

EXTENDED TO NOVEMBER 15, 2018

OMB No 1545-0047

Form 990

Return of Organization Exempt From Income Tax

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

2017

Department of the Treasury Internal Revenue Service

Do not enter social security numbers on this form as it may be made public

Go to www.irs.gov/Form990 for instructions and the latest information.

Open to Public Inspection

A For the 2017 calendar year, or tax year beginning and ending

Form 990 header section containing organization name (NEW ORLEANS & COMPANY), EIN (72-0540607), address (2020 ST. CHARLES AVENUE, NEW ORLEANS, LA 70130), and principal officer (J. STEPHEN PERRY).

Part I Summary

Table with 3 columns: Description, Prior Year, Current Year. Rows include mission statement, revenue (Total revenue: 35,416,972), expenses (Total expenses: 34,817,332), and net assets (End of Year: 47,614,595).

Part II Signature Block

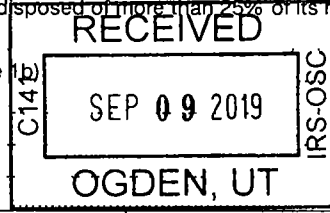
Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Signature of officer: J. Stephen Perry, President & CEO. Date: 8/28/19.

Preparer information: Bruce S. Prendergast, MS, LAPORTE, APAC. Date: 8/23/19. Firm's EIN: 72-1088864.

May the IRS discuss this return with the preparer shown above? (see instructions) [X] Yes [] No

SCANNED OCT 23 2019, 0423258262 SEP 16 2019



G

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

X

1 Briefly describe the organization's mission

THE MISSION OF THE NEW ORLEANS CONVENTION & VISITORS BUREAU IS TO CREATE VIBRANT ECONOMIC GROWTH BY DEVELOPING AND MARKETING THE NEW ORLEANS REGION AS THE PREMIER VISITOR DESTINATION... INVOLVING AND LEADING THE DIVERSE ELEMENTS OF THE HOSPITALITY INDUSTRY AND THE

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

Yes No X

If "Yes," describe these new services on Schedule O

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?

Yes No X

If "Yes," describe these changes on Schedule O

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses.

Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a (Code) (Expenses \$ including grants of \$) (Revenue \$)

CONVENTION SALES, SERVICES, AND GROUP LEISURE MARKETING: THE BUREAU CONTACTS MANY ASSOCIATIONS AND CORPORATE BUSINESSES TO SOLICIT FACILITIES IN NEW ORLEANS; 1,148 CONVENTIONS AND MEETINGS WERE BOOKED BY THE BUREAU IN 2017. THE CONVENTION & LEISURE SALES TEAMS COMBINED BOOKED A TOTAL OF 2,358,646 ROOM NIGHTS IN 2017. THE BUREAU ALSO PROVIDED ASSISTANCE TO 12,519 TRAVEL AGENTS AND 9,431 VISITORS IN 2017.

4b (Code) (Expenses \$ including grants of \$) (Revenue \$)

PROMOTIONAL MEDIA: THE BUREAU PRINTS AND DISTRIBUTES BROCHURES AND MAPS WHICH PROVIDE INFORMATION ABOUT THE VARIOUS POINTS OF INTEREST AND EVENTS HAPPENING IN NEW ORLEANS. IN 2017, APPROXIMATELY 504,223 BROCHURES WERE CIRCULATED. ADDITIONALLY, THE BUREAU ASSISTED MEDIA AROUND THE WORLD FOR A TOTAL RESULT OF 2,656 ASSISTED IN 2017.

4c (Code) (Expenses \$ including grants of \$) (Revenue \$)

MEMBERSHIP PROMOTION: THE BUREAU CONDUCTS PROMOTIONAL ACTIVITIES THROUGHOUT THE YEAR TO ATTRACT ADDITIONAL MEMBERS. THE TOTAL MEMBERSHIP FOR 2017 WAS 1,087.

4d Other program services (Describe in Schedule O)

(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses

Part IV Checklist of Required Schedules

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

Part IV Checklist of Required Schedules (continued)

	Yes	No
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
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 1? If "Yes," complete Schedule I, Parts I and II		X
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 2? If "Yes," complete Schedule I, Parts I and III		X
23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J	X	
24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		
b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		
26 Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If "Yes," complete Schedule L, Part II		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		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).		
a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV		X
c An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV		X
29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31 Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I	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 1		X
35a Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		
36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		
37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?	X	

Note. All Form 990 filers are required to complete Schedule O

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
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable. 116		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable. 0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return. 276		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	X	
b	If "Yes," has it filed a Form 990-T for this year? If "No," to line 3b, provide an explanation in Schedule O	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
b	If "Yes," enter the name of the foreign country: _____ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR)		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
c	If "Yes," to line 5a or 5b, did the organization file Form 8886-T?		
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?		
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		
d	If "Yes," indicate the number of Forms 8282 filed during the year. 7d		
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?		
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?		
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the sponsoring organization make any taxable distributions under section 4966?		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?		
10	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on Part VIII, line 12. 10a		
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities. 10b		
11	Section 501(c)(12) organizations. Enter:		
a	Gross income from members or shareholders. 11a		
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them). 11b		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year. 12b		
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note. See the instructions for additional information the organization must report on Schedule O		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans. 13b		
c	Enter the amount of reserves on hand. 13c		
14a	Did the organization receive any payments for indoor tanning services during the tax year?		X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O See instructions

Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year 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		
1a	29		
b	Enter the number of voting members included in line 1a, above, who are independent		
1b	29		
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?		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?		X
4	Did the organization make any significant changes to its governing documents 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
6	Did the organization have members or stockholders?	X	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	X	
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
a	The governing body?	X	
b	Each committee with authority to act on behalf of the governing body?	X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O	X	

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
10b			
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	X	
b	Describe in Schedule O the process, if any, used by the organization to review this Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13	X	
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	X	
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done	X	
12c		X	
13	Did the organization have a written whistleblower policy?	X	
14	Did the organization have a written document retention and destruction policy?	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?		
a	The organization's CEO, Executive Director, or top management official	X	
b	Other officers or key employees of the organization If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions)	X	
15b		X	
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		
16b			

Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed **NONE**
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
 Own website Another's website Upon request Other (explain in Schedule O)
- 19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year
- 20 State the name, address, and telephone number of the person who possesses the organization's books and records: **TAMMIE BOTELER - 504-566-5094**
2020 ST. CHARLES AVE, NEW ORLEANS, LA 70130

