



Finance Committee

Date: Wednesday October 29th, 2025

Time: 10:00am

Location: 100 N Lake Blvd. Tahoe City 96145

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

Teleconference address: 27269 E Nova Circle Aurora, CO 80016

Committee Members:

Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina
| David Brown, CPA (inactive) | Andy Buckley, Homewood Resort
Placer County Representative: **Stephanie Holloway**

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Join Zoom

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as authorized by AB 361

Meeting ID: 865 2947 7924

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*If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.*

AGENDA

- | | | |
|------------|----|--|
| 10:00 a.m. | 1. | Call to Order – Establish Quorum |
| 10:05 a.m. | 2. | Public Forum-Any person wishing to address the Finance Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be to three minutes since no action may be taken by the Committee on items addressed under Public Forum. |
| 10:10 a.m. | 3. | Agenda Amendments and Approval |
| 10:15 a.m. | 4. | Approval of Finance Committee Meeting Minutes from September 24th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials: |

- a) Review Staff Report on Financial Performance
- b) NTCA 9/30/25 Financials Review (Motion)**
- c) NLTMC 9/30/25 Financial Review

- | | |
|-------------------|--|
| 10:45 a.m. | 6. Approval of CEO Expense Report (Motion) |
| 10:50 a.m. | 7. Items for Committee Review, Discussion/or Recommendations |
| 10:55 a.m. | 8. Agenda Input for Next Finance Committee Meeting & Next Meeting Date |
| | 9. Committee Member Comments |
| 11:00 a.m. | 10. Adjournment |



10/29/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for September 30, 2025

Summary of preliminary NTCA financial results for September 30, 2025

- Accounts Receivable TBID –FY 24/25 has been fully collected totaling \$7,034,600. FY 25/26 TBID collections have just begun with the first large collection from quarterly payers expected mid- November.
- 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.
- Salaries & Wages – Two pay periods in September
- Rent & utilities – Following budget
- Supplies & Mail – includes 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 – September payments include funding to Broken Arrow, Tahoe Trail, US Freestyle

- Events & Activities – Cal Travel expenses not specifically budgeted for
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Business Assn Grant Funding – Includes refund of partial payment to NTBA per cancellation of contract. The FY 25-26 TCDA totals \$360,784
- Chamber Activities & Marketing – Includes payments to our marketing consultant for TCDA and KB District collaboration and Sunday trash service

Summary of preliminary NLTMC financial results for September 30, 2025

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

This meeting is wheelchair accessible

Posted online at www.northtahoecommunityalliance.com

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

September 30, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Three Months Ending Tuesday, September 30, 2025

1 of 1
10/24/2025
12:28 PM

	YTD		
	Sep 2025	Sep 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	(8,578)	109,729	118,307
Cash - TBID Funding	772,340	528,829	(243,511)
Cash - Payroll	0	177,796	177,796
Cash - Money Market	3,057,917	5,138,909	2,080,992
Cash - Plumas 1939	101,828	101,574	(254)
Cash - Plumas 1929	50,626	50,545	(81)
Cash - Chamber	0	712	712
Cash in Drawer	1,466	1,182	(284)
Petty Cash	436	436	0
Accounts Receivable	0	10,000	10,000
Accounts Receivable - TBID	1,325,697	1,651,952	326,255
Accounts Receivable - Chamber	3,700	4,400	700
Allowance for Doubtful Accounts	(1,336)	(1,336)	0
Inventory Asset	91,797	77,917	(13,880)
Prepaid Expenses	10,125	134,427	124,302
Prepaid Postage	100	100	0
Total Current Assets	5,406,118	7,987,171	2,581,053
Fixed Assets			
Furniture & Fixtures	62,384	57,759	(4,625)
Accumulated Depreciation - Furnitures & Fixtures	(43,620)	(37,935)	5,685
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(19,446)	(9,746)	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	(99,687)	(35,056)	64,631
Operating Lease Right-of-Use Asset	265,647	427,555	161,908
Total Fixed Assets	356,667	593,966	237,299
Total Assets	\$5,762,784	\$8,581,137	\$2,818,353
Liabilities			
Current Liabilities			
Accounts Payable	176,653	61,476	115,177
Incentives Payable	49,698	0	49,698
401k Payable	(359)	0	(359)
Deferred Revenue - Membership Dues	22,654	1,673	20,981
Operating Lease Liability	174,911	163,432	11,479
<i>Suspense (may include rounding)</i>	<i>(290)</i>	<i>(239)</i>	<i>(51)</i>
Total Current Liabilities	423,267	226,342	(196,925)
Sales & Use Tax Payable	4,465	0	4,465
Total Tax Payable	4,465	0	(4,465)
Long-Term Liabilities			
Operating Lease Liability	107,363	283,211	(175,849)
Total Long Term Liabilities	107,363	283,211	175,849
Total Liabilities	535,095	509,553	(25,542)
Unrestricted deficit	8,784	(5,453)	14,237
Unrestricted Net Assets	14,865	14,865	0
TBID Reserve	6,004,250	8,183,321	(2,179,071)
Net Income	(800,210)	(121,149)	(679,061)
Total Equity	5,227,689	8,071,584	2,843,895
Liabilities & Shareholder Equity	\$5,762,784	\$8,581,137	\$2,818,353

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

User-Defined 1:
Posting Date: First - 9/30/2025
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 9/30/2025

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

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

Vendor ID:	101.5 TRUCKEE T	Name:	101.5 Truckee Tahoe Radio*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$1,300.00	\$1,300.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ALPENGLOW MOUN	Name:	Alpenglow Mountain Racing LLC	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$25,000.00	\$25,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ANNE-KARIN ATWO	Name:	Anne-Karin Atwood*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$324.67	\$0.00	\$0.00	\$0.00	\$324.67
Vendor ID:	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):	4	Aged Totals:	\$3,105.00	\$3,105.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CALIFORNIA TRAV	Name:	California Travel Association	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$19,737.50	\$19,737.50	\$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):	4	Aged Totals:	\$2,479.27	\$2,479.27	\$0.00	\$0.00	\$0.00
Vendor ID:	CIVITAS	Name:	Civitas	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$8,320.00	\$8,320.00	\$0.00	\$0.00	\$0.00
Vendor ID:	COMMUNITY OF RI	Name:	Community of Writers	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CYBERLINK	Name:	CyberlinkASP Technology	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$562.80	\$562.80	\$0.00	\$0.00	\$0.00
Vendor ID:	DOMINIC COCCIA	Name:	Dominic Coccia	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$200.00	\$200.00	\$0.00	\$0.00	\$0.00
Vendor ID:	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
Vendor ID:	GRANLIBAKKEN MA	Name:	Granlibakken Management Company, Ltd.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$530.40	\$530.40	\$0.00	\$0.00	\$0.00
Vendor ID:	GROWTHZONE & CH	Name:	GrowthZone & Chambermaster	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,733.40	\$1,733.40	\$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	\$0.00	\$1,500.00	\$0.00	\$0.00
Vendor ID:	IDSS GLOBAL LLC	Name:	iDSS Global LLC	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00

