



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

July 27th, 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

Lindsay Romack
Nick Martin

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:

- 6/29/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 6/30/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 6/30/2021 Financials ReviewPg. 24

G. Items for Committee Review, Discussion/or Recommendations

- TBID Update

H. Supplemental Information

- June 2021 Dashboard ReportPg. 32

I. Approval of CEO Expenses June 2021:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 33
- Approval of CEO Expenses NLTMC [MOTION].....Pg. 38

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:35 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Placer County Reps in Attendance: Lindsay Romack, Nick Martin
 - Staff in Attendance via Zoom: Jeff Hentz, DeWitt Van Siclen, Aprille Viray
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; David Brown/Ramona Cruz, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve June 1, 2021 Finance Committee meeting minutes; Ramona Cruz/David Brown, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – May 31, 2021 financial results
 - Review of NLTRA May 31, 2021 financials
 - **MOTION** to approve May 31, 2021 Preliminary NLTRA Financials; David Brown/Ramona, Approved 3-0-0
 - Review of NLTMC May 31, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID Update given by Phelan
- H. Supplemental Information
 - Review of the May 2021 Dashboard report
- I. Approval of CEO Expenses for May 2021
 - **MOTION** to approve May 2021 CEO expenses NLTRA; Jim Phelan/David Brown; Approved 3-0-0
 - **MOTION** to approve May 2021 CEO expenses NLTMC; Jim Phelan/David Brown; Approved 3-0-0
- J. Agenda Input for Next Finance Committee Meeting
 - None
- K. Next Meeting Date
 - July 27, 2021 @ 3:30 PM
- L. Committee Member Comments
 - None
- M. Adjourn 4:28 PM



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Date: 7/22/21

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

From: DeWitt Van Sicen, Accounting Manager

RE: Report of Financial Results at June 30, 2021

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

- Cash balance on June 30, 2021 of \$1,943,000 was \$1,107,000 greater than prior year due primarily to, a reduction in inventory of \$59,000, a decrease in prepaid expenses of \$16,000, an increase in Accounts Payable of \$13,000, an increase in Deferred Revenue from the County of \$345,000, an increase in accrued expenses of \$132,000, an increase in Deffered Revenue – Member Dues of \$39,000, and an increase in equity of \$1,140,000 offset primarily by an increase in Accounts Receivables of \$235,000, an increase in Fixed Assets of \$8,000, a decrease to Payroll Liabilities of \$5,000, a decrease in Marketing Cooperative Liabilities of \$6,000, and a reduction in the Due To County of Placer of \$385,000.
- Accounts Receivable (QB) balance of \$1,000 was down relative to last year by \$3,000, due to a refund owed to the NLTRA for sponsorship of a cancelled event.
- The Accounts Receivable – TOT balance of \$432,000 reflected County TOT funding invoices for June 30. The balance at this date last year was \$201,000. Payment has not yet been made but is expected this month.
- AR Other balance of \$3,000 was \$10,000 lower than prior year due to anticipated refunds in prior year due to the pandemic as well as PPE inventory that had been returned to the vendor but not yet refunded.
- Membership dues receivable totaled \$72,000; an increase of \$37,000 over prior year due to the pending year-end adjustment for future periods' membership revenue. The Allowance for Doubtful Accounts balance of \$50,000 was \$25,000 greater than prior year to cover potential uncollectible membership fees.
- Retail Inventory totaled \$27,000; a decrease of \$59,000 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 \$2,000 due to the prior months' 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 \$16,000 over prior year. Health insurance is usually paid a month prior to the billing cycle, however payment for June was made in the same month.
- Accounts Payable of \$39,000 was \$13,000 great than prior year due primarily to lower expenditures in prior year due to the pandemic.

- Wages and related liabilities of \$185,000 were \$5,000 lower than prior year, a result of a combination of lower incentive accruals, increased PTO liability of staff, fewer commissions owed to NLTRA reps, and lower staffing levels than prior year.
- Sales and Use Tax liability balance of \$4,000 was \$3,000 higher than prior year due primarily to increased retail sales due to the Visitor's Center being closed at the start of the pandemic.
- Accrued expenses of \$205,000 were \$132,000 higher than prior year, primarily due to timing of paying Spartan invoices that were budgeted for FY20.21 offset by a COVID recovery campaign that had been accrued in prior year.
- Marketing Cooperative Liabilities of \$0 were lower than prior year by \$6,000 due to refunds received on credit cards in the prior year for NLTMC.
- Deferred Revenue-Member Dues of \$68,000 was down \$39,000 from last year due to a pending year-end adjustment for future periods' membership revenue.
- Deferred Revenue-County of \$345,000 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. Prior to closing the fiscal year, this will offset balances due from the County at June 30.
- YTD consolidated net income of \$1,140,000 at month end June 30 reflected a \$1,133,000 increase from prior year positive results of \$7,000, and represented Membership's net results YTD of \$20,000, and \$1,120,000 net positive results from TOT funded departments. After adjustments for actual expenditures, TOT-funded departments will be approximately underspent to budget by \$1,450,000.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,639,000 was lower than budget by \$345,000.
 - Expenses before overhead allocation totaled \$1,381,000 and were \$1,078,000 below budget largely due to NLTMC contributions placed on hold as well as delayed marketing programs and cancelled events resulting from the pandemic. The hold on NLTMC contributions will continue for the rest of the fiscal year.
 - Total net results before overhead allocation of \$1,260,000 were better than budget by \$736,000.
- Operating Results YTD – Conference
 - TOT revenue of \$384,000 was on budget.
 - Expenses of \$291,000 before allocated overhead were below budget by \$25,000.
 - Net results of \$93,000 before overhead allocation were negative to budget by \$25,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$110,000 were positive to budget by \$25,000. TOT revenue of \$458,000 was on budget.
 - Expenses before overhead allocation of \$316,000 were good to budget by \$139,000 primarily due to reduced staffing and other operating costs related to the pandemic.
 - Net income of \$252,000 before overhead allocation was \$164,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$218,000 was on budget.
 - Expenditures of \$146,000 before overhead were \$34,000 good to budget due to timing.
 - Net results of \$72,000 before overhead allocation were positive to budget \$34,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$139,000 was \$14,000 over budget, total other revenues of \$10,000 were \$63,000 below budget due primarily to the Community Awards Dinner being cancelled.

- Expenses before overhead allocation of \$106,000 were \$35,000 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 \$43,000 before overhead allocations was below budget by \$17,000.
- Net results of \$20,000 after overhead allocations was bad to budget \$10,000.
- Operating Results YTD – Administration
 - Miscellaneous income of \$15,000 is due to returned 401k contributions and will be reclassified prior to the close of this fiscal year.
 - Total expenses of \$596,000 were \$152,000 below budget due primarily to staffing and timing.
- Membership cash position as of June 30, 2021
 - Membership activities resulted in a net gain of \$19,806.
 - Deferred revenues of \$68,359 less receivables of \$75,220, plus the allowance for uncollectible receivables of \$49,546 resulted in the saving of cash in the amount of \$62,491.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was positive \$53,636.

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

- Cash balance at month end of \$212,000 was \$279,000 lower than prior year primarily due to a decrease in Receivables of \$38,000 and an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), offset by a decrease in Accounts Payable of \$25,000, a decrease in Net Income of \$716,000 and an increase in prepaid expenses of \$39,000.
- A/R – Other was \$26,000 lower than last year due to cancelled trade shows.
- Reimbursements Receivable was \$12,000 lower than prior year due to a reimbursement owed on a shared advertisement as well as partner-sponsored events.
- Prepaid Expenses of \$48,000 were \$39,000 greater than prior year due primarily to research software purchased in the current fiscal year.
- Accounts Payable of \$27,000 were \$25,000 lower than prior year due to prompt payment.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Loss for the year was \$254,000. Prior year's positive results were \$462,000 for a variance of \$716,000. The current year's negative results of \$254,000 reduced the equity balance to \$233,000.
- Year-to-date revenue from NLTRA and IVCBVB of \$680,000 was below budget \$918,000. 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 (\$411,000) 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 \$362,000 were \$730,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$28,000 were \$84,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$186,000 were \$47,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$99,000 were \$6,000 below budget.
- Trade Show expenditures of \$21,000 were \$62,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$174,000 were \$113,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$109,000 were over budget \$10,000 due to invoices received for prior year services offset by timing.
- Total Expenses of \$979,000 were \$1,032,000 below budget.
- Net loss of \$254,000 was bad to budget by \$254,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

June 30, 2021

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	158	0	0%
1002-00 · Cash - Operations BOTW #8328	1,965,992	0	1,965,992	100%
1003-00 · Cash - Operations BOTW #6712	(282,177)	565,602	(847,778)	(150)%
1007-00 · Cash - Payroll BOTW #7421	38,521	3,200	35,320	1,104%
1008-00 · Marketing Reserve - Plumas	50,356	50,313	43	0%
1009-00 · Cash Flow Reserve - Plumas	100,976	100,839	137	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	39,803	86,322	(46,520)	(54)%
10950 · Cash in Drawer	139	139	(0)	0%
Total Checking/Savings	1,943,349	836,155	1,107,194	132%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	1,000	3,500	(2,500)	(71)%
1290-00 · A/R - TOT	432,499	201,387	231,111	115%
Total Accounts Receivable	433,499	204,887	228,611	112%
Other Current Assets				
1200-99 · AR Other	3,177	12,881	(9,704)	(75)%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	72,325	35,696	36,629	103%
1201-03 · Member AR - Other	2,895	1,040	1,855	178%
Total 1201-00 · Member Accounts Receivable	75,220	36,736	38,484	105%
1201-02 · Allowance for Doubtful Accounts	(49,546)	(24,987)	(24,558)	(98)%
12100 · Inventory Asset				
1210-01 · Inventory - Other	0	4,236	(4,236)	(100)%
25300 · Gift Cards Outstanding	18	18	0	0%
12100 · Inventory Asset - Other	26,584	81,762	(55,179)	(68)%
Total 12100 · Inventory Asset	26,601	86,015	(59,414)	(69)%
1299 · Receivable from NLTMC	2,416	0	2,416	100%
1490-00 · Security Deposits	1,150	1,150	0	0%
Total Other Current Assets	59,019	111,795	(52,776)	(47)%
Total Current Assets	2,435,867	1,152,838	1,283,029	111%
Fixed Assets				
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%
1740-00 · Computer Equipment	11,013	4,270	6,743	158%
1741-00 · Accum. Depr. - Computer Equip	(3,222)	(4,270)	1,047	25%
1750-00 · Computer Software	20,493	20,493	0	0%
1751-00 · Accum. Amort. - Software	(20,493)	(20,493)	0	0%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	7,791	0	7,791	100%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,689	16,326	(13,637)	(84)%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	6,500	8,751	(2,251)	(26)%
Total 1400-00 · Prepaid Expenses	9,289	25,177	(15,888)	(63)%
Total Other Assets	9,289	25,177	(15,888)	(63)%
TOTAL ASSETS	2,452,947	1,178,015	1,274,932	108%
LIABILITIES & EQUITY				
Liabilities				

