



Finance Committee
Date: Wednesday January 29th, 2025
Time: 10:00am
Location: 100 N Lake Blvd. Tahoe City 96145

Each teleconference location is open to the public and any member of the public has an opportunity to address the Finance Committee from a teleconference location in the same manner as if that person attended the meeting location at 100 N Lake Blvd., Tahoe City, CA 96145

Committee Members:

Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina
| David Brown, CPA |
Placer County Representative: Stephanie Holloway

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Join Zoom

<https://us02web.zoom.us/j/86529477924?pwd=WUlx1M4ekZ0QzI3WXIUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

Passcode: 059912

Dial by your location

+1 669 900 9128 US (San Jose)

*If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.*

AGENDA

- 10:00 a.m. 1. Call to Order – Establish Quorum

- 10:05 a.m. 2. Public Forum-Any person wishing to address the Finance Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be to three minutes since no action may be taken by the Committee on items addressed under Public Forum.

- 10:10 a.m. 3. **Agenda Amendments and Approval**

- 10:15 a.m. 4. **Discuss potential new Committee Member – Andy Buckley**

- 10:25 a.m. 5. **Approval of Finance Committee Meeting Minutes from November 27th, 2024**

- 6. Review and Approval of Preliminary Financials:
 - a) Review Staff Report on Financial Performance

b) NTCA 11/30/24 Financials Review (Motion)

c) NLTMC 11/30/24 Financial Review

d) NTCA 12/31/24 Financial Review (Motion)

e) NLTMC 12/31/24 Financial Review

- 11:05 a.m. 7. CEO Expense Report
- 11:10 a.m. 8. Items for Committee Review, Discussion/or Recommendations
9. Agenda Input for Next Finance Committee Meeting & Next Meeting Date
10. Committee Member Comments
- 11:15 a.m. 11. Adjournment



1/29/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for November 30, 2024 & December 31, 2024

Summary of preliminary NTCA financial results for November 30, 2024 & December 31, 2024

- Accounts Receivable TBID –First quarter FY 24/25 assessments were a 5% increase over prior year’s Q1 and 15% over budget
- Accounts Receivable Membership Dues – current amounts due.
- Prepaid Expenses – prepayments for video and photo productions, annual subscriptions and NLTMC October funding.
- Fixed Assets – The Kings Beach Visitor Center leasehold improvements are being depreciated over the term of the lease
- Operating Lease Right-of-Use Asset – This asset account along with Operating Lease Liability accounts are results from the new lease reporting requirements issued under Accounting Standard Update 842. Under this standard, operating leases longer than 12 months must be reflected on a company’s balance sheet.
- Unrestricted fund balances – This is a combination of \$14,865 net-book value of our fixed assets and the \$5.5k carryover deficit balance from Chamber activities not funded by TBID dollars.
- Rent & utilities – Includes rent for the new Kings Beach location.
- Due and Subscriptions – Include subscriptions to Key Data and Symphony data suppliers.
- Insurance/Bonding – December included a credit for extra payment to our insurance carrier
- Staff Expenses – include meals and travel expenses
- Research & Planning – payment for a Hotel Comprehensive Lodging Assessment study
- Equipment Support – Includes our monthly IT support
- Event Sponsorships – YTD Event totals include 23/24 approved events that occurred in FY 24/25
- Event Activities – Catering for Kings Beach Visitor Center grand opening

- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Business Assn Grant Funding – Funding to the downtown associations per contracts
- Grant Funding Sponsorship – Funding for November and December include Eco-Clean Solutions, Sierra Community House, Vanpool, Tahoe City access improvements, Kings Beach parking management, and Lease to Locals
- Grant Funding 1st Annual – Funding for November include Don't drop the Top and Tahoe Cross Country
- Chamber Activities & Marketing – Includes payments to our marketing consultant

Summary of preliminary NLTMC financial results for November 30, 2024 and December 31, 2024

- Consumer media is primarily running in LA, picking up steam with the start of winter. We also run a national high value, national search, conquering, and our in-market stewardship. Winter is not a big spend time, although a lot of the winter media creation expense hits December. Normally we would be spending big on photo shoots this time of year, but with the overall decrease in budget the photo budget was eliminated.

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

November 31, 2024

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Five Months Ending Saturday, November 30, 2024

1 of 1
1/22/2025
3:08 PM

	YTD		
	Nov 2024	Nov 2023	Variance
	Fiscal 24/2025	Fiscal 23/2024	
Current Assets			
Cash - TBID Disbursements	81,635	398,809	317,174
Cash - TBID Funding	828,761	3,179,385	2,350,624
Cash - Payroll	245,585	208,266	(37,319)
Cash - Money Market	5,164,231	3,015,722	(2,148,509)
Cash - Plumas 1939	101,616	101,362	(254)
Cash - Plumas 1929	50,559	50,478	(81)
Cash - Chamber	540	45,894	45,353
Cash in Drawer	2,040	3,082	1,042
Petty Cash	436	136	(300)
Accounts Receivable - TBID	151,409	461,348	309,939
Accounts Receivable - Chamber	4,400	0	(4,400)
Accounts Receivable - Membership Dues	0	3,775	3,775
Allowance for Doubtful Accounts	(1,336)	(920)	417
Inventory Asset	83,492	28,582	(54,910)
Prepaid Expenses	159,662	38,247	(121,415)
Prepaid Postage	100	100	0
Prepaid Insurance	0	1,530	1,530
Total Current Assets	6,873,130	7,535,796	662,666
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(38,809)	(37,060)	1,749
Computer Equipment	48,616	44,956	(3,660)
Accumulated Depreciation - Computer Equipment	(11,363)	(2,802)	8,561
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	24,284	(118,488)
Accumulated Depreciation - Leasehold Improvements	(45,827)	(24,284)	21,543
Operating Lease Right-of-Use Asset	400,992	559,293	158,301
Total Fixed Assets	554,140	601,447	47,306
Total Assets	\$7,427,270	\$8,137,243	\$709,973
Liabilities			
Current Liabilities			
Accounts Payable	70,966	27,180	43,786
401k Payable	5,352	6,907	(1,555)
Retail cc deposits in transit	0	3,371	(3,371)
Accrued Expenses	0	1,460	(1,460)
Deferred Revenue - Membership Dues	3,243	4,273	(1,030)
Operating Lease Liability	165,548	154,975	10,573
<i>Suspense (may include rounding)</i>	<i>(239)</i>	<i>(237)</i>	<i>(2)</i>
Total Current Liabilities	244,870	197,929	(46,941)
Long-Term Liabilities			
Operating Lease Liability	254,732	420,832	(166,100)
Total Long Term Liabilities	254,732	420,832	166,100
Total Liabilities	499,602	618,761	119,159
Unrestricted deficit	(5,453)	(26,013)	20,560
Unrestricted Net Assets	14,865	14,865	0
TBID Reserve	8,183,321	7,382,214	801,107
Net Income	(1,265,065)	147,416	(1,412,481)
Total Equity	6,927,668	7,518,482	590,814
Liabilities & Shareholder Equity	\$7,427,270	\$8,137,243	\$709,973

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

Ranges:
 Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
Posting Date: First - 11/30/2024
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 11/30/2024

Exclude: Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info
Sorted By: Vendor ID
Due Date
Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1		
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals: \$1,300.00	\$1,300.00	\$0.00	\$0.00	\$0.00
ABOUT A BOY ...	About a Boy ...	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$524.25	\$524.25	\$0.00	\$0.00	\$0.00
ADAM WILSON	ADAM WILSON				
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$6,762.21	\$6,762.21	\$0.00	\$0.00	\$0.00
AM DESIGN WORKS	AM Design Works				
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$54.00	\$54.00	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals: \$1,725.00	\$1,725.00	\$0.00	\$0.00	\$0.00
BARB KALLESTAD	Barb Kallestad	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$40.00	\$40.00	\$0.00	\$0.00	\$0.00
BOWL INCLINE	Bowl Incline				
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$4,013.44	\$4,013.44	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$871.11	\$871.11	\$0.00	\$0.00	\$0.00
ISOLVED	iSolved Benefit Services	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$70.00	\$70.00	\$0.00	\$0.00	\$0.00
JVP COMM	JVP Communications, LLC	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$6,300.00	\$6,300.00	\$0.00	\$0.00	\$0.00
KAREN COLBERT	Karen Colbert	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$466.20	\$466.20	\$0.00	\$0.00	\$0.00
KIRSTIN GUINN	Kirstin Guinn	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$1,018.11	\$1,018.11	\$0.00	\$0.00	\$0.00
KYM FABEL	Kym Fabel	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$126.38	\$126.38	\$0.00	\$0.00	\$0.00
MCCLINTOCK	McClintock Accountancy	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$1,145.00	\$1,145.00	\$0.00	\$0.00	\$0.00
OFFICE BOSS	The Office Boss*	PRIMARY			
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals: \$917.70	\$917.70	\$0.00	\$0.00	\$0.00
OPENSNOW	OPENSNOW				
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals: \$1,357.53	\$1,357.53	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Vendor ID: PAPER TRAIL	Name: The Paper Trail*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$707.50	\$707.50	\$0.00	\$0.00	\$0.00
Vendor ID: PATRICK YUN	Name: PATRICK YUN			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$112.31	\$112.31	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$2,999.42	\$2,999.42	\$0.00	\$0.00	\$0.00
Vendor ID: SDBX	Name: SDBX Studio, LLC.			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$17,175.00	\$17,175.00	\$0.00	\$0.00	\$0.00
Vendor ID: SECRETARY OF ST	Name: Secretary of State			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendor ID: SNOW-SMF	Name: Sierra Nevada and Olympic Winter			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$664.17	\$664.17	\$0.00	\$0.00	\$0.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,706.00	\$1,706.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE ART HAUS	Name: Tahoe Art Haus & Cinema			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE BASICS	Name: Tahoe Basics			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$472.00	\$472.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE TEAS	Name: Tahoe Teas			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$160.00	\$160.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$11,250.00	\$11,250.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCFM	Name: Tahoe City Farmers Market			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$867.64	\$0.00	\$0.00	\$867.64	\$0.00
Vendor ID: TCPUD	Name: Tahoe City Public Utility District*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$2,950.00	\$2,950.00	\$0.00	\$0.00	\$0.00
Vendor ID: THE DUCK COMPAN	Name: The Duck Company			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,370.36	\$1,370.36	\$0.00	\$0.00	\$0.00
Vendor ID: UBEO	Name: UBEO formerly RAY MORGAN			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$774.58	\$774.58	\$0.00	\$0.00	\$0.00
Vendor ID: WELSS FARGO	Name: Wells Fargo Financial Leasing			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$365.01	\$365.01	\$0.00	\$0.00	\$0.00
Vendor ID: WHOLESALE RESOF	Name: Wholesale Resort Accessories, Inc.			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$2,051.00	\$2,051.00	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$99.88	\$99.88	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

	<u>Vendors</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Vendor Totals:	34	\$70,965.80	\$70,098.16	\$0.00	\$867.64	\$0.00

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:SUMMARY Summary of All Units

