



Finance Committee
Date: Monday March 24th, 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

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as authorized by AB 361

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*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 February 26th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials:

a) Review Staff Report on Financial Performance
b) NTCA 2/28/25 Financials Review (Motion) |

c) NLTMC 2/28/25 Financial Review

- 10:30 a.m. 6. Presentation of preliminary FY 25/26 Marketing Budget by Kirstin Guinn
- 11:00 a.m. 7. Presentation of FY 23/24 Audit report by AE Powell
 - a) **Approve FY 23/24 Audit results (Motion)**
- 11:20 a.m. 8. CEO Expense Report
- 11:25 a.m. 9. Items for Committee Review, Discussion/or Recommendations
- 10. Agenda Input for Next Finance Committee Meeting & Next Meeting Date
- 11. Committee Member Comments
- 11:30 a.m. 12. Adjournment



3/24/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for February 28, 2025

Summary of preliminary NTCA financial results for February 28, 2025

- Accounts Receivable TBID –Total remaining Q2 collections in March were slightly lower than I forecasted last month, resulting in a 7% increase over prior year for Q2 rather than 15-24% as I predicted. TBID collections year-to-date are 11% over budget and 5% over the prior year.
- Accounts Receivable Membership Dues – prior fiscal year amounts due.
- Prepaid Expenses – prepayments for video and photo productions, annual subscriptions and NLTMC March 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 – Two pay periods in February
- Rent & utilities – Includes rent for the new Kings Beach location.
- Supplies & Mail – YTD includes additional supplies for Kings Beach Visitor’s center
- Due and Subscriptions – YTD includes subscriptions to Key Data and Symphony data suppliers.
- Staff Expenses – include meals and travel expenses
- 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 and Economic Impact study
- Equipment Support – Includes our monthly IT support

- Event Sponsorships – February payments include support for Alpenglow Winter Speaker series, 2025 Broken Arrow Sky Race, and Big Blue Adventures
- Events & Activities – An adjustment was made in February to reclassify prior period expenses for Chamber Mixers
- 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
- Housing Hub Funding – Second annual incubation funding per contract was made in February
- Grant Funding Sponsorship – February payments include funding for BEBOT, Sierra Community House, Secline Beach Enhancement, Kings Beach parking mgmt., Workforce Van pool, Park and Ride, Lease for Locals, and Tahoe City Access Improvements
- Grant Funding First Annual - February payments include funding for Housing Hub, Olympic Sports Museum, Don't Drop the Top, Clean up the Lake Deep Dive, and Tahoe City Nordic
- Chamber Activities & Marketing – Includes payments to Cal Travel and our marketing consultant

Summary of preliminary NLTMC financial results for February 28, 2025

- Total spend YTD of \$1.259m is \$61k less than budget of \$1.321m resulting in NI of \$117k vs \$59k budget so far this fiscal year

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

February 28th, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Friday, February 28, 2025

1 of 1
3/21/2025
1:26 PM

	YTD		
	Feb 2025	Feb 2024	Variance
	Fiscal 24/2025	Fiscal 23/2024	
Current Assets			
Cash - TBID Disbursements	342,141	312,819	(29,322)
Cash - TBID Funding	214,131	2,093,035	1,878,903
Cash - Payroll	45,787	160,044	114,257
Cash - Money Market	4,947,422	4,043,500	(903,922)
Cash - Plumas 1939	101,679	101,425	(254)
Cash - Plumas 1929	50,579	50,498	(81)
Cash - Chamber	364	45,702	45,338
Cash in Drawer	1,017	3,082	2,065
Petty Cash	436	136	(300)
Accounts Receivable - TBID	307,511	808,953	501,441
Accounts Receivable - Chamber	3,700	0	(3,700)
Accounts Receivable - Membership Dues	0	3,775	3,775
Allowance for Doubtful Accounts	(1,336)	(920)	417
Inventory Asset	89,436	24,509	(64,927)
Prepaid Expenses	146,558	49,200	(97,359)
Prepaid Postage	100	100	0
Prepaid Insurance	0	612	612
Total Current Assets	6,249,525	7,696,469	1,446,944
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(40,121)	(37,060)	3,061
Computer Equipment	47,807	48,616	808
Accumulated Depreciation - Computer Equipment	(12,979)	(4,088)	8,892
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	(61,985)	(24,284)	37,701
Operating Lease Right-of-Use Asset	360,899	520,312	159,413
Total Fixed Assets	494,153	564,841	70,688
Total Assets	\$6,743,677	\$8,261,310	\$1,517,633
Liabilities			
Current Liabilities			
Accounts Payable	680,546	80,390	600,156
Accounts Payable - CO-OP	0	202,500	(202,500)
Incentives Payable	95,587	0	95,587
401k Payable	58	0	58
Accrued Expenses	0	1,460	(1,460)
Deferred Revenue - Membership Dues	4,149	4,442	(294)
Due To/From BOTW CC	0	50	(50)
Operating Lease Liability	168,742	157,685	11,057
<i>Suspense (may include rounding)</i>	<i>(240)</i>	<i>(237)</i>	<i>(3)</i>
Total Current Liabilities	948,842	446,290	(502,552)
Long-Term Liabilities			
Operating Lease Liability	211,744	380,707	(168,963)
Total Long Term Liabilities	211,744	380,707	168,963
Total Liabilities	1,160,586	826,997	(333,589)
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	(2,609,642)	63,247	(2,672,889)
Total Equity	5,583,091	7,434,313	1,851,222
Liabilities & Shareholder Equity	\$6,743,677	\$8,261,310	\$1,517,633

