



Finance Committee

Date: Monday November 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

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 | **Mike DeGross**, Palisades Tahoe
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=WUlxalM4ekZOQzl3WXIUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

Passcode: 059912

Dial by your location

+1 669 900 9128 US (San Jose)

*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 October 29th, 2025 |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials: |

- a) Review Staff Report on Financial Performance
- b) NTCA 10/31/25 Financials Review (Motion)**
- c) NLTMC 10/31/25 Financial Review

- | | | |
|-------------------|-----------|---|
| 10:35 a.m. | 6. | Approval of CEO Expense Report (Motion) |
| 10:40 a.m. | 7. | Marketing review with Kirstin |
| 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 |



11/24/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for October 31, 2025

Summary of preliminary NTCA financial results for October 31, 2025

- Accounts Receivable TBID –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 October
- Rent & utilities – Following budget
- Supplies & Mail – includes Email Campaign fees
- Taxes, Licenses, Fees – Consists mainly 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
- Grant Funding Sponsorship – Includes funding for BEBOT Beach cleaning, Secline Beach Enhancement, Lease to Locals, Tahoe City Park & Ride
- Grant Funding First Annual - Includes funding for Deep Dive Cleanup and Snow Sports Museum
- 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 October 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

October 31, 2025

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Four Months Ending Friday, October 31, 2025

1 of 1
11/20/2025
6:42 PM

	YTD		
	Oct 2025	Oct 2024	
	Fiscal 24/2025	Fiscal 23/2024	Variance
Current Assets			
Cash - TBID Disbursements	(9,022)	127,002	136,023
Cash - TBID Funding	107,121	116,970	9,849
Cash - Payroll	0	102,414	102,414
Cash - Money Market	3,064,067	5,152,123	2,088,056
Cash - Plumas 1939	101,850	101,595	(254)
Cash - Plumas 1929	50,633	50,552	(81)
Cash - Chamber	0	626	626
Cash in Drawer	0	597	597
Petty Cash	436	436	0
Accounts Receivable	0	10,000	10,000
Accounts Receivable - TBID	1,250,225	1,510,604	260,379
Accounts Receivable - Chamber	3,700	4,400	700
Allowance for Doubtful Accounts	(1,336)	(1,336)	0
Inventory Asset	92,210	76,854	(15,356)
Prepaid Expenses	27,082	164,167	137,084
Prepaid Postage	100	100	0
Total Current Assets	4,687,066	7,417,104	2,730,038
Fixed Assets			
Furniture & Fixtures	57,759	57,759	0
Accumulated Depreciation - Furnitures & Fixtures	(44,057)	(38,372)	5,685
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(20,255)	(10,554)	9,700
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	146,772	142,772	(4,000)
Accumulated Depreciation - Leasehold Improvements	(110,458)	(40,441)	70,017
Operating Lease Right-of-Use Asset	251,995	414,290	162,295
Total Fixed Assets	330,373	574,070	243,697
Total Assets	\$5,017,438	\$7,991,174	\$2,973,736
Liabilities			
Current Liabilities			
Accounts Payable	371,155	88,075	283,080
Incentives Payable	66,264	0	66,264
401k Payable	9,087	5,370	3,718
Deferred Revenue	8,280	0	8,280
Deferred Revenue - Membership Dues	18,754	3,260	15,494
Operating Lease Liability	176,045	164,489	11,556
<i>Suspense (may include rounding)</i>	<i>(291)</i>	<i>(239)</i>	<i>(52)</i>
Total Current Liabilities	649,294	260,955	(388,339)
Sales & Use Tax Payable	4,465	0	4,465
Total Tax Payable	4,465	0	(4,465)
Long-Term Liabilities			
Operating Lease Liability	92,140	268,989	(176,849)
Total Long Term Liabilities	92,140	268,989	176,849
Total Liabilities	745,899	529,944	(215,955)
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	(1,756,360)	(731,503)	(1,024,858)
Total Equity	4,271,539	7,461,230	3,189,691
Liabilities & Shareholder Equity	\$5,017,438	\$7,991,174	\$2,973,736

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

User-Defined 1:
Posting Date: First - Last
Document Number: First - Last

Print Option: SUMMARY
Aged By: Document Date
Aging Date: 10/31/2025

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

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

Vendor ID:	AIRPORT SELF ST	Name:	Airport Self Storage	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$522.00	\$522.00	\$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):	2	Aged Totals:	\$1,515.00	\$1,515.00	\$0.00	\$0.00	\$0.00
Vendor ID:	AUCTION IT WIZA	Name:	Auction IT Wizard	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$3,250.00	\$3,250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CEO FISCAL UNIT	Name:	PLACER COUNTY	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$36,000.00	\$36,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CHANGO PRESENT	Name:	Chango Presents	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CHEF YORKEY	Name:	Chef Yorkey	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$6,000.00	\$6,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	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):	1	Aged Totals:	\$668.57	\$668.57	\$0.00	\$0.00	\$0.00
Vendor ID:	CIVITAS	Name:	Civitas	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$8,320.00	\$8,320.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CLEAN UP THE LA	Name:	Clean Up The Lake	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$9,608.99	\$9,608.99	\$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):	1	Aged Totals:	\$14.99	\$14.99	\$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:	DIRK YURICICH	Name:	Dirk Yuricich	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$124.50	\$124.50	\$0.00	\$0.00	\$0.00
Vendor ID:	ECO CLEAN	Name:	ECO-CLEAN Solutions	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$25,000.00	\$25,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	EXL MEDIA	Name:	EXL Media	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$13,069.00	\$13,069.00	\$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):	2	Aged Totals:	\$189.62	\$189.62	\$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:	GEO-TOURISM SPE	Name:	Geo-Tourism Specialties	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,460.37	\$605.53	\$0.00	\$0.00	\$854.84
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:	\$1,982.75	\$1,982.75	\$0.00	\$0.00	\$0.00
Vendor ID:	GROWTHZONE & CHAMBERMASTER	Name:	GrowthZone & Chambermaster	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$2,600.10	\$1,733.40	\$866.70	\$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	\$0.00	\$0.00	\$1,500.00
Vendor ID:	IDSS GLOBAL LLC	Name:	iDSS Global LLC	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00
Vendor ID:	INTERMEDIA.NET, INC.	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	\$0.00	\$975.45
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):	3	Aged Totals:	\$210.00	\$140.00	\$70.00	\$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	\$0.00	\$0.00	\$1,800.00
Vendor ID:	JOAN SPELLETICH	Name:	JOAN SPELLETICH	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,231.52	\$2,231.52	\$0.00	\$0.00	\$0.00
Vendor ID:	LAKE TAHOE PHOTO GALLERY	Name:	LAKE TAHOE PHOTO GALLERY	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:	LEADERSHIP NORTH LAKE TAHOE-TRUC	Name:	LEADERSHIP NORTH LAKE TAHOE-TRUC	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$600.00	\$0.00	\$0.00	\$0.00	\$600.00
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	\$0.00	\$7,500.00	\$0.00	\$0.00
Vendor ID:	LT DANCE COLLECTIVE*	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:	\$17,500.00	\$17,500.00	\$0.00	\$0.00	\$0.00
Vendor ID:	LT MARKETING	Name:	LT Marketing	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$9,689.95	\$9,689.95	\$0.00	\$0.00	\$0.00
Vendor ID:	LTBC	Name:	Lake Tahoe Bicycle Coalition	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$9,838.00	\$9,838.00	\$0.00	\$0.00	\$0.00
Vendor ID:	MARKUS GEISSLER	Name:	Markus Geissler	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,600.00	\$1,600.00	\$0.00	\$0.00	\$0.00
Vendor ID:	MTN ALOHA ART	Name:	Mountain Aloha Art	Class ID:		User-Defined 1:	

