

Nitro CVB

Agenda

July 5, 2022

- Call To order
- Determination of Quorum
- Minutes of June meeting
- Financial Update
 - June Financials – John Young
- Director's Update
 - Upcoming and Recent Events Report
 - Nitro Mini-Con
 - WV CVB Accreditation Update
 - City Council Annual Report
 - Fishing Tournaments – Marketing
 - Drive In Movie/5K Races
- New Business
 - Interstate 64 Construction Update
 - City Council Yearly Report
 - Nitro Wars Museum - Carmen
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

June 7, 2022

The Nitro Convention and Visitors Bureau met on Tuesday, June 7, 2022. 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 Jason Redman, Mayor 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 Emily Barr.

A quorum was determined, and the minutes were reviewed and a motion to accept the minutes of the previous meeting was made by Jason Redman and seconded by Bill Fortune. 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 Jason Redman. 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 an updated 2022 Calendar of Events was in their information kit. Stevens reported that he attended by ZOOM WV CVB Association meeting earlier in the day. There was a considerable amount of discussion on accreditation for the CVBs. Stevens reported that he was filing paperwork to getting the CVB accredited for Hotel/Motel Tax requirements. The Run For The Wall Motorcycle Event on May 25 and 26 was a huge success as the city hosted riders from every state in the union. The Nitro Antique Car Club Cruze In on Second St this past Friday night featured cars from WV, Ohio and Kentucky. Stevens reported that a Ridenour Lake Brown Sign was now in place east and westbound on I64. This joins a brown sign for the Nitro Wars Museum. This was secured through our partnership with WV State Tourism. Nitro Mini-Con in partnership with Nitro Third Floor Comics is this Saturday. Last year it brought visitors in from Ohio, Kentucky and North Carolina.

In New Business, Stevens reported that this summer's Farmer's Market weren't going to happen due to a lack of vendors. Stevens also submitted the CVB's Marketing plan for 2022 – 2023. A motion was made by Bill Fortune and seconded by John Young to accept the plan. Carmen gave an update on the Wars Museum, reporting the visitation is up and many are mentioned the interstate brown signs that brought them into the city. Mayor Casebolt gave a report on the Ridenour Lake Dam project and the upcoming 6.5 million dollar Nitro Sports Complex project that will begin construction July 1.

With no other business, the meeting was adjourned at 6:45 pm on a motion by Bill Fortune and seconded by Susan Valleau. The next meeting to take place, Tuesday, July 5, 2022.



Tuesday, July 6, 2021

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 organizes events that are 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, Smoke on the Water Edition and Christmas Parade, Easter Egg Hunt were bigger than in years past as people began to get back outside. However, due to the COVID-19 Coronavirus Pandemic events including the Halloween Hoedown were done in Drive Thru fashion, but still attracted large crowds. We were still able to conduct the three Fishing Tournaments at Ridenour Lake, a parade through the neighborhoods featuring Santa Claus and the Easter Bunny and a Labor Day Fireworks show. The Family Movie Nights were again Drive-in Movies at the Nitro Library lot.

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 and help publicize their reopening efforts.

Another successful partnership was with Third Floor Comics in Nitro. The CVB worked with owner Tim Arnott and his business' Mini-Con was extremely successful and attracted visitors from Ohio, Kentucky and Virginia to Nitro.

The CVB has also worked to have Nitro become a hub for running events, such as 5k races and Middle School and High School Cross Country meets. The Cross Country meet at Ridnour Lake drew over 1200 participants (runners and family) to Nitro.

The ongoing Get It To Go In Nitro campaign that highlights the majority of the city's locally owned restaurants continues with new restaurants such as 1st Place and Guadalajara. The campaign is promoted through social media efforts.

The CVB worked with the West Virginia Division of Tourism to get brown signs on the Interstate 64 Attraction signs for Ridenour Lake. This was a three year process that finally happened with the help of Tourism Secretary Chelsea Ruby.

The CVB was also involved in this year's Run For The Wall, motorcycle visit to Nitro. Nearly 400 riders enjoyed their visit to the city.

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 updated 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 continues to work with other local CVBs, Executive Director Joe Stevens serves on the Putnam County CVB board. We have sponsored some Facebook posts for various events and purchased advertisements to promote events.

During the 2021 fiscal year, the CVB continued to help brand the city getting the city additional "Earned Media," through PR efforts with local media. Some of the events we assisted with included the flag-lowering service on Veterans Day and flag-raising the next morning. The CVB also was involved in the promotion of the two City Wide Yard Sales that attracted large amounts of people to the city.

