

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED FINANCIAL STATEMENTS  
WITH SUPPLEMENTARY INFORMATION**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

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## INDEPENDENT AUDITORS' REPORT

To the Board of Trustees of  
**Meet AC, Inc. and Affiliate (d/b/a Visit Atlantic City)**

### *Report on the Audit of the Consolidated Financial Statements*

#### *Opinion*

We have audited the consolidated financial statements of Meet AC, Inc. and Affiliate (d/b/a Visit Atlantic City) (the "Organization") (a nonprofit organization), which comprise the consolidated statements of financial position as of December 31, 2023 and 2022, and the related consolidated statements of activities and change in net assets, functional expenses, and cash flows for the years then ended, and the related notes to the consolidated financial statements.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the consolidated financial position of Meet AC, Inc. and Affiliate (d/b/a Visit Atlantic City) as of December 31, 2023 and 2022, and the consolidated changes in their net assets and their cash flows for the years then ended in accordance with 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 ("GAAS") 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 Auditors' Responsibilities for the Audit of the Consolidated 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 Consolidated Financial Statements***

Management is responsible for the preparation and fair presentation of the consolidated 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 consolidated financial statements that are free from material misstatement, whether due to fraud or error.

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

## ***Auditors' Responsibilities for the Audits of the Consolidated Financial Statements***

Our objectives are to obtain reasonable assurance about whether the consolidated 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 GAAS 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 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 consolidated financial statements.

In performing an audit in accordance with GAAS 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 consolidated 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 consolidated 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 consolidated financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about 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.

### ***Supplementary Information***

Our audit was conducted for the purpose of forming an opinion on the consolidated financial statements as a whole. The supplementary information on pages 23-26 is presented for purposes of additional analysis and is not a required part of the consolidated financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the consolidated financial statements. The information has been subjected to the auditing procedures applied in the audit of the consolidated financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the consolidated financial statements or to the consolidated financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the supplementary information on pages 23-26 is fairly stated, in all material respects, in relation to the consolidated financial statements as a whole.

### ***Other Reporting Required by Government Auditing Standards***

In accordance with *Government Auditing Standards*, we have also issued our report dated March 19, 2024, on our consideration of the Organization'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 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.

*Marcum LLP*

Philadelphia, PA  
March 19, 2024

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED STATEMENTS OF FINANCIAL POSITION**

**DECEMBER 31, 2023 AND 2022**

	2023	2022
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	\$ 584,032	\$ 95,856
Cash and cash equivalents - committed for convention incentive funds	640,060	683,175
Accounts receivable	28,513	22,021
Grants receivable	28,014	--
Prepaid expenses	168,676	241,918
Note receivable, current portion	25,000	25,000
<b>Total Current Assets</b>	<b>1,474,295</b>	<b>1,067,970</b>
<b>Noncurrent Assets</b>		
Intangible assets	37,581	37,581
Equipment and software - at cost, less accumulated depreciation and amortization	226,449	177,097
Note receivable, net of current portion	--	25,000
<b>Total Noncurrent Assets</b>	<b>264,030</b>	<b>239,678</b>
<b>Total Assets</b>	<b>\$ 1,738,325</b>	<b>\$ 1,307,648</b>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities</b>		
Accounts payable and accrued expenses	\$ 357,315	\$ 275,075
Accrued payroll and related expenses	610,951	597,393
Refundable advance - NJ Department of State	48,439	240,497
Deferred revenue - CRDA	160,883	--
Deferred revenue - CRDA contractual budget reserve	405,000	157,696
<b>Total Current Liabilities</b>	1,582,588	1,270,661
<b>Commitments</b>		
<b>Net Assets Without Donor Restrictions</b>	155,737	36,987
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,738,325</b>	<b>\$ 1,307,648</b>

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

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED STATEMENTS OF ACTIVITIES AND CHANGE IN NET ASSETS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

	2023	2022
<b>Revenues and Other Support</b>		
CRDA contract revenue	\$ 8,091,813	\$ 9,481,915
Governmental grants		
Employee Retention Payroll Tax Credit	598,537	--
American Rescue Plan - passed through		
NJ Department of State	478,014	--
NJ Department of State	300,058	238,370
Registration staffing	135,413	151,701
Interest income	53,899	5,639
	<u>9,657,734</u>	<u>9,877,625</u>
<b>Total Revenues and Other Support</b>		
<b>Expenses</b>		
<b>Program Services</b>		
Meetings, conventions and groups	7,306,089	7,654,466
Registration staffing	132,180	165,683
Marketing - sports and entertainment	1,336,396	1,394,636
	<u>8,774,665</u>	<u>9,214,785</u>
<b>Total Program Services</b>		
<b>Supporting Services</b>		
Management and general	764,319	662,840
	<u>9,538,984</u>	<u>9,877,625</u>
<b>Total Expenses</b>		
<b>Change in Net Assets Without Donor Restrictions</b>	118,750	--
<b>Net Assets, Beginning of Year</b>	<u>36,987</u>	<u>36,987</u>
<b>Net Assets, End of Year</b>	<u>\$ 155,737</u>	<u>\$ 36,987</u>

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

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED STATEMENT OF FUNCTIONAL EXPENSES**