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 - 2/28/2025
 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: 2/28/2025 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
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY					
Voucher(s): 2	Aged Totals:		\$800.00	\$800.00	\$0.00	\$0.00	\$0.00
62ABOVE	62Above						
Voucher(s): 3	Aged Totals:		\$31,000.00	\$31,000.00	\$0.00	\$0.00	\$0.00
AE POWELL INC	AE Powell, Inc						
Voucher(s): 1	Aged Totals:		\$9,600.00	\$9,600.00	\$0.00	\$0.00	\$0.00
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY					
Voucher(s): 1	Aged Totals:		\$324.67	\$0.00	\$324.67	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY					
Voucher(s): 4	Aged Totals:		\$2,760.00	\$2,760.00	\$0.00	\$0.00	\$0.00
BARBARA LEWICKI	Barbara Lewicki	PRIMARY					
Voucher(s): 1	Aged Totals:		\$270.00	\$270.00	\$0.00	\$0.00	\$0.00
BIG BLUE ADVENT	Big Blue Adventures	PRIMARY					
Voucher(s): 1	Aged Totals:		\$17,500.00	\$17,500.00	\$0.00	\$0.00	\$0.00
CALIFORNIA TAHO	California Tahoe Conservancy						
Voucher(s): 1	Aged Totals:		\$6,417.90	\$6,417.90	\$0.00	\$0.00	\$0.00
CHEF YORKEY	Chef Yorkey						
Voucher(s): 1	Aged Totals:		\$3,000.00	\$3,000.00	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY					
Voucher(s): 4	Aged Totals:		\$2,280.30	\$2,280.30	\$0.00	\$0.00	\$0.00
CIVITAS	Civitas	PRIMARY					
Voucher(s): 1	Aged Totals:		\$7,280.00	\$7,280.00	\$0.00	\$0.00	\$0.00
CLEAN UP THE LA	Clean Up The Lake						
Voucher(s): 1	Aged Totals:		\$9,702.55	\$9,702.55	\$0.00	\$0.00	\$0.00
CORAGGIO GROUP	Coraggio Group	PRIMARY					
Voucher(s): 1	Aged Totals:		\$13,229.16	\$13,229.16	\$0.00	\$0.00	\$0.00
COUNTY OF PLACE	County Of Placer	PRIMARY					
Voucher(s): 1	Aged Totals:		\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
CSG DIRECT, INC	CSG Direct, Inc.	PRIMARY					
Voucher(s): 1	Aged Totals:		\$3,968.21	\$3,968.21	\$0.00	\$0.00	\$0.00
CYBERLINK	CyberlinkASP Technology	PRIMARY					
Voucher(s): 2	Aged Totals:		\$1,084.00	\$1,084.00	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Vendor ID: DEAN RUNYAN ASS	Name: Dean Runyan Associates	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$12,750.00	\$12,750.00	\$0.00	\$0.00
Vendor ID: ECO CLEAN	Name: ECO-CLEAN Solutions	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$10,000.00	\$10,000.00	\$0.00	\$0.00
Vendor ID: FRANCOIS CAZALO	Name: Francois Cazalot	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$50.00	\$0.00	\$50.00	\$0.00
Vendor ID: GRANLIBAKKEN MA	Name: Granlibakken Management Company, Ltd.	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$530.40	\$530.40	\$0.00	\$0.00
Vendor ID: GROWTHZONE & CH	Name: GrowthZone & Chambermaster	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$1,605.00	\$1,605.00	\$0.00	\$0.00
Vendor ID: IDSS GLOBAL LLC	Name: iDSS Global LLC	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00
Vendor ID: ISOLVED	Name: iSolved Benefit Services	Class ID: PRIMARY		User-Defined 1:	
	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
Vendor ID: JVP COMM	Name: JVP Communications, LLC	Class ID: PRIMARY		User-Defined 1:	
	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
Vendor ID: LATHER FIZZ	Name: Lather and Fizz	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$122.00	\$122.00	\$0.00	\$0.00
Vendor ID: LEARN TOURISM	Name: Learn Tourism Inc.	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$5,000.00	\$5,000.00	\$0.00	\$0.00
Vendor ID: LT MARKETING	Name: LT Marketing	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$11,620.95	\$11,620.95	\$0.00	\$0.00
Vendor ID: MTN ALOHA ART	Name: Mountain Aloha Art	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$150.00	\$150.00	\$0.00	\$0.00
Vendor ID: NTBA	Name: North Tahoe Business Association*	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$22,500.00	\$22,500.00	\$0.00	\$0.00
Vendor ID: NTPUD	Name: North Tahoe Public Utility District	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$34,845.40	\$34,845.40	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 4	Aged Totals:	\$994.88	\$994.88	\$0.00	\$0.00
Vendor ID: ONE WEST TOURIS	Name: One West Tourism Alliance	Class ID:		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,835.00	\$2,835.00	\$0.00	\$0.00
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): 2	Aged Totals:	\$555.00	\$555.00	\$0.00	\$0.00
Vendor ID: PC DEPT OF PW	Name: Placer County Dept of Public Works	Class ID: PRIMARY		User-Defined 1:	
	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$241,133.12	\$241,133.12	\$0.00	\$0.00
Vendor ID: PETER KRYPEK	Name: Peter Krystek	Class ID:		User-Defined 1:	

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: SDBX	Name: SDBX Studio, LLC.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$1,400.00	\$1,400.00	\$0.00	\$0.00	\$0.00
Vendor ID: SEC LOCK&ALARM	Name: Security Lock and Alarm, Inc.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$8,076.25	\$8,076.25	\$0.00	\$0.00	\$0.00
Vendor ID: SIERRA CH	Name: Sierra Community House					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$37,067.37	\$37,067.37	\$0.00	\$0.00	\$0.00
Vendor ID: STARLIGHT ENTER	Name: Starlight Enterprises					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$2,306.25	\$2,306.25	\$0.00	\$0.00	\$0.00
Vendor ID: STUDIO OUT WEST	Name: Studio Out West					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$453.50	\$453.50	\$0.00	\$0.00	\$0.00
Vendor ID: SUE PEMBERTON	Name: Sue Pemberton					
Class ID:	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA					
Class ID:	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$2,091.00	\$2,091.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE ART HAUS	Name: Tahoe Art Haus & Cinema					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE HOUSING H	Name: Tahoe Housing Hub					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$67,500.00	\$67,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE TOFFEE	Name: Tahoe Toffee Candy Company					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$168.50	\$168.50	\$0.00	\$0.00	\$0.00
Vendor ID: TC NORDIC	Name: Tahoe Cross Country Ski Education Associ					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$13,943.75	\$13,943.75	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$374.00	\$374.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCFM	Name: Tahoe City Farmers Market					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$867.64	\$0.00	\$0.00	\$0.00	\$867.64
Vendor ID: TNTTMA	Name: TNT / TMA, Inc.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$66,945.36	\$66,945.36	\$0.00	\$0.00	\$0.00
Vendor ID: TTSD	Name: Tahoe Truckee Sierra Disposal*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 2	Aged Totals:	\$12,547.65	\$12,547.65	\$0.00	\$0.00	\$0.00
Vendor ID: UBEO	Name: UBEO formerly RAY MORGAN					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$161.79	\$161.79	\$0.00	\$0.00	\$0.00
Vendor ID: ULINE	Name: Uline					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$265.31	\$265.31	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration					
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): 2	Aged Totals:	\$199.76	\$199.76	\$0.00	\$0.00	\$0.00
<hr/>						
	<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:	53	\$680,545.92	\$679,303.61	\$374.67	\$0.00	\$867.64

