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TIN: 20-1452663 OMB No. 1545-0047

Form **990** 

Department of the Treasury Internal Revenue Service

## **Return of Organization Exempt From Income Tax**

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

Do not enter Social Security numbers on this form as it may be made public. By law, the IRS generally cannot redact the information on the form.

Information about Form 990 and its instructions is at <a href="www.IRS.gov/form990">www.IRS.gov/form990</a>.

**Open to Public** Inspection

Cho					12-31	-2013				
O Add		applicable:	C Name of organization PRICE HILL WILL				<b>D Employer i</b> 20-145266		ication number	
O Nan			Doing Business As				20-143200	,,		
O Terr			Number and street (or P.O. box if mail is not delivered to street address) 3724 ST LAWRENCE AVENUE	Room/suit	te		E Telephone n	E Telephone number		
O App	licatio	n pending	City or town, state or province, country, and ZIP or foreign postal code CINCINNATI, OH 45205				(513) 251- <b>G</b> Gross receip		364,191	
		ſ	F Name and address of principal officer:							
			J KENNETH SMITH 819 GREER STREET COVINGTON, KY 41011			subord	a group retur dinates? subordinates	n for	☐Yes ☑No	
		mpt status:	✓ 501(c)(3) □ 501(c)( ) ◀ (insert no.) □ 4947(a)(1) or □	527		includ	ed? ." attach a list.	•	,	
J W	ebsit	te:▶ WW	/W.PRICEHILLWILL.ORG		H(C)	Group	exemption nu	mber	•	
<b>∢</b> Forn	n of o	rganization:	☑ Corporation ☐ Trust ☐ Association ☐ Other ▶		<b>L</b> Ye	ar of for	mation: 2004	<b>M</b> Sta	ite of legal domicile:	
_	rt I		mary							
dovernidince	2 3									
S S								ا د ا	l 16	
Ĭ		Number of	of voting members of the governing body (Part VI, line 1a)					3	16	
			of voting members of the governing body (Part VI, line 1a) $\cdot\cdot$ of independent voting members of the governing body (Part VI, line	e 1b) .				4	16	
S	5	Total num	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line nber of individuals employed in calendar year 2015 (Part V, line 2a)	e 1b) .		 		_	16 12	
Acti	5 6	Total nun	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) other of volunteers (estimate if necessary)	e 1b) .				5	16	
Acm	5 6 7a	Total num Total num Total unre	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line nber of individuals employed in calendar year 2015 (Part V, line 2a)	e 1b) .			•	4 5 6	16 12 362	
Acu	5 6 7a	Total num Total num Total unre	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) about the following setting the control of volunteers (estimate if necessary)	e 1b) .			or Year	4 5 6 7a 7b	16 12 362 0	
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	5 6 7a b	Total num Total unre Net unrel Contribut Program	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) of the property of volunteers (estimate if necessary)	2 1b)			681,268	4 5 6 7a 7b	16 12 362 ( C Current Year 984,444	
	5 6 7a b 8 9	Total num Total num Total unre Net unrel  Contribut Program Investme	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) aber of volunteers (estimate if necessary)	2 1b)			681,268 240,403	4 5 6 7a 7b	16 12 362 0 0 Current Year 984,444	
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Revenue	5 6 7a b 8 9 10 11 12	Total num Total unre Net unrel Contribut Program Investme Other rev Total reve	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) above of volunteers (estimate if necessary)	e 1b)			681,268 240,403 -180,244 -231,293	4 5 6 7a 7b	16 12 362 0 0 <b>Current Year</b> 984,444 800 1,200	
Revenue	5 6 7a b 8 9 10 11 12	Total num Total num Total unre Net unrel Contribut Program Investme Other rev Total reve	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) obser of volunteers (estimate if necessary) elated business revenue from Part VIII, column (C), line 12 ated business taxable income from Form 990-T, line 34	e 1b)			681,268 240,403 -180,244 -231,293 510,134	4 5 6 7a 7b	16 12 362 0 0 <b>Current Year</b> 984,444 800 1,200 30,760	
Revenue	5 6 7a b 8 9 10 11 12 13 14	Total num Total num Total unre Net unrel Contribut Program Investme Other rev Total reve Grants ar Benefits p	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) of the role of volunteers (estimate if necessary)	e 1b)			681,268 240,403 -180,244 -231,293 510,134 20,000	4 5 6 7a 7b	16 12 362 ( Current Year 984,444 800 1,200 30,760 1,017,223	
_	5 6 7a b 8 9 10 11 12 13 14 15	Total num Total num Total unre Net unrel Contribut Program Investme Other rev Total reve Grants ar Benefits   Salaries,	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 2a) in the property of individuals employed in calendar year 2015 (Part V, line 2a) in the property of volunteers (estimate if necessary)	e 1b)			681,268 240,403 -180,244 -231,293 510,134 20,000	4 5 6 7a 7b	16 12 362 0 0 <b>Current Year</b> 984,444 800 1,200 30,760 1,017,22:	
Expenses Revenue Activities &	5 6 7a b 8 9 10 11 12 13 14 15 16a	Total num Total num Total unre Net unrel Contribut Program Investme Other rev Total reve Grants ar Benefits   Salaries, Profession	of voting members of the governing body (Part VI, line 1a) of independent voting members of the governing body (Part VI, line 1ber of individuals employed in calendar year 2015 (Part V, line 2a) in the of volunteers (estimate if necessary)	e 1b)			681,268 240,403 -180,244 -231,293 510,134 20,000 0 357,692	4 5 6 7a 7b	16 12 362 0 Current Year 984,444 800 1,200 30,760 1,017,223 15,000 (	

