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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

2010

Open to Public Inspection

Α	For the 2010 cal	endar year, or tax year beginning $10/01/10$, and ending $09/30/11$			
В	Check if applicable	C Name of organization NEBRASKA CITY TOURISM &	<u>. </u>	D Employer id	entification number
	Address change	COMMERCE, INC.			
=	Name change	Doing Business As		47-024	18471
=	-	Number and street (or P O box if mail is not delivered to street address)	Room/suite	E Telephone nu	
=	Initial return	806 1ST AVENUE			
	Terminated	City or town, state or country, and ZIP + 4			
_].	Amended return	NEBRASKA CITY NE 68410		G Gross receipts \$	185,672
\neg	Application pending	F Name and address of principal officer	11/2) 1-15	-	
			n(a) ismisag	roup return for affiliates?	Yes X No
			H(b) Are all a	iffiliates included?	Yes No
			If "N	o," attach a list (see	instructions)
1	Tax-exempt status	501(c)(3) X 501(c) (6) ◀ (Insert no) 4947(a)(1) or 527			
J	Website: ▶ W	WW.NEBRASKACITY.COM	H(c) Group e	exemption number	•
ĸ	Form of organization	X Corporation Trust Association Other ► L Ye	ar of formation 1	.955 M Sta	te of legal domicile NE
P	art I Su	ımmary			
	1 Briefly de	scribe the organization's mission or most significant activities			
_	-	OTION OF TOURISM, BUSINESS, INDUSTRY AND HISTORY IN	THE		
Activities & Governance		UNITY OF NEBRASKA CITY, NE	•		• •
Ē				•	•
ě	2 Check thi	s box if the organization discontinued its operations or disposed of more than 25% of	of its not seed		• • •
ဖိ			orius net assets	1 1	
త		of voting members of the governing body (Part VI, line 1a)		· · · · · ·	···-
ties		of independent voting members of the governing body (Part VI, line 1b)		4 11	
İ	5 Total num	nber of individuals employed in calendar year 2010 (Part V, line 2a)		5 3	
Act	6 Total num	ber of volunteers (estimate if necessary)		6 45	
`	7a Total unre	elated business revenue from Part VIII, column (¢), line BECEIVED		7a	2,946
	b Net unrela	ated business taxable income from Form 990-T, into 34		7b	85
		180 550 180	Prior Yea	ar	Current Year
	8 Contributi	ons and grants (Part VIII, line 1h)	7	4,270	71,600
Ž	9 Program :	service revenue (Part VIII, line 2g)	4:	2,533	47,719
Revenue		nt income (Part VIII, column (A), lines 3, 4, and 7d)		76	26,167
2		enue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		5,983	40,186
		enue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)		0,896	185,672
_		ad similar amounts paid (Part IX, column (A), lines 1–3)			
				1,000	1,000
	-	paid to or for members (Part IX, column (A), line 4)	11/	0 000	110 064
es		other compensation, employee benefits (Part IX, column (A), lines 5–10)		0,062	112,064
benses		nal fundraising fees (Part IX, column (A), line 11e)			
	b Total fund	fraising expenses (Part IX, column (D), line 25) ► 7, 594			
<u> </u>	17 Other exp	enses (Part IX, column (A), lines 11a-11d, 11f-24f)		8,468	<u>59,229</u>
	18 Total expe	enses. Add lines 13–17 (must equal Part IX, column (A), line 25)	169	9,530	172,293
	19 Revenue	less expenses Subtract line 18 from line 12	-58	8,634	13,379
Sor			Beginning of Cur		End of Year
를	20 Total asse	ets (Part X, line 16)	29	9,846	18,078
88 88	21 Total liabil	lities (Part X, line 26)	2	5,147	0
Net Assets Fund Balanc	22 Net asset	s or fund balances. Subtract line 21 from line 20		4,699	18,078
		gnature Block			
	()	erjury, I declare that I have examined this return, including accompanying schedules and statements, and	to the best of my	knowledge and help	ef it is
		nglete Declaration of preparer (other than officer) is based on all information of which preparer has any k		Milotioago una son	J., 1. 10
	V=4	We - M /a /A		1/1-3/-	12
2ia	D 7	ignature of officer		· · · · · · · · · · · · · · · · · · ·	
Sig	1114	·	Taxim	Date	
ler		DENISE MUNDERLOH PRESID	ENT		
	11.1	ype or print name and title		- 1 	
	12/	e preparer's name Preparer's signature	Date	Check ıf	PTIN
aid	<u>v. 300</u>	TT VANDERVEEN AND CAR	01/19	/12 self-employed	P00281267
-	parer Firm's na	me > VANDERVEEN & GORACKE, LLC	F.	ırm's EIN ▶ 4	7-0822363
Jse	Only 📈	P.O. BOX 39 1720 S. 11TH STREET			
	Firm's ad	NEED TOUR CTELL NEE COALO COCO		hone no 402	2-873-6022
lav		this return with the preparer shown above? (see instructions)			[Tel
		Justian Act Natice see the consents instructions	_	· .	X Yes No

