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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

**2010**

**Open to Public Inspection**

**A For the 2010 calendar year, or tax year beginning 01-01-2010 and ending 12-31-2010**

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

**C** Name of organization
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

Doing Business As

Number and street (or P O box if mail is not delivered to street address)
PO BOX 390

Room/suite

City or town, state or country, and ZIP + 4
WISCONSIN DELLS, WI 53965

**D Employer identification number**
39-0712705

**E Telephone number**
(608) 254-8088

**G** Gross receipts $ 9,486,126

**F** Name and address of principal officer
JILL DIEHL
PO BOX 390
WISCONSIN DELLS, WI 53965

**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)

**H(c)** Group exemption number ▶

**I** Tax-exempt status ☐ 501(c)(3) ☑ 501(c) ( 6 ) ◀ (insert no ) ☐ 4947(a)(1) or ☐ 527

**J Website:** ▶ WWW WISDELLS COM

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

**L** Year of formation 1949

**M** State of legal domicile WI

## Part I Summary

**1** Briefly describe the organization's mission or most significant activities
TO PROMOTE THE WI DELLS-LAKE DELTON AREA AS A MAJOR TOURIST DESTINATION PROVIDE COURTEOUS SERVICE TO AREA VISITORS PROVIDE INFO TO THE PUBLIC ON ALL MEMBERS IN GOOD STANDING OF THE ORGANIZATION

**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** | 23 |
| **4** | Number of independent voting members of the governing body (Part VI, line 1b) | **4** | 23 |
| **5** | Total number of individuals employed in calendar year 2010 (Part V, line 2a) | **5** | 33 |
| **6** | Total number of volunteers (estimate if necessary) | **6** | |
| **7a** | Total unrelated business revenue from Part VIII, column (C), line 12 | **7a** | 456,333 |
| **b** | Net unrelated business taxable income from Form 990-T, line 34 | **7b** | -181,305 |

| | | Prior Year | Current Year |
|---|---|---|---|
| Revenue | **8** Contributions and grants (Part VIII, line 1h) | 8,463,506 | 7,607,679 |
| | **9** Program service revenue (Part VIII, line 2g) | 516,395 | 1,833,263 |
| | **10** Investment income (Part VIII, column (A), lines 3, 4, and 7d ) | 59,094 | 25,654 |
| | **11** Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) | 5,844 | -1,487 |
| | **12** Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12) | 9,044,839 | 9,465,109 |
| Expenses | **13** Grants and similar amounts paid (Part IX, column (A), lines 1–3 ) | 286,705 | 96,840 |
| | **14** Benefits paid to or for members (Part IX, column (A), line 4) | 0 | 0 |
| | **15** Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10) | 1,141,383 | 1,235,690 |
| | **16a** Professional fundraising fees (Part IX, column (A), line 11e) | 0 | 0 |
| | **b** Total fundraising expenses (Part IX, column (D), line 25) ▶0 | | |
| | **17** Other expenses (Part IX, column (A), lines 11a–11d, 11f–24f) | 7,795,029 | 7,389,234 |
| | **18** Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25) | 9,223,117 | 8,721,764 |
| | **19** Revenue less expenses Subtract line 18 from line 12 | -178,278 | 743,345 |

| | | Beginning of Current Year | End of Year |
|---|---|---|---|
| Net Assets or Fund Balances | **20** Total assets (Part X, line 16) | 7,231,266 | 8,801,827 |
| | **21** Total liabilities (Part X, line 26) | 855,031 | 1,682,247 |
| | **22** Net assets or fund balances Subtract line 21 from line 20 | 6,376,235 | 7,119,580 |

## 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**

****** 2011-05-15
Signature of officer Date

ROMY SNYDER EXECUTIVE DIRECTOR
Type or print name and title

**Paid Preparer Use Only**

| | | | | |
|---|---|---|---|---|
| Print/Type preparer's name ED TERRY | Preparer's signature ED TERRY | Date | Check if self-employed ▶ ☐ | PTIN |
| Firm's name ▶ SVA CERTIFIED PUBLIC ACCOUNTANTS | | | | Firm's EIN ▶ |
| Firm's address ▶ 1221 JOHN Q HAMMONS DRIVE MADISON, WI 53717 | | | | Phone no ▶ (608) 831-8181 |

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

**Part III** **Statement of Program Service Accomplishments**

Check if Schedule O contains a response to any question in this Part III . . . . . ☑

**1** Briefly describe the organization's mission

A) TO COLLECTIVELY AND AGRESSIVELY PROMOTE THE WISCONSIN DELLS-LAKE DELTON AREA AS A MAJOR RECREATIONAL/TOURIST DESTINATION B) TO PROVIDE PROMPT AND COURTEOUS SERVICE TO AREA VISITORS C) TO PROVIDE INFORMATION TO THE PUBLIC ON ALL MEMBERS IN GOOD STANDING OF THE BUREAU

**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 $ )

MARKETING PROMOTES THE WISCONSIN DELLS AREA AS A TRAVEL DESTINATION TO VISITORS NEARLY 3 MILLION VISITORS ENJOY THE WISCONSIN DELLS AREA ANNUALLY AND SPEND AN ESTIMATED $1 07 BILLION IN TOURIST RELATED EXPENDITURES

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

MEETING/CONVENTION, GROUP AND SPORTS SALES RAISE THE QUALITY AND VOLUME OF MEETING/CONVENTION, GROUP AND SPORTS BUSINESS WHICH IN TURN BENEFITS THE AREA MEETING AND SPORTS FACILITIES THE MEETING/CONVENTION BUSINESS ALONE ACCOUNTED FOR APPROXIMATELY 22% OF THE VISITOR EXPENDITURES REPORTED IN PROGRAM SERVICE ACTIVITY #1, NOTED ABOVE

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

VISITOR AND CONVENTION SERVICES ASSIST MEETING PLANNERS WITH INFORMATION AND SUPPORT MATERIALS TO HELP IN CONVENTION AND VISITOR PLANNING EFFORTS

**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 | | No |
| 2 | Is the organization required to complete Schedule B, Schedule of Contributors (see instruction)? | 2 | Yes | |
| 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 | | No |
| 4 | **Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II* | 4 | | |
| 5 | Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? *If "Yes," complete Schedule C, Part III* | 5 | Yes | |
| 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 | | No |
| 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 | | No |
| 8 | Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III* | 8 | | No |
| 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 | | No |
| 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 | | No |
| 11 | If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable | | | |
| a | Did the organization report an amount for land, buildings, and equipment in Part X, line10? *If "Yes," complete Schedule D, Part VI.* | 11a | Yes | |
| b | 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.* | 11b | | No |
| c | 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.* | 11c | | No |
| d | 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.* | 11d | | No |
| e | Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X.* | 11e | Yes | |
| f | 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 (ASC 740)? *If "Yes," complete Schedule D, Part X.* | 11f | Yes | |
| 12a | Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI, XII, and XIII* | 12a | | No |
| b | Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional* | 12b | | No |
| 13 | Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E* | 13 | | No |
| 14a | Did the organization maintain an office, employees, or agents outside of the United States? | 14a | | No |
| 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, Parts I and IV* | 14b | | No |
| 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 U S ? *If "Yes," complete Schedule F, Parts II and IV* | 15 | | No |
| 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 U S ? *If "Yes," complete Schedule F, Parts III and IV* | 16 | | No |
| 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 (see instructions)* | 17 | | No |
| 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 | | No |
| 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 | | No |
| 20a | Did the organization operate one or more hospitals? *If "Yes," complete Schedule H* | 20a | | No |
| b | If "Yes" to line 20a, did the organization attach its audited financial statement to this return? **Note.** Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions) | 20b | | No |

