



Finance Committee
Date: Wednesday September 24th, 2025
Time: 10:00am
Location: 100 N Lake Blvd. Tahoe City 96145

Each teleconference location is open to the public and any member of the public has an opportunity to address the Finance Committee from a teleconference location in the same manner as if that person attended the meeting location at 100 N Lake Blvd., Tahoe City, CA 96145

Committee Members:

Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina
| David Brown, CPA (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=WUlxalM4ekZOQzl3WXlUM24xK29YQT09>

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 August 27th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials:

a) Review Staff Report on Financial Performance
b) NTCA 8/31/25 Financials Review (Motion) |

- | | | |
|------------|-----|--|
| 10:35 a.m. | 6. | Approval of CEO Expense Report (Motion) |
| 10:40 a.m. | 7. | Staff supports the Finance Committee recommending to the Board Mike DeGroff as an additional member of the finance committee (Motion) |
| 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 |



9/24/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for August 31, 2025

Summary of preliminary NTCA financial results for August 31, 2025

- Accounts Receivable TBID –Total FY 24/25 TBID collections were \$7m which is 4% over prior year and 10% over budget
- 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 August along with the July catchup of incentive accrual
- Rent & utilities – Includes rent for the new Kings Beach location.
- Supplies & Mail – Email Campaign fees
- Taxes, Licenses, Fees – Includes a true up of county collection 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 – August payments include funding to Tahoe Nutcracker, Tahoe Music Alive
- 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 – Includes adjustment for bank reconciliation item
- Grant Funding Flex – August funding includes Tart Connect service expansion for Ritz Carlton
- Grant Funding 1st Annual - August includes funding for Tahoe Housing Hub
- Chamber Activities & Marketing – Includes payments to our marketing consultant

Summary of preliminary NLTMC financial results for August 31, 2025

- The new DMO rebrand has resulted in a large portion of FY25-26 expenses to be budgeted in the first four months

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

August 31, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Two Months Ending Sunday, August 31, 2025

1 of 1
9/19/2025
3:32 PM

	YTD		
	Aug 2025	Aug 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	(30,415)	274,611	305,026
Cash - TBID Funding	1,135,590	426,656	(708,934)
Cash - Payroll	0	293,916	293,916
Cash - Money Market	3,051,659	5,124,989	2,073,330
Cash - Plumas 1939	101,807	101,553	(254)
Cash - Plumas 1929	50,620	50,539	(81)
Cash - Chamber	0	799	799
Cash in Drawer	4,382	362	(4,020)
Petty Cash	436	436	0
Accounts Receivable	8,982	10,000	1,018
Accounts Receivable - TBID	813,715	508,364	(305,352)
Accounts Receivable - Chamber	3,700	4,400	700
Allowance for Doubtful Accounts	(1,336)	(1,336)	0
Inventory Asset	89,437	77,465	(11,972)
Prepaid Expenses	14,888	25,346	10,458
Prepaid Postage	100	100	0
Total Current Assets	5,243,564	6,898,199	1,654,635
Fixed Assets			
Furniture & Fixtures	62,384	57,759	(4,625)
Accumulated Depreciation - Furnitures & Fixtures	(43,182)	(37,060)	6,122
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(18,638)	(8,938)	9,700
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	142,772	142,772	0
Accumulated Depreciation - Leasehold Improvements	(94,300)	(24,284)	70,016
Operating Lease Right-of-Use Asset	279,263	440,787	161,524
Total Fixed Assets	376,916	619,653	242,737
Total Assets	\$5,620,480	\$7,517,852	\$1,897,372
Liabilities			
Current Liabilities			
Accounts Payable	205,712	92,858	112,854
Incentives Payable	33,132	1	33,131
401k Payable	(388)	4,390	(4,777)
Deferred Revenue - Membership Dues	21,690	1,847	19,843
Operating Lease Liability	173,780	162,378	11,402
<i>Suspense (may include rounding)</i>	<i>(287)</i>	<i>(238)</i>	<i>(49)</i>
Total Current Liabilities	433,639	261,236	(172,403)
Sales & Use Tax Payable	4,465	0	4,465
Total Tax Payable	4,465	0	(4,465)
Long-Term Liabilities			
Operating Lease Liability	122,547	297,398	(174,851)
Total Long Term Liabilities	122,547	297,398	174,851
Total Liabilities	556,186	558,634	(2,017)
Unrestricted deficit	784	(5,453)	6,237
Unrestricted Net Assets	14,865	14,865	0
TBID Reserve	6,012,250	8,183,321	(2,171,071)
Net Income	(968,070)	(1,233,515)	265,445
Total Equity	5,059,829	6,959,218	1,899,389
Liabilities & Shareholder Equity	\$5,620,480	\$7,517,852	\$1,897,372

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

User-Defined 1:
Posting Date: First - 8/31/2025
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 8/31/2025

Exclude:
Sorted By: Vendor ID
Due Date

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

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

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):	8	Aged Totals:	\$3,545.30	\$1,650.00	\$1,895.30	\$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:	\$100.00	\$100.00	\$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:	\$171.50	\$171.50	\$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):	1	Aged Totals:	\$540.00	\$0.00	\$540.00	\$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:	\$31,056.90	\$31,056.90	\$0.00	\$0.00	\$0.00
Vendor ID:	AYSO	Name:	American Youth Soccer Organization Regio	Class ID:		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:	BARB KALLESTAD	Name:	Barb Kallestad	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$71.80	\$71.80	\$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):	2	Aged Totals:	\$647.03	\$647.03	\$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:	CRYSTAL RANGE A	Name:	Crystal Range Associates	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$406.57	\$406.57	\$0.00	\$0.00	\$0.00
Vendor ID:	DANYA RUMORE	Name:	Danya Rumore	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,221.00	\$1,221.00	\$0.00	\$0.00	\$0.00
Vendor ID:	DBR HOSPITALITY	Name:	DBR Hospitality LLC dba Tahoe National B	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$128.15	\$128.15	\$0.00	\$0.00	\$0.00
Vendor ID:	FOLKMANIS PUPPE	Name:	Folkmanis Puppets	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,322.66	\$2,322.66	\$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:	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