Form 990 (2010) NE	BRASKA CITY TO	URISM &		47-0	248471	·		Page 2
	ement of Program Ser			an in this D				<u></u>
	ck if Schedule O contaithe organization's mission	ins a response u	o any questi	on in this Pa	art III			X
	OF TOURISM, B	usiness, I	NDUSTRY	AŅD HIS	TORY I	N THE		
COMMUNITY	OF NEBRASKA C	ITY, NE						
				••				•
2 Did the organiza	tion undertake any significant	program services du	ring the year wh	ich were not lis	ted on the			
prior Form 990 o		program corridos da	ing the your vin		nea on the			Yes X No
	these new services on Sche	dule O.	•	•	• •		_	
_	tion cease conducting, or mak	e significant changes	in how it condu	ucts, any progra	am			
services?							. Ц	Yes X No
	e these changes on Schedule empt purpose achievements for		ation's three lar	nest program s	ervices by ex	menses Section		
	11(c)(4) organizations and sec							
• • • •	expenses, and revenue, if any							
			.					
4a (Code:)(Expenses \$ ROMOTIONAL EVE		Iding grants of		HISTNES) (Revenue \$)
	AND HISTORY IN			KIOH, D	OSTMES!	S,	-	
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4b (Code:) (Expenses \$	ınctu	ding grants of) (Revenue \$)
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4c (Code.) (Expenses \$	ınclu	ding grants of	\$.) (Revenue \$	•	.)
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4d Other program s (Expenses \$	ervices. (Describe ın Schedul	e O) cluding grants of \$		\ /r	Pavanua ¢			
4e Total program s		144,188		, (r	Revenue \$		<u> </u>	··
								

Form 990 (2010) NEBRASKA CITY TOURISM & 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,"		1.00	1
•	complete Schedule A	1	ŀ	Х
2	Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)	2	\top	X
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to	<u> </u>	t^-	
•	candidates for public office? If "Yes," complete Schedule C, Part I	3		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h)	\ <u> </u>	 	1
4	election in effect during the tax year? If "Yes," complete Schedule C, Part II	4	ŀ	
		-	 	
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 98-197 If "Yes," complete Schedule C.		i	
			Ì	X
	Part III	5_	 	 ^-
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have		İ	
	the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes,"		1	l v
_	complete Schedule D, Part I	6	┼	<u> X</u>
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	1	X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes,"		}	١,,
	complete Schedule D, Part III	8_	├	<u> X</u>
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part	ļ		
	X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes,"			
	complete Schedule D, Part IV	9	<u> </u>	<u>X</u>
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	 	X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI,			ŧ
	VII, VIII, IX, or X as applicable			ŧ
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes,"			
	complete Schedule D, Part VI	11a	X	<u> </u>
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more	1	1	ļ
	of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		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	11c	<u> </u>	<u>X</u>
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	ļ	X
9	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X	11e		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	11f	<u> </u>	X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete	1		
	Schedule D, Parts XI, XII, and XIII	12a		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	12b		<u> </u>
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		X
l4a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		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	14b	<u>L</u>	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	15	L	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	16		_X_
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on		Γ	
	Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)	17		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	18		Х
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		Х
20a	Did the organization operate one or more hospitals? If "Yes," complete Schedule H	20a		X
b	If "Yes" to line 20a, did the organization attach its audited financial statements to this return? Note. Some			T
_	Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20b		1

	attiv Officekijst of Kedunea Ocheanies (Continuea)	·		
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations		Yes	No
21	in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		1	v
22		21	-	X
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States		1	·
22	on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	_22	-	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	23	-	Х
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than			1
	\$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	24a		X
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			ĺ
	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		ļ
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			i
	year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ?			i
	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			i
	disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II	26		Χ
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		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)		1	
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		X
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete			
	Schedule L, Part IV	28b		Χ
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	28¢	i	Х
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified			
	conservation contributions? If "Yes," complete Schedule M	30		Х
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N,			
	Part I	31	1	Х
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		Χ
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		Χ
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		Χ
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		X
а	Did the organization receive any payment from or engage in any transaction with a	-33		
_	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-chantable		ľ	
50	related organization? If "Yes," complete Schedule R, Part V, line 2	20		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization	36	-	
J,	and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R,			
	Part VI			v
20		37		<u>X</u>
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and	_	Ψ,	
	19? Note. All Form 990 filers are required to complete Schedule O	_38	X	
		Form	990	(2010)

