

Financial Report

Jefferson Convention & Visitors Bureau, Inc.
Harahan, Louisiana

December 31, 2024



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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors,
Jefferson Convention & Visitors Bureau, Inc.,
Harahan, Louisiana.

Opinion

We have audited the accompanying financial statements of the Jefferson Convention & Visitors Bureau, Inc. (the "Bureau") (a non-profit organization), which comprise the statement of financial position as of December 31, 2024, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Bureau as of December 31, 2024, and its changes in net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Bureau and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

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

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

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Bureau's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Bureau's ability to continue as a going concern for a reasonable period of time.

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

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the basic financial statements as a whole. The supplementary information in Schedule 1 is presented for the purposes of additional analysis, is required by Louisiana Revised Statute 24:513(A)(3) and is not a required part of the financial statements. Such information in Schedule 1 is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. Such information in Schedule 1 has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information in Schedule 1 is fairly stated in all material respects in relation to the financial statements as a whole.

Report on Summarized Comparative Information

We have previously audited the Bureau's 2023 financial statements, and our report dated June 13, 2024, expressed an unmodified opinion, on those audited financial statements. In our opinion, the summarized comparative information presented herein, as of and for the year ended December 31, 2023 is consistent, in all material respects, with the 2023 audited financial statements from which it has been derived.

Other Reporting Required of *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated June 13, 2025 on our consideration of the Bureau's internal control over financial reporting and on our test of its compliance with certain provisions of laws, regulations, contracts and grant agreements, and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Bureau's internal control over financial reporting and compliance.



Certified Public Accountants.

New Orleans, Louisiana,
June 13, 2025.

STATEMENT OF FINANCIAL POSITION**Jefferson Convention & Visitors Bureau, Inc.**

Harahan, Louisiana

December 31, 2024
(with comparative totals for 2023)

	<u>2024</u>	<u>2023</u>
Assets		
Cash	\$4,900,067	\$5,238,609
Accounts receivable	585,216	824,255
Investments	232,565	220,850
Prepaid assets	344,231	260,789
Operating lease right-of-use asset, net	34,123	7,486
Property and equipment, net	<u>1,411,712</u>	<u>1,222,811</u>
Total assets	<u><u>\$7,507,914</u></u>	<u><u>\$7,774,800</u></u>
Liabilities		
Accounts payable and accrued liabilities	\$ 149,778	\$ 373,296
Deferred revenue	1,558,924	1,900,215
Lease liability	34,123	7,486
Economic Injury Disaster Loan payable	<u>-</u>	<u>149,900</u>
Total liabilities	<u>1,742,825</u>	<u>2,430,897</u>
Net Assets		
Without donor restrictions:		
Board designated	485,005	446,592
Undesignated	<u>5,280,084</u>	<u>4,897,311</u>
Total net assets	<u>5,765,089</u>	<u>5,343,903</u>
Total liabilities and net assets	<u><u>\$7,507,914</u></u>	<u><u>\$7,774,800</u></u>

See notes to financial statements.

STATEMENT OF ACTIVITIES**Jefferson Convention & Visitors Bureau, Inc.**

Harahan, Louisiana

For the year ended December 31, 2024
(with comparative totals for 2023)

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>2024 Totals</u>	<u>2023 Totals</u>
Revenues and Other Support				
Occupancy tax revenue - Jefferson	\$1,527,113	\$ -	\$1,527,113	\$1,399,336
Tourism support assessment	1,190,898	-	1,190,898	1,045,482
Major events (see Note 10)	755,861	-	755,861	794,525
Louisiana Office of Tourism	347,428	-	347,428	155,305
Other events (see Note 10)	53,811	-	53,811	59,798
Employee Retention Credit	-	-	-	63,000
Contributions of nonfinancial assets	39,680	-	39,680	39,680
Membership participation	40,712	-	40,712	38,463
Interest	51,377	-	51,377	63,928
Other income	57,188	-	57,188	7,711
	<u>4,064,068</u>	<u>-</u>	<u>4,064,068</u>	<u>3,667,228</u>
Total revenues and other support				
	<u>4,064,068</u>	<u>-</u>	<u>4,064,068</u>	<u>3,667,228</u>
Net Assets Released From Restrictions				
Expiration of time restrictions and program restrictions satisfied through payments	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Total revenues and other support, net assets released from restrictions	<u>4,064,068</u>	<u>-</u>	<u>4,064,068</u>	<u>3,667,228</u>

Exhibit B
(Continued)

