



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

January 6th, 2020 at 3:30 p.m.

Remote Teleconference

100 N. Lake Blvd, Tahoe City, CA 96145

FINANCE COMMITTEE

NLTRA Board

Jim Phelan
Treasurer

Committee Members

David Brown
CPA

Ramona Cruz
Tahoe City Public
Utility District

Placer County Rep

Erin Casey

NLTRA Staff

Jeff Hentz
CEO

Bonnie Bavetta
CFO

DeWitt Van Sicen
Senior Accountant

Quorum
2 Members with 1
being a Board
Member

A. Call to Order – Establish Quorum

B. Roll Call

C. Public Forum

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

D. Agenda Amendments & Approval [MOTION]

E. Approval of Finance Committee Meeting Minutes:

- 11/24/2020 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 11/30/20 Financials Review and Approval [MOTION].....Pg. 5
- NLTRC 11/30/2020 Financials ReviewPg. 22

G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update
- TBID Update

H. Supplemental Information

- November 2020 Dashboard Report.....Pg.30

I. Approval of CEO Expenses November 2020:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 31

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



Tuesday November 24, 2020 at 3:30 P.M.

Via Teleconference

- A. Call to Order – Establish Quorum – Quorum established 3:30 pm (3)
- B. Roll Call:
 - Members via Phone: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Staff in Attendance via phone: Jeff Hentz, Bonnie Bavetta, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; Ramona Cruz /David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve October 28, 2020 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – October 31, 2020 financial results
 - Review of NLTRA October 31, 2020 financials
 - **MOTION** to approve October 31, 2020 Preliminary NLTRA Financials; Ramona Cruz/David Brown, Approved 3-0-0
 - Review of NLTMC October 31, 2020 financials
- G. Review and Approval of Capitalization Policy
 - **MOTION** to recommend approval by the Board of Directors of the Capitalization Policy proposed that identifies the threshold for capitalization as asset expenditures of greater than \$5,000; David Brown/Ramona Cruz 3-0-0
- H. Items for Committee Review, Discussion and/or Recommendations
 - Covid-19 Response Update given by Hentz
 - Discussion around NLTRA classification as a 501C(4) versus 501C(6); discussion to continue concurrent with potential TBID formation
- I. Supplemental Information
 - Review of the October 2020 Dashboard report
- J. Approval of CEO Expenses for October 2020
 - **MOTION** to approve October 2020 CEO expenses NLTRA; Ramona Cruz/David Brown; Approved 3-0-0
- K. Agenda Input for Next Finance Committee Meeting
 - Finance Committee participation in TBID formation
- L. Next Meeting Date
 - January 6, 2021 at 3:30 PM via Zoom
- M. Committee Member Comments
 - None
- N. Adjourn 4:24 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 12/29/20

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

From: Bonnie Bavetta, CFO
DeWitt Van Siclen, Sr. Accountant

RE: Report of Financial Results at November 30, 2020

A summary of preliminary NLTRA financial results for November 30, 2020 follows:

- Cash balance on November 30, 2020 of \$1,271,000 was \$344,000 greater than prior year due primarily to a net due to the County of Placer increase in the amount of approximately \$365,000, an increase in Deferred Revenue from the County of \$175,000, higher Net Income by \$106,000, and an increase to Payroll Liabilities of \$28,000, offset primarily by an increase in Accounts Receivable of \$256,000, and a decrease in Accounts Payable of \$106,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$26,000, primarily due to fewer outstanding commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$480,000 reflected County TOT funding invoices for October and November. The balance at this date last year was \$238,000. We have received payment from the County for both invoices.
- Membership dues receivable totaled \$86,000; an increase of \$68,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$25,000 was \$22,000 greater than prior year to cover potential uncollectible membership fees.
- Accounts Payable of \$32,000 was \$106,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$151,000 were \$28,000 higher than prior year, primarily as a result of a longer accrual period at month end and new incentive accrual for the CEO not paid at fiscal year-end, offset by fewer commissions owed to NLTRA reps.
- Accrued Expenses totaling \$21,000 were \$12,000 higher than last year due to timing.
- Deferred Revenue-Member Dues of \$33,000 was similar to prior year.
- Deferred Revenue-County of \$525,000 reflected the 2020/21 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based invoicing on part of the County contract, and exceeded prior year by \$175,000. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled and payment was not made.
- Due To/From County balance of \$385,000 was \$365,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2019/20 TOT funding.
- YTD consolidated net income of \$263,000 at month end November reflected a \$106,000 increase from prior year positive results of \$157,000, and represented Membership's positive net results YTD of \$14,000, and \$249,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$777,000 was lower than budget by \$19,000.
 - Expenses, before overhead allocation, totaled \$399,000 and were \$167,000 below budget largely due to delayed marketing programs as a result of the pandemic.
 - Total net results before overhead allocation of \$380,000 were better than budget by \$151,000.
- Operating Results YTD – Conference
 - TOT revenue of \$158,000 was on budget.
 - Expenses of \$131,000 before allocated overhead were below budget by \$3,000.
 - Net results of \$27,000 before overhead allocation were positive to budget by \$3,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$54,000 were positive to budget by \$13,000. TOT revenue of \$189,000 was on budget.
 - Expenses before overhead allocation of \$194,000 were \$3,000 greater than budget due primarily to the cost of unbudgeted personal protection equipment distributed to local business at a cost of \$58,000, offset by payroll expenses below budget by \$33,000 supply costs below budget by \$13,000, as well as Media/Collateral/Production & Non-NLT Co-Op Marketing costs below budget \$12,000.
 - Net income of \$49,000 before overhead allocation was \$10,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$77,000 was on budget.
 - Expenditures of \$38,000 before overhead were \$23,000 good to budget due to timing.
 - Net results of \$40,000 before overhead allocation were positive to budget \$23,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$57,000 was \$5,000 over budget, total other revenues of \$2,000 were nearly \$2,000 below budget.
 - Expenses of \$34,000 were \$10,000 below budget primarily due to reduced staffing.
 - Net income of \$25,000 before overhead allocations was positive to budget by \$13,000.
 - Net income of \$14,000 after overhead allocations was \$16,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$257,000 were \$70,000 below budget due primarily to staffing (\$20,000) and timing.
- Membership cash position as of November 30, 2020
 - Membership activities resulted in a net income \$14,309.
 - Deferred revenues of \$33,024 less receivables of \$85,760, plus the allowance for uncollectible receivable of \$24,987 resulted in the use of cash in the amount of \$27,749.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$3,783.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$18,512.

Summary of North Lake Tahoe Marketing Cooperative financial results at November 30, 2020:

- Cash balance at month end of \$660,000 was \$415,000 greater than prior year primarily due to an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), a decrease in Accounts Receivable of \$83,000 offset by Accounts Payable reduction of \$63,000 and reduction in Net Income of \$56,000.
- Accounts Receivable was \$91,000 below prior year due to prior year's November funding being invoiced but not yet received.
- Accounts receivable – Other balance of \$8,000 represents refunds due for cancelled events. These were received in December.
- Accounts payable of \$110,000 were \$63,000 less than prior year primarily due to lower expenditures including agency work that had been placed on hold.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Income of \$124,000 was \$56,000 below prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$524,000 was on budget. Budgeted use of prior year reserves had not been utilized to fund YTD operations.
- Consumer Marketing expenditures of \$215,000 were \$153,000 below budget due to timing.
- Leisure Sales expenditures of \$8,000 were \$9,000 below budget.
- Public Relations expenses of \$61,000 were \$40,000 below budget due to timing.
- Conference Sales expenditures of \$25,000 were \$17,000 below budget.
- Trade Show expenditures of \$7,000 were \$22,000 below budget due to timing.
- Committed & Administrative expenditures of \$44,000 were \$56,000 below budget due to timing.
- Website & Maintenance expenses of \$41,000 were on budget.
- Total Expenses of \$401,000 were \$297,000 below budget.
- Net income of \$124,000 was better than budget by \$124,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

November 30, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2020

Accrual Basis

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	293	(135)	(46%)	158
1003-00 · Cash - Operations BOTW #6712	1,016,464	525,812	490,652	93%	565,602
1007-00 · Cash - Payroll BOTW #7421	4,065	5,864	(1,799)	(31%)	3,200
1008-00 · Marketing Reserve - Plumas	50,333	50,275	58	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,902	100,735	167	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	69,301	211,221	(141,920)	(67%)	86,322
10950 · Cash in Drawer	139	2,676	(2,537)	(95%)	139
Total Checking/Savings	1,270,944	926,458	344,486	37%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	2,500	28,654	(26,154)	(91%)	3,500
1290-00 · A/R - TOT	480,122	238,355	241,767	101%	201,387
Total Accounts Receivable	482,622	267,009	215,613	81%	204,887
Other Current Assets					
1200-99 · AR Other	1,420	623	797	128%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	85,760	17,960	67,800	378%	35,696
1201-03 · Member AR - Other	1,550	1,270	280	22%	1,040
Total 1201-00 · Member Accounts Receivable	87,310	19,230	68,080	354%	36,736
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
12100 · Inventory Asset					
1210-01 · Inventory - Other	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	25,396	30,512	(5,116)	(17%)	81,762
Total 12100 · Inventory Asset	25,414	30,530	(5,116)	(17%)	86,016
1299 · Receivable from NLTMC	1,790	7,425	(5,635)	(76%)	0
1490-00 · Security Deposits	1,150	1,250	(100)	(8%)	1,150
Total Other Current Assets	92,097	56,283	35,814	64%	111,796
Total Current Assets	1,845,663	1,249,750	595,913	48%	1,152,838
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 · Computer Equipment	7,674	4,270	3,404	80%	4,270
1741-00 · Accum. Depr. - Computer Equip	(2,041)	(4,269)	2,228	52%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(19,675)	(818)	(4%)	(20,493)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort. - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	5,633	819	4,814	588%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	14,723	14,904	(181)	(1%)	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2020

