

**WEST BATON ROUGE CONVENTION &
VISITORS BUREAU
PORT ALLEN, LOUISIANA
FINANCIAL REPORT
December 31, 2024**

WEST BATON ROUGE CONVENTION & VISITORS BUREAU

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December 31, 2024

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(August 10, 1933 – August 31, 2024)

INDEPENDENT AUDITOR'S REPORT

To the Chairman and Members of the Board
West Baton Rouge Convention and Visitors Bureau
Port Allen, Louisiana

Report on the Audit of the Financial Statements

Opinions

We have audited the accompanying financial statements of the governmental activities and each major fund of the West Baton Rouge Convention and Visitors Bureau, a component unit of the West Baton Rouge Parish Council, as of and for the year ended December 31, 2024, and the related notes to the financial statements, which collectively comprise the West Baton Rouge Convention and Visitors Bureau's basic financial statements as listed in the table of contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and each major fund of the West Baton Rouge Convention and Visitors Bureau, as of December 31, 2024, and the respective changes in financial position, and for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinions

We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the West Baton Rouge Convention and Visitors Bureau and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the West Baton Rouge Convention and Visitors Bureau's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinions. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the West Baton Rouge Convention and Visitors Bureau's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the West Baton Rouge Convention and Visitors Bureau's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the management's discussion and analysis and budgetary comparison information on pages 5–11 and 31-32 be presented to supplement the basic financial statements. Such information is the responsibility of management and, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

Supplementary Information

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the West Baton Rouge Convention and Visitors Bureau's basic financial statements. The schedule of compensation, benefits, and other payments to agency head is presented to comply with the requirements issued by the State of Louisiana, and is not a required part of the basic financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the basic financial statements. The information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the combining and individual nonmajor fund financial statements and the schedule of expenditures of federal awards are fairly stated, in all material respects, in relation to the basic financial statements as a whole.

Other Reporting Required by *Government Auditing Standards*

In accordance with *Government Auditing Standards*, we have also issued our report dated June 5, 2025, on our consideration of the West Baton Rouge Convention and Visitors Bureau's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the West Baton Rouge Convention and Visitors Bureau's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering West Baton Rouge Convention and Visitors Bureau's internal control over financial reporting and compliance.

Barley & Associates, LLC

Plaquemine, Louisiana
June 5, 2025

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis

The Management's Discussion and Analysis of the West Baton Rouge Convention and Visitors Bureau (the Convention and Visitors Bureau) financial performance presents a narrative overview and analysis of the Convention and Visitors Bureau's financial activities for the year ended December 31, 2024. This document focuses on the current year's activities, resulting changes, and currently known facts in comparison with prior year's information. Please read this document in conjunction with the additional information contained in the Convention and Visitors Bureau's financial statements, which begins on page 12.

FINANCIAL HIGHLIGHTS

The Convention and Visitors Bureau's total net position increased by \$274,631 or 6.0%.

The operating revenues of the Convention and Visitors Bureau decreased \$138,131 or 6.6%.

The operating expenses of the Convention and Visitors Bureau decreased \$8,086 or 0.5%.

OVERVIEW OF THE FINANCIAL STATEMENTS

This Management Discussion and Analysis document introduces the Convention and Visitors Bureau's basic financial statements. The basic financial statements include: (1) government-wide financial statements, and fund financial statements, and (2) notes to the basic financial statements. The Convention and Visitors Bureau also includes in this report additional information to supplement the basic financial statements, such as required supplementary information. Comparative data is presented when available.

Government-wide Financial Statements

The Convention & Visitors Bureau's annual report includes two government-wide financial statements. These statements provide both long-term and short-term information about the Convention & Visitors Bureau's overall financial status. Financial reporting at this level uses a perspective similar to that found in the private sector with its basis in accrual accounting and elimination or reclassification of activities between funds.

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis, continued

The first of these government-wide statements is the Statement of Net Position. This is the government-wide statement of position presenting information that includes all of the Convention & Visitors Bureau's assets and liabilities, with the difference reported as net assets. Over time, increases or decreases in net assets may serve as a useful indicator of whether the financial position of the Convention & Visitors Bureau as a whole is improving or deteriorating. Evaluation of the overall health of the Convention & Visitors Bureau would extend to other non-financial factors such as diversification of the taxpayer base, in addition to the financial information provided in this report.

The second government-wide statement is the Statement of Activities and Changes in Net Position which reports how the Convention & Visitors Bureau's net position changed during the current calendar year. All current year revenues and expenses are included regardless of when the Convention & Visitors Bureau receives or pays cash. An important purpose of the design of the statement of activities is to show the financial reliance of the Convention & Visitors Bureau's distinct activities or functions on revenues provided by the Convention & Visitors Bureau's taxpayers.

The government-wide financial statements are presented along with fund financial statements on statements A and B of this report.

Fund Financial Statements

A fund is an accountability unit used to maintain control over resources segregated for specific activities or objectives. The Convention & Visitors Bureau uses two funds to ensure and demonstrate compliance with finance-related laws and regulations. Within the basic financial statements, fund financial statements focus on the Convention & Visitors Bureau's general fund and one special revenue funds. All funds are governmental fund types.

The Convention & Visitors Bureau uses only one fund type:

The Governmental funds are reported in the fund financial statements and encompasses the same function reported as governmental activities in the government-wide financial statements. However, the focus is very different with fund statements providing a distinctive view of the Convention & Visitors Bureau's governmental funds. These statements report short-term calendar accountability focusing on the use of spendable resources available at the end of the year. They are useful in evaluating annual financing requirements of governmental programs and the commitment of spendable resources for the near-term.

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis, continued

Since the government-wide focus includes the long-term view, comparisons between these two perspectives may provide insight into the long-term impact of short-term financing decisions. Both the governmental funds balance sheet and the governmental funds operating statement provide a reconciliation to assist in understanding the differences between these two perspectives.

The basic governmental funds financial statements are presented on statements A and B of this report along with the government-wide financial statements.

Notes to the Basic Financial Statements

The notes to financial statements provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements. The notes to financial statements can be found immediately following the financial statements.

FINANCIAL ANALYSIS OF THE CONVENTION & VISITORS BUREAU AS A WHOLE

| | 2024 | 2023 |
|----------------------------------|---------------------|---------------------|
| Current assets | \$ 3,139,363 | \$ 3,146,462 |
| Capital assets | <u>1,924,871</u> | <u>1,735,197</u> |
| Total assets | <u>5,064,234</u> | <u>4,881,659</u> |
| Current liabilities | 83,652 | 188,894 |
| Noncurrent liabilities | <u>115,214</u> | <u>102,028</u> |
| Total liabilities | <u>198,866</u> | <u>290,922</u> |
| Net investment in capital assets | 1,882,209 | 1,697,417 |
| Restricted, as restated | 2,155,498 | 2,136,733 |
| Unrestricted | <u>827,661</u> | <u>756,587</u> |
| Total net position | <u>\$ 4,865,368</u> | <u>\$ 4,590,737</u> |

The Convention & Visitors Bureau continues to maintain an extremely high current ratio. The current ratio compares current assets to current liabilities and is an indication of the ability to pay current obligations. The current ratio for governmental activities at December 31, 2024 is approximately 37.5 to 1.

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis, continued

The Convention & Visitors Bureau reported a positive balance in net position for its governmental activities. Note that approximately 38% of the governmental activities net position at December 31, 2024 consist of capital assets. The Convention & Visitors Bureau uses these capital assets to provide services to its citizens and tourists visiting the parish.