1 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	53,902	53,902	308,300	2,017,497	2,017,496	1	2,030,129
Chamber Revenue - Member...	500	2,133	24,675	2,970	10,667	(7,696)	31,623
Retail Revenue	11,877	5,333	14,027	96,857	26,667	70,190	75,573
Revenue - Other	0	12,500	0	0	62,500	(62,500)	705
Revenue - Interest & Investm...	12,145	8,750	2,504	69,671	43,750	25,921	5,932
Total Revenues	78,424	82,619	349,507	2,186,996	2,161,079	25,916	2,143,962
Cost of Goods Sold	6,251	2,667	7,135	46,007	13,333	32,674	37,105
Freight & Shipping Costs	0	0	0	0	0	0	663
Artist of the Month - Consign...	0	0	0	0	0	0	819
Total Cost of Goods S...	6,251	2,667	7,135	46,007	13,333	32,674	38,587
Gross Profit	72,173	79,952	342,372	2,140,988	2,147,746	(6,758)	2,105,375
Operating Expenses							
Salaries & Wage Expense	147,745	191,467	201,472	896,007	957,330	(61,323)	767,636
Rent & Utilities	19,581	21,901	16,011	95,567	109,507	(13,940)	81,086
Repairs & Maintenance	2,228	8,461	0	12,173	42,313	(30,140)	3,643
Telephone & Internet	1,701	1,652	782	8,716	8,259	457	6,528
Supplies & Mail	11,225	2,882	11,020	39,984	14,402	25,582	33,073
Taxes, Licenses, Fees	4,854	11,133	4,744	42,601	55,662	(13,061)	20,089
Credit Card Fees	80	0	0	1,209	0	1,209	1,311
Dues & Subscriptions	9,315	1,816	4,007	55,005	9,083	45,922	16,745
Insurance/Bonding	2,315	1,333	1,424	7,563	6,669	894	5,296
Associate Relations	1,326	0	5	1,391	0	1,391	5
Staff Expenses	9,604	7,280	8,275	33,313	23,365	9,947	15,084
Board Functions	1,164	1,885	1,795	11,506	15,810	(4,304)	15,469
Professional Fees	11,530	5,667	41,486	38,852	28,331	10,521	99,633
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	5,634	7,532	4,649	29,393	37,660	(8,267)	21,997
Equipment Rental/Leasing	28	0	0	1,982	0	1,982	0
Depreciation	6,631	1,250	239	27,334	6,250	21,084	1,107
Event Sponsorships	5,000	51,250	17,000	459,289	256,250	203,039	154,320
Events & Activities	1,693	0	0	3,129	0	3,129	0
NLTMC Contributions	113,750	131,667	50,495	568,750	658,331	(89,581)	378,933
Non-NLTMC Marketing	2,950	17,683	5,471	80,035	88,417	(8,381)	50,167
In-Market/Tourism	14,356	14,900	8,222	80,289	74,500	5,789	38,847
Media/Collateral/Production	18,292	21,292	10,508	46,071	106,458	(60,387)	52,122
Business Assn Grant Funding	37,000	50,000	0	218,710	250,000	(31,290)	180,000
Housing Hub In-kind	0	0	0	0	0	0	2,660
Housing Hub Funding	0	12,500	0	0	62,500	(62,500)	0
Grant Funding - Sponsorship	133,153	97,139	0	423,639	485,696	(62,057)	0
Grant Funding - First Annual	10,548	136,556	0	145,388	682,779	(537,391)	0
Chamber Activities	7,538	33,333	8,000	8,316	166,667	(158,351)	13,425
Chamber Activities - Member...	0	0	0	8,000	0	8,000	0
Chamber Marketing	15,244	8,333	3,700	56,396	41,667	14,730	4,150
Chamber Activities - Commun...	0	0	94	195	0	195	(7,491)
Total Operating Expe...	594,485	838,913	399,401	3,406,054	4,187,904	(781,851)	1,955,834
Net Operating Income	(522,312)	(758,961)	(57,029)	(1,265,065)	(2,040,158)	775,093	149,541
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	(522,312)	(758,961)	(57,029)	(1,265,065)	(2,040,158)	775,093	147,416

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	28,299	28,299	161,859	1,059,187	1,059,187	0	1,065,820
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	28,299	28,299	161,859	1,059,187	1,059,187	0	1,066,525
Gross Profit	28,299	28,299	161,859	1,059,187	1,059,187	0	1,066,525
Operating Expenses							
Salaries & Wage Expense	28,934	37,089	44,862	177,281	185,441	(8,160)	167,119
Rent & Utilities	2,417	3,225	2,601	13,729	16,124	(2,395)	12,974
Repairs & Maintenance	675	2,690	0	1,089	13,450	(12,361)	0
Telephone & Internet	350	499	0	350	2,492	(2,142)	0
Supplies & Mail	3,901	648	4,063	8,688	3,238	5,450	4,755
Taxes, Licenses, Fees	0	67	0	0	331	(331)	(470)
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	808	188	65	2,318	941	1,377	645
Associate Relations	0	0	0	65	0	65	0
Staff Expenses	4,466	707	1,519	15,284	1,789	13,495	1,495
Board Functions	219	0	0	980	0	980	0
Professional Fees	0	0	0	616	0	616	0
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	0	0	0	0	0	0	84
Equipment Rental/Leasing	28	0	0	1,982	0	1,982	0
Event Sponsorships	5,000	26,250	16,000	404,949	131,250	273,699	136,550
Events & Activities	1,693	0	0	1,693	0	1,693	0
NLTMC Contributions	113,750	131,667	50,495	568,750	658,331	(89,581)	378,933
Non-NLTMC Marketing	2,950	17,683	5,471	80,035	88,417	(8,381)	50,167
In-Market/Tourism	14,356	14,900	8,222	80,289	74,500	5,789	38,847
Media/Collateral/Production	18,292	20,292	10,508	46,071	101,458	(55,387)	52,122
Housing Hub In-kind	0	0	0	0	0	0	2,660
Grant Funding - First Annual	0	12,500	0	0	62,500	(62,500)	0
Chamber Activities	6,949	33,333	8,000	7,727	166,667	(158,940)	13,425
Chamber Marketing	15,244	8,333	3,700	56,396	41,667	14,730	4,150
Chamber Activities - Commun...	0	0	94	195	0	195	229
Allocated Administrative Over...	27,442	26,388	97,457	204,476	131,940	72,536	345,293
Total Operating Expe...	247,475	336,460	253,057	1,678,304	1,680,535	(2,232)	1,208,978
Net Operating Income	(219,176)	(308,161)	(91,198)	(619,117)	(621,349)	2,232	(142,453)
Other Expense/<Inco...							
Net Income	(219,176)	(308,161)	(91,198)	(619,117)	(621,349)	2,232	(142,453)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	7,978	7,978	45,629	298,589	298,590	(1)	300,459
Total Revenues	7,978	7,978	45,629	298,589	298,590	(1)	300,459
Gross Profit	7,978	7,978	45,629	298,589	298,590	(1)	300,459
Operating Expenses							
Salaries & Wage Expense	5,292	6,026	6,287	31,888	30,130	1,758	23,036
Rent & Utilities	430	224	463	2,450	1,120	1,330	2,308
Repairs & Maintenance	0	224	0	0	1,123	(1,123)	0
Staff Expenses	0	151	0	0	753	(753)	0
Event Sponsorships	0	20,833	0	52,840	104,167	(51,327)	16,270
Business Assn Grant Funding	29,600	40,000	0	164,480	200,000	(35,520)	144,000
Grant Funding - Sponsorship	32,272	58,333	0	80,072	291,665	(211,593)	0
Grant Funding - First Annual	9,884	51,824	0	52,884	259,120	(206,236)	0
Allocated Administrative Over...	9,663	15,826	4,172	38,564	79,131	(40,567)	61,434
Total Operating Expe...	87,141	193,442	10,922	423,177	967,209	(544,031)	247,048
Net Operating Income	(79,163)	(185,464)	34,707	(124,588)	(668,618)	544,031	53,411
Other Expense/<Inco...							
Net Income	(79,163)	(185,464)	34,707	(124,588)	(668,618)	544,031	53,411

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,935	3,935	22,506	147,279	147,278	0	148,201
Retail Revenue	11,877	5,333	14,027	96,857	26,667	70,190	75,573
Total Revenues	15,812	9,268	36,533	244,136	173,945	70,190	223,775
Cost of Goods Sold	6,251	2,667	7,135	46,007	13,333	32,674	37,105
Freight & Shipping Costs	0	0	0	0	0	0	663
Artist of the Month - Consign...	0	0	0	0	0	0	819
Total Cost of Goods S...	6,251	2,667	7,135	46,007	13,333	32,674	38,587
Gross Profit	9,560	6,602	29,398	198,128	160,612	37,517	185,188
Operating Expenses							
Salaries & Wage Expense	18,512	28,508	21,422	125,191	142,540	(17,349)	102,467
Rent & Utilities	11,470	12,931	7,467	49,196	64,655	(15,459)	37,072
Repairs & Maintenance	0	56	0	2,105	280	1,825	0
Telephone & Internet	50	146	0	50	730	(680)	0
Supplies & Mail	1,856	506	3,720	12,741	2,528	10,213	7,565
Taxes, Licenses, Fees	0	0	40	0	0	0	4,546
Credit Card Fees	0	0	0	187	0	187	1,311
Associate Relations	115	0	0	115	0	115	0
Staff Expenses	344	528	130	663	2,096	(1,433)	130
Equipment Support & Mainten...	0	0	0	536	0	536	0
Depreciation	6,393	833	0	26,141	4,169	21,972	0
Events & Activities	0	0	0	1,436	0	1,436	0
Grant Funding - First Annual	0	4,167	0	0	20,833	(20,833)	0
Allocated Administrative Over...	4,832	4,689	20,262	31,888	23,447	8,441	62,814
Total Operating Expe...	43,572	52,364	53,041	250,250	261,278	(11,028)	215,905
Net Operating Income	(34,011)	(45,763)	(23,642)	(52,122)	(100,667)	48,545	(30,717)
Other Expense/<Inco...							
Net Income	(34,011)	(45,763)	(23,642)	(52,122)	(100,667)	48,545	(30,717)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	2,965	2,965	16,956	110,962	110,961	0	111,656
Total Revenues	2,965	2,965	16,956	110,962	110,961	0	111,656
Gross Profit	2,965	2,965	16,956	110,962	110,961	0	111,656
Operating Expenses							
Salaries & Wage Expense	13,833	11,325	18,855	73,480	56,623	16,857	69,494
Rent & Utilities	503	1,132	539	2,863	5,660	(2,797)	2,693
Repairs & Maintenance	0	60	0	0	302	(302)	0
Telephone & Internet	50	158	50	50	792	(742)	50
Supplies & Mail	0	239	524	35	1,195	(1,160)	524
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	803	0	0	4,013	0	4,013	1,989
Associate Relations	0	0	5	0	0	0	5
Staff Expenses	1,554	1,088	4,029	3,060	1,796	1,264	4,029
Board Functions	134	0	0	398	0	398	0
Professional Fees	1,980	0	0	5,148	0	5,148	0
Event Sponsorships	0	0	1,000	1,500	0	1,500	1,500
Business Assn Grant Funding	7,400	10,000	0	54,230	50,000	4,230	36,000
Grant Funding - Sponsorship	0	8,333	0	0	41,667	(41,667)	0
Grant Funding - First Annual	0	2,802	0	0	14,008	(14,008)	0
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	3,275	3,224	15,455	12,578	16,118	(3,540)	43,456
Total Operating Expe...	29,531	38,360	40,457	157,383	188,161	(30,777)	152,020
Net Operating Income	(26,567)	(35,396)	(23,501)	(46,422)	(77,199)	30,777	(40,364)
Other Expense/<Inco...							
Net Income	(26,567)	(35,396)	(23,501)	(46,422)	(77,199)	30,777	(40,364)

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:05 Economic Development

6 of 14
 1/23/2025
 8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,097	4,097	23,431	153,332	153,331	1	154,291
Total Revenues	4,097	4,097	23,431	153,332	153,331	1	154,291
Gross Profit	4,097	4,097	23,431	153,332	153,331	1	154,291
Operating Expenses							
Salaries & Wage Expense	6,741	21,333	8,213	39,644	106,665	(67,021)	28,688
Rent & Utilities	618	523	664	3,534	2,618	916	3,317
Repairs & Maintenance	0	33	0	0	165	(165)	0
Telephone & Internet	0	85	0	0	425	(425)	0
Supplies & Mail	0	200	0	0	996	(996)	0
Staff Expenses	0	106	0	0	530	(530)	0
Housing Hub Funding	0	12,500	0	0	62,500	(62,500)	0
Grant Funding - Sponsorship	100,881	25,000	0	343,567	125,000	218,567	0
Grant Funding - First Annual	664	26,503	0	92,504	132,515	(40,011)	0
Allocated Administrative Over...	13,582	8,236	5,487	53,962	41,178	12,784	13,697
Total Operating Expe...	122,486	94,519	14,364	533,211	472,592	60,619	45,702
Net Operating Income	(118,389)	(90,422)	9,067	(379,879)	(319,261)	(60,618)	108,589
Other Expense/<Inco...							
Net Income	(118,389)	(90,422)	9,067	(379,879)	(319,261)	(60,618)	108,589

