

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

FRANKLIN COUNTY

REGULAR AUDIT

DECEMBER 31, 2021 & 2020



OHIO AUDITOR OF STATE
KEITH FABER



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Board of Directors
The Greater Columbus Convention and Visitor's Bureau
dba Experience Columbus
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, 2021 through December 31, 2021. 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, dba Experience Columbus is responsible for compliance with these laws and regulations.

A handwritten signature in black ink that reads "Keith Faber".

Keith Faber
Auditor of State
Columbus, Ohio

April 29, 2022

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

FRANKLIN COUNTY

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INDEPENDENT AUDITOR'S REPORT

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

To the Board of Directors:

Opinion

We have audited the accompanying consolidated financial statements of The Greater Columbus Convention and Visitor's Bureau, dba Experience Columbus, Franklin County, Ohio (the Organization), (a not-for-profit corporation), which comprise the consolidated statement of financial position as of December 31, 2021 and 2020, the related consolidated statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the consolidated financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of The Greater Columbus Convention and Visitor's Bureau, dba Experience Columbus, Franklin County, as of December 31, 2021 and 2020, and the changes in its net assets and its cash flows for the years then ended in accordance with the accounting principles generally accepted in the United States of America.

Basis for Opinion

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 Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management 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, and for 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.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise a substantial doubt about the Convention Center's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

Auditor's Responsibilities for the Audit of the Financial Statement

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit 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 Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Emphasis of Matter

As discussed in Note 17 to the financial statements, the financial impact of COVID-19 and the continuing emergency measures may impact subsequent periods of the Organization. We did not modify our opinion regarding this matter.

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

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated April 15, 2022, 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. 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, and not to provide an opinion on the effectiveness of the Organization's 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, Shannon & Sons, Inc.

Newark, Ohio
April 15, 2022

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

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
DECEMBER 31, 2021 AND 2020

ASSETS	2021	2020
Current Assets:		
Cash and Cash Equivalents	\$ 6,619,232	\$ 4,888,152
Accounts Receivable	1,183,223	285,098
Prepaid Expenses and Deposits	587,405	217,430
Total Current Assets	8,389,860	5,390,680
Noncurrent Assets:		
Construction in Progress	198,774	350,000
Property and Equipment, Net	232,101	285,174
Total Non-Current Assets	430,875	635,174
 TOTAL ASSETS	\$ 8,820,735	\$ 6,025,854
 LIABILITIES AND NET ASSETS		
 LIABILITIES		
Current Liabilities:		
Accounts Payable	\$ 720,500	\$ 978,062
Accrued Expenses	722,787	662,969
Deferred Revenue	2,625	-
Note Payable	1,012,281	-
Loan Payable	3,755	5,507
Total Current Liabilities	2,461,948	1,646,538
Noncurrent Liabilities:		
Loan Payable	-	3,755
Total Noncurrent Liabilities	-	3,755
 TOTAL LIABILITIES	2,461,948	1,650,293
 NET ASSETS		
Without Donor Restrictions	6,358,787	4,375,561
 TOTAL NET ASSETS	6,358,787	4,375,561
 TOTAL LIABILITIES AND NET ASSETS	\$ 8,820,735	\$ 6,025,854

The notes to the consolidated financial statement 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 YEAR ENDED DECEMBER 31, 2021 AND 2020

	Without Donor Restrictions	
	2021	2020
OPERATING ACTIVITIES		
Revenues and Other Support		
Columbus Bed Tax	\$ 7,176,968	\$ 4,563,872
Promotional Revenue, Franklin County	2,475,000	2,454,295
Program Revenue	1,553,201	294,738
Contributions	1,398,820	527,274
Sports Marketing	886,078	887,293
Promotional Revenue, City of Columbus	650,000	2,785,432
Diversity Apprentice Award Revenue	375,000	-
Publication Revenue	243,361	203,268
Other	43,834	40,486
Contributed Services	43,050	116,344
	14,845,312	11,873,002
EXPENSES		
Convention Marketing	2,416,041	6,411,303
Tourism Marketing	1,232,168	1,273,782
Communication and Public Relations	3,628,383	726,306
Sports Marketing	3,008,003	2,028,628
Supporting Services:		
Management and General	2,577,618	1,825,464
	12,862,213	12,265,483
Change in Net Assets from Operations	1,983,099	(392,481)
NON-OPERATING ACTIVITIES		
Interest	127	178
	127	178
CHANGE IN NET ASSETS	1,983,226	(392,303)
NET ASSETS, BEGINNING OF YEAR	4,375,561	4,767,864
NET ASSETS, END OF YEAR	\$ 6,358,787	\$ 4,375,561