The following data is presented on the accrual basis of accounting which means that all costs are presented; however, the purchase of capital assets is not included but depreciation on the capital assets is included.

The following table provided a summary of the Convention & Visitors Bureau's changes in net position:

| | 2024 | 2023 |
|--|----------------------------|----------------------------|
| Revenues | | |
| Program revenues | | |
| Charges for services | \$ 370,546 | \$ 275,314 |
| Operating grants and contributions | 110,585 | 384,464 |
| General Revenues | | |
| Hotel-motel tax | 773,971 | 768,210 |
| Sales tax rebate | 544,293 | 516,293 |
| Grants and other income | 15,789 | 20,929 |
| Interest income | 151,250 | 139,355 |
| Total revenues | <u>1,966,434</u> | <u>2,104,565</u> |
| Expenses | | |
| General government | 1,670,640 | 1,678,045 |
| Intergovernmental | 20,000 | 20,000 |
| Interest expense | 1,163 | 1,844 |
| Total expenses | <u>1,691,803</u> | <u>1,699,889</u> |
| Increase(decrease) before other financing sources | <u>274,631</u> | <u>404,676</u> |
| Other financing source (uses) | <u>-</u> | <u>-</u> |
| Change in net position | <u>274,631</u> | <u>404,676</u> |
| Net position - beginning, as restated | <u>4,590,737</u> | <u>4,186,061</u> |
| Net position - ending | <u><u>\$ 4,865,368</u></u> | <u><u>\$ 4,590,737</u></u> |

Governmental Revenue

The Convention & Visitors Bureau is heavily reliant on hotel-motel tax and the state sales tax rebate to support its operations. Hotel-motel taxes and state sales tax rebate provided 67.0% in 2024 and 61.0% in

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis, continued

2023 of the Convention & Visitors Bureau's total revenues. Because of the Convention & Visitors Bureau's healthy financial position, we have been able to earn interest income of \$151,250 in 2024 and \$139,355 in 2023 to support our activities. Also, note that in 2024 charges for services covered only 21.9% of governmental operating expenses and only 16.2% in 2023. This means that the Convention & Visitors Bureau's taxpayers and the Convention & Visitors Bureau's other general revenues fund a significant portion of the Convention & Visitors Bureau's activities. As a result, the general economy and local businesses have a major impact on the Convention & Visitors Bureau's revenue streams.

Governmental Functional Expenses

Salaries and related expenses comprised 30.2% in 2024 and 28.8% in 2023 of total expenses. Operating services, materials and supplies made up 62.5% in 2024 and 65.5% in 2023 the total expenses.

Financial Analysis of the Convention & Visitors Bureau's Governmental Funds

The General Fund is the Convention & Visitors Bureau's operating fund and along with the Special Revenue Funds are the sources of day-to-day service delivery. As discussed, the General and Special Revenue Funds are reported in the fund statements with a short-term, inflow and outflow of spendable resources focus. This information is useful in assessing resources available at the end of the year in comparison with upcoming financial requirements. Remember the data presented in the fund financial statements is presented on the modified accrual basis. This means that capital assets purchased during the year are reported as expenditures and no depreciation on these capital assets is reported as an expenditure in the same year.

- The General Fund is the main operating account of the Bureau. At the end of the fiscal year, the fund balance of the General Fund was \$895,065, which \$880,295 is unassigned and available for spending and \$14,770 is non-spendable for prepaid expenses.
- The Special Revenue Fund "Enterprise" accounts for all receipts and expenditures of funds received from the sales tax rebate to be used exclusively for the planning, development, or capital improvements of tourism sites in West Baton Rouge Parish. At the end of the current fiscal year, the fund balance of this fund was \$2,160,646, all of which is restricted.

General Fund Budgetary Highlights

At year-end, the Convention & Visitors Bureau realized 117.5% of our final budget revenue and total expenditures were 91.7% of budgeted amounts. Variances between actual budget results and final budgeted amounts were primarily due to an increase in the conference center revenue, interest income, and grant income from the Tourism Revival Fund. Final budgeted expenditures were \$205,525 (9.7%) higher than original budgeted amounts due to higher-than-expected advertisement and conference center expenditures.

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
Port Allen, Louisiana

Management's Discussion and Analysis, continued

CAPITAL ASSETS AND DEBTS

Capital Assets

The Convention and Visitors Bureau's investment in capital assets, net of accumulated depreciation and amortization, for governmental activities as of December 31, 2024 was \$1,924,871 compared to \$1,735,197 at December 31, 2023. In 2024 depreciation and amortization expense was \$102,341 compared to \$92,415 at December 31, 2023.

See Note 4 for additional information about changes in capital assets during the calendar year and outstanding at the end of the year. The following table provides a summary of capital asset activity.

| | Governmental Activities | |
|--|--------------------------------|---------------------|
| | 2024 | 2023 |
| Depreciable assets | \$ 2,001,237 | \$ 1,779,036 |
| Less accumulated depreciation and amortization | (920,222) | (887,695) |
| Land | 834,056 | 834,056 |
| Construction in progress | 9,800 | 9,800 |
| Book value-depreciable assets | \$ 1,924,871 | \$ 1,735,197 |

Long-term Debt

The Convention and Visitors Bureau may issue general obligation debt to meet its capital needs. During the current year the Convention and Visitors Bureau retired \$28,000 of bonds that were issued to fund renovation of the convention facilities. The Bureau also has leases for office equipment. During the current year, the Bureau made principal payments of \$11,208 towards the lease liability. See Note 5 to the financial statements for a discussion and analysis of long-term debt.

ECONOMIC FACTORS AND NEXT YEAR'S BUDGETS

The outlook for 2025 is favorable. The impact on projected hotel-motel tax and state sales tax rebate revenue should be close to the budgeted amount for 2025. Hotel-motel tax for 2025 shows an approximate 18.5% decrease from January through May 2025 year-to-date compared to 2024.

State sales tax-rebate revenue will be close to 100% of the budgeted amount for the year 2025. Wages and salaries will be higher in 2025 due to the bureau giving annual raises to each employee. The bureau hired a full-time employee on February 17, 2025. We had an employee out on STD due to birth-related leave from March 27, 2025. She is returning to work on July 8, 2025.

The Bureau's income is lower than the expenditures for January through May 2025. This is due to no State Enterprise funds, which should be at least \$515,436 that has not been received to date. We

WEST BATON ROUGE CONVENTION AND VISITORS BUREAU
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Management's Discussion and Analysis, continued

normally receive these funds towards the end of the year. The hotel motel tax usually increases mid-year.

The Bureau feels confident that income will exceed expenditures for 2025.

CONTACTING THE CONVENTION AND VISITORS BUREAU'S MANAGEMENT

This financial report is designed to provide a general overview of the Convention and Visitors Bureau's finances, comply with finance-related laws and regulations, and to demonstrate the Convention and Visitors Bureau's accountability for the money it receives. If you have any questions about this report or need additional information, please contact the West Baton Rouge Convention and Visitors Bureau, 2750 N. Westport Drive, Port Allen, LA 70767.