System: 11/17/2025 10:46:53 AM		HISTORICAL AGED TRIAL BALANCE				Page: 3
User Date: 11/17/2025		North Lake Tahoe Resort Association				User ID: derek
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$150.00	\$0.00	\$0.00	\$0.00	\$150.00
Vendor ID: NTEC	Name:	North Tahoe Event Center, Inc.		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$820.00	\$820.00	\$0.00	\$0.00	\$0.00
Vendor ID: NTPUD	Name:	North Tahoe Public Utility District		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$7,558.00	\$7,558.00	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name:	The Office Boss*		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 5	Aged Totals:	\$2,657.19	\$2,519.76	\$137.43	\$0.00	\$0.00
Vendor ID: ONEBOAT INC	Name:	OneBoat, Inc		Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$4,146.00	\$4,146.00	\$0.00	\$0.00	\$0.00
Vendor ID: PALISADES VILLA	Name:	PALISADES VILLAGE NEIGHBORHOOD C		Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 3	Aged Totals:	\$37,500.00	\$37,500.00	\$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): 3	Aged Totals:	\$1,902.25	\$1,902.25	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name:	Porter Simon*		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$3,125.00	\$1,975.00	\$1,150.00	\$0.00	\$0.00
Vendor ID: PRINTART	Name:	Printart		Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$920.21	\$920.21	\$0.00	\$0.00	\$0.00
Vendor ID: RENOTYPE	Name:	Reno Type		Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,290.06	\$2,290.06	\$0.00	\$0.00	\$0.00
Vendor ID: SEC LOCK&ALARM	Name:	Security Lock and Alarm, Inc.		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$198.50	\$198.50	\$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	\$0.00	\$100.00
Vendor ID: SNOW-SMF	Name:	Sierra Nevada and Olympic Winter		Class ID:	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,836.19	\$2,836.19	\$0.00	\$0.00	\$0.00
Vendor ID: SSPF	Name:	Sierra State Parks Foundation*		Class ID: PRIMARY	User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$1,250.00	\$1,250.00	\$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): 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:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 4	Aged Totals:	\$6,199.58	\$4,633.58	\$1,566.00	\$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): 5	Aged Totals:	\$93.02	\$51.21	\$12.86	\$0.00	\$28.95
Vendor ID: TAHOE ART HAUS	Name:	Tahoe Art Haus & Cinema		Class ID: PRIMARY	User-Defined 1:	

System: 11/17/2025 10:46:53 AM		HISTORICAL AGED TRIAL BALANCE				Page: 4
User Date: 11/17/2025		North Lake Tahoe Resort Association				User ID: derek
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE FUND	Name: Tahoe Fund	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$20,000.00	\$20,000.00	\$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): 1	Aged Totals:	\$44,538.00	\$0.00	\$0.00	\$44,538.00	\$0.00
Vendor ID: TAHOE MUSIC ALI	Name: Tahoe Music Alive	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE YACHT CLU	Name: Tahoe Yacht Club Foundation, Inc.	Class ID: PRIMARY		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: TCDA	Name: Tahoe City Downtown Association*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$7,500.00	\$7,500.00	\$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: THE CREST CAFE	Name: The Crest Cafe & Catering	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,841.83	\$2,841.83	\$0.00	\$0.00	\$0.00
Vendor ID: TNTTMA	Name: TNT / TMA, Inc.	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$2,066.00	\$2,066.00	\$0.00	\$0.00	\$0.00
Vendor ID: TRAILCON LLC	Name: Trailcon LLC	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	\$0.00	\$0.00	\$0.00	\$7,500.00
Vendor ID: TTSD	Name: Tahoe Truckee Sierra Disposal*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$320.58	\$320.58	\$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): 1	Aged Totals:	\$245.67	\$245.67	\$0.00	\$0.00	\$0.00
Vendor ID: ULINE	Name: Uline	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$645.12	\$645.12	\$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	\$0.00	\$7,688.80	\$0.00	\$0.00
Vendor ID: WACE	Name: Western Association of Chamber Executive	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$600.00	\$600.00	\$0.00	\$0.00	\$0.00
Vendor ID: WATERMAN'S	Name: Waterman's Landing	Class ID: PRIMARY		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: WHITEROOM FILMS	Name: Whiteroom Films	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$2,251.90	\$2,251.90	\$0.00	\$0.00	\$0.00
Vendor ID: WILD WEST COMML	Name: Wild West Communications	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: WOBLE BOND DICK	Name: Woble Bond Dickinson	Class ID:		User-Defined 1:		

HISTORICAL AGED TRIAL BALANCE
North Lake Tahoe Resort Association

		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Voucher(s): 1	Aged Totals:	\$2,034.00	\$2,034.00	\$0.00	\$0.00	\$0.00
Vendor ID: YIG ADMINISTRAT		Name: YIG Administration		Class ID: PRIMARY		User-Defined 1:
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Voucher(s): 2	Aged Totals:	\$383.53	\$383.53	\$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: 72		\$371,154.39	\$285,373.05	\$18,991.79	\$44,538.00	\$22,251.55