The CVB watched the bottom line of the financials for the last fiscal year. At the end of June, the board had a remaining cash balance of \$54,093.93. A copy of the June 30, 2021, 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 future focus of the CVB will be to market the city's renovated Wars Museum, promote the city's outdoor offerings, such as the expansion of Ridenour Lake's Trail System, 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

**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

Kiwanis 5k – Saturday, July 16

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

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet

June 30, 2022

ASSETS

Current Assets		
Regular Checking Account	\$	54,093.93
Cash-Tournaments		499.97
		<hr/>
Total Current Assets		54,593.90
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	\$	<u>55,466.38</u>

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		1,771.48
		<hr/>
Total Capital		54,966.38
		<hr/>
Total Liabilities & Capital	\$	<u>55,466.38</u>

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From Jun 1, 2022 to Jun 30, 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			82,338.84
6/1/22	adj	Other	keep acct active	0.01		82,338.85
6/3/22	3503	Withdraw	U.A. Visions		187.25	82,151.60
6/6/22	3504	Withdraw	SUDDENLINK		72.76	82,078.84
6/6/22	3505	Withdraw	NITRO LAND REUSE A		600.00	81,478.84
6/24/22	3506	Withdraw	WVACVB		350.00	81,128.84
6/24/22	3507	Withdraw	CITY OF NITRO		27,034.91	54,093.93
			Total	0.01	28,244.92	

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2022

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues						
Events Registration	\$ 0.00	\$ 174.00	\$ 0.00	\$ 945.85	2,000.00	0.00
Hotel Motel Tax 50%	0.00	8,000.00	6,644.28	47,676.87	96,000.00	41,726.19
Sponsorship Income	0.00	326.00	0.00	0.00	4,000.00	0.00
Total Revenues	0.00	8,500.00	6,644.28	48,622.72	102,000.00	41,726.19
Expenses						
Cost of Goods Sold						
Cost of Sales-Fireworks	0.00	413.00	0.00	0.00	5,000.00	0.00
Cost of Festivals	0.00	281.00	0.00	0.00	3,350.00	4,850.00
Sponsorships	27,034.91	837.00	2,163.00	28,294.93	10,000.00	3,563.00
Sponsorships Bands	0.00	556.00	0.00	500.00	6,705.00	0.00
Total Costs of Goods Sold	27,034.91	2,087.00	2,163.00	28,794.93	25,055.00	8,413.00
Expenses						
Advertising	0.00	1,299.00	2,257.88	5,130.00	15,500.00	2,533.88
Contributions	0.00	0.00	0.00	800.00	0.00	0.00
License Fees	0.00	0.00	0.00	25.00	0.00	0.00
Professional Services	187.25	837.00	2,345.00	2,574.12	10,000.00	2,735.69
Employee Benefit Programs Exp	0.00	415.00	0.00	0.00	4,870.00	0.00
Dues & Subscriptions	422.76	163.00	199.61	1,983.97	2,000.00	2,059.46
Social Media Expense	0.00	663.00	0.00	0.00	8,000.00	1,200.00
Supplies Expense	0.00	163.00	0.00	187.71	2,000.00	0.00
Telephone Expense	0.00	75.00	0.00	0.00	900.00	0.00
Postage and Shipping Expense	0.00	87.00	0.00	0.00	1,000.00	0.00
Occupancy Expense	600.00	600.00	600.00	7,200.00	7,200.00	7,200.00
Insurance Expense	0.00	50.00	0.00	0.00	600.00	0.00
Maintenance Expense	0.00	38.00	0.00	0.00	500.00	390.00
Printing Expense	0.00	212.00	0.00	0.00	2,500.00	0.00
Travel Expense	0.00	163.00	0.00	155.51	2,000.00	0.00
Conferences Expense	0.00	87.00	0.00	0.00	1,000.00	0.00
Payroll Tax Expense	0.00	140.00	1,551.35	0.00	1,570.00	1,551.35
Retirement Expense	0.00	0.00	1,720.17	0.00	0.00	1,720.17
Health Insurance Expense	0.00	0.00	6,199.20	0.00	0.00	6,199.20
Depreciation Expense	0.00	0.00	700.00	0.00	0.00	700.00
Wages Expense	0.00	1,443.00	18,500.92	0.00	17,305.00	18,500.92
Total Expenses	28,244.92	8,522.00	36,237.13	46,851.24	102,000.00	53,203.67
Net Income	\$ (28,244.92)	\$ (22.00)	\$ (29,592.85)	\$ 1,771.48	0.00	(11,477.48)

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
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License Fees	0.00	0.00	0.00	25.00	0.00	0.00
Professional Services	187.25	837.00	2,345.00	2,574.12	10,000.00	2,735.69
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Telephone Expense	0.00	75.00	0.00	0.00	900.00	0.00
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Occupancy Expense	600.00	600.00	600.00	7,200.00	7,200.00	7,200.00
Insurance Expense	0.00	50.00	0.00	0.00	600.00	0.00
Maintenance Expense	0.00	38.00	0.00	0.00	500.00	390.00
Printing Expense	0.00	212.00	0.00	0.00	2,500.00	0.00
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Health Insurance Expense	0.00	0.00	6,199.20	0.00	0.00	6,199.20
Depreciation Expense	0.00	0.00	700.00	0.00	0.00	700.00
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