### FINANCIAL STATEMENTS

\* \* \* \* \* \*

December 31, 2002 and 2001



Board of Trustees Greater Columbus Convention and Visitors Bureau, Inc. 90 North High Street Columbus, Ohio 43215

We have reviewed the Independent Auditor's Report of the Greater Columbus Convention and Visitors Bureau, Inc., Franklin County, prepared by GBQ Partners LLC, for the audit period January 1, 2002 through December 31, 2002. Based upon this review, we have accepted these reports in lieu of the audit required by Section 117.11, Revised Code. The Auditor of State did not audit the accompanying financial statements and, accordingly, we are unable to express, and do not express an opinion on them.

Our review was made in reference to the applicable sections of legislative criteria, as reflected by the Ohio Constitution, and the Revised Code, policies, procedures and guidelines of the Auditor of State, regulations and grant requirements. The Greater Columbus Convention and Visitors Bureau, Inc. is responsible for compliance with these laws and regulations.

Betty Montgomeny

BETTY MONTGOMERY Auditor of State

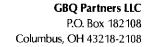
October 30, 2003



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To The Board of Trustees
Greater Columbus Convention and
Visitors Bureau, Inc.
Columbus, Ohio

#### INDEPENDENT AUDITORS' REPORT

We have audited the accompanying statements of financial position of the Greater Columbus Convention and Visitors Bureau, Inc. (the Bureau), as of December 31, 2002 and 2001, and the related statements of activities and cash flows for the years then ended. These financial statements are the responsibility of the Bureau's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with 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 Controller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Greater Columbus Convention and Visitors Bureau, Inc. as of December 31, 2002 and 2001, and the changes in its net assets and its cash flows for the years then ended, in conformity with accounting principles generally accepted in the United States of America.

In accordance with *Government Auditing Standards*, we have also issued our report, dated February 27, 2003, on our consideration of the Greater Columbus Convention and Visitors Bureau, Inc.'s internal control over financial reporting and our tests of compliance with certain provisions of laws, regulations, contracts and grants. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* and should be read in conjunction with this report in considering the results of our audits.



To The Board of Trustees
Greater Columbus Convention and
Visitors Bureau, Inc.
Page 2

Our audits were performed for the purpose of forming an opinion on the basic financial statements of the Greater Columbus Convention and Visitors Bureau, Inc. taken as a whole. The schedule of program expenses is presented for purposes of additional analysis and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated, in all material respects, in relation to the basic financial statements taken as a whole.

600 Partners LLC

Columbus, Ohio February 27, 2003

# STATEMENTS OF FINANCIAL POSITION

December 31, 2002 and 2001

#### **ASSETS**

Cash and cash equivalents Accounts receivable Pledges receivable Prepaid expenses and deposits Property and equipment - net Investments for retirement liability	2002 \$ 757,328 34,138 90,325 249,835 4,908	2001 (As Restated) \$ 533,605 78,859 160,000 101,271 322,121 10,349
TOTAL ASSETS	<u>\$ 1,136,534</u>	<u>\$ 1,206,205</u>
LIABILITIES AND NET A	SSETS	
LIABILITIES Accounts payable Accrued expenses Capital lease obligations Retirement liability Total liabilities	\$ 165,368 315,183 6,717 40,061 527,329	\$ 386,259 275,706 6,886 39,911 708,762
NET ASSETS Unrestricted net assets Temporarily restricted net assets Total net assets	609,205	483,443 14,000 497,443
TOTAL LIABILITIES AND NET ASSETS	<u>\$ 1,136,534</u>	<u>\$ 1,206,205</u>

