



See a Social Security Number? Say Something!
Report Privacy Problems to <https://public.resource.org/privacy>
Or call the IRS Identity Theft Hotline at 1-800-908-4490



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 private foundations)

▶ Do not enter Social Security numbers on this form as it may be made public.

▶ Information about Form 990-EZ and its instructions is at www.irs.gov/form990.

OMB No. 1545-1150

2013**Open to Public
Inspection**

A For the 2013 calendar year, or tax year beginning , 2013, and ending , 20

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

C Name of organization
Arkansas's Great Southwest
 Number and street (or P.O. box, if mail is not delivered to street address) Room/suite
PO Box 1006
 City or town, state or province, country, and ZIP or foreign postal code
Hope

D Employer identification number
71-0488555

E Telephone number
870 777 7500

F Group Exemption Number ▶ **NA**

G Accounting Method: ☒ Cash ☐ Accrual Other (specify) ▶

I Website: ▶ **www.agsw.org**

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

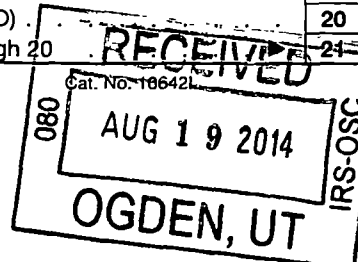
K Form of organization ☐ Corporation ☐ Trust ☒ Association ☐ Other

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, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ **\$ 198,664**

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 ☒

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

For Paperwork Reduction Act Notice, see the separate instructions.



Form 990-EZ (2013)

65 15

Part II Balance Sheets (see the instructions for Part II)Check if the organization used Schedule O to respond to any question in this Part II ☒

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	11,995	9338
23 Land and buildings	0	0
24 Other assets (describe in Schedule O)	15,000	15,000
25 Total assets	26,995	24,338
26 Total liabilities (describe in Schedule O)	0	0
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	26,995	24,338

Part III Statement of Program Service Accomplishments (see the instructions for Part III)Check if the organization used Schedule O to respond to any question in this Part III ☐What is the organization's primary exempt purpose? Tourism Promotion in SW AR

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. 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	Pay grants to cities, chambers, tourist organizations to help promote fairs, festivals, concerts etc in SW Arkansas (Grants \$ 57,935) If this amount includes foreign grants, check here <input type="checkbox"/>	28a	57,935
29	Mail literature/brochures and buy ads in S/S+FW newspapers, AR Tour Guide, Motorcycle Guide, Fishing Guide, Football Magazine to promote tourism in SW AR (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	29a	23,270
30	Pay for advertising and promotions on Radio TV newspapers internet etc to encourage attendance @ Fairs Festivals Concerts etc in SW AR (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	30a	110,916
31	Other program services (describe in Schedule O) (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	31a	
32	Total program service expenses (add lines 28a through 31a)	32	192,121

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 title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
1. Mark Keith - President	10 HR/wk	0	0	0
2. Dolly Henley - Vice President	5 HR/wk	0	0	0
3. Paul G Henley - Sec/Treasurer	20 HR/wk	266.67/MO	0	0
4. Mollye McCalman - Board Member	1 HR/wk	0	0	0
5. Joe Middlebrooks - Board Member	1 HR/wk	0	0	0
6. Nikki Cherry - Board Member	1 HR/wk	0	0	0
7. Brandon Owen - Board Member	1 HR/wk	0	0	0
8. Clayton Castleman - Board Member	1 HR/wk	0	0	0
9. Lisa Barr - Board Member	1 HR/wk	0	0	0
10. Mary Godwin - Board Member	1 HR/wk	0	0	0
11. Jay Banyard - Board Member	1 HR/wk	0	0	0
12. Billy McKelvey - Board Member	1 HR/wk	0	0	0

