

**North Lake Tahoe Resort Association**  
**Proposed Budget Overview**  
 July 2018 through June 2019

**NLTRA Proposed Budget FY 2018-19**

|   | 11 - Marketing   | 30 - Conference  | 42 - VIC         | 60 - Membership  | 51 - TMPI        | 70 - Administration | PROPOSED<br>BUDGET TOTAL | BUDGET TOTAL     |
|---|------------------|------------------|------------------|------------------|------------------|---------------------|--------------------------|------------------|
|   | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19    | Jul '18 - Jun 19         | Jul '17 - Jun 18 |
| <b>Ordinary Income/Expense</b>                        |                  |                  |                  |                  |                  |                     |                          |                  |
| <b>Income</b>   |                  |                  |                  |                  |                  |                     |                          |                  |
| 4200-00 - Membership Dues                             |                  |                  |                  | 128,000          |                  |                     | 128,000                  | 150,000          |
| 4201-00 - New Member Fees                             |                  |                  |                  | 0                |                  |                     | 0                        | 75               |
| 4205-00 - Conference Dues                             |                  | 9,900            |                  |                  |                  |                     | 9,900                    | 7,690            |
| 4250-00 - Revenues-Membership Activities              |                  |                  |                  |                  |                  |                     |                          |                  |
| 4250-01 - Community Awards                            |                  |                  |                  |                  |                  |                     |                          |                  |
| 4250-04 - Silent Auction                              |                  |                  |                  | 19,000           |                  |                     | 19,000                   | 12,000           |
| 4250-05 - Sponsorships                                |                  |                  |                  | 13,000           |                  |                     | 13,000                   | 6,500            |
| 4250-01 - Community Awards - Other                    |                  |                  |                  | 18,000           |                  |                     | 18,000                   | 22,500           |
| <b>Total 4250-01 - Community Awards</b>               |                  |                  |                  | <b>50,000</b>    |                  |                     | <b>50,000</b>            | <b>41,000</b>    |
| 4250-02 - Chamber Events                              |                  |                  |                  | 2,500            |                  |                     | 2,500                    | 12,725           |
| 4250-03 - Summer/Winter Rec Luncheon                  |                  |                  |                  | 8,000            |                  |                     | 8,000                    | 7,300            |
| 4251-00 - Tues AM Breakfast Club                      |                  |                  |                  |                  |                  |                     |                          |                  |
| 4251-01 - Tues AM Breakfast Club Sponsors             |                  |                  |                  | 3,050            |                  |                     | 3,050                    | 2,000            |
| 4251-00 - Tues AM Breakfast Club - Other              |                  |                  |                  | 6,960            |                  |                     | 6,960                    | 8,250            |
| <b>Total 4251-00 - Tues AM Breakfast Club</b>         |                  |                  |                  | <b>10,010</b>    |                  |                     | <b>10,010</b>            | <b>10,250</b>    |
| 4250-00 - Revenues-Membership Activities - Other      |                  |                  |                  | 0                |                  |                     | 0                        | 1,925            |
| <b>Total 4250-00 - Revenues-Membership Activities</b> |                  |                  |                  | <b>70,510</b>    |                  |                     | <b>70,510</b>            | <b>73,200</b>    |
| 4252-00 - Sponsorships                                |                  |                  |                  | 0                |                  |                     | 0                        |                  |
| 4600-00 - Commissions                                 |                  |                  |                  |                  |                  |                     |                          |                  |
| 4601-00 - Commissions - South Shore                   |                  | 20,004           |                  |                  |                  |                     | 20,004                   | 15,121           |
| 4600-00 - Commissions - Other                         |                  | 30,000           |                  |                  |                  |                     | 30,000                   | 106,771          |
