CHERRY BEKAERT LLP 1075 PEACHTREE STREET NE, SUITE 2200 ATLANTA, GA 30309

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, INC. 245 PERSON STREET FAYETTEVILLE, NC 28301-5733

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September 28, 2017

Fayetteville Area Convention and Visitors Bureau, Inc. 245 Person Street Fayetteville, NC 28301-5733

Fayetteville Area Convention and Visitors Bureau, Inc.:

Enclosed are the original and one copy of the 2016 Exempt Organization return, as follows...

2016 Form 990

Each original should be dated, signed and filed in accordance with the filing instructions. The copy should be retained for your files.

Please review the return for completeness and accuracy.

Many Seknest LLP

We prepared the return from information you furnished us without verification. Upon examination of the return by tax authorities, requests may be made for underlying data. We therefore recommend that you preserve all records which you may be called upon to produce in connection with such possible examinations.

We sincerely appreciate the opportunity to serve you. Please contact us if you have any questions concerning the tax return.

Sincerely,

Cherry Bekaert LLP

TAX RETURN FILING INSTRUCTIONS

FORM 990

FOR THE YEAR ENDING

June 30, 2017

Prepared For:

Fayetteville Area Convention and Visitors Bureau, Inc. 245 Person Street Fayetteville, NC 28301-5733

Prepared By:

Cherry Bekaert LLP 1075 Peachtree Street NE, Suite 2200 Atlanta, GA 30309 404-209-0954

Amount Due or Refund:

Not applicable

Make Check Payable To:

Not applicable

Mail Tax Return and Check (if applicable) To:

Not applicable

Return Must be Mailed On or Before:

If your return has been set up for electronic filing, please return ALL signed e-file forms as soon as possible to the following:

PORTAL: Upload to your CB Portal Account (Login via www.cbh.com) or

FAX: 1-844-487-1050 Not applicable

Special Instructions:

This return has been prepared for electronic filing. If you wish to have it transmitted electronically to the IRS, please sign, date, and return Form 8879-EO to our office. We will then submit the electronic return to the IRS. Do not mail a paper copy of the return to the IRS. Return Form 8879-EO to us by November 15, 2017.

Form **8879-EO**

INS IS NOT A FILEABLE COPY ***** IRS e-file Signature Authorization for an Exempt Organization

For calendar year 2016, or fiscal year beginning JUL 1

, 2016, and ending $\ JUN\ 30\ \ ,$ 20 17

OMB No. 1545-1878

Department of the Treasury	Do not send to the IRS			20 10
Internal Revenue Service Name of exempt organization	► Information about Form 8879-EO and its	Instructions is at www.irs.gov/form88		identification number
, ,	AREA CONVENTION AND	1		
VISITORS BURE			56-2	024982
Name and title of officer JOHN MEROSKI CEO	·			
	Return and Return Information (Whole	Dollars Only)		
on line 1a, 2a, 3a, 4a, or 5 whichever is applicable, bl than 1 line in Part I. 1a Form 990 check here		n being filed with this form was blank, the return, then enter -0- on the applicable , Part VIII, column (A), line 12)	nen leave l line below 1b	ine 1b, 2b, 3b, 4b, or 5b, Do not complete more 2,929,112.
2a Form 990-EZ check he		990-EZ, line 9)		
3a Form 1120-POL check		DL, line 22)		
4a Form 990-PF check he		ncome (Form 990-PF, F VI, line 5)		
5a Form 8868 check here	b Balance Due (Form 8868, line 36	c)	5b	
Part II Declarat	ion and Signature Authorization of Off	ficer		
intermediate service provice (a) an acknowledgement of the date of any refund. If a debit) entry to the financial return, and the financial installation 1-888-353-4537 no later the processing of the electronic payment. I have selected as	ount in Part I above is the amount shown on the color, transmitter, or electronic return originator (ERC f receipt or reason for rejection of the transmission pplicable, I authorize the U.S. Treasury and its desinstitution account indicated in the tax preparatio stitution to debit the entry to this account. To rever an 2 business days prior to the payment (settler c payment of taxes to receive confidential informations approached the personal identification number (PIN) as my signated electronic funds withdrawal.	D) to se manization's return to the n, (b) the passion of the processignated Fig. 1 al Agent to initiate an element of the organization of the org	ne IRS and ssing the rectronic fucion's feder reasury Firestitutions iresolve iss	to receive from the IRS eturn or refund, and (c) ands withdrawal (direct ral taxes owed on this nancial Agent at nvolved in the ues related to the
X I authorize CH	ERRY BEKAERT LLP		to enter m	y PIN 24982
	ERO firm name			Enter five numbers, bu
is being filed wit enter my PIN on As an officer of t	on the organization's tax year 2016 electronically in a state agency(ies) regulating charities as part of the return's disclosure consent screen. The organization, I will enter my PIN as my signature this return that a copy of the return is being filed we have the consent screen.	f the IRS Fed/State program, I also auth re on the organization's tax year 2016 el	orize the a	at a copy of the return forementioned ERO to ly filed return. If I have
	nter my PIN on the return's disclosure consent scr			
Officer's signature	*** THIS IS NOT A FILEABL	E COPY *** Date ▶		
Part III Certifica	tion and Authentication			
	ur six-digit electronic filing identification			
•	your five-digit self-selected PIN.	58289117122 do not enter all zeros		
	neric entry is my PIN, which is my signature on the og this return in accordance with the requirements is Returns.			
ERO's signature		Date >		
	ERO Must Retain This F	orm - See Instructions		

Do Not Submit This Form To the IRS Unless Requested To Do So

Department of the Treasury Internal Revenue Service

A For the 2016 calendar year, or tax year beginning

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

16

OMB No. 1545-0047

Inspection

▶ Do not enter social security numbers on this form as it may be made public. ► Information about Form 990 and its instructions is at www.irs.gov/form990.

tax year beginning JUL 1, 2016 and ending JUN 30, 2017

B c	heck if pplicable Addres change	FAYETTEVILLE AREA CONVENTION AND		D Employer identif	ication number
	Name	·		56-2	024982
	」change □Initial □return		Room/suite		
	Final	245 PERSON STREET	1100m/suite		(i) 483-5311
	Jreturn/ termin- ated			G Gross receipts \$	2,930,639.
	Amend return			H(a) Is this a group	
	Application	F Name and address of principal officer: OOHN MEROSKI		for subordinate	
	pendin	g SAME AS C ABOVE		H(b) Are all subordinates	included? Yes No
		empt status: 501(c)(3) X 501(c) (6) (insert no.) 4947(a)(1) (cmpt status: 501(c) (3) (5) (5) (6	or 527	If "No," attach	a list. (see instructions)
		e: WWW.VISITFAYETTEVILLENC.COM		H(c) Group exemption	
		organization: X Corporation	L Year	of formation: 1997	M State of legal domicile: N C
Ра		Summary			
a		Briefly describe the organization's mission or most significant activities: TO PO			
Governance	-	FAYETTEVILLE/CUMBERLAND COUNTY AS A DESTI			-
ern		Check this box if the organization discontinued its operations or dispos			1 44
હુ		Number of voting members of the governing body (Part VI, line 1a)		3	4.4
જ		Number of independent voting members of the governing body (Part VI, line 1b) Total number of individuals employed in calendar year 2016 (Part V, line 2a)			22
Activities &				l	13
돑		Total unrelated business revenue from Part VIII, column (C), line 12			_
۲					_
				Prior Year	Current Year
	8 (Contributions and grants (Part VIII, line 1h)		0.	1
Revenue	9 1	Program service revenue (Part VIII, line 2g)		2,627,611.	2,918,843.
e	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)		8,137.	
۳	11 (Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 1 , and		2,637.	
	12	Total revenue - add lines 8 through 11 (must equal Par column), line 12)		2,638,385.	_
	13 (Grants and similar amounts paid (Part IX, column (A), lines		0.	0.
		Benefits paid to or for members (Part IX, column (A), line 4)		0.	1
es		Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		837,424.	
Expenses		Professional fundraising fees (Part IX, column (A), line 11e)		0.	0.
Ň		Total fundraising expenses (Part IX, column (D), line 25)	0.	2,062,329.	2,059,520.
		Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		2,899,753.	
		Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25) Revenue less expenses. Subtract line 18 from line 12		-261,368.	
<u> </u>		nevertue less experises. Subtract line 10 front line 12		ginning of Current Year	†
Assets of Balance	20	Total assets (Part X, line 16)		1,415,024.	1,468,458.
Ass	21	Total liabilities (Part X, line 26)		102,449.	
Set Pictor		Net assets or fund balances. Subtract line 21 from line 20		1,312,575.	
Pa	rt II	Signature Block			
		lties of perjury, I declare that I have examined this return, including accompanying schedules			y knowledge and belief, it is
true,	correct	t, and complete. Declaration of preparer (other than officer) is based on all information of wh	nich preparer	has any knowledge.	
		0:			
Sigr	י	Signature of officer		Date	
Here	е	JOHN MEROSKI, CEO			
		Type or print name and title	Ιr	Date Check	PTIN
ם בים].	Print/Type preparer's name Preparer's signature	'	if	
Paid Pran	h	AMANDA ADAMS Firm's name ► CHERRY BEKAERT LLP		self-emplo	poo748038 56-0574444
	arer Only	Firm's name CHERRY BEKAERT LLP Firm's address 1075 PEACHTREE STREET NE, SUITE	2200	Firm's EIN ▶	JU-UJ/4444
USE	Unity	ATLANTA, GA 30309	2200	Phone no 1	04-209-0954
Mav	the IR	S discuss this return with the preparer shown above? (see instructions)		I i ilolic ilo. 🖘 C	X Yes No

