

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU

OF OUACHITA PARISH

WEST MONROE, LOUISIANA

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FINANCIAL STATEMENTS

FOR THE YEAR ENDED

DECEMBER 31, 2014

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MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 DECEMBER 31, 2014

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## INDEPENDENT AUDITORS' REPORT

To the Board Members of the  
Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish  
West Monroe, Louisiana

### **Report on the Financial Statements**

We have audited the accompanying financial statements of the governmental activities of the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish (the Bureau), as of and for the year ended December 31, 2014, and the related notes to the financial statements, which collectively comprise the Bureau's basic financial statements as listed in the Table of Contents.

### **Management's Responsibility for the Financial Statements**

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

### **Auditors' Responsibility**

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

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the

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

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

### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities of the Bureau as of December 31, 2014, and the respective changes in financial position for the year then ended in accordance with accounting principles generally accepted in the United States of America.

### **Other Matters**

#### Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and budgetary comparison information on pages 4 through 7 and 31 be presented to supplement the basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

## Other Information

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish's basic financial statements. The Schedule of Compensation, Benefits, and Other Payments to Agency Head or Chief Executive Officer is presented for purposes of additional analysis and is not a required part of the basic financial statements.

This information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated, in all material respects, to the financial statements as a whole.

## Other Reporting Required by Governmental Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated June 25, 2015, on our consideration of the Bureau's internal control over financial reporting and on 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 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 Bureau's internal control over financial reporting and compliance.

*Johnson Perry Roussel & Cuthbert, LLP*

JOHNSON, PERRY, ROUSSEL & CUTHBERT, L.L.P.  
CERTIFIED PUBLIC ACCOUNTANTS  
June 25, 2015



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## MANAGEMENT'S DISCUSSION AND ANALYSIS

Our discussion and analysis of the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish (the Bureau) provides an overview of the Bureau's activities for the year ended December 31, 2014. Please read it in conjunction with the Bureau's financial statements.

### USING THIS ANNUAL REPORT:

This annual report consists of a series of financial statements. The Statement of Net Position and the Statement of Activities provide information about the activities of the Bureau as a whole.

### THE STATEMENT OF NET POSITION AND THE STATEMENT OF ACTIVITIES:

These statements include all assets and liabilities using the accrual basis of accounting, which is similar to the accounting used by most private-sector companies. All of the current year's revenues and expenses are taken into account regardless of when cash is received or paid.

These two statements report the Bureau's net position and changes in it. The Bureau's net position - the difference between assets and liabilities - measures the Bureau's financial position. The increases or decreases in the Bureau's net position are an indicator of whether its financial position is improving or deteriorating.



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH

MANAGEMENT'S DISCUSSION AND ANALYSIS (Continued)

THE BUREAU AS A WHOLE:

Net position December 31, 2014

	<u>2014</u>	<u>2013</u>	<u>Variance</u>
Current and Other Assets	7,208,482	6,208,613	999,869
Capital Assets, Net	846,830	881,687	( 34,857)
Total Assets	<u>8,055,312</u>	<u>7,090,300</u>	<u>965,012</u>
Current and Other Liabilities	207,678	228,712	( 21,034)
Noncurrent Liabilities	-	-	-
Total Liabilities	<u>207,678</u>	<u>228,712</u>	<u>( 21,034)</u>
Net Position			
Net Investment in Capital Assets	846,830	881,687	( 34,857)
Unrestricted	<u>7,000,804</u>	<u>5,979,901</u>	<u>1,020,903</u>
Total Net Position	<u>7,847,634</u>	<u>6,861,588</u>	<u>986,046</u>

For the year ended December 31, 2014, net position changed as follows:

	<u>2014</u>	<u>2013</u>	<u>Variance</u>
Beginning Net Position	6,861,588	6,301,759	559,829
Increase in Net Position	986,046	559,829	426,217
Ending Net Position	<u>7,847,634</u>	<u>6,861,588</u>	<u>986,046</u>

THE BUREAU'S FUNDS:

The following schedule presents a summary of revenues and expenditures for the fiscal year ended December 31, 2014.

<u>Revenue</u>	<u>2014</u> <u>Amount</u>	<u>Percent</u> <u>Of Total</u>	<u>2013</u> <u>Amount</u>	<u>Variance</u>
Hotel-Motel Occupancy Tax	1,617,912	50.48 %	1,477,158	140,754
Hotel-Motel Sales Tax	1,530,061	47.74 %	1,420,440	109,621
Interest Earned	1,953	.06 %	2,144	( 191)
Special Events (Net)	1,987	.06 %	( 14,417)	16,404
Miscellaneous	52,848	1.66 %	42,697	10,151
<u>Total Revenues</u>	<u>3,204,761</u>	<u>100.00 %</u>	<u>2,928,022</u>	<u>276,739</u>
<u>Expenses</u>				
Personal Services	672,469		657,674	14,795
Travel	71,621		54,136	17,485
Operating Expenses	783,423		628,264	155,159
Supplies	9,918		9,982	( 64)
Professional Services	137,637		86,548	51,089
Other Charges	492,521		894,699	(402,178)
Interest	-		7,696	( 7,696)
Depreciation	51,126		43,611	7,515
<u>Total Expenditures</u>	<u>2,218,715</u>	<u>100.00 %</u>	<u>2,382,610</u>	<u>(163,895)</u>

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH

MANAGEMENT'S DISCUSSION AND ANALYSIS (Continued)

BUDGETARY HIGHLIGHTS:

The Executive Director prepares the annual budget which is based on what is expected to be collected during the fiscal year and is then approved by the Board of Commissioners. The adopted budget constitutes the authority of the Bureau to incur liabilities and authorize expenditures from the respective budgeted funds. Additionally, certain expenditures are approved monthly by the Board before payment.