	18	Total exp	penses. Add lines 13–17 (must	equal Part IX, column (A), line 25	)	549	9,205	597,449
	19		,	8 from line 12	•	-39	9,071	419,773
Ces Ses						Beginning of Current	Year	End of Year
Net Assets or Fund Balances	20	Total ass	ets (Part X, line 16)			1,370	0,557	1,668,847
A P	21	Total liab	oilities (Part X, line 26)			340	0,230	218,747
žĪ	22	2 Net assets or fund balances. Subtract line 21 from line 20				1,030	0,327	1,450,100
dily K	110 **	leage.				2014-08-20		
		e and belle ledge.	er, it is true, correct, and comp	lete. Declaration of preparer (other	er than officer)	is based on all infor	mation or w	vnich preparer has
Sign		•		Signature of officer		Date		
Here		J KENNETH SMITH EXECUTIVE DIRECTO Type or print name and title						
Paid	ł		Print/Type preparer's name MICHAEL W GENTRY CPA	Preparer's signature MICHAEL W GENTRY CPA	Date	Check if	PTIN P00099961	
Pre	par	eı	Firm's name > JOSEPH DECOSIM	O & COMPANY LLC	•	Firm's EIN ► 3	31-1344165	
Use	Use Only Firm's address ▶ 201 F			5TH ST SUITE 2100 Phone no. (513) 57				

Yes No 

For Paperwork Reduction Act Notice, see the separate instructions.

Firm's address ▶ 201 EAST 5TH ST SUITE 2100

CINCINNATI, OH 45202

Cat. No. 11282Y

Phone no. (513) 579-1717

PRICE HILL WILL'S ECONOMIC DEVELOPMENT PROGRAM PROVIDES BUSINESS ASSOCIATION STAFF SUPPORT, GRANT WRITING TECHNICAL ASSISTANCE FOR COMMUNITY COUNCILS/BUSINESS ASSOCIATIONS, HELP WITH PLANNING & DESIGN PROJECTS, MATCHING GRANTS (WHEN FUNDS ARE AVAILABLE), AND REFERRALS TO SMALL BUSINESS DEVELOPMENT INCENTIVE PROGRAMS. IN 2011, PHW LEAD THE PROCESS OF CREATING A CORRIDOR PLAN FOR THE INCLINE DISTRICT OF EAST PRICE HILL, WHICH WAS FORMALLY ADOPTED BY THE CITY OF CINCINNATI IN 2012. THE ORGANIZATION WAS ALSO SUCCESSFUL IN SECURING A COMMUNITY ENTERTAINMENT DISTRICT DESIGNATION IN THAT SAME YEAR. BOTH ACCOMPLISHMENTS HAVE LED TO MAJOR PRIVATE AND PUBLIC