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,779	1,779	10,174	66,578	66,578	0	66,995
Total Revenues	1,779	1,779	10,174	66,578	66,578	0	66,995
Gross Profit	1,779	1,779	10,174	66,578	66,578	0	66,995
Operating Expenses							
Salaries & Wage Expense	6,741	7,854	8,213	39,644	39,268	377	28,688
Rent & Utilities	496	374	532	2,827	1,870	957	2,659
Repairs & Maintenance	0	23	0	0	117	(117)	0
Supplies & Mail	0	137	0	0	685	(685)	0
Staff Expenses	0	106	0	0	530	(530)	0
Event Sponsorships	0	4,167	0	0	20,833	(20,833)	0
Grant Funding - Sponsorship	0	5,473	0	0	27,364	(27,364)	0
Grant Funding - First Annual	0	21,100	0	0	105,502	(105,502)	0
Allocated Administrative Over...	903	3,550	5,406	5,626	17,752	(12,125)	13,437
Total Operating Expe...	8,139	42,784	14,151	48,098	213,921	(165,823)	44,785
Net Operating Income	(6,361)	(41,005)	(3,977)	18,480	(147,343)	165,823	22,210
Other Expense/<Inco...							
Net Income	(6,361)	(41,005)	(3,977)	18,480	(147,343)	165,823	22,210

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
1/23/2025
8:45 PM

	<u>Nov 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2024/25 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	2,695	2,695	15,415	100,873	100,873	0	101,505
Revenue - Interest & Investm...	12,145	8,750	2,504	69,671	43,750	25,921	5,865
Total Revenues	14,840	11,445	17,919	170,545	144,623	25,921	107,370
Gross Profit	14,840	11,445	17,919	170,545	144,623	25,921	107,370
Operating Expenses							
Taxes, Licenses, Fees	0	0	0	54	0	54	0
Grant Funding - First Annual	0	17,660	0	0	88,300	(88,300)	0
Allocated Administrative Over...	29,724	39,410	7,802	172,102	197,050	(24,948)	28,429
Total Operating Expe...	29,724	57,070	7,802	172,156	285,350	(113,194)	28,429
Net Operating Income	(14,884)	(45,625)	10,117	(1,612)	(140,727)	139,115	78,940
Other Expense/<Inco...							
Net Income	(14,884)	(45,625)	10,117	(1,612)	(140,727)	139,115	78,940

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

9 of 14
 1/23/2025
 8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,078	1,078	6,165	40,349	40,349	0	40,601
Total Revenues	1,078	1,078	6,165	40,349	40,349	0	40,601
Gross Profit	1,078	1,078	6,165	40,349	40,349	0	40,601
Operating Expenses							
Taxes, Licenses, Fees	3,344	10,649	3,545	34,124	53,245	(19,121)	12,166
Total Operating Expe...	3,344	10,649	3,545	34,124	53,245	(19,121)	12,166
Net Operating Income	(2,266)	(9,571)	2,620	6,225	(12,896)	19,122	28,435
Other Expense/<Inco...							
Net Income	(2,266)	(9,571)	2,620	6,225	(12,896)	19,122	28,435

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

10 of 14
1/23/2025
8:45 PM

	<u>Nov 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2024/25 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	<u>1,078</u>	<u>1,078</u>	<u>6,165</u>	<u>40,349</u>	<u>40,349</u>	<u>0</u>	<u>40,601</u>
Total Revenues	<u>1,078</u>	<u>1,078</u>	<u>6,165</u>	<u>40,349</u>	<u>40,349</u>	<u>0</u>	<u>40,601</u>
Gross Profit	<u>1,078</u>	<u>1,078</u>	<u>6,165</u>	<u>40,349</u>	<u>40,349</u>	<u>0</u>	<u>40,601</u>
Operating Expenses							
Net Operating Income	<u>1,078</u>	<u>1,078</u>	<u>6,165</u>	<u>40,349</u>	<u>40,349</u>	<u>0</u>	<u>40,601</u>
Other Expense/<Inco...							
Net Income	<u><u>1,078</u></u>	<u><u>1,078</u></u>	<u><u>6,165</u></u>	<u><u>40,349</u></u>	<u><u>40,349</u></u>	<u><u>0</u></u>	<u><u>40,601</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:10 CAP/TOT/ Housing&Trans

11 of 14
 1/23/2025
 8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	0	62,500	(62,500)	0
Total Revenues	0	12,500	0	0	62,500	(62,500)	0
Gross Profit	0	12,500	0	0	62,500	(62,500)	0
Operating Expenses							
Salaries & Wage Expense	12,683	0	1,293	70,150	0	70,150	1,293
Dues & Subscriptions	652	0	652	3,262	0	3,262	1,305
Staff Expenses	1,312	122	116	1,312	122	1,190	116
Total Operating Expe...	14,647	122	2,061	74,723	122	74,602	2,713
Net Operating Income	(14,647)	12,378	(2,061)	(74,723)	62,378	(137,102)	(2,713)
Other Expense/<Inco...							
Net Income	(14,647)	12,378	(2,061)	(74,723)	62,378	(137,102)	(2,713)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	500	2,133	24,675	2,970	10,667	(7,696)	31,623
Total Revenues	500	2,133	24,675	2,970	10,667	(7,696)	31,623
Gross Profit	500	2,133	24,675	2,970	10,667	(7,696)	31,623
Operating Expenses							
Salaries & Wage Expense	0	0	0	0	0	0	450
Supplies & Mail	52	0	0	52	0	52	0
Taxes, Licenses, Fees	0	0	0	90	0	90	0
Board Functions	0	0	0	720	0	720	0
Chamber Activities	589	0	0	589	0	589	0
Chamber Activities - Member...	0	0	0	8,000	0	8,000	0
Total Operating Expe...	641	0	0	9,451	0	9,451	450
Net Operating Income	(141)	2,133	24,675	(6,481)	10,667	(17,147)	31,173
Other Expense/<Inco...							
Net Income	(141)	2,133	24,675	(6,481)	10,667	(17,147)	31,173

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

13 of 14
 1/23/2025
 8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	4,007	2,917	0	25,176	14,583	10,593	0
Professional Fees	0	250	0	0	1,250	(1,250)	0
Media/Collateral/Production	0	1,000	0	0	5,000	(5,000)	0
Total Operating Expe...	4,007	4,167	0	25,176	20,833	4,343	0
Net Operating Income	(4,007)	(4,167)	0	(25,176)	(20,833)	(4,343)	0
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	0	(25,176)	(20,833)	(4,343)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
1/23/2025
8:45 PM

	Nov 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	0	0	0	0	67
Total Revenues	0	0	0	0	0	0	67
Gross Profit	0	0	0	0	0	0	67
Operating Expenses							
Salaries & Wage Expense	51,002	76,416	92,328	313,552	382,080	(68,528)	346,401
Rent & Utilities	3,647	3,492	3,746	20,969	17,460	3,509	20,063
Repairs & Maintenance	1,553	5,375	0	8,979	26,876	(17,897)	3,643
Telephone & Internet	1,251	764	732	8,266	3,820	4,446	6,478
Supplies & Mail	5,415	1,152	2,714	18,469	5,760	12,709	20,229
Taxes, Licenses, Fees	1,511	417	1,158	8,333	2,086	6,247	3,846
Credit Card Fees	80	0	0	901	0	901	0
Dues & Subscriptions	7,052	1,628	3,289	45,413	8,142	37,271	12,806
Insurance/Bonding	2,315	1,333	1,424	7,563	6,669	894	5,296
Associate Relations	1,211	0	0	1,211	0	1,211	0
Staff Expenses	1,928	4,472	2,482	12,993	15,750	(2,757)	9,314
Board Functions	811	1,885	1,795	9,408	15,810	(6,402)	15,469
Professional Fees	9,550	5,417	41,486	33,089	27,081	6,008	99,633
Equipment Support & Mainten...	5,634	7,532	4,649	28,857	37,660	(8,803)	21,913
Depreciation	239	417	239	1,193	2,081	(888)	1,107
Allocated Administrative Over...	(89,420)	(101,323)	(156,042)	(519,196)	(506,616)	(12,580)	(568,560)
Total Operating Expe...	3,778	8,977	0	0	44,659	(44,659)	(2,361)
Net Operating Income	(3,778)	(8,977)	0	0	(44,659)	44,659	2,428
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	(3,778)	(8,977)	0	0	(44,659)	44,659	303

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2024

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of November 30, 2024

	Nov 30, 24	Nov 30, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	288,584.80	90,479.08	198,105.72	219.0%
Total Checking/Savings	288,584.80	90,479.08	198,105.72	219.0%
Accounts Receivable				
1200-00 · Accounts Receivable	91,962.77	0.00	91,962.77	100.0%
Total Accounts Receivable	91,962.77	0.00	91,962.77	100.0%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	380,647.57	90,579.08	290,068.49	320.2%
Other Assets				
1400-00 · Prepaid Expenses	45,334.94	50,250.24	-4,915.30	-9.8%
Total Other Assets	45,334.94	50,250.24	-4,915.30	-9.8%
TOTAL ASSETS	425,982.51	140,829.32	285,153.19	202.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	320,769.25	62,254.07	258,515.18	415.3%
Total Accounts Payable	320,769.25	62,254.07	258,515.18	415.3%
Other Current Liabilities				
2650-00 · Unearned Revenue	113,750.00	0.00	113,750.00	100.0%
Total Other Current Liabilities	113,750.00	0.00	113,750.00	100.0%
Total Current Liabilities	434,519.25	62,254.07	372,265.18	598.0%
Total Liabilities	434,519.25	62,254.07	372,265.18	598.0%
Equity				
32000 · Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.9%
Net Income	-102,405.85	-120,780.50	18,374.65	15.2%
Total Equity	-8,536.74	78,575.25	-87,111.99	-110.9%
TOTAL LIABILITIES & EQUITY	425,982.51	140,829.32	285,153.19	202.5%

12:14 PM

12/20/24

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of November 30, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Everline Resort	0.00	0.00	0.00	0.00	42,230.04	42,230.04
Palisades Tahoe Lodge Rentals	0.00	0.00	0.00	0.00	3,899.73	3,899.73
Travel North Tahoe Nevada formerly IVCBVB	45,833.00	0.00	0.00	0.00	0.00	45,833.00
TOTAL	<u>45,833.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>46,129.77</u>	<u>91,962.77</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of November 30, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Agency	0.00	97,115.27	0.00	0.00	0.00	97,115.27
CPCneutek	3,170.16	0.00	0.00	0.00	0.00	3,170.16
CrowdRiff	21,879.00	0.00	0.00	0.00	0.00	21,879.00
Fallon Multimedia	0.00	4,000.00	0.00	0.00	0.00	4,000.00
FlyReno-Tahoe	25,000.00	0.00	0.00	0.00	0.00	25,000.00
MAHK Advertising	42,283.70	126,179.72	0.00	0.00	0.00	168,463.42
NLTRA	0.00	391.40	0.00	0.00	0.00	391.40
Pony Express Territory	0.00	0.00	750.00	0.00	0.00	750.00
TOTAL	<u>92,332.86</u>	<u>227,686.39</u>	<u>750.00</u>	<u>0.00</u>	<u>0.00</u>	<u>320,769.25</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison November 2024

