



north lake tahoe

Chamber | CVB | Resort Association

# FINANCE COMMITTEE AGENDA

June 29th, 2021 at 3:30 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

### NLTRA Staff

Jeff Hentz  
CEO

DeWitt Van Siclen  
Accounting  
Manager

Aprille Viray  
Staff Accountant

Quorum  
2 Members with 1  
being a Board  
Member

### A. Call to Order – Establish Quorum

### B. Roll Call

### C. Public Forum

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

### D. Agenda Amendments & Approval [MOTION]

### E. Approval of Finance Committee Meeting Minutes:

- 6/1/2021 Meeting Minutes [MOTION] ..... Pg. 1

### F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial Performance .....Pg. 2
- NLTRA 5/31/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 5/31/2021 Financials Review .....Pg. 25

### G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update
- TBID Update
- TBID Budget Update

### H. Supplemental Information

- May 2021 Dashboard Report .....Pg. 33

### I. Approval of CEO Expenses May 2021:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 34
- Approval of CEO Expenses NLTMC [MOTION].....Pg. 41

### J. Agenda Input for Next Finance Committee Meeting

### K. Next Meeting Date

### L. Committee Member Comments

### M. Adjourn



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## FINANCE COMMITTEE MEETING - Minutes Draft

Tuesday June 1st, 2021 at 3:30 PM

Via Zoom

- A. Call to Order – Establish Quorum – Quorum established 3:31 PM (3)
- B. Roll Call:
  - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
  - Staff in Attendance via Zoom: Jeff Hentz, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
  - **MOTION** to approve the agenda; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
  - **MOTION** to approve April 27, 2021 Finance Committee meeting minutes; Ramona Cruz/David Brown, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
  - Review Staff Report – April 30, 2021 financial results
  - Review of NLTRA April 30, 2021 financials
  - **MOTION** to approve April 30, 2021 Preliminary NLTRA Financials; David Brown/Ramona, Approved 3-0-0
  - Review of NLTMC April 30, 2021 financials
- G. Review and Recommend for Board Approval Proposed NLTRA Budgets for FY 21.22
  - Review of Proposed NLTRA Budgets for FY21.22
  - **MOTION** to Recommend for Board Approval of Proposed NLTRA Budgets for FY21.22; David Brown/Ramona Cruz 3-0-0
- H. 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 Van Siclen
- I. Supplemental Information
  - Review of the April 2021 Dashboard report
- J. Approval of CEO Expenses for April 2021
  - **MOTION** to approve April 2021 CEO expenses NLTRA; David Brown/Ramona Cruz; Approved 3-0-0
- K. Agenda Input for Next Finance Committee Meeting
  - TBID Budget Update
- L. Next Meeting Date
  - June 29<sup>th</sup>, 2021 @ 3:30 PM
- M. Committee Member Comments
  - None
- N. Adjourn 5:24 PM



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Date: 6/24/21

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

From: DeWitt Van Sclen, Accounting Manager

RE: Report of Financial Results at May 31, 2021

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A summary of preliminary NLTRA financial results for May 31, 2021 follows:

- Cash balance on May 31, 2021 of \$2,098,000 was \$1,249,000 greater than prior year due primarily to reduced Accounts Receivables of \$95,000, a reduction in inventory of \$56,000, a decrease in prepaid expenses of \$17,000, an increase in Accounts Payable of \$78,000, an increase in Deferred Revenue from the County of \$175,000, an increase to Payroll Liabilities of \$35,000, and an increase in equity of \$810,000 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 \$44,000, due to fewer outstanding commissions owed to the NLTRA and a refund due on a deposit for the cancelled Community Awards Dinner event.
- The Accounts Receivable – TOT balance of \$218,000 reflected County TOT funding invoices for May 31. The balance at this date last year was \$232,000. Payment has been received.
- Membership dues receivable totaled \$80,000; an increase of \$6,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$50,000 was \$47,000 greater than prior year to cover potential uncollectible membership fees.
- Retail Inventory totaled \$28,000, a decrease of \$56,000 from prior year due to the purchase of PPE that had originally been sold at cost to the local business community and later distributed free of charge.
- Receivable from NLTMC was greater than prior year by \$3,000 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 decreased by \$17,000 over prior year. This is primarily made up of prior year PPE purchases made on credit card that had been paid for but not yet received by the NLTRA.
- Accounts Payable of \$137,000 was \$78,000 great than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Wages and related liabilities of \$174,000 were \$35,000 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 to refunds received on credit cards in the prior year for NLTMC expenses as well as a payment received by the NLTRA in the prior year that was due to the NLTMC.
- Deferred Revenue-Member Dues of \$73,000 was down \$1,000 from last year.
- Deferred Revenue-County of \$525,000 reflected the 2020/21 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance-based invoicing on part of the County contract and exceeded prior year by \$175,000. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled, and payment was not made.
- YTD consolidated net income of \$1,041,000 at month end May 31 reflected a \$787,000 increase from prior year positive results of \$253,000, and represented Membership's net results YTD of \$13,000, and \$1,027,000 net positive results from TOT funded departments.
  
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$2,119,000 was lower than budget by \$425,000.
  - Expenses before overhead allocation totaled \$973,000 and were \$1,089,000 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 \$1,149,000 were better than budget by \$667,000.
- Operating Results YTD – Conference
  - TOT revenue of \$348,000 was on budget.
  - Expenses of \$282,000 before allocated overhead were below budget by \$4,000.
  - Net results of \$66,000 before overhead allocation were negative to budget by \$4,000.
- Operating Results YTD – Visitor Center
  - Retail sales of \$93,000 were positive to budget by \$18,000. TOT revenue of \$421,000 was on budget.
  - Expenses before overhead allocation of \$276,000 were good to budget by \$139,000 primarily due to reduced staffing and other operating costs related to the pandemic.
  - Net income of \$238,000 before overhead allocation was \$157,000 positive to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$198,000 was on budget.
  - Expenditures of \$107,000 before overhead were \$55,000 good to budget due to timing.
  - Net results of \$90,000 before overhead allocation were positive to budget \$55,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$127,000 was \$13,000 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 \$100,000 were \$31,000 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 \$35,000 before overhead allocations was below budget by \$22,000.
  - Net results of \$13,000 after overhead allocations was bad to budget \$15,000.
- Operating Results YTD – Administration
  - Miscellaneous income of \$14,000 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 \$551,000 were \$137,000 below budget due primarily to staffing and timing.
- Membership cash position as of May 31, 2021
  - Membership activities resulted in a net gain of \$13,348.
  - Deferred revenues of \$72,693 less receivables of \$80,595, plus the allowance for uncollectible receivables of \$49,558 resulted in the saving of cash in the amount of \$55,014.
  - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.

- Accrued Payroll expense provided cash of \$164.
- Prior years' cumulative negative net results totaled \$10,145.
- Net cash year-to-date was positive \$46,323.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at May 31, 2021:

- Cash balance at month end of \$326,000 was \$77,000 lower than prior year primarily due to a decrease in Receivables of \$99,000, an increase in Accounts Payable of \$33,000, and an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), offset by a decrease in Net Income of \$635,000 and an increase in prepaid expenses of \$36,000.
- Accounts Receivable was \$71,000 lower due primarily to delayed payment on April and May funding by IVCBVB as a result of the pandemic.
- Reimbursements Receivable was \$6,000 lower than prior year due to a reimbursement owed on a shared advertisement.
- Prepaid Expenses of \$52,000 were \$36,000 greater than prior year due primarily to research software purchased in the current fiscal year.
- Accounts Payable of \$49,000 were \$33,000 greater than prior year due to decreased expenditures in the prior year due to the pandemic.
- 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 \$158,000 was \$635,000 lower than prior year.
  
- Year-to-date revenue from NLTRA and IVCBVB of \$680,000 was below budget \$810,000. 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 (\$384,000) 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 \$337,000 were \$701,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$25,000 were \$80,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$168,000 were \$54,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$91,000 were \$8,000 over budget.
- Trade Show expenditures of \$21,000 were \$57,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$137,000 were \$113,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$105,000 were over budget \$14,000 due to invoices received for prior year services offset by timing.
- Total Expenses of \$883,000 were \$983,000 below budget.
- Net loss of \$158,000 was bad to budget by \$166,000.
- 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

May 31, 2021

# North Lake Tahoe Resort Association

## Balance Sheet

As of May 31, 2021

Accrual Basis

	May 31, 21	May 31, 20	\$ Change	% Change	Jun 30, 20
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	158	0	0%	158
1003-00 · Cash - Operations BOTW #6712	1,864,047	575,650	1,288,397	224%	565,602
1007-00 · Cash - Payroll BOTW #7421	7,973	2,551	5,422	213%	3,200
1008-00 · Marketing Reserve - Plumas	50,354	50,309	45	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,967	100,827	140	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	43,811	89,739	(45,928)	(51%)	86,322
10950 · Cash in Drawer	1,356	139	1,217	876%	139
<b>Total Checking/Savings</b>	<b>2,098,248</b>	<b>848,955</b>	<b>1,249,293</b>	<b>147%</b>	<b>836,155</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	1,000	45,212	(44,212)	(98%)	3,500
1290-00 · A/R - TOT	218,253	231,500	(13,247)	(6%)	201,387
<b>Total Accounts Receivable</b>	<b>219,253</b>	<b>276,712</b>	<b>(57,459)</b>	<b>(21%)</b>	<b>204,887</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	2,397	1,776	621	35%	12,881
12000 · Undeposited Funds	0	538	(538)	(100%)	
1201-00 · Member Accounts Receivable					35,696
1201-01 · Member AR - Member Dues	80,020	73,610	6,410	9%	1,040
1201-03 · Member AR - Other	575	955	(380)	(40%)	36,736
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>80,595</b>	<b>74,565</b>	<b>6,030</b>	<b>8%</b>	<b>(24,987)</b>
1201-02 · Allowance for Doubtful Accounts	(49,558)	(2,775)	(46,783)	(1,686%)	
12100 · Inventory Asset					4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	28,229	83,786	(55,557)	(66%)	81,762
<b>Total 12100 · Inventory Asset</b>	<b>28,247</b>	<b>83,804</b>	<b>(55,557)</b>	<b>(66%)</b>	<b>86,016</b>
1299 · Receivable from NLTMC	3,041	328	2,713	827%	0
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
<b>Total Other Current Assets</b>	<b>65,872</b>	<b>159,386</b>	<b>(93,514)</b>	<b>(59%)</b>	<b>111,796</b>
<b>Total Current Assets</b>	<b>2,383,373</b>	<b>1,285,053</b>	<b>1,098,320</b>	<b>85%</b>	<b>1,152,838</b>
<b>Fixed Assets</b>					
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	(3,069)	(4,269)	1,200	28%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(20,383)	(110)	(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)
<b>Total Fixed Assets</b>	<b>7,944</b>	<b>111</b>	<b>7,833</b>	<b>7,057%</b>	<b>0</b>
<b>Other Assets</b>					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	16,337	16,595	(258)	(2%)	16,326

