#### FINANCIAL STATEMENTS

#### AND INDEPENDENT AUDITORS' REPORTS

### TAMPA BAY CONVENTION & VISITORS BUREAU, INC. d/b/a TAMPA BAY & COMPANY

September 30, 2011 and 2010

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#### INDEPENDENT AUDITORS' REPORT

The Board of Directors
Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company

We have audited the accompanying statements of financial position of Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company (the "Bureau") as of September 30, 2011 and 2010, and the related statements of activities and changes in net assets, cash flows and functional expenses for the years then ended. These financial statements are the responsibility of the Bureau's management. Our responsibility is to express an opinion on these financial statements based on our audits.

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

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company as of September 30, 2011 and 2010, and the results of its operations and changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

In accordance with *Government Auditing Standards*, we have also issued our report dated February 8, 2012 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 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 internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards*, and should be considered in assessing the results of our audit.

CliftonLarsonAllen LLP

Clifton Larson Allen LLP

Tampa, Florida February 8, 2012

#### STATEMENTS OF FINANCIAL POSITION

#### September 30,

	2011	2010
ASSETS		
Cash Accounts receivable	\$1,357,498	\$ 583,931
Local government - resort tax	681,638	671,172
Membership	23,995	66,677
Other	311,236	174,035
Inventory	22,203	49,106
Prepaid expenses and other assets	117,916	152,062
Total current assets	2,514,486	1,696,983
Furniture, equipment and leasehold improvements, net		
of accumulated depreciation and amortization	188,271	224,078
TOTAL ASSETS	\$2,702,757	\$1,921,061
LIABILITIES AND NET ASSETS		
Accounts payable	\$ 580,129	\$ 273,278
Accrued expenses	633,477	899,857
Unearned revenue		
Membership	261,364	254,502
Other	36,315	90,653
Total current liabilities	1,511,285	1,518,290
Commitments and contingencies	-	-
Net assets - unrestricted	1,191,472	402,771
TOTAL LIABILITIES AND NET ASSETS	\$2,702,757	\$1,921,061

#### STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the years ended September 30,

	2011	2010
REVENUES		
Government contracts	\$8,182,701	\$7,626,474
Membership dues	550,137	523,944
Membership events	215,155	181,569
Promotional partnerships	423,602	523,363
Registration and housing	258,657	252,483
Management fee income	398,000	386,000
Visitor information center	75,570	74,505
In-kind contributions	626,932	342,225
Other income	685_	1,703
Total revenues	10,731,439	9,912,266
EXPENSES		
Sales, marketing and public relations	8,165,304	7,926,653
Convention and visitor services	1,137,826	1,172,632
Membership services	639,608	553,392
Total expenses	9,942,738	9,652,677
Change in net assets	788,701	259,589
Net assets, beginning of year	402,771	143,182
Net assets, end of year	\$1,191,472	\$ 402,771

#### STATEMENTS OF CASH FLOWS

For the years ended September 30,

	2011	2010
Cash flows from operating activities		
Change in net assets	\$ 788,701	\$ 259,589
Adjustments to reconcile change in net assets to		
net cash provided by (used in) operating activities		
Depreciation	107,046	119,798
(Increase) in accounts receivable	(104,985)	(163,021)
Decrease in inventory	26,903	10,382
Decrease (increase) in prepaid expenses		
and other assets	34,146	(88,608)
(Decrease) increase in accounts payable		
and accrued expenses	40,471	44,328
Increase (decrease) in unearned revenue	(47,476)	(57,677)
Total adjustments	56,105	(134,798)
Net cash provided by (used in) operating activities	844,806	124,791
Cash flows (used in) from investing activities		
Capital expenditures	(71,239)	
	·	
Net increase in cash	773,567	124,791
Cash, beginning of year	583,931	459,140
Cash, end of year	\$1,357,498	\$ 583,931

