IAAF World Championships **OREGON21**

COMPETITIVE LARGE GRANT APPLICATION

AUTHENTICALLY OREGON

IAAF World Championships DREGON21



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INTRODUCTION

CARE World Championships

OREGON IS READY TO AMAZE THE WORLD



COVER LETTER

November 10, 2017

ATTN: Grants Manager Travel Oregon 250 Church St. SE, Suite 100 Salem, OR 97301

Dear Travel Oregon Grants Manager,

On behalf of the Oregon21 Local Organizing Committee, it is with great excitement that I submit our grant application to partner with Travel Oregon in the hosting of the IAAF World Championships in August of 2021—an event officially named Oregon21.

This spectacular event is an opportunity for Oregon to represent our country by hosting the largest sporting event in the world in 2021, an international event with a reach exceeded only by the Olympic Games and the FIFA World Cup. Furthermore, this will be the first time it is hosted on U.S. soil. Grant funding is needed to showcase the best of Oregon on a global platform, from welcoming international and domestic visitors, to sharing our renowned hospitality with guests inside and outside the venue, to enabling media and broadcast to share stories and beautiful images of our state around the world.

Oregon is uniquely positioned to set a new bar for what these Championships can be for athletes, media, broadcasters, partners, volunteers, and spectators alike. In our application materials, you will see our initial vision for how to set this extraordinary standard. This event is governed by the International Association of Athletics Federations (IAAF) and the established guidelines for conducting its flagship event; however, we are all committed to maximizing every opportunity to showcase the best of Oregon through the Championships. Our application sets forth the major principles that will guide the organization as we spend the next four years working with our partners to fulfill that vision. But this application is about more than just processes and structures. We also ask you to imagine some of the possibilities that Oregon21 can bring. We invite you to take a journey with us.

Here is our starting point: we have the iconic history of Hayward Field, a venue at which athletes from across the globe dream of racing; we have a community that has become a destination for the sport—just like golf fans visit Augusta because of The Masters; we have a state that embraces track and field and running *and* provides our spectators with a wealth of activities to enjoy outside the competition.

The sport itself is philosophically aligned with Oregon. Track and field is in our DNA. The sport is inclusive, accessible, and diverse. We have powerful throwers, tall jumpers, explosive sprinters, and lean distance



COVER LETTER

runners all competing under the same flag. It is a sport in which women are paid and celebrated on an equal playing field. In truth, there is room in this sport for everyone—from the greatest athlete in the world (Oregon's own Ashton Eaton) to a high school 100-meter runner to a 70-year old intent on running a marathon for the first time.

In August of 2021, Oregon will have the honor to host 2,000 athletes from as many as 214 countries and welcome 3,000 broadcasters, press, and photographers from around the world who will share the story of Oregon in over 190 territories, with a cumulative audience that is rivaled only by that of the Olympic Games and the FIFA World Cup.

The pioneering Oregon spirit will be reflected not only in how we host the competition, but in how we make this event a meaningful experience for all of those involved. Oregon does things differently—in a good way; as such, Oregon21 will be executed in a manner that is "Authentically Oregon." We want to make it more than just a track and field competition; we want it to be a legacy event remembered as a turning point for Oregon.

Hand-in-hand with our fellow travelers on this journey—the IAAF, USA Track & Field, the State of Oregon, Travel Oregon, local governments, public agencies, and all our partners—we know we can achieve this vision. In so doing, everyone who experiences Oregon21 will remember it for the rest of their lives. The Championships will inspire a next generation of athletes, fans, and explorers.

Oregon has never done anything like this—not because we can't, but because we have never had the opportunity. Now is our opportunity.

We look forward to working with you and others across the state to implement our vision and help new audiences discover Oregon. Now, I present our application for the Travel Oregon Competitive Large Grant and I invite you to imagine with us how this event can transform, highlight, and amplify the magnificent state of Oregon.

We like this plan. You might too.

Sincerely,

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Michael Reilly Manager, Oregon21 LLC



PROJECT OVERVIEW

PROJECT OVERVIEW

OREGON21 SHOWCASING OREGON

10 2021 IAAF WORLD CHAMPIONSHIPS | OREGON, USA

PROJECT OVERVIEW

The IAAF World Championships is the crown jewel for the sport of track and field, a 10-day spectacle of awe-inspiring performances in which the competitive field for every event comprises the best athletes in the world. Oregon21 will be the largest sporting event held in the world that year, and the largest that our state has ever welcomed. Oregon will be the first state in the U.S. to host these Championships. We recognize the tremendous potential to showcase the state of Oregon by capitalizing on the global spotlight that will shine on us.

The exposure of Oregon on the world stage over four years, culminating in the Championships on August 6–15, 2021, is an unparalleled opportunity for the state. For the 2015 IAAF World Championships in Beijing, there were approximately 63 hours of competition broadcast to 194 countries over the course of nine days. For comparison, in that same year, the Super Bowl was broadcast to 180 countries for only three-and-a-half hours.

It is our aim, as stated in the mission statement below, to organize an event that is not solely defined by ticking time and measured marks, but by the impact that is felt and the legacy that is left in communities across the entire state. Our goal is to deliver an event that includes, but is not limited to, the following efforts:

- 1. Fulfill our mission—"Oregon21 will engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy."
- 2. Work with Travel Oregon to highlight the entire state of Oregon (encompassing all seven tourism regions) and create an event that is "Authentically Oregon." We will produce and deliver a Championships that will create lasting memories for those who attend and spur a desire to visit for those who watch from afar.
- 3. Benefit Oregon businesses—we want to deliver a Championships that benefits and promotes Oregon and the people within our state. We will tap into local resources and expertise to make this happen at every level of our event operations.

The Oregon21 Local Organizing Committee (LOC) is applying for a Travel Oregon Competitive Large Grant in the amount of \$10 million to assist in the conduct of the Championships, an event that has an operating budget of \$85 million. This funding is needed to showcase the best of Oregon on a global platform. Specifically, this grant will help fund elements in these areas to achieve that aim: accommodations, administration, broadcast, ceremonies and other creative elements, competition, hospitality and the hosting of official functions, media services, and workforce training and operations.

By the time you are done reading our application, we hope the many ways our event, and the mission of Oregon21, align with all four of the Competitive Large Grant Key Initiatives are clear. We are confident that you will share our vision for how this event has the power to impact the entire state.

Oregon21 offers alignment with each of Travel Oregon's Competitive Large Grant Key Initiatives.

1. It will maximize the economic return on public and private investments in Oregon.

To put it quite simply, we know the IAAF World Championships will have a sizable impact on our state's economy.

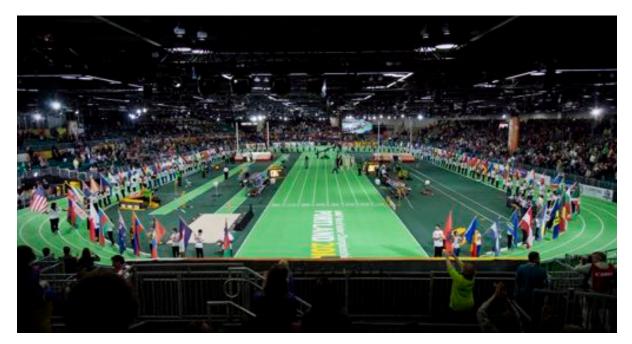
Perhaps the greatest economic return on public and private investments in Oregon will come in the form of valuable advertising the state will receive in the years, months, and weeks leading up to, and during, the event itself. Not only are we bringing the world to Oregon, we are also bringing Oregon to the world.

We worked with ECONorthwest to generate a preliminary economic impact study in the fall of 2015. Using ticket data from the 2012 Olympic Trials, including the fact that 47% of the ticket customers were from outside of our state, they have estimated spending by visitors at \$52 million of direct spending associated with the event itself. The report also shows direct spending by visitors and by the event totaling \$138 million with a total output (value of goods and services produced) of \$205 million. See *Appendix A* for the estimated economic contributions report.

The athletes will draw in spectators from around the world. In fact, five of the largest IAAF team federations—China, Japan, Germany, United Kingdom, and Australia—just happen to be from Travel Oregon's key overseas markets.

Oregon businesses will play a key role in the delivery. In hosting past U.S. Olympic Trials and IAAF World Championships events, we turned to Oregon's best for help. Creative agencies developed branding and marketing campaigns; purveyors of local food, wine, and beer crafted an immersive hospitality experience; contractors aided in electrical, mechanical, and general construction; the television industry contributed broadcast talent; and the medical community cared for the world's athletes.

And it's not just during the event that businesses benefit. Partners who have previously worked with us have leveraged the experience they gained during the events to position themselves to attract



new clients and new types of business. Building a 200-meter track and 7,000-seat stadium to host the IAAF World Indoor Championships Portland 2016 inside the Oregon Convention Center (OCC) may have seemed a bit crazy. But the OCC staff didn't see it that way. They embraced the challenge, and have now further distinguished themselves as a team that can help turn their clients' ambitions into reality. It has become more than a talking point; it is a selling point as they encourage prospective clients to think creatively and challenge convention in considering what is possible.

2. It will drive year-round destination-oriented travel from Oregon's key domestic and international markets by aligning and optimizing local opportunities.

Imagine a message being transmitted throughout the world. It starts with a name—Oregon21. It then spreads via partners throughout the nation and across the globe. It begins to appear on social media channels, popping up on phone screens with growing frequency. Then, on August 6, 2021, that message is amplified. In over 190 territories, fans cheer for their local favorites; they see "Oregon21" printed on the front page of thousands of hometown newspapers; Oregon is everywhere.

This will be possible because we have already capitalized on a significant earned media opportunity. In our negotiations with the IAAF, we have secured that the official name of the Championships will be "Oregon21". This means that every dateline will show "Oregon"; it also means Oregon will be referenced every time the event is named on TV and radio, in newspapers, and on websites and blogs. Imagine the event name emblazoned on every athlete competition bib so that front-page photos around the world boldly proclaim OREGON21.

The LOC is responsible for producing the host broadcast signal that will be shown around the world. Imagine opening the coverage with dramatic views of the Oregon Coast or Portland's iconic bridges. In the competitive event introductions, before zooming in on Hayward Field, the start line of the marathon, or the race walk, imagine a bird's eye view of wine country or Mt. Hood in all our glorious seasons.

By the end of the Championships, viewers on six continents will not only know where Oregon is, they will know where to find their "best thing" in Oregon. They will want to bask in the grandeur of Crater Lake, camp in the Wallowas, rock climb at Smith Rock, ski the Cascades, or go for a run on Pre's Trail. This event will encourage people to come to Oregon, both during the event itself and in the years that follow.

Our structure and stakeholder engagement process will expand the opportunity to showcase and promote the state. We will continue to broadly engage stakeholders to identify shared priorities and to implement a process for individual opportunities to be aligned and amplified through the national and international reach of the Championships.



3. It will develop destination-based products that work in concert with Oregon's natural environment, support the stewardship of the state's resources and its rich history.

Working together with Travel Oregon and other partners (see the *Governance & Structure* section), we will develop plans to make this event Authentically Oregon. A focus of the engagement and planning process will be on how to weave the made-in-Oregon feel into diverse aspects of the



IAAF World Championships Oregon21. This will range from how we develop the marketing and promotions plan to how we shape the experience of the thousands of visitors who will attend or participate as well as the millions who will view the Championships on television and the internet.

As we plan all aspects of the event, we will consider how each deliverable could be an opportunity to showcase the best of Oregon, from our unique natural and tourist destinations to our history and culture to our leadership and innovation.

Imagine an event mascot who celebrates Oregon's inimitable qualities or bounty. What if this mascot plants an Oregon21 flag at each of the 7 Wonders of Oregon? Or goes wine tasting in the Willamette Valley or brewery-hopping in Portland (only if of age, of course)? Then, on August 6, 2021, imagine that same mascot parachuting into a brand new, state-of-the-art Hayward Field packed with fans from around the world.

These are fun examples of the many ideas that are already bubbling up to ensure we achieve our primary aims—to create an event that is Authentically Oregon and to produce and deliver a Championships that will create memories and images that extend its legacy far beyond August 2021.

As further evidence of how this imperative is embedded in the very fabric of the LOC, we have included our Sustainability and Legacy Efforts Report from 2016 (see *Appendix B*). This report is not just about our recycling efforts—it is about all the many ways we were able to demonstrate a commitment to our partners and our communities in making our events reach far beyond the sporting sphere. Our initiatives have ranged from incorporating local food, wine, and beer into our hospitality to creating additional programs that draw out-of-state visitors, and partnering with local travel bureaus in the promotion of dining, lodging, and entertainment options.

Our goal is to engage many stakeholders to build upon past programs and identify new opportunities to make this event more than a meet. We know Oregon21 has already served as a catalyst for stakeholder-led initiatives. For example, the City of Eugene has started cultural development efforts such as the acclaimed 20x21 international mural project that began in the summer of 2016. We also know Oregon21 has created a tangible deadline for legacy efforts to be completed by local governments and public agencies. Travel Lane County, for example, has targeted specific tourism products to be actualized before the event in 2021.

4. It will provide strategic industry professional development and training opportunities.

The scale of this event is transformative. It will provide numerous opportunities for professional development and training as well as introducing young people to the travel, tourism, and hospitality industries.

Welcoming the world to Oregon for the IAAF World Championships will require many of the same skills that are required to run a premier hotel or restaurant. Sharing an Authentically Oregon experience will require helpful and knowledgeable greeters at the airport, assistance with check-in at the Athlete Village, catering and hospitality hosts, and language experts who can help delegations navigate their Championships experience. We would like to work with our partners to recruit for these and many other roles. We will recruit experienced professionals from around the state who can provide a high level of service for all client groups. We will also recruit those just starting in their careers—students and new graduates—who not only have the chance to be a part of one of the largest events in the world, but also to work closely with industry leaders from around the state, creating real-world mentoring and networking opportunities.

While there will be many hospitality-specific roles, it will be important for all those delivering Oregon21 to provide exceptional customer service. As we have with previous events, we will develop a training program for volunteers and workforce. This will include content on how to be a welcoming host able to adapt to a variety of situations, whether helping an international visitor, assisting a guest with accessible needs, or resolving a customer complaint. We have traditionally drawn volunteers from across the state and, after the conclusion of events, those volunteers are able to return to their regions with valuable knowledge and experience.

In addition to the formal training opportunities directly associated with the event, there will also be opportunities to engage diverse groups in the leadup to the Championships. As an example, for the IAAF World Indoor Championships Portland 2016, we partnered with the Oregon Convention Center and Self Enhancement, Inc. on a program for middle school students. OCC staff outlined their roles and responsibilities, shared their own career stories. and facilitated discussion about diverse career opportunities amongst the participants. Students got a tour of the convention center, including the empty exhibit halls, and then were guests of Portland 2016 a few weeks later to see the venue transformed into a state-of-the-art indoor track and field stadium.

We are confident that with local and statewide engagement we will see many more opportunities arise for development and training in the lead-up to and the delivery of the Championships. As we look beyond 2021, who knows what new events we'll be able to attract to Oregon by having hosted these Championships?

STATEWIDE IMPACT

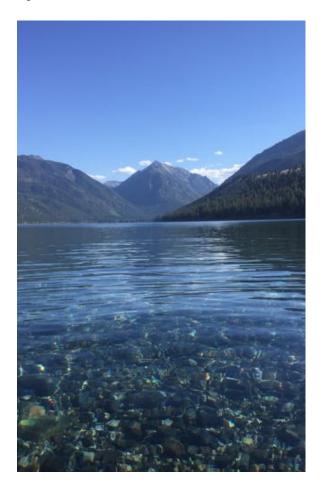
Which tourism regions does this project impact?

There is no better opportunity to amplify Oregon on the global stage than by hosting an event of this magnitude. The size and scope of this project will impact all seven tourism regions, encompassing the entire state of Oregon.

As mentioned previously, we negotiated with the IAAF to name the event after the state of Oregon. This is significant because in all other Championships, the IAAF has used the name of the city such as Moscow 2013, Beijing 2015, and London 2017. We advocated to change the long-standing protocol for naming World Championships because this event is truly a statewide opportunity with statewide engagement, and that needed to be reflected to the world. This isn't just about one community. This is about the great state of Oregon.

We want everyone to discover their own favorite place in Oregon. We will work with Travel Oregon, the RDMOs, and our other partners to encourage participants and attendees to become explorers, whether they are athletes arriving early for training camps, spectators extending their stays, or journalists enjoying a quick day trip.

For those who aren't lucky enough to travel to Oregon this time around, the broadcast will serve as their passport to the entire state. When they tune in, they'll be greeted by images of landscapes and natural scenery from the Wallowas to the Painted Hills to the vast Oregon Coast. We keep mentioning the broadcast (and we will continue to do so) because it matters. Here's why: the IAAF World Championships Beijing 2015 were broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion. From past events, we have seen the value that implementing a LOC structure can bring, not only in delivering successful operations for the event but also in facilitating pathways of statewide communication and coordination that endure. For the 2008 U.S. Olympic Team Trials, a multi-agency security team was established that has since developed into a model for emergency response to assist with event planning throughout Oregon. In 2016, the Portland Police Bureau was pleased to use the IAAF World Indoor Championships as a testing ground for a unified command system, integrating not only the city's emergency services but also representatives from the county and other public agencies.



ENTITY INFORMATION

Entity Information

Oregon21, LLC PO Box 11141 Eugene, OR 97440

Federal Tax Identification Number: 82 - 1192794

Grant Applicant Contact Information

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NARRATIVE RESPONSES

DREGON21

WORKING TOGETHER TO WELCOME THE WORLD TO OREGON

2021 IAAF WORLD CHAMPIONSHIPS | OREGON, USA 19

1. How is the applying entity governed (including leadership structure)?

The IAAF World Championships Oregon21 will be planned and delivered by an expansive Local Organizing Committee (LOC) that brings together diverse stakeholders from across the state, including local and state government, public agencies, nonprofits, private businesses and associations, as well as national and international partners to deliver a world-class event and capitalize on the opportunities to leave a lasting legacy.

The IAAF World Championships is the crown jewel of the sport of track and field, a 10-day spectacle of awe-inspiring performances in which the competitive field for every event comprises the best athletes in the world.

The world's governing body for the sport of track and field, the IAAF (International Association of Athletics Federations) is responsible for promoting the sport, overseeing the rules/equipment used around the world to ensure a fair competition, and hosting international championships. It represents 214 Member Federations (more members than the United Nations) and is among the largest sports organizations in the world. The IAAF Council consists of 27 elected members, including a president, four vice-presidents, a treasurer, one representative from each of six area groups—North America, South America, Europe, Asia, Africa, and Oceania—and 15 individual members. The IAAF awards the right to host the World Championships and oversees the conduct of the competition and event planning.

In the spring of 2015, the IAAF Council awarded the 2021 World Championships to the United States and the state of Oregon. It marks the first time in the 38-year history of the event that it will be contested in the U.S.

While the IAAF is the owner of the World Championships, every edition relies on a LOC to lead the detailed planning and delivery of the event in collaboration with the IAAF and its partners. While the IAAF has guidelines and standards to ensure consistency in the delivery of the competition, marketing rights, etc., the LOC has the opportunity to showcase the unique attributes of the host community and country, including history and culture, art, music, the environment, etc., in the manner in which those operational elements are delivered.

The LOC for the 2021 IAAF World Championships will be a partnership between the staff of Oregon21 and many public, private, and nonprofit stakeholders who will work together to not only deliver the highest level of competition, but also to capitalize on the once-in-a-lifetime opportunity that hosting the Championships provides.

Oregon21, LLC was established as an Oregon limited liability company in 2017, and is a whollyowned subsidiary of Track Town USA, Inc., an Oregon nonprofit corporation. From initial planning through delivery, the LOC will grow from a very small number of full-time staff collaborating with external stakeholders to a much larger organization comprising paid staff, vendors, shortterm contractors, volunteers, and stakeholder organizations at event-time. This is a typical pattern for organizing committees, with increases in staff correlated to increasing requirements for detailed documentation and the work necessary to create and execute Functional Area and venue plans.

Creating a LOC structure that effectively facilitates the participation and collaboration of a broad range of stakeholders is critical to delivering two tracks of planning: delivering a world-class competition and leaving a meaningful legacy. It is important that this collaboration is facilitated across multiple levels of decision-making and delivery; establishing

communication and partnerships early ensures broad engagement and support. Building these relationships not only expedites the delivery of the event, but also can become a legacy of it. Previous experience has shown that the coordination systems and relationships developed in preparation for our events can benefit the community far beyond the last race.

The Oregon21 structure has been created to facilitate regional, statewide, and national coordination and collaboration in order to capitalize on the opportunities presented by hosting an event of this magnitude. The structure links government entities, tourism entities and businesses, organizations like chambers of commerce, and industry and community leaders. This diverse engagement will allow individual local opportunities to be identified and highlighted within the larger LOC and offers the ability to align an individual initiative with the combined efforts of many stakeholders to amplify and maximize its reach. By identifying and capitalizing on the characteristics and elements that differentiate our community, our state, and our partners, we will be able to create a Championships experience unlike any other.

The structure (shown in *LOC Structure* below) shows how this collaboration will happen at three levels: Councils, Steering Committee and Oregon21 Executive Team, and Delivery.

OREGON21

Councils

Act as ambassadors, provide guidance and advice, facilitate connections with other stakeholders

Steering Committee

Representatives who can commit to action/support on behalf of stakeholders

Oregon21 Executive Team

Stakeholder Delivery Liaisons

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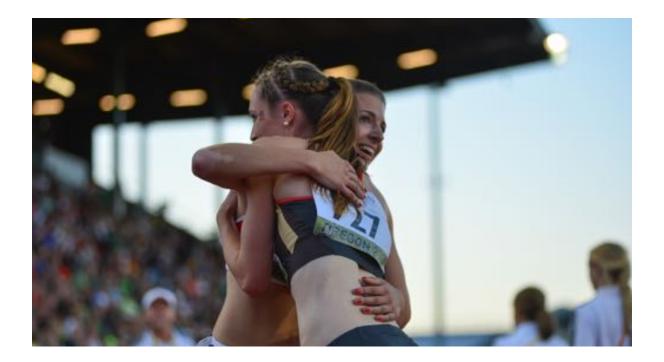
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Stakeholder representatives who are key points of contact and responsible for tracking stakeholder progress against deliverables

Working Groups

Representatives from key stakeholders, external agencies, and Oregon21 to deliver specific initiatives and operations Oregon21 Functional Area Leaders



Councils

The councils in the first tier will contribute to shaping the overall vision for the Championships and provide input to ensure responsible stewardship of the event and its legacy. The councils will receive briefings on the planning so that members can provide feedback on the concepts, major decisions, and key challenges to be addressed. Although the members will not be involved in day-to-day decision-making and planning, they may be called on for guidance on the issues that cannot be resolved without their support.

Steering Committee & Oregon21 Executive Team

The day-to-day leadership for planning and delivery resides in the second tier. This work will happen through the Steering Committee and the Oregon21 Executive Team. The Steering Committee is the decision-making group leading the efforts to make the IAAF World Championships "more than a meet", with a focus on delivering against strategic objectives, especially those that require multiagency coordination and cooperation, fundraising, and/or resource allocation. The Steering Committee will identify opportunities to make the Championships more than just a competition by aligning stakeholder interests, expertise, and resources with the once-in-a-lifetime platform provided by hosting the Championships. The members will also work together to ensure cross-agency coordination in planning and delivery and assist with the resolution of issues that cannot be addressed at a lower level.

Delivery

The day-to-day planning and implementation at event-time resides in the Delivery tier. This work will be led by Oregon21 staff who are responsible for the planning of each Functional Area and the Stakeholder Delivery Liaisons.

Functional Area planning will build upon the knowledge gained from hosting previous events as well as IAAF guidelines. Many of the "routine" aspects of hosting track and field competitions at Hayward Field are well-established and welldocumented, with a variety of experienced volunteers contributing to these efforts year after year.

However, there are some aspects of the event that require multi-agency engagement to deliver, so working groups will be established to address specific aspects of event planning and delivery. The groups will focus on complex projects that require coordination and collaboration among multiple agencies in order to deliver integrated operations. Examples of working groups may include those that focus on marketing, communications, transportation, and public safety and security; in some cases, the membership of the working groups may overlap.

The inclusion of representation from stakeholders at multiple levels will help ensure that individual stakeholder initiatives and event-specific initiatives, particularly in the areas of marketing and communications, complement and enhance each other. Travel Oregon staff will be invited to participate at all levels of the structure—including key working groups such as marketing—to facilitate coordination of key messaging and create synergy from the combination of many individual efforts into a collective one.

In addition to the formal structure and regular meetings, we will continue stakeholder outreach through introductory sessions, town halls, event activations, and speaking opportunities.



2. How does the proposed use of funds provide a platform for tourism in Oregon on the national and/or international stage?

Oregon21 positions the state as a destination of global significance for the thousands of domestic and international guests who will visit Oregon in August 2021 to compete, cheer, chronicle, or volunteer. This position is amplified, however, as global audiences hear stories and see images from lush forests to dramatic high deserts over the next four years, culminating in 10 days of unprecedented worldwide media coverage for Oregon.

Destinations that host major international sporting events (e.g., Salt Lake City, Lake Placid) become synonymous with the United States and so will Oregon. In 1962, Seattle hosted the World's Fair, coincidentally titled Century 21. In reflecting on why the World's Fair mattered, one local writer posited that millions of people participated and local leaders were able to harness the momentum leading up to the event to truly transform the city. That event left a legacy that brought Seattle into the modern era and established it as a high-profile American city.¹ What do we mean when we talk about the size and scope of the IAAF World Championships? First and foremost, the event will feature athletes from up to 214 Member Federations. Athletes from these federations will be striving for personal bests and aiming for medals in the 47 events that make up the full competition schedule.

Oregon21 provides a platform for tourism in the state most dramatically through the television broadcast. As the following audience numbers show, the Championships will be seen all across the world. The IAAF World Championships Beijing 2015 were broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion.

Hometown fans, sports enthusiasts, and even casual viewers pulled in by the excitement of international rivalries will be tuning in to the broadcast to cheer on their heroes. To emphasize a point made earlier, the LOC is responsible for producing the host broadcast signal that will be shown around the world. All viewers will be treated to 10 days of Oregon imagery, and we will make sure they can't wait to plan their visit.



¹ http://www.seattlemag.com/article/back-future-why-seattles-worlds-fair-mattered

IAAF MEMBER FEDERATIONS

Afghanistan Albania Algeria American Samoa Andorra Andola Anguilla Antiqua & Barbuda Dominica Argentina Armenia Aruba Australia Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin Bermuda Bhutan Bolivia Bosnia-Herzegovina Botswana Brazil **British Virgin** Islands Brunei Bulgaria Burkina Faso Burundi Cabo Verde Cambodia Cameroon Canada **Cayman Islands**

Central African Republic Chad Chile Chinese Taipei Colombia Commonwealth of Great Britain & N.I. Macau Comoros Conqo Cook Islands Costa Rica Cote D'Ivoire Croatia Cuba Cyprus **Czech Republic** Dem. Rep. of São Tomé and Príncipe Democ. Republic of the Congo Denmark Djibouti Dominican Republic DPR of Korea East Timor Ecuador Egypt El Salvador Equatorial Guinea Eritrea Estonia Ethiopia F Y Rep. of Macedonia Fiji Finland France

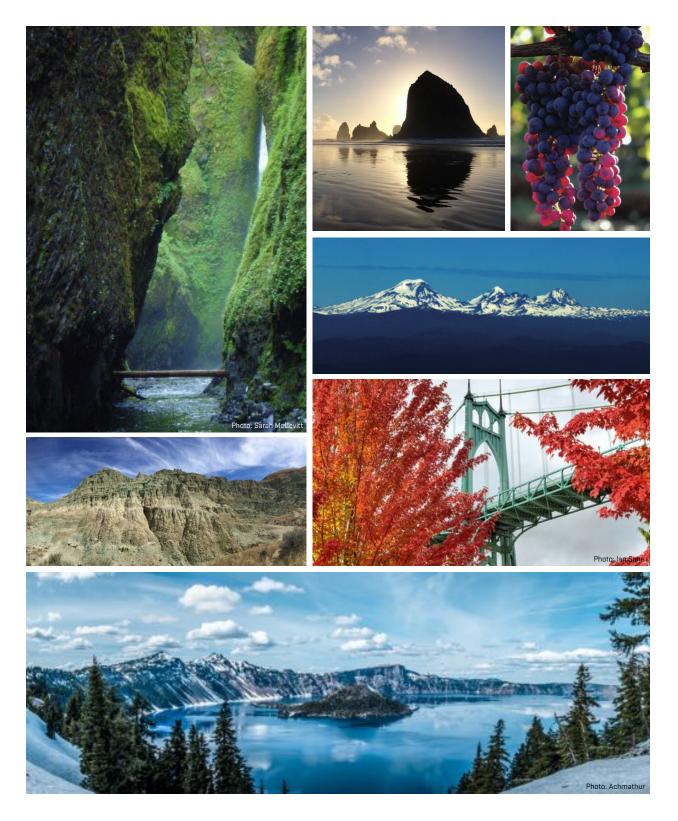
French Polynesia Gabon Geordia Germany Ghana Gibraltar Greece Grenada Guam Guatemala Guinea Guinea-Bissau Guyana Haiti Honduras Hong Kong, China Hungary Iceland India Indonesia Iraq Ireland Islamic Republic of Iran Israel Italv Jamaica Japan Jordan Kazakhstan Kenya Kiribati Korea Kosovo Kuwait Kyrqyzstan Laos Latvia Lebanon

Lesotho Liberia Libva Lithuania Luxembourg Madagascar Malawi Malaysia Maldives Mali Malta Marshall Islands Mauritania Mauritius Mexico Micronesia Moldova Monaco Mongolia Montenegro Montserrat Morocco Mozambique Myanmar Namibia Nauru Nepal Netherlands New Zealand Nicaraqua Niger Nigeria Norfolk Island Northern Mariana Spain Islands Norway Oman Pakistan

Palau Palestine Panama Papua New Guinea Tajikistan Paraguay Peru Philippines Poland Portugal PR of China Puerto Rico Datar Romania Russia Rwanda Saint Kitts and Nevis Saint Lucia the Grenadines Samoa San Marino Saudi Arabia Senegal Serbia Sevchelles Sierra Leone Singapore **Slovak Republic** Slovenia Solomon Islands Somalia South Africa South Sudan Sri Lanka Sudan Suriname Swaziland

Sweden Switzerland Svria Tanzania Thailand The Gambia Togo Tonga Trinidad and Tobago Tunisia Turkey Republic of Yemen Turkmenistan Turks and Caicos Islands Tuvalu Uqanda Ukraine **United Arab Emirates** Saint Vincent and United States Uruquay Uzbekistan Vanuatu Venezuela Vietnam Virgin Islands Zambia Zimbabwe



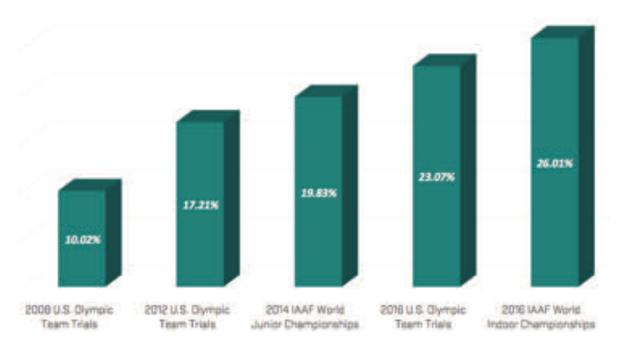


The visiting media will also help spread the story of Oregon. In addition to ensuring that the media have everything they need to do their job, a fundamental part of our media services operation is providing a media kit with a range of information beyond the competition. The structure of the LOC will ensure key messages are identified in advance to proactively engender earned media stories.

But we are not waiting until 2021 to use the Championships as a vehicle to promote the state as an exciting tourist destination. We were able to leverage our partnership with the IAAF to activate a booth at the IAAF World Championships London 2017 (see *Marketing Plan* section). If our interactions in London were any indication, international spectators traveling to the U.S. for the event are eager to extend their itineraries to include leisure travel in the Pacific Northwest. That sentiment has been echoed by U.S. residents in response to our social media campaigns. We will be able to reach ticket purchasers with Oregonfocused travel content before they book their reservations, a key marketing opportunity. As we have in the past, we can also work with tour operators as they develop their itineraries, providing them destination information on all that Oregon has to offer.

We also view this as a vehicle to build upon our success in increasing the percentage of out-of-state ticket purchasers at the last three Olympic Trials, from 38% in 2008 to 47% in 2012 to 58% in 2016.

It's not just the ticket-buyers who we are attracting to Oregon. The previous events we have hosted have increasingly enticed out-of-state volunteers; these individuals sign up not only to be a part of the team delivering the event, but also to have the chance to experience Oregon. The below graph illustrates how the percentage of out-of-state volunteers (for events with a workforce larger than 1,100) has more than doubled from 2008 to 2016.



PERCENTAGE OF OUT-OF-STATE VOLUNTEERS

MITIGATING RISK

3. What risks exist to successful execution of the project and how does your organization plan to mitigate this risk?

The organizational and governance structure of Oregon21 is designed to anticipate and mitigate the inherent risks associated with hosting an international sporting event of this magnitude.

The expertise and effective collaboration of stakeholders through a comprehensive LOC—a structure well-tested in the hosting of previous major events such as the IAAF World Indoor Championships Portland 2016, the last three U.S. Olympic Team Trials, and the IAAF World Junior Championships Oregon14—will allow us to effectively identify and mitigate risks.

There are three primary types of risk associated with hosting the Championships: operational, financial, and reputational; each specific risk may involve any or all types.

This first step to mitigate against all three types of risk is the planning process itself. The planning phases (described in the *Project Timeline*) will be an iterative one, with each phase building upon and refining the work done in the prior phase, this will ensure an integrated operational plan that is aligned with the mission and advances the strategic objectives established for the Championships. Risk identification and mitigation will be a part of these planning phases.

The planning for Oregon21 will benefit from the learnings of previous events. These learnings, along with industry best practices, will be applied within the context of the specific event—the international and diverse nature of stakeholders, partnership with the IAAF and USA Track & Field (USATF, the national governing body of the sport of track and field), etc.—to deliver the best-possible competition at the world's largest sporting event in 2021. As with the successful events we've previously delivered, the planning process will identify the likelihood and potential consequences of risks associated with operational delivery such as the impact of severe weather, security and medical incidents, traffic congestion, power failures, etc.

Once the risks have been identified, the LOC will analyze how to reduce the likelihood of each risk, the potential severity of the risk, or both. For example, establishing a secure perimeter is generally one of the first steps in reducing the risk of a serious security incident.



MITIGATING RISK



Many operational risks cannot be completely eliminated, however, so the second step in mitigating risks will be the development of procedures and contingency plans to address identified risks. By developing procedures and contingency plans, the LOC will be prepared to respond to possible risks. If an incident were to occur, the LOC's ability to respond quickly and efficiently can effectively minimize the significance of the impact of the incident.

The ability to effectively implement procedures and contingency plans is tied to a rigorous documentation process and training program to ensure those who may encounter a risk during operations are prepared to respond to it. As with past events, Oregon21 plans to implement a training and readiness program to ensure that workforce are empowered to address an incident or escalate to the appropriate level if necessary.

The iterative planning process is also designed to mitigate against financial risk as well. The planning phases allow for regular assessments of Functional Area plans and the impact of each individual plan on the overall budget forecast to provide an accurate picture of projected expenditures. By starting the planning process so far in advance, we are able to develop more accurate projections of revenues and expenses earlier and will be able to adjust plans for delivery as necessary.

The LOC structure, for both planning and execution, is designed to mitigate against reputational risks as well. At multiple levels, stakeholders and community members will be able to provide feedback on potential risks, both from an individual organizational perspective and for the LOC as a whole. By implementing regular and structured opportunities for feedback, we will seek to identity and address reputational risks in advance just as we do with operational risks. Enacting and refining this process during the planning phase will allow us to quickly and effectively implement a stakeholder response for reputational risks that emerge during the event.

At the delivery level, the implementation of working groups to plan and execute complex operations requiring the collaboration of multiple agencies will also facilitate addressing all type of risks. This structure facilitates the active participation of many different experts in the planning process to accurately identify and assess risk and create appropriate risk mitigation measures.

4. What is your promotion or marketing plan for the project and who is the potential audience?

The initial phase of our marketing and promotion plan for Oregon21 has already begun. We know it is never too early to start sharing this incredible event with the world. As such, working in partnership with Travel Oregon, we have already begun promotions, both in-person and on our social media channels, even as we build out our formal multi-phased plan through 2021.

The first true marketing effort centered on our announcement of the official name and dates of the event in the spring of 2017. Announcements of this kind, and promotion in traditional and nontraditional ways, will continue and amplify as we get closer to the event. We anticipate media coverage will also grow through the coming years.

As reported to the Oregon Tourism Commission in October 2017, an Oregon21 delegation (including representatives from the Oregon21 LOC, Travel Oregon, Travel Lane County, and the City of Eugene) traveled to the U.K. for the IAAF World Championships London 2017. Independently, staff from Governor Kate Brown's team also observed and attended events in London.

The LOC for London 2017 created a fan interactive zone (called "Hero Village") that was free and open to the public outside the ticketed entry to the competition stadium. Oregon21 set up a booth in Hero Village, where we connected with thousands of the estimated 200,000 people who passed through over the 10 days of the Championships. Given the easy travel between the U.K. and the U.S., Britain's enthusiastic support of track and field, and the U.K.'s position as one of Travel Oregon's key international markets, activating at London 2017 was invaluable.

We worked hand-in-hand with Travel Oregon to develop messaging, collateral, and talking points to deliver to consumers at the booth. We knew we wanted to tell the story of the entire state of Oregon to the attendees of Hero Village—and the expertise of the Travel Oregon team in crafting welcoming language and eye-catching imagery contributed to the success of the London activation.

Specifically, we distributed tear-off sheets that contained both detailed tourism information about the 7 Wonders of Oregon as well as a map with Oregon21 event dates (see below). Everyone who visited our booth gained a new understanding of Oregon, its geographic location, an awareness of the new direct air service between London Heathrow and Portland International Airport, and all that the state has to offer a potential guest.

We also handed out stickers, magnets, and pens with the Oregon21 wordmark, as well as playful Travel Oregon pins that emphasized the quirky, outdoorsy elements that make Oregon unique (think beards, bikes, and beer). Finally, we gave away postcards that highlighted the beauty and worldclass facilities of the University of Oregon campus.





In addition to what we handed out to patrons, we also collected email addresses to add to our growing Oregon21 database—we will use this database to send out digital blasts with ticketing, volunteer, and general event details as that information becomes available. We left London with around 1,000 new email addresses.

Our Hero Village booth in London also featured a virtual reality experience, where visitors were able to don virtual reality headsets and be a part of the intimate yet electric environment that a track and field meet in Oregon is able to offer. The content featured 360-degree video from around the venue at the 2017 Prefontaine Classic—on the ground with the field event athletes, experiencing the rhythmic clapping from the stands, and rising with the crowd for nail-biting race finishes. It was an immersive experience capturing the magic of Hayward Field and it offered a taste of what the world can expect in 2021.

The final component of the work accomplished at London 2017 was our social media presence. As future local organizers of an IAAF World Championships, we were granted access to the media mixed zone and press tribune. From there, we were able to conduct interviews with athletes post-competition, take photos, and clearly draw the line from the 2017 World Championships in London to the 2021 World Championships in Oregon. See this page for one such example, a photo of former University of Oregon football and track star Devon Allen throwing up the "O" as he talked about his excitement at the chance to compete in front of a hometown crowd in 2021. These messages went out to our followers on Twitter and Instagram—122,000 and 50,000, respectively, and growing!.

Athlete-centric marketing works, and the potential marketing audience with ties to track and field and road running is staggering. USATF's membership alone stands at 130,000 individuals (and growing) across each of the fifty states. In addition, the enormous popularity of major marathons and similar mass participation events has created a

sizable and engaged population to which we have successfully marketed in the past. The many ticket purchasers from previous events will also augment the databases that will receive our messages. We will certainly take advantage of all these groups in our marketing efforts for Oregon21, as well as continuing to identify more ways to interact with new audiences.

