



Finance Committee

Date: Wednesday July 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

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

<https://us02web.zoom.us/j/86529477924?pwd=WUlx1M4ekZOQzI3WXIUM24xK29YQT09>

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 May 30th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials: |
| | a) | Review Staff Report on Financial Performance |
| | b) | NTCA 5/31/25 and 6/30/25 Financials Review (Motion) |

c) NLTMC 5/31/25 and 6/30/25 Financial Review

- | | | |
|------------|-----|---|
| 10:35 a.m. | 6. | Approval of CEO Expense Report (Motion) |
| 10:40 a.m. | 7. | Presentation on NTCA procurement process by staff |
| 10:50 a.m. | 8. | Items for Committee Review, Discussion/or Recommendations |
| 10:55 a.m. | 9. | Agenda Input for Next Finance Committee Meeting & Next Meeting Date |
| | 10. | Committee Member Comments |
| 11:00 a.m. | 11. | Adjournment |



6/30/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for June 30, 2025

Summary of preliminary NTCA financial results for June 30, 2025

- Accounts Receivable TBID –Year to date collection through the third quarter remain 4% over prior year. Collections are 11% over budget. Will should see fourth quarter collections in the following weeks. My current forecast for total FY 24/25 TBID collections is 4% over prior year or \$6.9m
- 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 June
- 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 – June payments include funding to Premier Lacrosse League and Tahoe Guide. YTD over budget of \$236k is a result of prior year under budget of similar amount
- 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 – June payments include funding to Sierra Community House
- Grant Funding 1st Annual - June payments include funding to Tahoe Housing Hub and Tahoe Cross Country
- Chamber Activities & Marketing – Includes payments to Cal Travel and our marketing consultant

Summary of preliminary NLTMC financial results for June 30, 2025

- Total spend YTD of \$2.06m is \$44k more than budget of \$2.1m for fiscal year 24/25

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

June 30, 2025

Balance Sheet - PY Comparison

For the Twelve Months Ending Monday, June 30, 2025

North Lake Tahoe Resort Association

1 of 1
7/24/2025
9:18 PM

	YTD		
	Jun 2025	Jun 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	89,430	115,658	26,229
Cash - TBID Funding	843,331	1,639,792	796,461
Cash - Payroll	157,147	197,981	40,834
Cash - Money Market	4,385,345	5,094,764	709,419
Cash - Plumas 1939	101,764	101,510	(254)
Cash - Plumas 1929	50,606	50,525	(81)
Cash - Chamber	10,880	45,446	34,566
Cash in Drawer	5,140	3,018	(2,122)
Petty Cash	436	136	(300)
Accounts Receivable	0	7,500	7,500
Accounts Receivable - TBID	925,603	1,113,677	188,074
Accounts Receivable - Chamber	3,700	4,400	700
Allowance for Doubtful Accounts	(1,336)	(1,336)	0
Inventory Asset	90,434	62,161	(28,273)
Prepaid Expenses	24,414	20,247	(4,167)
Prepaid Postage	100	100	0
Total Current Assets	6,686,995	8,455,580	1,768,585
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(42,308)	(37,060)	5,247
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(17,021)	(7,321)	9,700
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	84,239	(58,534)
Accumulated Depreciation - Leasehold Improvements	(83,528)	(24,284)	59,244
Operating Lease Right-of-Use Asset	306,390	467,153	160,762
Total Fixed Assets	412,681	568,402	155,721
Total Assets	\$7,099,674	\$9,023,982	\$1,924,308
Liabilities			
Current Liabilities			
Accounts Payable	605,362	144,004	461,358
Salaries & Wages Payable	0	30,827	(30,827)
Incentives Payable	204,627	135,411	69,217
401k Payable	8,349	28,688	(20,339)
Employer Tax Payable	0	2,119	(2,119)
Deferred Revenue - Membership Dues	17,041	1,585	15,457
Operating Lease Liability	171,528	160,278	11,249
<i>Suspense (may include rounding)</i>	<i>(741)</i>	<i>(240)</i>	<i>(501)</i>
Total Current Liabilities	1,006,166	502,672	(503,494)
Sales & Use Tax Payable	0	2,913	(2,913)
Total Tax Payable	0	2,913	2,913
Long-Term Liabilities			
Operating Lease Liability	152,802	325,664	(172,862)
Total Long Term Liabilities	152,802	325,664	172,862
Total Liabilities	1,158,968	831,249	(327,719)
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	(2,252,027)	821,667	(3,073,694)
Total Equity	5,940,706	8,192,733	2,252,027
Liabilities & Shareholder Equity	\$7,099,674	\$9,023,982	\$1,924,308

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

User-Defined 1:
Posting Date: First - 6/30/2025
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 6/30/2025

Exclude:
Sorted By: Vendor ID
Due Date
Print Currency In: Functional (Z-US\$)

Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info

Vendor ID:	101.5 TRUCKEE T	Name:	101.5 Truckee Tahoe Radio*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	6	Aged Totals:	\$2,125.00	\$2,125.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ACCOC	Name:	Accounting on Computers	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$43.75	\$43.75	\$0.00	\$0.00	\$0.00
Vendor ID:	ANNE-KARIN ATWO	Name:	Anne-Karin Atwood*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$324.67	\$0.00	\$0.00	\$0.00	\$324.67
Vendor ID:	ANNIE'S CLEANIN	Name:	Annie's Cleaning Service	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,380.00	\$1,380.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ANTHEM BLUE CRO	Name:	Anthem Blue Cross	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$28,387.44	\$28,387.44	\$0.00	\$0.00	\$0.00
Vendor ID:	BEARY TAHOE	Name:	BEARY TAHOE	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$293.96	\$293.96	\$0.00	\$0.00	\$0.00
Vendor ID:	CEO FISCAL UNIT	Name:	PLACER COUNTY	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$66,000.00	\$28,750.00	\$37,250.00	\$0.00	\$0.00
Vendor ID:	CINTAS CORPORAT	Name:	Cintas Corporation #623	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$1,559.37	\$1,559.37	\$0.00	\$0.00	\$0.00
Vendor ID:	CIVITAS	Name:	Civitas	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$8,320.00	\$8,320.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CRISTINA HENNES	Name:	Cristina Hennessey	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$540.00	\$540.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CYBERLINK	Name:	CyberlinkASP Technology	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$562.80	\$562.80	\$0.00	\$0.00	\$0.00
Vendor ID:	FOX CULTURAL HA	Name:	Fox Cultural Hall	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	\$0.00	\$0.00	\$5,000.00	\$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	\$0.00	\$0.00	\$50.00
Vendor ID:	GENERIKAL DESIG	Name:	Generikal Design	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$15,750.00	\$15,750.00	\$0.00	\$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):	1	Aged Totals:	\$866.70	\$866.70	\$0.00	\$0.00	\$0.00
Vendor ID:	HIGH FIVES FOUN	Name:	High Fives Foundation	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$0.00	\$0.00	\$2,500.00	\$0.00

Vendor ID:	HIKE AMERICA	Name:	Hike America	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$438.70	\$438.70	\$0.00	\$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	\$0.00	\$0.00	\$0.00	\$2,500.00
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	\$0.00
Vendor ID:	JEANIE PEARSON	Name:	Jeanie Pearson	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$900.75	\$900.75	\$0.00	\$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	\$0.00
Vendor ID:	KIMBERLY BROWN	Name:	Kimberly Brown	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$370.76	\$0.00	\$370.76	\$0.00	\$0.00
Vendor ID:	LEADERSHIP NORT	Name:	LEADERSHIP NORTH LAKE TAHOE-TRUC	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$600.00	\$600.00	\$0.00	\$0.00	\$0.00
Vendor ID:	LEAGUE TO SAVE	Name:	League to Save Lake Tahoe	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$4,631.00	\$4,631.00	\$0.00	\$0.00	\$0.00
Vendor ID:	LOGICALLY	Name:	Logically	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,238.82	\$0.00	\$0.00	\$2,238.82	\$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	\$0.00	\$0.00	\$0.00	\$150.00
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:	\$3,000.00	\$0.00	\$0.00	\$0.00	\$3,000.00
Vendor ID:	NTEC	Name:	North Tahoe Event Center, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$120.00	\$120.00	\$0.00	\$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):	3	Aged Totals:	\$1,574.61	\$1,574.61	\$0.00	\$0.00	\$0.00
Vendor ID:	OUR RUSTIC HEAR	Name:	OUR RUSTIC HEART	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$720.50	\$720.50	\$0.00	\$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):	1	Aged Totals:	\$306.50	\$306.50	\$0.00	\$0.00	\$0.00
Vendor ID:	PORTER SIMON*	Name:	Porter Simon*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$650.00	\$650.00	\$0.00	\$0.00	\$0.00
Vendor ID:	RESTORATION 1	Name:	Restoration 1 Reno Tahoe	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,803.57	\$0.00	\$1,803.57	\$0.00	\$0.00
Vendor ID:	SARA SMITH ART	Name:	Sara L. Smith Fine Art	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00
Vendor ID:	SDBX	Name:	SDBX Studio, LLC.	Class ID:	PRIMARY	User-Defined 1:	

Historical Aged Trial Balance
North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$21,736.25	\$21,736.25	\$0.00	\$0.00	\$0.00
Vendor ID: SEC LOCK&ALARM	Name: Security Lock and Alarm, Inc.	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$99.25	\$99.25	\$0.00	\$0.00	\$0.00
Vendor ID: SNAP	Name: Sierra Nevada Ad Partners	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 5	Aged Totals:	\$5,893.05	\$5,893.05	\$0.00	\$0.00	\$0.00
Vendor ID: STICKER PACK	Name: Sticker Pack	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,753.56	\$1,753.56	\$0.00	\$0.00	\$0.00
Vendor ID: SWIGARD'S	Name: Swigard's True Value Hardware, Inc.*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$58.52	\$29.57	\$28.95	\$0.00	\$0.00
Vendor ID: TAHOE ART HAUS	Name: Tahoe Art Haus & Cinema	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE FUND	Name: Tahoe Fund	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: TC NORDIC	Name: Tahoe Cross Country Ski Education Associ	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$410,358.25	\$410,358.25	\$0.00	\$0.00	\$0.00
Vendor ID: TCFM	Name: Tahoe City Farmers Market	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$867.64	\$0.00	\$0.00	\$0.00	\$867.64
Vendor ID: ULINE	Name: Uline	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$370.34	\$370.34	\$0.00	\$0.00	\$0.00
Vendor ID: WHOLESALE RESOF	Name: Wholesale Resort Accessories, Inc.	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$1,777.00	\$1,777.00	\$0.00	\$0.00	\$0.00
Vendor ID: WOLFDAL	Name: Wolfdale's Cuisine Unique*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$45.00	\$45.00	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$123.85	\$123.85	\$0.00	\$0.00	\$0.00
Vendors		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor Totals:	47	\$605,361.61	\$549,277.20	\$39,453.28	\$9,738.82	\$6,892.31

PL - Budget vs Actual

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

1 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,621,497	1,077,902	1,153,869	6,933,597	6,390,000	543,598	6,727,447
Special Events Revenue	19,906	0	0	19,906	0	19,906	0
Chamber Revenue - Member...	1,825	2,133	6,465	10,657	25,600	(14,943)	43,840
Retail Revenue	29,721	5,333	20,353	194,183	64,000	130,183	148,975
Revenue - Other	0	12,500	0	252,625	150,000	102,625	705
Revenue - Interest & Investm...	9,352	8,750	14,602	141,006	105,000	36,006	85,259
Total Revenues	1,682,301	1,106,618	1,195,28	7,551,975	6,734,600	817,375	7,006,227
Cost of Goods Sold	17,105	2,667	(15,238)	95,882	32,000	63,882	62,097
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...	17,105	2,667	(15,238)	95,882	32,000	63,882	63,579
Gross Profit	1,665,196	1,103,952	1,210,52	7,456,093	6,702,600	753,493	6,942,648
Operating Expenses							
Salaries & Wage Expense	262,374	191,466	319,159	2,304,912	2,297,595	7,317	2,057,218
Rent & Utilities	17,306	21,898	16,513	236,403	262,797	(26,394)	204,889
Repairs & Maintenance	3,884	8,459	2,408	44,602	101,528	(56,926)	35,197
Telephone & Internet	2,287	1,654	2,679	22,758	21,000	1,758	15,025
Supplies & Mail	6,105	2,883	10,578	89,129	34,588	54,541	92,017
Taxes, Licenses, Fees	37,223	11,134	17,883	163,769	135,253	28,516	85,910
Credit Card Fees	0	0	60	1,679	0	1,679	2,534
Dues & Subscriptions	11,862	1,816	9,561	147,501	22,860	124,641	73,822
Insurance/Bonding	0	1,333	0	16,179	16,000	179	11,762
Associate Relations	117	0	91	1,955	0	1,955	648
Staff Expenses	5,569	6,118	6,329	79,540	62,647	16,892	49,619
Board Functions	1,025	6,061	5,773	24,611	44,018	(19,407)	42,333
Professional Fees	63,087	5,667	18,846	296,545	68,000	228,545	118,672
Research & Planning	0	0	0	18,000	0	18,000	0
Equipment Support & Mainten...	6,045	7,532	11,611	89,599	90,384	(785)	63,718
Equipment Rental/Leasing	28	0	28	2,181	0	2,181	85
Depreciation	7,069	1,250	808	74,192	15,000	59,192	5,683
Event Sponsorships	12,250	51,250	78,750	851,039	615,000	236,039	342,995
Events & Activities	10,255	0	0	22,689	0	22,689	0
NLTMC Contributions	113,750	131,667	109,728	1,445,000	1,580,000	(135,000)	1,440,000
Non-NLTMC Marketing	54,807	17,683	17,388	220,012	212,200	7,812	143,117
In-Market/Tourism	20,119	14,900	29,533	210,280	178,800	31,480	144,035
Media/Collateral/Production	17,551	21,292	35,553	236,337	255,500	(19,163)	200,372
Business Assn Grant Funding	0	50,000	48,000	500,776	600,000	(99,224)	454,365
Housing Hub Funding	0	12,500	0	150,000	150,000	0	150,000
Grant Funding - Sponsorship	46,129	97,139	32,000	1,192,674	1,165,670	27,005	303,850
Grant Funding - First Annual	480,679	136,556	0	997,624	1,638,669	(641,045)	0
Grant Funding - Second Annu...	0	57,162	0	0	685,944	(685,944)	0
Chamber Activities	2,680	33,333	1,960	88,592	400,000	(311,408)	34,478
Chamber Activities - Member...	600	0	8,300	8,600	0	8,600	12,311
Chamber Marketing	13,744	8,333	11,065	166,782	100,000	66,782	38,848
Chamber Activities - Commun...	0	0	2,427	195	0	195	(5,064)
Bad Debt	0	0	417	0	0	0	417
Donations	0	0	0	3,966	0	3,966	0
Allocated Administrative Over...	0	1	0	0	0	0	0
Total Operating Expe...	1,196,544	899,087	797,449	9,708,120	10,753,451	(1,045,332)	6,118,857
Net Operating Income	468,652	204,864	413,078	(2,252,027)	(4,050,852)	1,798,825	823,791
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	468,652	204,864	413,078	(2,252,027)	(4,050,852)	1,798,825	821,667

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	851,288	565,900	605,783	3,640,144	3,354,754	285,389	3,531,907
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	851,288	565,900	605,783	3,640,144	3,354,754	285,389	3,532,612
Gross Profit	851,288	565,900	605,783	3,640,144	3,354,754	285,389	3,532,612
Operating Expenses							
Salaries & Wage Expense	62,518	37,089	77,343	485,398	445,064	40,334	435,051
Rent & Utilities	2,424	3,224	2,612	32,720	38,694	(5,974)	32,903
Repairs & Maintenance	0	2,690	0	2,167	32,280	(30,114)	28
Telephone & Internet	0	499	0	900	5,985	(5,085)	150
Supplies & Mail	372	648	1,088	14,851	7,774	7,077	9,061
Taxes, Licenses, Fees	0	67	0	0	800	(800)	609
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	133	188	1,790	11,091	2,257	8,834	4,235
Associate Relations	14	0	0	79	0	79	37
Staff Expenses	1,575	956	741	31,267	5,979	25,288	8,798
Board Functions	132	0	0	4,639	0	4,639	0
Professional Fees	4,074	0	19,275	93,312	0	93,312	19,275
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	28	2,181	0	2,181	85
Depreciation	0	0	0	0	0	0	57
Event Sponsorships	12,250	26,250	114,109	775,699	315,000	460,699	325,225
Events & Activities	(12,434)	0	0	0	0	0	0
NLTMC Contributions	113,750	131,667	109,728	1,445,000	1,580,000	(135,000)	1,440,000
Non-NLTMC Marketing	54,807	17,683	17,388	220,012	212,200	7,812	143,117
In-Market/Tourism	20,119	14,900	29,533	210,280	178,800	31,480	135,255
Media/Collateral/Production	17,551	20,292	35,553	236,337	243,500	(7,163)	195,405
Grant Funding - Sponsorship	0	0	0	0	0	0	30,000
Grant Funding - First Annual	0	12,500	0	0	150,000	(150,000)	0
Grant Funding - Second Annu...	0	8,333	0	0	100,000	(100,000)	0
Chamber Activities	2,680	33,333	1,960	88,002	400,000	(311,997)	25,878
Chamber Marketing	13,744	8,333	7,065	166,247	100,000	66,247	34,848
Chamber Activities - Commun...	0	0	2,427	195	0	195	2,656
Allocated Administrative Over...	49,979	26,388	46,175	557,106	316,656	240,450	553,700
Total Operating Expe...	343,715	345,041	466,817	4,395,572	4,134,989	260,583	3,396,486
Net Operating Income	507,573	220,859	138,966	(755,429)	(780,235)	24,806	136,126
Other Expense/<Inco...							
Net Income	507,573	220,859	138,966	(755,429)	(780,235)	24,806	136,126

