# FINANCIAL STATEMENTS WITH INDEPENDENT AUDITOR'S REPORT

**DECEMBER 31, 2015** 

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#### INDEPENDENT AUDITOR'S REPORT

To the Board of Directors Children's Museum of La Crosse, Inc.

We have audited the accompanying financial statements of Children's Museum of La Crosse, Inc. (the "Museum"), which comprise the statement of financial position as of December 31, 2015 and 2014, the related statements of activities and change in net assets, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes 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 Responsibility**

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. 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 involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### **Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Museum, as of December 31, 2015 and 2014 and the changes in its net assets and their cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

La Crosse, Wisconsin October 28, 2016

Franke of Trubull, CPA's

# CHILDREN'S MUSEUM OF LA CROSSE, INC. STATEMENT OF FINANCIAL POSITION

		DECEM	BER	31,
<u>ASSETS</u>		2015		2014
Cash and cash equivalents	\$	72,822	\$	54,363
Investments		670,762		711,441
Accounts receivable		441		1,338
Inventories		6,630		9,278
Prepaid expenses and deposits		33,099		47,896
Property and equipment – net		1,531,976		1,580,287
Assets whose use are limited:				
Certificate of deposit - UC Reserve		5,379		4,914
Investments - quasi-endowment		88,790		95,863
Promises to give		650		2,000
Perpetual trust		727,280		792,525
TOTAL ASSETS	<u>\$</u>	3,137,829	<u>\$</u>	3,299,905
LIABILITIES AND NET ASSETS				
LIABILITIES				
Accounts payable	\$	7,843	\$	10,233
Payroll taxes		907		940
Sales tax payable		397		353
Accrued compensation		19,709		17,453
Deferred revenue		5,572		5,083
TOTAL LIABILITIES		34,428		34,062
NET ASSETS				
Unrestricted				
Undesignated		2,286,681		2,375,455
Designated		88,790		95,863
Temporarily restricted		650		2,000
Permanently restricted		727,280		792,525
TOTAL NET ASSETS		3,103,401		3,265,843
TOTAL LIABILITIES AND NET ASSETS	<u>\$</u>	3,137,829	\$	3,299,905

# CHILDREN'S MUSEUM OF LA CROSSE, INC. STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31, 2015 Temporarily Permanently REVENUE, GAINS AND OTHER SUPPORT Restricted Restricted Unrestricted Total Public support \$ Contributions and grants 125,602 1,150 \$ \$ 126,752 Fundraising and special events 18,606 18,606 Operating revenue Admissions 161,248 161,248 112,341 112,341 Memberships Programs, parties and field trips 82,892 82,892 Gift Shop 34,051 34,051 Investment income 10,814 10,814 Change in value of perpetual trust (65, 245)(65,245)40 Other income 40 Release of restrictions 2,500 (2,500)TOTAL REVENUE, GAINS AND OTHER SUPPORT 548,094 (1,350)(65,245)481,499 **EXPENSES** Program Gift shop cost of sales 18,898 18,898 Operations 517,503 517,503 Management and general 6,513 6,513 Public support 101,027 101,027 **TOTAL EXPENSES** 643,941 643,941 (1,350)Change in net assets (65, 245)(95,847)(162,442)NET ASSETS AT BEGINNING OF YEAR 2,000 2,471,318 792,525 3,265,843 **NET ASSETS AT END OF YEAR** 2,375,471 \$ 650 \$ 727,280 \$ 3,103,401

YEAR ENDED DECEMBER 31, 2014

	Permanently		
Unrestricted	Restricted	Restricted	Total
74,337	\$ 2,000	\$ -	\$ 76,337
44,105	-	-	44,105
140,710	_	_	140,710
104,452	_	_	104,452
77,236	_	_	77,236
32,394	_		32,394
54,550	_	_	54,550
54,550	-	9,541	9,541
40	-	9,541	40
	- (2.427)	-	40
2,427	(2,427)	<u>-</u>	
530,251	(427)	9,541	539,365
22,076			22,076
490,431	-	-	490,431
· · · · · · · · · · · · · · · · · · ·	-	-	·
6,395	-	-	6,395
102,633		<u>-</u>	102,633
621,535		<u>-</u>	621,535
(91,284)	(427)	9,541	(82,170)
2,562,602	2,427	782,984	3,348,013
\$ 2,471,318	\$ 2,000	\$ 792,525	\$ 3,265,843