As Oregon21 gets closer, we will capitalize on the numerous other events (directly and indirectly, locally and internationally) that will take place in the upcoming years to generate awareness and create buzz. These include, but are not limited to: IAAF World Indoor Championships Birmingham 2018, NCAA Championships 2018 – 2021, IAAF World Championships Doha 2019, and the Tokyo 2020 Olympic Games.

With regard to our ticketing campaign, we plan on tapping into the global energy and the attention surrounding the 2020 Olympic Games (as well as track and field's place as the epicenter of the Games) to propel Oregon21 ticket sales. This is a strategy that London 2017 utilized during the Rio 2016 Olympic Games and it was hugely successful.



Team USA is the best track and field team in the world—and by celebrating the performances of our athletes at the Games, we can draw attention to the fact that those athletes will be competing at an IAAF World Championships on home soil for the first time.

Of course, Team USA will not be the only team competing at Oregon21. And we plan on utilizing the vast network available through the IAAF's 214 Member Federations to expand the reach of our marketing and promotion efforts. We also plan on marketing through tour operators, based both in the U.S. and around the world, with whom we have developed relationships in the course of our prior events.

Our marketing and promotional efforts will certainly not just revolve around sport. We have the ability to promote Oregon21 in a myriad of different ways. Our current hashtag for the event, #Oregon21, will be featured on social media posts prior to and during the Championships. This fall, we also began a social media campaign called #OregonIsWaiting, which features drone footage from across the state to ramp up excitement about Oregon21. Through this campaign, we are aiming to showcase the stunning natural beauty of our state, from snowy mountaintops to coastal waves, from the pristine calm of Crater Lake to, as shown on this page the flowing currents of the Willamette River. It's an added bonus that we are also helping our audience to pronounce the names of Oregon's treasures!

We anticipate replicating the general components of our marketing plans for the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016. These plans (excerpted in *Appendix C*) touched on many elements—social media, city dressing, competition bib design, ticketing plans, and key messaging and target audiences, to name a few. One particular element we were passionate about during our planning for Portland 2016 was incorporating Portland's iconic scenery into our look and feel program. Mt. Hood became the backdrop for the event logo, the Tilikum Crossing became the high jump bar over which an athlete leaped on billboards, and the White Stag sign gave even more meaning to banners of Oregon's own Ashton Eaton. The physical event tickets, often kept by spectators as souvenirs, also highlighted this integrated imagery. We even created a rose emblem in honor of the City of Roses, and this rose added another dimension to our branding treatments eventually becoming the distinguishing feature of the competition medals.











Though the marketing plan for Oregon21 will not be identical to these aforementioned plans (especially as we will be expanding our efforts at the national and international levels), you can expect the same degree of innovation, creativity, and thoroughness (see *Appendix C*).

The opportunity to promote Oregon is immense and many of the methods available to Oregon21 do not require an ad buy. We look forward to developing campaigns with Travel Oregon, the RDMOs, and Oregon communities to tell the stories they want shared with the world.

One of the most significant methods is the coverage of the event itself. We are expecting close to 3,000 members of the international media represented by broadcasters, press, and photographers to cover Oregon21. This media includes organizations like NBC, BBC, TBS, Associated Press, Reuters, The New York Times, Getty Images, The Guardian, Le Monde, Kyodo News, The Telegraph, The Globe and Mail, Die Welt, and Sports Illustrated.

We have turned basic event coverage into an enormous earned media opportunity through the name of the event. For example, the competition bibs will prominently feature the Oregon21 wordmark—so every photo and every video of every athlete from competition that gets seen around the world will feature "Oregon" across the athlete's chest. The use of those photos and videos are not just confined to the dates of the Championships. Imagine any time a reporter needs to pull up a photo of track and field star, or any time a young athlete is Googling their favorite hero—the images of Oregon21 will appear in their searches. These images will endure.

The earned media opportunities will not just center on the track. As the attached New York Times article shows (see Appendix D), large-scale athletic events generate human interest stories outside of the framework of the competition. During the IAAF World Junior Championships Oregon14, an original musical score played throughout the entire 25-lap men's 10.000-meter final. In what is believed to be a first for track and field in this country—and perhaps in the world—the University of Oregon Brass & Percussion Ensemble played an original composition by conductor Brian McWhorter entitled "Music for 10.000 meters." from the infield throughout the duration of the race, picking up the tempo to support the crowd's rhythmic clap each time the runners approached the homestretch. The piece was specifically created for the event, and The New York Times published a lengthy article that detailed McWhorter's painstaking composition process as he rose to the challenge of marrying sport and music.

Who knows what creative connections will be forged through Oregon21? Who knows how many ways this event will serve as a vehicle for inspiration and storytelling?





PRIMARY BENEFICIARIES

5. Who are the primary beneficiaries of your project or plan?

Oregon—our communities, our schools, our businesses, our industries—will be the primary beneficiary of the IAAF World Championships Oregon21, reaping the benefits before, during, and after this historic sporting event.

Oregonians are the key to delivering this exceptional event. Our creative agencies will be tasked with branding and marketing the Championships in the build-up to the competition. Local food, wine, and craft beer vendors will enhance the hospitality experience. Contractors will be needed for engineering and construction as well as electrical and mechanical projects. Medical specialists will be asked to take care of the world's athletes. Local technicians will assist in the delivery of the international broadcast. Volunteers will gain invaluable experience working on a complex, international event, which can be taken home and shared in their communities around the state.

But this is far from a one-way street. When we welcome the world to Oregon our guests will benefit too.

As thousands of visitors descend upon our beautiful state, we will welcome them with open arms and invite them to sample the best of what Oregon has to offer in exploring our cities and the great outdoors, from our beaches and rugged coastline to the majestic splendor of our rivers, lakes and mountains. Similarly, we will do our best to provide them with an appreciation of our multi-faceted cuisine, craft beverages, artisanal products, history, art, culture, and music.

Oregon21 will put the state on bucket lists around the world, not only by capturing the imaginations of those who view the Championships as the reason to finally book their tickets to Oregon, but also by inspiring the hundreds of millions of viewers who will be exposed to Oregon's striking scenery.

The sport of track and field will also benefit.

Oregonians have always taken great pride in our contributions to the sport—it's in our DNA after all—and by bringing the Championships to U.S. soil for the first time, we will grow the sport by expanding our fan base and connecting that fan base to athletes in new ways.

And let's not forget our youth.

Without a doubt, they will be inspired by the performances of the world's greatest track and field athletes, but at the same time, they will be motivated by the personal stories of those who take the time to visit local schools and other organizations. They will take pride in their state joining the likes of London, Beijing, Moscow, and Berlin on the world stage.

People from around the world are coming to Oregon, and to borrow a phrase, we think they'll like it here.



PRIMARY BENEFICIARIES



"Oregon21 will put the state on bucket lists around the world, not only by capturing the imaginations of those who view the Championships as the reason to finally book their ticket to Oregon, but also by inspiring the hundreds of millions of viewers who will be exposed to Oregon's striking scenery."

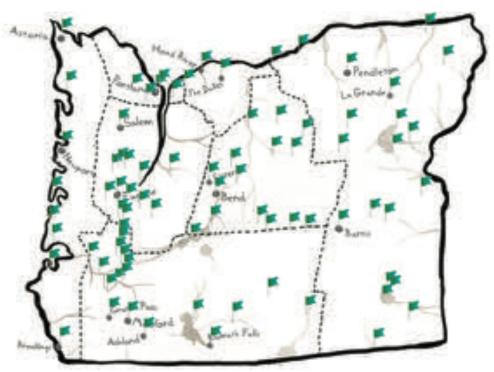
6. How does your project provide value or benefit to communities other than those where proposed use is centered?

Working with our stakeholders to make Oregon21 a statewide event is so important to us that it's the opening act of our mission statement: "Oregon21 will engage communities throughout Oregon and the United States, innovate how the world experiences sport, and be a global platform for advancing diverse programs that leave a lasting legacy."

For Oregon21 we have the advantage of building upon the ways in which we've been able to activate the entire state during our past events. In addition to engaging our partners to find new ways of doing so, in this section we outline examples of both what *has* been done and what *could* be done to benefit communities around Oregon. Best of all, we don't have just days in which to benefit communities, we have years. Let's start with one of our biggest points of pride—our volunteer workforce. Since 2008 we have had 8,626 volunteers contribute to our events. Particularly important to Oregon21 is the involvement of all of the seven regions of Oregon. Over the past 10 years, our events have been strengthened by 6,000 unique volunteers from Greater Portland, Willamette Valley, Oregon Coast, Mt. Hood/Columbia Gorge, Central Oregon, Eastern Oregon, and Southern Oregon, as shown in the map below.

Volunteers want to contribute to these large-scale events—and, in turn, the experience they gain by being a part of the execution of such global endeavors can be taken back to benefit their respective communities.

As our need for volunteers has increased so have our outreach and recruiting efforts. As the graph on page 27 shows, TrackTown USA events have attracted an increasing amount of people



VOLUNTEERS FROM ACROSS OREGON

from around the country and the world. From the U.S. Olympic Trials to the IAAF World Junior Championships Oregon14 to the IAAF World Indoor Championships Portland 2016, people from all over the country and world have shown that they want to contribute to the magic of track and field within Oregon, and experience the state. Over 2,500 individuals from the remaining 49 states and over 40 different countries have previously volunteered at our events.

An event of the magnitude of the IAAF World Championships has already drawn interest both locally and globally. Many fans and volunteers who visited our booth at the London 2017 Hero Village had two common questions: "Can we sign up to volunteer?" and "How can my whole family get involved?"

Ticketing data also illustrates how the whole state has embraced track and field events in the past. At the 2016 U.S. Olympic Trials, 82% of total ticket orders were placed by people who reside outside Lane County. The U.S. Olympic Trials were ranked the #2 multi-day track and field competition in the world last year, behind only the Rio 2016 Olympic Games. That means that, right here in the state of Oregon, ticket holders were able to bear witness to one of the most elite competitions in the entire world. The incredible performances, athletic achievements, and international spirit of Oregon21 will no doubt be an unforgettable experience for spectators—especially for Oregonians, who will all be within a day's drive of the spectacular event.

The value is, of course, not only felt by those who attend in person. The transformative capacities of global events of this scale have been proven in the past. The 1999 FIFA Women's World Cup, which was held in the United States and won by Team USA, fundamentally changed the landscape of U.S. soccer. Some would even say it altered the landscape of women's sport. According to U.S. Youth Soccer, girls' club soccer participation is up 37% in the last twenty years; participation in high school soccer programs also saw a boost of 45% between 1999 and 2014¹. Much of that growth is attributed to the 1999 World Cup and the success of Team USA at that event on home soil. Young girls gained new heroes, were inspired to compete, and saw strong and successful women performing at an international level. The IAAF World Championships will serve as a similar example to the youth of Oregon and could have similar transformative qualities for U.S. sport and recreation.

As in our events in the past, Oregon21 will provide a stage for the great contributions of Oregonians in the lead-up to the event, at the Championships, and after the last team heads home. We are always honored to prominently feature the work of Oregonians, whether that's by commissioning an award-winning conductor to create a new piece of music or working with a local design agency to add local wood or iconic imagery to the awards medal. We even partnered with a local brewery to highlight their specially-brewed beer.

In the lead-up to the 2016 U.S. Olympic Trials, Ninkasi Brewing Company, an independent craft brewery, decided it was time to deliver a beer for runners, by runners, in celebration of Oregon's running community. Ninkasi set out to produce a beer specifically crafted with runners in mindaptly named Beer Run IPA. An initial test batch was produced with the intent to garner feedback from runners across the country. Throughout March and April of 2016, comments were collected from runners at 25 different Beer Run Test Batch events, hosted in partnership with local running communities. The result was a 7.3%, 80 IBU India Pale Ale featuring an earthy, tropical, and juicy hop profile paired with a bright, clean, bitter finish. Beer Run IPA was served across Ninkasi's distribution footprint and featured on tap at the 2016 U.S. Olympic Trials Fan Festival.

¹ https://www.forbes.com/sites/roberttuchman/2015/07/08/ girls-soccer-on-the-rise-due-to-usa-world-cup-victory/

We have found that the systems established and experience gained from bringing together diverse partners in order to successfully deliver such complex and significant projects are, in and of themselves, lasting legacies of the events. For the 2008 U.S. Olympic Trials, collaboration and processes were developed that have become models for hosting future events in Oregon.

The City of Portland and Portland Police Bureau capitalized on Portland 2016 by developing a large scale Incident Action Plan (IAP) to be used as a template for future large scale multi-day events. The nature of hosting the IAAF World Indoor Championships provided an opportunity to exercise the implementation of national command and incident management systems, to build an inclusive unified command post, and to strengthen relationships between internal city bureaus (like Transportation, Fire, Police) and outside agencies (like Multnomah County Sherriff's Office, TriMet, the Health Department, and the Salem Police Department).

Now let's fast forward to 2021. Prior to the opening of the Athlete's Village on the University of Oregon campus, there will be international federations arriving in the U.S. early in order to acclimate their athletes to the time zone and environment. These teams will want to set up training camps in communities that have the necessary facilities to meet their training and accommodation needs.

We are currently helping Oregon communities position themselves for consideration as a host training camp site by creating a web page that global teams can visit to learn about the available options throughout the state. Several communities have already expressed interest in being candidates for training camps.

Those include:

- Central Oregon Community College (Bend)
- Creswell, OR
- Concordia University (Portland)
- Corvallis, OR
- Discover Klamath (Klamath Falls, OR)
- Eastern Oregon Community College (La Grande)
- Eastern Oregon University (La Grande)
- Forest Grove, OR
- Independence, Monmouth, and Dallas (in collaboration)
- Hermiston, OR
- Hood River, OR
- McMinnville, OR
- Mt. Hood Community College (Gresham)
- Oregon State University (Corvallis)
- Pacific University (Forest Grove)
- Southern Oregon University (Ashland)
- Sunriver, OR
- West Salem High School (Salem)
- Willamette University (Salem)

As it is still early in the process, we expect this list to grow. Information regarding all potential sites will be displayed on the event website—Oregon21.com and will be sent directly to all 214 IAAF Member Federations.

The scope of the event offers many possibilities for inspiring those on and off the track. While there is no question that the Championships will bring in thousands of out-of-state guests, we have the opportunity to activate explorers within Oregon in the years and months prior as well.

What if we partner with Travel Oregon on a statewide photography contest asking participants to submit photos that showcase their best of Oregon in promotion of the IAAF World Championships? In doing so, we might not only inspire Oregonians to take another look at our

amazing state, but be able to share those images with a new audience engaged in the event. In the introduction, we mentioned the idea of using a mascot to both promote Oregon and the Championships and to cement the event's legacy. Perhaps we can also borrow a page from London 2017 by inviting young artists from across the state to come up with their own mascot designs?

Finding creative ways to showcase the local area while delivering routine operations has always been an important part of our planning process.

First and foremost, there is the name—Oregon21 which means that every person reading, hearing, and talking about the Championships will be reading, hearing, and talking about Oregon.

Secondly, there are the operations themselves. The City of Portland prides itself on its compact, walkable downtown filled with culinary delights, public spaces, and cultural offerings as well as the convenience of the MAX system, including the connection between downtown and the Oregon Convention Center. So we placed downtown Portland at the heart of our plans for the IAAF World Indoor Championships to highlight the area's offerings. In addition to creating a "village" experience for the athletes and VIPs in hotels surrounding Portland's "living room", Pioneer Courthouse Square (PCS), we took the medal ceremonies out of the competition schedule and placed them at PCS to create a free Medals Plaza.

Activating PCS in this way brought together the athletes, officials, media, ticket-holders, and anyone else who just wanted to join in the celebration. It proved to be such a popular innovation that PCS reached capacity. We also built our plan around the use of public transport, especially the MAX, to highlight the city's efficient system. In addition to promoting the system to spectators through multiple avenues, we encouraged all accredited groups—athletes, officials, media, volunteers, and VIPs—to use the system between their hotels and the OCC, as well as to travel around the city, rather than relying so much on cars and buses. The system was extremely well-used, received high praise from all our visitors, and we were all able to breathe a little easier too.

Finally, we will showcase our state's beauty, innovation, culture, business, and agriculture through the work of 3,000 broadcasters and media sharing stories and images of Oregon around the world.



A RETURN ON INVESTMENT

7. What is the estimated economic impact (including tourism) of your project and what is your anticipated return on investment?

An analysis by ECONorthwest Portland in 2015 shows an expected 54,874 visitors for the event with direct spending by visitors of over \$52 million. The report also shows direct spending by visitors and by the event totaling \$138 million with a total output (value of goods and services produced) of \$205 million. In addition to the estimated economic contributions, we anticipate a significant return on investment to Oregon through the broadcast reach of Oregon21.

The ECONorthwest report is located in *Appendix A* and outlines the estimated economic contributions of Oregon21 through direct event spending and visitors to our community. The analysis used assumptions based on information from past IAAF World Championships, IAAF operational requirements, and our experience from hosting other major championships.

In addition to the estimated economic impact, we anticipate that the scale of Oregon21 and the broadcast and media platforms for the event will provide a significant return on investment in the promotion of the state of Oregon to national and international audiences.

As previously stated, this is the first time this event will be hosted in the United States, it will be the largest sporting event in the world in 2021, and it will benefit from the spotlight focused on track and field during the Tokyo 2020 Olympic Games, all of which is sure to generate great attention nationally and internationally. We've said it before, but these staggering numbers are worth repeating: the IAAF World Championships Beijing 2015 was broadcast in 194 territories for over 6,185 broadcast hours worldwide. The cumulative global audience (all views and impressions, including news and sports programming) was 6.7 billion. We will work with Travel Oregon to leverage every opportunity provided by the event to promote Oregon and encourage tourism. With industry expertise and connections, we will use this crown jewel of track and field to showcase the hidden gems of Oregon's landscapes and communities.

As mentioned earlier in the application, the "Oregon" in Oregon21 was our first step in activating the Championships as a platform to promote the state. The IAAF broke from their tradition of naming the event for a city when they approved our choice for the event name. From this first step we will continue to weave Authentically Oregon elements into the presentation and production of the event. Whether it's showcasing the locations of our competitions, press conferences, and social functions or including Oregon imagery in the branding and look and feel programs, we will work with Travel Oregon to use every opportunity to promote travel to Oregon.

Oregon21 offers a host of platforms to promote the state of Oregon throughout the lead-up to and during the event—promotion that, as you read in the Marketing section, we've already begun!

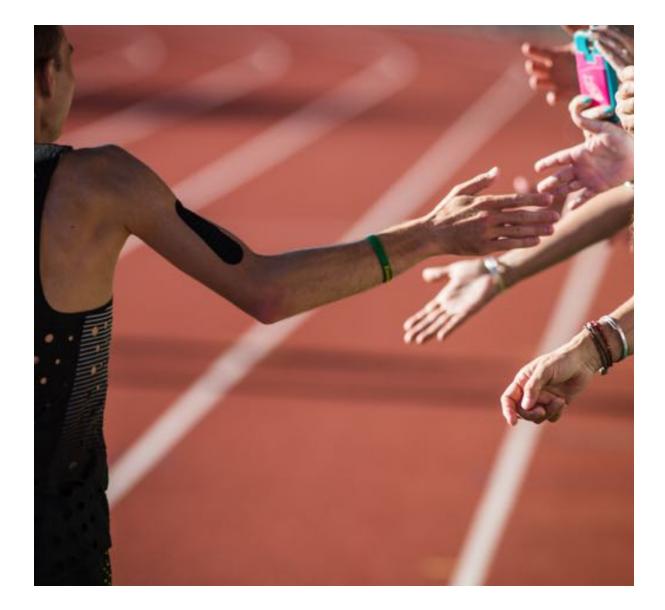
The primary vehicle will be the broadcast of the Championships to over 190 territories. Additionally we will continue to expand the marketing outreach that started in London this summer and promote compelling stories and images that engender earned media over the next four years.

At the most recent IAAF World Championships, London 2017, there were over 1,500 rights-holding broadcasters (RHBs) accredited. This included RHBs from Travel Oregon's key markets of China (CCTV), Japan (TBS), Germany (ARD and ZDF), UK (BBC), and Australia (Eurosport Australia). These RHBs will be telling the stories of Oregon21 in many different languages and using content produced by us to showcase the state to significant audiences in their respective countries. This may be the first taste of Oregon for many viewers and it promises to leave them hungry for more.

A RETURN ON INVESTMENT

In addition to the international opportunities, the broadcast of Oregon21 will be seen in the United States on NBC's platforms. For all of those watching the broadcast in the U.S. that know of Oregon, but have never thought of visiting the state, we will serve up the images along with the excitement of the event as a powerful enticement for them to come explore. This coverage will start in the lead-up to the competition and will be in full swing during the Championships. We will weave Oregon into all aspects of the event and the host broadcast to essentially turn the event coverage into a commercial for the state of Oregon.

The scope and potential for additional international media coverage and exposure is detailed in the *Marketing Plan* section. It shares the immense opportunities Oregon21 provides for the return on your investment through showcasing Oregon to an engaged audience.



MEASURING SUCCESS

8. Detail the metrics you will use to define success for the proposed use of funds

We're applying for Competitive Large Grant funding in order to assist in the conduct of the Championships—a global platform to showcase the best of Oregon.

There will be many specific metrics (and in this section, we outline a few), but it is in the aggregate of these individual efforts that the true measure of our success will be revealed—how fully we are collectively able to share the best of Oregon with the world.

We've already talked a lot about our partners and stakeholders because, contrary to popular belief, track and field is not an individual sport. We know from past events that the vast team behind Oregon21 will be one of our most valuable assets, harnessing the combined expertise, commitment, and passion of every member.

We outline here some of the metrics we will use (Woodrow Wilson also seemed to think 14 Points was a good place to start), but we want to make sure the whole team gets to the starting line. As we engage with stakeholders and communities throughout the remainder of our planning process, we expect that this list will be continually refined to include both conventional and unexpected tactics to achieve these goals.

But it is not just our own metrics that will define our success in the proposed use of funds. Oregon21 can also be measured by the degree to which other partners, stakeholders, and businesses capitalize on this once-in-a-lifetime opportunity.

Key Measures for Activities in the Lead-up to the Championships:

• Advocate for approval of Oregon21 as the name of the event, ensuring that every photo/video/ news story includes the name Oregon.



- Implement a social media strategy that promotes the state through three pillars made possible because of its association with the Championships: athlete-driven content, official event information, and mass engagement campaigns.
- Develop and execute a comprehensive ticketing promotions plan that targets all 50 states and overseas, including Travel Oregon's key target markets.
- Implement a promotional campaign that showcases Oregon to new audiences through the vehicle of other major national and international events hosted in the lead-up to Oregon21.
- Build a campaign to recruit volunteers from every state and the six continents represented by the IAAF Federations (we'll also work on Antarctica and let you know!).
- Proactively connect national and international track and field tour operators as they develop their itineraries with experts at Travel Oregon.
- Incorporate distinctive Oregon features into the event look and feel program, which will be woven into every aspect of the event presentation and production—from commemorative tickets to souvenir programs

MEASURING SUCCESS

to the banners that dress the stadium; develop and execute an earned media campaign to share this story with the world.

Key Measures for Activities During the Championships:

- Build a culture of contribution throughout the state of Oregon by recruiting volunteers from every Oregon tourism region.
- Uniform our 3,000+ volunteers and workforce in "Oregon-ized" apparel; this apparel usually becomes one of the most sought-after keepsakes from international sporting events. An official volunteer jacket from the 2002 Olympic Games in Salt Lake City (the last time an event of this magnitude was held on U.S. soil) can be yours on eBay for \$149.99. Imagine those 3,000+ jackets on sidewalks and trails, on bikes and in boats, in every state and around the world (maybe even Antarctica!) in 2036.
- Design the gold, silver, and bronze medals (possibly the only keepsake more sought after than the volunteer uniforms) to include a distinctive Oregon feature; build an earned media campaign to tell the story of the medals.

Look Down Under this column for a great example of this strategy in action.¹

- Work with the RDMOs to provide breathtaking B-roll that showcases each of the seven Oregon tourism regions to the rights-holding broadcasters from over 190 countries and territories who will broadcast Oregon21 around the globe.
- With our partners, develop a comprehensive media kit that includes compelling stories about Oregon, as a travel destination, as a center of innovative and enterprising businesses, as the home of world-class higher education, as a leader in sustainability, as a...well, all the other things that make Oregon such a great place to live and visit.
- Build a larger social media following, and generate more social media impressions, than any previous IAAF World Championships.
- Showcase the bounty of Oregon in the menus developed for client groups for official events and social functions, hospitality, and venue catering.

¹ https://www.brisbanetimes.com.au/national/queensland/ gold-coast-2018-commonwealth-games-medals-revealed-20171104p4ywt5.html



PARTNERSHIPS IN FUNDING

9. List partners involved in funding the project.

The Oregon21 Local Organizing Committee (LOC) anticipates receiving funding from a variety of public, private, and nonprofit partners. We have been successful in securing funding from each of these categories for the national and international events that we have hosted in the past.

An example of the type of public and private partnerships we will secure for Oregon21 is our ongoing collaboration with Travel Lane County for major events at Hayward Field. Travel Lane County has provided significant budget-relieving in-kind investment for events like the U.S. Olympic Trials in 2008, 2012, and 2016, the IAAF World Junior Championships Oregon14, and the annual hosting of the NCAA Championships. This support has come through the deployment of their staff and resources in key positions for the events.

Additionally, for our hosting of the past three U.S. Olympic Trials in 2008, 2012, and 2016, we have also secured multi-million dollars in cash and valuein-kind support from local government partners including the City of Eugene, City of Springfield, and Lane County.

The Official IAAF Partners and Suppliers (OIPs) will provide goods and services for the successful delivery of the event. At the IAAF World Championships London 2017, these partners including Asics, Mondo, After, Seiko, Deltatre, TDK, and Toyota—provided volunteer apparel, equipment, accreditation, timing and results services, and vehicles to the London 2017 LOC. We expect similar categories of contributions for Oregon21.

Commercial rights for the IAAF World Championships are governed by the regulations of the IAAF and its marketing partner, Dentsu, so each LOC negotiates with the IAAF and Dentsu for the rights to obtain select sponsorship categories. Although sponsorship development is a multiyear process, the LOC has been successful in working with the IAAF and Dentsu in securing commercial rights for both the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016. These categories will enable businesses and industries to partner with the event through the contribution of cash, goods, and services.

Finally, the Oregon21 LOC earns revenue from retail sales, including the sale of tickets and hospitality packages, food and beverage concessions, event merchandise, and souvenir program sales.

In addition to seeking government funding and grants at the local, regional, state, and national level, our LOC will benefit from the professional staff contributed by partners like the IAAF and USA Track & Field, which is outlined further in the next section.

PARTNERSHIPS IN FUNDING

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PARTNERSHIPS IN EXECUTION

10. List any partners or volunteers involved in the execution of the project.

The execution of Oregon21 will rely on a robust team of nonprofit, public, and private sector partners and a large volunteer workforce. We have collaborated with many of the same partners in the delivery of past major events and our volunteer workforce has been cultivated over the last ten years of hosting events throughout Oregon.

The international and national governing bodies for the sport (IAAF and USATF respectively) will be partners in all aspects of the event. We have a successful history of working with these two partners in the delivery of international events such as the IAAF World Junior Championships Oregon14 and the IAAF World Indoor Championships Portland 2016.

The IAAF not only provides the guidelines and standards for the hosting of the Championships, it also provides staffing, resources, corporate partners, and suppliers to deliver its flagship event. While much of their attention is focused on the conduct of the competition and supporting their 214 Member Federations, they are also engaged in nearly every aspect of the event. Oregon21 will benefit from their invaluable experience from prior Championships. The IAAF's official partners—Toyota, Seiko, TDK, Asics, and Mondo were the partners for London 2017—also contribute to the operational delivery.

Our partnership with USATF to deliver the past three U.S. Olympic Team Trials – Track & Field, five USA championships, and previous international events is also of tremendous value. USATF's staff will bring their experience to Oregon21 as well.

We will also be able to draw upon the national membership of USATF, which has associations or chapters in every state.

In addition to the delivery of the operational elements of Oregon21, both the IAAF and USATF will support in the promotion of the event and the distribution of the broadcast nationally and globally. As described in our response to the first narrative



PARTNERSHIPS IN EXECUTION

question, the LOC will have representation from local, state, and national partners on the councils, the Steering Committee, and working groups. These will include government entities, tourism entities and businesses, organizations like chambers of commerce, and industry and community leaders. We have already met with the following local and regional stakeholders to engage them in the planning process (which is outlined in the Project Timeline): City of Eugene, City of Springfield, Lane County, Travel Lane County, Association of Oregon Counties, Association of Oregon Mayors, state legislators, the University of Oregon, and Destination Management Organizations just to name a few. We look forward to continuing our statewide engagement efforts in order to harness the incredible expertise and creativity that is available.

We also have an experienced group of vendors and suppliers that will be instrumental in the execution of Oregon21. From the competition to special events and festivals, from promotions to broadcast, we have worked with a variety of vendors in the delivery of successful events in multiple venues throughout the state, many of whom have partnered with us since 2008. We look forward to engaging additional Oregon businesses in the execution of the event. From infrastructure to technology, hospitality to marketing, security to accommodation, transportation to staffing vendors, and all the Functional Areas throughout Oregon21, this is an opportunity to showcase local businesses at this global event.

As previously stated, our base of dedicated volunteers has continued to expand since the 2008 U.S. Olympic Trials, and we also look forward to welcoming many new volunteers for the execution of Oregon21. Since 2008 we have had 8,626 volunteers contribute to our events in various roles. With over 3,000 volunteers and workforce expected for Oregon21, we will have a system to leverage the experience of key volunteers, a selection process to ensure the volunteers are vetted, and a training program to ensure the highest level of delivery and service is provided for all client groups at Oregon21.



SUPPORTING DOCUMENTATION

DieHard

DREGON21

50 2021 IAAF WORLD CHAMPIONSHIPS | OREGON, USA

FEDERAL TAX ID

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釰I	RS DEPARTMENT OF THE TREASURY INTERNAL REVENUE SERVICE PHILADELPHIA PA 19255-0023	
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1.1	OREGON21 MICHAEL REILLY SOLE MBR 2350 OAKMONT WAY STE 201 EUGENE DR 97401	For assistance you may call us at: 1-800-829-4933
003682		IF YOU WRITE, ATTACH THE STUB OF THIS NOTICE.
	WE ASSIGNED YOU AN EMPLOYER IDENTIFI	ICATION NUMBER
	Thank you for applying for an Employer Identify you EIN 82-1192794. This EIN will identify you, yo and documents, even if you have no employees. Ploy permanent records.	fication Number (EIN). We assigned our business accounts, tax returns, ase keep this notice in your
	When filing tax documents, payments, and relat important that you use your EIN and complete name a Any variation may cause a delay in processing, res account, or even cause you to be assigned more than is not correct as shown above, please make the corr stub and return it to us.	and address exactly as shown above.
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	X Use this EIN and your name exactly as they on all your federal tax forms.	appear at the top of this notice
	X Refer to this EIN on your tax-related corre	
	X Provide future officers of your organization	
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	If you have questions about your EIN, you can address listed at the top of this notice. If you w the bottom of this notice and include it with your cooperation.	contact us at the phone number or rite, please tear off the stub at letter. Thank you for your

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501(C)(3) STATUS

INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

Date: FEB 27 2013

TRACK TOWN USA INC C/O LAURIE A NELSON 975 CAK ST STE 800 EUGENE, CR 97401

DEPART			

Employer Identification Number: 46-1562797 DLNI 17053007452013 Contact Person: DEL TRIMBLE ID# 31309 Contact Telephone Number: (877) 829-5500 Accounting Period Ending: December 31 Public Charity Status: 509(a)(2) Form 990 Required: Yes Effective Date of Exemption: November 13, 2012 Contribution Deductibility: Yes Addendum Applies: No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section SO1(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

501(C)(3) STATUS

-2-TRACK TOWN USA INC. We have sent a copy of this letter to your representative as indicated in your power of attorney. Sincerely, Holly (Holly O. Paz Director, Exempt Organisations Rulings and Agreements Enclosure: Publication 4221-PC Letter 947 (DO/CO)

FEDERAL W-9 FORM

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OREGON21 FINANCIAL FORECAST

Total Revenues		Oregon21 Forecast (\$)	Notes
1	Partnerships	51,000,000	Primarily sponsorships, public funds and non- profit grants
2	Retail Sales	18,039,975	Primarily ticket, program, merchandise and food & beverage sales. Also includes patron and hospitality sales
3	Other	16,550,000	Primarily contributions from IAAF and other organizations
	Total	85,589,975	

Total Expenditures		Oregon21 Forecast (\$)	Notes
1	Administration	16,757,500	Primarily personnel and office space, prize money, insurance, legal fees and staff travel
2	Operations	20,810,375	Primarily travel and accommodation for athletes and IAAF Family, security, volunteer and accreditation operations
3	Marketing/Sponsorship	12,450,000	Primarily marketing/promotional initiatives, branding elements, sponsorship rights and servicing
4	Protocol	3,883,850	Primarily opening/closing ceremonies, IAAF Congress and required social functions
5	Facilities	3,466,000	Primarily temporary construction, IT and electrical infrastructure, and seating to increase stadium for event
6	Competition	2,320,500	Primarily services, equipment and personnel to conduct the competition, training and warm-up venues
7	Medical/Doping Control	1,066,750	Primarily services, equipment and personnel to provide medical services and drug-testing protocols
8	Press	6,100,000	Primarily temporary infrastructure and IT equipment to provide media and photographer services
9	Television	14,200,000	Host broadcast production costs for international broadcast signal
10	Telecommunications	85,000	Primarily telephone-related infrastructure costs and usage
11	Contingency	4,000,000	
12	Legacy	450,000	
	Total	85,589,975	

PROJECT TIMELINE

A lengthy planning and review process has been established not only to ensure successful operations and maximize exposure for Oregon during the Championships but also to put us in a position to capitalize on the national and international marketing opportunities throughout the lead-up to August 2021.

The overall lifecycle of the Oregon21 Local Organizing Committee is divided into seven event phases, listed below (the phases are graphically represented on the facing page).

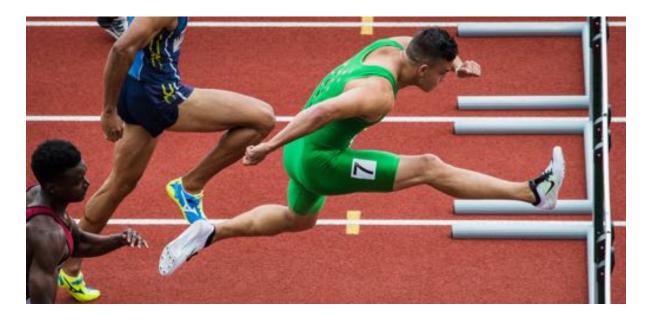
- Foundational Planning (September 2016 – August 2017)
- General Planning (September 2017 – August 2018)
- 3. Functional Area (FA) Planning 1 (September 2018 – October 2019)
- Functional Area (FA) Planning 2 (November 2019 – September 2020)
- 5. Readiness (October 2020 – June 2021)
- 6. Event
- (July August 2021)
- Dissolution
 (September 2021 March 2022)

The Foundational Planning phase established the key pillars of the event—the mission and the strategic objectives that support that mission—so that all operational planning is guided by these fundamental principles. Establishing these pillars and providing clear priorities will help ensure that operational planning produces consistent, realistic, achievable initiatives in the face of inherent limitations of resources—financial, human, and even temporal.

The plans produced in each of the operational planning phases will be evaluated according to the following:

- Advancement of the event mission, strategic objectives, and priorities
- Impact on event budget
- Integration with and/or impact on internal stakeholders (other Functional Area or venue plans)
- Integration with and/or impact on external stakeholders

Reviews will occur at midpoints within each phase as well as at the conclusion of each planning stage. These reviews will not only validate the effectiveness of an individual Functional Area





PROJECT TIMELINE

(FA) or venue plan, but also provide a formalized structure for ensuring coordination across FAs and venues (competition and hospitality venues, hotels, etc.). Establishing key checkpoints at regular intervals will facilitate the alignment of individual plans so that when they are executed simultaneously at event time they deliver integrated operations. Regular checks throughout the process are critical for efficient planning, ensuring an individual FA does not spend valuable time refining minute details of a plan that is not feasible or that significantly hinders another FA's operations.

The process will include both internal and external reviews, depending on the content being reviewed. Detailed requests for parking, for example, would be reviewed at the FA level with the transport team and the designated working group, while the overall transportation plan is reviewed by the Steering Committee, and an overview of the transport services is presented to the councils for feedback.

Utilizing this cyclical approach for operational planning across all Functional Areas and venues will advance stakeholders' planning at a consistent rate to ensure that the many interdependencies in planning are properly considered and supported, and that the event-time deliverables are within budget and within the defined scope of the event.

The goal for the General Planning phase is to establish the overall framework for the event, i.e. "the What", providing clear direction on what objectives need to be achieved during the detailed planning phases that follow General Planning. During this phase, Oregon21 will work with stakeholders to define scope and agree to key planning parameters like event sites, as well as which types of services are offered and when. For example, Oregon21 will work with the IAAF to confirm which sites will be serviced by the official Athlete transportation system, and on which days the system will be provided.

Functional Area (FA) Planning 1 will focus on developing the detailed operational plan, i.e. "the

How", to deliver the framework agreed upon in the General Planning phase. This phase will include a more detailed assessment of the level of resources required to deliver "the What" and evaluate the impact of one Functional Area's plans on another FA's plans. These assessments will help clarify the feasibility of proposals. For example, Oregon21 will work with the IAAF on confirming the frequency of the Athlete shuttle to the training venue, e.g. determining what frequency balances a high level of service for the athletes with the impact on budget, workforce requirements, and the environment.

Functional Area (FA) Planning 2 will incorporate any updates to planning principles based on the analysis and decisions from FA Planning 1 and then advance the planning to the level of detail required for execution. There will also be a revision of the resources required to reflect revised plans, allowing the detailed operational plans to be further adapted for feasibility and/or confirmed. For example, after the days and frequency of the training venue shuttle are confirmed in FA Planning 1, the transport team will be able to confirm the start/end time of each day and the number of volunteers required at the shuttle stop, which allows the total number of buses, drivers, and volunteers required to be calculated.

Readiness marks the "pencils down" transition from planning to implementation. Plans must be confirmed by this point in order to begin delivery and ensure clients and stakeholders are prepared for the Championships. In order to publish client manuals, open the accreditation and accommodation databases, train volunteers, begin building temporary structures, etc., the plans upon which all these deliverables are based must be finalized. During the Readiness phase we will ensure that all those involved in delivering the Championships are prepared, not only to execute routine operations but also to manage incidents or unexpected changes. During this phase, Oregon21 will confirm policies and procedures, communication pathways both within the operational delivery team

PROJECT TIMELINE

and between stakeholders, and the processes for decision-making, to facilitate the management of operations at event-time.

The Event phase covers not just the competition but all official events connected to the IAAF World Championships, including accreditation and uniform distribution, the opening of the Athlete Village, client arrivals and departures, pre-event athlete training, the official media conference, the IAAF Congress activities, and receptions and dinners.

The Dissolution phase will include all post-event obligations such as tearing down the temporary infrastructure, the sale or distribution of assets, reconciliation and payment of invoices, and the completion of final reports. The planning process as laid out naturally aligns with the reporting requirements of the Competitive Large Grant. Each planning phase takes approximately a year, with an additional review process midway through the phase. The semi-annual and end-of-phase reviews will directly feed into the report and updated project budget provided to Travel Oregon.

The grant accomplishment report, final budget, and final presentation will be incorporated into the dissolution phase after the end of the IAAF World Championships.



MATCHING FUNDS

OREGON21

November 10, 2017

ATTN: Grants Manager Travel Oregon 250 Church St. SE, Suite 100 Salem, OR 97301

Dear Travel Oregon Grants Manager,

We are submitting our ticket sales revenue, which will be well in excess of \$5 million, as the minimum 50% cash match required by the grant.