**FOR THE YEAR ENDED DECEMBER 31, 2023**

	Program Services			Total Program Services	Supporting Services	Total Functional Expenses
	Meetings, Conventions and Groups	Registration Staffing	Marketing - Sports and Entertainment		Management and General	
Payroll	\$ 1,901,439	\$ 110,247	\$ 248,442	\$ 2,260,128	\$ 359,555	\$ 2,619,683
Payroll taxes	129,868	14,711	19,007	163,586	28,814	192,400
Benefits	373,975	--	41,532	415,507	59,469	474,976
<b>Salaries and Related Expenses</b>	2,405,282	124,958	308,981	2,839,221	447,838	3,287,059
Marketing	2,368,378	7,222	900,694	3,276,294	24,872	3,301,166
Advertising and print	1,818,372	--	88,780	1,907,152	11,092	1,918,244
Client entertainment	235,469	--	9,409	244,878	705	245,583
Professional fees	39,014	--	240	39,254	20,291	59,545
Public relations	279,393	--	18,063	297,456	1,000	298,456
Facilities and insurance	46,827	--	3,979	50,806	92,906	143,712
Other expenses	22,569	--	--	22,569	53,183	75,752
Office and computer expenses	20,198	--	--	20,198	112,432	132,630
Depreciation and amortization	70,587	--	6,250	76,837	--	76,837
<b>Total Expenses</b>	<u>\$ 7,306,089</u>	<u>\$ 132,180</u>	<u>\$ 1,336,396</u>	<u>\$ 8,774,665</u>	<u>\$ 764,319</u>	<u>\$ 9,538,984</u>

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



**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED STATEMENT OF FUNCTIONAL EXPENSES**

**FOR THE YEAR ENDED DECEMBER 31, 2022**

	Program Services			Total Program Services	Supporting Services	Total Functional Expenses
	Meetings, Conventions and Groups	Registration Staffing	Marketing - Sports and Entertainment		Management and General	
Payroll	\$ 1,731,812	\$ 136,460	\$ 241,308	\$ 2,109,580	\$ 350,427	\$ 2,460,007
Payroll taxes	125,933	11,532	19,642	157,107	27,441	184,548
Benefits	347,275	--	38,979	386,254	54,056	440,310
<b>Salaries and Related Expenses</b>	<b>2,205,020</b>	<b>147,992</b>	<b>299,929</b>	<b>2,652,941</b>	<b>431,924</b>	<b>3,084,865</b>
Marketing	2,154,505	17,691	1,005,939	3,178,135	16,833	3,194,968
Advertising and print	1,584,629	--	41,688	1,626,317	303	1,626,620
Client entertainment	1,233,361	--	11,422	1,244,783	2,234	1,247,017
Public relations	299,973	--	25,215	325,188	1,653	326,841
Professional fees	31,420	--	7,772	39,192	27,401	66,593
Facilities and insurance	46,449	--	2,618	49,067	88,432	137,499
Office and computer expenses	35,878	--	53	35,931	91,491	127,422
Other expenses	28,422	--	--	28,422	2,569	30,991
Depreciation and amortization	34,809	--	--	34,809	--	34,809
<b>Total Expenses</b>	<b>\$ 7,654,466</b>	<b>\$ 165,683</b>	<b>\$ 1,394,636</b>	<b>\$ 9,214,785</b>	<b>\$ 662,840</b>	<b>\$ 9,877,625</b>

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

**MEET AC, INC. AND AFFILIATE**  
**(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATED STATEMENTS OF CASH FLOWS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

	2023	2022
<b>Cash Flows From Operating Activities</b>		
Change in net assets without donor restrictions	\$ 118,750	\$ --
Adjustments to reconcile change in net assets without donor restrictions to net cash provided by (used in) operating activities		
Depreciation and amortization expense	76,837	34,809
Changes in assets and liabilities		
Accounts receivable	(6,492)	(18,708)
Grants receivable	(28,014)	--
Prepaid expenses	73,242	(108,265)
Accounts payable and accrued expenses	82,240	(605,825)
Accrued payroll and related expenses	13,558	(56,711)
Refundable advance - NJ Department of State	(192,058)	165,055
Deferred revenue - CRDA	160,883	(924,309)
Deferred revenue - CRDA contractual budget reserve	247,304	(247,304)
<b>Net Cash Provided by (Used in) Operating Activities</b>	<b>546,250</b>	<b>(1,761,258)</b>
<b>Cash Flows From Investing Activities</b>		
Repayment of note receivable	25,000	25,000
Intangible asset additions	--	(2,581)
Equipment and software purchases	(126,189)	(173,037)
<b>Net Cash Used in Investing Activities</b>	<b>(101,189)</b>	<b>(150,618)</b>
<b>Cash Flows From Financing Activity</b>		
Repayment of Small Business Administration - PPP Loan	--	(307,500)
<b>Net Increase (Decrease) in Cash and Cash Equivalents</b>	<b>445,061</b>	<b>(2,219,376)</b>
<b>Cash and Cash Equivalents, Beginning of Year</b>	<b>779,031</b>	<b>2,998,407</b>
<b>Cash and Cash Equivalents, End of Year</b>	<b>\$ 1,224,092</b>	<b>\$ 779,031</b>
<b>Reconciliation of Cash and Cash Equivalents, End of Year</b>		
Cash and cash equivalents	\$ 584,032	\$ 95,856
Cash and cash equivalents - committed for convention incentive funds	640,060	683,175
<b>Cash and Cash Equivalents, End of Year</b>	<b>\$ 1,224,092</b>	<b>\$ 779,031</b>

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

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 1 - NATURE OF THE ORGANIZATION**

Meet AC, Inc. (“Meet AC”) (d/b/a Visit Atlantic city) was incorporated on April 22, 2014. Effective June 18, 2014, the Casino Reinvestment Development Authority (“CRDA”), which is an instrumentality of the State of New Jersey (the “State”), approved the restructuring and outsourcing of the sales function of its Convention Sales Division through the creation of this separate and distinct not-for-profit business league entity. The Organization’s purpose is to promote, market and advance the City of Atlantic City as a premium destination for conventions, meetings, and tradeshow, all with the goal of expanding the convention and tourism industries in Atlantic City and promoting the general business conditions of the community at large. As such, the CRDA and the Organization have entered into a public-private partnership agreement, whereby the CRDA provides funding to the Organization in exchange for these services, including booking convention space at Atlantic City Convention Center and Historic Boardwalk Hall (the “Facilities”), hotel rooms and off-site venues within Atlantic City, and promoting other Atlantic City amenities. Effective January 17, 2023, Meet AC rebranded, and began conducting business under the alternate name Visit Atlantic City.