System: 9/18/2025 4:16:14 PM		HISTORICAL AGED TRIAL BALANCE				Page: 2
User Date: 9/18/2025		North Lake Tahoe Resort Association				User ID: derek
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):	7	Aged Totals:	\$3,892.72	\$3,892.72	\$0.00	\$0.00
						\$0.00
Vendor ID:	HEALTH ADVOCATE	Name:	Health Advocate Solutions Inc.		Class ID:	PRIMARY
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$376.20	\$376.20	\$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:	\$5,000.00	\$5,000.00	\$0.00	\$0.00
						\$0.00
Vendor ID:	IDEADTEAM	Name:	Ideateam		Class ID:	
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$1,500.00	\$1,500.00	\$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):	2	Aged Totals:	\$3,400.00	\$900.00	\$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	\$0.00	\$975.45	\$0.00
						\$0.00
Vendor ID:	ISOLVED	Name:	iSolved Benefit Services		Class ID:	PRIMARY
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$70.00	\$70.00	\$0.00	\$0.00
						\$0.00
Vendor ID:	JELLY BREAD	Name:	Jelly Bread		Class ID:	
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$1,800.00	\$1,800.00	\$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):	2	Aged Totals:	\$231.50	\$231.50	\$0.00	\$0.00
						\$0.00
Vendor ID:	LT DANCE COLLEC	Name:	Lake Tahoe Dance Collective*		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:	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:	\$161.00	\$161.00	\$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):	2	Aged Totals:	\$10,620.00	\$0.00	\$10,620.00	\$0.00
						\$0.00
Vendor ID:	RETAIL STRATEGI	Name:	Retail Strategies		Class ID:	
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$15,000.00	\$15,000.00	\$0.00	\$0.00
						\$0.00
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):	2	Aged Totals:	\$13,878.75	\$13,878.75	\$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	\$0.00	\$100.00	\$0.00
						\$0.00
Vendor ID:	SPW	Name:	Shadow Pine Woodworks		Class ID:	
				User-Defined 1:		
			Due	Current Period	31 - 60 Days	61 - 90 Days
						91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$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:	SWIFT COMMUNICA	Name:	SWIFT COMMUNICATIONS, CA		Class ID:	
				User-Defined 1:		

HISTORICAL AGED TRIAL BALANCE
North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$439.17	\$0.00	\$439.17	\$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	\$0.00	\$28.95	
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 HOUSING H	Name:	Tahoe Housing Hub		Class ID:	User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$92,568.49	\$92,568.49	\$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:	\$140.00	\$140.00	\$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: 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:	\$66.48	\$0.00	\$0.00	\$0.00	\$66.48	
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): 1	Aged Totals:	\$335.26	\$335.26	\$0.00	\$0.00	\$0.00	
Vendor ID: UBEO	Name:	UBEO formerly RAY MORGAN		Class ID:	User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$673.94	\$673.94	\$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): 1	Aged Totals:	\$1,704.50	\$1,704.50	\$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:	44	\$205,711.63	\$182,153.97	\$14,569.92	\$0.00	\$8,987.74	

	Jul 2025			Fiscal 2025/26 YTD		
	Actual	Budget	Prior Year	Actual	Budget	Variance
Revenues						
Revenues	152,149	152,149	128,759	152,149	152,149	0
Special Events Revenue	15,482	0	0	15,482	0	15,482
Chamber Revenue - Member Dues	3,160	2,083	0	3,160	2,083	1,077
Retail Revenue	29,450	13,333	21,408	29,450	13,333	16,117
Revenue - Other	0	12,500	0	0	12,500	(12,500)
Revenue - Interest & Investments	9,276	4,167	0	9,276	4,167	5,109
Total Revenues	209,517	184,232	150,167	209,517	184,232	25,284
Cost of Goods Sold	15,138	6,667	10,857	15,138	6,667	8,471
Freight & Shipping Costs	0	0	207	0	0	0
COGS - Events	22,839	3,333	0	33,093	3,333	29,760
Total Cost of Goods Sold	37,977	10,000	11,064	48,231	10,000	38,231
Gross Profit	171,540	174,232	139,103	161,286	174,232	(12,947)
Operating Expenses						
Salaries & Wage Expense	190,927	240,016	97,926	190,927	240,016	(49,089) -20% new hire, bobus accrual
Rent & Utilities	19,066	19,839	15,481	19,066	19,839	(774) -4%
Repairs & Maintenance	1,639	8,328	298	1,639	8,328	(6,689) -80%
Telephone & Internet	3,098	1,796	1,797	3,098	1,796	1,302 72% included starlink subscription which will end in Sept
Supplies & Mail	7,395	3,112	3,033	7,395	3,112	4,283 138% Campaign mailings
Taxes, Licenses, Fees	10,118	11,559	2,854	10,118	11,559	(1,441) -12%
Credit Card Fees	0	0	529	0	0	0 0%
Dues & Subscriptions	10,533	1,898	3,567	10,533	1,898	8,634 455% reallocate budget import
Insurance/Bonding	7,707	1,368	0	7,707	1,368	6,339 463% United GRPW PREM
Associate Relations	787	0	0	787	0	787 0%
Staff Expenses	4,974	6,288	5,291	4,974	6,288	(1,313) -21%
Board Functions	2,510	2,185	2,565	2,510	2,185	325 15%
Professional Fees	16,130	12,500	28,393	16,130	12,500	3,630 29% included Daily Visitor research
Equipment Support & Maintenance	10,188	0	3,885	10,188	0	10,188 0% reallocate budget import
Equipment Rental/Leasing	28	0	0	28	0	28 0%
Depreciation	5,823	4,167	0	5,823	4,167	1,656 40% variance will continue, \$70k for the year vs \$50k budget
Event Sponsorships	62,500	85,000	39,050	62,500	85,000	(22,500) -26%
NLTMC Contributions	113,750	120,000	114,392	113,750	120,000	(6,250) -5%
Non-NLTMC Marketing	20,234	17,083	4,196	20,234	17,083	3,151 18%
In-Market/Tourism	16,466	13,383	1,898	16,466	13,383	3,083 23% photography spend in July
Media/Collateral/Production	19,328	18,750	9,026	19,328	18,750	578 3%
Signage	0	6,156	0	0	6,156	(6,156) -100%
Business Assn Grant Funding	(41,661)	36,333	0	(41,661)	36,333	(77,994) -215% partial repayment of canceled NTBA contract
Grant Funding - Sponsorship	325,376	21,311	0	325,376	21,311	304,065 1427% Currently Z1 portion of budget is loaded, still need to split TBID portion
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	118,723 895% Currently Z1 portion of budget is loaded, still need to split TBID portion
Grant Funding - Second Annual	0	18,333	0	0	18,333	(18,333) -100%
Chamber Activities	19,365	29,584	0	19,365	29,584	(10,219) -35%
Chamber Activities - Leadership Program	0	4,167	0	0	4,167	(4,167) -100%
Chamber Marketing	18,567	7,083	0	18,567	7,083	11,483 162% Collab w/ TCDA, Kings Beach District
Total Operating Expenses	1,073,312	703,511	334,181	1,073,312	703,511	369,800
Net Operating Income	(901,772)	(529,279)	(195,078)	(912,026)	(529,279)	(382,747)
Other Expense/<Income>						
Net Income	(901,772)	(529,279)	(195,078)	(912,026)	(529,279)	(382,747)

