



**Smithsonian Institution**  
**Office of the Inspector General**

**Memo**

Date: January 8, 2019

To: David M. Rubenstein, Chair, Board of Regents  
John W. McCarter, Jr., Chair, Audit and Review Committee, Board of Regents  
Dr. David J. Skorton, Secretary

Cc: Albert G. Horvath, Chief Operating Officer and Under Secretary for Finance and Administration  
Mike McCarthy, Deputy Under Secretary for Finance and Administration  
Carol LeBlanc, President, Smithsonian Enterprises  
Beth Cunigan, Controller, Smithsonian Enterprises  
Jean Garvin, Director, Office of Finance and Accounting  
Porter Wilkinson, Chief of Staff to the Board of Regents  
Greg Bettwy, Chief of Staff, Office of the Secretary

From: Cathy L. Helm, Inspector General *Cathy L. Helm*

Subject: Independent Accountant's Report on the Smithsonian Enterprises Net Gain for Fiscal Year 2018 (OIG-A-19-04)

This memorandum transmits the results of the Smithsonian Enterprise's Net Gain review for fiscal year 2018 performed by the independent public accounting firm of KPMG LLP (KPMG).<sup>1</sup> On January 8, 2019, KPMG issued its independent accountants' report on the Smithsonian Enterprises Statement of Net Gain, as of September 29, 2018. KPMG concluded that no material modifications should be made to the Statement of Net Gain to be in accordance with U.S. Generally Accepted Accounting Principles.

As part of our oversight activities, we reviewed KPMG's report and documentation and interviewed its representatives. Our review of KPMG's fiscal year 2018 work disclosed no instances where KPMG did not comply, in all material respects, with the American Institute of Certified Public Accountants' Statement on Standards for Accounting and Review Services.

If you have any questions, please do not hesitate to contact me or Joan T. Mockeridge, Assistant Inspector General for Audits, at (202) 633-7050.

Attachment

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<sup>1</sup> The Office of the Inspector General is the Contracting Officer's Technical Representative for the oversight of KPMG's work.



**SMITHSONIAN ENTERPRISES**

Statement of Net Gain

For the year ended September 29, 2018

(With Independent Accountants' Review Report Thereon)



KPMG LLP  
Suite 12000  
1801 K Street, NW  
Washington, DC 20006

## **Independent Accountants' Review Report**

Office of the Inspector General,  
Audit and Review Committee of the Board of Regents, and Secretary Skorton  
Smithsonian Institution:

We have reviewed the accompanying statement of net gain (as described in note 2), the notes to the statement of net gain and the supplemental schedule of net gain by lines of business of Smithsonian Enterprises, an unincorporated operating division of the Smithsonian Institution, for the year ended September 29, 2018. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the statement of net gain as a whole. Accordingly, we do not express such an opinion.

As discussed in note 1, Smithsonian Enterprises is an unincorporated operating division of the Smithsonian Institution. The accompanying statement of net gain may not be indicative of the net gain that would have been achieved if Smithsonian Enterprises was an unaffiliated entity.

### ***Management's Responsibility for the Statement of Net Gain***

Management is responsible for the preparation and fair presentation of the statement of net gain in accordance with U.S. generally accepted accounting principles; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of the statement of net gain that is free from material misstatement, whether due to fraud or error.

### ***Accountants' Responsibility***

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the statement of net gain for it to be in accordance with U.S. generally accepted accounting principles. We believe that the results of our procedures provide a reasonable basis for our conclusion.

### ***Accountants' Conclusion***

Based on our review, we are not aware of any material modifications that should be made to the accompanying statement of net gain in order for it to be in accordance with U.S. generally accepted accounting principles.

The accompanying supplementary information included (schedule of net gain by lines of business) is presented for purposes of additional analysis and is not a required part of the statement of net gain. Such information is the responsibility of management and was derived from, and relates directly to, the underlying accounting and other records used to prepare the statement of net gain. The supplementary information has been subjected to the review procedures applied in our review of the statement of net gain. We are not aware of any material modifications that should be made to the supplementary information. We have not audited the supplementary information and accordingly, do not express an opinion on such information.

**KPMG LLP**

January 8, 2019

**SMITHSONIAN ENTERPRISES**

Statement of Net Gain

For the year ended September 29, 2018

(Dollars in thousands)

Operating revenues, net:		
Merchandise sales	\$	65,418
Media		41,588
Concessions, licensing, and other		<u>52,423</u>
Total operating revenues, net		<u>159,430</u>
Operating expenses:		
Cost of goods sold		29,862
Production costs		15,427
Circulation costs		11,769
Selling, general, and administrative costs		65,829
Depreciation and amortization		<u>4,186</u>
Total operating expenses		<u>127,072</u>
Net gain before increase in investment in Smithsonian Channel		32,357
Increase in investment in Smithsonian Channel		2,922
Gains on sales of Equity Interests		<u>13,187</u>
Net gain	\$	<u><u>48,467</u></u>

See accompanying notes to the statement of net gain and accountants' review report.