Meet AC’s affiliate, Atlantic City Sports Commission, Inc. (the “Commission”), was incorporated on December 3, 2014. The Commission was created by the State, through the efforts of the CRDA and Meet AC, to further carry out the CRDA’s purposes. The Commission’s purpose is to engage in sports and entertainment related activities, including, but not limited to, making distributions for charitable purposes and improving the Atlantic City region by promoting, marketing and advancing Atlantic City as a destination for amateur and professional sporting and other entertainment events. The Commission’s primary source of revenue is from CRDA funding passed through Meet AC to the Commission.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 1 - NATURE OF THE ORGANIZATION (CONTINUED)**

***PROGRAM SERVICES***

Meet AC's program services have been established, in accordance with the Organization's agreement with the CRDA, to promote and market the Facilities as premier destinations for conventions, meetings, trade shows and group leisure events; conduct coordinated advertising, publicity and promotion campaigns emphasizing attractions offered in Atlantic City (the "City") for meetings and groups; sell and coordinate the booking and reservation of convention, meeting and trade show space, hotel rooms and other off-site venues; participate in appropriate convention and destination marketing associations' events and trade shows to assure favorable publicity about the City and the Facilities; solicit convention, tradeshow and meeting organizations to use the Facilities and other venues throughout the City; provide tourism and event-planning services to associations, businesses, organizations and groups convening or holding conventions, meetings or events; prepare, publish and update materials providing specific information on the Facilities, hotels, restaurants, entertainment and other amenities located in the City, and distribute said materials to event planners or coordinators; coordinate with City hotels, restaurants and entertainment venues the cross-selling and booking of said Facilities in connection with the booking of a convention, tradeshow or other meeting events at the Facilities; and create and maintain strategic relationships for the coordination of services with the CRDA and its business partners, as they relate to the convention and meeting business in the City.

The Commission's program services are supported by Meet AC's agreement with the CRDA, and established to promote and market the Atlantic City Convention Center, Historic Boardwalk Hall, and Bader Field (the "Commission Facilities") as premier destinations for sports related events, emphasizing attractions offered in the City for events to groups; to sell and coordinate the booking and reservation of events, hotel rooms and other off-site venues; to participate in appropriate convention and destination marketing associations' events and trade shows to assure favorable publicity about the City and the Commission Facilities; and to solicit, create and support sport related events to use the Commission Facilities and other venues throughout the City.

***SUPPORTING SERVICES***

Management and general services include those functions necessary to obtain and manage the Organization's financial and other resources, ensure an adequate working environment, develop and administer Organization programs and services and, in conjunction with the Organization's Board of Trustees, oversee the articulation of Organization policies and procedures, as well as long-term Organization strategies.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 1 - NATURE OF THE ORGANIZATION (CONTINUED)**

*SUPPORTING SERVICES (CONTINUED)*

Meet AC and the Commission did not incur any fundraising expenses during the years ended December 31, 2023 and 2022.

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

*PRINCIPLES OF CONSOLIDATION*

Accounting principles generally accepted in the United States of America (“GAAP”) require the Organization to consolidate entities in which it has control and an economic interest, when that control is evidenced through a majority ownership or voting interest. Meet AC has an economic interest and control of the Commission’s board, by virtue of common corporate governance, and therefore consolidation is required. The consolidated financial statements include the accounts of Meet AC and the Commission, collectively referred to as (the “Organization”).

All intra-organizational accounts and transactions have been eliminated in the accompanying consolidated financial statements.

*BASIS OF PRESENTATION*

The accompanying consolidated financial statements have been presented in accordance with GAAP. Net assets, revenues and other support, and expenses are classified based on the existence or absence of donor-imposed restrictions.

Net assets without donor restrictions consist of assets, revenues and other support which are available and used for operations and programs.

Net assets with donor restrictions include funds with donor-imposed restrictions, which permit the Organization to expend the assets as specified and are satisfied either by the passage of time or by actions of the Organization. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

There were no net assets with donor restrictions as of December 31, 2023 and 2022.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

*USE OF ESTIMATES*

Management uses estimates and assumptions in preparing consolidated financial statements. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and the reported revenues, support, and expenses. Actual results could differ from those estimates.

*REVENUES AND SUPPORT*

*Contract Revenue*

In accordance Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") 606, *Revenue from Contracts with Customers*, the Organization recognizes contract revenue when the following criteria are met: 1) Contract with the customer has been identified; 2) Performance obligations in the contract have been identified; 3) Transaction price has been determined; 4) The transaction price has been allocated to the performance obligations; and 5) When (or as) performance obligations are satisfied. Revenue from exchange contracts is recognized as the Organization substantially meets the performance obligations contained in the agreement with the sponsor.