# North Lake Tahoe Resort Association

## Balance Sheet

As of May 31, 2021

Accrual Basis

	May 31, 21	May 31, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	9,601	26,722	(17,121)	(64%)	8,751
<b>Total 1400-00 · Prepaid Expenses</b>	<b>26,038</b>	<b>43,417</b>	<b>(17,379)</b>	<b>(40%)</b>	<b>25,177</b>
<b>Total Other Assets</b>	<b>26,038</b>	<b>43,417</b>	<b>(17,379)</b>	<b>(40%)</b>	<b>25,177</b>
<b>TOTAL ASSETS</b>	<b>2,417,355</b>	<b>1,328,581</b>	<b>1,088,774</b>	<b>82%</b>	<b>1,178,015</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	137,164	59,628	77,536	130%	26,683
<b>Total Accounts Payable</b>	<b>137,164</b>	<b>59,628</b>	<b>77,536</b>	<b>130%</b>	<b>26,683</b>
<b>Other Current Liabilities</b>					
<b>21000 · Salaries/Wages/Payroll Liabilit</b>					
2100-00 · Salaries / Wages Payable	20,202	20,217	(15)	(0%)	39,445
2101-00 · Incentive Payable	85,711	64,411	21,300	33%	88,359
2102-00 · Commissions Payable	30	5,657	(5,627)	(99%)	3,506
2120-00 · Empl. Federal Tax Payable	9,032	8,710	322	4%	1,551
2175-00 · 401 (k) Plan	4,204	3,396	808	24%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>174,024</b>	<b>138,724</b>	<b>35,300</b>	<b>25%</b>	<b>190,332</b>
<b>2190-00 · Sales and Use Tax Payable</b>					
2195-00 · Use Tax Payable	10	0	10	100%	0
25500 · *Sales Tax Payable	1,584	651	933	143%	1,374
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>1,594</b>	<b>651</b>	<b>943</b>	<b>145%</b>	<b>1,374</b>
2250-00 · Accrued Expenses	0	0	0	0%	73,722
2300-00 · Marketing Cooperative Liabili	0	9,202	(9,202)	(100%)	6,073
2400-60 · Deferred Revenue- Member Dues	72,693	73,951	(1,258)	(2%)	28,890
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%	1,290
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2900-00 · Due To/From County of Placer	0	0	0	0%	384,939
<b>Total Other Current Liabilities</b>	<b>774,906</b>	<b>574,123</b>	<b>200,783</b>	<b>35%</b>	<b>686,620</b>
<b>Total Current Liabilities</b>	<b>912,070</b>	<b>633,751</b>	<b>278,319</b>	<b>44%</b>	<b>713,303</b>
<b>Total Liabilities</b>	<b>912,070</b>	<b>633,751</b>	<b>278,319</b>	<b>44%</b>	<b>713,303</b>
<b>Equity</b>					
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
<b>Net Income</b>	<b>1,040,572</b>	<b>253,367</b>	<b>787,205</b>	<b>311%</b>	<b>6,862</b>
<b>Total Equity</b>	<b>1,505,283</b>	<b>694,828</b>	<b>810,455</b>	<b>117%</b>	<b>464,711</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,417,353</b>	<b>1,328,579</b>	<b>1,088,774</b>	<b>82%</b>	<b>1,178,014</b>



**North Lake Tahoe Resort Association**

**A/R Aging Summary**

As of May 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
County of Placer	218,253.11	0.00	0.00	0.00	0.00	218,253.11
Incline Community Business Association	0.00	0.00	0.00	0.00	1,000.00	1,000.00
<b>TOTAL</b>	<u><u>218,253.11</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>1,000.00</u></u>	<u><u>219,253.11</u></u>

# Aging by Revenue Item

As of 5/31/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$690.00	\$345.00	\$0.00	\$2,375.00	\$3,410.00
1-5 Employees Membership Dues			\$4,405.00	\$3,540.00	\$1,475.00	\$5,300.00	\$285.00	\$17,360.00	\$32,365.00
21-50 Employees Membership Dues			\$1,620.00	\$1,080.00	\$0.00	\$2,160.00	\$540.00	\$4,800.00	\$10,200.00
50-100 Employees Membership Dues			\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$1,615.00	\$325.00	\$0.00	\$4,845.00	\$0.00	\$6,470.00	\$13,255.00
Associate Member Membership Dues			\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00	\$100.00
Financial Institutions Membership			\$0.00	\$0.00	\$700.00	\$700.00	\$0.00	\$1,990.00	\$3,390.00
<b>Non-Profit Membership Dues Totals:</b>			\$170.00	\$340.00	\$510.00	\$1,530.00	\$0.00	\$3,550.00	\$6,100.00
<b>Ski Resorts Membership Dues Totals:</b>			\$0.00	\$0.00	\$0.00	\$9,700.00	\$0.00	\$0.00	\$9,700.00
<b>1201-01 Member AR Membership</b>			\$7,810.00	\$6,035.00	\$3,425.00	\$25,330.00	\$825.00	\$36,595.00	\$80,020.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
<b>Eblast Totals:</b>			\$85.00	\$150.00	\$0.00	\$0.00	\$0.00	\$175.00	\$410.00
<b>Tuesday Morning Breakfast Club</b>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
<b>1201-03 Member Accounts Receivable</b>			\$85.00	\$150.00	\$0.00	\$0.00	\$0.00	\$340.00	\$575.00
<b>GRAND TOTALS</b>			\$7,895.00	\$6,185.00	\$3,425.00	\$25,330.00	\$825.00	\$36,935.00	\$80,595.00

# North Lake Tahoe Resort Association

## A/P Aging Summary

As of May 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
About a Boy ...	661.50	0.00	0.00	0.00	0.00	661.50
Anne-Karin Atwood*	22.96	0.00	0.00	0.00	0.00	22.96
AT & T*	1,346.55	0.00	0.00	0.00	0.00	1,346.55
Bank of the West Bank Card Center	3,961.42	0.00	0.00	0.00	0.00	3,961.42
Cintas Corporation #623	148.53	0.00	0.00	0.00	0.00	148.53
Coraggio Group	9,925.50	0.00	0.00	0.00	0.00	9,925.50
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Just Imagine	1,825.00	0.00	0.00	0.00	0.00	1,825.00
Katherine Anglin	2,070.00	0.00	0.00	0.00	0.00	2,070.00
Liberty Utilities*	0.00	409.82	0.00	0.00	0.00	409.82
Logically	3,176.21	0.00	0.00	0.00	0.00	3,176.21
McClintock Accountancy	406.00	0.00	0.00	0.00	0.00	406.00
Porter Simon*	1,460.00	0.00	0.00	0.00	0.00	1,460.00
Richter7	108,988.53	0.00	0.00	0.00	0.00	108,988.53
Sarah Winters	0.00	39.00	0.00	0.00	0.00	39.00
StorQuest	30.75	0.00	0.00	0.00	0.00	30.75
Ta Hoe Nalu	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Tahoe Basics	119.00	0.00	0.00	0.00	0.00	119.00
Tahoe Dog Gear	684.00	0.00	0.00	0.00	0.00	684.00
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
Van Siclen, DeWitt	47.04	0.00	0.00	0.00	0.00	47.04
Vogelaar, Dale	11.60	0.00	0.00	0.00	0.00	11.60
<b>TOTAL</b>	<b><u><u>135,215.06</u></u></b>	<b><u><u>1,948.82</u></u></b>	<b><u><u>0.00</u></u></b>	<b><u><u>0.00</u></u></b>	<b><u><u>0.00</u></u></b>	<b><u><u>137,163.88</u></u></b>

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

Accrual Basis

All Departments

	May 21	Budget	\$ Over Bu...	Jul '20 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	218,253	289,253	(71,000)	3,086,073	3,510,624	(424,551)	4,043,867
4200-00 · Membership Dues Revenue	11,554	10,417	1,137	127,247	114,583	12,663	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	0	0	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	0	0	0	20,000	(20,000)	20,000
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>	<b>(58,000)</b>	<b>58,000</b>
4250-02 · Chamber Events	0	1,500	(1,500)	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	500	1,600	(1,100)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	3,450	(3,450)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>750</b>	<b>(750)</b>	<b>500</b>	<b>5,050</b>	<b>(4,550)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	385	0	385	6,675	0	6,675	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>385</b>	<b>2,250</b>	<b>(1,865)</b>	<b>7,175</b>	<b>70,550</b>	<b>(63,375)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	500	(500)	1,525	2,000	(475)	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	2,664	0	2,664	4,802	0	4,802	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	10,803	8,000	2,803	87,150	75,000	12,150	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>13,467</b>	<b>8,000</b>	<b>5,467</b>	<b>92,512</b>	<b>75,000</b>	<b>17,512</b>	<b>85,000</b>
4720-00 · Miscellaneous	2,403	0	2,403	15,254	0	15,254	0
<b>Total Income</b>	<b>246,062</b>	<b>310,420</b>	<b>(64,358)</b>	<b>3,329,786</b>	<b>3,772,758</b>	<b>(442,972)</b>	<b>4,328,867</b>
<b>Gross Profit</b>	<b>246,062</b>	<b>310,420</b>	<b>(64,358)</b>	<b>3,329,786</b>	<b>3,772,758</b>	<b>(442,972)</b>	<b>4,328,867</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	5,229	7,049	(1,820)	64,889	77,537	(12,648)	84,586
5030-00 · P/R - Health Insurance Expense	8,527	11,750	(3,223)	109,151	129,250	(20,099)	141,000
5040-00 · P/R - Workmans Comp	670	1,128	(458)	9,819	12,404	(2,585)	13,532
5060-00 · 401 (k)	2,422	3,308	(886)	21,466	36,392	(14,926)	39,700
5070-00 · Other Benefits and Expenses	25	428	(403)	3,553	4,707	(1,154)	5,135
5000-00 · Salaries & Wages - Other	80,711	94,593	(13,883)	907,989	1,040,528	(132,539)	1,135,121
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>97,584</b>	<b>118,256</b>	<b>(20,672)</b>	<b>1,118,973</b>	<b>1,300,818</b>	<b>(181,845)</b>	<b>1,419,074</b>
5100-00 · Rent							
5110-00 · Utilities	654	967	(313)	9,496	10,718	(1,222)	11,655
5140-00 · Repairs & Maintenance	342	888	(546)	7,254	9,772	(2,518)	10,660
5150-00 · Office - Cleaning	0	1,058	(1,058)	5,875	11,642	(5,767)	12,700
5100-00 · Rent - Other	13,279	12,819	460	147,127	139,979	7,148	152,798
<b>Total 5100-00 · Rent</b>	<b>14,274</b>	<b>15,732</b>	<b>(1,458)</b>	<b>169,751</b>	<b>172,110</b>	<b>(2,359)</b>	<b>187,813</b>
5310-00 · Telephone							
5320-00 · Telephone	2,631	1,924	707	26,951	21,164	5,787	23,088
<b>Total 5310-00 · Telephone</b>	<b>2,631</b>	<b>1,924</b>	<b>707</b>	<b>26,951</b>	<b>21,164</b>	<b>5,787</b>	<b>23,088</b>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	50	0	50	50	0	50	0
5420-00 · Mail - USPS - Other	235	127	108	1,266	1,393	(128)	1,520
<b>Total 5420-00 · Mail - USPS</b>	<b>285</b>	<b>127</b>	<b>158</b>	<b>1,316</b>	<b>1,393</b>	<b>(77)</b>	<b>1,520</b>
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,352	18,608	(9,256)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	3,176	287	2,890	10,665	3,153	7,512	3,440
5520-00 · Supplies - Other	2,189	7,598	(5,409)	21,331	83,576	(62,245)	91,174
<b>Total 5520-00 · Supplies</b>	<b>5,365</b>	<b>7,885</b>	<b>(2,519)</b>	<b>31,996</b>	<b>86,730</b>	<b>(54,734)</b>	<b>94,614</b>
5610-00 · Depreciation	153	0	153	1,222	0	1,222	0
5700-00 · Equipment Support & Maintenance	2,396	2,267	129	24,321	24,933	(612)	27,200
5710-00 · Taxes, Licenses & Fees	322	1,025	(703)	12,201	11,275	926	12,300
5740-00 · Equipment Rental/Leasing	0	969	(969)	4,237	10,661	(6,423)	11,630
5800-00 · Training Seminars	0	1,667	(1,667)	526	20,333	(19,807)	22,000
5850-00 · Artist of Month - Commissions	2,070	250	1,820	3,272	2,750	522	3,000