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	39,308	26,683	12,625	47%
Total Accounts Payable	39,308	26,683	12,625	47%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	26,467	39,445	(12,978)	(33)%
2101-00 · Incentive Payable	80,075	88,359	(8,284)	(9)%
2102-00 · Commissions Payable	0	3,506	(3,506)	(100)%
2120-00 · Empl. Federal Tax Payable	11,826	1,551	10,275	662%
2175-00 · 401 (k) Plan	4,606	2,626	1,980	75%
2180-00 · Estimated PTO Liability	62,280	54,845	7,435	14%
Total 21000 · Salaries/Wages/Payroll Liabilit	185,254	190,332	(5,078)	(3)%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	1,279	0	1,279	100%
25500 · *Sales Tax Payable	2,877	1,374	1,503	109%
Total 2190-00 · Sales and Use Tax Payable	4,156	1,374	2,782	202%
2250-00 · Accrued Expenses	205,350	73,722	131,628	179%
2300-00 · Marketing Cooperative Liabili	0	6,073	(6,073)	(100)%
2400-60 · Deferred Revenue- Member Dues	68,359	28,890	39,469	137%
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%
2700-00 · Deferred Rev. County	344,913	0	344,913	100%
2900-00 · Due To/From County of Placer	0	384,939	(384,939)	(100)%
Total Other Current Liabilities	809,322	686,621	122,701	18%
Total Current Liabilities	848,630	713,304	135,326	19%
Total Liabilities	848,630	713,304	135,326	19%
Equity				
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%
3300-11 · Designated Marketing Reserve	324,590	324,590	0	0%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	1,139,606	6,862	1,132,744	16,509%
Total Equity	1,604,317	464,711	1,139,606	245%
TOTAL LIABILITIES & EQUITY	2,452,947	1,178,015	1,274,932	108%

**North Lake Tahoe Resort Association
A/R Aging Summary**

As of June 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	432,498.63	0.00	0.00	0.00	0.00	432,498.63
Incline Community Business Association	0.00	0.00	0.00	0.00	1,000.00	1,000.00
TOTAL	<u>432,498.63</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>433,498.63</u>

Aging by Revenue Item

As of 6/30/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$345.00	\$345.00	\$2,375.00	\$3,065.00
1-5 Employees Membership Dues			\$4,120.00	\$4,405.00	\$3,245.00	\$1,475.00	\$5,005.00	\$17,055.00	\$35,305.00
21-50 Employees Membership Dues			\$540.00	\$1,620.00	\$540.00	\$0.00	\$2,160.00	\$5,340.00	\$10,200.00
50-100 Employees Membership Dues			\$0.00	\$0.00	\$750.00	\$750.00	\$0.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$1,625.00	\$1,300.00	\$325.00	\$0.00	\$4,195.00	\$6,145.00	\$13,590.00
Associate Member Membership Dues			\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$50.00	\$100.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$700.00	\$700.00	\$1,990.00	\$3,390.00
Non-Profit Membership Dues Totals:			\$510.00	\$170.00	\$170.00	\$510.00	\$1,530.00	\$3,380.00	\$6,270.00
PUD Membership Dues Totals:			\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00
1201-01 Member AR Membership			\$6,960.00	\$7,495.00	\$5,030.00	\$3,830.00	\$13,935.00	\$36,335.00	\$73,585.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$235.00	\$85.00	\$0.00	\$0.00	\$0.00	\$175.00	\$495.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
Tuesday Morning Breakfast Club			\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
1201-03 Member Accounts Receivable			\$735.00	\$85.00	\$0.00	\$0.00	\$0.00	\$340.00	\$1,160.00
GRAND TOTALS			\$7,695.00	\$7,580.00	\$5,030.00	\$3,830.00	\$13,935.00	\$36,675.00	\$74,745.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of June 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	362.32	0.00	0.00	0.00	0.00	362.32
Adventure Maps, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Adventure Marketing	0.00	0.00	0.00	0.00	0.00	0.00
Amazon.com	170.50	0.00	0.00	0.00	0.00	170.50
Anne-Karin Atwood*	26.04	0.00	0.00	0.00	0.00	26.04
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	866.88	0.00	0.00	0.00	0.00	866.88
Bank of the West Bank Card Center	3,870.47	0.00	0.00	0.00	0.00	3,870.47
FP Mailing Solutions	118.89	0.00	0.00	0.00	0.00	118.89
Homewood Mountain Resort *	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Jeffrey Hentz	126.50	0.00	0.00	0.00	0.00	126.50
Katherine Anglin	0.00	2,070.00	0.00	0.00	0.00	2,070.00
Katie Biggers	414.19	0.00	0.00	0.00	0.00	414.19
LexiConn Internet Services	0.00	179.85	0.00	0.00	0.00	179.85
Liberty Utilities*	0.00	527.29	0.00	0.00	0.00	527.29
Liz Bowling	424.08	0.00	0.00	0.00	0.00	424.08
Northstar California*	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
SDBX Studio, LLC.	2,200.00	0.00	0.00	0.00	0.00	2,200.00
Sierra Nevada Ad Partners	0.00	2,451.95	0.00	0.00	0.00	2,451.95
StorQuest	0.00	30.75	0.00	0.00	0.00	30.75
Tahoe Basics	650.00	0.00	0.00	0.00	0.00	650.00
Tahoe City Downtown Association*	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
Team Whiskey	2,500.00	0.00	0.00	0.00	0.00	2,500.00
The Abbi Agency, Inc.	2,100.00	0.00	0.00	0.00	0.00	2,100.00
The Paper Trail*	15.00	622.50	0.00	0.00	0.00	637.50
Uline	261.47	0.00	0.00	0.00	0.00	261.47
Van Siclen, DeWitt	400.00	0.00	0.00	0.00	0.00	400.00
Vogelaar, Dale	88.24	0.00	0.00	0.00	0.00	88.24
Waterman's Landing	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
YIG Administration	82.78	0.00	0.00	0.00	0.00	82.78
TOTAL	<u>33,425.45</u>	<u>5,882.34</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,307.79</u>

