

**THE GREATER COLUMBUS CONVENTION AND
AND VISITOR'S BUREAU
dba EXPERIENCE COLUMBUS**

FRANKLIN COUNTY

REGULAR AUDIT

DECEMBER 31, 2016 AND 2015





Dave Yost • Auditor of State

Board of Trustees
The Greater Columbus Convention and Visitor's Bureau
277 West Nationwide Blvd.
Columbus, Ohio 43215

We have reviewed the Independent Auditor's report of The Greater Columbus Convention and Visitor's Bureau, Franklin County, prepared by Wilson, Shannon & Snow, Inc., for the audit period January 1, 2016 through December 31, 2016. 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 Visitor's Bureau is responsible for compliance with these laws and regulations.

A handwritten signature in black ink that reads "Dave Yost".

Dave Yost
Auditor of State

May 11, 2017

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**THE GREATER COLUMBUS CONVENTION AND
AND VISITOR'S BUREAU
dba EXPERIENCE COLUMBUS**

FRANKLIN COUNTY

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The Greater Columbus Convention and Visitor's Bureau
dba Experience Columbus
Franklin County
277 West Nationwide Blvd.
Columbus, Ohio 43215

INDEPENDENT AUDITOR'S REPORT

To the Board of Trustees:

Report on the Financial Statements

We have audited the accompanying comparative financial statements of The Greater Columbus Convention and Visitor's Bureau, dba Experience Columbus, Franklin County, Ohio (the Organization), which comprise the statements of financial position as of December 31, 2016, and the related statements of activities and statements of cash flows for the year then ended, and the related notes to the consolidated financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for preparing and fairly presenting these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes designing, implementing, and maintaining internal control relevant to preparing and fairly presenting financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to opine on these financial statements based on our audit. We audited in accordance with auditing standards generally accepted in the United States of America and the financial audit standards in the Comptroller General of the United States' *Government Auditing Standards*. Those standards require us to plan and perform the audit to reasonably assure the financial statements are free from material misstatement.

An audit requires obtaining evidence about financial statement amounts and disclosures. The procedures selected depend on our judgment, including assessing those risks of financial statement material misstatement, whether due to fraud or error. In assessing those risks, we consider internal control relevant to the Organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not to the extent needed to opine on the effectiveness of the Organization's internal control. Accordingly, we express no opinion. An audit also includes evaluating the appropriateness of management's accounting policies and the reasonableness of their significant accounting estimates, as well as our evaluation of overall financial statement presentation.

We believe the audit evidence we obtained is sufficient and appropriate to support our opinion.

Wilson, Shannon & Snow, Inc.

CERTIFIED PUBLIC ACCOUNTANTS
Ten West Locust Street
Newark, Ohio 43055
(740) 345-6611
1-800-523-6611
FAX (740) 345-5635

The Greater Columbus Convention and Visitor's Bureau
dba Experience Columbus
Franklin County
Independent Auditor's Report

Opinion

In our opinion, the 2016 financial statements referred to above present fairly, in all material respects, the financial position of The Greater Columbus Convention and Visitor's Bureau, Franklin County as of December 31, 2016, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Prior Period Financial Statements

The financial statements of The Greater Columbus Convention and Visitor's Bureau as of December 31, 2015, were audited by other auditors whose report dated April 11, 2016, expressed an unmodified opinion on those statements.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated March 1, 2017 on our consideration of the Organization'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. That report describes the scope of our internal control testing over financial reporting and compliance, and the results of that testing, and does not opine on internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Organization's internal control over financial reporting and compliance.

Wilson, Shanna & Son, Inc.

March 1, 2017
Newark, Ohio

THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
dba EXPERIENCE COLUMBUS
FRANKLIN COUNTY

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2016 AND 2015

	2016	2015
ASSETS		
Current Assets:		
Cash and Cash Equivalents	\$ 3,973,472	\$ 3,795,883
Accounts Receivable	1,125,782	455,363
Prepaid Expenses and Deposits	529,584	326,995
Total Current Assets	5,628,838	4,578,241
Noncurrent Assets:		
Property and Equipment, Net	418,715	447,629
TOTAL ASSETS	\$ 6,047,553	\$ 5,025,870
 LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts Payable	1,292,096	936,354
Accrued Expenses	398,169	313,761
Deferred Revenue	103,820	103,780
TOTAL LIABILITIES	1,794,085	1,353,895
 NET ASSETS		
Unrestricted:		
Property and Equipment Reserve	65,974	65,974
Undesignated	4,187,494	3,606,001
TOTAL NET ASSETS	4,253,468	3,671,975
TOTAL LIABILITIES AND NET ASSETS	\$ 6,047,553	\$ 5,025,870

The notes to the consolidated financial statements are an integral part of this statement.

THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
dba EXPERIENCE COLUMBUS
FRANKLIN COUNTY

CONSOLIDATED STATEMENTS OF ACTIVITIES
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015

CHANGE IN UNRESTRICTED NET ASSETS:	2016	2015
REVENUES AND OTHER SUPPORT		
Columbus Bed Tax	\$ 9,450,742	\$ 9,086,929
Contributions	789,581	758,104
Program Revenue	1,747,786	1,813,750
Promotional Revenue, Franklin County	2,025,000	2,000,000
Contributed Services	279,744	344,140
Publication Revenue	463,621	502,001
Sports Marketing	958,000	935,505
Interest	113	42
Other	63,231	66,469
Total Unrestricted Revenue and Other Support	15,777,818	15,506,940
EXPENSES		
Convention Marketing	6,659,726	6,889,520
Tourism Marketing	2,456,297	2,494,999
Communication and Public Relations	1,190,416	976,717
Sports Marketing	1,793,875	1,790,605
Management and General	3,096,011	2,823,127
Total Expenses	15,196,325	14,974,968
CHANGE IN NET ASSETS	581,493	531,972
NET ASSETS, BEGINNING OF YEAR	3,671,975	3,140,003
NET ASSETS, END OF YEAR	\$ 4,253,468	\$ 3,671,975

The notes to the consolidated financial statements are an integral part of this statement.

THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
dba EXPERIENCE COLUMBUS
FRANKLIN COUNTY

CONSOLIDATED STATEMENTS OF CASH FLOWS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015

	2016	2015
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets	\$ 581,493	\$ 531,972
Adjustments to reconcile net assets to net cash provided by operating activities:		
Depreciation	187,806	165,221
Changes in Assets and Liabilities:		
Decrease/(Increase) in Accounts Receivable	(670,419)	881,507
Decrease/(Increase) in Prepaid Expenses and Deposits	(202,589)	2,278
Increase in Accounts Payable	355,742	150,368
(Decrease)/Increase in Accrued Expenses	84,408	(82,380)
(Decrease)/Increase in Deferred Revenue	40	(428,062)
	336,481	1,220,904
CASH FLOWS FROM CAPITAL AND RELATED FINANCING ACTIVITIES		
Purchase of Property and Equipment	(158,892)	(230,492)
NET INCREASE IN CASH AND CASH EQUIVALENTS	177,589	990,412
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	3,795,883	2,805,471
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 3,973,472	\$ 3,795,883

The notes to the consolidated financial statements are an integral part of this statement.

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015**

Note 1. Nature of Organization and Significant Accounting Policies

Nature of organization: The Greater Columbus Convention & Visitors Bureau, dba Experience Columbus ("the Organization") is the official destination marketing organization for Greater Columbus. The Organization established the Experience Columbus Foundation to further promote its mission. The Organization is the sole member of the Experience Columbus Foundation. The activity of the Experience Columbus Foundation is consolidated into the Organization's financial statements.

The Greater Columbus Sports Commission operates within Experience Columbus and was organized to promote, attract, and service sporting events for Greater Columbus. The Greater Columbus Sports Commission established The Greater Columbus Sports Foundation ("Sports Foundation") to further promote its mission. The Organization is the sole member of the Sports Foundation. The activity of the Sports Foundation is consolidated into the Organization's financial statements.

Basis of presentation: The financial statements have been prepared on the accrual basis of accounting in conformity with accounting principles generally accepted in the United States of America (GAAP).

Consolidation: The consolidated financial statements include the accounts of the Organization, the Experience Columbus Foundation, and the Sports Foundation. All significant intercompany balances and transactions have been eliminated in the consolidated financial statements.

Use of estimates: The preparation of financial statements in conformity with GAAP requires management to make 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 and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Financial statement presentation: The Organization reports information regarding its financial position and activities according to the following three classes:

- Unrestricted Net Assets – Net assets that are not subject to donor-imposed stipulations.
- Property and Equipment Reserve – Represents the amount designated by the Organization's Board to cover the replacement or repair of the Organization's property and equipment.
- Temporarily restricted net assets – Net assets subject to donor-imposed stipulations that may or will be met either by actions of the Organization or the passage of time. As of December 31, 2016 and 2015, there were no temporarily restricted net assets.
- Permanently restricted net assets – Net assets subject to donor-imposed stipulations that they be maintained permanently by the Organization. As of December 31, 2016 and 2015, there were no permanently restricted net assets.