PL - Budget vs Actual

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

1 of 14
3/21/2025
2:54 PM

	Feb 2025			Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget	Prior Y...	Actual	Budget		
Revenues							
Revenues	201,412	201,412	208,389	3,472,406	3,472,405	2	3,636,467
Chamber Revenue - Member...	616	2,133	0	4,506	17,067	(12,561)	33,491
Retail Revenue	8,933	5,333	5,043	124,190	42,667	81,523	96,236
Revenue - Other	0	12,500	0	0	100,000	(100,000)	705
Revenue - Interest & Investm...	9,934	8,750	10,732	102,971	70,000	32,971	33,823
Total Revenues	220,895	230,128	224,164	3,704,073	3,702,138	1,935	3,800,722
Cost of Goods Sold	4,425	2,667	18,201	58,346	21,333	37,013	63,226
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...	4,425	2,667	18,201	58,346	21,333	37,013	64,708
Gross Profit	216,470	227,462	205,963	3,645,727	3,680,805	(35,078)	3,736,014
Operating Expenses							
Salaries & Wage Expense	172,919	191,466	130,229	1,446,220	1,531,730	(85,510)	1,199,213
Rent & Utilities	20,737	21,898	15,223	152,641	175,205	(22,564)	129,697
Repairs & Maintenance	10,986	8,459	3,810	30,272	67,692	(37,420)	25,227
Telephone & Internet	2,835	1,653	150	13,682	14,386	(704)	7,956
Supplies & Mail	11,143	2,884	1,965	61,098	23,054	38,044	46,535
Taxes, Licenses, Fees	6,185	11,134	(1,584)	67,027	90,717	(23,690)	37,176
Credit Card Fees	80	0	0	1,489	0	1,489	1,818
Dues & Subscriptions	16,045	1,816	9,819	90,156	15,596	74,560	32,481
Insurance/Bonding	0	1,333	306	7,556	10,668	(3,112)	6,816
Associate Relations	157	0	0	1,633	0	1,633	5
Staff Expenses	12,109	3,496	1,690	51,365	37,025	14,340	21,511
Board Functions	3,905	5,986	5,701	16,281	25,657	(9,376)	24,847
Professional Fees	33,340	5,667	2,905	109,105	45,332	63,773	64,352
Research & Planning	12,750	0	0	18,000	0	18,000	0
Equipment Support & Mainten...	7,137	7,532	4,569	52,133	60,256	(8,123)	30,380
Equipment Rental/Leasing	28	0	0	2,067	0	2,067	0
Depreciation	6,631	1,250	808	47,229	10,000	37,229	2,393
Event Sponsorships	63,500	51,250	55,000	639,789	410,000	229,789	218,020
Events & Activities	(9,478)	0	0	0	0	0	0
NLTMC Contributions	113,750	131,667	73,217	990,000	1,053,332	(63,332)	1,029,839
Non-NLTMC Marketing	12,734	17,683	5,547	114,635	141,467	(26,832)	59,063
In-Market/Tourism	14,409	14,900	7,096	118,858	119,200	(342)	80,649
Media/Collateral/Production	74,518	21,292	26,661	228,588	170,333	58,255	125,329
Business Assn Grant Funding	22,500	50,000	20,000	451,176	400,000	51,176	317,815
Housing Hub Funding	150,000	12,500	0	150,000	100,000	50,000	150,000
Grant Funding - Sponsorship	389,991	97,139	0	955,631	777,113	178,517	30,000
Grant Funding - First Annual	118,589	136,556	0	263,977	1,092,446	(828,468)	0
Grant Funding - Second Annu...	0	57,162	0	0	457,296	(457,296)	0
Chamber Activities	18,095	33,333	3,869	52,596	266,667	(214,071)	28,803
Chamber Activities - Member...	0	0	0	8,000	0	8,000	13
Chamber Marketing	24,234	8,333	3,219	110,005	66,667	43,338	8,197
Chamber Activities - Commun...	0	0	0	195	0	195	(7,491)
Donations	0	0	0	3,966	0	3,966	0
Allocated Administrative Over...	0	0	0	0	(1)	1	0
Total Operating Expe...	1,309,831	896,389	370,200	6,255,368	7,161,837	(906,468)	3,670,642
Net Operating Income	(1,093,360)	(668,928)	(164,236)	(2,609,642)	(3,481,032)	871,390	65,372
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	(1,093,360)	(668,928)	(164,236)	(2,609,642)	(3,481,032)	871,390	63,247

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	105,741	105,741	109,404	1,823,015	1,823,014	1	1,909,147
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	105,741	105,741	109,404	1,823,015	1,823,014	1	1,909,852
Gross Profit	105,741	105,741	109,404	1,823,015	1,823,014	1	1,909,852
Operating Expenses							
Salaries & Wage Expense	36,475	37,089	32,787	281,922	296,708	(14,786)	247,773
Rent & Utilities	2,807	3,224	2,601	22,027	25,798	(3,771)	21,285
Repairs & Maintenance	0	2,690	0	1,129	21,520	(20,391)	0
Telephone & Internet	200	499	0	650	3,989	(3,339)	150
Supplies & Mail	2,675	648	0	12,895	5,182	7,713	5,529
Taxes, Licenses, Fees	0	67	0	0	532	(532)	609
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	3,391	188	55	6,306	1,505	4,801	1,056
Associate Relations	0	0	0	65	0	65	0
Staff Expenses	2,567	284	0	20,027	2,912	17,115	2,635
Board Functions	2,356	0	0	4,022	0	4,022	0
Professional Fees	13,229	0	0	27,074	0	27,074	0
Research & Planning	12,750	0	0	18,000	0	18,000	0
Equipment Support & Mainten...	0	0	0	0	0	0	112
Equipment Rental/Leasing	28	0	0	2,067	0	2,067	0
Event Sponsorships	63,500	26,250	55,000	586,949	210,000	376,949	200,250
Events & Activities	(2,542)	0	0	0	0	0	0
NLTMC Contributions	113,750	131,667	73,217	990,000	1,053,332	(63,332)	1,029,839
Non-NLTMC Marketing	12,734	17,683	5,547	114,635	141,467	(26,832)	59,063
In-Market/Tourism	14,409	14,900	7,096	118,858	119,200	(342)	78,156
Media/Collateral/Production	74,518	20,292	22,215	228,588	162,333	66,255	120,412
Grant Funding - Sponsorship	0	0	0	0	0	0	30,000
Grant Funding - First Annual	0	12,500	0	0	100,000	(100,000)	0
Grant Funding - Second Annu...	0	8,333	0	0	66,667	(66,667)	0
Chamber Activities	18,095	33,333	3,869	52,007	266,667	(214,660)	28,803
Chamber Marketing	24,234	8,333	3,219	110,005	66,667	43,338	8,197
Chamber Activities - Commun...	0	0	0	195	0	195	229
Allocated Administrative Over...	20,011	26,388	0	318,816	211,104	107,712	389,765
Total Operating Expe...	415,185	344,369	205,606	2,916,327	2,755,581	160,745	2,223,863
Net Operating Income	(309,444)	(238,628)	(96,202)	(1,093,312)	(932,567)	(160,745)	(314,011)
Other Expense/<Inco...							
Net Income	(309,444)	(238,628)	(96,202)	(1,093,312)	(932,567)	(160,745)	(314,011)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	29,809	29,809	30,842	513,917	513,917	0	538,197
Total Revenues	29,809	29,809	30,842	513,917	513,917	0	538,197
Gross Profit	29,809	29,809	30,842	513,917	513,917	0	538,197
Operating Expenses							
Salaries & Wage Expense	5,445	6,026	4,739	49,267	48,208	1,059	37,131
Rent & Utilities	501	224	463	3,929	1,792	2,137	3,700
Repairs & Maintenance	0	224	0	0	1,795	(1,795)	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	1,206	(1,206)	0
Event Sponsorships	0	20,833	0	52,840	166,667	(113,827)	16,270
Business Assn Grant Funding	18,000	40,000	16,000	350,453	320,000	30,453	254,252
Grant Funding - Sponsorship	134,509	58,333	0	214,581	466,664	(252,083)	0
Grant Funding - First Annual	54,599	51,824	0	107,482	414,591	(307,109)	0
Grant Funding - Second Annu...	0	16,072	0	0	128,576	(128,576)	0
Allocated Administrative Over...	10,788	15,826	0	71,981	126,610	(54,629)	69,572
Total Operating Expe...	223,841	209,514	21,202	850,534	1,677,080	(826,546)	380,925
Net Operating Income	(194,032)	(179,705)	9,640	(336,618)	(1,163,163)	826,545	157,272
Other Expense/<Inco...							
Net Income	(194,032)	(179,705)	9,640	(336,618)	(1,163,163)	826,545	157,272

