



Finance Committee

Date: Wednesday August 27th, 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=WUlxalM4ekZOQzI3WXIUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

Passcode: 059912

Dial by your location

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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 July 30th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials:

a) Review Staff Report on Financial Performance
b) NTCA 7/31/25 Financials Review (Motion) |

c) NLTMC 7/31/25 Financial Review

- | | | |
|------------|-----|---|
| 10:35 a.m. | 6. | Approval of CEO Expense Report (Motion) |
| 10:40 a.m. | 7. | Discussion on potential new accounting software |
| 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 |



8/27/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for July 31, 2025

Summary of preliminary NTCA financial results for July 31, 2025

- Accounts Receivable TBID –Year to date collection through the fourth quarter continue to trend 4% over prior year. Collections are 11% over budget. Remaining fourth quarter collections should be known in the following weeks. My forecast for total FY 24/25 TBID collections of 4% over prior year or \$6.9m continues to remain likely.
- 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 July along with FY24-25 payouts which relieved the incentive accrual
- Rent & utilities – Includes rent for the new Kings Beach location.
- Supplies & Mail – Email Campaign fees
- 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 – includes fees for Submittable per contract
- Equipment Support – Includes our monthly IT support

- Event Sponsorships – July payments include funding to Snowfest, North Lake Tahoe Historical Society, Joy Foundation, Tahoe Flow Art, Commons Beach movie series, and Wild Lotus Yoga Festival
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Business Assn Grant Funding – Refund of partial payment to NTBA per cancellation of contract
- Grant Funding Sponsorship – July payments include funding to Eco-Clean Solutions, Resort Triangle Transportation Plan, Secline Beach Enhancement, and Sierra Community house
- Grant Funding Flex – July funding includes Tart Connect service expansion for Ritz Carlton
- Grant Funding 1st Annual - July funding includes Tahoe Cross Country and Clean up the Lake
- Chamber Activities & Marketing – Includes payments to our marketing consultant

Summary of preliminary NLTMC financial results for July 31, 2025

- FY25-26 is nearly complete but not ready for July financials

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

July 31, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the One Month Ending Thursday, July 31, 2025

1 of 1
8/22/2025
2:21 PM

	YTD		
	Jul 2025	Jul 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	7,574	155,785	148,212
Cash - TBID Funding	101,691	811,653	709,962
Cash - Payroll	0	205,412	205,412
Cash - Money Market	4,144,593	5,109,851	965,258
Cash - Plumas 1939	101,785	101,531	(254)
Cash - Plumas 1929	50,613	50,532	(81)
Cash - Chamber	0	687	687
Cash in Drawer	2,664	500	(2,164)
Petty Cash	436	136	(300)
Accounts Receivable	8,982	10,000	1,018
Accounts Receivable - TBID	1,024,507	1,223,595	199,089
Accounts Receivable - Chamber	3,700	4,400	700
Allowance for Doubtful Accounts	(1,336)	(1,336)	0
Inventory Asset	90,512	78,624	(11,888)
Prepaid Expenses	48,039	30,109	(17,929)
Prepaid Postage	100	100	0
Total Current Assets	5,583,859	7,781,580	2,197,721
Fixed Assets			
Furniture & Fixtures	57,759	57,759	0
Accumulated Depreciation - Furnitures & Fixtures	(42,745)	(37,060)	5,685
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(17,021)	(8,129)	8,892
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	111,925	(30,848)
Accumulated Depreciation - Leasehold Improvements	(88,914)	(24,284)	64,630
Operating Lease Right-of-Use Asset	292,844	453,986	161,142
Total Fixed Assets	393,312	602,813	209,501
Total Assets	\$5,977,171	\$8,384,392	\$2,407,221
Liabilities			
Current Liabilities			
Accounts Payable	598,619	72,654	525,965
Incentives Payable	0	1	(1)
401k Payable	(388)	(1,987)	1,600
Deferred Revenue - Membership Dues	19,955	7,383	12,572
Operating Lease Liability	172,653	161,327	11,326
<i>Suspense (may include rounding)</i>	<i>(463)</i>	<i>(241)</i>	<i>(222)</i>
Total Current Liabilities	790,376	239,137	(551,239)
Sales & Use Tax Payable	4,465	0	4,465
Total Tax Payable	4,465	0	(4,465)
Long-Term Liabilities			
Operating Lease Liability	137,693	311,549	(173,855)
Total Long Term Liabilities	137,693	311,549	173,855
Total Liabilities	932,534	550,686	(381,848)
Unrestricted deficit	784	(5,453)	6,237
Unrestricted Net Assets	14,865	14,865	0
TBID Reserve	5,938,506	8,183,321	(2,244,815)
Net Income	(909,518)	(359,027)	(550,491)
Total Equity	5,044,637	7,833,706	2,789,069
Liabilities & Shareholder Equity	\$5,977,171	\$8,384,392	\$2,407,221

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

User-Defined 1:
Posting Date: First - 7/31/2025
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 7/31/2025

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):	5	Aged Totals:	\$2,220.30	\$2,220.30	\$0.00	\$0.00	\$0.00
Vendor ID:	ABOUT A BOY ...	Name:	About a Boy ...	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,025.25	\$1,025.25	\$0.00	\$0.00	\$0.00
Vendor ID:	ALPEN SIERRA CO	Name:	Alpen Sierra Coffee Roasting Company, In	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$490.80	\$490.80	\$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	\$0.00	\$28,387.44	\$0.00	\$0.00
Vendor ID:	CALIFORNIA TAHO	Name:	California Tahoe Conservancy	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$82,881.00	\$82,881.00	\$0.00	\$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:	\$1,524.85	\$1,524.85	\$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:	DREW MADDEN ART	Name:	Drew Madden Art	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$410.00	\$410.00	\$0.00	\$0.00	\$0.00
Vendor ID:	FALLON MULTIMED	Name:	Fallon Multimedia*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$850.00	\$850.00	\$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	\$0.00	\$0.00	\$5,000.00
Vendor ID:	FP MAILING SOLU	Name:	FP Mailing Solutions	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$131.08	\$131.08	\$0.00	\$0.00	\$0.00
Vendor ID:	FRANCOIS CAZALO	Name:	Francois Cazalot	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$50.00	\$0.00	\$0.00	\$0.00	\$50.00
Vendor ID:	GEO-TOURISM SPE	Name:	Geo-Tourism Specialties	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,670.71	\$1,670.71	\$0.00	\$0.00	\$0.00
Vendor ID:	GROWTHZONE & CF	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:	IDSS GLOBAL LLC	Name:	iDSS Global LLC	Class ID:	PRIMARY	User-Defined 1:	