The Organization's marketing and sales agreement with CRDA is a fixed-price agreement and does not include any incentive provisions. The Organization receives its approved contract funding from CRDA in four quarterly advance payments. The sales and marketing services are considered a single performance obligation that is satisfied over time. The Organization recognizes revenue for financial reporting purposes over time. Progress toward completion of the Organization's contract is measured by the costs incurred to date. This method is used because management considers total cost to be the best available measure of progress the contract.

All contract revenue and grants are recorded as deferred revenue and refundable advances, respectively, until they are expended and recognized as revenue. Certain CRDA contract revenues received but not expended as of the end of the year are permitted to be retained in a budget reserve in accordance with the terms of the agreement with CRDA. If, at the end of the contract term, the CRDA requests a return of any remaining uncommitted and unexpended monies, over and above the allowable budget reserve retained, the advances would then be reclassified as due back to the CRDA. Accordingly, CRDA contract revenue is recognized only to the extent of expenses incurred (exchange transaction).

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***REVENUES AND SUPPORT (CONTINUED)***

***Contract Revenue (continued)***

At December 31, 2023, there was \$565,883 of deferred revenue for advances received from CRDA in 2023 for which expenses were not incurred as of December 31, 2023. Included in the deferred revenue total is \$405,000 which the Organization may retain as part of its contract with CRDA. The Organization received approval from CRDA to retain those funds and apply them to 2024 budgeted expenses. At December 31, 2022, there was \$157,696 of deferred revenue for advances received from CRDA in 2022 for which expenses were not incurred as of December 31, 2022 of which the Organization may retain as part of its contract with CRDA. The Organization received approval from CRDA to retain those funds and applied them to 2023 budgeted expenses. At January 1, 2022, the deferred revenue balance was \$1,329,309. The Organization returned \$500,000 to CRDA and applied the remaining balance to 2022 budgeted expenses.

The Organization also provides registration services. Each registration service contract is considered to be one performance obligation and revenue is recognized at the point in time of performance.

***Governmental Grants***

In accordance with ASC 958, *Not-for-Profit Entities*, grants and contracts awarded by the State of New Jersey which are generally considered nonreciprocal transactions restricted by sponsors for certain purposes, are recognized as revenue when qualifying expenditures are incurred and conditions under the agreements are met. The Organization recognizes a restricted contribution directly in net assets without donor restrictions if the restriction is met in the same period that the revenue is recognized.

The Organization was awarded grants from the NJ Department of State, Division of Travel and Tourism, entitled, Destination Marketing Organization (“DMO”), in the amount of \$258,000 covering the period July 1, 2022 to June 30, 2023, and \$258,000, covering the period July 1, 2023 to June 30, 2024. For the year ended December 31, 2023, the Organization recognized revenues of \$219,497 for the DMO grant covering the period July 1, 2022 to June 30, 2023, and \$80,561 for the DMO grant covering the period July 1, 2023 to June 30, 2024, totaling \$300,058. For the year ended December 31, 2022, the Organization recognized revenues of \$199,867 for the DMO grant covering the period July 1, 2021 to June 30, 2022, and \$38,503 for the DMO grant covering the period July 1, 2022 to June 30, 2023, totaling \$238,370.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***REVENUES AND SUPPORT (CONTINUED)***

***Governmental Grants (continued)***

At December 31, 2023 and 2022, the Organization had received DMO grant funds in advance of and in excess of expenses incurred, which are reflected as refundable advances totaling \$48,439 and \$90,497, respectively. During 2023, the Organization recognized the December 31, 2022 DMO grant refundable advance of \$90,497 as revenue. The Organization anticipates recognizing the remaining funds as revenue in 2024, prior to the June 30, 2024, grant expiration date. At January 1, 2022, the grant refundable advance was \$240,497 and was recognized as revenue in 2022.

During 2022, the Organization was awarded another grant from the NJ Department of State, Division of Travel and Tourism, entitled, Destination Marketing Organization American Rescue Plan 2022 (“DMO ARP”), a federal pass-through grant, up to an amount of \$900,000 covering the period May 27, 2022 to June 30, 2025. For the year ended December 31, 2023, the Organization recognized revenues of \$478,014 for the DMO ARP grant. The Organization incurred DMO ARP grant expenses that exceeded advances resulting in a grants receivable amount of \$28,014 at December 31, 2023. For the year ended December 31, 2022, the Organization received DMO ARP funds of \$150,000 in advance of and in excess of expenses incurred which are reflected as refundable advances as of December 31, 2022. The Organization recognized the DMO ARP refundable advances as revenue in 2023.

The Coronavirus Aid, Relief, and Economic Security Act (“CARES Act”) provided for an Employee Retention Credit (“ERC”), which is a refundable tax credit against certain employment taxes of up to \$7,000 per employee per quarter for eligible employers. The tax credit is equal to 70% of qualified wages paid to employees during a quarter, capped at \$10,000 of qualified wages per employee for each quarter. The tax credit refunds relate to quarters ended in 2020 and 2021 for which the Organization applied for during the year ended December 31, 2023. The Organization determined that the conditions to qualify for and record the employee retention credits were substantially met in accordance with FASB ASC 958-605, *Not-for-Profit Entities - Revenue Recognition* during the year ended December 31, 2023. As such, the Organization recorded a total of \$598,537 of government grant income on the consolidated statements of activities and changes in net assets during the year ended December 31, 2023. All funds were received during the year ended December 31, 2023.



