

Nitro CVB

Agenda

June 6, 2023

- 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
 - Nitro Athletic Complex Opening
 - WV CVB SWOT Meeting
 - 2023 Event Calendar Update
- New Business
 - New Board Members – Matthew Lawrence & Kelli Steele
 - Marketing Plan – 2023 - 2024
 - Code of Conduct Agreements
 - Executive Director Salary – Bill Javins
 - Nitro Wars Museum – Carmen
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

May 2, 2023

The Nitro Convention and Visitors Bureau met on Tuesday, May 2, 2023. 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, Carmen Kostelansky, Kato Moye and Bill Fortune. Jason Redman joined phone. Also, in attendance was Sergio, Owner of Guadalajara Restaurant.

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 Bill Fortune. The motion was adopted.

A financial report was presented by Joe Stevens and a motion to accept the report was made by Susan Valleau and seconded by Carmen Kostelansky. The motion was adopted.

Sergio was introduced to the board by Joe Stevens. Sergio spoke about his restaurant being open for a year and the importance of working with the CVB.

Joe Stevens presented to the board his director's report. The first Nitro Antique Car Club Cruze In was scheduled for Friday, This Week With Mayor Casebolt is being received well by the public, the CVB is involved in the pool's grand opening later in May and the CVB is handling the arrival of the Vietnam WV War Memorial.

In New Business, Carmen provided an update on the museum's visitation, which is up and provided Chairman Javins with a thank you letter from the museum volunteers for the contribution. Kato Moye provided an update on the Mardi Gras, which was seeing an uptick in numbers.

With no other business, the meeting was adjourned at 6:30 pm on a motion by Carmen Kostelansky and seconded by Susan Valleau. The next meeting to take place, June 6, 2023.

CITY OF NITRO CONVENTION & VISITORS CY
Balance Sheet
May 31, 2023

ASSETS

Current Assets		
Regular Checking Account	\$	98,128.52
Cash-Tournaments		501.14
		98,629.66
Total Current Assets		
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		(7,923.00)
		172.48
Total Property and Equipment		
Other Assets		
		0.00
Total Other Assets		
		0.00
Total Assets		
	\$	98,802.14

LIABILITIES AND CAPITAL

Current Liabilities		
		0.00
Total Current Liabilities		
Long-Term Liabilities		
Dut to Other Govts	\$	500.00
		500.00
Total Long-Term Liabilities		
Total Liabilities		
		500.00
Capital		
Retained Earnings		54,266.38
Net Income		44,035.76
		98,302.14
Total Capital		
		98,302.14
Total Liabilities & Capital		
	\$	98,802.14

Unaudited - For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Eleven Months Ending May 31, 2023

	Current Month Actual	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues				
Contributions-Unrestricted	\$ 0.00	\$ 17,741.70	0.00	0.00
Events Registration	0.00	0.00	1,837.00	945.85
Hotel Motel Tax 50%	5,434.31	54,090.40	77,913.00	47,676.87
Sponsorship Income	0.00	0.00	4,587.00	0.00
Interest Income	0.00	1.04	0.00	0.00
Total Revenues	5,434.31	71,833.14	84,337.00	48,622.72
Expenses				
Cost of Goods Sold				
Cost of Sales-Fireworks	0.00	0.00	6,875.00	0.00
Cost of Festivals	0.00	1,500.00	48,433.00	0.00
Winnings & Trophies	0.00	350.00	0.00	0.00
Sponsorships	669.50	3,552.60	9,163.00	1,260.02
Sponsorships Bands	0.00	0.00	2,750.00	500.00
Total Costs of Goods Sold	669.50	5,402.60	67,221.00	1,760.02
Expenses				
Advertising	440.50	11,965.45	14,201.00	5,130.00
Contributions	0.00	200.00	0.00	800.00
License Fees	0.00	0.00	0.00	25.00
Professional Services	0.00	1,486.25	6,875.00	2,386.87
Employee Benefit Programs Exp	0.00	0.00	5,808.00	0.00
Dues & Subscriptions	73.51	1,012.27	1,837.00	1,561.21
Social Media Expense	0.00	0.00	4,587.00	0.00
Supplies Expense	0.00	241.64	913.00	187.71
Telephone Expense	0.00	147.52	825.00	0.00
Postage and Shipping Expense	0.00	0.00	693.00	0.00
Occupancy Expense	600.00	6,600.00	6,600.00	6,600.00
Maintenance Expense	0.00	430.00	462.00	0.00
Printing Expense	0.00	0.00	2,288.00	0.00
Travel Expense	121.83	121.83	1,375.00	155.51
Conferences Expense	0.00	189.95	913.00	0.00
Interest Expense	(0.13)	(0.13)	0.00	0.00
Payroll Tax Expense	0.00	0.00	1,276.00	0.00
Retirement Expense	0.00	0.00	1,529.00	0.00
Wages Expense	0.00	0.00	16,654.00	0.00
Total Expenses	1,905.21	27,797.38	134,057.00	18,606.32
Net Income	\$ 3,529.10	\$ 44,035.76	(49,720.00)	30,016.40