| <b>Total 4600-00 - Commissions</b>                    |                  | <b>50,004</b>    |                  |                  |                  |                     | <b>50,004</b>            | <b>121,892</b>   |
| 46000 - Merchandise Sales                             |                  |                  |                  |                  |                  |                     |                          |                  |
| 4502-00 - Non-Retail VIC income                       |                  |                  | 9,500            |                  |                  |                     | 9,500                    | 9,000            |
| 46000 - Merchandise Sales - Other                     |                  |                  | 95,000           |                  |                  |                     | 95,000                   | 93,356           |
| <b>Total 46000 - Merchandise Sales</b>                |                  |                  | <b>104,500</b>   |                  |                  |                     | <b>104,500</b>           | <b>102,356</b>   |
| <b>Total Income</b>                                   | <b>0</b>         | <b>59,904</b>    | <b>104,500</b>   | <b>198,510</b>   |                  |                     | <b>362,914</b>           | <b>455,213</b>   |
| <b>Gross Profit</b>                                   | <b>0</b>         | <b>59,904</b>    | <b>104,500</b>   | <b>198,510</b>   |                  |                     | <b>362,914</b>           | <b>455,213</b>   |
| <b>Expense</b>  |                  |                  |                  |                  |                  |                     |                          |                  |
| 5000-00 - Salaries & Wages                            |                  |                  |                  |                  |                  |                     |                          |                  |
| 5000-01 - In-Market Administration                    | 16,500           |                  |                  | -16,500          |                  |                     | 0                        | -                |
| 5010-00 - Sales Commissions                           |                  | 7,600            |                  |                  |                  |                     | 7,600                    | 31,378           |
| 5020-00 - P/R - Tax Expense                           | 22,712           | 13,977           | 17,550           | 6,566            | 401              | 25,577              | 86,783                   | 105,626          |
| 5030-00 - P/R - Health Insurance Expense              | 48,960           | 19,590           | 21,672           | 10,656           | 42               | 31,770              | 132,690                  | 122,314          |
| 5040-00 - P/R - Workmans Comp                         | 2,268            | 2,065            | 5,193            | 87               | 47               | 2,251               | 11,911                   | 6,287            |
| 5060-00 - 401 (k)                                     | 12,978           | 6,657            | 6,924            | 3,145            | 272              | 13,050              | 43,026                   | 35,773           |
| 5070-00 - Other Benefits and Expenses                 | 2,008            | 1,004            | 1,225            | 792              | 0                | 2,000               | 7,029                    | 5,530            |
| 5000-00 - Salaries & Wages - Other                    | 324,453          | 158,827          | 173,103          | 78,636           | 6,798            | 326,250             | 1,068,067                | 1,154,729        |
| <b>Total 5000-00 - Salaries &amp; Wages</b>           | <b>429,879</b>   | <b>209,720</b>   | <b>225,667</b>   | <b>83,382</b>    | <b>7,560</b>     | <b>400,898</b>      | <b>1,357,106</b>         | <b>1,461,637</b> |
| 5100-00 - Rent  |                  |                  |                  |                  |                  |                     |                          |                  |
| 5110-00 - Utilities                                   | 1,620            | 840              | 7,650            | 605              |                  | 1,476               | 12,191                   | 12,006           |
| 5140-00 - Repairs & Maintenance                       | 13,639           | 516              | 27,500           | 300              |                  | 4,500               | 46,455                   | 8,258            |
| 5150-00 - Office - Cleaning                           | 2,700            | 1,224            | 2,847            | 1,177            |                  | 2,497               | 10,445                   | 8,995            |
| 5100-00 - Rent - Other                                | 23,805           | 11,433           | 84,297           | 9,826            |                  | 26,107              | 155,468                  | 163,716          |
| <b>Total 5100-00 - Rent</b>                           | <b>41,764</b>    | <b>14,013</b>    | <b>122,294</b>   | <b>11,908</b>    |                  | <b>34,580</b>       | <b>224,559</b>           | <b>192,974</b>   |
| 5310-00 - Telephone                                   |                  |                  |                  |                  |                  |                     |                          |                  |
| 5320-00 - Telephone                                   | 8,040            | 2,472            | 0                | 3,036            |                  | 12,000              | 25,548                   | 30,565           |