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	239,981	159,529	170,773	1,026,173	945,722	80,452	995,660
Total Revenues	239,981	159,529	170,773	1,026,173	945,722	80,452	995,660
 Gross Profit	 239,981	 159,529	 170,773	 1,026,173	 945,722	 80,452	 995,660
Operating Expenses							
Salaries & Wage Expense	7,875	6,026	6,888	75,360	72,312	3,048	59,900
Rent & Utilities	431	225	466	5,836	2,691	3,145	5,719
Repairs & Maintenance	0	224	0	0	2,691	(2,691)	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	1,810	(1,810)	0
Board Functions	0	0	0	0	947	(947)	902
Event Sponsorships	0	20,833	0	57,840	250,000	(192,160)	16,270
Business Assn Grant Funding	0	40,000	38,400	390,133	480,000	(89,867)	363,492
Grant Funding - Sponsorship	12,642	58,333	0	341,222	699,996	(358,774)	92,200
Grant Funding - First Annual	410,358	51,824	0	600,430	621,887	(21,457)	0
Grant Funding - Second Annu...	0	16,072	0	0	192,864	(192,864)	0
Allocated Administrative Over...	67,734	15,826	5,058	193,561	189,915	3,646	114,392
Total Operating Expe...	499,040	209,515	50,811	1,664,382	2,516,084	(851,702)	652,876
Net Operating Income	(259,059)	(49,985)	119,962	(638,209)	(1,570,363)	932,154	342,785
 Other Expense/<Inco...							
Net Income	(259,059)	(49,985)	119,962	(638,209)	(1,570,363)	932,154	342,785

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	118,370	78,687	84,233	506,156	466,474	39,682	491,106
Retail Revenue	29,721	5,333	20,353	194,183	64,000	130,183	148,975
Total Revenues	148,091	84,021	104,586	700,339	530,474	169,865	640,081
Cost of Goods Sold	15,278	2,667	(15,238)	94,055	32,000	62,055	62,097
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...	15,278	2,667	(15,238)	94,055	32,000	62,055	63,579
Gross Profit	132,813	81,354	119,824	606,284	498,474	107,810	576,503
Operating Expenses							
Salaries & Wage Expense	40,519	28,508	46,263	323,661	342,096	(18,435)	245,402
Rent & Utilities	9,238	12,931	7,298	115,065	155,172	(40,107)	94,647
Repairs & Maintenance	680	55	1,030	11,264	667	10,597	3,336
Telephone & Internet	0	146	0	250	1,752	(1,502)	50
Supplies & Mail	2,687	506	6,799	27,772	6,070	21,702	26,781
Taxes, Licenses, Fees	0	0	7,211	0	320	(320)	7,661
Credit Card Fees	0	0	60	187	0	187	1,731
Dues & Subscriptions	0	0	0	229	213	16	55
Associate Relations	0	0	0	272	0	272	187
Staff Expenses	311	755	346	1,638	7,499	(5,862)	2,662
Equipment Support & Mainten...	0	0	6,417	536	0	536	6,417
Depreciation	6,830	833	570	71,328	10,000	61,328	2,848
Grant Funding - First Annual	74,000	4,167	0	74,000	50,000	24,000	0
Grant Funding - Second Annu...	0	8,333	0	0	100,000	(100,000)	0
Donations	3,966	0	0	3,966	0	3,966	0
Allocated Administrative Over...	21,708	4,689	7,076	93,841	56,273	37,568	92,643
Total Operating Expe...	159,939	60,923	83,069	724,010	730,062	(6,052)	484,421
Net Operating Income	(27,126)	20,431	36,754	(117,727)	(231,588)	113,862	92,082
Other Expense/<Inco...							
Net Income	(27,126)	20,431	36,754	(117,727)	(231,588)	113,862	92,082

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	89,182	59,284	63,462	381,346	351,447	29,898	370,007
Total Revenues	89,182	59,284	63,462	381,346	351,447	29,898	370,007
Gross Profit	89,182	59,284	63,462	381,346	351,447	29,898	370,007
Operating Expenses							
Salaries & Wage Expense	18,434	11,325	22,279	190,506	135,898	54,608	176,636
Rent & Utilities	504	1,131	544	6,807	13,578	(6,771)	6,664
Repairs & Maintenance	0	60	0	0	722	(722)	0
Telephone & Internet	0	158	0	350	1,898	(1,548)	225
Supplies & Mail	0	240	0	374	2,875	(2,501)	1,008
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	867	0	1,806	9,843	213	9,630	7,937
Associate Relations	0	0	0	0	0	0	60
Staff Expenses	161	458	270	7,509	5,357	2,152	6,238
Board Functions	0	47	45	907	3,382	(2,475)	3,221
Professional Fees	0	0	2,288	5,148	0	5,148	16,859
Event Sponsorships	0	0	0	17,500	0	17,500	1,500
Media/Collateral/Production	0	0	0	0	0	0	50
Business Assn Grant Funding	0	10,000	9,600	110,643	120,000	(9,357)	90,873
Grant Funding - Sponsorship	0	8,333	0	0	100,000	(100,000)	0
Grant Funding - First Annual	0	2,802	0	0	33,620	(33,620)	0
Grant Funding - Second Annu...	0	4,167	0	0	50,000	(50,000)	0
Chamber Activities - Member...	600	0	0	600	0	600	4,011
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	3,230	3,224	4,209	43,624	38,683	4,941	69,176
Total Operating Expe...	23,797	41,945	41,040	393,842	506,546	(112,704)	376,738
Net Operating Income	65,385	17,339	22,422	(12,497)	(155,099)	142,602	(6,731)
Other Expense/<Inco...							
Net Income	65,385	17,339	22,422	(12,497)	(155,099)	142,602	(6,731)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	123,235	81,921	87,694	526,958	485,645	41,313	511,287
Total Revenues	123,235	81,921	87,694	526,958	485,645	41,313	511,287
 Gross Profit	 123,235	 81,921	 87,694	 526,958	 485,645	 41,313	 511,287
Operating Expenses							
Salaries & Wage Expense	9,846	21,333	10,488	95,519	255,996	(160,477)	77,936
Rent & Utilities	619	523	670	8,404	6,279	2,125	8,217
Repairs & Maintenance	0	32	0	0	389	(389)	0
Telephone & Internet	0	86	0	0	1,022	(1,022)	0
Supplies & Mail	0	200	0	0	2,396	(2,396)	0
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Dues & Subscriptions	0	0	0	0	213	(213)	0
Staff Expenses	0	107	0	0	1,278	(1,278)	0
Housing Hub Funding	(150,000)	12,500	0	0	150,000	(150,000)	150,000
Grant Funding - Sponsorship	33,487	25,000	32,000	851,452	300,000	551,452	181,650
Grant Funding - First Annual	(211,462)	26,503	0	115,411	318,037	(202,626)	0
Grant Funding - Second Annu...	0	2,083	0	0	25,000	(25,000)	0
Allocated Administrative Over...	(49,863)	8,236	4,734	97,623	98,827	(1,204)	69,835
Total Operating Expe...	(367,373)	96,603	47,891	1,168,410	1,159,757	8,653	487,637
Net Operating Income	490,608	(14,682)	39,803	(641,451)	(674,112)	32,660	23,650
 Other Expense/<Inco...							
Net Income	490,608	(14,682)	39,803	(641,451)	(674,112)	32,660	23,650

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	53,510	35,571	38,077	228,811	210,871	17,940	222,006
Total Revenues	53,510	35,571	38,077	228,811	210,871	17,940	222,006
 Gross Profit	 53,510	 35,571	 38,077	 228,811	 210,871	 17,940	 222,006
Operating Expenses							
Salaries & Wage Expense	9,846	7,854	10,488	95,519	94,242	1,277	77,936
Rent & Utilities	497	373	537	6,721	4,485	2,236	6,582
Repairs & Maintenance	0	23	0	0	278	(278)	0
Telephone & Internet	0	0	0	0	730	(730)	0
Supplies & Mail	0	138	0	0	1,651	(1,651)	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	1,278	(1,278)	0
Event Sponsorships	0	4,167	0	0	50,000	(50,000)	0
Housing Hub Funding	150,000	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	0	5,473	0	0	65,674	(65,674)	0
Grant Funding - First Annual	207,783	21,100	0	207,783	253,205	(45,422)	0
Grant Funding - Second Annu...	0	2,083	0	0	25,000	(25,000)	0
Allocated Administrative Over...	57,812	3,550	681	71,203	42,604	28,600	19,772
Total Operating Expe...	425,938	44,868	11,706	531,227	539,680	(8,453)	104,290
Net Operating Income	(372,428)	(9,297)	26,371	(302,416)	(328,809)	26,393	117,716
 Other Expense/<Inco...							
Net Income	(372,428)	(9,297)	26,371	(302,416)	(328,809)	26,393	117,716

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	81,073	53,894	57,693	346,674	319,495	27,179	336,380
Revenue - Interest & Investm...	9,352	8,750	14,602	141,006	105,000	36,006	85,259
Total Revenues	90,425	62,644	72,295	487,680	424,495	63,184	421,639
Gross Profit	90,425	62,644	72,295	487,680	424,495	63,184	421,639
Operating Expenses							
Taxes, Licenses, Fees	0	0	10	74	0	74	100
Grant Funding - First Annual	0	17,660	0	0	211,920	(211,920)	0
Grant Funding - Second Annu...	0	673	0	0	8,080	(8,080)	0
Allocated Administrative Over...	59,932	39,410	60,331	491,235	472,920	18,315	303,963
Total Operating Expe...	59,932	57,743	60,341	491,309	692,920	(201,611)	304,063
Net Operating Income	30,493	4,901	11,954	(3,630)	(268,425)	264,795	117,576
Other Expense/<Inco...							
Net Income	30,493	4,901	11,954	(3,630)	(268,425)	264,795	117,576

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

9 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	32,429	21,557	23,077	138,668	127,796	10,872	134,547
Total Revenues	32,429	21,557	23,077	138,668	127,796	10,872	134,547
 Gross Profit	 32,429	 21,557	 23,077	 138,668	 127,796	 10,872	 134,547
Operating Expenses							
Taxes, Licenses, Fees	6,307	10,650	9,716	70,285	127,795	(57,510)	63,800
Total Operating Expe...	6,307	10,650	9,716	70,285	127,795	(57,510)	63,800
Net Operating Income	26,122	10,907	13,361	68,383	1	68,382	70,747
 Other Expense/<Inco...							
Net Income	26,122	10,907	13,361	68,383	1	68,382	70,747

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

10 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	32,429	21,557	23,077	138,668	127,796	10,872	134,547
Total Revenues	32,429	21,557	23,077	138,668	127,796	10,872	134,547
Gross Profit	32,429	21,557	23,077	138,668	127,796	10,872	134,547
Operating Expenses							
Grant Funding - Second Annu...	0	15,417	0	0	185,000	(185,000)	0
Total Operating Expe...	0	15,417	0	0	185,000	(185,000)	0
Net Operating Income	32,429	6,141	23,077	138,668	(57,204)	195,872	134,547
Other Expense/<Inco...							
Net Income	32,429	6,141	23,077	138,668	(57,204)	195,872	134,547

PL - Budget vs Actual

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

11 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	252,625	150,000	102,625	0
Total Revenues	0	12,500	0	252,625	150,000	102,625	0
 Gross Profit	 0	 12,500	 0	 252,625	 150,000	 102,625	 0
Operating Expenses							
Salaries & Wage Expense	18,169	0	8,907	172,914	0	172,914	139,214
Telephone & Internet	0	0	0	0	0	0	25
Dues & Subscriptions	652	0	652	7,828	0	7,828	5,871
Staff Expenses	0	0	0	1,312	216	1,096	205
Board Functions	0	846	806	1,130	1,386	(256)	1,320
Professional Fees	0	0	0	0	0	0	3,738
Total Operating Expe...	18,821	846	10,365	183,184	1,602	181,582	150,373
Net Operating Income	(18,821)	11,654	(10,365)	69,441	148,398	(78,957)	(150,373)
 Other Expense/<Inco...							
Net Income	(18,821)	11,654	(10,365)	69,441	148,398	(78,957)	(150,373)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Special Events Revenue	19,906	0	0	19,906	0	19,906	0
Chamber Revenue - Member...	1,825	2,133	6,465	10,657	25,600	(14,943)	43,840
Total Revenues	21,731	2,133	6,465	30,563	25,600	4,963	43,840
Cost of Goods Sold	1,827	0	0	1,827	0	1,827	0
Total Cost of Goods S...	1,827	0	0	1,827	0	1,827	0
Gross Profit	19,904	2,133	6,465	28,736	25,600	3,136	43,840
Operating Expenses							
Salaries & Wage Expense	0	0	0	0	0	0	450
Supplies & Mail	0	0	474	52	0	52	474
Taxes, Licenses, Fees	0	0	(50)	90	53	38	0
Board Functions	0	0	0	720	1,092	(372)	1,040
Events & Activities	22,689	0	0	22,689	0	22,689	0
Chamber Activities	0	0	0	589	0	589	8,600
Chamber Activities - Member...	0	0	8,300	8,000	0	8,000	8,300
Chamber Marketing	0	0	4,000	535	0	535	4,000
Bad Debt	0	0	417	0	0	0	417
Total Operating Expe...	22,689	0	13,140	32,675	1,145	31,530	23,280
Net Operating Income	(2,785)	2,133	(6,675)	(3,938)	24,455	(28,394)	20,560
Other Expense/<Inco...							
Net Income	(2,785)	2,133	(6,675)	(3,938)	24,455	(28,394)	20,560

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:13 Housing Hub

13 of 14
7/25/2025
3:59 PM

	<u>Jun 2025</u>		<u>Prior Y...</u>	<u>Fiscal 2024/25 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Operating Expenses							
Salaries & Wage Expense	4,007	2,917	4,854	53,223	35,000	18,223	61,705
Professional Fees	0	250	0	0	3,000	(3,000)	1,615
In-Market/Tourism	0	0	0	0	0	0	8,780
Media/Collateral/Production	0	1,000	0	0	12,000	(12,000)	4,918
Total Operating Expe...	4,007	4,167	4,854	53,223	50,000	3,223	77,018
Net Operating Income	(4,007)	(4,167)	(4,854)	(53,223)	(50,000)	(3,223)	(77,018)
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	(4,854)	(53,223)	(50,000)	(3,223)	(77,018)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
7/25/2025
3:59 PM

	Jun 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	91,162	76,415	131,650	812,812	916,987	(104,175)	782,988
Rent & Utilities	3,592	3,491	4,387	60,849	41,898	18,951	50,157
Repairs & Maintenance	3,204	5,375	1,378	31,171	64,501	(33,330)	31,833
Telephone & Internet	2,287	765	2,679	21,258	9,175	12,083	14,575
Supplies & Mail	3,046	1,151	2,218	46,079	13,822	32,257	54,694
Taxes, Licenses, Fees	30,916	417	996	93,319	5,005	88,314	13,740
Credit Card Fees	0	0	0	1,371	0	1,371	803
Dues & Subscriptions	10,210	1,628	5,313	118,511	19,538	98,973	55,723
Insurance/Bonding	0	1,333	0	16,179	16,000	179	11,762
Associate Relations	103	0	91	1,605	0	1,605	364
Staff Expenses	3,521	3,583	4,972	37,813	39,230	(1,417)	31,715
Board Functions	893	5,168	4,922	17,214	37,210	(19,996)	35,850
Professional Fees	59,014	5,417	(2,716)	198,086	65,000	133,086	77,185
Equipment Support & Mainten...	6,045	7,532	5,194	89,063	90,384	(1,321)	57,189
Depreciation	239	417	239	2,864	5,000	(2,136)	2,778
Event Sponsorships	0	0	(35,359)	0	0	0	0
Donations	(3,966)	0	0	0	0	0	0
Allocated Administrative Over...	(210,532)	(101,322)	(128,264)	(1,548,195)	(1,215,878)	(332,317)	(1,223,481)
Total Operating Expe...	(266)	11,370	(2,302)	0	107,871	(107,871)	(2,125)
Net Operating Income	266	(11,370)	2,302	0	(107,871)	107,872	2,125
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	266	(11,370)	2,302	0	(107,871)	107,872	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