PL - Budget vs Actual

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

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	609,583	609,583	127,535	761,732	761,732	0	256,294
Special Events Revenue	18,713	0	0	34,195	0	34,195	0
Chamber Revenue - Member...	0	(28)	3,792	3,160	2,055	1,105	3,792
Retail Revenue	21,544	(29)	19,554	50,994	13,304	37,690	40,961
Revenue - Other	0	(37)	0	0	12,463	(12,463)	0
Revenue - Interest & Investm...	7,094	(46)	67	16,370	4,121	12,250	67
Total Revenues	656,935	609,443	150,948	866,451	793,675	72,776	301,114
Cost of Goods Sold	11,074	516,667	9,413	26,212	523,333	(497,121)	20,270
Freight & Shipping Costs	0	0	370	0	0	0	577
COGS - Events	19,244	0	0	52,337	0	52,337	0
Total Cost of Goods S...	30,318	516,667	9,783	78,549	523,333	(444,784)	20,847
Gross Profit	626,617	92,776	141,165	787,902	270,342	517,560	280,268
Operating Expenses							
Salaries & Wage Expense	222,581	240,016	159,063	441,895	480,032	(38,137)	256,990
Rent & Utilities	24,273	21,239	15,889	43,338	41,079	2,260	31,369
Repairs & Maintenance	1,057	8,328	2,719	2,696	16,657	(13,961)	3,018
Telephone & Internet	2,601	1,796	1,784	5,699	3,591	2,108	3,581
Supplies & Mail	1,337	3,112	4,924	8,731	6,224	2,507	7,957
Taxes, Licenses, Fees	23,366	11,559	3,027	33,484	23,119	10,365	5,882
Credit Card Fees	2	0	572	2	0	2	1,101
Dues & Subscriptions	18,432	1,898	2,406	28,965	3,797	25,168	5,973
Insurance/Bonding	6,693	1,368	612	14,399	2,736	11,663	612
Associate Relations	1,347	0	0	2,134	0	2,134	0
Staff Expenses	6,115	4,102	1,739	8,580	8,204	375	4,465
Board Functions	720	2,185	1,036	3,230	4,371	(1,141)	3,600
Professional Fees	9,966	12,500	3,724	26,096	25,000	1,096	32,117
Equipment Support & Mainten...	8,179	0	4,413	18,368	0	18,368	8,299
Equipment Rental/Leasing	0	0	0	28	0	28	0
Depreciation	7,440	4,167	239	13,263	8,333	4,930	239
Event Sponsorships	12,500	83,500	0	75,000	168,500	(93,500)	39,050
NLTMC Contributions	113,750	120,000	81,085	227,500	240,000	(12,500)	195,477
Non-NLTMC Marketing	45,633	17,083	11,000	65,867	34,167	31,700	15,196
In-Market/Tourism	8,115	13,383	639	24,581	26,767	(2,185)	2,538
Media/Collateral/Production	14,114	18,750	8,219	33,442	37,500	(4,058)	17,245
Signage	0	6,156	0	0	12,312	(12,312)	0
Business Assn Grant Funding	0	36,333	45,000	(41,661)	72,667	(114,328)	45,000
Housing Hub In-kind	0	0	190	0	0	0	190
Grant Funding - Sponsorship	(6,983)	21,311	0	318,393	42,622	275,771	0
Grant Funding - Flex	9,676	0	0	106,145	0	106,145	0
Grant Funding - First Annual	92,568	13,272	0	224,563	26,544	198,019	0
Grant Funding - Second Annu...	0	18,333	0	0	36,667	(36,667)	0
Chamber Activities	19,030	36,250	0	38,396	72,500	(34,105)	0
Chamber Activities - Leaders...	0	4,167	0	0	8,333	(8,333)	0
Chamber Marketing	14,270	7,083	450	32,837	14,167	18,670	450
Chamber Activities - Commun...	0	0	(6,750)	0	0	0	(6,750)
Total Operating Expe...	656,781	707,894	341,981	1,755,972	1,415,889	340,083	673,596
Net Operating Income	(30,164)	(615,118)	(200,816)	(968,070)	(1,145,547)	177,477	(393,329)
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	2,125	0	0	0	2,125
Total Other Expense/...	0	0	2,125	0	0	0	2,125
Net Income	(30,164)	(615,118)	(202,941)	(968,070)	(1,145,547)	177,477	(395,453)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	320,031	320,031	66,956	399,910	399,910	0	134,554
Total Revenues	320,031	320,031	66,956	399,910	399,910	0	134,554
COGS - Events	12,000	0	0	0	0	0	0
Total Cost of Goods S...	12,000	0	0	0	0	0	0
Gross Profit	308,031	320,031	66,956	399,910	399,910	0	134,554
Operating Expenses							
Salaries & Wage Expense	54,873	52,709	36,030	106,935	105,419	1,517	57,556
Rent & Utilities	4,936	3,308	2,564	7,738	6,617	1,121	5,010
Repairs & Maintenance	0	195	0	0	390	(390)	0
Telephone & Internet	250	512	0	350	1,024	(674)	0
Supplies & Mail	1,006	665	258	2,866	1,329	1,537	258
Taxes, Licenses, Fees	0	68	0	52	137	(85)	0
Dues & Subscriptions	5,183	137	150	5,746	273	5,473	160
Associate Relations	1,347	0	0	1,347	0	1,347	0
Staff Expenses	2,790	291	(30)	3,964	583	3,381	(1)
Board Functions	0	0	0	39	0	39	0
Professional Fees	0	0	0	5,043	0	5,043	0
Equipment Support & Mainten...	0	0	28	0	0	0	84
Equipment Rental/Leasing	0	0	0	28	0	28	0
Event Sponsorships	7,500	46,000	0	70,000	96,000	(26,000)	38,050
NLTMC Contributions	113,750	120,000	81,085	227,500	240,000	(12,500)	195,477
Non-NLTMC Marketing	45,633	17,083	11,000	65,867	34,167	31,700	15,196
In-Market/Tourism	8,115	13,383	639	24,581	26,767	(2,185)	2,538
Media/Collateral/Production	14,114	18,750	8,219	33,442	37,500	(4,058)	17,245
Signage	0	6,156	0	0	12,312	(12,312)	0
Business Assn Grant Funding	0	3,333	0	0	6,667	(6,667)	0
Housing Hub In-kind	0	0	190	0	0	0	190
Chamber Activities	19,030	26,250	0	38,396	52,500	(14,105)	0
Chamber Activities - Leaders...	0	4,167	0	0	8,333	(8,333)	0
Chamber Marketing	14,270	0	450	32,837	0	32,837	450
Allocated Administrative Over...	54,367	0	55,469	90,522	0	90,522	127,687
Total Operating Expe...	347,163	313,008	196,054	717,253	630,016	87,236	459,899
Net Operating Income	(39,132)	7,024	(129,098)	(317,343)	(230,107)	(87,236)	(325,345)
