



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

June 1st, 2021 at 3:00 PM

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 Siclén
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:

- 4/27/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 4/30/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 4/30/2021 Financials ReviewPg. 24

G. Review and Recommend for Board Approval Proposed NLTRA Budgets for FY21.22

- Review of Proposed NLTRA Budgets for FY21.22
- Recommend for Board Approval of Proposed NLTRA Budgets for FY21.22 [MOTION].....(Separate Document)

H. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update
- TBID Update
- Membership Receivables Update

I. Supplemental Information

- April 2021 Dashboard ReportPg. 32

J. Approval of CEO Expenses April 2021:

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

K. Agenda Input for Next Finance Committee Meeting

L. Next Meeting Date

M. Committee Member Comments

N. Adjourn



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FINANCE COMMITTEE MEETING - Minutes Draft

Tuesday April 27th, 2021 at 9:00 A.M.

Via Zoom

- A. Call to Order – Establish Quorum – Quorum established 9:02 AM (2)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown
 - Staff in Attendance via Zoom: Jeff Hentz, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; David Brown/Jim Phelan, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve March 30, 2021 Finance Committee meeting minutes; David Brown/Jim Phelan, Approved 2-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – March 31, 2021 financial results
 - Review of NLTRA March 31, 2021 financials
 - **MOTION** to approve March 31, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - Review of NLTMC March 31, 2021 financials
- G. Review NLTRA Q3 Balance Sheet Reconciliations
- H. Discuss Preliminary Budget Plan for FY2021.22
 - Interim budget for first several months of fiscal year as TBID collections begin
- I. Items for Committee Review, Discussion and/or Recommendations
 - Covid-19 Response Update given by Hentz
 - TBID Update given by Phelan
 - Membership Receivables Update given by DeWitt
- J. Supplemental Information
 - Review of the March 2021 Dashboard report
- K. Approval of CEO Expenses for March 2021
 - **MOTION** to approve March 2021 CEO expenses NLTRA; David Brown/Jim Phelan; Approved 2-0-0
- L. Agenda Input for Next Finance Committee Meeting
 - FY21.22 Budget Proposals
- M. Next Meeting Date
 - TBD
- N. Committee Member Comments
 - None
- O. Adjourn 10:14 AM



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Date: 5/27/21

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

From: DeWitt Van Sicen, Accounting Manager

RE: Report of Financial Results at April 30, 2021

A summary of preliminary NLTRA financial results for April 30, 2021 follows:

- Cash balance on April 30, 2021 of \$2,187,000 was \$1,404,000 greater than prior year due primarily to reduced Accounts Receivables of \$76,000, an increase in Accounts Payable of \$26,000, 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 \$38,000, and an increase in equity of \$748,000 offset primarily by an increase in Fixed Assets of \$8,000, and a reduction in Marketing Cooperative Liabilities of \$9,000.
- Accounts Receivable (QB) balance of \$1,000 was down relative to last year by \$69,000, due to fewer outstanding commissions owed to the NLTRA, MTS sponsorship invoices, a refund due on a deposit for the cancelled Community Awards Dinner event, and a refund due for sponsorship of a cancelled event.
- The Accounts Receivable – TOT balance of \$319,000 reflected County TOT funding invoices for April. The balance at this date last year was \$302,000. Payment has been received.
- Membership dues receivable totaled \$80,000; an increase of \$12,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$51,000 was \$48,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was greater than prior year by \$13,000 due to the prior month's credit card expenses not yet reimbursed.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new company server.
- Prepaid Expenses increase by \$4,000 over prior year.
- Accounts Payable of \$35,000 was \$26,000 great than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Wages and related liabilities of \$166,000 were \$38,000 higher than prior year, a result of a combination of higher incentive accruals, increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Marketing Cooperative Liabilities of \$0 were lower than prior year by \$9,000 due refunds received on credit cards in the prior year for NLTMC expenses as well as a payment received by the NLTRA in prior year that was due to the NLTMC.
- Deferred Revenue-Member Dues of \$76,000 was down \$1,000 from last year.

- Deferred Revenue – Events balance of \$0 was \$2,000 lower due to Community Awards Dinner tickets purchased in advance in the prior year. The Community Awards Dinner event was cancelled, and refunds were made to the ticket purchasers.
- 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 \$948,000 at month end April reflected a \$725,000 increase from prior year positive results of \$223,000, and represented Membership’s net results YTD of \$8,000, and \$940,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,991,000 was lower than budget by \$354,000.
 - Expenses before overhead allocation totaled \$933,000 and were \$971,000 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 \$1,060,000 were better than budget by \$620,000.
- Operating Results YTD – Conference
 - TOT revenue of \$321,000 was on budget.
 - Expenses of \$263,000 before allocated overhead were below budget by \$1,000.
 - Net results of \$58,000 before overhead allocation were negative to budget by \$1,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$79,000 were positive to budget by \$12,000. TOT revenue of \$383,000 was on budget.
 - Expenses before overhead allocation of \$247,000 were good to budget by \$129,000 primarily due to reduced staffing and other operating costs related to the pandemic.
 - Net income of \$214,000 before overhead allocation was \$141,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$173,000 was on budget.
 - Expenditures of \$87,000 before overhead were \$53,000 good to budget due to timing.
 - Net results of \$86,000 before overhead allocation were positive to budget \$53,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$116,000 was \$12,000 over budget, total other revenues of \$7,000 were \$63,000 below budget due primarily to the Community Awards Dinner being cancelled.
 - Expenses before overhead allocation of \$94,000 were \$27,000 below budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing and the Community Awards Dinner being cancelled.
 - Net income of \$28,000 before overhead allocations was below budget by \$24,000.
 - Net results of \$8,000 after overhead allocations was bad to budget \$19,000.
- Operating Results YTD – Administration
 - Miscellaneous income of \$12,000 is due to 401k forfeitures of employees terminated in prior years. Auditors have advised that these should be expensed rather than recognized as revenue and will be reclassified as expenses in this fiscal year.
 - Total expenses of \$510,000 were \$118,000 below budget due primarily to staffing and timing.
- Membership cash position as of April 30, 2021
 - Membership activities resulted in a net gain of \$8,473.
 - Deferred revenues of \$75,837 less receivables of \$80,100, plus the allowance for uncollectible receivables of \$51,253 resulted in the saving of cash in the amount of \$55,463.

- Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
- Accrued Payroll expense provided cash of \$1,645.
- Prior years' cumulative negative net results totaled \$10,145.
- Net cash year-to-date was positive \$48,253.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at April 30, 2021:

- Cash balance at month end of \$687,000 was \$371,000 greater than prior year primarily due to a decrease in Receivables of \$75,000, an increase in Accounts Payable of \$314,000, and an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), offset by a decrease in Net Income of \$448,000 and an increase in prepaid expenses of \$35,000.
- Accounts Receivable was \$58,000 lower due primarily to delayed payment on April funding by IVCBVB as a result of the pandemic.
- Reimbursements Receivable was \$17,000 lower than prior year primarily due to refunds expected for cancelled trade shows.
- Security Deposits decreased by \$3,000 due to a returned security deposit on a cancelled trade show.
- Accounts Payable of \$341,000 were \$314,000 greater than prior year due increased expenditures resulting from the pandemic in prior year as well as NTLMC funding owed back to the NLTRA and IVCBVB.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Loss of \$72,000 was \$448,000 lower than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$680,000 was below budget \$753,000. 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 (\$349,000) is now being 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 \$309,000 were \$680,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$21,000 were \$76,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$154,000 were \$57,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$78,000 were \$4,000 below budget.
- Trade Show expenditures of \$12,000 were \$64,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$123,000 were \$123,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$101,000 were over budget \$18,000 due to invoices received for prior year services.
- Total Expenses of \$797,000 were \$985,000 below budget.
- Net loss of \$72,000 was bad to budget by \$72,000.
- The 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

April 30, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of April 30, 2021

Accrual Basis

	Apr 30, 21	Apr 30, 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	1,946,638	502,671	1,443,967	287%	565,602
1007-00 · Cash - Payroll BOTW #7421	12,075	4,603	7,472	162%	3,200
1008-00 · Marketing Reserve - Plumas	50,350	50,304	46	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,956	100,814	142	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	47,433	95,384	(47,951)	(50%)	86,322
10950 · Cash in Drawer	219	139	80	58%	139
Total Checking/Savings	2,187,411	783,655	1,403,756	179%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	1,000	70,212	(69,212)	(99%)	3,500
1290-00 · A/R - TOT	318,538	301,548	16,990	6%	201,387
Total Accounts Receivable	319,538	371,760	(52,222)	(14%)	204,887
Other Current Assets					
1200-99 · AR Other	2,139	1,353	786	58%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	79,610	67,830	11,780	17%	35,696
1201-03 · Member AR - Other	490	1,385	(895)	(65%)	1,040
Total 1201-00 · Member Accounts Receivable	80,100	69,215	10,885	16%	36,736
1201-02 · Allowance for Doubtful Accounts	(51,253)	(2,775)	(48,478)	(1,747%)	(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	24,130	22,880	1,250	5%	81,762
Total 12100 · Inventory Asset	24,148	22,898	1,250	5%	86,016
1299 · Receivable from NLTMC	13,627	328	13,299	4,055%	0
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	69,911	92,169	(22,258)	(24%)	111,796
Total Current Assets	2,576,860	1,247,584	1,329,276	107%	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	(2,917)	(4,269)	1,352	32%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(20,265)	(228)	(1%)	(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	8,096	229	7,867	3,435%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	13,379	11,677	1,702	15%	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of April 30, 2021

