



Reports/Back up Documents Meeting Packet Part Two

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member:

- 1. Destimetrics Report (Page 1)**
- 2. Membership Accounts Receivable Report August 2017 (Page 2)**
- 3. Membership Staff Report (Page 3)**
- 4. Membership Upcoming Events/Programs (Page 4)**
- 5. Conference Revenue Statistics Report (Page 5)**
- 6. Capital Investment/Transportation Activity Report (Page 9)**
- 7. Monthly Summary of Transportation Meeting Outcomes (Page 13)**
- 8. Finance Committee Reports, (Draft) August, 2017 (Page 15)**
- 9. CEO Updates (oral presentation)**

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1366 Units ('DestiMetrics Census**') and 42.32% of 3229 total units in the North Lake Tahoe destination ('Destination Census**')

Last Month Performance: Current YTD vs. Previous YTD		2017/18	2016/17	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Aug) changed by (-3.6%)	Occupancy (Aug) :	62.0%	64.4%	-3.6%
North Lake Tahoe ADR for last month (Aug) changed by (6.6%)	ADR (Aug) :	\$ 353	\$ 331	6.6%
North Lake Tahoe RevPAR for last month (Aug) changed by (2.8%)	RevPAR (Aug) :	\$ 219	\$ 213	2.8%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Sep) changed by (-10.6%)	Occupancy (Sep) :	45.0%	50.4%	-10.6%
North Lake Tahoe ADR for next month (Sep) changed by (5.6%)	ADR (Sep) :	\$ 264	\$ 250	5.6%
North Lake Tahoe RevPAR for next month (Sep) changed by (-5.6%)	RevPAR (Sep) :	\$ 119	\$ 126	-5.6%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (4.7%)	Occupancy	54.9%	52.5%	4.7%
North Lake Tahoe ADR for the past 6 months changed by (3.9%)	ADR	\$ 305	\$ 293	3.9%
North Lake Tahoe RevPAR for the past 6 months changed by (8.8%)	RevPAR	\$ 167	\$ 154	8.8%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-9.8%)	Occupancy	18.2%	20.2%	-9.8%
North Lake Tahoe ADR for the future 6 months changed by (10.4%)	ADR	\$ 281	\$ 254	10.4%
North Lake Tahoe RevPAR for the future 6 months changed by (-0.4%)	RevPAR	\$ 51	\$ 51	-0.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2017 vs. Previous Year				
Rooms Booked during last month (Aug,17) compared to Rooms Booked during the same period last year (Aug,16) for all arrival dates has changed by (89.6%)	Booking Pace (Aug)	5.2%	2.7%	89.6%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Accounts Receivable Summary

Invoices With Apply Dates Through August 31, 2017

Aged as of Thursday, August 31, 2017

Revenue Item <small>(Double click to drill down)</small>	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities	0.00	500.00	0.00	0.00	0.00	710.00	1,210.00
Dues	145.00	1,735.00	0.00	2,840.00	1,700.00	6,350.00	12,770.00
Email Blast	0.00	0.00	0.00	75.00	0.00	0.00	75.00
New Member Fees	0.00	0.00	0.00	75.00	0.00	0.00	75.00
Total Open Invoices	<u>145.00</u>	<u>2,235.00</u>	<u>0.00</u>	<u>2,990.00</u>	<u>1,700.00</u>	<u>7,060.00</u>	<u>14,130.00</u>

Unapplied Payments With Payment Dates Prior to and Including 08/31/2017

Pre-Payments: Payments Made Prior to 08/31/2017 on Invoices With Apply Dates After 08/31/2017

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments) 14,130.00

Staff Report

Agenda Item:

9.4

Report:

Report/Clarification about Chamber Membership loss/reduction and developed plan regarding new Membership conversion/retention.

Accounts
Receivable

A drastic streamlining of invoicing procedure has been created for billing which is providing a more reliable expectation of payment and a decrease in AR:

- Reminders have been placed on calendars.
- Write-off/trade reports are being generated monthly.
- Trades are now being recorded as revenue.
- New filing and record-keeping of Membership applications.
- Invoices are generated and sent by the 15th of the month *prior* to renewal month, allowing businesses time to process payments in order to be received by the due date.
- All upcoming invoices are reviewed by Natalie before being generated. If there is a historical lapse in payment/s or any membership concerns, they are addressed prior to generating an invoice as a way to better ensure a more qualified billing report with more accurate expected revenue.

Collections Made: AR with Dates Through August 31:

91-121+

\$8760	Total
\$1785	Received
\$2825	Committed to Payment
\$1168	Write-off
\$2982	Still Working to reach

New Members

- A leads list has been generated to track our leads from first contact to conversion.
- **Weekly goals** have been put into place to generate contact with membership leads:
 - 10 First contacts made (visits, emails, phones calls, etc.)
 - 5 follow-up contacts made
 - To date: 9 new members have joined since July 1 with a monthly increase in new members: July-2, August-1, September-4, October-2 (at Oct.10)

Membership
Retention

- As AR continues to be cleaned up, direct contact is being made with AR 30 days past due instead of attempting contact at 121+ days past due.
- A shared document has been created with a benefit check-list to better assist members in utilizing their benefits.
- Weekly Member to Member email has been changed to include a focus on “Chamber Member Spotlight,” highlighting Members and their business, a personal note from Natalie and a focus on NLTRA/Chamber reporting (aka organizational highlights, staff introductions, fun facts, etc.)
- More frequent direct contact with current members in order to build stronger relationships and promote higher retention.



PLEASE JOIN US FOR OUR ANNUAL

CHAMBER MEMBERSHIP LUNCHEON

THURSDAY, OCTOBER 19th

11:30 AM - 2:30 PM

North Tahoe Events Center, Kings Beach

LUNCH BY BELLA AFFAIR

\$45 Members

\$55 Non-Members

SPACE IS LIMITED. [CLICK TO REGISTER ONLINE](#) NO LATER THAN OCT 16th

CREATING HOUSING SOLUTIONS FOR NORTH LAKE TAHOE-TRUCKEE

WELCOMING GUEST SPEAKER:



Matt Kowta, MCP - Managing Principle, BAE Urban Economics

Matt brings over 25 years pioneering innovative techniques in economic analysis, with expertise in market analysis & development feasibility, public finance & fiscal impact, affordable housing, & strategic economic development. With many successful projects under his lead, he was pivotal in developing the North Tahoe Regional Workforce Housing Needs Assessment which provided the basis for movement in developing housing solutions in North Lake Tahoe-Truckee.

A PANEL DISCUSSION WITH:

Stacey Caldwell, CEO, Tahoe Truckee Community Foundation Regional Housing Study & Mountain Housing Council of Tahoe Truckee; Jennifer Merchant, Placer County Deputy CEO; Pat Davison, ED, Contractors Association of Truckee Tahoe; Dave Wilderotter, Owner/President, Tahoe Dave's.

This event is open to the public |Pre-registration required by October 16| Natalie@gotahoenorth.com 530-581-8764

SPONSORED BY:

DELIVERING RELIABILITY: A utility update as we approach the winter season



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Monthly Report August 2017

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/17:	\$1,424,008	\$2,192,425	-35%
Forecasted Commission for this Revenue:	\$41,165	\$82,247	-50%
Number of Room Nights:	7240	12157	-40%
Number of Delegates:	2563	14111	-82%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<u>August-17</u>	<u>August-16</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$58,220	\$112,497	-48%
Projected Commission:	\$2,560	\$892	187%
Room Nights:	409	715	-43%
Number of Delegates:	165	275	-40%
	1 Corp, 1	2 Assoc, 1	
Booked Group Types:	Assoc.	Corp, 1 Govt.	
Lost Business, # of Groups:	6	0	

<u>Arrived in the month</u>	<u>August-17</u>	<u>* Est.</u>	<u>August-16</u>	
Number of Groups:	4		6	
Revenue Arrived:	\$55,514		\$223,487	-75%
Projected Commission:	\$1,101		\$16,620	-93%
Room Nights:	234		1052	-78%
Number of Delegates:	152		257	-41%
	2 Corp, 1		4 Corp, 1	
	Assoc, 1 Non-profit		Assoc, 1 Film	
Arrived Group Types:			Crew	

<u>Monthly Detail/Activity</u>	<u>July-17</u>	<u>July-16</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$638,565	\$84,736	654%
Projected Commission:	\$20,074	\$0	
Room Nights:	3689	655	463%
Number of Delegates:	4680	425	1001%
	4 Corp, 2		
Booked Group Types:	Assoc, 1 SMF	1 Corp. 1 Govt.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>July-17</u>	* Est.	<u>July-16</u>	
Number of Groups:	4		5	
Revenue Arrived:	\$344,630		\$712,929	-52%
Projected Commission:	\$13,729		\$39,282	
Room Nights:	1590		3175	-50%
Number of Delegates:	645		1551	-58%
Arrived Group Types:	4 Corp.		Govt, 1 Corp	

	<u>Current Numbers</u>	<u>Goals</u>
For 2018/19:	\$555,554	\$750,000
For 2019/20:	\$208,595	\$250,000

NUMBER OF LEADS Generated as of 8/31/17:	42
YTD 8/30/16:	39
YTD 8/30/15:	20

Total Number of Leads Generated in Previous Years:

2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report August 2017

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>17/18</u>	<u>16/17</u>	<u>Variance</u>
Total Revenue Booked as of 8/30/17:	\$188,819	\$249,373	-24%
Forecasted Commission for this Revenue:	\$4,746	\$8,788	-46%
Number of Room Nights:	1211	2022	-40%
Number of Delegates:	305	1060	-71%
Annual Commission Projection:	\$10,000	\$15,000	-33%

Monthly Detail/Activity	<u>August-17</u>	<u>August-16</u>
<u>Number of Groups Booked:</u>	1	1
Revenue Booked:	\$50,490	\$7,209
Projected Commission:	\$0	\$1,081
Room Nights:	488	70
Number of Delegates:	175	35
Booked Group Types:	1 Assoc.	1 Corp.

<u>Arrived in the month</u>	<u>August-17</u>	<u>August-16</u>
Number of Groups:	1	0
Revenue Arrived:	\$32,350	\$0
Projected Commission:	\$1,617	\$0
Room Nights:	82	0
Number of Delegates:	20	0
Booked Group Types:	1 Corp.	0

Monthly Detail/Activity	<u>July-17</u>	<u>July-16</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$26,320
Projected Commission:	\$0	\$3,948
Room Nights:	0	244
Number of Delegates:	0	529
Booked Group Types:		2 Corp.

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$19,384
Projected Commission:	\$0	\$0
Room Nights:	0	48
Number of Delegates:	0	30
Booked Group Types:		1 Corp.

NUMBER OF LEADS Generated as of 8/30/17: 42

Total Number of Leads Generated in Previous Years:

2016/2017:	244
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209



north lake tahoe

Chamber | CVB | Resort Association

October 16, 2017

**Subject: Capital Investment/Transportation Monthly Activity Report—
September 2017**

From: Ron Treabess, Director of Community Partnerships and Planning

A. Capital Investment/Transportation Work Plan Projects—Update

- Attached is the monthly *Projects Currently Underway Contract & Funding Status* update as of October 1, 2017.
- Other 6-month Contract Scope of Work performance indicators that have been completed include transferring all capital project contracts from the Resort Association to Placer County, attendance at monthly TTD and TMA. and PCTPA meeting.
- Prepared and submitted, elsewhere in this packet, the August Monthly Summary of Transportation Meeting outcomes..
- Two TOT grant contracts between Placer County and the grant recipients will be presented for the approval by the Board of Supervisors. One is for a time extension to NTPUD for a regional park grant and the second to the Squaw Valley Olympic Museum Foundation.
- The draft Dean Runyan report, *Economic Significance of Travel of Travel to the North Lake Tahoe Area*, has been received and is being reviewed by staff.
- The Fanny Bridge/Hwy SR 89 project construction is underway and some road delays will continue until mid-October.
- The application to the American League of Bicyclists to renew our status as a Bicycle Friendly Community has been submitted. The four-year award will be announced in January.
- Reviewed and submitted recommendation to County to process eight project invoices for TOT funding payment.
- Updated interested TOT applicants regarding our ongoing work with Placer County staff on capital project development in support of the Tourism Master Plan which includes review of the TOT application process.

