



Finance Committee
Date: Wednesday April 30th, 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

Teleconference location: Ekahi Village, Unit 4E 3300 Wailea Alanui Dr, Wailea, HI 96753

Committee Members:

Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina
| **David Brown, CPA (inactive) | 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

Meeting ID: 865 2947 7924

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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 March 24th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials: |

- a) Review Staff Report on Financial Performance
- b) NTCA 3/31/25 Financials Review (Motion)**
- c) NLTMC 3/31/25 Financial Review

- 10:30 a.m. 6. Events/Chamber/Visitor's Center Budget by Kim Brown
- 10:50 a.m. 7. Presentation of preliminary FY 25/26 Budget by NTCA staff
- 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



4/30/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for March 31, 2025

Summary of preliminary NTCA financial results for March 31, 2025

- Accounts Receivable TBID –Q3 (Jan-March25) TBID revenue remains to be collected. TOT collections YTD through March are 6% over prior year. Q3 is our largest collection period consisting of up to one-third of our total revenue for the fiscal year.
- Accounts Receivable Membership Dues – prior fiscal year amounts due.
- Prepaid Expenses – prepayments for video and photo productions, annual subscriptions.
- 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 March
- 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 training, staff outings, meals and travel expenses
- Professional Fees – YTD includes fees for TBID renewal strategic plans and final payments for FY 22/23 and FY 23/24 audits
- Research & Planning – payment for a Hotel Comprehensive Lodging Assessment and Economic Impact study
- Equipment Support – Includes our monthly IT support

- Event Sponsorships – March payments include support for concerts at Commons Beach
- Non-NLTMC Marketing – March includes an adjusting entry to In-Market/Tourism
- 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 paid out in February
- Grant Funding Sponsorship – March payment funded the Tahoe Wildfire Preparedness Guide
- Chamber Activities & Marketing – Includes payments to Cal Travel and our marketing consultant

Summary of preliminary NLTMC financial results for March 31, 2025

- Total spend YTD of \$1.57m is \$35k less than budget of \$1.6m resulting in NI of -\$35k vs -\$69k budget so far this fiscal year

This meeting is wheelchair accessible

Posted online at www.northtahoecommunityalliance.com

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

March 31, 2025

Balance Sheet - PY Comparison

For the Nine Months Ending Monday, March 31, 2025

North Lake Tahoe Resort Association

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| | YTD | | |
|---|--------------------|--------------------|--------------------|
| | Mar 2025 | Mar 2024 | |
| | Fiscal 24/2025 | Fiscal 23/2024 | Variance |
| Current Assets | | | |
| Cash - TBID Disbursements | 326,297 | 23,105 | (303,192) |
| Cash - TBID Funding | 574,315 | 2,476,978 | 1,902,663 |
| Cash - Payroll | 104,134 | 63,098 | (41,036) |
| Cash - Money Market | 4,357,122 | 4,055,477 | (301,646) |
| Cash - Plumas 1939 | 101,700 | 101,446 | (254) |
| Cash - Plumas 1929 | 50,586 | 50,505 | (81) |
| Cash - Chamber | 2,060 | 45,702 | 43,642 |
| Cash in Drawer | 113 | 705 | 591 |
| Petty Cash | 436 | 136 | (300) |
| Accounts Receivable | 0 | 1,088 | 1,088 |
| Accounts Receivable - TBID | 1,453,527 | 2,125,708 | 672,181 |
| 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 | 94,033 | 25,368 | (68,666) |
| Prepaid Expenses | 26,328 | 41,962 | 15,633 |
| Prepaid Postage | 100 | 100 | 0 |
| Prepaid Insurance | 0 | 306 | 306 |
| Total Current Assets | 7,093,116 | 9,014,538 | 1,921,422 |
| Fixed Assets | | | |
| Furniture & Fixtures | 57,759 | 37,060 | (20,699) |
| Accumulated Depreciation - Furnitures & Fixtures | (40,559) | (37,060) | 3,498 |
| Computer Equipment | 48,616 | 48,616 | 0 |
| Accumulated Depreciation - Computer Equipment | (14,596) | (4,896) | 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 | (67,371) | (24,284) | 43,087 |
| Operating Lease Right-of-Use Asset | 347,468 | 507,256 | 159,788 |
| Total Fixed Assets | 474,090 | 550,976 | 76,886 |
| Total Assets | \$7,567,204 | \$9,565,515 | \$1,998,311 |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 298,175 | 15,618 | 282,557 |
| Accounts Payable - CO-OP | 0 | 202,500 | (202,500) |
| Incentives Payable | 107,535 | 0 | 107,535 |
| 401k Payable | 8,170 | 0 | 8,170 |
| Accrued Expenses | 0 | 1,460 | (1,460) |
| Deferred Revenue - Membership Dues | 9,605 | 5,687 | 3,918 |
| Due To/From Retail | 1,800 | 50 | 1,750 |
| Operating Lease Liability | 169,811 | 158,593 | 11,219 |
| <i>Suspense (may include rounding)</i> | <i>(241)</i> | <i>(237)</i> | <i>(4)</i> |
| Total Current Liabilities | 594,855 | 383,671 | (211,184) |
| Sales & Use Tax Payable | 0 | 367 | (367) |
| Total Tax Payable | 0 | 367 | 367 |
| Long-Term Liabilities | | | |
| Operating Lease Liability | 197,343 | 367,265 | (169,922) |
| Total Long Term Liabilities | 197,343 | 367,265 | 169,922 |
| Total Liabilities | 792,198 | 751,303 | (40,895) |
| 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 | (1,417,727) | 1,443,146 | (2,860,874) |
| Total Equity | 6,775,006 | 8,814,212 | 2,039,206 |
| Liabilities & Shareholder Equity | \$7,567,204 | \$9,565,515 | \$1,998,311 |

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 - 3/31/2025
 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: 3/31/2025 Due Date
 Print Currency In: Functional (Z-US\$)

| Vendor ID: | Name: | Class ID: | User-Defined 1: | | | |
|-----------------|--------------------------|-------------|-----------------|--------------|--------------|-------------|
| Voucher(s): | Aged Totals: | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over |
| ANNE-KARIN ATWO | Anne-Karin Atwood* | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$324.67 | \$0.00 | \$0.00 | \$324.67 | \$0.00 |
| ANNIE'S CLEANIN | Annie's Cleaning Service | PRIMARY | PRIMARY | | | |
| 2 | | | | | | |
| | | \$1,590.00 | \$1,590.00 | \$0.00 | \$0.00 | \$0.00 |
| ANTHONY KARWOW | Anthony Karwowski | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$1,160.59 | \$1,160.59 | \$0.00 | \$0.00 | \$0.00 |
| CINTAS CORPORAT | Cintas Corporation #623 | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$652.72 | \$652.72 | \$0.00 | \$0.00 | \$0.00 |
| CIVITAS | Civitas | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$7,280.00 | \$7,280.00 | \$0.00 | \$0.00 | \$0.00 |
| CORAGGIO GROUP | Coraggio Group | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$15,482.21 | \$15,482.21 | \$0.00 | \$0.00 | \$0.00 |
| COUNTY OF PLACE | County Of Placer | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | -\$2,200.00 | -\$2,200.00 | \$0.00 | \$0.00 | \$0.00 |
| FRANCOIS CAZALO | Francois Cazalot | | PRIMARY | | | |
| 1 | | | | | | |
| | | \$50.00 | \$0.00 | \$0.00 | \$50.00 | \$0.00 |
| IDSS GLOBAL LLC | iDSS Global LLC | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$2,500.00 | \$2,500.00 | \$0.00 | \$0.00 | \$0.00 |
| ISOLVED | iSolved Benefit Services | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$70.00 | \$70.00 | \$0.00 | \$0.00 | \$0.00 |
| JVP COMM | JVP Communications, LLC | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$6,300.00 | \$6,300.00 | \$0.00 | \$0.00 | \$0.00 |
| MADISON BROMLEY | Madison Bromley | | PRIMARY | | | |
| 1 | | | | | | |
| | | \$500.00 | \$500.00 | \$0.00 | \$0.00 | \$0.00 |
| MCCLINTOCK | McClintock Accountancy | PRIMARY | PRIMARY | | | |
| 2 | | | | | | |
| | | \$716.00 | \$716.00 | \$0.00 | \$0.00 | \$0.00 |
| MTN ALOHA ART | Mountain Aloha Art | | PRIMARY | | | |
| 1 | | | | | | |
| | | \$150.00 | \$0.00 | \$150.00 | \$0.00 | \$0.00 |
| OFFICE BOSS | The Office Boss* | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$261.60 | \$261.60 | \$0.00 | \$0.00 | \$0.00 |
| PAPER TRAIL | The Paper Trail* | PRIMARY | PRIMARY | | | |
| 1 | | | | | | |
| | | \$395.00 | \$395.00 | \$0.00 | \$0.00 | \$0.00 |