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

| | | | | | |
|---|---|---|---|---|---|
| **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** | Yes | |
| **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** | | No |
| **23** | Did the organization answer "Yes" to Part VII, Section A, questions 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** | | No |
| **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–24d and complete Schedule K. If "No," go to line 25* | **24a** | | No |
| **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** | | No |
| **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** | | No |
| **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** | | No |
| **b** | A family member of a current or former officer, director, trustee, or key employee? *If "Yes," complete Schedule L, Part IV* | **28b** | | No |
| **c** | An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? *If "Yes," complete Schedule L, Part IV* | **28c** | | No |
| **29** | Did the organization receive more than $25,000 in non-cash contributions? *If "Yes," complete Schedule M* | **29** | Yes | |
| **30** | Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M* | **30** | | No |
| **31** | Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I* | **31** | | No |
| **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** | | No |
| **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** | | No |
| **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** | Yes | |
| **35** | Is any related organization a controlled entity within the meaning of section 512(b)(13)? | **35** | | No |
| **a** | Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2* ☐ **Yes** ☑ **No** | | | |
| **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** | | No |
| **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** | Yes | |

## Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V . . . . . ☐

| | | | | Yes | No |
|---|---|---|---|---|---|
| 1a | Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable | 1a | 27 | | |
| b | Enter the number of Forms W-2G included in line 1a *Enter -0-* if not applicable | 1b | 0 | | |
| c | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners? | | | 1c Yes | |
| 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 | 33 | | |
| b | If at least one is reported on line 2a, did the organization file all required federal employment tax returns? | | | 2b Yes | |
| | **Note.** If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) | | | | |
| 3a | Did the organization have unrelated business gross income of $1,000 or more during the year? | | | 3a Yes | |
| b | If "Yes," has it filed a Form 990-T for this year? *If "No," provide an explanation in Schedule O* | | | 3b Yes | |
| 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 | No |
| b | If "Yes," enter the name of the foreign country ▶ _____ See instructions for 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 | No |
| b | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? | | | 5b | No |
| c | If "Yes" to line 5a or 5b, did the organization file Form 8886-T? | | | 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 Yes | |
| b | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? | | | 6b Yes | |
| 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 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 | If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? | | | 7g | |
| h | If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C? | | | 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 | | | |
| 13 | **Section 501(c)(29) qualified nonprofit health insurance issuers.** | | | | |
| a | Is the organization licensed to issue qualified health plans in more than one state? **Note.** See the instructions for additional information the organization must report on Schedule O | | | 13a | |
| b | Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans | 13b | | | |
| c | Enter the amount of reserves on hand | 13c | | | |
| 14a | Did the organization receive any payments for indoor tanning services during the tax year? | | | 14a | No |
| b | If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation in Schedule O* | | | 14b | |

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

Check if Schedule O contains a response to any question in this Part VI . . . . . ☑

## Section A. Governing Body and Management

| | | | | Yes | No |
|---|---|---|---|---|---|
| 1a | Enter the number of voting members of the governing body at the end of the tax year . . . . . | 1a | 23 | | |
| b | Enter the number of voting members included in line 1a, above, who are independent . . . . . | 1b | 23 | | |
| 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 | Yes | |
| 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 | | No |
| 4 | Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? | | 4 | | No |
| 5 | Did the organization become aware during the year of a significant diversion of the organization's assets? . | | 5 | | No |
| 6 | Does the organization have members or stockholders? . . . . . | | 6 | Yes | |
| 7a | Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? . . . . . | | 7a | Yes | |
| b | Are any decisions of the governing body subject to approval by members, stockholders, or other persons? . . | | 7b | Yes | |
| 8 | Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following | | | | |
| a | The governing body? . . . . . | | 8a | Yes | |
| b | Each committee with authority to act on behalf of the governing body? . . . . . | | 8b | Yes | |
| 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 . . . . . | | 9 | Yes | |

## 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 | | No |
| 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 | | |
| 11a | Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? | 11a | | No |
| b | 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 | Yes | |
| b | Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? . . . . . | 12b | Yes | |
| 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 | Yes | |
| 13 | Does the organization have a written whistleblower policy? . . . . . | 13 | Yes | |
| 14 | Does the organization have a written document retention and destruction policy? . . . . . | 14 | Yes | |
| 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 | Yes | |
| b | Other officers or key employees of the organization . . . . . | 15b | Yes | |
| | 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 | | No |
| 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 ▶ WI

18 Section 6104 requires an organization to make its Form 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 See Additional Data Table

20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization ▶

NICHOLE KOCOVSKY
115 LA CROSSE ST
WISCONSIN DELLS, WI 53965
(608) 254-8088

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

Check if Schedule O contains a response to any question in this Part VII . . . . . ☑

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

**1a** Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

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

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

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

| (A) Name and Title | (B) Average hours per week (describe hours for related organizations in Schedule O) | (C) Position (check all that apply) | | | | | | (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 |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| (1) JILL DIEHL PRESIDENT | 40 | X | | X | | | | 0 | 0 | 0 |
| (2) TIM GANTZ VICE PRESIDENT | 40 | X | | X | | | | 0 | 0 | 0 |
| (3) KENNETH FOSTER SECRETARY/TREASURER | 40 | X | | X | | | | 0 | 0 | 0 |
| (4) JON BERNANDER SECRETARY/TREASURER | 20 | X | | X | | | | 0 | 0 | 0 |
| (5) ADAM MAKOWSKI DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (6) ALICE WARD DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (7) ANDY WATERMAN DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (8) ANGIE BROWN DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (9) BEN BORCHER DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (10) BETH ANACKER DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (11) BILL BROWN DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (12) BRENT GASSER DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (13) DALE WILLIAMS DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (14) DAN COLLAR DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| (15) DAN GAVINSKI DIRECTOR | 30 | X | | | | | | 0 | 0 | 0 |
| (16) DANA KRUEGER DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |

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

| (A) Name and Title | (B) Average hours per week (describe hours for related organizations in Schedule O) | (C) Position (check all that apply) | | | | | | (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 |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| (17) DAWN BAKER DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (18) DAYLENE STROEBE DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (19) DIANE JACOBSON DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (20) GARY GILLILAND DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (21) GENEVIEVE RADDATZ DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (22) HEATHER SWEET DIRECTOR | 2.0 | X | | | | | | 0 | 0 | 0 |
| (23) JILLIAN MURPHY DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (24) JJ GISSAL DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (25) JOE ECK DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (26) JULIA LUTHER DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (27) MARK SCHMITZ DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (28) MIKE KAMINSKI DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (29) PATTI FICHTER DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (30) PETER TOLLAKSEN DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (31) SCOTT KALCIK DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (32) STEVE PINE DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (33) TERRI ZAPUCHLAK DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (34) THOMAS DIEHL DIRECTOR | 2.0 | X | | | | | | 0 | 0 | 0 |
| (35) WALLY CZUPRYNKO DIRECTOR | 1.0 | X | | | | | | 0 | 0 | 0 |
| (36) ROMY SNYDER EXECUTIVE DIRECTOR | 40.0 | | | X | | | | 120,527 | 0 | 21,535 |
| **1b Sub-Total** . . . . . ▶ | | | | | | | | | | |
| **c Total from continuation sheets to Part VII, Section A** . . . . ▶ | | | | | | | | | | |
| **d Total (add lines 1b and 1c)** . . . . . ▶ | | | | | | | | 120,527 | 0 | 21,535 |

**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 ▶ 1

| | | | 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** | | No |
| **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** | | No |
| **5** | Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person* . . . . . | **5** | | No |