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	14,703	14,703	15,212	253,488	253,488	0	265,464
Retail Revenue	8,933	5,333	5,043	124,190	42,667	81,523	96,236
Total Revenues	23,636	20,037	20,255	377,678	296,154	81,523	361,701
Cost of Goods Sold	4,425	2,667	18,201	58,346	21,333	37,013	63,226
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...	4,425	2,667	18,201	58,346	21,333	37,013	64,708
Gross Profit	19,211	17,370	2,054	319,331	274,821	44,510	296,993
Operating Expenses							
Salaries & Wage Expense	23,924	28,508	14,788	201,498	228,064	(26,566)	146,656
Rent & Utilities	11,541	12,931	7,456	77,640	103,448	(25,808)	59,525
Repairs & Maintenance	5,500	55	2,029	6,578	447	6,131	2,029
Telephone & Internet	100	146	0	150	1,168	(1,018)	50
Supplies & Mail	2,378	506	1,490	19,248	4,046	15,202	12,941
Taxes, Licenses, Fees	0	0	(6,141)	0	320	(320)	450
Credit Card Fees	0	0	0	187	0	187	1,311
Dues & Subscriptions	0	0	0	0	213	(213)	0
Associate Relations	157	0	0	272	0	272	0
Staff Expenses	305	605	203	981	5,452	(4,471)	2,206
Equipment Support & Mainten...	0	0	0	536	0	536	0
Depreciation	6,393	833	570	45,319	6,668	38,651	570
Events & Activities	(6,936)	0	0	0	0	0	0
Grant Funding - First Annual	0	4,167	0	0	33,333	(33,333)	0
Grant Funding - Second Annu...	0	8,333	0	0	66,667	(66,667)	0
Allocated Administrative Over...	2,267	4,689	0	43,587	37,515	6,072	64,722
Total Operating Expe...	45,629	60,774	20,395	395,997	487,342	(91,344)	290,459
Net Operating Income	(26,418)	(43,404)	(18,341)	(76,666)	(212,520)	135,855	6,533
Other Expense/<Inco...							
Net Income	(26,418)	(43,404)	(18,341)	(76,666)	(212,520)	135,855	6,533

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	11,078	11,078	11,461	190,982	190,981	1	200,004
Total Revenues	11,078	11,078	11,461	190,982	190,981	1	200,004
Gross Profit	11,078	11,078	11,461	190,982	190,981	1	200,004
Operating Expenses							
Salaries & Wage Expense	14,616	11,325	12,669	123,185	90,598	32,587	111,982
Rent & Utilities	582	1,131	539	4,586	9,054	(4,468)	4,315
Repairs & Maintenance	0	60	0	0	482	(482)	0
Telephone & Internet	150	158	0	250	1,266	(1,016)	125
Supplies & Mail	76	240	0	111	1,915	(1,804)	524
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	1,605	0	0	7,223	213	7,010	1,989
Associate Relations	0	0	0	0	0	0	5
Staff Expenses	2,661	178	0	5,979	2,528	3,451	4,219
Board Functions	134	0	0	671	540	130	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	4,500	10,000	4,000	100,723	80,000	20,723	63,563
Grant Funding - Sponsorship	0	8,333	0	0	66,667	(66,667)	0
Grant Funding - First Annual	0	2,802	0	0	22,413	(22,413)	0
Grant Funding - Second Annu...	0	4,167	0	0	33,333	(33,333)	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...	1,232	3,224	0	23,204	25,789	(2,585)	45,733
Total Operating Expe...	25,557	41,617	17,209	271,109	335,118	(64,010)	229,400
Net Operating Income	(14,479)	(30,540)	(5,748)	(80,127)	(144,138)	64,011	(29,397)
Other Expense/<Inco...							
Net Income	(14,479)	(30,540)	(5,748)	(80,127)	(144,138)	64,011	(29,397)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	15,307	15,307	15,838	263,906	263,906	0	276,373
Total Revenues	15,307	15,307	15,838	263,906	263,906	0	276,373
Gross Profit	15,307	15,307	15,838	263,906	263,906	0	276,373
Operating Expenses							
Salaries & Wage Expense	7,018	21,333	6,104	62,142	170,664	(108,522)	46,920
Rent & Utilities	720	523	665	5,662	4,187	1,475	5,316
Repairs & Maintenance	0	32	0	0	261	(261)	0
Telephone & Internet	0	85	0	0	680	(680)	0
Supplies & Mail	0	200	0	0	1,596	(1,596)	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	850	(850)	0
Housing Hub Funding	150,000	12,500	0	150,000	100,000	50,000	150,000
Grant Funding - Sponsorship	255,482	25,000	0	741,050	200,000	541,050	0
Grant Funding - First Annual	63,991	26,503	0	156,495	212,025	(55,530)	0
Grant Funding - Second Annu...	0	2,083	0	0	16,667	(16,667)	0
Allocated Administrative Over...	24,165	8,236	0	92,164	65,885	26,279	4,215
Total Operating Expe...	501,375	96,602	6,769	1,207,512	773,347	434,165	206,451
Net Operating Income	(486,068)	(81,295)	9,069	(943,606)	(509,441)	(434,165)	69,922
Other Expense/<Inco...							
Net Income	(486,068)	(81,295)	9,069	(943,606)	(509,441)	(434,165)	69,922

