



Tuesday, June 27, 2023

Mayor David Casebolt  
Members of City Council  
City of Nitro  
2009 20<sup>th</sup> 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 volunteer committee 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. We were able to conduct three Fishing Tournaments at Ridenour Lake, a parade through the neighborhoods featuring Santa Claus and a Labor Day Fireworks show, like none other, with the closing of the Dick Henderson Bridge and combining the show with the city of St. Albans. The Family Movie Nights were again Drive-in Movies at the Nitro Library lot. The CVB also assisted with the grand opening of the Nitro Athletic Complex and the moving in of the West Virginia Vietnam War Memorial to the Nitro History and Wars Museum.

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 marketing efforts. Through this partnership, various city organizations, Nitro Food Pantry and West Sattes Community Center and Wars Museum have received donations from the operation.

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 Ridenour Lake drew over 1200 participants (runners and family) to Nitro.

The CVB helped produce a video featuring Mayor Casebolt promoting the importance of shopping local and how it helps the community. The CVB worked with the West Virginia Division of Tourism to get additional directional brown signs on Rt. 25, for Ridenour Lake and the Nitro Wars Museum. This was an ongoing effort working with Tourism Secretary Chelsea Ruby. The CVB was also involved in this year's Run For The Wall, motorcycle visit to Nitro. A group of the riders escorted the WV Vietnam Wall Memorial into Nitro.

In terms of marketing the city for visitors, we continue to maintain the CVB's website, [visitnitro.com](http://visitnitro.com), as well as utilizing Facebook to its fullest, which includes the City of Nitro, Visit Nitro 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 and businesses.

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. 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 2022 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 \$95,093.93. A copy of the June 27, 2023, 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 and youth sport tournament opportunities, such as the expansion of Ridenour Lake's Trail System and organized tournaments, 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

**AUDIT REPORT OF  
THE MUNICIPALITY OF NITRO, WEST VIRGINIA  
FOR THE FISCAL YEAR ENDED JUNE 30, 2021**

**AUDIT REPORT OF  
THE MUNICIPALITY OF NITRO, WEST VIRGINIA  
FOR THE FISCAL YEAR ENDED JUNE 30, 2021**

**This audit has been conducted pursuant to the authority and duty of the State Auditor as Chief Inspector and Supervisor of Public Offices to conduct an annual inspection of all political subdivisions of the State of West Virginia and any agency created by these subdivisions. This power is granted by West Virginia Code §6-9-1 et seq.**

**MUNICIPALITY OF NITRO, WEST VIRGINIA**  
**STATEMENT OF NET POSITION - NITRO CONVENTION AND VISITORS BUREAU**  
**June 30, 2021**

	<u>Nitro Convention and Visitors Bureau</u>
<b>ASSETS</b>	
Current:	
Cash and cash equivalents	\$ <u>52,822</u>
Total current assets	<u>52,822</u>
Noncurrent assets:	
Capital assets:	
Depreciable:	
Machinery and equipment	6,095
Furniture and fixtures	2,000
Less: accumulated depreciation	<u>( 7,363)</u>
Total noncurrent assets	<u>732</u>
Total assets	<u>53,554</u>
<b>LIABILITIES</b>	
Current:	
Due to other governments	<u>500</u>
Total current liabilities payable from current assets	<u>500</u>
Noncurrent:	
Compensated absences payable	<u>1,605</u>
Total noncurrent liabilities	<u>1,605</u>
Total liabilities	<u>2,105</u>
<b>DEFERRED INFLOWS</b>	
Changes in proportion and differences between employer contributions and proportionate share of contributions	<u>10,511</u>
Total deferred inflows of resources	<u>10,511</u>
<b>NET POSITION</b>	
Net investment in capital assets	732
Unrestricted	<u>40,206</u>
Total net position	<u>\$ <u>40,938</u></u>

