



***GREEN COUNTRY MARKETING
ASSOCIATION, INC.***

FINANCIAL STATEMENTS

AND

AUDITORS' REPORT

FOR THE YEAR ENDED JUNE 30, 2012



Clothier & Company CPA's P.C.

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INDEPENDENT AUDITORS' REPORT

Board of Trustees
Green Country Marketing Association, Inc.
Tulsa, Oklahoma

We have audited the accompanying statement of financial position – modified cash basis of Green Country Marketing Association, Inc. (a nonprofit organization), as of June 30, 2012, and the related statements of activities – modified cash basis and cash flows for the year then ended. These financial statements are the responsibility of Green Country Marketing Association, Inc.'s management. Our responsibility is to express an opinion on these financial statements based on our audit.

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 *Governmental Auditing Standards*, issued by the Comptroller General of the United States. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

As described in Note 1, these financial statements were prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Green Country Marketing Association, Inc. as of June 30, 2012, and the change in net assets and cash flows for the year then ended, on the basis of accounting described in Note 1.

In accordance with *Government Auditing Standards*, we have also issued our report dated August 28, 2012 on our consideration of Green Country Marketing Association, Inc.'s internal control over financial reporting and our tests of its compliance with certain

provisions of laws, regulations, contracts and grants agreements and other matters. The purpose of that report is 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 internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* and should be considered in assessing the results of the audit.

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The accompanying Sources of Revenue Schedule, and Reconciliation of Cash Expenditures on pages 10 and 11 are not a required part of the basic financial statements but are supplementary information required by the Oklahoma Tourism and Recreation Department. 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 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 schedules are fairly stated in all material respects in relation to the financial statements as a whole.

A handwritten signature in cursive script that reads "Clothier & Company CPA's". The signature is written in black ink and is positioned above the printed name of the firm.

Clothier & Company, CPA's, P.C.
August 28, 2018

Green Country Marketing Association, Inc.
STATEMENT OF FINANCIAL POSITION
Modified Cash Basis
June 30, 2012

ASSETS

Current Assets

Cash and Cash Equivalents \$201,531

Total Current Assets 201,531

Property and Equipment

Property and Equipment 51,168

Website 11,062

Less: Accumulated Depreciation (52,658)

Net Property and Equipment 9,572

Total Assets \$211,103

LIABILITIES AND NET ASSETS

Current Liabilities

Federal & FICA Taxes Payable \$4,562

State W/H Taxes Payable 622

Unemployment Taxes Payable 1,508

Total Current Liabilities 6,692

Long-Term Liabilities 0

Total Liabilities 6,692

Net Assets

Unrestricted Net Assets 204,411

Temporarily Restricted Net Assets 0

Restricted Net Assets 0

Total Net Assets 204,411

Total Liabilities and Net Assets \$211,103

See accompanying notes and independent auditors' report.

Green Country Marketing Association, Inc.
STATEMENT OF ACTIVITIES - Modified Cash Basis
June 30, 2012

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>
Revenue:				
Advertising Sales	\$254,951	\$0	\$0	\$254,951
Membership in Association	26,782	0	0	26,782
Co-op Media Advertising	279,508	0	0	279,508
Events	0	0	0	0
Miscellaneous/Other Income	1,600	0	0	1,600
Matching Funds	211,398	0	0	211,398
Interest income	1,644	0	0	1,644
	<hr/>	<hr/>	<hr/>	<hr/>
Total Revenue	775,883	0	0	775,883
 Expenses:				
Administrative Not Matched	\$308,299	\$0	\$0	\$308,299
Depreciation Expense	2,520	0	0	2,520
 Advertising & Promotional:				
Print Production	218,210	0	0	218,210
Media Advertising	182,479	0	0	182,479
Postage/Literature Distribution	41,341	0	0	41,341
Travel Shows	19,273	0	0	19,273
Other Allowable Promotion	0	0	0	0
Admin Matched	0	0	0	0
Other & Misc	9,241	0	0	9,241
	<hr/>	<hr/>	<hr/>	<hr/>
Total Expenses	781,363	0	0	781,363
Change in Net Assets	(5,480)	0	0	(5,480)
Net Assets at Beginning of Year	209,891	0	0	209,891
	<hr/>	<hr/>	<hr/>	<hr/>
Net Assets at End of Year	<u>\$204,411</u>	<u>\$0</u>	<u>\$0</u>	<u>\$204,411</u>