#### STATEMENTS OF ACTIVITIES

# For the Years Ended December 31, 2002 and 2001

	2002	2001 As Restated
REVENUES AND OTHER SUPPORT Columbus bed tax Contributions Program revenue Promotion revenue, Franklin County Contributed services Publication revenue Registration Interest Other income Satisfaction of donor restrictions	\$ 3,809,169 515,487 543,754 500,000 232,924 280,632 28,796 5,890 19,898 14,000	\$ 4,035,940 416,764 302,446 500,000 121,257 193,271 25,300 32,073 46,285 156,000
Total revenues and other support	5,950,550	5,829,336
EXPENSES Convention marketing Tourism marketing Communication and public relations Management and general Total expenses	3,927,829 433,620 522,589 940,750 5,824,788	3,627,678 1,287,301 591,863 836,573 6,343,415
Change in unrestricted net assets	125,762	( 514,079)
CHANGES IN TEMPORARILY RESTRICTED NET ASSETS: Contributions Satisfaction of donor restrictions	<u>( 14,000)</u>	170,000 ( 156,000)
Total change in temporarily restricted net assets	( 14,000)	14,000
Change in net assets	111,762	( 500,079)
Net assets - beginning of year (as previously reported)	497,443	912,992
Prior period adjustment - correction of error		84,530
Net assets - beginning of year (as restated)	497,443	997,522
Net assets - end of year	<u>\$ 609,205</u>	\$ 497,443

The accompanying notes are an integral part of the financial statements.

### STATEMENTS OF CASH FLOWS

# For the Years Ended December 31, 2002 and 2001

	2002		2001 Restated
CASH FLOWS FROM OPERATING ACTIVITIES: Change in net assets Adjustments to reconcile change in net assets	\$ 111,762	<u>\$(</u>	500,079)
to net cash provided by (used in) operating activities  Depreciation and amortization	103,324		119,715
(Increase) decrease in operating assets: Accounts receivable Pledges receivable Prepaid expenses and deposits	44,721 160,000 10,946	•	318,072 160,000) 6,464
Increase (decrease) in operating liabilities: Accounts payable Accrued expenses Retirement liability Total adjustments	( 220,891 39,477 150 137,727	_ (	169,118) 82,699 17,397) 180,435
Net cash provided by (used in) operating activities	249,489		319,644)
CASH FLOWS FROM INVESTING ACTIVITIES: Purchases of property and equipment Decrease in investments for retirement liability Net cash used in investing activities	( 23,064 5,441 ( 17,623	·	86,244) 11,930 74,314)
CASH FLOWS FROM FINANCING ACTIVITIES: Payments on capital lease obligations Net cash used in financing activities	( 8,143 ( 8,143		8,371) 8,371)
Net increase (decrease) in cash and cash equivalents	223,723	(	402,329)
Cash and cash equivalents - beginning of year	533,605		935,934
Cash and cash equivalents - end of year	\$ 757,328		533,605
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION Cash paid during the year for interest	ON: <b>\$ 1,433</b>	\$	1,689

SUPPLEMENTAL SCHEDULE OF NON-CASH INVESTING AND FINANCING ACTIVITIES: During 2002, a capital lease obligation of \$7,974 was incurred when the Bureau entered into a lease for new equipment.

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### NATURE AND SCOPE OF ACTIVITIES

The Greater Columbus Convention and Visitors Bureau, Inc. (the Bureau) was organized to promote, attract, and service conventions for the city of Columbus, Ohio.

### SIGNIFICANT ACCOUNTING POLICIES

#### Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

#### **Financial Statement Presentation**

The Bureau reports information regarding its financial position and activities according to the following three classes:

- Unrestricted net assets Net assets that are not subject to time, donor-imposed stipulations or agreements. All monies of the Bureau are to be applied and expended solely for purposes consistent with the exempt purposes of the Bureau. For purposes of the statements of financial position and statements of activities, these funds are treated as unrestricted.
- <u>Temporarily restricted net assets</u> Net assets subject to donor-imposed stipulations that may or will be met either by actions of the Bureau or the passage of time. As of December 31, 2002 and 2001, temporarily restricted net assets were \$0 and \$14,000, respectively.
- <u>Permanently restricted net assets</u> Net assets subject to donor-imposed stipulations that they be maintained permanently by the Bureau. As of December 31, 2002 and 2001, there were no permanently restricted net assets.

#### **Cash and Cash Equivalents**

For purposes of the statements of cash flows, cash represents cash on hand, demand deposits held by banks and short-term investments having an initial maturity of three months or less.