Accrual Basis

	Apr 30, 21	Apr 30, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	2,651	583	2,068	355%	8,751
Total 1400-00 · Prepaid Expenses	16,130	12,360	3,770	31%	25,177
Total Other Assets	16,130	12,360	3,770	31%	25,177
TOTAL ASSETS	2,601,086	1,260,173	1,340,913	106%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	34,734	8,708	26,026	299%	26,683
Total Accounts Payable	34,734	8,708	26,026	299%	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	19,132	17,809	1,323	7%	39,445
2101-00 · Incentive Payable	78,484	57,135	21,349	37%	88,359
2102-00 · Commissions Payable	30	5,657	(5,627)	(99%)	3,506
2120-00 · Empl. Federal Tax Payable	8,671	7,683	988	13%	1,551
2175-00 · 401 (k) Plan	4,389	2,617	1,772	68%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	165,551	127,234	38,317	30%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	10	0	10	100%	0
25500 · *Sales Tax Payable	609	0	609	100%	1,374
Total 2190-00 · Sales and Use Tax Payable	619	0	619	100%	1,374
2300-00 · Marketing Cooperative Liabili	0	8,910	(8,910)	(100%)	73,722
2400-60 · Deferred Revenue- Member Dues	75,837	77,096	(1,259)	(2%)	6,073
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%	28,890
2650-00 · Deferred Rev - Events	0	2,255	(2,255)	(100%)	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	1,153,541	586,961	566,580	97%	686,620
Total Current Liabilities	1,188,275	595,669	592,606	99%	713,303
Total Liabilities	1,188,275	595,669	592,606	99%	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	948,100	223,040	725,060	325%	6,862
Total Equity	1,412,811	664,501	748,310	113%	464,711
TOTAL LIABILITIES & EQUITY	2,601,086	1,260,173	1,340,913	106%	1,178,015

North Lake Tahoe Resort Association

A/R Aging Summary

As of April 30, 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	318,538.11	0.00	0.00	0.00	0.00	318,538.11
Incline Community Business Association	0.00	0.00	1,000.00	0.00	0.00	1,000.00
TOTAL	<u><u>318,538.11</u></u>	<u><u>0.00</u></u>	<u><u>1,000.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>319,538.11</u></u>



north lake tahoe
Chamber / CVB / Resort Association

Aging by Revenue Item

As of 4/30/2021

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)									
11-20	Employees Membership Dues		\$0.00	\$690.00	\$345.00	\$0.00	\$0.00	\$2,720.00	\$3,755.00
1-5	Employees Membership Dues		\$3,835.00	\$1,475.00	\$5,300.00	\$285.00	\$590.00	\$17,940.00	\$29,425.00
21-50	Employees Membership Dues		\$1,080.00	\$0.00	\$2,160.00	\$540.00	\$1,080.00	\$4,260.00	\$9,120.00
50-100	Employees Membership Dues		\$750.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$1,500.00
6-10	Employees Membership Dues		\$325.00	\$0.00	\$6,165.00	\$0.00	\$650.00	\$7,760.00	\$14,900.00
	Associate Member Membership Dues		\$0.00	\$100.00	\$0.00	\$0.00	\$0.00	\$50.00	\$150.00
	Financial Institutions Membership		\$0.00	\$700.00	\$1,400.00	\$0.00	\$295.00	\$2,395.00	\$4,790.00
	Non-Profit Membership Dues Totals:		\$510.00	\$510.00	\$1,530.00	\$0.00	\$170.00	\$3,550.00	\$6,270.00
	Ski Resorts Membership Dues Totals:		\$0.00	\$0.00	\$9,700.00	\$0.00	\$0.00	\$0.00	\$9,700.00
	1201-01 Member AR Membership Dues		\$6,500.00	\$3,475.00	\$27,350.00	\$825.00	\$2,785.00	\$38,675.00	\$79,610.00
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
	1201-03 Member Accounts Receivable -		\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$340.00	\$490.00
	GRAND TOTALS		\$6,650.00	\$3,475.00	\$27,350.00	\$825.00	\$2,785.00	\$39,015.00	\$80,100.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of April 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Airport Self Storage	364.00	0.00	0.00	0.00	0.00	364.00
Anne-Karin Atwood*	59.72	0.00	0.00	0.00	0.00	59.72
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	1,302.90	0.00	0.00	0.00	0.00	1,302.90
Bank of the West Bank Card Center	4,589.26	0.00	0.00	0.00	0.00	4,589.26
Cintas Corporation #623	130.68	0.00	0.00	0.00	0.00	130.68
Geo-Tourism Specialties	774.62	0.00	0.00	0.00	0.00	774.62
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
Hike America	67.35	0.00	0.00	0.00	0.00	67.35
InBloom Marketing	200.00	0.00	0.00	0.00	0.00	200.00
Jeffrey Hentz	0.00	123.76	0.00	0.00	0.00	123.76
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Katie Biggers	8.96	0.00	0.00	0.00	0.00	8.96
Lake Tahoe Dance Collective*	0.00	22,500.00	0.00	0.00	0.00	22,500.00
Liberty Utilities*	0.00	395.43	0.00	0.00	0.00	395.43
Office Boss	11.79	0.00	0.00	0.00	0.00	11.79
Porter Simon*	2,300.00	0.00	0.00	0.00	0.00	2,300.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
Sierra Nevada Ad Partners	175.00	0.00	0.00	0.00	0.00	175.00
Southwest Gas Corporation*	110.66	0.00	0.00	0.00	0.00	110.66
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
Van Siclen, DeWitt	23.52	0.00	0.00	0.00	0.00	23.52
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
YIG Administration	99.76	0.00	0.00	0.00	0.00	99.76
TOTAL	<u>11,715.06</u>	<u>23,019.19</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>34,734.25</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	318,538	384,038	(65,500)	2,867,820	3,221,371	(353,551)	4,043,867
4200-00 · Membership Dues Revenue	11,509	10,417	1,092	115,693	104,167	11,526	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	20,000	(20,000)	0	20,000	(20,000)	20,000
Total 4250-01 · Community Awards	0	58,000	(58,000)	0	58,000	(58,000)	58,000
4250-02 · Chamber Events							
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	4,500	(4,500)	6,000
4251-00 · Tues AM Breakfast Club	0	0	0	0	1,500	(1,500)	2,500
4251-01 · Tues AM Breakfast Club Sponsors							
4251-01 · Tues AM Breakfast Club - Other	0	200	(200)	500	1,400	(900)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	2,900	(2,900)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	500	4,300	(3,800)	6,000
4250-00 · Revenues-Membership Activities - Other							
4250-00 · Revenues-Membership Activities	800	0	800	6,290	0	6,290	0
Total 4250-00 · Revenues-Membership Activities	800	58,750	(57,950)	6,790	68,300	(61,510)	72,500
4253-00 · Revenue- Other							
46000 · Merchandise Sales	0	500	(500)	1,525	1,500	25	2,500
4502-00 · Non-Retail VIC income	155	0	155	2,138	0	2,138	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	8,250	7,500	750	76,347	67,000	9,347	85,000
Total 46000 · Merchandise Sales	8,405	7,500	905	79,045	67,000	12,045	85,000
4720-00 · Miscellaneous							
4720-00 · Miscellaneous	2,573	0	2,573	12,851	0	12,851	0
Total Income	341,825	461,205	(119,380)	3,083,724	3,462,338	(378,614)	4,328,867
Gross Profit	341,825	461,205	(119,380)	3,083,724	3,462,338	(378,614)	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	4,828	7,049	(2,221)	59,660	70,488	(10,829)	84,586
5030-00 · P/R - Health Insurance Expense	9,758	11,750	(1,992)	100,624	117,500	(16,876)	141,000
5040-00 · P/R - Workmans Comp	655	1,128	(472)	9,149	11,277	(2,128)	13,532
5060-00 · 401 (k)	2,429	3,308	(879)	19,043	33,083	(14,040)	39,700
5070-00 · Other Benefits and Expenses	163	428	(265)	3,529	4,279	(750)	5,135
5000-00 · Salaries & Wages - Other	73,886	94,593	(20,707)	827,278	945,934	(118,656)	1,135,121
Total 5000-00 · Salaries & Wages	91,719	118,256	(26,537)	1,021,388	1,182,562	(161,174)	1,419,074
5100-00 · Rent							
5110-00 · Utilities	904	987	(82)	8,842	9,752	(909)	11,655
5140-00 · Repairs & Maintenance	1,034	888	146	6,912	8,883	(1,972)	10,660
5150-00 · Office - Cleaning	600	1,058	(458)	5,875	10,583	(4,708)	12,700
5100-00 · Rent - Other	13,729	12,819	910	133,848	127,160	6,688	152,798
Total 5100-00 · Rent	16,268	15,752	516	155,477	156,379	(901)	187,813
5310-00 · Telephone							
5320-00 · Telephone	2,647	1,924	723	24,320	19,240	5,080	23,088
Total 5310-00 · Telephone	2,647	1,924	723	24,320	19,240	5,080	23,088
5420-00 · Mail - USPS							
5420-00 · Mail - USPS	200	127	73	1,031	1,267	(236)	1,520
5510-00 · Insurance/Bonding							
5520-00 · Supplies							
5525-00 · Supplies- Computer	268	287	(19)	7,489	2,867	4,622	3,440
5520-00 · Supplies - Other	617	7,598	(6,981)	19,142	75,978	(56,836)	91,174
Total 5520-00 · Supplies	885	7,885	(6,999)	26,631	78,845	(52,214)	94,614
5610-00 · Depreciation							
5700-00 · Equipment Support & Maintenance	153	0	153	1,069	0	1,069	0
5710-00 · Taxes, Licenses & Fees	2,447	2,267	180	21,925	22,667	(741)	27,200
5740-00 · Equipment Rental/Leasing	950	1,025	(75)	11,879	10,250	1,629	12,300
5800-00 · Training Seminars	365	969	(604)	4,237	9,692	(5,454)	11,630
5850-00 · Artist of Month - Commissions	150	2,667	(2,517)	526	18,667	(18,140)	22,000
5900-00 · Professional Fees	191	250	(59)	1,202	2,500	(1,299)	3,000
5910-00 · Professional Fees - Attorneys	3,480	750	2,730	5,860	7,500	(1,640)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	6,240	12,750	(6,510)	54,560	102,500	(47,941)	134,000
Total 5900-00 · Professional Fees	9,720	13,500	(3,780)	82,220	136,000	(53,781)	169,000
5941-00 · Research & Planning							
5941-00 · Research & Planning	0	1,250	(1,250)	0	37,500	(37,500)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	1,900	10,000	(8,100)	1,426	33,750	(32,324)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
Total 6020-00 · Programs	1,900	10,000	(8,100)	1,426	48,750	(47,324)	80,000
6420-00 · Events							
6420-01 · Sponsorships							