	Nov 24	Nov 23	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	45,833.00	79,166.00	-33,333.00	-42.1%
4001-00 · NLTRA Funding	113,750.00	50,495.00	63,255.00	125.3%
Total Income	159,583.00	129,661.00	29,922.00	23.1%
Gross Profit	159,583.00	129,661.00	29,922.00	23.1%
Expense				
5000-00 · CONSUMER MARKETING				
5005-00 · Paid Social	7,592.50	0.00	7,592.50	100.0%
5005-01 · Digital Display / Retargeting	7,167.69	0.00	7,167.69	100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	20,109.70	1,197.50	18,912.20	1,579.3%
5007-03 · Photo/Video Creative	1,823.25	1,736.42	86.83	5.0%
Total 5007-00 · Creative Production	21,932.95	2,933.92	18,999.03	647.6%
5010-00 · Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.7%
5018-00 · Media Commission	5,130.38	1,114.85	4,015.53	360.2%
5018-01 · Digital Ad Serving	39.18	0.00	39.18	100.0%
5020-00 · Search Engine Marketing	3,668.65	0.00	3,668.65	100.0%
5021-01 · Stewarship Campaign	4,460.29	0.00	4,460.29	100.0%
5022-00 · Email	10,258.18	0.00	10,258.18	100.0%
Total 5000-00 · CONSUMER MARKETING	67,249.82	12,548.77	54,701.05	435.9%
5110-00 · LEISURE SALES				
5111-00 · FAMs - Domestic	0.00	29.00	-29.00	-100.0%
5112-00 · Training / Sales Calls	0.00	2,363.72	-2,363.72	-100.0%
5143-00 · Mountain Travel Symposium	0.00	1,750.00	-1,750.00	-100.0%
5157-00 · International Efforts	0.00	68.00	-68.00	-100.0%
Total 5110-00 · LEISURE SALES	0.00	4,210.72	-4,210.72	-100.0%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5202-00 · PR Program/ Content Dev - Blogs	1,365.00	4,011.25	-2,646.25	-66.0%
5206-00 · Digital Buy/ Social Media Boost	700.00	950.00	-250.00	-26.3%
5207-00 · Content Campaigns/Tools-My Emma	0.00	289.00	-289.00	-100.0%
5209-00 · Domestic Travel Media FAMS	2,768.05	1,198.73	1,569.32	130.9%
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	0.00	0.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5221-00 · Photography & Video Asset Dev	0.00	941.20	-941.20	-100.0%
Total 5200-00 · PUBLIC RELATIONS	18,533.05	21,090.18	-2,557.13	-12.1%

North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
November 2024

	Nov 24	Nov 23	\$ Change	% Change
6000-00 · CONFERENCE SALES				
6003-00 · Geo-Fence Targeting	2,607.67	738.67	1,869.00	253.0%
6004-00 · Email	0.00	1,200.00	-1,200.00	-100.0%
6005-00 · Paid Media	2,302.21	4,302.97	-2,000.76	-46.5%
6007-00 · Creative Production	2,602.16	7,355.13	-4,752.97	-64.6%
6018-00 · MCC Media Commission	1,223.86	897.65	326.21	36.3%
6018-01 · MCC Digital Ad Serving	16.95	7.48	9.47	126.6%
6128-00 · HelmsBriscoe Strategic Partner	0.00	612.50	-612.50	-100.0%
Total 6000-00 · CONFERENCE SALES	8,752.85	15,114.40	-6,361.55	-42.1%
6100-00 · TRADE SHOWS				
6116-00 · CalSAE Seasonal Spectacular	0.00	609.00	-609.00	-100.0%
6151-00 · Destination CA	0.00	4,000.00	-4,000.00	-100.0%
6155-00 · Connect Trade Shows	0.00	3,950.00	-3,950.00	-100.0%
Total 6100-00 · TRADE SHOWS	0.00	8,559.00	-8,559.00	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	119.99	-119.99	-100.0%
5021-00 · RASC-Reno Air Service Corp	28,446.66	25,000.00	3,446.66	13.8%
7004-00 · Research	2,420.83	7,344.52	-4,923.69	-67.0%
7020-00 · Collateral Production / Printin	3,170.16	0.00	3,170.16	100.0%
8700-00 · Automobile Expense*	0.00	183.34	-183.34	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	34,037.65	32,647.85	1,389.80	4.3%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,000.00	4,250.00	-250.00	-5.9%
8003-00 · Website Hosting Maintenance	0.00	5.00	-5.00	-100.0%
8004-00 · Website Strategy & Maintenance	32,206.50	7,500.00	24,706.50	329.4%
8005-00 · Website SEO Strategy/Maint	2,700.00	4,172.50	-1,472.50	-35.3%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	38,906.50	15,927.50	22,979.00	144.3%
Total Expense	167,479.87	110,098.42	57,381.45	52.1%
Net Income	-7,896.87	19,562.58	-27,459.45	-140.4%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2024

	Nov 24	Budget	Jul - Nov 24	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding					
4000-01 · LTIVCBVB Funding Add-On	0.00	0.00	20,000.00	20,000.00	20,000.00
4000-00 · LTIVCBVB Funding - Other	45,833.00	45,833.00	229,165.00	229,165.00	550,000.00
Total 4000-00 · LTIVCBVB Funding	45,833.00	45,833.00	249,165.00	249,165.00	570,000.00
4001-00 · NLTRA Funding					
4001-01 · NLTRA Funding Add-On	0.00	0.00	0.00	80,000.00	80,000.00
4001-00 · NLTRA Funding - Other	113,750.00	113,750.00	568,750.00	568,750.00	1,365,000.00
Total 4001-00 · NLTRA Funding	113,750.00	113,750.00	568,750.00	648,750.00	1,445,000.00
Total Income	159,583.00	159,583.00	817,915.00	897,915.00	2,015,000.00
Gross Profit	159,583.00	159,583.00	817,915.00	897,915.00	2,015,000.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0.00	0.00	0.00	0.00	4,424.00
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	12,566.00
5002-01 · Native Display	0.00	4,500.00	36,944.45	45,946.00	93,589.00
5005-00 · Paid Social	7,592.50	4,132.00	72,114.12	87,774.00	189,557.00
5005-01 · Digital Display / Retargeting	7,167.69	3,488.00	46,536.24	50,576.00	115,044.00
5007-00 · Creative Production					
5007-01 · Creative Production	20,109.70	8,000.00	75,395.27	48,000.00	137,700.00
5007-02 · Website Production	0.00	0.00	8,732.50	5,000.00	20,000.00
5007-03 · Photo/Video Creative	1,823.25	0.00	8,768.89	21,879.00	21,879.00
Total 5007-00 · Creative Production	21,932.95	8,000.00	92,896.66	74,879.00	179,579.00
5010-00 · Account Strategy & Management	7,000.00	7,000.00	35,000.00	35,000.00	84,000.00
5016 · Video Streaming	0.00	0.00	51,268.83	67,699.00	135,018.00
5017-00 · Rich Media	0.00	0.00	49,558.00	47,500.00	47,500.00
5018-00 · Media Commission	5,130.38	3,520.00	40,598.51	45,408.00	95,250.00
5018-01 · Digital Ad Serving	39.18	536.00	1,058.03	2,950.00	8,851.00
5020-00 · Search Engine Marketing	3,668.65	14,420.00	46,886.25	46,864.00	126,172.00
5021-01 · Stewardship Campaign	4,460.29	17,983.00	4,460.29	17,983.00	100,000.00
5022-00 · Email	10,258.18	0.00	10,258.18	0.00	0.00
5024-00 · Fusion 7	0.00	0.00	1,647.10	0.00	0.00
Total 5000-00 · CONSUMER MARKETING	67,249.82	63,579.00	489,226.66	522,579.00	1,191,550.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	480.00	0.00	960.00	1,920.00
5111-00 · FAMs - Domestic	0.00	0.00	0.00	2,000.00	4,000.00
5112-00 · Training / Sales Calls	0.00	0.00	4,000.00	6,500.00	11,500.00
5113-00 · Additional Opportunities	0.00	0.00	0.00	2,500.00	5,000.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	5,000.00
5131-00 · FAMs -Intl - Travel Trade	0.00	0.00	2,266.18	2,500.00	7,500.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	2,800.00
5137-00 · Co-op Opportunities	0.00	0.00	10,375.00	10,000.00	15,000.00
5143-00 · Mountain Travel Symposium	0.00	0.00	391.40	0.00	5,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	10,000.00
5145-00 · TIA Annual Dues	0.00	0.00	0.00	0.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	24,249.00	19,248.00	38,496.00
5154-00 · Canada	0.00	0.00	15,600.00	15,600.00	31,200.00
5155-00 · California Star Program	0.00	0.00	0.00	3,600.00	3,600.00
5157-00 · International Efforts	0.00	0.00	1,745.00	0.00	15,000.00
Total 5110-00 · LEISURE SALES	0.00	480.00	58,626.58	62,908.00	158,716.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2024

	Nov 24	Budget	Jul - Nov 24	YTD Budget	Annual Budget
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	24,000.00	30,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,365.00	1,208.00	6,812.50	6,040.00	14,496.00
5204-00 · Media Mission(s)	0.00	0.00	2,450.00	500.00	5,000.00
5206-00 · Digital Buy/ Social Media Boost	700.00	700.00	2,800.00	3,500.00	8,400.00
5209-00 · Domestic Travel Media FAMS	2,768.05	0.00	11,128.51	3,000.00	12,000.00
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	10,680.00	8,500.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	24,000.00	30,000.00	72,000.00
5216-00 · PR Content Development + Distri	0.00	0.00	2,400.00	2,400.00	4,800.00
5222-00 · Media Tracking / Membership	0.00	0.00	14,466.04	1,766.00	3,532.00
Total 5200-00 · PUBLIC RELATIONS	18,533.05	15,608.00	98,737.05	85,706.00	212,628.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	2,607.67	1,500.00	3,537.55	4,500.00	9,000.00
6004-00 · Email	0.00	480.00	480.00	960.00	1,920.00
6005-00 · Paid Media	2,302.21	2,225.00	6,361.64	6,780.00	23,800.00
6006-00 · CVENT	0.00	0.00	12,980.82	12,980.00	12,980.00
6007-00 · Creative Production	2,602.16	0.00	7,817.16	17,500.00	20,000.00
6014-00 · MCC Group Incentive Program	0.00	0.00	0.00	2,000.00	4,000.00
6015-00 · MCC National Memberships	0.00	0.00	1,214.00	1,000.00	1,000.00
6018-00 · MCC Media Commission	1,223.86	3,000.00	3,468.09	3,000.00	5,997.00
6018-01 · MCC Digital Ad Serving	16.95	30.00	37.93	150.00	350.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	0.00	7,350.00	7,000.00	7,000.00
6152-00 · Client Events / Opportunities	0.00	2,500.00	4,510.89	2,500.00	2,500.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	2,288.06	0.00	3,500.00
Total 6000-00 · CONFERENCE SALES	8,752.85	9,735.00	50,046.14	58,370.00	92,047.00
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	0.00	0.00	1,000.00	2,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	2,000.00	5,000.00
6143-00 · Connect Marketplace	0.00	0.00	0.00	0.00	5,000.00
6151-00 · Destination CA	0.00	0.00	9,000.00	10,000.00	10,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,775.00
6182-00 · Destination Celebration	0.00	0.00	0.00	1,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	7,000.00	5,750.00	7,000.00	7,000.00
Total 6100-00 · TRADE SHOWS	0.00	7,000.00	14,750.00	21,000.00	37,775.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	0.00	150.00	524.99	750.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	28,446.66	50,000.00	58,696.67	50,000.00	50,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,500.00	2,500.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	0.00	0.00	2,500.00	5,000.00	10,000.00
7004-00 · Research	2,420.83	25,000.00	25,097.30	25,000.00	40,410.00
7007-00 · Destimetrics / DMX	0.00	0.00	19,320.00	16,882.00	33,766.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,100.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	0.00	7,889.00
7020-00 · Collateral Production / Printin	3,170.16	0.00	3,170.16	0.00	0.00
8700-00 · Automobile Expense*	0.00	0.00	100.80	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	34,037.65	75,150.00	111,909.92	101,132.00	149,465.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,000.00	4,000.00	20,250.00	20,000.00	48,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	1,068.00	0.00	2,136.00
8004-00 · Website Strategy & Maintenance	32,206.50	7,500.00	62,206.50	38,076.00	90,910.00
8005-00 · Website SEO Strategy/Maint	2,700.00	2,700.00	13,500.00	13,500.00	32,400.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	38,906.50	14,200.00	97,024.50	71,576.00	173,446.00
Total Expense	167,479.87	185,752.00	920,320.85	923,271.00	2,015,627.00
Net Income	-7,896.87	-26,169.00	-102,405.85	-25,356.00	-627.00

