

Nitro CVB

Agenda

June 7, 2022

- Call To order
- Determination of Quorum
- Minutes of May meeting
- Financial Update
 - May Financials – John Young
- Director's Update
 - Upcoming and Recent Events Report
 - Nitro Mini-Con Advertising Request
 - WV CVB Accreditation Update
 - 2022 Event Calendar Update
- New Business
 - Marketing Plan – 2022-2023
 - Code of Conduct Agreements
 - Nitro Wars Museum - Carmen
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

May 3, 2022

The Nitro Convention and Visitors Bureau met on Tuesday, May 3, 2022. The meeting was called to order at 6:00 pm by Chairman Bill Javins and held in City Council Chambers. Those attending the meeting in person were Jason Redman (Phone), Dave Casebolt, Susan Valleau and Carmen Kostelansky, Bill Fortune, John Young and Julia Washington. Also, in attendance was CVB Executive Director Joe Stevens and Nitro City Council member Cynthia McGill.

A quorum was determined, and the minutes were reviewed and a motion to accept the minutes of the previous meeting was made by Bill Fortune and seconded by Susan Valleau. The motion was adopted.

A financial report was presented by Treasurer John Young and a motion to accept the report was made by Susan Valleau and seconded by Julia Washington. The motion was adopted.

Joe Stevens presented the board his director's report. Stevens reported on upcoming and recent events. Stevens told the board that the 2022 Calendar of Events was attached to their information kit. Stevens reported that he attended WV CVB Association meeting at Stonewall Resort. Stevens reported that he was filing paperwork to getting the CVB accredited for Hotel/Motel Tax requirements. The Run For The Wall will be happening on May 25. The CVB is working with the organization committee. The Nitro Antique Car Club Cruze Ins were going to be on Second St and the Car Show in the Library Park lot. The first one is scheduled for May 6. Stevens reported that a Ridenour Lake Brown Sign was coming to the interstate.

In New Business, Stevens reported that the May Farmer's Market probably wasn't going to happen due to a lack of vendors. Others are scheduled but are in doubt. Carmen gave an update on the Museum and will be open through RFTW.

With no other business, the meeting was adjourned at 6:30 pm on a motion by Julia Washington and seconded by John Young. The next meeting to take place, Tuesday, June 7, 2022.

CITY OF NITRO CONVENTION & VISITORS CY

**Balance Sheet
May 31, 2022**

ASSETS

Current Assets		
Regular Checking Account	\$ 82,338.84	
Cash-Tournaments	499.98	
	<hr/>	
Total Current Assets		82,838.82
Property and Equipment		
Furniture and Fixtures	2,000.00	
Equipment	6,095.48	
Accum. Depreciation	(7,223.00)	
	<hr/>	
Total Property and Equipment		872.48
Other Assets		
		<hr/>
Total Other Assets		0.00
		<hr/>
Total Assets	\$	83,711.30
		<hr/> <hr/>

LIABILITIES AND CAPITAL

Current Liabilities		
		<hr/>
Total Current Liabilities		0.00
Long-Term Liabilities		
Notes Payable-Noncurrent	\$ 500.00	
	<hr/>	
Total Long-Term Liabilities		500.00
		<hr/>
Total Liabilities		500.00
Capital		
Retained Earnings	53,194.90	
Net Income	30,016.40	
	<hr/>	
Total Capital		83,211.30
		<hr/>
Total Liabilities & Capital	\$	83,711.30
		<hr/> <hr/>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Eleven Months Ending May 31, 2022