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

| Vendor ID: | Name: | Class ID: | User-Defined 1: | | | | |
|---------------------------|--|-------------------|-----------------|----------------|--------------|--------------|-------------|
| | | | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over |
| Vendor ID: PC DEPT OF PW | Name: Placer County Dept of Public Works | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 3 | Aged Totals: | | \$241,133.12 | \$0.00 | \$241,133.12 | \$0.00 | \$0.00 |
| Vendor ID: SDBX | Name: SDBX Studio, LLC. | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$2,782.50 | \$2,782.50 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: SNAP | Name: Sierra Nevada Ad Partners | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$1,455.74 | \$1,455.74 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TAHOE ART HAUS | Name: Tahoe Art Haus & Cinema | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$500.00 | \$500.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TAHOE PROS CTR | Name: Tahoe Prosperity Center | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$6,750.00 | \$6,750.00 | \$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: | | \$7,500.00 | \$7,500.00 | \$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: TTSD | Name: Tahoe Truckee Sierra Disposal* | Class ID: PRIMARY | User-Defined 1: | | | | |
| 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: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$161.18 | \$161.18 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: VIBE LAVENDER | Name: Vibe Lavender | Class ID: | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$288.00 | \$288.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: WELSS FARGO | Name: Wells Fargo Financial Leasing | Class ID: PRIMARY | User-Defined 1: | | | | |
| Voucher(s): 1 | Aged Totals: | | \$1,195.74 | \$1,195.74 | \$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: | 27 | \$298,174.96 | \$55,649.53 | \$241,283.12 | \$374.67 | \$867.64 |

PL - Budget vs Actual

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

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4/25/2025
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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|------------------|-----------------|--------------------|--------------------|--------------------|------------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 1,713,278 | 1,713,278 | 1,841,925 | 5,185,684 | 5,185,682 | 2 | 5,478,392 |
| Chamber Revenue - Member... | 1,168 | 2,133 | 2,046 | 5,674 | 19,200 | (13,526) | 35,537 |
| Retail Revenue | 8,403 | 5,333 | 5,067 | 132,593 | 48,000 | 84,593 | 101,304 |
| Revenue - Other | 0 | 12,500 | 0 | 0 | 112,500 | (112,500) | 705 |
| Revenue - Interest & Investm... | 9,729 | 8,750 | 12,005 | 112,699 | 78,750 | 33,949 | 45,828 |
| Total Revenues | 1,732,578 | 1,741,994 | 1,861,04 | 5,436,650 | 5,444,132 | (7,482) | 5,661,766 |
| Cost of Goods Sold | 4,202 | 2,667 | (10,621) | 62,548 | 24,000 | 38,548 | 52,606 |
| 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... | 4,202 | 2,667 | (10,621) | 62,548 | 24,000 | 38,548 | 54,087 |
| Gross Profit | 1,728,376 | 1,739,328 | 1,871,66 | 5,374,102 | 5,420,132 | (46,030) | 5,607,678 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 198,492 | 191,466 | 144,670 | 1,618,593 | 1,723,197 | (104,604) | 1,343,883 |
| Rent & Utilities | 19,996 | 21,898 | 19,784 | 172,637 | 197,103 | (24,466) | 149,481 |
| Repairs & Maintenance | 1,629 | 8,459 | 1,077 | 31,901 | 76,151 | (44,250) | 26,304 |
| Telephone & Internet | 2,394 | 1,653 | 1,817 | 16,076 | 16,039 | 37 | 9,773 |
| Supplies & Mail | 5,516 | 2,884 | 7,267 | 66,613 | 25,938 | 40,675 | 53,802 |
| Taxes, Licenses, Fees | 9,617 | 11,134 | 16,924 | 76,643 | 101,851 | (25,207) | 54,099 |
| Credit Card Fees | 90 | 0 | 517 | 1,579 | 0 | 1,579 | 2,334 |
| Dues & Subscriptions | 14,114 | 1,816 | 13,736 | 104,270 | 17,412 | 86,858 | 46,217 |
| Insurance/Bonding | 8,583 | 1,333 | 3,323 | 16,139 | 12,001 | 4,138 | 10,139 |
| Associate Relations | 206 | 0 | 55 | 1,839 | 0 | 1,839 | 60 |
| Staff Expenses | 8,299 | 7,122 | 8,562 | 56,664 | 44,147 | 12,516 | 30,072 |
| Board Functions | 1,846 | 5,066 | 4,824 | 18,126 | 30,722 | (12,596) | 29,671 |
| Professional Fees | 37,445 | 5,667 | 10,108 | 146,550 | 50,999 | 95,551 | 74,460 |
| Research & Planning | 0 | 0 | 0 | 18,000 | 0 | 18,000 | 0 |
| Equipment Support & Mainten... | 7,562 | 7,532 | 7,888 | 59,695 | 67,788 | (8,093) | 38,268 |
| Equipment Rental/Leasing | 28 | 0 | 0 | 2,096 | 0 | 2,096 | 0 |
| Depreciation | 6,631 | 1,250 | 865 | 53,860 | 11,250 | 42,610 | 3,258 |
| Event Sponsorships | 7,500 | 51,250 | 0 | 647,289 | 461,250 | 186,039 | 218,020 |
| NLTMC Contributions | 113,750 | 131,667 | 120,508 | 1,103,750 | 1,184,999 | (81,249) | 1,150,347 |
| Non-NLTMC Marketing | (10,762) | 17,683 | 34,513 | 103,873 | 159,150 | (55,277) | 93,576 |
| In-Market/Tourism | 48,153 | 14,900 | 7,786 | 167,011 | 134,100 | 32,911 | 88,436 |
| Media/Collateral/Production | 9,378 | 21,292 | 12,378 | 237,966 | 191,625 | 46,341 | 137,707 |
| Business Assn Grant Funding | 23,500 | 50,000 | 65,550 | 474,676 | 450,000 | 24,676 | 383,365 |
| Housing Hub Funding | 0 | 12,500 | 0 | 150,000 | 112,500 | 37,500 | 150,000 |
| Grant Funding - Sponsorship | 33,000 | 97,139 | 0 | 988,631 | 874,252 | 114,378 | 30,000 |
| Grant Funding - First Annual | 0 | 136,556 | 0 | 263,977 | 1,229,002 | (965,024) | 0 |
| Grant Funding - Second Annu... | 0 | 57,162 | 0 | 0 | 514,458 | (514,458) | 0 |
| Chamber Activities | 0 | 33,333 | 2,500 | 52,596 | 300,000 | (247,404) | 31,303 |
| Chamber Activities - Member... | 0 | 0 | 0 | 8,000 | 0 | 8,000 | 13 |
| Chamber Marketing | 18,615 | 8,333 | 7,115 | 128,620 | 75,000 | 53,620 | 15,312 |
| 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... | 565,581 | 899,096 | 491,765 | 6,791,830 | 8,060,932 | (1,269,103) | 4,162,407 |
| Net Operating Income | 1,162,795 | 840,232 | 1,379,89 | (1,417,727) | (2,640,800) | 1,223,073 | 1,445,271 |
| 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 | 1,162,795 | 840,232 | 1,379,89 | (1,417,727) | (2,640,800) | 1,223,073 | 1,443,146 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|----------------|----------------|----------------|--------------------|------------------|------------------|------------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 899,472 | 899,472 | 967,006 | 2,722,487 | 2,722,486 | 1 | 2,876,153 |
| Revenue - Other | 0 | 0 | 0 | 0 | 0 | 0 | 705 |
| Total Revenues | 899,472 | 899,472 | 967,006 | 2,722,487 | 2,722,486 | 1 | 2,876,858 |
| Gross Profit | 899,472 | 899,472 | 967,006 | 2,722,487 | 2,722,486 | 1 | 2,876,858 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 44,760 | 37,089 | 33,383 | 320,517 | 333,797 | (13,280) | 281,156 |
| Rent & Utilities | 3,059 | 3,224 | 3,407 | 25,086 | 29,022 | (3,936) | 24,692 |
| Repairs & Maintenance | 0 | 2,690 | 0 | 1,129 | 24,210 | (23,081) | 0 |
| Telephone & Internet | 100 | 499 | 0 | 750 | 4,488 | (3,738) | 150 |
| Supplies & Mail | 76 | 648 | 995 | 12,970 | 5,830 | 7,140 | 6,524 |
| Taxes, Licenses, Fees | 0 | 67 | 0 | 0 | 599 | (599) | 609 |
| Credit Card Fees | 0 | 0 | 0 | 90 | 0 | 90 | 0 |
| Dues & Subscriptions | 1,371 | 188 | 735 | 7,677 | 1,693 | 5,984 | 1,791 |
| Associate Relations | 0 | 0 | 0 | 65 | 0 | 65 | 0 |
| Staff Expenses | 1,306 | 603 | 922 | 21,333 | 3,514 | 17,818 | 3,557 |
| Board Functions | 485 | 0 | 0 | 4,507 | 0 | 4,507 | 0 |
| Professional Fees | 28,711 | 0 | 0 | 55,786 | 0 | 55,786 | 0 |
| Research & Planning | 0 | 0 | 0 | 18,000 | 0 | 18,000 | 0 |
| Equipment Support & Mainten... | 0 | 0 | 0 | 0 | 0 | 0 | 112 |
| Equipment Rental/Leasing | 28 | 0 | 0 | 2,096 | 0 | 2,096 | 0 |
| Depreciation | 0 | 0 | 57 | 0 | 0 | 0 | 57 |
| Event Sponsorships | 0 | 26,250 | 0 | 586,949 | 236,250 | 350,699 | 200,250 |
| NLTMC Contributions | 113,750 | 131,667 | 120,508 | 1,103,750 | 1,184,999 | (81,249) | 1,150,347 |
| Non-NLTMC Marketing | (10,762) | 17,683 | 34,513 | 103,873 | 159,150 | (55,277) | 93,576 |
| In-Market/Tourism | 48,153 | 14,900 | 6,988 | 167,011 | 134,100 | 32,911 | 85,143 |
| Media/Collateral/Production | 9,378 | 20,292 | 12,378 | 237,966 | 182,625 | 55,341 | 132,790 |
| Grant Funding - Sponsorship | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| Grant Funding - First Annual | 0 | 12,500 | 0 | 0 | 112,500 | (112,500) | 0 |
| Grant Funding - Second Annu... | 0 | 8,333 | 0 | 0 | 75,000 | (75,000) | 0 |
| Chamber Activities | 0 | 33,333 | 2,500 | 52,007 | 300,000 | (247,993) | 31,303 |
| Chamber Marketing | 18,615 | 8,333 | 7,115 | 128,620 | 75,000 | 53,620 | 15,312 |
| Chamber Activities - Commun... | 0 | 0 | 0 | 195 | 0 | 195 | 229 |
| Allocated Administrative Over... | 59,120 | 26,388 | 0 | 377,936 | 237,492 | 140,444 | 389,765 |
| Total Operating Expe... | 318,149 | 344,688 | 223,500 | 3,228,311 | 3,100,269 | 128,042 | 2,447,363 |
| Net Operating Income | 581,323 | 554,784 | 743,506 | (505,823) | (377,783) | (128,040) | 429,495 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 581,323 | 554,784 | 743,506 | (505,823) | (377,783) | (128,040) | 429,495 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|----------------|----------------|----------------|--------------------|--------------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 253,566 | 253,566 | 272,603 | 767,483 | 767,483 | 0 | 810,800 |
| Total Revenues | 253,566 | 253,566 | 272,603 | 767,483 | 767,483 | 0 | 810,800 |
| Gross Profit | 253,566 | 253,566 | 272,603 | 767,483 | 767,483 | 0 | 810,800 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 6,689 | 6,026 | 4,688 | 54,707 | 54,234 | 473 | 41,819 |
| Rent & Utilities | 546 | 224 | 556 | 4,475 | 2,016 | 2,459 | 4,256 |
| Repairs & Maintenance | 0 | 224 | 0 | 0 | 2,019 | (2,019) | 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 | 1,357 | (1,357) | 0 |
| Event Sponsorships | 7,500 | 20,833 | 0 | 60,340 | 187,500 | (127,160) | 16,270 |
| Business Assn Grant Funding | 18,800 | 40,000 | 52,440 | 369,253 | 360,000 | 9,253 | 306,692 |
| Grant Funding - Sponsorship | 0 | 58,333 | 0 | 214,581 | 524,997 | (310,416) | 0 |
| Grant Funding - First Annual | 0 | 51,824 | 0 | 107,482 | 466,415 | (358,933) | 0 |
| Grant Funding - Second Annu... | 0 | 16,072 | 0 | 0 | 144,648 | (144,648) | 0 |
| Allocated Administrative Over... | 7,654 | 15,826 | 0 | 79,635 | 142,436 | (62,801) | 69,572 |
| Total Operating Expe... | 41,189 | 209,514 | 57,684 | 890,474 | 1,886,594 | (996,119) | 438,609 |
| Net Operating Income | 212,377 | 44,052 | 214,919 | (122,991) | (1,119,111) | 996,120 | 372,191 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 212,377 | 44,052 | 214,919 | (122,991) | (1,119,111) | 996,120 | 372,191 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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4/25/2025
1:20 PM

| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|----------------|----------------|-----------------|--------------------|------------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 125,070 | 125,070 | 134,460 | 378,558 | 378,558 | 0 | 399,924 |
| Retail Revenue | 8,403 | 5,333 | 5,067 | 132,593 | 48,000 | 84,593 | 101,304 |
| Total Revenues | 133,473 | 130,404 | 139,527 | 511,151 | 426,558 | 84,593 | 501,228 |
| Cost of Goods Sold | 4,202 | 2,667 | (10,621) | 62,548 | 24,000 | 38,548 | 52,606 |
| 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... | 4,202 | 2,667 | (10,621) | 62,548 | 24,000 | 38,548 | 54,087 |
| Gross Profit | 129,271 | 127,737 | 150,148 | 448,603 | 402,558 | 46,044 | 447,141 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 25,295 | 28,508 | 14,586 | 225,055 | 256,572 | (31,517) | 161,242 |
| Rent & Utilities | 7,636 | 12,931 | 7,808 | 85,276 | 116,379 | (31,103) | 67,332 |
| Repairs & Maintenance | 39 | 55 | 277 | 6,617 | 502 | 6,115 | 2,306 |
| Telephone & Internet | 50 | 146 | 0 | 200 | 1,314 | (1,114) | 50 |
| Supplies & Mail | 1,674 | 506 | 4,479 | 20,922 | 4,552 | 16,370 | 17,420 |
| Taxes, Licenses, Fees | 0 | 0 | 0 | 0 | 320 | (320) | 450 |
| Credit Card Fees | 0 | 0 | 220 | 187 | 0 | 187 | 1,531 |
| Dues & Subscriptions | 55 | 0 | 55 | 55 | 213 | (158) | 55 |
| Associate Relations | 0 | 0 | 0 | 272 | 0 | 272 | 0 |
| Staff Expenses | 79 | 432 | 38 | 1,060 | 5,884 | (4,824) | 2,244 |
| Equipment Support & Mainten... | 0 | 0 | 0 | 536 | 0 | 536 | 0 |
| Depreciation | 6,393 | 833 | 570 | 51,712 | 7,501 | 44,211 | 1,139 |
| Grant Funding - First Annual | 0 | 4,167 | 0 | 0 | 37,500 | (37,500) | 0 |
| Grant Funding - Second Annu... | 0 | 8,333 | 0 | 0 | 75,000 | (75,000) | 0 |
| Allocated Administrative Over... | 9,408 | 4,689 | 0 | 52,995 | 42,205 | 10,791 | 64,722 |
| Total Operating Expe... | 50,629 | 60,600 | 28,031 | 444,889 | 547,942 | (103,053) | 318,490 |
| Net Operating Income | 78,642 | 67,137 | 122,117 | 3,714 | (145,384) | 149,098 | 128,650 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 78,642 | 67,137 | 122,117 | 3,714 | (145,384) | 149,098 | 128,650 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|---------------|---------------|----------------|--------------------|-----------------|-----------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 94,230 | 94,230 | 101,305 | 285,212 | 285,210 | 1 | 301,309 |
| Total Revenues | 94,230 | 94,230 | 101,305 | 285,212 | 285,210 | 1 | 301,309 |
| Gross Profit | 94,230 | 94,230 | 101,305 | 285,212 | 285,210 | 1 | 301,309 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 17,808 | 11,325 | 12,512 | 137,781 | 101,923 | 35,858 | 124,495 |
| Rent & Utilities | 635 | 1,131 | 642 | 5,220 | 10,185 | (4,965) | 4,957 |
| Repairs & Maintenance | 0 | 60 | 0 | 0 | 542 | (542) | 0 |
| Telephone & Internet | 100 | 158 | 50 | 350 | 1,424 | (1,074) | 175 |
| Supplies & Mail | 256 | 240 | 484 | 367 | 2,155 | (1,788) | 1,008 |
| Taxes, Licenses, Fees | 0 | 0 | 0 | 0 | 320 | (320) | 0 |
| Credit Card Fees | 0 | 0 | 0 | 30 | 0 | 30 | 0 |
| Dues & Subscriptions | 0 | 0 | 3,339 | 7,223 | 213 | 7,010 | 5,329 |
| Associate Relations | 0 | 0 | 55 | 0 | 0 | 0 | 60 |
| Staff Expenses | 675 | 1,333 | 1,100 | 6,654 | 3,862 | 2,792 | 5,319 |
| Board Functions | 236 | 1,055 | 1,005 | 907 | 1,596 | (688) | 1,520 |
| 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 | 4,700 | 10,000 | 13,110 | 105,423 | 90,000 | 15,423 | 76,673 |
| Grant Funding - Sponsorship | 0 | 8,333 | 0 | 0 | 75,000 | (75,000) | 0 |
| Grant Funding - First Annual | 0 | 2,802 | 0 | 0 | 25,215 | (25,215) | 0 |
| Grant Funding - Second Annu... | 0 | 4,167 | 0 | 0 | 37,500 | (37,500) | 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... | 5,571 | 3,224 | 0 | 28,775 | 29,012 | (237) | 45,733 |
| Total Operating Expe... | 29,981 | 43,828 | 32,298 | 297,878 | 378,946 | (81,069) | 261,699 |
| Net Operating Income | 64,249 | 50,402 | 69,007 | (12,666) | (93,736) | 81,070 | 39,610 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 64,249 | 50,402 | 69,007 | (12,666) | (93,736) | 81,070 | 39,610 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|----------------|----------------|----------------|--------------------|------------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 130,210 | 130,210 | 139,986 | 394,116 | 394,116 | 0 | 416,359 |
| Total Revenues | 130,210 | 130,210 | 139,986 | 394,116 | 394,116 | 0 | 416,359 |
| Gross Profit | 130,210 | 130,210 | 139,986 | 394,116 | 394,116 | 0 | 416,359 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 8,517 | 21,333 | 6,053 | 69,154 | 191,997 | (122,843) | 52,972 |
| Rent & Utilities | 787 | 523 | 798 | 6,449 | 4,710 | 1,739 | 6,115 |
| Repairs & Maintenance | 0 | 32 | 0 | 0 | 293 | (293) | 0 |
| Telephone & Internet | 0 | 85 | 0 | 0 | 765 | (765) | 0 |
| Supplies & Mail | 0 | 200 | 0 | 0 | 1,796 | (1,796) | 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 | 957 | (957) | 0 |
| Housing Hub Funding | 0 | 12,500 | 0 | 150,000 | 112,500 | 37,500 | 150,000 |
| Grant Funding - Sponsorship | 33,000 | 25,000 | 0 | 774,050 | 225,000 | 549,050 | 0 |
| Grant Funding - First Annual | 0 | 26,503 | 0 | 156,495 | 238,528 | (82,033) | 0 |
| Grant Funding - Second Annu... | 0 | 2,083 | 0 | 0 | 18,750 | (18,750) | 0 |
| Allocated Administrative Over... | 9,656 | 8,236 | 0 | 101,819 | 74,120 | 27,699 | 4,215 |
| Total Operating Expe... | 51,960 | 96,602 | 6,851 | 1,257,968 | 869,949 | 388,019 | 213,302 |
| Net Operating Income | 78,250 | 33,609 | 133,135 | (863,851) | (475,833) | (388,019) | 203,057 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 78,250 | 33,609 | 133,135 | (863,851) | (475,833) | (388,019) | 203,057 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|---------------|---------------|---------------|--------------------|------------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 56,538 | 56,538 | 60,783 | 171,129 | 171,128 | 0 | 180,787 |
| Total Revenues | 56,538 | 56,538 | 60,783 | 171,129 | 171,128 | 0 | 180,787 |
| Gross Profit | 56,538 | 56,538 | 60,783 | 171,129 | 171,128 | 0 | 180,787 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 8,517 | 7,854 | 6,053 | 69,154 | 70,682 | (1,527) | 52,972 |
| Rent & Utilities | 627 | 374 | 635 | 5,156 | 3,366 | 1,790 | 4,897 |
| Repairs & Maintenance | 0 | 23 | 0 | 0 | 209 | (209) | 0 |
| Telephone & Internet | 0 | 0 | 0 | 0 | 730 | (730) | 0 |
| Supplies & Mail | 0 | 138 | 0 | 0 | 1,237 | (1,237) | 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 | 957 | (957) | 0 |
| Event Sponsorships | 0 | 4,167 | 0 | 0 | 37,500 | (37,500) | 0 |
| Grant Funding - Sponsorship | 0 | 5,473 | 0 | 0 | 49,255 | (49,255) | 0 |
| Grant Funding - First Annual | 0 | 21,100 | 0 | 0 | 189,904 | (189,904) | 0 |
| Grant Funding - Second Annu... | 0 | 2,083 | 0 | 0 | 18,750 | (18,750) | 0 |
| Allocated Administrative Over... | 2,087 | 3,550 | 0 | 10,030 | 31,953 | (21,923) | 13,788 |
| Total Operating Expe... | 11,232 | 44,869 | 6,688 | 84,340 | 405,076 | (320,736) | 71,658 |
| Net Operating Income | 45,306 | 11,669 | 54,095 | 86,789 | (233,947) | 320,736 | 109,129 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 45,306 | 11,669 | 54,095 | 86,789 | (233,947) | 320,736 | 109,129 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|---------------|---------------|----------------|--------------------|------------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 85,663 | 85,663 | 92,106 | 259,280 | 259,280 | 0 | 273,928 |
| Revenue - Interest & Investm... | 9,729 | 8,750 | 12,072 | 112,699 | 78,750 | 33,949 | 45,828 |
| Total Revenues | 95,392 | 94,413 | 104,178 | 371,979 | 338,030 | 33,949 | 319,756 |
| | | | | | | | |
| Gross Profit | 95,392 | 94,413 | 104,178 | 371,979 | 338,030 | 33,949 | 319,756 |
| Operating Expenses | | | | | | | |
| Taxes, Licenses, Fees | 0 | 0 | 10 | 74 | 0 | 74 | 40 |
| Grant Funding - First Annual | 0 | 17,660 | 0 | 0 | 158,940 | (158,940) | 0 |
| Grant Funding - Second Annu... | 0 | 673 | 0 | 0 | 6,060 | (6,060) | 0 |
| Allocated Administrative Over... | 27,610 | 39,410 | 100,252 | 345,329 | 354,690 | (9,361) | 199,505 |
| Total Operating Expe... | 27,610 | 57,743 | 100,262 | 345,403 | 519,690 | (174,287) | 199,545 |
| Net Operating Income | 67,782 | 36,669 | 3,916 | 26,576 | (181,660) | 208,235 | 120,211 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 67,782 | 36,669 | 3,916 | 26,576 | (181,660) | 208,235 | 120,211 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|---------------|---------------|---------------|--------------------|----------------|-----------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Total Revenues | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Gross Profit | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Operating Expenses | | | | | | | |
| Taxes, Licenses, Fees | 3,284 | 10,650 | 15,953 | 56,601 | 95,845 | (39,244) | 42,907 |
| Total Operating Expe... | 3,284 | 10,650 | 15,953 | 56,601 | 95,845 | (39,244) | 42,907 |
| Net Operating Income | 30,980 | 23,614 | 20,885 | 47,109 | 7,865 | 39,244 | 66,659 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 30,980 | 23,614 | 20,885 | 47,109 | 7,865 | 39,244 | 66,659 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|---------------|---------------|---------------|--------------------|-----------------|------------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Total Revenues | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Gross Profit | 34,264 | 34,264 | 36,838 | 103,710 | 103,710 | 0 | 109,566 |
| Operating Expenses | | | | | | | |
| Grant Funding - Second Annu... | 0 | 15,417 | 0 | 0 | 138,750 | (138,750) | 0 |
| Total Operating Expe... | 0 | 15,417 | 0 | 0 | 138,750 | (138,750) | 0 |
| Net Operating Income | 34,264 | 18,848 | 36,838 | 103,710 | (35,040) | 138,750 | 109,566 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 34,264 | 18,848 | 36,838 | 103,710 | (35,040) | 138,750 | 109,566 |