North Lake Tahoe Resort Association

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	\$0.00	\$975.45	\$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	\$0.00	\$1,800.00	\$0.00	\$0.00	
Vendor ID: LIFE TIME INC		Name: Life Time, Inc		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: 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: 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:	\$750.29	\$750.29	\$0.00	\$0.00	\$0.00	
Vendor ID: OVFFT		Name: Olympic Valley Freeride & Freestyle Team		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$2,500.00	\$2,500.00	\$0.00	\$0.00	\$0.00	
Vendor ID: PAPER TRAIL		Name: The Paper Trail*		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 4	Aged Totals:	\$1,233.00	\$1,233.00	\$0.00	\$0.00	\$0.00	
Vendor ID: PEPS PLACE		Name: PEPS PLACE		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$752.01	\$752.01	\$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:	\$1,375.00	\$1,375.00	\$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	\$0.00	\$100.00	\$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): 3	Aged Totals:	\$3,836.30	\$3,836.30	\$0.00	\$0.00	\$0.00	
Vendor ID: STICKER PACK		Name: Sticker Pack		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$2,621.04	\$2,621.04	\$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): 2	Aged Totals:	\$570.00	\$570.00	\$0.00	\$0.00	\$0.00	
Vendor ID: SUSIE SCOOPS		Name: Susie Scoops		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$150.00	\$150.00	\$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): 1	Aged Totals:	\$1,566.00	\$1,566.00	\$0.00	\$0.00	\$0.00	
Vendor ID: SWIGARD'S		Name: Swigard's True Value Hardware, Inc.*		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$41.81	\$12.86	\$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:	

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:	\$44,538.00	\$0.00	\$44,538.00	\$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:	\$3,836.00	\$3,836.00	\$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: 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): 2	Aged Totals:	\$12,621.32	\$12,621.32	\$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): 4	Aged Totals:	\$2,211.05	\$2,211.05	\$0.00	\$0.00	\$0.00	
Vendor ID: URBAN 3 LLC	Name: Urban 3, LLC			Class ID:	User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$7,688.80	\$7,688.80	\$0.00	\$0.00	\$0.00	
Vendor ID: WHOLESALE RESOF	Name: Wholesale Resort Accessories, Inc.			Class ID: PRIMARY	User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$3,180.00	\$3,180.00	\$0.00	\$0.00	\$0.00	
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration			Class ID: PRIMARY	User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$375.54	\$375.54	\$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:	42	\$176,652.29	\$118,817.58	\$47,838.00	\$1,075.45	\$8,921.26	

	Sep 2025		Prior Year	Fiscal 2025/26 YTD		Variance	
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	977,563	977,563	1,422,985	1,739,295	1,739,294	0	
Special Events Revenue	18,989	0	0	53,184	0	53,184	
Chamber Revenue - Member Dues	6,299	(28)	2,038	9,459	2,027	7,432	
Retail Revenue	14,738	13,333	15,542	65,732	26,638	39,094	
Revenue - Other	0	(37)	705	0	12,426	(12,426)	
Revenue - Interest & Investments	6,805	(46)	748	23,176	4,075	19,101	
Total Revenues	1,024,394	990,785	1,442,018	1,890,846	1,784,460	106,386	
Cost of Goods Sold	7,576	6,667	7,153	33,788	20,000	13,788	
Freight & Shipping Costs	0	0	80	0	0	0	
COGS - Events	1,525	0	0	53,862	0	53,862	
Total Cost of Goods Sold	9,101	6,667	7,233	87,650	20,000	67,650	
Gross Profit	1,015,293	984,118	1,434,785	1,803,196	1,764,460	38,736	
Operating Expenses							
Salaries & Wage Expense	203,714	240,016	160,368	645,609	720,048	(74,439)	-10%
Rent & Utilities	18,705	21,239	16,191	62,043	62,318	(275)	0%
Repairs & Maintenance	6,377	4,499	300	9,073	13,156	(4,083)	-31%
Telephone & Internet	2,142	1,796	1,120	7,841	5,387	2,454	46%
Supplies & Mail	9,518	3,112	10,375	18,249	9,336	8,913	95%
Taxes, Licenses, Fees	13,119	11,559	3,228	46,604	34,678	11,925	34%
Credit Card Fees	0	0	0	2	0	2	0%
Dues & Subscriptions	12,843	1,898	3,640	41,808	5,695	36,113	634%
Insurance/Bonding	0	1,368	2,301	14,399	4,104	10,295	251%
Associate Relations	56	0	0	2,190	0	2,190	0%
Staff Expenses	9,589	4,102	2,073	18,169	12,307	5,862	48%
Board Functions	(239)	2,185	8,430	2,991	6,556	(3,565)	-54%
Professional Fees	15,678	12,500	22,881	41,774	37,500	4,274	11%
Equipment Support & Maintenance	15,369	4,000	4,285	33,736	12,000	21,736	181%
Equipment Rental/Leasing	28	0	0	57	0	57	0%
Depreciation	6,632	4,167	391	19,895	12,500	7,395	59%
Event Sponsorships	37,500	213,000	80,500	112,500	381,500	(269,000)	-71%
Events & Activities	15,487	0	0	15,487	0	15,487	0%
NLTMC Contributions	330,208	237,508	100,113	557,708	557,711	(3)	0%
Non-NLTMC Marketing	887	17,083	25,900	66,754	51,250	15,504	30%
In-Market/Tourism	9,629	13,383	21,319	34,210	40,150	(5,940)	-15%
Media/Collateral/Production	17,505	18,750	1,783	50,946	56,250	(5,304)	-9%
Signage	0	6,156	0	0	18,468	(18,468)	-100%
Business Assn Grant Funding	73,232	36,333	45,000	31,571	109,000	(77,429)	-71%
Housing Hub In-kind	0	0	2,470	0	0	0	0%
Grant Funding - Sponsorship	6,983	87,176	0	325,376	261,528	63,848	24%
Grant Funding - Flex	0	18,334	0	106,145	55,002	51,143	93%
Grant Funding - First Annual	0	74,523	0	224,563	223,569	994	0%
Grant Funding - Second Annual	0	65,467	0	0	196,402	(196,402)	-100%
Chamber Activities	3,719	36,250	0	42,114	108,750	(66,636)	-61%
Chamber Activities - Membership Meeting	8,250	0	0	8,250	0	8,250	0%
Chamber Activities - Leadership Program	0	4,167	0	0	12,500	(12,500)	-100%
Chamber Marketing	30,503	7,083	0	63,340	21,250	42,090	198%
Chamber Activities - Community Awards I	0	0	(970)	0	0	0	
Total Operating Expenses	847,434	1,147,654	511,698	2,603,404	3,028,915	(425,511)	
Net Operating Income	167,859	(163,536)	923,087	(800,208)	(1,264,455)	464,246	
Other Expense/<Income>							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	
Total Other Expense/<Income>	0	0	0	0	0	0	
Net Income	167,859	(163,536)	923,087	(800,208)	(1,264,455)	464,246	