June 30, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF JUNE 30, 2025	AS OF JUNE 30, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	73,962.66	318,954.13	-244,991.47	-76.81 %
Total for Bank Accounts	\$73,962.66	\$318,954.13	-\$244,991.47	-76.81 %
Accounts Receivable				
1200-00 Accounts Receivable	113,750.00	111,579.00	2,171.00	1.95 %
Total for Accounts Receivable	\$113,750.00	\$111,579.00	\$2,171.00	1.95 %
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	\$187,812.66	\$430,633.13	-\$242,820.47	-56.39 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	7,293.11	9,378.80	-2,085.69	-22.24 %
Total for Other Assets	\$7,293.11	\$9,378.80	-\$2,085.69	-22.24 %
Total for Assets	\$195,105.77	\$440,011.93	-\$244,906.16	-55.66 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	145,550.90	335,584.92	-190,034.02	-56.63 %
Total for Accounts Payable	\$145,550.90	\$335,584.92	-\$190,034.02	-56.63 %
Credit Cards				
Other Current Liabilities				
2250-00 Accrued Expenses		10,557.90	-10,557.90	-100.0 %
Total for Other Current Liabilities	0	\$10,557.90	-\$10,557.90	-100.0 %
Total for Current Liabilities	\$145,550.90	\$346,142.82	-\$200,591.92	-57.95 %
Long-term Liabilities				
Total for Liabilities	\$145,550.90	\$346,142.82	-\$200,591.92	-57.95 %
Equity				
32000 Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.91 %
Net Income	-44,314.24	-105,486.64	61,172.40	57.99 %
Total for Equity	\$49,554.87	\$93,869.11	-\$44,314.24	-47.21 %
Total for Liabilities and Equity	\$195,105.77	\$440,011.93	-\$244,906.16	-55.66 %

A/R Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of June 30, 2025

CUSTOMER	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
NLTRA*	113,750.00					113,750.00
TOTAL	113,750.00	0	0	0	0	\$113,750.00

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of June 30, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Augustine Agency			53,277.31			53,277.31
California Society of Association Executives	734.00					734.00
Cecile Bertin		604.28				604.28
CPCneutek		4,574.94				4,574.94
Gate 7 Pty Ltd*	3,287.87					3,287.87
Just Imagine Marketing and Design	16,275.00					16,275.00
Lake Tahoe Visitors Authority		1,158.75				1,158.75
MAHK Advertising	1,878.89	48,459.86				50,338.75
Michael Steffen				-1,385.92	1,385.92	
PhotoShelter, Inc.	10,050.00					10,050.00
Reno Sparks Convention & Visitors Authority		2,500.00				2,500.00
Tasmak Enterprises	2,750.00					2,750.00
TOTAL	34,975.76	57,297.83	53,277.31	-1,385.92	1,385.92	\$145,550.90

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

June 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUN 1 - JUN 30 2025	JUN 1 - JUN 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
4000-00 LTIVCBVB Funding	45,837.00	79,166.00	-33,329.00	-42.1 %
4001-00 NLTRA Funding	113,750.00	109,728.00	4,022.00	3.67 %
Total for Income	\$159,587.00	\$188,894.00	-\$29,307.00	-15.52 %
Cost of Goods Sold				
Gross Profit	\$159,587.00	\$188,894.00	-\$29,307.00	-15.52 %
Expenses				
5000-00 CONSUMER MARKETING	0	0	0	
5002-00 Consumer Print	16,275.00	11,625.00	4,650.00	40.0 %
5007-00 Creative Production	0	0	0	
5007-03 Photo/Video Creative	1,823.24	2,736.42	-913.18	-33.37 %
5007-01 Creative Production		31,587.78	-31,587.78	-100.0 %
5007-02 Website Production		4,533.75	-4,533.75	-100.0 %
Total for 5007-00 Creative Production	\$1,823.24	\$38,857.95	-\$37,034.71	-95.31 %
5021-01 Stewardship Campaign	1,130.17		1,130.17	
5002-01 Native Display		11,801.11	-11,801.11	-100.0 %
5004-00 Trip Advisor		3,760.09	-3,760.09	-100.0 %
5005-00 Paid Social		7,739.32	-7,739.32	-100.0 %
5005-01 Digital Display / Retargeting		5,714.08	-5,714.08	-100.0 %
5010-00 Account Strategy & Management		8,500.00	-8,500.00	-100.0 %
5016 Video Streaming		65,651.12	-65,651.12	-100.0 %
5018-00 Media Commission		5,100.29	-5,100.29	-100.0 %
5018-01 Digital Ad Serving		337.44	-337.44	-100.0 %
5020-00 Search Engine Marketing		4,590.69	-4,590.69	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$19,228.41	\$163,677.09	-\$144,448.68	-88.25 %
5110-00 LEISURE SALES	0	0	0	
5131-00 FAMS -Intl - Travel Trade	604.28		604.28	
5144-00 IPW - POW WOW	5,250.00	3,546.91	1,703.09	48.02 %
5157-00 International Efforts	4,446.62	10,543.20	-6,096.58	-57.82 %
5111-00 FAMs - Domestic		449.91	-449.91	-100.0 %
5112-00 Training / Sales Calls		9,035.02	-9,035.02	-100.0 %
5113-00 Additional Opportunities		9,119.48	-9,119.48	-100.0 %
5120-00 Domestic - Trade Shows		2,146.64	-2,146.64	-100.0 %
5133-00 Ski-Tops		1,606.66	-1,606.66	-100.0 %
5137-00 Co-op Opportunities		3,189.33	-3,189.33	-100.0 %
5143-00 Mountain Travel Symposium		77,448.54	-77,448.54	-100.0 %
5147-00 AUS / Gate 7		0.50	-0.50	-100.0 %
5154-00 Canada				
Total for 5110-00 LEISURE SALES	\$10,300.90	\$117,086.19	-\$106,785.29	-91.2 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

June 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUN 1 - JUN 30 2025	JUN 1 - JUN 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
6000-00 CONFERENCE SALES	0	0	0	
6003-00 Geo-Fence Targeting	548.72	1,500.00	-951.28	-63.42 %
6005-00 Paid Media	-1.31	2,561.92	-2,563.23	-100.05 %
6015-00 MCC National Memberships	734.00		734.00	
6018-00 MCC Media Commission	201.31	540.57	-339.26	-62.76 %
6007-00 Creative Production		1,500.00	-1,500.00	-100.0 %
6018-01 MCC Digital Ad Serving		13.50	-13.50	-100.0 %
6128-00 HelmsBriscoe Strategic Partner		612.50	-612.50	-100.0 %
6152-00 Client Events / Opportunities		21,182.36	-21,182.36	-100.0 %
6153-00 Chicago Sales Rep Support		1,858.44	-1,858.44	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$1,482.72	\$29,769.29	-\$28,286.57	-95.02 %
7000-00 COMMITTED & ADMIN EXPENSES	0	0	0	
7002-00 CRM Subscription	2,853.37	10,000.00	-7,146.63	-71.47 %
7004-00 Research	2,420.83	4,068.88	-1,648.05	-40.5 %
7010-00 Photo Management & Storage	10,050.00	9,557.90	492.10	5.15 %
7020-00 Collateral Production / Printin	4,574.94		4,574.94	
5009-00 Fulfillment / Mail		1,015.50	-1,015.50	-100.0 %
5021-00 RASC-Reno Air Service Corp		8,333.33	-8,333.33	-100.0 %
5124-00 Reno Tahoe Territory Membership		1,000.00	-1,000.00	-100.0 %
7009-00 Tahoe Cam Usage		2,124.00	-2,124.00	-100.0 %
8700-00 Automobile Expense*		2,397.10	-2,397.10	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$19,899.14	\$38,496.71	-\$18,597.57	-48.31 %
8000-00 WEBSITE CONTENT & MAINTENANCE	0	0	0	
8002-00 Content Manager Contractor	12,000.00	4,250.00	7,750.00	182.35 %
8003-00 Website Hosting Maintenance		25.00	-25.00	-100.0 %
8004-00 Website Strategy & Maintenance		7,500.00	-7,500.00	-100.0 %
8005-00 Website SEO Strategy/Maint		3,047.00	-3,047.00	-100.0 %
Total for 8000-00 WEBSITE CONTENT & MAINTENANCE	\$12,000.00	\$14,822.00	-\$2,822.00	-19.04 %
5016-00 CDE - Website Programs		-65,651.12	65,651.12	100.0 %
5200-00 PUBLIC RELATIONS	0	0	0	
5200-01 Strategy, Reporting, Mgmt, Etc.		7,341.30	-7,341.30	-100.0 %
5202-00 PR Program/ Content Dev - Blogs		2,338.75	-2,338.75	-100.0 %
5204-00 Media Mission(s)		2,805.52	-2,805.52	-100.0 %
5206-00 Digital Buy/ Social Media Boost		950.00	-950.00	-100.0 %
5207-00 Content Campaigns/Tools-My Emma		1,532.00	-1,532.00	-100.0 %
5209-00 Domestic Travel Media FAMS		1,032.21	-1,032.21	-100.0 %
5210-00 Content Dev - Newsletters		1,700.00	-1,700.00	-100.0 %
5211-00 Social Media Strategy & Mgmt		6,000.00	-6,000.00	-100.0 %
5216-00 PR Content Development + Distri		1,200.00	-1,200.00	-100.0 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

June 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUN 1 - JUN 30 2025	JUN 1 - JUN 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5221-00 Photography & Video Asset Dev		5,000.00	-5,000.00	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	0	\$29,899.78	-\$29,899.78	-100.0 %
6100-00 TRADE SHOWS	0	0	0	
6111-00 Site Inspections		2.00	-2.00	-100.0 %
6116-00 CalSAE Seasonal Spectacular		199.00	-199.00	-100.0 %
6127-00 CalSAE Annual		5,237.06	-5,237.06	-100.0 %
6143-00 Connect Marketplace		5,250.07	-5,250.07	-100.0 %
6154-00 HelmsBriscoe ABC		6,331.84	-6,331.84	-100.0 %
6182-00 Destination Celebration		950.00	-950.00	-100.0 %
Total for 6100-00 TRADE SHOWS	0	\$17,969.97	-\$17,969.97	-100.0 %
Total for Expenses	\$62,911.17	\$346,069.91	-\$283,158.74	-81.82 %
Net Operating Income	\$96,675.83	-\$157,175.91	\$253,851.74	161.51 %
Other Income				
Other Expenses				
Net Other Income	0	0	0	
Net Income	\$96,675.83	-\$157,175.91	\$253,851.74	161.51 %

	Jun 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,837.00	45,837.00	0.00	100.00%	550,000.00	550,000.00	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	\$ 45,837.00	\$ 45,837.00	\$ 0.00	100.00%	\$ 570,000.00	\$ 570,000.00	\$ 0.00	100.00%
4001-00 NLTRA Funding	113,750.00	113,750.00	0.00	100.00%	1,365,000.83	1,365,000.00	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%	\$ 1,445,000.83	\$ 1,445,000.00	\$ 0.83	100.00%
Total Income	\$ 159,587.00	\$ 159,587.00	\$ 0.00	100.00%	\$ 2,015,000.83	\$ 2,015,000.00	\$ 0.83	100.00%
Gross Profit	\$ 159,587.00	\$ 159,587.00	\$ 0.00	100.00%	\$ 2,015,000.83	\$ 2,015,000.00	\$ 0.83	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes		0.00	0.00		0.00	4,424.00	-4,424.00	0.00%
5002-00 Consumer Print	16,275.00	0.00	16,275.00		42,975.00	12,566.00	30,409.00	341.99%
5002-01 Native Display		6,195.00	-6,195.00	0.00%	69,944.45	93,589.00	-23,644.55	74.74%
5005-00 Paid Social		3,161.00	-3,161.00	0.00%	146,071.89	189,557.00	-43,485.11	77.06%
5005-01 Digital Display / Retargeting		2,212.00	-2,212.00	0.00%	112,249.30	115,044.00	-2,794.70	97.57%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production		17,500.00	-17,500.00	0.00%	135,379.95	137,700.00	-2,320.05	98.32%
5007-02 Website Production		5,000.00	-5,000.00	0.00%	18,291.00	20,000.00	-1,709.00	91.46%
5007-03 Photo/Video Creative	1,823.24	0.00	1,823.24		21,531.57	21,879.00	-347.43	98.41%
Total 5007-00 Creative Production	\$ 1,823.24	\$ 22,500.00	-\$ 20,676.76	8.10%	\$ 175,202.52	\$ 179,579.00	-\$ 4,376.48	97.56%
5010-00 Account Strategy & Management		7,000.00	-7,000.00	0.00%	84,000.00	84,000.00	0.00	100.00%
5013-00 Outdoor			0.00		109,999.50	0.00	109,999.50	
5016 Video Streaming		0.00	0.00		93,626.63	135,018.00	-41,391.37	69.34%
5017-00 Rich Media		0.00	0.00		49,558.00	47,500.00	2,058.00	104.33%
5018-00 Media Commission		1,504.00	-1,504.00	0.00%	95,815.80	95,250.00	565.80	100.59%
5018-01 Digital Ad Serving		0.00	0.00		1,659.76	8,851.00	-7,191.24	18.75%
5020-00 Search Engine Marketing		0.00	0.00		102,705.01	126,172.00	-23,466.99	81.40%
5021-01 Stewardship Campaign	1,130.17	21,429.00	-20,298.83	5.27%	105,192.64	100,000.00	5,192.64	105.19%
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	\$ 19,228.41	\$ 64,001.00	-\$ 44,772.59	30.04%	\$ 1,209,705.07	\$ 1,191,550.00	\$ 18,155.07	101.52%
5110-00 LEISURE SALES								
5107-00 Creative Production		0.00	0.00		480.00	1,920.00	-1,440.00	25.00%
5111-00 FAMs - Domestic		0.00	0.00		838.36	4,000.00	-3,161.64	20.96%
5112-00 Training / Sales Calls		0.00	0.00		8,986.50	11,500.00	-2,513.50	78.14%
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		849.00	5,000.00	-4,151.00	16.98%
5131-00 FAMS -Intl - Travel Trade	604.28	0.00	604.28		4,629.79	7,500.00	-2,870.21	61.73%
5133-00 Ski-Tops		0.00	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		0.00	0.00		3,236.40	5,000.00	-1,763.60	64.73%
5144-00 IPW - POW WOW	5,250.00	0.00	5,250.00		5,250.00	10,000.00	-4,750.00	52.50%
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		46,315.83	38,496.00	7,819.83	120.31%
5154-00 Canada		0.00	0.00		23,400.00	31,200.00	-7,800.00	75.00%
5154-01 Canada Sales Mission		0.00	0.00		7,800.00	0.00	7,800.00	
Total 5154-00 Canada	\$ 0.00	\$ 0.00	\$ 0.00		\$ 31,200.00	\$ 31,200.00	\$ 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	4,446.62	0.00	4,446.62		22,817.70	15,000.00	7,817.70	152.12%