PL - Budget vs

Actual

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

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11/20/2025

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	Oct 2025			Fiscal 2025/26 YTD			Variance	Prior Year
	Actual	Budget	Prior Year	Actual	Budget			
Revenues								
Revenues	92,696	92,696	42,550	1,831,991	1,831,990	0	1,721,829	
Special Events Revenue	0	0	0	53,184	0	53,184	0	
Chamber Revenue - Member Du	3,311	2,083	1,117	12,770	4,111	8,660	6,948	
Retail Revenue	15,032	13,333	5,042	80,764	39,971	40,793	61,546	
Revenue - Other	0	12,500	0	0	24,926	(24,926)	705	
Revenue - Interest & Investmen	3,853	4,167	2,613	27,029	8,241	18,788	3,427	
Total Revenues	114,892	124,779	51,322	2,005,738	1,909,239	96,498	1,794,455	
Cost of Goods Sold								
Freight & Shipping Costs	0	0	6	0	0	0	663	
Artist of the Month - Consignme	0	0	819	0	0	0	819	
COGS - Events	0	0	0	51,088	0	51,088	0	
Total Cost of Goods Sol	7,727	6,667	3,372	92,603	26,667	65,936	31,452	
Gross Profit	107,165	118,112	47,950	1,913,135	1,882,572	30,562	1,763,003	
Operating Expenses								
Salaries & Wage Expense	289,635	240,016	148,805	935,244	960,064	(24,820)	566,164	-3%
Rent & Utilities	17,843	19,839	17,514	79,886	82,158	(2,271)	65,075	-3%
Repairs & Maintenance	2,726	4,556	325	11,799	17,712	(5,914)	3,643	-33%
Telephone & Internet	2,267	1,796	1,045	10,108	7,182	2,925	5,746	41%
Supplies	9,150	3,112	3,690	22,091	12,449	9,642	21,968	77% actual tracking PY, budget too low
Mail	27	0	31	5,335	0	5,335	85	0%
Taxes, Licenses, Fees	6,330	11,559	6,235	52,933	46,238	6,695	15,345	14%
Credit Card Fees	0	0	210	2	0	2	1,311	0%
Dues & Subscriptions	13,866	1,898	3,125	55,674	7,593	48,080	12,738	633%
Insurance/Bonding	718	1,368	959	15,117	5,472	9,645	3,873	176%
Associate Relations	47	0	0	2,237	0	2,237	0	0%
Staff Expenses	5,101	4,102	271	23,270	16,409	6,861	6,808	42%
Board Functions	5,539	2,185	1,643	8,530	8,742	(212)	13,673	-2%
Professional Fees	26,243	12,500	3,149	68,017	50,000	18,017	58,147	36%
Equipment Support & Maintenan	12,779	4,000	4,764	46,515	16,000	30,515	17,348	191%
Equipment Rental/Leasing	0	0	0	57	0	57	0	0%
Depreciation	12,017	4,167	239	31,913	16,667	15,246	869	91%
Event Sponsorships	92,250	53,500	17,770	204,750	435,000	(230,250)	137,320	-53%
Events & Activities	3,999	0	0	19,487	0	19,487	0	0% Cal Travel
NLTMC Contributions	220,441	220,441	32,848	778,149	778,153	(3)	328,438	0%
Non-NLTMC Marketing	48,967	18,883	3,600	115,721	70,133	45,588	44,696	65%
In-Market/Tourism	30,845	13,383	6,769	65,055	53,533	11,521	30,625	22%
Media/Collateral/Production	19,224	18,750	22,586	70,171	75,000	(4,829)	41,614	-6%
Signage	372	6,156	0	372	24,624	(24,252)	0	-98%
Business Assn Grant Funding	106,370	36,333	90,000	137,941	145,333	(7,392)	180,000	-5%
Housing Hub In-kind	0	0	0	0	0	0	2,660	0%
Grant Funding - Sponsorship	70,624	87,176	0	396,000	348,704	47,296	0	14%
Grant Funding - Flex	0	18,334	0	106,145	73,336	32,809	0	45%
Grant Funding - First Annual	12,445	74,523	0	237,009	298,092	(61,083)	0	-20%
Grant Funding - Second Annual	0	65,467	0	0	261,869	(261,869)	0	-100%
Chamber Activities	16,714	32,917	5,425	61,602	131,667	(70,065)	5,425	-53%
Chamber Activities - Membersh	0	0	0	8,250	0	8,250	0	0%
Chamber Activities - Leadership	0	4,167	0	0	16,667	(16,667)	0	-100%
Chamber PR / Marketing	36,777	7,083	0	100,117	28,333	71,783	450	253% includes commons beach wifi reimburse
Chamber Activities - Community	0	0	134	0	0	0	(7,586)	0%
Total Operating Expense	1,063,316	968,211	371,137	3,669,497	3,987,130	(317,635)	1,556,435	
Net Operating Income	(956,151)	(850,099)	(323,187)	(1,756,362)	(2,104,558)	348,198	206,568	
Other Expense/<Income>								
(Gain)/Loss on Asset Disposal	0	0	0	0	0	0	2,125	
Total Other Expense/<In	0	0	0	0	0	0	2,125	
Net Income	(956,151)	(850,099)	(323,187)	(1,756,362)	(2,104,558)	348,198	204,443	

PL - Budget vs Actual

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

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	92,696	92,696	42,550	1,831,991	1,831,990	0	1,721,829
Special Events Revenue	0	0	0	53,184	0	53,184	0
Chamber Revenue - Member...	3,311	2,083	1,117	12,770	4,111	8,660	6,948
Retail Revenue	15,032	13,333	5,042	80,764	39,971	40,793	61,546
Revenue - Other	0	12,500	0	0	24,926	(24,926)	705
Revenue - Interest & Investm...	7,478	4,167	2,613	30,654	8,241	22,413	3,427
Total Revenues	118,517	124,779	51,322	2,009,363	1,909,239	100,123	1,794,455
Cost of Goods Sold	7,727	6,667	2,547	41,515	26,667	14,848	29,970
Freight & Shipping Costs	0	0	6	0	0	0	663
Artist of the Month - Consign...	0	0	819	0	0	0	819
COGS - Events	3,625	0	0	54,713	0	54,713	0
Total Cost of Goods S...	11,352	6,667	3,372	96,228	26,667	69,561	31,452
Gross Profit	107,165	118,113	47,950	1,913,135	1,882,573	30,562	1,763,003
Operating Expenses							
Salaries & Wage Expense	289,635	240,016	148,805	935,244	960,064	(24,820)	566,164
Rent & Utilities	17,843	19,839	17,514	79,886	82,158	(2,271)	65,075
Repairs & Maintenance	2,726	4,556	325	11,799	17,712	(5,914)	3,643
Telephone & Internet	2,267	1,796	1,045	10,108	7,182	2,925	5,746
Supplies	9,150	3,112	3,690	22,091	12,449	9,642	21,968
Mail	27	0	31	5,335	0	5,335	85
Taxes, Licenses, Fees	6,330	11,559	6,235	52,933	46,238	6,695	15,345
Credit Card Fees	0	0	210	2	0	2	1,311
Dues & Subscriptions	13,866	1,898	3,125	55,674	7,593	48,080	12,738
Insurance/Bonding	718	1,368	959	15,117	5,472	9,645	3,873
Associate Relations	47	0	0	2,237	0	2,237	0
Staff Expenses	5,101	4,102	271	23,270	16,409	6,861	6,808
Board Functions	5,539	2,185	1,643	8,530	8,742	(212)	13,673
Professional Fees	26,243	12,500	3,149	68,017	50,000	18,017	58,147
Equipment Support & Mainten...	12,779	4,000	4,764	46,515	16,000	30,515	17,348
Equipment Rental/Leasing	0	0	0	57	0	57	0
Depreciation	12,017	4,167	239	31,913	16,667	15,246	869
Event Sponsorships	92,250	53,500	17,770	204,750	435,000	(230,250)	137,320
Events & Activities	3,999	0	0	19,487	0	19,487	0
NLTMC Contributions	220,441	220,441	32,848	778,149	778,153	(3)	328,438
Non-NLTMC Marketing	48,967	18,883	3,600	115,721	70,133	45,588	44,696
In-Market/Tourism	30,845	13,383	6,769	65,055	53,533	11,521	30,625
Media/Collateral/Production	19,224	18,750	22,586	70,171	75,000	(4,829)	41,614
Signage	372	6,156	0	372	24,624	(24,252)	0
Business Assn Grant Funding	106,370	36,333	90,000	137,941	145,333	(7,392)	180,000
Housing Hub In-kind	0	0	0	0	0	0	2,660
Grant Funding - Sponsorship	70,624	87,176	0	396,000	348,704	47,296	0
Grant Funding - Flex	0	18,334	0	106,145	73,336	32,809	0
Grant Funding - First Annual	12,445	74,523	0	237,009	298,092	(61,083)	0
Grant Funding - Second Annu...	0	65,467	0	0	261,869	(261,869)	0
Chamber Activities	16,714	32,917	5,425	61,602	131,667	(70,065)	5,425
Chamber Activities - Member...	0	0	0	8,250	0	8,250	0
Chamber Activities - Leaders...	0	4,167	0	0	16,667	(16,667)	0
Chamber PR / Marketing	36,777	7,083	0	100,117	28,333	71,783	450
Chamber Activities - Commun...	0	0	134	0	0	0	(7,586)
Total Operating Expe...	1,063,315	968,214	371,136	3,669,495	3,987,131	(317,635)	1,556,433
Net Operating Income	(956,150)	(850,101)	(323,187)	(1,756,360)	(2,104,558)	348,198	206,570
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	(956,150)	(850,101)	(323,187)	(1,756,360)	(2,104,558)	348,198	204,445