included starlink subscription which will end in Sept
Campaign mailings

variance will continue, \$90k actual for the year vs \$50k budget

Collab w/ TCDA, Kings Beach District

PL - Budget vs Actual

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

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	977,563	977,563	1,422,985	1,739,295	1,739,294	0	1,679,279
Special Events Revenue	18,989	0	0	53,184	0	53,184	0
Chamber Revenue - Member...	6,299	(28)	2,038	9,459	2,027	7,432	5,831
Retail Revenue	14,738	13,333	15,542	65,732	26,638	39,094	56,504
Revenue - Other	0	(37)	705	0	12,426	(12,426)	705
Revenue - Interest & Investm...	6,805	(46)	748	23,176	4,075	19,101	815
Total Revenues	1,024,395	990,785	1,442,01	1,890,846	1,784,460	106,386	1,743,133
Cost of Goods Sold	7,576	6,667	7,153	33,788	20,000	13,788	27,423
Freight & Shipping Costs	0	0	80	0	0	0	657
COGS - Events	(1,249)	0	0	51,088	0	51,088	0
Total Cost of Goods S...	6,327	6,667	7,233	84,876	20,000	64,876	28,080
Gross Profit	1,018,068	984,118	1,434,78	1,805,970	1,764,460	41,510	1,715,053
Operating Expenses							
Salaries & Wage Expense	203,714	240,016	160,368	645,609	720,048	(74,439)	417,358
Rent & Utilities	18,705	21,239	16,191	62,043	62,318	(275)	47,561
Repairs & Maintenance	6,377	4,499	300	9,073	13,156	(4,083)	3,318
Telephone & Internet	2,142	1,796	1,120	7,841	5,387	2,454	4,702
Supplies & Mail	9,518	3,112	10,375	18,249	9,336	8,913	18,332
Taxes, Licenses, Fees	13,119	11,559	3,228	46,604	34,678	11,925	9,110
Credit Card Fees	0	0	0	2	0	2	1,101
Dues & Subscriptions	12,843	1,898	3,640	41,808	5,695	36,113	9,613
Insurance/Bonding	0	1,368	2,301	14,399	4,104	10,295	2,913
Associate Relations	56	0	0	2,190	0	2,190	0
Staff Expenses	9,589	4,102	2,073	18,169	12,307	5,862	6,538
Board Functions	(239)	2,185	8,430	2,991	6,556	(3,565)	12,030
Professional Fees	15,678	12,500	22,881	41,774	37,500	4,274	54,998
Equipment Support & Mainten...	15,369	4,000	4,285	33,736	12,000	21,736	12,584
Equipment Rental/Leasing	28	0	0	57	0	57	0
Depreciation	6,632	4,167	391	19,895	12,500	7,395	630
Event Sponsorships	37,500	213,000	80,500	112,500	381,500	(269,000)	119,550
Events & Activities	15,487	0	0	15,487	0	15,487	0
NLTMC Contributions	330,208	237,508	100,113	557,708	557,711	(3)	295,590
Non-NLTMC Marketing	887	17,083	25,900	66,754	51,250	15,504	41,096
In-Market/Tourism	9,629	13,383	21,319	34,210	40,150	(5,940)	23,856
Media/Collateral/Production	17,505	18,750	1,783	50,946	56,250	(5,304)	19,028
Signage	0	6,156	0	0	18,468	(18,468)	0
Business Assn Grant Funding	73,232	36,333	45,000	31,571	109,000	(77,429)	90,000
Housing Hub In-kind	0	0	2,470	0	0	0	2,660
Grant Funding - Sponsorship	6,983	87,176	0	325,376	261,528	63,848	0
Grant Funding - Flex	0	18,334	0	106,145	55,002	51,143	0
Grant Funding - First Annual	0	74,523	0	224,563	223,569	994	0
Grant Funding - Second Annu...	0	65,467	0	0	196,402	(196,402)	0
Chamber Activities	6,493	32,917	0	44,888	98,750	(53,862)	0
Chamber Activities - Member...	8,250	0	0	8,250	0	8,250	0
Chamber Activities - Leaders...	0	4,167	0	0	12,500	(12,500)	0
Chamber Marketing	30,503	7,083	0	63,340	21,250	42,090	450
Chamber Activities - Commun...	0	0	(970)	0	0	0	(7,720)
Total Operating Expe...	850,208	1,144,324	511,701	2,606,180	3,018,917	(412,737)	1,185,297
Net Operating Income	167,859	(160,205)	923,085	(800,210)	(1,254,457)	454,246	529,756
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	167,859	(160,205)	923,085	(800,210)	(1,254,457)	454,246	527,632