WEST BATON ROUGE CONVENTION & VISITORS BUREAU**Statement of Net Position and
Governmental Funds Balance Sheet****December 31, 2024**

| | General Fund | SRF Enterprise Fund | Total | Adjustments | Statement of Position |
|--|----------------|---------------------------|------------------|------------------|--------------------------|
| ASSETS | | | | | |
| Cash and cash equivalents | \$ 379,462 | \$ 559,045 | \$ 938,507 | \$ - | \$ 938,507 |
| Accounts receivable | 26,446 | - | 26,446 | - | 26,446 |
| Investments - LAMP | 416,427 | 1,638,968 | 2,055,395 | - | 2,055,395 |
| Hotel-Motel tax receivable | 61,769 | - | 61,769 | - | 61,769 |
| Prepaid expenses | 14,770 | - | 14,770 | - | 14,770 |
| Interfund receivables | 11,991 | 6,153 | 18,144 | (18,144) | - |
| Restricted cash & cash equivalents | - | 42,476 | 42,476 | - | 42,476 |
| Capital assets, net of accumulated depreciation | - | - | - | 1,038,509 | 1,038,509 |
| Capital assets, not being depreciated | | | | | |
| Land | - | - | - | 834,056 | 834,056 |
| Construction in progress | - | - | - | 9,800 | 9,800 |
| Lease - Right-of-use asset net of accumulated amortization | - | - | - | 42,506 | 42,506 |
| Total Assets | 910,865 | 2,246,642 | 3,157,507 | 1,906,727 | 5,064,234 |
| LIABILITIES | | | | | |
| Accounts payable and accrued expenses | 9,647 | 74,005 | 83,652 | - | 83,652 |
| Unearned revenues | - | - | - | - | - |
| Interfund payables | 6,153 | 11,991 | 18,144 | (18,144) | - |
| Long-term liabilities | | | | | |
| Due within one year | | | | | |
| Leases payable | - | - | - | 10,818 | 10,818 |
| Compensated absences | - | - | - | 18,791 | 18,791 |
| Due after one year | | | | | |
| Leases payable | - | - | - | 31,844 | 31,844 |
| Compensated Absenses | - | - | - | 53,761 | 53,761 |
| Total Liabilities | 15,800 | 85,996 | 101,796 | 97,070 | 198,866 |
| FUND BALANCE/NET POSITION | | | | | |
| Fund Balance: | | | | | |
| Restricted | | | | | |
| Tourist promotion | - | 2,160,646 | 2,160,646 | (2,160,646) | |
| Nonspendable | | | | | |
| Prepaid expenses | 14,770 | - | 14,770 | (14,770) | |
| Unassigned | 880,295 | - | 880,295 | (880,295) | |
| Total fund balances | 895,065 | 2,160,646 | 3,055,711 | | |
| Total liabilities and fund balances | | | | | |
| Net Position: | | | | | |
| Invested in capital assets net of related debt | | | | 1,882,209 | 1,882,209 |
| Restricted - Enterprise Fund | | | | 2,155,498 | 2,155,498 |
| Unrestricted | | | | 827,661 | 827,661 |
| Total Net Position | | | | | \$ 4,865,368 |

WEST BATON ROUGE CONVENTION & VISITORS BUREAU

Statement B

Statement of Activities and Governmental Fund Revenues,
Expenditures and Changes in Fund Balance/Net Position

Year Ended December 31, 2024

| | General Fund | SRF Enterprise Fund | Total | Adjustments | Statement of Activities |
|---|-------------------|---------------------------|---------------------|-------------------|----------------------------|
| Expenditures/expenses | | | | | |
| General government | | | | | |
| Advertising and marketing | \$ 18,873 | \$ 244,822 | \$ 263,695 | \$ - | \$ 263,695 |
| Bank charges | (110) | 989 | 879 | - | 879 |
| Catering expenses | 201,186 | - | 201,186 | - | 201,186 |
| Depreciation and amortization | - | - | - | 102,341 | 102,341 |
| Maintenance, repairs and security | 99,611 | 8,599 | 108,210 | - | 108,210 |
| Office, supplies and postage | 53,319 | 267,878 | 321,197 | - | 321,197 |
| Professional fees | 84,211 | - | 84,211 | - | 84,211 |
| Insurance | 41,027 | - | 41,027 | - | 41,027 |
| Salaries, wages and related expenses | 502,294 | - | 502,294 | 8,305 | 510,599 |
| Utilities & telephone | 37,295 | - | 37,295 | - | 37,295 |
| Intergovernmental | - | 20,000 | 20,000 | - | 20,000 |
| Capital outlays | 25,798 | 222,127 | 247,925 | (247,925) | - |
| Debt service | | | | | |
| Principal | 11,208 | 28,000 | 39,208 | (39,208) | - |
| Interest | 378 | 785 | 1,163 | - | 1,163 |
| Total Expenditures/Expenses | 1,075,090 | 793,200 | 1,868,290 | (176,487) | 1,691,803 |
| Revenues | | | | | |
| Program Revenues | | | | | |
| Conference center | 334,797 | - | 334,797 | - | 334,797 |
| Special events | - | 35,749 | 35,749 | - | 35,749 |
| Operating grants and contributions | - | 110,585 | 110,585 | - | 110,585 |
| Expenditures/Expenses Net of Program Revenues | (740,293) | (646,866) | (1,387,159) | 176,487 | (1,210,672) |
| General Revenue | | | | | |
| Hotel-Motel tax | 773,971 | - | 773,971 | - | 773,971 |
| From the State: | | | | | |
| Sales tax rebate | - | 544,293 | 544,293 | - | 544,293 |
| Interest income | 39,911 | 111,339 | 151,250 | - | 151,250 |
| Grants and other income | 5,789 | 10,000 | 15,789 | - | 15,789 |
| Total General Revenues | 819,671 | 665,632 | 1,485,303 | - | 1,485,303 |
| Excess (Deficiency) of Revenues over Expenditures | 79,378 | 18,766 | 98,144 | 176,487 | 274,631 |
| Other Financing Sources (Uses) | | | | | |
| Loss on disposition of asset | - | - | - | - | - |
| Excess (Deficiency) of Revenues and Other Sources over Expenditures and Other Uses | 79,378 | 18,766 | 98,144 | 176,487 | 274,631 |
| Total Fund Balance/Net Position, Beginning, as previously presented | 815,687 | 2,124,710 | 2,940,397 | - | 4,573,567 |
| Error Correction | - | 17,170 | - | - | 17,170 |
| Total Fund Balance/Net Position, Beginning, as restated | 815,687 | 2,141,880 | 2,957,567 | - | 4,590,737 |
| Total Fund Balance/Net Position, Ending | \$ 895,065 | \$ 2,160,646 | \$ 3,055,711 | \$ 176,487 | \$ 4,865,368 |

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements

December 31, 2024

INTRODUCTION

The West Baton Rouge Convention & Visitors Bureau was established May 12, 1977 as the West Baton Rouge Tourist Commission for the purpose of developing and carrying out programs designed to promote tourism in the area of West Baton Rouge Parish as provided for by Louisiana Revised Statutes 33:4574, et seq. The Commission's name was changed to the West Baton Rouge Convention & Visitors Bureau in 2007.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation. The Governmental Accounting Standards Board (GASB) is the accepted standard setting body for establishing governmental accounting principles and reporting standards. The principles are found in the *Codification of Governmental Accounting and Financial Reporting Standards*, published by the GASB. The accompanying financial statements have been prepared on the full accrual basis in accordance with accounting principles generally accepted in the United States of America as applied to governmental units.

