

**NLTRA Mission**

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

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**Board of Directors:**

**Chair:** Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

**Treasurer:** Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | Andre Priemer, Resort at Squaw Creek | Bruce Seigel, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | Dan Tester, Granite Peak Management | Gary Davis, JK Architecture Engineering | Greg Dallas, Sugar Bowl Resort | Jim Phelan, Tahoe City Marina | Karen Plank, Placer County Appointee | Kevin Mitchell, Homewood Mountain

Resort | Lynn Gibson, Keoki Gallery | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection

Advisory Committee: Erin Casey, Placer County Executive Office, Tom Lotshaw, Tahoe Regional Planning Agency

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**AGENDA**

**TO CALL IN: 1-712-770-4010, enter code 775665#**

*Estimated  
Time*

- |                  |  |
|------------------|--|
| <b>8:30 a.m.</b> | <b>1. Call to Order – Establish Quorum</b>   |
| <b>8:35 a.m.</b> | <b>2. Public Forum-</b> Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.   |
| <b>8:40 a.m.</b> | <b>3. Agenda Amendments and Approval</b>   |
| <b>8:45 a.m.</b> | <b>4. Consent Calendar-</b> All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions. <ul style="list-style-type: none"><li>A. NLTRA Board Meeting Minutes<ul style="list-style-type: none"><li>• May 30, 2018 <a href="#">Link to online preliminary document</a></li></ul></li><li>B. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at <a href="http://www.nltra.org">www.nltra.org</a><ul style="list-style-type: none"><li>• Business Association and Chamber Collaborative Committee Meeting June, 2018 <a href="#">Link to online preliminary document</a></li><li>• Tourism Development Committee Meeting May, 2018 <a href="#">Link to online document</a> (June will be posted online when available)</li><li>• Finance Committee Meeting May, 2018 <a href="#">Link to online document</a> (June will be posted online when available)</li></ul></li></ul> |
| <b>9:00 a.m.</b> | <b>5. Informational Updates/Verbal Reports (45 minutes)</b> <ul style="list-style-type: none"><li>A. Presentation by Destimetrics – Overview of Services and Reports Available</li></ul>   |

Page 1

Page 6

6. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)
  - None at this time

**9:45 a.m.**

**7. Action Items (20 minutes)**

*Page 7*

A. MOTION: Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year.

*Page 30*

B. MOTION: NLTRA Employee Benefits – Holiday and Cell Phone Allowance Policies – Board approval

**10:05 a.m.**

**8. Reports/Back up-The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member.**

*Page 33*

A. Destimetrics Report May 31, 2018

*Page 34*

B. Conference Revenue Statistics Report May, 2018

*Page 43*

C. Finance Committee Supplemental Reports, May, 2018

*Page 91*

D. Membership Accounts Receivable Report, May 31, 2018

**10:15 a.m.**

**9. Directors Comments (5 minutes) 10:15 – 10:25**

**10:20 a.m.**

**10. Meeting Review and Staff Direction (5 minutes) 10:25 – 10:30**

**10:25 a.m.**

**11. Closed Session (as may be necessary)**

**10:30 a.m.**

**12. Adjournment.**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain  
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**1. Called to order and established quorum at 8:32 a.m.**

Board Members in Attendance: Adam Wilson, Kevin Mitchell, Jim Phelan, Lynn Gibson, Greg Dallas, Christy Beck, Samir Tuma, Dan Tester, Bruce Seigel via telephone, Chris Brown, Stephanie Hoffman, Karen Plank, Tom Lotshaw (non-voting), Erin Casey (non-voting). Brett Williams arrived at 8:39. Gary Davis and Tom Turner arrived at 8:49.

Board Members not in attendance: Aaron Rudnick, Andre Priemer

Staff Members in Attendance: Cindy Gustafson, Bonnie Bavetta, Ron Treabess, Daphne Lange, Liz Bowling, Dawn Teran, Amber Burke, Andy Chapman.

Others in Attendance: Lindsay Romack

**2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.**

- No public comment.

**3. Agenda Amendments and Approval**

**Motion to approve agenda M/S/C Dan/Samir/12-0-0**

**4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.**

- Jim requested a correction, Board Meeting Minutes 4.23.18 on page 2, Item 4.A.1. TBID fate s/b rate fee-Assessment collection. BOX s/b BOD \*changed by Dawn Teran. Corrected minutes are located [online here](#).
- Cindy asked to remove the resolution of Bank Account Consent, item 4.E.1. And replace with motion to remove Al and Ron from signatories and adding adoption of Bonnie Bavetta, Cindy Gustafson, Daphne Lange and Brett Williams as the signatories.

**Motion to approve Consent Calendar with corrections to minutes (Item 4.A.1) and removal of Bank Account Consent item (Item 4.E.1.) M/S/C Jim/Dan/12-0-0**

**Motion to remove Al and Ron from signatories and adoption of Bonnie Bavetta, Cindy Gustafson, Daphne Lange and Brett Williams as the signatories. M/S/C Christy/Karen/12-0-0**

**A. Board Meeting Minutes**

1. 4.23.18 Specially Called Board Meeting Minutes Link to online document
2. 5.2.18 Board Meeting Minutes Link to online document

**B. Committee Minutes-The committee summary is provided for information purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org).**

1. BACC April, 2018 [link to online document](#)
2. Tourism Development Committee April, 2018 \*See [online board packet](#) for past minutes
3. Finance Committee April, 2018-Will become available when finalized.

**C. Approval of NLTRA Financial Statements April 30, 2018**

**D. Contract Approval-Projects that funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**

- None

**E. Resolution Changing Signatories for the following:**

1. Bank accounts \*Item was removed/changed/approved

**F. Community Marketing Grant – West Shore Association**

**5. Action Items**

**A. Approval of Proposed NLTRA Budget for FY 2018-2019**

- Bonnie reviewed two financial sheets that were distributed ([posted online 5.29.18](#)).

*\*Brett arrived at 8:39 a.m.*

- Daphne explained information regarding salary changes.
- Liz explained variances in membership budget.

*\*Gary and Tom Turner arrived at 8:49 a.m.*

- Discussion and clarifications regarding budget distribution amounts.

**Motion to approve NLTRA Budget for FY 2018-2019 M/S/C Brett/Christy/15-0-0**

**B. NLTRA Contract with Placer County for FY 2018-2019**

- Cindy reviewed the power point. She stated that final approval of the contract is not sought today but Board recommendations are to be forwarded to executive committee.
- The following items of the County Contract were distributed at meeting and posted [online here](#) on 5.29.18.
  - [2018-2019 Placer County Contract \(Handout\).pdf](#)
  - [2018-2019 Scope of Work - ATTACHMENT A \(Handout\).pdf](#)2018-2019 Draft ATTACHMENT
  - [A2 2018.05.29v2 \(Handout\).pdf](#)
  - [2018-2019 Placer County ATTACHMENT C Revised 2018.05.29 \(Handout\).pdf](#)
  - [2018-2019 Budget conformed to Attachment C- Revised 2018.05.29 \(Handout\).pdf](#)
  - [2018-2019 All Depts Summary Revised 2018.05.29 \(Handout\).pdf](#)
- NLTRA will be working on a dispute resolution clause.
- Attachment B is being developed.
- Seeking approval from Board to have Executive Committee work with Erin Casey to complete the contract with updated language and attachments.



- Discussion about a longer than one-year contract in the future. Cindy stated that a multi-year contract is favored by both NLTRA and the County. On page 4 changes were made on the contract, to item 5.A. She pointed out that additional language was added to allow a multi-year agreement in the future.
- Samir requested on item 5.A., instead of current language “consistent with the prior fiscal year” substituting with “an amount equal to or greater than the prior fiscal year...”
- Brett would like to see more incentive based-on-performance for staff in Scope of Work Key Performance Indicators. Currently the contract is based on Consumer Price Index (CPI), and as the TOT increases, the staff incentives should increase and currently the budget isn’t increasing if CPI is doing well.
- Christy expressed concern regarding the increase of TOT funds. She would like that increase to go towards transportation. She questioned where the extra funds are going if not towards the NLTRA.
- Erin replied that the Tourism Master Plan needs are the foundation of where the budget equal to or greater than what it had been in the past with an increase tied to CPI and as TOT grows that has increasing transportation funds and capital development could grow more than the marketing budget based on needs established by the Tourism Master Plan.
- Samir commented that it has been clear that the county is probably not going to contribute to more than the NLTRA marketing efforts which has been a reason TBID funding is being pushed and can fill the gap and may even result in more money going back to the county than what is currently. He stressed that our broader goal is the implementation of the Tourism Master Plan and creating more funds for infrastructure and transportation.
- Brett is concerned about the dollars going to capital improvement because of being tied to CPI for growth and for example, wildfire, the dollars may be needed somewhere else. He pointed out again that there is not an employee “incentive” for performing well in the scope of work.
- Adam said an agreement can be put together with the County. He said the community in general doesn’t understand what the NLTRA and County are doing with the TOT funds.
- Brett requested County TOT updates to KPI, Goals, etc. to be included in the Scope of Work.
- Samir said that adding “In an amount equal or greater than” to the language would establish a baseline and release the tie to CPI’s.
- Erin said that the County has funding in research and planning set aside. Public dollars could fund some but beyond Phase One of the Scope of Work, what phases look like and what can be funded need to be examined. Door is open for conversations to continue.
- Discussion about TBID and retaining a baseline for county funding.
- Adam recommended staff bringing forward this item for public input on prioritizing those dollars since this year’s TOT will result in the biggest collection to date due to the retro collection which is not a part of the contract as it has been in the past.
- Greg asked Daphne if there were items that could not be funded due to lack of funds. Airlift is one area, Truckee airport opportunities, research needed. Brett said destination market and airlift research and special event dollars, strike zone research. Samir added that strategically, the TBID budget could contribute to Marketing dollars to release current marketing funds into other areas within the Tourism Master Plan.

**Motion to approve the NLTRA Contract with Placer County, subject to addition of the aforementioned exhibits required along with changed language, and to authorize the Executive Committee to review and approve the exhibits as well as the changed language. M/S/C Samir/Gary/15-0-0**

- Item will go to Board of Supervisors on June 26<sup>th</sup>. Live telecast.

#### C. Approval of Marketing Cooperative Agreement

- Cindy introduced Andy Chapman and Heather Bacon, president of IVCBVB Board of Directors.
- Cindy explained exemptions from competitive bidding. Cindy reviewed the changes which were submitted.
- Brett reported that the group consists of 3 NLTRA Board Members, 3 IVCBVB Board and staff.
- Heather Bacon spoke about IVCBVB Board being supportive of the partnership. Additional reporting metrics were added.
- Tom Turner asked whether there is an agreement with South Lake Tahoe and Truckee. Cindy commented concern with Truckee partnership with their TBID and the amount of money being spent with NLTRA funds on Spartan for example. Andy commented about South Lake Tahoe, that there is some agreement working with South Lake on a number of international efforts.
- Discussion about county boarders and other possible partnerships in the future.

**Motion to approve the Marketing Coop Agreement. Brett/Tom/15-0-0**

#### **D. Approval of 2-Year Tourism Development Strategic Plan**

- Greg asked for clarification regarding website update. Daphne clarified that there are two separate websites. One for NLTRA.org and one for gotahoenorth.com. The website update will be for nltra.org and also include the Chamber of Commerce.
- Samir asked for clarification of duration of strategic plan, timing of, should align with 2-year contract? Daphne said the aligning time frame is one year from now.
- Daphne agreed with Brett's suggestion of scaling the document back to 7 pages, to make it clearer and more to the point.
- Lindsay suggested renaming the organization. Brett commented that becoming a more tourism based organization may include a name change.
- Andy commented 80% of execution of the plan will be through the Coop, and is a broader document than for the Association itself.

**Motion to approve 2-Year Tourism Development Strategic Plan M/S/C Dan/Brett/15-0-0**

#### **E. Approval of Contract with Strategic Marketing and Research Insights (SMARI)**

- Daphne presented item and explained the SMARI method for research. It would be implemented this year in June, in all paid markets. A sample size of 100 participants. Including fall, winter and spring. Results in fall. Already approved by Tourism Development Committee, then to Marketing Coop Committee next.
- \$24,000 coming out of 17/18 budget includes research and presentation. Brett added that they would present in late August, then a Sept 11<sup>th</sup> strategic meeting followed by strategic meeting with the NLTRA board.
- Lynn asked if it were measuring all paid advertising efforts. Other surveys at events and/or visitor center could be implemented for visitor satisfaction while here, that would be separate from SMARI. Daphne said a visitor profile survey/study could be implemented in 18/19.
- Christy offered survey information obtained from the hotels, she would provide whatever survey information they have.
- Daphne said the NLTRA could help structure the survey questions.

**Motion to approve Contract with Strategic Marketing and Research Insights (SMARI) M/S/C Greg/Lynn/15-0-0**

#### **F. Resolution of Appreciation – Ron Treabess**

- Cindy reviewed Ron's involvement in the NLTRA for the last 19 years and presented a resolution of appreciation for Ron Treabess. Ron spoke and stressed the importance of focusing on future needs, working for the community, and listening and responding to the needs of the community.
- Brett commented about Ron's commitment to his work.
- Samir commented on Ron's involvement in all different facets of the community, and his volunteerism.
- Gary commented on Ron's ability to bring people together.
- Dan complimented his sense of humor.
- Jim recalled Ron saying "if you don't like it, do something about it" and he has been involved ever since.
- Mike Staudenmayer also spoke of how Ron inspired him to become involved in community service.
- Adam complimented his collaborative efforts and how he has impacted our community.

**Motion to approve the Resolution of Appreciation for Ron Treabess M/S/C Gary/Jim/15-0-0**

**6. Information Updates/Verbal Reports**

- None

**A. CEO and Staff Updates**

**7. Reports/Back up Documents**

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member

- A. Destimetrics Monthly Occupancy Data**
- B. Conference Revenue Statistics Report**
- C. Membership Accounts Receivable Report**
- D. Finance Dashboard and CEO Expenses, April, 2018**

**8. Director's Comments**

- Tom: Draft Shoreline Plan went out on May 8<sup>th</sup> for 2 months. June 7 Community Workshop in Kings Beach.
- Brett: Workforce Housing Meeting June 8<sup>th</sup>, Truckee Airport
- Samir: Tahoe City Lodge, frivolous lawsuit filed, project on hold and not moving forward at this time.
- Christy: Squaw closes on Monday.
- Lynn: International Luxury Hotel Organization 3-day summit in Las Vegas- ilha.org
- Gary: Kiwanis food & wine auction was successful.
- Tom Turner: New restaurant "Sparks Wine Bar" at Sparks Marina opening in 10 months
- Erin: Capital Projects Advisory meeting tomorrow. June 12<sup>th</sup> meeting all day to review grant applications. Recommendations at end of June. Re: Fanny Bridge project-Will be adding outreach to streamline. TCDA proposal for additional outreach and signage near construction throughout project.

**9. Meeting Review and Staff Direction**

- Regarding Item 5b. Staff to work with executive committee to finalize.
- Regarding Item 5d. Prepare Tourism Executive Summary for public distribution.
- Regarding Item 5e. Add questions to SMARI interviews providing fulfillment on the destination.
- Cindy announced that at July 11<sup>th</sup> Board meeting (Squaw Valley Public Service District) Destimetrics representative will be present for an opportunity for expand the Destimetrics pool to get more statistics.
- Will make determination at the July 11<sup>st</sup> meeting whether the August 1<sup>st</sup> meeting is tentative, possibly substituted with a strategic session, or have a Sept 5 possible strategic retreat.
- Suggestion for a later August Board meeting and survey or email poll.

**11. Adjourned at 11:30 am.**



north lake tahoe

Chamber | CVB | Resort Association

## Destimetrics Overview of Services and Reports Presentation

Date: 7/11/18

TO: NLTRA Board of Directors

FROM: Daphne Lange, Tourism Director

RE: Destimetrics Presentation – Overview of Services and Reports

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### **Action Requested:**

None

### **Background:**

The NLTRA partners with Destimetrics via the Marketing Coop to provide data on reservation activity and daily occupancy. These reports rely on participation from lodging properties to contribute to the reports in order to provide accurate data. As a benefit of our participation, there is no cost to the properties to be involved.

Our Account Manager, Katie Barnes will be in attendance providing an overview of Destimetrics as well as walking through some of the reporting capabilities that will show data from this past winter, plus a look ahead to summer/fall activity.

Additionally, Katie and NLTRA Staff will be meeting with a few key lodging properties currently not participating later in the day to discuss their involvement.

### **Attachments:**

None

### **Fiscal Impact:**

None





## MEMORANDUM

Date: July 3, 2018  
TO: NLTRA Board of Directors  
FROM: Amber Burke  
RE: 2018.2019 Event Scope of Work Agreement with The Abbi Agency

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### Action Requested:

Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 18.19 fiscal year.

### Background:

In the 17.18 fiscal year NLTRA hired The Abbi Agency for public relations services for five major special events. The collaboration was extremely helpful, we were able to better serve the events and leverage them being in the region.

For the 18.19 fiscal year, staff's intention is to hire the agency for five events.

The following contact includes three – 2018 Spartan World Championships, 2018 Autumn Food & Wine Festival and 2019 Wanderlust. The NLTRA is currently in contracts for all three of these events.

Budget has been allocated to cover these services for two additional events assuming the organization decides to sponsor them in the upcoming fiscal year. Those two events are 2019 WinterWonderGrass and 2019 No Barriers Summit. An additional addendum will be presented to the Tourism Development Committee and BOD for those services in conjunction with the sponsorship contracts.

The Tourism Development Committee approved this request at the June meeting (Moore/Calegari, 6-0-0).

### Fiscal Impact:

\$12,000 currently seeking approval

- \$4,000 – 2018 Autumn Food & Wine Festival
- \$4,000 – 2018 Spartan World Championships
- \$4,000 – Wanderlust Festival

\$8,000 seeking approval in the following months

- \$4,000 – 2019 WinterWonderGrass
- \$4,000 – 2019 No Barriers Summit

## AGREEMENT TO PROVIDE PUBLIC RELATIONS SERVICES

This Agreement to Provide Public Relations Services ("Agreement") is entered into as of the date last executed below ("Effective Date") by and between THE ABBI AGENCY, a Nevada corporation (collectively, "Consultant") and North Lake Tahoe Resort Association ("Client") for the purpose of providing local event support and public relations under the following terms and conditions:

### 1. TERM; TERMINATION; EFFECT OF TERMINATION:

- a. The initial term of this Agreement shall be for twelve months, commencing on July 1, 2018 and continuing through June 30, 2019 (the "Initial Term"), and thereafter, shall be reviewed and amended per new term and service.
- b. Either party may terminate this Agreement at any time after the Initial Term, for any reason or no reason, by providing not less than thirty (30) days prior written notice to the other party.
- c. Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client, or created for client hereunder.

### 2. OBLIGATIONS OF THE PARTIES:

- a. Obligations of Consultant. Consultant shall perform the services described in the attached Statement of Work ("SOW") which is made a part of this Agreement (the "Services") in Attachment A:
  - i. Consultant shall at all times cooperate with Client, including but not limited to the timely provision to Client of all necessary information and reports as outlined in SOW.
  - ii. Contract for Services Only. This is a contract only for services to be performed by Consultant in a workmanlike manner according to industry standards. No guarantee is made of any placement, outcome or other result of any nature.
  - iii. Services Include: Public Relations and Social Media services, inclusive.
- b. Obligations of Client.
  - i. Client shall at all times cooperate with Consultant, including but not limited to the timely provision to Consultant of all information necessary for Consultant to perform Consultant's duties hereunder. Consultant is under no obligation to perform services for which Client has not provided such information.
  - ii. In consideration of the performance of the services described in subparagraph 2.a.i., Client shall pay Consultant a net 30-day fee totaling four thousand dollars (\$4,000) per event.

- iii. Consultant shall provide Client with monthly invoices, such invoices are a courtesy to Client and are not a condition precedent to Client's payment of the aforementioned fee.
- iv. In consideration of the performance of the Services, Client shall pay Consultant in the amount, and in the manner set forth in Attachment A. Consultant shall provide Client with an invoice on the first day of the month following the completion of an event.
- v. Additional services beyond the Services shall be discussed and agreed in writing before the consultant begins billing for such work and thereafter be billed at the then current hourly rates or agreed fixed price, and will be memorialized in a separate or revised SOW.
- vi. Client shall pay Consultant for all necessary expenses incurred in performing the services detailed above, provided such expenses such as meals and incidentals have been pre-approved by Client. For expenses such as travel and lodging that Client has ability to obtain preferable rates, Consultant agrees to allow Client to arrange such expenses and pay providers directly. The Client's billing rate covers all general administrative expenses but does not include travel expenses. All consultant expenses must be approved with written verification from client.
- vii. Consultant shall bill all hard costs incurred back to the client with a twenty percent (20%) mark up for out of pocket expense management. Documentation sufficient to satisfy IRS deductibility requirements
- viii. If an invoice is not paid within thirty (30) days of receipt, a carrying charge of 1% per month, compounded monthly, shall be added to Client's outstanding balance.
- ix. In the event a monthly payment or invoice is not timely paid, Consultant may suspend all work on any or all projects until full payment is made. Client holds Consultant harmless from all liability that may arise as a result of suspension of work due to non-payment.
- x. Consultant and Client intend this Agreement to be a contract for services and each considers the products and results of the services to be rendered by Consultant hereunder (the "Materials") to be a work made for hire. Consultant acknowledges and agrees that the Materials (and all rights therein, including, without limitation, copyright and patent) belongs to and shall be the sole and exclusive property of Client.
- xi. If for any reason the Materials would not be considered a work made for hire under applicable law, Consultant does hereby sell, assign, and transfer to Client, its successors and assigns, the entire right, title and interest in and to the copyright and patent in the Materials and any registrations and applications relating thereto and any renewals and extensions thereof, and in and to all Materials based upon, derived

from, or incorporating the Materials, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights and patents, and in and to all rights corresponding to the foregoing throughout the world.

- xii. Consultant agrees to execute all papers and to perform such other proper acts as Client may deem necessary to secure for Client or its designee the rights herein assigned
- xiii. Consultant agrees not to publish or use or cause to be used in any way any Materials, recording or media done on behalf of Client without the prior written approval of an authorized representative of Client.

### 3. INDEMNIFICATION

- a. Client shall defend, indemnify and hold Consultant harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) (collectively "Loss") resulting from claims made against Consultant by any third party, which arise out of or in connection with (i) Client's breach of this Agreement; (ii) information or materials supplied to Consultant by Client; or (iii) any issue arising from Client's products or services.
- b. Consultant shall indemnify, defend and hold Client harmless for all Loss with respect to any third party claim or action against Client arising out of or in connection with (i) material prepared or provided by Consultant on Client's behalf to the extent it asserts a claim for infringement of trademark, copyright, piracy, or plagiarism; (ii) Consultant's failure to follow Client's express written instructions; or (iii) Consultant's breach of this Agreement.
- c. Upon the assertion of any claim or the commencement of any suit or proceeding against either party ("Indemnatee") that may give rise to liability of the other party ("Indemnitor") hereunder, the Indemnatee shall notify the Indemnitor of the existence of such claim and shall give the Indemnitor reasonable opportunity to defend and/or settle the claim at its own expense and with counsel of its own selection. The Indemnatee shall at all times have the right fully to participate in such defense at its own expense and shall not be obligated, against its consent, to participate in any settlement which it reasonably believes would have an adverse effect on its business. The Indemnatee shall make reasonably available to the Indemnitor all applicable books and records relating to the claim, and the Indemnatee agrees reasonably cooperate with Indemnitor, at Indemnitor's sole cost and expense.

### 4. GENERAL PROVISIONS:



- a. Representations and Warranties. Each of the parties to this Agreement makes the following representations and warranties to the other party. The persons who have executed this Agreement have been authorized to do so by the party on whose behalf the party is signing. All documents to be delivered under this Agreement will be executed by an authorized person. Each party is under no disability to enter into this Agreement and to perform all covenants contained in this Agreement. None of the warranties, representatives, or statements made by any party in this Agreement contains any untrue statements of material fact or omits a material fact necessary in order to make the statements not misleading.
- b. Binding Effect. Except as specifically provided otherwise by this Agreement, this Agreement is binding upon and shall inure to the benefit of each of the parties and their respective heirs, personal representatives, successors, including without limitation, any corporation, foundation, partnership, or individual(s) which may acquire all or substantially all of any party's assets or with or into which any party may be consolidated, merged or reorganized.
- c. Assignment. Neither party may assign or transfer any of its rights under this Agreement without the prior written consent of the other party. Any such attempted assignment or transfer is void; provided, however, that either party may assign or transfer this agreement to an entity acquiring all or substantially all of its assets or equity, or as part of any business combination.
- d. Waiver. Failure of either party at any time to require performance of any provision of this Agreement shall not limit that party's right to enforce the provision. Waiver of any breach of a provision shall not be a waiver of any succeeding breach of the provision or a waiver of the provision itself or of any other provision.
- e. Cumulative Remedies. All remedies, rights, undertakings, covenants, guarantees and agreements contained in this Agreement, or otherwise provided by law and not specifically waived herein, are cumulative and may be exercised singly or concurrently, and the exercise of anyone or more of them will not be a waiver of any other.
- f. Integration/Entire Agreement. This Agreement constitutes the entire integrated agreement among the parties hereto and supersedes and takes the place of any prior written or oral agreement(s) and all understanding(s), discussion(s) and negotiation(s), or instrument(s) purporting to be an agreement of the parties relating to the transactions contemplated herein.
- g. Survival of Covenant. Any and all covenants and agreements that this Agreement does not require to be fully performed prior to the date of Termination shall survive the date of Termination and shall be fully enforceable thereafter. Without limiting the foregoing, each party's indemnification obligations shall survive termination of this Agreement.

- h. Amendment/Waiver. The terms of this Agreement may not be modified, amended, waived, discharged, or terminated except by a written instrument signed by the party against whom enforcement of the modification, amendment, waiver, discharge, or termination is sought.
- i. Invalidity of Provisions. Nothing in this Agreement or the documents contemplated hereby, shall be construed to require the commission of any act contrary to any valid law, and wherever there may be any conflict between any provision of this Agreement, or any application thereof, and any material present or future statute, ordinance, regulation, or other rule of law contrary to which the parties have no legal right to agreement, the valid law shall prevail; but in such event any provision of this Agreement, or any application thereof, is so affected it shall be curtailed and limited only to the extent necessary to bring it within the requirements of such statute, ordinance, regulation or other rule of law, but in no event shall such illegality or invalidity affect any other part of this Agreement.
- j. Third Party Rights. This Agreement is solely for the benefit of the specifically undersigned parties. Nothing in this Agreement, express or implied, is intended to confer, nor confers, on any person, other than the parties to this Agreement, any right, remedy or benefit.
- k. Construction. The headings, captions and paragraph or section numbers at the beginning of each section and subsection are solely for the convenience of the parties and are not a part of and in no way define, limit or describe the scope or intent of this Agreement and shall not be used in construing this Agreement. All references to days shall be to calendar days, unless specifically provided otherwise. Whenever the context requires, the singular form shall include plural and vice-versa, and the neuter pronoun shall include the masculine and feminine, and vice versa. Unless otherwise indicated, all references to Sections are to the Sections of this Agreement.
- l. No Party Deemed Drafter. The parties hereto agree that all provisions of this Agreement have been negotiated and no party or agent thereof shall be deemed to be the drafter of this Agreement. In the event that this Agreement is ever construed in arbitration or in a court of law, such arbitration or court shall not construe this Agreement, or any provision, term or phrase herein, against any party or agent thereof as drafter.
- m. Further Assurances. Whenever requested to do so by the other party, each party guarantees, warrants and covenants to take whatever actions, in a timely fashion as such other party may reasonably request, including but not limited to executing, acknowledging, and delivering all further conveyances, assignments, confirmations, satisfactions, releases, powers of attorney, instruments of further assurance, approvals, consents, and all further instruments and documents as may be necessary, expedient, or proper in order to complete all conveyances, transfers, sales and assignments under this Agreement, and to do all other acts and to execute, acknowledge, and deliver all documents as requested in order to carry out the intent and purpose of this Agreement,

but in all such instances only if such document or action is reasonably necessary to carry out the terms of this Agreement.