#### STATEMENT OF FUNCTIONAL EXPENSES

For the year ended September 30, 2011

	a	es, Marketing and Public Relations	nvention & or Services	mbership Services	Adı	ministration	 Total
Salaries	\$	1,841,265	\$ 330,296	\$ 194,223	\$	825,948	\$ 3,191,732
Payroll Taxes		158,004	29,737	14,425		60,700	262,865
Employee benefits		302,931	 52,947	34,901		182,478	 573,257
Total salaries and related expenses		2,302,199	412,980	243,549		1,069,126	4,027,854
Advertising		1,679,448	-	-		-	1,679,448
Contract services		253,323	156,484	-		26,280	436,087
Cost of good sold		-	64,002	-		-	64,002
Depreciation		-	8,527	-		98,519	107,045
Event hosting		-	837	183,714		(1,930)	182,621
Fulfillment		159,336	-	-		-	159,336
General and administrative		107,226	8,244	6,263		248,188	369,921
In-Kind contributions		542,346	8,066	76,521		-	626,932
Local and community		16,609	3,238	4,370		62,421	86,637
Promotions		620,118	19,288	-		-	639,406
Site Visit		142,713	10,038	-		-	152,751
Technology support		146,744	-	-		14,042	160,785
Tenancy		328,840	116,228	30,388		96,344	571,801
Tradeshow participation		598,609	-	-		-	598,609
Travel		19,077	 1,180	 1,825		57,422	79,504
Total expenses before overhead allocation		6,916,588	809,110	546,630		1,670,410	9,942,738
Overhead allocation		1,248,716	 328,716	 92,978		(1,670,410)	 -
Total expenses	\$	8,165,304	\$ 1,137,826	\$ 639,608	\$	-	\$ 9,942,738

The accompanying notes are an integral part of this statement.

#### STATEMENT OF FUNCTIONAL EXPENSES

For the year ended September 30, 2010

	a	es, Marketing and Public Relations	nvention & or Services	mbership Services	Adr	ninistration	 Total
Salaries	\$	2,030,372	\$ 329,944	\$ 157,554	\$	898,704	\$ 3,416,573
Payroll Taxes		147,776	25,943	11,375		54,134	239,228
Employee benefits		308,651	 60,178	 26,994		141,330	 537,152
Total salaries and related expenses		2,486,798	416,065	195,923		1,094,168	4,192,954
Advertising		1,517,747	-	-		-	1,517,747
Contract services		280,173	159,868	-		-	440,041
Cost of good sold		-	-	40,793		-	40,793
Depreciation		-	9,209	-		110,589	119,798
Event hosting		560	-	89,475		1,930	91,965
Fulfillment		161,402	-	-		-	161,402
General and administrative		179,463	15,572	7,574		275,786	478,395
In-Kind contributions		193,869	66,962	81,393		-	342,225
Local and community		13,491	482	3,773		42,825	60,570
Promotions		1,018,300	16,510	1,906		-	1,036,716
Site Visit		104,982	7,739	-		-	112,722
Technology support		-	-	-		133,071	133,071
Tenancy		351,226	122,074	30,264		105,894	609,458
Tradeshow participation		249,781	1,454	-		-	251,235
Travel		19,464	 1,479	 1,815		40,826	 63,584
Total expenses before overhead allocation		6,577,257	817,413	452,917		1,805,090	9,652,677
Overhead allocation		1,349,396	 355,219	 100,475		(1,805,090)	 -
Total expenses	\$	7,926,653	\$ 1,172,632	\$ 553,392	\$	-	\$ 9,652,677

The accompanying notes are an integral part of this statement.

#### NOTES TO FINANCIAL STATEMENTS

September 30, 2011 and 2010

### NOTE A - DESCRIPTION OF THE ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

A description of the organization and a summary of the significant accounting policies consistently applied in the preparation of the accompanying financial statements follow:

#### 1. <u>Description of the Organization</u>

The Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company (the "Bureau") is a not-for-profit organization located in Tampa, Florida. The Bureau was incorporated on April 19, 1985 for the purpose of generating economic development within Tampa and Hillsborough County, Florida, by promoting the area as a site for conventions and a destination for visitors.

The operations of the Bureau can be broken down into the following divisions, each of which has a specific function as detailed below:

- Sales, Marketing and Public Relations: This division concentrates on promoting Tampa/Hillsborough County as a competitive convention venue in the international, national, regional and state marketplaces. This division is also responsible for promoting the area as a leisure destination and targets both the consumer and the travel industry through advertising, promotions, direct sales, and public relations.
- Convention and Visitor Services: This division promotes, facilitates, and coordinates
  with more than 700 businesses throughout Tampa Bay in order to provide a quality
  experience to conventions and visitors as the Bureau leads the effort of economic
  development through tourism.
- Membership Services: This division is responsible for managing membership and developing programs for involvement of the community partners in seminars, workshops, special events and other programs of the Bureau.