Reporting Entity. GASB Codification Section 2100, *Defining the Financial Reporting Entity*, establishes criteria for determining the governmental reporting entity and component units that should be included within the reporting entity. For financial reporting purposes, in conformance with GASB Codification Section 2100, the West Baton Rouge Convention & Visitors Bureau includes all funds, account groups, et cetera, that are within the oversight responsibility of the Convention & Visitors Bureau. Based on the criteria set forth in GASB Codification Section 2100, the Convention & Visitors Bureau is a component unit of the West Baton Rouge Council because the Bureau is fiscally dependent on the Parish Council. The accompanying financial statements present information only as to the transactions and the activities of the Convention and Visitors Bureau.

Date of Management's Review. Management has evaluated subsequent events through June 5, 2025, the date on which financial statements were available to be issued.

Fund Accounting. The accounts of the West Baton Rouge Convention & Visitors Bureau are organized on the basis of funds and account groups, each of which is considered a separate accounting entity. The operations of each fund are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund equity, revenues, and expenditures, or expenses, as appropriate. Government resources are allocated to and accounted for in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled. The various funds are grouped, in the financial statements in this report, into two generic fund types and one broad fund category as follows:

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

Governmental Funds:

General Fund - The General Fund is the general operating fund of the Bureau. It is used to account for all financial resources except those required to be accounted for in another fund.

Special Revenue Fund "Enterprise" - Special Revenue Funds are used to account for and report the proceeds of specific revenue sources that are restricted or committed to expenditures for a specific purpose other than debt services or capital projects. The Bureau accounts for the State Sales Tax Rebate it receives in its Special Revenue Funds (See Note 2).

Basis of Accounting. The Statement of Net Position (statement A) and Statement of Activities (statement B) display information about the Convention & Visitors Bureau as a whole. These statements include all the financial activities of the Convention & Visitors Bureau. Information contained in these statements reflects the economic resources measurement focus and the accrual basis of accounting.

The Convention and Visitors Bureau uses the following practices in recording revenues and expenses:

Program Revenues. Program revenues included in the Statement of activities (statement B) are derived directly from users as a fee for services; program revenues reduce the cost of the function to be financed from the Convention & Visitors Bureau's general revenues.

Fund Equity:

Equity Classifications.

Government-Wide Financial Statements.

In the government-wide financial statements, equity is classified as net position and displayed in three components:

- a. Invested in capital assets, net of related debt – Consists of capital assets including restricted capital assets, net of accumulated depreciation and reduced by the outstanding balances of any bonds, mortgages, notes, or other borrowings that are attributable to the acquisition, construction, or improvement of those assets.
- b. Restricted net position – Restricted net position is restricted assets reduced by liabilities and deferred inflows of resources related to the restricted assets. Consists of net position with constraints placed on the use either by:

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

1. External groups such as creditors, grantors, contributors, or laws or regulations of other governments, or
 2. Law through constitutional provisions or enabling legislation.
- c. Unrestricted net position – All other net position that do not meet the definition of “restricted” or “invested in capital assets, net of related debt”.

Fund Financial Statements (FFS):

In the fund financial statements governmental fund equity is classified as fund balance. Fund balance is further classified as follows.

The Convention and Visitors Bureau adopted GASB Statement 54 (GASB Codification Section 1300, Fund Accounting) in the year ended December 31, 2013. As such, fund balances of the governmental fund are classified as follows:

Non-spendable. Amount that cannot be spent either because they are in non-spendable form or because they are legally or contractually required to be maintained intact.

Restricted. Amounts that can be spent only for specific purposes because of constitutional provisions or enabling legislation or because of constraints that are externally imposed by creditors, grantors, contributors, or the laws or regulations of other governments.

Committed. Amounts that can be used only for specific purposes determined by a formal decision of the Convention and Visitors Bureau Board of Governors. The Board of Governors is the highest level of decision-making authority for the Visitors and Convention Bureau.

Assigned. Amounts that do not meet the criteria to be classified as restricted or committed but that are intended to be used for specific purposes.

Unassigned. All other spendable amounts.

The Board of Governors is the highest level of decision making authority for the West Baton Rouge Convention and Visitors Bureau. The Council would have to approve a resolution to approve or change any previously approved commitment of fund balance. The Board of Governors is also authorized to approve assigned fund balances. It is the Convention and Visitors Bureau's policy to spend restricted fund balances first when an expenditure is incurred for purposes for which both restricted and unrestricted fund balances are available. It is the Convention and Visitors Bureau's policy to spend committed or assigned fund balances first when an expenditure is incurred for purposes for which amounts in any of those unrestricted fund balance classifications could be used.

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

The West Baton Rouge Convention and Visitors Bureau does not have any policy regarding minimum fund balance amounts. The Board of Governors has authorized the executive director of West Baton Rouge Convention and Visitors Bureau to make fund balance assignments in accordance with GASB Statement 54.

The amounts reflected in the Governmental Fund Statements (statements A and B) are accounted for using a current financial resources measurement focus. With this measurement focus, only current assets and current liabilities are generally included on the balance sheet. The statement of revenues, expenditures, and changes in fund balances reports on the sources (i.e., revenues and other financing sources) and uses (i.e., expenditures and other financing uses) of the current financial resources. This approach is then reconciled, through adjustment, to a government-wide view of the Convention & Visitors Bureau's operations.

The amounts reflected in the Governmental Fund Statements (statements A and B) use the modified accrual basis of accounting. Under the modified accrual basis of accounting, revenue are recognized when susceptible to accrual (i.e., when they become both measurable and available). Measurable means the amount of the transaction can be determined and available means collectible within the current period or soon enough thereafter to pay liabilities of the current period. Expenditures are recorded when related fund liability is incurred and certain compensated absences which are recognized when the obligations are expected to be liquidated with expendable available financial resources. The governmental funds use the following practices in recording revenues and expenditures:

Revenues. Revenues are recognized when they become measurable and available as net current assets. Taxpayer-assessed income, gross receipts, and sales taxes are considered "measurable" when in the hands of collecting governments and are recognized as revenue at that time. Anticipated refunds of such taxes are recorded as liabilities and reductions of revenue when they are measurable and their validity seems certain.

Transfers. Transfers between funds that are not expected to be repaid (or any other types, such as capital lease transactions, sales of fixed assets, debt extinguishment, long-term debt proceeds, et cetera) are accounted for as other financing sources (uses). These other financing sources (uses) are recognized at the time the underlying events occur. Transfers between governmental funds are netted as part of the reconciliation to the government-wide financial statements

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

Budgets and Budgetary Accounting. The Convention & Visitors Bureau followed these procedures in establishing the budget reflected in these financial statements:

1. The Convention & Visitors Bureau Executive Director and its Conference Center Coordinator prepare a proposed budget and submit it to the treasurer. After examination by the treasurer, the budget is submitted to the Convention & Visitors Bureau's Board of Governors for approval. After approval by the Convention & Visitors Bureau, the budget is submitted to the West Baton Rouge Parish Council. The Parish Council incorporates the Convention & Visitors Bureau Budget into the Parish Council Budget. The Convention & Visitors Bureau Budget is submitted to the Parish Council to allow enough time for the formal budget process followed by the Council to be completed. The Parish Council complies with the State Budget Law.
2. Budgetary amendments involving the transfer of funds from one program or function to another require the approval of the Convention & Visitors Bureau.
3. All budgetary appropriations lapse at the end of each fiscal year.
4. Budgets for the governmental funds are adopted on a basis consistent with generally accepted accounting principles (GAAP) and are presented on the modified accrual basis of accounting.

Fair Value Measurements. In accordance with the provisions of Governmental Accounting Standards Board Statement No. 72, Fair Value Application and Measurement, all investments are reported at fair value with gains and losses included in the statement of revenues and expenditures.