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
3/21/2025
2:54 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	6,647	6,647	6,877	114,591	114,590	1	120,004
Total Revenues	6,647	6,647	6,877	114,591	114,590	1	120,004
Gross Profit	6,647	6,647	6,877	114,591	114,590	1	120,004
Operating Expenses							
Salaries & Wage Expense	7,018	7,854	6,104	62,142	62,828	(686)	46,920
Rent & Utilities	575	374	533	4,528	2,992	1,536	4,262
Repairs & Maintenance	0	23	0	0	186	(186)	0
Telephone & Internet	0	0	0	0	730	(730)	0
Supplies & Mail	0	138	0	0	1,099	(1,099)	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	850	(850)	0
Event Sponsorships	0	4,167	0	0	33,333	(33,333)	0
Grant Funding - Sponsorship	0	5,473	0	0	43,783	(43,783)	0
Grant Funding - First Annual	0	21,100	0	0	168,803	(168,803)	0
Grant Funding - Second Annu...	0	2,083	0	0	16,667	(16,667)	0
Allocated Administrative Over...	384	3,550	0	7,943	28,403	(20,460)	13,788
Total Operating Expe...	7,977	44,869	6,637	74,613	360,206	(285,594)	64,970
Net Operating Income	(1,330)	(38,222)	240	39,978	(245,617)	285,595	55,034
Other Expense/<Inco...							
Net Income	(1,330)	(38,222)	240	39,978	(245,617)	285,595	55,034

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
3/21/2025
2:54 PM

	<u>Feb 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	10,070	10,070	10,419	173,617	173,618	(1)	181,822
Revenue - Interest & Investm...	9,934	8,750	10,732	102,971	70,000	32,971	33,757
Total Revenues	20,004	18,820	21,151	276,588	243,618	32,970	215,578
Gross Profit	20,004	18,820	21,151	276,588	243,618	32,970	215,578
Operating Expenses							
Taxes, Licenses, Fees	0	0	10	74	0	74	30
Grant Funding - First Annual	0	17,660	0	0	141,280	(141,280)	0
Grant Funding - Second Annu...	0	673	0	0	5,387	(5,387)	0
Allocated Administrative Over...	65,562	39,410	68,315	317,720	315,280	2,440	99,253
Total Operating Expe...	65,562	57,743	68,325	317,794	461,947	(144,153)	99,283
Net Operating Income	(45,558)	(38,923)	(47,174)	(41,206)	(218,329)	177,123	116,295
Other Expense/<Inco...							
Net Income	(45,558)	(38,923)	(47,174)	(41,206)	(218,329)	177,123	116,295

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

9 of 14
 3/21/2025
 2:55 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,028	4,028	4,168	69,446	69,446	0	72,728
Total Revenues	4,028	4,028	4,168	69,446	69,446	0	72,728
Gross Profit	4,028	4,028	4,168	69,446	69,446	0	72,728
Operating Expenses							
Taxes, Licenses, Fees	4,032	10,650	3,772	53,317	85,195	(31,879)	26,954
Total Operating Expe...	4,032	10,650	3,772	53,317	85,195	(31,879)	26,954
Net Operating Income	(4)	(6,622)	396	16,130	(15,749)	31,879	45,774
Other Expense/<Inco...							
Net Income	(4)	(6,622)	396	16,130	(15,749)	31,879	45,774

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

10 of 14
 3/21/2025
 2:55 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,028	4,028	4,168	69,446	69,446	0	72,728
Total Revenues	4,028	4,028	4,168	69,446	69,446	0	72,728
Gross Profit	4,028	4,028	4,168	69,446	69,446	0	72,728
Operating Expenses							
Grant Funding - Second Annu...	0	15,417	0	0	123,333	(123,333)	0
Total Operating Expe...	0	15,417	0	0	123,333	(123,333)	0
Net Operating Income	4,028	(11,389)	4,168	69,446	(53,887)	123,333	72,728
Other Expense/<Inco...							
Net Income	4,028	(11,389)	4,168	69,446	(53,887)	123,333	72,728

PL - Budget vs Actual

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

11 of 14
 3/21/2025
 2:55 PM

	<u>Feb 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							
Revenue - Other	0	12,500	0	0	100,000	(100,000)	0
Total Revenues	0	12,500	0	0	100,000	(100,000)	0
Gross Profit	0	12,500	0	0	100,000	(100,000)	0
Operating Expenses							
Salaries & Wage Expense	15,482	0	10,883	113,858	0	113,858	92,339
Telephone & Internet	0	0	0	0	0	0	25
Dues & Subscriptions	652	0	652	5,219	0	5,219	3,262
Staff Expenses	0	0	0	1,312	216	1,096	205
Board Functions	530	0	0	1,130	540	590	515
Professional Fees	0	0	0	0	0	0	2,638
Total Operating Expe...	16,665	0	11,535	121,519	756	120,763	98,984
Net Operating Income	(16,665)	12,500	(11,535)	(121,519)	99,244	(220,763)	(98,984)
Other Expense/<Inco...							
Net Income	(16,665)	12,500	(11,535)	(121,519)	99,244	(220,763)	(98,984)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
3/21/2025
2:55 PM

	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	616	2,133	0	4,506	17,067	(12,561)	33,491
Total Revenues	616	2,133	0	4,506	17,067	(12,561)	33,491
Gross Profit	616	2,133	0	4,506	17,067	(12,561)	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	0	0	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	0	0	9,451	599	8,853	1,020
Net Operating Income	616	2,133	0	(4,946)	16,468	(21,414)	32,471
Other Expense/<Inco...							
Net Income	616	2,133	0	(4,946)	16,468	(21,414)	32,471