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

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

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

- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization's current key employees, if any See instructions for definition of "key employee "
- List the organization's five current highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's former officers, key employees, 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 employees, 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 Title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) DARRYL BERGER SECRETARY EX-OFFICIO	1.50	X		X				0.	0.	0.
(2) OCTAVIO MANTILLA DIRECTOR	1.50	X						0.	0.	0.
(3) STEVE CAPUTO DIRECTOR	1.50	X						0.	0.	0.
(4) SUSAN TAYLOR DIRECTOR	1.50	X						0.	0.	0.
(5) ROBERT BRAY DIRECTOR	1.50	X						0.	0.	0.
(6) RON FORMAN DIRECTOR - EX OFFICIO	1.50	X						0.	0.	0.
(7) TOD CHAMBERS ASSISTANT SECRETARY	1.50	X		X				0.	0.	0.
(8) MICHAEL SMITH CHAIRMAN	1.50	X		X				0.	0.	0.
(9) DAVID VILLARRUBIA DIRECTOR	1.50	X						0.	0.	0.
(10) PAUL SCOTT DIRECTOR	1.50	X						0.	0.	0.
(11) JIM COOK PAST CHAIR- EX OFFICIO	1.50	X		X				0.	0.	0.
(12) MELVIN RODRIGUE DIRECTOR - EX OFFICIO	1.50	X						0.	0.	0.
(13) GREGORY RUSOVICH CHAIR ELECT	1.50	X		X				0.	0.	0.
(14) DOUG THORNTON DIRECTOR - EX OFFICIO	1.50	X						0.	0.	0.
(15) MICKAL ADLER DIRECTOR	1.50	X						0.	0.	0.
(16) STEVE PETTUS TREASURER	1.50	X		X				0.	0.	0.
(17) BONNIE BOYD DIRECTOR	1.50	X						0.	0.	0.

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

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(18) STAN HARRIS DIRECTOR - EX OFFICIO	1.50	X						0.	0.	0.
(19) KATY CASBARIAN DIRECTOR	1.50	X						0.	0.	0.
(20) KATHIE JACOBS DIRECTOR	1.50	X						0.	0.	0.
(21) DAVID TEICH DIRECTOR	1.50	X						0.	0.	0.
(22) DIANE LYONS DIRECTOR	1.50	X						0.	0.	0.
(23) AMY REIMER DIRECTOR	1.50	X						0.	0.	0.
(24) BRANDY CHRISTIAN DIRECTOR	1.50	X						0.	0.	0.
(25) QUENTIN MESSER DIRECTOR	1.50	X						0.	0.	0.
(26) CAMILLE WHITWORTH DIRECTOR	1.50	X						0.	0.	0.
1b Sub-total								0.	0.	0.
c Total from continuation sheets to Part VII, Section A								2,501,416.	0.	317,858.
d Total (add lines 1b and 1c)								2,501,416.	0.	317,858.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization **21**

	Yes	No
3 Did the organization list any former officer, director, or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual	X	
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If "Yes," complete Schedule J for such person		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization Report compensation for the calendar year ending with or within the organization's tax year

(A) Name and business address	(B) Description of services	(C) Compensation
AMERICAN EXPRESS, P.O. BOX 360001, FORT LAUDERDALE, FL 33336-0001	CREDIT CARDS	874,297.
CHASE CARD SERVICES P.O. BOX 94014, PALATINE, IL 60094-0001	CREDIT CARDS	778,477.
TRAHAN ARCHITECTS, 701 POYDRAS, SUITE 150P, NEW ORLEANS, LA 70139	ARCHITECTURAL	770,508.
DICK CLARK PRODUCTION RIGHTS, LLC 2900 OLYMPIC BLVD., SANTA MONICA, CA 90404	BROADCASTING	400,000.
COLLINSON & COMPANY, 15 TECHNOLOGY PKWY SOUTH, SUITE 250, NOCROSS, GA 30092	ADVERTISING	374,000.

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization **29**

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514	
Contributions, Gifts, Grants and Other Similar Amounts	1 a Federated campaigns	1a					
	b Membership dues	1b	1,704,394.				
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e					
	f All other contributions, gifts, grants, and similar amounts not included above	1f					
	g Noncash contributions included in lines 1a-1f \$						
	h Total. Add lines 1a-1f		1,704,394.				
	Program Service Revenue	Business Code					
		2 a TOURISM SUPPORT ASSESSMENT REVENUE	900099	18,971,976.	18,971,976.		
b STATE OF LA/NOTMC FUNDING		900099	13,049,090.	13,049,090.			
c STAFFING SERVICES		900099	499,199.	499,199.			
d OTHER REVENUE		900099	312,405.	312,405.			
e INDUSTRY SHOW COST-SHARE		900099	256,699.	256,699.			
f All other program service revenue		541800	76,900.		76,900.		
g Total. Add lines 2a-2f			33,166,269.				
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		546,309.			546,309.	
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
	6 a Gross rents	(i) Real	(ii) Personal				
		b Less rental expenses					
		c Rental income or (loss)					
		d Net rental income or (loss)					
	7 a Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other				
		b Less cost or other basis and sales expenses					
		c Gain or (loss)					
		d Net gain or (loss)					
	8 a Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a					
		b Less direct expenses	b				
		c Net income or (loss) from fundraising events					
	9 a Gross income from gaming activities See Part IV, line 19	a					
		b Less direct expenses	b				
		c Net income or (loss) from gaming activities					
	10 a Gross sales of inventory, less returns and allowances	a					
b Less cost of goods sold		b					
c Net income or (loss) from sales of inventory							
Miscellaneous Revenue		Business Code					
11 a _____							
b _____							
c _____							
d All other revenue							
e Total. Add lines 11a-11d							
12 Total revenue. See instructions			35,416,972.	33,089,369.	76,900.	546,309.	