The Bureau's total revenues in 2014 were more than the final budget by \$195,965. Actual expenditures for the Bureau in 2014 were less than the final budget by \$28,306. This variance reflects a moderate increase in sales tax revenue during the last year and a decrease in community improvements.

CAPITAL ASSET AND DEBT ADMINISTRATION:

Capital Assets

At December 31, 2014, the Bureau had \$1,599,270 invested in capital assets including buildings and improvements, furniture and fixtures, equipment, and vehicles (see table below).

	<u>2014</u>	<u>2013</u>	<u>Variance</u>
Building and Improvements	1,138,068	1,138,068	-0-
Furniture, Fixtures and Equipment	301,918	294,496	7,422
Vehicles	58,451	49,604	8,847
Improvements	<u>100,833</u>	<u>100,833</u>	<u>-0-</u>
<u>Total</u>	<u>1,599,270</u>	<u>1,583,001</u>	<u>16,269</u>

Additions to Capital Assets during 2014 include a \$7,422 increase in Office Equipment and Furniture for computer equipment, a security system, and a portable building, and an \$8,847 increase in Vehicles for the purchase of a trailer.

Debt

Accumulated depreciation increased from \$751,314 at December 31, 2013 to \$802,440 at December 31, 2014.

The Bureau had no debt at December 31, 2014.



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH

MANAGEMENT'S DISCUSSION AND ANALYSIS (Continued)

ECONOMIC FACTORS AND NEXT YEAR'S BUDGETS AND RATES:

The Bureau's revenues are derived mainly from Hotel-Motel Occupancy and Sales Taxes. The Bureau does not anticipate any major increases or decreases in the taxes collected.

CONTACTING THE BUREAU'S FINANCIAL MANAGEMENT:

This financial report is designed to provide our citizens, taxpayers, and creditors with a general overview of the Bureau's finances and to show the Bureau's accountability for the money it receives. If you have questions about this report or need additional financial information, contact the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish, 601 Constitution Avenue, West Monroe, Louisiana.



Alana Cooper  
Executive Director

GOVERNMENT-WIDE FINANCIAL STATEMENTS

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 STATEMENT OF NET POSITION  
 DECEMBER 31, 2014

	<u>Governmental Activities</u>
<u>ASSETS</u>	
<u>CURRENT ASSETS</u>	
Cash	6,515,606
Accounts Receivable	666,351
Prepaid Expenses	<u>26,525</u>
<u>TOTAL CURRENT ASSETS</u>	<u>7,208,482</u>
<u>CAPITAL ASSETS</u>	
Non-Depreciable	50,000
Depreciable	<u>796,830</u>
<u>TOTAL CAPITAL ASSETS</u>	<u>846,830</u>
<u>TOTAL ASSETS</u>	<u>8,055,312</u>
<u>LIABILITIES AND NET POSITION</u>	
<u>CURRENT LIABILITIES</u>	
Accounts Payable	176,569
Accrued and Withhold Payroll Taxes	<u>31,109</u>
<u>TOTAL CURRENT LIABILITIES</u>	<u>207,678</u>
<u>DEBT LIABILITIES</u>	
Due Within One Year	-
Due in More Than One Year	<u>-</u>
<u>TOTAL DEBT LIABILITIES</u>	<u>-0-</u>
<u>TOTAL LIABILITIES</u>	<u>207,678</u>
<u>NET POSITION</u>	
Net Investment in Capital Assets, Unrestricted	846,830
Unrestricted	<u>7,000,804</u>
<u>TOTAL NET POSITION</u>	<u>7,847,634</u>
<u>TOTAL LIABILITIES AND NET POSITION</u>	<u>8,055,312</u>

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

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 STATEMENT OF ACTIVITIES  
 FOR THE YEAR ENDED DECEMBER 31, 2014

<u>Function/Program</u>	<u>Expenses</u>	<u>Charges for</u> <u>Services</u>	<u>Program Revenues</u> <u>Operating</u> <u>Grants and</u> <u>Contributions</u>	<u>Capital</u> <u>Grants and</u> <u>Contributions</u>	<u>Net (Expense)</u> <u>Revenue and</u> <u>Changes in</u> <u>Net Position</u>
<u>Activities</u>					<u>Governmental</u> <u>Activities</u>
Government Activities:					
Personal Services	672,469	-	-	-	( 672,469)
Travel	71,621	-	-	-	( 71,621)
Operating Expenses	783,423	-	-	-	( 783,423)
Supplies	9,918	-	-	-	( 9,918)
Professional Services	137,637	-	-	-	( 137,637)
Other Charges	492,521	-	-	-	( 492,521)
Interest on Long-Term Debt	-	-	-	-	-
Unallocated Depreciation	51,126	-	-	-	( 51,126)
<u>Total Governmental</u> <u>Activities</u>	<u>2,218,715</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>(2,218,715)</u>
General Revenues:					
					1,617,912
Hotel-Motel Occupancy Tax					1,530,061
Hotel-Motel Sales Tax					54,835
Miscellaneous					1,953
Interest Earned					<u>3,204,761</u>
					<u>986,046</u>
					<u>6,861,588</u>
					<u>7,847,634</u>

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

FUND FINANCIAL STATEMENTS

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 BALANCE SHEET-GOVERNMENTAL FUNDS  
 DECEMBER 31, 2014

	<u>General Fund</u>
<u>ASSETS</u>	
Cash	6,515,606
Receivables (Net of Allowances for Uncollectibles)	666,351
Prepaid Expenses	<u>26,525</u>
 <u>TOTAL ASSETS</u>	 <u>7,208,482</u>
<u>LIABILITIES AND FUND BALANCE</u>	
Accounts Payable	176,569
Accrued and Withhold Payroll Taxes	<u>31,109</u>
 <u>TOTAL LIABILITIES</u>	 <u>207,678</u>
 <u>FUND BALANCE</u>	
Committed Funds	578,853
Unassigned Funds	6,395,426
Nonspendable	<u>26,525</u>
 <u>TOTAL FUND BALANCE</u>	 <u>7,000,804</u>
 <u>TOTAL LIABILITIES AND FUND BALANCE</u>	 <u>7,208,482</u>