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	513,221	513,221	747,067	913,131	913,131	0	881,621
Revenue - Other	0	0	705	0	0	0	705
Total Revenues	513,221	513,221	747,772	913,131	913,131	0	882,326
Gross Profit	513,221	513,221	747,772	913,131	913,131	0	882,326
Operating Expenses							
Salaries & Wage Expense	50,348	52,709	32,053	157,283	158,128	(845)	89,609
Rent & Utilities	2,706	3,308	2,523	10,443	9,925	518	7,532
Repairs & Maintenance	0	195	0	0	584	(584)	0
Telephone & Internet	0	512	0	350	1,535	(1,185)	0
Supplies & Mail	(1,147)	665	434	1,719	1,994	(275)	693
Taxes, Licenses, Fees	75	68	(470)	127	205	(78)	(470)
Dues & Subscriptions	1,298	137	335	7,044	410	6,635	495
Associate Relations	0	0	0	1,347	0	1,347	0
Staff Expenses	2,072	291	0	6,036	874	5,162	(1)
Board Functions	90	0	0	130	0	130	0
Professional Fees	7,689	0	0	12,732	0	12,732	0
Equipment Support & Mainten...	0	0	0	0	0	0	84
Equipment Rental/Leasing	28	0	0	57	0	57	0
Event Sponsorships	37,500	120,000	80,000	107,500	216,000	(108,500)	118,050
Events & Activities	15,487	0	0	15,487	0	15,487	0
NLTMC Contributions	330,208	237,508	100,113	557,708	557,711	(3)	295,590
Non-NLTMC Marketing	887	17,083	25,900	66,754	51,250	15,504	41,096
In-Market/Tourism	9,629	13,383	21,319	34,210	40,150	(5,940)	23,856
Media/Collateral/Production	17,505	18,750	1,783	50,946	56,250	(5,304)	19,028
Signage	0	6,156	0	0	18,468	(18,468)	0
Business Assn Grant Funding	0	3,333	0	0	10,000	(10,000)	0
Housing Hub In-kind	0	0	2,470	0	0	0	2,660
Grant Funding - First Annual	0	6,250	0	0	18,750	(18,750)	0
Grant Funding - Second Annu...	0	6,250	0	0	18,750	(18,750)	0
Chamber Activities	6,493	25,417	0	44,888	76,250	(31,362)	0
Chamber Activities - Leaders...	0	4,167	0	0	12,500	(12,500)	0
Chamber Marketing	29,973	0	0	62,810	0	62,810	450
Allocated Administrative Over...	70,766	0	90,011	161,288	0	161,288	217,698
Total Operating Expe...	581,607	516,182	356,471	1,298,859	1,249,735	49,124	816,370
Net Operating Income	(68,385)	(2,961)	391,301	(385,728)	(336,604)	(49,124)	65,956
Other Expense/<Inco...							
Net Income	(68,385)	(2,961)	391,301	(385,728)	(336,604)	(49,124)	65,956

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	144,680	144,680	210,602	257,416	257,416	0	248,533
Total Revenues	144,680	144,680	210,602	257,416	257,416	0	248,533
 Gross Profit	 144,680	 144,680	 210,602	 257,416	 257,416	 0	 248,533
Operating Expenses							
Salaries & Wage Expense	5,504	14,646	3,996	17,975	43,939	(25,964)	12,094
Rent & Utilities	483	230	449	1,475	690	785	1,340
Telephone & Internet	0	37	0	0	112	(112)	0
Supplies & Mail	0	155	0	0	464	(464)	0
Taxes, Licenses, Fees	0	27	0	0	82	(82)	0
Dues & Subscriptions	0	18	0	0	55	(55)	0
Staff Expenses	0	155	0	0	464	(464)	0
Event Sponsorships	0	90,000	0	0	142,500	(142,500)	1,000
Business Assn Grant Funding	58,586	0	36,000	25,257	0	25,257	72,000
Grant Funding - Sponsorship	3,492	21,311	0	146,246	63,933	82,313	0
Grant Funding - First Annual	0	13,272	0	41,262	39,816	1,446	0
Grant Funding - Second Annu...	0	18,333	0	0	55,000	(55,000)	0
Chamber Marketing	0	7,083	0	0	21,250	(21,250)	0
Allocated Administrative Over...	9,480	0	13,656	27,686	0	27,686	31,952
Total Operating Expe...	77,545	165,269	54,102	259,901	368,306	(108,405)	118,387
Net Operating Income	67,135	(20,589)	156,500	(2,485)	(110,890)	108,405	130,146
 Other Expense/<Inco...							
Net Income	67,135	(20,589)	156,500	(2,485)	(110,890)	108,405	130,146

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	71,363	71,363	103,880	126,970	126,970	0	122,589
Retail Revenue	14,738	13,333	15,542	65,732	26,638	39,094	56,504
Total Revenues	86,101	84,696	119,422	192,702	153,607	39,094	179,093
Cost of Goods Sold	7,576	6,667	7,153	33,788	20,000	13,788	27,423
Freight & Shipping Costs	0	0	80	0	0	0	657
Total Cost of Goods S...	7,576	6,667	7,233	33,788	20,000	13,788	28,080
Gross Profit	78,525	78,029	112,190	158,914	133,607	25,306	151,014
Operating Expenses							
Salaries & Wage Expense	27,576	31,019	22,399	81,863	93,058	(11,195)	61,685
Rent & Utilities	9,236	10,638	7,147	28,216	31,913	(3,697)	21,416
Repairs & Maintenance	1,215	2,557	0	1,215	7,671	(6,456)	0
Telephone & Internet	0	150	0	50	449	(399)	0
Supplies & Mail	4,545	519	890	6,549	1,557	4,992	2,562
Taxes, Licenses, Fees	0	27	410	1,024	82	942	410
Credit Card Fees	0	0	0	0	0	0	1,101
Dues & Subscriptions	0	18	0	0	55	(55)	0
Associate Relations	0	0	0	272	0	272	0
Staff Expenses	0	144	0	390	432	(42)	0
Board Functions	(1,562)	0	0	0	0	0	0
Depreciation	6,394	4,167	0	18,941	12,500	6,441	0
Grant Funding - Sponsorship	0	2,083	0	0	6,249	(6,249)	0
Grant Funding - First Annual	0	5,918	0	0	17,754	(17,754)	0
Grant Funding - Second Annu...	0	4,167	0	0	12,501	(12,501)	0
Allocated Administrative Over...	6,603	0	10,415	20,428	0	20,428	33,478
Total Operating Expe...	54,006	61,407	41,261	158,949	184,221	(25,272)	120,652
Net Operating Income	24,518	16,622	70,929	(35)	(50,614)	50,578	30,362
Other Expense/<Inco...							
Net Income	24,518	16,622	70,929	(35)	(50,614)	50,578	30,362

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	53,766	53,766	78,264	95,660	95,660	0	92,360
Total Revenues	53,766	53,766	78,264	95,660	95,660	0	92,360
Gross Profit	53,766	53,766	78,264	95,660	95,660	0	92,360
Operating Expenses							
Salaries & Wage Expense	15,396	20,468	16,264	49,471	61,404	(11,934)	38,861
Rent & Utilities	564	1,161	524	1,719	3,483	(1,763)	1,564
Repairs & Maintenance	0	62	0	0	185	(185)	0
Telephone & Internet	0	162	0	0	487	(487)	0
Supplies & Mail	0	246	0	31	737	(707)	0
Taxes, Licenses, Fees	0	27	0	42	82	(40)	0
Dues & Subscriptions	1,763	18	398	3,497	55	3,442	1,194
Staff Expenses	268	182	0	748	546	202	0
Event Sponsorships	0	0	500	0	0	0	500
Business Assn Grant Funding	14,646	30,083	9,000	6,314	90,250	(83,936)	18,000
Grant Funding - Sponsorship	0	2,083	0	0	6,249	(6,249)	0
Grant Funding - Second Annu...	0	2,083	0	0	6,249	(6,249)	0
Chamber Activities	0	2,500	0	0	7,500	(7,500)	0
Chamber Activities - Commun...	0	0	(970)	0	0	0	(7,720)
Allocated Administrative Over...	4,546	0	8,683	8,902	0	8,902	19,468
Total Operating Expe...	37,184	59,076	34,398	70,724	177,227	(106,504)	71,866
Net Operating Income	16,582	(5,310)	43,866	24,937	(81,567)	106,504	20,494
Other Expense/<Inco...							
Net Income	16,582	(5,310)	43,866	24,937	(81,567)	106,504	20,494

