

CHICKASAW COUNTY MARKETING ASSOCIATION
FINANCIAL STATEMENTS AND AUDITOR'S REPORT THEREON

AS OF AND FOR THE YEAR ENDING

JUNE 30, 2024

TABLE OF CONTENTS

Independent Auditor's Report	1-3
Statement of Assets, Liabilities, and Net Assets-Cash Basis.....	4
Statement of Revenue, Expenses, and Changes in Net Assets-Cash Basis	5
Notes to Financial Statements	6-8
Supplemental Information:	
Schedule of Administrative and Promotional Expenses	9
Schedule of Advertisers – Unaudited	10
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 <i>Government Auditing Standards</i>	11-12
Schedule of Findings and Responses	13
Schedule of Prior Audit Findings	14

Russell & Williams CPA's, P.C.

Casey J. Russell, C.P.A., M.B.A.
Autumn L. Williams, C.P.A., Esq.
Member AICPA & OSCP

17334 N. May Ave., Ste. A
Edmond, OK 73012

Phone: (405) 607-8743
Fax: (405) 607-8744
Email: caseycpa@hotmail.com

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Chickasaw County Marketing Association
Kingston, OK

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Chickasaw County Marketing Association (a nonprofit organization), which comprise the statement of assets, liabilities, and net assets—cash basis as of June 30, 2024, and the related statement of support, revenue, and expenses—cash basis for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and net assets of Chickasaw County Marketing Association as of June 30, 2024, and its support, revenue, and expenses for the year then ended in accordance with the cash basis of accounting as described in Note 1.

Basis for Opinion

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 Chickasaw County Marketing Association 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 opinion.

Basis of Accounting

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared on the cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Our opinion is not modified with respect to this matter.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with the cash basis of accounting described in Note 1, and for determining that the cash basis of accounting is an acceptable basis for the preparation of the financial statements in the circumstances. Management is also responsible 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.

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 opinion. 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 Chickasaw County Marketing Association'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 Chickasaw County Marketing Association'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.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying supplemental information, as listed in the table of contents, is presented for purposes of additional analysis and is not a required part of the 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 financial statements. The information, except for the portion marked "unaudited" on which we express no opinion, has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with

auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated, in all material respects, in relation to the 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 January 27, 2025, on our consideration of Chickasaw County Marketing Association'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 Chickasaw County Marketing Association'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 Chickasaw County Marketing Association's internal control over financial reporting and compliance.

Russell & Williams CPA's, P.C.

Russell & Williams CPA's, P.C.
Oklahoma City, Oklahoma
January 27, 2025

Chickasaw Country Marketing Association
Statement of Assets, Liabilities, and Net Assets - Cash Basis
For the Year Ending June 30, 2024

ASSETS

Current Assets

Fireworks Account	98,481
Total Current Assets	<u>98,481</u>

Total Assets	<u><u>\$ 98,481</u></u>
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LIABILITIES

Net Assets

Without Donor Restrictions	\$ 98,481
Total Net Assets	<u>98,481</u>

Total Liabilities and Net Assets	<u><u>\$ 98,481</u></u>
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The accompanying notes are an integral part of the financial statements.

Chickasaw Country Marketing Association
Statement of Revenues, Expenses, and Changes in Net Assets - Cash Basis
For the Year Ending June 30, 2024

	Without Donor Restrictions	With Donor Restrictions	Total
Revenues			
State Matching Funds	51,768	-	51,768
Membership Dues	7,929	-	7,929
Advertising Income	69,316	-	69,316
Other Income	3,690	-	3,690
Interest Income	253	-	253
Total Revenues	132,956	-	132,956
Expenses			
Administrative:			
Discretionary	69,159	-	69,159
Total Administrative Expenses	69,159	-	69,159
Promotional:			
Allowable	51,768	-	51,768
Discretionary	14,619	-	14,619
Total Promotional Expenses	66,387	-	66,387
Total Expenses	135,546	-	135,546
Other Income (Expenses)			
Net Increase (Decrease) in Net Assets	(2,590)	-	(2,590)
Net Assets, Beginning of Year	101,071	-	101,071
Net Assets, End of Year	\$ 98,481	\$ -	\$ 98,481

The accompanying notes are an integral part of the financial statements.