Accrual Basis

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	11,429	7,521	3,908	52%	8,751
Total 1400-00 · Prepaid Expenses	26,252	22,525	3,727	17%	25,177
Total Other Assets	26,252	22,525	3,727	17%	25,177
TOTAL ASSETS	1,877,548	1,273,094	604,454	47%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	32,204	137,743	(105,539)	(77%)	26,683
Total Accounts Payable	32,204	137,743	(105,539)	(77%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	23,603	18,109	5,494	30%	39,445
2101-00 · Incentive Payable	53,328	24,086	29,242	121%	88,359
2102-00 · Commissions Payable	3,500	16,486	(12,986)	(79%)	3,506
2120-00 · Empl. Federal Tax Payable	10,478	7,023	3,455	49%	1,551
2175-00 · 401 (k) Plan	5,342	3,928	1,414	36%	2,626
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	3%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	151,096	122,625	28,471	23%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	551	0	551	100%	0
25500 · *Sales Tax Payable	1,797	1,150	647	56%	1,374
2190-00 · Sales and Use Tax Payable - Other	(496)	0	(496)	(100%)	1,374
Total 2190-00 · Sales and Use Tax Payable	1,852	1,150	702	61%	73,722
2250-00 · Accrued Expenses	20,507	8,451	12,056	143%	6,073
2400-60 · Deferred Revenue- Member Dues	33,024	33,778	(754)	(2%)	28,890
2500-00 · Deferred Revenue - TMBC	1,290	675	615	91%	1,290
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,118,013	536,855	581,158	108%	686,620
Total Current Liabilities	1,150,217	674,598	475,619	71%	713,303
Total Liabilities	1,150,217	674,598	475,619	71%	713,303
Equity					
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%	(17,007)
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%	324,590
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	262,619	157,034	105,585	67%	6,862
Total Equity	727,330	598,495	128,835	22%	464,711
TOTAL LIABILITIES & EQUITY	1,877,548	1,273,094	604,454	47%	1,178,015

North Lake Tahoe Resort Association

A/R Aging Summary

As of November 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	234,082.11	246,040.13	0.00	0.00	0.00	480,122.24
Homewood Mountain Resort	0.00	0.00	0.00	0.00	2,500.00	2,500.00
TOTAL	<u><u>234,082.11</u></u>	<u><u>246,040.13</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>2,500.00</u></u>	<u><u>482,622.24</u></u>



north lake tahoe
Chamber / CVR / Resort Association

Aging by Revenue Item

As of 11/30/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable: Member AR - Member Dues)									
101-200	Employees	Membership Dues	\$0.00	\$975.00	\$0.00	\$0.00	\$0.00	\$940.00	\$1,915.00
11-20	Employees	Membership Dues	\$0.00	\$345.00	\$0.00	\$0.00	\$690.00	\$2,050.00	\$3,085.00
1-5	Employees	Membership Dues	\$1,180.00	\$1,150.00	\$1,180.00	\$295.00	\$2,950.00	\$18,255.00	\$25,010.00
50-100	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,475.00	\$1,475.00
6-10	Employees	Membership Dues	\$0.00	\$315.00	\$325.00	\$325.00	\$325.00	\$12,315.00	\$13,605.00
Associate	Member	Membership Dues	\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
Financial	Institutions	Membership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00
Non-Profit	Membership	Dues Totals:	\$0.00	\$340.00	\$0.00	\$510.00	\$340.00	\$4,560.00	\$5,750.00
PUD	Membership	Dues Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$995.00	\$995.00
Ski Resorts	Membership	Dues Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$18,615.00
1201-01	Member AR	Membership Dues	\$1,720.00	\$3,175.00	\$2,585.00	\$1,130.00	\$4,305.00	\$72,845.00	\$85,760.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
Eblast Totals:			\$150.00	\$410.00	\$85.00	\$0.00	\$0.00	\$175.00	\$820.00
Tuesday	Morning	Breakfast Club	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
Tuesday	Morning	Breakfast Club	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$565.00
1201-03	Member	Accounts Receivable -	\$150.00	\$410.00	\$85.00	\$0.00	\$0.00	\$905.00	\$1,550.00
GRAND TOTALS			\$1,870.00	\$3,585.00	\$2,670.00	\$1,130.00	\$4,305.00	\$73,750.00	\$87,310.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of November 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
101.5 Truckee Tahoe Radio*	0.00	830.00	0.00	0.00	0.00	830.00
Amber Burke	400.00	0.00	0.00	0.00	0.00	400.00
Anne-Karin Atwood*	47.63	0.00	0.00	0.00	0.00	47.63
AT & T*	669.92	319.66	0.00	0.00	0.00	989.58
Bank of the West Bank Card Center	4,185.28	0.00	0.00	0.00	0.00	4,185.28
Cintas Corporation #623	188.54	0.00	0.00	0.00	0.00	188.54
Crystal Range Associates	167.29	0.00	0.00	0.00	0.00	167.29
Dock 6 Pottery	339.00	0.00	0.00	0.00	0.00	339.00
Eric Hansen	350.00	0.00	0.00	0.00	0.00	350.00
Geo-Tourism Specialties	312.83	0.00	0.00	0.00	0.00	312.83
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
InBloom Marketing	200.00	0.00	0.00	0.00	0.00	200.00
IVCB Visitors Bureau*	0.00	240.00	0.00	0.00	0.00	240.00
Jeffrey Hentz	299.58	0.00	0.00	0.00	0.00	299.58
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Junior's Now Removal & Excavation, Inc.	3,500.00	0.00	0.00	0.00	0.00	3,500.00
Karen Colbert	168.00	0.00	0.00	0.00	0.00	168.00
Katie Biggers	84.24	0.00	0.00	0.00	0.00	84.24
Liberty Utilities*	0.00	423.37	0.00	0.00	0.00	423.37
McClintock Accountancy	1,935.00	0.00	0.00	0.00	0.00	1,935.00
Mona Schulte	96.00	0.00	0.00	0.00	0.00	96.00
North Lake Tahoe Marketing Co-op	0.00	7,970.00	0.00	0.00	0.00	7,970.00
Office Boss	131.24	0.00	0.00	0.00	0.00	131.24
Porter Simon*	180.00	0.00	0.00	0.00	0.00	180.00
Ray Morgan Company, LLC	0.00	265.18	0.00	0.00	0.00	265.18
Rock & Rose Inc.	0.00	2,475.00	0.00	0.00	0.00	2,475.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
SF Notes Haus Maus	865.00	0.00	0.00	0.00	0.00	865.00
Sierra Nevada Ad Partners	308.50	0.00	0.00	0.00	0.00	308.50
Southwest Gas Corporation*	143.17	0.00	0.00	0.00	0.00	143.17
Sticker pack	661.22	0.00	0.00	0.00	0.00	661.22
Tahoe Toffee Candy Company	122.00	0.00	0.00	0.00	0.00	122.00
Tahoe Truckee Sierra Disposal*	236.67	0.00	0.00	0.00	0.00	236.67
The Abbi Agency, Inc.	0.00	1,800.00	0.00	0.00	0.00	1,800.00
Van Siclen, DeWitt	86.02	0.00	0.00	0.00	0.00	86.02
Wells Fargo Financial Leasing	398.94	0.00	0.00	0.00	0.00	398.94
Wholesale Resort Accessories, Inc.	575.00	0.00	136.00	0.00	0.00	711.00
Woodluck LLC	697.50	0.00	0.00	0.00	0.00	697.50
YIG Administration	108.25	0.00	0.00	0.00	0.00	108.25
TOTAL	<u>17,744.57</u>	<u>14,323.21</u>	<u>136.00</u>	<u>0.00</u>	<u>0.00</u>	<u>32,203.78</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	234,082	240,332	(6,250)	1,201,425	1,219,926	(18,501)	4,043,867
4200-00 · Membership Dues Revenue	11,308	10,417	891	56,660	52,083	4,577	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	19,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	58,000
4250-02 · Chamber Events							
4250-03 · Summer/Winter Rec Luncheon	0	1,500	(1,500)	0	1,500	(1,500)	6,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	0	400	(400)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	250	(250)	0	500	(500)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	900	(900)	6,000
4250-00 · Revenues-Membership Activities - Other							
4250-00 · Revenues-Membership Activities - Other	250	0	250	2,255	0	2,255	0
Total 4250-00 · Revenues-Membership Activities	250	1,950	(1,700)	2,255	3,900	(1,645)	72,500
4253-00 · Revenue- Other							
4253-00 · Revenue- Other	0	0	0	1,525	0	1,525	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	5	0	5	1,255	0	1,255	0
4504-00 · Retail Revenue - Other	90	0	90	560	0	560	0
46000 · Merchandise Sales - Other	6,081	6,000	81	52,513	41,500	11,013	85,000
Total 46000 · Merchandise Sales	6,176	6,000	176	54,328	41,500	12,828	85,000
Total Income	251,816	258,699	(6,883)	1,316,192	1,317,409	(1,217)	4,328,867
Gross Profit	251,816	258,699	(6,883)	1,316,192	1,317,409	(1,217)	4,328,867
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	5,235	7,049	(1,814)	27,709	35,244	(7,535)	84,586
5030-00 · P/R - Health Insurance Expense	9,400	11,750	(2,350)	49,542	58,750	(9,208)	141,000
5040-00 · P/R - Workmans Comp	(573)	1,128	(1,701)	2,924	5,638	(2,714)	13,532
5060-00 · 401 (k)	2,401	3,308	(907)	7,517	16,542	(9,024)	39,700
5070-00 · Other Benefits and Expenses	575	428	147	1,964	2,140	(176)	5,135
5000-00 · Salaries & Wages - Other	80,841	94,593	(13,753)	415,059	472,967	(57,908)	1,135,121
Total 5000-00 · Salaries & Wages	97,878	118,256	(20,378)	506,822	591,281	(84,459)	1,419,074
5100-00 · Rent							
5110-00 · Utilities	803	937	(133)	4,007	4,798	(792)	11,655
5140-00 · Repairs & Maintenance	403	888	(485)	750	4,442	(3,691)	10,660
5150-00 · Office - Cleaning	0	1,058	(1,058)	2,750	5,292	(2,542)	12,700
5100-00 · Rent - Other	13,349	12,648	701	66,912	63,238	3,674	152,798
Total 5100-00 · Rent	14,556	15,531	(975)	74,419	77,770	(3,351)	187,813
5310-00 · Telephone							
5320-00 · Telephone	2,312	1,924	388	11,469	9,620	1,849	23,088
Total 5310-00 · Telephone	2,312	1,924	388	11,469	9,620	1,849	23,088
5420-00 · Mail - USPS							
5420-00 · Mail - USPS	274	127	147	431	633	(203)	1,520
5510-00 · Insurance/Bonding							
5520-00 · Supplies	269	1,692	(1,423)	4,583	8,458	(3,876)	20,300
5525-00 · Supplies							
5525-00 · Supplies- Computer	0	287	(287)	1,610	1,433	177	3,440
5520-00 · Supplies - Other	846	7,598	(6,752)	6,018	37,989	(31,971)	91,174
Total 5520-00 · Supplies	846	7,885	(7,038)	7,629	39,423	(31,794)	94,614
5610-00 · Depreciation							
5610-00 · Depreciation	97	0	97	194	0	194	0
5700-00 · Equipment Support & Maintenance							
5700-00 · Equipment Support & Maintenance	265	2,267	(2,001)	14,035	11,333	2,701	27,200
5710-00 · Taxes, Licenses & Fees							
5710-00 · Taxes, Licenses & Fees	378	1,025	(647)	4,107	5,125	(1,018)	12,300
5740-00 · Equipment Rental/Leasing							
5740-00 · Equipment Rental/Leasing	399	969	(570)	2,173	4,846	(2,673)	11,630
5800-00 · Training Seminars							
5800-00 · Training Seminars	0	1,667	(1,667)	66	8,333	(8,267)	22,000
5850-00 · Artist of Month - Commissions							
5850-00 · Artist of Month - Commissions	0	250	(250)	918	1,250	(332)	3,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	180	750	(570)	1,380	3,750	(2,370)	9,000
5920-00 · Professional Fees - Accountant	1,935	2,000	(65)	17,000	26,000	(9,000)	26,000
5921-00 · Professional Fees - Other	6,240	9,500	(3,260)	24,960	40,750	(15,790)	134,000
Total 5900-00 · Professional Fees	8,355	12,250	(3,895)	43,340	70,500	(27,160)	169,000
5941-00 · Research & Planning							
5941-00 · Research & Planning	0	6,250	(6,250)	0	16,250	(16,250)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	131	1,250	(1,119)	131	5,000	(4,869)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 · Programs	131	1,250	(1,119)	131	5,000	(4,869)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Bud...
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6420-01 · Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	529,000
6421-00 · New Event Development	0	0	0	4,000	2,500	1,500	30,000
6424-00 · Event Operation Expenses	0	0	0	0	1,000	(1,000)	6,000
Total 6420-00 · Events	0	0	0	4,000	3,500	500	565,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	0	375	(375)	3,000
6442-00 · Public Relations/Website	734	417	317	3,154	2,083	1,071	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	2,083	(1,168)	5,000
Total 6423-00 · Membership Activities	734	1,021	(287)	4,364	5,042	(677)	42,000
6730-00 · Marketing Cooperative/Media	35,066	35,066	0	263,148	263,148	0	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	275	23,000	(22,725)	1,652	71,000	(69,348)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	12,000	(12,000)	40,000
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	0	24,000	(24,000)	80,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	6,250	(5,855)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	162	125	37	997	625	372	1,500
59900 · POS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 · CGS - Other	1,451	0	1,451	58,178	0	58,178	0
8100-00 · Cost of Goods Sold - Other	3,567	2,682	885	27,796	18,551	9,245	38,000
Total 8100-00 · Cost of Goods Sold	5,180	2,807	2,373	87,449	19,176	68,273	39,500
8200-00 · Associate Relations	356	135	221	1,260	653	607	1,600
8300-00 · Board Functions	348	500	(153)	1,914	3,500	(1,586)	7,000
8500-00 · Credit Card Fees	765	282	483	2,238	1,951	288	5,850
8600-00 · Additional Opportunitites	1,375	10,000	(8,625)	11,760	50,000	(38,240)	120,000
8700-00 · Automobile Expenses	478	466	13	1,289	2,191	(902)	5,450
8750-00 · Meals/Meetings	40	763	(722)	247	3,563	(3,316)	8,900
8810-00 · Dues & Subscriptions	635	1,513	(878)	3,342	7,307	(3,965)	17,900
8910-00 · Travel	0	0	0	0	0	0	12,600
8920-00 · Bad Debt	285	0	285	285	0	285	0
Total Expense	171,297	257,811	(86,513)	1,053,657	1,319,436	(265,779)	4,299,338
Net Ordinary Income	80,518	888	79,630	262,535	(2,027)	264,562	29,529
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	16	0	16	84	0	84	0
Total Other Income	16	0	16	84	0	84	0
Other Expense							
8990-00 · Allocated	0	(0)	0	0	(0)	0	0
Total Other Expense	0	(0)	0	0	(0)	0	0
Net Other Income	16	0	16	84	0	84	(0)
Net Income	80,534	888	79,646	262,619	(2,027)	264,646	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2020

