

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.
▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2018
Open to Public Inspection
A For the 2018 calendar year, or tax year beginning 07/01/18, and ending 06/30/19**B** Check if applicable:

- ☐ Address change
☐ Name change
☐ Initial return
☐ Final return/terminated
☐ Amended return
☐ Application pending

C Name of organizationEUGENE/SPRINGFIELD CONVENTION &
VISITORS BUREAU, INC.**D** Employer identification number93-0751310
541-484-5307

Doing business as

TRAVEL LANE COUNTY

Number and street for P.O. box if mail is not delivered to street address

754 OLIVE ST

Room/suite

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

EUGENE

OR 97401

G Gross receipts \$ 3,157,745**F** Name and address of principal officerKARI WESTLUND
754 OLIVE ST
EUGENE

OR 97401

H(a) Is this a group return for subordinates? ☐ Yes ☒ No**H(b)** Are all subordinates included? ☐ Yes ☐ No

If "No," attach a list (see instructions)

I Tax-exempt status☐ 501(c)(3)☒ 501(c) (6)

(insert no.)

☐ 4947(a)(1) or☐ 527**J** Website WWW.TRAVELLANECOUNTY.ORG**H(c)** Group exemption number ▶**K** Form of organization☐ Corporation☐ Trust☒ Association☐ Other ▶**L** Year of formation 1979**M** State of legal domicile OR**Part I Summary**

Activities & Governance	1 Briefly describe the organization's mission or most significant activities SEE SCHEDULE O			
	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	30	
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	28	
	5 Total number of individuals employed in calendar year 2018 (Part V, line 2a)	5	35	
	6 Total number of volunteers (estimate if necessary)	6	48	
	7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	78,486	
b Net unrelated business taxable income from Form 990-T, line 38	7b	0		
Revenue	8 Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year	
	9 Program service revenue (Part VIII, line 2g)	3,251,931	3,149,722	
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	1,041	4,170	
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	2,475	3,514	
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	3,255,447	3,157,406	
Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)		0	
	14 Benefits paid to or for members (Part IX, column (A), line 4)		0	
	15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	1,454,637	1,540,416	
	16a Professional fundraising fees (Part IX, column (A), line 11e)		0	
	b Total fundraising expenses (Part IX, column (D), line 25) ▶		0	
	17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,571,490	1,520,929	
	18 Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	3,026,127	3,061,345	
	19 Revenue less expenses Subtract line 18 from line 12	229,320	96,061	
	Net Assets or Fund Balances	20 Total assets (Part X, line 16)	Beginning of Current Year	End of Year
21 Total liabilities (Part X, line 26)		1,838,746	1,789,429	
22 Net assets or fund balances Subtract line 21 from line 20		385,046	241,092	
		1,453,700	1,548,337	

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	Date		
	KARI WESTLUND Type or print name and title	PRESIDENT, CEO		
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check ☐ if PTIN
	FRITZ S. DUNCAN	FRITZ S. DUNCAN	05/01/20	self-employed
	Firm's name ▶	Firm's EIN ▶		
	JONES & ROTH, P.C.	93-0819646		
	PO BOX 10086	Phone no	541-687-2320	
	EUGENE, OR 97440			

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

☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2018)

Part III Statement of Program Service AccomplishmentsCheck if Schedule O contains a response or note to any line in this Part III ☒

1 Briefly describe the organization's mission

SEE SCHEDULE O

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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 \$ 1,234,997 including grants of \$) (Revenue \$)
SEE SCHEDULE O4b (Code) (Expenses \$ 477,522 including grants of \$) (Revenue \$)
SEE SCHEDULE O4c (Code) (Expenses \$ 419,540 including grants of \$) (Revenue \$)
SPORTS MARKETING - PROMOTES LANE COUNTY AS A SPORTS EVENT SITE THROUGH ADVERTISING, TRADE SHOWS, SOCIAL MEDIA, E-NEWS AND DIRECT SALES. SERVICE STAFF PROVIDE PERSONAL CONTACT AND ASSISTANCE FOR EVENT PLANNERS WHO HAVE CONFIRMED LANE COUNTY AS THE SITE FOR THEIR SPORTING EVENT.