56-2024982

VISITORS BUREAU, INC. Form 990 (2016)

Pa	Statement of Program Service Accomplishments
	Check if Schedule O contains a response or note to any line in this Part III
1	Briefly describe the organization's mission:
	WE STRIVE TO BE THE LEADING DESTINATION AUTHORITY BY SUPPORTING AND
	MARKETING THE FAYETTEVILLE/CUMBERLAND COUNTY BRANDED VISITOR
	EXPERIENCE AND ADVOCATING COMMUNITY TOURISM BENEFITS. THE VISION OF
	OUR STAFF IS TO BE THE VOICE FOR AND TO THE VISITOR. WE WILL STRIVE TO
2	Did the organization undertake any significant program services during the year which were not listed on the
	prior Form 990 or 990-EZ?
	If "Yes," describe these new services on Schedule O.
3	Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes X No
	If "Yes," describe these changes on Schedule O.
4	Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.
	Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and
	revenue, if any, for each program service reported.
4a	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
	THE FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, INC. ("FACVB")
	ASSISTS WITH LEISURE TRAVELERS, MEETING PLANNERS, GROUP TOUR OPERATORS,
	MEDIA AND MILITARY REUNION PLANNERS TO POSITION FAYETTEVILLE AS A
	DESTINATION FOR CONVENTIONS, TOURNAMENTS AND INDIVIDUAL TRAVEL. THE
	FACVB OPERATES THREE VISITOR INFORMATION CENTERS. EACH WEEK MORE THAN
	1500 VISITOR GUIDES ARE DISTRIBUTED TO GUESTS. ON A SCALE OF 1-5, WITH
	5 BEING THE BEST - THE OVERALL AVERAGE VISITOR EXPERIENCE FOR MAY 2017
	WAS 4.68.
4b	(Code:) (Expenses \$ including gr of \$) (Revenue \$)
710	USE OF MARKETING AGENCIES TO DESIGN AND IMPLEMENT STRATEGIES TO BUILD
	BRAND EQUITY AND INCREASE VISITOR EXPENDITURES CURRENTLY AT 525 MILLION
	DOLLARS AND USE OF PR AGENCY TO AUGMENT OUR EFFORTS TO REACH MAGAZINES,
	WRITERS, ETC. WHO WILL WRITE ARTICULES ON THE AREA, THEREFORE
	GENERATING THIRD-PARTY REFERRALS AND ADD VALUE OUTWEIGHTING COST OF
	PURCHASING ADS AND CONTRACTING.
4c	(Code:) (Expenses \$ including grants of \$) (Revenue \$)
40	PURCHASE BANNER AD ON SITE, WEEKLY AD AND BILLBOARDS HELPING US REACH
	THE VISITING FAMILY AND FRIENDS MARKET WHICH IS OUR #1 LEISURE
	TRAVELER.
	Other and the state of Paracite in Orbertal (O.)
4d	Other program services (Describe in Schedule O.)
4-	(Expenses \$ including grants of \$) (Revenue \$) Total program service expenses
46	TOTAL DIDUCTION SELVICE EXTREMENT

Form 990 (2016)

Part IV | Checklist of Required Schedules

1 Is the organization described in section 501(s)(3) or 4947(a)(1) (other than a private foundation?) 1				Yes	No
2 X 3 Did the organization required to complete Schedule 8, Schedule of Contributors? 3 List be organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public ordine? If "Yes," complete Schedule C, Part II 4 Section SO1(c)(3) organizations. Did the organization engage in lobbying activities, or have a section SO1(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II 5 Is the organization assection SO1(c)(4), SO1(c)(5), or SO1(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Nevenue Procedule P8-19 if "Yes," complete Schedule C, Part II 6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part II 7 Did the organization maintain collections of works of art, historical resource, or other similar assects? If "Yes," complete Schedule D, Part III 8 Did the organization or neover an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counselling, debt management, credit repair, or _ot negotiation services? If "Yes," complete Schedule D, Part IV 10 Did the organization, directly or through a related organization, hold assets in temporanti, estricu. "Yowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part X 10 Did the organization asserved on any of the following questions is "Yes," then complet. 11 If the Organization sanders and any of the following questions is "Yes," then complete Schedule D, Part X 12 Did the organization report an amount for investments - other sacurities in Part X, iii a 10 A Yes, "complete Schedule D, Part X 13 Did the or	1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?			
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		If "Yes," complete Schedule A	1_		
public office? ** ** ** completes Schedule C, Part I** Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? ** If **yes, ** complete Schedule C, Part I** 1 is the organization as section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedule ** Part I** 5 is the organization assection 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedule 98-197 ** If ** Yes, ** complete Schedule C, Part II** 6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advise on the distribution or investment of amounts in such funds or accounts ** If ** Yes, ** complete Schedule D, Part II** 7 Did the organization maintain collections of works of art, historical treasures, or other similar assets? ** If ** Yes, ** complete Schedule D, Part II** 8 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or	2	, , , , , , , , , , , , , , , , , , ,	2		X
Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(f) election in effect during the tax year? If "Yes," complete Schedule C, Part II 1 to the organization assertion 501(d)(4), 501(c)(6), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III 5 Line 1 to 1 t	3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for			
during the tax year? (if "Yes," complete Schedule C, Part III			3_		X
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership duse, assessments, or similar amounts as defined in Revenue Proceeding 9-919? If 'Yes,' complete Schedule C, Part II II. 6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part II Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III Did the organization report an amount for lard X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or of negotiation service? If 'Yes,' complete Schedule D, Part IV Did the organization's answer to any of the following questions is "Yes," then complet 'she' ale D, Part V, II, VIII, VIII, V, or X as applicable. a Did the organization report an amount for land, buildings, and equipment in Pr '' line 10' Yes,' complete Schedule D, Part V II bid the organization report an amount for land, buildings, and equipment in Pr '' line 10' Yes,' complete Schedule D, Part V II bid the organization report an amount for investments - other securities in Part X, inc. 10' II Yes,' complete Schedule D, Part X II bid bid the organization report an amount for investments - other securities in Part X, inc. 10' II Yes,' complete Schedule D, Part X II bid bid the organization report an amount for investments - program relic of in Part X, line 10' II Yes,' complete Schedule D, Part X II bid bid the organization report an amount for investments - program relic of in Part X, line 10' II Yes,' complete Schedule D, Part X II bid bid the organization report an amount for investments of the same securities in Part X, line 10' II Yes,' complete Schedule D, Part X II bid	4				
similar amounts as defined in Revenue Procedure 8.19? If "Yes," complete Schedule C, Part III Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part II Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part III Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part IV Did the organization, directly or through a related organization, hold assets in temporality, istrict, "dowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V If the organization shares or any of the following questions is "Yes," then complet "oth" Je D, Parts VI, VII, VIII, IX, or X as applicable. Did the organization report an amount for investments - other securities in Part X, "12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part III Did the organization report an amount for investments - other securities in Part X, "12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part III Did the organization report an amount for other isabilities in "X, line 1.5% "Yes," complete Schedule D, Part X Did the organization report an amount for other assets in Part X "15 III, "Pys," complete Schedule D, Part X Did the organization separate or consolidated, independent audited financial statements for the ta			4		
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment or investment or investment or preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II 7 Joil the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part III 8 Joil the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian of amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or .ot negotiation services? If "Yes," complete Schedule D, Part IV 9 Did the organization, directly or through a related organization, hold assets in temporarity stricts. "dowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V 9 Did the organization report an amount for land, buildings, and equipment in Pr. "Tien 10." Yes, "complete Schedule D, Part V 1 Did the organization report an amount for investments regorder in Part X, line 167 If "Yes," complete Schedule D, Part V 1 Did the organization report an amount for investments regorder in Part X, line 167 If "Yes," complete Schedule D, Part V 1 Did the organization report an amount for other assets in Part Y 15 til. 5% or more of its total assets reported in Part X, line 167 If "Yes," complete Schedule D, Part V 1 Did the organization report an amount for other assets in Part Y 15 til. 5% or more of its total assets reported in Part X, line 167 If "Yes," complete Schedule D, Part V 1 Did the organization report an amount for other assets in Part Y 15 til. 5% or more of its total assets reported in Part X, line 167 If "Yes," complete Schedule D, Part X 1 Did the organization report an amount for other assets in Part Y 15 til. 5% or more of its total assets reported in Part X, line 16	5				
provide advice on the distribution or investment of amounts in such funds or accounts? // *Yes,* complete Schedule D, Part I The organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If *Yes,* complete Schedule D, Part II Bid the organization maintain collections of works of art, historical treasures, or other similar assets? // *Yes,* complete Schedule D, Part II Bid the organization report an amount in Part X, line 21, for escrow or custodial account tability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or **.oth egotiation services? // *If *Yes,* complete Schedule D, Part V Did the organization, directly or through a related organization, hold assets in temporarility, stricts, **.vdowments, permanent endowments, or quasi-endowments? if **.yes,* complete Schedule D, Part V If the organization's answer to any of the following questions is *Yes,* then complet** *che** be D, Parts VI, VII, VIII, IX, or X as applicable. Bid the organization report an amount for investments - other securities in Part X, in 2 that is 5% or more of its total assets reported in Part X, line 16? If **Yes,* complete Schedule D, Part X Did the organization report an amount for investments - program rel=* d in F ** ne 10 ** Yes,* complete Schedule D, Part X Did the organization report an amount for other assets in Part X ** 15 th. ** 5% or more of its total assets reported in Part X, line 16? If **Yes,* complete Schedule D, Part X Did the organization separate or consolidated financial statements for the tax year? If *Yes,* complete Schedule D, Part X Did the organization separate or consolidated financial statements for the tax year? If *Yes,* complete Schedule D, Part X The tax X line 16? If **Yes,* complete Schedule D, Part X Did the organization in water and the organization nawareard *No* to line 12a, then completing Schedu		similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		X
The environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part III. Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III. Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or de negotiation services? If "Yes," complete Schedule D, Part IV. Did the organization services? If "Yes," complete Schedule D, Part IV. If the organization's answer to any of the following questions is "Yes," then complete "chr" is D, Parts VI, VII, VIII, X, or X as applicable. a Did the organization report an amount for land, buildings, and equipment in Part X, line 167 If "Yes," complete Schedule D, Part V. b) Did the organization report an amount for investments - other securities in Part X, ine 167 If "Yes," complete Schedule D, Part V. b) Did the organization report an amount for investments - other securities in Part X, ine 167 If "Yes," complete Schedule D, Part V. d) Did the organization report an amount for investments - other securities in Part X, ine 167 If "Yes," complete Schedule D, Part X. d) Did the organization report an amount for investments - other securities in Part X, ine 167 If "Yes," complete Schedule D, Part X. d) Did the organization report an amount for investments - other securities in Part X, ine 167 If "Yes," complete Schedule D, Part X. 11b	6				
the environment, historic land areas, or historic structures? // **Yes,* complete Schedule D, Part III Did the organization maintain collections of works of art, historical treasures, or other similar assets? // **Yes,* complete Schedule D, Part III Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or **ot negotiation services? // **I*Yes,* complete Schedule D, Part IV Did the organization, directly or through a related organization, hold assets in temporaril*, **strict.** **Yowments, permanent endowments, or quasi-endowments, or quasi-endowments, or expectation, so a spipicable. Did the organization report an amount for land, buildings, and equipment in Part X. Iine 10 **Part V. III, VIII, VIII, IX, or X as applicable. Did the organization report an amount for investments - other securities in Part X. 12 that is 5% or more of its total assets reported in Part X, line 16? // **Yes,* **complete Schedule D, Part X. III to View organization report an amount for other assets in Part Y. III to View organization report an amount for other assets in Part Y. III to View organization report an amount for other assets in Part Y. III to View organization in Part X, line 16? // **Yes,* **complete Schedule D, Part X. III to View organization in Part X, line 16? // **Yes,* **complete Schedule D, Part X. III to View organization in Schedule D, Part X. III to View organization in Schedule D, Part X. III to View organization organization organization in Content in Baltites in View organization organization in Content in Baltites in View organization organization included in consolidated, independent audited financial statements for the tax year? If Yes,* complete Schedule D, Part X. III to View organization included in consolidated, independent audited financial statements for the tax year? If Yes,* complete Schedule D, Part X III View organization report on		provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		X
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If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E 13 X 14a Did the organization maintain an office, employees, or agents outside of the United States? b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV 15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV 16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV 17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I 18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II 18 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," 18 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"	L	,	IZa	-22	
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or more? If "Yes," complete Schedule F, Parts I and IV					
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1c and 8a? If "Yes," complete Schedule G, Part II 19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"	18				
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes,"			18		X
	19				
			19		X