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,201,425	1,517,768	(316,343)	(21)%
4200-00 · Membership Dues Revenue	56,660	55,971	689	1%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club	0	2,340	(2,340)	(100)%
4250-00 · Revenues-Membership Activities - Other	2,255	3,576	(1,321)	(37)%
Total 4250-00 · Revenues-Membership Activities	2,255	5,916	(3,661)	(62)%
4253-00 · Revenue- Other	1,525	0	1,525	100%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	6,563	(6,563)	(100)%
4600-00 · Commissions - Other	0	27,597	(27,597)	(100)%
Total 4600-00 · Commissions	0	34,160	(34,160)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,255	215	1,040	484%
4504-00 · Retail Revenue - Other	560	0	560	100%
46000 · Merchandise Sales - Other	52,513	58,755	(6,242)	(11)%
Total 46000 · Merchandise Sales	54,328	58,970	(4,642)	(8)%
Total Income	1,316,192	1,672,785	(356,593)	(21)%
Gross Profit	1,316,192	1,672,785	(356,593)	(21)%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	11,445	(9,339)	(82)%
5020-00 · P/R - Tax Expense	27,709	29,401	(1,692)	(6)%
5030-00 · P/R - Health Insurance Expense	49,542	56,258	(6,716)	(12)%
5040-00 · P/R - Workmans Comp	2,924	4,151	(1,226)	(30)%
5060-00 · 401 (k)	7,517	15,141	(7,623)	(50)%
5070-00 · Other Benefits and Expenses	1,964	1,739	225	13%
5000-00 · Salaries & Wages - Other	415,059	359,172	55,888	16%
Total 5000-00 · Salaries & Wages	506,822	477,306	29,516	6%
5100-00 · Rent				
5110-00 · Utilities	4,007	4,032	(26)	(1)%
5140-00 · Repairs & Maintenance	750	2,387	(1,636)	(69)%
5150-00 · Office - Cleaning	2,750	3,900	(1,150)	(30)%
5100-00 · Rent - Other	66,912	65,290	1,622	3%
Total 5100-00 · Rent	74,419	75,609	(1,190)	(2)%
5310-00 · Telephone				
5320-00 · Telephone	11,469	9,257	2,212	24%
Total 5310-00 · Telephone	11,469	9,257	2,212	24%
5420-00 · Mail - USPS	431	817	(386)	(47)%
5510-00 · Insurance/Bonding	4,583	6,889	(2,306)	(34)%
5520-00 · Supplies				
5525-00 · Supplies- Computer	1,610	575	1,035	180%
5520-00 · Supplies - Other	6,018	8,008	(1,989)	(25)%
Total 5520-00 · Supplies	7,629	8,583	(954)	(11)%
5610-00 · Depreciation	194	590	(396)	(67)%
5700-00 · Equipment Support & Maintenance	14,035	205	13,829	6,741%
5710-00 · Taxes, Licenses & Fees	4,107	4,499	(393)	(9)%
5740-00 · Equipment Rental/Leasing	2,173	13,536	(11,363)	(84)%
5800-00 · Training Seminars	66	755	(689)	(91)%
5850-00 · Artist of Month - Commissions	918	2,338	(1,420)	(61)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,380	2,000	(620)	(31)%
5920-00 · Professional Fees - Accountant	17,000	18,800	(1,800)	(10)%
5921-00 · Professional Fees - Other	24,960	50,399	(25,439)	(51)%
Total 5900-00 · Professional Fees	43,340	71,199	(27,859)	(39)%
6020-00 · Programs				
6016-00 · Special Event Partnership	131	0	131	100%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2020

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Total 6020-00 · Programs	131	0	131	100%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-06 · Spartan	0	254,019	(254,019)	(100)%
6421-10 · WinterWonderGrass - Tahoe	0	(220)	220	100%
Total 6420-01 · Sponsorships	0	288,467	(288,467)	(100)%
6421-00 · New Event Development	4,000	220	3,780	1,718%
6424-00 · Event Operation Expenses	0	1,617	(1,617)	(100)%
Total 6420-00 · Events	4,000	290,304	(286,304)	(99)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	1,140	(845)	(74)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	1,741	(1,741)	(100)%
6442-00 · Public Relations/Website	3,154	2,649	505	19%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,129	(214)	(19)%
Total 6423-00 · Membership Activities	4,364	7,292	(2,928)	(40)%
6730-00 · Marketing Cooperative/Media	263,148	487,145	(223,997)	(46)%
6742-00 · Non-NLT Co-Op Marketing Program	1,652	5,399	(3,747)	(69)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	0	5,450	(5,450)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	0	0	0%
Total 6743-00 · BACC Marketing Programs	0	5,450	(5,450)	(100)%
7500-00 · Trade Shows/Travel	395	0	395	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	997	729	268	37%
52500 · Purchase Discounts	0	(1)	1	100%
59900 · POS Inventory Adjustments	478	116	362	311%
8100-01 · CGS - Other	58,178	0	58,178	100%
8100-00 · Cost of Goods Sold - Other	27,796	31,270	(3,475)	(11)%
Total 8100-00 · Cost of Goods Sold	87,449	32,115	55,334	172%
8200-00 · Associate Relations	1,260	489	771	158%
8300-00 · Board Functions	1,914	4,755	(2,841)	(60)%
8500-00 · Credit Card Fees	2,238	3,065	(826)	(27)%
8600-00 · Additional Opportunit	11,760	0	11,760	100%
8700-00 · Automobile Expenses	1,289	1,322	(33)	(3)%
8750-00 · Meals/Meetings	247	993	(747)	(75)%
8810-00 · Dues & Subscriptions	3,342	3,817	(475)	(13)%
8920-00 · Bad Debt	285	2,138	(1,853)	(87)%
Total Expense	1,053,657	1,515,867	(462,209)	(31)%
Net Ordinary Income	262,535	156,918	105,616	67%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	84	116	(32)	(28)%
Total Other Income	84	116	(32)	(28)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	84	116	(32)	(28)%
Net Income	262,619	157,034	105,584	67%