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

Accrual Basis

All Departments

	May 21	Budget	\$ Over Bu...	Jul '20 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
<b>5900-00 · Professional Fees</b>							
5910-00 · Professional Fees - Attorneys	1,460	750	710	7,320	8,250	(930)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	29,166	17,750	11,416	83,725	120,250	(36,525)	134,000
<b>Total 5900-00 · Professional Fees</b>	<b>30,626</b>	<b>18,500</b>	<b>12,126</b>	<b>112,845</b>	<b>154,500</b>	<b>(41,655)</b>	<b>169,000</b>
<b>5941-00 · Research &amp; Planning</b>	<b>0</b>	<b>6,250</b>	<b>(6,250)</b>	<b>0</b>	<b>43,750</b>	<b>(43,750)</b>	<b>55,000</b>
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	1,500	10,000	(8,500)	2,926	43,750	(40,824)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
<b>Total 6020-00 · Programs</b>	<b>1,500</b>	<b>10,000</b>	<b>(8,500)</b>	<b>2,926</b>	<b>58,750</b>	<b>(55,824)</b>	<b>80,000</b>
<b>6420-00 · Events</b>							
<b>6420-01 · Sponsorships</b>							
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	200,000	(200,000)	240,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>50,000</b>	<b>(50,000)</b>	<b>0</b>	<b>307,300</b>	<b>(307,300)</b>	<b>529,000</b>
6421-00 · New Event Development	0	5,000	(5,000)	18,000	27,500	(9,500)	30,000
6424-00 · Event Operation Expenses	0	1,000	(1,000)	13	5,000	(4,987)	6,000
<b>Total 6420-00 · Events</b>	<b>0</b>	<b>56,000</b>	<b>(56,000)</b>	<b>18,013</b>	<b>339,800</b>	<b>(321,787)</b>	<b>565,000</b>
<b>6423-00 · Membership Activities</b>							
6434-00 · Community Awards Dinner	0	0	0	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	2,588	(2,588)	3,000
6442-00 · Public Relations/Website/Digita	319	417	(98)	6,121	4,583	1,538	5,000
6423-00 · Membership Activities - Other	0	417	(417)	2,560	4,583	(2,023)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>319</b>	<b>1,246</b>	<b>(927)</b>	<b>8,976</b>	<b>40,254</b>	<b>(31,278)</b>	<b>42,000</b>
6730-00 · Marketing Cooperative/Media	(124,402)	9,718	(134,120)	421,850	923,800	(501,950)	1,000,000
6740-00 · Media/Collateral/Production	1,825	1,667	158	1,825	18,333	(16,508)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	109,261	23,000	86,261	113,636	209,000	(95,364)	232,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	9,000	4,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	36,000	(50,507)	40,000
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>0</b>	<b>8,000</b>	<b>(8,000)</b>	<b>16,178</b>	<b>72,000</b>	<b>(55,822)</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	13,750	(13,355)	15,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	206	125	81	1,562	1,375	187	1,500
59900 · POS Inventory Adjustments	(16)	0	(16)	572	0	572	0
8100-01 · CGS - Other	0	0	0	247	0	247	0
8100-00 · Cost of Goods Sold - Other	5,591	3,576	2,015	46,000	33,525	12,475	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>5,780</b>	<b>3,701</b>	<b>2,079</b>	<b>48,380</b>	<b>34,900</b>	<b>13,480</b>	<b>39,500</b>
8200-00 · Associate Relations	479	135	344	3,086	1,465	1,621	1,600
8300-00 · Board Functions	1,014	500	514	4,001	6,500	(2,499)	7,000
8500-00 · Credit Card Fees	337	376	(39)	3,588	5,375	(1,787)	5,850
8600-00 · Additional Opportunites	797	10,000	(9,203)	75,900	110,000	(34,100)	120,000
8700-00 · Automobile Expenses	82	466	(384)	2,026	4,984	(2,958)	5,450
8750-00 · Meals/Meetings	0	763	(763)	450	8,138	(7,687)	8,900
8810-00 · Dues & Subscriptions	587	1,513	(926)	12,775	16,387	(3,612)	17,900
8910-00 · Travel	0	4,000	(4,000)	134	11,500	(11,366)	12,600
8920-00 · Bad Debt	50	0	50	38,280	0	38,280	0
<b>Total Expense</b>	<b>153,604</b>	<b>308,876</b>	<b>(155,272)</b>	<b>2,289,383</b>	<b>3,743,962</b>	<b>(1,454,580)</b>	<b>4,299,338</b>
<b>Net Ordinary Income</b>	<b>92,457</b>	<b>1,543</b>	<b>90,914</b>	<b>1,040,403</b>	<b>28,795</b>	<b>1,011,608</b>	<b>29,529</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	169	0	169	0

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

Accrual Basis

All Departments

	May 21	Budget	\$ Over Bu...	Jul '20 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Total Other Income	15	0	15	169	0	169	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	15	0	15	169	0	169	(0)
Net Income	<u>92,472</u>	<u>1,543</u>	<u>90,929</u>	<u>1,040,572</u>	<u>28,795</u>	<u>1,011,777</u>	<u>29,529</u>

**North Lake Tahoe Resort Association**  
**Profit & Loss Prev Year Comparison**  
**July 2020 through May 2021**

Accrual Basis

	Jul '20 - May 21	Jul '19 - May 20	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	3,086,073	3,363,001	(276,927)	(8)%
4200-00 · Membership Dues Revenue	127,247	123,594	3,652	3%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards	0	0	0	0%
4250-05 · Sponsorships	0	0	0	0%
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
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)%
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>500</b>	<b>7,705</b>	<b>(7,205)</b>	<b>(94)%</b>
4250-00 · Revenues-Membership Activities - Other	6,675	8,106	(1,431)	(18)%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>7,175</b>	<b>15,811</b>	<b>(8,636)</b>	<b>(55)%</b>
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)%
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>44,459</b>	<b>(44,459)</b>	<b>(100)%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	4,802	9,867	(5,065)	(51)%
4504-00 · Retail Revenue - Other	560	8,984	(8,424)	(94)%
46000 · Merchandise Sales - Other	87,150	73,746	13,404	18%
<b>Total 46000 · Merchandise Sales</b>	<b>92,512</b>	<b>92,597</b>	<b>(85)</b>	<b>(0)%</b>
4720-00 · Miscellaneous	15,254	0	15,254	100%
<b>Total Income</b>	<b>3,329,786</b>	<b>3,640,461</b>	<b>(310,676)</b>	<b>(9)%</b>
<b>Cost of Goods Sold</b>				
52900 · Purchases - Resale Items	0	0	0	0%
<b>Total COGS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Gross Profit</b>	<b>3,329,786</b>	<b>3,640,461</b>	<b>(310,676)</b>	<b>(9)%</b>
<b>Expense</b>				
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	64,889	64,853	36	0%
5030-00 · P/R - Health Insurance Expense	109,151	115,244	(6,093)	(5)%
5040-00 · P/R - Workmans Comp	9,819	7,571	2,248	30%
5060-00 · 401 (k)	21,466	28,633	(7,167)	(25)%
5070-00 · Other Benefits and Expenses	3,553	3,822	(269)	(7)%
5000-00 · Salaries & Wages - Other	907,989	797,035	110,954	14%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>1,118,973</b>	<b>1,032,484</b>	<b>86,488</b>	<b>8%</b>
5100-00 · Rent				
5110-00 · Utilities	9,496	9,418	78	1%
5140-00 · Repairs & Maintenance	7,254	7,098	155	2%
5150-00 · Office - Cleaning	5,875	9,190	(3,315)	(36)%
5100-00 · Rent - Other	147,127	143,994	3,133	2%
<b>Total 5100-00 · Rent</b>	<b>169,751</b>	<b>169,701</b>	<b>51</b>	<b>0%</b>
5310-00 · Telephone				
5320-00 · Telephone	26,951	22,050	4,901	22%

**North Lake Tahoe Resort Association**  
**Profit & Loss Prev Year Comparison**  
**July 2020 through May 2021**

Accrual Basis

	Jul '20 - May 21	Jul '19 - May 20	\$ Change	% Change
<b>Total 5310-00 · Telephone</b>	26,951	22,050	4,901	22%
<b>5420-00 · Mail - USPS</b>				
5480-00 · Mail - Fed Ex	50	0	50	100%
5420-00 · Mail - USPS - Other	1,266	1,957	(691)	(35)%
<b>Total 5420-00 · Mail - USPS</b>	1,316	1,957	(641)	(33)%
<b>5510-00 · Insurance/Bonding</b>	9,352	10,211	(859)	(8)%
<b>5520-00 · Supplies</b>				
5525-00 · Supplies- Computer	10,665	855	9,810	1,147%
5520-00 · Supplies - Other	21,331	31,564	(10,232)	(32)%
<b>Total 5520-00 · Supplies</b>	31,996	32,419	(423)	(1)%
<b>5610-00 · Depreciation</b>	1,222	1,297	(75)	(6)%
<b>5700-00 · Equipment Support &amp; Maintenance</b>	24,321	22,359	1,962	9%
<b>5710-00 · Taxes, Licenses &amp; Fees</b>	12,201	10,521	1,680	16%
<b>5740-00 · Equipment Rental/Leasing</b>	4,237	9,658	(5,421)	(56)%
<b>5800-00 · Training Seminars</b>	526	4,513	(3,986)	(88)%
<b>5850-00 · Artist of Month - Commissions</b>	3,272	9,927	(6,656)	(67)%
<b>5900-00 · Professional Fees</b>				
5910-00 · Professional Fees - Attorneys	7,320	4,720	2,600	55%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	83,725	91,498	(7,773)	(9)%
<b>Total 5900-00 · Professional Fees</b>	112,845	118,043	(5,198)	(4)%
<b>6020-00 · Programs</b>				
6016-00 · Special Event Partnership	2,926	18,454	(15,529)	(84)%
<b>Total 6020-00 · Programs</b>	2,926	18,454	(15,529)	(84)%
<b>6420-00 · Events</b>				
<b>6420-01 · Sponsorships</b>				
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)%
6420-01 · Sponsorships - Other	0	5,000	(5,000)	(100)%
<b>Total 6420-01 · Sponsorships</b>	0	330,885	(330,885)	(100)%
6421-00 · New Event Development	18,000	0	18,000	100%
6424-00 · Event Operation Expenses	13	1,617	(1,604)	(99)%
<b>Total 6420-00 · Events</b>	18,013	332,502	(314,489)	(95)%
<b>6423-00 · Membership Activities</b>				
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	6,121	5,025	1,096	22%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	2,560	1,894	666	35%
<b>Total 6423-00 · Membership Activities</b>	8,976	11,498	(2,522)	(22)%
<b>6730-00 · Marketing Cooperative/Media</b>	421,850	1,421,444	(999,594)	(70)%
<b>6740-00 · Media/Collateral/Production</b>	1,825	413	1,412	342%
<b>6742-00 · Non-NLT Co-Op Marketing Program</b>	113,636	10,004	103,632	1,036%
<b>6743-00 · BACC Marketing Programs</b>				
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%



**North Lake Tahoe Resort Association**  
**Profit & Loss Prev Year Comparison**  
**July 2020 through May 2021**

Accrual Basis

	Jul '20 - May 21	Jul '19 - May 20	\$ Change	% Change
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%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>16,178</b>	<b>29,345</b>	<b>(13,166)</b>	<b>(45)%</b>
7500-00 · Trade Shows/Travel	395	3,476	(3,081)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,562	2,405	(843)	(35)%
52500 · Purchase Discounts	0	(101)	101	100%
59900 · POS Inventory Adjustments	572	351	221	63%
8100-01 · CGS - Other	247	8,654	(8,407)	(97)%
8100-00 · Cost of Goods Sold - Other	46,000	39,399	6,601	17%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>48,380</b>	<b>50,707</b>	<b>(2,327)</b>	<b>(5)%</b>
8200-00 · Associate Relations	3,086	1,042	2,044	196%
8300-00 · Board Functions	4,001	21,632	(17,631)	(82)%
8500-00 · Credit Card Fees	3,588	4,856	(1,268)	(26)%
8600-00 · Additional Opportunitites	75,900	21,017	54,883	261%
8700-00 · Automobile Expenses	2,026	2,376	(350)	(15)%
8750-00 · Meals/Meetings	450	1,369	(919)	(67)%
8810-00 · Dues & Subscriptions	12,775	8,625	4,150	48%
8910-00 · Travel	134	0	134	100%
8920-00 · Bad Debt	38,280	3,434	34,846	1,015%
<b>Total Expense</b>	<b>2,289,383</b>	<b>3,387,335</b>	<b>(1,097,953)</b>	<b>(32)%</b>
<b>Net Ordinary Income</b>	<b>1,040,403</b>	<b>253,126</b>	<b>787,277</b>	<b>311%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
4700-00 · Revenues- Interest & Investment	169	241	(72)	(30)%
<b>Total Other Income</b>	<b>169</b>	<b>241</b>	<b>(72)</b>	<b>(30)%</b>
<b>Other Expense</b>				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Net Other Income</b>	<b>169</b>	<b>241</b>	<b>(72)</b>	<b>(30)%</b>
<b>Net Income</b>	<b>1,040,572</b>	<b>253,367</b>	<b>787,205</b>	<b>311%</b>