Our ticket revenue projection is based upon a conservative model that we have used to forecast ticket sales for past events; this model has been validated through the actual sales for the major championships we have hosted, including the U.S. Olympic Trials and the 2016 IAAF World Indoor Championships.

Even with an extremely conservative approach to ticket prices and attendance percentages, the matching funds requirement for this grant is met. For example, if we were to assume only 20,000 tickets sold at a fixed price of \$25, we would only need 10 sessions to reach a ticket revenue of \$5 million; with the dates agreed upon with the IAAF (August 6-15, 2021), we expect to have at least 10 sessions. For reference, London 2017 had 14 sessions, Beijing 2015 had 16 sessions, and Moscow 2013 had 15 sessions. As we go through the planning process, the prices for various ticket categories per session will be refined; in previous events, we have offered tickets at multiple price points throughout the stadium.

In past events, our ticket sales have over-performed against our budget forecast due to numerous sold-out sessions. For comparison, the U.S. Olympic Team Trials in 2012 and 2016 have generated revenue in excess of \$5 million each, despite only 8 sessions per event and a smaller stadium capacity than we will have in 2021.

Based on past performance and a conservative estimate of the number of tickets that will be sold for Oregon21, we are confident we will meet and exceed the required 50% cash match of \$5 million.

Sincerely,

Michael Reilly Manager, Oregon21, LLC

FINANCIAL STATEMENTS

SEE ATTACHED PACKET FOR FINANCIAL STATEMENTS

LETTERS OF SUPPORT

DREGON21

TRAVEL LANE COUNTY

October 26, 2017

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Grants Manager,



Travel Lane County supports the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships.

Travel Lane County is enthusiastically supportive of Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations. We are excited to participate in building out a statewide planning network that serves all of Oregon, much in the way our metro area has been served by the planning network established leading in to Eugene08, when we welcomed Olympic Team Trials for Track & Field back to our community.

Oregon21 presents a significant opportunity and honor for our state, as the selected host of the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America.

The estimated direct economic impact for the two-week event is significant, and the pre/post spending associated with training camps and leisure tourism is also likely to be substantial. For our industry specifically, the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is a priceless marketing opportunity.

And indirectly, community driven legacy projects, whether they are capital projects or programs, being catalyzed by the event will also serve Oregon into the future.

Having worked on similar events of lesser size and scope, Travel Lane County sees tremendous potential and leverage in Oregon21. The potential returns are worth the large investment required, and we hope you will grant the funds requested.

Thank you for your consideration,

Kari Westlund President & CEO

TRAVEL LANE COUNTY EUGENE, CASCADES & COAST SPORTS

754 Olive St • PO Box 10286 • Eugene OR 97440 • 541.484.5307 • EugeneCascadesCoastSports.org • EugeneCascadesCoast.org

WILLAMETTE VALLEY VISITORS ASSOCIATION



Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Grants Manager:

The Willamette Valley Visitors Association supports the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships. Our understanding is that these funds will be used to meet the significant financial obligations of the event in hosting (rooms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America is a great honor for Oregon, and Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations are greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that this will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We appreciate the Local Organizing Committee's successful effort to name the event Oregon21, the first time the IAAF has veered from simply using a city for an event name. We know Oregon21 is pursuing placement of events in cities beyond Eugene-Springfield and beyond just our region, potentially spreading and enhancing the economic impact.

With PDX a significant international gateway for all visitors, and with audiences sure to spread well beyond Eugene-Springfield, communities in our region will assist in hosting not only potential events, but participants attending events at Hayward Field. We know from past large track events that compression benefits us regionally.

We recognize the request is a large one, but we believe this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as an event destination, the extraordinary broadcast television opportunity that provides a valuable ROI on its own, the event spending return, and the long-term legacy benefits of projects being catalyzed by hosting this event.

Thank you for your consideration,

Irone Berrads

Irene Bernards President, WVVA ibernards@TravelSalem.com 503.581.4325 ext. 127

CENTRAL OREGON VISITORS ASSOCIATION



October 23, 2017

Grants Manager Travel Oregon 250 Church St. SE Swite 100 Salem, OR 97301

Dear Grants Manager.

On behalf of the more than 500 business members of the Central Oregon Visitors Association it is a privilege to write this letter of support for the large multi-year grant request by the Oregon 21 Local Organizing Committee of the 2021 IAAF World Track & Field Championships.

COVA understands and appreciates the significant statewide economic impacts of this event and that the grant funds, will be used to meet the significant financial obligations of the event in hosting (norms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the workf's largest sporting event (broadcast worldwide in 192 countries) on behalf of the United States of America is a great honor for Oregon, and Oregon21 efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations is greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that Oregon will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We recognize the request is sizeable. However, this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as:

- an event destination
- the extraordinary broadcast television opportunity providing a valuable ROI.
- the event spending return
- the long-term legacy benefits of projects being catalyzed by Oregon hosting this event

Thank you for your consideration.

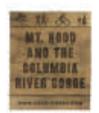
Sincerely Alana Hughson President | CEO

57100 Beaver Drive Building 6. Suite 130. Sunriver OR 97707

541.389-8799

VisinCentralOragon com

MT. HOOD/COLUMBIA RIVER GORGE



Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301 November 2, 2017

Dear Grants Manager,

The Mt. Hood/Columbia River Gorge Regional Destination Marketing Organization (RDMO) would like to express our support for the large multi-year grant request by the Oregon21 Local Organizing Committee for \$10 million to assist in the execution of the 2021 IAAF World Track & Field Championships. Our understanding is that these funds will be used to meet the significant financial obligations of the event in hosting (rooms, meals, transportation) media, athletes, the IAAF Congress, in addition to the broadcast production.

The opportunity to host the world's largest sporting event (broadcasted in 192 countries) in 2021 on behalf of the United States of America is a great honor for Oregon, and Oregon21's efforts to place events in multiple regions and ensure communities throughout Oregon have the opportunity to participate as training camp locations are greatly appreciated.

The estimated direct economic impact cited by EcoNorthwest is compelling on its own; the legacy projects being catalyzed by the event will also serve Oregon communities and our industry into the future; and the national and international television and internet broadcast over 10 days of competition, which will include Oregon footage of activities and attractions, is yet another staggering marketing opportunity. Add to all of that the fact that this will be the first U.S. destination host and it is clear there are a number of reasons that compel our strong support.

We appreciate the Local Organizing Committee's successful effort to name the event Oregon21, the first time the IAAF has veered from simply using a city for an event name. We know Oregon21 is pursuing placement of events in cities and communities beyond Eugene-Springfield, potentially spreading and enhancing the economic impact even within the Mt. Hood/Gorge region.

With PDX a significant international gateway for all visitors, and with audiences sure to spread well beyond Eugene-Springfield, communities in our region will assist in hosting not only potential events, but participants attending events at Hayward Field.

We recognize the request is a large one, but we believe this is such a unique and prestigious opportunity that the review committee should strongly consider the national and international implications for Oregon as the host event destination.

Sincerely,

Lizzie Keenan, Regional Program Coordinator

MI. Nood/Columbia River Gorge Region Tourism Alliance C/0 110 Becommonent. Rtl. Julie 245 Congon City, OR 97045 + 303-455-8458 www.hood.compe.com #HoodCorge

travel PORTLAND

100 S.W. MAIN ST., STE. 1100 | PORTLAND, OR 97204 | 503.275.9750 TEL | TRAVELPORTLAND.COM

October 27, 2017

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Grants Manager,

I am pleased to write this letter in support of the Oregon21 Local Organizing Committee's application to Travel Oregon for a Large Competitive Grant to assist with the 2021 IAAF World Track & Field Championships in Eugene. I understand that these funds will be used to meet the significant financial obligations of the event pertaining to hosting media, athletes and the IAAF Congress as well as facilitating international broadcast production.

A grant to support the success of the championships in Eugene is a strategic investment in an extraordinary opportunity to cast a global spotlight on Oregon. The Portland Region itself stands to benefit tremendously from the flow of international fans through PDX and affiliated training camps and legacy projects promise to extend the economic impact beyond the Eugene area to multiple communities throughout the state.

I applaud Travel Oregon's investment in such transformative opportunities and encourage consideration of a range of such applications to the Large Grant program this year and in future years. Cultivating and supporting worthy projects that diversify the offerings available to visitors in various Oregon communities will further enhance our state's reputation as a premier destination for event, business and leisure travel and bestow benefits back to those communities and to Oregon as a whole.

Thank you for your consideration,

ST Miller

Jeff Miller President and CEO Travel Portland

TRAVEL SOUTHERN OREGON



CITY OF EUGENE



October 27, 2017

Travel Oregon Grants Manager,

TrackTown, USA is more than a place, it is a spirit of all things Oregon. It is where competition, innovation, teamwork and performance meets our farms, forests and families. In 2021, we have an opportunity to showcase all of that beauty and more while building an even bigger legacy for our state.

Welcoming the world for the IAAF World Track and Field Championships will take an enormous amount of feadership, planning and collaboration from across the state. With no Olympics or World Cup in 2021, we will have the honor, and responsibility, of carrying out the largest sporting event in the world. And, it will be the first time it has ever been hosted in the United States. This is one of many firsts in Oregon, just imagine what else might follow.

It is critical that we create a safe, inclusive and awe inspiring experience.

I have a tremendous amount of confidence in our partners at TrackTown USA, Inc. and know they have the vision and ability to make Oregon and the United States proud. I also know they will need resources and support to make that happen in a way that leaves the legacy we are all hoping for. To me, that means we grow our reputation for pioneering innovation and performance in a way that showcases our deep commitment to our local communities and natural resources.

If planned and implemented right, we have the opportunity to not only be a forever destination for our visitors, but an even better forever home for Orogonians.

Thank you for all you do for Oregon and for Eugene.

Sincerely,

ery Vines

Mayor Lucy Vinis City of Eugene

City of Eugene + 125 E. 8th Wm., 2nd floor + Eugene, 08 97401 + 541-682-5010 + 541-682-5414 Fax www.eugene-ex.gov

LANE COUNTY



LANE COUNTY BOARD OF COMMISSIONERS

Jay Bozievich Pat Farr Sid Leiken Pete Sorenson Faye Hills Stewart

October 31, 2017

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Travel Oregon Grants Manager,

I am writing on behalf of the Lane County Board of Commissioners to share with you our support of the Oregon21 Local Organizing Committee as they apply for a Travel Oregon Competitive Large Grant.

Lane County has been integrally involved with the track and field events hosted at Hayward Field since the Olympic Trials returned to Eugene in 2008. Starting in 2005 the efforts to rally Lane County communities around the plans and preparations for the Trials was truly a collaborative one. Now, 12 years later we have seen both national and international events stream into our area with consistent frequency.

These efforts have been successful in part because of the investment of public dollars from the Legislature, Oregon state agencies, and local government. "Track Town" has become a known destination for athletes and tourists alike and the positive impact from these events is not only within Eugene. In particular the 2021 event will bring athletes to Oregon earlier in order to acclimate and the breadth of teams participating will mean additional opportunities for local communities to provide pre-event training facilities. Every track facility in Lane County will be utilized, and every City will have new visitors. There is no doubt that our local economy will benefit, and the visitor dollars spent in our communities for overnight stays will generate tourism tax dollars that we will reinvest to provide ongoing benefit to the tourism industry and local infrastructure to support tourism.

We recognize this as a phenomenal opportunity that will touch Oregonians statewide. The Travel Oregon Grant funds will create additional investments in communities across Oregon as well as promoting statewide attractions and facilities. Lane County will be ready to help the Commission with any additional information to support a large grant for this event. Our experience with previous Track Town related events suggests this event will continue to exceed expectations.

PUBLIC SERVICE BUILDING / 125 EAST 8TH AVENUE / EUGENE, OR 97401 / (541) 682-4203 / FAX (541) 682-4616

LANE COUNTY

We are confident that our community will be well prepared for this event and that your decision to invest in Oregon 21 will continue to grow tourism employment, visitor spending, and local transient lodging revenue.

Sincerely,

-an-Ø

Pat Farr, Chair Lane County Board of Commissioners

CITY OF SPRINGFIELD

CITY OF SPRINGFIELD, OREGON

Office of the Mayor and City Council

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

October 27, 2017

Dear Grants Manager,

As Mayor of the City of Springfield, I am writing to express our support of the Oregon21 Local Organizing Committee as it pursues funding for the 2021 IAAF World Championships through the Travel Oregon Competitive Large Grant process. Less than three miles from Hayward Field, it is hard to tell the story of the resurgence of Track Town USA without including Springfield. Since 2008, when the Olympic Trials returned to our area, we have both experienced and contributed to the revival in civic pride surrounding the great cultural legacy of running and track & field in our community.

We have seen benefits to our citizens as well as local businesses due to the frequency, size, and scope of the events attracted by TrackTown USA. The hosting of multi-day national and international level track competitions has enhanced our tourism economy by bringing new visitors to our city, providing new platforms for marketing and promotion thereby exposing Springfield to the world.

For the 2014 IAAF World Junior Championships, we organized a welcome party for athletes from 165 international federations, engaging local vendors and inviting participants, team officials and families to return to Springfield over the course of their week-long stay. The NCAA Men's & Women's Track and Field Championships, held in Eugene each spring from 2013-2021, consistently fills our lodging capacity with teams, families, and spectators. The annual event also brings visitors into surrounding businesses for the multiple days they are in town, as have the 2008, 2012 and 2016 U.S. Olympic Team Trials for Track & Field.

The significance of these events to our tourism economy has led us to partner with TrackTown USA in the past. In addition to the city council approving budget dollars to support operational costs, we also contribute time and personnel to efforts in planning, security, transportation and other key areas.

Oregon21, as it is aptly named, will bring statewide communities together to consider innovative approaches to large-event planning, collaborative solutions to logistical challenges, and inspire creative thinking about how to involve communities all across Oregon. We in Springfield are ready to support this endeavor and I strongly encourage the awarding of the amount requested by the Oregon21 LOC as the Oregon Tourism Commission's investment in the success of this unparalleled opportunity.

Sincerely,

Christma Sump

Christine L. Lundberg Mayor

225 FIFTH STREET SPRINGFIELD, OR 97477 541.726.3700 www.springfield-or.gov

OREGON CONVENTION CENTER



Oregon

Convention Center

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Grant Committee,

My name is Scott Cruickshank. I am the General Manager of Visitor Venues for Metro, which includes the Oregon Convention Center (OCC), Oregon Zoo, Portland'5 Centers for the Arts and the Portland Expo Center. I am writing to support the Oregon21 Local Organizing Committee's efforts to attain grant funds from the Travel Oregon Competitive Large Grant Fund.

At the time of the 2016 USATF Indoor National Championships and IAAF World Indoor Championships held in Portland at the Oregon Convention Center, I was the executive director of the OCC. At the OCC we work to market Portland as a convention and tradeshow destination for international, national and local groups. We savor the opportunities to partner with event organizers who attract diverse visitors and who share our passion for building the region's economy while showcasing our city and hospitality industry. These are among the things we saw accomplished in our relationship with TrackTown USA during that time. It is also one of the reasons that I am writing in support of the Oregon21 organizing committee receiving Travel Oregon Competitive Large Grant funds to support the 2021 IAAF World Championships.

As I mentioned, in 2016 the Oregon Convention Center served as the home for the IAAF World Indoor Championships. As members of the steering committee we were integrally involved in the planning process for the development and build of the necessary infrastructure, as well as facilitating key operational functions. The 7,000 seat stadium and 200 meter track were constructed inside our exhibit halls and were the first of its kind for our facility. It has become a key talking point as we encourage prospective clients to think outside the box when imagining the possibilities for our space. Since then, OCC has hosted a variety of sporting events from fencing to volleyball in large part due to the creative solutions found during the track event.

The size and scope of the 2021 IAAF World Championships will not only help Eugene, but will undoubtedly be a boon to the entire state's economy. As Portland and Oregon grow in size and international prominence, hosting such events is a great way to showcase our state's attractive lifestyle choices including great outdoor options, world renowned food and beverages and a culture committed to sustainable living. Oregon is well known for being welcoming and innovative while remaining uniquely authentic. The 2021 IAAF World Championships represent an opportunity to share what our state is capable of with the world. This fund can help make that happen.

Sincerely,

Scott Cruickshank, General Manager Visitor Venues

OREGON SPORTS AUTHORITY



November 1, 2017

Grants Manager Travel Oregon 250 Church St. SE Suite 100 Salem, OR 97301

Dear Grant Committee,

My name is Doug Obletz and I serve as the current President of the Oregon Sports Authority (OSA). I am writing on behalf of the Board of Directors of OSA to express our support for the efforts of the Oregon21 Local Organizing Committee as they pursue a Travel Oregon Competitive Large Grant.

For over 20 years OSA has served as the state's sports economic development arm. In that time we have worked to position the state of Oregon as the preferred location for select amateur and professional sports events, franchises and related activities in order to enhance the quality of life of Oregonians and to stimulate the state's economy. Over the course of the past 10 years the Eugene-based team at the heart of the Oregon21 Local Organizing Committee has worked to reestablish Oregon as the premier U.S. destination for great track and field. From the Olympic Trials to the World Indoor Championships and the multi-year contract for the NCAA Men's and Women's Championships, they have made it their mission to produce an athlete, fan and visitor experience that is second to none. In so doing they have successfully highlighted Oregon on the global map for sports tourism and given return guests and new visitors alike a reason to come to Oregon, and keep coming to Oregon, time after time. This has a positive impact, both on the regional tourism economy, but also on the reputation that will enable us to attract large and small events on an ongoing basis.

It is our strong feeling that, through the IAAF World Championships, the Oregon21 Local Organizing Committee has the potential to make an enormous impact on sports tourism statewide. We believe that the international nature of the event itself will bring visitors from abroad, and the chance to cheer for Team USA in a global championship on home soil will additionally encourage nationwide travel. With the opportunity for communities in each region of our state to host training camps prior to competition and the consideration of official events being held in other Oregon cities, our guests have the opportunity to be exposed to the plethora of other tourist and recreational activities Oregon has to offer. At the Oregon Sports Authority, we recognize and appreciate the development of a Large Grant program to support unique global tourism efforts. We believe that the 2021 IAAF World Championships is a most valuable global event worthy of your support.

Sincerely,

Doug Obletz President

503.234.4500 | 1888 SW Madison St. Portland, OR 97205 | info@oregonsports.org

PERMITTING LETTER: CITY OF EUGENE

Building & Permit Services November 3, 2017 Grants Manager: Travel Oregon 250 Church St SE Suite 100 Salem, 0r 97301 Dear Grants Manager, My name is Mark Whitmill and I am the Division Manager of the Building & Permits Services Department for the City of Eugene, as well as the Building Official. I am writing to express my confidence regarding our responsibilities with regard to the 2021 IAAF Championships. The City of Bugene Building & Permit Services Department has had a great relationship with TrackTown USA over many years, working together successfully on multiple sporting events. We are committed to continuing that relationship, and partnering with the Oregon2021 Local Organizing Committee on the **IAAF Championships**. A competent team and flexible, responsive systems are necessary to administer codes and regulations applicable to large sporting events. The city has implemented state-of-the-art online services that allow us to respond effectively to the needs of complex, fast-moving projects. Our plan review and inspection staff teams have decades of experience in this type of work. Our communications and interactions with TrackTown representatives have always been excellent. We are confident that we can work effectively with the Oregon2021 Local Organizing Committee to obtain all necessary permits and inspections related to the 2021 IAAF Championships. Sincerely, Mark Whitmill Division Manager | Building Official City of Eugene Building & Permit Services City of Expens + 99 W. 10th Ave. + Eugene, OR 97401 + 541-682-5085 + 541-682-5593 Fax

www.esspene-on.gov

APPENDICES

CARE World Championships



OREGON21 ECONOMIC CONTRIBUTIONS

TrackTown USA, Inc. successfully bid to host the world track and field championships in 2021, the first time over that the event has been held in the United States. ECONorthwest was hired to analyze the economic footprint associated with this championship event (to be held at Hayward Field). This analysis looks at the lead up to the event, early arrival of teams to the state of Oregon, and visitation during the event. The analysis measures the gross contribution associated with preliminary estimates of spending to organize and run the event. The economic impacts are evaluated for the state of Oregon.



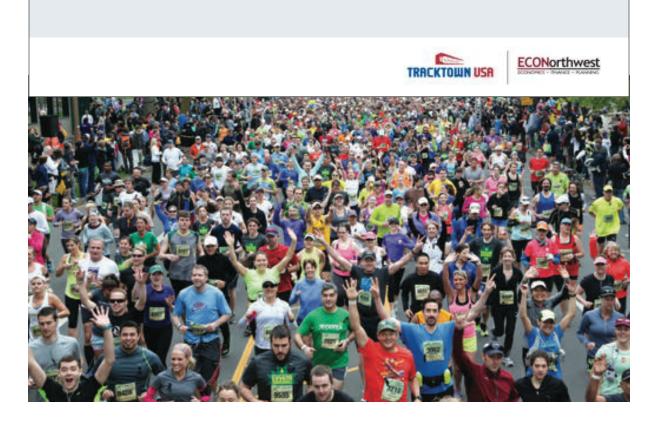
54,874

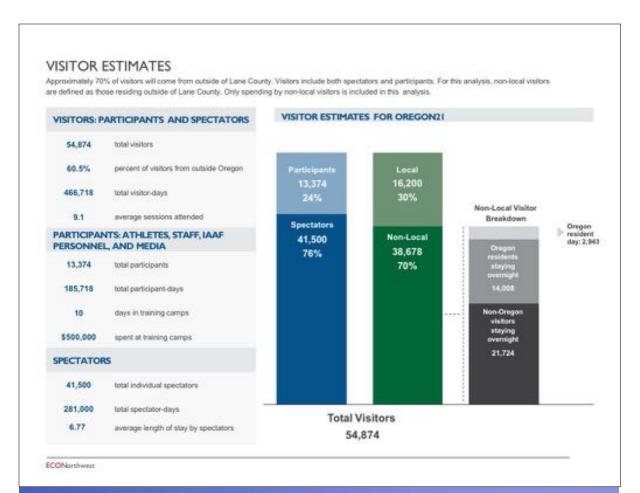
\$52 million direct spending by visitors

\$138 million spending for event on operations and by visitors

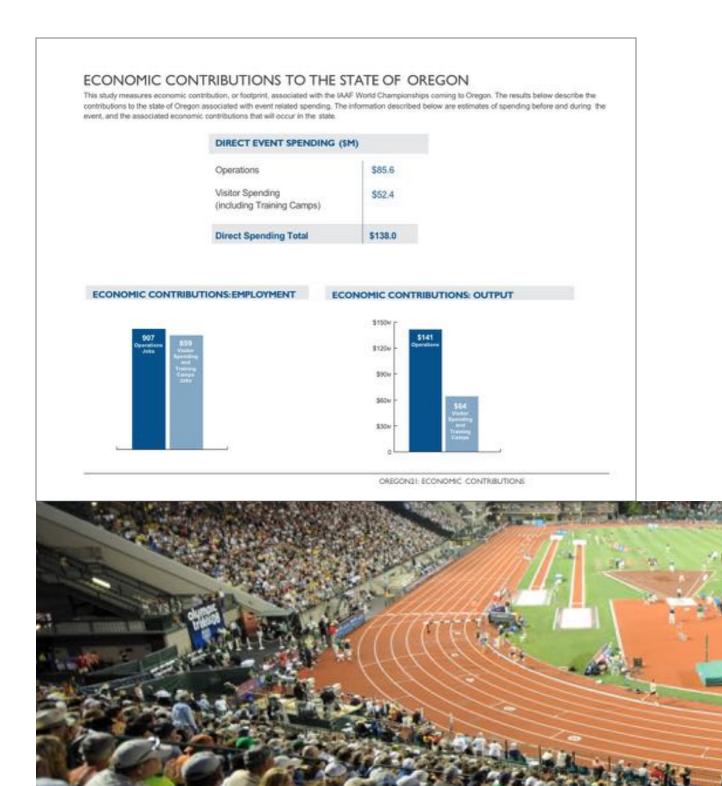
\$205 million

total output (value of goods and services produced) in the state of Oregon









ECONOMIC IMPACT ANALYSIS

To evaluate the economic impacts of the Championship event. ECONorthwest used IMPLAN input-output modeling software and 2013 model data to measure the gross contributions associated with event spending on operations and visitor spending as they ripple through the county and state economies. These impacts are called the multiplier effects, and they measure the full scope of economic contributions.

The total contributions reported in this summary document include the direct spending accruing to businesses within a specific geography, as well as the purchases of those businesses who in turn must buy a wide array of intermediate goods and services in order to supply the increased demand from event spending. The model also captures the changes in regional household spending caused by increases in household income. All figures are reported in 2015 dollars.

Two types of economic contributions are reported here - output and employment. There are several other measures of impacts, including labor income and value-added, however, they are not reported here. Specific definitions for these measures are.

- Output represents the value of goods and services produced, and is the broadest measure of economic activity. It includes employee compensation, proprietary income, taxes, and all intermediate purchases. It is, in other words, otkal revenue for a business.
- Jobs, according to IMPLAN's methodology, are measured in terms of full-year-equivalents (FYE). One FYE job equals work over twelve months in a given industry (this is the same definition used by the federal government's Bureau of Labor Statistics).

A portion of the event spending, including all the visitor spending and some of the spending on operations, will occur during a short time period (over a low weeks), therefore, the job impacts associated with this spending will be temporary in nature. It is likely that businesses will him extra employees temporarily or increase hours for existing employees. However, much of the operations spending occurs over several years and these longer-term positions are captured as well.

LIMITATIONS

Input-output models are static models that measure the fow of inputs and outputs in an economy at a point in time. Contrary to dynamic models, static models assume that there are no changes in wage rates, input prices, and property values. In addition, underlying economic relationships in input-output models are assumed constant, i.e., there are no changes in the productivity of labor and capital, and no changes in population migration or business location patterns.

Economic impact analysis does not typically measure the potential economic development impacts of construction and expanded operations associated with a project or economic action. Large investments in infrastructure can start a cycle of economic expansion, which economiats refer to as an expansion of the "production possibilities frontier" of the economy.

This analysis does not assess potential counterfactual scenarios that consider how scarce resources would have been allocated, if the event did not occur. It does not consider how funding and operating the event could divert spending from other potential uses (in economics, this is termed the "substitution effect"). This kind of analysis assumes that if the investments are undertaken willingly by private entities the investment is a highest end use of those resources. If it is a public action then the assumption is that the action has been judged as preferred to other competing uses of funds. This is referred to as a gross contribution analysis, as opposed to a net impact analysis.

For these and other reasons, economic impact analysis is not a substitute for an analysis of alternative actions that makes use of benefit-cost appraisal techniques. Given these limitations, economic impact analysis can play an important role in understanding the relationships between a given economic action, or economic sector, and levels of activity in the broader economy.

ECONorthwest



VISITOR ESTIMATES AND SPENDING ASSUMPTIONS

TrackTown USA provided estimated ticket sales and length of stay for each type of licket purchaser. In total, there will be 16 sessions; a portion will attend all sessions and others will attend only parts of the event, and therefore, stay overnight accordingly. ECONorthwest calculated the total number of visitors and visitor-days stayed in and around the Eugene area with the information provided. ECONorthwest used assumptions from a report developed by Timothy Duy, University of Oregon Professor and Senior Director of the Oregon Economic Forum, to determine if non-local visitors were from Oregon or outside of Oregon, and if they would be day visitors or staying overnight.

Only non-local spending was used to estimate the economic contribution. It is estimated that approximately 70% of visitor will come from outside Lane County. It is assumed that Lane County residents would not spend more of their disposable income locally because they are attending the Championships, therefore, local spending is excluded from the analysis.

Training camps are assumed to be 10 days long, include 15 teams and 45 members of each team, including athletes and staff.

DAILY EXPENDITURES BY VISITOR TYPE

Visitor Type	Daily Expenditures
Oregon Day	\$81.41
Oregon Overnight	\$134.80
Oregon Average	\$127.56
Out of Oregon	\$158.64

Source: "The Economic Impact of the University of Dregon Athletic Department PO201-12", by Timothy Duy, Ph.D., University of Oregon Professor and Senior Director of the Oregon Economic Fearm

OREGON21: ECONOMIC CONTRIBUTIONS





Sustainability & Legacy Efforts

TrackTown USA [TTUSA] is dedicated to delivering exceptional events that advance the sports of running and track and field in a way that inspires youth, protects the environment, highlights Oregon's natural environment and resources, and provides a world-class model for creating sustainable events.

Beginning in 2014, TTUSA began certifying our events through the Council for Responsible Sport to formally document and recognize the sustainability and accessibility programs implemented. Our first certification effort, the IAAF World Junior Championships Oregon14, was awarded Gold status. The IAAF World Indoor Championships Portland 2016 and the 2016 U.S. Olympic Team Trials earned the highest level—Evergreen—only the second and third events in the world to do so.

This report highlights the notable achievements for each event in major categories highlighted by certification through the Council for Responsible Sport.

Planning and Communications

TTUSA integrated sustainability principles into the management and administration of the events by publiciting our plans and intentions, connecting with our partners and surrounding communities, and ensuring adequate resources were provided to achieve identified sustainable objectives.

For all events, efforts included:

- Committing to sustainable plans issued prior to the event including Green Team/Waste Diversion procedures.
- Promoting sustainability information across multiple media platforms, including through TrackTown USA, public partners, and media partners.



Figure 1: Fans celebrate another great performance at TrackToren 16.

 Partnering with Eugene Cascades & Coast and Travel Portland to promote local businesses, including lodging, restaurants, shopping, entertainment and activities.

For the 2016 U.S. Olympic Trials specifically:

- There were many opportunities for youth and those new to the sport to engage, including the all-comers meet, the championships of the TrackTown Youth League, Starting Block youth activities and heptathlon in the Festival, and the ticket donation program.
- Two media partners KE2I and KMTR ran a sustainability story highlighting the partnership with the City
 of Eugene and the City's Waste Prevention & Green Building Program Coordinator, Deveron Musgrave.
- Use of the Guidebook app to provide spectators and other client groups with up-to-date information digitally to limit the use of paper.

For the IAAF World Indoor Championships Portland 2016 specifically:

- Elite Athlete Speaker series arranged for over 300 members of various community groups and schools to hear from athletes about their competitive and life experiences.
- Use of the Guidebook app to provide spectators and other client groups with up-to-date information digitally to limit the use of paper.

For the IAAF World Junior Championships Oregon14 specifically:

- The official Event Marketing and Communications plan included key sustainability activations through the TrackTown Youth Challenge, resulting in over 1,200 youth earning a ticket to competition by running a mile.
- Event partners issued 5 sustainability specific press releases.

Procurement

The TrackTown 16 efforts to procure sustainable goods, services and sponsorships serve as a signal for market transformation and supports local and regional community sustainable development efforts.

For all events, these efforts included:

- Procedures to reduce the use of printing for operations (heat sheet prints upon request only, single page Spectator Guide distributed online, the use of the Guidebook app to push electronic information rather than printed materials).
- Local contracting by engaging vendors from within a 250 mile radius (Emerald Fruit, Noel Lesley, Doug Wilson Sound, Hollywood Lights, Essig Entertainment, Etzel Agency, High Desert Golf Carts to name a few).

The 2016 U.S. Olympic Trials initiatives also included:

- Providing reusable water bottles and refill stations to Media and Volunteers to minimize purchase and consumption of single-use bottles.
- · Use of Nike Better World apparel for the official volunteer apparel/memento.
- Worked with UO Catering to develop new procurement reporting system for local/organic foods that will be legacy for future events held at UO.
- · Over 35% of all-food purchased was local and/or organically sourced.

The IAAF World Indoor Championships Portland 2016 initiatives also included:

- Over 40% of the total food served at Oregon Convention and 100% of Pearl Catering meals served was locally sourced
- Providing reusable water bottles and refill stations to Media and Volunteers to minimize purchase and consumption of single-use bottles.
- Event mementos included pint glasses to celebrate Portland's craft beer tradition, pens made of recycled
 material, and umbrella to encourage guests to take advantage of walking/public transportation options no
 matter what the weather.
- Avoiding the single-use of the competition track by hosting a variety of youth/community events at the House of Track and the USA Championships in addition to the World Championships.

The IAAF World Junior Championships Oregon14 initiatives also included:

- Marche catering and use of over 85 % of locally produced or organic ingredients.
- The We Can't commemorative medallions were a local design and production utilizing reclaimed wood from a local cabinet shop.

Resource Management

Conservation of natural resources and development of new tools are key aspects of the TrackTown USA sustainability program. TrackTown USA advanced initiatives in four key resource management sectors: carbon management, aero waste, water conservation, and energy. Some of the key initiatives included the following:

For all events:

- Utilizing a visible "Green Team" of volunceers to educate and engage visitors around waste reduction, composting and diversion.
- Establishing food donation programs with local food banks to benefit the local community. This led to a
 donation of 4,088 lbs for the IAAF World Junior Championships Oregon14, 2,000 lbs for the World Indoor
 Championships Portland 2016, and \$12,000 worth of donated food for the 2016 U.S. Olympic Trials.
- Encouraging the use of public transportation and a free bike valet. For IAAF World Junior Championships Oregon14 and the U.S. Olympic Triels, ticketed spectators and credential-holders were able to use the LTD system for free. For the World indoor Championships Portland 2016, accredited individuals could use the Tri-Met system and significant numbers chose to use the MAX system to travel between the official hotels and the Oregon Convention Center.

For the 2016 U.S. Olympic Trials specifically:

- Given that a significant amount of waste is generated by the construction phase, TTUSA focused considerable energy on diverting waste during the build-out and tear-down phases. To this end, the event diverted 27.55 tons of wood, 10.28 tons of mixed recycling, 2.5 tons of glass, and 3.79 tons of cardboard to recycling.
- By renting a kit-of-parts seating system rather than requiring a custom build to supplement seating. TrackTown 16 was able to construct a seating system of over a million pounds of material that will be reused multiple times.
- Venue signage was designed and produced for reuse at future TrackTown USA meets, use as gifts, or to be sold/given to the general public, providing a large cost savings and waste reduction effort for a typical trash item.
- The event used 169.5 Kgal of water throughout the event and provided 9 well labeled water bottle
 refilling stations in spectator areas as well as coolers filled with iced tap water in the media and volunteer
 areas to reduce the amount of single-use water bottles at the event.
- TTUSA calculated carbon footprint for event operations, local travel, and long distance travel. The total
 event operations footprint was 66.015 mT, of which 31.37 was electricity generated by renewable energy.
 TTUSA purchased carbon offsets for the remainder of the emissions to deliver zero emission event
 operations.

The event reduced the amount of carbon emissions by providing free bike valet parking for all and free
park'n'ride shuttle to all visitors, whether credentialed, ticket holders or attendees of the free fan Festival.
Additionally, ticket holders and credential holders were able to ride the LTD system for free.



For the IAAF World Indoor Championships Portland 2016 specifically:

- The creation of an Athletes' and accredited clients "Village" by selecting hotels clustered around Pioneer Courthouse Square with access via Max to the Oregon Convention Center encouraged the use of public transport rather than buses or private cars. By the final two days of the event, the majority of athletes used the MAX rather than shuttles, allowing a significant decrease in the shuttle service offered. The Portland Streetcar provided the only transportation to the Athlete party, eliminating shuttles for the event entirely.
- Partnered with Travel Portland to turn used barners into commemorative Portland 2016 bags.
- Utilized a meel voucher system for volunteers to avoid the waste generated by unused/overscoped catering.
- 66.5% of waste was diverted through composting (28%), recycling (24.1%) and donating or repurposing goods (14.4%).

For the IAAF World Junior Championships Oregon14 specifically:

- Diverted over 5 tons of waste materials to recycling and compost uses instead of heading to the landfill, resulting in a 57% diversion rate for the event.
- 100% of electricity was renewable generation purchased through the Eugene Water and Electric Board's GreenPower program.
- City of Eugene staff in conjunction with the Council for Responsible Sport developed an event carbon footprint calculator for use in all future Eugene based events and Council certified events.

Access and Equity

TrackTown USA is a place where every guest – whether athlete, spectator, member of the media, volunteer, or eager youth participant – should feel welcome. TrackTown USA strives to ensure that the sport of track and field can be enjoyed by anyone, no matter their background or particular need. For each event hosted, TrackTown USA continues best practices from previous events as well as implementing new innovations.

For all events, efforts included:

- Inclusion of specific Access/Equity and Diversity/Inclusion sections in the TTUSA Volunteer Training Manual, which was emailed in advance to all volunteers and provided as on-line content to reduce printing costs and materials.
- Closed captioning provided in the competition venue

The 2016 U.S. Olympic Trials initiatives included:

- A focus on engaging a variety of community groups in 4 different ways:
 - Event attendance through tickets (50 per day)
 - Fouth participation in sport through TrackTown Heptathion
 - Volunteer opportunities for Special Needs Youth
 - Training for Centro Latino youth and mentors prior to the All-Comers meet.
- Outreach to community groups including:
 - Centro Latino Americano
 - EYES group North/South Eugene High School
 - Youth through African Association of Eugene
 - Low-income youth through Kids Sports scholarship program
 - Native American Community
 - Asian and Pacific Islander Community
 - NAACP and ActSO Program
 - Danebo Elementary School
 - Foster Families through DHS
 - University of Oregon Multi Cultural Center
 - Oregon Boys and Girls Club
 - St. Marcs Church Youth Group
 - Special Olympics
- Ticket return program which offered a chance for spectators to turn back tickets for sessions they were
 unable to use. The tickets were distributed to community programs as well as a as a special surprise for
 families in the Festival without tickets.
- The Starting Block and the youth Heptathion activity encouraged a passion for sport and making healthy lifestyle choices by allowing youth to try different track and field events in a fun, safe way. Over the course of the event, thousands of children had a chance to be inspired.
 - Approximately 7,000 kids of all ages participated in the Heptathlon
 - Approximately 5,000 people tested their knowledge at the trivia wheel
 - Over 10,000 buttons were made and distributed.
- Offering an enhanced sensory experience to a youth with a visual impairment so he and his family could
 participate in the youth heptathion. Staff also arranged for a behind-the-scenes conversation with one of
 the TrackTown Radio announcers to encourage his love of radio and his understanding of the technical
 side of field events.

- Outreach to target populations to increase participation in athletics, including the TrackTown Youth League Championships (the culmination of free competitions around Oregon) and the traditional All-Comers meets.
- Training for volunteers by a member of the Sustainability & Accessibility committee to share advice on welcoming and hosting all spectators and other client groups during the four sessions of the in-person General Training.
- Encouraging credentialed participants, ticket-holders and attendees in the free fan festival to attend the event via the free park'n'ride while minimizing the impact on the local neighborhoods. An additional 5,000 – 7,000 people per day attended the festival.
- Closed captioning was provided in both the competition venue and in the free fan festival.

The IAAF World Indoor Championships Portland 2016 initiatives included:

- The six sessions of General Training provided specific guidance on welcoming and hosting all spectators and other client groups.
- The House of Track utilized the World Championships track in an unused warehouse to create competitive and recreational opportunities for youth and the community, seven days/week, throughout January and February.
- The Portland Indoor Track Classic, held during the USA Championships, provided 550 high school athletes from Oregon, Washington, California, Idaho and Montana a chance to compete indoors (a rare opportunity for western states) at the same time as the US's best athletes.
- The Middle School 60m Dash event brought 300 middle-schoolers to the Oregon Convention Center to hear from Olympian Michelle Carter, Portland mayor Charlie Hales and Portland 2016 President Vin Lananna before having a chance to run the 60m on the track.
- A Pole Vault Festival that included 230 high school pole vaulters from around the Pacific Northwest participating in a free clinic at the Moda Center, where they received expert instruction from coaches and athletes. Following the Festival, they had a chance to watch the World Indoor Championships pole vault while seated on the track, just feet from the greatest pole vaulters in the world.
- 144 prep athletes from 36 schools in Oregon, Washington, and Idaho competed in 4x400m relay races held during the World Indoor sessions.
- Over 1000 tickets were distributed to youth and families in the Portland area to allow them to experience the event. For many, it was their first opportunity to see an indoor track & field event.
- For the first-time ever, the medal ceremonies were taken out of the ticketed competition venue and placed in a free Medals Plaza, which offered the chance for ticket holders and the community-at-large to participate in the World Indoor Championships festivities. The event was so popular on Saturday evening that the square reached maximum capacity.

