



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

March 30th, 2021 at 3:30 p.m.

Virtual Zoom Meeting

<https://us02web.zoom.us/j/87661880804?pwd=US9JVHZneUxlcmw0SGdDT0draldzUT09>

Meeting ID: 876 6188 0804

Passcode: 187854

Dial by your location

+1 669 900 9128 US (San Jose)

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

DeWitt Van Siclen
Accounting
Manager

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:

- 02/23/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 02/28/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 02/28/2021 Financials ReviewPg. 24

G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update
- TBID Update
- Membership Receivables Update
- Additional Finance Committee Members

H. Supplemental Information

- February 2021 Dashboard ReportPg. 32

I. Approval of CEO Expenses February 2021:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 33

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:31 PM (2)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown
 - Staff in Attendance via Zoom: Jeff Hentz, Bonnie Bavetta, DeWitt Van Siclén
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; Jim Phelan/David Brown, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve January 27, 2021 Finance Committee meeting minutes; David Brown/Jim Phelan, Approved 2-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – January 31, 2021 financial results
 - Review of NLTRA January 31, 2021 financials
 - **MOTION** to approve January 31, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - Review of NLTMC January 31, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - Covid-19 Response Update given by Hentz
 - TBID Update given by Hentz
 - Membership Receivables Update given by Bavetta
- H. Supplemental Information
 - Review of the January 2021 Dashboard report
- I. Approval of CEO Expenses for January 2021
 - **MOTION** to approve January 2021 CEO expenses NLTRA; David Brown/Jim Phelan; Approved 2-0-0
- J. Agenda Input for Next Finance Committee Meeting
 - Update on CFO/Director of Finance search
 - Discussion on Committee Members
- K. Next Meeting Date
 - March 30, 2021 at 3:30 PM via Zoom
- L. Committee Member Comments
 - None
- M. Adjourn 4:21 PM



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Date: 3/25/21

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results at February 28, 2021

A summary of preliminary NLTRA financial results for February 28, 2021 follows:

- Cash balance on February 28, 2021 of \$1,823,000 was \$1,019,000 greater than prior year due primarily to reduced Accounts Receivables by \$32,000, 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, an increase to Payroll Liabilities of \$46,000, an increase in Accrued Expenses of \$15,000 and an increase in equity of \$462,000 offset primarily by an increase in Fixed Assets of \$8,000, a decrease in Accounts Payable of \$28,000 and reduced Deferred Revenue – Marketing of \$37,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$23,000, primarily due to fewer outstanding commissions owed to the NLTRA and MTS sponsorship invoices.
- The Accounts Receivable – TOT balance of \$261,000 reflected County TOT funding invoices for February. The balance at this date last year was \$293,000. Payment is anticipated next week.
- Membership dues receivable totaled \$167,000; an increase of \$98,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$62,000 was \$59,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was lower than prior year by \$14,000 due to fewer expenditures.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new company server.
- Accounts Payable of \$22,000 was \$28,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$150,000 were \$46,000 higher than prior year, a result of a combination of higher incentive accruals including some incentives not yet paid out at FYE 19.20, increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Accrued Expenses totaling \$15,000 were \$15,000 higher than last year. A reduction to the committed programs will result in these expenses being returned to the County of Placer at the end of this fiscal year.
- Deferred Revenue Marketing prior year balance of \$37,000 was for Mountain Travel Symposium sponsorships being paid to NLTRA by local businesses to support the event. The event was later cancelled and is not planned for this year. Any monies received for the event were refunded.
- Deferred Revenue-Member Dues of \$90,000 was up \$3,000 from last 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 \$595,000 at month end February reflected a \$439,000 increase from prior year positive results of \$156,000, and represented Membership's net results YTD of \$0, and \$595,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,566,000 was lower than budget by \$217,000.
 - Expenses before overhead allocation totaled \$869,000 and were \$559,000 below budget largely due to NLTMC contributions placed on hold as well as delayed marketing programs as a result of the pandemic. The hold on NLTMC contributions will continue for the rest of the fiscal year.
 - Total net results before overhead allocation of \$700,000 were better than budget by \$344,000.
- Operating Results YTD – Conference
 - TOT revenue of \$255,000 was on budget.
 - Expenses of \$216,000 before allocated overhead were over budget by \$7,000.
 - Net results of \$39,000 before overhead allocation were negative to budget by \$7,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$66,000 were positive to budget by \$11,000. TOT revenue of \$306,000 was on budget.
 - Expenses before overhead allocation of \$201,000 were good to budget by \$100,000 primarily due to reduced staffing and other operating costs related to the pandemic.
 - Net income of \$171,000 before overhead allocation was \$111,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$133,000 was on budget.
 - Expenditures of \$63,000 before overhead were \$45,000 good to budget due to timing.
 - Net results of \$71,000 before overhead allocation were positive to budget \$45,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$93,000 was \$9,000 over budget, total other revenues of \$3,000 were \$4,000 below budget.
 - Expenses before overhead allocation of \$79,000 were \$7,000 over budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing.
 - Net income of \$16,000 before overhead allocations was below budget by \$2,000.
 - Net results of \$0 after overhead allocations was favorable to budget \$2,000.
- Operating Results YTD – Administration
 - Total expenses of \$409,000 were \$99,000 below budget due primarily to staffing and timing.
- Membership cash position as of February 28, 2021
 - Membership activities resulted in a net gain of \$353.
 - Deferred revenues of \$89,621 less receivables of \$167,150, plus the allowance for uncollectible receivables of \$61,574 resulted in the use of cash in the amount of \$15,602.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$1,488.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$22,969.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at February 28, 2021:

- Cash balance at month end of \$740,000 was \$456,000 greater than prior year primarily due to a decrease in Receivables of \$11,000, an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) and an increase in Net Income of \$181,000 offset by an increase in prepaid expenses of \$18,000 and a reduction in Accounts Payable of \$183,000.
- Accounts Receivable was \$6,000 lower due to fewer partner-sponsored events.
- Accounts Payable of \$32,000 were \$183,000 less than prior year due to lower expenditures including agency work that had been placed on hold as well as prompt payment.
- 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 \$290,000 was \$181,000 greater than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$881,000 was below budget \$236,000. NLTRA and IVCBVB has halted contributions to NLTMC for the remainder of the fiscal year due to reduced forecasted expenditures. Budgeted use of prior year reserves (\$279,000) had not been utilized to fund YTD operations.
- Revenue - Other of \$45,000 is primarily due to an unbudgeted receipt from a Travel Nevada grant.
- Consumer Marketing expenditures of \$272,000 were \$567,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$18,000 were \$37,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$114,000 were \$48,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$68,000 were \$4,000 over budget.
- Trade Show expenditures of \$9,000 were \$51,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$97,000 were \$54,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$59,000 were below budget \$7,000 due to timing.
- Total Expenses of \$636,000 were \$760,000 below budget.
- Net income of \$290,000 was better than budget by \$290,000.
- The recently completed reforecast for the NLTMC anticipates total expenses of \$1,311,000, a reduction of \$701,000 from the original budget due to impacts of the pandemic. The NLTRA funding of NLTMC is forecasted to drop \$454,000 from the budget of \$1,000,000 to \$546,000. In the reforecast, it is anticipated that the IVCBVB contribution will be reduced proportionally from \$600,000 originally budgeted to \$335,000 and the current reserve from previous years' funding will be fully utilized in covering current fiscal year expenditures.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

February 28, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of February 28, 2021

Accrual Basis

	Feb 28, 21	Feb 29, 20	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1003-00 · Cash - Operations BOTW #6712	1,581,986	516,085	1,065,901	207%	565,602
1007-00 · Cash - Payroll BOTW #7421	3,470	4,872	(1,402)	(29%)	3,200
1008-00 · Marketing Reserve - Plumas	50,343	50,294	49	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,934	100,785	149	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	55,388	102,104	(46,716)	(46%)	86,322
10950 · Cash in Drawer	927	276	651	236%	139
Total Checking/Savings	1,822,788	804,156	1,018,632	127%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	2,500	25,031	(22,531)	(90%)	3,500
1290-00 · A/R - TOT	260,707	292,999	(32,292)	(11%)	201,387
Total Accounts Receivable	263,207	318,030	(54,823)	(17%)	204,887
Other Current Assets					
1200-99 · AR Other	343	726	(383)	(53%)	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	167,150	69,315	97,835	141%	35,696
1201-03 · Member AR - Other	1,055	2,555	(1,500)	(59%)	1,040
Total 1201-00 · Member Accounts Receivable	168,205	71,870	96,335	134%	36,736
1201-02 · Allowance for Doubtful Accounts	(61,574)	(2,775)	(58,799)	(2,119%)	(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	22,855	23,544	(689)	(3%)	81,762
Total 12100 · Inventory Asset	22,873	23,562	(689)	(3%)	86,016
1299 · Receivable from NLTMC	3,085	17,488	(14,403)	(82%)	0
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	134,082	112,021	22,061	20%	111,796
Total Current Assets	2,220,077	1,234,207	985,870	80%	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	11,013	4,270	6,743	158%	4,270
1741-00 · Accum. Depr. - Computer Equip	(2,611)	(4,269)	1,658	39%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(20,029)	(464)	(2%)	(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	8,402	465	7,937	1,707%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	13,917	12,215	1,702	14%	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of February 28, 2021

