

## North Lake Tahoe Marketing Cooperative

06/28/17

## Balance Sheet

Accrual Basis

As of May 31, 2017

	<u>May 31, 17</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000-00 · Cash	537,845.82
<b>Total Checking/Savings</b>	<u>537,845.82</u>
<b>Accounts Receivable</b>	
1200-00 · Accounts Receivable	4,664.46
<b>Total Accounts Receivable</b>	<u>4,664.46</u>
<b>Total Current Assets</b>	542,510.28
<b>Other Assets</b>	
1400-00 · Prepaid Expenses	1,073.37
<b>Total Other Assets</b>	<u>1,073.37</u>
<b>TOTAL ASSETS</b>	<b><u>543,583.65</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000-00 · Accounts Payable	233,171.92
<b>Total Accounts Payable</b>	<u>233,171.92</u>
<b>Credit Cards</b>	
2080 · Bank of the West Credit Cards	
2080-02 · MC_4222 Jason	1,640.21
2080-05 · MC_2107 Greg	1,342.28
2080-09 · MC_3126 Sarah	4,454.68
<b>Total 2080 · Bank of the West Credit Cards</b>	<u>7,437.17</u>
<b>Total Credit Cards</b>	7,437.17
<b>Other Current Liabilities</b>	
2250-00 · Accrued Expenses	161,225.97
<b>Total Other Current Liabilities</b>	<u>161,225.97</u>
<b>Total Current Liabilities</b>	<u>401,835.06</u>
<b>Total Liabilities</b>	401,835.06
<b>Equity</b>	
32000 · Unrestricted Net Assets	59,388.51
Net Income	82,360.08
<b>Total Equity</b>	<u>141,748.59</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>543,583.65</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance May 2017

	May 17	Budget	Jul '16 - May 17	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding					
4000-01 · LTIVCBVB Funding Add-On	0.00	0.00	150,000.00	150,000.00	150,000.00
4000-00 · LTIVCBVB Funding - Other	51,500.00	51,500.00	665,500.00	665,500.00	727,000.00
<b>Total 4000-00 · LTIVCBVB Funding</b>	51,500.00	51,500.00	815,500.00	815,500.00	877,000.00
4001-00 · NLTRA Funding					
4001-01 · NLTRA Funding Add-On	0.00	0.00	12,371.00	12,371.00	12,371.00
4001-00 · NLTRA Funding - Other	63,250.00	63,250.00	1,138,500.00	1,138,500.00	1,265,000.00
<b>Total 4001-00 · NLTRA Funding</b>	63,250.00	63,250.00	1,150,871.00	1,150,871.00	1,277,371.00
4003-00 · Partner Contribution	0.00		0.00	0.00	0.00
4004-00 · IVCBVB Entertainment	1,000.00	1,000.00	8,000.00	8,000.00	8,000.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	61,314.00	61,314.00
<b>Total Income</b>	115,750.00	115,750.00	1,974,371.00	2,035,685.00	2,223,685.00
<b>Gross Profit</b>	115,750.00	115,750.00	1,974,371.00	2,035,685.00	2,223,685.00
<b>Expense</b>					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio	0.00	7,000.00	10,000.00	25,000.00	25,000.00
5002-00 · Leisure Print	8,475.00	0.00	8,475.00	45,000.00	45,000.00
5002-01 · Native Display	0.00	12,500.00	0.00	50,000.00	50,000.00
5004-00 · Online Interactive / Digital	0.00	7,889.00	435.00	63,112.00	71,000.00
5005-00 · Social / Mobile / SEM	15,829.43	17,000.00	16,661.93	97,000.00	105,000.00
5005-01 · Digital	178,586.78	37,167.00	477,752.25	253,622.00	278,622.00
5007-00 · Creative Production/Client Svcs	12,397.75	25,000.00	113,809.42	176,638.00	181,638.00
5010-00 · Agency Retainer	7,000.00	7,000.00	83,290.00	77,000.00	84,000.00
5010-01 · Digital Media Management	3,000.00	3,000.00	13,633.75	27,000.00	30,000.00
5018-00 · Media Commission/Ad Serving	17,822.25	11,607.00	79,415.40	76,504.00	83,080.00
5018-01 · Didital Ad Serving	-43,549.39		64,491.00	8,000.00	8,000.00
5018-02 · Primary Research	0.00		0.00	15,765.00	15,765.00
5018-03 · Strategic Marketing Plan	17,500.00		17,500.00	17,500.00	17,500.00
5018-04 · Website Recovery	0.00		0.00	5,500.00	5,500.00
5022-00 · Email	0.00	3,125.00	0.00	26,875.00	30,000.00
5023-00 · Additional Opportunities	2,018.47	0.00	127,206.57	140,000.00	150,000.00
5000-00 · CONSUMER MARKETING - Other	0.00		0.00	0.00	0.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	219,080.29	131,288.00	1,012,670.32	1,104,516.00	1,180,105.00
5019-00 · Research/Destimetrics	0.00		0.00	0.00	0.00
5020-00 · Photography/Video	0.00		0.00	0.00	0.00
5110-00 · LEISURE SALES					
5111-00 · FAMs - Domestic	0.00	0.00	1,586.94	2,500.00	2,500.00
5112-00 · Training / Sales Calls	0.00	0.00	1,925.32	2,500.00	2,500.00
5113-00 · Additional Opportunities	0.00	0.00	1,631.38	2,500.00	3,405.00

