

Nitro CVB

Agenda

July 2, 2024

- Call To order
- Determination of Quorum
- Minutes of June meeting
- Financial Update
 - June Financials – Joe Stevens
- Funding Request – Nitro Wars Museum – Rich Hively
- Funding Request – Nitro Open Mic Night – Cindy McGill
- Director's Update
 - Upcoming and Recent Events Report
 - Nitro City Council Yearly Report
- New Business
 - CVB Budget – 2024 - 2025
 - Parks & Rec Grant Request – Matthew
 - Nitro Wars Museum – Susan
 - Mardi Gras – Kato
- Other
- Adjourn

PMinutes

The City of Nitro Convention and Visitors Bureau

June 5, 2024

The Nitro Convention and Visitors Bureau met on Wednesday, June 5, 2024. The meeting was called to order at 6:00 pm by Chairman Bill Javins and held in Nitro City Council Chambers. Those attending the meeting in person were Bill Javins, Dave Casebolt, Susan Valleau, Kato Moye, Bill Fortune, Keli Steele, Cynthia McGill, Matthew Lawrence and Ivan Meadows. Also, in attendance was Nitro CVB Executive Director Joe Stevens.

A quorum was determined, and the minutes were reviewed and a motion to accept the minutes of the previous meeting was made by Matthew Lawrence and seconded by Ivan Meadows. The motion was adopted.

A financial report for the month of May was presented by Joe Stevens and a motion to accept the report was made by Matthew Lawrence and seconded by Susan Valleau. The motion was adopted.

Joe Stevens presented to the board his director's report. Stevens went over recent and upcoming events taking place in the city. Stevens read a letter from Nitro Councilman Joe Murphy thanking the board for the assistance for the summer basketball league. Stevens also read a thank you letter from Tim Arnott, owner of Third Floor Comics for the board's assistance with the Nitro Comic Con. Stevens reported that he attended the WV Hospitality and Travel board meeting and the WV CVB Association board meeting. Stevens reported that the Run for the Wall event went fine.

In New Business, Stevens presented the board with the 2024-2025 CVB Marketing plan. Stevens requested all board members to sign Code of Conduct Agreements. Board member Lawrence made a motion for the board to allocate \$2245 to upgrade a softball backstop to make it tournament worthy. Valleau seconded the motion which was adopted. Valleau gave an update on the Wars Museum, Moye provided an update on the Mardi Gras Casino & Resort and Mathew Lawrence gave an update on the Athletic Complex.

With no other business, the meeting was adjourned at 6:30 pm on a motion by Matthew Lawrence and seconded by Bill Fortune. The next meeting to take place, July 2, 2024

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2024

	Current Month Actual	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues				
Prior Year Carryforward	\$ 0.00	\$ 1,000.00	0.00	0.00
Contributions-Unrestricted	0.00	0.00	0.00	17,741.70
Hotel Motel Tax 50%	2,000.00	66,892.69	0.00	59,815.72
Sponsorship Income	0.00	370.00	0.00	0.00
Contributions-Restricted	0.00	1,800.00	0.00	0.00
Interest Income	0.66	3.14	0.00	1.16
Total Revenues	2,000.66	70,065.83	0.00	77,558.58
Expenses				
Cost of Goods Sold				
Cost of Festivals	0.00	0.00	0.00	1,500.00
Materials Purchased	0.00	(384.83)	0.00	0.00
Winnings & Trophies	0.00	1,500.00	0.00	350.00
Sponsorships	2,245.00	15,574.74	0.00	3,552.60
Total Costs of Goods Sold	2,245.00	16,689.91	0.00	5,402.60
Expenses				
Advertising	2,325.00	19,898.57	0.00	12,030.95
Accounting Fees	0.00	25.00	0.00	0.00
Contributions	0.00	4,100.00	0.00	3,100.00
License Fees	0.00	(25.00)	0.00	0.00
Professional Services	22.50	1,776.57	0.00	1,486.25
Dues & Subscriptions	0.00	1,131.00	0.00	1,012.27
Social Media Expense	0.00	371.00	0.00	45.00
Supplies Expense	504.58	504.58	0.00	241.64
Telephone Expense	0.00	576.93	0.00	221.03
Occupancy Expense	600.00	6,600.00	0.00	7,200.00
Maintenance Expense	0.00	0.00	0.00	430.00
Travel Expense	0.00	529.70	0.00	121.83
Conferences Expense	0.00	0.00	0.00	189.95
Meetings Expense	0.00	39.60	0.00	0.00
Interest Expense	0.00	0.00	0.00	(0.13)
Payroll Tax Expense	1,644.75	1,644.75	0.00	0.00
Retirement Expense	1,805.10	1,805.10	0.00	0.00
Health Insurance Expense	6,731.76	6,731.76	0.00	0.00
Wages Expense	20,705.56	20,705.56	0.00	0.00
Total Expenses	36,584.25	83,105.03	0.00	31,481.39
Net Income	\$ (34,583.59)	\$ (13,039.20)	0.00	46,077.19