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	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	0	0	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	150,000	(150,000)	240,800
Total 6420-01 · Sponsorships	0	50,000	(50,000)	0	257,300	(257,300)	529,000
6421-00 · New Event Development	14,000	5,000	9,000	18,000	22,500	(4,500)	30,000
6424-00 · Event Operation Expenses	13	500	(487)	13	4,000	(3,987)	6,000
Total 6420-00 · Events	14,013	55,500	(41,487)	18,013	283,800	(265,787)	565,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	28,000	(28,000)	295	28,000	(27,705)	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	2,175	(2,175)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	5,802	4,167	1,635	5,000
6423-00 · Membership Activities - Other	1,645	417	1,228	2,560	4,167	(1,607)	5,000
Total 6423-00 · Membership Activities	2,164	29,246	(27,082)	8,657	39,008	(30,351)	42,000
6730-00 · Marketing Cooperative/Media	0	115,230	(115,230)	546,253	914,082	(367,829)	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	16,667	(16,667)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	258	23,000	(22,742)	4,374	186,000	(181,626)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	8,000	5,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	32,000	(46,507)	40,000
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	16,178	64,000	(47,822)	80,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	12,500	(12,105)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	238	125	113	1,356	1,250	106	1,500
59900 · POS Inventory Adjustments	5	0	5	588	0	588	0
8100-01 · CGS - Other	0	0	0	247	0	247	0
8100-00 · Cost of Goods Sold - Other	4,312	3,353	960	40,409	29,949	10,460	38,000
Total 8100-00 · Cost of Goods Sold	4,555	3,478	1,077	42,600	31,199	11,401	39,500
8200-00 · Associate Relations	269	135	133	2,607	1,330	1,277	1,600
8300-00 · Board Functions	0	500	(500)	2,988	6,000	(3,012)	7,000
8500-00 · Credit Card Fees	262	2,203	(1,940)	3,251	4,999	(1,748)	5,850
8600-00 · Additional Opportunitites	650	10,000	(9,350)	75,103	100,000	(24,897)	120,000
8700-00 · Automobile Expenses	53	466	(412)	1,944	4,519	(2,574)	5,450
8750-00 · Meals/Meetings	44	763	(719)	450	7,375	(6,925)	8,900
8810-00 · Dues & Subscriptions	1,211	1,513	(302)	12,187	14,874	(2,686)	17,900
8910-00 · Travel	0	2,500	(2,500)	134	7,500	(7,366)	12,600
8920-00 · Bad Debt	0	0	0	38,230	0	38,230	0
Total Expense	151,343	433,011	(281,669)	2,135,778	3,435,086	(1,299,308)	4,299,338
Net Ordinary Income	190,482	28,193	162,289	947,946	27,252	920,694	29,529
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	14	0	14	155	0	155	0
Total Other Income	14	0	14	155	0	155	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	14	0	14	155	0	155	(0)
Net Income	190,496	28,193	162,303	948,100	27,252	920,848	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,867,820	3,131,500	(263,680)	(8)%
4200-00 · Membership Dues Revenue	115,693	112,305	3,388	3%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-05 · Sponsorships	0	0	0	0%
Total 4250-01 · Community Awards	0	0	0	0%
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	500	3,325	(2,825)	(85)%
4251-00 · Tues AM Breakfast Club - Other	0	4,380	(4,380)	(100)%
Total 4251-00 · Tues AM Breakfast Club	500	7,705	(7,205)	(94)%
4250-00 · Revenues-Membership Activities - Other	6,290	7,956	(1,666)	(21)%
Total 4250-00 · Revenues-Membership Activities	6,790	15,661	(8,871)	(57)%
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	34,320	(34,320)	(100)%
Total 4600-00 · Commissions	0	44,459	(44,459)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	2,138	9,867	(7,729)	(78)%
4504-00 · Retail Revenue - Other	560	0	560	100%
46000 · Merchandise Sales - Other	76,347	73,746	2,601	4%
Total 46000 · Merchandise Sales	79,045	83,613	(4,568)	(6)%
4720-00 · Miscellaneous	12,851	0	12,851	100%
Total Income	3,083,724	3,388,538	(304,814)	(9)%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	3,083,724	3,388,538	(304,814)	(9)%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	15,326	(13,220)	(86)%
5020-00 · P/R - Tax Expense	59,660	60,200	(541)	(1)%
5030-00 · P/R - Health Insurance Expense	100,624	101,747	(1,124)	(1)%
5040-00 · P/R - Workmans Comp	9,149	7,035	2,114	30%
5060-00 · 401 (k)	19,043	26,683	(7,639)	(29)%
5070-00 · Other Benefits and Expenses	3,529	2,854	674	24%
5000-00 · Salaries & Wages - Other	827,278	724,260	103,018	14%
Total 5000-00 · Salaries & Wages	1,021,388	938,106	83,282	9%
5100-00 · Rent				
5110-00 · Utilities	8,842	8,822	21	0%
5140-00 · Repairs & Maintenance	6,912	7,011	(100)	(1)%
5150-00 · Office - Cleaning	5,875	7,065	(1,190)	(17)%
5100-00 · Rent - Other	133,848	130,664	3,184	2%
Total 5100-00 · Rent	155,477	153,562	1,915	1%
5310-00 · Telephone				
5320-00 · Telephone	24,320	20,000	4,320	22%
Total 5310-00 · Telephone	24,320	20,000	4,320	22%
5420-00 · Mail - USPS	1,031	1,417	(386)	(27)%
5510-00 · Insurance/Bonding	9,083	9,942	(859)	(9)%
5520-00 · Supplies				
5525-00 · Supplies - Computer	7,489	855	6,633	775%
5520-00 · Supplies - Other	19,142	29,254	(10,112)	(35)%
Total 5520-00 · Supplies	26,631	30,109	(3,478)	(12)%
5610-00 · Depreciation	1,069	1,180	(110)	(9)%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
5700-00 · Equipment Support & Maintenance	21,925	22,110	(185)	(1)%
5710-00 · Taxes, Licenses & Fees	11,879	10,273	1,606	16%
5740-00 · Equipment Rental/Leasing	4,237	7,042	(2,804)	(40)%
5800-00 · Training Seminars	526	4,513	(3,986)	(88)%
5850-00 · Artist of Month - Commissions	1,202	9,927	(8,726)	(88)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	5,860	4,320	1,540	36%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	54,560	91,498	(36,939)	(40)%
Total 5900-00 · Professional Fees	82,220	117,643	(35,424)	(30)%
6020-00 · Programs				
6016-00 · Special Event Partnership	1,426	20,954	(19,529)	(93)%
Total 6020-00 · Programs	1,426	20,954	(19,529)	(93)%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-04 · Broken Arrow Skyrace	0	0	0	0%
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	21,120	(21,120)	(100)%
6421-13 · Big Blue Adventure	0	0	0	0%
6421-16 · Mountain Travel Symposium	0	10,078	(10,078)	(100)%
Total 6420-01 · Sponsorships	0	325,885	(325,885)	(100)%
6421-00 · New Event Development	18,000	0	18,000	100%
6424-00 · Event Operation Expenses	13	1,617	(1,604)	(99)%
Total 6420-00 · Events	18,013	327,502	(309,489)	(95)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	1,222	(927)	(76)%
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	5,802	4,555	1,247	27%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	2,560	13,280	(10,720)	(81)%
Total 6423-00 · Membership Activities	8,657	22,414	(13,757)	(61)%
6730-00 · Marketing Cooperative/Media	546,253	1,344,959	(798,706)	(59)%
6740-00 · Media/Collateral/Production	0	413	(413)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	4,374	9,744	(5,370)	(55)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,409	10,557	2,852	27%
6743-03 · Winter Lakeside Campaign	0	19,788	(19,788)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	(1,000)	1,000	100%
6743-06 · COVID Summer Recovery Campaign	(14,507)	0	(14,507)	(100)%
6743-07 · Winter Regional Campaign	17,277	0	17,277	100%
Total 6743-00 · BACC Marketing Programs	16,178	29,345	(13,166)	(45)%
7500-00 · Trade Shows/Travel	395	3,722	(3,327)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,356	885	470	53%
52500 · Purchase Discounts	0	(101)	101	100%
59900 · POS Inventory Adjustments	588	351	237	68%
8100-01 · CGS - Other	247	0	247	100%
8100-00 · Cost of Goods Sold - Other	40,409	39,399	1,010	3%
Total 8100-00 · Cost of Goods Sold	42,600	40,535	2,065	5%
8200-00 · Associate Relations	2,607	1,042	1,565	150%
8300-00 · Board Functions	2,988	21,632	(18,645)	(86)%
8500-00 · Credit Card Fees	3,251	4,588	(1,337)	(29)%
8600-00 · Additional Opportunites	75,103	0	75,103	100%
8700-00 · Automobile Expenses	1,944	2,056	(112)	(5)%
8750-00 · Meals/Meetings	450	1,369	(919)	(67)%
8810-00 · Dues & Subscriptions	12,187	6,424	5,763	90%
8910-00 · Travel	134	0	134	100%
8920-00 · Bad Debt	38,230	3,199	35,031	1,095%
Total Expense	2,135,778	3,165,722	(1,029,944)	(33)%

