

Nitro CVB

Agenda

July 6, 2021

- Call To order
- Determination of Quorum
- Minutes of last meeting
- Financial Update
 - June Financials – John Young
- Director's Update
 - 2021-2222 Budget
 - Upcoming and Recent Events Report
 - Museum Advertising
 - Cruise In Advertising
 - Fishing Tournament Advertising
 - Rack Cards Progress Report
 - City Council Reporting
- New Business
 - Movie Screen Usage Request – NHS
 - Get It To Go In Nitro – Diehl's. ReBar, Rio
- Other
- Adjourn

Minutes

The City of Nitro Convention and Visitors Bureau

June 1, 2021

The Nitro Convention and Visitors Bureau met on Tuesday, June 1, 2021. The meeting was called to order at 6:00 pm by Chairman Bill Javins and held in City Council chambers with social distancing in place. Those attending the meeting in person were Bill Javins, Ivan Meadows, Susan Valleau, Jason Redman, Julia Washington, Eric Althaus, Dave Casebolt and John Young. Also, in attendance was 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 Jason Redman and seconded by John Young. The motion was adopted.

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

Stevens call on Mardi Gras' representative Eric Althaus to provide an update on the casino and he reported that operations were getting back to normal. The biggest challenge right now is finding enough employees to staff all of the operations. There was also discussion for the city to provide the hotel with names of groups coming into Nitro for Lodging purposes.

Joe Stevens presented the board his director's report. The Visit Nitro Website has been updated and is current with upcoming events. Stevens gave a report on recent events Also, the city's chili cookoff was being combined with Charleston's and will be held on November 13.

In New Business, Stevens told the board the that family movie night was beginning in June and that Riverfest is scheduled for June 17 – 20. Susan Valleau updated the board on the museum's renovations, with a July 4 reopening planned. Stevens reported three more restaurants have been videoed and will be added to the Get It To Go In Nitro Campaign, Diehl's Rebar and Rio Grande. The Mayor also discussed a catfish tournament may be coming to the river side of the city.

The meeting was adjourned at 6:30 pm on a motion by John Young and seconded Jason Redman. The next meeting to take place, Tuesday, July 6, 2021.

CITY OF NITRO CONVENTION & VISITORS CY
Balance Sheet
June 30, 2021

ASSETS

Current Assets		
Regular Checking Account	\$	<u>52,322.42</u>
Total Current Assets		52,322.42
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		<u>(6,523.00)</u>
Total Property and Equipment		1,572.48
Other Assets		
Total Other Assets		<u>0.00</u>
Total Assets		\$ <u><u>53,894.90</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Total Current Liabilities		<u>0.00</u>
Long-Term Liabilities		
Total Long-Term Liabilities		<u>0.00</u>
Total Liabilities		0.00
Capital		
Retained Earnings	\$	64,672.38
Net Income		<u>(10,777.48)</u>
Total Capital		<u>53,894.90</u>
Total Liabilities & Capital		\$ <u><u>53,894.90</u></u>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2021

	Current Month Actual	Current Month Budget	Current Month LY	Year to Date Current Year
Revenues				
Events Registration	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Hotel Motel Tax 50%	6,644.28	0.00	0.00	41,726.19
Sponsorship Income	0.00	0.00	0.00	0.00
Miscellaneous Income	0.00	0.00	0.00	0.00
Total Revenues	<u>6,644.28</u>	<u>0.00</u>	<u>0.00</u>	<u>41,726.19</u>
Expenses				
Cost of Goods Sold				
Cost of Sales-Fireworks	0.00	0.00	0.00	0.00
Cost of Festivals	0.00	0.00	0.00	4,850.00
Materials Purchased	0.00	0.00	0.00	0.00
Sponsorships	2,163.00	0.00	0.00	3,563.00
Sponsorships Bands	0.00	0.00	0.00	0.00
Total Costs of Goods Sold	<u>2,163.00</u>	<u>0.00</u>	<u>0.00</u>	<u>8,413.00</u>
Expenses				
Bank Charges Expense	0.00	0.00	0.00	0.00
Advertising	2,257.88	0.00	0.00	2,533.88
Professional Services	2,345.00	0.00	343.85	2,735.69
Employee Benefit Programs Exp	0.00	0.00	0.00	0.00
Dues & Subscriptions	199.61	0.00	72.87	2,059.46
Social Media Expense	0.00	0.00	0.00	1,200.00
Supplies Expense	0.00	0.00	0.00	0.00
Telephone Expense	0.00	0.00	0.00	0.00
Postage and Shipping Expense	0.00	0.00	0.00	0.00
Occupancy Expense	600.00	0.00	600.00	7,200.00
Insurance Expense	0.00	0.00	0.00	0.00
Maintenance Expense	0.00	0.00	0.00	390.00
Printing Expense	0.00	0.00	0.00	0.00
Travel Expense	0.00	0.00	0.00	0.00
Conferences Expense	0.00	0.00	0.00	0.00
Payroll Tax Expense	1,551.35	0.00	0.00	1,551.35
Retirement Expense	1,720.17	0.00	0.00	1,720.17
Health Insurance Expense	6,199.20	0.00	0.00	6,199.20
Depreciation Expense	0.00	0.00	700.00	0.00
Salaries Expense	0.00	0.00	0.00	0.00
Wages Expense	18,500.92	0.00	26,032.09	18,500.92
Total Expenses	<u>35,537.13</u>	<u>0.00</u>	<u>27,748.81</u>	<u>52,503.67</u>
Net Income	<u>\$ (28,892.85)</u>	<u>\$ 0.00</u>	<u>\$ (27,748.81)</u>	<u>\$ (10,777.48)</u>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2021