HIGHLIGHTS INCLUDE THE CONFIRMATION OF 38 SPORTS EVENTS WITH PROJECTED PARTICIPANTS OF 62,485 AND AN ESTIMATED ECONOMIC IMPACT OF \$44.8 MILLION. DIGITAL ADVERTISING GENERATED 690,018 IMPRESSIONS AND 7,052 CLICKS. EARNED MEDIA GENERATED 6.1 IMPRESSIONS FROM 32 ARTICLES WITH AN ESTIMATED VALUE OF \$26,898. SOCIAL MEDIA CONNECTIONS ROSE 18% TO 6,150.

4d Other program services (Describe in Schedule O)

(Expenses \$ 713,811 including grants of \$) (Revenue \$)

4e Total program service expenses 2,845,870

DLO

Part IV Checklist of Required Schedules

- 1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A
- 2 Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?
- 3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule G, Part I
- 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? If "Yes," complete Schedule C, Part II
- 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? If "Yes," complete Schedule C, Part III
- 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? If "Yes," complete Schedule D, Part I
- 7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II
- 8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III
- 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? If "Yes," complete Schedule D, Part IV
- 10 Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V
- 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? If "Yes," complete Schedule D, Part VI
- 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? If "Yes," complete Schedule D, Part VII
- c Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII
- d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX
- e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X
- f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X
- 12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII
- b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional
- 13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E
- 14a Did the organization maintain an office, employees, or agents outside of the United States?
- 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? If "Yes," complete Schedule F, Parts I and IV
- 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? If "Yes," complete Schedule F, Parts II and IV
- 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? If "Yes," complete Schedule F, Parts III and IV
- 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? If "Yes," complete Schedule G, Part I (see instructions)
- 18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II
- 19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III
- 20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H
- b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?
- 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? If "Yes," complete Schedule I, Parts I and II

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	Yes	No
1		X
2		X
3		X
4		
5		X
6		X
7		X
8		X
9		X
10		X
11a	X	
11b		X
11c		X
11d		X
11e		X
11f		X
12a		X
12b		X
13		X
14a		X
14b		X
15		X
16		X
17		X
18		X
19		X
20a		X
20b		
21		X

Part IV Checklist of Required Schedules (continued)

	Yes	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? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J		X
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? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
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?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
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? If "Yes," complete Schedule L, Part I		
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? If "Yes," complete Schedule L, Part I		
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? If "Yes," complete Schedule L, Part II		X
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? If "Yes," complete Schedule L, Part III		X
28 Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	X	
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34 Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
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)? If "Yes," complete Schedule R, Part V, line 2		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		
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? If "Yes," complete Schedule R, Part VI		X
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	X	

Part V Statements Regarding Other IRS Filings and Tax ComplianceCheck 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		
1b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?		X

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)

		Yes	No
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 35		
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	X	
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	X	
b If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b	X	
4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b If "Yes," enter the name of the foreign country ▶ 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		X
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
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		X
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		
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	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		
9 Sponsoring organizations maintaining donor advised funds.			
a 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		X
b If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	14b		
15 Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see instructions and file Form 4720, Schedule N	15		X
16 Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O	16		X

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 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

- 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 **30**
- b** Enter the number of voting members included in line 1a, above, who are independent **28**
- 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** ☐ Yes ☒ 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** ☐ Yes ☒ No
- 4** Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? **4** ☐ Yes ☒ No
- 5** Did the organization become aware during the year of a significant diversion of the organization's assets? **5** ☐ Yes ☒ No
- 6** Did the organization have members or stockholders? **6** ☐ Yes ☒ No
- 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 ☒ No
- 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** ☐ Yes ☒ 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 ☐ No
- b** Each committee with authority to act on behalf of the governing body? **8b** ☒ Yes ☐ No
- 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** ☐ Yes ☒ No

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

- 10a** Did the organization have local chapters, branches, or affiliates? **10a** ☐ Yes ☒ 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** ☐ Yes ☒ No
- 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 ☒ No
- 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 ☐ No
- b** Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? **12b** ☒ Yes ☐ No
- 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 ☐ No
- 13** Did the organization have a written whistleblower policy? **13** ☒ Yes ☐ No
- 14** Did the organization have a written document retention and destruction policy? **14** ☒ Yes ☐ No
- 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 ☐ No
- b** Other officers or key employees of the organization **15b** ☒ Yes ☐ No
- 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** ☐ Yes ☒ 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** ☐ Yes ☒ No