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

Accrual Basis

All Departments

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	612,891	533,243	79,648	3,698,964	4,043,867	(344,903)	4,043,867
4200-00 · Membership Dues Revenue	11,572	10,417	1,155	138,818	125,000	13,818	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
Total 4250-01 · Community Awards	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>58,000</u>	<u>(58,000)</u>	<u>58,000</u>
4250-02 · Chamber Events	0	0	0	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	1,000	(1,000)	0	2,500	(2,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	1,000	400	600	1,500	2,000	(500)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	4,000	(4,000)	4,000
Total 4251-00 · Tues AM Breakfast Club	<u>1,000</u>	<u>950</u>	<u>50</u>	<u>1,500</u>	<u>6,000</u>	<u>(4,500)</u>	<u>6,000</u>
4250-00 · Revenues-Membership Activities - Other	1,370	0	1,370	8,045	0	8,045	0
Total 4250-00 · Revenues-Membership Activities	<u>2,370</u>	<u>1,950</u>	<u>420</u>	<u>9,545</u>	<u>72,500</u>	<u>(62,955)</u>	<u>72,500</u>
4253-00 · Revenue- Other	0	500	(500)	1,525	2,500	(975)	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	529	0	529	5,331	0	5,331	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	17,319	10,000	7,319	104,469	85,000	19,469	85,000
Total 46000 · Merchandise Sales	<u>17,848</u>	<u>10,000</u>	<u>7,848</u>	<u>110,360</u>	<u>85,000</u>	<u>25,360</u>	<u>85,000</u>
4720-00 · Miscellaneous	1,207	0	1,207	16,461	0	16,461	0
Total Income	<u>645,888</u>	<u>556,110</u>	<u>89,778</u>	<u>3,975,674</u>	<u>4,328,867</u>	<u>(353,194)</u>	<u>4,328,867</u>
Gross Profit	<u>645,888</u>	<u>556,110</u>	<u>89,778</u>	<u>3,975,674</u>	<u>4,328,867</u>	<u>(353,194)</u>	<u>4,328,867</u>
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	5,422	7,049	(1,627)	70,311	84,586	(14,275)	84,586
5030-00 · P/R - Health Insurance Expense	11,490	11,750	(260)	120,641	141,000	(20,359)	141,000
5040-00 · P/R - Workmans Comp	1,087	1,128	(41)	10,906	13,532	(2,626)	13,532
5060-00 · 401 (k)	2,076	3,308	(1,233)	23,541	39,700	(16,159)	39,700
5070-00 · Other Benefits and Expenses	1,269	428	841	4,822	5,135	(313)	5,135
5000-00 · Salaries & Wages - Other	70,606	94,593	(23,988)	978,595	1,135,121	(156,526)	1,135,121
Total 5000-00 · Salaries & Wages	<u>91,949</u>	<u>118,256</u>	<u>(26,307)</u>	<u>1,210,922</u>	<u>1,419,074</u>	<u>(208,152)</u>	<u>1,419,074</u>
5100-00 · Rent							
5110-00 · Utilities	869	937	(68)	10,365	11,655	(1,290)	11,655
5140-00 · Repairs & Maintenance	87	888	(802)	7,340	10,660	(3,320)	10,660
5150-00 · Office - Cleaning	600	1,058	(458)	6,475	12,700	(6,225)	12,700
5100-00 · Rent - Other	11,818	12,819	(1,000)	158,945	152,798	6,147	152,798
Total 5100-00 · Rent	<u>13,374</u>	<u>15,702</u>	<u>(2,328)</u>	<u>183,125</u>	<u>187,813</u>	<u>(4,687)</u>	<u>187,813</u>
5310-00 · Telephone							
5320-00 · Telephone	2,665	1,924	741	29,615	23,088	6,527	23,088
Total 5310-00 · Telephone	<u>2,665</u>	<u>1,924</u>	<u>741</u>	<u>29,615</u>	<u>23,088</u>	<u>6,527</u>	<u>23,088</u>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	50	0	50	0
5420-00 · Mail - USPS - Other	200	127	73	1,466	1,520	(54)	1,520
Total 5420-00 · Mail - USPS	<u>200</u>	<u>127</u>	<u>73</u>	<u>1,516</u>	<u>1,520</u>	<u>(4)</u>	<u>1,520</u>
5510-00 · Insurance/Bonding							
5520-00 · Supplies	269	1,692	(1,423)	9,621	20,300	(10,679)	20,300
5525-00 · Supplies- Computer	251	287	(36)	10,916	3,440	7,476	3,440
5520-00 · Supplies - Other	2,438	7,598	(5,160)	23,769	91,174	(67,405)	91,174
Total 5520-00 · Supplies	<u>2,689</u>	<u>7,884</u>	<u>(5,195)</u>	<u>34,685</u>	<u>94,614</u>	<u>(59,929)</u>	<u>94,614</u>
5610-00 · Depreciation							
5700-00 · Equipment Support & Maintenance	153	0	153	1,375	0	1,375	0
5710-00 · Taxes, Licenses & Fees	2,524	2,267	258	26,845	27,200	(355)	27,200
5740-00 · Equipment Rental/Leasing	660	1,025	(365)	12,861	12,300	561	12,300
5800-00 · Training Seminars	850	969	(120)	5,087	11,630	(6,543)	11,630
5850-00 · Artist of Month - Commissions	0	1,667	(1,667)	526	22,000	(21,474)	22,000
5900-00 · Professional Fees	0	250	(250)	3,272	3,000	272	3,000
5910-00 · Professional Fees - Attorneys	0	750	(750)	7,320	9,000	(1,680)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	36,054	13,750	22,304	119,779	134,000	(14,221)	134,000
Total 5900-00 · Professional Fees	<u>36,054</u>	<u>14,500</u>	<u>21,554</u>	<u>148,899</u>	<u>169,000</u>	<u>(20,101)</u>	<u>169,000</u>
5941-00 · Research & Planning							
6020-00 · Programs	0	11,250	(11,250)	0	55,000	(55,000)	55,000
6016-00 · Special Event Partnership	36,000	6,250	29,750	38,926	50,000	(11,074)	50,000
6018-00 · Business Assoc. Grants	0	15,000	(15,000)	0	30,000	(30,000)	30,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 · Programs	36,000	21,250	14,750	38,926	80,000	(41,074)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	25,000	0	25,000	25,000	25,400	(400)	25,400
6421-06 · Spartan	180,900	180,900	0	180,900	180,900	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	48,000	40,800	7,200	48,000	240,800	(192,800)	240,800
Total 6420-01 · Sponsorships	253,900	221,700	32,200	253,900	529,000	(275,100)	529,000
6421-00 · New Event Development	10,000	2,500	7,500	28,000	30,000	(2,000)	30,000
6424-00 · Event Operation Expenses	19,249	1,000	18,249	19,262	6,000	13,262	6,000
Total 6420-00 · Events	283,149	225,200	57,949	301,162	565,000	(263,838)	565,000
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	500	(500)	0	1,000	(1,000)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	0	3,000	(3,000)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	6,640	5,000	1,640	5,000
6423-00 · Membership Activities - Other	0	417	(417)	2,560	5,000	(2,440)	5,000
Total 6423-00 · Membership Activities	519	1,746	(1,227)	9,495	42,000	(32,505)	42,000
6730-00 · Marketing Cooperative/Media	0	76,200	(76,200)	421,850	1,000,000	(578,150)	1,000,000
6740-00 · Media/Collateral/Production	9,600	1,667	7,933	11,425	20,000	(8,575)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	795	23,000	(22,205)	114,430	232,000	(117,570)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	10,000	3,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	40,000	(54,507)	40,000
6743-07 · Winter Regional Campaign	4,800	0	4,800	22,077	0	22,077	0
6743-08 · Summer Regional Campaign	37,652	0	37,652	37,652	0	37,652	0
6743-00 · BACC Marketing Programs - Other	6,950	0	6,950	6,950	0	6,950	0
Total 6743-00 · BACC Marketing Programs	49,402	8,000	41,402	65,580	80,000	(14,420)	80,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	15,000	(14,605)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	121	125	(4)	1,682	1,500	182	1,500
59900 · POS Inventory Adjustments	142	0	142	713	0	713	0
8100-01 · CGS - Other	1,124	0	1,124	1,371	0	1,371	0
8100-00 · Cost of Goods Sold - Other	8,926	4,475	4,451	54,926	38,000	16,926	38,000
Total 8100-00 · Cost of Goods Sold	10,312	4,600	5,712	58,692	39,500	19,192	39,500
8200-00 · Associate Relations	265	135	130	3,351	1,600	1,751	1,600
8300-00 · Board Functions	623	500	123	4,624	7,000	(2,376)	7,000
8500-00 · Credit Card Fees	472	475	(3)	4,060	5,850	(1,790)	5,850
8600-00 · Additional Opportunites	3,150	10,000	(6,850)	79,050	120,000	(40,950)	120,000
8700-00 · Automobile Expenses	273	466	(192)	2,299	5,450	(3,151)	5,450
8750-00 · Meals/Meetings	117	763	(646)	567	8,900	(8,333)	8,900
8810-00 · Dues & Subscriptions	803	1,513	(711)	13,577	17,900	(4,323)	17,900
8910-00 · Travel	0	1,100	(1,100)	134	12,600	(12,466)	12,600
8920-00 · Bad Debt	0	0	0	38,280	0	38,280	0
Total Expense	546,866	555,376	(8,510)	2,836,248	4,299,338	(1,463,090)	4,299,338
Net Ordinary Income	99,022	734	98,289	1,139,425	29,529	1,109,896	29,529
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	180	0	180	0
Total Other Income	11	0	11	180	0	180	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	11	(0)	11	180	(0)	180	(0)
Net Income	99,033	734	98,300	1,139,606	29,529	1,110,077	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

June 2021

Accrual Basis

	Jun 21	Jun 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	612,891	150,365	462,526	308%
4200-00 · Membership Dues Revenue	11,572	11,342	229	2%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	1,000	0	1,000	100%
4251-00 · Tues AM Breakfast Club - Other	0	0	(0)	(100)%
Total 4251-00 · Tues AM Breakfast Club	1,000	0	1,000	1,999,900%
4250-00 · Revenues-Membership Activities - Other	1,370	435	935	215%
Total 4250-00 · Revenues-Membership Activities	2,370	435	1,935	445%
4350-00 · Special Events (Marketing)	0	88,889	(88,889)	(100)%
4600-00 · Commissions	0	(11,676)	11,676	100%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	529	0	529	100%
4504-00 · Retail Revenue - Other	0	6,256	(6,256)	(100)%
46000 · Merchandise Sales - Other	17,319	3,714	13,605	366%
Total 46000 · Merchandise Sales	17,848	9,971	7,877	79%
4720-00 · Miscellaneous	1,207	0	1,207	100%
Total Income	645,888	249,326	396,562	159%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	645,888	249,326	396,562	159%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	0	(2,151)	2,151	100%
5020-00 · P/R - Tax Expense	5,422	14,533	(9,111)	(63)%
5030-00 · P/R - Health Insurance Expense	11,490	12,997	(1,507)	(12)%
5040-00 · P/R - Workmans Comp	1,087	884	203	23%
5060-00 · 401 (k)	2,076	2,306	(231)	(10)%
5070-00 · Other Benefits and Expenses	1,269	872	397	46%
5000-00 · Salaries & Wages - Other	70,606	104,294	(33,689)	(32)%
Total 5000-00 · Salaries & Wages	91,949	133,737	(41,788)	(31)%
5100-00 · Rent				
5110-00 · Utilities	869	616	253	41%
5140-00 · Repairs & Maintenance	87	87	0	0%
5150-00 · Office - Cleaning	600	1,050	(450)	(43)%
5100-00 · Rent - Other	11,818	13,330	(1,512)	(11)%
Total 5100-00 · Rent	13,374	15,083	(1,709)	(11)%
5310-00 · Telephone				
5320-00 · Telephone	2,665	2,170	495	23%
Total 5310-00 · Telephone	2,665	2,170	495	23%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	21	(21)	(100)%
5420-00 · Mail - USPS - Other	200	0	200	100%
Total 5420-00 · Mail - USPS	200	21	179	874%
5510-00 · Insurance/Bonding	269	269	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer	251	0	251	100%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