## 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 |
|---|---|---|
| NONE | | |
| | | |
| | | |
| | | |
| | | |

**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 ▶ 0

**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 | | | | | |
| | c Fundraising events . . . . 1c | | | | | |
| | d Related organizations . . . 1d | | | | | |
| | e Government grants (contributions) 1e | 7,607,679 | | | | |
| | f All other contributions, gifts, grants, and similar amounts not included above 1f | | | | | |
| | g Noncash contributions included in lines 1a-1f $ | | | | | |
| | h **Total.** Add lines 1a-1f . . . . . ▶ | | 7,607,679 | | | |
| Program Service Revenue | | Business Code | | | | |
| | 2a COOP AD INCOME | 541800 | 436,626 | | 436,626 | |
| | b INQUIRY LISTS | 541900 | 12,855 | | 12,855 | |
| | c ENTERTAINMENT CARD FEE | 713990 | 73,501 | 73,501 | | |
| | d MEMBERSHIP DUES | 713990 | 1,134,905 | 1,134,905 | | |
| | e TIMESHARE REVENUE | 713990 | 160,000 | 160,000 | | |
| | f All other program service revenue | | 15,376 | 8,524 | 6,852 | |
| | g **Total.** Add lines 2a–2f . . . . . ▶ | | 1,833,263 | | | |
| | 3 Investment income (including dividends, interest and other similar amounts) . . . . . ▶ | | 25,654 | | | 25,654 |
| | 4 Income from investment of tax-exempt bond proceeds . . ▶ | | 0 | | | |
| | 5 Royalties . . . . . ▶ | | 0 | | | |
| | | (i) Real | (ii) Personal | | | |
| | 6a Gross Rents | | | | | |
| | b Less rental expenses | | | | | |
| | c Rental income or (loss) | | | | | |
| | d Net rental income or (loss) . . . . . ▶ | | | | | |
| | | (i) Securities | (ii) Other | | | |
| | 7a Gross amount from sales of assets other than inventory | | | | | |
| | b Less cost or other basis and sales expenses | | | | | |
| | c Gain or (loss) | | | | | |
| | d Net gain or (loss) . . . . . ▶ | | 0 | | | |
| Other Revenue | 8a Gross income from fundraising events (not including $ _____ of contributions reported on line 1c) See Part IV, line 18 . . . a | 11,765 | | | | |
| | b Less direct expenses . . . b | 21,017 | | | | |
| | c Net income or (loss) from fundraising events . . ▶ | | -9,252 | | | -9,252 |
| | 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 . . . ▶ | | 0 | | | |
| | 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 . . ▶ | | 0 | | | |
| | Miscellaneous Revenue | Business Code | | | | |
| | 11a MISCELLANEOUS REVENUE | 900099 | 7,765 | 7,765 | | |
| | b | | | | | |
| | c | | | | | |
| | d All other revenue . . . . | | | | | |
| | e **Total.** Add lines 11a–11d . . . . . ▶ | | 7,765 | | | |
| | 12 **Total revenue.** See Instructions . . . ▶ | | 9,465,109 | 1,384,695 | 456,333 | 16,402 |

## 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 | 96,840 | | | |
| 2 Grants and other assistance to individuals in the U S See Part IV, line 22 | 0 | | | |
| 3 Grants and other assistance to governments, organizations, and individuals outside the U S See Part IV, lines 15 and 16 | 0 | | | |
| 4 Benefits paid to or for members | 0 | | | |
| 5 Compensation of current officers, directors, trustees, and key employees | 142,062 | | | |
| 6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) | 0 | | | |
| 7 Other salaries and wages | 918,495 | | | |
| 8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions) | 42,948 | | | |
| 9 Other employee benefits | 50,774 | | | |
| 10 Payroll taxes | 81,411 | | | |
| a Fees for services (non-employees) Management | 0 | | | |
| b Legal | 71,423 | | | |
| c Accounting | 17,440 | | | |
| d Lobbying | 7,000 | | | |
| e Professional fundraising services *See Part IV, line 17* | 0 | | | |
| f Investment management fees | 0 | | | |
| g Other | 0 | | | |
| 12 Advertising and promotion | 6,606,399 | | | |
| 13 Office expenses | 200,140 | | | |
| 14 Information technology | 8,403 | | | |
| 15 Royalties | 0 | | | |
| 16 Occupancy | 108,530 | | | |
| 17 Travel | 1,373 | | | |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials | 0 | | | |
| 19 Conferences, conventions, and meetings | 39,375 | | | |
| 20 Interest | 1,165 | | | |
| 21 Payments to affiliates | 0 | | | |
| 22 Depreciation, depletion, and amortization | 104,354 | | | |
| 23 Insurance | 4,620 | | | |
| 24 Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O ) | | | | |
| a WATS PROJECT | 18,930 | | | |
| b MEMBERSHIP EXPENSES | 61,754 | | | |
| c PUBLICITY | 76,572 | | | |
| d DUES | 21,300 | | | |
| e AUTO EXPENSE | 12,049 | | | |
| f All other expenses | 28,407 | | | |
| 25 **Total functional expenses.** Add lines 1 through 24f | 8,721,764 | | | |
| 26 **Joint costs.** Check here ▶ ☐ if following SOP 98-2 (ASC 958-720) 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 | 192,204 | 1 | 168,647 |
| | 2 | Savings and temporary cash investments | 3,939,849 | 2 | 5,180,441 |
| | 3 | Pledges and grants receivable, net | | 3 | |
| | 4 | Accounts receivable, net | 251,771 | 4 | 205,264 |
| | 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)), persons described in section 4958(c)(3)(B), and contributing employers, and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Schedule L | 25,000 | 6 | 0 |
| | 7 | Notes and loans receivable, net | | 7 | |
| | 8 | Inventories for sale or use | | 8 | |
| | 9 | Prepaid expenses and deferred charges | 997,288 | 9 | 1,450,476 |
| | 10a | Land, buildings, and equipment cost or other basis *Complete Part VI of Schedule D* — 10a: 2,950,141 | | | |
| | b | Less accumulated depreciation — 10b: 1,153,142 | 1,825,154 | 10c | 1,796,999 |
| | 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) | 7,231,266 | 16 | 8,801,827 |
| Liabilities | 17 | Accounts payable and accrued expenses | 434,449 | 17 | 1,283,337 |
| | 18 | Grants payable | | 18 | |
| | 19 | Deferred revenue | 388,075 | 19 | 382,600 |
| | 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 | 32,507 | 25 | 16,310 |
| | 26 | **Total liabilities.** Add lines 17 through 25 | 855,031 | 26 | 1,682,247 |
| 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 | 6,376,235 | 27 | 7,119,580 |
| | 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 | 6,376,235 | 33 | 7,119,580 |
| | 34 | Total liabilities and net assets/fund balances | 7,231,266 | 34 | 8,801,827 |

## Part XI Reconcilliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI . . . . . ☐

| | | | |
|---|---|---|---|
| 1 | Total revenue (must equal Part VIII, column (A), line 12) . . . | 1 | 9,465,109 |
| 2 | Total expenses (must equal Part IX, column (A), line 25) . . . . . | 2 | 8,721,764 |
| 3 | Revenue less expenses Subtract line 2 from line 1 . . . . | 3 | 743,345 |
| 4 | Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)) . . | 4 | 6,376,235 |
| 5 | Other changes in net assets or fund balances (explain in Schedule O) . . . . | 5 | |
| 6 | Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) . . . . . | 6 | 7,119,580 |

## Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII . . . . . ☐

| | | | 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 | Yes | |
| b | Were the organization's financial statements audited by an independent accountant? . . . . . | 2b | | No |
| c | If "Yes," to 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? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O . . . . . | 2c | Yes | |
| 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 separate basis, consolidated basis, or both ☑ Separate basis ☐ Consolidated basis ☐ Both consolidated and separated 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 | | No |
| 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 | | |

## Additional Data

**Software ID:**
**Software Version:**
**EIN:** 39-0712705
**Name:** WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