Accrual Basis

	Feb 28, 21	Feb 29, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	5,894	4,215	1,679	40%	8,751
Total 1400-00 · Prepaid Expenses	19,911	16,530	3,381	20%	25,177
Total Other Assets	19,911	16,530	3,381	20%	25,177
TOTAL ASSETS	2,248,390	1,251,202	997,188	80%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	22,208	50,060	(27,852)	(56%)	26,683
Total Accounts Payable	22,208	50,060	(27,852)	(56%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,323	11,059	(736)	(7%)	39,445
2101-00 · Incentive Payable	76,980	42,109	34,871	83%	88,359
2102-00 · Commissions Payable	30	7,294	(7,264)	(100%)	3,506
2120-00 · Empl. Federal Tax Payable	4,777	5,426	(649)	(12%)	1,551
2175-00 · 401 (k) Plan	2,736	1,894	842	44%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	149,691	104,115	45,576	44%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	10	(10)	(100%)	0
25500 · *Sales Tax Payable	494	822	(328)	(40%)	1,374
Total 2190-00 · Sales and Use Tax Payable	494	832	(338)	(41%)	1,374
2250-00 · Accrued Expenses	15,132	0	15,132	100%	73,722
2300-00 · Marketing Cooperative Liabili	0	2,050	(2,050)	(100%)	6,073
2400-11 · Deferred Revenue - Marketing	0	37,000	(37,000)	(100%)	0
2400-60 · Deferred Revenue- Member Dues	89,621	86,287	3,334	4%	28,890
2500-00 · Deferred Revenue - TMBC	1,290	1,485	(195)	(13%)	1,290
2650-00 · Deferred Rev - Events	0	2,055	(2,055)	(100%)	0
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2800-00 · Suspense	0	(193)	193	100%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,166,472	603,807	562,665	93%	686,620
Total Current Liabilities	1,188,680	653,867	534,813	82%	713,303
Total Liabilities	1,188,680	653,867	534,813	82%	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	594,996	155,872	439,124	282%	6,862
Total Equity	1,059,707	597,333	462,374	77%	464,711
TOTAL LIABILITIES & EQUITY	2,248,390	1,251,202	997,188	80%	1,178,015

North Lake Tahoe Resort Association

A/R Aging Summary

As of February 28, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	259,707.11	0.00	0.00	0.00	0.00	259,707.11
Homewood Mountain Resort	0.00	0.00	0.00	0.00	2,500.00	2,500.00
Incline Community Business Association	0.00	1,000.00	0.00	0.00	0.00	1,000.00
TOTAL	<u>259,707.11</u>	<u>1,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,500.00</u>	<u>263,207.11</u>



north lake tahoe
Chamber / CVB / Resort Association

Aging by Revenue Item

As of 2/28/2021

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	\$750.00	\$0.00	\$0.00	\$0.00	\$975.00	\$940.00	\$2,665.00
11-20	Employees	Membership Dues	\$1,035.00	\$0.00	\$0.00	\$0.00	\$345.00	\$2,740.00	\$4,120.00
1-5	Employees	Membership Dues	\$8,545.00	\$285.00	\$1,180.00	\$1,465.00	\$865.00	\$22,090.00	\$34,430.00
200+	Employees	Membership Dues	\$1,085.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,085.00
21-50	Employees	Membership Dues	\$8,100.00	\$1,080.00	\$1,080.00	\$885.00	\$0.00	\$10,160.00	\$21,305.00
50-100	Employees	Membership Dues	\$3,750.00	\$750.00	\$0.00	\$0.00	\$0.00	\$725.00	\$5,225.00
6-10	Employees	Membership Dues	\$17,865.00	\$0.00	\$1,300.00	\$0.00	\$315.00	\$12,640.00	\$32,120.00
	Associate Member	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$50.00
	Financial Institutions	Membership	\$2,100.00	\$0.00	\$700.00	\$0.00	\$0.00	\$3,500.00	\$6,300.00
	Non-Profit	Membership Dues Totals:	\$4,590.00	\$0.00	\$510.00	\$0.00	\$340.00	\$5,410.00	\$10,850.00
	PUD	Membership Dues Totals:	\$1,490.00	\$0.00	\$0.00	\$0.00	\$0.00	\$580.00	\$2,070.00
	Ski Resorts	Membership Dues Totals:	\$28,315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$46,930.00
	201-01	Member AR	Membership Dues	\$77,625.00	\$4,770.00	\$2,350.00	\$2,890.00	\$77,400.00	\$167,150.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
		Eblast Totals:	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$175.00	\$325.00
	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	\$0.00	\$0.00	\$0.00	\$0.00	\$905.00	\$1,055.00
		GRAND TOTALS	\$77,775.00	\$2,115.00	\$4,770.00	\$2,350.00	\$2,890.00	\$78,305.00	\$168,205.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of February 28, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	479.02	0.00	0.00	0.00	0.00	479.02
Anne-Karin Atwood*	49.08	0.00	0.00	165.34	0.00	214.42
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	347.28	0.00	0.00	0.00	0.00	347.28
Bank of the West Bank Card Center	7,281.02	0.00	0.00	0.00	0.00	7,281.02
Cal Chamber Member Services	0.00	280.00	0.00	0.00	0.00	280.00
Civitas	0.00	6,240.00	0.00	0.00	0.00	6,240.00
Creative Concepts*	0.00	0.00	0.00	0.00	85.00	85.00
Folkmanis Puppets	0.00	468.57	0.00	0.00	0.00	468.57
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
iSolved Benefit Services	70.00	70.00	0.00	0.00	0.00	140.00
Johnson Controls Fire Protection LP	86.75	86.75	0.00	0.00	0.00	173.50
Katie Biggers	0.00	0.00	0.00	0.00	136.24	136.24
Liberty Utilities*	0.00	443.25	0.00	0.00	0.00	443.25
Liz Bowling	0.00	0.00	0.00	0.00	111.70	111.70
Logically	2,168.28	0.00	0.00	0.00	0.00	2,168.28
Office Boss	80.85	49.32	0.00	0.00	0.00	130.17
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Porter Simon*	520.00	0.00	0.00	0.00	0.00	520.00
Ray Morgan Company, LLC	0.00	114.14	0.00	0.00	0.00	114.14
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
Southwest Gas Corporation*	265.88	0.00	0.00	0.00	0.00	265.88
Stephen's Farmhouse	101.64	0.00	0.00	0.00	0.00	101.64
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
The Abbi Agency, Inc.	250.00	0.00	0.00	0.00	0.00	250.00
Uline	299.25	0.00	0.00	0.00	0.00	299.25
Van Siclen, DeWitt	135.30	0.00	0.00	0.00	0.00	135.30
Vintage Ops	96.00	0.00	0.00	0.00	0.00	96.00
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
YIG Administration	108.25	0.00	0.00	0.00	0.00	108.25
TOTAL	<u>13,948.69</u>	<u>7,752.03</u>	<u>0.00</u>	<u>165.34</u>	<u>341.66</u>	<u>22,207.72</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	259,707	414,107	(154,400)	2,261,053	2,478,104	(217,051)	4,043,867
4200-00 · Membership Dues Revenue	12,007	10,417	1,590	92,593	83,333	9,260	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	3,000	(3,000)	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	1,000	(1,000)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	1,800	(1,800)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	6,000
4250-00 · Revenues-Membership Activities - Other	520	0	520	3,170	0	3,170	0
Total 4250-00 · Revenues-Membership Activities	520	2,250	(1,730)	3,170	7,300	(4,130)	72,500
4253-00 · Revenue- Other	0	500	(500)	1,525	500	1,025	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	258	0	258	1,813	0	1,813	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	3,453	3,500	(47)	63,189	54,500	8,689	85,000
Total 46000 · Merchandise Sales	3,711	3,500	211	65,562	54,500	11,062	85,000
4720-00 · Miscellaneous	3,806	0	3,806	7,999	0	7,999	0
Total Income	279,751	430,774	(151,023)	2,431,902	2,623,737	(191,836)	4,328,867
Gross Profit	279,751	430,774	(151,023)	2,431,902	2,623,737	(191,836)	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	5,212	7,049	(1,837)	48,688	56,391	(7,703)	84,586
5030-00 · P/R - Health Insurance Expense	11,173	11,750	(577)	81,659	94,000	(12,341)	141,000
5040-00 · P/R - Workmans Comp	1,275	1,128	147	7,521	9,021	(1,501)	13,532
5060-00 · 401 (k)	2,266	3,308	(1,043)	14,875	26,467	(11,592)	39,700
5070-00 · Other Benefits and Expenses	170	428	(258)	2,804	3,423	(619)	5,135
5000-00 · Salaries & Wages - Other	76,863	94,593	(17,731)	659,989	756,747	(96,758)	1,135,121
Total 5000-00 · Salaries & Wages	96,958	118,256	(21,298)	817,641	946,050	(128,408)	1,419,074
5100-00 · Rent							
5110-00 · Utilities	953	1,017	(64)	7,036	7,808	(773)	11,655
5140-00 · Repairs & Maintenance	1,369	888	480	4,596	7,107	(2,511)	10,660
5150-00 · Office - Cleaning	600	1,058	(458)	4,675	8,467	(3,792)	12,700
5100-00 · Rent - Other	13,144	12,819	325	106,754	101,523	5,231	152,798
Total 5100-00 · Rent	16,065	15,782	283	123,060	124,905	(1,844)	187,813
5310-00 · Telephone							
5320-00 · Telephone	2,725	1,924	801	17,863	15,392	2,471	23,088
Total 5310-00 · Telephone	2,725	1,924	801	17,863	15,392	2,471	23,088
5420-00 · Mail - USPS	100	127	(27)	631	1,013	(383)	1,520
5510-00 · Insurance/Bonding	1,149	1,692	(543)	8,546	13,533	(4,988)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	2,255	287	1,968	5,844	2,293	3,551	3,440
5520-00 · Supplies - Other	4,401	7,598	(3,197)	13,914	60,783	(46,869)	91,174
Total 5520-00 · Supplies	6,656	7,885	(1,229)	19,758	63,076	(43,318)	94,614
5610-00 · Depreciation	375	0	375	764	0	764	0
5700-00 · Equipment Support & Maintenance	(1,846)	2,267	(4,113)	16,926	18,133	(1,208)	27,200
5710-00 · Taxes, Licenses & Fees	1,744	1,025	719	9,550	8,200	1,350	12,300
5740-00 · Equipment Rental/Leasing	365	969	(604)	3,388	7,753	(4,366)	11,630
5800-00 · Training Seminars	310	1,667	(1,356)	376	13,333	(12,957)	22,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	2,000	(990)	3,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	520	750	(230)	2,380	6,000	(3,620)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	7,220	13,250	(6,030)	38,420	76,500	(38,080)	134,000
Total 5900-00 · Professional Fees	7,740	14,000	(6,260)	62,600	108,500	(45,900)	169,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	30,000	(30,000)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10	5,000	(4,990)	151	13,750	(13,599)	50,000
6018-00 · Business Assoc. Grants	0	15,000	(15,000)	0	15,000	(15,000)	30,000
Total 6020-00 · Programs	10	20,000	(19,990)	151	28,750	(28,599)	80,000
6420-00 · Events							
6420-01 · Sponsorships							

