Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

Thursday, August 27, 2026

WV State Auditor's Office: lgs@wvsao.gov
WV Joint Committee on Governance & Finance:
https://www.wvlegislature.gov/Reports/Agency_Reports/AgencyReports.cfm
WVACVB: jnuzm@bowlesrice.com
Pocahontas County Commission: jcrebinski@frontiernet.net, redlickfarm1@gmail.com, ryderincwv@outlook.com
Town of Marlinton: mayor@townofmarlintonwv.com

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, WV Association of Convention & Visitors Bureaus, Pocahontas County Commission, and Town of Marlinton,

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 §7-18-13-a, 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 WVACVB, W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards:

- Annual budget
- Budget allocation within the industry standard of 40%, 40%, 20% (Marketing, Personnel, Administrative)
- Marketing plan targeting markets outside 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 Pocahontas County CVB, we respectfully submit the required information and confirm that the Pocahontas County CVB is in full compliance with all W.Va. Code §7-18-13 requirements.

If you have any questions, please contact either Chelsea Faulknier at cfaulknier@pocahontascountywv.com, 304-799-4636, or Robert Sheets, fortwarwick@gmail.com, 304-456-4815.

Sincerely,

Chelsea Faulknier, Executive Director, PCCVB
Robert Sheets, President, PCCVB Board of Directors

Attachments: Income Statement (July 1, 2025 – June 30, 2026), Balance Sheet (June 30, 2026), Financial Review (June 30, 2024) and Annual Report (2025-2026)

Pocahontas County Convention & Visitors Bureau

301 8th St. (P.O. Box 275), Marlinton, WV 24954 • 304.799.4636 Fax 304.799.4649
info@pocahontascountywv.com • naturesmountainplayground.com • 800.336.7009

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08/26/26

Accrual Basis

Pocahontas County CVB
Balance Sheet
As of June 30, 2026

	Jun 30, 26
ASSETS	
Current Assets	
Checking/Savings	
Citiznes Bank of WV - Flood	250,787.35
City National CD Emergency	124,353.65
City National Emergency Fund	125,000.00
Pendleton Community Bank	113,918.44
SHARC Account	9,090.84
Third Party Sweep from DDA 6923	15.82
Total Checking/Savings	623,166.10
Accounts Receivable	
Accounts Receivable	148,875.43
Total Accounts Receivable	148,875.43
Total Current Assets	772,041.53
Fixed Assets	
Accumulated Depreciation-ALL	-15,637.00
Building	69,758.44
Building Improvements	40,229.78
Computer	3,889.03
Land	18,277.56
Office Furniture	10,219.00
Snowshoe Computer	669.05
Snowshoe Furniture	3,149.86
Total Fixed Assets	130,555.72
TOTAL ASSETS	**902,597.25**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-6,827.76
Total Accounts Payable	-6,827.76
Other Current Liabilities	
Direct Deposit Liabilities	-6.33
Line of Credit	-245.98
Other Tax Liability	-861.13
Payroll Liabilities	0.01
Total Other Current Liabilities	-1,113.43
Total Current Liabilities	-7,941.19
Total Liabilities	-7,941.19
Equity	
Opening Balance Equity	15,322.14
Restricted Emergency Fund	100,000.00
Temp. Restricted Net Assets	1,864.44
Unrestricted Net Assets	875,231.86
Net Income	-81,880.00
Total Equity	910,538.44
TOTAL LIABILITIES & EQUITY	**902,597.25**

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Accrual Basis

Pocahontas County CVB
Profit & Loss Budget vs. Actual
July 2025 through June 2026