| 5310-00 - Telephone - Other                           |                  |                  | 5,535            |                  |                  |                     | 5,535                    | 288              |
| <b>Total 5310-00 - Telephone</b>                      | <b>8,040</b>     | <b>2,472</b>     | <b>5,535</b>     | <b>3,036</b>     |                  | <b>12,000</b>       | <b>31,083</b>            | <b>30,853</b>    |
| 5420-00 - Mail - USPS                                 |                  |                  |                  |                  |                  |                     |                          |                  |
| 5470-00 - Mail - UPS                                  | 0                |                  | 0                |                  |                  |                     | 0                        | 1,019            |
| 5480-00 - Mail - Fed Ex                               | 0                |                  | 0                |                  |                  | 0                   | 0                        | 349              |
| 5420-00 - Mail - USPS - Other                         | 900              | 504              | 1,744            | 1,000            |                  | 1,059               | 5,207                    | 2,977            |
| <b>Total 5420-00 - Mail - USPS</b>                    | <b>900</b>       | <b>504</b>       | <b>1,744</b>     | <b>1,000</b>     |                  | <b>1,059</b>        | <b>5,207</b>             | <b>4,346</b>     |
| 5510-00 - Insurance/Bonding                           | 2,028            | 1,377            | 1,753            | 775              |                  | 205                 | 6,138                    | 9,518            |
| 5520-00 - Supplies                                    |                  |                  |                  |                  |                  |                     |                          |                  |
| 5525-00 - Supplies - Computer <\$1000                 | 3,600            | 0                | 1,500            | 500              |                  | 2,000               | 7,600                    | 4,743            |
| 5520-00 - Supplies - Other                            | 5,000            | 618              | 7,375            | 1,000            |                  | 7,500               | 21,493                   | 15,030           |
| <b>Total 5520-00 - Supplies</b>                       | <b>8,600</b>     | <b>618</b>       | <b>8,875</b>     | <b>1,500</b>     |                  | <b>9,500</b>        | <b>29,093</b>            | <b>19,773</b>    |
| 5610-00 - Depreciation                                | 240              | 94               | 1,049            | 96               |                  | 650                 | 2,129                    | 4,805            |
| 5700-00 - Equipment Support & Maintenance             | 3,500            | 1,685            | 3,600            | 672              |                  | 3,955               | 13,412                   | 13,562           |
| 5710-00 - Taxes, Licenses & Fees                      | 0                | 96               | 155              | 200              |                  | 12,500              | 12,951                   | 10,151           |
| 5740-00 - Equipment Rental/Leasing                    | 3,780            | 1,856            | 5,150            | 2,990            |                  | 3,950               | 17,726                   | 19,094           |
| 5800-00 - Training Seminars                           | 4,500            | 0                | 5,000            | 1,950            |                  | 5,000               | 16,450                   | 20,097           |
| 5810-00 - Public Outreach                             |                  |                  |                  |                  |                  |                     | 0                        | 5,056            |
| 5815 - Training Video Series                          |                  |                  |                  |                  |                  |                     | 0                        | 13,631           |
| 5850-00 - Artist of Month - Commissions               |                  |                  | 5,500            |                  |                  |                     | 5,500                    | 2,500            |
| 5900-00 - Professional Fees                           |                  |                  |                  |                  |                  |                     |                          |                  |
| 5910-00 - Professional Fees - Attorneys               | 1,500            |                  |                  |                  |                  | 7,500               | 9,000                    | 10,000           |
| 5920-00 - Professional Fees - Accountant              |                  |                  |                  |                  |                  | 25,000              | 25,000                   | 22,000           |
| 5921-00 - Professional Fees - Other                   | 5,000            |                  |                  | 1,500            |                  | 19,500              | 26,000                   | 3,750            |
| <b>Total 5900-00 - Professional Fees</b>              | <b>6,500</b>     |                  |                  | <b>1,500</b>     |                  | <b>52,000</b>       | <b>60,000</b>            | <b>35,750</b>    |
| 5941-00 - Research & Planning                         | 5,000            |                  |                  |                  |                  |                     | 5,000                    | 12,318           |