PL - Budget vs Actual

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

Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	48,665	48,665	22,340	961,796	961,796	0	903,961
Revenue - Other	0	0	0	0	0	0	705
Total Revenues	48,665	48,665	22,340	961,796	961,796	0	904,666
Gross Profit	48,665	48,665	22,340	961,796	961,796	0	904,666
Operating Expenses							
Salaries & Wage Expense	70,487	52,709	32,648	227,770	210,837	16,933	122,257
Rent & Utilities	2,686	3,308	2,841	13,129	13,233	(104)	10,373
Repairs & Maintenance	0	195	0	0	779	(779)	0
Telephone & Internet	0	512	0	350	2,047	(1,697)	0
Supplies	719	665	0	2,382	2,659	(277)	693
Mail	27	0	0	82	0	82	0
Taxes, Licenses, Fees	0	68	0	127	274	(147)	(470)
Dues & Subscriptions	3,958	137	85	11,002	546	10,456	580
Associate Relations	47	0	0	1,393	0	1,393	0
Staff Expenses	2,997	291	(23)	9,033	1,165	7,868	(24)
Board Functions	168	0	0	298	0	298	0
Professional Fees	2,034	0	0	14,766	0	14,766	0
Equipment Support & Mainten...	0	0	0	0	0	0	84
Equipment Rental/Leasing	0	0	0	57	0	57	0
Event Sponsorships	92,250	30,000	2,500	199,750	246,000	(46,250)	120,550
Events & Activities	3,999	0	0	19,487	0	19,487	0
NLTMC Contributions	220,441	220,441	32,848	778,149	778,153	(3)	328,438
Non-NLTMC Marketing	48,967	18,883	3,600	115,721	70,133	45,588	44,696
In-Market/Tourism	30,845	13,383	6,769	65,055	53,533	11,521	30,625
Media/Collateral/Production	19,224	18,750	22,586	70,171	75,000	(4,829)	41,614
Signage	372	6,156	0	372	24,624	(24,252)	0
Business Assn Grant Funding	6,370	3,333	0	6,370	13,333	(6,963)	0
Housing Hub In-kind	0	0	0	0	0	0	2,660
Grant Funding - First Annual	0	6,250	0	0	25,000	(25,000)	0
Grant Funding - Second Annu...	0	6,250	0	0	25,000	(25,000)	0
Chamber Activities	16,714	25,417	5,425	61,602	101,667	(40,065)	5,425
Chamber Activities - Leaders...	0	4,167	0	0	16,667	(16,667)	0
Chamber PR / Marketing	36,777	0	0	99,586	0	99,586	450
Chamber Activities - Commun...	0	0	134	0	0	0	134
Allocated Administrative Over...	80,637	0	30,138	241,926	0	241,926	247,836
Total Operating Expe...	639,719	410,916	139,551	1,938,578	1,660,651	277,927	955,921
Net Operating Income	(591,053)	(362,250)	(117,211)	(976,782)	(698,855)	(277,927)	(51,255)
Other Expense/<Inco...							
Net Income	(591,053)	(362,250)	(117,211)	(976,782)	(698,855)	(277,927)	(51,255)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	13,719	13,719	6,297	271,135	271,135	0	254,830
Total Revenues	13,719	13,719	6,297	271,135	271,135	0	254,830
 Gross Profit	 13,719	 13,719	 6,297	 271,135	 271,135	 0	 254,830
Operating Expenses							
Salaries & Wage Expense	8,347	14,646	4,654	26,321	58,585	(32,264)	16,748
Rent & Utilities	479	230	505	1,954	920	1,034	1,846
Repairs & Maintenance	0	57	0	0	57	(57)	0
Telephone & Internet	0	37	0	0	150	(150)	0
Supplies	0	155	0	0	619	(619)	0
Taxes, Licenses, Fees	0	27	0	0	109	(109)	0
Dues & Subscriptions	0	18	0	0	73	(73)	0
Staff Expenses	0	155	0	0	619	(619)	0
Event Sponsorships	0	20,000	15,270	0	162,500	(162,500)	16,270
Business Assn Grant Funding	80,000	0	72,000	105,257	0	105,257	144,000
Grant Funding - Sponsorship	28,779	21,311	0	175,025	85,244	89,781	0
Grant Funding - First Annual	9,609	13,272	0	50,871	53,088	(2,217)	0
Grant Funding - Second Annu...	0	18,333	0	0	73,333	(73,333)	0
Chamber PR / Marketing	0	7,083	0	0	28,333	(28,333)	0
Allocated Administrative Over...	18,348	0	25,309	46,035	0	46,035	57,261
Total Operating Expe...	145,562	95,326	117,738	405,463	463,632	(58,168)	236,125
Net Operating Income	(131,843)	(81,607)	(111,441)	(134,328)	(192,497)	58,168	18,705
 Other Expense/<Inco...							
Net Income	(131,843)	(81,607)	(111,441)	(134,328)	(192,497)	58,168	18,705