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 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 foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	2,033,096.			
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	5,565,445.			
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)	249,985.			
9 Other employee benefits	679,677.			
10 Payroll taxes	509,363.			
11 Fees for services (non-employees).				
a Management				
b Legal	81,667.			
c Accounting				
d Lobbying	157,000.			
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Sch O.)	37,660.			
12 Advertising and promotion	16,294,631.			
13 Office expenses	330,968.			
14 Information technology	340,700.			
15 Royalties				
16 Occupancy	349,585.			
17 Travel	1,725,920.			
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	1,907,168.			
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	631,607.			
23 Insurance	150,512.			
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O.)				
a REBRANDING	1,858,599.			
b CLIENT SERVICE INITIATI	479,780.			
c PUBLIC RELATIONS	472,284.			
d FESTIVAL SPONSORSHIPS	428,321.			
e All other expenses	533,364.			
25 Total functional expenses. Add lines 1 through 24e	34,817,332.			
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Check here if following SOP 98-2 (ASC 958-720)

Part X Balance Sheet

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

		(A) Beginning of year		(B) End of year
Assets	1 Cash - non-interest-bearing	18,602,273.	1	18,634,248.
	2 Savings and temporary cash investments		2	
	3 Pledges and grants receivable, net		3	
	4 Accounts receivable, net	4,370,286.	4	6,008,256.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instr). Complete Part II of Sch L		6	
	7 Notes and loans receivable, net		7	20,225.
	8 Inventories for sale or use	34,304.	8	24,867.
	9 Prepaid expenses and deferred charges	617,787.	9	541,121.
	10a Land, buildings, and equipment - cost or other basis. Complete Part VI of Schedule D	10a 15,829,388.		
	b Less accumulated depreciation	10b 5,830,573.	10c	9,998,815.
	11 Investments - publicly traded securities	15,234,350.	11	16,889,325.
	12 Investments - other securities. See Part IV, line 11		12	
	13 Investments - program-related. See Part IV, line 11		13	
	14 Intangible assets	1,200,000.	14	1,200,000.
	15 Other assets. See Part IV, line 11		15	
16 Total assets. Add lines 1 through 15 (must equal line 34)	50,084,116.	16	53,316,857.	
Liabilities	17 Accounts payable and accrued expenses	2,768,926.	17	2,488,867.
	18 Grants payable		18	
	19 Deferred revenue	48,935.	19	51,811.
	20 Tax-exempt bond liabilities		20	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22 Loans 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	
	23 Secured mortgages and notes payable to unrelated third parties		23	
	24 Unsecured notes and loans payable to unrelated third parties		24	
	25 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	1,776,297.	25	3,161,584.
	26 Total liabilities. Add lines 17 through 25	4,594,158.	26	5,702,262.
Net Assets or Fund Balances	Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.			
	27 Unrestricted net assets	30,127,681.	27	34,404,687.
	28 Temporarily restricted net assets	15,362,277.	28	13,209,908.
	29 Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.			
	30 Capital stock or trust principal, or current funds		30	
	31 Paid-in or capital surplus, or land, building, or equipment fund		31	
	32 Retained earnings, endowment, accumulated income, or other funds		32	
33 Total net assets or fund balances	45,489,958.	33	47,614,595.	
34 Total liabilities and net assets/fund balances	50,084,116.	34	53,316,857.	

Part XI Reconciliation of Net Assets

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	35,416,972.
2	Total expenses (must equal Part IX, column (A), line 25)	2	34,817,332.
3	Revenue less expenses Subtract line 2 from line 1	3	599,640.
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	45,489,958.
5	Net unrealized gains (losses) on investments	5	1,374,997.
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain in Schedule O)	9	150,000.
10	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	10	47,614,595.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b	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 <input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	X	
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	X	
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Form 990 (2017)

SCHEDULE C
(Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

2017

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527
 ▶ **Complete if the organization is described below. ▶ Attach to Form 990 or Form 990-EZ.**
 ▶ **Go to www.irs.gov/Form990 for instructions and the latest information.**

If the organization answered "Yes," on Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
- Section 501(c) (other than section 501(c)(3)) organizations. Complete Parts I-A and C below Do not complete Part I-B
- Section 527 organizations Complete Part I-A only.

If the organization answered "Yes," on Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A.

If the organization answered "Yes," on Form 990, Part IV, line 5 (Proxy Tax) (see separate instructions) or Form 990-EZ, Part V, line 35c (Proxy Tax) (see separate instructions), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Name of organization NEW ORLEANS & COMPANY	Employer identification number 72-0540607
--	---

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV
- 2 Political campaign activity expenditures ▶ \$ _____
- 3 Volunteer hours for political campaign activities _____

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 ▶ \$ _____
- 2 Enter the amount of any excise tax incurred by organization managers under section 4955 ▶ \$ _____
- 3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
- 4a Was a correction made? Yes No
- b If "Yes," describe in Part IV

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities ▶ \$ _____
- 2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities ▶ \$ _____
- 3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b ▶ \$ _____
- 4 Did the filing organization file Form 1120-POL for this year? Yes No
- 5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments For each organization listed, enter the amount paid from the filing organization's funds Also enter the amount of political contributions received that were promptly and directly delivered to a separate political organization, such as a separate segregated fund or a political action committee (PAC) If additional space is needed, provide information in Part IV

(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds. If none, enter -0-.	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter -0-.

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule C (Form 990 or 990-EZ) 2017

LHA
732041 11-09-17

Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).

- A** Check if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B** Check if the filing organization checked box A and "limited control" provisions apply

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount. Enter the amount from the following table in both columns														
<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">If the amount on line 1e, column (a) or (b) is:</th> <th style="text-align: left;">The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000													
Over \$17,000,000	\$1,000,000													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a. If zero or less, enter -0-														
i Subtract line 1f from line 1c. If zero or less, enter -0-														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No												

4-Year Averaging Period Under section 501(h)
 (Some organizations that made a section 501(h) election do not have to complete all of the five columns below.
 See the separate instructions for lines 2a through 2f.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2014	(b) 2015	(c) 2016	(d) 2017	(e) Total
2a Lobbying nontaxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each "Yes," response on lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
a Volunteers?			
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?			
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities?			
j Total. Add lines 1c through 1i			
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?		X
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?		X
3 Did the organization agree to carry over lobbying and political campaign activity expenditures from the prior year?	X	

Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No," OR (b) Part III-A, line 3, is answered "Yes."