PL - Budget vs Actual

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

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------------|---------------|-----------------|--------------------|----------------|------------------|------------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenue - Other | 0 | 12,500 | 0 | 0 | 112,500 | (112,500) | 0 |
| Total Revenues | 0 | 12,500 | 0 | 0 | 112,500 | (112,500) | 0 |
| Gross Profit | 0 | 12,500 | 0 | 0 | 112,500 | (112,500) | 0 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 13,497 | 0 | 10,894 | 127,000 | 0 | 127,000 | 103,233 |
| Telephone & Internet | 0 | 0 | 0 | 0 | 0 | 0 | 25 |
| Dues & Subscriptions | 652 | 0 | 652 | 5,871 | 0 | 5,871 | 3,914 |
| Staff Expenses | 0 | 0 | 0 | 1,312 | 216 | 1,096 | 205 |
| Board Functions | 0 | 0 | 0 | 1,130 | 540 | 590 | 515 |
| Professional Fees | 0 | 0 | 1,100 | 0 | 0 | 0 | 3,738 |
| Total Operating Expe... | 14,149 | 0 | 12,647 | 135,314 | 756 | 134,557 | 111,630 |
| Net Operating Income | (14,149) | 12,500 | (12,647) | (135,314) | 111,744 | (247,057) | (111,630) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (14,149) | 12,500 | (12,647) | (135,314) | 111,744 | (247,057) | (111,630) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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1:20 PM

| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|--------------|--------------|--------------|--------------------|---------------|-----------------|---------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Chamber Revenue - Member... | 1,168 | 2,133 | 2,046 | 5,674 | 19,200 | (13,526) | 35,537 |
| Total Revenues | 1,168 | 2,133 | 2,046 | 5,674 | 19,200 | (13,526) | 35,537 |
| Gross Profit | 1,168 | 2,133 | 2,046 | 5,674 | 19,200 | (13,526) | 35,537 |
| 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 | 1,092 | (372) | 1,040 |
| 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 | 1,145 | 8,307 | 1,540 |
| Net Operating Income | 1,168 | 1,587 | 1,526 | (3,778) | 18,055 | (21,833) | 33,997 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | 1,168 | 1,587 | 1,526 | (3,778) | 18,055 | (21,833) | 33,997 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------------|----------------|----------------|---------------------------|-----------------|----------------|-----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 4,007 | 2,917 | 4,316 | 41,203 | 26,250 | 14,953 | 46,061 |
| Professional Fees | 0 | 250 | 190 | 0 | 2,250 | (2,250) | 1,615 |
| In-Market/Tourism | 0 | 0 | 799 | 0 | 0 | 0 | 3,293 |
| Media/Collateral/Production | 0 | 1,000 | 0 | 0 | 9,000 | (9,000) | 4,918 |
| Total Operating Expe... | 4,007 | 4,167 | 5,305 | 41,203 | 37,500 | 3,703 | 55,886 |
| Net Operating Income | (4,007) | (4,167) | (5,305) | (41,203) | (37,500) | (3,703) | (55,886) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (4,007) | (4,167) | (5,305) | (41,203) | (37,500) | (3,703) | (55,886) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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| | Mar 2025 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------------|-----------------|----------------|--------------------|-----------------|-----------------|----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenue - Interest & Investm... | 0 | 0 | (67) | 0 | 0 | 0 | 0 |
| Total Revenues | 0 | 0 | (67) | 0 | 0 | 0 | 0 |
| Gross Profit | 0 | 0 | (67) | 0 | 0 | 0 | 0 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 69,402 | 76,415 | 52,185 | 574,022 | 687,742 | (113,720) | 479,482 |
| Rent & Utilities | 6,705 | 3,491 | 5,937 | 40,974 | 31,425 | 9,549 | 37,231 |
| Repairs & Maintenance | 1,590 | 5,375 | 800 | 24,155 | 48,376 | (24,221) | 23,998 |
| Telephone & Internet | 2,144 | 765 | 1,767 | 14,776 | 6,880 | 7,896 | 9,373 |
| Supplies & Mail | 3,510 | 1,152 | 1,308 | 32,302 | 10,368 | 21,934 | 28,850 |
| Taxes, Licenses, Fees | 6,332 | 417 | 960 | 19,878 | 3,754 | 16,124 | 10,042 |
| Credit Card Fees | 90 | 0 | 297 | 1,271 | 0 | 1,271 | 803 |
| Dues & Subscriptions | 12,036 | 1,628 | 8,955 | 83,444 | 14,654 | 68,790 | 35,129 |
| Insurance/Bonding | 8,583 | 1,333 | 3,323 | 16,139 | 12,001 | 4,138 | 10,139 |
| Associate Relations | 206 | 0 | 0 | 1,502 | 0 | 1,502 | 0 |
| Staff Expenses | 6,239 | 4,390 | 6,502 | 26,305 | 27,401 | (1,096) | 18,747 |
| Board Functions | 1,124 | 3,464 | 3,299 | 10,861 | 27,494 | (16,633) | 26,597 |
| Professional Fees | 8,734 | 5,417 | 8,818 | 85,617 | 48,749 | 36,868 | 66,470 |
| Equipment Support & Mainten... | 7,562 | 7,532 | 7,888 | 59,159 | 67,788 | (8,629) | 38,157 |
| Depreciation | 239 | 417 | 239 | 2,148 | 3,749 | (1,601) | 2,062 |
| Donations | 0 | 0 | 0 | 3,966 | 0 | 3,966 | 0 |
| Allocated Administrative Over... | (121,105) | (101,323) | (100,252) | (996,520) | (911,909) | (84,611) | (787,300) |
| Total Operating Expe... | 13,390 | 10,473 | 2,026 | 0 | 78,472 | (78,472) | (221) |
| Net Operating Income | (13,390) | (10,473) | (2,093) | 1 | (78,472) | 78,472 | 221 |
| 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 | (13,390) | (10,473) | (2,093) | 1 | (78,472) | 78,472 | (1,904) |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2025

Balance Sheet Comparison
NORTH LAKE TAHOE MARKETING COOPERATIVE
As of March 31, 2025

