

WV State Auditors' Office – lgs@wvsao.gov , Attn: Shellie Humphries
WVACVB – Jordan Nuzum

Dear WV State Auditor's Office, WV Joint Committee on Government & Finance, and WV Association of Convention & Visitor Bureaus,

As you are aware with the passing of Senate Bill 488 during the 2021 West Virginia Legislature's Regular Session several new requirements have been implemented on CVBs to qualify for distributions of Hotel Occupancy taxes by the county(s) and or the municipality(s) we serve.

In compliance with W.Va. Code §7-18-13a, CVBs are to now report to the WWSAO, the WV Joint Committee on Government & Finance, and the WVACVB 90 days following the end of the CVB's fiscal year the following:

- Balance sheet – annually,
- Income statement - annually, and
- Either an audit or a financial review – triennially W.Va. Code § 7-18-14.

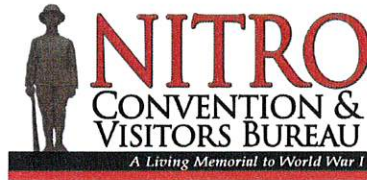
In addition, CVBs are to be accredited by an accrediting body such as the WV Association of Convention and Visitors Bureaus (WVACVB) W.Va. Code §7-18-13a(b) which confirms compliance with the following industry standards as follows:

- Annual budget,
- Budget allocation within the industry standard of 40% - 40% - 20% (Marketing, Personnel, Administrative),
- Marketing plan targeting markets outside of 50 miles of their destination,
- Full time executive director,
- Physical office/ Visitor Center,
- Website, and
- Annual reporting to all the CVBs funding entities.

On behalf of the Board of Directors of the Nitro Convention and Visitors Bureau, we respectfully submit the required information and confirm that Nitro CVB is in full compliance with all WV Code 7-18-13 requirements.

Sincerely yours,

Joe Deiss
Executive Director
Nitro Convention and Visitors Bureau



Tuesday, July 1, 2025

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 Movie Nights, Fishing Tournaments, Easter Eggtravaganza, Christmas Parade, and Little League Opening Day Celebration were conducted in the summer, fall and spring of 2024-2025. Again, the city of Nitro teamed 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 Casino and Resort 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, including Nitro Food Pantry, Sattes Community Center and Nitro Fire Department.

In terms of marketing the city for visitors, we continue to maintain the CVB's website, visitnitro.com, as well as utilizing Facebook and Instagram to their 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 Nitro 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 opening day and 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, "This Week In Nitro", 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 Metro Valley and the state. The CVB's Executive Director also serves as President of the Nitro Library Board, is a member of the Putnam County CVB Board of Directors and Nitro Historic Commission. 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 2024 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 \$92,867. A copy of the June 30, 2025, 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, independently.

The future focus of the CVB will be to market the city's History & 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

CITY OF NITRO CONVENTION & VISITORS CY

Balance Sheet

June 30, 2025

ASSETS

Current Assets		
Regular Checking Account	\$	85,528.89
Cash-Tournaments		<u>7,166.42</u>
Total Current Assets		92,695.31
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>92,867.79</u>

LIABILITIES AND CAPITAL

Current Liabilities		
Total Current Liabilities		<u>0.00</u>
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		87,304.37
Net Income		<u>5,063.42</u>
Total Capital		<u>92,367.79</u>
Total Liabilities & Capital	\$	<u>92,867.79</u>

CITY OF NITRO CONVENTION & VISITORS CY
Income Statement
For the Twelve Months Ending June 30, 2025

	Current Month Actual	Year to Date Current Year	Year to Date Budget	Year to Date LY
Revenues				
Prior Year Carryforward	\$ 0.00	\$ 0.00	0.00	1,000.00
Events Registration	0.00	3,635.00	0.00	0.00
Hotel Motel Tax 50%	4,088.10	64,218.82	85,000.00	66,892.69
Sponsorship Income	0.00	0.00	7,000.00	370.00
Contributions-Restricted	0.00	0.00	0.00	1,800.00
Interest Income	0.44	15.50	0.00	3.14
Other Income	0.00	1.52	0.00	0.00
Total Revenues	4,088.54	67,870.84	92,000.00	70,065.83
Expenses				
Cost of Goods Sold				
Cost of Sales-Fireworks	0.00	0.00	7,500.00	0.00
Cost of Festivals	0.00	0.00	55,000.00	0.00
Materials Purchased	0.00	0.00	0.00	(384.83)
Winnings & Trophies	0.00	0.00	0.00	1,500.00
Sponsorships	500.00	19,150.00	32,000.00	15,574.74
Sponsorships Bands	0.00	0.00	10,850.00	0.00
Payments to Other Funds	0.00	4,849.80	0.00	0.00
Total Costs of Goods Sold	500.00	23,999.80	105,350.00	16,689.91
Expenses				
Advertising	3,143.00	22,459.59	25,000.00	19,898.57
Accounting Fees	0.00	0.00	0.00	25.00
Contributions	0.00	5,000.00	0.00	4,100.00
License Fees	0.00	0.00	0.00	(25.00)
Professional Services	0.00	2,718.79	7,500.00	1,776.57
Employee Benefit Programs Exp	0.00	0.00	8,440.00	0.00
Dues & Subscriptions	0.00	794.24	2,000.00	1,131.00
Social Media Expense	0.00	0.00	5,000.00	371.00
Supplies Expense	100.00	100.00	1,000.00	504.58
Telephone Expense	0.00	0.00	0.00	576.93
Postage and Shipping Expense	0.00	0.00	750.00	0.00
Occupancy Expense	600.00	7,200.00	7,200.00	6,600.00
Equipment Rental Expense	0.00	535.00	0.00	0.00
Maintenance Expense	0.00	0.00	500.00	0.00
Printing Expense	0.00	0.00	4,635.00	0.00
Travel Expense	0.00	0.00	1,500.00	529.70
Conferences Expense	0.00	0.00	2,500.00	0.00
Meetings Expense	0.00	0.00	0.00	39.60
Payroll Tax Expense	0.00	0.00	2,155.00	1,644.75
Retirement Expense	0.00	0.00	1,945.00	1,805.10
Health Insurance Expense	0.00	0.00	0.00	6,731.76
Wages Expense	0.00	0.00	21,525.00	20,705.56
Total Expenses	4,343.00	62,807.42	197,000.00	83,105.03
Net Income	\$ (254.46)	\$ 5,063.42	(105,000.00)	(13,039.20)