Page: 1a

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year
Revenues				
Events Registration	\$ 0.00	\$ 166.00	\$ 0.00	\$ 945.85
Hotel Motel Tax 50%	62.04	8,000.00	8,317.02	47,676.87
Sponsorship Income	0.00	334.00	0.00	0.00
Total Revenues	62.04	8,500.00	8,317.02	48,622.72
Expenses				
Cost of Goods Sold				
Cost of Sales-Fireworks	0.00	417.00	0.00	0.00
Cost of Festivals	0.00	279.00	0.00	0.00
Sponsorships	0.00	833.00	0.00	1,260.02
Sponsorships Bands	0.00	559.00	0.00	500.00
Total Costs of Goods Sold	0.00	2,088.00	0.00	1,760.02
Expenses				
Advertising	0.00	1,291.00	0.00	5,130.00
Contributions	0.00	0.00	0.00	800.00
License Fees	25.00	0.00	0.00	25.00
Professional Services	557.68	833.00	390.69	2,386.87
Employee Benefit Programs Exp	0.00	405.00	0.00	0.00
Dues & Subscriptions	72.76	167.00	74.61	1,561.21
Social Media Expense	0.00	667.00	0.00	0.00
Supplies Expense	0.00	167.00	0.00	187.71
Telephone Expense	0.00	75.00	0.00	0.00
Postage and Shipping Expense	0.00	83.00	0.00	0.00
Occupancy Expense	600.00	600.00	600.00	6,600.00
Insurance Expense	0.00	50.00	0.00	0.00
Maintenance Expense	0.00	42.00	0.00	0.00
Printing Expense	0.00	208.00	0.00	0.00
Travel Expense	155.51	167.00	0.00	155.51
Conferences Expense	0.00	83.00	0.00	0.00
Payroll Tax Expense	0.00	130.00	0.00	0.00
Wages Expense	0.00	1,442.00	0.00	0.00
Total Expenses	1,410.95	8,498.00	1,065.30	18,606.32
Net Income	\$ (1,348.91)	\$ 2.00	\$ 7,251.72	\$ 30,016.40

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Eleven Months Ending May 31, 2022

Page: 1b

	Year to Date Budget	Year to Date LY
Revenues		
	1,826.00	0.00
	88,000.00	35,081.91
	3,674.00	0.00
Total Revenues	93,500.00	35,081.91
Expenses		
Cost of Goods Sold		
	4,587.00	0.00
	3,069.00	4,850.00
	9,163.00	1,400.00
	6,149.00	0.00
Total Costs of Goods Sold	22,968.00	6,250.00
Expenses		
	14,201.00	276.00
	0.00	0.00
	0.00	0.00
	9,163.00	390.69
	4,455.00	0.00
	1,837.00	1,859.85
	7,337.00	1,200.00
	1,837.00	0.00
	825.00	0.00
	913.00	0.00
	6,600.00	6,600.00
	550.00	0.00
	462.00	390.00
	2,288.00	0.00
	1,837.00	0.00
	913.00	0.00
	1,430.00	0.00
	15,862.00	0.00
Total Expenses	93,478.00	16,966.54
Net Income	22.00	18,115.37

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From May 1, 2022 to May 31, 2022
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			83,687.75
5/2/22	3499	Withdraw	JOE DEISS		155.51	83,532.24
5/16/22	3498	Withdraw	NITRO LAND REUSE A		600.00	82,932.24
5/16/22	3500	Withdraw	FIFTH THIRD BANK		25.00	82,907.24
5/16/22	3501	Withdraw	TSG CONSULTING		557.68	82,349.56
5/16/22	3502	Withdraw	SUDDENLINK		72.76	82,276.80
5/19/22	051922	Deposit	VARIOUS	62.04		82,338.84
			Total	62.04	1,410.95	



THE NITRO CONVENTION & BUSINESS BUR
 201 21ST STREET AVE NITRO WV 25143
 PO BOX 308
 NITRO WV 25143-0308

Have a Question or Concern?

Stop by your nearest
 Huntington office or
 contact us at:

1-800-480-2001

www.huntington.com/
 businessresources

Huntington Public Funds Analyzed Checking

Account: ———3866

Statement Activity From:
 05/01/22 to 05/31/22

Days in Statement Period 31

Average Ledger Balance* 84,780.68
 Average Collected Balance* 84,780.68

* The above balances correspond to the
 service charge cycle for this account.

Beginning Balance	\$85,122.58
Credits (+)	217.55
Regular Deposits	62.04
Other Credits	155.51
Debits (-)	983.78
Regular Checks Paid	983.78
Ending Balance	\$84,356.35

Deposits (+)

Account: ———3866

Date	Amount	Serial #	Type	Date	Amount	Serial #	Type
05/19	62.04	175051510	Brch/ATM				

Other Credits (+)

Account: ———3866

Date	Amount	Description
05/11	155.51	SUBSTITUTE CHECK REVERSAL

Checks (-)

Account: ———3866

Date	Amount	Check #	Date	Amount	Check #
05/10	155.51	3497	05/17	155.51	3499
05/17	600.00	3498	05/31	72.76	3502*

(*) Indicates the prior sequentially numbered check(s) may have 1) been voided by you 2) not yet been presented 3) appeared on a previous statement or 4) been included in a list of checks.