1 Dues, assessments and similar amounts from members	1	1,704,394.
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	157,000.
b Carryover from last year	2b	58,981.
c Total	2c	215,981.
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	247,137.
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (see instructions)	5	<31,156.>

Part IV Supplemental Information

Provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, lines 1 and 2 (see instructions), and Part II-B, line 1. Also, complete this part for any additional information

SCHEDULE D
(Form 990)

Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No 1545-0047

2017

Open to Public Inspection

Name of the organization **NEW ORLEANS & COMPANY** Employer identification number **72-0540607**

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" on Form 990, Part IV, line 6

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year		
2 Aggregate value of contributions to (during year)		
3 Aggregate value of grants from (during year)		
4 Aggregate value at end of year		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control?		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit?		<input type="checkbox"/> Yes <input type="checkbox"/> No

Part II Conservation Easements. Complete if the organization answered "Yes" on Form 990, Part IV, line 7

1 Purpose(s) of conservation easements held by the organization (check all that apply)

Preservation of land for public use (e.g., recreation or education) Preservation of a historically important land area

Protection of natural habitat Preservation of a certified historic structure

Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year

	Held at the End of the Tax Year
a Total number of conservation easements	2a
b Total acreage restricted by conservation easements	2b
c Number of conservation easements on a certified historic structure included in (a)	2c
d Number of conservation easements included in (c) acquired after 7/25/06, and not on a historic structure listed in the National Register	2d

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ▶ _____

4 Number of states where property subject to conservation easement is located ▶ _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? Yes No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ▶ \$ _____

8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? Yes No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8

1a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items

b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items

(i) Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

(ii) Assets included in Form 990, Part X ▶ \$ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items

a Revenue included on Form 990, Part VIII, line 1 ▶ \$ _____

b Assets included in Form 990, Part X ▶ \$ _____

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

Schedule D (Form 990) 2017

732051 10-09-17

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table

- c Beginning balance
- d Additions during the year
- e Distributions during the year
- f Ending balance

	Amount
1c	
1d	
1e	
1f	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" on Form 990, Part IV, line 10

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

- a Board designated or quasi-endowment _____ %
- b Permanent endowment _____ %
- c Temporarily restricted endowment _____ %

The percentages on lines 2a, 2b, and 2c should equal 100%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations
- (ii) related organizations

	Yes	No
3a(i)		
3a(ii)		
3b		

b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?

4 Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land		3,373,130.		3,373,130.
b Buildings		10,221,396.	3,595,711.	6,625,685.
c Leasehold improvements		459,042.	459,042.	0.
d Equipment		834,928.	834,928.	0.
e Other		940,892.	940,892.	0.
Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)				9,998,815.

Part VII Investments - Other Securities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b See Form 990, Part X, line 12

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total (Col (b) must equal Form 990, Part X, col (B) line 12.)		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total (Col (b) must equal Form 990, Part X, col (B) line 13.)		

Part IX Other Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d See Form 990, Part X, line 15

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total (Column (b) must equal Form 990, Part X, col (B) line 15)	

Part X Other Liabilities.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f See Form 990, Part X, line 25

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) OTHER ACCRUED LIABILITIES	2,531,978.
(3) PROMISE TO GIVE	627,000.
(4) LONG TERM DEBT, NET OF DEBT	
(5) ISSUANCE COST	2,606.
(6)	
(7)	
(8)	
(9)	
Total (Column (b) must equal Form 990, Part X, col. (B) line 25)	3,161,584.

2. Liability for uncertain tax positions In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740) Check here if the text of the footnote has been provided in Part XIII

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a

1	Total revenue, gains, and other support per audited financial statements		1	36,791,969.
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12			
a	Net unrealized gains (losses) on investments	2a	1,374,997.	
b	Donated services and use of facilities	2b		
c	Recoveries of prior year grants	2c		
d	Other (Describe in Part XIII)	2d		
e	Add lines 2a through 2d	2e	1,374,997.	
3	Subtract line 2e from line 1	3	35,416,972.	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b		
c	Add lines 4a and 4b	4c	0.	
5	Total revenue Add lines 3 and 4c. (This must equal Form 990, Part I, line 12)	5	35,416,972.	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a

1	Total expenses and losses per audited financial statements		1	34,817,332.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25			
a	Donated services and use of facilities	2a		
b	Prior year adjustments	2b		
c	Other losses	2c		
d	Other (Describe in Part XIII)	2d		
e	Add lines 2a through 2d	2e	0.	
3	Subtract line 2e from line 1	3	34,817,332.	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1			
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a		
b	Other (Describe in Part XIII)	4b		
c	Add lines 4a and 4b	4c	0.	
5	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)	5	34,817,332.	

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 XII, lines 2d and 4b Also complete this part to provide any additional information

PART X, LINE 2:

ACCOUNTING PRINCIPLES GENERALLY ACCEPTED IN THE UNITED STATES OF AMERICA
 PROVIDE ACCOUNTING AND DISCLOSURE GUIDANCE ABOUT POSITIONS TAKEN BY AN
 ENTITY IN ITS TAX RETURNS THAT MIGHT BE UNCERTAIN. THE BUREAU BELIEVES
 THAT IT HAS APPROPRIATE SUPPORT FOR ANY TAX POSITIONS TAKEN, AND
 MANAGEMENT HAS DETERMINED THAT THERE ARE NO UNCERTAIN TAX POSITIONS THAT
 ARE MATERIAL TO THE FINANCIAL STATEMENTS.

PENALTIES AND INTEREST ASSESSED BY INCOME TAXING AUTHORITIES, IF ANY,
 WOULD BE INCLUDED IN INCOME TAX EXPENSE.

**SCHEDULE F
(Form 990)**

Statement of Activities Outside the United States

OMB No 1545-0047

2017

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 14b, 15, or 16.

▶ Attach to Form 990.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

Name of the organization: **NEW ORLEANS & COMPANY**
Employer identification number: **72-0540607**

Part I General Information on Activities Outside the United States. Complete if the organization answered "Yes" on Form 990, Part IV, line 14b

1 For grantmakers. Does the organization maintain records to substantiate the amount of its grants and other assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? Yes No

2 For grantmakers. Describe in Part V the organization's procedures for monitoring the use of its grants and other assistance outside the United States

3 Activities per Region (The following Part I, line 3 table can be duplicated if additional space is needed)

(a) Region	(b) Number of offices in the region	(c) Number of employees, agents, and independent contractors in the region	(d) Activities conducted in the region (by type) (such as, fundraising, program services, investments, grants to recipients located in the region)	(e) If activity listed in (d) is a program service, describe specific type of service(s) in the region	(f) Total expenditures for and investments in the region
CANADA	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	156,656.
UNITED KINGDOM	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	213,496.
FRANCE	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	168,803.
GERMANY	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	158,767.
BRAZIL	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	43,467.
MEXICO	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	15,300.
JAPAN	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	1,438.
CHINA	1	1	PROGRAM SERVICES	MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL	105,737.
3 a Sub-total	8	8			863,664.
b Total from continuation sheets to Part I	0	0			0.
c Totals (add lines 3a and 3b)	8	8			863,664.

