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Form **990-EZ**

Department of the Treasury
Internal Revenue Service

# Short Form
# Return of Organization Exempt From Income Tax

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

▶ Sponsoring organizations of donor advised funds, 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*

OMB No 1545-1150

**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
Downtown Business Association

Number and street (or P O box, if mail is not delivered to street address) | Room/suite
PO Box 20849

City or town, state or country, and ZIP + 4
Juneau, AK 99802

**D Employer identification number**
92-0099524

**E** Telephone number
(907) 586-3686

**F** Group Exemption Number ▶

**G** Accounting method ☑ Cash ☐ Accrual Other (specify) ▶

**I Website:** ▶ N/A

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

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

**K** Check ▶ ☐ if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than $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 ▶ $ 78,949

## 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 | |
| | 2 | Program service revenue including government fees and contracts | | 2 | 53,089 |
| | 3 | Membership dues and assessments | | 3 | 11,300 |
| | 4 | Investment income | | 4 | |
| | 5a | Gross amount from sale of assets other than inventory | 5a | | |
| | b | Less cost or other basis and sales expenses | 5b | 0 | |
| | c | Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) | | 5c | |
| | 6 | Gaming and fundraising events | | | |
| | a | Gross income from gaming (attach Schedule G if greater than $15,000) | 6a | 14,560 | |
| | 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 | 8,258 | |
| | d | Net income or (loss) from gaming and fundraising events (Add lines 6a and 6b and subtract line 6c) | | 6d | 6,302 |
| | 7a | Gross sales of inventory, less returns and allowances | 7a | | |
| | b | Less cost of goods sold | 7b | 0 | |
| | c | Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) | | 7c | |
| | 8 | Other revenue (describe in Schedule O) | | 8 | |
| | 9 | **Total revenue.** Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 | | 9 | 70,691 |
| 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 | |
| | 13 | Professional fees and other payments to independent contractors | | 13 | 47,421 |
| | 14 | Occupancy, rent, utilities, and maintenance | | 14 | 4,000 |
| | 15 | Printing, publications, postage, and shipping | | 15 | |
| | 16 | Other expenses (describe in Schedule O) | | 16 | 24,976 |
| | 17 | **Total expenses.** Add lines 10 through 16 | | 17 | 76,397 |
| Net Assets | 18 | Excess or (deficit) for the year (Subtract line 17 from line 9) | | 18 | -5,706 |
| | 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 | 37,257 |
| | 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 | 31,551 |

## 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 | 36,509 | 22 | 30,803 |
| 23 Land and buildings | | 23 | |
| 24 Other assets (describe in Schedule O) | 748 | 24 | 748 |
| 25 **Total assets** | 37,257 | 25 | 31,551 |
| 26 **Total liabilities** (describe in Schedule O) | | 26 | |
| 27 **Net assets or fund balances** (line 27 of column (B) **must** agree with line 21) | 37,257 | 27 | 31,551 |

## Part III Statement of Program Service Accomplishments

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

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

What is the organization's primary exempt purpose?
Downtown Business Association participates in a marketing campaign, promoting the Juneau downtown business district A successful downtown gallery walk has been performed in which 5,000 residents participated--downtown business district sales increased

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

**28** Downtown Business Association participates in a marketing campaign, promoting the Juneau downtown business district A successful downtown gallery walk has been performed in which 5,000 residents participated Downtown Business Association operates a downtown tourist informational office which provides maps to local convention and tourist attractions DBA also provides a security patrol in the downtown business district
(Grants $ ) If this amount includes foreign grants, check here . . . ▶ ☐ **28a**

**29**
(Grants $ ) If this amount includes foreign grants, check here . . . ▶ ☐ **29a**

**30**
(Grants $ ) If this amount includes foreign grants, check here . . . ▶ ☐ **30a**

**31** Other program services (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**

## 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 | Yes | |
| b | If "Yes," has it filed a tax return on **Form 990-T** for this year? (see instructions) . . . . . | 35b | Yes | |
| 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 ▶ AK

42a The organization's books are in care of ▶ DOWNTOWN BUSINESS ASSOCIATION Telephone no ▶ (907) 586-3993

Located at ▶ PO BOX 20849 JUNEAU, AK ZIP + 4 ▶ 99802

| | | | Yes | No |
|---|---|---|---|---|
| b | At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? | 42b | | No |
| | 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.** | | | |
| c | At any time during the calendar year, did the organization maintain an office outside of the U S ? | 42c | | No |
| | If "Yes," enter the name of the foreign country ▶ _____ | | | |