Total 5110-00 LEISURE SALES	\$ 10,300.90	\$ 0.00	\$ 10,300.90		\$ 142,753.58	\$ 158,716.00	-\$ 15,962.42	89.94%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.		6,000.00	-6,000.00	0.00%	72,000.00	72,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs		1,208.00	-1,208.00	0.00%	14,645.00	14,496.00	149.00	101.03%
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%	8,400.00	8,400.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma		0.00	0.00		1,500.00	0.00	1,500.00	
5209-00 Domestic Travel Media FAMS		3,000.00	-3,000.00	0.00%	14,031.31	12,000.00	2,031.31	116.93%
5210-00 Content Dev - Newsletters		1,700.00	-1,700.00	0.00%	22,580.00	20,400.00	2,180.00	110.69%
5211-00 Social Media Strategy & Mgmt		6,000.00	-6,000.00	0.00%	66,000.00	72,000.00	-6,000.00	91.67%
5212-00 Social Giveaways & Contests			0.00		6,000.00	0.00	6,000.00	
5216-00 PR Content Development + Distri		0.00	0.00		4,800.00	4,800.00	0.00	100.00%
5222-00 Media Tracking / Membership		0.00	0.00		3,532.00	3,532.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 0.00	\$ 18,608.00	-\$ 18,608.00	0.00%	\$ 215,938.31	\$ 212,628.00	\$ 3,310.31	101.56%
6000-00 CONFERENCE SALES								
6003-00 Geo-Fence Targeting	548.72	0.00	548.72		6,384.12	9,000.00	-2,615.88	70.93%
6004-00 Email		0.00	0.00		960.00	1,920.00	-960.00	50.00%
6005-00 Paid Media	-1.31	450.00	-451.31	-0.29%	25,887.69	23,800.00	2,087.69	108.77%
6006-00 CVENT		0.00	0.00		12,980.82	12,980.00	0.82	100.01%
6007-00 Creative Production		2,500.00	-2,500.00	0.00%	11,333.41	20,000.00	-8,666.59	56.67%
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	734.00	0.00	734.00		1,948.00	1,000.00	948.00	194.80%
6018-00 MCC Media Commission	201.31	0.00	201.31		14,783.53	5,997.00	8,786.53	246.52%
6018-01 MCC Digital Ad Serving		20.00	-20.00	0.00%	56.03	350.00	-293.97	16.01%
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		5,035.89	2,500.00	2,535.89	201.44%
6153-00 Chicago Sales Rep Support		0.00	0.00		5,103.06	3,500.00	1,603.06	145.80%
Total 6000-00 CONFERENCE SALES	\$ 1,482.72	\$ 2,970.00	-\$ 1,487.28	49.92%	\$ 91,822.55	\$ 92,047.00	-\$ 224.45	99.76%
6100-00 TRADE SHOWS								
6111-00 Site Inspections		0.00	0.00		1,640.55	2,000.00	-359.45	82.03%
6116-00 CalSAE Seasonal Spectacular		0.00	0.00		1,948.45	5,000.00	-3,051.55	38.97%
6143-00 Connect Marketplace		0.00	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	6,775.00	-6,775.00	0.00%
6160-00 AllThingsMeetings Silcon Valley			0.00		725.00	0.00	725.00	
6182-00 Destination Celebration		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%
6183-00 Smart Meetings NorCal		0.00	0.00		6,738.43	7,000.00	-261.57	96.26%
Total 6100-00 TRADE SHOWS	\$ 0.00	\$ 0.00	\$ 0.00		\$ 21,117.87	\$ 37,775.00	-\$ 16,657.13	55.90%
7000-00 COMMITTED & ADMIN EXPENSES								
5009-00 Fulfillment / Mail		150.00	-150.00	0.00%	1,124.94	1,800.00	-675.06	62.50%
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	2,853.37	0.00	2,853.37		12,216.02	10,000.00	2,216.02	122.16%
7004-00 Research	2,420.83	0.00	2,420.83		50,121.11	40,410.00	9,711.11	124.03%
7007-00 Destimetrics / DMX		0.00	0.00		38,640.00	33,766.00	4,874.00	114.43%
7009-00 Tahoe Cam Usage		2,100.00	-2,100.00	0.00%	2,124.00	2,100.00	24.00	101.14%
7010-00 Photo Management & Storage	10,050.00	0.00	10,050.00		10,050.00	7,889.00	2,161.00	127.39%
7020-00 Collateral Production / Printin	4,574.94		4,574.94		7,745.10	0.00	7,745.10	
8700-00 Automobile Expense*			0.00		485.74	0.00	485.74	
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 19,899.14	\$ 2,250.00	\$ 17,649.14	884.41%	\$ 175,267.09	\$ 149,465.00	\$ 25,802.09	117.26%
8000-00 WEBSITE CONTENT & MAINTENANCE								
8002-00 Content Manager Contractor	12,000.00	4,000.00	8,000.00	300.00%	52,250.00	48,000.00	4,250.00	108.85%

8003-00 Website Hosting Maintenance	2,136.00	-2,136.00	0.00%	1,627.00	2,136.00	-509.00	76.17%	
8004-00 Website Strategy & Maintenance	7,500.00	-7,500.00	0.00%	116,433.60	90,910.00	25,523.60	128.08%	
8005-00 Website SEO Strategy/Maint	2,700.00	-2,700.00	0.00%	32,400.00	32,400.00	0.00	100.00%	
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$ 12,000.00	\$ 16,336.00	-\$ 4,336.00	73.46%	\$ 202,710.60	\$ 173,446.00	\$ 29,264.60	116.87%
Total Expenses	\$ 62,911.17	\$ 104,165.00	-\$ 41,253.83	60.40%	\$ 2,059,315.07	\$ 2,015,627.00	\$ 43,688.07	102.17%
Net Operating Income	\$ 96,675.83	\$ 55,422.00	\$ 41,253.83	174.44%	-\$ 44,314.24	-\$ 627.00	-\$ 43,687.24	7067.66%
Net Income	\$ 96,675.83	\$ 55,422.00	\$ 41,253.83	174.44%	-\$ 44,314.24	-\$ 627.00	-\$ 43,687.24	7067.66%

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

May 31, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Eleven Months Ending Saturday, May 31, 2025

1 of 1
7/25/2025
1:28 PM

	YTD		
	May 2025	May 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	456,913	185,126	(271,787)
Cash - TBID Funding	957,775	1,269,312	311,536
Cash - Payroll	49,841	54,433	4,592
Cash - Money Market	4,376,021	5,080,200	704,179
Cash - Plumas 1939	101,743	101,489	(254)
Cash - Plumas 1929	50,599	50,518	(81)
Cash - Chamber	3,873	45,510	41,637
Cash in Drawer	3,375	601	(2,774)
Petty Cash	436	136	(300)
Accounts Receivable	0	1,088	1,088
Accounts Receivable - TBID	(38,733)	945,838	984,571
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	90,270	27,735	(62,535)
Prepaid Expenses	30,302	27,485	(2,817)
Prepaid Postage	100	100	0
Total Current Assets	6,084,879	7,792,426	1,707,547
Fixed Assets			
Furniture & Fixtures	57,759	37,060	(20,699)
Accumulated Depreciation - Furnitures & Fixtures	(41,433)	(37,060)	4,373
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(16,213)	(6,513)	9,700
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	61,074	(81,698)
Accumulated Depreciation - Leasehold Improvements	(78,142)	(24,284)	53,858
Operating Lease Right-of-Use Asset	319,902	480,287	160,385
Total Fixed Assets	433,261	559,180	125,919
Total Assets	\$6,518,140	\$8,351,606	\$1,833,466
Liabilities			
Current Liabilities			
Accounts Payable	554,980	50,497	504,483
Incentives Payable	131,431	0	131,431
401k Payable	8,260	15,044	(6,784)
Accrued Expenses	0	1,460	(1,460)
Deferred Revenue - Membership Dues	13,376	5,794	7,582
Due To/From Retail	0	50	(50)
Operating Lease Liability	170,405	159,232	11,173
<i>Suspense (may include rounding)</i>	<i>(238)</i>	<i>(237)</i>	<i>(1)</i>
Total Current Liabilities	878,214	231,840	(646,374)
Sales & Use Tax Payable	0	367	(367)
Total Tax Payable	0	367	367
Long-Term Liabilities			
Operating Lease Liability	167,872	339,744	(171,872)
Total Long Term Liabilities	167,872	339,744	171,872
Total Liabilities	1,046,086	571,951	(474,135)
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	(2,720,679)	408,589	(3,129,269)
Total Equity	5,472,054	7,779,655	2,307,601
Liabilities & Shareholder Equity	\$6,518,140	\$8,351,606	\$1,833,466

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 - 5/31/2025

Document Number: First - Last

Print Option: SUMMARY

Aged By: Document Date

Aging Date: 5/31/2025

Exclude: Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info

Sorted By: Vendor ID

Due Date

Print Currency In: Functional (Z-US\$)

Vendor ID:	AE POWELL INC	Name:	AE Powell, Inc	Class ID:	User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ALPENGLOW MOUN	Name:	Alpenglow Mountain Racing LLC	Class ID:	PRIMARY	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	\$0.00
Vendor ID:	ANNE-KARIN ATWO	Name:	Anne-Karin Atwood*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$324.67	\$0.00	\$0.00	\$0.00	\$324.67
Vendor ID:	AURORA WORLD, I	Name:	Aurora World, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,183.06	\$1,183.06	\$0.00	\$0.00	\$0.00
Vendor ID:	CALIFORNIA STAT	Name:	California State Parks	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$12,434.00	\$12,434.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CEO FISCAL UNIT	Name:	PLACER COUNTY	Class ID:	User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$37,250.00	\$37,250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CHAMBERS LANDIN	Name:	Chambers Landing LLC	Class ID:	User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,585.00	\$0.00	\$0.00	\$2,585.00	\$0.00
Vendor ID:	CINTAS CORPORAT	Name:	Cintas Corporation #623	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$595.58	\$595.58	\$0.00	\$0.00	\$0.00
Vendor ID:	CIVITAS	Name:	Civitas	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$8,320.00	\$8,320.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CLEAN UP THE LA	Name:	Clean Up The Lake	Class ID:	User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$35,309.27	\$35,309.27	\$0.00	\$0.00	\$0.00
Vendor ID:	CORAGGIO GROUP	Name:	Coraggio Group	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$13,229.16	\$13,229.16	\$0.00	\$0.00	\$0.00
Vendor ID:	COUNTY OF PLACE	Name:	County Of Placer	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CRESCENT BEACH	Name:	Crescent Beach LLC	Class ID:	User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$122,338.29	\$122,338.29	\$0.00	\$0.00	\$0.00
Vendor ID:	CYBERLINK	Name:	CyberlinkASP Technology	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$562.80	\$562.80	\$0.00	\$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:	\$80,000.00	\$80,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	FOX CULTURAL HA	Name:	Fox Cultural Hall	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	\$0.00	\$5,000.00	\$0.00	\$0.00

North Lake Tahoe Resort Association

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	\$0.00	\$0.00	\$50.00
Vendor ID:	GAR WOODS GRILL	Name:	Gar Woods Grill and Pier	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	HIGH FIVES FOUN	Name:	High Fives Foundation	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$0.00	\$2,500.00	\$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	\$0.00	\$0.00	\$2,500.00	\$0.00
Vendor ID:	JIM MARKLE	Name:	Jim Markle	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$150.00	\$0.00	\$150.00	\$0.00	\$0.00
Vendor ID:	KIMBERLY BROWN	Name:	Kimberly Brown	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$370.76	\$370.76	\$0.00	\$0.00	\$0.00
Vendor ID:	LOGICALLY	Name:	Logically	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,238.82	\$0.00	\$2,238.82	\$0.00	\$0.00
Vendor ID:	MOUNTAIN LOTUS	Name:	Mountain Lotus Yoga	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,180.00	\$2,180.00	\$0.00	\$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	\$0.00	\$0.00	\$0.00	\$150.00
Vendor ID:	NLTHS	Name:	North Lake Tahoe Historical Society	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$48,040.00	\$48,040.00	\$0.00	\$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:	\$3,000.00	\$0.00	\$0.00	\$3,000.00	\$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):	5	Aged Totals:	\$1,943.28	\$1,943.28	\$0.00	\$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:	\$487.00	\$487.00	\$0.00	\$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):	1	Aged Totals:	\$46,057.36	\$46,057.36	\$0.00	\$0.00	\$0.00
Vendor ID:	RACHELE BAKER	Name:	Rachele Baker	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$93.20	\$93.20	\$0.00	\$0.00	\$0.00
Vendor ID:	SEC LOCK&ALARM	Name:	Security Lock and Alarm, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$99.25	\$99.25	\$0.00	\$0.00	\$0.00
Vendor ID:	SIERRA AVALANCH	Name:	Sierra Avalanche Center	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$50,000.00	\$50,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	SNAP	Name:	Sierra Nevada Ad Partners	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$2,950.62	\$2,950.62	\$0.00	\$0.00	\$0.00
Vendor ID:	SNOW-SMF	Name:	Sierra Nevada and Olympic Winter	Class ID:		User-Defined 1:	

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$7,998.48	\$7,998.48	\$0.00	\$0.00	\$0.00
Vendor ID: STARBARD	Name: Starbard Enterprises*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,164.07	\$2,164.07	\$0.00	\$0.00	\$0.00
Vendor ID: STORQUEST	Name: StorQuest			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$396.00	\$396.00	\$0.00	\$0.00	\$0.00
Vendor ID: SUE PEMBERTON	Name: Sue Pemberton			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$150.00	\$0.00	\$0.00	\$0.00	\$150.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$3,272.00	\$3,272.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIGARD'S	Name: Swigard's True Value Hardware, Inc.*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$28.95	\$28.95	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE NOVELTY	Name: Tahoe Novelty			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$652.25	\$652.25	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$5,000.00	\$5,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCFM	Name: Tahoe City Farmers Market			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$867.64	\$0.00	\$0.00	\$0.00	\$867.64
Vendor ID: TNTTMA	Name: TNT / TMA, Inc.			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$31,858.00	\$31,858.00	\$0.00	\$0.00	\$0.00
Vendor ID: TRUCKEE TRAILS	Name: Truckee Trail Foundation			Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$6,000.00	\$6,000.00	\$0.00	\$0.00	\$0.00
Vendor ID: TRUCKEEHR	Name: TruckeeHR			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,150.00	\$1,150.00	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration			Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$99.88	\$99.88	\$0.00	\$0.00	\$0.00
<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:	47	\$554,979.39	\$535,463.26	\$9,888.82	\$8,085.00	\$1,542.31

PL - Budget vs Actual

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

1 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	61,335	61,335	38,957	5,312,100	5,312,098	2	5,573,578
Chamber Revenue - Member...	1,745	2,133	781	8,832	23,467	(14,634)	37,375
Retail Revenue	20,970	5,333	19,009	164,462	58,667	105,795	128,622
Revenue - Other	0	12,500	0	252,625	137,500	115,125	705
Revenue - Interest & Investm...	9,643	8,750	13,147	131,654	96,250	35,404	70,658
Total Revenues	93,693	90,051	71,895	5,869,674	5,627,981	241,693	5,810,938
Cost of Goods Sold	10,779	2,667	16,420	78,777	29,333	49,444	77,334
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...	10,779	2,667	16,420	78,777	29,333	49,444	78,816
Gross Profit	82,914	87,385	55,475	5,790,897	5,598,648	192,249	5,732,122
Operating Expenses							
Salaries & Wage Expense	253,461	191,466	203,402	2,042,537	2,106,129	(63,591)	1,738,059
Rent & Utilities	25,928	21,898	19,346	219,097	240,899	(21,802)	188,375
Repairs & Maintenance	4,067	8,459	1,057	40,718	93,069	(52,351)	32,790
Telephone & Internet	2,941	1,654	1,540	20,471	19,346	1,125	12,346
Supplies & Mail	12,794	2,883	20,015	83,024	31,705	51,319	81,439
Taxes, Licenses, Fees	43,264	11,134	7,020	126,546	124,119	2,427	68,028
Credit Card Fees	60	0	50	1,679	0	1,679	2,474
Dues & Subscriptions	16,150	1,816	9,125	135,640	21,044	114,596	64,261
Insurance/Bonding	0	1,333	924	16,179	14,667	1,512	11,762
Associate Relations	0	0	460	1,839	0	1,839	557
Staff Expenses	5,825	6,384	7,391	73,971	56,530	17,441	43,290
Board Functions	1,515	3,615	3,443	23,586	37,957	(14,371)	36,561
Professional Fees	36,262	5,667	16,536	233,458	62,333	171,125	99,825
Research & Planning	0	0	0	18,000	0	18,000	0
Equipment Support & Mainten...	9,167	7,532	8,563	83,554	82,852	702	52,107
Equipment Rental/Leasing	28	0	28	2,152	0	2,152	57
Depreciation	6,631	1,250	808	67,123	13,750	53,373	4,875
Event Sponsorships	36,250	51,250	38,702	838,789	563,750	275,039	264,245
Events & Activities	0	0	(300)	0	0	0	0
NLTMC Contributions	113,750	131,667	13,994	1,331,250	1,448,333	(117,083)	1,330,272
Non-NLTMC Marketing	59,294	17,683	18,553	165,206	194,517	(29,311)	125,729
In-Market/Tourism	9,868	14,900	19,671	190,161	163,900	26,261	114,502
Media/Collateral/Production	(54,019)	21,292	14,336	218,786	234,208	(15,422)	164,819
Business Assn Grant Funding	0	50,000	23,000	500,776	550,000	(49,224)	406,365
Housing Hub Funding	0	12,500	0	150,000	137,500	12,500	150,000
Grant Funding - Sponsorship	157,915	97,139	162,150	1,146,546	1,068,531	78,015	271,850
Grant Funding - First Annual	252,967	136,556	0	516,945	1,502,113	(985,168)	0
Grant Funding - Second Annu...	0	57,162	0	0	628,782	(628,782)	0
Chamber Activities	15,614	33,333	600	98,346	366,667	(268,321)	32,518
Chamber Activities - Member...	0	0	3,998	8,000	0	8,000	4,011
Chamber Marketing	0	8,333	8,850	153,038	91,667	61,371	27,783
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...	1,009,734	896,906	603,261	8,511,576	9,854,364	(1,342,788)	5,321,408
Net Operating Income	(926,819)	(809,521)	(547,786)	(2,720,679)	(4,255,716)	1,535,037	410,714
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	(926,819)	(809,521)	(547,786)	(2,720,679)	(4,255,716)	1,535,037	408,589