Green Country Marketing Association, Inc.
STATEMENT OF CASH FLOWS
June 30, 2012

Cash Flows From Operating Activities:	
Net income (loss)	(\$5,480)
Adjustments to reconcile net income to net cash provided by operating activities:	
Depreciation Expense	2,520
(Increase) decrease in other assets	0
Increase (decrease) in accrued expenses	<u>2,306</u>
Net cash provided (used) by operating activities	(654)
Cash Flows From Investing Activities	
Purchase of Equipment	<u>(7,525)</u>
Net cash used by investing activities	<u>(7,525)</u>
Increase (Decrease) in cash	(8,179)
Cash and Cash Equivalents, July 1, 2011	<u>209,710</u>
Cash and Cash Equivalents, June 30, 2012	<u><u>\$201,531</u></u>

See accompanying footnotes and independent auditors' report.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICY

Basis of Accounting

The financial statements of Green Country Marketing Association, Inc. have been prepared on the modified cash basis of accounting, which is a comprehensive basis of accounting other than generally accepted accounting principles. Modifications to the cash basis of accounting include recording depreciation on property and equipment and accruing for payroll taxes.

Basis of Presentation

The Association is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Cash and cash equivalents

For purposes of the statement of cash flows, cash and cash equivalents are considered to be highly liquid depository accounts with a maturity of less than three months.

Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

Expense Allocation

The cost of providing various programs and other activities has been summarized on a functional basis in the Statement of Activities and in the Reconciliation of Cash Expenditures. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Directly identifiable expenses are charged to programs and supporting services. Management and general expenses include those expenses that are not directly identifiable with any other specific function but provide for the overall support and direction of the Association.

General Statement

The Green Country Marketing Association, Inc. is a multi-county organization established under the laws of the State of Oklahoma. The purpose of the Association is to promote and encourage the development of tourism and commerce through various forms of advertising and promotion.

The Association derives a significant portion of its income from advertising sales and managed cooperative advertising, as well as contributions and the sale of memberships. These revenues come mainly from business enterprises in the eighteen county area of Oklahoma known as Green Country. The remainder of revenues are derived from the State of Oklahoma and fund raising events. The Organization presents periodic reports to the State showing expenses paid, and the

Green Country Marketing Association, Inc.

state reimburses the organization for one hundred percent of the allowable expenses limited to the amount allocated to Green Country Marketing Association, Inc. Reimbursements from the state are recorded as income in the fiscal year in which they are received.

Fixed Assets

Equipment is recorded at historical cost. Depreciation is computed on the straight-line basis over its estimated useful life. Green Country Marketing Association's capitalization policy is to capitalize any equipment over \$500.00. Any purchases of equipment under \$500.00 is expensed in the period purchased.

Income Tax

The Internal Revenue Service has determined that the Organization meets the requirements of the Internal Revenue Code and is exempt from federal income tax under Section 501(c)(6) of the Code.

Restricted and Unrestricted Revenue

Contributions received are recorded as increases in unrestricted, temporarily restricted, or permanently restricted net assets, depending on the existences and/or nature of any donor restrictions.

2. CASH AND INVESTMENTS

The Green Country Marketing Association, Inc. maintains its cash accounts in F&M Bank and Century Bank located in Tulsa, Oklahoma. Accounts are guaranteed by the Federal Deposit Insurance Corporation up to \$250,000. As of June 30, 2011 the Association had no uninsured receipts.

3. REIMBURSEMENT FROM THE STATE OF OKLAHOMA

As described in Note 1, the Organization receives funding from the State of Oklahoma in the form of the reimbursement of 100% of allowable expenditures, limited to the amount allocated by the state for matching funds. State reimbursements are identified according to the fiscal year program from which the State makes the payments. Payments received during the year for the F.Y. 2012 contract totaled \$211,398. This is approximately 27.3% of the total revenue for this organization and may be considered a concentration of revenue.

Total expenditures for the organization were \$781,363. The state reimbursed 27% of the total expenditures for a total of \$211,398, the amount paid by the state as matching funds for Green Country Marketing Association, Inc. for the 2012 fiscal year.

Green Country Marketing Association, Inc.

4. ANNUAL PUBLICATIONS

Green Country Marketing Association publishes six publications this year. The publications include Guide to Green County, Shop, Dine, and Fun, Destination Oklahoma, Attractions Map, Tulsa Visitor Guide, and the Coupon Book. Guide to Green Country is a color publication that the Green Country Marketing Association publishes annually as its principal fulfillment piece. Each year 100,000 copies are produced and distributed. Green Country Shop, Dine and Fun Guide is four-color publication. Each year 40,000 copies are produced and distributed. Destination Oklahoma is a four-color publication. Each year 2,500 copies are produced and distributed. Attractions Map is a color publication that Green Country published and distributed 65,000 copies. Tulsa Visitor Guide is a four color publication with 100,000 copies distributed this year. The Coupon Book is also a four color publication with 125,000 copies distributed this year. The publications are distributed in state tourism information centers, in chambers of commerce, and as direct fulfillment of inquiries received in the Green Country office.