- n. **Governing Law, Venue.** This Agreement, and each other document executed pursuant to this Agreement, is made and shall be interpreted under and governed by the laws of the State of Nevada, including without limitation, its procedural rules, applicable to agreements entered into and entirely performed within the State of Nevada, without reference to conflicts of law or the principles thereof. The parties agree that all actions and proceedings relating directly or indirectly hereto shall be litigated in the State of Nevada Federal Courts in Carson City and the parties each expressly consent to the jurisdiction of any such court and to the venue therein as well as to the convenience of the forum.
- o. **Legal Counsel.** In executing this Agreement, each of the undersigned parties warrants and represents that it has been fully advised and represented by legal counsel of its own selection, or has had ample opportunity to consult legal counsel and has voluntarily declined to do so; and is fully familiar with all of the circumstances surrounding the subject matter of this Agreement and with all of the terms of this Agreement, and in executing this Agreement, it does so relying wholly on its own judgment or the advice of counsel of its own independent selection, whether or not such counsel is a signatory below, or both, and that it has not been influenced in any manner whatsoever regarding the matters set forth in this Agreement, by any person, individual or entity, or any agent thereof.
- p. **Attorneys' Fees and Other Costs.** Each party hereto agrees that, in the event of any dispute or controversy between or among any party hereto arising out of or relating to this Agreement, or in the event a party defaults under this Agreement, then the prevailing party shall be entitled to recover all reasonable attorneys' fees and costs incurred by the prevailing party in connection with the enforcement of its rights hereunder, whether by legal action or proceeding or otherwise, and without regard to whether suit is instituted. Such attorneys' fees and costs shall not be limited to any court fee schedule, but shall rather be awarded on the basis of all fees and costs reasonably incurred in good faith.
- q. **COUNTERPARTS:** This Agreement may be executed in one or more counterparts, each of which for all purposes shall be deemed an original and all of which taken together shall constitute but one instrument.
- r. **NOTICES:** Except as specifically provided otherwise herein, any notice, document, payment, demand or communication required or permitted to be given by any provision of this Agreement shall be deemed to have been delivered and given for all purposes on the earliest to occur of:
  - i. the day delivered, if delivered personally to the party to whom the same is directed;

- ii. the date indicated upon the return receipt, or the date of refusal by the addressee to accept, if sent by United States registered or certified prepaid 'mail, return receipt requested;
- iii. the date received according to the tracking records of a nationally recognized overnight courier; or
- iv. the date shown on a transmission report generated by a facsimile machine reflecting the accurate transmission, if a copy of the notice is also sent by United States registered or certified prepaid mail, return receipt requested, addressed to the party to whom the same is directed at the respective address set forth below:

"Consultant"  
The Abbi Agency  
1385 Haskell Street  
Reno, Nevada 89509

"Client"  
North Lake Tahoe Resort Association  
PO Box 1757  
Tahoe City, California 96145

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency  
1385 Haskell Street  
Reno, Nevada 89509

North Lake Tahoe Resort Association  
PO Box 1757  
Tahoe City, California 96145

By: \_\_\_\_\_

By: \_\_\_\_\_

Ty Whitaker, COO

Daphne Lange, Tourism Director

Date: \_\_\_\_\_

Date: \_\_\_\_\_

### **Attachment A – Scope of Work**

#### **Public Relations and Promotions for Marquee Events**

North Lake Tahoe is home to a multitude of marquee events. Well-known festivals and competitions have selected the North Shore as their venue, attracting worldwide attention in niche markets that attract our key audience personas (the Wanderlust festival attracts our wellness segment; the Spartan



Race appeals to our adventure market; the WinterWonderGrass festival appeals to the experiential family segment).

In turn, The Abbi Agency has dedicated resources to promote each of these events as part of the greater North Lake Tahoe brand story. The Abbi Agency will provide public relations, social media and content services for each event listed below, creating awareness and enthusiasm for each event in the public eye. As each event is different, the promotional objective and scope of services executed for each will vary, as defined below.

### **Frequency**

The Abbi Agency will assist with promotion for five marquee events per Fiscal Year. This will include the following:

- Spartan World Championship (2018)
- Autumn Food & Wine Festival (2018)
- Wanderlust (2019)
- Event #4: TBD
- Event #5: TBD

NOTE: The two "TBD" events listed above will be selected based upon NLTRA contracting and sponsorships. Following event selection, SOW and deliverables will be established per event as addendums.

For each event, The Abbi Agency will execute individual scopes, outlined below. In addition, The Abbi Agency will provide:

- 2-3 pre-event calls with the event team
- 1 recap of features and coverage, to be provided one month after the event.

### **Specific Event Tactics & Deliverables**

#### **1: Spartan World Championship (2018)**

Goal & Strategy: Promote North Lake Tahoe as high-altitude training and adventure destination; inspire racers and guests to explore the North Lake Tahoe region and extend their stay.

#### **Tactics & Deliverables**

##### **Public Relations**

- Include racer stories and event feature in summer/fall NLT high altitude training pitch to endemic and local/regional outlets
- Publish event on 5-10 local/regional event listings
- Assist in arranging guest passes and accommodations for 1-2 interested media
- Provide direction with Spartan team in group FAM development, including list of potential locations and list of partner contacts (\*Does not include coordination for lodging and activities)

##### **Content**

- Include racer stories, tips and features in "High Altitude Training" guide series of 2-3 blog posts
- Feature event in 1-2 newsletters

#### Social Media

- 1 pre-event Facebook Live or takeover around “High Altitude Training” theme
- Coordination of one influencer takeover with a highlighted racer (TBD)
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (\*could include blog content promotion)

### **2: Autumn Food & Wine (2018)**

Goal & Strategy: Promote North Lake Tahoe as a fine food & wine destination; promote ticket sales and unique event offerings; encourage event attendees to explore the North Lake Tahoe region and extend their stay.

#### Tactics & Deliverables

##### Public Relations

- 4-5 co-management calls or as many as necessary in partnership with Northstar California
- Develop and manage 1 master media list and tracking sheet
- Develop 1 event press release, in partnership with Northstar California
- Pitch the event to local, drive market and Southern California media
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 4-6 interested media, in partnership with Northstar California
- 1 staff member for 1 day of on-site event support (\*Event or NLTRA to provide ticket to event)

##### Content

- Refresh dedicated blog post, featuring unique experiences of event
- Include in 1-2 newsletters

##### Social Media

- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- 2 Flash Ticket Giveaways (on Facebook and Instagram newsfeeds)
- 1 Real-time pre-event promotion (either Facebook Live or Instagram Story)

### **3: Wanderlust (2019)**

Goal & Strategy: Leverage event to promote North Lake Tahoe as a wellness destination; promote lesser-known add-ons for event; encourage event attendees to explore the North Lake Tahoe region and extend their stay.

#### Tactics & Deliverables

##### Public Relations

- Include Wanderlust in all North Lake Tahoe wellness pitches, year-round
- Local, regional and direct flight market pitching around event ticket sale and/or lineup announcement
- Assist in arranging guest passes and accommodations for 2-3 interested media
- 1 staff member for 1 day of on-site event support (\*Event or NLTRA to provide ticket to event)

##### Content

- Refresh Wanderlust post from previous year
- Include Wanderlust in 2-3 relevant blog and “trip ideas” posts
- Feature event in 1-2 newsletters

#### Social Media

- 1 pre-event enter-to-win giveaway
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- Coordination of one influencer takeover with featured performer or yoga instructor (TBD)
- Real-time Instagram story posting from event

#### **Total Fiscal Budget: \$12,000**

- This covers the three events listed above at \$4,000/event. Once the two remaining TBD events are confirmed an additional amendment will be included to this contract with additional costs.

#### **Payment Schedule**

Invoices are sent on the 1<sup>st</sup> of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

All prices may vary +/- 10%. Any deviation from the original project Scope as described in the overview in the document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in prices changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

#### **Potential Additional Costs**

- Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client’s approval.
- NLTRA to cover any hard costs requested by journalists



## North Lake Tahoe + Spartan Race World Championship August - October 2017

Recap of Efforts: Public Relations, Social Media, Content

**Strategy & Approach:** The Abbi Agency worked to promote Spartan Race World Championship using a three-pronged approach, focusing heavily on content and social media:

1. Use the Spartan Race messaging to promote the message of North Lake Tahoe as a high altitude training destination
2. Promote the World Championship event prestige, and North Lake Tahoe's status to host this high-caliber event
3. Introduce athletes and other Spartan Race World Championship event visitors to other aspects of North Lake Tahoe as a destination

### Social Media

**Total Number of Posts: 10 original**

**Total Impressions: 113,685**

**Total Social Media Engagements: 1,435**

### Social Media Posts

#### Facebook

[Facebook Live](#), 9/30

Reach: 5,948

Views: 2,302

Engagement: 71

#### Facebook Posts:

5 posts were shared on the North Lake Tahoe Facebook page to promote Spartan Race between 8/23 and 9/27:

- 9/27: [Re-Sharing Spartan Race's Post](#)
- 9/18: [North Lake Tahoe Spartan Itinerary](#)
- 9/17: [Spartan Race Photo Album](#)
- 9/9: [High Altitude Training](#)
- 8/23: [Spartan Website Plug](#)

#### Facebook Leads Campaign:

Leads: 246

Impressions: 24,652

Engagement: 511

Shares: 13

Link Clicks: 379



## Instagram

2 posts were shared on the North Lake Tahoe Instagram account to promote Spartan Race, as well as real-time Instagram stories during the event.

- 9/11: [High Altitude Training](#)
- 9/15: [Spartan Race Promotion](#)

Reach: 27,583

Impressions: 35,697

Engagement: 973

## Instagram Story

Number of Story Posts: 7

Total Impressions: 28,861

## Twitter

4 posts were shared on the North Lake Tahoe Twitter account to promote Spartan Race between 8.24 and 9.15:

- 8/22 - [Website Plug](#)
- 9/20 - [Race Itinerary](#)
- 9/26 - [Pre Race Day Promotion](#)
- 9/30 - [Race Day Check In](#)

Twitter Performance:

Impressions: 19,129

Engagement: 207

Link Clicks: 94

## Content Features

**Number of Blog Features: 2**

**Number of Newsletter Features: 1**

## Content Features

**Blog Post:** [A Spartan Athlete's Itinerary For North Lake Tahoe](#)

Post Views: 929

Social Shares: 593

**Blog Post:** [Top 7 High Altitude Training Locations In North Lake Tahoe](#)

Blog Views: 216

Social Shares: 36

### A SPARTAN ATHLETE'S ITINERARY FOR NORTH LAKE TAHOE

It's almost race day in Lake Tahoe for the 10,000 athletes competing in the 2017 Spartan World Championships at Squaw Valley on September 30. For those of you preparing for the most important obstacle race of the year, plan out the rest of your trip your trip to make the most of your time here.

How you spend your days both pre and post race will help you perform at your peak, recover smartly, and experience the best that North Lake Tahoe has to offer. You are after all, competing in one of the world's most beautiful destinations.

Get the insider's scoop with our official Spartan Athlete's itinerary so you end your time in North Lake Tahoe feeling accomplished, rested and well-traveled (with maybe a few new scratches, bruises and souvenirs).



Photo Credit: Squaw Valley

**Newsletter Feature:** 09.27.2017: Meet the next North Lake Tahoe Local Luminaries, Adrian and Emily  
Email Views: 3.5k  
Spartan Race Click-throughs: 3

## Media Relations

**Total Placements: 3**

**Total Publicity Value: \$2,051.18**

## Media Placements

RGJ: 09.27.17 : [Thrill of competition keeps Huxhold thriving](#)

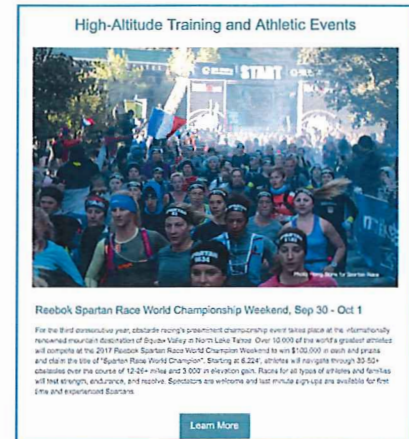
Ad Value: \$1,713; Est. Impressions: 185,083

Sierra Sun: 09.25.2017: [Thousands to descend upon Squaw Valley for Spartan Race World Championship](#)

Ad Value: \$169.09; Est. Impressions: 18,280

Sierra Sun: 09.29.2017: [The Reebok Spartan Race World Championship returns to Squaw Valley this weekend](#)

Ad Value: \$169.09; Est. Impressions: 18,280





## North Lake Tahoe + Autumn Food & Wine July - September 2017

Recap of Efforts: Public Relations, Social Media, Content

**Strategy & Approach:** The Abbi Agency worked with Northstar California and the North Lake Tahoe Resorts Association (NLTRA) to promote Autumn Food & Wine through public relations, social media and digital content efforts.

### Media Relations

**Overview:** The Abbi Agency worked hands-on with the Northstar California team to pitch Autumn Food & Wine to local, regional and national publications, coordinate FAMs, and manage media on-site during the event.

**Total Placements: 18**

**Total Publicity Value: \$23,877**

#### Media Placements

NBC Bay Area - Blog: 8.17.2017: [Lake Tahoe Autumn Food and Wine Festival](#)

Ad Value: \$28; Est. Reach: 2,947

Lake Tahoe News: 8.31.2017: [3-day Food Extravaganza at Northstar](#)

Ad Value: \$72; Est. Reach: 7,829

Monterey County Weekly: 8.31.2017: [Edible: A report card](#)

Ad Value: 1,970; Est. Reach: 213,062

NBC Los Angeles: 9.1.2017: [Lake Tahoe Autumn Food and Wine Festival](#)

Ad Value: \$6,583; Est. Reach: 711,718

Forbes Travel Guide Blog: 9.1.2017: [Where To Travel In September](#)

Ad Value: \$239; Est. Reach: 25,866

The Register-Guard: 9.2.2017: [Tahoe's secret side](#)

Ad Value: \$541; Est. Reach: 58,521

Haute Living: 9.6.2017: [Quick Hits: This Weekend's Not To Be Missed Culinary Events](#)

Ad Value: \$584; Est. Reach: 63,093

The Tahoe Weekly: 9.6.2017: [Battle of the Chefs at Autumn Food & Wine](#)

Ad Value: \$77; Est. Reach: 8,314

RecentNews: 9.6.2017: [32 years of culinary excellence in Tahoe – California News](#)



Ad Value: \$6; Est. Reach: 687

KCRA.com: 9.7.2017: [What you need to know for Sept. 8, 2017](#)

Ad Value: \$3371; Est. Reach: 364,449

RecentNews: 9.16.2017: [Food, Wine and Nature](#)

Ad Value: \$6; Est. Reach: 687

The Tahoe Weekly: 9.18.2017: [Burns retains title at Autumn Food & Wine | Grand Tasting winners](#)

Ad Value: \$77; Est. Reach: 8,314

Wine Country: [32nd Annual Lake Tahoe Autumn Food & Wine Festival](#)

Ad Value: \$6,012 ; Est. Reach: 650,000

Tahoe Quarterly: [Lake Tahoe Autumn Food & Wine Festival](#)

Ad Value: \$139 ; Est. Reach: 15,000

*Note: Should reflect in fall print edition*

Tahoe Daily Tribune: [Autumn Food & Wine Festival Returns to Northstar](#)

Ad Value: \$1175 ; Est. Reach: 127,062

Sierra Sun: [Food, Wine and Nature](#)

Ad Value: \$999 ; Est. Reach: 108,074

Sierra Sun: [32 Years of Culinary Excellence](#)

Ad Value: \$999 ; Est. Reach: 108,074

Sierra Sun: [Your Tahoe Weekend: Music, craft workshops and outdoor adventure around this weekend](#)

Ad Value: \$999 ; Est. Reach: 108,074

### **Media Visits**

#### **Total Media Visits: 12**

Debbie McCarthy: Bliss Babe

*Note: Covered on Social Media*

Natasha Bourlin: Freelance (Trip Advisor + Viator)

*Note: Placement(s) are pending*



Elizabeth Zach: Sacramento Magazine

*Note: Placement(s) are pending*

Nicholas Boer: Diablo

*Note: Placement(s) are pending*

Cornelius Geary: Drink Me Mag

*Note: Placement(s) are pending*

Sue Rock: Tahoe Quarterly

*Note: Placed in print fall edition*

Christina Nelleman: Edible Reno-Tahoe

*Note: Placement(s) are pending*

Katherine Hill: Tahoe Weekly

*Note: Published one of two stories, listed above*

Priya Hunter: Tahoe Weekly

*Note: Published one of two stories, listed above*

Cassandra Walker: Sierra Sun

*Note: Published one of two stories, listed above*

Emily Kaiser: Sierra Sun

*Note: Published digital content for Sierra Sun*

Mark Anderson: Monterey County Weekly/SF Chron

*Note: Placement(s) are pending*

## **Social Media**

**Total Number of Posts: 14 original**

**Total Reach: 142,856**

**Total Social Media Engagements: 3,191**

### **Social Media Posts**

#### **Facebook**

[Facebook Live](#), 8.24

Impressions: 11,802

Reach: 7,791

Views: 3,193

Engagement: 141

#### Facebook Posts:

6 posts were shared on the North Lake Tahoe Facebook page to promote Autumn Food & Wine between 8.10 and 9.15:

- 8.10: [Leads Campaign Promotion](#)
- 8.15: [Northstar California Event Post](#)
- 8.16: [Blog Post Promotion](#)
- 8.30: [50,000 Followers Promo](#)
- 9.6: [Blazing Pans Promotion](#)
- 9.15: [Event Recap Post](#)

#### Instagram Post Performance:

Reach: 27,550

Impressions: 26,227

Engagement: 369

Shares: 26

#### Facebook Leads Campaign:

Leads: 246

Impressions: 24,652

Engagement: 511

Shares: 13

Link Clicks: 379



#### Instagram

2 posts were shared on the North Lake Tahoe Instagram page to promote Autumn Food & Wine between 8.10 and 8.30:

- 8.10: [Ticket Giveaway](#)
- 8.30: [50,000 Followers Ticket Giveaway](#)

#### Instagram Performance:

Impressions: 56,456

Likes: 1,235

Comments: 445

#### Twitter

7 posts were shared on the North Lake Tahoe Twitter account to promote Autumn Food & Wine between 8.24 and 9.15:

- 8.15: [Tasty Food](#)
- 8.26: [Ticket Promotion](#)

- 8.31: [50,000 Followers Promotion](#)
- 9.6: [Blog Promotion](#)
- 9.7: [7x7 Feature](#)
- 9.9: [Sierra Sun Feature](#)
- 9.15: [Flashback Recap](#)

Twitter Performance:

Impressions: 22,396

Engagement: 490

Retweets: 32

## Content Features

Number of Blog Features: 2

Number of Newsletter Features: 1

### Content Features

**Blog Post:** [The 32nd Lake Tahoe Autumn Food and Wine Festival](#)

Post Views: 405

Social Shares: 141

**Blog Post:** [8 Things to do in North Lake Tahoe Before Summer Ends](#)

*Featured under "Give Your Senses A Taste For Fall"*

Blog Views: 3,431

Social Shares: 2,340

**Newsletter Feature:** 08.25.2017, Meet Chef Douglas Dale (Luminary and AF+W Feature)

Email Views (Opens): 3,535

Autumn Food & Wine Click-throughs: 37

### Seasonal and Sustainable Dining in North Tahoe



32nd Lake Tahoe Autumn Food and Wine Festival: Sept. 8 - 10, 2017

Don't miss this year's Lake Tahoe Autumn Food and Wine Festival held in the outdoor splendor of Northstar California Resort, September 8 - 10. As a destination culinary experience, the Lake Tahoe Autumn Food and Wine Festival combines premier local cuisine, renowned chefs and live cooking demonstrations in a full-sensory dining experience.

More than twenty culinary events showcase immersive ways to experience fine food, wine, art and the natural landscape of North Lake Tahoe. Festival highlights include a vertical mountainside wine tasting at 7,870 feet; a progressive picnic through the Lake Tahoe National Forest; a workshop in mixology; and the Grand Tasting & Culinary Competition where top chefs battle for best marriage of food and beverage.

Tickets are available for the three-day event and also for individual seminars. Hurry, though, because many seminars will sell out in advance!

[Buy Tickets](#)



## North Lake Tahoe + Wanderlust Squaw Valley May - July 2017

Recap of Efforts: Public Relations, Social Media, Content

**Strategy & Approach:** The Abbi Agency worked with Wanderlust Squaw Valley to provide features of the event through public relations, social media, and digital content. All outreach and efforts positioned the event within North Lake Tahoe's key theme of wellness, and The Abbi Agency worked closely with Wanderlust's team to provide PR support.

### Media Relations

**Total Placements: 7**

**Total Publicity Value: \$54,306**

#### Media Placements

East Bay Times: 05.18.2017: [Summer events at Lake Tahoe 2017](#)

Ad Value: \$4,213; Est. Impressions: 455,529

Mercury News: 05.18.2017: [Summer events at Lake Tahoe 2017](#)

Ad Value: \$44,550; Est. Impressions: 4,816,235

OC Register, Coast Magazine: 05.25.2017: [Coast's Summer Fun Guide](#)

Ad Value: \$2,110; Est. Impressions: 228,194

Reno.com: 05.26.2017: [The ultimate guide to Tahoe summer festivals](#)

Ad Value: \$52 ; Est. Impressions: 5645

7x7.com: 07.04.2017: [50 Things to Do in Tahoe This Summer](#)

Ad Value: \$1,670; Est. Impressions: 180,582

NBC Bay Area Blog: 07.17.2017: [Wanderlust Squaw Valley: Yoga, Music, Peace](#)

Ad Value: \$41; Est. Impressions: 4469

7x7.com: 07.20.2017: [Say 'om' at the biggest yoga event of the year + more weekend wellness](#)

Ad Value: \$1,670; Est. Impressions: 180,582

### Media Visits

Janet Fullwood: California Meetings & Conventions, Smart Meetings

*Note: Placement(s) are pending*



## **Social Media**

**Total Number of Posts: 12 original**

**Total Impressions: 105,000+**

**Total Social Media Engagements: 3,500+**

### **Social Media Posts**

#### **Facebook**

[Giveaway](#), 06.25.2017

Engagement: 934

Reach: 30,645

[Event Highlight](#), 07.08.2017

Engagement: 19

Reach: 2,900

[Tahoe Weekly Article](#), 07.20.2017

Engagement: 37

Reach: 3,150

[Facebook Live](#), 07.22.2017

Views: 1,658

Engagement: 30

Reach: 5,281

#### **Instagram**

[Yoga Day](#), 06.21.2017

Impressions: 15,300

Reach: 12,300

Likes: 759

Comments: 14

Saves: 4

[Giveaway](#), 06.22.2017

Impressions: 24,600

Reach: 18,700

Likes: 515

Comments: 250

Saves: 4

[Real-time Event Feature](#), 07.23.2017

Impressions: 19,800

Reach: 15,000

Likes: 1,024

Comments: 3

Saves: 4

#### **Twitter**

[Event Feature](#), 05.20.2017

Likes: 15

Retweets: 4

Impressions: 1,630

[Giveaway](#), 06.26.2017

Likes: 3

Impressions: 1,036

[Wanderlust is Almost Here](#), 07.08.2017

Likes: 7

Retweets: 3

Impressions: 1,207

[Tahoe Weekly Article](#), 07.20.2017

Likes: 1

Impressions: 942

[Different Perspective](#), 07.22.2017

Likes: 3

Retweets: 1

Impressions: 1,230

## Content Features

Number of Blog Features: 2

Number of Newsletter Features: 1

### Content Features

**Blog Post:** [7 Reasons to Explore Wellness in North Lake Tahoe](#)

Post Views: 563

Social Shares: 207

**Blog Post:** [North Lake Tahoe Summer Festival Guide](#)


Blog Views: 2,307

Social Shares: 367

**Newsletter Feature:** 07.28.2017: Time to hit RESET and plan a wellness getaway in North Lake Tahoe

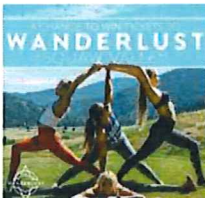
Email Views: 3,641

Wanderlust Click-throughs: 60



**Wanderlust at Squaw Valley**

Deeply immerse yourself in wellness at the 9th annual [Wanderlust Squaw Valley](#) festival, July 20-23. Experience a diverse selection of yoga and meditation workshops, incredible live music, guided outdoor adventures, mind-expanding lectures and farm-to-table dining. Wanderlust Squaw Valley is a self-guided weekend of internal discovery that will leave a lasting impression well after it's over. Plan your trip and purchase tickets now.



**Enter to Win Tickets to Wanderlust**

North Lake Tahoe is a proud partner of Wanderlust Squaw Valley and we are giving away a set of two tickets to the festival. Entries will be accepted until July 12.

[Enter Here](#)

**5. Four days of exquisitely curated wellness at Wanderlust Squaw Valley**




Photo Credit: Wanderlust Festival

Wanderlust has become synonymous with wellness around the world and it all started in North Lake Tahoe nine years ago. This four-day yoga and wellness festival takes place in both the Village and at High Camp of Squaw Valley. From July 20-23, participants will navigate several days of workshops led by globally recognized yoga and meditation instructors. They'll also savor in thought-provoking lecture series, sustainable farm-to-table dining and live music from acts like Quixotic and Little Dragon. With a goal of helping people discover their true north, Wanderlust Squaw Valley gives health-conscious yogis of all ability levels a



# north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: 7.5.18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson, CEO

RE: NLTRA Personnel Manual Changes – Holidays and Cell Phone Policy

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### Action Requested

Board of Directors approval of:

- 1) the proposed revisions to the number of holidays for NLTRA staff; and,
- 2) establishing a consistent cell phone reimbursement policy.

### Background

When I joined the NLTRA, management expressed legitimate concerns about the outdated (2013) and incomplete employee manual as well as lack of wage increases and inconsistencies with pay and/or benefits. In addition, Placer County staff questioned some of the travel and entertainment expense reimbursements that couldn't be tied to written policies.