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	6,767	6,767	3,106	133,736	133,736	0	125,695
Retail Revenue	15,032	13,333	5,042	80,764	39,971	40,793	61,546
Total Revenues	21,799	20,100	8,148	214,500	173,707	40,793	187,241
Cost of Goods Sold	7,727	6,667	2,547	41,515	26,667	14,848	29,970
Freight & Shipping Costs	0	0	6	0	0	0	663
Artist of the Month - Consign...	0	0	819	0	0	0	819
Total Cost of Goods S...	7,727	6,667	3,372	41,515	26,667	14,848	31,452
Gross Profit	14,072	13,434	4,776	172,985	147,041	25,945	155,789
Operating Expenses							
Salaries & Wage Expense	38,035	31,019	19,359	119,898	124,078	(4,179)	81,045
Rent & Utilities	9,382	10,638	8,190	37,598	42,550	(4,952)	29,605
Repairs & Maintenance	2,227	2,557	0	3,442	10,228	(6,786)	0
Telephone & Internet	0	150	0	50	599	(549)	0
Supplies	994	519	1,283	7,543	2,076	5,467	3,845
Taxes, Licenses, Fees	0	27	4,096	1,024	109	915	4,506
Credit Card Fees	0	0	210	0	0	0	1,311
Dues & Subscriptions	0	18	0	0	73	(73)	0
Associate Relations	0	0	0	272	0	272	0
Staff Expenses	243	144	0	634	576	58	0
Depreciation	11,779	4,167	0	30,719	16,667	14,053	0
Grant Funding - Sponsorship	0	2,083	0	0	8,332	(8,332)	0
Grant Funding - First Annual	0	5,918	0	0	23,672	(23,672)	0
Grant Funding - Second Annu...	0	4,167	0	0	16,668	(16,668)	0
Allocated Administrative Over...	9,038	0	9,074	29,466	0	29,466	42,552
Total Operating Expe...	71,698	61,407	42,212	230,647	245,628	(14,981)	162,864
Net Operating Income	(57,626)	(47,973)	(37,436)	(57,661)	(98,587)	40,926	(7,074)
Other Expense/<Inco...							
Net Income	(57,626)	(47,973)	(37,436)	(57,661)	(98,587)	40,926	(7,074)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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11/20/2025
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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	5,098	5,098	2,340	100,759	100,759	0	94,700
Total Revenues	5,098	5,098	2,340	100,759	100,759	0	94,700
 Gross Profit	 5,098	 5,098	 2,340	 100,759	 100,759	 0	 94,700
Operating Expenses							
Salaries & Wage Expense	20,785	20,468	11,778	70,255	81,872	(11,617)	50,639
Rent & Utilities	558	1,161	590	2,278	4,644	(2,366)	2,154
Repairs & Maintenance	0	62	0	0	247	(247)	0
Telephone & Internet	0	162	0	0	649	(649)	0
Supplies	0	246	0	24	983	(960)	0
Mail	0	0	0	7	0	7	0
Taxes, Licenses, Fees	0	27	0	42	109	(67)	0
Dues & Subscriptions	867	18	796	4,363	73	4,290	1,989
Staff Expenses	0	182	0	748	728	20	0
Event Sponsorships	0	0	0	0	0	0	500
Business Assn Grant Funding	20,000	30,083	18,000	26,314	120,333	(94,020)	36,000
Grant Funding - Sponsorship	0	2,083	0	0	8,332	(8,332)	0
Grant Funding - Second Annu...	0	2,083	0	0	8,332	(8,332)	0
Chamber Activities	0	2,500	0	0	10,000	(10,000)	0
Chamber Activities - Commun...	0	0	0	0	0	0	(7,720)
Allocated Administrative Over...	6,088	0	8,533	14,990	0	14,990	28,001
Total Operating Expe...	48,298	59,076	39,697	119,022	236,303	(117,282)	111,563
Net Operating Income	(43,200)	(53,978)	(37,357)	(18,263)	(135,545)	117,282	(16,863)
 Other Expense/<Inco...							
Net Income	(43,200)	(53,978)	(37,357)	(18,263)	(135,545)	117,282	(16,863)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	7,045	7,045	3,234	139,233	139,233	0	130,860
Total Revenues	7,045	7,045	3,234	139,233	139,233	0	130,860
Gross Profit	7,045	7,045	3,234	139,233	139,233	0	130,860
Operating Expenses							
Salaries & Wage Expense	10,607	37,193	6,019	33,745	148,771	(115,026)	20,476
Rent & Utilities	689	537	726	2,812	4,947	(2,135)	2,653
Repairs & Maintenance	0	100	0	0	200	(200)	0
Telephone & Internet	0	87	0	0	350	(350)	0
Supplies	0	205	0	0	819	(819)	0
Taxes, Licenses, Fees	0	27	0	0	109	(109)	0
Dues & Subscriptions	0	18	0	0	73	(73)	0
Staff Expenses	0	109	0	0	437	(437)	0
Grant Funding - Sponsorship	41,845	25,000	0	220,975	100,000	120,975	0
Grant Funding - Flex	0	9,167	0	106,145	36,668	69,477	0
Grant Funding - First Annual	2,836	15,833	0	186,138	63,332	122,806	0
Grant Funding - Second Annu...	0	16,667	0	0	66,668	(66,668)	0
Allocated Administrative Over...	8,074	0	1,847	70,829	0	70,829	8,210
Total Operating Expe...	64,051	104,943	8,592	620,643	422,374	198,269	31,338
Net Operating Income	(57,006)	(97,899)	(5,358)	(481,411)	(283,142)	(198,269)	99,522
Other Expense/<Inco...							
Net Income	(57,006)	(97,899)	(5,358)	(481,411)	(283,142)	(198,269)	99,522

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,059	3,059	1,404	60,456	60,456	0	56,821
Total Revenues	3,059	3,059	1,404	60,456	60,456	0	56,821
 Gross Profit	 3,059	 3,059	 1,404	 60,456	 60,456	 0	 56,821
Operating Expenses							
Salaries & Wage Expense	9,512	8,118	6,019	32,650	32,471	179	20,476
Rent & Utilities	551	384	583	2,249	1,534	715	2,127
Repairs & Maintenance	0	71	0	0	143	(143)	0
Telephone & Internet	0	62	0	0	250	(250)	0
Supplies	0	141	0	0	565	(565)	0
Taxes, Licenses, Fees	0	27	0	0	109	(109)	0
Dues & Subscriptions	0	18	0	0	73	(73)	0
Staff Expenses	0	109	0	0	437	(437)	0
Event Sponsorships	0	3,500	0	0	26,500	(26,500)	0
Grant Funding - Sponsorship	0	7,500	0	0	30,000	(30,000)	0
Grant Funding - Flex	0	9,167	0	0	36,668	(36,668)	0
Allocated Administrative Over...	1,451	0	1,808	4,870	0	4,870	8,031
Total Operating Expe...	11,514	29,098	8,409	39,769	128,749	(88,980)	30,634
Net Operating Income	(8,455)	(26,039)	(7,005)	20,687	(68,293)	88,980	26,187
 Other Expense/<Inco...							
Net Income	(8,455)	(26,039)	(7,005)	20,687	(68,293)	88,980	26,187

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,635	4,635	2,127	91,598	91,598	0	86,090
Revenue - Interest & Investm...	7,478	4,167	2,613	30,654	8,241	22,413	3,361
Total Revenues	12,113	8,801	4,740	122,252	99,840	22,413	89,451
Gross Profit	12,113	8,801	4,740	122,252	99,840	22,413	89,451
Operating Expenses							
Grant Funding - Sponsorship	0	7,500	0	0	30,000	(30,000)	0
Grant Funding - First Annual	0	7,500	0	0	30,000	(30,000)	0
Grant Funding - Second Annu...	0	8,333	0	0	33,332	(33,332)	0
Allocated Administrative Over...	53,685	0	4,037	182,562	0	182,562	20,627
Total Operating Expe...	53,685	23,333	4,037	182,562	93,332	89,230	20,627
Net Operating Income	(41,571)	(14,532)	703	(60,310)	6,508	(66,817)	68,823
Other Expense/<Inco...							
Net Income	(41,571)	(14,532)	703	(60,310)	6,508	(66,817)	68,823

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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11/20/2025
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	<u>Oct 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							
Revenues	1,854	1,854	851	36,639	36,639	0	34,436
Total Revenues	1,854	1,854	851	36,639	36,639	0	34,436
 Gross Profit	 1,854	 1,854	 851	 36,639	 36,639	 0	 34,436
Operating Expenses							
Taxes, Licenses, Fees	3,363	10,927	1,566	33,822	43,706	(9,884)	8,620
Grant Funding - Sponsorship	0	6,250	0	0	25,000	(25,000)	0
Grant Funding - First Annual	0	6,250	0	0	25,000	(25,000)	0
Total Operating Expe...	3,363	23,427	1,566	33,822	93,706	(59,884)	8,620
Net Operating Income	(1,509)	(21,573)	(715)	2,816	(57,067)	59,884	25,816
 Other Expense/<Inco...							
Net Income	(1,509)	(21,573)	(715)	2,816	(57,067)	59,884	25,816

