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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

A For the 2010 calendar year, or tax year beginning _____, and ending _____

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

C Name of organization **CITY CENTRO INC**
D Employer identification number **39-1672830**
 Doing Business As
DOWNTOWN WEST BEND ASSOCIATION

Number and street (or P O box if mail is not delivered to street address) Room/suite
128 S 6TH AVE **STE 1**

City or town, state or country, and ZIP + 4
WEST BEND WI 53095

E Telephone number **262-338-3909**

F Name and address of principal officer

G Gross receipts \$ **197,889**

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

I Tax-exempt status 501(c)(3) 501(c) (**4**) ◀ (insert no) 4947(a)(1) or 527

J Website ▶ **DOWNTOWNWESTBEND.COM**

K Form of organization Corporation Trust Association Other ▶

L Year of formation **M** State of legal domicile

H(c) Group exemption number ▶

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities PRESERVE AND PROMOTE THE HISTORICAL DOWNTOWN DISTRICT		
	2 Check this box <input type="checkbox"/> 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	11
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	0
	5 Total number of individuals employed in calendar year 2010 (Part V, line 2a)	5	3
	6 Total number of volunteers (estimate if necessary)	6	
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	
b Net unrelated business taxable income from Form 990-T, line 34	7b	0	
Revenue	8 Contributions and grants (Part VIII, line 1h)		
	9 Program service revenue (Part VIII, line 2g)	141,062	148,604
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	636	565
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	62,032	48,720
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	203,730	197,889
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		
	14 Benefits paid to or for members (Part IX, column (A), line 4)		
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	67,090	73,662
	16a Professional fundraising fees (Part IX, column (A), line 11e)		
	b Total fundraising expenses (Part IX, column (D), line 25) ▶		
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	100,890	107,162	
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	167,980	180,824	
19 Revenue less expenses. Subtract line 18 from line 12	35,750	17,065	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	234,112	251,177
	21 Total liabilities (Part X, line 26)	0	0
	22 Net assets or fund balances. Subtract line 21 from line 20	234,112	251,177

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 ▶ *Josephine J. Minskey*
 Signature of officer **Josephine J. Minskey**
 Date **10-1-12**
 Type or print name and title

Paid Preparer Use Only

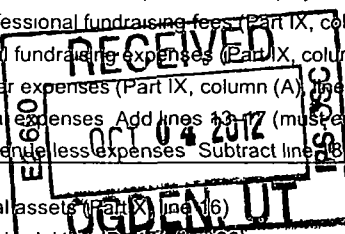
Print/Type preparer's name **JON J KIECKHAFFER** Preparer's signature *[Signature]* Date **08/12/11** Check if self-employed PTIN **P00151914**

Firm's name ▶ **KIECKHAFFER, DIETZLER, HAUSER, LLP** Firm's EIN ▶ **39-0843014**

Firm's address ▶ **PO BOX 637 WEST BEND, WI 53095-0637** Phone no **262-334-2341**

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

SCANNED OCT 28 2012



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

PRESERVE AND PROMOTE THE HISTORICAL DOWNTOWN DISTRICT

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 \$ 29,747 including grants of \$) (Revenue \$)
VARIOUS PROMOTIONAL EVENTS AND INFORMATION RESOURCE

4b (Code) (Expenses \$ 23,396 including grants of \$) (Revenue \$)
DESIGN ASSISTANCE, BEAUTIFICATION, AND IMPROVEMENTS

4c (Code) (Expenses \$ 42,454 including grants of \$) (Revenue \$)
ASSISTANCE WITH ADVERTISING PUBLICATION

4d Other program services (Describe in Schedule O)
(Expenses \$ 11,578 including grants of \$) (Revenue \$)

4e Total program service expenses ▶ 107,175

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		X
2	Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)		X
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		X
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		
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		X
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		X
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		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
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		X
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		X
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, line 10? If "Yes," complete Schedule D, Part VI		X
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		X
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		X
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		X
e	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X		X
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		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII		X
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		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?		X
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		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Parts II and IV		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Parts III and IV		X
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)		X
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		X
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		X
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H		X
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)		
20b			