System: 8/21/2025 3:45:22 PM		HISTORICAL AGED TRIAL BALANCE				Page: 2
User Date: 8/21/2025		North Lake Tahoe Resort Association				User ID: derek
		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: INTERMEDIA.NET,	Name: Intermedia.net, Inc.	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$975.45	\$975.45	\$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:	\$144.00	\$144.00	\$0.00	\$0.00	\$0.00
Vendor ID: JOY FOUNDATION	Name: Joy Foundation	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$7,500.00	\$7,500.00	\$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: KAREN COLBERT	Name: Karen Colbert	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$159.00	\$159.00	\$0.00	\$0.00	\$0.00
Vendor ID: LATHER FIZZ	Name: Lather and Fizz	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$515.50	\$515.50	\$0.00	\$0.00	\$0.00
Vendor ID: LUMBRE	Name: Lumbre	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$259.81	\$259.81	\$0.00	\$0.00	\$0.00
Vendor ID: MARKUS GEISSLER	Name: Markus Geissler	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: MOUNTAIN FREAK	Name: Moutain Freak Boutique	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$443.00	\$443.00	\$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: NORTHSTAR CA	Name: Northstar California*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 9	Aged Totals:	\$47,790.00	\$47,790.00	\$0.00	\$0.00	\$0.00
Vendor ID: NTPUD	Name: North Tahoe Public Utility District	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$30,140.00	\$30,140.00	\$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): 5	Aged Totals:	\$812.47	\$812.47	\$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): 4	Aged Totals:	\$264,197.37	\$264,197.37	\$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): 2	Aged Totals:	\$3,690.67	\$3,690.67	\$0.00	\$0.00	\$0.00
Vendor ID: PRA EVENTS INC	Name: PRA Events, Inc	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$15,312.50	\$15,312.50	\$0.00	\$0.00	\$0.00
Vendor ID: PRINTART	Name: Printart	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,046.64	\$2,046.64	\$0.00	\$0.00	\$0.00
Vendor ID: RENOTYPE	Name: Reno Type	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,130.00	\$2,130.00	\$0.00	\$0.00	\$0.00

Historical Aged Trial Balance

North Lake Tahoe Resort Association

Vendor ID:	SDBX	Name:	SDBX Studio, LLC.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$360.00	\$360.00	\$0.00	\$0.00	\$0.00
Vendor ID:	SIERRA CH	Name:	Sierra Community House	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$41,075.70	\$41,075.70	\$0.00	\$0.00	\$0.00
Vendor ID:	SIERRA NEVADAAL	Name:	SIERRA NEVADA ALLIANCE	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$100.00	\$100.00	\$0.00	\$0.00	\$0.00
Vendor ID:	SKY ELEMENT	Name:	Sky Elements LLC	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$14,750.00	\$14,750.00	\$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):	1	Aged Totals:	\$1,629.17	\$1,629.17	\$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:	SUBMITTABLE	Name:	SUBMITTABLE HOLDINGS INC.	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$3,106.85	\$3,106.85	\$0.00	\$0.00	\$0.00
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):	4	Aged Totals:	\$4,404.55	\$4,404.55	\$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	\$0.00	\$0.00	\$28.95	\$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):	1	Aged Totals:	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
Vendor ID:	TAHOE FLOW ART	Name:	Tahoe Flow Arts Studio	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$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:	\$653.75	\$653.75	\$0.00	\$0.00	\$0.00
Vendor ID:	TAHOE QUARTERLY	Name:	Tahoe Quarterly*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,990.00	\$2,990.00	\$0.00	\$0.00	\$0.00
Vendor ID:	TAHOE TECH GRP	Name:	Tahoe Tech Group, LLC.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$3,259.55	\$3,259.55	\$0.00	\$0.00	\$0.00
Vendor ID:	TAHOE TOFFEE	Name:	Tahoe Toffee Candy Company	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$157.25	\$157.25	\$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:	TRUCKEE HOT SAU	Name:	Truckee Hot Suace Company	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$99.72	\$99.72	\$0.00	\$0.00	\$0.00
Vendor ID:	TTSD	Name:	Tahoe Truckee Sierra Disposal*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$970.13	\$970.13	\$0.00	\$0.00	\$0.00
Vendor ID:	WHOLESALE RESOF	Name:	Wholesale Resort Accessories, Inc.	Class ID:	PRIMARY	User-Defined 1:	

HISTORICAL AGED TRIAL BALANCE
North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$1,639.00	\$1,040.00	\$599.00	\$0.00	\$0.00	
Vendor ID: WILD SOUL EVENT	Name: Wild Soul Events	Class ID:		User-Defined 1:			
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WOBLE BOND DICK	Name: Woble Bond Dickinson	Class ID:		User-Defined 1:			
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$914.00	\$914.00	\$0.00	\$0.00	\$0.00	
		<u>Vendors</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Vendor Totals:	56	\$598,618.87	\$560,711.17	\$28,986.44	\$28.95	\$8,892.31	

