Form **990**

Department of the Treasury
Internal Revenue Service

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No 1545-0047

2009

Open to Public Inspection

A For the 2009 calendar year, or tax year beginning , 2009, and ending , 20

B Check if applicable
☐ Address change
☐ Name change
☐ Initial return
☐ Terminated
☐ Amended return
☐ Application pending

Please use IRS label or print or type. See Specific Instructions.

C Name of organization **Hocking Hills Tourism Association**

Doing Business As

Number and street (or P.O. box if mail is not delivered to street address) **13178 St. Rt. 664 South** Room/suite

City or town, state or country, and ZIP + 4 **Logan OH 43138**

D Employer identification number **31 : 1383745**

E Telephone number **(740) 385-2750**

G Gross receipts $ **559,230.88**

F Name and address of principal officer
Karen Raymore, Executive Director - address above

H(a) Is this a group return for affiliates? ☐ Yes ☑ No
H(b) Are all affiliates included? ☐ Yes ☐ No
If "No," attach a list (see instructions)

I Tax-exempt status: ☑ 501(c) (6)◀ (insert no.) ☐ 4947(a)(1) or ☐ 527

J Website: ▶ **www.1800hocking.com**

H(c) Group exemption number ▶

K Form of organization ☑ Corporation ☐ Trust ☐ Association ☐ Other ▶

L Year of formation **1988**

M State of legal domicile **OH**

Part I Summary

Activities & Governance

1 Briefly describe the organization's mission or most significant activities: **To provide leadership, to create policies and to supervise programs and procedures for the promotion of tourism in the Hocking Hills region of the state of Ohio**

2 Check this box ▶ ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	12
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	
5	Total number of employees (Part V, line 2a)	5	8
6	Total number of volunteers (estimate if necessary)	6	40
7a	Total gross unrelated business revenue from Part VIII, column (C), line 12	7a	
b	Net unrelated business taxable income from Form 990-T, line 34	7b	

			Prior Year	Current Year
Revenue	8	Contributions and grants (Part VIII, line 1h)	67,823.51	71,760.76
	9	Program service revenue (Part VIII, line 2g)		
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	6,091.40	2,563.51
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	447,125.13	484,906.61
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	521,040.04	559,230.88
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	5,000	7,301
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	190,481.48	201,055.16
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶		
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24f)	378,850.60	330,721.50
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	574,332.08	539,077.66
	19	Revenue less expenses. Subtract line 18 from line 12	-53,292.04	20,153.22

			Beginning of Current Year	End of Year
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	151,897.60	172,050.82
	21	Total liabilities (Part X, line 26)		
	22	Net assets or fund balances. Subtract line 21 from line 20	151,897.60	172,050.82

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Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

Sign Here

▶ Robert D Hammon | 5-4-10
Signature of officer | Date

▶ ROBERT D HAMMON, TREASURER
Type or print name and title

Paid Preparer's Use Only

Preparer's signature ▶ | Date | Check if self-employed ▶ ☐ | Preparer's identifying number (see instructions)

Firm's name (or yours if self-employed), address, and ZIP + 4 ▶ | EIN ▶ | Phone no ▶ ( )

May the IRS discuss this return with the preparer shown above? (see instructions) ☐ Yes ☐ No

Part III Statement of Program Service Accomplishments

1 Briefly describe the organization's mission:
The Mission of the Hocking Hills Tourism Association is to promote the growth of responsible tourism through marketing strategies and programs that balance economic growth with the need to preserve the natural and cultural heritage in the Hocking Hills region.

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? . . . ☐ Yes ☑ No
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 ☑ No
If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts 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 $)
Promoted tourism in Hocking County, Ohio, by answering more than 12,594 telephone inquiries, printing and distributing 220,000 Visitors Guides, serving more than 52,500 visitors to Welcome Centers, hosting media tours, developing effective advertising and PR campaigns.

4b (Code:) (Expenses $ including grants of $) (Revenue $)

4c (Code:) (Expenses $ including grants of $) (Revenue $)

4d Other program services. (Describe in Schedule O.)
(Expenses $ including grants of $) (Revenue $)

4e **Total program service expenses ▶**

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1		✓
2	Is the organization required to complete Schedule B, Schedule of Contributors?	2		✓
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*	3		✓
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities? *If "Yes," complete Schedule C, Part II*	4		
5	**Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations.** Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? *If "Yes," complete Schedule C, Part III*	5		✓
6	Did the organization maintain any donor advised funds or any similar funds or accounts where 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 I*	6		✓
7	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 II*	7		✓
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		✓
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		✓
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? *If "Yes," complete Schedule D, Part V*	10		✓
11	Is the organization's answer to any of the following questions "Yes"? *If so, complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable*	11		✓
	• Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D, Part VI.*			
	• Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII.*			
	• Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII.*			
	• Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX.*			
	• Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X.*			
	• Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48? *If "Yes," complete Schedule D, Part X.*			
12	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI, XII, and XIII.*	12		✓
12A	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional.*	12A		✓
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		✓
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		✓
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, and program service activities outside the United States? *If "Yes," complete Schedule F, Part I*	14b		✓
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or assistance to any organization or entity located outside the United States? *If "Yes," complete Schedule F, Part II.*	15		✓
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or assistance to individuals located outside the United States? *If "Yes," complete Schedule F, Part III*	16		✓
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*	17		✓
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	✓	
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III.*	19		✓
20	Did the organization operate one or more hospitals? *If "Yes," complete Schedule H*	20		✓