	Jul '25 - Jun 26	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
Cash Carry Over	0.00	478,728.14	-478,728.14
Hotel Motel Tax	1,405,380.93	1,213,000.00	192,380.93
Interest Inc.	16,350.02	11,436.20	4,913.82
Make it Shine Partners	0.00	0.00	0.00
Total Income	1,421,780.95	1,703,164.34	-281,383.39
Gross Profit	1,421,780.95	1,703,164.34	-281,383.39
Expense			
Dues	4,813.55	4,875.00	-61.45
Education	43,172.57	45,400.00	-2,227.43
Employee Expenses	393,097.64	444,735.64	-51,638.00
GAOA	32,691.48	0.00	32,691.48
Grant Program	132,271.20	186,200.00	-53,928.80
Insurance	2,069.82	3,100.00	-1,030.18
Marketing	762,074.24	928,010.33	-165,936.09
Monday Lick MFT	545.25	0.00	545.25
Office	42,914.86	37,187.63	5,727.23
Promo Items	7,160.71	8,000.00	-839.29
Reconciliation Discrepancies	5,807.12	0.08	5,807.04
Travel	37,899.30	26,554.20	11,345.10
Utilities	36,199.90	19,101.46	17,098.44
Total Expense	1,503,660.95	1,703,164.34	-199,503.39
Net Ordinary Income	-81,880.00	0.00	-81,880.00
Net Income	**-81,880.00**	**0.00**	**-81,880.00**

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

FINANCIAL REPORT

JUNE 30, 2024

JOHNATHAN P. RICE

CERTIFIED PUBLIC ACCOUNTANT

CONTENTS

JOHNATHAN P. RICE
CERTIFIED PUBLIC ACCOUNTANT

MAIN STREET
UNION, WEST VIRGINIA 24983

(304) 772-4406

INDEPENDENT AUDITOR'S REPORT

Pocahontas County Tourism Commission, Inc.
301 8th Street
Marlinton, WV 24954

To the Board of Directors,

Report on the Audit of Financial Statements

Opinion

I have audited the accompanying statement of financial position of Pocahontas County Tourism Commission, Inc. as of June 30, 2024, and the related statement of activities and changes in net assets, and cash flows for the year then ended, and the related notes to the financial statements, which collectively comprise the Organization's basic financial statements.

In my opinion, the financial statements referred to above present fairly, in all material respects, the financial position of. Pocahontas County Tourism Commission, Inc. as of June 30, 2024 and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

I conducted my audit in accordance with auditing standards generally accepted in the United States of America. My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. I am required to be independent of the Pocahontas County Tourism Commission, Inc. and t meet my ethical responsibility in accordance with the relevant ethical requirements relating to my audit. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States, and for the design, implementation, and maintenance of internal accounting control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free of material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my 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 in 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 aggregate, they would influence the judgement made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, I

- Exercise professional judgement 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, design and perform audit procedures responsive to those risks. Such procedures include examining, on 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 the purpose of expressing an opinion on the effectiveness of the Organization'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 my judgement, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

I am 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 I identified during the audit.

Johnathan P. Rice, CPA

Johnathan P. Rice, CPA
Union, West Virginia
June 13, 2025

POCAHONTAS COUNTY TOURISM COMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENT OF FINANCIAL POSITION
June 30, 2024

ASSETS	
Cash and Cash Equivalents	$ 1,030,752
Accounts Receivable	84,210
Property and Equipment, Net	96,667
TOTAL ASSETS	$ 1,211,629
LIABILITIES	
Accounts Payable	$ -
Accrued Expenses	-
Accrued Payroll and Payroll Taxes	-
TOTAL LIABILITIES	-
NET ASSETS	
Without Donor Restrictions	1,211,629
With Donor Restrictions	-
TOTAL NET ASSETS	1,211,629
TOTAL LIABILITIES AND NET ASSETS	$ 1,211,629

The accompanying notes are an integral part of the financial statements.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENT OF ACTIVITIES
AND CHANGES IN NET ASSETS
Year Ended June 30, 2024

WITHOUT DONOR RESTRICTIONS	
Revenue, Gains, and Other Support	
Hotel/motel Tax Revenue	$ 1,336,833
Government Grants	72,343
Interest Income	11,436
Total Revenue, Gains, and Other Support	1,420,612
Expenses	
Program Services	
Tourism Program and Visitors Center	1,674,789
Supporting Services	
Management and General	95,357
Total Operating Expenses	1,770,146
CHANGE IN NET ASSETS	(349,534)
NET ASSETS - July 1, 2023	1,561,163
NET ASSETS - June 30, 2024	$ 1,211,629

The accompanying notes are an integral part of the financial statements.