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 1. Nature of Organization and Significant Accounting Policies (Continued)

Cash and cash equivalents: For purposes of the statement of cash flows, the Organization considers all highly liquid investments with a maturity of three months or less to be cash equivalents.

The Organization's cash balance fluctuates during the year and can exceed federally insured limits. Management monitors regularly the financial condition of the banking institution, along with the balances in cash and cash equivalents and tries to keep this potential risk to a minimum. The Organization has not experienced any losses in such accounts and believes it is not exposed to any significant credit risk on cash and cash equivalents. Protection of the Organization's deposits is provided by the Federal Deposit Insurance Corporation (FDIC), by eligible securities pledged by the financial institution as security for repayment or by a single collateral pool established by the financial institution to secure the repayment of all public monies deposited with the institution.

Accounts receivable: The Organization grants credit to its members for participation in various functions. The Organization uses the allowance method to recognize potentially uncollectible accounts. The allowance is provided based on management's estimation of the collectability of the accounts receivable as of December 31, 2016 and 2015. 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 Organization on past due accounts. Due to management's belief that all accounts are collectible as of December 31, 2016 and 2015, no allowance has been recorded.

Property and equipment: Property and equipment are recorded at cost, less accumulated depreciation. Provisions for depreciation are computed under the straight-line method based upon the estimated useful lives of the assets, which range from 3 to 10 years. Leasehold improvements are amortized over the lesser of the lease term or the estimated useful life of the asset. Depreciation expense was \$187,806 and \$165,221 for 2016 and 2015, respectively. Property and equipment that are donated are recorded at their fair value on the date of receipt. Major renewals and betterments over \$500 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.

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 Organization receives support from its members and the community 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 Organization obtains promotional support from the City of Columbus and Franklin County to promote Greater Columbus. The Organization receives support from member and community attendance at programs and special events. The Organization also receives support to assist in reducing the costs of certain publications and the costs associated with attending trade shows and conventions.

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DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 1. Nature of Organization and Significant Accounting Policies (Continued)

Income taxes: The Organization is exempt from income taxes under Section 501(c)(6) of the Internal Revenue Code and applicable state law, except for taxes pertaining to unrelated business income, if any. The Greater Columbus Sports Foundation and the Experience Columbus Foundation are exempt from income taxes under Section 501(c)(3) of the Internal Revenue Code and applicable state law, except for taxes pertaining to unrelated business income, if any.

The Organization follows Financial Accounting Standards Board (FASB) guidance on accounting for uncertainty in income taxes, which addresses the determination of whether tax benefits claimed or expected to be claimed on a tax return should be recorded in the financial statements. Under this guidance, the Organization may recognize the tax benefit from an uncertain tax position only if it is more likely than not that the tax position will be sustained on examination by taxing authorities, based on the technical merits of the position. Examples of tax positions include the tax-exempt status of the Organization and various positions related to the potential sources of unrelated business taxable income (UBIT). The tax benefits recognized in the financial statements from such a position are measured based on the largest benefit that has a greater than 50 percent likelihood of being realized upon ultimate settlement. The guidance on accounting for uncertainty in income taxes also addresses de-recognition, classification, interest and penalties on income taxes, and accounting in interim periods. During the year ended December 31, 2016, the Organization did not incur any interest, penalties, or unrecognized tax benefits which were recorded as liabilities attributed to forms 990 and 990T income tax returns. The returns of the Organization for 2015, 2014, and 2013 are subject to examination by the taxing authority, generally for three years after the due date.

Advertising expense: The Organization expenses advertising costs as incurred. Advertising expenses were \$1,375,694 and \$1,516,276 for 2016 and 2015, respectively.

Functional allocation of expense: The costs of providing programs and activities have been summarized on a functional basis on the Statement of Activities. Accordingly, certain costs have been allocated among the programs and activities benefited.

Deferred Revenue

Deferred revenue is comprised of trade show deposits, event deposits, and deferred membership dues. Revenues generated from these items is deferred and recognized at the event date or straight-line over the course of the membership period.

Accrued Expenses

These expenses consist of accrued wages, vacation leave, and payroll withholdings to the extent that payments are attributable to services already rendered and are not contingent on a specific event that is outside the control of the Organization and the employee.