Last February the Board approved a contract with Strategic HR Partners, LLC to assist staff in developing an updated personnel policy manual, address Placer County concerns/contract requirements, and ensure consistency with State and Federal requirements. Due to a complete turnover in our finance/human resources staff, the project was delayed. We are now proceeding with the updates and once reviewed by our legal counsel we plan to implement them. Our estimated time frame for completion would be no later than 8.1.18.

The majority of the changes to the manual are written clarifications of current practice, some address new legal requirements, and two items are discretionary and have fiscal impacts which we are bringing today for the Board's consideration. These two are: 1) increasing paid holidays from the current 7 up to 11 to better align with comparable organizations; and 2) providing a consistent cell phone reimbursement policy for staff.

We feel the increase in paid holidays is necessary to remain competitive in our very tight labor market. Cell phones are assumed to be available for communication and data usage on company business and often on a 24/7 basis. The reimbursement policy would fairly compensate employees for use of their personal phones eliminating the need for company issued cell phones and ensure consistency between various employees.

### Fiscal Impact:

The increase in paid holidays has an annual fiscal impact not to exceed \$16,500.

The proposed cell phone reimbursement policy has an annual fiscal impact not to exceed \$3,800.

The 2018/19 budget can accommodate both of these items.

### Attachments:

- Exhibit A - Comparison of comparable organizations holiday, vacation and sick leave benefits
- Exhibit B - Fiscal Impact Analysis



## EXHIBIT A

### Holiday & Leave Comparisons

	Visit California	Lake Tahoe Visitors Authority	RSCVA	IV/CB	Mammoth Lakes Tourism	SLT Chamber	Sedona, AZ	Truckee	Avg. WACE Members <500	Average Comp. Agencies	NLTRA	NLTRA Proposed
Total Holidays	14	8.5	12	11	8	10	11	10	11	10.6	7.0	11.0
TOTAL Leave Days*	25	25	25	28	20	29	25	20	25	25	23	23
TOTAL PTO, HOLIDAY	39	34	37	39	28	39	36	30	36	35	30	34
Max. Accrual of PTO	330	200	288	336	80	200	240		NA	NA	NA	224

\* Starting 6th year of service

**EXHIBIT B**  
**North Lake Tahoe Resort Association**  
**Estimated Financial Impacts of Proposed Benefit Changes**

FY 2018/19 Estimated maximum cost of increased number of paid holidays

<b>Employees</b>	<b>Total Vacation Hours</b>	<b>Total Vacation Pay</b>	<b>Maximum Payroll Related Expense</b>	<b>Maximum Total Expense</b>
13	416	\$14,644	\$2,197	<b>\$16,840</b>

FY 2018/19 Estimated maximum cost of increased number of cell phone reimbursements

<b>Employees</b>	<b>Reimbursement Rate</b>	<b>Reimbursement Monthly</b>	<b>Maximum Total Expense</b>
<b>9 (data)</b>	\$50/month	\$450	\$5,400
<b>4 (calls and text only)</b>	\$25/month	\$100	\$1,200
<b>Sub-total</b>		\$550	\$6,600
<b>Less current reimbursements</b>			(\$2,870)
<b>TOTAL</b>			<b>\$3,730</b>

## Executive Summary

Data based on a sample of up to 8 properties in the North Lake Tahoe destination, representing up to 1088 Units ('DestiMetrics Census\*\*') and 33.70% of 3229 total units in the North Lake Tahoe destination ('Destination Census\*\*')

Last Month Performance: Current YTD vs. Previous YTD		2017/18	2016/17	Year over Year % Variance
North Lake Tahoe Occupancy for last month (May) changed by (5.3%)	Occupancy (May) :	40.0%	38.0%	5.3%
North Lake Tahoe ADR for last month (May) changed by (1.4%)	ADR (May) :	\$ 210	\$ 207	1.4%
North Lake Tahoe RevPAR for last month (May) changed by (6.8%)	RevPAR (May) :	\$ 84	\$ 79	6.8%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Jun) changed by (12.5%)	Occupancy (Jun) :	51.5%	45.8%	12.5%
North Lake Tahoe ADR for next month (Jun) changed by (-0.9%)	ADR (Jun) :	\$ 308	\$ 310	-0.9%
North Lake Tahoe RevPAR for next month (Jun) changed by (11.5%)	RevPAR (Jun) :	\$ 158	\$ 142	11.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-8.7%)	Occupancy	44.5%	48.7%	-8.7%
North Lake Tahoe ADR for the past 6 months changed by (-2.9%)	ADR	\$ 305	\$ 314	-2.9%
North Lake Tahoe RevPAR for the past 6 months changed by (-11.3%)	RevPAR	\$ 136	\$ 153	-11.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (4.3%)	Occupancy	31.7%	30.3%	4.3%
North Lake Tahoe ADR for the future 6 months changed by (0.2%)	ADR	\$ 360	\$ 359	0.2%
North Lake Tahoe RevPAR for the future 6 months changed by (4.6%)	RevPAR	\$ 114	\$ 109	4.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: May 31, 2018 vs. Previous Year				
Rooms Booked during last month (May,18) compared to Rooms Booked during the same period last year (May,17) for all arrival dates has changed by (7.4%)	Booking Pace (May)	5.8%	5.4%	7.4%

\* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. \*\* Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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# Monthly Report May 2018

## CONFERENCE REVENUE STATISTICS

### North Shore Properties

#### Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/18:	\$2,067,143	\$3,147,098	-34%
Forecasted Commission for this Revenue:	\$54,842	\$108,262	-49%
Number of Room Nights:	12140	17064	-29%
Number of Delegates:	59604	17423	242%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<u>May-18</u>	<u>May-17</u>	
<u>Number of Groups Booked:</u>	2	6	
Revenue Booked:	\$37,360	\$258,320	-86%
Projected Commission:	\$0	\$8,733	-100%
Room Nights:	165	1405	-88%
Number of Delegates:	45	695	-94%
Booked Group Types:	2 Corp.	3 Corp., 3 SMF	
Lost Business, # of Groups:	12	6	100%

<u>Arrived in the month</u>	<u>May-18</u>	<u>* Est.</u>	<u>May-17</u>	
Number of Groups:	3		6	
Revenue Arrived:	\$358,192		\$926,633	-61%
Projected Commission:	\$7,945		\$9,393	
Room Nights:	2018		1529	32%
Number of Delegates:	720		594	21%
	2 Corp, 1		1 Corp, 3	
Arrived Group Types:	Assoc.		Assoc, 2 SMF	

<u>Monthly Detail/Activity</u>	<u>April-18</u>	<u>April-17</u>	
<u>Number of Groups Booked:</u>	1	5	
Revenue Booked:	\$9,639	\$139,231	-93%
Projected Commission:	\$0	\$4,751	-100%
Room Nights:	52	692	-92%
Number of Delegates:	90	3290	-97%
		3 Corp, 1 CA	
Booked Group Types:	1 Corp.	Assoc., 1 Smf	
Lost Business, # of Groups:	6	3	100%

<u>Arrived in the month</u>	<u>April-18</u>	<u>April-17</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$36,830	\$133,231	-72%
Projected Commission:	\$0	\$4,356	
Room Nights:	258	902	-71%
Number of Delegates:	120	405	-70%
		Assoc, 1 CA	
Arrived Group Types:	1 Smf	Assoc.	



Monthly Detail/Activity	<u>March-18</u>	<u>March-17</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>3</b>	
Revenue Booked:	\$55,650	\$20,234	175%
Projected Commission:	\$0	\$450	-100%
Room Nights:	350	136	157%
Number of Delegates:	70	64	9%
		1 Assoc., 1	
		Corp, 1 Non-	
Booked Group Types:	1 Assoc.	Profit	
Lost Business, # of Groups:	2	6	-67%

<u>Arrived in the month</u>	<u>March-18</u>	<u>March-17</u>	
Number of Groups:	<b>3</b>	<b>2</b>	
Revenue Arrived:	\$59,152	\$15,734	276%
Projected Commission:	\$0	\$0	
Room Nights:	373	116	222%
Number of Delegates:	100	50	100%
		1 Corp., 1	
Arrived Group Types:	2 Corp., 1 SMF	Assoc.	

Monthly Detail/Activity	<u>February-18</u>	<u>February-17</u>	
<u>Number of Groups Booked:</u>	<b>4</b>	<b>0</b>	
Revenue Booked:	\$133,480	\$0	
Projected Commission:	\$2,569	\$0	
Room Nights:	957	0	
Number of Delegates:	10315	0	
	1 Smf, 1 Film		
Booked Group Types:	Crew, 2 Corp.		
Lost Business, # of Groups:	0		

<u>Arrived in the month</u>	<u>February-18</u>	<u>February-17</u>	
Number of Groups:	<b>6</b>	<b>1</b>	
Revenue Arrived:	\$118,220	\$104,490	13%
Projected Commission:	\$2,545	\$0	
Room Nights:	275	900	-69%
Number of Delegates:	291	250	16%
	5 Corp., 1 Film		
Arrived Group Types:	Crew	1 Assoc.	

Monthly Detail/Activity	<u>January-18</u>	<u>January-17</u>	
<u>Number of Groups Booked:</u>	<b>13</b>	<b>2</b>	
Revenue Booked:	\$518,936	\$178,405	191%
Projected Commission:	\$2,146	\$0	
Room Nights:	2845	845	237%
Number of Delegates:	1153	1600	-28%
	7 Corp, 6	1 Corp., 1 non-	
Booked Group Types:	Assoc.	profit	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>January-18</u>	<u>January-17</u>	
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Number of Groups:	3	0
Revenue Arrived:	\$86,645	\$0
Projected Commission:	\$0	\$0
Room Nights:	275	0
Number of Delegates:	89	0
Arrived Group Types:	1 Corp, 2 Assoc.	

Monthly Detail/Activity	<u>December-17</u>	<u>December-16</u>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>4</b>	
Revenue Booked:	\$4,500	\$142,936	-97%
Projected Commission:	\$0	\$6,683	-100%
Room Nights:	28	837	-97%
Number of Delegates:	30	358	-92%
		2 Corp., 2 Assoc..	
Booked Group Types:	1 Smerf	Assoc..	
Lost Business, # of Groups:	4	0	

<b><u>Arrived in the month</u></b>	<b><u>December-17</u></b>	<b><u>December-16</u></b>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$137,651	
Projected Commission:	\$0	\$5,818	
Room Nights:	0	562	
Number of Delegates:	0	1125	
		1 Corp., 1 Assoc.	
Arrived Group Types:			

Monthly Detail/Activity	<u>November-17</u>	<u>November-16</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$13,868	\$2,862	385%
Projected Commission:	\$551	\$0	
Room Nights:	76	14	443%
Number of Delegates:	34	14	143%
	1 Corp, 1 CA		
Booked Group Types:	Assoc.	1 Corp.	
Lost Business, # of Groups:	10	6	

<b><u>Arrived in the month</u></b>	<b><u>November-17</u></b>	<b><u>November-16</u></b>	
Number of Groups:	0	5	
Revenue Arrived:	\$0	\$130,205	-100%
Projected Commission:	\$0	\$6,139	-100%
Room Nights:	0	990	-100%
Number of Delegates:	0	1264	-100%
		3 Corp, 1 Smf,	
Arrived Group Types:		1 Assoc.	

Monthly Detail/Activity	<u>October-17</u>	<u>October-16</u>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>6</b>	
Revenue Booked:	\$221,137	\$557,045	-60%
Projected Commission:	\$5,257	\$2,245	134%
Room Nights:	1099	2716	-60%

Number of Delegates:	437	11999	-96%
	2 Corp, 1	3 Corp, 1 Smf,	
Booked Group Types:	Assoc, 2 Smf	1 Non-Profit, 1	
Lost Business, # of Groups:	12	Incentive	
		6	

<b><u>Arrived in the month</u></b>	<b><u>October-17</u></b>	<b><u>October-16</u></b>	
Number of Groups:	6	5	
Revenue Arrived:	\$531,593	\$187,132	184%
Projected Commission:	\$15,631	\$6,209	152%
Room Nights:	1586	978	62%
Number of Delegates:	597	10110	-94%
	2 Corp, 3		
Arrived Group Types:	Assoc, 1 Govt.	4 Corp, 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>September-17</u></b>	<b><u>September-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>3</b>	
Revenue Booked:	\$45,964	\$113,630	-60%
Projected Commission:	\$2,568	\$2,245	14%
Room Nights:	307	962	-68%
Number of Delegates:	139	987	-86%
Booked Group Types:	3 Corp, 1 Smf,	1 Corp, 1	
Lost Business, # of Groups:	6	3	

<b><u>Arrived in the month</u></b>	<b><u>September-17</u></b>	<b><u>September-16</u></b>	
Number of Groups:	7	10	
Revenue Arrived:	\$200,332	\$788,598	-75%
Projected Commission:	\$5,673	\$6,209	-9%
Room Nights:	650	4148	-84%
Number of Delegates:	438	1757	-75%
	4 Corp, 1		
	Assoc, 1 Smf, 1	4 Corp, 3	
Arrived Group Types:	Film Crew	Assoc., 3 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-17</u></b>	<b><u>August-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>4</b>	
Revenue Booked:	\$58,220	\$112,497	-48%
Projected Commission:	\$2,560	\$892	187%
Room Nights:	409	715	-43%
Number of Delegates:	165	275	-40%
Booked Group Types:	1 Corp, 1	2 Assoc, 1	
Lost Business, # of Groups:	6	0	

<b><u>Arrived in the month</u></b>	<b><u>August-17</u></b>	<b><u>August-16</u></b>	
Number of Groups:	4	6	
Revenue Arrived:	\$59,921	\$223,487	-73%
Projected Commission:	\$1,068	\$16,620	-94%
Room Nights:	274	1052	-74%
Number of Delegates:	152	257	-41%
	2 Corp, 1	4 Corp, 1	
	Assoc, 1 Non-profit	Assoc, 1 Film Crew	
Arrived Group Types:			

<b>Monthly Detail/Activity</b>	<b><u>July-17</u></b>	<b><u>July-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>7</b>	<b>2</b>	
Revenue Booked:	\$638,565	\$84,736	654%
Projected Commission:	\$20,074	\$0	
Room Nights:	3689	655	463%
Number of Delegates:	4680	425	1001%
	4 Corp, 2		
Booked Group Types:	Assoc, 1 SMF	1 Corp. 1 Govt.	
Lost Business, # of Groups:	1	3	
 <b><u>Arrived in the month</u></b>	 <b><u>July-17</u></b>	 <b><u>July-16</u></b>	
Number of Groups:	<b>4</b>	<b>5</b>	
Revenue Arrived:	\$294,470	\$712,929	-59%
Projected Commission:	\$13,840	\$39,282	
Room Nights:	1299	3175	-59%
Number of Delegates:	645	1551	-58%
		2 Assoc, 1	
		Govt, 1 Corp	
Arrived Group Types:	4 Corp.	and 1 Seminar	
	 <b><u>Current Numbers</u></b>	 <b><u>Goals</u></b>	
<b>For 2018/19:</b>	<b>\$982,453</b>	<b>\$750,000</b>	
<b>For 2019/20:</b>	<b>\$214,134</b>	<b>\$250,000</b>	

<b>NUMBER OF LEADS Generated as of 5/31/18:</b>	<b>275</b>
YTD 5/31/17:	231
YTD 5/31/16:	176

**Total Number of Leads Generated in Previous Years:**

2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

## Monthly Report May 2018

### CONFERENCE REVENUE STATISTICS

#### South Lake Tahoe

#### Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>17/18</u>	<u>16/17</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/18:	\$374,538	\$408,926	-8%
Forecasted Commission for this Revenue:	\$5,437	\$12,270	-56%
Number of Room Nights:	2852	3248	-12%
Number of Delegates:	1310	1121	17%
Annual Commission Projection:	\$10,000	\$15,000	-33%

Monthly Detail/Activity	<u>May-18</u>	<u>May-17</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,000	\$6,030	232%
Projected Commission:	\$266	\$0	#DIV/0!
Room Nights:	156	70	123%
Number of Delegates:	145	40	263%
Booked Group Types:	1 Assoc., 1 SMF	1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>May-18</u>	* Est.	<u>May-17</u>
Number of Groups:	2		0
Revenue Arrived:	\$37,562		\$0
Projected Commission:	\$706		\$0
Room Nights:	177		0
Number of Delegates:	73		0
Booked Group Types:	2 Corp.		

Monthly Detail/Activity	<u>April-18</u>	<u>April-17</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$59,700	\$3,105	1823%
Projected Commission:	\$0	\$155	-100%
Room Nights:	300	21	1329%
Number of Delegates:	140	40	250%
Booked Group Types:	1 Assoc., 1 Smf	1 Corp.	

<u>Arrived in the month</u>	<u>April-18</u>	<u>April-17</u>	
Number of Groups:	3	4	
Revenue Arrived:	\$79,856	\$162,262	-51%
Projected Commission:	\$544	\$2,751	-80%
Room Nights:	745	890	-16%
Number of Delegates:	225	225	0%
Booked Group Types:	3 Assoc.	4 Corp.	

Monthly Detail/Activity	<u>March-18</u>	<u>March-17</u>	
<u>Number of Groups Booked:</u>	1	3	

Revenue Booked:	\$12,935	\$15,968	-19%
Projected Commission:	\$647	\$2,201	-71%
Room Nights:	72	145	-50%
Number of Delegates:	50	65	-23%
Booked Group Types:	1 Corp.	3 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>March-18</u></b>	<b><u>March-17</u></b>	
Number of Groups:	2	4	
Revenue Arrived:	\$17,447	\$162,262	-89%
Projected Commission:	\$513	\$2,751	-81%
Room Nights:	140	890	-84%
Number of Delegates:	65	225	-71%
Booked Group Types:	1 Smf, 1 Corp.	4 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>February-18</u></b>	<b><u>February-17</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>1</b>	
Revenue Booked:	\$75,687	\$12,000	531%
Projected Commission:	\$547	\$648	-16%
Room Nights:	755	40	1788%
Number of Delegates:	435	20	2075%
Booked Group Types:	1 Corp, 2 Assoc.	1 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>February-18</u></b>	<b><u>February-17</u></b>	
Number of Groups:	2	3	-33%
Revenue Arrived:	\$11,001	\$37,687	-71%
Projected Commission:	\$0	\$1,040	
Room Nights:	149	324	-54%
Number of Delegates:	80	178	-55%
Booked Group Types:	2 Corp.		

<b>Monthly Detail/Activity</b>	<b><u>January-18</u></b>	<b><u>January-17</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>8</b>	<b>4</b>	
Revenue Booked:	\$253,116	\$107,412	136%
Projected Commission:	\$8,928	\$5,370	66%
Room Nights:	1304	606	115%
Number of Delegates:	603	228	164%
Booked Group Types:	2 Smf, 4 Corp, 2 Assoc.	3 Corp, 1 Assoc.	

<b><u>Arrived in the month</u></b>	<b><u>January-18</u></b>	<b><u>January-17</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$3,597	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	23	0	
Number of Delegates:	80	0	
Booked Group Types:	1 Smf		

<b>Monthly Detail/Activity</b>	<b><u>December-17</u></b>	<b><u>December-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$9,240	\$177,828	-95%
Projected Commission:	\$0	\$0	
Room Nights:	60	866	-93%
Number of Delegates:	250	240	4%

Booked Group Types: 1 Wedding 1 Corp., 1 Assoc.

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>
Number of Groups:	1	0
Revenue Arrived:	\$1,580	\$0
Projected Commission:	\$79	\$0
Room Nights:	20	0
Number of Delegates:	12	0
Booked Group Types:	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$47,480	\$2,228	2031%
Projected Commission:	\$2,374	\$334	611%
Room Nights:	196	12	1533%
Number of Delegates:	162	6	2600%
Booked Group Types:	1 Corp, 1 Govt.	1 Corp.	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>
Number of Groups:	0	2
Revenue Arrived:	\$0	\$33,553
Projected Commission:	\$0	\$563
Room Nights:	0	347
Number of Delegates:	0	132
Booked Group Types:		1 Corp., 1 Smf

<u>Monthly Detail/Activity</u>	<u>October-17</u>	<u>October-16</u>
<u>Number of Groups Booked:</u>	<b>0</b>	<b>1</b>
Revenue Booked:	\$0	\$5,547
Projected Commission:	\$0	\$0
Room Nights:	0	45
Number of Delegates:	0	45
Booked Group Types:	0	1 Assoc.

<u>Arrived in the month</u>	<u>October-17</u>	<u>October-16</u>
Number of Groups:	2	1
Revenue Arrived:	\$53,520	\$10,842
Projected Commission:	\$0	\$0
Room Nights:	611	78
Number of Delegates:	380	25
Booked Group Types:	1 Assoc., 1 Govt.	1 Corp.

<u>Monthly Detail/Activity</u>	<u>September-17</u>	<u>September-16</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$38,000	\$45,255	-16%
Projected Commission:	\$5,700	\$0	
Room Nights:	380	420	-10%
Number of Delegates:	200	160	25%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>September-17</u>	<u>September-16</u>
Number of Groups:	1	2

Revenue Arrived:	\$32,371	\$47,420	-32%
Projected Commission:	\$0	\$2,263	
Room Nights:	146	416	-65%
Number of Delegates:	70	160	-56%
Booked Group Types:	1 Assoc.	1 Corp., 1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-17</u></b>	<b><u>August-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$50,490	\$7,209	600%
Projected Commission:	\$0	\$1,081	
Room Nights:	488	70	597%
Number of Delegates:	175	35	400%
Booked Group Types:	1 Assoc.	1 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>August-17</u></b>	<b><u>August-16</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$32,350	\$0	
Projected Commission:	\$1,617	\$0	
Room Nights:	82	0	
Number of Delegates:	20	0	
Booked Group Types:	1 Corp.	0	

<b>Monthly Detail/Activity</b>	<b><u>July-17</u></b>	<b><u>July-16</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>2</b>	
Revenue Booked:	\$0	\$26,320	
Projected Commission:	\$0	\$3,948	
Room Nights:	0	244	
Number of Delegates:	0	529	
Booked Group Types:		2 Corp.	

<b><u>Arrived in the month</u></b>	<b><u>July-17</u></b>	<b><u>July-16</u></b>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$19,384	
Projected Commission:	\$0	\$0	
Room Nights:	0	48	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp.	



## FINANCE COMMITTEE MEETING - Minutes Draft

Monday, May 29, 2018 at 3:00 P.m.  
NLTRA Conference Room – Upstairs  
100 N. Lake Blvd, Tahoe City, CA 96145

- A. Call to Order – Establish Quorum – 3:02 pm, quorum established (5)
- B. Roll Call:
  - Members in Attendance: Jim Phelan – Board Member
  - Members via Phone: Christy Beck – Board Member, David Brown, Mike Salmon, Ramona Cruz, Erin Casey – County, Chad Fenstermacher - County
  - Staff in Attendance: Cindy Gustafson, Daphne Lange, Bonnie Bavetta, Lauren Sully, DeWitt Van Siclen
- C. Public Forum – No public comment
- D. Agenda Amendments and Approval
  - No amendments to agenda
  - **MOTION** to approve agenda; Jim Phelan - moved; Mike Salmon - second; passed 5-0-0
- E. Approval of Finance Committee Minutes:
  - **MOTION** to approve minutes of April 30, 2018 meeting; David Brown – moved, Mike Salmon – second, approved 5-0-0
- F. Items for Committee Review, Discussion and/or Recommendations
  - **Review Staff Report** – Financial reports through April 30, 2018 reviewed and discussed
  - **Review Staff Action Items** – Christy Beck noted Item 26 can be removed. No updates to other action items. Action items to be addressed in June 2018
- G. Approval of April 2018 Financials
  - **MOTION** to approve April 30, 2018 financials; Mike Salmon – moved, David Brown – second, approved 5-0-0
- H. FY 2018-19 Budget & Scope of Work Review
  - FY 2018-19 Budget presented and discussion followed
  - Changes to the budget provided in the original meeting packet included the addition of the Tourism Master Plan Implementation funding as a separate budget category (\$8,740) and modifications of G&A allocations associated with that change. Additionally, \$40,000 in Non-NLT Coop Marketing will move from the Marketing budget to the VIC budget
  - The Finance Committee's role in budget review and/or approval was discussed. It was concluded that the Finance Committee was not in a position to approve the budget as they have not participated in nor reviewed the County Contract or Scope of Work agreement.
- I. Supplemental Information
  - Review and discussion of the April 2018 Dashboard Report
  - Sales Tax Revenue quarters will be corrected to note appropriate months
- J. Approval of CEO Expenses for April 2018
  - **MOTION** to approve David Brown - moved. Jim Phelan - second, approved 5-0-0
- K. Agenda Input for Next Finance Committee Meeting
  - Add discussion of the roles of the Finance Committee to next month's agenda
- L. Next Meeting Date – June 26, 2018 3:00pm
- M. Committee Member Comments- No comments
- N. Adjourn - 3:52pm

## Finance Committee Staff Report

Date: 6/26/18

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta

RE: Financial Reports for May 31, 2018

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Summary of NLTRA financial results at May 31, 2018:

- Cash balance on 5/31/18 of \$940,000 was 11% or \$112,000 less than prior year at May 31 due to timing of payment on payables.
- Accounts receivable related to sales commissions totaled \$29,000, \$4,000 higher than prior year. The balance is comprised of \$15,000 in receivables under 30 days and \$14,000 in receivables over 90 days, all due from local resorts that individually have balances ranging from \$330 to \$8,000; all are considered collectable.
- Membership accounts receivable totaled \$19,000, of which \$10,000 were reflected on the balance sheet due to the revised accounting of these receivables. Over \$18,000 were collected in member dues during the month of May. Accounts Receivable – Other of \$4,500 reflected Awards Dinner receivables that are to be collected in June.
- Retail inventory of \$27,000 was down 21% or \$7,000 from prior year.
- Prepaid expenses of \$29,000 were up from \$5,000 in prior year due primarily to a \$20,000 prepayment on the Tough Mudder contract.
- Accounts payable of \$28,000 and credit card balances of \$1,000 were \$135,000 below prior year due to prompt payment on payables.
- Wages and related liabilities of \$220,000 were up \$44,000 or 25% from prior year due primarily to a delay in posting of incentive and PTO accruals in prior year.
- YTD consolidated net income of \$324,000 for the ten months ending May 31 was \$11,000 or 4% higher than prior year, and \$299,000 better than budget.
- Consolidated YTD revenue of \$3.9 million (including \$3.4 million of County funding) was \$74,000 less than budget (adjusted for Autumn Food & Wine), primarily a result of a \$59,000 shortfall in commission revenue and a \$17,000 shortfall in membership dues, offset partially by an \$8,000 increase in Awards Dinner revenues. YTD expenses of \$3.5 million were \$374,000 less than budget largely due to Marketing expenses less than budget by \$262,000 or 11% (adjusted for Autumn Food & Wine), Conference expenses under budget by \$30,000 or 9%, VIC expenses less than budget \$44,000 or 11%, and Transportation and Infrastructure under budgeted expenses by \$22,000 or 34%.