POCAHONTAS COUNTY TOURISM COMMISSION, INC.
DBA POCAHONTAS COUNTY CONVENTION AND VISITORS BUREAU

STATEMENT OF CASH FLOWS
Year Ended June 30, 2024

CASH FLOWS FROM OPERATING ACTIVITIES	
Increase in net assets	$ (349,534)
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	4,127
Changes in operating assets and liabilities:	
(Increase) decrease in short-term investments	-
(Increase) decrease in accounts receivable	(22,995)
Decrease (increase) in prepaid expenses	-
(Decrease) in accounts payable and accrued expenses	(2,015)
Net cash provided by operating activities	$ (370,417)
CASH FLOWS FROM INVESTING ACTIVITIES	
Purchase of building and equipment	$ -
Net cash used in investing activities	$ -
CASH FLOWS FROM FINANCING ACTIVITIES	
Proceeds from borrowings on line of credit	$ -
Repayments of borrowings on line of credit	-
Net cash used in financing activities	$ -
Net increase (decrease) in cash and cash equivalents	$ (370,417)
Cash and cash equivalents, beginning	1,401,169
Cash and cash equivalents, ending	$ 1,030,752

The accompanying notes are an integral part of the financial statements.

NOTES TO FINANCIAL STATEMENTS

NOTE 1-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Nature of Activities
Pocahontas County Tourism Commission, Inc., operating as Pocahontas County Convention and Visitors Bureau, is a nonprofit, non-stock corporation organized under the laws of the State of West Virginia and is exempt from income taxes under Section 501c(6) of the Internal Revenue Code. The Organization operates a convention and visitors bureau for Pocahontas County. The Organization's support primarily comes from the hotel-motel tax collected from lodging establishments located in the county.

Basis of Accounting
The financial statements have been prepared on the accrual basis of accounting in accordance with generally accepted accounting principles accepted in the United States.

Cash and Cash Equivalents
For purposes of the statement of cash flows, the Organization considers all unrestricted highly liquid investments with an initial maturity of three months or less to be cash equivalents. Fair value approximates carrying amounts.

Public Support and Revenue
Revenue is recorded in the month collected by the county or municipality. Revenue receivable is stated at an amount that management expects to collect from tax revenue collected, but not yet received by the organization. Management has not suffered losses on accounts receivable and has not established an allowance for doubtful accounts.

Estimates
The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Property and Equipment
Buildings and improvements, furniture, equipment, and leasehold improvements are capitalized at cost. It is the Organization's policy to capitalize expenditures for these items in excess of $500. Lesser amounts are expensed. Buildings and improvements are being depreciated over 40 years. Furniture and equipment are being depreciated over estimated useful lives of five to ten years using a straight-line method, with a half of year's depreciation recognized in the years of acquisition and disposal. Leasehold improvements are being amortized over the shorter of the lease term or useful life.

NOTES TO FINANCIAL STATEMENTS

NOTE 1-NATURE OF ACTIVITIES AND SIGNIFICANT ACCOUNTING POLICIES

Net Assets and Financial Statements Presentation

Net Assets Without Donor Restrictions

Net assets without donor restrictions are available at the direction of the Board of Directors and/or management for general operating purposes. From time to time, the Board may designate a portion of these net assets for specific purposes which makes them unavailable for use at management's discretion.

Net Assets With Donor Restrictions

Net assets with donor restrictions consist of assets whose use is limited by donor-imposed, time and/or purpose restrictions. The Organization reports gifts of cash or other assets as revenue with donor restrictions if they are received with donor stipulations that limit their use. When a donor restriction expires, that is when a time restriction end or purpose is accomplished, the net assets are reclassified as net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Income Taxes

The Organization is exempt from income taxes under section 501(c)(6) of the Internal Revenue Code and did not conduct unrelated business activities. Therefore, the Organization has made no provision for federal income taxes in the accompanying financial statements.