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

December 31, 2024

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Six Months Ending Tuesday, December 31, 2024

1 of 1
1/23/2025
12:27 PM

	YTD		
	Dec 2024	Dec 2023	Variance
	Fiscal 24/2025	Fiscal 23/2024	
Current Assets			
Cash - TBID Disbursements	66,065	150,547	84,481
Cash - TBID Funding	887,630	3,703,595	2,815,965
Cash - Payroll	133,369	106,518	(26,851)
Cash - Money Market	5,176,132	3,023,850	(2,152,282)
Cash - Plumas 1939	101,638	101,383	(254)
Cash - Plumas 1929	50,566	50,485	(81)
Cash - Chamber	454	45,830	45,375
Cash in Drawer	1,967	3,082	1,115
Petty Cash	436	136	(300)
Accounts Receivable - TBID	621,926	1,110,784	488,858
Accounts Receivable - Chamber	4,400	0	(4,400)
Accounts Receivable - Membership Dues	0	3,775	3,775
Allowance for Doubtful Accounts	(1,336)	(920)	417
Inventory Asset	81,122	29,825	(51,297)
Prepaid Expenses	41,480	33,342	(8,138)
Prepaid Postage	100	100	0
Prepaid Insurance	0	1,224	1,224
Total Current Assets	7,165,949	8,363,556	1,197,607
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(39,247)	(37,060)	2,186
Computer Equipment	48,616	44,956	(3,660)
Accumulated Depreciation - Computer Equipment	(12,171)	(3,040)	9,131
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	24,284	(118,488)
Accumulated Depreciation - Leasehold Improvements	(51,213)	(24,284)	26,929
Operating Lease Right-of-Use Asset	387,661	546,331	158,670
Total Fixed Assets	534,178	588,246	54,068
Total Assets	\$7,700,126	\$8,951,803	\$1,251,677
Liabilities			
Current Liabilities			
Accounts Payable	98,137	49,244	48,894
Accounts Payable - Housing Hub	0	202,500	(202,500)
401k Payable	58	6,817	(6,760)
Retail cc deposits in transit	0	2,158	(2,158)
Accrued Expenses	0	1,460	(1,460)
Deferred Revenue - Membership Dues	3,176	4,552	(1,376)
Due To/From BOTW CC	0	50	(50)
Operating Lease Liability	166,610	155,876	10,734
<i>Suspense (may include rounding)</i>	<i>(239)</i>	<i>(237)</i>	<i>(2)</i>
Total Current Liabilities	267,742	422,420	154,678
Long-Term Liabilities			
Operating Lease Liability	240,438	407,491	(167,052)
Total Long Term Liabilities	240,438	407,491	167,052
Total Liabilities	508,180	829,911	321,731
Unrestricted deficit	(5,453)	(26,013)	20,560
Unrestricted Net Assets	14,865	14,865	0
TBID Reserve	8,183,321	7,382,214	801,107
Net Income	(1,000,787)	750,826	(1,751,613)
Total Equity	7,191,946	8,121,892	929,946
Liabilities & Shareholder Equity	\$7,700,126	\$8,951,803	\$1,251,677

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

Ranges:

Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
 Posting Date: First - 12/31/2024
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 12/31/2024

Exclude: Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info
 Sorted By: Vendor ID
 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID:	Name:	Class ID:	User-Defined 1:			
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: 62ABOVE	Name: 62Above					
Voucher(s): 3	Aged Totals:	\$63,000.00	\$63,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: ANNIE'S CLEANIN	Name: Annie's Cleaning Service					
Voucher(s): 2	Aged Totals:	\$1,380.00	\$1,380.00	\$0.00	\$0.00	\$0.00
Vendor ID: CINTAS CORPORAT	Name: Cintas Corporation #623					
Voucher(s): 2	Aged Totals:	\$1,079.32	\$1,079.32	\$0.00	\$0.00	\$0.00
Vendor ID: CORAGGIO GROUP	Name: Coraggio Group					
Voucher(s): 1	Aged Totals:	\$13,229.16	\$13,229.16	\$0.00	\$0.00	\$0.00
Vendor ID: COUNTY OF PLACE	Name: County Of Placer					
Voucher(s): 1	Aged Totals:	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: GEO-TOURISM SPE	Name: Geo-Tourism Specialties					
Voucher(s): 1	Aged Totals:	\$231.39	\$231.39	\$0.00	\$0.00	\$0.00
Vendor ID: GLASRAT ART GLA	Name: Glasrat Art Glass					
Voucher(s): 1	Aged Totals:	\$75.00	\$75.00	\$0.00	\$0.00	\$0.00
Vendor ID: MOONSHINE INK*	Name: Moonshine Ink*, LLC					
Voucher(s): 1	Aged Totals:	\$524.00	\$524.00	\$0.00	\$0.00	\$0.00
Vendor ID: NTEC	Name: North Tahoe Event Center, Inc.					
Voucher(s): 1	Aged Totals:	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*					
Voucher(s): 3	Aged Totals:	\$538.43	\$538.43	\$0.00	\$0.00	\$0.00
Vendor ID: PAPER TRAIL	Name: The Paper Trail*					
Voucher(s): 1	Aged Totals:	\$247.50	\$247.50	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*					
Voucher(s): 1	Aged Totals:	\$137.79	\$137.79	\$0.00	\$0.00	\$0.00
Vendor ID: STORQUEST	Name: StorQuest					
Voucher(s): 1	Aged Totals:	\$478.00	\$478.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA					
Voucher(s): 1	Aged Totals:	\$1,706.00	\$1,706.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE BASICS	Name: Tahoe Basics					
Voucher(s): 1	Aged Totals:	\$166.00	\$166.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*					
Voucher(s): 1	Aged Totals:	\$11,250.00	\$0.00	\$0.00	\$11,250.00	\$0.00

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

Vendor ID: TCFM		Name: Tahoe City Farmers Market		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$867.64	\$0.00	\$0.00	\$0.00	\$867.64	

Vendor ID: TTSD		Name: Tahoe Truckee Sierra Disposal*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$308.25	\$308.25	\$0.00	\$0.00	\$0.00	

Vendor ID: UBEO		Name: UBEO formerly RAY MORGAN		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$70.61	\$70.61	\$0.00	\$0.00	\$0.00	

Vendor ID: WHOLESALE RESOF		Name: Wholesale Resort Accessories, Inc.		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$448.00	\$448.00	\$0.00	\$0.00	\$0.00	

Vendor ID: YIG ADMINISTRAT		Name: YIG Administration		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 1	Aged Totals:	\$99.88	\$99.88	\$0.00	\$0.00	\$0.00	

		<u>Vendors</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Vendor Totals:	21	\$98,136.97	\$86,019.33	\$0.00	\$11,250.00	\$867.64	

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:SUMMARY Summary of All Units

1 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,002,991	1,002,990	1,137,735	3,020,488	3,020,486	1	3,167,864
Chamber Revenue - Member...	452	2,133	968	3,423	12,800	(9,377)	32,591
Retail Revenue	11,176	5,333	10,918	108,033	32,000	76,033	86,491
Revenue - Other	0	12,500	0	0	75,000	(75,000)	705
Revenue - Interest & Investm...	11,940	8,750	8,167	81,611	52,500	29,111	14,098
Total Revenues	1,026,558	1,031,707	1,157,78	3,213,554	3,192,786	20,768	3,301,750
Cost of Goods Sold	4,531	2,667	5,569	50,538	16,000	34,538	42,674
Freight & Shipping Costs	0	0	0	0	0	0	663
Artist of the Month - Consign...	0	0	0	0	0	0	819
Total Cost of Goods S...	4,531	2,667	5,569	50,538	16,000	34,538	44,156
Gross Profit	1,022,027	1,029,040	1,152,21	3,163,016	3,176,786	(13,770)	3,257,594
Operating Expenses							
Salaries & Wage Expense	132,019	191,467	153,133	1,028,026	1,148,797	(120,771)	920,769
Rent & Utilities	20,395	21,901	17,503	115,962	131,408	(15,446)	98,589
Repairs & Maintenance	1,420	8,460	6,741	13,593	50,773	(37,180)	10,384
Telephone & Internet	1,501	2,821	353	10,217	11,080	(863)	6,881
Supplies & Mail	4,054	2,884	7,288	44,038	17,286	26,752	40,362
Taxes, Licenses, Fees	18,572	12,787	7,138	61,173	68,449	(7,276)	27,227
Credit Card Fees	120	0	0	1,329	0	1,329	1,311
Dues & Subscriptions	8,555	2,881	1,961	63,560	11,964	51,596	18,706
Insurance/Bonding	(7)	1,333	908	7,556	8,002	(446)	6,204
Associate Relations	0	0	0	1,391	0	1,391	5
Staff Expenses	1,780	4,457	1,876	35,092	27,823	7,270	16,960
Board Functions	1,694	1,324	1,261	13,200	17,134	(3,934)	16,730
Professional Fees	28,593	5,667	(38,548)	67,445	33,998	33,447	61,085
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	5,269	7,532	0	34,661	45,192	(10,531)	21,997
Equipment Rental/Leasing	28	0	0	2,010	0	2,010	0
Depreciation	6,631	1,250	239	33,966	7,500	26,466	1,346
Event Sponsorships	0	51,250	5,200	459,289	307,500	151,789	159,520
Events & Activities	6,349	0	0	9,478	0	9,478	0
NLTMC Contributions	193,750	131,667	141,209	762,500	789,998	(27,498)	520,142
Non-NLTMC Marketing	7,378	17,683	5,050	87,413	106,100	(18,687)	55,217
In-Market/Tourism	17,861	14,900	18,821	98,150	89,400	8,750	57,668
Media/Collateral/Production	67,680	21,292	21,021	113,751	127,750	(13,999)	73,143
Business Assn Grant Funding	73,233	50,000	20,300	291,943	300,000	(8,057)	200,300
Housing Hub In-kind	0	0	(2,660)	0	0	0	0
Housing Hub Funding	0	12,500	150,000	0	75,000	(75,000)	150,000
Grant Funding - Sponsorship	142,000	97,139	30,000	565,639	582,835	(17,196)	30,000
Grant Funding - First Annual	0	136,556	0	145,388	819,334	(673,946)	0
Chamber Activities	350	33,333	0	8,666	200,000	(191,334)	13,425
Chamber Activities - Member...	0	0	13	8,000	0	8,000	13
Chamber Marketing	18,524	8,333	0	74,921	50,000	24,921	4,150
Chamber Activities - Commun...	0	0	0	195	0	195	(7,491)
Allocated Administrative Over...	0	0	0	0	(1)	1	0
Total Operating Expe...	757,749	839,417	548,809	4,163,803	5,027,322	(863,519)	2,504,643
Net Operating Income	264,278	189,623	603,410	(1,000,787)	(1,850,536)	849,749	752,951
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	264,278	189,623	603,410	(1,000,787)	(1,850,536)	849,749	750,826

