GREATER CINCINNATI CONVENTION AND VISITORS BUREAU

HAMILTON COUNTY, OHIO

REGULAR AUDIT

FOR THE YEARS ENDED DECEMBER 31, 2018 & 2017





88 East Broad Street Columbus, Ohio 43215 IPAReport@ohioauditor.gov (800) 282-0370

Members of the Board Greater Cincinnati Convention and Visitors Bureau 525 Vine St. Ste 1200 Cincinnati, OH 45202

We have reviewed the *Independent Auditor's Report* of the Greater Cincinnati Convention and Visitors Bureau, Hamilton County, prepared by Charles E. Harris & Associates, Inc., for the audit period January 1, 2018 through December 31, 2018. 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 Cincinnati Convention and Visitors Bureau is responsible for compliance with these laws and regulations.

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Keith Faber Auditor of State Columbus, Ohio

August 26, 2019

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GREATER CINCINNATI CONVENTION AND VISITORS BUREAU, INC. HAMILTON COUNTY

TABLE OF CONTENTS

TITLE	PAGE
Independent Auditor's Report	1
Financial Statements:	
Statements of Financial Position December 31, 2018 and 2017	3
Statements of Activities for the Years Ended December 31, 2018 and 2017	4
Statements of Cash Flows for the Years Ended December 31, 2018 and 2017	5
Notes to the Financial Statements	7
Independent Auditor's Report on Internal Control Over Financial Reporting and on Compliance and Other Matters Based on an Audit of Financial Statements Performed in Accordance With <i>Government Auditing Standards</i>	12

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INDEPENDENT AUDITOR'S REPORT

Greater Cincinnati Convention and Visitors Bureau, Inc. Hamilton County 525 Vine Street, Suite 1200 Cincinnati, Ohio 45202

To the Board of Directors:

We have audited the accompanying financial statements of the Greater Cincinnati Convention and Visitors Bureau, Inc. (the Bureau), a not for profit corporation, which comprise the statement of financial position as of December 31, 2018 and 2017 and the related statements of activities and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express opinions 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. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Bureau's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Greater Cincinnati Convention and Visitors Bureau, Inc. Hamilton County Independent Auditor's Report Page 2

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Greater Cincinnati Convention and Visitors Bureau, Inc. as of December 31, 2018 and 2017 and the changes in its financial position and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

Emphasis of Matter

As discussed in Note 1 to the financial statements, in 2018, the Bureau adopted the Financial Accounting Standards Board's ASU 2016-14, Not-For-Profit Entities (Topic 958) – *Presentation of Financial Statements of Not-For Profit Entities*. Our opinion is not modified with respect to this matter.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated June 20, 2019 on our consideration of the Bureau's internal control over financial reporting and our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Bureau's internal control over financial reporting and compliance.

Charles Having Association

Charles E. Harris & Associates, Inc. June 20, 2019

Assets		
	2018	2017
Cash and cash equivalents	\$ 1,928,820) \$ 1,592,450
County Hotel/Motel excise tax receivable	1,876,500	0 1,658,745
City/County residual fund receivable	539,936	5 -
Program receivables	31,059	9 43,764
Membership receivables	42,164	4 31,003
General and suppliers' current and prior year subscriptions		
and sundry advances	129,866	5 202,581
Total receivables	2,619,525	5 1,936,093
Less allowance for doubtful accounts	(51,883	3) (73,408)
	2,567,642	1,862,685
Prepaid expenses	122,966	5 43,463
Total Current Assets	4,619,428	3 3,498,598
Equipment	753,828	666,441
Less accumulated depreciation	(383,559	
	370,269	
Total Assets	\$ 4,989,697	7 \$ 3,897,576
Liabilities and Net Assets		
Current liabilities:		
Current portion of capital lease	\$ 13,202	L\$-
Accounts payable	299,520	
Accrued payroll	367,840	532,895
Deferred rent expense	143,136	
Deferred membership and other deferred revenue	11,496	
Grants payable	424,503	
Total Current Liabilities	1,259,696	5 1,443,741
Long Term Obligations:		
Capital lease, net of current portion	29,539)
Total Liabilities	1,289,235	5 1,443,741
Net Assets:		
Without Donor Restrictions	2,978,062	1,981,415
With Donor Restrictions	722,400	
Total net assets	3,700,462	
Total Liabilities and Net Assets	\$ 4,989,697	7 \$ 3,897,576

See accompanying notes to the financial statements.

