

Financial Statements

Mercer County Convention and Visitors Bureau, Inc.
For the month ended March 31, 2025

Prepared by Henry H. Jones, CPA, PLLC

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Accountants' Compilation Report

Mercer County Convention and Visitors Bureau, Inc. For the month ended March 31, 2025

To the Board of Directors

Mercer County Convention and Visitors Bureau, Inc.

Bluefield, WV

Management is responsible for the accompanying financial statements of Mercer County Convention and Visitors Bureau, Inc. (a nonprofit organization), which comprise the statement of assets, liabilities and net assets - tax basis as of March 31, 2025 and 2024 and the related statements of revenues and expenses - tax basis, statements of expenses - tax basis and statement of changes in net assets - tax basis for the periods then ended, and for determining that the tax basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the tax basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the tax basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's assets, liabilities, net assets, revenues and expenses. Accordingly, the financial statements are not designed for those who are not informed about such matters.

The accompanying budgeted information of Mercer County Convention and Visitors Bureau, Inc. for the year ended December 31, 2025, has not been compiled or examined by us, and, accordingly, we do not express an opinion or other form of assurance on it.

Management has elected to omit the summaries of significant assumptions and accounting policies required under established guidelines for presentation of prospective financial statements. If the omitted summaries were included in the budgeted information, they might influence the user's conclusions about the Organization's budgeted information. Accordingly, the budgeted information is not designed for those who are not informed about such matters.

We are not independent with respect to Mercer County Convention and Visitors Bureau, Inc.

Henry H. Jones, CPA, PLLC

Bluefield, West Virginia

April 17, 2025

Statement of Assets, Liabilities and Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc. As of March 31, 2025

	MAR 31, 2025	MAR 31, 2024
Assets		
Cash and Cash Equivalents		
Burke & Herbert Bank	317,220.07	253,798.34
Cash on hand	400.00	400.00
First Community Bank MM Checking	234,995.05	270,301.12
WV Money Market Pool	266,790.74	253,622.61
Total Cash and Cash Equivalents	819,405.86	778,122.07
Property and Equipment		
Property and Equipment, before Depreciation		
Buildings	6,322.90	6,322.90
Equipment	151,081.14	143,935.15
Furniture and fixtures	29,230.11	29,230.11
Total Property and Equipment, before Depreciation	186,634.15	179,488.16
Accumulated depreciation	(113,716.95)	(87,608.61)
Net Property and Equipment	72,917.20	91,879.55
Total Assets	892,323.06	870,001.62
Liabilities and Net Assets		
Liabilities		
Credit cards payable	4,205.60	8,102.30
Total Liabilities	4,205.60	8,102.30
Net Assets		
Net assets without donor restrictions	888,117.46	861,899.32
Total Net Assets	888,117.46	861,899.32
Total Liabilities and Net Assets	892,323.06	870,001.62

See accountants' compilation report.

Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended March 31, 2025

	MAR 2025	% OF REVENUES	MAR 2024	% OF REVENUES
Support and Revenues				
Interest income	2,186.91	1.62%	2,066.24	4.41%
Hotel tax - Bluefield	5,382.71	3.98%	3,208.81	6.85%
Hotel tax - Bramwell	-	-	238.59	0.51%
Hotel tax - Mercer County	127,513.57	94.31%	39,355.51	84.06%
Hotel tax - Princeton	129.06	0.10%	1,948.21	4.16%
Total Support and Revenues	135,212.25	100.00%	46,817.36	100.00%
Expenses				
Marketing and Advertising Expenses				
Branded merchandise	(198.00)	-0.15%	6,763.47	14.45%
Community marketing expenses	317.64	0.23%	357.15	0.76%
Contracted campaigns	6,350.97	4.70%	1,812.50	3.87%
Contracted creative agencies	8,159.00	6.03%	11,589.97	24.76%
Contracted print materials	4,163.08	3.08%	1,356.00	2.90%
Contracted public relations	5,250.00	3.88%	5,250.00	11.21%
Contracted social media marketing	-	-	8,326.42	17.78%
Contracted WV co-ops	-	-	12,833.29	27.41%
Marketing - miscellaneous	6,457.02	4.78%	-	-
Postage expense	428.52	0.32%	202.84	0.43%
Total Marketing and Advertising Expenses	30,928.23	22.87%	48,491.64	103.58%
Payroll expenses				
Salaries and wages	11,724.00	8.67%	11,077.50	23.66%
Payroll taxes	983.77	0.73%	939.87	2.01%
Employee pension plan	2,103.69	1.56%	774.90	1.66%
Payroll fees	62.06	0.05%	62.06	0.13%
Total Payroll expenses	14,873.52	11.00%	12,854.33	27.46%
Administrative Expenses				
Administrative expense	67.14	0.05%	239.91	0.51%
Communications expense	415.17	0.31%	151.16	0.32%
Depreciation expense	2,186.05	1.62%	2,159.16	4.61%
Dues and subscriptions	642.92	0.48%	3,343.05	7.14%
Equipment purchases	-	-	(1,093.80)	-2.34%
Equipment rental	-	-	104.70	0.22%
Insurance - general	-	-	1,322.00	2.82%
Legal and accounting expenses	1,600.00	1.18%	1,400.00	2.99%
Meals	194.86	0.14%	-	-

See accountants' compilation report.

