many platforms including Facebook, X(Twitter), Instagram, and YouTube. All platforms are utilized to make followers aware of attractions and events in the Braxton County area. Across all platforms, the CVB has a combined audience of **over 33,000 followers**. On **Facebook** alone, in 2025, the CVB has generated nearly **3 million impressions**. In 2025 the CVB put much effort into producing short video content for Facebook and Instagram which resulted in roughly **650,000 views** with a combined total watch time of nearly **121 days!**

**Website:** The Braxton County CVB website had **71,408 visitors** who generated **148,769 page-views in 2025**. Aside from the home page, the top five visited webpages dedicated to singular subjects were as follows: Flatwoods Monster, 2025 Bigfoot Festival, Events, Elk River Camp and RV. The website also generated **over 5,000** outbound clicks to **partner** websites and social media accounts. Visitation was on par with 2024's results.

Having a state-of-the-art website is key in an age where web search algorithms not only assess content relating to a search, but also website functionality and security. Much of CVB marketing efforts drive traffic to this website, it must be the CVB's strongest asset to perform well for Braxton County tourism partners, many of whom have little to no web presence themselves.

**Events:** The CVB sponsors several events in 2025. These events included the **WV Bigfoot Fest, Braxton County Fair, Burnsville Freedom Fest, Flatwoods Monster Convention, Christian Motorcycle Association's Annual Rally, Elk River Float, and Kings of the Lake**. These events attracted over **15,000 visitors** to the area, most for more than one day.

**Special Projects:** In 2025 the Braxton County CVB began improvements and repairs on the Flatwoods Monster Chairs, of which there are five and are located around the county. These chairs were first built in 2015 and have attracted

Monster fans from all over since their inception. In that time some of the wood the chairs are made of have since required maintenance. Along with a local craftsman, the CVB has begun fixing any issues and the work will continue into 2026.

**Accreditation/Membership:** In 2023 the Braxton County CVB successfully applied for and received accreditation from the **West Virginia Association of CVBs (WVACVB)**. The process of accreditation is highly involved and takes place once every three years. To become accredited by the WVACVB an applying CVB must illustrate best practices for CVB's. In 2025 the Braxton County CVB submitted its application for renewed accreditation. As of this writing, results for the applications have not been received, but it is expected that accreditation will be awarded. In 2023 the Braxton County CVB also became a member of **West Virginia Association of Museums**. The CVB did this to receive the benefit of the experience of that organization and its other members. The Braxton County CVB has operated the Flatwoods Monster Museum as one of its special projects for over seven years.

**CVB Office/Flatwoods Monster Museum:** The CVB office and Flatwoods Monster Museum greeted many visitors to Braxton County In 2025. The visitation led to significant traffic throughout Braxton County, especially to downtown Sutton. In the calendar year of 2025, **visitation totaled 12,487**. Additionally, the CVB made **over \$75,000 in sales of souvenirs**, surpassing any previous year. This additional revenue helped further bolster the CVB's efforts in marketing Braxton County as an ideal West Virginia destination.

The Flatwoods Monster Museum also acted as a host to three small events which attracted visitors from outside the state of West Virginia as well as some in-state travelers. These events included **Gray Day, Flatwoods Monster Conference VIP gathering**, and a concert by the band, **Blitzkid**.