	2018			:			
		out Donor triction	With Donor Restriction	Total	Without Donor Restriction	With Donor Restriction	Total
Revenues:							
Gross County Hotel/Motel excise tax revenue	\$ 8	8,087,825 \$	- \$	-//	7,697,745 \$	- \$	7,697,745
Government Funding		-	1,539,936	1,539,936	-	1,397,097	1,397,097
Income from members' subscriptions		301,950	-	301,950	304,400	-	304,400
Registration services		1,723	-	1,723	3,796	-	3,796
Passkey		55,947	-	55,947	52,248	-	52,248
Corporate sponsorships		7,500	-	7,500	30,000	-	30,000
Interest income		3,944	-	3,944	3,951	-	3,951
Other income		12,990	-	12,990	7,889	-	7,889
Net assets released from restrictions:							
Satisfaction of program restrictions	1	,289,956	(1,289,956)		1,682,975	(1,682,975)	-
Total revenues		9,761,835	249,980	10,011,815	9,783,004	(285,878)	9,497,126
Expenses:							
Convention related expenditures:							
Convention sales and destination services	3	8,010,627	-	3,010,627	3,564,868	-	3,564,868
Convention services		313,689	-	313,689	380,720	-	380,720
Public relations and marketing	1	,137,333	-	1,137,333	1,370,130	-	1,370,130
u u u u u u u u u u u u u u u u u u u	-	4,461,649	-	4,461,649	5,315,718	-	5,315,718
General and administrative	2	2,005,270	-	2,005,270	1,453,018	-	1,453,018
Initiatives:				-			-
Grant to Greater Cincinnati Sports Corporation		170,000	-	170,000	170,000	-	170,000
Grant to Regional Tourism Network	1	,878,269	-	1,878,269	2,578,048	-	2,578,048
Grant to Source Cincinnati		250,000	-	250,000	250,000	-	250,000
	2	2,298,269	-	2,298,269	2,998,048	-	2,998,048
Total expenses	8	8,765,188		8,765,188	9,766,784		9,766,784
Change in Net Assets		996,647	249,980	1,246,627	16,220	(285,878)	(269,658)
Net Assets at Beginning of Year	1	,981,415	472,420	2,453,835	1,965,195	758,298	2,723,493
Net Assets at End of Year	\$	2,978,062 \$	722,400 \$	3,700,462 \$	1,981,415 \$	472,420 \$	2,453,835

See accompanying notes to the financial statements.

Greater Cincinnati Convention and Visitors Bureau, Inc. Statements of Cash Flows Years Ended December 31, 2018 and 2017