June 2021

Accrual Basis

	Jun 21	Jun 20	\$ Change	% Change
5520-00 · Supplies - Other	2,438	1,358	1,080	80%
Total 5520-00 · Supplies	2,689	1,358	1,331	98%
5610-00 · Depreciation	153	110	43	39%
5700-00 · Equipment Support & Maintenance	2,524	2,844	(320)	(11)%
5710-00 · Taxes, Licenses & Fees	660	1,350	(690)	(51)%
5740-00 · Equipment Rental/Leasing	850	484	365	76%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	0	340	(340)	(100)%
5921-00 · Professional Fees - Other	36,054	0	36,054	100%
Total 5900-00 · Professional Fees	36,054	340	35,714	10,504%
6020-00 · Programs				
6016-00 · Special Event Partnership	36,000	7,250	28,750	397%
6018-00 · Business Assoc. Grants	0	20,000	(20,000)	(100)%
Total 6020-00 · Programs	36,000	27,250	8,750	32%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	88,889	(88,889)	(100)%
6421-04 · Broken Arrow Skyrace	25,000	0	25,000	100%
6421-06 · Spartan	180,900	0	180,900	100%
6420-01 · Sponsorships - Other	48,000	(5,000)	53,000	1,060%
Total 6420-01 · Sponsorships	253,900	83,889	170,011	203%
6421-00 · New Event Development	10,000	16,000	(6,000)	(38)%
6424-00 · Event Operation Expenses	19,249	0	19,249	100%
Total 6420-00 · Events	283,149	99,889	183,260	184%
6423-00 · Membership Activities				
6442-00 · Public Relations/Website/Digital	519	477	42	9%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	0	295	(295)	(100)%
Total 6423-00 · Membership Activities	519	772	(253)	(33)%
6730-00 · Marketing Cooperative/Media	0	81,918	(81,918)	(100)%
6740-00 · Media/Collateral/Production	9,600	0	9,600	100%
6742-00 · Non-NLT Co-Op Marketing Program	795	380	415	109%
6743-00 · BACC Marketing Programs				
6743-06 · COVID Summer Recovery Campaign	0	41,433	(41,433)	(100)%
6743-07 · Winter Regional Campaign	4,800	0	4,800	100%
6743-08 · Summer Regional Campaign	37,652	0	37,652	100%
6743-00 · BACC Marketing Programs - Other	6,950	0	6,950	100%
Total 6743-00 · BACC Marketing Programs	49,402	41,433	7,969	19%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	121	891	(770)	(87)%
59900 · POS Inventory Adjustments	142	263	(121)	(46)%
8100-01 · CGS - Other	1,124	11,092	(9,968)	(90)%
8100-00 · Cost of Goods Sold - Other	8,926	1,870	7,056	378%
Total 8100-00 · Cost of Goods Sold	10,312	14,115	(3,803)	(27)%
8200-00 · Associate Relations	265	57	208	365%
8300-00 · Board Functions	623	1,710	(1,088)	(64)%
8500-00 · Credit Card Fees	472	248	224	90%
8600-00 · Additional Opportunitites	3,150	47,456	(44,306)	(93)%
8700-00 · Automobile Expenses	273	123	150	121%
8750-00 · Meals/Meetings	117	0	117	100%
8810-00 · Dues & Subscriptions	803	470	333	71%
8920-00 · Bad Debt	0	22,263	(22,263)	(100)%

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

June 2021

Accrual Basis

	Jun 21	Jun 20	\$ Change	% Change
Total Expense	546,866	495,848	51,017	10%
Net Ordinary Income	99,022	(246,522)	345,545	140%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	11	17	(5)	(33)%
Total Other Income	11	17	(5)	(33)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	11	17	(5)	(33)%
Net Income	99,033	(246,506)	345,539	140%

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

Accrual Basis

11 - Marketing

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
4700-00 · Revenues- Interest & Investment	11	0	11	180	0	180	0
Total Other Income	11	0	11	180	0	180	0
Other Expense							
8990-00 · Allocated	30,094	42,125	(12,031)	402,082	524,426	(122,345)	524,426
Total Other Expense	30,094	42,125	(12,031)	402,082	524,426	(122,345)	524,426
Net Other Income	(30,083)	(42,125)	12,042	(401,901)	(524,426)	122,525	(524,426)
Net Income	80,999	0	80,999	858,210	0	858,210	0

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

Accrual Basis

30 - Conference

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,241	36,241	0	384,054	384,054	0	384,054
Total Income	36,241	36,241	0	384,054	384,054	0	384,054
Gross Profit	36,241	36,241	0	384,054	384,054	0	384,054
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	384	1,157	(773)	13,634	13,886	(252)	13,886
5030-00 · P/R - Health Insurance Expense	2,713	2,042	672	26,164	24,500	1,664	24,500
5040-00 · P/R - Workmans Comp	84	167	(83)	2,604	2,000	604	2,000
5060-00 · 401 (k)	214	500	(286)	6,875	6,000	875	6,000
5070-00 · Other Benefits and Expenses	47	38	10	955	450	505	450
5000-00 · Salaries & Wages - Other	3,740	14,030	(10,291)	177,846	168,365	9,481	168,365
Total 5000-00 · Salaries & Wages	7,181	17,933	(10,752)	230,184	215,201	14,983	215,201
5100-00 · Rent							
5110-00 · Utilities	97	75	22	1,127	900	227	900
5140-00 · Repairs & Maintenance	0	22	(22)	275	260	15	260
5150-00 · Office - Cleaning	133	142	(8)	1,439	1,700	(261)	1,700
5100-00 · Rent - Other	1,290	1,167	124	16,957	14,000	2,957	14,000
Total 5100-00 · Rent	1,521	1,405	116	19,799	16,860	2,939	16,860
5310-00 · Telephone							
5320-00 · Telephone	410	267	143	5,058	3,200	1,858	3,200
Total 5310-00 · Telephone	410	267	143	5,058	3,200	1,858	3,200
5420-00 · Mail - USPS	36	17	20	182	200	(18)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	1,232	540	692	540
5520-00 · Supplies - Other	42	113	(71)	513	1,350	(837)	1,350
Total 5520-00 · Supplies	42	158	(116)	1,746	1,890	(144)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	100	20	100
5740-00 · Equipment Rental/Leasing	102	83	19	594	1,000	(406)	1,000
5800-00 · Training Seminars	0	0	0	0	2,000	(2,000)	2,000
6730-00 · Marketing Cooperative/Media	0	10,856	(10,856)	33,156	75,000	(41,844)	75,000
8200-00 · Associate Relations	0	0	0	419	0	419	0
8750-00 · Meals/Meetings	0	29	(29)	0	350	(350)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	750	(750)	750
Total Expense	9,292	30,818	(21,526)	291,257	316,551	(25,294)	316,551
Net Ordinary Income	26,949	5,423	21,526	92,797	67,503	25,294	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,872	5,422	(1,550)	51,734	67,503	(15,770)	67,503
Total Other Expense	3,872	5,422	(1,550)	51,734	67,503	(15,770)	67,503
Net Other Income	(3,872)	(5,422)	1,550	(51,734)	(67,503)	15,770	(67,503)
Net Income	23,077	0	23,076	41,063	0	41,063	0

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

42 - Visitor Center

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,287	36,277	10	457,720	457,711	9	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	529	0	529	5,331	0	5,331	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	17,319	10,000	7,319	104,469	85,000	19,469	85,000
Total 46000 · Merchandise Sales	17,848	10,000	7,848	110,360	85,000	25,360	85,000
Total Income	54,135	46,277	7,858	568,080	542,711	25,369	542,711
Gross Profit	54,135	46,277	7,858	568,080	542,711	25,369	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,508	1,292	216	10,339	15,500	(5,161)	15,500
5030-00 · P/R - Health Insurance Expense	1,274	1,583	(310)	14,340	19,000	(4,660)	19,000
5040-00 · P/R - Workmans Comp	629	433	196	4,161	5,200	(1,039)	5,200
5060-00 · 401 (k)	563	417	146	4,383	5,000	(617)	5,000
5070-00 · Other Benefits and Expenses	8	82	(73)	974	982	(8)	982
5000-00 · Salaries & Wages - Other	7,958	15,568	(7,610)	108,549	186,818	(78,269)	186,818
Total 5000-00 · Salaries & Wages	11,940	19,375	(7,435)	142,746	232,500	(89,754)	232,500
5100-00 · Rent							
5110-00 · Utilities	430	583	(153)	5,236	7,000	(1,764)	7,000
5140-00 · Repairs & Maintenance	0	458	(458)	1,238	5,500	(4,263)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	4,300	(4,300)	4,300
5100-00 · Rent - Other	5,807	6,721	(914)	76,308	80,650	(4,342)	80,650
Total 5100-00 · Rent	6,237	8,121	(1,884)	82,782	97,450	(14,668)	97,450
5310-00 · Telephone							
5320-00 · Telephone	378	238	141	4,071	2,850	1,221	2,850
Total 5310-00 · Telephone	378	238	141	4,071	2,850	1,221	2,850
5420-00 · Mail - USPS	36	17	20	182	200	(18)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	95	900	(805)	900
5520-00 · Supplies - Other	520	2,917	(2,397)	4,030	35,000	(30,970)	35,000
Total 5520-00 · Supplies	520	2,992	(2,472)	4,126	35,900	(31,774)	35,900
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	50	(50)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	31	50	(19)	50
5740-00 · Equipment Rental/Leasing	168	129	39	1,009	1,550	(541)	1,550
5800-00 · Training Seminars	0	250	(250)	0	3,000	(3,000)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	3,272	3,000	272	3,000
6740-00 · Media/Collateral/Production	9,600	1,667	7,933	11,425	20,000	(8,575)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,400	12,000	(9,600)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	121	125	(4)	1,682	1,500	182	1,500
59900 · POS Inventory Adjustments	142	0	142	713	0	713	0
8100-01 · CGS - Other	1,124	0	1,124	1,371	0	1,371	0
8100-00 · Cost of Goods Sold - Other	8,926	4,475	4,451	54,926	38,000	16,926	38,000
Total 8100-00 · Cost of Goods Sold	10,312	4,600	5,712	58,692	39,500	19,192	39,500
8200-00 · Associate Relations	105	17	89	247	200	47	200
8500-00 · Credit Card Fees	446	475	(29)	3,505	4,000	(495)	4,000
8700-00 · Automobile Expenses	0	46	(46)	125	550	(425)	550
8750-00 · Meals/Meetings	33	33	(1)	91	400	(309)	400
8810-00 · Dues & Subscriptions	0	8	(8)	1,530	100	1,430	100
8910-00 · Travel	0	0	0	0	1,500	(1,500)	1,500
Total Expense	39,975	39,225	750	316,232	454,800	(138,568)	454,800
Net Ordinary Income	14,160	7,052	7,108	251,848	87,911	163,937	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,567	7,062	(1,496)	74,378	87,921	(13,543)	87,921
Total Other Expense	5,567	7,062	(1,496)	74,378	87,921	(13,543)	87,921
Net Other Income	(5,567)	(7,062)	1,496	(74,378)	(87,921)	13,543	(87,921)
Net Income	8,593	(10)	8,603	177,470	(10)	177,480	(10)