Year to Date Budget	Year to Date LY
0.00	4,572.29
96,000.00	59,897.70
4,000.00	0.00
2,000.00	0.00
102,000.00	64,469.99

Revenues

5,000.00	0.00
4,350.00	0.00
0.00	1,142.05
12,500.00	80.24
8,000.00	4,050.00
29,850.00	5,272.29

Expenses

Cost of Goods Sold

Expenses

0.00	8.00
12,000.00	14,516.11
7,000.00	9,917.20
4,725.00	0.00
1,000.00	1,333.44
8,000.00	1,016.14
4,000.00	0.00
800.00	0.00
1,500.00	0.00
7,200.00	7,200.00
600.00	0.00
500.00	0.00
3,500.00	0.00
2,000.00	446.51
1,000.00	0.00
1,525.00	0.00
0.00	0.00
0.00	0.00
0.00	700.00
16,800.00	0.00
0.00	26,032.09
102,000.00	66,441.78
0.00	(1,971.79)

Confirmed
City of Nitro
Fairs & Festivals Events
2021

Fix Em' Kanawha Valley Winter Series – Sunday, February 28

Shamrock Shuffle 5K Trail Run – Saturday, March 20

Easter Bunny Drive Thru – Saturday, March 27 – Nitro Public Library

Easter Fire Truck Parade – Tuesday, March 30

Rivers To Ridges 5k Mountain Bike/Trail Run – Sunday, April 18.

Third Floor Comics Mini-Con – Saturday, May 22

Flag of Honor (Motorcycle Event) – May 26 & 27

Family Movie Night- June 8, 15, & 22 & July 6

Riverfest – June 17 – 20

Nitro Fishing Tournament I – Friday – July 23

Nitro Pantry 5k – Saturday, July 24

Ridenour Regatta – Saturday, July 24

City of Nitro Catfish Tournament II – Friday, August 20, 2021

Labor Day Fireworks – Sunday, September 5, City Park

City of Nitro Fishing Tournament III – Friday, September 24, 2021 – Nitro Football?

Festival of Fright - October 9 (Rain date October 16) – Night Time Horror Movies at Ridenour Lake

Halloween Hoedown - October 26 (Rain date October 29)

Veteran's Day Ceremony - November 10-11

Wagging Tails 5K – Saturday, November 13

Wagging Tails & Nitro Ales Chili Cookoff, Smoke On The Water Edition – Saturday, November 13

Christmas Parade - December 4



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, Halloween Hoedown, Fright Night and Christmas Parade were planned of 2020. However, due to the COVID-19 Coronavirus Pandemic those events including the Easter Egg Hunt, All-Horse Parade, Ridenour Regatta, etc. have had to be cancelled. We were still able to conduct the two Fishing Tournaments, a parade through the neighborhoods featuring Santa Claus and the Easter Bunny, a meet Santa Drive Thru and a Labor Day Fireworks show. With COVID-19 restrictions lifted, Family Movie Nights were resumed at Living Memorial Park.

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.

Sometimes out of an unfortunate situation comes a positive happening. This was the case with the ongoing Get It To Go In Nitro campaign that highlights the majority of the city's locally owned restaurants. The campaign has grown from the six restaurants participating to the current number of ten.

Other events being organized by the CVB includes the Living Memorial Park and Ridenour Lake fitness events and Veterans Day events. These events allow Nitro to promote fitness and its heritage to outside visitors.

This year, the chili cookoff will be expanding as the Smoke on the Water Cookoff will be included in the day's activities.

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, especially during this trying period to promote the region as much as possible. We have sponsored some Facebook posts for various events and purchased advertisements to promote events.

During the 2020 fiscal year, the CVB continued to help brand the city by facilitating the city's branding committee meeting and getting the city additional "Earned Media" for historical purposes, through PR efforts with local media. The main events we assisted with included the flag-lowering service on Veterans Day and flag-raising the next morning and in conjunction with the Nitro Development Authority helped with the promotion and operation of the Wagging Tales-Nitro Ales event and appearance of the motorcyclists headed to Washington, DC.

The CVB's Executive Director was also part of the city's Incident Command Team during the pandemic, serving as the team's Public Information officer.

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 \$52,322.42. A copy of the June 30, 2020, 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