



# FINANCE COMMITTEE AGENDA

Monday, April 30, 2018 at 3:00 p.m.  
NLTRA Conference Room – Upstairs  
100 N. Lake Blvd, Tahoe City, CA 96145

To call in:

Dial (605) 475-3220

Enter Participant code: 547298#

## FINANCE COMMITTEE

### NLTRA Board

Christy Beck  
Treasurer

### Committee Members

David Brown  
CPA

Jim Phelan  
Tahoe City Marina

Mike Salmon  
Tahoe Donner  
Association

Ramona Cruz  
Tahoe City Public  
Utility District

### Placer County Rep

Jennifer Merchant  
Substitute: Erin  
Casey

### NLTRA Staff

Cindy Gustafson  
CEO

Lauren Sully  
Staff Accountant  
& HR Assistant

Quorum  
4 Members with 1  
being a Board  
Member

A. CALL TO ORDER – ESTABLISH A QUORUM

B. ROLL CALL

C. PUBLIC FORUM

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

D. AGENDA AMENDMENTS AND APPROVAL [MOTION]

E. APPROVAL OF FINANCE COMMITTEE MEETING MINUTES:

- 3/26/18 [MOTION] ..... Pg. 1
- 4/3/18 [MOTION] ..... Pg. 2

F. ITEMS FOR COMMITTEE REVIEW, DISCUSSION AND/OR RECOMMENDATIONS

- Review Staff Report..... Pg. 3
- Review Staff Action Items..... Pg. 5

G. APPROVAL OF MARCH 2018 FINANCIALS [MOTION] ..... Pg. 7

H. REVIEW OF 3<sup>RD</sup> QTR MARKETING COOPERATIVE FINANCIALS.....Pg. 31

I. 2019 BUDGET & SCOPE OF WORK DISCUSSION.

J. SUPPLEMENTAL INFORMATION

- March 2018 Dashboard Report ..... Pg. 44

K. APPROVAL OF CEO EXPENSES FOR MARCH 2018 [MOTION] ..... Pg. 49

L. AGENDA INPUT FOR NEXT FINANCE COMMITTEE MEETING

M. NEXT MEETING DATE

N. COMMITTEE MEMBER COMMENTS

O. ADJOURN



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## FINANCE COMMITTEE MEETING - Draft Minutes

Monday, March 26, 2018 at 2:00 P.m.

NLTRA Conference Room – Upstairs

100 N. Lake Blvd, Tahoe City, CA 96145

- A. CALL TO ORDER – ESTABLISH A QUORUM - 2:10 pm, quorum established (5)
- B. ROLL CALL  
*In Attendance: Christy Beck - Board Member, David Brown*  
*On Phone: Chad Fenstermacher, Ramona Cruz, Mike Salmon, Erin Casey - County (2:25p.m.)*  
*Staff: Al Priester, Bonnie Bavetta (consultant)*
- C. PUBLIC FORUM – *No public comment*
- D. APPROVAL OF AGENDA , AMENDMENTS – *No amendments. Motion to approve agenda – Mike Salmon; Second - David Brown; Motion passed 5-0.*
- E. APPROVAL OF FINANCE COMMITTEE MINUTES FROM: 2/28/2018 -  
*Minutes to be revised to correct spelling of Michael Salmon's name in Item F.*  
*Motion to approve with revision – David Brown; Second - Ramona Cruz; Motion passed 5-0*
- F. ITEMS FOR COMMITTEE REVIEW, DISCUSSION AND/OR RECOMMENDATIONS
- Review Staff Action Items –
    - Action Item 26 – *Staff continuing attempt to contact Monty Waugh for completion and submittal of Form 700.*
    - Action Items 14, 20, and 21 in process, not completed
    - Action Items 25, 27 and 28 completed and removed
    - New Action Item added for completion of a Budget Reforecast
  - Review Staff Report – *Correction of stated 1/31/18 YTD Profit date to 2/28/18 noted. Will be corrected and included in Board packet.*  
*Cruz inquired about A/R "Sales Estimates". Priester explained these are estimates of group event commissions that are converted to a specific receivable when final numbers are received. Beck asked about collectability of A/R listed. Priester noted hotel properties usually don't pay before 90-120 days and believes they are collectable.*
- G. APPROVAL OF FEBRUARY 2018 FINANCIALS –
- *Approval requested for financial actuals only as some budget numbers need revision. Additional meeting will be scheduled for approval of financials with budgets.*
  - *Cruz inquired about A/R "Sales Estimates". Priester explained these are estimates of group event commissions that are converted to a specific receivable when final numbers are received. Beck asked about collectability of A/R listed. Priester noted hotel properties usually don't pay before 90-120 days and believes they are collectable.*
  - *Motion to approve financial actuals – Ramona Cruz; Second – David Brown Motion passed 6-0*
- H. SUPPLEMENTAL INFORMATION
- February 2018 Dashboard Report –
    - *Destimetrics Reservations Activity YOY % change calculation incorrect, to be adjusted. Discussion of reported metrics.*
- I. APPROVAL OF CEO EXPENSES FOR: FEBRUARY 2018 *Motion to approve – Christy Beck. Second – David Brown, Motion passed 5-0-1 (Casey abstained)*
- J. AGENDA INPUT FOR NEXT FINANCE COMMITTEE MEETING – *Prepare and submit financial re-forecast for next meeting.*
- K. NEXT MEETING DATE – *Special meeting Tues, April 3, 1:00 p.m. to review performance to budget*
- L. COMMITTEE MEMBER COMMENTS- *Brown requested call in number be sent by email to all members*
- M. ADJOURN -3:53p.m.

## FINANCE COMMITTEE MEETING – Draft Minutes

Tuesday, April 3, 2018 at 1:00 p.m.  
NLTRA Conference Room – Upstairs  
100 N. Lake Blvd, Tahoe City, CA 96145

- A. CALL TO ORDER – ESTABLISH A QUORUM - 1:06 pm, quorum established (5)
- B. ROLL CALL-  
*In attendance: none*  
*On phone: Christy Beck –Board Member, Ramona Cruz, Michael Salmon, David Brown, Erin Casey*  
*Staff: Cindy Gustafson, Al Priester, Lauren Sully, Daphne Lange, Bonnie Bavetta – Consultant*
- C. PUBLIC FORUM  
*No public comment*
- D. APPROVAL OF FEBRUARY 2018 BUDGET OVERVIEW and BUDGET vs ACTUAL REPORTS –  
*Motion to approve February 2018 financials with budget as presented – Mike Salmon, Second – Ramona Cruz, Motion passed 5-0*
- E. COMMITTEE MEMBER COMMENTS  
*No comments*
- F. ADJOURN – 1:18 pm



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## Finance Committee Staff Report

Date: 4/30/18

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta

RE: Financial Reporting April 30, 2018 Finance Committee Meeting

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Summary of NLTRA financial results at March 31, 2018:

- Cash balance on 3/31/18 of \$754,000 was 4% or \$30,000 below prior year.
- Accounts receivable related to sales commissions totaled \$30,000, approximately twice the balance on 3/31 prior year. The balance is comprised of 13 receivables from local resorts that individually range from \$330 to \$10,000 and, although over 90 days, all are considered collectable.
- Membership accounts receivable totaled \$26,000, of which \$18,000 were reflected on the balance sheet due to the revised accounting of these receivables. This was down from the 2/28/18 balance of \$40,000, and in-line with prior year. The allowance for doubtful accounts was \$4,000 up \$2,000 from prior year.
- Retail inventory of \$27,000 was down 21% or \$7,000 from prior year at March 31.
- Prepaid expenses of \$17,000 were up from \$8,000 in prior year due to the addition of three prepaid annual and multi-year marketing services.
- Accounts payable of \$21,000 and credit card balances of \$2,000 were down \$13,000 or 56% from prior year due to timing. One payable of \$5,000 is greater than 60 days due to pending negotiation with vendor.
- Wages and related payables of \$197,000 were up \$65,000 or 48% from prior year due to an apparent delay in posting of incentive and PTO accruals in prior year.
- YTD consolidated net income of \$163,000 for the nine months ending March 31 was \$27,000 or 14% less than prior year, and \$267,000 better than budget. Consolidated YTD revenue was \$61,000 less than budget (adjusted for Autumn Food & Wine), primarily a result of a \$49,000 shortfall in commission revenue and a \$10,000 shortfall in membership dues. YTD expenses were \$331,000 less than budget largely due to Marketing expenses under budget by \$213,000 or 7% (adjusted for Autumn Food & Wine), Conference expense under budget by \$22,000 or 8%, VIC under budget \$30,000 or 9%, Transportation and Infrastructure under budget \$22,000 or 34%, and Administrative expenses under budget \$22,000 or 5% (all departments before Admin allocation).
- Consolidated fiscal year-end net income was projected to be \$107,000 better than budget in the reforecast completed in March, a result of revenues being under budget \$87,000 and expenses being below budget by \$194,000. Excluding Membership the forecasted net income for the fiscal year was \$121,000 better than budget.

- Membership cash position as of March 31, 2018:

<u>Membership Earnings</u>		
BOY Retained earnings (1)	\$	(8,754)
YTD Membership Earnings		<u>(31,884)</u>
Cumulative Membership Earnings	\$	(40,638)
 <u>Cash Available for Membership Use</u>		
Deferred Revenue (accts 2400-60 & 2500)	\$	67,166
Less: Accounts Receivable (net of allow for doubtful)		(14,829)
Accrued Incentives		7,492
Accrued PTO		581
Less: Prepaid Expenses		<hr/>
	\$	60,410
 Surplus of Cash over Membership Losses	\$	 19,772

(1) Solely attributable to Membership Activities

Membership's cash position is greater than the cumulative losses and therefore, TOT funds are not being utilized by Membership.

**Action requested:** Review and approve the March 2018 Financial Statements.



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## MEMO

To: NLTRA Finance Committee

Cc: File

From: Bonnie Bavetta

Date: April 27, 2018

Re: Staff Action Items

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No updates to open items since last committee meeting. All items will be studied, with the plan to have them all completed before the June committee meeting.

### Staff Action Items that Remain Open:

#### **ACTION ITEM 14: From 10/27/16 Finance Committee Meeting, Memo of Management's Position on Accounting Policies.**

- 2/28/18 Meeting: Deferred Revenue process still being refined. Deadline is before next Audit.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them.
- 1/08/18 Meeting: Still have some open items to finalize, such as deferred revenue (getting very close). The budget process took up much of Al's time and Lauren's time was impacted by staff outages.
- 10/26/17 Meeting: Will soon be receiving an Auditor's Memorandum, which will have some impact on these positions that we will want to document. We did as a Finance Committee agree to change procedure with respect to commissions, both commissions receivable and payable in our last meeting. Would like to recap this particular item with input from the audit at our next Finance Meeting.
- 9/01/17 Meeting: Still open and will be completed before the auditors start field work on 9/18/17.
- 3/30/17 Meeting: Was on hold while recovering financials in QB. Ongoing. Will be completed before end of audit field work.
- 2/23/17 Meeting: Due to IT Consultant's deletion of QB files, deferred until recovery complete.
- 12/22/16 Meeting: Due to it being a short month, push forward to next month. No pressing issues.
- 12/4/16 Meeting: Formalize for next Finance Committee meeting, including procedures for deferred revenue recognition.
- 11/29/16 Meeting: Discussion: Still open. Trying to have that complete for packet going to the board so that it can be approved for part of our policies and procedures. Will present it at the December Finance Committee Meeting so it can be reviewed prior to taking it to the board in January.

#### **ACTION ITEM 20: December Financials to include a comparative balance sheet for current month (detail), last month (summarized) and last year's year end audited balances. Due to IT Consultant's deletion of QB files, deferred until recovery complete.**

- 2/28/18 Meeting: Priority is to get 5 Month Budget refinements into QB. Can then work on Report Writer.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them.
- 01/08/18 Meeting: A function of Al getting time to use the built in report writer within QuickBooks and has not had the time, pushed to next meeting.
- 12/4/17 Meeting: Waiting on formalization of deferred revenue procedures.
- 3/30/17 Meeting: Lost our ability to get this report, Lower priority
- 9/01/17 Meeting: Deferring until recovery is complete. Although the data recovery is complete, the auditing of that information is not. Everything is stamped pre-audit because we are still finishing our audit prior to the auditors coming in. The revenues got recorded on last year percentages and not the July budgeted percentages, so these P&L Budget vs. Actual reports differ from the financials that are in the packet in terms of revenues, not expenses. (Should happen after the audit.)

- 10/26/17 Meeting: We have about 20 client adjusting entries, which we knew going in. We have to identify them to the Auditor's or they become audit adjustments. There will also be some audit adjusting entries to finalize things that we haven't done in the past, one being the calculation of the marketing reserve. The auditors did it last year and will do it this year, but what they have represented is that they will give me their working papers so that we can do it next year prior to the audit commencing. As well as some of their closing entries. There are a number of adjustments that will be reflected in the statements coming out and we will have those in time to have June - October Financials ready for the November Finance Meeting on November 30th.

**ACTION ITEM 21: Contract negotiation for 17/18 to address holding accounts for refunds and expenses from the prior year at a specified date.**

- 2/28/18 Meeting: Did not get into 5 month contract. Place holder for next County Contract.
- 01/29/18 Meeting: Remain open, inadequate time due to a short month to address them
- 1/08/18 Meeting: Are still ongoing and hopefully by next finance meeting we will have this complete.
- 12/4/17 Meeting: Will be presenting Fund Balance Recon to County for agreement.
- 3/30/17 Meeting: In process, ongoing.
- 9/01/17 Meeting: Through two contract negotiations, July 31 (one month) and Jan 31 (six months), we have yet to address a holding account for refunds and expenses. For ex, we are getting some refunds and additional invoices for 16/17 that has happened in the past six months beyond the close of the year and long after the audit has been completed. (Typically below \$10k). We started a holding account.
- 10/26/17 Meeting: No Discussion.

**ACTION ITEM 26: Monty Waugh needs to be taken off the Committee since he moved to Colorado. Send Form 700 to Christy to pass along to Monty. Also need a formal resignation.**

- 3/26/18 Meeting: Was contacted by Monty and gave him instructions to recover his password to complete the form.
- 2/28/18 AI to contact Monty to guide Monty through the process.
- 1/08/18 Meeting: Provided link to Form 700 to Christy Beck.
- 12/4/17 Meeting: Form 700 available online.



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**North Lake Tahoe Resort Association**  
**Financial Statements at March 31, 2018**



**North Lake Tahoe Resort Association**  
**Balance Sheet**  
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1001-00 · Petty Cash	53	890	(836)	(94)%
1003-00 · Cash - Operations BOTW #6712	480,985	505,856	(24,871)	(5)%
1007-00 · Cash - Payroll BOTW #7421	6,649	5,038	1,612	32%
1008-00 · Marketing Reserve - Plumas	50,150	50,074	75	0%
1009-00 · Cash Flow Reserve - Plumas	100,399	100,199	201	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	85,493	91,903	(6,409)	(7)%
10950 · Cash in Drawer	564	319	245	77%
<b>Total Checking/Savings</b>	<b>753,876</b>	<b>783,860</b>	<b>(29,984)</b>	<b>(4)%</b>
<b>Accounts Receivable</b>				
1200-00 · Quickbooks Accounts Receivable	19,890	14,244	5,647	40%
1210-00 · A/R - Sales Estimates	10,469	0	10,469	100%
<b>Total Accounts Receivable</b>	<b>30,359</b>	<b>14,244</b>	<b>16,116</b>	<b>113%</b>
<b>Other Current Assets</b>				
1200-99 · AR Other	4,195	1,614	2,581	160%
12000 · Undeposited Funds	0	311	(311)	(100)%
<b>1201-00 · WebLink Accounts Receivable</b>				
1201-01 · WebLink AR - Member Dues	18,536	0	18,536	100%
1201-00 · WebLink Accounts Receivable - Other	4,465	24,770	(20,305)	(82)%
<b>Total 1201-00 · WebLink Accounts Receivable</b>	<b>23,001</b>	<b>24,770</b>	<b>(1,769)</b>	<b>(7)%</b>
1201-02 · Allowance for Doubtful Accounts	(3,707)	(1,780)	(1,927)	(108)%
12100 · Inventory Asset	27,112	34,166	(7,054)	(21)%
1299 · Receivable from NLTMC	9,129	0	9,129	100%
1490-00 · Security Deposits	650	50	600	1,200%
<b>Total Other Current Assets</b>	<b>60,380</b>	<b>59,131</b>	<b>1,248</b>	<b>2%</b>
<b>Total Current Assets</b>	<b>844,615</b>	<b>857,235</b>	<b>(12,620)</b>	<b>(2)%</b>
<b>Fixed Assets</b>				
1700-00 · Furniture & Fixtures	68,768	68,768	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(68,768)	(68,768)	0	0%
1740-00 · Computer Equipment	9,964	43,766	(33,803)	(77)%
1741-00 · Accum. Depr. - Computer Equip	(8,301)	(42,824)	34,523	81%
1750-00 · Computer Software	21,520	40,080	(18,560)	(46)%
1751-00 · Accum. Amort. - Software	(18,033)	(34,820)	16,787	48%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,217)	(67)	(0)%
<b>Total Fixed Assets</b>	<b>5,150</b>	<b>6,269</b>	<b>(1,118)</b>	<b>(18)%</b>
<b>Other Assets</b>				
<b>1400-00 · Prepaid Expenses</b>				
1410-00 · Prepaid Insurance	264	264	(0)	0%
1430-00 · Prepaid 1st Class Postage	1,000	1,000	0	0%
1400-00 · Prepaid Expenses - Other	16,151	6,807	9,344	137%
<b>Total 1400-00 · Prepaid Expenses</b>	<b>17,415</b>	<b>8,071</b>	<b>9,344</b>	<b>116%</b>
1500-00 · Suspense*	1,200	0	1,200	100%
<b>Total Other Assets</b>	<b>18,615</b>	<b>8,071</b>	<b>10,544</b>	<b>131%</b>
<b>TOTAL ASSETS</b>	<b>868,381</b>	<b>871,575</b>	<b>(3,194)</b>	<b>(0)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	20,912	29,738	(8,826)	(30)%
<b>Total Accounts Payable</b>	<b>20,912</b>	<b>29,738</b>	<b>(8,826)</b>	<b>(30)%</b>
<b>Credit Cards</b>				

**North Lake Tahoe Resort Association**  
**Balance Sheet**  
As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0	1,455	(1,455)	(100)%
2080-02 · MC_4222_Jason	15	0	15	100%
2080-06 · MC_5288_Emily	748	3,430	(2,682)	(78)%
2080-08 · MC_5755_John	0	1,331	(1,331)	(100)%
2080-10 · MC_9495_AI	607	717	(110)	(15)%
2080-11 · MC_3978_Amber	0	20	(20)	(100)%
2080-12 · MC_3960_Natalie	0	160	(160)	(100)%
2080-13 · MC_6903_Cindy	98	0	98	100%
2080-14 · MC_6193_Daphne	154	0	154	100%
<b>Total 2080-00 · Bank of the West - Master Cards</b>	<b>1,623</b>	<b>7,113</b>	<b>(5,491)</b>	<b>(77)%</b>
<b>Total Credit Cards</b>	<b>1,623</b>	<b>7,113</b>	<b>(5,491)</b>	<b>(77)%</b>
<b>Other Current Liabilities</b>				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973	35,719	3,254	9%
2101-00 · Incentive Payable	72,895	23,990	48,905	204%
2102-00 · Commissions Payable	6,214	8,404	(2,190)	(26)%
2120-00 · Empl. Federal Tax Payable	3,118	2,889	229	8%
2175-00 · 401 (k) Plan	1,559	1,104	454	41%
2180-00 · Estimated PTO Liability	74,725	60,649	14,077	23%
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>197,484</b>	<b>132,755</b>	<b>64,729</b>	<b>49%</b>
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	720	1,835	(1,114)	(61)%
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>720</b>	<b>1,835</b>	<b>(1,114)</b>	<b>(61)%</b>
2250-00 · Accrued Expenses	2,400	0	2,399	773,952%
2400-60 · Deferred Revenue- Member Dues	66,108	79,206	(13,098)	(17)%
2500-00 · Deferred Revenue - TMBC	1,058	0	1,058	100%
2650-00 · Deferred Rev - Events	4,155	0	4,155	100%
2651-00 · Deferred Rev - Conference	2,750	2,475	275	11%
2800-00 · Suspense	2,123	1,139	984	86%
2900-00 · Due To/From County of Placer	8,081	0	8,081	100%
<b>Total Other Current Liabilities</b>	<b>284,879</b>	<b>217,410</b>	<b>67,469</b>	<b>31%</b>
<b>Total Current Liabilities</b>	<b>307,413</b>	<b>254,261</b>	<b>53,152</b>	<b>21%</b>
<b>Total Liabilities</b>	<b>307,413</b>	<b>254,261</b>	<b>53,152</b>	<b>21%</b>
<b>Equity</b>				
32000 · Unrestricted Net Assets	(8,754)	22,636	(31,390)	(139)%
3300-11 · Designated Marketing Reserve	256,830	254,325	2,506	1%
3301 · Cash Flow Reserve	100,048	100,150	(102)	(0)%
3302 · Marketing Cash Reserve	50,018	50,056	(38)	(0)%
Net Income	162,825	190,147	(27,322)	(14)%
<b>Total Equity</b>	<b>560,967</b>	<b>617,314</b>	<b>(56,346)</b>	<b>(9)%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>868,381</b>	<b>871,575</b>	<b>(3,194)</b>	<b>(0)%</b>