Part IV **Checklist of Required Schedules** *(continued)*

			Yes	No
21	Did the organization report more than $5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II.*	21	✓	
22	Did the organization report more than $5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22		✓
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		✓
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 25.*	24a		✓
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		✓
c	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) and 501(c)(4) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L, Part I*	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If "Yes," complete Schedule L, Part I*	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? *If "Yes," complete Schedule L, Part II*	26		
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? *If "Yes," complete Schedule L, Part III*	27		
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28a		
b	A family member of a current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV*	28b		
c	An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was an officer, director, trustee, or direct or indirect owner? *If "Yes," complete Schedule L, Part IV*	28c		
29	Did the organization receive more than $25,000 in non-cash contributions? *If "Yes," complete Schedule M*	29		
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		
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		
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If "Yes," complete Schedule R, Part I*	33		
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1*	34		
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2*	35		
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		
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? **Note.** All Form 990 filers are required to complete Schedule O.	38		

Part V Statements Regarding Other IRS Filings and Tax Compliance

				Yes	**No**
1a	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable	1a			
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	1b			
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		1c		
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 8			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?		2b	✓	
	Note. If the sum of lines 1a and 2a is greater than 250, you may be required to *e-file* this return. (see instructions)				
3a	Did the organization have unrelated business gross income of $1,000 or more during the year covered by this return?		3a		✓
b	If "Yes," has it filed a Form 990-T for this year? *If "No," provide an explanation in Schedule O*		3b		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		4a		✓
b	If "Yes," enter the name of the foreign country: ▶ See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		5a		✓
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		5b		✓
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible?		6a		✓
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		6b		
7	**Organizations that may receive deductible contributions under section 170(c).**				
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?		7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d			
e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		7e		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		7f		
g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		7g		
h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?		7h		
8	**Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.** Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		8		
9	**Sponsoring organizations maintaining donor advised funds.**				
a	Did the organization make any taxable distributions under section 4966?		9a		
b	Did the organization make a distribution to a donor, donor advisor, or related person?		9b		
10	**Section 501(c)(7) organizations.** Enter:				
a	Initiation fees and capital contributions included on Part VIII, line 12	10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b			
11	**Section 501(c)(12) organizations.** Enter:				
a	Gross income from members or shareholders	11a			
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b			
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?		12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	12b			

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.*

Section A. Governing Body and Management

			Yes	No
1a	Enter the number of voting members of the governing body . . . 1a 12			
b	Enter the number of voting members that are independent . . . 1b			
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		✓
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?	3		✓
4	Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?	4		✓
5	Did the organization become aware during the year of a material diversion of the organization's assets?	5		✓
6	Does the organization have members or stockholders?	6	✓	
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?	7a	✓	
b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b	✓	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
a	The governing body?	8a	✓	
b	Each committee with authority to act on behalf of the governing body?	8b	✓	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses in Schedule O*	9a		✓

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

			Yes	No
10a	Does the organization have local chapters, branches, or affiliates?	10a		✓
b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?	10b		
11	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?	11		✓
11A	Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Does the organization have a written conflict of interest policy? *If "No," go to line 13*	12a	✓	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		✓
c	Does the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe in Schedule O how this is done*	12c		✓
13	Does the organization have a written whistleblower policy?	13		✓
14	Does the organization have a written document retention and destruction policy?	14		✓
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a	✓	
b	Other officers or key employees of the organization	15b		✓
	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 with a taxable entity during the year?	16a		✓
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed ▶ Ohio

18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.

☐ Own website ☐ Another's website ☑ Upon request

19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ▶ Tammy Turner, Hocking Hills Tourism Association, 13178 St. Rt. 664 S., Logan, OH 43138

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

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. Use Schedule J-2 if additional space is needed.

- 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. 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 the organization did not compensate any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
Carol Goss, President	2		✓	✓						
Ed Zell, Vice-President	1		✓	✓						
Rob Hammon, Treasurer	3		✓	✓						
Gwen Corbett, Secretary	1		✓	✓						
Larry Beal, Trustee Pete Bell	2		✓							
Bobbi Bishop Dennis Heebink	1/4		✓							
Richard Klinger Barb Saving	1/4		✓							
Jerry Swank Rick Webb	1/4		✓							
Karen Raymore, Executive Director	50				✓			72,345		
Susie McKinnon	40			✓				40,473		

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week	(C) Position (check all that apply): Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
1b Total . . . . . . ▶										

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 in reportable compensation from the organization ▶

		Yes	No
3 Did the organization list any **former** officer, director or trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual* . . .	3		✓
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual* . . .	4		✓
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization for services rendered to the organization? *If "Yes," complete Schedule J for such person* . . .	5		✓

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 in compensation from the organization ▶

