



Tuesday, July 2, 2024

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 helped organize events that were 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, Boomtown Days, Halloween Hoedown, City-Wide Yard Sales, Friday Night Cruze Ins, Family Drive-In Movie Nights, Fishing Tournaments, Easter Eggtravaganza, Christmas Parade, and Run For The Wall were conducted in the summer, fall and spring of 2023-2024. Again, the city of Nitro teams with the city of St. Albans to conduct a Labor Day weekend fireworks display, while closing the Dick Henderson Bridge for the event.

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 team at the Mardi Gras Casio to coordinate marketing activities and help publicize their marketing efforts. Various city entities receive cash contributions from the Mardi Gras Casino and Resort through the continued partnership.

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 and Visit Nitro pages. The CVB continues to distribute two marketing rack cards, which highlight what is available in Nitro and the Wars Museum. These marketing items are distributed to all 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 to promote the region as much as possible. We have sponsored some Facebook posts for various events and purchased advertisements to promote events.

The CVB has other successful partnerships with area businesses and organizations such as Third Floor Comics for its annual Comic Con event, the Nitro Little League for various tournaments and the Nitro High School with the promotion of their student groups and athletic teams.

The CVB produces, in conjunction with Nitro High School's Communications Department, a weekly social media video, highlighting various activities taking place in the city.

The CVB continues to work with the West Virginia Department of Tourism, West Virginia Hospitality and Travel Association and the Association for West Virginia CVBs to promote visitation not only in Nitro, but throughout the region and the state. The CVB's Executive Director also serves as President of the Nitro Library Board and is a member of the Putnam County CVB Board of Directors. 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 2023 fiscal year, the CVB continued to help brand the city by getting the city additional "Earned Media" for historical purposes, events, meetings, etc. through PR efforts with local media. Two of the main events with which we assisted included the flag-lowering service on Veterans Day event and flag-raising the next morning.

The CVB's Executive Director has also served as the city's official spokesman during various city and emergency events.

The CVB watched the bottom line of the financials for the last fiscal year. At the end of June, the board had developed a cash balance of \$87,804. A copy of the June 30, 2024, 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 CVB is also required to be audited by the WV State Auditor's Office.

The future focus of the CVB will be to market the city's Wars Museum, promote the city's outdoor offerings, such as the expansion of Ridenour Lake's Trail System, Nitro City Park, Nitro Athletic Complex and 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, 2022**

**AUDIT REPORT OF
THE MUNICIPALITY OF NITRO, WEST VIRGINIA
FOR THE FISCAL YEAR ENDED JUNE 30, 2022**

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, 2022

	Nitro Convention and Visitor's Bureau
ASSETS	
Current:	
Cash and cash equivalents	\$ 54,594
Total current assets	54,594
Noncurrent assets:	
Capital assets:	
Depreciable:	
Machinery and equipment	6,095
Furniture and fixtures	2,000
Less: accumulated depreciation	(8,063)
Total noncurrent assets	32
Total assets	54,626
LIABILITIES	
Current:	
Due to:	
Other governments	500
Total liabilities	500
DEFERRED INFLOWS	
Changes in proportion and differences between employer contributions and proportionate share of contributions	4,884
Total deferred inflows of resources	4,884
NET POSITION	
Net investment in capital assets	32
Unrestricted	49,210
Total net position	\$ 49,242

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, 2022

	Nitro Convention and Visitor's Bureau
Operating expenses:	
Administrative and general	\$ 32,232
Rents	7,200
Materials and supplies	188
Depreciation	700
Total operating expenses	40,320
Operating income (loss)	(40,320)
Nonoperating revenues (expenses):	
Intergovernmental	48,624
Total nonoperating revenues (expenses)	48,624
Change in net position	8,304
Net position at beginning of year	40,938
Net position at end of year	\$ 49,242

MUNICIPALITY OF NITRO, WEST VIRGINIA
STATEMENT OF CASH FLOWS - NITRO CONVENTION AND VISITORS BUREAU
For the Fiscal Year Ended June 30, 2022

	Nitro Convention and Visitor's Bureau
Cash flows from operating activities:	
Cash paid for goods and services	\$ (45,247)
Cash paid to employees	(1,605)
Net cash provided (used) by operating activities	(46,852)
Cash flows from noncapital financing activities:	
Intergovernmental	48,624
Net cash provided (used) by noncapital financing activities	48,624
Net increase (decrease) in cash and cash equivalents	1,772
Cash and cash equivalents at beginning of year	52,822
Cash and cash equivalents at end of year	\$ 54,594
Reconciliation of operating income to net cash provided (used) by operating activities:	
Operating income (loss)	\$ (40,320)
Adjustments to reconcile operating income to net cash provided by operating activities:	
Depreciation expense	700
Increase (decrease) in compensated absences payable	(1,605)
Increase (decrease) in deferred inflows	(5,627)
Net cash provided by operations	\$ (46,852)