9:28 AM

04/26/18

**North Lake Tahoe Resort Association**  
**A/R Aging Summary**  
As of March 31, 2018

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Destination Tahoe Meetings & Events	0	0	0	0	550	550
DSC (Destination Services Corporation)	0	0	0	0	550	550
Edgewood Tahoe	514	0	0	0	0	514
Hampton Inn & Suites	0	0	0	0	2,026	2,026
Harrah's/Harveys Casino	0	0	0	0	712	712
Hotel Becket	0	0	0	0	1,369	1,369
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0	0	0	0	0	0
North Tahoe Paddle	0	0	0	0	400	400
Northstar California	0	0	0	0	9,092	9,092
Resort at Squaw Creek*	0	0	0	0	2,517	2,517
Ritz-Carlton Lake Tahoe	0	0	0	0	1,279	1,279
Sales Estimates	0	0	0	0	10,469	10,469
Squaw Valley Lodge   Granite Peak Mgmt	0	0	0	0	333	333
Tahoe City Inn	0	0	0	0	0	0
The Ridge Tahoe	0	0	0	0	550	550
The Village at Squaw Valley	0	0	0	0	0	0
<b>TOTAL</b>	<b>514</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>29,846</b>	<b>30,359</b>

# Accounts Receivable Summary

Invoices With Apply Dates Through March 31, 2018  
 Aged as of Saturday, March 31, 2018

Revenue Item	(Double click to drill down)	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Community Awards 2018- Gold		0.00	1,200.00	0.00	0.00	0.00	0.00	1,200.00
Community Awards 2018- Lumi		0.00	2,000.00	0.00	0.00	0.00	0.00	2,000.00
Community Awards 2018- Silve		0.00	700.00	0.00	0.00	0.00	0.00	700.00
Community Awards 2018- Ticke		0.00	255.00	0.00	0.00	0.00	0.00	255.00
Dues		0.00	2,150.00	1,650.00	21,215.00	0.00	1,300.00	26,315.00
TMBC - Annual		0.00	0.00	0.00	315.00	0.00	0.00	315.00
<b>Total Open Invoices</b>		0.00	6,305.00	1,650.00	21,530.00	0.00	1,300.00	30,785.00

Unapplied Payments With Payment Dates Prior to and Including 03/31/2018 15.00

**Pre-Payments: Payments Made Prior to 03/31/2018 on Invoices With Apply Dates After 03/31/2018**

**Total Pre-Payments**

**Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)**

30,770.00

**North Lake Tahoe Resort Association**  
**A/P Aging Summary**  
As of March 31, 2018

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0	0	0	0	(35)	(35)
ADP	65	0	0	0	0	65
Airport Self Storage	314	0	0	0	0	314
Amber Burke	139	0	0	0	0	139
Annie's Cleaning Service	700	0	0	0	0	700
AT & T*	469	0	0	0	0	469
Aurora World, Inc.	0	0	0	0	(352)	(352)
Chris Werfel	17	0	0	0	0	17
Cindy Gustafson	128	0	291	0	0	419
CoPower	0	96	0	0	0	96
Crystal Range Associates	382	0	0	0	0	382
Dawn Teran	28	0	0	0	0	28
FP Mailing Solutions	170	0	0	0	(0)	170
Generikal Design	53	0	0	0	0	53
Geo-Tourism Specialties	238	0	0	0	0	238
Granlibakken Management Company, Ltd.	0	648	0	0	0	648
InfiniSource Benefits	70	72	0	0	0	142
Jason Neary	25	0	0	0	0	25
Kym Fabel	62	0	0	0	0	62
Lake Tahoe Summit Classic	5,000	0	0	0	0	5,000
Lauren Sully	28	0	0	0	0	28
Liberty Utilities*	150	421	0	0	0	571
Linda Williams*	17	0	0	0	0	17
McClintock Accountancy	666	0	0	0	0	666
Porter Simon*	480	0	0	0	0	480
Principal Financial Group	0	0	0	0	364	364
Print Art/Sierra Mail*	754	0	0	0	0	754
Ricoh USA	1,108	33	0	0	0	1,141
Rock & Rose Inc.	1,084	0	0	0	0	1,084
Ron Treabess	47	0	0	0	0	47
Russ Viehmann Electric	294	0	0	0	0	294
Sierra State Parks Foundation*	169	0	0	0	0	169
Southwest Gas Corporation*	173	0	0	0	0	173
Spectrum	0	0	42	0	(42)	0
Sprint	73	0	0	0	0	73
Swigard's True Value Hardware, Inc.*	28	0	0	0	0	28
Tahoe Basics	0	0	0	0	(198)	(198)
Tahoe City Public Utility District*	416	0	0	0	0	416
Tahoe House, Inc.*	50	0	0	0	0	50
Tahoe Teas	266	0	0	0	0	266
Tahoe Truckee Sierra Disposal*	226	0	0	0	0	226
The Store...Copies and More	0	235	0	0	0	235
Truckee Donner Chamber of Commerce*	0	0	0	5,101	0	5,101
USPS - Tahoe City	0	225	0	0	0	225
Wholesale Resort Accessories, Inc.	108	0	0	0	22	130
YIG Administration	0	0	0	0	(9)	(9)
<b>TOTAL</b>	<b>13,999</b>	<b>1,729</b>	<b>333</b>	<b>5,101</b>	<b>(250)</b>	<b>20,912</b>

**North Lake Tahoe Resort Association**  
**Profit & Loss**  
**March 2018**

	Mar 18	Mar 17	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	301,181	314,665	(13,484)	(4)%
4200-00 · Membership Dues	10,284	11,702	(1,417)	(12)%
4201-00 · New Member Fees	0	75	(75)	(100)%
4205-00 · Conference Dues	917	825	92	11%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards	0	300	(300)	(100)%
4250-02 · Chamber Events	250	0	250	100%
4251-00 · Tues AM Breakfast Club	689	585	104	18%
4250-00 · Revenues-Membership Activities - Other	79	9,720	(9,641)	(99)%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>1,018</b>	<b>10,605</b>	<b>(9,587)</b>	<b>(90)%</b>
4600-00 · Commissions				
4601-00 · Commissions - South Shore	514	1,881	(1,367)	(73)%
4600-00 · Commissions - Other	0	(2,512)	2,512	100%
<b>Total 4600-00 · Commissions</b>	<b>514</b>	<b>(632)</b>	<b>1,145</b>	<b>181%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	9	7	2	29%
46000 · Merchandise Sales - Other	4,539	4,808	(269)	(6)%
<b>Total 46000 · Merchandise Sales</b>	<b>4,548</b>	<b>4,815</b>	<b>(267)</b>	<b>(6)%</b>
4720-00 · Miscellaneous	400	0	400	100%
<b>Total Income</b>	<b>318,861</b>	<b>342,055</b>	<b>(23,193)</b>	<b>(7)%</b>
<b>Gross Profit</b>	<b>318,861</b>	<b>342,055</b>	<b>(23,193)</b>	<b>(7)%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	4,008	0	4,008	100%
5020-00 · P/R - Tax Expense	9,152	9,126	25	0%
5030-00 · P/R - Health Insurance Expense	4,744	5,957	(1,213)	(20)%
5040-00 · P/R - Workmans Comp	1,499	977	522	54%
5060-00 · 401 (k)	3,566	4,264	(699)	(16)%
5070-00 · Other Benefits and Expenses	173	254	(81)	(32)%
5000-00 · Salaries & Wages - Other	123,681	142,180	(18,498)	(13)%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>146,823</b>	<b>162,758</b>	<b>(15,935)</b>	<b>(10)%</b>
5100-00 · Rent				
5110-00 · Utilities	970	1,068	(99)	(9)%
5140-00 · Repairs & Maintenance	2,609	1,306	1,303	100%
5150-00 · Office - Cleaning	700	550	150	27%
5100-00 · Rent - Other	12,480	12,319	161	1%
<b>Total 5100-00 · Rent</b>	<b>16,759</b>	<b>15,244</b>	<b>1,516</b>	<b>10%</b>
5310-00 · Telephone				
5320-00 · Telephone	2,247	2,626	(379)	(14)%
<b>Total 5310-00 · Telephone</b>	<b>2,247</b>	<b>2,626</b>	<b>(379)</b>	<b>(14)%</b>
5420-00 · Mail - USPS	225	225	0	0%
5510-00 · Insurance/Bonding	264	264	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	0	606	(606)	(100)%
5520-00 · Supplies - Other	578	673	(95)	(14)%
<b>Total 5520-00 · Supplies</b>	<b>578</b>	<b>1,279</b>	<b>(701)</b>	<b>(55)%</b>
5610-00 · Depreciation	216	233	(17)	(7)%
5700-00 · Equipment Support & Maintenance	24	1,840	(1,816)	(99)%
5710-00 · Taxes, Licenses & Fees	818	(229)	1,047	457%
5740-00 · Equipment Rental/Leasing	1,312	1,298	14	1%
5800-00 · Training Seminars	100	900	(800)	(89)%
5810-00 · Public Outreach	0	1,650	(1,650)	(100)%
5900-00 · Professional Fees				

**North Lake Tahoe Resort Association**  
**Profit & Loss**  
**March 2018**

04/26/18

Accrual Basis

	Mar 18	Mar 17	\$ Change	% Change
5910-00 · Professional Fees - Attorneys	480	1,458	(978)	(67)%
5920-00 · Professional Fees - Accountant	666	0	666	100%
<b>Total 5900-00 · Professional Fees</b>	<b>1,146</b>	<b>1,458</b>	<b>(312)</b>	<b>(21)%</b>
5941-00 · Research & Planning	0	3,780	(3,780)	(100)%
6420-00 · Events				
6420-01 · Sponsorships				
6421-01 · 4th of July Fireworks	10,000	10,000	0	0%
6421-04 · Broken Arrow Skyrace	0	10,000	(10,000)	(100)%
6421-06 · Spartan	0	2,500	(2,500)	(100)%
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	0%
6421-10 · WinterWonderGrass - Tahoe	1,154	0	1,154	100%
<b>Total 6420-01 · Sponsorships</b>	<b>16,154</b>	<b>27,500</b>	<b>(11,346)</b>	<b>(41)%</b>
6421-00 · New Event Development	(10,365)	0	(10,365)	(100)%
<b>Total 6420-00 · Events</b>	<b>5,789</b>	<b>27,500</b>	<b>(21,711)</b>	<b>(79)%</b>
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	22	1,140	(1,118)	(98)%
6437-00 · Tuesday Morning Breakfast Club	642	0	642	100%
6442-00 · Public Relations/Website	291	0	291	100%
6423-00 · Membership Activities - Other	0	377	(377)	(100)%
<b>Total 6423-00 · Membership Activities</b>	<b>956</b>	<b>1,517</b>	<b>(561)</b>	<b>(37)%</b>
6730-00 · Marketing Cooperative/Media	85,500	63,250	22,250	35%
6740-00 · Media/Collateral/Production	0	99	(99)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	880	9,158	(8,277)	(90)%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	467	20	447	2,282%
6743-03 · Touch Lake Tahoe	13	3,333	(3,320)	(100)%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>480</b>	<b>3,353</b>	<b>(2,873)</b>	<b>(86)%</b>
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	42	206	(164)	(80)%
52500 · Purchase Discounts	(3)	(110)	108	98%
59900 · POS Inventory Adjustments	(7)	0	(7)	(100)%
8100-00 · Cost of Goods Sold - Other	2,513	2,699	(185)	(7)%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,545</b>	<b>2,794</b>	<b>(249)</b>	<b>(9)%</b>
8200-00 · Associate Relations	50	4	46	1,132%
8300-00 · Board Functions	987	70	917	1,309%
8500-00 · Credit Card Fees	335	336	(1)	(0)%
8700-00 · Automobile Expenses	364	344	20	6%
8750-00 · Meals/Meetings	199	610	(411)	(67)%
8810-00 · Dues & Subscriptions	760	366	394	108%
8910-00 · Travel	0	1,052	(1,052)	(100)%
8920-00 · Bad Debt	818	988	(169)	(17)%
<b>Total Expense</b>	<b>270,175</b>	<b>304,767</b>	<b>(34,593)</b>	<b>(11)%</b>
<b>Net Ordinary Income</b>	<b>48,687</b>	<b>37,287</b>	<b>11,399</b>	<b>31%</b>
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	23	0	23	100%
<b>Total Other Income</b>	<b>23</b>	<b>0</b>	<b>23</b>	<b>100%</b>
<b>Net Other Income</b>	<b>23</b>	<b>0</b>	<b>23</b>	<b>100%</b>
<b>Net Income</b>	<b>48,710</b>	<b>37,287</b>	<b>11,423</b>	<b>31%</b>

## North Lake Tahoe Resort Association Profit & Loss by Class

March 2018

	11 - Marke...	30 - Confe...	41 - Trans...	42 - VIC	50 - Infrast...	51 - TMPI	60 - Memb...	70 - Admin...	TOTAL
<b>Ordinary Income/Expense</b>									
<b>Income</b>									
4050-00 · County of Placer TOT Funding	227,325	27,317	0	43,136	0	3,403	0	0	301,181
4200-00 · Membership Dues	0	0	0	0	0	0	10,284	0	10,284
4205-00 · Conference Dues	0	917	0	0	0	0	0	0	917
4250-00 · Revenues-Membership Activities									
4250-02 · Chamber Events	0	0	0	0	0	0	250	0	250
4251-00 · Tues AM Breakfast Club	0	0	0	0	0	0	689	0	689
4250-00 · Revenues-Membership Activities - Other	0	0	0	0	0	0	79	0	79
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,018</b>	<b>0</b>	<b>1,018</b>
4600-00 · Commissions									
4601-00 · Commissions - South Shore	0	514	0	0	0	0	0	0	514
4600-00 · Commissions - Other	0	0	0	0	0	0	0	0	0
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>514</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>514</b>
46000 · Merchandise Sales									
4502-00 · Non-Retail VIC Income	0	0	0	9	0	0	0	0	9
46000 · Merchandise Sales - Other	0	0	0	4,539	0	0	0	0	4,539
<b>Total 46000 · Merchandise Sales</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,548</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,548</b>
4720-00 · Miscellaneous	0	0	0	400	0	0	0	0	400
<b>Total Income</b>	<b>227,325</b>	<b>28,747</b>	<b>0</b>	<b>48,083</b>	<b>0</b>	<b>3,403</b>	<b>11,302</b>	<b>0</b>	<b>318,861</b>
<b>Gross Profit</b>	<b>227,325</b>	<b>28,747</b>	<b>0</b>	<b>48,083</b>	<b>0</b>	<b>3,403</b>	<b>11,302</b>	<b>0</b>	<b>318,861</b>
<b>Expense</b>									
5000-00 · Salaries & Wages									
5000-01 · In-Market Administration	1,375	0	0	0	0	0	(1,375)	0	0
5010-00 · Sales Commissions	0	4,008	0	0	0	0	0	0	4,008
5020-00 · P/R - Tax Expense	2,363	1,495	(434)	1,559	125	99	492	3,453	9,152
5030-00 · P/R - Health Insurance Expense	1,460	1,130	18	989	44	0	249	853	4,744
5040-00 · P/R - Workmans Comp	225	183	0	669	0	12	71	339	1,499
5060-00 · 401 (k)	753	796	0	490	0	78	171	1,279	3,566
5070-00 · Other Benefits and Expenses	32	42	0	50	0	0	3	46	173
5000-00 · Salaries & Wages - Other	34,528	16,832	0	17,602	0	2,171	5,143	47,405	123,681
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>40,735</b>	<b>24,487</b>	<b>(417)</b>	<b>21,359</b>	<b>169</b>	<b>2,360</b>	<b>4,755</b>	<b>53,375</b>	<b>146,823</b>
5100-00 · Rent									
5110-00 · Utilities	142	71	0	569	0	5	28	155	970
5140-00 · Repairs & Maintenance	181	90	0	1,746	0	6	25	561	2,609
5150-00 · Office - Cleaning	233	117	0	58	0	8	32	251	700
5100-00 · Rent - Other	2,083	1,000	0	6,500	0	70	358	2,469	12,480
<b>Total 5100-00 · Rent</b>	<b>2,639</b>	<b>1,278</b>	<b>0</b>	<b>8,873</b>	<b>0</b>	<b>89</b>	<b>443</b>	<b>3,436</b>	<b>16,759</b>
5310-00 · Telephone									
5320-00 · Telephone	463	126	0	658	0	34	130	836	2,247
<b>Total 5310-00 · Telephone</b>	<b>463</b>	<b>126</b>	<b>0</b>	<b>658</b>	<b>0</b>	<b>34</b>	<b>130</b>	<b>836</b>	<b>2,247</b>
5420-00 · Mail - USPS	0	0	0	0	0	0	225	0	225
5510-00 · Insurance/Bonding	50	17	0	88	0	5	19	86	264
5520-00 · Supplies	21	174	0	267	0	1	8	107	578
5610-00 · Depreciation	16	6	0	131	0	0	5	58	216
5700-00 · Equipment Support & Maintenance	0	0	0	0	0	0	0	24	24
5710-00 · Taxes, Licenses & Fees	0	0	0	0	0	0	0	818	818
5740-00 · Equipment Rental/Leasing	309	133	0	312	0	36	178	343	1,312
5800-00 · Training Seminars	100	0	0	0	0	0	0	0	100
5900-00 · Professional Fees									
5910-00 · Professional Fees - Attorneys	0	0	0	0	0	0	0	480	480
5920-00 · Professional Fees - Accountant	0	0	0	0	0	0	0	666	666
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,146</b>	<b>1,146</b>
6420-00 · Events									
6420-01 · Sponsorships									
6421-01 · 4th of July Fireworks	10,000	0	0	0	0	0	0	0	10,000
6421-07 · Tahoe Lacrosse Tournament	5,000	0	0	0	0	0	0	0	5,000
6421-10 · WinterWonderGrass - Tahoe	1,154	0	0	0	0	0	0	0	1,154
<b>Total 6420-01 · Sponsorships</b>	<b>16,154</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>16,154</b>
6421-00 · New Event Development	(10,365)	0	0	0	0	0	0	0	(10,365)
<b>Total 6420-00 · Events</b>	<b>5,789</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,789</b>
6423-00 · Membership Activities									
6434-00 · Community Awards Dinner	0	0	0	0	0	0	22	0	22
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	642	0	642
6442-00 · Public Relations/Website	0	0	0	0	0	0	291	0	291
<b>Total 6423-00 · Membership Activities</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>956</b>	<b>0</b>	<b>956</b>
6730-00 · Marketing Cooperative/Media	76,333	9,167	0	0	0	0	0	0	85,500
6742-00 · Non-NLT Co-Op Marketing Program	730	0	0	150	0	0	0	0	880
6743-00 · BACC Marketing Programs									
6743-01 · Shop Local	467	0	0	0	0	0	0	0	467
6743-03 · Touch Lake Tahoe	13	0	0	0	0	0	0	0	13



**North Lake Tahoe Resort Association  
Profit & Loss by Class**

March 2018

	11 - Marke...	30 - Confe...	41 - Trans...	42 - VIC	50 - Infrast...	51 - TMPI	60 - Memb...	70 - Admin...	TOTAL
Total 6743-00 · BACC Marketing Programs	480	0	0	0	0	0	0	0	480
8100-00 · Cost of Goods Sold									
51100 · Freight and Shipping Costs	0	0	0	42	0	0	0	0	42
52500 · Purchase Discounts	0	0	0	(3)	0	0	0	0	(3)
59900 · POS Inventory Adjustments	0	0	0	(7)	0	0	0	0	(7)
8100-00 · Cost of Goods Sold - Other	0	0	0	2,513	0	0	0	0	2,513
Total 8100-00 · Cost of Goods Sold	0	0	0	2,545	0	0	0	0	2,545
8200-00 · Associate Relations	0	0	0	0	0	0	0	50	50
8300-00 · Board Functions	0	0	0	0	0	0	0	987	987
8500-00 · Credit Card Fees	0	0	0	115	0	0	221	0	335
8700-00 · Automobile Expenses	117	0	0	37	0	0	0	211	364
8750-00 · Meals/Meetings	39	0	0	146	0	0	0	14	199
8810-00 · Dues & Subscriptions	15	475	0	50	0	0	0	220	760
8920-00 · Bad Debt	0	0	0	0	0	0	818	0	818
Total Expense	127,836	35,863	(417)	34,730	169	2,525	7,758	61,711	270,175
Net Ordinary Income	99,489	(7,116)	417	13,354	(169)	878	3,544	(61,711)	48,687
Other Income/Expense									
Other Income									
4700-00 · Revenues- Interest & Investment	6	0	0	0	0	0	0	17	23
Total Other Income	6	0	0	0	0	0	0	17	23
Other Expense									
8990-00 · Allocated	44,019	5,978	0	7,422	0	1,065	3,227	(61,711)	0
Total Other Expense	44,019	5,978	0	7,422	0	1,065	3,227	(61,711)	0
Net Other Income	(44,012)	(5,978)	0	(7,422)	0	(1,065)	(3,227)	61,728	23
Net Income	55,477	(13,094)	417	5,932	(169)	(186)	317	17	48,710