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,854	1,854	851	36,639	36,639	0	34,436
Total Revenues	1,854	1,854	851	36,639	36,639	0	34,436
 Gross Profit	 1,854	 1,854	 851	 36,639	 36,639	 0	 34,436
Operating Expenses							
Grant Funding - Sponsorship	0	15,449	0	0	61,796	(61,796)	0
Grant Funding - First Annual	0	19,500	0	0	78,000	(78,000)	0
Grant Funding - Second Annu...	0	9,634	0	0	38,536	(38,536)	0
Total Operating Expe...	0	44,583	0	0	178,332	(178,332)	0
Net Operating Income	1,854	(42,729)	851	36,639	(141,693)	178,332	34,436
 Other Expense/<Inco...							
Net Income	1,854	(42,729)	851	36,639	(141,693)	178,332	34,436

PL - Budget vs Actual

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

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Other	0	12,500	0	0	24,926	(24,926)	0
Total Revenues	0	12,500	0	0	24,926	(24,926)	0
Gross Profit	0	12,500	0	0	24,926	(24,926)	0
Operating Expenses							
Salaries & Wage Expense	23,817	0	0	70,184	0	70,184	0
Supplies	345	0	0	345	0	345	0
Dues & Subscriptions	822	0	652	3,431	0	3,431	652
Staff Expenses	256	0	0	256	0	256	0
Board Functions	2,703	0	0	2,703	0	2,703	0
Total Operating Expe...	27,943	0	652	76,919	0	76,919	652
Net Operating Income	(27,943)	12,500	(652)	(76,919)	24,926	(101,845)	(652)
Other Expense/<Inco...							
Net Income	(27,943)	12,500	(652)	(76,919)	24,926	(101,845)	(652)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Oct 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Special Events Revenue	0	0	0	53,184	0	53,184	0
Chamber Revenue - Member...	3,311	2,083	1,117	12,770	4,111	8,660	6,948
Total Revenues	3,311	2,083	1,117	65,954	4,111	61,843	6,948
COGS - Events	3,625	0	0	54,713	0	54,713	0
Total Cost of Goods S...	3,625	0	0	54,713	0	54,713	0
Gross Profit	(314)	2,083	1,117	11,241	4,111	7,130	6,948
Operating Expenses							
Salaries & Wage Expense	8,254	0	450	8,254	0	8,254	450
Rent & Utilities	(805)	0	0	449	0	449	0
Supplies	408	0	0	2,611	0	2,611	0
Taxes, Licenses, Fees	0	0	0	976	0	976	0
Dues & Subscriptions	0	0	0	225	0	225	0
Staff Expenses	0	0	0	774	0	774	0
Chamber Activities	0	5,000	0	0	20,000	(20,000)	0
Chamber Activities - Member...	0	0	0	8,250	0	8,250	0
Chamber PR / Marketing	0	0	0	530	0	530	0
Total Operating Expe...	7,858	5,000	450	22,070	20,000	2,070	450
Net Operating Income	(8,172)	(2,917)	667	(10,828)	(15,889)	5,061	6,498
Other Expense/<Inco...							
Net Income	(8,172)	(2,917)	667	(10,828)	(15,889)	5,061	6,498

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Oct 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	99,791	75,863	67,878	346,166	303,450	42,715	254,073
Rent & Utilities	4,303	3,582	4,080	19,418	14,329	5,089	16,318
Repairs & Maintenance	499	1,515	325	8,357	6,059	2,297	3,643
Telephone & Internet	2,267	785	1,045	9,708	3,138	6,570	5,746
Supplies	6,684	1,182	2,407	9,187	4,727	4,459	17,430
Mail	0	0	31	5,246	0	5,246	85
Taxes, Licenses, Fees	2,966	428	573	16,942	1,712	15,230	2,688
Credit Card Fees	0	0	0	2	0	2	0
Dues & Subscriptions	8,219	1,671	1,592	36,652	6,682	29,970	9,517
Insurance/Bonding	718	1,368	959	15,117	5,472	9,645	3,873
Associate Relations	0	0	0	571	0	571	0
Staff Expenses	1,605	3,112	293	11,826	12,446	(620)	6,832
Board Functions	2,668	2,185	1,643	5,529	8,742	(3,212)	13,673
Professional Fees	24,209	12,500	3,149	53,251	50,000	3,251	58,147
Equipment Support & Mainten...	12,779	4,000	4,764	46,515	16,000	30,515	17,264
Depreciation	239	0	239	1,193	0	1,193	869
Event Sponsorships	0	0	0	5,000	0	5,000	0
Business Assn Grant Funding	0	2,917	0	0	11,667	(11,667)	0
Allocated Administrative Over...	(177,321)	0	(80,746)	(590,677)	0	(590,677)	(412,518)
Total Operating Expe...	(10,374)	111,106	8,231	0	444,424	(444,424)	(2,361)
Net Operating Income	10,374	(111,106)	(8,231)	0	(444,424)	444,424	2,428
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	10,374	(111,106)	(8,231)	0	(444,424)	444,424	303

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

October 31, 2025

Balance Sheet Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of October 31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF OCTOBER 31, 2025	AS OF OCTOBER 31, 2024 (PY)	CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	27,038.28	174,834.80	-147,796.52	-84.53 %
Total for Bank Accounts	\$27,038.28	\$174,834.80	-\$147,796.52	-84.53 %
Accounts Receivable				
1200-00 Accounts Receivable	0.00	46,129.77	-46,129.77	-100.0 %
Total for Accounts Receivable	\$0.00	\$46,129.77	-\$46,129.77	-100.0 %
Other Current Assets				
1350-00 Security Deposits	100.00	100.00	0.00	0.0 %
Total for Other Current Assets	\$100.00	\$100.00	\$0.00	0.0 %
Total for Current Assets	\$27,138.28	\$221,064.57	-\$193,926.29	-87.72 %
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	1,823.24	19,366.68	-17,543.44	-90.59 %
Total for Other Assets	\$1,823.24	\$19,366.68	-\$17,543.44	-90.59 %
Total for Assets	\$28,961.52	\$240,431.25	-\$211,469.73	-87.95 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	57,545.98	127,321.12	-69,775.14	-54.8 %
Total for Accounts Payable	\$57,545.98	\$127,321.12	-\$69,775.14	-54.8 %
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	\$57,545.98	\$241,071.12	-\$183,525.14	-76.13 %
Long-term Liabilities				
Total for Liabilities	\$57,545.98	\$241,071.12	-\$183,525.14	-76.13 %
Equity				
32000 Unrestricted Net Assets	14,757.78	93,869.11	-79,111.33	-84.28 %
Net Income	-43,342.24	-94,508.98	51,166.74	54.14 %
Total for Equity	-\$28,584.46	-\$639.87	-\$27,944.59	-4367.23 %
Total for Liabilities and Equity	\$28,961.52	\$240,431.25	-\$211,469.73	-87.95 %

A/P Aging Summary Report

NORTH LAKE TAHOE MARKETING COOPERATIVE

As of October 31, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
62ABOVE, LLC	11,037.89					11,037.89
Alibi Ale Works LLC	1,131.00					1,131.00
High Sierra Visitors Council, Inc					2,500.00	2,500.00
Michael Steffen					0.00	0.00
The Ritz-Carlton, Lake Tahoe		34,062.00				34,062.00
Travel North Tahoe Nevada		8,815.09				8,815.09
TOTAL	12,168.89	42,877.09			2,500.00	\$57,545.98