**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***REVENUES AND SUPPORT (CONTINUED)***

***Governmental Grants (continued)***

The Organization recognized revenues and support as follows:

	<u>Year Ended December 31,</u>	
	<u>2023</u>	<u>2022</u>
CRDA contract revenue (over time)	\$ 8,091,813	\$ 9,481,915
Government grants	1,376,609	238,370
Registration staffing contract revenue (point in time)	135,413	151,701
Interest income	<u>53,899</u>	<u>5,639</u>
	<u>\$ 9,657,734</u>	<u>\$ 9,877,625</u>

***CASH AND CASH EQUIVALENTS***

Cash balances in banks are insured by the Federal Deposit Insurance Corporation subject to certain limitations. At various times during the year, the Organization's cash balances may exceed the insurable limit; however, the Organization has not experienced any losses in such accounts.

For purposes of the consolidated statements of cash flows, the Organization considers all cash and cash equivalents with original maturities of three months or less when purchased to be cash or cash equivalents.

***RECENTLY ADOPTED ACCOUNTING PRONOUNCEMENT***

In June 2016, the FASB issued guidance (FASB ASC 326) which significantly changed how entities will measure credit losses for most financial assets and certain other instruments that are not measured at fair value through net income. The most significant change in this standard is a shift from the incurred loss model to the expected loss model. Under the standard, disclosures are required to provide users of the financial statements with useful information in analyzing an entity's exposure to credit risk and the measurement of credit losses. Financial assets held by the company that are subject to the guidance in FASB ASC 326 were accounts receivable.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***RECENTLY ADOPTED ACCOUNTING PRONOUNCEMENT (CONTINUED)***

The Organization adopted the standard effective January 1, 2023. The impact of the adoption was not considered material to the financial statements and primarily resulted in new/enhanced disclosures only.

***ACCOUNTS RECEIVABLE AND ALLOWANCE FOR CREDIT LOSSES***

The allowance estimate is derived from a review of the Organization's historical losses based on the aging schedule methodology. This estimate is adjusted for management's assessment of current conditions, reasonable and supportable forecasts regarding future events, and any other factors deemed relevant by the Organization. The Organization believes historical loss information is a reasonable starting point in which to calculate the expected allowance for credit losses as the Organization's portfolio segment of registration customers have remained constant since the Organization's inception. Based on economic indicators and general overall economic conditions, no allowance for credit losses is considered necessary at December 31, 2023, December 31, 2022 or January 1, 2022, and there were no write-offs during the years ended December 31, 2023 and December 31, 2022. The balance of accounts receivable at January 1, 2022 was \$3,313.

***EQUIPMENT AND SOFTWARE RELATED DEPRECIATION AND AMORTIZATION***

Equipment and software are stated at cost, less accumulated depreciation and amortization. The Organization's policy is to capitalize all assets with estimated useful lives greater than one year and with an original cost over \$1,000. Costs incurred in the development of software and website are expensed during the preliminary and post-implementation operation stages, including data conversion, training, and maintenance costs. Costs incurred during the development stage are capitalized. Depreciation and amortization are provided over the estimated useful lives of the respective assets on a straight-line basis. The principal useful life for computers and computer equipment is estimated to be five years. The principal useful life for software and development costs is estimated to be three years. Accumulated depreciation was \$93,478 and \$72,058 as of December 31, 2023 and 2022, respectively. Accumulated amortization was \$72,105 and \$16,688 as of December 31, 2023 and 2022, respectively.

**MEET AC, INC. AND AFFILIATE  
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**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***INTANGIBLE ASSETS***

The intangible assets consist of domain names (meetac.com and meetatlanticcity.com) purchased by the Organization. The Organization follows the provisions of ASC 350-30-35-18 for intangible assets, which requires an organization to perform impairment testing annually, or more frequently if events or circumstances indicate that the asset may be impaired, using a direct valuation methodology for those assets determined to have an indefinite life.

Since the domain names have been determined to have an indefinite life, no amortization is recorded. No impairment loss was recognized for the years ended December 31, 2023 and 2022.

***LEASES***

Effective January 1, 2022, the Organization adopted FASB ASC 842, *Leases* (ASC 842). The Organization determines if an arrangement contains a lease at inception based on whether the Organization has the right to control the asset during the contract period and other facts and circumstances. The Organization elected the package of practical expedients permitted under the transition guidance within the new standard, which among other things, allowed it to carry forward the historical lease classification. The Organization elected the short-term lease recognition exemption for all leases that qualify. Consequently, for those leases that qualify, the Organization will not recognize right-of-use assets or lease liabilities on the consolidated statements of financial position. The Organization generally does not have access to the rate implicit in the lease, and therefore the Organization utilizes a risk-free rate as the discount rate.

The adoption of ASC 842 did not have a material impact on the Organization's results of operations and cash flows for the year ended December 31, 2022.

***COMPENSATED ABSENCES***

Certain employees of the Organization have earned a vested right to compensation for unused vacation time. Accordingly, the Organization has made an accrual for vacation compensation that employees have earned but not taken. As of December 31, 2023 and 2022, the Organization has accrued approximately \$79,000 and \$73,000 of earned vacation, respectively, which is included in accrued payroll and related expenses in the consolidated statements of financial position.

**MEET AC, INC. AND AFFILIATE  
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**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS  
FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

***FUNCTIONAL ALLOCATION OF EXPENSES***

The costs of providing the various programs and other activities have been summarized on a functional basis in the consolidated statements of activities and change in net assets and in the consolidated statements of functional expenses. The Organization incurs expenses that directly relate to, and can be assigned to, a specific program or supporting activity. The Organization also conducts a number of activities which benefit both its program objectives as well as supporting services. These costs, which are not specifically attributable to a specific program or supporting activity, are allocated by management on a consistent basis among program and supporting services benefited, based on estimates of time and effort incurred by personnel. Management and general expenses include those expenses that are not directly identifiable with any other specific function, but provide for the overall support and direction of the Organization.