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	74,296	74,296	108,147	132,188	132,188	0	127,626
Total Revenues	74,296	74,296	108,147	132,188	132,188	0	127,626
Gross Profit	74,296	74,296	108,147	132,188	132,188	0	127,626
Operating Expenses							
Salaries & Wage Expense	7,156	37,193	5,361	23,138	111,578	(88,441)	14,457
Rent & Utilities	696	1,937	645	2,124	4,410	(2,287)	1,927
Repairs & Maintenance	0	100	0	0	100	(100)	0
Telephone & Internet	0	87	0	0	262	(262)	0
Supplies & Mail	0	205	0	0	614	(614)	0
Taxes, Licenses, Fees	0	27	0	0	82	(82)	0
Dues & Subscriptions	0	18	0	0	55	(55)	0
Staff Expenses	0	109	0	0	328	(328)	0
Grant Funding - Sponsorship	3,492	25,000	0	179,130	75,000	104,130	0
Grant Funding - Flex	0	9,167	0	106,145	27,501	78,644	0
Grant Funding - First Annual	0	15,833	0	183,301	47,499	135,802	0
Grant Funding - Second Annu...	0	16,667	0	0	50,001	(50,001)	0
Allocated Administrative Over...	1,580	0	2,028	62,755	0	62,755	6,363
Total Operating Expe...	12,924	106,343	8,034	556,592	317,431	239,162	22,746
Net Operating Income	61,372	(32,048)	100,113	(424,405)	(185,243)	(239,162)	104,880
Other Expense/<Inco...							
Net Income	61,372	(32,048)	100,113	(424,405)	(185,243)	(239,162)	104,880

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	32,260	32,260	46,959	57,397	57,397	0	55,417
Total Revenues	32,260	32,260	46,959	57,397	57,397	0	55,417
Gross Profit	32,260	32,260	46,959	57,397	57,397	0	55,417
Operating Expenses							
Salaries & Wage Expense	7,156	8,118	5,361	23,139	24,353	(1,214)	14,457
Rent & Utilities	557	384	517	1,698	1,151	547	1,544
Repairs & Maintenance	0	71	0	0	71	(71)	0
Telephone & Internet	0	62	0	0	187	(187)	0
Supplies & Mail	0	141	0	0	424	(424)	0
Taxes, Licenses, Fees	0	27	0	0	82	(82)	0
Dues & Subscriptions	0	18	0	0	55	(55)	0
Staff Expenses	0	109	0	0	328	(328)	0
Event Sponsorships	0	3,000	0	0	23,000	(23,000)	0
Grant Funding - Sponsorship	0	7,500	0	0	22,500	(22,500)	0
Grant Funding - Flex	0	9,167	0	0	27,501	(27,501)	0
Allocated Administrative Over...	1,074	0	1,985	3,418	0	3,418	6,224
Total Operating Expe...	8,788	28,598	7,863	28,255	99,651	(71,396)	22,225
Net Operating Income	23,472	3,662	39,096	29,142	(42,254)	71,396	33,192
Other Expense/<Inco...							
Net Income	23,472	3,662	39,096	29,142	(42,254)	71,396	33,192

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	48,877	48,877	71,148	86,963	86,963	0	83,963
Revenue - Interest & Investm...	6,805	(46)	748	23,176	4,075	19,101	748
Total Revenues	55,683	48,831	71,896	110,139	91,038	19,101	84,711
 Gross Profit	 55,683	 48,831	 71,896	 110,139	 91,038	 19,101	 84,711
Operating Expenses							
Grant Funding - Sponsorship	0	7,500	0	0	22,500	(22,500)	0
Grant Funding - First Annual	0	7,500	0	0	22,500	(22,500)	0
Grant Funding - Second Annu...	0	8,333	0	0	24,999	(24,999)	0
Allocated Administrative Over...	42,372	0	6,674	128,878	0	128,878	16,590
Total Operating Expe...	42,372	23,333	6,674	128,878	69,999	58,879	16,590
Net Operating Income	13,311	25,498	65,222	(18,738)	21,039	(39,778)	68,121
 Other Expense/<Inco...							
Net Income	13,311	25,498	65,222	(18,738)	21,039	(39,778)	68,121

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	19,551	19,551	28,459	34,785	34,785	0	33,585
Total Revenues	19,551	19,551	28,459	34,785	34,785	0	33,585
 Gross Profit	 19,551	 19,551	 28,459	 34,785	 34,785	 0	 33,585
Operating Expenses							
Taxes, Licenses, Fees	9,312	10,927	2,541	30,459	32,780	(2,320)	7,054
Grant Funding - Sponsorship	0	6,250	0	0	18,750	(18,750)	0
Grant Funding - First Annual	0	6,250	0	0	18,750	(18,750)	0
Total Operating Expe...	9,312	23,427	2,541	30,459	70,280	(39,820)	7,054
Net Operating Income	10,239	(3,876)	25,918	4,326	(35,495)	39,820	26,531
 Other Expense/<Inco...							
Net Income	10,239	(3,876)	25,918	4,326	(35,495)	39,820	26,531

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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10/24/2025
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	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	19,551	19,551	28,459	34,785	34,785	0	33,585
Total Revenues	19,551	19,551	28,459	34,785	34,785	0	33,585
 Gross Profit	 19,551	 19,551	 28,459	 34,785	 34,785	 0	 33,585
Operating Expenses							
Grant Funding - Sponsorship	0	15,449	0	0	46,347	(46,347)	0
Grant Funding - First Annual	0	19,500	0	0	58,500	(58,500)	0
Grant Funding - Second Annu...	0	9,634	0	0	28,902	(28,902)	0
Total Operating Expe...	0	44,583	0	0	133,749	(133,749)	0
Net Operating Income	19,551	(25,032)	28,459	34,785	(98,964)	133,749	33,585
 Other Expense/<Inco...							
Net Income	19,551	(25,032)	28,459	34,785	(98,964)	133,749	33,585