Form 990 (2016) VISITORS BUREAU, INC.

Part IV Checklist of Required Schedules (continued)

			Yes	No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or			
	domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21		X
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on			
	Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current			
	and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete			
	Schedule J	23	X	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the			
	last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete			
	Schedule K. If "No", go to line 25a	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
С	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease			
	any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in excess benefit			
	transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualifical person a prior year, and			
	that the transaction has not been reported on any of the organization's prior Forms 9° or 990-EZ? Ir "Yes," complete			
	Schedule L, Part I	25b		
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from carry vables to any current or			
	former officers, directors, trustees, key employees, highest compensated emp' or discullified persons? If "Yes,"			
	complete Schedule L, Part II	26		X
27	Did the organization provide a grant or other assistance to an officer, director, true, key employee, substantial			
	contributor or employee thereof, a grant selection committee member. 35% ntrolled entity or family member			
	of any of these persons? If "Yes," complete Schedule L, Part III	27		X
28	Was the organization a party to a business transaction with one of the ving parties (see Schedule L, Part IV			
	instructions for applicable filing thresholds, conditions, and exc			
а	A current or former officer, director, trustee, or key employee of "Yes, complete Schedule L, Part IV"	28a		X
b	A family member of a current or former officer, director, true or key of ployee? If "Yes," complete Schedule L, Part IV	28b		X
С	An entity of which a current or former officer, director, trustee, o. ployee (or a family member thereof) was an officer,			
	director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation			
	contributions? If "Yes," complete Schedule M	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations?			
	If "Yes," complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete			
	Schedule N, Part II	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations			l
	sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	33		X
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and			
	Part V, line 1	34	X	
	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity			
	within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?			
	If "Yes," complete Schedule R, Part V, line 2	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization			
	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		X
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?			
	Note. All Form 990 filers are required to complete Schedule O	38	X	

VISITORS BUREAU, INC. Statements Regarding Other IRS Filings and Tax Compliance Part V

	Check if Schedule O contains a response or note to any line in this Part V					
		, ,			Yes	No
	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a	17			
	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b	0			
С	Did the organization comply with backup withholding rules for reportable payments to vendors and re		e gaming			
	(gambling) winnings to prize winners?	 I I		1c	Х	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements,					
	filed for the calendar year ending with or within the year covered by this return	2a	22			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax return			2b	Х	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions	3)				37
	-			3a		_X_
	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule			3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other a			4-		х
	financial account in a foreign country (such as a bank account, securities account, or other financial a	.ccount)	·' ·······	<u>4a</u>		^
D	If "Yes," enter the name of the foreign country:		/CD A D\			
5 0	See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Ad			Eo.		X
				<u>5a</u> 5b		X
	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelte ansac If "Yes," to line 5a or 5b, did the organization file Form 8886-T?			5c		- 22
	If "Yes," to line 5a or 5b, did the organization file Form 8886-T? Does the organization have annual gross receipts that are normally greater than \$100,000, and or		ization solicit	JU		
ua				6a		Х
h	any contributions that were not tax deductible as charitable contributions? If "Yes," did the organization include with every solicitation an express statement the "ouch ontribution".		T I	- Ua		
	were not tax deductible?	0113 01 6	Jii 13	6b		
7	Organizations that may receive deductible contributions under section 17'					
		vices pro	ovided to the payor?	7a		
		•		7b		
	Did the organization sell, exchange, or otherwise dispose of tangible property for which it was					
	to file Form 8282?	•		7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d				
е	Did the organization receive any funds, directly or indirectly, to remuce on a personal benefit co	ontract?		7e		
f	Did the organization, during the year, pay premiums, directly undirectly on a personal benefit contra	act?		7f		
g	If the organization received a contribution of qualified intelled properly properly did the organization file Fo	rm 8899	9 as required?	7g		
h	If the organization received a contribution of cars, boats, airplan or one vehicles, did the organization	tion file	a Form 1098-C?	7h		
8	Sponsoring organizations maintaining donor advised funds. Dio donor advised fund maintained	by the				
	sponsoring organization have excess business holdings at any time during the year?			8		
9	Sponsoring organizations maintaining donor advised funds.					
	Did the sponsoring organization make any taxable distributions under section 4966?			9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?			9b		
10	Section 501(c)(7) organizations. Enter:					
	Initiation fees and capital contributions included on Part VIII, line 12	10a				
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b				
11	Section 501(c)(12) organizations. Enter:	المدا				
	Gross income from members or shareholders	11a				
b	Gross income from other sources (Do not net amounts due or paid to other sources against					
40-	amounts due or received from them.)	11b		40-		
	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form	I I	}	12a		
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year Section 501(a)(20) qualified paper of the lith incurance issuers.	12b				
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		ŀ	120		
а	Is the organization licensed to issue qualified health plans in more than one state?			13a		
h	Note. See the instructions for additional information the organization must report on Schedule O.					
IJ	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b				
	Enter the amount of reserves on hand	13c				
	Did the ergenization receive any neyments for indeer tenning convices during the tay year?			14a		Х
	If "Yes," has it filed a Form 720 to report these payments? If "No." provide an explanation in Schedule			14b		
		, V				