#### 2. Basis of Accounting

The accompanying financial statements, presented on the accrual basis of accounting, have been prepared to focus on the Bureau as a whole and to present balances and transactions according to the existence or absence of donor-imposed restrictions.

The Bureau adheres to the provisions of the Financial Accounting Standards Board Accounting Standards Codification ("FASB ASC").

FASB ASC 958-205 establishes standards for general purpose external financial statements of not-for-profit organizations and requires a statement of financial position, a statement of activities, and a statement of cash flows.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

### NOTE A - DESCRIPTION OF THE ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - Continued

FASB ASC 958-605 requires the Bureau to distinguish between contributions that increase permanently restricted net assets, temporarily restricted net assets, and unrestricted net assets. It also requires recognition of contributed services meeting certain criteria at fair values. These three classifications are defined as follows:

- <u>Unrestricted net assets</u> not subject to donor-imposed restrictions or the donor-imposed restrictions have expired.
- <u>Temporarily restricted net assets</u> subject to donor-imposed stipulations that may be fulfilled by actions of the Bureau to meet the stipulations or become unrestricted by the passage of time. Currently, the Bureau has no temporarily restricted net assets.
- <u>Permanently restricted net assets</u> subject to donor-imposed stipulations that they be retained and invested permanently by the Bureau. Currently, the Bureau has no permanently restricted net assets.

#### 3. Accounting Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the amounts reported in the financial statements and accompanying notes. Actual results could differ from these estimates.

#### 4. Accounts Receivable and Unearned Membership Revenues

Accounts receivable are recorded at estimated net realizable value. None of the accounts receivable at September 30, 2011 and 2010 are deemed to be uncollectible. Therefore, no provision for uncollectible amounts has been made in the accompanying financial statements.

The Bureau currently invoices for membership renewals and event and program sponsorships in advance of the membership renewal date or the date of the event or program. These amounts are recorded in accounts receivable and unearned membership revenues when invoiced. The amount of membership dues deferred is recognized as membership dues revenue ratably on a monthly basis over the membership period. Event and program sponsorships are recognized in revenue in the month of the event or program.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

### NOTE A - DESCRIPTION OF THE ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - Continued

#### 5. <u>Inventory</u>

Inventory consists primarily of souvenirs and promotional goods. Inventory is stated at the lower of cost or market, determined by the weighted average method.

#### 6. Furniture, Equipment and Leasehold Improvements

Furniture and equipment are stated at cost. Depreciation and amortization is computed utilizing the straight-line method over the estimated useful lives (three to five years) of the related assets.

Cost and related accumulated depreciation are removed from the accounts when assets are retired or otherwise disposed. The difference between the net book value of the assets and the proceeds from their disposition is recognized as a gain or loss. Routine maintenance and repairs are charged to expense as incurred, while costs of betterments and renewals are capitalized. It is the Bureau's policy to capitalize expenditures for furniture and equipment having a unit cost in excess of \$1,000.

#### 7. In-Kind and Non-Cash Contributions

In-kind donation items used by the Bureau are recorded as contributions and expenses to the extent that an objective basis is available to measure the value of such items.

Contributed services are recorded as contributions and expenses at their fair value, to the extent they create or enhance non-financial assets or require specialized skills, are provided by individuals or organizations possessing these skills, and would typically need to be purchased if not provided by donations.

A substantial number of volunteers have donated significant amounts of their time and resources toward the objectives of the Bureau; however, no amounts are recorded in the accompanying financial statements for non-specialist services.

#### 8. Income Taxes

The Bureau is incorporated as a not-for-profit organization and is exempt from federal income taxes under Section 501(c)(6) of the Internal Revenue Code. The Bureau, however, is subject to taxation for unrelated business income, which includes income from retail operations. The Bureau has income tax matters that may arise from ongoing operations from time to time, and management would make accruals for those matters where appropriate.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

### NOTE A - DESCRIPTION OF THE ORGANIZATION AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES - Continued

The Commission has adopted the standard for accounting for uncertain tax positions. The Bureau's 2007 through 2010 tax years are open for examination by the Internal Revenue Service (IRS). The Bureau files as a tax-exempt organization. Should that status be challenged in the future, all years since inception could be subject to review by the IRS.

