

Nitro CVB

Agenda

July 16, 2019

- Call To order
- Determination of Quorum
- Minutes of last meeting
- Financial Update
 - Hotel/Motel Tax
- Director's Update
 - City Council Report
 - Movie Nights
 - Taste of Nitro - Cruz-N
 - Bob Anderson
 - Regatta
- New Business
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

June 4, 2019

The Nitro Convention and Visitors Bureau met on Tuesday, June 4, 2019. The meeting was called to order in the training room of the Nitro Police Station. Those in attendance were Bill Racer, Bill Javins, Julia Washington, Ivan Meadows, Susan Valleau, Carman Kostelansky and Mayor David Casebolt. Also, in attendance was CVB Executive Director Joe Stevens.

A quorum was determined to be present and the minutes were reviewed and a motion to accept the minutes was made by Mayor Casebolt and seconded by Ivan Meadows. The motion was adopted.

A financial report was presented by Treasurer John Young and a motion to accept the report was made by Bill Javins and seconded by Mayor Casebolt. The motion was adopted.

The 2019/2020 CVB Budget was present by Treasurer Young. A motion to accept the budget was made by Mayor Casebolt and second by Bill Javins. Treasurer Young reported that the Executive Committee voted in favor to the director's 2.5 percent raise to match the city's 2.5 percent. The raise was included in the proposed budget. The motion was adopted.

Joe Stevens brought the board of the progress being made on the city's new website. The website now has an up to date calendar of events. The board was brought up to date on the Get Out and Move Campaign's Nutritional Program through WV Extension and that 62% of the 40 participants are from outside of Nitro. Stevens reported that the city received excellent PR from helping with the send-off for the Nitro Girls Softball team to the states. The board was also informed of the upcoming Cruz-N and Movie Nights. Stevens also informed the board that WV Extension was on board for the Boomtown Bash Cookout. Additional details to come. Stevens was also instructed to email board members a copy of the minutes.

It was announced that the City Pool would be opening on Saturday, June 8. Thursday Free Swim nights sponsored by the Kiwanis would begin on Thursday, June 13 from 6 – 8 p.m.

The meeting was adjourned at 6:30 pm with the next meeting to take place, Tuesday, July 2, 2019.



Tuesday, July 16, 2019

Mayor David Casebolt
Members of City Council
City of Nitro
2009 20th St.
Nitro, WV 25143

Dear Mayor and Council:

Each year the Nitro Convention and Visitors Bureau (CVB) is required to report to the city council on its activities from the previous year. We are proud to submit this document to meet that requirement. The main purpose of a CVB funded with hotel motel tax revenue is to attract out-of-area visitors and to work on being on the top of mind for people being attracted to the city.

The CVB, working together with the city's Fairs and Festivals Commission organized events that were for the benefit of the local community residents and to draw out-of-town visitors to the city. These various events included the Easter Egg Hunt, Christmas Parade and much more. The role of the CVB in events is to assist with publicity and be sure the website and social media pages contain the appropriate information. The CVB continues to maintain a close relationship with the leadership at the Mardi Gras Casino to coordinate marketing activities.

Other events being organized by the CVB included the Living Memorial Park celebrations and Veterans Day events. These events allow Nitro to promote its heritage to outside visitors.

In terms of marketing the city for visitors, we continue to maintain the CVB's website, visitnitro.com, as well as utilizing Facebook to its fullest, which includes the City of Nitro, Visit Nitro and Fairs and Festival Commission pages. The CVB continues to distribute two marketing rack cards, which highlights what is available in Nitro and the Wars Museum. These marketing items are distributed to all of the state's Welcome Centers on the interstates and the Tourism Information Areas on the parkway. The information is also distributed to all area lodging facilities.

The CVB is continuing to work with the Charleston CVB in a joint outreach effort, which includes seasonal publications that highlight Nitro and the surrounding communities. We have sponsored some Facebook posts for various events and purchased advertisements to promote events.

During the 2019 fiscal year, the CVB continued to help brand the city by facilitating the city's branding committee meeting and getting the city additional "Earned Media" for historical purposes, through PR efforts with local media. The main events we assisted with included Boomtown Days, the flag-lowering service on Veterans Day even and flag-raising the next morning and in conjunction with the Nitro Development Authority helped with the promotion and operation of the Wagging Tales-Nitro Ales event and the Living Memorial Park event this past May that highlighted all veterans of U.S. conflicts. We also helped to sponsor the All-Horse Parade and provided public relations assistance.