5. LEASE AGREEMENT

Green Country Marketing Association, Inc. entered into a office space lease agreement with Swadener Investment Properties LLC on August 8, 2003. The lease is payable in equal monthly installments of \$1,250 on or before the first day of each calendar month during the term. Green Country Marketing Association, Inc. paid the first and last month's installment of \$2,500 as "pre-paid rent" when the lease was executed. The Association moved into a larger office space in the same building and as of January 1, 2012 the rent increased by \$300 for a total of \$1,550 per month.

6. ADVERTISING COSTS

Because Green Country Marketing Association Inc. is in the business of promoting the development of tourism and commerce through various forms of advertising, all advertising costs are expensed in the period paid and none of the costs are capitalized.



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**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**

Board of Trustees
Green Country Marketing Association, Inc.
Tulsa, Oklahoma

We have audited the financial statements of Green Country Marketing Association, Inc. (a nonprofit organization) as of and for the year ended June 30, 2012 and have issued our report thereon dated August 28, 2012. Green Country Marketing Association, Inc. prepares its financial statements on the modified cash basis, a comprehensive basis of accounting other than generally accepted accounting principles. Except as discussed in the preceding sentence, 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.

Internal Control Over Financial Reporting

Management of Green Country Marketing Association, Inc. is responsible for establishing and maintaining effective internal control over financial reporting. In planning and performing our audit, we considered Green Country Marketing Association, Inc.'s internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of Green Country Marketing Association, Inc.'s internal control over financial reporting. Accordingly, we do not express an opinion on the effectiveness of the organization's internal control over financial reporting.

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 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.

Our consideration of the internal control over financial reporting 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 deficiencies, significant deficiencies or material weaknesses. We did

not identify any deficiencies in internal control over financial reporting we consider to be material weaknesses, as defined above.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether Green Country Marketing Association, Inc.'s financial statements are free of 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*.

This report is intended solely for the information and use of the management, others within the organization, The Oklahoma Tourism and Recreation Department, and the Office of the State Auditor and Inspector and is not intended to be and should not be used by anyone other than these specified parties.

A handwritten signature in cursive script that reads "Clothier & Company CPA's".

Clothier & Company, CPA's, P. C.
August 28, 2012

Green Country Marketing Association, Inc.
SOURCES OF REVENUE SHCEDULE
June 30, 2012

Advertising Sales	\$254,951
Membership in Association	26,782
Co-op Media Advertising	279,508
Events	0
Miscellaneous/Other Income	1,600
Matching Funds	211,398
Interest Income	<u>1,644</u>
	<u><u>\$775,883</u></u>

**Green Country Marketing Association
Schedule of Reconciliation of Cash Expenditures
June 30, 2012**

	Allowable Expenditures Claimed	Discretionary Expenditures	Total Expenditures
EXPENDITURES:			
Administrative Not Matched	\$0	\$310,819	\$310,819
Advertising & Promotional:			
Print Production	121,058	97,152	218,210
Media Advertising	82,480	99,999	182,479
Postage/Literature Distribution	7,860	33,481	41,341
Travel Shows	0	19,273	19,273
Other Allowable Promotion	0	0	0
Admin Matched	0	0	0
Other & Misc	0	9,241	9,241
	<u>211,398</u>	<u>569,965</u>	<u>781,363</u>

ADDITIONAL INFORMATION



Clothier & Company CPA's P.C.
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REPORT ON ADDITIONAL INFORMATION

Our audit was conducted for the purpose of forming an opinion on the financial statements taken as a whole. The following supplemental schedules are presented for purposes of additional analysis and are not a required part of the financial statements of Green Country Marketing Association. Such information has not been subjected to the auditing procedures applied in the audit of the financial statements, and, therefore we do not express an opinion on them.