Other Expense/<Inco...							
Net Income	(39,132)	7,024	(129,098)	(317,343)	(230,107)	(87,236)	(325,345)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	90,218	90,218	18,875	112,737	112,737	0	37,931
Total Revenues	90,218	90,218	18,875	112,737	112,737	0	37,931
 Gross Profit	 90,218	 90,218	 18,875	 112,737	 112,737	 0	 37,931
Operating Expenses							
Salaries & Wage Expense	6,081	14,646	5,064	12,470	29,293	(16,822)	8,098
Rent & Utilities	493	230	456	992	460	532	891
Telephone & Internet	0	37	0	0	75	(75)	0
Supplies & Mail	0	155	0	0	310	(310)	0
Taxes, Licenses, Fees	0	27	0	0	55	(55)	0
Dues & Subscriptions	0	18	0	0	37	(37)	0
Staff Expenses	0	155	0	0	310	(310)	0
Event Sponsorships	0	22,500	0	0	52,500	(52,500)	1,000
Business Assn Grant Funding	0	0	36,000	(33,329)	0	(33,329)	36,000
Grant Funding - Sponsorship	(3,492)	21,311	0	142,755	42,622	100,133	0
Grant Funding - First Annual	0	13,272	0	41,262	26,544	14,718	0
Grant Funding - Second Annu...	0	18,333	0	0	36,667	(36,667)	0
Chamber Marketing	0	7,083	0	0	14,167	(14,167)	0
Allocated Administrative Over...	572	0	16,382	18,206	0	18,206	18,296
Total Operating Expe...	3,655	97,769	57,902	182,357	203,037	(20,681)	64,285
Net Operating Income	86,564	(7,550)	(39,028)	(69,620)	(90,301)	20,681	(26,355)
 Other Expense/<Inco...							
Net Income	86,564	(7,550)	(39,028)	(69,620)	(90,301)	20,681	(26,355)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	44,500	44,500	9,310	55,607	55,607	0	18,709
Retail Revenue	21,544	(29)	19,554	50,994	13,304	37,690	40,961
Total Revenues	66,044	44,471	28,864	106,601	68,911	37,690	59,671
Cost of Goods Sold	11,074	516,667	9,413	26,212	523,333	(497,121)	20,270
Freight & Shipping Costs	0	0	370	0	0	0	577
Total Cost of Goods S...	11,074	516,667	9,783	26,212	523,333	(497,121)	20,847
Gross Profit	54,970	(472,196)	19,081	80,389	(454,422)	534,811	38,824
Operating Expenses							
Salaries & Wage Expense	30,854	31,019	20,871	54,287	62,039	(7,752)	39,287
Rent & Utilities	11,293	10,638	7,160	18,980	21,275	(2,295)	14,268
Repairs & Maintenance	0	2,557	0	0	5,114	(5,114)	0
Telephone & Internet	0	150	0	50	300	(250)	0
Supplies & Mail	458	519	890	2,004	1,038	966	1,672
Taxes, Licenses, Fees	1,020	27	0	1,024	55	970	0
Credit Card Fees	0	0	572	0	0	0	1,101
Dues & Subscriptions	0	18	0	0	37	(37)	0
Associate Relations	0	0	0	272	0	272	0
Staff Expenses	0	144	0	390	288	102	0
Board Functions	0	0	0	1,562	0	1,562	0
Depreciation	6,963	4,167	0	12,547	8,333	4,214	0
Allocated Administrative Over...	9,393	0	11,411	13,826	0	13,826	23,062
Total Operating Expe...	59,980	49,239	40,903	104,943	98,478	6,465	79,391
Net Operating Income	(5,010)	(521,435)	(21,822)	(24,554)	(552,900)	528,346	(40,566)
Other Expense/<Inco...							
Net Income	(5,010)	(521,435)	(21,822)	(24,554)	(552,900)	528,346	(40,566)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	33,527	33,527	7,014	41,895	41,895	0	14,096
Total Revenues	33,527	33,527	7,014	41,895	41,895	0	14,096
 Gross Profit	 33,527	 33,527	 7,014	 41,895	 41,895	 0	 14,096
 Operating Expenses							
Salaries & Wage Expense	17,730	20,468	13,663	34,074	40,936	(6,862)	22,597
Rent & Utilities	576	1,161	532	1,155	2,322	(1,167)	1,040
Repairs & Maintenance	0	62	0	0	124	(124)	0
Telephone & Internet	0	162	0	0	325	(325)	0
Supplies & Mail	14	246	0	31	492	(461)	0
Taxes, Licenses, Fees	0	27	0	42	55	(13)	0
Dues & Subscriptions	1,733	18	398	1,733	37	1,697	796
Staff Expenses	173	182	0	481	364	117	0
Business Assn Grant Funding	0	30,083	9,000	(8,332)	60,167	(68,499)	9,000
Chamber Activities	0	5,000	0	0	10,000	(10,000)	0
Chamber Activities - Commun...	0	0	(6,750)	0	0	0	(6,750)
Allocated Administrative Over...	3,756	0	6,646	4,356	0	4,356	10,785
Total Operating Expe...	23,982	57,410	23,489	33,540	114,820	(81,280)	37,468
Net Operating Income	9,545	(23,883)	(16,475)	8,355	(72,925)	81,280	(23,372)
 Other Expense/<Inco...							
Net Income	9,545	(23,883)	(16,475)	8,355	(72,925)	81,280	(23,372)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	46,329	46,329	9,693	57,892	57,892	0	19,479
Total Revenues	46,329	46,329	9,693	57,892	57,892	0	19,479
Gross Profit	46,329	46,329	9,693	57,892	57,892	0	19,479
Operating Expenses							
Salaries & Wage Expense	7,886	37,193	5,136	15,981	74,386	(58,405)	9,095
Rent & Utilities	711	1,937	656	1,428	2,474	(1,046)	1,281
Telephone & Internet	0	87	0	0	175	(175)	0
Supplies & Mail	0	205	0	0	410	(410)	0
Taxes, Licenses, Fees	0	27	0	0	55	(55)	0
Dues & Subscriptions	0	18	0	0	37	(37)	0
Staff Expenses	0	109	0	0	219	(219)	0
Grant Funding - Sponsorship	(3,492)	0	0	175,639	0	175,639	0
Grant Funding - Flex	9,676	0	0	106,145	0	106,145	0
Grant Funding - First Annual	92,568	0	0	183,301	0	183,301	0
Allocated Administrative Over...	19,933	0	2,285	61,175	0	61,175	4,335
Total Operating Expe...	127,283	39,577	8,077	543,668	77,753	465,915	14,712
Net Operating Income	(80,954)	6,752	1,616	(485,776)	(19,861)	(465,915)	4,767
Other Expense/<Inco...							
Net Income	(80,954)	6,752	1,616	(485,776)	(19,861)	(465,915)	4,767