Chickasaw County Marketing Association
Notes to Financial Statements
For Year Ended June 30, 2024

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES:

Nature of Organization

Chickasaw County Marketing Association (CCMA) is a not-for-profit organization whose purpose is to promote tourism in the multi county area of Love, Garvin, Murray, Carter, Marshall, Pontotoc, and Johnston counties. CCMA promotes tourism in a cooperative financial manner to achieve maximum exposure for minimal investment. Support is generally provided by cooperative advertising with groups in this region and matching of some expenses from the Oklahoma Tourism and Recreation Department, membership dues and cooperative advertising revenue. Revenues primarily relate to amounts received for cooperative advertising in regional publications.

Basis of Accounting

The Association maintains its records on the of cash receipts and disbursements. Under the cash basis, revenues are recognized when received, rather than when earned, expenditures are recognized as expenses when paid, rather than incurred.

Net assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the organization. These net assets may be used at the discretion of management and the board of directors.

Net assets with donor restrictions: Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the association or by the passage of time. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

Donor restricted contributions are reported as increases in net assets with donor restrictions. When a restriction expires, net assets are reclassified from the net assets with donor restrictions to net assets without donor restrictions in the statements of activities.

New Accounting Pronouncement

On August 18, 2016, FASB issued ASU 2016-14, Not-for-Profit Entities (Topic 958) - *Presentation of Financial Statements of Not-for-Profit Entities*. The update addresses the complexity and understandability of net classification, deficiencies in information about liquidity and availability of resources, and the lack of consistency in the type of information provided about expenses and investment returns. The association has adjusted the presentation of these statements accordingly.

Property and Equipment

Purchases of and capital lease payments on property and equipment are recorded as expenses in the year of purchase.

Cash and Cash Equivalents

For the purpose of financial reporting, cash and cash equivalents include all checking and saving accounts and certificates of deposit with a maturity of three months or less.

Chickasaw County Marketing Association
Notes to Financial Statements
For Year Ended June 30, 2024

Accounting for contributions

Contributions received are recorded as net assets without donor restrictions or net assets with donor restrictions, depending on the existence and/or nature of any donor-imposed restrictions. Contributions that are restricted by the donor are reported as an increase in net assets without donor restrictions if the restriction expires in the reporting period in which the contribution is recognized. All other restricted contributions are reported as an increase in net assets with donor restrictions, depending on the nature of the restriction. When a restriction expires (that is, when a stipulated time restrictions ends or purpose restriction is accomplished), net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statements of activities as net assets released from restrictions.

Functional Expenses

The cost of providing program services and other activities have been summarized in the Schedule of Administrative and Promotional Expenses (page 10). Direct costs are recorded as administrative or promotional expenses. There are no indirect or allocated expenses.

NOTE 2 – STATE MATCHING FUNDS:

The Oklahoma State Legislature appropriates funds which are available to multi-county organizations through the Oklahoma Tourism and Recreation Department. Chickasaw County Marketing Association, on an annual basis, contractually agrees to assist the department in the promotion of tourism. The Department allocates funds to match allowable expenditures made by Chickasaw County Marketing Associations. Allowable expenditures are promotional and administrative expenses which comply with contract guidelines. Matching funds to be paid each fiscal year by the Department are limited by the contract. Chickasaw County Marketing Association files reports and supporting documentation with the Department to prove its adherence with the contract. Upon the Department's approval of these reports, the matching funds are paid to Chickasaw County Marketing Association.

State matching funds allocated to the fiscal year ended June 30, 2024 were \$51,768.