| 6020-00 - Programs                                    |                  |                  |                  |                  |                  |                     |                          |                  |
| 6016-00 - Special Event Partnership                   | 50,000           |                  |                  |                  |                  |                     | 50,000                   | 50,000           |
| 6018-00 - Business Assoc. Grants                      | 30,000           |                  |                  |                  |                  |                     | 30,000                   | 30,000           |
| <b>Total 6020-00 - Programs</b>                       | <b>80,000</b>    |                  |                  |                  |                  |                     | <b>80,000</b>            | <b>80,000</b>    |
| 6420-00 - Events                                      |                  |                  |                  |                  |                  |                     |                          |                  |
| 6420-01 - Sponsorships                                |                  |                  |                  |                  |                  |                     |                          |                  |
| 6023-00 - Autumn Food & Wine                          | 37,375           |                  |                  |                  |                  |                     | 37,375                   | 37,000           |

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|--|-------------------|------------------|------------------|------------------|------------------|---------------------|-----------------------|-------------------|
|  | Jul '18 - Jun 19  | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19 | Jul '18 - Jun 19    | Jul '18 - Jun 19      | Jul '17 - Jun 18  |
| 6421-01 - 4th of July Fireworks                | 20,300            |                  |                  |                  |                  |                     | 20,300                | 20,000            |
| 6421-02 - AMGEN Tour of California             | 0                 |                  |                  |                  |                  |                     | 0                     | 22,000            |
| 6421-03 - Barcelona Soccer                     | 0                 |                  |                  |                  |                  |                     | 0                     | 3,000             |
| 6421-04 - Broken Arrow Skyrace                 | 20,000            |                  |                  |                  |                  |                     | 20,000                | 15,000            |
| 6421-05 - No Barriers                          | 12,400            |                  |                  |                  |                  |                     | 12,400                | -                 |
| 6421-06 - Spartan                              | 254,500           |                  |                  |                  |                  |                     | 254,500               | 254,000           |
| 6421-07 - Tahoe Lacrosse Tournament            | 5,000             |                  |                  |                  |                  |                     | 5,000                 | 5,000             |
| 6421-08 - Tough Mudder                         | 35,550            |                  |                  |                  |                  |                     | 35,550                | 40,000            |
| 6421-09 - Wanderlust                           | 37,700            |                  |                  |                  |                  |                     | 37,700                | 37,000            |
| 6421-10 - WinterWonderGrass - Tahoe            | 19,400            |                  |                  |                  |                  |                     | 19,400                | 19,400            |
| 6421-12 - World Cup                            | 0                 |                  |                  |                  |                  |                     | 0                     | -                 |
| 6421-13 - Big Blue Adventure                   | 0                 |                  |                  |                  |                  |                     | 0                     | 15,000            |
| 6421-15 - Lake Tahoe Dance Collective          | 0                 |                  |                  |                  |                  |                     | 0                     | 5,000             |
| 6421-16 - Mountain Travel Symposium            | 5,000             |                  |                  |                  |                  |                     | 5,000                 | -                 |
| <b>Total 6420-01 - Sponsorships</b>            | <b>447,225</b>    |                  |                  |                  |                  |                     | <b>447,225</b>        | <b>472,400</b>    |
| 6421-00 - New Event Development                | 58,000            |                  |                  |                  |                  |                     | 58,000                | 17,600            |
| 6422-00 - Event Media                          |                   |                  |                  |                  |                  |                     |                       |                   |