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	20,116	20,116	4,209	25,137	25,137	0	8,458
Total Revenues	20,116	20,116	4,209	25,137	25,137	0	8,458
Gross Profit	20,116	20,116	4,209	25,137	25,137	0	8,458
Operating Expenses							
Salaries & Wage Expense	7,886	8,118	5,136	15,982	16,235	(253)	9,096
Rent & Utilities	569	384	526	1,141	767	374	1,027
Telephone & Internet	0	62	0	0	125	(125)	0
Supplies & Mail	0	141	0	0	282	(282)	0
Taxes, Licenses, Fees	0	27	0	0	55	(55)	0
Dues & Subscriptions	0	18	0	0	37	(37)	0
Staff Expenses	0	109	0	0	219	(219)	0
Event Sponsorships	0	15,000	0	0	20,000	(20,000)	0
Allocated Administrative Over...	1,570	0	2,234	2,344	0	2,344	4,239
Total Operating Expe...	10,025	23,860	7,896	19,467	37,719	(18,252)	14,362
Net Operating Income	10,092	(3,743)	(3,687)	5,670	(12,582)	18,252	(5,904)
Other Expense/<Inco...							
Net Income	10,092	(3,743)	(3,687)	5,670	(12,582)	18,252	(5,904)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	30,479	30,479	6,377	38,086	38,086	0	12,815
Revenue - Interest & Investm...	7,094	(46)	0	16,370	4,121	12,250	0
Total Revenues	37,573	30,433	6,377	54,456	42,207	12,250	12,815
Gross Profit	37,573	30,433	6,377	54,456	42,207	12,250	12,815
Operating Expenses							
Allocated Administrative Over...	32,840	0	4,970	86,506	0	86,506	9,916
Total Operating Expe...	32,840	0	4,970	86,506	0	86,506	9,916
Net Operating Income	4,733	30,433	1,407	(32,049)	42,207	(74,256)	2,899
Other Expense/<Inco...							
Net Income	4,733	30,433	1,407	(32,049)	42,207	(74,256)	2,899

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	12,191	12,191	2,551	15,234	15,234	0	5,126
Total Revenues	12,191	12,191	2,551	15,234	15,234	0	5,126
 Gross Profit	 12,191	 12,191	 2,551	 15,234	 15,234	 0	 5,126
Operating Expenses							
Taxes, Licenses, Fees	17,882	10,927	2,166	21,147	21,853	(706)	4,513
Total Operating Expe...	17,882	10,927	2,166	21,147	21,853	(706)	4,513
Net Operating Income	(5,691)	1,265	385	(5,913)	(6,619)	706	613
 Other Expense/<Inco...							
Net Income	(5,691)	1,265	385	(5,913)	(6,619)	706	613

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	12,191	12,191	2,551	15,234	15,234	0	5,126
Total Revenues	12,191	12,191	2,551	15,234	15,234	0	5,126
Gross Profit	12,191	12,191	2,551	15,234	15,234	0	5,126
Operating Expenses							
Net Operating Income	12,191	12,191	2,551	15,234	15,234	0	5,126
Other Expense/<Inco...							
Net Income	12,191	12,191	2,551	15,234	15,234	0	5,126