(Continued)

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### SIGNIFICANT ACCOUNTING POLICIES (continued)

#### **Accounts Receivable**

The Bureau grants credit to its Members for participation in various functions. The Bureau uses the allowance method to recognize potentially uncollectible accounts. The allowance is provided based on management's estimation of the collectibility of the accounts receivable as of December 31, 2002 and 2001. The estimation takes into consideration historical trends, past history with specific customers and current economic conditions. Actual results could vary from the estimate. Accounts are charged against the allowance when management deems them to not be collectible. Interest is not charged by the Bureau on past due accounts. No allowance has been recorded due to management's belief that all accounts are collectible as of December 31, 2002 and 2001.

#### Pledges receivable

Pledges are recorded when the pledge is legally enforceable. The pledges receivable at December 31, 2002 and 2001 are shown net of any allowance for uncollectible accounts.

#### **Property and Equipment**

Property and equipment is carried at cost, less accumulated depreciation computed on the straight-line method. Major renewals and betterments are capitalized and depreciated; maintenance and repairs, which do not improve or extend the life of the respective assets, are charged to expense as incurred. Upon disposal of assets, the cost and related accumulated depreciation are removed from the accounts and any gain or loss is included in income. Property and equipment is depreciated over their estimated useful lives as follows:

Office furniture and equipment	3 – 10 years
Computer equipment	3 – 5 years
Leasehold improvements	10 years
Assets held under capital lease	5 – 7 years

#### **Investments for Retirement Liability**

Investments in debt securities are valued at their fair values as determined by quoted market prices in the statement of financial position. At December 31, 2002 and 2001, the fair value of the Bureau's investments approximate cost.

(Continued)

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### SIGNIFICANT ACCOUNTING POLICIES (continued)

#### Contributions

Contributions received are recorded as unrestricted, temporarily restricted or permanently restricted support depending on the existence or nature of any donor restrictions.

#### **Contributed Services and Materials**

The Bureau receives support from its Members in the form of publications, meeting facilities, lodging, meals and transportation. The estimated fair value of these services is reported as income and expense in the period in which the services are rendered and materials are donated.

#### Promotion, Publication and Program Revenue

The Bureau obtains support from the City of Columbus and Franklin County, Ohio to promote the City of Columbus and for Bureau programs, such as special events for trade shows and conventions. The Bureau also receives support to assist in reducing costs of certain publications.

#### **Federal Income Taxes**

The Bureau is exempt from federal taxes under Section 501(c)(6) of the Internal Revenue Code.

#### **Advertising Expense**

The Company expenses advertising costs as incurred. Advertising expenses were \$728,993 and \$1,212,676 for 2002 and 2001, respectively.

#### Reclassifications

Certain amounts in the 2001 financial statements have been reclassified to conform to the 2002 presentation report.

#### CASH AND CASH EQUIVALENTS

The Bureau maintains its cash in two accounts with one financial institution. One of these accounts is a money market account, which is not federally insured.

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### PROPERTY AND EQUIPMENT

Property and equipment consisted of the following at December 31:

	2002	2001
Office furniture and equipment	\$ 413,500 367,090	\$ 388,115 355,557
Computer equipment Leasehold improvements	391,050 25,409	387,313 35,026
Assets held under capital lease	1,197,049	1,166,011
Less: accumulated depreciation and amortization	<u>( 947,214)</u>	( 843,890)
Property and equipment – net	<u>\$ 249,835</u>	<u>\$ 322,121</u>

#### LINE OF CREDIT

During 2002, the Bureau obtained a line of credit with a bank at an interest rate of prime, maturing in March 2003. The line is secured by substantially all assets of the Bureau. The available amount is \$350,000 with no borrowings at December 31, 2002.

#### RETIREMENT LIABILITY

The Bureau has a contract with a retired president for nonqualified retirement benefits. The past president is to receive, for the remainder of his life, an annual amount from the Bureau (payable monthly) of \$22,000. The Bureau's liability was \$40,061 and \$39,911 at December 31, 2002 and 2001, respectively.