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Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

	Check if Schedule O contains a response or note to any line in this Part VI					X
Sec	tion A. Governing Body and Management					
			1		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	11			
	If there are material differences in voting rights among members of the governing body, or if the governing					
	body delegated broad authority to an executive committee or similar committee, explain in Schedule 0.					
b	Enter the number of voting members included in line 1a, above, who are independent	1b	11			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship	with	any other			
	officer, director, trustee, or key employee?			2		X
3	Did the organization delegate control over management duties customarily performed by or under the	direc	t supervision			
	of officers, directors, or trustees, or key employees to a management company or other person? \dots			3_		X
4	Did the organization make any significant changes to its governing documents since the prior Form 9	90 wa	s filed?	4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assignificant diversion of the organization of	ets?		5		X
6	Did the organization have members or stockholders?			6		X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or ap	•				
	more members of the governing body?			7a	X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) mem are, st					
	persons other than the governing body?			7b		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken in the					
а	The governing body?			8a	X	
b	Each committee with authority to act on behalf of the governing body?			8b	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who on the read	ched a	at the			
	organization's mailing address? If "Yes," provide the names and addresses in Control of the O			9		X
Sec	tion B. Policies (This Section B requests information about policies not requ. d by Lernal Re					
			,		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?			10a		X
b	If "Yes," did the organization have written policies and procedures go erning at vities of such characteristics.	apters	s, affiliates,			
				10b		
11a	Has the organization provided a complete copy of this Form 99° " me. rs of its governing body	befo	re filing the form?	11a	Х	
b	Describe in Schedule O the process, if any, used by the orgalization and aview this Form 990.					
12a	Did the organization have a written conflict of interest polic, "No," c :o line 13			12a	X	
b	Were officers, directors, or trustees, and key employees required to disc.			12b	X	
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Y	es," c	lescribe			
	in Schedule O how this was done			12c	X	
13	Did the organization have a written whistleblower policy?			13	X	
14	Did the organization have a written document retention and destruction policy?			14	X	
15	Did the process for determining compensation of the following persons include a review and approval					
	persons, comparability data, and contemporaneous substantiation of the deliberation and decision?					
а	The organization's CEO, Executive Director, or top management official			15a	X	
	Other officers or key employees of the organization			15b	Х	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).					
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement	nent v	vith a			
	taxable entity during the year?			16a		Х
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluat	e its p	articipation			
	in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organ	izatio	า'ร			
	exempt status with respect to such arrangements?			16b		
Sec	tion C. Disclosure					
17	List the states with which a copy of this Form 990 is required to be filed ▶NC					
18	Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T	(Sect	ion 501(c)(3)s only) a	/ailable)	
	for public inspection. Indicate how you made these available. Check all that apply.					
	Own website Another's website X Upon request Other (explain	in Sc	hedule O)			
19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, con			financ	ial	
	statements available to the public during the tax year.					
20	State the name, address, and telephone number of the person who possesses the organization's boo	ks an	d records:			
	JOHN MEROSKI - 910-483-5311					
	245 PERSON STREET FAYETTEVILLE NC 28306					

VISITORS BUREAU, INC.

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Part VIII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.
- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
 - List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if neither the organiz (A)	(B)				C)			(D)	(E)	(F)
Name and Title	Average			Pos	itior			Reportable	Reportable	Estimated
	hours per week	box offi	, unle	ss per	rson i	than of s both or/trus	an	compensation frc	compensation from related	amount of other
	(list any hours for related organizations below line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	Or אור. אור (W' יאור) אור (W' יאור)	organizations (W-2/1099-MISC)	compensation from the organization and related organizations
(1) SUBODH THAKUR	1.00									
CHAIRMAN		Х		X			_ 1	0.	0.	0.
(2) SANDA BUDIC	1.00									
VICE CHAIRMAN		Х		X	_			0.	0.	0.
(3) AMY CANNON	1.00									
SECRETARY		Х		X				0.	0.	0.
(4) HENRY HOLT	1.00									
TREASURER		X		X	+		_	0.	0.	0.
(5) JAMES GRAFSTROM	1.00									
DIRECTOR		X			<u>'</u>			0.	0.	0.
(6) DOUG HEWETT	1.00				1					_
DIRECTOR		Х						0.	0.	0.
(7) BECKI KIRBY	1.00	1								
DIRECTOR		Х						0.	0.	0.
(8) LARUA LEAL	1.00	ļ								
DIRECTOR		Х	_		_			0.	0.	0.
(9) SHARON LEE	1.00	ļ								
DIRECTOR		Х	_		_			0.	0.	0.
(10) MANISH MEHTA	1.00	ļ								
DIRECTOR		Х	_		_			0.	0.	0.
(11) WILLIAM WELLONS, JR.	1.00	ļ								
DIRECTOR		Х	_		_			0.	0.	0.
(12) JOHN MEROSKI	50.00	-		l				144 562	•	10 510
PRESIDENT/CEO	40.00			Х				144,763.	0.	19,549.
(13) KELLY BRILL	40.00	-						42 051	•	0 242
OFFICE MANAGER				Х				43,071.	0.	8,343.
		1								
					_					
		-								
						L				

· a	Section A. Officers, Directors, Trus	itees, Key Emp	<u>ગા૦</u> y	<u>ees,</u>	<u>and</u>	<u>ı Hiş</u>	gnes	st C	ompensated Employee	s (continued)				
	(A) Name and title	(B) Average hours per week	(do box,	not c	Posi heck r ss per nd a di	ition	1 than (one n an	(D) Reportable compensation from	(E) Reportable compensation from related	on	an	(F) timate nount o	
		(list any hours for related organizations below line)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC)	organizatior (W-2/1099-MI	าร	com fr org and	pensa om the anizati d relate anization	e ion ed
			<u>=</u>	드	10	Ke	三百	프						
			-											
1b	Sub-total Total from continuation sheets to Part VI	I Section A							187,834.		0.	2	7,89	92.
	Total (add lines 1b and 1c)					·	<u>.</u>	<u> </u>	187,834.		0.	2	7,89	
2	Total number of individuals (including but r compensation from the organization	ot limited to th	osr	teد	d au	9	e) wh	io re	ceived more than \$100,	000 of reportable	Э			1
3	Did the organization list any former officer	, director, or tru	ustee	e, ke	y	nplo	yee,	or h	nighest compensated er	mployee on			Yes	No
4	line 1a? If "Yes," complete Schedule J for s For any individual listed on line 1a, is the su											3		X
5	and related organizations greater than \$150 Did any person listed on line 1a receive or a			•								4	Х	
	rendered to the organization? If "Yes." con	•				,			or organization or mark			5		Х
1	ction B. Independent Contractors Complete this table for your five highest co	mpensated inc	lepe	nde	nt cc	ontra	acto	rs th	nat received more than \$	100,000 of com	 pensa	tion fro	om	
	the organization. Report compensation for	the calendar ye	ear e	endir	ng w	ith c	or wi	thin T		ear.		(0	•1	
	(A) Name and business	address	NC	ONE	3				(B) Description of s	services	С	ompe		า
2	Total number of independent contractors (i \$100,000 of compensation from the organi		ot lin	nited	to t	thos (ted	above) who received me	ore than				

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FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, INC.

