



Finance Committee
Date: Wednesday February 26th, 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 | Andy Buckley, Homewood Resort
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=WUlx1M4ekZl3WlUM24xK29YQT09>

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. | Approval of Finance Committee Meeting Minutes from January 29th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials:

a) Review Staff Report on Financial Performance
b) NTCA 1/31/25 Financials Review (Motion) |

c) NLTMC 1/31/25 Financial Review

- 10:50 a.m. 6. Review draft results of FY 23/24 Audit report
a) Approve FY 23/24 Audit results (Motion)
- 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



2/26/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for January 31, 2025

Summary of preliminary NTCA financial results for January 31, 2025

- Accounts Receivable TBID –The majority of second quarter FY 24/25 assessments were received in February, an additional \$500-600k is projected to be collected in March for Q2 which would result in a 15-24% increase over prior year for Q2
- 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.
- Salaries & Wages – January includes a true up for July-December accrued incentives
- Rent & utilities – Includes rent for the new Kings Beach location.
- Supplies & Mail – YTD includes additional supplies for Kings Beach Visitor's center
- Taxes, Licenses – January includes an adjustment for sales tax miscoded to expense
- Due and Subscriptions – YTD includes 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
- Board Functions – January includes an adjust for stale dated checks carried over from our bank reconciliation

- Professional Fees – YTD includes fees for TBID renewal strategic plans and final payments for FY 22/23 audit along with initial deposits for the FY 23/24 audit
- Research & Planning – payment for a Hotel Comprehensive Lodging Assessment study
- Equipment Support – Includes our monthly IT support
- Event Sponsorships – January payments include support for Snowfest, Big Blue Adventures, prior 4th of July , and 2024 Enduro
- 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
- Chamber Activities & Marketing – Includes payments to our marketing consultant

Summary of preliminary NLTMC financial results for January 31, 2025

- Total spend YTD of \$1.154m is \$74k less than budget of \$1.228m resulting in NI of \$63k vs \$11k budget so far this fiscal year

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

January 31, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Seven Months Ending Friday, January 31, 2025

1 of 1
2/21/2025
2:15 PM

	YTD		
	Jan 2025	Jan 2024	Variance
	Fiscal 24/2025	Fiscal 23/2024	
Current Assets			
Cash - TBID Disbursements	275,077	474,869	199,792
Cash - TBID Funding	126,274	2,535,347	2,409,074
Cash - Payroll	164,151	256,608	92,457
Cash - Money Market	5,187,519	3,032,804	(2,154,715)
Cash - Plumas 1939	101,659	101,405	(255)
Cash - Plumas 1929	50,573	50,492	(81)
Cash - Chamber	468	45,766	45,297
Cash in Drawer	111	3,082	2,971
Petty Cash	436	136	(300)
Accounts Receivable - TBID	813,029	1,264,889	451,860
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	90,899	33,905	(56,994)
Prepaid Expenses	37,114	28,438	(8,676)
Prepaid Postage	100	100	0
Prepaid Insurance	0	918	918
Total Current Assets	6,850,473	7,831,613	981,140
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(39,684)	(37,060)	2,624
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(12,979)	(3,279)	9,700
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	(56,599)	(24,284)	32,315
Operating Lease Right-of-Use Asset	374,297	533,337	159,040
Total Fixed Assets	514,182	578,674	64,492
Total Assets	\$7,364,656	\$8,410,288	\$1,045,632
Liabilities			
Current Liabilities			
Accounts Payable	148,199	50,130	98,069
Accounts Payable - CO-OP	45,833	202,500	(156,667)
Incentives Payable	83,639	0	83,639
401k Payable	58	0	58
Retail cc deposits in transit	0	2,498	(2,498)
Accrued Expenses	0	1,460	(1,460)
Deferred Revenue - Membership Dues	3,678	4,442	(765)
Due To/From BOTW CC	0	50	(50)
Operating Lease Liability	167,674	156,779	10,895
<i>Suspense (may include rounding)</i>	<i>(237)</i>	<i>(237)</i>	<i>0</i>
Total Current Liabilities	448,844	417,622	(31,222)
Long-Term Liabilities			
Operating Lease Liability	226,109	394,116	(168,007)
Total Long Term Liabilities	226,109	394,116	168,007
Total Liabilities	674,953	811,738	136,785
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	(1,503,030)	227,484	(1,730,514)
Total Equity	6,689,703	7,598,550	908,847
Liabilities & Shareholder Equity	\$7,364,656	\$8,410,288	\$1,045,632

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 - 1/31/2025
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info
 Aged By: Document Date Sorted By: Vendor ID
 Aging Date: 1/31/2025 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1:			
			31 - 60 Days	61 - 90 Days	91 and Over	
Vendor ID: 101.5 TRUCKEE T	Name: 101.5 Truckee Tahoe Radio*	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 3	Aged Totals:	\$1,850.00	\$1,850.00	\$0.00	\$0.00	\$0.00
Vendor ID: ABOUT A BOY ...	Name: About a Boy ...	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$970.75	\$970.75	\$0.00	\$0.00	\$0.00
Vendor ID: ALPEN SIERRA CO	Name: Alpen Sierra Coffee Roasting Company, In	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$143.25	\$143.25	\$0.00	\$0.00	\$0.00
Vendor ID: ANNE-KARIN ATWO	Name: Anne-Karin Atwood*	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$324.67	\$324.67	\$0.00	\$0.00	\$0.00
Vendor ID: BARB KALLESTAD	Name: Barb Kallestad	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$45.00	\$45.00	\$0.00	\$0.00	\$0.00
Vendor ID: BIG BLUE ADVENT	Name: Big Blue Adventures	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$17,500.00	\$17,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: BOARDING FOR BR	Name: Boarding for Breast Cancer	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: CINTAS CORPORAT	Name: Cintas Corporation #623	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 2	Aged Totals:	\$842.37	\$842.37	\$0.00	\$0.00	\$0.00
Vendor ID: FOLKMANIS PUPPE	Name: Folkmanis Puppets	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$802.45	\$802.45	\$0.00	\$0.00	\$0.00
Vendor ID: FRANCOIS CAZALO	Name: Francois Cazalot	Class ID:	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendor ID: ISOLVED	Name: iSolved Benefit Services	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$70.00	\$70.00	\$0.00	\$0.00	\$0.00
Vendor ID: JOHNSON CONTROL	Name: Johnson Controls Fire Protection LP	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$1,573.59	\$1,573.59	\$0.00	\$0.00	\$0.00
Vendor ID: KAYLEE HOWELL	Name: Kaylee Howell	Class ID:	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$203.64	\$203.64	\$0.00	\$0.00	\$0.00
Vendor ID: NORTHSTAR CA	Name: Northstar California*	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 1	Aged Totals:	\$10,000.00	\$10,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: NTEC	Name: North Tahoe Event Center, Inc.	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 2	Aged Totals:	\$600.00	\$600.00	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*	Class ID: PRIMARY	User-Defined 1:			
	Due	Current Period				
Voucher(s): 5	Aged Totals:	\$1,853.56	\$1,853.56	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