Section C. Disclosure

- 17** List the states with which a copy of this Form 990 is required to be filed **NONE**
- 18** Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A if applicable), 990, and 990-T (Section 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 **KARI WESTLUND**
EUGENE **754 OLIVE ST**
OR 97401 **541-484-5307**

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent ContractorsCheck if Schedule O contains a response or note to any line in this Part VII ☐**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees****1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees, (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former** directors or trustees that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

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

(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			
(1) RICHARD BOYLES	1.00									
DIRECTOR	0.00	X						0	0	0
(2) COREY BULLER	1.00									
DIRECTOR	0.00	X						0	0	0
(3) ROBERT CANAGA	1.00									
PAST CHAIR	0.00	X						0	0	0
(4) MIKE DRENNAN	1.00									
DIRECTOR	0.00	X						0	0	0
(5) TOM DRISCOLL	1.00									
DIRECTOR	0.00	X						0	0	0
(6) MIKE DUNCAN	1.00									
DIRECTOR	0.00	X						0	0	0
(7) MAYOR CHRISTINE LUNDBERG	1.00									
DIRECTOR	0.00	X						0	0	0
(8) LORRIE NORMANN	1.00									
CHAIR	0.00	X		X				0	0	0
(9) JULIE JOHNS	1.00									
DIRECTOR	0.00	X						0	0	0
(10) PAT STRAUBE	1.00									
DIRECTOR	0.00	X						0	0	0
(11) MICHAEL NEWMAN	1.00									
DIRECTOR	0.00	X						0	0	0

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	Insttional trustee	Officer	Key employee	Highest compensated employee	Former			
(12) PAM WHYTE	1.00									
TREASURER	0.00	X		X				0	0	0
(13) PAT FARR	1.00									
DIRECTOR	0.00	X						0	0	0
(14) JOHN BAROFSKY	1.00									
DIRECTOR	0.00	X						0	0	0
(15) JB CARNEY	1.00									
VICE CHAIR	0.00	X		X				0	0	0
(16) DANA TURELL	1.00									
DIRECTOR	0.00	X						0	0	0
(17) MARTIN ALLETSON	1.00									
DIRECTOR	0.00	X						0	0	0
(18) DR. LISA BENSON	1.00									
DIRECTOR	0.00	X						0	0	0
(19) SCOTT FRECK	1.00									
DIRECTOR	0.00	X						0	0	0
1b Sub-total										
c Total from continuation sheets to Part VII, Section A								128,566		8,993
d Total (add lines 1b and 1c)								128,566		8,993

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 **1**

- 3 Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 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? If "Yes," complete Schedule J for such individual
- 5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3		X
4		X
5		X

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) Name and business address	(B) Description of services	(C) Compensation

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 **0**

Part VIII Statement of RevenueCheck 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				
	b Membership dues				
	c Fundraising events				
	d Related organizations				
	e Government grants (contributions)				
	f All other contributions, gifts, grants, and similar amounts not included above				
	g Noncash contributions included in lines 1a-1f \$				
	h Total. Add lines 1a-1f				
Program Service Revenue	2a LANE COUNTY ROOM TAX	2,767,343	2,767,343		
	b MEMBERSHIP DUES	158,922	158,922		
	c CO-OP AND MISCELLANEOUS	138,796	138,796		
	d ADVERTISING	541800 78,486		78,486	
	e EVENT HOSTING	6,175	6,175		
	f All other program service revenue				
	g Total. Add lines 2a-2f	3,149,722			
	3 Investment income (including dividends, interest, and other similar amounts)	4,509			4,509
4 Income from investment of tax-exempt bond proceeds					
5 Royalties					
Other Revenue	6a Gross rents				
	b Less rental exps				
	c Rental inc. or (loss)				
	d Net rental income or (loss)				
	7a Gross amount from sales of assets other than inventory				
	b Less cost or other basis & sales exps	339			
	c Gain or (loss)	-339			
	d Net gain or (loss)	-339	-339		
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c) See Part IV, line 18				
	b Less direct expenses				
	c Net income or (loss) from fundraising events				
	9a Gross income from gaming activities See Part IV, line 19				
	b Less direct expenses				
	c Net income or (loss) from gaming activities				
	10a Gross sales of inventory, less returns and allowances				
	b Less cost of goods sold				
	c Net income or (loss) from sales of inventory				
	Miscellaneous Revenue				
11a PUBLICATION SALES	3,514	3,514			
b					
c					
d All other revenue					
e Total. Add lines 11a-11d	3,514				
12 Total revenue. See instructions	3,157,406	3,074,411	78,486	4,509	

