MAY 2025

Preliminary Budget FY25.26

PRESENTED BY STAFF



June 2025

May 2025

Prelim presentation to

BOD, final budget to

Finance and TBID/Z1

committees for approval

Final budget to BOD for approval

April 2025

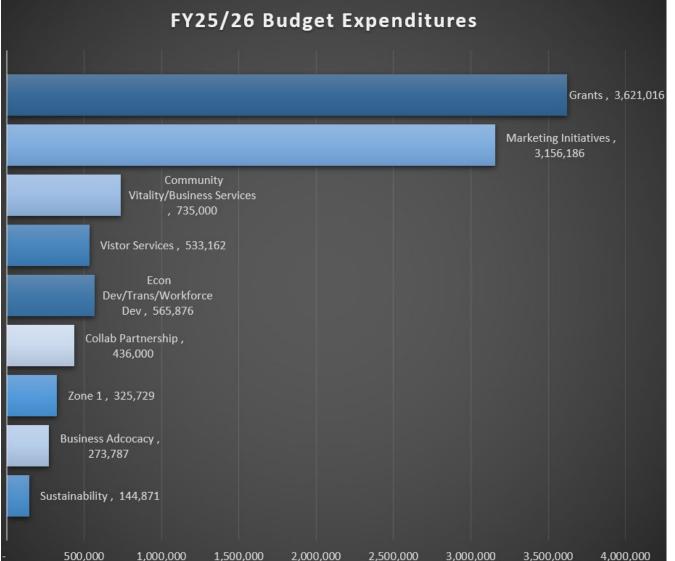
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Timeline