Pa	Check if Schoolule Cooptains a resonance to any question in this Book V			
	Check if Schedule O contains a response to any question in this Part V		T	ليل
1a	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable	F	Yes	No.
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable 1b 0	┪		ŧ
C	Did the organization comply with backup withholding rules for reportable payments to vendors and	-		I
	reportable gaming (gambling) winnings to prize winners?	1c	1	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 2a 3			I
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	Ī
	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	_X_	
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O	3b	Х	
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		X
b	If "Yes," enter the name of the foreign country. ▶			Ė
_	See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts		1	
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	_5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		Х
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?			
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or	6a	\dashv	X
	gifts were not tax deductible?	,,		
7	Organizations that may receive deductible contributions under section 170(c).	6b		
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods		I	ĺ
	and services provided to the payor?	7a	Ţ	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	$\neg \dagger$	
С	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was		\neg	
	required to file Form 8282?	7c	- 1	
d	If "Yes," indicate the number of Forms 8282 filed during the year 7d			
е	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?	79		
	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		ı	
	organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring		ŧ	
9	organization, have excess business holdings at any time during the year?	8		
	Sponsoring organizations maintaining donor advised funds. Did the organization make any taxable distributions under section 4966?		ŧ	
a b	Did the organization make a distribution to a donor, donor advisor, or related person?	9a		
0	Section 501(c)(7) organizations. Enter	9b		
	Initiation fees and capital contributions included on Part VIII, line 12		ŧ	
	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	1	I	
	Section 501(c)(12) organizations. Enter	1	1	
а	Gross income from members or shareholders		I	
b	Gross income from other sources (Do not net amounts due or paid to other sources		I	
	against amounts due or received from them)		1	
2a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	I	
	If "Yes," enter the amount of tax-exempt interest received or accrued during the year			
	Section 501(c)(29) qualified nonprofit health insurance issuers.			
	Is the organization licensed to issue qualified health plans in more than one state?	13a		
	Note. See the instructions for additional information the organization must report on Schedule O.		I	
	Enter the amount of reserves the organization is required to maintain by the states in which		ŧ	
	the organization is licensed to issue qualified health plans 13b		I	
	Enter the amount of reserves on hand Did the organization receive any payments for indeed to provide the terminal of the term	 	‡	
	Did the organization receive any payments for indoor tanning services during the tax year? If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14a		X
~	1 199, The trained a Form 720 to report these payments 7 ii 190, provide an explanation in Schedule U	14b	- 1	

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77	Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below			
	"No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in	i Sch	edule	Э
	O. See instructions.			_
	Check if Schedule O contains a response to any question in this Part VI			_X
<u>Sec</u>	tion 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 11 11			Ė
b	Enter the number of voting members included in line 1a, above, who are independent 1b 11			
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		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?	3		X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5		Х
6	Does the organization have members or stockholders?	6		X
7a	Does the organization have members, stockholders, or other persons who may elect one or more members	<u> </u>		
	of the governing body?	7a	Х	1
b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?	7b		Х
	• • • • • • • • • • • • • • • • • • • •	/5	-	
8	Did the organization contemporaneously document the meetings held or written actions undertaken during			
	the year by the following:		v	
а	The governing body?	8a	X	_
b	Each committee with authority to act on behalf of the governing body?	8b	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	9		<u>X</u>
Sec	tion B. Policies (This Section B requests information about policies not required by the Internal Revenue of	Code.)	
			Yes	No
I0a	Does the organization have local chapters, branches, or affiliates?	10a		<u>X</u>
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		
l1a	Has the organization provided a copy of this Form 990 to all members of its governing body before filing the			
	form?	11a	Χ	
þ	Describe in Schedule O the process, if any, used by the organization to review this Form 990.			
I2a	Does the organization have a written conflict of interest policy? If "No," go to line 13	12a	X	
b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give			
	rise to conflicts?	12b	Х	
С	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes,"			
	describe in Schedule O how this is done	12c	Χ	
3	Does the organization have a written whistleblower policy?	13	Х	
4	Does the organization have a written document retention and destruction policy?	14	Х	
5	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?		- 1	
а	The organization's CEO, Executive Director, or top management official	15a	Х	
a b	Other officers or key employees of the organization	15b	- 1	X
J	If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions)	130		
C-	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement		1	
6a	with a taxable entity during the year?		ŧ	v
		16a		<u>X</u>
b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its		- 1	
	participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the		1	
	organization's exempt status with respect to such arrangements?	16b		
	tion C. Disclosure			
7	List the states with which a copy of this Form 990 is required to be filed ► NONE			
8	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 X Upon request			
9	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. ► NC CHAMBER OF COMMERCE 806 1ST AVENUE			
NF		 87	3-6	654

Form 990 (2010)	NEBRASKA	CITY	TOURISM	۲

47-0248471

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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.

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

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

(A) Name and Title	(B) Average			(chec	C)	hat ap	ply)	(D) Reportable	(E) Reportable	(F) Estimated
	hours per week (describe hours for related organizations in Schedule O)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	compensation from the organization (W-2/1099-MISC)	compensation from related organizations (W-2/1099-MISC)	amount of other compensation from the organization and related organizations
(1) STEPHANIE FARMER										
DIRECTOR	0.00	Х						0	0	0
(2) JOLENE BLOCK DIRECTOR	0.00	Х						0	0	0
(3) CLIFF COOPER										
DIRECTOR	0.00	X		L_		Ш		0	0	0
(4) TONYA OTTEMANN										
DIRECTOR	0.00	X			 	Ш		0	0	0
(5) ELAINE PAYNE										_
DIRECTOR	0.00	Х			_			0	0	0
(6) PATTI EHMKE	0.00	,,								
DIRECTOR CMD A CKE	0.00	Х				\vdash		0	0	0
(7) KRISTIN STRACKE DIRECTOR	0.00	Х				1		0	o	0
(8) MELISSA TURNER										<u></u>
PAST PRESIDENT	0.00			Х				0	0	0
(9) DENISE MUNDERLOH			-							
PRESIDENT	0.00			Χ				0	0	0
(10) DAN KELLY										
VICE PRESIDENT	0.00			X		Ш		0	0	0
(11) TYLER AVERY										- · · · · · · · · · · · · · · · · · · ·
SECRETARY/TREASURER	0.00			Χ		Щ		0	0	0
(12)										
(13)										
(14)		-								
(15)										
(16)										
			ـــــــــــــــــــــــــــــــــــــــ	L	Ь	لــــا				