#### 9. Management Fee Income

The Bureau performs management services for the Tampa Bay Sports Commission, Inc. (the Sports Commission), a Florida not-for-profit corporation, in accordance with a management agreement which expires in 2012. The Bureau also performs management services for the Tampa Hillsborough Economic Development Corporation, Inc. (THEDC), a Florida not-for-profit corporation, in accordance with a shared services agreement, dated December 2010, which expires in 2012. Management fees received from the Sports Commission were \$350,000 during each of the years ended September 30, 2011 and 2010. Management fees received from THEDC were \$48,000 and \$36,000 during the years ended September 30, 2011 and 2010, respectively. As discussed below, the Bureau also subleases a portion of its office space to THEDC under a lease that expires in 2012.

#### 10. Advertising Costs

Advertising costs are charged to operations when the advertisement is published. Advertising expense was approximately \$1.7 million and \$1.5 million for the years ended September 30, 2011 and 2010, respectively.

#### 11. Functional Allocation of Expenses

The costs of providing the various programs have been summarized on a functional basis in the Statement of Functional Expenses. Accordingly, certain costs have been allocated among the programs benefited.

#### 12. Related Party Transactions

The Bureau enters into certain promotional partnership and marketing transactions with organizations affiliated with members of the Bureau's Board of Directors. In addition, the Bureau incurred expenses of approximately \$400,000 during the year ended September 30, 2011, with organizations affiliated with certain members of the Executive Committee of the Board of Directors. These transactions are conducted at arm's length and are in the normal course of business.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

#### NOTE B - FURNITURE, EQUIPMENT and LEASEHOLD IMPROVEMENTS

Furniture and equipment consist of the following at September 30:

	2011	2010
Furniture, computers and equipment	\$ 740,599	\$ 999,650
Less accumulated depreciation	552,328	775,572
	\$ 188,271	\$ 224,078

#### NOTE C - EMPLOYEE BENEFIT PLAN

The Bureau maintains a defined contribution 401(k) plan that provides benefits to all participating full time employees who have reached 21 years of age and have completed one year of service. The Bureau's contributions to the plan are equal to 100% of participant contributions to the plan up to 5% of their annual salary, plus a discretionary profit sharing contribution not to exceed 5% of the annual salary of each participant. The Bureau's contributions to the plan approximated \$165,000 and \$139,000 for the years ended September 30, 2011 and 2010, respectively.

#### NOTE D - ACCRUED EXPENSES

Accrued expenses and other liabilities consisted of the following at September 30,:

	2011	2010
Accrued payroll	\$ 388,778	\$ 359,122
Accrued paid time off	144,725	445,969
Accrued 401(k) contribution	19,974	14,766
Other accrued expenses	80,000	80,000
	\$ 633,477	\$ 899,857

#### NOTE E - GOVERNMENT CONTRACTS

The Bureau received significant funding (approximately 77% and 77% during the years ended September 30, 2011 and 2010, respectively) from contracts with Hillsborough County, Florida to promote Tampa and Hillsborough County as a site for conventions and a destination for visitors. The total revenue earned on these contracts approximated \$8.2 million and \$7.6 million for the years ended September 30, 2011 and 2010, respectively.

Under the Bureau's primary contract, which expires in September 2013, funds received from the County are based upon the total tourist development tax collected. The Bureau received \$8.0 million and \$7.4 million under this contract for the years ended September 30, 2011 and 2010, respectively.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

#### NOTE F - COMMITMENTS AND CONTINGENCIES

#### **Lease Commitments**

The Bureau leases office space in Tampa, Florida under a non-cancelable operating lease agreement that expires in 2017. Rental payments pursuant to this lease approximated \$558,000 and \$503,000 for the years ended September 30, 2011 and 2010, respectively. The Bureau subleases a portion of its office space to THEDC under a lease that expires in 2012. Rental payments received related to this sublease approximately \$86,700 and \$53,400 during 2011 and 2010, respectively. The Bureau also leases various equipment under operating leases with terms ranging from two to four years. Rental expenses charged against operations for these equipment leases were approximately \$59,100 and \$53,500 for the years ended September 30, 2011 and 2010, respectively.