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-01 · 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	25,400	(25,400)	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	6,000	(6,000)	0	6,000	(6,000)	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	31,500	(31,500)	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	50,000	(50,000)	240,800
Total 6420-01 · Sponsorships	0	132,900	(132,900)	0	157,300	(157,300)	529,000
6421-00 · New Event Development	0	5,000	(5,000)	4,000	12,500	(8,500)	30,000
6424-00 · Event Operation Expenses	0	500	(500)	0	2,500	(2,500)	6,000
Total 6420-00 · Events	0	138,400	(138,400)	4,000	172,300	(168,300)	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	413	(413)	0	1,350	(1,350)	3,000
6442-00 · Public Relations/Website/Digita	(28)	417	(445)	4,639	3,333	1,306	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	3,333	(2,418)	5,000
Total 6423-00 · Membership Activities	(28)	1,246	(1,274)	5,849	8,517	(2,668)	42,000
6730-00 · Marketing Cooperative/Media	0	50,845	(50,845)	546,253	715,166	(168,913)	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	1,392	23,000	(21,608)	3,669	140,000	(136,331)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	6,000	7,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	24,000	(24,000)	40,000
6743-07 · Winter Regional Campaign	(750)	0	(750)	17,277	0	17,277	0
Total 6743-00 · BACC Marketing Programs	(750)	8,000	(8,750)	30,686	48,000	(17,314)	80,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	10,000	(9,605)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	48	125	(77)	1,068	1,000	68	1,500
59900 · POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 · CGS - Other	0	0	0	98	0	98	0
8100-00 · Cost of Goods Sold - Other	1,853	1,565	288	33,614	24,362	9,253	38,000
Total 8100-00 · Cost of Goods Sold	1,900	1,690	211	35,363	25,362	10,002	39,500
8200-00 · Associate Relations	102	135	(33)	2,116	1,059	1,057	1,600
8300-00 · Board Functions	310	500	(190)	2,554	5,000	(2,446)	7,000
8500-00 · Credit Card Fees	132	165	(33)	2,730	2,562	169	5,850
8600-00 · Additional Opportunit	650	10,000	(9,350)	72,953	80,000	(7,047)	120,000
8700-00 · Automobile Expenses	59	466	(407)	1,662	3,588	(1,926)	5,450
8750-00 · Meals/Meetings	0	763	(763)	330	5,850	(5,520)	8,900
8810-00 · Dues & Subscriptions	3,027	1,513	1,514	7,979	11,847	(3,868)	17,900
8910-00 · Travel	0	2,500	(2,500)	0	2,500	(2,500)	12,600
8920-00 · Bad Debt	751	0	751	38,230	0	38,230	0
Total Expense	139,896	429,230	(289,334)	1,837,031	2,625,722	(788,691)	4,299,338
Net Ordinary Income	139,854	1,543	138,311	594,870	(1,985)	596,855	29,529
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	13	0	13	126	0	126	0
Total Other Income	13	0	13	126	0	126	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	13	0	13	126	0	126	(0)
Net Income	139,868	1,543	138,324	594,996	(1,985)	596,881	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,261,053	2,599,692	(338,639)	(13)%
4200-00 · Membership Dues Revenue	92,593	89,794	2,799	3%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	0	3,325	(3,325)	(100)%
4251-00 · Tues AM Breakfast Club - Other	0	4,005	(4,005)	(100)%
Total 4251-00 · Tues AM Breakfast Club	0	7,330	(7,330)	(100)%
4250-00 · Revenues-Membership Activities - Other	3,170	7,376	(4,206)	(57)%
Total 4250-00 · Revenues-Membership Activities	3,170	14,706	(11,536)	(78)%
4253-00 · Revenue- Other	1,525	1,000	525	53%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	10,138	(10,138)	(100)%
4600-00 · Commissions - Other	0	34,545	(34,545)	(100)%
Total 4600-00 · Commissions	0	44,684	(44,684)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,813	7,403	(5,590)	(76)%
4504-00 · Retail Revenue - Other	560	0	560	100%
46000 · Merchandise Sales - Other	63,189	73,278	(10,089)	(14)%
Total 46000 · Merchandise Sales	65,562	80,681	(15,119)	(19)%
4720-00 · Miscellaneous	7,999	0	7,999	100%
Total Income	2,431,902	2,830,556	(398,654)	(14)%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	2,431,902	2,830,556	(398,654)	(14)%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	15,520	(13,414)	(86)%
5020-00 · P/R - Tax Expense	48,688	49,976	(1,288)	(3)%
5030-00 · P/R - Health Insurance Expense	81,659	86,270	(4,612)	(5)%
5040-00 · P/R - Workmans Comp	7,521	6,507	1,014	16%
5060-00 · 401 (k)	14,875	22,546	(7,671)	(34)%
5070-00 · Other Benefits and Expenses	2,804	2,424	380	16%
5000-00 · Salaries & Wages - Other	659,989	562,655	97,335	17%
Total 5000-00 · Salaries & Wages	817,641	745,897	71,744	10%
5100-00 · Rent				
5110-00 · Utilities	7,036	6,989	46	1%
5140-00 · Repairs & Maintenance	4,596	5,441	(845)	(16)%
5150-00 · Office - Cleaning	4,675	5,700	(1,025)	(18)%
5100-00 · Rent - Other	106,754	104,506	2,248	2%
Total 5100-00 · Rent	123,060	122,636	424	0%
5310-00 · Telephone				
5320-00 · Telephone	17,863	15,420	2,443	16%
Total 5310-00 · Telephone	17,863	15,420	2,443	16%
5420-00 · Mail - USPS	631	1,417	(786)	(56)%
5510-00 · Insurance/Bonding	8,546	9,404	(858)	(9)%
5520-00 · Supplies				
5525-00 · Supplies- Computer	5,844	794	5,050	636%
5520-00 · Supplies - Other	13,914	22,600	(8,687)	(38)%
Total 5520-00 · Supplies	19,758	23,395	(3,637)	(16)%
5610-00 · Depreciation	764	944	(180)	(19)%
5700-00 · Equipment Support & Maintenance	16,926	11,894	5,031	42%
5710-00 · Taxes, Licenses & Fees	9,550	8,562	987	12%
5740-00 · Equipment Rental/Leasing	3,388	10,694	(7,306)	(68)%
5800-00 · Training Seminars	376	4,513	(4,136)	(92)%
5850-00 · Artist of Month - Commissions	1,010	9,287	(8,276)	(89)%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,380	3,760	(1,380)	(37)%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	38,420	74,098	(35,678)	(48)%
Total 5900-00 · Professional Fees	62,600	99,683	(37,083)	(37)%
6020-00 · Programs				
6016-00 · Special Event Partnership	151	14,000	(13,849)	(99)%
Total 6020-00 · Programs	151	14,000	(13,849)	(99)%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-04 · Broken Arrow Skyrace	0	25,000	(25,000)	(100)%
6421-06 · Spartan	0	254,019	(254,019)	(100)%
6421-07 · Tahoe Lacrosse Tournament	0	6,000	(6,000)	(100)%
6421-10 · WinterWonderGrass - Tahoe	0	17,680	(17,680)	(100)%
6421-16 · Mountain Travel Symposium	0	5,525	(5,525)	(100)%
Total 6420-01 · Sponsorships	0	342,892	(342,892)	(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	344,729	(340,729)	(99)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	21,140	(20,845)	(99)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	2,724	(2,724)	(100)%
6442-00 · Public Relations/Website/Digita	4,639	3,798	841	22%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,779	(864)	(49)%
Total 6423-00 · Membership Activities	5,849	30,074	(24,225)	(81)%
6730-00 · Marketing Cooperative/Media	546,253	1,107,149	(560,896)	(51)%
6740-00 · Media/Collateral/Production	0	384	(384)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	3,669	9,134	(5,465)	(60)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,409	9,708	3,701	38%
6743-03 · Winter Lakeside Campaign	0	16,097	(16,097)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	0	0	0%
6743-07 · Winter Regional Campaign	17,277	0	17,277	100%
Total 6743-00 · BACC Marketing Programs	30,686	25,805	4,881	19%
7500-00 · Trade Shows/Travel	395	3,426	(3,031)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,068	872	196	22%
52500 · Purchase Discounts	0	(1)	1	100%
59900 · POS Inventory Adjustments	583	351	232	66%
8100-01 · CGS - Other	98	0	98	100%
8100-00 · Cost of Goods Sold - Other	33,614	37,899	(4,284)	(11)%
Total 8100-00 · Cost of Goods Sold	35,363	39,121	(3,758)	(10)%
8200-00 · Associate Relations	2,116	1,042	1,074	103%
8300-00 · Board Functions	2,554	19,999	(17,445)	(87)%
8500-00 · Credit Card Fees	2,730	4,421	(1,691)	(38)%
8600-00 · Additional Opportunitites	72,953	0	72,953	100%
8700-00 · Automobile Expenses	1,662	1,866	(205)	(11)%
8750-00 · Meals/Meetings	330	1,548	(1,218)	(79)%
8810-00 · Dues & Subscriptions	7,979	5,525	2,455	44%
8920-00 · Bad Debt	38,230	2,899	35,331	1,219%
Total Expense	1,837,031	2,674,869	(837,838)	(31)%
Net Ordinary Income	594,870	155,687	439,184	282%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	126	185	(59)	(32)%
Total Other Income	126	185	(59)	(32)%
Other Expense				