The IAAF World Junior Championships Oregon14 initiatives included:

- Outreach to target populations to increase participation in athletics, including the TrackTown Youth Challenge, providing free morning competition access, free bus program and bike valet, and hosting a Youth Starting Block activation at the event to develop skills in youth.
- The University of Oregon provided 130 students as Global Ambassadors for the WJC event. The program matched students with countries they were from or possessed a high language proficiency with and provided support to the visiting team throughout the WJC event.

Community Legacy

Track Town USA continues to deliver events with the aim to provide a lasting legacy for the Eugene/Springfield community, Lane County, Portland and the state of Oregon.

Specific examples for all events include:

- Linking spectator, media, and athlete information to the local travel bureau (Eugene Cascades & Coast and Travel Portland) to promote local restaurants, shopping, entertainment, sightseeing, and adventure destinations.
- Continuing to engage local contractors and vendors to provide event infrastructure and selected local food vendors, including working with the Oregon Convention Center to provide within the competition venue and with the University of Oregon to allow in the free Fan Festival.

For the 2016 U.S. Olympic Trials, efforts included:

- Working with the City of Eugene on a pilot program to purchase water stations that will become a
 resource for future events.
- Working with BRING and Habitat for Humanity to donate leftover items to be used for future projects.



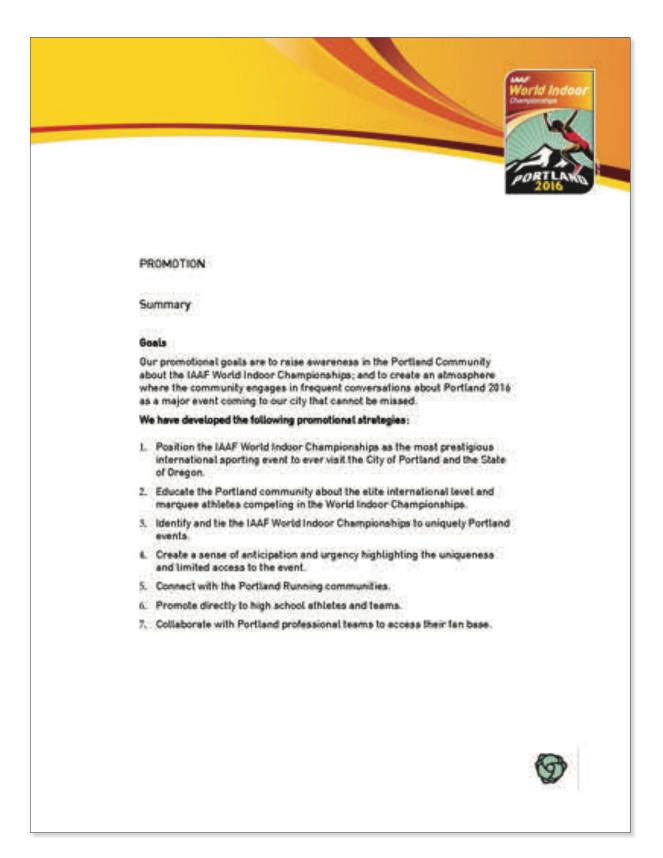
For the IAAF World Indoor Championships Portland 2016 efforts included:

- Collaboration with our partners to create a pilot program for Self Enhancement Inc. atudents to learn
 about a variety of local professional opportunities in sports and tourism. The students visited the
 Oregon Convention Center to learn about different types of visitor services roles, including venue
 management, spectator services, cleaning & waste, catering, and human resources. After hearing
 from various stall members, the SEI students had a tour of the Convention Center prior to the
 buildout for the World Championships. The group was able to come back for a competition session to
 see how the convention center had been transformed into a sport venue, complete with all the roles
 they had previously heard about.
- Working with Portland Police Bureau to create a large-scale Integrated Action Plan as well as an
 inclusive unified command center that PPB would be able to use as a model for future multi-day
 events. The event provided the opportunity to build closer working relationships between the
 Transportation, Fire and Police bureaus and the mayor's office as well as with outside agencies like
 the Multinomah County Sherriff's office and Health department, and the Salem Police Department to
 deliver a world-class event.

For the IAAF World Junior Championships Oregon14 efforts included:

- Increased local business sponsorship through the Raise your Flag program and provided every business with information about the free Re: Think Business Conservation program offered by BRING Recycling and the City of Eugene.
- Highlighting the event's integration with the local community, the U0 Symphony played an original composition for the event during the Men's 10,000-meter race.





Calendar

May 2015 - Countdown Clock Unveiling, Ticket Seles Launch

The IAAF World Indoor Championships Portland 2016 Countdown Clock was unveiled in Pioneer Courthouse Square and lickets went on sale to the general public on 27 May 2015. Adidas provided 1-shirts and approximately 1,000 people atlended the event as the Mayor of Portland unveiled the clock. Within 24 hours all available seats in the lower bowl were sold out.

August 2015

On 10 August, additional lower bowl seats, as well as seats previously held for sponsors, were released to the general public. The campaign was launched with press releases, social media posts and print and digital advertising, email messaging to a variety of databases. Additionally, a media tour was performed, with radio and TV appearences by LOC Chair Vin Lananna.

LAAF World Championships Beijing 2015 -As the sport's spot light shifted to Beijing for the IAAF World Championships our August campaign was reignited with a focus

on the broader national and international markets. Beijing initiatives included:

- Social Media aimed at "inviting" WC winners to Portland 2016.
- Booth space in Market Street outside of the Bird's Nest
- TV-visible board inside stadium
- Digital advertising in national media and international media portals covering WCH Beijing 2015, including Trackandheldnews.com, Oregonlive.com, Flotrack.com, Runnerspace.com, Spikes, IAAF.com, IAAF member federations, BBC Sports, Insidethegames.biz

Additionally, we promoted at the Brussels Diamond League and at the Pan-Am Junior Championships with broadcast-visible signage and advertisements inside the souvenir programs.

September-October 2015 - Connect with High School Cross Country Teams

In September and October of 2015, we promoted WIC Portland 2016 at seven high achool cross country meets in Oregon. All of these meets featured teams from across the state with some events featuring teams from the surrounding states of Washington and Idaho. As the campaign developed, we were pleased to interact with cosches and athletes that had visited us at a prior event. The seven meets hosted more than 7,100 participants from 410 high schools and 75 middle schools.





October 2015 - Connect with Portland Marethon

On October 4, 2015, the Portland Marathon offered another opportunity to connect the IAAF World Indoor Championships with this iconic Portland road race. It was also an opportunity to sell tickets to one of our target demographics. This ticketing campaign also introduced the initial took and feel of the World Indoor Championships to the Portland public, with a targe billboard being unveiled in downtown Portland, right along the marathon route.



Environmental and Printed Collateral

In October 2015 the first elements of city dressing were unveiled in Portland, with the installation of two billboards in high-profile areas downtown and full carriage wrappings of two tight-rail trains that serve the Portland metro area. Additional environmental elements, including street pole banners and more billboards and trains will be installed beginning in January 2016, Two posters featuring Ashton Eaton and Jen Suhr have been created.

Television Advertising

Four promotional spots for television advertising have been developed and will be shown in aix different markets throughout Oregon and Washington, including the cities of Portland, Seattle and Eugene.



BRANDING / EVENT LOOK

Introduction

Often called The Rose City, Portland is Itush with images and representations of the favored bush. From manhole covers and storefront windows to community gerdens and annual festivals, roses are an enduring part of Portland life. Notable companies and locations that use the rose in their logo include Portland Brewing, Moda Center, and the Portland Thoms.

The rose is a symbol for the eternity of love and the fleeting nature of beauty. Each petal on a rose tells a story, whether "he loves me," or "he loves me not." Those iconic petals and the geometric structure of the rose were employed to brand the overall look and feel of the IAAF World Indoor Chempionships PORTLAND 2016.



Rose Concept

The icon, with its prominent borders and inviting structure, will aid in promoting the event, either as a wordmark, or on its own within the context of external and promotional marketing materials.

Look closely, and you'll see that nine petals were used in the design. This aligns with the nine bridges that dominate the city's infrastructure and give the port town its unique flavor.











Rose Concept

Within a few of these petals, we have the opportunity to tell a story with imagery and color. Run, Jump, Throw, Venue, Landmark, Icon. By superimposing the athletic spirit with Portland-area landmarks and icons, we can showcase specific aspects of the area and the excitement of the MAF World Indoor Championships PORTLAND 2016.





Rose Concept As A Container

Additionally, the center of the rose can be used to highlight emotion along with a burst of color and sunshine. The warm colors from the IAAF color palette were purposefully used to add pop and vibrancy to the graphical elements. Plus, those colors and use of tones will help fuel anticipation, add heat to the event, and brighten the gray skies that often accompany springtime in the Portland area.

The rose will be everywhere. Blooming and forming the many brilliant color hues associated with the event, its athletes, and the spectators who want to be part of the energy, excitement, and passion of the IAAF World Indoor Championships PORTLAND 2016. From a design perspective, everything associated with the event will be touched by the rose, with cross-sections of the petals used in the background of many designs. This will bring more of the warm colors to the layouts, adding vibrancy to the event.



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APPENDIX D: EARNED MEDIA EXAMPLE

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SPORTS

Baton in This Race Is the Conductor's

Assignment to Create a Score for a 10K Led to Inner Struggles

By MARY PILON JULY 24, 2014

EUGENE, Ore. — Down the road from Hayward Field at the University of Oregon School of Music and Dance, the conductor, composer and music professor Brian McWhorter was brooding.

McWhorter, tall and lanky, sat in his office surrounded by sheet music and trumpet mutes, stewing over his next assignment: to compose a musical score to accompany a 10,000-meter race taking place here Tuesday at the I.A.A.F. World Junior Championships.

It is possibly the first time that original music will be performed live here during one of track's most punishing events at perhaps its most popular site. And the assignment created a "series of existential crises" for its composer.

Hayward Field is one of the few places where a 10K will fill the stands with fans watching a pack of runners complete 25 laps around a 400-meter oval, but McWhorter was nevertheless faced with a daunting question: What type of piece does one compose for 10K runners?

A month ago, when organizers approached McWhorter — who was a high school sprinter in nearby Portland before pursuing a music career playing trumpet, composing and conducting — he was befuddled by the request.

APPENDIX D: EARNED MEDIA EXAMPLE

"I advised them against it," McWhorter said. He eventually agreed, committing a 20-piece brass and percussion ensemble, too.

"Panic started setting in shortly thereafter," he said. "And I'm still living in that panicked world."

McWhorter, who studied trumpet and composition at the Juilliard School before coming to the music department at the University of Oregon, has become something of a minicelebrity for the mayhem of the creative process. He has constructed bathtubs adorned with metal tubing, befitting Frankenstein, in the name of creativity and is one of the artists featured in a documentary, "I Live for Art," which profiles artists and their creative processes.

The 10K project, aptly titled "Music for 10,000 Meters," has thrown that already-chaotic process into a free fall. The 10K, a run of 6.2 miles, has to hold the audience's attention for about 30 minutes. Galen Rupp, an Oregon alumnus who still trains in the state, won the silver medal in the event at the 2012 London Games, ending a 48-year drought in podium finishes for American men. At the 2008 Summer Games in Beijing, Shalane Flanagan, who also trains in Oregon, won the bronze medal.

Yet organizers of the event, hosted by LA.A.F., track and field's governing body, gave McWhorter little coaching on what they wanted. "We wanted to be sure the athletes are not put to sleep, or those in the stands," said Vin Lananna, associate athletic director at Oregon.

McWhorter ran around in silence and in place in his office. Sometimes, he said, doing that nauseated him. Other times, it helped hone his sense of rhythm.

McWhorter placed a moratorium on anything related to "Chariots of Fire," which was on a continuous audio loop on the track at the London Games. "Then you'd have to ask the runners to run in slow motion, maybe on a sandy beach," he said.

The suggestion of an Italian tarantella was dismissed — "Do you want to hear that for 25 laps? I'd shoot myself."

Then came the question that looms over the heads of many composers: What

would David Byrne do?

As McWhorter is a trumpet player, much of his work has been avant-garde. But three months ago, McWhorter was told he had severe nerve damage in his throat, probably ending his trumpet career at age 39. "This summer has really been about me coming to terms with putting the horn in the box after 25 years," he said.

As a result, his first attempts at composing the 10K piece were, in McWhorter's words, "strange, depressed, hard, turgid and heavy."

He turned to coaching podcasts to try to pep things up. He pondered the artistic implications of the track's oval shape. He examined the kick of the final 100 meters.

"I thought, what if I could help the runners?" He studied their breathing, the rhythm of their heartbeats. The sweet spot, it turns out, is around 150 to 170 beats per minute.

"So there is a rhythm that's intriguing to me," he said.

He watched 10K footage and the races of Steve Prefontaine, the 1970s track star, as well as elite N.C.A.A. 10Ks.

"It's a funny thing to watch Prefontaine," he said. "He's a rock 'n' roll runner. And it's fun to watch in that way — the no holds barred, almost like if a boxer ran a 10K. And then I started getting into, O.K., this is a power thing."

But McWhorter began to notice a particular tradition at Hayward Field. As runners glide around the part of the track near a statue of Bill Bowerman, the track coach and Nike co-founder, fans begin slow clapping. His composition began to veer toward the audience and how fans relate to the runners. The clapping can go as low as 90 beats per minutes to 140 beats per minute, far slower than the runners' rhythm.

"That's actually designed to push the runners," he said. "It's like they're trying to get behind the runners."

A minimalist by nature, McWhorter said the final product would feature power

APPENDIX D: EARNED MEDIA EXAMPLE

chords, open intervals, a pulsing to magnify the clapping. It will be 30 minutes, but as a conductor he will have some leeway to adjust the time. "It's thinking about the brass instruments as percussionists themselves," he said. There's some room for improvisation, based on the crowd. Melodies, for the most part, have been scuttled.

"The last thing I want is anyone walking away with an ear worm, like a tune that they could have in their head," McWhorter said. "That, to me, is just not the point of this thing."

McWhorter, who works with the Eugene Ballet Company, began to see the runners as dancers. "There's almost something primal about it," he said. "In ballet, there's real drama in the narrative and with the run, it's just like, go, go, go."

The musicians will be staged in the middle of the track near the shot put, and it's anyone's guess what acoustics will be like once the stadium is filled. McWhorter said he was also careful not to have snare drums or anything too loud at the start of the race, lest they be confused with the starting gun.

"Facing a race, it's a problem," he said. "Much like trying to write music for a race is a problem, a creative problem. It's something that you can't quite wrap your head around. Your mind gets neurotic. You get prone to whatever maladies you might be prone to."

With less than three days to rehearse with his band before the race Tuesday night, McWhorter was the first to admit that his performance anxiety rivaled that of the athletes in the race.

"You just have to run when the gun goes off," he said.

A version of this article appears in print on July 22, 2014, on Page B10 of the New York edition with the headline: Baton in This Race Is the Conductor's.

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Celebrate all that we are. Inspire all that we can become.

IAAF World Championships OREGON21

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FINANCIAL STATEMENTS

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2017 Operating Budget for Oregon21, LLC

Revenue

Partnerships	2,000,000.00
Retail Sales	0.00
Other	0.00
Total Revenue	2,000,000.00

Expenses

Administration	1,100,000.00
Operations	0.00
Marketing/Sponsorship	300,000.00
Protocol	0.00
Facilities	0.00
Competition	0.00
Medical/Doping Control	0.00
Press	0.00
Television	0.00
Telecommunications	0.00
Contingency	0.00
Legacy	0.00
Total Expenses	1,400,000.00

600,000.00

IAAF World Championships

Balance Sheet for Oregon21, LLC

	Year To Date 10/31/2017
Assets	
Current Assets	
Cash and Cash Equivalents	
Operating Account	61,452.19
Savings Account	923,826.02
Total Cash and Cash Equivalents	985,278.21
Other Current Assets	
Other Receivables	0.00
Total Other Current Assets	0.00
Total Current Assets	985,278.21
Fixed Assets, Net	
Fixed Assets	
Equipment	0.00
Total Fixed Assets	0.00
Total Fixed Assets, Net	0.00
Other Assets	
Deposits and Prepayments	0.00
Total Other Assets	0.00
Total Assets	985,278.21
Liabilities and Net Assets	

Current Liabilities	
Accounts Payable	0.00
Total Current Liabilities	0.00
Total Net Assets	985,278.21
Total Liabilities and Net Assets 985,278.	

IAAF World Championships

Income Statement for Oregon21, LLC

	Year To Date
	10/31/2017
	Actual
Revenue	

Partnerships 2,000,000.00 Retail Sales 0.00 Other 0.00 Total Revenue 2,000,000.00

Expenses

Administration	771,039.29
Operations	0.00
Marketing/Sponsorship	243,682.50
Protocol	0.00
Facilities	0.00
Competition	0.00
Medical/Doping Control	0.00
Press	0.00
Television	0.00
Telecommunications	0.00
Contingency	0.00
Legacy	0.00
Total Expenses	1,014,721.79

Total Revenue Less Total Expenses	985,278.21

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Department of the Treasury Infertual Prevention Treasury

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PUBLIC DISCLOSURE COPY

Return of Organization Exempt From Income Tax Under section 301(c), S27, or 4947(c)(7) of the Internal Ranenue Code (accept private humduliant) Do not enter social security numbers on this form as it may be made public.
 Information about Farm 190 and its instructions is at unaw.ins.goorflovest885.

Open to Public Inspection

OHE IN. 1945-2047

2014

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	Address sheet	TRACK TOWN USA, INC.			46-1562797				
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	nitui reture	EUGENE, OR 9744	0		541-343-	6129			
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I.F.		mary	sion or most significant activities: 7	A PERMIT	TE JUE SPORT OF J	101/10/ 1105			
Activities & Qovernance	2 Check 1 3 Number	E-SPRINGFIELD REGI ER DESTINATION FOR is box • [] If the organizat of voting members of the gov	E AMERICAN PUBLIC AND TO ON AND THE ENTIRE STATE TRACK AND FIELD MEETS J ion decontinued its operations or dia eming body (Pert VI, Ime 1a) ers of the governing body (Part VI, Im	OF_OREG	ON_AS_TEACK_TOW TS_IN_NORTH_AMER re-than 25% of its net ass	ICA.			
- 3	5 Total nu	mber of individuals employed	in calendar year 2014 (Part V, line 2)	11	5	63			
3	6 Total ru	mber of volunteers (estimate	# necessary)			1,781			
-4		related business revenue from	n Part VIII, column (C), line 12	notional and	7a	0.			
-	b Net unn	lated business taxable incom	e from Form 990-1, line 34		the second se	ů.			
	a cuinti	Name and provide (Days 1989) in	e 1%).		Prior Year	Current Year			
8					1,759,856.	2,752,074.			
1	Program service revenue (Part VIII, line 2g) Investment income (Part VIII, column (A), lines 3, 4, and 7d)			12,822.	1,967,977. 14,978.				
â	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)			1,130	184.				
	12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)				4,735,213.				
_	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3).				100,000.				
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4	15 Salaries	other compensation, employ	ee benefits (Part IX, column (A), line	s 5-10	1,035,150.	1,466,141.			
ž	16 a Professi	16 a Professional fundraising fees (Part IX, column (A), line 11e).							
Apenae	b Total fu	draising expenses (Part IX, c	olumn (D), line 25) *						
ø	17 Other er		Ines 11a-11d, 11524e)		597,880.	4,446,617.			
						5,912,758.			
ch.						-1,177,545.			
3					40, 778. Beginning of Current Year	End of Year			
11	20 Total as				3,112,185.	1,938,845.			
the second secon	Z1 Total lia				3,080.	13,556.			
-		its or fund balances. Subtract	line 21 from line 20		3,109,105.	1,925,289_			
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_		ork Reduction Act Notice, see	and the second	110	4013. 859914	Form 990 (2014)			

	TRACK TOWN USA, IN		46-1562797	Page
	ment of Program Service			
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If 'Yes,' descri	be these new services on Sc	hedule 0.		ц °
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	be these changes on Schedu			-
Section 501(c)	rganization's program servic (3) and 501(c)(4) organizatio 7 any, for each program serv	ons are required to report the amount of	largest program services, as measured by a grants and allocations to others, the total as	ipense penses
4a (Code:) (Expenses 8 5,	754, 982, including grants of \$) (Revenue \$ 1.96)	7,977
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4b (Code: YOUTH_ANI) (Expenses 5 COMMUNITY_RUNNING	22,113, including grants of \$ 2 AND FITNESS DEVELOPMENT.) (Revenue - 8	

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and the second se	service expenses . •	5,777,095.		

	n 990 (2014) TRACK TOWN USA, INC. 46-15627	97		'age 3
Pa	t IV Checklist of Required Schedules	_	I mark	
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? // "Yes," complete	1	Tes	No
1	Schedule A	1	X	_
2	Is the organization required to complete Schedule 8, Schedule of Contributors (see instructions)?	2	X	-
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? // "res," complete Schedule C, Part (3		x
4	Section 501(c)(2) organizations. Did the organization engage in lobbying activities, or have a section 501(b) election in effect during the tax year? If "Yes," complete Schedule C, Part II			x
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(5) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-197 // 'ries,' complete Schedule C, Part //	5		x
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		x
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	,		x
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes.' complete Schedule D: Part Fil			х
9	Did the organization report an amount in Part X, line 21, for escritiv or custodial account liability: serve as a custodian for amounts not liabed in Part X, or provide credit counseling, dott management, credit repair, or dott negotiation services? If "Yes," complete Schedule D, Part IV.	,		x
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If "Yes," complete Schedule D, Part V.	10		x
11	If the organization's answer to any of the following questions is 'Yas', then complete Schedule D, Parts VI, VII, VII, IX, or X as applicable.			
1	Did the organization report an amount for land, buildings and equipment in Plant X, line 101 if 'Yes,' complete Schedule D, Plant VI.	11.0	x	
1	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 167 if "Yes," complete Schedule D, Part VII.	116		x
3	abid 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 167 if "Yes," complete Schedule D, Part VII.	11e		х
1	Did the organization report an amount for other assets in Part X, live 15 that is 5% or more of its total adsets reported in Part X, line 167 // "Yes," complete Schedule D, Part IX.	11 d		х
. 9	Did the organization report an amount for other liabilities in Part X, line 257 IF Yes, ' complete Schedule D, Part X	11e	1	Х
2	Did the organization's separate or consolidated financial statements for the tax year include a toohote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D. Part X	111		x
12	Did the organization obtain separate, independent audited financial statements for the fax year? If "Yes," complete Schedule D, Parts XI, and XI	12a		х
à	Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and If the organization answered 'No' to line. USa, then completing Schedule D, Parts XI and XII is optional.	128		х
13	Is the organization a school described in section 170(t)(1)(A)(ii)? // 'Yes,' complete Schedule E	18		Х
14	Did the organization maintain an office, employees, or agents outside of the United States?	148		х
1	Did the organization have appropriate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities suitcide the United States, or appropriate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV.	140		x
15	Did the organization report on Part IX, optumn (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? IF Yes,' complete Schedule P, Parts V and IV.	15		x
76	Did the organization report on Part IX, column (Z), Ine 3, more than 15,000 of apprecise grants or other assistance to or for toneign individuals? If 'Yes,' complete Schedule F, Parts IV and IV	16		x
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 11e7 IF "Yes," complete Schedule Q, Part I (see instructions).	17		x
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, times 1c and 8a? If "Yes," complete Schedule G. Part R.	18		х
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? if "Hes," complete Schedule G, Part IV.	19		x
28	aDid the organization operate one or more hospital facilities? If "Yes," complete Schedule H.	_		X
1	If 'Yes' to line 20a, did the organization attach a copy of its audiled financial statements to this return?	29.6	1.1.1	100

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Form 199 (2014) TRACK TOWN USA, INC. Part IV Checklist of Required Schedules (continued)	46-1562797		Page
Carrier Factorian of Gadanian Sectorian Troughout		Ye	5 N
21 Did the organization report more than \$5,000 of grants or other assistance to any dom domestic government on Part IX, column (A), line 17 If "Yes," complete Schedule I, Pa	estic organization or ets 1 and 8.		1
22 Did the organization report more than \$5,000 of grants or other assistance to or for do column (A), line 27 if Yes, complete Schedule C Parts I and IV.	mestic individuals on Part IX, 20		
23 Did the organization enswer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation o and former officers, directors, trustees, key employees, and highest compensated employees Schedule J.	7 // 'Yes,' complete	,	6
34.9 Did the organization have a tax-evented bond issue with an outstanding pinicipal amount of m the last day of the year, that was issued after December 31, 2002? If Yes, 'answer line complete Schedule K. If No, 'go to line 25a.	ton then \$100 000 as of		
& Did the organization invest any proceeds of tax exempt bonds beyond a temporary per	rod exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time of any tax-exempt bonds?	24		
d Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time of	Loring the year?	1	
25.a Section 581(c)(3), 581(c)(4), and 501(c)(29) organizations. Did the organization engage transaction with a dispullified person during the year? If 'Yes,' complete Schedule L, I	in an excess benefit 25		1
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified that the framaction has not been reported on any of the organization's prior forms 990 or 99 Schedule L, Part I	0-827 // Yes, 'complete		,
26 Oid the organization report any amount on Part X, Ina 5, 6, or 22 for receivables from or pay former officers, directors, trustees, key employees, highest compensated employees, i if "Yes", complete Schedule L, Part 8.	v distribution persons?		,
27 Did the organization provide a grant or other assistance to an officer, director, trustee, key en controllutor or employee thereof, a grant selection committee member, or to a 35% controlled of any of these persents? If Yes, "complete Schedule L, Part III."	erbity or family member		1
28 Was the organization a party to a business transaction with one of the following parties (see) instructions for applicable filing thresholds, conditions, and exceptions):	Schedule L. Part IV		
a A current or former officer, director, trustee, or key employee? If 'Yes,' complete Sche	dule L, Part IV		1
b A family member of a current or former officer, director, trustee, or key employee? If Yes," co Schedule L, Part IV.	replete 28		1
c An entity of which a current or former officiar, director, ituatee, or key employee (or a family in officiar, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule 1, Par	tember thereof) was an 28		1
29 Did the organization receive more than \$25,000 in non-cash contributions? // 'Yes,' co	ripiete Schedule M	-	
30 Did the organization receive contributions of art, historical treasures, or other similar a contributions? If 'Yes,' complete Schedule M.	seets, or qualified conservation 30	1	
B Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' or	Berline - Berlin		
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? Schedule N, Part N.			6
B Did the organization own 190% of an entity disregarded as separate from the organization un 301.7701 2 and 301,7701 3? If "Yes," complete Schedule R, Part I	der Regulations sactions 33	×	
94 Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Se and Part V, line 1.	medule R. Part II, III, or IV,	Г	1
35a Did the organization have a controlled entity within the meaning of section \$12(b)(13)?			
b If "Yes" to line 35a, did the organization receive any payment from or engage in any true entity within the meaning of section \$12(b)(13)? If "Yes," complete Schedule R, Part V.	insaction with a controlled Is		
36 Section 501(c)(2) organizations. Did the organization make any transfers to an exempt organization? If Yes,' complete Schedule R, Part V, ime 2	non-charitable related		x
17 Did the organization conduct more than 5% of its activities through an entity that is not a relative treated as a partnership for federal income tax purposes? If "Yes," complete Schedule	ed organization and thel is R, Part VT		X
38 Did the organization complete Schedule 0 and provide explanations in Schedule 0 for Part V Note. All Form 990 filers are required to complete Schedule 0.	, lines 11b and 19? 38		X
MA		- 98	6201

T054034. (\$10918

Part V Statements Regarding Other IRS Filings and Tax Compliance	46-15627	97	1	Piqt
Check if Schedule O contains a response or note to any line in this Part V				1
			Yes	1
1 a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable	1a 4	-		
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	- I want to be a second to be a seco	2		
c Did the organization comply with backup withholding rules for reportable payments to vendors and (gambling) winnings to prize winners?	reportable gaming	1e	x	r
2a Enter the number of employees reported on Form W-3. Transmittal of Wage and Tax State ments, filed for the calendar year ending with or within the year covered by this return.		100		
is it at least one is reported on line 2a, did the organization file all required faderal employms		23	х.	
Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see	instructions)			
3a Did the organization have unrelated business gross income of \$1,000 or more during the y	ea/?	3.		X
b IF Yes' has it Med a Form 000 T for this year? IF No' to line 3b, provide an exploration in Schedule 0		36	1	
4a At any time during the calendar year, did the organization have an interest in, or a signature or of financial account in a foreign country (such as a bank account, securities account, or other	her authority over, a financial account()?	4.		x
b If "Yes," enler the name of the foreign country: •	N 541 V 10	-	1	
See instructions for filing requirements for FinCEN Farm 114, Report of Foreign Bank and Financia				100
Sa Was the organization a party to a prohibited tax shelter transaction at any time during the t		5a		
b Did any taxable party notify the organization that it was or is a party to a prohibited tax she	ster transaction?	5b	1	
e If "Yes," to line 5e or 5b, did the organization file Form 8886-17		Sc	2	
6 a Does the organization have annual gross receipts that are normally greater than \$100,000, solicit any contributions that were not tax deductible as charitable contributions?	and did the organization	6.		1
b If 'Yes,' did the organization include with every solicitation an express statement that such contribute not tax deductible?	utions or gifts were	61		
7 Organizations that may receive deductible contributions under section 170(z).				
a Did the organization receive a payment in excess of \$75 made party as a contribution and services provided to the payor?	partly for goods and	7.0	x	P
bit "Yes," did the organization notify the donor of the value of the goods or services provided		78	X	
c Did the organization self, exchange, or otherwise dispose of tangible personal property for which it Form 8282?	was required to Me	74		x
d If 'Yes,' indicate the number of Forms 8282 filed during the year.	76			
. Did the organization receive any funds, directly or indirectly, to pay premiums on a persons		7.		X
f Did the organization, during the year, pay premisims, directly or indirectly, on a personal be	mefit contract?	71		X
g If the organization received a contribution of qualified intellectual property, did the organization file as required?	i Form 8899	79		
https://www.internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/internet.com/int	te organization file a	76		
8 Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintaine			-	
organization have excess business holdings at any time during the year?			_	-
9 Sponsoring organizations maintaining donor advised funds.		1.4		-
a Did the sponsoring organization make any taxable distributions under section 49667	and the second second	98	-	
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related pr 9 Section \$61(c)(7) organizations. Enter:	P16210	96	-	-
a Initiation fees and capital contributions included on Part VIII, line 12	110.0			
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	105	100		
1 Section 501(x12) organizations. Enter:	Line	100		
a Gross income from members or shareholders	111.0			
& Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)	100			
2 a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 950 in lieu		12.4	_	
b If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year	126	1000		
3 Section 58h(c)(29) qualified nonprofit health insurance issuers.		100		
a is the organization licensed to issue qualified health plans in more than one state?		18.4		
Note. See the instructions for additional information the organization must report on Sched	ule 0.	0.00	0.1	
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.	136			
e Enter the amount of reserves on hand	13c			
14a Did the organization receive any payments for indoor tanning services during the tax year?		34a		Х
bit 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in	Subadula /S	145		-

Part VIII Governance, Management, and Disclosure For each 'Yes' response a Tio' response to line 8a, 8b, or 10b below, describe the circumsta Schedule O. See instructions.	e to lines 2 through 7b b			
	inces, processes, or char	nges i	'n	
Check if Schedule O contains a response or note to any line in this Part VI	Contraction of the second s			. 0
Section A. Governing Body and Management				
	and a second		Yes	No
1 a Enter the number of voting members of the governing body at the end of the tax year 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.	14			
b Enter the number of voting members included in line 1a, above, who are independent	16 2			
2 Did any officer, director, busitee, or key employee have a family relationship or a business relatio officer, director, busitee, or key employee?		2		x
3 Did the organization delegate control over management duties customarily performed by or under of officers, directors, or trustees, or key employees to a management company or other p	r the direct supervision erson?	1		x
4 Did the organization make any significant changes to its governing documents			-	
since the prior Form 990 was filed?		4		X
5 Did the organization become aware during the year of a significant diversion of the organi		. 5		X
6 Elid the organization have members or slockholders?		6	-	X
7 a Did the organization have members, stockholders, or other persons who had the power to elect o members of the governing body?		74		x
b Are any governance decisions of the organization reserved to (or subject to approval by) is stockholders, or persons other than the governing body?	nembers.	76		x
8 Did the organization contemporaneously document the meetings held or written actions undertake the following:	en during the year by		17	-
a The governing body?		8.0	х	
b Each committee with authority to act on behalf of the governing body?		80	X	
9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who co organization's mailing address? If "Yes," provide the names and addresses in Schedule O.		9		x
Section B. Policies (This Section B requests information about policies not n	equired by the Internal R	event	H C	de
			Yes	N
10 a Did the organization have local chapters, branches, or affiliates?		10.a	-	- X
b If "Nex," did the organization have written policies and procedures governing the activities of such chapters, affiliate operations are consistent with the organization's exempt purposes?		105	5	
11 a Has the organization provided a complete copy of this Form 380 to all members of its governing body before filing I	De farm?	11.4	1	X
b Describe in Schedule O the process, if any, used by the organization to review this Form 5	990 SEE SCHEDULE O	0.000	1.50	
12a Did the organization have a written conflict of interest policy? // No,' go to line 13	O'Le Te Colla provi la constancia por	12.8	Х	
b Were officers, directors, or trustees, and key employees required to disclose annually interests to to conflicts?		126	х	
e Did the organization regularly and consistently monitor and enforce compliance with the policy? I Schedule O how this was done. SEE SCHEDULE 0.	V 'Hes,' describe in	120	х	
13 Cid the organization have a written whistleblower policy?		18		X
14 Did the organization have a written document retention and destruction policy?		14		Х
15 Did the process for determining compensation of the following persons include a review and appr gersons, comparability data, and contemporaneous substantiation of the deliberation and	raval by independent decision?		1	
a The organization's CEO, Executive Director, or top management official SEE SCHEDU	LE 0	15 a		
b Other officers or key employees of the organization		15b	X	
If 'Yes' to line 15a or 15b, describe the process in Schedule O (see instructions).			10.11	
16 a Did the organization invest in, contribute assets to, or participate in a joint venture or similazable entity during the year?		16 a		х
b if "Yes," did the organization follow a written policy or procedure requiring the organization to eve participation in joint wenture anrangements under applicable federal tax law, and take step organization's exempt status with respect to such amangements?	luate its is to safeguard the	165		
Section C. Disclosure				
17 List the states with which a copy of this Form 990 is required to be filed * OR	and the second second			
Section 6164 requires an organization to make its Forms 1623 (or 1624 if applicable), 990 for public respection, indicate how you made these available. Check all that apply. Own website Another's website Dupon request O	, and 990 T (Section 501(1)(3) Other (explain in Schedule C)	i enty)	avela	69
19 Describe in Schedule 0 whether (and if so, how) the organization made its povening documents, conflict of interes the public during the tax year. SEE SCIEEDULE 0 State the name, address, and telephone number of the person who possesses the organization's	d policy, and financial statements evalu	tie to		

Form 999 (2014) TRACK TOWN USA, INC.	46-1562797 Poge 7
Part VII Compensation of Officers, Directors, Trustees, Key Em Independent Contractors	ployees, Highest Compensated Employees, and
Check if Schedule O contains a response or note to any line in this PV	et VII
Section A. Officers, Directors, Trustees, Key Employees, and Hig	hest Compensated Employees
 Complete this table for all persons required to be listed. Report compensation for the organization's tax year. List all of the organization's current officers, directors, trustees (whether indirectors) 	
compensation. Enter Q- 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 summer 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, and 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 amployees; and former such persons.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee,

(A) Name and The	(0)	1 Date		100	10	14 mars	۰1.	(D) Reportative ampendation from	(D) Proportative compensation from	(F) Extracted
	1222222222	包含	DOD'A INCIDEN	Cillicor	Ney analogies	and and inclusion	wit.	No. 2100 Hoss		someenseliset Non-the expension and indepen- ingenizations
(D) GREG ERWIN DIRECTOR	0	x						Q.	ρ.	ð.
CHAIRMAN	0	x		x				o.	0.	0.
(% MICHAEL REILLY SEC/TREAS	40-			x				174,900.	0.	5,889.
PRESIDENT	40 0			x				335,000.	α.	σ.
ON SAM LAPRAY DIR OF PROJECT MGT	40-					x	1	115,196.	0.	15,845.
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BAA	TREAD	1.010	-	in a	-		-			Form 990 (2014)

DAD	(B)				ine:	in.		(0)	00		(F)
Name and the	hours per unsek (hel any	345	, 1218	16 D	etain	1.00	1.26	Reportation compensation from the organization	Insportation Internationalism I reliated arrangement	tern.	Estimated amount of other compensation
	385588 eg	April and a state	1	2noar	contestua for	Anti Indentia	Ollarda	on auges weld.	04-211086-640		for to approximation approximation approximation
g19							Π			-	
09			Π							-	-
<u>69</u>										-	
0.0										-	
CD											
(20)							T				
(21)											
(23)											
(23)											
24											
£9											
1 b Sub-total c Total from continuation sheets to Part VII, Section						***		625,096. 0.		0.	21,734
d Total (add lines 16 and 1c) 2 Total number of individuals (including but not limited						100	000	625,096. hore than \$100,000	of reportable	Q.	21,734 arton
from the organization * 3					-					-	Yes No
B Did the organization list any former officer, direct on line 1a1 if "Yes," complete Schedule J for such	or, or tru Hindheidu	stee. al	hey.	-	phay	ee, (a tri	ghest compensati	ed employee		з х
4 For any individual listed on line 1a, is the sum of the organization and related organizations greate such individual.	reportabl r Ithan \$1	50.00	10e 07	nad II 'Y	tion ins'	and comp	othie	r compensation f Schedule J for	mon		4 X
5 Did any person listed on line 1a receive or accrue for services rendered to the organization? If 'Yes.	compen	tutior to Sci	n fro	in i	72	unrei suc	ated 5 per	organization or i	ndvidual		5 X
Section B. Independent Contractors Complete this table for your five highest compens compensation from the organization. Report compense	ated inde	idens	bert.	200	0.00	12/4	EQ.	received more th	an \$100.000 -	d year	
(A) Name and business addr	ess						Τ	(B) Description of	(services	Co	(C) mpenaation
		_			_	_	1				
		_									
2 Total number of independent contractors (including to \$100,000 of		led to	to	ue fr	ulad	abos	40 W	ho received more	ten		
\$100,000 of compensation from the organization i BAA	- Yarran	ELAP				_					orm 998 (2014

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Part VIII Statement of Revenue

43

46-1562797

Page #

	Check if Schedule 0	contains a r	esponsé or note to an	y line in this Part V	10		angun anna 1
				(A) Total revenue	(8) Related or exempt function revenue	(C) Unvelated business revenue	(0) Revenue excluded from tax under sections 512-514
11	1 a Federated campaigns		1#				
Amounts Amounts	b Membership dues		16				1
1	e Fundraising events		16				
81	d Related organizations.		1d				
i l	e Government grants (scothulo	M)	1# 681,996.				10.000
Contributions, GITs, Grants and Other Seniar Amounts	 All other contributions, gifts, i similar amounts not included 		2,070,078				1 =====
51	g Nancash contributions includer In Total, Add Imors 1a-11	Lin man unit	*				
	H FIRMS POD INVESTIGATION		Business Code	2,752,074.			
Program Service Revenue	2* TRACK_& FIELD_	EVENTS	711210	1,967,977.	1,967,977.		-
8	c						
£	d						
S.	e		S				
8	# All other program serve						
6	g Total. Add lines 2a-25			1,967,977.			
	 Investment income (inc other similar amounts) Income from investment 	and a second	methodalaria a	14.978.			14,978.
	\$ Royalties		•				
	Sealest Street and	() Floar	E0 Personal				
	6 a Gross rents				1		
	b Less: rental expenses	1					
	e Rental income or (inco)	Sec. Contraction					1. Sec. 1. Sec. 1.
	d Nat rental income or (lo				-		
	7 a Gross amount from sales of	40 Securite	and the second se				1
	acorts other than inventory	650,0	00.	and the second se	and the second second		10000
	b Less cost in other basis and sales expensis	650.0	00.				
	c Gain or (loss). d Net gain or (loss)				and the second se		A Contraction of the local distance of the l
	8 a Gross income from fund	talsing ever	-		1		
Other Revenue	(not including , § of contributions reporte						
ê	See Part IV, fine 18				State State State		10000
ž.	b Less: direct expenses .						1
8	e Net income or (loss) fro	vn fundraisie	ng events				
	9 a Gross income from gam See Part IV, line 19	ing activitie					
	b Less: direct expenses .		the second se				-
	e Net income or (Inst) fro	in gaming a	c5v8i45*				-
	10. Gross sales of inventor and allowances		A				
	b Less: cost of goods sol						
	e Net income or (loss) fro		and a second				
	Mauniarmian Provin		Business Colle				-
	DTHER_UNCOME		711210	184.	184.		
	d All other revenue		-				
	e Total. Add lines 11a-11			184.			
	12 Total revenue. See inst			4,735,213	1,968,161.	0	14,978.