	Without Donor <u>Restrictions</u>	With Donor <u>Restrictions</u>	2024 <u>Totals</u>	2023 <u>Totals</u>
Expenses				
Depreciation	4,512	-	4,512	3,986
Equipment - rental	6,028	-	6,028	3,505
Equipment - repairs	16,427	-	16,427	19,467
Insurance	19,183	-	19,183	18,338
Interest	33	-	33	6,589
Marketing and promotion:				
Collateral materials	56,686	-	56,686	28,524
Cooperative programs	69,238	-	69,238	46,125
Equipment purchases	24,939	-	24,939	4,399
Internet advertising	263,436	-	263,436	203,496
Media/brand management	285,148	-	285,148	299,229
Other	317,771	-	317,771	228,269
Product development	1,122,794	-	1,122,794	984,587
Rhythm on the Route	57,442	-	57,442	56,111
Trade shows	35,226	-	35,226	30,288
Travel	37,359	-	37,359	47,295
Office expense	12,866	-	12,866	9,313
Postage	1,820	-	1,820	2,887
Professional/technical	70,472	-	70,472	149,483
Rent	51,756	-	51,756	49,393
Salaries and benefits	1,181,399	-	1,181,399	1,019,540
Telephone	8,347	-	8,347	7,373
	<u>3,642,882</u>	<u>-</u>	<u>3,642,882</u>	<u>3,218,197</u>
Total expenses				
	3,642,882	-	3,642,882	3,218,197
Change in Net Assets	421,186	-	421,186	449,031
Net Assets				
Beginning of year	5,343,903	-	5,343,903	4,894,872
End of year	<u>\$5,765,089</u>	<u>\$ -</u>	<u>\$5,765,089</u>	<u>\$5,343,903</u>

See notes to financial statements.

STATEMENT OF FUNCTIONAL EXPENSES**Jefferson Convention & Visitors Bureau, Inc.**

Harahan, Louisiana

For the year ended December 31, 2024
(with comparative totals for 2023)

	Program Services		Total Program Services	General and Administrative	Totals	
	Events Program	Tourism Program			2024	2023
Product development	\$1,062,794	\$ 60,000	\$1,122,794	\$ -	\$1,122,794	\$ 984,587
Salaries	-	693,040	693,040	311,980	1,005,020	873,035
Media/brand management	32,066	253,082	285,148	-	285,148	299,229
Marketing and promotion	-	193,773	193,773	3,470	197,243	91,208
Advertising	-	167,996	167,996	-	167,996	147,189
Other program expense	-	137,298	137,298	-	137,298	111,459
Research	-	101,298	101,298	-	101,298	87,889
Employee benefits	-	76,179	76,179	23,183	99,362	79,844
Payroll taxes	-	53,667	53,667	23,350	77,017	66,661
Professional fees	-	47,860	47,860	22,612	70,472	149,483
Events	-	65,314	65,314	-	65,314	67,806
Collateral materials	-	56,686	56,686	-	56,686	28,524
Lease expense	-	36,229	36,229	15,527	51,756	49,393
Travel	-	37,359	37,359	-	37,359	47,295
Trade shows	-	35,226	35,226	-	35,226	30,288
Dues and subscriptions	-	27,527	27,527	-	27,527	26,256
Equipment purchases	-	24,939	24,939	-	24,939	4,399
Insurance	13,333	4,129	17,462	1,721	19,183	18,338
Equipment repairs	-	11,499	11,499	4,928	16,427	19,467
Office expenses	98	3,298	3,396	9,470	12,866	9,313
Telephone	-	5,843	5,843	2,504	8,347	7,373
Website maintenance	-	7,379	7,379	-	7,379	234
Equipment rental	-	4,220	4,220	1,808	6,028	3,506
Education	-	2,682	2,682	1,150	3,832	1,959
Mailing and postage	289	1,135	1,424	396	1,820	2,887
Interest	-	33	33	-	33	6,589
Total expenses before depreciation	1,108,580	2,107,691	3,216,271	422,099	3,638,370	3,214,211
Depreciation of property and equipment	-	4,512	4,512	-	4,512	3,986
Total expenses	<u>\$1,108,580</u>	<u>\$2,112,203</u>	<u>\$3,220,783</u>	<u>\$422,099</u>	<u>\$3,642,882</u>	<u>\$3,218,197</u>

See notes to the financial statements.