## North Lake Tahoe Resort Association Profit & Loss Budget Performance

### All Departments

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	301,181	301,181	(0)	2,844,056	2,844,056	(0)	3,747,600
4200-00 · Membership Dues	10,284	13,500	(3,216)	99,290	109,500	(10,210)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4205-00 · Conference Dues	917	0	917	8,250	7,690	560	7,690
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	12,000
4250-05 · Sponsorships	0	0	0	0	0	0	6,500
4250-01 · Community Awards - Other	0	0	0	0	0	0	22,500
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41,000</b>
4250-02 · Chamber Events	250	3,000	(2,750)	339	6,000	(5,661)	12,725
4250-03 · Summer/Winter Rec Luncheon	0	0	0	3,409	4,300	(891)	7,300
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	500	1,100	(600)	2,000
4251-00 · Tues AM Breakfast Club - Other	689	750	(61)	3,447	6,000	(2,553)	8,250
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>689</b>	<b>1,050</b>	<b>(361)</b>	<b>3,947</b>	<b>7,100</b>	<b>(3,153)</b>	<b>10,250</b>
4250-00 · Revenues-Membership Activities - Other	79	175	(96)	1,274	1,400	(126)	1,925
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>1,018</b>	<b>4,225</b>	<b>(3,207)</b>	<b>8,969</b>	<b>18,800</b>	<b>(9,831)</b>	<b>73,200</b>
4252-00 · Sponsorships	0	0	0	1,000	0	1,000	0
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
4600-00 · Commissions							
4601-00 · Commissions - South Shore	514	1,881	(1,367)	2,373	13,621	(11,248)	15,121
4600-00 · Commissions - Other	0	2,500	(2,500)	48,436	85,790	(37,354)	106,771
<b>Total 4600-00 · Commissions</b>	<b>514</b>	<b>4,381</b>	<b>(3,867)</b>	<b>50,808</b>	<b>99,411</b>	<b>(48,603)</b>	<b>121,892</b>
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	9	200	(191)	8,201	7,400	801	9,000
46000 · Merchandise Sales - Other	4,539	4,844	(305)	62,667	58,580	4,088	93,356
<b>Total 46000 · Merchandise Sales</b>	<b>4,548</b>	<b>5,044</b>	<b>(496)</b>	<b>70,868</b>	<b>65,980</b>	<b>4,888</b>	<b>102,356</b>
4720-00 · Miscellaneous	400			415			
<b>Total Income</b>	<b>318,861</b>	<b>328,331</b>	<b>(9,470)</b>	<b>3,161,359</b>	<b>3,145,512</b>	<b>15,847</b>	<b>4,202,813</b>
<b>Gross Profit</b>	<b>318,861</b>	<b>328,331</b>	<b>(9,470)</b>	<b>3,161,359</b>	<b>3,145,512</b>	<b>15,847</b>	<b>4,202,813</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,008	0	4,008	11,928	28,685	(16,757)	31,378
5020-00 · P/R - Tax Expense	9,152	11,221	(2,069)	71,897	82,345	(10,448)	105,626
5030-00 · P/R - Health Insurance Expense	4,744	13,366	(8,622)	71,034	94,750	(23,715)	122,314
5040-00 · P/R - Workmans Comp	1,499	726	773	9,290	4,761	4,529	6,287
5060-00 · 401 (k)	3,566	3,892	(326)	27,005	27,977	(971)	35,773
5070-00 · Other Benefits and Expenses	173	584	(411)	3,799	4,110	(311)	5,530
5000-00 · Salaries & Wages - Other	123,681	131,812	(8,131)	813,630	883,999	(70,369)	1,154,729
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>146,823</b>	<b>161,600</b>	<b>(14,778)</b>	<b>1,008,584</b>	<b>1,126,626</b>	<b>(118,042)</b>	<b>1,461,637</b>
5100-00 · Rent							
5110-00 · Utilities	970	1,001	(31)	8,497	9,119	(622)	12,006
5140-00 · Repairs & Maintenance	2,609	787	1,822	5,323	6,023	(700)	8,258
5150-00 · Office - Cleaning	700	706	(6)	6,180	6,902	(722)	8,995
5100-00 · Rent - Other	12,480	13,736	(1,256)	112,206	122,420	(10,214)	163,716
<b>Total 5100-00 · Rent</b>	<b>16,759</b>	<b>16,231</b>	<b>528</b>	<b>132,206</b>	<b>144,463</b>	<b>(12,257)</b>	<b>192,975</b>
5310-00 · Telephone							
5320-00 · Telephone	2,247	2,654	(407)	21,287	22,605	(1,318)	30,565
5350-00 · Internet	0			25	0	25	0
5310-00 · Telephone - Other	0	58	(58)	0	115	(115)	288
<b>Total 5310-00 · Telephone</b>	<b>2,247</b>	<b>2,712</b>	<b>(464)</b>	<b>21,312</b>	<b>22,721</b>	<b>(1,408)</b>	<b>30,853</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	89	(89)	0	753	(753)	1,019
5480-00 · Mail - Fed Ex	0	22	(22)	121	285	(164)	349
5420-00 · Mail - USPS - Other	225	443	(218)	2,769	2,249	520	2,977
<b>Total 5420-00 · Mail - USPS</b>	<b>225</b>	<b>553</b>	<b>(328)</b>	<b>2,889</b>	<b>3,286</b>	<b>(397)</b>	<b>4,346</b>
5510-00 · Insurance/Bonding	264	724	(459)	6,986	7,398	(412)	9,518
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	1,207	(1,207)	1,265	3,530	(2,265)	4,743
5520-00 · Supplies - Other	578	1,178	(600)	11,238	11,495	(258)	15,030
<b>Total 5520-00 · Supplies</b>	<b>578</b>	<b>2,385</b>	<b>(1,807)</b>	<b>12,503</b>	<b>15,025</b>	<b>(2,522)</b>	<b>19,773</b>
5610-00 · Depreciation	216	350	(133)	1,964	3,767	(1,803)	4,805
5700-00 · Equipment Support & Maintenance	24	96	(72)	7,865	10,574	(2,709)	13,562
5710-00 · Taxes, Licenses & Fees	818	809	9	9,041	7,826	1,214	10,151
5740-00 · Equipment Rental/Leasing	1,312	1,416	(104)	11,966	14,746	(2,780)	19,094
5800-00 · Training Seminars	100	5,484	(5,384)	4,561	16,936	(12,375)	20,097
5810-00 · Public Outreach	0	1,650	(1,650)	0	5,056	(5,056)	5,056
5815 · Training Video Series	0	1,000	(1,000)	1,058	8,000	(6,942)	13,631
5820 · Sales CRM/CMS	0			0	2,000	(2,000)	2,000
5830-00 · Commission Due to Third Party	0			765			
5850-00 · Artist of Month - Commissions	0	227	(227)	3,587	1,818	1,769	2,500
5900-00 · Professional Fees							

## North Lake Tahoe Resort Association Profit & Loss Budget Performance

### All Departments

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
5910-00 · Professional Fees - Attorneys	480	1,000	(520)	8,820	7,000	1,820	10,000
5920-00 · Professional Fees - Accountant	666	0	666	18,047	20,000	(1,953)	22,000
5921-00 · Professional Fees - Other	0	0	0	43,969	3,750	40,219	3,750
<b>Total 5900-00 · Professional Fees</b>	<b>1,146</b>	<b>1,000</b>	<b>146</b>	<b>70,836</b>	<b>30,750</b>	<b>40,086</b>	<b>35,750</b>
5940-00 · Research & Planning Membership	0			3,000	3,276	(276)	3,276
5941-00 · Research & Planning	0	0	0	2,266	6,344	(4,078)	7,042
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	30,000	(30,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	10,000	0	30,000
<b>Total 6020-00 · Programs</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10,000</b>	<b>40,000</b>	<b>(30,000)</b>	<b>80,000</b>
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			114,772	37,000	77,772	37,000
6421-01 · 4th of July Fireworks	10,000	0	10,000	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	0	0	0	17,700	(17,700)	22,000
6421-03 · Barcelona Soccer	0	0	0	0	0	0	3,000
6421-04 · Broken Arrow Skyrace	0	15,000	(15,000)	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	0	20,000	(20,000)	0	20,000	(20,000)	40,000
6421-09 · Wanderlust	0	0	0	34,043	34,000	43	37,000
6421-10 · WinterWonderGrass - Tahoe	1,154	0	1,154	16,154	19,400	(3,246)	19,400
6421-13 · Big Blue Adventure	0	15,000	(15,000)	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	0	0	0	0	0	5,000
<b>Total 6420-01 · Sponsorships</b>	<b>16,154</b>	<b>55,000</b>	<b>(38,846)</b>	<b>458,968</b>	<b>437,100</b>	<b>21,868</b>	<b>472,400</b>
6421-00 · New Event Development	(10,365)	0	(10,365)	1,791	15,900	(14,109)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	0	74	25,000
<b>Total 6422-00 · Event Media</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>74</b>	<b>0</b>	<b>74</b>	<b>25,000</b>
6424-00 · Event Operation Expenses	0	0	0	98	0	98	9,000
<b>Total 6420-00 · Events</b>	<b>5,789</b>	<b>55,000</b>	<b>(49,211)</b>	<b>460,931</b>	<b>453,000</b>	<b>7,931</b>	<b>524,000</b>
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	22	8,500	(8,478)	22	8,500	(8,478)	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,081	2,760	321	4,185
6437-00 · Tuesday Morning Breakfast Club	642	650	(8)	3,639	5,200	(1,561)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	291	295	(4)	2,563	7,580	(5,017)	8,465
6444-00 · Trades	0	500	(500)	1,140	1,355	(215)	2,130
6423-00 · Membership Activities - Other	0	75	(75)	405	525	(120)	750
<b>Total 6423-00 · Membership Activities</b>	<b>956</b>	<b>10,020</b>	<b>(9,064)</b>	<b>11,156</b>	<b>25,920</b>	<b>(14,764)</b>	<b>41,180</b>
6490-00 · Classified Ads	0	70	(70)	50	562	(512)	773
6701-00 · Market Study Reports/Research	0	70	(70)	808	1,031	(224)	1,242
6730-00 · Marketing Cooperative/Media	85,500	87,333	(1,833)	1,106,606	1,110,273	(3,667)	1,411,821
6740-00 · Media/Collateral/Production	0	1,000	(1,000)	0	4,000	(4,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0			0	4,000	(4,000)	4,000
6742-00 · Non-NLT Co-Op Marketing Program - Other	880	10,000	(9,120)	9,021	65,000	(55,979)	80,000
<b>Total 6742-00 · Non-NLT Co-Op Marketing Program</b>	<b>880</b>	<b>10,000</b>	<b>(9,120)</b>	<b>9,021</b>	<b>69,000</b>	<b>(59,979)</b>	<b>84,000</b>
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	467	2,000	(1,533)	8,858	14,000	(5,142)	20,000
6743-03 · Touch Lake Tahoe	13	3,000	(2,987)	10,506	17,000	(6,494)	20,000
6743-04 · High Notes	0	0	0	0	3,000	(3,000)	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>480</b>	<b>5,000</b>	<b>(4,520)</b>	<b>19,364</b>	<b>34,000</b>	<b>(14,636)</b>	<b>80,000</b>
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	42	180	(138)	989	1,587	(598)	2,126
52500 · Purchase Discounts	(3)	(119)	116	(2,086)	(949)	(1,137)	(1,305)
59900 · POS Inventory Adjustments	(7)	103	(110)	505	900	(396)	1,210
8100-00 · Cost of Goods Sold - Other	2,513	4,139	(1,625)	36,217	30,519	5,698	44,647
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,545</b>	<b>4,303</b>	<b>(1,757)</b>	<b>35,624</b>	<b>32,057</b>	<b>3,567</b>	<b>46,678</b>
8200-00 · Associate Relations	50	334	(284)	1,799	3,187	(1,388)	4,309
8300-00 · Board Functions	987	858	128	7,215	7,313	(98)	9,888
8500-00 · Credit Card Fees	335	419	(83)	4,515	4,631	(116)	6,067
8700-00 · Automobile Expenses	364	574	(210)	3,387	4,715	(1,328)	6,556
8750-00 · Meals/Meetings	199	782	(584)	3,328	5,836	(2,508)	8,183
8810-00 · Dues & Subscriptions	760	675	84	6,177	10,607	(4,430)	12,636
8910-00 · Travel	0	698	(698)	2,132	7,730	(5,598)	9,085
8920-00 · Bad Debt	818	661	157	15,239	8,697	6,542	10,330
<b>Total Expense</b>	<b>270,175</b>	<b>374,934</b>	<b>(104,760)</b>	<b>2,998,742</b>	<b>3,253,172</b>	<b>(254,430)</b>	<b>4,197,813</b>
<b>Net Ordinary Income</b>	<b>48,687</b>	<b>(46,603)</b>	<b>95,290</b>	<b>162,618</b>	<b>(107,660)</b>	<b>270,278</b>	<b>5,000</b>
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			207			
<b>Total Other Income</b>	<b>23</b>			<b>207</b>			

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Accrual Basis

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	<u>Mar 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul '17 - Mar 18</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Other Expense							
8990-00 - Allocated	0	326	(326)	0	(3,264)	3,264	0
Total Other Expense	0	326	(326)	0	(3,264)	3,264	0
Net Other Income	23	(326)	349	207	3,264	(3,057)	0
Net Income	<u>48,710</u>	<u>(46,929)</u>	<u>95,639</u>	<u>162,825</u>	<u>(104,396)</u>	<u>267,220</u>	<u>5,000</u>

## North Lake Tahoe Resort Association Profit & Loss Budget Performance

### 11 - Marketing

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	227,325	227,326	(0)	2,271,988	2,271,988	(0)	2,953,965
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
<b>Total Income</b>	<u>227,325</u>	<u>227,326</u>	<u>(0)</u>	<u>2,349,616</u>	<u>2,271,988</u>	<u>77,627</u>	<u>2,953,965</u>
<b>Gross Profit</b>	<u>227,325</u>	<u>227,326</u>	<u>(0)</u>	<u>2,349,616</u>	<u>2,271,988</u>	<u>77,627</u>	<u>2,953,965</u>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	12,375	12,375	0	16,500
5020-00 · P/R - Tax Expense	2,363	3,219	(857)	14,515	21,463	(6,948)	27,902
5030-00 · P/R - Health Insurance Expense	1,460	3,443	(1,983)	22,443	22,954	(510)	29,840
5040-00 · P/R - Workmans Comp	225	147	78	2,062	978	1,085	1,271
5060-00 · 401 (k)	753	1,210	(458)	5,538	8,069	(2,531)	10,490
5070-00 · Other Benefits and Expenses	32	228	(197)	1,199	1,521	(322)	1,977
5000-00 · Salaries & Wages - Other	34,528	33,558	970	172,353	223,719	(51,366)	290,834
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>40,735</u>	<u>43,180</u>	<u>(2,446)</u>	<u>230,485</u>	<u>291,078</u>	<u>(60,593)</u>	<u>378,813</u>
5100-00 · Rent							
5110-00 · Utilities	142	145	(3)	1,197	1,294	(97)	1,650
5140-00 · Repairs & Maintenance	181	73	107	408	304	104	525
5150-00 · Office - Cleaning	233	169	64	1,919	1,856	63	2,310
5100-00 · Rent - Other	2,083	1,886	197	17,507	17,515	(8)	23,259
<b>Total 5100-00 · Rent</b>	<u>2,639</u>	<u>2,273</u>	<u>366</u>	<u>21,032</u>	<u>20,970</u>	<u>62</u>	<u>27,744</u>
5310-00 · Telephone							
5320-00 · Telephone	463	456	7	5,202	4,091	1,111	5,459
<b>Total 5310-00 · Telephone</b>	<u>463</u>	<u>456</u>	<u>7</u>	<u>5,202</u>	<u>4,091</u>	<u>1,111</u>	<u>5,459</u>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	16	(16)	0	126	(126)	173
5480-00 · Mail - Fed Ex	0	20	(20)	69	182	(113)	243
5420-00 · Mail - USPS - Other	0	0	0	547	0	547	0
<b>Total 5420-00 · Mail - USPS</b>	<u>0</u>	<u>36</u>	<u>(36)</u>	<u>616</u>	<u>308</u>	<u>308</u>	<u>416</u>
5510-00 · Insurance/Bonding	50	242	(192)	1,451	2,176	(725)	2,902
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	238	0	238	0
5520-00 · Supplies - Other	21	258	(236)	2,028	2,318	(290)	3,090
<b>Total 5520-00 · Supplies</b>	<u>21</u>	<u>258</u>	<u>(236)</u>	<u>2,266</u>	<u>2,318</u>	<u>(52)</u>	<u>3,090</u>
5610-00 · Depreciation	16	38	(22)	174	343	(169)	457
5700-00 · Equipment Support & Maintenance	0	172	(172)	2,081	1,545	536	2,060
5710-00 · Taxes, Licenses & Fees	0	47	(47)	15	375	(360)	515
5740-00 · Equipment Rental/Leasing	309	174	136	2,472	1,539	933	2,060
5800-00 · Training Seminars	100	2,000	(1,900)	1,917	5,077	(3,160)	5,077
5810-00 · Public Outreach	0	1,650	(1,650)	0	1,650	(1,650)	1,650
5815 · Training Video Series	0	0	0	0	6,000	(6,000)	8,631
5820 · Sales CRM/CMS	0	0	0	0	2,000	(2,000)	2,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0			1,220			
5921-00 · Professional Fees - Other	0			42,469			
<b>Total 5900-00 · Professional Fees</b>	<u>0</u>			<u>43,689</u>	<u>0</u>	<u>43,689</u>	<u>0</u>
5940-00 · Research & Planning Membership	0			0	2,870	(2,870)	2,870
5941-00 · Research & Planning	0	0	0	0	4,000	(4,000)	4,698
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	30,000	(30,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	10,000	0	30,000
<b>Total 6020-00 · Programs</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>10,000</u>	<u>40,000</u>	<u>(30,000)</u>	<u>80,000</u>
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			114,772	37,000	77,772	37,000
6421-01 · 4th of July Fireworks	10,000	0	10,000	20,000	20,000	0	20,000
6421-02 · AMGEN Tour of California	0	0	0	0	17,700	(17,700)	22,000
6421-03 · Barcelona Soccer	0	0	0	0	0	0	3,000
6421-04 · Broken Arrow Skyrace	0	15,000	(15,000)	15,000	15,000	0	15,000
6421-06 · Spartan	0	0	0	254,000	254,000	0	254,000
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	0	20,000	(20,000)	0	20,000	(20,000)	40,000
6421-09 · Wanderlust	0	0	0	34,043	34,000	43	37,000
6421-10 · WinterWonderGrass - Tahoe	1,154	0	1,154	16,154	19,400	(3,246)	19,400
6421-13 · Big Blue Adventure	0	15,000	(15,000)	0	15,000	(15,000)	15,000
6421-15 · Lake Tahoe Dance Collective	0	0	0	0	0	0	5,000
<b>Total 6420-01 · Sponsorships</b>	<u>16,154</u>	<u>55,000</u>	<u>(38,846)</u>	<u>458,968</u>	<u>437,100</u>	<u>21,868</u>	<u>472,400</u>
6421-00 · New Event Development	(10,365)	0	(10,365)	1,791	15,900	(14,109)	17,600
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0	0	0	74	0	74	25,000
<b>Total 6422-00 · Event Media</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>74</u>	<u>0</u>	<u>74</u>	<u>25,000</u>
6424-00 · Event Operation Expenses	0	0	0	98	0	98	9,000
<b>Total 6420-00 · Events</b>	<u>5,789</u>	<u>55,000</u>	<u>(49,211)</u>	<u>460,931</u>	<u>453,000</u>	<u>7,931</u>	<u>524,000</u>
6490-00 · Classified Ads	0			50	0	50	0

North Lake Tahoe Resort Association  
Profit & Loss Budget Performance

11 - Marketing

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
6701-00 · Market Study Reports/Research	0	0	0	808	469	338	469
6730-00 · Marketing Cooperative/Media	76,333	76,333	0	1,024,106	1,024,106	0	1,292,654
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0			0	4,000	(4,000)	4,000
6742-00 · Non-NLT Co-Op Marketing Program - Other	730	10,000	(9,270)	7,821	65,000	(57,179)	80,000
<b>Total 6742-00 · Non-NLT Co-Op Marketing Program</b>	<b>730</b>	<b>10,000</b>	<b>(9,270)</b>	<b>7,821</b>	<b>69,000</b>	<b>(61,179)</b>	<b>84,000</b>
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	467	2,000	(1,533)	8,858	14,000	(5,142)	20,000
6743-03 · Touch Lake Tahoe	13	3,000	(2,987)	10,506	17,000	(6,494)	20,000
6743-04 · High Notes	0	0	0	0	3,000	(3,000)	20,000
6743-05 · Peak Your Adventure	0	0	0	0	0	0	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>480</b>	<b>5,000</b>	<b>(4,520)</b>	<b>19,364</b>	<b>34,000</b>	<b>(14,636)</b>	<b>80,000</b>
8200-00 · Associate Relations	0	56	(56)	315	449	(134)	618
8500-00 · Credit Card Fees	0	0	0	65	0	65	0
8700-00 · Automobile Expenses	117	113	4	980	1,015	(35)	1,353
8750-00 · Meals/Meetings	39	325	(286)	2,264	2,629	(365)	3,605
8810-00 · Dues & Subscriptions	15	219	(204)	2,090	2,793	(703)	3,449
8910-00 · Travel	0	279	(279)	2,132	4,140	(2,008)	4,240
<b>Total Expense</b>	<b>127,836</b>	<b>197,850</b>	<b>(70,014)</b>	<b>1,842,326</b>	<b>1,977,942</b>	<b>(135,616)</b>	<b>2,522,831</b>
<b>Net Ordinary Income</b>	<b>99,489</b>	<b>29,475</b>	<b>70,014</b>	<b>507,289</b>	<b>294,046</b>	<b>213,243</b>	<b>431,134</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	6			56			
<b>Total Other Income</b>	<b>6</b>			<b>56</b>			
<b>Other Expense</b>							
8990-00 · Allocated	44,019	50,141	(6,122)	315,285	325,008	(9,723)	431,134
<b>Total Other Expense</b>	<b>44,019</b>	<b>50,141</b>	<b>(6,122)</b>	<b>315,285</b>	<b>325,008</b>	<b>(9,723)</b>	<b>431,134</b>
<b>Net Other Income</b>	<b>(44,012)</b>	<b>(50,141)</b>	<b>6,128</b>	<b>(315,228)</b>	<b>(325,008)</b>	<b>9,779</b>	<b>(431,134)</b>
<b>Net Income</b>	<b>55,477</b>	<b>(20,665)</b>	<b>76,142</b>	<b>192,061</b>	<b>(30,961)</b>	<b>223,022</b>	<b>0</b>