NOTE 3- BUSINESS ACTIVITIES:

The Association produces publications specific to the market area and also purchases advertising in Oklahoma wide and other publications. They also attend recreation events and conventions in locations in which they attempt to attract visitors to the southern Oklahoma recreation area.

NOTE 4 – LIQUIDITY AND CASH MANAGEMENT:

The association is substantially supported by matching funds, membership dues, advertising income and event income. The Association budgets its advertising, promotion and event expenses based on expected revenues. On June 30, 2024, the Association has funds of \$98,481 that were available for future operating expenditures.

Chickasaw County Marketing Association
Notes to Financial Statements
For Year Ended June 30, 2024

NOTE 5 – BUSINESS RISKS AND ECONOMIC DEPENDENCY:

The Association prepares cooperative advertising for tourism within a geographical area to counties in the South-Central part of Oklahoma. Operations are dependent on memberships and charges for advertising sufficient for operating costs including an amount for administration. Also, they receive reimbursements for advertising from the State of Oklahoma under programs administered by the Department of Tourism. Reductions in these revenue sources can materially affect operations.

The Association is exposed to various risks of loss related to torts; theft of, damage to, and destruction of assets; errors and omissions; injuries to employees; employee health benefits; unemployment; and natural disasters. The Association purchases commercial insurance for these and other risk of loss.

NOTE 6 – INCOME TAXES:

The Association is a non-profit organization that is exempt from income taxes under 501(c)(6) of the Internal Revenue Code and classified by the Internal Revenue Service as other than private foundation.

The Association's Forms 990, *Return of Organization Exempt from Income Tax*, for the fiscal years ending 2022, 2023, 2024 are subject to examination by the IRS, generally three years after they were filed.

NOTE 7 – CONTINGENCIES:

Grant expenditures are subject to financial and compliance audits by the grantor agencies or their representatives. Such audits could lead to requests for reimbursements to the grantor agency for expenditures that are disallowed under the terms of the grant. The Association believes that the amount for expenditures that could be disallowed by the grantor agencies, if any, would not be significant.

NOTE 8 – MANAGEMENT AGREEMENT WITH CHICKASAW COUNTRY, LLC:

Chickasaw Country, LLC (CCLLC) is an Oklahoma limited liability company representing thirteen counties in South Central Oklahoma. CCMA has entered into a management agreement with CCLLC as of June 14, 2017, in which CCLLC is to promote and market Chickasaw Country as a top travel and tourism destination, establish and maintain co-partnership with local, state and region organizations supporting the mission and goals of CCMA, and design and develop a Chickasaw Country Visitor Guide. CCLLC will perform various services for CCMA through the implementation of the Tourism Marketing Plan including traditional and e-marketing platforms, regional training seminars and strategic membership growth and development. The value of these services is estimated to be \$30,000 which is not reported in the financial statements due to the cash basis of accounting.

NOTE 9 – EVALUATION OF THE SUBSEQUENT EVENTS:

The Association has evaluated subsequent events through January 27, 2025 the date which the financial statements were available to be issued.

Supplemental Information

Chickasaw Country Marketing Association
Schedule of Administrative and Promotional Expenses - Cash Basis
For the Years Ending June 30, 2024

	<u>Allowable</u>	<u>Discretionary</u>
Administrative Expenses:		
Personnel Costs	\$ -	\$ 34,253
Travel & Meetings	-	6,620
Office Supplies & Postage	-	19,585
Telephone	-	1,823
Professional Fees	-	5,756
Dues & Subscriptions	-	600
Insurance	-	522
Total Administrative Expenses	<u>\$ -</u>	<u>\$ 69,159</u>
Promotional Expenses:		
Print Production	51,768	13,846
Media Advertising:		
Other Promotional Advertising	<u>-</u>	<u>773</u>
Total Promotional Expenses	<u>\$ 51,768</u>	<u>\$ 14,619</u>

The accompanying notes are an integral part of these financial statements.