PL - Budget vs Actual

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

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	152,149	152,149	128,759	152,149	152,149	0	128,759
Special Events Revenue	15,482	0	0	15,482	0	15,482	0
Chamber Revenue - Member...	3,160	2,083	0	3,160	2,083	1,077	0
Retail Revenue	29,450	13,333	21,408	29,450	13,333	16,117	21,408
Revenue - Other	0	12,500	0	0	12,500	(12,500)	0
Revenue - Interest & Investm...	9,276	4,167	0	9,276	4,167	5,109	0
Total Revenues	209,516	184,232	150,167	209,516	184,232	25,284	150,167
Cost of Goods Sold	15,138	6,667	10,857	15,138	6,667	8,471	10,857
Freight & Shipping Costs	0	0	207	0	0	0	207
COGS - Events	22,839	3,333	0	33,093	3,333	29,760	0
Total Cost of Goods S...	37,977	10,000	11,064	48,231	10,000	38,231	11,064
Gross Profit	171,540	174,232	139,103	161,285	174,232	(12,947)	139,103
Operating Expenses							
Salaries & Wage Expense	190,927	240,016	97,926	190,927	240,016	(49,089)	97,926
Rent & Utilities	19,066	19,839	15,481	19,066	19,839	(774)	15,481
Repairs & Maintenance	1,639	8,328	298	1,639	8,328	(6,689)	298
Telephone & Internet	3,098	1,796	1,797	3,098	1,796	1,302	1,797
Supplies & Mail	7,395	3,112	3,033	7,395	3,112	4,283	3,033
Taxes, Licenses, Fees	10,118	11,559	2,854	10,118	11,559	(1,441)	2,854
Credit Card Fees	0	0	529	0	0	0	529
Dues & Subscriptions	10,533	1,898	3,567	10,533	1,898	8,634	3,567
Insurance/Bonding	7,707	1,368	0	7,707	1,368	6,339	0
Associate Relations	787	0	0	787	0	787	0
Staff Expenses	4,974	6,288	5,291	4,974	6,288	(1,313)	5,291
Board Functions	2,510	2,185	2,565	2,510	2,185	325	2,565
Professional Fees	16,130	12,500	28,393	16,130	12,500	3,630	28,393
Equipment Support & Mainten...	10,188	0	3,885	10,188	0	10,188	3,885
Equipment Rental/Leasing	28	0	0	28	0	28	0
Depreciation	5,823	4,167	0	5,823	4,167	1,656	0
Event Sponsorships	62,500	85,000	39,050	62,500	85,000	(22,500)	39,050
NLTMC Contributions	113,750	120,000	114,392	113,750	120,000	(6,250)	114,392
Non-NLTMC Marketing	20,234	17,083	4,196	20,234	17,083	3,151	4,196
In-Market/Tourism	16,466	13,383	1,898	16,466	13,383	3,083	1,898
Media/Collateral/Production	19,328	18,750	9,026	19,328	18,750	578	9,026
Signage	0	6,156	0	0	6,156	(6,156)	0
Business Assn Grant Funding	(41,661)	36,333	0	(41,661)	36,333	(77,994)	0
Grant Funding - Sponsorship	325,376	21,311	0	325,376	21,311	304,065	0
Grant Funding - Flex	96,469	0	0	96,469	0	96,469	0
Grant Funding - First Annual	131,995	13,272	0	131,995	13,272	118,723	0
Grant Funding - Second Annu...	0	18,333	0	0	18,333	(18,333)	0
Chamber Activities	19,365	29,584	0	19,365	29,584	(10,219)	0
Chamber Activities - Leaders...	0	4,167	0	0	4,167	(4,167)	0
Chamber Marketing	18,567	7,083	0	18,567	7,083	11,483	0
Total Operating Expe...	1,073,313	703,513	334,180	1,073,313	703,513	369,800	334,180
Net Operating Income	(901,774)	(529,281)	(195,077)	(912,028)	(529,281)	(382,747)	(195,077)
Other Expense/<Inco...							
Net Income	(901,774)	(529,281)	(195,077)	(912,028)	(529,281)	(382,747)	(195,077)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	79,878	79,878	67,599	79,878	79,878	0	67,599
Total Revenues	79,878	79,878	67,599	79,878	79,878	0	67,599
COGS - Events	(12,000)	833	0	(12,000)	833	(12,833)	0
Total Cost of Goods S...	(12,000)	833	0	(12,000)	833	(12,833)	0
Gross Profit	91,878	79,045	67,599	91,878	79,045	12,833	67,599
Operating Expenses							
Salaries & Wage Expense	45,511	52,709	21,526	45,511	52,709	(7,198)	21,526
Rent & Utilities	2,802	3,308	2,446	2,802	3,308	(506)	2,446
Repairs & Maintenance	0	195	0	0	195	(195)	0
Telephone & Internet	100	512	0	100	512	(412)	0
Supplies & Mail	1,860	665	0	1,860	665	1,195	0
Taxes, Licenses, Fees	52	68	0	52	68	(16)	0
Dues & Subscriptions	563	137	10	563	137	426	10
Staff Expenses	1,213	291	29	1,213	291	922	29
Board Functions	39	0	0	39	0	39	0
Professional Fees	5,043	0	0	5,043	0	5,043	0
Equipment Support & Mainten...	0	0	56	0	0	0	56
Equipment Rental/Leasing	28	0	0	28	0	28	0
Event Sponsorships	62,500	50,000	38,050	62,500	50,000	12,500	38,050
NLTMC Contributions	113,750	120,000	114,392	113,750	120,000	(6,250)	114,392
Non-NLTMC Marketing	20,234	17,083	4,196	20,234	17,083	3,151	4,196
In-Market/Tourism	16,466	13,383	1,898	16,466	13,383	3,083	1,898
Media/Collateral/Production	19,328	18,750	9,026	19,328	18,750	578	9,026
Signage	0	6,156	0	0	6,156	(6,156)	0
Business Assn Grant Funding	0	3,333	0	0	3,333	(3,333)	0
Chamber Activities	19,365	24,584	0	19,365	24,584	(5,219)	0
Chamber Activities - Leaders...	0	4,167	0	0	4,167	(4,167)	0
Chamber Marketing	18,567	0	0	18,567	0	18,567	0
Allocated Administrative Over...	36,155	0	72,218	36,155	0	36,155	72,218
Total Operating Expe...	363,577	315,342	263,845	363,577	315,342	48,236	263,845
Net Operating Income	(271,699)	(236,297)	(196,247)	(271,699)	(236,297)	(35,402)	(196,247)
Other Expense/<Inco...							
Net Income	(271,699)	(236,297)	(196,247)	(271,699)	(236,297)	(35,402)	(196,247)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	22,518	22,518	19,056	22,518	22,518	0	19,056
Total Revenues	22,518	22,518	19,056	22,518	22,518	0	19,056
Gross Profit	22,518	22,518	19,056	22,518	22,518	0	19,056
Operating Expenses							
Salaries & Wage Expense	5,014	14,646	3,035	5,014	14,646	(9,632)	3,035
Rent & Utilities	499	230	435	499	230	269	435
Telephone & Internet	0	37	0	0	37	(37)	0
Supplies & Mail	0	155	0	0	155	(155)	0
Taxes, Licenses, Fees	0	27	0	0	27	(27)	0
Dues & Subscriptions	0	18	0	0	18	(18)	0
Staff Expenses	0	155	0	0	155	(155)	0
Event Sponsorships	0	30,000	1,000	0	30,000	(30,000)	1,000
Business Assn Grant Funding	(33,329)	0	0	(33,329)	0	(33,329)	0
Grant Funding - Sponsorship	146,246	21,311	0	146,246	21,311	124,935	0
Grant Funding - First Annual	41,262	13,272	0	41,262	13,272	27,990	0
Grant Funding - Second Annu...	0	18,333	0	0	18,333	(18,333)	0
Chamber Marketing	0	7,083	0	0	7,083	(7,083)	0
Allocated Administrative Over...	17,634	0	1,914	17,634	0	17,634	1,914
Total Operating Expe...	177,327	105,269	6,383	177,327	105,269	72,058	6,383
Net Operating Income	(154,808)	(82,751)	12,673	(154,808)	(82,751)	(72,058)	12,673
Other Expense/<Inco...							
Net Income	(154,808)	(82,751)	12,673	(154,808)	(82,751)	(72,058)	12,673