The investments for this retirement plan are in a custodial account maintained by the Huntington National Bank of Columbus. The funds in this account are invested in debt securities selected by the custodian. The Bureau contributed to this custodial account \$16,500 and \$10,000 in 2002 and 2001, respectively. The custodial account's balance was \$4,908 and \$10,349 at December 31, 2002 and 2001, respectively.

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### CONTRIBUTED SERVICES INCOME

Contributed services are as follows:

	2002	2001	
Convention marketing Travel, lodging, meals and incidentals Publications Decorating fees Production costs Audio visual Facility fee	\$ 27,299 - 375 46,035 2,000 1,750 77,459	\$ 20,776 54,352 - 210 - 75,338	
Tourism marketing Visitors Center – rent Travel, lodging, meals and incidentals Publications	35,286 - - - - 35,286	10,536 15,792 <u>950</u> 27,278	
Communications and Public Relations  Marketing Facility fees Decorating fees Production costs Consulting Event promotional supplies Travel, lodging, meals and incidentals	28,725 10,500 52,047 10,000 1,150 6,357 108,779	5,247 - - - - 1,994 7,241	
Management and general Van lease	11,400	11,400	
Total	<u>\$ 232,924</u>	<u>\$ 121,257</u>	

#### RETIREMENT PLAN

The Bureau has a 401(k) retirement plan that covers all eligible employees. The Bureau contributes to the plan, based on employee compensation. Expense related to this plan was \$92,456 and \$65,535 in 2002 and 2001, respectively.

The Bureau also has a self-funded disability plan providing for benefits if an employee is unable to work for medical reasons. The plan provides benefits of sixty-six percent (66%) of the employee's current salary for the period of disability, not to exceed eight weeks. No disability payments were made in 2002 and 2001.

(Continued)

#### NOTES TO FINANCIAL STATEMENTS

December 31, 2002 and 2001

#### LEASE COMMITMENTS

The Bureau has capital lease agreements for various office equipment. These leases have been capitalized at \$25,409 and \$35,026 in 2002 and 2001, respectively. Accumulated amortization was \$19,508 at December 31, 2002 and \$21,302 at December 31, 2001. Interest expense relating to these leases was \$1,433 and \$1,689 in 2002 and 2001, respectively.

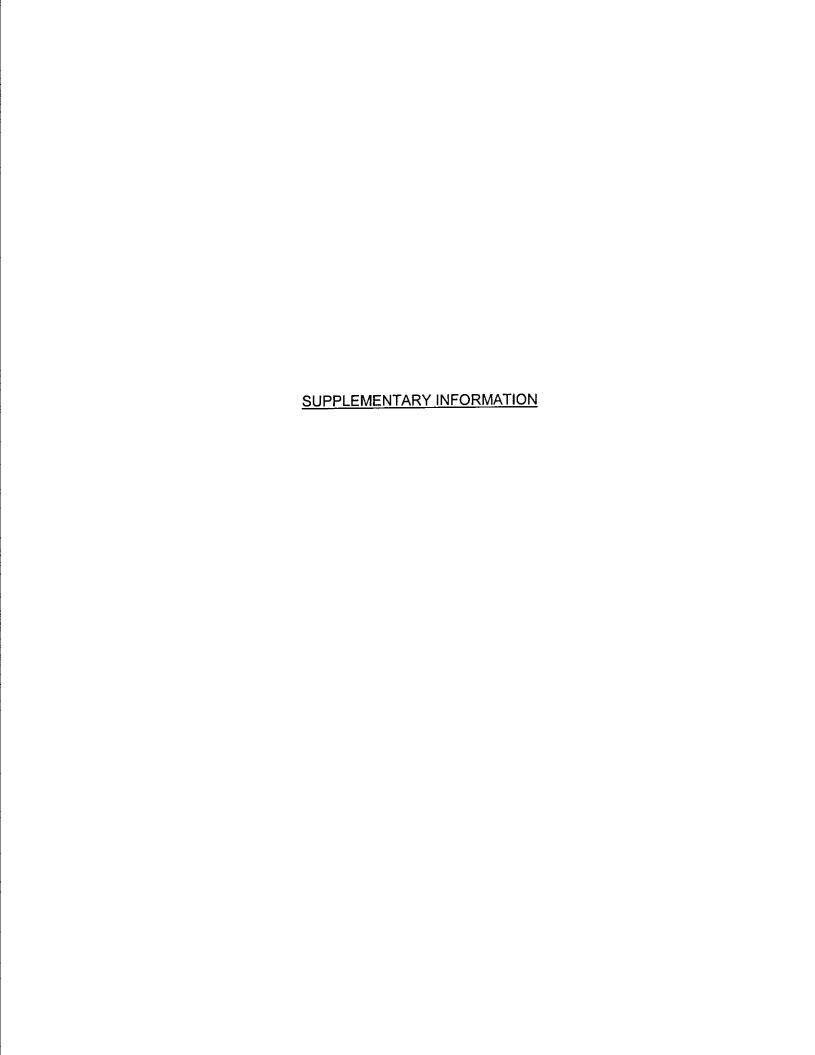
The Bureau also leases facilities and certain equipment under operating leases expiring through May 2007. The facilities lease contains an option to renew for two additional five-year periods. Rent expense was \$229,506 and \$219,934 in 2002 and 2001, respectively.