Preliminary budget presented to TBID/Z1 and Finance committees

ΝΤϹΛ

Fiscal Year 2025 - 2026 NTCA Budget



FY 25/26 Budget Summary

		Mkt/Events Visitor	Visitor	Business Ad	Zone 1	Econ Dev	Sustainability	Admin	Cty Fee	Reserve	Member	O/H alloc
		52.500%	7.300%	5.500%	14.800%	7.600%	3.300%	5.000%	2.000%	2.000%		
	Total	Marketing/P romo/Events	Visitor Services	Business Advocacy	Zone 1	Econ Dev/Trans/O ther		Administratio		Contingenc	Members	Administrativ e Overhead
TBID Revenue	6,656,758	3,494,798	485,943	366,122	985,200	505,914	219,673	332,838	133,135	133,135	-	-
Prior Year Unspent Funds	5,248,270	2,557,289	482,168	51,815	1,085,237	102,340	2,982	233,992	186,239	546,208		
VIC Revenue (net of CGS)	80,000	-	80,000	-	-	-	-	-	-	-	-	-
Membership Dues & Activities	25,000	-		-	-	-	-	-	-	-	25,000	-
TOT Funds	150,000							150,000			-	
Interest	50,000							50,000				
TOTAL REVENUE	12,210,028	6,052,087	1,048,111	417,937	2,070,437	608,254	222,655	766,830	319,374	679,343	25,000	-
Salaries & Wages	2,671,817	604,575	275,601	217,681	147,819	418,378	97,412	-	-	-	-	910,351
Rent & Utilities	208,073	39,700	97,650	13,931	2,761	6,442	4,602	-	-	-	-	42,98
Phone/Internet	21,546	6,141	1,797	1,947	449	1,049	749	-	-	-	-	9,414
Supplies & Mail	37,346	7,976	6,228	2,950	1,858	2,458	1,694	-	-	-	-	14,182
Maintenance, Support, Repairs, Etc.	70,794	2,337	684	741	1,050	399	285	-	-	-	_	66,178
Depreciation	50,000	2,007	50,000	,41	1/1		200					00,170
Insurance	16,416	-	-	-	-	-	-	-	-	-	-	16,41
Taxes, Licenses, Fees	138,715	821	328	328	328	328	328	_	131,118	-	_	5,13
Dues, Subscriptions, etc	22,777	1,639	219	219	219	219	219		-	-	-	20,04
Board Functions	26,225	-	-	-	-	-	-	-	-	-	-	26,22
Staff expenses								-	-	-	-	
	34,884	3,496	1,748	2,185	1,858	1,311	1,311					22,97
Professional Fees	150,000	-	-	-	-	-	-	-	-	-	-	150,00
Leadership Development	6,156	-	1,026	-	-	-	-	-	-	-	-	5,13
Staff Recognition/Education	8,208	-	2,052	-	-	-	-	-	-	-	-	6,156
Kings Beach VIC Rent & Utilities & maintenance	30,000	-	30,000	-	-	-	-	-	-	-	-	-
VIC signage	30,000	30,000	-	-	-	-	-	-	-	-	-	-
TCDA Funding	361,000		-		361,000		-	-	-	-	-	-
Kings Beach District support	75,000	40,000										35,000
Events	650,000	350,000	-	-	250,000	-	50,000	-	-	-	-	-
Coop Contributions	1,440,000	1,440,000	-	-	-	-	-	-	-	-	-	-
Housing Hub incubation	150,000	150,000										
Non-Co-Op marketing:			-	-		-	-	-	-	-	-	-
Content / Web / photo/video	160,600	160,600	-	-	-	-	-	-	-	-	-	-
Media Spend TOT-TBID Dollars At Work / NTCA												
/ Chamber	180,000	180,000	-	-	-	-	-	-	-	-	-	-
Printing/Production & translation /graphic design	45,000	45,000	-	-	-	-	-	-	-	-	-	-
Conferences	7,200	7,200	-	-	-	-	-	-	-	-	-	-
Signage	73,872	73,872	-	-	-	-	-	-	-	-	-	-
Sponsorships / Ambassadors	205,000	205,000	-	-	-	-	-	-	-	-	-	-
Member Services and Support	85,000		-		85,000	-	-	-	-	-	-	-
Business Community Support Events & Activities		-	-		-	-	-	-	-	-	-	-
Membership Luncheon,Community Celebration,	145,000	145,000	-	-	-		-	-	-	-	-	-
Membership Activities, Mixers, CEO Lunch, Breakt	1		-	-	-	-		-	-	-		-
Business Advocacy & Support, Economic/Workf		110,000	-		100,000	30,000	-	-	-	-	60,000	-
Total Grants and sponsorship 25/26	2,971,016	150,000	146,016	75,000	635,000	800,000	200,000	280,000	150,000	535,000	-	-
TOTAL EXPENDITURES BEFORE ALLOCATION	10,371,645	3,753,357	613,350	314,982	1,586,462	1,260,584	356,599	280,000	281,118	535,000	60,000	1,330,19
Admin Overhead Allocation	-	402,829	65,828	33,805	170,267	135,292	38,272	483,899		-	-	(1,330,19
TOTAL EXPENDITURES	10,371,645	4,156,186	679,178	348,787	1,756,729	1,395,876	394,871	763,899	281,118	535,000	60,000	-
	7,400,629	4,006,186	533,162	273,787	1,121,729	595,876	194,871	483,899	131,118	-	60,000	-
NET RESULTS	1,838,383	1,895,901	368,934	69,149	313,708	(787,623)			38,256		(35,000)	-

Three Year Forecast

Potential allocation per MDP									
FY 24/25 current year									
	beg fund bal	results	available funds	Grants	end fund ba				
Marketing/Promo/Events	3,323,728	(666,439)	2,657,289	(100,000)	2,557,289				
Zone 1	2,038,127	89,173	2,127,300	(1,042,063)	1,085,237				
Vistor Services	607,671	(25,503)	582,168	(100,000)	482,168				
Business Advocacy	93,394	(41,579)			51,815				
Econ Dev/Trans/Other	709,680	7,205	716,885	(614,545)	102,340				
Sustainability	392,434	63,107	455,541	(452,559)	2,982				
Admin	463,424	(229,432)	233,992		233,992				
County Admin Fee	156,092	30,147	186,239		186,239				
Contingency/Reserve	398,191	148,017	546,208		546,208				
	8,182,741	(625,304)	7,557,437	(2,309,167)	5,248,270				
FY 25/26 current year									
	beg fund bal	results	available funds	Grants	end fund ba				
Marketing/Promo/Events	2,557,289	(511,388)	2,045,901	(150,000)	1,895,901				
Zone 1	1,085,237	(136,529)	948,708	(635,000)	313,708				
Vistor Services	482,168	32,782	514,950	(146,016)	368,934				
Business Advocacy	51,815	57,334	109,149	(75,000)	34,149				
Econ Dev/Trans/Other	102,340	(89,963)	12,377	(800,000)	(787,623)				
Sustainability	2,982	24,802	27,784	(200,000)	(172,216)				
Admin	233,992	48,939	282,931	(280,000)	2,931				
County Admin Fee	186,239	2,017	188,256	(150,000)	38,256				
Contingency/Reserve	546,208	133,135	679,343	(535,000)	144,343				
	5,248,270	(438,871)	4,809,399	(2,971,016)	1,838,383				
FY 26/27	(current year							
	beg fund bal	results	available funds	Grants	end fund ba				
Marketing/Promo/Events	1,895,901	(379,458)		(150,000)	1,366,443				
Zone 1	313,708	(143,356)	170,352 🍢	(110,000)	60,352				
Vistor Services	368,934	34,421	403,354	(10,000)	393,354				
Business Advocacy	34,149	60,201	94,350	(30,800)	63,550				
Econ Dev/Trans/Other	(787,623)	(94,461)	(882,084)	(65,000)	(947,084)				
Sustainability	(172,216)	26,042	(146,175)	(35,000)	(181,175)				
Admin	2,931	51,386	54,317		54,317				
County Admin Fee	38,256	2,118	40,374		40,374				
Contingency/Reserve	144,343	139,792	284,135	(150,000)	134,135				
	1,838,383	(303,315)	1,535,068	(550,800)	984,268				