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

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
RECONCILIATION OF TOTAL GOVERNMENTAL FUND BALANCES  
TO NET POSITION OF GOVERNMENTAL ACTIVITIES  
DECEMBER 31, 2014

<u>Total Governmental Fund Balances</u>	7,000,804
<i>Amounts reported for governmental activities in the statement of net assets are different because:</i>	
Capital assets used in governmental activities are not financial resources and therefore are not reported in the funds.	846,830
Long-term liabilities, including compensated absences payable, are not due and payable in the current period and therefore are not reported in the funds.	<u>-</u>
<u>Net Position of Governmental Activities</u>	<u>7,847,634</u>

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

MONROE--WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN  
 FUND BALANCES - GOVERNMENTAL FUNDS  
 FOR THE YEAR ENDED DECEMBER 31, 2014

<u>REVENUES</u>	<u>General Fund</u>
Taxes	
Occupancy Tax	1,617,912
Sales Tax	1,530,061
Other	52,848
Special Events	1,987
Interest	<u>1,953</u>
<u>TOTAL REVENUES</u>	<u>3,204,761</u>
<u>EXPENDITURES</u>	
Personal Services	
Salaries - Regular	501,368
FICA Taxes	8,796
Retirement Fund Expense	76,458
Unemployment Benefits	242
Other Related Benefits	85,605
Travel	
Travel and Convention Solicitation	55,738
Gasoline and Related Expenses	9,081
Auto Repairs and Maintenance	6,802
Operating Expenses	
Advertising	182,937
Convention Services	96,820
Research and Development	75,000
Printing	43,472
Insurance, Other Than Personal	28,776
Maintenance of Property and Equipment	36,198
Rentals and Related Expense	28,459
Dues and Subscriptions	16,506
Postage	22,054
Telephone	13,429
Other Operating Expenses	176,712
Utilities	14,757
Professional Organizations	48,303
Supplies	
Office Supplies	9,918
Operating Supplies	-
Professional Services	
Accounting and Auditing	10,950
Legal and Other Professional Services	126,687

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



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN  
 FUND BALANCES - GOVERNMENTAL FUNDS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

	<u>General Fund</u>
<u>EXPENDITURES (Continued)</u>	
Other Charges	
Miscellaneous Charges	1,208
Collection Fees (Statutory Charges)	4,000
Special Promotions and Community Improvement	487,313
Loss on Special Events	-
Capital Outlays	
Furniture, Fixtures and Equipment	16,269
Vehicles	-
Debt Service	
Bond Principal Payments	-
Interest	-
	-
<u>TOTAL EXPENDITURES</u>	<u>2,183,858</u>
<u>EXCESS (DEFICIENCY) OF REVENUES OVER (UNDER)</u> <u>EXPENDITURES</u>	<u>1,020,903</u>
<u>OTHER FINANCING SOURCES (USES)</u>	
None	-
	-
<u>NET OTHER FINANCING SOURCES (USES)</u>	<u>-0-</u>
<u>NET CHANGE IN FUND BALANCE</u>	<u>1,020,903</u>
<u>FUND BALANCE - BEGINNING OF YEAR</u>	<u>5,979,901</u>
<u>FUND BALANCE - END OF YEAR</u>	<u>7,000,804</u>

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

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 RECONCILIATION OF THE STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES  
 IN FUND BALANCES OF GOVERNMENTAL FUNDS TO THE STATEMENT OF ACTIVITIES  
 FOR THE YEAR ENDED DECEMBER 31, 2014

<u>Net Changes in Total Governmental Fund</u>	1,020,903
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*Amounts reported for governmental activities in the:*

Governmental funds report capital outlays as expenditures while governmental activities report depreciation expense to allocate those expenditures over the life of the assets:

Capital assets purchases capitalized	16,269
Depreciation expense	( 51,126)
	( 34,857)

Repayment of debt principal is an expenditure in the governmental funds, but the repayment reduces long-term debt liabilities in the statement of net assets.

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<u>Total Changes in Net Position</u>	<u>986,046</u>
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The accompanying notes are an integral part of these financial statements.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

Reporting Entity Information:

The Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish (the Bureau) was formed and created as a tourist commission for the purpose of the promotion of tourism within the Parish of Ouachita by an ordinance of the Police Jury of the Parish of Ouachita in 1976. There are eleven board members appointed by the Ouachita Parish Police Jury. The board members are not compensated or paid a per diem. On June 8, 1995 pursuant to Article VI, Section 19 and 30 of the Constitution of Louisiana, the Bureau was specifically created as a special district and shall from that point on be a political subdivision of the State of Louisiana.

The Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish was a component unit of the Ouachita Parish Police Jury, the governing body of the Parish until June 8, 1995 as noted above. The accompanying financial statements present information only on the funds maintained by the Bureau and do not present information on the police jury, or any other governmental unit.

The major sources of revenue for the Bureau are from hotel - motel sales taxes collected in Ouachita Parish.

The Bureau complies with accounting principles generally accepted in the United States of America (GAAP). GAAP includes all relevant Government Accounting Standards Board (GASB) pronouncements. The accounting and reporting framework and the more significant accounting policies are discussed in subsequent sections of this note.

The Bureau is an entity administered by a Board of Directors (Board) that acts as the authoritative and legislative body of the entity. The Board is comprised of eleven board members. Officers are elected by the Board. Each officer

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Reporting Entity Information: (Continued)

serves a term of one year; there are no term limits for reappointment. No board members receive compensation for serving on the Board, except for the Executive Director.