Functional Allocation of Expenses

Costs of providing various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Subsequent Events

In preparing these financial statements, the Organization has evaluated events and transactions for potential recognition or disclosure through June 13, 2025, the date these financial statements were issued.

NOTE 2-ACCOUNTS RECEIVABLE

Accounts receivable are stated at cost and consist of the following at June 30, 2024

Hotel/motel tax	$ 84,210
Grant reimbursements	-
Other receivables	-
	84,210
Less allowance for bad debts	(-)
Accounts receivable, net	$ 84,210

NOTE 3-PROPERTY & EQUIPMENT

Property and equipment consisted of the following at June 30, 2024

Land	$ 18,278
Building and improvements	109,988
Furniture and equipment	26,171
	154,437
Less accumulated depreciation	- 57,770
Property and equipment, net	$ 96,667

NOTE 4-LINE OF CREDIT

The Organization has obtained an unsecured bank line of credit in the amount of $30,000. No amounts were outstanding on the line of credit at year end June 30, 2024.

NOTE 5-CONTRIBUTED SERVICES

During the year, the Organization received the services of many individuals, businesses, and organizations. This included the donation of their time, use of their facilities and equipment, and supplies. Contributed services received that create or enhance non-financial assets or require specialized skills, are provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation are reported as support and expense in the period the services are performed. No amounts have been recorded for contributed services for the year.

NOTE 6-RETIREMENT PLAN

The Organization maintains a SIMPLE IRA plan for which all full-time employees are eligible to participate. The Organization matches employees' contributions up to 3%.of their regular salary. Retirement expense for the year ended June 30, 2024 was $ 4,005.

NOTE 7-HEALTH INSURANCE PLAN

The Organization provides eligible employees with health and life insurance benefits through PEIA with the State of West Virginia. The Organization has not provided post-employment benefits in the past and does intend to provide post-employment benefits in the future. Therefore, no amounts have been accrued for post-employment benefits at June 30, 2024.

NOTE 8-ECONOMIC DEPENDENCY AND CONCENTRATION OF CREDIT RISK

A significant portion of the Organizations' revenue is from hotel/motel tax from lodging establishments in the county.

The Organization maintains its cash balances and demand deposit accounts at several local commercial banks. During the year ended and at June 30, 2024 bank deposits at one bank exceeded federally insured limits.

NOTE 9-FAIR VALUE OF FINANCIAL INSTRUMENT

The following methods and assumptions were used by the Organization in estimating its fair value disclosures for financial instruments:

- Cash, cash equivalents, prepaid expenses and accounts receivable: The carrying amounts reported in the statement of financial position approximate fair values because of the short maturities of those instruments.

NOTE 10-UNCERTAIN TAX POSITIONS

The Organization has evaluated its tax positions taken for all open tax years. Currently, the 2021, 2022, and 2023 tax years are open and subject to examination by the Internal Revenue Service. However, the Organization is not currently under audit nor has the Organization been contacted by this jurisdiction.

Based on the evaluation of the Organization's tax position, management believes all positions taken would be upheld under an examination. Therefore, no provision for the effects of uncertain tax positions has been recorded for the years ended June 30, 2024.

POCAHONTAS COUNTY - WEST VIRGINIA

2025-2026
ANNUAL REPORT

POCAHONTAS COUNTY
CONVENTION & VISITORS BUREAU

Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

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MESSAGE FROM THE

PCCVB EXECUTIVE DIRECTOR OF TOURISM

On behalf of the **Pocahontas County Convention and Visitors Bureau**, I am proud to present our **2025–2026 Annual Report**. The information provided in this report highlights the impact of our work locally, regionally, and across **West Virginia**.