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

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Net Ordinary Income	947,946	222,816	725,130	325%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	155	224	(70)	(31)%
Total Other Income	155	224	(70)	(31)%
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	155	224	(70)	(31)%
Net Income	948,100	223,040	725,061	325%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	229,818	295,318	(65,500)	1,991,001	2,344,551	(353,550)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
4720-00 · Miscellaneous	0			1,250			
Total Income	229,818	295,318	(65,500)	1,993,776	2,344,551	(350,775)	2,983,682
Gross Profit	229,818	295,318	(65,500)	1,993,776	2,344,551	(350,775)	2,983,682
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,345	1,667	(322)	14,742	16,667	(1,925)	20,000
5030-00 · P/R - Health Insurance Expense	2,546	4,000	(1,454)	32,576	40,000	(7,424)	48,000
5040-00 · P/R - Workmans Comp	171	125	46	3,593	1,250	2,343	1,500
5060-00 · 401 (k)	815	833	(19)	8,242	8,333	(91)	10,000
5070-00 · Other Benefits and Expenses	32	142	(110)	736	1,417	(681)	1,700
5000-00 · Salaries & Wages - Other	22,414	22,299	115	224,711	222,993	1,718	267,592
Total 5000-00 · Salaries & Wages	27,322	29,066	(1,744)	284,600	290,660	(6,060)	348,792
5100-00 · Rent							
5110-00 · Utilities	143	170	(27)	1,428	1,585	(157)	1,855
5140-00 · Repairs & Maintenance	40	75	(35)	374	750	(376)	900
5150-00 · Office - Cleaning	180	250	(70)	1,872	2,500	(628)	3,000
5100-00 · Rent - Other	2,164	2,400	(236)	21,622	22,977	(1,355)	27,777
Total 5100-00 · Rent	2,527	2,895	(368)	25,296	27,812	(2,515)	33,532
5310-00 · Telephone							
5320-00 · Telephone	619	549	70	5,614	5,490	125	6,588
Total 5310-00 · Telephone	619	549	70	5,614	5,490	125	6,588
5420-00 · Mail - USPS	53	0	53	185	0	185	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3,382	0	3,382	0
5520-00 · Supplies - Other	66	1,716	(1,650)	714	17,162	(16,448)	20,594
Total 5520-00 · Supplies	66	1,716	(1,650)	4,096	17,162	(13,066)	20,594
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	125	(125)	150
5710-00 · Taxes, Licenses & Fees	45	13	33	124	125	(1)	150
5740-00 · Equipment Rental/Leasing	91	167	(75)	1,063	1,667	(604)	2,000
5800-00 · Training Seminars	0	750	(750)	0	7,500	(7,500)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,250	(1,250)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	11,250	(11,250)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	0	12,500	(12,500)	15,000
5941-00 · Research & Planning	0	0	0	0	25,000	(25,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	1,900	10,000	(8,100)	1,426	33,750	(32,324)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
Total 6020-00 · Programs	1,900	10,000	(8,100)	1,426	48,750	(47,324)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	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	0	0	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	150,000	(150,000)	240,800
Total 6420-01 · Sponsorships	0	50,000	(50,000)	0	257,300	(257,300)	529,000
6421-00 · New Event Development	14,000	5,000	9,000	18,000	22,500	(4,500)	30,000
6424-00 · Event Operation Expenses	13	500	(487)	13	4,000	(3,987)	6,000
Total 6420-00 · Events	14,013	55,500	(41,487)	18,013	283,800	(265,787)	565,000
6423-00 · Membership Activities							
6442-00 · Public Relations/Website/Digital	0			600			
Total 6423-00 · Membership Activities	0			600			
6730-00 · Marketing Cooperative/Media	0	110,190	(110,190)	503,399	851,105	(347,706)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	58	22,000	(21,942)	2,374	176,000	(173,626)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	8,000	5,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	8,000	(8,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	32,000	(46,507)	40,000
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	16,178	64,000	(47,822)	80,000
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	0	23	(23)	168	205	(36)	250
8600-00 · Additional Opportunit	0	7,917	(7,917)	68,603	79,167	(10,564)	95,000
8700-00 · Automobile Expenses	14	136	(122)	317	1,227	(910)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	2,250	(2,234)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	465	2,332	(1,867)	2,850
8910-00 · Travel	0	2,500	(2,500)	0	7,500	(7,500)	11,100
8920-00 · Bad Debt	0			556			
Total Expense	46,741	253,193	(206,451)	933,490	1,904,375	(970,885)	2,459,256
Net Ordinary Income	183,077	42,125	140,951	1,060,286	440,176	620,110	524,426
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	14	0	14	155	0	155	0
Total Other Income	14	0	14	155	0	155	0
Other Expense							
8990-00 · Allocated	27,541	42,125	(14,584)	345,065	440,176	(95,111)	524,426

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

Accrual Basis

11 - Marketing

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	27,541	42,125	(14,584)	345,065	440,176	(95,111)	524,426
Net Other Income	(27,527)	(42,125)	14,598	(344,910)	(440,176)	95,266	(524,426)
Net Income	155,550	0	155,550	715,376	(0)	715,376	0

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

Accrual Basis

30 - Conference

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	31,425	31,425	0	321,262	321,262	0	384,054
Total Income	31,425	31,425	0	321,262	321,262	0	384,054
Gross Profit	31,425	31,425	0	321,262	321,262	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	1,131	1,157	(26)	11,681	11,572	109	13,886
5030-00 · P/R - Health Insurance Expense	2,285	2,042	243	22,449	20,417	2,033	24,500
5040-00 · P/R - Workmans Comp	108	167	(59)	2,341	1,667	675	2,000
5060-00 · 401 (k)	617	500	117	5,815	5,000	815	6,000
5070-00 · Other Benefits and Expenses	56	38	18	869	375	494	450
5000-00 · Salaries & Wages - Other	16,485	14,030	2,455	151,889	140,304	11,584	168,365
Total 5000-00 · Salaries & Wages	20,681	17,933	2,748	197,150	179,334	17,816	215,201
5100-00 · Rent							
5110-00 · Utilities	103	75	28	969	750	219	900
5140-00 · Repairs & Maintenance	28	22	6	275	217	58	260
5150-00 · Office - Cleaning	133	142	(8)	1,306	1,417	(111)	1,700
5100-00 · Rent - Other	1,422	1,167	255	14,218	11,667	2,551	14,000
Total 5100-00 · Rent	1,686	1,405	281	16,768	14,050	2,718	16,860
5310-00 · Telephone							
5320-00 · Telephone	479	267	212	4,241	2,667	1,574	3,200
Total 5310-00 · Telephone	479	267	212	4,241	2,667	1,574	3,200
5420-00 · Mail - USPS	36	17	20	127	167	(39)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	1,232	450	782	540
5520-00 · Supplies - Other	38	113	(75)	440	1,125	(685)	1,350
Total 5520-00 · Supplies	38	158	(120)	1,672	1,575	97	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	83	36	100
5740-00 · Equipment Rental/Leasing	40	83	(43)	492	833	(342)	1,000
5800-00 · Training Seminars	0	1,000	(1,000)	0	2,000	(2,000)	2,000
6730-00 · Marketing Cooperative/Media	0	5,040	(5,040)	42,853	62,977	(20,124)	75,000
8200-00 · Associate Relations	0	0	0	28	0	28	0
8750-00 · Meals/Meetings	0	29	(29)	0	292	(292)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	625	(625)	750
Total Expense	22,960	26,003	(3,043)	263,451	264,603	(1,152)	316,551
Net Ordinary Income	8,465	5,422	3,043	57,810	56,658	1,152	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,544	5,422	(1,879)	44,398	56,659	(12,261)	67,503
Total Other Expense	3,544	5,422	(1,879)	44,398	56,659	(12,261)	67,503
Net Other Income	(3,544)	(5,422)	1,879	(44,398)	(56,659)	12,261	(67,503)
Net Income	<u>4,921</u>	<u>(0)</u>	<u>4,921</u>	<u>13,413</u>	<u>(0)</u>	<u>13,413</u>	<u>0</u>

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

42 - Visitor Center

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	37,542	37,542	0	382,644	382,645	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	155	0	155	2,138	0	2,138	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	8,250	7,500	750	76,347	67,000	9,347	85,000
Total 46000 · Merchandise Sales	8,405	7,500	905	79,045	67,000	12,045	85,000
Total Income	45,947	45,042	905	461,688	449,645	12,044	542,711
Gross Profit	45,947	45,042	905	461,688	449,645	12,044	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	717	1,292	(575)	8,210	12,917	(4,706)	15,500
5030-00 · P/R - Health Insurance Expense	1,241	1,583	(343)	11,813	15,833	(4,021)	19,000
5040-00 · P/R - Workmans Comp	249	433	(185)	3,278	4,333	(1,055)	5,200
5060-00 · 401 (k)	315	417	(102)	3,484	4,167	(682)	5,000
5070-00 · Other Benefits and Expenses	17	82	(65)	965	818	147	982
5000-00 · Salaries & Wages - Other	8,341	15,568	(7,227)	91,733	155,682	(63,949)	186,818
Total 5000-00 · Salaries & Wages	10,880	19,375	(8,495)	119,483	193,750	(74,267)	232,500
5100-00 · Rent							
5110-00 · Utilities	439	583	(144)	4,424	5,833	(1,410)	7,000
5140-00 · Repairs & Maintenance	124	458	(335)	1,238	4,583	(3,346)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	3,583	(3,583)	4,300
5100-00 · Rent - Other	6,398	6,721	(323)	63,980	67,208	(3,228)	80,650
Total 5100-00 · Rent	6,961	8,121	(1,160)	69,641	81,208	(11,567)	97,450
5310-00 · Telephone							
5320-00 · Telephone	376	238	138	3,316	2,375	941	2,850
Total 5310-00 · Telephone	376	238	138	3,316	2,375	941	2,850
5420-00 · Mail - USPS	36	17	20	127	167	(39)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	11	75	(64)	95	750	(655)	900
5520-00 · Supplies - Other	379	2,917	(2,538)	3,368	29,167	(25,799)	35,000
Total 5520-00 · Supplies	389	2,992	(2,602)	3,463	29,917	(26,454)	35,900
5610-00 · Depreciation	(568)	0	(568)	0	0	0	0
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	42	(42)	50
5710-00 · Taxes, Licenses & Fees	1	4	(3)	31	42	(11)	50
5740-00 · Equipment Rental/Leasing	73	129	(56)	841	1,292	(451)	1,550
5800-00 · Training Seminars	0	250	(250)	0	2,500	(2,500)	3,000
5850-00 · Artist of Month - Commissions	191	250	(59)	1,202	2,500	(1,299)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	16,667	(16,667)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,000	10,000	(8,000)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	238	125	113	1,356	1,250	106	1,500
59900 · POS Inventory Adjustments	5	0	5	588	0	588	0
8100-01 · CGS - Other	0	0	0	247	0	247	0
8100-00 · Cost of Goods Sold - Other	4,312	3,353	960	40,409	29,949	10,460	38,000
Total 8100-00 · Cost of Goods Sold	4,555	3,478	1,077	42,600	31,199	11,401	39,500
8200-00 · Associate Relations	30	17	13	142	167	(25)	200
8500-00 · Credit Card Fees	202	353	(150)	2,766	3,149	(383)	4,000
8700-00 · Automobile Expenses	0	46	(46)	113	458	(345)	550
8750-00 · Meals/Meetings	0	33	(33)	58	333	(275)	400
8810-00 · Dues & Subscriptions	0	8	(8)	1,530	83	1,447	100
8910-00 · Travel	0	0	0	0	0	0	1,500
Total Expense	23,327	37,980	(14,653)	247,313	375,848	(128,535)	454,800
Net Ordinary Income	22,621	7,062	15,558	214,375	73,797	140,578	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,095	7,062	(1,968)	63,831	73,797	(9,966)	87,921
Total Other Expense	5,095	7,062	(1,968)	63,831	73,797	(9,966)	87,921
Net Other Income	(5,095)	(7,062)	1,968	(63,831)	(73,797)	9,966	(87,921)
Net Income	17,526	0	17,526	150,544	0	150,544	(10)