| DISTRIBUTION ACCOUNT | TOTAL | | | |
|---|----------------------|---------------------------|----------------------|-----------------|
| | AS OF MARCH 31, 2025 | AS OF MARCH 31, 2024 (PY) | \$ CHANGE (PY) | % CHANGE (PY) |
| Assets | | | | |
| Current Assets | | | | |
| Bank Accounts | | | | |
| 1000-00 Cash...9347 | 393,493.78 | 518,848.02 | -125,354.24 | -24.16 % |
| Total for Bank Accounts | \$393,493.78 | \$518,848.02 | -\$125,354.24 | -24.16 % |
| Accounts Receivable | | | | |
| 1200-00 Accounts Receivable | | 25,000.00 | -25,000.00 | -100.0 % |
| Total for Accounts Receivable | 0 | \$25,000.00 | -\$25,000.00 | -100.0 % |
| Other Current Assets | | | | |
| 1350-00 Security Deposits | 100.00 | 100.00 | | 0.0 % |
| Total for Other Current Assets | \$100.00 | \$100.00 | 0 | 0.0 % |
| Total for Current Assets | \$393,593.78 | \$543,948.02 | -\$150,354.24 | -27.64 % |
| Fixed Assets | | | | |
| Other Assets | | | | |
| 1400-00 Prepaid Expenses | 20,025.32 | 30,114.48 | -10,089.16 | -33.5 % |
| Total for Other Assets | \$20,025.32 | \$30,114.48 | -\$10,089.16 | -33.5 % |
| Total for Assets | \$413,619.10 | \$574,062.50 | -\$160,443.40 | -27.95 % |
| Liabilities and Equity | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 Accounts Payable | 354,493.63 | 232,575.33 | 121,918.30 | 52.42 % |
| Total for Accounts Payable | \$354,493.63 | \$232,575.33 | \$121,918.30 | 52.42 % |
| Credit Cards | | | | |
| Other Current Liabilities | | | | |
| Total for Current Liabilities | \$354,493.63 | \$232,575.33 | \$121,918.30 | 52.42 % |
| Long-term Liabilities | | | | |
| Total for Liabilities | \$354,493.63 | \$232,575.33 | \$121,918.30 | 52.42 % |
| Equity | | | | |
| 32000 Unrestricted Net Assets | | | | |
| Net Income | 93,869.11 | 199,355.75 | -105,486.64 | -52.91 % |
| | -34,743.64 | 142,131.42 | -176,875.06 | -124.44 % |
| Total for Equity | \$59,125.47 | \$341,487.17 | -\$282,361.70 | -82.69 % |
| Total for Liabilities and Equity | \$413,619.10 | \$574,062.50 | -\$160,443.40 | -27.95 % |

A/P Aging Summary Report
NORTH LAKE TAHOE MARKETING COOPERATIVE
As of March 31, 2025

| VENDOR | CURRENT | 1 - 30 | 31 - 60 | 61 - 90 | 91 AND OVER | TOTAL |
|-----------------------------|-------------------|------------------|------------------|----------|-------------|---------------------|
| Augustine Agency | | 49,545.85 | | | | 49,545.85 |
| Canuckiwi LTD | | 7,800.00 | | | | 7,800.00 |
| Destination Media Solutions | | 2,124.00 | | | | 2,124.00 |
| Fallon Multimedia | 4,000.00 | 4,000.00 | | | | 8,000.00 |
| iDSS Global LLC | | 2,500.00 | | | | 2,500.00 |
| MAHK Advertising | 233,090.71 | | 36,501.13 | | | 269,591.84 |
| Michael Steffen | | 1,385.92 | | | | 1,385.92 |
| Travel North Tahoe Nevada | 13,546.02 | | | | | 13,546.02 |
| TOTAL | 250,636.73 | 67,355.77 | 36,501.13 | 0 | 0 | \$354,493.63 |

Profit and Loss Comparison
NORTH LAKE TAHOE MARKETING COOPERATIVE
 March 1-31, 2025

| DISTRIBUTION ACCOUNT | TOTAL | | | |
|--|---------------------|--------------------------|---------------------|-----------------|
| | MAR 1 - MAR 31 2025 | MAR 1 - MAR 31 2024 (PY) | \$ CHANGE (PY) | % CHANGE (PY) |
| Income | | | | |
| 4000-00 LTIVCBVB Funding | 45,833.00 | 79,166.00 | -33,333.00 | -42.11 % |
| 4001-00 NLTRA Funding | 113,750.00 | 120,508.00 | -6,758.00 | -5.61 % |
| Total for Income | \$159,583.00 | \$199,674.00 | -\$40,091.00 | -20.08 % |
| Cost of Goods Sold | | | | |
| Gross Profit | \$159,583.00 | \$199,674.00 | -\$40,091.00 | -20.08 % |
| Expenses | | | | |
| 5000-00 CONSUMER MARKETING | | | | |
| 5002-00 Consumer Print | 12,000.00 | | 12,000.00 | |
| 5002-01 Native Display | 10,600.00 | 7,935.66 | 2,664.34 | 33.57 % |
| 5005-00 Paid Social | 16,919.81 | 16,342.64 | 577.17 | 3.53 % |
| 5005-01 Digital Display / Retargeting | 19,201.39 | 19,102.79 | 98.60 | 0.52 % |
| 5007-00 Creative Production | 0 | 0 | 0 | |
| 5007-01 Creative Production | 13,590.24 | 16,526.70 | -2,936.46 | -17.77 % |
| 5007-03 Photo/Video Creative | 1,823.24 | 1,736.42 | 86.82 | 5.0 % |
| Total for 5007-00 Creative Production | \$15,413.48 | \$18,263.12 | -\$2,849.64 | -15.6 % |
| 5010-00 Account Strategy & Management | 7,000.00 | 8,500.00 | -1,500.00 | -17.65 % |
| 5013-00 Outdoor | 109,999.50 | 103,429.03 | 6,570.47 | 6.35 % |
| 5016 Video Streaming | 18,325.83 | | 18,325.83 | |
| 5018-00 Media Commission | 23,900.42 | 24,347.87 | -447.45 | -1.84 % |
| 5018-01 Digital Ad Serving | 196.42 | 293.19 | -96.77 | -33.01 % |
| 5020-00 Search Engine Marketing | 10,428.95 | 18,982.51 | -8,553.56 | -45.06 % |
| 5021-01 Stewardship Campaign | 7,618.46 | | 7,618.46 | |
| 5001-01 Podcast | | 8,044.95 | -8,044.95 | -100.0 % |
| 5004-00 Trip Advisor | | 5,463.83 | -5,463.83 | -100.0 % |
| 5022-00 Email | | 5,000.00 | -5,000.00 | -100.0 % |
| Total for 5000-00 CONSUMER MARKETING | \$251,604.26 | \$235,705.59 | \$15,898.67 | 6.75 % |
| 5110-00 LEISURE SALES | | | | |
| 5112-00 Training / Sales Calls | 546.88 | -7,500.00 | 8,046.88 | 107.29 % |
| 5154-00 Canada | 0 | \$2,600.00 | -\$2,600.00 | -100.0 % |
| 5154-01 Canada Sales Mission | 7,800.00 | | 7,800.00 | |
| Total for 5154-00 Canada | \$7,800.00 | \$2,600.00 | \$5,200.00 | 200.0 % |
| 5157-00 International Efforts | 12,413.83 | | 12,413.83 | |
| 5143-00 Mountain Travel Symposium | | 9,755.00 | -9,755.00 | -100.0 % |
| 5144-00 IPW - POW WOW | | 7,500.00 | -7,500.00 | -100.0 % |
| Total for 5110-00 LEISURE SALES | \$20,760.71 | \$12,355.00 | \$8,405.71 | 68.03 % |

Profit and Loss Comparison
NORTH LAKE TAHOE MARKETING COOPERATIVE
 March 1-31, 2025