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	1a Federated campaigns	1a				
	b Membership dues	1b 46,867.45				
	c Fundraising events	1c 24,116.19				
	d Related organizations	1d				
	e Government grants (contributions)	1e				
	f All other contributions, gifts, grants, and similar amounts not included above	1f 777.12				
	g Noncash contributions included in lines 1a-1f: $					
	h **Total.** Add lines 1a–1f ▶		71,760.76			
Program Service Revenue		Business Code				
	2a					
	b					
	c					
	d					
	e					
	f All other program service revenue					
	g **Total.** Add lines 2a–2f ▶					
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts) ▶		2,563.51			
	4 Income from investment of tax-exempt bond proceeds ▶					
	5 Royalties ▶					
		(i) Real / (ii) Personal				
	6a Gross Rents					
	b Less: rental expenses					
	c Rental income or (loss)					
	d Net rental income or (loss) ▶					
	7a Gross amount from sales of assets other than inventory	(i) Securities / (ii) Other				
	b Less: cost or other basis and sales expenses					
	c Gain or (loss)					
	d Net gain or (loss) ▶					
	8a Gross income from fundraising events (not including $ of contributions reported on line 1c). See Part IV, line 18	a				
	b Less: direct expenses	b				
	c Net income or (loss) from fundraising events ▶					
	9a Gross income from gaming activities. See Part IV, line 19	a				
	b Less: direct expenses	b				
	c Net income or (loss) from gaming activities ▶					
	10a Gross sales of inventory, less returns and allowances	a				
	b Less: cost of goods sold	b				
	c Net income or (loss) from sales of inventory ▶					
	Miscellaneous Revenue	Business Code				
	11a					
	b					
	c					
	d All other revenue	484,906.61	484,906.61			
	e **Total.** Add lines 11a–11d ▶		484,906.61			
	12 **Total revenue.** See instructions. ▶		559,230.88			

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.
All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

	Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21	7,301			
2	Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	178,635.61			
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)				
9	Other employee benefits	7,173.36			
10	Payroll taxes	15,246.19			
11	Fees for services (non-employees):				
a	Management				
b	Legal				
c	Accounting	2,864.42			
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other				
12	Advertising and promotion	224,783.08			
13	Office expenses	79,055.38			
14	Information technology				
15	Royalties				
16	Occupancy				
17	Travel	3,330.07			
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings	2,455.75			
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
23	Insurance	3,941			
24	Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a	Indian Run	11,801.22			
b	Annual Dinner	1,855.83			
c	Miscellaneous	634.75			
d					
e					
f	All other expenses				
25	**Total functional expenses.** Add lines 1 through 24f	539,077.66			
26	**Joint costs.** Check here ▶ ☐ if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X Balance Sheet

			(A) Beginning of year		(B) End of year
Assets	1	Cash—non-interest-bearing	2,991.67	1	2,563.60
	2	Savings and temporary cash investments	148,266.09	2	169,487.22
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	639,84	4	
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D — 10a			
	b	Less: accumulated depreciation — 10b		10c	
	11	Investments—publicly traded securities		11	
	12	Investments—other securities. See Part IV, line 11		12	
	13	Investments—program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11		15	
	16	**Total assets.** Add lines 1 through 15 (must equal line 34)	151,897.60	16	172,050.82
Liabilities	17	Accounts payable and accrued expenses		17	
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities. Complete Part X of Schedule D		25	
	26	**Total liabilities.** Add lines 17 through 25		26	
Net Assets or Fund Balances		**Organizations that follow SFAS 117, check here ▶ ☐ and complete lines 27 through 29, and lines 33 and 34.**			
	27	Unrestricted net assets		27	
	28	Temporarily restricted net assets		28	
	29	Permanently restricted net assets		29	
		Organizations that do not follow SFAS 117, check here ▶ ☐ and complete lines 30 through 34.			
	30	Capital stock or trust principal, or current funds		30	
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
	32	Retained earnings, endowment, accumulated income, or other funds		32	
	33	Total net assets or fund balances		33	
	34	Total liabilities and net assets/fund balances		34	

Part XI Financial Statements and Reporting

			Yes	No
1	Accounting method used to prepare the Form 990: ☑ Cash ☐ Accrual ☐ Other ______ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? . .	2a		✓
b	Were the organization's financial statements audited by an independent accountant?	2b		✓
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? . .	2c		
	If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.			
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis			
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?	3a		✓
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	3b		

SCHEDULE G (Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding Fundraising or Gaming Activities

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than $15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No 1545-0047
2009
Open To Public Inspection

Name of the organization: Hocking Hills Tourism Association
Employer identification number: 31 1383745

Part I **Fundraising Activities.** Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a ☐ Mail solicitations
- b ☐ Internet and email solicitations
- c ☐ Phone solicitations
- d ☐ In-person solicitations
- e ☐ Solicitation of non-government grants
- f ☐ Solicitation of government grants
- g ☑ Special fundraising events

2a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? ☐ Yes ☑ No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least $5,000 by the organization.

(i) Name of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions? Yes	No	(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col (i)	(vi) Amount paid to (or retained by) organization
Total ▶						

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing.