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

Accrual Basis

51 - TMPI

	Apr 21	Budget	\$ Over Bu...	Jul '20 - A...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	19,753	19,753	0	172,914	172,914	0	218,419
Total Income	19,753	19,753	0	172,914	172,914	0	218,419
Gross Profit	19,753	19,753	0	172,914	172,914	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	99	225	(126)	1,082	2,250	(1,168)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	1,529	1,667	(138)	2,000
5040-00 · P/R - Workmans Comp	9	175	(166)	70	1,750	(1,680)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,667	(1,667)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	9	169	(161)	203
5000-00 · Salaries & Wages - Other	1,647	3,836	(2,188)	16,718	38,355	(21,637)	46,026
Total 5000-00 · Salaries & Wages	1,910	4,586	(2,676)	19,407	45,858	(26,450)	55,029
5100-00 · Rent							
5110-00 · Utilities	5			45	0	45	0
5140-00 · Repairs & Maintenance	1			14	0	14	0
5150-00 · Office - Cleaning	7			65	0	65	0
5100-00 · Rent - Other	71	0	71	711	0	711	0
Total 5100-00 · Rent	84	0	84	835	0	835	0
5310-00 · Telephone							
5320-00 · Telephone	21	0	21	185	0	185	0
Total 5310-00 · Telephone	21	0	21	185	0	185	0
5420-00 · Mail - USPS	2			6	0	6	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,081)	12,001	20,833	(8,832)	25,000
Total 5520-00 · Supplies	2	2,083	(2,081)	12,004	20,833	(8,829)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			3	0	3	0
5800-00 · Training Seminars	150			150			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240	10,000	(3,760)	54,560	74,000	(19,441)	100,000
Total 5900-00 · Professional Fees	6,240	10,000	(3,760)	54,560	74,000	(19,441)	100,000
8700-00 · Automobile Expenses	0	0	0	65	0	65	0
8750-00 · Meals/Meetings	0	0	0	61	0	61	0
8810-00 · Dues & Subscriptions	2	0	2	64	0	64	0
8910-00 · Travel	0			13			
Total Expense	8,411	16,669	(8,258)	87,356	140,691	(53,335)	180,029
Net Ordinary Income	11,342	3,084	8,258	85,558	32,223	53,335	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,016	3,084	(1,067)	25,263	32,223	(6,960)	38,390
Total Other Expense	2,016	3,084	(1,067)	25,263	32,223	(6,960)	38,390
Net Other Income	(2,016)	(3,084)	1,067	(25,263)	(32,223)	6,960	(38,390)
Net Income	9,326	(0)	9,326	60,295	(0)	60,295	0

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

Accrual Basis

60 - Membership

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,509	10,417	1,092	115,693	104,167	11,526	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	19,000	(19,000)	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	20,000	(20,000)	0	20,000	(20,000)	20,000
Total 4250-01 · Community Awards	0	58,000	(58,000)	0	58,000	(58,000)	58,000
4250-02 · Chamber Events	0	0	0	0	4,500	(4,500)	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)	500	1,400	(900)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	2,900	(2,900)	4,000
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	500	4,300	(3,800)	6,000
4250-00 · Revenues-Membership Activities - Other	800	0	800	6,290	0	6,290	0
Total 4250-00 · Revenues-Membership Activities	800	58,750	(57,950)	6,790	68,300	(61,510)	72,500
4253-00 · Revenue- Other	0	500	(500)	0	1,500	(1,500)	2,500
Total Income	12,309	69,667	(57,358)	122,483	173,967	(51,484)	200,000
Gross Profit	12,309	69,667	(57,358)	122,483	173,967	(51,484)	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	255	458	(203)	2,664	4,583	(1,919)	5,500
5030-00 · P/R - Health Insurance Expense	340	667	(327)	2,259	6,667	(4,407)	8,000
5040-00 · P/R - Workmans Comp	17	33	(17)	114	333	(220)	400
5060-00 · 401 (k)	113	142	(29)	865	1,417	(552)	1,700
5070-00 · Other Benefits and Expenses	0	33	(33)	19	333	(314)	400
5000-00 · Salaries & Wages - Other	3,707	5,333	(1,627)	33,218	53,333	(20,115)	64,000
Total 5000-00 · Salaries & Wages	4,432	6,667	(2,235)	39,140	66,667	(27,527)	80,000
5100-00 · Rent							
5110-00 · Utilities	40	33	7	346	333	12	400
5140-00 · Repairs & Maintenance	9	8	1	114	83	31	100
5150-00 · Office - Cleaning	57	58	(2)	447	583	(136)	700
5100-00 · Rent - Other	565	638	(73)	5,627	6,375	(748)	7,650
Total 5100-00 · Rent	670	737	(67)	6,534	7,375	(841)	8,850
5310-00 · Telephone							
5320-00 · Telephone	139	121	18	1,182	1,208	(26)	1,450
Total 5310-00 · Telephone	139	121	18	1,182	1,208	(26)	1,450
5420-00 · Mail - USPS	12	10	2	40	100	(60)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			2	0	2	0
5520-00 · Supplies - Other	12	167	(154)	174	1,667	(1,492)	2,000
Total 5520-00 · Supplies	12	167	(154)	176	1,667	(1,491)	2,000
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	55	173	(119)	604	1,733	(1,129)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	1,000	(1,000)	1,000
Total 5900-00 · Professional Fees	0	0	0	0	1,000	(1,000)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	28,000	(28,000)	295	28,000	(27,705)	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	2,175	(2,175)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	5,202	4,167	1,035	5,000
6423-00 · Membership Activities - Other	1,645	417	1,228	2,560	4,167	(1,607)	5,000
Total 6423-00 · Membership Activities	2,164	29,246	(27,082)	8,057	39,008	(30,951)	42,000
8200-00 · Associate Relations	0	13	(13)	93	125	(32)	150
8500-00 · Credit Card Fees	60	1,850	(1,790)	485	1,850	(1,365)	1,850
8700-00 · Automobile Expenses	5	33	(28)	159	333	(174)	400
8750-00 · Meals/Meetings	0	33	(33)	8	333	(326)	400
8810-00 · Dues & Subscriptions	11	17	(6)	183	167	17	200
8910-00 · Travel	0			7			
8920-00 · Bad Debt	0	0	0	37,587	0	37,587	0
Total Expense	7,560	39,067	(31,506)	94,278	121,567	(27,289)	140,500
Net Ordinary Income	4,749	30,600	(25,852)	28,205	52,400	(24,195)	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,575	2,407	(832)	19,732	25,148	(5,416)	29,961
Total Other Expense	1,575	2,407	(832)	19,732	25,148	(5,416)	29,961

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

Accrual Basis

60 - Membership

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,575)	(2,407)	832	(19,732)	(25,148)	5,416	(29,961)
Net Income	<u>3,174</u>	<u>28,193</u>	<u>(25,020)</u>	<u>8,473</u>	<u>27,252</u>	<u>(18,779)</u>	<u>29,539</u>

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

70 - Administration

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 · Miscellaneous	2,573	0	2,573	11,601	0	11,601	0
Total Income	2,573	0	2,573	11,601	0	11,601	0
Gross Profit	2,573	0	2,573	11,601	0	11,601	0
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,280	2,250	(970)	21,281	22,500	(1,219)	27,000
5030-00 · P/R - Health Insurance Expense	3,193	3,292	(98)	29,997	32,917	(2,919)	39,500
5040-00 · P/R - Workmans Comp	102	194	(92)	(247)	1,943	(2,191)	2,332
5060-00 · 401 (k)	570	1,250	(680)	637	12,500	(11,863)	15,000
5070-00 · Other Benefits and Expenses	56	117	(60)	931	1,167	(236)	1,400
5000-00 · Salaries & Wages - Other	21,291	33,327	(12,236)	309,009	335,267	(26,258)	402,320
Total 5000-00 · Salaries & Wages	26,493	40,629	(14,136)	361,608	406,293	(44,686)	487,552
5100-00 · Rent							
5110-00 · Utilities	173	125	48	1,630	1,250	380	1,500
5140-00 · Repairs & Maintenance	833	325	508	4,897	3,250	1,647	3,900
5150-00 · Office - Cleaning	223	250	(27)	2,185	2,500	(315)	3,000
5100-00 · Rent - Other	3,109	1,893	1,216	27,691	18,934	8,757	22,720
Total 5100-00 · Rent	4,339	2,593	1,745	36,403	25,934	10,469	31,120
5310-00 · Telephone							
5320-00 · Telephone	1,013	750	263	9,782	7,500	2,282	9,000
Total 5310-00 · Telephone	1,013	750	263	9,782	7,500	2,282	9,000
5420-00 · Mail - USPS	61	83	(22)	544	833	(289)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,083	16,917	(7,833)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	257	167	91	2,774	1,667	1,107	2,000
5520-00 · Supplies - Other	121	603	(482)	2,445	6,025	(3,580)	7,230
Total 5520-00 · Supplies	378	769	(391)	5,219	7,692	(2,473)	9,230
5610-00 · Depreciation	720	0	720	1,069	0	1,069	0
5700-00 · Equipment Support & Maintenance	2,447	2,250	197	21,925	22,500	(575)	27,000
5710-00 · Taxes, Licenses & Fees	904	1,000	(97)	11,580	10,000	1,580	12,000
5740-00 · Equipment Rental/Leasing	106	417	(311)	1,234	4,167	(2,933)	5,000
5800-00 · Training Seminars	0	667	(667)	376	6,667	(6,290)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	3,480	625	2,855	5,860	6,250	(390)	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	16,250	(16,250)	19,500
Total 5900-00 · Professional Fees	3,480	2,250	1,230	27,660	48,500	(20,840)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	12,500	(12,500)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	12,500	(12,500)	15,000
8200-00 · Associate Relations	239	83	156	2,175	833	1,342	1,000
8300-00 · Board Functions	0	500	(500)	2,988	6,000	(3,012)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	6,500	20,833	(14,333)	25,000
8700-00 · Automobile Expenses	34	250	(216)	1,290	2,500	(1,210)	3,000
8750-00 · Meals/Meetings	44	417	(373)	308	4,167	(3,859)	5,000
8810-00 · Dues & Subscriptions	1,166	1,167	(0)	9,945	11,667	(1,722)	14,000
8910-00 · Travel	0	0	0	114	0	114	0
8920-00 · Bad Debt	0	0	0	87	0	87	0
Total Expense	42,343	60,100	(17,757)	509,890	628,002	(118,112)	748,202
Net Ordinary Income	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Total Other Expense	(39,770)	(60,100)	20,330	(498,289)	(628,002)	129,713	(748,202)
Net Other Income	39,770	60,100	(20,330)	498,289	628,002	(129,713)	748,202
Net Income	0	(0)	0	0	(0)	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