Clothier & Company CPA's

Clothier & Company, CPA's, P.C.
August 28, 2012

Oklahoma Travel Guide

2012

Advertisers	Size of Ad	Amount Billed	Date Invoiced	Payment Received	Amount Paid	Check #
Bartlesville CVB	2 1/2 Pages	\$16,630.00	7/15/11	7/14/11	\$16,630.00	11750
Maria Swindell Gus						
PO Box 2366						
Bartlesville, Ok 74005						
918.336.8708						
Broken Arrow CVB	1 Page	\$6,180.00	7/5/11	7/21/11	\$6,180.00	180435
Lori Hill						
220 South First Street						
Broken Arrow, OK 74012						
918.259.2400						
Cherokee Cultural Tourism	1/2 Page	\$3,650.00	12/1/11	1/3/12	\$3,650.00	9485
FFE/Advental						
Susie Stoffel						
8945 West Russell, Ste 310						
Las Vegas, NV 89148						
702.362.5457 X17						
Claremore CVB	1 Page	\$6,180.00	7/5/11	9/27/11	\$2,060.00	2906
Tanya Andrews				10/31/11	\$2,060.00	2925
419 West Will Rogers Blvd				11/22/11	\$2,060.00	2934
Claremore, Ok 74017-6820						
918.341.8688						
Conco Museum	1/6th Page	\$1,550.00	7/5/11	8/1/11	\$1,550.00	Elec Trsf
Carla O'Neil						9965
501 W South Ave						
Ponca City, OK 74601						
580.767.2143						
Gilcrease Museum	1/6th Page	\$1,550.00	7/5/11	8/1/11	\$1,550.00	655310
University of Tulsa/David Hamby						
1400 N Gilcrease Museum Rd						
Tulsa, Ok 74127-2100						
918.596.2752						
Grand Lake Association	1/6th Page	\$1,550.00	7/5/11	10/4/11	\$1,550.00	4313
Tad Jones						
9630 Hwy 59 North, Ste B						
Grove, Ok 74344-4469						
918.786.2289						

Oklahoma Travel Guide

2012

Advertisers	Size of Ad	Amount Billed	Date Invoiced	Payment Received	Amount Paid	Check #
Grand River Dam Authority	1/4th Page	\$1,900.00	7/5/11	12/5/11	\$1,900.00	180216
Shannon Cook						
PO Box 409						
Vinita, OK 74301-0409						
918.256.5545 X4414						
Green Country Marketing	1/4th Page	\$1,900.00			\$1,900.00	
Jackie Stewart						
2805 E Skelly Dr, Ste 805						
Tulsa, OK 74105						
918.744.0588						
Marland Estate Mansion	1/3rd Page	\$2,800.00	7/5/11	5/18/12	\$2,800.00	200668
David Keathly						
901 Monument Rd						
Ponca City, OK 74604						
918.767.0420						
Miami CVB	1/2 Page	\$3,650.00	7/23/10	11/19/10	\$3,650.00	20233
Amanda Davis						
101 N Main						
Miami, Ok 74354						
918.542.4435						
Muskogee CVB & Tourism	1 Page	\$6,180.00	7/5/11	8/1/11	\$6,180.00	2349
Treasure McKenzie						
PO Box 797						
Muskogee, Ok 74402-0797						
918.682.2401						
Oklahoma Aquarium	1/3rd Page	\$2,800.00	7/5/11	8/1/11	\$2,800.00	21667
Teri Bowers	Listing					
PO Box 910						
Jenks, Ok 74037						
918.528.1577						
Okmulgee Tourism	1/3rd Page	\$3,650.00	7/5/11	2/2/12	\$500.00	4468
Nolan Crowley				3/7/12	\$1,000.00	4486
112 N Morton				3/29/12	\$500.00	4501
Okmulgee, Ok 74447				4/23/12	\$500.00	4507
918.758.1015				6/7/12	\$210.00	4528
				6/26/12	\$940.00	4543

Oklahoma Travel Guide

2012

Advertisers	Size of Ad	Amount Billed	Date Invoiced	Payment Received	Amount Paid	Check #
Osage County Tourism	1 Page	\$6,180.00	1/2/12	2/22/12	\$6,180.00	115121
Steve Guy						
PO Box 87						
Pawhuska, Ok 74056						
918.588.7928						
Tulsa Zoo Friends	1/2 Page	\$3,650.00	7/5/11	7/22/11	\$3,650.00	55260
Angela Evans						
6421 E 36th Street North						
Tulsa, Ok 74114						
918.669.6612						
Vinita Area Chamber	1/2 Page	\$3,650.00	7/5/11	5/3/12	\$3,650.00	51961
BJ Mooney						
PO Box 882						
Vinita, Ok 74301						
918.256.7133						
Visit Tulsa	Inside Cover	\$13,980.00	7/5/11	8/18/11	\$13,980.00	1796
Amy Huntley	+ Full Page					
Williams Center Tower II						
2 W 2nd St						
Tulsa, OK 74103						
WorldMark by Wyndam	1/3rd Page	\$2,800.00	7/5/11	8/8/11	\$2,800.00	552081
Liza Cobos						
8427 Southpark Circle						
Orlando, Fl 32819						
407.370.6341						
TOTALS		\$90,430.00			\$90,430.00	