***ADVERTISING COSTS***

It is the Organization's policy to expense advertising costs as incurred. The Organization incurred \$1,918,244 and \$1,626,620 in advertising costs for the years ended December 31, 2023 and 2022, respectively.

***INCOME TAXES***

Meet AC, Inc. qualifies as a tax-exempt organization under Section 501(c)(6) of the Internal Revenue Code. Contributions to the Organization are neither solicited nor tax deductible.

Atlantic City Sports Commission, Inc. qualifies as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Commission also has been classified as an organization that is not a private foundation under Section 509(a)(2), and therefore qualifies for the charitable contribution deduction under Section 170(b)(1)(a). Since both entities qualify as tax-exempt organizations for both federal and state purposes, and neither organization engaged in any activities that might give rise to unrelated business income tax, the consolidated financial statements do not reflect a provision for income taxes.

***SUBSEQUENT EVENTS***

The Organization has performed a review of events subsequent to the consolidated statements of financial position date through March 19, 2024, the date the consolidated financial statements were available to be issued.

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 3 - LIQUIDITY, AVAILABILITY OF RESOURCES, RISKS AND UNCERTAINTIES**

The Organization's financial assets available within one year of the consolidated statements of financial position for general expenditure are as follows:

	<u>Year Ended December 31,</u>	
	<u>2023</u>	<u>2022</u>
Cash and cash equivalents	\$ 1,224,092	\$ 779,031
Accounts receivable	28,513	22,021
Grants receivable	28,014	--
Notes receivable, current portion	<u>25,000</u>	<u>25,000</u>
	<u>\$ 1,305,619</u>	<u>\$ 826,052</u>

In addition to the financial assets shown above as of December 31, 2023 to meet cash requirements within one year, the Organization's 2024 funding of \$10 million has been approved by the CRDA. The Organization also receives revenue approximating \$258,000 annually from a state tourism grant and other sources, which is available to meet its financial obligations.

As a result of the 2024 funding commitment from CRDA and the Organization's ability to manage expenses within its budget, Management and the Board of Trustees projects that it will have sufficient liquidity to continue operations for at least one year from the issuance of these consolidated financial statements.

**NOTE 4 - NOTE RECEIVABLE**

On August 8, 2020, the Organization provided a loan to a company sponsoring the Atlantic City Beer and Music Festival in the amount of \$100,000. The note bears interest at 5%, is unsecured and is personally guaranteed by the owner of the company. The note is payable in four annual installments of \$25,000 plus interest starting on May 15, 2021, and each subsequent May 15 through the maturity date of May 15, 2024. During the years ended December 31, 2023 and 2022, the company made payments of \$25,000 to the Organization.

**MEET AC, INC. AND AFFILIATE**  
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**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**  
**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 5 - COMMITMENTS**

*INCENTIVE FUNDING COMMITMENTS*

The Organization enters into agreements with various groups and organizations providing convention development and incentive funds to encourage the booking of conferences, conventions, and meetings in Atlantic City. Generally, the payment of the incentives is contingent upon the event happening.

As of December 31, 2023, the Organization had the following incentive funding commitments:

Year Ending December 31,	Amount
2024	\$ 359,925
2025	165,845
2026	99,290
2027	<u>15,000</u>
	<u>\$ 640,060</u>

**NOTE 6 - LEASES**

The Organization leases office equipment under annual leases that are subject to annual renewal. Total expense under the lease arrangements totaled approximately \$68,000 and \$53,000 the years ended December 31, 2023 and 2022, respectively.

The Organization leases its operating facilities, on a month-to-month basis, from the CRDA. The monthly rental expense is based upon the percentage of floor space used. Rent expense for each of the years ended December 31, 2023 and 2022, was \$60,000. See also Note 8.

**MEET AC, INC. AND AFFILIATE  
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**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 7 - CONCENTRATIONS**

***MAJOR SOURCES OF REVENUE***

The Organization received 84% and 96% of its funding from the CRDA during the years ended December 31, 2023 and 2022, respectively, under a contract which expires in 2025, and provides for quarterly funding. The funding is approved annually. The 2023 approved funding was \$8.5 million and the 2024 amount has been approved for \$10 million.

The contract also provides for a reduction in the funding commitment to the Organization, in the event of an extraordinary reduction in the amount of annual Luxury Tax Revenues collected by the CRDA in any year and also does not provide for guaranteed revenue.

**NOTE 8 - RELATED PARTY TRANSACTIONS**

***CONTRACT REVENUES***

The Organization is funded by the CRDA as part of its collaborative, public-private partnership agreement with the CRDA in exchange for promotional, marketing and sales efforts rendered, including booking convention space, leisure groups, hotel rooms and off-site venues. Revenue provided by the CRDA and recognized for the years ended December 31, 2023 and 2022, was \$8,091,813 and \$9,481,915, respectively.

***EXPENSES***

The Organization leases its operating facilities, on a month-to-month basis, from the CRDA. The monthly rental expense is based upon the percentage of floor space used. Rent expense for each of the years ended December 31, 2023 and 2022, was \$60,000. CRDA also charges for cleaning services at the facilities. Cleaning expense paid to the CRDA for the years ended December 31, 2023 and 2022, was \$20,340. The Organization pays CRDA for marketing signage at the facilities. Marketing expense paid to the CRDA for the years ended December 31, 2023 and 2022, was \$35,000. Occasionally, CRDA will pay various other administrative/office expenses on behalf of the Organization, for which the Organization will reimburse CRDA. Amounts have been immaterial.