April 30, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of April 30, 2021

Accrual Basis

	<u>Apr 30, 21</u>	<u>Apr 30, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	686,705	315,532	371,173	118%	491,681
Total Checking/Savings	<u>686,705</u>	<u>315,532</u>	<u>371,173</u>	<u>118%</u>	<u>491,681</u>
Accounts Receivable					
1200-00 · Accounts Receivable	2,490	60,791	(58,301)	(96%)	1,335
Total Accounts Receivable	<u>2,490</u>	<u>60,791</u>	<u>(58,301)</u>	<u>(96%)</u>	<u>1,335</u>
Other Current Assets					
1200-99 · Accounts Receivable - Other	0	0	0	0%	25,720
1300 · Reimbursements Receivable	0	16,600	(16,600)	(100%)	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	<u>100</u>	<u>19,925</u>	<u>(19,825)</u>	<u>(99%)</u>	<u>37,525</u>
Total Current Assets	<u>689,295</u>	<u>396,248</u>	<u>293,047</u>	<u>74%</u>	<u>530,541</u>
Other Assets					
1400-00 · Prepaid Expenses	66,637	32,024	34,613	108%	8,321
Total Other Assets	<u>66,637</u>	<u>32,024</u>	<u>34,613</u>	<u>108%</u>	<u>8,321</u>
TOTAL ASSETS	<u><u>755,932</u></u>	<u><u>428,272</u></u>	<u><u>327,660</u></u>	<u><u>77%</u></u>	<u><u>538,862</u></u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	340,696	26,975	313,721	1,163%	51,879
Total Accounts Payable	<u>340,696</u>	<u>26,975</u>	<u>313,721</u>	<u>1,163%</u>	<u>51,879</u>
Total Current Liabilities	<u>340,696</u>	<u>26,975</u>	<u>313,721</u>	<u>1,163%</u>	<u>51,879</u>
Total Liabilities	<u>340,696</u>	<u>26,975</u>	<u>313,721</u>	<u>1,163%</u>	<u>51,879</u>
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	(71,748)	376,455	(448,203)	(119%)	462,141
Total Equity	<u>415,235</u>	<u>401,297</u>	<u>13,938</u>	<u>3%</u>	<u>486,983</u>
TOTAL LIABILITIES & EQUITY	<u><u>755,932</u></u>	<u><u>428,272</u></u>	<u><u>327,660</u></u>	<u><u>77%</u></u>	<u><u>538,862</u></u>

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of April 30, 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
Visit California*	2,100.00	0.00	0.00	0.00	0.00	2,100.00
TOTAL	<u><u>2,100.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>390.00</u></u>	<u><u>2,490.00</u></u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of April 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	32.09	41.44	0.00	0.00	0.00	73.53
AugustineIdeas	5,443.85	19,796.31	0.00	0.00	0.00	25,240.16
Denise Cmiel	45.47	75.00	0.00	0.00	0.00	120.47
Fallon Multimedia	0.00	4,250.00	0.00	0.00	0.00	4,250.00
FedEx	260.08	42.86	0.00	0.00	0.00	302.94
Gate 7 Pty Ltd*	3,037.50	0.00	0.00	0.00	0.00	3,037.50
Generikal Design	0.00	9,850.00	0.00	0.00	0.00	9,850.00
Ideal Wild	0.00	10,275.00	0.00	0.00	0.00	10,275.00
IVCB Visitors Bureau	76,468.61	0.00	0.00	0.00	0.00	76,468.61
JVP Communications	0.00	1,443.75	0.00	0.00	0.00	1,443.75
Katie Biggers	6.72	0.00	0.00	0.00	0.00	6.72
Liz Bowling	0.00	45.81	0.00	0.00	0.00	45.81
NLTRA	1,990.21	136,038.84	0.00	0.00	0.00	138,029.05
Resort at Squaw Creek	2,905.63	0.00	0.00	0.00	0.00	2,905.63
Richter7	0.00	8,549.12	0.00	0.00	0.00	8,549.12
Sarah Winters	0.00	100.00	0.00	0.00	0.00	100.00
Sierra Web Design, Inc.	0.00	534.00	0.00	0.00	0.00	534.00
Smith & Jones, Inc.	0.00	40,764.00	0.00	0.00	0.00	40,764.00
The Abbi Agency, Inc	18,700.00	0.00	0.00	0.00	0.00	18,700.00
TOTAL	<u>108,890.16</u>	<u>231,806.13</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>340,696.29</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

April 2021

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	(76,247)	51,400	(127,647)	252,553	511,600	(259,047)	592,000
4001-00 · NLTRA Funding	(124,402)	115,230	(239,632)	421,850	914,082	(492,232)	1,000,000
4004-00 · IVCBVB Entertainment	0	2,000	(2,000)	6,000	8,000	(2,000)	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	349,030	(349,030)	410,697
4099-00 · Revenue - Other	0	0	0	45,200	0	45,200	0
Total Income	(200,649)	203,533	(404,182)	725,604	1,782,712	(1,057,108)	2,010,697
Gross Profit	(200,649)	203,533	(404,182)	725,604	1,782,712	(1,057,108)	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	2,000	(1,167)	5,833	36,124	(30,291)	42,501
5004-00 · Trip Advisor	0	5,000	(5,000)	5,903	72,248	(66,345)	85,000
5005-00 · Paid Social	0	4,000	(4,000)	18,882	108,632	(89,750)	112,660
5005-01 · Digital Display / Retargeting	0	5,200	(5,200)	40,052	73,800	(33,748)	85,800
5005-02 · Retargeting Video	0	500	(500)	0	8,250	(8,250)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	2,635	0	2,635	48,461	0	48,461	0
5007-02 · Website Production	0	0	0	4,013	0	4,013	0
5007-03 · Photo/Video Creative	1,200	0	1,200	7,702	0	7,702	0
5007-00 · Creative Production - Other	128	5,128	(5,001)	1,403	104,108	(102,706)	105,364
Total 5007-00 · Creative Production	3,963	5,128	(1,166)	61,577	104,108	(42,531)	105,364
5010-00 · Account Strategy & Management	6,000	6,000	0	60,000	60,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,117	87	19,224	31,170	(11,946)	37,400
5013-00 · Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 · Video	0	7,475	(7,475)	0	102,900	(102,900)	112,350
5017-00 · Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 · Media Commission	0	5,313	(5,313)	30,468	86,941	(56,473)	96,631
5018-01 · Digital Ad Serving	0	250	(250)	333	2,500	(2,167)	3,000
5020-00 · Search Engine Marketing	0	4,350	(4,350)	34,744	59,700	(24,956)	65,700
5022-00 · Email	0	4,163	(4,163)	4,162	26,678	(22,516)	35,000
5024-00 · Fusion 7	0	2,000	(2,000)	18,000	20,000	(2,000)	24,000
5025-00 · Expedia	0	0	0	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	3,200	(3,200)	0	26,100	(26,100)	30,000
5029-00 · Television	0	0	0	10,154	0	10,154	0
Total 5000-00 · CONSUMER MARKETING	14,000	57,696	(43,696)	309,334	989,151	(679,817)	1,091,406
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	1,000	(1,000)	150	7,250	(7,100)	7,250
5111-00 · FAMS - Domestic	0	4,500	(4,500)	0	4,500	(4,500)	4,500
5112-00 · Training / Sales Calls	0	0	0	120	5,000	(4,880)	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	0	7,000	(7,000)	10,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	2,000	(2,000)	2,000
5120-00 · Domestic - Trade Shows	0	0	0	0	6,500	(6,500)	6,500
5131-00 · FAMS -Intl - Travel Trade	(5)	0	(5)	595	2,500	(1,905)	5,510
5133-00 · Ski-Tops	0	0	0	0	2,545	(2,545)	2,545
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	2,000	(2,000)	4,000
5137-00 · Co-op Opportunities	0	0	0	10,000	6,000	4,000	12,000
5143-00 · Mountain Travel Symposium	0	0	0	995	5,350	(4,355)	5,350
5144-00 · IPW - POW WOW	0	2,000	(2,000)	0	10,000	(10,000)	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	1,013	6,075	(5,063)	8,266	12,150	(3,884)	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	6,000	(6,000)	0	6,000	(6,000)	6,000
5154-00 · Canada - Other	0	6,000	(6,000)	0	12,000	(12,000)	12,000
Total 5154-00 · Canada	0	12,000	(12,000)	0	18,000	(18,000)	18,000
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
Total 5110-00 · LEISURE SALES	1,007	28,575	(27,568)	21,293	96,990	(75,697)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	15,000	15,000	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	1,000	0	10,500	15,500	(5,000)	18,500
5202-01 · Rich Content Development	0	0	0	20,500	0	20,500	0
5204-00 · Media Mission(s)	16	10,000	(9,984)	780	30,000	(29,220)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	5,000	5,000	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,000	3,000	0	3,600
5209-00 · Domestic Travel Media FAMS	0	0	0	6,226	20,000	(13,774)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	16,200	18,000	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	40,000	40,000	0	48,000
5212-00 · Social Giveaways & Contests	75	3,500	(3,425)	479	10,500	(10,021)	10,500
5213-00 · Facebook Live	63	0	63	63	150	(87)	150
5214-00 · Social Takeover	9,775	3,750	6,025	9,775	15,000	(5,225)	15,000
5216-00 · PR Content Development + Distri	0	700	(700)	8,847	7,000	1,847	8,400
5218-00 · Crisis Communication / Training	0	0	0	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	500	3,750	(3,250)	10,500	15,000	(4,500)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,816	11,660	(9,844)	14,000
5280-00 · PR Meals / Entertainment	0	0	0	29	0	29	0
Total 5200-00 · PUBLIC RELATIONS	19,529	31,966	(12,437)	153,715	210,710	(56,995)	233,650