Budget & TBID Investment Overview

The North Tahoe Community Alliance (NTCA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental stewardship to benefit our residents, businesses, and visitors.

Our Pillars

- Economic Health
- Community Vitality
- Environmental Stewardship

Our Investment Strategies

- Economic Development
- Workforce Housing
- Transportation
- Environmental Stewardship & Tourism Impact Mitigation
- Trails
- Community Enhancement





MARKETING INITIATIVES

What does the budget support?

- TBID Renewal
- TOT-TBID Dollars At Work program projects & funding cycles
- Annual Report
- Economic Data Dashboard
- Destination Stewardship
- Community Engagement
- North Tahoe Chamber
- Destination Rebrand
- Tourism Campaign





TBID Renewal Because of the TBID





When the North Lake Tahoe Tourism Business Improvement District (TBID) was formed by business community, it created, for the first time, a way

a northtahoecommunityalliance.com



- Public Relations
- Videography/Photography
- Website development
- Production/Translation
- Paid Media
- Graphic Design
- Sponsorship/Partnerships
- Research



TOT-TBID DOLLARS AT WORK



TOT-TBID Dollars At Work Investment \$1,425,000 COUNTY CONTY C



Inversión De Dólares En Acción De TOT-TBID



TART CONNECT es gratis para los pasajeros y ófrece un servicio bajo demanda de puerta a puerta paro cualquier viaje dentro de las áreas de servicio definidas. Los residentes y visitantes pueden solicitar un viaje a través de la aplicación móvil y viajar a varios lugares derruto de una zona establecida o conectar con el servicio de autobús de ruta fija de TART para viajar fuera de las zonas especificadas. El financiamiento del programa Dolares en Acción de TOT-TBID ha permitido a TART Connect mejorar la concetividad y la comodidad para las personas que viajan por North Lake Tahoe.

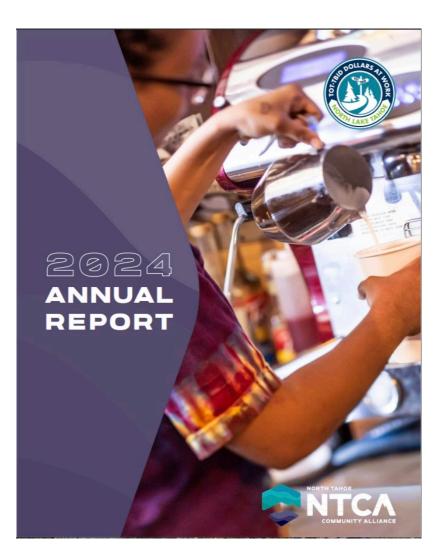


LEARN MORE AT / APRENDA MÁS EN: northtahoecommunityalliance.com

- Public Relations
- Videography/Photography
- Website development
- Production/Translation
- Paid Media
- Graphic Design
- Sponsorship/Partnerships
- Research



Annual Report



- Public Relations
- Videography/Photography
- Website development
- Production/Translation
- Graphic Design