**MEET AC, INC. AND AFFILIATE  
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**NOTES TO CONSOLIDATED FINANCIAL STATEMENTS**

**FOR THE YEARS ENDED DECEMBER 31, 2023 AND 2022**

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**NOTE 9 - RETIREMENT PLAN**

The Organization sponsors a 401(k) retirement plan, covering all full-time employees. The Organization contributed a safe harbor amount equal to 5% of each full-time employee's compensation in 2023 and 2022. The contributions for the years ended December 31, 2023 and 2022, were \$122,974 and \$115,601, respectively.



**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATING STATEMENT OF FINANCIAL POSITION**

**DECEMBER 31, 2023**

	Meet AC	Atlantic City Sports Commission	Eliminations	Consolidated Statement
<b>Assets</b>				
<b>Current Assets</b>				
Cash and cash equivalents	\$ 577,713	\$ 6,319	\$ --	\$ 584,032
Cash and cash equivalents - committed for convention incentive funds	640,060	--	--	640,060
Accounts receivable	28,513	--	--	28,513
Grants receivable	28,014	--	--	28,014
Prepaid expenses	168,362	314	--	168,676
Due from related party	66,063	--	(66,063)	--
Note receivable, current portion	25,000	--	--	25,000
<b>Total Current Assets</b>	<u>1,533,725</u>	<u>6,633</u>	<u>(66,063)</u>	<u>1,474,295</u>
<b>Noncurrent Assets</b>				
Intangible assets	37,581	--	--	37,581
Equipment and software - at cost, less accumulated depreciation and amortization	107,699	118,750	--	226,449
<b>Total Noncurrent Assets</b>	<u>145,280</u>	<u>118,750</u>	<u>--</u>	<u>264,030</u>
<b>Total Assets</b>	<u>\$ 1,679,005</u>	<u>\$ 125,383</u>	<u>\$ (66,063)</u>	<u>\$ 1,738,325</u>
<b>Liabilities and Net Assets</b>				
<b>Current Liabilities</b>				
Accounts payable and accrued expenses	\$ 297,995	\$ 59,320	\$ --	\$ 357,315
Accrued payroll and related expenses	610,951	--	--	610,951
Refundable advance - NJ Department of State	48,439	--	--	48,439
Deferred revenue - CRDA	160,883	--	--	160,883
Deferred revenue - CRDA contractual budget reserve	405,000	--	--	405,000
Due to related party	--	66,063	(66,063)	--
<b>Total Current Liabilities</b>	1,523,268	125,383	(66,063)	1,582,588
<b>Commitments</b>				
<b>Net Assets Without Donor Restrictions</b>	<u>155,737</u>	<u>--</u>	<u>--</u>	<u>155,737</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 1,679,005</u>	<u>\$ 125,383</u>	<u>\$ (66,063)</u>	<u>\$ 1,738,325</u>

*See independent auditors' report.*

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATING STATEMENT OF FINANCIAL POSITION**

**DECEMBER 31, 2022**

	Meet AC	Atlantic City Sports Commission	Eliminations	Consolidated Statement
<b>Assets</b>				
<b>Current Assets</b>				
Cash and cash equivalents	\$ 95,250	\$ 606	\$ --	\$ 95,856
Cash and cash equivalents - committed for convention incentive funds	683,175	--	--	683,175
Accounts receivable	22,021	--	--	22,021
Prepaid expenses	232,509	9,409	--	241,918
Due from related party	--	14,454	(14,454)	--
Note receivable, current portion	<u>25,000</u>	<u>--</u>	<u>--</u>	<u>25,000</u>
<b>Total Current Assets</b>	<u>1,057,955</u>	<u>24,469</u>	<u>(14,454)</u>	<u>1,067,970</u>
<b>Noncurrent Assets</b>				
Intangible assets	37,581	--	--	37,581
Equipment and software - at cost, less accumulated depreciation and amortization	177,097	--	--	177,097
Note receivable, net of current portion	<u>25,000</u>	<u>--</u>	<u>--</u>	<u>25,000</u>
<b>Total Noncurrent Assets</b>	<u>239,678</u>	<u>--</u>	<u>--</u>	<u>239,678</u>
<b>Total Assets</b>	<u>\$ 1,297,633</u>	<u>\$ 24,469</u>	<u>\$ (14,454)</u>	<u>\$ 1,307,648</u>
<b>Liabilities and Net Assets</b>				
<b>Current Liabilities</b>				
Accounts payable and accrued expenses	\$ 250,606	\$ 24,469	\$ --	\$ 275,075
Accrued payroll and related expenses	597,393	--	--	597,393
Refundable advance - NJ Department of State	240,497	--	--	240,497
Deferred revenue - CRDA contractual budget reserve	157,696	--	--	157,696
Due to related party	<u>14,454</u>	<u>--</u>	<u>(14,454)</u>	<u>--</u>
<b>Total Current Liabilities</b>	1,260,646	24,469	(14,454)	1,270,661
<b>Commitments</b>				
<b>Net Assets Without Donor Restrictions</b>	<u>36,987</u>	<u>--</u>	<u>--</u>	<u>36,987</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 1,297,633</u>	<u>\$ 24,469</u>	<u>\$ (14,454)</u>	<u>\$ 1,307,648</u>

*See independent auditors' report.*

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATING STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS**