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

Schedule F (Form 990) 2017

SEE PART V FOR COLUMN (E) DESCRIPTIONS

Part IV Foreign Forms

- 1 Was the organization a U S transferor of property to a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 926, Return by a U S Transferor of Property to a Foreign Corporation (see Instructions for Form 926)* Yes No
- 2 Did the organization have an interest in a foreign trust during the tax year? *If "Yes," the organization may be required to separately file Form 3520, Annual Return To Report Transactions With Foreign Trusts and Receipt of Certain Foreign Gifts, and/or Form 3520-A, Annual Information Return of Foreign Trust With a U S Owner (see Instructions for Forms 3520 and 3520-A, don't file with Form 990)* Yes No
- 3 Did the organization have an ownership interest in a foreign corporation during the tax year? *If "Yes," the organization may be required to file Form 5471, Information Return of U S Persons With Respect To Certain Foreign Corporations (see Instructions for Form 5471)* Yes No
- 4 Was the organization a direct or indirect shareholder of a passive foreign investment company or a qualified electing fund during the tax year? *If "Yes," the organization may be required to file Form 8621, Information Return by a Shareholder of a Passive Foreign Investment Company or Qualified Electing Fund (see Instructions for Form 8621)* Yes No
- 5 Did the organization have an ownership interest in a foreign partnership during the tax year? *If "Yes," the organization may be required to file Form 8865, Return of U S Persons With Respect to Certain Foreign Partnerships (see Instructions for Form 8865)* Yes No
- 6 Did the organization have any operations in or related to any boycotting countries during the tax year? *If "Yes," the organization may be required to separately file Form 5713, International Boycott Report (see Instructions for Form 5713, don't file with Form 990)* Yes No

Schedule F (Form 990) 2017

Part V Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds), Part I, line 3, column (f) (accounting method, amounts of investments vs. expenditures per region), Part II, line 1 (accounting method), Part III (accounting method), and Part III, column (c) (estimated number of recipients), as applicable Also complete this part to provide any additional information See instructions

PART I, LINE 3, COLUMN (E):

REGION: CANADA

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: UNITED KINGDOM

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: FRANCE

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: GERMANY

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: BRAZIL

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: MEXICO

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: JAPAN

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A

Part V Supplemental Information

Provide the information required by Part I, line 2 (monitoring of funds), Part I, line 3, column (f) (accounting method, amounts of investments vs expenditures per region), Part II, line 1 (accounting method), Part III (accounting method), and Part III, column (c) (estimated number of recipients), as applicable Also complete this part to provide any additional information See instructions

TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

REGION: CHINA

(E) SPECIFIC TYPES OF SERVICES IN REGION: MARKET NEW ORLEANS AS A

TOURIST DESTINATION; EXPENDITURES INCLUDE FEES AND OPERATIONAL EXPENSES.

**SCHEDULE J
(Form 990)**

Compensation Information

OMB No 1545-0047

2017

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees
 ▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 23.
 ▶ Attach to Form 990.
 ▶ Go to www.irs.gov/Form990 for instructions and the latest information.

Name of the organization: **NEW ORLEANS & COMPANY**
 Employer identification number: **72-0540607**

Part I Questions Regarding Compensation

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed on Form 990, Part VII, Section A, line 1a. Complete Part III to provide any relevant information regarding these items.
- | | |
|---|---|
| <input type="checkbox"/> First-class or charter travel | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions | <input type="checkbox"/> Payments for business use of personal residence |
| <input checked="" type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees |
| <input checked="" type="checkbox"/> Discretionary spending account | <input type="checkbox"/> Personal services (such as, maid, chauffeur, chef) |

b If any of the boxes on line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

2 Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all directors, trustees, and officers, including the CEO/Executive Director, regarding the items checked on line 1a?

3 Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director. Check all that apply. Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III.

- | | |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee | <input checked="" type="checkbox"/> Written employment contract |
| <input type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study |
| <input checked="" type="checkbox"/> Form 990 of other organizations | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

4 During the year, did any person listed on Form 990, Part VII, Section A, line 1a, with respect to the filing organization or a related organization:

- a** Receive a severance payment or change-of-control payment?
b Participate in, or receive payment from, a supplemental nonqualified retirement plan?
c Participate in, or receive payment from, an equity-based compensation arrangement?
 If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III.

Only section 501(c)(3), 501(c)(4), and 501(c)(29) organizations must complete lines 5-9.

5 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of:

- a** The organization?
b Any related organization?
 If "Yes" on line 5a or 5b, describe in Part III.

6 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of:

- a** The organization?
b Any related organization?
 If "Yes" on line 6a or 6b, describe in Part III.

7 For persons listed on Form 990, Part VII, Section A, line 1a, did the organization provide any nonfixed payments not described on lines 5 and 6? If "Yes," describe in Part III.

8 Were any amounts reported on Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III.

9 If "Yes" on line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
1b	X	
2	X	
4a		X
4b	X	
4c		X
5a		
5b		
6a		
6b		
7		
8		
9		

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

Schedule J (Form 990) 2017

Part II Officers, 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 (i) and from related organizations, described in the instructions, on row (ii). Do not list any individuals that aren't listed on Form 990, Part VII.

Note: The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual.

(A) Name and Title	(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation in column (B) reported as deferred on prior Form 990
	(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) J. STEPHEN PERRY PRESIDENT/CEO	(i) 357,100.	(ii) 106,808.	(iii) 24,000.	124,463.	8,554.	620,925.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(2) KIM PRIEZ VICE-PRESIDENT OF TOURISM	(i) 158,198.	(ii) 48,370.	(iii) 24,000.	8,845.	6,535.	245,948.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(3) CARA BANASCH SENIOR VP OF CONVENTION SA	(i) 246,104.	(ii) 64,746.	(iii) 18,000.	9,185.	6,535.	344,570.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(4) SALLEE PAVLOVICH DIRECTOR OF CORPORATE AND	(i) 117,078.	(ii) 36,894.	(iii) 24,000.	7,064.	6,535.	191,571.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(5) ROBERT RESO DIRECTOR OF NEW BUSINESS D	(i) 120,316.	(ii) 28,916.	(iii) 9,074.	6,737.	18,097.	183,140.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(6) CHERYL TEAMER SENIOR VP PUBLIC AFFAIRS	(i) 177,020.	(ii) 42,527.	(iii) 11,318.	9,431.	6,535.	246,831.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(7) KRISTIAN SONNIER VP COMM/PUBLIC RELATIONS	(i) 133,626.	(ii) 34,333.	(iii) 18,000.	7,614.	6,535.	200,108.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(8) NATHAN PENNISON SENIOR ACCOUNT EXECUTIVE	(i) 84,089.	(ii) 24,930.	(iii) 24,000.	5,590.	15,612.	154,221.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(9) TAMMIE BOTELER VP FINANCE	(i) 111,261.	(ii) 26,688.	(iii) 6,698.	5,913.	5,834.	156,394.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(10) DONNA GLOVER DIRECTOR OF ASSOCIATION MEETING SALE	(i) 90,383.	(ii) 27,014.	(iii) 24,000.	5,838.	11,114.	158,349.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(11) JEFFREY ANDING VP EXTERNAL AFFAIRS	(i) 109,487.	(ii) 26,104.	(iii) 5,789.	5,789.	5,493.	152,662.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(12) BRIAN WALKER VP INFORMATION SYSTEMS	(i) 102,030.	(ii) 26,688.	(iii) 11,827.	5,913.	18,097.	164,555.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(i) 0.	0.	0.	0.	0.	0.	0.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(i) 0.	0.	0.	0.	0.	0.	0.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.
(i) 0.	0.	0.	0.	0.	0.	0.	0.
(ii) 0.	0.	0.	0.	0.	0.	0.	0.