	-	2018		2017
Cash flows from operating activities:				
Change in net assets	\$	1,246,627	\$	(269,658)
Adjustments to reconcile change in net assets to net cash	Ŷ	1,210,027	Ŷ	(203,030)
provided by operating activities:				
Depreciation		116,096		111,392
Bad debt recovery		(21,525)		-
Changes in net assets and liabilities:		(22)323)		
Accounts receivable and advances-net		(683,432)		274,782
Prepaid expenses		(79,503)		12,015
Accounts payable		85,659		(119,450)
Accrued payroll		(165,055)		(12,291)
Deferred rent expense		9,979		71,909
Deferred membership & other income		2,750		(113)
Grants payable		(130,579)		24,326
	-	(130,373)		24,520
Net cash provided by operating activities	-	381,017		92,912
Cash flows from investing activities:				
Purchase of equipment, leasehold improvements		(28,513)		(38,901)
r drenase of equipment, leasenoid improvements	-	(20,515)		(30,301)
Cash flows from financing activities:				
Payments on capital lease obligation	-	(16,134)		(7,082)
Net cash used by financing activities	-	(16,134)	,	(7,082)
Net increase (decrease) in cash and cash equivalents		336,370		46,929
Cash and cash equivalents at beginning of year	-	1,592,450		1,545,521
Cash and cash equivalents at end of year	\$	1,928,820	\$	1,592,450
Supplemental information:				
Purchase of equipment under capital lease obligation	\$	58,874	\$	-
Portion of purchased equipment in accounts payable	\$	7,638	\$	
Interest paid	\$	366	\$	270
	Ý :	200	-	2, 5

See accompanying notes to the financial statements.

1. SUMMARY OF ACCOUNTING POLICIES:

Greater Cincinnati Convention and Visitors Bureau, Inc. (the Bureau) is a sales, marketing, and service organization and impacts the Greater Cincinnati area economy through convention, trade show, and visitor expenditures.

Cash and cash equivalents

Cash and cash equivalents include highly liquid investments with a maturity of three months or less when purchased. The Bureau maintains its cash balances in demand deposit accounts, money market funds, and certificates of deposit primarily with commercial banks in Ohio that, at times, may exceed federally insured limits. The Bureau has not experienced any losses in such accounts and the Bureau believes it is not exposed to any significant credit risk on cash.

Allowance for doubtful accounts

The allowance is determined by considering the length of time receivable balances are outstanding and the companies' ability to pay. The outstanding balances are reviewed monthly and ability to collect is determined. The allowance is decreased when receivables are deemed to be uncollectible, and payments subsequently received on such receivables restore the allowance for doubtful accounts. The allowance for doubtful accounts was \$51,883 at December 31, 2018 and \$73,408 at December 31, 2017.

Revenues

The Bureau receives revenues generated from a 3% excise tax on hotel rooms in Hamilton County, Ohio and other governmental funds. These revenues are authorized under regulations approved by the Hamilton County Board of Commissioners under legislation approved by the Ohio legislature. Membership and other fees are recognized as earned. Contributions and grants are recognized when awarded. Sponsorships for various programs are deferred and recognized when the event or program has occurred.

Equipment

Equipment is recorded at cost at the date of purchase. Costs of maintenance and repairs are charged to expense as incurred. Assets are depreciated over their estimated useful lives using the straight-line method.

The following is a summary of property and equipment at December 31:

	2018	2017
Furniture and equipment	\$537,824	\$468,730
Leasehold improvements	216,004	<u>198,711</u>
Total	\$753,828	\$666,441
Less: accumulated depreciation	(383,559)	<u>(267,463)</u>
Net property and equipment	\$370,269	<u>\$398,978</u>

Depreciation expense was \$116,096 and \$111,392 in 2018 and 2017, respectively.

1. SUMMARY OF ACCOUNTING POLICIES (CONTINUED):

Deferred membership income

Deferred membership income represents collections in the current year that pertains to billings of membership revenues attributable to the following year.

Grants payable

As a part of their mission to support the region, the Bureau has pledged to support certain organizations and initiatives. Amounts pledged to these organizations are recorded when the pledge or grant is made.

The Financial Accounting Standards Board issued ASU 2016-2014, Not for Profits Entities (Topic 958) – *Presentation of Financial Statements of Not for Profit Entities*. Under ASU 2016-2014, nonprofits are required to report information regarding its financial position and activities according to the following net asset classifications:

Net assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the organization. These net assets may be used at the discretion of Bureau's management and the Board of Directors.

Net assets with donor restrictions

The Bureau reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets. When a donor restriction expires, that is, when a stipulated time restriction or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as net assets released from restrictions.