Vendor ID: PALISADES TAHOE	Name: PALISADES TAHOE	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:	\$237.91	\$237.91	\$0.00	\$0.00	\$0.00
Vendor ID: PAPER TRAIL	Name: The Paper Trail*	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:	\$148.25	\$148.25	\$0.00	\$0.00	\$0.00
Vendor ID: PETE BILLETTER	Name: Pete Billeter	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:	\$2,090.00	\$2,090.00	\$0.00	\$0.00	\$0.00
Vendor ID: PETER SPAIN	Name: Peter Spain Photography_1	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:	\$173.50	\$173.50	\$0.00	\$0.00	\$0.00
Vendor ID: RESTORATION 1	Name: Restoration 1 Reno Tahoe	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:	\$998.57	\$998.57	\$0.00	\$0.00	\$0.00
Vendor ID: ROOTER MAN PLUM	Name: Rooter Man Plumbing	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:	\$952.75	\$952.75	\$0.00	\$0.00	\$0.00
Vendor ID: SNAP	Name: Sierra Nevada Ad Partners	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): 13	Aged Totals:	\$15,145.00	\$15,145.00	\$0.00	\$0.00	\$0.00
Vendor ID: SPW	Name: Shadow Pine Woodworks	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:	\$100.00	\$100.00	\$0.00	\$0.00	\$0.00
Vendor ID: STICKER PACK	Name: Sticker Pack	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:	\$705.28	\$705.28	\$0.00	\$0.00	\$0.00
Vendor ID: SUNNYSIDE	Name: Sunnyside Resort	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:	\$5,493.01	\$5,493.01	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE FILM FEST	Name: Tahoe Film Fest	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:	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE NOVELTY	Name: Tahoe Novelty	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:	\$120.00	\$120.00	\$0.00	\$0.00	\$0.00
Vendor ID: TC NORDIC	Name: Tahoe Cross Country Ski Education Associ	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:	\$1,681.00	\$1,681.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*	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): 4	Aged Totals:	\$68,250.00	\$68,250.00	\$0.00	\$0.00	\$0.00
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): 5	Aged Totals:	\$632.15	\$632.15	\$0.00	\$0.00	\$0.00
Vendor ID: WELSS FARGO	Name: Wells Fargo Financial Leasing	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:	\$398.58	\$398.58	\$0.00	\$0.00	\$0.00
Vendor ID: WHOLESALE RESOF	Name: Wholesale Resort Accessories, Inc.	Class ID: PRIMARY			User-Defined 1:	

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

		<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:	\$1,850.00	\$1,850.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WOODLUCK LLC		Name: Woodluck LLC		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:	\$1,218.00	\$1,218.00	\$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:	36	\$148,199.17	\$147,331.53	\$0.00	\$0.00	\$867.64	

PL - Budget vs Actual

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

1 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	250,507	250,507	260,214	3,270,995	3,270,993	2	3,428,078
Chamber Revenue - Member...	467	2,133	900	3,890	14,933	(11,044)	33,491
Retail Revenue	7,224	5,333	4,702	115,257	37,333	77,924	91,193
Revenue - Other	0	12,500	0	0	87,500	(87,500)	705
Revenue - Interest & Investm...	11,426	8,750	8,993	93,036	61,250	31,786	23,091
Total Revenues	269,624	279,223	274,808	3,483,178	3,472,010	11,168	3,576,558
Cost of Goods Sold	3,383	2,667	2,351	53,921	18,667	35,255	45,025
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...	3,383	2,667	2,351	53,921	18,667	35,255	46,507
Gross Profit	266,241	276,557	272,457	3,429,256	3,453,343	(24,087)	3,530,051
Operating Expenses							
Salaries & Wage Expense	245,275	191,467	148,215	1,273,301	1,340,264	(66,963)	1,068,984
Rent & Utilities	1,692	21,899	15,885	117,654	153,307	(35,653)	114,474
Repairs & Maintenance	6,691	8,460	11,033	20,284	59,233	(38,949)	21,417
Telephone & Internet	630	1,653	925	10,847	12,733	(1,886)	7,806
Supplies & Mail	5,916	2,884	4,208	49,954	20,170	29,784	44,570
Taxes, Licenses, Fees	(331)	11,134	11,533	60,842	79,583	(18,741)	38,760
Credit Card Fees	80	0	506	1,409	0	1,409	1,818
Dues & Subscriptions	10,551	1,816	3,956	74,111	13,780	60,331	22,661
Insurance/Bonding	0	1,333	306	7,556	9,335	(1,779)	6,510
Associate Relations	85	0	0	1,476	0	1,476	5
Staff Expenses	4,164	5,706	2,860	39,256	33,529	5,727	19,820
Board Functions	(825)	2,537	2,416	12,375	19,671	(7,296)	19,146
Professional Fees	8,320	5,667	361	75,765	39,665	36,100	61,447
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	10,334	7,532	3,815	44,996	52,724	(7,729)	25,812
Equipment Rental/Leasing	28	0	0	2,039	0	2,039	0
Depreciation	6,631	1,250	239	40,597	8,750	31,847	1,585
Event Sponsorships	128,250	51,250	3,500	576,289	358,750	217,539	163,020
Events & Activities	0	0	0	9,478	0	9,478	0
NLTMC Contributions	113,750	131,667	436,480	876,250	921,665	(45,415)	956,622
Non-NLTMC Marketing	14,488	17,683	(1,700)	101,901	123,783	(21,882)	53,517
In-Market/Tourism	6,300	14,900	15,885	104,450	104,300	150	73,553
Media/Collateral/Production	103,319	21,292	25,525	154,070	149,042	5,029	98,668
Business Assn Grant Funding	136,733	50,000	97,515	428,676	350,000	78,676	297,815
Housing Hub Funding	0	12,500	0	0	87,500	(87,500)	150,000
Grant Funding - Sponsorship	0	97,139	0	565,639	679,974	(114,335)	30,000
Grant Funding - First Annual...	0	136,556	0	145,388	955,890	(810,502)	0
Grant Funding - Second Annu...	0	57,162	0	0	400,134	(400,134)	0
Chamber Activities	25,835	33,333	11,509	34,501	233,333	(198,833)	24,934
Chamber Activities - Member...	0	0	0	8,000	0	8,000	13
Chamber Marketing	10,850	8,333	828	85,771	58,333	27,437	4,978
Chamber Activities - Commun...	0	0	0	195	0	195	(7,491)
Donations	3,966	0	0	3,966	0	3,966	0
Allocated Administrative Over...	0	0	0	0	(1)	1	0
Total Operating Expe...	842,733	895,153	795,800	4,932,286	6,265,447	(1,333,161)	3,300,443
Net Operating Income	(576,493)	(618,597)	(523,343)	(1,503,030)	(2,812,104)	1,309,074	229,608
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	(576,493)	(618,597)	(523,343)	(1,503,030)	(2,812,104)	1,309,074	227,484