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

Accrual Basis

51 - TMPI

	Jun 21	Budget	\$ Over Bu...	Jul '20 - Ju...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	20,753	20,753	0	218,419	218,419	0	218,419
Total Income	20,753	20,753	0	218,419	218,419	0	218,419
Gross Profit	20,753	20,753	0	218,419	218,419	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	99	225	(126)	1,276	2,700	(1,424)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	1,839	2,000	(161)	2,000
5040-00 · P/R - Workmans Comp	9	175	(166)	85	2,100	(2,015)	2,100
5060-00 · 401 (k)	0	167	(167)	0	2,000	(2,000)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	9	203	(194)	203
5000-00 · Salaries & Wages - Other	2,206	3,836	(1,629)	20,510	46,026	(25,516)	46,026
Total 5000-00 · Salaries & Wages	2,469	4,586	(2,117)	23,719	55,029	(31,310)	55,029
5100-00 · Rent							
5110-00 · Utilities	5	0	5	53	0	53	0
5140-00 · Repairs & Maintenance	0	0	0	14	0	14	0
5150-00 · Office - Cleaning	7	0	7	72	0	72	0
5100-00 · Rent - Other	65	0	65	848	0	848	0
Total 5100-00 · Rent	76	0	76	986	0	986	0
5310-00 · Telephone							
5320-00 · Telephone	22	0	22	228	0	228	0
Total 5310-00 · Telephone	22	0	22	228	0	228	0
5420-00 · Mail - USPS	2			9	0	9	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,081)	13,823	25,000	(11,177)	25,000
Total 5520-00 · Supplies	2	2,083	(2,081)	13,826	25,000	(11,174)	25,000
5710-00 · Taxes, Licenses & Fees	0	0	0	1	0	1	0
5740-00 · Equipment Rental/Leasing	1	0	1	4	0	4	0
5800-00 · Training Seminars	0			150			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	36,054	11,000	25,054	106,779	100,000	6,779	100,000
Total 5900-00 · Professional Fees	36,054	11,000	25,054	106,779	100,000	6,779	100,000
8700-00 · Automobile Expenses	15	0	15	81	0	81	0
8750-00 · Meals/Meetings	0	0	0	61	0	61	0
8810-00 · Dues & Subscriptions	2	0	2	68	0	68	0
8910-00 · Travel	0			13			
Total Expense	38,643	17,669	20,974	145,926	180,029	(34,103)	180,029
Net Ordinary Income	(17,890)	3,084	(20,974)	72,494	38,390	34,103	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,203	3,084	(880)	29,438	38,390	(8,953)	38,390
Total Other Expense	2,203	3,084	(880)	29,438	38,390	(8,953)	38,390
Net Other Income	(2,203)	(3,084)	880	(29,438)	(38,390)	8,953	(38,390)
Net Income	(20,093)	0	(20,093)	43,056	0	43,056	0

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

Accrual Basis

60 - Membership

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,572	10,417	1,155	138,818	125,000	13,818	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
Total 4250-01 · Community Awards	0	0	0	0	58,000	(58,000)	58,000
4250-02 · Chamber Events	0	0	0	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	1,000	(1,000)	0	2,500	(2,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	1,000	400	600	1,500	2,000	(500)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	4,000	(4,000)	4,000
Total 4251-00 · Tues AM Breakfast Club	1,000	950	50	1,500	6,000	(4,500)	6,000
4250-00 · Revenues-Membership Activities - Other	1,370	0	1,370	8,045	0	8,045	0
Total 4250-00 · Revenues-Membership Activities	2,370	1,950	420	9,545	72,500	(62,955)	72,500
4253-00 · Revenue- Other	0	500	(500)	0	2,500	(2,500)	2,500
Total Income	13,942	12,867	1,075	148,363	200,000	(51,637)	200,000
Gross Profit	13,942	12,867	1,075	148,363	200,000	(51,637)	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	250	458	(209)	3,152	5,500	(2,348)	5,500
5030-00 · P/R - Health Insurance Expense	340	667	(327)	2,946	8,000	(5,054)	8,000
5040-00 · P/R - Workmans Comp	28	33	(5)	159	400	(241)	400
5060-00 · 401 (k)	110	142	(32)	1,080	1,700	(620)	1,700
5070-00 · Other Benefits and Expenses	218	33	184	237	400	(163)	400
5000-00 · Salaries & Wages - Other	2,947	5,333	(2,386)	39,717	64,000	(24,283)	64,000
Total 5000-00 · Salaries & Wages	3,893	6,667	(2,774)	47,291	80,000	(32,709)	80,000
5100-00 · Rent							
5110-00 · Utilities	38	33	4	406	400	6	400
5140-00 · Repairs & Maintenance	0	8	(8)	114	100	14	100
5150-00 · Office - Cleaning	57	58	(2)	504	700	(196)	700
5100-00 · Rent - Other	522	638	(116)	6,738	7,650	(912)	7,650
Total 5100-00 · Rent	616	738	(121)	7,762	8,850	(1,088)	8,850
5310-00 · Telephone							
5320-00 · Telephone	140	121	19	1,462	1,450	12	1,450
Total 5310-00 · Telephone	140	121	19	1,462	1,450	12	1,450
5420-00 · Mail - USPS	12	10	2	58	120	(62)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			37	0	37	0
5520-00 · Supplies - Other	389	167	222	574	2,000	(1,426)	2,000
Total 5520-00 · Supplies	389	167	222	610	2,000	(1,390)	2,000
5710-00 · Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 · Equipment Rental/Leasing	119	173	(55)	723	2,080	(1,357)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	1,000	(1,000)	1,000
Total 5900-00 · Professional Fees	0	0	0	0	1,000	(1,000)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	28,000	(27,705)	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	1,000	(1,000)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	0	3,000	(3,000)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	6,040	5,000	1,040	5,000
6423-00 · Membership Activities - Other	0	417	(417)	2,560	5,000	(2,440)	5,000
Total 6423-00 · Membership Activities	519	1,746	(1,227)	8,895	42,000	(33,105)	42,000
8200-00 · Associate Relations	0	13	(13)	181	150	31	150
8500-00 · Credit Card Fees	25	0	25	554	1,850	(1,296)	1,850
8700-00 · Automobile Expenses	39	33	6	198	400	(202)	400
8750-00 · Meals/Meetings	0	33	(33)	8	400	(392)	400
8810-00 · Dues & Subscriptions	11	17	(6)	206	200	6	200
8910-00 · Travel	0			7			
8920-00 · Bad Debt	0	0	0	37,587	0	37,587	0
Total Expense	5,763	9,717	(3,954)	105,565	140,500	(34,935)	140,500
Net Ordinary Income	8,179	3,150	5,029	42,798	59,500	(16,702)	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,721	2,407	(686)	22,993	29,961	(6,968)	29,961
Total Other Expense	1,721	2,407	(686)	22,993	29,961	(6,968)	29,961

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

Accrual Basis

60 - Membership

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,721)	(2,407)	686	(22,993)	(29,961)	6,968	(29,961)
Net Income	<u>6,458</u>	<u>743</u>	<u>5,715</u>	<u>19,806</u>	<u>29,539</u>	<u>(9,733)</u>	<u>29,539</u>

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

70 - Administration

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 · Miscellaneous	1,207	0	1,207	15,211	0	15,211	0
Total Income	1,207	0	1,207	15,211	0	15,211	0
Gross Profit	1,207	0	1,207	15,211	0	15,211	0
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,833	2,250	(417)	24,532	27,000	(2,468)	27,000
5030-00 · P/R - Health Insurance Expense	3,170	3,292	(121)	36,403	39,500	(3,097)	39,500
5040-00 · P/R - Workmans Comp	69	194	(125)	(139)	2,332	(2,471)	2,332
5060-00 · 401 (k)	372	1,250	(878)	1,365	15,000	(13,635)	15,000
5070-00 · Other Benefits and Expenses	437	117	320	1,368	1,400	(32)	1,400
5000-00 · Salaries & Wages - Other	27,203	33,527	(6,324)	359,242	402,320	(43,078)	402,320
Total 5000-00 · Salaries & Wages	33,084	40,629	(7,545)	422,770	487,552	(64,782)	487,552
5100-00 · Rent							
5110-00 · Utilities	163	125	38	1,894	1,500	394	1,500
5140-00 · Repairs & Maintenance	87	325	(238)	5,326	3,900	1,426	3,900
5150-00 · Office - Cleaning	223	250	(27)	2,408	3,000	(592)	3,000
5100-00 · Rent - Other	2,161	1,893	268	32,279	22,720	9,559	22,720
Total 5100-00 · Rent	2,634	2,593	41	41,908	31,120	10,787	31,120
5310-00 · Telephone							
5320-00 · Telephone	1,089	750	339	11,933	9,000	2,933	9,000
Total 5310-00 · Telephone	1,089	750	339	11,933	9,000	2,933	9,000
5420-00 · Mail - USPS	61	83	(22)	770	1,000	(230)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,621	20,300	(10,679)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	156	167	(11)	4,981	2,000	2,981	2,000
5520-00 · Supplies - Other	1,426	603	823	4,009	7,230	(3,221)	7,230
Total 5520-00 · Supplies	1,581	769	812	8,990	9,230	(240)	9,230
5610-00 · Depreciation	153	0	153	1,375	0	1,375	0
5700-00 · Equipment Support & Maintenance	2,524	2,250	274	26,845	27,000	(155)	27,000
5710-00 · Taxes, Licenses & Fees	660	1,000	(340)	12,562	12,000	562	12,000
5740-00 · Equipment Rental/Leasing	248	417	(169)	1,482	5,000	(3,518)	5,000
5800-00 · Training Seminars	0	667	(667)	376	8,000	(7,624)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	7,320	7,500	(180)	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	19,500	(19,500)	19,500
Total 5900-00 · Professional Fees	0	2,250	(2,250)	29,120	53,000	(23,880)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	15,000	(15,000)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	15,000	(15,000)	15,000
8200-00 · Associate Relations	108	83	25	2,284	1,000	1,284	1,000
8300-00 · Board Functions	623	500	123	4,624	7,000	(2,376)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	7,800	25,000	(17,200)	25,000
8700-00 · Automobile Expenses	185	250	(65)	1,534	3,000	(1,466)	3,000
8750-00 · Meals/Meetings	37	417	(380)	345	5,000	(4,655)	5,000
8810-00 · Dues & Subscriptions	758	1,167	(409)	11,245	14,000	(2,755)	14,000
8910-00 · Travel	0	0	0	114	0	114	0
8920-00 · Bad Debt	0	0	0	137	0	137	0
Total Expense	44,664	60,100	(15,436)	595,835	748,202	(152,368)	748,202
Net Ordinary Income	(43,457)	(60,100)	16,643	(580,623)	(748,202)	167,579	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(43,457)	(60,100)	16,643	(580,623)	(748,202)	167,579	(748,202)
Total Other Expense	(43,457)	(60,100)	16,643	(580,623)	(748,202)	167,579	(748,202)
Net Other Income	43,457	60,100	(16,643)	580,623	748,202	(167,579)	748,202
Net Income	0	0	(0)	0	0	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

