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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
NEW ORLEANS CONVENTION & VISITORS BUREAU

Doing business as

Number and street (or P.O. box if mail is not delivered to street address)Room/suite

2020 ST CHARLES AVENUE

City or town, state or province, country, and ZIP or foreign postal code
NEW ORLEANS, LA 70130

F Name and address of principal officer
J STEPHEN PERRY
2020 ST CHARLES AVENUE
NEW ORLEANS, LA 70130

H(a) Is this a group return for subordinates?
No

H(b) Are all subordinates included?
If "No," attach a list (see instructions)

H(c) Group exemption number ▶

D Employer identification number
72-0540607

E Telephone number
(504) 566-5011

G Gross receipts \$ 33,820,062

I Tax-exempt status

☐ 501(c)(3)

☒ 501(c) (6) ◀(insert no)

☐ 4947(a)(1) or

☐ 527

J Website: ▶ WWW.NEWORLEANS CVB.COM

K Form of organization

☒ Corporation

☐ Trust

☐ Association

☐ Other ▶

L Year of formation 1960

M State of legal domicile LA

Part I Summary			
Activities & Governance	1 Briefly describe the organization's mission or most significant activities DEVELOPING AND MARKETING THE NEW ORLEANS REGION AS THE PREMIER CONVENTION AND VISITOR DESTINATION		
	2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets		
	3 Number of voting members of the governing body (Part VI, line 1a)	3	26
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	26
	5 Total number of individuals employed in calendar year 2015 (Part V, line 2a)	5	282
	6 Total number of volunteers (estimate if necessary)	6	0
Revenue	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	73,300
	b Net unrelated business taxable income from Form 990-T, line 34	7b	0
	8 Contributions and grants (Part VIII, line 1h) 9 Program service revenue (Part VIII, line 2g) 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) 12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	Prior Year	Current Year
		1,702,964	1,697,455
		18,750,810	31,796,815
		330,366	325,792
		0	0
		20,784,140	33,820,062
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
	14 Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	8,270,179	8,170,974
	16a Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	b Total fundraising expenses (Part IX, column (D), line 25) ▶0		
	17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	10,322,503	20,816,947
Net Assets or Fund Balances	18 Total expenses Add lines 13–17 (must equal Part IX, column (A), line 25)	18,592,682	28,987,921
	19 Revenue less expenses Subtract line 18 from line 12	2,191,458	4,832,141
	20 Total assets (Part X, line 16) 21 Total liabilities (Part X, line 26) 22 Net assets or fund balances Subtract line 21 from line 20	Beginning of Current Year	End of Year
		38,305,249	43,432,930
		4,097,035	5,078,923
		34,208,214	38,354,007

Part II Signature Block

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

J STEPHEN PERRY, PRESIDENT & CEO

Type or print name and title

2016-11-08

Date

Paid Preparer Use Only

Print/Type preparer's name
BRUCE S PRENDERGAST MS CPA

Preparer's signature
BRUCE S PRENDERGAST MS CPA

Date

Check ☐ if self-employed

PTIN
P00151746

Firm's name ▶ LAPORTE APAC

Firm's EIN ▶ 72-1088864

Firm's address ▶ 111 VETERANS MEMORIAL BLVD 600

Phone no (504) 835-5522

METAIRIE, LA 700054958

May the IRS discuss this return with the preparer shown above? (see instructions)

☒ Yes

☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Cat No 11282Y

Form 990(2015)

Part III **Statement of Program Service Accomplishments**

Check if Schedule O contains a response or note to any line in this Part III ☒

1 Briefly describe the organization's mission

THE MISSION OF THE NEW ORLEANS CONVENTION & VISITORS BUREAU IS TO CREATE VIBRANT ECONOMIC GROWTH BY DEVELOPING AND MARKETING THE NEW ORLEANS REGION AS THE PREMIER VISITOR DESTINATION INVOLVING AND LEADING THE DIVERSE ELEMENTS OF THE HOSPITALITY INDUSTRY AND THE COMMUNITY

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No
If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No
If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ including grants of \$) (Revenue \$)
CONVENTION SALES, SERVICES, AND GROUP LEISURE MARKETING THE BUREAU CONTACTS MANY ASSOCIATIONS AND CORPORATE BUSINESSES TO SOLICIT FACILITIES IN NEW ORLEANS, 1,067 CONVENTIONS AND MEETINGS WERE BOOKED BY THE BUREAU IN 2015 THE CONVENTION & LEISURE SALES TEAMS COMBINED BOOKED A TOTAL OF 2,257,336 ROOM NIGHTS IN 2015 THE BUREAU ALSO PROVIDED ASSISTANCE TO 13,496 TRAVEL AGENTS AND 43,379 VISITORS IN 2015

4b (Code) (Expenses \$ including grants of \$) (Revenue \$)
PROMOTIONAL MEDIA THE BUREAU PRINTS AND DISTRIBUTES BROCHURES AND MAPS WHICH PROVIDE INFORMATION ABOUT THE VARIOUS POINTS OF INTEREST AND EVENTS HAPPENING IN NEW ORLEANS IN 2015, APPROXIMATELY 1,222,654 BROCHURES WERE CIRCULATED ADDITIONALLY, THE BUREAU ASSISTED MEDIA AROUND THE WORLD FOR A TOTAL RESULT OF 1,899 ASSISTED IN 2015

4c (Code) (Expenses \$ including grants of \$) (Revenue \$)
MEMBERSHIP PROMOTION THE BUREAU CONDUCTS PROMOTIONAL ACTIVITIES THROUGHOUT THE YEAR TO ATTRACT ADDITIONAL MEMBERS THE TOTAL MEMBERSHIP FOR 2015 WAS 1,087

4d Other program services (Describe in Schedule O)
(Expenses \$ including grants of \$) (Revenue \$)

4e **Total program service expenses ▶**

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)? <i>If "Yes," complete Schedule A</i>	1	No
2 Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)?	2	No
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i> 🗑️	3	No
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	4	
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 98-19? <i>If "Yes," complete Schedule C, Part III</i> 🗑️	5 Yes	
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i> 🗑️	6	No
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i> 🗑️	7	No
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> 🗑️	8	No
9 Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i> 🗑️	9	No
10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i> 🗑️	10	No
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i> 🗑️	11a Yes	
b Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i> 🗑️	11b	No
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? <i>If "Yes," complete Schedule D, Part VIII</i> 🗑️	11c	No
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? <i>If "Yes," complete Schedule D, Part IX</i> 🗑️	11d	No
e Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> 🗑️	11e Yes	
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)? <i>If "Yes," complete Schedule D, Part X</i> 🗑️	11f Yes	
12a Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> 🗑️	12a Yes	
b Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i> 🗑️	12b	No
13 Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>	13	No
14a Did the organization maintain an office, employees, or agents outside of the United States?	14a Yes	
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i> 🗑️	14b Yes	
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? <i>If "Yes," complete Schedule F, Parts II and IV</i> 🗑️	15	No
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? <i>If "Yes," complete Schedule F, Parts III and IV</i> 🗑️	16	No
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i> (see instructions)	17	No
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	18	No
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>	19	No
20a Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>	20a	No
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	