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

13 of 14
 3/21/2025
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	Feb 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	4,007	2,917	4,304	37,196	23,333	13,863	41,745
Professional Fees	0	250	0	0	2,000	(2,000)	1,425
In-Market/Tourism	0	0	0	0	0	0	2,494
Media/Collateral/Production	0	1,000	4,446	0	8,000	(8,000)	4,918
Total Operating Expe...	4,007	4,167	8,751	37,196	33,333	3,863	50,581
Net Operating Income	(4,007)	(4,167)	(8,751)	(37,196)	(33,333)	(3,863)	(50,581)
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	(8,751)	(37,196)	(33,333)	(3,863)	(50,581)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
3/21/2025
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	Feb 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	58,935	76,415	37,849	515,010	611,327	(96,317)	427,297
Rent & Utilities	4,012	3,491	2,967	34,269	27,934	6,335	31,294
Repairs & Maintenance	5,486	5,375	1,781	22,565	43,001	(20,436)	23,198
Telephone & Internet	2,385	765	150	12,632	6,115	6,517	7,606
Supplies & Mail	6,014	1,152	475	28,792	9,216	19,576	27,542
Taxes, Licenses, Fees	2,153	417	775	13,546	3,337	10,209	9,082
Credit Card Fees	80	0	0	1,181	0	1,181	506
Dues & Subscriptions	10,396	1,628	9,112	71,408	13,026	58,382	26,174
Insurance/Bonding	0	1,333	306	7,556	10,668	(3,112)	6,816
Associate Relations	0	0	0	1,296	0	1,296	0
Staff Expenses	6,576	2,064	1,487	23,066	23,011	55	12,245
Board Functions	884	5,986	5,701	9,737	24,030	(14,293)	23,297
Professional Fees	20,111	5,417	2,905	76,884	43,332	33,552	57,652
Equipment Support & Mainten...	7,137	7,532	4,569	51,597	60,256	(8,659)	30,268
Depreciation	239	417	239	1,909	3,332	(1,423)	1,823
Donations	0	0	0	3,966	0	3,966	0
Allocated Administrative Over...	(124,408)	(101,323)	(68,315)	(875,415)	(810,586)	(64,829)	(687,048)
Total Operating Expe...	0	10,669	0	0	67,999	(67,999)	(2,247)
Net Operating Income	0	(10,669)	0	1	(67,999)	68,000	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	(10,669)	0	1	(67,999)	68,000	189

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28th, 2025

NORTH LAKE TAHOE MARKETING COOPERATIVE

Balance Sheet Comparison

As of February 28, 2025

	TOTAL			
	AS OF FEB 28, 2025	AS OF FEB 29, 2024 (PY)	CHANGE	% CHANGE
ASSETS				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	421,293.71	591,015.27	-169,721.56	-28.72 %
Total Bank Accounts	\$421,293.71	\$591,015.27	\$ -169,721.56	-28.72 %
Accounts Receivable				
1200-00 Accounts Receivable	0.00	25,000.00	-25,000.00	-100.00 %
Total Accounts Receivable	\$0.00	\$25,000.00	\$ -25,000.00	-100.00 %
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	\$421,393.71	\$616,115.27	\$ -194,721.56	-31.60 %
Other Assets				
1400-00 Prepaid Expenses	24,269.39	37,748.42	-13,479.03	-35.71 %
Total Other Assets	\$24,269.39	\$37,748.42	\$ -13,479.03	-35.71 %
TOTAL ASSETS	\$445,663.10	\$653,863.69	\$ -208,200.59	-31.84 %
LIABILITIES AND EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	120,840.56	198,222.43	-77,381.87	-39.04 %
Total Accounts Payable	\$120,840.56	\$198,222.43	\$ -77,381.87	-39.04 %
Other Current Liabilities				
2650-00 Unearned Revenue	113,750.00		113,750.00	
Total Other Current Liabilities	\$113,750.00	\$0.00	\$113,750.00	0.00%
Total Current Liabilities	\$234,590.56	\$198,222.43	\$36,368.13	18.35 %
Total Liabilities	\$234,590.56	\$198,222.43	\$36,368.13	18.35 %
Equity				
32000 Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.91 %
Net Income	117,203.43	256,285.51	-139,082.08	-54.27 %
Total Equity	\$211,072.54	\$455,641.26	\$ -244,568.72	-53.68 %
TOTAL LIABILITIES AND EQUITY	\$445,663.10	\$653,863.69	\$ -208,200.59	-31.84 %

NORTH LAKE TAHOE MARKETING COOPERATIVE

A/P Aging Summary

As of February 28, 2025

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Augustine Agency	39,799.95					\$39,799.95
Brand USA		1,500.00				\$1,500.00
Destination Media Solutions	2,124.00					\$2,124.00
GPS Connections	725.00					\$725.00
MAHK Advertising	36,501.13		32,058.48			\$68,559.61
Travel North Tahoe Nevada		5,357.00				\$5,357.00
U.S. Travel Association	2,775.00					\$2,775.00
TOTAL	\$81,925.08	\$6,857.00	\$32,058.48	\$0.00	\$0.00	\$120,840.56

NORTH LAKE TAHOE MARKETING COOPERATIVE

Profit and Loss Comparison

February 2025

	TOTAL			
	FEB 2025	FEB 2024 (PY)	CHANGE	% CHANGE
Income				
4000-00 LTIVCBVB Funding	45,833.00	79,166.00	-33,333.00	-42.11 %
4001-00 NLTRA Funding	113,750.00	73,217.00	40,533.00	55.36 %
Total Income	\$159,583.00	\$152,383.00	\$7,200.00	4.72 %
GROSS PROFIT	\$159,583.00	\$152,383.00	\$7,200.00	4.72 %
Expenses				
5000-00 CONSUMER MARKETING				
5002-00 Consumer Print		6,000.00	-6,000.00	-100.00 %
5002-01 Native Display	5,600.00	8,500.00	-2,900.00	-34.12 %
5004-00 Trip Advisor		6,851.36	-6,851.36	-100.00 %
5005-00 Paid Social	4,846.36	4,028.26	818.10	20.31 %
5005-01 Digital Display / Retargeting	4,993.94	4,259.33	734.61	17.25 %
5007-00 Creative Production				
5007-01 Creative Production	3,373.75	3,892.50	-518.75	-13.33 %
5007-02 Website Production	2,200.00	2,830.07	-630.07	-22.26 %
5007-03 Photo/Video Creative	1,823.24	1,736.42	86.82	5.00 %
Total 5007-00 Creative Production	7,396.99	8,458.99	-1,062.00	-12.55 %
5010-00 Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.65 %
5018-00 Media Commission	3,130.26	4,252.70	-1,122.44	-26.39 %
5018-01 Digital Ad Serving	38.41	83.63	-45.22	-54.07 %
5020-00 Search Engine Marketing	7,155.82	3,315.66	3,840.16	115.82 %
5021-01 Stewardship Campaign	7,844.81		7,844.81	
Total 5000-00 CONSUMER MARKETING	48,006.59	54,249.93	-6,243.34	-11.51 %
5110-00 LEISURE SALES				
5112-00 Training / Sales Calls	3,831.06		3,831.06	
5131-00 FAMS -Intl - Travel Trade	664.00		664.00	
5143-00 Mountain Travel Symposium		-2,668.50	2,668.50	100.00 %
5145-00 TIA Annual Dues	2,775.00		2,775.00	
5154-00 Canada		2,600.00	-2,600.00	-100.00 %
5157-00 International Efforts	1,500.00		1,500.00	
Total 5110-00 LEISURE SALES	8,770.06	-68.50	8,838.56	12,903.01 %
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	922.50	1,797.15	-874.65	-48.67 %
5204-00 Media Mission(s)		3,354.18	-3,354.18	-100.00 %
5206-00 Digital Buy/ Social Media Boost	700.00	950.00	-250.00	-26.32 %
5207-00 Content Campaigns/Tools-My Emma	300.00	289.00	11.00	3.81 %
5208-01 Int'l FAM Hard Cost		3,338.99	-3,338.99	-100.00 %
5209-00 Domestic Travel Media FAMS		415.30	-415.30	-100.00 %
5210-00 Content Dev - Newsletters	1,700.00	2,180.00	-480.00	-22.02 %