The CVB watched the bottom line of the financials for the last fiscal year. At the end of June, the board had developed a cash balance of \$64,422.13. A copy of the June 30, 2019, balance sheet is attached along with an income statement. The CVB is audited as part of the city's combined audit and the auditors found no issues.

The CVB hired an Executive Director in conjunction with the Fairs and Festivals Commission. Joe Deiss has served in the capacity since September 17.

The future focus of the CVB will be to market the city's connection to World War I, Promote the city's outdoor offerings, coordinate activities with Mardi Gras Casino and work extensively with area lodging properties to make sure, visitors know exactly what Nitro has to offer for dining and activities.

Thank you for your consideration of this report. If you have any questions, please do not hesitate to reach out.

Sincerely yours,

Joe Deiss
Executive Director
Nitro Convention and Visitors Bureau

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2018

Open to Public Inspection

▶ Do not enter social security numbers on this form as it may be made public.
▶ Go to www.irs.gov/Form990EZ for instructions and the latest information.

Department of the Treasury
Internal Revenue Service

A For the 2018 calendar year, or tax year beginning Jul 1, 2018, and ending Jun 30, 2019

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization CITY OF NITRO CONVENTION & VISITORS BUREAU		D Employer identification number 27-2412309
	Number and street (or P.O. box, if mail is not delivered to street address)	Room/suite	E Telephone number (304) 932-2300
	City or town, state or province, country, and ZIP or foreign postal code NITRO, WV 25143		F Group Exemption Number ▶

G Accounting Method: Cash Accrual Other (specify) ▶ _____ **H** Check if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

I Website: ▶ N/A

J Tax-exempt status (check only one) — 501(c)(3) 501(c) (6) ◀ (insert no.) 4947(a)(1) or 527

K Form of organization: Corporation Trust Association Other

L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ \$ 95,922.

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)
Check if the organization used Schedule O to respond to any question in this Part I

		1	2	3	4	5a	5b	5c	6a	6b	6c	6d	7a	7b	7c	8	9	10	11	12	13	14	15	16	17	18	19	20	21		
Revenue	1 Contributions, gifts, grants, and similar amounts received		1,036.																												
	2 Program service revenue including government fees and contracts		86,976.																												
	3 Membership dues and assessments																														
	4 Investment income																														
	5a Gross amount from sale of assets other than inventory																														
	b Less: cost or other basis and sales expenses																														
	c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)																														
	6 Gaming and fundraising events:																														
	a Gross income from gaming (attach Schedule G if greater than \$15,000)																														
	b Gross income from fundraising events (not including \$ 7,910. of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)			7,910.																											
c Less: direct expenses from gaming and fundraising events											12,774.																				
d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)																															
7a Gross sales of inventory, less returns and allowances																															
b Less: cost of goods sold																															
c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)																															
8 Other revenue (describe in Schedule O) See Line 8 Stmt.																															
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 ▶																															
Expenses	10 Grants and similar amounts paid (list in Schedule O)																														
	11 Benefits paid to or for members																														
	12 Salaries, other compensation, and employee benefits																														
	13 Professional fees and other payments to independent contractors																														
	14 Occupancy, rent, utilities, and maintenance																														
	15 Printing, publications, postage, and shipping																														
	16 Other expenses (describe in Schedule O) See Line 16 Stmt.																														
17 Total expenses. Add lines 10 through 16 ▶																															
Net Assets	18 Excess or (deficit) for the year (Subtract line 17 from line 9)																														
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)																														
	20 Other changes in net assets or fund balances (explain in Schedule O)																														
	21 Net assets or fund balances at end of year. Combine lines 18 through 20 ▶																														

Part II Balance Sheets (see the instructions for Part II)

Check if the organization used Schedule O to respond to any question in this Part II [X]

Table with columns (A) Beginning of year and (B) End of year. Rows include Cash, savings, and investments; Land and buildings; Other assets; Total assets; Total liabilities; Net assets or fund balances.

Part III Statement of Program Service Accomplishments (see the instructions for Part III)

Check if the organization used Schedule O to respond to any question in this Part III []

What is the organization's primary exempt purpose? See Part III Stmt

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

Expenses (Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.)

Table with 4 columns: Line number, Description, Amount, and Expense category (28a, 29a, 30a, 31a, 32). Rows describe tourism events and other program services.