**Form 990, Part VII - Compensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

| (A) Name and Title | (B) Average hours per week | (C) Position (check all that apply) | | | | | | (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 |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| JILL DIEHL<br>PRESIDENT | 40 | X | | X | | | | 0 | 0 | 0 |
| TIM GANTZ<br>VICE PRESIDENT | 40 | X | | X | | | | 0 | 0 | 0 |
| KENNETH FOSTER<br>SECRETARY/TREASURER | 40 | X | | X | | | | 0 | 0 | 0 |
| JON BERNANDER<br>SECRETARY/TREASURER | 20 | X | | X | | | | 0 | 0 | 0 |
| ADAM MAKOWSKI<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| ALICE WARD<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| ANDY WATERMAN<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| ANGIE BROWN<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| BEN BORCHER<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| BETH ANACKER<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| BILL BROWN<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| BRENT GASSER<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DALE WILLIAMS<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DAN COLLAR<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DAN GAVINSKI<br>DIRECTOR | 30 | X | | | | | | 0 | 0 | 0 |
| DANA KRUEGER<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DAWN BAKER<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DAYLENE STROEBE<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| DIANE JACOBSON<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| GARY GILLILAND<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| GENEVIEVE RADDATZ<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| HEATHER SWEET<br>DIRECTOR | 20 | X | | | | | | 0 | 0 | 0 |
| JILLIAN MURPHY<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| JJ GISSAL<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |
| JOE ECK<br>DIRECTOR | 10 | X | | | | | | 0 | 0 | 0 |

**Form 990, Part VII - Compensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

| (A) Name and Title | (B) Average hours per week | (C) Position (check all that apply) | | | | | | (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 |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Individual trustee or director | Institutional Trustee | Officer | Key employee | Highest compensated employee | Former | | | |
| JULIA LUTHER<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| MARK SCHMITZ<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| MIKE KAMINSKI<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| PATTI FICHTER<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| PETER TOLLAKSEN<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| SCOTT KALCIK<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| STEVE PINE<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| TERRI ZAPUCHLAK<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| THOMAS DIEHL<br>DIRECTOR | 2 0 | X | | | | | | 0 | 0 | 0 |
| WALLY CZUPRYNKO<br>DIRECTOR | 1 0 | X | | | | | | 0 | 0 | 0 |
| ROMY SNYDER<br>EXECUTIVE DIRECTOR | 40 0 | | | X | | | | 120,527 | 0 | 21,535 |

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# SCHEDULE C (Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

## Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

▶ Complete if the organization is described below.
▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No 1545-0047

**2010**

**Open to Public Inspection**

**If the organization answered "Yes," to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then**

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

**If the organization answered "Yes," to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then**

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

**If the organization answered "Yes," to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35a (Proxy Tax), then**

- Section 501(c)(4), (5), or (6) organizations Complete Part III

| Name of the organization | Employer identification number |
|---|---|
| WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC | 39-0712705 |

## Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1 Provide a description of the organization's direct and indirect political campaign activities in Part IV

2 Political expenditures ▶ $ _____

3 Volunteer hours _____

## Part I-B Complete if the organization is exempt under section 501(c)(3).

1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ $ _____

2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ $ _____

3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? ☐ Yes ☐ No

4a Was a correction made? ☐ Yes ☐ No

b If "Yes," describe in Part IV

## Part I-C Complete if the organization is exempt under section 501(c) except section 501(c)(3).

1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ $ _____

2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt funtion activities ▶ $ _____

3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b ▶ $ _____

4 Did the filing organization file **Form 1120-POL** for this year? ☐ Yes ☐ No

5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

| **(a)** Name | **(b)** Address | **(c)** EIN | **(d)** Amount paid from filing organization's funds If none, enter -0- | **(e)** Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0- |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

**Part II-A** **Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**

A Check ☐ if the filing organization belongs to an affiliated group

B Check ☐ if the filing organization checked box A and "limited control" provisions apply

| Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.) | (a) Filing Organization's Totals | (b) Affiliated Group Totals |
|---|---|---|
| 1a Total lobbying expenditures to influence public opinion (grass roots lobbying) | | |
| b Total lobbying expenditures to influence a legislative body (direct lobbying) | | |
| c Total lobbying expenditures (add lines 1a and 1b) | | |
| d Other exempt purpose expenditures | | |
| e Total exempt purpose expenditures (add lines 1c and 1d) | | |
| f Lobbying nontaxable amount Enter the amount from the following table in both columns | | |
| g Grassroots nontaxable amount (enter 25% of line 1f) | | |
| h Subtract line 1g from line 1a If zero or less, enter -0- | | |
| i Subtract line 1f from line 1c If zero or less, enter -0- | | |

| If the amount on line 1e, column (a) or (b) is: | The lobbying nontaxable amount is: |
|---|---|
| Not over $500,000 | 20% of the amount on line 1e |
| Over $500,000 but not over $1,000,000 | $100,000 plus 15% of the excess over $500,000 |
| Over $1,000,000 but not over $1,500,000 | $175,000 plus 10% of the excess over $1,000,000 |
| Over $1,500,000 but not over $17,000,000 | $225,000 plus 5% of the excess over $1,500,000 |
| Over $17,000,000 | $1,000,000 |

j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year? ☐ Yes ☐ No

## 4-Year Averaging Period Under Section 501(h)
**(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)**

### Lobbying Expenditures During 4-Year Averaging Period

| Calendar year (or fiscal year beginning in) | (a) 2007 | (b) 2008 | (c) 2009 | (d) 2010 | (e) Total |
|---|---|---|---|---|---|
| 2a Lobbying non-taxable amount | | | | | |
| b Lobbying ceiling amount (150% of line 2a, column(e)) | | | | | |
| c Total lobbying expenditures | | | | | |
| d Grassroots non-taxable amount | | | | | |
| e Grassroots ceiling amount (150% of line 2d, column (e)) | | | | | |
| f Grassroots lobbying expenditures | | | | | |

## Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

| | | (a) Yes | (a) No | (b) Amount |
|---|---|---|---|---|
| 1 | During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of | | | |
| a | Volunteers? | | | |
| b | Paid staff or management (include compensation in expenses reported on lines 1c through 1i)? | | | |
| c | Media advertisements? | | | |
| d | Mailings to members, legislators, or the public? | | | |
| e | Publications, or published or broadcast statements? | | | |
| f | Grants to other organizations for lobbying purposes? | | | |
| g | Direct contact with legislators, their staffs, government officials, or a legislative body? | | | |
| h | Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means? | | | |
| i | Other activities? If "Yes," describe in Part IV | | | |
| j | Total lines 1c through 1i | | | |
| 2a | Did the activities in line 1 cause the organization to be not described in section 501(c)(3)? | | | |
| b | If "Yes," enter the amount of any tax incurred under section 4912 | | | |
| c | If "Yes," enter the amount of any tax incurred by organization managers under section 4912 | | | |
| d | If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year? | | | |

## Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

| | | | Yes | No |
|---|---|---|---|---|
| 1 | Were substantially all (90% or more) dues received nondeductible by members? | 1 | | No |
| 2 | Did the organization make only in-house lobbying expenditures of $2,000 or less? | 2 | | No |
| 3 | Did the organization agree to carryover lobbying and political expenditures from the prior year? | 3 | | No |

## Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered "No" OR if Part III-A, line 3 is answered "Yes".

| | | | |
|---|---|---|---|
| 1 | Dues, assessments and similar amounts from members | 1 | 1,134,905 |
| 2 | Section 162(e) non-deductible lobbying and political expenditures **(do not include amounts of political expenses for which the section 527(f) tax was paid).** | | |
| a | Current year | 2a | 7,000 |
| b | Carryover from last year | 2b | 0 |
| c | Total | 2c | 7,000 |
| 3 | Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues | 3 | 34,047 |
| 4 | If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year? | 4 | |
| 5 | Taxable amount of lobbying and political expenditures (see instructions) | 5 | -27,047 |

## Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1i. Also, complete this part for any additional information.

| Identifier | Return Reference | Explanation |
|---|---|---|

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**SCHEDULE D** (Form 990)

Department of the Treasury
Internal Revenue Service

# Supplemental Financial Statements

▶ Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

**2010**

**Open to Public Inspection**

**Name of the organization**
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

**Employer identification number**
39-0712705

## Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

| | | (a) Donor advised funds | (b) Funds and other accounts |
|---|---|---|---|
| 1 | Total number at end of year | | |
| 2 | Aggregate contributions to (during year) | | |
| 3 | Aggregate grants from (during year) | | |
| 4 | Aggregate value at end of year | | |

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds may be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit ☐ Yes ☐ No

## Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply)
☐ Preservation of land for public use (e g , recreation or pleasure)
☐ Preservation of an historically importantly land area
☐ Protection of natural habitat
☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a–2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

| | | Held at the End of the Year |
|---|---|---|
| a | Total number of conservation easements | 2a |
| b | Total acreage restricted by conservation easements | 2b |
| c | Number of conservation easements on a certified historic structure included in (a) | 2c |
| d | Number of conservation easements included in (c) acquired after 8/17/06 | 2d |

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the taxable year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ▶ $ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

## Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenues included in Form 990, Part VIII, line 1 ▶ $ _____

(ii) Assets included in Form 990, Part X ▶ $ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items

a Revenues included in Form 990, Part VIII, line 1 ▶ $ _____

b Assets included in Form 990, Part X ▶ $ _____

## Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a ☐ Public exhibition
- b ☐ Scholarly research
- c ☐ Preservation for future generations
- d ☐ Loan or exchange programs
- e ☐ Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

## Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV and complete the following table

| | | Amount |
|---|---|---|
| c Beginning balance | 1c | |
| d Additions during the year | 1d | |
| e Distributions during the year | 1e | |
| f Ending balance | 1f | |

2a Did the organization include an amount on Form 990, Part X, line 21? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIV

## Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

| | (a) Current Year | (b) Prior Year | (c) Two Years Back | (d) Three Years Back | (e) Four Years Back |
|---|---|---|---|---|---|
| 1a Beginning of year balance | | | | | |
| b Contributions | | | | | |
| c Investment earnings or losses | | | | | |
| d Grants or scholarships | | | | | |
| e Other expenditures for facilities and programs | | | | | |
| f Administrative expenses | | | | | |
| g End of year balance | | | | | |

2 Provide the estimated percentage of the year end balance held as

- a Board designated or quasi-endowment ▶
- b Permanent endowment ▶
- c Term endowment ▶

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

| | | Yes | No |
|---|---|---|---|
| (i) unrelated organizations | 3a(i) | | |
| (ii) related organizations | 3a(ii) | | |
| b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? | 3b | | |

4 Describe in Part XIV the intended uses of the organization's endowment funds

## Part VI Investments—Land, Buildings, and Equipment. See Form 990, Part X, line 10.

| Description of investment | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|---|---|---|---|---|
| 1a Land | | 300,000 | | 300,000 |
| b Buildings | | 1,968,687 | 576,704 | 1,391,983 |
| c Leasehold improvements | | 41,440 | 34,612 | 6,828 |
| d Equipment | | 640,014 | 541,826 | 98,188 |
| e Other | | | | |
| **Total.** Add lines 1a-1e *(Column (d) should equal Form 990, Part X, column (B), line 10(c).)* ▶ | | | | 1,796,999 |

**Part VII Investments—Other Securities.** See Form 990, Part X, line 12.

| (a) Description of security or category (including name of security) | (b) Book value | (c) Method of valuation Cost or end-of-year market value |
|---|---|---|
| (1) Financial derivatives | | |
| (2) Closely-held equity interests | | |
| Other | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| **Total.** *(Column (b) should equal Form 990, Part X, col (B) line 12 )* ▶ | | |

**Part VIII Investments—Program Related.** See Form 990, Part X, line 13.

| (a) Description of investment type | (b) Book value | (c) Method of valuation Cost or end-of-year market value |
|---|---|---|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| **Total.** *(Column (b) should equal Form 990, Part X, col (B) line 13 )* ▶ | | |

**Part IX Other Assets.** See Form 990, Part X, line 15.

| (a) Description | (b) Book value |
|---|---|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| **Total.** *(Column (b) should equal Form 990, Part X, col.(B) line 15.)* . . . . . ▶ | |

**Part X Other Liabilities.** See Form 990, Part X, line 25.

| 1 (a) Description of Liability | (b) Amount |
|---|---|
| Federal Income Taxes | 0 |
| OPERATING LEASE OBLIGATIONS | 16,310 |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| **Total.** *(Column (b) should equal Form 990, Part X, col (B) line 25 )* ▶ | 16,310 |

**2.** Fin 48 (ASC 740) Footnote In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC740)

## Part XI Reconciliation of Change in Net Assets from Form 990 to Financial Statements

| | | | |
|---|---|---|---|
| 1 | Total revenue (Form 990, Part VIII, column (A), line 12) | 1 | |
| 2 | Total expenses (Form 990, Part IX, column (A), line 25) | 2 | |
| 3 | Excess or (deficit) for the year Subtract line 2 from line 1 | 3 | |
| 4 | Net unrealized gains (losses) on investments | 4 | |
| 5 | Donated services and use of facilities | 5 | |
| 6 | Investment expenses | 6 | |
| 7 | Prior period adjustments | 7 | |
| 8 | Other (Describe in Part XIV) | 8 | |
| 9 | Total adjustments (net) Add lines 4 - 8 | 9 | |
| 10 | Excess or (deficit) for the year per financial statements Combine lines 3 and 9 | 10 | |

## Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

| | | | | | |
|---|---|---|---|---|---|
| 1 | Total revenue, gains, and other support per audited financial statements | | | 1 | |
| 2 | Amounts included on line 1 but not on Form 990, Part VIII, line 12 | | | | |
| a | Net unrealized gains on investments | 2a | | | |
| b | Donated services and use of facilities | 2b | | | |
| c | Recoveries of prior year grants | 2c | | | |
| d | Other (Describe in Part XIV) | 2d | | | |
| e | Add lines **2a** through **2d** | | | 2e | |
| 3 | Subtract line **2e** from line **1** | | | 3 | |
| 4 | Amounts included on Form 990, Part VIII, line 12, but not on line **1** | | | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | | | |
| b | Other (Describe in Part XIV) | 4b | | | |
| c | Add lines **4a** and **4b** | | | 4c | |
| 5 | Total Revenue Add lines **3** and **4c.** (This should equal Form 990, Part I, line 12 ) | | | 5 | |

## Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

| | | | | | |
|---|---|---|---|---|---|
| 1 | Total expenses and losses per audited financial statements | | | 1 | |
| 2 | Amounts included on line 1 but not on Form 990, Part IX, line 25 | | | | |
| a | Donated services and use of facilities | 2a | | | |
| b | Prior year adjustments | 2b | | | |
| c | Other losses | 2c | | | |
| d | Other (Describe in Part XIV) | 2d | | | |
| e | Add lines **2a** through **2d** | | | 2e | |
| 3 | Subtract line **2e** from line **1** | | | 3 | |
| 4 | Amounts included on Form 990, Part IX, line 25, but not on line **1:** | | | | |
| a | Investment expenses not included on Form 990, Part VIII, line 7b | 4a | | | |
| b | Other (Describe in Part XIV) | 4b | | | |
| c | Add lines **4a** and **4b** | | | 4c | |
| 5 | Total expenses Add lines **3** and **4c.** (This should equal Form 990, Part I, line 18 ) | | | 5 | |

## Part XIV Supplemental Information

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and 4b Also complete this part to provide any additional information

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, SCHEDULE D, PART XIV | FIN 48 - LIABILITY FOR UNCERTAIN TAX POSITIONS | The organization's income tax filings are subject to audit by various taxing authorities Open periods subject to audit for federal and Wisconsin purposes are generally the previous three and four years of tax returns filed, respectively There were no interest or penalties recorded for the years ended December 31, 2010 and 2009, respectively |

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**Schedule I (Form 990)**

Department of the Treasury
Internal Revenue Service

# Grants and Other Assistance to Organizations, Governments and Individuals in the United States

**Complete if the organization answered "Yes," to Form 990, Part IV, line 21 or 22.**

▶ **Attach to Form 990**

OMB No 1545-0047

**2010**

**Open to Public Inspection**

Name of the organization
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

**Employer identification number**
39-0712705

## Part I General Information on Grants and Assistance

1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? . . . ☑ Yes ☐ No

2 Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States

## Part II Grants and Other Assistance to Governments and Organizations in the United States.

Complete if the organization answered "Yes" to Form 990, Part IV, line 21 for any recipient that received more than $5,000. Check this box if no one recipient received more than $5,000. Part II can be duplicated if additional space is needed. . . . ▶ ☐

| 1 (a) Name and address of organization or government | (b) EIN | (c) IRC Code 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 |
|---|---|---|---|---|---|---|---|
| (1) WI DELLS FESTIVALS<br>PO BOX 390<br>WISCONSIN DELLS, WI<br>53965 | 39-1701358 | 501(C)(6) | 96,840 | 0 | N/A | N/A | GENERAL SUPPORT |
| | | | | | | | |
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| | | | | | | | |