#### CHILDREN'S MUSEUM OF LA CROSSE, INC. STATEMENT OF FUNCTIONAL EXPENSES

YEAR ENDED DECEMBER 31, 2015 **Public Program** Management and General Services Support Total **Employee Compensation** 109,885 67,635 Salaries and wages 103,154 280,674 Employee benefits 9,147 15,577 5,332 30,056 **Total Employee Compensation** 119,032 118,731 72,967 310,730 Other Expenses Gift shop cost of sales 18.898 18.898 Program expenses 23,449 23,449 Repairs and maintenance 18,377 236 78 18.691 Exhibit rental and expense 56,649 56,649 Advertising and promotion 10,537 10,537 Utilities 27,128 348 115 27,591 4,546 4,546 Seminars and training Office expense 4,269 4,269 Dues and subscriptions 3,233 3,233 Insurance 15,283 196 65 15,544 Telephone 4,019 52 17 4,088 Permits and licenses 602 602 Postage and shipping 2,350 2,350 Printing and copies 5,936 5,936 Bad debts Depreciation 97,691 1,252 417 99.360 Professional fees 23,828 23,828 Bank and credit card fees 10,218 10,218 Other 2,924 498 3,422 **Total Other Expenses** 261,494 70,527 1,190 333,211 Allocation of Indirect Costs 155,875 (182,745)26,870 **TOTAL FUNCTIONAL EXPENSES** 536,401 6,513 101,027 643,941

YEAR ENDED DECEMBER 31, 2014

Program	YEAR ENDED DECEMBER 31, 2014 Program Management Public							
Services	and General	Support	Total					
98,758	100,744	59,195	\$ 258,697					
7,740	20,908	9,126	37,774					
7,710	20,000	0,120						
106,498	121,652	68,321	296,471					
22,076	_	-	22,076					
12,609	-	5,560	18,169					
23,801	305	102	24,208					
43,844	-	-	43,844					
-	11,548	-	11,548					
29,433	377	126	29,936					
-	3,272	-	3,272					
-	9,952	-	9,952					
-	3,227	-	3,227					
9,767	125	42	9,934					
4,163	53	19	4,235					
-	382	-	382					
-	2,424	-	2,424					
-	4,769	-	4,769					
-	-	500	500					
98,302	1,260	419	99,981					
-	24,657	-	24,657					
-	8,375	-	8,375					
861	2,680	34	3,575					
244,856	73,406	6,802	325,064					
161,153	(188,663)	27,510	-					
\$ 512,507	\$ 6,395	\$ 102,633	\$ 621,535					

# CHILDREN'S MUSEUM OF LA CROSSE, INC. STATEMENT OF CASH FLOWS

	YEAR ENDED DECEMBER 31			EMBER 31
		2015		2014
CASH FLOWS FROM OPERATING ACTIVITIES				
Change in net assets	\$	(162,442)	\$	(82,170)
Adjustments to reconcile change in net assets				
to net cash provided by operating activities				
Depreciation		99,360		99,981
Net unrealized losses on investments		55,903		48,449
Net loss on disposal of assets		-		849
Change in value of perpetual trust		65,245		(9,541)
Changes in operating assets and liabilities				
Accounts receivable		897		906
Promises to give		1,350		427
Inventories		2,648		2,991
Prepaid expenses		14,797		7,544
Accounts payable		(2,390)		(14,120)
Other accrued liabilities		2,267		(4,060)
Deferred revenue		489		945
NET CASH PROVIDED BY OPERATING ACTIVITIES		78,124		52,201
CASH FLOWS FROM INVESTING ACTIVITIES				
Purchase of property and equipment		(51,049)		(39,750)
Net change in investments including investment income re-invested		(8,616)		(51,497)
NET CASH (USED IN) INVESTING ACTIVITIES		(59,665)		(91,247)
		(00,000)		(51,-11)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS		18,459		(39,046)
CASH AND CASH EQUIVALENTS AT BEGINNING OF YEAR		54,363		93,409
CASH AND CASH EQUIVALENTS AT END OF YEAR	\$	72,822	\$	54,363

NOTES TO THE FINANCIAL STATEMENTS DECEMBER 31, 2015 AND 2014

#### NOTE 1 – Nature of Organization and Summary of Significant Accounting Policies

The Children's Museum of La Crosse, Inc. (the "Museum") was incorporated in July 1996 for the purpose of creating a hands-on, interactive environment for children; a family place where children can explore, create, experiment, learn and exercise their imaginations. The Museum opened in February 1999.