Form 990 (2016) VISITOR
Part VIII Statement of Revenue

		Check if Schedule O conta	ains a response	or note to any lin	e in this Part VIII			
		Official if Confedence C Confe	anio a respense	or riote to arry in	(A)	(B)	(C)	(D)
					Total revenue	Related or	Unrelated	(D) Revenue excluded from tax under
						exempt function revenue	business revenue	sections 512 - 514
10.10	4 -	Endoughed a great size of	4-			revenue	Tevenue	512 - 514
ints	1 a	Federated campaigns	1 1					
Gra	b	Membership dues						
ts, An	С	Fundraising events						
Giff	d	Related organizations	1 1					
Si.	е	Government grants (contributi	ions) 1e					
tio S	f	All other contributions, gifts, gran	ts, and					
the		similar amounts not included abov	ve 1f					
dr	g	Noncash contributions included in lines	1a-1f: \$					
Contributions, Gifts, Grants and Other Similar Amounts	h	Total. Add lines 1a-1f)				
				Business Code				
ø	2 a	OCCUPANCY TAX		900099	2,804,358.	2,804,358.		
Š	b	GRANT CONTRACTS		900099	57,995.	57,995.		
Ser	С	BUSINESS PROMOT	ION ADV	900099	56,490.			
am Sve	d				,			
Be	е							
Program Service Revenue	f	All other program service reve	nue					
		Total. Add lines 2a-2f			2,918,843.			
	3	Investment income (including	dividends intere					
	Ū	other similar amounts)			9,345.	,		9,345.
	4	Income from investment of tax			373230			3,3231
	5	Royalties						
	3	noyalties	(i) Real			1		
	٠.	Overe wests	(i) Real	(ii) Personal				
		Gross rents			ļ			
		Less: rental expenses		-				
		Rental income or (loss)			+			
		Net rental income or (loss)						
	7 a	Gross amount from sales of	(i) Securities	(ii) C er	1			
		assets other than inventory						
	b	Less: cost or other basis			1			
		and sales expenses			1			
		Gain or (loss)						
	d	Net gain or (loss)		. <u></u>				
ø	8 a	Gross income from fundraising	g events (not					
Other Revenu		including \$	of					
eve		contributions reported on line	1c). See					
ت ھ		Part IV, line 18	a					
the	b	Less: direct expenses						
0	С	Net income or (loss) from fund	draising events	>				
		Gross income from gaming ac						
		Part IV, line 19						
	b	Less: direct expenses						
		Net income or (loss) from gam						
		Gross sales of inventory, less	· ·	,				
		and allowances		2,451.				
	h	Less: cost of goods sold		1,527.				
		: Net income or (loss) from sale		<u> </u>	924.	924.		
		Miscellaneous Revenue		Business Code		, , , ,		
	11 ^			Dasiness Code				
	ıı a b							
	C							
		All other revenue						
		Total revenue See instructions		<u> </u>	2 929 112	2.919.767.	0.	9 345

Form 990 (2016) VISITORS BURE. Part IX Statement of Functional Expenses

<u>Secti</u>	Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A). Check if Schedule O contains a response or note to any line in this Part IX										
	·	(A)	(B)	(C) Management and	(D)						
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	Total expenses	Program service expenses	Management and general expenses	Fundraising expenses						
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21										
2	Grants and other assistance to domestic										
2											
2	individuals. See Part IV, line 22										
3	Grants and other assistance to foreign										
	organizations, foreign governments, and foreign										
	individuals. See Part IV, lines 15 and 16										
4	Benefits paid to or for members										
5	Compensation of current officers, directors,	212,429.									
•	trustees, and key employees	212,429.									
6	Compensation not included above, to disqualified										
	persons (as defined under section 4958(f)(1)) and										
-	persons described in section 4958(c)(3)(B)	495,893.									
7	Other salaries and wages	490,090.									
8	Pension plan accruals and contributions (include	23,059.									
•	section 401(k) and 403(b) employer contributions)	39,964.									
9 10	Other employee benefits	50,055.		▼							
10	Payroll taxes	50,055.									
11	Fees for services (non-employees): Management										
a	_										
0	Legal	29,410.									
4	Accounting	25,4101									
u	Lobbying Professional fundraising services. See Part IV, line 17										
f	Investment management fees		7								
g g	Other. (If line 11g amount exceeds 10% of line 25,										
9	column (A) amount, list line 11g expenses on Sch O.)	12,856.									
12	Advertising and promotion	1,512,801.									
13	Office expenses	93,495.									
14	Information technology	13,936.									
15	Royalties										
16	Occupancy	97,696.									
17	Travel	55,070.									
18	Payments of travel or entertainment expenses										
	for any federal, state, or local public officials										
19	Conferences, conventions, and meetings										
20	Interest										
21	Payments to affiliates										
22	Depreciation, depletion, and amortization	19,984.									
23	Insurance	13,088.									
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line										
	24e amount exceeds 10% of line 25, column (A)										
	amount, list line 24e expenses on Schedule O.)	70 (40									
a	PROMOTIONAL DEPARTMENT AND MAINTENANCE	72,649.									
b	REPAIRS AND MAINTENANCE	61,280.									
С	DUES AND SUBSCRIPTIONS	25,672.									
d	EVENT HOSTING	23,980.									
	All other expenses Add lines 1 through 24s	27,603. 2,880,920.									
25	Total functional expenses. Add lines 1 through 24e	4,000,340.									
26	Joint costs. Complete this line only if the organization										
	reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.										
	Check here if following SOP 98-2 (ASC 958-720)										
	if following SOP 98-2 (ASC 958-720)				E 000 (2212)						

Form 990 (2016)
Part X Balance Sheet

Part	[X	Balance Sheet					
		Check if Schedule O contains a response or not	e to any	line in this Part X			
					(A) Beginning of year		(B) End of year
	1	Cash - non-interest-bearing			188,907.	1	95,584.
	2	Savings and temporary cash investments			824,365.	2	833,708.
	3	Pledges and grants receivable, net				3	
	4	Accounts receivable, net			208,105.	4	226,674.
	5	Loans and other receivables from current and fo					
		trustees, key employees, and highest compensa	ted em	ployees. Complete			
		Part II of Schedule L		· · · · · -		5	
	6	Loans and other receivables from other disqualit					
		section 4958(f)(1)), persons described in section	4958(c	(3)(B), and contributing			
		employers and sponsoring organizations of sect	ion 501	(c)(9) voluntary			
S		employees' beneficiary organizations (see instr).				6	
Assets	7	Notes and loans receivable, net				7	
As	8	Inventories for sale or use			16,647.	8	16,861.
	9				6,256.	9	96,266.
	10a	Land, buildings, and equipment: cost or other					
			10a	450,367.			
	b	basis. Complete Part VI of Schedule D Less: accumulated depreciation	10b	251,002.	170,744.	10c	199,365.
	11	Investments - publicly traded securities				11	-
	12	Investments - other securities. See Part IV, line 1			12		
	13	Investments - program-related. See Part IV, line				13	
	14	Intangible assets				14	
	15	Other assets. See Part IV, line 11				15	
	16	Total assets. Add lines 1 through 15 (must equal			1,415,024.	16	1,468,458.
	17	Accounts payable and accrued expenses			76,899.	17	95,686.
	18	Grants payable		18			
	19	Deferred revenue			25,550.	19	12,005.
	20	Tax-exempt bond liabilities				20	
	21	Escrow or custodial account liability. Complete I				21	
S	22	Loans and other payables to current and former	offic	director rustees,			
<u>=</u>		key employees, highest compensated employee	s, and	dis lif persons.			
Liabilities		Complete Part II of Schedule L				22	
	23	Secured mortgages and notes payable to unrela				23	
	24	Unsecured notes and loans payable to unrelated	third p	arties		24	
	25	Other liabilities (including federal income tax, pa	yables t	o related third			
		parties, and other liabilities not included on lines	17-24).	Complete Part X of			
		Schedule D				25	
	26	Total liabilities. Add lines 17 through 25			102,449.	26	107,691.
		Organizations that follow SFAS 117 (ASC 958), checl	k here ▶ X and			
တ္ဆ		complete lines 27 through 29, and lines 33 an	d 34.				
2	27	Unrestricted net assets	1,312,575.	27	1,360,767.		
ala	28	Temporarily restricted net assets		28			
<u> </u>	29	Permanently restricted net assets		29			
Ĭ		Organizations that do not follow SFAS 117 (A	SC 958), check here 🕨 🔲			
P		and complete lines 30 through 34.					
ets	30	Capital stock or trust principal, or current funds				30	
488	31	Paid-in or capital surplus, or land, building, or eq				31	
Net Assets or Fund Balances	32	Retained earnings, endowment, accumulated in				32	4
z	33	Total net assets or fund balances		L	1,312,575.	33	1,360,767.
	34	Total liabilities and net assets/fund balances			1,415,024.	34	1,468,458.

VISITORS BUREAU, INC.

Pa	rt XI Reconciliation of Net Assets				
	Check if Schedule O contains a response or note to any line in this Part XI				
1	Total revenue (must equal Part VIII, column (A), line 12)	1	2,92		
2	Total expenses (must equal Part IX, column (A), line 25)	2	2,88		
3	Revenue less expenses. Subtract line 2 from line 1	3		8,1	
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	1,31	2,5	75.
5	Net unrealized gains (losses) on investments	5			
6	Donated services and use of facilities	6			
7	Investment expenses	7			
8	Prior period adjustments	8			
9	Other changes in net assets or fund balances (explain in Schedule O)	9			0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33,				
	column (B))	10	1,36	0,7	<u>67.</u>
Pa	rt XII Financial Statements and Reporting				
	Check if Schedule O contains a response or note to any line in this Part XII				
				Yes	No
1	Accounting method used to prepare the Form 990: Cash X Accrual Other				
	If the organization changed its method of accounting from a prior year or checked "Other," examin in Schedule	O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accr +?		. 2a		X
	If "Yes," check a box below to indicate whether the financial statements for the year were compliced reviewed	on a			
	separate basis, consolidated basis, or both:				
	Separate basis Consolidated basis Both consolidated a sep ate basis				
b	Were the organization's financial statements audited by an independent accountant?		2b	Х	
	If "Yes," check a box below to indicate whether the financial statements for the acceptance and a separate	basis,			
	consolidated basis, or both:				
	Separate basis Consolidated basis X Both consolidated separate basis				
С	If "Yes" to line 2a or 2b, does the organization have a committee that a sresk sibility for oversight of the	audit,			
	review, or compilation of its financial statements and selection of an Jeper countant?		. 2c	Х	
	If the organization changed either its oversight process or selection p , during the tax year, explain in Sche	dule O.			
За	As a result of a federal award, was the organization required to road and it or audits as set forth in the Sin				
	Act and OMB Circular A-133?		За		X
b	If "Yes," did the organization undergo the required audit or . "+s? If the reganization did not undergo the required	ed audit			
	or audits, explain why in Schedule O and describe any steps take in the describe and describe an		. 3b		

SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.