## SMITHSONIAN ENTERPRISES

### Notes to Statement of Net Gain

For the Year Ended September 29, 2018

(Dollars in thousands)

#### **(1) Organization**

Smithsonian Enterprises (SE) was established as an unincorporated operating division within the Smithsonian Institution (Smithsonian) in August 1999. Smithsonian was created by an act of Congress in 1846 in accordance with the terms of the will of James Smithson of England, who in 1826 bequeathed property to the United States of America "to found at Washington, under the name of the Smithsonian Institution, an establishment for the increase and diffusion of knowledge among men." Congress established the Smithsonian as a trust of the United States of America and vested responsibility for its administration in the Smithsonian Board of Regents.

SE consists of various revenue producing business activities such as magazine publications, theater sales, museum stores and concessions, mail-order catalogs, product development and licensing, and supporting offices.

#### **(2) Summary of Significant Accounting Policies**

##### ***(a) Basis of Presentation***

Net gain is an operating measure used by management of Smithsonian and SE to assess the operating results of SE. Net gain includes all revenues and expenses related to SE's business activities, including certain expenses allocated to SE by Smithsonian.

The statement of net gain is presented using the accrual basis of accounting. The year presented in the statement of net gain and the supporting schedule of net gain by lines of business is from October 1, 2017 through September 29, 2018 (Fiscal Year 2018). SE's accounting year ends on the last Saturday of September.

The preparation of the statement of net gain in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Smithsonian agreed to invest in certain new strategic business initiatives and to exclude them from SE financial management reporting. During Fiscal Year 2018, there were no investments.

##### ***(b) Revenue Recognition***

Revenues from magazine subscriptions are deferred and recognized ratably over the subscription period. Revenues from magazine retail sales are recognized as revenue, net of estimated returns, when publications are on sale. Revenue from advertising is recognized, net of agency commissions and discounts, when publications are on sale.

Revenue from the sale of merchandise is recognized at the time merchandise is sold, net of anticipated returns. Revenue from the sale of merchandise to be sent to customers is recognized when products are shipped.

Guaranteed revenues from concessions agreements are recognized ratably based on the terms of the agreement. Revenues in excess of minimum guarantees are recognized when sales are reported by concessions vendors.

## SMITHSONIAN ENTERPRISES

Notes to Statement of Net Gain  
For the Year Ended September 29, 2018  
(Dollars in thousands)

Guaranteed revenues from licensing agreements are recognized upon delivery and acceptance by the distributor. Royalties in excess of minimum guarantees are recognized when sales are reported by third-party distributors.

Amounts received from customers in advance of revenue recognition are deferred and included in the deferred revenues account.

SE accounts for its investment in the Smithsonian Channel on the equity method. During Fiscal Year 2018, SE recognized \$2,922 attributable to the increase in the net assets of this investment.

### **(c) *Deferred Revenues and Expense Recognition***

Revenues from subscriptions to *Smithsonian* and *Air and Space* magazines are deferred and recognized ratably over the period of the subscription, generally one year.

Promotion production expenses are recognized when related advertising materials are released. Direct-response advertising relating to the magazines is deferred and amortized over the period during which future benefits are expected to be received, generally 7 to 14 months. Advertising expense, including direct-response advertising of \$7,360, amounted to \$12,040 for Fiscal Year 2018, and is included in production, circulation, and selling, general and administrative costs.

### **(d) *Inventories***

Inventories are reported at the lower of cost or market, and consist primarily of merchandise and books. Cost is determined using the weighted average method.

### **(e) *Property and Equipment***

Property and equipment owned by Smithsonian and used by SE in its operations are allocated to SE and stated at cost. These assets are depreciated on a straight-line basis over their estimated useful lives as follows:

Buildings and improvements	30 years
Major renovations	15 years
Equipment and software	3-10 years

Leasehold improvements are amortized over the shorter of the Smithsonian lease term or their useful lives.

### **(f) *Shipping and Handling Fees and Costs***

Shipping and handling fees of \$1,199 billed to customers are included in merchandise sales. Shipping and handling cost associated with inbound freight are included in cost of goods sold. Shipping and handling costs associated with outbound freight of \$860 not billed to customers are included in selling, general and administrative costs.

## SMITHSONIAN ENTERPRISES

### Notes to Statement of Net Gain

For the Year Ended September 29, 2018

(Dollars in thousands)

#### **(g) Income Taxes**

Smithsonian is recognized as exempt from income taxation under the provisions of Section 501(c) (3) of the Internal Revenue Code. Organizations described in that section are taxable only on their unrelated business income. SE's advertising sales are Smithsonian's principal source of unrelated business income.

Smithsonian recognizes the effect of income tax positions only if those positions are more likely than not of being sustained. SE does not believe the statement of net gain includes any uncertain tax positions.