NORTH LAKE TAHOE MARKETING COOPERATIVE

Profit and Loss Comparison

February 2025

	TOTAL			
	FEB 2025	FEB 2024 (PY)	CHANGE	% CHANGE
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.00 %
Total 5200-00 PUBLIC RELATIONS	15,622.50	24,324.62	-8,702.12	-35.77 %
6000-00 CONFERENCE SALES				
6004-00 Email		1,200.00	-1,200.00	-100.00 %
6005-00 Paid Media	2,198.44	3,905.16	-1,706.72	-43.70 %
6007-00 Creative Production		480.00	-480.00	-100.00 %
6018-00 MCC Media Commission	1,216.76	663.87	552.89	83.28 %
6018-01 MCC Digital Ad Serving		4.18	-4.18	-100.00 %
6128-00 HelmsBriscoe Strategic Partner		612.50	-612.50	-100.00 %
6153-00 Chicago Sales Rep Support		1,189.68	-1,189.68	-100.00 %
Total 6000-00 CONFERENCE SALES	3,415.20	8,055.39	-4,640.19	-57.60 %
6100-00 TRADE SHOWS				
6116-00 CalSAE Seasonal Spectacular	315.00	488.03	-173.03	-35.45 %
6151-00 Destination CA	798.47		798.47	
6160-00 AllThingsMeetings Silcon Valley	725.00		725.00	
6183-00 Smart Meetings NorCal		110.78	-110.78	-100.00 %
Total 6100-00 TRADE SHOWS	1,838.47	598.81	1,239.66	207.02 %
7000-00 COMMITTED & ADMIN EXPENSES				
5009-00 Fulfillment / Mail	219.99	269.99	-50.00	-18.52 %
5021-00 RASC-Reno Air Service Corp		25,000.00	-25,000.00	-100.00 %
7001-00 Miscellaneous	260.17		260.17	
7004-00 Research	10,498.83	2,685.02	7,813.81	291.01 %
7009-00 Tahoe Cam Usage	2,124.00		2,124.00	
8700-00 Automobile Expense*	142.37	339.92	-197.55	-58.12 %
Total 7000-00 COMMITTED & ADMIN EXPENSES	13,245.36	28,294.93	-15,049.57	-53.19 %
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	5.00	5.00	0.00	0.00 %
8004-00 Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.00 %
8005-00 Website SEO Strategy/Maint	2,700.00	4,173.00	-1,473.00	-35.30 %
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	14,205.00	15,928.00	-1,723.00	-10.82 %
Total Expenses	\$105,103.18	\$131,383.18	\$ -26,280.00	-20.00 %
NET OPERATING INCOME	\$54,479.82	\$20,999.82	\$33,480.00	159.43 %
NET INCOME	\$54,479.82	\$20,999.82	\$33,480.00	159.43 %

	Feb 2025				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	100.00%	366,664.00	366,664.00	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%	\$ 386,664.00	\$ 386,664.00	\$ 0.00	100.00%
4001-00 NLTRA Funding	113,750.00	113,750.00	0.00	100.00%	910,000.83	910,000.00	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	\$113,750.00	\$113,750.00	\$ 0.00	100.00%	\$ 990,000.83	\$ 990,000.00	\$ 0.83	100.00%
Total Income	\$159,583.00	\$159,583.00	\$ 0.00	100.00%	\$1,376,664.83	\$1,376,664.00	\$ 0.83	100.00%
Gross Profit	\$159,583.00	\$159,583.00	\$ 0.00	100.00%	\$1,376,664.83	\$1,376,664.00	\$ 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	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		53,744.45	45,946.00	7,798.45	116.97%
5005-00 Paid Social	4,846.36	5,559.00	-712.64	87.18%	86,299.15	106,292.00	-19,992.85	81.19%
5005-01 Digital Display / Retargeting	4,993.94	5,206.00	-212.06	95.93%	58,683.53	67,496.00	-8,812.47	86.94%
5007-00 Creative Production								
5007-01 Creative Production	3,373.75	0.00	3,373.75		81,659.02	65,000.00	16,659.02	125.63%
5007-02 Website Production	2,200.00	0.00	2,200.00		11,184.50	10,000.00	1,184.50	111.85%
5007-03 Photo/Video Creative	1,823.24	0.00	1,823.24		14,238.61	21,879.00	-7,640.39	65.08%
Total 5007-00 Creative Production	\$ 7,396.99	\$ 0.00	\$ 7,396.99		\$ 107,082.13	\$ 96,879.00	\$ 10,203.13	110.53%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	56,000.00	56,000.00	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	3,130.26	3,413.00	-282.74	91.72%	52,239.71	58,481.00	-6,241.29	89.33%
5018-01 Digital Ad Serving	38.41	1,073.00	-1,034.59	3.58%	1,182.58	6,437.00	-5,254.42	18.37%