	MAR 2025	% OF REVENUES	MAR 2024	% OF REVENUES
Miscellaneous expenses	1,039.44	0.77%	63.07	0.13%
Office supplies	72.77	0.05%	200.90	0.43%
Rent expense	1,500.00	1.11%	1,300.00	2.78%
Repairs and maintenance	-	-	440.01	0.94%
Taxes and licenses, misc.	16.78	0.01%	8.33	0.02%
Travel expenses	1,842.50	1.36%	-	-
Utilities	-	-	372.47	0.80%
Total Administrative Expenses	9,577.63	7.08%	10,010.96	21.38%
Expenses	55,379.38	40.96%	71,356.93	152.42%
Net Change in Net Assets Without Donor Restrictions	79,832.87	59.04%	(24,539.57)	-52.42%

See accountants' compilation report.

Statement of Changes in Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended March 31, 2025

	MAR 2025	MAR 2024
Net Assets Without Donor Restrictions		
Net Assets Without Donor Restrictions, Beginning	808,284.59	886,438.89
Net Change in Net Assets Without Donor Restrictions	79,832.87	(24,539.57)
Net Assets Without Donor Restrictions, Ending	888,117.46	861,899.32

See accountants' compilation report.

Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended March 31, 2025

	JAN-MAR 2025	% OF REVENUES	JAN-MAR 2024	% OF REVENUES
Support and Revenues				
Interest income	5,017.48	2.57%	6,008.54	4.19%
Hotel tax - Bluefield	14,741.69	7.54%	8,618.36	6.01%
Hotel tax - Bramwell	403.07	0.21%	532.25	0.37%
Hotel tax - Mercer County	173,192.70	88.62%	126,175.43	88.06%
Hotel tax - Princeton	2,086.95	1.07%	1,948.21	1.36%
Total Support and Revenues	195,441.89	100.00%	143,282.79	100.00%
Expenses				
Marketing and Advertising Expenses				
Branded merchandise	9,151.85	4.68%	6,826.60	4.76%
Community marketing expenses	1,465.06	0.75%	5,039.25	3.52%
Contracted campaigns	14,175.15	7.25%	3,625.00	2.53%
Contracted creative agencies	71,845.07	36.76%	31,139.08	21.73%
Contracted print materials	8,480.62	4.34%	8,336.61	5.82%
Contracted public relations	18,088.10	9.25%	10,500.00	7.33%
Contracted research and data	-	-	2,596.80	1.81%
Contracted social media marketing	3,000.00	1.53%	24,598.99	17.17%
Contracted WV co-ops	5,121.65	2.62%	30,816.18	21.51%
Marketing - miscellaneous	7,107.02	3.64%	-	-
Media trips	-	-	750.00	0.52%
Mobile Visitor Center expenses	-	-	90.94	0.06%
Postage expense	755.82	0.39%	1,010.42	0.71%
Total Marketing and Advertising Expenses	139,190.34	71.22%	125,329.87	87.47%
Payroll expenses				
Salaries and wages	35,098.40	17.96%	33,346.25	23.27%
Payroll taxes	3,215.00	1.64%	3,075.41	2.15%
Employee pension plan	4,245.24	2.17%	3,646.80	2.55%
Contract labor expense	-	-	802.50	0.56%
Payroll fees	202.23	0.10%	199.02	0.14%
Total Payroll expenses	42,760.87	21.88%	41,069.98	28.66%
Administrative Expenses				
Administrative expense	67.14	0.03%	573.97	0.40%
Communications expense	1,024.46	0.52%	296.90	0.21%
Depreciation expense	6,558.18	3.36%	6,455.63	4.51%
Dues and subscriptions	1,689.27	0.86%	4,454.12	3.11%
Employee training	200.00	0.10%	-	-

See accountants' compilation report.