To accommodate this effort, applications are not being received at this time. We are working to achieve the following objectives:

1. Review Tourism Master Plan implementation progress/status
2. Convene public to receive feedback on community priorities
3. Ensure broad community participation and engagement
4. Revise process to prioritize and recommend capital projects
To the Board of Supervisors

B. Other Meetings and Activities Attended

- TNT/TMA Board Meeting
- Tuesday Morning Breakfast Club
- Squaw Valley Ski Museum Foundation Board Meeting
- Tahoe Transportation District Board Meeting
- Initial Community AD Hoc meeting for Old Firehouse Properties Project
- Squaw Valley MAC Subcommittee Meeting
- CEO County/NLTRA staff Monthly Meeting
- Mixer/Kings Beach Wellness Center
- Tahoe Truckee Community Foundation Fiber Optics Interview

**Capital Investment Projects Currently Underway Contract Status
As of October 1, 2017**

Grantee	Placer BOS Approved Projects	Project Code	Contract Completion	Remaining Funds	TMP Tier Priority	Contract Status
		NLTINF-				
PCDPWF	Wayfinding Signage Installation	O30000	9/30/2016	\$1,281	Tier 1	needs extension
NTPUD	N.T. Reg Park Trails & Signage (Planning)	O32000	9/30/2017	\$135,000	Tier 1	needs extension
UC	Tahoe City Field Station Signage	O34000	6/30/2017	\$0	Tier 2	completed
PCDPWF	North Tahoe Shared-Use Trail (Planning)	O35000	11/30/2017	\$146,959	Tier1	on schedule
NCSD	Northstar/Martis Valley Bike Trail (P&C)	O36000	11/30/2018	\$615,587	Tier 1	on schedule
PCDPWF	Truckee River Corridor Env. Doc (Plan)	O38000	10/31/2017	\$308,115	Tier 1	on schedule
TCPUD	Homewood Trail Construction	O10000	10/15/2016	\$0	Tier 1	completed
NTPUD	Tahoe Vista Recreation Area	O11000	6/30/2017	\$0	Tier 2	completed
TCPUD	Truckee River Trail Restoration(P&C)	O12000	10/31/2018	\$1,464,880	Tier 1	on schedule
PCDPWF	Squaw Valley Bike Trail Rehab(P&C)	O13000	6/30/2017	\$340,351	Tier 1	needs extension
DSLGL	Donner Sum Gateway Sign/Kiosk	O14000	6/30/2018	\$52,488	Tier 2	on schedule
TPA	Tahoe Public Art Program	O16000	10/30/2018	\$179,152	Tier 2	on schedule
UC	Lake Tahoe Water Interactive Displays	O17000	6/30/2017	\$0	Tier 2	completed
PCDPWF	Speedboat Beach Access MP	O18000	6/30/2016	\$0	Tier 2	completed
TCPUD	Tahoe City Ice Rink	O19000	12/31/2016	\$0	Tier 2	completed
PCDPWF	Fanny Bridge Hwy SR 89 Match	O21000	9/30/2018	\$1,417,245	Tier 2	on schedule
CTC	King's Beach Pier Concept Plan	O22000	9/30/2017	\$0	Tier 2	completed
PCDPWF	King's Beach Boardwalk & Gateway Plan	O23000	6/30/2016	\$0	Tier 2	completed
PCDPWF	Tahoe City Parking Project Plan	O24000	6/30/2016	\$26,177	Tier 2	needs extension
PCDPWF	Tahoe City Mobility Improvement Plan	O25000	6/30/2016	\$0	Tier 2	completed
PCDPWF	Tahoe City Mobility Improve Env. Doc	O26000	9/30/2017	\$208,253	Tier 2	needs extension
PCDPWF	Regional Transit System Brand	O27000	9/30/2016	\$47,784	Tier 1	needs extension
TCCSEA	Historic Schilling Ski Lodge Planning	O39000	9/30/2018	\$122,570	Tier 2	on schedule
TAMBA	NLT Mountain Bike Trail Wayfinding Signs	O40000	10/31/2018	\$14,092	Tier 1	on schedule
TNTTMA	Bike & Transit User Website Update	O41000	6/30/2018	\$30,000	Tier 1	on schedule
Northstar	Northstar Directional Wayfinding Sign	O42000	9/30/2018	\$20,000	Tier 1	on schedule
Northstar	Northstar Programmable Message Boards	O43000	9/30/2018	\$51,500	Tier 1	on schedule
PCDPWF	Memorial Overland Emigrant Trail	O44000	10/31/2019	\$250,000	Tier,1	on schedule

**Capital Investment Projects Currently Underway Contract Status
As of October 1, 2017**

PCDPWF	Kings Beach Roundabout at Hwy 267	O45000	10/31/2018	\$97,046	Tier 2	on schedule
PCDPWF	Northstar TART Passenger Shelter	O46000	10/31/2018	\$60,000	Tier 1	on schedule
PCDPWF	Speedboat Beach Improvement Plan	O47000	10/31/2019	\$275,000	Tier 2	on schedule
PCDPWF	TART Bus Shelter Kings Beach	O28000	10/31/2016	\$65,000	Tier 1	needs extension
SVSMF	SV Olympic Ski Museum Planning	O48000	12/31/2018	\$125,000	Tier 2	on schedule
MMFC	Maritime Museum Welcome Center	49000	10/31/2018	\$60,700	Tier 2	on schedule
PCDPWF	Signage-Mile Markers (Maint)	O29000	On going	\$12,245	Tier 1	on going as needed
PCDPWF	Tahoe Pedestrian Safety (Maint)	O29000	On going	\$30,742	Tier 2	on going as needed
TCPUD	Tahoe City Winter Trail Snow(Maint)	O29000	6/30/2017	\$0	Tier 2	completed
SVPSD	Squaw Valley Winter Trail Snow Removal (Maint.)	O29000	6/30/2017	\$0	Tier 2	completed
TCDA	TC Gateway Holiday Lighting (Maint)	O29000	1/31/2017	\$0	Tier 2	completed
TCPUD	Truckee Midway Bridge Trail (Maint)	O29000	6/30/2017	<u>\$0</u>	<u>Tier 1</u>	completed
Approved Projects Totals:				\$6,157,167		
		Maint.	Funds Avail.	\$79,661		



October 1, 2017

Subject: Monthly Summary of Transportation Meetings Outcomes, Issues, and Action Steps for August, 2017

From: Ron Treabess, Director of Community Partnerships and Planning

August 3, 2017, Truckee-North Tahoe Transportation Management Association

- The meeting was called to order at 8:12 am and a quorum was established.
- Presentation on North Tahoe Truckee Transport—Senior Shuttle Program Update.
 - Main purpose provides transportation to access medical services, community events, and social gatherings for seniors.
 - Ridership has exceeded expectation in Placer and Nevada Counties, but has not yet justified costs.
 - Primary funding partners are TTD, Truckee, Tahoe Forest Health, and Parasol.
- Reports Included:
 - North Lake Tahoe Express—Development of Training Manual, streamline reservations, Launch upgraded website funding with TOT, passenger counts were up every month compared to 15/16 except March with subsidy payments of \$59,000 and included additional service.
 - TART—Ridership down 6%, many days without full service caused by staffing issues, drop in night ridership but still considered successful.
 - Town of Truckee Transit Division—presented fiscal year reports, reported increase in shuttle ridership that gets buses into neighborhoods which attracts people to public transit.
 - Planning and Consulting—Teshara and Wright are coordinating with TRPA on transit strategies the TMA can be a part of.
 - Executive Director—TMA Executive Committee met with Placer staff regarding tasks the County may want TMA to do related to allocating TOT for transportation projects. This topic will come to the TMA Board in September or October.

August 11, 2017, Tahoe Transportation District

- The meeting was called to order at 9:30 am and a quorum was established.
- The *Linking Tahoe Corridor Connection Plan* was distributed and posted on website.

- Board recommended adoption of the Supporting Resolution regarding F.Y. 16/17 Proposition 1B California Transit Security Grant Program.
- Discussed F.Y. 18 NDOT Work Program and the 2018-2021 Statewide Transportation Improvement Program.
- Approved purchase of Diesel Trolley for Transit Operations including partial Emerald Bay service.
- Authorized staff to open thirty-day public comment period for the Short Range Transit Plan.
- Board approved subcommittee's recommendation of FY 17 District Manager Evaluation. This included an increase in salary and objective to implement a leadership development plan for the organization.
- It was reported to the Board that Placer County is implementing the TRPA Area Plan including on-going financing from new development for transit operations through property taxes, TART had to reduce routes this summer due to lack of drivers, work is in progress to try to create a pilot special bus lane on Hwy 89 this winter.

August 23, 2017, Placer County Transportation Planning Agency

- The meeting was called to order at 9:00 am and a quorum was established.
- Approved FY 17/18 Final Finding of Apportionment for Local Transportation Fund.
- Approved FY 17/18 PCTPA Claim for Local Transportation Funds-\$893,902.
- Board designated PCTPA as the lead agency for the Hwy 49 Sidewalk Gap Closure Project.
- Board authorized Executive Director to negotiate and sign a Cooperative Agreement with Caltrans for construction of the I-80/SR 65 Interchange Improvements Project. This will eventually lead to better traffic flow through this congested area as it moves toward North Lake Tahoe.
- Efforts on Transportation Sales Tax legislation allowing a sales tax in a designated district within the County has hit some snags at this time, leaving North Lake Tahoe as the only district in the County to have received this permissible legislation to enact a local sales tax for transportation.



PO Box 884 – Tahoe City, CA 96145 Ph. - (530) 581.8700 Fx. – (530) 581.1686

FINANCE COMMITTEE

Thursday, June 22, 2017 at 3:00 pm.

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Christy Beck, Mike Salmon via telephone, Ramona Cruz via telephone, Chad Fenstermacher via telephone.

COMMITTEE MEMBERS NOT PRESENT: Erin Casey, Dave Brown, and Eric Pilcher.

RESORT ASSOCIATION STAFF: Al Priester, Sandy Evans Hall, Lauren Sully.

OTHERS IN ATTENDANCE: None

A. Call to Order – Establish Quorum:

- Christy Beck called the meeting to order at 3:04pm and a quorum was established.

B. Public Forum: None

C. Agenda Amendments and Approval. (MOTION)

M/S/C (Ramona Cruz/Mike Salmon/4-0-0)

D. Approval of Finance Committee Meeting Minutes for May 25, 2017. (MOTION)

M/S/C (Ramona Cruz/Mike Salmon or Chad/4-0-0)

E. REVIEW ACTION ITEMS:

- Discussion about commission revenue and commissions payable to Jason and Greg.
- Commission revenue is booked in the month in which the event concluded.
- Goal for the Finance Committee for fiscal year 17-18, to document the commission process.
- What does the contract say in regards to when payment is due, 30 days, 60 days?

Ramona Cruz left the meeting.

Action Item 4: QuickBooks A/R customer and A/P vendor reconciliation. [Ongoing]

- Discussion: Utilized the built in reconciliation features of QuickBooks for NLTRA and NLTMC for A/R. However, A/P discrepancies were mostly caused by using General Journal entries and will have to be corrected as we can. Ongoing process to get A/P and A/R discrepancies from 2011 and 2013 to zero balances. This action item will remain until that process is completed.
- 11/29/16 Meeting: Cleaning up QuickBooks – continuing to make adjustments.
- 12/22/16 Meeting: Continuous and most likely not be completed for numerous months. Balances in vendors and customers accounts that do not effect financials. This is a low priority and will be updated as we make progress.
- 03/30/17 Meeting: We may end up having to start a new set of books in QB at some point (fresh start) if we can't get these resolved. Ongoing, will stay ongoing.
- 04/27/17 Meeting: We may have to start new books as long as we can maintain 16/17 actuals to be able to provided year over year comparison.
- 05/25/17 Meeting: Still ongoing process.
- 06/22/17 Meeting: We were able to clear some vendors and customers zero balances in QuickBooks, but this is still an ongoing process. Previous bills and payments were entered as journal entries, which creates issues for removal.

Action Item 9: Al to confirm Administration allocation for 2016-2017.

- Discussion: Negotiations are ongoing with the County. Will not be going back to 15/16, address this and make changes.
- 11/29/16 Meeting: Ongoing as we negotiate the 17/18 Contract. Something to continue to talk about. Keep this item on here.
- 12/22/16 Meeting: Ongoing.
- 03/30/17 Meeting: Ongoing with Erin at the County. Ongoing - S/B resolved by next few meetings.

- 04/27/17 Meeting: Still ongoing, Erin is busy working with Sandy and will work this out.
- 05/25/17 Meeting: Still ongoing, working with the County and the contract.
- 06/22/17 Meeting: We now have a one-month contract for July, but this is ongoing until we have a final agreed upon contract.

Action Item 14: From 10/27/16 Finance Committee Meeting, Memo of Management's Position on Accounting Policies.

- 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.
- 12/22/16 Meeting: Due to it being a short month, push forward to next month. No pressing issues.
- 02/23/17 Meeting: Due to IT Consultant's deletion of QB files, deferred until recovery complete.
- 03/30/17 Meeting: Was on hold while recovering financials in QB. Ongoing.
- 04/27/17 Meeting: Thought we would be caught up by this meeting, did not have time. Will try and get this done by next meeting.
- 05/25/17 Meeting: Still open, we are closing the Marketing Coop audit soon and will have that finished as soon as that is done.
- 06/22/17 Meeting: We will update the commission procedures. We do have policies and procedures, they just need to be updated.

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.

- 03/30/17 Meeting: Lost our ability to get this report but will be able to produce for next meeting.
- 04/27/17 Meeting: We have comparative balance sheet for this year and last. AI has not been able to get to report writer since we lost data. Report writer you can combine reports and create custom reports. Templates need to be re-engineered. We can and will save these outside of QB going forward.
- 05/25/17 Meeting: We have it generated automatically in the system for current month. To get last month and year-end audited balances requires statement writer approach, which has not been started yet. Other reports have priority. This remains ongoing.
- 06/22/17 Meeting: 24:00 We have the various month detail for last year, but have not been able to do the template format that was being requested by Mike, hoping to have an opportunity to get this done if we extend the cutoff date for June 30. Remains open.