	n 990 (2010) NEBRASKA					_			<u>47-024</u>				Page
Pa			tees	, Ke			yees	, and	d Highest Compensated E	T T			
	(A) . Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	or director		(chec	C) all Key employee	m Highest compensated employee		(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	ar com fi org an	(F) stimated nount of other pensation om the anizatio d related anization	f on on d
(17)												_	
(18)													
(19)													
(20)													
(21)													
(22)													
(23)													
(24)													
(25)													
(26)													
(27)				<u> </u>									
(28)													
C	Sub-total Total from continuation shee Total (add lines 1b and 1c)							>					
	Total number of individuals (increportable compensation from	-		to th	ose I	isted	abo	ve)	who received more than \$10	00,000 in 			
3 4 5	Did the organization list any for employee on line 1a? If "Yes," For any individual listed on line organization and related organization and related organization and related organization listed on line 1a for services rendered to the organization the organization and related to the organization and related to the organization and related to the organization and related to the organization list any for services rendered to the organization list any for any list any for any list any for any list any for any list any for any list any for any list any for any list any for any list any for any list any for any list any for any list any list any list any for any list	complete Schedu 1a, is the sum of izations greater th a receive or accru	ile J f repo nan \$ ie co	for sontab 3150, mpe	uch i le co ,0007 nsati	ndivi mpe ? If " on fr	idual ensati Yes,"	on a com	and other compensation from higher Schedule J for such unrelated organization or inc			Ye	X X X
Sec 1	tion B. Independent Contractor Complete this table for your five	ors								s \$100,000 of			
	compensation from the organiz	(A) business address								(B)		(C Compe	3)
	Name and	business address							Descrip	Jon of Services	- -	Compe	nsauon
													
			_							 		_	
													 _
2	Total number of independent c	-	_						listed above) who			<u> </u>	-
DAA	received more than \$100,000 ii	n compensation f	rom	the c	organ	ızatı	on 🕨			0		om 9	90 (2010

art V	//ii Statement of Reve	••••••		(A)	(B) Related or	(C)	(D) Revenue
				Total revenue	exempt function	Unrelated business revenue	Revenue excluded from tax under sections
0 4-	Cadacatad as as alternative		······	····· · · · · · · · · · · · · · · · ·	revenue		512, 513, or 514
2 1a	Federated campaigns	1a		1			
	Membership dues	1b					
Ē C	Fundraising events	1c		1		1	
d	Related organizations .	1d		1		1	
9	Government grants (contributions)	1e	71,600	1		I	
<u>i</u> f	All other contributions, gifts, grants, and similar amounts not included above			1		1	
3		1f		•		I	
. ·	Noncash contributions included in lines 1a-1	1f \$				1	
	Total. Add lines 1a-1f		<u> </u>	71,600			
2a b c d e f	MEMBEDOUTD DURG		Busn. Code	24 707	24 707	ŧ	
2a	. ,		 	34,797	34,797		
b	,	• •		12,922	12,922		
C			+				
d			.				
e			<u> </u>				
"	All other program service reven	ue		45.510			
- 9	Total. Add lines 2a-2f			47,719		V ''	
3	Investment income (including di	ividends, inter					
١.	and other similar amounts)		▶ -	59			59
4	Income from investment of tax-e	exempt bond	proceeds 🕨 📙				
5	Royalties		<u> </u>				
	(i) Real	(1	ı) Personal			Ī	
6a	Gross Rents			1		1	
Ь	Less rental exps					1	
C	Rental inc. or (loss)			1		1	
d 7a	Net rental income or (loss) Gross amount from (V. Sacustica)		<u> </u>				· · · · · · · · · · · · · · · · · · ·
'-	sales of assets (i) Securities		(ii) Other				
	other than inventory		26,108			1	
b	Less cost or other					1	
	basis & sales exps.			1		1	
ı	Gain or (loss)		26,108	1		1	
1	Net gain or (loss)	٠	. •	26,108			26,108
8a	Gross income from fundraising event	is				1	
	(not including \$.			1		1	
	of contributions reported on line 1c).			1		1	
	See Part IV, line 18	a					
i	Less: direct expenses	b		‡		1	
	Net income or (loss) from fundra		>				
9a	Gross income from gaming activities.			1		1	
i	See Part IV, line 19	a		‡		1	
	Less direct expenses	, b					·
	Net income or (loss) from gamin	g activities	<u> </u>				
	Gross sales of inventory, less			Ī		1	
	returns and allowances .	a		#		1	
	Less: cost of goods sold	b		#		1	
С	Net income or (loss) from sales	of inventory	<u> </u>				
	Miscellaneous Revenue		Busn. Code	1		<u> </u>	
11a	DONATIONS			44,760			44,760
b	REIMBURSEMENT-SHARED H	EWDLOAÉE		22,733			22,733
C	GRAIN .		110000	2,946		2,946	
	All other revenue .			-30,253	-30,253		
0	Total. Add lines 11a11d		>	40,186			
	Total revenue. See instructions.		- L	185,672	17,466	2,946	93,660