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	131,516	131,516	136,612	1,717,274	1,717,273	0	1,799,743
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	131,516	131,516	136,612	1,717,274	1,717,273	0	1,800,448
Gross Profit	131,516	131,516	136,612	1,717,274	1,717,273	0	1,800,448
Operating Expenses							
Salaries & Wage Expense	45,744	37,089	32,074	245,447	259,619	(14,172)	214,986
Rent & Utilities	78	3,225	2,595	16,835	22,574	(5,739)	18,684
Repairs & Maintenance	0	2,690	0	1,129	18,830	(17,701)	0
Telephone & Internet	0	499	150	450	3,490	(3,040)	150
Supplies & Mail	905	648	450	10,220	4,534	5,686	5,529
Taxes, Licenses, Fees	0	67	0	0	465	(465)	609
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	385	188	301	2,915	1,317	1,598	1,001
Associate Relations	0	0	0	65	0	65	0
Staff Expenses	962	502	572	17,460	2,628	14,832	2,635
Board Functions	94	0	0	1,666	0	1,666	0
Professional Fees	0	0	0	13,845	0	13,845	0
Research & Planning	0	0	0	5,250	0	5,250	0
Equipment Support & Mainten...	0	0	28	0	0	0	112
Equipment Rental/Leasing	28	0	0	2,039	0	2,039	0
Event Sponsorships	128,250	26,250	3,500	523,449	183,750	339,699	145,250
Events & Activities	0	0	0	2,542	0	2,542	0
NLTMC Contributions	113,750	131,667	436,480	876,250	921,665	(45,415)	956,622
Non-NLTMC Marketing	14,488	17,683	(1,700)	101,901	123,783	(21,882)	53,517
In-Market/Tourism	6,300	14,900	13,391	104,450	104,300	150	71,059
Media/Collateral/Production	103,319	20,292	25,525	154,070	142,042	12,029	98,197
Grant Funding - Sponsorship	0	0	0	0	0	0	30,000
Grant Funding - First Annual	0	12,500	0	0	87,500	(87,500)	0
Grant Funding - Second Annu...	0	8,333	0	0	58,333	(58,333)	0
Chamber Activities	25,835	33,333	11,509	33,912	233,333	(199,422)	24,934
Chamber Marketing	10,850	8,333	828	85,771	58,333	27,437	4,978
Chamber Activities - Commun...	0	0	0	195	0	195	229
Allocated Administrative Over...	62,779	26,388	60,158	297,005	184,716	112,289	389,765
Total Operating Expe...	513,768	344,588	585,859	2,496,956	2,411,212	85,743	2,018,257
Net Operating Income	(382,252)	(213,072)	(449,247)	(779,682)	(693,939)	(85,743)	(217,810)
Other Expense/<Inco...							
Net Income	(382,252)	(213,072)	(449,247)	(779,682)	(693,939)	(85,743)	(217,810)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	37,075	37,075	38,512	484,107	484,108	(1)	507,355
Total Revenues	37,075	37,075	38,512	484,107	484,108	(1)	507,355
Gross Profit	37,075	37,075	38,512	484,107	484,108	(1)	507,355
Operating Expenses							
Salaries & Wage Expense	7,986	6,026	4,822	43,822	42,182	1,640	32,392
Rent & Utilities	14	224	462	3,004	1,568	1,436	3,238
Repairs & Maintenance	0	224	0	0	1,571	(1,571)	0
Telephone & Internet	0	0	0	0	438	(438)	0
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Dues & Subscriptions	0	0	0	0	213	(213)	0
Staff Expenses	0	151	0	0	1,055	(1,055)	0
Event Sponsorships	0	20,833	0	52,840	145,833	(92,993)	16,270
Business Assn Grant Funding	109,386	40,000	78,012	332,453	280,000	52,453	238,252
Grant Funding - Sponsorship	0	58,333	0	80,072	408,331	(328,259)	0
Grant Funding - First Annual	0	51,824	0	52,884	362,767	(309,884)	0
Grant Funding - Second Annu...	0	16,072	0	0	112,504	(112,504)	0
Allocated Administrative Over...	16,340	15,826	9,532	60,275	110,784	(50,508)	69,572
Total Operating Expe...	133,726	209,514	92,827	625,351	1,467,567	(842,216)	359,723
Net Operating Income	(96,651)	(172,438)	(54,315)	(141,243)	(983,459)	842,215	147,632
Other Expense/<Inco...							
Net Income	(96,651)	(172,438)	(54,315)	(141,243)	(983,459)	842,215	147,632

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	18,287	18,287	18,996	238,785	238,785	0	250,252
Retail Revenue	7,224	5,333	4,702	115,257	37,333	77,924	91,193
Total Revenues	25,511	23,620	23,698	354,042	276,118	77,924	341,446
Cost of Goods Sold	3,383	2,667	2,351	53,921	18,667	35,255	45,025
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...	3,383	2,667	2,351	53,921	18,667	35,255	46,507
Gross Profit	22,128	20,954	21,347	300,120	257,451	42,669	294,938
Operating Expenses							
Salaries & Wage Expense	33,214	28,508	15,199	177,574	199,556	(21,982)	131,868
Rent & Utilities	230	12,931	7,440	58,974	90,517	(31,543)	52,069
Repairs & Maintenance	(569)	56	0	2,076	392	1,684	0
Telephone & Internet	0	146	50	50	1,022	(972)	50
Supplies & Mail	2,024	506	3,030	16,870	3,540	13,330	11,450
Taxes, Licenses, Fees	0	0	2,045	0	320	(320)	6,591
Credit Card Fees	0	0	0	187	0	187	1,311
Dues & Subscriptions	0	0	0	0	213	(213)	0
Associate Relations	0	0	0	115	0	115	0
Staff Expenses	0	2,359	1,873	676	4,847	(4,171)	2,003
Equipment Support & Mainten...	0	0	0	536	0	536	0
Depreciation	6,393	833	0	38,927	5,835	33,092	0
Events & Activities	0	0	0	6,936	0	6,936	0
Grant Funding - First Annual	0	4,167	0	0	29,167	(29,167)	0
Grant Funding - Second Annu...	0	8,333	0	0	58,333	(58,333)	0
Allocated Administrative Over...	5,748	4,689	3,392	41,321	32,826	8,495	64,722
Total Operating Expe...	47,040	62,528	33,029	344,241	426,568	(82,326)	270,064
Net Operating Income	(24,912)	(41,575)	(11,682)	(44,121)	(169,117)	124,996	24,874
Other Expense/<Inco...							
Net Income	(24,912)	(41,575)	(11,682)	(44,121)	(169,117)	124,996	24,874