Part IV List of Officers, Directors, Trustees, and Key Employees (list each one even if not compensated—see the instructions for Part IV)

Check if the organization used Schedule O to respond to any question in this Part IV []

Table with 5 columns: (a) Name and title, (b) Average hours per week devoted to position, (c) Reportable compensation, (d) Health benefits, contributions to employee benefit plans, and deferred compensation, (e) Estimated amount of other compensation.

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V

33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O
34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions
35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?
35b If "Yes" to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O
35c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III
36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N
37a Enter amount of political expenditures, direct or indirect, as described in the instructions
37b Did the organization file Form 1120-POL for this year?
38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?
38b If "Yes," complete Schedule L, Part II and enter the total amount involved
39 Section 501(c)(7) organizations. Enter:
39a Initiation fees and capital contributions included on line 9
39b Gross receipts, included on line 9, for public use of club facilities
40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911; section 4912; section 4955
40b Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I
40c Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958
40d Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization
40e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T
41 List the states with which a copy of this return is filed
42a The organization's books are in care of YOUNG AND ASSOCIATES Telephone no. (304) 755-7717 Located at 4115 FIRST AVE, NITRO WV ZIP + 4 25143
42b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country
42c See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR). At any time during the calendar year, did the organization maintain an office outside the United States? If "Yes," enter the name of the foreign country
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here and enter the amount of tax-exempt interest received or accrued during the tax year
44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44c Did the organization receive any payments for indoor tanning services during the year?
44d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O
45a Did the organization have a controlled entity within the meaning of section 512(b)(13)?
45b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions

		Yes	No
46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	46		X

Part VI Section 501(c)(3) Organizations Only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

		Yes	No
47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II	47		
48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	48		
49a Did the organization make any transfers to an exempt non-charitable related organization?	49a		
b If "Yes," was the related organization a section 527 organization?	49b		

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees, and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation

f Total number of other employees paid over \$100,000 ▶ _____

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000 ▶ _____

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A ▶ Yes No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	▶ Signature of officer	Date
	▶ John H Young, Treasurer	
	▶ Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name Brian S. Young	Preparer's signature	Date 07/10/2019	Check <input checked="" type="checkbox"/> if self-employed	PTIN P01277086
	Firm's name ▶ YOUNG & ASSOCIATES, CPA'S, A.C.			Firm's EIN ▶ 81-4664280	
	Firm's address ▶ 4115 First Ave., NITRO, WV 25143-1304			Phone no. (304) 755-7717	

May the IRS discuss this return with the preparer shown above? See instructions ▶ Yes No

Additional information from your Form 990-EZ: Short Form Return of Organization Exempt from Income Tax**Form 990-EZ: Short Form Return of Organization Exempt from Income Tax****Line 8: Other Revenue****Continuation Statement**

Description	Amount
Reimbursements	
Total	

Form 990-EZ: Short Form Return of Organization Exempt from Income Tax**Line 16: Other Expenses****Continuation Statement**

Description	Amount
BANK CHARGES	84.
ADVERTISING	501.
Depreciation	908.
Travel	
Total	1,493.

Form 990-EZ: Short Form Return of Organization Exempt from Income Tax**Part III: Purpose****Continuation Statement**

Organization's Primary Exempt Purpose
PROMOTE TOURISM
IN TOWN, FESTIVALS, FISHING TOURNAMENT,
CHRISTMAS PARADE, EASTER EGG HUNT,
HALLOWEEN HOEDOWN, SUMMER MOVIE NIGHTS

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet

June 30, 2019

ASSETS

Current Assets		
Regular Checking Account	\$	<u>64,422.13</u>
Total Current Assets		64,422.13
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		<u>(5,823.00)</u>
Total Property and Equipment		2,272.48
Other Assets		
Total Other Assets		<u>0.00</u>
Total Assets	\$	<u><u>66,694.61</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Total Current Liabilities		0.00
Long-Term Liabilities		
Total Long-Term Liabilities		<u>0.00</u>
Total Liabilities		0.00
Capital		
Retained Earnings	\$	24,278.52
Net Income		<u>42,416.09</u>
Total Capital		<u>66,694.61</u>
Total Liabilities & Capital	\$	<u><u>66,694.61</u></u>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2019