Part IV Checklist of Required Schedules (continued)

	Yes	No
21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X
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		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J		X
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K If "No," go to line 25		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
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?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
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		X
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		X
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		X
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		X
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		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
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		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
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		X
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		X
35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?		X
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		
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		
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		X
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		X

Yes No

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.		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.		
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		X
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.		
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? <small>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).</small>	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?		X
3b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O.		
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)?		X
4b	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?		X
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?		
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?		X
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
7a	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?		
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
7d	If "Yes," indicate the number of Forms 8282 filed during the year.		
7e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		
7g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
7h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
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?		
9	Sponsoring organizations maintaining donor advised funds.		
9a	Did the organization make any taxable distributions under section 4966?		
9b	Did the organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter		
10a	Initiation fees and capital contributions included on Part VIII, line 12.		
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.		
11	Section 501(c)(12) organizations. Enter		
11a	Gross income from members or shareholders.		
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
13a	Is the organization licensed to issue qualified health plans in more than one state? <small>Note. See the instructions for additional information the organization must report on Schedule O.</small>		
13b	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.		
13c	Enter the amount of reserves on hand.		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
14b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.		

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

Check if Schedule O contains a response 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		
1b	Enter the number of voting members included in line 1a, above, who are independent.		
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?		X
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?		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		X
6	Does the organization have members or stockholders?		X
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?		X
7b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
8a	The governing body?	X	
8b	Each committee with authority to act on behalf of the governing body?	X	
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		X

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?		X
10b	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?		
11a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form?		X
11b	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		X
12b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
12c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done		
13	Does the organization have a written whistleblower policy?		X
14	Does the organization have a written document retention and destruction policy?		X
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?		
15a	The organization's CEO, Executive Director, or top management official		X
15b	Other officers or key employees of the organization		X
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?		X
16b	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?		

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 Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply.
 Own website Another's website Upon request
- 19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization JOSEPHINE MINSKEY 128 S 6TH AVE STE 1

WEST BEND

WI 53095

262-338-3909

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 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 organizations 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) SEE STATEMENT	0.00							0	0	0
(2)										
(3)										
(4)										
(5)										
(6)										
(7)										
(8)										
(9)										
(10)										
(11)										
(12)										
(13)										
(14)										
(15)										
(16)										

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)										
(18)										
(19)										
(20)										
(21)										
(22)										
(23)										
(24)										
(25)										
(26)										
(27)										
(28)										
1b Sub-total							▶			
c Total from continuation sheets to Part VII, Section A							▶			
d Total (add lines 1b and 1c)							▶			

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 ▶ 0

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

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

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

	Yes	No
3		X
4		X
5		X

Section B. Independent Contractors

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

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

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ▶ 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				
	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					
Program Service Revenue	2a BID DISTRICT ASSESSMENT	Busn Code	148,604	148,604		
	b					
	c					
	d					
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f		148,604			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		565	565		
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross Rents	(i) Real				
		(ii) Personal				
	b Less rental exps					
	c Rental inc or (loss)					
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	(i) Securities				
		(ii) Other				
	b Less cost or other basis & sales exps					
	c Gain or (loss)					
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c) See Part IV, line 18	a				
	b Less direct expenses	b				
	c Net income or (loss) from fundraising events					
	9a Gross income from gaming activities See Part IV, line 19	a				
	b Less direct expenses	b				
	c Net income or (loss) from gaming activities					
	10a Gross sales of inventory, less returns and allowances	a				
b Less cost of goods sold	b					
c Net income or (loss) from sales of inventory						
Miscellaneous Revenue		Busn Code				
11a MUSIC ON MAIN		33,075	33,075			
b FARMERS MARKET		16,468	16,468			
c GERMANFEST		10,004	10,004			
d All other revenue		-10,827	-10,827			
e Total. Add lines 11a-11d		48,720				
12 Total revenue. See instructions		197,889	197,889	0	0	

