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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 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

2015

Open to Public Inspection

A For the 2015 calendar year, or tax year beginning 01-01-2015, and ending 12-31-2015

B Check if applicable
☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organization
DANE BUY LOCAL INC

Number and street (or P O box, if mail is not delivered to street address) Room/suite
2801 INTERNATIONAL LANE SUITE 110

City or town, state or province, country, and ZIP or foreign postal code
MADISON, WI 53704

D Employer identification number
38-3855656
E Telephone number
(608) 729-7346
F Group Exemption Number

G Accounting Method ☐ Cash ☒ Accrual Other (specify) _____

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

I Website: WWW.DANEBUYLOCAL.COM

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 **\$ 170,503**

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	40,781	
	2	Program service revenue including government fees and contracts					2	14,372	
	3	Membership dues and assessments					3	109,666	
	4	Investment income					4	4	
	5a	Gross amount from sale of assets other than inventory				5a			
	b	Less cost or other basis and sales expenses				5b			
	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			
	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)				6b			
	c	Less direct expenses from gaming and fundraising events				6c	4,235		
	d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)					6d	-4,235	
	7a	Gross sales of inventory, less returns and allowances				7a			
Expenses	b	Less cost of goods sold				7b			
	c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)					7c		
	8	Other revenue (describe in Schedule O)					8	5,680	
	9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8					9	166,268	
	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	122,308	
	13	Professional fees and other payments to independent contractors					13	10,229	
	14	Occupancy, rent, utilities, and maintenance					14	1,503	
	15	Printing, publications, postage, and shipping					15	9,301	
	16	Other expenses (describe in Schedule O)					16	24,017	
	17	Total expenses. Add lines 10 through 16					17	167,358	
	Net Assets	18	Excess or (deficit) for the year (Subtract line 17 from line 9)					18	-1,090
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	21,947	
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	20,857	

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

Part III Statement of Program Service Accomplishments (see the instructions for Part III)		Expenses	
Check if the organization used Schedule O to respond to any question in this Part III ☒		(Required for section 501(c)(3) and 501(c)(4) organizations, optional for others)	
What is the organization's primary exempt purpose? DANE BUY LOCAL CREATES A SUSTAINABLE, VITAL LOCAL ECONOMY THROUGH EDUCATION, COLLABORATION, AND PROMOTION, AS A NON-ROFIT MEMBER ORGANIZATION			
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. DANE BUY LOCAL HAS OVER 700 MEMBERS AND IS ONE OF THE LARGEST AND MOST SUCCESSFUL BUY LOCAL INITIATIVES NATIONWIDE. WE KEEP MEMBERS ENGAGED THROUGH BIMONTHLY BREAKFAST MEETINGS AND EVENING SOCIALS. MEMBER SURVEYS AND EDUCATIONAL SEMINARS ARE OFFERED AS AN ADDITIONAL MEANS TO ENGAGE AND HELP BUSINESSES LEARN HOW TO BE MORE SUCCESSFUL.			
28 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	

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

[illegible]

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	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
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)?	35a	No
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	35b	
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	35c	No
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 . 39a		
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), 501(c)(4), and 501(c)(29) 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), 501(c)(4), and 501(c)(29) 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), 501(c)(4), and 501(c)(29) organizations Enter amount of tax on line 40c reimbursed by the organization ▶ _____		
e	All organizations At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	40e	No
41	List the states with which a copy of this return is filed ▶ _____		
42a	The organization's books are in care of ▶ <u>COLIN MURRAYCOLIN MURRAY</u> Telephone no ▶ <u>(608) 729-7346</u> Located at ▶ <u>2801 INTERNATIONAL LN STE 110 2801 INTERNATIONAL LN STE 110 MADISON, WI</u> ZIP + 4 ▶ <u>53704</u>		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country ▶ _____ See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR)	42b	No
c	At any time during the calendar year, did the organization maintain an office outside the U S ? If "Yes," enter the name of the foreign country ▶ _____	42c	No
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 - Check here ☐ and enter the amount of tax-exempt interest received or accrued during the tax year ▶ 43		
44a	Did the organization maintain any donor advised funds during the year? 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? <i>If "Yes," Form 990 must be completed instead of Form 990-EZ</i>	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? <i>If "No," provide an explanation in Schedule O</i>	44d	
45a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	45a	No
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	No