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2019

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues						
Prior Year Carryforward	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sales-Booth Rentals	0.00	0.00	0.00	1,620.00	0.00	0.00
Sales-Snack Stand	0.00	0.00	0.00	0.00	0.00	2,140.00
Events Registration	0.00	0.00	0.00	1,670.00	0.00	0.00
Program Service Revenue	7,055.49	8,000.00	8,339.46	88,011.91	96,000.00	96,192.02
Sale of Cookbooks	0.00	0.00	0.00	470.00	0.00	444.85
Sponsorship Income	0.00	500.00	0.00	4,150.00	0.00	0.00
Contributions-Restricted	0.00	0.00	0.00	0.00	0.00	2,255.00
Other Income	0.00	166.63	0.00	0.00	0.00	0.00
Total Revenues	7,055.49	8,666.63	8,339.46	95,921.91	124,585.54	101,031.87
Expenses						
Cost of Goods Sold						
Cost of Sales-Fireworks	0.00	375.00	0.00	0.00	4,500.00	0.00
Cost of Festivals	0.00	333.26	0.00	300.00	4,000.00	0.00
Materials Purchased	0.00	0.00	451.70	1,590.00	0.00	12,597.36
Purchase Returns and Allowance	0.00	0.00	0.00	100.00	0.00	0.00
Winnings & Trophies	0.00	0.00	0.00	0.00	0.00	2,206.27
Sponsorships	0.00	1,041.63	2,250.00	5,283.65	12,500.00	20,566.23
Sponsorships Bands	500.00	583.34	0.00	5,500.00	7,000.00	6,351.00
Total Costs of Goods Sold	500.00	2,333.23	2,701.70	12,773.65	28,000.00	41,720.86
Expenses						
Grant and Allocation Exp.	0.00	0.00	0.00	0.00	0.00	50.00
Bank Charges Expense	8.08	0.00	8.00	83.14	0.00	511.59
Advertising	0.00	833.26	1,020.09	501.22	10,000.00	19,619.14
Professional Services	0.00	2,386.63	2,902.50	24,254.44	28,640.00	17,902.50
Employee Benefit Programs Exp	0.00	375.00	0.00	0.00	4,500.00	3,641.46
Dues & Subscriptions	57.24	41.63	3,211.60	2,236.68	5,000.00	6,317.71
Social Media Expense	256.08	333.26	0.00	1,302.27	5,000.00	619.70
Supplies Expense	0.00	230.00	0.00	2,269.84	4,000.00	2,068.25
Telephone Expense	0.00	100.00	0.00	0.00	2,760.00	742.91
Postage and Shipping Expense	0.00	0.00	0.00	34.46	1,200.00	187.90
Occupancy Expense	600.00	600.00	600.00	7,200.00	7,200.00	7,200.00
Equipment Rental Expense	0.00	0.00	0.00	617.50	0.00	0.00
Insurance Expense	0.00	46.38	0.00	1,389.62	557.00	557.00
Maintenance Expense	0.00	72.50	0.00	0.00	870.00	870.00
Printing Expense	0.00	333.26	0.00	0.00	4,000.00	0.00
Travel Expense	0.00	83.26	0.00	0.00	1,000.00	119.20
Conferences Expense	0.00	41.63	0.00	0.00	500.00	0.00
Meetings Expense	0.00	0.00	0.00	0.00	0.00	289.13
Payroll Tax Expense	0.00	0.00	0.00	(65.00)	0.00	1,082.15
Depreciation Expense	908.00	0.00	975.00	908.00	0.00	975.00
Wages Expense	0.00	0.00	0.00	0.00	0.00	15,208.34
Total Expenses	2,329.40	8,226.67	11,418.89	53,505.82	98,727.00	119,682.84
Net Income	\$ 4,726.09	\$ 439.96	\$ (3,079.43)	\$ 42,416.09	25,858.54	(18,650.97)

For Management Purposes Only

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From Jun 1, 2019 to Jun 30, 2019
10200 - Regular Checking Account

Filter Criteria includes: Report order is by Date.

Date	Trans No	Type	Trans Desc	Deposit Amt	Withdrawal Amt	Balance
			Beginning Balance			64,807.15
6/4/19	3333	Withdraw	NITRO DEVELOPMENT		600.00	64,207.15
6/4/19	3334	Withdraw	SUDDENLINK		57.24	64,149.91
6/14/19	061419	Deposit	CITY OF NITRO	1,036.38		65,186.29
6/18/19	3335	Withdraw	TSG CONSULTING		256.08	64,930.21
6/26/19	3336	Withdraw	EDITH BOILING WILSO		500.00	64,430.21
6/30/19	06/30/19	Other	Service Charge		8.08	64,422.13
			Total	1,036.38	1,421.40	