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

11 - Marketing

Accrual Basis

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	151,212	157,462	(6,250)	777,484	795,984	(18,500)	2,983,682
4253-00 · Revenue- Other	0	0	0	1,525	0	1,525	0
Total Income	151,212	157,462	(6,250)	779,009	795,984	(16,975)	2,983,682
Gross Profit	151,212	157,462	(6,250)	779,009	795,984	(16,975)	2,983,682
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,183	1,667	(483)	6,570	8,333	(1,764)	20,000
5030-00 · P/R - Health Insurance Expense	(1,811)	4,000	(5,811)	11,899	20,000	(8,101)	48,000
5040-00 · P/R - Workmans Comp	165	125	40	1,056	625	431	1,500
5060-00 · 401 (k)	708	833	(125)	3,964	4,167	(203)	10,000
5070-00 · Other Benefits and Expenses	437	142	296	578	708	(131)	1,700
5000-00 · Salaries & Wages - Other	19,489	22,299	(2,810)	108,050	111,497	(3,446)	267,592
Total 5000-00 · Salaries & Wages	20,173	29,066	(8,893)	132,117	145,330	(13,213)	348,792
5100-00 · Rent							
5110-00 · Utilities	111	120	(9)	720	715	5	1,855
5140-00 · Repairs & Maintenance	37	75	(38)	37	375	(338)	900
5150-00 · Office - Cleaning	0	250	(250)	935	1,250	(315)	3,000
5100-00 · Rent - Other	2,022	2,229	(207)	11,124	11,147	(23)	27,777
Total 5100-00 · Rent	2,170	2,674	(504)	12,815	13,487	(671)	33,532
5310-00 · Telephone							
5320-00 · Telephone	488	549	(61)	2,719	2,745	(26)	6,588
Total 5310-00 · Telephone	488	549	(61)	2,719	2,745	(26)	6,588
5420-00 · Mail - USPS	0	0	0	29	0	29	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	1,403	0	1,403	0
5520-00 · Supplies - Other	59	1,716	(1,658)	356	8,581	(8,225)	20,594
Total 5520-00 · Supplies	59	1,716	(1,658)	1,759	8,581	(6,822)	20,594
5700-00 · Equipment Support & Maintenance	0	13	(13)	(3)	63	(65)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	79	63	17	150
5740-00 · Equipment Rental/Leasing	100	167	(67)	548	833	(285)	2,000
5800-00 · Training Seminars	0	750	(750)	0	3,750	(3,750)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	625	(625)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	5,625	(5,625)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	0	6,250	(6,250)	15,000
5941-00 · Research & Planning	0	5,000	(5,000)	0	10,000	(10,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	131	1,250	(1,119)	131	5,000	(4,869)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 · Programs	131	1,250	(1,119)	131	5,000	(4,869)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6420-01 · Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	529,000
6421-00 · New Event Development	0	0	0	4,000	2,500	1,500	30,000
6424-00 · Event Operation Expenses	0	0	0	0	1,000	(1,000)	6,000
Total 6420-00 · Events	0	0	0	4,000	3,500	500	565,000
6730-00 · Marketing Cooperative/Media	32,903	32,903	0	234,577	234,577	0	925,000
6742-00 · Non-NLT Co-Op Marketing Program	75	22,000	(21,925)	652	66,000	(65,348)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	12,000	(12,000)	40,000
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	0	24,000	(24,000)	80,000
7500-00 · Trade Shows/Travel	0			395			0
8200-00 · Associate Relations	0	23	(23)	145	91	54	250
8600-00 · Additional Opportunitites	725	7,917	(7,192)	8,510	39,583	(31,073)	95,000
8700-00 · Automobile Expenses	38	136	(98)	236	545	(309)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	1,000	(984)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	184	1,036	(853)	2,850
8910-00 · Travel	0	0	0	0	0	0	11,100
Total Expense	56,892	113,935	(57,042)	398,908	566,434	(167,525)	2,459,256
Net Ordinary Income	94,319	43,527	50,792	380,101	229,550	150,550	524,426
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	16	0	16	84	0	84	0
Total Other Income	16	0	16	84	0	84	0
Other Expense							
8990-00 · Allocated	30,369	43,527	(13,158)	177,991	229,550	(51,559)	524,426
Total Other Expense	30,369	43,527	(13,158)	177,991	229,550	(51,559)	524,426
Net Other Income	(30,353)	(43,527)	13,174	(177,907)	(229,550)	51,643	(524,426)
Net Income	63,966	0	63,966	202,193	(0)	202,193	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

30 - Conference

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	27,728	27,728	0	157,931	157,931	0	384,054
Total Income	27,728	27,728	0	157,931	157,931	0	384,054
Gross Profit	27,728	27,728	0	157,931	157,931	0	384,054
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	1,107	1,157	(50)	4,988	5,786	(798)	13,886
5030-00 · P/R - Health Insurance Expense	6,772	2,042	4,731	10,972	10,208	764	24,500
5040-00 · P/R - Workmans Comp	97	167	(69)	487	833	(346)	2,000
5060-00 · 401 (k)	600	500	100	2,713	2,500	213	6,000
5070-00 · Other Benefits and Expenses	47	38	10	198	188	11	450
5000-00 · Salaries & Wages - Other	16,059	14,030	2,029	71,040	70,152	888	168,365
Total 5000-00 · Salaries & Wages	24,683	17,933	6,750	92,505	89,667	2,837	215,201
5100-00 · Rent							
5110-00 · Utilities	82	75	7	460	375	85	900
5140-00 · Repairs & Maintenance	28	22	6	28	108	(81)	260
5150-00 · Office - Cleaning	0	142	(142)	611	708	(97)	1,700
5100-00 · Rent - Other	1,422	1,167	255	6,592	5,833	759	14,000
Total 5100-00 · Rent	1,531	1,405	126	7,691	7,025	666	16,860
5310-00 · Telephone							
5320-00 · Telephone	403	267	136	1,967	1,333	633	3,200
Total 5310-00 · Telephone	403	267	136	1,967	1,333	633	3,200
5420-00 · Mail - USPS	0	17	(17)	18	83	(65)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	0	225	(225)	540
5520-00 · Supplies - Other	43	113	(69)	250	563	(313)	1,350
Total 5520-00 · Supplies	43	158	(114)	250	788	(538)	1,890
5710-00 · Taxes, Licenses & Fees	45	8	37	120	42	78	100
5740-00 · Equipment Rental/Leasing	44	83	(39)	248	417	(169)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	2,163	2,163	0	28,571	28,571	0	75,000
8750-00 · Meals/Meetings	0	29	(29)	0	146	(146)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	313	(313)	750
Total Expense	28,912	22,126	6,787	131,368	128,384	2,984	316,551
Net Ordinary Income	(1,184)	5,603	(6,787)	26,563	29,547	(2,984)	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,907	5,603	(1,695)	22,901	29,547	(6,646)	67,503
Total Other Expense	3,907	5,603	(1,695)	22,901	29,547	(6,646)	67,503
Net Other Income	(3,907)	(5,603)	1,695	(22,901)	(29,547)	6,646	(67,503)
Net Income	(5,091)	(0)	(5,091)	3,662	(0)	3,662	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

42 - Visitor Center

Accrual Basis

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	38,536	38,536	0	188,860	188,861	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	5	0	5	1,255	0	1,255	0
4504-00 · Retail Revenue - Other	90	0	90	560	0	560	0
46000 · Merchandise Sales - Other	6,081	6,000	81	52,513	41,500	11,013	85,000
Total 46000 · Merchandise Sales	6,176	6,000	176	54,328	41,500	12,828	85,000
Total Income	44,712	44,536	176	243,187	230,361	12,827	542,711
Gross Profit	44,712	44,536	176	243,187	230,361	12,827	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	620	1,292	(672)	4,261	6,458	(2,198)	15,500
5030-00 · P/R - Health Insurance Expense	1,247	1,583	(337)	5,624	7,917	(2,292)	19,000
5040-00 · P/R - Workmans Comp	291	433	(143)	1,887	2,167	(280)	5,200
5060-00 · 401 (k)	317	417	(100)	1,914	2,083	(170)	5,000
5070-00 · Other Benefits and Expenses	17	82	(65)	480	409	71	982
5000-00 · Salaries & Wages - Other	8,390	15,568	(7,179)	50,159	77,841	(27,681)	186,818
Total 5000-00 · Salaries & Wages	10,881	19,375	(8,494)	64,325	96,875	(32,550)	232,500
5100-00 · Rent							
5110-00 · Utilities	434	583	(150)	1,880	2,917	(1,037)	7,000
5140-00 · Repairs & Maintenance	124	458	(335)	124	2,292	(2,168)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	1,792	(1,792)	4,300
5100-00 · Rent - Other	6,398	6,721	(323)	32,455	33,604	(1,149)	80,650
Total 5100-00 · Rent	6,955	8,121	(1,165)	34,459	40,604	(6,145)	97,450
5310-00 · Telephone							
5320-00 · Telephone	313	238	75	1,530	1,188	342	2,850
Total 5310-00 · Telephone	313	238	75	1,530	1,188	342	2,850
5420-00 · Mail - USPS	0	17	(17)	18	83	(65)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	375	(375)	900
5520-00 · Supplies - Other	520	2,917	(2,397)	1,975	14,583	(12,608)	35,000
Total 5520-00 · Supplies	520	2,992	(2,472)	1,975	14,958	(12,983)	35,900
5610-00 · Depreciation	97	0	97	97	0	97	0
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	21	(21)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	23	21	2	50
5740-00 · Equipment Rental/Leasing	80	129	(49)	432	646	(213)	1,550
5800-00 · Training Seminars	0	250	(250)	0	1,250	(1,250)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	918	1,250	(332)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,000	5,000	(4,000)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	162	125	37	997	625	372	1,500
59900 · POS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 · CGS - Other	1,451	0	1,451	58,178	0	58,178	0
8100-00 · Cost of Goods Sold - Other	3,567	2,682	885	27,796	18,551	9,245	38,000
Total 8100-00 · Cost of Goods Sold	5,180	2,807	2,373	87,449	19,176	68,273	39,500
8200-00 · Associate Relations	54	17	37	54	83	(29)	200
8500-00 · Credit Card Fees	695	282	413	2,055	1,951	105	4,000
8700-00 · Automobile Expenses	0	46	(46)	83	229	(146)	550
8750-00 · Meals/Meetings	0	33	(33)	0	167	(167)	400
8810-00 · Dues & Subscriptions	0	8	(8)	0	42	(42)	100
8910-00 · Travel	0	0	0	0	0	0	1,500
Total Expense	24,974	37,239	(12,265)	194,419	191,876	2,543	454,800
Net Ordinary Income	19,738	7,297	12,441	48,768	38,485	10,284	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,618	7,297	(1,680)	32,925	38,485	(5,560)	87,921
Total Other Expense	5,618	7,297	(1,680)	32,925	38,485	(5,560)	87,921
Net Other Income	(5,618)	(7,297)	1,680	(32,925)	(38,485)	5,560	(87,921)
Net Income	14,121	0	14,121	15,843	0	15,843	(10)