| 6422-03 - Human Powered Sports Campaign        |                   |                  |                  |                  |                  |                     | 0                     | 25,000            |
| 6422-04 - PR                                   |                   |                  |                  |                  |                  |                     | 0                     | -                 |
| 6422-06 - Music Campaign                       |                   |                  |                  |                  |                  |                     | 0                     |                   |
| 6422-00 - Event Media - Other                  |                   |                  |                  |                  |                  |                     | 0                     |                   |
| <b>Total 6422-00 - Event Media</b>             |                   |                  |                  |                  |                  |                     | <b>0</b>              |                   |
| 6424-00 - Event Operation Expenses             | 8,000             |                  |                  |                  |                  |                     | 8,000                 | 9,000             |
| <b>Total 6420-00 - Events</b>                  | <b>513,225</b>    |                  |                  |                  |                  |                     | <b>513,225</b>        | <b>524,000</b>    |
| 6423-00 - Membership Activities                |                   |                  |                  |                  |                  |                     |                       |                   |
| 6434-00 - Community Awards Dinner              |                   |                  |                  | 27,500           |                  |                     | 27,500                | 18,500            |
| 6436-00 - Membership - Wnt/Sum Rec Lunch       |                   |                  |                  | 5,000            |                  |                     | 5,000                 | 4,185             |
| 6437-00 - Tuesday Morning Breakfast Club       |                   |                  |                  | 7,150            |                  |                     | 7,150                 | 7,150             |
| 6442-00 - Public Relations/Website             |                   |                  |                  | 5,628            |                  |                     | 5,628                 | 8,465             |
| 6443-00 - Membership - Bridal Faire            |                   |                  |                  |                  |                  |                     | 0                     | -                 |
| 6444-00 - Trades                               |                   |                  |                  |                  |                  |                     | 0                     | 2,130             |
| 6423-00 - Membership Activities - Other        |                   |                  |                  |                  |                  |                     | 0                     | 750               |
| <b>Total 6423-00 - Membership Activities</b>   |                   |                  |                  | <b>45,278</b>    |                  | <b>0</b>            | <b>45,278</b>         | <b>41,180</b>     |
| 6490-00 - Classified Ads                       |                   |                  |                  |                  |                  |                     |                       | 773               |
| 6701-00 - Market Study Reports/Research        |                   |                  |                  |                  |                  |                     |                       | 1,242             |
| 6730-00 - Marketing Cooperative/Media          | 1,336,604         | 123,219          |                  |                  |                  |                     | 1,459,823             | 1,411,821         |
| 6740-00 - Media/Collateral/Production          |                   |                  |                  |                  |                  |                     | 0                     | 5,000             |
| 6742-00 - Non-NLT Co-Op Marketing Program      | 10,000            |                  | 40,000           |                  |                  |                     | 50,000                | 84,000            |
| 6743-00 - BACC Marketing Programs              |                   |                  |                  |                  |                  |                     |                       |                   |
| 6743-01 - Shop Local                           | 20,000            |                  |                  |                  |                  |                     | 20,000                | 20,000            |
| 6743-03 - Touch Lake Tahoe                     | 20,000            |                  |                  |                  |                  |                     | 20,000                | 20,000            |
| 6743-04 - High Notes                           | 20,000            |                  |                  |                  |                  |                     | 20,000                | 20,000            |
| 6743-05 - Peak Your Adventure                  | 20,000            |                  |                  |                  |                  |                     | 20,000                | 20,000            |
| <b>Total 6743-00 - BACC Marketing Programs</b> | <b>80,000</b>     |                  |                  |                  |                  |                     | <b>80,000</b>         | <b>80,000</b>     |