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

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

**CONSOLIDATED STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2021**

	Convention Marketing	Tourism Marketing	Communication and Public Relations	Sports Marketing	Management and General	Total
Personnel Services	\$ 1,517,123	\$ 822,675	\$ 821,360	\$ 1,134,693	\$ 1,159,082	\$ 5,454,933
Promotion:						
Advertising	25,760	9,534	2,609,530	147,836	(4,500)	2,788,160
Travel and Lodging	109,838	20,124	47,692	60,744	6,887	245,285
Meals and Entertainment	135,009	38,060	10,675	156,922	22,553	363,219
Publications	-	-	-	-	802	802
Program Development	374,358	35,357	55,506	181,763	21,043	668,027
Promotional Items	28,512	47,048	1,497	57,025	5,248	139,330
Project Expenses	40,821	72,659	-	-	1,442	114,922
Facilities Rent	-	21,000	-	133,978	583,317	738,295
Building Occupancy	-	-	-	2,978	2,794	5,772
Professional Fees	67,378	46,716	25,805	235,398	523,138	898,435
Auto, Van, Parking	3,404	2,061	344	2,330	4,925	13,064
Computer Expenses	12,505	2,595	1,245	20,585	78,011	114,941
Equipment Rental and Maintenance	-	-	149	1,723	23,079	24,951
Insurance	-	-	-	400	23,728	24,128
Office Supplies	138	15,535	677	7,468	4,773	28,591
Postage and Mailing	1,319	-	35	3,220	9,060	13,634
Telephone	3,743	1,530	14,160	40,387	29,571	89,391
Miscellaneous	381	898	-	32,762	1,666	35,707
Sponsorship and Events	10,294	50,110	10,380	770,750	1,426	842,960
Subscriptions and Memberships	28,644	32,654	15,384	6,480	43,456	126,618
Depreciation	56,814	13,612	13,944	10,561	36,117	131,048
Total Functional Expenses	\$ 2,416,041	\$ 1,232,168	\$ 3,628,383	\$ 3,008,003	\$ 2,577,618	\$ 12,862,213

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

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

**CONSOLIDATED STATEMENT OF FUNCTIONAL EXPENSES
FOR THE YEAR ENDED DECEMBER 31, 2020**

	Convention Marketing	Tourism Marketing	Communication and Public Relations	Sports Marketing	Management and General	Total
Personnel Services	\$ 2,673,517	\$ 671,418	\$ 442,659	\$ 1,172,390	\$ 1,150,377	\$ 6,110,361
Promotion:						
Advertising	1,606,820	72,580	57,103	175,195	-	1,911,698
Travel and Lodging	82,380	1,801	18,198	21,503	9,237	133,119
Meals and Entertainment	120,207	12,420	37,519	65,144	31,506	266,796
Program Development	586,614	59,709	14,080	107,245	35,360	803,008
Promotional Items	19,520	22,729	1,729	19,041	3,369	66,388
Project Expenses	35,871	145,844	-	9,583	-	191,298
Facilities Rent	325,714	95,496	75,996	130,437	86,611	714,254
Building Occupancy	5,035	4,059	1,001	5,670	6,174	21,939
Professional Fees	551,851	59,078	21,119	169,505	173,768	975,321
Auto, Van, Parking	4,410	1,859	551	552	6,105	13,477
Computer Expenses	91,750	4,201	3,248	10,002	144,862	254,063
Equipment Rental and Maintenance	11,543	2,857	2,266	6,194	7,100	29,960
Insurance	10,876	3,004	2,352	5,499	2,702	24,433
Office Supplies	14,216	43,734	2,923	6,137	6,129	73,139
Postage and Mailing	(3,287)	7,608	794	1,220	5,134	11,469
Telephone	40,155	13,243	3,523	25,501	7,965	90,387
Miscellaneous	-	-	-	31,823	95,240	127,063
Sponsorship and Events	44,920	7,500	11,924	35,907	966	101,217
Subscriptions and Memberships	53,388	19,864	12,756	15,720	30,224	131,952
Depreciation	93,683	19,415	13,617	14,360	17,365	158,440
Loss on Disposal	42,120	5,363	2,948	-	5,270	55,701
Total Functional Expenses	\$ 6,411,303	\$ 1,273,782	\$ 726,306	\$ 2,028,628	\$ 1,825,464	\$ 12,265,483