**North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Balancing Adjustments	0	0	0	0%
8990-00 - Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	126	185	(59)	(32)%
Net Income	594,996	155,872	439,125	282%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	171,034	325,434	(154,400)	1,566,398	1,783,448	(217,050)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
4720-00 · Miscellaneous	1,250			1,250			
Total Income	172,284	325,434	(153,150)	1,569,173	1,783,448	(214,275)	2,983,682
Gross Profit	172,284	325,434	(153,150)	1,569,173	1,783,448	(214,275)	2,983,682
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,232	1,667	(435)	12,155	13,333	(1,178)	20,000
5030-00 · P/R - Health Insurance Expense	3,979	4,000	(21)	26,584	32,000	(5,416)	48,000
5040-00 · P/R - Workmans Comp	529	125	404	3,072	1,000	2,072	1,500
5060-00 · 401 (k)	743	833	(91)	6,617	6,667	(49)	10,000
5070-00 · Other Benefits and Expenses	30	142	(111)	673	1,133	(461)	1,700
5000-00 · Salaries & Wages - Other	20,546	22,299	(1,754)	180,137	178,395	1,743	267,592
Total 5000-00 · Salaries & Wages	27,059	29,066	(2,007)	229,239	232,528	(3,289)	348,792
5100-00 · Rent							
5110-00 · Utilities	136	200	(64)	1,156	1,275	(119)	1,855
5140-00 · Repairs & Maintenance	74	75	(1)	260	600	(340)	900
5150-00 · Office - Cleaning	180	250	(70)	1,512	2,000	(488)	3,000
5100-00 · Rent - Other	2,126	2,400	(274)	17,294	18,176	(883)	27,777
Total 5100-00 · Rent	2,517	2,925	(409)	20,222	22,051	(1,830)	33,532
5310-00 · Telephone							
5320-00 · Telephone	535	549	(14)	4,082	4,392	(310)	6,588
Total 5310-00 · Telephone	535	549	(14)	4,082	4,392	(310)	6,588
5420-00 · Mail - USPS	26	0	26	80	0	80	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3,382	0	3,382	0
5520-00 · Supplies - Other	12	1,716	(1,705)	544	13,729	(13,186)	20,594
Total 5520-00 · Supplies	12	1,716	(1,705)	3,926	13,729	(9,803)	20,594
5700-00 · Equipment Support & Maintenance	3	13	(10)	0	100	(100)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	79	100	(21)	150
5740-00 · Equipment Rental/Leasing	91	167	(75)	851	1,333	(482)	2,000
5800-00 · Training Seminars	0	750	(750)	0	6,000	(6,000)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,000	(1,000)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	9,000	(9,000)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	0	10,000	(10,000)	15,000
5941-00 · Research & Planning	0	0	0	0	20,000	(20,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10	5,000	(4,990)	151	13,750	(13,599)	50,000
6018-00 · Business Assoc. Grants	0	15,000	(15,000)	0	15,000	(15,000)	30,000
Total 6020-00 · Programs	10	20,000	(19,990)	151	28,750	(28,599)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	25,400	(25,400)	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	6,000	(6,000)	0	6,000	(6,000)	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	31,500	(31,500)	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	50,000	(50,000)	240,800
Total 6420-01 · Sponsorships	0	132,900	(132,900)	0	157,300	(157,300)	529,000
6421-00 · New Event Development	0	5,000	(5,000)	4,000	12,500	(8,500)	30,000
6424-00 · Event Operation Expenses	0	500	(500)	0	2,500	(2,500)	6,000
Total 6420-00 · Events	0	138,400	(138,400)	4,000	172,300	(168,300)	565,000
6423-00 · Membership Activities							
6442-00 · Public Relations/Website/Digital	600			600			
Total 6423-00 · Membership Activities	600			600			
6730-00 · Marketing Cooperative/Media	0	47,376	(47,376)	503,399	665,728	(162,329)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	1,192	22,000	(20,808)	2,069	132,000	(129,931)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	6,000	7,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	6,000	(6,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	24,000	(24,000)	40,000
6743-07 · Winter Regional Campaign	(750)	0	(750)	17,277	0	17,277	0
Total 6743-00 · BACC Marketing Programs	(750)	8,000	(8,750)	30,686	48,000	(17,314)	80,000
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	12	23	(11)	168	159	9	250
8600-00 · Additional Opportunit	0	7,917	(7,917)	67,753	63,333	4,419	95,000
8700-00 · Automobile Expenses	5	136	(131)	277	955	(677)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	1,750	(1,734)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	400	1,814	(1,413)	2,850
8910-00 · Travel	0	2,500	(2,500)	0	2,500	(2,500)	11,100
8920-00 · Bad Debt	556			556			
Total Expense	31,900	283,309	(251,409)	868,949	1,427,523	(558,574)	2,459,256
Net Ordinary Income	140,384	42,125	98,259	700,225	355,926	344,299	524,426
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	13	0	13	126	0	126	0
Total Other Income	13	0	13	126	0	126	0
Other Expense							
8990-00 · Allocated	31,344	42,125	(10,781)	278,455	355,926	(77,471)	524,426

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

Accrual Basis

11 - Marketing

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	31,344	42,125	(10,781)	278,455	355,926	(77,471)	524,426
Net Other Income	(31,331)	(42,125)	10,794	(278,329)	(355,926)	77,596	(524,426)
Net Income	109,054	0	109,054	421,895	(0)	421,895	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	28,854	28,854	0	254,953	254,953	0	384,054
Total Income	28,854	28,854	0	254,953	254,953	0	384,054
Gross Profit	28,854	28,854	0	254,953	254,953	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	951	1,157	(207)	9,420	9,257	163	13,886
5030-00 · P/R - Health Insurance Expense	2,367	2,042	326	17,938	16,333	1,605	24,500
5040-00 · P/R - Workmans Comp	406	167	239	1,984	1,333	651	2,000
5060-00 · 401 (k)	558	500	58	4,585	4,000	585	6,000
5070-00 · Other Benefits and Expenses	64	38	27	757	300	457	450
5000-00 · Salaries & Wages - Other	15,037	14,030	1,007	118,994	112,243	6,750	168,365
Total 5000-00 · Salaries & Wages	19,383	17,933	1,449	155,783	143,467	12,316	215,201
5100-00 · Rent							
5110-00 · Utilities	97	75	22	775	600	175	900
5140-00 · Repairs & Maintenance	55	22	33	193	173	19	260
5150-00 · Office - Cleaning	133	142	(8)	1,039	1,133	(94)	1,700
5100-00 · Rent - Other	1,939	1,167	772	11,374	9,333	2,041	14,000
Total 5100-00 · Rent	2,224	1,405	819	13,380	11,240	2,140	16,860
5310-00 · Telephone							
5320-00 · Telephone	420	267	154	3,081	2,133	948	3,200
Total 5310-00 · Telephone	420	267	154	3,081	2,133	948	3,200
5420-00 · Mail - USPS	18	17	2	55	133	(79)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	0	360	(360)	540
5520-00 · Supplies - Other	8	113	(105)	331	900	(569)	1,350
Total 5520-00 · Supplies	8	158	(150)	331	1,260	(929)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	67	53	100
5740-00 · Equipment Rental/Leasing	40	83	(43)	390	667	(277)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	0	3,469	(3,469)	42,853	49,438	(6,585)	75,000
8200-00 · Associate Relations	28	0	28	0	0	28	0
8750-00 · Meals/Meetings	0	29	(29)	0	233	(233)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	500	(500)	750
Total Expense	22,122	23,432	(1,310)	216,021	209,139	6,882	316,551
Net Ordinary Income	6,732	5,422	1,310	38,932	45,814	(6,882)	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,033	5,422	(1,389)	35,827	45,814	(9,987)	67,503
Total Other Expense	4,033	5,422	(1,389)	35,827	45,814	(9,987)	67,503
Net Other Income	(4,033)	(5,422)	1,389	(35,827)	(45,814)	9,987	(67,503)
Net Income	2,699	(0)	2,699	3,104	(0)	3,105	0

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

42 - Visitor Center

Accrual Basis

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	39,566	39,566	0	306,294	306,295	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	258	0	258	1,813	0	1,813	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	3,453	3,500	(47)	63,189	54,500	8,689	85,000
Total 46000 · Merchandise Sales	3,711	3,500	211	65,562	54,500	11,062	85,000
Total Income	43,277	43,066	211	371,856	360,795	11,061	542,711
Gross Profit	43,277	43,066	211	371,856	360,795	11,061	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	672	1,292	(620)	6,755	10,333	(3,578)	15,500
5030-00 · P/R - Health Insurance Expense	1,260	1,583	(324)	9,351	12,667	(3,315)	19,000
5040-00 · P/R - Workmans Comp	247	433	(186)	2,782	3,467	(685)	5,200
5060-00 · 401 (k)	280	417	(136)	2,843	3,333	(490)	5,000
5070-00 · Other Benefits and Expenses	17	82	(65)	531	655	(124)	982
5000-00 · Salaries & Wages - Other	7,470	15,568	(8,099)	74,773	124,545	(49,772)	186,818
Total 5000-00 · Salaries & Wages	9,946	19,375	(9,429)	97,036	155,000	(57,964)	232,500
5100-00 · Rent							
5110-00 · Utilities	518	583	(65)	3,494	4,667	(1,172)	7,000
5140-00 · Repairs & Maintenance	248	458	(211)	866	3,667	(2,800)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	2,867	(2,867)	4,300
5100-00 · Rent - Other	5,933	6,721	(788)	51,184	53,767	(2,583)	80,650
Total 5100-00 · Rent	6,698	8,121	(1,422)	55,545	64,967	(9,422)	97,450
5310-00 · Telephone							
5320-00 · Telephone	318	238	80	2,362	1,900	462	2,850
Total 5310-00 · Telephone	318	238	80	2,362	1,900	462	2,850
5420-00 · Mail - USPS	18	17	2	55	133	(79)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	600	(600)	900
5520-00 · Supplies - Other	335	2,917	(2,581)	2,654	23,333	(20,679)	35,000
Total 5520-00 · Supplies	335	2,992	(2,656)	2,654	23,933	(21,279)	35,900
5610-00 · Depreciation	153	0	153	415	0	415	0
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	33	(33)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	30	33	(3)	50
5740-00 · Equipment Rental/Leasing	73	129	(56)	673	1,033	(360)	1,550
5800-00 · Training Seminars	0	250	(250)	0	2,000	(2,000)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	2,000	(990)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,600	8,000	(6,400)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	48	125	(77)	1,068	1,000	68	1,500
59900 · POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 · CGS - Other	0	0	0	98	0	98	0
8100-00 · Cost of Goods Sold - Other	1,853	1,565	288	33,614	24,362	9,253	38,000
Total 8100-00 · Cost of Goods Sold	1,900	1,690	211	35,363	25,362	10,002	39,500
8200-00 · Associate Relations	0	17	(17)	112	133	(21)	200
8500-00 · Credit Card Fees	78	165	(86)	2,415	2,562	(146)	4,000
8700-00 · Automobile Expenses	0	46	(46)	83	367	(284)	550
8750-00 · Meals/Meetings	0	33	(33)	58	267	(208)	400
8810-00 · Dues & Subscriptions	1,530	8	1,522	1,530	67	1,463	100
8910-00 · Travel	0	0	0	0	0	0	1,500
Total Expense	21,250	36,004	(14,754)	200,941	301,123	(100,182)	454,800
Net Ordinary Income	22,027	7,062	14,965	170,915	59,672	111,243	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,798	7,062	(1,264)	51,509	59,672	(8,163)	87,921
Total Other Expense	5,798	7,062	(1,264)	51,509	59,672	(8,163)	87,921
Net Other Income	(5,798)	(7,062)	1,264	(51,509)	(59,672)	8,163	(87,921)
Net Income	16,229	0	16,229	119,406	0	119,406	(10)