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

- 03/30/17 Meeting: In process, ongoing.
- 04/27/17 Meeting: AI to follow-up with Erin.
- 05/25/17 Meeting: Still ongoing.
- 06/22/17 Meeting: Remains Open.

Action Item 23: Provide explanation of incongruity in commission revenue decreasing year over year while commission expense to employees increased year over year.

- 06/22/17 Meeting: Direct contacts impact this, where the lead comes from NLTRA but may not have been the first one. NLTRA pays commission expense but no revenue is generated. Discussion to be continued. Create action item for commission policy and procedures.

***Action Item:** Flushing out roles and goals for commission's policy and procedures.

F. Discussion and possible approval of May 2017 Financial Statements. (MOTION)

- A/R declined 55% YOY.
- Membership A/R declined 50% YOY, we have \$3,900 reserved in account 1201-02 (allowance for doubtful accounts)
- Membership Director, Natalie, has been working to address accounts over 120 days and working backwards. Of the \$9,590 that is over 120 days, has already collected \$2,400 and has commitments of people paying of \$5,700. Looking at a possible write-off of about \$600 from that category.
- Membership shows a loss for this month, last month there was a profit. This is because the amount owed to RSC for the Awards Dinner had to be negotiated, which did not conclude until the end of May. We should have accrued this.
- This does go against our retained earnings, which is at \$22,000, but would indicate that we expect a small profit for the month of July, which should take this down to about \$12,500 and if our collections continue the way they have been in the last 3 weeks, we may be able to make the decision that we over accrued bad debt expense for

FY 16-17 and bring that back into revenue for membership and reduce the operating loss for the year to around \$10,000.

- Currently under budget in total of \$315,369.00.
- Professional fees include staff accountant that was budgeted in Salaries and Wages.
- We have not finished the reforecast; JT's departure has delayed this.

Approval of May 2017 Financial Statements.

M/S/C (Mike Salmon/Christy Beck/3-0-0)

- Due to the loss of financials, we are behind on closing the books and will not have June financials in time for the June Finance Committee Meeting.
- We just did a PTO audit and found that Ron Treabess was due to have his PTO increased in FY 15-16, but it was never done. Which adds up to about 70 hours.
- We still have to reconcile health benefits from 15-16, the correct amount of withholding was not adjusted. We also need to make sure that 16-17 accruals were accurate.
- Lauren spent a significant amount of time reconciling our contracts between Augustine and The Abbi Agency. In the process of requiring the right documentation, Lauren discovered duplicate billings on different invoices from both agencies. This process saved us from over paying roughly \$15,000.
- June finance meeting will be pushed to the August Meeting.
- Agreed that draft financials would be fine until audit is completed.

G. Supplemental Information

- Staff Report
- May 2017 Dashboard Report

H. Approval of May 2017 CEO Expenses. (MOTION)

M/S/C (Christy Beck/Mike Salmon/3-0-0)

I. Committee Member Comments

- None.

J. Adjourn

- Finance Committee Meeting was adjourned at 4:06 pm.



Finance Staff Report

Date: 9/28/17

TO: NLTRA Finance Committee

FROM: Al Priester, Director of Finance and Human Resources

RE: Aug 2017 Financial Statements

The Aug 2017 Financials in the Finance Committee packet for the September 28, 2017 meeting are being presented as **pre-audit drafts** starting on page 63 in the Finance Committee Packet and include: a detailed NLTRA Comparative Balance Sheet with A/R and A/P Aging's, a Membership A/R Aging, a Comparative Current Month Profit & Loss, and a Current Month Profit & Loss by Class. No Budget vs Actuals reports are provided as the August detail budget is still under reconciliation with the six month County contract. Also included are a NLTMC Comparative Balance Sheet with A/R and A/P Aging's, a Comparative Current Month Profit & Loss and a current Month and YTD Budget vs Actual.

Important points to note at August 31, 2017 are:

- Total Cash on Hand of \$878,759 remains strong and compares to prior year Cash on Hand of \$768,168.
- A/R decreased from \$46,097 to \$33,752, a 27% reduction. A/R over 90 days delinquent decreased \$1,121 to \$9,375 from the prior month's \$10,496. These are hotel property invoices deemed collectible with no reserve being established.
- Membership A/R declined 27% from \$18,550 to \$14,130. Over 120 days delinquent decreased from \$8,255 to \$7,060 MOM. We expect to collect 70% of this amount and will be adequately reserved for non-collectible.
- A/P are at \$50,111 with no A/P delinquent more than 90 days.
- Acct 2800-Suspense has a balance of \$1,767 which is primarily a deposit Eventbrite that has not been allocated.
- Monthly profit of \$46,295 translates to expenditures under budget for the month.
- The Profit and Loss by Class is useful in gauging where each Department is in relation to their budget. Conference, VIC and Membership are over budget for the month while all others are under budget.
- Membership has a month loss of \$1,921 after Administrative overhead. Losses in Membership will reduce Retained Earnings. YTD Membership has lost \$4,220. Retained Earnings at the beginning of the year, before Audit

adjustments, was \$4,073, a deficit of \$147. The County has continually asked the question of how the NLTRA can operate Membership at a deficit and not be using TOT funds. The answer is the NLTRA invoices Membership dues annually, collects those dues, i.e. cash in the bank, but only recognizes 1/12th of the dues as income monthly. The difference between what has been collected monthly versus what is recognized as income monthly, is posted to Deferred Revenue in accordance with GAAP. The balance in the Deferred Revenue account represents the cash sitting in the bank account that has not yet been recognized as revenue. That cash is not TOT funds. To the extent that Membership's losses do not exceed the balance in Deferred Revenue, Membership is not using TOT funds. Deferred Revenue over the last 12 months has ranged from a low of \$31,665 in December to a high of \$103,080 in January.

Action requested: No Action requested due to these financials being pre-audit drafts.

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2017

09/26/17

Accrual Basis

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	778.82	1,000.00	-221.18	-22.1%
1003-00 · Cash - Operations BOTW #6712	546,882.73	571,208.70	-24,325.97	-4.3%
1007-00 · Cash - Payroll BOTW #7421	56,711.86	2,052.43	54,659.43	2,663.2%
1008-00 · Marketing Reserve - Plumas	50,105.93	50,030.83	75.10	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,282.58	100,082.23	200.35	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	92,402.82	13,794.02	78,608.80	569.9%
10950 · Cash in Drawer	2,012.23	387.86	1,624.37	418.8%
Total Checking/Savings	878,758.53	768,137.63	110,620.90	14.4%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	33,752.34	88,572.61	-54,820.27	-61.9%
1290-00 · A/R - TOT	0.00	-23,940.82	23,940.82	100.0%
Total Accounts Receivable	33,752.34	64,631.79	-30,879.45	-47.8%
Other Current Assets				
1200-99 · AR Other	1,598.66	1,614.30	-15.64	-1.0%
12000 · Undeposited Funds	0.00	812.98	-812.98	-100.0%
1201-00 · WebLink Accounts Receivable	14,130.00	21,270.00	-7,140.00	-33.6%
1201-02 · Allowance for Doubtful Accounts	-17.00	-7,276.50	7,259.50	99.8%
12100 · Inventory Asset	22,893.40	29,710.17	-6,816.77	-22.9%
1299 · Receivable from NLTMC	6,320.71	8,921.44	-2,600.73	-29.2%
1490-00 · Security Deposits	50.00	50.00	0.00	0.0%
Total Other Current Assets	44,975.77	55,102.39	-10,126.62	-18.4%
Total Current Assets	957,486.64	887,871.81	69,614.83	7.8%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	-68,767.95	-68,767.95	0.00	0.0%
1740-00 · Computer Equipment	43,766.13	43,766.13	0.00	0.0%
1741-00 · Accum. Depr. - Computer Equip	-43,160.06	-42,352.58	-807.48	-1.9%
1750-00 · Computer Software	40,080.06	34,993.97	5,086.09	14.5%
1751-00 · Accum. Amort. - Software	-35,549.13	-34,069.64	-1,479.49	-4.3%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	-24,284.08	-24,100.71	-183.37	-0.8%
Total Fixed Assets	5,136.78	2,521.03	2,615.75	103.8%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,115.32	2,240.32	-125.00	-5.6%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	10,149.12	6,396.02	3,753.10	58.7%
Total 1400-00 · Prepaid Expenses	13,264.44	9,636.34	3,628.10	37.7%
Total Other Assets	13,264.44	9,636.34	3,628.10	37.7%
TOTAL ASSETS	975,887.86	900,029.18	75,858.68	8.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	50,111.13	40,006.05	10,105.08	25.3%
2001-00 · Credit Card Payable	0.00	606.40	-606.40	-100.0%
Total Accounts Payable	50,111.13	40,612.45	9,498.68	23.4%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	729.95	-729.95	-100.0%
2080-02 · MC_4222_Jason	14.99	0.00	14.99	100.0%
2080-03 · MC_5950_Judy	0.00	1,018.63	-1,018.63	-100.0%
2080-04 · MC_5968_Ronald	36.00	0.00	36.00	100.0%

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2017

09/26/17

Accrual Basis

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
2080-05 · MC_2107_Greg	72.99	58.75	14.24	24.2%
2080-06 · MC_5288_Emily	810.97	180.86	630.11	348.4%
2080-07 · MC_6850_Ginger	0.00	4,607.06	-4,607.06	-100.0%
2080-08 · MC_5755_John	0.00	4,698.96	-4,698.96	-100.0%
2080-09 · MC_0319_Sarah	459.92	0.00	459.92	100.0%
2080-10 · MC_9495_AI	2,435.57	15.00	2,420.57	16,137.1%
2080-11 · MC_3978_Amber	24.86	0.00	24.86	100.0%
2080-12 · MC_3960_Natalie	279.06	0.00	279.06	100.0%
Total 2080-00 · Bank of the West - Master Cards	4,134.36	11,309.21	-7,174.85	-63.4%
Total Credit Cards	4,134.36	11,309.21	-7,174.85	-63.4%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	40,891.01	10,399.44	30,491.57	293.2%
2102-00 · Commissions Payable	11,032.65	8,404.31	2,628.34	31.3%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
24100 · Wage Garnishment Payable	0.00	1,162.58	-1,162.58	-100.0%
Total 21000 · Salaries/Wages/Payroll Liabilit	170,299.28	120,327.17	49,972.11	41.5%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	4,146.03	1,872.76	2,273.27	121.4%
Total 2190-00 · Sales and Use Tax Payable	4,146.03	1,872.76	2,273.27	121.4%
2250-00 · Accrued Expenses	158.18	10,000.31	-9,842.13	-98.4%
2400-60 · Deferred Revenue- Member Dues	53,136.66	57,918.34	-4,781.68	-8.3%
2651-00 · Deferred Rev - Conference	9,166.66	-1,650.00	10,816.66	655.6%
2800-00 · Suspense	1,767.04	150.00	1,617.04	1,078.0%
2900-00 · Due To/From County of Placer	64.81	0.00	64.81	100.0%
Total Other Current Liabilities	238,738.66	188,618.58	50,120.08	26.6%
Total Current Liabilities	292,984.15	240,540.24	52,443.91	21.8%
Total Liabilities	292,984.15	240,540.24	52,443.91	21.8%
Equity				
32000 · Unrestricted Net Assets	215,902.18	29,217.09	186,685.09	639.0%
3300-11 · Designated Marketing Reserve	254,324.57	254,324.57	0.00	0.0%
3301 · Cash Flow Reserve	100,234.35	100,034.00	200.35	0.2%
3302 · Marketing Cash Reserve	50,087.84	50,012.74	75.10	0.2%
Net Income	62,354.77	225,900.54	-163,545.77	-72.4%
Total Equity	682,903.71	659,488.94	23,414.77	3.6%
TOTAL LIABILITIES & EQUITY	975,887.86	900,029.18	75,858.68	8.4%

North Lake Tahoe Resort Association
A/R Aging Summary
 As of August 31, 2017

	Current	1 - 30	31 - 60	61 - 90	91 - 120	> 120	TOTAL
Destination Tahoe Meetings & Events	0.00	0.00	0.00	550.00	0.00	0.00	550.00
DSC (Destination Services Corporation)	0.00	0.00	0.00	550.00	0.00	0.00	550.00
Hampton Inn & Suites	0.00	0.00	2,560.00	550.00	0.00	1,476.15	4,586.15
Hard Rock Hotel & Casino Lake Tahoe	0.00	0.00	0.00	0.01	0.00	0.00	0.01
Harrah's/Harveys Casino	0.00	0.00	0.00	550.00	0.00	161.50	711.50
Hotel Becket	0.00	0.00	0.00	550.00	0.00	878.50	1,428.50
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	0.00	0.00	0.00	0.00	90.80	90.80
Lake Tahoe Music Festival*	0.00	200.00	0.00	0.00	0.00	0.00	200.00
Lake Tahoe Resort Hotel	0.00	0.00	0.00	53.85	0.00	0.00	53.85
North Tahoe Cruises Tahoe Gal	0.00	0.00	1,000.00	0.00	0.00	0.00	1,000.00
North Tahoe Paddle	0.00	0.00	400.00	0.00	0.00	0.00	400.00
Northstar California	0.00	0.00	10,715.80	0.00	541.20	2,833.83	14,090.83
Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	3,492.40	0.00	1,278.65	4,771.05
Squaw Valley Lodge Granite Peak Mgmt	0.00	0.00	0.00	0.00	0.00	1,837.40	1,837.40
Tahoe Biltmore Lodge & Casino	0.00	0.00	0.00	0.00	0.00	187.74	187.74
Tahoe City Inn	0.00	0.00	0.00	0.00	0.00	0.01	0.01
Tahoe City Kayak	0.00	0.00	450.00	0.00	0.00	0.00	450.00
Tahoe Mountain Resorts Lodging	0.00	0.00	0.00	550.00	0.00	89.50	639.50
Tahoe Sailing Charters	0.00	0.00	300.00	0.00	0.00	0.00	300.00
Tahoe Tree Top Adventures	0.00	0.00	800.00	0.00	0.00	0.00	800.00
The Ridge Tahoe	0.00	0.00	0.00	550.00	0.00	0.00	550.00
The Village at Squaw Valley	0.00	-45.00	0.00	0.00	0.00	0.00	-45.00
West Shore Sports	0.00	0.00	600.00	0.00	0.00	0.00	600.00
TOTAL	0.00	155.00	16,825.80	7,396.26	541.20	8,834.08	33,752.34