The **PCCVB** is proud to partner with organizations such as the **Snowshoe Highlands Area Recreation Collaborative (SHARC)**, **Mon Forest Towns Partnership (MFTP)**, and the **West Virginia Department of Tourism** to market our destination, enhance and sustain outdoor recreation access, and strengthen regional tourism efforts.

Beyond growing visitation across all four seasons, the **PCCVB** is committed to using tourism and hospitality as tools to improve quality of life in our communities and support economic and workforce development. Our continued investment in marketing and promoting local businesses, attractions, and events is helping increase visitation and generate meaningful economic impact throughout **Pocahontas County**.

We are grateful for our dedicated staff, Board of Directors, stakeholders, and partners who continue to invest in our destination, strengthen our communities, and showcase what makes **Nature's Mountain Playground** such a unique and welcoming place to live, work, and play.

Respectfully,

Chelsea Faulknier
Executive Director of Tourism
Pocahontas County Convention and Visitors Bureau

MESSAGE FROM THE

PCCVB BOARD OF DIRECTORS PRESIDENT

As **President** of the **Pocahontas County Conventions and Visitors Bureau**, it has been my pleasure to participate in the oversight of the multiple efforts which the **PCCVB** puts forth to add value, integrity, and substance to the visitor experience.

Our all volunteer board, which involves people from throughout **Pocahontas County**, consistently emphasizes their concern for the various lodging, dining, and recreation sites within our communities. These business and governmental entities are where our guests are impacted.

We partner with festivals **(WV Roadkill Cook-Off)**, artisans **(Watoga Art in The Park)**, schools **(Nature's Mountain Classroom and the Pocahontas County High School Tourism Club)**, individuals **(Competitive ADA Skier, Kinzie Houston Dickman)**, and governmental bodies like **Green Bank Observatory**, **Monongahela National Forest**, **Cass Scenic Railroad State Park**, and **Snowshoe Mountain Resort**,to name a few.

The list could go on and on, but suffice it to say that the impact of tourism on our county is huge and only getting bigger.

The **PCCVB Board of Directors** is committed to that growth and development.

Respectfully,

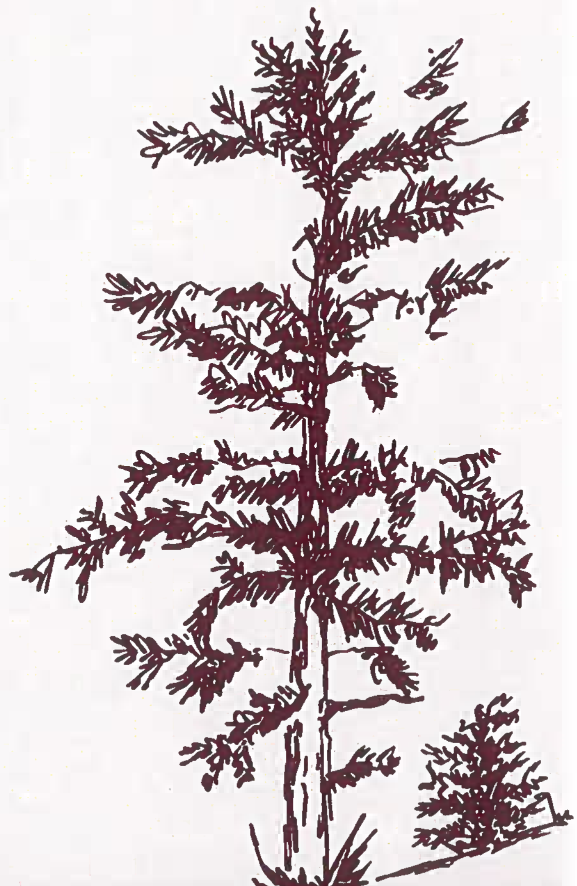
Robert A. Sheets
President
Pocahontas County Convention & Visitors Bureau Board of Directors

ABOUT THE PCCVB

POCAHONTAS COUNTY - WEST VIRGINIA -

OUR MISSION

The **Pocahontas County Convention and Visitors Bureau** is dedicated to promoting tourism which strengthens our community through job creation and education, while protecting the environment, sharing our culture and preserving our history.