PL - Budget vs Actual

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

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9/19/2025
3:52 PM

	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	(37)	0	0	12,463	(12,463)	0
Total Revenues	0	(37)	0	0	12,463	(12,463)	0
 Gross Profit	 0	 (37)	 0	 0	 12,463	 (12,463)	 0
Operating Expenses							
Salaries & Wage Expense	31,117	0	0	31,014	0	31,014	0
Dues & Subscriptions	1,305	0	0	1,957	0	1,957	0
Total Operating Expe...	32,422	0	0	32,971	0	32,971	0
Net Operating Income	(32,422)	(37)	0	(32,971)	12,463	(45,434)	0
 Other Expense/<Inco...							
Net Income	(32,422)	(37)	0	(32,971)	12,463	(45,434)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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9/19/2025
3:52 PM

	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Special Events Revenue	18,713	0	0	34,195	0	34,195	0
Chamber Revenue - Member...	0	(28)	3,792	3,160	2,055	1,105	3,792
Total Revenues	18,713	(28)	3,792	37,355	2,055	35,300	3,792
COGS - Events	7,244	0	0	52,337	0	52,337	0
Total Cost of Goods S...	7,244	0	0	52,337	0	52,337	0
Gross Profit	11,469	(28)	3,792	(14,982)	2,055	(17,038)	3,792
Operating Expenses							
Rent & Utilities	284	0	0	970	0	970	0
Supplies & Mail	835	0	0	1,875	0	1,875	0
Taxes, Licenses, Fees	0	0	0	3	0	3	0
Dues & Subscriptions	0	0	0	225	0	225	0
Staff Expenses	431	0	0	674	0	674	0
Chamber Activities	0	5,000	0	0	10,000	(10,000)	0
Total Operating Expe...	1,550	5,000	0	3,747	10,000	(6,253)	0
Net Operating Income	9,919	(5,028)	3,792	(18,729)	(7,945)	(10,784)	3,792
Other Expense/<Inco...							
Net Income	9,919	(5,028)	3,792	(18,729)	(7,945)	(10,784)	3,792

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

13 of 13
9/19/2025
3:52 PM

	Aug 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	67	0	0	0	67
Total Revenues	0	0	67	0	0	0	67
 Gross Profit	 0	 0	 67	 0	 0	 0	 67
Operating Expenses							
Salaries & Wage Expense	66,154	75,863	73,165	171,152	151,725	19,427	111,260
Rent & Utilities	5,412	3,582	3,994	10,936	7,165	3,771	7,851
Repairs & Maintenance	1,057	5,515	2,719	2,696	11,030	(8,334)	3,018
Telephone & Internet	2,351	785	1,784	5,299	1,569	3,730	3,581
Supplies & Mail	(976)	1,182	3,776	1,956	2,364	(407)	6,026
Taxes, Licenses, Fees	4,464	428	862	11,216	856	10,360	1,368
Credit Card Fees	2	0	0	2	0	2	0
Dues & Subscriptions	10,211	1,671	1,858	19,303	3,341	15,962	5,017
Insurance/Bonding	6,693	1,368	612	14,399	2,736	11,663	612
Associate Relations	0	0	0	515	0	515	0
Staff Expenses	2,722	3,112	1,768	3,071	6,223	(3,152)	4,466
Board Functions	720	2,185	1,036	1,628	4,371	(2,742)	3,600
Professional Fees	9,966	12,500	3,724	21,053	25,000	(3,947)	32,117
Equipment Support & Mainten...	8,179	0	4,386	18,368	0	18,368	8,215
Depreciation	477	0	239	716	0	716	239
Event Sponsorships	5,000	0	0	5,000	0	5,000	0
Business Assn Grant Funding	0	2,917	0	0	5,833	(5,833)	0
Allocated Administrative Over...	(122,431)	0	(99,397)	(276,935)	0	(276,935)	(198,320)
Total Operating Expe...	0	111,106	525	10,374	222,212	(211,838)	(10,949)
Net Operating Income	0	(111,106)	(459)	(10,374)	(222,212)	211,838	11,016
 Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	2,125	0	0	0	2,125
Total Other Expense/...	0	0	2,125	0	0	0	2,125
Net Income	0	(111,106)	(2,583)	(10,374)	(222,212)	211,838	8,891

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF AUGUST 31, 2025	AS OF AUGUST 31, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	20,563.05	184,635.14	-164,072.09	-88.86 %
Total for Bank Accounts	\$20,563.05	\$184,635.14	-\$164,072.09	-88.86 %
Accounts Receivable				
1200-00 Accounts Receivable		157,412.00	-157,412.00	-100.0 %
Total for Accounts Receivable	0	\$157,412.00	-\$157,412.00	-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	\$34,358.15	\$342,147.14	-\$307,788.99	-89.96 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	5,469.72	36,894.48	-31,424.76	-85.17 %
Total for Other Assets	\$5,469.72	\$36,894.48	-\$31,424.76	-85.17 %
Total for Assets	\$39,827.87	\$379,041.62	-\$339,213.75	-89.49 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	222,387.83	188,431.08	33,956.75	18.02 %
Total for Accounts Payable	\$222,387.83	\$188,431.08	\$33,956.75	18.02 %
Credit Cards				
Other Current Liabilities				
Total for Current Liabilities	\$222,387.83	\$188,431.08	\$33,956.75	18.02 %
Long-term Liabilities				
Total for Liabilities	\$222,387.83	\$188,431.08	\$33,956.75	18.02 %
Equity				
32000 Unrestricted Net Assets	67,249.97	93,869.11	-26,619.14	-28.36 %
Net Income	-249,809.93	96,741.43	-346,551.36	-358.22 %
Total for Equity	-\$182,559.96	\$190,610.54	-\$373,170.50	-195.78 %
Total for Liabilities and Equity	\$39,827.87	\$379,041.62	-\$339,213.75	-89.49 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of August 31, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
62ABOVE, LLC	136,418.00	61,178.58				197,596.58
Augustine Agency		4,881.25				4,881.25
Michael Steffen						
Northstar Travel Media		5,000.00				5,000.00
Sterling Valley Systems, Inc. dba Inntopia	14,910.00					14,910.00
TOTAL	151,328.00	71,059.83	0	0	0	\$222,387.83