Future minimum annual lease payments are as follows:

	Operating <u>Leases</u>		Capital <u>Leases</u>	
2003 2004 2005 2006 2007	\$	218,916 218,916 218,916 218,916 91,215	\$	4,664 2,698 - -
Total minimum lease payments Less: amounts representing interest	<u></u>	966,879 -		7,362 645)
Present value of net minimum lease payments	<u>\$</u>	966,879	<u>\$</u>	6,717

#### CORRECTION OF ERROR

In prior years, management recorded contributions from Members as membership dues and recorded deferred revenue and amortized the revenue over twelve months. Management has reviewed their accounting practices with respect to this area and found that it is more appropriate to record such revenue as contributions. In accordance with generally accepted accounting principles, contributions shall be recognized as revenue in the period the contribution is received. Thus, the Bureau has overstated deferred revenue and understated contribution revenue by \$84,530. Income for the year ended December 31, 2001, was overstated by \$42,977. The accompanying 2001 financial statements have been restated to reflect the correction. Unrestricted net assets as of December 31, 2000 has also been restated to reflect the correction of the error.



# SCHEDULE OF PROGRAM EXPENSES

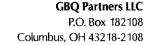
For the Year Ended December 31, 2002

	Convention Marketing	Tourism Marketing	Communications and Public Relations	Management and General	Total
Personnel services	\$ 1,615,198	\$ 261,368	\$ 289,509	\$ 736,443	\$ 2,902,518
Visitors Center	-	52,228	~	-	52,228
Promotion:					
Advertising	705,447	36	16,817	6,693	728,993
Travel and lodging	94,335	11,478	6,226	6,802	118,841
Meals and entertainment	229,771	6,139	8,408	27,362	271,680
Publications	11,634	1,147	20,430	-	33,211
Program development	256,858	9,347	8,570	-	274,775
Promotional items	76,363	1,770	1,084	383	79,600
Project expenses	-	-	70,000	-	70,000
Facilities rent	140,604	22,764	30,570	35,568	229,506
Building occupancy	53,264	10,166	12,232	15,237	90,899
Professional fees	113,321	6,011	3,944	28,004	151,280
Auto, van, parking, etc.	7,493	661	744	11,545	20,443
Computer expense	30,010	667	262	6,354	37,293
Equipment rental and maintenance	4,823	798	964	2,677	9,262
Insurance	7,804	985	1,200	7,090	17,079
Office supplies	71,481	6,299	10,303	9,414	97,497
Postage	41,276	16,554	16,492	5,909	80,231
Telephone	49,762	7,115	7,760	12,981	77,618
Miscellaneous	1,196	50	106	788	2,140
Sponsorship and events	343,890	2,375	2,326	2,305	350,896
Subscription and memberships	9,924	4 119	1,040	10,391	25,474
Depreciation and amortization	63,375	11,543	13,602	14,804	103,324
	\$ 3,927,829	<u>\$ 433,620</u>	\$ 522,589	\$ 940,750	\$ 5,824,788