STATEMENT OF CASH FLOWS**Jefferson Convention & Visitors Bureau, Inc.**
Harahan, LouisianaFor the year ended December 31, 2024
(with comparative totals for 2023)

	<u>2024</u>	<u>2023</u>
Cash Flows From Operating Activities		
Increase in net assets	\$ 421,186	\$ 449,031
Adjustments to reconcile increase in net assets to net cash provided by operating activities:		
Depreciation	4,512	3,986
(Increase) decrease in assets:		
Accounts receivables	239,039	(520,713)
Prepaid assets	(83,442)	(162,405)
Increase (decrease) in liabilities:		
Accounts payable and accrued liabilities	(223,518)	230,105
Deferred revenue	(341,291)	156,212
Net cash provided by operating activities	<u>16,486</u>	<u>156,216</u>
Cash Flows From Investing Activities		
Interest on investments reinvested	(11,715)	(10,848)
Purchases of property and equipment	(193,413)	(155,127)
Net cash used in investing activities	<u>(205,128)</u>	<u>(165,975)</u>
Cash Flows From Financing Activities		
Repayments of notes payable	(149,900)	-
Net Decrease in Cash	(338,542)	(9,759)
Cash		
Beginning of year	<u>5,238,609</u>	<u>5,248,368</u>
End of year	<u><u>\$4,900,067</u></u>	<u><u>\$ 5,238,609</u></u>
Supplemental Disclosures of Cash Flow Information		
Interest paid	<u><u>\$ 33</u></u>	<u><u>\$ 6,899</u></u>

See notes to financial statements.

NOTES TO THE FINANCIAL STATEMENTS**Jefferson Convention & Visitors Bureau, Inc.**
Harahan, Louisiana

December 31, 2024 and 2023

Note 1 - NATURE OF ACTIVITIES

Jefferson Convention & Visitors Bureau, Inc. (the “Bureau”) is a non-profit corporation organized in June of 2000. The mission of the Bureau is to actively partner with the tourism and hospitality industry by marketing and selling the destination brand experience with resulting additional spending by leisure and group travel visitors leading to enhanced community economic vitality and resident quality of life.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**a. Organization and Income Taxes**

The Bureau is a nonprofit corporation organized under the laws of the State of Louisiana. It is exempt from Federal income tax under Section 501(c)(6) of the Internal Revenue Code. It is also exempt from Louisiana income tax under the authority of R.S. 47:287(501).

Accounting standards provide detailed guidance for financial statement recognition, measurement, and disclosure of uncertain tax positions recognized in an entity’s financial statements. It requires an entity to recognize the financial statement impact of a tax position when it is more likely than not that the position will not be sustained on examination. The Bureau is no longer subject to tax examinations by taxing authorities for years ended before 2021. As of December 31, 2024, management believes that the Bureau had no uncertain tax positions that qualify for either recognition or disclosure in the financial statements.

b. Basis of Accounting

The financial statements are prepared in accordance with accounting principles generally accepted in the United States of America. The Bureau recognizes revenue and records expenses on the accrual basis of accounting. Under this method, revenue is recognized when earned, and expenses are recorded when the liability is incurred.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

c. Financial Statement Presentation

Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB). Net assets, revenues, and expenses are classified on the existence or absence of donor-imposed restrictions. Accordingly, net assets of the Bureau and changes therein are classified and reported as follows:

Net Assets without Donor Restrictions

Undesignated - net assets that are not subject to donor-imposed stipulations or board designations.

Board Designated - net assets that are to be used for the building of a Jefferson Parish Visitor's Center or for other Board of Directors' approved expenses.

Net Assets with Donor Restrictions - net assets subject to donor-imposed stipulations that may or will be met either by actions of the Bureau and/or the passage of time. There were no net assets with donor restrictions as of December 31, 2024.

d. Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, results could differ from those estimates.

e. Cash and Cash Equivalents

For the purposes of the Statement of Cash Flows, the Bureau considers all investments purchased with an initial maturity of six months or less to be cash equivalents. As of December 31, 2024 and 2023, there were no cash equivalents.

f. Accounts Receivable

Accounts receivable are stated at the amount management expects to collect from outstanding balances. Management provides for probable uncollectible amounts through a charge to earnings and a credit to a valuation allowance based on its assessment of the current status of individual accounts. Balances that are still outstanding after management has used reasonable collection efforts are written off through a charge to the valuation allowance and a credit to accounts receivable.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

f. Accounts Receivable (Continued)

Collection losses have historically not been significant. As of December 31, 2024 and 2023, management concluded that based on its review of accounts receivable balances outstanding, a valuation allowance was not required.

The Bureau estimates credit losses associated with accounts receivable using an expected credit loss model, which utilizes an aging schedule methodology based on historical information and adjusted for asset-specific considerations and current economic conditions.

The Bureau's approach considers a number of factors, including overall historical credit losses and payment experience, as well as current collection trends such as write-off frequency.

g. Revenue Recognition

Revenues from Exchange Transactions: The Bureau recognizes revenue in accordance with FASB Accounting Standards Update (ASU) No. 2014-09, "*Revenues from Contracts with Customers*" (Topic 606), as amended. ASU No. 2014-09 applies to exchange transactions with customers and donors that are bound by contracts or similar arrangements and establishes a performance obligation approach to revenue recognition. The Bureau records the following exchange transaction revenue in its Statements of Activities for the years ended December 31, 2024 and 2023:

Event Revenue: The Bureau receives sponsorships revenue, food vendor revenue, VIP ticket revenue, and other revenue through the various events produced by the Bureau. Revenue is recognized upon the completion of the event.