## North Lake Tahoe Resort Association Profit & Loss Budget Performance

### 30 - Conference

	Mar 18	Budget	\$ Over Bud...	Jul '17 - Mar...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	27,317	27,317	0	213,592	213,592	0	295,542
4205-00 · Conference Dues	917	0	917	8,250	7,690	560	7,690
4600-00 · Commissions							
4601-00 · Commissions - South Shore	514	1,881	(1,367)	2,373	13,621	(11,248)	15,121
4600-00 · Commissions - Other	0	2,500	(2,500)	48,436	85,790	(37,354)	106,771
<b>Total 4600-00 · Commissions</b>	<b>514</b>	<b>4,381</b>	<b>(3,867)</b>	<b>50,808</b>	<b>99,411</b>	<b>(48,603)</b>	<b>121,892</b>
<b>Total Income</b>	<b>28,747</b>	<b>31,697</b>	<b>(2,951)</b>	<b>272,651</b>	<b>320,693</b>	<b>(48,043)</b>	<b>425,124</b>
<b>Gross Profit</b>	<b>28,747</b>	<b>31,697</b>	<b>(2,951)</b>	<b>272,651</b>	<b>320,693</b>	<b>(48,043)</b>	<b>425,124</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,008	0	4,008	11,928	28,685	(16,757)	31,378
5020-00 · P/R - Tax Expense	1,495	1,176	319	10,961	12,612	(1,650)	14,997
5030-00 · P/R - Health Insurance Expense	1,130	1,041	89	13,095	12,146	949	15,811
5040-00 · P/R - Workmans Comp	183	166	17	1,436	773	664	1,105
5060-00 · 401 (k)	796	628	168	5,103	5,995	(891)	7,263
5070-00 · Other Benefits and Expenses	42	42	0	753	536	217	779
5000-00 · Salaries & Wages - Other	16,832	17,521	(688)	112,774	108,716	4,058	138,668
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>24,487</b>	<b>20,574</b>	<b>3,912</b>	<b>156,050</b>	<b>169,461</b>	<b>(13,411)</b>	<b>210,001</b>
5100-00 · Rent							
5110-00 · Utilities	71	72	(1)	594	649	(55)	827
5140-00 · Repairs & Maintenance	90	126	(36)	197	653	(455)	907
5150-00 · Office - Cleaning	117	85	32	960	928	32	1,154
5100-00 · Rent - Other	1,000	985	15	8,385	8,637	(253)	11,594
<b>Total 5100-00 · Rent</b>	<b>1,278</b>	<b>1,269</b>	<b>10</b>	<b>10,136</b>	<b>10,868</b>	<b>(732)</b>	<b>14,483</b>
5310-00 · Telephone							
5320-00 · Telephone	126	358	(231)	2,026	3,091	(1,066)	4,164
<b>Total 5310-00 · Telephone</b>	<b>126</b>	<b>358</b>	<b>(231)</b>	<b>2,026</b>	<b>3,091</b>	<b>(1,066)</b>	<b>4,164</b>
5420-00 · Mail - USPS	0	113	(113)	228	470	(242)	809
5510-00 · Insurance/Bonding	17	87	(70)	1,260	1,232	28	1,442
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	73	0	73	500
5520-00 · Supplies - Other	174	90	84	539	740	(200)	1,010
<b>Total 5520-00 · Supplies</b>	<b>174</b>	<b>90</b>	<b>84</b>	<b>612</b>	<b>740</b>	<b>(127)</b>	<b>1,510</b>
5610-00 · Depreciation	6	28	(22)	76	175	(98)	249
5700-00 · Equipment Support & Maintenance	0	133	(133)	1,041	1,202	(161)	1,600
5710-00 · Taxes, Licenses & Fees	0	0	0	0	206	(206)	206
5740-00 · Equipment Rental/Leasing	133	230	(97)	1,279	1,970	(691)	2,660
5800-00 · Training Seminars	0	0	0	0	1,750	(1,750)	3,500
5830-00 · Commission Due to Third Party	0	0	0	765	0	765	0
6730-00 · Marketing Cooperative/Media	9,167	11,000	(1,833)	82,500	86,167	(3,667)	119,167
8200-00 · Associate Relations	0	47	(47)	170	375	(204)	515
8500-00 · Credit Card Fees	0	0	0	90	0	90	0
8700-00 · Automobile Expenses	0	153	(153)	0	454	(454)	912
8750-00 · Meals/Meetings	0	150	(150)	0	400	(400)	850
8810-00 · Dues & Subscriptions	475	130	345	475	600	(125)	1,007
<b>Total Expense</b>	<b>35,863</b>	<b>34,361</b>	<b>1,501</b>	<b>256,709</b>	<b>279,160</b>	<b>(22,451)</b>	<b>363,075</b>
<b>Net Ordinary Income</b>	<b>(7,116)</b>	<b>(2,664)</b>	<b>(4,452)</b>	<b>15,942</b>	<b>41,533</b>	<b>(25,591)</b>	<b>62,049</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	5,978	7,376	(1,398)	42,841	45,939	(3,098)	62,049
<b>Total Other Expense</b>	<b>5,978</b>	<b>7,376</b>	<b>(1,398)</b>	<b>42,841</b>	<b>45,939</b>	<b>(3,098)</b>	<b>62,049</b>
<b>Net Other Income</b>	<b>(5,978)</b>	<b>(7,376)</b>	<b>1,398</b>	<b>(42,841)</b>	<b>(45,939)</b>	<b>3,098</b>	<b>(62,049)</b>
<b>Net Income</b>	<b>(13,094)</b>	<b>(10,040)</b>	<b>(3,054)</b>	<b>(26,899)</b>	<b>(4,406)</b>	<b>(22,494)</b>	<b>0</b>

**North Lake Tahoe Resort Association  
Profit & Loss Budget Performance**

**41 - Transportation**

	Mar 18	Budget	\$ Over Bud...	Jul '17 - Mar...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	31,550	31,550	0	31,550
<b>Total Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>31,550</b>	<b>31,550</b>	<b>0</b>	<b>31,550</b>
<b>Gross Profit</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>31,550</b>	<b>31,550</b>	<b>0</b>	<b>31,550</b>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(434)	0	(434)	1,287	766	521	766
5030-00 · P/R - Health Insurance Expense	18	0	18	224	714	(490)	714
5040-00 · P/R - Workmans Comp	0	0	0	106	30	76	30
5060-00 · 401 (k)	0	0	0	641	359	282	359
5070-00 · Other Benefits and Expenses	0	0	0	53	10	44	10
5000-00 · Salaries & Wages - Other	0	0	0	8,888	13,026	(4,138)	13,026
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>(417)</b>	<b>0</b>	<b>(417)</b>	<b>11,199</b>	<b>14,904</b>	<b>(3,705)</b>	<b>14,904</b>
5100-00 · Rent							
5110-00 · Utilities	0	0	0	63	117	(54)	117
5140-00 · Repairs & Maintenance	0	0	0	5	99	(94)	99
5150-00 · Office - Cleaning	0	0	0	111	72	39	72
5100-00 · Rent - Other	0	0	0	646	1,923	(1,277)	1,923
<b>Total 5100-00 · Rent</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>826</b>	<b>2,211</b>	<b>(1,385)</b>	<b>2,211</b>
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	448	285	163	285
<b>Total 5310-00 · Telephone</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>448</b>	<b>285</b>	<b>163</b>	<b>285</b>
5420-00 · Mail - USPS	0	0	0	48	50	(2)	50
5510-00 · Insurance/Bonding	0	0	0	55	259	(204)	259
5520-00 · Supplies	0	0	0	27	500	(473)	500
5610-00 · Depreciation	0	0	0	11	426	(416)	426
5700-00 · Equipment Support & Maintenance	0	0	0	128	494	(366)	494
5710-00 · Taxes, Licenses & Fees	0	0	0	0	124	(124)	124
5740-00 · Equipment Rental/Leasing	0	0	0	406	330	76	330
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	750	(750)	750
5940-00 · Research & Planning Membership	0	0	0	3,000	406	2,594	406
5941-00 · Research & Planning	0	0	0	1,891	1,969	(78)	1,969
8200-00 · Associate Relations	0	0	0	6	0	6	0
8500-00 · Credit Card Fees	0	0	0	5	0	5	0
8700-00 · Automobile Expenses	0	0	0	67	250	(183)	250
8750-00 · Meals/Meetings	0	0	0	81	250	(169)	250
8810-00 · Dues & Subscriptions	0	0	0	502	2,988	(2,486)	2,988
8910-00 · Travel	0	0	0	0	250	(250)	250
<b>Total Expense</b>	<b>(417)</b>	<b>0</b>	<b>(417)</b>	<b>18,699</b>	<b>26,946</b>	<b>(8,247)</b>	<b>26,946</b>
<b>Net Ordinary Income</b>	<b>417</b>	<b>0</b>	<b>417</b>	<b>12,851</b>	<b>4,604</b>	<b>8,247</b>	<b>4,604</b>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	0	0	2,471	4,604	(2,133)	4,604
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,471</b>	<b>4,604</b>	<b>(2,133)</b>	<b>4,604</b>
<b>Net Other Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(2,471)</b>	<b>(4,604)</b>	<b>2,133</b>	<b>(4,604)</b>
<b>Net Income</b>	<b>417</b>	<b>0</b>	<b>417</b>	<b>10,380</b>	<b>0</b>	<b>10,380</b>	<b>0</b>



## North Lake Tahoe Resort Association Profit & Loss Budget Performance

### 42 - Visitor Center

	Mar 18	Budget	\$ Over Bud...	Jul '17 - Mar...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	43,136	43,136	0	273,557	273,557	0	402,964
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	9	200	(191)	8,201	7,400	801	9,000
46000 · Merchandise Sales - Other	4,539	4,844	(305)	62,667	58,580	4,088	93,356
<b>Total 46000 · Merchandise Sales</b>	<b>4,548</b>	<b>5,044</b>	<b>(496)</b>	<b>70,868</b>	<b>65,980</b>	<b>4,888</b>	<b>102,356</b>
4720-00 · Miscellaneous	400			400			
<b>Total Income</b>	<b>48,083</b>	<b>48,180</b>	<b>(96)</b>	<b>344,825</b>	<b>339,536</b>	<b>5,288</b>	<b>505,320</b>
<b>Gross Profit</b>	<b>48,083</b>	<b>48,180</b>	<b>(96)</b>	<b>344,825</b>	<b>339,536</b>	<b>5,288</b>	<b>505,320</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,559	1,986	(427)	12,411	14,855	(2,445)	19,635
5030-00 · P/R - Health Insurance Expense	989	3,203	(2,213)	15,506	21,350	(5,844)	27,755
5040-00 · P/R - Workmans Comp	669	99	569	2,533	662	1,870	861
5060-00 · 401 (k)	490	817	(328)	4,894	5,450	(556)	7,085
5070-00 · Other Benefits and Expenses	50	71	(21)	816	474	341	617
5000-00 · Salaries & Wages - Other	17,602	18,374	(772)	127,699	135,939	(8,240)	179,410
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>21,359</b>	<b>24,550</b>	<b>(3,191)</b>	<b>163,858</b>	<b>178,731</b>	<b>(14,873)</b>	<b>235,363</b>
5100-00 · Rent							
5110-00 · Utilities	569	617	(48)	4,921	5,459	(537)	7,311
5140-00 · Repairs & Maintenance	1,746	157	1,588	2,176	1,259	917	1,731
5150-00 · Office - Cleaning	58	197	(139)	480	1,627	(1,147)	2,218
5100-00 · Rent - Other	6,500	7,751	(1,251)	58,342	68,102	(9,759)	91,356
<b>Total 5100-00 · Rent</b>	<b>8,873</b>	<b>8,723</b>	<b>150</b>	<b>65,919</b>	<b>76,447</b>	<b>(10,527)</b>	<b>102,617</b>
5310-00 · Telephone							
5320-00 · Telephone	658	534	124	3,563	3,188	375	4,789
<b>Total 5310-00 · Telephone</b>	<b>658</b>	<b>534</b>	<b>124</b>	<b>3,563</b>	<b>3,188</b>	<b>375</b>	<b>4,789</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	73	(73)	0	627	(627)	846
5480-00 · Mail - Fed Ex	0	1	(1)	51	102	(51)	106
5420-00 · Mail - USPS - Other	0	27	(27)	519	216	303	297
<b>Total 5420-00 · Mail - USPS</b>	<b>0</b>	<b>102</b>	<b>(102)</b>	<b>570</b>	<b>946</b>	<b>(376)</b>	<b>1,250</b>
5510-00 · Insurance/Bonding	88	173	(85)	1,790	1,540	250	2,060
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	82	(82)	760	1,155	(395)	1,493
5520-00 · Supplies - Other	267	265	2	3,168	2,426	743	3,220
<b>Total 5520-00 · Supplies</b>	<b>267</b>	<b>347</b>	<b>(80)</b>	<b>3,928</b>	<b>3,580</b>	<b>348</b>	<b>4,713</b>
5610-00 · Depreciation	131	92	38	1,151	772	379	1,049
5700-00 · Equipment Support & Maintenance	0	276	(276)	1,436	2,486	(1,050)	3,313
5710-00 · Taxes, Licenses & Fees	0	28	(28)	15	225	(210)	309
5740-00 · Equipment Rental/Leasing	312	514	(202)	1,922	4,464	(2,542)	6,106
5800-00 · Training Seminars	0	54	(54)	0	1,679	(1,679)	3,090
5815 · Training Video Series	0	1,000	(1,000)	1,058	2,000	(942)	5,000
5850-00 · Artist of Month - Commissions	0	227	(227)	3,587	1,818	1,769	2,500
6740-00 · Media/Collateral/Production	0	1,000	(1,000)	0	4,000	(4,000)	5,000
6742-00 · Non-NLT Co-Op Marketing Program	150			1,200	0	1,200	0
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	42	180	(138)	989	1,587	(598)	2,126
52500 · Purchase Discounts	(3)	(119)	116	(2,086)	(949)	(1,137)	(1,305)
59900 · POS Inventory Adjustments	(7)	103	(110)	505	900	(396)	1,210
8100-00 · Cost of Goods Sold - Other	2,513	4,139	(1,625)	36,217	30,519	5,698	44,647
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,545</b>	<b>4,303</b>	<b>(1,757)</b>	<b>35,624</b>	<b>32,057</b>	<b>3,567</b>	<b>46,678</b>
8200-00 · Associate Relations	0	0	0	415	515	(100)	635
8500-00 · Credit Card Fees	115	124	(9)	2,334	2,588	(254)	3,487
8700-00 · Automobile Expenses	37	90	(53)	456	972	(516)	1,236
8750-00 · Meals/Meetings	146	92	54	504	621	(117)	897
8810-00 · Dues & Subscriptions	50	150	(100)	498	698	(200)	1,133
8910-00 · Travel	0	0	0	0	343	(343)	343
<b>Total Expense</b>	<b>34,730</b>	<b>42,378</b>	<b>(7,648)</b>	<b>289,829</b>	<b>319,670</b>	<b>(29,841)</b>	<b>431,568</b>
<b>Net Ordinary Income</b>	<b>13,354</b>	<b>5,802</b>	<b>7,552</b>	<b>54,996</b>	<b>19,866</b>	<b>35,130</b>	<b>73,752</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	7,422	8,314	(892)	53,176	54,810	(1,634)	73,752

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Accrual Basis

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	<u>Mar 18</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul '17 - Mar...</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Total Other Expense	7,422	8,314	(892)	53,176	54,810	(1,634)	73,752
Net Other Income	(7,422)	(8,314)	892	(53,176)	(54,810)	1,634	(73,752)
Net Income	<u>5,932</u>	<u>(2,512)</u>	<u>8,444</u>	<u>1,820</u>	<u>(34,944)</u>	<u>36,764</u>	<u>0</u>

**North Lake Tahoe Resort Association**  
**Profit & Loss Budget Performance**  
**50 - Infrastructure**

	Mar 18	Budget	\$ Over Bud...	Jul '17 - Ma...	YTD Budget	\$ Over Bud...	Annual Bu...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	0	0	0	46,563	46,563	0	46,563
<b>Total Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46,563</b>	<b>46,563</b>	<b>0</b>	<b>46,563</b>
<b>Gross Profit</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46,563</b>	<b>46,563</b>	<b>0</b>	<b>46,563</b>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	125	0	125	2,329	1,411	918	1,411
5030-00 · P/R - Health Insurance Expense	44	0	44	381	1,586	(1,205)	1,586
5040-00 · P/R - Workmans Comp	0	0	0	179	64	115	64
5060-00 · 401 (k)	0	0	0	942	731	211	731
5070-00 · Other Benefits and Expenses	0	0	0	115	21	94	21
5000-00 · Salaries & Wages - Other	0	0	0	17,251	21,048	(3,797)	21,048
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>169</b>	<b>0</b>	<b>169</b>	<b>21,198</b>	<b>24,861</b>	<b>(3,663)</b>	<b>24,861</b>
5100-00 · Rent							
5110-00 · Utilities	0	0	0	114	94	20	94
5140-00 · Repairs & Maintenance	0	0	0	21	120	(99)	120
5150-00 · Office - Cleaning	0	0	0	152	120	33	120
5100-00 · Rent - Other	0	0	0	1,062	2,964	(1,902)	2,964
<b>Total 5100-00 · Rent</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,349</b>	<b>3,297</b>	<b>(1,948)</b>	<b>3,297</b>
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	908	571	337	571
<b>Total 5310-00 · Telephone</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>908</b>	<b>571</b>	<b>337</b>	<b>571</b>
5420-00 · Mail - USPS	0	0	0	79	50	29	50
5510-00 · Insurance/Bonding	0	0	0	138	259	(121)	259
5520-00 · Supplies	0	0	0	58	500	(442)	500
5610-00 · Depreciation	0	0	0	28	426	(398)	426
5700-00 · Equipment Support & Maintenance	0	0	0	131	680	(549)	680
5710-00 · Taxes, Licenses & Fees	0	0	0	0	473	(473)	473
5740-00 · Equipment Rental/Leasing	0	0	0	1,103	2,223	(1,120)	2,223
5800-00 · Training Seminars	0	0	0	0	500	(500)	500
5810-00 · Public Outreach	0	0	0	0	2,656	(2,656)	2,656
5941-00 · Research & Planning	0	0	0	375	375	0	375
8200-00 · Associate Relations	0	0	0	15	0	15	0
8500-00 · Credit Card Fees	0	0	0	10	0	10	0
8700-00 · Automobile Expenses	0	0	0	116	500	(384)	500
8750-00 · Meals/Meetings	0	0	0	22	500	(478)	500
8810-00 · Dues & Subscriptions	0	0	0	2	1,646	(1,644)	1,646
8910-00 · Travel	0	0	0	0	250	(250)	250
<b>Total Expense</b>	<b>169</b>	<b>0</b>	<b>169</b>	<b>25,532</b>	<b>39,767</b>	<b>(14,235)</b>	<b>39,767</b>
<b>Net Ordinary Income</b>	<b>(169)</b>	<b>0</b>	<b>(169)</b>	<b>21,031</b>	<b>6,796</b>	<b>14,235</b>	<b>6,796</b>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	0	0	4,091	6,796	(2,705)	6,796
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,091</b>	<b>6,796</b>	<b>(2,705)</b>	<b>6,796</b>
<b>Net Other Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(4,091)</b>	<b>(6,796)</b>	<b>2,705</b>	<b>(6,796)</b>
<b>Net Income</b>	<b>(169)</b>	<b>0</b>	<b>(169)</b>	<b>16,940</b>	<b>0</b>	<b>16,940</b>	<b>0</b>

## North Lake Tahoe Resort Association Profit & Loss Budget Performance

51 - TMPI

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	3,403	3,403	0	6,806	6,806	0	17,016
<b>Total Income</b>	<b>3,403</b>	<b>3,403</b>	<b>0</b>	<b>6,806</b>	<b>6,806</b>	<b>0</b>	<b>17,016</b>
<b>Gross Profit</b>	<b>3,403</b>	<b>3,403</b>	<b>0</b>	<b>6,806</b>	<b>6,806</b>	<b>0</b>	<b>17,016</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	99	210	(111)	99	349	(251)	769
5040-00 · P/R - Workmans Comp	12	8	4	24	14	11	30
5060-00 · 401 (k)	78	98	(21)	114	164	(49)	360
5070-00 · Other Benefits and Expenses	0	3	(3)	0	5	(5)	10
5000-00 · Salaries & Wages - Other	2,171	2,259	(88)	3,348	3,766	(418)	8,285
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>2,360</b>	<b>2,578</b>	<b>(218)</b>	<b>3,586</b>	<b>4,297</b>	<b>(711)</b>	<b>9,453</b>
5100-00 · Rent							
5110-00 · Utilities	5			8			
5140-00 · Repairs & Maintenance	6			8			
5150-00 · Office - Cleaning	8			12			
5100-00 · Rent - Other	70	582	(512)	232	1,163	(932)	2,908
<b>Total 5100-00 · Rent</b>	<b>89</b>	<b>582</b>	<b>(492)</b>	<b>259</b>	<b>1,163</b>	<b>(904)</b>	<b>2,908</b>
5310-00 · Telephone							
5320-00 · Telephone	34			67			
5310-00 · Telephone - Other	0	58	(58)	0	115	(115)	288
<b>Total 5310-00 · Telephone</b>	<b>34</b>	<b>58</b>	<b>(24)</b>	<b>67</b>	<b>115</b>	<b>(48)</b>	<b>288</b>
5420-00 · Mail - USPS	0	10	(10)	19	20	(1)	50
5510-00 · Insurance/Bonding	5	20	(15)	10	40	(30)	100
5520-00 · Supplies	1	50	(49)	5	100	(95)	250
5610-00 · Depreciation	0			1			
5700-00 · Equipment Support & Maintenance	0	50	(50)	0	100	(100)	250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	0	34	(34)	84
5740-00 · Equipment Rental/Leasing	36	30	6	80	60	20	150
8700-00 · Automobile Expenses	0	50	(50)	0	100	(100)	250
8750-00 · Meals/Meetings	0	50	(50)	0	100	(100)	250
8910-00 · Travel	0	100	(100)	0	200	(200)	500
<b>Total Expense</b>	<b>2,525</b>	<b>3,594</b>	<b>(1,069)</b>	<b>4,027</b>	<b>6,329</b>	<b>(2,302)</b>	<b>14,533</b>
<b>Net Ordinary Income</b>	<b>878</b>	<b>(191)</b>	<b>1,069</b>	<b>2,779</b>	<b>477</b>	<b>2,302</b>	<b>2,483</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	1,065	500	565	1,912	1,000	912	2,483
<b>Total Other Expense</b>	<b>1,065</b>	<b>500</b>	<b>565</b>	<b>1,912</b>	<b>1,000</b>	<b>912</b>	<b>2,483</b>
<b>Net Other Income</b>	<b>(1,065)</b>	<b>(500)</b>	<b>(565)</b>	<b>(1,912)</b>	<b>(1,000)</b>	<b>(912)</b>	<b>(2,483)</b>
<b>Net Income</b>	<b>(186)</b>	<b>(691)</b>	<b>505</b>	<b>867</b>	<b>(523)</b>	<b>1,390</b>	<b>0</b>