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

51 - TMPI

	Nov 20	Budget	\$ Over Bu...	Jul - Nov 20	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,605	16,605	0	77,150	77,150	0	218,419
Total Income	16,605	16,605	0	77,150	77,150	0	218,419
Gross Profit	16,605	16,605	0	77,150	77,150	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	97	225	(128)	538	1,125	(587)	2,700
5030-00 · P/R - Health Insurance Expense	156	167	(11)	758	833	(75)	2,000
5040-00 · P/R - Workmans Comp	7	175	(168)	34	875	(841)	2,100
5060-00 · 401 (k)	0	167	(167)	0	833	(833)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	4	85	(80)	203
5000-00 · Salaries & Wages - Other	1,586	3,836	(2,250)	8,728	19,178	(10,449)	46,026
Total 5000-00 · Salaries & Wages	1,846	4,586	(2,740)	10,063	22,929	(12,866)	55,029
5100-00 · Rent							
5110-00 · Utilities	4	0	4	19	0	19	0
5140-00 · Repairs & Maintenance	1	0	1	1	0	1	0
5150-00 · Office - Cleaning	0	0	0	31	0	31	0
5100-00 · Rent - Other	71	0	71	213	0	213	0
Total 5100-00 · Rent	77	0	77	265	0	265	0
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	84	0	84	0
Total 5310-00 · Telephone	18	0	18	84	0	84	0
5420-00 · Mail - USPS	0	0	0	1	0	1	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,081)	2,052	10,417	(8,365)	25,000
Total 5520-00 · Supplies	2	2,083	(2,081)	2,055	10,417	(8,362)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0	0	0	1	0	1	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240	6,750	(510)	24,960	27,000	(2,040)	100,000
Total 5900-00 · Professional Fees	6,240	6,750	(510)	24,960	27,000	(2,040)	100,000
8700-00 · Automobile Expenses	30	0	30	30	0	30	0
8810-00 · Dues & Subscriptions	2	0	2	49	0	49	0
Total Expense	8,215	13,419	(5,205)	37,508	60,345	(22,838)	180,029
Net Ordinary Income	8,391	3,186	5,205	39,642	16,804	22,838	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,223	3,186	(963)	13,031	16,804	(3,773)	38,390
Total Other Expense	2,223	3,186	(963)	13,031	16,804	(3,773)	38,390
Net Other Income	(2,223)	(3,186)	963	(13,031)	(16,804)	3,773	(38,390)
Net Income	6,168	(0)	6,168	26,611	(0)	26,611	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,308	10,417	891	56,660	52,083	4,577	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	19,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	58,000
4250-02 · Chamber Events	0	1,500	(1,500)	0	1,500	(1,500)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	0	400	(400)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	250	(250)	0	500	(500)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	900	(900)	6,000
4250-00 · Revenues-Membership Activities - Other	250	0	250	2,255	0	2,255	0
Total 4250-00 · Revenues-Membership Activities	250	1,950	(1,700)	2,255	3,900	(1,645)	72,500
4253-00 · Revenue- Other	0	0	0	0	0	0	2,500
Total Income	11,558	12,367	(809)	58,915	55,983	2,932	200,000
Gross Profit	11,558	12,367	(809)	58,915	55,983	2,932	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	334	458	(124)	1,262	2,292	(1,030)	5,500
5030-00 · P/R - Health Insurance Expense	526	667	(141)	2,017	3,333	(1,316)	8,000
5040-00 · P/R - Workmans Comp	27	33	(7)	165	167	(1)	400
5060-00 · 401 (k)	165	142	23	585	708	(123)	1,700
5070-00 · Other Benefits and Expenses	12	33	(21)	55	167	(111)	400
5000-00 · Salaries & Wages - Other	5,242	5,333	(91)	20,490	26,667	(6,176)	64,000
Total 5000-00 · Salaries & Wages	6,306	6,667	(361)	24,575	33,333	(8,758)	80,000
5100-00 · Rent							
5110-00 · Utilities	35	33	2	150	167	(16)	400
5140-00 · Repairs & Maintenance	12	8	3	12	42	(30)	100
5150-00 · Office - Cleaning	0	58	(58)	152	292	(140)	700
5100-00 · Rent - Other	707	638	69	3,514	3,188	326	7,650
Total 5100-00 · Rent	753	737	16	3,828	3,687	141	8,850
5310-00 · Telephone							
5320-00 · Telephone	147	121	26	475	604	(129)	1,450
Total 5310-00 · Telephone	147	121	26	475	604	(129)	1,450
5420-00 · Mail - USPS	0	10	(10)	3	50	(47)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	2	0	2	0
5520-00 · Supplies - Other	18	167	(148)	107	833	(726)	2,000
Total 5520-00 · Supplies	18	167	(148)	109	833	(725)	2,000
5710-00 · Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 · Equipment Rental/Leasing	60	173	(113)	312	867	(555)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	0	0	1,000
Total 5900-00 · Professional Fees	0	0	0	0	0	0	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	0	375	(375)	3,000
6442-00 · Public Relations/Website	734	417	317	3,154	2,083	1,071	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	2,083	(1,168)	5,000
Total 6423-00 · Membership Activities	734	1,021	(287)	4,364	5,042	(677)	42,000
8200-00 · Associate Relations	0	13	(13)	13	63	(49)	150
8500-00 · Credit Card Fees	70	0	70	183	0	183	1,850
8700-00 · Automobile Expenses	66	33	32	136	167	(31)	400
8750-00 · Meals/Meetings	0	33	(33)	7	167	(160)	400
8810-00 · Dues & Subscriptions	11	17	(6)	115	83	31	200
8920-00 · Bad Debt	285	0	285	285	0	285	0
Total Expense	8,450	8,992	(542)	34,427	44,896	(10,468)	140,500
Net Ordinary Income	3,108	3,375	(267)	24,488	11,088	13,400	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,737	2,487	(750)	10,178	13,114	(2,936)	29,961
Total Other Expense	1,737	2,487	(750)	10,178	13,114	(2,936)	29,961

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,737)	(2,487)	750	(10,178)	(13,114)	2,936	(29,961)
Net Income	<u>1,371</u>	<u>888</u>	<u>483</u>	<u>14,309</u>	<u>(2,027)</u>	<u>16,336</u>	<u>29,539</u>

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

70 - Administration

Accrual Basis

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,894	2,250	(356)	10,091	11,250	(1,159)	27,000
5030-00 · P/R - Health Insurance Expense	2,510	3,292	(782)	18,271	16,458	1,812	39,500
5040-00 · P/R - Workmans Comp	(1,160)	194	(1,354)	(705)	972	(1,677)	2,332
5060-00 · 401 (k)	611	1,250	(639)	(1,658)	6,250	(7,908)	15,000
5070-00 · Other Benefits and Expenses	60	117	(57)	648	583	64	1,400
5000-00 · Salaries & Wages - Other	30,075	33,527	(3,452)	156,591	167,633	(11,042)	402,320
Total 5000-00 · Salaries & Wages	33,989	40,629	(6,640)	183,238	203,147	(19,909)	487,552
5100-00 · Rent							
5110-00 · Utilities	138	125	13	777	625	152	1,500
5140-00 · Repairs & Maintenance	202	325	(123)	549	1,625	(1,076)	3,900
5150-00 · Office - Cleaning	0	250	(250)	1,022	1,250	(228)	3,000
5100-00 · Rent - Other	2,729	1,893	836	13,014	9,467	3,547	22,720
Total 5100-00 · Rent	3,069	2,593	476	15,362	12,967	2,395	31,120
5310-00 · Telephone							
5320-00 · Telephone	945	750	195	4,695	3,750	945	9,000
Total 5310-00 · Telephone	945	750	195	4,695	3,750	945	9,000
5420-00 · Mail - USPS	274	83	191	361	417	(55)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	4,583	8,458	(3,876)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	167	(167)	202	833	(631)	2,000
5520-00 · Supplies - Other	204	603	(399)	1,278	3,013	(1,734)	7,230
Total 5520-00 · Supplies	204	769	(565)	1,481	3,846	(2,365)	9,230
5610-00 · Depreciation	0	0	0	97	0	97	0
5700-00 · Equipment Support & Maintenance	265	2,250	(1,985)	14,038	11,250	2,788	27,000
5710-00 · Taxes, Licenses & Fees	333	1,000	(667)	3,860	5,000	(1,140)	12,000
5740-00 · Equipment Rental/Leasing	116	417	(301)	632	2,083	(1,452)	5,000
5800-00 · Training Seminars	0	667	(667)	66	3,333	(3,267)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	180	625	(445)	1,380	3,125	(1,745)	7,500
5920-00 · Professional Fees - Accountant	1,935	2,000	(65)	17,000	26,000	(9,000)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	8,125	(8,125)	19,500
Total 5900-00 · Professional Fees	2,115	4,250	(2,135)	18,380	37,250	(18,870)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	6,250	(6,250)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	6,250	(6,250)	15,000
8200-00 · Associate Relations	302	83	219	1,048	417	631	1,000
8300-00 · Board Functions	348	500	(153)	1,914	3,500	(1,586)	7,000
8600-00 · Additional Opportunitites	650	2,083	(1,433)	3,250	10,417	(7,167)	25,000
8700-00 · Automobile Expenses	345	250	95	804	1,250	(446)	3,000
8750-00 · Meals/Meetings	40	417	(376)	224	2,083	(1,859)	5,000
8810-00 · Dues & Subscriptions	590	1,167	(577)	2,995	5,833	(2,838)	14,000
Total Expense	43,854	62,100	(18,246)	257,027	327,501	(70,474)	748,202
Net Ordinary Income	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Total Other Expense	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Net Other Income	43,854	62,100	(18,246)	257,027	327,501	(70,474)	748,202
Net Income	0	(0)	0	0	(0)	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of November 30, 2020