Revenue from events is presented at transaction prices, which typically are determined based on negotiated rates for the services provided. Event revenues are recognized, and associated performance obligations are satisfied upon the completion of the event in the year in which the services are provided.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

g. Revenue Recognition (Continued)

The following table summarizes contract assets and liabilities as of December 31, 2024 and 2023, and January 1, 2023:

	<u>Contract Assets</u>	<u>Contract Receivables</u>	<u>Contract Liabilities</u>
December 31, 2024	\$ <u>-</u>	<u>\$251,500</u>	\$ <u>-</u>
December 31, 2023	\$ <u>-</u>	<u>\$394,603</u>	\$ <u>-</u>
January 1, 2023	\$ <u>-</u>	<u>\$ 1,329</u>	\$ <u>-</u>

Membership Revenue: The Bureau receives annual membership dues from local businesses in exchange for marketing and promotion provided by the Bureau. The Bureau invoices members annually and records membership revenue during the year of membership.

Occupancy Tax Revenue

The Bureau receives the majority of its revenue from Jefferson Parish through Cooperative Endeavor Agreements based on the hotel occupancy tax.

Tourism Support Assessment

Louisiana Revised Statute 21:301-308 was passed to authorize a tourism support assessment by the Bureau. Hotel members are subject to a monthly 1% assessment of the room charges, excluding any room charges that are not subject to state authorized hotel and motel taxes.

Grant Revenue

The Bureau received one state grant during the years ended December 31, 2024 and 2023 which consisted of the Tourism Cooperative Marketing Grant. This grant was included in the Louisiana Office of Tourism on the Statement of Activities.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

g. Revenue Recognition (Continued)

Contributions

Contributions and grants are recorded as increases in net assets without donor restrictions or net assets with donor restrictions, depending on the existence or nature of any donor or grantor restrictions. Support that is restricted by a donor or grantor is reported as an increase in net assets with donor restrictions, depending on the nature of the restrictions. When a restriction expires (that is, when a stipulated time restriction ends or a purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the Statement of Activities as net assets released from restrictions. Contributions and grants whose restrictions are met in the same reporting periods are reported as increases in net assets without donor restrictions.

The Bureau did not have any contributions during the years ended December 31, 2024 and 2023.

Contributed Nonfinancial Assets

Donated office space and other noncash donations are recorded as contributions at their fair market value at the date of donation. The Bureau reports the donations in the net assets without donor restrictions category, unless explicit donor stipulations specify how the donated assets must be used (see Note 12).

The Bureau recognizes contributions of services received if such services: (a) create or enhance nonfinancial assets, (b) require specialized skills, (c) are provided by individuals possessing those skills, and (d) would typically need to be purchased if not contributed.

A substantial number of volunteers have donated significant amounts of their time in the conduct of the Bureau's program services. However, no amounts have been included in the financial statements for donated services since no objective basis is available to measure the value of such services and management believes that the requirements for recording contributed nonfinancial assets have not been met.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

h. Right-of-Use Assets and Lease Liabilities

Right-of-use (ROU) assets represent the Bureau's right to use the underlying assets for the lease term and lease liabilities represent the net present value of the Bureau's obligation to make payments arising from these leases. The lease liabilities are based on the present value of fixed lease payments over the lease term using the Bureau's incremental borrowing rate on the lease commencement date. If the lease includes one or more options to extend the term of the lease, the renewal option is considered in the lease term if it is reasonably certain the Bureau will exercise the options. Operating lease expense is recognized on a straight-line basis over the term of the lease. As permitted by Accounting Standards Codification (ASC) 842, leases with an initial term of twelve months or less ("short-term leases") are not recorded on the accompanying Statement of Financial Position.

i. Property and Equipment

Property and equipment is stated at cost at the date of acquisition or fair value at the date of donation. The Bureau capitalizes all costs in excess of \$1,500 for property and equipment with an estimated useful life greater than one year. Repairs and maintenance are charged to expense as incurred; major renewals, replacements, and betterments are capitalized. Depreciation is provided using the straight-line method over the estimated useful lives of the respective assets which range from three to fifteen years.

j. Deferred Revenue

Deferred revenue results from the Bureau receiving membership fees and Family Gras funds in the current year for the following year.