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Form 990 (2014) TRACK TOWN USA, INC. Part IX: Statement of Functional Expenses Section 501((0)) and 501((0)) organizations must complete all columns. All other org

Check / Schedule O contains a re				the second se
Do not include amounts reported on lines 60, 70, 80, 90, and 10b of Part VII.	Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21 				
2 Grants and other assistance to domestic individuals. See Part IV, line 22.				
3 Grants and other assistance to foreign organizations, foreign governments, and for- eign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
g Compensation of current officers, directors, trustees, and key employees	515,789.	464,210.	51,579.	0.
 Compensation not included above, to discualified persons (as defined under section 4958(7)(1)) and persons described in section 4958(c)(3)(8) 	0.	0.	0.	0
7 Other salaries and wages	742,131.	742,131.		
 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) 				
9 Other employee benefits	96,823.	96,298.	525.	
10 Payrol taxes	111,398.	106,838.	4,560.	
11 Pees for services (non-employees):				
a Management				
b Legal				
e Accounting	39,903.		39,903.	
d Lobbying				
e Professional fundrativing services. See Plant III, fine 17				
£ Investment management fees				
g Other. (If line 11g and aucests 10% of line 25, column (A) amount, fact line 11g expenses on Schedule 03				
12 Advertising and promotion	279,734.	279,734.		
13 Office expenses	32,704.	29,434.	3,270.	
14 Information technology				
15 Royatties	22.275		200	
16 Occupancy	27,060.	26,310.	750.	
17 Travel	33,494.	33,494.		
 Payments of travel or entertainment expenses for any federal, state, or local public officials. 				
19 Conferences, convertions, and meetings	2,494;	2,245,	249.	
20 Interest		2003057	11	
21 Payments to attitutes				
22 Depreciation, depietion, and amortization	5,369.		5,369.	
23 Insurance 24 Other expenses, Itemize expenses not	7,829.		7,829.	
24 Other expenses, temize expenses not covered above (List miscellaneous expenses in time 24e if time 24e amount exceeds 10% of time 25, column (A) amount, tist time 24e expenses on Schedule O.)				
* TRACK_AND_FIELD_EVENTS	3.948.986.	3,948,986.	1	
b YOUTH & COMMUNITY ACTIVITIES	22,113.	22,113.		
* TELEPHONE	11.737.	10.0000	11,737.	
"MEALS_& ENTERTAINMENT	9.344.	9.344.		
All other expenses	25,850.	15,958.	9,892.	
25 Tatal functional expenses. Add Intel 1 through 34s	5,912,758.	5,777,095.	135,663.	0.
26 Joint costs. Complete this line only if the organization reported in column (8) joint cests from a combined educational campaign and fundratising solicitation. Check here •				

Forre 990 (2014) TRACK TOWN USA, INC.

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 6.00		5.5	2	2.5	
• • •				* 3	

Page 11

Part X **Balance Sheet** Check if Schedule O contains a response or note to any line in this Part X. End of year 640 Beginning of year Cash = non-interest-bearing ٦. 61, 1881 501, 537 2 Savings and temporary cash investments 2 725,683 1,050,079 * Pledges and grants receivable, net 3 Accounts receivable, net é 4 5 Loans and other receivables from current and former officers, directors, huddees, key employees, and highest compensated employees. Complete Part II of Schedule C 5 E Loans and other receivables from other disqualified persons (as defined under sector. 4958(1)(1), persons described in section 4958(c)(2)(5), and contributing employers and sponsoring organizations of section 501(c)(5) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L 6 $\overline{2}$ Notes and loans receivable, net 7 Lusets Inventories for sale or use ٠ 8 9 Prepaid expenses and deferred charges 4,707 5 2,000. 18a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D 10 a 35, 165b Less: accumulated depreciation 10.6 7,219 10 c 16,651 27,946. 11 Investments – publicly traded securities. 303,956 11 357,283. 12 Investments - other securities. See Part IV, line 11. 12 18 Investments - program-related. See Part IV, line 11 13 14 intangible assets. 14 15 Other assets. See Part IV, line 11 15 16 Total assets. Add lines 1 through 15 (must equal line 34). 3,112,185 16 1,938,845 Accounts payable and accrued expenses 17 17 3,080 556 18 Grants payable 18 Deferred revenue 19 19 Tax-exempt borid tabilities 20 26 21 Escrow or custodial account liability. Complete Part IV of Schedule D..... 21 Liabelline 22Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L 22 Secured mortgages and notes payable to unrelated third parties 23 23 Unsecured notes and loans payable to unvelated third parties. 24 24 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D. 25 25 Total Rabilities. Add lines 17 through 25. 26 26 3,080 13,556Organizations that follow SFAS 117 (ASC 958), check here * X and complete Balances lines 27 through 29, and lines 38 and 34. Linveshicted net assets 27 3,109,105 27 1,925,289. Temporarily restricted net assets 28 28 29 Permanently restricted net assets. 29 or Fund Organizations that do not follow SFAS 117 (ASC 958), check here * and complete lines 30 through 34. 30 Capital stock or trust principal, or current funds 30 Assets 31 Paid-in or capital surplus, or land, building, or equipment fund. 11 30 Retained earnings, endowment, accumulated income, or other funds 32 ž 38 Total net assets or fund balances 33 3,109,105. 1,925,289. Total liabilities and net assets/fund balances 34 ы 3,112,185 1,938,845

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Form 990 (2014)

	999 (2014) TRACK TOWN USA, INC. 46	-156279	17	Page 1
Paj	rt XI Reconciliation of Net Assets			
_	Dheck if Schedule D contains a response or note to any line in this Part XI.			·····
1	Total revenue (must equal Part VIII, column (A), line 12)		4,73	5,213.
2	Total expenses (must equal Part IX, column (4), line 25)		5,91	2,758.
8	Revenue less expenses. Subfract line 2 from line 1		-1.17	7.545.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))		3,10	9,105.
5	Net unrealized gains (losses) on investments	5	-	6,271.
6	Donated services and use of facilities	6		
7	investment expenses	7		
	Prior period adjustments	8		12
э.	Other changes in net assets or fund balances (explain in Schedule 0)			0.
0	Not assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (80)	10	1,92	5,289.
a	rt XII Financial Statements and Reporting			
	Check If Schedule O contains a response or note to any line in this Part X0			
1	Accounting method used to prepare the Form 990: X Cash Account Control Control II the organization changed its method of accounting from a prior year or checked "Other," explain			ies No
	in Schedule D.			-
21	Wire the organization's financial statements complied or reviewed by an independent accountant?		2.8	- X -
	If "Yes," theory a box below to indicate whether the financial statements for the year were compiled or review			
	separate basis, consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis	eed on a		
1	segarate basis, consolidated basis, or both:	Hed on a	26	x
	Separate basis, consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis		26	x
	Separate basis, consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:	rate a	26	x
	separate basis, consolidated basis, or both: Separate basis Consolidated basis Consolidated basis Both consolidated and separate basis Were the organization's financial statements audited by an independent accountant? Tyes, check a box below to indicate whether the financial statements for the year were audited on a sepa bists, consolidated basis, or both: Separate basis Consolidated basis Tyes' to line 2s or 2b, does the organization have a committee that assumes responsibility for oversight of the audited verse, or compliation of its financial statements and selection of an independent accountant? The organization changed either its oversight process or selection process during the tax year, explain in Schedule O.	rate a		x
	separate basis, consolidated basis, or both: Separate basis Consolidated basis Consolidated basis Both consolidated and separate basis Were the organization's financial statements audited by an independent accountant? TYes,' check a box below to indicate whether the financial statements for the year were audited on a sepa bists, consolidated basis, or both: Separate basis Consolidated basis Consolidated basis Consolidated basis Separate basis Consolidated basis Consolidated basis TYes,' to line 2s or 2b, does the organization have a committee that assumes responsibility for oversight of the aud review, or compliation of its financial statements and selection of an independent accountant? If the organization thanged either its oversight process or selection process during the tax year, explain	nate R.		x

SCHEDULE A		rity Status and F		- 0.1		2014
(Form 990 or 990-EZ)		(a)(1) nonexempt charit	able true	n,	or a section	2014
Organization of the Dessury	 Information about Sci 	tach to Form 999 or For hedule A (Form 999 or 5 at www.ins.gov/form9	99-EZ) #	· · · ·	structions is	Open to Public Inspection
Name of the organization	2011				Employer Landhu	for name
TRACK TOWN USA, 1	the state of the second s				46-156279	
	ublic Charity Status (All wate foundation because 6 is:					tions.
and the second se	on of churches, or association of					
and the second se	d in section 1790b(C1)(A)(G. (A					
	operative hospital service orga	mization described in se	iction 17	0(6)(1)(0)	.000	
4 A medical research	in organization operated in cor	junction with a hospital	describe	d in sec	tion 170(b)(1)(A)(ii) E	nfer the hospital's
name, city, and s	the set of the					
	erated for the benefit of a college (Complete Part II.)	or university owned or or	perated b	it a gove	mmental unit described (1 section
COLUMN COLUMN TO A COLUMN	a local government or government	rental unit described in	section '	70(5)(1)	64003	
	it normally receives a substantial 130A3040, (Complete Part II.)	part of its support from a	governm	ental un	t or from the general pub	Arc described
	Adescribed in section 1790x1	XAXNO, (Complete Fart	1.3			
An organization the trom activities telat investment income	et normally receives! (1) more that ted to its exempt functions - subter and unvelated businets taxal	in 33-1/3% of its support act to certain exceptions, ble income (tess section	from cont and (Z) t	to more i	hun 33-1/3% of its suppl	and from gross
	re section \$89(a)(2). (Complete regarized and operated exclusion		Ander Dave	eaction	599/10/0	
Contraction of the second s	rganized and operated exclusi-					if the purposes of un-
times 11a through	upported organizations describ 11d that describes the type of	ed in section 509(4)(1) supporting organization	or section	n 509(x	(2). See section 50%(a) res 11e, 11f, and 11g.	(3). Check the box in
ind organization(3) the	g organization operated, supervol power to regularly appoint or die Sections A and B.					
Ind management of the	ling organization supervised or supporting organization vested art IV, Sections A and C.	controlled in connection in the same persons that	s with its control or	support	ed organization(s), by the supported organization	having control or on(c). Yee
« Type III functionally	vintegrated. A subporting organiz	stion operated in connects	ny with, a	nd lunch	onally integrated with, its	Neported
d Type III non-function	ee instructions). You must con anally integrated. A supporting o	rganization operated in co	innection	with its o	upported organization(s)	that is not
instructions). You	uted. The organization general must complete Part IV, Section	ins A and D, and Part V	paran neg	unimen	and an attentiveness	undrivation of the
* Check this beauit	the organization received a wri	tion determination from	the IRS	Put is a	Type I, Type II, Type I	If functionally
Finite the cumber of	e III non-functionally integrate supported organizations	d supporting organizatio	n,			
	information about the support					and the second
El Name of support	portinal 09.02M	80 Type of organization Described on Tres 1-b		s the for intel	bit Amount of monitory suggesti (see individuations)	.040 Adducti of your- support time introductional
		about to IRC analost (ann instructions))	of pinks a	tani?		
			Yes	No		
			1.00			
(A)						
100						
80			-			
(0)						
(D)						
(E)						-
	1. Contraction 1. Con	the second second	-	1		
Total						

4.1

Complete only if you checked to organization fails to qualify u	the box on line 5.	7, or 8 of Part or	if the organization	failed to qualify un	ver Part III.	1)(A)() TPe	9
Section A. Public Support		11000					
Calendar year (or fiscal year beginning in) +	640 2010	(h) 2011	(c) 2012	(e) 2013	40.201	4	(1) Total
1 Sifts, grants, controlutions, and membership frees reserved. (Or not include any involution grants.)							
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalt.							
 The value of services or facilities furnished by a governmental unit to the organization without charge 							
4 Total. Add lines 1 through 3							
5 The portion of total contributions by each person (other than a governmental unit or publicity supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, polarm (1).							
6 Public support. Subtract line 5 from line 4			1			-	
Section B. Total Support							
Calendar year (or fiscal year seginning in) *	60 2010	(6) 2011	(c) 2012	(4) 2013	(40.201	4	(f) Total
7 Arounts from line 4						-	
B Gross income from interest, dwidends, payments received on securities loans, rents, royatties and income from similar sources.							
9 Net income from unvelated business activities, whether or not the business is regularly carried on							
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VL).							
11 Total support. Add lines 7 through 10		and and a second					
12 Gross receipts from related activit	ties, etc (see ins	dructions)			********	12	
13 First five years. If the Form 990 is % organization, check this box and r	or the organization slop here	n's first, second, it	ing, fourth, or 17th	tax year as a secto	on 9010003)		• [
Section C. Computation of Pub	the second se					1.2.5	
14 Public support percentage for 201	4 (line 6, colum	n 🔅 divided by it				14	
15 Public support percentage from 2	013 Schedule A	Part II, line 14.		A.L		15	%
16 a 33-1/3% support test - 2014. If the and stop here. The organization of	te organization publifies as a put	did not check the blicly supported a	bax on line 13, a eganization	nd the line 14 is :	13-1/3% or 1	nore, ch	ech Pris bog
b 33-1/3% support test - 2013. If @ and stop here. The organization	e organization o qualifies as a pu	tid not check a bo blicly supported of	ox on line 13 or 10 organization	6a, and line 15 is	33-1/3% or	mane, ct	work this box
17a 10%-facts-and-circumstances ten or more, and if the organization in the organization meets the facts-	neets the facts-	and-circumstance	n' test, check this	box and stop he	ne. Explain i	n Part V	Y how
b 10%-facts and circumstances fee or more, and if the organization in organization meets the facts and	needs the 'facts'	and-circumstance	it' test, check this	box and stop he	ee, Explain i	n Part V	I how the
18 Private foundation. If the organiz	ation did not che	nck a box on time	13, 16a. 16b, 17a	, or 17b, check th	is box and s	ier instr	uctors. +

Schedule & (Form 1990 or 1990-EZ) 2014

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Schedule A (Form 990 or 990-62) 2014 TRACK TOWN USA, INC.

Schedule & (Form 990 or 990-EZ) 2014 TRACK TOWN USA, INC.

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Page 3

Part III Support Schedule for Organizations Described in Section 509(a)(2) (Complete any if you decked the tox on line 9 of Part I or if the organization talled to qualify under Part II. If the organization talls to qualify under the tests listed below, please complete Part II.) A 10 1 1 1

Section A, Public Support Identar pear (or fiscal yr beginning in) *	00/2010	050 2011	\$r9 2012	049 2013	649 2014	(f) Total
1 Gifts, grants, contributions	(AP 2010	00.0011	400.0012	(by eved	(eg an re	00.000
and membership fees received, (Do not include						
2 Gross receipts from admis-				1,759,856.	2,752,074.	4,511,930
sions, merchandise sold or	_					
services performed, or facilities furnished in any activity that is						
related to the organization's	_					
Bax-exempt purpose. 3 Gross receipts from activities				4,319.	1,967,977.	1,970,296
that are not an unrelated trade or business under section 513.						0
4 Tax revenues levied for the organization's benefit and						
either paid to or expended an its behalf.		_				0
The value of services or facilities furnished by a						1
governmental unit to the						1.14
organization without charge				1. 222. 125	4 355 643	0
6 Total. Add lines 1 through 5 7 a Amounts included on lines 1.	0.	0,	0.	1, /02, 1/3,	4,720,051.	6,482,226
2, and 3 received from disgual/fed persons.	σ.	0.	0.		1.577,743.	* *** ***
b Amounts included on lines 2	P.1	¥.		9.	41911114L	1,577,743
and 3 received from other than disgual/fied persons that exceed the greater of \$5,000 or						
1% of the amount on line 13 for the year.	0.	0.	0.	0.	0.	0
c Add lines 7a and 7b.	0.	0.	0.	0.	1,577,743.	1,577,743
8 Public support (Subtract line		1000				1.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2
7c from line 6.)					100 C	4,904,483
ection B. Total Support	40.2010	00.2011	Ark 901 5	0/0 2013	(e) 2014	(0) Total
alendar year (or focal yr beginning in) * § Amounts from line 6	00,2010	and the second se	649.2012	Contractory and and and an other states of the state of the	4,720,051.	sectors in the last sector in the sector is a sector of the sector of the sector is a sector of the sector
9 Amounts from line 6 10 a Gross income hum interest, dividends,	Q.	0.		1,762,175.	9,720,051.	6,482,226
payments received on securities laans, rants, resulties and income from				11.010		
b Unvelated business taxable				11,633.	14,978.	26,611
income (less section 511 taxes) from dusinesses						
acquired after June 30, 1975						0
e Add lines 10e and 10s	0.	Ó.,	0,	11,633.	14,978.	26,611
 Net ecore from amelaled butiness actualies not included in line 10t; 						
whether or not the business is						0
12 Other income. Do not include						
gain or loss from the sale of capital assets (Explain in					11 23.1	
Capital assists (Explant in Part VI.) SEE PART VI					184.	184
13 Total support. (Add lines 9, 10c, 11 and 12.)	0.	0	0.	1.773.808	4,735,213.	6,509,021
14 First five years. If the Form 990 in	for the organization	tion's first, second	d. third, fourth, a	or fifth tax year as	a section 501 (c)(
	stop here					* 2
organization, check this box and a		5 C C C C C C C C C C C C C C C C C C C			1.001	
ection C. Computation of Pub			- VA			
ection C. Computation of Pub 15 Public support percentage for 201	4 (line 8, column	(?) divided by line				
ection C. Computation of Pub lection C. Computation of Pub 15 Public support percentage for 201 16 Public support percentage from 2	4 (line 8, column 013 Schedule A, I	(f) divided by line Part III, line 15				1
ection C. Computation of Pub Public support percentage for 201 Public support percentage for 201 Public support percentage from 2 Section D, Computation of Inve	4 (ine 8, column 013 Schedule A, rstment Incom	(f) divided by line Part III, line 15 we Percentage			36	
ection C. Computation of Public Public support percentage for 201 Public support percentage from 2 ection D. Computation of Inve 17 Investment income percentage for	4 (line 8, column 013 Schedule A, rstment Incom r 2014 (line 10c.)	(f) divided by inv Part II, line 15 we Percentage column (f) divided	by line 13, colu	mn (t))	16	
erganization, check this box and election C. Computation of Public Public support percentage for 201 Rection D. Computation of Investment income percentage for Its Investment income percentage for Its Investment income percentage for Its Investment income percentage for Its 33-1075 support tests = 2014. If	4 (line 8, column 013 Schedule A, sstment Incom r 2014 (line 10c, on 2013 Schedul the organization	(f) divided by line Part III, line 15 we Percentage column (f) divided e A, Part III, line tid not check the	t by time 13, colu 17 box on time 14, c	mn (f)) and line 15 is mor	16 17 18 s than 33-10%, a	nd line 17
organization, check this box and election C. Computation of Public Public support percentage for 201 Rection D. Computation of Investment income percentage for Investment income percentage for Is investment income percentage for Is not more than 33-1/3%, check if is not more than 33-1/3%, check if	4 (line 8, column 013 Schedule A, stment Incom r 2014 (line 10c, on 2013 Schedul the organization this too and stop	(f) divided by line Part III, line 15 we Percentage column (f) divided e A, Part III, line bid not check the here. The organi	t by line 13, colu 17 box on line 14, a zation qualifies	mm (5) and line 15 is mor as a publicly succ	16 17 58 s than 33-3/37%, a orted organization	Galerine Part
ection C. Computation of Public Public support percentage for 201 Public support percentage from 2 ection D. Computation of Inve 17 Investment income percentage for 18 Investment income percentage for 19 33-1/35 support tests = 2014, if	4 (line 8, column 013 Schedule A, stment Incom r 2014 (line 10c, on 2013 Schedul the organization this box and stop the organization ((f) divided by line Part III, line 15 we Percentage column (f) divided e A, Part III, line bid not check the here. The organi bid not check a bo	t by line 13, colu 17 box on line 14, r cation qualifies ox on line 14 or i	mm (5) and line 15 is mor as a publicly supp line 19a, and line	16 17 18 s than 33-3.0%, a orted organization 16 is more than 3	1-10%, and

Schedule A	(Form 990 or 990-EZ) 2014	TRACK	TOWN	USA,	INC.
Part IV	Supporting Organiz	ations	1.1.1.1.1.1	1	10.00

	(Complete only if you checked a box on line 11 of Part I. If you checked 11a of Part I, comp A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Pa Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete	rt I, coi	mplete
Sec	tion A. All Supporting Organizations		
-		1	Tes No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? If No," describe in Part V how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain	1	
2	Did the organization have any supported organization that does not have an IPS determination of status under section. 509(a)(1) or (2)? If 'Yes,' explain in Part VI how the organization determined that the supported organization was described in section 509(a)(1) or (2)	2	
8	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? 3' Yes,' answer (b) and (c) below.	34	
9	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If "Yes," describe in Part VI when and how the organization made the determination.	34	
3	Did the organization ensure that all support to such organizations was used exclusively for section 170(d/d)(B) purposes? // "Yes," explain in Part W what controls the organization put in place to ensure such use	R	_
4	Was any supported organization not organized in the United States (Tureign supported organization')? // 'Yes' and if you checked 11a or 11b in Part I, answer (b) and (c) below.	4.	
2	Did the organization have utimate control and discretion in deciding whether to make grants to the foreign supported organization? If 'Yes,' describe in Part W how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.	45	
2	Did the organization support any foreign supported organization that does not have an IPG determination under sectors 501(c)(d) and 509(a)(1) or (2)? If "Yes," explain in Part VI what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(d)(d) purposes.	40	
5.	Did the organization add, substitute, or remove any supported organizations during the tax year? If "Yes," answer (b) and (c) below (if applicable). Also, provide detail in Part VI , including (i) the names and EIN numbers of the supported organizations added, substituted, or removed, (ii) the reasons for each such action, (iii) the authority under the organization's organizing document authoriting such action, and (iv) how the action was accomplished (such as by amendment to the organizing document).	50	
1	Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	50	
1	Substitutions only. Was the substitution the result of an event beyond the organization's control?	5e	
*	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to enjore other than (a) its supported organizations; (b) individuals that are part of the charitable class temefited by one or more of its supported organizations, or (c) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If "Yes," provide detail in Pert V	6	
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in IRC 49580)(20(0), a family member of a substantial contributor, or a 35 percent controlled entity with regard to a substantial contributor? If "ries," complete Part / of Schedule L (Form 990)	7	
	Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 71 // "Yes," complete Part I of Schedule 1 (Form 990)		
9.	Was the organization controlled directly or indirectly at any time during the tax year by one or more dispublified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(s)(1) or (2))? // "Yes," provide data/ in Pert VI	94	
3	Cid one or more disqualified persons (as defined in line \$0x)) hold a centrolling interest in any entity in which the supporting organization had an interest? IF "Yes," provide detail in Part VI	90	
1	Did a dispusitied person (as defined in line 5(a)) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? // 'Yes,' provide detail in Plat VI.	94	
10	Was the organization subject to the excess business holdings rules of SRC 4943 because of SRC 4943(5 (regarding contain Type II supporting organizations)? If Yes, ' answer (b) below.	10a	
jà	Did the organization, have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)	105	

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Schedule A (Form 390 or 990-E2) 2014

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Schedule A (Form 9	90 or 990 EZ	2014	TRACK TO	OWN:	05A.	INC.

Part IV Supporting Organizations (continued)			
		Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		1	
A person who directly or indirectly controls, either aliane or together with persons described in (b) and (c) be governing body of a supported organization?	ros, Per 11a		
b A family member of a person described in (a) above?.	112	2	1
c A 35% controlled entity of a person described in (a) or (b) above? If 'Yes' to a, b, or c, provide detail	d in Part W 11c		

Section B. Type I Supporting Organizations Did the directors, fustees, or membership of one or more supported organization's have the power to rejularly appoint, or elect at least a majority of the organization's directors or trustees at all times during the tax year? if 'No,' describe in Part VI how the supported organization(ii) effectively operated, supervised, or controlled the organization's activates. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictors, if any,

applied to such powers during the tax year.
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization(s) that operated, supervised, or controlled the supported organization(s) that operated, supervised, or controlled the supporting organization

Section C. Type II Supporting Organizations

١.	Were a majority of the organization's directors or husbess during the tax year also a majority of the directors or husbess
	of each of the organization's supported organization(s)? If 'No,' describe in Part M how control or management of the
	supporting organization was vested in the same persons that controlled or managed the supported organization(s)

Section D. All Type III Supporting Organizations

		-	Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year. (1) a written notice describing the type and amount of support provided during the prior tax year, (2) a copy of the Form 990 that was most recently fied as of the date of notification, and (3) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	1		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If No, ' explain in Part W how the organization maintained a close and continuous working relationship with the supported organization(s).	2		
3	By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's income or assets at all sines during the tax year? If 'Yes,' describe in Part VI the role the organization's supported organizations played in this regard.	1		

Section E. Type III Functionally-Integrated Supporting Organizations

- Check the bak next to the method that the organization used to satisfy the integral Part Test during the year (see instructions):
- The organization satisfied the Activities Test. Complete Ree 2 below.
- The organization is the parent of each of its supported organizations. Complete Are 3 below.
- e The organization supported a governmental entity. Describe in Plant VI how you supported a government entity (see instructions).

2 Activities Test, Answer (a) and (b) below.

		-
Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in Pert VI identify these supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to these supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	28	
b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been organization's involvement, one or more of the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.	210	
3 Parent of Supported Organizations. Answer (a) and (b) below.		1
Did the organization have the power to regularly appoint or elect a majority of the officiens, directors, or trustees of each of the supported organizations? Provide details in Part W.	34	
b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If 'Yes,' describe in Part W the role played by the organization in this repard.	35	

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Yes No

Yes

Yes No.

No

1

2

1

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Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

Creck here if the organization satisfied the integral Part Test as a qualitying trust on November 20, 1970. See instructions. All
other Type III non-functionally integrated supporting organizations must complete Sections & through E.

Section A – Adjusted Net Income		(A) Price Year	(8) Current Year (optional)
1 Net short-term capital gain	1		
2 Recoveries of prior-year distributions.	2		
3 Other gross income (see instructions)	1		
4 Add lines 1 through 3.	4		
5 Depreciation and depletion	5		
6 Portion of operating expenses paid or incurred for production or oblication of gross income or for management, conservation, or maintenance of property held for production of income (see instructions).	6		
7 Other expenses (see instructions)	7		
8 Adjanted Net Income (subtract lines 5, 6 and 7 from line 4)	8		
Section B – Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
Aggregate tair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):	1		
a Average monthly value of securities.	18		
B Average monthly cash balances	16		
c Fair market value of other non-exempt-use assets	- 3¢		
d Total (add lines 1a, 1b, and 1c)	14		
 Discount claimed for blockage or other factors (explain in detail in Part VI); 			
2 Acquisition indebtedness applicable to non-exempt-use assets.	2		
8 Subtract line 2 from line 1d	3		
4 Cash deemed held for exempt use. Enter 1-10% of line 3 (for greater amount, see instructions).	4		
 Net value of non-exempt use assets (subtract line 4 from line 3) 	5		
6 Multiply line 5 by 235	6		
7 Recoveries of prior year distributions.	7		
Minimum Asset Amount (add line 7 to line 6)			
Section C – Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, Column A)	.1		
2 Enter 85% of line 1	2		
3 Minimum asset amount for prior year (from Section B, line 8, Column A)	1		
4 Enter greater of line 2 or line 3	4		
5 Income tax imposed in prior year	5		
6 Distributable Amount. Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).			
7 Check here if the current year is the organization's first as a non-functionally-inte	trafero.	Type III supporting on	unization

7 Deck here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).

BAA

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Schedule & (Form 990 or 990/EZ) 2014

Part V Type III Non-Functionally Integrated 509(a)(3) Su	pporting Organiza	itions (continued)	
Section D – Distributions			Current Year
1 Amounts paid to supported organizations to accomplish exempt put	rposes.	International Contents	
 Amounts paid to perform activity that directly furthers events purposes o in excess of income from activity. 	of supported organization	h	
3 Administrative expenses paid to accomplish exempt purposes of su	pported organizations		
4 Amounts paid to acquire exempt-use asserts		and the second sec	
\$ Qualified set-aside amounts (prior PIS approval required).	and a second second second	Conterno contractorio de la	
6 Other distributions (describe in Part VI). See instructions			
7 Total annual distributions. Add lines 1 through 6		0.1-1	
B Distributions to attentive supported organizations to which the organization in Part VD. See instructions.	on is responsive (provide	details	
9 Distributable amount for 2014 from Section C, line 6		ana reconcernation and	
18 Line 8 amount divided by Line 9 amount		entite new Continues	
Section E – Distribution Allocations (see instructions)	00 Excess Distributions	60 Underdistributions Pre-2014	(4) Distributable Amount for 2014
1 Distributable amount for 2014 from Section C, line 6			
2 Linderdistributions, if any, for years prior to 2014 (reasonable cause required – see instructions).			
3 Excess distributions carryover, if any, to 2014;			and the second sec
		(C.S	-
b			
d fa y/s -			
e From 2013		Care and the second second	
f Total of lines 3a through e	1		
g Applied to underdistributions of prior years			
h Applied to 2014 distributable amount.		the second second	
I Carryover from 2009 not applied (see instructions)		Contraction of the local distance of the	
Remainder, Subtract lines 3g, 3h, and 3i trone 3f.			
4 Distributions for 2014 from Section D, time 7: \$			
a Applied to underdistributions of prior years			
Applied to 2014 distributable amount		Carrow Manager San San	
e Remainder. Subtract lines 4a and 4b from 4		And and and a second	
5 Remaining underdistributions for years prior to 2014, if any Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions).			
 Remaining underdistributions for 2014. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions). 			
7 Excess distributions carryover to 2015. Add lines 3 and 4c			
8 Breakdown of line 7			
5			
6			
d Excess from 2013	10 million (1997)		
e Excets from 2014			

BAA

Schedule & (Form 990 ex 990 6Z) 2014

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......

Part VI Supplemental Informatio and Part III, line 12. Also	on, Pri comp	TOWN Up ovide the lete this p			quir	ed by Part al informat	II, Iin ion, (56279 t II, lin uction		Page I 17b;
NATURE AND SOURCE	2	014	_	2013		2012	_	2011	_	2010	
TOTAL	-	184.	8	<u>ð.</u>	8	0.	E		<u> </u>	_	0.

Schedule B (Form 990, 990-EZ, or 990-PE)

Department of the Trapeury Internet Revenue Service

FUBLIC DISCLOSURE COPY

048 Pts. 1545 0547

2014

Schedule of Contributors

Attach to Form 990, Form 990-EZ, or Form 990-PF

Information about Schedule & (Form 990, 990-EZ, 990-PF) and its indiractions is at www.ins.gou/Formi0900

 Nerve of the sequence in
 Construer resetting to exceeded on ex

Check if your organization is devered by the General Rule or a Special Rule

Note. Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

X For an organization timp Form 990, 990 EZ, or 990 PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributors.

Special Rules

For an organization described in section 501(c)(3) tiling Form 990 or 990-E2 that met the 33-1/3% support test of the regulations under sections 509(c)(1) and 170(b)(1)(R)(v), that checked Schedule A (Form 990 or 990-E2). Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributors of the greater of (1) \$5,000 or (2) 7% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-E2, line 1, Complete Parts I and II.

For an organization described in section 501(c)(7), (8), or (10) filing Farm 990 or 990-E2 that received from any one curtinbutor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of crueity to children or animals. Complete Parts I, II, and II.

For an organization described in section 501(c)(7), (8), or (10) Ming Form 990 or 990-E2 that received from any one contributor, during the year, contributions, exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the General Rule applies to this organization because it received non-exclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year.

Caution: An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990.990.82, or 990-PP), but it exast answer Teo' on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-E2 or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990-82, or 990-PF).

BAA. For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990EZ, Schedule B (Form 990, 990-EZ, or 990-PF) (2014) or 990-PF.

Rame of sey	B (Finiti 200, 200 C2, 07 200 FT) (2014) mindus	Employ	1 of 2 of Pa		
TRACK TOWN USA, INC.			46-1562797		
Part I	Contributors (see instructions). Use duplicate copies of Part I if additional space is need	fed.			
(a) Number	(b) Name, address, and ZIP = 4	(c) Total centributions	Type of contribution		
1	······································	. 1.577.743.	Person X Payvoll Noncash (Complete Part II for noncash contributions.)		
(X) Number	(b) Name, address, and ZIP + 4	(K) Total contributions	(if) Type of contribution		
2	***************************************	30,000.	Person X Payroll Noncash (Complete Part E for monoash contributions.)		
(A) Number	(b) Name, address, and ZIP + 4	(c) Total ontributions	Type of contribution		
2	· · · · · · · · · · · · · · · · · · ·	50,000	Person Payrol Noncash Comprete Part 8 for noncash contributions.)		
(4) Number	(b) Name, address, and ZIP + 4	(c) Total ontributions	Type of contribution		
J	· · · · · · · · · · · · · · · · · · ·	7.509.	Person X Payroll Noncash (Complete Part II for nonclash contributions.)		
(a) Number	(b) Name, address, and ZIP + 4	(c) Total entributions	(d) Type of contribution		
5	s	129_099.	Person (X) Payroll () Noncash () (Complete Part II for noncash contributions.)		
(a) Number	(b) Maroe, address, and ZIP + 4	(c) Total setributions	(d) Type of contribution		
6	***************************************		Person X Payroli Noncash (Complete Part II for noncash contributions.)		

1.10

Schedule 8 (Form 590, 590-EZ, or 590-PH) (2014)

TEE,461021. (ERTTY)4.

Schedule B (Form 990, 990-82, or 990-PF) (2014)	Page 2 of 2 of Part1
there if inparipation	Englager identification number
TRACK TOWN USA, INC.	46-1562797

Part I Contributors (see instructions). Use duplicate copies of Part I # additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(i0) Type of contribution
2		8463,210.	Person II Payroll II Noncash II (Complete Part II for noncash contributions.)
(4) Mumber	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
		\$	Person Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and Z3P + 4	(K) Total contributions	(d) Type of contribution
		a	Person Payroll
(a) Number	(00) Name, address, and ZIP + 4	(ii) Tetai contributions	(d) Type of contribution
222		\$	Person Payroll II for noncash contributions.)
(10) Number	(b) Name, address, and ZIP + 4	(i) Tetal contributions	(d) Type of contribution
		3	Person Payrol Noncash (Complete Part II for noncash contributions.)
(A) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	00 Type of contribution
		\$	Person Paynoli Noncash (Complete Part II for rioncash contributions.)