***SUPPLEMENTARY INFORMATION***

**MUNICIPALITY OF NITRO, WEST VIRGINIA**  
**STATEMENT OF REVENUES, EXPENSES AND CHANGES IN FUND NET POSITION**  
**NITRO CONVENTION AND VISITORS BUREAU**  
**For the Fiscal Year Ended June 30, 2021**

		<u>Nitro Convention and Visitors Bureau</u>
Operating expenses:		
Personal services	\$	24,870
Administrative and general		14,206
Rents		7,200
Depreciation		700
Maintenance		<u>390</u>
 Total operating expenses		 <u>47,366</u>
 Operating income (loss)		 <u>( 47,366)</u>
 Nonoperating revenues:		
Intergovernmental		<u>41,726</u>
 Total nonoperating revenues		 <u>41,726</u>
 Change in net position		 ( 5,640)
 Net position at beginning of year		 <u>46,578</u>
 Net position at end of year	\$	 <u><u>40,938</u></u>

**MUNICIPALITY OF NITRO, WEST VIRGINIA**  
**STATEMENT OF CASH FLOWS - NITRO CONVENTION AND VISITORS BUREAU**  
**For the Fiscal Year Ended June 30, 2021**

	<u>Nitro Convention and Visitors Bureau</u>
<b>Cash flows from operating activities:</b>	
Cash paid for goods and services	\$ ( 21,796)
Other cash received for intergovernmental activity	500
Cash paid to employees	<u>( 30,708)</u>
Net cash provided (used) by operating activities	<u>( 52,004)</u>
<b>Cash flows from noncapital financing activities:</b>	
Intergovernmental	<u>41,726</u>
Net cash provided (used) by noncapital financing activities	<u>41,726</u>
Net increase (decrease) in cash and cash equivalents	( 10,278)
Cash and cash equivalents at July 1, 2020	<u>63,100</u>
Cash and cash equivalents at June 30, 2021	<u>\$ 52,822</u>
<b>Reconciliation of operating income to net cash provided (used) by operating activities:</b>	
<b>operating activities:</b>	
Operating income (loss)	\$ ( 47,366)
Depreciation expense	700
Difference between OPEB expense under GASB 75 and deferred outflows of resources for OPEB contributions made subsequent to the measurement period	( 5,894)
Increase (decrease) in compensated absences payable	56
Increase (decrease) in due to other governments	<u>500</u>
Net cash provided by operations	<u>\$ ( 52,004)</u>





## State of West Virginia

**John B. McCuskey**

**State Auditor and  
Chief Inspector**

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### **REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS***

#### **Independent Auditor's Report**

Honorable Mayor and Council  
Municipality of Nitro  
Nitro, West Virginia 25143

We have audited the financial statements of the governmental activities, each major fund, and the aggregate remaining fund information and were engaged to audit the aggregate discretely presented component units in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, of the Municipality of Nitro, West Virginia (the Municipality), as of and for the year ended June 30, 2021, and the related notes to the financial statements, which collectively comprise the Municipality's basic financial statements and have issued our report thereon dated September 27, 2022. In that report, a disclaimer of opinion on the aggregate discretely presented component units was issued because the financial statements of the Nitro Regional Wastewater Utility, and Nitro Land Reuse Authority of Kanawha and Putnam Counties had not been audited, and the financial data for the Nitro Development Authority was not presented. Our report includes a reference to other auditors who audited the financial statements of the Nitro Public Library, as described in our report on the County's financial statements. This report does not include the results of the other auditors' testing of internal control over financial reporting or compliance and other matters that are reported on separately by those auditors.

#### **Internal Control Over Financial Reporting**

In planning and performing our audit of the financial statements of governmental activities, each major fund and the aggregate remaining fund information and in connection with our engagement to audit the financial statements of the aggregate discretely presented component units, we considered the Municipality's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Municipality's internal control. Accordingly, we do not express an opinion on the effectiveness of the Municipality's internal control.

***ACCOMPANYING INFORMATION***

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control such that there is a reasonable possibility that a material misstatement of the Municipality's financial statements will not be prevented, or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and therefore, material weaknesses or significant deficiencies may exist that were not identified. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified. We did identify a certain deficiency in internal control, described in the accompanying Schedule of Findings and Questioned Costs as item 2021-001 that we consider to be a significant deficiency.