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

PART I, LINE 3:

NOCVB

COMPENSATION COMMITTEE CHARTER

MEMBERSHIP:

THE COMPENSATION COMMITTEE SHALL CONSIST OF ALL THREE DIRECTORS, ALL OF WHOM HAVE BEEN DETERMINED BY THE BOARD OF DIRECTORS TO BE "INDEPENDENT", AS DEFINED IN THE CHARTER OF THE COMPANY'S AUDIT COMMITTEE.

PURPOSE:

THE PURPOSES OF THE COMPENSATION COMMITTEE ARE TO DISCHARGE THE RESPONSIBILITIES OF THE BOARD OF DIRECTORS RELATING TO COMPENSATION OF THE COMPANY'S CEO AND OTHER EXECUTIVES.

DUTIES AND RESPONSIBILITIES:

THE COMPENSATION COMMITTEE IS DIRECTLY RESPONSIBLE FOR ESTABLISHING ANNUAL AND LONG-TERM PERFORMANCE GOALS AND OBJECTIVES FOR THE CEO. THE COMPENSATION COMMITTEE SHALL HAVE THE RESPONSIBILITY TO:

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II Also complete this part for any additional information

1. REVIEW AND APPROVE CORPORATE GOALS AND OBJECTIVES RELEVANT TO CEO COMPENSATION AND EVALUATE THE PERFORMANCE OF THE CEO.

2. REVIEW AND SET THE COMPENSATION OF THE CEO BASED UPON THE EVALUATION, FOCUSING ON:

A. WHETHER THE CHIEF EXECUTIVE OFFICER IS APPROPRIATELY COMPENSATED.

B. WHETHER HIS COMPENSATION IS REASONABLY RELATED TO PERSONAL AND CORPORATE PERFORMANCE.

C. WHETHER SEVERANCE AND POST EMPLOYMENT BENEFITS ARE PROPERLY RELATED TO THE COMPANY'S INTERESTS AND REASONABLE IN AMOUNT.

3. CONSIDER WHETHER THE CEO'S COMPENSATION AND BENEFIT PACKAGE IS APPROPRIATE FOR ATTRACTING AND RETAINING A QUALITY EXECUTIVE FOR THE COMPANY, AND MOTIVATING THE CHIEF EXECUTIVE OFFICER TO ACHIEVE THE OBJECTIVES OF THE COMPANY.

4. THE COMPENSATION COMMITTEE MAY, IN ITS SOLE DISCRETION, PREPARE OR OBTAIN COMPENSATION STUDIES OR SURVEYS OR EMPLOY A COMPENSATION CONSULTANT

TO ASSIST IN THE EVALUATION OF THE COMPENSATION OF THE COMPANY'S CHIEF EXECUTIVE OFFICER. THE COMPENSATION COMMITTEE SHALL HAVE THE SOLE AUTHORITY

TO APPROVE THE FEES AND OTHER RETENTION TERMS WITH RESPECT TO SUCH A COMPENSATION CONSULTANT. THE COMPENSATION COMMITTEE ALSO HAS THE AUTHORITY,

Part III Supplemental Information

Provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

AS NECESSARY AND APPROPRIATE, TO CONSULT WITH OTHER OUTSIDE ADVISORS TO ASSIST IN ITS DUTIES TO THE COMPANY.

MEETINGS:

THE COMPENSATION COMMITTEE SHALL MEET AT LEAST TWICE EACH YEAR AND AT SUCH OTHER TIMES AS IT DEEMS NECESSARY TO FULFILL ITS RESPONSIBILITIES AND SHALL MAKE PERIODIC REPORTS TO THE BOARD OF DIRECTORS, AS APPROPRIATE.

PART I, LINE 4B:

DURING THE YEAR ENDED DECEMBER 31, 2017 THE BUREAU OFFERED THE PRESIDENT AND CEO A PARTICIPATION IN EXECUTIVE 457(F) PLAN. THE PLAN PROVIDES FOR EMPLOYER CONTRIBUTIONS EQUAL TO PARTICIPANT'S GROSS ANNUAL BONUS RECEIVED. CONTRIBUTION FOR THE YEAR ENDED DECEMBER 31, 2017 WAS \$111,400.

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No 1545-0047

2017

Open to Public
Inspection

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number

72-0540607

FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:

COMMUNITY.

FORM 990, PART VI, SECTION A, LINE 4:

AMEND ARTICLE III SECTION 3.1- NUMBER, QUALIFICATION, ELECTION, AND TERM
LIMITS. THE BOARD OF DIRECTORS SHALL BE CHANGED FROM 20 DIRECTORS ELECTED
TO 21 DIRECTORS ELECTED BY THE MEMBERS.

ARTICLE II SECTION 3.1

EFFECTIVE ON THE DATE OF THE DECEMBER 2017 ANNUAL MEETING OF MEMBERS, THE
BOARD OF DIRECTORS SHALL BE COMPOSED OF 21 DIRECTORS ELECTED BY THE MEMBERS
AND 8 EX OFFICIO DIRECTORS DESCRIBED IN SECTION 3.4.

FORM 990, PART VI, SECTION A, LINE 6:

1.1 ELIGIBILITY FOR ADMISSION. ANY NATURAL PERSON, TRUST, LIMITED LIABILITY
COMPANY, PARTNERSHIP, CORPORATION OR OTHER JUDICIAL PERSON IS ELIGIBLE FOR
ADMISSION AS A MEMBER OF THE ORGANIZATION.