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

Accrual Basis

### 11 - Marketing

	May 21	Budget	\$ Over Budget	Jul '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	128,159	199,159	(71,000)	2,119,160	2,543,710	(424,550)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
4720-00 · Miscellaneous	0			1,250			
<b>Total Income</b>	<u>128,159</u>	<u>199,159</u>	<u>(71,000)</u>	<u>2,121,935</u>	<u>2,543,710</u>	<u>(421,775)</u>	<u>2,983,682</u>
<b>Gross Profit</b>	128,159	199,159	(71,000)	2,121,935	2,543,710	(421,775)	2,983,682
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,288	1,667	(379)	16,029	18,333	(2,304)	20,000
5030-00 · P/R - Health Insurance Expense	2,534	4,000	(1,466)	35,110	44,000	(8,890)	48,000
5040-00 · P/R - Workmans Comp	175	125	50	3,768	1,375	2,393	1,500
5060-00 · 401 (k)	780	833	(54)	9,022	9,167	(145)	10,000
5070-00 · Other Benefits and Expenses	(14)	142	(156)	722	1,558	(837)	1,700
5000-00 · Salaries & Wages - Other	21,468	22,299	(832)	246,179	245,293	886	267,592
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>26,229</u>	<u>29,066</u>	<u>(2,837)</u>	<u>310,829</u>	<u>319,726</u>	<u>(8,897)</u>	<u>348,792</u>
5100-00 · Rent							
5110-00 · Utilities	84	150	(66)	1,513	1,735	(222)	1,855
5140-00 · Repairs & Maintenance	0	75	(75)	374	825	(451)	900
5150-00 · Office - Cleaning	0	250	(250)	1,872	2,750	(878)	3,000
5100-00 · Rent - Other	2,219	2,400	(181)	23,841	25,377	(1,536)	27,777
<b>Total 5100-00 · Rent</b>	<u>2,303</u>	<u>2,875</u>	<u>(572)</u>	<u>27,600</u>	<u>30,687</u>	<u>(3,087)</u>	<u>33,532</u>
5310-00 · Telephone							
5320-00 · Telephone	623	549	74	6,238	6,039	199	6,588
<b>Total 5310-00 · Telephone</b>	<u>623</u>	<u>549</u>	<u>74</u>	<u>6,238</u>	<u>6,039</u>	<u>199</u>	<u>6,588</u>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	50			50			
5420-00 · Mail - USPS - Other	26	0	26	212	0	212	0
<b>Total 5420-00 · Mail - USPS</b>	<u>76</u>	<u>0</u>	<u>76</u>	<u>262</u>	<u>0</u>	<u>262</u>	<u>0</u>
5520-00 · Supplies							
5525-00 · Supplies- Computer	1,090			4,472	0	4,472	0
5520-00 · Supplies - Other	46	1,716	(1,670)	760	18,878	(18,118)	20,594
<b>Total 5520-00 · Supplies</b>	<u>1,136</u>	<u>1,716</u>	<u>(580)</u>	<u>5,232</u>	<u>18,878</u>	<u>(13,646)</u>	<u>20,594</u>
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	138	(138)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	124	138	(13)	150
5740-00 · Equipment Rental/Leasing	0	167	(167)	1,063	1,833	(770)	2,000
5800-00 · Training Seminars	0	750	(750)	0	8,250	(8,250)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,375	(1,375)	1,500
5921-00 · Professional Fees - Other	13,000	1,125	11,875	13,000	12,375	625	13,500
<b>Total 5900-00 · Professional Fees</b>	<u>13,000</u>	<u>1,250</u>	<u>11,750</u>	<u>13,000</u>	<u>13,750</u>	<u>(750)</u>	<u>15,000</u>
5941-00 · Research & Planning	0	5,000	(5,000)	0	30,000	(30,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	1,500	10,000	(8,500)	2,926	43,750	(40,824)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
<b>Total 6020-00 · Programs</b>	<u>1,500</u>	<u>10,000</u>	<u>(8,500)</u>	<u>2,926</u>	<u>58,750</u>	<u>(55,824)</u>	<u>80,000</u>
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	200,000	(200,000)	240,800
<b>Total 6420-01 · Sponsorships</b>	<u>0</u>	<u>50,000</u>	<u>(50,000)</u>	<u>0</u>	<u>307,300</u>	<u>(307,300)</u>	<u>529,000</u>
6421-00 · New Event Development	0	5,000	(5,000)	18,000	27,500	(9,500)	30,000
6424-00 · Event Operation Expenses	0	1,000	(1,000)	13	5,000	(4,987)	6,000
<b>Total 6420-00 · Events</b>	<u>0</u>	<u>56,000</u>	<u>(56,000)</u>	<u>18,013</u>	<u>339,800</u>	<u>(321,787)</u>	<u>565,000</u>
6423-00 · Membership Activities							
6442-00 · Public Relations/Website/Digita	0			600			
<b>Total 6423-00 · Membership Activities</b>	<u>0</u>			<u>600</u>			
6730-00 · Marketing Cooperative/Media	(114,705)	8,551	(123,256)	388,694	859,656	(470,962)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	109,061	22,000	87,061	111,436	198,000	(86,564)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	9,000	4,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	9,000	(9,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	36,000	(50,507)	40,000

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

Accrual Basis

**11 - Marketing**

	May 21	Budget	\$ Over Budget	Jul '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>0</b>	<b>8,000</b>	<b>(8,000)</b>	<b>16,178</b>	<b>72,000</b>	<b>(55,822)</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	0	23	(23)	168	227	(59)	250
8600-00 · Additional Opportunit	147	7,917	(7,769)	68,750	87,083	(18,333)	95,000
8700-00 · Automobile Expenses	11	136	(125)	329	1,364	(1,035)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	2,500	(2,484)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	497	2,591	(2,094)	2,850
8910-00 · Travel	0	2,500	(2,500)	0	10,000	(10,000)	11,100
8920-00 · Bad Debt	0			556			
<b>Total Expense</b>	<b>39,415</b>	<b>157,034</b>	<b>(117,618)</b>	<b>972,906</b>	<b>2,061,409</b>	<b>(1,088,504)</b>	<b>2,459,256</b>
<b>Net Ordinary Income</b>	<b>88,744</b>	<b>42,125</b>	<b>46,618</b>	<b>1,149,030</b>	<b>482,301</b>	<b>666,729</b>	<b>524,426</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	169	0	169	0
<b>Total Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>169</b>	<b>0</b>	<b>169</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 · Allocated	26,923	42,125	(15,202)	371,988	482,301	(110,314)	524,426
<b>Total Other Expense</b>	<b>26,923</b>	<b>42,125</b>	<b>(15,202)</b>	<b>371,988</b>	<b>482,301</b>	<b>(110,314)</b>	<b>524,426</b>
<b>Net Other Income</b>	<b>(26,908)</b>	<b>(42,125)</b>	<b>15,217</b>	<b>(371,819)</b>	<b>(482,301)</b>	<b>110,483</b>	<b>(524,426)</b>
<b>Net Income</b>	<b>61,835</b>	<b>0</b>	<b>61,835</b>	<b>777,211</b>	<b>(0)</b>	<b>777,211</b>	<b>0</b>

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

Accrual Basis

30 - Conference

	May 21	Budget	\$ Over Bud...	Jul '20 - Ma...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	26,552	26,552	0	347,813	347,813	0	384,054
<b>Total Income</b>	26,552	26,552	0	347,813	347,813	0	384,054
<b>Gross Profit</b>	26,552	26,552	0	347,813	347,813	0	384,054
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	1,569	1,157	412	13,250	12,729	521	13,886
5030-00 · P/R - Health Insurance Expense	1,001	2,042	(1,040)	23,451	22,458	992	24,500
5040-00 · P/R - Workmans Comp	179	167	12	2,520	1,833	687	2,000
5060-00 · 401 (k)	846	500	346	6,661	5,500	1,161	6,000
5070-00 · Other Benefits and Expenses	39	38	2	908	413	495	450
5000-00 · Salaries & Wages - Other	22,218	14,030	8,188	174,107	154,335	19,772	168,365
<b>Total 5000-00 · Salaries &amp; Wages</b>	25,852	17,933	7,919	223,002	197,268	25,735	215,201
5100-00 · Rent							
5110-00 · Utilities	60	75	(15)	1,030	825	205	900
5140-00 · Repairs & Maintenance	0	22	(22)	275	238	37	260
5150-00 · Office - Cleaning	0	142	(142)	1,306	1,558	(253)	1,700
5100-00 · Rent - Other	1,449	1,167	283	15,667	12,833	2,834	14,000
<b>Total 5100-00 · Rent</b>	1,510	1,405	105	18,277	15,455	2,822	16,860
5310-00 · Telephone							
5320-00 · Telephone	408	267	141	4,649	2,933	1,715	3,200
<b>Total 5310-00 · Telephone</b>	408	267	141	4,649	2,933	1,715	3,200
5420-00 · Mail - USPS	18	17	2	145	183	(38)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	45	(45)	1,232	495	737	540
5520-00 · Supplies - Other	32	113	(81)	472	1,238	(766)	1,350
<b>Total 5520-00 · Supplies</b>	32	158	(126)	1,704	1,733	(28)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	92	28	100
5740-00 · Equipment Rental/Leasing	0	83	(83)	492	917	(425)	1,000
5800-00 · Training Seminars	0	0	0	0	2,000	(2,000)	2,000
6730-00 · Marketing Cooperative/Media	(9,697)	1,167	(10,864)	33,156	64,144	(30,988)	75,000
8200-00 · Associate Relations	391			419	0	419	0
8750-00 · Meals/Meetings	0	29	(29)	0	321	(321)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	688	(688)	750
<b>Total Expense</b>	18,514	21,130	(2,616)	281,965	285,733	(3,768)	316,551
<b>Net Ordinary Income</b>	8,038	5,422	2,616	65,848	62,081	3,768	67,503
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	3,464	5,422	(1,958)	47,862	62,081	(14,219)	67,503
<b>Total Other Expense</b>	3,464	5,422	(1,958)	47,862	62,081	(14,219)	67,503
<b>Net Other Income</b>	(3,464)	(5,422)	1,958	(47,862)	(62,081)	14,219	(67,503)
<b>Net Income</b>	<b>4,574</b>	<b>(0)</b>	<b>4,574</b>	<b>17,987</b>	<b>(0)</b>	<b>17,987</b>	<b>0</b>