Chickasaw Country Marketing Association
Schedule of Advertisers
For Year Ended June 30, 2024

RECREATIONAL GUIDES SALES:

Ardmore, OK:

Antiques, Etc., 10 E Main	950.00
Ardmore Tourism Authority, PO Box 1585	4,000.00
Monica Devora	1,050.00

Sulphur, OK:

Artesian Hotel & Casino, 1001 W 1st St.	-
Chickasaw Culture Center, 867 Cooper Memorial Rd	3,000.00
Chickasaw Retreat & Conference Center, 4205 Goddard Youth Camp Rd.	1,850.00
City of Sulphur, 600 Broadway Ave.	3,000.00
Sole'renity Spa, 1001 W 1st St.	3,000.00

Davis, OK:

Treasure Valley Casino, 12252 Ruppe Rd	1,850.00
Turner Falls, 227 E Main	4,200.00
Bedre Fine Chocolate, 37 N. Colbert Dr.	-

Duncan, OK:

Chisholm Trail Heritage Center, 22150 Chisholm Trail Parkway	950.00
Chisholm Trail Casino, 7807 US-81	1,850.00
Duncan CVB, PO Box 981	950.00

Kingston, OK:

Lake Texoma Association, PO Box 610	3,000.00
West Bay Casino, HWY 70	3,000.00
Megastar Casino, 4350 S. HWY 377	1,850.00
Super C, 515 US 70	-

Tishomingo, OK:

Johnston Co. COC, 504 W. Main	-
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Thackerville, OK:

Winstar World Casino, 777 Casino Ave.	3,000.00
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Norman, OK

Riverwind Casino, 1544 OK-9	3,750.00
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Pauls Valley, OK:

City of Pauls Valley, PO Box 778	5,200.00
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Marietta, OK:

Love Co. COC, PO Box 422	4,585.00
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New Castle, OK:

New Castle Casino, 2457 HWY 62 Service Rd	1,850.00
New Castle Travel Gaming, 2457 HWY 62 Service Rd	1,850.00

Madill, OK:

Marshall Co. Tourism, PO Box 542	100.00
Marshall Co Chamber of Com., 11544 HWY 70	3,000.00

Pocasset, OK:

Salt Creek Casino, 1600 US-81	950.00
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Ada, OK:

McSwain Theater, 130 W. Main	950.00
Chickasaw Nation Casinos	875.00
Lazer Zone, 14601 Co. RD 3544	950.00

Celina, TX

Riley & Co., 1212 S Preston Rd	650.00
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Oklahoma City, OK:

Chickasaw Nation Div. of Com., Remington Park 1	3,000.00
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Chickasha, OK:

Visit Chickasha, 117 N. 4th St.	975.00
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Dougherty, OK

Rock Creek Retreat, 7505 Big Canyon Rd	655.00
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Total	\$66,840.00
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**CHICKASAW COUNTRY MARKETING ASSOCIATION
SCHEDULE OF OTHER ADVERTISERS FOR FUN TIMES
FOR YEAR ENDED JUNE 30, 2024**

Davis, OK:

Scissortail Shops, 1735 HWY 77 South	655.00
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Ardmore, OK:

Ardmore Tourism Authority, PO Box 1585	919.00
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Dougherty, OK

Rock Creek Retreat, 7505 Big Canyon Rd	655.00
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Sulphur, OK

Spice & Tea Exchange	227.50
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Total Other Advertising Sales	\$2,456.50
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Total Advertising Sales	\$69,296.50
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Russell & Williams CPA's, P.C.