### **Compliance and Other Matters**

As part of obtaining reasonable assurance about whether the financial statements of the governmental activities, each major fund, and aggregate remaining fund information are free from material misstatement, and in connection with our engagement to audit the aggregate discretely presented component units, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*. Additionally, if the scope of our work had been sufficient to enable us to express an opinion on the aggregate discretely presented component units, other instances of noncompliance or other matters may have been identified and reported herein.

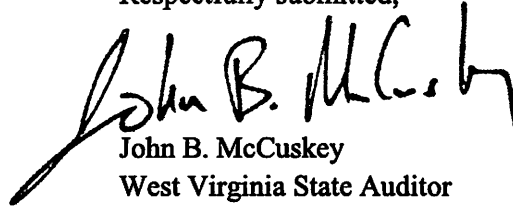
### **Entity's Response to Findings**

The Municipality's response to the finding identified in our audit is described in the accompanying Schedule of Findings and Questioned Costs. The Municipality's response was not subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we express no opinion on it.

**Purpose of this Report**

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the result of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John B. McCuskey". The signature is written in a cursive style with a long, sweeping underline.

John B. McCuskey  
West Virginia State Auditor  
Charleston, West Virginia

September 27, 2022

**CITY OF NITRO CONVENTION & VISITORS CY**  
**Balance Sheet**  
**June 30, 2023**

**ASSETS**

<b>Current Assets</b>		
Regular Checking Account	\$	100,159.83
Cash-Tournaments		511.26
		<hr/>
<b>Total Current Assets</b>		<b>100,671.09</b>
<b>Property and Equipment</b>		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		(7,923.00)
		<hr/>
<b>Total Property and Equipment</b>		<b>172.48</b>
<b>Other Assets</b>		
		<hr/>
<b>Total Other Assets</b>		<b>0.00</b>
		<hr/>
<b>Total Assets</b>	<b>\$</b>	<b>100,843.57</b>
		<hr/> <hr/>

**LIABILITIES AND CAPITAL**

<b>Current Liabilities</b>		
		<hr/>
<b>Total Current Liabilities</b>		<b>0.00</b>
<b>Long-Term Liabilities</b>		
Dut to Other Govts	\$	500.00
		<hr/>
<b>Total Long-Term Liabilities</b>		<b>500.00</b>
		<hr/>
<b>Total Liabilities</b>		<b>500.00</b>
<b>Capital</b>		
Retained Earnings		54,266.38
Net Income		46,077.19
		<hr/>
<b>Total Capital</b>		<b>100,343.57</b>
		<hr/>
<b>Total Liabilities &amp; Capital</b>	<b>\$</b>	<b>100,843.57</b>
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**Unaudited - For Management Purposes Only**