**North Lake Tahoe Resort Association  
Profit & Loss Budget Performance**

**60 - Membership**

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues	10,284	13,500	(3,216)	99,290	109,500	(10,210)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							12,000
4250-04 · Silent Auction	0	0	0	0	0	0	6,500
4250-05 · Sponsorships	0	0	0	0	0	0	22,500
4250-01 · Community Awards - Other	0	0	0	0	0	0	
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41,000</b>
4250-02 · Chamber Events	250	3,000	(2,750)	339	6,000	(5,661)	12,725
4250-03 · Summer/Winter Rec Luncheon	0	0	0	3,409	4,300	(891)	7,300
4251-00 · Tues AM Breakfast Club							2,000
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	500	1,100	(600)	2,000
4251-00 · Tues AM Breakfast Club - Other	689	750	(61)	3,447	6,000	(2,553)	8,250
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>689</b>	<b>1,050</b>	<b>(361)</b>	<b>3,947</b>	<b>7,100</b>	<b>(3,153)</b>	<b>10,250</b>
4250-00 · Revenues-Membership Activities - Other	79	175	(96)	1,274	1,400	(126)	1,925
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>1,018</b>	<b>4,225</b>	<b>(3,207)</b>	<b>8,969</b>	<b>18,800</b>	<b>(9,831)</b>	<b>73,200</b>
4252-00 · Sponsorships	0	0	0	1,000	0	1,000	0
4720-00 · Miscellaneous	0			15			
<b>Total Income</b>	<b>11,302</b>	<b>17,725</b>	<b>(6,423)</b>	<b>109,349</b>	<b>128,375</b>	<b>(19,026)</b>	<b>223,275</b>
<b>Gross Profit</b>	<b>11,302</b>	<b>17,725</b>	<b>(6,423)</b>	<b>109,349</b>	<b>128,375</b>	<b>(19,026)</b>	<b>223,275</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(12,375)	(12,375)	0	(16,500)
5020-00 · P/R - Tax Expense	492	788	(296)	5,718	5,278	440	6,853
5030-00 · P/R - Health Insurance Expense	249	1,800	(1,551)	9,267	10,140	(873)	12,990
5040-00 · P/R - Workmans Comp	71	75	(4)	634	705	(71)	930
5060-00 · 401 (k)	171	480	(309)	2,207	2,825	(618)	3,785
5070-00 · Other Benefits and Expenses	3	93	(90)	129	565	(436)	844
5000-00 · Salaries & Wages - Other	5,143	11,700	(6,557)	68,649	74,150	(5,501)	97,550
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>4,755</b>	<b>13,561</b>	<b>(8,806)</b>	<b>74,228</b>	<b>81,288</b>	<b>(7,060)</b>	<b>106,452</b>
5100-00 · Rent							
5110-00 · Utilities	28	50	(22)	417	450	(33)	600
5140-00 · Repairs & Maintenance	25	55	(30)	101	440	(339)	605
5150-00 · Office - Cleaning	32	85	(53)	670	780	(110)	1,090
5100-00 · Rent - Other	358	725	(367)	6,667	6,525	142	8,700
<b>Total 5100-00 · Rent</b>	<b>443</b>	<b>915</b>	<b>(472)</b>	<b>7,854</b>	<b>8,195</b>	<b>(341)</b>	<b>10,995</b>
5310-00 · Telephone							
5320-00 · Telephone	130	219	(89)	2,107	2,032	75	2,686
<b>Total 5310-00 · Telephone</b>	<b>130</b>	<b>219</b>	<b>(89)</b>	<b>2,107</b>	<b>2,032</b>	<b>75</b>	<b>2,686</b>
5420-00 · Mail - USPS	225	250	(25)	623	850	(227)	1,000
5510-00 · Insurance/Bonding	19	55	(36)	557	580	(23)	745
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	125	(125)	73	375	(302)	750
5520-00 · Supplies - Other	8	95	(87)	849	965	(116)	1,250
<b>Total 5520-00 · Supplies</b>	<b>8</b>	<b>220</b>	<b>(212)</b>	<b>922</b>	<b>1,340</b>	<b>(418)</b>	<b>2,000</b>
5610-00 · Depreciation	5	15	(10)	48	135	(87)	180
5700-00 · Equipment Support & Maintenance	0	55	(55)	626	1,160	(534)	1,325
5710-00 · Taxes, Licenses & Fees	0	50	(50)	1	150	(149)	200
5740-00 · Equipment Rental/Leasing	178	250	(72)	1,781	2,240	(459)	2,990
5800-00 · Training Seminars	0	250	(250)	0	1,250	(1,250)	1,250
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	22	8,500	(8,478)	22	8,500	(8,478)	18,500
6435-00 · Shop Local Event	0			295			
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,081	2,760	321	4,185
6437-00 · Tuesday Morning Breakfast Club	642	650	(8)	3,639	5,200	(1,561)	7,150
6441-00 · Membership - Miscellaneous Exp	0			10	0	10	0
6442-00 · Public Relations/Website	291	295	(4)	2,563	7,580	(5,017)	8,465
6444-00 · Trades	0	500	(500)	1,140	1,355	(215)	2,130
6423-00 · Membership Activities - Other	0	75	(75)	405	525	(120)	750
<b>Total 6423-00 · Membership Activities</b>	<b>956</b>	<b>10,020</b>	<b>(9,064)</b>	<b>11,156</b>	<b>25,920</b>	<b>(14,764)</b>	<b>41,180</b>
8200-00 · Associate Relations	0	25	(25)	93	200	(107)	275
8300-00 · Board Functions	0			156			
8500-00 · Credit Card Fees	221	295	(74)	1,851	1,995	(144)	2,580
8700-00 · Automobile Expenses	0	75	(75)	530	675	(145)	1,025
8750-00 · Meals/Meetings	0	40	(40)	0	320	(320)	440
8810-00 · Dues & Subscriptions	0	50	(50)	295	615	(320)	765
8920-00 · Bad Debt	818	661	157	15,239	8,697	6,542	10,330
<b>Total Expense</b>	<b>7,758</b>	<b>27,006</b>	<b>(19,247)</b>	<b>118,067</b>	<b>137,642</b>	<b>(19,575)</b>	<b>186,418</b>
<b>Net Ordinary Income</b>	<b>3,544</b>	<b>(9,281)</b>	<b>12,825</b>	<b>(8,718)</b>	<b>(9,267)</b>	<b>550</b>	<b>36,857</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	3,227	3,490	(262)	23,166	24,295	(1,129)	31,857

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Accrual Basis

North Lake Tahoe Resort Association  
Profit & Loss Budget Performance  
60 - Membership

	<u>Mar 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul '17 - Mar 18</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Total Other Expense	3,227	3,490	(262)	23,166	24,295	(1,129)	31,857
Net Other Income	(3,227)	(3,490)	262	(23,166)	(24,295)	1,129	(31,857)
Net Income	<u>317</u>	<u>(12,770)</u>	<u>13,087</u>	<u>(31,884)</u>	<u>(33,562)</u>	<u>1,678</u>	<u>5,000</u>

**North Lake Tahoe Resort Association  
Profit & Loss Budget Performance**

**70 - Administration**

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,453	3,842	(389)	24,578	25,611	(1,033)	33,295
5030-00 · P/R - Health Insurance Expense	853	3,879	(3,026)	10,118	25,860	(15,742)	33,618
5040-00 · P/R - Workmans Comp	339	230	109	2,316	1,536	780	1,997
5060-00 · 401 (k)	1,279	658	621	7,565	4,385	3,180	5,700
5070-00 · Other Benefits and Expenses	46	147	(101)	735	979	(244)	1,273
5000-00 · Salaries & Wages - Other	47,405	48,401	(996)	302,668	303,635	(967)	405,907
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>53,375</b>	<b>57,157</b>	<b>(3,781)</b>	<b>347,980</b>	<b>362,006</b>	<b>(14,026)</b>	<b>481,790</b>
5100-00 · Rent							
5110-00 · Utilities	155	117	38	1,182	1,056	127	1,406
5140-00 · Repairs & Maintenance	561	375	187	2,407	3,147	(740)	4,271
5150-00 · Office - Cleaning	251	171	81	1,876	1,519	356	2,031
5100-00 · Rent - Other	2,469	1,807	662	19,366	15,590	3,776	21,012
<b>Total 5100-00 · Rent</b>	<b>3,436</b>	<b>2,469</b>	<b>967</b>	<b>24,831</b>	<b>21,312</b>	<b>3,519</b>	<b>28,720</b>
5310-00 · Telephone							
5320-00 · Telephone	836	1,088	(252)	6,966	9,347	(2,381)	12,611
5350-00 · Internet	0			25			
<b>Total 5310-00 · Telephone</b>	<b>836</b>	<b>1,088</b>	<b>(252)</b>	<b>6,991</b>	<b>9,347</b>	<b>(2,356)</b>	<b>12,611</b>
5420-00 · Mail - USPS	0	43	(43)	706	593	114	721
5510-00 · Insurance/Bonding	86	147	(61)	1,724	1,311	414	1,751
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	1,000	(1,000)	121	2,000	(1,879)	2,000
5520-00 · Supplies - Other	107	421	(314)	4,562	3,947	615	5,210
<b>Total 5520-00 · Supplies</b>	<b>107</b>	<b>1,421</b>	<b>(1,314)</b>	<b>4,683</b>	<b>5,947</b>	<b>(1,264)</b>	<b>7,210</b>
5610-00 · Depreciation	58	176	(118)	476	1,491	(1,015)	2,018
5700-00 · Equipment Support & Maintenance	24	311	(287)	2,424	2,907	(483)	3,840
5710-00 · Taxes, Licenses & Fees	818	667	151	9,010	6,240	2,770	8,240
5740-00 · Equipment Rental/Leasing	343	218	125	2,922	1,920	1,003	2,575
5800-00 · Training Seminars	0	3,180	(3,180)	2,644	6,180	(3,536)	6,180
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	480	1,000	(520)	7,600	7,000	600	10,000
5920-00 · Professional Fees - Accountant	666	0	666	18,047	20,000	(1,953)	22,000
5921-00 · Professional Fees - Other	0	0	0	1,500	3,750	(2,250)	3,750
<b>Total 5900-00 · Professional Fees</b>	<b>1,146</b>	<b>1,000</b>	<b>146</b>	<b>27,147</b>	<b>30,750</b>	<b>(3,603)</b>	<b>35,750</b>
6490-00 · Classified Ads	0	70	(70)	0	562	(562)	773
6701-00 · Market Study Reports/Research	0	70	(70)	0	562	(562)	773
8200-00 · Associate Relations	50	206	(156)	785	1,648	(863)	2,266
8300-00 · Board Functions	987	858	128	7,059	7,313	(254)	9,888
8500-00 · Credit Card Fees	0	0	0	160	48	112	0
8700-00 · Automobile Expenses	211	94	117	1,238	749	489	1,030
8750-00 · Meals/Meetings	14	125	(112)	457	1,016	(558)	1,391
8810-00 · Dues & Subscriptions	220	127	93	2,315	1,267	1,048	1,648
8910-00 · Travel	0	318	(318)	0	2,547	(2,547)	3,502
<b>Total Expense</b>	<b>61,711</b>	<b>69,745</b>	<b>(8,034)</b>	<b>443,553</b>	<b>465,716</b>	<b>(22,163)</b>	<b>612,675</b>
<b>Net Ordinary Income</b>	<b>(61,711)</b>	<b>(69,745)</b>	<b>8,034</b>	<b>(443,553)</b>	<b>(465,716)</b>	<b>22,163</b>	<b>(612,675)</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	17			151			
<b>Total Other Income</b>	<b>17</b>			<b>151</b>			
<b>Other Expense</b>							
8990-00 · Allocated	(61,711)	(69,495)	7,784	(442,943)	(465,716)	22,773	(612,675)
<b>Total Other Expense</b>	<b>(61,711)</b>	<b>(69,495)</b>	<b>7,784</b>	<b>(442,943)</b>	<b>(465,716)</b>	<b>22,773</b>	<b>(612,675)</b>
<b>Net Other Income</b>	<b>61,728</b>	<b>69,495</b>	<b>(7,767)</b>	<b>443,094</b>	<b>465,716</b>	<b>(22,622)</b>	<b>612,675</b>
<b>Net Income</b>	<b>17</b>	<b>(250)</b>	<b>267</b>	<b>(460)</b>	<b>0</b>	<b>(460)</b>	<b>0</b>



north lake tahoe

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## **North Lake Tahoe Marketing Cooperative**

### **Financial Statements at March 31, 2018**



12:22 PM  
 04/26/18  
 Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
 As of March 31, 2018

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 · Cash	395,921	437,740	(41,819)	(10)%
<b>Total Checking/Savings</b>	395,921	437,740	(41,819)	(10)%
Accounts Receivable				
1200-00 · Accounts Receivable	103,860	4,414	99,445	2,253%
<b>Total Accounts Receivable</b>	103,860	4,414	99,445	2,253%
Other Current Assets				
1350-00 · Security Deposits	100	0	100	100%
<b>Total Other Current Assets</b>	100	0	100	100%
<b>Total Current Assets</b>	499,881	442,155	57,726	13%
Other Assets				
1400-00 · Prepaid Expenses	2,377	1,750	627	36%
<b>Total Other Assets</b>	2,377	1,750	627	36%
<b>TOTAL ASSETS</b>	<b>502,258</b>	<b>443,905</b>	<b>58,353</b>	<b>13%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000-00 · Accounts Payable	42,876	38,073	4,803	13%
<b>Total Accounts Payable</b>	42,876	38,073	4,803	13%
<b>Credit Cards</b>				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	3,597	1,138	2,459	216%
2080-05 · MC_2107 Greg	1,417	407	1,009	248%
2080-08 · MC_5755 John	0	1,232	(1,232)	(100)%
2080-09 · MC_3126 Sarah	2,923	4,763	(1,840)	(39)%
<b>Total 2080 · Bank of the West Credit Cards</b>	7,936	7,540	396	5%
<b>Total Credit Cards</b>	7,936	7,540	396	5%
<b>Total Current Liabilities</b>	50,812	45,613	5,199	11%
<b>Total Liabilities</b>	50,812	45,613	5,199	11%
<b>Equity</b>				
32000 · Unrestricted Net Assets	165,562	59,389	106,174	179%
Net Income	285,883	338,903	(53,020)	(16)%
<b>Total Equity</b>	451,445	398,292	53,154	13%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>502,258</b>	<b>443,905</b>	<b>58,353</b>	<b>13%</b>

## North Lake Tahoe Marketing Cooperative

### Profit & Loss

#### March 2018

	Mar 18	Mar 17	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding				
4000-01 · LTIVCBVB Funding Add-On	0	37,500	(37,500)	(100)%
4000-00 · LTIVCBVB Funding - Other	93,525	51,500	42,025	82%
<b>Total 4000-00 · LTIVCBVB Funding</b>	93,525	89,000	4,525	5%
4001-00 · NLTRA Funding	85,500	63,250	22,250	35%
<b>Total Income</b>	179,025	152,250	26,775	18%
<b>Gross Profit</b>	179,025	152,250	26,775	18%
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5007-00 · Creative Production	2,014	0	2,014	100%
5010-00 · Account Strategy & Management	7,000	0	7,000	100%
5010-01 · Digital Management & Reporting	3,000	3,000	0	0%
5010-02 · Website Strategy & Analysis	2,000	0	2,000	100%
5018-00 · Media Commission	2,158	0	2,158	100%
5018-03 · Strategic Marketing Plan	3,500	0	3,500	100%
<b>Total 5000-00 · CONSUMER MARKETING</b>	19,671	3,000	16,671	556%
<b>5110-00 · LEISURE SALES</b>				
5112-00 · Training / Sales Calls	7	0	7	100%
5113-00 · Additional Opportunities	323	0	323	100%
5115-00 · Travel Agent Incentive Program	1,000	0	1,000	100%
5120-00 · Domestic - Trade Shows	0	802	(802)	(100)%
5131-00 · FAMS -Intl - Travel Trade	560	1,036	(476)	(46)%
5132-00 · FAMS -Intl - Media	440	0	440	100%
5136-00 · Tour Operator Brochure Support	3,300	0	3,300	100%
5137-00 · Co-op Opportunities	5,142	583	4,559	782%
5142-00 · UK Sales Mission	0	2,347	(2,347)	(100)%
5143-00 · Mountain Travel Symposium	0	1,702	(1,702)	(100)%
5144-00 · IPW - POW WOW	1,235	250	985	394%
5146-00 · UK / Black Diamond	293	0	293	100%
5149-00 · Mexico Program	0	2,500	(2,500)	(100)%
5150-00 · China Program	0	500	(500)	(100)%
5152-00 · Go West	0	(212)	212	100%
<b>Total 5110-00 · LEISURE SALES</b>	12,300	9,508	2,792	29%
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,000	0	2,000	100%
5201-00 · National, Regional, & Local PR	5,000	14,083	(9,083)	(65)%
5202-00 · PR Program/ Content Dev - Blogs	1,800	2,500	(700)	(28)%
5203-00 · International Public Relations	1,500	0	1,500	100%
5204-00 · Media Mission(s)	5,268	0	5,268	100%
5205-00 · Conference Outreach	0	2,000	(2,000)	(100)%
5206-00 · Digital Buy/ Social Media Boost	500	3,000	(2,500)	(83)%
5207-00 · Content Campaigns/Tools-My Emma	311	1,652	(1,341)	(81)%
5208-00 · International Travel Media FAMS	3,970	3,592	379	11%
5209-00 · Domestic Travel Media FAMS	0	950	(950)	(100)%
5210-00 · Content Dev - Newsletters	2,000	0	2,000	100%
5211-00 · Social Media Strategy & Mgmt	4,000	0	4,000	100%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	26,349	27,776	(1,427)	(5)%
<b>6000-00 · CONFERENCE SALES</b>				
6007-00 · Creative Production	2,299	0	2,299	100%
6008-00 · Conference PR / Social Outreach	1,000	0	1,000	100%
6018-00 · MCC Media Commission	60	0	60	100%
6128-00 · HelmsBriscoe Strategic Partner	500	0	500	100%
6152-00 · Client Events / Opportunities	0	130	(130)	(100)%
<b>Total 6000-00 · CONFERENCE SALES</b>	3,858	130	3,728	2,857%
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	211	376	(165)	(44)%
6116-00 · CalSAE Seasonal Spectacular	4,114	0	4,114	100%
6127-00 · CalSAE Annual	(2,840)	0	(2,840)	(100)%
6136-00 · Mountain Travel Symposium	182	0	182	100%

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss

04/26/18

March 2018

Accrual Basis

	Mar 18	Mar 17	\$ Change	% Change
6143-00 · Connect Marketplace	7,500	0	7,500	100%
6144-00 · ASAE XDP	721	0	721	100%
6150-01 · Luxury Meeting Summit Northwest	1,074	0	1,074	100%
6151-00 · Destination CA	203	0	203	100%
6156-00 · Connect California	964	671	293	44%
6156-03 · Connect New England	3,750	0	3,750	100%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>15,880</b>	<b>1,047</b>	<b>14,833</b>	<b>1,417%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	1,688	2,700	(1,013)	(38)%
5122-00 · SSMC Shipping - Sierra Ski Mkt	16,667	20,000	(3,333)	(17)%
7001-00 · Miscellaneous	32	149	(118)	(79)%
7002-00 · CRM Subscription	2,500	2,500	0	0%
7003-00 · IVCBVB Entertainment Fund	576	1,177	(600)	(51)%
7004-00 · Research	422	0	422	100%
7005-00 · Film Festival	0	1,232	(1,232)	(100)%
8700-00 · Automobile Expense*	726	809	(82)	(10)%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>22,610</b>	<b>28,566</b>	<b>(5,956)</b>	<b>(21)%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	3,583	3,583	0	0%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>3,583</b>	<b>3,583</b>	<b>0</b>	<b>0%</b>
<b>Total Expense</b>	<b>104,252</b>	<b>73,611</b>	<b>30,641</b>	<b>42%</b>
<b>Net Income</b>	<b>74,773</b>	<b>78,639</b>	<b>(3,866)</b>	<b>(5)%</b>

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss**  
**January through March 2018**