PL - Budget vs Actual

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

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10/24/2025
1:44 PM

	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	(37)	0	0	12,426	(12,426)	0
Total Revenues	0	(37)	0	0	12,426	(12,426)	0
 Gross Profit	 0	 (37)	 0	 0	 12,426	 (12,426)	 0
Operating Expenses							
Salaries & Wage Expense	15,354	0	0	46,367	0	46,367	0
Dues & Subscriptions	652	0	0	2,609	0	2,609	0
Total Operating Expe...	16,006	0	0	48,977	0	48,977	0
Net Operating Income	(16,006)	(37)	0	(48,977)	12,426	(61,403)	0
 Other Expense/<Inco...							
Net Income	(16,006)	(37)	0	(48,977)	12,426	(61,403)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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10/24/2025
1:44 PM

	<u>Sep 2025</u>		<u>Prior Y...</u>	<u>Fiscal 2025/26 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Special Events Revenue	18,989	0	0	53,184	0	53,184	0
Chamber Revenue - Member...	6,299	(28)	2,038	9,459	2,027	7,432	5,831
Total Revenues	25,288	(28)	2,038	62,643	2,027	60,616	5,831
COGS - Events	(1,249)	0	0	51,088	0	51,088	0
Total Cost of Goods S...	(1,249)	0	0	51,088	0	51,088	0
Gross Profit	26,538	(28)	2,038	11,555	2,027	9,528	5,831
Operating Expenses							
Rent & Utilities	284	0	0	1,254	0	1,254	0
Supplies & Mail	328	0	0	2,203	0	2,203	0
Taxes, Licenses, Fees	973	0	0	976	0	976	0
Dues & Subscriptions	0	0	0	225	0	225	0
Staff Expenses	100	0	0	774	0	774	0
Chamber Activities	0	5,000	0	0	15,000	(15,000)	0
Chamber Activities - Member...	8,250	0	0	8,250	0	8,250	0
Chamber Marketing	530	0	0	530	0	530	0
Total Operating Expe...	10,465	5,000	0	14,212	15,000	(788)	0
Net Operating Income	16,072	(5,028)	2,038	(2,657)	(12,973)	10,316	5,831
Other Expense/<Inco...							
Net Income	16,072	(5,028)	2,038	(2,657)	(12,973)	10,316	5,831

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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10/24/2025
1:44 PM

	Sep 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	0	0	0	0	67
Total Revenues	0	0	0	0	0	0	67
Gross Profit	0	0	0	0	0	0	67
Operating Expenses							
Salaries & Wage Expense	75,223	75,863	74,935	246,375	227,588	18,787	186,195
Rent & Utilities	4,179	3,582	4,386	15,114	10,747	4,368	12,238
Repairs & Maintenance	5,162	1,515	300	7,858	4,544	3,314	3,318
Telephone & Internet	2,142	785	1,120	7,441	2,354	5,087	4,702
Supplies & Mail	5,792	1,182	9,052	7,748	3,545	4,202	15,078
Taxes, Licenses, Fees	2,760	428	747	13,975	1,284	12,692	2,115
Credit Card Fees	0	0	0	2	0	2	0
Dues & Subscriptions	9,129	1,671	2,908	28,432	5,012	23,421	7,925
Insurance/Bonding	0	1,368	2,301	14,399	4,104	10,295	2,913
Associate Relations	56	0	0	571	0	571	0
Staff Expenses	7,150	3,112	2,073	10,221	9,335	886	6,539
Board Functions	1,233	2,185	8,430	2,861	6,556	(3,695)	12,030
Professional Fees	7,989	12,500	22,881	29,042	37,500	(8,458)	54,998
Equipment Support & Mainten...	15,369	4,000	4,285	33,736	12,000	21,736	12,500
Depreciation	239	0	391	955	0	955	630
Event Sponsorships	0	0	0	5,000	0	5,000	0
Business Assn Grant Funding	0	2,917	0	0	8,750	(8,750)	0
Allocated Administrative Over...	(136,421)	0	(133,452)	(413,356)	0	(413,356)	(331,772)
Total Operating Expe...	0	111,106	357	10,374	333,318	(322,944)	(10,592)
Net Operating Income	0	(111,106)	(357)	(10,374)	(333,318)	322,944	10,659
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125
Total Other Expense/...	0	0	0	0	0	0	2,125
Net Income	0	(111,106)	(357)	(10,374)	(333,318)	322,944	8,534

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF SEPTEMBER 30, 2025	AS OF SEPTEMBER 30, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	117,572.83	261,546.50	-143,973.67	-55.05 %
Total for Bank Accounts	\$117,572.83	\$261,546.50	-\$143,973.67	-55.05 %
Accounts Receivable				
1200-00 Accounts Receivable	0.00	111,579.00	-111,579.00	-100.0 %
Total for Accounts Receivable	\$0.00	\$111,579.00	-\$111,579.00	-100.0 %
Other Current Assets				
1200-99 Accounts Receivable - Other	13,695.10	0.00	13,695.10	
1350-00 Security Deposits	100.00	100.00	0.00	0.0 %
Total for Other Current Assets	\$13,795.10	\$100.00	\$13,695.10	13695.1 %
Total for Current Assets	\$131,367.93	\$373,225.50	-\$241,857.57	-64.8 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	166,313.48	24,403.89	141,909.59	581.5 %
Total for Other Assets	\$166,313.48	\$24,403.89	\$141,909.59	581.5 %
Total for Assets	\$297,681.41	\$397,629.39	-\$99,947.98	-25.14 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	273,984.60	216,272.03	57,712.57	26.69 %
Total for Accounts Payable	\$273,984.60	\$216,272.03	\$57,712.57	26.69 %
Credit Cards				
Other Current Liabilities				
2650-00 Unearned Revenue	0.00	113,750.00	-113,750.00	-100.0 %
Total for Other Current Liabilities	\$0.00	\$113,750.00	-\$113,750.00	-100.0 %
Total for Current Liabilities	\$273,984.60	\$330,022.03	-\$56,037.43	-16.98 %
Long-term Liabilities				
Total for Liabilities	\$273,984.60	\$330,022.03	-\$56,037.43	-16.98 %
Equity				
32000 Unrestricted Net Assets	14,757.78	93,869.11	-79,111.33	-84.28 %
Net Income	8,939.03	-26,261.75	35,200.78	134.04 %
Total for Equity	\$23,696.81	\$67,607.36	-\$43,910.55	-64.95 %
Total for Liabilities and Equity	\$297,681.41	\$397,629.39	-\$99,947.98	-25.14 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of September 30, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
62ABOVE, LLC	168,917.00	61,516.66				230,433.66
Michael Steffen					0.00	0.00
Travel North Tahoe Nevada	31,442.51			12,108.43		43,550.94
TOTAL	200,359.51	61,516.66		12,108.43	0.00	\$273,984.60