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
**May 2017**

	May 17	Budget	Jul '16 - May 17	YTD Budget	Annual Budget
5114-00 · Agent Online Trainings	0.00	0.00	163.21	2,000.00	2,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	874.00	2,000.00	2,000.00
5116-00 · RSA (Receptive Serv Assn) Membe	0.00	0.00	695.00	2,000.00	2,000.00
5120-00 · Domestic - Trade Shows	213.95	0.00	4,742.52	4,500.00	4,500.00
5121-00 · Client Events	0.00	0.00	0.00	2,000.00	2,000.00
5130-00 · International Marketing	0.00	0.00	0.00	0.00	0.00
5131-00 · FAMS -Intl - Travel Trade	541.73	0.00	2,904.57	5,500.00	5,500.00
5132-00 · FAMS -Intl - Media	0.00	0.00	0.00	0.00	0.00
5134-00 · Intl Marketing - Additional Opp	0.00	1,000.00	1,158.34	6,000.00	6,000.00
5135-00 · North American Journeys/Tour Op	0.00	0.00	0.00	3,000.00	3,000.00
5136-00 · Tour Operator Brochure Support	4,500.00	0.00	6,955.00	6,000.00	6,000.00
5137-00 · Co-op Opportunities	2,083.33	0.00	12,442.53	10,000.00	10,000.00
5140-00 · Intl Programs & Travel	0.00	0.00	0.00	0.00	0.00
5141-00 · Australian Sales Mission	0.00	10,000.00	12,887.41	15,900.00	15,900.00
5142-00 · UK Sales Mission	2,212.48	0.00	12,654.35	10,000.00	10,000.00
5143-00 · Mountain Travel Symposium	140.92	0.00	4,856.59	4,000.00	4,000.00
5144-00 · IPW - POW WOW	0.00	3,000.00	10,606.07	9,500.00	9,500.00
5145-00 · TIA Annual Dues	0.00	0.00	2,500.00	2,400.00	2,400.00
5146-00 · UK / Black Diamond	0.00	0.00	25,000.00	25,000.00	25,000.00
5147-00 · AUS / Gate 7	0.00	0.00	21,500.00	20,500.00	20,500.00
5149-00 · Mexico Program	0.00	7,750.00	16,033.18	18,000.00	18,000.00
5150-00 · China Program	937.30	0.00	4,437.30	12,500.00	12,500.00
5151-00 · RTO West	0.00	0.00	3,381.14	2,695.00	2,695.00
5152-00 · Go West	0.00	0.00	3,478.57	3,500.00	3,500.00
5152-01 · Transulation Services	0.00	0.00	0.00	5,000.00	5,000.00
<b>Total 5110-00 · LEISURE SALES</b>	<b>10,629.71</b>	<b>21,750.00</b>	<b>152,413.42</b>	<b>179,495.00</b>	<b>180,400.00</b>
5133-00 · Destination Video	0.00		0.00	0.00	0.00
<b>5200-00 · PUBLIC RELATIONS</b>					
5201-00 · Agency Fees	6,500.00	6,500.00	66,083.00	71,500.00	78,000.00
5202-00 · PR Program/ Content Development	9,535.00	4,583.00	32,749.94	50,416.00	55,000.00
5204-00 · Media Mission(s)	884.37	4,000.00	3,300.68	9,000.00	9,000.00
5205-00 · Conference Outreach	1,000.00	1,000.00	10,000.00	11,000.00	12,000.00
5206 · Digital Buy/Social Media Boost	1,500.00	1,500.00	15,000.00	16,500.00	18,000.00
5207 · Content Campaigns / Tools	2,187.00	2,176.00	15,328.49	16,788.00	19,372.00
5208 · International Travel Media FAMS	375.00	1,000.00	20,398.39	11,000.00	12,000.00
5209 · Domestic Travel Media FAMS	193.08	375.00	2,554.69	4,125.00	4,500.00
5200-00 · PUBLIC RELATIONS - Other	0.00		0.00	0.00	0.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>22,174.45</b>	<b>21,134.00</b>	<b>165,415.19</b>	<b>190,329.00</b>	<b>207,872.00</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	0.00	6,000.00	18,153.50	28,971.00	28,971.00
6003-00 · Conference Online / Interactive	0.00	1,000.00	0.00	7,000.00	7,000.00
6004-00 · Email/SEM	0.00	1,000.00	0.00	9,000.00	10,000.00
6006-00 · Production / Client Services	0.00		10,135.00		
6128-00 · HelmsBriscoe Strategic Partner	0.00	0.00	0.00	5,000.00	5,000.00