Preview Magazine

An Affair of the Heart	Eleanor Blakeman	1/2 page - July 2011	900.00
An Affair of the Heart	Eleanor Blakeman	1/2 page - October 2011	510.30
An Affair of the Heart	Eleanor Blakeman	1/2 page - November 2011	900.00
Claremore Convention & Visitors Bureau	Tanya Andrews	1/4 page - September 2011	399.00
Har-Ber Village	Amelia Chamberlain	1/4 page - July 2011	375.00
Har-Ber Village	Amelia Chamberlain	1/4 page - August 2011	375.00
Har-Ber Village	Amelia Chamberlain	1/4 page - September 2011	375.00
Har-Ber Village	Amelia Chamberlain	1/4 page - October 2011	375.00
Har-Ber Village	Amelia Chamberlain	1/4 page - November 2011	375.00
Har-Ber Village	Amelia Chamberlain	1/4 page - June 2012	375.00
Muskogee Chamber of Commerce & Tourism	Treasure McKenzie	1/4 page - December 2011	360.00
Muskogee Chamber of Commerce & Tourism	Treasure McKenzie	1/2 page - April 2012	1,049.76
OK Mozart Festival	Shane Jewell	1/4 page - June 2012	437.50
Osage County Tourism	c/o Osage County Commission	1/4 page - September 2011	375.00
Picture in Scripture Ministries	Linda Goldner	1/4 page - July 2011	350.00
River Spirit Casino	Accounts Payable	full page - July 2011	1,732.80
River Spirit Casino	Accounts Payable	full page - August 2011	1,732.80
River Spirit Casino	Accounts Payable	full page - September 2011	1,732.80
River Spirit Casino	Lisa Ratcliff	full page - October 2011	1,824.00
River Spirit Casino	Accounts Payable	full page - November 2011	1,732.80
River Spirit Casino	Accounts Payable	full page - December 2011	1,732.80
Tulsa Air & Space Museum & Planetarium	Diana Edens	1/4 page - July 2011	350.00
Tulsa Performing Arts Center	Nancy Hermann	1/4 page - September 2011	495.72
Tulsa Performing Arts Center	Nancy Hermann	1/4 page - October 2011	495.72
Tulsa Performing Arts Center	Nancy Hermann	1/4 page - November 2011	495.72
Tulsa Performing Arts Center	Nancy Hermann	1/4 page - January 2012	495.72
Tulsa Performing Arts Center	Nancy Hermann	1/4 page - March 2012	495.72

20,848.16

Oklahoma Today

Bartlesville Area History Museum	Oklahoma Today - 1/6th Page ad in the Nov/Dec Oklahoma Today	550.00
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3 Page ad in the July/August issue	912.60
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3 Page ad in the Sept/Oct issue	869.97
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3rd page ad in the Nov/Dec Issue	869.97
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3rd page ad in the January/February issue	869.97
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3rd page ad in the March/April issue	869.97
Bartlesville Convention & Visitor Bureau	Oklahoma Today - 1/3 Page ad in the May/June Issue	869.97
Claremore Convention & Visitors Bureau	Oklahoma Today - Full Page ad in the March/April Issue	2,514.75
Claremore Convention & Visitors Bureau	Oklahoma Today - Full Page ad in the March/April Issue	45.12
Claremore Convention & Visitors Bureau	Oklahoma Today - Co-op ad in the May/June 2012 Issue	365.69
Fantasyland Light Festival	Oklahoma Today - 1/4th Page ad in the Nov/Dec issue	715.00
Gilcrease Museum	Oklahoma Today - Front Page ad in the Sept/Oct issue	2,349.54
Gilcrease Museum	Oklahoma Today - Full Page + 1/3rd Page ad in the March/April issue	3,263.54
Keepsake Candles	Oklahoma Today - 1/12 page ad in the November/December issue	285.00
Miami Convention & Visitors Bureau	Oklahoma Today - 1 Page ad in the May/June 2011 issue	2,689.00
Miami Convention & Visitors Bureau	Oklahoma Today - 1/2 Page ad in the Sept/Oct issue	1,239.75
Miami Convention & Visitors Bureau	Oklahoma Today - 1/2 Page ad in the Nov/Dec Oklahoma Today	1,239.75
Miami Convention & Visitors Bureau	Oklahoma Today - 1/2 Page ad in the January/February 2012 issue	1,239.75
Miami Convention & Visitors Bureau	Oklahoma Today - 1/2 Page ad in the March/April issue	1,239.75
Miami Convention & Visitors Bureau	Oklahoma Today - Increase from 1/2 page ad to Full page ad (Destination Miami)	1,018.31
Miami Convention & Visitors Bureau	Oklahoma Today - Co-op Ad in the May/June 2012 Issue	365.69
Miami Convention & Visitors Bureau	Oklahoma Today - 1/2 Page ad in the May/June Issue	1,239.75
Muskogee Chamber of Commerce & Tourism	Oklahoma Today - 2/3rd Page ad in the Sept/Oct issue	1,747.62
Muskogee Chamber of Commerce & Tourism	Oklahoma Today - 1/2 Page ad in the March/April issue	1,384.25
Muskogee Chamber of Commerce & Tourism	Oklahoma Today - Full Page ad in the May/June 2012 Issue	2,349.54
Okmulgee Tourism	Oklahoma Today - 1/8th page ad in the Nov/Dec Issue	354.00
Okmulgee Tourism	Oklahoma Today - 1/3rd page ad in the July/August issue	962.10
Okmulgee Tourism	Oklahoma Today - 1/3rd Page ad in the Sept/Oct issue	914.00
Osage County Tourism	Oklahoma Today - 1 Page ad in the July/August issue	2,349.54
Osage County Tourism	Oklahoma Today - Full Page ad in the Sept/Oct Issue	2,349.54
Osage County Tourism	Oklahoma Today - 1 Full page ad in the March/April Issue	2,374.24
Osage County Tourism	Oklahoma Today - Full page ad in the May/June issue	2,349.54