SECTOR INVESTMENTS WITHIN THE PLANNING AREA THAT INITIATED IN 2013, INCLUDING EXTENSIVE RENOVATION OF A RECREATION FACILITY, DEDICATION OF DEPARTMENT OF TRANSPORTATION AND ENGINEERING RESOURCES FOR STREETSCAPE DESIGN ALONG THE DISTRICT'S MAIN CORRIDOR AND A BRAND NEW PERFORMING ARTS THEATRE (CONSTRUCTION TO BEGIN IN 2014). PHW IS NOW RECOGNIZED AS A KEY PARTNER IN BUSINESS DISTRICT DEVELOPMENT BY THE PRICE HILL COMMUNITY AND THE CITY OF CINCINNATI. PRICE HILL WILL IS ACTIVELY WORKING THROUGH MEDIA AWARENESS AND PROMOTIONAL EFFORTS TO IMPROVE THE IMAGE OF THE NEIGHBORHOOD THROUGHOUT THE AREA. THE GOAL IS TO ENHANCE PEOPLE'S AWARENESS OF THE POSITIVE ASPECTS OF PRICE HILL IN ORDER TO DRAW MORE PEOPLE TO BUY HOMES, START BUSINESSES AND SHOP IN THE NEIGHBORHOOD. PRICE HILL WILL UTILIZES SOCIAL MEDIA, EARNED MEDIA (THE PRESS), PAID ADVERTISING, WEBSITES AND DOOR TO DOOR MARKETING TO INFORM RESIDENTS OF EVENTS AND NEWS OF THE COMMUNITY. ACHIEVEMENTS INCLUDE ASSISTING THE EAST PRICE HILL BUSINESS ALLIANCE IN DEVELOPING AN EFFECTIVE MEMBERSHIP-BASED ORGANIZATION, HELPING RESIDENTS TO SECURE CITY INVESTMENT IN A PUBLIC SQUARE AND IMPLEMENTING THE BEGINNING PHASES OF TWO CITY-APPROVED MASTER DESIGN PLANS.

4d	Other program services (Describe in Schedule O.)						
	(Expenses \$	including grants of \$	) (Revenue \$	)			
4e	Total program service expenses ▶	542,653					

Par	t IV Checklist of Required Schedules			
			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	1	Yes	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)? 🐿	2	Yes	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>	3		No
4	Section 501(c)(3) organizations.  Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II	4		No
5	Is the organization a section $501(c)(4)$ , $501(c)(5)$ , or $501(c)(6)$ organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If "Yes," complete Schedule C, Part III	5		No
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I	6		No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II	7		No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>	8		No
9	Did the organization report an amount in Part X, line 21 for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV	9		No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	10		No
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VIII, VIII, IX, or $X$ as applicable.			
а	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.	11a	Yes	
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII	11b		No
	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII	11c		No
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX	11d		No
е	Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X 😸	11e		No
	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X	11f		No
	Did the organization obtain separate, independent audited financial statements for the tax year?  If "Yes," complete Schedule D, Parts XI and XII	12a	Yes	
	Was the organization included in consolidated, independent audited financial statements for the tax year?  If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional	12b		No
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	13		No
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		No
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV	14b		No
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV	15		No
16	Did the organization report on Part IX, column (A), line 3, more than $$5,000$ of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV	16		No

17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I (see instructions)	17	No
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II	18	No
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III	19	No
20a	Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H	20a	No
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b	
		F	orm <b>990</b> (2013)

Par	t IV Checklist of Required Schedules (continued)			
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II	21	Yes	
22	Did the organization report more than \$5,000 of grants or other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III	22		No
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	23		No
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations.  Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I	25a		No
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	25b		No
26	Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons?  If so, complete Schedule L, Part II	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part III	27		No
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):			
а	A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV	28b	Yes	
C	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule $M$	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33	Yes	
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1	34		No
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		No
	If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2	35b		
36	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		No

37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O	38	Yes	
		F	orm <b>99</b>	<b>0</b> (2013)

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	Check if Schedule O contains a response or note to any line in this Part V	•				
	Estable analysis and the Day 2 of Family 1000 Fator 0. (fact analysis)		Yes	No		
	Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable 1a 14					
	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable . 1b 0					
С	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes			
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return					
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?  Note.If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	2b	Yes			
За	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		No		
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation in Schedule O	3b				
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		No		
b	If "Yes," enter the name of the foreign country:  See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.					
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		No		
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		No		
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?					
		5c				
6a	<b>6a</b> Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?					
b	<b>b</b> If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?					
7	Organizations that may receive deductible contributions under section 170(c).					
а	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a		No		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b				
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		No		
d	If "Yes," indicate the number of Forms 8282 filed during the year					
е	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		No		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		No		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g				
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h				
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.  Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8				
9	Sponsoring organizations maintaining donor advised funds.	_				
а	Did the organization make any taxable distributions under section 4966?	9a				
b	Did the organization make a distribution to a donor, donor advisor, or related person?	9b				
10	Section 501(c)(7) organizations. Enter:					