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	13,778	13,778	14,312	179,904	179,903	0	188,543
Total Revenues	13,778	13,778	14,312	179,904	179,903	0	188,543
Gross Profit	13,778	13,778	14,312	179,904	179,903	0	188,543
Operating Expenses							
Salaries & Wage Expense	22,272	11,325	13,359	108,569	79,273	29,296	99,313
Rent & Utilities	14	1,131	538	3,506	7,923	(4,417)	3,776
Repairs & Maintenance	0	60	0	0	422	(422)	0
Telephone & Internet	0	158	50	100	1,108	(1,008)	125
Supplies & Mail	0	240	0	35	1,675	(1,640)	524
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	803	0	0	5,618	213	5,405	1,989
Associate Relations	0	0	0	0	0	0	5
Staff Expenses	32	236	55	3,318	2,350	968	4,219
Board Functions	24	250	238	537	540	(4)	515
Professional Fees	0	0	0	5,148	0	5,148	2,638
Event Sponsorships	0	0	0	0	0	0	1,500
Business Assn Grant Funding	27,347	10,000	19,503	96,223	70,000	26,223	59,563
Grant Funding - Sponsorship	0	8,333	0	0	58,333	(58,333)	0
Grant Funding - First Annual	0	2,802	0	0	19,612	(19,612)	0
Grant Funding - Second Annu...	0	4,167	0	0	29,167	(29,167)	0
Chamber Activities - Member...	0	0	0	0	0	0	13
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	7,028	3,224	3,861	21,972	22,565	(593)	45,733
Total Operating Expe...	57,520	41,925	37,605	245,054	293,501	(48,447)	212,192
Net Operating Income	(43,742)	(28,147)	(23,293)	(65,151)	(113,598)	48,447	(23,649)
Other Expense/<Inco...							
Net Income	(43,742)	(28,147)	(23,293)	(65,151)	(113,598)	48,447	(23,649)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	19,039	19,039	19,776	248,599	248,598	1	260,535
Total Revenues	19,039	19,039	19,776	248,599	248,598	1	260,535
Gross Profit	19,039	19,039	19,776	248,599	248,598	1	260,535
Operating Expenses							
Salaries & Wage Expense	10,338	21,333	6,228	55,124	149,331	(94,207)	40,815
Rent & Utilities	19	523	663	4,332	3,664	668	4,652
Repairs & Maintenance	0	32	0	0	229	(229)	0
Telephone & Internet	0	85	0	0	595	(595)	0
Supplies & Mail	0	200	0	0	1,396	(1,396)	0
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Dues & Subscriptions	0	0	0	0	213	(213)	0
Staff Expenses	0	107	0	0	743	(743)	0
Housing Hub Funding	0	12,500	0	0	87,500	(87,500)	150,000
Grant Funding - Sponsorship	0	25,000	0	485,567	175,000	310,567	0
Grant Funding - First Annual	0	26,503	0	92,504	185,522	(93,017)	0
Grant Funding - Second Annu...	0	2,083	0	0	14,583	(14,583)	0
Allocated Administrative Over...	1,442	8,236	789	67,999	57,649	10,350	4,215
Total Operating Expe...	11,799	96,602	7,680	705,527	676,745	28,782	199,682
Net Operating Income	7,240	(77,563)	12,096	(456,928)	(428,147)	(28,781)	60,853
Other Expense/<Inco...							
Net Income	7,240	(77,563)	12,096	(456,928)	(428,147)	(28,781)	60,853

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	8,267	8,267	8,587	107,944	107,943	0	113,127
Total Revenues	8,267	8,267	8,587	107,944	107,943	0	113,127
Gross Profit	8,267	8,267	8,587	107,944	107,943	0	113,127
Operating Expenses							
Salaries & Wage Expense	10,338	7,854	6,228	55,124	54,975	150	40,816
Rent & Utilities	14	374	532	3,463	2,618	845	3,729
Repairs & Maintenance	0	23	0	0	163	(163)	0
Telephone & Internet	0	0	0	0	730	(730)	0
Supplies & Mail	0	138	0	0	961	(961)	0
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Dues & Subscriptions	0	0	0	0	213	(213)	0
Staff Expenses	0	107	0	0	743	(743)	0
Event Sponsorships	0	4,167	0	0	29,167	(29,167)	0
Grant Funding - Sponsorship	0	5,473	0	0	38,310	(38,310)	0
Grant Funding - First Annual	0	21,100	0	0	147,703	(147,703)	0
Grant Funding - Second Annu...	0	2,083	0	0	14,583	(14,583)	0
Allocated Administrative Over...	1,441	3,550	774	7,558	24,852	(17,294)	13,788
Total Operating Expe...	11,793	44,869	7,533	66,145	315,337	(249,192)	58,333
Net Operating Income	(3,526)	(36,602)	1,054	41,798	(207,394)	249,192	54,794
Other Expense/<Inco...							
Net Income	(3,526)	(36,602)	1,054	41,798	(207,394)	249,192	54,794

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
2/21/2025
2:20 PM

	<u>Jan 2025</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	12,525	12,525	13,011	163,547	163,547	0	171,403
Revenue - Interest & Investm...	11,426	8,750	8,993	93,036	61,250	31,786	23,024
Total Revenues	23,951	21,275	22,004	256,584	224,797	31,786	194,427
Gross Profit	23,951	21,275	22,004	256,584	224,797	31,786	194,427
Operating Expenses							
Taxes, Licenses, Fees	10	0	10	74	0	74	20
Grant Funding - First Annual	0	17,660	0	0	123,620	(123,620)	0
Grant Funding - Second Annu...	0	673	0	0	4,713	(4,713)	0
Allocated Administrative Over...	42,137	39,410	4,132	252,158	275,870	(23,712)	30,938
Total Operating Expe...	42,147	57,743	4,142	252,232	404,203	(151,971)	30,958
Net Operating Income	(18,196)	(36,468)	17,862	4,351	(179,406)	183,757	163,469
Other Expense/<Inco...							
Net Income	(18,196)	(36,468)	17,862	4,351	(179,406)	183,757	163,469

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

9 of 14
 2/21/2025
 2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	5,010	5,010	5,204	65,418	65,418	0	68,560
Total Revenues	5,010	5,010	5,204	65,418	65,418	0	68,560
Gross Profit	5,010	5,010	5,204	65,418	65,418	0	68,560
Operating Expenses							
Taxes, Licenses, Fees	4,083	10,650	7,920	49,285	74,545	(25,261)	23,182
Total Operating Expe...	4,083	10,650	7,920	49,285	74,545	(25,261)	23,182
Net Operating Income	927	(5,640)	(2,716)	16,134	(9,127)	25,261	45,378
Other Expense/<Inco...							
Net Income	927	(5,640)	(2,716)	16,134	(9,127)	25,261	45,378