Casey J. Russell, C.P.A., M.B.A.
Autumn L. Williams, C.P.A., Esq.
Member AICPA & OSCP

17334 N. May Ave., Ste. A
Edmond, OK 73012

Phone: (405) 607-8743
Fax: (405) 607-8744
Email: caseycpa@hotmail.com

REPORT ON COMPLIANCE AND ON INTERNAL CONTROL OVER FINANCIAL REPORTING BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH *GOVERNMENT AUDITING STANDARDS*

To the Management and Board of Directors of
Chickasaw County Marketing Association

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 Chickasaw County Marketing Association, which comprise the statements of assets, liabilities, and net assets – cash basis as of June 30, 2024, and the related statements of revenues, expenses, and changes in net assets – cash basis for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated January 27, 2025. The financial statements were prepared using the cash basis of accounting which is a basis of accounting other than accounting principles generally accepted in the United States of America.

Internal Control Over Financial Reporting

In planning and performing our audit of the financial statements, we considered Chickasaw County Marketing Association's internal control over financial reporting (internal control) to determine the 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 Chickasaw County Marketing Association's internal control. Accordingly, we do not express an opinion on the effectiveness of Chickasaw County Marketing Association'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 and therefore, material weaknesses or significant deficiencies may exist that have not been identified. We did identify certain deficiencies in internal control, described in the accompanying schedule of findings and questioned costs as items 2024-1 that we consider to be material weaknesses.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether Chickasaw County Marketing Association'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 determination of financial statement amounts. 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*.

Responses to Findings

Chickasaw County Marketing Association's response to findings identified in our audit is described in the accompanying schedule of findings and questioned costs. Chickasaw County Marketing Association's response was not subjected to the auditing procedures applied in the audit of the financial statements and, accordingly, we express no opinion on it.

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. Accordingly, this communication is not suitable for any other purpose.

Russell + William CPAs, P.C.

Oklahoma City, Oklahoma
January 27, 2025

**Chickasaw County Marketing Association
Schedule of Current Year Findings and Responses
Year Ended June 30, 2024**

2024-1 (Repeat Finding) – Inadequate Segregation of Duties (Repeat Finding):

Criteria: The segregation of duties and responsibilities between different individuals and the reconciliation of those asset accounts is an important control activity needed to adequately protect the entity's assets and ensure accurate financial reporting.

Condition: Presently, the same individual is responsible for invoicing and receiving payments and making and recording deposits. Only limited oversight is provided over this individual in the conduct of their daily functions. The same individual is also responsible for paying all bills and signing all checks.

Cause: The Association's limited size has made it difficult for management to fully segregate the duties.

Effect or Potential Effect: Without sufficient segregation of duties, the risk significantly increases that errors and/or fraud related to the sales and collection activities, including misappropriation of assets, could occur and not be detected within a timely basis.

Recommendation: The board should evaluate the risks associated with the lack of segregation of duties and consider implementing controls that could mitigate these risks. The board should also implement a policy requiring at least two signatures on all checks.

Board's Response: The board has concluded that due to the limited number of personnel, an adequate segregation of duties is not achievable and that the cost of correcting the weakness would exceed the benefits that would be derived from it. However, financials are sent to the Secretary/Treasurer to be reviewed before the Board meetings. The financials are then presented to the board for approval at each Board meeting. Furthermore, the board has implemented the policy of requiring two signatures.

**Chickasaw County Marketing Association
Schedule of Prior Year Findings and Responses
Year Ended June 30, 2024**

2023-001 – Timely Reconciliation of General Ledger Accounts Including Cash

Condition: Accurate reconciliations of balance sheet accounts are not being performed for all balance sheet accounts. Numerous audit adjustments were suggested and accepted by management to ensure financial statements are presented fairly.

Status: Resolved

2023-002 – Unauthorized Expenditures

Condition: During our review of expenditures, it was noted out of a total population of 52 transactions, we noted 16 instances out of the 20 transactions tested where proper signatures were not obtained on the checks written. There were 32 additional checks found during the cursory review of the bank statements that showed that proper signatures were not obtained. As a result, the purpose of the expenditure, its allowability, its authorization, and/or how it furthers the mission statement of CCMA could not be determined. It was also noted that CCMA does not deface its invoices.

Status: Resolved