а	Initiation fees and capital contributions included on Part VIII, line 12	10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b	1,364,191		
11	Section 501(c)(12) organizations. Enter:				
а	Gross income from members or shareholders	11a			
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 9	90 in li	ieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.				
а	Is the organization licensed to issue qualified health plans in more than one state? <b>Note.</b> additional information the organization must report on Schedule O.	See th	ne instructions for	13a	
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b			
c	Enter the amount of reserves on hand	13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year	ar? .		14a	No
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation	n in Sc	hedule O	14b	
				Fo	rm <b>990</b> (2013)

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Part VI

Governance, Management, and Disclosure
For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe

	the circumstances, processes, or changes in Schedule O. See instructions.		,	
	Check if Schedule O contains a response or note to any line in this Part VI			<b>✓</b>
Se	ction A. Governing Body and Management			
			Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year 16			
		_		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.			
b	Enter the number of voting members included in line 1a, above, who are independent			
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2		No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? .	3		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets? .	5		No
6	Did the organization have members or stockholders?	6		No
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a		No
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:			
а	The governing body?	8a	Yes	
b	Each committee with authority to act on behalf of the governing body?	8b	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	9		No
Se	ction B. Policies (This Section B requests information about policies not required by the Internal Revenu	e Code	e.)	
			Yes	No
.0a	Did the organization have local chapters, branches, or affiliates?	10a		No
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
.1a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a	Yes	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990			
.2a	Did the organization have a written conflict of interest policy? If "No," go to line 13	12a	Yes	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b	Yes	
С	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12c	Yes	
3	Did the organization have a written whistleblower policy?	13	Yes	
4	Did the organization have a written document retention and destruction policy?	14	Yes	
.5	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
а	The organization's CEO, Executive Director, or top management official	15a	Yes	
b	Other officers or key employees of the organization	15b		No
	If "Yes" to line 15a or 15h describe the process in Schedule O (see instructions)			

16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a	No				
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b					
	All of Dischause	100					
Se	ction C. Disclosure						
17	List the States with which a copy of this Form 990 is required to be filed						
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.						
	Own website Another's website Upon request Other (explain in Schedule O)						
19	Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.						
20	State the name, physical address, and telephone number of the person who possesses the books and records of the org.  • KIRK KREMER 3724 SAINT LAWRENCE AVENUE CINCINNATI, OH 45205 (513) 251-3800	anization:					
			000 (2012)				

orm 990 (2	013)	Pa	age <b>7</b>
Part VII	Compensation of Officers, Directors,Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors		
	Check if Schedule O contains a response or note to any line in this Part VII		

## Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's current key employees, if any. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

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

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.										
<b>(A)</b> Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	more pers			Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations			
(1) DENNIS COSCKIE DIRECTOR	2.00	х						0	0	0
(2) JEFF CRAMERDING DIRECTOR	2.00	х						0	0	0
(3) MAUREEN COX DIRECTOR	2.00	х						0	0	0
(4) CYNDY DRIEHAUS DIRECTOR	2.00	х						0	0	0
(5) SALLY DUFFY DIRECTOR	2.00	х						0	0	0
(6) BOB FITZPATRICK DIRECTOR	2.00	х						0	0	0
(7) MELISSA WEGMAN DIRECTOR	2.00	х						0	0	0
(8) FRANK HOLLISTER DIRECTOR	2.00	х						0	0	0

<b>(A)</b> Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	more pers	than on is	one both ecto	not box h an	check , unle office ustee Highest compensated	ess er	(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099- MISC)	(F) Estimated amount of other compensation from the organization and related organizations
(9) SANDY HOWE	2.00	х						0	0	0
(10) CARL KISSINGER DIRECTOR	2.00	х						0	0	0
(11) TOM KOOPMAN DIRECTOR	2.00	х						0	0	0
(12) DORIAN DANIELS DIRECTOR	2.00	х						0	0	0
(13) BRETT NOLAN VICE-CHAIRMAN	2.00	X		x				0	0	0
(14) PAT BRUNS CHAIRMAN	2.00	х		х				0	0	0
(15) JOHN PLOEHS SECRETARY	2.00	Х		x				0	0	0
(16) DAN DOERFLEIN TREASURER	2.00	x		x				0	0	0
(17) KEN SMITH EXECUTIVE DIRECTOR	40.00			x				69,514	0	7,927

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

(A) Name and Title	(B) Average hours per week (list any hours for related		ne bo	ox, u n off	che nles	ss pers	son	(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the
	organizations below dotted line)	Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			organization and related organizations
										_
										-
1b Sub-Total			<del>-</del> -	۲.		•	1		<u> </u>	<u> </u>
c Total from continuation sheets to Pad Total (add lines 1b and 1c)	art VII, Sectio	nΑ.			•	<b>*</b>		69,514	0	7,927

Net rental income or (loss) . . . . . .