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				
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees				
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	66,411	22,811	43,600	
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)				
9 Other employee benefits	1,500		1,500	
10 Payroll taxes	5,751	1,976	3,775	
11 Fees for services (non-employees)				
a Management				
b Legal				
c Accounting				
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other				
12 Advertising and promotion				
13 Office expenses	10,100		10,100	
14 Information technology				
15 Royalties				
16 Occupancy	9,900		9,900	
17 Travel				
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	693		693	
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	2,712		2,712	
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 DOWNTOWN PUBLICATION	42,454	42,454		
b DESIGN	23,396	23,396		
c FACADE GRANT PROGRAM	8,295	8,295		
d PROMOTION	4,960	4,960		
e ECONOMIC RESTRUCTURING	2,100	2,100		
f All other expenses	2,552	1,183	1,369	
25 Total functional expenses. Add lines 1 through 24f	180,824	107,175	73,649	0
26 Joint costs. Check here <input type="checkbox"/> 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	44,179	1	13,467
	2	Savings and temporary cash investments	189,933	2	237,710
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net		4	
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)), 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)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	10a		
	b	Less accumulated depreciation	10b	10c	
	11	Investments—publicly traded securities		11	
	12	Investments—other securities See Part IV, line 11		12	
	13	Investments—program-related See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets See Part IV, line 11		15	
16	Total assets. Add lines 1 through 15 (must equal line 34)	234,112	16	251,177	
Liabilities	17	Accounts payable and accrued expenses		17	
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability Complete Part IV of Schedule D		21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities Complete Part X of Schedule D		25	
	26	Total liabilities. Add lines 17 through 25	0	26	0
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27	Unrestricted net assets	234,112	27	251,177
	28	Temporarily restricted net assets		28	
	29	Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> 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	234,112	33	251,177
34	Total liabilities and net assets/fund balances	234,112	34	251,177	

Part XI Reconciliation 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	197,889
2	Total expenses (must equal Part IX, column (A), line 25)	2	180,824
3	Revenue less expenses Subtract line 2 from line 1	3	17,065
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	234,112
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	251,177

Part XII Financial Statements and Reporting

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

- 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?
- 2b Were the organization's financial statements audited by an independent accountant?
- 2c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O
- d If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both:
 Separate basis Consolidated basis Both consolidated and separate basis
- 3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?
- 3b 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

	Yes	No
2a		X
2b		X
2c		
3a		
3b		

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 990-EZ 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	CITY CENTRO INC DOWNTOWN WEST BEND ASSOCIATION	Employer identification number	39-1672830
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FORM 990, PART III, LINE 4D - ALL OTHER ACHIEVEMENTS

VARIOUS RETAIL EVENTS

FORM 990, PART VI, LINE 11B - ORGANIZATION'S PROCESS TO REVIEW FORM 990

NO REVIEW WAS OR WILL BE CONDUCTED.

FORM 990, PART VI, LINE 19 - GOVERNING DOCUMENTS DISCLOSURE EXPLANATION

NO DOCUMENTS AVAILABLE TO THE PUBLIC

Federal Statements

Form 990, Part IX, Line 24f - All Other Expenses

Description	Total Expenses	Program Service	Management & General	Fund Raising
PROFESSIONAL DEVELOPMENT ORGANIZATION	\$ 1,369	\$ 1,183	\$ 1,369	\$
TOTAL	\$ 2,552	\$ 1,183	\$ 1,369	\$ 0