Economic Data Dashboard





\$399.02 -8.1% YOY





RNO Airport Checkpoint Volume 190.9K +6.2% YOY



Public Relations

- Website development
- Research



Destination Stewardship







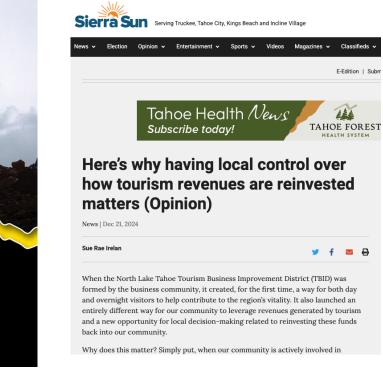


- Public Relations
- Videography/Photography
- Website development
- Production/Translation
- Paid Media
- Graphic Design
- Sponsorship/Partnerships
- Research



Community Engagement





- Public Relations
- Videography/Photography
- Website development
- Production/Translation

- Paid Media
- Graphic Design
- Sponsorship/Partnerships
- Research



North Tahoe Chamber





NORTH TAHOE CHAMBER UPCOMING EVENTS



FEBRUARY 20 | 4 - 6 PM

Join us at the Fox Cultural Hall in Kings Beach to discover the venue's dynamic performance and event spaces. Enjoy food, drinks and live music while networking with business leaders.

FEBRUARY 25 | 12 - 1:30 PM

POWER LUNCH From Idea to Success: The Business

Incubation Journey

Granlibakken Cedar House



For more information visit: northtahoechamber.com

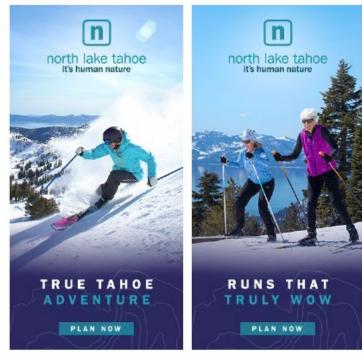
- Public Relations
- Videography/Photography
- Website development
- Production/Translation
- Paid Media
- Graphic Design
- Sponsorship/Partnerships
- Research



Destination Rebrand & Tourism Campaign







THE MEMORY MAKER

n



- Cooperative Budget
- Videography/Photography
- Sponsorship/Partnerships
- Research
- Rebrand (split w/ TNTNV)



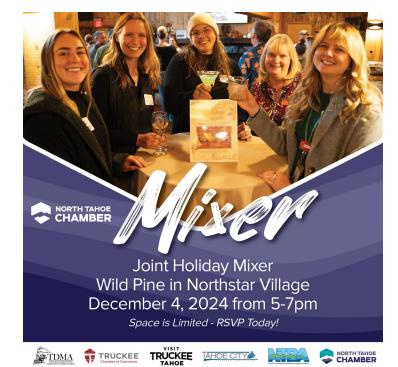
Community Vitality and \$735,000 Business Services **Foster busi**



Resources for Workforce Housing March 25, 2025 | 12-1:30pm Rubicon Pizza Co. in Northstar California



- Foster business connections and build community
- Provide professional growth and peer learning
- Welcome and retain members
- Strengthen member relations





ECONOMIC DEVELOPMENT, ADVOCACY, AND WORKFORCE DEVELOPMENT \$897,025

I. Economic Development:

- Promote small business
- Develop Thriving downtown corridors

II. Advocacy:

- Unite Voice of Businesses
- Turn community feedback into action

///. Workforce Development initiative:

- Connect job seekers and employers
- Build future talent pipeline
- Develop regional leadership