Accrual Basis

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	660,162	244,962	415,200	169%	491,681
Total Checking/Savings	660,162	244,962	415,200	169%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	390	91,125	(90,735)	(100%)	1,335
Total Accounts Receivable	390	91,125	(90,735)	(100%)	1,335
Other Current Assets					
1200-99 · Accounts Receivable - Other	7,970	0	7,970	100%	25,720
1300 · Reimbursements Receivable	0	0	0	0%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	8,070	3,325	4,745	143%	37,525
Total Current Assets	668,622	339,412	329,210	97%	530,541
Other Assets					
1400-00 · Prepaid Expenses	51,757	37,812	13,945	37%	8,321
Total Other Assets	51,757	37,812	13,945	37%	8,321
TOTAL ASSETS	720,379	377,224	343,155	91%	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	109,874	172,897	(63,023)	(36%)	51,879
Total Accounts Payable	109,874	172,897	(63,023)	(36%)	51,879
Total Current Liabilities	109,874	172,897	(63,023)	(36%)	51,879
Total Liabilities	109,874	172,897	(63,023)	(36%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	123,521	179,486	(55,965)	(31%)	462,141
Total Equity	610,504	204,328	406,176	199%	486,983
TOTAL LIABILITIES & EQUITY	720,378	377,225	343,153	91%	538,862

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of November 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	390.00	390.00
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>390.00</u>	<u>390.00</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of November 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	11,478.49	11,414.38	0.00	0.00	0.00	22,892.87
CrowdRiff	14,400.00	0.00	0.00	0.00	0.00	14,400.00
FedEx	26.03	0.00	0.00	0.00	0.00	26.03
Liz Bowling	12.95	0.00	0.00	0.00	0.00	12.95
NLTRA	1,789.83	0.00	0.00	0.00	0.00	1,789.83
Richter7	38,814.42	0.00	0.00	0.00	0.00	38,814.42
Ryan Salm Photography	1,500.00	0.00	0.00	0.00	0.00	1,500.00
Smith & Jones, Inc.	2,873.00	10,856.00	0.00	0.00	0.00	13,729.00
Sterling Valley Systems, Inc.	0.00	7,108.75	0.00	0.00	0.00	7,108.75
The Abbi Agency, Inc	9,600.00	0.00	0.00	0.00	0.00	9,600.00
TOTAL	<u>80,494.72</u>	<u>29,379.13</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>109,873.85</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2020

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	73,800	73,800	0	256,400	256,400	0	592,000
4001-00 · NLTRA Funding	35,066	35,066	0	263,148	263,148	0	1,000,000
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	174,515	(174,515)	410,697
4099-00 · Revenue - Other	0			1,200			
Total Income	108,866	143,769	(34,903)	524,748	698,063	(173,315)	2,010,697
Gross Profit	108,866	143,769	(34,903)	524,748	698,063	(173,315)	2,010,697
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 · Native Display	833	5,531	(4,698)	1,667	15,531	(13,864)	42,501
5004-00 · Trip Advisor	2,345	10,362	(8,017)	5,903	31,162	(25,259)	85,000
5005-00 · Paid Social	5,882	10,000	(4,118)	18,896	70,632	(51,736)	112,660
5005-01 · Digital Display / Retargeting	7,514	12,000	(4,486)	40,052	27,400	12,652	85,800
5005-02 · Retargeting Video	0	1,125	(1,125)	0	3,875	(3,875)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	8,364			33,818			
5007-02 · Website Production	1,025			2,843			
5007-03 · Photo/Video Creative	600			1,552			
5007-00 · Creative Production - Other	128	10,210	(10,083)	765	48,304	(47,539)	105,364
Total 5007-00 · Creative Production	10,117	10,210	(93)	38,977	48,304	(9,327)	105,364
5010-00 · Account Strategy & Management	6,000	6,000	0	30,000	30,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,117	87	3,204	15,585	(12,381)	37,400
5013-00 · Outdoor	0	0	0	0	0	0	115,000
5015-00 · Video	0	17,250	(17,250)	0	36,200	(36,200)	112,350
5017-00 · Rich Media	0	8,750	(8,750)	0	8,750	(8,750)	35,000
5018-00 · Media Commission	17,990	9,772	8,218	28,281	28,799	(518)	96,631
5018-01 · Digital Ad Serving	150	250	(100)	311	1,250	(939)	3,000
5020-00 · Search Engine Marketing	3,586	8,000	(4,414)	33,779	27,000	6,779	65,700
5022-00 · Email	0	4,163	(4,163)	4,162	5,863	(1,701)	35,000
5024-00 · Fusion 7	2,000	2,000	0	10,000	10,000	0	24,000
5025-00 · Expedia	0	0	0	0	0	0	20,000
5028-00 · High Impact Media	0	4,000	(4,000)	0	7,900	(7,900)	30,000
Total 5000-00 · CONSUMER MARKETING	59,621	112,530	(52,909)	215,232	368,251	(153,019)	1,091,406
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	150	5,250	(5,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	0	0	0	120	1,000	(880)	5,000
5113-00 · Additional Opportunities	0	0	0	0	1,000	(1,000)	10,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	0	0	2,000
5120-00 · Domestic - Trade Shows	0	1,000	(1,000)	0	2,000	(2,000)	6,500
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 · Ski-Tops	0	0	0	0	845	(845)	2,545
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	0	0	0	0	0	12,000
5143-00 · Mountain Travel Symposium	0	0	0	0	0	0	5,350
5144-00 · IPW - POW WOW	0	0	0	0	0	0	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	1,042	0	1,042	6,212	0	6,212	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 · Canada - Other	0	0	0	0	0	0	12,000
Total 5154-00 · Canada	0	0	0	0	0	0	18,000
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
Total 5110-00 · LEISURE SALES	1,042	1,000	42	7,648	16,290	(8,642)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	7,500	7,500	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	5,500	8,500	(3,000)	18,500
5204-00 · Media Mission(s)	0	0	0	747	10,000	(9,253)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	2,500	2,500	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	1,500	1,500	0	3,600
5209-00 · Domestic Travel Media FAMS	106	0	106	5,813	9,000	(3,187)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	7,200	9,000	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	20,000	20,000	0	48,000
5212-00 · Social Giveaways & Contests	0	0	0	0	3,500	(3,500)	10,500
5213-00 · Facebook Live	0	0	0	0	150	(150)	150
5214-00 · Social Takeover	0	0	0	0	7,500	(7,500)	15,000
5216-00 · PR Content Development + Distri	904	700	204	7,238	3,500	3,738	8,400
5218-00 · Crisis Communication / Training	0	0	0	0	4,900	(4,900)	4,900
5221-00 · Photography & Video Asset Dev	1,500	0	1,500	1,500	7,500	(6,000)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,800	5,830	(4,030)	14,000
5280-00 · PR Meals / Entertainment	0			29			
Total 5200-00 · PUBLIC RELATIONS	11,610	11,966	(356)	61,327	100,880	(39,553)	233,650
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	0	0	2,500	5,000	(2,500)	20,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2020