Part II **Fundraising Events.** Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than $15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than $5,000.

		(a) Event #1 Indian Run (event type)	(b) Event #2 Annual Dinner (event type)	(c) Other events (total number)	(d) Total events (add col (a) through col (c))
Revenue	1 Gross receipts	22,136.19	1,980		24,116.19
	2 Less: Charitable contributions				
	3 Gross income (line 1 minus line 2)	22,136.19	1,980		24,116.19
Direct Expenses	4 Cash prizes				
	5 Noncash prizes				
	6 Rent/facility costs				
	7 Food and beverages				
	8 Entertainment				
	9 Other direct expenses	11,801.22	1,855.83		13,657.05
	10 Direct expense summary. Add lines 4 through 9 in column (d) ▶				(13,657.05)
	11 Net income summary. Combine line 3, column (d), and line 10 ▶				10,459.14

Part III **Gaming.** Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than $15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
Revenue	1 Gross revenue				
Direct Expenses	2 Cash prizes				
	3 Noncash prizes				
	4 Rent/facility costs				
	5 Other direct expenses				
	6 Volunteer labor	☐ Yes ____% ☐ No	☐ Yes ____% ☐ No	☐ Yes ____% ☐ No	
	7 Direct expense summary. Add lines 2 through 5 in column (d) ▶				( )
	8 Net gaming income summary. Combine line 1, column d, and line 7 ▶				

		Yes	No
9 Enter the state(s) in which the organization operates gaming activities: ______			
a Is the organization licensed to operate gaming activities in each of these states?	9a		
b If "No," explain: ______			
10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year?	10a		
b If "Yes," explain: ______			
11 Does the organization operate gaming activities with nonmembers?	11		
12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?	12		

				Yes	No
13	Indicate the percentage of gaming activity operated in:				
a	The organization's facility	**13a** %			
b	An outside facility	**13b** %			
14	Enter the name and address of the person who prepares the organization's gaming/special events books and records: Name ▶ Address ▶				
15a	Does the organization have a contract with a third party from whom the organization receives gaming revenue?		**15a**		
b	If "Yes," enter the amount of gaming revenue received by the organization ▶ $ ________ and the amount of gaming revenue retained by the third party ▶ $ ________ .				
c	If "Yes," enter name and address of the third party: Name ▶ Address ▶				
16	Gaming manager information: Name ▶ Gaming manager compensation ▶ $ Description of services provided ▶ ☐ Director/officer ☐ Employee ☐ Independent contractor				
17	Mandatory distributions:				
a	Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?		**17a**		
b	Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ $				

SCHEDULE I-1
(Form 990)

Department of the Treasury
Internal Revenue Service

Continuation Sheet for Schedule I (Form 990)

▶ Attach to Form 990 to list additional information for Schedule I (Form 990), Part II or Part III.

OMB No 1545-0047

2009

Open to Public Inspection

Name of the organization

Employer identification number

Part I **Continuation of Grants and Other Assistance to Governments and Organizations in the United States** (Schedule I (Form 990), Part II.)

(a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
Team Columbus 20 S. Prospect St , Granville OH	31-1285044		$1,575				Marketing
Washboard Music Festival 11735 Flowers Rd , Rockbridge OH	35-1903352		$1,000				Marketing
Hocking Valley Scenic Railway 38804 Karnes Rd., Nelsonville OH	05-013155		$800				Marketing
Friends of Hocking Hills State Park 19852 St Rt 664 S , Logan OH	57-1192413		$1,251				Marketing
Hocking Hills Artists & Crafstmen 431 Adena Dr , The Plains OH	31-1288400		$800				Marketing
Logan Town Center PO Box 1053, Logan OH	35-1903352		$375				Marketing
Stuart's Opera House 46 Public Square, Nelsonville OH	31-0913307		$1,500				Marketing

SCHEDULE O
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990

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

▶ Attach to Form 990.

OMB No 1545-0047

2009

Open to Public Inspection

Name of the organization	Employer identification number
Hocking Hills Tourism Association	31 1383745

Page 6, Section C: Disclosure

19 - Hocking Hills Tourism Association makes its governming documents, conflict of interest policy, and financial statements available to the public upon written request to Hocking Hills Tourism Association, 13178 St. Rt. 664 South Logan, OH 43138

Hocking Hills
Tourism Assoc.
1800Hocking.com

2009 Annual Report and Financial Review

Hocking Hills Tourism Association
13178 St. Rt. 664 South
Logan, OH 43138
740-385-2750 or 740-385-9706

2009 Annual Report

Hocking Hills Tourism Association

13178 St. Rt. 664 S., Logan, OH 43138

The Year in Review
by Karen Raymore, CDME

In January of 2009 we all wondered what the year would hold. News of the economic crisis worsened every day. Experts were forecasting significant declines in travel. No one knew how the travel trends would impact the Hocking Hills.

At the end of the year there was a collective sigh of relief as we knew we had survived 2009 and for many, business grew. Hocking Hills tourism, based on lodging tax collections, grew about 4%. Actual collections, compared to the same period in 2008 were up by 12%.