OUR VISION

To provide a world class destination experience.

OUR LOCATIONS

PCCVB Main Office: Marlinton, WV

PCCVB Satellite Visitor Centers:
Cranberry Mountain Nature Center
Cass Scenic Railroad State Park
Green Bank Observatory
Durbin Art + Visitor Center
Snowshoe Mountain Resort - Linwood Library

PCCVB BOARD OF DIRECTORS

Bob Sheets, President: Green Bank District
Mikey Valach, Vice President: Ski Industry
Bill Jordan, Secretary: Chamber of Commerce
Erica Engquist, Treasurer: At-Large
Sarah Guyette: Edray District
Felicia Smith: Huntersville District
Bob Safrit: At-Large
Phil Harris: At-Large
Jeff Layfield: State Parks & Forests
Rob Gonyea: Lodging
Jason Hattersley: USFS
Nicolle Flood-Sawczyszyn: Mon Forest Towns

PCCVB STAFF

Chelsea Faulknier: Executive Director of Tourism
Trisha Barb: Brand Relations Specialist
Linda Adams: Office & Special Projects Manager
Makinsey Poeppel: Social Media Manager
Mike Moore: Information Specialist
Tammy Shoemaker: Information Specialist
Mary Seldomridge: Information Specialist
Tara Bauserman: Information Specialist
Jake Osborne: Information Specialist
Carolyn McCloud: Information Specialist
Amanda Burns: 2026 PCCVB Summer Intern