In addition, a Cooperative Endeavor Agreement (CEA) was entered into with the State of Louisiana on December 8, 2021. As per the agreement, the Bureau received \$1,921,959 of funding as part of the America Rescue Plan Act of 2021 (ARPA). The funds were received in December 2021, and an additional \$275,063 of funding received on February 24, 2023, totaling \$2,197,023 in funds received. These funds are to be used to provide funding for hospitality and tourism impacted by the Coronavirus (COVID-19). The grantor will monitor the Bureau to ensure compliance with the requirements of the CEA. The state may also terminate the agreement at any time after giving thirty days' notice. The Bureau expended grant funds totaling \$337,428, \$135,555, and \$198,335 during the years ended December 31, 2024, 2023, and 2022, respectively. Since continuation of the agreement is contingent upon the fulfillment of various requirements stipulated in the grant, revenue will be recognized upon the fulfillment of the terms of the grant requirements. As a result, the remaining funds received are recorded as deferred revenue of \$1,525,705 and \$1,863,133 as of December 31, 2024 and 2023, respectively.

Note 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

k. Methods Used For Allocation of Expenses

The financial statements report certain categories of expenses that are attributable to more than one program or supporting function. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. Most of the expenses can be directly allocated to one of the programs or supporting function. The Bureau maintains a separate set of records for the Family Gras program and those expenses can be directly allocated to that program. The salaries and benefits expenses are allocated based on the time and effort of the employees between program activities and administrative activities. The Bureau employs eleven full time employees and one part time employee, eight of which focus all of their time and effort on program activities, three other employees focus solely on administrative activities, and one employee allocates their time half and half between program and administrative activities. Based on this employee breakdown, the remaining expenses are allocated between 70% program and 30% administrative, which approximates the time and effort of the employees.

l. Marketing and Promotion

The Bureau expenses marketing and promotion costs as they are incurred. Marketing and promotion costs totaled \$2,270,039 and \$1,928,323 for the years ended December 31, 2024 and 2023, respectively. Marketing and promotion is comprised of several marketing and promotion expenses on the Statement of Activities.

m. Subsequent Events

Management evaluates events occurring subsequent to the date of the financial statements in determining the accounting for and disclosure of transactions and events that effect the financial statements. Subsequent events have been evaluated through June 13, 2025, which is the date the financial statements were available to be issued.

Note 3 - CONCENTRATION OF CREDIT RISK

The Bureau maintains its cash balances in various financial institutions where the accounts are insured by Federal Deposit Insurance Corporation up to \$250,000 per bank. Uninsured or non-guaranteed cash balances were approximately \$1,400,000 as of December 31, 2024.

Note 4 - DESIGNATED NET ASSETS

The Bureau's Board of Directors has designated part of the net assets without donor restrictions for the following purpose as of December 31, 2024 and 2023:

	<u>2024</u>	<u>2023</u>
Jefferson Parish Visitors Center construction	<u>\$ 485,005</u>	<u>\$ 446,592</u>

Note 5 - ACCOUNTS RECEIVABLE - EVENTS

Accounts receivable balances from events, which are included in accounts receivable on the Statement of Financial Position, are predominantly comprised of amounts due for services provided to produce events. The following table summarizes receivables and related allowance for credit losses as of December 31, 2024 and 2023, and January 1, 2022.

	<u>December 31, 2024</u>	<u>December 31, 2023</u>	<u>January 1, 2022</u>
Receivables, gross	\$251,507	\$394,603	\$1,329
Allowance for credit losses	<u>-</u>	<u>-</u>	<u>-</u>
Receivables, net of credit losses	<u>\$ 251,507</u>	<u>\$ 394,603</u>	<u>\$ 1,329</u>

The Bureau estimates credit losses on receivables by applying an expected credit loss model, which relies on delinquency and historical loss data to calculate default probabilities. The assessment of default probabilities includes receivables delinquency status, historical loss experience and how long the receivables have been outstanding. The Bureau also considers the need to adjust the estimate of credit losses on receivables for reasonable and supportable forecasts and internal statistical analyses.

The following table presents the delinquency status as of December 31, 2024 and 2023:

	<u>2024</u>	<u>2023</u>
Current - 30 days	\$ 99,189	\$394,603
31-60 days	100	-
61-90 days	-	-
Greater than 90 days	<u>152,218</u>	<u>-</u>
Receivables, net of credit losses	<u>\$251,507</u>	<u>\$394,603</u>

Note 6 - INVESTMENTS

The Louisiana Asset Management Pool (LAMP), a local governmental investment pool, is administered by LAMP, Inc., a non-profit corporation organized under the laws of the State of Louisiana, which was formed by an initiative by the State Treasurer in 1993. While LAMP is not required to be a registered investment company under the Investment Company Act of 1940, its investment policies are similar to those established by Rule 2a7, which governs registered money market funds. The primary objective of LAMP is to provide a safe environment for the placement of public funds in short-term, high quality investments. The LAMP portfolio includes only securities and other obligations in which local governments in Louisiana are authorized to invest. Accordingly, LAMP investments are registered to securities issues, guaranteed, or backed by the U.S. Treasury, the U.S. Government or one of its agencies, enterprises or instrumentalities, as well as repurchase agreements collateralized by those securities. The dollar weighted average portfolio maturity of LAMP assets is restricted to not more than 90 days and consists of no securities with a maturity in excess of 397 days. The fair value of investments is determined on a weekly basis to monitor any variances between amortized cost and fair value. For purposes of determining participant's shares, investments are valued at amortized cost. The fair value of participant's position is the same as the value of the pool shares. LAMP is designed to be highly liquid to give its participants immediate access to their account balances.