- Membership cash position as of May 31, 2018:
  - Membership activities through May 31 resulted in a net loss of \$4,000.
  - Deferred revenues of \$62,000 less receivables of \$10,000 generated an additional \$52,000 in cash year-to-date.
  - No other funds were required to support Membership activities.

**Action requested:** Approval of the May 31, 2018 Financial Statements.

## MEMO

To: NLTRA Finance Committee

Cc: File

From: Bonnie Bavetta

Date: June 26, 2018

Re: Staff Action Items

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### Staff Action Items that Remain Open:

#### **ACTION ITEM 14: From 10/27/16 Finance Committee Meeting, Memo of Management's Position on Accounting Policies.**

- **6/26/18 Meeting:** Invoicing of chamber members and collection of dues have improved significantly. There do not appear to be large uncollectible balances that apparently existed in the past. We will return to conventional accounting of receivables and deferred revenue, with a thorough review at year end to determine if any adjustments are necessary. No significant adjustments would be anticipated.
- 2/28/18 Meeting: Deferred Revenue process still being refined. Deadline is before next Audit.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them.
- 1/08/18 Meeting: Still have some open items to finalize, such as deferred revenue (getting very close). The budget process took up much of Al's time and Lauren's time was impacted by staff outages.
- 10/26/17 Meeting: Will soon be receiving an Auditor's Memorandum, which will have some impact on these positions that we will want to document. We did as a Finance Committee agree to change procedure with respect to commissions, both commissions receivable and payable in our last meeting. Would like to recap this particular item with input from the audit at our next Finance Meeting.
- 9/01/17 Meeting: Still open and will be completed before the auditors start field work on 9/18/17.
- 3/30/17 Meeting: Was on hold while recovering financials in QB. Ongoing. Will be completed before end of audit field work.
- 2/23/17 Meeting: Due to IT Consultant's deletion of QB files, deferred until recovery complete.
- 12/22/16 Meeting: Due to it being a short month, push forward to next month. No pressing issues.
- 12/4/16 Meeting: Formalize for next Finance Committee meeting, including procedures for deferred revenue recognition.
- 11/29/16 Meeting: Discussion: Still open. Trying to have that complete for packet going to the board so that it can be approved for part of our policies and procedures. Will present it at the December Finance Committee Meeting so it can be reviewed prior to taking it to the board in January.

#### **ACTION ITEM 20: December Financials to include a comparative balance sheet for current month (detail), last month (summarized) and last year's year end audited balances. Due to IT Consultant's deletion of QB files, deferred until recovery complete.**

- **6/26/18 Meeting:** To be discussed at this committee meeting for clarification on presentation desired. It would be anticipated that a new format could be implemented promptly.
- 2/28/18 Meeting: Priority is to get 5 Month Budget refinements into QB. Can then work on Report Writer.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them.
- 01/08/18 Meeting: A function of Al getting time to use the built in report writer within QuickBooks and has not had the time, pushed to next meeting.
- 12/4/17 Meeting: Waiting on formalization of deferred revenue procedures.
- 3/30/17 Meeting: Lost our ability to get this report, Lower priority

- 9/01/17 Meeting: Deferring until recovery is complete. Although the data recovery is complete, the auditing of that information is not. Everything is stamped pre-audit because we are still finishing our audit prior to the auditors coming in. The revenues got recorded on last year percentages and not the July budgeted percentages, so these P&L Budget vs. Actual reports differ from the financials that are in the packet in terms of revenues, not expenses. (Should happen after the audit.)
- 10/26/17 Meeting: We have about 20 client adjusting entries, which we knew going in. We have to identify them to the Auditor's or they become audit adjustments. There will also be some audit adjusting entries to finalize things that we haven't done in the past, one being the calculation of the marketing reserve. The auditors did it last year and will do it this year, but what they have represented is that they will give me their working papers so that we can do it next year prior to the audit commencing. As well as some of their closing entries. There are a number of adjustments that will be reflected in the statements coming out and we will have those in time to have June - October Financials ready for the November Finance Meeting on November 30th.

**ACTION ITEM 21: Contract negotiation for 17/18 to address holding accounts for refunds and expenses from the prior year at a specified date.**

- **6/26/18 Meeting:** It has been confirmed with the County that for contracts that require partial funding in the current fiscal year for events/activities that take place in the following fiscal year, NLTRA will be able to retain monies from the current fiscal year budgeted funds to fulfill the NLTRA commitments on these contracts. A memo confirming this understanding will be obtained.
- 2/28/18 Meeting: Did not get into 5 month contract. Place holder for next County Contract.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them
- 1/08/18 Meeting: Are still ongoing and hopefully by next finance meeting we will have this complete.
- 12/4/17 Meeting: Will be presenting Fund Balance Recon to County for agreement.
- 3/30/17 Meeting: In process, ongoing.
- 9/01/17 Meeting: Through two contract negotiations, July 31 (one month) and Jan 31 (six months), we have yet to address a holding account for refunds and expenses. For ex, we are getting some refunds and additional invoices for 16/17 that has happened in the past six months beyond the close of the year and long after the audit has been completed. (Typically below \$10k). We started a holding account.
- 10/26/17 Meeting: No Discussion.

## North Lake Tahoe Resort Association

## Balance Sheet

As of May 31, 2018

	May 31, 18	May 31, 17	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	443	890	(447)	(50)%
1003-00 · Cash - Operations BOTW #6712	661,754	765,656	(103,902)	(14)%
1007-00 · Cash - Payroll BOTW #7421	5,118	4,740	378	8%
1008-00 · Marketing Reserve - Plumas	50,162	50,087	75	0%
1009-00 · Cash Flow Reserve - Plumas	100,433	100,232	201	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	91,074	99,065	(7,990)	(8)%
10950 · Cash in Drawer	1,401	1,903	(502)	(26)%
Total Checking/Savings	939,967	1,052,153	(112,186)	(11)%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	29,361	24,940	4,422	18%
Total Accounts Receivable	29,361	24,940	4,422	18%
Other Current Assets				
1200-99 · AR Other	1,614	1,606	8	1%
12000 · Undeposited Funds	1,026	832	194	23%
1201-00 · WebLink Accounts Receivable				
1201-01 · WebLink AR - Member Dues	10,000	0	10,000	100%
1201-00 · WebLink Accounts Receivable - Other	3,140	30,365	(27,225)	(90)%
Total 1201-00 · WebLink Accounts Receivable	13,140	30,365	(17,225)	(57)%
1201-02 · Allowance for Doubtful Accounts	(4,358)	(3,911)	(447)	(11)%
12100 · Inventory Asset	26,597	33,647	(7,050)	(21)%
1298 · Receivable from Employees	0	39	(39)	(100)%
1490-00 · Security Deposits	650	50	600	1,200%
Total Other Current Assets	38,669	62,628	(23,959)	(38)%
Total Current Assets	1,007,997	1,139,721	(131,724)	(12)%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,768	68,768	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(68,768)	(68,768)	0	0%
1740-00 · Computer Equipment	9,964	43,766	(33,803)	(77)%
1741-00 · Accum. Depr. - Computer Equip	(8,435)	(42,958)	34,523	80%
1750-00 · Computer Software	21,520	40,080	(18,560)	(46)%
1751-00 · Accum. Amort. - Software	(18,331)	(35,119)	16,787	48%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,251)	(33)	(0)%
Total Fixed Assets	4,718	5,803	(1,085)	(19)%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,909	2,909	0	0%
1430-00 · Prepaid 1st Class Postage	1,000	1,000	0	0%
1400-00 · Prepaid Expenses - Other	29,277	4,803	24,474	510%
Total 1400-00 · Prepaid Expenses	33,186	8,712	24,474	281%
Total Other Assets	33,186	8,712	24,474	281%
<b>TOTAL ASSETS</b>	<b>1,045,900</b>	<b>1,154,235</b>	<b>(108,335)</b>	<b>(9)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	28,202	159,327	(131,125)	(82)%
Total Accounts Payable	28,202	159,327	(131,125)	(82)%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0	987	(987)	(100)%

## North Lake Tahoe Resort Association

## Balance Sheet

As of May 31, 2018

	May 31, 18	May 31, 17	\$ Change	% Change
2080-02 · MC_6765_Jason	30	440	(410)	(93)%
2080-06 · MC_5288_Emily	0	1,832	(1,832)	(100)%
2080-08 · MC_5755_John	0	361	(361)	(100)%
2080-09 · MC_0319_Sarah	34	0	34	100%
2080-10 · MC_9495_Ai	30	216	(186)	(86)%
2080-11 · MC_3978_Amber	839	141	698	493%
2080-12 · MC_3960_Natalie	0	650	(650)	(100)%
2080-13 · MC_6903_Cindy	15	0	15	100%
2080-14 · MC_6193_Daphne	75	0	75	100%
<b>Total 2080-00 · Bank of the West - Master Cards</b>	<b>1,023</b>	<b>4,627</b>	<b>(3,604)</b>	<b>(78)%</b>
<b>Total Credit Cards</b>	<b>1,023</b>	<b>4,627</b>	<b>(3,604)</b>	<b>(78)%</b>
<b>Other Current Liabilities</b>				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973	35,719	3,254	9%
2101-00 · Incentive Payable	89,999	66,684	23,315	35%
2102-00 · Commissions Payable	11,693	8,404	3,289	39%
2120-00 · Empl. Federal Tax Payable	3,118	2,889	229	8%
2175-00 · 401 (k) Plan	1,559	1,104	454	41%
2180-00 · Estimated PTO Liability	74,725	60,649	14,077	23%
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>220,068</b>	<b>175,449</b>	<b>44,619</b>	<b>25%</b>
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	1,115	1,296	(181)	(14)%
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>1,115</b>	<b>1,296</b>	<b>(181)</b>	<b>(14)%</b>
2250-00 · Accrued Expenses	800	0	800	257,984%
2400-60 · Deferred Revenue- Member Dues	62,132	71,520	(9,388)	(13)%
2500-00 · Deferred Revenue - TMBC	760	0	760	100%
2651-00 · Deferred Rev - Conference	917	642	275	43%
2800-00 · Suspense	(567)	727	(1,294)	(178)%
2900-00 · Due To/From County of Placer	8,881	65	8,816	13,603%
<b>Total Other Current Liabilities</b>	<b>294,105</b>	<b>249,699</b>	<b>44,406</b>	<b>18%</b>
<b>Total Current Liabilities</b>	<b>323,330</b>	<b>413,653</b>	<b>(90,323)</b>	<b>(22)%</b>
<b>Total Liabilities</b>	<b>323,330</b>	<b>413,653</b>	<b>(90,323)</b>	<b>(22)%</b>
<b>Equity</b>				
32000 · Unrestricted Net Assets	(8,754)	22,636	(31,390)	(139)%
3300-11 · Designated Marketing Reserve	256,830	254,325	2,506	1%
3301 · Cash Flow Reserve	100,048	100,184	(136)	(0)%
3302 · Marketing Cash Reserve	50,018	50,069	(51)	(0)%
Net Income	324,427	313,369	11,059	4%
<b>Total Equity</b>	<b>722,570</b>	<b>740,582</b>	<b>(18,012)</b>	<b>(2)%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,045,900</b>	<b>1,154,235</b>	<b>(108,335)</b>	<b>(9)%</b>

**North Lake Tahoe Resort Association**  
**A/R Aging Summary**  
As of May 31, 2018

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
DSC (Destination Services Corporation)	0	0	0	0	550	550
Edgewood Tahoe	0	706	0	514	0	1,220
Hampton Inn & Suites	0	0	0	0	550	550
Hard Rock Hotel & Casino Lake Tahoe	0	0	545	0	0	545
Harrah's/Harveys Casino	0	0	0	0	712	712
Hotel Becket	0	0	0	0	550	550
Hyatt Regency Lake Tahoe Resort, Spa & Ca	7,945	0	0	0	0	7,945
Incline Community Business Association	0	1,000	0	0	0	1,000
North Tahoe Paddle	0	0	0	0	400	400
Northstar California	0	0	0	0	6,395	6,395
Resort at Squaw Creek*	0	5,367	0	0	2,517	7,884
Ritz-Carlton Lake Tahoe	0	0	0	0	1,279	1,279
Sales Estimates	(10,469)	0	0	0	10,469	0
Squaw Valley Lodge   Granite Peak Mgmt	0	0	0	0	333	333
<b>TOTAL</b>	<u><b>(2,524)</b></u>	<u><b>7,073</b></u>	<u><b>545</b></u>	<u><b>514</b></u>	<u><b>23,754</b></u>	<u><b>29,361</b></u>



## Accounts Receivable Summary

Invoices With Apply Dates Through May 31, 2018

Aged as of Thursday, May 31, 2018

Revenue Item	(Double click to drill down)	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Community Awards 2018- Employee Av		0.00	0.00	240.00	0.00	0.00	0.00	240.00
Community Awards 2018- Employee S		0.00	0.00	65.00	0.00	0.00	0.00	65.00
Community Awards 2018- Luminary Aw		0.00	0.00	400.00	800.00	0.00	0.00	1,200.00
Community Awards 2018- Table of 8		0.00	0.00	1,360.00	0.00	0.00	0.00	1,360.00
Community Awards 2018- Ticket		0.00	0.00	0.00	255.00	0.00	0.00	255.00
Community Awards 2018- Volunteer Av		0.00	0.00	80.00	0.00	0.00	0.00	80.00
Dues		0.00	4,045.00	3,940.00	595.00	825.00	5,545.00	14,950.00
Email Blast		0.00	75.00	0.00	0.00	0.00	0.00	75.00
Live Auction- Awards Dinner		0.00	0.00	900.00	0.00	0.00	0.00	900.00
TMBC - Annual		0.00	0.00	0.00	0.00	0.00	315.00	315.00
TMBC - Ticket		0.00	0.00	15.00	0.00	0.00	0.00	15.00
<b>Total Open Invoices</b>		0.00	4,120.00	7,000.00	1,650.00	825.00	5,860.00	19,455.00

### Unapplied Payments With Payment

Dates Prior to and Including

05/31/2018 100.00

Pre-Payments: Payments Made Prior to 05/31/2018 on Invoices With Apply Dates After 05/31/2018

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

19,355.00

**North Lake Tahoe Resort Association**  
**A/P Aging Summary**  
**As of May 31, 2018**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
About a Boy ...	262	0	0	0	0	262
Accountemps	0	0	0	0	(35)	(35)
ADP	439	0	0	0	0	439
Adventure Van Expo	1,000	0	0	0	0	1,000
Airport Self Storage	314	0	0	0	0	314
Amber Burke	57	0	0	0	0	57
Anne-Karin Atwood*	28	0	0	0	0	28
Annie's Cleaning Service	550	0	0	0	0	550
AT & T*	483	0	0	0	0	483
Aurora World, Inc.	0	0	0	0	(352)	(352)
Bonnie L Bavetta	5,288	0	0	0	0	5,288
Cindy Gustafson	110	0	120	0	0	230
Cintas Corporation #623	0	129	0	0	0	129
Crystal Range Associates	114	0	0	0	0	114
Dawn Teran	55	0	0	0	0	55
Destination Media Solutions	0	625	0	0	0	625
Foster & Parker Ins Agency	0	3,173	0	0	0	3,173
Geo-Tourism Specialties	354	0	0	0	0	354
Haleigh Hoff	0	165	0	0	0	165
Jason Neary	25	0	0	0	0	25
Kaplowe Studios, LLC.	198	0	0	0	0	198
Karen Colbert	229	0	0	0	0	229
Kids Adventure Games, LLC	2,500	0	0	0	0	2,500
Kym Fabel	25	0	0	0	0	25
Liberty Utilities*	0	152	0	0	0	152
Liz Bowling	609	0	0	0	0	609
Principal Financial Group	0	0	0	0	364	364
Ricoh USA	1,689	0	0	0	0	1,689
Ron Treabess	78	0	0	0	0	78
Sarah Winters	57	0	0	0	0	57
Southwest Gas Corporation*	35	0	0	0	0	35
Specialty Beads	218	0	0	0	0	218
Sprint	73	0	0	0	0	73
Stormtech USA Inc	0	0	1,093	0	0	1,093
Strategic HR Partners, LLC.	0	313	0	0	0	313
Tahoe Basics	0	0	0	0	(198)	(198)
Tahoe City Public Utility District*	85	0	0	0	0	85
Tahoe Truckee Sierra Disposal*	226	0	0	0	0	226
Tahoe.com*	0	7,500	0	0	0	7,500
Wholesale Resort Accessories, Inc.	0	0	0	0	22	22
Wild Flower Guides	75	0	0	0	0	75
YIG Administration	0	(25)	(8)	0	(9)	(43)
<b>TOTAL</b>	<b>15,175</b>	<b>12,031</b>	<b>1,205</b>	<b>0</b>	<b>(208)</b>	<b>28,203</b>

## North Lake Tahoe Resort Association

## Profit &amp; Loss

May 2018

	May 18	May 17	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	301,181	314,665	(13,484)	(4)%
4200-00 · Membership Dues	10,155	11,657	(1,503)	(13)%
4201-00 · New Member Fees	0	75	(75)	(100)%
4205-00 · Conference Dues	917	642	275	43%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards	(85)	0	(85)	(100)%
4250-02 · Chamber Events	34	0	34	100%
4251-00 · Tues AM Breakfast Club	344	330	14	4%
4250-00 · Revenues-Membership Activities - Other	355	50	305	610%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>648</b>	<b>380</b>	<b>268</b>	<b>71%</b>
4600-00 · Commissions				
4601-00 · Commissions - South Shore	706	41	665	1,607%
4600-00 · Commissions - Other	2,843	9,393	(6,551)	(70)%
<b>Total 4600-00 · Commissions</b>	<b>3,549</b>	<b>9,435</b>	<b>(5,886)</b>	<b>(62)%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	337	441	(104)	(24)%
46000 · Merchandise Sales - Other	7,753	10,495	(2,742)	(26)%
<b>Total 46000 · Merchandise Sales</b>	<b>8,090</b>	<b>10,936</b>	<b>(2,846)</b>	<b>(26)%</b>
<b>Total Income</b>	<b>324,540</b>	<b>347,790</b>	<b>(23,250)</b>	<b>(7)%</b>
<b>Gross Profit</b>	<b>324,540</b>	<b>347,790</b>	<b>(23,250)</b>	<b>(7)%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	4,558	5,551	(993)	(18)%
5020-00 · P/R - Tax Expense	5,815	6,067	(252)	(4)%
5030-00 · P/R - Health Insurance Expense	8,601	9,440	(839)	(9)%
5040-00 · P/R - Workmans Comp	1,499	977	522	54%
5060-00 · 401 (k)	2,619	2,910	(291)	(10)%
5070-00 · Other Benefits and Expenses	227	240	(13)	(5)%
5000-00 · Salaries & Wages - Other	82,985	97,280	(14,294)	(15)%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>106,304</b>	<b>122,463</b>	<b>(16,159)</b>	<b>(13)%</b>
5100-00 · Rent				
5110-00 · Utilities	413	859	(446)	(52)%
5140-00 · Repairs & Maintenance	(294)	0	(294)	(100)%
5150-00 · Office - Cleaning	550	550	0	0%
5100-00 · Rent - Other	12,480	12,733	(253)	(2)%
<b>Total 5100-00 · Rent</b>	<b>13,149</b>	<b>14,142</b>	<b>(993)</b>	<b>(7)%</b>
5310-00 · Telephone				
5320-00 · Telephone	2,379	2,326	52	2%
<b>Total 5310-00 · Telephone</b>	<b>2,379</b>	<b>2,326</b>	<b>52</b>	<b>2%</b>
5420-00 · Mail - USPS	512	535	(23)	(4)%
5510-00 · Insurance/Bonding	264	264	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	4	0	4	100%
5520-00 · Supplies - Other	449	526	(77)	(15)%
<b>Total 5520-00 · Supplies</b>	<b>452</b>	<b>526</b>	<b>(74)</b>	<b>(14)%</b>
5610-00 · Depreciation	216	233	(17)	(7)%
5700-00 · Equipment Support & Maintenance	0	165	(165)	(100)%
5710-00 · Taxes, Licenses & Fees	1,012	680	332	49%
5740-00 · Equipment Rental/Leasing	2,337	1,132	1,206	107%
5815 · Training Video Series	0	900	(900)	(100)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	0	140	(140)	(100)%
5920-00 · Professional Fees - Accountant	2,850	2,000	850	43%

## North Lake Tahoe Resort Association

## Profit &amp; Loss

May 2018

	May 18	May 17	\$ Change	% Change
5921-00 · Professional Fees - Other	6,140	786	5,354	681%
Total 5900-00 · Professional Fees	8,990	2,926	6,064	207%
5941-00 · Research & Planning	0	750	(750)	(100)%
5948-00 · Transportation Projects	0	13,633	(13,633)	(100)%
6020-00 · Programs				
6016-00 · Special Event Partnership	3,500	0	3,500	100%
6018-00 · Business Assoc. Grants	10,000	20,000	(10,000)	(50)%
Total 6020-00 · Programs	13,500	20,000	(6,500)	(33)%
6420-00 · Events				
6420-01 · Sponsorships				
6421-02 · AMGEN Tour of California	0	265	(265)	(100)%
6421-08 · Tough Mudder	0	(25,000)	25,000	100%
6421-09 · Wanderlust	0	90	(90)	(100)%
6421-10 · WinterWonderGrass - Tahoe	4,000	0	4,000	100%
6421-13 · Big Blue Adventure	0	21,500	(21,500)	(100)%
Total 6420-01 · Sponsorships	4,000	(3,145)	7,145	227%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	0	42,620	(42,620)	(100)%
6422-04 · PR	0	3,500	(3,500)	(100)%
6422-06 · Music Campaign	2,706	2,500	206	8%
Total 6422-00 · Event Media	2,706	48,620	(45,913)	(94)%
6424-00 · Event Operation Expenses	0	51	(51)	(100)%
Total 6420-00 · Events	6,706	45,526	(38,820)	(85)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	17,758	(17,758)	(100)%
6437-00 · Tuesday Morning Breakfast Club	594	594	0	0%
6442-00 · Public Relations/Website	291	0	291	100%
6444-00 · Trades	275	145	130	90%
6423-00 · Membership Activities - Other	54	310	(256)	(83)%
Total 6423-00 · Membership Activities	1,214	18,808	(17,594)	(94)%
6730-00 · Marketing Cooperative/Media	75,500	63,250	12,250	19%
6742-00 · Non-NLT Co-Op Marketing Program	873	1,350	(477)	(35)%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	1,300	300	1,000	333%
6743-03 · Touch Lake Tahoe	7,403	0	7,403	100%
6743-04 · High Notes	3,800	3,800	1	0%
Total 6743-00 · BACC Marketing Programs	12,502	4,100	8,403	205%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	15	879	(864)	(98)%
52500 · Purchase Discounts	0	(339)	339	100%
59900 · POS Inventory Adjustments	(10)	17	(27)	(161)%
8100-00 · Cost of Goods Sold - Other	4,084	5,539	(1,455)	(26)%
Total 8100-00 · Cost of Goods Sold	4,090	6,096	(2,007)	(33)%
8200-00 · Associate Relations	183	647	(464)	(72)%
8300-00 · Board Functions	98	0	98	100%
8500-00 · Credit Card Fees	945	784	161	21%
8700-00 · Automobile Expenses	392	540	(149)	(28)%
8750-00 · Meals/Meetings	66	240	(174)	(73)%
8810-00 · Dues & Subscriptions	90	751	(661)	(88)%
8910-00 · Travel	0	146	(146)	(100)%
8920-00 · Bad Debt	0	1,157	(1,157)	(100)%
Total Expense	251,775	324,070	(72,295)	(22)%
Net Ordinary Income	72,765	23,720	49,045	207%
Other Income/Expense				

North Lake Tahoe Resort Association  
Profit & Loss  
May 2018

	May 18	May 17	\$ Change	% Change
Other Income				
4700-00 · Revenues- Interest & Investment	23	0	23	100%
Total Other Income	23	0	23	100%
Net Other Income	23	0	23	100%
Net Income	72,789	23,720	49,069	207%

# North Lake Tahoe Resort Association

## Profit & Loss by Class

May 2018

	11 - Marketing	30 - Confere...	42 - VIC	51 - TMPI	60 - Member...	70 - Admini...	Unclassified	TOTAL
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
4050-00 · County of Placer TOT Funding	227,325	27,317	43,136	3,403	0	0	0	301,181
4200-00 · Membership Dues	0	0	0	0	10,155	0	0	10,155
4205-00 · Conference Dues	0	917	0	0	0	0	0	917
4250-00 · Revenues-Membership Activities								
4250-01 · Community Awards	0	0	0	0	(85)	0	0	(85)
4250-02 · Chamber Events	0	0	0	0	34	0	0	34
4251-00 · Tues AM Breakfast Club	0	0	0	0	344	0	0	344
4250-00 · Revenues-Membership Activities - Other	0	0	0	0	355	0	0	355
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>648</b>	<b>0</b>	<b>0</b>	<b>648</b>
4600-00 · Commissions								
4601-00 · Commissions - South Shore	0	706	0	0	0	0	0	706
4600-00 · Commissions - Other	0	2,843	0	0	0	0	0	2,843
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>3,549</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,549</b>
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC income	0	0	337	0	0	0	0	337
46000 · Merchandise Sales - Other	0	0	7,753	0	0	0	0	7,753
<b>Total 46000 · Merchandise Sales</b>	<b>0</b>	<b>0</b>	<b>8,090</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8,090</b>
<b>Total Income</b>	<b>227,325</b>	<b>31,782</b>	<b>51,226</b>	<b>3,403</b>	<b>10,802</b>	<b>0</b>	<b>0</b>	<b>324,540</b>
<b>Gross Profit</b>	<b>227,325</b>	<b>31,782</b>	<b>51,226</b>	<b>3,403</b>	<b>10,802</b>	<b>0</b>	<b>0</b>	<b>324,540</b>
<b>Expense</b>								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375	0	0	0	(1,375)	0	0	0
5010-00 · Sales Commissions	0	4,558	0	0	0	0	0	4,558
5020-00 · P/R - Tax Expense	1,587	807	927	0	454	2,040	0	5,815
5030-00 · P/R - Health Insurance Expense	5,525	1,258	163	32	855	767	0	8,601
5040-00 · P/R - Workmans Comp	225	183	669	12	71	339	0	1,499
5060-00 · 401 (k)	830	431	338	52	116	852	0	2,619
5070-00 · Other Benefits and Expenses	97	42	42	0	3	42	0	227
5000-00 · Salaries & Wages - Other	24,413	11,441	14,015	1,574	2,134	29,408	0	82,985
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>34,053</b>	<b>18,720</b>	<b>16,154</b>	<b>1,671</b>	<b>2,258</b>	<b>33,448</b>	<b>0</b>	<b>106,304</b>
5100-00 · Rent								
5110-00 · Utilities	94	47	154	3	13	102	0	413
5140-00 · Repairs & Maintenance	0	0	(294)	0	0	0	0	(294)
5150-00 · Office - Cleaning	183	92	46	6	25	198	0	550
5100-00 · Rent - Other	2,083	1,000	6,500	70	358	2,469	0	12,480
<b>Total 5100-00 · Rent</b>	<b>2,361</b>	<b>1,139</b>	<b>6,405</b>	<b>80</b>	<b>396</b>	<b>2,768</b>	<b>0</b>	<b>13,149</b>
5310-00 · Telephone								
5320-00 · Telephone	571	126	630	36	136	880	0	2,379
<b>Total 5310-00 · Telephone</b>	<b>571</b>	<b>126</b>	<b>630</b>	<b>36</b>	<b>136</b>	<b>880</b>	<b>0</b>	<b>2,379</b>
5420-00 · Mail - USPS	95	31	166	9	36	174	0	512
5510-00 · Insurance/Bonding	50	17	88	5	19	86	0	264
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	0	0	0	0	0	4	0	4
5520-00 · Supplies - Other	90	40	205	3	11	100	0	449
<b>Total 5520-00 · Supplies</b>	<b>90</b>	<b>40</b>	<b>205</b>	<b>3</b>	<b>11</b>	<b>104</b>	<b>0</b>	<b>452</b>
5610-00 · Depreciation	16	6	131	0	5	58	0	216
5710-00 · Taxes, Licenses & Fees	0	0	0	0	0	1,012	0	1,012
5740-00 · Equipment Rental/Leasing	422	186	987	51	253	439	0	2,337
5900-00 · Professional Fees								
5920-00 · Professional Fees - Accountant	0	0	0	0	0	2,850	0	2,850
5921-00 · Professional Fees - Other	54	0	216	0	270	5,600	0	6,140
<b>Total 5900-00 · Professional Fees</b>	<b>54</b>	<b>0</b>	<b>216</b>	<b>0</b>	<b>270</b>	<b>8,450</b>	<b>0</b>	<b>8,990</b>
6020-00 · Programs								
6016-00 · Special Event Partnership	3,500	0	0	0	0	0	0	3,500
6018-00 · Business Assoc. Grants	10,000	0	0	0	0	0	0	10,000
<b>Total 6020-00 · Programs</b>	<b>13,500</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,500</b>
6420-00 · Events								
6420-01 · Sponsorships								
6421-10 · WinterWonderGrass - Tahoe	4,000	0	0	0	0	0	0	4,000
<b>Total 6420-01 · Sponsorships</b>	<b>4,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,000</b>
6422-00 · Event Media								
6422-06 · Music Campaign	2,706	0	0	0	0	0	0	2,706
<b>Total 6422-00 · Event Media</b>	<b>2,706</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,706</b>
<b>Total 6420-00 · Events</b>	<b>6,706</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6,706</b>
6423-00 · Membership Activities								
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	594	0	0	594
6442-00 · Public Relations/Website	0	0	0	0	291	0	0	291
6444-00 · Trades	0	0	0	0	275	0	0	275
6423-00 · Membership Activities - Other	0	0	0	0	54	0	0	54