Attach to Form 990.

Information about Schedule D (Form 990) and its own and a www.irs.gov/form990.

16 Open to Public Inspection

OMB No. 1545-0047

Name of the organization

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, INC.

Employer identification number 56-2024982

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
	Aggregate value of contributions to (during year)		
3	Aggregate value of grants from (during year)		
4	Aggregate value at end of year		
5	Did the organization inform all donors and donor advisors in wi	riting that the assets held in donor advi	sed funds
	are the organization's property, subject to the organization's ex	xclusive legal control?	Yes No
6	Did the organization inform all grantees, donors, and donor adv	visors in writing that grant funds can be	e used only
	for charitable purposes and not for the benefit of the donor or	donor advisor, or for any other purpose	e conferring
	impermissible private benefit?		Yes No
Par	t II Conservation Easements. Complete if the orga	anization answered "Yes" on Form 990,	, Part IV, line 7.
1	Purpose(s) of conservation easements held by the organization	n (check all that apply).	
	Preservation of land for public use (e.g., recreation or ed	ucation) Preservat a his	storically important land area
	Protection of natural habitat	Preser - on or	tified historic structure
	Preservation of open space		
2	Complete lines 2a through 2d if the organization held a qualifie	ed conservation contraction the form	n of a conservation easement on the last
	day of the tax year.		Held at the End of the Tax Yea
а	Total number of conservation easements		2a
b	Total acreage restricted by conservation easements		2b
С	Number of conservation easements on a certified historic struc	cture included in (a,	2c
d	Number of conservation easements included in (c) acquired aft		
	listed in the National Register		2d
3	Number of conservation easements modified, transferred, release	ased, e. shed, or terminated by th	e organization during the tax
	year ▶		
4	Number of states where property subject to conservation ear	nent is rated ▶	_
	Does the organization have a written policy regarding the p		
	violations, and enforcement of the conservation easements it h	ار ال	Yes
6	Staff and volunteer hours devoted to monitoring, inspecting, ha	andling of violations, and enforcing cor	nservation easements during the year
	>		
7	Amount of expenses incurred in monitoring, inspecting, handling	ng of violations, and enforcing conserv	ation easements during the year
	> \$		
8	Does each conservation easement reported on line 2(d) above	satisfy the requirements of section 170	D(h)(4)(B)(i)
	and section 170(h)(4)(B)(ii)?		Yes No
9	In Part XIII, describe how the organization reports conservation	n easements in its revenue and expense	e statement, and balance sheet, and
	include, if applicable, the text of the footnote to the organization	on's financial statements that describes	s the organization's accounting for
	conservation easements.		
Par			ther Similar Assets.
	Complete if the organization answered "Yes" on Form 9	990, Part IV, line 8.	
1a	If the organization elected, as permitted under SFAS 116 (ASC	958), not to report in its revenue state	ment and balance sheet works of art,
	historical treasures, or other similar assets held for public exhib	oition, education, or research in further	ance of public service, provide, in Part XIII,
	the text of the footnote to its financial statements that describe	es these items.	
b	If the organization elected, as permitted under SFAS 116 (ASC	958), to report in its revenue statemen	nt and balance sheet works of art, historical
	treasures, or other similar assets held for public exhibition, edu	ıcation, or research in furtherance of pu	ublic service, provide the following amounts
	relating to these items:		
	(i) Revenue included on Form 990, Part VIII, line 1		> \$
2	If the organization received or held works of art, historical treas		
	the following amounts required to be reported under SFAS 116	6 (ASC 958) relating to these items:	
	Revenue included on Form 990, Part VIII, line 1		> \$

FAYETTEVILLE AREA CONVENTION AND

Schedule D (Form 990) 2016 VISITORS BUREAU, INC.

5	6	-2	02	4	98	2	Page 2

Pa	rt III Organizations Maintaining Co	ollections of Art, Histo	orical Treasures, or	Other Si	imilar As	sets _{(contii}	nued)
3	Using the organization's acquisition, accession	n, and other records, check	any of the following that	are a signif	icant use of	its collection	items
	(check all that apply):						
а	Public exhibition	d \square	Loan or exchange progra	ıms			
b	Scholarly research	е 🗌	Other				
С	Preservation for future generations						
4	Provide a description of the organization's col	llections and explain how th	ey further the organizatio	n's exempt	purpose in	Part XIII.	
5	During the year, did the organization solicit or						
	to be sold to raise funds rather than to be mai	intained as part of the organ	nization's collection?			Yes	□ No
Pai	rt IV Escrow and Custodial Arrang	gements. Complete if the	organization answered "	Yes" on Fo	m 990, Par	t IV, line 9, or	
	reported an amount on Form 990, Part	t X, line 21.					
1a	Is the organization an agent, trustee, custodia	an or other intermediary for o	contributions or other ass	ets not incl	uded		
	on Form 990, Part X?					Yes	No
b	If "Yes," explain the arrangement in Part XIII a						
						Amoun	<u>t </u>
С	Beginning balance				1c		
d	Additions during the year				1d		
е	Distributions during the year				1e		
f	Ending balance				1f		
2a	Did the organization include an amount on Fo	rm 990, Part X, line 21, for e	escrow or custodi	unt liability?		. Yes	No
	If "Yes," explain the arrangement in Part XIII.						
Pa	rt V Endowment Funds. Complete if	the organization answered	"Yes" on For 990, Part	IV,ne 10.			
		(a) Current year (b) P	Prior year (c) o year	s back (d)	Three years b	oack (e) Four	r years back
1a	Beginning of year balance						
b	Contributions						
С	Net investment earnings, gains, and losses						
d	Grants or scholarships						
е	Other expenditures for facilities						
	and programs						
f	Administrative expenses						
g	End of year balance						
2	Provide the estimated percentage of the curre	ent year end ba' .ce (linc	n, column (a)) held as:				
а	Board designated or quasi-endowment						
b	Permanent endowment	%					
С	Temporarily restricted endowment	%					
	The percentages on lines 2a, 2b, and 2c should	•					
За	Are there endowment funds not in the posses	sion of the organization tha	t are held and administer	ed for the o	rganization	1	
	by:						Yes No
	(i) unrelated organizations					3a(i)	
b	If "Yes" on line 3a(ii), are the related organizat	ions listed as required on S	chedule R?			3b	
4	Describe in Part XIII the intended uses of the		unds.				
Pa	rt VI Land, Buildings, and Equipme						
	Complete if the organization answered	l "Yes" on Form 990, Part IV		, Part X, line	10.		
	Description of property	(a) Cost or other	(b) Cost or other	(c) Accu		(d) Boo	k value
		basis (investment)	basis (other)	depred	ciation		
1a	Land						
b	9		162 242		0 201	1 1 1	
С	1		163,340.		<u>8,301.</u>		5,039.
d	1 1		238,887.		0,958.		$\frac{7,929}{6,307}$
	Other		48,140.	4	1,743.		<u>6,397.</u>
てっもっ	Add lines 1a through 1e (Column (d) must on	wood Forms OOO Dort V colum	on (D) line 10e)			19	9.365.

Schedule D (Form 990) 2016

VISITORS BUREAU, INC.