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
6003-00 · Geo-Fence Targeting	0	0	0	0	750	(750)	3,000
6004-00 · Email	0	0	0	0	1,250	(1,250)	5,000
6005-00 · Paid Media	0	0	0	0	1,500	(1,500)	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	1,437	0	1,437	1,580	3,686	(2,106)	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 · MCC National Memberships	0	489	(489)	379	2,919	(2,540)	3,773
6016-00 · MCC Search Engine Marketing	0	416	(416)	0	2,080	(2,080)	5,000
6018-00 · MCC Media Commission	0	0	0	1,701	1,631	70	6,526
6019-00 · Conference Direct Partnership	417	0	417	4,083	5,000	(917)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	2,917	7,000	(4,083)	7,000
6152-00 · Client Events / Opportunities	0	0	0	54	0	54	6,570
6153-00 · Chicago Sales Rep Support	308	0	308	897	500	397	1,000
Total 6000-00 · CONFERENCE SALES	2,745	905	1,840	24,789	41,994	(17,205)	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	0	0	194	1,500	(1,306)	4,500
6116-00 · CalSAE Seasonal Spectacular	1,099	0	1,099	1,099	1,200	(101)	3,700
6118-00 · ASAE Annual	0	0	0	0	795	(795)	795
6120-01 · Sac River Cats Client Event	0	0	0	0	0	0	1,000
6127-00 · CalSAE Annual	0	0	0	0	0	0	6,700
6143-00 · Connect Marketplace	0	0	0	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	0	0	0	0	0	5,250
6151-00 · Destination CA	0	0	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	0	0	6,500
6156-00 · Connect California	0	0	0	0	0	0	5,250
6156-02 · Connect Chicago	0	0	0	0	0	0	5,750
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	2,000	(2,000)	0	2,000	(2,000)	2,000
6164-00 · Connect Mountain Incentive	0	0	0	0	0	0	5,750
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	795	(795)	795
6167-00 · Nor Cal DMO	420	0	420	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 · Prestige Meetings SF	0	2,500	(2,500)	0	2,500	(2,500)	2,500
6171-00 · Outdoor Retailer	0	0	0	0	0	0	1,000
6173-00 · Connect NYC	0	0	0	0	3,750	(3,750)	6,250
6180-00 · Conference Direct CA	0	0	0	0	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	0	0	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	1,519	4,500	(2,981)	7,288	29,390	(22,102)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	2,500	(2,500)	0	12,500	(12,500)	30,000
5009-00 · Fulfillment / Mail	0	1,000	(1,000)	560	5,000	(4,440)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	0	0	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	500	2,000	(1,500)	2,000
7002-00 · CRM Subscription	833	0	833	4,292	4,998	(706)	9,996
7003-00 · IVCBVB Entertainment Fund	0	0	0	14	2,000	(1,986)	8,000
7004-00 · Research	0	0	0	0	5,000	(5,000)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	7,775	0	7,775	10,442	16,676	(6,234)	33,352
7008-00 · Opportunistic Funds	0	0	0	0	23,243	(23,243)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	0	885	(885)	2,124
7010-00 · Photo Management & Storage	592	592	(0)	3,042	2,960	82	7,099
7020-00 · Collateral Production / Printin	9,006	0	9,006	10,256	8,000	2,256	8,000
8700-00 · Automobile Expense*	13	350	(337)	309	1,750	(1,441)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,386	4,619	13,767	44,415	100,012	(55,597)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,276	4,250	26	21,302	21,250	52	51,000
8003-00 · Website Hosting Maintenance	13,729	4,000	9,729	19,226	20,000	(774)	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	18,005	8,250	9,755	40,528	41,250	(722)	99,000
Total Expense	112,928	143,770	(30,842)	401,227	698,067	(296,840)	2,010,695
Net Income	(4,062)	(1)	(4,061)	123,521	(4)	123,525	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July through November 2020

Accrual Basis

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	256,400.00	499,173.00	-242,773.00	-48.6%
4001-00 · NLTRA Funding	263,148.00	487,145.00	-223,997.00	-46.0%
4004-00 · IVCBVB Entertainment	4,000.00	2,000.00	2,000.00	100.0%
4099-00 · Revenue - Other	1,200.00	0.00	1,200.00	100.0%
Total Income	524,748.00	988,318.00	-463,570.00	-46.9%
Gross Profit	524,748.00	988,318.00	-463,570.00	-46.9%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 · Native Display	1,666.66	0.00	1,666.66	100.0%
5004-00 · Trip Advisor	5,902.93	14,654.65	-8,751.72	-59.7%
5005-00 · Paid Social	18,896.35	43,308.33	-24,411.98	-56.4%
5005-01 · Digital Display / Retargeting	40,052.28	65,503.16	-25,450.88	-38.9%
5005-02 · Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	33,817.99	0.00	33,817.99	100.0%
5007-02 · Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 · Photo/Video Creative	1,551.63	0.00	1,551.63	100.0%
5007-00 · Creative Production - Other	765.00	104,254.55	-103,489.55	-99.3%
Total 5007-00 · Creative Production	38,977.12	104,254.55	-65,277.43	-62.6%
5010-00 · Account Strategy & Management	30,000.00	35,000.00	-5,000.00	-14.3%
5010-01 · Digital Management & Reporting	0.00	10,000.00	-10,000.00	-100.0%
5010-02 · Website Strategy & Analysis	3,204.00	6,000.00	-2,796.00	-46.6%
5015-00 · Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 · Rich Media	0.00	6,872.33	-6,872.33	-100.0%
5018-00 · Media Commission	28,280.57	22,606.41	5,674.16	25.1%
5018-01 · Digital Ad Serving	310.54	892.87	-582.33	-65.2%
5020-00 · Search Engine Marketing	33,778.83	17,501.58	16,277.25	93.0%
5022-00 · Email	4,162.45	10,625.85	-6,463.40	-60.8%
5024-00 · Fusion 7	10,000.00	0.00	10,000.00	100.0%
Total 5000-00 · CONSUMER MARKETING	215,231.73	359,170.03	-143,938.30	-40.1%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	150.00	2,565.00	-2,415.00	-94.2%
5112-00 · Training / Sales Calls	119.88	3,473.48	-3,353.60	-96.6%
5113-00 · Additional Opportunities	0.00	2,945.88	-2,945.88	-100.0%
5120-00 · Domestic - Trade Shows	0.00	2,124.87	-2,124.87	-100.0%
5131-00 · FAMS -Intl - Travel Trade	0.00	2,683.75	-2,683.75	-100.0%
5132-00 · FAMS -Intl - Media	0.00	35.08	-35.08	-100.0%
5134-00 · Intl Marketing - Additional Opp	0.00	4,526.92	-4,526.92	-100.0%
5136-00 · Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
5137-00 · Co-op Opportunities	0.00	800.00	-800.00	-100.0%
5142-00 · UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 · Mountain Travel Symposium	0.00	509.75	-509.75	-100.0%
5144-00 · IPW - POW WOW	0.00	600.00	-600.00	-100.0%
5145-00 · TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 · UK / Black Diamond	0.00	12,500.00	-12,500.00	-100.0%
5147-00 · AUS / Gate 7	6,211.86	15,850.00	-9,638.14	-60.8%
5149-00 · Mexico Program	0.00	1,606.99	-1,606.99	-100.0%
5150-00 · China Program	0.00	154.17	-154.17	-100.0%
5154-00 · Canada				
5154-01 · Canada Sales Mission	0.00	6,409.18	-6,409.18	-100.0%
5154-00 · Canada - Other	0.00	6,859.94	-6,859.94	-100.0%
Total 5154-00 · Canada	0.00	13,269.12	-13,269.12	-100.0%
5155-00 · California Star Program	1,166.68	0.00	1,166.68	100.0%
5156-00 · German Trade Representation	0.00	4,912.36	-4,912.36	-100.0%
Total 5110-00 · LEISURE SALES	7,648.42	74,229.30	-66,580.88	-89.7%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	7,500.00	11,000.00	-3,500.00	-31.8%
5201-00 · National, Regional, & Local PR	0.00	25,000.00	-25,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	5,500.00	10,000.00	-4,500.00	-45.0%
5202-01 · Rich Content Development	0.00	4,675.00	-4,675.00	-100.0%
5204-00 · Media Mission(s)	746.96	3,962.88	-3,215.92	-81.2%
5206-00 · Digital Buy/ Social Media Boost	2,500.00	2,500.00	0.00	0.0%
5207-00 · Content Campaigns/Tools-My Emma	1,500.00	1,500.00	0.00	0.0%
5208-00 · International Travel Media FAMS	0.00	2,949.12	-2,949.12	-100.0%
5208-01 · Int'l FAM Hard Cost	0.00	1,580.96	-1,580.96	-100.0%
5208-02 · Int'l Media Retainer	0.00	1,500.00	-1,500.00	-100.0%
5209-00 · Domestic Travel Media FAMS	5,812.83	6,747.87	-935.04	-13.9%
5210-00 · Content Dev - Newsletters	7,200.00	9,000.00	-1,800.00	-20.0%
5211-00 · Social Media Strategy & Mgmt	20,000.00	20,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	1,153.62	-1,153.62	-100.0%
5213-00 · Facebook Live	0.00	1,000.00	-1,000.00	-100.0%
5214-00 · Social Takeover	0.00	7,951.75	-7,951.75	-100.0%
5216-00 · PR Content Development + Distri	7,238.06	0.00	7,238.06	100.0%
5221-00 · Photography & Video Asset Dev	1,500.00	0.00	1,500.00	100.0%
5222-00 · Media Tracking / Membership	1,800.00	0.00	1,800.00	100.0%
5280-00 · PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 · PUBLIC RELATIONS	61,326.57	110,521.20	-49,194.63	-44.5%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	2,500.00	9,520.00	-7,020.00	-73.7%
6004-00 · Email	0.00	850.00	-850.00	-100.0%
6005-00 · Paid Media	0.00	3,771.31	-3,771.31	-100.0%
6006-00 · CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 · Creative Production	1,580.46	9,131.11	-7,550.65	-82.7%
6008-00 · Conference PR / Social Outreach	0.00	5,000.00	-5,000.00	-100.0%
6015-00 · MCC National Memberships	379.00	0.00	379.00	100.0%
6016-00 · MCC Search Engine Marketing	0.00	565.34	-565.34	-100.0%
6018-00 · MCC Media Commission	1,700.95	3,104.82	-1,403.87	-45.2%
6019-00 · Conference Direct Partnership	4,083.35	0.00	4,083.35	100.0%
6128-00 · HelmsBriscoe Strategic Partner	2,916.65	2,833.32	83.33	2.9%
6152-00 · Client Events / Opportunities	53.54	4,506.04	-4,452.50	-98.8%
6153-00 · Chicago Sales Rep Support	897.13	113.19	783.94	692.6%
Total 6000-00 · CONFERENCE SALES	24,789.08	50,561.94	-25,772.86	-51.0%
6100-00 · TRADE SHOWS				