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

Accrual Basis

51 - TMPI

	Feb 21	Budget	\$ Over Bu...	Jul '20 - Fe...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	20,253	20,253	0	133,408	133,408	0	218,419
Total Income	20,253	20,253	0	133,408	133,408	0	218,419
Gross Profit	20,253	20,253	0	133,408	133,408	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	90	225	(135)	856	1,800	(944)	2,700
5030-00 · P/R - Health Insurance Expense	159	167	(8)	1,224	1,333	(109)	2,000
5040-00 · P/R - Workmans Comp	6	175	(169)	55	1,400	(1,345)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,333	(1,333)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	7	135	(129)	203
5000-00 · Salaries & Wages - Other	1,524	3,836	(2,311)	13,054	30,684	(17,630)	46,026
Total 5000-00 · Salaries & Wages	1,780	4,586	(2,806)	15,197	36,686	(21,489)	55,029
5100-00 · Rent							
5110-00 · Utilities	5			35	0	35	0
5140-00 · Repairs & Maintenance	3			10	0	10	0
5150-00 · Office - Cleaning	7			52	0	52	0
5100-00 · Rent - Other	213	0	213	569	0	569	0
Total 5100-00 · Rent	228	0	228	665	0	665	0
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	132	0	132	0
Total 5310-00 · Telephone	18	0	18	132	0	132	0
5420-00 · Mail - USPS	1			3	0	3	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	3,750	2,083	1,667	8,246	16,667	(8,421)	25,000
Total 5520-00 · Supplies	3,750	2,083	1,667	8,249	16,667	(8,418)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			2	0	2	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	7,220	10,500	(3,280)	38,420	54,000	(15,580)	100,000
Total 5900-00 · Professional Fees	7,220	10,500	(3,280)	38,420	54,000	(15,580)	100,000
8700-00 · Automobile Expenses	0	0	0	53	0	53	0
8810-00 · Dues & Subscriptions	9	0	9	61	0	61	0
Total Expense	13,006	17,169	(4,163)	62,784	107,353	(44,569)	180,029
Net Ordinary Income	7,247	3,084	4,163	70,624	26,055	44,569	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,295	3,084	(789)	20,387	26,055	(5,669)	38,390
Total Other Expense	2,295	3,084	(789)	20,387	26,055	(5,669)	38,390
Net Other Income	(2,295)	(3,084)	789	(20,387)	(26,055)	5,669	(38,390)
Net Income	4,952	(0)	4,952	50,238	(0)	50,238	0

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

Accrual Basis

60 - Membership

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	12,007	10,417	1,590	92,593	83,333	9,260	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	3,000	(3,000)	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	1,000	(1,000)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	1,800	(1,800)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	6,000
4250-00 · Revenues-Membership Activities - Other	520	0	520	3,170	0	3,170	0
Total 4250-00 · Revenues-Membership Activities	520	2,250	(1,730)	3,170	7,300	(4,130)	72,500
4253-00 · Revenue- Other	0	500	(500)	0	500	(500)	2,500
Total Income	12,527	13,167	(640)	95,763	91,133	4,630	200,000
Gross Profit	12,527	13,167	(640)	95,763	91,133	4,630	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	354	458	(104)	2,096	3,667	(1,570)	5,500
5030-00 · P/R - Health Insurance Expense	379	667	(288)	1,563	5,333	(3,770)	8,000
5040-00 · P/R - Workmans Comp	15	33	(18)	82	267	(185)	400
5060-00 · 401 (k)	100	142	(42)	615	1,133	(518)	1,700
5070-00 · Other Benefits and Expenses	(8)	33	(41)	19	267	(248)	400
5000-00 · Salaries & Wages - Other	3,396	5,333	(1,938)	24,871	42,667	(17,795)	64,000
Total 5000-00 · Salaries & Wages	4,235	6,667	(2,431)	29,247	53,333	(24,087)	80,000
5100-00 · Rent							
5110-00 · Utilities	35	33	2	272	267	6	400
5140-00 · Repairs & Maintenance	23	8	15	82	67	15	100
5150-00 · Office - Cleaning	57	58	(2)	334	467	(133)	700
5100-00 · Rent - Other	(430)	638	(1,067)	4,498	5,100	(602)	7,650
Total 5100-00 · Rent	(314)	737	(1,052)	5,185	5,900	(714)	8,850
5310-00 · Telephone							
5320-00 · Telephone	120	121	(1)	839	967	(128)	1,450
Total 5310-00 · Telephone	120	121	(1)	839	967	(128)	1,450
5420-00 · Mail - USPS	6	10	(4)	17	80	(63)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			2	0	2	0
5520-00 · Supplies - Other	3	167	(164)	139	1,333	(1,194)	2,000
Total 5520-00 · Supplies	3	167	(164)	141	1,333	(1,193)	2,000
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	55	173	(119)	485	1,387	(901)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	500	(500)	1,000
Total 5900-00 · Professional Fees	0	0	0	0	500	(500)	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	413	(413)	0	1,350	(1,350)	3,000
6442-00 · Public Relations/Website/Digita	(628)	417	(1,045)	4,039	3,333	706	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	3,333	(2,418)	5,000
Total 6423-00 · Membership Activities	(628)	1,246	(1,874)	5,249	8,517	(3,268)	42,000
8200-00 · Associate Relations	62	13	49	93	100	(7)	150
8500-00 · Credit Card Fees	53	0	53	315	0	315	1,850
8700-00 · Automobile Expenses	0	33	(33)	147	267	(119)	400
8750-00 · Meals/Meetings	0	33	(33)	7	267	(260)	400
8810-00 · Dues & Subscriptions	15	17	(2)	151	133	18	200
8920-00 · Bad Debt	195	0	195	37,587	0	37,587	0
Total Expense	3,801	9,217	(5,416)	79,487	72,783	6,703	140,500
Net Ordinary Income	8,726	3,950	4,776	16,276	18,350	(2,074)	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,792	2,407	(614)	15,923	20,334	(4,411)	29,961
Total Other Expense	1,792	2,407	(614)	15,923	20,334	(4,411)	29,961

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

Accrual Basis

60 - Membership

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,792)	(2,407)	614	(15,923)	(20,334)	4,411	(29,961)
Net Income	<u>6,933</u>	<u>1,543</u>	<u>5,390</u>	<u>353</u>	<u>(1,984)</u>	<u>2,337</u>	<u>29,539</u>

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

70 - Administration

Accrual Basis

	Feb 21	Budget	\$ Over Budget	Jul '20 - Feb 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 · Miscellaneous	2,556	0	2,556	6,749	0	6,749	0
Total Income	2,556	0	2,556	6,749	0	6,749	0
Gross Profit	2,556	0	2,556	6,749	0	6,749	0
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,913	2,250	(337)	17,405	18,000	(595)	27,000
5030-00 · P/R - Health Insurance Expense	3,029	3,292	(262)	24,998	26,333	(1,336)	39,500
5040-00 · P/R - Workmans Comp	72	194	(123)	(454)	1,555	(2,009)	2,332
5060-00 · 401 (k)	585	1,250	(665)	214	10,000	(9,786)	15,000
5070-00 · Other Benefits and Expenses	65	117	(52)	818	933	(116)	1,400
5000-00 · Salaries & Wages - Other	28,891	33,327	(4,636)	248,159	268,213	(20,054)	402,320
Total 5000-00 · Salaries & Wages	34,555	40,629	(6,074)	291,140	325,035	(33,895)	487,552
5100-00 · Rent							
5110-00 · Utilities	162	125	37	1,304	1,000	304	1,500
5140-00 · Repairs & Maintenance	966	325	641	3,186	2,600	586	3,900
5150-00 · Office - Cleaning	223	250	(27)	1,738	2,000	(262)	3,000
5100-00 · Rent - Other	3,363	1,893	1,469	21,836	15,147	6,689	22,720
Total 5100-00 · Rent	4,714	2,593	2,120	28,063	20,747	7,316	31,120
5310-00 · Telephone							
5320-00 · Telephone	1,313	750	563	7,367	6,000	1,367	9,000
Total 5310-00 · Telephone	1,313	750	563	7,367	6,000	1,367	9,000
5420-00 · Mail - USPS	30	83	(53)	422	667	(244)	1,000
5510-00 · Insurance/Bonding	1,149	1,692	(543)	8,546	13,533	(4,988)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	2,255	167	2,088	2,457	1,333	1,124	2,000
5520-00 · Supplies - Other	293	603	(309)	2,000	4,820	(2,820)	7,230
Total 5520-00 · Supplies	2,548	769	1,779	4,457	6,153	(1,696)	9,230
5610-00 · Depreciation	223	0	223	349	0	349	0
5700-00 · Equipment Support & Maintenance	(1,849)	2,250	(4,099)	16,926	18,000	(1,074)	27,000
5710-00 · Taxes, Licenses & Fees	1,744	1,000	744	9,296	8,000	1,296	12,000
5740-00 · Equipment Rental/Leasing	106	417	(311)	986	3,333	(2,347)	5,000
5800-00 · Training Seminars	310	667	(356)	376	5,333	(4,957)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	520	625	(105)	2,380	5,000	(2,620)	7,500
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	13,000	(13,000)	19,500
Total 5900-00 · Professional Fees	520	2,250	(1,730)	24,180	44,000	(19,820)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	10,000	(10,000)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	10,000	(10,000)	15,000
8200-00 · Associate Relations	0	83	(83)	1,714	667	1,048	1,000
8300-00 · Board Functions	310	500	(190)	2,554	5,000	(2,446)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	5,200	16,667	(11,467)	25,000
8700-00 · Automobile Expenses	54	250	(196)	1,101	2,000	(899)	3,000
8750-00 · Meals/Meetings	0	417	(417)	249	3,333	(3,084)	5,000
8810-00 · Dues & Subscriptions	1,441	1,167	275	5,837	9,333	(3,496)	14,000
8920-00 · Bad Debt	0	0	0	87	0	87	0
Total Expense	47,818	60,100	(12,282)	408,850	507,802	(98,951)	748,202
Net Ordinary Income	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Total Other Expense	(45,262)	(60,100)	14,838	(402,101)	(507,802)	105,700	(748,202)
Net Other Income	45,262	60,100	(14,838)	402,101	507,802	(105,700)	748,202
Net Income	0	(0)	0	0	(0)	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of February 28, 2021