Accounts Receivable Summary

Invoices With Apply Dates Through August 31, 2017
 Aged as of Thursday, August 31, 2017

Revenue Item <small>(Double click to drill down)</small>	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities	0.00	500.00	0.00	0.00	0.00	710.00	1,210.00
Dues	145.00	1,735.00	0.00	2,840.00	1,700.00	6,350.00	12,770.00
Email Blast	0.00	0.00	0.00	75.00	0.00	0.00	75.00
New Member Fees	0.00	0.00	0.00	75.00	0.00	0.00	75.00
Total Open Invoices	145.00	2,235.00	0.00	2,990.00	1,700.00	7,060.00	14,130.00

Unapplied Payments With Payment Dates Prior to and Including 08/31/2017

Pre-Payments: Payments Made Prior to 08/31/2017 on Invoices With Apply Dates After 08/31/2017

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments) 14,130.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of August 31, 2017

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0.00	0.00	0.00	0.00	-35.00	-35.00
Airport Self Storage	273.00	0.00	0.00	0.00	0.00	273.00
Al Priestler	0.00	0.00	28.32	0.00	0.00	28.32
Amber Burke	27.82	0.00	175.07	0.00	0.00	202.89
Anne-Karin Atwood*	50.99	0.00	25.00	0.00	0.00	75.99
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
Anthem Blue Cross	0.00	4.02	0.00	0.00	0.00	4.02
AT & T*	130.13	0.00	0.00	0.00	0.00	130.13
Auburn Ski Club Associates	0.00	0.00	2,500.00	0.00	0.00	2,500.00
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Big Water Studios	0.00	0.00	675.00	0.00	0.00	675.00
Bob Sweigert*	0.00	0.00	17.12	0.00	0.00	17.12
California Highway Patrol	0.00	0.00	111.87	0.00	0.00	111.87
Chris Werfel	0.00	0.00	17.12	0.00	0.00	17.12
Cintas Corporation #623	263.57	0.00	0.00	0.00	0.00	263.57
CoPower	0.00	158.40	0.00	0.00	0.00	158.40
Dawn Baffone*	0.00	0.00	22.68	0.00	0.00	22.68
Emily Detwiler*	106.50	0.00	0.00	0.00	0.00	106.50
Granlibakken Management Company, Ltd.	0.00	621.00	0.00	0.00	0.00	621.00
IVCB Visitors Bureau*	0.00	0.00	375.37	0.00	0.00	375.37
Jason Neary	25.00	0.00	108.45	0.00	0.00	133.45
Kym Fabel	121.30	0.00	43.19	0.00	0.00	164.49
Lake Tahoe Music Festival	0.00	0.00	3,305.46	0.00	0.00	3,305.46
Lauren Sully	26.41	0.00	236.94	0.00	0.00	263.35
Linda Williams*	0.00	8.56	0.00	0.00	0.00	8.56
Natalie Parrish*	8.99	0.00	58.42	0.00	0.00	67.41
Porter Simon*	0.00	0.00	140.00	0.00	0.00	140.00
Principal Financial Group	0.00	-74.32	-376.13	744.30	-337.46	-43.61
Print Art/Sierra Mail*	0.00	205.92	0.00	0.00	0.00	205.92
Richter7	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Ricoh USA	1,321.97	0.00	0.00	0.00	0.00	1,321.97
Ron Treabess	94.39	0.00	74.60	0.00	0.00	168.99
Rotor Collective Digital Cinema, Inc.	0.00	0.00	1,560.00	0.00	0.00	1,560.00
Sarah Winters	264.96	0.00	72.62	0.00	0.00	337.58
Southwest Gas Corporation*	11.00	0.00	0.00	0.00	0.00	11.00
Spectrum	0.00	-42.77	0.00	0.00	0.00	-42.77
Sprint	72.51	0.00	0.00	0.00	0.00	72.51
Tahoe Basics	0.00	0.00	-198.00	0.00	0.00	-198.00
Tahoe City Public Utility District*	0.00	0.00	1,424.00	0.00	0.00	1,424.00
Tahoe Truckee Sierra Disposal*	225.77	0.00	0.00	64.43	0.00	290.20
The Store...Copies and More	0.00	153.16	0.00	0.00	0.00	153.16
Vail Resorts	0.00	0.00	30,000.00	0.00	0.00	30,000.00
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	21.50	21.50
YIG Administration	0.00	-17.00	-8.51	16.98	8.49	-0.04
TOTAL	3,574.31	1,016.97	45,388.59	825.71	-694.45	50,111.13

North Lake Tahoe Resort Association Profit & Loss August 2017

	Aug 17	Aug 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	296,582.00	314,665.00	-18,083.00	-5.8%
4200-00 · Membership Dues	11,663.76	11,349.17	314.59	2.8%
4201-00 · New Member Fees	0.00	75.00	-75.00	-100.0%
4205-00 · Conference Dues	916.67	825.00	91.67	11.1%
4250-00 · Revenues-Membership Activities				
4250-02 · Tourism Summit	0.00	75.00	-75.00	-100.0%
4251-00 · Revenue-Tue AM Breakfast Club	373.30	120.00	253.30	211.1%
4250-00 · Revenues-Membership Activities - Other	514.95	475.00	39.95	8.4%
Total 4250-00 · Revenues-Membership Activities	888.25	670.00	218.25	32.6%
4252-00 · Revenue - Sponsorships	0.00	500.00	-500.00	-100.0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0.00	4,805.90	-4,805.90	-100.0%
4600-00 · Commissions - Other	0.00	18,088.00	-18,088.00	-100.0%
Total 4600-00 · Commissions	0.00	22,893.90	-22,893.90	-100.0%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,141.00	4,850.00	-3,709.00	-76.5%
46000 · Merchandise Sales - Other	11,909.18	11,244.46	664.72	5.9%
Total 46000 · Merchandise Sales	13,050.18	16,094.46	-3,044.28	-18.9%
Total Income	323,100.86	367,072.53	-43,971.67	-12.0%
Gross Profit	323,100.86	367,072.53	-43,971.67	-12.0%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0.00	8,404.31	-8,404.31	-100.0%
5020-00 · P/R - Tax Expense	6,012.82	8,493.26	-2,480.44	-29.2%
5030-00 · P/R - Health Insurance Expense	10,628.22	16,107.25	-5,479.03	-34.0%
5060-00 · 401 (k)	2,814.85	2,987.98	-173.13	-5.8%
5070-00 · Other Benefits and Expenses	209.00	184.90	24.10	13.0%
5000-00 · Salaries & Wages - Other	83,030.39	88,599.03	-5,568.64	-6.3%
Total 5000-00 · Salaries & Wages	102,695.28	124,776.73	-22,081.45	-17.7%
5100-00 · Rent				
5110-00 · Utilities	909.15	792.82	116.33	14.7%
5140-00 · Repairs & Maintenance	0.00	39.71	-39.71	-100.0%
5150-00 · Office - Cleaning	1,230.00	797.40	432.60	54.3%
5100-00 · Rent - Other	12,583.00	12,542.36	40.64	0.3%
Total 5100-00 · Rent	14,722.15	14,172.29	549.86	3.9%
5310-00 · Telephone				
5320-00 · Telephone	2,065.67	2,542.37	-476.70	-18.8%
Total 5310-00 · Telephone	2,065.67	2,542.37	-476.70	-18.8%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0.00	139.39	-139.39	-100.0%
5420-00 · Mail - USPS - Other	500.00	0.00	500.00	100.0%
Total 5420-00 · Mail - USPS	500.00	139.39	360.61	258.7%
5510-00 · Insurance/Bonding	264.42	306.08	-41.66	-13.6%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	97.85	0.00	97.85	100.0%
5520-00 · Supplies - Other	1,546.35	1,022.88	523.47	51.2%
Total 5520-00 · Supplies	1,644.20	1,022.88	621.32	60.7%
5530-00 · Visitor Communications - Other	0.00	-109.00	109.00	100.0%
5610-00 · Depreciation	216.35	221.28	-4.93	-2.2%
5700-00 · Equipment Support & Maintenance	183.32	1,212.73	-1,029.41	-84.9%
5710-00 · Taxes, Licenses & Fees	451.29	841.44	-390.15	-46.4%
5740-00 · Equipment Rental/Leasing	1,321.97	1,590.57	-268.60	-16.9%
5800-00 · Training Seminars	1,449.00	2,193.72	-744.72	-34.0%
5815 · Training Video Series	408.00	7,534.05	-7,126.05	-94.6%

North Lake Tahoe Resort Association
Profit & Loss
August 2017

	Aug 17	Aug 16	\$ Change	% Change
5820 · Sales CRM/CMS	0.00	2,354.94	-2,354.94	-100.0%
5850-00 · Artist of Month - Commissions	0.00	486.00	-486.00	-100.0%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	0.00	7,480.00	-7,480.00	-100.0%
Total 5900-00 · Professional Fees	0.00	7,480.00	-7,480.00	-100.0%
5941-00 · Research & Planning	0.00	750.00	-750.00	-100.0%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	210.00	1,275.00	-1,065.00	-83.5%
Total 6420-01 · Sponsorships	210.00	1,275.00	-1,065.00	-83.5%
6421-00 · New Event Development	0.00	816.70	-816.70	-100.0%
6422-00 · Event Media				
6422-02 · Photography	0.00	2,131.50	-2,131.50	-100.0%
Total 6422-00 · Event Media	0.00	2,131.50	-2,131.50	-100.0%
Total 6420-00 · Events	210.00	4,223.20	-4,013.20	-95.0%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	0.00	250.00	-250.00	-100.0%
6437-00 · Tuesday Morning Breakfast Club	621.00	810.00	-189.00	-23.3%
6442-00 · Public Relations/Website	0.00	81.00	-81.00	-100.0%
6444-00 · Trades	580.00	0.00	580.00	100.0%
6423-00 · Membership Activities - Other	276.69	611.78	-335.09	-54.8%
Total 6423-00 · Membership Activities	1,477.69	1,752.78	-275.09	-15.7%
6490-00 · Classified Ads	0.00	50.00	-50.00	-100.0%
6600-00 · Promotions/Giveaways	0.00	32.14	-32.14	-100.0%
6730-00 · Marketing Cooperative/Media	139,000.00	126,500.00	12,500.00	9.9%
6742-00 · Non-NLT Co-Op Marketing Program	1,212.44	-1,394.33	2,606.77	187.0%
6743-00 · BACC Marketing Programs				
6743-04 · High Notes	0.00	1,720.00	-1,720.00	-100.0%
Total 6743-00 · BACC Marketing Programs	0.00	1,720.00	-1,720.00	-100.0%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	0.00	23.96	-23.96	-100.0%
52500 · Purchase Discounts	0.00	-0.44	0.44	100.0%
59900 · POS Inventory Adjustments	9.00	254.93	-245.93	-96.5%
8100-00 · Cost of Goods Sold - Other	6,622.37	5,190.23	1,432.14	27.6%
Total 8100-00 · Cost of Goods Sold	6,631.37	5,468.68	1,162.69	21.3%
8200-00 · Associate Relations	63.75	1,202.25	-1,138.50	-94.7%
8300-00 · Board Functions	0.00	-10.85	10.85	100.0%
8500-00 · Credit Card Fees	554.31	794.74	-240.43	-30.3%
8700-00 · Automobile Expenses	282.05	518.14	-236.09	-45.6%
8750-00 · Meals/Meetings	352.92	575.75	-222.83	-38.7%
8810-00 · Dues & Subscriptions	248.96	923.98	-675.02	-73.1%
8910-00 · Travel	374.88	2,090.00	-1,715.12	-82.1%
8920-00 · Bad Debt	476.00	540.00	-64.00	-11.9%
Total Expense	276,806.02	312,501.95	-35,695.93	-11.4%
Net Ordinary Income	46,294.84	54,570.58	-8,275.74	-15.2%
Net Income	46,294.84	54,570.58	-8,275.74	-15.2%