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

September 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	SEP 1 - SEP 30 2025	SEP 1 - SEP 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
4000-00 LTIVCBVB Funding	59,165.00	45,833.00	13,332.00	29.09 %
4001-00 NLTRA Funding	316,876.00	113,750.00	203,126.00	178.57 %
Total for Income	\$376,041.00	\$159,583.00	\$216,458.00	135.64 %
Cost of Goods Sold				
Gross Profit	\$376,041.00	\$159,583.00	\$216,458.00	135.64 %
Expenses				
5000-00 CONSUMER MARKETING				
5001-00 Broadcast / Radio - High Notes	115,956.00		115,956.00	
5007-00 Creative Production				
5007-03 Photo/Video Creative	2,823.24	1,736.42	1,086.82	62.59 %
5007-01 Creative Production		19,878.57	-19,878.57	-100.0 %
5007-02 Website Production		2,250.00	-2,250.00	-100.0 %
Total for 5007-00 Creative Production	\$2,823.24	\$23,864.99	-\$21,041.75	-88.17 %
5010-00 Account Strategy & Management	10,556.25	7,000.00	3,556.25	50.8 %
5018-00 Media Commission	20,462.00	20,198.62	263.38	1.3 %
5021-01 Stewardship Campaign	1,317.00		1,317.00	
5002-01 Native Display		17,672.27	-17,672.27	-100.0 %
5005-00 Paid Social		28,821.14	-28,821.14	-100.0 %
5005-01 Digital Display / Retargeting		15,174.26	-15,174.26	-100.0 %
5016 Video Streaming		36,108.30	-36,108.30	-100.0 %
5017-00 Rich Media		49,558.00	-49,558.00	-100.0 %
5018-01 Digital Ad Serving		746.88	-746.88	-100.0 %
5020-00 Search Engine Marketing		20,240.76	-20,240.76	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$151,114.49	\$219,385.22	-\$68,270.73	-31.12 %
5110-00 LEISURE SALES				
5131-00 FAMS -Intl - Travel Trade	827.37		827.37	
Total for 5110-00 LEISURE SALES	\$827.37		\$827.37	
5200-00 PUBLIC RELATIONS				
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	682.50	317.50	46.52 %
5206-00 Digital Buy/ Social Media Boost	700.00	700.00	0.00	0.0 %
5207-00 Content Campaigns/Tools-My Emma	300.00		300.00	
5209-00 Domestic Travel Media FAMS	1,316.66	2,411.94	-1,095.28	-45.41 %
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	0.0 %
5211-00 Social Media Strategy & Mgmt	5,000.00	6,000.00	-1,000.00	-16.67 %
5221-00 Photography & Video Asset Dev	6,250.00		6,250.00	
5222-00 Media Tracking / Membership	250.00		250.00	

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

September 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	SEP 1 - SEP 30 2025	SEP 1 - SEP 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
5204-00 Media Mission(s)		2,450.00	-2,450.00	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$23,516.66	\$19,944.44	\$3,572.22	17.91 %
6000-00 CONFERENCE SALES				
6153-00 Chicago Sales Rep Support	55.09		55.09	
6003-00 Geo-Fence Targeting		299.97	-299.97	-100.0 %
6005-00 Paid Media		783.32	-783.32	-100.0 %
6006-00 CVENT		12,980.82	-12,980.82	-100.0 %
6018-00 MCC Media Commission		1,692.65	-1,692.65	-100.0 %
6152-00 Client Events / Opportunities		45.59	-45.59	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$55.09	\$15,802.35	-\$15,747.26	-99.65 %
6100-00 TRADE SHOWS				
6143-00 Connect Marketplace	4,450.00		4,450.00	
Total for 6100-00 TRADE SHOWS	\$4,450.00		\$4,450.00	
7000-00 COMMITTED & ADMIN EXPENSES				
5009-00 Fulfillment / Mail	220.99		220.99	
5021-00 RASC-Reno Air Service Corp	-1,317.00	8,333.34	-9,650.34	-115.8 %
7002-00 CRM Subscription	2,919.90	2,500.00	419.90	16.8 %
7004-00 Research	31,823.24	2,420.83	29,402.41	1214.56 %
7008-00 Opportunistic Funds	47,700.00		47,700.00	
8700-00 Automobile Expense*	34.06		34.06	
7020-00 Collateral Production / Printin		0.00	0.00	
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$81,381.19	\$13,254.17	\$68,127.02	514.0 %
8000-00 WEBSITE CONTENT & MAINTENANCE				
8001-00 Social Media Contractor	12,500.00		12,500.00	
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	0.0 %
8003-00 Website Hosting Maintenance	183.00		183.00	
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	\$24,933.00	\$14,200.00	\$10,733.00	75.58 %
Total for Expenses	\$286,277.80	\$282,586.18	\$3,691.62	1.31 %
Net Operating Income	\$89,763.20	-\$123,003.18	\$212,766.38	172.98 %
Other Income				
Other Expenses				
Net Other Income				
Net Income	\$89,763.20	-\$123,003.18	\$212,766.38	172.98 %