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	137,559	117,908	19,651	
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	1,050,604	993,014	57,590	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	55,976	51,696	4,280	
9 Other employee benefits	174,634	161,282	13,352	
10 Payroll taxes	121,643	112,343	9,300	
11 Fees for services (non-employees)				
a Management				
b Legal				
c Accounting	11,150		11,150	
d Lobbying				
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.)	31,812	19,065	12,747	
12 Advertising and promotion	540,344	540,333	11	
13 Office expenses	181,703	175,410	6,293	
14 Information technology				
15 Royalties				
16 Occupancy	140,186	134,026	6,160	
17 Travel	90,475	65,870	24,605	
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	28,128	26,384	1,744	
23 Insurance	6,807	6,347	460	
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 MEETINGS, HOSTINGS, MKTG	122,716	114,162	8,554	
b COLLATERAL	97,103	97,103		
c TRADE SHOWS	77,135	77,135		
d RESEARCH	60,588	31,648	28,940	
e All other expenses	132,782	122,144	10,638	
25 Total functional expenses. Add lines 1 through 24e.	3,061,345	2,845,870	215,475	0
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 SheetCheck 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	183,923	1	53,847
	2 Savings and temporary cash investments	634,420	2	246,960
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	803,509	4	585,988
	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	53,367	8	53,558
	9 Prepaid expenses and deferred charges	53,750	9	67,767
	10a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	524,321		
	b Less accumulated depreciation	443,012	10c	81,309
	11 Investments—publicly traded securities		11	
	12 Investments—other securities See Part IV, line 11		12	
	13 Investments—program-related See Part IV, line 11		13	
	14 Intangible assets		14	
	15 Other assets See Part IV, line 11		15	
16 Total assets. Add lines 1 through 15 (must equal line 34)	1,838,746	16	1,789,429	
Liabilities	17 Accounts payable and accrued expenses	385,046	17	241,092
	18 Grants payable		18	
	19 Deferred revenue		19	
	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		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		25	
	26 Total liabilities. Add lines 17 through 25	385,046	26	241,092
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	1,279,026	27	1,313,986
	28 Temporarily restricted net assets	174,674	28	234,351
	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	1,453,700	33	1,548,337
34 Total liabilities and net assets/fund balances	1,838,746	34	1,789,429	

Part XI Reconciliation of Net AssetsCheck 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	3,157,406
2	Total expenses (must equal Part IX, column (A), line 25)	2	3,061,345
3	Revenue less expenses. Subtract line 2 from line 1	3	96,061
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	1,453,700
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	-1,424
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	1,548,337

Part XII Financial Statements and ReportingCheck 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		X
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	X	
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	X	
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?		X
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		

Part VIII 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			
(20) ANNE HALLINAN	1.00									
DIRECTOR	0.00	X						0	0	0
(21) JONNIE HELFRICH	1.00									
DIRECTOR	0.00	X						0	0	0
(22) BOB JAGGER	1.00									
DIRECTOR	0.00	X						0	0	0
(23) DAVID PENILTON	1.00									
DIRECTOR	0.00	X						0	0	0
(24) SARAH SMITH	1.00									
DIRECTOR	0.00	X						0	0	0
(25) JENNIFER YEH	1.00									
DIRECTOR	0.00	X						0	0	0
(26) TIM DOLL	1.00									
DIRECTOR	0.00	X						0	0	0
(27) BETTINA HANNIGAN	1.00									
DIRECTOR	0.00	X						0	0	0
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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

- 3** Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 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? If "Yes," complete Schedule J for such individual
- 5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3		
4		
5		

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) Name and business address	(B) Description of services	(C) Compensation