Philbrook Museum of Art	Oklahoma Today - 1 Page ad in the July/August issue	2,385.45
Philbrook Museum of Art	Oklahoma Today - Full Page ad in the March/April issue	2,349.54
Pryor Area Chamber of Commerce	Oklahoma Today - Co-op ad in the May/June 2012 Issue	365.69
Sallisaw Chamber of Commerce	Oklahoma Today - Co-op ad in the May/June Issue	365.69
Tahlequah Tourism Council	Oklahoma Today - 1/2 Page ad in the March/April issue	1,384.25
Tahlequah Tourism Council	Oklahoma Today - Co-op ad in the May/June Issue	365.69
Tulsa Air & Space Museum & Planetarium	Oklahoma Today - 1/3rd Page ad in the March/April issue	914.00
Wagoner Chamber	Oklahoma Today - Co-op Ad in the May/June 2012 Issue	365.69
Windle's Jewelry	Oklahoma Today - 1/6th Page ad in the Nov/Dec Issue	385.00
		<u>51,638.21</u>

Oklahoma Living

Miami CVB	Amanda Davis	1/4 page - June 2012	1,075.00
Muskogee Creek Nation	Brian On-The-Hill	1/4 page - June 2012	1,075.00
Oklahoma Aquarium	Greg Tatum	1/4 page - June 2012	1,075.00
Osage County Tourism	Steve Guy	1/2 page - June 2012	2,125.00
Pawnee Bill Ranch & Museum	Ron Brown	1/8 page - June 2012	550.00
Tulsa Air & Space Museum	Judy Moody	1/8 page - June 2012	500.00
Castle of Muskogee	Renee Profitt	1/4 page - May 2012	1,040.00
Hampton Inn Woodland Hills	Trina Salazar	1/4 page - May 2012	1,075.00
Oklahoma Aquarium	Greg Tatum	1/4 page - May 2012	1,075.00
OK Steam Treshers	Robert Marrs	1/8 page - May 2012	550.00
Picture in Scripture	Linda Goldner	1/8 page - May 2012	550.00
Miami CVB	Amanda Davis	1/4 page - April 2012	1,075.00
Tahlequah Tourism	Kate Kelly	1/4 page - April 2012	1,075.00
Castle of Muskogee	Renee Profitt	1/4 page - December 2011	1,040.00
An Affair of the Heart	Eleanor Blakeman	1/8 page - November 2011	500.00
Hampton Inn Woodland Hills	Trina Salazar	3/8 page - November 2011	1,495.00
Spartan College	Renee Profitt	1/4 page - November 2011	1,040.00
Green Country Marketing	Jackie Stewart	1/4 page - November 2011	no charge
Cherokee Art Market	Susie Stoffel	1/2 page - October 2011	1,995.00
GRDA	Shannon Cook	1/4 page - October 2011	1,000.00
Cherokee Art Market	Susie Stoffel	1/2 page - Spetember 2011	1,995.00
An Affair of the Heart	Eleanor Blakeman	1/8 page - July 2011	500.00
Tulsa Air & Space Museum	Lesli Lewis	1/8 page - July 2011	500.00
Hampton Inn Woodland Hills	Trina Salazar	1/4 page - July 2011	1,000.00
			<u>23,905.00</u>