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet

June 30, 2024

ASSETS

Current Assets		
Regular Checking Account	\$ 84,117.49	
Cash-Tournaments	<u>3,514.40</u>	
Total Current Assets		87,631.89
Property and Equipment		
Furniture and Fixtures	2,000.00	
Equipment	6,095.48	
Accum. Depreciation	<u>(7,923.00)</u>	
Total Property and Equipment		172.48
Other Assets		
Total Other Assets		<u>0.00</u>
Total Assets	\$	<u><u>87,804.37</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Total Current Liabilities		0.00
Long-Term Liabilities		
Dut to Other Govts	\$ <u>500.00</u>	
Total Long-Term Liabilities		<u>500.00</u>
Total Liabilities		500.00
Capital		
Retained Earnings	100,343.57	
Net Income	<u>(13,039.20)</u>	
Total Capital		<u>87,304.37</u>
Total Liabilities & Capital	\$	<u><u>87,804.37</u></u>

Unaudited - For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From Jun 1, 2024 to Jun 30, 2024
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			120,701.74
6/7/24	3701	Withdraw	BRISTOL BROADCASTI		1,200.00	119,501.74
6/7/24	3702	Withdraw	NITRO LAND REUSE A		600.00	118,901.74
6/7/24	3703	Withdraw	HD MEDIA		125.00	118,776.74
6/7/24	3704	Withdraw	LM Communications		1,000.00	117,776.74
6/20/24	CHECKS	Other	CHECK ORDER		504.58	117,272.16
6/24/24	3705	Withdraw	BEYOND MARKETING		22.50	117,249.66
6/26/24	3706	Withdraw	HEDRICK'S FENCE & C		2,245.00	115,004.66
6/30/24	2023 WAGE RE	Other	REIMBURSE CITY 1/2 O		30,887.17	84,117.49
6/30/24	3707	Withdraw	CITY OF NITRO		30,887.17	53,230.32
6/30/24	3707V	Withdraw	CITY OF NITRO		-30,887.17	84,117.49
			Total		36,584.25	

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From Jun 1, 2024 to Jun 30, 2024
10600 - Cash-Tournaments

Filter Criteria includes: Report order is by Date.

Date	Trans No	Type	Trans Desc	Deposit Amt	Withdrawal Amt	Balance
6/13/24	061324	Deposit	Beginning Balance			1,513.74
6/30/24	06/30/24	Other	CITY OF NITRO	2,000.00		3,513.74
			Interest Income	0.66		3,514.40
			Total	2,000.66		

Nitro CVB
Budget 2024-2025

Carry Forward \$87,000

Revenue

Tax \$ 85,000.00 Expected H/M tax collection
Sponsorships \$ 7,000.00 Projected sponsorships