Form 990 (2010) NEBRASKA CITY TOURISM &

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).

		t complete column (A) but a	(B)	(C)	(D)
	o not include amounts reported on lines 6b, , 8b, 9b, and 10b of Part VIII.	Total expenses	Program service expenses	Management and general expenses	Fundraising expenses
1	Grants and other assistance to governments and		expenses	general expenses	expenses
•	organizations in the U.S. See Part IV, line 21			Ī	
2	Grants and other assistance to individuals in				
_	the U.S. See Part IV, line 22	1,000	1,000		
•	•	1,000	1,000		······································
3	Grants and other assistance to governments,			1	
	organizations, and individuals outside the				
	U.S See Part IV, lines 15 and 16				<u></u>
4	Benefits paid to or for members				
5	Compensation of current officers, directors,				
	trustees, and key employees				
6	Compensation not included above, to disqualified		Í		
	persons (as defined under section 4958(f)(1)) and				
	persons described in section 4958(c)(3)(B)				
7	Other salaries and wages	103,952	88,359	10,395	5,198
8	Pension plan contributions (include section 401(k)				
	and section 403(b) employer contributions)	!			
9	Other employee benefits				
10	Payroll taxes	8,112	6,895	811	406
11	Fees for services (non-employees):	31.2.2	3,055		
a	Management				
b	Legal				· · · · · · · · · · · · · · · · · · · ·
	•	2,267	1,927	227	113
C	Accounting	2,201	1,921	221	113
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other	15 415	12 412	1 000	770
12	Advertising and promotion	15,415	13,413	1,232	770
13	Office expenses	1,581	1,344	158	79
14	Information technology				
15	Royalties	4 000	0.720	1 000	010
16	Occupancy .	4,200	2,730	1,260	210
17	Travel	2,171	1,303	868	
18	Payments of travel or entertainment expenses			İ	
	for any federal, state, or local public officials				
19	Conferences, conventions, and meetings				
20	Interest	962	962		····
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	1,115	1,115		
23	Insurance	2,520	2,142	252	126
24	Other expenses Itemize expenses not covered				
	above (List miscellaneous expenses in line 24f. If	I		1	
	line 24f amount exceeds 10% of line 25, column	1		1	
	(A) amount, list line 24f expenses on Schedule O)				·····
а	SUPPLIES	11,432	11,432		
b	UTILITIES	8,045	6,838	805	402
С	RENT - EQUIPMENT	5,802	3,771	1,741	290
d	DUES/SUBS/PERMITS	2,392	957	1,435	
е	REPAIRS & MAINTENANCE	1,327		1,327	
f	All other expenses				
25	Total functional expenses. Add lines 1 through 24f	172,293	144,188	20,511	7,594
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				
DAA					Form 990 (2010)

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F	art	Salance Sheet		31	02404/1		Page 1
					(A) Beginning of year		(B) End of year
	1	Cash—non-interest bearing			2,077		3,716
	2	Savings and temporary cash investments			<u>24,982</u>	2	12,690
	3	Pledges and grants receivable, net			·	3	
	4	Accounts receivable, net	•••	· · · · · [· · · · · · · · · · · · · · · · · · ·	4	<u> </u>
	5	Receivables from current and former officers, directors, tri	ustees, key	· r			
	ı	employees, and highest compensated employees. Comple		-			
		Schedule L				5	
	6	Receivables from other disqualified persons (as defined un	nder section	· · ·	·	-	
		4958(f)(1)), persons described in section 4958(c)(3)(B), ar					
]	employers and sponsoring organizations of section 501(c)	•				
	1	employees' beneficiary organizations (see instructions)	(5) Voluntary	i		أ ۾ أ	
Assets	,	Notes and loans receivable, net	••	-		6	
	7	••••	• •	· · /		7	
	8	Inventories for sale or use			 -	8	
	9	Prepaid expenses and deferred charges	ı - r	.		9	
	10a	Land, buildings, and equipment: cost or	1	4 000		I	
		other basis. Complete Part VI of Schedule D	10a	4,890		1	
	b	Less: accumulated depreciation .	10b	3,218	2,787	10c	1,672
	11	Investments—publicly traded securities .				11	···
	12	Investments—other securities. See Part IV, line 11		. L		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)		·	29,846	16	18,078
	17	Accounts payable and accrued expenses	-			17	
	18	Grants payable				18	
	19	Deferred revenue				19	
	20	Tax-exempt bond liabilities		· [-		20	
Ś	21	Escrow or custodial account liability. Complete Part IV of S	 Schedule D	· F		21	
Liabilities	22	Payables to current and former officers, directors, trustees	• • •	· · ·			······································
壹		employees, highest compensated employees, and disquali	-		1	I	
<u>.</u>		Complete Part II of Schedule L	ilica persons.	į	İ	22	
	23	Secured mortgages and notes payable to unrelated third p		·		22	
	24	Unsecured notes and loans payable to unrelated third part	• •	-		23	
	25	· ·	ies .	-	25,147	24	"- "
	25 26	Other liabilities. Complete Part X of Schedule D		· -		25	
	26	Total liabilities. Add lines 17 through 25			25,147	26	0
ĕ		Organizations that follow SFAS 117, check here ► X	and complete			1	
Ĕ		lines 27 through 29, and lines 33 and 34.		F	4 500	ŧ	
alg	27	Unrestricted net assets		. -	4,699	27	18,078
1 B	28	Temporanly restricted net assets		<u> </u>		28	
n n	29	Permanently restricted net assets	٠ ہمم			29	
Net Assets or Fund Balances		Organizations that do not follow SFAS 117, check here	▶ ∐ and			1	
6		complete lines 30 through 34.				1	
ß	30	Capital stock or trust principal, or current funds		L		30	
Se	31	Paid-in or capital surplus, or land, building, or equipment fu	ınd _.			31	
As	32	Retained earnings, endowment, accumulated income, or o	ther funds	Γ.		32	
et.	33	Total net assets or fund balances			4,699	33	18,078
Ž	34	Total liabilities and net assets/fund balances			29,846	34	18,078

