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Form **990-EZ**Department of the Treasury
Internal Revenue Service**Short Form
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)

- Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.
- The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No 1545-1150

2009**Open to Public
Inspection****A For the 2009 calendar year, or tax year beginning 07/01/09, and ending 06/30/10****B** Check if applicable:

- ☐ Address change
- ☐ Name change
- ☐ Initial return
- ☐ Termination
- ☐ Amended return
- ☐ Application pending

Please
use IRS
label or
print or
type.
See
Specific
Instruc-
tions.**C** Name of organization**GREATER HOLDEN BEACH MERCHANTS
ASSOCIATION**

Number and street (or P O box, if mail is not delivered to street address)

1092 INDIGO RD SW

Room/suite

City or town, state or country, and ZIP + 4

SUPPLY**NC 28462****D** Employer identification number**56-1700315****E** Telephone number**F** Group Exemption
Number

• **Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).**

G Accounting method ☒ Cash ☐ Accrual
Other (specify) **►**

I Website: **► N/A****J** Tax-exempt status (check only one) — ☒ 501(c) (**6**) ◀ (insert no.) ☐ 4947(a)(1) or ☐ 527**H** Check ☒ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

K Check ☐ if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$500,000 or more, file Form 990 instead of Form 990-EZ **► \$ 71,529****Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)**

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	701
	2	Program service revenue including government fees and contracts	2	
	3	Membership dues and assessments	3	3,465
	4	Investment income	4	
	5a	Gross amount from sale of assets other than inventory	5a	
	b	Less: cost or other basis and sales expenses	5b	
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	
	6	Special events and activities (complete applicable parts of Schedule G) If any amount is from gaming, check here ☐		
	a	Gross revenue (not including \$ _____ of contributions reported on line 1)	6a	67,363
b	Less: direct expenses other than fundraising expenses	6b	12,354	
c	Net income or (loss) from special events and activities (Subtract line 6b from line 6a)	6c	55,009	
7a	Gross sales of inventory, less returns and allowances	7a		
b	Less: cost of goods sold	7b		
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c		
8	Other revenue (describe ► _____)	8		
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 ►	9	59,175	
Expenses	10	Grants and similar amounts paid (attach schedule)	10	
	11	Benefits paid to or for members	11	
	12	Salaries, other compensation, and employee benefits	12	
	13	Professional fees and other payments to independent contractors	13	550
	14	Occupancy, rent, utilities, and maintenance	14	3,289
	15	Printing, publications, postage, and shipping	15	
	16	Other expenses (describe ► See Statement 2 _____)	16	48,170
17	Total expenses. Add lines 10 through 16 ►	17	52,009	
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	7,166
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	7,310
	20	Other changes in net assets or fund balances (attach explanation)	20	
	21	Net assets or fund balances at end of year Combine lines 18 through 20 ►	21	14,476

Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	7,310	14,476
23 Land and buildings		
24 Other assets (describe ► _____)		
25 Total assets	7,310	14,476
26 Total liabilities (describe ► _____)	0	0
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	7,310	14,476

For Privacy Act and Paperwork Reduction Act Notice, see the separate instructions.

Form **990-EZ** (2009)

DAA

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P 4

Expenses

(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

PROMOTE AND IMPROVE THE HOLDEN BEACH AREA

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, or other relevant information for each program title.

28 See Statement 3

(Grants \$) If this amount includes foreign grants, check here

28a

29

(Grants \$) If this amount includes foreign grants, check here

29a

30

(Grants \$) If this amount includes foreign grants, check here

30a

31 Other program services (attach schedule)

(Grants \$) If this amount includes foreign grants, check here

31a

32 Total program service expenses (add lines 28a through 31a)

32

Part IV List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated. (See the instructions for Part IV.)

DAA

Part V Other Information (Note the statement requirements in the instructions for Part V.)

	Yes	No
33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity		X
34 Were any changes made to the organizing or governing documents? If "Yes," attached a conformed copy of the changes		X
35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T.		
a Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?		X
b If "Yes," has it filed a tax return on Form 990-T for this year?		
36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		X
37a Enter amount of political expenditures, direct or indirect, as described in the instr. 37a		
b Did the organization file Form 1120-POL for this year?		X
38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?		X
b If "Yes," complete Schedule L, Part II and enter the total amount involved 38b		
39 Section 501(c)(7) organizations. Enter:		
a Initiation fees and capital contributions included on line 9 39a		
b Gross receipts, included on line 9; for public use of club facilities 39b		
40a Section 501(c)(3) organizations Enter amount of tax imposed on the organization during the year under: section 4911 40a ; section 4912 40a ; section 4955 40a		
b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it 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 40b		
c Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 40c		
d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization 40d		
e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T 40e		X
41 List the states with which a copy of this return is filed. NC		
42a The organization's books are in care of CINDY SHEPPARD Telephone no. 42a		
Located at 42a ZIP + 4 42a		
b 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)? 42b		X
If "Yes," enter the name of the foreign country: 42b		
See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts .		
c At any time during the calendar year, did the organization maintain an office outside of the U.S.? 42c		X
If "Yes," enter the name of the foreign country: 42c		
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here and enter the amount of tax-exempt interest received or accrued during the tax year 43		
44 Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ 44		X
45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ 45		X