10(A0x02, \$11:3/18 Scheduly # (Form 990, 990-E2, or 990-PF) (25(4)

Schedule B (Form 990, 990-EZ, or 990-PF) (2014)	Page 1 to 1 of Part 8
Bane of organization	Englinger Identification runder
TRACK TOWN USA, INC.	46-1562797
Part Noncash Desparts in a land of the	

Noncash Property (see instructions). Use duplicate copies of Part II if additional space is needed.			
(b) Description of noncash property given	(ii) FMV (or estimate) (see instructions)	Date received	
N/ð	s		
(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
00 Description of noncesh property gives	(c) FMV (or estimate) (see instructions)	(d) Date received	
(b) Description of noncash property given	(s) FMV (or estimate) (see instructions)	Date received	
(0) Description of noncash property given	(c) FWV (or estimate) (see instructions)	(d) Date received	
	L		
00 Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received	
	Description of noncash property given 3½/3 Description of noncash property given Description of noncash property given	Description of noncash property given (0) (Ver estimate) (ver instructions) N/A 5 Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions) Description of noncash property given FMV (or estimate) (see instructions)	

Schedule I	8 (Form 990, 990-EZ, or 990-PF) (2014)		Page	1 to 1 of Part II	
TRACK	K TOWN USA, INC. 46-1562797			Engroper identification number 46-1562797	
Part ID	Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of \$1,000 or less for the year. (Enter this information once. See instructions.) * § Use suplicate copies of Part III if additional space is needed.				
(ii) No. from Part i	(b) Purpose of gift	Use of gift	Des	(d) cription of how gift is held	
	N/A				
	(e) Transfer of gift Transferee's name, address, and ZIP + 4 Relationship of transferer to transferee				
-					
00 No. from Part I	(b) Purpose of gift	Use of gift	Des	00 cription of how gift is held	
		(ii) Transfer of gift			
	Transferee's name, address		Relationship of	I transferor to transferee	
(II) No. from Part I	(b) Purpose of gift	Use of gift	Des	(d) cription of how gift is held	
	(k) Transfered gift Transferee's name, address, and ZIP + 4 Relationship of transferor to transferee				
(ii) No. from Part I	(00 Purpose of gift	Use of gift	Des	cription of how gitt is held	
	Transferee's name, address	(#) Transfer of gift , and ZIP + 4	Relationship of	transferer to transferer	
			Schedule & Gran	900 990 F7 or 900 P0 (2014)	

BAA

SCHEDULE D Supplemental Financial Statements			ements		0H876.1940-0H7
(Form 990) Complete if the organization answered Yes, to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11t, 12a, or 12b. Attach to Form 990. Information about Schedule D (Form 990) and its instructions is at www.ins.gov/form890.				2014	
			emdijio.	Open to Public Inspection	
Name of the organization					derification to their
TRACK TON	N USA, INC.			46-156	52797
Part I Organizat	ions Maintaining Donor	Advised Funds or Other Sir and 'Yes' to Form 990, Part	milar Funds or Acc	ounts.	
Complete	e the organization answe	(a) Donor advised funds		unds and	other accounts.
1 Total number at a	nd of year	and the second second			2000 Jan 4 2 2 0 0 0
2 Appright value of cor	eribulionis to (during year)				
	nts from (during year)				
4 Appregate value :	at end of year			_	
5 Did the organizati are the organizati	on inform all donors and donor on's property, subject to the or	advisors in writing that the assets ganization's exclusive legal control	s held in donor advised	funds [Yes No
for charitable pure	poses and not for the benefit of	and donor advisors in writing that I the donor or donor advisor, or for	r any other purpose con	nerring	Yes No
the second s	tion Easements.			-	
Complete	if the organization answe	ered 'Yes' to Form 990, Part			
		he organization (check all that app			
the second se	of land for public use (e.g., reo		servation of a historical		
	natural habitat	L Pre	nervation of a certified	historic et	ructure .
and the second se	of open space		1121200000000000	1281510	Section 2.
 Complete lines 2a last day of the tax 		d a qualified contentation contributio	n in the funct of a conten	ration eater	ment on the
	and the second second			held at the	End of the Tax Year
		······································			
e Number of conser	vation easiments on a certifier	d historic structure included in (a)	20	_	
structure listed in	the National Register	(c) acquired after 8/17/06, and not	introduction 26		_
3 Number of conserv tax year *	atori easements modified, transh	erred, released, extinguished, or terr	snated by the organizatio	n ayng 9	e.
4 Number of states v	here property subject to conserva	ation easement is located *			
5 Does the organiza	elion have a written policy rega	rding the periodic monitoring, imp it holds?			Tes No
		pecting, and enforcing conservation			
	a incurred in monitoring, impacti-	ng, and enforcing conservation ease	ments during the year		
and section 170(h	((0)90007	ine 2(d) above satisfy the requirem		in the second]Yes Ho
In Part XII, descrit include, if applicat conservation ease	cia, the text of the footnote to t	metrostion easements in its revenue the organization's financial statem	and expense statement, ents that describes the	and belan organizat	ce sheet, and on's accounting for
Part III Organizat	ions Maintaining Collect	ions of Art, Historical Treasured 'Yes' to Form 990, Part	sures, or Other Sim IV, line 8.	vilar Ass	iets.
art, historical treas	ures, or other similar assets held	FAS 116 (ASC 958), not to report for public exhibition, education, or re al statements that describes these	search in furtherance of a	rt and bat public serv	ance sheet works of ice, provide,
bif the organization	 or other similar assets held for p relating to these items. 	FAS 116 (ASC 958), to report in a public exhibition, education, or research	on in furtherance of public	c service,	sheet works of art, provide the
following amounts					
following amounts (0) Revenue inclu	ided in Form 990, Part VIII, line				
following amounts (0) Revenue inclu (6) Assets includ	ed in Form 990, Part X	a single as nothing a pair many	application provident and		
 following amounts following amounts (ii) Revenue incluid (iii) Assets incluid 2 If the organization amounts required 	ed in Form 990, Part X, received or held works of art, hild to be reported under SFAS 11/	oncal beasures, or other similar ass 6 (ASC 958) relating to these ident	ets for financial gain, pro	ride the ful	
1000rcal treatures following amounts (0) Revenue inclu (0) Assets includ 2 If the organization amounts required	ed in Form 990, Part X, received or held works of art, hist to be reported under SFAS 11 t in Form 990, Part VIII, line 1	a single as nothing a pair many	ets for financial gain, pro 12	ride the ful	

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Schedule D (Form 1993) 2014 TRACI Part III Organizations Mainta				rical Treasur	res. or C	46-150 Ther Similar Ass		natio	Page 2
 Using the organization's acquisition items (sheck all that apply): a Public exhibition b Schelarly research 			ends, check a		p that are a				
e Preservation for future gener 4 Provide a description of the organia		oris and exp		further the organ	ization's e	натрі фитрозе н			
Part XIX. 5 During the year, did the organiza to be sold to raise funds rather th	tion solicit or han to be mail	receive do clained as	nations of an part of the o	, historical treat	sures, or o lection?	ther similar assets	Yes		No
Part IV Escrow and Custodia line 9, or reported an	Arrangem amount on	ents. Co Form 99	mplete if t 0, Part X,	he organizati line 21.	on answ	ered 'Yes' to Fo	rm 990), Par	t IV,
Tails the organization an agent, true on Form 990, Part X7					s or other	assets not included	Tes		No
b If 'Yes,' explain the amangement	in Part XIII a	nd compilet	e the following	ng table:			Amoun	-	
e Beginning balance						16			
d Additions during the year						16		_	
e Distributions during the year						1.		_	
f Ending belance						11		_	
2a Did the organization include an a						and the second se	Yes	-	No
b If 'Yes,' explain the amangement									۳.
Part V Endowment Funds. C	omplete if t (a) Current		tization an (b) Prior year			990, Part IV, lin 00 Three years back	_	Four yea	a hard
1 a Beginning of year balance	(a) carrier		dation has	10.000	Cont Gala	Tell count lance parts	- 001	our yea	in parts.
b Contributions		-		-				_	
e Net investment earrings, gains, and losses									
d Grants or scholarships							1.1		
 Other expenditures for facilities and programs 			_						
f Administrative expenses									_
g End of year balance	1.11.1	1	000000000000000000000000000000000000000	1.1	202011				
2 Provide the estimated percentage a Board designated or quasi-endowne b Permanent endowment. •		d year end	_t	e 19. column (x)	() held as:				
 Temporarily restricted endowmen The percentages in lines 2a, 2b. 		annai 100							
34 Are there endowment funds out in th				N held and admin	nishered for	THE .		-	
organization by:							(Acres)	Yes	No
(0) unrelated organizations							3400	_	
(ii) related organizations.						++++++++++++++++++++++++++++++++++++++	Concerning of the local division of the loca	_	-
& If Yes' to 3x03, are the related of							36	-	
 Describe in Part XIII the intended 			r's endoeme	nt funds.					
Part VI Land, Buildings, and I Complete if the organi			s' to Form	990, Part IV	, line 11	a. See Form 99	0, Part	X, Ir	ne 10.
Description of property	k	(a) Cost or (invest	other basis. Iment)	(b) Cost or of basis (other	her 0	(c) Accumulated depreciation	(d) 1	Book v	Nue
Taland									
hBuildings.							-		
e Leasehold Improvements									
d Equipment									
e Other				35,3	241	7,219.		2.2	,946.
Total. Add lines 1a through 1e, (Colum		W Form 9	90 Part X o			CI GAZI	-		
BAA	- 194 - 1948 - 195		0.00000	1000 Jay 200		Sched	UP D (F)	rm 399	946.

Schedule D (Forth	4401 2014	903/0V R	ALLE THESE	TRUE
money and the first of the	2000 00014	1000-01	DAM DOW	1.W

46-1562797 Page #

Part VII Investments - Other Securities.		N/A
		Part IV, line 11b. See Form 990, Part X, line 12
(a) Description of security or category (including name of security)	(b) Rok calat	(e) Wethod of valuation: Cost or end-of-year market value
1) Financial derivatives	S - S	
Closely-heid equity interests.		
3) Other		
A)		
A) 8)		
C) Dj		
5) E)		
9		
6)		
H]		
01	2	
Total. (Column (12) must equal Form 1981; Part K, column (18) line 12.) 🖬	6	
Part VIII Investments - Program Related.		N/A
Complete if the organization answered	"Yes" to Form 990	Part IV, line 11c. See Form 990, Part X, line 13.
(a) Description of investment type	(b) Book value	(c) Method of valuation: Cost or and of-year market value
(1)	Section Colors	
(A)		
Ø		
597 416		
(4)		
01		
(6)		
0		
(8)		
(9)		
(10)		
(1) (2) (内) (内)		
6		
69		
(内)		
(8)		
8		
(10)		
fatal. (Column (b) must equal Form 990. Part X, column (B)	tine of t	
Part X Other Liabilities. Complete if the organization answered 'Yes' to For (a) Description of liability		
(1) Federal income taxes		
0		All and a second se
(3)		
(4)		
8		
(6)		
(7)		
(8)		
(7) (例 (例		
(10)		Market and the second sec
(1)		
And the set of the second state of the set of the second second second second second second second second second		
Induk, (Column (3) must equal Form (90) Part X, column (90) Inv (5)	and the second se	
2. Liability for uncertain tax positions. In Part XIII, provide the test of the foot state of the foot state of the state of the base o	where to the organization's fin	whole subments the reports the organization's tubinly for undersails
ax positions under FIN 48 (ASC 740). Check here if the test of the footnate ha		
BAX	TELAXER, INDS14	Schedule D (Form 990) 2014

Schedule @ (Form 990) 2014 TRACK TOWN USA, INC.		46-1562797 Pag
Part XI Reconciliation of Revenue per Audited Financial State Complete if the organization answered 'Yes' to Form 99		
1 Total revenue, gains, and other support per audited financial statements		1
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a Net unmalized gains (losses) on investments	2.1	
b Donated services and use of facilities		
e Recoveries of prior year grants		
d Other (Describe in Part XIII.)		3
e Add lines Ze through 2d		2.0
3 Subtract line 2e from line 1		3
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:	I.I.	SAUSSIE CONTRACTOR
a kryestment expenses not included on Form 990, Part VIII, Ine 7b.	4.0	100
b Other (Describe in Part XIII.)		
c Add lines 4a and 4b		4c
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line		
Part XII Reconciliation of Expenses per Audited Financial State Complete if the organization answered 'Yes' to Form 99		
Total expenses and losses per audited financial statements		1
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a Donated services and use of facilities	2.0	
b Prior year adjustments	2.6	
¢ Other losses	20	
d Other (Describe in Part XIII.)	24	1.11
e Add lines 2a through 2d		20
3 Subtract line 2e from line 1		
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:		19907
a Investment expenses not included on Form 990, Part Vill, time 7b.	44	
B Other (Destribe in Part XIII.)		
c Add lines 4a and 4b		4c
5 Total expenses. Add lines 3 and 4c. (7his must equal Form 990). Part I, line	18)	
Part XIII Supplemental Information.		

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part X), lines 26 and 4b; and Part XI, lines 28 and 4b. Also complete this part to provide any additional information.

Schedule D (Form 990) 2014

SCHEDULE J	Contract the second second second of Contract	pensation Information	(9676-1	
(Form 990)		tees, Key Employees, and Highest Compensated Employees cation answered 'Yes' on Form 990, Part IV, line 21. * Attach to Form 990.	20	14
Department of the Treasury	Information about	Schedule J (Form 190) and its instructions is at www.ira.goorform190.	Open to Inspec	
take of the urganization	(22)(3)	Employee ManUfluati	en muniker	
TRACK TOWN USA		46-1562797	100	
Part I Questions	Regarding Compensation			-
1 a Check the appropr VII, Section A, In	ate box(m) if the organization provided te Ta. Complete Part II to provide an	any of the following to or for a person listed in Form 990, Part ty relevant information regarding these items.		Yes No
First-class or	charter travel	Housing allowance or residence for personal use		
Travel for cor	mpanions	Payments for business use of personal residence		
Tax indemnif	cation and gross-up payments	Health or social club dues or initiation tees		
Discretionary	spending account	Personal services (e.g., maid, chauffeur, chef)		
b Z and all the location	and then has seen obtained and the second	the follow a series were star as most or		
reimbursement o	r provision of all of the expenses des	ation follow a written policy regarding payment or cribed above? If No.' complete Part III to explain	16	_
		trousing or allowing expenses incurred by all directors, rector, regarding the items checked in line 1a1	2	
Indicate which, if a OEO/Executive D establish compen-	ry, of the following the filing organizate rector. Oneck all that apply. Do not o sation of the CEO/Executive Director	in used to establish the compensation of the organization's heck any boxes for methods used by a related organization to , but explain in Plant III.		
Compensatio	n committee	Written employment contract	1.00	00105
Independent	compensation consultant	Compensation survey or study		2.3 40
Form 990 of	other organizations	Approval by the board or compensation committee		
4 During the year, or a related organ	did any person listed in Farm 990, Pa rigation	et VII, Section A, line 1a with respect to the Ning organization		
		www.iff.co.co.co.co.co.co.co.co.co.co.co.co.co.	4.4	X
	receive payment from, a supplement		4b	X
	receive payment from, an equity-bas		46	X
If "Yes' to any of	lines 4p-c, kst the persons and provid	te the applicable amounts for each item in Part III,		
Only section 501	(c)(3) 581(c)(4), and 581(c)(29) organi	autions must complete lines 5-5.		
contingent on the	revenues of	e Ta, did the organization pay or accrue any compensation	100	
				X
	vaation? or 5b, describe in Part III.		5.5	X
 contingent on the 	net earnings of	e 1e, did the organization pay or accrue any compensation		
a The sepanization	L		6.4	X
	The second second second second		40	X
			and and	
7 For persons lister payments not der	d in Form 990, Part VII, Section A, In scribed in lines 5 and 67 If 'Yes,' des	e 1a, did the organization provide any non-fixed price in Part II.	7	x
to the initial conte	ract exception described in Regulation	d or accrued pursuant to a contract that was subject ts section 53.4958-40x(03)?		×
9. If 'Yes' to line 8. m	d the organization also follow the velocit	able presumption procedure described in Regulations.		
section 53,4958-6		THE REPORT OF THE REPORT OF THE REPORT OF		2011

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Schedule J from 990, 2014 TRACK TOWN USA, TNC. Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each indexidial whose compensation multiple reported in Schedule J, repert compensation from the repertation on row (i) and from related organizations, described in The instructions, on row (i). Do not list any individuals that are not listed on Form 990, Part VII.

Note. The sum of columns (00(1-(4)) for each index indexical must equal the total amount of Form 990, Part VII, Section A, line La, applicable column (0) and (0) amounts for that indexidant.

	Lacosta (10)	of \$1,2 million 1000-\$10	A competition	-	(D) Norkeepile	CT Total of	(1) Compensation
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46-1562797 Page 3	Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also	1001 (005) vin () () vin
Schedule J (Form 1990) 2014 TBACK TONN USA, INC. Part III Supplemental Information	Provide the information, explanation, or descriptions required for Part I, lines complete this part for any additional information.	

SCHEDULE O	Supplemental Information to Form 990 or	990-EZ	QMB No. 1545-004
(Form 990 or 990-EZ)	Complete to provide information for responses to specific qu Form 990 or 990-E2 or to provide any additional informu # Attach to Form 990 or 990-E2.	estions on ition.	2014
Department of the Treasury Internal Reserves Service	 Information about Schedule O (Form 990 or 990-EZ) and its in at www.ins.gov/form890. 	istructions is	Open to Public Inspection
have of the organization	The second se	Employer ideo	OR allow mumber
TRACK TOWN USA, 1	NC.	46-1562	797

FORM 990, PART III, LINE 1 - ORGANIZATION MISSION

TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO ENHANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS "TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN NORTH AMERICA.

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

NO REVIEW WAS OR WILL BE CONDUCTED.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

DIRECTORS AND OFFICERS RECEIVE ANNUAL CONFLICT OF INTEREST POLICY STATEMENTS AND

SIGN ANNUAL DISCLOSURE STATEMENTS.

FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT

COMPARISON TO AVAILABLE DATA OF COMPENSATION PAID BY SIMILAR ORGANIZATIONS ENGAGED

IN COMPARABLE ACTIVITIES.

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

TELANDL DATE:

SEE DESCRIPTION FOR 15A

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

NO DOCUMENTS AVAILABLE TO THE PUBLIC.

	 Related Organizations and Unrelated Partnerships Complete If the organization answered "tes' on Form 960, Part IV, line 33, 34, 355, 36, or 37. 	Related Organizations and Unrelated Partnerships plots If the organization answered 'Tex' on Form 906, Part IV, line 33, 34, 355	ns and L	Unrelate	d Partners	hips M. 356, 36, er 37.			2014
Dependent of the Treasury rescont Treasury	 Information about Schedul 	ut Schedule R (Fo	ma (366) and	its instruction	Lower is at more	 P. (Form 1900) and its instructions is at another proform 200. 		0	Open to Public Inspection
TRACK TOWN USA. INC.							Employments d.f1.5.62	displaymentary and displaying and di	nuter
1 2	garded Entities Complete	if the organiza	more not	ered 'Yes'	on Form 990	, Part IV, Ine	1		
Name, address, and EN (7 applicable) of doregarded entity	cable) of theregarded antity	Primary activity	civity.	(c) Legal domicile (state or foreign country)	cite (state country)	Tutal Income	End-of-year assets		Direct controlling
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because it had one or more related organizations treated as a partnership during the tax year.	because it had one or more related organizations treated as a partnership during the tax year.	ited orga	nizations	treated as a pa	ethership d	turing the ta	in year.	-	2 Mill 101 23	Part table 1 m	5
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Part IV Identification o	Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answ Ine 34 because it had one or more related organizations treated as a corporation or trust during the tax year	izations ore relati	Taxable a	Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 930, Part IV, and organizations treated as a corporation or trust during the tax year.	n or Trust (Complete it ration or tru	the organic st during t	cation answ he tax year	ered "Yes' on	Farm 990,	Part IV.
Nome, address, and EM of related organization	of related organization		Primary activity	Legal domocie Ostale or forego country)	Cortesting contesting articy	Type of entity (C corp. 5 corp. or bruch		Share of some state	Share of and-of- year assets	Percentage	asi -
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6		111									-
8		111									-

46-1562797 Page 8

Schedule R from 990 2014 TRACK TOWN USA, TNC. 46-1562 [Part V] Transactions With Related Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 350, or 36.

 Now, Complete the 1 if any embry is listed in Parts 3, 11, or IV of this schedule. During the tax year, 6d the organization engage in any of the Millwing transactions with one or more reliated organizations listed in Parts 3, h7 	Parts 11/17			Yes No
doubed antity			a 1	×
c Gift, grant, or capital contribution fram related ingencation(s).			2	
# Loam or toan guarantees to or tai retard organization(s). # Loam or frain guarantees by related organization(s).			10	××
1 Dividends from related organization(s)		111111111111111111111111111111111111111	1	×
g over or anotes to revenue organization(). In Purchase of assets from related organization(0).			141	××
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k Lease of facilities, equipment, or other assets from retried erganization(s).			-	**
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In Sharing of facilities, equipment, making lists, or other assarts with related erganization(s).			10	**
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p Reinforturement paid to related organization(s) for expenses. q Reinforturement paid by related organization(s) for expenses.			19	××
 Other handler of cash or properly to related organization(0) 			11	×
2 The answer to any of the above of "ten," see the instruction for information on who must complete this line, including overeld re- denies.	storehos and han	saction Svesholds		*
frame of related organization.	Transaction type (a-s)	Amount Imored	Method of der amount in	other more
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R4A R124500K IR1014		Schedule		R Form 990 2014

Part Mill Unrelated Organizations Taxable as a Partnership Complete if the organization answered 'Yes' on Form 990, Part IV, line 37		Hosentred in on	in Correlete it	CONCINCTION OF A		Contraction of the local division of the loc				
the second	ations Taxable			the second second	cabon answert	A NO SHA DI	orm 9900, P38	11 IV, 106 37.		
Physicie the following information for each entity layed as a partnership through wh invenue) that axis not a related organization. See instructions regarding accusion	acti erithy faved as zation. See instructo	a particistro Broug ons regarding rectur	h which the organic ion for certain the	tation conducts scheet parties	soft the organization conducted more than the percent of its activities (measured by hits) assets or grant for cortain investment partnerships.	ercent of its activi	Des (neasured)	by Initial Attachts or Q	And.	
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Provide additional information for responses to questions on Schedule R (see instructions).

Form	990	Beturn	of Organization Exen	ant From Incor	ne Tax	2015
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		year, or tax year begi	INC. 10 FUBLIC DISCLO	, 2015, and ending	10.000	dentification number
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			in calendar year 2015 (Part V.)			3 3
G 9 19			if necessary)			1.32
			n Part VIII, column (C), line 12. e from Form 990-T, line 34		the second se	7a 0 7b 0
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			ne 2g)		1,967,977	the second se
			(A), lines 3, 4, and 7d)		14,978	9,162
			lines 5, 6d, 8c, 9c, 10c, and 11-		184	
the second se		the second se	1 (must equal Part VII, column t DI, column (A), lines 1-3)		4,735,213	51, 202
			DC, column (A), line 4)			21, 592
			ee benefits (Part X, column (A		1,466,141	1,865,453
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C		970.0707.000 b. 50.6	olumn (D), line 25) *	215, 545.	CONTRACTOR OF	N. SIZE STRATEGICS
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-	1990 (2015) TRACK TOWN 1		and the second se		46-1563	1797 Pa
a	Check if Schedule O control					
-	Briefly describe the organization	and the second se	the so well min to the r		Contraction of the second	
١.		a reason.				
	SEE_SCHEDULE_O					
Ē	Did the organization undertake an	ny significant program	n services during the ;	year which were not listed	on the prior	
	Form 990 or 990-E27		*****			Yes 🕅 I
	If 'Yes,' describe these new servi-				constant a bi	
1	Did the organization cease condu if 'Yes,' describe these changes		loant changes in hew	it conducts, any program	services?	Yes 🔯 I
	Describe the organization's progr Section 501(c)(0) and 501(c)(4) o and revenue, if any, for each pro	organizations are requ	ured to report the amo	s three largest program s sunt of grants and allocat	enices, as measi ons to others, the	red by expenses total expenses,
ì	(Code:) Expenses	5 6 638 974	. including grants of	\$ 51,202) (Revenue 🖇	4,803,570
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1	Other program services. (Describ	e in Schedule 0.5				
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For	n 990 (2015)	TRACK	TOWN	USA,	INC.		PL	UBLK	DIS	LOSI	REO	OPY	_	46-15	6279	7	F	Page 3
Pa	rt IV Check	dist of	Requir	ed Sch	edule	5		_									Yes	No
1	Is the organize Schedule A															1	x	
z	is the organiza															2	Х	
3	Did the organiz for public office	zation en	gage in s," comp	direct or lefte Sch	indirect sould C.	Part	cal car	mpaign	activiti	es on be	half of a	er in oppo	sition to	candida	fies	8		x
4	Section 501(c)	Charger the fax	izations year? if	Did the Yes, co	organiz	stion e Sched	128	e in ist Part i	bbying a	ctivities	or here	e a sectio	n 501.00	elector		4		x
5	Is the organiza	ntion a se or similar	ction 50 r amoun	10004), 1 Is as def	ined in a), or Sk Reven	oliste Ne Pri	() orga	nization 96-19	that res	ceives n	tembershi lete Schev	to dues, dule C,)	het IV.		5		x
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,	Did the organic for amounts to services? // 'P	ot listed i	n Part X	; or provi	de cred	St court	naieline	a, debi	manag	ement, i	credit re	pair, or a	ebt nego	6ation .		9		x
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11	If the organizal or X as applica		swer to a	any of the	e followi	ing que	estion	e is Ye	es', the	o comple	te Sche	dule D. P	aris VI,	VII, VIII,	ο,	E.S.		
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	is the organization															13	-	х
14	a Did the organia	zation me	aintain a	a office,	employe	ees, or	r ager	nta outa	ide of t	he Unite	d States	a			())	14a	-	х
	Did the organiz business, inver at \$100,000 or	shread a	and onoti	TRATI SAME	ice activ	vites o	oursich	e me u	inited SI	LAMPL, DE	300060	ANE FOREIQ	n ment	nents vo	fued	14b		x
15	Did the organic foreign organic	cation res cation? //	Yes, o	lart DK, o propiete	olumn (Schedul	A), Inc Re F, P	o 3, c Parts /	nore the V and I	an \$5,0	00 of gra	ints or o	ther assis	stance to	o or for a	ry .	15		х
16	Did the organiz or for foreign is	ation rep ndvidual	part on P s.7 if Ye	art DK, o s,' comp	olume (A), ins	2.5	none the	an \$5.0 and IV.	oo at ag	gregate	grants or	other as	sistance	10	16		х
17	Did the organic column (A), Im	cation report	port a to	tel of mo	re than i	\$15,00 Sched	00 of a	Part	es for p (see in	notessio struction	nal fund	raising se	nvices a	e Part D	ç	17		x
18	Did the organization of the second se	ation re	port mor	e than \$1 lete Sche	15,000 N dule G,	Hal of Part I	tunde N	gniais	event g	ross inc	ome and	contribut	tions on	Part VI		18		x
19	Did the organiz complete Sche	zation re-	part mor	e than \$	15,000 0	of gross	a inco	me fro	m gami	ng activ	ties on	Part VIII,	line 9a7	If Yes,	i i i i i i i i i i i i i i i i i i i	19		х

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Fort	n 990 (2015) TRACK TOWN USA, INC. 46-15627	17	P	luge 4
Pa	te IV Checklist of Required Schedules (continued)	-		
		_	Yes	No
204	Did the organization operate one or more hospital facilities? // 'Yes', complete Schedule H.	20a	-	х
. 1	a It "Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?	205		
21	Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 17 if "Yes," complete Schedule I, Parts I and II.	21	х	
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 27 // "Yes," complete Schedule I, Parts I and M.	22		х
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? // "Yes," complete Schedule J.	23	x	
24.	a 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		x
- 31	Did the organization invest any proceeds of tax exempt bonds beyond a temporary period exception?	246		-
	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	246		
1	a Did the organization act as an 'on behalf of issuer for bonds outstanding at any time during the year?	24d		1
25	Section 5010;003, 5010;049, and 5010;0229 organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part L	250		x
3	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 990-627 // Yea, ' complete Schedule L, Part I	254		x
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 discustified persons? If 'Yes', complete Schedule L, Part II.	25		x
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		x
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):		12.2	
- 9	A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.	28a		Х
2	A family member of a current or former officer, director, trustee, or key employee? If "Yee,' complete Schedule L, Part IV.	285		х
	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		x
29	Did the organization receive more than \$25,000 in non-cash contributions? If Yes, ' complete Schedule M	29	Х	
30	Did the organization receive contributions of art, historical beasures, or other similar assets, or qualified conservation contributions? // "Yes," complete Schedule M.	30	1.1	x
31	and a second sec	31		х
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? // 'Yes,' complete Schedule N, Part //	32		x
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-37 // Yes, ' complete Schedule R, Part /	38	x	
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 I.	34		x
35	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	354		X
1	2" "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)? // "Yes," complete Schedule R, Part V, line 2	356		
36	Section 501(c)(R) erganizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2	ж		x
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? // "Yes," complete Schedule /P, Part VI.	37		x
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 197 Note. All Form 990 filers are required to complete Schedule O	38	x	
BAA		Form	990 (2015)

PUBLIC DISCLOSURE COPY

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Sec. 14		
16-1	562797	Page 5
50-3	364731	1 10 20 2

Form 200 (2015) TRACK TOWN USA, INC.	46-156279	7	1	hage 5
Part V. Statements Regarding Other IRS Filings and Tax Compliance				-
Check if Schedule O contains a response or note to any line in this Part V			Yes	No
1 a Enter the number reported in Box 3 of Form 1095. Enter -0- if not applicable	1 1a 18	1900	110.0	1 HO
b Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable	16 0	12000	12.	132
c Did the organization comply with backup withholding rules for reportable payments to vendore	and the second se	183	22	123
(gambling) winnings to prize winners?	universite discontration.	36	X	
2. Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax State-		建設	36	110
ments, filed for the calendar year ending with or within the year covered by this return	24 35	A		062
b if at least one is reported on line 2a, did the organization file all required federal employment		25	X	-
Note, if the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see inst		225	9940	X
3 a Did the organization have unvelated business gross income of \$1,000 or more during the year		30	-	~
b it 'Yes' has it filed a Form 905-T for this year? If 'No' to line 3b; provide an explanation in Schedule 0		30		-
4s At any time during the calendar year, did the organization have an interest in, or a signature financial account in a foreign country (such as a bank account, securities account, or other financial account, or other financial account, or other financial account, or other financial account in a foreign country (such as a bank account, securities account, or other financial account, or other financial account, securities account, or other financial account, securities account, or other financial account, securities account, or other financial account in a foreign country (such as a bank account, securities account, or other financial account, securities account, or other financial account in a foreign country (such as a bank account, securities account, securities account, or other financial account, securities	or other authority over, a nancial account?	4.		x
b If 'Yes,' enter the name of the foreign country: *		166	5637	1992
See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Fin	ancial Accounts. (FBAR)	133	1996	1373
\$a Was the organization a party to a prohibited tax shelter transaction at any time during the tax		5a		Х
b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter	r transaction?	5.5		X
c If 'Yes,' to line 5a or 5b, did the organization file Form 8686-T7.		54		
6 a Doos the organization have annual gross receipts that are normally greater than \$100,000, an solicit any contributions that were not tax deductible as charitable contributions?	nd did the organization	6.		x
b if "Yes," did the organization include with every solicitation an express statement that such co	intributions or gifts were	63		1
not tax deductible? 7 Organizations that may receive deductible contributions under section 170(c).		20	025	150
a Did the organization receive a payment in excess of \$75 made party as a contribution and party	artly for goods and	12	2.08	122
services provided to the payor?	Sectors/101101000000000	74	X	-
b it "Yes," did the organization notify the donor of the value of the goods or services provided?.		75	X	-
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for wit Form 82827		70		x
d If 'Yes,' indicate the number of Forms 8282 filed during the year		0.00	24	Aller
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal I		74		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal bern		71	-	X
g if the organization received a contribution of qualified intellectual property, did the organization as required?		79		
h If the organization received a contribution of cars, boats, sirplanes, or other vehicles, did the	organization file a			
Form 1058-C?. B Sponsoring organizations maintaining donor advised funds. Did a donor advised fund	tained by the approximation	72	-	
B Sportsorting organizations maintaining conor advised funds. Life a contra soviet fund maintaining conor advised funds. Life a contra soviet fund from organization have excess business holdings at any time during the year?		1		
		0.00	199	3.0%
9 Sponsoring organizations maintaining donor advised funds. a Did the sponsoring organization make any taxable distributions under section 4966?		34	1000	
b Did the sponsoring organization make a distribution to a donor, donor advisor, or related period		95		-
10 Section 501(c)(7) organizations. Enter:		1000	20.1	1997
a Initiation frees and capital contributions included on Part VIII, line 12	10.4	1.57	85.7	133
b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	100	100	124	2.4
11 Section 501(c)(12) organizations. Enter:	3333	120	440	2.9
a Gross income from members or shareholders	11a	160	863	68
b Gross income from other sources (Do not net amounts due or peid to other sources against amounts due or received from them.).	116			
12 a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of	Form 1041?	12 a		
bit "Yes," enter the amount of tax-exempt interest received or accrued during the year	12.0	化法	628	326
13 Section 501(c)(29) qualified nonprofit health insurance insuers.		血	10	12
a is the organization licensed to issue qualified health plans in more than one state?		13a		_
Note. See the instructions for additional information the organization must report on Schedule	e O,	1933	221	16
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.	136	緣	8.	100
e Enter the amount of reserves on hand	13 c	PHB-	1140	1922
14 a Did the organization receive any payments for indoor tanning services during the tax year?	sonuonin comminister-	-14a		X
b if "Yes," has it filed a Form 720 to report these payments? If 'No, ' provide an explanation in S		146		

PUBLIC	DECLOSURE CUP	¥.

For	m 990 (2015) TRACK TOWN USA, INC. 46-156279	1 -	- 1	Note 6
Pa	rt VIII Governance, Management, and Disclosure For each 'Yes' response to lines 2 through 7b bek			
	a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or chi	anges	in .	
	Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI.			
Se	ction A. Governing Body and Management			i jnj
	and a dotterning body and management	_	Yes	No
1	a Enter the number of voting members of the governing body at the end of the tax year	1000	340	1.052
	If there are material differences in voting rights among members	122	127	1933
	of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule D.	120	620	235
	b Enter the number of voting members included in line 1a, above, who are independent 1b	2	231	100
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	0815	x
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?	1		x
4	Did the organization make any significant changes to its governing documents	133		
	since the prior Form 990 was filed?			X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		_	X
	Did the organization have members, stockholders? a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more	6	-	X
1	a Lid the organization have memoers, sockholdes, or other persons who had the power to elect or appoint one or more members of the governing body?	7.		x
1	b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	76		x
	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		2	22
- 3	a The governing body?	8.4	х	
	b Each committee with authority to act on behalf of the governing body?	85	Х	
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 Q	9		x
Sec	tion B. Policies (This Section B requests information about policies not required by the Internal Rev	venue	Cod	e.)
101			Tes	No
	a Did the organization have local chapters, branches, or attilates?	10 a	_	X
	b if Yes,' did the organization have written policies and procedures governing the activities of such chepters, affiliates, and branches to amount their operations are consistent with the organization's evenpt purposes?	10.6		
11	a Has the organization provided a complete copy of this Form WE to all members of its governing body before filing the form?	11.0	X	-
	b Describe in Schedule O the process, if any, used by the organization to review this Form 990. SEE SCHEDULE O	22.8	384	1964
	a Did the organization have a written conflict of interest policy? If "Ns," go to line 13.	12.a	Х	
	b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12.6	х	
2	c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	12 0	х	
13		18	X	
14		14	X	
15	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?	際	100	10
	The organization's CEO, Executive Director, or top management official SEE .SCHEDULE . O	15 a	х	
- 3	b Other officers or key employees of the organization SEE . SCHEDULE .0.	15b	х	
	If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions).	.9.4	55	225
16	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16 a	CG3	x
1	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture anangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such anangements?	16 b	in the	2
Sev	tion C. Disclosure	1.000	-	-
	List the states with which a copy of this Form 990 is required to be filed . OR			
18	A REAL PROPERTY AND A REAL			
	Own website Another's website I Upon request Other (explain in Schedule C)			
19	Describe in Schedule 0 whether (and if se, trew) the organization made its poverning documents, curflict of intervet policy, and financial statements available public during the tax year. SEE SCHEDULE O	244 23		
20				
	JOHN LUCAS 2350 OAKMONT WAY #201 EUGENE OR 97401 541-343-6129	Ferm	1000	20115-
BAA	TERACION, INTERN		ALC: NOT THE OWNER OF THE OWNER OWNER OF THE OWNER OWNE OWNER OWNE	A 10 1 10 10 10 10 10 10 10 10 10 10 10 1

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Form 990 (2015) TRACK TOWN USA, INC.									46-156275	
Part VIL Compensation of Officers, Director Independent Contractors	s, Trust	ees,	Ke	уE	mp	loye	es,	Highest Comp	ensated Employ	ees, and
Check if Schedule O contains a response of									construction of the	Summer 1
Section A. Officers, Directors, Trustees, K	ey Emp	loye	bes.	, 21	١d	Higt	hesi	t Compensate	d Employees	
 Complete this table for all persons required to be in organization's tax year. List all of the organization's current officers, direc compensation. Enter -0- in columns (D), (E), and (P) if 	clore, trus	Ates	twh	eth		avid				
 List all of the organization's current key employe List the organization's five current highest compensation disk 5 of Form organization and any related organizations. List all of the organization's former officers, key of reportable compensation from the organization and a sector of reportable compensation from the organization and a sector of reportable compensation from the organization and a sector of reportable compensation from the organization. 	es, if any insated e W-2 andi employee ary relate	See mploy or Bo s, an d org	d his peet and	truct of F ghe table	tions ther form at co pns.	s for than 109 smpe	9-141 9-141	officer, director, in SC) of more than led employees wit	ustee, or key employ \$100,000 from the to received more that	n \$100,000
 List all of the organization's former directors or 9 organization, more than \$10,000 of reportable company 	sation from	sat ne n the	org	ed. jani	an a zatio	ne ça xn.an	ipac d ar	ty as a former or y related organiz	ector or trustee of the stions.	
List persons in the following order: individual trustees o employees; and former such persons.										insated
Check this box if neither the organization nor any m	elated org	aniza	vior	-	-	nut	ed a	ry current officer.	director, or trustee.	
(A) manua and title	(E) Average Notest Street	Average & Solt av officer and a Reported		Constant in the second	60 Reportation compensations related enganisations (sec.0.1086.MED))	Datasatat annanci il oher tornanciator bian be organization anti negati organization				
	All and a second	0mg	(endewad)							
O GREGORY ERMIN	0.5	x						0.	0.	0
(2) DAVID TAYLOR CHAIRMAN	2.5	x		x				0.	0.	0
(9 MICHARL REILLY SEC/TREAS	40	x		x				174,900.	0.	5,648
0 VINCENT LANANNA PRESIDENT	40_0	x		x				335,000.	0.	c
COLLEEN WRENN SR DIR OF VEN/IMFR	-40-			1		x		100,000.	0.	5,648
00 JASON RICE SR DIR EVENT OPER	- 40 -					x		100,000.	0.	5,648
.Ø										
(10)									1	

TEX.H0107L 101215

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Form 990 (2015)

Form 990 (2015) TRACK TOWN USA, INC.	_							46-15627	97 Page 8
Part VII Section A. Officers, Directors, Tra	istees,	Key	Em	ploj	yees.	an	d Highest Cor	npensated Er	nployees (continue)
(A) Name and Mile	din Assault	338			an ore theo or is bot		(D) Reportable comparation from	(E) Reportation compensation have	(F) Estimated around of other
	32232542 <u>8</u>	ACCURACION OF THE OWNER	181	ADUCH.	autoplas	Former	(e archer MSC)	COM-HOTELYN	Compensation bus the organization and rotation organizations
<u> 9</u>			Ħ	+	T	Ħ		-	
(16)			Ħ	+	t	П		Sec. 1	
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09			Ħ	t	t	Ħ			
(19)			Ħ	T	t	Π			
(25)			Ħ	T	T	Π		1	
(21)			Π	T	T	T			
<u>a</u>			Π	T	T				
<u>93</u>									
<i>6</i> 9					Τ				
<u>6750</u>									
1 b Sub-total						•	709,900.		16,944.
c Total from continuation sheets to Part VII, Section	A			2	in in	•	Q.,	(0.
d Tetal (add lines 1b and 1c)							709,900.	0	16,944.
2 Total number of individuals (including but not limit from the organization = 2	ted to the	se la	ateid a	ibove	() who	180	eived more than \$	100,000 of report	table compensation
 Did the organization list any former officer, direct on line 1a? If 'Yes,' complete Schedule J for such For any individual listed on line 1a, is the sum of the organization and related organizations greater such individual 	reportable r than \$1	e con 50,00	npen 01 if	satio Yes	n and	othe	r compensation th Schedule J for	om	Yes No 3 X 4 X
5 Old any person listed on line 1a receive or accrue for services rendered to the organization? // Yes	compen	ention	n fron	1.80	Unter	lated	erganization or is	dvidual	S X
Section B. Independent Contractors	aler set	-	with a	and a	ectors.	That .	received more the	en \$100.000 of	
compensation from the organization. Report com	penuation	for I	he cr	siend	er yes	r en	ding with or within	the organization	(C)
Name and business add	465	_	_	_		-	Description of		Compensation
AND BRANDS 771 WILLAMETTE STREET EDGENE, G	8. 97403	St	-	_	_	-	ADVERTISING		394,645.
SHITELS COLETZ JONNERN 1140 SW 11TH AVE. 82	TTE SOO	POR	TLAS	Ø. (DR 97	205	PROJECT MANAG	EMENT	303,940.
STIRL AGENCY 9640 SM SUNSHINE CT. SUITE 40							EVENT MANAGER		202, 517,
TAB EQUIPMENT 11065 LEADERTTER SOAD ASHLAS							CONSTRUCTION	1997 (Sec. 2.1	157,656.
DOWNSTREAM 1624 NM JOHNSON STREET FORTLAND						1.1	ADVENTISING	a Soora a santa	139,781.
2 Total number of independent contractors (includin \$100,000 of compensation from the organization	ig but no	Limi	led to	thos	e liste	id ab		d mone than	the state
BAA		TEA	01084	1013	15	-			Form 990 (2015)