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	32,201	32,201	20,452	2,788,856	2,788,854	1	2,926,124
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	32,201	32,201	20,452	2,788,856	2,788,854	1	2,926,829
Gross Profit	32,201	32,201	20,452	2,788,856	2,788,854	1	2,926,829
Operating Expenses							
Salaries & Wage Expense	64,130	37,089	44,065	422,880	407,975	14,905	357,708
Rent & Utilities	2,542	3,224	2,347	30,297	35,470	(5,173)	30,291
Repairs & Maintenance	0	2,690	28	2,167	29,590	(27,424)	28
Telephone & Internet	100	499	0	900	5,486	(4,586)	150
Supplies & Mail	1,096	648	665	14,479	7,126	7,353	7,973
Taxes, Licenses, Fees	0	67	0	0	733	(733)	609
Credit Card Fees	0	0	0	90	0	90	0
Dues & Subscriptions	2,290	188	455	10,958	2,069	8,889	2,446
Associate Relations	0	0	0	65	0	65	37
Staff Expenses	850	802	1,360	29,692	5,023	24,669	8,057
Board Functions	0	0	0	4,507	0	4,507	0
Professional Fees	13,229	0	0	89,238	0	89,238	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	28	2,152	0	2,152	57
Depreciation	0	0	0	0	0	0	57
Event Sponsorships	13,750	26,250	9,202	763,449	288,750	474,699	211,116
NLTMC Contributions	113,750	131,667	13,994	1,331,250	1,448,333	(117,083)	1,330,272
Non-NLTMC Marketing	59,294	17,683	18,553	165,206	194,517	(29,311)	125,729
In-Market/Tourism	9,868	14,900	14,279	190,161	163,900	26,261	105,722
Media/Collateral/Production	(54,019)	20,292	14,336	218,786	223,208	(4,422)	159,851
Grant Funding - Sponsorship	0	0	0	0	0	0	30,000
Grant Funding - First Annual	0	12,500	0	0	137,500	(137,500)	0
Grant Funding - Second Annu...	0	8,333	0	0	91,667	(91,667)	0
Chamber Activities	15,614	33,333	(8,000)	97,756	366,667	(268,910)	23,918
Chamber Marketing	0	8,333	8,850	152,503	91,667	60,836	27,783
Chamber Activities - Commun...	0	0	0	195	0	195	229
Allocated Administrative Over...	47,820	26,388	44,630	507,127	290,268	216,859	507,525
Total Operating Expe...	290,343	344,887	164,793	4,051,858	3,789,947	261,910	2,929,669
Net Operating Income	(258,142)	(312,686)	(144,342)	(1,263,002)	(1,001,093)	(261,909)	(2,840)
Other Expense/<Inco...							
Net Income	(258,142)	(312,686)	(144,342)	(1,263,002)	(1,001,093)	(261,909)	(2,840)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	9,078	9,078	5,766	786,192	786,192	0	824,887
Total Revenues	9,078	9,078	5,766	786,192	786,192	0	824,887
 Gross Profit	 9,078	 9,078	 5,766	 786,192	 786,192	 0	 824,887
Operating Expenses							
Salaries & Wage Expense	7,346	6,026	6,524	67,485	66,286	1,199	53,013
Rent & Utilities	453	225	418	5,404	2,466	2,938	5,253
Repairs & Maintenance	0	224	0	0	2,467	(2,467)	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	1,659	(1,659)	0
Board Functions	0	0	0	0	947	(947)	902
Event Sponsorships	5,000	20,833	0	57,840	229,167	(171,327)	16,270
Business Assn Grant Funding	0	40,000	18,400	390,133	440,000	(49,867)	325,092
Grant Funding - Sponsorship	114,000	58,333	12,500	328,581	641,663	(313,082)	92,200
Grant Funding - First Annual	82,589	51,824	0	190,072	570,063	(379,992)	0
Grant Funding - Second Annu...	0	16,072	0	0	176,792	(176,792)	0
Allocated Administrative Over...	41,287	15,826	14,046	125,828	174,089	(48,261)	109,335
Total Operating Expe...	250,675	209,515	51,888	1,165,342	2,306,570	(1,141,228)	602,065
Net Operating Income	(241,597)	(200,437)	(46,122)	(379,150)	(1,520,378)	1,141,228	222,823
 Other Expense/<Inco...							
Net Income	(241,597)	(200,437)	(46,122)	(379,150)	(1,520,378)	1,141,228	222,823

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,477	4,477	2,844	387,786	387,787	(1)	406,873
Retail Revenue	20,970	5,333	19,009	164,462	58,667	105,795	128,622
Total Revenues	25,447	9,811	21,853	552,248	446,453	105,795	535,495
Cost of Goods Sold	10,779	2,667	16,420	78,777	29,333	49,444	77,334
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...	10,779	2,667	16,420	78,777	29,333	49,444	78,816
Gross Profit	14,668	7,144	5,434	473,471	417,120	56,351	456,679
Operating Expenses							
Salaries & Wage Expense	36,443	28,508	24,688	283,142	313,588	(30,446)	199,140
Rent & Utilities	8,911	12,931	11,010	105,827	142,241	(36,414)	87,348
Repairs & Maintenance	3,968	55	0	10,584	612	9,972	2,306
Telephone & Internet	0	146	0	250	1,606	(1,356)	50
Supplies & Mail	2,204	506	1,188	25,085	5,564	19,521	19,983
Taxes, Licenses, Fees	0	0	0	0	320	(320)	450
Credit Card Fees	0	0	50	187	0	187	1,671
Dues & Subscriptions	174	0	0	229	213	16	55
Associate Relations	0	0	187	272	0	272	187
Staff Expenses	0	469	73	1,327	6,745	(5,417)	2,317
Equipment Support & Mainten...	0	0	0	536	0	536	0
Depreciation	6,393	833	570	64,498	9,167	55,331	2,279
Grant Funding - First Annual	0	4,167	0	0	45,833	(45,833)	0
Grant Funding - Second Annu...	0	8,333	0	0	91,667	(91,667)	0
Allocated Administrative Over...	11,455	4,689	14,028	72,133	51,584	20,549	85,567
Total Operating Expe...	69,547	60,637	51,794	564,071	669,139	(105,068)	401,351
Net Operating Income	(54,879)	(53,493)	(46,361)	(90,600)	(252,019)	161,419	55,328
Other Expense/<Inco...							
Net Income	(54,879)	(53,493)	(46,361)	(90,600)	(252,019)	161,419	55,328

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,373	3,373	2,143	292,164	292,163	0	306,545
Total Revenues	3,373	3,373	2,143	292,164	292,163	0	306,545
Gross Profit	3,373	3,373	2,143	292,164	292,163	0	306,545
Operating Expenses							
Salaries & Wage Expense	19,729	11,325	17,398	172,072	124,573	47,499	154,356
Rent & Utilities	528	1,131	488	6,303	12,447	(6,144)	6,120
Repairs & Maintenance	0	60	0	0	662	(662)	0
Telephone & Internet	0	158	0	350	1,740	(1,390)	225
Supplies & Mail	0	240	0	374	2,635	(2,261)	1,008
Taxes, Licenses, Fees	0	0	0	0	320	(320)	0
Credit Card Fees	0	0	0	30	0	30	0
Dues & Subscriptions	20	0	803	8,976	213	8,763	6,131
Associate Relations	0	0	0	0	0	0	60
Staff Expenses	26	482	290	7,348	4,899	2,449	5,968
Board Functions	0	372	354	907	3,335	(2,428)	3,176
Professional Fees	0	0	11,934	5,148	0	5,148	14,571
Event Sponsorships	17,500	0	0	17,500	0	17,500	1,500
Media/Collateral/Production	0	0	0	0	0	0	50
Business Assn Grant Funding	0	10,000	4,600	110,643	110,000	643	81,273
Grant Funding - Sponsorship	0	8,333	0	0	91,667	(91,667)	0
Grant Funding - First Annual	0	2,802	0	0	30,818	(30,818)	0
Grant Funding - Second Annu...	0	4,167	0	0	45,833	(45,833)	0
Chamber Activities - Member...	0	0	3,998	0	0	0	4,011
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	7,454	3,224	14,798	40,394	35,459	4,935	64,967
Total Operating Expe...	45,257	42,294	54,663	370,046	464,602	(94,556)	335,698
Net Operating Income	(41,884)	(38,920)	(52,520)	(77,882)	(172,438)	94,556	(29,153)
Other Expense/<Inco...							
Net Income	(41,884)	(38,920)	(52,520)	(77,882)	(172,438)	94,556	(29,153)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,661	4,661	2,961	403,723	403,724	(1)	423,593
Total Revenues	4,661	4,661	2,961	403,723	403,724	(1)	423,593
Gross Profit	4,661	4,661	2,961	403,723	403,724	(1)	423,593
Operating Expenses							
Salaries & Wage Expense	9,515	21,333	8,451	85,673	234,663	(148,990)	67,448
Rent & Utilities	652	523	599	7,785	5,756	2,029	7,547
Repairs & Maintenance	0	32	0	0	357	(357)	0
Telephone & Internet	0	86	0	0	936	(936)	0
Supplies & Mail	0	200	0	0	2,196	(2,196)	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	1,171	(1,171)	0
Housing Hub Funding	0	12,500	0	150,000	137,500	12,500	150,000
Grant Funding - Sponsorship	43,915	25,000	149,650	817,965	275,000	542,965	149,650
Grant Funding - First Annual	170,378	26,503	0	326,873	291,534	35,339	0
Grant Funding - Second Annu...	0	2,083	0	0	22,917	(22,917)	0
Allocated Administrative Over...	44,259	8,236	58,869	147,486	90,591	56,895	65,101
Total Operating Expe...	268,720	96,603	217,570	1,535,783	1,063,154	472,629	439,746
Net Operating Income	(264,059)	(91,942)	(214,609)	(1,132,059)	(659,430)	(472,629)	(16,153)
Other Expense/<Inco...							
Net Income	(264,059)	(91,942)	(214,609)	(1,132,059)	(659,430)	(472,629)	(16,153)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	2,024	2,024	1,286	175,301	175,300	1	183,929
Total Revenues	2,024	2,024	1,286	175,301	175,300	1	183,929
Gross Profit	2,024	2,024	1,286	175,301	175,300	1	183,929
Operating Expenses							
Salaries & Wage Expense	9,515	7,854	8,451	85,673	86,389	(715)	67,448
Rent & Utilities	522	373	481	6,224	4,112	2,112	6,045
Repairs & Maintenance	0	23	0	0	255	(255)	0
Telephone & Internet	0	0	0	0	730	(730)	0
Supplies & Mail	0	138	0	0	1,513	(1,513)	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	1,171	(1,171)	0
Event Sponsorships	0	4,167	0	0	45,833	(45,833)	0
Grant Funding - Sponsorship	0	5,473	0	0	60,201	(60,201)	0
Grant Funding - First Annual	0	21,100	0	0	232,105	(232,105)	0
Grant Funding - Second Annu...	0	2,083	0	0	22,917	(22,917)	0
Allocated Administrative Over...	1,979	3,550	3,327	13,392	39,054	(25,662)	19,091
Total Operating Expe...	12,015	44,868	12,260	105,289	494,812	(389,523)	92,584
Net Operating Income	(9,991)	(42,844)	(10,974)	70,012	(319,512)	389,523	91,345
Other Expense/<Inco...							
Net Income	(9,991)	(42,844)	(10,974)	70,012	(319,512)	389,523	91,345

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,067	3,067	1,948	265,601	265,601	0	278,687
Revenue - Interest & Investm...	9,643	8,750	13,147	131,654	96,250	35,404	70,658
Total Revenues	12,710	11,817	15,095	397,255	361,851	35,404	349,344
Gross Profit	12,710	11,817	15,095	397,255	361,851	35,404	349,344
Operating Expenses							
Taxes, Licenses, Fees	0	0	20	74	0	74	90
Grant Funding - First Annual	0	17,660	0	0	194,260	(194,260)	0
Grant Funding - Second Annu...	0	673	0	0	7,407	(7,407)	0
Allocated Administrative Over...	50,487	39,410	7,879	431,303	433,510	(2,207)	243,632
Total Operating Expe...	50,487	57,743	7,899	431,377	635,177	(203,799)	243,722
Net Operating Income	(37,777)	(45,927)	7,196	(34,123)	(273,326)	239,203	105,622
Other Expense/<Inco...							
Net Income	(37,777)	(45,927)	7,196	(34,123)	(273,326)	239,203	105,622

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

9 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,227	1,227	779	106,239	106,239	1	111,470
Total Revenues	1,227	1,227	779	106,239	106,239	1	111,470
 Gross Profit	 1,227	 1,227	 779	 106,239	 106,239	 1	 111,470
Operating Expenses							
Taxes, Licenses, Fees	3,428	10,650	5,314	63,979	117,145	(53,166)	54,084
Total Operating Expe...	3,428	10,650	5,314	63,979	117,145	(53,166)	54,084
Net Operating Income	(2,201)	(9,423)	(4,535)	42,260	(10,906)	53,167	57,386
 Other Expense/<Inco...							
Net Income	(2,201)	(9,423)	(4,535)	42,260	(10,906)	53,167	57,386

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

10 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,227	1,227	779	106,239	106,239	1	111,470
Total Revenues	1,227	1,227	779	106,239	106,239	1	111,470
 Gross Profit	 1,227	 1,227	 779	 106,239	 106,239	 1	 111,470
Operating Expenses							
Grant Funding - Second Annu...	0	15,417	0	0	169,583	(169,583)	0
Total Operating Expe...	0	15,417	0	0	169,583	(169,583)	0
Net Operating Income	1,227	(14,190)	779	106,239	(63,345)	169,584	111,470
 Other Expense/<Inco...							
Net Income	1,227	(14,190)	779	106,239	(63,345)	169,584	111,470

PL - Budget vs Actual

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

11 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	252,625	137,500	115,125	0
Total Revenues	0	12,500	0	252,625	137,500	115,125	0
 Gross Profit	 0	 12,500	 0	 252,625	 137,500	 115,125	 0
Operating Expenses							
Salaries & Wage Expense	14,603	0	16,180	154,745	0	154,745	130,307
Telephone & Internet	0	0	0	0	0	0	25
Dues & Subscriptions	652	0	652	7,176	0	7,176	5,219
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	0	0	0	0	3,738
Total Operating Expe...	15,256	0	16,832	164,363	756	163,607	140,009
Net Operating Income	(15,256)	12,500	(16,832)	88,262	136,744	(48,482)	(140,009)
 Other Expense/<Inco...							
Net Income	(15,256)	12,500	(16,832)	88,262	136,744	(48,482)	(140,009)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	1,745	2,133	781	8,832	23,467	(14,634)	37,375
Total Revenues	1,745	2,133	781	8,832	23,467	(14,634)	37,375
 Gross Profit	 1,745	 2,133	 781	 8,832	 23,467	 (14,634)	 37,375
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	1,092	(372)	1,040
Chamber Activities	0	0	8,600	589	0	589	8,600
Chamber Activities - Member...	0	0	0	8,000	0	8,000	0
Chamber Marketing	0	0	0	535	0	535	0
Total Operating Expe...	0	0	8,600	9,986	1,145	8,841	10,140
Net Operating Income	1,745	2,133	(7,819)	(1,154)	22,322	(23,476)	27,235
 Other Expense/<Inco...							
Net Income	1,745	2,133	(7,819)	(1,154)	22,322	(23,476)	27,235

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:13 Housing Hub

13 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	4,007	2,917	6,474	49,216	32,083	17,133	56,851
Professional Fees	0	250	0	0	2,750	(2,750)	1,615
In-Market/Tourism	0	0	5,393	0	0	0	8,780
Media/Collateral/Production	0	1,000	0	0	11,000	(11,000)	4,918
Total Operating Expe...	4,007	4,167	11,866	49,216	45,833	3,383	72,163
Net Operating Income	(4,007)	(4,167)	(11,866)	(49,216)	(45,833)	(3,383)	(72,163)
Other Expense/<Inco...							
Net Income	(4,007)	(4,167)	(11,866)	(49,216)	(45,833)	(3,383)	(72,163)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
7/25/2025
1:34 PM