The notes to the consolidated financial statement 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, 2021 AND 2020**

	2021	2020
CASH FLOWS FROM OPERATING ACTIVITIES		
Change in Net Assets from Operations	\$ 1,983,099	\$ (392,481)
Adjustments to Reconcile Net Assets to Net Cash Provided by Operating Activities:		
Depreciation	131,048	158,440
Loss on Disposal of Fixed Assets	-	55,701
Refund on Deposit	150,000	-
Changes in Assets and Liabilities:		
Increase in Accounts Receivable	(898,125)	(137,220)
(Increase) Decrease in Prepaid Expenses and Deposits	(369,975)	468,376
Increase (Decrease) in Accounts Payable	(257,562)	127,426
Increase in Accrued Expenses	59,818	142,648
Increase (Decrease) in Deferred Revenue	2,625	(90,050)
NET CASH PROVIDED BY OPERATING ACTIVITIES	800,928	332,840
CASH FLOWS FROM INVESTING ACTIVITIES		
Interest	127	178
Purchase of Property and Equipment	(76,749)	(504,252)
NET CASH USED IN INVESTING ACTIVITIES	(76,622)	(504,074)
CASH FLOWS FROM FINANCING ACTIVITIES		
Loan Principal Payments	(5,507)	(5,247)
Paycheck Protection Program loan proceeds	1,012,281	-
NET CASH PROVIDED BY (USED IN) FINANCING ACTIVITIES	1,006,774	(5,247)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	1,731,080	(176,481)
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	4,888,152	5,064,633
CASH AND CASH EQUIVALENTS, END OF YEAR	\$ 6,619,232	\$ 4,888,152
Schedule of Noncash Capital and Financing Activities:		
Loan Interest Expense Paid	\$ 327	\$ 587

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

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

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020**

Note 1. Nature of Organization

Nature of organization: The Greater Columbus Convention & Visitor's 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.

Note 2. Summary of Significant Accounting Policies

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) which require the Organization 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 the Organization's management and the Board of Directors.

Net assets with donor restrictions: Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by the actions of the Organization or by the passage of time. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

Donor restricted contributions are reported as increases in net assets with donor restrictions. When a restriction expires, net assets are reclassified from net assets with donor restrictions to net assets without donor restrictions in the statements of activities. The Organization did not report donor restricted net assets at December 31, 2021 and December 31, 2020.

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.

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

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 2. Summary of Significant Accounting Policies (Continued)

Measure of operations: The statements of activities reports all changes in net assets, including changes in net assets from operating and nonoperating activities. Operating activities consist of those items attributable to the fulfillment of the Organization's mission. Nonoperating activities are limited to resources that generate interest income and other activities considered to be of a more unusual or nonrecurring nature.

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. The Organization's deposits are not subject to credit risk.

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 \$131,048 and \$158,440 for 2021 and 2020, respectively. Property and equipment that are donated are recorded at fair value at the date of donation. 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 net assets without donor restrictions or net assets with donor restrictions; depending on the existence and/or nature of any donor-imposed restrictions. Contributions that are restricted by the donor are reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the contribution is recognized. All other donor restricted contributions are reported as an increase in net assets with donor restrictions, depending on the nature of restriction. When a restriction expires (that is, when a stipulated time restriction ends 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.