Form 990 (2015) TRACK TOWN USA, INC. Part VIII Statement of Revenue

46-1562797

Page 9

				Total revenue	Related or exempt function revenue	Universed business revenue	Revenue excluded from tax under sections \$12,514
1 a Federatod campaigns		1a		- 四日日の 二点	17:53 5 - 54	CARGORIE	他自己的 化中国子
b Membership dues	in the second	15		Self-Constant	法国际法书 的第三	Statistics St.	NET A CENT
		1c		1.11.11.11.12.5		S. Santhing . C.	March 12 - 7 - 1
				(1) (1) (1) (1)	ALC: NOTING	M. C. Barrow	and the second
e Government grants (pontribut	Kom, pifts, prants, and		330.000.	2019年1月1日	1215202 1252	Properties of	Statistics.
similar amounts not included			2,486,891.				該派出
			275.251.	SERVICE SOUTH	1 States in	ALC: NO.	化现象管理合理
h Tetal, Add Ines Ta-11	mana	in in		2,816,891.	18 95 LOANS F 101	Strength Section of	COLORIAL COL
2. TRACK_& FIELD_EVENTS711210				4,803,576.	4,803,576.	PERC2 25100112	PROVIDES OF
¢		-			-		
•							
f All other program service	ce revenue.			and the second of	in the second se		
g Total, Add Ines 2a-25.				4,803,576.	the straight in the	日本語の語を	10000000
3 Investment income (including dividentis, interest and other similar amounts).				16,138.			16,138.
3 Noyabes			il Penne	27867-5272-645	INFORMATION LINES	STATISTICS.	CARACTERS OF
6 a Gross rents		-		1. 197	A.S.	自認認知的	Martin Constant
	-				To Selver and		THE REPORT
				2010	2. 在自然的时代	A STATE OF A STATE OF A	
	(48)		TATIONTELETERS	and the second			
			10/08w	TRUMPING ADDR	IN CONTRACTOR OF A	AND DOOL OF	CONTRACTORS OF
assets other than inventory	1,268,3	275		Contraction of the last	的时候,在"我们		1.000
& Less: cost or offer basis	1 275					Harris P.	いたた日本の
				和自己是此合	1000 C 1000	2 189 Stars	AND AND AND AND A
	-91	210		-6.976	The training of the second	*Description of the	-6,976.
	fraining and	-		In the second	diversion of	にたためない	wall states
(not including . \$	0.200						日本の意志です
See Part IV, line 18			•	1.12.24 (1.16.26)	1200 1200	Charle 21- Carl	
				州国家政府性	South Call	100000 (10 miles	24201-23120-4
e Net income or (loss) fro	en fundraisi	ing e	•		147-147 A.S.C. MA		
9 a Gross income from gam See Part IV, line 19	ning activitie				Section and	Par Maria	THE PARTY
b Less: direct expenses.		8			ASBEEY, MA	242.2018.11	1000-1010-00-00-00-00-00-00-00-00-00-00-
c Net income or (loss) fro	m gaming i	ectivi	Mikenen *				
to a Gross sales of inventory, less returns and allowances.				249105		Carlos Contra	
			×	L. MARTIN P	BLIC DISCLO	SURE COPY	常認識別的加
e Net income or doss) from sales of inventory							
		-	Business Code	CONTRACTS	S. S. S. S. C. S. S. S.	111 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ownerse and
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	c Fundraising events. d Related organizations . e Government grads (pathibut f All other contributions included g Noncosh contributions included h Tetal, Add Inves 1a-11 . 2 a TBACK_6, FIKID b c d f All other program servi g Tetal, Add Inves 2a-21 . 3 investment income (no other similar amounts) 4 income from investment 5 Royalties. 6 a Gross rents . b Less: rental expenses c Restal income or (ket) d Net rental income or (ket) d Net gain or (bets) d Net gain or (bets) d Net gain or (bets) d Net gain or (bets) b Less: direct expenses c Net income or (less) from See Part IV, line 18. b Less: direct expenses c Net income or (less) from 9 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 9 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 9 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: cost of goods solid c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: cost of goods solid c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 10 a Gross sales of inventor and allowances. b Less: direct expenses. c Net income or (loss) from 11 a	c Fundraising events. d Related organizations e Government grants (sontributions) f All other contributions included in lines ha- h Tetal. Add lines 1a-11 2 TRACK_6_FIELD_EVENTS. b c d f All other program service revenue g Total. Add lines 2a-21 3 Investment income (including divid offer similar amounts). 4 Income from investment of tax-exe 5 Royalties. 6 Gross rents. b Less: rental expenses c Retal income or (loss). 7 Gross ansart from sales of mesh other then inventory b Less: rental expenses. c Retal income or (loss). 7 Gross income from fundraising ever (not including .3 of contributions reported on line ha See Part IV, line 18. b Less: direct expenses. c Net income or (loss) from fundraising ever (not including .3 of contributions reported on line ha See Part IV, line 18. b Less: direct expenses. c Net income or (loss) from sales of and allowences. c Net income or (loss) from sales of See Part IV, line 18. b Less: direct expenses. c Net income or (loss) from sales of and allowences. b Less: direct expenses. c Net income or (loss) from sales of and allowences. b Less: cost of goods sold. c Net income or (loss) from sales of tabletareous from sales of and allowences. b Less: cost of goods sold. c Net income or (loss) from sales of tabletareous fro	c Fundraising events. d Related organizations. 1 d i divervment grans (southbullon). 1 All other contribution, pits, grant, and similar amounts not included in lines 1a-16.3 b Tetal, Add lines 1a-16. 2 TRACE_6_FILELD_EVENTS. 5 c d d d f All other program service revenue. g Total, Add lines 2a-26. 3 Investment income (including dividends other similar amounts). 4 Income from investment of tax-exempt 5 Royalties. 1 Plant 6 Costs rents. b Less: rental expenses c Retal income or (lost). 7 Gross ansart from take of math other then investment 1 263, 275 b Line: cost or other basis and take expenses. c Cain or (lost). 7 Gross income from functitaiting events (not including .3) of contributions reported on line 1c). 5 See Part IV, line 18. b Less: direct expenses. c Net income or (lost) from functitaiting events (not including .3) of contributions reported on line 1c). 5 See Part IV, line 18. b Less: direct expenses. c Net income or (lost) from functitaiting events (not including .3) c Cross sales of inventory, less returns and allowances. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goods sold. c Net income or (lost) from sales of inventory. b Less: cost of goo	c Fundraising events. 1 c d Related organizations 1 d e Government graits (postipulation) 1 e 330,000, f All other constitutions, pits, graits, and similar amounts on exclude since. 1 e 2.486,891. g Sectorship constitutions, interest and constitutions, pits, graits, and similar amounts on exclude since. 1 e 2.486,891. g Sectorship constitutions, pits, graits, and constitutions, pits, graits,	c Fundaming events. 1 c d Related organizations. 1 c d Between grants (particulation) 1 c f All other contributions, pits, pusits, and inter amounts on incontaining anomals and incontaining anomals. 1 c g Betated organizations. 1 c 1 d g Testal. Add lines 1a-11 2.4865.891. 2.816.891. g Testal. Add lines 1a-11 2.4865.891. 2.816.891. g Testal. Add lines 1a-11 4.803.576. 111210 4.803.576. g Testal. Add lines 2a-21 4.003,576. 15.138. g Total. Add lines 2a-21 1 forwattest and other simular amounts). 15.138. g Travestment income (onclusing dividentis, interest and other simular amounts). 15.138. g Cross income from size of mestanes 1.275.251. -6.976. g Gross income from functassing events. 1.275.251. -6.975. g Gross income from functassing events. - - g Dess anoset from sametary anoma file dassing events. - -	c Fundament grants allowers d Beaked appartablions d Beake appartablions d Beakeed appartablions <tr< td=""><td>Fundaming events. 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Form 990 (2015) TRACK TOWN USA, INC. Part IX: Statement of Functional Expenses

46-1562797 Page 10

-	Check if Schedule O contains a re		(0)	(6)	(0)
Do n 58, 7	ot include amounts reported on items b, 8b, 8b, and 16b of Part VIX.	(4) Total expenses	Program service expenses	Management and general expenses	Fundraising expenses
0	Grants and other essistance to domestic organizations and domestic governments. See Part IV, line 21.	51,202.	51,202.		
2	Grants and other assistance to domestic individuals. See Part IV, line 22			122 - 122	1. 21 12 - S
3	Grants and other assistance to foreign organizations, foreign governments, and for- eign individuals. See Part IV, lines 15 and 16.				
4	Benefits paid to or for members			的现在分词的	192 (S. 290
	Compensation of current officers, directors, trustees, and key employees	515,548,	128,887.	302,911.	83,750
6	Compensation not included above, to disqualified persons (as defined under section 4958(ft)(1)) and persons described in section 4958(c)(2)(8)	ō.	0,	0.	0
7	Other salaries and wages	1,068,080.	862,691.	129,632.	75,757
_	Persion plan accruais and contributions (include section 401(k) and 403(b) employer contributions)				
	Other employee benefits	139,679.	110,989.	18,755.	9,935
10	Payrol laxes.	142,146.	88,993.	38,833.	14,320
11	Fees for services (non-employees):				
	Management.	0.000			
	Legal	1,300.		1,300.	
	Accounting	39,520.		39,520.	
	Lobbying			TRANSPORT OF A	
	Professional fundralising services. See Part IV, line 12		のないないのである	PERMIT HERVICES.	
	Investment management liefs.				
	Other: (If line 11g amount exceeds 10% of line 35, column (A) amount, list line 11g expenses on Schedule 0.)		1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.		
12	Advertising and promotion	149,826.	149,826.	100000000000000000000000000000000000000	
18	Office expenses	33,251.	29,928.	3, 323.	
14	Information technology.				
15	Royallies				
16	Оссиренсу	36,707.	33,036.	3,671.	
17	Travel	42,620.	17,048.	17,048.	8,524
18	Payments of travel or entertainment expenses for any federal, state, or local public officials.		-		
19	Conterences, conventions, and meetings				
20	Interest	245.		245.	
21	Payments to attiliates			377	
22	Depreciation, depletion, and amortization	7,661.	6,895.	766.	
23	Other expenses, itemize expenses not	5,119.	Street House Street, St	5,119.	CONTRACTOR OF A
24	covered above (List miscellaneous expenses in line 34e, if line 34e amount exceeds 10% of line 25, column (A) amount, list line 34e expenses on Schedule 0.3		1000	The All of the	A CONTRACT
- 34	TRACK AND FUELD AVENUE	5,394,830.	5,394,830.		
	YOTH & COMPANY, MILVING	115,462	115,462.		
	COMPACTY AND SHARESS ACTIVITIES	35,270.	35,270.		
		33.208.	3, 321.	29,887.	
14	All other expenses	112, 413,	72,365.	16,789.	23,259
	Tatal functional expenses. Ald lines 1 through 24e	7,924,087	7,100,743.	607,799.	215,545
35	Joint costs. Complete this line only if the organization reported in column (5) joint costs from a combined educational campaign and fundraising solicitation. Check here		PUBLIC DISCLOS	URE COPY	

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1

2

3

4

5

(A) Beginning of year

501,537.

1,050,079.

Page 11

End of year

1,074,88

176,865.

 Form 990 (2015)
 TRACK TOWN USA, INC.

 Part X://
 Balance Sheet

 Check # Schedule O contains a response or note to any line in this Part X.

 1
 Cash - non-interest-bearing.

 2
 Savings and temporary cash investments.

 3
 Piedges and grants receivable, net.

 4
 Accounts receivable, net.

 5
 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L.

 6
 Loans and other receivables from other disqualified persons (as defined under section 49580)(0), persons described in section 49580)(0)(9), and contributing employees and toporsoring employees in a social on section 501(0)(9) voluntary employee beneficiary organizations (see instructions). Complete Part II of Schedule L.

 7
 Notes and loans receivable, net.

 8
 Inventories for sale or use.

 9
 Prepaid expenses and deferred charges.

 10 a Land, buildings, and equipment: cost or other basis.

	section 4958(f)(1)), persons described in section 4958(()(0)(3), and controluting employers and sponsoring enganizations of section 501(()(5) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule I.	ENGRASSING	6	A SHARES WITH A SHARES
	Notes and loans receivable, net.		7	
1	승규는 방법은 다양 가슴을 잘 알려야 했다. 것은 것은 것은 것은 것은 것은 것은 것은 것은 것을 하는 것을 수 있다. 것을 하는 것을 하는 것을 하는 것을 하는 것을 하는 것을 하는 것을 수 있다. 것을 하는 것을 하는 것을 수 있다. 것을 하는 것을 하는 것을 하는 것을 수 있다. 것을 하는 것을 수 있다. 것을 수 있다. 것을 하는 것을 수 있다. 것을 수 있다. 것을 하는 것을 수 있다. 것을 것을 수 있다. 것을 것을 것을 수 있다. 것을 수 있다. 것을 수 있다. 것을 것을 수 있다. 것을 것을 것을 것을 수 있다. 것을 수 있다. 것을 수 있다. 것을 것을 것을 수 있다. 것을 수 있다. 것을 것을 것을 수 있다. 것을			
8		2,000.	9	2,538.
17		ALC: STATE OF STATE	1.3	and the second
1.1	a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D		1.	THE PART OF
10	b Less: accumulated depreciation	27, 946.	10 c	0.21.0.01.
11	investments - publicly traded securities.		11	355, 521.
12			12	
11			13	
14			14	
15	Other assets. See Part IV, line 11		15	
11		1,938,845.	16	1,636,357.
17	Accounts payable and accrued expenses.	13,556.	17	18,770.
11			18	
11			and the second	
21	Tax-exempt bond liabilities.		20	
21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
12	Loans and other payables to current and former officers, directors, frusteen, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L.	教授を行うないな	22	UNE PROVIDENT
	Secured mortgages and notes payable to unrelated third parties.		28	
24	and the second state of th		24	
25	and the second se		25	
28		13,556,	26	18,770.
T	Organizations that follow SFAS 117 (ASC 958), check here + [X] and complete lines 27 through 29, and lines 33 and 34.		23	and the second
8 z		1,925,289.	27	1,617,587.
	이 방법은 것은 것은 것 같아요. 그는 것이 같이 많이 많이 많이 있는 것이 같이 있는 것이 같이 많이 많이 많이 없다. 것이 같이 많이		28	1.0000000000
	2011년 2월 26일 1월 2012년 2012년 2월 2012년 2	S1	29	
	Organizations that do not follow SFAS 117 (ASC 958), check here +	S. Sandard	10	
š	Capital stock or trust principal, or current funds		30	
1 31	and the second		31	
1	and the second se	in the second second	32	
			33	1,617,587.
ŧ١;;	the second second second and the backwards		34	1,636,357.

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Form 990 (2015) TRACK TOWN USA, INC. PUBLIC DISCLOSURE COPY	46-1562797	P	lage 12
Part XI Reconciliation of Net Assets	(Charles the	Serveral	п
Check if Schedule O contains a response or note to any line in this Part XI. 1. Total revenue (must equal Part VIII, column (A), line 12)	1	7,629,	629.
2 Total expenses (must equal Part IX, column (4), line 25)	2	7, 924.	
Fotal expenses (must equal Part or, country eq. we solution Revenue less expenses. Subtract line 2 from line 1	3	-294.	
Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A]).		1,925.	
4 Net assets or fund balances at segments of year (must equal hard at the out of the		-13,	Contraction of the
s Net unrealized gains (losses) on investments.	6	- 4.4.4	Adde
6 Donated services and use of facilities	7		
7 Investment experises			
		_	0
9 Other changes in net assets or fund balances (explain in Schedule C)		7.1	- W.
10 Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (50).	10	1,617,	587.
Part XII Financial Statements and Reporting			_
Check # Schedule O contains a response or note to any line in this Part XII	anoquitta an	Yes	No
1 Accounting method used to prepare the Form 990: X Cash Accrual Other		0.0	1 140
if the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule D.		100	
2 a Were the organization's financial statements compiled or reviewed by an independent accountant?		2.8	X
If "Yes," check a box below to indicate whether the financial statements for the year were compiled or m separate basis, consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis		122	
a Wiere the organization's financial statements autiled by an independent accountant?		26	X
Yes," check a low below to indicate whether the financial statements for the year were audited on a tasks, consolidated basis, or both: Separate basis Consolidated basis Both consolidated and separate basis	separale.		12.2
c If "Yes' to line 2s or 2b, does the organization have a committee that assumes responsibility for oversig review, or compilation of its financial statements and selection of an independent accountant?.	ht of the audit,	24	1
If the organization changed either its oversight process or selection process during the tax year, explain	•	1200	の間
3 a As a result of a federal award, was the organization required to undergo an audit or sudits as set form Audit Act and DMB Circular A-133?		3.	x
b If "ries," did the organization undergo the required audit or audits? If the organization did not undergo to or audits, explain why in Schedule O and describe any steps taken to undergo such audits.	he required audit	35	
DAA		Form 99	a (Sourg)

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11 SI

1	F	Public Charit	y Status and P	1886a	5.69	6¥4	OMB	No. 1545-0042
SCHEDULE A (Form 990 or 990-EZ)		ete il the organizat AMI/(x	ion is a section 501(c)() (1) nonexempt charital) organi de trust.	ization o		2	2015
San Share and Share		= Atta	ch to Form 990 or Form	996-EZ.		ina nan	On	en to Public
Department of the Treasury	· infor	mation about Sche	dule A (Form 990 or 99 al www.irs.gov/form990	HEZ) an	d its insi	tructions is		nigection
Internal Revenue Denvice Name of the organization						Englayer identific	due and	lef
TRACK TOAR USA, I	NC.			2905		46-156279	7	12
Part I Reason for Put	blic Charity	Status (All orga	inizations must con	atelqr	this pa	rt.) See instructio	ns.	
The organization is not a pri-	ivate foundatio	n because it is: (Fi	or lines 1 through 11, cf	work only	y one bo	n.)		
1 A church, convent	ion of churche	s, or association d	churches described in	section	170(5)(1	XAX3		
2 A school describer	d in section 17	9(5)(1)(A)(0, (Alta	ch Schedule E. (Form 9	10 pr 99	OVERD.)	200		
3 A hospital or a cov	operative hosp	ital service organia	ation described in sect	on 1700	EXTXAX	N).		
		operated in conju	nction with a hospital de	screed	in secto	N 170(D)(1)(A)(N). CI	ser the t	engenne n
name, city, and st	am:	00000000000	e or university owned o	The second	a ve be	powermental unit der	wibed i	sector
12005010000V0. ()	Complete Part	8.5					1913	10110 C
6 A federal state of	r local osverte	ment or government	tal unit described in se	ction 17	OCH XTX 400	000.	-	badiroush sh
7 An organization th in section 170(b)(1	at normally re VAXv0. (Con	ceives a substantia pointe Part IL1	d part of its support from	n a gove	enroens	a mur or nom me de	er ar pue	or new new
B A community Inust	t described in t	section 170(b)(1)(A	000. (Complete Part II.	í				
9 X An organization th from activities rela	at normally re and to its ever	celves: (1) more B	en 33-1/3% of its suppli- bject to certain exception income Dess section 5	et from				
18 An experiention or	mankned and d	operated exclusively	y to test for public safet	y. See s	lection 1	896a849.		
11 An expanization or	rganized and o	perated exclusive	y for the benefit of, to p in section 529(x)(1) or pporting organization a	erform t	the funct 6890a02	ions of, or to carry ou b. See section 50%08	the pu 3). Chec	poses of one x the box in
 Type L A supporti organization(b) five consister Part IV. 	ng organizatio e power to reg Sections A an	n operated, superv ularly appoint or el d B.	ised, or controlled by it lect a majority of the dir	ectors o	r trustee	inization(s), typically it is of the supporting or		
management of the	te supporting out fV. Sections	A and C.	véroilled in connection v I in the same persons 5	an cone	of the	and and any orbition and a	- Per cent	no quy. 1 was
	as restructions	 Tou must comp 	ization operated in con into Part IV, Sections A		Sec			
tunctionally integr	used. The organist	wization generally e Part IV, Sections	reganization operated in must satisfy a distributi A and D, and Part V.	on requ	remera	and an addention last	second and	de la face
integrated, or Typ	e lii non-tunct	sonally integrated s	n determination from the supporting organization.					C
F Enter the number of	supported org	anizations	and the second second second	*******	-0.000			
g Provide the following	information al		organization(0).			90 Amount of monetary	1 10	Annual of other
E) Name of some organization		(R EN	(#) Type of impartuation (insuccident on lines 1-9)	51581159	5 54 Soc Reled	support (see instructions)		(prodicutions)
	· · · ·		above (see instruction())	8004	and a	111100111-040		
			1	Yes	No		-	
(A)							-	
00				-	a.col	Ň	-	
			PUBLIC DISCI	Dana			I	
(C)			PUBLIC	-			+	
(9)				-	-		-	
-								
(1)	-	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100000000000000000000000000000000000000	24.55	14/37			
Total		「日本」	ALL STATES	14.56	3/40			
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Schedule A (Form 95	ið er	990-EZ) 20	5 TR	ACK.	TOWN	USA,	INC.
Contraction to a l	1 10101 41	en 100						and the second se

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Page 2

Partil	Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and	170(b)(1)(A)(VI)
	(Complete only if you checked the box on time 5, 7, or 8 of Part I or if the organization failed to qualify organization fails to qualify under the tests listed befow, please complete Part III.)	under Part III. If the

Sect	ion A. Public Support						
Caler	idar year (or fiscal year wing in) *	(a) 2011	¢0 2012	(c) 2013	(0) 2014	(0) 2015	(0 Total
	Gifts, grants, coshibutions, and membership less received. (On mit include any unusual grants)						
2	Tax revenues levied for the organization's benefit and either paid to or expended on its behalt.			- 8			
3	The value of services or facilities furnished by a governmental unit to the organization without charge						
4	Total, Add lines 1 through 3				MANTE UNDERVAL	PARTY OF BARENON	
5	The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (5						
6	Public support. Subtract line 5 from line 4			12.100	25.00		
Sec	tion B. Total Support						
Cale	ndar year (or fiscal year nning in) *	00 2011	09 2012	(c) 2013	60 2014	(4) 2015	(1) Total
7	Amounts from line 4						
	Gross income from interest, dividends, payments received on securities loars, rents, royattes and income from similar sources.		1				
9	Net income from unrelated business activities, whether or not the business is regularly carried on						
10	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.).				100 m 100 m 100 m		
11	Total support, Add lines 7 Brough 10	1996	は必要的	A Company	Section 1		
12	Gross receipts from related activ						
13	First five years. If the Form 990 organization, check this box and	is for the organiza stop here	dion's first, seco	end, third, fourth, or	fifth tax year as a	section 501(c)(0)	······•
Sec	tion C. Computation of Pu	ablic Support	Percentage			1.001	
14	Public support percentage for 2	015 dine 6, column	n (f) divided by #	ine 11, column (00		14	8
15	Public support percentage from	2014 Schedule A,	Part II, and 14.				
	a 33-1/3% support test - 2015. If and step here. The organization	drauger to a bro	poch and house a	or fine strategies			
	33 1/3% support test - 2014. If 1 and stop here. The organization	o qualifies es a pu	ouch entrouses	organization		1-1-1	-
	10%-facts-and-divounstances to or more, and if the organization the organization meets the "fact	s-and-circumstance	ces' test. The org	panization qualifies	as a publicly supp	orted organization.	
	b 10%-tacts-and-circs/instances to or more, and if the organization organization meets the facts an	whether and and the	test. The orpani	cation qualifies as	a publicly supporte	id organization	in a second s
18	Private foundation. If the organi	ization did not che	ick a box on line	13, 16a, 16b, 17a,	or 17b, check the	look and see miter	KIONA
_					Be	hedule A (Form 99)	0 or 990-EZ) 2015

46-1562797

Page 3

Schedule A (Form 990 or 990-EZ) 2015 TRACK TOWN USA, INC.

Part III Support Schedule for Organizations Described in Section 509(a)(2) (Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support			1 10000	1 10 2014	1. 1.1 2010	-
Calendar year (or fiscal year beginning in) * 1 Gilfts, grambs, contributions	00.2011	(b) 2012	643 2013	00 2014	(4) 2015	db Total
and membership fees received. (Do not include any unusual grants.)			1,759,856.	2,752,074.	2,816,891.	7,328,821.
2 Gross receipts from admis-				Carlo Carlos		
sions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's.			0.510	1 467 677	4 903 575	6,773,872.
tax-exempt purpose 3 Gross receipts from activities that are not an unrelated trade or business under section 513.			2, 317.	1,301,311.	4,803,576.	0,113,012.
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf.		9				0.
5 The value of services or facilities furnished by a governmental unit to the organization without charge						0.
6 Tetal. Add lines 1 through 5	0.	0.	1,762,175.	4,720,051.	7,620,467.	14,102,693.
7 a Amounts included on lines 1, 2, and 3 received from disgualified persons	0.	0.	0.	1, 577, 743.	394, 436.	1,972,179.
b Amounts included on lines 2 and 3 received from offer than disgualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13					0.	-
for the year ¢ Add lines 7a and 7b	0.	0. 0.	0.	1,577,743.	394,436.	1,972,179.
8 Public support. (Subtract line 7c from line 6.)	PROTECT AND	The Visit	1000000	S.C.D.	12326	12, 130, 514.
Section B. Total Support	5.1100 LUTION 240	Concerning Street of	C C C C C C C C C C C C C C C C C C C	I DOWNLOOD COMPANY	E ORRO DI PORTANEZ	461 5301 2541
Calendar year (ar fiscal year beginning in) *	00.2011	092012	(c) 2013	(d) 2014	(e) 2015	(\$ Total
9 Amounts from line 6	0.	0.	1,762,175.	4,720,051.	7,620,467.	14,102,693.
10 a Gross income free interest, dividends, payments received an securities loans, notic, repairlies and income from similar sources.			11,633.	14, 978.	16,138.	42,749.
b Unvelated lousiness taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						0.
c Add lines 10a and 10s	0.	0.	11,633.	14,978.	16,138.	42,749.
activities not included in line 100, whether or net the business is regularly carried or.						ů,
12 Other income. Do not include gain or loss from the sale of capital assets Esplain in Part VI.) SEC TART VI				184.		184.
13 Total support. (Add lines 9, 10c, 11, and 12.)	0.	0	1 223 858		7.636.605	14,145,626.
14 First five years. If the Form 990 is organization, check this box and a	for the organizat	ion's first, secon	d, third, fourth, or	Tifft lax year as a	a section 501(c)(3)	171
Section C. Computation of Pul						
15 Public support percentage for 201	5 (line 8, column	(f) divided by lin	e 13, column (t)).		15	1
16 Public support percentage from 2						1
Section D. Computation of Inv 17 Investment income percentage for	estment incor r 2015 (line 10c, c	me Percentai solumn (f) divide	ge d by line 13, colum	nn (73)		1
18 Investment income percentage fro	on 2014 Schedule	A, Part III, line	17		18	1
19 a 33-10% support tests - 2015. If this not more than 30-1/0%, check	this box and step	here. The organ	cration qualifies at	s a publicy suppo	ried organitation.	
b 33-1/3% support tests - 2014. If t line 18 is not more than 33-1/3%.	the organization d check this box ar	id not check a brid stop here. Th	ox on line 34 or lin e organization qua	e 19a, and line 1 lifes as a publicly	5 is more than 33- supported organi	ation +
		and the second se			and the second se	
20 Private foundation. If the organization	ation did not check	k a box on line 1	14, 19a, or 19b, ch	eck this box and	see instructions	90 or 990-EZ) 2015

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a sentencer to	Pro 100 - 10 - 10	10 m m	-		

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Subadale & Exem 5	00 or 900-EZ) 2015 TRACK TOWN USA,	PUBLIC DISCLOSURE COPT	46-1562797	P	NOT
Rart IV: Support	eting Organizations blete only if you checked a box in line B. If you checked 11b of Part I, com ms A, D, and E. If you checked 11d of	a 11 on Part I. If you checked 11a			
jection A. All St	upporting Organizations			Tw-	Ne
			Trail	Yes	100
Million I also and	organization's supported organizations listed by to in Part W how the supported organizations in in. If historic and continuing relationship, expla-	the designation of designation by class of pro-	1		3
APPEND APPENDIX AND P	zation have any supported organization that do () if 'Y'es,' explain in Part W how the organiza action 509(a)(1) or (2).	EDU Generation and the article and the second	abon was		100
No Frid Res come	ization have a supported organization describe	d in section 501(c)(4), (5), or (6)? // 'Yes,'4	answer (b) 3a		100
b Old the organ	ization confirm that each supported organization ublic support tests under section 509(a)(2)? // avmination	n qualified under section 501(c)(0, 0), ∞ ("Yes," describe in Part W when and how the	(6) and e organization 31		
e Did the organ purposes? //	ization ensure that all support to such organiza Yes," explain in Part VI what controls the organ	tions was used exclusively for section 170(sization put in place to ensure such use	115	1000	20
4 a Was any subs if you checke	ported organization not organized in the United of 11a or 11b in Part I, answer (b) and (c) below	States (foreign supported organization)?	Contraction and the second second		620
the second	ization have ultimate centrol and discription in if "Yes," describe in Part W how the organizat by or in connection with its supported organization with its supported organization with its supported organization with its support organization with its support of	on had soon coversi and bischeoon despire	COLUMN COLUMN	建設	
e Did the organ	ization support any foreign supported organize	don that does not have an IRS determination bet M what controls the programmation used in	on under	12	- Diffe
all support to	the foreign supported organization was used o	sectors were the section investigation and and	100	1 232	13
and (c) below organizations	ization add, substitute, or remove any support (if applicable). Also, provide detail in Part VI, added, substituted, or removed; (ii) the reaso s organizing document authorizing such action to the organizing document).	is for each such action; (iii) the authority u and (iv) how the action was accomplished	nder the cloch as by Si	-	and
b Type I or Typ	e Boely. Was any added or substituted suppor s organizing document?	ted organization part of a class already dep	signated in the S		33

c Substitutions only. Was the substitution the result of an event beyond the organization's control?

- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (ii) other supporting organizations that also support or benefit one or more of the filling organization's supported organizations? if 'Yes,' provide detail in Part VI.
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(2)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? if "Yes," complete Part I of Schedule L (Form 990 or 990-E2)
- Did the organization make a loan to a dispusitfied person (as defined in section 4958) not described in line 77 if Yes," complete Part I of Schedule L (Form 990 at 990-52) н
- 9 a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (20)7 If 'Yes,' provide detail in Part W.
- b Did one or more disgualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? if "Yes," provide detail in Pwt M.
- c Did a disqualified person (as defined in line \$4) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If "Yes," provide detail in Pert VI
- 10 e Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(1) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If Tree," answer 10b below.
 - b Did the organization, have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.) ...

and the second second second second	PUBLIC DISCLOSURE COPY	46-1562797		Page
Schedule A (Form 990 or 990-E2) 2015 TRACK	ibued)	10 10007.01		
early appointing organizations less	11. 41. 12		Yes	No
11 Has the organization accepted a pill or contrib	ution from any of the following persons?	contractor 🛛 🕅	282	122
a A person who directly or indirectly controls, ell governing body of a supported organization?.	ther alone or together with persons described in (b) and (c	below, the	14	9100
b A tamily member of a person described in (x)	above?		16	
	in (a) or (b) above?' if "ries" to a, b, or c, provide detail in		16	
Section B. Type I Supporting Organization			66 (J. J.	
	Sana dan boar Sana aya ni Bésé Meyes	and second to	Yes	No
or elect at least a majority of the organization' Part M how the supported arganization(s) effe if the organization had more than one support disactors or to share were allocated among the	one or more supported organizations have the power to re 's directors or trustees at all times during the tax year? If 's inclively operated, supervised, or controlled the organization ted organization, describe how the powers to appoint and/s e supported organizations and what conditions or restriction	vs, describe in vs activities. sv remove ns, if any.		N. 18
that operated, supervised, or controlled the support barreft carried cut the purposes of the support	any supported organization other than the supported organization? if "ries," explain in Part II how pro- ted organization(b) that operated, supervised, or controlle	the later		
Section C. Type II Supporting Organization	15		-	-
	1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.	1	Tes	No
of each of the contralization's supported organ	s or trustees during the tax year also a majority of the direc ization(s)? If No,' describe in Part VI how control or mana ne persons that controlled or managed the supported orga	perment or une	简称 1	123
Section D. All Type III Supporting Organiza				-
	COMPANY AND A REAL PROPERTY OF A	-	Yes	No
organization's tax year. () a written notice de	sported organizations, by the last day of the fifth month of scribing the type and amount of support provided during th st recently filed as of the date of notification, and (iii) copie on the date of notification, to the extent not previously pro-	s of the Aded?		
and an interest of the first state of the state of the	ors, or trustees either () appointed or elected by the support g body of a supported erganization? If No," explain in Pert muous working relationship with the supported organization	W how	z	88
voice in the organization's investment policies all times during the tax year? // "Yes," describ in this regard	did the organization's supported organizations have a sig and in directing the use of the organization's income or a e in Part W the role the organization's supported organiza-	tions played		No.
Section E. Type III Functionally-Integrated	Supporting Organizations	No. No. No. No.		
1 Check the box next to the method that the or	panization used to satisfy the integral Part Test during the	year (see instruction	sk:	
a The organization satisfied the Activities T				
b The organization is the parent of each of	its supported organizations. Complete line 3 bolow:			
e The organization supported a government	tal entity. Describe in Part VI how you supported a govern	ment entity (see insiti	ctions)	16
	[[[] 24 (R. 17) [] 25 (R. 17) [] 26 (R. 17)		_	-

2	Activities Test. Answer (a) and (b) below.		Yes	No
10.00	Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If 'Yes,' then in Part VI identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.	2000 24		
9	b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If 'Yes,' explain in Part VI the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.	10		
3	Parent of Supported Organizations. Answer (a) and (b) below.	COX.		報告
	a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in Part VI.	34	1.000	-
	b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If 'res,' describe in Part W the role played by the programs of COPY.	35	271	-
iA.	A Schedule A (Form 990	or 9	10-E.Z.	2015

Schedule A (Form 990 or 990-EZ) 2015 TRACK TOWN USA, INC.		46-15	62797 Page 6
Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organia	zation	5	
1 Check here if the organization satisfied the Integral Part Test as a qualifying trust other Type III non-functionally integrated supporting organizations must complete	on No	vember 20, 1970. See in	structions. All
Section A – Adjusted Net Income		(A) Prior Year	(8) Curvent Year (bptional)
1 Net short-term capital gain	1		
2 Recoveries of prior-year distributions			
3 Other gross income (see instructions)			
4 Add lines 1 through 3			
5 Depreciation and depletion		2	
 Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions). 	6		
7 Other expenses (see instructions).	7		
8 Adjusted Net Income (subtract lines 5, 6 and 7 from line 4)	8		
Section B - Minimum Asset Amount		(A) Prior Year	(0) Current Year (optional)
1 Appregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		Sec. Sec. 2	Sector 1
a Average monthly value of securities	. 1a		
b Average monthly cash balances.			
e Fair market value of other non-exempt-use assets			
d Tetal (add lines 1a, 1b, and 1c)	1d		in the second
e Discount claimed for blockage or other factors (explain in detail in Part VI):	12	THE REAL PROPERTY OF	2.529.22
2 Accusition indebtedness applicable to non-exempt-use assets	. 2		
3 Subtract line 2 from line 1d	3		
4 Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions).	4		
5 Net value of non-exempt-use assets (subtract line 4 from line 3).	. 5	-	
6 Multiply line 5 by .005.	. 6		
7 Recoveries of prior-year distributions			
8 Minimum Asset Amount (add line 7 to line 6).			
Section C - Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, Column A).	. 1	Sharper Sharper	
2 Enter 85% of line 1		100.1000年3月26日	
3 Minimum asset amount for prior year (from Section B, line 8, Column A)		10、時、町10月1日日	
4 Enter greater of line 2 or line 3		STATISTICS (SSREP)	
5 Income tax imposed in prior year.			
6 Distributable Amount, Subtract line 5 from line 4, unless subject to emergency	6	5.52	

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> Check there if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions). Schedule & (Form 990 or 990-EZ) 2015

> > PUBLIC DISCLOSURE COPY

temporary reduction (see instructions).....

Subattile & Corr 200 or 200 FZ) 2015 TRACK TOWN USA. INC.	LIC DISCLOSURE C	46-15	62797 Page			
Part V Type III Non-Functionally Integrated 509(a)(3) Sup	porting organizations	(contributed)	Current Year			
Section D – Distributions	and the second se					
 Amounts paid to supported organizations to accomplish exempt put 	posen.	tions				
in excess of income from activity.	Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity.					
3 Administrative expenses paid to accomplish exempt purposes of s	upported organizations					
4 Amounts paid to acquire exempt-use assets.						
5 Qualified set-aside amounts (prior IRS approval required)	a in a second se	ministration of the second second				
6 Other distributions (describe in Part VI). See instructions	and the second s	a figura a succession of the second s				
7 Total annual distributions. Add lines 1 through 6	in a second s	and opportunition of the second				
B Distributions to attentive supported organizations to which the organizations to which the organizations.	arization is responsive (pro	wide details				
9 Distributable amount for 2015 from Section C. Ine 6						
10 Line 8 amount divided by Line 9 amount			1			
Section E - Distribution Allocations (see instructions)	0 Excess Distributions	00 Underdistributions Pre-2015	Distributable Amount for 2015			
1 Distributable amount for 2015 from Section C, line 6	Shink Craff Linese	Car water of a	-			
 Underdistributions, if any, for years prior to 2015 (reasonable cause required – see instructions) 	States - States		SAL CED			
3 Excess distributions carryover, if any, to 2015:	的人的变形的 化合金	a. 2000. 100 120 12	12 日本公司 2011年1			
 LINAMENTAL BASE / SPECIAL SPIN ALL SPICE AND AL ALL SPICE AND ALL SPICE		「「ない」では、「ない」と	24国际自然1023			
b second s	State State State		10. 年前日前前的			
C)	The second s	CHARLE STORE	の言語を見ていてい			
6 From 2013.	THE REPORT OF TH	1945-7 VIII- (1)	18 - X = 2 - C - C - C			
e From 2014.	100100121010000000		的自己的方法			
f Total of Incs 3a twoogh e.		1998-400 944 MARIE	Survey and the			
a Applied to underdistributions of prior years.			的现在分词			
h Applied to 2015 distributable amount		Cilvin Hung Street	1			
I Carryover from 2010 not applied (see instructions)	and the second se	1400-0,000 t/tol1	A PARTICIPATION			
Remainder, Subtract lines 3g, 3h, and 3i from 3t.	the second se	States in the second	CHRONIEL PLANTER			
4 Distributions for 2015 from Section D,	ALL STREET, ST	Service of the				
a Applied to underdistributions of prior years	- 1989-02-04-07-02-02-02-02-02-02-02-02-02-02-02-02-02-		5564.000826 T-			
 Applied to 2015 distributable amount. 	and the second se	12月1日日日本日				
c Remainder. Subtract lines 4a and 4b from 4.	- Million - Contract - Contract	diritika shakaran	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1			
5 Remaining underdistributions for years prior to 2015, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions).	No. 2 Se		1000			
 Remaining underdistributions for 2015. Subtract lines 3h and 4b from line 1 of amount greater than zero, see instructions). 	263 (Gabbalan)	27年28日、1955				
7 Excess distributions carryover to 2016. Add lines 3 and 4c			ANTRES UL CR			
B Dreakdown of line 7:	Constant States	Transferration, Main	States - Little			
 Interface and the second state of a second state of a	and the state of the state of the	South States	Soft a store of			
b realized a local service of the service	ALL STATISTICS AND A	NOVARA A TUR COLLA	State Barris			
and the second se	1000 900 00 X 200	States and the second	and the second second			
c Excess from 2013	CARGONICA & MARRIE	10.001020000000000000000000000000000000	·····································			
e Excess from 2015	Contraction of the second second	A Property of the second	Sales Prove			
e Francess World 2000	and the second se	second the second se	A REAL PROPERTY OF THE PARTY OF THE PARTY OF			

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Schedule A (Form 990 or 990-EZ) 2015

Schedule A (Form 990 or 990-EZ) 2015 TRACK TOWN USA, INC.

46-1562797 Page B

Part NP: Supplemental Information. Provide the explanations required by Part II, line 10; Part II, line 17a or 17b;Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 5a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1c; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

PART III, LINE 12 - OTHER INCOME

NATURE AND SOURCE	2015	2014	2013	2012	2011
TOTAL	<u>0 0.</u>	<u>9 184.</u> 9 184.	<u>\$ 0.</u>	<u> </u>	<u>\$ 0.</u>

Schedule B PUBLIC DISCLOSURE COPY		SCLOSURE COPY	CMD No. 1545-0047
(Form 990, 990-EZ, or 990-PF)	Form 990, 990-EZ, Schedule of Contributors		2015
Department of the Treasury Internal Revenue Dervice	 Attach to Form 990, F Information about Schedule B (Form 990, 190-EZ, 	 Attach to Farm 990, Farm 990-EZ, or Form 990-PF. about Schedule 8 (Farm 990, 190-EZ, 990-PF) and its instructions is at www.irz.gov/farm/990. 	
TRACK TOWN USA	19C.	46-15	62797
Organization type (che Filers of: Form 990 or 990-62	Section: X sortcot 3 3 e	enter number) organization cempt charitable trust not treated as a private fou enization	ndation
Form 990-PF	4947(x)(1) nonex	t private foundation xempt charitable trust breated as a private founda a private foundation	tion

Check if your organization is covered by the General Rule or a Special Rule.