For Management Purposes Only

Nitro CVB
Budget 2025-2026

Carry Forward \$89,000

Revenue

Tax \$ 87,000.00 Expected H/M tax collection
Sponsorships \$ 7,000.00 Projected sponsorships

Total \$ 183,000.00

Advertising	\$ 20,000.00	1666 per month
Bands	\$ 8,850.00	737 per month
Festival's expense	\$ 44,000.00	3666 per month
Fireworks	\$ 7,500.00	625 per month
Sponsorships	\$ 32,000.00	2667 per month
Professional Services	\$ 7,500.00 Video, Photography, IT	625 per month
Employee benefits	\$ 8440.00 PEIA	703 per month
Dues and subscriptions	\$ 2000.00	167 per month
Web & Social Media	\$ 5500.00	458 per month
Supplies	\$ 1000.00	83 per month
Telephone	\$ 0.00	0 per month
Postage	\$ 750.00	63 per month
Occupancy	\$ 7,200.00	600 per month
Maintenance	\$ 500.00	42 per month
Printing	\$ 4847.00	404 per month
Travel	\$ 1500.00	125 per month
Conferences	\$ 2500.00	208 per month
Payroll Tax	\$ 1913.00	160 per month
Wages	\$ 25000.00	2083 per month
Retirement	\$ 2000.00	167 per month

Total \$183,000.00

Sponsorships (Detailed)

Car Club	\$ 5000.00
Nitro Baseball Card Show	\$ 2000.00
Chili Festival	\$ 10,000.00
Boomtown Day	\$ 10,000.00
CVB Joint Sponsorships	\$ 5,000.00

Total \$ 32,000.00

Minutes

The City of Nitro Convention and Visitors Bureau

Annual Planning Meeting

March 4, 2025

The Nitro Convention and Visitors Bureau met on Tuesday, March 4, 2025, for an annual planning meeting. The meeting was called to order at 5:00 pm by Chairman Bill Javins and held in Nitro CVB offices. Those attending the meeting in person were Bill Javins, Ivan Meadows, Cynthia McGill, Matthew Lawrence, Karl Waitner, Julia Washington, Jason Redman, Tracy Toler and Dave Casebolt. Executive Director Joe Stevens was also present.

Chairman Javins opened the meeting with a welcome and reminded every board member that no idea was band and the meeting is open for suggestions.

Executive Director Stevens reported on 2024 events and how the majority events met the goals of the CVB to attract visitors to the city.

The most successful events included the Metro 911 Pickleball Tournament that had over 250 participants, visiting Nitro from 12 states, Wagging Tails and Nitro Ales Chilli Cookoff that had 25 cooks from six states and 3,500 event visitors, Ridenour Lake Fishing Tournaments that attracted over 100 participants from six adjoining counties and Boomtown Days, a homecoming event that brought in visitors from eight states.

Looking forward to 2025, board members brought up the following ideas:

- Baseball Card Show in conjunction with the opening of the Little League season
- Football Card Show in conjunction with the opening of the Nitro Youth Football
- Nitro Comic Con
- Nitro Project Odd – A paranormal event with ghost stories, etc.
- Boomtown Day – Change from two days to one day.
- Hire an intern for social media assistance
- Additional Promotion of Metro 911 Pickleball Tournament
- Attract additional tournaments to Nitro's Pickleball Complex
- Produce a video highlighting Ridenour Lake and Preserve
- Highlight the updating of the Nitro History and Wars Museum
- Increase the promotion of events at Mardi Gars Casino & Resort after renovation

Stevens made it clear to the board members that new ideas were always welcome and that it was important for the CVB to adhere to the 40/40/20 directive by CVB association.

The planning session ended at 6:00 pm.



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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, 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*.

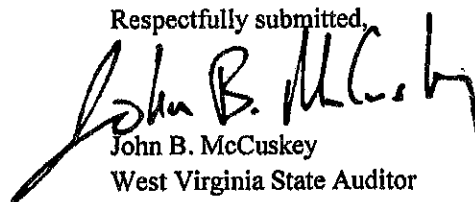
Entity's Response to Findings

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

**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

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