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

**42 - Visitor Center**

Accrual Basis

	May 21	Budget	\$ Over Budget	Jul '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	38,789	38,789	0	421,433	421,434	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	2,664	0	2,664	4,802	0	4,802	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	10,803	8,000	2,803	87,150	75,000	12,150	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>13,467</b>	<b>8,000</b>	<b>5,467</b>	<b>92,512</b>	<b>75,000</b>	<b>17,512</b>	<b>85,000</b>
<b>Total Income</b>	<b>52,256</b>	<b>46,789</b>	<b>5,467</b>	<b>513,945</b>	<b>496,434</b>	<b>17,511</b>	<b>542,711</b>
<b>Gross Profit</b>	<b>52,256</b>	<b>46,789</b>	<b>5,467</b>	<b>513,945</b>	<b>496,434</b>	<b>17,511</b>	<b>542,711</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	621	1,292	(670)	8,831	14,208	(5,377)	15,500
5030-00 · P/R - Health Insurance Expense	1,254	1,583	(330)	13,066	17,417	(4,350)	19,000
5040-00 · P/R - Workmans Comp	254	433	(180)	3,532	4,767	(1,235)	5,200
5060-00 · 401 (K)	336	417	(81)	3,820	4,583	(763)	5,000
5070-00 · Other Benefits and Expenses	0	82	(82)	965	900	65	982
5000-00 · Salaries & Wages - Other	8,858	15,568	(6,710)	100,591	171,250	(70,659)	186,818
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>11,323</b>	<b>19,375</b>	<b>(8,052)</b>	<b>130,806</b>	<b>213,125</b>	<b>(82,319)</b>	<b>232,500</b>
5100-00 · Rent							
5110-00 · Utilities	382	583	(201)	4,806	6,417	(1,611)	7,000
5140-00 · Repairs & Maintenance	0	458	(458)	1,238	5,042	(3,804)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	3,942	(3,942)	4,300
5100-00 · Rent - Other	6,522	6,721	(199)	70,502	73,929	(3,428)	80,650
<b>Total 5100-00 · Rent</b>	<b>6,904</b>	<b>8,121</b>	<b>(1,217)</b>	<b>76,545</b>	<b>89,329</b>	<b>(12,784)</b>	<b>97,450</b>
5310-00 · Telephone							
5320-00 · Telephone	377	238	139	3,692	2,613	1,080	2,850
<b>Total 5310-00 · Telephone</b>	<b>377</b>	<b>238</b>	<b>139</b>	<b>3,692</b>	<b>2,613</b>	<b>1,080</b>	<b>2,850</b>
5420-00 · Mail - USPS	18	17	2	145	183	(38)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	75	(75)	95	825	(730)	900
5520-00 · Supplies - Other	143	2,917	(2,774)	3,510	32,083	(28,573)	35,000
<b>Total 5520-00 · Supplies</b>	<b>143</b>	<b>2,992</b>	<b>(2,849)</b>	<b>3,606</b>	<b>32,908</b>	<b>(29,303)</b>	<b>35,900</b>
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	46	(46)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	31	46	(15)	50
5740-00 · Equipment Rental/Leasing	0	129	(129)	841	1,421	(580)	1,550
5800-00 · Training Seminars	0	250	(250)	0	2,750	(2,750)	3,000
5850-00 · Artist of Month - Commissions	2,070	250	1,820	3,272	2,750	522	3,000
6740-00 · Media/Collateral/Production	1,825	1,667	158	1,825	18,333	(16,508)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,200	11,000	(8,800)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	206	125	81	1,562	1,375	187	1,500
59900 · POS Inventory Adjustments	(16)	0	(16)	572	0	572	0
8100-01 · CGS - Other	0	0	0	247	0	247	0
8100-00 · Cost of Goods Sold - Other	5,591	3,576	2,015	46,000	33,525	12,475	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>5,780</b>	<b>3,701</b>	<b>2,079</b>	<b>48,380</b>	<b>34,900</b>	<b>13,480</b>	<b>39,500</b>
8200-00 · Associate Relations	0	17	(17)	142	183	(42)	200
8500-00 · Credit Card Fees	293	376	(83)	3,059	3,525	(466)	4,000
8700-00 · Automobile Expenses	12	46	(34)	125	504	(379)	550
8750-00 · Meals/Meetings	0	33	(33)	58	367	(308)	400
8810-00 · Dues & Subscriptions	0	8	(8)	1,530	92	1,438	100
8910-00 · Travel	0	1,500	(1,500)	0	1,500	(1,500)	1,500
<b>Total Expense</b>	<b>28,943</b>	<b>39,727</b>	<b>(10,784)</b>	<b>276,257</b>	<b>415,575</b>	<b>(139,318)</b>	<b>454,800</b>
<b>Net Ordinary Income</b>	<b>23,313</b>	<b>7,062</b>	<b>16,251</b>	<b>237,688</b>	<b>80,859</b>	<b>156,829</b>	<b>87,911</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	4,980	7,062	(2,082)	68,811	80,859	(12,048)	87,921
<b>Total Other Expense</b>	<b>4,980</b>	<b>7,062</b>	<b>(2,082)</b>	<b>68,811</b>	<b>80,859</b>	<b>(12,048)</b>	<b>87,921</b>
<b>Net Other Income</b>	<b>(4,980)</b>	<b>(7,062)</b>	<b>2,082</b>	<b>(68,811)</b>	<b>(80,859)</b>	<b>12,048</b>	<b>(87,921)</b>
<b>Net Income</b>	<b>18,333</b>	<b>0</b>	<b>18,333</b>	<b>168,877</b>	<b>0</b>	<b>168,877</b>	<b>(10)</b>

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

**51 - TMPI**

Accrual Basis

	May 21	Budget	\$ Over ...	Jul '20 - ...	YTD Bu...	\$ Over ...	Annual ...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	24,753	24,753	0	197,667	197,667	0	218,419
<b>Total Income</b>	24,753	24,753	0	197,667	197,667	0	218,419
<b>Gross Profit</b>	24,753	24,753	0	197,667	197,667	0	218,419
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	95	225	(130)	1,177	2,475	(1,298)	2,700
5030-00 · P/R - Health Insurance Expense	156	167	(11)	1,685	1,833	(148)	2,000
5040-00 · P/R - Workmans Comp	6	175	(169)	76	1,925	(1,849)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,833	(1,833)	2,000
5070-00 · Other Benefits and Expenses	0	17	(17)	9	186	(178)	203
5000-00 · Salaries & Wages - Other	1,586	3,836	(2,250)	18,304	42,191	(23,887)	46,026
<b>Total 5000-00 · Salaries &amp; Wages</b>	1,843	4,586	(2,743)	21,250	50,443	(29,193)	55,029
5100-00 · Rent							
5110-00 · Utilities	3			48	0	48	0
5140-00 · Repairs & Maintenance	0			14	0	14	0
5150-00 · Office - Cleaning	0			65	0	65	0
5100-00 · Rent - Other	72	0	72	783	0	783	0
<b>Total 5100-00 · Rent</b>	75	0	75	910	0	910	0
5310-00 · Telephone							
5320-00 · Telephone	21	0	21	207	0	207	0
<b>Total 5310-00 · Telephone</b>	21	0	21	207	0	207	0
5420-00 · Mail - USPS	1			7	0	7	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	1,820	2,083	(264)	13,821	22,917	(9,096)	25,000
<b>Total 5520-00 · Supplies</b>	1,820	2,083	(264)	13,824	22,917	(9,093)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			3	0	3	0
5800-00 · Training Seminars	0			150			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	16,166	15,000	1,166	70,725	89,000	(18,275)	100,000
<b>Total 5900-00 · Professional Fees</b>	16,166	15,000	1,166	70,725	89,000	(18,275)	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	66	0	66	0
8910-00 · Travel	0			13			
<b>Total Expense</b>	19,927	21,669	(1,742)	107,283	162,360	(55,077)	180,029
<b>Net Ordinary Income</b>	4,826	3,084	1,742	90,384	35,307	55,077	38,390
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	1,971	3,084	(1,113)	27,234	35,307	(8,072)	38,390
<b>Total Other Expense</b>	1,971	3,084	(1,113)	27,234	35,307	(8,072)	38,390
<b>Net Other Income</b>	(1,971)	(3,084)	1,113	(27,234)	(35,307)	8,072	(38,390)
<b>Net Income</b>	<u>2,854</u>	<u>(0)</u>	<u>2,854</u>	<u>63,149</u>	<u>(0)</u>	<u>63,149</u>	<u>0</u>

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

## 60 - Membership

	May 21	Budget	\$ Over Budget	Jul '20 - May...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	11,554	10,417	1,137	127,247	114,583	12,663	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	0	0	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	0	0	0	20,000	(20,000)	20,000
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>	<b>(58,000)</b>	<b>58,000</b>
4250-02 · Chamber Events	0	1,500	(1,500)	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	500	1,600	(1,100)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	3,450	(3,450)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>750</b>	<b>(750)</b>	<b>500</b>	<b>5,050</b>	<b>(4,550)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	385	0	385	6,675	0	6,675	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>385</b>	<b>2,250</b>	<b>(1,865)</b>	<b>7,175</b>	<b>70,550</b>	<b>(63,375)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	500	(500)	0	2,000	(2,000)	2,500
<b>Total Income</b>	<b>11,939</b>	<b>13,167</b>	<b>(1,228)</b>	<b>134,422</b>	<b>187,133</b>	<b>(52,712)</b>	<b>200,000</b>
<b>Gross Profit</b>	<b>11,939</b>	<b>13,167</b>	<b>(1,228)</b>	<b>134,422</b>	<b>187,133</b>	<b>(52,712)</b>	<b>200,000</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	238	458	(220)	2,902	5,042	(2,139)	5,500
5030-00 · P/R - Health Insurance Expense	347	667	(319)	2,607	7,333	(4,727)	8,000
5040-00 · P/R - Workmans Comp	17	33	(16)	131	367	(236)	400
5060-00 · 401 (k)	105	142	(37)	970	1,558	(589)	1,700
5070-00 · Other Benefits and Expenses	0	33	(33)	19	367	(347)	400
5000-00 · Salaries & Wages - Other	3,551	5,333	(1,782)	36,769	58,667	(21,897)	64,000
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>4,259</b>	<b>6,667</b>	<b>(2,408)</b>	<b>43,398</b>	<b>73,333</b>	<b>(29,935)</b>	<b>80,000</b>
5100-00 · Rent							
5110-00 · Utilities	23	33	(10)	369	367	2	400
5140-00 · Repairs & Maintenance	0	8	(8)	114	92	23	100
5150-00 · Office - Cleaning	0	58	(58)	447	642	(195)	700
5100-00 · Rent - Other	589	638	(49)	6,216	7,013	(797)	7,650
<b>Total 5100-00 · Rent</b>	<b>612</b>	<b>737</b>	<b>(126)</b>	<b>7,146</b>	<b>8,112</b>	<b>(967)</b>	<b>8,850</b>
5310-00 · Telephone							
5320-00 · Telephone	140	121	19	1,322	1,329	(7)	1,450
<b>Total 5310-00 · Telephone</b>	<b>140</b>	<b>121</b>	<b>19</b>	<b>1,322</b>	<b>1,329</b>	<b>(7)</b>	<b>1,450</b>
5420-00 · Mail - USPS	6	10	(4)	46	110	(64)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	35			37	0	37	0
5520-00 · Supplies - Other	10	167	(156)	185	1,833	(1,649)	2,000
<b>Total 5520-00 · Supplies</b>	<b>46</b>	<b>167</b>	<b>(121)</b>	<b>222</b>	<b>1,833</b>	<b>(1,612)</b>	<b>2,000</b>
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	0	173	(173)	604	1,907	(1,302)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	1,000	(1,000)	1,000
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,000</b>	<b>(1,000)</b>	<b>1,000</b>
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	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	2,588	(2,588)	3,000
6442-00 · Public Relations/Website/Digita	319	417	(98)	5,521	4,583	938	5,000
6423-00 · Membership Activities - Other	0	417	(417)	2,560	4,583	(2,023)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>319</b>	<b>1,246</b>	<b>(927)</b>	<b>8,376</b>	<b>40,254</b>	<b>(31,878)</b>	<b>42,000</b>
8200-00 · Associate Relations	88	13	76	181	138	44	150
8500-00 · Credit Card Fees	44	0	44	529	1,850	(1,321)	1,850
8700-00 · Automobile Expenses	0	33	(33)	159	367	(208)	400
8750-00 · Meals/Meetings	0	33	(33)	8	367	(359)	400
8810-00 · Dues & Subscriptions	11	17	(6)	194	183	11	200
8910-00 · Travel	0			7			
8920-00 · Bad Debt	0	0	0	37,587	0	37,587	0
<b>Total Expense</b>	<b>5,524</b>	<b>9,217</b>	<b>(3,692)</b>	<b>99,802</b>	<b>130,783</b>	<b>(30,981)</b>	<b>140,500</b>
<b>Net Ordinary Income</b>	<b>6,414</b>	<b>3,950</b>	<b>2,464</b>	<b>34,620</b>	<b>56,350</b>	<b>(21,731)</b>	<b>59,500</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	1,540	2,407	(867)	21,272	27,554	(6,283)	29,961