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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, 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, the financial statements of the governmental activities, the aggregate discretely presented component units, each major fund, and the aggregate remaining fund information of the Municipality of Nitro, West Virginia (the Municipality), as of and for the year ended June 30, 2022, and the related notes to the financial statements, which collectively comprise the Municipality's basic financial statements and have issued our report thereon dated March 27, 2024. Our report includes a reference to other auditors who audited the financial statements of the Nitro Public Library. This report does not include the results of the other auditor's testing of internal control over financial reporting or compliance and other matters that are reported on separately by those auditors.

Report on Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, 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.

Our consideration of internal control was for the limited purpose described in the preceding paragraph 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. However, as described in the accompanying Schedule of Findings and Responses, we identified certain deficiencies in internal control that we consider to be material weaknesses.

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 combination of deficiencies, in internal control such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, on a timely basis. We consider the deficiencies described in the accompanying Schedule of Findings and Responses as items 2022-001 and 2022-002 to be material weaknesses.

Report on Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Municipality's financial statements are free from material misstatement, 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*.

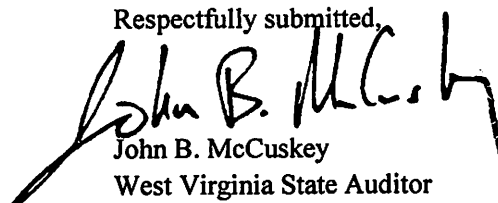
Entity's Response to Findings

Government Auditing Standards requires the auditor to perform limited procedures on the Municipality's response to the findings identified in our audit and described in the accompanying Schedule of Findings and Responses. The Municipality's responses were not subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we express no opinion on the responses.

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,



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

March 27, 2024

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet

June 30, 2024

ASSETS

Current Assets		
Regular Checking Account	\$	84,117.49
Cash-Tournaments		<u>3,514.40</u>
Total Current Assets		87,631.89
Property and Equipment		
Furniture and Fixtures		2,000.00
Equipment		6,095.48
Accum. Depreciation		<u>(7,923.00)</u>
Total Property and Equipment		172.48
Other Assets		
Total Other Assets		<u>0.00</u>
Total Assets	\$	<u><u>87,804.37</u></u>

LIABILITIES AND CAPITAL

Current Liabilities		
Total Current Liabilities		0.00
Long-Term Liabilities		
Dut to Other Govts	\$	<u>500.00</u>
Total Long-Term Liabilities		<u>500.00</u>
Total Liabilities		500.00
Capital		
Retained Earnings		100,343.57
Net Income		<u>(13,039.20)</u>
Total Capital		<u>87,304.37</u>
Total Liabilities & Capital	\$	<u><u>87,804.37</u></u>

Unaudited - For Management Purposes Only

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 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%	2,000.00	66,892.69	0.00	59,815.72
Sponsorship Income	0.00	370.00	0.00	0.00
Contributions-Restricted	0.00	1,800.00	0.00	0.00
Interest Income	0.66	3.14	0.00	1.16
Total Revenues	2,000.66	70,065.83	0.00	77,558.58
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	2,245.00	15,574.74	0.00	3,552.60
Total Costs of Goods Sold	2,245.00	16,689.91	0.00	5,402.60
Expenses				
Advertising	2,325.00	19,898.57	0.00	12,030.95
Accounting Fees	0.00	25.00	0.00	0.00
Contributions	0.00	4,100.00	0.00	3,100.00
License Fees	0.00	(25.00)	0.00	0.00
Professional Services	22.50	1,776.57	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	45.00
Supplies Expense	504.58	504.58	0.00	241.64
Telephone Expense	0.00	576.93	0.00	221.03
Occupancy Expense	600.00	6,600.00	0.00	7,200.00
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)
Payroll Tax Expense	1,644.75	1,644.75	0.00	0.00
Retirement Expense	1,805.10	1,805.10	0.00	0.00
Health Insurance Expense	6,731.76	6,731.76	0.00	0.00
Wages Expense	20,705.56	20,705.56	0.00	0.00
Total Expenses	36,584.25	83,105.03	0.00	31,481.39
Net Income	\$ (34,583.59)	\$ (13,039.20)	0.00	46,077.19

For Management Purposes Only