Total \$ 179,000.00

Advertising	\$ 20,000.00	1666 per month
Bands	\$ 8,850.00	737 per month
Festival's expense	\$ 44,000.00	3666 per month
Fireworks	\$ 7,500.00	625 per month
Sponsorships	\$ 32,000.00	2667 per month
Professional Services	\$ 7,500.00 Video, Photography, IT	625 per month
Employee benefits	\$ 8440.00 PEIA	703 per month
Dues and subscriptions	\$ 2000.00	167 per month
Web & Social Media	\$ 5000.00	417 per month
Supplies	\$ 1000.00	83 per month
Telephone	\$ 0.00	0 per month
Postage	\$ 750.00	63 per month
Occupancy	\$ 7,200.00	600 per month
Maintenance	\$ 500.00	42 per month
Printing	\$ 4635.00	386 per month
Travel	\$ 1500.00	125 per month
Conferences	\$ 2500.00	208 per month
Payroll Tax	\$ 2155.00	180 per month
Wages	\$ 21525.00	1794 per month
Retirement	\$ 1945.00	162 per month

Total \$179,000.00

Sponsorships (Detailed)

Car Club	\$ 5000.00
CVB XC Invitational	\$ 2000.00
Chili Festival	\$ 10,000.00
Boomtown Day	\$ 10,000.00
CVB Joint Sponsorships	\$ 5,000.00

Total \$ 32,000.00



Tuesday, July 2, 2024

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 helped organize events that were for the benefit of the local community residents and to draw out-of-town visitors to the city. Events such Wagging Tails and Nitro Ales Chili Cookoff, Boomtown Days, Halloween Hoedown, City-Wide Yard Sales, Friday Night Cruze Ins, Family Drive-In Movie Nights, Fishing Tournaments, Easter Eggtravaganza, Christmas Parade, and Run For The Wall were conducted in the summer, fall and spring of 2023-2024. Again, the city of Nitro teams with the city of St. Albans to conduct a Labor Day weekend fireworks display, while closing the Dick Henderson Bridge for the event.

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 team at the Mardi Gras Casio to coordinate marketing activities and help publicize their marketing efforts. Various city entities receive cash contributions from the Mardi Gras Casino and Resort through the continued partnership.

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 and Visit Nitro pages. The CVB continues to distribute two marketing rack cards, which highlight what is available in Nitro and the Wars Museum. These marketing items are distributed to all 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 and businesses.

The CVB continues to work with other local CVBs to promote the region as much as possible. We have sponsored some Facebook posts for various events and purchased advertisements to promote events.

The CVB has other successful partnerships with area businesses and organizations such as Third Floor Comics for its annual Comic Con event, the Nitro Little League for various tournaments and the Nitro High School with the promotion of their student groups and athletic teams.

The CVB produces, in conjunction with Nitro High School's Communications Department, a weekly social media video, highlighting various activities taking place in the city.

The CVB continues to work with the West Virginia Department of Tourism, West Virginia Hospitality and Travel Association and the Association for West Virginia CVBs to promote visitation not only in Nitro, but throughout the region and the state. The CVB's Executive Director also serves as President of the Nitro Library Board and is a member of the Putnam County CVB Board of Directors. The Executive Director is also a board member of the Rivers to Ridges Historical Trail commission. This commission promotes outdoor activities in Kanawha, Putnam and Mason counties.

During the 2023 fiscal year, the CVB continued to help brand the city by getting the city additional "Earned Media" for historical purposes, events, meetings, etc. through PR efforts with local media. Two of the main events with which we assisted included the flag-lowering service on Veterans Day event and flag-raising the next morning.

The CVB's Executive Director has also served as the city's official spokesman during various city and emergency events.

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 \$87,804. A copy of the June 30, 2024, 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 is also required to be audited by the WV State Auditor's Office.

The future focus of the CVB will be to market the city's Wars Museum, promote the city's outdoor offerings, such as the expansion of Ridenour Lake's Trail System, Nitro City Park, Nitro Athletic Complex and 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