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
**May 2017**

	May 17	Budget	Jul '16 - May 17	YTD Budget	Annual Budget
6128-01 · MCC Digital	15,000.00	3,796.00	46,915.00	32,184.00	35,750.00
6128-02 · MCC Media Commission	1,910.45	1,463.00	8,135.63	9,137.00	9,670.00
6128-03 · MCC Digital Ad Serving	0.00		0.00	100.00	100.00
6145-00 · Sponsorship - World Senior Golf	-6,585.00	0.00	2,715.20	2,350.00	2,350.00
6152-00 · Client Events / Opportunities	0.00	0.00	17,662.28	29,907.16	29,907.16
6153-00 · Chicago Sales Rep Support	0.00	0.00	6,981.90	7,500.00	10,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>10,325.45</b>	<b>13,259.00</b>	<b>110,698.51</b>	<b>131,149.16</b>	<b>138,748.16</b>
<b>6100-00 · TRADE SHOWS</b>					
6107-00 · MPI - WEC Trade Show	7,791.21	2,500.00	7,791.21	5,000.00	7,500.00
6111-00 · Site Inspections	420.76	500.00	2,930.40	5,500.00	6,000.00
6115-00 · Chicago Holiday Showcase	0.00	0.00	4,676.06	6,200.00	6,200.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	2,073.68	1,525.00	1,525.00
6117-00 · Duda Golf Sponsorship	6,585.00		0.00		
6118-00 · ASAE Annual	0.00	0.00	5,602.11	3,950.00	3,950.00
6121-00 · M&C Interactive	0.00	0.00	0.00	2,500.00	2,500.00
6124-00 · IMEX	0.00	0.00	11,332.85	12,000.00	12,000.00
6127-00 · CalSAE Annual	0.00	0.00	6,185.04	6,700.00	6,700.00
6136-00 · Mountain Travel Symposium	0.00	0.00	2,445.00	4,500.00	4,500.00
6142-00 · Luxury Meeting Summit NorCal	0.00	0.00	8,737.94	1,500.00	1,500.00
6143-00 · Connect Marketplace	0.00	0.00	10,356.96	11,900.00	11,900.00
6144-00 · ASAE XDP	1,158.92	1,500.00	1,158.92	4,000.00	4,000.00
6146-00 · UC Vendor Fair	0.00	0.00	300.00	555.00	555.00
6147-00 · Luxury Summit Texas	0.00	0.00	2,394.54	6,100.00	6,100.00
6148-00 · Luxury Summit SoCal	0.00	0.00	1,539.95	5,200.00	5,200.00
6149-00 · MEET National	0.00	0.00	7,133.83	7,250.00	7,250.00
6150-00 · Luxury Meeting Summit MA/CT/NY	0.00	0.00	0.00	6,100.00	6,100.00
6151-00 · Destination CA	915.92	1,500.00	1,097.88	1,500.00	1,500.00
6154-00 · HelmsBriscoe ABC	0.00	1,500.00	0.00	3,500.00	3,500.00
6155-00 · Luxury Meeting Summit NW	0.00	0.00	1,892.92	3,300.00	3,300.00