**CITY OF NITRO CONVENTION & VISITORS CY**  
**Income Statement**  
**For the Twelve Months Ending June 30, 2023**

	Current Month Actual	Year to Date Current Year	Year to Date Budget	Year to Date LY
<b>Revenues</b>				
Contributions-Unrestricted	\$ 0.00	\$ 17,741.70	0.00	0.00
Events Registration	0.00	0.00	2,000.00	945.85
Hotel Motel Tax 50%	5,725.32	59,815.72	85,000.00	47,676.87
Sponsorship Income	0.00	0.00	5,000.00	0.00
Interest Income	0.12	1.16	0.00	0.00
<b>Total Revenues</b>	<b>5,725.44</b>	<b>77,558.58</b>	<b>92,000.00</b>	<b>48,622.72</b>
<b>Expenses</b>				
<b>Cost of Goods Sold</b>				
Cost of Sales-Fireworks	0.00	0.00	7,500.00	0.00
Cost of Festivals	0.00	1,500.00	52,842.00	0.00
Winnings & Trophies	0.00	350.00	0.00	0.00
Sponsorships	0.00	3,552.60	10,000.00	28,294.93
Sponsorships Bands	0.00	0.00	3,000.00	500.00
<b>Total Costs of Goods Sold</b>	<b>0.00</b>	<b>5,402.60</b>	<b>73,342.00</b>	<b>28,794.93</b>
<b>Expenses</b>				
Advertising	65.50	12,030.95	15,334.00	5,130.00
Contributions	2,900.00	3,100.00	0.00	800.00
License Fees	0.00	0.00	0.00	25.00
Professional Services	0.00	1,486.25	7,500.00	2,574.12
Employee Benefit Programs Exp	0.00	0.00	6,340.00	0.00
Dues & Subscriptions	0.00	1,012.27	2,000.00	1,983.97
Social Media Expense	45.00	45.00	5,000.00	0.00
Supplies Expense	0.00	241.64	1,000.00	187.71
Telephone Expense	73.51	221.03	900.00	0.00
Postage and Shipping Expense	0.00	0.00	750.00	0.00
Occupancy Expense	600.00	7,200.00	7,200.00	7,200.00
Maintenance Expense	0.00	430.00	500.00	0.00
Printing Expense	0.00	0.00	2,500.00	0.00
Travel Expense	0.00	121.83	1,500.00	155.51
Conferences Expense	0.00	189.95	1,000.00	0.00
Interest Expense	0.00	(0.13)	0.00	0.00
Payroll Tax Expense	0.00	0.00	1,390.00	0.00
Retirement Expense	0.00	0.00	1,668.00	0.00
Depreciation Expense	0.00	0.00	0.00	700.00
Wages Expense	0.00	0.00	18,170.00	0.00
<b>Total Expenses</b>	<b>3,684.01</b>	<b>31,481.39</b>	<b>146,094.00</b>	<b>47,551.24</b>
<b>Net Income</b>	<b>\$ 2,041.43</b>	<b>\$ 46,077.19</b>	<b>(54,094.00)</b>	<b>1,071.48</b>

For Management Purposes Only

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

	Year to Date Actual	Year to Date Budget
<b>Revenues</b>		
Events Registration	\$ 0.00	\$ 2,000.00
Hotel Motel Tax 50%	0.00	85,000.00
Sponsorship Income	0.00	5,000.00
	<hr/>	<hr/>
<b>Total Revenues</b>	<b>0.00</b>	<b>92,000.00</b>
	<hr/>	<hr/>
<b>Cost of Sales</b>		
Cost of Sales-Fireworks	0.00	7,500.00
Cost of Festivals	0.00	55,000.00
Sponsorships	0.00	32,000.00
Sponsorships Bands	0.00	5,850.00
	<hr/>	<hr/>
<b>Total Cost of Sales</b>	<b>0.00</b>	<b>100,350.00</b>
	<hr/>	<hr/>
<b>Gross Profit</b>	<b>0.00</b>	<b>(8,350.00)</b>
	<hr/>	<hr/>
<b>Expenses</b>		
Advertising	0.00	25,000.00
Professional Services	0.00	7,500.00
Employee Benefit Programs Exp	0.00	7,400.00
Dues & Subscriptions	0.00	2,000.00
Social Media Expense	0.00	5,000.00
Supplies Expense	0.00	1,000.00
Telephone Expense	0.00	900.00
Postage and Shipping Expense	0.00	750.00
Occupancy Expense	0.00	7,200.00
Maintenance Expense	0.00	500.00
Printing Expense	0.00	5,000.00
Travel Expense	0.00	1,500.00
Conferences Expense	0.00	1,500.00
Payroll Tax Expense	0.00	2,050.00
Retirement Expense	0.00	1,850.00
Wages Expense	0.00	20,500.00
	<hr/>	<hr/>
<b>Total Expenses</b>	<b>0.00</b>	<b>89,650.00</b>
	<hr/>	<hr/>
<b>Net Income</b>	<b>\$ 0.00</b>	<b>\$ (98,000.00)</b>
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For Management Purposes Only