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2010

Open to Public Inspection

Form **990-EZ**

Department of the Treasury
Internal Revenue Service

Short Form

Return of Organization Exempt From Income Tax

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

► Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.

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

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

VISIT AURORA INC

Number and street (or P O box, if mail is not delivered to street address)
15151 E ALAMEDA PKWY 5TH FLR

Room/suite

City or town, state or country, and ZIP + 4
AURORA, CO 80013

D Employer identification number

80-0536531

E Telephone number

(303) 326-8698

F Group Exemption
Number 

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

Website: WWW.VISITAURORA.COM

H Check ☐ if the organization is **not** required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

J Tax-Exempt status(check only one)— ☐ 501(c)(3) ☒ 501(c)(6) ☐ (insert no) ☐ 4947(a)(1) or ☐ 527

K Check ☐ if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ. \$ 112,000

Part I **Revenue, Expenses, and Changes in Net Assets or Fund Balances** (See the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I ☒

Revenue	1	Contributions, gifts, grants, and similar amounts received				1	112,000
	2	Program service revenue including government fees and contracts				2	
	3	Membership dues and assessments				3	
	4	Investment income				4	
	5a	Gross amount from sale of assets other than inventory		5a		5c	
	b	Less cost or other basis and sales expenses		5b	0		
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)					
	6	Gaming and fundraising events				6d	0
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)		6a			
	b	Gross income from fundraising events (not including \$ 0 of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceed \$15,000)					
	c	Less direct expenses from gaming and fundraising events		6c	0		
	d	Net income or (loss) from gaming and fundraising events (Add lines 6a and 6b and subtract line 6c)					
	7a	Gross sales of inventory, less returns and allowances		7a		7c	
	b	Less cost of goods sold		7b	0		
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)						
8	Other revenue (describe in Schedule O)				8		
9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8				9	112,000	
Expenses	10	Grants and similar amounts paid (list in Schedule O)				10	
	11	Benefits paid to or for members				11	
	12	Salaries, other compensation, and employee benefits				12	6,518
	13	Professional fees and other payments to independent contractors				13	6,709
	14	Occupancy, rent, utilities, and maintenance				14	
	15	Printing, publications, postage, and shipping				15	
	16	Other expenses (describe in Schedule O)				16	3,364
17	Total expenses. Add lines 10 through 16				17	16,591	
Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)				18	95,409
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)				19	
	20	Other changes in net assets or fund balances (explain in Schedule O)				20	
	21	Net assets or fund balances at end of year Combine lines 18 through 20				21	95,409

Part II Balance Sheets

Check if the organization used Schedule O to respond to any question in this Part II ☐

(See the instructions for Part II)		(A) Beginning of year	(B) End of year	
22	Cash, savings, and investments		22	95,409
23	Land and buildings		23	
24	Other assets (describe in Schedule O)		24	
25	Total assets	0	25	95,409
26	Total liabilities (describe in Schedule O)		26	
27	Net assets or fund balances (line 27 of column (B) must agree with line 21) .	0	27	95,409

Part III Statement of Program Service Accomplishments

Check if the organization used Schedule O to respond to any question in this Part III ☐

What is the organization's primary exempt purpose?
VISIT AURORA, INC MISSION TO SERVE AS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FO THE CITY OF AURORA COLORADO IN THE CAPACITY, THE ORGANIZATION'S MISSION IS TO MARKET AURORA AS A DESTINIATION FOR TOURISTS, MEETINGS, CONVENTIONS, EVETNS AND SPORTS TOURNATMENTS IN ORDER TO INCREASE VISTOR SPENDING, NON-RESIDENT TAX GENERATION, JOB CREATION AND ENHANCED QUALITY OF LIFE

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

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

28	PROMOTION OF THE CITY OF AURORA (Grants \$ 16,591) If this amount includes foreign grants, check here ☐	28a	
29	 (Grants \$) If this amount includes foreign grants, check here ☐	29a	
30	 (Grants \$) If this amount includes foreign grants, check here ☐	30a	
31	Other program services (describe in Schedule O) (Grants \$) If this amount includes foreign grants, check here ☐	31a	
32	Total program service expenses (add lines 28a through 31a)	32	16,591

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

Check if the organization used Schedule O to respond to any question in this Part IV ☒

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-.)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
See Additional Data Table				

Part V

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

Check if the organization used Schedule O to respond to any question in this Part V ☐

			Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O	33		No
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)	34		No
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T			
a	Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements?	35a		No
b	If "Yes," has it filed a tax return on Form 990-T for this year? (see instructions)	35b		
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N	36		No
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions 	37a		
b	Did the organization file Form 1120-POL for this year?	37b		No
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?	38a		No
b	If "Yes," complete Schedule L, Part II and enter the total amount involved	38b		
39	Section 501(c)(7) organizations. Enter			
a	Initiation fees and capital contributions included on line 9	39a		0
b	Gross receipts, included on line 9, for public use of club facilities	39b		0
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under section 4911  , section 4912  , section 4955 			
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	40b		
c	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 . . . 			
d	Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization 			
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	40e		No
41	List the states with which a copy of this return is filed 			
42a	The organization's books are in care of  GARY WHEAT Telephone no  (303) 326-8698 15151 E ALAMEDA PKSY 5TH FLOOR Located at  AURORA, CO ZIP + 4  80013			
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country  See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts .	42b	Yes	No
c	At any time during the calendar year, did the organization maintain an office outside of the U S ? If "Yes," enter the name of the foreign country 	42c		No
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 —Check here ☐ and enter the amount of tax-exempt interest received or accrued during the tax year . . . 	43		
44a	Did the organization maintain any donor advised funds? If "Yes", Form 990 must be completed instead of Form 990-EZ.	44a	Yes	No
b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	44b		No
c	Did the organization receive any payments for indoor tanning services during the year?	44c		No
d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	44d		No

		Yes	No
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If 'Yes,' Form 990 and Schedule R must be completed instead of Form990-EZ		No
45a	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,' Form 990 and Schedule R must be completed instead of Form990-EZ		No
46	Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		No

Part VI

Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.
All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52.
Check if the organization used Schedule O to respond to any question in this Part VI

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

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

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
NONE				

50(f) Total number of other employees paid over \$100,000

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

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
NONE		

51(d) Total number of other independent contractors each receiving over \$100,000

52 Did the organization complete Schedule A? NOTE: All Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A Yes No

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	Signature of officer		Date		
	GARY WHEAT President & CEO				
Paid Preparer's Use Only	Preparer's signature	JEFFREY COHEN CPA ABV CFF CVA CFFA	Date	Check if self-employed	Preparer's taxpayer identification number (See instructions)
	Firm's name (or yours if self-employed), address, and ZIP + 4				EIN
	AURORA, CO 800143323				Phone no (303) 337-4288

May the IRS discuss this return with the preparer shown above? See instructions Yes No

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

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Name of the organization VISIT AURORA INC	Employer identification number 80-0536531
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Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 5	Other Expenses 5	BANK CHARGES \$10

Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 4	Other Expenses 4	BUSINESS MEALS \$45

Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 3	Other Expenses 3	OTHER EMPLOYEE EXP \$397

Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 2	Other Expenses 2	MEMBERSHIPS \$950

Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 1	Other Expenses 1	PRINTING \$1850

Identifier	Return Reference	Explanation
Form 990-EZ, Part I, Line 16 1002	Other Expenses 1002	Office Expenses \$112

Additional Data

Software ID: 10000105
Software Version: 2010v3.2
EIN: 80-0536531
Name: VISIT AURORA INC

Form 990EZ, Part IV - List of Officers, Directors, Trustees, and Key Employees

(A) Name and address	(B) Title and average hours per week devoted to position	(C) Compensation (If not paid, enter -0-.)	(D) Contributions to employee benefit plans & deferred compensation	(E) Expense account and other allowances
KEVIN HOUGEN 14305 E ALAMEDA AVE STE 300 AURORA,CO 80012	Director 0	0		
DICK HINSON 14001 E ILIFF AVE AURORA,CO 80014	Director 0	0		
DON WOODIN 15500 E 40TH AVE DENVER,CO 80239	Director 0	0		
KEVIN DELANGE 15120 E HAMPDEN AVE AURORA,CO 80014	Director 0	0		
ROBIN WANDSCHNEIDER 15305 E COLFAX AVE AURORA,CO 80011	Director 0	0		
KIETH PETERSON 1536 GILPIN ST DENVER,CO 80218	Director 0	0		
MARK MOSES 22233 E DORADO AVE AURORA,CO 80015	Director 0	0		
KIM STUART 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80012	Director 0	0		
TOM BARRETT 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80012	Director 0	0		
MELISSA MILLER 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80012	Director 0	0		
ED TAUER MAYOR 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80012	Director 0	0		
JEFF NEMEC 6155 MAIN ST AURORA,CO 80207	Director 0	0		
GARDINE HAMMOND 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80013	Director 0	0		
BRAD PIERCE 15151 E ALAMEDA PKWY 5TH FLR AURORA,CO 80012	Director 0	0		
JANE MCGRATH 3868 S EAGLE ST AURORA,CO 80014	Director 0	0		

Form 990EZ, Part IV - List of Officers, Directors, Trustees, and Key Employees

(A) Name and address	(B) Title and average hours per week devoted to position	(C) Compensation (If not paid, enter -0-.)	(D) Contributions to employee benefit plans & deferred compensation	(E) Expense account and other allowances
JILL FARNHAM 5015 S EVANSTON ST AURORA, CO 80015	Treasurer 0	0		
GIAN GANDOLFO 16475 E 40TH CR AURORA, CO 80011	Chairman 0	0		
GARY WHEAT 15151 E ALAMEDA PKWY 5TH FLR AURORA, CO 80013	President & CEO 40 00	5,893		