6156-00 · Connect California	0.00	0.00	4,441.82	4,435.00	4,435.00
6157-00 · HPN Partner Conference	0.00	0.00	2,592.84	2,592.84	2,592.84
6100-00 · TRADE SHOWS - Other	0.00		0.00	0.00	0.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>16,871.81</b>	<b>7,500.00</b>	<b>84,683.95</b>	<b>105,807.84</b>	<b>108,807.84</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	2,250.00	0.00	29,343.10	36,000.00	36,000.00
5009-00 · Fulfillment / Mail	0.00	833.00	8,757.91	9,166.00	10,000.00
5021-00 · RASC-Reno Air Service Corp	0.00	25,000.00	100,000.00	100,000.00	100,000.00
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	0.00	90,000.00	67,500.00	90,000.00
5123-00 · HSVC - High Sierra Visitors	-3,765.03	0.00	2,000.00	2,250.00	2,250.00
7001-00 · Miscellaneous	0.00	0.00	2,722.52	3,000.00	3,000.00
7002-00 · CRM Subscription	0.00	0.00	10,000.00	10,000.00	10,000.00
7003-00 · IVCBVB Entertainment Fund	778.66	1,000.00	6,861.97	8,000.00	8,000.00
7004-00 · Research	0.00	0.00	16,200.00	10,000.00	20,000.00

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Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
May 2017

	<u>May 17</u>	<u>Budget</u>	<u>Jul '16 - May 17</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
7005-00 · Film Festival	-1,231.60	0.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	98.04	5,000.00	5,000.00
7007-00 · Destimetrics / DMX	0.00	0.00	31,204.00	23,403.00	31,204.00
8700-00 · Automobile Expense*	286.39	0.00	3,440.86	0.00	0.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>-1,681.58</b>	<b>26,833.00</b>	<b>315,628.40</b>	<b>289,319.00</b>	<b>330,454.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	3,583.33	3,750.00	39,416.63	41,250.00	45,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	11,084.50	15,000.00	20,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>3,583.33</b>	<b>3,750.00</b>	<b>50,501.13</b>	<b>56,250.00</b>	<b>65,000.00</b>
<b>Total Expense</b>	<b>280,983.46</b>	<b>225,514.00</b>	<b>1,892,010.92</b>	<b>2,056,866.00</b>	<b>2,211,387.00</b>
<b>Net Income</b>	<b>-165,233.46</b>	<b>-109,764.00</b>	<b>82,360.08</b>	<b>-21,181.00</b>	<b>12,298.00</b>