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2021

Accrual Basis

	Apr 21	Budget	\$ Over Budget	Jul '20 - Apr 21	YTD Budget	\$ Over Budget	Annual Budget
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	0	0	2,500	15,000	(12,500)	20,000
6003-00 · Geo-Fence Targeting	0	0	0	0	2,250	(2,250)	3,000
6004-00 · Email	0	0	0	0	3,750	(3,750)	5,000
6005-00 · Paid Media	0	0	0	28,348	4,500	23,848	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	240	0	240	15,136	11,058	4,078	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	0	475	(475)	399	3,394	(2,995)	3,773
6016-00 · MCC Search Engine Marketing	0	416	(416)	1,476	4,160	(2,684)	5,000
6018-00 · MCC Media Commission	58	0	58	5,578	4,893	685	6,526
6019-00 · Conference Direct Partnership	417	0	417	6,167	5,000	1,167	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,833	7,000	(1,167)	7,000
6152-00 · Client Events / Opportunities	0	0	0	109	4,070	(3,961)	6,570
6153-00 · Chicago Sales Rep Support	129	0	129	1,838	1,000	838	1,000
Total 6000-00 · CONFERENCE SALES	1,427	891	536	78,061	81,753	(3,692)	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	21	0	21	414	3,500	(3,086)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,099	3,700	(2,601)	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	192	6,700	(6,508)	2,692	6,700	(4,008)	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	5,250	(5,250)	5,250
6151-00 · Destination CA	0	0	0	0	1,500	(1,500)	1,500
6154-00 · HelmsBriscoe ABC	0	2,000	(2,000)	0	6,500	(6,500)	6,500
6156-00 · Connect California	214	1,500	(1,286)	214	5,250	(5,036)	5,250
6156-02 · Connect Chicago	0	0	0	0	5,750	(5,750)	5,750
6157-00 · HPN Partner Conference	0	0	0	1,175	0	1,175	0
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	0	0	0	2,000	(2,000)	2,000
6164-00 · Connect Mountain Incentive	0	0	0	0	5,750	(5,750)	5,750
6165-00 · Bay Area Client Appreciation	0	1,500	(1,500)	0	1,500	(1,500)	4,500
6166-00 · Sports Commission	0	0	0	0	795	(795)	795
6167-00 · Nor Cal DMO	0	0	0	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 · Prestige Meetings SF	0	0	0	0	2,500	(2,500)	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	0	0	0	6,250	(6,250)	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	427	11,700	(11,273)	11,588	75,590	(64,002)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	2,025	2,500	(475)	7,834	25,000	(17,166)	30,000
5009-00 · Fulfillment / Mail	118	1,000	(882)	1,344	10,000	(8,656)	12,000
5021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	25,000	50,000	(25,000)	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,333	2,000	(667)	2,000
7001-00 · Miscellaneous	2,709	0	2,709	2,709	0	2,709	0
7002-00 · CRM Subscription	833	2,499	(1,666)	8,958	9,996	(1,038)	9,996
7003-00 · IVCBVB Entertainment Fund	(8)	0	(8)	884	6,000	(5,116)	8,000
7004-00 · Research	1,111	24,000	(22,889)	8,890	29,000	(20,110)	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	667	8,338	(7,671)	20,884	33,352	(12,468)	33,352
7008-00 · Opportunistic Funds	0	0	0	131	46,487	(46,356)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	2,124	1,770	354	2,124
7010-00 · Photo Management & Storage	805	592	213	6,213	5,920	293	7,099
7020-00 · Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
7030-00 · Contract Review	1,245	0	1,245	10,763	0	10,763	0
8700-00 · Automobile Expense*	39	350	(311)	435	3,500	(3,065)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	9,711	64,456	(54,745)	122,759	246,025	(123,266)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	42,552	42,500	52	51,000
8003-00 · Website Hosting Maintenance	28,132	4,000	24,132	58,049	40,000	18,049	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	32,382	8,250	24,132	100,601	82,500	18,101	99,000
Total Expense	78,482	203,534	(125,052)	797,352	1,782,719	(985,368)	2,010,695
Net Income	(279,131)	(1)	(279,130)	(71,748)	(7)	(71,741)	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	252,553.38	831,877.00	-579,323.62	-69.6%
4001-00 · NLTRA Funding	421,850.25	1,344,959.00	-923,108.75	-68.6%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	45,200.00	0.00	45,200.00	100.0%
Total Income	725,603.63	2,182,836.00	-1,457,232.37	-66.8%
Gross Profit	725,603.63	2,182,836.00	-1,457,232.37	-66.8%
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	5,833.31	9,250.00	-3,416.69	-36.9%
5004-00 · Trip Advisor	5,902.93	66,400.69	-60,497.76	-91.1%
5005-00 · Paid Social	18,881.83	101,950.14	-83,068.31	-81.5%
5005-01 · Digital Display / Retargeting	40,052.28	155,778.15	-115,725.87	-74.3%
5005-02 · Retargeting Video	0.00	14,972.28	-14,972.28	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	48,460.56	0.00	48,460.56	100.0%
5007-02 · Website Production	4,012.50	0.00	4,012.50	100.0%
5007-03 · Photo/Video Creative	7,701.63	0.00	7,701.63	100.0%
5007-00 · Creative Production - Other	1,402.50	154,055.21	-152,652.71	-99.1%
Total 5007-00 · Creative Production	61,577.19	154,055.21	-92,478.02	-60.0%
5010-00 · Account Strategy & Management	60,000.00	67,000.00	-7,000.00	-10.5%
5010-01 · Digital Management & Reporting	0.00	18,000.00	-18,000.00	-100.0%
5010-02 · Website Strategy & Analysis	19,224.00	11,400.00	7,824.00	68.6%
5013-00 · Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 · Video	0.00	20,176.21	-20,176.21	-100.0%
5017-00 · Rich Media	0.00	34,987.64	-34,987.64	-100.0%
5018-00 · Media Commission	30,468.43	77,333.06	-46,864.63	-60.6%
5018-01 · Digital Ad Serving	332.89	2,194.45	-1,861.56	-84.8%
5020-00 · Search Engine Marketing	34,744.30	43,847.92	-9,103.62	-20.8%
5022-00 · Email	4,162.45	26,476.66	-22,314.21	-84.3%
5024-00 · Fusion 7	18,000.00	0.00	18,000.00	100.0%
5029-00 · Television	10,154.30	0.00	10,154.30	100.0%
Total 5000-00 · CONSUMER MARKETING	309,333.91	923,926.41	-614,592.50	-66.5%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	150.00	3,944.12	-3,794.12	-96.2%
5112-00 · Training / Sales Calls	119.88	6,928.20	-6,808.32	-98.3%
5113-00 · Additional Opportunities	0.00	3,392.02	-3,392.02	-100.0%
5115-00 · Travel Agent Incentive Program	0.00	1,500.00	-1,500.00	-100.0%
5120-00 · Domestic - Trade Shows	0.00	5,504.87	-5,504.87	-100.0%
5131-00 · FAMS -Intl - Travel Trade	594.82	1,683.75	-1,088.93	-64.7%
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	8,266.41	1,733.59	21.0%
5142-00 · UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 · Mountain Travel Symposium	995.00	37.93	957.07	2,523.3%
5144-00 · IPW - POW WOW	0.00	257.16	-257.16	-100.0%
5145-00 · TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 · UK / Black Diamond	0.00	24,166.67	-24,166.67	-100.0%
5147-00 · AUS / Gate 7	8,266.22	26,469.00	-18,202.78	-68.8%
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	1,750.01	-583.33	-33.3%
5156-00 · German Trade Representation	0.00	16,393.63	-16,393.63	-100.0%
Total 5110-00 · LEISURE SALES	21,292.60	137,641.80	-116,349.20	-84.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	15,000.00	21,000.00	-6,000.00	-28.6%
5201-00 · National, Regional, & Local PR	0.00	48,500.00	-48,500.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	10,500.00	19,000.00	-8,500.00	-44.7%
5202-01 · Rich Content Development	20,500.00	4,975.00	15,525.00	312.1%
5204-00 · Media Mission(s)	779.95	8,823.11	-8,043.16	-91.2%
5206-00 · Digital Buy/ Social Media Boost	5,000.00	4,086.00	914.00	22.4%
5207-00 · Content Campaigns/Tools-My Emma	3,000.00	3,000.00	0.00	0.0%
5208-00 · International Travel Media FAMS	0.00	5,252.35	-5,252.35	-100.0%
5208-01 · Int'l FAM Hard Cost	0.00	2,107.97	-2,107.97	-100.0%
5208-02 · Int'l Media Retainer	0.00	2,650.00	-2,650.00	-100.0%
5209-00 · Domestic Travel Media FAMS	6,226.27	19,773.06	-13,546.79	-68.5%
5210-00 · Content Dev - Newsletters	16,200.00	18,000.00	-1,800.00	-10.0%
5211-00 · Social Media Strategy & Mgmt	40,000.00	40,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	478.95	6,153.62	-5,674.67	-92.2%
5213-00 · Facebook Live	63.28	2,500.00	-2,436.72	-97.5%
5214-00 · Social Takeover	9,775.00	7,951.75	1,823.25	22.9%
5216-00 · PR Content Development + Distri	8,846.81	0.00	8,846.81	100.0%
5218-00 · Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 · Photography & Video Asset Dev	10,500.00	0.00	10,500.00	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	153,714.98	213,772.86	-60,057.88	-28.1%
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	28,348.03	6,276.18	22,071.85	351.7%
6006-00 · CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 · Creative Production	15,135.69	14,536.11	599.58	4.1%
6008-00 · Conference PR / Social Outreach	0.00	8,400.00	-8,400.00	-100.0%
6015-00 · MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 · MCC Search Engine Marketing	1,475.78	3,408.21	-1,932.43	-56.7%
6018-00 · MCC Media Commission	5,578.01	5,840.88	-262.87	-4.5%
6018-01 · MCC Digital Ad Serving	0.00	1.26	-1.26	-100.0%
6019-00 · Conference Direct Partnership	6,166.70	0.00	6,166.70	100.0%
6128-00 · HelmsBriscoe Strategic Partner	5,833.30	5,749.97	83.33	1.5%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through April 2021