Part IV Checklist of Required Schedules *(continued)*

21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21		No
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22		No
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? <i>If "Yes," complete Schedule J</i>	23	Yes	
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a</i>	24a		No
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 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		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior 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</i>	25b		
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? <i>If "Yes," complete Schedule L, Part II</i>	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i>	27		No
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)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
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? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
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? <i>If "Yes," complete Schedule R, Part I</i>	33	Yes	
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i>	34		No
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		No
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

			Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable.	1a	107	
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.	1b	0	
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes	
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	282	
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note: If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).	2b	Yes	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	Yes	
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O.	3b	Yes	
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		No
b	If "Yes," enter the name of the foreign country: _____ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		No
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 as charitable contributions?	6a		No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7	Organizations that may receive deductible contributions under section 170(c).			
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		
d	If "Yes," indicate the number of Forms 8282 filed during the year.	7d		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		No
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		No
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h	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. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9a	Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10	Section 501(c)(7) organizations. Enter			
a	Initiation fees and capital contributions included on Part VIII, line 12.	10a		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.	10b		
11	Section 501(c)(12) organizations. Enter			
a	Gross income from members or shareholders.	11a		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them).	11b		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	12b		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.			
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.	13b		
c	Enter the amount of reserves on hand.	13c		
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		No
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.	14b		

Part VI Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI ☒

Section 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 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O	1a 26		
b Enter the number of voting members included in line 1a, above, who are independent	1b 26		
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		No
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		No
4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4 Yes		
5 Did the organization become aware during the year of a significant diversion of the organization's assets?	5		No
6 Did the organization have members or stockholders?	6 Yes		
7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a Yes		
b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		No
8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following			
a The governing body?	8a Yes		
b Each committee with authority to act on behalf of the governing body?	8b Yes		
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		No

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

	Yes	No
10a Did the organization have local chapters, branches, or affiliates?	10a	No
b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b	
11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a Yes	
b Describe in Schedule O the process, if any, used by the organization to review this Form 990		
12a Did the organization have a written conflict of interest policy? If "No," go to line 13	12a Yes	
b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b Yes	
c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c Yes	
13 Did the organization have a written whistleblower policy?	13 Yes	
14 Did the organization have a written document retention and destruction policy?	14 Yes	
15 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?		
a The organization's CEO, Executive Director, or top management official	15a Yes	
b Other officers or key employees of the organization	15b Yes	
If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)		
16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	No
b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b	

Section C. Disclosure

17 List the States with which a copy of this Form 990 is required to be filed▶

18 Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
☐ Own website ☐ Another's website ☒ Upon request ☐ Other (explain in Schedule O)

19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year

20 State the name, address, and telephone number of the person who possesses the organization's books and records
 ▶TAMMIE BOTELER 2020 ST CHARLES AVE NEW ORLEANS, LA 70130 (504) 566-5094

Check if Schedule O contains a response or note to any line in this Part VII ☐

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

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

[illegible]

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
See Additional Data Table										
1b Sub-Total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)								2,185,430	0	83,198

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 19

		Yes	No
3	Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3	No
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4 Yes	
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A)	(B)	(C)
Name and business address	Description of services	Compensation
DPS&C PUBLIC SAFETY SERVICES PO BOX 66909 BATON ROUGE, LA 70896	SECURITY	2,132,294
AMERICAN EXPRESS PO BOX 360001 FORT LAUDERDALE, FL 333360001	CREDIT CARDS	689,488
CHASE CARD SERVICES PO BOX 94014 PALATINE, IL 600940001	CREDIT CARDS	670,019
ESSENCE FESTIVAL PRODUCTIONS 135 W 50TH STREET 4TH FLOOR NEW YORK, NY 10020	CONVENTION INCENTIVE	290,000
DEVENEY COMMUNICATION 919 THIRD AVENUE NEW YORK, NY 10022	PUBLIC RELATIONS	270,178

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ► 13

Part VIII **Statement of Revenue**

Check if Schedule O contains a response or note to any line in this Part VIII ☐

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514	
Contributions, Gifts, Grants and Other Similar Amounts	1a	Federated campaigns	1a _____	1,697,455				
	b	Membership dues	1b _____ 1,697,455					
	c	Fundraising events	1c _____					
	d	Related organizations	1d _____					
	e	Government grants (contributions)	1e _____					
	f	All other contributions, gifts, grants, and similar amounts not included above	1f _____					
	g	Noncash contributions included in lines 1a-1f \$	_____					
	h	Total. Add lines 1a-1f ▶						1,697,455
Program Service Revenue	2a	TOURISM SUPPORT ASSESSMENT REVENUE	Business Code 900099	18,236,730	18,236,730			
	b	STATE OF LA/NOTMC FUNDING	900099	12,523,780	12,523,780			
	c	STAFFING SERVICES	900099	402,233	402,233			
	d	OTHER REVENUE	900099	388,044	388,044			
	e	INDUSTRY SHOW COST-SHARE	900099	172,728	172,728			
	f	All other program service revenue		73,300		73,300		
	g	Total. Add lines 2a-2f ▶		31,796,815				
	Other Revenue	3	Investment income (including dividends, interest, and other similar amounts) ▶		325,792			325,792
4		Income from investment of tax-exempt bond proceeds . . ▶						
5		Royalties ▶						
6a		Gross rents	(i) Real (ii) Personal					
		b	Less rental expenses					
		c	Rental income or (loss)					
		d	Net rental income or (loss) ▶					
7a		Gross amount from sales of assets other than inventory	(i) Securities (ii) Other					
		b	Less cost or other basis and sales expenses					
		c	Gain or (loss)					
		d	Net gain or (loss) ▶					
8a		Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a _____					
		b	Less direct expenses					b _____
		c	Net income or (loss) from fundraising events . . ▶					
9a		Gross income from gaming activities See Part IV, line 19	a _____					
		b	Less direct expenses					b _____
		c	Net income or (loss) from gaming activities . . . ▶					
10a		Gross sales of inventory, less returns and allowances	a _____					
		b	Less cost of goods sold					b _____
		c	Net income or (loss) from sales of inventory . . ▶					
Miscellaneous Revenue		Business Code						
11a		_____	_____					
b		_____	_____					
c		_____	_____					
d		All other revenue	_____					
e		Total. Add lines 11a-11d ▶						
12	Total revenue. See Instructions ▶		33,820,062	31,723,515	73,300	325,792		