Complete if the organization answered "Yes" (a) Description of security or category (including name of security)	(b) Book value			d-of-year market value
(1) Financial derivatives	(1)	(1)		,
(2) Closely-held equity interests				
(3) Other				
(A)				
(B)				
(C)				
(D)				
(E)				
(F)				
(G)				
(H)				
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 12.)				
Part VIII Investments - Program Related.				
Complete if the organization answered "Yes"	on Form 990. Part IV.	line 11c. See Form 990.	Part X. line 13.	
(a) Description of investment	(b) Book value			d-of-year market value
(1)				
(2)				
(3)		*		
(4)			<u> </u>	
(5)			*	
(6)				
(7)				
(8)				
(9)				
Total. (Col. (b) must equal Form 990, Part X, col. (B) line 13.)		\		
Part IX Other Assets.				
Complete if the organization answered "Yes"	on Form 990 P. /	ne 11a. See Form 990,	Part X line 15	
	Description	ne rra. occ romi sso,	Tarrx, iiio 15.	(b) Book value
	Э сестрие,	· \		(a) Doon value
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
Total. (Column (b) must equal Form 990, Part X, col. (B) line Part X Other Liabilities.	<u>e 15.) </u>			
	Faura 000 David IV/	line dde eu ddf Oes Feir	- 000 Dart V line 05	
Complete if the organization answered "Yes" (a) Description of liability	on Form 990, Part IV,	(b) Book value	1 990, Part X, line 25	
		(b) Book value	_	
(1) Federal income taxes			_	
(2)			_	
(3)				
(4)			4	
(5)				
(6)				
(7)				
(8)				
(9)				
Total. (Column (b) must equal Form 990, Part X, col. (B) line	251			

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII

	t XI Reconciliation of Revenue per Audited Financial State	ments With Reven		OZIJOZ Page
- 4	Complete if the organization answered "Yes" on Form 990, Part IV, line		ao por motarini	
1	Tatal managers and although a support and a district financial at the support	124.	1	2,929,112.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:			, ,
a	Net unrealized gains (losses) on investments	2a		
b	Donated services and use of facilities			
С	Recoveries of prior year grants			
d	Other (Describe in Part XIII.)	1		
е	Add lines 2a through 2d		2e	0.
3	Subtract line 2e from line 1			2,929,112.
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:			
а	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII.)	4b		
С	Add lines 4a and 4b		4c	0.
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990. Part I. line 12.)		5	2,929,112.
Pa	t XII Reconciliation of Expenses per Audited Financial Stat	ements With Expe	nses per Return	•
	Complete if the organization answered "Yes" on Form 990, Part IV, line	12a.		
1	Total expenses and losses per audited financial statements		1	2,880,920.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:	1 1		
а	Donated services and use of facilities	<u>2</u> a		
b	Prior year adjustments	_?\.		
С	Other losses			
d	Other (Describe in Part XIII.)	2d		•
е	Add lines 2a through 2d		2e	0.
3	Subtract line 2e from line 1		3	2,880,920.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:			
а	Investment expenses not included on Form 990, Part VIII, line 7b			
b	Other (Describe in Part XIII.)	4b		0
С			4c	0.
5 Dai	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part (8.) † XIII Supplemental Information.		5	2,880,920.
		Doubling Book of the condition	Dest V. Beer A. Dest V.	Para Or Bart VI
		Part IV, lines 1b and 2b;	Part V, line 4; Part X,	line 2; Part XI,
ines	2d and 4b; and Part XII, lines 2d and 4b. Also complete this , to provi any	additional information.		
PAF	RT X, LINE 2:			
	,			
THE	BUREAU ACCOUNTS FOR TAX UNCERTAINTIES I	BASED ON A MO	ORE LIKELY	THAN NOT
REC	COGNITION THRESHOLD WHEREBY TAX BENEFITS	ARE ONLY REC	COGNIZED WH	EN THE
BUE	REAU BELIEVES THAT THEY HAVE A GREATER TH	HAN 50% LIKE	LIHOOD OF B	EING
SUS	STAINED UPON EXAMINATION BY TAXING AUTHOR	RITIES. THE	BUREAU HAS	
EV	ALUATED ALL OF ITS TAX POSITIONS AND DETI	ERMINED THAT	IT HAD NO	MATERIAL
			004.5	
UNC	CERTAIN INCOME TAX POSITIONS AS OF JUNE 3	30, 2017 AND	2016.	

SCHEDULE J (Form 990)

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

➤ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.

➤ Attach to Form 990.

► Attach to Form 990.

Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

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OMB No. 1545-0047

Name of the organization

Questions Regarding Compensation

Department of the Treasury

Part I

FAYETTEVILLE AREA CONVENTION AND VISITORS BUREAU, INC.

Employer identification number 56-2024982

		Yes	No
Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990,			
Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.			
First-class or charter travel Housing allowance or residence for personal use			
Travel for companions Payments for business use of personal residence			
Tax indemnification and gross-up payments Health or social club dues or initiation fees			
Discretionary spending account Personal services (such as, maid, chauffeur, chef)			
If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or			
reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain	1b		
Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors,			
trustees, and officers, including the CEO/Executive Director, regarding the items checked on li 1a?	2		
Indicate which, if any, of the following the filing organization used to establish the compensation of organization's			
CEO/Executive Director. Check all that apply. Do not check any boxes for methods use by a related coganization to			
establish compensation of the CEO/Executive Director, but explain in Part III.			
Compensation committee X Written employmement			
Form 990 of other organizations X Approval the or compensation committee			
During the year, did any person listed on Form 990, Part VII, Section A, ' with 'pect to the filing			
organization or a related organization:			
Receive a severance payment or change-of-control payment?	4a		X
Participate in, or receive payment from, a supplemental nonqualif olan?	4b	\sqcup	<u>X</u>
	4c		X
If "Yes" to any of lines 4a-c, list the persons and provide the 'icable a bunts for each item in Part III.			
		1 1	
Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations mus. complete lines 5-9.			
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:			
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization?	5a		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization?	5a 5b		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III.			
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation			
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:	5b		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization?	5b 6a		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization?	5b		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization? If "Yes" on line 6a or 6b, describe in Part III.	5b 6a		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization? If "Yes" on line 6a or 6b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments	5b 6a 6b		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization? If "Yes" on line 6a or 6b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III	5b 6a		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization? If "Yes" on line 6a or 6b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the	5b 6a 6b		
For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of: The organization? Any related organization? If "Yes" on line 5a or 5b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of: The organization? Any related organization? If "Yes" on line 6a or 6b, describe in Part III. For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III	5b 6a 6b		
	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. First-class or charter travel	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. First-class or charter travel	Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. First-class or charter travel

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule J (Form 990) 2016

VISITORS BUREAU, INC.

Schedule J (Form 990) 2016

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

		(B) Breakdown of	(B) Breakdown of W-2 and/or 1099-MISC compensation	3C compensation	(C) Retirement and	(D) Nontaxable	(E) Total of columns	(F) Compensation
(A) Name and Title		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation	other deferred compensation	benefits	(D)-(i)(B)	in column (B) reported as deferred on prior Form 990
(1) JOHN MEROSKI	(E)	138,763.	0	6,000.	8,677.	10,872.	164,312.	0
PRESIDENT/CEO	∷	0	0	0	0	0	0	0
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	(ii)							
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FAYETTEVILLE AREA CONVENTION AND

Page 3

56-2024982

Schedule J (Form 990) 2016

VISITORS BUREAU, INC. Part III Supplemental Information

											1 0901 2016
information											Schedule I (Form 990) 2016
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Part II. Also											
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6a, 6b, 7, ar				Ì							
, 4c, 5a, 5b,											
1b, 3, 4a, 4b											
t I, lines 1a, [.]											
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ion, explana											
Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.											
Provide											

SCHEDULE 0

(Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

Open to Public Inspection

OMB No. 1545-0047

Name of the organization

FAYETTEVILLE AREA CONVENTION AND INC. VISITORS BUREAU,

Employer identification number 56-2024982

FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
TOURNAMENTS AND INDIVIDUAL TRAVEL.
FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:
HAVE A WORKING ENVIRONMENT THAT FOSTERS INDIVIDUAL AND ORGANIZATIONAL
GROWTH IN AN OPEN, HONEST, AND CHALLENGING ATMOSPHERE. LASTLY, WE WILL
ADHERE TO THE FOLLOWING VALUES AND GUIDING PRINCIPLES: COLLABORATIVE,
CUSTOMER-CENTRIC, COMMUNITY, ENGAGED, PROFESSIONAL, ETHICAL AND
COMMITTED TO SPREAD OUR ALL-AMERICAN STORY.
FORM 990, PART VI, SECTION A, LINE 7A:
THE BOARD OF DIRECTORS IS COMPRISED OF THE FOLLOWING INDIVIDUALS:
(A) THE COUNTY MANAGER OR HIS/HER DESIGNEE;
(B) THE CITY MANAGER OF THE CITY OF FAYETTEVILLE OR HIS/HER DESIGNEE;
(C) THE DIRECTOR OF THE CROWN CENTER OR HIS/HER DESIGNEE;
(D) THE TWO REPRESENTATIVES NOMINATED BY HOTELS AND MOTELS WITHIN THE
COUNTY OF CUMBERLAND WHICH HAVE FEWER THAN 100 ROOMS AND APPOINTED BY THE
COUNTY COMMISSIONERS.
(E) THE TWO REPRESENTATIVES NOMINATED BY HOTELS AND MOTELS WITHIN THE
COUNTY OF CUMBERLAND WHICH HAVE IN EXCESS OF 100 ROOMS AND APPOINTED BY THE
COUNTY COMMISSIONERS.