1.2 ADMISSION TO MEMBERSHIP. ADMISSION TO MEMBERSHIP SHALL BE BY
APPLICATION IN ACCORDANCE WITH PROCEDURES FROM TIME TO TIME APPROVED BY THE
BOARD OF DIRECTORS AND UPON PAYMENT OF DUES ASSESSED. THE EXECUTIVE
COMMITTEE MAY DENY ADMISSION TO MEMBERSHIP TO ANY APPLICANT THAT THE
COMMITTEE REASONABLY BELIEVES TO HAVE INTERESTS THAT, ON THE WHOLE, ARE NOT
SUBSTANTIALLY ALIGNED WITH THE INTERESTS OF THE TOURISM, HOSPITALITY,

SPECIAL EVENTS, SPORTS, ENTERTAINMENT, AND OTHER RELATED INDUSTRIES IN THE

LHA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule O (Form 990 or 990-EZ) (2017)

732211 09-07-17

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number

72-0540607

PARISHES OF ORLEANS, JEFFERSON, ST. BERNARD, ST. CHARLES, ST. TAMMANY,
PLAQUEMINES OR ST. JOHN THE BAPTIST (THE "GREATER NEW ORLEANS AREA").

1.3 DUES AND ASSESSMENTS. THE MEMBERS SHALL BE DIVIDED INTO SUCH CLASSES AND SERIES AS ARE SHOWN ON EXHIBIT A TO THESE BYLAWS. THE RIGHTS, PRIVILEGES AND OBLIGATIONS OF MEMBERS SHALL BE IDENTICAL IN ALL RESPECTS OTHER THAN (I) WITH RESPECT TO DUES AND ASSESSMENTS TO WHICH MEMBERS OF THE RESPECTIVE CLASSES AND SERIES ARE LIABLE AS SPECIFIED IN EXHIBIT A AND (II) WITH RESPECT TO THE MEMBERSHIP BENEFITS ACCORDED BASIC AND ADVANCE MEMBERS (CLASSES I AND II, RESPECTIVELY). THE BOARD OF DIRECTORS SHALL FIX BY RESOLUTION THE AMOUNT, DUE DATES AND METHODS OF PAYMENT OF THE DUES AND THE ASSESSMENTS TO BE PAID BY THE MEMBERS TO THE ORGANIZATION.

1.4 AFFILIATES. A PERSON IS ELIGIBLE TO BE A MEMBER ONLY FOR SO LONG AS ALL OTHER ENTITIES THAT ARE (I) OWNED, CONTROLLED OR MANAGED BY OR UNDER COMMON OWNERSHIP OR MANAGEMENT WITH THE MEMBER AND (II) ARE ENGAGED IN OPERATING ONE OR MORE RESTAURANTS, HOTELS OR OTHER HOSPITALITY COMPANIES IN THE GREATER NEW ORLEANS AREA ("AFFILIATES") ARE MEMBERS IN GOOD STANDING. FOR THESE PURPOSES, "CONTROL" MEANS THE ABILITY TO INFLUENCE MANAGEMENT IN THE DAY-TO-DAY OPERATION OF A BUSINESS. THIS PROVISION SHALL BE CONSTRUED TO ACCOMPLISH ITS PRINCIPAL PURPOSE OF ASSURING THAT ALL AFFILIATED PARTIES IN A POSITION TO BENEFIT FROM MEMBERSHIP SHOULD BE MEMBERS IN PROPORTION TO THAT POTENTIAL BENEFIT. ALL PERSONS THAT ARE PART OF A GROUP WHOSE MEMBERS SHARE OR APPEAR LIKELY TO SHARE MARKETING INFORMATION WITH ONE ANOTHER MUST BE MEMBERS IF ANYONE OF THEM IS A MEMBER. FOR EXAMPLE, HOTELS AND RESTAURANTS THAT ARE UNDER COMMON MANAGEMENT SHALL BE CONSIDERED TO BE PART OF SUCH A GROUP AND, THEREFORE, TO BE AFFILIATES; WHILE HOTELS OR RESTAURANTS OPERATED AS SEPARATE FRANCHISES UNDER THE SAME FLAG WOULD NOT.

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number

72-0540607

1.5 DISCIPLINARY PROCEDURES. THE BOARD OF DIRECTORS SHALL AT ALL TIMES MAINTAIN IN EFFECT A STATEMENT OF DISCIPLINARY PROCEDURES CONCERNING STANDARDS AND PROCEDURES FOR IMPOSITION OF SANCTIONS, INCLUDING SUSPENSION AND EXPULSION, BY THE EXECUTIVE COMMITTEE AGAINST MEMBERS FOR NONPAYMENT OF DUES AND OTHER ACTS AND OMISSIONS THE BOARD IDENTIFIES IN THE STATEMENT OF DISCIPLINARY PROCEDURES AS INIMICAL TO THE INTERESTS OF THE ORGANIZATION OR THE INDUSTRY. UNLESS THE EXECUTIVE COMMITTEE EXPRESSLY PROVIDES OTHERWISE, SUSPENSION OR EXPULSION OF A MEMBER SHALL AUTOMATICALLY EFFECT THE SUSPENSION OR EXPULSION, AS THE CASE MAY BE, OF ALL THE MEMBER'S AFFILIATES.

1.6 REINSTATEMENT. THE EXECUTIVE COMMITTEE, IN ITS DISCRETION, MAY RE-ADMIT AN EXPELLED MEMBER AT ANY TIME EXCEPT THAT AN EXPELLED MEMBER AND ITS AFFILIATES SHALL BE INELIGIBLE FOR RE-ADMISSION FOR A TWO YEAR PERIOD FOLLOWING EXPULSION IN THE FOLLOWING CIRCUMSTANCES: (I) A MEMBER THAT HAS BEEN EXPELLED MORE THAN ONCE FOR NON-PAYMENT OF DUES OR ASSESSMENTS AND (II) A MEMBER THAT HAS BEEN EXPELLED FOR ANY REASON OTHER THAN NON-PAYMENT OF DUES. RE-ADMISSION SHALL BE BY APPLICATION ONLY AND SHALL BE GOVERNED BY SECTION 1.2.

FORM 990, PART VI, SECTION A, LINE 7A:

VOTING. EACH MEMBER IN GOOD STANDING IS ENTITLED TO ONE VOTE. THE MEMBERS MUST VOTE BY A BALLOT. A MAJORITY OF THE VOTES CAST AT ANY MEETING AT WHICH A QUORUM IS PRESENT SHALL SUFFICE TO CONSTITUTE THE APPROVAL OR OTHER ACTION OF THE MEMBERS.