DWBA - December 2010

INCOME	DEC	YTD	BUDGET	VARIANCE
<i>BID Assessment</i>	\$9,756.40	\$148,604.40	\$134,845.00	\$13,759.40
<i>Outside Support</i>	\$0.00	\$0.00	\$25,000.00	(\$25,000.00)
<i>Interest on Savings</i>	\$26.46	\$186.73	\$0.00	\$186.73
Events				
Germanfest	\$0.00	\$0.00	\$20,000.00	(\$20,000.00)
Farmers' Market	\$450.00	\$23,791.50	\$26,150.00	(\$2,358.50)
Music on Main	\$0.00	\$75,527.50	\$45,200.00	\$30,327.50
Winter on Main	\$1,125.00	\$4,187.00	\$4,725.00	(\$538.00)
New Event	\$40.00	\$40.00	\$7,050.00	(\$7,010.00)
TOTAL INCOME	\$11,397.86	\$252,337.13	\$262,970.00	(\$10,632.87)
EXPENSES				
ECONOMIC RESTRUCTURING				
<i>Recruitment</i>				
Marketing Materials (binder, map, etc)	\$0.00	\$2,100.00	\$2,500.00	(\$400.00)
<i>Retention</i>				
Newsletter (from Organization)	\$0.00	\$0.00	\$3,300.00	(\$3,300.00)
<i>Financial Assistance</i>				
Façade Grant Program	\$595.00	\$8,295.00	\$25,000.00	(\$16,705.00)
TOTAL ECONOMIC RESTRUCTURING	\$595.00	\$10,395.00	\$30,800.00	(\$20,405.00)
PROMOTION				
<i>Events</i>				
Germanfest (included in Events Income)	(\$2,367.48)	\$2,134.31	\$0.00	\$2,134.31
Farmer's Market	\$1,650.00	\$7,323.06	\$7,775.00	(\$451.94)
Music on Main	\$1,641.38	\$42,452.44	\$29,980.00	\$12,472.44
Winter on Main	\$4,983.55	\$9,397.07	\$4,700.00	\$4,697.07
New Event	\$0.00	\$5,657.11	\$6,550.00	(\$892.89)
<i>DWB Advertising/Marketing</i>				
Website Design & Maintenance	\$690.00	\$3,490.00	\$3,600.00	(\$110.00)
General Advertising & Design	\$300.00	\$1,470.48	\$6,000.00	(\$4,529.52)
Downtown Newspaper	\$13,184.72	\$42,454.01	\$10,000.00	\$32,454.01
TOTAL PROMOTION	\$20,082.17	\$114,378.48	\$68,605.00	\$45,773.48
DESIGN				
<i>Streetscape</i>				
Banners	\$0.00	\$0.00	\$500.00	(\$500.00)
Flower Baskets/Maintenance of Baskets/Landscaping	\$0.00	\$9,318.00	\$9,500.00	(\$182.00)
Landscape Bed removal/refurbishment	\$0.00	\$0.00	\$5,500.00	(\$5,500.00)
Mural on Muggles Building	\$0.00	\$0.00	\$1,000.00	(\$1,000.00)
Cable (Music)	\$31.52	\$346.72	\$500.00	(\$153.28)
Lights (Electric)	\$1,157.87	\$6,165.77	\$5,500.00	\$665.77
Seasonal Enhancements	\$334.71	\$4,183.14	\$4,500.00	(\$316.86)
Repair Speaker Pole	\$0.00	\$0.00	\$2,500.00	(\$2,500.00)