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)

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21.				
2	Grants and other assistance to domestic individuals. See Part IV, line 22.				
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4	Benefits paid to or for members.				
5	Compensation of current officers, directors, trustees, and key employees.	1,532,878			
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).				
7	Other salaries and wages.	5,377,528			
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions).	172,591			
9	Other employee benefits.	617,759			
10	Payroll taxes.	470,218			
11	Fees for services (non-employees):				
a	Management.				
b	Legal.	292,324			
c	Accounting.				
d	Lobbying.	114,828			
e	Professional fundraising services. See Part IV, line 17.				
f	Investment management fees.				
g	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O).	76,224			
12	Advertising and promotion.	13,941,672			
13	Office expenses.	347,828			
14	Information technology.	260,004			
15	Royalties.				
16	Occupancy.	333,588			
17	Travel.	1,626,461			
18	Payments of travel or entertainment expenses for any federal, state, or local public officials.				
19	Conferences, conventions, and meetings.	463,645			
20	Interest.				
21	Payments to affiliates.				
22	Depreciation, depletion, and amortization.	356,136			
23	Insurance.	145,610			
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O).				
a	STATE POLICE FUNDING &	1,255,760			
b	PUBLIC RELATIONS	483,791			
c	FESTIVAL SPONSORSHIPS	344,408			
d	CLIENT SERVICE INITIATI	320,021			
e	All other expenses	454,647			
25	Total functional expenses. Add lines 1 through 24e.	28,987,921			
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ☐ if following SOP 98-2 (ASC 958-720).				

Part X

Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

					(A) Beginning of year		(B) End of year
Assets	1	Cash—non-interest-bearing			8,730,565	1	13,610,047
	2	Savings and temporary cash investments				2	
	3	Pledges and grants receivable, net				3	
	4	Accounts receivable, net			2,879,137	4	7,272,589
	5	Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L				5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L				6	
	7	Notes and loans receivable, net				7	
	8	Inventories for sale or use			67,980	8	71,198
	9	Prepaid expenses and deferred charges			524,077	9	614,378
	10a	Land, buildings, and equipment—cost or other basis. Complete Part VI of Schedule D	10a	14,822,257			
	b	Less: accumulated depreciation	10b	5,039,637	10,085,076	10c	9,782,620
	11	Investments—publicly traded securities			14,818,414	11	10,882,098
	12	Investments—other securities. See Part IV, line 11				12	
	13	Investments—program-related. See Part IV, line 11				13	
	14	Intangible assets			1,200,000	14	1,200,000
	15	Other assets. See Part IV, line 11				15	
	16	Total assets. Add lines 1 through 15 (must equal line 34)			38,305,249	16	43,432,930
Liabilities	17	Accounts payable and accrued expenses			2,375,475	17	3,257,440
	18	Grants payable				18	
	19	Deferred revenue			64,938	19	100,159
	20	Tax-exempt bond liabilities				20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D				21	
	22	Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L				22	
	23	Secured mortgages and notes payable to unrelated third parties				23	
	24	Unsecured notes and loans payable to unrelated third parties			290,000	24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17–24). Complete Part X of Schedule D			1,366,622	25	1,721,324
	26	Total liabilities. Add lines 17 through 25			4,097,035	26	5,078,923
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here ☒ and complete lines 27 through 29, and lines 33 and 34.						
	27	Unrestricted net assets			24,746,879	27	27,252,935
	28	Temporarily restricted net assets			9,461,335	28	11,101,072
	29	Permanently restricted net assets				29	
	Organizations that do not follow SFAS 117 (ASC 958), check here ☐ and complete lines 30 through 34.						
	30	Capital stock or trust principal, or current funds				30	
	31	Paid-in or capital surplus, or land, building or equipment fund				31	
	32	Retained earnings, endowment, accumulated income, or other funds				32	
	33	Total net assets or fund balances			34,208,214	33	38,354,007
	34	Total liabilities and net assets/fund balances			38,305,249	34	43,432,930

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	33,820,062
2	Total expenses (must equal Part IX, column (A), line 25)	2	28,987,921
3	Revenue less expenses Subtract line 2 from line 1	3	4,832,141
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	34,208,214
5	Net unrealized gains (losses) on investments	5	-686,348
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	0
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	38,354,007

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☒

		Yes	No
1	Accounting method used to prepare the Form 990 ☐ Cash ☒ Accrual ☐ Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis		No
b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both ☒ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	Yes	
c	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Additional Data

Software ID:

Software Version:

EIN: 72-0540607

Name: NEW ORLEANS CONVENTION & VISITORS BUREAU

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
IFTIKHAR AHMAD DIRECTOR - EX OFFICIO	1 50	X						0	0	0
DARRYL BERGER SECRETARY	1 50	X		X				0	0	0
OCTAVIO MANILLA DIRECTOR	1 50	X						0	0	0
STEVE CAPUTO DIRECTOR	1 50	X						0	0	0
IRVIN MAYFIELD DIRECTOR	1 50	X						0	0	0
SUSAN TAYLOR DIRECTOR	1 50	X						0	0	0
ROBERT BRAY PAST CHAIRMAN	1 50	X		X				0	0	0
AL GROOS DIRECTOR	1 50	X						0	0	0
JILL DIMARCO DIRECTOR	1 50	X						0	0	0
RON FORMAN DIRECTOR	1 50	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099- MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
TOD CHAMBERS CHAIRMAN	1 50	X		X				0	0	0
MICHAEL SMITH DIRECTOR	1 50	X						0	0	0
DAVID VILLARRUBIA DIRECTOR	1 50	X						0	0	0
PAUL SCOTT DIRECTOR	1 50	X						0	0	0
JIM COOK CHAIR ELECT	1 50	X		X				0	0	0
MELVIN RODRIGUE DIRECTOR - EX OFFICIO	1 50	X						0	0	0
GREGORY RUSOVICH ASST SECRETARY	1 50	X		X				0	0	0
DOUG THORNTON DIRECTOR - EX OFFICIO	1 50	X						0	0	0
MICKAL ADLER DIRECTOR	1 50	X						0	0	0
JEFFREY O'HARA DIRECTOR	1 50	X						0	0	0