	May 2025		Prior Y...	Fiscal 2024/25 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	88,174	76,415	71,170	721,651	840,572	(118,921)	651,339
Rent & Utilities	12,319	3,491	4,002	57,257	38,407	18,850	45,770
Repairs & Maintenance	99	5,375	1,028	27,967	59,126	(31,159)	30,456
Telephone & Internet	2,841	765	1,540	18,971	8,410	10,561	11,896
Supplies & Mail	9,494	1,151	18,162	43,033	12,671	30,362	52,475
Taxes, Licenses, Fees	39,836	417	1,685	62,403	4,588	57,815	12,744
Credit Card Fees	60	0	0	1,371	0	1,371	803
Dues & Subscriptions	13,014	1,628	7,215	108,302	17,910	90,392	50,410
Insurance/Bonding	0	1,333	924	16,179	14,667	1,512	11,762
Associate Relations	0	0	273	1,502	0	1,502	273
Staff Expenses	4,949	4,265	5,668	34,292	35,647	(1,355)	26,743
Board Functions	1,515	3,243	3,088	16,321	32,042	(15,721)	30,927
Professional Fees	23,033	5,417	4,602	139,072	59,583	79,489	79,902
Equipment Support & Mainten...	9,167	7,532	8,563	83,018	82,852	166	51,995
Depreciation	239	417	239	2,625	4,583	(1,958)	2,539
Event Sponsorships	0	0	29,500	0	0	0	35,359
Events & Activities	0	0	(300)	0	0	0	0
Donations	0	0	0	3,966	0	3,966	0
Allocated Administrative Over...	(204,740)	(101,323)	(157,577)	(1,337,663)	(1,114,556)	(223,107)	(1,095,217)
Total Operating Expe...	0	10,126	(218)	266	96,501	(96,235)	177
Net Operating Income	0	(10,126)	218	(266)	(96,501)	96,236	(177)
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	(10,126)	218	(266)	(96,501)	96,236	(2,302)

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	263,910.53	199,226.98	64,683.55	32.47 %
1072 Bill.com Money Out Clearing				
Total for Bank Accounts	\$263,910.53	\$199,226.98	\$64,683.55	32.47 %
Accounts Receivable				
1200-00 Accounts Receivable		125,766.00	-125,766.00	-100.0 %
Total for Accounts Receivable	0	\$125,766.00	-\$125,766.00	-100.0 %
Other Current Assets				
12000 Undeposited Funds				
1200-99 Accounts Receivable - Other				
1300 Reimbursements Receivable				
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	\$264,010.53	\$325,092.98	-\$61,082.45	-18.79 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	11,537.18	28,379.93	-16,842.75	-59.35 %
Total for Other Assets	\$11,537.18	\$28,379.93	-\$16,842.75	-59.35 %
Total for Assets	\$275,547.71	\$353,472.91	-\$77,925.20	-22.05 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	322,668.67	102,427.89	220,240.78	215.02 %
Total for Accounts Payable	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Credit Cards				
2080 Bank of the West Credit Cards	0	0	0	
2080-11 MC_3978_Amber				
2080-17 MC_5989 Anna Atwood				
Total for 2080 Bank of the West Credit Cards	0	0	0	
2080. BOTW_0443_KG				

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Total for Credit Cards	0	0	0	
Other Current Liabilities				
2250-00 Accrued Expenses				
2400-00 Suspense				
2401-00 Suspense - Jeremy				
2402-00 Suspense - Jason				
2650-00 Unearned Revenue				
2700-00 Due to NLTRA				
Total for Other Current Liabilities	0	0	0	
Total for Current Liabilities	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Long-term Liabilities				
Total for Liabilities	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Equity				
32000 Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.91 %
Net Income	-140,990.07	51,689.27	-192,679.34	-372.76 %
3000-00 Retained Earnings				
30000 Opening Balance Equity				
Total for Equity	-\$47,120.96	\$251,045.02	-\$298,165.98	-118.77 %
Total for Liabilities and Equity	\$275,547.71	\$353,472.91	-\$77,925.20	-22.05 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Augustine Agency		53,277.31	57,120.39			110,397.70
MAHK Advertising	48,459.86		152,245.04			200,704.90
Michael Steffen		213.57	-1,385.92	1,385.92		213.57
Travel North Tahoe Nevada	11,352.50					11,352.50
TOTAL	59,812.36	53,490.88	207,979.51	1,385.92	0	\$322,668.67

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	MAY 1 - MAY 31 2025	MAY 1 - MAY 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	\$13,994.00	\$99,756.00	712.85 %
4001-01 NLTRA Funding Add-On				
Total for 4001-00 NLTRA Funding	\$113,750.00	\$13,994.00	\$99,756.00	712.85 %
Total for Income	\$159,583.00	\$93,160.00	\$66,423.00	71.3 %
Cost of Goods Sold				
Gross Profit	\$159,583.00	\$93,160.00	\$66,423.00	71.3 %
Expenses				
5000-00 CONSUMER MARKETING	0	0	0	
5005-00 Paid Social	8,388.85	16,445.77	-8,056.92	-48.99 %
5005-01 Digital Display / Retargeting	5,473.20	13,465.76	-7,992.56	-59.35 %
5007-00 Creative Production	0	0	0	
5007-01 Creative Production	12,848.70	24,101.17	-11,252.47	-46.69 %
5007-02 Website Production	2,014.00	1,832.50	181.50	9.9 %
5007-03 Photo/Video Creative	1,823.24	1,736.42	86.82	5.0 %
Total for 5007-00 Creative Production	\$16,685.94	\$27,670.09	-\$10,984.15	-39.7 %
5010-00 Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.65 %
5018-00 Media Commission	2,902.23	11,117.16	-8,214.93	-73.89 %
5018-01 Digital Ad Serving	35.07	180.44	-145.37	-80.56 %
5020-00 Search Engine Marketing	169.86	11,126.29	-10,956.43	-98.47 %
5021-01 Stewardship Campaign	24,552.65		24,552.65	
5001-01 Podcast		4,022.98	-4,022.98	-100.0 %
5002-00 Consumer Print		6,000.00	-6,000.00	-100.0 %
5002-01 Native Display		5,316.39	-5,316.39	-100.0 %
5004-00 Trip Advisor		5,228.53	-5,228.53	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$65,207.80	\$109,073.41	-\$43,865.61	-40.22 %
5110-00 LEISURE SALES	0	0	0	
5111-00 FAMS - Domestic	838.36		838.36	
5112-00 Training / Sales Calls	294.41	711.53	-417.12	-58.62 %
5120-00 Domestic - Trade Shows	849.00	18.00	831.00	4616.67 %
5131-00 FAMS -Intl - Travel Trade	485.56		485.56	
5143-00 Mountain Travel Symposium	2,845.00	-33,881.32	36,726.32	108.4 %
5157-00 International Efforts	1,962.25		1,962.25	
5113-00 Additional Opportunities		767.93	-767.93	-100.0 %
5133-00 Ski-Tops		1,800.00	-1,800.00	-100.0 %
5145-00 TIA Annual Dues		2,700.00	-2,700.00	-100.0 %
Total for 5110-00 LEISURE SALES	\$7,274.58	-\$27,883.86	\$35,158.44	126.09 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	MAY 1 - MAY 31 2025	MAY 1 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5200-00 PUBLIC RELATIONS	0	0	0	
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00		6,000.00	
5202-00 PR Program/ Content Dev - Blogs	1,754.50		1,754.50	
5206-00 Digital Buy/ Social Media Boost	700.00		700.00	
5207-00 Content Campaigns/Tools-My Emma	600.00	332.00	268.00	80.72 %
5209-00 Domestic Travel Media FAMS	1,138.05		1,138.05	
5210-00 Content Dev - Newsletters	1,700.00	480.00	1,220.00	254.17 %
5211-00 Social Media Strategy & Mgmt	6,000.00		6,000.00	
5216-00 PR Content Development + Distri	1,200.00		1,200.00	
5221-00 Photography & Video Asset Dev		19,008.32	-19,008.32	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$19,092.55	\$19,820.32	-\$727.77	-3.67 %
6000-00 CONFERENCE SALES	0	0	0	
6003-00 Geo-Fence Targeting	1,800.00		1,800.00	
6005-00 Paid Media	3,602.36	3,474.66	127.70	3.68 %
6018-00 MCC Media Commission	3,577.70	458.41	3,119.29	680.46 %
6018-01 MCC Digital Ad Serving	3.52	19.93	-16.41	-82.34 %
6152-00 Client Events / Opportunities	125.00		125.00	
6153-00 Chicago Sales Rep Support	-1,660.00		-1,660.00	
6004-00 Email		480.00	-480.00	-100.0 %
6128-00 HelmsBriscoe Strategic Partner		612.50	-612.50	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$7,448.58	\$5,045.50	\$2,403.08	47.63 %
6100-00 TRADE SHOWS	0	0	0	
6111-00 Site Inspections	254.63		254.63	
6116-00 CalSAE Seasonal Spectacular	1,633.45		1,633.45	
6183-00 Smart Meetings NorCal	988.43		988.43	
Total for 6100-00 TRADE SHOWS	\$2,876.51	0	\$2,876.51	
7000-00 COMMITTED & ADMIN EXPENSES	0	0	0	
5009-00 Fulfillment / Mail	139.98	219.99	-80.01	-36.37 %
7002-00 CRM Subscription	459.39		459.39	
7004-00 Research	2,420.83	2,685.02	-264.19	-9.84 %
5021-00 RASC-Reno Air Service Corp		16,666.67	-16,666.67	-100.0 %
7007-00 Destimetrics / DMX		8,440.75	-8,440.75	-100.0 %
8700-00 Automobile Expense*		77.28	-77.28	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$3,020.20	\$28,089.71	-\$25,069.51	-89.25 %
8000-00 WEBSITE CONTENT & MAINTENANCE	0	0	0	
8003-00 Website Hosting Maintenance	10.00	5.00	5.00	100.0 %
8004-00 Website Strategy & Maintenance	8,176.48	7,569.42	607.06	8.02 %
8005-00 Website SEO Strategy/Maint	2,700.00	4,172.50	-1,472.50	-35.29 %
8002-00 Content Manager Contractor		4,250.00	-4,250.00	-100.0 %
Total for 8000-00 WEBSITE CONTENT & MAINTENANCE	\$10,886.48	\$15,996.92	-\$5,110.44	-31.95 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT		TOTAL		
	MAY 1 - MAY 31 2025	MAY 1 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5016-00 CDE - Website Programs		14,261.42	-14,261.42	-100.0 %
Total for Expenses	\$115,806.70	\$164,403.42	-\$48,596.72	-29.56 %
Net Operating Income	\$43,776.30	-\$71,243.42	\$115,019.72	161.45 %
Other Income				
Other Expenses				
Net Other Income	0	0	0	
Net Income	\$43,776.30	-\$71,243.42	\$115,019.72	161.45 %

	May 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%	504,163.00	504,163.00	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%	\$ 524,163.00	\$ 524,163.00	\$ 0.00	100.00%
4001-00 NLTRA Funding	113,750.00	113,750.00	0.00	100.00%	1,251,250.83	1,251,250.00	0.83	100.00%
4001-01 NLTRA Funding Add-On		0.00	0.00		80,000.00	80,000.00	0.00	100.00%
Total 4001-00 NLTRA Funding	\$ 113,750.00	\$ 113,750.00	\$ 0.00	100.00%	\$ 1,331,250.83	\$ 1,331,250.00	\$ 0.83	100.00%
Total Income	\$ 159,583.00	\$ 159,583.00	\$ 0.00	100.00%	\$ 1,855,413.83	\$ 1,855,413.00	\$ 0.83	100.00%
Gross Profit	\$ 159,583.00	\$ 159,583.00	\$ 0.00	100.00%	\$ 1,855,413.83	\$ 1,855,413.00	\$ 0.83	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes		2,212.00	-2,212.00	0.00%	0.00	4,424.00	-4,424.00	0.00%
5002-00 Consumer Print		0.00	0.00		26,700.00	12,566.00	14,134.00	212.48%
5002-01 Native Display		0.00	0.00		69,944.45	87,394.00	-17,449.55	80.03%
5005-00 Paid Social	8,388.85	5,155.00	3,233.85	162.73%	146,071.89	186,396.00	-40,324.11	78.37%
5005-01 Digital Display / Retargeting	5,473.20	1,770.00	3,703.20	309.22%	112,249.30	112,832.00	-582.70	99.48%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production	12,848.70	17,200.00	-4,351.30	74.70%	135,379.95	120,200.00	15,179.95	112.63%
5007-02 Website Production	2,014.00	0.00	2,014.00		18,291.00	15,000.00	3,291.00	121.94%
5007-03 Photo/Video Creative	1,823.24	0.00	1,823.24		19,708.33	21,879.00	-2,170.67	90.08%
Total 5007-00 Creative Production	\$ 16,685.94	\$ 17,200.00	-\$ 514.06	97.01%	\$ 173,379.28	\$ 157,079.00	\$ 16,300.28	110.38%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	84,000.00	77,000.00	7,000.00	109.09%
5013-00 Outdoor			0.00		109,999.50	0.00	109,999.50	
5016 Video Streaming		0.00	0.00		93,626.63	135,018.00	-41,391.37	69.34%
5017-00 Rich Media		0.00	0.00		49,558.00	47,500.00	2,058.00	104.33%
5018-00 Media Commission	2,902.23	1,188.00	1,714.23	244.30%	95,815.80	93,746.00	2,069.80	102.21%
5018-01 Digital Ad Serving	35.07	0.00	35.07		1,659.76	8,851.00	-7,191.24	18.75%
5020-00 Search Engine Marketing	169.86	0.00	169.86		102,705.01	126,172.00	-23,466.99	81.40%
5021-01 Stewardship Campaign	24,552.65	8,104.00	16,448.65	302.97%	104,062.47	78,571.00	25,491.47	132.44%
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	\$ 65,207.80	\$ 42,629.00	\$ 22,578.80	152.97%	\$ 1,190,476.66	\$ 1,127,549.00	\$ 62,927.66	105.58%
5110-00 LEISURE SALES								
5107-00 Creative Production		480.00	-480.00	0.00%	480.00	1,920.00	-1,440.00	25.00%
5111-00 FAMS - Domestic	838.36	0.00	838.36		838.36	4,000.00	-3,161.64	20.96%
5112-00 Training / Sales Calls	294.41	0.00	294.41		8,986.50	11,500.00	-2,513.50	78.14%
5113-00 Additional Opportunities		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%
5120-00 Domestic - Trade Shows	849.00	0.00	849.00		849.00	5,000.00	-4,151.00	16.98%
5131-00 FAMS -Intl - Travel Trade	485.56	0.00	485.56		4,025.51	7,500.00	-3,474.49	53.67%
5133-00 Ski-Tops		0.00	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	2,845.00	0.00	2,845.00		3,236.40	5,000.00	-1,763.60	64.73%
5144-00 IPW - POW WOW		1,500.00	-1,500.00	0.00%	0.00	10,000.00	-10,000.00	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		46,315.83	38,496.00	7,819.83	120.31%
5154-00 Canada		0.00	0.00		23,400.00	31,200.00	-7,800.00	75.00%
5154-01 Canada Sales Mission		0.00	0.00		7,800.00	0.00	7,800.00	
Total 5154-00 Canada	\$ 0.00	\$ 0.00	\$ 0.00		\$ 31,200.00	\$ 31,200.00	\$ 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	1,962.25	10,000.00	-8,037.75	19.62%	18,371.08	15,000.00	3,371.08	122.47%
Total 5110-00 LEISURE SALES	\$ 7,274.58	\$ 11,980.00	-\$ 4,705.42	60.72%	\$ 132,452.68	\$ 158,716.00	-\$ 26,263.32	83.45%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	100.00%	72,000.00	66,000.00	6,000.00	109.09%
5202-00 PR Program/ Content Dev - Blogs	1,754.50	1,208.00	546.50	145.24%	14,645.00	13,288.00	1,357.00	110.21%