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	11,107	11,107	9,399	11,107	11,107	0	9,399
Retail Revenue	29,450	13,333	21,408	29,450	13,333	16,117	21,408
Total Revenues	40,557	24,440	30,807	40,557	24,440	16,117	30,807
Cost of Goods Sold	15,138	6,667	10,857	15,138	6,667	8,471	10,857
Freight & Shipping Costs	0	0	207	0	0	0	207
Total Cost of Goods S...	15,138	6,667	11,064	15,138	6,667	8,471	11,064
Gross Profit	25,419	17,774	19,743	25,419	17,774	7,645	19,743
Operating Expenses							
Salaries & Wage Expense	21,482	31,019	18,416	21,482	31,019	(9,537)	18,416
Rent & Utilities	7,687	10,638	7,109	7,687	10,638	(2,951)	7,109
Repairs & Maintenance	0	2,557	0	0	2,557	(2,557)	0
Telephone & Internet	50	150	0	50	150	(100)	0
Supplies & Mail	1,546	519	783	1,546	519	1,027	783
Taxes, Licenses, Fees	4	27	0	4	27	(23)	0
Credit Card Fees	0	0	529	0	0	0	529
Dues & Subscriptions	0	18	0	0	18	(18)	0
Associate Relations	272	0	0	272	0	272	0
Staff Expenses	1,953	144	0	1,953	144	1,809	0
Board Functions	1,562	0	0	1,562	0	1,562	0
Depreciation	5,584	4,167	0	5,584	4,167	1,418	0
Allocated Administrative Over...	4,433	0	11,652	4,433	0	4,433	11,652
Total Operating Expe...	44,574	49,239	38,488	44,574	49,239	(4,665)	38,488
Net Operating Income	(19,155)	(31,465)	(18,745)	(19,155)	(31,465)	12,310	(18,745)
Other Expense/<Inco...							
Net Income	(19,155)	(31,465)	(18,745)	(19,155)	(31,465)	12,310	(18,745)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	8,368	8,368	7,082	8,368	8,368	0	7,082
Total Revenues	8,368	8,368	7,082	8,368	8,368	0	7,082
COGS - Events	0	2,500	0	0	2,500	(2,500)	0
Total Cost of Goods S...	0	2,500	0	0	2,500	(2,500)	0
Gross Profit	8,368	5,868	7,082	8,368	5,868	2,500	7,082
Operating Expenses							
Salaries & Wage Expense	12,825	20,468	8,934	12,825	20,468	(7,643)	8,934
Rent & Utilities	579	1,161	508	579	1,161	(582)	508
Repairs & Maintenance	0	62	0	0	62	(62)	0
Telephone & Internet	0	162	0	0	162	(162)	0
Supplies & Mail	17	246	0	17	246	(229)	0
Taxes, Licenses, Fees	42	27	0	42	27	15	0
Dues & Subscriptions	0	18	398	0	18	(18)	398
Staff Expenses	308	182	0	308	182	126	0
Business Assn Grant Funding	(8,332)	30,083	0	(8,332)	30,083	(38,416)	0
Allocated Administrative Over...	601	0	4,139	601	0	601	4,139
Total Operating Expe...	6,040	52,410	13,979	6,040	52,410	(46,370)	13,979
Net Operating Income	2,329	(46,542)	(6,898)	2,329	(46,542)	48,870	(6,898)
Other Expense/<Inco...							
Net Income	2,329	(46,542)	(6,898)	2,329	(46,542)	48,870	(6,898)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	11,563	11,563	9,786	11,563	11,563	0	9,786
Total Revenues	11,563	11,563	9,786	11,563	11,563	0	9,786
Gross Profit	11,563	11,563	9,786	11,563	11,563	0	9,786
Operating Expenses							
Salaries & Wage Expense	6,437	37,193	3,960	6,437	37,193	(30,756)	3,960
Rent & Utilities	717	537	625	717	537	180	625
Telephone & Internet	0	87	0	0	87	(87)	0
Supplies & Mail	0	205	0	0	205	(205)	0
Taxes, Licenses, Fees	0	27	0	0	27	(27)	0
Dues & Subscriptions	0	18	0	0	18	(18)	0
Staff Expenses	0	109	0	0	109	(109)	0
Grant Funding - Sponsorship	179,130	0	0	179,130	0	179,130	0
Grant Funding - Flex	96,469	0	0	96,469	0	96,469	0
Grant Funding - First Annual	90,733	0	0	90,733	0	90,733	0
Allocated Administrative Over...	41,242	0	2,050	41,242	0	41,242	2,050
Total Operating Expe...	414,728	38,177	6,634	414,728	38,177	376,551	6,634
Net Operating Income	(403,164)	(26,613)	3,151	(403,164)	(26,613)	(376,551)	3,151
Other Expense/<Inco...							
Net Income	(403,164)	(26,613)	3,151	(403,164)	(26,613)	(376,551)	3,151