# North Lake Tahoe Resort Association

## Profit & Loss by Class

May 2018

	11 - Marketing	30 - Confere...	42 - VIC	51 - TMPI	60 - Member...	70 - Admini...	Unclassified	TOTAL
Total 6423-00 · Membership Activities	0	0	0	0	1,214	0	0	1,214
6730-00 · Marketing Cooperative/Media	66,333	9,167	0	0	0	0	0	75,500
6742-00 · Non-NLT Co-Op Marketing Program	723	0	150	0	0	0	0	873
6743-00 · BACC Marketing Programs								
6743-01 · Shop Local	1,300	0	0	0	0	0	0	1,300
6743-03 · Touch Lake Tahoe	7,403	0	0	0	0	0	0	7,403
6743-04 · High Notes	3,800	0	0	0	0	0	0	3,800
Total 6743-00 · BACC Marketing Programs	12,502	0	0	0	0	0	0	12,502
8100-00 · Cost of Goods Sold								
51100 · Freight and Shipping Costs	0	0	15	0	0	0	0	15
59900 · POS Inventory Adjustments	0	0	(10)	0	0	0	0	(10)
8100-00 · Cost of Goods Sold - Other	0	0	4,084	0	0	0	0	4,084
Total 8100-00 · Cost of Goods Sold	0	0	4,090	0	0	0	0	4,090
8200-00 · Associate Relations	0	0	0	0	0	183	0	183
8300-00 · Board Functions	0	0	0	0	0	98	0	98
8500-00 · Credit Card Fees	0	0	205	0	731	0	8	945
8700-00 · Automobile Expenses	79	0	19	0	24	268	0	392
8750-00 · Meals/Meetings	0	0	14	1	7	44	0	66
8810-00 · Dues & Subscriptions	45	0	0	0	6	39	0	90
Total Expense	137,601	29,431	29,460	1,856	5,367	48,052	8	251,775
Net Ordinary Income	89,725	2,351	21,766	1,547	5,436	(48,052)	(8)	72,765
Other Income/Expense								
Other Income								
4700-00 · Revenues- Interest & Investment	6	0	0	0	0	17	0	23
Total Other Income	6	0	0	0	0	17	0	23
Other Expense								
8990-00 · Allocated	34,232	4,649	5,772	828	2,510	(47,990)	0	0
Total Other Expense	34,232	4,649	5,772	828	2,510	(47,990)	0	0
Net Other Income	(34,225)	(4,649)	(5,772)	(828)	(2,510)	48,007	0	23
Net Income	55,499	(2,298)	15,995	719	2,926	(45)	(8)	72,789

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### All Departments

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	301,181	301,181	(0)	3,446,418	3,446,419	(1)	3,747,600
4200-00 · Membership Dues	10,155	13,500	(3,345)	119,591	136,500	(16,909)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4205-00 · Conference Dues	917	0	917	10,083	7,690	2,393	7,690
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	18,522	12,000	6,522	12,000
4250-05 · Sponsorships	0	0	0	12,440	6,500	5,940	6,500
4250-01 · Community Awards - Other	(85)	0	(85)	18,105	22,500	(4,395)	22,500
<b>Total 4250-01 · Community Awards</b>	<b>(85)</b>	<b>0</b>	<b>(85)</b>	<b>49,067</b>	<b>41,000</b>	<b>8,067</b>	<b>41,000</b>
4250-02 · Chamber Events	34	0	34	373	6,000	(5,627)	12,725
4250-03 · Summer/Winter Rec Luncheon	0	0	0	3,409	4,300	(891)	7,300
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	1,000	1,700	(700)	2,000
4251-00 · Tues AM Breakfast Club - Other	344	750	(406)	4,585	7,500	(2,915)	8,250
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>344</b>	<b>1,050</b>	<b>(706)</b>	<b>5,585</b>	<b>9,200</b>	<b>(3,615)</b>	<b>10,250</b>
4250-00 · Revenues-Membership Activities - Other	355	175	180	1,629	1,750	(121)	1,925
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>648</b>	<b>1,225</b>	<b>(577)</b>	<b>60,063</b>	<b>62,250</b>	<b>(2,187)</b>	<b>73,200</b>
4252-00 · Sponsorships	0	0	0	1,000	0	1,000	0
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
4600-00 · Commissions							
4601-00 · Commissions - South Shore	706	500	206	3,624	14,621	(10,997)	15,121
4600-00 · Commissions - Other	2,843	9,393	(6,551)	51,278	99,561	(48,282)	106,771
<b>Total 4600-00 · Commissions</b>	<b>3,549</b>	<b>9,893</b>	<b>(6,344)</b>	<b>54,902</b>	<b>114,182</b>	<b>(59,280)</b>	<b>121,892</b>
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	337	200	137	9,023	7,800	1,223	9,000
46000 · Merchandise Sales - Other	7,753	10,575	(2,821)	77,225	78,143	(918)	93,356
<b>Total 46000 · Merchandise Sales</b>	<b>8,090</b>	<b>10,775</b>	<b>(2,684)</b>	<b>86,248</b>	<b>85,943</b>	<b>305</b>	<b>102,356</b>
4720-00 · Miscellaneous	0			415			
<b>Total Income</b>	<b>324,540</b>	<b>336,574</b>	<b>(12,035)</b>	<b>3,856,423</b>	<b>3,853,058</b>	<b>3,364</b>	<b>4,202,813</b>
<b>Gross Profit</b>	<b>324,540</b>	<b>336,574</b>	<b>(12,035)</b>	<b>3,856,423</b>	<b>3,853,058</b>	<b>3,364</b>	<b>4,202,813</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,558	2,693	1,865	17,407	31,378	(13,971)	31,378
5020-00 · P/R - Tax Expense	5,815	7,905	(2,090)	84,475	97,731	(13,256)	105,626
5030-00 · P/R - Health Insurance Expense	8,601	9,116	(515)	84,159	112,982	(28,823)	122,314
5040-00 · P/R - Workmans Comp	1,499	564	935	12,288	5,889	6,399	6,287
5060-00 · 401 (k)	2,619	2,817	(197)	32,206	33,388	(1,182)	35,773
5070-00 · Other Benefits and Expenses	227	434	(207)	4,330	4,979	(649)	5,530
5000-00 · Salaries & Wages - Other	82,985	90,377	(7,392)	996,490	1,064,753	(68,263)	1,154,729
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>106,304</b>	<b>113,906</b>	<b>(7,602)</b>	<b>1,231,353</b>	<b>1,351,098</b>	<b>(119,745)</b>	<b>1,461,637</b>
5100-00 · Rent							
5110-00 · Utilities	413	952	(539)	9,808	11,078	(1,270)	12,006
5140-00 · Repairs & Maintenance	(294)	660	(955)	6,463	7,598	(1,135)	8,258
5150-00 · Office - Cleaning	550	772	(222)	7,280	8,439	(1,159)	8,995
5100-00 · Rent - Other	12,480	13,777	(1,297)	137,166	149,933	(12,767)	163,716
<b>Total 5100-00 · Rent</b>	<b>13,149</b>	<b>16,161</b>	<b>(3,012)</b>	<b>160,717</b>	<b>177,048</b>	<b>(16,330)</b>	<b>192,975</b>
5310-00 · Telephone							
5320-00 · Telephone	2,379	2,654	(276)	25,843	27,914	(2,070)	30,565
5350-00 · Internet	0			25	0	25	0
5310-00 · Telephone - Other	0	58	(58)	0	230	(230)	288
<b>Total 5310-00 · Telephone</b>	<b>2,379</b>	<b>2,712</b>	<b>(333)</b>	<b>25,868</b>	<b>28,144</b>	<b>(2,276)</b>	<b>30,853</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	89	(89)	0	931	(931)	1,019
5480-00 · Mail - Fed Ex	0	22	(22)	121	328	(208)	349
5420-00 · Mail - USPS - Other	512	243	269	3,316	2,735	582	2,977
<b>Total 5420-00 · Mail - USPS</b>	<b>512</b>	<b>353</b>	<b>159</b>	<b>3,437</b>	<b>3,993</b>	<b>(557)</b>	<b>4,346</b>
5510-00 · Insurance/Bonding	264	724	(459)	7,515	8,845	(1,330)	9,518
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	4	207	(203)	1,269	4,443	(3,175)	4,743
5520-00 · Supplies - Other	449	1,178	(730)	12,552	13,852	(1,300)	15,030
<b>Total 5520-00 · Supplies</b>	<b>452</b>	<b>1,385</b>	<b>(933)</b>	<b>13,821</b>	<b>18,295</b>	<b>(4,474)</b>	<b>19,773</b>
5610-00 · Depreciation	216	350	(133)	2,397	4,466	(2,070)	4,805
5700-00 · Equipment Support & Maintenance	0	996	(996)	11,475	12,566	(1,091)	13,562
5710-00 · Taxes, Licenses & Fees	1,012	759	253	11,249	9,343	1,906	10,151
5740-00 · Equipment Rental/Leasing	2,337	1,416	922	15,436	17,578	(2,142)	19,094
5800-00 · Training Seminars	0	3,054	(3,054)	4,561	20,043	(15,482)	20,097
5810-00 · Public Outreach	0	0	0	0	5,056	(5,056)	5,056
5815 · Training Video Series	0	3,631	(3,631)	1,058	12,631	(11,573)	13,631
5820 · Sales CRM/CMS	0			0	2,000	(2,000)	2,000
5830-00 · Commission Due to Third Party	0			765			
5850-00 · Artist of Month - Commissions	0	227	(227)	3,906	2,273	1,633	2,500
5900-00 · Professional Fees							

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## All Departments

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
5910-00 · Professional Fees - Attorneys	0	1,000	(1,000)	9,760	9,000	760	10,000
5920-00 · Professional Fees - Accountant	2,850	0	2,850	26,250	22,000	4,250	22,000
5921-00 · Professional Fees - Other	6,140	0	6,140	56,540	3,750	52,790	3,750
<b>Total 5900-00 · Professional Fees</b>	<b>8,990</b>	<b>1,000</b>	<b>7,990</b>	<b>92,550</b>	<b>34,750</b>	<b>57,800</b>	<b>35,750</b>
5940-00 · Research & Planning Membership	0			3,000	3,276	(276)	3,276
5941-00 · Research & Planning	0	0	0	2,266	7,042	(4,776)	7,042
6020-00 · Programs							
6016-00 · Special Event Partnership	3,500	0	3,500	3,500	30,000	(26,500)	50,000
6018-00 · Business Assoc. Grants	10,000	20,000	(10,000)	20,000	30,000	(10,000)	30,000
<b>Total 6020-00 · Programs</b>	<b>13,500</b>	<b>20,000</b>	<b>(6,500)</b>	<b>23,500</b>	<b>60,000</b>	<b>(36,500)</b>	<b>80,000</b>
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0	0	0	114,772	37,000	77,772	37,000
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	300	(300)	0	22,000	(22,000)	22,000
6421-03 · Barcelona Soccer	0	3,000	(3,000)	0	3,000	(3,000)	3,000
6421-04 · Broken Arrow Skyrace	0	0	0	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	0	0	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	0	0	0	0	20,000	(20,000)	40,000
6421-09 · Wanderlust	0	0	0	34,043	34,000	43	37,000
6421-10 · WinterWonderGrass - Tahoe	4,000	0	4,000	20,808	19,400	1,408	19,400
6421-13 · Big Blue Adventure	0	0	0	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	5,000	(5,000)	0	5,000	(5,000)	5,000
<b>Total 6420-01 · Sponsorships</b>	<b>4,000</b>	<b>8,300</b>	<b>(4,300)</b>	<b>463,623</b>	<b>449,400</b>	<b>14,223</b>	<b>472,400</b>
6421-00 · New Event Development	0	1,700	(1,700)	6,936	17,600	(10,664)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	25,000	(24,926)	25,000
6422-06 · Music Campaign	2,706	0	2,706	2,706	0	2,706	0
<b>Total 6422-00 · Event Media</b>	<b>2,706</b>	<b>0</b>	<b>2,706</b>	<b>2,780</b>	<b>25,000</b>	<b>(22,220)</b>	<b>25,000</b>
6424-00 · Event Operation Expenses	0	9,000	(9,000)	98	9,000	(8,902)	9,000
<b>Total 6420-00 · Events</b>	<b>6,706</b>	<b>19,000</b>	<b>(12,294)</b>	<b>473,437</b>	<b>501,000</b>	<b>(27,563)</b>	<b>524,000</b>
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	23,832	18,500	5,332	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,081	2,760	321	4,185
6437-00 · Tuesday Morning Breakfast Club	594	650	(56)	5,557	6,500	(943)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	291	295	(4)	3,146	8,170	(5,024)	8,465
6444-00 · Trades	275	0	275	2,515	1,855	660	2,130
6423-00 · Membership Activities - Other	54	75	(21)	459	675	(216)	750
<b>Total 6423-00 · Membership Activities</b>	<b>1,214</b>	<b>1,020</b>	<b>194</b>	<b>38,895</b>	<b>38,460</b>	<b>435</b>	<b>41,180</b>
6490-00 · Classified Ads	0	70	(70)	50	703	(653)	773
6701-00 · Market Study Reports/Research	0	70	(70)	808	1,172	(365)	1,242
6730-00 · Marketing Cooperative/Media	75,500	77,333	(1,833)	1,267,606	1,274,940	(7,334)	1,411,821
6740-00 · Media/Collateral/Production	0	0	0	0	5,000	(5,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0			0	4,000	(4,000)	4,000
6742-00 · Non-NLT Co-Op Marketing Program - Other	873	5,000	(4,127)	12,098	75,000	(62,902)	80,000
<b>Total 6742-00 · Non-NLT Co-Op Marketing Program</b>	<b>873</b>	<b>5,000</b>	<b>(4,127)</b>	<b>12,098</b>	<b>79,000</b>	<b>(66,902)</b>	<b>84,000</b>
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	1,300	2,000	(700)	10,640	18,000	(7,360)	20,000
6743-03 · Touch Lake Tahoe	7,403	0	7,403	17,909	20,000	(2,091)	20,000
6743-04 · High Notes	3,800	6,000	(2,200)	3,800	9,000	(5,200)	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>12,502</b>	<b>8,000</b>	<b>4,502</b>	<b>32,349</b>	<b>47,000</b>	<b>(14,651)</b>	<b>80,000</b>
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	15	180	(164)	1,662	1,946	(284)	2,126
52500 · Purchase Discounts	0	(119)	119	(2,278)	(1,186)	(1,092)	(1,305)
59900 · POS Inventory Adjustments	(10)	103	(113)	493	1,106	(613)	1,210
8100-00 · Cost of Goods Sold - Other	4,084	4,172	(88)	44,431	39,088	5,343	44,647
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>4,090</b>	<b>4,337</b>	<b>(247)</b>	<b>44,309</b>	<b>40,954</b>	<b>3,354</b>	<b>46,678</b>
8200-00 · Associate Relations	183	334	(151)	1,983	3,855	(1,872)	4,309
8300-00 · Board Functions	98	858	(760)	7,610	9,030	(1,420)	9,888
8500-00 · Credit Card Fees	945	552	393	5,849	5,618	231	6,067
8700-00 · Automobile Expenses	392	626	(235)	4,225	6,011	(1,786)	6,556
8750-00 · Meals/Meetings	66	782	(716)	3,517	7,401	(3,883)	8,183
8810-00 · Dues & Subscriptions	90	675	(586)	6,617	11,958	(5,342)	12,636
8910-00 · Travel	0	518	(518)	2,132	8,667	(6,535)	9,085
8920-00 · Bad Debt	0	661	(661)	15,890	10,020	5,870	10,330
<b>Total Expense</b>	<b>251,775</b>	<b>286,511</b>	<b>(34,737)</b>	<b>3,532,249</b>	<b>3,829,236</b>	<b>(296,987)</b>	<b>4,197,813</b>
<b>Net Ordinary Income</b>	<b>72,765</b>	<b>50,063</b>	<b>22,702</b>	<b>324,174</b>	<b>23,822</b>	<b>300,352</b>	<b>5,000</b>
Other Income/Expense							
4700-00 · Revenues- Interest & Investment	23			253			

North Lake Tahoe Resort Association  
Profit & Loss Budget Performance  
All Departments

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
Total Other Income	23			253			
Other Expense							
8990-00 - Allocated	0	970	(970)	0	(1,835)	1,835	0
Total Other Expense	0	970	(970)	0	(1,835)	1,835	0
Net Other Income	23	(970)	993	253	1,835	(1,582)	0
Net Income	72,789	49,093	23,695	324,427	25,657	298,770	5,000

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 11 - Marketing

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	227,325	227,326	(0)	2,726,639	2,726,639	(1)	2,953,965
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
<b>Total Income</b>	<b>227,325</b>	<b>227,326</b>	<b>(0)</b>	<b>2,804,266</b>	<b>2,726,639</b>	<b>77,627</b>	<b>2,953,965</b>
<b>Gross Profit</b>	<b>227,325</b>	<b>227,326</b>	<b>(0)</b>	<b>2,804,266</b>	<b>2,726,639</b>	<b>77,627</b>	<b>2,953,965</b>
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	15,125	15,125	0	16,500
5020-00 · P/R - Tax Expense	1,587	2,146	(559)	17,594	25,756	(8,161)	27,902
5030-00 · P/R - Health Insurance Expense	5,525	2,295	3,229	29,670	27,544	2,126	29,840
5040-00 · P/R - Workmans Comp	225	98	127	2,512	1,173	1,339	1,271
5060-00 · 401 (k)	830	807	23	7,174	9,683	(2,509)	10,490
5070-00 · Other Benefits and Expenses	97	152	(55)	1,358	1,825	(467)	1,977
5000-00 · Salaries & Wages - Other	24,413	22,372	2,041	220,228	268,463	(48,235)	290,834
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>34,053</b>	<b>29,245</b>	<b>4,807</b>	<b>293,660</b>	<b>349,569</b>	<b>(55,908)</b>	<b>378,813</b>
5100-00 · Rent							
5110-00 · Utilities	94	112	(18)	1,421	1,554	(134)	1,650
5140-00 · Repairs & Maintenance	0	73	(73)	586	451	135	525
5150-00 · Office - Cleaning	183	169	14	2,286	2,241	45	2,310
5100-00 · Rent - Other	2,083	1,926	157	21,673	21,327	346	23,259
<b>Total 5100-00 · Rent</b>	<b>2,361</b>	<b>2,281</b>	<b>80</b>	<b>25,966</b>	<b>25,574</b>	<b>393</b>	<b>27,744</b>
5310-00 · Telephone							
5320-00 · Telephone	571	456	115	6,141	5,003	1,138	5,459
<b>Total 5310-00 · Telephone</b>	<b>571</b>	<b>456</b>	<b>115</b>	<b>6,141</b>	<b>5,003</b>	<b>1,138</b>	<b>5,459</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	16	(16)	0	157	(157)	173
5480-00 · Mail - Fed Ex	0	20	(20)	69	223	(154)	243
5420-00 · Mail - USPS - Other	95	0	95	666	0	666	0
<b>Total 5420-00 · Mail - USPS</b>	<b>95</b>	<b>36</b>	<b>59</b>	<b>735</b>	<b>380</b>	<b>355</b>	<b>416</b>
5510-00 · Insurance/Bonding	50	242	(192)	1,552	2,660	(1,109)	2,902
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	0	0	0	238	0	238	0
5520-00 · Supplies - Other	90	258	(168)	2,211	2,833	(622)	3,090
<b>Total 5520-00 · Supplies</b>	<b>90</b>	<b>258</b>	<b>(168)</b>	<b>2,449</b>	<b>2,833</b>	<b>(384)</b>	<b>3,090</b>
5610-00 · Depreciation	16	38	(22)	206	419	(213)	457
5700-00 · Equipment Support & Maintenance	0	172	(172)	2,501	1,888	612	2,060
5710-00 · Taxes, Licenses & Fees	0	47	(47)	15	468	(453)	515
5740-00 · Equipment Rental/Leasing	422	174	248	3,171	1,886	1,285	2,060
5800-00 · Training Seminars	0	0	0	1,917	5,077	(3,160)	5,077
5810-00 · Public Outreach	0	0	0	0	1,650	(1,650)	1,650
5815 · Training Video Series	0	2,631	(2,631)	0	8,631	(8,631)	8,631
5820 · Sales CRM/CMS	0			0	2,000	(2,000)	2,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	1,220	0	1,220	0
5921-00 · Professional Fees - Other	54	0	54	42,523	0	42,523	0
<b>Total 5900-00 · Professional Fees</b>	<b>54</b>	<b>0</b>	<b>54</b>	<b>43,743</b>	<b>0</b>	<b>43,743</b>	<b>0</b>
5940-00 · Research & Planning Membership	0			0	2,870	(2,870)	2,870
5941-00 · Research & Planning	0	0	0	0	4,698	(4,698)	4,698
6020-00 · Programs							
6016-00 · Special Event Partnership	3,500	0	3,500	3,500	30,000	(26,500)	50,000
6018-00 · Business Assoc. Grants	10,000	20,000	(10,000)	20,000	30,000	(10,000)	30,000
<b>Total 6020-00 · Programs</b>	<b>13,500</b>	<b>20,000</b>	<b>(6,500)</b>	<b>23,500</b>	<b>60,000</b>	<b>(36,500)</b>	<b>80,000</b>
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0	0	0	114,772	37,000	77,772	37,000
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	300	(300)	0	22,000	(22,000)	22,000
6421-03 · Barcelona Soccer	0	3,000	(3,000)	0	3,000	(3,000)	3,000
6421-04 · Broken Arrow Skyrace	0	0	0	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	0	0	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	0	0	0	0	20,000	(20,000)	40,000
6421-09 · Wanderlust	0	0	0	34,043	34,000	43	37,000
6421-10 · WinterWonderGrass - Tahoe	4,000	0	4,000	20,808	19,400	1,408	19,400
6421-13 · Big Blue Adventure	0	0	0	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	5,000	(5,000)	0	5,000	(5,000)	5,000
<b>Total 6420-01 · Sponsorships</b>	<b>4,000</b>	<b>8,300</b>	<b>(4,300)</b>	<b>463,623</b>	<b>449,400</b>	<b>14,223</b>	<b>472,400</b>
6421-00 · New Event Development	0	1,700	(1,700)	6,936	17,600	(10,664)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	25,000	(24,926)	25,000
6422-06 · Music Campaign	2,706	0	2,706	2,706	0	2,706	0
<b>Total 6422-00 · Event Media</b>	<b>2,706</b>	<b>0</b>	<b>2,706</b>	<b>2,780</b>	<b>25,000</b>	<b>(22,220)</b>	<b>25,000</b>
6424-00 · Event Operation Expenses	0	9,000	(9,000)	98	9,000	(8,902)	9,000
<b>Total 6420-00 · Events</b>	<b>6,706</b>	<b>19,000</b>	<b>(12,294)</b>	<b>473,437</b>	<b>501,000</b>	<b>(27,563)</b>	<b>524,000</b>

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 11 - Marketing

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
6490-00 · Classified Ads	0			50	0	50	0
6701-00 · Market Study Reports/Research	0	0	0	808	469	338	469
6730-00 · Marketing Cooperative/Media	66,333	66,333	0	1,166,773	1,166,773	0	1,292,654
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0			0	4,000	(4,000)	4,000
6742-00 · Non-NLT Co-Op Marketing Program - Other	723	5,000	(4,277)	10,598	75,000	(64,402)	80,000
<b>Total 6742-00 · Non-NLT Co-Op Marketing Program</b>	<b>723</b>	<b>5,000</b>	<b>(4,277)</b>	<b>10,598</b>	<b>79,000</b>	<b>(68,402)</b>	<b>84,000</b>
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	1,300	2,000	(700)	10,640	18,000	(7,360)	20,000
6743-03 · Touch Lake Tahoe	7,403	0	7,403	17,909	20,000	(2,091)	20,000
6743-04 · High Notes	3,800	6,000	(2,200)	3,800	9,000	(5,200)	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>12,502</b>	<b>8,000</b>	<b>4,502</b>	<b>32,349</b>	<b>47,000</b>	<b>(14,651)</b>	<b>80,000</b>
8200-00 · Associate Relations	0	56	(56)	315	562	(247)	618
8500-00 · Credit Card Fees	0	0	0	110	0	110	0
8700-00 · Automobile Expenses	79	113	(33)	1,188	1,240	(52)	1,353
8750-00 · Meals/Meetings	0	325	(325)	2,309	3,280	(971)	3,605
8810-00 · Dues & Subscriptions	45	219	(174)	2,165	3,230	(1,066)	3,449
8910-00 · Travel	0	100	(100)	2,132	4,240	(2,108)	4,240
<b>Total Expense</b>	<b>137,601</b>	<b>154,724</b>	<b>(17,124)</b>	<b>2,097,789</b>	<b>2,282,400</b>	<b>(184,611)</b>	<b>2,522,831</b>
<b>Net Ordinary Income</b>	<b>89,725</b>	<b>72,601</b>	<b>17,123</b>	<b>706,477</b>	<b>444,239</b>	<b>262,238</b>	<b>431,134</b>
<b>Other Income/Expense</b>							
Other Income							
4700-00 · Revenues - Interest & Investment	6			69			
<b>Total Other Income</b>	<b>6</b>			<b>69</b>			
Other Expense							
8990-00 · Allocated	34,232	34,913	(681)	406,390	396,256	10,133	431,134
<b>Total Other Expense</b>	<b>34,232</b>	<b>34,913</b>	<b>(681)</b>	<b>406,390</b>	<b>396,256</b>	<b>10,133</b>	<b>431,134</b>
<b>Net Other Income</b>	<b>(34,225)</b>	<b>(34,913)</b>	<b>688</b>	<b>(406,321)</b>	<b>(396,256)</b>	<b>(10,064)</b>	<b>(431,134)</b>
<b>Net Income</b>	<b>55,499</b>	<b>37,688</b>	<b>17,811</b>	<b>300,156</b>	<b>47,983</b>	<b>252,173</b>	<b>0</b>



# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 30 - Conference

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	27,317	27,317	0	268,225	268,225	0	295,542
4205-00 · Conference Dues	917	0	917	10,083	7,690	2,393	7,690
4600-00 · Commissions							
4601-00 · Commissions - South Shore	706	500	206	3,624	14,621	(10,997)	15,121
4600-00 · Commissions - Other	2,843	9,393	(6,551)	51,278	99,561	(48,282)	106,771
<b>Total 4600-00 · Commissions</b>	<b>3,549</b>	<b>9,893</b>	<b>(6,344)</b>	<b>54,902</b>	<b>114,182</b>	<b>(59,280)</b>	<b>121,892</b>
<b>Total Income</b>	<b>31,782</b>	<b>37,210</b>	<b>(5,428)</b>	<b>333,211</b>	<b>390,097</b>	<b>(56,886)</b>	<b>425,124</b>
<b>Gross Profit</b>	<b>31,782</b>	<b>37,210</b>	<b>(5,428)</b>	<b>333,211</b>	<b>390,097</b>	<b>(56,886)</b>	<b>425,124</b>
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,558	2,693	1,865	17,407	31,378	(13,971)	31,378
5020-00 · P/R - Tax Expense	807	1,209	(402)	12,575	14,605	(2,030)	14,997
5030-00 · P/R - Health Insurance Expense	1,258	1,150	109	15,630	14,445	1,185	15,811
5040-00 · P/R - Workmans Comp	183	166	17	1,803	1,105	698	1,105
5060-00 · 401 (k)	431	641	(209)	5,966	7,054	(1,088)	7,263
5070-00 · Other Benefits and Expenses	42	42	0	837	620	217	779
5000-00 · Salaries & Wages - Other	11,441	12,359	(918)	135,656	133,434	2,222	138,668
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>18,720</b>	<b>18,259</b>	<b>461</b>	<b>189,873</b>	<b>202,639</b>	<b>(12,766)</b>	<b>210,001</b>
5100-00 · Rent							
5110-00 · Utilities	47	56	(9)	706	780	(75)	827
5140-00 · Repairs & Maintenance	0	0	0	286	907	(621)	907
5150-00 · Office - Cleaning	92	85	7	1,143	1,120	23	1,154
5100-00 · Rent - Other	1,000	985	15	10,385	10,608	(224)	11,594
<b>Total 5100-00 · Rent</b>	<b>1,139</b>	<b>1,126</b>	<b>13</b>	<b>12,520</b>	<b>13,416</b>	<b>(896)</b>	<b>14,483</b>
5310-00 · Telephone							
5320-00 · Telephone	126	358	(232)	2,279	3,806	(1,527)	4,164
<b>Total 5310-00 · Telephone</b>	<b>126</b>	<b>358</b>	<b>(232)</b>	<b>2,279</b>	<b>3,806</b>	<b>(1,527)</b>	<b>4,164</b>
5420-00 · Mail - USPS	31	113	(82)	260	696	(436)	809
5510-00 · Insurance/Bonding	17	87	(70)	1,293	1,406	(112)	1,442
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	73	500	(427)	500
5520-00 · Supplies - Other	40	90	(51)	612	920	(308)	1,010
<b>Total 5520-00 · Supplies</b>	<b>40</b>	<b>90</b>	<b>(51)</b>	<b>685</b>	<b>1,420</b>	<b>(735)</b>	<b>1,510</b>
5610-00 · Depreciation	6	28	(22)	89	231	(142)	249
5700-00 · Equipment Support & Maintenance	0	133	(133)	1,101	1,467	(367)	1,600
5710-00 · Taxes, Licenses & Fees	0	0	0	0	206	(206)	206
5740-00 · Equipment Rental/Leasing	186	230	(44)	1,587	2,430	(843)	2,660
5800-00 · Training Seminars	0	1,750	(1,750)	0	3,500	(3,500)	3,500
5830-00 · Commission Due to Third Party	0			765			
6730-00 · Marketing Cooperative/Media	9,167	11,000	(1,833)	100,833	108,167	(7,334)	119,167
8200-00 · Associate Relations	0	47	(47)	170	468	(298)	515
8500-00 · Credit Card Fees	0			90			
8700-00 · Automobile Expenses	0	153	(153)	0	759	(759)	912
8750-00 · Meals/Meetings	0	150	(150)	0	700	(700)	850
8810-00 · Dues & Subscriptions	0	130	(130)	475	860	(385)	1,007
<b>Total Expense</b>	<b>29,431</b>	<b>33,653</b>	<b>(4,222)</b>	<b>312,019</b>	<b>342,173</b>	<b>(30,153)</b>	<b>363,075</b>
<b>Net Ordinary Income</b>	<b>2,351</b>	<b>3,557</b>	<b>(1,206)</b>	<b>21,191</b>	<b>47,924</b>	<b>(26,733)</b>	<b>62,049</b>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,649	5,306	(658)	55,214	56,745	(1,532)	62,049
<b>Total Other Expense</b>	<b>4,649</b>	<b>5,306</b>	<b>(658)</b>	<b>55,214</b>	<b>56,745</b>	<b>(1,532)</b>	<b>62,049</b>
<b>Net Other Income</b>	<b>(4,649)</b>	<b>(5,306)</b>	<b>658</b>	<b>(55,214)</b>	<b>(56,745)</b>	<b>1,532</b>	<b>(62,049)</b>
<b>Net Income</b>	<b>(2,298)</b>	<b>(1,750)</b>	<b>(548)</b>	<b>(34,022)</b>	<b>(8,821)</b>	<b>(25,201)</b>	<b>0</b>

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### 41 - Transportation

	May 18	Budget	\$ Over Bud...	Jul '17 - May...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	31,550	31,550	0	31,550
<b>Total Income</b>	0	0	0	31,550	31,550	0	31,550
<b>Gross Profit</b>	0	0	0	31,550	31,550	0	31,550
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	0	0	1,287	766	521	766
5030-00 · P/R - Health Insurance Expense	0	0	0	224	714	(490)	714
5040-00 · P/R - Workmans Comp	0	0	0	106	30	76	30
5060-00 · 401 (k)	0	0	0	641	359	282	359
5070-00 · Other Benefits and Expenses	0	0	0	53	10	44	10
5000-00 · Salaries & Wages - Other	0	0	0	8,888	13,026	(4,138)	13,026
<b>Total 5000-00 · Salaries &amp; Wages</b>	0	0	0	11,199	14,904	(3,705)	14,904
5100-00 · Rent							
5110-00 · Utilities	0	0	0	63	117	(54)	117
5140-00 · Repairs & Maintenance	0	0	0	5	99	(94)	99
5150-00 · Office - Cleaning	0	0	0	111	72	39	72
5100-00 · Rent - Other	0	0	0	646	1,923	(1,277)	1,923
<b>Total 5100-00 · Rent</b>	0	0	0	826	2,211	(1,385)	2,211
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	448	285	163	285
<b>Total 5310-00 · Telephone</b>	0	0	0	448	285	163	285
5420-00 · Mail - USPS	0	0	0	48	50	(2)	50
5510-00 · Insurance/Bonding	0	0	0	55	259	(204)	259
5520-00 · Supplies	0	0	0	27	500	(473)	500
5610-00 · Depreciation	0	0	0	11	426	(416)	426
5700-00 · Equipment Support & Maintenance	0	0	0	128	494	(366)	494
5710-00 · Taxes, Licenses & Fees	0	0	0	0	124	(124)	124
5740-00 · Equipment Rental/Leasing	0	0	0	406	330	76	330
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	750	(750)	750
5940-00 · Research & Planning Membership	0	0	0	3,000	406	2,594	406
5941-00 · Research & Planning	0	0	0	1,891	1,969	(78)	1,969
8200-00 · Associate Relations	0	0	0	6	0	6	0
8500-00 · Credit Card Fees	0	0	0	5	0	5	0
8700-00 · Automobile Expenses	0	0	0	67	250	(183)	250
8750-00 · Meals/Meetings	0	0	0	81	250	(169)	250
8810-00 · Dues & Subscriptions	0	0	0	502	2,988	(2,486)	2,988
8910-00 · Travel	0	0	0	0	250	(250)	250
<b>Total Expense</b>	0	0	0	18,699	26,946	(8,247)	26,946
<b>Net Ordinary Income</b>	0	0	0	12,851	4,604	8,247	4,604
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	0	0	0	2,471	4,604	(2,133)	4,604
<b>Total Other Expense</b>	0	0	0	2,471	4,604	(2,133)	4,604
<b>Net Other Income</b>	0	0	0	(2,471)	(4,604)	2,133	(4,604)
<b>Net Income</b>	0	0	0	10,380	0	10,380	0

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 42 - Visitor Center

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	43,136	43,136	0	359,828	359,828	0	402,964
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	337	200	137	9,023	7,800	1,223	9,000
46000 · Merchandise Sales - Other	7,753	10,575	(2,821)	77,225	78,143	(918)	93,356
Total 46000 · Merchandise Sales	8,090	10,775	(2,684)	86,248	85,943	305	102,356
4720-00 · Miscellaneous	0			400			
Total Income	51,226	53,911	(2,684)	446,476	445,771	705	505,320
Gross Profit	51,226	53,911	(2,684)	446,476	445,771	705	505,320
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	927	1,324	(397)	14,011	17,504	(3,493)	19,635
5030-00 · P/R - Health Insurance Expense	163	2,135	(1,972)	15,842	25,620	(9,778)	27,755
5040-00 · P/R - Workmans Comp	669	66	602	3,870	795	3,075	861
5060-00 · 401 (k)	338	545	(207)	5,550	6,540	(989)	7,085
5070-00 · Other Benefits and Expenses	42	47	(5)	900	569	330	617
5000-00 · Salaries & Wages - Other	14,015	12,249	1,766	150,667	160,437	(9,770)	179,410
Total 5000-00 · Salaries & Wages	16,154	16,367	(213)	190,841	211,465	(20,624)	235,363
5100-00 · Rent							
5110-00 · Utilities	154	617	(463)	5,619	6,693	(1,075)	7,311
5140-00 · Repairs & Maintenance	(294)	157	(452)	2,460	1,574	886	1,731
5150-00 · Office - Cleaning	46	197	(151)	572	2,021	(1,450)	2,218
5100-00 · Rent - Other	6,500	7,751	(1,251)	71,342	83,605	(12,262)	91,356
Total 5100-00 · Rent	6,405	8,723	(2,318)	79,992	93,893	(13,901)	102,617
5310-00 · Telephone							
5320-00 · Telephone	630	534	96	4,855	4,255	600	4,789
Total 5310-00 · Telephone	630	534	96	4,855	4,255	600	4,789
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	73	(73)	0	773	(773)	846
5480-00 · Mail - Fed Ex	0	1	(1)	51	105	(54)	106
5420-00 · Mail - USPS - Other	166	27	139	685	270	415	297
Total 5420-00 · Mail - USPS	166	102	65	737	1,149	(412)	1,250
5510-00 · Insurance/Bonding	88	173	(85)	1,966	1,887	80	2,060
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	82	(82)	760	1,318	(558)	1,493
5520-00 · Supplies - Other	205	265	(60)	3,621	2,955	666	3,220
Total 5520-00 · Supplies	205	347	(142)	4,381	4,273	107	4,713
5610-00 · Depreciation	131	92	38	1,412	957	455	1,049
5700-00 · Equipment Support & Maintenance	0	276	(276)	1,526	3,037	(1,512)	3,313
5710-00 · Taxes, Licenses & Fees	0	28	(28)	15	281	(266)	309
5740-00 · Equipment Rental/Leasing	987	514	473	3,154	5,492	(2,338)	6,106
5800-00 · Training Seminars	0	1,304	(1,304)	0	3,036	(3,036)	3,090
5815 · Training Video Series	0	1,000	(1,000)	1,058	4,000	(2,942)	5,000
5850-00 · Artist of Month - Commissions	0	227	(227)	3,906	2,273	1,633	2,500
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	216			216			
Total 5900-00 · Professional Fees	216			216			
6740-00 · Media/Collateral/Production	0	0	0	0	5,000	(5,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program	150			1,500	0	1,500	0
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	15	180	(164)	1,662	1,946	(284)	2,126
52500 · Purchase Discounts	0	(119)	119	(2,278)	(1,186)	(1,092)	(1,305)
59900 · POS Inventory Adjustments	(10)	103	(113)	493	1,106	(613)	1,210
8100-00 · Cost of Goods Sold - Other	4,084	4,172	(88)	44,431	39,088	5,343	44,647
Total 8100-00 · Cost of Goods Sold	4,090	4,337	(247)	44,309	40,954	3,354	46,678
8200-00 · Associate Relations	0	0	0	415	515	(100)	635
8500-00 · Credit Card Fees	205	357	(152)	2,674	3,185	(512)	3,487
8700-00 · Automobile Expenses	19	142	(123)	518	1,175	(657)	1,236
8750-00 · Meals/Meetings	14	92	(79)	531	805	(274)	897
8810-00 · Dues & Subscriptions	0	150	(150)	498	998	(500)	1,133
8910-00 · Travel	0	0	0	0	343	(343)	343
Total Expense	29,460	34,764	(5,304)	344,504	388,974	(44,470)	431,568
Net Ordinary Income	21,766	19,146	2,620	101,972	56,797	45,175	73,752
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	5,772	6,217	(445)	68,537	67,012	1,525	73,752
Total Other Expense	5,772	6,217	(445)	68,537	67,012	1,525	73,752
Net Other Income	(5,772)	(6,217)	445	(68,537)	(67,012)	(1,525)	(73,752)
Net Income	15,995	12,930	3,065	33,434	(10,215)	43,650	0

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### 50 - Infrastructure

	May 18	Budget	\$ Over Bud...	Jul '17 - Ma...	YTD Budget	\$ Over Bud...	Annual Bu...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	46,563	46,563	0	46,563
<b>Total Income</b>	0	0	0	46,563	46,563	0	46,563
<b>Gross Profit</b>	0	0	0	46,563	46,563	0	46,563
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	0	0	2,329	1,411	918	1,411
5030-00 · P/R - Health Insurance Expense	0	0	0	381	1,586	(1,205)	1,586
5040-00 · P/R - Workmans Comp	0	0	0	179	64	115	64
5060-00 · 401 (k)	0	0	0	942	731	211	731
5070-00 · Other Benefits and Expenses	0	0	0	115	21	94	21
5000-00 · Salaries & Wages - Other	0	0	0	17,251	21,048	(3,797)	21,048
<b>Total 5000-00 · Salaries &amp; Wages</b>	0	0	0	21,198	24,861	(3,663)	24,861
5100-00 · Rent							
5110-00 · Utilities	0	0	0	114	94	20	94
5140-00 · Repairs & Maintenance	0	0	0	21	120	(99)	120
5150-00 · Office - Cleaning	0	0	0	152	120	33	120
5100-00 · Rent - Other	0	0	0	1,062	2,964	(1,902)	2,964
<b>Total 5100-00 · Rent</b>	0	0	0	1,349	3,297	(1,948)	3,297
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	908	571	337	571
<b>Total 5310-00 · Telephone</b>	0	0	0	908	571	337	571
5420-00 · Mail - USPS	0	0	0	79	50	29	50
5510-00 · Insurance/Bonding	0	0	0	138	259	(121)	259
5520-00 · Supplies	0	0	0	58	500	(442)	500
5610-00 · Depreciation	0	0	0	28	426	(398)	426
5700-00 · Equipment Support & Maintenance	0	0	0	131	680	(549)	680
5710-00 · Taxes, Licenses & Fees	0	0	0	0	473	(473)	473
5740-00 · Equipment Rental/Leasing	0	0	0	1,103	2,223	(1,120)	2,223
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	2,656	(2,656)	2,656
5941-00 · Research & Planning	0	0	0	375	375	0	375
8200-00 · Associate Relations	0	0	0	15	0	15	0
8500-00 · Credit Card Fees	0	0	0	10	0	10	0
8700-00 · Automobile Expenses	0	0	0	116	500	(384)	500
8750-00 · Meals/Meetings	0	0	0	22	500	(478)	500
8810-00 · Dues & Subscriptions	0	0	0	2	1,646	(1,644)	1,646
8910-00 · Travel	0	0	0	0	250	(250)	250
<b>Total Expense</b>	0	0	0	25,532	39,767	(14,235)	39,767
<b>Net Ordinary Income</b>	0	0	0	21,031	6,796	14,235	6,796
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	0	0	0	4,091	6,796	(2,705)	6,796
<b>Total Other Expense</b>	0	0	0	4,091	6,796	(2,705)	6,796
<b>Net Other Income</b>	0	0	0	(4,091)	(6,796)	2,705	(6,796)
<b>Net Income</b>	0	0	0	16,940	0	16,940	0

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### 51 - TMPI

	May 18	Budget	\$ Over Bud...	Jul '17 - Ma...	YTD Budget	\$ Over Bud...	Annual Bu...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	3,403	3,403	0	13,613	13,613	0	17,016
<b>Total Income</b>	3,403	3,403	0	13,613	13,613	0	17,016
<b>Gross Profit</b>	3,403	3,403	0	13,613	13,613	0	17,016
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	140	(140)	99	629	(530)	769
5030-00 · P/R - Health Insurance Expense	32			32			
5040-00 · P/R - Workmans Comp	12	5	7	49	24	24	30
5060-00 · 401 (k)	52	65	(14)	218	295	(77)	360
5070-00 · Other Benefits and Expenses	0	2	(2)	0	8	(8)	10
5000-00 · Salaries & Wages - Other	1,574	1,506	68	6,497	6,778	(281)	8,285
<b>Total 5000-00 · Salaries &amp; Wages</b>	1,671	1,719	(48)	6,895	7,734	(839)	9,453
5100-00 · Rent							
5110-00 · Utilities	3			16			
5140-00 · Repairs & Maintenance	0			14			
5150-00 · Office - Cleaning	6			25			
5100-00 · Rent - Other	70	582	(512)	372	2,326	(1,955)	2,908
<b>Total 5100-00 · Rent</b>	80	582	(502)	426	2,326	(1,900)	2,908
5310-00 · Telephone							
5320-00 · Telephone	36			138			
5310-00 · Telephone - Other	0	58	(58)	0	230	(230)	288
<b>Total 5310-00 · Telephone</b>	36	58	(22)	138	230	(93)	288
5420-00 · Mail - USPS	9	10	(1)	28	40	(12)	50
5510-00 · Insurance/Bonding	5	20	(15)	20	80	(60)	100
5520-00 · Supplies	3	50	(47)	11	200	(190)	250
5610-00 · Depreciation	0			1			
5700-00 · Equipment Support & Maintenance	0	50	(50)	4	200	(196)	250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	0	68	(68)	84
5740-00 · Equipment Rental/Leasing	51	30	21	164	120	44	150
8700-00 · Automobile Expenses	0	50	(50)	0	200	(200)	250
8750-00 · Meals/Meetings	1	50	(49)	3	200	(197)	250
8910-00 · Travel	0	100	(100)	0	400	(400)	500
<b>Total Expense</b>	1,856	2,735	(879)	7,690	11,799	(4,109)	14,533
<b>Net Ordinary Income</b>	1,547	668	879	5,923	1,814	4,109	2,483
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	828	500	328	4,115	2,000	2,115	2,483
<b>Total Other Expense</b>	828	500	328	4,115	2,000	2,115	2,483
<b>Net Other Income</b>	(828)	(500)	(328)	(4,115)	(2,000)	(2,115)	(2,483)
<b>Net Income</b>	<b>719</b>	<b>168</b>	<b>551</b>	<b>1,808</b>	<b>(186)</b>	<b>1,994</b>	<b>0</b>

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

## 60 - Membership

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4200-00 · Membership Dues	10,155	13,500	(3,345)	119,591	136,500	(16,909)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	18,522	12,000	6,522	12,000
4250-05 · Sponsorships	0	0	0	12,440	6,500	5,940	6,500
4250-01 · Community Awards - Other	(85)	0	(85)	18,105	22,500	(4,395)	22,500
Total 4250-01 · Community Awards	(85)	0	(85)	49,067	41,000	8,067	41,000
4250-02 · Chamber Events	34	0	34	373	6,000	(5,627)	12,725
4250-03 · Summer/Winter Rec Luncheon	0	0	0	3,409	4,300	(891)	7,300
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	1,000	1,700	(700)	2,000
4251-00 · Tues AM Breakfast Club - Other	344	750	(406)	4,585	7,500	(2,915)	8,250
Total 4251-00 · Tues AM Breakfast Club	344	1,050	(706)	5,585	9,200	(3,615)	10,250
4250-00 · Revenues-Membership Activities - Other	355	175	180	1,629	1,750	(121)	1,925
Total 4250-00 · Revenues-Membership Activities	648	1,225	(577)	60,063	62,250	(2,187)	73,200
4252-00 · Sponsorships	0	0	0	1,000	0	1,000	0
4720-00 · Miscellaneous	0			15			
Total Income	10,802	14,725	(3,923)	180,744	198,825	(18,081)	223,275
Gross Profit	10,802	14,725	(3,923)	180,744	198,825	(18,081)	223,275
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(15,125)	(15,125)	0	(16,500)
5020-00 · P/R - Tax Expense	454	525	(71)	6,390	6,328	62	6,853
5030-00 · P/R - Health Insurance Expense	855	950	(95)	10,398	12,040	(1,643)	12,990
5040-00 · P/R - Workmans Comp	71	75	(4)	775	855	(80)	930
5060-00 · 401 (k)	116	320	(204)	2,439	3,465	(1,026)	3,785
5070-00 · Other Benefits and Expenses	3	93	(90)	135	751	(616)	844
5000-00 · Salaries & Wages - Other	2,134	7,800	(5,666)	74,551	89,750	(15,199)	97,550
Total 5000-00 · Salaries & Wages	2,258	8,388	(6,130)	79,562	98,064	(18,501)	106,452
5100-00 · Rent							
5110-00 · Utilities	13	50	(37)	447	550	(103)	600
5140-00 · Repairs & Maintenance	0	55	(55)	125	550	(425)	605
5150-00 · Office - Cleaning	25	150	(125)	720	1,005	(285)	1,090
5100-00 · Rent - Other	358	725	(367)	7,383	7,975	(592)	8,700
Total 5100-00 · Rent	396	980	(584)	8,676	10,080	(1,404)	10,995
5310-00 · Telephone							
5320-00 · Telephone	136	219	(83)	2,372	2,470	(98)	2,686
Total 5310-00 · Telephone	136	219	(83)	2,372	2,470	(98)	2,686
5420-00 · Mail - USPS	36	50	(14)	659	950	(291)	1,000
5510-00 · Insurance/Bonding	19	55	(36)	594	690	(96)	745
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	125	(125)	73	625	(552)	750
5520-00 · Supplies - Other	11	95	(84)	869	1,155	(286)	1,250
Total 5520-00 · Supplies	11	220	(209)	942	1,780	(838)	2,000
5610-00 · Depreciation	5	15	(10)	58	165	(107)	180
5700-00 · Equipment Support & Maintenance	0	55	(55)	642	1,270	(628)	1,325
5710-00 · Taxes, Licenses & Fees	0	0	0	1	150	(149)	200
5740-00 · Equipment Rental/Leasing	253	250	3	2,200	2,740	(540)	2,990
5800-00 · Training Seminars	0	0	0	0	1,250	(1,250)	1,250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	270	0	270	270	0	270	0
Total 5900-00 · Professional Fees	270	0	270	270	0	270	0
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	23,832	18,500	5,332	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,081	2,760	321	4,185
6437-00 · Tuesday Morning Breakfast Club	594	650	(56)	5,557	6,500	(943)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	291	295	(4)	3,146	8,170	(5,024)	8,465
6444-00 · Trades	275	0	275	2,515	1,855	660	2,130
6423-00 · Membership Activities - Other	54	75	(21)	459	675	(216)	750
Total 6423-00 · Membership Activities	1,214	1,020	194	38,895	38,460	435	41,180
8200-00 · Associate Relations	0	25	(25)	93	250	(157)	275
8300-00 · Board Functions	0			156			
8500-00 · Credit Card Fees	731	195	536	2,792	2,385	407	2,580
8700-00 · Automobile Expenses	24	75	(51)	554	950	(396)	1,025
8750-00 · Meals/Meetings	7	40	(33)	7	400	(393)	440
8810-00 · Dues & Subscriptions	6	50	(44)	307	715	(408)	765
8920-00 · Bad Debt	0	661	(661)	15,890	10,020	5,870	10,330
Total Expense	5,367	12,298	(6,932)	154,672	172,789	(18,117)	186,418
Net Ordinary Income	5,436	2,427	3,009	26,072	26,036	36	36,857



North Lake Tahoe Resort Association  
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
Other Income/Expense							
Other Expense							
8990-00 - Allocated	2,510	2,370	140	29,846	29,139	706	31,857
Total Other Expense	2,510	2,370	140	29,846	29,139	706	31,857
Net Other Income	(2,510)	(2,370)	(140)	(29,846)	(29,139)	(706)	(31,857)
Net Income	2,926	57	2,869	(3,773)	(3,103)	(670)	5,000