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors										
(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
STEVE PETTUS TREASURER	1 50	X		X				0	0	
BONNIE BOYD DIRECTOR	1 50	X						0	0	
STAN HARRIS DIRECTOR - EX OFFICIO	1 50	X						0	0	
KATY CASBARIAN DIRECTOR - EX OFFICIO	1 50	X						0	0	
JSTEPHEN PERRY PRESIDENT/CEO	60 00			X				453,955	0	12,070
KIM PRIEZ VICE-PRESIDENT OF TOURISM	50 00				X			196,268	0	4,670
CARA BANASCH SENIOR VP OF CONVENTION SALES	50 00				X			316,065	0	4,670
SALLEE PAVLOVICH DIRECTOR OF CORPORATE AND	50 00				X			178,304	0	4,950
NATHAN PENNISON SENIOR SALES MANAGER	50 00				X			154,992	0	12,850
CHERYL TEAMER SENIOR VP PUBLIC AFFAIRS	50 00				X			189,376	0	4,670

Form 990, Part VII - Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)							(D) Reportable compensation from the organization (W- 2/1099- MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former				
ROBERT RESO DIRECTOR OF NEW BUSINESS D	50 00					X		145,123	0	12,850	
DONNA GLOVER DIRECTOR OF ASSOCIATION ME	50 00					X		146,474	0	9,470	
SUSAN IVES SENIOR SALES MANAGER	50 00					X		136,685	0	9,470	
KRISTIAN SONNIER VP COMM/PUBLIC RELATIONS	50 00					X		135,221	0	2,510	
TAMMIE BOTELER VP FINANCE	50 00					X		132,967	0	4,950	

SCHEDULE C
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527
▶Complete if the organization is described below. ▶Attach to Form 990 or Form 990-EZ.
▶Information about Schedule C (Form 990 or 990-EZ) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

If the organization answered "Yes" on Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only

If the organization answered "Yes" on Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes" on Form 990, Part IV, Line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of the organization NEW ORLEANS CONVENTION & VISITORS BUREAU	Employer identification number 72-0540607
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Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

1	Provide a description of the organization's direct and indirect political campaign activities in Part IV	
2	Political expenditures	\$
3	Volunteer hours	

Part I-B Complete if the organization is exempt under section 501(c)(3).

1	Enter the amount of any excise tax incurred by the organization under section 4955	\$
2	Enter the amount of any excise tax incurred by organization managers under section 4955	\$
3	If the organization incurred a section 4955 tax, did it file Form 4720 for this year?	☐ Yes ☐ No
4a	Was a correction made?	☐ Yes ☐ No
b	If "Yes," describe in Part IV	

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

1	Enter the amount directly expended by the filing organization for section 527 exempt function activities	\$
2	Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities	\$
3	Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b	\$
4	Did the filing organization file Form 1120-POL for this year?	☐ Yes ☐ No
5	Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV	

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds If none, enter -0-	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization If none, enter -0-
2				
3				
4				
5				
6				

Part II-A

Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A
- Check
- ☐
- if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B
- Check
- ☐
- if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)		(a) Filing organization's totals	(b) Affiliated group totals												
1a	Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b	Total lobbying expenditures to influence a legislative body (direct lobbying)														
c	Total lobbying expenditures (add lines 1a and 1b)														
d	Other exempt purpose expenditures														
e	Total exempt purpose expenditures (add lines 1c and 1d)														
f	Lobbying nontaxable amount Enter the amount from the following table in both columns														
<table><tr><th>If the amount on line 1e, column (a) or (b) is:</th><th>The lobbying nontaxable amount is:</th></tr><tr><td>Not over \$500,000</td><td>20% of the amount on line 1e</td></tr><tr><td>Over \$500,000 but not over \$1,000,000</td><td>\$100,000 plus 15% of the excess over \$500,000</td></tr><tr><td>Over \$1,000,000 but not over \$1,500,000</td><td>\$175,000 plus 10% of the excess over \$1,000,000</td></tr><tr><td>Over \$1,500,000 but not over \$17,000,000</td><td>\$225,000 plus 5% of the excess over \$1,500,000</td></tr><tr><td>Over \$17,000,000</td><td>\$1,000,000</td></tr></table>		If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:														
Not over \$500,000	20% of the amount on line 1e														
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000														
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000														
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000														
Over \$17,000,000	\$1,000,000														
g	Grassroots nontaxable amount (enter 25% of line 1f)														
h	Subtract line 1g from line 1a If zero or less, enter -0-														
i	Subtract line 1f from line 1c If zero or less, enter -0-														

j

If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?

☐ Yes ☐ No

4-Year Averaging Period Under section 501(h)

(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a)2012	(b)2013	(c)2014	(d)2015	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B

Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes" response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity		(a)		(b)
		Yes	No	Amount
1	During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
a	Volunteers?			
b	Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c	Media advertisements?			
d	Mailings to members, legislators, or the public?			
e	Publications, or published or broadcast statements?			
f	Grants to other organizations for lobbying purposes?			
g	Direct contact with legislators, their staffs, government officials, or a legislative body?			
h	Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i	Other activities?			
j	Total. Add lines 1c through 1i			
2a	Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b	If "Yes," enter the amount of any tax incurred under section 4912			
c	If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d	If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1	Were substantially all (90% or more) dues received nondeductible by members?	No
2	Did the organization make only in-house lobbying expenditures of \$2,000 or less?	No
3	Did the organization agree to carry over lobbying and political expenditures from the prior year?	No

Part III-B

Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."

1	Dues, assessments and similar amounts from members	1	1,697,455
2	Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a	Current year	2a	114,828
b	Carryover from last year	2b	
c	Total	2c	114,828
3	Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	118,822
4	If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5	Taxable amount of lobbying and political expenditures (see instructions)	5	-3,994

Part IV

Supplemental Information

Provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, lines 1 and 2 (see instructions), and Part II-B, line 1. Also, complete this part for any additional information.

Return Reference	Explanation
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SCHEDULE D

(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

► Complete if the organization answered "Yes," on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
► Attach to Form 990.

Information about Schedule D (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization NEW ORLEANS CONVENTION & VISITORS BUREAU	Employer identification number 72-0540607
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Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year	
2	Aggregate value of contributions to (during year)	
3	Aggregate value of 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 assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No	
6	Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes ☐ No	

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1	Purpose(s) of conservation easements held by the organization (check all that apply) ☐ Preservation of land for public use (e.g., recreation or education) ☐ Protection of natural habitat ☐ Preservation of open space ☐ Preservation of an historically important land area ☐ Preservation of a certified historic structure	
2	Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year	
a	Total number of conservation easements	2a
b	Total acreage restricted by conservation easements	2b
c	Number of conservation easements on a certified historic structure included 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, extinguished, or terminated by the organization during the tax year ►	
4	Number of states where property subject to conservation easement is located ►	
5	Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No	
6	Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ►	
7	Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► \$	
8	Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No	
9	In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements	

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a	If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items	
b	If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items	
(i)	Revenue included on 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 other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items	
a	Revenue included on Form 990, Part VIII, line 1	► \$
b	Assets included in Form 990, Part X	► \$

Part III

Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets

(continued)

3

Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

a

☐ Public exhibition

d

☐ Loan or exchange programs

b

☐ Scholarly research

e

☐ Other

c

☐ Preservation for future generations

4

Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5

During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?