Lots of other travel destinations were not so lucky. Destination giants like Disney and Las Vegas struggled as travelers decided to look for more affordable, drive-to destinations. Cities that depend on business travel took the biggest hit as conventions and conferences were cancelled in light of the economic climate.

The 2009 travel trends indicated that Americans view vacations as essential and, while they may have to make adjustments for their budget, most will take at least one vacation. Travelers were expected to visit familiar destinations close to home, seek out natural and authentic experiences and use vacation time to reconnect with family and friends.

These trends put the Hocking Hills in an excellent position to attract visitors. With more than 50 things to do and see that are absolutely free, travelers to the Hocking Hills get more bang for their buck. In January '09 a list of all the free activities/attractions was added to the HHTA website.

Travel experts advise travelers to look into renting a vacation home instead of the traditional hotel room. Lodging that has cooking facilities is another way to vacation and save a few dollars on dining. A cabin that can accommodate multiple families is another way travelers can save and still reconnect with loved ones.

Special Deals and Lodging Packages featured on the HHTA web site received lots of attention. The Special Deals link in the e-newsletters was extremely popular. Lodging packages provide convenient, one stop shopping for an all-inclusive getaway.

At the beginning of 2009 our marketing goals were to:

- Increase economic impact of Hocking Hills' tourism industry
- Increase overnight stays
- Position the destination in the mind of travelers and meeting planners as a "green" destination
- Position the destination in the mind of travelers as a year round destination
- Provide promotional assistance for events and programs that attract visitors
- Elevate the profile of the travel and tourism industry within the community

The Year in Review
by Karen Raymore, CDME

Objectives	Results
1. Lodging tax collections earmarked for tourism marketing by HHTA of $463,397	1. Actual lodging tax collections earmarked for tourism marketing by HHTA in 2009 were $474,767
2. Increase web site visits by 7%	2. Web site visits grew by 34%
3. Increase ad equivalent value of earned media by 10%	3. Ad equivalent value of public relations increased by more than 250% thanks to online media coverage of the Hocking Hills
4. Grow participation in Hocking Hills Green Certified program to 50 businesses	4. 38 businesses became Hocking Hills Green Certified in 2009
5. Distribute $10,000 in marketing grants to area non-profit organizations	5. $7,800 was distributed to area non-profit organizations in marketing grants
6. Conduct a Stakeholders' survey to identify opportunities and challenges	6. The Stakeholders' survey was moved to the 2010 marketing plan
7. Implement a plan to build community awareness and support for tourism	7. Current internal marketing of the Hocking Hills tourism industry includes a weekly column in the Logan Daily News, a weekly radio program on WLGN and a weekly Weekend Update email

In summary, not all objectives were met. We still need greater participation in the Hocking Hills Green Certified program. We will be conducting the Stakeholders' survey in 2010 instead of 2009. All in all, the Hocking Hills travel and hospitality industry faired well in 2009, despite dismal forecasts.

Looking Ahead

The predicted trends for 2010 travel are similar to the 2009 forecasts. Travelers will continue to look for value. National and state parks will be popular. Green travel will continue to grow as travelers want to feel good about where they spend their hard earned dollars. The more diverse and authentic the experience, the more desirable. The "staycation" means traveling within a reasonable driving distance from home, and multiple generations will be traveling together for family vacations.

We are approaching 2010 with the same cautious optimism as 2009. Our product is remarkable. Our travel and hospitality business owners are committed to excellence. Our local residents are warm and welcoming. Best of all, we are within a day's drive of half the US population and air travel is no longer a pleasant way to get somewhere.

We are introducing Free Style Press Tours to increase the exposure of our travel and hospitality businesses to travel journalists. We are starting a "Hospitality Hero" recognition program to reward excellence in service. The new InnLine program on the HHTA web site will significantly expand every member's profile on the Official Travel Site for the Hocking Hills; www.1800hocking.com.

With the increased desire for green travel destinations, new ad designs highlight the Hocking Hills Green Certified program. These new ads direct travelers to the HHTA primary web site, as well as the HockingHillsGreen.com site, which lists all the businesses that have received certification.

Finally, the 2010 GOBA (Great Ohio Bicycle Adventure) will bring nearly 3,000 cyclists to the Hocking Hills in June as Logan serves as this year's host city.

Get ready, the season will be here before we know it and if all the snow is getting you down, just remember, lots of snow makes for beautiful waterfalls come spring.

2009 Lodging Tax Summary

(For the figures below, the assumption has been made that all the townships are collecting the full 3% that is due to them)

$1,089,124 Total revenue collected by the County and Townships

- $554,089 Hocking County revenue in calendar year 2009, disbursed as follows (reflecting revenue from Dec. 08 through Nov. 09):
  - $474,767 to HHTA, and
  - $83,782 retained by Hocking County
- $535,035 revenue to Townships
- $ 19,054 to City of Logan (1.5% of Falls township revenue)

The majority of HHTA's income is from the Hocking County lodging tax, which is collected from overnight visitors to the county. The county invests 85% of its share in HHTA, as the county's official convention and visitors bureau. HHTA markets the region through public relations, an interactive web site, the Visitors Guide, advertising, and the operation of two Welcome Centers.