Group Travel Leader

Advertiser	Contact	Ad Size	Amount
Osage County Tourism	Steve Guy	1/2 page September 2011	1,800.00
Broken Arrow CVB	Lori Hill	1/6 page - September 2011	700.00
Claremore CVB	Tanya Andrews	1/6 page - September 2011	700.00
Bartlesville CVB	Maria Swindell Gus	1/2 page September 2011	1,800.00
Miami CVB	Amada Davis	1/6 page - September 2011	700.00
Visit Tulsa	Vanesa Masucci	1/2 page September 2011	1,800.00
Claremore CVB	Tanya Andrews	1/6 page - March 2012	675.00
Coleman Theatre	Barbara Smith	1/6 page - March 2012	400.00
Miami CVB	Amada Davis	1/2 page - March 2012	1,850.00
Muskogee Chamber & Tourism	Treasure McKenzie	1/2 page - March 2012	1,200.00
Oklahoma Aquarium	Greg Tatum	1/2 page - March 2012	1,820.00
Ponca City Tourism & Chamber	Crystal Binkford	1/6 page - March 2012	675.00
			<u>14,120.00</u>

Metro Family Magazine

Oklahoma Aquarium	Greg Tatum	1/4 page - April 2012	525.00
Broken Arrow CVB	Lori Hill	1/4 page - May 2012	525.00
Miami CVB	Amada Davis	1/4 page - May 2012	525.00
Oklahoma Aquarium	Greg Tatum	1/4 page - May 2012	525.00
Tulsa Air & Space Musium	Judy Moody	1/8 page - May 2012	275.00
Will Rogers Memorial	Steve Gragert	1/8 page - May 2012	275.00
			<u>2,650.00</u>

Destinations

Bartlesville CVB	Maria Swindell Gus	1/3 page - May/June 2012	925.00
Claremore CVB	Tanya Andrews	1/3 page - May/June 2012	925.00
Miami CVB	Amada Davis	1/6 page - May/June 2012	500.00
Renaissance Tulsa Hotel	Debra Warren	1/6 page - May/June 2012	500.00
			<u>2,850.00</u>

417 Magazine

Advertiser	Contact	Ad Size	Amount
Miami CVB	Amada Davis	1 page - October 2011	1,800.00
Broken Arrow CVB	Lori Hill	1/6 page - June 2012	395.00
Courtyard by Marriott Tulsa	Eileen Mendoza	1/6 page - June 2012	325.00
Miami CVB	Amada Davis	1 page - June 2012	1,925.00
Oklahoma Aquarium	Greg Tatum	1/2 page - June 2012	1,000.00
Green Country Marketing	Jackie Stewart	1/6 page - June 2012	no charge
			<u>5,445.00</u>

AY Magazine

Broken Arrow CVB	Lori Hill	1/6 page - June 2012	500.00
Miami CVB	Amada Davis	1/3 page - June 2012	500.00
Oklahoma Aquarium	Greg Tatum	1/2 page - June 2012	1,300.00
			<u>2,300.00</u>

Celebrate Arkansas

Miami CVB	Amada Davis	1/2 page - May 2012	1,175.00
Oklahoma Aquarium	Greg Tatum	1/2 page - June 2012	1,175.00
			<u>2,350.00</u>

Courier (NTA)

Claremore CVB	Tanya Andrews	1/3 page - June 2012	875.00
Courtyard by Marriott Tulsa	Eileen Mendoza	1/6 page - June 2012	675.00
Miami CVB	Amada Davis	1/6 page - June 2012	675.00
Muskogee Chamber & Tourism	Treasure McKenzie	1/3 page - June 2012	1,150.00
			<u>3,375.00</u>

Sports Destination Management - May/June 2012

Hampton Inn Woodland Hills	Trina Salazar	1/2 page	1,150.00
Oklahoma Aquarium	Amanda McConnell	1/2 page	1,150.00
			<u>2,300.00</u>

OK Destination Dining Guide 2012

Advertiser	Contact	Ad Size	Amount
Miami CVB	Amanda Davis	1/2 page	2,850.00
Claremore CVB	Tanya Andrews	1/3 page	1,900.00
Bartlesville CVB	Maria Swendell Guss	1/2 page	2,850.00
Kaw Lake Assoc.	Kathy Tipin	1/6 page	500.00
			<u>8,100.00</u>