June 30, 2021

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	212,371	491,681	(279,309)	(57)%
Total Checking/Savings	212,371	491,681	(279,309)	(57)%
Accounts Receivable				
1200-00 · Accounts Receivable	390	1,335	(945)	(71)%
Total Accounts Receivable	390	1,335	(945)	(71)%
Other Current Assets				
1200-99 · Accounts Receivable - Other	0	25,720	(25,720)	(100)%
1300 · Reimbursements Receivable	0	11,705	(11,705)	(100)%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	100	37,525	(37,425)	(100)%
Total Current Assets	212,861	530,541	(317,680)	(60)%
Other Assets				
1400-00 · Prepaid Expenses	47,735	8,321	39,414	474%
Total Other Assets	47,735	8,321	39,414	474%
TOTAL ASSETS	260,596	538,862	(278,266)	(52)%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	27,121	51,879	(24,757)	(48)%
Total Accounts Payable	27,121	51,879	(24,757)	(48)%
Total Current Liabilities	27,121	51,879	(24,757)	(48)%
Total Liabilities	27,121	51,879	(24,757)	(48)%
Equity				
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%
Net Income	(253,509)	462,141	(715,650)	(155)%
Total Equity	233,475	486,983	(253,509)	(52)%
TOTAL LIABILITIES & EQUITY	260,596	538,862	(278,266)	(52)%

**North Lake Tahoe Marketing Cooperative
A/R Aging Summary**

As of June 30, 2021

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

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	0.00	13.44	0.00	0.00	0.00	13.44
iDSS Global, LLC.	0.00	2,500.00	0.00	0.00	0.00	2,500.00
Jeff Hentz	0.00	46.48	0.00	0.00	0.00	46.48
MAHK Advertising	7,597.67	0.00	0.00	0.00	0.00	7,597.67
NLTRA	1,365.65	1,050.79	0.00	0.00	0.00	2,416.44
Sarah Winters	0.00	33.00	0.00	0.00	0.00	33.00
The Abbi Agency, Inc	14,514.20	0.00	0.00	0.00	0.00	14,514.20
TOTAL	<u>23,477.52</u>	<u>3,643.71</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>27,121.23</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

June 2021

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	0	33,000	(33,000)	252,553	592,000	(339,447)	592,000
4001-00 · NLTRA Funding	0	76,200	(76,200)	421,850	1,000,000	(578,150)	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	26,764	(26,764)	0	410,697	(410,697)	410,697
4099-00 · Revenue - Other	0	0	0	45,200	0	45,200	0
Total Income	0	135,964	(135,964)	725,604	2,010,697	(1,285,093)	2,010,697
Gross Profit	0	135,964	(135,964)	725,604	2,010,697	(1,285,093)	2,010,697
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	5,000	(5,000)	0	5,000	(5,000)	5,000
5002-01 · Native Display	833	3,189	(2,356)	7,500	42,501	(35,001)	42,501
5004-00 · Trip Advisor	0	6,377	(6,377)	5,903	85,000	(79,097)	85,000
5005-00 · Paid Social	1,980	2,014	(34)	20,862	112,660	(91,798)	112,660
5005-01 · Digital Display / Retargeting	2,134	6,000	(3,866)	42,187	85,800	(43,613)	85,800
5005-02 · Retargeting Video	0	375	(375)	0	9,000	(9,000)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	4,885	0	4,885	65,273	0	65,273	0
5007-02 · Website Production	854	0	854	4,866	0	4,866	0
5007-03 · Photo/Video Creative	1,500	0	1,500	10,402	0	10,402	0
5007-00 · Creative Production - Other	128	1,128	(1,001)	1,658	105,364	(103,707)	105,364
Total 5007-00 · Creative Production	7,366	1,128	6,238	82,198	105,364	(23,166)	105,364
5010-00 · Account Strategy & Management	6,000	6,000	0	72,000	72,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,113	91	25,632	37,400	(11,768)	37,400
5013-00 · Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 · Video	0	4,725	(4,725)	0	112,350	(112,350)	112,350
5017-00 · Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 · Media Commission	345	4,845	(4,500)	30,813	96,631	(65,818)	96,631
5018-01 · Digital Ad Serving	92	250	(158)	425	3,000	(2,575)	3,000
5020-00 · Search Engine Marketing	1,000	3,000	(2,000)	35,744	65,700	(29,956)	65,700
5022-00 · Email	0	4,159	(4,159)	4,162	35,000	(30,838)	35,000
5024-00 · Fusion 7	2,000	2,000	0	24,000	24,000	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	30,000	(30,000)	30,000
5029-00 · Television	0	0	0	10,154	0	10,154	0
Total 5000-00 · CONSUMER MARKETING	24,955	54,125	(29,170)	361,581	1,091,406	(729,825)	1,091,406
5110-00 · LEISURE SALES							
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	0	0	0	1,298	5,000	(3,702)	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	0	10,000	(10,000)	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	(178)	3,010	(3,188)	416	5,510	(5,094)	5,510
5133-00 · Ski-Tops	0	0	0	0	2,545	(2,545)	2,545
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	4,000	(4,000)	4,000
5137-00 · Co-op Opportunities	0	0	0	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	1,000	(1,000)	0	11,000	(11,000)	11,000
5145-00 · TIA Annual Dues	2,550	0	2,550	2,550	2,695	(145)	2,695
5147-00 · AUS / Gate 7	1,013	0	1,013	10,291	12,150	(1,859)	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	6,000	(6,000)	6,000
5154-00 · Canada - Other	0	0	0	1,500	12,000	(10,500)	12,000
Total 5154-00 · Canada	0	0	0	1,500	18,000	(16,500)	18,000
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
Total 5110-00 · LEISURE SALES	3,384	7,010	(3,626)	28,367	112,000	(83,633)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	18,000	18,000	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	1,000	0	12,500	18,500	(6,000)	18,500
5202-01 · Rich Content Development	0	0	0	20,500	0	20,500	0
5204-00 · Media Mission(s)	16	0	16	828	30,000	(29,172)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	6,000	6,000	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,600	3,600	0	3,600
5209-00 · Domestic Travel Media FAMS	4,251	0	4,251	11,416	20,000	(8,584)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	19,800	21,600	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	48,000	48,000	0	48,000
5212-00 · Social Giveaways & Contests	427	0	427	4,406	10,500	(6,094)	10,500
5213-00 · Facebook Live	0	0	0	63	150	(87)	150
5214-00 · Social Takeover	4,114	0	4,114	14,889	15,000	(111)	15,000
5216-00 · PR Content Development + Distri	0	700	(700)	8,847	8,400	447	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	1,174	(1,174)	1,816	14,000	(12,184)	14,000
5280-00 · PR Meals / Entertainment	0	0	0	29	0	29	0
Total 5200-00 · PUBLIC RELATIONS	17,908	10,974	6,934	186,193	233,650	(47,457)	233,650