	Sep 2025				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	59,165.00	45,833.00	13,332.00	129.09%	150,831.00	137,499.00	13,332.00	109.70%
4001-00 NLTRA Funding	316,876.00	237,508.00	79,368.00	133.42%	544,376.00	557,711.25	-13,335.25	97.61%
Total Income	\$376,041.00	\$283,341.00	\$ 92,700.00	132.72%	\$695,207.00	\$695,210.25	-\$ 3.25	100.00%
Gross Profit	\$376,041.00	\$283,341.00	\$ 92,700.00	132.72%	\$695,207.00	\$695,210.25	-\$ 3.25	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes	115,956.00	115,956.00	0.00	100.00%	171,882.79	167,958.00	3,924.79	102.34%
5007-00 Creative Production								
5007-01 Creative Production		0.00	0.00		30,767.63	20,000.00	10,767.63	153.84%
5007-03 Photo/Video Creative	2,823.24	0.00	2,823.24		119,646.48	115,000.00	4,646.48	104.04%
Total 5007-00 Creative Production	\$ 2,823.24	\$ 0.00	\$ 2,823.24		\$150,414.11	\$135,000.00	\$ 15,414.11	111.42%
5010-00 Account Strategy & Management	10,556.25	7,000.00	3,556.25	150.80%	24,556.25	21,000.00	3,556.25	116.93%
5018-00 Media Commission	20,462.00	20,462.00	0.00	100.00%	25,854.46	34,364.00	-8,509.54	75.24%
5018-03 Strategic Marketing Plan		0.00	0.00		10,000.00	10,000.00	0.00	100.00%
5021-01 Stewardship Campaign	1,317.00	10,000.00	-8,683.00	13.17%	23,232.44	36,775.00	-13,542.56	63.17%
Total 5000-00 CONSUMER MARKETING	\$151,114.49	\$153,418.00	-\$ 2,303.51	98.50%	\$405,940.05	\$405,097.00	\$ 843.05	100.21%
5110-00 LEISURE SALES								
5107-00 Creative Production			0.00		480.00	0.00	480.00	
5111-00 FAMs - Domestic		0.00	0.00		0.00	4,000.00	-4,000.00	0.00%
5131-00 FAMs -Intl - Travel Trade	827.37	0.00	827.37		827.37	0.00	827.37	
5137-00 Co-op Opportunities		30,000.00	-30,000.00	0.00%	0.00	30,000.00	-30,000.00	0.00%
5143-00 Mountain Travel Symposium		2,945.00	-2,945.00	0.00%	0.00	2,945.00	-2,945.00	0.00%
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		1,500.00	-1,500.00	0.00%	0.00	1,500.00	-1,500.00	0.00%
Total 5110-00 LEISURE SALES	\$ 827.37	\$ 34,445.00	-\$ 33,617.63	2.40%	\$ 19,020.62	\$ 59,758.00	-\$ 40,737.38	31.83%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	7,000.00	0.00	100.00%	21,000.00	21,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,000.00	0.00	100.00%	4,756.00	3,000.00	1,756.00	158.53%
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%	2,100.00	2,100.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma	300.00		300.00		300.00	0.00	300.00	
5209-00 Domestic Travel Media FAMS	1,316.66	0.00	1,316.66		1,316.66	6,400.00	-5,083.34	20.57%
5210-00 Content Dev - Newsletters	1,700.00	1,700.00	0.00	100.00%	1,700.00	1,700.00	0.00	100.00%
5211-00 Social Media Strategy & Mgmt	5,000.00	5,000.00	0.00	100.00%	15,000.00	15,000.00	0.00	100.00%
5221-00 Photography & Video Asset Dev	6,250.00	6,250.00	0.00	100.00%	6,250.00	6,250.00	0.00	100.00%
5222-00 Media Tracking / Membership	250.00	250.00	0.00	100.00%	750.00	750.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 23,516.66	\$ 21,900.00	\$ 1,616.66	107.38%	\$ 58,172.66	\$ 56,200.00	\$ 1,972.66	103.51%
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	0.00	0.00	0.00		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	55.09	0.00	55.09		55.09	0.00	55.09	
Total 6000-00 CONFERENCE SALES	\$ 55.09	\$ 0.00	\$ 55.09		\$ 2,589.15	\$ 15,480.00	-\$ 12,890.85	16.73%
6100-00 TRADE SHOWS								
6111-00 Site Inspections		0.00	0.00		0.00	500.00	-500.00	0.00%

6143-00 Connect Marketplace	4,450.00		4,450.00		4,450.00	0.00	4,450.00		
6151-00 Destination CA		5,000.00	-5,000.00	0.00%	5,000.00	5,000.00	0.00	100.00%	
6155-00 Connect Trade Shows		5,000.00	-5,000.00	0.00%	0.00	5,000.00	-5,000.00	0.00%	
6182-00 Destination Celebration		2,000.00	-2,000.00	0.00%	0.00	2,000.00	-2,000.00	0.00%	
Total 6100-00 TRADE SHOWS	\$ 4,450.00	\$ 12,000.00	-\$ 7,550.00	37.08%	\$ 9,450.00	\$ 12,500.00	-\$ 3,050.00	75.60%	
7000-00 COMMITTED & ADMIN EXPENSES									
5009-00 Fulfillment / Mail	220.99	150.00	70.99	147.33%	220.99	450.00	-229.01	49.11%	
5021-00 RASC-Reno Air Service Corp	-1,317.00		-1,317.00		0.50	0.00	0.50		
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	2,919.90	0.00	2,919.90		3,906.79	2,500.00	1,406.79	156.27%	
7004-00 Research	31,823.24	36,500.00	-4,676.76	87.19%	30,000.15	36,500.00	-6,499.85	82.19%	
7007-00 Destimetrics / DMX		0.00	0.00		14,910.00	8,441.00	6,469.00	176.64%	
7008-00 Opportunistic Funds	47,700.00	50,000.00	-2,300.00	95.40%	47,700.00	50,000.00	-2,300.00	95.40%	
8600-00 Staff Industry Travel		0.00	0.00		0.00	7,500.00	-7,500.00	0.00%	
8700-00 Automobile Expense*	34.06		34.06		34.06	0.00	34.06		
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$ 81,381.19	\$ 86,650.00	-\$ 5,268.81	93.92%	\$ 99,272.49	\$ 108,891.00	-\$ 9,618.51	91.17%	
8000-00 WEBSITE CONTENT & MAINTENANCE									
8001-00 Social Media Contractor	12,500.00	12,500.00	0.00	100.00%	50,000.00	50,000.00	0.00	100.00%	
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	100.00%	16,000.00	12,000.00	4,000.00	133.33%	
8003-00 Website Hosting Maintenance	183.00	178.00	5.00	102.81%	1,073.00	534.00	539.00	200.94%	
8004-00 Website Strategy & Maintenance	7,250.00	7,250.00	0.00	100.00%	21,750.00	21,750.00	0.00	100.00%	
8005-00 Website SEO Strategy/Maint	1,000.00	1,000.00	0.00	100.00%	3,000.00	3,000.00	0.00	100.00%	
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$ 24,933.00	\$ 24,928.00	\$ 5.00	100.02%	\$ 91,823.00	\$ 87,284.00	\$ 4,539.00	105.20%	
Total Expenses	\$286,277.80	\$333,341.00	-\$ 47,063.20	85.88%	\$686,267.97	\$745,210.00	-\$ 58,942.03	92.09%	
Net Operating Income	\$ 89,763.20	-\$ 50,000.00	\$139,763.20	-179.53%	\$ 8,939.03	-\$ 49,999.75	\$ 58,938.78	-17.88%	
Net Income	\$ 89,763.20	-\$ 50,000.00	\$139,763.20	-179.53%	\$ 8,939.03	-\$ 49,999.75	\$ 58,938.78	-17.88%	