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	OCT 1 - OCT 31 2025	OCT 1 - OCT 31 2024 (PY)	CHANGE (PY)	% CHANGE (PY)
Income				
4000-00 LTIVCBVB Funding	\$45,833.00	\$45,833.00	\$0.00	0.0 %
4000-01 LTIVCBVB Funding Add-On		20,000.00	-20,000.00	-100.0 %
Total for 4000-00 LTIVCBVB Funding	\$45,833.00	\$65,833.00	-\$20,000.00	-30.38 %
4001-00 NLTRA Funding	220,441.25	113,750.00	106,691.25	93.79 %
Total for Income	\$266,274.25	\$179,583.00	\$86,691.25	48.27 %
Cost of Sales				
Gross Profit	\$266,274.25	\$179,583.00	\$86,691.25	48.27 %
Expenses				
5000-00 CONSUMER MARKETING				
5001-00 Broadcast / Radio - High Notes	142,822.00		142,822.00	
5007-00 Creative Production				
5007-01 Creative Production	11,186.25	16,131.25	-4,945.00	-30.65 %
5007-02 Website Production		2,323.75	-2,323.75	-100.0 %
5007-03 Photo/Video Creative		1,736.38	-1,736.38	-100.0 %
Total for 5007-00 Creative Production	\$11,186.25	\$20,191.38	-\$9,005.13	-44.6 %
5010-00 Account Strategy & Management	7,000.00	14,000.00	-7,000.00	-50.0 %
5018-00 Media Commission	25,203.00	13,563.01	11,639.99	85.82 %
5002-01 Native Display		19,272.18	-19,272.18	-100.0 %
5005-00 Paid Social		31,889.08	-31,889.08	-100.0 %
5005-01 Digital Display / Retargeting		20,162.26	-20,162.26	-100.0 %
5016 Video Streaming		15,160.53	-15,160.53	-100.0 %
5018-01 Digital Ad Serving		244.00	-244.00	-100.0 %
5020-00 Search Engine Marketing		22,964.72	-22,964.72	-100.0 %
5021-01 Stewardship Campaign		5,250.00	-5,250.00	-100.0 %
Total for 5000-00 CONSUMER MARKETING	\$186,211.25	\$162,697.16	\$23,514.09	14.45 %
5110-00 LEISURE SALES				
5111-00 FAMs - Domestic	6,521.18		6,521.18	
5137-00 Co-op Opportunities	34,062.00	3,375.00	30,687.00	909.24 %
5147-00 AUS / Gate 7	9,913.25	14,624.50	-4,711.25	-32.21 %
5154-00 Canada	7,800.00	7,800.00	0.00	0.0 %
5157-00 International Efforts	1,462.90	750.00	712.90	95.05 %
5143-00 Mountain Travel Symposium		391.40	-391.40	-100.0 %
Total for 5110-00 LEISURE SALES	\$59,759.33	\$26,940.90	\$32,818.43	121.82 %
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	1,365.00	-365.00	-26.74 %
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	

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	OCT 1 - OCT 31 2025	OCT 1 - OCT 31 2024 (PY)	CHANGE (PY)	% CHANGE (PY)
5209-00 Domestic Travel Media FAMS	1,570.62	1,355.10	215.52	15.9 %
5211-00 Social Media Strategy & Mgmt	5,000.00	6,000.00	-1,000.00	-16.67 %
5222-00 Media Tracking / Membership	250.00	883.02	-633.02	-71.69 %
5210-00 Content Dev - Newsletters		2,180.00	-2,180.00	-100.0 %
5216-00 PR Content Development + Distri		1,200.00	-1,200.00	-100.0 %
Total for 5200-00 PUBLIC RELATIONS	\$15,820.62	\$19,683.12	-\$3,862.50	-19.62 %
6000-00 CONFERENCE SALES				
6005-00 Paid Media	7,601.88	2,333.11	5,268.77	225.83 %
6007-00 Creative Production	20,000.00	5,215.00	14,785.00	283.51 %
6015-00 MCC National Memberships	125.00		125.00	
6018-00 MCC Media Commission	1,341.51	401.51	940.00	234.12 %
6153-00 Chicago Sales Rep Support	117.00		117.00	
6003-00 Geo-Fence Targeting		629.91	-629.91	-100.0 %
6004-00 Email		480.00	-480.00	-100.0 %
6018-01 MCC Digital Ad Serving		4.69	-4.69	-100.0 %
Total for 6000-00 CONFERENCE SALES	\$29,185.39	\$9,064.22	\$20,121.17	221.98 %
7000-00 COMMITTED & ADMIN EXPENSES				
5009-00 Fulfillment / Mail	120.99		120.99	
7001-00 Miscellaneous	444.07		444.07	
7002-00 CRM Subscription	443.51		443.51	
7004-00 Research	1,823.24	3,300.83	-1,477.59	-44.76 %
7008-00 Opportunistic Funds	1,131.00		1,131.00	
8600-00 Staff Industry Travel	10,605.89		10,605.89	
8700-00 Automobile Expense*	43.23		43.23	
7007-00 Destimetrics / DMX		9,660.00	-9,660.00	-100.0 %
Total for 7000-00 COMMITTED & ADMIN EXPENSES	\$14,611.93	\$12,960.83	\$1,651.10	12.74 %
8000-00 WEBSITE CONTENT & MAINTENANCE				
8002-00 Content Manager Contractor	4,000.00		4,000.00	
8003-00 Website Hosting Maintenance	717.00	534.00	183.00	34.27 %
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	\$12,967.00	\$10,734.00	\$2,233.00	20.8 %
6100-00 TRADE SHOWS				
6183-00 Smart Meetings NorCal		5,750.00	-5,750.00	-100.0 %
Total for 6100-00 TRADE SHOWS		\$5,750.00	-\$5,750.00	-100.0 %
Total for Expenses	\$318,555.52	\$247,830.23	\$70,725.29	28.54 %
Net Operating Income	-\$52,281.27	-\$68,247.23	\$15,965.96	23.39 %
Other Income				

Profit and Loss Comparison

NORTH LAKE TAHOE MARKETING COOPERATIVE

October 1-31, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	OCT 1 - OCT 31 2025	OCT 1 - OCT 31 2024 (PY)	CHANGE (PY)	% CHANGE (PY)
Other Expenses				
Net Other Income				
Net Income	-\$52,281.27	-\$68,247.23	\$15,965.96	23.39 %