North Lake Tahoe Resort Association

Profit & Loss by Class

August 2017

	11 - Marketing	30 - Conference	41 - Transportation	42 - VIC	60 - Infrastructure	60 - Membership	70 - Administration	TOTAL
Ordinary Income/Expense								
Income								
4050-00 - County of Placer TOT Funding	237,265.60	21,726.56	2,965.82	26,682.36	5,931.64	0.00	0.00	298,582.00
4200-00 - Membership Dues	0.00	0.00	0.00	0.00	0.00	11,663.76	0.00	11,663.76
4205-00 - Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4250-00 - Revenues-Membership Activities								
4250-00 - Revenue-Tue AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	373.30	0.00	373.30
4250-00 - Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	514.95	0.00	514.95
Total 4250-00 - Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	888.25	0.00	888.25
46000 - Merchandise Sales								
4602-00 - Non-Retail VIC Income	0.00	0.00	0.00	1,141.00	0.00	0.00	0.00	1,141.00
46000 - Merchandise Sales - Other	0.00	0.00	0.00	11,909.18	0.00	0.00	0.00	11,909.18
Total 46000 - Merchandise Sales	0.00	0.00	0.00	13,050.18	0.00	0.00	0.00	13,050.18
Total Income	237,265.60	24,643.23	2,965.82	39,742.56	5,931.64	12,552.01	0.00	323,100.86
Gross Profit								
	237,265.60	24,643.23	2,965.82	39,742.56	5,931.64	12,552.01	0.00	323,100.86
Expense								
5000-00 - Salaries & Wages								
5000-01 - In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	-1,375.00	0.00	0.00
5020-00 - P/R - Tax Expense	946.80	807.53	58.78	879.46	146.99	461.36	2,691.68	6,012.62
5030-00 - P/R - Health Insurance Expense	4,107.28	2,280.15	-272.83	2,243.71	-251.53	1,994.62	518.62	10,628.22
5060-00 - 401 (k)	510.89	431.29	30.90	704.88	77.28	215.90	843.92	2,814.85
5070-00 - Other Benefits and Expenses	75.47	41.38	5.52	41.98	5.51	11.89	26.65	203.00
5000-00 - Salaries & Wages - Other	13,670.61	10,783.24	772.72	17,376.89	1,931.76	5,980.78	32,294.07	83,036.59
Total 5000-00 - Salaries & Wages	20,894.05	14,352.18	595.29	21,249.04	1,910.03	7,319.55	36,375.14	102,695.28
5100-00 - Rent								
5110-00 - Utilities	133.89	86.95	18.69	507.46	35.17	46.86	100.13	909.15
5150-00 - Office - Cleaning	378.46	189.24	48.08	94.82	52.43	138.81	330.36	1,230.00
5100-00 - Rent - Other	1,926.15	923.08	369.23	6,811.54	389.23	726.15	1,857.82	12,593.00
Total 5100-00 - Rent	2,438.50	1,179.27	434.00	7,213.82	456.83	511.82	2,088.11	14,722.15
5310-00 - Telephone								
5320-00 - Telephone	531.48	224.69	153.91	299.93	163.10	232.50	430.08	2,065.67
Total 5310-00 - Telephone	531.48	224.69	153.91	299.93	163.10	232.50	430.08	2,065.67
5420-00 - Mail - USPS	125.00	85.00	40.00	65.00	40.00	40.00	125.00	500.00
5510-00 - Insurance/Bonding	55.53	50.24	1.85	66.11	5.83	21.15	63.91	264.42
5520-00 - Supplies								
5525-00 - Supplies-Computer <\$1000	24.86	72.99	0.00	0.00	0.00	0.00	0.00	97.85
5520-00 - Supplies - Other	224.47	50.26	7.75	394.82	19.10	127.92	722.03	1,546.35
Total 5520-00 - Supplies	249.33	123.25	7.75	394.82	19.10	127.92	722.03	1,644.20
5610-00 - Depreciation	20.19	8.75	0.83	126.70	3.49	5.29	51.30	216.35
5700-00 - Equipment Support & Maintenance	0.00	0.00	0.00	99.99	0.00	0.00	83.33	183.32
5710-00 - Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	451.29	451.29
5740-00 - Equipment Rental/Leasing	132.20	132.20	69.01	396.69	168.95	284.39	158.63	1,331.97
5800-00 - Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	1,449.00	1,449.00
5815 - Training Video Series	0.00	0.00	0.00	408.00	0.00	0.00	0.00	408.00
6420-00 - Events								
6420-01 - Sponsorships								
6023-00 - Autumn Food & Wine	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
Total 6420-01 - Sponsorships	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
Total 6420-00 - Events	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
6423-00 - Membership Activities								
6437-00 - Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	621.00	0.00	621.00
6444-00 - Trades	0.00	0.00	0.00	0.00	0.00	580.00	0.00	580.00
6423-00 - Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	278.69	0.00	278.69
Total 6423-00 - Membership Activities	0.00	0.00	0.00	0.00	0.00	1,479.69	0.00	1,479.69
6730-00 - Marketing Cooperative/Media	129,833.33	9,166.67	0.00	0.00	0.00	0.00	0.00	139,000.00
6742-00 - Non-NLT Co-Op Marketing Program	1,212.44	0.00	0.00	0.00	0.00	0.00	0.00	1,212.44
8100-00 - Cost of Goods Sold								
89800 - POS Inventory Adjustments	0.00	0.00	0.00	9.00	0.00	0.00	0.00	9.00
8100-00 - Cost of Goods Sold - Other	0.00	0.00	0.00	6,822.37	0.00	0.00	0.00	6,822.37
Total 8100-00 - Cost of Goods Sold	0.00	0.00	0.00	6,831.37	0.00	0.00	0.00	6,831.37
8200-00 - Associate Relations	26.00	0.00	0.00	0.00	0.00	0.00	38.75	64.75
8500-00 - Credit Card Fees	0.00	0.00	0.00	388.78	0.00	157.53	0.00	546.31
8700-00 - Automobile Expenses	27.82	0.00	9.24	125.19	20.60	40.23	59.97	282.05
8750-00 - Meals/Meetings	325.00	0.00	12.00	0.00	0.00	0.00	15.92	342.92
8810-00 - Dues & Subscriptions	14.99	0.00	0.00	49.59	0.00	6.00	177.98	248.56
8910-00 - Travel	374.88	0.00	0.00	0.00	0.00	0.00	0.00	374.88
8920-00 - Bad Debt	0.00	0.00	0.00	0.00	0.00	476.00	0.00	476.00
Total Expense	156,469.72	25,402.24	1,322.68	37,413.14	2,817.73	11,060.07	42,290.44	276,806.02
Net Ordinary Income	80,795.88	-759.01	1,643.14	2,329.42	3,113.91	1,491.94	-42,290.44	46,294.84
Other Income/Expense								
Other Expense								
8990-00 - Allocated	28,334.59	4,651.95	422.90	4,229.04	1,268.71	3,383.25	-42,290.44	0.00
Total Other Expense	28,334.59	4,651.95	422.90	4,229.04	1,268.71	3,383.25	-42,290.44	0.00
Net Other Income	-28,334.59	-4,651.95	-422.90	-4,229.04	-1,268.71	-3,383.25	42,290.44	0.00
Net Income	52,461.29	-5,410.96	1,220.24	-1,899.62	1,845.20	-1,921.31	0.00	46,294.84

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of July 31, 2017

09/26/17

Accrual Basis

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	156,144.10	51,963.59	104,180.51	200.5%
Total Checking/Savings	156,144.10	51,963.59	104,180.51	200.5%
Accounts Receivable				
1200-00 · Accounts Receivable	108,642.46	112,658.27	-4,015.81	-3.6%
Total Accounts Receivable	108,642.46	112,658.27	-4,015.81	-3.6%
Total Current Assets	264,786.56	164,621.86	100,164.70	60.9%
Other Assets				
1400-00 · Prepaid Expenses	9,019.99	10,916.67	-1,896.68	-17.4%
Total Other Assets	9,019.99	10,916.67	-1,896.68	-17.4%
TOTAL ASSETS	273,806.55	175,538.53	98,268.02	56.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	165,920.28	69,576.63	96,343.65	138.5%
Total Accounts Payable	165,920.28	69,576.63	96,343.65	138.5%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	1,680.51	2,687.93	-1,007.42	-37.5%
2080-05 · MC_2107 Greg	1,941.72	903.56	1,038.16	114.9%
2080-08 · MC_5755 John	0.00	408.98	-408.98	-100.0%
2080-09 · MC_3126 Sarah	2,698.48	4,964.54	-2,266.06	-45.6%
Total 2080 · Bank of the West Credit Cards	6,320.71	8,965.01	-2,644.30	-29.5%
Total Credit Cards	6,320.71	8,965.01	-2,644.30	-29.5%
Other Current Liabilities				
2700-00 · Due to NLTRA	0.00	-555.20	555.20	100.0%
Total Other Current Liabilities	0.00	-555.20	555.20	100.0%
Total Current Liabilities	172,240.99	77,986.44	94,254.55	120.9%
Total Liabilities	172,240.99	77,986.44	94,254.55	120.9%
Equity				
32000 · Unrestricted Net Assets	156,357.34	59,388.51	96,968.83	163.3%
Net Income	-54,791.78	38,163.58	-92,955.36	-243.6%
Total Equity	101,565.56	97,552.09	4,013.47	4.1%
TOTAL LIABILITIES & EQUITY	273,806.55	175,538.53	98,268.02	56.0%

North Lake Tahoe Marketing Cooperative

Profit & Loss

July 2017

09/26/17

Accrual Basis

	Jul 17	Jul 16	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	32,678.00	30,000.00	2,678.00	8.9%
4001-00 · NLTRA Funding	63,250.00	63,250.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	2,000.00	3,000.00	-1,000.00	-33.3%
Total Income	97,928.00	96,250.00	1,678.00	1.7%
Gross Profit	97,928.00	96,250.00	1,678.00	1.7%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	5,757.70	0.00	5,757.70	100.0%
5004-00 · Trip Advisor	2,386.98	0.00	2,386.98	100.0%
5005-00 · Paid Social	5,095.31	0.00	5,095.31	100.0%
5005-01 · Digital Display	14,712.69	0.00	14,712.69	100.0%
5007-00 · Creative Production	0.00	18,271.48	-18,271.48	-100.0%
5010-00 · Account Strategy & Management	7,000.00	6,250.00	750.00	12.0%
5010-01 · Digital Management & Reporting	3,000.00	0.00	3,000.00	100.0%
5010-02 · Website Strategy & Analysis	2,000.00	0.00	2,000.00	100.0%
5018-00 · Media Commission	362.76	0.00	362.76	100.0%
5022-00 · Email	2,856.00	0.00	2,856.00	100.0%
Total 5000-00 · CONSUMER MARKETING	43,171.44	24,521.48	18,649.96	76.1%
5110-00 · LEISURE SALES				
5111-00 · FAMs - Domestic	0.00	175.45	-175.45	-100.0%
5112-00 · Training / Sales Calls	115.81	0.00	115.81	100.0%
5113-00 · Additional Opportunities	0.00	15.00	-15.00	-100.0%
5116-00 · RSA Membership	695.00	0.00	695.00	100.0%
5134-00 · Intl Marketing - Additional Opp	0.00	278.34	-278.34	-100.0%
5135-00 · North American Journeys/Tour Op	1,950.00	0.00	1,950.00	100.0%
5137-00 · Co-op Opportunities	-2,000.00	583.33	-2,583.33	-442.9%
5141-00 · Australian Sales Mission	0.00	5,963.69	-5,963.69	-100.0%
5142-00 · UK Sales Mission	2,702.73	0.00	2,702.73	100.0%
5144-00 · IPW - POW WOW	129.75	-450.01	579.76	128.8%
5150-00 · China Program	4,367.50	0.00	4,367.50	100.0%
Total 5110-00 · LEISURE SALES	7,960.79	6,565.80	1,394.99	21.3%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,000.00	0.00	2,000.00	100.0%
5201-00 · National, Regional, & Local PR	5,000.00	0.00	5,000.00	100.0%
5202-00 · PR Program/ Content Dev - Blogs	1,800.00	0.00	1,800.00	100.0%
5203-00 · International Public Relations	1,500.00	0.00	1,500.00	100.0%
5206-00 · Digital Buy/ Social Media Boost	500.00	0.00	500.00	100.0%
5207-00 · Content Campaigns/Tools-My Emma	311.00	0.00	311.00	100.0%
5208-00 · International Travel-Media FAMS	438.18	937.03	-498.85	-53.2%
5210-00 · Content Dev - Newsletters	2,000.00	0.00	2,000.00	100.0%
5211-00 · Social Media Strategy & Mgmt	4,000.00	0.00	4,000.00	100.0%
5200-00 · PUBLIC RELATIONS - Other	5,453.31	0.00	5,453.31	100.0%
Total 5200-00 · PUBLIC RELATIONS	23,002.49	937.03	22,065.46	2,354.8%
6000-00 · CONFERENCE SALES				
6006-00 · CVENT	11,648.00	10,135.00	1,513.00	14.9%
6008-00 · Conference PR / Social Outreach	1,000.00	0.00	1,000.00	100.0%
6018-00 · MCC Media Commission	104.00	0.00	104.00	100.0%
6152-00 · Client Events / Opportunities	189.54	54.98	134.56	244.7%
Total 6000-00 · CONFERENCE SALES	12,941.54	10,189.98	2,751.56	27.0%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	877.38	0.00	877.38	100.0%
6116-00 · CalSAE Seasonal Spectacular	0.00	3,075.00	-3,075.00	-100.0%
6120-01 · Sac River Cats Client Event	1,001.48	0.00	1,001.48	100.0%
6143-00 · Connect Marketplace	469.45	0.00	469.45	100.0%
6160-00 · AllThingsMeetings Silicon Valley	420.35	0.00	420.35	100.0%
Total 6100-00 · TRADE SHOWS	2,768.66	3,075.00	-306.34	-10.0%
7000-00 · COMMITTED & ADMIN EXPENSES				