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

10 of 14
 2/21/2025
 2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	5,010	5,010	5,204	65,418	65,418	0	68,560
Total Revenues	5,010	5,010	5,204	65,418	65,418	0	68,560
Gross Profit	5,010	5,010	5,204	65,418	65,418	0	68,560
Operating Expenses							
Grant Funding - Second Annu...	0	15,417	0	0	107,917	(107,917)	0
Total Operating Expe...	0	15,417	0	0	107,917	(107,917)	0
Net Operating Income	5,010	(10,407)	5,204	65,418	(42,499)	107,917	68,560
Other Expense/<Inco...							
Net Income	5,010	(10,407)	5,204	65,418	(42,499)	107,917	68,560

PL - Budget vs Actual

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

11 of 14
 2/21/2025
 2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	0	87,500	(87,500)	0
Total Revenues	0	12,500	0	0	87,500	(87,500)	0
Gross Profit	0	12,500	0	0	87,500	(87,500)	0
Operating Expenses							
Salaries & Wage Expense	15,899	0	10,883	98,376	0	98,376	81,456
Telephone & Internet	0	0	0	0	0	0	25
Dues & Subscriptions	652	0	652	4,566	0	4,566	2,609
Staff Expenses	0	0	0	1,312	216	1,096	205
Board Functions	300	250	238	600	540	60	515
Professional Fees	0	0	0	0	0	0	2,638
Total Operating Expe...	16,851	250	11,773	104,855	756	104,099	87,449
Net Operating Income	(16,851)	12,250	(11,773)	(104,855)	86,744	(191,599)	(87,449)
Other Expense/<Inco...							
Net Income	(16,851)	12,250	(11,773)	(104,855)	86,744	(191,599)	(87,449)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
2/21/2025
2:20 PM

	Jan 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	467	2,133	900	3,890	14,933	(11,044)	33,491
Total Revenues	467	2,133	900	3,890	14,933	(11,044)	33,491
Gross Profit	467	2,133	900	3,890	14,933	(11,044)	33,491
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	0	0	90	53	38	50
Board Functions	0	546	520	720	546	174	520
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	546	520	9,451	599	8,853	1,020
Net Operating Income	467	1,587	380	(5,561)	14,335	(19,896)	32,471
Other Expense/<Inco...							
Net Income	467	1,587	380	(5,561)	14,335	(19,896)	32,471

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

13 of 14
 2/21/2025
 2:20 PM

	<u>Jan 2025</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	4,304	33,189	20,417	12,773	37,440
Professional Fees	0	250	0	0	1,750	(1,750)	1,425
In-Market/Tourism	0	0	2,494	0	0	0	2,494
Media/Collateral/Production	0	1,000	0	0	7,000	(7,000)	471
Total Operating Expe...	4,007	4,167	6,798	33,189	29,167	4,023	41,830
Net Operating Income	(4,007)	(4,167)	(6,798)	(33,189)	(29,167)	(4,023)	(41,830)
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	(6,798)	(33,189)	(29,167)	(4,023)	(41,830)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
2/21/2025
2:20 PM

	Jan 2025		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	95,477	76,416	55,119	456,075	534,912	(78,837)	389,448
Rent & Utilities	1,323	3,491	3,654	27,540	24,443	3,097	28,327
Repairs & Maintenance	7,260	5,375	11,033	17,079	37,626	(20,547)	21,417
Telephone & Internet	630	765	675	10,247	5,350	4,897	7,456
Supplies & Mail	2,988	1,152	728	22,778	8,064	14,714	27,067
Taxes, Licenses, Fees	(4,424)	417	1,558	11,393	2,920	8,473	8,307
Credit Card Fees	80	0	506	1,101	0	1,101	506
Dues & Subscriptions	8,711	1,628	3,003	61,012	11,398	49,614	17,062
Insurance/Bonding	0	1,333	306	7,556	9,335	(1,779)	6,510
Associate Relations	85	0	0	1,296	0	1,296	0
Staff Expenses	3,170	2,245	361	16,490	20,947	(4,457)	10,758
Board Functions	(1,244)	1,490	1,419	8,853	18,044	(9,191)	17,596
Professional Fees	8,320	5,417	361	56,773	37,915	18,858	54,747
Equipment Support & Mainten...	10,334	7,532	3,787	44,460	52,724	(8,264)	25,700
Depreciation	239	417	239	1,671	2,915	(1,244)	1,585
Donations	3,966	0	0	3,966	0	3,966	0
Allocated Administrative Over...	(136,915)	(101,323)	(82,636)	(748,289)	(709,263)	(39,026)	(618,733)
Total Operating Expe...	0	6,355	113	0	57,330	(57,331)	(2,247)
Net Operating Income	0	(6,355)	(113)	0	(57,330)	57,331	2,314
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	(6,355)	(113)	0	(57,330)	57,331	189

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

January 31, 2025

NORTH LAKE TAHOE RESORT.

Balance Sheet

As of January 31, 2025

	TOTAL			
	AS OF JAN 31, 2025	AS OF JAN 31, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	246,265.71	432,842.51	-186,576.80	-43.11 %
Total Bank Accounts	\$246,265.71	\$432,842.51	\$ -186,576.80	-43.11 %
Accounts Receivable				
1200-00 Accounts Receivable	45,833.00	32,500.00	13,333.00	41.02 %
Total Accounts Receivable	\$45,833.00	\$32,500.00	\$13,333.00	41.02 %
Other Current Assets				
1350-00 Security Deposits	100.00	100.00	0.00	0.00 %
Total Other Current Assets	\$100.00	\$100.00	\$0.00	0.00 %
Total Current Assets	\$292,198.71	\$465,442.51	\$ -173,243.80	-37.22 %
Other Assets				
1400-00 Prepaid Expenses	28,513.46	45,382.36	-16,868.90	-37.17 %
Total Other Assets	\$28,513.46	\$45,382.36	\$ -16,868.90	-37.17 %
TOTAL ASSETS	\$320,712.17	\$510,824.87	\$ -190,112.70	-37.22 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	164,119.45	76,183.43	87,936.02	115.43 %
Total Accounts Payable	\$164,119.45	\$76,183.43	\$87,936.02	115.43 %
Total Current Liabilities	\$164,119.45	\$76,183.43	\$87,936.02	115.43 %
Total Liabilities	\$164,119.45	\$76,183.43	\$87,936.02	115.43 %
Equity				
32000 Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.91 %
Net Income	62,723.61	235,285.69	-172,562.08	-73.34 %
Total Equity	\$156,592.72	\$434,641.44	\$ -278,048.72	-63.97 %
TOTAL LIABILITIES AND EQUITY	\$320,712.17	\$510,824.87	\$ -190,112.70	-37.22 %

NORTH LAKE TAHOE RESORT.