Form 990-EZ (2009)

GREATER HOLDEN BEACH MERCHANTS

56-1700315

Page 4

Part VI **Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

	Yes	No
46 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	46	
47 Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	47	
48 Is the organization operating a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	48	
49a Did the organization make any transfers to an exempt non-charitable related organization?	49a	
b If "Yes," was the related organization a section 527 organization?	49b	

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

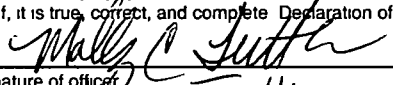
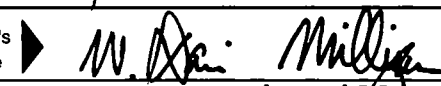
(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

f Total number of other employees paid over \$100,000 ▶

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation

d Total number of other independent contractors each receiving over \$100,000 ▶

Sign Here	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.			
	 Signature of officer		Date 1-1-11	
Paid Preparer's Use Only	 Preparer's signature		Date 12/17/10	Check if self-employed ☐
	Firm's name (or yours if self-employed), address, and ZIP + 4 W Davis Milligan, CPA, PA 4705 Main St Shallotte, NC 28470-4449		Preparer's Identifying Number (See instr.) EIN ▶ 56-1953661 Phone no ▶ 910-754-9155	
	May the IRS discuss this return with the preparer shown above? See instructions ▶ ☐ Yes ☐ No			
	Form 990-EZ (2009)			

Special Events Schedule

Form **990****2009**

For calendar year 2009, or tax year beginning

07/01/09, and ending 06/30/10

Name

**GREATER HOLDEN BEACH MERCHANTS
ASSOCIATION**

Employer Identification Number

56-1700315

	(A)	(B)	(C)	Others	Total
Gross receipts	<u>35,772</u>	<u>16,472</u>	<u>15,119</u>	<u>0</u>	<u>67,363</u>
Less contributions	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Gross revenue	<u>35,772</u>	<u>16,472</u>	<u>15,119</u>	<u>0</u>	<u>67,363</u>
Less direct expenses	<u>8,886</u>	<u>160</u>	<u>3,308</u>	<u>0</u>	<u>12,354</u>
Net income (loss)	<u>26,886</u>	<u>16,312</u>	<u>11,811</u>	<u>0</u>	<u>55,009</u>

Description. (A)

FESTIVAL BY THE SEA

(B)

CONCERTS ON THE COAST

(C)

DAY AT THE DOCKS

Others

56-1700315

Federal Statements

FYE: 6/30/2010

Statement 1 - Form 990-EZ, Part I, Line 3 - Membership Dues and Assessments

Description	Amount
MERCHANT DUES	\$ 3,465
Total	\$ 3,465

Statement 2 - Form 990-EZ, Part I, Line 16 - Other Expenses

Description	Amount
CONCERTS ON THE COAST ENTERTAINMENT	\$ 10,949
DAY AT THE DOCKS Supplies	410
ENTERTAINMENT	1,624
SECURITY	1,400
CLEANING AND MAINTENANCE	450
INSURANCE	1,057
Advertising	2,985
FESTIVAL BY THE SEA Supplies	350
ENTERTAINMENT	3,000
INSURANCE	1,142
SECURITY	2,250
AWARDS/PRIZES	2,497
CLEANING & MAINTENANCE	2,674
Advertising	3,585
Expenses	
Conferences/Meetings	2,327
UTILITIES	6,358
WEBSITE	1,610
OFFICE SUPPLIES	184
STORAGE RENTAL	65
TELEPHONE	586
COMMUNITY SERVICES	500
BANK CHARGES	29
POSTAGE	145
CAUSEWAY BEAUTIFICATION	1,993
Total	\$ 48,170

Federal Statements**Statement 3 - Form 990-EZ, Part III, Line 28 - Statement of Program Service Accomplishments****Description**

To promote and improve the Holden Beach area and its local businesses. The NC Festival by the Sea, A Day at the Dock, and Concerts by the Coast were held this year. The association maintains the causeway leading to the island. Street lights, flower beds, flags, banners, etc. are provided. The Association gave donations to other exempt organizations with similar purposes.