Part V Other Information (Note the Schedule A and personal benefit contract 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 significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		<input checked="" type="checkbox"/>
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)		<input checked="" type="checkbox"/>
35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?		<input checked="" type="checkbox"/>
b If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O		
c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III		<input checked="" type="checkbox"/>
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		<input checked="" type="checkbox"/>
37a Enter amount of political expenditures, direct or indirect, as described in the instructions ▶ 37a - 0 -		
b Did the organization file Form 1120-POL for this year?		<input checked="" type="checkbox"/>
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?		<input checked="" type="checkbox"/>
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	
b Gross receipts, included on line 9, for public use of club facilities	39b	
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	
41 List the states with which a copy of this return is filed ▶ <u>Arkansas</u>		
42a The organization's books are in care of ▶ <u>Paul G. Henley</u> Telephone no. ▶		
Located at ▶ <u>Fair Park CC PO Box 1006 Hope, AR 71802-1006</u> ZIP + 4 ▶		
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	<input checked="" type="checkbox"/>
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 the U.S.?	42c	<input checked="" type="checkbox"/>
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		<input type="checkbox"/>
44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	44a	<input checked="" type="checkbox"/>
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	<input checked="" type="checkbox"/>
c Did the organization receive any payments for indoor tanning services during the year?	44c	<input checked="" type="checkbox"/>
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	
45a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	45a	<input checked="" type="checkbox"/>
45b 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 may need to be completed instead of Form 990-EZ (see instructions)	45b	<input checked="" type="checkbox"/>

- 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

	Yes	No
46		<input checked="" type="checkbox"/>

Part VI Section 501(c)(3) organizations only

All section 501(c)(3) organizations must answer questions 47–49b and 52, and complete the tables for lines 50 and 51.

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

- 47** Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

	Yes	No
47		

- 48** Is the organization a school as 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 title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation

- 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 business address of each independent contractor	(b) Type of service	(c) Compensation

- 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 <u>Paul G. Henley</u>	Date <u>13 August 2014</u>
	Type or print name and title <u>Paul G. Henley, Secretary-Treasurer</u>	

Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name ▶	Firm's EIN ▶			
	Firm's address ▶	Phone no ▶			

- 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

Name of the organization

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.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Arkansas's Great Southwest

Employer identification number
71-0488555

Part 1 #10 Grants Paid

1. Nashville Stand Up Festival	2290
2. Nashville Dino Festival	1675
3. Nashville Golden Gathering	1000
4. Little River County Fair	398
5. Southwest AR Fair + Rodeo	4121
6. Washington Christmas + Candle light	424
7. Bradley Governor Conway Days	1360
8. Bradley Funk Festival	476
9. Lafayette County (tee shirts)	500
10. Sevier County (tee shirts)	500
11. Sevier County Fair	1334
12. Prescott Fall Festival	1002
13. Washington Jonquil Festival	3179
14. Ashdown Whistle Stop Fest	2329
15. Howard County Fair	750

Name of the organization

Arkansas's Great Southwest

Employer identification number

71-0488555

Part 1 #10 Grants Paid
(Continued)

16.	De Queen Bass Tournament	10 87
17.	De Queen Colin Festival	4333
18.	Washington Civil War Weekend	421
19.	De Queen Hoo Rah Days Festival	1414
20.	McNab Twin Rivers Festival	902
21.	Texarkana Four States Fair	10,121
22.	Hope Watermelon Festival	8312
23.	Dierks Pine Tree Festival	2801
24.	Nashville Peach Festival	758
25.	Hempstead County (tee shirts)	500
26.	UACCH R. Hale Concert	948
27.	UACCH (Piano)	5000

Part 1 #10 Grants Paid Total \$57,935

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

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.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

Open to Public
Inspection

Arkansas's Great Southwest

Employer identification number
71-0488555

Part 1 #15 Printing, publications and postage

Postage	3750
S/S Newspaper Insert	4690
F/W Newspaper Insert	3650
Nooten's Football Magazine	2080
AR Motorcycle Guide	1375
AR Tour Guide	3350
AR Fishing Guide	3375
Hempstead Hall. Ad	1000
Total	23,270

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

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.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

Open to Public
Inspection

Arkansas's Great Southwest

Employer identification number

71-0488555

Part 1 #16 Other Expenses \$ 110,916

Advertising on Radio, TV, Newspapers
Bill boards, Internet etc to promote
Fairs, Festivals & Concerts in all seven
Counties in South West Arkansas

Festivals include:

Hope Watermelon Festival
Nashville Dinosaur Festival
Oierks Pine Tree Festival
Bradley Governor Conway Days
Texarkana Four States Fair
Southwest AR Fair @ Hope
Hoo Rah Days @ DeQueen
Ashdown Whistle stop
Washington Jougail Festival
Collin Royce Fest @ DeQueen
Prescott Fall Festival
McNab Twin Rivers Festival
Plus 5 County Fairs

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Name of the organization

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.

▶ Information about Schedule O (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2013

**Open to Public
Inspection**

Employer identification number

Arkansas's Great Southwest

71-0488555

Part 11 # 24 Other Assets

40'x100' tent @ trailer 5000

portable Restroom 10,000

Total Assets \$ 15,000