2 Enter total number of section 501(c)(3) and government organizations . . . ▶ 0

3 Enter total number of other organizations . . . ▶ 1

**Part III** **Grants and Other Assistance to Individuals in the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 22. Use Schedule I-1 (Form 990) if additional space is needed.

| (a) Type of grant or assistance | (b) Number of recipients | (c) Amount of cash grant | (d) Amount of non-cash assistance | (e) Method of valuation (book, FMV, appraisal, other) | (f) Description of non-cash assistance |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
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| | | | | | |
| | | | | | |

**Part IV** **Supplemental Information.** Complete this part to provide the information required in Part I, line 2, and any other additional information.

| Identifier | Return Reference | Explanation |
|---|---|---|

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SCHEDULE M (Form 990)

Department of the Treasury
Internal Revenue Service

# NonCash Contributions

▶Complete if the organization answered "Yes" on Form 990, Part IV, lines 29 or 30.
▶ Attach to Form 990.

OMB No 1545-0047

2010

Open to Public Inspection

Name of the organization
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

Employer identification number
39-0712705

## Part I Types of Property

| | (a) Check if applicable | (b) Number of Contributions or items contributed | (c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g | (d) Method of determining oncash contribution amounts |
|---|---|---|---|---|
| 1 Art—Works of art | | | | |
| 2 Art—Historical treasures | | | | |
| 3 Art—Fractional interests | | | | |
| 4 Books and publications | | | | |
| 5 Clothing and household goods | | | | |
| 6 Cars and other vehicles | | | | |
| 7 Boats and planes | | | | |
| 8 Intellectual property | | | | |
| 9 Securities—Publicly traded | | | | |
| 10 Securities—Closely held stock | | | | |
| 11 Securities—Partnership, LLC, or trust interests | | | | |
| 12 Securities—Miscellaneous | | | | |
| 13 Qualified conservation contribution—Historic structures | | | | |
| 14 Qualified conservation contribution—Other | | | | |
| 15 Real estate—Residential | | | | |
| 16 Real estate—Commercial | | | | |
| 17 Real estate—Other | | | | |
| 18 Collectibles | | | | |
| 19 Food inventory | | | | |
| 20 Drugs and medical supplies | | | | |
| 21 Taxidermy | | | | |
| 22 Historical artifacts | | | | |
| 23 Scientific specimens | | | | |
| 24 Archeological artifacts | | | | |
| 25 Other ▶ (_____) | | | | |
| 26 Other ▶ (_____) | | | | |
| 27 Other ▶ (_____) | | | | |
| 28 Other ▶ (_____) | | | | |

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement . . . 29

| | | Yes | No |
|---|---|---|---|
| 30a | During the year, did the organization receive by contribution any property reported in Part I, lines 1-28 that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period? | | No |
| b | If "Yes," describe the arrangement in Part II | | |
| 31 | Does the organization have a gift acceptance policy that requires the review of any non-standard contributions? | Yes | |
| 32a | Does the organization hire or use third parties or related organizations to solicit, process, or sell non-cash contributions? | | No |
| b | If "Yes," describe in Part II | | |
| 33 | If the organization did not report revenues in column (c) for a type of property for which column (a) is checked, describe in Part II | | |

## Part II

**Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33. Also complete this part for any additional information.

| Identifier | Return Reference | Explanation |
|---|---|---|
| SCHEDULE M, PART I, LINE 33 | DESCRIPTION OF NONCASH CONTRIBUTIONS | THE WISCONSIN DELLS VISITOR AND CONVENTION BUREAU (WDV&CB) COLLECTS ADMISSION TICKETS FROM AREA ATTRACTIONS AND GIVES THEM TO LOCAL RADIO STATIONS IN EXCHANGE, THE RADIO STATIONS PROVIDE SCHEDULED AIR TIME TO THE ORGANIZATION OF WHICH BOTH THE WDV&CB AND THE SPECIFIC ATTRACTIONS RECEIVE PROMOTIONAL VALUE FROM THE RETAIL VALUE OF THE TICKETS GIVEN TO THE RADIO STATIONS WAS $236,423, THE RETAIL VALUE OF THE AIR TIME GIVEN TO THE BUREAU WAS $248,244 IN ADDITION, WDV&CB PAID AN ADVERTISING AGENCY $32,723 FOR COORDINATION, SHIPPING AND DUBBING FEES RELATED TO RADIO TICKET TRADES |