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison**

July through November 2020

Accrual Basis

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
6111-00 · Site Inspections	194.13	1,890.24	-1,696.11	-89.7%
6116-00 · CalSAE Seasonal Spectacular	1,099.00	1,407.91	-308.91	-21.9%
6118-00 · ASAE Annual	0.00	6,036.38	-6,036.38	-100.0%
6120-01 · Sac River Cats Client Event	0.00	1,187.41	-1,187.41	-100.0%
6143-00 · Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6156-04 · Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6157-00 · HPN Partner Conference	0.00	4,299.45	-4,299.45	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6161-00 · Connect Southwest	0.00	234.96	-234.96	-100.0%
6162-00 · Connect Tech & Medical	0.00	1,048.61	-1,048.61	-100.0%
6165-00 · Bay Area Client Appreciation	0.00	-1,000.00	1,000.00	100.0%
6167-00 · Nor Cal DMO	420.00	489.00	-69.00	-14.1%
Total 6100-00 · TRADE SHOWS	7,288.13	25,652.85	-18,364.72	-71.6%
6106-00 · CalSAE Seasonal Spectacular	0.00	-11.48	11.48	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	0.00	24,871.60	-24,871.60	-100.0%
5009-00 · Fulfillment / Mail	559.90	8,059.95	-7,500.05	-93.1%
5021-00 · RASC-Reno Air Service Corp	0.00	50,000.00	-50,000.00	-100.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 · HSVC - High Sierra Visitors	500.01	833.35	-333.34	-40.0%
7001-00 · Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 · CRM Subscription	4,291.65	4,166.66	124.99	3.0%
7003-00 · IVCBVB Entertainment Fund	13.78	1,559.69	-1,545.91	-99.1%
7004-00 · Research	0.00	26,108.35	-26,108.35	-100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 · Destimetrics / DMX	10,442.09	0.00	10,442.09	100.0%
7008-00 · Opportunistic Funds	0.00	28,966.56	-28,966.56	-100.0%
7010-00 · Photo Management & Storage	3,041.90	0.00	3,041.90	100.0%
7011-00 · TrendKite PR Software	0.00	1,428.57	-1,428.57	-100.0%
7020-00 · Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
8700-00 · Automobile Expense*	309.02	2,307.13	-1,998.11	-86.6%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	44,414.80	163,720.37	-119,305.57	-72.9%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	21,301.94	21,250.00	51.94	0.2%
8003-00 · Website Hosting Maintenance	19,226.00	3,738.00	15,488.00	414.3%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	40,527.94	24,988.00	15,539.94	62.2%
Total Expense	401,226.67	808,832.21	-407,605.54	-50.4%
Net Income	123,521.33	179,485.79	-55,964.46	-31.2%

KEY METRICS FOR November 30, 2020 FINANCIAL STATEMENTS

Total District 5 TOT East Slope Collections by Quarter 2012 - 2021 (as reported thru Nov 2020)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2012 - 2013	3,767,648	2,018,857	4,199,290	1,352,487	\$ 11,338,282
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,865,753	3,832,273	6,816,271	3,346,850	\$ 20,861,147
2019 - 2020	7,017,928	3,988,586	5,754,235	1,056,952	\$ 17,817,701
2020 - 2021	6,999,378	166,870	1,769		\$ 7,168,017

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Nov 2020)					
Referrals - Tahoe City:	2017-18	2018-19	2019-20	2020-21	YOY % Change
Walk In	24546	24443	25977	16221	-35.56%
Phone	1652	1501	1385	1424	2.82%
Email	186	180	212	213	0.47%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.04%
NLT - Event Traffic	3127	3220	2893	749	-74.11%
Total	37,394.00	40,783.00	38,789.00	24,013.00	-38.09%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2017	2018	2019	2020	YOY % Change
First (Jan - Mar)	\$ 820,233	\$ 762,370	\$ 875,360	\$ 740,357	-15.42%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 418,033	-38.01%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ -	
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
Total	\$ 3,179,417	\$ 3,080,242	\$ 3,378,190	\$ 1,158,390	

Unemployment Rates - EDD		Nov 2020
California (pop. 38,332,521)		8.2%
Placer County (367,309)		5.2%
Dollar Point (1,215)		3.5%
Kings Beach (3,893)		2.0%
Sunnyside/Tahoe City (1,557)		8.1%
Tahoe Vista (1,433)		1.1%

Destimetrics Reservations Activity				
	FYTD 2019/20	FYTD 2020/21	YOY % Change	
Occupancy	39.6%	26.7%	-32.5%	
ADR (Average Daily Rate)	\$ 231	\$ 338	46.6%	
RevPAR (Rev per Available Room)	\$ 91	\$ 90	-1.0%	
Occupancy 1 Mth Forecast	40.1%	30.2%	-24.7%	
ADR 1 Mth Forecast	\$ 444	\$ 603	35.9%	
RevPAR 1 Mth Forecast	\$ 178	\$ 182	2.4%	
Occupancy (prior 6 months)	54.3%	41.5%	-23.7%	
ADR (prior 6 months)	\$ 328	\$ 415	26.4%	
RevPAR (prior 6 months)	\$ 178	\$ 172	-3.5%	
Occupancy (next 6 months)	21.7%	14.5%	-33.2%	
ADR (next 6 months)	\$ 363	\$ 475	30.9%	
RevPAR (next 6 months)	\$ 79	\$ 69	-12.5%	

Total Chamber Membership	
June 2016	508
June 2017	424
June 2018	378
June 2019	371
June 2020	362

Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 11/30/2020				
	2019-20	2020-21	Forecasted	YOY %
FORWARD LOOKING				
Total Revenue Booked	\$2,685,035	\$ 3,599,732	\$ 1,132,263	-68.55%
Commission for this Revenue	\$ 36,962	\$ 47,690	\$ -	-100.00%
Number of Room Nights	12,075	17,049	5,052	-70.37%
Number of Bookings	53	60	17	-71.67%
Conference Revenue And Percentage by County:				
	19-20	20-21		
Placer	80%	84%	\$ 2,865,315	\$ 947,150
Washoe	16%	16%	\$ 381,642	\$ 185,113
South Lake	5%	0%	\$ 206,618	\$ 169,560
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$ 2,685,035	\$ 3,599,732
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month Yr November 2020
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
11.01.2020	A	Zuri Coffee Co.		TBID Meeting with Rob Kautz	\$16.79		8750-00/70
11.09.2020	B	The Auld Dubliner		TBID Meeting with owner	\$23.59		8750-00/70
11.16.2020	C	Jason's Beachside Grill		Team meeting after PPE distribution	\$168.55		8200-00/70
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						

MILEAGE REIMBURSEMENT	
Attach 1	Mileage
See Attached Mileage Report	\$299.58
Mileage Reimbursed Through Payroll	\$208.93
TOTAL - CREDIT CARD EXPENSES	
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)	\$299.58

Signed By: Jeff Hentz Approved By: _____
 Date: 12/14/2020 Date: _____

ACCOUNTING		
DATE RECEIVED	DATE ENTERED	DATE SCANNED



BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	NOV 28, 2020
Total Activity	\$208.93

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

JEFFREY HENTZ
N LAKE TAHOE RESORT
PO BOX 5459
TAHOE CITY CA 96145-5459

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$208.93		\$0.00		\$0.00		\$208.93

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
10-29	10-28	55432860302200790801476	SQ *ZURI COFFEE CO. Truckee CA Tran: 00011529215096091 Tax ID: 800429876 Mer Ref: 00011529215096091 Mer Zip: 96161 Origin Zip: 96161 Dest Zip: 96161 Dest Ctry: USA Tax: 1.19 Product Code: 099 Desc: Cooler Drinks Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 1.55 Product Code: 099 Desc: Latte Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 5.35 Product Code: 099 Desc: Apple Strudel Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 4.75 Product Code: 099 Desc: Coffee Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 2.95	16.79
11-09	11-07	02306630313000474121194	THE AULD DUBLINER SQUA OLYMPIC VALLECA Tax ID: 201826457 Mer Zip: 96146 Origin Zip: 96146	23.59
11-16	11-14	55506290320091609000171	JASON'S BEACHSIDE GRIL KINGS BEACH CA Tax ID: 880193789 Mer Zip: 96143	168.55

(A)
(B)
(C)

For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0150-4616	Account Summary Purchases & Other Charges \$208.93
	Statement Date NOV 28, 2020	
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	Fees \$0.00
	Disputed Amount \$0.00	Credits \$0.00
		Payments \$0.00
		Total Activity \$208.93

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

HRA TEAM MTS
DPEla

LIZ ANNA
SARAH JEFF
KATIE

Mts Rob Hantz
TBik

tomar Copy **

Jason's
orth Lake Blvd
each, CA 96143
0-546-3315

er 13, 2020 2:45:59 PM

Chk: 3231
/XX Batch #: 927
Seq: 17 Table: 7

\$ 140.55

28-

168.5

THANK YOU

Tip Total
: \$21.08 = \$161.63
: \$25.30 = \$165.85
: \$28.11 = \$168.86

(C)

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

CHECK #: 3231
Date: Nov 13, 2020 Time: 2:45pm
Server: Ken W Table# 7
Guests: 10

2-ARNIE PALMER 7.00
1-SODA WATER 1.00
1-GRILLED ARTICHOKE 11.95
1-NACHO PLATTER 11.95
ADD GUACAMOLE 4.95
ADD SOUR CREAM 1.00
1-PORTABELLO BURGER 14.95
1-TAHOE BURGER 13.95
AMERICAN \$\$ 1.00
BACON \$\$ 1.00
1-CHICKEN SANDWICH 14.95
2-REUBEN 29.90
1-FRIED CALAMARI 12.95
1-CUP OF SOUP 4.50

Sub Total: 131.05
Sales Tax: 9.50

Balance: 140.55

THANK YOU

Zuri Coffee Co.

11357 Donner Pass Road, Oct 28, 2020
Suite G 9:55 AM
Truckee, CA 96161

PURCHASE

Authorization 027910
Receipt HhzC

MASTERCARD
AID A0 00 00 00 04 10 10

TO GO

Cooler Drinks \$1.55
Water

Latte \$5.35
12 oz, Extra Flavor (\$0.50), Soy Milk (\$0.60)

Apple Strudel \$4.75

Coffee \$2.95
16 oz

Subtotal \$14.60

Tip \$2.19

Total \$16.79

MasterCard 4616 (Chip) \$16.79
Jeffrey Hentz

(A)

THE AULD DUBLINER TAHOE
1850 Village South Road

Server: Alley DOB: 11/07/2020
03:11 PM 11/07/2020
Table 9/1 2/20054

SALE

M/C 2097162
Card #XXXXXXXXXXXX4616

Magnetic card present: HENTZ JEFFREY
Card Entry Method: S

Approval: 082316

Amount: \$19.59

+ Tip: 4

= Total: 23.59

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

(Signature)

PLEASE TIP ON FULL
AMOUNT BEFORE DISCOUNT
530-584-6041

1850 Village South Rd #41
Olympic Valley CA 96146
www.aulddubliner.com

*****CUSTOMER COPY*****

(B)