A summary of significant accounting policies follows:

Basis of Accounting – The Museum utilizes the accrual method of accounting, whereby revenue is recognized when earned, and expenses are recognized when incurred. The Museum's financial statements are prepared in accordance with the provisions of the Financial Accounting Standards Board FASB ASC 958-205 (formerly Statement of Financial Accounting Standards No. 117, *Financial Statements of Not-for-Profit Organizations*). Under FASC ASC 958-205, the Museum 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:

**Net Assets –** All assets have been recorded and reported as either: unrestricted, temporarily restricted, or permanently restricted net assets.

<u>Unrestricted</u> net assets consist of investments and otherwise unrestricted amounts that are available for use in carrying out the mission of the Museum and include those expendable resources which have been designated for special use by the Museum's Board of Directors.

<u>Temporarily restricted</u> net assets represent those amounts, which are donor restricted for specific purposes. When a donor restriction expires, that is, when a stipulated time restriction ends or a purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.

<u>Permanently restricted</u> net assets result from contributions from donors who place restrictions on the use of the funds, which mandate that the original principal be invested in perpetuity. This original principal is reported as a permanently restricted net asset, the income from which may be either temporarily restricted or unrestricted, depending on the donor's specifications.

**Promises to Give –** Contributions are recognized when the donor makes a promise to give to the Museum, that is, in substance, unconditional. Donor-restricted contributions are reported as increases in temporarily or permanently restricted net assets depending on the nature of the restrictions.

**Cash and Cash Equivalents –** For the purpose of the statement of cash flows, the Museum considers all deposits in financial institutions, with a maturity of three months or less, to be cash equivalents.

**Investments** – Investments in marketable securities with readily determinable fair values and all investments in debt securities are valued at their fair values in the statement of financial position. Unrealized gains and losses are included in the change in net assets.

**Inventories –** Materials held for sale are stated at the lower of cost (first-in, first-out) or market and consist of gift shop items for resale.

**Contributed Services –** During the years ended December 31, 2015 and 2014, the value of contributed services meeting the requirements for recognition in the financial statements was not material and has not been recorded.

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

#### NOTE 1 - Nature of Organization and Summary of Significant Accounting Policies - continued

**Income Tax Status –** The Museum is recognized by the Internal Revenue Service to be an exempt organization under Section 501(c)(3) of the Internal Revenue Code.

FASB ASC 740-10 (previously Financial Interpretation No. 48, Accounting for Uncertainty in Income Taxes) prescribes a recognition threshold and a measurement attribute for the financial statement recognition and measurement of tax positions taken or expected to be taken in a tax return. For those benefits to be recognized, a tax position must be more-likely-than-not to be sustained upon examination by taxing authorities. The Museum believes that it has appropriate support for any tax positions taken, and as such, does not have any uncertain tax positions that are material to the financial statements.

The Museum's federal Exempt Organization Returns for 2015, 2014, and 2013 are subject to examination by the IRS, generally for three years after they were filed.

**Property and Equipment –** Property and equipment in excess of \$1,000 are capitalized at cost or at their estimated fair value at date of donation. Assets donated with explicit restrictions regarding their use and contributions of cash that must be used to acquire property and equipment are reported as temporarily restricted support. It is the Museum's policy to imply a time restriction, based on the assets' estimated useful lives, on donations of property and equipment that are not restricted as to their use by the donor. Accordingly, those donations are recorded as support increasing temporarily restricted net assets. The Museum reclassifies temporarily restricted net assets to unrestricted net assets each year for the amount of the donated property and equipment's depreciation expense. Property and equipment are depreciated using the straight-line method over their estimated useful lives.

**Fair Value Measurements –** The Museum has determined the fair value of certain assets in accordance with the provisions of FASB ASC 820-10 (formerly FASB Statement No. 157, *Fair Value Measurements*), which provides a framework for measuring fair value.

FASB ASC 820-10 defines fair value as the exchange price that would be received for an asset in the principal or most advantageous market for the asset in an orderly transaction between market participants on the measurement date. FASB ASC 820-10 requires that valuation techniques maximize the use of observable inputs and minimize the use of unobservable inputs. FASB ASC 820-10 also establishes a fair value hierarchy, which prioritizes the valuation inputs into three broad levels.