	(i) Securities	(ii) Other			
<b>7a</b> Gross amount from sales of assets other					
than inventory					
<b>b</b> Less: cost or other basis and sales expenses					
C Gain or (loss)					
d Not sein au (less)					
Net gain or (loss) .		<b>-</b>			
<b>8a</b> Gross income from (not including \$ _ contributions report See Part IV, line 1	12,649 of orted on line 1c).				
		a   200			
<b>b</b> Less: direct exper	nses	<b>b</b>			
<b>c</b> Net income or (loss) f	rom fundraising ev		-840		-84
<b>9a</b> Gross income from	_	_			
See Part IV, line 1					
		a			
_					
<b>b</b> Less: direct exper	nses	b			
c					
Net income or (loss) f	rom gaming activi	-ioc			
10aGross sales of inv					
returns and allow					
		a			
<b>h</b>	414	233,888			
<b>b</b> Less: cost of good	is soid	<b>b</b> 345,929			
c		3.13/323	-112,041	-112,041	
Net income or (loss) f	rom sales of inven	tory	•	,	
Net income of (1033) i	Tom sales of inven	Business Code			
	Miscellaneou	Revenue			
11a <sub>SETTLEMENT CLA</sub>	AIM		141,920	141,920	
-		900099			
b					
		<del></del>			
С					
-		<del></del>			
					1
		1			

e Total. Add lines 11a-11d	•	141,920			
Total revenue. See Instructions	•	1,017,222	32,406	0	368

Part IX Statement of Functional Expenses
Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

	Check if Schedule O contains a response or note to any l	line in this Part IX .			🗸
	not include amounts reported on lines 6b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraisingexpenses
1	Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	15,000	15,000		<u> </u>
2	Grants and other assistance to individuals in the United States. See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	77,441	58,081	19,360	
6	Compensation not included above, to disqualified persons (as defined under section $4958(f)(1)$ ) and persons described in section $4958(c)(3)(B)$				
7	Other salaries and wages	229,306	219,870	9,436	
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	3,591	3,392	199	
9	Other employee benefits	28,752	27,132	1,620	
10	Payroll taxes	22,936	20,524	2,412	_
11	Fees for services (non-employees):				_
ā	Management				
ı	Legal	18,534	18,534		
(	Accounting	11,300	9,975	1,325	
•	l Lobbying				
•	Professional fundraising services. See Part IV, line 17				
1	Investment management fees				
9	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O)	60,620	57,315	3,305	
12	Advertising and promotion	2,795	2,745	50	
13	Office expenses	12,724	10,604	2,120	
14	Information technology				
15	Royalties				
16	Occupancy	28,403	24,303	4,100	
17	Travel	2,328	1,948	380	
18	Payments of travel or entertainment expenses for any federal, state, or local public officials .				
19	Conferences, conventions, and meetings	6,792	5,204	1,588	
20	Interest	2,208	2,208		
21	Payments to affiliates				
22	Depreciation, depletion, and amortization	4,768		4,768	
23	Insurance	10,626	8,996	1,630	
24	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				

a PROGRAM SUPPLIES	34,300	34,022	278	
b FURN. & EQUIP. RENTAL	8,789	7,973	816	
c STAFF EDUCATION	7,981	7,177	804	
d MISCELLANEOUS EXPENSE	6,766	6,702	64	
e All other expenses	1,489	948	541	
<b>25</b> Total functional expenses. Add lines 1 through 24e	597,449	542,653	54,796	0
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation.  Check here ▶ ☐ if following SOP 98-2 (ASC 958-720).				