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	5,021	5,021	4,249	5,021	5,021	0	4,249
Total Revenues	5,021	5,021	4,249	5,021	5,021	0	4,249
 Gross Profit	 5,021	 5,021	 4,249	 5,021	 5,021	 0	 4,249
Operating Expenses							
Salaries & Wage Expense	6,438	8,118	3,960	6,438	8,118	(1,679)	3,960
Rent & Utilities	572	384	501	572	384	189	501
Telephone & Internet	0	62	0	0	62	(62)	0
Supplies & Mail	0	141	0	0	141	(141)	0
Taxes, Licenses, Fees	0	27	0	0	27	(27)	0
Dues & Subscriptions	0	18	0	0	18	(18)	0
Staff Expenses	0	109	0	0	109	(109)	0
Event Sponsorships	0	5,000	0	0	5,000	(5,000)	0
Allocated Administrative Over...	774	0	2,005	774	0	774	2,005
Total Operating Expe...	7,784	13,860	6,466	7,784	13,860	(6,075)	6,466
Net Operating Income	(2,764)	(8,839)	(2,217)	(2,764)	(8,839)	6,075	(2,217)
 Other Expense/<Inco...							
Net Income	(2,764)	(8,839)	(2,217)	(2,764)	(8,839)	6,075	(2,217)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	7,607	7,607	6,438	7,607	7,607	0	6,438
Revenue - Interest & Investm...	9,276	4,167	0	9,276	4,167	5,109	0
Total Revenues	16,883	11,774	6,438	16,883	11,774	5,109	6,438
 Gross Profit	 16,883	 11,774	 6,438	 16,883	 11,774	 5,109	 6,438
Operating Expenses							
Allocated Administrative Over...	53,666	0	4,946	53,666	0	53,666	4,946
Total Operating Expe...	53,666	0	4,946	53,666	0	53,666	4,946
Net Operating Income	(36,782)	11,774	1,492	(36,782)	11,774	(48,556)	1,492
 Other Expense/<Inco...							
Net Income	(36,782)	11,774	1,492	(36,782)	11,774	(48,556)	1,492

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,043	3,043	2,575	3,043	3,043	0	2,575
Total Revenues	3,043	3,043	2,575	3,043	3,043	0	2,575
 Gross Profit	 3,043	 3,043	 2,575	 3,043	 3,043	 0	 2,575
Operating Expenses							
Taxes, Licenses, Fees	3,265	10,927	2,348	3,265	10,927	(7,661)	2,348
Total Operating Expe...	3,265	10,927	2,348	3,265	10,927	(7,661)	2,348
Net Operating Income	(222)	(7,884)	228	(222)	(7,884)	7,661	228
 Other Expense/<Inco...							
Net Income	(222)	(7,884)	228	(222)	(7,884)	7,661	228

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,043	3,043	2,575	3,043	3,043	0	2,575
Total Revenues	3,043	3,043	2,575	3,043	3,043	0	2,575
Gross Profit	3,043	3,043	2,575	3,043	3,043	0	2,575
Operating Expenses							
Net Operating Income	3,043	3,043	2,575	3,043	3,043	0	2,575
Other Expense/<Inco...							
Net Income	3,043	3,043	2,575	3,043	3,043	0	2,575

PL - Budget vs Actual

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

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	0	12,500	(12,500)	0
Total Revenues	0	12,500	0	0	12,500	(12,500)	0
Gross Profit	0	12,500	0	0	12,500	(12,500)	0
Operating Expenses							
Salaries & Wage Expense	(495)	0	0	(495)	0	(495)	0
Dues & Subscriptions	652	0	0	652	0	652	0
Total Operating Expe...	157	0	0	157	0	157	0
Net Operating Income	(157)	12,500	0	(157)	12,500	(12,657)	0
Other Expense/<Inco...							
Net Income	(157)	12,500	0	(157)	12,500	(12,657)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Special Events Revenue	15,482	0	0	15,482	0	15,482	0
Chamber Revenue - Member...	3,160	2,083	0	3,160	2,083	1,077	0
Total Revenues	18,642	2,083	0	18,642	2,083	16,558	0
COGS - Events	34,839	0	0	45,093	0	45,093	0
Total Cost of Goods S...	34,839	0	0	45,093	0	45,093	0
Gross Profit	(16,197)	2,083	0	(26,452)	2,083	(28,535)	0
Operating Expenses							
Rent & Utilities	686	0	0	686	0	686	0
Supplies & Mail	1,040	0	0	1,040	0	1,040	0
Taxes, Licenses, Fees	3	0	0	3	0	3	0
Dues & Subscriptions	225	0	0	225	0	225	0
Staff Expenses	243	0	0	243	0	243	0
Chamber Activities	0	5,000	0	0	5,000	(5,000)	0
Total Operating Expe...	2,196	5,000	0	2,196	5,000	(2,804)	0
Net Operating Income	(18,393)	(2,917)	0	(28,648)	(2,917)	(25,731)	0
Other Expense/<Inco...							
Net Income	(18,393)	(2,917)	0	(28,648)	(2,917)	(25,731)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
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	Jul 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	93,715	75,863	38,096	93,715	75,863	17,852	38,096
Rent & Utilities	5,524	3,582	3,857	5,524	3,582	1,941	3,857
Repairs & Maintenance	1,639	5,515	298	1,639	5,515	(3,876)	298
Telephone & Internet	2,948	785	1,797	2,948	785	2,163	1,797
Supplies & Mail	2,933	1,182	2,250	2,933	1,182	1,751	2,250
Taxes, Licenses, Fees	6,752	428	507	6,752	428	6,324	507
Dues & Subscriptions	9,092	1,671	3,159	9,092	1,671	7,422	3,159
Insurance/Bonding	7,707	1,368	0	7,707	1,368	6,339	0
Associate Relations	515	0	0	515	0	515	0
Staff Expenses	1,258	5,297	5,262	1,258	5,297	(4,039)	5,262
Board Functions	908	2,185	2,565	908	2,185	(1,277)	2,565
Professional Fees	11,087	12,500	28,393	11,087	12,500	(1,413)	28,393
Equipment Support & Mainten...	10,188	0	3,829	10,188	0	10,188	3,829
Depreciation	239	0	0	239	0	239	0
Business Assn Grant Funding	0	2,917	0	0	2,917	(2,917)	0
Allocated Administrative Over...	(154,504)	0	(98,923)	(154,504)	0	(154,504)	(98,923)
Total Operating Expe...	0	113,291	(8,910)	0	113,291	(113,292)	(8,910)
Net Operating Income	0	(113,291)	8,910	0	(113,291)	113,292	8,910
Other Expense/<Inco...							
Net Income	0	(113,291)	8,910	0	(113,291)	113,292	8,910