Employee Retention Credits (ERC) are recognized as revenue in the period the Organization determines the conditions have been substantially met, which generally requires determining whether the process for filing the credit is more than or only an administrative barrier to the credits. Once the Organization determines all conditions have been substantially met, it can recognize the ERC as revenue in that period. Based on all substantial conditions being met, the Organization has recognized ERC revenue of \$837,161 and \$194,190 in 2021 and 2020, respectively.

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 2. Summary of Significant Accounting Policies (Continued)

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.

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.

Functional expenses: The costs of providing programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among Convention Marketing, Tourism Marketing, Communication and Public Relations, Sports Marketing, and Management and General programs benefited. Such allocations are determined by management on an equitable basis based on staff size in each department.

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 years ended December 31, 2021 and 2020, respectively 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 2020, 2019, and 2018 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 \$2,788,160 and \$1,911,698 for 2021 and 2020, respectively.

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 2. Summary of Significant Accounting Policies (Continued)

Deferred Revenue: Deferred revenue is comprised of trade show deposits, event deposits, and deferred membership dues. Revenues generated from these items are deferred and recognized at the event date or straight-line over the course of the membership period. Deferred revenue was \$2,625 and \$0 for 2021 and 2020, respectively.

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.

Note 3. Availability and Liquidity

The following represents the Organization's financial assets at December 31:

Financial assets at December 31:	<u>2021</u>	<u>2020</u>
Cash and cash equivalents	\$ 6,619,232	\$ 4,888,152
Accounts receivable	<u>1,183,223</u>	<u>285,098</u>
Total financial assets available to meet general expenses over the next twelve months	<u>\$ 7,802,455</u>	<u>\$ 5,173,250</u>

The Organization's goal is generally to maintain financial assets to meet 90 days of operating and program expenses. The Organization has two lines of credit available to meet cash flow needs, see Note 10.

Note 4. Property and Equipment

Property and equipment consisted of the following at December 31, 2021:

<u>Description</u>	<u>Balance 12/31/20</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance 12/31/2021</u>
Construction in Progress	\$ 350,000	\$ -	\$ (151,226)	\$ 198,774
Office Furniture & Equipment	682,698	14,594	-	697,292
Computer Equipment	660,756	55,931	-	716,687
Leasehold Improvements	<u>364,606</u>	<u>7,450</u>	-	<u>372,056</u>
Total Property and Equipment, Cost	2,058,060	77,975	(151,226)	1,984,809
Accumulated Depreciation	<u>(1,422,886)</u>	<u>(131,048)</u>	-	<u>(1,553,934)</u>
Total Property and Equipment, Net	<u>\$ 635,174</u>	<u>\$ (53,073)</u>	<u>\$ (151,226)</u>	<u>\$ 430,875</u>

Property and equipment consisted of the following at December 31, 2020:

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

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 4. Property and Equipment (Continued)

Description	Balance 12/31/19	Additions	Deletions	Balance 12/31/20
Construction in Progress	\$ -	\$ 458,217	\$ (108,217)	\$ 350,000
Office Furniture & Equipment	764,968	36,579	(118,849)	682,698
Computer Equipment	544,392	117,673	(1,309)	660,756
Leasehold Improvements	539,303	-	(174,697)	364,606
Total Property and Equipment, Cost	1,848,663	612,469	(403,072)	2,058,060
Accumulated Depreciation	(1,503,600)	(158,440)	239,154	(1,422,886)
Total Property and Equipment, Net	<u>\$ 345,063</u>	<u>\$ 454,029</u>	<u>\$ (163,918)</u>	<u>\$ 635,174</u>

Note 5. Prepaid Expenses and Deposits

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

	2021	2020
Prepaid Conferences and Seminars	\$ 302,166	\$ 7,225
Prepaid Program Expenses	167,059	76,378
Prepaid Office Expenses	79,996	101,646
Prepaid Professional Association Dues	33,184	2,694
Prepaid Sports Marketing	5,000	17,333
Prepaid Insurance	-	12,154
Total	<u>\$ 587,405</u>	<u>\$ 217,430</u>