<i>Signage</i>					
Sign Grant Program	\$0.00	\$1,000.00		\$1,600.00	(\$600.00)
Kiosks/Directones	\$0.00	\$0.00		\$1,000.00	(\$1,000.00)
<i>Light Program Extension</i>					
Repair/Re-install	\$0.00	\$110.00		\$2,500.00	(\$2,390.00)
Special Projects	\$2,272.00	\$2,272.00		\$2,500.00	(\$228.00)
TOTAL DESIGN	\$3,796.10	\$23,395.63	✓	\$37,100.00	(\$13,476.37)
ORGANIZATION					
<i>Fundraising Sources</i>	\$0.00	\$0.00		\$500.00	(\$500.00)
<i>Volunteer Recruitment</i>	\$25.00	\$32.75		\$500.00	(\$467.25)
<i>Awards and Recognition</i>	\$13.00	\$129.29		\$1,500.00	(\$1,370.71)
<i>Administrative</i>					
Dues and Subscriptions	\$200.00	\$1,020.80		\$600.00	\$420.80
TOTAL ORGANIZATION	\$238.00	\$1,182.84	✓	\$3,100.00	(\$1,917.16)
OPERATIONS & PERSONNEL					
<i>Operations</i>					
Rent	\$0.00	\$9,900.00	✓	\$10,800.00	(\$900.00)
Insurance	\$0.00	\$2,712.00	✓	\$2,500.00	\$212.00
Meetings	\$45.86	\$693.01	✓	\$1,000.00	(\$306.99)
Postage	\$132.00	\$1,555.59	✓	\$1,500.00	\$55.59
Phone/Internet	\$361.30	\$2,900.45		\$3,500.00	(\$599.55)
Office Equipment	\$0.00	\$3,110.10		\$4,000.00	(\$889.90)
Office Supplies	\$134.64	\$2,533.17		\$4,000.00	(\$1,466.83)
<i>Personnel</i>					
Executive Director	\$3,633.35	\$43,600.09	✓	\$43,165.00	\$435.09
Program Coordinator	\$1,980.01	\$22,676.49		\$30,265.00	(\$7,588.51)
Contingency	\$36.00	\$134.50		\$1,000.00	(\$865.50)
Payroll Taxes	\$444.55	\$5,751.10	✓	\$6,370.95	(\$619.85)
Benefits	\$0.00	\$1,500.00	✓	\$3,000.00	(\$1,500.00)
Professional Development	\$0.00	\$1,369.38	✓	\$3,000.00	(\$1,630.62)
TOTAL OPERATIONS & PERSONNEL	\$6,767.71	\$98,435.88		\$114,100.95	(\$15,665.07)
RESERVE FUNDS				\$10,000.00	(\$31,330.14)
TOTAL EXPENSES	\$31,478.98	\$247,787.83		\$263,705.95	(\$5,690.12)
Net Change in Fund Balance	(\$20,081.12)	\$4,549.30		Checking	\$ 3,558.32
Beginning Fund Balance	\$ 130,282.76	\$ 105,652.34		Money Market	\$ 106,643.32
Ending Fund Balance	\$ 110,201.64	\$110,201.64		Total	\$ 110,201.64

120,460.14

234,112.48

+ Gles+ 170,975.91

+17,065.07

Income

251,177.55

GERMANFEST 2010
JANUARY 1, 2010 THROUGH DECEMBER 31, 2010

	INCOME	EXPENSE	NET	2009
BEER	53,617.35	12,221.50	41,395.85	33,233.84
DESSERT	11,138.93	6,387.92	4,751.01	4,713.49
DONATIONS	12,000.00	3,550.00	8,450.00	5,875.00
PANCAKE BREAKFAST	3,334.00	1,752.94	1,581.06	270.95
PROGRAM BOOKLET	5,400.00	274.00	5,126.00	2,643.00
RAFFLE	3,248.00	125.00	3,123.00	3,446.00
ROOT BEER	4,613.45	430.73	4,182.72	3,092.91
SHEEPHEAD	1,524.30	-	1,524.30	1,112.70
SOUVINER	1,595.25	502.80	1,092.45	1,126.22
VENDOR DEPOSITS	4,000.00	-	4,000.00	4,500.00
VENDOR FEES	7,426.97	-	7,426.97	6,052.59
ADVERTISING	-	11,582.47	(11,582.47)	(8,457.99)
BANK CHARGES	-	112.41	(112.41)	(99.93)
GROUNDS	-	32,850.46	(32,850.46)	(14,333.84)
MISCELLANEOUS	-	-	-	(279.30)
MUSIC/ENTERTAINMENT	-	23,725.61	(23,725.61)	(15,000.00)
OFFICE EXPENSE	-	74.90	(74.90)	(414.70)
PERMITS	-	255.00	(255.00)	(245.00)
VOLUNTEER	-	1,496.80	(1,496.80)	(1,144.55)
X_MAS DECORATIONS	-	417.95	(417.95)	(480.00)
BACK-UP MONEY	8,760.00	8,760.00	-	-
	<u>116,658.25</u>	<u>104,520.49</u>	<u>12,137.76</u>	<u>25,611.39</u>
BEG. BAL. (01/01/2010)				
CHECKING	9,410.90			
MONEY MARKET	119,049.24			
TOTAL	<u>128,460.14</u>			
INCOME	12,137.76 ✓			
INTEREST	378.01			
TRANSFERS TO DOWNTOWN	-			
END. BAL. (11/30/2010)	<u>140,975.91</u>			
CHECKING	9,908.66			
MONEY MARKET	131,067.25			
TOTAL	<u>140,975.91</u>			