POCAHONTAS COUNTY TOURISM

AT A GLANCE

$231.93M
AVERAGE ANNUAL VISITOR SPENDING

63,477
TOTAL VISITATION
July 1, 2025 - June 30, 2026

2,556
TOTAL TOURISM JOBS SUPPORTED

$2,785,857
TOTAL OCCUPANCY TAX COLLECTION
July 1, 2025 - June 30, 2026

82,000
2026 ADVENTURE GUIDE DISTRIBUTION

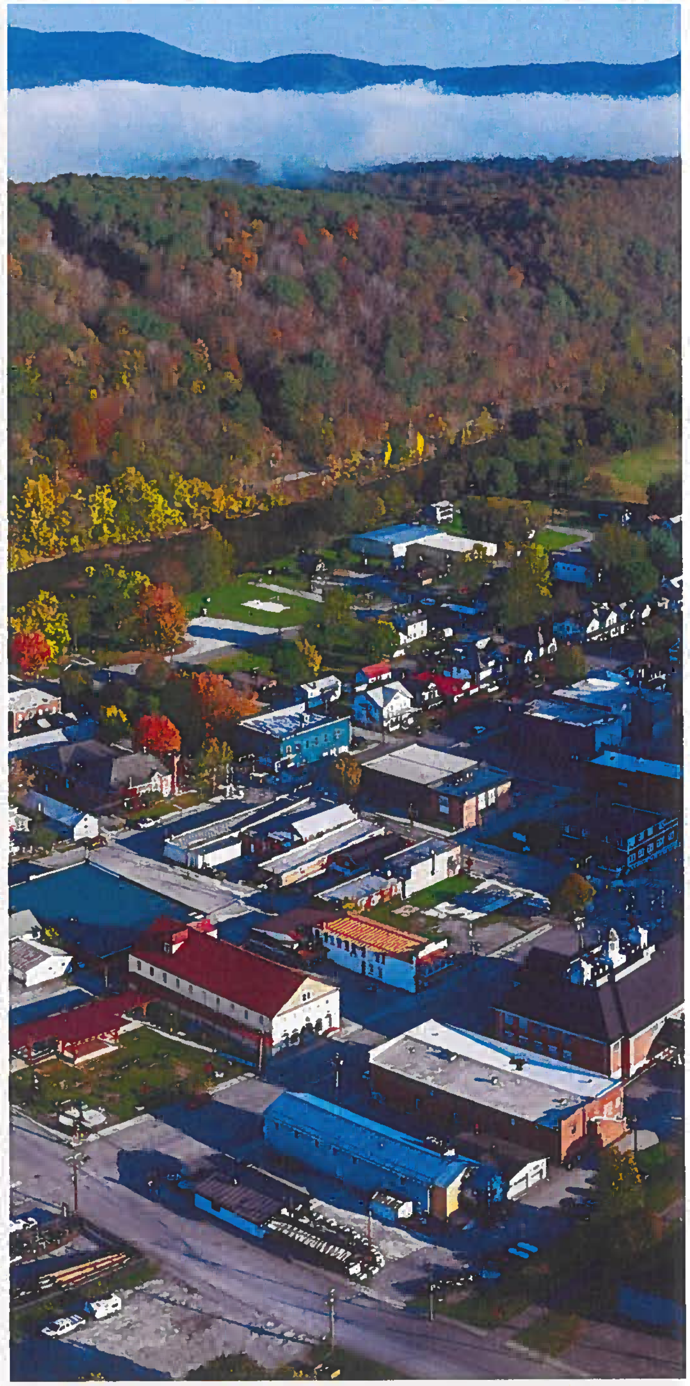
$85,000
TOTAL EVENT FUNDING SUPPORT

174,880
TOTAL NEWSLETTER SUBSCRIBERS

38,519
SOCIAL MEDIA FOLLOWERS

449,689
TOTAL WEBSITE SESSIONS
July 1, 2025 - June 30, 2026

TOURISM'S LOCAL IMPACT



VISITOR SPENDING

$231,000,000 infused in our local economy on average annually.

JOBS SUPPORTED

2,556 local jobs supported by Pocahontas County tourism.

LOCAL BUSINESS IMPACT

From lodging and dining, to retail and recreation, tourism keeps our small businesses thriving.

COMMUNITY IMPACT

Tourism helps supports essential services and supports amenities that make Pocahontas County a great place to live, work and play.

VISITOR SPENDING BY SEASON

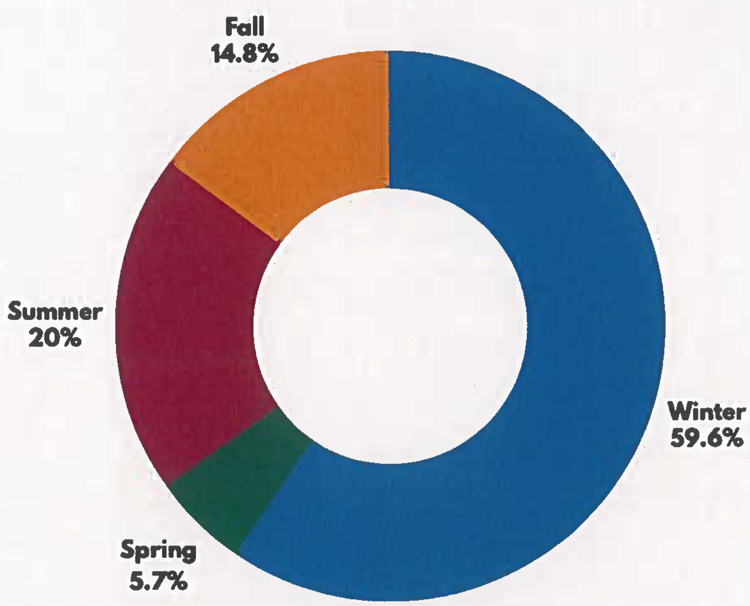
$231M total annual visitor spending

$137M total winter visitor spending

$13M total spring visitor spending

$46M total summer visitor spending

$34M total fall visitor spending



INVESTMENT

IN OUR DESTINATION

POCAHONTAS COUNTY - WEST VIRGINIA -

DESTINATION DEVELOPMENT

Improving outdoor recreation access, wayfinding and connectivity through partnerships with **Snowshoe Highlands Area Recreation Collaborative** and the **Mon Forest Towns Partnership**.