	Jan - Mar 18	Jan - Mar 17	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding				
4000-01 · LTIVCBVB Funding Add-On	0.00	112,500.00	(112,500.00)	(100.0)%
4000-00 · LTIVCBVB Funding - Other	286,194.00	160,750.00	125,444.00	78.0%
<b>Total 4000-00 · LTIVCBVB Funding</b>	<b>286,194.00</b>	<b>273,250.00</b>	<b>12,944.00</b>	<b>4.7%</b>
4001-00 · NLTRA Funding				
4001-01 · NLTRA Funding Add-On	0.00	12,371.00	(12,371.00)	(100.0)%
4001-00 · NLTRA Funding - Other	449,500.00	392,150.00	57,350.00	14.6%
<b>Total 4001-00 · NLTRA Funding</b>	<b>449,500.00</b>	<b>404,521.00</b>	<b>44,979.00</b>	<b>11.1%</b>
4004-00 · IVCBVB Entertainment	2,000.00	1,000.00	1,000.00	100.0%
<b>Total Income</b>	<b>737,694.00</b>	<b>678,771.00</b>	<b>58,923.00</b>	<b>8.7%</b>
<b>Gross Profit</b>	<b>737,694.00</b>	<b>678,771.00</b>	<b>58,923.00</b>	<b>8.7%</b>
<b>Expense</b>				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	8,848.50	0.00	8,848.50	100.0%
5002-01 · Native Display	15,428.67	0.00	15,428.67	100.0%
5004-00 · Trip Advisor	9,656.01	0.00	9,656.01	100.0%
5005-00 · Paid Social	40,525.52	0.00	40,525.52	100.0%
5005-01 · Digital Display	57,492.02	270,327.14	(212,835.12)	(78.7)%
5007-00 · Creative Production	14,749.45	30,083.75	(15,334.30)	(51.0)%
5010-00 · Account Strategy & Management	21,000.00	14,000.00	7,000.00	50.0%
5010-01 · Digital Management & Reporting	9,000.00	7,633.75	1,366.25	17.9%
5010-02 · Website Strategy & Analysis	6,000.00	0.00	6,000.00	100.0%
5013-00 · Outdoor	116,350.00	0.00	116,350.00	100.0%
5015-00 · Video	10,582.95	0.00	10,582.95	100.0%
5018-00 · Media Commission	37,407.19	48,074.45	(10,667.26)	(22.2)%
5018-01 · Digital Ad Serving	3,330.18	4,049.39	(719.21)	(17.8)%
5018-03 · Strategic Marketing Plan	3,500.00	0.00	3,500.00	100.0%
5019-00 · Experiential	5,114.99	0.00	5,114.99	100.0%
5020-00 · Search Engine Marketing	12,924.40	0.00	12,924.40	100.0%
5022-00 · Email	7,650.00	0.00	7,650.00	100.0%
5023-00 · Additional Opportunities	0.00	95,570.60	(95,570.60)	(100.0)%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>379,559.88</b>	<b>469,739.08</b>	<b>(90,179.20)</b>	<b>(19.2)%</b>
5110-00 · LEISURE SALES				
5107-00 · Creative Production	630.00	0.00	630.00	100.0%
5111-00 · FAMS - Domestic	0.00	2,411.49	(2,411.49)	(100.0)%
5112-00 · Training / Sales Calls	757.31	0.00	757.31	100.0%
5113-00 · Additional Opportunities	2,485.92	0.00	2,485.92	100.0%
5114-00 · Agent Online Trainings	0.00	13.21	(13.21)	(100.0)%
5115-00 · Travel Agent Incentive Program	1,000.00	0.00	1,000.00	100.0%
5120-00 · Domestic - Trade Shows	796.82	1,290.46	(493.64)	(38.3)%
5131-00 · FAMS -Intl - Travel Trade	850.29	1,536.17	(685.88)	(44.7)%
5132-00 · FAMS -Intl - Media	439.74	0.00	439.74	100.0%
5136-00 · Tour Operator Brochure Support	4,500.00	0.00	4,500.00	100.0%
5137-00 · Co-op Opportunities	6,022.23	1,749.99	4,272.24	244.1%
5142-00 · UK Sales Mission	0.00	2,347.19	(2,347.19)	(100.0)%
5143-00 · Mountain Travel Symposium	0.00	1,912.64	(1,912.64)	(100.0)%
5144-00 · IPW - POW WOW	3,384.75	789.60	2,595.15	328.7%
5146-00 · UK / Black Diamond	7,792.90	6,250.00	1,542.90	24.7%
5147-00 · AUS / Gate 7	5,000.00	11,281.12	(6,281.12)	(55.7)%
5149-00 · Mexico Program	(10,000.00)	2,500.00	(12,500.00)	(500.0)%
5150-00 · China Program	287.57	500.00	(212.43)	(42.5)%
5151-00 · RTO West	2,182.96	1,686.14	496.82	29.5%
5152-00 · Go West	1,677.79	978.57	699.22	71.5%
<b>Total 5110-00 · LEISURE SALES</b>	<b>27,808.28</b>	<b>35,246.58</b>	<b>(7,438.30)</b>	<b>(21.1)%</b>
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	0.00	6,000.00	100.0%
5201-00 · National, Regional, & Local PR	15,000.00	20,583.00	(5,583.00)	(27.1)%
5202-00 · PR Program/ Content Dev - Blogs	5,400.00	7,350.00	(1,950.00)	(26.5)%
5203-00 · International Public Relations	4,500.00	0.00	4,500.00	100.0%
5204-00 · Media Mission(s)	5,268.07	0.00	5,268.07	100.0%

## North Lake Tahoe Marketing Cooperative Profit & Loss January through March 2018

	Jan - Mar 18	Jan - Mar 17	\$ Change	% Change
5205-00 · Conference Outreach	0.00	3,000.00	(3,000.00)	(100.0)%
5206-00 · Digital Buy/ Social Media Boost	1,500.00	4,500.00	(3,000.00)	(66.7)%
5207-00 · Content Campaigns/Tools-My Emma	933.00	1,734.91	(801.91)	(46.2)%
5208-00 · International Travel Media FAMS	7,040.57	5,404.13	1,636.44	30.3%
5209-00 · Domestic Travel Media FAMS	9,658.17	949.67	8,708.50	917.0%
5210-00 · Content Dev - Newsletters	6,000.00	0.00	6,000.00	100.0%
5211-00 · Social Media Strategy & Mgmt	12,000.00	0.00	12,000.00	100.0%
5214-00 · Social Takeover	2,100.00	0.00	2,100.00	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>75,399.81</b>	<b>43,521.71</b>	<b>31,878.10</b>	<b>73.3%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	4,000.00	9,971.00	(5,971.00)	(59.9)%
6004-00 · Email	2,700.00	0.00	2,700.00	100.0%
6005-00 · Paid Media	2,611.53	0.00	2,611.53	100.0%
6007-00 · Creative Production	6,112.50	0.00	6,112.50	100.0%
6008-00 · Conference PR / Social Outreach	3,000.00	0.00	3,000.00	100.0%
6010-00 · Collateral Production	7,350.52	0.00	7,350.52	100.0%
6018-00 · MCC Media Commission	1,307.27	3,275.35	(1,968.08)	(60.1)%
6018-02 · MCC Digital	0.00	15,224.00	(15,224.00)	(100.0)%
6128-00 · HelmsBriscoe Strategic Partner	1,500.00	0.00	1,500.00	100.0%
6152-00 · Client Events / Opportunities	0.00	791.45	(791.45)	(100.0)%
6153-00 · Chicago Sales Rep Support	3,425.00	4,422.50	(997.50)	(22.6)%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>32,006.82</b>	<b>33,684.30</b>	<b>(1,677.48)</b>	<b>(5.0)%</b>
<b>6100-00 · TRADE SHOWS</b>				
6103-00 · MPI - Cascadia	1,500.00	0.00	1,500.00	100.0%
6111-00 · Site Inspections	1,379.29	943.20	436.09	46.2%
6116-00 · CalSAE Seasonal Spectacular	1,424.03	0.00	1,424.03	100.0%
6127-00 · CalSAE Annual	(2,840.16)	9,748.40	(12,588.56)	(129.1)%
6136-00 · Mountain Travel Symposium	181.86	0.00	181.86	100.0%
6143-00 · Connect Marketplace	7,500.00	7,500.00	0.00	0.0%
6144-00 · ASAE XDP	721.39	0.00	721.39	100.0%
6150-01 · Luxury Meeting Summit Northwest	2,065.32	0.00	2,065.32	100.0%
6150-02 · Luxury Summit Meeting Texas	2,337.96	0.00	2,337.96	100.0%
6151-00 · Destination CA	203.30	0.00	203.30	100.0%
6154-00 · HelmsBriscoe ABC	4,235.13	0.00	4,235.13	100.0%
6156-00 · Connect California	1,512.89	4,420.95	(2,908.06)	(65.8)%
6156-03 · Connect New England	3,750.00	0.00	3,750.00	100.0%
6156-04 · Connect Georgia	1,178.84	0.00	1,178.84	100.0%
6160-02 · AllThingsMeetings - SF	570.00	0.00	570.00	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>25,719.85</b>	<b>22,612.55</b>	<b>3,107.30</b>	<b>13.7%</b>
6106-00 · CalSAE Seasonal Spectacular	(2,547.37)	0.00	(2,547.37)	(100.0)%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	11,137.50	9,000.00	2,137.50	23.8%
5009-00 · Fulfillment / Mail	729.97	0.00	729.97	100.0%
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	0.00	0.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	50,000.01	20,000.00	30,000.01	150.0%
7001-00 · Miscellaneous	1,110.69	194.29	916.40	471.7%
7002-00 · CRM Subscription	7,500.00	2,500.00	5,000.00	200.0%
7003-00 · IVCBVB Entertainment Fund	636.36	1,752.11	(1,115.75)	(63.7)%
7004-00 · Research	1,265.01	0.00	1,265.01	100.0%
7005-00 · Film Festival	0.00	1,231.60	(1,231.60)	(100.0)%
7007-00 · Destimetrics / DMX	7,801.00	7,801.00	0.00	0.0%
8700-00 · Automobile Expense*	1,078.89	1,146.25	(67.36)	(5.9)%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>106,259.43</b>	<b>68,625.25</b>	<b>37,634.18</b>	<b>54.8%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	10,749.99	10,749.99	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	2,610.00	(2,610.00)	(100.0)%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>10,749.99</b>	<b>13,359.99</b>	<b>(2,610.00)</b>	<b>(19.5)%</b>
<b>Total Expense</b>	<b>654,956.69</b>	<b>686,789.46</b>	<b>(31,832.77)</b>	<b>(4.6)%</b>
<b>Net Income</b>	<b>82,737.31</b>	<b>(8,018.46)</b>	<b>90,755.77</b>	<b>1,131.8%</b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance January through March 2018

	Jan - Mar 18	Budget	Jul '17 - Mar 18	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	286,194	286,194	710,678	710,660	922,000
4001-00 · NLTRA Funding	449,500	437,665	1,106,606	1,129,457	1,411,821
4004-00 · IVCBVB Entertainment	2,000	2,000	6,000	6,000	8,000
4005-00 · Prior Year Net Income	0		0	176,270	176,270
<b>Total Income</b>	<b>737,694</b>	<b>725,859</b>	<b>1,823,284</b>	<b>2,022,387</b>	<b>2,518,091</b>
<b>Gross Profit</b>	<b>737,694</b>	<b>725,859</b>	<b>1,823,284</b>	<b>2,022,387</b>	<b>2,518,091</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	8,849	0	28,760	0	25,000
5002-00 · Consumer Print	0	35,000	17,000	35,000	35,000
5002-01 · Native Display	15,429	18,289	38,483	40,978	55,004
5004-00 · Trip Advisor	9,656	26,064	44,777	51,753	75,004
5005-00 · Paid Social	40,526	45,400	82,248	100,900	135,000
5005-01 · Digital Display	57,492	38,573	104,782	86,426	116,008
5007-00 · Creative Production	14,749	23,000	36,178	69,500	141,500
5010-00 · Account Strategy & Management	21,000	21,000	63,000	63,000	84,000
5010-01 · Digital Management & Reporting	9,000	9,000	27,000	27,000	36,000
5010-02 · Website Strategy & Analysis	6,000	6,000	18,000	18,000	24,000
5013-00 · Outdoor	116,350	95,000	116,350	95,000	95,000
5015-00 · Video	10,583	12,635	19,980	28,310	38,000
5017-00 · Rich Media	0	15,000	0	27,000	40,000
5018-00 · Media Commission	37,407	47,177	70,497	74,844	93,603
5018-01 · Digital Ad Serving	3,330		3,330	9,000	9,000
5018-03 · Strategic Marketing Plan	3,500		3,500	3,500	3,500
5019-00 · Experiential	5,115	62,000	58,910	62,000	82,000
5020-00 · Search Engine Marketing	12,924	14,964	36,841	33,528	45,004
5022-00 · Email	7,650	11,970	22,950	26,820	36,000
5023-00 · Additional Opportunities	0	60,000	419	60,000	60,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>379,560</b>	<b>541,072</b>	<b>793,006</b>	<b>912,559</b>	<b>1,228,623</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	630	2,550	1,871	6,800	8,500
5111-00 · FAMS - Domestic	0	1,715	0	2,215	2,215
5112-00 · Training / Sales Calls	757	1,000	3,139	4,000	5,000
5113-00 · Additional Opportunities	2,486	1,000	4,531	3,500	6,000
5115-00 · Travel Agent Incentive Program	1,000		1,000	1,000	1,000
5116-00 · RSA Membership	0		695	695	695
5120-00 · Domestic - Trade Shows	797	2,500	2,782	4,500	4,500
5131-00 · FAMS -Intl - Travel Trade	850	3,500	1,678	6,000	7,000
5132-00 · FAMS -Intl - Media	440	0	632	0	7,250
5133-00 · Ski-Tops	0	2,000	525	4,500	4,500
5134-00 · Intl Marketing - Additional Opp	0	4,000	8,382	7,000	13,000
5135-00 · North American Journeys/Tour Op	0		1,950	2,000	2,000
5136-00 · Tour Operator Brochure Support	4,500	1,000	4,500	2,500	6,500
5137-00 · Co-op Opportunities	6,022	4,000	7,522	8,000	12,000
5141-00 · Australian Sales Mission	0	4,000	0	4,000	10,000
5142-00 · UK Sales Mission	0		2,867	4,750	4,750
5143-00 · Mountain Travel Symposium	0	3,000	2,367	3,000	8,000
5144-00 · IPW - POW WOW	3,385	6,500	11,650	6,500	11,000
5145-00 · TIA Annual Dues	0	2,500	2,550	2,500	2,500
5146-00 · UK / Black Diamond	7,793	7,500	22,793	32,500	45,000
5147-00 · AUS / Gate 7	5,000	10,000	15,000	25,000	35,000
5149-00 · Mexico Program	(10,000)		13,428	14,000	14,000
5150-00 · China Program	288	1,500	4,187	12,000	12,000
5151-00 · RTO West	2,183	1,000	2,183	2,695	2,695
5152-00 · Go West	1,678	2,500	1,872	5,395	5,395
<b>Total 5110-00 · LEISURE SALES</b>	<b>27,808</b>	<b>61,765</b>	<b>118,105</b>	<b>165,050</b>	<b>230,500</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	6,000	18,000	18,000	24,000
5201-00 · National, Regional, & Local PR	15,000	15,000	45,000	45,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	5,400	5,400	16,200	16,200	21,600
5203-00 · International Public Relations	4,500	4,500	13,500	13,500	18,000
5204-00 · Media Mission(s)	5,268	5,300	11,537	12,600	12,600
5206-00 · Digital Buy/ Social Media Boost	1,500	1,500	4,500	4,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	933	933	2,799	2,799	3,732
5208-00 · International Travel Media FAMS	7,041	5,000	7,479	15,000	20,000
5209-00 · Domestic Travel Media FAMS	9,658	7,000	13,067	21,000	28,000
5210-00 · Content Dev - Newsletters	6,000	6,000	18,000	18,000	24,000
5211-00 · Social Media Strategy & Mgmt	12,000	12,000	36,000	36,000	48,000
5212-00 · Social Giveaways & Contests	0	1,100	1,100	5,550	8,900
5213-00 · Facebook Live	0	1,620	3,000	4,860	6,480
5214-00 · Social Takeover	2,100	1,100	2,100	2,200	3,300
5215-00 · Content Campaign-Local Luminary	0	0	17,400	8,700	17,400

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance January through March 2018

	Jan - Mar 18	Budget	Jul '17 - Mar 18	YTD Budget	Annual Budget
<b>Total 5200-00 · PUBLIC RELATIONS</b>	75,400	72,453	209,682	223,909	302,012
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	4,000	10,000	8,000	16,000	22,000
6003-00 · Geo-Fence Targeting	0		1,180	2,000	2,000
6004-00 · Email	2,700	3,768	12,650	12,920	15,996
6005-00 · Paid Media	2,612	3,846	7,710	10,756	14,602
6006-00 · CVENT	0		10,400	10,400	10,400
6007-00 · Creative Production	6,113	8,000	15,814	21,500	25,000
6008-00 · Conference PR / Social Outreach	3,000	3,000	9,000	9,000	12,000
6010-00 · Collateral Production	7,351	0	7,351	8,200	23,200
6018-00 · MCC Media Commission	1,307	2,291	5,159	5,161	6,842
6018-01 · MCC Digital Ad Serving	0		0	200	200
6128-00 · HelmsBriscoe Strategic Partner	1,500	0	4,000	0	6,000
6152-00 · Client Events / Opportunities	0	2,920	1,190	10,420	17,920
6153-00 · Chicago Sales Rep Support	3,425	2,000	3,425	5,000	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	32,007	35,825	85,877	111,557	166,160
<b>6100-00 · TRADE SHOWS</b>					
6103-00 · MPI - Cascadia	1,500		1,500		6,000
6111-00 · Site Inspections	1,379	1,500	4,175	4,500	6,200
6115-00 · Chicago Holiday Showcase	0	4,950	3,566	6,200	6,200
6116-00 · CalSAE Seasonal Spectacular	1,424	(2,025)	3,828	1,525	1,525
6120-00 · AFW Client Event	0		3,316	5,000	5,000
6120-01 · Sac River Cats Client Event	0		1,001	3,000	3,000
6120-02 · SF Giants Client Event	0		(102)	2,000	2,000
6120-03 · San Jose Sharks Client Event	0	5,000	0	6,500	6,500
6127-00 · CalSAE Annual	(2,840)	5,500	1,274	5,500	6,700
6136-00 · Mountain Travel Symposium	182	2,000	2,377	4,500	4,500
6143-00 · Connect Marketplace	7,500	11,900	9,910	11,900	11,900
6144-00 · ASAE XDP	721	0	721	2,500	4,000
6146-00 · UC Vendor Fair	0		391	555	555
6150-00 · Luxury Meeting Summit MA/CT/NY	0		2,342	6,100	6,100
6150-01 · Luxury Meeting Summit Northwest	2,065		2,065	3,300	3,300
6150-02 · Luxury Summit Meeting Texas	2,338		2,967	6,100	6,100
6150-03 · Luxury Meeting Summit NorCal	0	0	0	1,800	3,300
6150-05 · Luxury Meeting Summit PHX/SD/OC	0		1,458	5,200	5,200
6151-00 · Destination CA	203	0	203	0	1,500
6154-00 · HelmsBriscoe ABC	4,235	0	4,235	2,000	3,500
6156-00 · Connect California	1,513	0	1,513	0	15,000
6156-02 · Connect Chicago	0	500	0	3,450	3,450
6156-03 · Connect New England	3,750	0	3,750	2,950	5,450
6156-04 · Connect Georgia	1,179		5,129	4,950	4,950
6157-00 · HPN Partner Conference	0		3,437	5,000	5,000
6157-01 · HPN Spring Training CE (RSCVA)	0	1,500	0	1,500	1,500
6157-02 · HPN Partner Conference Post FAM	0		0	5,000	5,000
6160-00 · AllThingsMeetings Silicon Valley	0		910	2,000	2,000
6160-01 · AllThingsMeetings East Bay	0		1,069	2,000	2,000
6160-02 · AllThingsMeetings - SF	570		570		
<b>Total 6100-00 · TRADE SHOWS</b>	25,720	30,825	61,606	105,030	131,230
6106-00 · CalSAE Seasonal Spectacular	(2,547)		0		
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	11,138	9,000	34,637	27,000	51,000
5009-00 · Fulfillment / Mail	730	3,500	8,727	10,500	13,000
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	75,000	75,000	100,000
5122-00 · SSMC Shipping - Sierra Ski Mkt	50,000	22,500	50,000	67,500	90,000
5123-00 · HSVC - High Sierra Visitors	0	2,250	2,000	2,250	2,250
7001-00 · Miscellaneous	1,111	750	1,226	2,250	3,000
7002-00 · CRM Subscription	7,500		10,000	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	636	2,000	3,647	6,000	8,000
7004-00 · Research	1,265	0	3,795	0	20,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	20,000	0	20,000	30,000
7007-00 · Destimetrics / DMX	7,801	0	23,403	17,500	26,250
7008-00 · Opportunistic Funds	0	26,066	0	26,066	26,066
8700-00 · Automobile Expense*	1,079		3,131	0	0
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	106,259	111,066	230,566	279,066	394,566
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	10,750	11,250	32,250	33,750	45,000
8003-00 · Website Hosting Maintenance	0	5,000	6,308	15,000	20,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	10,750	16,250	38,558	48,750	65,000
<b>Total Expense</b>	654,957	869,256	1,537,401	1,845,921	2,518,091
<b>Net Income</b>	82,737	(143,397)	285,883	176,466	0



north lake tahoe

# North Lake Tahoe Marketing Cooperative

## Semi-Annual Financial Reports

Six Months: October 1, 2017 thru March 31, 2018

Balance Sheet: 3/31/18

Income Statement for the Period 10/1/17 - 3/31/18



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**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
As of March 31, 2018