The Bureau categorized its fair value measurements within the fair value hierarchy established by generally accepted accounting principles. The hierarchy is based on the valuation inputs used to measure the fair value of the asset. The three levels of the fair value hierarchy are as follows:

Level 1 – Unadjusted quotes prices for identical assets or liabilities in active markets that the Bureau has the ability to access.

Level 2 – Inputs including:

- Quoted prices for similar assets or liabilities in active markets;
- Quotes prices for identical or similar assets in inactive markets;
- Inputs other than quotes prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means.

If the asset or liability has a specified (contractual) term, the Level 2 input must be observable for substantially the full term of the asset or liability.

Level 3 – Inputs that are unobservable and significant to the fair value measurement.

Cash. Cash includes amounts in demand deposits as well as short term certificates with maturity dates within 90 days of the date acquired by the government. These deposits are stated at cost, which approximates market. Under State law, these deposits (or the resulting bank balances) must

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

be secured by federal deposit insurance, or the pledge of securities owned by the fiscal agent bank. The market value of the pledged securities plus the federal deposit insurance must at all times equal or exceed the amount on deposit with the fiscal agent. These securities are held in the name of the pledging fiscal agent bank in a holding or custodial bank that is mutually acceptable to both parties.

As of December 31, 2024, the Bureau has deposits totaling \$979,898 (book balances). \$691,332 of the Bureau's \$993,307 in deposits (collected bank balances) was exposed to credit risk. These deposits were secured from risk by \$1,037,133 of pledged securities held by the custodial bank in the name of the fiscal agent bank (GASB Category 3) and none were unsecured and uninsured.

Investments. The \$2,055,395 in investments at December 31, 2024 are invested in the Louisiana Asset Management Pool (LAMP), a local government investment pool. In accordance with GASB Codification Section 150.165, these investments are not categorized above because they are not evidenced by securities that exist in physical or book entry form.

LAMP is administered by LAMP, Inc., a non-profit corporation organized under the laws of the State of Louisiana. Only local government entities having contracted to participate in LAMP have an investment interest in its pool of assets. The primary objective of LAMP is to provide a safe environment for the placement of public funds in short-term, high quality investments. The LAMP portfolio includes only securities and other obligations in which local governments in Louisiana are authorized to invest in accordance with LA – R.S. 33:2955.

GASB Statement No. 40 Deposit and Investment Risk Disclosure, requires disclosure of credit risk, custodial credit risk, concentration of credit risk interest rate risk, and foreign currency risk for all public entity investments. LAMP is an investment pool that, to the extent practical, invest in a manner consistent with GASB Statement No. 79. The following facts are relevant for investment pools:

- **Credit risk:** LAMP is rated AAAm by Standard & Poor's.
- **Custodial credit risk:** LAMP participants' investments in the pool are evidenced by shares of the pool. Investments in pools should be disclosed, but not categorized because they are not evidenced by securities that exist in physical or book-entry form. The public entity's investment is with the pool, not the securities that make up the pool; therefore, no disclosure is required.
- **Concentration of credit risk:** Pooled investments are excluded from the 5 percent disclosure requirement.
- **Interest rate risk:** LAMP is designed to be highly liquid to give its participants immediate access to their account balances. LAMP prepares its own interest rate risk disclosure using the weighted average maturity (WAM) method. The WAM of LAMP assets is restricted to

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

not more than 90 days and consists of no securities with a maturity in excess of 397 days or 762 days for U.S. Government floating/variable rate investments. The WAM for LAMP's total investments is 68 days as of December 31, 2024.

- Foreign currency risk: Not applicable.

The investments in LAMP are stated at fair value. The fair value is determined on a weekly basis by LAMP and the value of the position in the external investment pool is the same as the net asset value of the pool shares.

LAMP, Inc. is subject to the regulatory oversight of the state treasurer and the board of directors. LAMP is not registered with the SEC as an investment company. If you have any questions, please feel free to contact the LAMP administrative office at 800-249-5267.

Risk Management. The Convention & Visitors Bureau is exposed to various risks of loss related to torts; theft of, damage to, and destruction of assets; errors and omissions, injuries to employees; and natural disasters. The Bureau purchases commercial insurance policies at levels which management believes is adequate to protect the Bureau. Settled claims resulting from these risks have not exceeded the commercial insurance coverage in any of the past three fiscal years.

Short Term Interfund Receivables/Payables. During the course of operations, numerous transactions occur between individual funds for goods provided or services rendered. These receivables and payables are classified as "due to/from other funds" on the balance sheet. Short-term interfund loans, if any, are classified as "interfund receivables/payables."

Prepaid Items. Payments made to vendors for services that will benefit periods beyond December 31 are recorded as prepaid items in both government-wide and fund financial statements.

Leases. The Bureau is a lessee for noncancellable lease of office equipment. It recognizes a lease liability and an intangible right-of-use lease asset in the government-wide financial statements. At the commencement of a lease, the Bureau initially measures the lease liability at the present value of payments expected to be made during the lease term. Subsequently, the lease liability is reduced by the principal portion of the lease payments made. The lease asset is initially measured at or before the lease commencement date, plus certain initial direct costs. Subsequently, the lease asset is amortized on a straight-line basis over its useful life.

The Bureau uses the interest rate charged by the lessor at the discount rate. When the interest rate charged by the lessor is not provided, the Bureau generally uses the risk-free rate as the discount rate for leases.

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

The Bureau monitors changes in circumstances that would require a remeasurement of its lease and will remeasure the lease asset and liability if certain changes occur that are expected to significantly affect the amount of the lease liability.

Long Term Debt. Long Term Debt obligations to be repaid from governmental resources are reported as liabilities in the government-wide statements.

Long Term Debt for governmental funds is not reported as a liability in the fund financial statements. Bond issue cost is reported as expense in the year of the debt issuance. The debt proceeds are reported as other financing sources, and the payment of principal and interest are reported as expenditures in the fund statements.

Compensated Absences. Full-time, permanent employees of the Bureau earn vacation leave and sick leave at various rates depending on the number of years of service. The Bureau's policy allows employees to accumulate unused sick leave up to 180 days and unused vacation leave up to 5 days. An employee is compensated for up to 5 days of unused vacation leave at the employee's hourly rate of pay at the time of termination. Compensatory time is calculated at one and one-half hours for each hour of overtime earned. Upon an employee's retirement, sick leave, not to exceed 30 days, and vacation leave not to exceed 5 days, and compensatory time shall be paid as severance pay. The liability for these compensated absences is recorded as long term debt in the government-wide financial statements. However, any matured compensated absences existing at year-end which are payable to currently terminating employees are reported in the governmental funds as wages and benefits payable and on the government-wide and proprietary financial statements as the current portion of compensated absences.

Estimates. The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenditures during the reporting period. Actual results could differ from those estimates.

Elimination and Reclassification. In the process of aggregating data for the statement of net position and the statements of activities, some amounts reported as interfund activity and balances in the funds were eliminated to minimize the "grossing up" effect on assets and liabilities within the statement of position column.

Current Year Adoption of New Accounting Standards. The GASB has issued Statement No. 100, "Accounting Changes and Error Corrections—an amendment of GASB Statement No. 62". The primary objective of this Statement is to enhance accounting and financial reporting requirements for accounting changes and error corrections to provide more understandable, reliable, relevant, consistent, and comparable information for making decisions or assessing accountability. The requirements of this Statement are effective for reporting periods beginning

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

after June 15, 2023. The Statement did not have a material effect on the Bureau's financial statements upon implementation.