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 2. Property and Equipment

Property and equipment consisted of the following at December 31, 2016:

<u>Description</u>	Balance 12/31/15	Additions	Deletions	Balance 12/31/16
Office Furniture & Equipment	\$ 594,998	\$ 6,184	\$ (6,461)	\$ 594,721
Computer Equipment	562,395	29,223	(1,473)	590,145
Leasehold Improvements	401,480	123,485	-	524,965
Total Property and Equipment, Cost	1,558,873	158,892	(7,934)	1,709,831
Accumulated Depreciation	(1,111,244)	(187,806)	7,934	(1,291,116)
Total Property and Equipment, Net	<u>\$ 447,629</u>	<u>\$ (28,914)</u>	<u>\$ -</u>	<u>\$ 418,715</u>

Property and equipment consisted of the following at December 31, 2015:

<u>Description</u>	Balance 12/31/14	Additions	Deletions	Balance 12/31/15
Office Furniture & Equipment	\$ 565,356	\$ 29,642	\$ -	\$ 594,998
Computer Equipment	520,410	41,985	-	562,395
Leasehold Improvements	242,615	158,865	-	401,480
Total Property and Equipment, Cost	1,328,381	230,492	-	1,558,873
Accumulated Depreciation	(946,023)	(165,221)	-	(1,111,244)
Total Property and Equipment, Net	<u>\$ 382,358</u>	<u>\$ 65,271</u>	<u>\$ -</u>	<u>\$ 447,629</u>

Note 3. Prepaid Expenses and Deposits

At December 31, 2016 and 2015, prepaid expenses and deposits consisted of the following:

	<u>2016</u>	<u>2015</u>
Prepaid Program Expenses	\$303,878	\$103,635
Prepaid Conferences & Seminars	8,095	9,933
Prepaid Office Expenses	123,765	112,132
Prepaid Insurance	34,743	48,125
Prepaid Professional Assoc. Dues	27,856	23,499
Prepaid Sports Marketing	28,611	28,584
Prepaid Other	2,636	1,087
Total	<u>\$529,584</u>	<u>\$326,995</u>

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 4. Contributed Services Revenue

Contributed services are as follows:

	<u>2016</u>	<u>2015</u>
Convention Marketing:		
Travel, Lodging, Meals & Incidentals	\$ 9,508	\$ 9,205
Production Costs	64,898	68,930
Facility Fees	18,000	18,000
Food and Beverage Fees	36,000	31,150
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Total Convention Marketing	128,406	127,285
	<hr/>	<hr/>
Tourism Marketing:		
Visitors Center - Rent	30,000	30,000
	<hr/>	<hr/>
Sports Marketing:		
Direct Marketing/Advertising	1,200	42,250
Production Costs	88,253	65,716
Food & Beverage Fees	5,065	3,576
Event Promotional Supplies	-	18,500
Travel, Lodging, Meals & Incidentals	-	10,200
	<hr/>	<hr/>
Total Sports Marketing	94,518	140,242
	<hr/>	<hr/>
Communication & Public Relations		
Facility Fees	850	9,902
Food & Beverage Fees	16,045	14,742
Event Promotional Supplies	-	13,673
Decorating Fees	-	1,788
Other Program Costs	1,925	498
	<hr/>	<hr/>
Total Communications & Public Relations	18,820	40,603
	<hr/>	<hr/>
Management & General		
Van Lease	8,000	6,010
	<hr/>	<hr/>
Total Contributed Services Revenue	\$ 279,744	\$ 344,140
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**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
DBA EXPERIENCE COLUMBUS
FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 5. Accounts Payable

At December 31, 2016 and 2015, accounts payable consisted of the following:

	<u>2016</u>	<u>2015</u>
Public Accounts Payable	\$208,925	\$402,484
Accounts Payable - Sports Commission	753,740	447,542
Private Accounts Payable	28,178	49,079
Other Accounts Payable	22,965	35,999
Other Accounts Payable - Sports Commission	<u>278,288</u>	<u>1,250</u>
Total	<u>\$1,292,096</u>	<u>\$936,354</u>

Note 6. Line of Credit

The Organization (which includes the operations of the Greater Columbus Sports Commission) has a \$500,000 line of credit with a bank. Interest is payable monthly at the daily LIBOR rate plus 2.70%. The Organization did not have outstanding balances at December 31, 2016 or 2015.

Note 7. Retirement Plan/Disability Plan

The Organization has a 401(k) retirement plan that covers all eligible employees. Eligible employees may elect to defer a portion of their annual wages as a contribution to the plan. The Organization contributes, on behalf of each eligible participant, a discretionary matching contribution equal to 100% of salary reductions up to 3% of compensation, then 50% of salary reductions up to the next 3% of compensation. The Organization also contributes 5% of each participating individual's compensation to the plan. The Organization may make additional contributions to the Plan at the discretion of the Board of Trustees. Expenses related to this plan were \$404,091 and \$367,325 in 2016 and 2015, respectively.