04/16/18

Accrual Basis

	Mar 31, 18	Mar 31, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 · Cash	395,921.30	437,740.47	(41,819.17)	(9.6)%
<b>Total Checking/Savings</b>	395,921.30	437,740.47	(41,819.17)	(9.6)%
Accounts Receivable				
1200-00 · Accounts Receivable	103,859.84	4,414.46	99,445.38	2,252.7%
<b>Total Accounts Receivable</b>	103,859.84	4,414.46	99,445.38	2,252.7%
Other Current Assets				
1350-00 · Security Deposits	100.00	0.00	100.00	100.0%
<b>Total Other Current Assets</b>	100.00	0.00	100.00	100.0%
<b>Total Current Assets</b>	499,881.14	442,154.93	57,726.21	13.1%
Other Assets				
1400-00 · Prepaid Expenses	19,964.95	1,750.03	18,214.92	1,040.8%
<b>Total Other Assets</b>	19,964.95	1,750.03	18,214.92	1,040.8%
<b>TOTAL ASSETS</b>	<b>519,846.09</b>	<b>443,904.96</b>	<b>75,941.13</b>	<b>17.1%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000-00 · Accounts Payable	42,875.93	38,073.13	4,802.80	12.6%
<b>Total Accounts Payable</b>	42,875.93	38,073.13	4,802.80	12.6%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	3,596.84	1,138.09	2,458.75	216.0%
2080-05 · MC_2107 Greg	1,416.64	407.33	1,009.31	247.8%
2080-08 · MC_5755 John	0.00	1,231.60	(1,231.60)	(100.0)%
2080-09 · MC_3126 Sarah	2,922.87	4,763.20	(1,840.33)	(38.6)%
<b>Total 2080 · Bank of the West Credit Cards</b>	7,936.35	7,540.22	396.13	5.3%
<b>Total Credit Cards</b>	7,936.35	7,540.22	396.13	5.3%
<b>Total Current Liabilities</b>	50,812.28	45,613.35	5,198.93	11.4%
<b>Total Liabilities</b>	50,812.28	45,613.35	5,198.93	11.4%
Equity				
32000 · Unrestricted Net Assets	165,562.31	59,388.51	106,173.80	178.8%
Net Income	303,471.50	338,903.10	(35,431.60)	(10.5)%
<b>Total Equity</b>	469,033.81	398,291.61	70,742.20	17.8%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>519,846.09</b>	<b>443,904.96</b>	<b>75,941.13</b>	<b>17.1%</b>

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## North Lake Tahoe Marketing Cooperative Profit & Loss

04/16/18

October 2017 through March 2018

Accrual Basis

	Oct '17 - Mar 18	Oct '16 - Mar 17	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding				
4000-01 · LTIVCBVB Funding Add-On	0.00	112,500.00	(112,500.00)	(100.0)%
4000-00 · LTIVCBVB Funding - Other	477,288.00	341,500.00	135,788.00	39.8%
<b>Total 4000-00 · LTIVCBVB Funding</b>	477,288.00	454,000.00	23,288.00	5.1%
4001-00 · NLTRA Funding				
4001-01 · NLTRA Funding Add-On	0.00	12,371.00	(12,371.00)	(100.0)%
4001-00 · NLTRA Funding - Other	763,856.00	695,750.00	68,106.00	9.8%
<b>Total 4001-00 · NLTRA Funding</b>	763,856.00	708,121.00	55,735.00	7.9%
4004-00 · IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
<b>Total Income</b>	1,245,144.00	1,166,121.00	79,023.00	6.8%
<b>Gross Profit</b>	1,245,144.00	1,166,121.00	79,023.00	6.8%
<b>Expense</b>				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	8,848.50	10,000.00	(1,151.50)	(11.5)%
5002-00 · Consumer Print	17,000.00	0.00	17,000.00	100.0%
5002-01 · Native Display	24,163.29	0.00	24,163.29	100.0%
5004-00 · Trip Advisor	33,346.78	0.00	33,346.78	100.0%
5005-00 · Paid Social	60,379.49	0.00	60,379.49	100.0%
5005-01 · Digital Display	74,331.38	296,165.47	(221,834.09)	(74.9)%
5007-00 · Creative Production	28,960.85	73,833.75	(44,872.90)	(60.8)%
5010-00 · Account Strategy & Management	42,000.00	42,040.00	(40.00)	(0.1)%
5010-01 · Digital Management & Reporting	18,000.00	7,633.75	10,366.25	135.8%
5010-02 · Website Strategy & Analysis	12,000.00	0.00	12,000.00	100.0%
5013-00 · Outdoor	116,350.00	0.00	116,350.00	100.0%
5015-00 · Video	16,059.33	0.00	16,059.33	100.0%
5018-00 · Media Commission	57,619.26	53,209.45	4,409.81	8.3%
5018-01 · Digital Ad Serving	3,330.18	43,549.39	(40,219.21)	(92.4)%
5018-03 · Strategic Marketing Plan	3,500.00	0.00	3,500.00	100.0%
5019-00 · Experiential	58,910.21	0.00	58,910.21	100.0%
5020-00 · Search Engine Marketing	19,814.90	0.00	19,814.90	100.0%
5022-00 · Email	15,300.00	0.00	15,300.00	100.0%
5023-00 · Additional Opportunities	100.00	119,096.22	(118,996.22)	(99.9)%
<b>Total 5000-00 · CONSUMER MARKETING</b>	610,014.17	645,528.03	(35,513.86)	(5.5)%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	1,667.50	0.00	1,667.50	100.0%
5111-00 · FAMS - Domestic	0.00	1,411.49	(1,411.49)	(100.0)%
5112-00 · Training / Sales Calls	1,852.40	754.66	1,097.74	145.5%
5113-00 · Additional Opportunities	4,530.92	296.38	4,234.54	1,428.8%
5114-00 · Agent Online Trainings	0.00	163.21	(163.21)	(100.0)%
5115-00 · Travel Agent Incentive Program	1,000.00	874.00	126.00	14.4%
5120-00 · Domestic - Trade Shows	2,782.42	1,760.39	1,022.03	58.1%
5131-00 · FAMS -Intl - Travel Trade	1,677.99	2,105.88	(427.89)	(20.3)%
5132-00 · FAMS -Intl - Media	632.25	0.00	632.25	100.0%
5133-00 · Ski-Tops	525.00	0.00	525.00	100.0%
5134-00 · Intl Marketing - Additional Opp	7,329.00	0.00	7,329.00	100.0%
5136-00 · Tour Operator Brochure Support	4,500.00	900.00	3,600.00	400.0%
5137-00 · Co-op Opportunities	9,522.23	5,458.46	4,063.77	74.5%
5142-00 · UK Sales Mission	0.00	4,872.24	(4,872.24)	(100.0)%
5143-00 · Mountain Travel Symposium	0.00	4,007.64	(4,007.64)	(100.0)%
5144-00 · IPW - POW WOW	11,519.76	9,579.60	1,940.16	20.3%
5145-00 · TIA Annual Dues	2,550.00	2,500.00	50.00	2.0%
5146-00 · UK / Black Diamond	15,292.90	12,500.00	2,792.90	22.3%
5147-00 · AUS / Gate 7	10,000.00	22,031.12	(12,031.12)	(54.6)%
5149-00 · Mexico Program	1,731.15	16,033.18	(14,302.03)	(89.2)%
5150-00 · China Program	287.57	500.00	(212.43)	(42.5)%
5151-00 · RTO West	2,182.96	1,686.14	496.82	29.5%
5152-00 · Go West	1,677.79	978.57	699.22	71.5%
<b>Total 5110-00 · LEISURE SALES</b>	81,261.84	88,412.96	(7,151.12)	(8.1)%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	12,000.00	0.00	12,000.00	100.0%

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## North Lake Tahoe Marketing Cooperative Profit & Loss

04/16/18

### October 2017 through March 2018

Accrual Basis

	Oct '17 - Mar 18	Oct '16 - Mar 17	\$ Change	% Change
5201-00 · National, Regional, & Local PR	30,000.00	33,583.00	(3,583.00)	(10.7)%
5202-00 · PR Program/ Content Dev - Blogs	10,800.00	9,929.94	870.06	8.8%
5203-00 · International Public Relations	9,000.00	0.00	9,000.00	100.0%
5204-00 · Media Mission(s)	7,518.07	2,356.41	5,161.66	219.1%
5205-00 · Conference Outreach	0.00	5,000.00	(5,000.00)	(100.0)%
5206-00 · Digital Buy/ Social Media Boost	3,000.00	7,500.00	(4,500.00)	(60.0)%
5207-00 · Content Campaigns/Tools-My Emma	1,866.00	10,321.91	(8,455.91)	(81.9)%
5208-00 · International Travel Media FAMS	7,040.57	6,645.63	394.94	5.9%
5209-00 · Domestic Travel Media FAMS	13,067.11	1,752.43	11,314.68	645.7%
5210-00 · Content Dev - Newsletters	12,000.00	0.00	12,000.00	100.0%
5211-00 · Social Media Strategy & Mgmt	24,000.00	0.00	24,000.00	100.0%
5212-00 · Social Giveaways & Contests	1,100.00	0.00	1,100.00	100.0%
5213-00 · Facebook Live	1,500.00	0.00	1,500.00	100.0%
5214-00 · Social Takeover	2,100.00	0.00	2,100.00	100.0%
5215-00 · Content Campaign-Local Luminary	17,400.00	0.00	17,400.00	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>152,391.75</b>	<b>77,089.32</b>	<b>75,302.43</b>	<b>97.7%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	8,000.00	16,826.00	(8,826.00)	(52.5)%
6003-00 · Geo-Fence Targeting	644.80	0.00	644.80	100.0%
6004-00 · Email	8,100.00	0.00	8,100.00	100.0%
6005-00 · Paid Media	5,592.55	0.00	5,592.55	100.0%
6007-00 · Creative Production	14,512.50	0.00	14,512.50	100.0%
6008-00 · Conference PR / Social Outreach	6,000.00	0.00	6,000.00	100.0%
6010-00 · Collateral Production	7,350.52	0.00	7,350.52	100.0%
6018-00 · MCC Media Commission	2,942.38	4,710.29	(1,767.91)	(37.5)%
6018-02 · MCC Digital	0.00	20,262.00	(20,262.00)	(100.0)%
6128-00 · HelmsBriscoe Strategic Partner	2,500.00	0.00	2,500.00	100.0%
6145-00 · Sponsorship - World Senior Golf	0.00	8,780.00	(8,780.00)	(100.0)%
6152-00 · Client Events / Opportunities	1,000.00	1,501.45	(501.45)	(33.4)%
6153-00 · Chicago Sales Rep Support	3,425.00	4,422.50	(997.50)	(22.6)%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>60,067.75</b>	<b>56,502.24</b>	<b>3,565.51</b>	<b>6.3%</b>
<b>6100-00 · TRADE SHOWS</b>				
6103-00 · MPI - Cascadia	1,500.00	0.00	1,500.00	100.0%
6111-00 · Site Inspections	3,102.15	2,320.56	781.59	33.7%
6115-00 · Chicago Holiday Showcase	3,565.73	4,676.06	(1,110.33)	(23.7)%
6116-00 · CalSAE Seasonal Spectacular	3,827.99	(1,001.32)	4,829.31	482.3%
6117-00 · Duda Golf Sponsorship	0.00	(6,585.00)	6,585.00	100.0%
6120-00 · AFW Client Event	(42.56)	0.00	(42.56)	(100.0)%
6124-00 · IMEX	0.00	11,332.85	(11,332.85)	(100.0)%
6127-00 · CalSAE Annual	(2,097.86)	9,748.40	(11,846.26)	(121.5)%
6136-00 · Mountain Travel Symposium	2,376.86	2,445.00	(68.14)	(2.8)%
6143-00 · Connect Marketplace	7,500.00	7,500.00	0.00	0.0%
6144-00 · ASAE XDP	721.39	0.00	721.39	100.0%
6146-00 · UC Vendor Fair	390.60	300.00	90.60	30.2%
6149-00 · MEET National	0.00	(262.21)	262.21	100.0%
6150-00 · Luxury Meeting Summit MA/CT/NY	2,330.57	0.00	2,330.57	100.0%
6150-01 · Luxury Meeting Summit Northwest	2,065.32	1,892.92	172.40	9.1%
6150-02 · Luxury Summit Meeting Texas	2,337.96	2,394.54	(56.58)	(2.4)%
6150-04 · Luxury Meeting Summit SoCal	0.00	1,539.95	(1,539.95)	(100.0)%
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,147.96	0.00	1,147.96	100.0%
6151-00 · Destination CA	203.30	0.00	203.30	100.0%
6154-00 · HelmsBriscoe ABC	4,235.13	0.00	4,235.13	100.0%
6156-00 · Connect California	1,512.89	4,420.95	(2,908.06)	(65.8)%
6156-03 · Connect New England	3,750.00	0.00	3,750.00	100.0%
6156-04 · Connect Georgia	1,178.84	0.00	1,178.84	100.0%
6157-00 · HPN Partner Conference	3,436.59	0.00	3,436.59	100.0%
6160-01 · AllThingsMeetings East Bay	579.10	0.00	579.10	100.0%
6160-02 · AllThingsMeetings - SF	570.00	0.00	570.00	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>44,191.96</b>	<b>40,722.70</b>	<b>3,469.26</b>	<b>8.5%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	24,961.50	19,687.50	5,274.00	26.8%
5009-00 · Fulfillment / Mail	8,709.94	7,629.97	1,079.97	14.2%
5021-00 · RASC-Reno Air Service Corp	50,000.00	50,000.00	0.00	0.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	33,333.34	90,000.00	(56,666.66)	(63.0)%
7001-00 · Miscellaneous	1,226.19	284.29	941.90	331.3%

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**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss**

04/16/18

October 2017 through March 2018

Accrual Basis

	Oct '17 - Mar 18	Oct '16 - Mar 17	\$ Change	% Change
7002-00 · CRM Subscription	7,500.00	7,500.00	0.00	0.0%
7003-00 · IVCBVB Entertainment Fund	2,256.65	3,612.42	(1,355.77)	(37.5)%
7004-00 · Research	2,108.35	0.00	2,108.35	100.0%
7005-00 · Film Festival	0.00	1,231.60	(1,231.60)	(100.0)%
7007-00 · Destimetrics / DMX	15,602.00	15,602.00	0.00	0.0%
8700-00 · Automobile Expense*	1,647.92	2,242.56	(594.64)	(26.5)%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>147,345.89</b>	<b>197,790.34</b>	<b>(50,444.45)</b>	<b>(25.5)%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	21,499.98	21,499.98	0.00	0.0%
8003-00 · Website Hosting Maintenance	5,534.00	7,642.50	(2,108.50)	(27.6)%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>27,033.98</b>	<b>29,142.48</b>	<b>(2,108.50)</b>	<b>(7.2)%</b>
<b>Total Expense</b>	<b>1,122,307.34</b>	<b>1,135,188.07</b>	<b>(12,880.73)</b>	<b>(1.1)%</b>
<b>Net Income</b>	<b>122,836.66</b>	<b>30,932.93</b>	<b>91,903.73</b>	<b>297.1%</b>

KEY METRICS FOR March 31, 2018 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru Jan 2018)							
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total		
2010 - 2011	3,242,663	2,107,554	3,776,990	1,361,343	\$ 10,488,550		
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876		
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279		
2013 - 2014	4,525,882	2,145,655	3,569,535	1,751,001	\$ 11,992,073		
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,331	\$ 12,603,406		
2015 - 2016	4,872,923	3,874,544	5,438,618	2,348,666	\$ 16,534,751		
2016 - 2017	5,503,881	3,351,551	6,120,237	3,345,979	\$ 18,321,648		
2017 - 2018	6,248,417	3,366,343	338,184	-	\$ 9,952,944		updated

Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru Mar 2018)					
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	34,372	31,460	29,419	32,320	9.86%
Phone	1,989	1,971	2,648	2,418	-8.69%
Email		166	273	292	6.96%
Kings Beach (Walk In)	6,500	8,609	3,926	7,883	100.79%
NLT - Event Traffic	N/A	2,836	4,675	4,695	0.43%
<b>Total</b>	<b>42,861</b>	<b>45,042</b>	<b>40,941</b>	<b>47,608</b>	<b>16.28%</b>

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - May)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jun - Aug)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Sep - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
<b>Total</b>	<b>\$ 2,554,173</b>	<b>\$ 2,542,230</b>	<b>\$ 2,832,127</b>	<b>\$ 2,529,516</b>	<b>-10.68%</b>

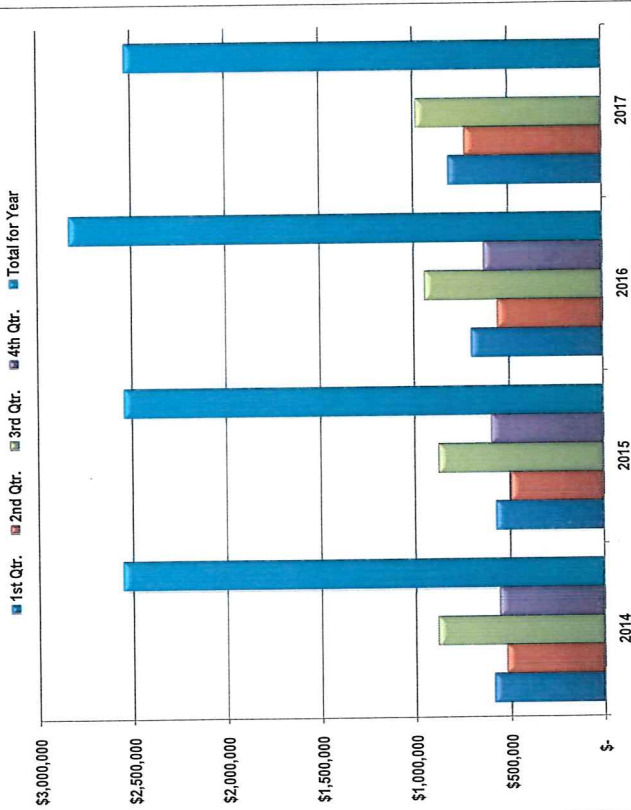
Unemployment Rates - EDD					
	June 2014	July 2015	Aug 2016	Feb 2018	
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.3%	
Placer County (367,309)	6.0%	5.2%	4.7%	3.5%	
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.2%	
Kings Beach (3,893)	6.0%	6.8%	6.1%	3.4%	
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.9%	
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.6%	

Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	YOY % Change
Occupancy	48.2%	49.2%	2.1%
ADR (Average Daily Rate)	\$ 288	\$ 282	-1.8%
RevPAR (Rev per Available Room)	\$ 139	\$ 139	0.3%
Occupancy 1 Mth Forecast	38.4%	33.9%	-11.8%
ADR 1 Mth Forecast	\$ 216	\$ 219	1.5%
RevPAR 1 Mth Forecast	\$ 83	\$ 74	-10.5%
Occupancy (prior 6 months)	44.9%	42.4%	-5.4%
ADR (prior 6 months)	\$ 320	\$ 305	-4.6%
RevPAR (prior 6 months)	\$ 143	\$ 129	-9.8%
Occupancy (next 6 months)	29.6%	30.2%	2.1%
RevPAR (next 6 months)	\$ 331	\$ 318	-4.0%
ADR (next 6 months)	\$ 98	\$ 96	-2.0%

Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)		Total Chamber Membership	
FY	Balance	June	Forecasted
FY 2015-16 Contract	\$ 4,260,134	June 2014	457
FY 2016-17 Contract	2,526,980	June 2015	474
<b>Total Fund Balances</b>	<b>\$ 6,787,115</b>	June 2016	508
		June 2017	424
		Mar 2018	388

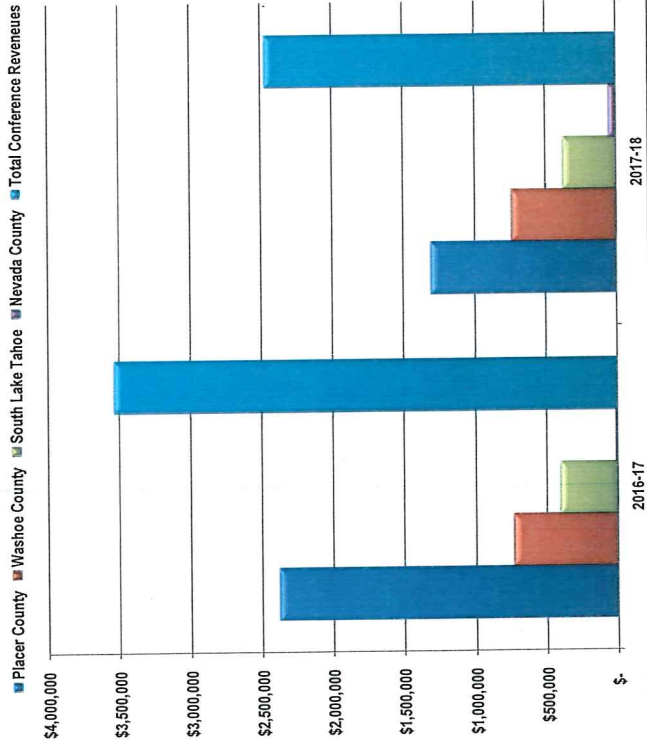
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 3/31/2018						
FORWARD LOOKING	2016-17		2017-18		YOY % Change	
	Actuals	Forecasted	Forecasted	Forecasted		
Total Revenue Booked	\$3,964,368	\$ 3,538,333	\$ 2,476,727	\$ 2,476,727	-30.00%	
Commission for this Revenue	\$ 129,375	\$ 119,493	\$ 62,167	\$ 62,167	-47.97%	
Number of Room Nights	21,352	20,164	14,920	14,920	-26.01%	
Number of Bookings	79	68	61	61	-10.29%	
Conference Revenue And Percentage by County:						
	16-17	17-18				
Placer	67%	53%	\$2,506,277	\$ 2,382,534	\$ 1,308,950	-45.06%
Washoe	21%	30%	\$764,192	\$ 736,825	\$ 741,355	0.61%
South Lake	11%	15%	\$411,781	\$ 406,856	\$ 376,134	-7.55%
Nevada	0%	2%	\$12,118	\$ 12,118	\$ 50,288	314.99%
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$3,694,368</b>	<b>\$ 3,538,333</b>	<b>\$ 2,476,727</b>	<b>-30.00%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 3,000,000	\$ 2,500,000	\$ 2,500,000	-16.67%
Annual Commission Goal			\$ 135,000	\$ 70,000	\$ 70,000	-48.15%

### Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



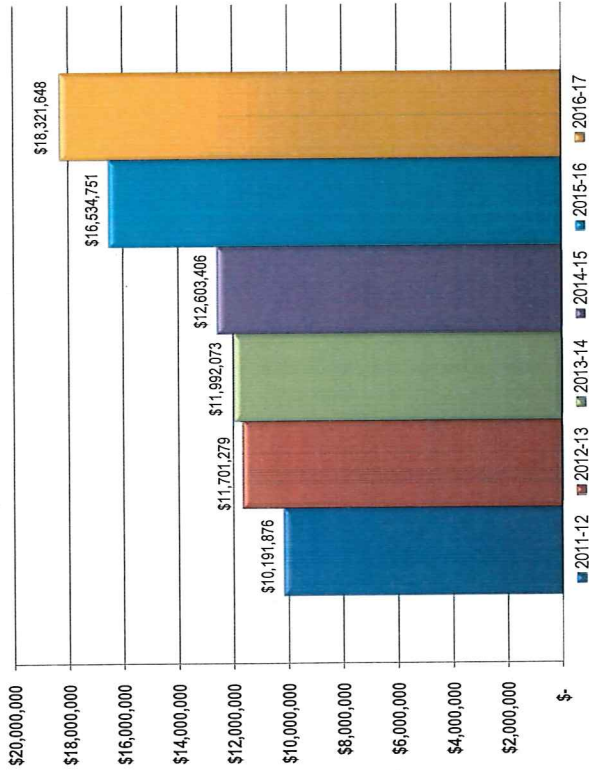
Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (as of Mar 2018, (Q3) 6 mth lag)					
Quarter	2014	2015	2016	2017	YOY % Change
First (Jan - Mar)	\$ 589,226	\$ 573,778	\$ 699,157	\$ 816,089	16.72%
Second (Apr - May)	\$ 521,965	\$ 495,699	\$ 559,589	\$ 728,774	30.23%
Third (Jun - Aug)	\$ 885,368	\$ 875,768	\$ 943,574	\$ 984,653	4.35%
Fourth (Sep - Dec)	\$ 557,614	\$ 596,985	\$ 629,807	\$ -	-100.00%
<b>Total</b>	<b>\$ 2,554,173</b>	<b>\$ 2,542,230</b>	<b>\$ 2,832,127</b>	<b>\$ 2,529,516</b>	<b>-10.68%</b>

### Conference Revenue Statistics & Revenue Share by County



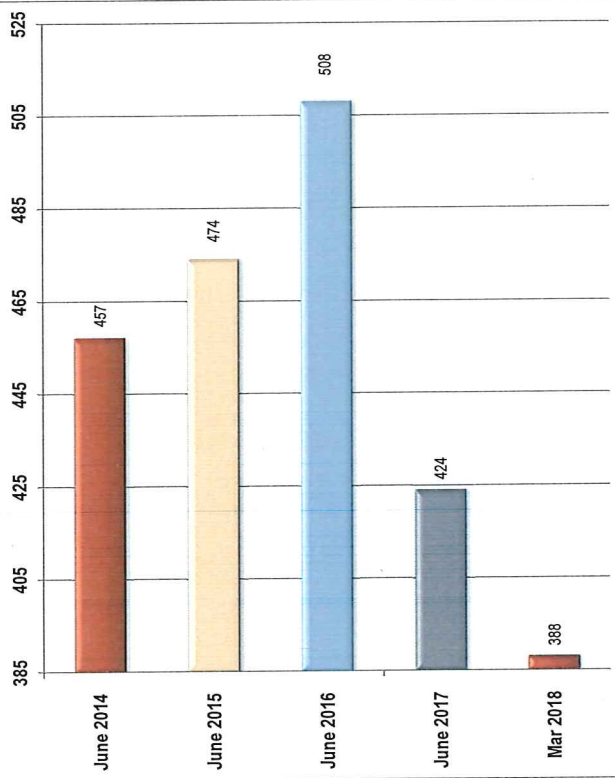
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 3/31/2018					
	2016-17		2017-18		YOY %
FORWARD LOOKING	Forecasted	Forecasted	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 3,538,333	\$ 2,476,727	\$ 3,538,333	\$ 2,476,727	-30.00%
Commission for this Revenue	119,493	62,167	119,493	62,167	-47.97%
Number of Room Nights	20,164	14,920	20,164	14,920	-26.01%
Number of Bookings	68	61	68	61	-10.29%
<b>CURRENT</b>					
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	\$ 135,000	\$ 70,000	-48.15%
Conference Revenue And Percentage by County:					
Placer	\$ 2,362,534	\$ 1,308,950	\$ 2,362,534	\$ 1,308,950	-45.06%
Washoe	\$ 736,825	\$ 741,355	\$ 736,825	\$ 741,355	0.61%
South Lake	\$ 406,856	\$ 376,134	\$ 406,856	\$ 376,134	-7.55%
Nevada	\$ 12,118	\$ 50,288	\$ 12,118	\$ 50,288	314.99%
<b>Total Conference Revenue</b>	<b>\$ 3,538,333</b>	<b>\$ 2,476,727</b>	<b>\$ 3,538,333</b>	<b>\$ 2,476,727</b>	<b>-30.00%</b>

### 5-Year Annual TOT Collections (Fiscal Year Basis)



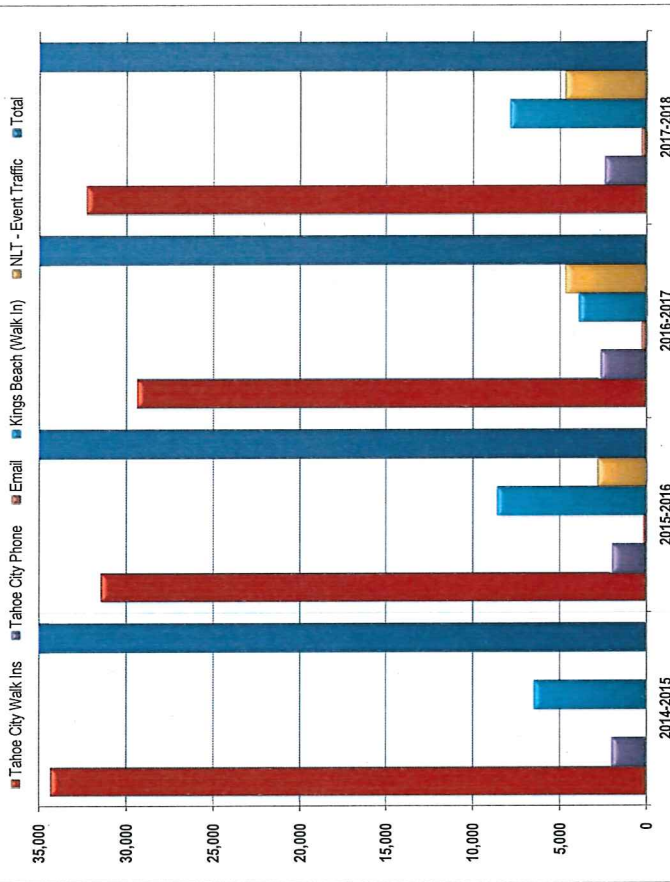
Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru Jan 2018)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	\$ 3,663,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012 - 2013	\$ 3,862,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013 - 2014	\$ 4,525,882	\$ 2,145,655	\$ 3,569,535	\$ 1,751,001	\$ 11,992,073
2014 - 2015	\$ 4,693,908	\$ 2,527,728	\$ 3,513,439	\$ 1,868,331	\$ 12,603,406
2015 - 2016	\$ 4,872,923	\$ 3,874,544	\$ 5,438,618	\$ 2,348,666	\$ 16,534,751
2016 - 2017	\$ 5,503,881	\$ 3,351,551	\$ 6,120,237	\$ 3,345,979	\$ 18,321,648
2017 - 2018	\$ 6,248,417	\$ 3,366,343	\$ 338,184	\$ -	\$ 9,952,944

### Chamber Membership (# of Members)



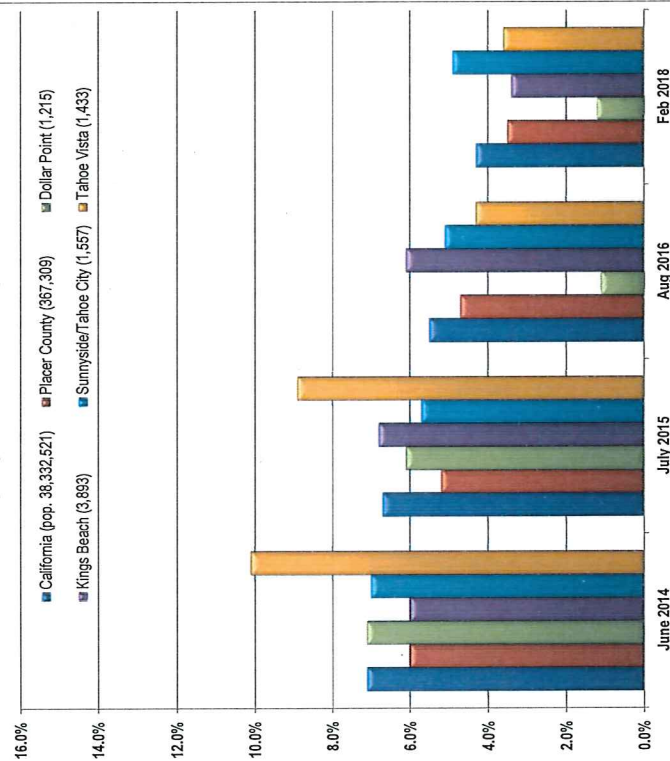
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Mar 2018	388

### Visitor Information - FYTD YOY



Referrals -	Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru Mar 2018)				YOY % Change
	2014-2015	2015-2016	2016-2017	2017-2018	
Tahoe City:					
Walk In	34,372	31,460	29,419	32,320	9.86%
Phone	1,989	1,971	2,648	2,418	-8.69%
Email	-	166	273	292	6.96%
Kings Beach (Walk In)	6,500	8,609	3,926	7,883	100.79%
NLT - Event Traffic	N/A	2,896	4,675	4,695	0.43%
<b>Total</b>	<b>42,861</b>	<b>45,042</b>	<b>40,941</b>	<b>47,608</b>	<b>16.28%</b>

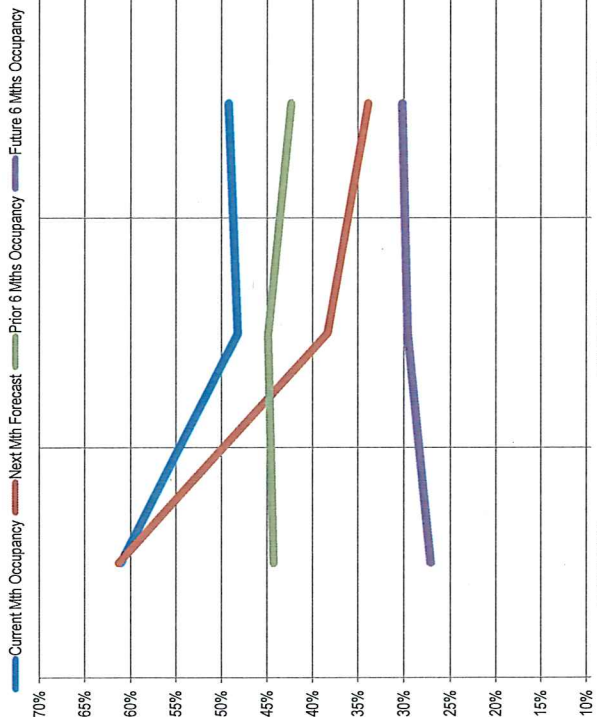
### Unemployment Rates by Region



Unemployment Rates - EDD	June 2014	July 2014	Aug 2014	July 2015	Aug 2015	July 2016	Aug 2016	Feb 2018
California (pop. 38,332,521)	7.1%	7.1%	6.7%	6.7%	5.2%	5.5%	4.3%	4.3%
Placer County (367,309)	6.0%	6.0%	5.2%	5.2%	4.7%	4.7%	3.5%	3.5%
Dollar Point (1,215)	7.1%	7.1%	6.1%	6.1%	1.1%	1.1%	1.2%	1.2%
Kings Beach (3,893)	6.0%	6.0%	6.8%	6.8%	6.1%	6.1%	3.4%	3.4%
Sunnyside/Tahoe City (1,557)	7.0%	7.0%	5.7%	5.7%	5.1%	5.1%	4.9%	4.9%
Tahoe Vista (1,433)	10.1%	10.1%	8.9%	8.9%	4.3%	4.3%	3.6%	3.6%

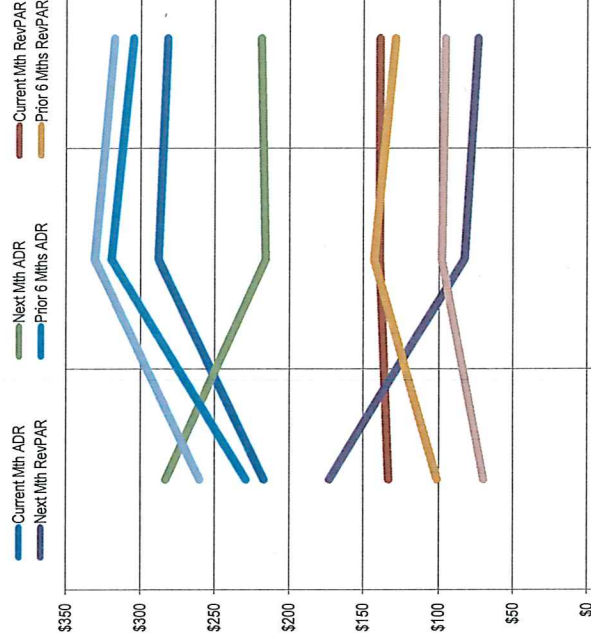


### Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	48.2%	48.2%	2.1%
Occupancy 1 Mth Forecast	61.3%	38.4%	33.9%	-11.8%
Occupancy (prior 6 months)	44.3%	44.9%	42.4%	-5.4%
Occupancy (next 6 months)	27.1%	29.6%	30.2%	2.1%

### Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$288	\$282	-1.8%
RevPAR (Rev per Available Room)	\$133	\$139	\$139	0.3%
ADR 1 Mth Forecast	\$283	\$216	\$219	1.5%
RevPAR 1 Mth Forecast	\$173	\$83	\$74	-10.5%
ADR (prior 6 months)	\$229	\$320	\$305	-4.6%
RevPAR (prior 6 months)	\$101	\$143	\$129	-9.8%
ADR (next 6 months)	\$260	\$331	\$318	-4.0%
RevPAR (next 6 months)	\$70	\$98	\$96	-2.0%

**NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)**  
Employee Expense Report

Month/Yr March 2018  
Employee Cindy Gustafson

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
3/8/2018	A	Adobe	61845723	1 month subscription	14.99		8810-00-70	
3/8/2018	B	Savemart	2501	Food for Elections Committee Meeting	33.15		8300-00-70	
3/26/2018	C	Moana Nursery	191162520883	Gift Certificate for blooming shrub for Emily Detweiler's father's memorial	50.00		8200-00-70	
<b>MILEAGE REIMBURSEMENT</b>								
	Attach 1		Mileage	See Attached Mileage Report		126.73	8700-00-70	
				Mileage Reimbursed Through Payroll	98.14	128.07		
<b>TOTAL - CREDIT CARD EXPENSES</b>							128.73	
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>							128.07	

Signed By: *Cindy Gustafson* Approved By: \_\_\_\_\_ Date: 3/9/2018

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE
APR 05 2018			
DATE SCANNED			

### NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Cindy Gustafson  
REPORT MONTH: Mar-18

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
	1-Mar	NLTRA	Squaw	16.00	x		Andy Wirth/Keith Fountain
	2-Mar	NLTRA	Squaw	16.00	x		BACC Shopping Models
	5-Mar	NLTRA	Reno Airport	98.00	x		RASC Meeting
	24-Mar	NLTRA	Squaw	16.00	x		Nastar championships/Julia Mancuso retirement
	25-Mar	NLTRA	NSCSD	32.00	x		Marketing workshop
	27-Mar	NLTRA	Biltmore	26.00	x		Meeting with Erin Casey and Sarah Coolidge
	28-Mar	NLTRA	Incline-Hyatt	31.00	x		Meeting with VCBCVB - Board
TOTAL MILES SUBMITTED:				235.00			
MILEAGE RATE PER MILE				\$ 0.585	.045		
TOTAL MILEAGE REIMBURSEMENT DUE				\$ 125.73	120.07		



BANKCARD CENTER  
 PO BOX 84043  
 COLUMBUS GA 31908-4043

**MEMO STATEMENT**

Account Number XXXX-XXXX-0108-6903  
 Statement Date MAR 28, 2018  
 Total Activity \$98.14

**\*\* MEMO STATEMENT ONLY \*\*  
 DO NOT REMIT PAYMENT**

CINDY M GUSTAFSON  
 N LAKE TAHOE RESORT  
 PO BOX 5459  
 TAHOE CITY CA 96145

**ACCOUNT SUMMARY**

CINDY M GUSTAFSON XXXX-XXXX-0108-6903	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$98.14		\$0.00		\$0.00		\$98.14

**ACCOUNT ACTIVITY**

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-08	03-07	55310208066026618457232	ADOBE SYSTEMS, INC. 08008336687 CA Tax ID: 770019522 Mer Ref: 61845723 Mer Zip: 95110 Origin Zip: 95110 Dest Ctry: USA	14.99
03-08	03-06	05140488066710029597863	SAVEMART #626 TAHOE TAHOE CITY CA Tax ID: 941245496 Mer Zip: 96145	33.15
03-26	03-23	55506298083400426000258	MOANA NURSERY RENO NV Tran: 02249801 Tax ID: 880100465 Mer Ref: 0002249801 Mer Zip: 89509 Origin Zip: 89509 Dest Ctry: USA	50.00

A  
B  
C

For Customer Service, Call:  1-866-432-8161	Account Number XXXX-XXXX-0108-6903	Account Summary Purchases & Other Charges \$98.14 Cash Advances \$0.00
	Statement Date MAR 28, 2018	
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$50,000	Fees \$0.00
	Disputed Amount \$0.00	Credits \$0.00
		Payments \$0.00
		Total Activity \$98.14

A

**INVOICE**



**Remit To:**  
Adobe Systems Incorporated  
29322 Network Place  
Chicago, IL 60673-1293

**Wires To:**  
Bank: JPM Chase/ Acct#: 100081931  
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Reprint Page 1 of 1

**Invoice Number:** 883732872

**Invoice Date:** MAR-06-18

**Payment Terms:** Credit Card

**Due Date:** MAR-13-18

**Purchase Order:** ADB016450957

**Contract No** 00004490

**Order Number:** 5017797439

**Order Date:** NOV-06-17

**Customer No.:** 1452233

**Bill to No.** 546408886

**Adobe Contact Information:**  
<https://helpx.adobe.com/contact.html>

**Bill To:**  
cindy gustafson  
100 N Lake Blvd  
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price	
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99	
<b>North America</b>		<b>Invoice Totals</b>				
		<b>S &amp; H</b>	<b>Sales Tax</b>	<b>Currency</b>	<b>Qty Shipped</b>	<b>Invoice Total</b>
		0.00	0.00	USD	1	14.99

Comments:

(B)

# SAVE MART SUPERMARKETS

100 River Road  
530-583-5231

Save Mart

Cashier: Scot21 Clerk# 2501  
03/06/18 15:31:46

<b>DAIRY-DELI-FROZEN</b>	
CRCKR CUT DLI TRAY	9.19 F
<b>PRODUCE-GARDEN</b>	
1 @ 2/ 4.00	
STRAWBERRY CLMSHLL	2.00 F
Regular Price	4.99
<b>MEAT</b>	
BUSS PROSCIUTTO	3.99 F
<b>SERVICE DELI</b>	
GRC BAG MANCH WDG	6.99 F
MF BRIE LPS TRPLCR	5.99 F
RSTIC FB OLV/SLGRS	4.99 F
SUBTOTAL	33.15
TOTAL TAX	.00
TOTAL	33.15
CREDIT CARDS	TENDER 33.15
CASH	CHANGE .00

NUMBER OF ITEMS 6

Total Savings on Sale Items 2.99

YOU SAVED A TOTAL OF 2.99  
THAT IS A SAVINGS OF 8%

Save Mart #626  
100 River Road  
Tahoe City CA 96145  
(530)583-5231

03/06/2018 15:33:07  
MASTERCARD Entry Method: Chip  
CARD #: XXXXXXXXXXXXX6903  
PURCHASE - APPROVED  
AUTH CODE:000854

Mode:	Issuer
AID:	A0000000041010
TVR:	0000008000
IAD:	0110A0400322000000000000000000
000FF	
TSI:	E800
ARC:	00
TC:	CCCB516D520A0E44
MID: 992496	TID: 001 SEQ: 214345
Total:	USD\$ 33.15



WWW.PLANETMARTIN.COM  
(775) 825-0000

MONA MUSEUM

03/23/10 11:51AM CREDIT 102 BAIT

GC 1 EA \$100.00 EA \*R  
GIFT CARD: \$100.00

SUB TOTAL: \$ 100.00 TAX: \$ .00  
TOTAL: \$ 100.00  
BC AMT: \$ 100.00

PK CARD#: XXXXXXXXXXXX2307  
MID: 191162520883  
AUTH: 081390 AMT: \$ 50.00  
Host reference #:022498 Bal#

Authorizing Network: VISA

MANUAL  
CARD TYPE:VISA EXPR: XXXX  
Phone Transaction

Name : X  
PK CARD#: XXXXXXXXXXXX6903  
MID: 191162520883  
AUTH: 063855 AMT: \$ 50.00  
Host reference #:02249801 Bal#

Authorizing Network: MASTERCARD

MANUAL  
CARD TYPE:MASTERCARD EXPR: XXXX  
Phone Transaction

Name : X

Bank card USD\$ 100.00

Total Items: 1



==>> JRNL#A22498/1 <<==  
CUST NO:1

I agree to pay above total amount  
according to card issuer agreement  
(merchant agreement if credit voucher)  
Acct: CASH CUSTOMER

Customer Copy

HOW ARE WE DOING? WIN A \$100 GIFT CARD!  
[www.planetmartin.com/contest/2618](http://www.planetmartin.com/contest/2618)

THANK YOU - WE APPRECIATE YOU