The Board of Directors annually appoints the Chairperson of the Board from existing board members. The Chair responsibilities are to preside at all meetings of the Board, be the chief officer of the Bureau, perform all duties commonly incident to the position of presiding officer of a board or business organization and exercise supervision over the business of the Bureau, its officers and employees.

The Bureau has determined that it has no potential component units that should be included in its financial statements. The Bureau also believes it is not a component unit of any other government.

Basis of Presentation

In June 1999, the GASB unanimously approved statement No. 34, *Basic Financial Statements--and Management's Discussion and Analysis--for State and Local Governments*. Certain of the significant changes in the presentation of its funds financial information include a Management Discussion and Analysis (MD&A) section providing an analysis of the Bureau's overall financial position and results of operations and financial statements prepared using full accrual accounting for all fund activities. These and other changes are reflected in the accompanying financial statements including the notes to the financial statements.

The Bureau implemented Governmental Accounting Standards Board (GASB) Statement No. 63, *Financial Reporting of Deferred Outflows of Resources, Deferred Inflows of Resources, and Net Position* in fiscal year 2012. GASB 63 provides guidance for reporting deferred outflows of

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Basis of Presentation (Continued)

resources, deferred inflows of resources, and net position in a statement of financial position and related disclosures. A change in terminology from "net assets to "net position" is shown in the accompanying financial statements.

The Bureau has also adopted GASB Statement No. 65, *Items Previously Reported as Assets and Liabilities*. This Statement establishes accounting and financial reporting standards that reclassify, as deferred outflows of resources or deferred inflows of resources, certain items that were previously reported as assets and liabilities and recognizes, as outflows of resources or inflows of resources, certain items that were previously reported as assets and liabilities. The Bureau did not have any deferred outflows of resources or deferred inflows of resources at December 31, 2014.

Measurement Focus, Basis of Accounting and Financial Statement Presentation

*Government-Wide Financial Statements* - The government-wide financial statements display information on all the financial activities of the Bureau. The government-wide financial statements are reported using the economic resources measurement focus and the accrual basis of accounting. Revenues are recorded when they are both measurable and available and expenses are recorded when a liability is incurred, regardless of the timing of related cash flows. Grants and similar items are recognized as revenue as soon as all eligibility requirements imposed by the provider have been met. Revenues are considered to be available when they are collectible within the current period, the Bureau considers revenues to be available if they are collected within sixty days of the end of the current fiscal year end.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Measurement Focus, Basis of Accounting and Financial Statement Presentation (Continued)

*Governmental Fund Financial Statements* - The governmental fund financial statements are reported using the current financial resources measurement focus and the modified accrual basis of accounting. Revenues are recognized as soon as they are both measurable and available. Revenues are considered to be available when they are collectible within the current period, the Bureau considers revenues to be available if they are collected within 60 days of the end of the current fiscal year end.

Principal revenue sources considered susceptible to accrual are interest on investments and sales taxes. Some revenue items that are considered measurable and available to finance operations during the year from an accounting perspective are not available for expenditure due to the Bureau's present appropriation system. These revenues have been accrued in accordance with accounting principles generally accepted in the United States of America since they have been earned and are expected to be collected within sixty days of the end of the period. Other revenues are considered to be measurable and available only when cash is received by the Bureau. Expenditures generally are recorded when a liability is incurred, as under accrual accounting. The Bureau does not use encumbrance accounting. Modifications to the accrual basis of accounting include:

- Interest on general long-term obligations is recognized when paid.
- Debt service expenditures are recorded only when payment is due.
- Claims, judgments and compensated absences are recorded when the payment is due.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Measurement Focus, Basis of Accounting and Financial  
Statement Presentation (Continued)

Fund Accounting

The Bureau reports the following fund types:

Governmental Funds

Governmental Funds are those through which governmental functions of the Bureau are financed. The acquisition, use and balances of the Bureau's expendable financial resources and the related liabilities are accounted for through Governmental Funds. The measurement focus is upon determination of changes in financial position, rather than upon net income determination. The following is the Governmental Fund of the Bureau:

General Fund - The General Fund is the general operating fund of the Bureau. It is used to account for all financial resources except those that are required to be accounted for in another fund. The General Fund is the Bureau's only major fund.

Net Position and Fund Equity

GASB Statement No. 34, *Basic Financial-Statements, Management's Discussion and Analysis, for State and Local Governments*, required reclassification of net assets into three separate components. GASB Statement No. 63, *Financial Reporting of Deferred Outflows of Resources, Deferred Inflows of Resources, and Net Position*, revised the terminology by incorporating deferred outflows of resources and deferred inflows of resources into the definitions of the required components of the residual measure and by renaming that measure as net position, rather than net assets. GASB Statement No. 63 requires the following components of net position:

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Measurement Focus, Basis of Accounting and Financial  
Statement Presentation (Continued)

Net Position and Fund Equity (Continued)

- **Net Investment in Capital Assets Component of Net Position** - The *net investment in capital assets* component of net position consists of capital assets, net of accumulated depreciation, reduced by the outstanding balances of bonds, mortgages, notes, or other borrowings that are attributable to the acquisition, construction, or improvement of those assets. Deferred outflows of resources and deferred inflows of resources that are attributable to the acquisition, construction, or improvement of those assets or related debt also should be included in this component of net position. If there are significant unspent related debt proceeds or deferred inflows of resources at the end of the reporting period, the portion of the debt or deferred inflows of resources attributable to the unspent amount should not be included in the calculation of net investment in capital assets. Instead, that portion of the debt or deferred inflows of resources should be included in the same net position component (restricted or unrestricted) as the unspent amount.

**Restricted Component of Net Position** - The *restricted* component of net position consists of restricted assets reduced by liabilities and deferred inflows of resources related to those assets. Generally, a liability relates to restricted assets if the asset results from a resource flow that also results in the recognition of a liability or if the liability will be liquidated with the restricted assets reported.