A/R Aging Summary

As of January 31, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Travel North Tahoe Nevada formerly IVCBVB	45,833.00					\$45,833.00
TOTAL	\$45,833.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45,833.00

NORTH LAKE TAHOE RESORT.

A/P Aging Summary

As of January 31, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Augustine Agency	40,558.79					\$40,558.79
Destination Reps	2,200.00					\$2,200.00
Fallon Multimedia	4,000.00					\$4,000.00
Gate 7 Pty Ltd*	15,988.10					\$15,988.10
MAHK Advertising		90,710.56				\$90,710.56
Pony Express Territory		750.00				\$750.00
Ryan Salm Photography	252.00					\$252.00
Sterling Valley Systems, Inc.	9,660.00					\$9,660.00
TOTAL	\$72,658.89	\$91,460.56	\$0.00	\$0.00	\$0.00	\$164,119.45

NORTH LAKE TAHOE RESORT.

Profit and Loss Comparison

January 2025

	TOTAL			
	JAN 2025	JAN 2024 (PY)	CHANGE	% CHANGE
Income				
4000-00 LTIVCBVB Funding	45,833.00	79,166.00	-33,333.00	-42.11 %
4001-00 NLTRA Funding	113,750.83	436,480.00	-322,729.17	-73.94 %
4099-00 Revenue - Other	0.00		0.00	
Total Income	\$159,583.83	\$515,646.00	\$ -356,062.17	-69.05 %
GROSS PROFIT	\$159,583.83	\$515,646.00	\$ -356,062.17	-69.05 %
Expenses				
5000-00 CONSUMER MARKETING				
5001-01 Podcast		7,039.22	-7,039.22	-100.00 %
5002-01 Native Display	5,600.00	11,000.00	-5,400.00	-49.09 %
5004-00 Trip Advisor		5,590.53	-5,590.53	-100.00 %
5005-00 Paid Social	4,510.71	2,985.27	1,525.44	51.10 %
5005-01 Digital Display / Retargeting	3,738.60	3,344.23	394.37	11.79 %
5007-00 Creative Production				
5007-01 Creative Production	1,591.25	8,036.25	-6,445.00	-80.20 %
5007-02 Website Production	252.00	1,393.26	-1,141.26	-81.91 %
5007-03 Photo/Video Creative	1,823.24	1,736.42	86.82	5.00 %
Total 5007-00 Creative Production	3,666.49	11,165.93	-7,499.44	-67.16 %
5010-00 Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.65 %
5018-00 Media Commission	2,444.71	5,741.60	-3,296.89	-57.42 %
5018-01 Digital Ad Serving	35.18	69.24	-34.06	-49.19 %
5020-00 Search Engine Marketing	3,542.98	4,136.06	-593.08	-14.34 %
5021-01 Stewardship Campaign	9,887.25		9,887.25	
5022-00 Email	551.43	5,000.00	-4,448.57	-88.97 %
5024-00 Fusion 7	1,764.75		1,764.75	
Total 5000-00 CONSUMER MARKETING	42,742.10	64,572.08	-21,829.98	-33.81 %
5110-00 LEISURE SALES				
5112-00 Training / Sales Calls		7,683.87	-7,683.87	-100.00 %
5120-00 Domestic - Trade Shows		1,698.00	-1,698.00	-100.00 %
5131-00 FAMS -Intl - Travel Trade	609.77		609.77	
5137-00 Co-op Opportunities	5,000.00	2,000.00	3,000.00	150.00 %
5143-00 Mountain Travel Symposium		-31,631.21	31,631.21	100.00 %
5147-00 AUS / Gate 7	10,378.33	9,175.00	1,203.33	13.12 %
5154-00 Canada		2,600.00	-2,600.00	-100.00 %
5157-00 International Efforts	750.00		750.00	
Total 5110-00 LEISURE SALES	16,738.10	-8,474.34	25,212.44	297.52 %
5200-00 PUBLIC RELATIONS				
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.00 %
5202-00 PR Program/ Content Dev - Blogs	1,032.50	3,075.45	-2,042.95	-66.43 %
5206-00 Digital Buy/ Social Media Boost	700.00	950.00	-250.00	-26.32 %

NORTH LAKE TAHOE RESORT.

Profit and Loss Comparison

January 2025

	TOTAL			
	JAN 2025	JAN 2024 (PY)	CHANGE	% CHANGE
5207-00 Content Campaigns/Tools-My Emma		332.00	-332.00	-100.00 %
5208-01 Int'l FAM Hard Cost		560.97	-560.97	-100.00 %
5209-00 Domestic Travel Media FAMS	1,764.75		1,764.75	
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	0.00 %
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.00 %
5221-00 Photography & Video Asset Dev		15,571.38	-15,571.38	-100.00 %
5222-00 Media Tracking / Membership	883.02	883.02	0.00	0.00 %
Total 5200-00 PUBLIC RELATIONS	18,080.27	35,072.82	-16,992.55	-48.45 %
6000-00 CONFERENCE SALES				
6003-00 Geo-Fence Targeting	16.06	352.10	-336.04	-95.44 %
6004-00 Email		1,560.00	-1,560.00	-100.00 %
6005-00 Paid Media	2,327.43	4,437.12	-2,109.69	-47.55 %
6007-00 Creative Production		1,156.25	-1,156.25	-100.00 %
6018-00 MCC Media Commission	1,326.65	812.86	513.79	63.21 %
6128-00 HelmsBriscoe Strategic Partner		612.50	-612.50	-100.00 %
6153-00 Chicago Sales Rep Support	2,200.00	2,100.00	100.00	4.76 %
Total 6000-00 CONFERENCE SALES	5,870.14	11,030.83	-5,160.69	-46.78 %
6100-00 TRADE SHOWS				
6116-00 CalSAE Seasonal Spectacular		1,226.21	-1,226.21	-100.00 %
6155-00 Connect Trade Shows		110.82	-110.82	-100.00 %
Total 6100-00 TRADE SHOWS		1,337.03	-1,337.03	-100.00 %
7000-00 COMMITTED & ADMIN EXPENSES				
5009-00 Fulfillment / Mail		119.99	-119.99	-100.00 %
7002-00 CRM Subscription	274.00		274.00	
7004-00 Research	2,420.83	2,685.02	-264.19	-9.84 %
7007-00 Destimetrics / DMX	9,660.00	8,440.75	1,219.25	14.44 %
7008-00 Opportunistic Funds		1,075.60	-1,075.60	-100.00 %
8700-00 Automobile Expense*		137.76	-137.76	-100.00 %
Total 7000-00 COMMITTED & ADMIN EXPENSES	12,354.83	12,459.12	-104.29	-0.84 %
8000-00 WEBSITE CONTENT & MAINTENANCE				
8002-00 Content Manager Contractor	4,000.00	4,250.00	-250.00	-5.88 %
8003-00 Website Hosting Maintenance		599.00	-599.00	-100.00 %
8004-00 Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.00 %
8005-00 Website SEO Strategy/Maint	2,700.00	4,172.50	-1,472.50	-35.29 %
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	14,200.00	16,521.50	-2,321.50	-14.05 %
Total Expenses	\$109,985.44	\$132,519.04	\$ -22,533.60	-17.00 %
NET INCOME	\$49,598.39	\$383,126.96	\$ -333,528.57	-87.05 %