FORM 990, PART VI, SECTION B, LINE 11B:

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number

72-0540607

UPON COMPLETION OF THE TAX RETURN BY THE AUDITING FIRM, A DRAFT IS SUBMITTED TO THE BUREAU FOR REVIEW. AFTER A THOROUGH REVIEW IS COMPLETED INTERNALLY AND CLEARING OF ALL QUESTIONS AND ANSWERS, THE AUDIT COMMITTEE IS CONVENED. A DRAFT OF THE TAX RETURN IS THEN REVIEWED IN DEPTH WITH THE AUDIT COMMITTEE PRIOR TO BEING FILED. A DRAFT OF THE TAX RETURN IS SENT TO THE FULL BOARD FOR CONCURRENCE ON RECOMMENDATIONS FROM THE AUDIT COMMITTEE AND FOR THEIR APPROVAL PRIOR TO FILING.

FORM 990, PART VI, SECTION B, LINE 12C:

FORMS SIGNED ANNUALLY; MEMBERS WITH POTENTIAL CONFLICTS ARE NOT ALLOWED TO VOTE ON ISSUES PERTAINING TO THEIR POTENTIALLY CONFLICTED AREA OF INTEREST.

FORM 990, PART VI, SECTION B, LINE 15:

PERIODIC SURVEYS AND COMPARABLE DATA OBTAINED FROM A THIRD PARTY ARE USED TO ESTABLISH COMPENSATION. SEE ALSO SCHEDULE J PART III.

FORM 990, PART VI, SECTION C, LINE 19:

THE BUREAU MAKES ITS GOVERNING DOCUMENTS AND CONFLICT OF INTEREST POLICY AVAILABLE TO THE PUBLIC UPON REQUEST, AND THEIR FINANCIAL STATEMENTS ARE PUBLIC RECORD AND CAN BE OBTAINED THROUGH THE LOUISIANA LEGISLATIVE AUDITOR.

FORM 990, PART VI, SECTION A, LINE 9:

CARA BANASCH

1720 UPPERLINE STREET

NEW ORLEANS, LA 70115

PART VII, SECTION A, LINE 1(A), LINE 1(C), LINE 1(D)

Name of the organization NEW ORLEANS & COMPANY	Employer identification number 72-0540607
--	---

THIS RETURN IS BEING AMENDED TO REFLECT A CHANGE IN W-2 WAGES AND OTHER COMPENSATION REPORTED FOR ALL EMPLOYEES REPORTED ON PART VII, LINE 1(A).

SEE BREAKDOWN OF SALARIES & OTHER COMPENSATION FOR EACH EMPLOYEE ON PART VII.

THIS CHANGE IS REFLECTED IN THE TOTALS ON LINE 1(C) AND LINE 1(D).

BOTH LINE 1(C) AND LINE 1(D) CHANGED FROM \$2,410,470 IN REPORTABLE COMPENSATION TO \$2,501,416.

BOTH LINE 1(C) AND LINE 1(D) CHANGED FROM \$313,069 IN OTHER COMPENSATION TO \$317,858.

PART IX, LINES 5 & 7

THIS RETURN IS BEING AMENDED TO REFLECT A CHANGE IN THE TOTAL COMPENSATION PAID TO CURRENT OFFICERS, DIRECTORS, TRUSTEES, AND KEY EMPLOYEES AND THE TOTAL PAID IN OTHER SALARIES AND WAGES.

THE ORIGINAL RETURN REPORTED \$1,859,755 IN OFFICER, DIRECTOR, TRUSTEE, AND KEY EMPLOYEE SALARIES, WHICH WAS AMENDED TO \$2,033,096.

THE ORIGINAL RETURN REPORTED \$5,738,786 IN OTHER SALARIES, WHICH WAS AMENDED TO \$5,565,445.

FORM 990, PART XI, LINE 9, CHANGES IN NET ASSETS:

PROMOTIONAL FUND GRANT	150,000.
------------------------	----------

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number

72-0540607

FORM 990, PART XII, LINE 2C:

THE PROCESS HAS NOT CHANGED FROM PRIOR YEAR.

SCHEDULE J, PART II, LINE 1

THIS RETURN IS BEING AMENDED TO REFLECT A CHANGE IN THE BREAKDOWN OF W-2 WAGES AND DEFERRED COMPENSATION REPORTED FOR ALL EMPLOYEES REPORTED ON SCHEDULE J, PART II, LINE 1.

SEE BREAKDOWN OF W-2 WAGES AND DEFERRED COMPENSATION FOR EACH EMPLOYEE ON SCHEDULE J.

SCHEDULE R
(Form 990)

Department of the Treasury
Internal Revenue Service

Related Organizations and Unrelated Partnerships

▶ Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
▶ Attach to Form 990.

▶ Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2017

Open to Public
Inspection

Name of the organization

NEW ORLEANS & COMPANY

Employer identification number
72-0540607

Part I Identification of Disregarded Entities. Complete if the organization answered "Yes" on Form 990, Part IV, line 33

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
WELCOME CENTER BUILDING, LLC - 52-2182916 2020 ST. CHARLES AVENUE NEW ORLEANS, LA 70130	TO MANAGE THE PROPERTY AT THE LOCATION OF THE BUREAU'S OPERATING CENTER	LOUISIANA	0.	8,571,935.	NEW ORLEANS CONVENTION & VISITORS BUREAU

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.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No

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

Schedule R (Form 990) 2017

Part V Transactions With Related Organizations. Complete if the organization answered "Yes" on Form 990, Part IV, line 34, 35b, or 36

Note: Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

a Receipt of (i) interest, (ii) annuities, (iii) royalties, or (iv) rent from a controlled entity

b Gift, grant, or capital contribution to related organization(s)

c Gift, grant, or capital contribution from related organization(s)

d Loans or loan guarantees to or for related organization(s)

e Loans or loan guarantees by related organization(s)

f Dividends from related organization(s)

g Sale of assets to related organization(s)

h Purchase of assets from related organization(s)

i Exchange of assets with related organization(s)

j Lease of facilities, equipment, or other assets to related organization(s)

k Lease of facilities, equipment, or other assets from related organization(s)

l Performance of services or membership or fundraising solicitations for related organization(s)

m Performance of services or membership or fundraising solicitations by related organization(s)

n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)

o Sharing of paid employees with related organization(s)

p Reimbursement paid to related organization(s) for expenses

q Reimbursement paid by related organization(s) for expenses

r Other transfer of cash or property to related organization(s)

s Other transfer of cash or property from related organization(s)

2 If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

	(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