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

**60 - Membership**

Accrual Basis

	May 21	Budget	\$ Over Budget	Jul '20 - May...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Total Other Expense</b>	1,540	2,407	(867)	21,272	27,554	(6,283)	29,961
<b>Net Other Income</b>	(1,540)	(2,407)	867	(21,272)	(27,554)	6,283	(29,961)
<b>Net Income</b>	<u>4,875</u>	<u>1,543</u>	<u>3,332</u>	<u>13,348</u>	<u>28,796</u>	<u>(15,448)</u>	<u>29,539</u>



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

**70 - Administration**

Accrual Basis

	May 21	Budget	\$ Over Budget	Jul '20 - May 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4720-00 · Miscellaneous	2,403	0	2,403	14,004	0	14,004	0
<b>Total Income</b>	<b>2,403</b>	<b>0</b>	<b>2,403</b>	<b>14,004</b>	<b>0</b>	<b>14,004</b>	<b>0</b>
<b>Gross Profit</b>	<b>2,403</b>	<b>0</b>	<b>2,403</b>	<b>14,004</b>	<b>0</b>	<b>14,004</b>	<b>0</b>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,418	2,250	(832)	22,699	24,750	(2,051)	27,000
5030-00 · P/R - Health Insurance Expense	3,235	3,292	(56)	33,233	36,208	(2,976)	39,500
5040-00 · P/R - Workmans Comp	40	194	(155)	(208)	2,138	(2,346)	2,332
5060-00 · 401 (k)	356	1,250	(894)	993	13,750	(12,757)	15,000
5070-00 · Other Benefits and Expenses	0	117	(117)	931	1,283	(353)	1,400
5000-00 · Salaries & Wages - Other	23,030	33,527	(10,497)	332,039	368,793	(36,754)	402,320
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>28,079</b>	<b>40,629</b>	<b>(12,550)</b>	<b>389,687</b>	<b>446,923</b>	<b>(57,236)</b>	<b>487,552</b>
5100-00 · Rent							
5110-00 · Utilities	101	125	(24)	1,731	1,375	356	1,500
5140-00 · Repairs & Maintenance	342	325	17	5,239	3,575	1,664	3,900
5150-00 · Office - Cleaning	0	250	(250)	2,185	2,750	(565)	3,000
5100-00 · Rent - Other	2,427	1,893	534	30,118	20,827	9,291	22,720
<b>Total 5100-00 · Rent</b>	<b>2,870</b>	<b>2,593</b>	<b>277</b>	<b>39,273</b>	<b>28,527</b>	<b>10,746</b>	<b>31,120</b>
5310-00 · Telephone							
5320-00 · Telephone	1,062	750	312	10,843	8,250	2,593	9,000
<b>Total 5310-00 · Telephone</b>	<b>1,062</b>	<b>750</b>	<b>312</b>	<b>10,843</b>	<b>8,250</b>	<b>2,593</b>	<b>9,000</b>
5420-00 · Mail - USPS	165	83	82	709	917	(207)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,352	18,608	(9,256)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	2,051	167	1,884	4,825	1,833	2,992	2,000
5520-00 · Supplies - Other	139	603	(464)	2,584	6,628	(4,044)	7,230
<b>Total 5520-00 · Supplies</b>	<b>2,190</b>	<b>769</b>	<b>1,421</b>	<b>7,409</b>	<b>8,461</b>	<b>(1,052)</b>	<b>9,230</b>
5610-00 · Depreciation	153	0	153	1,222	0	1,222	0
5700-00 · Equipment Support & Maintenance	2,396	2,250	146	24,321	24,750	(429)	27,000
5710-00 · Taxes, Licenses & Fees	322	1,000	(678)	11,902	11,000	902	12,000
5740-00 · Equipment Rental/Leasing	0	417	(417)	1,234	4,583	(3,349)	5,000
5800-00 · Training Seminars	0	667	(667)	376	7,333	(6,957)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,460	625	835	7,320	6,875	445	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	17,875	(17,875)	19,500
<b>Total 5900-00 · Professional Fees</b>	<b>1,460</b>	<b>2,250</b>	<b>(790)</b>	<b>29,120</b>	<b>50,750</b>	<b>(21,630)</b>	<b>53,000</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	13,750	(13,750)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	13,750	(13,750)	15,000
8200-00 · Associate Relations	0	83	(83)	2,175	917	1,259	1,000
8300-00 · Board Functions	1,014	500	514	4,001	6,500	(2,499)	7,000
8600-00 · Additional Opportunitites	650	2,083	(1,433)	7,150	22,917	(15,767)	25,000
8700-00 · Automobile Expenses	59	250	(191)	1,348	2,750	(1,402)	3,000
8750-00 · Meals/Meetings	0	417	(417)	308	4,583	(4,275)	5,000
8810-00 · Dues & Subscriptions	542	1,167	(624)	10,487	12,833	(2,346)	14,000
8910-00 · Travel	0			114			
8920-00 · Bad Debt	50	0	50	137	0	137	0
<b>Total Expense</b>	<b>41,280</b>	<b>60,100</b>	<b>(18,820)</b>	<b>551,170</b>	<b>688,102</b>	<b>(136,932)</b>	<b>748,202</b>
<b>Net Ordinary Income</b>	<b>(38,878)</b>	<b>(60,100)</b>	<b>21,223</b>	<b>(537,166)</b>	<b>(688,102)</b>	<b>150,936</b>	<b>(748,202)</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	(38,878)	(60,100)	21,223	(537,166)	(688,102)	150,936	(748,202)
<b>Total Other Expense</b>	<b>(38,878)</b>	<b>(60,100)</b>	<b>21,223</b>	<b>(537,166)</b>	<b>(688,102)</b>	<b>150,936</b>	<b>(748,202)</b>
<b>Net Other Income</b>	<b>38,878</b>	<b>60,100</b>	<b>(21,223)</b>	<b>537,166</b>	<b>688,102</b>	<b>(150,936)</b>	<b>748,202</b>
<b>Net Income</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

May 31, 2021

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of May 31, 2021

Accrual Basis

	May 31, 21	May 31, 20	\$ Change	% Change	Jun 30, 20
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	325,700	402,276	(76,576)	(19%)	491,681
<b>Total Checking/Savings</b>	325,700	402,276	(76,576)	(19%)	491,681
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	390	71,096	(70,706)	(99%)	1,335
<b>Total Accounts Receivable</b>	390	71,096	(70,706)	(99%)	1,335
<b>Other Current Assets</b>					
1200-99 · Accounts Receivable - Other	0	22,820	(22,820)	(100%)	25,720
1300 · Reimbursements Receivable	0	5,500	(5,500)	(100%)	11,705
1350-00 · Security Deposits	100	100	0	0%	100
<b>Total Other Current Assets</b>	100	28,420	(28,320)	(100%)	37,525
<b>Total Current Assets</b>	326,190	501,792	(175,602)	(35%)	530,541
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	51,611	15,187	36,424	240%	8,321
<b>Total Other Assets</b>	51,611	15,187	36,424	240%	8,321
<b>TOTAL ASSETS</b>	<b>377,801</b>	<b>516,979</b>	<b>(139,178)</b>	<b>(27%)</b>	<b>538,862</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	48,598	15,328	33,270	217%	51,879
<b>Total Accounts Payable</b>	48,598	15,328	33,270	217%	51,879
<b>Total Current Liabilities</b>	48,598	15,328	33,270	217%	51,879
<b>Total Liabilities</b>	48,598	15,328	33,270	217%	51,879
<b>Equity</b>					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
<b>Net Income</b>	(157,780)	476,809	(634,589)	(133%)	462,141
<b>Total Equity</b>	329,203	501,651	(172,448)	(34%)	486,983
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>377,801</b>	<b>516,979</b>	<b>(139,178)</b>	<b>(27%)</b>	<b>538,862</b>

# North Lake Tahoe Marketing Cooperative

## A/R Aging Summary

As of May 31, 2021

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

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of May 31, 2021

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Amber Burke	13.44	0.00	0.00	0.00	0.00	13.44
AugustineIdeas	12,268.52	0.00	0.00	0.00	0.00	12,268.52
Gate 7 Pty Ltd*	0.00	3,037.50	0.00	0.00	0.00	3,037.50
IVCB Visitors Bureau	3,298.39	0.00	0.00	0.00	0.00	3,298.39
Jeff Hentz	46.48	0.00	0.00	0.00	0.00	46.48
NLTRA	1,050.79	0.00	0.00	0.00	0.00	1,050.79
Richter7	5,291.85	9,990.57	0.00	0.00	0.00	15,282.42
The Abbi Agency, Inc	13,600.00	0.00	0.00	0.00	0.00	13,600.00
<b>TOTAL</b>	<b><u>35,569.47</u></b>	<b><u>13,028.07</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>48,597.54</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