COLLAB PARTNERSHIP

\$436,000

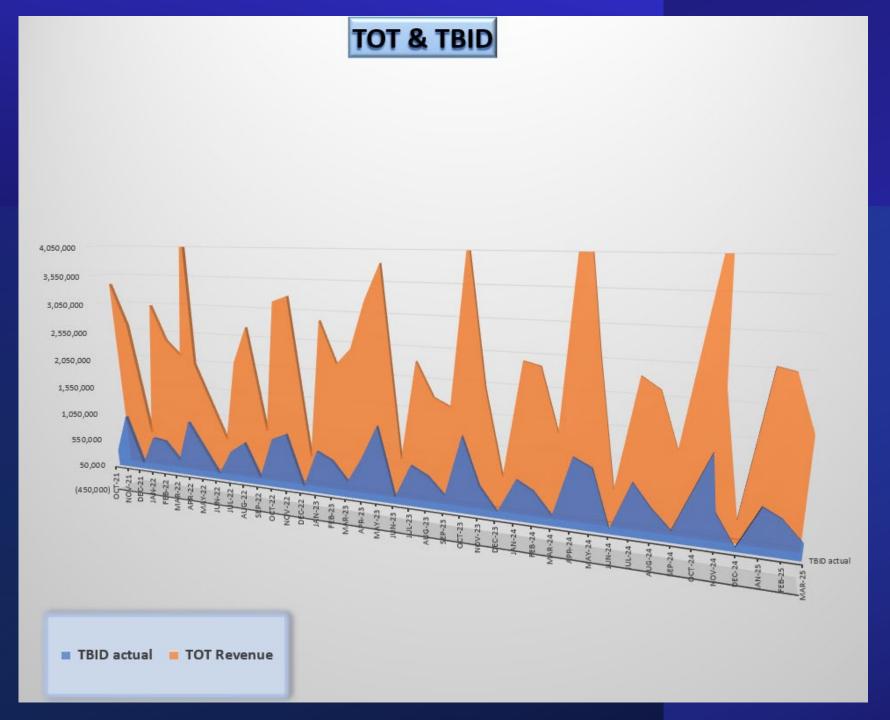
- Advance strategic priorities
- Strengthen small business resilience
- Find Operational Efficiencies







TBID and TOT correlation



Budget Comparison

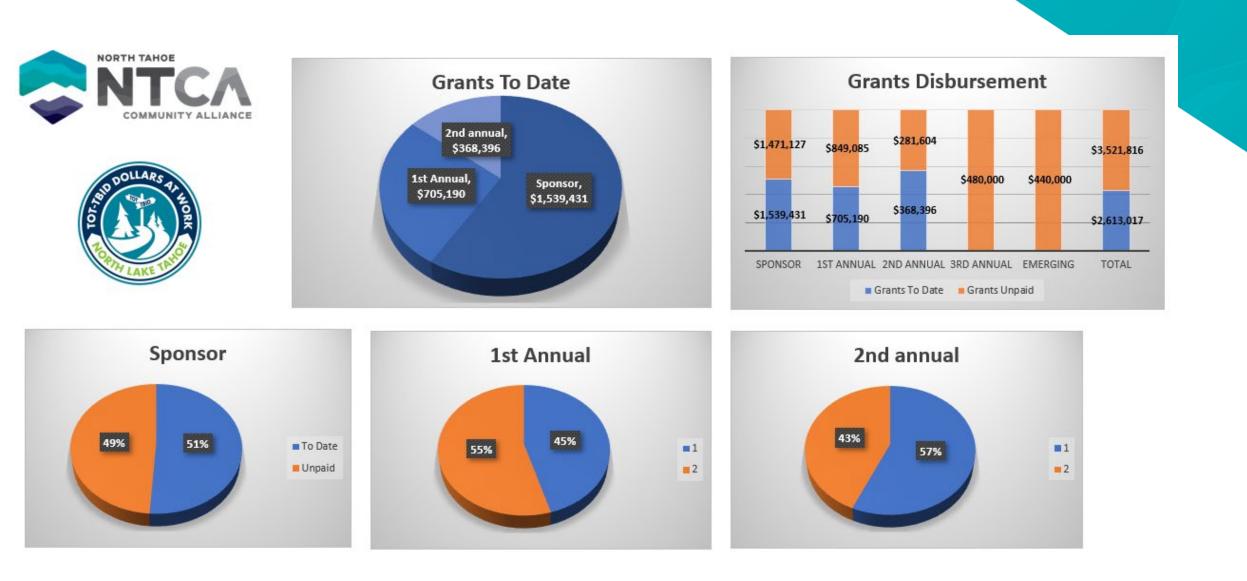
Budget Comparison	FY 23-24	FY 24-25	FY 25-26	Budget	
	Actuals	Adopted Budget	Proposed Budget	variance	%
TBID Revenue	6,727,447	6,390,000	6.656.758	266,758	4.2%
Prior Year Unspent Funds	8,182,741	8,073,125	5,248,270	,	
VIC Revenue (net of CGS)	85,396	32.000	80,000	48,000	150.0%
Membership Dues & Activities	43,840	25,600	25,000	(600)	-2.3%
Interest	85,964	105,000	50.000	(55,000)	2.07
TOT Funds	00,001	150,000	150,000	-	
TOTAL REVENUE	15,125,388	14,775,725	12,210,028	259,158	
Salaries & Wages	2,057,693	2,262,600	2.671.817	409.217	18.1%
Rent & Utilities	204,889	202,800	208,073	5,273	2.6%
Phone/Internet	15,025	21,000	21,546	546	2.6%
Supplies & Mail	92,017	36,400	37,346	946	2.6%
Maintenance, Support, Repairs, Etc.	99,000	69,000	70,794	1,794	2.6%
Depreciation	5.683	15,000	50.000	35,000	233.3%
Insurance	11,762	16,000	16,416	416	2.6%
Taxes, Licenses, Fees	88,444	135,200	138,715	3,515	2.6%
Dues, Subscriptions, etc	73,822	22,200	22,777	577	2.6%
Board Functions	42,981	25,560	26,225	665	2.6%
Staff expenses	49,619	34,000	34,884	884	2.6%
Professional Fees	118,672	65,000	150,000	85,000	130.8%
Leadership Development	110,072	6,000	6,156	156	2.6%
Staff Recognition/Education		8,000	8,208	208	2.6%
Kings Beach VIC Rent & Utilities & maintenance		60,000	30,000	(30,000)	-50.0%
VIC improvements		30,000	30,000		-50.0%
Housing Hub	150,000	,	,	-	0.0%
	,	150,000	150,000	-	
NTBA/TCDA Funding	454,365	600,000	361,000	(239,000)	-39.8%
Kings Beach District support	0.40.005	045 000	75,000	75,000	F 70/
Events	342,995	615,000	650,000	35,000	5.7%
Co-Op Contributions	1,440,000	1,580,000	1,440,000	(140,000)	-8.9%
Non-Co-Op marketing:	143,117	-	-	-	10.00
Content / Web / photo/video	144,035	137,460	160,600	23,140	16.8%
Media Spend TOT-TBID Dollars At Work / NTCA / Chamber		180,000	180,000	-	0.0%
Printing/Production & translation /graphic design/swag	200,372	63,500	45,000	(18,500)	-29.1%
Conferences		7,200	7,200	-	0.0%
Signage		72,000	73,872	1,872	
Sponsorships / Ambassadors		205,000	205,000	-	0.0%
Business Community Support Events & Activities:		-		-	
Business Community Support Marketing	38,848	100,000	85,000	(15,000)	-15.0%
Membership Luncheon,Community Celebration	46,789	150,000	145,000	(5,000)	-3.3%
Membership Activities, Mixers, CEO Lunch, Breakfast Club, Business Advocacy &	(5,064)	250,000	300,000	50,000	20.0%
Support, Economic/Workforce Development, New Business Recruitment, Workshops	(5,064)	250,000	500,000	50,000	20.0%
Bad debt	417			-	
Total Grants and sponsorship	303,850	3,490,288	2,971,016	(519,272)	-14.9%
TOTAL EXPENDITURES	6,119,331	10,609,208	10,371,645	(237,563)	
NET RESULTS	9,006,057	4,166,517	1,838,383		