Checks - Adjustments/Corrections>Returns

Account: ———3866

Date	Amount	Check #	Explanation
05/10	155.51	3497	Positive pay default return

Investments are offered through the Huntington Investment Company, Registered Investment Advisor, member FINRA/SIPC, a wholly-owned subsidiary of Huntington Bancshares Inc.

The Huntington National Bank is Member FDIC. Huntington and 24-Hour Grace are federally registered service marks of Huntington Bancshares Incorporated. The 24-Hour Grace system and method is patented: US Pat. No. 8,364,581, 8,781,955, 10,475,118, and others pending. ©2022 Huntington Bancshares Incorporated.

2022-2023 Nitro CVB Marketing Plan

It's been over two-years that everyone has been dealing with the COVID-19 pandemic and the tourism industry has felt tremendous impacts. While travel did slow, the City of Nitro and West Virginia in general showed a strong effort to keep events in place that drew visitors to the community. Our marketing strategies are based on trends that were provided by the West Virginia Division of Tourism, Mardi Gras Casino & Resort and discussion with local businesses dependent upon visitors to Nitro.

RESEARCH

SWOT ANALYSIS

Strengths

- East access off I-64 (DOH estimates 60k vehicles travel pass Nitro exits daily)
- Only Wars Museum in West Virginia
- Ridenour Lake (Largest Lake in state's largest county, Kanawha)
- Construction of multi-million dollar sports complex to open in summer 2023
- Small-town charm full of warm, welcoming people
- Mardi Gras Casino & Resort back in full operation
- Strong local food scene
- City of Nitro's investment in recreational facilities to host travel tournaments
- Increase in tourist-friendly merchants (1st Ave, 21st St.)
- Active relationship with local and regional tourism partners

Weaknesses

- Fewer attractions than neighboring cities
- Lack of specialty food options (coffee shop, bakery, etc.)

Opportunities

- Regional cooperation via the WV Tourism Office and neighboring CVBs
- Increased communication with local businesses and organizations
- Increased awareness of outdoor recreation assets (Ridenour Lake, Nitro City Park)
- Better tracking of local Airbnbs
- Trends from travel during COVID-19 pandemic

Threats

- Long-term impacts of COVID-19 still unknown
- Event uncertainties
- Decrease in group gatherings (events, tournaments)
- Current unknowns of the economy and those effects on tourism

TARGET AUDIENCE

The city of Nitro provides events and opportunities for a wide range of age groups. The city of Nitro aims to attract adults and families looking to visit family, friends or just relax in small town West Virginia. We will work to strongly target group travel (sports tournaments and events).

GOALS

Our ultimate goal is to increase tourism's economic impact on the Nitro economy by increasing the tax base, and by improving the quality of life for both residents and visitors. This is our guiding principle and informs our organizational decisions and direction.

More specifically, we hope to achieve the following over the next 2 years:

- Help increase the tourism experience throughout the Metro Valley
- Explore the possibility to continue to bring new and exciting events to Nitro
- Make Nitro the go to place for that HOMETOWN experience
- Support local arts, historical, recreational, and culinary assets
- Be the liaison between local businesses, government, and state tourism officials.
- Create a local information network to keep all assts up to date on all the city's happenings.
- Work with local, regional, and statewide contacts to increase visibility to the thousands of travelers along I-64 as our most heavily used interstate system (Nitro/St. Albans Bridge) receives major upgrades.

STRATEGIES

BRANDING AND MESSAGING

Branding will remain consistent with our historical theme, of being built out of WWI and the iconic Doughboy image of strength and vitality and being an ever growing HOMETOWN. Imaging and messaging will focus on events and recreation opportunities that promote outdoor recreation, local parks, small events, and supporting local business. We will highlight our wide variety of attractions, businesses, and events with cultivated itineraries that target multiple groups of travelers and local visitors.