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

| | | | Yes | No |
|---|---|---|---|---|
| 44a | Did the organization maintain any donor advised funds? *If "Yes", Form 990 must be completed instead of Form 990-EZ.* | 44a | | No |
| b | Did the organization operate one or more hospital facilities during the year? *If 'Yes,' Form 990 must be completed instead of Form990-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* | **45** | | 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* | **45a** | | 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 | **46** | | 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 | **47** | | |
| **48** Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E* | **48** | | |
| **49a** Did the organization make any transfers to an exempt non-charitable related organization? | **49a** | | |
| **b** If "Yes," was the related organization a section 527 organization? | **49b** | | |

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

| **(a)** Name and address of each employee paid more than $100,000 | **(b)** Title and average hours per week devoted to position | **(c)** Compensation | **(d)** Contributions to employee benefit plans & deferred compensation | **(e)** Expense account and other allowances |
|---|---|---|---|---|
| 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 — 2011-06-08 — Date

LARRY SPENCER President — Type or print name and title

**Paid Preparer's Use Only**

| Preparer's signature | Date | Check if self-employed ☐ | Preparer's taxpayer identification number (See instructions) |
|---|---|---|---|
| HIROYUKI KOIDA CPA | | | |

Firm's name (or yours if self-employed), address, and ZIP + 4: Altman Rogers & Company, 175 S Franklin St Suite 412, Juneau, AK 99801

EIN ▶

Phone no ▶ (907) 586-3993

May the IRS discuss this return with the preparer shown above? See instructions . . . . . ▶ ☐ **Yes** ☐ **No**

| efile GRAPHIC print - DO NOT PROCESS | As Filed Data - | DLN: 93492159002241 |
|---|---|---|

**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**
Downtown Business Association

**Employer identification number**
92-0099524

| Identifier | Return Reference | Explanation |
|---|---|---|
| Form 990-EZ, Part V, Line 35 | Reason for Income Not Reported on Form 990-T | The line 2 revenue is program service incomes for the organization's exempt purpose |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part II, Line 24 1003 | Other Assets 1003 | Machinery and Equipment - Beginning $748 Machinery and Equipment - Ending $748 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 7 | Other Expenses 7 | Web site $79 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 6 | Other Expenses 6 | BANK CHARGES $96 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 5 | Other Expenses 5 | LICENSE & PERMITS $170 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 4 | Other Expenses 4 | Gifts/Awards $375 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 3 | Other Expenses 3 | DUES $558 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 2 | Other Expenses 2 | Telephone $1138 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 1 | Other Expenses 1 | CONTRACT SVCS - Administration $4739 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 1012 | Other Expenses 1012 | Insurance $250 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 1002 | Other Expenses 1002 | Office Expenses $302 |

| Identifier | Return Reference | Explanation |
| --- | --- | --- |
| Form 990-EZ, Part I, Line 16 1001 | Other Expenses 1001 | Advertising and Promotion $17269 |

## Additional Data

**Software ID:** 10000105
**Software Version:** 2010v3.2
**EIN:** 92-0099524
**Name:** Downtown Business Association

### 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 |
|---|---|---|---|---|
| Susan Hickey<br>PO Box 20849<br>Juneau, AK 99802 | Member 1 00 | 0 | | |
| Leeann Thomas<br>175 S FRANKLIN<br>Juneau, AK 99801 | Member 2 50 | 0 | | |
| Donna Bellino<br>175 S FRANKLIN<br>Juneau, AK 99801 | Member 0 50 | 0 | | |
| Kathy Maka<br>175 S FRANKLIN<br>Juneau, AK 99801 | Member 0 50 | 0 | | |
| CARRIE GRAHAM<br>2 MARINE WAY ST 119<br>JUNEAU, AK 99801 | Member 0 50 | 0 | | |
| PAUL THOMAS<br>156 S FRANKLIN<br>JUNEAU, AK 99801 | Member 0 50 | 0 | | |
| JOHN DELGADO<br>217 SEWARD ST<br>JUNEAU, AK 99801 | Member 0 50 | 0 | | |
| Christy Ciambor<br>175 S FRANKLIN<br>Juneau, AK 99801 | Member 0 50 | 0 | | |
| MARK RIDGEWAY<br>4300 GLACIER HWY<br>JUNEAU, AK 99801 | Member 0 50 | 0 | | |
| LARRY SPENCER<br>175 S FRANKLIN<br>Juneau, AK 99801 | President 1 00 | 0 | | |
| Barbara Jean Barnes<br>175 S FRANKLIN<br>Juneau, AK 99801 | Treasurer 1 00 | 0 | | |