Accrual Basis

	<u>Feb 28, 21</u>	<u>Feb 29, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	740,282	283,992	456,290	161%	491,681
Total Checking/Savings	<u>740,282</u>	<u>283,992</u>	<u>456,290</u>	<u>161%</u>	<u>491,681</u>
Accounts Receivable					
1200-00 · Accounts Receivable	390	6,285	(5,895)	(94%)	1,335
Total Accounts Receivable	<u>390</u>	<u>6,285</u>	<u>(5,895)</u>	<u>(94%)</u>	<u>1,335</u>
Other Current Assets					
1300 · Reimbursements Receivable	0	5,500	(5,500)	(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	<u>100</u>	<u>8,825</u>	<u>(8,725)</u>	<u>(99%)</u>	<u>37,525</u>
Total Current Assets	<u>740,772</u>	<u>299,102</u>	<u>441,670</u>	<u>148%</u>	<u>530,541</u>
Other Assets					
1400-00 · Prepaid Expenses	68,118	49,690	18,428	37%	8,321
Total Other Assets	<u>68,118</u>	<u>49,690</u>	<u>18,428</u>	<u>37%</u>	<u>8,321</u>
TOTAL ASSETS	<u><u>808,890</u></u>	<u><u>348,792</u></u>	<u><u>460,098</u></u>	<u><u>132%</u></u>	<u><u>538,862</u></u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	32,066	214,619	(182,553)	(85%)	51,879
Total Accounts Payable	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
Total Current Liabilities	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
Total Liabilities	<u>32,066</u>	<u>214,619</u>	<u>(182,553)</u>	<u>(85%)</u>	<u>51,879</u>
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	289,841	109,331	180,510	165%	462,141
Total Equity	<u>776,824</u>	<u>134,173</u>	<u>642,651</u>	<u>479%</u>	<u>486,983</u>
TOTAL LIABILITIES & EQUITY	<u><u>808,890</u></u>	<u><u>348,792</u></u>	<u><u>460,098</u></u>	<u><u>132%</u></u>	<u><u>538,862</u></u>

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of February 28, 2021

	<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 February 28, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	194.73	0.00	0.00	0.00	0.00	194.73
Denise Cmiel	101.25	0.00	0.00	0.00	0.00	101.25
iDSS Global, LLC.	2,500.00	500.00	0.00	0.00	0.00	3,000.00
IVCB Visitors Bureau	478.98	0.00	0.00	0.00	0.00	478.98
NLTRA	2,681.75	0.00	0.00	0.00	0.00	2,681.75
Richter7	12,430.06	0.00	0.00	0.00	0.00	12,430.06
Smith & Jones, Inc.	4,078.75	0.00	0.00	0.00	0.00	4,078.75
The Abbi Agency, Inc	9,100.00	0.00	0.00	0.00	0.00	9,100.00
TOTAL	<u>31,565.52</u>	<u>500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>32,065.52</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

July 2020 through February 2021

Accrual Basis

	Jul '20 - Feb ...	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	328,800	396,000	(67,200)	328,800	396,000	(67,200)	592,000
4001-00 · NLTRA Funding	546,253	715,166	(168,913)	546,253	715,166	(168,913)	1,000,000
4004-00 · IVCBVB Entertainment	6,000	6,000	0	6,000	6,000	0	8,000
4005-00 · Prior Year Net Income	0	279,224	(279,224)	0	279,224	(279,224)	410,697
4099-00 · Revenue - Other	45,200	0	45,200	45,200	0	45,200	0
Total Income	926,253	1,396,390	(470,137)	926,253	1,396,390	(470,137)	2,010,697
Gross Profit	926,253	1,396,390	(470,137)	926,253	1,396,390	(470,137)	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	4,167	32,124	(27,957)	4,167	32,124	(27,957)	42,501
5004-00 · Trip Advisor	5,903	62,248	(56,345)	5,903	62,248	(56,345)	85,000
5005-00 · Paid Social	18,882	100,632	(81,750)	18,882	100,632	(81,750)	112,660
5005-01 · Digital Display / Retargeting	40,052	63,400	(23,348)	40,052	63,400	(23,348)	85,800
5005-02 · Retargeting Video	0	7,250	(7,250)	0	7,250	(7,250)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	37,104	0	37,104	37,104	0	37,104	0
5007-02 · Website Production	2,843	0	2,843	2,843	0	2,843	0
5007-03 · Photo/Video Creative	5,302	0	5,302	5,302	0	5,302	0
5007-00 · Creative Production - Other	1,148	58,770	(57,623)	1,148	58,770	(57,623)	105,364
Total 5007-00 · Creative Production	46,396	58,770	(12,375)	46,396	58,770	(12,375)	105,364
5010-00 · Account Strategy & Management	48,000	48,000	0	48,000	48,000	0	72,000
5010-02 · Website Strategy & Analysis	12,816	24,936	(12,120)	12,816	24,936	(12,120)	37,400
5013-00 · Outdoor	0	115,000	(115,000)	0	115,000	(115,000)	115,000
5015-00 · Video	0	87,950	(87,950)	0	87,950	(87,950)	112,350
5017-00 · Rich Media	0	35,000	(35,000)	0	35,000	(35,000)	35,000
5018-00 · Media Commission	30,400	76,315	(45,915)	30,400	76,315	(45,915)	96,631
5018-01 · Digital Ad Serving	333	2,000	(1,667)	333	2,000	(1,667)	3,000
5020-00 · Search Engine Marketing	34,744	51,000	(16,256)	34,744	51,000	(16,256)	65,700
5022-00 · Email	4,162	18,352	(14,190)	4,162	18,352	(14,190)	35,000
5024-00 · Fusion 7	16,000	16,000	0	16,000	16,000	0	24,000
5025-00 · Expedia	0	20,000	(20,000)	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	19,900	(19,900)	0	19,900	(19,900)	30,000
5029-00 · Television	10,154	0	10,154	10,154	0	10,154	0
Total 5000-00 · CONSUMER MARKETING	272,009	838,877	(566,868)	272,009	838,877	(566,868)	1,091,406
5110-00 · LEISURE SALES							
5107-00 · Creative Production	150	6,250	(6,100)	150	6,250	(6,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	120	5,000	(4,880)	120	5,000	(4,880)	5,000
5113-00 · Additional Opportunities	0	4,000	(4,000)	0	4,000	(4,000)	10,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	0	0	2,000
5120-00 · Domestic - Trade Shows	0	6,500	(6,500)	0	6,500	(6,500)	6,500
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 · Ski-Tops	0	1,345	(1,345)	0	1,345	(1,345)	2,545
5134-00 · Intl Marketing - Additional Opp	0	2,000	(2,000)	0	2,000	(2,000)	4,000
5137-00 · Co-op Opportunities	10,000	0	10,000	10,000	0	10,000	12,000
5143-00 · Mountain Travel Symposium	0	3,150	(3,150)	0	3,150	(3,150)	5,350
5144-00 · IPW - POW WOW	0	8,000	(8,000)	0	8,000	(8,000)	11,000
5145-00 · TIA Annual Dues	0	2,695	(2,695)	0	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	6,241	6,075	166	6,241	6,075	166	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 · Canada - Other	0	6,000	(6,000)	0	6,000	(6,000)	12,000
Total 5154-00 · Canada	0	6,000	(6,000)	0	6,000	(6,000)	18,000
5155-00 · California Star Program	1,167	3,500	(2,333)	1,167	3,500	(2,333)	3,500
Total 5110-00 · LEISURE SALES	17,678	54,515	(36,837)	17,678	54,515	(36,837)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	12,000	12,000	0	12,000	12,000	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	8,500	12,500	(4,000)	8,500	12,500	(4,000)	18,500
5202-01 · Rich Content Development	20,000	0	20,000	20,000	0	20,000	0
5204-00 · Media Mission(s)	747	20,000	(19,253)	747	20,000	(19,253)	30,000
5206-00 · Digital Buy/ Social Media Boost	4,000	4,000	0	4,000	4,000	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	2,400	2,400	0	2,400	2,400	0	3,600
5209-00 · Domestic Travel Media FAMS	5,866	15,000	(9,134)	5,866	15,000	(9,134)	20,000
5210-00 · Content Dev - Newsletters	12,600	14,400	(1,800)	12,600	14,400	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	32,000	32,000	0	32,000	32,000	0	48,000
5212-00 · Social Giveaways & Contests	0	7,000	(7,000)	0	7,000	(7,000)	10,500
5213-00 · Facebook Live	0	150	(150)	0	150	(150)	150
5214-00 · Social Takeover	0	11,250	(11,250)	0	11,250	(11,250)	15,000
5216-00 · PR Content Development + Distri	7,403	5,600	1,803	7,403	5,600	1,803	8,400
5218-00 · Crisis Communication / Training	5,000	4,900	100	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	1,500	11,250	(9,750)	1,500	11,250	(9,750)	15,000
5222-00 · Media Tracking / Membership	1,816	9,328	(7,512)	1,816	9,328	(7,512)	14,000
5280-00 · PR Meals / Entertainment	29	0	29	29	0	29	0
Total 5200-00 · PUBLIC RELATIONS	113,860	161,778	(47,918)	113,860	161,778	(47,918)	233,650