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Measurement Focus, Basis of Accounting and Financial  
Statement Presentation (Continued)

Net Position and Fund Equity (Continued)

- **Unrestricted Component of Net Position** - The *unrestricted* component of net position is the net amount of the assets, deferred outflows of resources, liabilities, and deferred inflows of resources that are not included in the determination of net investment in capital assets or the restricted component of net position.

In the fund statements, governmental fund equity is classified as fund balance. Fund balances of governmental funds are classified as follows:

- **Nonspendable** - These are amounts that cannot be spent either, because they are in a nonspendable form or because they are legally or contractually required to be maintained intact.
- **Restricted** - These are amounts that can be spent only for specific purposes, because of constitutional provisions, enabling legislation or constraints that are externally imposed by creditors, grantors, contributors, or the laws or regulations of other governments.
- **Committed** - These are amounts that can be used only for specific purposes determined by a formal vote of the Board, which is the highest level of decision making authority for the Bureau.
- **Assigned** - These are amounts that do not meet the criteria to be classified as restricted or committed, but are intended to be used for specific purposes based on the discretion of the Board.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Measurement Focus, Basis of Accounting and Financial  
Statement Presentation (Continued)

Net Position and Fund Equity (Continued)

- **Unassigned** - These are all other spendable amounts. This also includes expenditure amounts incurred for specific purposes which exceed the amounts restricted, committed or assigned to those purposes.

The Bureau's policy is to apply expenditures against nonspendable fund balances, restricted fund balances, committed fund balances, assigned fund balances, and unassigned fund balances, in that order.

Fixed Assets

Fixed assets used in governmental fund type operations (general fixed assets) are accounted for in governmental funds. General Fixed Assets purchased are recorded at time of purchase. Such assets are capitalized at cost. Gifts or contributions are recorded at fair market value at the time received. Depreciation has been provided on general fixed assets using the straight-line method of depreciation over their estimated useful lives, ranging from five to eight years for furniture and equipment and ten to thirty-nine years for leasehold improvements and buildings.

All capital assets are capitalized at cost and updated for additions and retirements during the year. The Bureau maintains a capitalization threshold of \$1,000. Improvements are capitalized; the cost of normal maintenance and repairs that do not add to the value of the asset or materially extend the asset's life are not.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Cash and Cash Equivalents

Cash received by the Bureau is mainly deposited in local financial institutions with excess cash invested in short-term investments.

For presentation in the financial statements, investments with an original maturity of three months or less at the time they are purchased are considered to be cash equivalents. Investments with an original maturity of more than three months are reported as investments.

Compensated Absences

Only permanent full-time employees are entitled to vacation and sick leave. Vacation not taken during a calendar year cannot be carried forward to the following year. Sick leave not taken can be carried forward for one year.

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 those estimates.

Budget

The Bureau utilizes the following budgetary practices:

The Executive Director of the Bureau prepares the annual budget, which is based on what is expected to be collected during the fiscal year, and the budget is approved by the Board. The adopted budget constitutes the authority of the Bureau to incur liabilities and authorize expenditures from the respective budgeted funds. Additionally, certain expenditures are approved monthly by the Board before payment. All budget amounts presented in the financial statements have been adjusted for legally authorized

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 1 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES: (Continued)

Budget (Continued)

revisions of annual budget during the year. Appropriations lapse at the end of each year.

Budgets for the general fund are adopted on a basis consistent with generally accepted accounting principles (GAAP) and presented on the modified accrual basis of accounting. Accordingly, the budgetary comparison schedules present actual expenditures in accordance with the accounting principles generally accepted in the United States on a basis consistent with the legally adopted budgets as amended. The budget was amended once during the year.

NOTE 2 - DEPOSITS AND INVESTMENTS:

At December 31, 2014, the Bureau had cash and cash equivalents totaling \$6,515,606 as follows:

Category 1	2,435,788
Category 2	-
Category 3	<u>4,079,818</u>
<u>TOTAL</u>	<u>6,515,606</u>

Deposits with financial institutions are classified into one of the following three categories:

1. Category 1 - Insured or collateralized, with securities held by the entity or by its agent in the entity's name.
2. Category 2 - Collateralized, with securities held by the pledging financial institution's trust department or agent in the entity's name.
3. Category 3 - Uncollateralized. Includes any bank balance collateralized with securities held by the pledging financial institution, or by its trust department or agent, but not in the entity's name.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 2 - DEPOSITS AND INVESTMENTS: (Continued)

These deposits are stated at cost, which approximates market and are secured from risk by federal deposit insurance. At December 31, 2014, the Bureau had \$6,143,347 in the bank that was insured with additional coverage through pledged securities. Time deposits include an investment of \$2,531 in the Louisiana Asset Management Pool (LAMP) and \$119,728 in certificates of deposit with Regions Bank.

LAMP is an investment pool established as a cooperative endeavor to enable public entities of the State of Louisiana (such as parishes, school boards, police juries and sheriffs, among others) to aggregate funds for investment. This pooling is intended to improve administrative efficiency and increase investment yield. LAMP is a cooperative endeavor formed, in part, in reliance upon Opinion No. 92-192 (March 31, 1992) issued by the Attorney General of the State of Louisiana. That opinion provides, in part, that public entities may pool funds for investment purposes.

The Bureau's policies do not address custodial credit risk or interest rate risk.