NORTH LAKE TAHOE MARKETING CO-OP
Budget vs. Actuals: FY_2024_2025 - FY25 P&L
 July 2024 - January 2025

	Jan 2025				YTD			
	Actual	Budget	Variance	% of Budget	Actual	Budget	Variance	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	100.00%	320,831.00	320,831.00	0.00	100.00%
4000-01 LTIVCBVB Funding Add-On		0.00	0.00		20,000.00	20,000.00	0.00	100.00%
Total 4000-00 LTIVCBVB Funding	\$ 45,833.00	\$ 45,833.00	\$ 0.00	100.00%	\$ 340,831.00	\$ 340,831.00	\$ 0.00	100.00%
4001-00 NLTRA Funding	113,750.83	113,750.00	0.83	100.00%	796,250.83	796,250.00	0.83	100.00%
4001-01 NLTRA Funding Add-On		0.00	0.00		80,000.00	80,000.00	0.00	100.00%
Total 4001-00 NLTRA Funding	\$ 113,750.83	\$ 113,750.00	\$ 0.83	100.00%	\$ 876,250.83	\$ 876,250.00	\$ 0.83	100.00%
Total Income	\$ 159,583.83	\$ 159,583.00	\$ 0.83	100.00%	\$ 1,217,081.83	\$ 1,217,081.00	\$ 0.83	100.00%
Gross Profit	\$ 159,583.83	\$ 159,583.00	\$ 0.83	100.00%	\$ 1,217,081.83	\$ 1,217,081.00	\$ 0.83	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes		0.00	0.00		0.00	2,212.00	-2,212.00	0.00%
5002-00 Consumer Print			0.00		14,700.00	12,566.00	2,134.00	116.98%
5002-01 Native Display	5,600.00	0.00	5,600.00		48,144.45	45,946.00	2,198.45	104.78%
5005-00 Paid Social	4,510.71	5,959.00	-1,448.29	75.70%	81,452.79	100,733.00	-19,280.21	80.86%
5005-01 Digital Display / Retargeting	3,738.60	5,206.00	-1,467.40	71.81%	53,689.59	62,290.00	-8,600.41	86.19%
5007-00 Creative Production								
5007-01 Creative Production	1,591.25	0.00	1,591.25		78,285.27	65,000.00	13,285.27	120.44%
5007-02 Website Production	252.00	0.00	252.00		8,984.50	10,000.00	-1,015.50	89.85%
5007-03 Photo/Video Creative	1,823.24	0.00	1,823.24		12,415.37	21,879.00	-9,463.63	56.75%
Total 5007-00 Creative Production	\$ 3,666.49	\$ 0.00	\$ 3,666.49		\$ 99,685.14	\$ 96,879.00	\$ 2,806.14	102.90%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	49,000.00	49,000.00	0.00	100.00%
5016 Video Streaming		0.00	0.00		51,268.83	67,699.00	-16,430.17	75.73%
5017-00 Rich Media		0.00	0.00		49,558.00	47,500.00	2,058.00	104.33%
5018-00 Media Commission	2,444.71	5,099.00	-2,654.29	47.94%	49,109.45	55,068.00	-5,958.55	89.18%

	Jan 2025				YTD			
	Actual	Budget	Variance	% of Budget	Actual	Budget	Variance	% of Budget
5018-01 Digital Ad Serving	35.18	1,073.00	-1,037.82	3.28%	1,144.17	5,364.00	-4,219.83	21.33%
5020-00 Search Engine Marketing	3,542.98	14,420.00	-10,877.02	24.57%	56,763.60	79,308.00	-22,544.40	71.57%
5021-01 Stewardship Campaign	9,887.25	8,104.00	1,783.25	122.00%	47,609.79	36,217.00	11,392.79	131.46%
5022-00 Email	551.43		551.43		17,292.72	0.00	17,292.72	
5024-00 Fusion 7	1,764.75	0.00	1,764.75		3,411.85	0.00	3,411.85	
Total 5000-00 CONSUMER MARKETING	\$ 42,742.10	\$ 46,861.00	-\$ 4,118.90	91.21%	\$ 622,830.38	\$ 660,782.00	-\$ 37,951.62	94.26%
5110-00 LEISURE SALES								
5107-00 Creative Production		0.00	0.00		0.00	960.00	-960.00	0.00%
5111-00 FAMS - Domestic		1,000.00	-1,000.00	0.00%	0.00	3,000.00	-3,000.00	0.00%
5112-00 Training / Sales Calls		2,500.00	-2,500.00	0.00%	4,314.15	9,000.00	-4,685.85	47.94%
5113-00 Additional Opportunities		2,500.00	-2,500.00	0.00%	0.00	5,000.00	-5,000.00	0.00%
5120-00 Domestic Trade Shows						5,000.00	-5,000.00	0.00%
5131-00 FAMS -Intl - Travel Trade	609.77	0.00	609.77		2,875.95	2,500.00	375.95	115.04%
5137-00 Co-op Opportunities	5,000.00	5,000.00	0.00	100.00%	15,375.00	15,000.00	375.00	102.50%
5143-00 Mountain Travel Symposium		0.00	0.00		391.40	0.00	391.40	
5144-00 IPW - POW WOW		7,500.00	-7,500.00	0.00%	0.00	7,500.00	-7,500.00	0.00%
5147-00 AUS / Gate 7	10,378.33	9,624.00	754.33	107.84%	34,627.33	28,872.00	5,755.33	119.93%
5154-00 Canada		7,800.00	-7,800.00	0.00%	15,600.00	23,400.00	-7,800.00	66.67%
5155-00 California Star Program		0.00	0.00		0.00	3,600.00	-3,600.00	0.00%
5157-00 International Efforts	750.00	2,500.00	-1,750.00	30.00%	2,495.00	2,500.00	-5.00	99.80%
Total 5110-00 LEISURE SALES	\$ 16,738.10	\$ 38,424.00	-\$ 21,685.90	43.56%	\$ 75,678.83	\$ 106,332.00	-\$ 30,653.17	71.17%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	100.00%	42,000.00	42,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs	1,032.50	1,208.00	-175.50	85.47%	8,945.00	8,456.00	489.00	105.78%
5204-00 Media Mission(s)		4,500.00	-4,500.00	0.00%	2,450.00	5,000.00	-2,550.00	49.00%
5206-00 Digital Buy/ Social Media Boost	700.00	700.00	0.00	100.00%	4,900.00	4,900.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma		0.00	0.00		300.00	0.00	300.00	
5209-00 Domestic Travel Media FAMS	1,764.75	0.00	1,764.75		12,893.26	3,000.00	9,893.26	429.78%
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	100.00%	14,080.00	11,900.00	2,180.00	118.32%
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	100.00%	42,000.00	42,000.00	0.00	100.00%