Form **990** (2010)

Forn	n 990 (2010	NEBRASKA CITY TOURISM &	47-0248471			Pa	ige 12
Pi	art XI	Reconciliation of Net Assets					
		Check if Schedule O contains a response to a	ny question in this Part XI				
				1 1			
1	Total reve	nue (must equal Part VIII, column (A), line 12)		1			<u>672</u>
2	Total expe	enses (must equal Part IX, column (A), line 25)		2	1		<u> 293</u>
3	Revenue	less expenses Subtract line 2 from line 1		3		<u>13,</u>	<u> 379</u>
4	Net assets	s or fund balances at beginning of year (must equal Part X, lir	e 33, column (A))	4		<u>4,</u>	<u>699</u>
5	Other cha	nges in net assets or fund balances (explain in Schedule O)		. 5			
6	Net assets	s or fund balances at end of year. Combine lines 3, 4, and 5 (must equal Part X, line 33,				
	column (B	(1)	_ , ,	6		18,	<u>078</u>
Pa	ırt XII	Financial Statements and Reporting					
		Check if Schedule O contains a response to a	ny question in this Part XII				
						Yes	No
1	Accountin	g method used to prepare the Form 990. $\overline{f X}$ Cash f	Accrual Other				
	If the orga	nization changed its method of accounting from a prior year of	or checked "Other," explain in				l
	Schedule	0					
2a	Were the	organization's financial statements compiled or reviewed by a	n independent accountant?		2a	L	X
b	Were the	organization's financial statements audited by an independent	t accountant?	•• •	2b		X
С	If "Yes" to	line 2a or 2b, does the organization have a committee that as	sumes responsibility for oversight				
	of the aud	dit, review, or compilation of its financial statements and selec	tion of an independent accountant?		2c		
	If the orga	nization changed either its oversight process or selection pro-	cess during the tax year, explain in	• •			
	Schedule	O					
d	If "Yes" to	line 2a or 2b, check a box below to indicate whether the finar	icial statements for the year were				
	issued on	a separate basis, consolidated basis, or both	·				ĺ
	Separ	ate basis Consolidated basis Both consolidate	d and separate basis				Ė
3a	As a result	t of a federal award, was the organization required to undergo	an audit or audits as set forth in				ĺ
		Audit Act and OMB Circular A-133?			3a		
b	_	d the organization undergo the required audit or audits? If the	organization did not undergo the	•			
		udit or audits, explain why in Schedule O and describe any st			3b		1
,					Form	n 990	(2010)