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

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			
(28) LYNDA KAMERRER	1.00									
DIRECTOR	0.00	X						0	0	0
(29) STEVE MOKROHISY	1.00									
DIRECTOR	0.00	X						0	0	0
(30) CATHRYN STEPHENS	1.00									
DIRECTOR	0.00	X						0	0	0
(31) COURTNEY GRIESEL	1.00									
DIRECTOR	0.00	X						0	0	0
(32) RENEE GRUBE	1.00									
DIRECTOR	0.00	X						0	0	0
(33) RICK INGHAM	1.00									
DIRECTOR	0.00	X						0	0	0
(34) SARAH MEANS	1.00									
DIRECTOR	0.00	X						0	0	0
(35) VONNIE MIKKELSEN	1.00									
DIRECTOR	0.00	X						0	0	0
1b Sub-total										
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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

- 3** Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 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? If "Yes," complete Schedule J for such individual
- 5** Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3		
4		
5		

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) Name and business address	(B) Description of services	(C) Compensation

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

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			
(36) TRAVIS PALMER	1.00									
DIRECTOR	0.00	X						0	0	0
(37) BRITTANY QUICK-WARNER	1.00									
DIRECTOR	0.00	X						0	0	0
(38) AUSTIN RAMIREZ	1.00									
DIRECTOR	0.00	X						0	0	0
(39) CAROL TANENBAUM	1.00									
DIRECTOR	0.00	X						0	0	0
(40) GREG TAYLOR	1.00									
DIRECTOR	0.00	X						0	0	0
(41) JENNY ULUM	1.00									
DIRECTOR	0.00	X						0	0	0
(42) JASON WILLIAMS	1.00									
DIRECTOR	0.00	X						0	0	0
(43) KARI WESTLUND	40.00									
PRESIDENT, CEO	0.00			X				128,566	0	8,993
1b Sub-total								128,566		8,993
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)										

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 ▶

- 3 Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual
- 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? If "Yes," complete Schedule J for such individual
- 5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person

	Yes	No
3		
4		
5		

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) Name and business address	(B) Description of services	(C) Compensation

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 ▶

**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.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No 1545-0047

2018Open to Public
Inspection

Name of the organization

EUGENE SPRINGFIELD CONVENTION &
VISITORS BUREAU, INC.

Employer identification number

93-0751310

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

- 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

(a) Donor advised funds

(b) Funds and other accounts

- 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?
- 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☐ 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 a 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
- b Total acreage restricted by conservation easements
- c Number of conservation easements on a certified historic structure included in (a)
- d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register

	Held at the End of the Tax Year
2a	
2b	
2c	
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
 b ☐ Scholarly research
 c ☐ Preservation for future generations
 d ☐ Loan or exchange programs
 e ☐ Other

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 on Part XIII

Part V Endowment Funds.

Complete if the organization answered "Yes" on Form 990, Part IV, line 10

	(a) Current year	(b) Prior year	(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

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

	Yes	No
3a(i)		
3a(ii)		
3b		

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" on 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)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements		203,839	141,909	61,930
d Equipment		320,482	301,103	19,379
e Other				
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c)				81,309

Part VII Investments—Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b See Form 990, Part X, line 12

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Column (b) must equal Form 990, Part X, col (B) line 12) ►		

Part VIII Investments—Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c See Form 990, Part X, line 13

(a) Description of investment	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Column (b) must equal Form 990, Part X, col (B) line 13) ►		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d See Form 990, Part X, line 15

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 15) ►	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f See Form 990, Part X, line 25

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. (Column (b) must equal Form 990, Part X, col (B) line 25) ►	

2. Liability for uncertain tax positions In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740) Check here if the text of the footnote has been provided in Part XIII ☐

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	3,286,012
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
a	Net unrealized gains (losses) on investments	2a	
b	Donated services and use of facilities	2b	128,606
c	Recoveries of prior year grants	2c	
d	Other (Describe in Part XIII)	2d	
e	Add lines 2a through 2d	2e	128,606
3	Subtract line 2e from line 1	3	3,157,406
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	
5	Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	5	3,157,406

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	3,191,375
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		
a	Donated services and use of facilities	2a	130,030
b	Prior year adjustments	2b	
c	Other losses	2c	
d	Other (Describe in Part XIII)	2d	
e	Add lines 2a through 2d	2e	130,030
3	Subtract line 2e from line 1	3	3,061,345
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	
5	Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)	5	3,061,345

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.

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Part IV Business Transactions Involving Interested Persons.

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of org revenues?	
				Yes	No
(1) RICHARD BOYLES, OWNER, CROSSROADS EAST CHAIR		48,729	ADV CENTER LEASE		X
(2) DANA TURELL, PRE, TURELL GROUP, LLC DIRECTOR		14,968	ADVERTISING SERVICES		X
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					

Part V Supplemental Information

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

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.