	Jan 2025				YTD			
	Actual	Budget	Variance	% of Budget	Actual	Budget	Variance	% of Budget
5216-00 PR Content Development + Distri		1,200.00	-1,200.00	0.00%	2,400.00	3,600.00	-1,200.00	66.67%
5222-00 Media Tracking / Membership	883.02	883.00	0.02	100.00%	2,649.06	2,649.00	0.06	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 18,080.27	\$ 22,191.00	-\$ 4,110.73	81.48%	\$ 132,617.32	\$ 123,505.00	\$ 9,112.32	107.38%
6000-00 CONFERENCE SALES								
6003-00 Geo-Fence Targeting	16.06	1,500.00	-1,483.94	1.07%	3,553.61	7,500.00	-3,946.39	47.38%
6004-00 Email		0.00	0.00		480.00	960.00	-480.00	50.00%
6005-00 Paid Media	2,327.43	2,205.00	122.43	105.55%	10,888.28	11,230.00	-341.72	96.96%
6006-00 CVENT		0.00	0.00		12,980.82	12,980.00	0.82	100.01%
6007-00 Creative Production		0.00	0.00		7,817.16	17,500.00	-9,682.84	44.67%
6014-00 MCC Group Incentive Program		2,000.00	-2,000.00	0.00%	0.00	4,000.00	-4,000.00	0.00%
6015-00 MCC National Memberships		0.00	0.00		1,214.00	1,000.00	214.00	121.40%
6018-00 MCC Media Commission	1,326.65	0.00	1,326.65		6,139.22	3,000.00	3,139.22	204.64%
6018-01 MCC Digital Ad Serving		30.00	-30.00	0.00%	43.90	210.00	-166.10	20.90%
6128-00 HelmsBriscoe Strategic Partner			0.00		7,350.00	7,000.00	350.00	105.00%
6152-00 Client Events / Opportunities			0.00		4,910.89	2,500.00	2,410.89	196.44%
6153-00 Chicago Sales Rep Support	2,200.00	3,500.00	-1,300.00	62.86%	6,763.06	3,500.00	3,263.06	193.23%
Total 6000-00 CONFERENCE SALES	\$ 5,870.14	\$ 9,235.00	-\$ 3,364.86	63.56%	\$ 62,140.94	\$ 71,380.00	-\$ 9,239.06	87.06%
6100-00 TRADE SHOWS								
6111-00 Site Inspections		1,000.00	-1,000.00	0.00%	0.00	2,000.00	-2,000.00	0.00%
6116-00 CalSAE Seasonal Spectacular		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%
6151-00 Destination CA		0.00	0.00		9,266.97	10,000.00	-733.03	92.67%
6154-00 HelmsBriscoe ABC		5,775.00	-5,775.00	0.00%	0.00	5,775.00	-5,775.00	0.00%
6182-00 Destination Celebration		0.00	0.00		0.00	1,000.00	-1,000.00	0.00%
6183-00 Smart Meetings NorCal		0.00	0.00		5,750.00	7,000.00	-1,250.00	82.14%
Total 6100-00 TRADE SHOWS	\$ 0.00	\$ 6,775.00	-\$ 6,775.00	0.00%	\$ 15,016.97	\$ 30,775.00	-\$ 15,758.03	48.80%
7000-00 COMMITTED & ADMIN EXPENSES								
5009-00 Fulfillment / Mail		150.00	-150.00	0.00%	644.98	1,050.00	-405.02	61.43%
5021-00 RASC-Reno Air Service Corp			0.00		50,000.01	50,000.00	0.01	100.00%
5123-00 HSVC - High Sierra Visitors			0.00		2,500.00	2,500.00	0.00	100.00%
5124-00 Reno Tahoe Territory Membership		0.00	0.00		0.00	1,000.00	-1,000.00	0.00%

	Jan 2025				YTD			
	Actual	Budget	Variance	% of Budget	Actual	Budget	Variance	% of Budget
7002-00 CRM Subscription	274.00	2,500.00	-2,226.00	10.96%	5,274.00	7,500.00	-2,226.00	70.32%
7004-00 Research	2,420.83	5,000.00	-2,579.17	48.42%	29,938.96	40,410.00	-10,471.04	74.09%
7007-00 Destimetrics / DMX	9,660.00	8,441.00	1,219.00	114.44%	28,980.00	25,323.00	3,657.00	114.44%
7010-00 Photo Management & Storage		7,889.00	-7,889.00	0.00%	0.00	7,889.00	-7,889.00	0.00%
7020-00 Collateral Production / Printin			0.00		3,170.16	0.00	3,170.16	
8700-00 Automobile Expense*			0.00		136.17	0.00	136.17	
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 12,354.83	\$ 23,980.00	-\$ 11,625.17	51.52%	\$ 120,644.28	\$ 135,672.00	-\$ 15,027.72	88.92%
8000-00 WEBSITE CONTENT & MAINTENANCE								
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	100.00%	28,250.00	28,000.00	250.00	100.89%
8003-00 Website Hosting Maintenance		0.00	0.00		1,073.00	0.00	1,073.00	
8004-00 Website Strategy & Maintenance	7,500.00	7,500.00	0.00	100.00%	77,206.50	53,076.00	24,130.50	145.46%
8005-00 Website SEO Strategy/Maint	2,700.00	2,700.00	0.00	100.00%	18,900.00	18,900.00	0.00	100.00%
Total 8000-00 WEBSITE CONTENT & MAINT	\$ 14,200.00	\$ 14,200.00	\$ 0.00	100.00%	\$ 125,429.50	\$ 99,976.00	\$ 25,453.50	125.46%
Total Expenses	\$ 109,985.44	\$ 161,666.00	-\$ 51,680.56	68.03%	\$ 1,154,358.22	\$ 1,228,422.00	-\$ 74,063.78	93.97%
Net Income	\$ 49,598.39	-\$ 2,083.00	\$ 51,681.39	-2381.10%	\$ 62,723.61	-\$ 11,341.00	\$ 74,064.61	-553.07%