| DISTRIBUTION ACCOUNT | TOTAL | | | |
|--|------------------------|-----------------------------|---------------------|------------------|
| | MAR 1 - MAR 31 2025 | MAR 1 - MAR 31 2024 (PY) | \$ CHANGE (PY) | % CHANGE (PY) |
| 5200-00 PUBLIC RELATIONS | | | | |
| 5200-01 Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | | 0.0 % |
| 5202-00 PR Program/ Content Dev - Blogs | 942.50 | 556.25 | 386.25 | 69.44 % |
| 5206-00 Digital Buy/ Social Media Boost | 700.00 | 950.00 | -250.00 | -26.32 % |
| 5207-00 Content Campaigns/Tools-My Emma | 300.00 | | 300.00 | |
| 5210-00 Content Dev - Newsletters | 1,700.00 | 1,700.00 | | 0.0 % |
| 5212-00 Social Giveaways & Contests | 6,000.00 | | 6,000.00 | |
| 5216-00 PR Content Development + Distri | 1,200.00 | | 1,200.00 | |
| 5211-00 Social Media Strategy & Mgmt | | 6,000.00 | -6,000.00 | -100.0 % |
| 5221-00 Photography & Video Asset Dev | | 3,529.50 | -3,529.50 | -100.0 % |
| Total for 5200-00 PUBLIC RELATIONS | \$16,842.50 | \$18,735.75 | -\$1,893.25 | -10.11 % |
| 6000-00 CONFERENCE SALES | | | | |
| 6005-00 Paid Media | 2,324.50 | 3,895.41 | -1,570.91 | -40.33 % |
| 6007-00 Creative Production | 1,740.00 | | 1,740.00 | |
| 6018-00 MCC Media Commission | 1,855.87 | 535.79 | 1,320.08 | 246.38 % |
| 6018-01 MCC Digital Ad Serving | 5.79 | 10.17 | -4.38 | -43.07 % |
| 6128-00 HelmsBriscoe Strategic Partner | | 612.50 | -612.50 | -100.0 % |
| 6152-00 Client Events / Opportunities | | 1,500.00 | -1,500.00 | -100.0 % |
| Total for 6000-00 CONFERENCE SALES | \$5,926.16 | \$6,553.87 | -\$627.71 | -9.58 % |
| 6100-00 TRADE SHOWS | | | | |
| 6111-00 Site Inspections | 1,385.92 | 1,896.96 | -511.04 | -26.94 % |
| 6160-00 AllThingsMeetings Silcon Valley | 725.00 | | 725.00 | |
| Total for 6100-00 TRADE SHOWS | \$2,110.92 | \$1,896.96 | \$213.96 | 11.28 % |
| 7000-00 COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 Fulfillment / Mail | 119.99 | | 119.99 | |
| 7002-00 CRM Subscription | 3,214.92 | | 3,214.92 | |
| 7004-00 Research | 2,420.83 | 2,685.02 | -264.19 | -9.84 % |
| 8700-00 Automobile Expense* | 207.20 | | 207.20 | |
| 7006-00 Special Events | | 5,154.87 | -5,154.87 | -100.0 % |
| Total for 7000-00 COMMITTED & ADMIN EXPENSES | \$5,962.94 | \$7,839.89 | -\$1,876.95 | -23.94 % |
| 8000-00 WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 Content Manager Contractor | 8,000.00 | 4,250.00 | 3,750.00 | 88.24 % |
| 8003-00 Website Hosting Maintenance | 5.00 | | 5.00 | |
| 8004-00 Website Strategy & Maintenance | 7,640.00 | 7,764.71 | -124.71 | -1.61 % |
| 8005-00 Website SEO Strategy/Maint | 2,700.00 | 4,172.50 | -1,472.50 | -35.29 % |
| Total for 8000-00 WEBSITE CONTENT & MAINTENANCE | \$18,345.00 | \$16,187.21 | \$2,157.79 | 13.33 % |
| 5016-00 CDE - Website Programs | | 14,553.82 | -14,553.82 | -100.0 % |
| Total for Expenses | \$321,552.49 | \$313,828.09 | \$7,724.40 | 2.46 % |
| Net Operating Income | -\$161,969.49 | -\$114,154.09 | -\$47,815.40 | -41.89 % |

Profit and Loss Comparison
NORTH LAKE TAHOE MARKETING COOPERATIVE
 March 1-31, 2025

| DISTRIBUTION ACCOUNT | TOTAL | | | |
|-------------------------|----------------------|--------------------------|---------------------|-----------------|
| | MAR 1 - MAR 31 2025 | MAR 1 - MAR 31 2024 (PY) | \$ CHANGE (PY) | % CHANGE (PY) |
| Other Income | | | | |
| Other Expenses | | | | |
| Net Other Income | 0 | 0 | 0 | |
| Net Income | -\$161,969.49 | -\$114,154.09 | -\$47,815.40 | -41.89 % |