# SCHEDULE OF PROGRAM EXPENSES

### For the Year Ended December 31, 2001

	Convention Marketing	Tourism Marketing	Communications and Public Relations	Management and General	Total
Personnel services	\$ 1,614,580	\$ 285,131	\$ 268,370	\$ 597,148	\$ 2,765,229
Visitors Center	-	55,958	-	-	55,958
Promotion:					
Advertising	431,190	764,618	14,796	2,072	1,212,676
Travel and lodging	118,751	24,336	8,638	7,604	159,329
Meals and entertainment	239,229	21,986	11,958	26,682	299,855
Publications	27,828	2,258	49,209	-	79,295
Program development	197,473	22,423	17,678	-	237,574
Promotional items	106,963	16,339	7,742	2,703	133,747
Project expenses	500	-	72,100	-	72,600
Facilities rent	134,116	23,174	28,736	33,908	219,934
Building occupancy	58,066	11,336	13,535	15,109	98,046
Professional fees	116,799	6,686	21,639	43,034	188,158
Auto, van, parking, etc.	4,628	1,392	654	11,723	18,397
Computer expense	9,232	765	454	9,145	19,596
Equipment rental and maintenance	6,501	1,784	1,169	5,163	14,617
Insurance	10,043	1,777	1,908	6,931	20,659
Office supplies	68,750	6,230	16,912	11,697	103,589
Postage	43,658	7,865	25,494	6,878	83,895
Telephone	57,719	7,506	6,963	18,462	90,650
Miscellaneous	5,750	668	1,253	3,449	11,120
Sponsorship and events	287,540	6,709	6,195	1,980	302,424
Subscription and memberships	18,052	5,169	2,038	11,071	36,330
Depreciation and amortization	70,310	13,191	14,422	21,814	119,737
	\$ 3,627,678	\$ 1,287,301	\$ 591,863	\$ 836,573	\$ 6,343,415





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To The Board of Trustees Greater Columbus Convention and Visitors Bureau, Inc. Columbus, Ohio

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

We have audited the financial statements of the Greater Columbus Convention and Visitors Bureau, Inc. (a non-profit organization) as of and for the year ended December 31, 2002. We conducted our audit in accordance with 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.

#### Compliance

As part of obtaining reasonable assurance about whether the Greater Columbus Convention and Visitors Bureau, Inc.'s financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts and grants, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. 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 that are required to be reported under *Government Auditing Standards*.

#### Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Greater Columbus Convention and Visitors Bureau, Inc.'s internal control over financial reporting in order to determine our auditing procedures for the purpose of expressing our opinion on the financial statements and not to provide assurance on the internal control over financial reporting. Our consideration of the internal control over financial reporting would not necessarily disclose all matters in the internal control over financial reporting that might be material weaknesses. A material weakness is a condition in which the design or operation of one or more of the internal control components does not reduce to a relatively low level the risk that misstatements in amounts that would be material in relation to the financial statements being audited may occur and not be detected within a timely period by employees in the normal course of performing their assigned functions. We noted no matters involving the internal control over financial reporting and its operation that we consider material weaknesses.



To The Board of Trustees Greater Columbus Convention and Visitors Bureau, Inc. Page 2

This report is intended solely for the information and use of the executive committee, management and the City of Columbus, Ohio and is not intended to be and should not be used by anyone other than these specified parties.

622 Partners LLC

Columbus, Ohio February 27, 2003



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### GREATER COLUMBUS CONVENTION AND VISITORS BUREAU, INC.

#### **FRANKLIN COUNTY**

#### **CLERK'S CERTIFICATION**

This is a true and correct copy of the report which is required to be filed in the Office of the Auditor of State pursuant to Section 117.26, Revised Code, and which is filed in Columbus, Ohio.

**CLERK OF THE BUREAU** 

Susan Babbett

CERTIFIED NOVEMBER 13, 2003