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of July 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF JULY 31, 2025	AS OF JULY 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	94,676.03	245,053.00	-150,376.97	-61.37 %
Total for Bank Accounts	\$94,676.03	\$245,053.00	-\$150,376.97	-61.37 %
Accounts Receivable				
1200-00 Accounts Receivable		111,579.00	-111,579.00	-100.0 %
Total for Accounts Receivable	0	\$111,579.00	-\$111,579.00	-100.0 %
Other Current Assets				
1200-99 Accounts Receivable - Other	13,695.10		13,695.10	
1350-00 Security Deposits	100.00	100.00		0.0 %
Total for Other Current Assets	\$13,795.10	\$100.00	\$13,695.10	13695.1 %
Total for Current Assets	\$108,471.13	\$356,732.00	-\$248,260.87	-69.59 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	3,049.04	49,385.06	-46,336.02	-93.83 %
Total for Other Assets	\$3,049.04	\$49,385.06	-\$46,336.02	-93.83 %
Total for Assets	\$111,520.17	\$406,117.06	-\$294,596.89	-72.54 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	164,854.01	288,389.23	-123,535.22	-42.84 %
Total for Accounts Payable	\$164,854.01	\$288,389.23	-\$123,535.22	-42.84 %
Credit Cards				
Other Current Liabilities				
Total for Current Liabilities	\$164,854.01	\$288,389.23	-\$123,535.22	-42.84 %
Long-term Liabilities				
Total for Liabilities	\$164,854.01	\$288,389.23	-\$123,535.22	-42.84 %
Equity				
32000 Unrestricted Net Assets	67,249.97	93,869.11	-26,619.14	-28.36 %
Net Income	-120,583.81	23,858.72	-144,442.53	-605.41 %
Total for Equity	-\$53,333.84	\$117,727.83	-\$171,061.67	-145.3 %
Total for Liabilities and Equity	\$111,520.17	\$406,117.06	-\$294,596.89	-72.54 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of July 31, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
62ABOVE, LLC	113,378.00					113,378.00
Augustine Agency		10,352.60				10,352.60
Fallon Multimedia	4,000.00					4,000.00
Generate Capital		2,000.00				2,000.00
High Sierra Visitors Council, Inc		2,500.00				2,500.00
MAHK Advertising			1,878.89			1,878.89
Michael Steffen						
Travel North Tahoe Nevada	30,744.52					30,744.52
TOTAL	148,122.52	14,852.60	1,878.89	0	0	\$164,854.01

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

July 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 - JUL 31 2025	JUL 1 - JUL 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
4000-00 LTIVCBVB Funding	45,833.00	45,833.00		0.0 %
4001-00 NLTRA Funding	113,750.00	113,750.00		0.0 %
Total for Income	\$159,583.00	\$159,583.00	0	0.0 %
Cost of Goods Sold				
Gross Profit	\$159,583.00	\$159,583.00	0	0.0 %
Expenses				
5000-00 CONSUMER MARKETING	0	0	0	
5007-00 Creative Production	0	0	0	
5007-01 Creative Production	5,886.38	19,275.75	-13,389.37	-69.46 %
5007-03 Photo/Video Creative	101,823.24	1,736.42	100,086.82	5763.98 %
5007-02 Website Production		4,158.75	-4,158.75	-100.0 %
Total for 5007-00 Creative Production	\$107,709.62	\$25,170.92	\$82,538.70	327.91 %
5010-00 Account Strategy & Management	7,000.00	7,000.00		0.0 %
5018-00 Media Commission	140.67	1,182.28	-1,041.61	-88.1 %
5018-03 Strategic Marketing Plan	10,000.00		10,000.00	
5021-01 Stewardship Campaign	21,915.44		21,915.44	
5005-00 Paid Social		1,513.95	-1,513.95	-100.0 %
5005-01 Digital Display / Retargeting		1,975.03	-1,975.03	-100.0 %
5018-01 Digital Ad Serving		13.84	-13.84	-100.0 %
5020-00 Search Engine Marketing		12.12	-12.12	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$146,765.73	\$36,868.14	\$109,897.59	298.08 %
5110-00 LEISURE SALES	0	0	0	
5107-00 Creative Production	480.00		480.00	
5112-00 Training / Sales Calls	2,861.68	4,000.00	-1,138.32	-28.46 %
5113-00 Additional Opportunities	1,030.00		1,030.00	
5120-00 Domestic - Trade Shows	3,199.74		3,199.74	
5131-00 FAMS -Intl - Travel Trade	3,405.84	2,266.18	1,139.66	50.29 %
5133-00 Ski-Tops	2,663.36		2,663.36	
5143-00 Mountain Travel Symposium	365.81		365.81	
5147-00 AUS / Gate 7	9,913.25		9,913.25	
5154-00 Canada	7,800.00	7,800.00		0.0 %
5157-00 International Efforts	7,181.10	995.00	6,186.10	621.72 %
5137-00 Co-op Opportunities		5,000.00	-5,000.00	-100.0 %
Total for 5110-00 LEISURE SALES	\$38,900.78	\$20,061.18	\$18,839.60	93.91 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