May 2021

Accrual Basis

	May 21	Budget	\$ Over Budget	Jul '20 - May ...	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	0	47,400	(47,400)	252,553	559,000	(306,447)	592,000
4001-00 · NLTRA Funding	0	9,718	(9,718)	421,850	923,800	(501,950)	1,000,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	8,000	(2,000)	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	383,933	(383,933)	410,697
4099-00 · Revenue - Other	0	0	0	45,200	0	45,200	0
<b>Total Income</b>	<b>0</b>	<b>92,021</b>	<b>(92,021)</b>	<b>725,604</b>	<b>1,874,733</b>	<b>(1,149,129)</b>	<b>2,010,697</b>
<b>Gross Profit</b>	<b>0</b>	<b>92,021</b>	<b>(92,021)</b>	<b>725,604</b>	<b>1,874,733</b>	<b>(1,149,129)</b>	<b>2,010,697</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5001-00 · Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 · Native Display	833	3,188	(2,355)	6,667	39,312	(32,645)	42,501
5004-00 · Trip Advisor	0	6,375	(6,375)	5,903	78,623	(72,720)	85,000
5005-00 · Paid Social	0	2,014	(2,014)	18,882	110,646	(91,764)	112,660
5005-01 · Digital Display / Retargeting	0	6,000	(6,000)	40,052	79,800	(39,748)	85,800
5005-02 · Retargeting Video	0	375	(375)	0	8,625	(8,625)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	11,927	0	11,927	60,388	0	60,388	0
5007-02 · Website Production	0	0	0	4,013	0	4,013	0
5007-03 · Photo/Video Creative	1,200	0	1,200	8,902	0	8,902	0
5007-00 · Creative Production - Other	128	128	(1)	1,530	104,236	(102,706)	105,364
<b>Total 5007-00 · Creative Production</b>	<b>13,255</b>	<b>128</b>	<b>13,127</b>	<b>74,832</b>	<b>104,236</b>	<b>(29,404)</b>	<b>105,364</b>
5010-00 · Account Strategy & Management	6,000	6,000	0	66,000	66,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,117	87	22,428	34,287	(11,859)	37,400
5013-00 · Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 · Video	0	4,725	(4,725)	0	107,625	(107,625)	112,350
5017-00 · Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 · Media Commission	0	4,845	(4,845)	30,468	91,786	(61,318)	96,631
5018-01 · Digital Ad Serving	0	250	(250)	333	2,750	(2,417)	3,000
5020-00 · Search Engine Marketing	0	3,000	(3,000)	34,744	62,700	(27,956)	65,700
5022-00 · Email	0	4,163	(4,163)	4,162	30,841	(26,679)	35,000
5024-00 · Fusion 7	4,000	2,000	2,000	22,000	22,000	0	24,000
5025-00 · Expedia	0	0	0	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	1,950	(1,950)	0	28,050	(28,050)	30,000
5029-00 · Television	0	0	0	10,154	0	10,154	0
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>27,292</b>	<b>48,130</b>	<b>(20,838)</b>	<b>336,626</b>	<b>1,037,281</b>	<b>(700,655)</b>	<b>1,091,406</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	150	7,250	(7,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	4,500	(4,500)	4,500
5112-00 · Training / Sales Calls	1,178	0	1,178	1,298	5,000	(3,702)	5,000
5113-00 · Additional Opportunities	0	0	0	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	0	0	0	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	2,000	(2,000)	0	4,000	(4,000)	4,000
5137-00 · Co-op Opportunities	0	6,000	(6,000)	10,000	12,000	(2,000)	12,000
5143-00 · Mountain Travel Symposium	0	0	0	995	5,350	(4,355)	5,350
5144-00 · IPW - POW WOW	0	0	0	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	0	1,013	9,279	12,150	(2,871)	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	6,000	(6,000)	6,000
5154-00 · Canada - Other	1,500	0	1,500	1,500	12,000	(10,500)	12,000
<b>Total 5154-00 · Canada</b>	<b>1,500</b>	<b>0</b>	<b>1,500</b>	<b>1,500</b>	<b>18,000</b>	<b>(16,500)</b>	<b>18,000</b>
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<b>3,691</b>	<b>8,000</b>	<b>(4,309)</b>	<b>24,983</b>	<b>104,990</b>	<b>(80,007)</b>	<b>112,000</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	16,500	16,500	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	11,500	17,500	(6,000)	18,500
5202-01 · Rich Content Development	0	0	0	20,500	0	20,500	0
5204-00 · Media Mission(s)	32	0	32	812	30,000	(29,188)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	5,500	5,500	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,300	3,300	0	3,600
5209-00 · Domestic Travel Media FAMS	938	0	938	7,164	20,000	(12,836)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	18,000	19,800	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	44,000	44,000	0	48,000
5212-00 · Social Giveaways & Contests	3,500	0	3,500	3,979	10,500	(6,521)	10,500
5213-00 · Facebook Live	0	0	0	63	150	(87)	150
5214-00 · Social Takeover	1,000	0	1,000	10,775	15,000	(4,225)	15,000
5216-00 · PR Content Development + Distri	0	700	(700)	8,847	7,700	1,147	8,400
5218-00 · Crisis Communication / Training	0	0	0	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	0	0	0	10,500	15,000	(4,500)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,816	12,826	(11,010)	14,000
5280-00 · PR Meals / Entertainment	0	0	0	29	0	29	0
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>14,570</b>	<b>11,966</b>	<b>2,604</b>	<b>168,285</b>	<b>222,676</b>	<b>(54,391)</b>	<b>233,650</b>
<b>6000-00 · CONFERENCE SALES</b>							
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

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

May 2021

Accrual Basis

	May 21	Budget	\$ Over Budget	Jul '20 - May ...	YTD Budget	\$ Over Budget	Annual Budget
6004-00 · Email	0	0	0	0	3,750	(3,750)	5,000
6005-00 · Paid Media	9,173	0	9,173	37,521	4,500	33,021	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	120	0	120	15,256	11,058	4,198	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	0	0	0	399	3,394	(2,995)	3,773
6016-00 · MCC Search Engine Marketing	853	416	437	2,329	4,576	(2,247)	5,000
6018-00 · MCC Media Commission	1,251	0	1,251	6,829	4,893	1,936	6,526
6018-01 · MCC Digital Ad Serving	77	0	77	77	0	77	0
6019-00 · Conference Direct Partnership	417	0	417	6,583	5,000	1,583	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	6,417	7,000	(583)	7,000
6152-00 · Client Events / Opportunities	0	0	0	109	4,070	(3,961)	6,570
6153-00 · Chicago Sales Rep Support	83	0	83	1,922	1,000	922	1,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>12,557</b>	<b>416</b>	<b>12,141</b>	<b>90,618</b>	<b>82,169</b>	<b>8,449</b>	<b>104,291</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	0	0	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	379	0	379	3,071	6,700	(3,629)	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	26	0	26	26	1,500	(1,474)	1,500
6154-00 · HelmsBriscoe ABC	730	0	730	730	6,500	(5,770)	6,500
6156-00 · Connect California	8,115	0	8,115	8,328	5,250	3,078	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	0	0	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	2,500	(2,500)	0	2,500	(2,500)	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
<b>Total 6100-00 · TRADE SHOWS</b>	<b>9,250</b>	<b>2,500</b>	<b>6,750</b>	<b>20,838</b>	<b>78,090</b>	<b>(57,252)</b>	<b>83,090</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	0	2,500	(2,500)	7,834	27,500	(19,666)	30,000
5009-00 · Fulfillment / Mail	336	1,000	(664)	1,680	11,000	(9,320)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	25,000	50,000	(25,000)	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,500	2,000	(500)	2,000
7001-00 · Miscellaneous	298	0	298	3,008	0	3,008	0
7002-00 · CRM Subscription	833	0	833	9,792	9,996	(204)	9,996
7003-00 · IVCBVB Entertainment Fund	51	0	51	935	6,000	(5,065)	8,000
7004-00 · Research	1,111	0	1,111	10,001	29,000	(18,999)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	7,775	0	7,775	28,660	33,352	(4,692)	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	1,947	177	2,124
7010-00 · Photo Management & Storage	711	592	119	6,925	6,512	413	7,099
7020-00 · Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
7030-00 · Contract Review	3,005	0	3,005	13,768	0	13,768	0
8700-00 · Automobile Expense*	125	350	(225)	560	3,850	(3,290)	4,200
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>14,413</b>	<b>4,619</b>	<b>9,794</b>	<b>137,172</b>	<b>250,644</b>	<b>(113,472)</b>	<b>287,258</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	46,802	46,750	52	51,000
8003-00 · Website Hosting Maintenance	10	4,000	(3,990)	58,059	44,000	14,059	48,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>4,260</b>	<b>8,250</b>	<b>(3,990)</b>	<b>104,861</b>	<b>90,750</b>	<b>14,111</b>	<b>99,000</b>
<b>Total Expense</b>	<b>86,032</b>	<b>83,881</b>	<b>2,151</b>	<b>883,384</b>	<b>1,866,600</b>	<b>(983,216)</b>	<b>2,010,695</b>
<b>Net Income</b>	<b>(86,032)</b>	<b>8,140</b>	<b>(94,172)</b>	<b>(157,780)</b>	<b>8,133</b>	<b>(165,913)</b>	<b>2</b>

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

Accrual Basis

July 2020 through May 2021

	Jul '20 - May 21	Jul '19 - May 20	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	252,553.38	877,496.00	-624,942.62	-71.2%
4001-00 · NLTRA Funding	421,850.25	1,421,444.00	-999,593.75	-70.3%
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%
<b>Total Income</b>	725,603.63	2,304,940.00	-1,579,336.37	-68.5%
<b>Gross Profit</b>	725,603.63	2,304,940.00	-1,579,336.37	-68.5%
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 · Native Display	6,666.64	9,250.00	-2,583.36	-27.9%
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	60,387.74	0.00	60,387.74	100.0%
5007-02 · Website Production	4,012.50	0.00	4,012.50	100.0%
5007-03 · Photo/Video Creative	8,901.63	0.00	8,901.63	100.0%
5007-00 · Creative Production - Other	1,530.00	160,682.71	-159,152.71	-99.1%
<b>Total 5007-00 · Creative Production</b>	74,831.87	160,682.71	-85,850.84	-53.4%
5010-00 · Account Strategy & Management	66,000.00	67,000.00	-1,000.00	-1.5%
5010-01 · Digital Management & Reporting	0.00	18,000.00	-18,000.00	-100.0%
5010-02 · Website Strategy & Analysis	22,428.00	11,400.00	11,028.00	96.7%
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	22,000.00	0.00	22,000.00	100.0%
5029-00 · Television	10,154.30	0.00	10,154.30	100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	336,625.92	930,553.91	-593,927.99	-63.8%
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	150.00	3,944.12	-3,794.12	-96.2%
5112-00 · Training / Sales Calls	1,297.96	6,928.20	-5,630.24	-81.3%
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	2,392.35	-1,797.53	-75.1%
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	25,833.34	-25,833.34	-100.0%
5147-00 · AUS / Gate 7	9,278.72	26,469.00	-17,190.28	-64.9%
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	1,500.00	16,859.94	-15,359.94	-91.1%
<b>Total 5154-00 · Canada</b>	1,500.00	23,269.12	-21,769.12	-93.6%
5155-00 · California Star Program	1,166.68	2,041.68	-875.00	-42.9%
5156-00 · German Trade Representation	0.00	17,976.97	-17,976.97	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	24,983.18	141,892.08	-116,908.90	-82.4%
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	16,500.00	22,200.00	-5,700.00	-25.7%
5201-00 · National, Regional, & Local PR	0.00	48,500.00	-48,500.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	11,500.00	19,000.00	-7,500.00	-39.5%
5202-01 · Rich Content Development	20,500.00	4,975.00	15,525.00	312.1%
5204-00 · Media Mission(s)	811.91	8,823.11	-8,011.20	-90.8%
5206-00 · Digital Buy/ Social Media Boost	5,500.00	4,086.00	1,414.00	34.6%
5207-00 · Content Campaigns/Tools-My Emma	3,300.00	3,300.00	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	7,164.48	19,773.06	-12,608.58	-63.8%
5210-00 · Content Dev - Newsletters	18,000.00	19,800.00	-1,800.00	-9.1%
5211-00 · Social Media Strategy & Mgmt	44,000.00	44,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	3,978.95	6,153.62	-2,174.67	-35.3%
5213-00 · Facebook Live	63.28	2,500.00	-2,436.72	-97.5%
5214-00 · Social Takeover	10,775.00	7,951.75	2,823.25	35.5%
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%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	168,285.15	221,072.86	-52,787.71	-23.9%
<b>6000-00 · CONFERENCE SALES</b>				
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	37,520.61	6,276.18	31,244.43	497.8%
6006-00 · CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 · Creative Production	15,255.69	14,536.11	719.58	5.0%
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	2,329.05	3,408.21	-1,079.16	-31.7%
6018-00 · MCC Media Commission	6,829.40	5,840.88	988.52	16.9%
6018-01 · MCC Digital Ad Serving	76.52	1.26	75.26	5,973.0%
6019-00 · Conference Direct Partnership	6,583.37	0.00	6,583.37	100.0%
6128-00 · HelmsBriscoe Strategic Partner	6,416.63	6,333.30	83.33	1.3%
6152-00 · Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%