☐ Yes

☐ No

Part IV

Escrow and Custodial Arrangements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a

Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIII and complete the following table

c

Beginning balance

d

Additions during the year

e

Distributions during the year

f

Ending balance

	Amount
1c	
1d	
1e	
1f	

2a

Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?

☐ Yes

☐ No

b

If "Yes," explain the arrangement in Part XIII Check here if the explanation has been provided in Part XIII

☐

Part V

Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

	(a)Current year	(b)Prior year	b (c)Two years back	(d)Three years back	(e)Four years back
1a	Beginning of year balance				
b	Contributions				
c	Net investment earnings, gains, and losses				
d	Grants or scholarships				
e	Other expenditures for facilities and programs				
f	Administrative expenses				
g	End of year balance				

2

Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

a

Board designated or quasi-endowment

b

Permanent endowment

c

Temporarily restricted endowment

The percentages on lines 2a, 2b, and 2c should equal 100%

3a

Are there endowment funds not in the possession of the organization that are held and administered for the organization by

(i) unrelated organizations

(ii) related organizations

3a(i)

3a(ii)

Yes

No

b

If "Yes" on 3a(ii), are the related organizations listed as required on Schedule R?

3b

Yes

No

4

Describe in Part XIII the intended uses of the organization's endowment funds

Part VI

Land, Buildings, and Equipment.

Complete if the organization answered 'Yes' to Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	Accumulated (c) depreciation	(d) Book value
1a Land		3,373,130		3,373,130
b Buildings		9,167,019	2,947,160	6,219,859
c Leasehold improvements		459,042	374,309	84,733
d Equipment		870,504	766,880	103,624
e Other		952,562	951,288	1,274
Total. Add lines 1a through 1e (Column (d) must equal Form 990, Part X, column (B), line 10(c))				9,782,620

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements	1	33,133,714
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains (losses) on investments	2a	-686,348
b	Donated services and use of facilities	2b	
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII)	2d	
e	Add lines 2a through 2d	2e	-686,348
3	Subtract line 2e from line 1	3	33,820,062
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	
c	Add lines 4a and 4b	4c	0
5	Total revenue Add lines 3 and 4c . (This must equal Form 990, Part I, line 12)	5	33,820,062

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements	1	28,987,921
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII)	2d	
e	Add lines 2a through 2d	2e	0
3	Subtract line 2e from line 1	3	28,987,921
4	Amounts included on Form 990, Part IX, line 25, but not on line 1 :		
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a	
b	Other (Describe in Part XIII)	4b	
c	Add lines 4a and 4b	4c	0
5	Total expenses Add lines 3 and 4c . (This must equal Form 990, Part I, line 18)	5	28,987,921

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

Return Reference	Explanation
PART X, LINE 2	ACCOUNTING PRINCIPLES GENERALLY ACCEPTED IN THE UNITED STATES OF AMERICA PROVIDE ACCOUNTING AND DISCLOSURE GUIDANCE ABOUT POSITIONS TAKEN BY AN ENTITY IN ITS TAX RETURNS THAT MIGHT BE UNCERTAIN. THE BUREAU BELIEVES THAT IT HAS APPROPRIATE SUPPORT FOR ANY TAX POSITIONS TAKEN, AND MANAGEMENT HAS DETERMINED THAT THERE ARE NO UNCERTAIN TAX POSITIONS THAT ARE MATERIAL TO THE FINANCIAL STATEMENTS. PENALTIES AND INTEREST ASSESSED BY INCOME TAXING AUTHORITIES, IF ANY, WOULD BE INCLUDED IN INCOME TAX EXPENSE.

Part XIII **Supplemental Information** *(continued)*

Return Reference	Explanation

SCHEDULE F
(Form 990)

Department of the Treasury
Internal Revenue Service

Statement of Activities Outside the United States

► Complete if the organization answered "Yes" to Form 990,
Part IV, line 14b, 15, or 16.
► Attach to Form 990.

► Information about Schedule F (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization
NEW ORLEANS CONVENTION & VISITORS BUREAU

Employer identification number
72-0540607

Part I

General Information on Activities Outside the United States.
Complete if the organization answered "Yes" to Form 990, Part IV, line 14b.

1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance?

YesNo

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States

3 Activities per Region (The following Part I, line 3 table can be duplicated if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in region	(d) Activities conducted in region (by type) (e g , fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in region	(f) Total expenditures for and investments in region
(1) CHINA	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION, EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES	601
(2) CANADA	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION, EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES	152,518
(3) UNITED KINGDOM	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION, EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES	208,636
(4) FRANCE	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION, EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES	144,029
(5) GERMANY	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION, EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES	135,955
3a Sub-total	5	5			641,739
b Total from continuation sheets to Part I	0	0			0
c Totals (add lines 3a and 3b)	5	5			641,739

Part II

Grants and Other Assistance to Organizations or Entities Outside the United States.

Complete if the organization answered "Yes" to Form 990, Part IV, line 15, for any recipient who received more than \$5,000. Part II can be duplicated if additional space is needed.

1	(a) Name of organization	(b) IRS code section and EIN (if applicable)	(c) Region	(d) Purpose of grant	(e) Amount of cash grant	(f) Manner of cash disbursement	(g) Amount of non-cash assistance	(h) Description of non-cash assistance	(i) Method of valuation (book, FMV, appraisal, other)
(1)									
(2)									
(3)									
(4)									

2

Enter total number of recipient organizations listed above that are recognized as charities by the foreign country, recognized as tax-exempt by the IRS, or for which the grantee or counsel has provided a section 501(c)(3) equivalency letter ▶

3

Enter total number of other organizations or entities ▶

Part III **Grants and Other Assistance to Individuals Outside the United States.** Complete if the organization answered "Yes" to Form 990, Part IV, line 16.
Part III can be duplicated if additional space is needed.