The value for LAMP's total investments totaled \$232,565 and \$220,850 as of December 31, 2024 and 2023, respectively.

Note 7 - LEASES

Operating Leases

The Bureau has an operating lease agreement with Jefferson Parish for office space. The lease has monthly payments of \$640 with a maturity date of December 1, 2029.

Operating lease reported under FASB ASC 842 for the years ended December 31, 2024 and 2023 are as follows:

	<u>2024</u>	<u>2023</u>
Operating lease costs	<u>\$ 7,680</u>	<u>\$ 7,680</u>
Operating lease right-of-use asset	<u>\$ 34,123</u>	<u>\$ 7,486</u>
Lease liability	<u>\$ 34,123</u>	<u>\$ 7,486</u>
Weighted-average remaining lease term, years	<u>4.92</u>	<u>0.92</u>
Weighted-average discount rate:	<u>4.75%</u>	<u>4.75%</u>

Note 7 - LEASES (Continued)

Operating Leases (Continued)

Future minimum lease payments under this non-cancellable operating lease as of December 31, 2024 is as follows:

<u>Year Ending December 31,</u>	
2025	\$ 7,680
2026	7,680
2027	7,680
2028	7,680
2029	<u>7,680</u>
	38,400
Less amount representing interest	<u>(4,277)</u>
Lease liability	<u><u>\$34,123</u></u>

Short-Term Leases

The Bureau leases storage space under a short-term lease with original terms of one year or less with a monthly payment of \$264 per month through May 2024, and \$348 per month through December 2024. Total rental expense for this lease was \$3,756 and \$2,673, respectively, for the years ended December 31, 2024 and 2023.

Note 8 - PROPERTY AND EQUIPMENT

Property and equipment as of December 31, 2024 and 2023 is as follows:

	<u>2024</u>	<u>2023</u>
Land	\$ 1,053,652	\$ 1,053,652
Computer software	96,025	96,025
Equipment	58,214	54,861
Construction in progress	344,173	154,113
Leasehold improvements	<u>3,154</u>	<u>3,154</u>
	1,555,218	1,361,805
Accumulated depreciation	<u>(143,506)</u>	<u>(138,994)</u>
Totals	<u><u>\$ 1,411,712</u></u>	<u><u>\$ 1,222,811</u></u>

Depreciation expense for the years ended December 31, 2024 and 2023 was \$4,512 and \$3,986, respectively.

Note 9 - ECONOMIC INJURY DISASTER LOAN

On October 27, 2020, the Bureau received a \$149,900 Economic Injury Disaster Loan from the Small Business Administration (SBA). Interest on the loan is 2.75%, with monthly payments of principal and interest of \$641 which began in April 2023. In lieu of monthly payments, the Bureau paid the loan in full in January 2024, a payoff balance of \$158,521, including principal and interest calculated by the SBA. Accrued interest as of December 31, 2023 totaled \$8,621. Interest expense on the loan totaled \$33 and \$4,177 for the years ended December 31, 2024 and 2023, respectively. Other interest expense totaled \$2,412 for the year ended December 31, 2023.

Note 10 - EVENT REVENUE

Major event revenue consists of Family Gras and Uncle Sam Jam. Major event income for the years ended December 31, 2024 and 2023 is comprised as follows:

	<u>2024</u>	<u>2023</u>
Event sponsorships	\$ 671,723	\$ 737,981
Food vendor revenue	30,983	24,840
Ticket revenue	50,831	27,627
Other revenue	<u>2,324</u>	<u>4,077</u>
Totals	<u>\$ 755,861</u>	<u>\$ 794,525</u>

Other events are funded by Jefferson Parish. Other event revenue for the years ended December 31, 2024 and 2023 is comprised as follows:

	<u>2024</u>	<u>2023</u>
Tour de Jefferson	\$ 53,811	\$ -
Red Fish Tournament	<u>-</u>	<u>59,798</u>
Totals	<u>\$ 53,811</u>	<u>\$ 59,798</u>

Note 11 - EMPLOYEE RETENTION CREDIT

During the year ended December 31, 2022, the Bureau applied for payments under the Employee Retention Credit (ERC). The ERC is a refundable credit against certain payroll taxes allowed to an eligible employer for qualifying wages that was established by the Coronavirus Aid, Relief and Economic Security (CARES) Act and further amended by the Consolidated Appropriations Act (CAA) and the American Rescue Plan (ARP). The Bureau met the ERC's eligibility requirements and considered the payments as a government grant. There were no payments received during the year ended December 31, 2024. The Bureau received a payment of \$67,972 during the year ended December 31, 2023.