#### **(3) Employee Benefit Plans**

Substantially all SE employees are eligible to participate in the Smithsonian's defined-contribution retirement plan. Under the plan, Smithsonian contributes specified percentages of employees' salaries to purchase individual annuities, the rights to which are immediately vested with the employees. Employees can make voluntary contributions, subject to certain limitations. During Fiscal Year 2018, SE's contribution expense under this plan amounted to \$3,339, and are recorded in selling, general and administrative costs.

#### **(4) Commitments and Contingencies**

##### **(a) Food Services Agreement**

SE, through Smithsonian, has an agreement, beginning in Fiscal Year 2016 through March 2026, with a third-party to assist in the design, construction, and operation of food services at several Smithsonian museums. In Fiscal Year 2016, the third party provided \$7,200 in capital improvement funding of design and construction costs for the Food & Beverage Operations in the museums at the discretion of Smithsonian that is being recognized over the ten-year term of the agreement. Provisions in the agreement allow for the repayment of the design and construction costs based on the passage of time, should the agreement be terminated. Commission revenue of \$6,923 under this agreement was recognized during Fiscal Year 2018.

In Fiscal Year 2016, the same third-party paid SE \$1,000 for certain marketing rights which is also recognized ratably over the ten-year term of the agreement.

##### **(b) Outsourcing Agreements**

Under an agreement expiring in July 2018, SE engaged a third-party to provide infrastructure, transaction management services and systems support for its catalog business. Fees were established based upon services performed and amounted to \$1,097 during Fiscal Year 2018. Such fees are included in selling, general, and administrative costs. In December 2017, this third-party filed bankruptcy and operations were discontinued in February 2018. SE engaged another third-party which started operations in June 2018. The fees for services performed amounted to \$651 during Fiscal Year 2018. Such fees are included in selling, general, and administrative costs.

## **SMITHSONIAN ENTERPRISES**

Notes to Statement of Net Gain  
For the Year Ended September 29, 2018  
(Dollars in thousands)

Under a contract expiring in December 2019, SE engaged a third-party to provide fulfillment services for its magazine circulation. Fees are based upon the quantity of circulation and amounted to \$1,208 during Fiscal Year 2018. Such fees are included in circulation costs. During FY 2018, SE discontinued operations with this fulfillment services provider and contracted with another third-party to provide the fulfillment services, starting in June 2018. The fees for these services amounted to \$359, and are included in circulation costs.

Under a contract expiring in October 2022, SE engaged a third-party to operate a distribution center for all merchandise sold in SE museum stores. Fees vary based on the actual functions and transactions completed by the vendor and amounted to \$762 during Fiscal Year 2018. Such fees are included in selling, general, and administrative costs.

### **(5) Gain on Sale of Equity Interest**

In November 2017, SE sold a portion of its investment in the Smithsonian Channel to its partner (Showtime Networks Inc.) for \$24,600 recognizing a gain of \$12,414 on the sale and reducing its ownership to 15%.

### **(6) Subsequent Events**

Management has evaluated subsequent events from September 30, 2018 through January 8, 2019, which is the date that the statement of net gain is available to be issued, and determined that there are no adjustments to or other items to disclose.

**SMITHSONIAN ENTERPRISES**

Schedule of Net Gain by Lines of Business

Year ended September 29, 2018

(Dollars in thousands)

	<u>Museum Services</u>	<u>Retail / Direct</u>	<u>Media</u>	<u>Consumer &amp; Education Products</u>	<u>Corporate</u>	<u>Total</u>
Operating revenues, net:						
Merchandise sales	\$ —	62,797	2,621	—	—	\$ 65,418
Media	—	36	41,552	—	—	41,588
Concessions, licensing, and other	<u>17,023</u>	<u>11,279</u>	<u>9,781</u>	<u>13,838</u>	<u>502</u>	<u>52,423</u>
Total operating revenues, net	<u>17,023</u>	<u>74,113</u>	<u>53,954</u>	<u>13,838</u>	<u>502</u>	<u>159,430</u>
Operating expenses:						
Cost of goods sold	—	26,019	1,774	2,070	—	29,862
Production costs	—	3,006	12,050	371	—	15,427
Circulation costs	—	145	11,000	624	—	11,769
Selling, general, and administrative costs	3,259	27,916	20,769	4,978	8,907	65,829
Depreciation and amortization	<u>1,326</u>	<u>1,148</u>	<u>392</u>	<u>11</u>	<u>1,309</u>	<u>4,186</u>
Total operating expenses	<u>4,585</u>	<u>58,235</u>	<u>45,984</u>	<u>8,053</u>	<u>10,216</u>	<u>127,072</u>
Net gain (loss) before increase in investment in Smithsonian Channel	12,437	15,878	7,970	5,786	(9,714)	32,357
Increase in investment in Smithsonian Channel	—	—	2,922	—	—	2,922
Gains on sales of Equity Interests	—	—	12,414	774	—	13,187
Net gain (loss)	\$ <u>12,437</u>	\$ <u>15,878</u>	\$ <u>23,306</u>	\$ <u>6,559</u>	\$ <u>(9,714)</u>	\$ <u>48,467</u>

See accompanying notes to the statement of net gain and accountants' review report.