(a) Type of grant or assistance	(b) Region	(c) Number of recipients	(d) Amount of cash grant	(e) Manner of cash disbursement	(f) Amount of non-cash assistance	(g) Description of non-cash assistance	(h) Method of valuation (book, FMV, appraisal, other)
(1)							
(2)							
(3)							
(4)							
(5)							
(6)							
(7)							
(8)							
(9)							
(10)							
(11)							
(12)							
(13)							
(14)							
(15)							
(16)							
(17)							
(18)							

Part IV Foreign Forms

- 1

Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U S Transferor of Property to a Foreign Corporation (see Instructions for Form 926)*

☐

Yes

☒

No
- 2

Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to file Form 3520, Annual Return to Report Transactions with Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U S Owner (see Instructions for Forms 3520 and 3520-A, do not file with Form 990)*

☐

Yes

☒

No
- 3

Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U S Persons with Respect to Certain Foreign Corporations (see Instructions for Form 5471)*

☐

Yes

☒

No
- 4

Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)*

☐

Yes

☒

No
- 5

Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U S Persons with Respect to Certain Foreign Partnerships (see Instructions for Form 8865)*

☐

Yes

☒

No
- 6

Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to file Form 5713, International Boycott Report (see Instructions for Form 5713, do not file with Form 990)*

☐

Yes

☒

No

Additional Data

Software ID:

Software Version:

EIN: 72-0540607

Name: NEW ORLEANS CONVENTION & VISITORS BUREAU

Part V Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds); Part I, line 3, column (f) (accounting method; amounts of investments vs. expenditures per region); Part II, line 1 (accounting method); Part III (accounting method); and Part III, column (c) (estimated number of recipients), as applicable. Also complete this part to provide any additional information (see instructions).

Schedule J
(Form 990)

Department of the Treasury
Internal Revenue Service

Compensation Information

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ► Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ► Attach to Form 990.
 ► Information about Schedule J (Form 990) and its instructions is at www.irs.gov/form990.

OMB No 1545-0047

2015

Open to Public Inspection

Name of the organization

NEW ORLEANS CONVENTION & VISITORS BUREAU

Employer identification number

72-0540607

Part I

Questions Regarding Compensation

	Yes	No
1a Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items. ☐ First-class or charter travel ☐ Housing allowance or residence for personal use ☐ Travel for companions ☐ Payments for business use of personal residence ☒ Tax indemnification and gross-up payments ☐ Health or social club dues or initiation fees ☒ Discretionary spending account ☐ Personal services (e.g., maid, chauffeur, chef)		
b If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain.	1b	Yes
2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, officers, including the CEO/Executive Director, regarding the items checked in line 1a?	2	Yes
3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III. ☒ Compensation committee ☒ Written employment contract ☐ Independent compensation consultant ☒ Compensation survey or study ☒ Form 990 of other organizations ☒ Approval by the board or compensation committee		
4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization:		
a Receive a severance payment or change-of-control payment?	4a	No
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?	4b	No
c Participate in, or receive payment from, an equity-based compensation arrangement?	4c	No
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.		
Only 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.		
5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:		
a The organization?	5a	
b Any related organization?	5b	
If "Yes," on line 5a or 5b, describe in Part III.		
6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:		
a The organization?	6a	
b Any related organization?	6b	
If "Yes," on line 6a or 6b, describe in Part III.		
7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III.	7	
8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.	8	
9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?	9	

Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

Note. The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column(B) reported as deferred on prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
1 JSTEPHEN PERRY PRESIDENT/CEO	(i)	318,776 ----- 0	100,677 ----- 0	34,502 ----- 0	0 ----- 0	12,076 ----- 0	466,031 ----- 0	0 ----- 0
	(ii)							
2 KIM PRIEZ VICE-PRESIDENT OF TOURISM	(i)	126,055 ----- 0	41,018 ----- 0	29,195 ----- 0	0 ----- 0	4,676 ----- 0	200,944 ----- 0	0 ----- 0
	(ii)							
3 CARA BANASCH SENIOR VP OF CONVENTION SALES	(i)	225,135 ----- 0	65,657 ----- 0	25,273 ----- 0	0 ----- 0	4,676 ----- 0	320,741 ----- 0	0 ----- 0
	(ii)							
4 SALLEE PAVLOVICH DIRECTOR OF CORPORATE AND	(i)	104,128 ----- 0	46,102 ----- 0	28,074 ----- 0	0 ----- 0	4,958 ----- 0	183,262 ----- 0	0 ----- 0
	(ii)							
5 NATHAN PENNISON SENIOR SALES MANAGER	(i)	82,161 ----- 0	52,635 ----- 0	20,196 ----- 0	0 ----- 0	12,856 ----- 0	167,848 ----- 0	0 ----- 0
	(ii)							
6 CHERYL TEAMER SENIOR VP PUBLIC AFFAIRS	(i)	137,648 ----- 0	36,413 ----- 0	15,315 ----- 0	0 ----- 0	4,676 ----- 0	194,052 ----- 0	0 ----- 0
	(ii)							
7 ROBERT RESO DIRECTOR OF NEW BUSINESS D	(i)	106,151 ----- 0	27,194 ----- 0	11,778 ----- 0	0 ----- 0	12,856 ----- 0	157,979 ----- 0	0 ----- 0
	(ii)							
8 DONNA GLOVER DIRECTOR OF ASSOCIATION ME	(i)	87,322 ----- 0	38,044 ----- 0	21,108 ----- 0	0 ----- 0	9,474 ----- 0	155,948 ----- 0	0 ----- 0
	(ii)							

Part III **Supplemental Information**

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Return Reference	Explanation
PART I, LINE 3	NOCVB COMPENSATION COMMITTEE CHARTER MEMBERSHIP. THE COMPENSATION COMMITTEE SHALL CONSIST OF ALL THREE DIRECTORS, ALL OF WHOM HAVE BEEN DETERMINED BY THE BOARD OF DIRECTORS TO BE "INDEPENDENT", AS DEFINED IN THE CHARTER OF THE COMPANY'S AUDIT COMMITTEE. PURPOSE. THE PURPOSES OF THE COMPENSATION COMMITTEE ARE TO DISCHARGE THE RESPONSIBILITIES OF THE BOARD OF DIRECTORS RELATING TO COMPENSATION OF THE COMPANY'S CEO AND OTHER EXECUTIVES DUTIES AND RESPONSIBILITIES. THE COMPENSATION COMMITTEE IS DIRECTLY RESPONSIBLE FOR ESTABLISHING ANNUAL AND LONG-TERM PERFORMANCE GOALS AND OBJECTIVES FOR THE CEO. THE COMPENSATION COMMITTEE SHALL HAVE THE RESPONSIBILITY TO: 1. REVIEW AND APPROVE CORPORATE GOALS AND OBJECTIVES RELEVANT TO CEO COMPENSATION AND EVALUATE THE PERFORMANCE OF THE CEO. 2. REVIEW AND SET THE COMPENSATION OF THE CEO BASED UPON THE EVALUATION, FOCUSING ON: A. WHETHER THE CHIEF EXECUTIVE OFFICER IS APPROPRIATELY COMPENSATED. B. WHETHER HIS COMPENSATION IS REASONABLY RELATED TO PERSONAL AND CORPORATE PERFORMANCE. C. WHETHER SEVERANCE AND POST EMPLOYMENT BENEFITS ARE PROPERLY RELATED TO THE COMPANY'S INTERESTS AND REASONABLE IN AMOUNT. 3. CONSIDER WHETHER THE CEO'S COMPENSATION AND BENEFIT PACKAGE IS APPROPRIATE FOR ATTRACTING AND RETAINING A QUALITY EXECUTIVE FOR THE COMPANY, AND MOTIVATING THE CHIEF EXECUTIVE OFFICER TO ACHIEVE THE OBJECTIVES OF THE COMPANY. 4. THE COMPENSATION COMMITTEE MAY, IN ITS SOLE DISCRETION, PREPARE OR OBTAIN COMPENSATION STUDIES OR SURVEYS OR EMPLOY A COMPENSATION CONSULTANT TO ASSIST IN THE EVALUATION OF THE COMPENSATION OF THE COMPANY'S CHIEF EXECUTIVE OFFICER. THE COMPENSATION COMMITTEE SHALL HAVE THE SOLE AUTHORITY TO APPROVE THE FEES AND OTHER RETENTION TERMS WITH RESPECT TO SUCH A COMPENSATION CONSULTANT. THE COMPENSATION COMMITTEE ALSO HAS THE AUTHORITY, AS NECESSARY AND APPROPRIATE, TO CONSULT WITH OTHER OUTSIDE ADVISORS TO ASSIST IN ITS DUTIES TO THE COMPANY. MEETINGS. THE COMPENSATION COMMITTEE SHALL MEET AT LEAST TWICE EACH YEAR AND AT SUCH OTHER TIMES AS IT DEEMS NECESSARY TO FULFILL ITS RESPONSIBILITIES AND SHALL MAKE PERIODIC REPORTS TO THE BOARD OF DIRECTORS, AS APPROPRIATE.