	Oct 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	100.00%	183,332.00	183,332.00	0.00	100.00%
4001-00 NLTRA Funding	220,441.25	220,441.25	0.00	100.00%	778,149.25	778,152.50	-3.25	100.00%
Total Income	\$ 266,274.25	\$ 266,274.25	\$ 0.00	100.00%	\$ 961,481.25	\$ 961,484.50	-\$ 3.25	100.00%
Gross Profit	\$ 266,274.25	\$ 266,274.25	\$ 0.00	100.00%	\$ 961,481.25	\$ 961,484.50	-\$ 3.25	100.00%
Expenses								
5000-00 CONSUMER MARKETING			0.00		0.00	0.00	0.00	
5001-00 Broadcast / Radio - High Notes	142,822.00	138,268.00	4,554.00	103.29%	314,704.79	306,226.00	8,478.79	102.77%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production	11,186.25	0.00	11,186.25		41,953.88	20,000.00	21,953.88	209.77%
5007-03 Photo/Video Creative		0.00	0.00		119,646.48	115,000.00	4,646.48	104.04%
Total 5007-00 Creative Production	\$ 11,186.25	\$ 0.00	\$ 11,186.25		\$ 161,600.36	\$ 135,000.00	\$ 26,600.36	119.70%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	31,556.25	28,000.00	3,556.25	112.70%
5018-00 Media Commission	25,203.00	24,399.00	804.00	103.30%	51,057.46	58,763.00	-7,705.54	86.89%
5018-03 Strategic Marketing Plan		0.00	0.00		10,000.00	10,000.00	0.00	100.00%
5021-01 Stewardship Campaign		0.00	0.00		23,232.44	36,775.00	-13,542.56	63.17%
Total 5000-00 CONSUMER MARKETING	\$ 186,211.25	\$ 169,667.00	\$ 16,544.25	109.75%	\$ 592,151.30	\$ 574,764.00	\$ 17,387.30	103.03%
5110-00 LEISURE SALES			0.00		0.00	0.00	0.00	
5107-00 Creative Production			0.00		480.00	0.00	480.00	
5111-00 FAMS - Domestic	6,521.18	0.00	6,521.18		6,521.18	4,000.00	2,521.18	163.03%
5131-00 FAMS -Intl - Travel Trade		1,000.00	-1,000.00	0.00%	827.37	1,000.00	-172.63	82.74%
5137-00 Co-op Opportunities	34,062.00	0.00	34,062.00		34,062.00	30,000.00	4,062.00	113.54%
5143-00 Mountain Travel Symposium		0.00	0.00		0.00	2,945.00	-2,945.00	0.00%
5145-00 TIA Annual Dues		2,775.00	-2,775.00	0.00%	0.00	2,775.00	-2,775.00	0.00%
5147-00 AUS / Gate 7	9,913.25	9,913.00	0.25	100.00%	19,826.50	19,826.00	0.50	100.00%
5154-00 Canada	7,800.00	7,800.00	0.00	100.00%	15,600.00	15,600.00	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	1,462.90	0.00	1,462.90		1,462.90	1,500.00	-37.10	97.53%
Total 5110-00 LEISURE SALES	\$ 59,759.33	\$ 21,488.00	\$ 38,271.33	278.11%	\$ 78,779.95	\$ 81,246.00	-\$ 2,466.05	96.96%
5200-00 PUBLIC RELATIONS			0.00		0.00	0.00	0.00	
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	7,000.00	0.00	100.00%	28,000.00	28,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,000.00	0.00	100.00%	5,756.00	4,000.00	1,756.00	143.90%
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%	2,800.00	2,800.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma	300.00		300.00		600.00	0.00	600.00	
5209-00 Domestic Travel Media FAMS	1,570.62	6,400.00	-4,829.38	24.54%	2,887.28	12,800.00	-9,912.72	22.56%
5210-00 Content Dev - Newsletters		0.00	0.00		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%	20,000.00	20,000.00	0.00	100.00%
5221-00 Photography & Video Asset Dev		0.00	0.00		6,250.00	6,250.00	0.00	100.00%
5222-00 Media Tracking / Membership	250.00	250.00	0.00	100.00%	1,000.00	1,000.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 15,820.62	\$ 20,350.00	-\$ 4,529.38	77.74%	\$ 73,993.28	\$ 76,550.00	-\$ 2,556.72	96.66%
6000-00 CONFERENCE SALES			0.00		0.00	0.00	0.00	
6004-00 Email			0.00		480.00	0.00	480.00	
6005-00 Paid Media	7,601.88	8,713.00	-1,111.12	87.25%	7,601.88	8,713.00	-1,111.12	87.25%
6006-00 CVENT		0.00	0.00		0.00	12,980.00	-12,980.00	0.00%
6007-00 Creative Production	20,000.00	20,000.00	0.00	100.00%	20,000.00	20,000.00	0.00	100.00%
6014-00 MCC Group Incentive Program		0.00	0.00		2,000.00	2,000.00	0.00	100.00%
6015-00 MCC National Memberships	125.00	500.00	-375.00	25.00%	125.00	1,000.00	-875.00	12.50%
6018-00 MCC Media Commission	1,341.51	1,538.00	-196.49	87.22%	1,395.57	1,538.00	-142.43	90.74%
6153-00 Chicago Sales Rep Support	117.00	0.00	117.00		172.09	0.00	172.09	
Total 6000-00 CONFERENCE SALES	\$ 29,185.39	\$ 30,751.00	-\$ 1,565.61	94.91%	\$ 31,774.54	\$ 46,231.00	-\$ 14,456.46	68.73%
6100-00 TRADE SHOWS			0.00		0.00	0.00	0.00	
6111-00 Site Inspections		500.00	-500.00	0.00%	0.00	1,000.00	-1,000.00	0.00%
6143-00 Connect Marketplace			0.00		4,450.00	0.00	4,450.00	
6151-00 Destination CA		0.00	0.00		5,000.00	5,000.00	0.00	100.00%
6155-00 Connect Trade Shows		0.00	0.00		0.00	5,000.00	-5,000.00	0.00%

6182-00 Destination Celebration		0.00	0.00			0.00	2,000.00	-2,000.00	0.00%
Total 6100-00 TRADE SHOWS	\$	0.00	\$	500.00	-\$	500.00			0.00%
7000-00 COMMITTED & ADMIN EXPENSES						0.00	0.00	0.00	
5009-00 Fulfillment / Mail		120.99		150.00		-29.01	80.66%	341.98	600.00
5021-00 RASC-Reno Air Service Corp						0.00		0.50	0.00
5123-00 HSVC - High Sierra Visitors				0.00		0.00		2,500.00	2,500.00
5124-00 Reno Tahoe Territory Membership				0.00		0.00		0.00	1,000.00
7001-00 Miscellaneous		444.07		0.00		444.07		444.07	0.00
7002-00 CRM Subscription		443.51		2,500.00		-2,056.49	17.74%	4,350.30	5,000.00
7004-00 Research		1,823.24		0.00		1,823.24		31,823.39	36,500.00
7007-00 Destimetrics / DMX				8,441.00		-8,441.00	0.00%	14,910.00	16,882.00
7008-00 Opportunistic Funds		1,131.00		0.00		1,131.00		48,831.00	50,000.00
8600-00 Staff Industry Travel		10,605.89		0.00		10,605.89		10,605.89	7,500.00
8700-00 Automobile Expense*		43.23				43.23		77.29	0.00
Total 7000-00 COMMITTED & ADMIN EXPENSES	\$	14,611.93	\$	11,091.00	\$	3,520.93	131.75%	\$	113,884.42
8000-00 WEBSITE CONTENT & MAINTENANCE						0.00		0.00	0.00
8001-00 Social Media Contractor				0.00		0.00		50,000.00	50,000.00
8002-00 Content Manager Contractor		4,000.00		4,000.00		0.00	100.00%	20,000.00	16,000.00
8003-00 Website Hosting Maintenance		717.00		178.00		539.00	402.81%	1,790.00	712.00
8004-00 Website Strategy & Maintenance		7,250.00		7,250.00		0.00	100.00%	29,000.00	29,000.00
8005-00 Website SEO Strategy/Maint		1,000.00		1,000.00		0.00	100.00%	4,000.00	4,000.00
Total 8000-00 WEBSITE CONTENT & MAINTENANCE	\$	12,967.00	\$	12,428.00	\$	539.00	104.34%	\$	104,790.00
Total Expenses	\$	318,555.52	\$	266,275.00	\$	52,280.52	119.63%	\$	1,004,823.49
Net Operating Income	-\$	52,281.27	-\$	0.75	-\$	52,280.52	6970836.00%	-\$	43,342.24
Net Income	-\$	52,281.27	-\$	0.75	-\$	52,280.52	6970836.00%	-\$	43,342.24