The GASB has issued Statement No. 101, "Compensated Absences". The objective of this Statement is to better meet the information needs of financial statement users by updating the recognition and measurement guidance for compensated absences. That objective is achieved by aligning the recognition and measurement guidance under a unified model and by amending certain previously required disclosures. The requirements of this Statement are effective for reporting periods beginning after December 15, 2023. See Note 9 for further details on the adoption of the Statement.

Capital Assets. Capital assets consist of equipment, vehicles, buildings and building improvements and are capitalized at historical costs. The Bureau maintains a threshold level of \$1,000 or more for capitalizing capital assets. These assets, net of accumulated depreciation, are included on the Statement of Net Position. Depreciation for financial reporting purposes is computed by the straight-line method over the useful lives of the assets.

The useful lives are as follows:

| | |
|---------------------------------|------------|
| Building | 40 years |
| Building improvements | 20 years |
| Furniture, fixtures & equipment | 5-10 years |
| Vehicles | 7 years |

The cost of normal maintenance and repairs that do not add to the value of the asset or materially extend asset lives are not capitalized.

2. REVENUE

Hotel – Motel Tax. The Convention & Visitors Bureau under the provision of Louisiana Revised Statutes Section 33:4574.1-A levies a four percent tax upon the occupancy of hotel rooms, motel rooms, and overnight camping facilities within the jurisdiction of the commission. The proceeds from this tax are accounted for in the Bureau's General Fund.

State Sales Tax Rebate. Under the provisions of Louisiana Revised Statutes Section 47:332.12, the West Baton Rouge Parish Council is entitled to receive a portion of the state sales tax imposed on hotel occupancy within West Baton Rouge Parish. The money is to be used exclusively for the planning, development or capital improvements of tourism sites in West Baton Rouge Parish. The Parish Council has designated the West Baton Rouge Convention & Visitors Bureau to receive and expend these funds on behalf of the Parish Council. The proceeds from this source are accounted

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

for in the Bureau's Special Revenue Fund. The West Baton Rouge Parish Council collects these funds.

During 2024, the Convention & Visitors Bureau recognized income of \$544,293 from the state sales tax rebate. The Parish Council collected and recognized as income all other amounts due to the parish for the state sales tax rebate.

3. INTERFUND BALANCES

The Bureau reports interfund balances between its funds. The totals of all balances agree with the sum of interfund balances present in the fund statements. The balances reflected in interfunds represent either routine charges for goods and services or permanent (non-loan) transfers from one fund to another.

| | Due From | | Total |
|-----------------|-----------------|------------------|------------------|
| | General Fund | Enterprise Fund | |
| Due To | | | |
| General Fund | \$ - | \$ 11,991 | \$ 11,991 |
| Enterprise Fund | 6,153 | - | 6,153 |
| Total | <u>\$ 6,153</u> | <u>\$ 11,991</u> | <u>\$ 18,144</u> |

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

4. CHANGES IN GENERAL FIXED ASSETS

A summary of changes in general fixed assets for the year ended December 31, 2024 is as follows:

| | Beginning of Year | Additions | Reductions | End of Year |
|--|----------------------|------------|------------|----------------|
| Capital assets not being depreciated | | | | |
| Land | \$ 834,056 | \$ - | \$ - | \$ 834,056 |
| Construction in progress | 9,800 | - | - | 9,800 |
| Total capital assets not being depreciated | 843,856 | - | - | 843,856 |
| Capital assets being depreciated | | | | |
| Building & improvements | 1,390,812 | 241,543 | 65,905 | 1,566,450 |
| Christmas display | 11,626 | - | - | 11,626 |
| Office furniture and equipment | 266,165 | 6,382 | - | 272,547 |
| Right-of-use equipment | 29,146 | 44,090 | 3,909 | 69,327 |
| Vehicles | 81,288 | - | - | 81,288 |
| Total capital assets being depreciated | 1,779,037 | 292,015 | 69,814 | 2,001,238 |
| Less accumulated depreciation and amortization | 887,696 | 102,341 | 69,814 | 920,223 |
| Total capital assets, net depreciation and amortization | 891,341 | 189,674 | - | 1,081,015 |
| Total governmental activities capital assets, net | \$ 1,735,197 | \$ 189,674 | \$ - | \$ 1,924,871 |

5. LONG-TERM DEBT

During 2014 the Bureau issued certificates of indebtedness totaling \$250,000. The proceeds were used for repairs and renovations of the convention facilities. As of December 31, 2024, the Series 2014 bonds have been paid in full.

The following is a summary of the Bureau's long-term debt transactions for the year ended December 31, 2024:

| Type of Debt | Balance at 12/31/2023 | Bonds Additions or Bonds Issued | Redeemed and Other Reductions | Balance at 12/31/2024 | Due in More Than One Year | Amount due within One Year |
|-----------------------------------|--------------------------|--|-------------------------------------|--------------------------|------------------------------|----------------------------------|
| <i>Governmental Activities:</i> | | | | | | |
| Series 2014 | \$ 28,000 | \$ - | \$ 28,000 | \$ - | \$ - | \$ - |
| Compensated absences | 64,248 | 53,462 | 45,158 | 72,552 | 53,761 | 18,791 |
| Lease liabilities | 9,780 | 44,090 | 11,208 | 42,662 | 31,844 | 10,818 |
| Total governmental long-term debt | \$ 102,028 | \$ 97,552 | \$ 84,366 | \$ 115,214 | \$ 85,605 | \$ 29,609 |

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

Leases

The Bureau leases office equipment for a multifunctional copier/printer and a postage machine. The lease agreements do not specify an interest rate. The Bureau has estimated liabilities and right-of-use assets using the risk-free rate as of the inception of the leases. The Bureau signed a five-year operating lease effective February 1, 2020, for the multifunctional copier/printer with a monthly base payment of \$697 which ends January 31, 2025. The Bureau signed a four-year operating lease effective November 1, 2024, for a new multifunctional copier/printer with a monthly base payment of \$831 through October 31, 2028. The Bureau signed a five-year operating lease effective June 1, 2017, for the postage machine with a quarterly base payment of \$395 which ended June 30, 2024. The Bureau signed a five-year operating lease effective July 1, 2025, for a new postage machine with a quarterly base payment of \$382.29 which ends June 30, 2029.

As of year-end 2024, the Bureau extended this lease for an additional two years. At December 31, 2024, the value of the right-of-use assets was \$69,327 and accumulated amortization was \$26,821. A summary of changes in the Bureau's lease liabilities during the 2024 year are shown in the above summary of long-term debt.

Principal and interest payments due on the lease liabilities over the next five years and thereafter are as follows:

| Year Ending December 31, | Principal | Interest |
|--------------------------|------------------|-----------------|
| 2025 | \$ 10,818 | \$ 1,386 |
| 2026 | 10,508 | 998 |
| 2027 | 10,911 | 596 |
| 2028 | 9,664 | 180 |
| 2029 | 761 | 4 |
| | \$ 42,662 | \$ 3,164 |

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

Compensated Absences

In accordance with GASB Statement No. 101, *Compensated Absences*, the Bureau recognizes a liability for compensated absences when the leave is attributable to services already rendered and it is probable that the leave will be used or paid. Compensated absences include vacation leave, sick leave, and other paid time off (PTO), which are earned by employees based on services already performed.