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

August 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AUG 1 - AUG 31 2025	AUG 1 - AUG 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	
5001-00 Broadcast / Radio - High Notes	171,882.79		171,882.79	
5007-00 Creative Production	0	0	0	
5007-01 Creative Production	24,881.25		24,881.25	
5007-03 Photo/Video Creative	16,823.24	1,736.42	15,086.82	868.85 %
Total for 5007-00 Creative Production	\$41,704.49	\$1,736.42	\$39,968.07	2301.75 %
5010-00 Account Strategy & Management	7,000.00		7,000.00	
5018-00 Media Commission	25,713.79	524.22	25,189.57	4805.15 %
5005-00 Paid Social		2,297.45	-2,297.45	-100.0 %
5005-01 Digital Display / Retargeting		2,057.00	-2,057.00	-100.0 %
5018-01 Digital Ad Serving		14.13	-14.13	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$246,301.07	\$6,629.22	\$239,671.85	3615.39 %
5200-00 PUBLIC RELATIONS	0	0	0	
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	6,000.00	1,000.00	16.67 %
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,495.00	-495.00	-33.11 %
5206-00 Digital Buy/ Social Media Boost	700.00	700.00		0.0 %
5211-00 Social Media Strategy & Mgmt	5,000.00	6,000.00	-1,000.00	-16.67 %
5222-00 Media Tracking / Membership	250.00		250.00	
5204-00 Media Mission(s)		1,647.10	-1,647.10	-100.0 %
5209-00 Domestic Travel Media FAMS		2,311.48	-2,311.48	-100.0 %
5210-00 Content Dev - Newsletters		3,400.00	-3,400.00	-100.0 %
5216-00 PR Content Development + Distri		1,200.00	-1,200.00	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$13,950.00	\$22,753.58	-\$8,803.58	-38.69 %
6000-00 CONFERENCE SALES	0	0	0	
6014-00 MCC Group Incentive Program	2,000.00		2,000.00	
6005-00 Paid Media		459.10	-459.10	-100.0 %
6018-00 MCC Media Commission		55.59	-55.59	-100.0 %
6018-01 MCC Digital Ad Serving		4.14	-4.14	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$2,000.00	\$518.83	\$1,481.17	285.48 %

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

August 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AUG 1 - AUG 31 2025	AUG 1 - AUG 31 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
6100-00 TRADE SHOWS	0	0	0	
6151-00 Destination CA	5,000.00		5,000.00	
Total for 6100-00 TRADE SHOWS	\$5,000.00	0	\$5,000.00	
7000-00 COMMITTED & ADMIN EXPENSES	0	0	0	
7002-00 CRM Subscription	463.97		463.97	
7004-00 Research	-4,243.92	12,980.83	-17,224.75	-132.69 %
7007-00 Destimetrics / DMX	14,910.00	9,660.00	5,250.00	54.35 %
5021-00 RASC-Reno Air Service Corp		8,333.33	-8,333.33	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$11,130.05	\$30,974.16	-\$19,844.11	-64.07 %
8000-00 WEBSITE CONTENT & MAINTENANCE	0	0	0	
8002-00 Content Manager Contractor	4,000.00	4,000.00		0.0 %
8003-00 Website Hosting Maintenance	178.00		178.00	
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	\$12,428.00	\$14,200.00	-\$1,772.00	-12.48 %
5110-00 LEISURE SALES	0	0	0	
5137-00 Co-op Opportunities		2,000.00	-2,000.00	-100.0 %
5147-00 AUS / Gate 7		9,624.50	-9,624.50	-100.0 %
Total for 5110-00 LEISURE SALES	0	\$11,624.50	-\$11,624.50	-100.0 %
Total for Expenses	\$290,809.12	\$86,700.29	\$204,108.83	235.42 %
Net Operating Income	-\$131,226.12	\$72,882.71	-\$204,108.83	-280.05 %
Other Income				
Other Expenses				
Net Other Income	0	0	0	
Net Income	-\$131,226.12	\$72,882.71	-\$204,108.83	-280.05 %