The Bureau reports gifts of land, buildings, and equipment as unrestricted support unless explicit donor stipulations specify how the donated assets must be used. Gifts of long-lived assets with explicit restrictions that specify how the assets are to be used, and gifts of cash or other assets that must be used to acquire long-lived assets are reported as restricted support. Absent explicit donor stipulations about how long those long-lived assets must be maintained, the Bureau reports expirations of donor restrictions when the donated or acquired long-lived assets are placed in service.

Donated materials and services

The Bureau records donated services, including donated rent, as revenue in the financial statements at their estimated fair value with a corresponding charge to donated services. Donated services are not recorded if no objective basis is available to measure the value received by the Bureau.

Income tax status

The Internal Revenue Service has ruled that the Bureau qualified under Section 501(c)(6) of the Internal Revenue Code (IRC). Once qualified, the Bureau is required to operate in conformity with the IRC to maintain its qualification. Management is not aware of any course of action or series of events that have occurred that might adversely affect the Bureau's exempt status. The Bureau has not engaged in any activity which would expose it to unrelated business income taxes.

1. SUMMARY OF ACCOUNTING POLICIES (CONTINUED):

Uncertain tax positions

The Bureau follows the provisions for *Accounting for Uncertainty in Income Taxes*. Those provisions clarify the accounting and recognition for income tax positions taken or expected to be taken in the Bureau's income tax returns. The Bureau's income tax filings are subject to audit by various taxing authorities. The Bureau's open audit periods are 2015-2017. The Bureau's policy with regard to interest and penalties is to recognize interest through interest expense and penalties through other expense. In evaluating the Bureau's tax provisions and accruals, future taxable income, and the reversal of temporary differences, interpretations and tax planning strategies are considered. The Bureau believes their estimates are appropriate based on current facts and circumstances.

Use of estimates in financial statements

In preparing financial statements in conformity with generally accepted accounting principles, management makes estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements, as well as the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Subsequent events

The Bureau evaluates events and transactions occurring subsequent to the date of the financial statements for matters requiring recognition or disclosure in the financial statements. The accompanying financial statements consider events through June 20, 2019, the date on which the financial statements were available to be issued.

New accounting pronouncement

On August 18, 2016, FASB issued ASU 2016-14, Not-for-Profit Entities (Topic 958) – *Presentation of Financial Statements of Not-for-Profit Entities*. The update addresses the complexity and understandability of net asset classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment return. The Bureau has adjusted the presentation of these statements accordingly. The ASU has been applied retrospectively to all periods presented.

2. REVENUE CONCENTRATION:

The Bureau is dependent upon the Hotel/Motel excise tax revenue levy. Tax levy revenues were 80% and 81% of total revenue for the years ended December 31, 2018 and 2017, respectively. The receivables from the County were 72% and 86% for the years ended December 31, 2018 and 2017, respectively. A discontinuance of this tax levy would severely affect the operation of the Bureau.

3. EMPLOYMENT AGREEMENT:

The Bureau signed an employment agreement with its CEO effective June 1, 2018 and will continue until May 31, 2021. The agreement provides for base and incentive compensation.

4. OPERATING LEASES:

The Bureau has operating leases for office space, furniture and office equipment which expire at various dates through 2028. The future minimum rental commitments as of December 31, 2018 for the non-cancellable leases are as follows:

2019	\$ 272,746
2020	268,544
2021	251,877
2022	256,890
2023	259,478
Thereafter	<u>1,175,143</u>
	<u>\$2,484,678</u>

Total rental expense was \$260,489 and \$260,036 in 2018 and 2017, respectively.

5. CAPITAL LEASE:

In 2018, the Bureau acquired equipment under a capital lease agreement. The lease is set to continue until 2021. Capital leased assets included in equipment have costs totaling \$58,874 and accumulated depreciation totaling \$9,812 and \$0 at December 31, 2018 and 2017, respectively.