Under the provisions of GASB 101:

- Vacation leave is accrued as earned and reported as a liability.
- Sick leave and other forms of leave are accrued only to the extent that it is probable the leave will result in a termination payment or will be used in a future reporting period.
- The liability is calculated using the pay rates in effect at the end of the reporting period and includes applicable salary-related payments

This liability is reported in the statement of net position fund as a noncurrent liability, except for the amount expected to be paid within one year, which is classified as a current liability. During the year ended December 31, 2024, employees earned approximately 53,462 of compensated absences and used approximately \$45,158. As of December 31, 2024, employees of the Bureau had accumulated and vested \$72,552 of compensated absences.

6. PER DIEM PAYMENTS

There were no per diem payments made during 2024 to board members of the West Baton Rouge Convention & Visitors Bureau.

7. LOUISIANA TOURISM REVIVAL FUND

During the 2021 year, the Bureau entered into a cooperative endeavor agreement with the State of Louisiana Division of Administration and received \$933,789 in funds restricted for purposes to promote tourism within the West Baton Rouge Parish through the Coronavirus State and Local Fiscal Recovery Funds for the period of March 3, 2021 through December 31, 2024. Funds are considered unearned until the Bureau meets the eligibility criteria for expenditures. For the 2024 year, the Bureau has earned \$110,585 and currently does not have a balance reported as unearned revenues

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

8. RECONCILIATIONS

*Reconciliation of the Governmental Funds Balance Sheet
to the Statement of Net position*

Fund balances - total governmental funds **\$ 3,055,711**

Amounts reported for governmental activities in the statement of
net assets are different because:

Capital assets used in governmental activities are not financial
statement of resources and, therefore, are not reported in the
governmental funds

| | | |
|-------------------------------|------------------|-----------|
| Governmental capital assets | \$ 2,845,093 | |
| Less accumulated depreciation | <u>(920,222)</u> | |
| | | 1,924,871 |

Long-term liabilities are not due and payable in the current
period and, therefore, are not reported in the governmental
funds

| | | |
|---|-----------------|----------------------------|
| Lease liabilities | (42,662) | |
| Compensated absences | <u>(72,552)</u> | |
| | | <u>(115,214)</u> |
| Net position of governmental activities | | <u><u>\$ 4,865,368</u></u> |

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

***Reconciliation of the Governmental Funds Statement of Revenues,
Expenditures, Changes in Fund Balances to the Statement of Activities***

Net change in fund balances - total governmental funds \$ 98,144

Amounts reported for governmental activities in the statement of activities are different because:

Governmental funds report capital outlays as expenditures. However, in the statement of activities, the cost of those assets is allocated over their estimated useful lives and reported as depreciation expense.

| | | |
|---------------------------------------|------------------|---------|
| Capital outlay | \$ 247,925 | |
| Depreciation and amortization expense | <u>(102,341)</u> | |
| | | 145,584 |

The issuance of long term debt provides current financial resources to governmental funds, while the repayment of the principal of long term debt consumes the current financial resources of governmental funds. Neither transaction, however, has any effect on net assets.

| | | |
|--------------------|-----------|--------|
| Principal payments | \$ 39,208 | |
| | | 39,208 |

Some expenses reported in the statement of activities do not required the use of current financial resources and, therefore, are not reported as expenditures in governmental funds.

| | | |
|----------------------|------------|---------|
| Compensated absences | \$ (8,305) | |
| | | (8,305) |

| | | |
|---|--|-------------------|
| Change in net position of governmental activities | | <u>\$ 274,631</u> |
|---|--|-------------------|

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Notes to Financial Statements, continued

December 31, 2024

9. PRIOR PERIOD ADJUSTMENTS

Prior period adjustments were made to restricted net position to correct error of accounts payable balances as of December 31, 2023.

SRF - Enterprise Fund

| | | |
|--|---------------------|---------------------|
| Fund balance/net position at December 31, 2023, as originally stated | \$ 2,124,710 | \$ 2,119,562 |
| Correction of accounts payable error | 17,170 | 17,170 |
| Fund balance/net position at December 31, 2023, as restated | \$ 2,141,880 | \$ 2,136,732 |

10. NEW ACCOUNTING PRONOUNCEMENTS NOT YET IMPLEMENTED

The statements which might impact the Bureau are as follows:

GASB Statement No. 102 – Certain Risk Disclosures: This standard requires governments to disclose information about risks related to concentrations or constraints that make them vulnerable to substantial impacts. It provides users with essential information for decision-making and assessing accountability. Effective for fiscal years beginning after June 15, 2024.

GASB Statement No. 103 – Financial Reporting Model Improvements was released in April 2024, concluding an extensive review of financial reporting models. This statement introduces significant changes to the presentation of financial statements, aiming to enhance the clarity and usefulness of financial reporting. While effective for fiscal years beginning after June 15, 2024, its impact may be more pronounced in fiscal years ending after June 30, 2025.

Management is currently assessing the impact that the implementation of these pronouncements will have on the basic financial statements, if any.

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Required Supplementary Information

December 31, 2024

WEST BATON ROUGE CONVENTION & VISITORS BUREAU**Statement of Revenues, Expenditures and****Year Ended December 31, 2024****Changes in Net Position****Budget (Legal Basis) and Actual - General Fund**

| | Budgeted Amounts | | Actual Amounts | Nonbudgeted | Actual | Budget to GAAP |
|--|-------------------------|---------------------|-----------------------|--------------------------|-------------------|-----------------------|
| | Original | Final | GAAP Basis | Items and | (Budgetary | Differences |
| | | | | Adjustments | Basis) | Favorable |
| | | | | | | (Unfavorable) |
| Revenues | | | | | | |
| Conference center | \$ 180,000 | \$ 180,000 | \$ 334,798 | \$ (20,606) ² | \$ 314,192 | \$ 134,192 |
| Special events | - | - | - | - | - | - |
| Hotel-Motel tax | 700,000 | 700,000 | 773,971 | - | 773,971 | 73,971 |
| Interest income | 10,000 | 10,000 | 39,911 | - | 39,911 | 29,911 |
| Grants and other income | - | - | 5,789 | - | 5,789 | 5,789 |
| Total revenues | 890,000 | 890,000 | 1,154,469 | (20,606) | 1,133,863 | 243,863 |
| Expenditures | | | | | | |
| General government | | | | | | |
| Advertising and marketing | 50,000 | 50,000 | 18,873 | | 18,873 | 31,127 |
| Maintenance, repairs and security | 70,000 | 100,000 | 99,611 | 4,158 ¹ | 103,769 | (3,769) |
| Catering expenses | 150,000 | 250,000 | 201,186 | - | 201,186 | 48,814 |
| Office, supplies and postage | 19,120 | 33,320 | 53,210 | 1,326 ¹ | 54,536 | (21,216) |
| Audit and accounting | 70,000 | 92,000 | 84,211 | 2,790 ¹ | 87,001 | 4,999 |
| Insurance | 30,000 | 44,000 | 41,027 | - | 41,027 | 2,973 |
| Salaries, wages and related expenses | 564,500 | 576,500 | 502,294 | (403) ¹ | 501,891 | 74,609 |
| Utilities & telephone | 40,000 | 40,000 | 37,295 | (1,089) ¹ | 36,206 | 3,794 |
| Capital outlays | 5,000 | 5,000 | 25,798 | - | 25,798 | (20,798) |
| Debt service | | | | | | |
| Principal | 14,000 | 14,000 | 11,208 | - | 11,208 | 2,792 |
| Interest | - | - | 378 | - | 378 | (378) |
| Total expenditures | 1,012,620 | 1,204,820 | 1,075,091 | 6,782 | 1,081,873 | 122,947 |
| Excess (Deficiency) of Revenues over Expenditures | \$ (122,620) | \$ (314,820) | \$- 79,378 | \$ (27,388) | \$ 51,990 | \$ 366,810 |
| Total fund balance | | | | | | |
| Beginning | | | 815,687 | | | |
| Ending | | | <u>\$ 895,065</u> | | | |