## Part X Balance Sheet

	Check if Schedule O contains a response or no	te to ar	ny line in this Part IX			$\square$
				<b>(A)</b> Beginning of year		<b>(B)</b> End of year
1	Cash-non-interest-bearing			647,013	1	428,875
2	Savings and temporary cash investments			106,349	2	106,735
3	Pledges and grants receivable, net			60,978	3	281,789
4	Accounts receivable, net				4	
5	Loans and other receivables from current and forme key employees, and highest compensated employee L			5		
6	Loans and other receivables from other disqualified section $4958(f)(1)$ ), persons described in section $4958(f)(1)$ , persons described in section $4958(f)(1)$ , employers and sponsoring organizations of section beneficiary organizations (see instructions) Complete	3)(B), and contributing 9) voluntary employees'		6		
7	Notes and loans receivable, net				7	
8	Inventories for sale or use			420,566	8	721,964
9	Prepaid expenses and deferred charges			15,462	9	10,469
10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a	153,612			
b	Less: accumulated depreciation	10b	34,597	120,189	<b>10</b> c	119,015
11	Investments—publicly traded securities .				11	
12	Investments—other securities. See Part IV, line $11$				12	
13	Investments—program-related. See Part IV, line 11 $$				13	
14	Intangible assets			14		
15	Other assets. See Part IV, line 11				15	
16	<b>Total assets.</b> Add lines 1 through 15 (must equal li	ne 34)		1,370,557	16	1,668,847
17	Accounts payable and accrued expenses			75,815	17	32,710
18	Grants payable				18	
19	Deferred revenue		[		19	
20	Tax-exempt bond liabilities				20	
21	Escrow or custodial account liability. Complete Part	IV of So	chedule D		21	
22	Loans and other payables to current and former offi employees, highest compensated employees, and d					
	persons. Complete Part II of Schedule L $$ .			_	22	
23	Secured mortgages and notes payable to unrelated	third pa	arties	195,102	23	186,037
24	Unsecured notes and loans payable to unrelated thi	rd parti	es		24	
25	Other liabilities (including federal income tax, payabother liabilities not included on lines 17-24). Complete			69,313	25	0
26	<b>Total liabilities.</b> Add lines 17 through 25			340,230	26	218,747
	Organizations that follow SFAS 117 (ASC 958) complete lines 27 through 29, and lines 33 and	, check d 34.	chere 🕨 🗹 and	004.000		4 044 000
27	Unrestricted net assets			964,298	27	1,344,968
28	Temporarily restricted net assets	•		66,029	28	105,132
29	Permanently restricted net assets		_		29	
	Organizations that do not follow SFAS 117 (AS and complete lines 30 through 34.	-	), check here ▶ □			
30	Capital stock or trust principal, or current funds .				30	

31	Paid-in or capital surplus, or land, building or equipment fund		31	
32	Retained earnings, endowment, accumulated income, or other funds		32	
33	Total net assets or fund balances	1,030,327	33	1,450,100
34	Total liabilities and net assets/fund balances	1,370,557	34	1,668,847
				Farma 000 (2012)

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Form	990 (2013)				Page <b>12</b>
Par	t XI Reconcilliation of Net Assets				
	Check if Schedule O contains a response or note to any line in this Part XI				. $\square$
1	Total revenue (must equal Part VIII, column (A), line 12)	1		1	,017,222
2	Total expenses (must equal Part IX, column (A), line 25)	2			597,449
3	Revenue less expenses. Subtract line 2 from line 1	3			419,773
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4		1	,030,327
5	Net unrealized gains (losses) on investments	5			
6	Donated services and use of facilities	6			
7	Investment expenses	7			
8	Prior period adjustments	8			
9	Other changes in net assets or fund balances (explain in Schedule O)	9			0
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10		1	,450,100
Par	t XII Financial Statements and Reporting				
	Check if Schedule O contains a response or note to any line in this Part XII				$\checkmark$
				Yes	No
1	Accounting method used to prepare the Form 990:   Cash Accrual Other				
	If the organization changed its method of accounting from a prior year or checked "Other," explain in				
2-	Schedule O.		2a		No
Za	Were the organization's financial statements compiled or reviewed by an independent accountant?		Za		NO
	If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed of separate basis, consolidated basis, or both:	n a			
	Separate basis Consolidated basis Both consolidated and separate basis				
	Separate basis Consolidated basis Both consolidated and separate basis				
b	Were the organization's financial statements audited by an independent accountant?		2b	Yes	
	If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate consolidated basis, or both:	oasis,			
	☐ Separate basis ☐ Both consolidated and separate basis				
С	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?		2c	Yes	
	If the organization changed either its oversight process or selection process during the tax year, explain in Scher	dule O.	.		
За	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Sir	igle	30		No

**b** If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.

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3b