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2021

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	5,000	(5,000)	2,500	20,000	(17,500)	20,000
6003-00 · Geo-Fence Targeting	0	750	(750)	0	3,000	(3,000)	3,000
6004-00 · Email	0	1,250	(1,250)	0	5,000	(5,000)	5,000
6005-00 · Paid Media	844	1,500	(656)	38,364	6,000	32,364	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	5,808	3,686	2,122	21,063	14,744	6,319	14,744
6014-00 · MCC Group Incentive Program	0	5,000	(5,000)	0	10,000	(10,000)	10,000
6015-00 · MCC National Memberships	0	379	(379)	399	3,773	(3,374)	3,773
6016-00 · MCC Search Engine Marketing	123	424	(301)	2,453	5,000	(2,548)	5,000
6018-00 · MCC Media Commission	79	1,633	(1,554)	6,909	6,526	383	6,526
6018-01 · MCC Digital Ad Serving	0	0	0	77	0	77	0
6019-00 · Conference Direct Partnership	417	0	417	7,000	5,000	2,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	7,000	7,000	(0)	7,000
6152-00 · Client Events / Opportunities	28	2,500	(2,472)	137	6,570	(6,433)	6,570
6153-00 · Chicago Sales Rep Support	191	0	191	2,112	1,000	1,112	1,000
Total 6000-00 · CONFERENCE SALES	8,072	22,122	(14,050)	98,691	104,291	(5,600)	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	116	1,000	(884)	530	4,500	(3,970)	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	1,000	(1,000)	0	1,000	(1,000)	1,000
6127-00 · CalSAE Annual	0	0	0	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	0	0	0	26	1,500	(1,474)	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	730	6,500	(5,770)	6,500
6156-00 · Connect California	0	0	0	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	3,000	(3,000)	0	4,500	(4,500)	4,500
6166-00 · Sports Commission	0	0	0	0	795	(795)	795
6167-00 · Nor Cal DMO	0	0	0	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	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
Total 6100-00 · TRADE SHOWS	116	5,000	(4,884)	20,954	83,090	(62,136)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	2,500	(2,500)	7,834	30,000	(22,166)	30,000
5009-00 · Fulfillment / Mail	0	1,000	(1,000)	1,680	12,000	(10,320)	12,000
5021-00 · RASC-Reno Air Service Corp	25,000	0	25,000	50,000	50,000	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,667	2,000	(333)	2,000
7001-00 · Miscellaneous	0	0	0	3,008	0	3,008	0
7002-00 · CRM Subscription	3,333	0	3,333	13,125	9,996	3,129	9,996
7003-00 · IVCBVB Entertainment Fund	183	2,000	(1,817)	1,118	8,000	(6,882)	8,000
7004-00 · Research	1,111	0	1,111	11,112	29,000	(17,888)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	2,615	30,000	(27,385)	2,615	30,000	(27,385)	30,000
7007-00 · Destimetrics / DMX	667	0	667	29,326	33,352	(4,026)	33,352
7008-00 · Opportunistic Funds	2,500	0	2,500	2,631	46,487	(43,856)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	2,124	2,124	0	2,124
7010-00 · Photo Management & Storage	592	587	5	7,516	7,099	417	7,099
7020-00 · Collateral Production / Printin	875	0	875	11,131	8,000	3,131	8,000
7030-00 · Contract Review	0	0	0	13,768	0	13,768	0
8700-00 · Automobile Expense*	0	350	(350)	560	4,200	(3,640)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	37,043	36,614	429	174,215	287,258	(113,043)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	51,052	51,000	52	51,000
8003-00 · Website Hosting Maintenance	0	4,000	(4,000)	58,059	48,000	10,059	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,250	8,250	(4,000)	109,111	99,000	10,111	99,000
Total Expense	95,729	144,095	(48,366)	979,112	2,010,695	(1,031,583)	2,010,695
Net Income	(95,729)	(8,131)	(87,598)	(253,509)	2	(253,511)	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Jul '19 - Jun 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	252,553.38	842,000.00	-589,446.62	-70.0%
4001-00 · NLTRA Funding	421,850.25	1,503,362.00	-1,081,511.75	-71.9%
4004-00 · IVCBVB Entertainment	6,000.00	8,000.00	-2,000.00	-25.0%
4099-00 · Revenue - Other	45,200.00	0.00	45,200.00	100.0%
Total Income	725,603.63	2,353,362.00	-1,627,758.37	-69.2%
Gross Profit	725,603.63	2,353,362.00	-1,627,758.37	-69.2%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 · Native Display	7,499.97	9,250.00	-1,750.03	-18.9%
5004-00 · Trip Advisor	5,902.93	66,400.69	-60,497.76	-91.1%
5005-00 · Paid Social	20,862.21	105,596.70	-84,734.49	-80.2%
5005-01 · Digital Display / Retargeting	42,186.64	155,778.15	-113,591.51	-72.9%
5005-02 · Retargeting Video	0.00	14,972.28	-14,972.28	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	65,272.74	0.00	65,272.74	100.0%
5007-02 · Website Production	4,866.25	0.00	4,866.25	100.0%
5007-03 · Photo/Video Creative	10,401.63	0.00	10,401.63	100.0%
5007-00 · Creative Production - Other	1,657.50	160,810.21	-159,152.71	-99.0%
Total 5007-00 · Creative Production	82,198.12	160,810.21	-78,612.09	-48.9%
5010-00 · Account Strategy & Management	72,000.00	74,000.00	-2,000.00	-2.7%
5010-01 · Digital Management & Reporting	0.00	19,000.00	-19,000.00	-100.0%
5010-02 · Website Strategy & Analysis	25,632.00	12,400.00	13,232.00	106.7%
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	30,813.42	77,939.44	-47,126.02	-60.5%
5018-01 · Digital Ad Serving	424.72	2,194.45	-1,769.73	-80.7%
5020-00 · Search Engine Marketing	35,744.30	44,823.15	-9,078.85	-20.3%
5022-00 · Email	4,162.45	26,476.66	-22,314.21	-84.3%
5024-00 · Fusion 7	24,000.00	0.00	24,000.00	100.0%
5029-00 · Television	10,154.30	0.00	10,154.30	100.0%
Total 5000-00 · CONSUMER MARKETING	361,581.06	944,909.58	-583,328.52	-61.7%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	150.00	3,944.12	-3,794.12	-96.2%
5112-00 · Training / Sales Calls	1,297.96	4,028.20	-2,730.24	-67.8%
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	416.43	2,392.35	-1,975.92	-82.6%
5132-00 · FAMS -Intl - Media	0.00	35.08	-35.08	-100.0%
5134-00 · Intl Marketing - Additional Opp	0.00	11,921.32	-11,921.32	-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	2,550.00	2,695.00	-145.00	-5.4%
5146-00 · UK / Black Diamond	0.00	27,500.01	-27,500.01	-100.0%
5147-00 · AUS / Gate 7	10,291.22	26,469.00	-16,177.78	-61.1%
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%
Total 5154-00 · Canada	1,500.00	23,269.12	-21,769.12	-93.6%
5155-00 · California Star Program	1,166.68	2,333.30	-1,166.62	-50.0%
5156-00 · German Trade Representation	0.00	19,560.31	-19,560.31	-100.0%
Total 5110-00 · LEISURE SALES	28,367.29	149,928.11	-121,560.82	-81.1%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	18,000.00	23,400.00	-5,400.00	-23.1%
5201-00 · National, Regional, & Local PR	0.00	49,250.00	-49,250.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	12,500.00	21,000.00	-8,500.00	-40.5%
5202-01 · Rich Content Development	20,500.00	18,975.00	1,525.00	8.0%
5204-00 · Media Mission(s)	827.87	8,823.11	-7,995.24	-90.6%
5206-00 · Digital Buy/ Social Media Boost	6,000.00	4,286.00	1,714.00	40.0%
5207-00 · Content Campaigns/Tools-My Emma	3,600.00	3,600.00	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	11,415.86	19,773.06	-8,357.20	-42.3%
5210-00 · Content Dev - Newsletters	19,800.00	21,600.00	-1,800.00	-8.3%
5211-00 · Social Media Strategy & Mgmt	48,000.00	48,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	4,405.71	6,153.62	-1,747.91	-28.4%
5213-00 · Facebook Live	63.28	2,500.00	-2,436.72	-97.5%
5214-00 · Social Takeover	14,889.20	7,951.75	6,937.45	87.2%
5216-00 · PR Content Development + Distri	8,846.81	0.00	8,846.81	100.0%
5218-00 · Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 · Photography & Video Asset Dev	10,500.00	0.00	10,500.00	100.0%
5222-00 · Media Tracking / Membership	1,816.00	0.00	1,816.00	100.0%
5280-00 · PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 · PUBLIC RELATIONS	186,193.45	245,322.86	-59,129.41	-24.1%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	2,500.00	17,260.00	-14,760.00	-85.5%
6004-00 · Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 · Paid Media	38,364.15	6,276.18	32,087.97	511.3%
6006-00 · CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 · Creative Production	21,063.19	14,536.11	6,527.08	44.9%
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	2,452.50	3,408.21	-955.71	-28.0%
6018-00 · MCC Media Commission	6,908.52	5,840.88	1,067.64	18.3%
6018-01 · MCC Digital Ad Serving	76.52	1.26	75.26	5,973.0%
6019-00 · Conference Direct Partnership	7,000.04	0.00	7,000.04	100.0%
6128-00 · HelmsBriscoe Strategic Partner	6,999.96	6,916.63	83.33	1.2%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through June 2021

	Jul '20 - Jun 21	Jul '19 - Jun 20	\$ Change	% Change
6152-00 - Client Events / Opportunities	136.79	10,789.44	-10,652.65	-98.7%
6153-00 - Chicago Sales Rep Support	2,112.15	2,027.29	84.86	4.2%
Total 6000-00 - CONFERENCE SALES	98,690.82	89,295.76	9,395.06	10.5%
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	529.83	2,460.25	-1,930.42	-78.5%
6116-00 - CalSAE Seasonal Spectacular	1,099.00	6,361.06	-5,262.06	-82.7%
6118-00 - ASAE Annual	0.00	6,511.38	-6,511.38	-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	1,187.41	-1,187.41	-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	4,748.61	-4,748.61	-100.0%
6163-00 - Connect Financial	0.00	7,961.19	-7,961.19	-100.0%
6165-00 - Bay Area Client Appreciation	0.00	-750.00	750.00	100.0%
6167-00 - Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	1,144.42	-1,144.42	-100.0%
6171-00 - Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 - Connect NYC	0.00	324.96	-324.96	-100.0%
6100-00 - TRADE SHOWS - Other	0.00	250.00	-250.00	-100.0%
Total 6100-00 - TRADE SHOWS	20,953.65	57,997.26	-37,043.61	-63.9%
6106-00 - CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 - COMMITTED & ADMIN EXPENSES				
5008-00 - Cooperative Programs	7,834.00	33,558.60	-25,724.60	-76.7%
5009-00 - Fulfillment / Mail	1,679.82	9,131.89	-7,452.07	-81.6%
5021-00 - RASC-Reno Air Service Corp	50,000.00	75,000.00	-25,000.00	-33.3%
5122-00 - SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 - H SVC - High Sierra Visitors	1,666.70	2,000.04	-333.34	-16.7%
7001-00 - Miscellaneous	3,007.54	253.04	2,754.50	1,088.6%
7002-00 - CRM Subscription	13,124.97	7,499.98	5,624.99	75.0%
7003-00 - IVCBVB Entertainment Fund	1,117.85	2,258.40	-1,140.55	-50.5%
7004-00 - Research	11,111.99	30,030.02	-18,918.03	-63.0%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 - Special Events	2,615.39	30,000.00	-27,384.61	-91.3%
7007-00 - Destimetrics / DMX	29,326.28	33,350.00	-4,023.72	-12.1%
7008-00 - Opportunistic Funds	2,631.19	34,373.27	-31,742.08	-92.4%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	7,516.14	6,599.04	917.10	13.9%
7011-00 - TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 - Collateral Production / Printin	11,131.45	0.00	11,131.45	100.0%
7030-00 - Contract Review	13,767.61	0.00	13,767.61	100.0%
8700-00 - Automobile Expense*	559.96	3,456.56	-2,896.60	-83.8%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	174,214.89	287,464.85	-113,249.96	-39.4%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	51,051.94	51,000.00	51.94	0.1%
8003-00 - Website Hosting Maintenance	58,059.26	65,302.26	-7,243.00	-11.1%
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	109,111.20	116,302.26	-7,191.06	-6.2%
Total Expense	979,112.36	1,891,220.68	-912,108.32	-48.2%
Net Income	-253,508.73	462,141.32	-715,650.05	-154.9%