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|---|---|---|

**SCHEDULE O**
**(Form 990 or 990-EZ)**

Department of the Treasury
Internal Revenue Service

# Supplemental Information to Form 990 or 990-EZ

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

OMB No 1545-0047

**2010**

**Open to Public Inspection**

**Name of the organization**
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

**Employer identification number**
39-0712705

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION A, LINE 2 | FAMILY AND BUSINESS RELATIONSHIP DISCLOSURE | FAMILY RELATIONSHIPS JILL DIEHL AND THOMAS DIEHL KENNETH FOSTER AND BEN BORCHER BUSINESS RELATIONSHIPS KENNETH FOSTER AND JON BERNANDER KENNETH FOSTER AND THOMAS DIEHL KENNETH FOSTER AND DAN GAVINSKI KENNETH FOSTER AND JJ GISSAL KENNETH FOSTER AND BRIAN HOLZEM KENNETH FOSTER AND DANA KRUEGER BRENT GASSER AND JON BERNANDER BRENT GASSER AND BEN BORCHER BRENT GASSER AND THOMAS DIEHL BRENT GASSER AND WALLY CZUPRYNKO BRENT GASSER AND MARK SCHMITZ BRENT GASSER AND HEATHER SWEET BRENT GASSER AND ANDY WATERMAN DAN GAVINSKI AND THOMAS DIEHL DAN GAVINSKI AND JJ GISSAL DAN GAVINSKI AND MIKE KAMINSKI MIKE KAMINSKI AND PATTIE FICHTER JILLIAN MURPHY AND MARK SCHMITZ DAYLENE STROEBE AND THOMAS DIEHL DAYLENE STROEBE AND DAN GAVINSKI |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| FORM 990, PART VI, SECTION A, LINE 6 | ORGANIZATIONS WITH MEMBERS, THEIR CLASSES, AND RIGHTS | WISCONSIN DELLS VISITOR AND CONVENTION BUREAU, INC IS A MEMBERSHIP ORGANIZATION |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION A, LINE 7A | MEMBERS WHO MAY ELECT MEMBERS OF GOVERNING BODY | THE MEMBERS OF EACH DIVISION (ACCOMMODATION, ATTRACTION, CAMPGROUND, BUSINESS, RESTAURANT, AND SHOPPING) SEPARATELY ELECT THEIR DIVISION DIRECTOR(S) |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION A, LINE 7B | DECISIONS OF GOVERNING BODY SUBJECT TO MEMBER APPROVAL | CHANGES TO BY-LAWS ARE SUBJECT TO APPROVAL BY MEMBERS, STOCKHOLDERS, OR OTHER PERSONS |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION A, LINE 9 | OFFICER, DIRECTOR OR TRUSTEE MAILING ADDRESSES | Jill Diehl 611 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Thomas Diehl 560 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Jon Bernander 716 Superior Street, Wisconsin Dells, WI 53965 Tim Gantz 1410 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Joe Eck 511 E Adams St, Wisconsin Dells, WI 53965 Peter Tollaksen 583 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Alice Ward 3901 River Road, Wisconsin Dells, WI 53965 JJ Gissal 1890 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Mike Kaminski PO Box 30, Wisconsin Dells, WI 53965 Mark Schmitz PO Box 745, Lake Delton, WI 53940 Dan Gavinski PO Box 117, Wisconsin Dells, WI 53965 Beth Anacker S3214 Highway 12, Baraboo, WI 53913 Ben Borcher PO Box 450, Wisconsin Dells, WI 53965 Dan Collar PO Box 660, Wisconsin Dells, WI 53965 Dawn Baker 921 Canyon Rd, Wisconsin Dells, WI 53965 Steve Pine PO Box 590, Wisconsin Dells, WI 53965 Scott Kalcik 1533 River Road, Wisconsin Dells, WI 53965 Daylene Stroebe PO Box 590, Wisconsin Dells, WI 53965 Adam Makowski PO Box 5, Wisconsin Dells, WI 53965 Andy Waterman PO Box 298, Wisconsin Dells, WI 53965 Dale Williams PO Box 147, Wisconsin Dells, WI 53965 Wally Czuprynko PO Box 670, Wisconsin Dells, WI 53965 Genevieve Raddatz 1073 Wisconsin Dells Pkwy S, Wisc Dells, WI 53965 Brent Gasser S1915 Ishnala Road, Wisconsin Dells, WI 53965 Diane Jacobson 1070 Wisconsin Dells Pkwy, Baraboo, WI 53913 Gary Gilliland 716 Superior Street, Wisconsin Dells, WI 53965 Patti Fichter PO Box 30, Wisconsin Dells, WI 53965 Heather Sweet 210 Gasser Road, Suite 105, Baraboo, WI 53913 Terri Zapuchlak 910 Wisconsin Dells Pkwy, Wisconsin Dells, WI 53965 Dana Krueger 116 W Monroe Street, Lake Delton, WI 53940 Angie Brown 1400 Great Wolf Dr, Wisconsin Dells, WI 53965 Jillian Murphy PO Box 298, Wisconsin Dells, WI 53965 Ken Foster 31 Broadway, Wisconsin Dells, WI 53965 Bill Brown 710 Washington, Wisconsin Dells, WI 53970 Julia Luther N1070 Smith Road, Wisconsin Dells, WI 53965 |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION B, LINE 11A | PROCESS FOR REVIEW OF FORM 990 | THE EXECUTIVE COMMITTEE SHALL ENSURE THAT THE FOLLOWING STEPS TOWARD PUBLIC DISCLOSURE OF WISCONSIN DELLS VISITOR & CONVENTION BUREAU, INC FINANCIAL STATUS TAKES PLACE SELECTION OF FIRM, ENGAGEMENT OF SERVICES FOR THE ANNUAL TAX RETURN PREPARATION AND OVERSIGHT OF THE ANNUAL REVIEW/AUDIT WITH AN ACCOUNTING FIRM MUST BE APPROVED BY THE EXECUTIVE COMMITTEE AND AGREEMENT MUST BE SIGNED BY AN OFFICER OF THE BOARD THE EXECUTIVE DIRECTOR SHALL ENSURE THAT TAX PAYMENTS AND OTHER GOVERNMENT-ORDERED PAYMENTS OR FILINGS ARE FILED IN A TIMELY AND ACCURATE MANNER THE EXECUTIVE DIRECTOR SHALL SIGN AND CERTIFY AND THE IRS FORM 990 IS ACCURATE AND COMPLETE THE EXECUTIVE COMMITTEE SHALL REVIEW AND APPROVE THE IRS FORM 990 ANNUAL TAX FILING PRIOR TO SUBMISSION AND BE PROVIDED A COPY OF THE IRS FORM 990 WITHIN 30 DAYS OF ITS SUBMISSION CONSISTENT WITH IRS REQUIREMENTS, COPIES OF THE ORGANIZATION'S FORM 990 SHALL BE MADE AVAILABLE, UPON REQUEST, IN A TIMELY MANNER, AND SUBJECT TO CHARGES PERMITTED BY LAW TO ANY INDIVIDUALS WHO REQUEST IT |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION B, LINE 12C | CONFLICT OF INTEREST POLICY | EMPLOYEES AND BOARD MEMBERS HAVE AN OBLIGATION TO CONDUCT BUSINESS WITHIN GUIDELINES THAT PROHIBIT ACTUAL OR POTENTIAL CONFLICTS OF INTEREST THIS POLICY ESTABLISHES ONLY THE FRAMEWORK WITHIN WHICH THE WISCONSIN DELLS VISITOR & CONVENTION BUREAU (WDV&CB) WISHES ITS BUSINESS TO OPERATE THE PURPOSE OF THESE GUIDELINES IS TO PROVIDE GENERAL DIRECTION SO THAT BOARD MEMBERS AND EMPLOYEES CAN SEEK FURTHER CLARIFICATION ON ISSUES RELATED TO THE SUBJECT OF ACCEPTABLE STANDARDS OF OPERATION AN ACTUAL OR POTENTIAL CONFLICT OF INTEREST OCCURS WHEN A BOARD MEMBER OR AN EMPLOYEE IS IN A POSITION TO INFLUENCE A DECISION THAT MAY RESULT IN AN UNUSUAL OR SIGNIFICANT PERSONAL GAIN OR GAIN FOR A RELATIVE AS A RESULT OF WDV&CB'S BUSINESS DEALINGS FOR THE PURPOSE OF THIS POLICY, A RELATIVE IS ANY PERSON WHO IS RELATED BY BLOOD OR MARRIAGE, OR WHOSE RELATIONSHIP WITH THE BOARD MEMBER OR EMPLOYEE IS SIMILAR TO THAT OF PERSONS WHO ARE RELATED BY BLOOD OR MARRIAGE NO PRESUMPTION OF A CONFLICT IS CREATED BY THE MERE EXISTENCE OF A RELATIONSHIP WITH OUTSIDE FIRMS HOWEVER, IF A BOARD MEMBER OR AN EMPLOYEE HAS ANY INFLUENCE ON ANY MATERIAL BUSINESS TRANSACTIONS, IT IS IMPERATIVE THAT HE OR SHE DISCLOSES TO AN OFFICER OF THE ORGANIZATION AS SOON AS POSSIBLE THE EXISTENCE OF ANY ACTUAL OR POTENTIAL CONFLICT OF INTEREST SO THAT SAFEGUARDS CAN BE ESTABLISHED TO PROTECT ALL PARTIES PERSONAL GAIN MAY RESULT NOT ONLY IN CASES WHERE A BOARD MEMBER, AN EMPLOYEE, OR A RELATIVE HAS A SIGNIFICANT OWNERSHIP IN A FIRM WITH WHICH WDV&CB DOES BUSINESS, BUT ALSO WHEN A BOARD MEMBER, AN EMPLOYEE, OR A RELATIVE RECEIVES ANY KICKBACK, BRIBE, SUBSTANTIAL GIFT, OR SPECIAL CONSIDERATION AS A RESULT OF ANY TRANSACTION OR BUSINESS DEALINGS INVOLVING WDV&CB EMPLOYEES AND BOARD MEMBERS WILL BE SURVEYED ANNUALLY FOR 1) IDENTIFYING AND DISCLOSING POTENTIAL CONFLICTS OF INTEREST, AND 2) AFFIRMATION OF RECEIPT, REVIEW, UNDERSTANDING AND AGREEMENT TO THE CONFLICT OF INTEREST POLICY DISCLOSURE OF CONFLICTS WILL BE HANDLED IN THE FOLLOWING MANNER -DISCLOSURES BY MEMBERS OF THE BOARD WILL BE REVIEWED BY THE PRESIDENT OF THE BOARD DISCUSSIONS AND DECISIONS MADE BY THE BOARD INVOLVING ISSUES RELATED TO THE CONFLICT WILL NOT BE PARTICIPATED IN BY THE MEMBER WITH THE DISCLOSED CONFLICT -DISCLOSURES BY EMPLOYEES OF THE WDV&CB WILL BE REVIEWED BY THE EXECUTIVE DIRECTOR DISCUSSIONS AND DECISIONS MADE BY THE WDV&CB INVOLVING ISSUES RELATED TO THE CONFLICT WILL NOT BE PARTICIPATED IN BY THE EMPLOYEE WITH THE DISCLOSED CONFLICT |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION B, LINE 15A-B | PROCESS USED TO DETERMINE EXECUTIVE COMPENSATION | Effective Date 07/21/2009 Revision Date Board Approved 07/21/2009 Program Philosophy and Objectives The Wisconsin Dells Visitor & Convention Bureau's (WDV&CB) primary objective is to provide a reasonable and competitive total compensation opportunity for all staff (executive staff has a separate compensation policy) consistent with market-based compensation practices for individuals possessing the experience and skills needed to execute the programs of the organization The organization's staff compensation program is designed to o Encourage the attraction and retention of high-caliber staff o Provide a competitive total compensation package, including benefits o Reinforce the goals of the organization by supporting teamwork and collaboration o Ensure that pay is perceived to be fair and equitable o Be flexible to reward individual accomplishments as well as organizational success o Ensure that the program is easy to explain, understand, and administer o Balance the need to be competitive with the limits of available financial resources o Ensure that the program complies with state and federal legislation Program Market Position While the WDV&CB focuses on comparable organizations in our state to benchmark pay, we also understand that the market for talent may be broader than this group Market information from additional market segments and published not-for-profit compensation surveys may be used as a supplement In addition, the WDV&CB may also collect other published survey data, when appropriate, for for-profit organizations for specific functional competencies such as finance and human resources Together with data from the comparable organizations, data from these market segments are used to form a "market composite" to assess the competitiveness of compensation Programs are designed to be flexible so that compensation can be above or below the median based on experience, performance, and business need to attract and retain specific talent Governance and Procedures The WDV&CB's staff compensation program is administered by the executive director, along with appropriate management personnel, of the WDV&CB The executive director and management staffs (known as the compensation team) are responsible for establishing and maintaining a competitive compensation program for the staff of the organization The compensation team meets as needed to review the compensation program and make changes as appropriate Any member of the management staff that is a member of the compensation team will not have any input or ability to deliberate or approve their own compensation package |