NOTE 3 - RECEIVABLES:

The following is a summary of receivables at December 31, 2014:

<u>Class of Receivable</u>	<u>General Fund</u>
Hotel-Motel Sales Tax Rebate	385,991
Hotel-Motel Sales Tax Revenue	258,175
Miscellaneous	<u>22,185</u>
<u>TOTAL</u>	<u>666,351</u>

Management has determined that all receivables are deemed collectible and no allowance for doubtful accounts is necessary. Management reviews receivables monthly for any doubtful receivables.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 4 - FIXED ASSET ACTIVITY:

Capital asset activity for the year ended December 31, 2014 is as follows:

	December 31, 2013			December 31, 2014
	<u>Balance</u>	<u>Additions</u>	<u>Disposals</u>	<u>Balance</u>
Non-Depreciable Assets:			-	
Land	50,000	-	-	50,000
Depreciable Assets:			-	
Building	1,138,068	-	-	1,138,068
Office Equipment and Furniture	285,494	7,422	-	292,916
Furniture & Fixtures	9,002	-	-	9,002
Vehicles	49,604	8,847	-	58,451
Improvements	<u>100,833</u>	<u>-</u>	<u>-</u>	<u>100,833</u>
Totals at Historical Cost	<u>1,633,001</u>	<u>16,269</u>	<u>-0-</u>	<u>1,649,270</u>
Less Accumulated Depreciation For:				
Building	393,947	29,181	-	423,128
Office Equipment & Furniture	270,621	6,242	-	276,863
Furniture & Fixtures	9,002	-	-	9,002
Vehicles	37,411	8,981	-	46,392
Improvements	<u>40,333</u>	<u>6,722</u>	<u>-</u>	<u>47,055</u>
Total Accumulated Depreciation	<u>751,314</u>	<u>51,126</u>	<u>-0-</u>	<u>802,440</u>
<u>CAPITAL ASSETS, NET</u>	<u>881,687</u>	<u>(34,857)</u>	<u>-0-</u>	<u>846,830</u>

Depreciation expense for the depreciable capital assets was \$51,126.

NOTE 5 - PENSION PLAN:

Substantially all employees of the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish are members of the Parochial Employees Retirement System of Louisiana (System), a multiple-employer (cost-sharing), public employee retirement system (PERS), controlled and administered by a separate board of trustees. The System is composed of two distinct plans, Plan A and Plan B, with separate assets and benefit provisions. All employees of the Bureau are members of Plan A.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 5 - PENSION PLAN: (Continued)

All permanent employees working at least 28 hours per week who are paid wholly or in part from parish funds and all elected parish officials are eligible to participate in the system. Under Plan A, employees who retire at or after age 60 with at least 10 years of creditable service, at or after age 55 with at least 25 years of creditable service, or at any age with at least 30 years of creditable service are entitled to a retirement benefit, payable monthly for life, equal to 3 per cent of their final-average salary for each year of creditable service. However, for those employees who were members of the supplemental plan only prior to January 1, 1980, the benefit is equal to one percent of final average salary plus \$24 for each year of supplemental-plan-only service earned before January 1, 1980, plus 3 percent of final-average salary for each year of service credited after the revision date. Final-average salary is the employee's average salary over the 36 consecutive or joined months that produce the highest average. Employees who terminate with at least the amount of creditable service stated above, and do not withdraw their employee contributions, may retire at the ages specified above and receive the benefit accrued to their date of termination. The System also provides death and disability benefits. Benefits are established or amended by state statute.

The System issues an annual publicly available financial report that includes financial statements and required supplementary information for the System. That report may be obtained by writing to the Parochial Employee's Retirement System, Post Office Box 14619, Baton Rouge, Louisiana 70898-4619, or by calling (504)928-1361.

Under Plan A, members are required by state statute to contribute 9.5 percent of their annual covered salary and the Bureau is required to contribute at an actuarially determined rate. The current rate is 16.00 percent of annual covered payroll. Contributions to the System also include one-fourth of one percent (except Orleans and East Baton Rouge Parishes) of the taxes shown to be collectible by the tax rolls of each parish. These tax dollars are divided

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 5 - PENSION PLAN: (Continued)

between Plan A and Plan B based proportionately on the salaries of the active members of each plan. The contribution requirements of plan members and the Bureau are established and may be amended by state statute. As provided by Louisiana Revised Statute 11:103, the employer contributions are determined by actuarial valuation and are subject to change each year based on the results of the valuation for the prior fiscal year. The Bureau's contributions to the System under Plan A for the year ending December 31, 2014 was \$76,458, equal to the required contributions for the year.

NOTE 6 - COMMITTED NET ASSETS:

The Board of Directors, the Bureau's highest level of decision making authority, has committed net assets, by adoption of a board resolution, for use in future years for tourism in Ouachita Parish. The breakdown of the committed amounts is as follows:

Monroe Renaissance - 4 <sup>th</sup> of July Fireworks 2015	2,500
All-American Junior Beefmaster Show 2016	7,000
Cotton Stakes & Classic	4,590
BMX Cajun National 2016-2019	36,000
Childrens Coalition for NELA	3,125
City of West Monroe Parks & Recreation	1,825
The Monroe Garden Club	5,000
Northeast Shootout Baseball Tournament	500
NELSA Soccer Complex	21,500
LHSAA High School Cheerleaders Competition	867
LA State Hog Rally	14,500
BMX Association 2015	12,000
Biedenharn Ballpark	280,000
ULM University Park	80,000
ULM Heard Stadium	18,500
Twin Cities' Krewe of Janus	10,000
Mardi Gras Parade Advertising	20,000
Twin City Ballet Company	8,000
2013 - 2015 National Archery Tournament	22,946
Future Farmers of America Convention 2014-2018	<u>30,000</u>
<u>Total</u>	<u>578,853</u>



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
 FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 7 - EMPLOYMENT CONTRACT:

The Board of Directors voted to grant the Executive Director a three-year employment contract in August of 2014. The three-year contract offers an annual raise of not less than 4% per year.

NOTE 8 - RISK MANAGEMENT:

The Bureau is exposed to various risks of loss related to torts, theft, damage or destruction of assets, employee injuries, natural disaster and other claims in its normal course of business. The Bureau has obtained insurance coverage to reduce its risk in the event of a loss. The Bureau has had no significant reduction in insurance coverage from prior years and has had no settlement that exceeds insurance coverage during the past three years.