Note 12 - CONTRIBUTED NONFINANCIAL ASSETS

The Bureau recognized contributed nonfinancial assets on the Statement of Activities. Contributed nonfinancial assets for the years ended December 31, 2024 and 2023 are as follows:

	<u>2024</u>	<u>2023</u>
Support		
Office space	<u>\$39,680</u>	<u>\$ 39,680</u>
Expenditures		
Rent expense	<u>\$39,680</u>	<u>\$ 39,680</u>

The Bureau recognized contributed nonfinancial assets within revenue. Unless otherwise noted, contributed nonfinancial assets did not have donor-imposed restrictions.

Contributed office space was utilized for the Bureau's general and administrative activities and is included in rent expenses on the Statement of Activities. The Bureau estimates the fair value based on the annual fair market rental value of the office space as provided by the lessor.

Note 13 - EMPLOYEE BENEFIT PLAN

The Bureau has a defined contribution plan (Simple IRA). The eligibility requirements for the plan require employees to earn at least \$5,000 per year during any two preceding years and who are expected to earn at least \$5,000 in the current year. Employer contributions are based on a dollar for dollar match of employee's contribution with a maximum contribution not to exceed 3% of gross salary. Employer and employee contributions are fully vested immediately upon satisfying eligibility requirements. The pension expense for the years ended December 31, 2024 and 2023 was \$20,552 and \$19,418, respectively.

Note 14 - AVAILABILITY OF FINANCIAL ASSETS

As part of the Bureau's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures, liabilities, and other obligations come due. In addition, the Bureau invests cash in excess of daily requirements in investments. Although the Bureau does not intend to spend from its investment funds other than amounts approved by the Board of Directors, amounts from its investment funds could be made available if necessary.

The Bureau receives grants with donor purpose restrictions. In addition, the Bureau generates revenue and receives grants without donor restrictions. Grants without donor restrictions, occupancy tax revenue, tourism support assessment revenue, Family Gras revenue, sponsorship revenue, investment income without donor restrictions, and miscellaneous income are considered to be available to meet cash needs for general expenditures. General expenditures include the Family Gras program, the tourism program, and general and administrative expenses. Annual operations are defined as activities occurring during, and included in the budget for, the upcoming fiscal year.

The following table represents financial assets available for general expenditures within one year of December 31, 2024 and 2023:

	<u>2024</u>	<u>2023</u>
Financial assets:		
Cash	\$4,900,067	\$5,238,609
Accounts receivable	585,216	824,255
Investments	<u>232,565</u>	<u>220,850</u>
Total financial assets	<u>5,717,848</u>	<u>6,283,714</u>
Less amounts not available to be used within one year, due to:		
Board designations	<u>(485,005)</u>	<u>(446,592)</u>
Financial assets available to meet cash needs for general expenditures within one year	<u><u>\$5,232,843</u></u>	<u><u>\$5,837,122</u></u>

Note 15 - ECONOMIC DEPENDENCY

The Bureau is dependent on the Jefferson Parish Council to renew their revenue from the Cooperative Endeavor Agreements which transfers a portion of the net proceeds of the hotel occupancy tax. This agreement expires December 1, 2029. The Bureau is also dependent on member hotel assessment collections.

Note 16 - COMMITMENT

The Bureau entered into an agreement with a website consulting company for the construction and hosting of the Bureau's website. The contract for the period from April 2023 to March 2024 had a monthly payment of \$2,875, and the contract for the period from April 2024 to March 2026 has a monthly payment of \$3,156. As of December 31, 2024, future minimum payments under this agreement are as follows:

<u>Year Ending December 31,</u>	
2025	\$ 37,875
2026	<u>9,469</u>
	<u><u>\$ 47,344</u></u>

SUPPLEMENTARY INFORMATION SECTION

**SCHEDULE OF COMPENSATION, BENEFITS, AND OTHER
PAYMENTS TO AGENCY HEAD OR CHIEF EXECUTIVE OFFICER**

Jefferson Convention & Visitors Bureau, Inc.
Harahan, Louisiana

For the year ended December 31, 2024

Agency Head Name: Violet Peters, Chief Executive Officer

Purpose

Salary	\$ 159,600
Benefits - insurance	4,572
Benefits - retirement	4,770
Benefits - other	0
Car allowance	0
Vehicle provided by government	0
Per diem	0
Reimbursements	675
Travel	979
Registration fees	0
Conference travel	0
Continuing professional education fees	0
Housing	0
Unvouchered expenses	0
Special meals	0
	<hr/>
	\$ 170,596

SPECIAL REPORTS OF CERTIFIED PUBLIC ACCOUNTANTS

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

To the Board of Directors,
Jefferson Convention & Visitors Bureau, Inc.,
Harahan, Louisiana.