July 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 - JUL 31 2025	JUL 1 - JUL 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5200-00 PUBLIC RELATIONS	0	0	0	
5202-00 PR Program/ Content Dev - Blogs	9,756.00	1,905.00	7,851.00	412.13 %
5204-00 Media Mission(s)	5,000.00		5,000.00	
5206-00 Digital Buy/ Social Media Boost	700.00	700.00		0.0 %
5207-00 Content Campaigns/Tools-My Emma	900.00		900.00	
5211-00 Social Media Strategy & Mgmt	5,000.00	6,000.00	-1,000.00	-16.67 %
5222-00 Media Tracking / Membership	250.00	883.02	-633.02	-71.69 %
5200-01 Strategy, Reporting, Mgmt, Etc.		6,000.00	-6,000.00	-100.0 %
5209-00 Domestic Travel Media FAMS		2,281.94	-2,281.94	-100.0 %
5210-00 Content Dev - Newsletters		1,700.00	-1,700.00	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$21,606.00	\$19,469.96	\$2,136.04	10.97 %
6000-00 CONFERENCE SALES	0	0	0	
6004-00 Email	480.00		480.00	
6014-00 MCC Group Incentive Program	2,000.00		2,000.00	
6018-00 MCC Media Commission	54.06	94.48	-40.42	-42.78 %
6153-00 Chicago Sales Rep Support	1,963.36	2,288.06	-324.70	-14.19 %
6005-00 Paid Media		483.90	-483.90	-100.0 %
6015-00 MCC National Memberships		1,214.00	-1,214.00	-100.0 %
6018-01 MCC Digital Ad Serving		12.15	-12.15	-100.0 %
6128-00 HelmsBriscoe Strategic Partner		7,350.00	-7,350.00	-100.0 %
6152-00 Client Events / Opportunities		4,465.30	-4,465.30	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$4,497.42	\$15,907.89	-\$11,410.47	-71.73 %
6100-00 TRADE SHOWS	0	0	0	
6111-00 Site Inspections	635.15		635.15	
6143-00 Connect Marketplace	4,766.33		4,766.33	
6160-00 AllThingsMeetings Silcon Valley	200.00		200.00	
6182-00 Destination Celebration	901.98		901.98	
6151-00 Destination CA		9,000.00	-9,000.00	-100.0 %
Total for 6100-00 TRADE SHOWS	\$6,503.46	\$9,000.00	-\$2,496.54	-27.74 %
7000-00 COMMITTED & ADMIN EXPENSES	0	0	0	
5009-00 Fulfillment / Mail	559.97	524.99	34.98	6.66 %
5021-00 RASC-Reno Air Service Corp	1,317.50	8,333.34	-7,015.84	-84.19 %
5123-00 HSVC - High Sierra Visitors	2,500.00	2,500.00		0.0 %
7002-00 CRM Subscription	522.92		522.92	
7004-00 Research	2,420.83	3,973.98	-1,553.15	-39.08 %
5124-00 Reno Tahoe Territory Membership				
7010-00 Photo Management & Storage				
8700-00 Automobile Expense*		100.80	-100.80	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$7,321.22	\$15,433.11	-\$8,111.89	-52.56 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

July 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	JUL 1 - JUL 31 2025	JUL 1 - JUL 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
8000-00 WEBSITE CONTENT & MAINTENANCE	\$37,500.00	0	\$37,500.00	
8002-00 Content Manager Contractor	8,000.00	8,250.00	-250.00	-3.03 %
8003-00 Website Hosting Maintenance	822.20	534.00	288.20	53.97 %
8004-00 Website Strategy & Maintenance	7,250.00	7,500.00	-250.00	-3.33 %
8005-00 Website SEO Strategy/Maint	1,000.00	2,700.00	-1,700.00	-62.96 %
Total for 8000-00 WEBSITE CONTENT & MAINTENANCE	\$54,572.20	\$18,984.00	\$35,588.20	187.46 %
Total for Expenses	\$280,166.81	\$135,724.28	\$144,442.53	106.42 %
Net Operating Income	-\$120,583.81	\$23,858.72	-\$144,442.53	-605.41 %
Other Income				
Other Expenses				
Net Other Income	0	0	0	
Net Income	-\$120,583.81	\$23,858.72	-\$144,442.53	-605.41 %