Forecast For Sponsorship & Grant Cycle

Proposed allocated TBID Funds:

	FY 23/24	FY 24/25	FY 25/26	FY 26/27	Total
3 YR Sponsorship (Total available for each cycle	3,010,558				3,010,558
Grant Program (annual)	1,638,669	565,606	480,000		2,684,275
Emergent cycle		120,000	320,000		440,000
		-	-		-
Total available	4,649,227	685,606	800,000		6,134,833

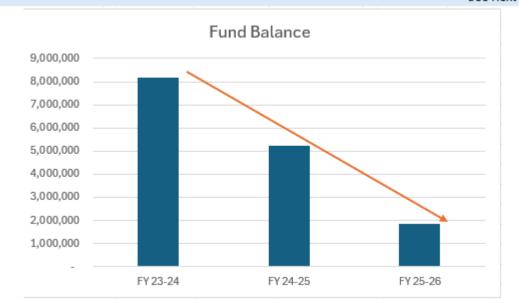
TBID: Cashflow					
	FY 23/24	FY 24/25	FY 25/26	FY 26/27	Total
3 YR Sponsorship (per year)	303,850	1,235,581	1,046,127	425,000	3,010,558
Grant Program (annual)		1,073,586	1,484,889	125,800	2,684,275
Emergent cycle		-	440,000		440,000
		-	-		-
Funding per fiscal year	303,850	2,309,167	2,971,016	550,800	6,134,833