Explanation of differences¹ Expenditures are budgeted on the cash basis - prior year's accounts payable \$16,429 are added and current year's accounts payable are subtracted \$9,647² Revenues are budgeted on the cash basis - prior year's accounts receivable \$5,840 are added and current year's accounts receivable are subtracted \$26,446

WEST BATON ROUGE CONVENTION & VISITORS BUREAU

*Statement of Revenues, Expenditures and
Changes in Net Position
Budget (Legal Basis) and Actual - Special Revenue Fund*

Year Ended December 31, 2024

| | Budgeted Amounts | | Actual Amounts | Nonbudgeted | Actual | Budget to GAAP |
|--|-------------------------|--------------------|-----------------------|----------------------------------|------------------------------|--|
| | Original | Final | GAAP Basis | Items and Adjustments | (Budgetary Basis) | Differences Favorable (Unfavorable) |
| Revenues | | | | | | |
| Special events | \$ 50,000 | \$ 30,000 | \$ 35,749 | \$ - | \$35,749 | \$ 5,749 |
| From the State: | | | | | | |
| Sales tax rebate | 515,436 | 515,436 | 544,293 | - | 544,293 | 28,857 |
| Interest income | 50,000 | 50,000 | 111,339 | - | 111,339 | 61,339 |
| Grants and other income | 321,500 | 169,919 | 120,585 | - | 120,585 | (49,334) |
| Total revenues | 936,936 | 765,355 | 811,966 | - | 811,966 | 46,611 |
| Expenditures | | | | | | |
| General government | | | | | | |
| Advertising and marketing | 495,000 | 392,950 | 338,862 | 19,339 ¹ | 358,201 | 34,749 |
| Maintenance, repairs and security | 15,000 | 3,500 | 8,599 | - | 8,599 | (5,099) |
| Office, supplies and postage - Special Events | 223,000 | 179,000 | 268,867 | (7,182) ¹ | 261,685 | (82,685) |
| Intergovernmental | - | - | 20,000 | - | 20,000 | (20,000) |
| Capital outlays | 250,000 | 250,000 | 128,087 | (7,182) ¹ | 120,905 | 129,095 |
| Debt service | | | | | | |
| Principal | - | 28,000 | 28,000 | - | 28,000 | - |
| Interest | - | 856 | 785 | - | 785 | 71 |
| Total expenditures | 983,000 | 854,306 | 793,200 | 4,975 | 798,175 | 56,131 |
| Excess (Deficiency) of Revenues over Expenditures | <u>\$ (46,064)</u> | <u>\$ (88,951)</u> | 18,766 | <u>\$ (4,975)</u> | <u>\$ 13,791</u> | <u>\$ 102,742</u> |
| Total fund balance | | | | | | |
| Beginning, as restated | | | 2,141,880 | | | |
| Ending | | | <u>\$ 2,160,646</u> | | | |

Explanation of differences

¹ Expenditures are budgeted on the cash basis - prior year's accounts payable \$79,890 are added and current year's accounts payable are subtracted \$74,005

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Other Supplementary Information

December 31, 2024

WEST BATON ROUGE CONVENTION & VISITORS BUREAU*Schedule 3**Schedule of Compensation, Benefits and Other Payments to
Agency Head**Year Ended December 31, 2024***Agency Head Name: Kathy Gautreau****Purpose**

| | |
|-----------------------|-------------------|
| Salary | \$ 105,541 |
| Benefits - insurance | 11,793 |
| Benefits - retirement | 5,065 |
| Cell phone | 612 |
| Travel - trade shows | 1,251 |
| Special meals | 386 |
| Uniforms | 441 |
| Membership | 112 |
| | <u>\$ 125,201</u> |

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Staci H. Joffrion, CPA/CGMA

Hugh F. Baxley, CPA/CGMA

(August 10, 1933 – August 31, 2024)

INDEPENDENT AUDITOR’S REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING AND ON COMPLIANCE AND OTHER MATTERS BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS*

Chairman and Members of the Board
West Baton Rouge Convention and Visitors Bureau
Port Allen, Louisiana

We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards* issued by the Comptroller General of the United States, the financial statements of the governmental activities and each major fund of the West Baton Rouge Convention and Visitors Bureau, as of and for the year ended December 31, 2024, and the related notes to the financial statements, which collectively comprise West Baton Rouge Convention and Visitors Bureau’s basic financial statements, and have issued our report thereon dated June 5, 2025.

Report on Internal Control over Financial Reporting

In planning and performing our audit of the financial statements, we considered West Baton Rouge Convention and Visitors Bureau’s internal control over financial reporting (internal control) as a basis for designing audit procedures that are appropriate in the circumstances for the purpose of expressing our opinions on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of West Baton Rouge Convention and Visitors Bureau’s internal control. Accordingly, we do not express an opinion on the effectiveness of West Baton Rouge Convention and Visitors Bureau’s internal control.

A *deficiency in internal control* exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, misstatements, on a timely basis. A *material weakness* is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity’s financial statements will not be prevented, or detected and corrected, on a timely basis. A *significant deficiency* is a deficiency, or a combination of deficiencies, in internal control that is less severe than a material weakness, yet important enough to merit attention by those charged with governance.

Our consideration of internal control was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control that might be material weaknesses or, significant deficiencies. Given these limitations, during our audit we did not identify any deficiencies in internal control that we consider to be material weaknesses. However, material weaknesses or significant deficiencies may exist that were not identified.

Report on Compliance and Other Matters

As part of obtaining reasonable assurance about whether West Baton Rouge Convention and Visitors Bureau's financial statements are free from material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grant agreements, noncompliance with which could have a direct and material effect on the financial statements. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported under *Government Auditing Standards*.

Purpose of This Report

The purpose of this report is solely to describe the scope of our testing of internal control and compliance and the results of that testing, and not to provide an opinion on the effectiveness of the entity's internal control or on compliance. This report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the entity's internal control and compliance. Under Louisiana Revised Statute 24:513, this report is distributed by the Legislative Auditor as a public document. Accordingly, this communication is not suitable for any other purpose.

Baxley & Associates, LLC

Plaquemine, Louisiana
June 4, 2025

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Schedule of Findings and Responses

December 31, 2024

Section I-Summary of Audit Results

Financial Statements

Type of auditor's report issued: Unmodified

Report on Internal Control and Compliance Material to the Financial Statements

- Material Weaknesses ☐ Yes ■ No Significant deficiencies ☐ Yes ■ None noted
- Noncompliance Material to the Financial Statements ☐ Yes ■ No

Federal Awards

N/A – Federal awards below \$750,000 threshold required by the Uniform Guidance

Management Letter

No management letter issued.

Section II-Financial Statement Findings

There is no current year findings reported.

WEST BATON ROUGE CONVENTION & VISITOR'S BUREAU

Schedule of Prior Findings

December 31, 2024

| Ref No. | Fiscal Year Initially Occurred | Finding Description of Finding | Status of the Finding | Current Year Finding Ref No. |
|----------|-----------------------------------|-----------------------------------|--------------------------|---------------------------------|
| 2023-001 | 2023 | Incentive Pay | Resolved | N/A |