The approximate future minimum lease payments, by year and in aggregate, under non-cancelable operating leases with terms of one year or more consist of the following at September 30:

	Minimum		
Year ending	lease	Sublease	
September 30	payments	revenue	Net
2012	\$ 279,105	\$ 34,507	\$ 244,598
2013	516,951	-	516,951
2014	531,558	-	531,558
2015	547,366	-	547,366
2016	563,263	-	563,263
Thereafter	527,224		527,224
	\$2,965,466	\$ 34,507	\$2,930,959

#### Contract Conditions

Various county contracts require the fulfillment of certain conditions as set forth in the originating contracts. Failure to fulfill the conditions could result in the return of funds related to such contracts. Although this is a possibility, management deems the contingency remote, due to both the nature of the contracts and current conditions. Additionally, the availability of funding under these contracts is subject to change with little or no advance notice.

#### NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2011 and 2010

#### NOTE F - COMMITMENTS AND CONTINGENCIES - continued

#### **ACC Ticket Guarantee**

The Bureau and the Tampa Bay Sports Commission, Inc. (the "Commission") entered into an agreement with the Atlantic Coast Conference (the "ACC") to serve as the Local Organizing Committee ("LOC") for the 2008 and 2009 Atlantic Coast Conference Football Championship Game, to be held in December of each those years in Tampa. The contract contains a provision where the LOC jointly and severally guaranteed ticket sales revenue of approximately \$4.3 million and \$5.1 million for the 2008 and 2009 games, respectively.

The contract was amended effective September 1, 2009 where the ticket guarantee was waived for the 2009 game and where all parties agreed that the remaining outstanding balance from the 2008 game's ticket guarantee was \$1.5 million, payable over five years at \$300,000 per year, zero interest, payments due on May 1, beginning in 2010. The remaining balance due under this contract at September 30, 2011 is \$600,000.

While the debt has been recorded on the Commission's financial statements, any and all amounts of this debt that cannot be covered by the Commission become the responsibility of the Bureau. The liability of this guarantee could have a material impact on the Bureau's operations depending on how much, if any, of this expense is incurred.

#### NOTE G - SUBSEQUENT EVENTS

The Bureau has evaluated events and transactions occurring subsequent to September 30, 2011 as of February 8, 2012, which was the date the financial statements were available to be issued. Subsequent events occurring after February 8, 2012 have not been evaluated by management. No material events have occurred since September 30, 2011 that requires recognition or disclosure in the financial statements.

# INDEPENDENT AUDITORS' 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

TAMPA BAY CONVENTION & VISITORS BUREAU, INC. d/b/a TAMPA BAY & COMPANY

September 30, 2011

CliftonLarsonAllen LLP www.cliftonlarsonallen.com



INDEPENDENT AUDITORS' 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

The Board of Directors

Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company

We have audited the financial statements of Tampa Bay Convention & Visitors Bureau, Inc. d/b/a Tampa Bay & Company (the "Bureau") as of and for the year ended September 30, 2011, and have issued our report thereon, dated February 8, 2012. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States of America.

#### Internal Control over Financial Reporting

In planning and performing our audit, we considered the Bureau's internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control over financial reporting. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control over financial reporting.

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 misstatements on a timely basis. A material weakness is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the Bureau's financial statements will not be prevented, or detected and corrected on a timely basis.

Our consideration of internal control over financial reporting was for the limited purpose described in the first paragraph and was not designed to identify all deficiencies in internal control over financial reporting that might be deficiencies, significant deficiencies, or material weaknesses. We did not identify any deficiencies in internal control over financial reporting that we consider to be material weaknesses, as defined above.

#### Compliance and Other Matters

As part of obtaining reasonable assurance about whether the financial statements are free of 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*.

This report is intended solely for the information and use of Board of Directors, management, and applicable city, county and federal agencies and is not intended to be and should not be used by anyone other than these specified parties.

CliftonLarsonAllen LLP
CliftonLarsonAllen LLP

Tampa, Florida February 8, 2012