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

Accrual Basis

July 2020 through May 2021

	Jul '20 - May 21	Jul '19 - May 20	\$ Change	% Change
6153-00 · Chicago Sales Rep Support	1,921.57	1,880.04	41.53	2.2%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>90,618.38</b>	<b>88,565.18</b>	<b>2,053.20</b>	<b>2.3%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	413.81	2,328.87	-1,914.86	-82.2%
6116-00 · CalSAE Seasonal Spectacular	1,099.00	5,161.06	-4,062.06	-78.7%
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	3,070.75	1,022.07	2,048.68	200.4%
6143-00 · Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6151-00 · Destination CA	25.90	0.00	25.90	100.0%
6154-00 · HelmsBriscoe ABC	730.10	5,316.80	-4,586.70	-86.3%
6156-00 · Connect California	8,328.07	280.96	8,047.11	2,864.2%
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	4,748.81	-4,748.81	-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%
6174-00 · Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 · Connect NYC	0.00	324.96	-324.96	-100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>20,837.63</b>	<b>61,145.68</b>	<b>-40,308.05</b>	<b>-65.9%</b>
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	7,834.00	33,558.60	-25,724.60	-76.7%
5009-00 · Fulfillment / Mail	1,679.82	9,019.90	-7,340.08	-81.4%
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	1,500.03	1,833.37	-333.34	-18.2%
7001-00 · Miscellaneous	3,007.54	253.04	2,754.50	1,088.6%
7002-00 · CRM Subscription	9,791.64	7,499.98	2,291.66	30.6%
7003-00 · IVCBVB Entertainment Fund	935.07	2,258.40	-1,323.33	-58.6%
7004-00 · Research	10,000.91	30,030.02	-20,029.11	-66.7%
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	28,659.61	25,012.50	3,647.11	14.6%
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	6,924.56	6,049.12	875.44	14.5%
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	13,767.61	0.00	13,767.61	100.0%
8700-00 · Automobile Expense*	559.96	3,390.20	-2,830.24	-83.5%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>137,172.39</b>	<b>278,232.41</b>	<b>-141,060.02</b>	<b>-50.7%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	46,801.94	46,750.00	51.94	0.1%
8003-00 · Website Hosting Maintenance	58,059.26	59,918.76	-1,859.50	-3.1%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>104,861.20</b>	<b>106,668.76</b>	<b>-1,807.56</b>	<b>-1.7%</b>
<b>Total Expense</b>	<b>883,383.85</b>	<b>1,828,130.88</b>	<b>-944,747.03</b>	<b>-51.7%</b>
<b>Net Income</b>	<b>-157,780.22</b>	<b>476,809.12</b>	<b>-634,589.34</b>	<b>-133.1%</b>

**KEY METRICS FOR May 31, 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	7,291,841	3,206,134	6,046,087	364,390	\$ 16,908,452

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru May 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
<b>Tahoe City:</b>					
Walk In	393344	36845	36049	24758	-31.3%
Phone	2816	2551	2808	2468	-12.1%
Email	343	365	405	505	24.7%
<b>Kings Beach (Walk In)</b>	7883	11439	8322	5406	-35.0%
<b>NLT - Event Traffic</b>	4774	4393	3305	809	-75.5%
<b>Total</b>	<b>409,160</b>	<b>55,593</b>	<b>50,889</b>	<b>33,946</b>	<b>-33.3%</b>

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	\$ -	
<b>Total</b>	<b>\$ 3,179,417</b>	<b>\$ 3,080,242</b>	<b>\$ 3,378,190</b>	<b>\$ 2,018,069</b>	

Unemployment Rates - EDD		May 2021
California (pop. 38,332,521)		7.9%
Placer County (367,309)		4.9%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.6%
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	0.7%	30.7%	97.7%
ADR (Average Daily Rate)	\$ 46	\$ 277	83.4%
RevPAR (Rev per Available Room)	\$ -	\$ 85	100.0%
Occupancy 1 Mth Forecast	13.1%	49.4%	73.5%
ADR 1 Mth Forecast	\$ 439	\$ 419	-4.77%
RevPAR 1 Mth Forecast	\$ 57	\$ 207	72.5%
Occupancy (prior 6 months)	31.8%	39.6%	19.7%
ADR (prior 6 months)	\$ 431	\$ 369	-16.80%
RevPAR (prior 6 months)	\$ 137	\$ 146	6.6%
Occupancy (next 6 months)	17.3%	35.1%	103.0%
ADR (next 6 months)	\$ 404	\$ 426	5.4%
RevPAR (next 6 months)	\$ 70	\$ 150	113.9%

Total Chamber Membership	
June 2016	508
June 2017	424
June 2018	378
June 2019	371
<b>June 2020</b>	<b>362</b>

Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 5/31/2021						
	2019-20	2019-20	2020-21	YOY %		
<b>FORWARD LOOKING</b>	<b>Actuals</b>	<b>Forecasted</b>	<b>Forecasted</b>	<b>Change</b>		
Total Revenue Booked	\$2,685,035	\$ 2,693,990	\$ 389,258	-592.08%		
Commission for this Revenue	\$ 36,962	\$ 46,373	\$ -			
Number of Room Nights	12,075	11,544	1,693	-581.87%		
Number of Bookings	53	54	9	-500.00%		
Conference Revenue And Percentage by County:						
	<u>19-20</u>	<u>20-21</u>				
Placer	78%	83%	\$2,096,775	\$ 2,105,730	\$ 348,025	-505.05%
Washoe	14%	17%	\$381,642	\$ 381,642	\$ 69,577	-448.52%
South Lake	8%	0%	\$206,618	\$ 206,618		
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$2,685,035</b>	<b>\$ 2,693,990</b>	<b>\$ 417,602</b>	<b>-545.11%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month'Yr May 2021  
Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
05.27.2021	A	Front Street Station	39	lunch for election envelope stuffing	\$88.20		8200-00/60
05.28.2021	B	CSG Direct	3973299	mailer for TBID setup process to Tier 1/2/3 businesses	\$818.00		5520-00/51
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
<b>MILEAGE REIMBURSEMENT</b>							
	Attach 1		Mileage	See Attached Mileage Report		\$28.00	8700-00-70
				Mileage Reimbursed Through Payroll			
<b>TOTAL - CREDIT CARD EXPENSES</b>					<b>\$906.20</b>		
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>						<b>\$28.00</b>	

Signed By: Jeff Hentz  
Date: 6/10/2021

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

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		<u>DS</u>	6/11/2021		




**BANK OF THE WEST**  
**BNP PARIBAS**

 BANKCARD CENTER  
 PO BOX 84043  
 COLUMBUS GA 31908-4043

**MEMO STATEMENT**

<b>Account Number</b>	XXXX-XXXX-0150-4616
<b>Statement Date</b>	MAY 28, 2021
<b>Total Activity</b>	\$906.20

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

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

**ACCOUNT MESSAGES**

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

**ACCOUNT SUMMARY**

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$906.20		\$0.00		\$0.00		\$906.20

**ACCOUNT ACTIVITY**

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
05-27	05-26	55310201147400757000087	FRONT STREET STATION TAHOE CITY CA Tax ID: 260088583 Mer Zip: 96145	88.20
05-28	05-27	85345331147900010208360	CSG DIRECT INC 775-8529777 NV Tran: 3973299 Tax ID: 880374083 Mer Ref: 3973299 Mer Zip: 89511 Origin Zip: 89511 Dest Zip: 96145 Dest Ctry: USA Tax: 40.90 Product Code: 3973299 Desc: CSG Direct Inc Qty: 1.0000 Unit: EAC Disc: N Ext Item Amt: 818.00	818.00

 A  
 B

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
	MAY 28, 2021	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$906.20
	\$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.

**FRONT STREET STATION ( Tahoe City)**

205 RIVER RD  
TAHOE CITY, CA 96145  
5303632004

**ORDER: 039**  
**Walk In - To Go**

Cashier: Day shift crew  
26-May-2021 12:48:35P

Transaction **218850**

1	1/2 LARGE SPICY THAI	\$14.50
1	1/2 LARGE BBQ CHICK	\$14.25
1	1/2 MEDIUM PEPPERONI	\$10.25
1	1/2 MEDIUM CHEESE	\$9.00
1	MEDIUM SAUSAGE	\$20.00
	Mushrooms	\$2.00
1	Yerba Mate	\$3.50

<b>Total</b>	<b>\$73.50</b>
<b>Tip</b>	<b>\$14.70</b>

CREDIT CARD SALE	\$88.20
MASTERCARD 4616	

26-May-2021 12:50:19P  
 \$88.20 | Method: EMV  
 MASTERCARD XXXXXXXXXXXX4616  
 JEFFREY HENTZ  
 Reference ID: 114600598726 | Auth ID:  
 066750  
 MID: \*\*\*\*\*3884  
 AID: A0000000041010  
 AthNtwkNm: MASTERCARD  
 SIGNATURE VERIFIED

Online: <https://clover.com/p/1NETZK0HTY5XP>

Order SNSH3EB8BR116  
Payment 1NETZK0HTY5XP

Clover Privacy Policy  
<https://clover.com/privacy>

5/26

Electron Mailer -  
Lunch for

Staff

- Katie
- Liz
- Amber
- Kym
- Anna
- Jeff



**CSG DIRECT, INC.**  
 640 Maestro Dr. #100  
 Reno, NV 89511

DATE	INVOICE NO.
5/27/2021	3973299

ACCOUNTS PAYABLE  
 NORTH LAKE TAHOE RESORT ASSOC  
 PO BOX 5459  
 TAHOE CITY CA 96145

P.O. NO.	TERMS	CONTACT	PRODUCT/JOB NAME
	PRE-PAY	J. HENTZ	MAY21 NON LODGE LTR
ITEM	QTY	DESCRIPTION	AMOUNT
DIGITAL PRI...	28	Digital Print- Nevada Mail	19.38T
DIGITAL PRI...	523	Digital Print- Out of State Mail	362.03
MAIL SERVI...	551	DIRECT MAIL OR PRODUCTION SERVICES	287.42
		Subtotal	668.83
PROCESSIN...		Postage Processing Fee	5.68
POSTAGE		USPS POSTAGE	141.89
		Washoe County Sales Tax	1.60
		B	

Thank You for your business.  
 Overdue invoices are subject to late fees of 2% / mo.

**BALANCE DUE:** \$818.00

**775.852.9777 • 800.881.2150 • csgdirect.com**



The receipt for 393867286 has been successfully emailed to TAMI.JONES@CSGDIRECT.COM

CSG Direct Inc

640 Maestro Drive  
Suite 100  
Reno , NV 89511  
775-852-9777

5/27/2021 11:09:35 AM

Reference Number: 393867286  
Total: \$818.00  
Transaction Type: Sale  
Transaction Status: Pending Settlement  
Card Brand: MasterCard  
Card Number: xxxxxxxxxxxx4616  
Entry Method: Keyed  
Approval Code: 037007  
Approval Message: EXACT MATCH  
AVS Result: Full Exact Match  
CSC Result: Match  
JEFFREY HENTZ NORTH  
Customer Name: LAKE TAHOE RESORT  
ASSOCIATION  
Invoice: 3973299

X \_\_\_\_\_  
Please sign here to agree to payment.

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTMC) Employee Expense Report

Month\*Yr May 2021  
Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A						
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
<b>MILEAGE REIMBURSEMENT</b>							
	<b>Attach 1</b>		Mileage	See Attached Mileage Report		\$ 46.48	8700-00-70
				Mileage Reimbursed Through Payroll			
<b>TOTAL - CREDIT CARD EXPENSES</b>					<b>\$0.00</b>		
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>						<b>\$46.48</b>	

Signed By: *Jeff Hentz*  
Date: 6/10/2021

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

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
		<u>DVS</u>	6/11/2021		

**NORTH LAKE TAHOE RESORT ASSOCIATION (NLTM)  
MILEAGE REIMBURSEMENT**

EMPLOYEE NAME: Jeffrey Hentz  
 REPORT MONTH: Apr-21

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
A	2-Apr	Tahoe City	Incline Village	15.00		x	Meetings on Coop
	16-Apr	Tahoe City	Incline Village Hyatt	32.00	x		Meeting w/ Incline Board Retreat
	29-Apr	Tahoe City	Resort @ Squaw Creek	18.00	x		Ad Agency Reviews - Presentations - MisFits
	30-Apr	Tahoe City	Resort @ Squaw Creek	18.00	x		Ad Agency Reviews - Presentations - 62 above
<b>TOTAL MILES SUBMITTED:</b>				<b>83.00</b>			
<b>MILEAGE RATE PER MILE</b>				<b>\$ 0.560</b>			
<b>TOTAL MILEAGE REIMBURSEMENT DUE</b>				<b>\$ 46.48</b>			