KEY METRICS FOR June 30, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru April 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2012 - 2013	3,767,648	2,018,857	4,199,290	1,352,487	\$ 11,338,282
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,865,753	3,832,273	6,816,271	3,346,850	\$ 20,861,147
2019 - 2020	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346
2020 - 2021	7,285,531	3,171,548	4,648,683	224	\$ 15,105,986

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru June 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	44438	42292	37510	29624	-21.0%
Phone	3074	2808	3452	2727	-21.0%
Email	378	404	463	599	29.4%
Kings Beach (Walk In)	8733	11881	9251	7666	-17.1%
NLT - Event Traffic	6509	5113	3467	873	-74.8%
Total	63,132	62,498	54,143	41,489	-23.4%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2017	2018	2019	2020	YOY % Change
First (Jan - Mar)	\$ 820,233	\$ 762,370	\$ 875,360	\$ 754,821	-13.77%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 378,672	-43.85%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ 884,576	-16.41%
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
Total	\$ 3,179,417	\$ 3,080,242	\$ 3,378,190	\$ 2,018,069	

Unemployment Rates - EDD	June 2021
California (pop. 38,332,521)	7.7%
Placer County (367,309)	5.4%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.7%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Destimetrics Reservations Activity	2021	2020	YOY % Change
Occupancy	56.0%	27.3%	105.0%
ADR (Average Daily Rate)	\$ 451	\$ 385	17.1%
RevPAR (Rev per Available Room)	\$ 253	\$ 105	140.1%
Occupancy 1 Mth Forecast	67.2%	40.3%	66.9%
ADR 1 Mth Forecast	\$ 536	\$ 532	0.6%
RevPAR 1 Mth Forecast	\$ 360	\$ 214	67.9%
Occupancy (prior 6 months)	45.4%	28.4%	59.8%
ADR (prior 6 months)	\$ 381	\$ 396	-3.8%
RevPAR (prior 6 months)	\$ 173	\$ 112	53.7%
Occupancy (next 6 months)	35.6%	18.5%	92.5%
ADR (next 6 months)	\$ 437	\$ 437	0.1%
RevPAR (next 6 months)	\$ 156	\$ 81	92.6%

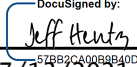
Total Chamber Membership	
June 2016	508
June 2017	424
June 2018	378
June 2019	371
June 2020	362

Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 6/30/2021				
	2019-20	2019-20	2020-21	YOY %
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$2,685,035	\$ 2,685,035	\$ 327,574	-719.67%
Commission for this Revenue	\$ 36,962	\$ 46,373	\$ -	
Number of Room Nights	12,075	11,502	1,425	-707.16%
Number of Bookings	53	53	9	-488.89%
Conference Revenue And Percentage by County:				
	19-20	20-21		
Placer	78%	79%	\$2,096,775	\$ 2,096,775 \$ 257,997 -712.71%
Washoe	14%	21%	\$381,642	\$ 381,642 \$ 69,577 -448.52%
South Lake	8%	0%	\$206,618	\$ 206,618
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$2,685,035	\$ 2,685,035 \$ 327,574 -719.67%
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000 0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month*Yr Jun'2021
Employee Jeffrey Hentz

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
6/22/2021	A	Panera Bread	100968	Lunch Meeting in Auburn w/ Doug Jostrow of Revisvcs	\$26.10		8750-00/70
6/22/2021	B	Panera Bread	110903	Breakfast in Auburn for PC Bos Meeting	\$10.87		8750-00/70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$126.50	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$36.97		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$126.50	


Signed By: 
Date: 7/13/2021

Approved By: _____
Date: _____

ACCOUNTING

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED		
			7/13/2021			



BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	JUN 28, 2021
Total Activity	\$82.19

**** 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	\$82.19		\$0.00		\$0.00		\$82.19

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
05-31	05-28	02305371148100131712766	TST* BRIDGETENDER TAVE TAHOE CITY CA Tax ID: 320361127 Mer Zip: 96145 Origin Zip: 96145	45.22
06-23	06-22	55432861174200136251074	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 050860 Mer Zip: 95603	10.87
06-23	06-22	55432861174200136251157	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 023271 Mer Zip: 95603	26.10

B
A

For Customer Service, Call: 1-866-432-8161	Account Number	XXXX-XXXX-0150-4616	Account Summary	
	Statement Date	JUN 28, 2021	Purchases & Other Charges	\$82.19
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	\$10,000	Cash Advances	\$0.00
	Disputed Amount	\$0.00	Fees	\$0.00
			Credits	\$0.00
			Payments	\$0.00
		Total Activity	\$82.19	

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.

(A)

Lunch Mtg REPRINT
in Auburn w Doug Jastron
of REV SVCS

Panera Bread
Cafe #: 202221
2845 Bell Rd
Auburn, CA 95603
Phone: 530-888-1845

Accuracy Matters
Your order should be correct every time.
If it's not, we'll fix it right away,
and give you a free treat for your
trouble. Just let an associate know.

06/22/2021 12:41:32 PM
Order Number: 110968 Cashier: Carolyn

1 SW Chile Chx Sal 11.99
1 No Drink
1 French Bag Side
1 Margherita FB 9.29
1 Bubbler Drink 2.59
1 No Meal Upgrade

Subtotal 23.87
Tax 1.73
Gratuity 0.50
Total 26.10
Master Card 26.10
Acct: *****4616
AuthCode: 023271
Trans#: 00000061

View your Account at: www.mypanera.com
MyPanera Member: *****37105
MyPanera Offers Earned:
\$1 off Pastry: 1 [Exp Date 07/22/21]
Visits To Next Reward: 2

Try our new Flatbread Pizzas today!

www.panerabread.com

Dine In
Your Order Number is: 110968
Customer / Pager: Jeffrey 4

*** Customer Copy ***

(B)

Breakfast in Auburn
REPRINT for PC
Bas Mtg

Panera Bread
Cafe #: 202221
2845 Bell Rd
Auburn, CA 95603
Phone: 530-888-1845

Accuracy Matters
Your order should be correct every time.
If it's not, we'll fix it right away,
and give you a free treat for your
trouble. Just let an associate know.

06/22/2021 9:06:43 AM
Order Number: 110903 Cashier: Carolyn

1 Crnbry Orange Mfn 2.99
1 Blueberry Muffin 2.99
1 Caramel Latte 16oz almond milk 4.39

Subtotal 10.37
Tax 0.00
Gratuity 0.50
Total 10.87
Master Card 10.87
Acct: *****4616
AuthCode: 050860
Trans#: 00000015

View your Account at: www.mypanera.com
MyPanera Member: *****37105
MyPanera Offers Earned:
\$1 off Pastry: 1 [Exp Date 07/22/21]
Visits To Next Reward: 3

Try our new Flatbread Pizzas today!

www.panerabread.com

To Go
Your Order Number is: 110903
Customer / Pager: Jeffrey 0

*** Customer Copy ***

NORTH LAKE TAHOE MARKETING COOPERATIVE (NLTCM)
Employee Expense Report

Month/Yr Jun'2021
Employee Jeffrey Hentz

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
5/31/2021	A	Bridgetender Tavern and Grill	91	Coop Meeting with Andy Chapman	\$45.22		7003-00100
	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						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$45.22		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
Date: 7/13/2021

Approved By: _____
Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		DS DVS	7/13/2021		



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	JUN 28, 2021
Total Activity	\$82.19

**** 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	\$82.19		\$0.00		\$0.00		\$82.19

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
05-31	05-28	02305371148100131712766	TST* BRIDGETENDER TAVE TAHOE CITY CA <i>A(COOP)</i>	45.22
			Tax ID: 320361127 Mer Zip: 96145 Origin Zip: 96145	
06-23	06-22	55432861174200136251074	PANERA BREAD #202221 P AUBURN CA	10.87
			Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 050860 Mer Zip: 95603	
06-23	06-22	55432861174200136251157	PANERA BREAD #202221 P AUBURN CA	26.10
			Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 023271 Mer Zip: 95603	

For Customer Service, Call: 1-866-432-8161	Account Number	XXXX-XXXX-0150-4616	Account Summary	
	Statement Date	JUN 28, 2021	Purchases & Other Charges	\$82.19
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	\$10,000	Cash Advances	\$0.00
	Disputed Amount	\$0.00	Fees	\$0.00
			Credits	\$0.00
			Payments	\$0.00
			Total Activity	\$82.19

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.

A. (COOP)

COOP Meeting w/ Andy Chapman

Bridgetender Tavern and Grill
65 West Lake Blvd
Tahoe City, CA 96145
530-588-3342

Server: Dan W
Check #91 Table 74
Guest Count: 2
Ordered: 05/27/21 2:11 PM

2 Arnold Palmer \$7.00
Chicken Cobb Salad \$15.00
Side of Traditional Fries \$3.00
Cheese Quesadilla \$8.00
Add Chicken \$3.00

Subtotal \$36.00
Tax \$2.11
Tip \$7.11
Total \$45.22

Input Type C (EMV Chip Read)
MASTERCARD xxxxxxxx4818
Time 2:38 PM

Transaction Type Sale
Authorization Approved
Approval Code 043866
Payment ID CyhKRYyxHxJc
Application ID A0000000041010
Application Label MASTERCARD
Terminal ID 8cda4e99f8af17df
Card Reader MAGTEK_EDYNAMO

JEFFREY HENTZ

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