For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From May 1, 2023 to May 31, 2023
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			94,599.55
5/16/23	3591	Withdraw	Optimum Business		73.51	94,526.04
5/16/23	3592	Withdraw	HD MEDIA		440.50	94,085.54
5/16/23	3593	Withdraw	WV Hospitality & Travel		225.00	93,860.54
5/24/23	3594	Withdraw	NITRO LAND REUSE A		600.00	93,260.54
5/24/23	3595	Withdraw	RICHARD L HIVELY		444.50	92,816.04
5/26/23	052623	Deposit	CITY OF NITRO	5,434.31		98,250.35
5/26/23	3596	Withdraw	JOE DEISS		121.83	98,128.52
			Total	5,434.31	1,905.34	

CITY OF NITRO CONVENTION & VISITORS CY
Account Register
For the Period From May 1, 2023 to May 31, 2023
10600 - Cash-Tournaments

Filter Criteria includes: Report order is by Date.

Date	Trans No	Type	Trans Desc	Deposit Amt	Withdrawal Amt	Balance
			Beginning Balance			501.01
5/31/23	05/31/23	Other	Interest Income	0.13		501.14
			Total	0.13		

2023-2024 Nitro CVB Marketing Plan

Due to the relaxation of the COVID restrictions and regulations, last year returned to a more normal year as it pertained to events and marketing efforts in the promotion of the city of Nitro. While travel picked up, the City of Nitro and West Virginia continued a strong effort to rekindle events that drew visitors to the community in the past. Our continued 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 (DOH estimates that current construction to be completed in mid 2024, while 60k vehicles continue to pass exit 45 daily)
- The Nitro Wars Museum was renovated and now hosts the WV Vietnam War Memorial
- Ridenour Lake (Largest Lake in state's largest county, Kanawha) is now recognized by WV DOH
- Construction of multi-million dollar athletic complex is now open
- Small-town charm full of warm, welcoming people
- Mardi Gras Casino & Resort
- Expanding and vibrant local food opportunities
- 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 (Putnam CVB & WV Division of Tourism)
- Strong support from Nitro City Council

Weaknesses

- Challenged local labor force
- Lack of specialty food options (coffee shop, bakery, etc.)

Opportunities

- Continued 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)
- More cooperation and communication with local lodging properties
- Travel trends without COVID restrictions

Threats

- Uncertainty with new state and federal government officials

- Event competition
- Parking
- Continued 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 throughout the coming year:

- Help increase the tourism experiences throughout the Metro Valley which in turn benefits all of Nitro
- Explore the possibility to continue to bring new and exciting events to Nitro
- Make Nitro the go-to place for that HOMETOWN and LOCAL experience
- Support local arts, historical, recreational, and culinary assets
- Be the liaison between local businesses, government, and state tourism officials.
- Improve the local information network to keep all assets 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. 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 the research for each event and opportunity. The targeted spend mix is:

- 35% print
- 45% 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 the ongoing Get It To Go In Nitro restaurant video series and an upcoming video on Ridenour Lake's and Nitro Athletic Complex opportunities.

SPONSORSHIPS AND EVENTS

Large events are again on the calendar for 2023 and 2024. 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 Antique Car Shows, Pickleball & Tennis Tournaments, and youth sports tournaments)
- 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