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%	8,400.00	7,700.00	700.00	109.09%
5207-00 Content Campaigns/Tools-My Emma	600.00	0.00	600.00		1,500.00	0.00	1,500.00	
5209-00 Domestic Travel Media FAMS	1,138.05	0.00	1,138.05		14,031.31	9,000.00	5,031.31	155.90%
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	100.00%	22,580.00	18,700.00	3,880.00	120.75%
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	100.00%	66,000.00	66,000.00	0.00	100.00%
5212-00 Social Giveaways & Contests			0.00		6,000.00	0.00	6,000.00	
5216-00 PR Content Development + Distri	1,200.00	0.00	1,200.00		4,800.00	4,800.00	0.00	100.00%
5222-00 Media Tracking / Membership		0.00	0.00		3,532.00	3,532.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 19,092.55	\$ 15,608.00	\$ 3,484.55	122.33%	\$ 215,938.31	\$ 194,020.00	\$ 21,918.31	111.30%
6000-00 CONFERENCE SALES								
6003-00 Geo-Fence Targeting	1,800.00	0.00	1,800.00		5,835.40	9,000.00	-3,164.60	64.84%
6004-00 Email		480.00	-480.00	0.00%	960.00	1,920.00	-960.00	50.00%
6005-00 Paid Media	3,602.36	1,450.00	2,152.36	248.44%	25,889.00	23,350.00	2,539.00	110.87%
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		11,333.41	17,500.00	-6,166.59	64.76%
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	3,577.70	0.00	3,577.70		14,582.22	5,997.00	8,585.22	243.16%
6018-01 MCC Digital Ad Serving	3.52	30.00	-26.48	11.73%	56.03	330.00	-273.97	16.98%
6128-00 HelmsBriscoe Strategic Partner		0.00	0.00		7,350.00	7,000.00	350.00	105.00%
6152-00 Client Events / Opportunities	125.00	0.00	125.00		5,035.89	2,500.00	2,535.89	201.44%
6153-00 Chicago Sales Rep Support	-1,660.00	0.00	-1,660.00		5,103.06	3,500.00	1,603.06	145.80%
Total 6000-00 CONFERENCE SALES	\$ 7,448.58	\$ 1,960.00	\$ 5,488.58	380.03%	\$ 90,339.83	\$ 89,077.00	\$ 1,262.83	101.42%
6100-00 TRADE SHOWS								
6111-00 Site Inspections	254.63	0.00	254.63		1,640.55	2,000.00	-359.45	82.03%
6116-00 CalSAE Seasonal Spectacular	1,633.45	0.00	1,633.45		1,948.45	5,000.00	-3,051.55	38.97%
6143-00 Connect Marketplace		0.00	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		1,000.00	-1,000.00	0.00%	0.00	6,775.00	-6,775.00	0.00%
6160-00 AllThingsMeetings Silcon Valley			0.00		725.00	0.00	725.00	
6182-00 Destination Celebration		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%
6183-00 Smart Meetings NorCal	988.43	0.00	988.43		6,738.43	7,000.00	-261.57	96.26%
Total 6100-00 TRADE SHOWS	\$ 2,876.51	\$ 1,000.00	\$ 1,876.51	287.65%	\$ 21,117.87	\$ 37,775.00	-\$ 16,657.13	55.90%
7000-00 COMMITTED & ADMIN EXPENSES								
5009-00 Fulfillment / Mail	139.98	150.00	-10.02	93.32%	1,124.94	1,650.00	-525.06	68.18%
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	459.39	0.00	459.39		9,362.65	10,000.00	-637.35	93.63%
7004-00 Research	2,420.83	0.00	2,420.83		47,700.28	40,410.00	7,290.28	118.04%
7007-00 Destimetrics / DMX		0.00	0.00		38,640.00	33,766.00	4,874.00	114.43%
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		3,170.16	0.00	3,170.16	
8700-00 Automobile Expense*			0.00		485.74	0.00	485.74	
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 3,020.20	\$ 150.00	\$ 2,870.20	2013.47%	\$ 155,367.95	\$ 147,215.00	\$ 8,152.95	105.54%
8000-00 WEBSITE CONTENT & MAINTENANCE								
8002-00 Content Manager Contractor		4,000.00	-4,000.00	0.00%	40,250.00	44,000.00	-3,750.00	91.48%
8003-00 Website Hosting Maintenance	10.00	0.00	10.00		1,627.00	0.00	1,627.00	
8004-00 Website Strategy & Maintenance	8,176.48	7,569.00	607.48	108.03%	116,433.60	83,410.00	33,023.60	139.59%
8005-00 Website SEO Strategy/Maint	2,700.00	2,700.00	0.00	100.00%	32,400.00	29,700.00	2,700.00	109.09%
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$ 10,886.48	\$ 14,269.00	-\$ 3,382.52	76.29%	\$ 190,710.60	\$ 157,110.00	\$ 33,600.60	121.39%
Total Expenses	\$ 115,806.70	\$ 87,596.00	\$ 28,210.70	132.21%	\$ 1,996,403.90	\$ 1,911,462.00	\$ 84,941.90	104.44%
Net Operating Income	\$ 43,776.30	\$ 71,987.00	-\$ 28,210.70	60.81%	-\$ 140,990.07	-\$ 56,049.00	-\$ 84,941.07	251.55%
Net Income	\$ 43,776.30	\$ 71,987.00	-\$ 28,210.70	60.81%	-\$ 140,990.07	-\$ 56,049.00	-\$ 84,941.07	251.55%

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

May 31, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	263,910.53	199,226.98	64,683.55	32.47 %
1072 Bill.com Money Out Clearing				
Total for Bank Accounts	\$263,910.53	\$199,226.98	\$64,683.55	32.47 %
Accounts Receivable				
1200-00 Accounts Receivable		125,766.00	-125,766.00	-100.0 %
Total for Accounts Receivable	0	\$125,766.00	-\$125,766.00	-100.0 %
Other Current Assets				
12000 Undeposited Funds				
1200-99 Accounts Receivable - Other				
1300 Reimbursements Receivable				
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	\$264,010.53	\$325,092.98	-\$61,082.45	-18.79 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	11,537.18	28,379.93	-16,842.75	-59.35 %
Total for Other Assets	\$11,537.18	\$28,379.93	-\$16,842.75	-59.35 %
Total for Assets	\$275,547.71	\$353,472.91	-\$77,925.20	-22.05 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	322,668.67	102,427.89	220,240.78	215.02 %
Total for Accounts Payable	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Credit Cards				
2080 Bank of the West Credit Cards	0	0	0	
2080-11 MC_3978_Amber				
2080-17 MC_5989 Anna Atwood				
Total for 2080 Bank of the West Credit Cards	0	0	0	
2080. BOTW_0443_KG				

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF MAY 31, 2025	AS OF MAY 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Total for Credit Cards	0	0	0	
Other Current Liabilities				
2250-00 Accrued Expenses				
2400-00 Suspense				
2401-00 Suspense - Jeremy				
2402-00 Suspense - Jason				
2650-00 Unearned Revenue				
2700-00 Due to NLTRA				
Total for Other Current Liabilities	0	0	0	
Total for Current Liabilities	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Long-term Liabilities				
Total for Liabilities	\$322,668.67	\$102,427.89	\$220,240.78	215.02 %
Equity				
32000 Unrestricted Net Assets	93,869.11	199,355.75	-105,486.64	-52.91 %
Net Income	-140,990.07	51,689.27	-192,679.34	-372.76 %
3000-00 Retained Earnings				
30000 Opening Balance Equity				
Total for Equity	-\$47,120.96	\$251,045.02	-\$298,165.98	-118.77 %
Total for Liabilities and Equity	\$275,547.71	\$353,472.91	-\$77,925.20	-22.05 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of May 31, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Augustine Agency		53,277.31	57,120.39			110,397.70
MAHK Advertising	48,459.86		152,245.04			200,704.90
Michael Steffen		213.57	-1,385.92	1,385.92		213.57
Travel North Tahoe Nevada	11,352.50					11,352.50
TOTAL	59,812.36	53,490.88	207,979.51	1,385.92	0	\$322,668.67

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	MAY 1 - MAY 31 2025	MAY 1 - MAY 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	\$13,994.00	\$99,756.00	712.85 %
4001-01 NLTRA Funding Add-On				
Total for 4001-00 NLTRA Funding	\$113,750.00	\$13,994.00	\$99,756.00	712.85 %
Total for Income	\$159,583.00	\$93,160.00	\$66,423.00	71.3 %
Cost of Goods Sold				
Gross Profit	\$159,583.00	\$93,160.00	\$66,423.00	71.3 %
Expenses				
5000-00 CONSUMER MARKETING	0	0	0	
5005-00 Paid Social	8,388.85	16,445.77	-8,056.92	-48.99 %
5005-01 Digital Display / Retargeting	5,473.20	13,465.76	-7,992.56	-59.35 %
5007-00 Creative Production	0	0	0	
5007-01 Creative Production	12,848.70	24,101.17	-11,252.47	-46.69 %
5007-02 Website Production	2,014.00	1,832.50	181.50	9.9 %
5007-03 Photo/Video Creative	1,823.24	1,736.42	86.82	5.0 %
Total for 5007-00 Creative Production	\$16,685.94	\$27,670.09	-\$10,984.15	-39.7 %
5010-00 Account Strategy & Management	7,000.00	8,500.00	-1,500.00	-17.65 %
5018-00 Media Commission	2,902.23	11,117.16	-8,214.93	-73.89 %
5018-01 Digital Ad Serving	35.07	180.44	-145.37	-80.56 %
5020-00 Search Engine Marketing	169.86	11,126.29	-10,956.43	-98.47 %
5021-01 Stewardship Campaign	24,552.65		24,552.65	
5001-01 Podcast		4,022.98	-4,022.98	-100.0 %
5002-00 Consumer Print		6,000.00	-6,000.00	-100.0 %
5002-01 Native Display		5,316.39	-5,316.39	-100.0 %
5004-00 Trip Advisor		5,228.53	-5,228.53	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$65,207.80	\$109,073.41	-\$43,865.61	-40.22 %
5110-00 LEISURE SALES	0	0	0	
5111-00 FAMS - Domestic	838.36		838.36	
5112-00 Training / Sales Calls	294.41	711.53	-417.12	-58.62 %
5120-00 Domestic - Trade Shows	849.00	18.00	831.00	4616.67 %
5131-00 FAMS -Intl - Travel Trade	485.56		485.56	
5143-00 Mountain Travel Symposium	2,845.00	-33,881.32	36,726.32	108.4 %
5157-00 International Efforts	1,962.25		1,962.25	
5113-00 Additional Opportunities		767.93	-767.93	-100.0 %
5133-00 Ski-Tops		1,800.00	-1,800.00	-100.0 %
5145-00 TIA Annual Dues		2,700.00	-2,700.00	-100.0 %
Total for 5110-00 LEISURE SALES	\$7,274.58	-\$27,883.86	\$35,158.44	126.09 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	MAY 1 - MAY 31 2025	MAY 1 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5200-00 PUBLIC RELATIONS	0	0	0	
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00		6,000.00	
5202-00 PR Program/ Content Dev - Blogs	1,754.50		1,754.50	
5206-00 Digital Buy/ Social Media Boost	700.00		700.00	
5207-00 Content Campaigns/Tools-My Emma	600.00	332.00	268.00	80.72 %
5209-00 Domestic Travel Media FAMS	1,138.05		1,138.05	
5210-00 Content Dev - Newsletters	1,700.00	480.00	1,220.00	254.17 %
5211-00 Social Media Strategy & Mgmt	6,000.00		6,000.00	
5216-00 PR Content Development + Distri	1,200.00		1,200.00	
5221-00 Photography & Video Asset Dev		19,008.32	-19,008.32	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$19,092.55	\$19,820.32	-\$727.77	-3.67 %
6000-00 CONFERENCE SALES	0	0	0	
6003-00 Geo-Fence Targeting	1,800.00		1,800.00	
6005-00 Paid Media	3,602.36	3,474.66	127.70	3.68 %
6018-00 MCC Media Commission	3,577.70	458.41	3,119.29	680.46 %
6018-01 MCC Digital Ad Serving	3.52	19.93	-16.41	-82.34 %
6152-00 Client Events / Opportunities	125.00		125.00	
6153-00 Chicago Sales Rep Support	-1,660.00		-1,660.00	
6004-00 Email		480.00	-480.00	-100.0 %
6128-00 HelmsBriscoe Strategic Partner		612.50	-612.50	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$7,448.58	\$5,045.50	\$2,403.08	47.63 %
6100-00 TRADE SHOWS	0	0	0	
6111-00 Site Inspections	254.63		254.63	
6116-00 CalSAE Seasonal Spectacular	1,633.45		1,633.45	
6183-00 Smart Meetings NorCal	988.43		988.43	
Total for 6100-00 TRADE SHOWS	\$2,876.51	0	\$2,876.51	
7000-00 COMMITTED & ADMIN EXPENSES	0	0	0	
5009-00 Fulfillment / Mail	139.98	219.99	-80.01	-36.37 %
7002-00 CRM Subscription	459.39		459.39	
7004-00 Research	2,420.83	2,685.02	-264.19	-9.84 %
5021-00 RASC-Reno Air Service Corp		16,666.67	-16,666.67	-100.0 %
7007-00 Destimetrics / DMX		8,440.75	-8,440.75	-100.0 %
8700-00 Automobile Expense*		77.28	-77.28	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$3,020.20	\$28,089.71	-\$25,069.51	-89.25 %
8000-00 WEBSITE CONTENT & MAINTENANCE	0	0	0	
8003-00 Website Hosting Maintenance	10.00	5.00	5.00	100.0 %
8004-00 Website Strategy & Maintenance	8,176.48	7,569.42	607.06	8.02 %
8005-00 Website SEO Strategy/Maint	2,700.00	4,172.50	-1,472.50	-35.29 %
8002-00 Content Manager Contractor		4,250.00	-4,250.00	-100.0 %
Total for 8000-00 WEBSITE CONTENT & MAINTENANCE	\$10,886.48	\$15,996.92	-\$5,110.44	-31.95 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

May 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	MAY 1 - MAY 31 2025	MAY 1 - MAY 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5016-00 CDE - Website Programs		14,261.42	-14,261.42	-100.0 %
Total for Expenses	\$115,806.70	\$164,403.42	-\$48,596.72	-29.56 %
Net Operating Income	\$43,776.30	-\$71,243.42	\$115,019.72	161.45 %
Other Income				
Other Expenses				
Net Other Income	0	0	0	
Net Income	\$43,776.30	-\$71,243.42	\$115,019.72	161.45 %

	May 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%	504,163.00	504,163.00	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%	\$ 524,163.00	\$ 524,163.00	\$ 0.00	100.00%
4001-00 NLTRA Funding	113,750.00	113,750.00	0.00	100.00%	1,251,250.83	1,251,250.00	0.83	100.00%
4001-01 NLTRA Funding Add-On		0.00	0.00		80,000.00	80,000.00	0.00	100.00%
Total 4001-00 NLTRA Funding	\$ 113,750.00	\$ 113,750.00	\$ 0.00	100.00%	\$ 1,331,250.83	\$ 1,331,250.00	\$ 0.83	100.00%
Total Income	\$ 159,583.00	\$ 159,583.00	\$ 0.00	100.00%	\$ 1,855,413.83	\$ 1,855,413.00	\$ 0.83	100.00%
Gross Profit	\$ 159,583.00	\$ 159,583.00	\$ 0.00	100.00%	\$ 1,855,413.83	\$ 1,855,413.00	\$ 0.83	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes		2,212.00	-2,212.00	0.00%	0.00	4,424.00	-4,424.00	0.00%
5002-00 Consumer Print		0.00	0.00		26,700.00	12,566.00	14,134.00	212.48%
5002-01 Native Display		0.00	0.00		69,944.45	87,394.00	-17,449.55	80.03%
5005-00 Paid Social	8,388.85	5,155.00	3,233.85	162.73%	146,071.89	186,396.00	-40,324.11	78.37%
5005-01 Digital Display / Retargeting	5,473.20	1,770.00	3,703.20	309.22%	112,249.30	112,832.00	-582.70	99.48%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production	12,848.70	17,200.00	-4,351.30	74.70%	135,379.95	120,200.00	15,179.95	112.63%
5007-02 Website Production	2,014.00	0.00	2,014.00		18,291.00	15,000.00	3,291.00	121.94%
5007-03 Photo/Video Creative	1,823.24	0.00	1,823.24		19,708.33	21,879.00	-2,170.67	90.08%
Total 5007-00 Creative Production	\$ 16,685.94	\$ 17,200.00	-\$ 514.06	97.01%	\$ 173,379.28	\$ 157,079.00	\$ 16,300.28	110.38%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	84,000.00	77,000.00	7,000.00	109.09%
5013-00 Outdoor			0.00		109,999.50	0.00	109,999.50	
5016 Video Streaming		0.00	0.00		93,626.63	135,018.00	-41,391.37	69.34%
5017-00 Rich Media		0.00	0.00		49,558.00	47,500.00	2,058.00	104.33%
5018-00 Media Commission	2,902.23	1,188.00	1,714.23	244.30%	95,815.80	93,746.00	2,069.80	102.21%
5018-01 Digital Ad Serving	35.07	0.00	35.07		1,659.76	8,851.00	-7,191.24	18.75%
5020-00 Search Engine Marketing	169.86	0.00	169.86		102,705.01	126,172.00	-23,466.99	81.40%
5021-01 Stewardship Campaign	24,552.65	8,104.00	16,448.65	302.97%	104,062.47	78,571.00	25,491.47	132.44%
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	\$ 65,207.80	\$ 42,629.00	\$ 22,578.80	152.97%	\$ 1,190,476.66	\$ 1,127,549.00	\$ 62,927.66	105.58%
5110-00 LEISURE SALES								
5107-00 Creative Production		480.00	-480.00	0.00%	480.00	1,920.00	-1,440.00	25.00%
5111-00 FAMS - Domestic	838.36	0.00	838.36		838.36	4,000.00	-3,161.64	20.96%
5112-00 Training / Sales Calls	294.41	0.00	294.41		8,986.50	11,500.00	-2,513.50	78.14%
5113-00 Additional Opportunities		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%
5120-00 Domestic - Trade Shows	849.00	0.00	849.00		849.00	5,000.00	-4,151.00	16.98%
5131-00 FAMS -Intl - Travel Trade	485.56	0.00	485.56		4,025.51	7,500.00	-3,474.49	53.67%
5133-00 Ski-Tops		0.00	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	2,845.00	0.00	2,845.00		3,236.40	5,000.00	-1,763.60	64.73%
5144-00 IPW - POW WOW		1,500.00	-1,500.00	0.00%	0.00	10,000.00	-10,000.00	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		46,315.83	38,496.00	7,819.83	120.31%
5154-00 Canada		0.00	0.00		23,400.00	31,200.00	-7,800.00	75.00%
5154-01 Canada Sales Mission		0.00	0.00		7,800.00	0.00	7,800.00	
Total 5154-00 Canada	\$ 0.00	\$ 0.00	\$ 0.00		\$ 31,200.00	\$ 31,200.00	\$ 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	1,962.25	10,000.00	-8,037.75	19.62%	18,371.08	15,000.00	3,371.08	122.47%
Total 5110-00 LEISURE SALES	\$ 7,274.58	\$ 11,980.00	-\$ 4,705.42	60.72%	\$ 132,452.68	\$ 158,716.00	-\$ 26,263.32	83.45%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	100.00%	72,000.00	66,000.00	6,000.00	109.09%
5202-00 PR Program/ Content Dev - Blogs	1,754.50	1,208.00	546.50	145.24%	14,645.00	13,288.00	1,357.00	110.21%