	Aug 2025				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	100.00%	91,666.00	91,666.00	0.00	100.00%
4001-00 NLTRA Funding	113,750.00	107,874.00	5,876.00	105.45%	227,500.00	320,203.25	-92,703.25	71.05%
Total Income	\$ 159,583.00	\$ 153,707.00	\$ 5,876.00	103.82%	\$ 319,166.00	\$ 411,869.25	-\$ 92,703.25	77.49%
Gross Profit	\$ 159,583.00	\$ 153,707.00	\$ 5,876.00	103.82%	\$ 319,166.00	\$ 411,869.25	-\$ 92,703.25	77.49%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes	171,882.79	52,002.00	119,880.79	330.53%	171,882.79	52,002.00	119,880.79	330.53%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production	24,881.25	20,000.00	4,881.25	124.41%	30,767.63	20,000.00	10,767.63	153.84%
5007-03 Photo/Video Creative	16,823.24	100,000.00	-83,176.76	16.82%	118,646.48	100,000.00	18,646.48	118.65%
Total 5007-00 Creative Production	\$ 41,704.49	\$ 120,000.00	-\$ 78,295.51	34.75%	\$ 149,414.11	\$ 120,000.00	\$ 29,414.11	124.51%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	14,000.00	14,000.00	0.00	100.00%
5018-00 Media Commission	25,713.79	10,752.00	14,961.79	239.15%	25,854.46	13,902.00	11,952.46	185.98%
5018-03 Strategic Marketing Plan		0.00	0.00		10,000.00	10,000.00	0.00	100.00%
5021-01 Stewardship Campaign		8,925.00	-8,925.00	0.00%	21,915.44	26,775.00	-4,859.56	81.85%
Total 5000-00 CONSUMER MARKETING	\$ 246,301.07	\$ 198,679.00	\$ 47,622.07	123.97%	\$ 393,066.80	\$ 236,679.00	\$ 156,387.80	166.08%
5110-00 LEISURE SALES								
5107-00 Creative Production			0.00		480.00	0.00	480.00	
5111-00 FAMs - Domestic		4,000.00	-4,000.00	0.00%	0.00	4,000.00	-4,000.00	0.00%
5112-00 Training / Sales Calls		0.00	0.00		2,861.68	0.00	2,861.68	
5113-00 Additional Opportunities			0.00		1,030.00	0.00	1,030.00	
5120-00 Domestic - Trade Shows			0.00		3,199.74	0.00	3,199.74	
5131-00 FAMS -Intl - Travel Trade		0.00	0.00		3,405.84	0.00	3,405.84	
5133-00 Ski-Tops		0.00	0.00		2,663.36	0.00	2,663.36	
5143-00 Mountain Travel Symposium		0.00	0.00		365.81	0.00	365.81	
5147-00 AUS / Gate 7		0.00	0.00		9,913.25	9,913.00	0.25	100.00%
5154-00 Canada		0.00	0.00		7,800.00	7,800.00	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		0.00	0.00		7,181.10	0.00	7,181.10	
Total 5110-00 LEISURE SALES	\$ 0.00	\$ 4,000.00	-\$ 4,000.00	0.00%	\$ 38,900.78	\$ 25,313.00	\$ 13,587.78	153.68%
5200-00 PUBLIC RELATIONS						0.00	0.00	
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	7,000.00	0.00	100.00%	7,000.00	14,000.00	-7,000.00	50.00%
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,000.00	0.00	100.00%	10,756.00	2,000.00	8,756.00	537.80%
5204-00 Media Mission(s)		0.00	0.00		5,000.00	0.00	5,000.00	
5206-00 Digital Buy/ Social Media Boost	700.00	700.00	0.00	100.00%	1,400.00	1,400.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma			0.00		900.00	0.00	900.00	
5209-00 Domestic Travel Media FAMS		0.00	0.00		0.00	6,400.00	-6,400.00	0.00%
5211-00 Social Media Strategy & Mgmt	5,000.00	5,000.00	0.00	100.00%	10,000.00	10,000.00	0.00	100.00%
5222-00 Media Tracking / Membership	250.00	250.00	0.00	100.00%	500.00	500.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 13,950.00	\$ 13,950.00	\$ 0.00	100.00%	\$ 35,556.00	\$ 34,300.00	\$ 1,256.00	103.66%
6000-00 CONFERENCE SALES								
6004-00 Email			0.00		480.00	0.00	480.00	
6006-00 CVENT		0.00	0.00		0.00	12,980.00	-12,980.00	0.00%
6014-00 MCC Group Incentive Program	2,000.00	2,000.00	0.00	100.00%	2,000.00	2,000.00	0.00	100.00%
6015-00 MCC National Memberships		0.00	0.00		0.00	500.00	-500.00	0.00%
6018-00 MCC Media Commission		0.00	0.00		54.06	0.00	54.06	
6153-00 Chicago Sales Rep Support		0.00	0.00		1,963.36	0.00	1,963.36	

Total 6000-00 CONFERENCE SALES	\$	2,000.00	\$	2,000.00	\$	0.00	100.00%	\$	4,497.42	\$	15,480.00	-\$	10,982.58	29.05%
6100-00 TRADE SHOWS														
6111-00 Site Inspections				0.00		0.00		635.15		500.00		135.15		127.03%
6143-00 Connect Marketplace						0.00		4,766.33		0.00		4,766.33		
6151-00 Destination CA		5,000.00		0.00		5,000.00		5,000.00		0.00		5,000.00		
6160-00 AllThingsMeetings Silcon Valley						0.00		200.00		0.00		200.00		
6182-00 Destination Celebration				0.00		0.00		901.98		0.00		901.98		
Total 6100-00 TRADE SHOWS	\$	5,000.00	\$	0.00	\$	5,000.00		\$	11,503.46	\$	500.00	\$	11,003.46	2300.69%
7000-00 COMMITTED & ADMIN EXPENSES														
5009-00 Fulfillment / Mail				150.00		-150.00	0.00%	559.97		300.00		259.97		186.66%
5021-00 RASC-Reno Air Service Corp						0.00		1,317.50		0.00		1,317.50		
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%
7002-00 CRM Subscription		463.97		0.00		463.97		986.89		2,500.00		-1,513.11		39.48%
7004-00 Research		-4,243.92		0.00		-4,243.92		-1,823.09		0.00		-1,823.09		
7007-00 Destimetrics / DMX		14,910.00		0.00		14,910.00		14,910.00		8,441.00		6,469.00		176.64%
8600-00 Staff Industry Travel				7,500.00		-7,500.00	0.00%	0.00		7,500.00		-7,500.00		0.00%
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$	11,130.05	\$	7,650.00	\$	3,480.05	145.49%	\$	18,451.27	\$	22,241.00	-\$	3,789.73	82.96%
8000-00 WEBSITE CONTENT & MAINTENANCE		-37,500.00				-37,500.00		0.00		0.00		0.00		
8001-00 Social Media Contractor		37,500.00		0.00		37,500.00		37,500.00		37,500.00		0.00		100.00%
8002-00 Content Manager Contractor		4,000.00		4,000.00		0.00	100.00%	12,000.00		8,000.00		4,000.00		150.00%
8003-00 Website Hosting Maintenance		178.00		178.00		0.00	100.00%	1,000.20		356.00		644.20		280.96%
8004-00 Website Strategy & Maintenance		7,250.00		7,250.00		0.00	100.00%	14,500.00		14,500.00		0.00		100.00%
8005-00 Website SEO Strategy/Maint		1,000.00		1,000.00		0.00	100.00%	2,000.00		2,000.00		0.00		100.00%
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$	12,428.00	\$	12,428.00	\$	0.00	100.00%	\$	67,000.20	\$	62,356.00	\$	4,644.20	107.45%
Total Expenses	\$	290,809.12	\$	238,707.00	\$	52,102.12	121.83%	\$	568,975.93	\$	396,869.00	\$	172,106.93	143.37%
Net Operating Income	-\$	131,226.12	-\$	85,000.00	-\$	46,226.12	154.38%	-\$	249,809.93	\$	15,000.25	-\$	264,810.18	-1665.37%
Net Income	-\$	131,226.12	-\$	85,000.00	-\$	46,226.12	154.38%	-\$	249,809.93	\$	15,000.25	-\$	264,810.18	-1665.37%