Note 6. Contributed Services Revenues

Contributed services are as follows at December 31:

	2021	2020
Convention Marketing:		
Production Costs	\$ -	\$ 72,642
Travel, Lodging, Meals & Incidentals	-	3,284
Total Convention Marketing	-	75,926
Tourism Marketing:		
Visitors Center - Rent	21,000	19,500
Sports Marketing:		
Production Costs	13,375	6,250
Facility Fees	-	14,668
Food & Beverage Fees	8,675	-
Total Sports Marketing	22,050	20,918
Total Contributed Services Revenue	<u>\$ 43,050</u>	<u>\$ 116,344</u>

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

**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 7. Accounts Payable

At December 31, accounts payable consisted of the following:

	<u>2021</u>	<u>2020</u>
Other Accounts Payable - Sports Commission	\$ 480,609	\$ 2,436
Public Accounts Payable	239,792	823,036
Private Accounts Payable	99	144,808
Accounts Payable - Sports Commission	<u>-</u>	<u>7,782</u>
Total	<u>\$ 720,500</u>	<u>\$ 978,062</u>

Note 8. Loan Payable

In November of 2017 the Organization purchased a company vehicle. The Organization obtained a loan for \$25,810. The loan will be fully paid in August of 2022. Amounts due on the loan for principal are as follows at December 31:

	<u>Balance at 12/31/20</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance at 12/31/21</u>	<u>Amounts Due in One Year</u>
Loan Payable	<u>\$ 9,262</u>	<u>\$ -</u>	<u>\$ (5,507)</u>	<u>\$ 3,755</u>	<u>\$ 3,755</u>

	<u>Balance at 12/31/2019</u>	<u>Additions</u>	<u>Reductions</u>	<u>Balance at 12/31/2020</u>	<u>Amounts Due in One Year</u>
Loan Payable	<u>\$ 14,509</u>	<u>\$ -</u>	<u>\$ (5,247)</u>	<u>\$ 9,262</u>	<u>\$ 5,507</u>

The following is the summary of the future annual principal and interest requirements for the vehicle loan:

<u>Year Ending December 31,</u>	<u>Vehicle Loan Payable</u>		
	<u>Principal</u>	<u>Interest</u>	<u>Total</u>
2022	<u>\$ 3,755</u>	<u>\$ 68</u>	<u>\$ 3,823</u>
Total	<u>\$ 3,755</u>	<u>\$ 68</u>	<u>\$ 3,823</u>

**THE GREATER COLUMBUS CONVENTION AND VISITOR'S BUREAU
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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 9. Note Payable

On February 11, 2021, the Organization received a Paycheck Protection Program term note through its primary bank of \$1,012,281 pursuant to the Paycheck Protection Program under the Coronavirus Aid, Relief, and Economic Security Act (the CARES Act). The note structure required Organization officials to certify certain statements that permitted the Organization to qualify for the loan and provides loan forgiveness for a portion up to all of the borrowed amount if the Organization uses the loan proceeds for the permitted loan purpose described in the note agreement; and the portion not forgiven will require the Organization to pay back this amount in full by February 11, 2026 with interest at 1.00 percent. On March 10, 2022, the Organization received notification of loan forgiveness. See Note 18 for additional information.

Note 10. Line of Credit

The Organization (which includes the operations of the Greater Columbus Sports Commission) has two lines of credit of \$1,000,000 and \$500,000 with interest payable monthly at the prime commercial rate of 3.00% at December 31, 2021.

Note 11. 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 \$82,301 and \$133,756 in 2021 and 2020, 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. There were no disability payments for 2021 and 2020, respectively.

Note 12. Lease Commitments

The Organization leases two facilities under operating leases expiring at various dates through 2025. Rent expense was \$738,295 and \$714,254 in 2021 and 2020, respectively. The future minimum lease payments are as follows:

<u>Year Ending December 31,</u>	<u>Amount</u>
2022	\$ 475,771
2023	398,736
2024	394,232
2025	315,971
Total	<u>\$ 1,584,710</u>

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 13. 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 14. Contingent Liabilities

The Organization is not involved in any litigation that, in the opinion of management, would have a material effect on the consolidated financial statements at December 31, 2021.