| 8100-00 - Cost of Goods Sold                   |                   |                  |                  |                  |                  |                     |                       |                   |
| 51100 - Freight and Shipping Costs             |                   |                  |                  |                  |                  |                     |                       |                   |
| 52500 - Purchase Discounts                     |                   |                  |                  |                  |                  |                     |                       |                   |
| 59900 - POS Inventory Adjustments              |                   |                  |                  |                  |                  |                     |                       |                   |
| 8100-00 - Cost of Goods Sold - Other           |                   |                  | 49,875           |                  |                  |                     | 49,875                | 46,678            |
| <b>Total 8100-00 - Cost of Goods Sold</b>      |                   |                  | <b>49,875</b>    |                  |                  |                     | <b>49,875</b>         | <b>46,678</b>     |
| 8200-00 - Associate Relations                  | 1,600             | 300              | 700              | 800              |                  | 4,000               | 7,400                 | 4,309             |
| 8300-00 - Board Functions                      |                   |                  |                  |                  |                  | 4,500               | 4,500                 | 9,888             |
| 8500-00 - Credit Card Fees                     | 0                 |                  | 3,658            | 3,000            |                  | 0                   | 6,658                 | 6,067             |
| 8600-00 - Additional Opportunit                | 32,000            |                  |                  |                  |                  | 5,600               | 37,600                | -                 |
| 8700-00 - Automobile Expenses                  | 1,500             | 0                | 750              | 933              |                  | 3,000               | 6,183                 | 6,556             |
| 8750-00 - Meals/Meetings                       | 3,600             | 0                | 800              | 1,800            |                  | 1,440               | 7,640                 | 8,183             |
| 8810-00 - Dues & Subscriptions                 | 3,500             | 1,000            | 2,000            | 420              |                  | 3,300               | 10,220                | 12,636            |
| 8910-00 - Travel                               | 5,500             |                  | 1,100            |                  |                  | 0                   | 6,600                 | 9,085             |
| 8920-00 - Bad Debt                             |                   |                  |                  | 0                | 0                |                     | 0                     | 10,330            |
| <b>Total Expense</b>                           | <b>2,582,260</b>  | <b>356,954</b>   | <b>485,205</b>   | <b>161,240</b>   | <b>7,560</b>     | <b>558,137</b>      | <b>4,151,356</b>      | <b>4,197,812</b>  |
| <b>Net Ordinary Income</b>                     | <b>-2,582,260</b> | <b>-297,050</b>  | <b>-380,705</b>  | <b>37,270</b>    | <b>-7,560</b>    | <b>-558,137</b>     | <b>-3,788,442</b>     | <b>-3,742,599</b> |
| <b>Other Income/Expense</b>                    |                   |                  |                  |                  |                  |                     |                       |                   |
| <b>Other Expense</b>                           |                   |                  |                  |                  |                  |                     |                       |                   |
| 8990-00 - Allocated                            | 401,098           | 55,446           | 75,367           | 25,046           | 1,180            | -558,137            | 556,957               |                   |
| <b>Total Other Expense</b>                     | <b>401,098</b>    | <b>55,446</b>    | <b>75,367</b>    | <b>25,046</b>    | <b>1,180</b>     | <b>-558,137</b>     | <b>556,957</b>        |                   |
| <b>Net Other Income</b>                        | <b>-401,098</b>   | <b>-55,446</b>   | <b>-75,367</b>   | <b>-25,046</b>   | <b>-1,180</b>    | <b>558,137</b>      | <b>0</b>              |                   |
|  | <b>-2,983,358</b> | <b>-352,496</b>  | <b>-456,072</b>  | <b>12,224</b>    | <b>-8,740</b>    | <b>0</b>            | <b>-3,788,442</b>     |                   |

|                                      |                     |
|--------------------------------------|---------------------|
| Attachment C Personnel               | \$ 872,826          |
| Attachment C: G+A Cap - Direct Costs | \$ 848,821          |
| Research and Planning                | \$ 5,000            |
| Direct Marketing/Programs            | \$ 1,589,823        |
| Special Event Funding                | \$ 513,225          |
| Community Marketing Fund             | \$ 80,000           |
| Less: Other Revenue                  | \$ (109,025)        |
| <b>Total Expenses</b>                | <b>\$ 3,800,670</b> |
| Contract Proposal FY 18.19           | \$ 3,800,670        |
| Variance                             | \$ (0)              |