Level 1 inputs consist of quoted prices in active markets for identical assets that the reporting entity has the ability to access at the measurement date. Level 2 inputs are inputs other than quoted prices included within Level 1 that are observable for the related asset. Level 3 inputs are unobservable inputs related to the asset.

**Advertising –** The Museum expenses advertising costs as incurred.

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

**Subsequent Events** – The Museum has evaluated subsequent events through October 28, 2016, the date which the financial statements were available to be issued.

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

### NOTE 2 – Investments

Investments consist of the following at December 31:

	201	15	2014		
	FAIR		FAIR		
	VALUE	COST	VALUE	COST	
Trust Point	\$ 759,552	\$ 697,172	\$ 807,304	\$ 689,021	

At December 31, aggregate carrying amounts by major types are as follows:

	2015			2014		
Cash Equivalents	\$	8,184	\$	15,330		
Bond Funds		199,863		184,818		
Stock Funds		551,505		607,156		
TOTAL	\$	759,552	\$	807,304		

For the year ended December 31, the investment return consisted of the following:

	 2015	 2014
Interest, dividends and mutual fund income	\$ 68,343	\$ 73,961
Net realized gains	5,602	36,327
Net unrealized (losses)	(55,903)	(48,449)
Investment fees	 (7,228)	 (7,289)
TOTAL	\$ 10,814	\$ 54,550

## NOTE 3 - Pledges Receivable

Unconditional promises to give at December 31, 2015, are as follows:

Receivable in one to five years	 350
Langue Para and the control of the c	650
Less discount to net present value at 6%	-
Less allowance for uncollectibles	 
Net unconditional promises to give	\$ 650

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

#### NOTE 4 - Property and Equipment

Property and equipment consist of the following at December 31:

	2015	2014
Land	\$ 77,000	\$ 77,000
Building and improvements	2,264,087	2,226,220
Fixtures and equipment	112,662	99,480
Exhibits	<u>566,895</u>	<u>566,895</u>
	3,020,644	2,969,595
Accumulated depreciation	(1,488,668)	(1,389,308)
TOTAL	\$ 1,531,976	\$ 1,580,287

#### NOTE 5 - Net Assets

Designated unrestricted net assets consist of funds invested for long-term growth as more fully described in Note 7.

Temporarily restricted net assets consist of promises to give and restricted due to time.

Permanently restricted net assets consist of beneficial interests in perpetual trusts as more fully described in note 7.

#### **NOTE 6 – Endowment Funds and Perpetual Trusts**

FASB ASC 958-205 (formerly FASB Staff Position No. FAS 117-1, "Endowments of Not-for-Profit Organizations: Net Asset Classification of Funds Subject to an Enacted Version of the Uniform Prudent Management of Institutional Funds Act, and Enhanced Disclosures for All Endowment Funds") provides guidance on the net asset classification of donor-restricted endowment funds for a nonprofit organization that is subject to an enacted version of the Uniform Prudent Management of Institutional Funds Act of 2006 ("UPMIFA"), which was enacted by the State of Wisconsin in July of 2009. FASB ASC 958-205 also requires additional disclosures about an organization's endowment funds (both donor-restricted endowment funds and board-designated endowment funds) whether or not the organization is subject to UPMIFA.

As described below, the Museum's endowments and perpetual trusts include both donor-restricted funds and funds designated by the Board of Directors to function as endowments. As required by generally accepted accounting principles, net assets associated with endowment funds, including funds designated by the Board of Directors to function as endowments, are classified and reported based on the existence or absence of donor-imposed restrictions.

The Board of Directors of the Museum has interpreted the State of Wisconsin enacted version of the Uniform Prudent Management of Institutional Funds Act ("UPMIFA") as requiring the preservation of the fair value of the original gift as of the gift date of the donor-restricted endowment funds absent explicit donor stipulations to the contrary. As a result of this interpretation, the Museum classifies as permanently restricted net assets (a) the original value of gifts donated to the permanent endowments, (b) the original value of subsequent gifts to the permanent endowments, and (c) accumulations to the permanent endowments made in accordance with the direction of the applicable donor gift instrument at the time the accumulation is added to the fund. The remaining portion of the donor-restricted endowment funds that is not classified in permanently restricted net assets is classified as temporarily restricted net assets until those amounts are appropriated for expenditure by the Museum in a manner consistent with the standard of prudence prescribed by UPMIFA.

