

Nitro CVB

Agenda

June 5, 2024

- Call To order
- Determination of Quorum
- Minutes of May meeting
- Financial Update
 - May Financials – Joe Stevens
- Director's Update
 - Upcoming and Recent Events Report
 - Nitro Antique Car Club Cruze In
 - WVHTA Meeting
 - Antique Mall Letter
 - Marketing/Ridenour/RFTW/Comic Con
 - Run For The Wall
 - WV CVB Association Meeting
- New Business
 - Marketing Plan – 2024 - 2025
 - Code of Conduct Agreements
 - Parks & Rec Grant Request – Matthew
 - Nitro Wars Museum – Susan
 - Mardi Gras – Kato
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

May 7, 2024

The Nitro Convention and Visitors Bureau met on Tuesday, May 7, 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. Jason Redman, Keli Steele, Cynthia McGill, Matthew Lawrence, Ivan Meadows and Tracy Toler. Also, in attendance was Joe Murphy, Nitro City Councilman.

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

A financial report was presented by Joe Stevens and a motion to accept the report was made by Matthew Lawrence and seconded by Cynthia McGill. The motion was adopted.

Councilman Murphy was introduced to the board by Joe Stevens. Councilman Murphy went over a plan for a Nitro Adult Summer Basketball League and requested a \$4000 grant from the CVB for infrastructure purposes. A motion was made by Ivan Meadows and seconded by Tracy Toler. The motion was adopted to provide the funding.

Joe Stevens presented to the board his director's report. Stevens went over recent and upcoming events taking place in the city. The various marketing campaigns for Ridenour Lake, Museum and Comic Con were went over in detail. The refreshing of brochure racks was also an on going task.

In New Business, Chairman Javins asked for a motion for the CVB to again provide half of the Executive Director's compensation, matching the city's contribution. Kato Moye made the motion with a second from Matthew Lawrence and the motion was adopted. Toler went over the trail expansion at the lake. 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 Larence and seconded by Cynthia McGill. The next meeting to take place, June 5, 2024

CITY OF NITRO CONVENTION & VISITORS CY
Balance Sheet
May 31, 2024

ASSETS

Current Assets		
Regular Checking Account	\$	120,701.74
Cash-Tournaments		1,513.74
		<u> </u>
Total Current Assets		122,215.48
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		(7,923.00)
		<u> </u>
Total Property and Equipment		172.48
Other Assets		
		<u> </u>
Total Other Assets		0.00
		<u> </u>
Total Assets	\$	<u>122,387.96</u>

LIABILITIES AND CAPITAL

Current Liabilities		
		<u> </u>
Total Current Liabilities		0.00
Long-Term Liabilities		
Dut to Other Govts	\$	500.00
		<u> </u>
Total Long-Term Liabilities		500.00
		<u> </u>
Total Liabilities		500.00
Capital		
Retained Earnings		100,343.57
Net Income		21,544.39
		<u> </u>
Total Capital		121,887.96
		<u> </u>
Total Liabilities & Capital	\$	<u>122,387.96</u>

Unaudited - For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Eleven Months Ending May 31, 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%	5,371.47	64,892.69	0.00	54,090.40
Sponsorship Income	0.00	370.00	0.00	0.00
Contributions-Restricted	0.00	1,800.00	0.00	0.00
Interest Income	0.39	2.48	0.00	1.04
Total Revenues	5,371.86	68,065.17	0.00	71,833.14
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	4,247.14	13,329.74	0.00	3,552.60
Total Costs of Goods Sold	4,247.14	14,444.91	0.00	5,402.60
Expenses				
Advertising	1,570.75	17,573.57	0.00	11,965.45
Accounting Fees	0.00	25.00	0.00	0.00
Contributions	0.00	4,100.00	0.00	200.00
License Fees	0.00	(25.00)	0.00	0.00
Professional Services	0.00	1,754.07	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	0.00
Supplies Expense	0.00	0.00	0.00	241.64
Telephone Expense	0.00	576.93	0.00	147.52
Occupancy Expense	600.00	6,000.00	0.00	6,600.00
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)
Total Expenses	6,417.89	46,520.78	0.00	27,797.38
Net Income	\$ (1,046.03)	\$ 21,544.39	0.00	44,035.76

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From May 1, 2024 to May 31, 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			121,748.16
5/1/24	3691	Withdraw	NITRO LAND REUSE A		600.00	121,148.16
5/1/24	3692	Withdraw	NHS Boosters		300.00	120,848.16
5/1/24	3693	Withdraw	RICHARD L HIVELY		1,304.00	119,544.16
5/1/24	3694	Withdraw	U.A. Visions		200.00	119,344.16
5/8/24	3695	Withdraw	HD MEDIA		500.00	118,844.16
5/16/24	3696	Withdraw	AMERICAN LEGION DE		350.00	118,494.16
5/16/24	3697	Withdraw	Treetop Products, LLC		2,343.14	116,151.02
5/16/24	3698	Withdraw	SHANE SAUNDERS		250.00	115,901.02
5/16/24	3699	Withdraw	WV RADIO CORP		503.25	115,397.77
5/16/24	3700	Withdraw	Marketing Media, LLC		67.50	115,330.27
5/28/24	052824	Deposit	CITY OF NITRO	5,371.47		120,701.74
			Total	5,371.47	6,417.89	

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From May 1, 2024 to May 31, 2024
10600 - Cash-Tournaments

Filter Criteria includes: Report order is by Date.

Date	Trans No	Type	Trans Desc	Deposit Amt	Withdrawal Amt	Balance
			Beginning Balance			1,513.35
5/31/24	05/31/24	Other	Interest Income	0.39		1,513.74
			Total	0.39		

2024-2025 Nitro CVB Marketing Plan

Last year was the busiest year for visitors and the effect of the COVID Pandemic is now in the rear view mirror. With visitation picking up, 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

- Easy access off I-64, with brown information signs directing travelers into the city
- Only Wars Museum in West Virginia. Now featuring WV Vietnam War Memorial Wall
- Ridenour Lake (Largest Lake in state's largest county, Kanawha) and five miles of new hiking, biking and running trails, with more being built.
- Completion of a multi-million dollar sports complex, featuring the most pickleball courts
- Small-town charm full of warm, welcoming people
- Mardi Gras Casino & Resort
- 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, Nitro Athletic Complex)
- Better tracking of local Airbnbs and how we can work with them

Threats

- Political instability, state and national
- Weather
- Decrease in group gatherings (events, tournaments)
- Current unknowns of the economy and those effects on tourism after election

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 a small town in West Virginia. We will work to strongly target group travel (sports tournaments, casino 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:

- 40% print
- 40% 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. We will also be working with Putnam CVB in the promotion of events in both regions. 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 an upcoming video on Ridenour Lake's opportunities.

SPONSORSHIPS AND EVENTS

Events will be a cornerstone for attracting visitors to Nitro. 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 Comic-Con, Wagging Tails Chili Cookoff, Boomtown Days)
- Actively seek out new event organizers to utilize Nitro as the destination for their next event (Girls Softball, Little League Baseball Travel Tournaments and Pickleball Tournaments)
- Market local businesses and attractions to event attendees while they are here to encourage a larger local economic impact

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