		Yes	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 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

		Yes	No
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	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 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		2016-08-08 Date				
	CHRIS FEARN TREASURER Type or print name and title						
Paid Preparer Use Only	Prnt/Type preparer's name NICOLE C BROYLES CPA		Preparer's signature		Date 2016-08-12	Check ☐ if self-employed	PTIN P00028059
	Firm's name ☐ BROYLES & COMPANY CPAS LLC					Firm's EIN ☐ 35-2142418	
	Firm's address ☐ PO BOX 620326 MIDDLETON, WI 535620326					Phone no (608) 960-4700	
May the IRS discuss this return with the preparer shown above? See instructions ☐ Yes ☐ No							

Additional Data

Software ID:
Software Version:
EIN: 38-3855656
Name: DANE BUY LOCAL INC

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

(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
AMY JOHNSON PRESIDENT	1 00	0		
JENNIFER KRUEGER VICE PRESIDE	1 00	0		
CHRIS FEARN TREASURER	1 00	0		
PAM CHRISTENSON DIRECTOR	1 00	0		
RACHEL WEINBERG DIRECTOR	1 00	0		
GREG FRAHM DIRECTOR	1 00	0		
HAYWOOD SIMMONS DIRECTOR	1 00	0		
REBECCA MUEHL DIRECTOR	1 00	0		
JULIE SPITZACK DIRECTOR	1 00	0		
MIKE POLK DIRECTOR	1 00	0		
KELLY STARR-KING DIRECTOR	1 00	0		
SANDI TORKILDSON DIRECTOR	1 00	0		
COLIN MURRAY EXECUTIVE DI	40 00	44,814		

SCHEDULE G
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information Regarding
Fundraising or Gaming Activities

Complete if the organization answered "Yes" on Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
▶ Attach to Form 990 or Form 990-EZ.

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

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization
DANE BUY LOCAL INC

Employer identification number
38-3855656

Part I Fundraising Activities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 17.
Form 990-EZ filers are not required to complete this part.

- 1

Indicate whether the organization raised funds through any of the following activities. Check all that apply.

a

☐ Mail solicitations

b

☐ Internet and email solicitations

c

☐ Phone solicitations

d

☐ In-person solicitations

e

☐ Solicitation of non-government grants

f

☐ Solicitation of government grants

g

☐ Special fundraising events
- 2a

Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services?

☐ Yes ☐ No
- b

If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

(i) Name and address of individual or entity (fundraiser)	(ii) Activity	(iii) Did fundraiser have custody or control of contributions?		(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in col (i)	(vi) Amount paid to (or retained by) organization
		Yes	No			
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
Total ▶						

- 3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing.
-
-

Part II Fundraising Events.

Complete if the organization answered "Yes" on Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

Revenue		(a)Event #1 FUNDRAISING (event type)	(b)Event #2 (event type)	(c)Other events (total number)	(d) Total events (add col (a) through col (c))
	1	Gross receipts	25,817		25,817
	2	Less Contributions	25,817		25,817
	3	Gross income (line 1 minus line 2)			
Direct Expenses	4	Cash prizes			
	5	Noncash prizes			
	6	Rent/facility costs			
	7	Food and beverages			
	8	Entertainment			
	9	Other direct expenses	4,235		4,235
	10	Direct expense summary Add lines 4 through 9 in column (d) ▶			4,235
	11	Net income summary Subtract line 10 from line 3, column (d) ▶			-4,235

Part III Gaming.