	JAN-MAR 2025	% OF REVENUES	JAN-MAR 2024	% OF REVENUES
Equipment rental	228.45	0.12%	104.70	0.07%
Insurance - general	1,311.00	0.67%	1,322.00	0.92%
Legal and accounting expenses	5,200.00	2.66%	4,550.00	3.18%
Meals	320.23	0.16%	-	-
Miscellaneous expenses	1,115.95	0.57%	940.16	0.66%
Office supplies	257.61	0.13%	1,536.70	1.07%
Rent expense	4,500.00	2.30%	3,900.00	2.72%
Repairs and maintenance	140.00	0.07%	857.76	0.60%
Taxes and licenses, misc.	100.09	0.05%	58.32	0.04%
Travel expenses	3,695.03	1.89%	928.57	0.65%
Utilities	413.52	0.21%	435.90	0.30%
Total Administrative Expenses	26,820.93	13.72%	26,414.73	18.44%
Expenses	208,772.14	106.82%	192,814.58	134.57%
Net Change in Net Assets Without Donor Restrictions	(13,330.25)	-6.82%	(49,531.79)	-34.57%

See accountants' compilation report.

Statement of Changes in Net Assets - Tax Basis

Mercer County Convention and Visitors Bureau, Inc.

For the month ended March 31, 2025

	JAN-MAR 2025	JAN-MAR 2024
Net Assets Without Donor Restrictions		
Net Assets Without Donor Restrictions, Beginning	901,447.71	911,431.11
Net Change in Net Assets Without Donor Restrictions	(13,330.25)	(49,531.79)
Net Assets Without Donor Restrictions, Ending	888,117.46	861,899.32

See accountants' compilation report.

Statements of Revenues and Expenses - Tax Basis

Mercer County Convention and Visitors Bureau, Inc. For the month ended March 31, 2025

	JAN-MAR 2025	2025 OVERALL BUDGET	VARIANCE
Support and Revenues			
Interest income	5,017.48	20,400.00	(15,382.52)
Hotel tax - Bluefield	14,741.69	62,400.00	(47,658.31)
Hotel tax - Bramwell	403.07	3,600.00	(3,196.93)
Hotel tax - Mercer County	173,192.70	671,400.00	(498,207.30)
Hotel tax - Princeton	2,086.95	7,200.00	(5,113.05)
Total Support and Revenues	195,441.89	765,000.00	(569,558.11)
Expenses			
Marketing and Advertising Expenses			
Branded merchandise	9,151.85	9,996.00	(844.15)
Community marketing expenses	1,465.06	-	1,465.06
Contracted campaigns	14,175.15	110,004.00	(95,828.85)
Contracted creative agencies	71,845.07	141,984.00	(70,138.93)
Contracted print materials	8,480.62	60,000.00	(51,519.38)
Contracted public relations	18,088.10	60,000.00	(41,911.90)
Contracted research and data	-	6,000.00	(6,000.00)
Contracted social media marketing	3,000.00	16,560.00	(13,560.00)
Contracted WV co-ops	5,121.65	30,000.00	(24,878.35)
Marketing - miscellaneous	7,107.02	-	7,107.02
Media trips	-	9,996.00	(9,996.00)
Mobile Visitor Center expenses	-	3,000.00	(3,000.00)
Postage expense	755.82	4,800.00	(4,044.18)
Total Marketing and Advertising Expenses	139,190.34	452,340.00	(313,149.66)
Payroll expenses			
Salaries and wages	35,098.40	169,296.00	(134,197.60)
Payroll taxes	3,215.00	13,800.00	(10,585.00)
Employee pension plan	4,245.24	15,240.00	(10,994.76)
Payroll fees	202.23	780.00	(577.77)
Total Payroll expenses	42,760.87	199,116.00	(156,355.13)
Administrative Expenses			
Administrative expense	67.14	1,200.00	(1,132.86)
Communications expense	1,024.46	3,996.00	(2,971.54)
Depreciation expense	6,558.18	24,000.00	(17,441.82)
Dues and subscriptions	1,689.27	8,004.00	(6,314.73)
Employee training	200.00	3,000.00	(2,800.00)
Equipment purchases	-	2,400.00	(2,400.00)

See accountants' compilation report.

	JAN-MAR 2025	2025 OVERALL BUDGET	VARIANCE
Equipment rental	228.45	-	228.45
Insurance - general	1,311.00	9,600.00	(8,289.00)
Legal and accounting expenses	5,200.00	21,000.00	(15,800.00)
Meals	320.23	2,400.00	(2,079.77)
Miscellaneous expenses	1,115.95	-	1,115.95
Office supplies	257.61	6,000.00	(5,742.39)
Rent expense	4,500.00	18,000.00	(13,500.00)
Repairs and maintenance	140.00	2,400.00	(2,260.00)
Taxes and licenses, misc.	100.09	744.00	(643.91)
Travel expenses	3,695.03	6,000.00	(2,304.97)
Utilities	413.52	4,800.00	(4,386.48)
Total Administrative Expenses	26,820.93	113,544.00	(86,723.07)
Expenses	208,772.14	765,000.00	(556,227.86)
Net Change in Net Assets Without Donor Restrictions	(13,330.25)	-	(13,330.25)

See accountants' compilation report.