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	526,571	526,570	597,311	1,585,758	1,585,757	1	1,663,131
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	526,571	526,570	597,311	1,585,758	1,585,757	1	1,663,836
Gross Profit	526,571	526,570	597,311	1,585,758	1,585,757	1	1,663,836
Operating Expenses							
Salaries & Wage Expense	22,422	37,089	15,793	199,703	222,530	(22,827)	182,913
Rent & Utilities	3,028	3,225	3,115	16,757	19,349	(2,592)	16,089
Repairs & Maintenance	40	2,690	0	1,129	16,140	(15,011)	0
Telephone & Internet	100	499	0	450	2,991	(2,541)	0
Supplies & Mail	627	648	324	9,315	3,886	5,429	5,079
Taxes, Licenses, Fees	0	67	1,079	0	398	(398)	609
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	212	188	55	2,530	1,129	1,401	700
Associate Relations	0	0	0	65	0	65	0
Staff Expenses	1,214	336	568	16,498	2,126	14,372	2,064
Board Functions	591	0	0	1,571	0	1,571	0
Professional Fees	13,229	0	0	13,845	0	13,845	0
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	0	0	0	0	0	0	84
Equipment Rental/Leasing	28	0	0	2,010	0	2,010	0
Event Sponsorships	1,500	26,250	5,200	406,449	157,500	248,949	141,750
Events & Activities	849	0	0	2,542	0	2,542	0
NLTMC Contributions	193,750	131,667	141,209	762,500	789,998	(27,498)	520,142
Non-NLTMC Marketing	7,378	17,683	5,050	87,413	106,100	(18,687)	55,217
In-Market/Tourism	17,861	14,900	18,821	98,150	89,400	8,750	57,668
Media/Collateral/Production	67,680	20,292	20,550	113,751	121,750	(7,999)	72,672
Housing Hub In-kind	0	0	(2,660)	0	0	0	0
Grant Funding - Sponsorship	0	0	30,000	0	0	0	30,000
Grant Funding - First Annual	0	12,500	0	0	75,000	(75,000)	0
Chamber Activities	350	33,333	0	8,077	200,000	(191,923)	13,425
Chamber Marketing	18,524	8,333	0	74,921	50,000	24,921	4,150
Chamber Activities - Commun...	0	0	0	195	0	195	229
Allocated Administrative Over...	29,751	26,388	(15,685)	234,226	158,328	75,898	329,608
Total Operating Expe...	379,134	336,089	223,420	2,057,438	2,016,624	40,813	1,432,398
Net Operating Income	147,437	190,481	373,890	(471,680)	(430,867)	(40,813)	231,438
Other Expense/<Inco...							
Net Income	147,437	190,481	373,890	(471,680)	(430,867)	(40,813)	231,438

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	148,443	148,443	168,385	447,032	447,033	(1)	468,843
Total Revenues	148,443	148,443	168,385	447,032	447,033	(1)	468,843
Gross Profit	148,443	148,443	168,385	447,032	447,033	(1)	468,843
Operating Expenses							
Salaries & Wage Expense	3,949	6,026	4,534	35,837	36,156	(319)	27,570
Rent & Utilities	541	224	468	2,990	1,344	1,646	2,776
Repairs & Maintenance	0	224	0	0	1,347	(1,347)	0
Telephone & Internet	0	438	0	0	438	(438)	0
Taxes, Licenses, Fees	0	320	0	0	320	(320)	0
Dues & Subscriptions	0	213	0	0	213	(213)	0
Staff Expenses	0	151	0	0	904	(904)	0
Event Sponsorships	0	20,833	0	52,840	125,000	(72,160)	16,270
Business Assn Grant Funding	58,586	40,000	16,240	223,066	240,000	(16,934)	160,240
Grant Funding - Sponsorship	0	58,333	0	80,072	349,998	(269,926)	0
Grant Funding - First Annual	0	51,824	0	52,884	310,944	(258,060)	0
Allocated Administrative Over...	5,371	15,826	(1,393)	43,935	94,958	(51,022)	60,040
Total Operating Expe...	68,447	194,413	19,849	491,624	1,161,621	(669,997)	266,896
Net Operating Income	79,996	(45,970)	148,536	(44,592)	(714,588)	669,996	201,947
Other Expense/<Inco...							
Net Income	79,996	(45,970)	148,536	(44,592)	(714,588)	669,996	201,947

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	73,219	73,219	83,055	220,498	220,497	0	231,256
Retail Revenue	11,176	5,333	10,918	108,033	32,000	76,033	86,491
Total Revenues	84,395	78,552	93,973	328,531	252,497	76,033	317,748
Cost of Goods Sold	4,531	2,667	5,569	50,538	16,000	34,538	42,674
Freight & Shipping Costs	0	0	0	0	0	0	663
Artist of the Month - Consign...	0	0	0	0	0	0	819
Total Cost of Goods S...	4,531	2,667	5,569	50,538	16,000	34,538	44,156
Gross Profit	79,864	75,886	88,404	277,992	236,497	41,495	273,591
Operating Expenses							
Salaries & Wage Expense	19,168	28,508	14,202	144,359	171,048	(26,689)	116,669
Rent & Utilities	9,548	12,931	7,557	58,744	77,586	(18,842)	44,629
Repairs & Maintenance	540	56	0	2,645	336	2,309	0
Telephone & Internet	0	146	0	50	876	(826)	0
Supplies & Mail	2,106	506	855	14,847	3,034	11,813	8,420
Taxes, Licenses, Fees	0	320	0	0	320	(320)	4,546
Credit Card Fees	0	0	0	187	0	187	1,311
Dues & Subscriptions	0	213	0	0	213	(213)	0
Associate Relations	0	0	0	115	0	115	0
Staff Expenses	12	392	0	676	2,488	(1,812)	130
Equipment Support & Mainten...	0	0	0	536	0	536	0
Depreciation	6,393	833	0	32,534	5,002	27,532	0
Events & Activities	5,500	0	0	6,936	0	6,936	0
Grant Funding - First Annual	0	4,167	0	0	25,000	(25,000)	0
Allocated Administrative Over...	3,684	4,689	(1,483)	35,573	28,137	7,436	61,330
Total Operating Expe...	46,952	52,761	21,130	297,202	314,040	(16,838)	237,035
Net Operating Income	32,912	23,125	67,274	(19,210)	(77,542)	58,333	36,557
Other Expense/<Inco...							
Net Income	32,912	23,125	67,274	(19,210)	(77,542)	58,333	36,557

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	55,164	55,164	62,575	166,126	166,125	0	174,231
Total Revenues	55,164	55,164	62,575	166,126	166,125	0	174,231
Gross Profit	55,164	55,164	62,575	166,126	166,125	0	174,231
Operating Expenses							
Salaries & Wage Expense	12,817	11,325	16,460	86,297	67,948	18,349	85,954
Rent & Utilities	629	1,132	544	3,492	6,792	(3,300)	3,237
Repairs & Maintenance	0	60	0	0	362	(362)	0
Telephone & Internet	50	158	25	100	950	(850)	75
Supplies & Mail	0	240	0	35	1,435	(1,400)	524
Taxes, Licenses, Fees	0	320	0	0	320	(320)	0
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	803	213	0	4,815	213	4,602	1,989
Associate Relations	0	0	0	0	0	0	5
Staff Expenses	226	319	135	3,286	2,115	1,171	4,164
Board Functions	115	290	276	512	290	222	276
Professional Fees	0	0	2,638	5,148	0	5,148	2,638
Event Sponsorships	(1,500)	0	0	0	0	0	1,500
Business Assn Grant Funding	14,647	10,000	4,060	68,877	60,000	8,877	40,060
Grant Funding - Sponsorship	0	8,333	0	0	50,000	(50,000)	0
Grant Funding - First Annual	0	2,802	0	0	16,810	(16,810)	0
Chamber Activities - Member...	0	0	13	0	0	0	13
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	2,366	3,224	(1,584)	14,944	19,341	(4,398)	41,872
Total Operating Expe...	30,151	38,416	22,567	187,535	226,576	(39,042)	174,587
Net Operating Income	25,013	16,748	40,008	(21,409)	(60,451)	39,042	(356)
Other Expense/<Inco...							
Net Income	25,013	16,748	40,008	(21,409)	(60,451)	39,042	(356)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	76,228	76,228	86,468	229,560	229,559	1	240,759
Total Revenues	76,228	76,228	86,468	229,560	229,559	1	240,759
Gross Profit	76,228	76,228	86,468	229,560	229,559	1	240,759
Operating Expenses							
Salaries & Wage Expense	5,142	21,333	5,899	44,786	127,998	(83,212)	34,587
Rent & Utilities	780	523	672	4,314	3,141	1,173	3,988
Repairs & Maintenance	0	32	0	0	197	(197)	0
Telephone & Internet	0	85	0	0	510	(510)	0
Supplies & Mail	0	200	0	0	1,196	(1,196)	0
Taxes, Licenses, Fees	0	320	0	0	320	(320)	0
Dues & Subscriptions	0	213	0	0	213	(213)	0
Staff Expenses	0	106	0	0	636	(636)	0
Housing Hub Funding	0	12,500	150,000	0	75,000	(75,000)	150,000
Grant Funding - Sponsorship	142,000	25,000	0	485,567	150,000	335,567	0
Grant Funding - First Annual	0	26,503	0	92,504	159,018	(66,514)	0
Allocated Administrative Over...	12,596	8,236	(10,271)	66,558	49,413	17,144	3,426
Total Operating Expe...	160,518	95,051	146,300	693,728	567,643	126,086	192,002
Net Operating Income	(84,290)	(18,823)	(59,832)	(464,168)	(338,084)	(126,085)	48,757
Other Expense/<Inco...							
Net Income	(84,290)	(18,823)	(59,832)	(464,168)	(338,084)	(126,085)	48,757

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:06 Sustainability/Mitigation

7 of 14
 1/23/2025
 9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	33,099	33,099	37,545	99,677	99,676	0	104,540
Total Revenues	33,099	33,099	37,545	99,677	99,676	0	104,540
Gross Profit	33,099	33,099	37,545	99,677	99,676	0	104,540
Operating Expenses							
Salaries & Wage Expense	5,142	7,854	5,899	44,786	47,121	(2,335)	34,588
Rent & Utilities	622	374	538	3,449	2,244	1,205	3,197
Repairs & Maintenance	0	23	0	0	140	(140)	0
Telephone & Internet	0	730	0	0	730	(730)	0
Supplies & Mail	0	138	0	0	823	(823)	0
Taxes, Licenses, Fees	0	320	0	0	320	(320)	0
Dues & Subscriptions	0	213	0	0	213	(213)	0
Staff Expenses	0	106	0	0	636	(636)	0
Event Sponsorships	0	4,167	0	0	25,000	(25,000)	0
Grant Funding - Sponsorship	0	5,473	0	0	32,837	(32,837)	0
Grant Funding - First Annual	0	21,100	0	0	126,602	(126,602)	0
Allocated Administrative Over...	491	3,550	(422)	6,117	21,302	(15,185)	13,015
Total Operating Expe...	6,254	44,048	6,015	54,352	257,968	(203,616)	50,800
Net Operating Income	26,844	(10,949)	31,530	45,325	(158,292)	203,617	53,740
Other Expense/<Inco...							
Net Income	26,844	(10,949)	31,530	45,325	(158,292)	203,617	53,740

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	50,149	50,149	56,887	151,022	151,022	0	158,392
Revenue - Interest & Investm...	11,940	8,750	8,167	81,611	52,500	29,111	14,032
Total Revenues	62,088	58,899	65,054	232,633	203,522	29,111	172,424
Gross Profit	62,088	58,899	65,054	232,633	203,522	29,111	172,424
Operating Expenses							
Taxes, Licenses, Fees	10	0	10	64	0	64	10
Grant Funding - First Annual	0	17,660	0	0	105,960	(105,960)	0
Allocated Administrative Over...	37,920	39,410	(1,623)	210,021	236,460	(26,439)	26,806
Total Operating Expe...	37,930	57,070	(1,613)	210,086	342,420	(132,334)	26,816
Net Operating Income	24,159	1,829	66,667	22,547	(138,898)	161,445	145,607
Other Expense/<Inco...							
Net Income	24,159	1,829	66,667	22,547	(138,898)	161,445	145,607