Note. Only a section 501(0)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

For an organization described in section 501(c)(3) filing Form 990 or 990-E2 that met the 33-1/3'N support test of the regulations under sections 509(s)(1) and 170(b)(1)(A)(v), that checked Schedula A (Form 990 or 990-E2), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributors of the greater of (1) \$5,000 or (2) 2% of the amount on (3) Form 990, Part VIII, line 1%, or (0) Form 990-E2, line 1. Complete Parts I and %.

For an organization described in section 501(c)(7), (8), or (30) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 exclusively for religious, charitable, scientific, literary, or educational purposes, or for the prevention of crueity to children or animals. Complete Parts I, II, and II.

For an organization described in section 501(c3(7), (8), or (10) tiling Form 990 or 990-EZ that received from any one contributor, during the year, contributions exclusively for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the General Rule applies to this organization becauge it received nonexclusively religious, charitable, etc., contributions totaling \$5,000 or more during the year

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-FT), but it must answer 'No' on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-FF. Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-FF).

BAA. For Paperwork Reduction Act Netlice, see the Instructions for Form 555, 550-EZ, or 550-PT.

Schedule 8 (Form 998, 990-EZ, or 990-PF) (2015)

Schedule	II (Form 200, 990-EZ, or 990-PF) (2015) PUBLIC DISCLOSURE COR		1 of 3 of Part
Name of ong	TOWN USA, INC.		562797
Part	Contributors (see instructions). Use duplicate copies of Part I if additional spi		200.227
	(b) Name, address, and 21P + 4	(c) Total	(II) Type of contribution
(4) Number	Name, address, and ZIP + 4	contributions	Type of contribution
1		\$39 <u>4.436</u> .	Person X Payroll Noncash (Complete Part II for nencash contributions.)
(a) Number	(00 Name, address, and ZIP + 4	(ii) Tetal contributions	(d) Type of contribution
2		\$275,251.	Person Payroli Noncash (Complete Part II for roncash contributions.)
(a) Number	(D) Name, address, and ZIP + 4	(r) Total contributions	(d) Type of cantribution
3		\$10,009.	Person X Payroli Noncash Complete Part II for noncash contributions.)
Number	(N) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
<u>s</u>		\$50_000.	Person X Payvoll Nencash (Complete Part II for noncash contributions.)
Number	(b) Name, address, and 23P + 4	(c) Total contributions	(d) Type of contribution
5		\$120,000.	Person X Payroli Noncash (Complete Part II for noncash contributions.)
(a) Number	(30 Name, address, and 23P + 4	(c) Total contributions	(f) Type of contribution
<u>\$</u>		\$1_627_204.	Person X Payroll Noncash (Complete Part II for
		1	nencash contributions.)

Schedule B (Form ? Name of regerization TRACK TOWN U	90, 990-EZ, or 990-PF) (2015) PUBLIC DISCLOSU SA, INC.	Endada	2 of 3 of Parts a Modification number 562797
Part 1 Contribu	stors (see instructions). Use duplicate copies of Part I if add	itional space is needed.	60 Type of contribution
(A) Number	Name, address, and 23P + 4	Contributions	Type of contribution
2			Person X Payroll

		\$210,009.	(Complete Part 8 for roncash contributions.)
Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(0) Type of contribution
3		\$\$9,009.	Person X Payroli C Nancash C (Complete Part II for noncash contributions.)
(4) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
2		8 <u>20,000.</u>	Person (X) Paynul () Noncasih () (Complete Part II for rencash contributions.)
(A) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
10_		\$ <u>20,000</u> .	Person X Payroll Nencash (Complete Part II for moncash contributions.)
(4) Number	(b) Name, address, and 23P + 4	(r) Total contributions	(d) Type of contribution
11.		\$8,009.	Person X Payrol Nescash (Complete Part II for romcash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
12.		\$ 5,000	Person X Payroll .

Schedule B (Form 990, 990-EZ, or 990-PV) (2015)

(Complete Part II for nencesh contributions.)

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Colombia de 1	PUBLIC DISCLOSURE COPY 8 (Form 990, 990-EZ, or 990-PF) (2015)	Page	3 of 3 of Part
ante of orga	nization		63797
and the second se	TONN USA, INC. Contributors (see instructions). Use duplicate copies of Part I if additional spe		
(4) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(4) Type of contribution
13.		\$5,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(if) Type of contribution
14.		\$5,000.	Person X Payroll Noncash (Complete Part II for noncash contributions.)
00 Number	(0) Name, address, and ZIP + 4	(c) Total contributions	(ii) Type of contribution
15.		\$5,000,	Person X Payroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(4) Type of contribution
36.		¢5,099.	Person X Payrol Hencash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(4) Type of contribution
12.		\$5,000.	Person X Peyroll Noncash (Complete Part II for noncash contributions.)
(a) Number	(b) Name, address, and ZSP + 4	(c) Tatal contributions	00 Type of costribution
		S	Person

Schedule B (Form 990, 990-EZ, or 990-PF) (2015)

TEEA2758, 197875

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Schedule B (from 990, 990-EZ, or 990-PF) (2015) Name of organization

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1

of Part II

TRACK TOWN USA, INC.

(a) No. from Part I	(b) Description of noncash property given	(c) FWV (or estimate) (see instructions)	Date received
2	6,798 SHARES OF CHRX	275,251.	2/12/15.
(a) No. from Part 1	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	Date received
		•	
(a) No. Srom Part I	(b) Description of noncash property given	(K) FMV (or estimate) (see instructions)	(if) Date received
		\$	
(a) No. Irum Part I	(b) Description of noncash property given	(c) FWV (or estimate) (see instructions)	Date received
		\$	
(a) No. from Part I	(b) Description of noncash property given	(10 FMV (or estimate) (see instructions)	(4) Date received
		\$	
(x) No. from Part1	(b) Description of noncash property gives	(II) FMV (or estimate) (see instructions)	(d) Date received
		4	

me of organi	(Form 990, 990-EZ, or 990-PF) (2015)		Copiliger Mandhiadios number
CARDER IN	And the second s		46-1562797
	Exclusively religious, charitable, et or (10) that total more than \$1,000 to the following line entry. For organizations i contributions of \$1,000 or less for the year. Use duplicate copies of Part 11 if additional	completing Part III, enter the total of exclusion (Enter this information once. See instruction (space is needed.	vely religious, charitable, etc., phs.)
(x) No. from Part I	(b) Purpose of gift	(C) Use of gift	Description of how gift is held
	N/A		
		(R) Transfer of gift	Relationship of transferor to transferre
	Transferee's name, addr	ess, and DP+4	Readonary of Camputar is Camputar
(A) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
222.025			
		(e) Transfer of gift	
		Transfer of sill	
			Retationable of transforms in transforms
	Transferee's name, add		Relationship of transferor to transferee
	Transferee's name, add		Relationship of transferor to transferee
	Transferee's name, add		Relationship of transferor to transferoe
	Transferee's name, add		
(4) No. from Part I	Transferrer's name, add (0) Purpose of gift		Relationship of transferor to transferee
No. Iron		ress, and 20P + 4	
No. Iron		ress, and 20P + 4	
No. Iron		ress, and 20P + 4	
No. Iron		Use of gift	
No. Iron	(b) Purpose of gift	Use of gift	Description of New gift is held
No. Iron		Use of gift	
No. Iron	(b) Purpose of gift	Use of gift	Description of New gift is held
No. Iron	(b) Purpose of gift	Use of gift	Description of New gift is held
No. Iron	(b) Purpose of gift	Use of gift Use of gift Transfer of gift	Description of how gift is held
No. Irom Parti	(b) Purpose of gift Transferrer's name, add	Use of gift	Description of how gift is held
No. Iron	(b) Purpose of gift Transferrer's name, add	Use of gift Use of gift Transfer of gift	Description of hew gift is held
No. Irom Parti	(b) Purpose of gift Transferrer's name, add	Use of gift Use of gift Transfer of gift	Description of how gift is held
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wareau autoreau	5		CLOSURE COP	Y	1	CARE No. 1545-0047
SCHEDULE D (Form 990)	 Completion 	plemental Financia te il the organization annove 6,7,8,9,10,11a,11b,11c,1	ed "Yes" an Form 990, Id, 11e, 11f, 12a, or 12	b .		2015
Department of the Treasury	+ Information about Schu	 Attach to Form 9 edule D (Form 990) and its in 	90. structions is at www.	ins.gov/form		Open to Public Inspection
rearrant Revenue Service						and the ation mumber
	IN USA, INC.		Part Floriday From		46-156	2797
Part I Organizat	if the organization and	or Advised Funds or 0 swered 'Yes' on Form 9	90, Part IV, line 4	DS OF ACI	ounts.	
		(a) Donor advise	and the second se		nds and o	other accounts
	nd of year					
-	tributions to (during year)				_	
	rbs from (during year)					
	it end of yeak				2.0 24	
5 Did the organization are the organization	an inform all donors and don on's property, subject to the	tor advisors in writing that the organization's exclusive legal	control?	advised fu	····· [Yes No
for charitable purp	coses and not for the benefit	is, and donor advisors in writ of the donor or donor adviso	c, or for any other put	pose conte	ming	Yes No
art II Conserva	al statement of the second					
Complete	if the organization ans	swered 'Yes' on Form 9		7,		
		y the organization (check all I			1.221.32	and the second second
	of liand for public use (e.g., n	ecreation or education)	Preservation of a			
	satural habitat		Preservation of a	I Certified h	BIORC BUY	CLM
	of open space	Sector and a sector of			1000	
2 Complete lines 2a last day of the tax		on held a qualified conservati	on contribution in the	form of a c	onservets	on easement on the
				1056 1	dd at the	End of the Tax You
a Total number of o	onservation easements	a a a a a a a a a a a a a a a a a a a		2.0		
b Total acreage res	kicted by conservation easer	ments		26		
e Number of conser	vation easements on a certif	fied historic structure includer	1 in (x)	20	_	
d Number of conser- structure linked in	vation easements included in the National Recorder	n (c) acquired after \$/17/06, i	and not on a historic	20		
		translerred, released, exting		the second se	nization d	uring the
tax year *				11.11.12		
4 Number of states	where property subject to co	inservation easement is local	ed •			
5 Does the organiza	tion have a written policy rep	parding the periodic monitoria	inspection, handlin	ig of violativ	W6,	-
and enforcement	of the conservation easement	rts it holds?	and an in the second second		L	Tes No
6 Staff and voluntee	r hours devoted to monitorin	ng, inspecting, handling of vio	lations, and enforcing	Conservas	on easer	write during the yea
7 Amount of expense +\$	es incurred in monitoring, in	apecting, handling of violatio	ns, and enforcing con	senation e	sements	during the year
a sector and the sector of the	vation easement reported on (4)(5)(0)?	n line 2(d) above satisfy the r	equirements of sectio	n 170(h)(4)	900 F	Tes IN
8 Does each conser and section 170th	Contraction of the second s					ines ine
 and section 170(h In Part XII, descr include, if applical 	be how the organization rep ble, the text of the footnote b	orts conservation easements to the organization's financial	in its reverse and ex-	perce state	panization	d balance sheet, a
and section 170(h 9 In Part XII, descr include, if applical conservation ease	be how the organization rep ble, the test of the foolingle is ments.	interconnection essentation	in its revenue and ex statements that desc reasures, or Othe	perse state ibes the or Similar /	ganization	d balance sheet, a
and section 170(h 9 In Part XII, descr include, if applical conservation ease Part III Organization Complete 1 a if the organization of historical test	be how the organization rep ole, the test of the footnote to ments. ons Maintaining Collect if the organization and elected, as permitted under	orts conservation easements o the organization's financial tions of Art, Historical T	in its revenue and ex statements that desc reasures, or Othe 90, Part IV, line I report in its revenue sucation, or research	perse state ibm the or Similar / R. statement (ssets.	d balance sheet, and accounting for
and section 170(h 9 In Part XII, descr include, if applical conservation ease art III Organization Complete 1 a if the organization of historical treas in Part XII, the fe b if the organization historical treasure	be how the organization rep ole, the test of the foolinete to ments. ons Maintaining Collect if the organization and elected, as permitted under sures, or other similar assets st of the footnote to its finan- elected, as permitted under s, or other similar assets hel	orts conservation easements of the organization's financial tions of Art, Historical T pwered 'Yes' on Form S SFAS 115 (ASC 958), not to be test for public exhibition, e	in its revenue and ex statements that desc reasures, or Othe 90, Part IV, line I report in its revenue sucation, or research s these items.	perse state ibes the or r Similar / 8. statement i in furtheran	panization Issets. and balan on of pub	d balance sheet, and secounting for the sheet works of fic service, provide these works of art.
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Credule D Point Point 2015 1824-1	TOWN USA,	INC.	www.comerce.com	46-1562	2797		Page :
Part III Organizations Maintain	ing Collections	of Art, Historica	Treasures, or Oth	er Similar Assets (i	continu	(bei	
3 Using the organization's acquisition							n
items (sheck all that apply):	A CHARLES COMPANY						
a Public exhibition			exchange programs				
b Scholarly research		e Other	101212			_	_
e Preservation for future general	dions .		Sector and the second				
4 Provide a description of the organ Part XIII.					in :		
5 During the year, did the organizati to be sold to raise funds rather th	an to be manuane	io all part of the orpi	PAZEDON'S COMPLEXATOR		Tes	[No
Part IV Escrow and Custodial A	mangements, O	omplete if the org	anization answered	'Yes' on Form 990.	Part n		
To be the exceptionion an enteril lived	tee, outlodian or o	ther intermediary for	contributions or other	assets not included	Tres		No
on Form 990, Part X7. b If 'Yes,' explain the avrangement i	in Part XIII and co	explete the following	table:		_		-
				and the second sec	Amount		-
€ Beginning balance				16			_
d Additions during the year				10			-
e Distributions during the year				10	_		
f Ending balance					THE		TH-
24 Did the organization include an ar	mount on Form 99	0, Part X, line 21, fo	escraw or custodial as	coount indexty?	Yes	- 1	No
bill Yes,' explain the arrangement	in Part XIII. Check	here if the explanat	ion has been provided	on Part XIII	******	rret.	1
Part V Endowment Funds, Co	mplete if the or	rganization answ	vered 'Yes' on Form	n 990, Part IV, fine	10,	_	
	(a) Current year	(b) Prior year	()) Two years back	(d) Three years back	0+21	our year	Deck.
1 a Beginning of year balance					<u> </u>		_
& Contributions				-	-	_	_
c Net investment earnings, gains, and losses			_		-	_	_
						_	
d Grants or scholarships							
e Other expenditures for facilities and programs.			_		_		
e Other expenditures for facilities and programs. f Administrative expenses			-			_	
e Other expenditures for facilities and programs. f Administrative expenses a End of year balance							_
e Other expenditures for facilities and programs. f Administrative expenses g End of year balance 2 Provide the estimated percentage		ar end balance (ine	1g. columni (ac) heid ar	E		_	_
e Other expenditures for facilities and programs. f Administrative expenses g End of year balance. Provide the estimated percentage a Board designated or quasi-endex		ar end balance (ine	tg. column (ac) held an	E C			-
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No. of Addition		TRACK TOWN USA, I	The state	46-1562797	Page 3
Contraction Co	and the second se	Only an Protocition		S/A Part IV, line 11b. See Form 990, Part X	, line 12.
		apory (including name of serurily)	(b) Book value	(c) Method of valuetion: Cost or end-of-year market of	ntor
	and the second se				-
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(3) Offer					
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10				A COMPANY OF MANY COMPANY	
Tutal, (Column (3)	must equal Room 5	80] Part X, colume (8) line 12.)	•	845	
Part VIII In	vestments -	- Program Related.	d 'Ves' on Form 990	Part IV, line 11c. See Form 990, Part X	Line 13.
	Description of	e organicación anowere	(b) Book value	60 Method of valuation: Cost or end-of-year ma	when value
States and states and states	A nest frien o	a state of the sta	Contract to the		
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Schedule D (Form 990) 2015 TRACK TOWN USA, INC. Part XIII Reconciliation of Revenue per Audited Financial Statements With Revenue per F		7.000
Complete if the organization answered "Yes" on Form 950, Part IV, line 128.		
1 Total revenue, pains, and other support per audited financial statements.	1111	
Amounts included on line 1 but not on Form 990, Part Vill, line 12: Anounts included gains (osses) on investments. Ze	12.2	
b Donated services and use of facilities	262	
c Recoveries of prior year grants	100	
d Other (Describs in Parl XII.)	545 F	
e Add lines 2a through 2d.	2.0	
a Subtract line 2e from line 1		
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:	10000	
a investment expenses not included on Form 990, Part VIII, line 75	1000	
b Other (Describe in Part XII.)	1224	
c Add lines 4a and 4b	4c	
8 Total coverses Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.).	- P	
Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per	r Return. N/7	1
Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.		
1 Total expenses and losses per audited financial statements.	1	
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:	89.61	
a Donaled services and use of facilities		
B Prior year adjustments	185	
c Other losses	322	
d Other (Describe in Part XIIL)	190	
e Add lines 2a through 2d		
3 Subtract line 2e from line 1	3	
4 Amounts included on Form 990, Part DK, line 25, but not on line 1:	送於	
a investment expenses not included on Form 900, Part VIII, line 75	12.2	
b Other (Describe in Part XII.). 4b	4c	
e Add lines 4a and 4b. 5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.)	5	
Part XIII Supplemental Information.		

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XI, lines 2d and 4b. Also complete this part to provide any additional information.

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Schedule Ø (Form 990) 2015

SCHEDULE 1 (Town 990)	Gra Gove	ints and Oth mments, all	Grants and Other Assistance to Organizations, Governments, and Individuals in the United States Complete If the organization answered Year or Farm 990, Part IV, See 21 or 22 Complete If the organization answered Year or Farm 990.	o Organization a the United Sta m 990, Pert IV, like 21	s, ates I erze		2015
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Part General Information on Grants and Assistance	ants and Assista	nce				1617007-08	
 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees the selection criteria used to avery the grants or availance? Describe in Pert IV the organization's procedures for monitoring the use of grant funds in the United States. 	to substantiate the a grants or availance procedures for monito	3 2	the grants or assistance, the granteest' eligibility for the grants or assistance, and se of grant tunds in the United States. SEE PART	rises' sigbility for the takes.	prants or assistance. SEE P	PART IV	2 ves
Part E Grants and Other Assistance to Domestic Organizations and Domestic Governments. Complete if the organization answered 'Yes' on Form 990, Part IV, line 21, for any recipient that received more than \$5,000. Part II can be duplicated if additional space is reeded.	e to Domestic Ory for any recipient	panizations and that received	Domestic Governm more than \$5,000.	Part II can be dup	the organization a licated if additione	Inswered 'Yes' o	on ded.
3 (b) Name and address of separations	BI CP	to the sectors P sectors	BB Amount of cash grant	(d) Amount of new card) associates	(5 Nethod of valuation book, FMV, espreake, street	to Description of num-cash essenteros	PD Property of parts
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 Enter total number of section 501(c)(0) and government organizations listed in the time 1 lates. Enter total number of other organizations listed in the line 1 table. 	() and government orgons fished in the 1	table listed	n the line 1 table.				
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TRACK TOWN USA HAS A STANDING COMMITTEE THAT REVIEWS QUALIFICATIONS AND NEEDS OF

THOSE RECEIVING GRANTS.

PUBLIC DISCLOSURE COPY

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Schedule | (Form \$90) (2012)

SCHEDULE J (Form 990)	For certain Officers, Directors, Trus	pensation Information alses, Key Employees, and Highest Compensated Employees	20	15	0
Organizati of the Transvy		ization answered 'Yes' on Form 990, Part IV, line 23. Attach to Form 990.	Openit		k i
internal Revenue Dennia	Information about Schedule J	(Form 990) and its instructions is at www.irs.gov/form990.	C PORCHOD -	ection	8990
Name of the organization		46-1562797			
TRACK TOWN US		99-1201/37		-	-
Part1 Question	ns Regarding Compensation			Yes	No
1 Check the appr VII. Section A.	opriate box(es) if the organization prov line 1a. Complete Part III to provide an	ided any of the following to or for a person listed on Form 990, Pr relevant information regarding these items.	rt []]]		
	or charter travel	Housing allowance or residence for personal use	223	68	1578
Travel for o		Payments for business use of personal residence	6.03	1000	1257
	ilication and gross-up payments	Health or social club dues or initiation fees	1000	BS:	2.5
3ml	ry spending account	Personal services (s.c., maid, chauffeur, chef)	1993	100	122
-	한 방송 방송은 방송 방송, 그 모두 가지 않는 것이 없다.		33	Sec.	570
le if any of the bo reimbursement	ass on line 1a are checked, did the org or provision of all of the expenses des	ganization follow a written policy regarding payment or cribed above? If No," complete Part III to explain	16		
2 Did the organiz trustees, and of	ation require substantiation prior to rel ficers, including the OED/Executive D	mbursing or allowing expenses incurred by all directors, rector, regarding the items checked in line 1a?	z	9258	500
3 Indicate which,	it any of the following the Ming others	ization used to establish the compensation of the organization's check any boxes for methods used by a related organization to		Salah Salah	
	ion committee	Written employment contract	1.66	例	1867
August 1	it compensation consultant	Compensation survey or study	1.63	16.6	lis,
Mark Contractory	f other organizations	X Approval by the board or compensation committee	120	酸	3.25
[X] + ore say o	a other orthers and an	[W] official of a second second	1.50	120	1995
4 During the year organization or	, did any person listed on Form 990, P a related organization:	tart VII, Section A, line 1a, with respect to the filing			
a Receive a seve	rance payment or change-of-control pa	ayment?	41		Х
b Participate in, o	or receive payment from, a supplement	tal nonqualified retirement plan?	41		X
e Participate in, e	or receive payment from, an equity-bat	sed compensation arrangement?	40	-	X
		de the applicable amounts for each item in Part III.			
Only section 50	11(c)(2), 501(c)(4), and 501(c)(29) ergan	ilations must complete lines 5-9.	130	32	2.6
contingent on t	he revenues of:	ine 1a, did the organization pay or accrue any compensation	腦		部
a The organization	m7		51		X
			51		X
	5a or 5b, describe in Part III.		128	秘	10hr
continuent on 1	he net earnings of:	Ine 1a, did the organization pay or accrue any compensation	123	383	
a The organization	(n?		61		X
				100	1000
	6a or 60, describe in Part III.		300	an	1214
payments not o	sescribed on lines 5 and 67 if Tes, de	Ine 1s, did the organization provide any non-fixed scribe in Part III.	7	-	x
to the initial co-	stract exception described in Reputation	aid or accrued pursuant to a contract that was subject ans section 53.4958-4(e)(3)?			x
a H Yar' In line I	A stid the construction also follow the r	ebutiable presumption procedure described in Regulations			

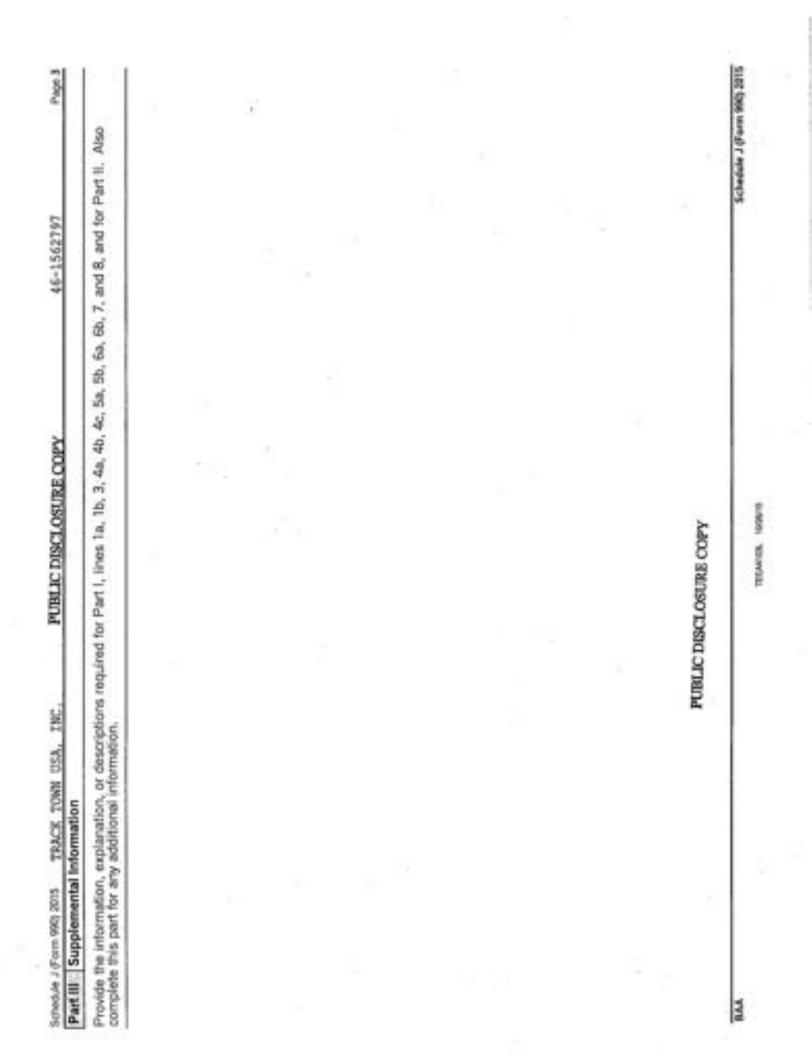
Schedule J (from 990) 2015 TSACK TORN USA, TNC. Part Difficers, Directors, Trustees, Key Employees, and Highest Compensated Employees. Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported on Schedule J, report compensation from the organization on row [] and from related expanizations, described in the instructions, on row (0). Do not list any individuals that are not fiscal on Form 990, Part VII.

Note: The sum of columns (\$10)-(50) for each listed individual must equal the total amount of Ferm 990. Part VII, Section A, line Ta, applicable column (0) and (0) amounts for that individual.

	(K) (m)	2-9, (0 Lang)	COMPARENT AL/DATE 2 18, 10 LINCONTRA	Ł	And Designation of the local division of the		dD Total of	In Correction
(A) Name and Tite	0 fee		0) Barrie & Ingentine Compensation	(B) Office supervision compensation	and other defended compensation	benefits	columns(800) (0) in column (8) reported as defended on prior Form 990	In column (8) reported as beferred on pros Form 990
MICHARL BEILLY 1 SEC/TREAS	00 - 174.5	900.	0				11	1
VINCENT LANANNA 2 PRESIDENT	335	000.	0.	0.	0.	0	1.1	0-
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11	8	-						
14	68	-						
15	00	-						
16	00						1	
BAA			TELEVISION 10/08	TELEVITOR NOTIFICIAL			Schedule	Schedule J (Farm 200) 2015

Page 2



SCHEDULE M (Form 990)

PUBLIC DISCLOSURE COPY Noncash Contributions

	Complete If the organizations answered	'Yes'	ee Form 990,	Part IV,	lines 29	or 30.
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· Attack to Form 990.

· Information about

Department of the Treasury Informal Parvanue Service Name of the organization

TRACK TOWN USA, INC.

50	hedule M	(Ferm 990)	and its instructions is at www.rs.gov/torespot.	

Open To Public Inspection Employee Identification reporter

CMB No. 1945-0047

2015

46-1562797

	Types of Property	(4) Check if applicable	00 Number of contributions or dema contributed	(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g	Metho	(d d of d contrib	elennin	ing nounts
1	Art - Works of art	-				_	_	_
z	Art - Historical treasures					_	_	_
3	Art - Fractional interests				-		_	
4	Books and publications	_	CALL ACCUVER			_	_	_
5	Clothing and household goods		and the second second			_	_	_
6	Cars and other vehicles				-	_	_	_
7	Boats and planes.					_	_	
8	intellectual property			0.07 0.71	ALC: UNKNOWN			_
.9	Securities - Publicly Vaded	X	1	275,251.	MARCET	YAI	JUE	_
10	Securities - Closely held stock	-				_		
31	Securities - Partnership, LLC, or trust interests.	_			-		-	_
12	Securities - Miscellaneous					_	_	_
13	Qualified conservation contribution - Historic structures						_	
14	Qualified conservation contribution - Other				-		_	
15	Real estate - Residerial	1.1.1.1			-	_	_	_
16	Raal estate - Convercial	St. 1.53				_	_	
17	Real estate - Other					_	_	_
18	Collectibles				-		_	
19	Food inventory						_	_
20	Drugs and medical supplies	- · · · · · · · · · · · · · · · · · · ·			-	_		
21	Taxidemy				-	_	_	_
22	Historical artifacts	2						_
23	Scientific specimens				-	_	_	_
24	Archeological antifacts	1			-	_		
25	Other - ()				-	_	_	_
26	Oter+ ()				-	_	_	_
27	Oner ()				-	_	_	_
28	Other* ()			1		_	_	_
29	Number of Forms 8283 received by the organizatio organization completed Form 8283, Part IV, Done	on during the Acknowled	e tax year for contributi spemeni	ons for which the	29	1		
	a Barrente : con transferration		5			_	Yes	No
			in anosti sported in	Part Lines 1 through	28. Part	已況	1993	2.00
30	 During the year, did the organization receive by cr it must hold for at least three years from the date for exempt purposes for the entire holding period? 	of the initial	COMPLETERS AND MUST	TO DE LANS L'ENDER DIE AV AN AN		30.4	1253	x
3	It was " describe the ananoement in Part II.					ung	YAK.	1900
	Does the organization have a gift acceptance pole	cy that requi	ies the review of any r	en-standard contributio	ni?	31	X	
- 11	Does the organization hire or use third parties or i	caladad more	einations to solicit, pro-	cess, or sell				
	noncash contributions?	0.01111911				32.4	2.095	X
1	e if Yes,' describe in Part II.		a turne of property for a	with column (a) is the		10.2	1.53	2.5
33	If the organization did not report an amount in col describe in Part II.	frauen deb ange	a the or highlight of a			24	1.4	200

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

Schedule M (Form 990) (2015)

Schedule M (Form 1940) (2015) TRACK TOWN USA, INC. PUBLIC DISCLOSURE COPY 46-1562797 Page 2 Part II. Supplemental Information. Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information. Page 2

SCHEDULE O	PUBLIC DISCLOSURE COPY Supplemental Information to Form 990 or 990	-EZ	OM9 No. 1545 0047
(Form 990 or 990-EZ)	Complete to provide information for responses to specific outsiliers Form 990 or 990-EZ or to provide any additional information.		2015
Opportment of the Treasury	 Attack to Form 990 or 990-EZ. Information about Schedule C (Form 990 or 990-EZ) and its instructi at www.irs.gov/form890. 	ons is	Open to Public
Name of the organization		Employer ide	etification number
TRACK TOWN IIEA. 1	W7	46-156	2797

FORM 990, PART III, LINE 1 - ORGANIZATION MISSION

TO ELEVATE THE SPORT OF TRACK AND FIELD IN THE MIND OF THE AMERICAN PUBLIC AND TO EMBANCE THE PROFILE OF EUGENE-SPRINGFIELD REGION AND THE ENTIRE STATE OF OREGON AS "TRACK TOWN USA" - THE PREMIER DESTINATION FOR TRACK AND FIELD MEETS AND EVENTS IN NORTH AMERICA.

FORM 990, PART VI, LINE 118 - FORM 990 REVIEW PROCESS

THE FORM 990 IS DRAFTED BY INDEPENDENT ACCOUNANTS BASED ON INFORMATION PROVIDED BY THE ORGANIZATION. THE DRAFT FORM 990 IS REVIEWED BY THE ORGANIZATION'S FINANCE TEAM. THE FINAL FORM 990 IS REVIEWED AND APPROVED BY THE ORGANIZATION'S OFFICERS. A COPY OF THE APPROVED FORM 990 IS PROVIDED ELECTRONICALLY TO THE ENTIRE BOARD OF DIRECTORS.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS DIRECTORS AND OFFICERS OF THE ORGANIZATION AND MANAGERS OF THE WHOLLY-OWNED LLC RECEIVE A COPY OF THE CONFLICT OF INTEREST POLICY, SIGN & DECLARATION TO ADHERE TO THE POLICY, AND COMPLETE A QUESTIONNAIRE SEEKING DISCLOSURE OF POTENTIAL CONFLICTS. THE POLICY REQUIRES THE FILING OF AMENDED QUESTIONNAIRES IN THE EVENT OF ANY CHANGE IN CIRCUMSTANCES, ANNUALLY, THE ORGANIZATION CIRCULATES THE QUESTIONNAIRE FOR REVIEW AND UPDATING. DETERMINATIONS AS TO WHETHER CONFLICTS EXIST AND, IF SO, WHAT ACTIONS SHOULD BE TAKEN ARE MADE IN CONSULTATION WITH INDEPENDENT COUNCIL.

FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT COMPENSATION IS REVIEWED ANNUALLY AND COMPARED TO AVAILABLE DATA OF COMPENSATION PAID BY SIMILAR ORGANIZATIONS ENGAGED IN COMPARABLE ACTIVITIES. COMPENSATION OF KEY EMPLOYEES IS APPROVED BY THE OFFICERS OF THE ORGANIZATION. COMPENSATION OF OFFICERS IS APPROVED BY THE BOARD OF DIRECTORS.

PUBLIC DISCLOSURE COPY	PUBLIC	DISCL	OSUI	RE COPY
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Schedule 0 (Form 990 or 990-EZ) 2015	Page 2
Name of the organization	Employer identification mandler
TRACK TOWN USA, INC.	46-1562797

FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES

SEE DESCRIPTION FOR 15A

FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE

NO OTHER DOCUMENTS AVAILABLE TO THE PUBLIC.

SCHEDULE R (Form 596) Descripts of the Treasury	 Related Organizations and "Ultreliged Planta GOIN ps Complete if the expanization answered "tes" on Form 990, Part IV, line 33, 34, 550, 36, or 50. Internation about Schedule R (Form 790) and its instructions is at answira goodorness). 	Related Organizations and Vincelect Parts GOINs and Source Complete if the organization answered "her" on Form 990, Part IV, line 33, 34, 350, 35, or 3 • Attach to Form 990, and its instructions in at www.in.gov/form990.	ns affid 01 red Yes' on F Attach to Feet	IC BIRCH	CPERFIGUES OF A	Nos 156. X. er 17. portornent.		8 6	2015
NAME OF A DESCRIPTION O							46	10-10-10-10-10-10-10-10-10-10-10-10-10-1	-
Identificatio	inded Entities Complete	÷.	e organization answered		on Form 990	"Yes' on Form 990, Part IV, line	22		
Name, address, and EM (if applicable) of dsregarded entity	tel) of disregarded entity	Primary activity		(c) thereign country)		Total more	End-of-year assets		Direct compating entity
PERSON TONN RYENTS, JLC. FO BOX J1141 EDGENE, OB 37440		MANAGE MAT'L AND INT'L CHAMPIONSHIPS AND OTHER EVENTS		8		7, 228, 733.	13	132, 849.	8/3
8									
6									
Part II Identification of Related Tax-Exempt Organizations Complete if the organization answered "Yes" on Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.	ex-Exempt Organizations	Complete if the o	organization ear.	n answered	"Yes' on For	n 990, Part IV,	line 14 the	ause it had	3
Name, address, and EN of related organization	organization Pri	Primary activity	Legal domicile (Male or foregn country)	the (statle country)	Exercit Code sector	Public (nerty status Prestion 5010003)	status De	Direct controlling entry	955 an
<u>0</u>							+		Yes No
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6							-		
BAA. For Paperwork Reduction Act Notice, see the Instructions for Form 99	Ce, see the instructions for F	orn 990.		ľ	TELADER, BOLVO			Schedule	Schedule & Grove 9905 2015

Part III. Identification of	Identification of Related Organizations Taxable as a Pa because it had one or more related organizations	lated org	Inizations	treated as a partnership during the tax year.	artnership	comments a removerant compete in the organization enswered organizations theated as a partnership during the tax year.	n tax year.	2			5		
Name, address, and ETV of related organization	Primary activity	S Joseph Control	Consection Consection Consection	C (10 tools) Predition (and tools) (10 t		Share of tutal income	(g) Share of stores assets		Mo North	Code V-UIII Emourt in box 20 of Schedule K-1 from 1003	General or nerveging partner?		(0) Second
0 0													
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9		25											L .
Part IV Identification of	Identification of Related Organizations Taxable as a Corporation or Trust Complete if the organization answered "Yes" on Form 990, Part IV line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.	fions Tax	able as a C	erporation or Tr izations treated	fund Comple	te if the or location or	ganization i trust durin	inswered "	Year.	Form 990, P	art N,		
Name, address, and EIN of related organization	of related organizati	on Prim	Primary actualy	Legal domicite Ottere or foreign	Deect	Type CC cong	Type of every	Share of Share of total records	8.	Sthare of end-of- year assets	22	Sac 12 (17) (17)	(IL)OLD
		_		country?	· · · ·		David		-			Yes	ž
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Schedule R (Form 990) 2015 TBACK TOWN USA, ISC.	PUBLIC DESCROSORE COLT	46-1562797	197 Page 3
ampliete il	the organization answered "Yes' on Form 990, Part IV, line 34,	line 34, 35b, or 35.	
Nete. Complete line 1 if any entity is listed in Parts II, III, or IV of this scheet Curing the tax year, did the organization engage in any of the following tra- a Receipt of (§) interest, (§) annuttes, (§) repaties, or (by next them a control is (64, grant, or capital contribution to related organization(6) c (34, grant, or capital contribution from related organization(6)	edule. Ansactions with arre or more related seganizations lased in Parts 1.1V7 offed entity		Yes No 1 a X 1 d X 1 d X 1 d X 1 d X X X X X
 Dividencin from related organization(s). Sale of assets to related organization(s). Purchase of assets from related organization(s). Exchange of assets with related organization(s). Lease of facilities, equipment, or other assets to related organization(s). 			200 11 200 10 10 10 10 10 10 10 10 10 10 10 10 10 1
k Leane of facilities, equipment, or other assets from related organization(k). I. Performance of services or membership or fundrashing solicitations for relative milliperformance of services or membership or fundrashing solicitations by relative to Enarrog of facilities, equipment, mailing lats, or other assets with related o o Enarrog of paid employees with related organization(s).	or agantantion(o)		11 11 11 11 11 11 11 11 10 1
 Pleintoursement paid to related organization(b) for expenses. Reintoursement paid by related organization(b) for expenses. Coner transfer of cash or property to related organization(b) Coner transfer of cash or property from related organization(b) Coner transfer of cash or property from related organization(b) Coner transfer of cash or property from related organization(b) Coner transfer of cash or property from related organization(b) Coner transfer of cash or property from related organization(b) 	Provided covered relationships	and frameworks frameworks	19 11 15
Name of related organization	Transaction type (a-s)	Arrount involved Me	Method of Geterminy Amount involved
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Subedule R from 990 2015 TRACK TOWN USA,	TOWN USA,	180.			-			46-1562797	16123	Page 4
Part Wii Unrelated Organizations Taxable as a Partnership Complete If the organization answered "Yes" on Form 990, Part IV, line 37	is Taxable	as a Partnersh	tp Complete	if the organ	Sation answe	red 'Yes' on P	000 E	art IV, line 37		
Provide the following information for each entity taxed as a pertnership through which the organization conducted more than five percent of its activities (measured by follal assets or gross newnol) that was not a related organization. See instructions regarding exclusion for certain investment performings.	entity taxed a	is a partnership fiv uctions regarding e	ough which the scilation for cert	organization co ain investment	volucted more the performings.	in five percent of	its activities (measured by lotal	assets or gri	88
Name, address, and E3N of entity Prim	Primary activity	Legal domicile Duale or foreign country)	Processor Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income Income	An al person action Material Material	Share of total income	Ender of year assels	Dispersion former ancetors?	Code V-UBI amount in boar 20 of Servedure K-1 K-1	General or nenegrig partent	(international section of the sectio
			methons 212-5140	Yes No			Yes No	Street march	Yes No	
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achedule R (Form 990) 2015 TRACK TOWN USA, PARLIC DISCLOSURE COPY 46-1562797
Part VIII: Supplemental Information
Provide additional information for responses to questions on Schedule R (see instructions).