 ▶ Go to www.irs.gov/Form990 for the latest information.

OMB No 1545-0047

2018
**Open to Public
 Inspection**

Name of the organization

 EUGENE/SPRINGFIELD CONVENTION &
 VISITORS BUREAU, INC.

Employer identification number

93-0751810

FORM 990 - ORGANIZATION'S MISSION

THE MISSION OF TRAVEL LANE COUNTY IS TO INCREASE THE NUMBER OF OVERNIGHT VISITORS TO THE EUGENE, CASCADES & COAST REGION.

TRAVEL LANE COUNTY IS A RECOGNIZED LEADER IN ACHIEVING YEAR-ROUND ECONOMIC GROWTH THROUGHOUT THE EUGENE, CASCADES & COAST REGION THROUGH INNOVATIVE DESTINATION MARKETING, PRODUCT DEVELOPMENT AND EXCEPTIONAL VISITOR EXPERIENCES.

EUGENE, CASCADES AND COAST IS ONE OF THE MOST PREFERRED TRAVEL DESTINATIONS IN THE PACIFIC NORTHWEST.

FORM 990, PART III, LINE 4A - FIRST ACCOMPLISHMENT

TOURISM MARKETING - POSITION THE EUGENE, CASCADES & COAST REGION AS A LEISURE TRAVEL DESTINATION WHICH INCLUDES MARKETING TO INDIVIDUAL TRAVELERS, TRAVEL TRADE AND MEDIA THROUGH ADVERTISING, TRADE SHOWS, DIRECT SALES, PUBLIC RELATIONS, SOCIAL MEDIA AND OTHER INTERNET BASED COMMUNICATIONS. THE TOURISM MARKETING DEPARTMENT SERVES AS THE LOCAL LIAISON FOR THE OREGON FILM & VIDEO OFFICE.

DURING 2019, PRINT ADVERTISING GENERATED 21.6 MILLION IMPRESSIONS AND DIGITAL ADVERTISING GENERATED 7.6 MILLION IMPRESSIONS AND 159,506 CLICKS. EARNED MEDIA GENERATED 782.7 MILLION IMPRESSIONS FROM 87 ARTICLES WITH AN ESTIMATED VALUE OF \$5.9 MILLION. 29,218 GUIDES WERE MAILED OUT AND 90,000 DISTRIBUTED IN RACKS

FORM 990, PART III, LINE 4B - SECOND ACCOMPLISHMENT

Name of the organization

Employer identification number

EUGENE/SPRINGFIELD CONVENTION &

93-0751310

CONVENTION SALES & SERVICE - PROMOTES THE EUGENE, CASCADES & COAST REGION AS A CONVENTION/MEETING EVENT SITE. ADVERTISING, TRADE SHOWS, SOCIAL MEDIA, E-NEWS, FAMILIARIZATION AND SITE INSPECTION TRIPS, PUBLIC RELATIONS, AND DIRECT SALES ARE ALL USED TO SELL MEETING AND EVENT PLANNERS WHO HAVE CONFIRMED LANE COUNTY AS THE SITE FOR THEIR CONVENTION OR EVENT. SOME OF THE SERVICES PROVIDED BY THE DEPARTMENT INCLUDE REGISTRATION ASSISTANCE, CONVENTION PLANNING, PUBLICITY, INFORMATION DESKS, SPOUSE/LEISURE ACTIVITIES & TOURS, AND HOUSING COORDINATION.

HIGHLIGHTS INCLUDED THE CONFIRMATION OF 39 CONVENTIONS WITH PROJECTED DELEGATES OF 19,911 AND AN ESTIMATED ECONOMIC IMPACT OF \$7.2 MILLION. DIGITAL ADVERTISING GENERATED 1.5 MILLION IMPRESSIONS AND 21,798 CLICKS. EARNED MEDIA GENERATED 196,092 IMPRESSIONS FROM 7 ARTICLES WITH AN ESTIMATED VALUE OF \$13,066. WEBSITE SESSIONS INCREASED 97% FROM 2018 TO 33,135.