In addition, HHTA collects approximately $5,300 a year in additional marketing fees from lodging properties located outside of Hocking County.

2009 - 2010 HHTA Membership

HHTA currently has 432 members: 17 individual members and 415 business memberships - representing ~323 business owners.

The 415 business memberships break down as follows:

52% Lodging (216)
11% Shopping (46)
8% Dining (31)
29% General (121)

(The General category includes Activities, Event Planning, Professional Services and Tourism Organizations & Partners.)

Our 216 Lodging businesses include:

186 Cabins & Cottages
14 Campgrounds
12 B & Bs / Inns
4 Motels

21% of our business memberships in general (88) are located outside of Hocking County. 13% of our Lodging businesses (28) are out of county, with the following distribution:

14 - Vinton
7 – Athens
6 - Fairfield
1 – Ross

2009 Hocking Hills State Park Visitation

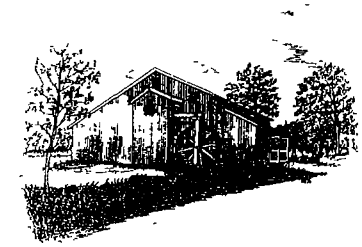
2,948,246 people visited the Hocking Hills State Park in 2009. The count is provided by HHSP and includes Lake Logan, which is now a part of the HHSP system.

2009 Hocking Hills Visitors Guides

43,598 Visitors Guides were requested and mailed to individuals, Ohio Welcome Centers, Travel Agents and AAA Offices. 125,000 were distributed at festivals, fairs, trade shows and member businesses

Many copies of the Visitors Guide are also taken home throughout the year by visitors to the Logan Welcome Center and the Laurelville Visitor Center.

Guests from 42 States and 20 countries visited the Welcome Center in 2009.



The majority of United States visitors who signed the guest book were from Ohio, with states of Michigan, Indiana, Pennsylvania, and West Virginia following with high numbers. Canada, the United Kingdom/England and India were the best represented countries outside of the United States.

A total of 46,770 guests visited the Welcome Center in 2009, down about 2,400 from 2008. The Laurelville Visitor Center recorded 5,862 visitors, up about 800 from 2008.

Our thanks to Welcome Center volunteer Thelma Adair, who tallies the home states of our visitors from the Guest Book at the Welcome Center throughout the year. Not all visitors sign the book, but the addresses of those who do, provide a good picture of the home states and countries of our visitors.

February 27, 2010

Dear HHTA Member,

Article XI of the Hocking Hills Tourism Association By-Laws states: "A review of the Association's financial records shall be conducted every other year by an accountant qualified by the Auditor of State's office, or as required by governmental laws, rules, or regulations. " The last bi-annual audit took place in 2008 for the years 2006-2007. An audit of the years 2008-2009 will take place this year, 2010.

The HHTA Board has approved the enclosed Financial Statement, Profit & Loss – Budget vs. Actual for January through December, 2009, as being true and accurate to the best of their knowledge and belief.

Additional reports included are:

- January through December 2009 compared to 2008
- Financial Comparison figures and graph for 2007-2010
- Approved budget for year 2010

Sincerely,

Rob Hammon
Treasurer

cash basis

Hocking Hills Tourism Association

Profit & Loss Budget vs. Actual
January through December, 2009

Category			Jan - Dec 09 Actual	Jan - Dec 09 Budget	$ Over or Under Budget
	Income				
		Event/Fund Raising Revenue	24,893 31	24,970 00	-76 69
		Interest Income	2,563.51	2,235 00	328 51
		Lodging Tax	474,767.19	463,397 00	11,370 19
		Membership Dues	46,867 45	43,850 00	3,017 45
		Sales Revenue	10,139 42	20,360 00	-10,220 58
	Total Income		559,230 88	554,812 00	4,418 88
	Expense				
		CertifiChecks Reimbursement	4,700 00	10,000.00	-5,300 00
		Cost of Sales & Events	17,660 66	16,160 00	1,500.66
		Employee Expense	201,404.01	201,290.24	113 77
		Facilities Expense	10,408 42	12,000.00	-1,591 58
		Grants Program	7,301 00	10,000 00	-2,699 00
		Laurelville Visitor Center	7,536 16	7,670 00	-133 84
		Marketing & Advertising	220,083.08	235,139.89	-15,056 81
		Membership Expenses	604 40	650 00	-45 60
		Miscellaneous Expense	30 35		
		Operating Expense	55,541.97	59,374.00	-3,832 03
		Prairie/Pioneer Garden Fund	150 95	1,283 00	-1,132 05
		Sales Tax	158 61	160 00	-1 39
		Travel & Meetings	5,785.82	7,900 00	-2,114 18
		Utilities	5,203.22	6,547 00	-1,343 78
		Volunteer Program Expenses	2,509 01	2,600 00	-90.99
	Total Expense		539,077.66	570,774.13	-31,696 47
Net Income			20,153 22	-15,962 13	36,115 35