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

#### NOTE 6 - Endowment Funds and Perpetual Trusts - continued

In accordance with UPMIFA, the Museum considers the following factors in making a determination to appropriate or accumulate donor-restricted endowment funds: (1) the duration and preservation of the various funds, (2) the purposes of the donor-restricted endowment funds, (3) general economic conditions, (4) the possible effect of inflation and deflation, (5) the expected total return from income and the appreciation of investments, (6) other resources of the Museum, and (7) the Museum's investment policies.

Following is a description of the Museum's endowment funds and perpetual trusts for purposes of the requirements of FASB ASC 958-205:

#### **Board-Designated Endowment**

In 2004, the Museum established a fund that is to function as an endowment. The purpose of the fund is to receive and hold property, transferred to the Museum, in perpetuity. The net income of the fund is to be distributed, from time to time, for the benefit of the Museum. Principle payments may be made, at the discretion of the Board of Directors, for necessary or appropriate purposes. These designated assets are held and maintained under an agency agreement with Trust Point and subject to the Museum's investment policy.

#### Perpetual Trusts

Permanently restricted net assets consist of funds held in a perpetual trust and administered by the La Crosse Community Foundation (the "Foundation"). Investment decisions of funds held in perpetual trust are determined by the Foundation rather than the Museum.

The Museum is one of the beneficiaries of the Evelyn Bach Combined Foundation Trust. This perpetual trust, administered by a third party trustee, provides the irrevocable right to receive unrestricted income distributions in perpetuity.

Endowment and perpetual trust net asset composition by type of fund as of December 31, 2015 is as follows:

	Re	rmanently estricted et Assets	Temporarily Restricted Unrestricted Net Assets Net Assets		<u>Total</u>		
Board-designated endowment funds	\$	_	\$		\$ 88,790	\$	88,790
Perpetual trusts		727,280		-	 -		727,280
TOTAL	\$	727,280	\$	_	\$ 88,790	\$	816,070

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

## NOTE 6 - Endowment Funds and Perpetual Trusts - continued

Endowment and perpetual trust net asset composition by type of fund as of December 31, 2014 is as follows:

	R	rmanently estricted et Assets	Temporarily Restricted Unrestricted Net Assets Net Assets		<u>Total</u>		
Board-designated endowment funds Perpetual trusts	\$	- 792,525	\$	- -	\$ 95,863 <u>-</u>	\$	95,863 792,525
TOTAL	\$	792,525	\$		\$ 95,863	\$	888,388

Changes in endowment and perpetual trust net assets for the year ended December 31, 2015 are as follows:

	Re	rmanently estricted et Assets	·	Temporarily Restricted <u>Net Assets</u>	_	nrestricted Net Assets	<u>Total</u>
Balance at beginning							
of year	\$	792,525	\$	-	\$	95,863	\$ 888,388
Donations		-		-		-	-
Investment income		-		-		4,474	4,474
Net appreciation		(65,245)		-		(7,234)	(72,479)
Distributions						(4,313)	 (4,313)
BALANCE AT END							
OF YEAR	\$	727,280	\$		\$	88,790	\$ 816,070

Changes in endowment and perpetual trust net assets for the year ended December 31, 2014 are as follows:

	Permanently Restricted		Temporarily Restricted		Unrestricted			<u>Total</u>	
Balance at beginning									
of year	\$	782,984	\$	-	\$	97,175	\$	880,159	
Donations		-		-		-		-	
Investment income		-		-		9,034		9,034	
Net appreciation		9,541		-		(5,974)		3,567	
Distributions		<u>-</u>				(4,372)		(4,372)	
BALANCE AT END	· ·					_			
OF YEAR	\$	792,525	\$		\$	95,863	\$	888,388	

NOTES TO THE FINANCIAL STATEMENTS - continued DECEMBER 31, 2015 AND 2014

# NOTE 7 - Fair Values Measured on Recurring Basis

Fair values of assets measured on a recurring basis at December 31 are as follows:

		2015				2014			
			Quoted Market Prices in Active Markets for Identical				Quoted Market Prices in Active Markets for Identical		
	<u>F</u>	air Value	<u>Ass</u>	ets (Level 1)		Fair Value	<u>Ass</u>	ets (Level 1)	
Investments Perpetual trust	\$	759,552 727,280	\$	759,552 727,280	\$	807,304 792,525	\$	807,304 792,525	
TOTAL	\$	1,486,832	\$	1,486,832	\$	1,599,829	\$	1,599,829	