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 NEW ORLEANS CONVENTION & VISITORS BUREAU	Employer identification number 72-0540607
--	--

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 4	NUMBER, QUALIFICATION, ELECTION AND TERM LIMITS IN ADDITION TO THE REQUIREMENTS OF THE PREVIOUS BYLAWS, THE BOARD OF DIRECTORS SHALL BE COMPOSED OF 19 DIRECTORS ELECTED BY THE MEMBERS AND THE SEVEN EX OFFICIO DIRECTORS DESIGNATED DIRECTORS IN ADDITION TO THE REQUIREMENTS OF THE PREVIOUS BYLAWS, THE BOARD OF DIRECTORS SHALL HAVE THE AUTHORITY TO DESIGNATE UP TO SEVEN INDIVIDUALS TO SERVE AS MEMBERS OF THE BOARD OF DIRECTORS
FORM 990, PART VI, SECTION A, LINE 6	1 1 ELIGIBILITY FOR ADMISSION ANY NATURAL PERSON, TRUST, LIMITED LIABILITY COMPANY, PARTNERSHIP, CORPORATION OR OTHER JUDICIAL PERSON IS ELIGIBLE FOR ADMISSION AS A MEMBER OF THE ORGANIZATION 1 2 ADMISSION TO MEMBERSHIP ADMISSION TO MEMBERSHIP SHALL BE BY APPLICATION IN ACCORDANCE WITH PROCEDURES FROM TIME TO TIME APPROVED BY THE BOARD OF DIRECTORS AND UP ON PAYMENT OF DUES ASSESSED THE EXECUTIVE COMMITTEE MAY DENY ADMISSION TO MEMBERSHIP TO A NY APPLICANT THAT THE COMMITTEE REASONABLY BELIEVES TO HAVE INTERESTS THAT, ON THE WHOLE, ARE NOT SUBSTANTIALLY ALIGNED WITH THE INTERESTS OF THE TOURISM, HOSPITALITY, SPECIAL EVENTS, SPORTS, ENTERTAINMENT, AND OTHER RELATED INDUSTRIES IN THE PARISHES OF ORLEANS, JEFFERSON, ST BERNARD, ST CHARLES, ST TAMMANY, PLAQUEMINES OR ST JOHN THE BAPTIST (THE "GREATER NEW ORLEANS AREA") 1 3 DUES AND ASSESSMENTS THE MEMBERS SHALL BE DIVIDED INTO SUCH CLASSES AND SERIES AS ARE SHOWN ON EXHIBIT A TO THESE BYLAWS THE RIGHTS, PRIVILEGES AND OBLIGATIONS OF MEMBERS SHALL BE IDENTICAL IN ALL RESPECTS OTHER THAN (I) WITH RESPECT TO DUES AND ASSESSMENTS TO WHICH MEMBERS OF THE RESPECTIVE CLASSES AND SERIES ARE LIABLE AS SPECIFIED IN EXHIBIT A AND (II) WITH RESPECT TO THE MEMBERSHIP BENEFITS ACCORDED BASIC AND ADVANCE MEMBERS (CLASSES I AND II, RESPECTIVELY) THE BOARD OF DIRECTORS SHALL FIX BY RESOLUTION THE AMOUNT, DUE DATES AND METHODS OF PAYMENT OF THE DUES AND THE ASSESSMENTS TO BE PAID BY THE MEMBERS TO THE ORGANIZATION 1 4 AFFILIATES A PERSON IS ELIGIBLE TO BE A MEMBER ONLY FOR SO LONG AS ALL OTHER ENTITIES THAT ARE (I) OWNED, CONTROLLED OR MANAGED BY OR UNDER COMMON OWNERSHIP OR MANAGEMENT WITH THE MEMBER AND (II) ARE ENGAGED IN OPERATING ONE OR MORE RESTAURANTS, HOTELS OR OTHER HOSPITALITY COMPANIES IN THE GREATER NEW ORLEANS AREA ("AFFILIATES") ARE MEMBERS IN GOOD STANDING FOR THESE PURPOSES, "CONTROL" MEANS THE ABILITY TO INFLUENCE MANAGEMENT IN THE DAY-TO-DAY OPERATION OF A BUSINESS THIS PROVISION SHALL BE CONSTRUED TO ACCOMPLISH ITS PRINCIPAL PURPOSE OF ASSURING THAT ALL AFFILIATED PARTIES IN A POSITION TO BENEFIT FROM MEMBERSHIP SHOULD BE MEMBERS IN PROPORTION TO THAT POTENTIAL BENEFIT ALL PERSONS THAT ARE PART OF A GROUP WHOSE MEMBERS SHARE OR APPEAR LIKELY TO SHARE MARKETING INFORMATION WITH ONE ANOTHER MUST BE MEMBERS IF ANY ONE OF THEM IS A MEMBER FOR EXAMPLE, HOTELS AND RESTAURANTS THAT ARE UNDER COMMON MANAGEMENT SHALL BE CONSIDERED TO BE PART OF SUCH A GROUP AND, THEREFORE, TO BE AFFILIATES, WHILE HOTELS OR RESTAURANTS OPERATED AS SEPARATE FRANCHISES UNDER THE SAME FLAG WOULD NOT 1 5 DISCIPLINARY PROCEDURES THE BOARD OF DIRECTORS SHALL AT ALL TIMES MAINTAIN IN EFFECT A STATEMENT OF DISCIPLINARY PROCEDURES CONCERNING STANDARDS AND PROCEDURES FOR IMPOSITION OF SANCTIONS, INCLUDING SUSPENSION AND EXPULSION, BY THE EXECUTIVE COMMITTEE AGAINST MEMBERS FOR NONPAYMENT OF DUES AND OTHER ACTS AND OMISSIONS THE BOARD IDENTIFIES IN THE STATEMENT OF DISCIPLINARY PROCEDURES AS INIMICAL TO THE INTERESTS OF THE ORGANIZATION OR THE INDUSTRY UNLESS THE EXECUTIVE COMMITTEE EXPRESSLY PROVIDES OTHERWISE, SUSPENSION OR EXPULSION OF A MEMBER SHALL AUTOMATICALLY EFFECT THE SUSPENSION OR EXPULSION, AS THE CASE MAY BE, OF ALL THE MEMBER'S AFFILIATES 1 6 REINSTATEMENT THE EXECUTIVE COMMITTEE, IN ITS DISCRETION, MAY RE-ADMIT AN EXPELLED MEMBER AT ANY TIME EXCEPT THAT AN EXPELLED MEMBER AND ITS AFFILIATES SHALL BE INELIGIBLE FOR RE-ADMISSION FOR A TWO YEAR PERIOD FOLLOWING EXPULSION IN THE FOLLOWING CIRCUMSTANCES (I) A MEMBER THAT HAS BEEN EXPELLED MORE THAN ONCE FOR NON-PAYMENT OF DUES OR ASSESSMENTS AND (II) A MEMBER THAT HAS BEEN EXPELLED FOR ANY REASON OTHER THAN NON-PAYMENT OF DUES RE-ADMISSION SHALL BE BY APPLICATION ONLY AND SHALL BE GOVERNED BY SECION 1 2