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 70 - Administration

	May 18	Budget	\$ Over Budget	Jul '17 - May 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,040	2,561	(521)	30,190	30,734	(543)	33,295
5030-00 · P/R - Health Insurance Expense	767	2,586	(1,819)	11,981	31,032	(19,051)	33,618
5040-00 · P/R - Workmans Comp	339	154	186	2,995	1,844	1,151	1,997
5060-00 · 401 (k)	852	438	413	9,275	5,262	4,013	5,700
5070-00 · Other Benefits and Expenses	42	98	(56)	932	1,175	(243)	1,273
5000-00 · Salaries & Wages - Other	29,408	34,091	(4,683)	382,753	371,817	10,936	405,907
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>33,448</b>	<b>39,928</b>	<b>(6,480)</b>	<b>438,125</b>	<b>441,862</b>	<b>(3,737)</b>	<b>481,790</b>
5100-00 · Rent							
5110-00 · Utilities	102	117	(15)	1,423	1,289	134	1,406
5140-00 · Repairs & Maintenance	0	375	(375)	2,965	3,896	(931)	4,271
5150-00 · Office - Cleaning	198	171	27	2,271	1,860	410	2,031
5100-00 · Rent - Other	2,469	1,807	662	24,304	19,205	5,099	21,012
<b>Total 5100-00 · Rent</b>	<b>2,768</b>	<b>2,469</b>	<b>299</b>	<b>30,963</b>	<b>26,251</b>	<b>4,712</b>	<b>28,720</b>
5310-00 · Telephone							
5320-00 · Telephone	880	1,088	(208)	8,703	11,523	(2,820)	12,611
5350-00 · Internet	0			25			
<b>Total 5310-00 · Telephone</b>	<b>880</b>	<b>1,088</b>	<b>(208)</b>	<b>8,728</b>	<b>11,523</b>	<b>(2,795)</b>	<b>12,611</b>
5420-00 · Mail - USPS	174	43	132	892	678	214	721
5510-00 · Insurance/Bonding	86	147	(61)	1,896	1,604	292	1,751
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	4	0	4	125	2,000	(1,875)	2,000
5520-00 · Supplies - Other	100	421	(320)	5,144	4,789	355	5,210
<b>Total 5520-00 · Supplies</b>	<b>104</b>	<b>421</b>	<b>(317)</b>	<b>5,269</b>	<b>6,789</b>	<b>(1,521)</b>	<b>7,210</b>
5610-00 · Depreciation	58	176	(118)	591	1,842	(1,251)	2,018
5700-00 · Equipment Support & Maintenance	0	311	(311)	5,443	3,529	1,914	3,840
5710-00 · Taxes, Licenses & Fees	1,012	667	345	11,218	7,573	3,645	8,240
5740-00 · Equipment Rental/Leasing	439	218	221	3,649	2,357	1,293	2,575
5800-00 · Training Seminars	0	0	0	2,644	6,180	(3,536)	6,180
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	1,000	(1,000)	8,540	9,000	(460)	10,000
5920-00 · Professional Fees - Accountant	2,850	0	2,850	26,250	22,000	4,250	22,000
5921-00 · Professional Fees - Other	5,600	0	5,600	13,531	3,750	9,781	3,750
<b>Total 5900-00 · Professional Fees</b>	<b>8,450</b>	<b>1,000</b>	<b>7,450</b>	<b>48,321</b>	<b>34,750</b>	<b>13,571</b>	<b>35,750</b>
6490-00 · Classified Ads	0	70	(70)	0	703	(703)	773
6701-00 · Market Study Reports/Research	0	70	(70)	0	703	(703)	773
8200-00 · Associate Relations	183	206	(23)	968	2,060	(1,092)	2,266
8300-00 · Board Functions	98	858	(760)	7,454	9,030	(1,576)	9,888
8500-00 · Credit Card Fees	0	0	0	160	48	112	0
8700-00 · Automobile Expenses	268	94	175	1,781	936	844	1,030
8750-00 · Meals/Meetings	44	125	(81)	565	1,266	(701)	1,391
8810-00 · Dues & Subscriptions	39	127	(88)	2,668	1,521	1,147	1,648
8910-00 · Travel	0	318	(318)	0	3,184	(3,184)	3,502
<b>Total Expense</b>	<b>48,052</b>	<b>48,336</b>	<b>(284)</b>	<b>571,336</b>	<b>564,389</b>	<b>6,947</b>	<b>612,675</b>
<b>Net Ordinary Income</b>	<b>(48,052)</b>	<b>(48,336)</b>	<b>284</b>	<b>(571,336)</b>	<b>(564,389)</b>	<b>(6,947)</b>	<b>(612,675)</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	17			184			
<b>Total Other Income</b>	<b>17</b>			<b>184</b>			
<b>Other Expense</b>							
8990-00 · Allocated	(47,990)	(48,336)	346	(570,664)	(564,389)	(6,275)	(612,675)
<b>Total Other Expense</b>	<b>(47,990)</b>	<b>(48,336)</b>	<b>346</b>	<b>(570,664)</b>	<b>(564,389)</b>	<b>(6,275)</b>	<b>(612,675)</b>
<b>Net Other Income</b>	<b>48,007</b>	<b>48,336</b>	<b>(329)</b>	<b>570,848</b>	<b>564,389</b>	<b>6,460</b>	<b>612,675</b>
<b>Net Income</b>	<b>(45)</b>	<b>0</b>	<b>(45)</b>	<b>(488)</b>	<b>0</b>	<b>(488)</b>	<b>0</b>

# KEY METRICS FOR May 31, 2018 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru April 2018)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2010 - 2011	3,242,663	2,107,554	3,776,990	1,361,343	\$ 10,488,550
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279
2013 - 2014	4,525,882	2,145,655	3,569,535	1,751,001	\$ 11,992,073
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,331	\$ 12,603,406
2015 - 2016	4,872,923	3,874,544	5,438,618	5,349,067	\$ 19,535,152
2016 - 2017	5,505,641	3,353,829	6,120,919	3,348,308	\$ 18,328,697
2017 - 2018	6,260,314	3,421,608	4,571,984	110	\$ 14,254,016

updated

Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru May 2018)					
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
<b>Tahoe City:</b>					
Walk In	39,651	37,216	36,633	39,344	7.40%
Phone	2,311	2,344	3,022	2,816	-6.82%
Email		231	319	345	8.15%
<b>Kings Beach (Walk In)</b>	6,500	8,609	3,926	7,883	100.79%
<b>NLT - Event Traffic</b>	N/A	3,358	5,295	4,734	-10.59%
<b>Total</b>	<b>48,462</b>	<b>51,758</b>	<b>49,195</b>	<b>55,122</b>	<b>12.05%</b>

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018,(Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - Jun)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jul - Sep)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Oct - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
<b>Total</b>	<b>\$ 2,554,173</b>	<b>\$ 2,542,230</b>	<b>\$ 2,832,127</b>	<b>\$ 2,529,516</b>	<b>-10.68%</b>

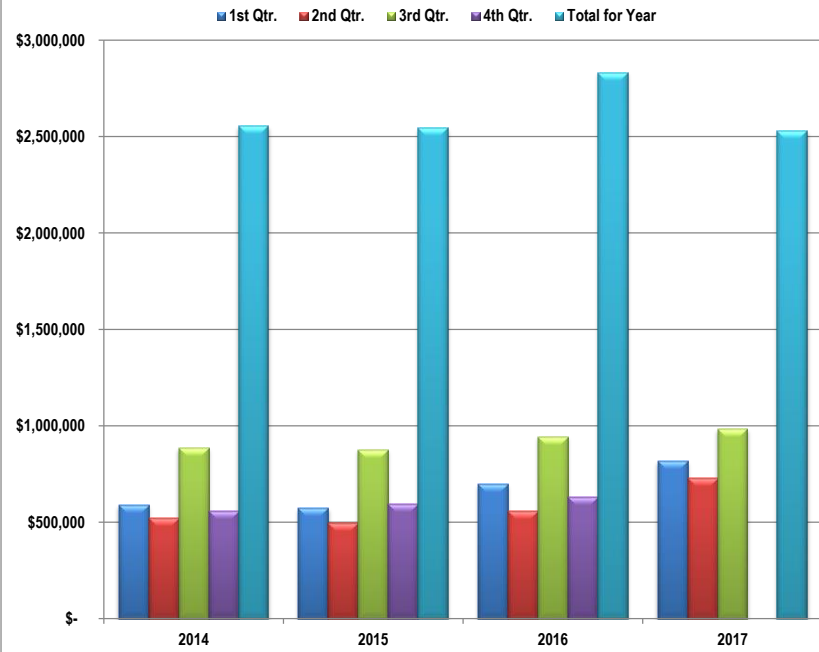
Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	May 2018
<b>California (pop. 38,332,521)</b>	<b>7.1%</b>	<b>6.7%</b>	<b>5.5%</b>	<b>4.2%</b>
<b>Placer County (367,309)</b>	<b>6.0%</b>	<b>5.2%</b>	<b>4.7%</b>	<b>2.8%</b>
Dollar Point (1,215)	7.1%	6.1%	1.1%	0.9%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.7%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.0%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	2.9%

Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	YOY % Change
Occupancy	38.0%	40.0%	5.3%
ADR (Average Daily Rate)	\$ 207	\$ 210	1.4%
RevPAR (Rev per Available Room)	\$ 79	\$ 84	6.8%
Occupancy 1 Mth Forecast	45.8%	51.5%	12.5%
ADR 1 Mth Forecast	\$ 310	\$ 308	-0.9%
RevPAR 1 Mth Forecast	\$ 142	\$ 158	11.5%
Occupancy (prior 6 months)	48.7%	44.5%	-8.7%
ADR (prior 6 months)	\$ 314	\$ 305	-2.9%
RevPAR (prior 6 months)	\$ 153	\$ 136	-11.3%
Occupancy (next 6 months)	30.3%	31.7%	4.3%
ADR (next 6 months)	\$ 359	\$ 360	0.2%
RevPAR (next 6 months)	\$ 109	\$ 114	4.6%

Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)		Total Chamber Membership	
FY 2015-16 Contract	\$ 4,260,134	June 2014	457
FY 2016-17 Contract	2,526,980	June 2015	474
<b>Total Fund Balances</b>	<b>\$ 6,787,115</b>	June 2016	508
		June 2017	424
		<b>Apr 2018</b>	<b>378</b>

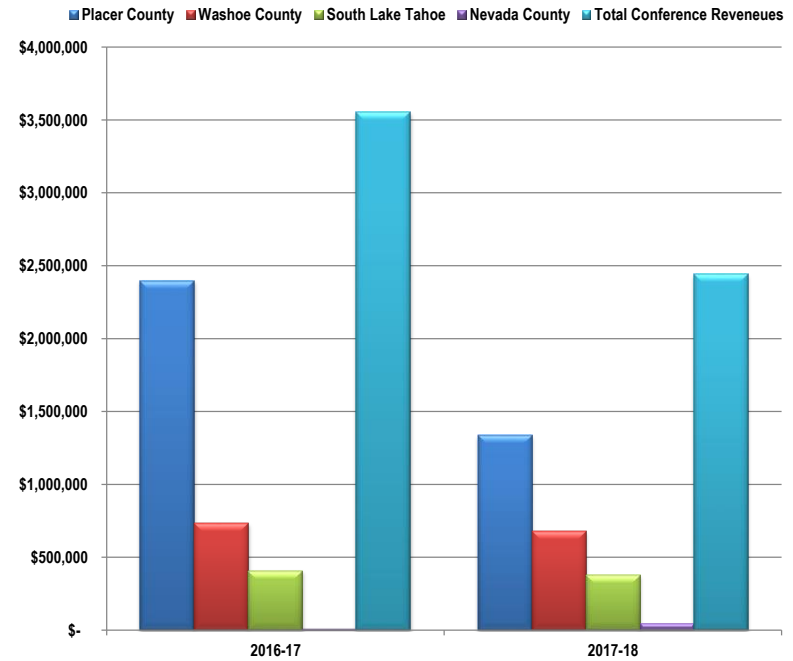
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 5/31/2018						
			2016-17	2016-17	2017-18	YOY %
FORWARD LOOKING			Actuals	Forecasted	Forecasted	Change
Total Revenue Booked			\$3,964,368	\$ 3,556,024	\$ 2,441,681	-31.34%
Commission for this Revenue			\$ 129,375	\$ 118,715	\$ 60,279	-49.22%
Number of Room Nights			21,352	20,312	14,992	-26.19%
Number of Bookings			79	70	60	-14.29%
Conference Revenue And Percentage by County:						
	16-17	17-18				
Placer	67%	55%	\$2,506,277	\$ 2,398,155	\$ 1,338,489	-44.19%
Washoe	21%	28%	\$764,192	\$ 736,825	\$ 678,366	-7.93%
South Lake	11%	15%	\$411,781	\$ 408,926	\$ 374,538	-8.41%
Nevada	0%	2%	\$12,118	\$ 12,118	\$ 50,288	314.99%
Total Conference Revenue	100%	100%	\$3,694,368	\$ 3,556,024	\$ 2,441,681	-31.34%
CURRENT						
NLT - Annual Revenue Goal				\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal				\$ 135,000	\$ 70,000	-48.15%

### Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



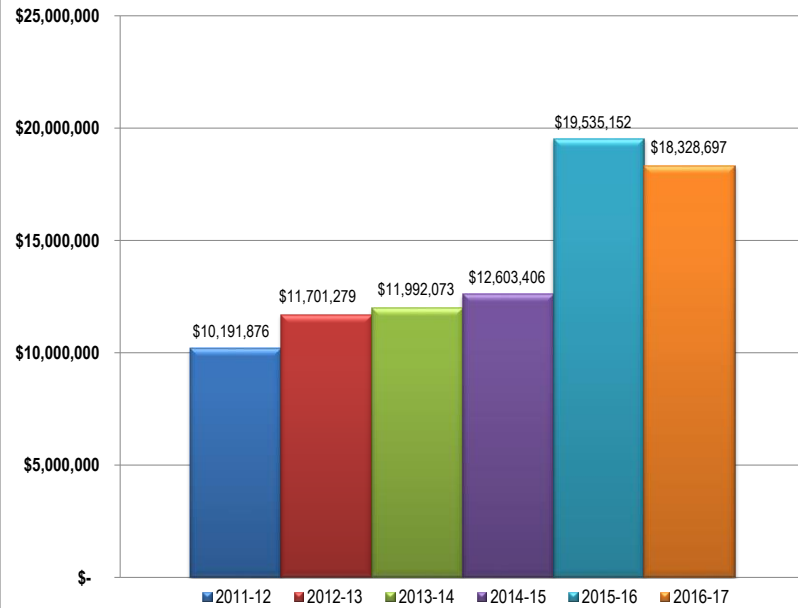
Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - Jun)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jul - Sep)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Oct - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
<b>Total</b>	<b>\$ 2,554,173</b>	<b>\$ 2,542,230</b>	<b>\$ 2,832,127</b>	<b>\$ 2,529,516</b>	<b>-10.68%</b>

### Conference Revenue Statistics & Revenue Share by County



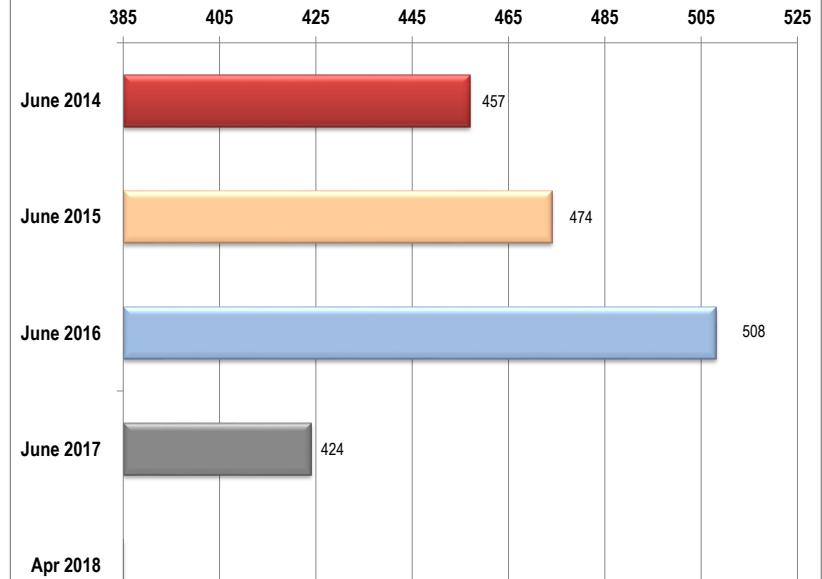
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 5/31/2018			
	2016-17	2017-18	YOY %
<b>FORWARD LOOKING</b>			
	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 3,556,024	\$ 2,441,681	-31.34%
Commission for this Revenue	118,715	60,279	-49.22%
Number of Room Nights	20,312	14,992	-26.19%
Number of Bookings	70	60	-14.29%
<b>CURRENT</b>			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	-48.15%
Conference Revenue And Percentage by County:			
Placer	\$ 2,398,155	\$ 1,338,489	-44.19%
Washoe	\$ 736,825	\$ 678,366	-7.93%
South Lake	\$ 408,926	\$ 374,538	-8.41%
Nevada	\$ 12,118	\$ 50,288	314.99%
<b>Total Conference Revenue</b>	<b>\$ 3,556,024</b>	<b>\$ 2,441,681</b>	<b>-31.34%</b>

### 5-Year Annual TOT Collections (Fiscal Year Basis)



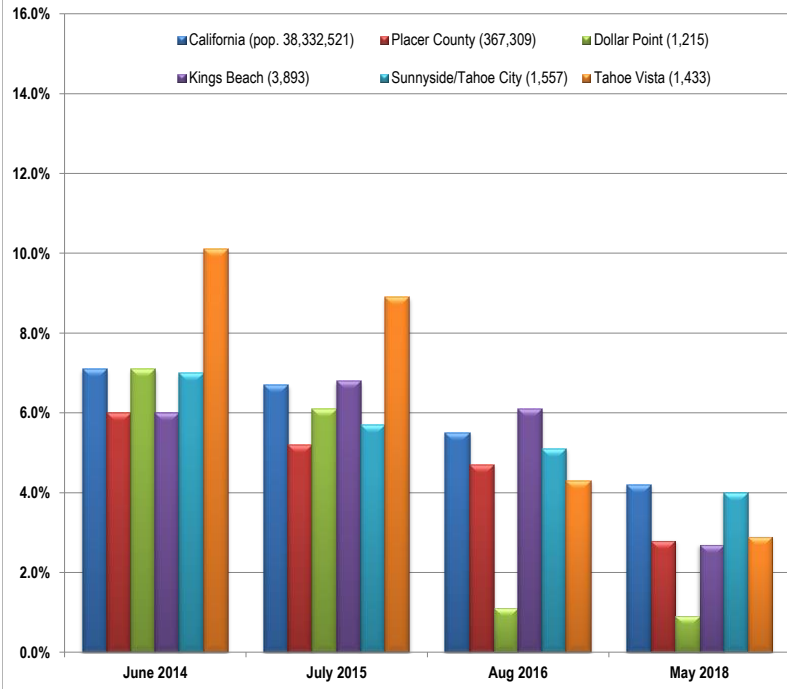
Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru April 2018)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012 - 2013	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013 - 2014	\$ 4,525,882	\$ 2,145,655	\$ 3,569,535	\$ 1,751,001	\$ 11,992,073
2014 - 2015	\$ 4,693,908	\$ 2,527,728	\$ 3,513,439	\$ 1,868,331	\$ 12,603,406
2015 - 2016	\$ 4,872,923	\$ 3,874,544	\$ 5,438,618	\$ 5,349,067	\$ 19,535,152
2016 - 2017	\$ 5,505,641	\$ 3,353,829	\$ 6,120,919	\$ 3,348,308	\$ 18,328,697
2017 - 2018	\$ 6,260,314	\$ 3,421,608	\$ 4,571,984	\$ 110	\$ 14,254,016

### Chamber Membership (# of Members)



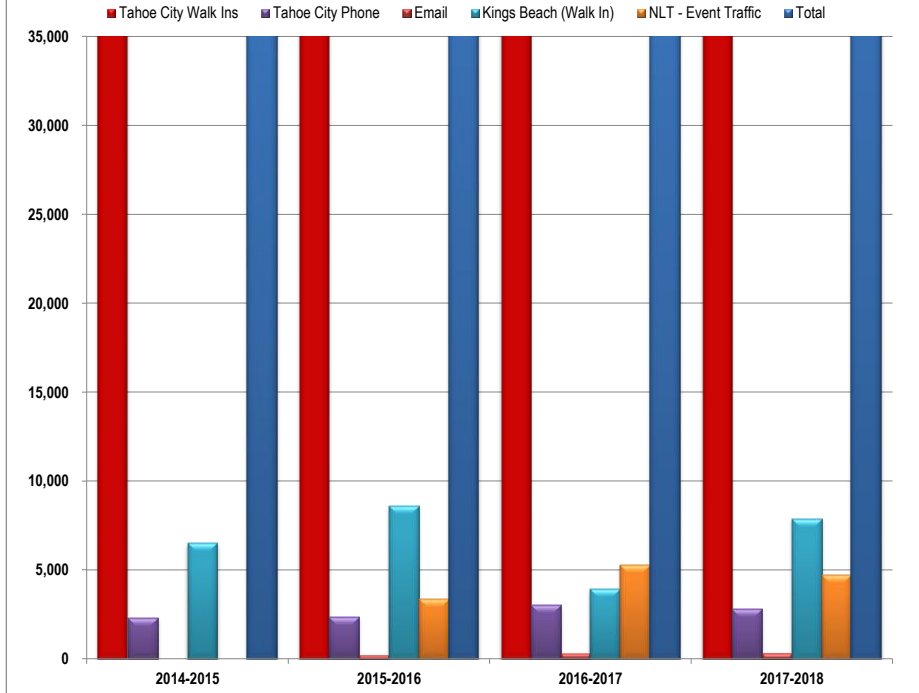
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Apr 2018	378

### Unemployment Rates by Region



Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	May 2018
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.2%
Placer County (367,309)	6.0%	5.2%	4.7%	2.8%
Dollar Point (1,215)	7.1%	6.1%	1.1%	0.9%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.7%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.0%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	2.9%

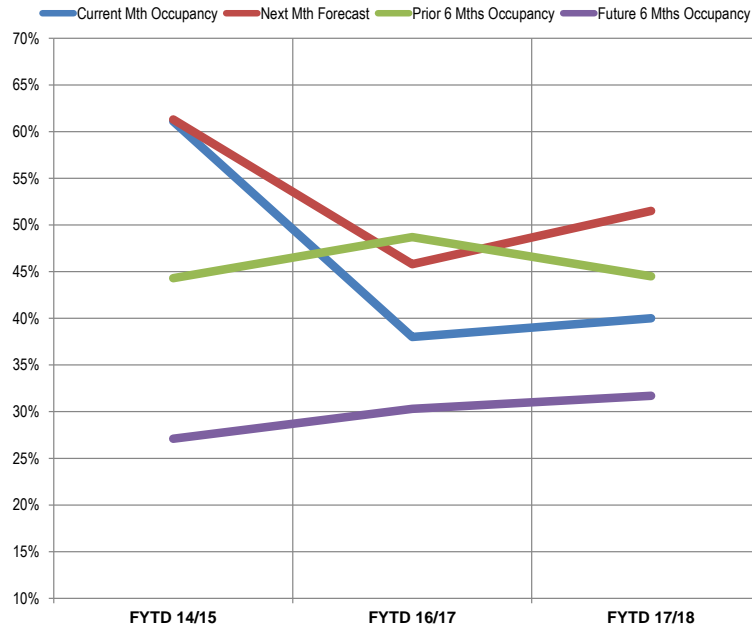
### Visitor Information - FYTD YOY



Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru May 2018)					
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	39,651	37,216	36,633	39,344	7.40%
Phone	2,311	2,344	3,022	2,816	-6.82%
Email	-	231	319	345	8.15%
Kings Beach (Walk In)	6,500	8,609	3,926	7,883	100.79%
NLT - Event Traffic	N/A	3,358	5,295	4,734	-10.59%
Total	48,462	51,758	49,195	55,122	12.05%

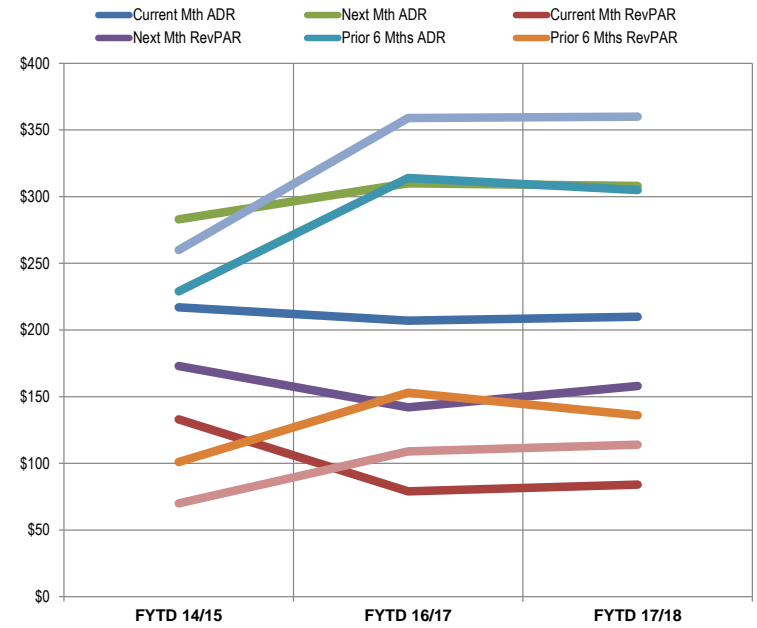


### Destimetrics Occupancy in NLT Comparisons



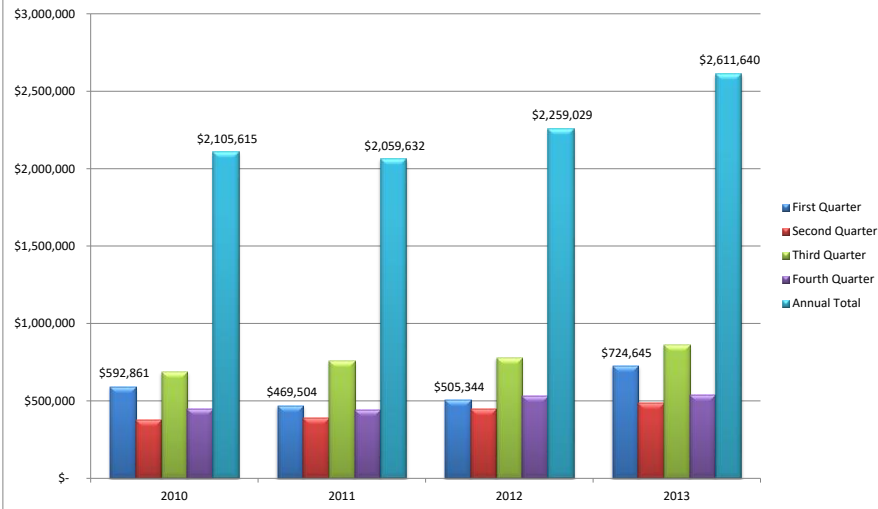
Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	38.0%	40.0%	5.3%
Occupancy 1 Mth Forecast	61.3%	45.8%	51.5%	12.5%
Occupancy (prior 6 months)	44.3%	48.7%	44.5%	-8.7%
Occupancy (next 6 months)	27.1%	30.3%	31.7%	4.3%