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%	8,400.00	7,700.00	700.00	109.09%
5207-00 Content Campaigns/Tools-My Emma	600.00	0.00	600.00		1,500.00	0.00	1,500.00	
5209-00 Domestic Travel Media FAMS	1,138.05	0.00	1,138.05		14,031.31	9,000.00	5,031.31	155.90%
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	100.00%	22,580.00	18,700.00	3,880.00	120.75%
5211-00 Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	100.00%	66,000.00	66,000.00	0.00	100.00%
5212-00 Social Giveaways & Contests			0.00		6,000.00	0.00	6,000.00	
5216-00 PR Content Development + Distri	1,200.00	0.00	1,200.00		4,800.00	4,800.00	0.00	100.00%
5222-00 Media Tracking / Membership		0.00	0.00		3,532.00	3,532.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 19,092.55	\$ 15,608.00	\$ 3,484.55	122.33%	\$ 215,938.31	\$ 194,020.00	\$ 21,918.31	111.30%
6000-00 CONFERENCE SALES								
6003-00 Geo-Fence Targeting	1,800.00	0.00	1,800.00		5,835.40	9,000.00	-3,164.60	64.84%
6004-00 Email		480.00	-480.00	0.00%	960.00	1,920.00	-960.00	50.00%
6005-00 Paid Media	3,602.36	1,450.00	2,152.36	248.44%	25,889.00	23,350.00	2,539.00	110.87%
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		11,333.41	17,500.00	-6,166.59	64.76%
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	3,577.70	0.00	3,577.70		14,582.22	5,997.00	8,585.22	243.16%
6018-01 MCC Digital Ad Serving	3.52	30.00	-26.48	11.73%	56.03	330.00	-273.97	16.98%
6128-00 HelmsBriscoe Strategic Partner		0.00	0.00		7,350.00	7,000.00	350.00	105.00%
6152-00 Client Events / Opportunities	125.00	0.00	125.00		5,035.89	2,500.00	2,535.89	201.44%
6153-00 Chicago Sales Rep Support	-1,660.00	0.00	-1,660.00		5,103.06	3,500.00	1,603.06	145.80%
Total 6000-00 CONFERENCE SALES	\$ 7,448.58	\$ 1,960.00	\$ 5,488.58	380.03%	\$ 90,339.83	\$ 89,077.00	\$ 1,262.83	101.42%
6100-00 TRADE SHOWS								
6111-00 Site Inspections	254.63	0.00	254.63		1,640.55	2,000.00	-359.45	82.03%
6116-00 CalSAE Seasonal Spectacular	1,633.45	0.00	1,633.45		1,948.45	5,000.00	-3,051.55	38.97%
6143-00 Connect Marketplace		0.00	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		1,000.00	-1,000.00	0.00%	0.00	6,775.00	-6,775.00	0.00%
6160-00 AllThingsMeetings Silcon Valley			0.00		725.00	0.00	725.00	
6182-00 Destination Celebration		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%
6183-00 Smart Meetings NorCal	988.43	0.00	988.43		6,738.43	7,000.00	-261.57	96.26%
Total 6100-00 TRADE SHOWS	\$ 2,876.51	\$ 1,000.00	\$ 1,876.51	287.65%	\$ 21,117.87	\$ 37,775.00	-\$ 16,657.13	55.90%
7000-00 COMMITTED & ADMIN EXPENSES								
5009-00 Fulfillment / Mail	139.98	150.00	-10.02	93.32%	1,124.94	1,650.00	-525.06	68.18%
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	459.39	0.00	459.39		9,362.65	10,000.00	-637.35	93.63%
7004-00 Research	2,420.83	0.00	2,420.83		47,700.28	40,410.00	7,290.28	118.04%
7007-00 Destimetrics / DMX		0.00	0.00		38,640.00	33,766.00	4,874.00	114.43%
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		3,170.16	0.00	3,170.16	
8700-00 Automobile Expense*			0.00		485.74	0.00	485.74	
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 3,020.20	\$ 150.00	\$ 2,870.20	2013.47%	\$ 155,367.95	\$ 147,215.00	\$ 8,152.95	105.54%
8000-00 WEBSITE CONTENT & MAINTENANCE								
8002-00 Content Manager Contractor		4,000.00	-4,000.00	0.00%	40,250.00	44,000.00	-3,750.00	91.48%
8003-00 Website Hosting Maintenance	10.00	0.00	10.00		1,627.00	0.00	1,627.00	
8004-00 Website Strategy & Maintenance	8,176.48	7,569.00	607.48	108.03%	116,433.60	83,410.00	33,023.60	139.59%
8005-00 Website SEO Strategy/Maint	2,700.00	2,700.00	0.00	100.00%	32,400.00	29,700.00	2,700.00	109.09%
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$ 10,886.48	\$ 14,269.00	-\$ 3,382.52	76.29%	\$ 190,710.60	\$ 157,110.00	\$ 33,600.60	121.39%
Total Expenses	\$ 115,806.70	\$ 87,596.00	\$ 28,210.70	132.21%	\$ 1,996,403.90	\$ 1,911,462.00	\$ 84,941.90	104.44%
Net Operating Income	\$ 43,776.30	\$ 71,987.00	-\$ 28,210.70	60.81%	-\$ 140,990.07	-\$ 56,049.00	-\$ 84,941.07	251.55%
Net Income	\$ 43,776.30	\$ 71,987.00	-\$ 28,210.70	60.81%	-\$ 140,990.07	-\$ 56,049.00	-\$ 84,941.07	251.55%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month*Yr May 2025

Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
	A							
	B			May Cell Phone		50.00	10-12-230-50139	
4/30/2025	C	Cal Travel		PAC Dinner - Advocacy Day	\$300.00			
5/13/2025	D	Cal Travel		GSTC certiciacation class	\$ 75.00			
5/23/2025	E	Citizen Hotel - Parking		Advocacy Day	\$ 233.21			
5/14/2025	F	Citizen Hotel - Room Rate		Advocacy Day		\$ 880.71		
	G							
	H							
	I							
	J.1							
	K.1							
	L							
	M							
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		\$149.80		
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES					\$608.21			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$1,080.51		

Grand Total \$ 1,688.72

Signed By: Tony Karwowski

Approved By: _____

Date: 7/22/2025

Date: _____

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

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Tony Karwowski

REPORT MONTH: May-25

[illegible]



PO Box 610085
Redwood City, CA 94061

Invoice

18447

Invoice Date:	02/24/2025
Member ID:	1155
Invoice Due:	02/24/2025

Tony Karwowski
North Lake Tahoe Visitors and Convention Bureau
P.O. Box 5459
Tahoe City, CA 96145

Description	Qty	Rate	Amount
GSTC Sustainable Tourism Training Program (STTP) Registration	1	75.00	75.00
Payment Credit Card - #4849 - Thank you!			-75.00

Total:	75.00
Amt Paid:	-75.00
Balance Due:	0.00



Member ID	Invoice	Due Date	Total Due	Total Payment Enclosed
1155	18447	02/24/2025	\$0.00	\$

Please verify address and provide corrections

Tony Karwowski
North Lake Tahoe Visitors and Convention Bureau
P.O. Box 5459
Tahoe City, CA 96145

Correct Address

Make checks payable to:

California Travel Association
PO Box 610085
Redwood City, CA 94061

Email talvernaz@caltravel.org for a direct link to conveniently pay online.

Invoices over 30 days past due will be subject to interest at a rate of 1.5% a month.

Order Information

Description: CVENT Transaction

Invoice Number LBNNVT7KR

PO Number

TourismAdvocacyDaySpringB

Customer ID 2VNFLQLSVPK

Billing Information

Anthony Karwowski

North Tahoe Community Alliance

100 North Lake Blvd

Tahoe City, CA 96145

USA

tony@northtahoecommunityalliance.com**Shipping Information****Total: \$300.00 (USD)****Payment Information**

Date/Time: 28-Apr-2025 15:25:35 PDT

Transaction ID: 121003287949

Payment Method: MasterCard xxxx4849

Transaction Type: Purchase

Auth Code: 024382

Merchant Contact Information

CALIFORNIA TRAVEL ASSOCIATION

Redwood City, CA 94061

US

bnewton@caltravel.org

The Citizen Hotel, Autograph Collection

Reservation receipt

926 J Street, Sacramento (CA), United States, 95814

Your reservation receipt

Confirmation code	864600558
Guest name	Anthony Karwowski
Stay dates	May 19, 2025 - May 21, 2025
Room type	DOUBLE Deluxe Room, 1 King Bed, Non Smoking
Number of rooms	1
Length of stay	2 nights
Status	Stay Completed - Fully Paid

Payment information

Average nightly room rate
Actual price per night may vary

May 19, 2025 room rate	\$383.10 USD
Taxes and fees	\$57.25 USD
May 20, 2025 room rate	\$383.11 USD
Taxes and fees	\$57.25 USD
Grand Total	\$880.71 USD
Total Charged	\$880.71 USD
Card	VISA ending in 3480
Payment status	Paid in full on May 14, 2025
The above charges will appear on your card from RTI*ROCKET TRAVEL The Cit.	
Cancellation Fee	\$0.00 USD

Let us know if we can make your next Rocketmiles experience even more rewarding.

Your concierge

concierge@rocketmiles.com

[1-312-635-6501 \(US\)](tel:1-312-635-6501)

[1-833-823-6639](tel:1-833-823-6639)



AUTOGRAPH COLLECTION®
HOTELS

Anthony Karwowski
CA
United States

Room Number: 0616
Arrival Date: 05-19-25
Departure Date: 05-21-25
CRS Number: 93881507
Rewards No:

INFORMATION INVOICE

Folio No: 416973

Date	Description		Charges	Credits
05-19-25	Valet Parking		49.00	
05-19-25	Valet Parking		49.00	
05-20-25	Internet	Room# 0616 : CHECK# 1	9.95	
05-20-25	Room Service Breakfast	Room# 0616 : CHECK# 0022456	27.26	
05-20-25	Valet Parking		49.00	
05-20-25	Valet Parking		49.00	
05-21-25	Master Card	XXXXXXXXXXXX4849 XX/XX		233.21
Total			233.21	233.21
Balance			0.00	



COMMERCIAL CARD

Account Number XXXX XXXX XXXX 4849
Account Name ANTHONY KARWOWSKI
Company Name NORTH LAKE TAHOE RESORT ASSOC
INC

Statement Date May 28, 2025

Purchases	+608.21
Cash Advances	+0.00
Fees	+0.00
Adjustments	+0.00
Payments	-0.00
Closing Balance	\$608.21
Credit Limit	\$10,000.00

CONTACT

General Inquiries
Lost/Stolen Cards

TOLL FREE CALLS US & CANADA	OUTSIDE US & CANADA (CALL COLLECT)
1-855-825-9234	262-780-8662
1-844-227-0528	262-780-8662

Important Messages

All transactions have been billed to the Corporate Account statement. Call the phone number on the back of your card to gain the most accurate view of your available credit. The Corporate Account limit is shared among the Individual cards, other activity on the Corporate Account may cause your available credit to be lower than the amount displayed on this statement or online.

PERIOD COVERED BY THIS STATEMENT

Apr. 29, 2025 - May 28, 2025

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Apr. 29	Apr. 30	CALIFORNIA TRAVEL ASSO WOODSIDE CA	300.00
May 12	May 13	CALIFORNIA TRAVEL ASSO WOODSIDE CA	75.00
May 21	May 23	THE CITIZEN MARRIOTT SACRAMENTO CA	233.21

Report any items which do not agree with your records within 30 days of the statement date.

Page 1 of 2



P.O. BOX 5700
CAROL STREAM IL 60197-5700

Account Number XXXX XXXX XXXX 4849
Closing Balance \$608.21

ANTHONY KARWOWSKI
ATTN: DEWITT VN SICLEN
100 N LAKE BLVD
TAHOE CITY CA 96145-2273

000A

**For your records only.
No payment required.**

Account Number XXXX XXXX XXXX 4849
Account Name ANTHONY KARWOWSKI

Statement Date: May 28, 2025

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month*Yr June 2025

Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
	A							
	B			June Cell Phone		50.00	10-12-230-50139	
6/3/2025	C	Coffee Connexion		Coffee With DJ Ewan	\$13.72			
6/4/2025	D	Tahoe House Bakery		Coffee with Carl Ribauda	18.18			
6/20/2025	E	Cal Travel		PAC Dinner for CTS 2025 September	300.00			
	F							
	G							
	H							
	I							
	J.1							
	K.1							
	L							
	M							
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		0.00		
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES					331.90			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						50.00		
Grand Total					381.90			

Signed By: Tony Karwowski

Approved By: _____

Date: 7/22/2025

Date: _____

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



COMMERCIAL CARD

Account Number XXXX XXXX XXXX 4849
Account Name ANTHONY KARWOWSKI
Company Name NORTH LAKE TAHOE RESORT ASSOC
INC

Statement Date	Jun. 28, 2025
Purchases	+331.90
Cash Advances	+0.00
Fees	+0.00
Adjustments	+0.00
Payments	-0.00
Closing Balance	\$331.90
Credit Limit	\$10,000.00

CONTACT	TOLL FREE CALLS US & CANADA	OUTSIDE US & CANADA (CALL COLLECT)
General Inquiries	1-855-825-9234	262-780-8662
Lost/Stolen Cards	1-844-227-0528	262-780-8662

Important Messages

All transactions have been billed to the Corporate Account statement. Call the phone number on the back of your card to gain the most accurate view of your available credit. The Corporate Account limit is shared among the Individual cards, other activity on the Corporate Account may cause your available credit to be lower than the amount displayed on this statement or online.

PERIOD COVERED BY THIS STATEMENT

May 29, 2025 - Jun. 28, 2025

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Jun. 2	Jun. 3	COFFEE CONNEXION TAHOE CITY CA	13.72
Jun. 3	Jun. 4	SQ *TAHOE HOUSE BAKERY Tahoe City CA	18.18
Jun. 20	Jun. 23	CALIFORNIA TRAVEL ASSO WOODSIDE CA	300.00

Report any items which do not agree with your records within 30 days of the statement date.



P.O. BOX 5700
CAROL STREAM IL 60197-5700

Account Number XXXX XXXX XXXX 4849
Closing Balance \$331.90

ANTHONY KARWOWSKI
ATTN: DEWITT VN SICLEN
100 N LAKE BLVD
TAHOE CITY CA 96145-2273

000A

For your records only.
No payment required.

Order Information

Description: CVENT Transaction

Invoice Number 7FNDK75HDFF

PO Number 2025CalTravelSummit

Customer ID KDNNVNVS2H4

Billing Information

Anthony Karwowski

North Tahoe Community Alliance

PO Box 1757

Tahoe City, CA 96145

USA

tony@northtahoecommunityalliance.com**Shipping Information****Total: \$300.00 (USD)****Payment Information**

Date/Time: 20-Jun-2025 10:07:54 PDT

Transaction ID: 121091914144

Payment Method: MasterCard xxxx4849

Transaction Type: Purchase

Auth Code: 043155

Merchant Contact Information

CALIFORNIA TRAVEL ASSOCIATION

Redwood City, CA 94061

US

bnewton@caltravel.org