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

Open to Public Inspection

Nam	e of the organization		Employe	r identifi	ication number
N	EBRASKA CITY TOURISM &				
	COMMERCE, INC.			2484	
P	Organizations Maintaining Donor Advised Fun organization answered "Yes" to Form 990, Part		counts	s. Com	plete if the
		(a) Donor advised funds	(b	Funds a	nd 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	ne assets held in donor advised			-
	funds are the organization's property, subject to the organization's exclusi				Yes No
6	Did the organization inform all grantees, donors, and donor advisors in wr	•			
	only for charitable purposes and not for the benefit of the donor or donor				
	conferring impermissible private benefit?				Yes No
Pε	at II Conservation Easements. Complete if the orga	nization answered "Yes" to Form	990, P	art IV,	line 7.
1	Purpose(s) of conservation easements held by the organization (check al				
	Preservation of land for public use (e.g., recreation or education)	Preservation of an historically impo	rtant land	1 area	
	Protection of natural habitat	Preservation of a certified historic s			
	Preservation of open space				
2	Complete lines 2a through 2d if the organization held a qualified conserva	tion contribution in the form of a conservation	on		
	easement on the last day of the tax year				
				Held at	the End of the Tax Year
а	Total number of conservation easements		2a		
b	Total acreage restricted by conservation easements		2b		
C	Number of conservation easements on a certified historic structure includ	ed in (a)	2c		
d	Number of conservation easements included in (c) acquired after 8/17/06	, and not on a		[
	historic structure listed in the National Register		2d		
3	Number of conservation easements modified, transferred, released, extin	guished, or terminated by the organization of	lunng the	:	
	tax year ▶				
4	Number of states where property subject to conservation easement is loc	ated ▶ .			
5	Does the organization have a written policy regarding the periodic monitor	ring, 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 cor	servation easements during the year			
	▶ \$				
8	Does each conservation easement reported on line 2(d) above satisfy the	requirements of section 170(h)(4)(B)			L
	(i) and section 170(h)(4)(B)(II)?				Yes No
9	In Part XIV, describe how the organization reports conservation easemen	ts in its revenue and expense statement, ar	nd		
	balance sheet, and include, if applicable, the text of the footnote to the org	ganization's financial statements that descri	bes the		
	organization's accounting for conservation easements.				
Pa	Organizations Maintaining Collections of Art, I Complete if the organization answered "Yes" to		milar A	ssets	•
1a	If the organization elected, as permitted under SFAS 116 (ASC 958), not		ce sheet		
	works of art, historical treasures, or other similar assets held for public ex	•			
	public service, provide, in Part XIV, the text of the footnote to its financial				
ь	If the organization elected, as permitted under SFAS 116 (ASC 958), to re-		sheet		
_	works of art, historical treasures, or other similar assets held for public ex				
	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 ot	her similar assets for financial gain, provide	the	•	• •
_	following amounts required to be reported under SFAS 116 (ASC 958) rel				
а	Revenues included in Form 990, Part VIII, line 1	-	•	\$	
	Assets included in Form 990, Part X		· •	\$	
	Panerwork Reduction Act Notice see the Instructions for Form 990	- 12 - 13 15		School	ule D (Form 990) 2010

Sche	edule D (Form 990) 2010 NEBRASKA (CITY TOURISM	&	47-02	48471	Page 2
P	art III Organizations Maintaining	Collections of Art	Historical Treas	sures, or Other S	Similar Assets	(continued)
3	Using the organization's acquisition, accession, collection items (check all that apply):					
а	Public exhibition	d 🗌 Loar	or exchange progran	ns		
b	H	e Othe				
c		الما والما		• • • •	•	
4	Provide a description of the organization's colle	ctions and evolain how t	how further the organi	zation's evennt nume	no in Bart	
•	XIV	Choris and explain now t	ney luitilei the organia	zation's exempt purpor	Se III Fait	
5		annua danationa of art. I	intorioal transcript	athan airminn		
3	During the year, did the organization solicit or re					
10.	assets to be sold to raise funds rather than to be set IV Escrow and Custodial Arra				Vaa" ta Farra 00	Yes No
re	line 9, or reported an amoun		_	ation answered	res to Form 98	30, Part IV,
1a	Is the organization an agent, trustee, custodian			r assets not		
	included on Form 990, Part X?	,				☐ Yes ☐ No
b	If "Yes," explain the arrangement in Part XIV an	 Id complete the following	table	• ••		
	3	-				Amount
С	Beginning balance				1c	7 411-411
4	Additions during the year	•	•	•		
u	Distributions during the year	• •	• • • •	•	1d	
	Fades belows	•	•	• •	1e	*
1	Ending balance		•		1f	
	Did the organization include an amount on Form	1 990, Part X, line 21?		•	••	☐ Yes ☐ No
	If "Yes," explain the arrangement in Part XIV.	to if arranization a		- C 000 Dt	1) / 1'm = 40	
	rt V Endowment Funds. Comple	T				T7
		(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a	Beginning of year balance				<u> </u>	<u> </u>
b	Contributions				-	
С	Net investment earnings, gains, and					
	losses		 -			<u> </u>
	Grants or scholarships			 .		
е	Other expenditures for facilities and					
	programs					
f	Administrative expenses					
g	End of year balance			<u> </u>		
2	Provide the estimated percentage of the year er	nd balance held as:				
а	Board designated or quasi-endowment ▶	. %				
b	Permanent endowment ▶ %					
С	Term endowment ▶ %					
3a	Are there endowment funds not in the possession	on of the organization tha	at are held and admini	stered 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 lis	ted as required on Sche	dule R?		•	3b
4	Describe in Part XIV the intended uses of the or		* * * * * * * * * * * * * * * * * * * *	•	•	
Pa	rt VI Land, Buildings, and Equip			0.		
	Description of investment	(a) Cost or other basis	(b) Cost or other		ımulated	(d) Book value
		(investment)	(other)	1 ''	ciation	(,
1a	Land	<u> </u>	<u> </u>	- - 		
	Buildings		- 			
	Leasehold improvements					
	Equipment		1	,890	3,218	1 672
	Other			, 0 , 0 ,	_ 3,210	1,672
	Add lines 1a through 1e. (Column (d) must equa	I Form 990 Part Y col-	ımn (R) line 10(c) \			1,672
	(Ookanii) (a) mast equi	arr vinir you, rait A, COIC	(D), IIIG 10(C) /		_	1,0/2

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 (ASC 740)