### Destimetrics RevPAR in NLT Comparisons

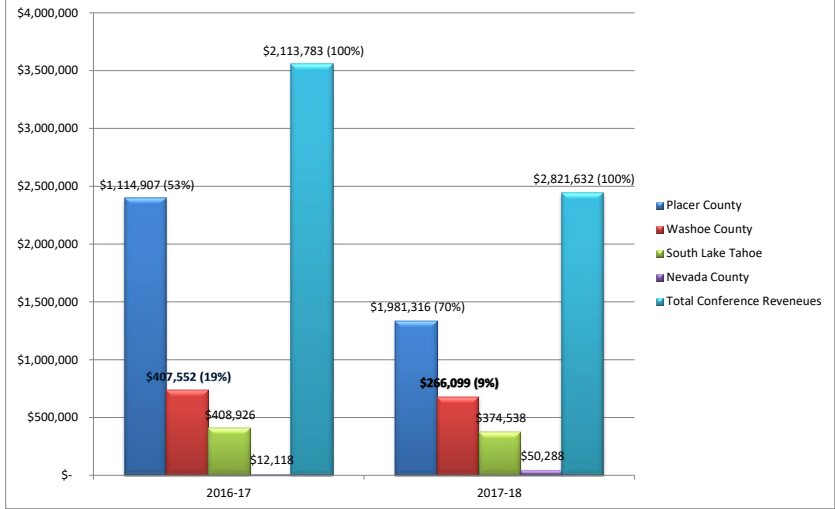


Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$207	\$210	1.4%
RevPAR (Rev per Available Room)	\$133	\$79	\$84	6.8%
ADR 1 Mth Forecast	\$283	\$310	\$308	-0.9%
RevPAR 1 Mth Forecast	\$173	\$142	\$158	11.5%
ADR (prior 6 months)	\$229	\$314	\$305	-2.9%
RevPAR (prior 6 months)	\$101	\$153	\$136	-11.3%
ADR (next 6 months)	\$260	\$359	\$360	0.2%
RevPAR (next 6 months)	\$70	\$109	\$114	4.6%

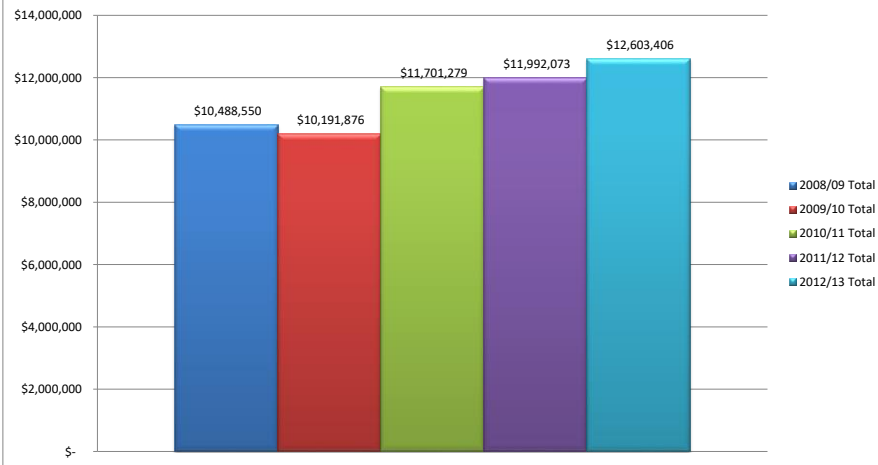
Annual Sales Tax Revenue - Lake Tahoe (Calendar Year Basis)



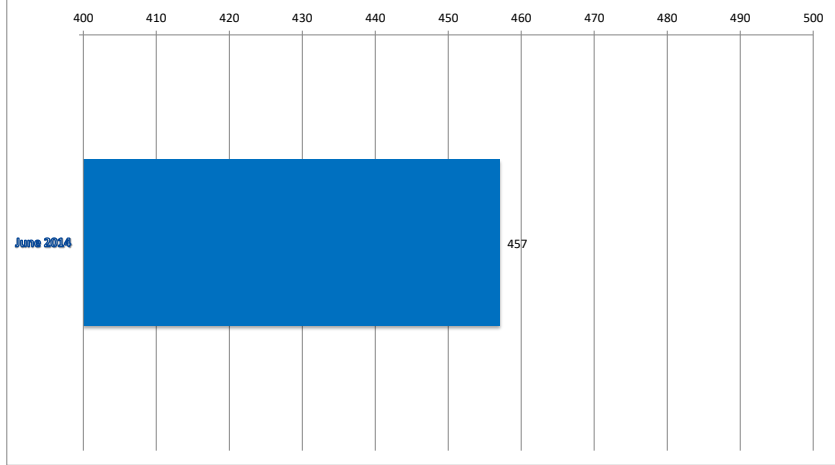
Conference Revenue Statistics & Revenue Share by County



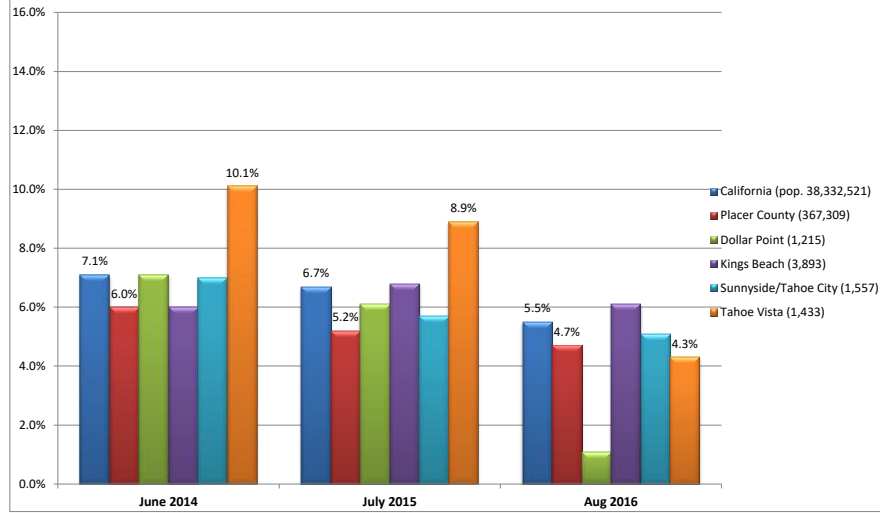
5-Year Annual TOT Collections (Fiscal Year Basis)



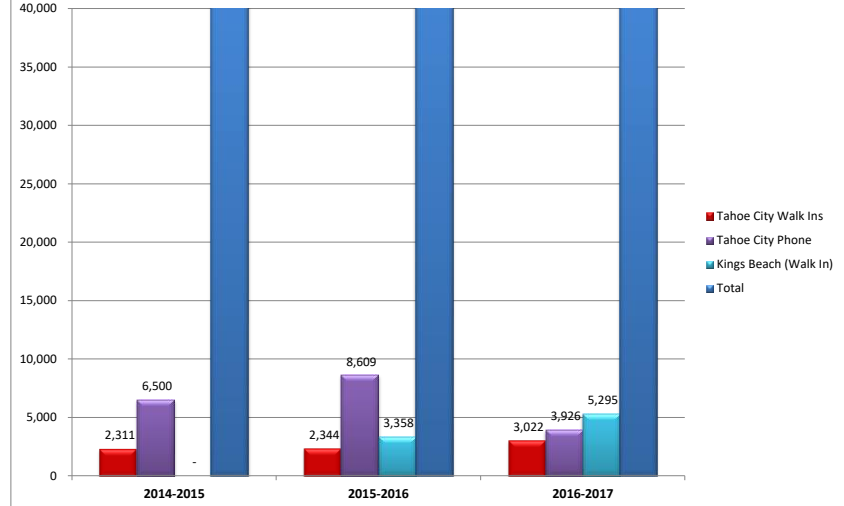
Chamber Membership (# of Members)



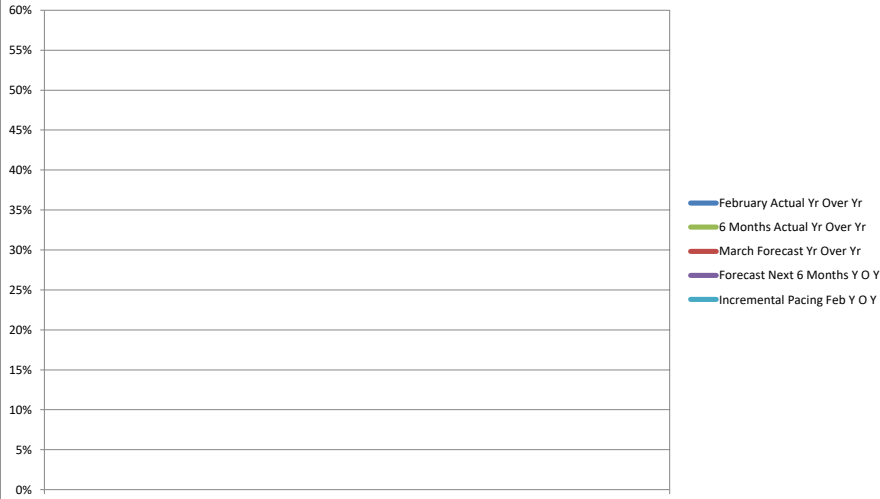
Unemployment Rates by Region



Visitor Information - Fiscal YTD through February



MTrip Destimetrics Occupancy in NLT Comparisons



MTrip Destimetrics RevPar in NLT Comparisons



# NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

## Employee Expense Report

Month'Yr May 2018

Employee Gustafson, Cindy

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
4.30.18	A	North Lake Tahoe VIC	9854	Merchandise for sponsorship tables at awards dinner	308.30		6434-00/60	
4.30.18	B	Bridgetender	9312	Lunch for staff day after Awards Dinner	132.93		6434-00/60	
5.02.18	C	Google SVCSAPPS	2638	Google Account bill	46.66		8810-00/70	
5.02.18	D	North Lake Tahoe VIC	5941	Return of extra merchandise from sponsorship tables	(51.35)		6434-00/60	
5.03.18	E	Dollar Tree Ecommerce	6210	Floral décor for VIC	68.02		5520-00/42	
5.08.18	F	Adobe Acrobat	4674	Adobe monthly subscription	14.99		8810-00/70	
5.09.18	G	Bridgetender	6902	Food for afterwork reception for staff - awards dinner	56.54		6434-00/60	
5.09.18	H	Docusign	2181	Software subscription for contracts (events )	260.00		8810-00/11	
5.21.18	I	Jason's Grill	10090	Lunch with Joy Doyle and Liz regarding membership and BACC	55.49		8750-00/60	
	J							
	K							
	L							
	M							
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
<b>MILEAGE REIMBURSEMENT</b>								
	Attach 1		Mileage	See Attached Mileage Report		110.09	8700-00-	
				Mileage Reimbursed Through Payroll				
<b>TOTAL - CREDIT CARD EXPENSES</b>					<b>891.58</b>			
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>						<b>110.09</b>		

Signed By: Cindy Gustafson

Approved By: \_\_\_\_\_

Date: 6/1/18

Date: \_\_\_\_\_

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
6/1/2018 Mrs	6/4/2018 Mrs	FSB	6/14/18		

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

EMPLOYEE NAME: Gustafson, CindyREPORT MONTH: May, 2018[illegible]

<b>TOTAL MILES SUBMITTED:</b>	202.00
<b>MILEAGE RATE PER MILE</b>	\$ 0.545
<b>TOTAL MILEAGE REIMBURSEMENT DUE</b>	\$ 110.09



**BANK OF THE WEST**  
BNP PARIBAS GROUP

BANKCARD CENTER  
PO BOX 84043  
COLUMBUS GA 31908-4043

## MEMO STATEMENT

Account Number	XXXX-XXXX-0108-6903
Statement Date	MAY 28, 2018
Total Activity	\$901.58

**\*\* MEMO STATEMENT ONLY \*\***  
**DO NOT REMIT PAYMENT**

CINDY M GUSTAFSON  
N LAKE TAHOE RESORT  
PO BOX 5459  
TAHOE CITY CA 96145

### ACCOUNT SUMMARY

CINDY M GUSTAFSON XXXX-XXXX-0108-6903	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$952.93		\$0.00		\$51.35		\$901.58

### ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
04-30	04-27	✓55432868118200775409854	INT*IN *NORTH LAKE TAH TAHOE CITY CA Tax ID: 770034661 Mer Ref: AJ1M0Z2L Mer Zip: 96145 Tax: 20.84	308.30
04-30	04-27	✓25247808118004801029312	BRIDGETENDER TAVERN & TAHOE CITY CA Tax ID: 320361127 Mer Zip: 96145	132.93
05-02	05-02	55432868122200401852638	GOOGLE *SVCSAPPS gotah cc@google.comCA Tran: P0iBRvfk Tax ID: 770493581 Mer Ref: P0iBRvfk Mer Zip: 94043 Product Code: 099 Desc: GOOGLE * Qty: 100.00 Unit: Clk Unit Cost: 46.6600 Disc: N Ext Item Amt: 46.66	46.66
05-02	05-01	✓55432868121200343745941	INT*IN *NORTH LAKE TAH TAHOE CITY CA	51.35 CR
05-03	05-01	✓05436848123000390166210	DOLLAR TREE ECOMM 877-530-8733 VA Tax ID: 541387365 Mer Zip: 23320 Origin Zip: 23320	68.02
05-08	05-07	55310208127026609944674	ADOBE *ACROPRO SUBS 8008336687 CA Tax ID: 770019522 Mer Ref: 60994467 Mer Zip: 95110 Origin Zip: 95110 Dest Ctry: USA	14.99
05-09	05-07	✓25247808128001264326902	BRIDGETENDER TAVERN & TAHOE CITY CA Tax ID: 320361127 Mer Zip: 96145	56.54
05-09	05-08	✓55429508129027735152181	DOCUSIGN 2062190200 WA Tax ID: 912183967 Mer Ref: 73515218 Mer Zip: 98101 Origin Zip: 98101 Dest Ctry: USA	270.00
05-21	05-18	✓55547508139253112010090	JASON'S BEACHSIDE GRIL KINGS BEACH CA Tax ID: 880193789 Mer Zip: 96143	55.49

A  
B  
C  
D  
E  
F  
G  
H  
I

For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0108-6903	Purchases & Other Charges	\$952.93
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	MAY 28, 2018	Fees	\$0.00
	Credit Limit	Credits	\$51.35
	\$50,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$901.58
	\$0.00		

Page 38

A

4/27/2018 9:41 AM  
Store: 1

Sales Receipt #32643  
Workstation: 1

Customer Copy



*Community  
Awards*

north lake tahoe

Chamber | CVB | Resort Association

**Tahoe City Visitor Center**

PO Box 1757  
Tahoe City, CA 96145  
GoTahoeNorth.com

Cashier:

Item Name	Qty	Price	Ext Price
GEO NLT Medallion	6	\$39.95	\$239.70 T
GEO NLT Ornament	12	\$19.95	\$239.40 T
		Subtotal:	\$479.10
		40 % Disc:	- \$191.64
Local Sales Tax		7.25 % Tax:	+ \$20.84
		<b>RECEIPT TOTAL:</b>	<b>\$308.30</b>

Credit Card: \$308.30 XXXX6903

MASTERCARD Expiry Date: XX/XX

Reference # 9000010816 Auth=075239

Entry: Chip Merchant # \*\*\*05964

Signature \_\_\_\_\_

I agree to pay above amount according to card  
issuer agreement (merchant agreement  
if credit voucher).

AID: A0000000041010

Total Sales Discounts: \$191.64

**PLEASE RETAIN FOR YOUR RECORDS**

We Hope you Enjoy your Stay in North Lake Tahoe!



32643



B

BRIDGETENDER  
TAVERN & GRILL  
65 W Lake Blvd  
Tahoe City, CA 96145  
530-533-3342

Server: Nicki  
01:39 PM  
P1/1

DOB: 04/27/2018  
04/27/2018  
2/20081

SALE

Mastercard 2097178  
Card #XXXXXX XXXXXX6903  
Magnetic card present: GUSTAFSON CINDY  
Card Entry Method: S

Approval: C40806

Amount: \$ 110.93  
+ Tip: 22-  
= Total: 132.93

I agree to pay the above  
total amount according to the  
card issuer agreement.

X \_\_\_\_\_

Thank you!  
Please join us again  
soon ..

BRIDGETENDER  
TAVERN & GRILL  
Thank you!  
Please join us again  
soon ..

Lunch for  
Team: Cindy, Amber  
Kym, Daphne, Dawn, Ron  
Chris

BRIDGETENDER  
TAVERN & GRILL  
65 W Lake Blvd  
Tahoe City, CA 96145  
530-583-3342

Server: Nicki 04/27/2018  
P1/1 1:39 PM  
Guests: 1 20081  
Reprint #: 1  
Area: Restaurant  
Day Part: Lunch

Hawaiian Teriyaki Burger	13.49	
\$ADD Greens		
Swiss Burger	13.49	
\$ADD Waffle Fries		
Cheeseburger	8.99	
Ahi Tacos (2 @13.99)	27.98	
Arnold Palmer (16oz) (4 @3.50)	14.00	
Iced Tea (16oz)	3.50	
Asian Lettuce Wraps	10.99	
Veggie Burrito	10.99	
Subtotal	103.43	
Tax	7.50	
Total	110.93	
Mastercard #XXXXXXXXXXXX6903	110.93	
Tip	22.00	
Total	132.93	
Auth:040806		

Thank you!  
Please join us again  
soon ..

--- Check Closed ---



C

Payments profile ID

6457-8471-7054

Business name

North Lake Tahoe Resort Association

Payments account nickname

gotahoenorth.com

Summary created

Jun 1, 2018

## May 1 – 31, 2018

Ending balance: \$103.70

Date	Description	Amount (USD)
May 9 – 31, 2018	G Suite Basic: Usage of 21 seats	\$77.90
May 1 – 8, 2018	G Suite Basic: Usage of 20 seats	\$25.80
May 1, 2018	Automatic payment: Mastercard ••••6903	-\$46.66
		Starting balance: \$46.66

C

(D)

4/30/2018 2:17 PM  
Store: 1

Sales Receipt #32694  
Workstation: 1

Customer Copy



north lake tahoe

Chamber / CVD / Resort Association

**Tahoe City Visitor Center**

PO Box 1757  
Tahoe City, CA 96145  
GoTahoeNorth.com

Cashier:

Item Name	Qty	Price	Ext Price
GEO NLT Ornament	-4	\$19.95	(\$79.80) T
		Subtotal:	(\$79.80)
		40 % Disc:	-\$31.92
Local Sales Tax		7.25 % Tax:	+\$3.47
		<b>RECEIPT TOTAL:</b>	<b>(\$51.35)</b>

Amount Tendered: \$0.00

Change Given: \$51.35

Credit Card: (\$51.35) XXXX6903  
MASTERCARD Expiry Date: XX/XX  
Reference # 9000010835 Auth=\*\*  
Entry: Chip Merchant # \*\*05964

Signature \_\_\_\_\_

I agree to pay above amount according to card  
issuer agreement (merchant agreement  
if credit voucher).

AID: A0000000041010

**PLEASE RETAIN FOR YOUR RECORDS**

We Hope you Enjoy your Stay in North Lake Tahoe!



32694



VIC spring decor  
Thank you!  
Key

◀ Keep Shopping

Cart

## Order Details

Need to repeat this order? Click "Repeat Order" to review the order and get started.

**REPEAT ORDER**

Order Number: EC4242242 placed on 04/27/2018

[Printable Receipt](#)

### Order Summary

Items in Your Cart: \$54.00  
Shipping: \$8.83  
Tax: \$5.19  
Order Total: \$68.02

### For In-Store Pick-Up

1. Once your order has been placed, you will receive a series of e-mails tracking the status of your order. You will receive an Order Store Receipt Confirmation e-mail when your order is ready to be picked up at the store.
2. Bring your Order Store Receipt Confirmation e-mail and a state-issued photo ID or driver's license with you to the store when picking up your order.

### Billing & Payment

**Billing Address** Cindy Gustafson  
PO Box 1757  
Tahoe City, CA 96145-1757  
(530)448-3669  
kym.fabel@gmail.com

**Payment Method** MasterCard: xxxxxxxxxxxx6903

### Items Purchased

Item Description	Qty	Pick-Up or Delivery	Total Price
 <b>Metallic Flower Garden Pinwheels, 10-in. Dia.</b> SKU #: 987501 54 units per case	1 case	UPS Ground Delivery to: Kym Fabel 1190 Wakefield Trl Reno, NV 89523-9717 Estimated Arrival : TBD	\$54.00

In-Store Estimated Pick-Up dates are valid for orders placed before 9:30 p.m. ET.

If your order is placed after 9:30 p.m. ET, the Estimated Pick-Up date noted on your Order Confirmation email is not guaranteed and could vary. Once your order has been shipped, your Shipment Confirmation email will include the confirmed Estimated Pick-Up date.

### Terms and Conditions of Use for Online Orders

- Shipping charges may apply.
- Handling fees may apply. If you have purchased individual units of a product, a handling fee will be applied to each unit.
- Your credit/debit card will be charged once your order ships. When you place your order, we will put a Pending Authorization on your credit/debit card account for the entire amount of your order. A Pending Authorization means your card issuer will hold the funds pending shipment of your order. This will show up as a "Pending Transaction" on your account. Once we've shipped your order, your credit/debit card will actually be charged. If your order is being shipped from multiple locations, you may see separate charges on your account for each shipment.
- If you have purchased products in full case quantities, please note that some cases come in assortments of styles and colors which cannot be altered. See the item's description on our website.
- So that we may continue to provide you extreme value, we do not offer refunds and consider all sales final.

If you are purchasing the product(s) for resale, you understand and agree that it is your responsibility not to alter or remove any labeling of restrictions or requirements that may be shown on the product(s) and to warn your customers in the event of any future product safety issues or recalls.

We reserve the right, in our sole discretion, to cancel any order or limit order quantity. We may request additional qualifying information prior to accepting or processing your order. In verifying your method of payment, shipping address and other information available to us, we may decide to cancel or otherwise reduce the quantity of your order. In such case, we will use our best efforts to notify you by email. If your credit or debit card has been charged, we will process any refund that may be due to you.

### Order Summary

Items in Your Cart: \$54.00  
Shipping: \$8.83  
Tax: \$5.19  
Order Total: \$68.02





**INVOICE**

F

**Remit To:**  
Adobe Systems Incorporated  
29322 Network Place  
Chicago, IL 60673-1293

**Wires To:**  
Bank: JPM Chase/ Acct#: 100081931  
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Reprint Page 1 of 1

**Invoice Number:** 902634830  
**Invoice Date:** MAY-06-18  
**Payment Terms:** Credit Card  
**Due Date:** MAY-13-18  
**Purchase Order:** ADB016450957  
**Contract No** 00004490  
**Order Number:** 5017797439  
**Order Date:** NOV-06-17  
**Customer No.:** 1452233  
**Bill to No.** 546408886

**Adobe Contact Information:**  
<https://helpx.adobe.com/contact.html>

**Bill To:**  
cindy gustafson  
100 N Lake Blvd  
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	1 14.99

Comments:

F



# Staff Outing Food

BRIDGETENDER  
TAVERN & GRILL  
65 W Lake Blvd  
Tahoe City, CA 96145  
530-583-3342

Servant: ALL  
GUSTAFSON GINDY  
Guests: 1  
Reprint #: 20067  
Area: Restaurant  
Day Part: Lunch

Nachos	11.99
Chips & Avocado Salsa (2 @5.49)	10.98
Beer Battered Zucchini (2 @10.49)	20.98

Subtotal	43.95
Tax	3.19

Total	47.14
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Mastercard #XXXXXXXXXX6903  
Auth:009967

Balance Due	0.00
-------------	------

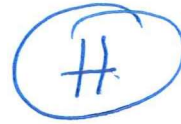
Thank you!  
Please join us again  
soon ..

Tip = \$9.40  
\$56.54

All Staff: Awards  
Dinner Re-Cap







# Thank you for Choosing DocuSign

## Your order is complete.

### Order Details

Selected Plan

#### Standard

with 1 users, billed annually with automatic renewal

**Total: \$270.00**

Paid with: Mastercard ending 6903

Purchase Date: 5/7/18 1:22 PM

[Print Your Purchase Confirmation](#)

### Account Information

Name: Cindy Gustafson

Address: Cindy Gustafson

P.O. Box 1757

Tahoe City, California,

96145

United States

Email: Cindy@GoTahoeNorth.com

Account ID: 26930101

Important Information about your DocuSign Subscription

How easy was it for you to purchase DocuSign?

X

Very difficult

1

2

3

4

5

6

7

Very easy

I

JASON'S  
8338 N. LAKE BLVD  
KINGS BEACH CA 96143

CHECK #: 4059  
Date: May 18, 2018 Time: 12:21pm  
Server: Matt K Table# 5  
Guests: 3

1-ARNIE PALMER	3.50
1-CHICKEN SANDWICH	14.95
1-CHICKEN SKEWERS	11.95
1-TOGO SALAD BAR	12.95

Sub Total:	43.35
Sales Tax:	3.14

Balance: 46.49

THANK YOU

\*\* Customer Copy \*\*

Jason's  
8338 North Lake Blvd  
Kings Beach, CA 96143  
530 548 3315

Friday, May 18, 2018 12:22:18 PM

Type: M/C Chk: 4059  
Acct #: 6903 XX/XX Batch #: 112  
Auth #: 035548 Seq: 9 Table: 5  
Serv #: Matt K

Sale:	\$	46.49
+Tip		9.00
Total		55.49

THANK YOU

Vol,  
Liz  
Counselor  
BAC  
Strategic  
Planning

	Tip	Total
15 % of sale:	\$6.97	= \$53.46
18 % of sale:	\$8.37	= \$54.86
20 % of sale:	\$9.30	= \$55.79

I

## Accounts Receivable Summary

Invoices With Apply Dates Through May 31, 2018

Aged as of Thursday, May 31, 2018

Revenue Item	(Double click to drill down)	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Community Awards 2018- Employee Av		0.00	0.00	240.00	0.00	0.00	0.00	240.00
Community Awards 2018- Employee S		0.00	0.00	65.00	0.00	0.00	0.00	65.00
Community Awards 2018- Luminary Aw		0.00	0.00	400.00	800.00	0.00	0.00	1,200.00
Community Awards 2018- Table of 8		0.00	0.00	1,360.00	0.00	0.00	0.00	1,360.00
Community Awards 2018- Ticket		0.00	0.00	0.00	255.00	0.00	0.00	255.00
Community Awards 2018- Volunteer Av		0.00	0.00	80.00	0.00	0.00	0.00	80.00
Dues		0.00	4,045.00	3,940.00	595.00	825.00	5,545.00	14,950.00
Email Blast		0.00	75.00	0.00	0.00	0.00	0.00	75.00
Live Auction- Awards Dinner		0.00	0.00	900.00	0.00	0.00	0.00	900.00
TMBC - Annual		0.00	0.00	0.00	0.00	0.00	315.00	315.00
TMBC - Ticket		0.00	0.00	15.00	0.00	0.00	0.00	15.00
<b>Total Open Invoices</b>		<b>0.00</b>	<b>4,120.00</b>	<b>7,000.00</b>	<b>1,650.00</b>	<b>825.00</b>	<b>5,860.00</b>	<b>19,455.00</b>

Unapplied Payments With Payment

Dates Prior to and Including

05/31/2018

100.00

Pre-Payments: Payments Made Prior to 05/31/2018 on Invoices With Apply Dates After 05/31/2018

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

19,355.00