**FOR THE YEAR ENDED DECEMBER 31, 2023**

	Meet AC	Atlantic City Sports Commission	Eliminations	Consolidated Statement
<b>Revenues and Other Support</b>				
CRDA contract revenue	\$ 8,091,813	\$ 1,336,396	\$ (1,336,396)	\$ 8,091,813
Governmental grants				
Employee Retention Payroll Tax Credit	598,537	--	--	598,537
American Rescue Plan - passed through				
NJ Department of State	478,014	--	--	478,014
NJ Department of State	300,058	--	--	300,058
Registration staffing	135,413	--	--	135,413
Interest income	53,899	--	--	53,899
<b>Total Revenues and Other Support</b>	<u>9,657,734</u>	<u>1,336,396</u>	<u>(1,336,396)</u>	<u>9,657,734</u>
<b>Expenses</b>				
<b>Program Services</b>				
Meetings, conventions and groups	7,306,089	--	--	7,306,089
Registration staffing	132,180	--	--	132,180
Marketing - sports and entertainment	--	1,336,396	--	1,336,396
Atlantic City Sports Commission	1,336,396	--	(1,336,396)	--
<b>Total Program Services</b>	8,774,665	1,336,396	(1,336,396)	8,774,665
<b>Supporting Services</b>				
Management and general	764,319	--	--	764,319
<b>Total Expenses</b>	<u>9,538,984</u>	<u>1,336,396</u>	<u>(1,336,396)</u>	<u>9,538,984</u>
<b>Change in Net Assets Without Donor Restrictions</b>	118,750	--	--	118,750
<b>Net Assets, Beginning of Year</b>	<u>36,987</u>	--	--	<u>36,987</u>
<b>Net Assets, End of Year</b>	<u>\$ 155,737</u>	<u>\$ --</u>	<u>\$ --</u>	<u>\$ 155,737</u>

*See independent auditors' report.*

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**CONSOLIDATING STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS**

**FOR THE YEAR ENDED DECEMBER 31, 2022**

	Meet AC	Atlantic City Sports Commission	Eliminations	Consolidated Statement
<b>Revenues and Other Support</b>				
CRDA contract revenue	\$ 9,481,915	\$ 1,394,636	\$ (1,394,636)	\$ 9,481,915
Governmental grants				
NJ Department of State	238,370	--	--	238,370
Registration staffing	151,701	--	--	151,701
Interest income	5,639	--	--	5,639
<b>Total Revenues and Other Support</b>	<u>9,877,625</u>	<u>1,394,636</u>	<u>(1,394,636)</u>	<u>9,877,625</u>
<b>Expenses</b>				
<b>Program Services</b>				
Meetings, conventions and groups	7,654,466	--	--	7,654,466
Registration staffing	165,683	--	--	165,683
Marketing - sports and entertainment	--	1,394,636	--	1,394,636
Atlantic City Sports Commission	1,394,636	--	(1,394,636)	--
<b>Total Program Services</b>	9,214,785	1,394,636	(1,394,636)	9,214,785
<b>Supporting Services</b>				
Management and general	662,840	--	--	662,840
<b>Total Expenses</b>	<u>9,877,625</u>	<u>1,394,636</u>	<u>(1,394,636)</u>	<u>9,877,625</u>
<b>Change in Net Assets Without Donor Restrictions</b>	--	--	--	--
<b>Net Assets, Beginning of Year</b>	<u>36,987</u>	<u>--</u>	<u>--</u>	<u>36,987</u>
<b>Net Assets, End of Year</b>	<u>\$ 36,987</u>	<u>\$ --</u>	<u>\$ --</u>	<u>\$ 36,987</u>

*See independent auditors' report.*

**INDEPENDENT AUDITORS' REPORT ON INTERNAL CONTROL OVER  
FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED  
ON AN AUDIT OF CONSOLIDATED FINANCIAL STATEMENTS PERFORMED IN  
ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS***

To the Board of Trustees of  
**Meet AC, Inc. and Affiliate (d/b/a Visit Atlantic City)**

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 consolidated financial statements of Meet AC, Inc. and Affiliate (d/b/a Visit Atlantic City) (a nonprofit organization), which comprise the consolidated statement of financial position as of December 31, 2023, and the related consolidated statements of activities and change in net assets, functional expenses, and cash flows for the year then ended, and the related notes to the consolidated financial statements, and have issued our report thereon dated March 19, 2024.

***Report on Internal Control Over Financial Reporting***

In planning and performing our audit of the consolidated financial statements, we considered Meet AC, Inc. and Affiliate's (d/b/a Visit Atlantic City) (the "Organization") internal control over financial reporting ("internal control") as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the consolidated 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 entity's consolidated 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 have not been identified.

### ***Report on Compliance and Other Matters***

As part of obtaining reasonable assurance about whether the Organization's consolidated financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the determination of consolidated financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

### ***Purpose of this Report***

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the 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.

*Marcum LLP*

Philadelphia, PA  
March 19, 2024

**MEET AC, INC. AND AFFILIATE  
(d/b/a VISIT ATLANTIC CITY)**

**SUMMARY OF AUDITOR'S FINDINGS AND RESULTS**

**FOR THE YEAR ENDED DECEMBER 31, 2023**

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**SECTION I - SUMMARY OF AUDITORS' RESULTS**

*CONSOLIDATED FINANCIAL STATEMENTS*

Type of auditors' report issued: Unmodified Opinion

Internal control over financial reporting:

1. Material weakness(es) identified? \_\_\_\_\_yes  X no
2. Significant deficiency(ies) identified? \_\_\_\_\_yes  X none reported

Noncompliance material to general-purpose consolidated financial statements noted? \_\_\_\_\_yes  X no

**SECTION II - CONSOLIDATED FINANCIAL STATEMENT FINDINGS**

Our audit did not disclose any matters required to be reported in accordance with *Government Auditing Standards*.