(10) (11)

Total. (Column (b) must equal Form 990, Part X, col. (B) line 25.)

che	dule D (Form 990) 2010 NEBRASKA CITY TOURISM & 47-024847	1		P	age 4
_	rt XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statem				
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 through 8	9			
		10			
<u>10</u>	Excess or (deficit) for the year per audited financial statements Combine lines 3 and 9 Per XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Ret	ليتنيا			
		1			
1	Total revenue, gains, and other support per audited financial statements	-			
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				
	Recoveries of prior year grants				
	Other (Describe in Part XIV.)				
е	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:				
а	Investment expenses not included on Form 990, Part VIII, line 7b				
b	Other (Describe in Part XIV)				
С	Add lines 4a and 4b	4c			
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	5			
Рa	tt XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per R	eturn]		
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:				
а	Donated services and use of facilities 2a				
b	Prior year adjustments 2b				
	Other losses 2c				
	Other (Describe in Part XIV.)				
	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:				
٠,	Investment expenses not included on Form 990, Part VIII, line 7b				
	Add lines 4a and 4b	4c			
	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)	5			
	* XIV Supplemental Information				
-	lete 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				
	, line 4; Part X, line 2; Part XI, line 8, Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b Also complete this part to provi	de			
ny a	dditional information.				
		•		•• •	
					••
		•	• •	•	•
		•	•		

Schedule D (Form 990) 2010 NEBRASKA CITY TOURISM &	47-0248471	Page 5
Part XIV Supplemental Information (continued)		
•		
		•
		•
		••
		•
		••
••••		
	•••	
		•

SCHEDULE O (Form 990 or 990-EZ)

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.

2010
Open to Public Inspection

Department of the Treasury Internal Revenue Service Name of the organization

NEBRASKA CITY TOURISM &

COMMERCE, INC

Employer identification number 47 - 0248471

COMMERCE, INC. 47 0240471
FORM 990, PART III, LINE 4D - ALL OTHER ACHIEVEMENTS
PROGRAMS TO SUPPORT COMMUNITY EDUCATION & ENTERTAINMENT
FORM 990, PART VI, LINE 7A - ELECTION OF MEMBERS AND THEIR RIGHTS
THE BOARD OF DIRECTORS MUST APPROVE THE INDIVIDUAL OR FIRM TO BECOME A
MEMBER. EVERY MEMBER IN GOOD STANDING IS ENTITLED TO VOTE IN ANY
GENERAL ELECTION, REFERENDUM OR MEMBERSHIP MEETING.
FORM 990, PART VI, LINE 11B - ORGANIZATION'S PROCESS TO REVIEW FORM 990
FORM 990 IS REVIEWED AND APPROVED BY THE EXECUTIVE DIRECTOR AND
ORGANIZATIONAL HEALTH COMMITTEE.
FORM 990, PART VI, LINE 12C - ENFORCEMENT OF CONFLICTS POLICY
ANNUAL DISCLOSURE IS REQUIRED BY BOARD MEMBERS AND STAFF ALONG WITH A
REGULAR CONFLICTS CHECK AS PART OF THE AGENDA AT EVERY BOARD MEETING.
FORM 990, PART VI, LINE 15A - COMPENSATION PROCESS FOR TOP OFFICIAL
THE EXECUTIVE DIRECTOR POSITION IS SUBJECT TO AN ANNUAL FORMAL REVIEW FROM
THE BOARD. COMPENSATION IS ESTABLISHED BASED UPON COMPARABLE RATES IN THE
AREA FOR SIMILAR SERVICES.
GOVERNING DOCUMENTS ARE MADE AVAILABLE TO THE PUBLIC UPON REQUEST.

04	20		Special Eve	nts Schedule '		1	0040
Form 95	5 U	For calendar year 2010, or ta	ax year beginning	10/01/10 , and endin	a 09	/30/11	2010
ame	_				<u></u>		ntification Number
NEBRASI	KA CIT	Y TOURISM &					
			INC.			47-0248	
	_	(A) 55 750	(B)	(C)	Others	0	Total
Gross receipt: Less contrib		<u>55,750</u>	<u>14,675</u> 0	8,708 0		<u>0</u>	79,13
Less contri. Gross revenu		55,750	14,675	8,708		$\frac{0}{0}$ —	79,13
Less direct		88,286	11,729	6,425		0	106,440
Net income (le	•	-32,536	2,946	2,283		 <u></u>	-27,30
Description:	(A)	TOURISM & PRO	MO EVENTS				
		CD 7 TM					
	(B)	GRAIN					
	(C)	RETAIL TRADE					
	(C)	KEIAIL IKADE					
	Others	FINE ARTS COU	INCIL				
							
		-					
			 				
							
				<u>-</u>			
		· ·					
			i				

NCCHAMBER NEBRASKA CITY TOURISM & 47-0248471 Federal Statements

FYE: 9/30/2011

Taxable Interest on Investments

	Description	· 					
		Amount	Unrelated Business Code	Exclusion Code	Postal Code	Acquired after 6/30/75	US Obs (\$ or %)_
	\$	59		14	NE		
TOTAL	\$_	59					

1/19/2012 2:28 PM