ADVERTISING MIX

Based on research provided by the state tourism office, the forms of media that will be used will be based on such research for each event and opportunity. The targeted spend mix is:

- 20% print
- 60% digital
- 20% other advertising channels

TOURISM PARTNERSHIPS

We will continue to take advantage of the WV Tourism Office advertising co-op opportunities when those align with our marketing goals. Additionally we will continue to work with neighboring CVBs to promote attractions regionally. An example of this is working with Putnam County and Mason County on projects through Rivers to Ridges Heritage Trail. Another is working with Putnam, Charleston, Barboursville, and Huntington CVBs to market the WV Metro Valley Region. We will also continue to promote Nitro in new and innovative ways, such as our Get It To Go In Nitro restaurant video series and an upcoming video on Ridenour Lake's opportunities.

SPONSORSHIPS AND EVENTS

Large events are back for the remainder of 2022 and 2023. We will continue to:

- Work with Nitro Wars Museum to market and support the property.
- Work with Mari Gras Casino & Resort to attract new visitors to the property from a multi-state region.
- Provide event planning support to organizations developing events that attract visitors (Nitro Mini-Con, Wagging Tails Chili Cookoff, Nitro Jeepfest)
- Actively seek out new event organizers to utilize Nitro as the destination for their next event (Girls Softball and Little League Baseball Travel Tournaments)
- Market local businesses and attractions to event attendees while they are here to encourage a larger local economic impact (Get It To Go In Nitro)

CONTENT MARKETING AND PUBLIC RELATIONS

In addition to paid advertising and event strategies, we will support these overarching goals of the CVB by:

- Aid in creating marketing opportunities for local and incoming event partners
- Produce videos to highlight the tourism opportunities in Nitro
- Writing meaningful content to help visitors and residents learn about notable restaurants, shops, events, and attractions
- Work with local media to build positive impressions around newsworthy happenings in the city of Nitro

**Tentative
City of Nitro
Fairs & Festivals Events
2022**

Fix Em' Kanawha Valley Winter Series – Sunday, February 27

Shamrock Shuffle 5K Trail Run – Saturday, March 12 – Ridenour Lake

Easter Fire Truck Parade – Tuesday, April 12

Easter Egg Hunt - Saturday, April 16 Nitro City Park

Nitro Antique Car Club Cruise In – Friday, May 6

Ridenour Lake Mtn. Bike Race – Saturday, May 7 – Ridenour Lake

Nitro Farmer's Market – Saturday, May 21 – Living Memorial Park

Run For the Wall (Motorcycle Event) – May 25 & 26

Sharknado 5k – Saturday, May 28 – Nitro High School Start/Finish

Nitro Antique Car Club Cruise In – Friday, June 3

City-Wide Community Yard Sale – Saturday, June 4

Family Drive-In Movie Night- June 7, 14, & 21 & July 5

Third Floor Comics Mini-Con – Saturday, June 11 – Living Memorial Park

Nitro Antique Car Club Cruise In – Friday, July 8

Nitro Food Pantry 5k – Saturday, July 9

Nitro Fishing Tournament I – Friday – July 22

MadFest at Ridenour Lake – Saturday, July 30

Nitro Antique Car Club Cruise In – Friday, August 5

City of Nitro Catfish Tournament II – Friday, August 19

Nitro Jeepfest – Saturday, September 3, Nitro Library Parking Lot

Labor Day Fireworks – Sunday, September 4, City Park

Nitro Antique Car Club Annual Car Show – Saturday, September 10

City of Nitro Fishing Tournament III – Friday, September 23

City-Wide Community Yard Sale – Saturday, October 1, 2021

Nitro Antique Car Club Cruise In – Saturday, October 15 – Noon – 4 pm

Nitro CVB XC Invitational – Saturday, October 8 – Ridenour Lake

Festival of Freight/Shock A Con/Horror Drive-In Films – Nitro Library Parking Lot, Saturday, October 22

Halloween Hoedown - October 26 (Rain date October 29) – Nitro Library Parking Lot

Veteran's Day Ceremony - November 10-11

Wagging Tails 5K – Saturday, November 12

Wagging Tails Chili Cookoff, Smoke On The Water Edition – Saturday, November 12

Christmas Parade – Saturday, December 3 – 6 pm