6. REVOLVING LINE OF CREDIT:

During 2014, the Bureau entered into an annual renewable \$250,000 line of credit agreement that bears interest at the Bank's prime rate plus 1.5%, with principal due May 16, 2019. At December 31, 2018 and 2017, there was no outstanding balance against the line. The line is secured by all assets of the Bureau.

7. RETIREMENT PLAN:

The Bureau has a defined contribution 401(k) savings plan. The defined contribution 401(k) savings plan allows the Bureau to make matching contributions. The plan covers substantially all employees who meet certain eligibility requirements as to age and length of service. Bureau matching contributions are provided up to 3% for the first 3% and 1.5% of the next 3% of eligible employee compensation with certain limitations. The expenses for 2018 and 2017 were \$100,869 and \$112,620, respectively.

8. FUNCTIONAL EXPENSES:

The Bureau promotes the Greater Cincinnati are economy through its sales and marketing efforts. Expenses related to providing these program services and supporting functions for the year ended December 31 are as follows:

	<u>2018</u>	<u>2017</u>
Program Services General and administrative	\$6,759,918 <u>2,005,270</u>	\$8,313,766 <u>1,453,018</u>
	<u>\$8,765,188</u>	<u>\$9,766,784</u>

9. RELATED PARTY:

The Bureau is affiliated with the Spirit of Cincinnati (Spirit) which is an organization committed to education programs concerning the City of Cincinnati. At December 31, 2018 and 2017, the Bureau had a receivable from Spirit of \$111,941 and \$189,245, respectively.

10. NET ASSETS WITH DONOR RESTRICTIONS:

Net assets with donor restrictions were \$722,400 and \$472,420 at December 31, 2018 and 2017, respectively.

During 2018 and 2017, net assets released from restriction were \$1,289,956 and \$1,682,975, respectively.

11. LIQUIDITY AND AVAILABIITY OF FINANCIAL ASSETS:

The following reflect the Bureau's financial assets as of the balance sheet date, reduced by amounts not available for general use because of contractual or donor-imposed restrictions within one year of the balance sheet date.

	2018	2017
Total Assets, at year end	\$4,989,697	\$3,897,576
Less: Fixed and Non-Financial Assets	623,101	645,022
Financial Assets, at year end	4,366,596	3,252,554
Less those unavailable for general		
expenditures within one year due to		
contractual or donor-imposed restrictions		
Financial assets available to meet cash needs		
for general expenditures within one year	\$4,366,596	\$3,252,554

INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH <u>GOVERNMENT AUDITING STANDARDS</u>

Greater Cincinnati Convention and Visitors Bureau, Inc. Hamilton County 525 Vine Street, Suite 1200 Cincinnati, Ohio 45202

To the Board of Directors:

We have audited, 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, the financial statements of the Greater Cincinnati Convention and Visitors Bureau, Inc., Hamilton County, (the Bureau), a nonprofit corporation, which comprise the statement of financial position as of December 31, 2018, and the related statements of activities and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated June 20, 2019. We also noted the Bureau adopted Financial Accounting Standards Board (FASB) ASU 2016-14, Not-for-Profit Entities (Topic 958) – *Presentation of Financial Statements of Not-for-Profit Entities*.

Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Bureau's internal control over financial reporting (internal control) to determine the 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 Bureau's internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control.

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 Bureau'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. 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.

Greater Cincinnati Convention and Visitors Bureau, Inc. Hamilton County Independent Auditor's 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* Page 2

Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Bureau'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 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 or other matters that are required to be reported under *Government Auditing Standards*.

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 results of that testing, and not to provide an opinion on the effectiveness of the Bureau'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 Bureau's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Charles Having Association

Charles E. Harris & Associates, Inc. June 20, 2019



GREATER CINCINNATI CONVENTION AND VISITORS BUREAU

HAMILTON 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.

Susan Babbrtt

CLERK OF THE BUREAU

CERTIFIED SEPTEMBER 5, 2019

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