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

9 of 14
 1/23/2025
 9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	20,059	20,059	22,755	60,408	60,408	0	63,356
Total Revenues	20,059	20,059	22,755	60,408	60,408	0	63,356
Gross Profit	20,059	20,059	22,755	60,408	60,408	0	63,356
Operating Expenses							
Taxes, Licenses, Fees	11,077	10,650	3,097	45,201	63,895	(18,694)	15,262
Total Operating Expe...	11,077	10,650	3,097	45,201	63,895	(18,694)	15,262
Net Operating Income	8,982	9,409	19,658	15,207	(3,487)	18,694	48,094
Other Expense/<Inco...							
Net Income	8,982	9,409	19,658	15,207	(3,487)	18,694	48,094

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

10 of 14
 1/23/2025
 9:04 PM

	<u>Dec 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2024/25 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	<u>20,059</u>	<u>20,059</u>	<u>22,755</u>	<u>60,408</u>	<u>60,408</u>	<u>0</u>	<u>63,356</u>
Total Revenues	<u>20,059</u>	<u>20,059</u>	<u>22,755</u>	<u>60,408</u>	<u>60,408</u>	<u>0</u>	<u>63,356</u>
Gross Profit	<u>20,059</u>	<u>20,059</u>	<u>22,755</u>	<u>60,408</u>	<u>60,408</u>	<u>0</u>	<u>63,356</u>
Operating Expenses							
Net Operating Income	<u>20,059</u>	<u>20,059</u>	<u>22,755</u>	<u>60,408</u>	<u>60,408</u>	<u>0</u>	<u>63,356</u>
Other Expense/<Inco...							
Net Income	<u><u>20,059</u></u>	<u><u>20,059</u></u>	<u><u>22,755</u></u>	<u><u>60,408</u></u>	<u><u>60,408</u></u>	<u><u>0</u></u>	<u><u>63,356</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:10 CAP/TOT/ Housing&Trans

11 of 14
 1/23/2025
 9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	0	75,000	(75,000)	0
Total Revenues	0	12,500	0	0	75,000	(75,000)	0
Gross Profit	0	12,500	0	0	75,000	(75,000)	0
Operating Expenses							
Salaries & Wage Expense	12,328	0	69,281	82,477	0	82,477	70,574
Telephone & Internet	0	0	25	0	0	0	25
Dues & Subscriptions	652	0	652	3,914	0	3,914	1,957
Staff Expenses	0	94	89	1,312	216	1,096	205
Board Functions	300	290	276	300	290	10	276
Professional Fees	0	0	2,638	0	0	0	2,638
Total Operating Expe...	13,280	384	72,962	88,004	506	87,498	75,675
Net Operating Income	(13,280)	12,116	(72,962)	(88,004)	74,494	(162,498)	(75,675)
Other Expense/<Inco...							
Net Income	(13,280)	12,116	(72,962)	(88,004)	74,494	(162,498)	(75,675)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	452	2,133	968	3,423	12,800	(9,377)	32,591
Total Revenues	452	2,133	968	3,423	12,800	(9,377)	32,591
Gross Profit	452	2,133	968	3,423	12,800	(9,377)	32,591
Operating Expenses							
Salaries & Wage Expense	0	0	0	0	0	0	450
Supplies & Mail	0	0	0	52	0	52	0
Taxes, Licenses, Fees	0	53	50	90	53	38	50
Board Functions	0	0	0	720	0	720	0
Chamber Activities	0	0	0	589	0	589	0
Chamber Activities - Member...	0	0	0	8,000	0	8,000	0
Total Operating Expe...	0	53	50	9,451	53	9,399	500
Net Operating Income	452	2,081	918	(6,029)	12,747	(18,776)	32,091
Other Expense/<Inco...							
Net Income	452	2,081	918	(6,029)	12,747	(18,776)	32,091

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:13 Housing Hub

13 of 14
1/23/2025
9:04 PM

	<u>Dec 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2024/25 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Operating Expenses							
Salaries & Wage Expense	4,007	2,917	33,136	29,183	17,500	11,683	33,136
Professional Fees	0	250	1,425	0	1,500	(1,500)	1,425
Media/Collateral/Production	0	1,000	471	0	6,000	(6,000)	471
Total Operating Expe...	4,007	4,167	35,032	29,183	25,000	4,183	35,032
Net Operating Income	(4,007)	(4,167)	(35,032)	(29,183)	(25,000)	(4,183)	(35,032)
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	(35,032)	(29,183)	(25,000)	(4,183)	(35,032)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
1/23/2025
9:04 PM

	Dec 2024		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	0	0	0	0	67
Total Revenues	0	0	0	0	0	0	67
Gross Profit	0	0	0	0	0	0	67
Operating Expenses							
Salaries & Wage Expense	47,046	76,416	(12,072)	360,598	458,496	(97,898)	334,329
Rent & Utilities	5,247	3,492	4,609	26,216	20,952	5,264	24,672
Repairs & Maintenance	840	5,375	6,741	9,819	32,251	(22,432)	10,384
Telephone & Internet	1,351	765	303	9,617	4,585	5,032	6,781
Supplies & Mail	1,322	1,152	6,110	19,790	6,912	12,878	26,339
Taxes, Licenses, Fees	7,484	417	2,902	15,817	2,503	13,314	6,749
Credit Card Fees	120	0	0	1,021	0	1,021	0
Dues & Subscriptions	6,888	1,628	1,254	52,301	9,770	42,531	14,059
Insurance/Bonding	(7)	1,333	908	7,556	8,002	(446)	6,204
Associate Relations	0	0	0	1,211	0	1,211	0
Staff Expenses	327	2,953	1,083	13,320	18,703	(5,382)	10,397
Board Functions	689	744	709	10,097	16,554	(6,457)	16,177
Professional Fees	15,364	5,417	(45,248)	48,453	32,498	15,955	54,385
Equipment Support & Mainten...	5,269	7,532	0	34,125	45,192	(11,067)	21,913
Depreciation	239	417	239	1,432	2,498	(1,066)	1,346
Allocated Administrative Over...	(92,178)	(101,323)	32,463	(611,374)	(607,940)	(3,434)	(536,097)
Total Operating Expe...	0	6,317	0	0	50,976	(50,976)	(2,361)
Net Operating Income	0	(6,317)	0	0	(50,976)	50,976	2,427
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	0	(6,317)	0	0	(50,976)	50,976	303

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

December 31, 2024

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of December 31, 2024

	Dec 31, 24	Dec 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	132,788.88	280,599.03	-147,810.15	-52.7%
Total Checking/Savings	132,788.88	280,599.03	-147,810.15	-52.7%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	132,888.88	280,699.03	-147,810.15	-52.7%
Other Assets				
1400-00 · Prepaid Expenses	32,757.53	45,216.30	-12,458.77	-27.6%
Total Other Assets	32,757.53	45,216.30	-12,458.77	-27.6%
TOTAL ASSETS	165,646.41	325,915.33	-160,268.92	-49.2%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	58,652.08	274,400.85	-215,748.77	-78.6%
Total Accounts Payable	58,652.08	274,400.85	-215,748.77	-78.6%
Other Current Liabilities				
2650-00 · Unearned Revenue	113,750.00	0.00	113,750.00	100.0%
Total Other Current Liabilities	113,750.00	0.00	113,750.00	100.0%
Total Current Liabilities	172,402.08	274,400.85	-101,998.77	-37.2%
Total Liabilities	172,402.08	274,400.85	-101,998.77	-37.2%
Equity				
32000 · Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.9%
Net Income	-100,624.78	-147,841.27	47,216.49	31.9%
Total Equity	-6,755.67	51,514.48	-58,270.15	-113.1%
TOTAL LIABILITIES & EQUITY	165,646.41	325,915.33	-160,268.92	-49.2%

10:24 AM

01/17/25

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of December 31, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
MAHK Advertising	58,652.08	0.00	0.00	0.00	0.00	58,652.08
TOTAL	<u>58,652.08</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>58,652.08</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison December 2024

	Dec 24	Dec 23	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	45,833.00	79,166.00	-33,333.00	-42.1%
4001-00 · NLTRA Funding	80,000.00	141,209.00	-61,209.00	-43.4%
Total Income	125,833.00	220,375.00	-94,542.00	-42.9%
Gross Profit	125,833.00	220,375.00	-94,542.00	-42.9%
Expense				
5000-00 · CONSUMER MARKETING				
5001-01 · Podcast	0.00	4,022.92	-4,022.92	-100.0%
5002-00 · Consumer Print	14,700.00	12,495.00	2,205.00	17.7%
5002-01 · Native Display	5,600.00	1,404.33	4,195.67	298.8%
5004-00 · Trip Advisor	0.00	2,599.49	-2,599.49	-100.0%
5005-00 · Paid Social	4,827.96	20,836.64	-16,008.68	-76.8%
5005-01 · Digital Display / Retargeting	3,414.75	13,747.56	-10,332.81	-75.2%
5007-00 · Creative Production				
5007-01 · Creative Production	1,298.75	35,861.29	-34,562.54	-96.4%
5007-02 · Website Production	0.00	13,269.11	-13,269.11	-100.0%
5007-03 · Photo/Video Creative	1,823.24	1,736.42	86.82	5.0%
Total 5007-00 · Creative Production	3,121.99	50,866.82	-47,744.83	-93.9%
5010-00 · Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.7%
5018-00 · Media Commission	6,066.23	14,653.88	-8,587.65	-58.6%
5018-01 · Digital Ad Serving	50.96	1,701.33	-1,650.37	-97.0%
5020-00 · Search Engine Marketing	6,334.37	28,561.04	-22,226.67	-77.8%
5021-01 · Stewardship Campaign	9,879.15	0.00	9,879.15	100.0%
5022-00 · Email	6,483.11	10,260.00	-3,776.89	-36.8%
5029-00 · Television	0.00	2,453.99	-2,453.99	-100.0%
Total 5000-00 · CONSUMER MARKETING	67,478.52	172,103.00	-104,624.48	-60.8%
5016-00 · CDE - Website Programs	0.00	8,064.18	-8,064.18	-100.0%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	314.15	0.00	314.15	100.0%
5143-00 · Mountain Travel Symposium	0.00	5,000.00	-5,000.00	-100.0%
Total 5110-00 · LEISURE SALES	314.15	5,000.00	-4,685.85	-93.7%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5202-00 · PR Program/ Content Dev - Blogs	1,100.00	4,000.00	-2,900.00	-72.5%
5204-00 · Media Mission(s)	0.00	1,019.93	-1,019.93	-100.0%
5206-00 · Digital Buy/ Social Media Boost	700.00	950.00	-250.00	-26.3%
5207-00 · Content Campaigns/Tools-My Emma	300.00	0.00	300.00	100.0%
5209-00 · Domestic Travel Media FAMS	0.00	1,391.25	-1,391.25	-100.0%
5210-00 · Content Dev - Newsletters	1,700.00	2,180.00	-480.00	-22.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5216-00 · PR Content Development + Distri	0.00	1,200.00	-1,200.00	-100.0%
5221-00 · Photography & Video Asset Dev	0.00	3,000.00	-3,000.00	-100.0%
Total 5200-00 · PUBLIC RELATIONS	15,800.00	25,741.18	-9,941.18	-38.6%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison December 2024