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

July 2020 through February 2021

Accrual Basis

	Jul '20 - Feb ...	Budget	\$ Over Budget	Jul '20 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	2,500	10,000	(7,500)	2,500	10,000	(7,500)	20,000
6003-00 · Geo-Fence Targeting	0	1,500	(1,500)	0	1,500	(1,500)	3,000
6004-00 · Email	0	2,500	(2,500)	0	2,500	(2,500)	5,000
6005-00 · Paid Media	23,123	3,000	20,123	23,123	3,000	20,123	6,000
6006-00 · CVENT	10,678	10,678	0	10,678	10,678	0	10,678
6007-00 · Creative Production	14,308	7,372	6,936	14,308	7,372	6,936	14,744
6014-00 · MCC Group Incentive Program	0	5,000	(5,000)	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	399	2,919	(2,520)	399	2,919	(2,520)	3,773
6016-00 · MCC Search Engine Marketing	853	3,328	(2,475)	853	3,328	(2,475)	5,000
6018-00 · MCC Media Commission	4,773	3,262	1,511	4,773	3,262	1,511	6,526
6019-00 · Conference Direct Partnership	5,333	5,000	333	5,333	5,000	333	5,000
6128-00 · HelmsBriscoe Strategic Partner	4,667	7,000	(2,333)	4,667	7,000	(2,333)	7,000
6152-00 · Client Events / Opportunities	109	1,570	(1,461)	109	1,570	(1,461)	6,570
6153-00 · Chicago Sales Rep Support	1,551	1,000	551	1,551	1,000	551	1,000
Total 6000-00 · CONFERENCE SALES	68,294	64,129	4,165	68,294	64,129	4,165	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	393	2,500	(2,107)	393	2,500	(2,107)	4,500
6116-00 · CalSAE Seasonal Spectacular	1,099	5,200	(4,101)	1,099	5,200	(4,101)	3,700
6118-00 · ASAE Annual	0	795	(795)	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	4,900	14,850	(9,950)	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	3,750	(3,750)	0	3,750	(3,750)	5,250
6151-00 · Destination CA	0	0	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	4,500	(4,500)	0	4,500	(4,500)	6,500
6156-00 · Connect California	0	3,750	(3,750)	0	3,750	(3,750)	5,250
6156-02 · Connect Chicago	0	5,750	(5,750)	0	5,750	(5,750)	5,750
6157-00 · HPN Partner Conference	1,175	0	1,175	1,175	0	1,175	0
6160-00 · AllThingsMeetings Silicon Valley	675	0	675	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	3,750	(3,750)	0	3,750	(3,750)	5,750
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	795	(795)	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	1,000	(1,000)	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	6,250	(6,250)	0	6,250	(6,250)	6,250
6180-00 · Conference Direct CA	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	1,000	(1,000)	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	8,662	59,390	(50,728)	8,662	59,390	(50,728)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	20,000	(20,000)	0	20,000	(20,000)	30,000
5009-00 · Fulfillment / Mail	1,226	8,000	(6,774)	1,226	8,000	(6,774)	12,000
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	25,000	25,000	0	50,000
5123-00 · HSVC - High Sierra Visitors	1,000	2,000	(1,000)	1,000	2,000	(1,000)	2,000
7002-00 · CRM Subscription	8,125	7,497	628	8,125	7,497	628	9,996
7003-00 · IVCBVB Entertainment Fund	892	4,000	(3,108)	892	4,000	(3,108)	8,000
7004-00 · Research	6,668	5,000	1,668	6,668	5,000	1,668	29,000
7005-00 · Film Festival	15,000	15,000	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	19,551	25,014	(5,463)	19,551	25,014	(5,463)	33,352
7008-00 · Opportunistic Funds	131	23,243	(23,112)	131	23,243	(23,112)	46,487
7009-00 · Tahoe Cam Usage	2,124	1,416	708	2,124	1,416	708	2,124
7010-00 · Photo Management & Storage	4,817	4,736	81	4,817	4,736	81	7,099
7020-00 · Collateral Production / Printin	10,256	8,000	2,256	10,256	8,000	2,256	8,000
7030-00 · Contract Review	2,300	0	2,300	2,300	0	2,300	0
8700-00 · Automobile Expense*	309	2,800	(2,491)	309	2,800	(2,491)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	97,399	151,706	(54,307)	97,399	151,706	(54,307)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	34,052	34,000	52	34,052	34,000	52	51,000
8003-00 · Website Hosting Maintenance	24,458	32,000	(7,542)	24,458	32,000	(7,542)	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	58,510	66,000	(7,490)	58,510	66,000	(7,490)	99,000
Total Expense	636,412	1,396,395	(759,983)	636,412	1,396,395	(759,983)	2,010,695
Net Income	289,841	(5)	289,846	289,841	(5)	289,846	2

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

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
Income				
4000-00 - LTIVCBVB Funding	328,800.00	648,057.00	-319,257.00	-49.3%
4001-00 - NLTRA Funding	546,252.63	1,107,149.00	-560,896.37	-50.7%
4004-00 - IVCBVB Entertainment	6,000.00	4,000.00	2,000.00	50.0%
4099-00 - Revenue - Other	45,200.00	0.00	45,200.00	100.0%
Total Income	926,252.63	1,759,206.00	-832,953.37	-47.4%
Gross Profit	926,252.63	1,759,206.00	-832,953.37	-47.4%
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	4,166.65	9,250.00	-5,083.35	-55.0%
5004-00 - Trip Advisor	5,902.93	63,685.65	-57,782.72	-90.7%
5005-00 - Paid Social	18,881.83	104,650.12	-85,768.29	-82.0%
5005-01 - Digital Display / Retargeting	40,052.28	144,770.77	-104,718.49	-72.3%
5005-02 - Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	37,103.87	0.00	37,103.87	100.0%
5007-02 - Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 - Photo/Video Creative	5,301.63	0.00	5,301.63	100.0%
5007-00 - Creative Production - Other	1,147.50	146,522.99	-145,375.49	-99.2%
Total 5007-00 - Creative Production	46,395.50	146,522.99	-100,127.49	-68.3%
5010-00 - Account Strategy & Management	48,000.00	56,000.00	-8,000.00	-14.3%
5010-01 - Digital Management & Reporting	0.00	16,000.00	-16,000.00	-100.0%
5010-02 - Website Strategy & Analysis	12,816.00	9,600.00	3,216.00	33.5%
5013-00 - Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 - Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 - Rich Media	0.00	34,987.64	-34,987.64	-100.0%
5018-00 - Media Commission	30,400.34	73,817.95	-43,417.61	-58.8%
5018-01 - Digital Ad Serving	332.89	2,059.53	-1,726.64	-83.8%
5020-00 - Search Engine Marketing	34,744.30	42,480.87	-7,736.57	-18.2%
5022-00 - Email	4,162.45	36,460.36	-32,297.91	-88.6%
5024-00 - Fusion 7	16,000.00	0.00	16,000.00	100.0%
5029-00 - Television	10,154.30	0.00	10,154.30	100.0%
Total 5000-00 - CONSUMER MARKETING	272,009.47	877,236.18	-605,226.71	-69.0%
5110-00 - LEISURE SALES				
5107-00 - Creative Production	150.00	2,775.00	-2,625.00	-94.6%
5112-00 - Training / Sales Calls	119.88	6,881.73	-6,761.85	-98.3%
5113-00 - Additional Opportunities	0.00	2,995.88	-2,995.88	-100.0%
5120-00 - Domestic - Trade Shows	0.00	5,066.22	-5,066.22	-100.0%
5131-00 - FAMS -Intl - Travel Trade	0.00	1,683.75	-1,683.75	-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	10,000.00	6,266.41	3,733.59	59.6%
5142-00 - UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 - Mountain Travel Symposium	0.00	535.19	-535.19	-100.0%
5144-00 - IPW - POW WOW	0.00	325.18	-325.18	-100.0%
5145-00 - TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 - UK / Black Diamond	0.00	20,000.00	-20,000.00	-100.0%
5147-00 - AUS / Gate 7	6,241.22	23,775.00	-17,533.78	-73.8%
5149-00 - Mexico Program	0.00	2,490.81	-2,490.81	-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	16,859.94	-16,859.94	-100.0%
Total 5154-00 - Canada	0.00	23,269.12	-23,269.12	-100.0%
5155-00 - California Star Program	1,166.68	1,166.67	0.01	0.0%
5156-00 - German Trade Representation	0.00	10,060.30	-10,060.30	-100.0%
Total 5110-00 - LEISURE SALES	17,677.78	118,879.36	-101,201.58	-85.1%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	12,000.00	17,600.00	-5,600.00	-31.8%
5201-00 - National, Regional, & Local PR	0.00	40,000.00	-40,000.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	8,500.00	16,000.00	-7,500.00	-46.9%
5202-01 - Rich Content Development	20,000.00	4,975.00	15,025.00	302.0%
5204-00 - Media Mission(s)	746.96	8,143.65	-7,396.69	-90.8%
5206-00 - Digital Buy/ Social Media Boost	4,000.00	4,000.00	0.00	0.0%
5207-00 - Content Campaigns/Tools-My Emma	2,400.00	2,400.00	0.00	0.0%
5208-00 - International Travel Media FAMS	0.00	3,856.28	-3,856.28	-100.0%
5208-01 - Int'l FAM Hard Cost	0.00	1,940.96	-1,940.96	-100.0%
5208-02 - Int'l Media Retainer	0.00	2,400.00	-2,400.00	-100.0%
5209-00 - Domestic Travel Media FAMS	5,865.75	13,666.29	-7,800.54	-57.1%
5210-00 - Content Dev - Newsletters	12,600.00	14,400.00	-1,800.00	-12.5%
5211-00 - Social Media Strategy & Mgmt	32,000.00	32,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	0.00	6,153.62	-6,153.62	-100.0%
5213-00 - Facebook Live	0.00	2,500.00	-2,500.00	-100.0%
5214-00 - Social Takeover	0.00	7,951.75	-7,951.75	-100.0%
5216-00 - PR Content Development + Distri	7,403.06	0.00	7,403.06	100.0%
5218-00 - Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 - Photography & Video Asset Dev	1,500.00	0.00	1,500.00	100.0%
5222-00 - Media Tracking / Membership	1,816.00	0.00	1,816.00	100.0%
5280-00 - PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 - PUBLIC RELATIONS	113,860.49	177,987.55	-64,127.06	-36.0%
6000-00 - CONFERENCE SALES				
6002-00 - Destination Print	2,500.00	17,260.00	-14,760.00	-85.5%
6004-00 - Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 - Paid Media	23,123.00	6,072.37	17,050.63	280.8%
6006-00 - CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 - Creative Production	14,308.19	14,536.11	-227.92	-1.6%
6008-00 - Conference PR / Social Outreach	0.00	8,000.00	-8,000.00	-100.0%
6015-00 - MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 - MCC Search Engine Marketing	853.36	3,401.55	-2,548.19	-74.9%
6018-00 - MCC Media Commission	4,772.84	5,736.60	-963.76	-16.8%
6018-01 - MCC Digital Ad Serving	0.00	1.26	-1.26	-100.0%
6019-00 - Conference Direct Partnership	5,333.36	0.00	5,333.36	100.0%
6128-00 - HelmsBriscoe Strategic Partner	4,666.64	4,583.31	83.33	1.8%
6152-00 - Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through February 2021