Note 15. Related Entities

The Columbus Local Organizing Committee (CLOC) is a separate legal entity created under the provisions of Internal Revenue Code Section 501(c)(3) for the purpose of managing and promoting events affiliated with the Organization. The Organization has no ownership or voting control in the CLOC although the Organization's Chief Executive Officer serves on the CLOC Board of Directors. During 2018, the Organization transferred its event operational responsibilities specific to the American Society of Association Executives (ASAE), which was held in August, 2019. A summary of CLOC's financial information at December 31, 2021 and 2020 is as follows:

	<u>2021</u>	<u>2020</u>
Total Assets	\$ 414,263	\$ 227,919
Total Liabilities	<u>-</u>	<u>-</u>
Total Net Assets	<u>\$ 414,263</u>	<u>\$ 227,919</u>
Total Revenues	<u>\$ 350,000</u>	<u>\$ 175,000</u>
Total Expenses	<u>\$ 163,655</u>	<u>\$ 1,381</u>

At December 31, 2021 and 2020, \$0 and \$25,000 was included in accounts payable due to the CLOC from the Organization, respectively. In addition, a prepaid expense of \$265,000 and \$0 existed from the CLOC at December 31, 2021 and 2020, respectively.

Note 16. Related Party

The Organization leases building space from a Board Member of which he excuses himself from deliberations on the lease.

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**NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEARS ENDED DECEMBER 31, 2021 and 2020
(Continued)**

Note 17. COVID-19

The United States and the State of Ohio declared a state of emergency in March of 2020 due to the COVID-19 pandemic. The financial impact of COVID-19 and the continuing emergency measures will impact subsequent periods of the Organization. In addition, the impact on the Organization's future operating costs, revenues, and additional recovery from emergency funding, either federal or state, cannot be estimated. The Organization experienced significant declines in revenue as a result of the pandemic including bed tax, contributions, program revenue and publication revenue. Due to the decline in revenue, the Organization did implement reductions in labor and other costs.

Note 18. Subsequent Event

On February 11, 2021, the Organization received a Paycheck Protection Program term note through its primary bank of \$1,012,281. The note structure required organization officials to certify certain statements that permitted the Organization to qualify for the loan and provides loan forgiveness for a portion up to all of the borrowed amount if the Organization uses the loan proceeds for the permitted loan purpose described in the note agreement; and the portion not forgiven will require the Organization to pay back this amount in full by February 11, 2026 with interest at 1.00 percent. On March 10, 2022, the Organization received notification of loan forgiveness of the full amount of the loan.

The Organization has evaluated subsequent events through April 15, 2022 the date that 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 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 Columbus Convention and Visitor's Bureau, dba Experience Columbus, Franklin County, (the Organization) as of and for the year ended December 31, 2021, and the related notes to the financial statements, which collectively comprise the Organization's basic financial statements and have issued our report thereon dated April 15, 2022. We noted the financial impact of COVID-19 and the continuing emergency measures which may impact subsequent periods of the Organization.

Report on Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Organization's internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purposes of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, we do not express an opinion on the effectiveness of the Organization'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 Organization'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 or significant deficiencies may exist that were not identified.

Report on Compliance and Other Matters

As part of obtaining reasonable assurance about whether the Organization'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*.

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 Organization'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 Organization's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

Wilson, Sherman & Snow, Inc.

Newark, Ohio
April 15, 2022

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OHIO AUDITOR OF STATE KEITH FABER



GREATER COLUMBUS CONVENTION AND VISITORS BUREAU

FRANKLIN COUNTY

AUDITOR OF STATE OF OHIO CERTIFICATION

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



Certified for Release 5/12/2022

88 East Broad Street, Columbus, Ohio 43215
Phone: 614-466-4514 or 800-282-0370

This report is a matter of public record and is available online at
www.ohioauditor.gov