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION A, LINE 7A	VOTING EACH MEMBER IN GOOD STANDING IS ENTITLED TO ONE VOTE THE MEMBERS MUST VOTE BY A BALLOT A MAJORITY OF THE VOTES CAST AT ANY MEETING AT WHICH A QUORUM IS PRESENT SHALL SUFFICE TO CONSTITUTE THE APPROVAL OR OTHER ACTION OF THE MEMBERS
FORM 990, PART VI, SECTION B, LINE 11	UPON COMPLETION OF THE TAX RETURN BY THE AUDITING FIRM, A DRAFT IS SUBMITTED TO THE BUREAU FOR REVIEW AFTER A THOROUGH REVIEW IS COMPLETED INTERNALLY AND CLEARING OF ALL QUESTIONS AND ANSWERS, THE AUDIT COMMITTEE IS CONVENED A DRAFT OF THE TAX RETURN IS THEN REVIEWED IN DEPTH WITH THE AUDIT COMMITTEE PRIOR TO BEING FILED A DRAFT OF THE TAX RETURN IS SENT TO THE FULL BOARD FOR CONCURRENCE ON RECOMMENDATIONS FROM THE AUDIT COMMITTEE AND FOR THEIR APPROVAL PRIOR TO FILING

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION B, LINE 12C	FORMS SIGNED ANNUALLY, MEMBERS WITH POTENTIAL CONFLICTS ARE NOT ALLOWED TO VOTE ON ISSUES PERTAINING TO THEIR POTENTIALLY CONFLICTED AREA OF INTEREST
FORM 990, PART VI, SECTION B, LINE 15	PERIODIC SURVEYS AND COMPARABLE DATA OBTAINED FROM A THIRD PARTY ARE USED TO ESTABLISH COMPENSATION SEE ALSO SCHEDULE J PART III

990 Schedule O, Supplemental Information

Return Reference	Explanation
FORM 990, PART VI, SECTION C, LINE 19	THE BUREAU MAKES ITS GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY AVAILABLE TO THE PUBLIC UPON REQUEST, AND THEIR FINANCIAL STATEMENTS ARE PUBLIC RECORD AND CAN BE OBTAINED THROUGH THE LOUISIANA LEGISLATIVE AUDITOR
FORM 990, PART XII, LINE 2C	THE PROCESS HAS NOT CHANGED FROM PRIOR YEAR

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.

▶ Attach to Form 990.▶ Information about Schedule R (Form 990) and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2015

Open to Public Inspection

Name of the organization
NEW ORLEANS CONVENTION & VISITORS BUREAU

Employer identification number
72-0540607

Part I Identification of Disregarded Entities

Complete if the organization answered "Yes" on Form 990, Part IV, line 33.

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) WELCOME CENTER BUILDING LLC 2020 ST CHARLES AVENUE NEW ORLEANS, LA 70130 52-2182916	TO MANAGE THE PROPERTY AT THE LOCATION OF THE BUREAU'S OPERATING CENTER	LA	0	9,030,565	NEW ORLEANS CONVENTION & VISITORS BUREAU

Part II Identification of Related Tax-Exempt Organizations

Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No

Part III Identification of Related Organizations Taxable as a Partnership Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

Part IV Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end- of-year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No

Part V

Transactions With Related Organizations

Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36.

Note. Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

1

During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

a

Receipt of (i) interest, (ii)annuities, (iii)royalties, or(iv)rent from a controlled entity

1a

b

Gift, grant, or capital contribution to related organization(s)

1b

c

Gift, grant, or capital contribution from related organization(s)

1c

d

Loans or loan guarantees to or for related organization(s)

1d

e

Loans or loan guarantees by related organization(s)

1e

f

Dividends from related organization(s)

1f

g

Sale of assets to related organization(s)

1g

h

Purchase of assets from related organization(s)

1h

i

Exchange of assets with related organization(s)

1i

j

Lease of facilities, equipment, or other assets to related organization(s)

1j

k

Lease of facilities, equipment, or other assets from related organization(s)

1k

l

Performance of services or membership or fundraising solicitations for related organization(s)
.

1l

m

Performance of services or membership or fundraising solicitations by related organization(s)

1m

n

Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)

1n

o

Sharing of paid employees with related organization(s)

1o

p

Reimbursement paid to related organization(s) for expenses

1p

q

Reimbursement paid by related organization(s) for expenses

1q

r

Other transfer of cash or property to related organization(s)

1r

s

Other transfer of cash or property from related organization(s)

1s

Yes

No

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved

Schedule R (Form 990) 2015

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

[illegible]

Part VII **Supplemental Information**

Provide additional information for responses to questions on Schedule R (see instructions)

Return Reference	Explanation
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