Budget per MDP

Beginning fund balance	current year results	Available funds	Cash outlay Grants	Ending fund balance
2,557,289	(511,388)	2,045,901	(150,000)	1,895,901
1,085,237	(136,529)	948,708	(635,000)	313,708
482,168	32,782	514,950	(146,016)	368,934
51,815	57,334	109,149	(75,000)	34,149
102,340	(89,963)	12,377	(800,000)	(787,623) *
2,982	24,802	27,784	(200,000)	(172,216) *
233,992	48,939	282,931	(280,000)	2,931
186,239	2,017	188,256	(150,000)	38,256
546,208	133,135	679,343	(535,000)	144,343
5,248,270	(438,871)	4,615,658	(2,971,016)	1,838,383 * see next slide
	2,557,289 1,085,237 482,168 51,815 102,340 2,982 233,992 186,239 546,208	2,557,289 (511,388) 1,085,237 (136,529) 482,168 32,782 51,815 57,334 102,340 (89,963) 2,982 24,802 233,992 48,939 186,239 2,017 546,208 133,135	2,557,289 (511,388) 2,045,901 1,085,237 (136,529) 948,708 482,168 32,782 514,950 51,815 57,334 109,149 102,340 (89,963) 12,377 2,982 24,802 27,784 233,992 48,939 282,931 186,239 2,017 188,256 546,208 133,135 679,343	2,557,289 (511,388) 2,045,901 (150,000) 1,085,237 (136,529) 948,708 (635,000) 482,168 32,782 514,950 (146,016) 51,815 57,334 109,149 (75,000) 102,340 (89,963) 12,377 (800,000) 2,982 24,802 27,784 (200,000) 233,992 48,939 282,931 (280,000) 186,239 2,017 188,256 (150,000) 546,208 133,135 679,343 (535,000)



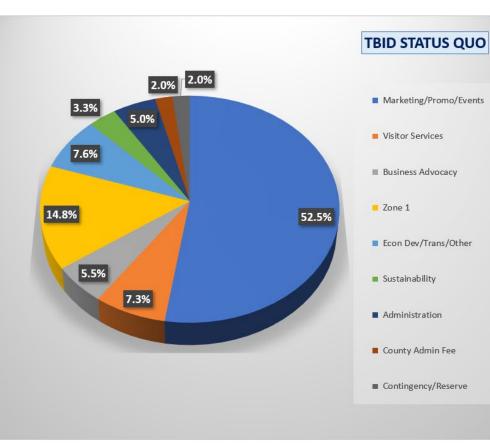
TBID 15%
Adjustment
Amounts

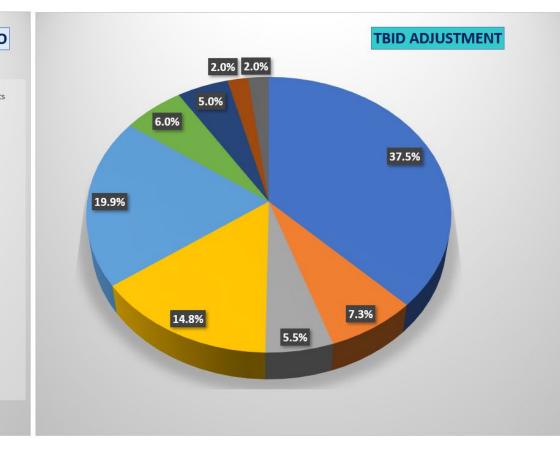
TBID ALLOCATIONS	Status Quo	%	MDP +/-	Adjusted	%
TBID ALLOCATIONS	6,656,758	100%	-	6,656,758	100%
Marketing/Promo/Events	3,494,798	52.5%	(1,000,000)	2,494,798	37.5%
Visitor Services	485,943	7.3%		485,943	7.3%
Business Advocacy	366,122	5.5%		366,122	5.5%
Zone 1	985,200	14.8%		985,200	14.8%
Econ Dev/Trans/Other	505,914	7.6%	820,000	1,325,914	19.9%
Sustainability	219,673	3.3%	180,000	399,673	6.0%
Administration	332,838	5.0%		332,838	5.0%
County Admin Fee	133,135	2.0%		133,135	2.0%
Contingency/Reserve	133,135	2.0%		133,135	2.0%





TBID 15% Adjustment Allocations











Thank you!