Schedule O (Form 990 or 990-EZ) (2016) Page 2 Name of the organization FAYETTEVILLE AREA CONVENTION AND **Employer identification number** 56-2024982 VISITORS BUREAU, INC. (F) THE CHAIRMAN OF THE AIRBORNE AND SPECIAL OPERATIONS MUSEUM; (G) A REPRESENTATIVE OF A HOTEL OR MOTEL WITHIN THE COUNTY OF CUMBERLAND WHICH HAS ROOMS SUBJECT TO THIS OCCUPANCY TAX AND MEETING SPACE IN EXCESS OF 6,000 SOUARE FEET WHICH SHALL BE ELECTED BY THE BOARD OF DIRECTORS UPON RECOMMENDATION OF A NOMINATING COMMITTEE APPOINTED BY THE CHAIRMAN; (H) A REPRESENTATIVE OF A HOTEL OR MOTEL WITHIN THE COUNTY OF CUMBERLAND WHICH HAS ROOMS SUBJECT TO THIS OCCUPANCY TAX AND SHALL BE ELECTED BY THE BOARD OF DIRECTORS UPON RECOMMENDATION OF A NOMINATING COMMITTEE APPOINTED BY THE CHAIRMAN; AND (I) AN AT-LARGE MEMBER, APPOINTED BY THE BOARD OF COUNTY COMMISSIONERS, WHICH IS REPRESENTATIVE OF ONE OR MORE OF THE FOLLOWING GROUPS: (1) ARTS/CULTURAL COMMUNITY; (2) BUSINESS COMMUNITY; (3) MILITARY; AND HAS A DEMONSTRATED INTEREST IN TRAVEL AND TOURISM IN THE COUNTY. FORM 990, PART VI, SECTION B, LINE 11B:

THE PRESIDENT/CEO AND CFO WILL REVIEW THE 990 PRIOR TO FILING. A COPY OF THE 990 WILL BE E-MAILED TO THE BOARD MEMBERS PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

THE ORGANIZATION CONSISTENTLY MONITORS AND ENFORCES COMPLIANCE WITH THE CONFLICT OF INTEREST POLICY AS PART OF THE MANAGEMENT DUTIES. IN THE EVENT OF A CONFLICT, THE BOARD OF DIRECTORS WOULD GET INVOLVED AND THE PERSON WITH THE POTENTIAL CONFLICT WOULD RECUSE HIMSELF OR HERSELF FROM ANY

DELIBERATIONS OR VOTE.

Name of the organization VIS	SITORS BUREAU, II			56-2024982
FORM 990, PART VI	, SECTION B, LIN	NE 15:		
THE CEO'S SALARY	IS A CONTRACTED	AMOUNT VOTED ON	BY THE BO	ARD OF DIRECTORS.
THE AMOUNT IS DET	ERMINED BY LIKE	POSITIONS SUCH A	AS THE SAL	ARY OF THE CEO OF
THE CHAMBER OF COL	MMERCE OR OTHER	CVB DIRECTORS W	TH SIMILA	R YEARS
EXPERIENCE. ALL	DELIBERATIONS AF	RE DOCUMENTED IN	THE BOARD	MINUTES.
THERE ARE NO KEY	EMPLOYEES AT THE	PRESENT TIME.	HOWEVER,	IN THE EVENT KEY
EMPLOYEES ARE ENG	AGED, A SIMILAR	PROCESS WILL BE	FOLLOWED.	
FORM 990, PART VI	, SECTION C, LIN	IE 19:		
GOVERNING DOCUMEN	TS, CONFLICT OF	INTEREST POLICY	AND FINAN	CIAL STATEMENTS
ARE MADE AVAILABLE	E TO THE PUBLIC	TO THE EXTENT D	CTATED BY	LAW.

SCHEDULE R (Form 990)

Department of the Treasury Internal Revenue Service

► Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37. Related Organizations and Unrelated Partnerships

▶ Attach to Form 990.

OMB No. 1545-0047

▶ Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990

Employer identification number $56-2024\,982$ Open to Public Inspection

FAYETTEVILLE AREA CONVENTION AND INC. VISITORS BUREAU, Name of the organization

Identification of Disregarded Entities. Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

Direct controlling End-of-year assets **e** Total income ਰ Legal domicile (state or foreign country) Primary activity Name, address, and EIN (if applicable) of disregarded entity Part I

red "۲دی" on Form 990, Part IV, line 34 because it had one or more related tax-exempt , an Identification of Related Tax-Exempt Organizations. Complete if the organizations during the tax year. PartII

—— Organizations during the tax year.							
(a)	(q)	(0)	(p)	(e)	(L)	(b)	
Name, address, and EIN	Primary activity	Legal domicile (state or	Exempt Code	Public charity	Direct controlling	control	2(D)(13) led
of related organization		foreign country)	section	status (if section	entity	entity	5
				501(c)(3))		Yes	No
COUNTY OF CUMBERLAND, NORTH CAROLINA							
117 DICK STREET							
FAYETTEVILLE, NC 28301	GOVERNMENT	NORTH CAROLINA	170(C)(1)				×
						_	

For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule R (Form 990) 2016

FAYETTEVILLE AREA CONVENTION AND

Schedule R (Form 990) 2016 VISITORS BUREAU, INC.

Identification of Related Organizations Taxable as a Partnership. Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year. Part III

Page 2

56-2024982

Percentage ownership ŝ Section 512(b)(13) controlled entity? answered "Yes" on Form 990, Part IV, line 34 because it had one or more related 乏 Yes managing partner? Percentage ownership General or Yes Ξ Code V-UBI amount in box 20 of Schedule K-1 (Form 1065) Share of end-of-year assets Ξ <u>6</u> Disproportionate Yes No allocations? Ξ Share of total income Share of end-of-year assets <u>6</u> Type of entity (C corp, S corp, or trust) **e** Share of total income Direct controlling entity Predominant income (related, unrelated, excluded from tax under sections 512-514) ਉ <u>e</u> , if +: Legal nicile (s or eign country) **Identification of Related Organizations Taxable as a Corporation or Trust.** Comporganizations treated as a corporation or trust during the tax year. Direct controlling entity ਉ Primary activity Legal domicile (state or foreign country) Primary activity <u>@</u> Name, address, and EIN of related organization Name, address, and EIN of related organization <u>a</u> Part IV

Schedule R (Form 990) 2016

Schedule R (Form 990) 2016

Page 3

56-2024982

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note: Complete line 1 if any entity is listed in Parts II III or IV of this schedule				Ves	N N
During the tax year, did the organization engage in any of the following transactions	is with one or more rel	or: transactions with one or more related organizations listed in Parts II-IV?	n Parts II:1V?	2	
a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity	Ś			1a	×
b Gift, grant, or capital contribution to related organization(s)				1b	×
c Gift, grant, or capital contribution from related organization(s)				1c	×
				1 d	×
				1e	×
f Dividends from related organization(s)				#	×
g Sale of assets to related organization(s)				19	×
Purchase of assets from related organiza				4	×
				ij	×
j Lease of facilities, equipment, or other assets to related organization(s)				-j-	×
k Lease of facilities, equipment, or other assets from related organization(s)				¥	<u></u>
l Performance of services or membership or fundraising solicitations for related organization(s)	anization(s)			1 X	м
m Performance of services or membership or fundraising solicitations by related organization(s)	ınization(s)			1 m	×
n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)	ion(s)			1n	×
o Sharing of paid employees with related organization(s)				10	×
p Reimbursement paid to related organization(s) for expenses				1p	×
Reimbursement paid by related organization(s) for expenses				19	×
r Other transfer of cash or property to related organization(s)				=	×
s Other transfer of cash or property from related organization(s)	:			18	×
2 If the answer to any of the above is "Yes," see the instructions for information on whoust complete this line, including covered relationships and transaction thresholds.	who , iust complete thi	s line, including covered r	elationships and transaction thresholds.		
(a) Name of related organization	(b) Transaction type (a·s)	(c) Amount involved	(d) Method of determining amount involved	volved	
(1)					
(2)					
(3)					
(4)					
(5)					
(9)					
R32163 09-06-16			Schedule	Schedule B (Form 990) 2016	90) 2016

VISITORS BUREAU, INC. Schedule R (Form 990) 2016 Part VI Unrelated Organizations Taxable as a Partnership. Complete if the organization answered "Yes" on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

Dispropordiocations2 amount in box 20 managing ownership

Ves No (Form 1065) Yes No 3 end-of-year Share of assets Share of income total (e) Are all partners sec. 501(c)(3) orgs.? Predominant income (related, unrelated, excluded from tax under sections 512-514) v. ਉ Legal domicile (state or foreign country) <u>ပ</u> Primary activity Name, address, and EIN of entity (a)

Schedule R (Form 990) 2016

FAYETTEVILLE AREA CONVENTION AND

Schedule R	(Form 990) 2016 Supplemental Infor	VISITORS	BUREAU,	INC.	56-2024982	Page 5
T dire viii			to questions or	n Schedule R. See instructions.		
	Frovide additional inform	ation for responses	to questions or	Tochedule n. See Instructions.		
			4			
				<u>/</u>		