COMMUNITY DEVELOPMENT

Enhancing quality of life and livability through collaboration with the **Pocahontas County Housing Taskforce** and the **Pocahontas County Broadband Council**.

EDUCATION & WORKFORCE

Inspiring the next generation of hospitality, tourism and outdoor recreation professionals through partnerships with **Nature's Mountain Classroom** and the **PCHS Tourism Club**.

AGRITOURISM & HERITAGE

Showcasing our local **Mountain Culture**, heritage and rural traditions through promotion of events such as the annual **Mountain State Maple Days**.

PROFESSIONAL

MEMBERSHIP & LEADERSHIP

ACTIVE MEMBERSHIPS

WVACVB
West Virginia Association of Convention & Visitor Bureaus

WVHTA
West Virginia Hospitality & Tourism Association

STS
Southeast Tourism Society

LEADERSHIP ROLES

- SHARC (Snowshoe Highlands Area Recreation Collaborative)
- Mon Forest Towns Partnership
- Mountaineer Trail Network
- Region IV PDC Board Member
- WVOEDC WV Outdoor Economy Summit Advisory Committee
- Pocahontas County Chamber of Commerce
- Pocahontas County Housing Taskforce
- Pocahontas County Broadband Council

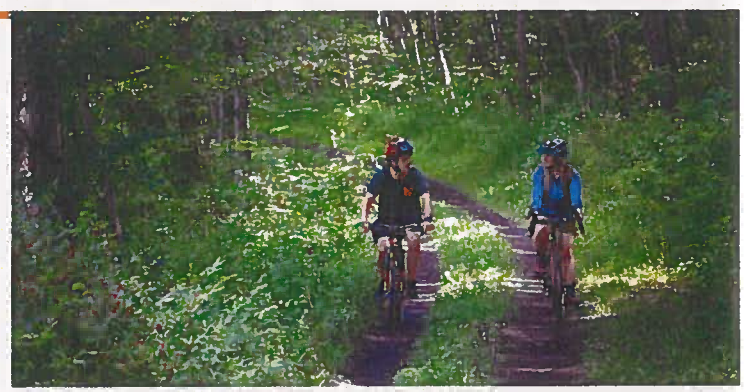
LOOKING AHEAD

FUTURE FOCUS

POCAHONTAS COUNTY - WEST VIRGINIA -

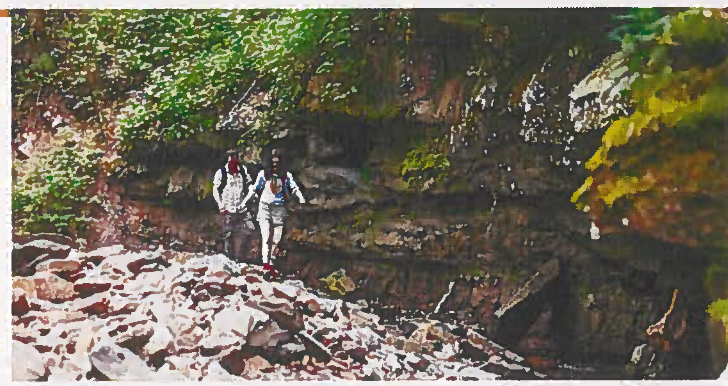
EXPAND OUTDOOR RECREATION

Enhancing local trails, providing more access to recreation and creating more adventurous opportunities.



GROW SHOULDER SEASONS

Attracting more visitors in spring and fall seasons to increase annual visitation.



SUPPORT RURAL COMMUNITIES

Investment in communities, local businesses, building workforce and creating a higher quality of life.

MARKETING WITH INNOVATION

Telling our destination's story through engaging and creative ways.

Nature's
MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV®

RESPECTFULLY SUBMITTED BY:

CHELSEA FAULKNIER

EXECUTIVE DIRECTOR OF TOURISM

POCAHONTAS COUNTY CONVENTION & VISITORS BUREAU