5020-00 Search Engine Marketing	7,155.82	14,420.00	-7,264.18	49.62%	63,919.42	93,728.00	-29,808.58	68.20%
5021-01 Stewardship Campaign	7,844.81	8,104.00	-259.19	96.80%	55,454.60	44,321.00	11,133.60	125.12%
5022-00 Email			0.00		17,292.72	0.00	17,292.72	
5024-00 Fusion 7		0.00	0.00		3,411.85	0.00	3,411.85	
Total 5000-00 CONSUMER MARKETING	\$ 48,006.59	\$ 44,775.00	\$ 3,231.59	107.22%	\$ 670,836.97	\$ 705,557.00	-\$34,720.03	95.08%
5110-00 LEISURE SALES								
5107-00 Creative Production		480.00	-480.00	0.00%	0.00	1,440.00	-1,440.00	0.00%
5111-00 FAMs - Domestic		0.00	0.00		0.00	3,000.00	-3,000.00	0.00%
5112-00 Training / Sales Calls	3,831.06	0.00	3,831.06		8,145.21	9,000.00	-854.79	90.50%
5113-00 Additional Opportunities		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%
5120-00 Domestic - Trade Shows		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%
5131-00 FAMS -Intl - Travel Trade	664.00	0.00	664.00		3,539.95	2,500.00	1,039.95	141.60%
5133-00 Ski-Tops		1,800.00	-1,800.00	0.00%	0.00	1,800.00	-1,800.00	0.00%
5137-00 Co-op Opportunities		0.00	0.00		15,375.00	15,000.00	375.00	102.50%
5143-00 Mountain Travel Symposium		3,000.00	-3,000.00	0.00%	391.40	3,000.00	-2,608.60	13.05%
5144-00 IPW - POW WOW		0.00	0.00		0.00	7,500.00	-7,500.00	0.00%
5145-00 TIA Annual Dues	2,775.00	2,700.00	75.00	102.78%	2,775.00	2,700.00	75.00	102.78%
5147-00 AUS / Gate 7		0.00	0.00		34,627.33	28,872.00	5,755.33	119.93%
5154-00 Canada		0.00	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	1,500.00	2,500.00	-1,000.00	60.00%	3,995.00	5,000.00	-1,005.00	79.90%
Total 5110-00 LEISURE SALES	\$ 8,770.06	\$ 10,480.00	-\$ 1,709.94	83.68%	\$ 84,448.89	\$ 116,812.00	-\$32,363.11	72.29%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	100.00%	48,000.00	48,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs	922.50	1,208.00	-285.50	76.37%	9,867.50	9,664.00	203.50	102.11%
5204-00 Media Mission(s)		0.00	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%	5,600.00	5,600.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma	300.00	0.00	300.00		600.00	0.00	600.00	
5209-00 Domestic Travel Media FAMS		3,000.00	-3,000.00	0.00%	12,893.26	6,000.00	6,893.26	214.89%
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	100.00%	15,780.00	13,600.00	2,180.00	116.03%
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	100.00%	48,000.00	48,000.00	0.00	100.00%
5216-00 PR Content Development + Distri		0.00	0.00		2,400.00	3,600.00	-1,200.00	66.67%
5222-00 Media Tracking / Membership		0.00	0.00		2,649.06	2,649.00	0.06	100.00%

Total 5200-00 PUBLIC RELATIONS	\$ 15,622.50	\$ 18,608.00	-\$ 2,985.50	83.96%	\$ 148,239.82	\$ 142,113.00	\$ 6,126.82	104.31%
6000-00 CONFERENCE SALES								
6003-00 Geo-Fence Targeting		1,500.00	-1,500.00	0.00%	3,553.61	9,000.00	-5,446.39	39.48%
6004-00 Email		480.00	-480.00	0.00%	480.00	1,440.00	-960.00	33.33%
6005-00 Paid Media	2,198.44	2,195.00	3.44	100.16%	13,086.72	13,425.00	-338.28	97.48%
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		0.00	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	1,216.76	0.00	1,216.76		7,355.98	3,000.00	4,355.98	245.20%
6018-01 MCC Digital Ad Serving		30.00	-30.00	0.00%	43.90	240.00	-196.10	18.29%
6128-00 HelmsBriscoe Strategic Partner		0.00	0.00		7,350.00	7,000.00	350.00	105.00%
6152-00 Client Events / Opportunities		0.00	0.00		4,910.89	2,500.00	2,410.89	196.44%
6153-00 Chicago Sales Rep Support		0.00	0.00		6,763.06	3,500.00	3,263.06	193.23%
Total 6000-00 CONFERENCE SALES	\$ 3,415.20	\$ 4,205.00	-\$ 789.80	81.22%	\$ 65,556.14	\$ 75,585.00	-\$10,028.86	86.73%
6100-00 TRADE SHOWS								
6111-00 Site Inspections		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%
6116-00 CalSAE Seasonal Spectacular	315.00	0.00	315.00		315.00	5,000.00	-4,685.00	6.30%
6151-00 Destination CA	798.47	0.00	798.47		10,065.44	10,000.00	65.44	100.65%
6154-00 HelmsBriscoe ABC		0.00	0.00		0.00	5,775.00	-5,775.00	0.00%
6160-00 AllThingsMeetings Silcon Valley	725.00		725.00		725.00	0.00	725.00	
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	\$ 1,838.47	\$ 0.00	\$ 1,838.47		\$ 16,855.44	\$ 30,775.00	-\$13,919.56	54.77%
7000-00 COMMITTED & ADMIN EXPENSES								
5009-00 Fulfillment / Mail	219.99	150.00	69.99	146.66%	864.97	1,200.00	-335.03	72.08%
5021-00 RASC-Reno Air Service Corp		0.00	0.00		50,000.01	50,000.00	0.01	100.00%
5123-00 HSVC - High Sierra Visitors		0.00	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%
7001-00 Miscellaneous	260.17	0.00	260.17		260.17	0.00	260.17	
7002-00 CRM Subscription		0.00	0.00		5,274.00	7,500.00	-2,226.00	70.32%
7004-00 Research	10,498.83	0.00	10,498.83		40,437.79	40,410.00	27.79	100.07%
7007-00 Destimetrics / DMX		0.00	0.00		28,980.00	25,323.00	3,657.00	114.44%

7009-00 Tahoe Cam Usage	2,124.00	0.00	2,124.00		2,124.00	0.00	2,124.00	
7010-00 Photo Management & Storage		0.00	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*	142.37		142.37		278.54	0.00	278.54	
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 13,245.36	\$ 150.00	\$ 13,095.36	8830.24%	\$ 133,889.64	\$ 135,822.00	-\$ 1,932.36	98.58%
8000-00 WEBSITE CONTENT & MAINTENANCE								
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	100.00%	32,250.00	32,000.00	250.00	100.78%
8003-00 Website Hosting Maintenance	5.00	0.00	5.00		1,078.00	0.00	1,078.00	
8004-00 Website Strategy & Maintenance	7,500.00	7,500.00	0.00	100.00%	84,706.50	60,576.00	24,130.50	139.84%
8005-00 Website SEO Strategy/Maint	2,700.00	2,700.00	0.00	100.00%	21,600.00	21,600.00	0.00	100.00%
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$ 14,205.00	\$ 14,200.00	\$ 5.00	100.04%	\$ 139,634.50	\$ 114,176.00	\$ 25,458.50	122.30%
Total Expenses	\$105,103.18	\$ 92,418.00	\$ 12,685.18	113.73%	\$1,259,461.40	\$1,320,840.00	-\$61,378.60	95.35%
Net Operating Income	\$ 54,479.82	\$ 67,165.00	-\$12,685.18	81.11%	\$ 117,203.43	\$ 55,824.00	\$ 61,379.43	209.95%
Net Income	\$ 54,479.82	\$ 67,165.00	-\$12,685.18	81.11%	\$ 117,203.43	\$ 55,824.00	\$ 61,379.43	209.95%