| | Mar 2025 | | | | Total | | | |
|--|----------------------|----------------------|---------------------|----------------|------------------------|------------------------|---------------------|----------------|
| | 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% | 412,497.00 | 412,497.00 | 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% | \$ 432,497.00 | \$ 432,497.00 | \$ 0.00 | 100.00% |
| 4001-00 NLTRA Funding | 113,750.00 | 113,750.00 | 0.00 | 100.00% | 1,023,750.83 | 1,023,750.00 | 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% | \$ 1,103,750.83 | \$ 1,103,750.00 | \$ 0.83 | 100.00% |
| Total Income | \$ 159,583.00 | \$ 159,583.00 | \$ 0.00 | 100.00% | \$ 1,536,247.83 | \$ 1,536,247.00 | \$ 0.83 | 100.00% |
| Gross Profit | \$ 159,583.00 | \$ 159,583.00 | \$ 0.00 | 100.00% | \$ 1,536,247.83 | \$ 1,536,247.00 | \$ 0.83 | 100.00% |
| Expenses | | | | | | | | |
| 5000-00 CONSUMER MARKETING | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5001-00 Broadcast / Radio - High Notes | | 0.00 | 0.00 | | 0.00 | 2,212.00 | -2,212.00 | 0.00% |
| 5002-00 Consumer Print | 12,000.00 | 0.00 | 12,000.00 | | 26,700.00 | 12,566.00 | 14,134.00 | 212.48% |
| 5002-01 Native Display | 10,600.00 | 37,808.00 | -27,208.00 | 28.04% | 64,344.45 | 83,754.00 | -19,409.55 | 76.83% |
| 5005-00 Paid Social | 16,919.81 | 39,155.00 | -22,235.19 | 43.21% | 103,218.96 | 145,447.00 | -42,228.04 | 70.97% |
| 5005-01 Digital Display / Retargeting | 19,201.39 | 24,216.00 | -5,014.61 | 79.29% | 77,884.92 | 91,712.00 | -13,827.08 | 84.92% |
| 5007-00 Creative Production | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5007-01 Creative Production | 13,590.24 | 33,500.00 | -19,909.76 | 40.57% | 95,249.26 | 98,500.00 | -3,250.74 | 96.70% |
| 5007-02 Website Production | | 5,000.00 | -5,000.00 | 0.00% | 11,184.50 | 15,000.00 | -3,815.50 | 74.56% |
| 5007-03 Photo/Video Creative | 1,823.24 | 0.00 | 1,823.24 | | 16,061.85 | 21,879.00 | -5,817.15 | 73.41% |
| Total 5007-00 Creative Production | \$ 15,413.48 | \$ 38,500.00 | -\$23,086.52 | 40.04% | \$ 122,495.61 | \$ 135,379.00 | -\$12,883.39 | 90.48% |
| 5010-00 Account Strategy & Management | 7,000.00 | 7,000.00 | 0.00 | 100.00% | 63,000.00 | 63,000.00 | 0.00 | 100.00% |
| 5013-00 Outdoor | 109,999.50 | | 109,999.50 | | 109,999.50 | 0.00 | 109,999.50 | |
| 5016 Video Streaming | 18,325.83 | 43,805.00 | -25,479.17 | 41.84% | 69,594.66 | 111,504.00 | -41,909.34 | 62.41% |
| 5017-00 Rich Media | | 0.00 | 0.00 | | 49,558.00 | 47,500.00 | 2,058.00 | 104.33% |
| 5018-00 Media Commission | 23,900.42 | 21,365.00 | 2,535.42 | 111.87% | 76,140.13 | 79,846.00 | -3,705.87 | 95.36% |
| 5018-01 Digital Ad Serving | 196.42 | 1,341.00 | -1,144.58 | 14.65% | 1,379.00 | 7,778.00 | -6,399.00 | 17.73% |
| 5020-00 Search Engine Marketing | 10,428.95 | 18,024.00 | -7,595.05 | 57.86% | 74,348.37 | 111,752.00 | -37,403.63 | 66.53% |
| 5021-01 Stewardship Campaign | 7,618.46 | 6,853.00 | 765.46 | 111.17% | 54,771.81 | 51,174.00 | 3,597.81 | 107.03% |
| 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 | \$ 251,604.26 | \$ 238,067.00 | \$ 13,537.26 | 105.69% | \$ 914,139.98 | \$ 943,624.00 | -\$29,484.02 | 96.88% |
| 5110-00 LEISURE SALES | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5107-00 Creative Production | | 0.00 | 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 | 546.88 | 0.00 | 546.88 | | 8,692.09 | 9,000.00 | -307.91 | 96.58% |
| 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 | | 5,000.00 | -5,000.00 | 0.00% | 3,539.95 | 7,500.00 | -3,960.05 | 47.20% |
| 5133-00 Ski-Tops | | 1,000.00 | -1,000.00 | 0.00% | 0.00 | 2,800.00 | -2,800.00 | 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 | | 1,000.00 | -1,000.00 | 0.00% | 391.40 | 4,000.00 | -3,608.60 | 9.79% |
| 5144-00 IPW - POW WOW | | 1,000.00 | -1,000.00 | 0.00% | 0.00 | 8,500.00 | -8,500.00 | 0.00% |
| 5145-00 TIA Annual Dues | | 0.00 | 0.00 | | 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% |
| 5154-01 Canada Sales Mission | 7,800.00 | 0.00 | 7,800.00 | | 7,800.00 | 0.00 | 7,800.00 | |
| Total 5154-00 Canada | \$ 7,800.00 | \$ 0.00 | \$ 7,800.00 | | \$ 23,400.00 | \$ 23,400.00 | \$ 0.00 | 100.00% |
| 5155-00 California Star Program | | 0.00 | 0.00 | | 0.00 | 3,600.00 | -3,600.00 | 0.00% |
| 5157-00 International Efforts | 12,413.83 | 0.00 | 12,413.83 | | 16,408.83 | 5,000.00 | 11,408.83 | 328.18% |
| Total 5110-00 LEISURE SALES | \$ 20,760.71 | \$ 8,000.00 | \$ 12,760.71 | 259.51% | \$ 105,209.60 | \$ 124,812.00 | -\$19,602.40 | 84.29% |
| 5200-00 PUBLIC RELATIONS | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5200-01 Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 0.00 | 100.00% | 54,000.00 | 54,000.00 | 0.00 | 100.00% |
| 5202-00 PR Program/ Content Dev - Blogs | 942.50 | 1,208.00 | -265.50 | 78.02% | 10,810.00 | 10,872.00 | -62.00 | 99.43% |