	Jul '20 - Feb 21	Jul '19 - Feb 20	\$ Change	% Change
6153-00 · Chicago Sales Rep Support	1,551.11	7,054.20	-5,503.09	-78.0%
Total 6000-00 · CONFERENCE SALES	68,294.04	91,274.60	-22,980.56	-25.2%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	392.56	2,103.05	-1,710.49	-81.3%
6116-00 · CalSAE Seasonal Spectacular	1,099.00	1,936.06	-837.06	-43.2%
6118-00 · ASAE Annual	0.00	6,036.38	-6,036.38	-100.0%
6120-00 · AFW Client Event	0.00	200.00	-200.00	-100.0%
6120-01 · Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 · CalSAE Annual	0.00	6,022.07	-6,022.07	-100.0%
6143-00 · Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6154-00 · HelmsBriscoe ABC	0.00	5,316.80	-5,316.80	-100.0%
6156-00 · Connect California	0.00	280.96	-280.96	-100.0%
6156-04 · Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6157-00 · HPN Partner Conference	1,175.00	4,299.45	-3,124.45	-72.7%
6160-00 · AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6161-00 · Connect Southwest	0.00	5,057.32	-5,057.32	-100.0%
6162-00 · Connect Tech & Medical	0.00	4,748.61	-4,748.61	-100.0%
6163-00 · Connect Financial	0.00	7,961.19	-7,961.19	-100.0%
6165-00 · Bay Area Client Appreciation	0.00	5,000.00	-5,000.00	-100.0%
6167-00 · Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 · Sacramento/Roseville TopGolf	0.00	-105.58	105.58	100.0%
6171-00 · Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 · Connect NYC	0.00	324.96	-324.96	-100.0%
Total 6100-00 · TRADE SHOWS	8,661.56	62,226.67	-53,565.11	-86.1%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	0.00	30,226.60	-30,226.60	-100.0%
5009-00 · Fulfillment / Mail	1,225.85	8,795.92	-7,570.07	-86.1%
5021-00 · RASC-Reno Air Service Corp	25,000.00	75,000.00	-50,000.00	-66.7%
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 · HSVC - High Sierra Visitors	1,000.02	1,333.36	-333.34	-25.0%
7001-00 · Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 · CRM Subscription	8,124.98	6,666.65	1,458.33	21.9%
7003-00 · IVCBVB Entertainment Fund	891.95	2,210.73	-1,318.78	-59.7%
7004-00 · Research	6,667.67	26,530.02	-19,862.35	-74.9%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 · Destimetrics / DMX	19,550.85	25,012.50	-5,461.65	-21.8%
7008-00 · Opportunistic Funds	131.19	37,394.53	-37,263.34	-99.7%
7009-00 · Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 · Photo Management & Storage	4,816.64	0.00	4,816.64	100.0%
7011-00 · TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 · Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
7030-00 · Contract Review	2,300.00	0.00	2,300.00	100.0%
8700-00 · Automobile Expense*	309.02	3,390.20	-3,081.18	-90.9%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	97,398.62	236,603.01	-139,204.39	-58.8%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	34,051.94	34,000.00	51.94	0.2%
8003-00 · Website Hosting Maintenance	24,457.75	51,667.76	-27,210.01	-52.7%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	58,509.69	85,667.76	-27,158.07	-31.7%
Total Expense	636,411.65	1,649,875.13	-1,013,463.48	-61.4%
Net Income	289,840.98	109,330.87	180,510.11	165.1%

KEY METRICS FOR February 28, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru Dec 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	5,504,750	3,319,046	6,141,161	3,359,626	\$ 18,324,583	
2017 - 2018	6,281,807	3,455,348	5,640,623	3,198,849	\$ 18,576,627	
2018 - 2019	7,071,334	4,035,204	7,008,083	3,588,254	\$ 21,702,875	
2019 - 2020	7,262,166	4,159,902	5,968,221	1,207,948	\$ 18,598,237	
2020 - 2021	7,461,968	2,295,886	1,769		\$ 9,759,623	updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Feb 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	30845	28430	34601	18398	-47%
Phone	2209	2012	2165	1919	-11%
Email	257	276	312	319	2%
Kings Beach (Walk In)	7883	11439	8322	5400	-35%
N.T. - Event Traffic	3127	3295	2913	749	-74%
Total	44,321	45,452	48,313	26,791	-45%

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	\$ 754,821	-13.77%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 378,672	-43.85%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ 884,576	
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
Total	\$ 3,179,417	\$ 3,080,242	\$ 3,378,190	\$ 2,018,069	

Unemployment Rates - EDD		Jan 2021
California (pop. 38,332,521)		9.0%
Placer County (367,309)		6.0%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.9%
Sunnyside/Tahoe City (1,557)		0.0%
Tahoe Vista (1,433)		0.0%

Destimetrics Reservations Activity	FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	60.5%	56.0%	-7.4%
ADR (Average Daily Rate)	\$ 424	\$ 456	7.5%
RevPAR (Rev per Available Room)	\$ 257	\$ 256	-0.4%
Occupancy 1 Mth Forecast	40.0%	36.8%	-8.0%
ADR 1 Mth Forecast	\$ 343	\$ 376	9.6%
RevPAR 1 Mth Forecast	\$ 137	\$ 138	0.7%
Occupancy (prior 6 months)	47.9%	35.2%	-26.5%
ADR (prior 6 months)	\$ 359	\$ 382	6.4%
RevPAR (prior 6 months)	\$ 172	\$ 135	-21.5%
Occupancy (next 6 months)	27.8%	23.1%	-16.9%
ADR (next 6 months)	\$ 361	\$ 447	23.8%
RevPAR (next 6 months)	\$ 100	\$ 103	3.0%

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 2/28/2021				
FORWARD LOOKING	2019-20	2020-21	2020-21	YOY %
Total Revenue Booked	\$2,685,035	\$ 3,628,151	\$ 659,023	-81.84%
Commission for this Revenue	\$ 36,962	\$ 51,400	\$ -	
Number of Room Nights	12,075	17,367	2,728	-84.29%
Number of Bookings	53	63	12	-80.95%
Conference Revenue And Percentage by County:				
	19-20	20-21		
Placer	79%	72%	\$ 2,096,775	\$ 473,910
Washoe	16%	28%	\$ 381,642	\$ 185,113
South Lake	5%	0%	\$ 206,618	\$ 170,196
Nevada County	0%	0%		
Total Conference Revenue	100%	\$2,685,035	\$ 3,628,151	\$ 659,023
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000
				0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month Yr February 2021
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
02.18.2021	A	Microsoft	13254f50833	Microsoft 365 subscription	\$69.99		8810-00/Alloc
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
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	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report Mileage Reimbursed Through Payroll	\$0.00	\$0.00	8700-00-70
TOTAL - CREDIT CARD EXPENSES							
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)							
					\$69.99		
					\$0.00		

Signed By: Jeff Hentz Approved By: _____
 Date: 3/12/2021 Date: _____

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	DATE SCANNED
		<u>BB</u>	
		3/13/2021	



BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	FEB 28, 2021
Total Activity	\$69.99

**** 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	\$69.99		\$0.00		\$0.00		\$69.99

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-18	02-18	55131581049091504058113	MICROSOFT*MICROSOFT 36 MSBILL.INFO WA Tran: Z414GMS4HZOZ Tax ID: 911144442 Mer Ref: Z414GMS4HZOZ Mer Zip: 98052 Dest Ctry: USA	69.99

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For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0150-4616	Account Summary	
	Statement Date FEB 28, 2021	Purchases & Other Charges	\$69.99
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	Cash Advances	\$0.00
	Disputed Amount \$0.00	Fees	\$0.00
		Credits	\$0.00
		Payments	\$0.00
		Total Activity	\$69.99

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.

Order details

February 17, 2021

Order number fc09e6ff-3b0f-4a6f-ad64-b13254f50833



Microsoft 365 Personal
Subscription
\$69.99

Completed
[Manage subscriptions](#)

Paid with	Billing address	Subtotal	\$69.99
MasterCard **4616	100 north lake blvd tahoe city, ca 96145 US	Tax	\$0.00
		Total	\$69.99

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