Profit & Loss

July 2017

	Jul 17	Jul 16	\$ Change	% Change
5008-00 · Cooperative Programs	3,600.00	2,343.10	1,256.90	53.6%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	2,000.00	2,000.00	0.00	0.0%
7002-00 · CRM Subscription	2,500.00	2,500.00	0.00	0.0%
7003-00 · IVCBVB Entertainment Fund	765.47	0.00	765.47	100.0%
7004-00 · Research	1,265.01	0.00	1,265.01	100.0%
7005-00 · Film Festival	15,000.00	0.00	15,000.00	100.0%
7006-00 · Special Events	0.00	98.04	-98.04	-100.0%
7007-00 · Destimetrics / DMX	7,801.00	0.00	7,801.00	100.0%
8700-00 · Automobile Expense*	826.05	332.66	493.39	148.3%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	58,757.53	7,273.80	51,483.73	707.8%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	3,583.33	3,583.33	0.00	0.0%
8003-00 · Website Hosting Maintenance	534.00	1,940.00	-1,406.00	-72.5%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,117.33	5,523.33	-1,406.00	-25.5%
Total Expense	152,719.78	58,086.42	94,633.36	162.9%
Net Income	-54,791.78	38,163.58	-92,955.36	-243.6%

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of August 31, 2017

09/26/17

Accrual Basis

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings ·				
1000-00 · Cash	363,707.36	286,468.39	77,238.97	27.0%
Total Checking/Savings	363,707.36	286,468.39	77,238.97	27.0%
Accounts Receivable				
1200-00 · Accounts Receivable	10,714.46	10,517.61	196.85	1.9%
Total Accounts Receivable	10,714.46	10,517.61	196.85	1.9%
Total Current Assets	374,421.82	296,986.00	77,435.82	26.1%
Other Assets				
1400-00 · Prepaid Expenses	8,098.32	10,333.34	-2,235.02	-21.6%
Total Other Assets	8,098.32	10,333.34	-2,235.02	-21.6%
TOTAL ASSETS	382,520.14	307,319.34	75,200.80	24.5%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	114,929.84	114,405.54	524.30	0.5%
Total Accounts Payable	114,929.84	114,405.54	524.30	0.5%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	1,623.89	1,099.06	524.83	47.8%
2080-05 · MC_2107 Greg	1,449.48	-100.90	1,550.38	1,536.6%
2080-08 · MC_5755 John	0.00	408.98	-408.98	-100.0%
2080-09 · MC_3126 Sarah	2,357.12	3,617.25	-1,260.13	-34.8%
2080-10 · MC_5950 Judy	0.00	-258.77	258.77	100.0%
2080-11 · MC_3978 Amber	19.48	0.00	19.48	100.0%
2080-12 · MC_9495 Al	239.99	0.00	239.99	100.0%
Total 2080 · Bank of the West Credit Cards	5,689.96	4,765.62	924.34	19.4%
Total Credit Cards	5,689.96	4,765.62	924.34	19.4%
Other Current Liabilities				
2700-00 · Due to NLTRA	0.00	1,901.70	-1,901.70	-100.0%
Total Other Current Liabilities	0.00	1,901.70	-1,901.70	-100.0%
Total Current Liabilities	120,619.80	121,072.86	-453.06	-0.4%
Total Liabilities	120,619.80	121,072.86	-453.06	-0.4%
Equity				
32000 · Unrestricted Net Assets	156,357.34	59,388.51	96,968.83	163.3%
Net Income	105,543.00	126,857.97	-21,314.97	-16.8%
Total Equity	261,900.34	186,246.48	75,653.86	40.6%
TOTAL LIABILITIES & EQUITY	382,520.14	307,319.34	75,200.80	24.5%

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
 As of August 31, 2017

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Hyatt Regency Lake Tahoe Resort*	0.00	0.00	0.00	3,025.00	0.00	3,025.00
Northstar California	0.00	0.00	0.00	0.00	1,022.43	1,022.43
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	1,947.20	1,947.20
Squaw Valley Alpine Meadows	0.00	500.00	0.00	500.00	0.00	1,000.00
Tahoe Mountain Lodging	0.00	0.00	0.00	500.00	0.00	500.00
The Village at Squaw Valley	0.00	0.00	0.00	2,525.00	0.00	2,525.00
Truckee Donner Chamber of Commerce	0.00	0.00	0.00	0.00	694.83	694.83
TOTAL	0.00	500.00	0.00	6,550.00	3,664.46	10,714.46

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North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of August 31, 2017

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
All Things Meetings	0.00	490.00	0.00	0.00	0.00	490.00
Amber Burke	6.96	0.00	0.00	0.00	0.00	6.96
AugustineIdeas	0.00	0.00	466.76	0.00	0.00	466.76
CalSAE, Inc	0.00	3,372.00	0.00	0.00	0.00	3,372.00
Connect Association Marketplace	0.00	0.00	0.00	0.00	15,000.00	15,000.00
Elwin Media Pty Ltd	1,500.00	0.00	0.00	0.00	0.00	1,500.00
FedEx	0.00	16.72	0.00	0.00	0.00	16.72
Greg Howey	1,181.50	0.00	514.16	0.00	0.00	1,695.66
International Inbound Travel Assoc, Inc.	0.00	695.00	0.00	0.00	0.00	695.00
IVCB Visitors Bureau	0.00	0.00	7,017.82	0.00	0.00	7,017.82
Jason Neary	120.33	0.00	210.61	0.00	0.00	330.94
NLTRA	0.00	6,320.71	0.00	0.00	0.00	6,320.71
Richter7	0.00	0.00	52,277.49	0.00	0.00	52,277.49
Sarah Winters	201.25	0.00	452.53	0.00	0.00	653.78
Smith & Jones, Inc.	3,375.00	3,600.00	0.00	0.00	0.00	6,975.00
The Abbi Agency, Inc	18,111.00	0.00	0.00	0.00	0.00	18,111.00

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North Lake Tahoe Marketing Cooperative

Profit & Loss

09/26/17

August 2017

Accrual Basis

	Aug 17	Aug 16	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	77,237.00	73,500.00	3,737.00	5.1%
4001-00 · NLTRA Funding	139,000.00	126,500.00	12,500.00	9.9%
Total Income	216,237.00	200,000.00	16,237.00	8.1%
Gross Profit	216,237.00	200,000.00	16,237.00	8.1%
Expense				
5000-00 · CONSUMER MARKETING				
5004-00 · Trip Advisor	0.00	435.00	-435.00	-100.0%
5007-00 · Creative Production	5,142.50	9,306.44	-4,163.94	-44.7%
5010-00 · Account Strategy & Management	7,000.00	14,000.00	-7,000.00	-50.0%
5010-01 · Digital Management & Reporting	3,000.00	0.00	3,000.00	100.0%
5010-02 · Website Strategy & Analysis	2,000.00	0.00	2,000.00	100.0%
5023-00 · Additional Opportunities	19.48	0.00	19.48	100.0%
Total 5000-00 · CONSUMER MARKETING	17,161.98	23,741.44	-6,579.46	-27.7%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	20.55	0.00	20.55	100.0%
5134-00 · Intl Marketing - Additional Opp	1,000.00	0.00	1,000.00	100.0%
5137-00 · Co-op Opportunities	0.00	583.33	-583.33	-100.0%
5142-00 · UK Sales Mission	164.66	0.00	164.66	100.0%
5143-00 · Mountain Travel Symposium	2,336.57	0.00	2,336.57	100.0%
5146-00 · UK / Black Diamond	0.00	6,250.00	-6,250.00	-100.0%
Total 5110-00 · LEISURE SALES	3,521.78	6,833.33	-3,311.55	-48.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,000.00	0.00	2,000.00	100.0%
5201-00 · National, Regional, & Local PR	5,000.00	13,000.00	-8,000.00	-61.5%
5202-00 · PR Program/ Content Dev - Blogs	1,800.00	2,500.00	-700.00	-28.0%
5203-00 · International Public Relations	1,500.00	0.00	1,500.00	100.0%
5204-00 · Media Mission(s)	0.00	59.90	-59.90	-100.0%
5205-00 · Conference Outreach	0.00	2,000.00	-2,000.00	-100.0%
5206-00 · Digital Buy/ Social Media Boost	500.00	3,000.00	-2,500.00	-83.3%
5207-00 · Content Campaigns/Tools-My Emma	311.00	166.00	145.00	87.4%
5208-00 · International Travel Media FAMS	0.00	4,416.12	-4,416.12	-100.0%
5210-00 · Content Dev - Newsletters	2,000.00	0.00	2,000.00	100.0%
5211-00 · Social Media Strategy & Mgmt	4,000.00	0.00	4,000.00	100.0%
Total 5200-00 · PUBLIC RELATIONS	17,111.00	25,142.02	-8,031.02	-31.9%
6000-00 · CONFERENCE SALES				
6007-00 · Creative Production	690.00	0.00	690.00	100.0%
6008-00 · Conference PR / Social Outreach	1,000.00	0.00	1,000.00	100.0%
6128-00 · HelmsBriscoe Strategic Partner	500.00	0.00	500.00	100.0%
Total 6000-00 · CONFERENCE SALES	2,190.00	0.00	2,190.00	100.0%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	126.06	0.00	126.06	100.0%
6118-00 · ASAE Annual	0.00	11.44	-11.44	-100.0%
6120-02 · SF Giants Client Event	648.13	0.00	648.13	100.0%
6127-00 · CalSAE Annual	3,372.00	0.00	3,372.00	100.0%
6143-00 · Connect Marketplace	1,940.41	0.00	1,940.41	100.0%
6150-02 · Luxury Summit Meeting Texas	629.41	0.00	629.41	100.0%
6160-01 · AllThingsMeetings East Bay	490.00	0.00	490.00	100.0%
Total 6100-00 · TRADE SHOWS	7,206.01	11.44	7,194.57	62,889.6%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	3,375.00	3,375.00	0.00	0.0%
5021-00 · RASC-Reno Air Service Corp	0.00	25,000.00	-25,000.00	-100.0%
7001-00 · Miscellaneous	0.00	98.05	-98.05	-100.0%
7003-00 · IVCBVB Entertainment Fund	578.18	0.00	578.18	100.0%
7004-00 · Research	421.67	0.00	421.67	100.0%
7005-00 · Film Festival	0.00	15,000.00	-15,000.00	-100.0%
7007-00 · Destimetrics / DMX	0.00	7,801.00	-7,801.00	-100.0%
8700-00 · Automobile Expense*	513.28	0.00	513.28	100.0%

**North Lake Tahoe Marketing Cooperative
 Profit & Loss
 August 2017**

	Aug 17	Aug 16	\$ Change	% Change
Total 7000-00 · COMMITTED & ADMIN EXPENSES	4,888.13	51,274.05	-46,385.92	-90.5%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	3,583.33	3,583.33	0.00	0.0%
8003-00 · Website Hosting Maintenance	239.99	720.00	-480.01	-66.7%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	3,823.32	4,303.33	-480.01	-11.2%
Total Expense	55,902.22	111,305.61	-55,403.39	-49.8%
Net Income	160,334.78	88,694.39	71,640.39	80.8%