cash basis

Hocking Hills Tourism Association

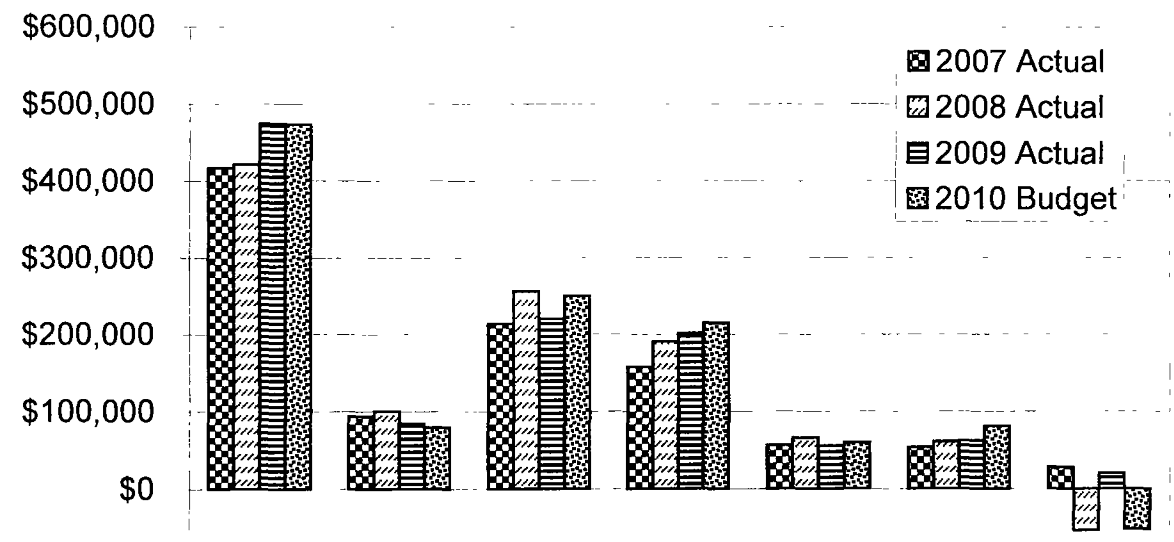
Previous Year Comparison - Actual Figures
January through December, 2009 compared to 2008

Category			Actual Figures Jan - Dec 09	Actual Figures Jan - Dec 08	$ Change
	Income				
		Event/Fund Raising Revenue	24,893 31	25,373 01	-479 70
		Interest Income	2,563 51	6,091 40	-3,527 89
		Lodging Tax	474,767.19	420,875.20	53,891 99
		Membership Dues	46,867 45	45,899 18	968 27
		Miscellaneous Income	0 00	4,428 00	-4,428 00
		Sales Revenue	10,139.42	18,373.25	-8,233 83
	Total Income		559,230 88	521,040 04	38,190 84
	Expense				
		CertifiChecks Reimbursement	4,700.00	0.00	4,700 00
		Cost of Sales & Events	17,660.66	19,230 76	-1,570.10
		Employee Expense	201,404 01	190,481 48	10,922 53
		Facilities Expense	10,408 42	14,806 99	-4,398 57
		Grants Program	7,301 00	5,000 00	2,301 00
		Laurelville Visitor Center	7,536 16	7,586.09	-49 93
		Marketing & Advertising	220,083 08	256,355 50	-36,272.42
		Membership Expenses	604 40	238.01	366 39
		Miscellaneous Expense	30.35	85.56	-55 21
		Operating Expense	55,541 97	66,231 94	-10,689 97
		Prairie/Pioneer Garden Fund	150.95	31 24	119 71
		Sales Tax	158.61	138.30	20 31
		Travel & Meetings	5,785 82	6,816 84	-1,031.02
		Utilities	5,203.22	5,299.59	-96 37
		Volunteer Program Expenses	2,509.01	2,029 78	479 23
	Total Expense		539,077.66	574,332 08	-35,254 42
Net Income			20,153.22	-53,292.04	73,445 26

Hocking Hills Tourism Association

Financial Comparison
2007 - 2010

	2007 Actual	2008 Actual	2009 Actual	2010 Budget
Lodging Tax Income	$416,587	$420,875	$474,767	$473,526
All Other Income	$93,709	$100,165	$84,464	$79,540
Marketing Expenses	$214,026	$256,356	$220,083	$250,000
Employee Expense	$157,222	$190,481	$201,404	$214,595
Operating Expense	$56,536	$66,232	$55,542	$59,821
All Other Expenses	$54,230	$61,263	$62,339	$80,779
Net Income	$28,283	($53,292)	$20,153	($52,129)