Complete if the organization answered "Yes" on Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

Revenue		(a)Bingo	(b)Pull tabs/Instant bingo/progressive bingo	(c)Other gaming	(d) Total gaming (add col (a) through col (c))
	1	Gross revenue			
Direct Expenses	2	Cash prizes			
	3	Noncash prizes			
	4	Rent/facility costs			
	5	Other direct expenses			
	6	Volunteer labor ☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No	☐ Yes _____ % ☐ No	
	7	Direct expense summary Add lines 2 through 5 in column (d) ▶			
	8	Net gaming income summary Subtract line 7 from line 1, column (d) ▶			

9 Enter the state(s) in which the organization conducts gaming activities _____

a Is the organization licensed to conduct gaming activities in each of these states? ☐ Yes ☐ No

b If "No," explain _____

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? ☐ Yes ☐ No

b If "Yes," explain _____

11

Does the organization conduct gaming activities with nonmembers?

☐ Yes ☐ No

12

Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?

☐ Yes ☐ No

13

Indicate the percentage of gaming activity conducted in

a	The organization's facility		%
b	An outside facility		%

14

Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name

Address

15a

Does the organization have a contract with a third party from whom the organization receives gaming revenue?

☐ Yes ☐ No

b

If "Yes," enter the amount of gaming revenue received by the organization \$ and the amount of gaming revenue retained by the third party \$

c

If "Yes," enter name and address of the third party

Name

Address

16

Gaming manager information

Name

Gaming manager compensation \$

Description of services provided

☐ Director/officer ☐ Employee ☐ Independent contractor

17

Mandatory distributions

a

Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?

☐ Yes ☐ No

b

Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year \$

Part IV

Supplemental Information. Provide the explanations required by Part I, line 2b, columns (iii) and (v); and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

Return Reference	Explanation
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SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury

Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

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

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization DANE BUY LOCAL INC	Employer identification number 38-3855656
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990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990-EZ, PART I, LINE 8	FOUNDATION REIMB 5,680 TOTAL 5,680
FORM 990-EZ, PART I, LINE 16	EXPENSES MARKETING 1,758 ADVERTISING 5,926 OFFICE SPACE 240 OFFICE SUPPLIES 790 TECHNOLOGY 5,444 TRAVEL & MEETINGS 1,128 INSURANCE 2,302 CREDIT CARD PROCESSING 2,932 EDUCATION 122 E-COMMERCE 200 BANK CHARGES 72 DUES & SUBSCRIPTIONS 1,615 MISCELLANEOUS 611 NON-INVESTMENT DEPRECIATION 877 TOTAL 24,017
FORM 990-EZ, PART II, LINE 24	ACCOUNTS RECEIVABLE 26,929 12,736 4,383 4,383 LESS ACCUMULATED DEPRECIATION 2,189 3,066 TOTAL 29,123 14,053
FORM 990-EZ, PART II, LINE 26	ACCOUNTS PAYABLE AND ACCRUED EXPENSES 14,648 4,663 DEFERRED REVENUE 15,618 3,541
FORM 990-EZ, PART III	DANE BUY LOCAL CREATES A SUSTAINABLE, VITAL LOCAL ECONOMY THROUGH EDUCATION, COLLABORATION , AND PROMOTION, AS A NON-ROFIT MEMBER ORGANIZATION
FORM 990-EZ, PART III, LINE 28	DANE BUY LOCAL HAS OVER 700 MEMBERS AND IS ONE OF THE LARGEST AND MOST SUCCESSFUL BUY LOCA L INITIATIVES NATIONWIDE WE KEEP MEMBERS ENGAGED THROUGH BIMONTHLY BREAKFAST MEETINGS AND EVENING SOCIALS MEMBER SURVEYS AND EDUCATIONAL SEMINARS ARE OFFERED AS AN ADDITIONAL MEA NS TO ENGAGE AND HELP BUSINESSES LEARN HOW TO BE COME MORE SUCCESSFUL