NOTE 9 - SPECIAL EVENTS:

Special events held during the year consisted of the Louisiana State Games. Details of this event are as follows:

	<u>Louisiana State Games</u>
Income	14,145
Expenses	(12,158)
<u>Net</u>	<u>1,987</u>

NOTE 10 - IMPAIRMENT OF LONG-LIVED ASSETS:

In accordance with the accounting guidance for the impairment or disposal of long-lived assets, the Bureau reviews its rental property for impairment whenever events or changes in circumstances indicate that the carrying value of an asset may not be recoverable. If the fair value is less than the carrying amount of the asset, an impairment loss is recognized for the difference. No impairment loss has been recognized to date.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
NOTES TO FINANCIAL STATEMENTS (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

NOTE 11 - SUBSEQUENT EVENTS:

Events that occur after the balance sheet date but before the financial statements were issued must be evaluated for recognition or disclosure. The effects of subsequent events that provide evidence about conditions that existed after the balance sheet date require disclosure in the accompanying notes. Management evaluated the activity of the Bureau through June 25, 2015, the date the report was available for issue, and concluded that no subsequent events have occurred that would require recognition in the financial statements or disclosures in the notes to the financial statements.

NOTE 12 - NEW PRONOUNCEMENTS:

The GASB issued Statement No. 68, *Accounting and Financial Reporting for Pensions*, in June 2012. This Statement replaces the requirements of Statement No. 27, *Accounting for Pensions by State and Local Governmental Employers*, as well as the requirements of Statement No. 50, *Pension Disclosures*. Statement No. 67, *Financial Reporting for Pension Plans*, revises existing standards of financial reporting for most pension plans. Statement No. 68 and Statement No. 67 establish a definition of a pension plan that reflects the primary activities associated with the pension arrangement—determining pensions, accumulating and managing assets dedicated for pensions, and paying benefits to plan members as they come due. This Statement is effective for fiscal years beginning after June 15, 2014. GASB Statement No. 68 will affect the footnote disclosures related to the Bureau's defined contribution plans.

REQUIRED SUPPLEMENTAL INFORMATION

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 BUDGETARY COMPARISON SCHEDULE - GENERAL FUND  
 FOR THE YEAR ENDED DECEMBER 31, 2014

	<u>Budgeted Amounts</u>		<u>Actual Amounts</u>	<u>Variance With Final Budget Positive (Negative)</u>
	<u>Original</u>	<u>Final</u>		
<u>Resources (Inflows):</u>				
Hotel-Motel Occupancy Tax	1,400,000	1,512,719	1,617,912	105,193
Hotel-Motel Sales Tax Rebate	1,250,000	1,452,899	1,530,061	77,162
Miscellaneous Revenues	42,000	39,287	52,848	13,561
Special Events (Net)	-	1,987	1,987	-
Interest	1,500	1,904	1,953	49
Amounts Available for Appropriation	<u>2,693,500</u>	<u>3,008,796</u>	<u>3,204,761</u>	<u>195,965</u>
<u>Charges to Appropriations (Outflows):</u>				
Personal Services	701,839	672,980	672,469	511
Travel	69,520	70,450	71,621	( 1,171)
Operating Expenses	849,026	809,221	783,423	25,798
Supplies	5,800	3,610	9,918	( 6,308)
Professional Services	94,000	127,421	137,637	( 10,216)
Other Charges	1,555,000	518,857	492,521	26,336
Capital Outlays	74,500	9,625	16,269	( 6,644)
Bond Principal Payments	-	-	-	-
Interest on Long-Term Debt	-	-	-	-
Total Charges to Appropriations	<u>3,349,685</u>	<u>2,212,164</u>	<u>2,183,858</u>	<u>28,306</u>
<u>Excess of Reserves Over (Under) Expenditures</u>	( 656,185)	796,632	1,020,903	224,271
<u>Other Financing Sources (Uses)</u>				
Proceeds of Bond Asset	-	-	-	-
<u>Net Other Financing Sources (Uses)</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>	<u>-0-</u>
<u>Excess of Revenues and Sources Over (Under) Expenditures and Uses</u>	( 656,185)	796,632	1,020,903	224,271
<u>Fund Balance at Beginning of Year</u>	<u>5,979,901</u>	<u>5,979,901</u>	<u>5,979,901</u>	<u>-0-</u>
<u>FUND BALANCE AT END OF YEAR</u>	<u>5,323,716</u>	<u>6,776,533</u>	<u>7,000,804</u>	<u>224,271</u>

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

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
 WEST MONROE, LOUISIANA  
 SCHEDULE OF COMPENSATION, BENEFITS, AND OTHER PAYMENTS TO  
 AGENCY HEAD OR CHIEF EXECUTIVE OFFICER  
 FOR THE PERIODS ENDED DURING FISCAL YEAR DECEMBER 31, 2014

AGENCY HEAD NAME/TITLE: ALANA COOPER, EXECUTIVE DIRECTOR

<u>Purpose</u>	<u>Amount</u>
Salary	101,430
Benefits-insurance	19,852
Benefits-retirement	16,229
Benefits-other (describe)	-0-
Benefits-other (describe)	-0-
Benefits-other (describe)	-0-
Car allowance	-0-
Vehicle provided by government (enter amount reported on W-2)	4,720
Per diem	-0-
Reimbursements	1,758
Travel	6,071
Registration Fees	5,324
Conference travel	3,591
Housing	-0-
Unvouchered expenses (example: travel advances, etc.)	-0-
Special meals	-0-
Other	-0-

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## 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

To the Board

Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish  
West Monroe, Louisiana

We have audited, in accordance with the 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 government activities of the Monroe-West Monroe Convention and Visitors Bureau of Ouachita Parish (the Bureau) as of and for the year ended December 31, 2014, and the related notes to the financial statements, which collectively comprise the Bureau's basic financial statements and have issued our report thereon dated June 25, 2015.

### Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Bureau's internal control over financial reporting (internal control) to determine the audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau's internal control.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis, A *material weakness* is a deficiency, or combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of

the entity's financial statements will not be prevented, or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified. We did identify a certain deficiency in internal control, described in the accompanying schedule of findings and responses that we consider to be a significant deficiency. This item is listed as 2014-001.

#### Compliance and Other Matters

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

#### The Bureau's Response to Findings

The Bureau's response to the findings identified in our audit is described in the accompanying schedule of findings and responses. The Bureau's response was not subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we express no opinion on it.

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

This report is intended for the information use of management, the Board members, and the Louisiana Legislative Auditor for the State of Louisiana, and is not intended to be and should not be used by anyone other than these specified parties. However, under Louisiana Revised Statute 24:513, this report is distributed by the Legislative Auditor as a public document.

*Johnson Perry Roussel & Cuthbert, LLP*

JOHNSON, PERRY, ROUSSEL & CUTHBERT, L.L.P.  
CERTIFIED PUBLIC ACCOUNTANTS  
June 25, 2015



MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
SCHEDULE OF CURRENT YEAR FINDINGS AND RESPONSES  
FOR THE YEAR ENDED DECEMBER 31, 2014

FINANCIAL STATEMENT FINDINGS

Internal Control

2014-001

Criteria: As is common in small organizations, management has chosen to engage the auditor to propose certain year-end adjusting journal entries and to prepare the Bureau's annual financial statements. This condition is intentional by management based upon the Bureau's financial complexity, along with the cost effectiveness of acquiring the ability to prepare financial statements in accordance with generally accepted accounting principles. Consistent with this decision, internal controls over the preparation of year-end adjusting entries and annual financial statements, complete with notes, in accordance with generally accepted accounting principles, have not been established. Under generally accepted auditing standards, this condition represents a significant deficiency in internal controls.

Auditing standards require that we report the above condition as a control deficiency. The standards do not provide exceptions to reporting deficiencies that are adequately mitigated with non-audit services rendered by the auditor or deficiencies for which the remedy would be cost prohibitive or otherwise impractical.

Conditions: Proper internal controls under professional accounting standards require management to prepare the Bureau's annual financial statements.

Effect: This finding has no material effect on the financial statements.

Cause: It is not cost effective for the Bureau to cure this control deficiency.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
SCHEDULE OF CURRENT YEAR FINDINGS AND RESPONSES (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

FINANCIAL STATEMENT FINDINGS (Continued)

Internal Control (Continued)

2014-001 (Continued)

Recommendation: As mentioned above, whether or not it would be cost effective to cure a control deficiency is not a factor in applying professional standard reporting requirements. Because prudent management requires that the potential benefit from an internal control must exceed its cost, it may not be practical to correct all the deficiencies an auditor reports. In this case, we do not believe that curing the significant deficiency described above would be cost effective or practical and, accordingly, do not believe any corrective action is necessary.

Response: Management agrees with this finding.

Compliance

N/A

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
MANAGEMENT'S CORRECTIVE ACTION PLAN FOR CURRENT YEAR FINDINGS  
AND RESPONSES  
FOR THE YEAR ENDED DECEMBER 31, 2014

Ms. Alana Cooper, executive director, is the contract person for the corrective action plan.

INTERNAL CONTROL FINDINGS

2014-001

Condition: As is common in small organizations, management has chosen to engage the auditor to propose certain year-end adjusting journal entries and to prepare the Bureau's annual financial statements. This condition is intentional by management based upon the Bureau's financial complexity, along with the cost effectiveness of acquiring the ability to prepare financial statements in accordance with generally accepted accounting principles. Consistent with this decision, internal controls over the preparation of year-end adjusting entries and annual financial statements, complete with notes, in accordance with generally accepted accounting principles, have not been established. Under generally accepted auditing standards, this condition represents a significant deficiency in internal controls.

Auditing standards require that we report the above condition as a control deficiency. The standards do not provide exceptions to reporting deficiencies that are adequately mitigated with non-audit services rendered by the auditor or deficiencies for which the remedy would be cost prohibitive or otherwise impractical.

Recommendation: As mentioned above, whether or not it would be cost effective to cure a control deficiency is not a factor in applying professional standard reporting requirements. Because prudent management requires that the potential benefit from an internal control must exceed its cost, it may not be practical to correct all the deficiencies an auditor reports. In this case, we do not believe that curing the significant deficiency described above would be cost effective or practical and, accordingly, do not believe any corrective action is necessary.

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
MANAGEMENT'S CORRECTIVE ACTION PLAN FOR CURRENT YEAR FINDINGS  
AND RESPONSES (CONTINUED)  
FOR THE YEAR ENDED DECEMBER 31, 2014

INTERNAL CONTROL FINDINGS (Continued)

2014-001 (Continued)

Responses: Management agrees with auditors' recommendation. No additional action is needed.

Compliance

N/A

MONROE-WEST MONROE CONVENTION AND VISITORS BUREAU OF OUACHITA PARISH  
WEST MONROE, LOUISIANA  
SCHEDULE OF PRIOR YEAR FINDINGS AND RESPONSES  
DECEMBER 31, 2014

FINANCIAL STATEMENT FINDINGS - PRIOR YEAR ENDED DECEMBER 31, 2013

13-1

Finding: As is common in small organizations, management has chosen to engage the auditor to propose certain year-end adjusting journal entries and to prepare the Bureau's annual financial statements. This condition is intentional by management based upon the Bureau's financial complexity, along with the cost effectiveness of acquiring the ability to prepare financial statements in accordance with generally accepted accounting principles. Consistent with this decision, internal controls over the preparation of year-end adjusting entries and annual financial statements, complete with notes, in accordance with generally accepted accounting principles, have not been established. Under generally accepted auditing standards, this condition represents a significant deficiency in internal controls.

Status: Uncleared. It is not cost effective to cure this finding.