	Lodging Tax Income	All Other Income	Marketing Expenses	Employee Expense	Operating Expense	All Other Expenses	Net Income
2007 Actual	$416,587	$93,709	$214,026	$157,222	$56,536	$54,230	$28,283
2008 Actual	$420,875	$100,165	$256,356	$190,481	$66,232	$61,263	($53,292)
2009 Actual	$474,767	$84,464	$220,083	$201,404	$55,542	$62,339	$20,153
2010 Budget	$473,526	$79,540	$250,000	$214,595	$59,821	$80,779	($52,129)

cash basis

Hocking Hills Tourism Association

2010 Budget

	Jan - Mar 10	Apr - Jun 10	Jul - Sep 10	Oct - Dec 10	TOTAL Jan - Dec 10
Income					
Event/Fund Raising Revenue	2,260 00	375 00	14,750 00	8,150 00	25,535 00
Interest Income	615.00	415 00	365 00	615 00	2,010 00
Lodging Tax	83,615 00	88,076 00	145,623 00	156,212 00	473,526 00
Membership Dues	1,800 00	1,600.00	31,700 00	9,000 00	44,100 00
Sales Revenue	970 00	2,075.00	2,550 00	2,300 00	7,895 00
Total Income	89,260 00	92,541 00	194,988 00	176,277 00	553,066 00
Expenses					
CertifiChecks Reimbursement	3,000 00				3,000 00
Cost of Sales & Events	4,800 00	500 00	2,500 00	9,200 00	17,000 00
Employee Expense	54,054 49	53,490 43	53,500 74	53,548 97	214,594 63
Facilities Expense	17,075 00	2,600 00	2,140.00	2,100 00	23,915 00
Grants Program		6,500 00	3,500.00		10,000 00
Laurelville Visitor Center	2,030 00	1,830 00	1,830.00	1,980.00	7,670 00
Marketing & Advertising	53,050.00	97,450 00	59,550 00	39,950.00	250,000 00
Membership Expenses	350 00	250.00			600 00
Operating Expense	17,730 00	14,956.00	16,605.00	10,530 00	59,821 00
Prairie/Pioneer Garden Fund	1,132 00				1,132 00
Sales Tax	90 00		75 00		165 00
Travel & Meetings	1,575 00	2,975.00	3,300 00	1,375 00	9,225 00
Utilities	1,530 50	1,105 50	1,230.50	1,505 50	5,372 00
Volunteer Program Expenses	645 00	185 00	535 00	1,335 00	2,700 00
Total Expenses	157,061.99	181,841 93	144,766 24	121,524.47	605,194.63
Net Income	-67,801.99	-89,300 93	50,221.76	54,752 53	-52,128 63

HHTA Board of Trustees and Officers, Year 2009

Larry Beal, White Pillars Inn - representative from the Bowen House
Pete Bell, Rustic Ridge Retreat - representative from Blue Ribbon Lodging Association
Bobbi Bishop, Lilyfest - Commissioners' appointee
Gwen Corbett, Bear's Den Cottage & Lodge - Commissioners' appointee - Secretary
Mark Devol, Old Man's Cave Chalets - representative from Logan-Hocking Chamber of Commerce (Jan-June)
Carol Goss, The Citizens Bank of Logan - Trustee-at-Large - President
Rob Hammon, The Citizens Bank of Logan - Trustee-at-Large - Treasurer
Dennis Heebink - Trustee-at-Large
Richard Klinger - representative from Hocking County Historical Society
Barb Saving, Hocking Hills Cabins - representative from Friends of Hocking Hills State Park
Jerry Swank, Lucky Levi's Leather - representative from Hocking County Artists & Craftsmen Association
Rick Webb, Webb Perennials - representative from Logan-Hocking Chamber of Commerce (July-Dec)
Ed Zell -- representative from Hocking County Township Trustees Association - Vice President

HHTA Board of Trustees and Officers, Year 2010

Larry Beal, White Pillars Inn - representative from the Bowen House
Lorraine Carlson, Happy Hills Campground & Cabins - Trustee-at-Large
Jane Cook, American Heartland Cabins - Trustee-at-Large
Gwen Corbett, Bear's Den Cottage & Lodge - Commissioners' appointee - Secretary
Carol Goss, The Citizens Bank of Logan - Trustee-at-Large - President
Rob Hammon, The Citizens Bank of Logan - Treasurer
Richard Klinger - representative from Hocking County Historical Society
Audrey Martin, Cottage at Scenic Way, Scenic Way Gifts - representative from Blue Ribbon Lodging
Barb Saving, Hocking Hills Cabins - representative from Friends of Hocking Hills State Park
Jim Skeeles, OSU Extension - Commissioners' appointee
Jerry Swank, Lucky Levi's Leather - representative from Hocking County Artists & Craftsmen Association
Rick Webb, Webb Perennials - representative from Logan-Hocking Chamber of Commerce
Ed Zell - representative from Hocking County Township Trustees Association - Vice President

Ex-Officio Members - Non-voting
Tim Archer, Hocking Hills State Park
DeVela Clark, Athens Ranger District, Wayne National Forest
Greg Green, Hocking County Commissioner
Mark Hartman, Logan-Hocking Chamber of Commerce, President-select
Steve Roley, Tourism representative, Hocking College

HHTA Administration and Staff

Karen Raymore, Executive Director
Susie McKinnon, Director of Operations
Tammy Turner, Office Administrator
Jeri Smith, Welcome Center Manager, Logan
Shirley Jackson, Assistant Welcome Center Manager, Logan
Carolyn Truesdell, Visitor Center Co-Manager, Laurelville
Corina Stump, Visitor Center Co-Manager, Laurelville
Diane Downard, Visitor Services Specialist, Logan