	Jul 2025			Total		
			% of			% of
	Actual	Budget	over Budget	Actual	Budget	over Budget
Income			Budget			Budget
4000-00 LTIVCBVB Funding	45,833.00		45,833.00	45,833.00	0.00	45,833.00
4001-00 NLTRA Funding	113,750.00		113,750.00	113,750.00	0.00	113,750.00
Total Income	\$ 159,583.00	\$ 0.00	\$ 159,583.00	\$ 159,583.00	\$ 0.00	\$ 159,583.00
Gross Profit	\$ 159,583.00	\$ 0.00	\$ 159,583.00	\$ 159,583.00	\$ 0.00	\$ 159,583.00
Expenses						
5000-00 CONSUMER MARKETING		0.00	0.00	0.00	0.00	0.00
5007-00 Creative Production		0.00	0.00	0.00	0.00	0.00
5007-01 Creative Production	5,886.38		5,886.38	25,886.38	0.00	25,886.38
5007-03 Photo/Video Creative	101,823.24	0.00	101,823.24	116,823.24	0.00	116,823.24
Total 5007-00 Creative Production	\$ 107,709.62	\$ 0.00	\$ 107,709.62	\$ 142,709.62	\$ 0.00	\$ 142,709.62
5010-00 Account Strategy & Management	7,000.00		7,000.00	14,000.00	0.00	14,000.00
5018-00 Media Commission	140.67		140.67	140.67	0.00	140.67
5018-03 Strategic Marketing Plan	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00
5021-01 Stewardship Campaign	21,915.44		21,915.44	21,915.44	0.00	21,915.44
Total 5000-00 CONSUMER MARKETING	\$ 146,765.73	\$ 0.00	\$ 146,765.73	\$ 188,765.73	\$ 0.00	\$ 188,765.73
5110-00 LEISURE SALES		0.00	0.00	0.00	0.00	0.00
5107-00 Creative Production	480.00		480.00	480.00	0.00	480.00
5112-00 Training / Sales Calls	2,861.68		2,861.68	2,861.68	0.00	2,861.68
5113-00 Additional Opportunities	1,030.00		1,030.00	1,030.00	0.00	1,030.00
5120-00 Domestic - Trade Shows	3,199.74	0.00	3,199.74	3,199.74	0.00	3,199.74
5131-00 FAMS -Intl - Travel Trade	3,405.84		3,405.84	3,405.84	0.00	3,405.84
5133-00 Ski-Tops	2,663.36		2,663.36	2,663.36	0.00	2,663.36
5143-00 Mountain Travel Symposium	365.81		365.81	365.81	0.00	365.81
5147-00 AUS / Gate 7	9,913.25		9,913.25	9,913.25	0.00	9,913.25
5154-00 Canada	7,800.00		7,800.00	7,800.00	0.00	7,800.00
5157-00 International Efforts	7,181.10		7,181.10	7,181.10	0.00	7,181.10
Total 5110-00 LEISURE SALES	\$ 38,900.78	\$ 0.00	\$ 38,900.78	\$ 38,900.78	\$ 0.00	\$ 38,900.78
5200-00 PUBLIC RELATIONS		0.00	0.00	0.00	0.00	0.00
5200-01 Strategy, Reporting, Mgmt, Etc.			0.00	7,000.00	0.00	7,000.00
5202-00 PR Program/ Content Dev - Blogs	9,756.00		9,756.00	10,756.00	0.00	10,756.00
5204-00 Media Mission(s)	5,000.00		5,000.00	5,000.00	0.00	5,000.00
5206-00 Digital Buy/ Social Media Boost	700.00		700.00	1,400.00	0.00	1,400.00
5207-00 Content Campaigns/Tools-My Emma	900.00	0.00	900.00	900.00	0.00	900.00
5211-00 Social Media Strategy & Mgmt	5,000.00		5,000.00	10,000.00	0.00	10,000.00
5222-00 Media Tracking / Membership	250.00		250.00	500.00	0.00	500.00
Total 5200-00 PUBLIC RELATIONS	\$ 21,606.00	\$ 0.00	\$ 21,606.00	\$ 35,556.00	\$ 0.00	\$ 35,556.00
6000-00 CONFERENCE SALES		0.00	0.00	0.00	0.00	0.00
6004-00 Email	480.00		480.00	480.00	0.00	480.00
6014-00 MCC Group Incentive Program	2,000.00		2,000.00	2,000.00	0.00	2,000.00
6018-00 MCC Media Commission	54.06		54.06	54.06	0.00	54.06
6153-00 Chicago Sales Rep Support	1,963.36		1,963.36	1,963.36	0.00	1,963.36
Total 6000-00 CONFERENCE SALES	\$ 4,497.42	\$ 0.00	\$ 4,497.42	\$ 4,497.42	\$ 0.00	\$ 4,497.42
6100-00 TRADE SHOWS		0.00	0.00	0.00	0.00	0.00
6111-00 Site Inspections	635.15		635.15	635.15	0.00	635.15
6143-00 Connect Marketplace	4,766.33		4,766.33	4,766.33	0.00	4,766.33

6151-00 Destination CA		0.00	0.00	5,000.00	0.00	5,000.00
6160-00 AllThingsMeetings Silcon Valley	200.00	0.00	200.00	200.00	0.00	200.00
6182-00 Destination Celebration	901.98		901.98	901.98	0.00	901.98
Total 6100-00 TRADE SHOWS	\$ 6,503.46	\$ 0.00	\$ 6,503.46	\$ 11,503.46	\$ 0.00	\$ 11,503.46
7000-00 COMMITTED & ADMIN EXPENSES		0.00	0.00	0.00	0.00	0.00
5009-00 Fulfillment / Mail	559.97		559.97	559.97	0.00	559.97
5021-00 RASC-Reno Air Service Corp	1,317.50	0.00	1,317.50	1,317.50	0.00	1,317.50
5123-00 HSVC - High Sierra Visitors	2,500.00	0.00	2,500.00	2,500.00	0.00	2,500.00
7002-00 CRM Subscription	522.92		522.92	522.92	0.00	522.92
7004-00 Research	2,420.83		2,420.83	2,420.83	0.00	2,420.83
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 7,321.22	\$ 0.00	\$ 7,321.22	\$ 7,321.22	\$ 0.00	\$ 7,321.22
8000-00 WEBSITE CONTENT & MAINTENANCE	37,500.00	0.00	37,500.00	37,500.00	0.00	37,500.00
8002-00 Content Manager Contractor	8,000.00		8,000.00	12,000.00	0.00	12,000.00
8003-00 Website Hosting Maintenance	822.20		822.20	1,000.20	0.00	1,000.20
8004-00 Website Strategy & Maintenance	7,250.00		7,250.00	14,500.00	0.00	14,500.00
8005-00 Website SEO Strategy/Maint	1,000.00		1,000.00	2,000.00	0.00	2,000.00
MAINTENANCE	\$ 54,572.20	\$ 0.00	\$ 54,572.20	\$ 67,000.20	\$ 0.00	\$ 67,000.20
Total Expenses	\$ 280,166.81	\$ 0.00	\$ 280,166.81	\$ 353,544.81	\$ 0.00	\$ 353,544.81
Net Operating Income	-\$120,583.81	\$ 0.00	-\$120,583.81	-\$193,961.81	\$ 0.00	-\$193,961.81
Net Income	-\$120,583.81	\$ 0.00	-\$120,583.81	-\$193,961.81	\$ 0.00	-\$193,961.81