OK Vacation Insert May 20, 2012

Oklahoma Aquarium	Greg Tatum	1/4 page	1,250.00
Broken Arrow CVB	Lori Hill	1/4 page	1,250.00
Claremore CVB	Tanya Andrews	1/2 page	2,350.00
Grand Lake Association	Tad Jones	1/2 page	2,350.00
Green Country Marketing	Jackie Stewart	1/8 page	no charge
Marland Estate	David Keathly	1/8 page	675.00
Miami CVB	Amanda Davis	1/2 page	2,350.00
Muskogee Chamber & Tourism	Treasure McKensie	1/2 page	2,350.00
Osage County Tourism	Steve Guy	1/2 page	2,350.00
Southwind Casino	Sarah Clinton	1/4 page	1,250.00
The Campbell Hotel	Kersten Anderson	1/8 page	675.00
Tulsa Air & Space Museum	Judy Moody	1/8 page	675.00
Visit Tulsa	Amanda Mconnell	1/4 page	1,250.00
			<u>18,775.00</u>

Show Me the Ozarks

Oklahoma Aquarium	Greg Tatum	1/2 page - June 2012	600.00
Castle of Muskogee	Renee Profit	1/4 page - May 2012	310.00
Muskogee Chamber & Tourism	Treasure McKensie	1/4 page - May 2012	310.00
Oklahoma Aquarium	Greg Tatum	1/2 page - May 2012	600.00
Hampton Inn & Suites Woodland Hills	Trina Salazar	1/4 page - May 2012	310.00
OK Mozart	Joe Williams	1/8 page - May 2012	100.00
Tulsa Zoo	Angela Evans	1/8 page - May 2012	100.00
Oklahoma Aquarium	Greg Tatum	1/2 page - April 2012	600.00
			<u>2,930.00</u>

Wichita Family Magazine

Broken Arrow CVB	Lori Hill	1/2 page - June 2012	325.00
Kaw Lake Association/Marland Estate/Sun 'n Fun Water Co-op		1/2 page co-op - June 2012	350.00
Oklahoma Aquarium	Greg Tatum	1/2 page - June 2012	325.00
Pawnee Bill Ranch & Museum	Ron Brown	1/2 page - June 2012	300.00
Picture in Scripture	Linda Goldner	1/4 page - June 2012	100.00
Ponca City Tourism	Crystal Bickford	1/2 page - June 2012	325.00
Pryor Chamber	Barbara Hawkins	1/4 page - June 2012	100.00
Miami CVB	Amanda Davis	1/2 page - May 2012	325.00
Oklahoma Aquarium	Greg Tatum	1/2 page - May 2012	325.00
Claremore CVB	Tanya Andrews	1/4 page - February 2012	150.00
Oklahoma Aquarium	Greg Tatum	1/4 page - February 2012	175.00
Oklahoma Aquarium	Greg Tatum	1/2 page - July 2011	600.00
Black Buggy Day	Wynema Potter	1/8 page - July 2011	260.00
An Affair of the Heart	Eleanor Blakeman	1/4 page - July 2011	400.00
Green Country Marketing	Jackie Stewart	1/8 page - July 2011	no charge
			<u>4,060.00</u>

Tulsa Hotel Guest Guide - 2012

Broken Arrow CVB	Lori Hill	1/4 page	675.00
Gilcrease Museum	Melani Hamilton	1/4 page	675.00
Muskogee Chamber & Tourism	Treasure McKensie	1/2 page	1,270.00
Oklahoma Aquarium	Greg Tatum	1/2 page	1,270.00
Philbrook Museum of Art	Tricia Milford-Hoyt	1/4 page	300.00
Will Rogers Memorial	Steve Gragert	1/4 page	500.00
			<u>4,690.00</u>

Performance Measures for Green Country Marketing Association

Green Country Marketing Assoc.	No. Annual Publications & Brochures Produced	\$ Spent for Media Advertising	No. Inquiries to which Information was mailed	No. Travel shows Attended/Exhibited	No. Inquiries Rec'd by Website
2012	427,500	250,501	11,168	12	10,868
FY 2011	433,000	257,783	10,865	7	10,065
FY 2010	433,000	287,797	10,238	12	9755
FY 2009	458,000	518,804	8384	14	7916
FY 2008	300,000	495,247	7938	12	6781
FY 2007	225,000	343,000	7,799	12	4,199
FY 2006	185,000	246,105	7,649	9	3,102
FY 2005	228,000	128,973	4,190	10	2,600
FY 2004	228,000	203,972	16,019	5	12,500
FY 2003	205,000	388,700	8,000	8	3,700
FY 2002	247,000	123,745	11,570	8	3,400
FY 2001	230,000	167,400	11,000	7	3,000

Projected:

FY 2013	350,000	250,000	12,000	12	11,500
FY 2014	400,000	350,000	13,000	12	12,000