	Dec 24	Dec 23	\$ Change	% Change
6000-00 · CONFERENCE SALES				
6003-00 · Geo-Fence Targeting	0.00	875.97	-875.97	-100.0%
6004-00 · Email	0.00	480.00	-480.00	-100.0%
6005-00 · Paid Media	2,199.21	3,648.23	-1,449.02	-39.7%
6007-00 · Creative Production	0.00	4,408.75	-4,408.75	-100.0%
6018-00 · MCC Media Commission	1,344.48	580.86	763.62	131.5%
6018-01 · MCC Digital Ad Serving	5.97	8.79	-2.82	-32.1%
6128-00 · HelmsBriscoe Strategic Partner	0.00	612.50	-612.50	-100.0%
6152-00 · Client Events / Opportunities	400.00	0.00	400.00	100.0%
6153-00 · Chicago Sales Rep Support	2,275.00	0.00	2,275.00	100.0%
Total 6000-00 · CONFERENCE SALES	6,224.66	10,615.10	-4,390.44	-41.4%
6100-00 · TRADE SHOWS				
6151-00 · Destination CA	266.97	0.00	266.97	100.0%
6183-00 · Smart Meetings NorCal	0.00	6,100.00	-6,100.00	-100.0%
Total 6100-00 · TRADE SHOWS	266.97	6,100.00	-5,833.03	-95.6%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	119.99	0.00	119.99	100.0%
5021-00 · RASC-Reno Air Service Corp	14,686.44	0.00	14,686.44	100.0%
7002-00 · CRM Subscription	2,500.00	0.00	2,500.00	100.0%
7004-00 · Research	2,420.83	2,685.02	-264.19	-9.8%
7008-00 · Opportunistic Funds	0.00	1,075.60	-1,075.60	-100.0%
8700-00 · Automobile Expense*	35.37	129.69	-94.32	-72.7%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	19,762.63	3,890.31	15,872.32	408.0%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,000.00	4,250.00	-250.00	-5.9%
8003-00 · Website Hosting Maintenance	5.00	0.00	5.00	100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,700.00	4,172.00	-1,472.00	-35.3%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,205.00	15,922.00	-1,717.00	-10.8%
Total Expense	124,051.93	247,435.77	-123,383.84	-49.9%
Net Income	1,781.07	-27,060.77	28,841.84	106.6%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

December 2024

Accrual Basis	Dec 24	Budget	Jul - Dec 24	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding					
4000-01 · LTIVCBVB Funding Add-On	0.00	0.00	20,000.00	20,000.00	20,000.00
4000-00 · LTIVCBVB Funding - Other	45,833.00	45,833.00	274,998.00	274,998.00	550,000.00
Total 4000-00 · LTIVCBVB Funding	45,833.00	45,833.00	294,998.00	294,998.00	570,000.00
4001-00 · NLTRA Funding					
4001-01 · NLTRA Funding Add-On	0.00	0.00	0.00	80,000.00	80,000.00
4001-00 · NLTRA Funding - Other	80,000.00	113,750.00	648,750.00	682,500.00	1,365,000.00
Total 4001-00 · NLTRA Funding	80,000.00	113,750.00	648,750.00	762,500.00	1,445,000.00
Total Income	125,833.00	159,583.00	943,748.00	1,057,498.00	2,015,000.00
Gross Profit	125,833.00	159,583.00	943,748.00	1,057,498.00	2,015,000.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0.00	2,212.00	0.00	2,212.00	4,424.00
5002-00 · Consumer Print	14,700.00	12,566.00	14,700.00	12,566.00	12,566.00
5002-01 · Native Display	5,600.00	0.00	42,544.45	45,946.00	93,589.00
5005-00 · Paid Social	4,827.96	7,000.00	76,942.08	94,774.00	189,557.00
5005-01 · Digital Display / Retargeting	3,414.75	6,508.00	49,950.99	57,084.00	115,044.00
5007-00 · Creative Production					
5007-01 · Creative Production	1,298.75	17,000.00	76,694.02	65,000.00	137,700.00
5007-02 · Website Production	0.00	5,000.00	8,732.50	10,000.00	20,000.00
5007-03 · Photo/Video Creative	1,823.24	0.00	10,592.13	21,879.00	21,879.00
Total 5007-00 · Creative Production	3,121.99	22,000.00	96,018.65	96,879.00	179,579.00
5010-00 · Account Strategy & Management	7,000.00	7,000.00	42,000.00	42,000.00	84,000.00
5016 · Video Streaming	0.00	0.00	51,268.83	67,699.00	135,018.00
5017-00 · Rich Media	0.00	0.00	49,558.00	47,500.00	47,500.00
5018-00 · Media Commission	6,066.23	4,561.00	46,664.74	49,969.00	95,250.00
5018-01 · Digital Ad Serving	50.96	1,341.00	1,108.99	4,291.00	8,851.00
5020-00 · Search Engine Marketing	6,334.37	18,024.00	53,220.62	64,888.00	126,172.00
5021-01 · Stewardship Campaign	9,879.15	10,130.00	14,339.44	28,113.00	100,000.00
5022-00 · Email	6,483.11	0.00	16,741.29	0.00	0.00
5024-00 · Fusion 7	0.00	0.00	1,647.10	0.00	0.00
Total 5000-00 · CONSUMER MARKETING	67,478.52	91,342.00	556,705.18	613,921.00	1,191,550.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	0.00	960.00	1,920.00
5111-00 · FAMs - Domestic	0.00	0.00	0.00	2,000.00	4,000.00
5112-00 · Training / Sales Calls	314.15	0.00	4,314.15	6,500.00	11,500.00
5113-00 · Additional Opportunities	0.00	0.00	0.00	2,500.00	5,000.00
5120-00 · Domestic - Trade Shows	0.00	5,000.00	0.00	5,000.00	5,000.00
5131-00 · FAMs -Intl - Travel Trade	0.00	0.00	2,266.18	2,500.00	7,500.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	2,800.00
5137-00 · Co-op Opportunities	0.00	0.00	10,375.00	10,000.00	15,000.00
5143-00 · Mountain Travel Symposium	0.00	0.00	391.40	0.00	5,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	10,000.00
5145-00 · TIA Annual Dues	0.00	0.00	0.00	0.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	24,249.00	19,248.00	38,496.00
5154-00 · Canada	0.00	0.00	15,600.00	15,600.00	31,200.00
5155-00 · California Star Program	0.00	0.00	0.00	3,600.00	3,600.00
5157-00 · International Efforts	0.00	0.00	1,745.00	0.00	15,000.00
Total 5110-00 · LEISURE SALES	314.15	5,000.00	58,940.73	67,908.00	158,716.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2024

	Dec 24	Budget	Jul - Dec 24	YTD Budget	Annual Budget
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	30,000.00	36,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,100.00	1,208.00	7,912.50	7,248.00	14,496.00
5204-00 · Media Mission(s)	0.00	0.00	2,450.00	500.00	5,000.00
5206-00 · Digital Buy/ Social Media Boost	700.00	700.00	3,500.00	4,200.00	8,400.00
5207-00 · Content Campaigns/Tools-My Emma	300.00	0.00	300.00	0.00	0.00
5209-00 · Domestic Travel Media FAMS	0.00	0.00	11,128.51	3,000.00	12,000.00
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	12,380.00	10,200.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	30,000.00	36,000.00	72,000.00
5216-00 · PR Content Development + Distri	0.00	0.00	2,400.00	2,400.00	4,800.00
5222-00 · Media Tracking / Membership	0.00	0.00	14,466.04	1,766.00	3,532.00
Total 5200-00 · PUBLIC RELATIONS	15,800.00	15,608.00	114,537.05	101,314.00	212,628.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	1,500.00	3,537.55	6,000.00	9,000.00
6004-00 · Email	0.00	0.00	480.00	960.00	1,920.00
6005-00 · Paid Media	2,199.21	2,245.00	8,560.85	9,025.00	23,800.00
6006-00 · CVENT	0.00	0.00	12,980.82	12,980.00	12,980.00
6007-00 · Creative Production	0.00	0.00	7,817.16	17,500.00	20,000.00
6014-00 · MCC Group Incentive Program	0.00	0.00	0.00	2,000.00	4,000.00
6015-00 · MCC National Memberships	0.00	0.00	1,214.00	1,000.00	1,000.00
6018-00 · MCC Media Commission	1,344.48	0.00	4,812.57	3,000.00	5,997.00
6018-01 · MCC Digital Ad Serving	5.97	30.00	43.90	180.00	350.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	0.00	7,350.00	7,000.00	7,000.00
6152-00 · Client Events / Opportunities	400.00	0.00	4,910.89	2,500.00	2,500.00
6153-00 · Chicago Sales Rep Support	2,275.00	0.00	4,563.06	0.00	3,500.00
Total 6000-00 · CONFERENCE SALES	6,224.66	3,775.00	56,270.80	62,145.00	92,047.00
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	0.00	0.00	1,000.00	2,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	3,000.00	0.00	5,000.00	5,000.00
6143-00 · Connect Marketplace	0.00	0.00	0.00	0.00	5,000.00
6151-00 · Destination CA	266.97	0.00	9,266.97	10,000.00	10,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,775.00
6182-00 · Destination Celebration	0.00	0.00	0.00	1,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	5,750.00	7,000.00	7,000.00
Total 6100-00 · TRADE SHOWS	266.97	3,000.00	15,016.97	24,000.00	37,775.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	119.99	150.00	644.98	900.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	14,686.44	0.00	73,383.11	50,000.00	50,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,500.00	2,500.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	2,500.00	0.00	5,000.00	5,000.00	10,000.00
7004-00 · Research	2,420.83	5,000.00	27,518.13	30,000.00	40,410.00
7007-00 · Destimetrics / DMX	0.00	0.00	19,320.00	16,882.00	33,766.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,100.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	0.00	7,889.00
7020-00 · Collateral Production / Printin	0.00	0.00	3,170.16	0.00	0.00
8700-00 · Automobile Expense*	35.37	0.00	136.17	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	19,762.63	5,150.00	131,672.55	106,282.00	149,465.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,000.00	4,000.00	24,250.00	24,000.00	48,000.00
8003-00 · Website Hosting Maintenance	5.00	0.00	1,073.00	0.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	69,706.50	45,576.00	90,910.00
8005-00 · Website SEO Strategy/Maint	2,700.00	2,700.00	16,200.00	16,200.00	32,400.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,205.00	14,200.00	111,229.50	85,776.00	173,446.00
Total Expense	124,051.93	138,075.00	1,044,372.78	1,061,346.00	2,015,627.00
Net Income	1,781.07	21,508.00	-100,624.78	-3,848.00	-627.00

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month*Yr November 2024
 Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A						
	B			November Phone Reimbursement		50.00	10-12-230-50139
	C	Old Post Office		Breakfast meeting with community stakeholder	\$25.16		
	D	Ikon		Health and wellness Benefit		700.00	
	E						
	F						
	G						
	H						
	I						
	J.1						
	K.1						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		13.40	
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					25.16		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						763.40	
Grand Total					788.56		

Signed By: Tony Karwowski

Approved By: _____

Date: 1/12/2025

Date: _____

ACCOUNTING						
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED		



The Old Post Office Cafe
5245 N Lake Blvd
Carmel-by-the-Sea, CA 95140

Server: Kalle W
Check: 44
Guest Count: 1
Ordered: 10/26/24 7:55 AM
Table 12

2 House Coffee	\$8.00
2 Std Toast or Biscuit	\$6.00
Subtotal	\$14.00
Tax	\$1.16
Total	\$15.16

Input Type: C (ENV, Clnt, Rec)
CARD: MASTERCARD
Time: 8:38 AM
Transaction Type: Sale
Authorization: Approved
Approval Code: 097940
Payment ID: YTKYTC6XC
Application ID: A000000041010
Application (ebs): MASTERCARD
Card Reader: BEPCS

Amount	\$15.00
+ Tip	\$5.00
= Total:	\$20.00

ANTHONY KAFENOSKI

We Love North Tahoe!

ORDER #718303772

April 18, 2024 21:03 PM

24/25 IKON PASS

 TONY KARWOWSKI

Adult (Age 23+)	\$1,249.00
Renewal Discount	- \$100.00
	<hr/>
	\$1,149.00