| 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% | 6,300.00 | 6,300.00 | 0.00 | 100.00% |
| 5207-00 Content Campaigns/Tools-My Emma | 300.00 | 0.00 | 300.00 | | 900.00 | 0.00 | 900.00 | |
| 5209-00 Domestic Travel Media FAMS | | 0.00 | 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% | 17,480.00 | 15,300.00 | 2,180.00 | 114.25% |
| 5211-00 Social Media Strategy & Mgmt | | 6,000.00 | -6,000.00 | 0.00% | 48,000.00 | 54,000.00 | -6,000.00 | 88.89% |
| 5212-00 Social Giveaways & Contests | 6,000.00 | | 6,000.00 | | 6,000.00 | 0.00 | 6,000.00 | |
| 5216-00 PR Content Development + Distri | 1,200.00 | 0.00 | 1,200.00 | | 3,600.00 | 3,600.00 | 0.00 | 100.00% |
| 5222-00 Media Tracking / Membership | | 0.00 | 0.00 | | 2,649.06 | 2,649.00 | 0.06 | 100.00% |
| Total 5200-00 PUBLIC RELATIONS | \$ 16,842.50 | \$ 15,608.00 | \$ 1,234.50 | 107.91% | \$ 165,082.32 | \$ 157,721.00 | \$ 7,361.32 | 104.67% |
| 6000-00 CONFERENCE SALES | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 6003-00 Geo-Fence Targeting | | 0.00 | 0.00 | | 3,553.61 | 9,000.00 | -5,446.39 | 39.48% |
| 6004-00 Email | | 0.00 | 0.00 | | 480.00 | 1,440.00 | -960.00 | 33.33% |
| 6005-00 Paid Media | 2,324.50 | 2,245.00 | 79.50 | 103.54% | 15,411.22 | 15,670.00 | -258.78 | 98.35% |
| 6006-00 CVENT | | 0.00 | 0.00 | | 12,980.82 | 12,980.00 | 0.82 | 100.01% |
| 6007-00 Creative Production | 1,740.00 | 0.00 | 1,740.00 | | 9,557.16 | 17,500.00 | -7,942.84 | 54.61% |
| 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 | 1,855.87 | 0.00 | 1,855.87 | | 8,215.68 | 3,000.00 | 5,215.68 | 273.86% |
| 6018-01 MCC Digital Ad Serving | 5.79 | 30.00 | -24.21 | 19.30% | 49.69 | 270.00 | -220.31 | 18.40% |
| 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 | \$ 5,926.16 | \$ 2,275.00 | \$ 3,651.16 | 260.49% | \$ 70,486.13 | \$ 77,860.00 | \$ -7,373.87 | 90.53% |
| 6100-00 TRADE SHOWS | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 6111-00 Site Inspections | 1,385.92 | 0.00 | 1,385.92 | | 1,385.92 | 2,000.00 | -614.08 | 69.30% |
| 6116-00 CalSAE Seasonal Spectacular | | 0.00 | 0.00 | | 315.00 | 5,000.00 | -4,685.00 | 6.30% |
| 6143-00 Connect Marketplace | | 5,000.00 | -5,000.00 | 0.00% | 0.00 | 5,000.00 | -5,000.00 | 0.00% |
| 6151-00 Destination CA | | 0.00 | 0.00 | | 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 Silicon Valley | 725.00 | | 725.00 | | 725.00 | 0.00 | 725.00 | |
| 6182-00 Destination Celebration | | 1,000.00 | -1,000.00 | 0.00% | 0.00 | 2,000.00 | -2,000.00 | 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 | \$ 2,110.92 | \$ 6,000.00 | \$ -3,889.08 | 35.18% | \$ 18,241.36 | \$ 36,775.00 | \$ -18,533.64 | 49.60% |
| 7000-00 COMMITTED & ADMIN EXPENSES | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 5009-00 Fulfillment / Mail | 119.99 | 150.00 | -30.01 | 79.99% | 984.96 | 1,350.00 | -365.04 | 72.96% |
| 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 | | 0.00 | 0.00 | | 260.17 | 0.00 | 260.17 | |
| 7002-00 CRM Subscription | 3,214.92 | 0.00 | 3,214.92 | | 8,488.92 | 7,500.00 | 988.92 | 113.19% |
| 7004-00 Research | 2,420.83 | 0.00 | 2,420.83 | | 42,858.62 | 40,410.00 | 2,448.62 | 106.06% |
| 7007-00 Destimetrics / DMX | | 0.00 | 0.00 | | 28,980.00 | 25,323.00 | 3,657.00 | 114.44% |
| 7009-00 Tahoe Cam Usage | | 0.00 | 0.00 | | 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 | 0.00 | | 3,170.16 | 0.00 | 3,170.16 | |
| 8700-00 Automobile Expense* | 207.20 | | 207.20 | | 485.74 | 0.00 | 485.74 | |
| Total 7000-00 COMMITTED & ADMIN EXPENSES | \$ 5,962.94 | \$ 150.00 | \$ 5,812.94 | 3975.29% | \$ 139,852.58 | \$ 135,972.00 | \$ 3,880.58 | 102.85% |
| 8000-00 WEBSITE CONTENT & MAINTENANCE | | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 8002-00 Content Manager Contractor | 8,000.00 | 4,000.00 | 4,000.00 | 200.00% | 40,250.00 | 36,000.00 | 4,250.00 | 111.81% |
| 8003-00 Website Hosting Maintenance | 5.00 | 0.00 | 5.00 | | 1,083.00 | 0.00 | 1,083.00 | |
| 8004-00 Website Strategy & Maintenance | 7,640.00 | 7,765.00 | -125.00 | 98.39% | 92,346.50 | 68,341.00 | 24,005.50 | 135.13% |
| 8005-00 Website SEO Strategy/Maint | 2,700.00 | 2,700.00 | 0.00 | 100.00% | 24,300.00 | 24,300.00 | 0.00 | 100.00% |
| Total 8000-00 WEBSITE CONTENT & MAINTENANCE | \$ 18,345.00 | \$ 14,465.00 | \$ 3,880.00 | 126.82% | \$ 157,979.50 | \$ 128,641.00 | \$ 29,338.50 | 122.81% |
| Total Expenses | \$ 321,552.49 | \$ 284,565.00 | \$ 36,987.49 | 113.00% | \$1,570,991.47 | \$1,605,405.00 | -\$34,413.53 | 97.86% |
| Net Operating Income | -\$161,969.49 | -\$124,982.00 | -\$36,987.49 | 129.59% | -\$ 34,743.64 | -\$ 69,158.00 | \$ 34,414.36 | 50.24% |
| Net Income | -\$161,969.49 | -\$124,982.00 | -\$36,987.49 | 129.59% | -\$ 34,743.64 | -\$ 69,158.00 | \$ 34,414.36 | 50.24% |