| Identifier | Return Reference | Explanation |
|---|---|---|
| FORM 990, PART VI, SECTION C, LINE 19 | GOVERNING & CONFLICT OF INTEREST DOCUMENTS AVAILABLE TO THE PUBLIC | THE ORGANIZATION MAKES ITS GOVERNING DOCUMENTS, FINANCIAL STATEMENTS and CONFLICT OF INTEREST POLICY AVAILABLE TO THE PUBLIC UPON REQUEST |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME JILL DIEHL TITLE PRESIDENT HOURS 2 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME TIM GANTZ TITLE VICE PRESIDENT HOURS 2 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME KENNETH FOSTER TITLE SECRETARY/TREASURER HOURS 2 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME DAN GAVINSKI TITLE DIRECTOR HOURS 2 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME HEATHER SWEET TITLE DIRECTOR HOURS 1 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME THOMAS DIEHL TITLE DIRECTOR HOURS 1 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| HOURS DEVOTED FOR RELATED ORGANIZATION | FORM 990 PART VII | NAME ROMY SNYDER TITLE EXECUTIVE DIRECTOR HOURS 1 |

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# SCHEDULE R (Form 990)

Department of the Treasury
Internal Revenue Service

## Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.
▶ Attach to Form 990. ▶ See separate instructions.

OMB No 1545-0047

**2010**

**Open to Public Inspection**

**Name of the organization**
WISCONSIN DELLS VISITOR & CONVENTION BUREAU INC

**Employer identification number**
39-0712705

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

| (a) Name, address, and EIN of disregarded entity | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Total income | (e) End-of-year assets | (f) Direct controlling entity |
|---|---|---|---|---|---|
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**Part II Identification of Related Tax-Exempt Organizations** (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Exempt Code section | (e) Public charity status (if section 501(c)(3)) | (f) Direct controlling entity | (g) Section 512(b)(13) controlled organization | |
|---|---|---|---|---|---|---|---|
| | | | | | | Yes | No |
| **(1)** WISCONSIN DELLS FESTIVALS INC<br>PO BOX 390<br>WISCONSIN DELLS, WI 53965<br>39-1701358 | SPECIAL EVENT | WI | 501(C)(6) | N/A | NA | | |
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**Part III** **Identification of Related Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Direct controlling entity | (e) Predominant income (related, unrelated, excluded from tax under sections 512-514) | (f) Share of total income | (g) Share of end-of-year assets | (h) Disproprtionate allocations? Yes | (h) No | (i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065) | (j) General or managing partner? Yes | (j) No | (k) Percentage ownership |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
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**Part IV** **Identification of Related Organizations Taxable as a Corporation or Trust** (Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

| (a) Name, address, and EIN of related organization | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Direct controlling entity | (e) Type of entity (C corp, S corp, or trust) | (f) Share of total income | (g) Share of end-of-year assets | (h) Percentage ownership |
|---|---|---|---|---|---|---|---|
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## Part V Transactions With Related Organizations (Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35, 35A, or 36.)

**Note.** Complete line 1 if any entity is listed in Parts II, III or IV

| | | Yes | No |
|---|---|---|---|
| **1** | During the tax year, did the orgranization engage in any of the following transactions with one or more related organizations listed in Parts II-IV? | | |
| **a** | Receipt of **(i)** interest **(ii)** annuities **(iii)** royalties **(iv)** rent from a controlled entity | **1a** | **No** |
| **b** | Gift, grant, or capital contribution to other organization(s) | **1b** | **Yes** |
| **c** | Gift, grant, or capital contribution from other organization(s) | **1c** | **No** |
| **d** | Loans or loan guarantees to or for other organization(s) | **1d** | **No** |
| **e** | Loans or loan guarantees by other organization(s) | **1e** | **No** |
| **f** | Sale of assets to other organization(s) | **1f** | **No** |
| **g** | Purchase of assets from other organization(s) | **1g** | **No** |
| **h** | Exchange of assets | **1h** | **No** |
| **i** | Lease of facilities, equipment, or other assets to other organization(s) | **1i** | **No** |
| **j** | Lease of facilities, equipment, or other assets from other organization(s) | **1j** | **No** |
| **k** | Performance of services or membership or fundraising solicitations for other organization(s) | **1k** | **No** |
| **l** | Performance of services or membership or fundraising solicitations by other organization(s) | **1l** | **No** |
| **m** | Sharing of facilities, equipment, mailing lists, or other assets | **1m** | **Yes** |
| **n** | Sharing of paid employees | **1n** | **Yes** |
| **o** | Reimbursement paid to other organization for expenses | **1o** | **Yes** |
| **p** | Reimbursement paid by other organization for expenses | **1p** | **No** |
| **q** | Other transfer of cash or property to other organization(s) | **1q** | **No** |
| **r** | Other transfer of cash or property from other organization(s) | **1r** | **No** |

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

| | (a) Name of other organization | (b) Transaction type(a-r) | (c) Amount involved | (d) Method of determining amount involved |
|---|---|---|---|---|
| **(1)** | | | | |
| **(2)** | | | | |
| **(3)** | | | | |
| **(4)** | | | | |
| **(5)** | | | | |
| **(6)** | | | | |

**Part VI** **Unrelated Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" on Form 990, Part IV, line 37.)

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

| (a) Name, address, and EIN of entity | (b) Primary activity | (c) Legal domicile (state or foreign country) | (d) Are all partners section 501(c)(3) organizations? | | (e) Share of end-of-year assets | (f) Disproprtionate allocations? | | (g) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065) | (h) General or managing partner? | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Yes | No | | Yes | No | | Yes | No |
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## Part VII Supplemental Information

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

| Identifier | Return Reference | Explanation |
|---|---|---|