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 AUDIT ONLY

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance August 2017

	Aug 17	Budget	Jul - Aug 17	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	77,237.00	77,237.00	109,915.00	109,915.00	922,000.00
4001-00 · NLTRA Funding	139,000.00	141,182.00	202,250.00	211,773.00	1,411,821.00
4004-00 · IVCBVB Entertainment	0.00	0.00	2,000.00	2,000.00	8,000.00
Total Income	216,237.00	218,419.00	314,165.00	323,688.00	2,341,821.00
Gross Profit	216,237.00	218,419.00	314,165.00	323,688.00	2,341,821.00
Expense					
5000-00 · CONSUMER MARKETING					
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	35,000.00
5002-01 · Native Display	0.00	3,850.00	5,757.70	10,588.00	55,004.00
5004-00 · Trip Advisor	0.00	5,063.00	2,386.98	10,313.00	75,004.00
5005-00 · Paid Social	0.00	8,400.00	5,095.31	25,600.00	135,000.00
5005-01 · Digital Display	0.00	8,120.00	14,712.69	22,331.00	116,008.00
5007-00 · Creative Production	5,142.50	10,000.00	5,142.50	16,500.00	141,500.00
5010-00 · Account Strategy & Management	7,000.00	7,000.00	14,000.00	14,000.00	84,000.00
5010-01 · Digital Management & Reporting	3,000.00	3,000.00	6,000.00	6,000.00	36,000.00
5010-02 · Website Strategy & Analysis	2,000.00	2,000.00	4,000.00	4,000.00	24,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	95,000.00
5015-00 · Video	0.00	2,660.00	0.00	7,315.00	38,000.00
5017-00 · Rich Media	0.00	0.00	0.00	0.00	40,000.00
5018-00 · Media Commission	0.00	4,389.00	362.76	11,926.00	93,604.00
5018-01 · Digital Ad Serving	0.00	0.00	0.00	9,000.00	9,000.00
5018-03 · Strategic Marketing Plan	0.00	3,500.00	0.00	3,500.00	3,500.00
5019-00 · Experiential	0.00	0.00	0.00	0.00	50,000.00
5020-00 · Search Engine Marketing	0.00	3,150.00	0.00	8,663.00	45,004.00
5022-00 · Email	0.00	2,520.00	2,856.00	6,930.00	36,000.00
5023-00 · Additional Opportunities	19.48	0.00	19.48	0.00	0.00
Total 5000-00 · CONSUMER MARKETING	17,161.98	63,652.00	60,333.42	156,666.00	1,111,624.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	850.00	0.00	850.00	8,500.00
5111-00 · FAMs - Domestic	0.00	0.00	0.00	500.00	2,215.00
5112-00 · Training / Sales Calls	20.55	3,000.00	136.36	3,000.00	5,000.00
5113-00 · Additional Opportunities	0.00	500.00	0.00	500.00	6,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	0.00	0.00	1,000.00
5116-00 · RSA Membership	0.00	0.00	695.00	695.00	695.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	4,500.00
5131-00 · FAMS -Intl - Travel Trade	0.00	1,000.00	0.00	1,000.00	7,000.00
5132-00 · FAMS -Intl - Media	0.00	0.00	0.00	0.00	7,250.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	4,500.00
5134-00 · Intl Marketing - Additional Opp	1,000.00	0.00	1,000.00	0.00	13,000.00
5135-00 · North American Journeys/Tour Op	0.00	0.00	1,950.00	2,000.00	2,000.00
5136-00 · Tour Operator Brochure Support	0.00	0.00	0.00	0.00	6,500.00
5137-00 · Co-op Opportunities	0.00	0.00	-2,000.00	0.00	12,000.00
5141-00 · Australian Sales Mission	0.00	0.00	0.00	0.00	10,000.00
5142-00 · UK Sales Mission	164.66	0.00	2,867.39	4,750.00	4,750.00
5143-00 · Mountain Travel Symposium	2,336.57	0.00	2,336.57	0.00	8,000.00
5144-00 · IPW - POW WOW	0.00	0.00	129.75	0.00	11,000.00
5145-00 · TIA Annual Dues	0.00	0.00	0.00	0.00	2,500.00
5146-00 · UK / Black Diamond	0.00	0.00	0.00	7,500.00	45,000.00
5147-00 · AUS / Gate 7	0.00	0.00	0.00	5,000.00	35,000.00
5149-00 · Mexico Program	0.00	0.00	0.00	0.00	7,000.00
5150-00 · China Program	0.00	4,500.00	4,367.50	4,500.00	12,000.00
5151-00 · RTO West	0.00	0.00	0.00	0.00	2,695.00
5152-00 · Go West	0.00	0.00	0.00	2,395.00	5,395.00
Total 5110-00 · LEISURE SALES	3,521.78	9,850.00	11,482.57	32,690.00	223,500.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,000.00	2,000.00	4,000.00	4,000.00	24,000.00
5201-00 · National, Regional, & Local PR	5,000.00	5,000.00	10,000.00	10,000.00	60,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,800.00	1,800.00	3,600.00	3,600.00	21,600.00
5203-00 · International Public Relations	1,500.00	1,500.00	3,000.00	3,000.00	18,000.00
5204-00 · Media Mission(s)	0.00	0.00	0.00	0.00	10,600.00
5206-00 · Digital Buy/ Social Media Boost	500.00	500.00	1,000.00	1,000.00	6,000.00
5207-00 · Content Campaigns/Tools-My Emma	311.00	311.00	622.00	622.00	3,732.00
5208-00 · International Travel Media FAMS	0.00	5,000.00	438.18	5,000.00	20,000.00
5209-00 · Domestic Travel Media FAMS	0.00	0.00	0.00	3,500.00	28,000.00
5210-00 · Content Dev - Newsletters	2,000.00	2,000.00	4,000.00	4,000.00	24,000.00
5211-00 · Social Media Strategy & Mgmt	4,000.00	4,000.00	8,000.00	8,000.00	48,000.00
5212-00 · Social Giveaways & Contests	0.00	1,100.00	0.00	1,100.00	8,900.00
5213-00 · Facebook Live	0.00	0.00	0.00	0.00	6,480.00
5214-00 · Social Takeover	0.00	1,100.00	0.00	1,100.00	3,300.00
5215-00 · Content Campaign-Local Luminary	0.00	0.00	0.00	8,700.00	17,400.00
5200-00 · PUBLIC RELATIONS - Other	0.00	0.00	5,453.31	0.00	0.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance August 2017

09/26/17

Accrual Basis

	Aug 17	Budget	Jul - Aug 17	YTD Budget	Annual Budget
Total 5200-00 · PUBLIC RELATIONS	17,111.00	24,311.00	40,113.49	53,622.00	300,012.00
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	0.00	0.00	0.00	0.00	22,000.00
6004-00 · Email	0.00	1,692.00	0.00	1,692.00	15,996.00
6005-00 · Paid Media	0.00	1,282.00	0.00	1,782.00	14,602.00
6006-00 · CVENT	0.00	0.00	11,648.00	10,400.00	10,400.00
6007-00 · Creative Production	690.00	1,500.00	690.00	2,500.00	25,000.00
6008-00 · Conference PR / Social Outreach	1,000.00	1,000.00	2,000.00	2,000.00	12,000.00
6018-00 · MCC Media Commission	0.00	387.00	104.00	452.00	6,842.00
6018-01 · MCC Digital Ad Serving	0.00	0.00	0.00	200.00	200.00
6128-00 · HelmsBriscoe Strategic Partner	500.00	0.00	500.00	0.00	6,000.00
6152-00 · Client Events / Opportunities	0.00	0.00	189.54	0.00	17,920.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	0.00	500.00	10,000.00
Total 6000-00 · CONFERENCE SALES	2,190.00	5,861.00	15,131.54	19,526.00	140,960.00
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	126.06	500.00	1,003.44	1,000.00	6,000.00
6115-00 · Chicago Holiday Showcase	0.00	0.00	0.00	0.00	6,200.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	2,550.00	1,525.00
6120-00 · AFW Client Event	0.00	1,000.00	0.00	1,000.00	5,000.00
6120-01 · Sac River Cats Client Event	0.00	0.00	1,001.48	3,000.00	3,000.00
6120-02 · SF Giants Client Event	648.13	0.00	648.13	2,000.00	2,000.00
6120-03 · San Jose Sharks Client Event	0.00	0.00	0.00	0.00	6,500.00
6127-00 · CalSAE Annual	3,372.00	0.00	3,372.00	0.00	6,700.00
6136-00 · Mountain Travel Symposium	0.00	0.00	0.00	0.00	4,500.00
6143-00 · Connect Marketplace	1,940.41	0.00	2,409.86	0.00	11,900.00
6144-00 · ASAE XDP	0.00	0.00	0.00	0.00	4,000.00
6146-00 · UC Vendor Fair	0.00	0.00	0.00	0.00	555.00
6150-00 · Luxury Meeting Summit MA/CT/NY	0.00	0.00	0.00	3,600.00	6,100.00
6150-01 · Luxury Meeting Summit Northwest	0.00	0.00	0.00	1,800.00	3,300.00
6150-02 · Luxury Summit Meeting Texas	629.41	0.00	629.41	3,600.00	6,100.00
6150-03 · Luxury Meeting Summit NorCal	0.00	0.00	0.00	1,800.00	3,300.00
6150-05 · Luxury Meeting Summit PHX/SD/OC	0.00	0.00	0.00	2,700.00	5,200.00
6151-00 · Destination CA	0.00	0.00	0.00	0.00	1,500.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	3,500.00
6156-00 · Connect California	0.00	0.00	0.00	0.00	15,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	2,950.00	3,450.00
6156-03 · Connect New England	0.00	0.00	0.00	2,950.00	5,450.00
6156-04 · Connect Georgia	0.00	0.00	0.00	2,950.00	4,950.00
6157-00 · HPN Partner Conference	0.00	0.00	0.00	0.00	5,000.00
6157-01 · HPN Spring Training CE (RSCVA)	0.00	0.00	0.00	0.00	1,500.00
6157-02 · HPN Partner Conference Post FAM	0.00	0.00	0.00	0.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	420.35	2,000.00	2,000.00
6160-01 · AllThingsMeetings East Bay	490.00	0.00	490.00	500.00	2,000.00
Total 6100-00 · TRADE SHOWS	7,206.01	1,500.00	9,974.67	34,400.00	131,230.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	3,375.00	0.00	6,975.00	9,000.00	36,000.00
5009-00 · Fulfillment / Mail	0.00	0.00	0.00	2,500.00	10,000.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	25,000.00	25,000.00	100,000.00
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	0.00	0.00	22,500.00	90,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,000.00	0.00	2,250.00
7001-00 · Miscellaneous	0.00	250.00	0.00	500.00	3,000.00
7002-00 · CRM Subscription	0.00	0.00	2,500.00	10,000.00	10,000.00
7003-00 · IVCBVB Entertainment Fund	578.18	0.00	1,343.65	0.00	8,000.00
7004-00 · Research	421.67	0.00	1,686.68	0.00	0.00
7005-00 · Film Festival	0.00	0.00	15,000.00	0.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	10,000.00
7007-00 · Destimetrics / DMX	0.00	0.00	7,801.00	8,750.00	35,000.00
7008-00 · Opportunistic Funds	0.00	0.00	0.00	0.00	31,809.00
8700-00 · Automobile Expense*	513.28	0.00	1,339.33	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	4,888.13	250.00	63,645.66	78,250.00	351,059.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	3,583.33	3,750.00	7,166.66	7,500.00	45,000.00
8003-00 · Website Hosting Maintenance	239.99	0.00	773.99	5,000.00	20,000.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	3,823.32	3,750.00	7,940.65	12,500.00	65,000.00
Total Expense	55,902.22	109,174.00	208,622.00	387,654.00	2,323,385.00
Net Income	160,334.78	109,245.00	105,543.00	-63,966.00	18,436.00

KEY METRICS FOR August 31, 2017 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru June 2017)					
	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013-14	\$ 4,525,882	\$ 2,145,655	\$ 3,569,347	\$ 1,751,001	\$ 11,991,885
2014-15	\$ 4,693,908	\$ 2,527,485	\$ 3,513,547	\$ 1,868,362	\$ 12,603,302
2015-16	\$ 4,872,022	\$ 3,875,134	\$ 5,421,915	\$ 2,345,879	\$ 16,514,950
2016-17	\$ 5,500,363	\$ 3,338,071	\$ 5,937,420	\$ 941,109	\$ 15,716,963

Visitor Information Comparative Statistics For Fiscal YTD 2014 - 2017 (thru Aug'17)					
Referrals -	2014/2015	2015/2016	2016/2017	2017/2018	YOY % Change
Tahoe City:					
Walk In/Events	16,155	14,347	16,569	14,896	-10.10%
Phone/Email	714	711	839	809	-3.58%
Kings Beach (Walk In Only)	2,739	3,457	2,863	6,904	141.15%
Totals	19,608	18,515	20,271	22,609	11.53%

Sales Tax Revenue by Calendar Year Quarter - North Lake Tahoe (as of Aug 2017, 6 mth lag)					
Quarter	2013	2014	2015	2016	YOY % Change
First (Jan - Mar)	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Second (Apr - May)	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Third (Jun - Aug)	\$ 861,729	\$ 885,368	\$ 875,768	\$ 905,415	3.39%
Fourth (Sep - Dec)	\$ 538,613	\$ 557,614	\$ 596,985	\$ 624,683	4.64%
Total	\$ 2,613,087	\$ 2,554,173	\$ 2,542,230	\$ 2,787,821	9.66%

Unemployment Rates	June 2014	July 2015	Aug 2016	Aug 2017
California (pop. 38,332,521)	7.1%	6.7%	5.5%	5.1%
Placer County (367,309)	6.0%	5.2%	4.7%	4.5%
Dollar Point (1,215)	7.1%	6.1%	1.1%	2.0%
Kings Beach (3,893)	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	5.7%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	5.2%