	Jul '20 - Apr 21	Jul '19 - Apr 20	\$ Change	% Change
6152-00 - Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%
6153-00 - Chicago Sales Rep Support	1,838.24	8,082.79	-6,244.55	-77.3%
Total 6000-00 - CONFERENCE SALES	78,061.29	94,184.60	-16,123.31	-17.1%
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	413.81	2,328.67	-1,914.86	-82.2%
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	1,168.39	-1,168.39	-100.0%
6120-01 - Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 - CalSAE Annual	2,691.75	1,022.07	1,669.68	163.4%
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	213.57	280.96	-67.39	-24.0%
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	3,250.00	-3,250.00	-100.0%
6167-00 - Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	1,144.42	-1,144.42	-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	11,588.13	57,920.68	-46,332.55	-80.0%
6106-00 - CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 - COMMITTED & ADMIN EXPENSES				
5008-00 - Cooperative Programs	7,834.00	33,558.60	-25,724.60	-76.7%
5009-00 - Fulfillment / Mail	1,343.84	9,019.90	-7,676.06	-85.1%
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	1,333.36	1,666.70	-333.34	-20.0%
7001-00 - Miscellaneous	2,709.13	253.04	2,456.09	970.6%
7002-00 - CRM Subscription	8,958.31	7,499.98	1,458.33	19.4%
7003-00 - IVCBVB Entertainment Fund	883.87	2,258.40	-1,374.53	-60.9%
7004-00 - Research	8,889.83	29,030.02	-20,140.19	-69.4%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 - Special Events	0.00	30,000.00	-30,000.00	-100.0%
7007-00 - Destimetrics / DMX	20,884.19	25,012.50	-4,128.31	-16.5%
7008-00 - Opportunistic Funds	131.19	34,373.27	-34,242.08	-99.6%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	6,213.10	5,499.20	713.90	13.0%
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	10,763.04	0.00	10,763.04	100.0%
8700-00 - Automobile Expense*	435.08	3,390.20	-2,955.12	-87.2%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	122,759.39	276,515.82	-153,756.43	-55.6%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	42,551.94	42,500.00	51.94	0.1%
8003-00 - Website Hosting Maintenance	58,049.26	59,918.76	-1,869.50	-3.1%
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	100,601.20	102,418.76	-1,817.56	-1.8%
Total Expense	797,351.50	1,806,380.93	-1,009,029.43	-55.9%
Net Income	-71,747.87	376,455.07	-448,202.94	-119.1%

KEY METRICS FOR April 30, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru April 2021)					
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	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346
2020 - 2021	7,285,531	3,171,548	4,648,683	224	\$ 15,105,986

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Mar 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	35244	33578	36049	21665	-39.9%
Phone	2582	2354	2455	2243	-8.6%
Email	315	338	373	432	15.8%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.0%
NLT - Event Traffic	4494	3491	3243	749	-76.9%
Total	50,518	51,200	50,442	30,495	-39.5%

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	-16.41%
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		Mar 2021
California (pop. 38,332,521)		8.3%
Placer County (367,309)		5.5%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.7%
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	0.2%	41.3%	20550.0%
ADR (Average Daily Rate)	\$ 348	\$ 288	-17.2%
RevPAR (Rev per Available Room)	\$ 1	\$ 119	11800.0%
Occupancy 1 Mth Forecast	1.3%	22.1%	1600.0%
ADR 1 Mth Forecast	\$ 365	\$ 274	-24.9%
RevPAR 1 Mth Forecast	\$ 5	\$ 60	1100.0%
Occupancy (prior 6 months)	36.3%	38.8%	6.9%
ADR (prior 6 months)	\$ 403	\$ 376	-6.7%
RevPAR (prior 6 months)	\$ 146	\$ 146	0.0%
Occupancy (next 6 months)	17.9%	32.6%	82.1%
ADR (next 6 months)	\$ 366	\$ 423	15.6%
RevPAR (next 6 months)	\$ 65	\$ 138	112.3%

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 4/30/2021						
	2019-20	2019-20	2020-21	YOY %		
	Actuals	Forecasted	Forecasted	Change		
FORWARD LOOKING						
Total Revenue Booked	\$2,685,035	\$ 2,767,546	\$ 417,602	-562.72%		
Commission for this Revenue	\$ 36,962	\$ 46,373	\$ -			
Number of Room Nights	12,075	11,906	1,773	-571.52%		
Number of Bookings	53	54	10	-440.00%		
Conference Revenue And Percentage by County:						
	19-20	20-21				
Placer	79%	83%	\$2,096,775	\$ 2,179,286	\$ 348,025	-526.19%
Washoe	14%	17%	\$381,642	\$ 381,642	\$ 69,577	-448.52%
South Lake	7%	0%	\$206,618	\$ 206,618		
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,685,035	\$ 2,767,546	\$ 417,602	-562.72%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000		0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month'Yr April 2021
Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
04.05.2021	A	Garwoods Grill	966	Bonnie retirement celebration - NLTRA & IVCBVB Staff	\$238.98		8200-00/70
04.15.2021	B	Civitas	1442315	Civitas TBID event	\$150.00		5800-00/70
04.15.2021	C	Spindleshanks	175662	meeting with Any Chapman	\$44.00		8250-00/70
	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		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$432.98		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
Date: 5/14/2021

Approved By: _____
Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		DVS	5/14/2021		

**BANK OF THE WEST**
BNP PARIBASBANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043**MEMO STATEMENT**

Account Number	XXXX-XXXX-0150-4616
Statement Date	APR 28, 2021
Total Activity	\$432.98

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENTJEFFREY 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

ACCOUNT SUMMARY							
JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$432.98		\$0.00		\$0.00		\$432.98

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
04-05	04-01	75369431092501501026793	GAR WOODS GRILL & PIER CARNELIAN BAYCA Tran: 0401020000080 Tax ID: 680165856 Mer Zip: 96140 Tax: 15.48	238.98
04-15	04-14	55432861104200540577135	SQ *CIVITAS gosq.com CA Tran: 00011529215100373 Tax ID: 800429876 Mer Ref: 00011529215100373 Mer Zip: 95831 Origin Zip: 95831 Dest Zip: 95831 Dest Ctry: USA Product Code: 099 Desc: Consultant Service1618437071444 Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 150.00	150.00
04-15	04-14	25247801104001735054805	SPINDLESHANKS AMERICAN KINGS BEACH CA Tax ID: 300346317 Mer Zip: 96143	44.00

A
B
C

For Customer Service, Call:	Account Number	Account Summary	
	1-866-432-8161	XXXX-XXXX-0150-4616	Purchases & Other Charges
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	APR 28, 2021	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$432.98
	\$0.00		

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.

DeWitt Van Siclen

From: Jeffrey Hentz
Sent: Wednesday, May 12, 2021 8:39 PM
To: DeWitt Van Siclen
Subject: Receipt for TBID Civitas Event

DeWitt, this is what I could find which was in my meeting calendar.. Will this be enough?

Ordered By: Jeffrey Hentz (jeff@gotahoenorth.com)

Order #1442315



1 x Ticket

Individual Ticket: \$150



Thu, April 29, 2021 at 09:30 AM - Thu, April 29, 2021 at 03:00 PM Pacific Time (PST/PDT)

Add to:

[Google](#)
[Outlook](#)
[iCal](#)
[Yahoo](#)



Jeffrey Hentz

Chief Executive Officer

Phone: 530.581.8739

Cell: 407.466.1320

Jeff@GoTahoeNorth.com

www.GoTahoeNorth.com

www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

B

SPINDLESHANKS
400 Brassie Ave.
Kings Beach, CA 96143
(530)-546-2191

SERVER: MICHELA B
TABLE: 55
TICKET #: 175682 04/14/2021 13:08
GUESTS: 2

FISH TACOS 15.00
CESAR W/ CHIX 16.00
COFFE 3.50

SUB TOTAL: 34.50
SALES TAX: 2.50

TOTAL: 37.00

We serve
BREAKFAST LUNCH
and DINNER
Happy Hour 5 to 6 pm
All night Happy Hour on Tuesday

*mts w/ Andre
ICVD*

SPINDLESHANKS AMERICAN BISTRO
400 BRASSIE AVE
KINGS BEACH CA 96143
530-546-2191

Terminal ID: *****466 ***3
4/14/21 4:03 PM

SERVER #: 31

MASTERCARD - INSERT
AID: A0000000041010
ACCT #: *****4616

CREDIT SALE
UID: 110438397667 REF #: 0041
BATCH #: 002 AUTH #: 044907

DESCRIPTION :
AMOUNT \$37.00
TIP \$ 7
TOTAL \$ 44

APPROVED

ARQC - F51C40DB1370C84A

CUSTOMER COPY