The Organization 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 66% of the employee's current salary for the period of disability, not to exceed eight weeks. Disability payments of \$1,482 and \$19,704 were paid in 2016 and 2015, respectively.

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
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FRANKLIN COUNTY**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2016 AND 2015
(Continued)**

Note 8. Lease Commitments

The Organization leases two facilities under operating leases expiring at various dates through 2021. One lease was entered into during 2014 for Sports Commission facilities. Rent expense was \$604,160 and \$605,991 in 2016 and 2015, respectively. The future minimum lease payments at December 31, 2016 are as follows:

<u>Year Ending December 31,</u>	<u>Amount</u>
2017	\$ 355,793
2018	355,793
2019	356,917
2020	366,800
2021	336,233
Total	<u>\$ 1,771,536</u>

Note 9. Risk Management

The Organization is subjected to certain types of risk in the performance of its normal functions. They include risks the Organization might be subjected to by its employees in the performance of their normal duties. The Organization manages these types of risks through commercial insurance. The amount of settlements has not exceeded insurance coverage for any of the past three years. There has not been a significant reduction of coverage since the prior year in any of the major categories of risk.

Note 10. Contingent Liabilities

The Organization is currently not involved in litigation that management or legal counsel anticipates a loss.

Note 11. Subsequent Event

The Organization has evaluated subsequent events through March 1, 2017, the date which the financial statements were available to be issued.



**INDEPENDENT AUDITOR'S REPORT ON INTERNAL CONTROL
OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER
MATTERS REQUIRED BY *GOVERNMENT AUDITING STANDARDS***

The Greater Columbus Convention and Visitor's Bureau
dba Experience Columbus
Franklin County
277 West Nationwide Blvd.
Columbus, Ohio 43215

To the Board of Trustees:

We have audited, in accordance with auditing standards generally accepted in the United States and the Comptroller General of the United States' *Government Auditing Standards*, the financial statements of The Greater Columbus Convention and Visitor's Bureau, dba Experience Columbus, Franklin County, Ohio (the Organization) as of and for the year ended December 31, 2016, and the related notes to the financial statements, which collectively comprise the Organization's financial statements and have issued our report thereon dated March 1, 2017.

Internal Control Over Financial Reporting

As part of our financial statement audit, we considered the Organization's internal control over financial reporting (internal control) to determine the audit procedures appropriate in the circumstances to the extent necessary to support our opinion on the financial statements, but not to the extent necessary to opine on the effectiveness of the Organization's internal control. Accordingly, we have not opined on it.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, when performing their assigned functions, to prevent, or detect and timely correct misstatements. A *material weakness* is a deficiency, or combination of internal control deficiencies resulting in a reasonable possibility that internal control will not prevent or detect and timely correct a material misstatement of the Organization's financial statements. 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 internal control deficiencies that might be material weaknesses or significant deficiencies. Given these limitations, we did not identify any deficiencies in internal control that we consider material weaknesses. However, unidentified material weaknesses may exist.

Wilson, Shannon & Snow, Inc.

CERTIFIED PUBLIC ACCOUNTANTS
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The Greater Columbus Convention and Visitor's Bureau
dba Experience Columbus
Franklin County
Independent Auditor's Report on Internal Control
Over Financial Reporting and on Compliance and
Other Matters Required By *Government Auditing Standards*
Page 2

Compliance and Other Matters

As part of reasonably assuring whether the Organization's financial statements are free of material misstatement, we tested its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could directly and materially affect the determination of financial statement amounts. However, opining on compliance with those provisions was not an objective of our audit and accordingly, we do not express an opinion. The results of our tests disclosed no instances of noncompliance or other matters we must report under *Government Auditing Standards*.

Purpose of this Report

This report only describes the scope of our internal control and compliance testing and our testing results, and does not opine on the effectiveness of the Organization's internal control or on compliance. This report is an integral part of an audit performed under *Government Auditing Standards* in considering the Organization's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Wilson, Shuman & Snow, Inc.

March 1, 2017
Newark, Ohio

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Dave Yost • Auditor of State

GREATER COLUMBUS CONVENTION AND VISITORS BUREAU

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.

Susan Babbitt

CLERK OF THE BUREAU

**CERTIFIED
MAY 23, 2017**