FORM 990, PART III, LINE 4D - ALL OTHER ACCOMPLISHMENTS

STAKEHOLDER RELATIONS - RESPONSIBLE FOR PARTNERSHIP SALES AND SUPPORT AND INCREASING AWARENESS ABOUT TRAVEL LANE COUNTY AND THE VISITOR INDUSTRY TO LOCAL ELECTED OFFICIALS, PARTNERS, EMPLOYEES, AREA MEDIA AND THE GENERAL PUBLIC. STAKEHOLDER RELATIONS PROVIDES INTERNAL AND EXTERNAL REPORTING THROUGH THE DEVELOPMENT OF SEMI-ANNUAL AND ANNUAL REPORTS AND MONTHLY INDUSTRY UPDATES. STAFF SUPPORTS THE EFFORTS OF CONVENTION, SPORTS AND LEISURE SALES. IN THE PAST YEAR ORGANIZATION MEMBERSHIP ENDED AT 646 PARTNERS. PRESENTATIONS WERE MADE TO COMMUNITY GROUPS AND CITY COUNCILS. EARNED MEDIA EFFORTS SECURED 123 STORIES WITH A REACH OF 14.3 MILLION.

INTEGRATED MARKETING - MANAGE AND MAXIMIZE CAPABILITIES OF CENTRALIZED

Name of the organization

Employer identification number

EUGENE/SPRINGFIELD CONVENTION &

93-0751310

TECHNOLOGY PLATFORMS (CRM, CMS, WEBSITES, E-MAIL AND YOUTUBE). MANAGE PHOTOS, VIDEOS AND GRAPHICS. HIGHLIGHTS INCLUDE 1,037,808 WEB SESSIONS, UP 13%, 53 NEW VIDEOS AND 57 NEW FILMING LOCATIONS ADDED TO ASSET LIBRARY.

VISITOR SERVICES - PROVIDES EXPERTISE ON LANE COUNTY AND THE ENTIRE STATE OF OREGON TO VISITORS TO THE AREA THROUGH OUR VISITOR CENTER LOCATED IN DOWNTOWN EUGENE AND OUR ADVENTURE CENTER LOCATED IN SPRINGFIELD, OREGON. INFORMATION IS ALSO PROVIDED THROUGH MOBILE OUTREACH SERVICES WITH OUR VISITOR VAN AND INFORMATION BOOTHS AT EVENTS. THIS DEPARTMENT ALSO MANAGES THE FALL FOLIAGE HOTLINE FOR ALL OF OREGON. VISITOR SERVICES HAD 16,299 DIRECT CONTACTS IN MARKET.

FORM 990, PART VI, LINE 11B - ORGANIZATION'S PROCESS TO REVIEW FORM 990 MANAGEMENT AND THE BOARD TREASURER WILL REVIEW THE 990. THE FINAL 990 WILL BE PROVIDED TO THE BOARD OF DIRECTORS BEFORE IT IS FILED.

FORM 990, PART VI, LINE 12C - ENFORCEMENT OF CONFLICTS POLICY THE ORGANIZATION REGULARLY AND CONSISTENTLY MONITORS THE CONFLICT OF INTEREST POLICY. THEY ANNUALLY FOLLOW UP WITH OFFICERS, DIRECTORS, AND EMPLOYEES ON ANY CONFLICTS OF INTEREST.

FORM 990, PART VI, LINE 15A - COMPENSATION PROCESS FOR TOP OFFICIAL ANNUAL EVALUATION SENT TO ALL BOARD MEMEBERS; RETURNED EVALUATIONS ARE COMPLIED INTO ONE SUMMARY DOCUMENT, WHICH IS REVIEWED BY THE EXECUTIVE COMMITTEE. ANY CHANGE IN COMPENSATION IS REVIEWED AND APPROVED BY THE EXECUTIVE COMMITTEE. EVALUATION IS PRESENTED TO THE CEO BY THE BOARD CHAIR.

Name of the organization

Employer identification number

EUGENE/SPRINGFIELD CONVENTION &

93-0751310

FORM 990, PART VI, LINE 15B - COMPENSATION PROCESS FOR OFFICERS

THE ORGANIZATION USES A SALARY COMPARISON SURVEY TO DETERMINE KEY EMPLOYEE
COMPENSATION

FORM 990, PART VI, LINE 19 - GOVERNING DOCUMENTS DISCLOSURE EXPLANATION
AVAILABLE UPON REQUEST