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of Jefferson Convention & Visitors Bureau, Inc. (the “Bureau”) (a nonprofit organization), which comprise the statement of financial position as of December 31, 2024, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated June 13, 2025.

Report on Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, we considered the Bureau’s internal control over financial reporting (“internal control”) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Bureau’s internal control. Accordingly, we do not express an opinion on the effectiveness of the Bureau’s internal control.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct misstatements on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control such that there is a reasonable possibility that a material misstatement of the entity’s financial statements will not be prevented or detected and corrected on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of the internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or significant deficiencies and therefore, material weaknesses or significant deficiencies may exist that were not identified. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses or significant deficiencies may exist that have not been identified.

Report on Compliance and Other Matters

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

Purpose of this Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the Bureau's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the Bureau's internal control and compliance. Accordingly, this communication is not suitable for any other purpose.

A handwritten signature in black ink that reads "Bourgeois Bennett, L.L.C." in a cursive script.

Certified Public Accountants.

New Orleans, Louisiana,
June 13, 2025.

SCHEDULE OF FINDINGS AND RESPONSES

Jefferson Convention & Visitors Bureau, Inc. Harahan, Louisiana

For the year ended December 31, 2024

Section I - Summary of Auditor's Report

a) Financial Statements

Type of report issued on the financial statements: unmodified

Internal control over financial reporting:

- Material weakness(es) identified? _____ Yes X No
- Significant deficiency(ies) identified that are not considered to be a material weakness? _____ Yes X None reported

Noncompliance material to financial statements noted? _____ Yes X No

b) Federal Awards

The Jefferson Convention & Visitors Bureau, Inc. did not receive Federal awards in excess of \$750,000 during the year ended December 31, 2024 and, therefore, is exempt from the audit requirements under the *Uniform Guidance*.

Section II - Internal Control Over Financial Reporting and Compliance and Other Matters Material to the Financial Statements

Internal Control Over Financial Reporting

No internal control over financial reporting findings material to the financial statements were reported during the year ended December 31, 2024.

Compliance and Other Matters

No compliance findings material to the financial statements were reported during the audit for the year ended December 31, 2024.

Section III - Federal Award Findings and Questioned Costs

Internal Control/Compliance

The Bureau did not expend more than \$750,000 in Federal awards during the year ended December 31, 2024 and, therefore, was exempt from the audit requirements under the *Uniform Guidance*.

REPORTS BY MANAGEMENT

SCHEDULE OF PRIOR YEAR FINDINGS AND RESPONSES

Jefferson Convention & Visitors Bureau, Inc. Harahan, Louisiana

For the year ended December 31, 2023

Section I - Internal Control Over Financial Reporting and Compliance and Other Matters Material to the Financial Statements

Internal Control Over Financial Reporting

There were no findings noted during the audit for the year ended December 31, 2023 related to internal control over financial reporting material to the basic financial statements.

Compliance and Other Matters

There were no findings material to the financial statement noted during the audit for the year ended December 31, 2023 related to compliance and other matters.

Section II - Internal Control and Compliance Material to Federal Awards

The Bureau did not expend more than \$750,000 in Federal awards during the year ended December 31, 2023 and, therefore, is exempt from the audit requirements under the *Uniform Guidance*.

Section III - Management Letter

A management letter was not issued in connection with the audit of the financial statements for the year ended December 31, 2023.

MANAGEMENT'S CORRECTIVE ACTION PLAN
ON CURRENT YEAR FINDINGS

Jefferson Convention & Visitors Bureau, Inc.
Harahan, Louisiana

For the year ended December 31, 2024

**Section I - Internal Control Over Financial Reporting and Compliance and Other Matters
Material to the Financial Statements**

Internal Control Over Financial Reporting

There were no findings noted during the audit for the year ended December 31, 2024 related to internal control over financial reporting material to the basic financial statements.

There were no findings material to the financial statements noted during the audit for the year ended December 31, 2024 related to compliance and other matters.

Compliance and Other Matters

No compliance findings material to the financial statements were reported during the audit of the financial statements for the year ended December 31, 2024.

Section II - Internal Control and Compliance Material to Federal Awards

The Bureau did not expend more than \$750,000 in Federal awards during the year ended December 31, 2024 and, therefore, is exempt from the audit requirements under the *Uniform Guidance*.

Section III - Management Letter

A management letter was not issued in connection with the audit of the financial statements for the year ended December 31, 2024.