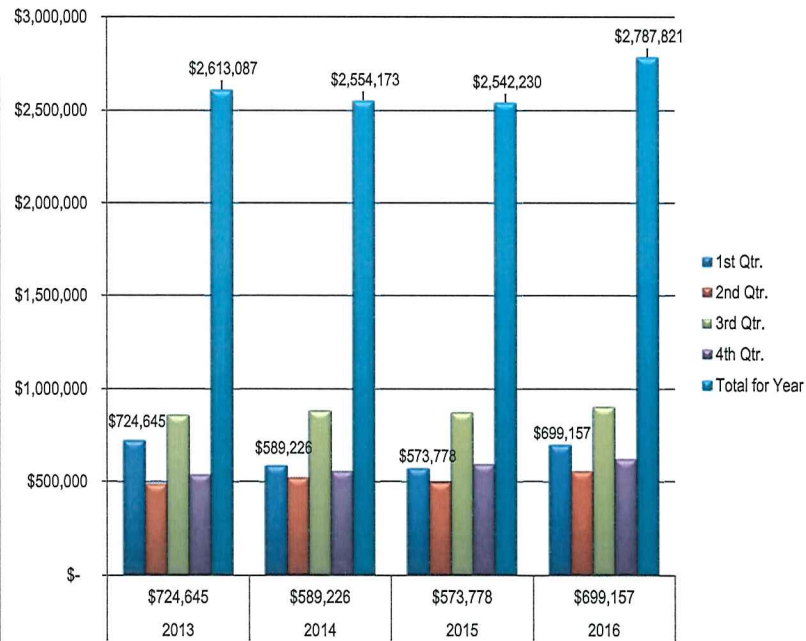
Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	Change
Occupancy	64.4%	62.0%	-3.6%
ADR (Average Daily Rate)	\$ 331	\$ 353	6.6%
RevPAR (Rev per Available Room)	\$ 213	\$ 219	2.8%
Occupancy 1 Mth Forecast	50.4%	45.0%	-10.6%
ADR 1 Mth Forecast	\$ 250	\$ 264	5.6%
RevPAR 1 Mth Forecast	\$ 126	\$ 119	-5.6%
Occupancy (prior 6 months)	52.5%	54.9%	4.7%
ADR (prior 6 months)	\$ 293	\$ 305	3.9%
RevPAR (prior 6 months)	\$ 154	\$ 167	8.8%
Occupancy (next 6 months)	20.2%	18.2%	-9.8%
ADR (next 6 months)	\$ 254	\$ 281	10.4%
RevPAR (next 6 months)	\$ 51	\$ 51	-0.4%

Infrastructure Fund Balances Held by Placer County	Total Chamber Membership
as of 6/30/17 (Reported Quarterly)	
FY 2015-16 Contract	June 2014 457
FY 2016-17 Contract	June 2015 474
Total Fund Balances	June 2016 508
	June 2017 424
	August 2017 419

Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 08/31/2017			
	2016-17	2017-18	YOY % Change
FORWARD LOOKING	Actuals	Forecasted	
Total Revenue Booked	\$ 249,373	\$ 188,819	-24.28%
Commission for this Revenue	8,788	4,746	-45.99%
Number of Room Nights	2,022	1,211	-40.11%
Number of Bookings	50	33	-34.00%
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	-48.15%
Conference Revenue And Percentage by County:			
	16-17	17-18	
Placer	73%	50%	\$ 1,875,253 \$ 819,316 -56.31%
Washoe	18%	37%	\$ 467,732 \$ 605,006 29.35%
South Lake	9%	11%	\$ 232,063 \$ 188,819 -18.63%
Nevada	0%	2%	\$ 2,277 \$ 40,584 1682.35%
Total Conference Revenue	100%	100%	\$ 2,577,325 \$ 1,653,725 -35.84%

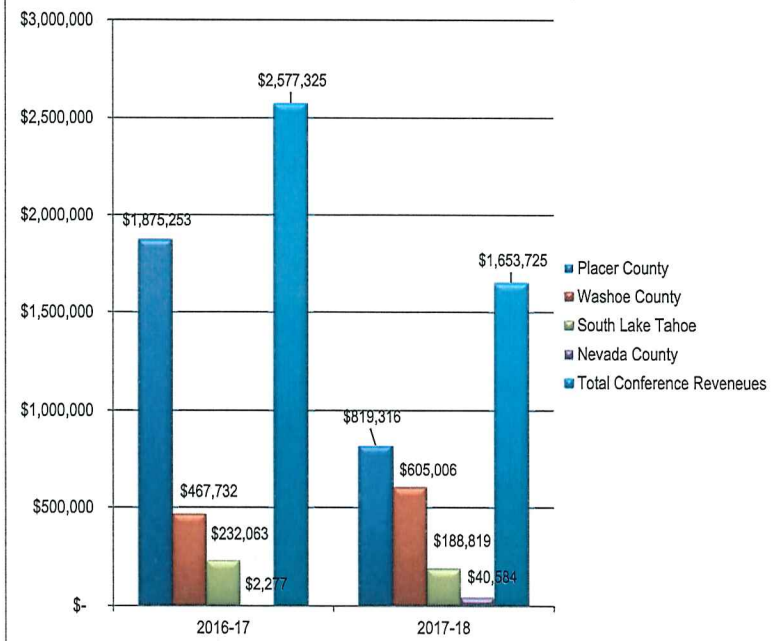
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Annual Sales Tax Revenue - Lake Tahoe (Now on Fiscal Year Basis)



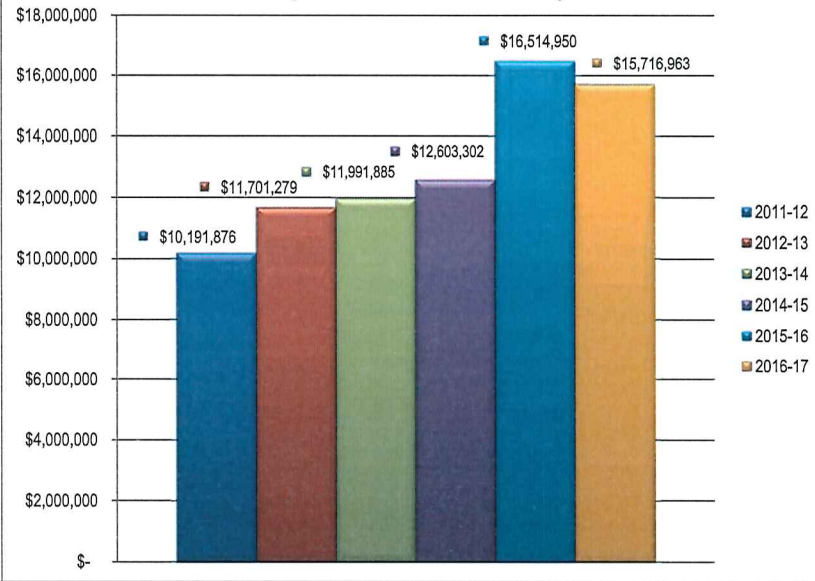
Sales Tax Revenue by Calendar Year Quarter - North Lake Tahoe (as of Aug 2017, 6 mth lag)					
Quarter	2013	2014	2015	2016	YOY % Change
First	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Second	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Third	\$ 861,729	\$ 885,368	\$ 875,768	\$ 905,415	3.39%
Fourth	\$ 538,613	\$ 557,614	\$ 596,985	\$ 624,683	4.64%
Total	\$ 2,613,087	\$ 2,554,173	\$ 2,542,230	\$ 2,787,821	9.66%

Conference Revenue Statistics & Revenue Share by County

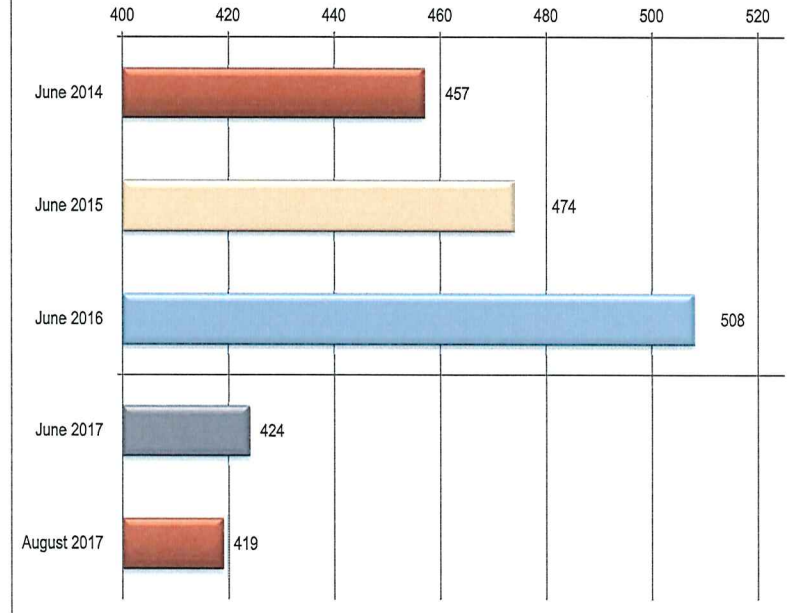


Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 08/31/2017			
	2016-17	2017-18	YOY % Change
FORWARD LOOKING (2015/16)			
	Actuals	Forecasted	
Total Revenue Booked	\$ 249,373	\$ 188,819	-24.28%
Forecasted Commission for this Revenue	8,788	4,746	-45.99%
Number of Room Nights	2,022	1,211	-40.11%
Number of Tentative Bookings	50	33	-34.00%
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	-48.15%
Conference Revenue And Percentage by County:			
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Washoe	\$ 467,732	\$ 605,006	29.35%
South Lake	\$ 232,063	\$ 188,819	-18.63%
Nevada	\$ 2,277	\$ 40,584	1682.35%
Total Conference Revenue	\$ 2,577,325	\$ 1,653,725	-35.84%

5-Year Annual TOT Collections (Fiscal Year Basis)



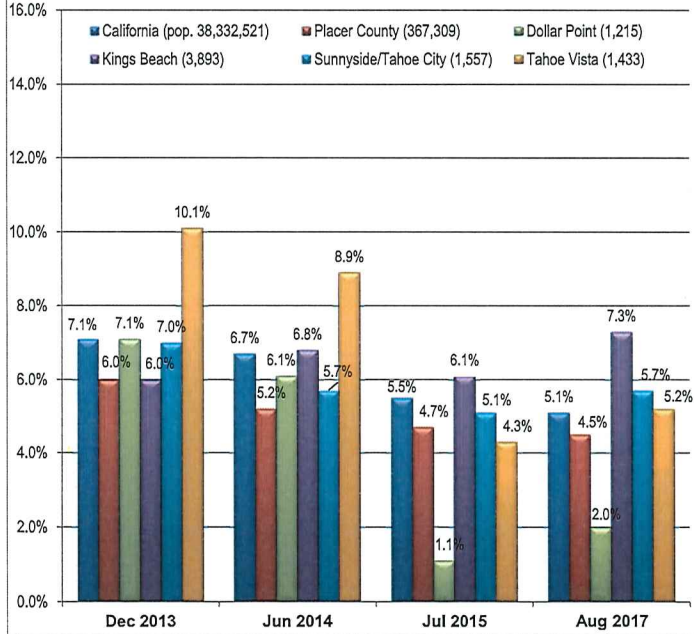
Chamber Membership (# of Members)



Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru June 2017)					
	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279
2013-14	\$ 4,525,882	\$ 2,145,655	\$ 3,569,347	\$ 1,751,001	\$ 11,991,885
2014-15	\$ 4,693,908	\$ 2,527,485	\$ 3,513,547	\$ 1,868,362	\$ 12,603,302
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2016-17	\$ 5,500,363	\$ 3,338,071	\$ 5,937,420	\$ 941,109	\$ 15,716,963

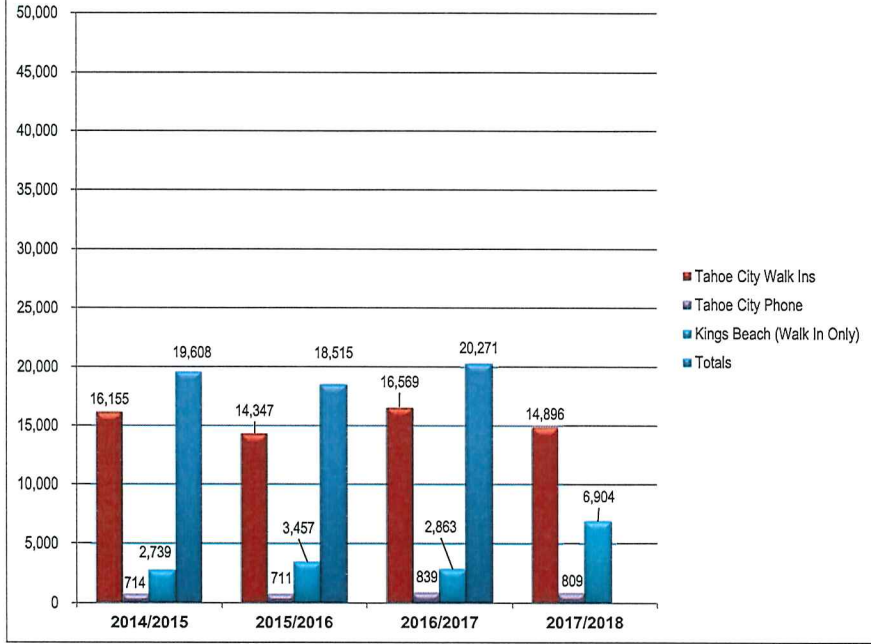
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
August 2017	419

Unemployment Rates by Region



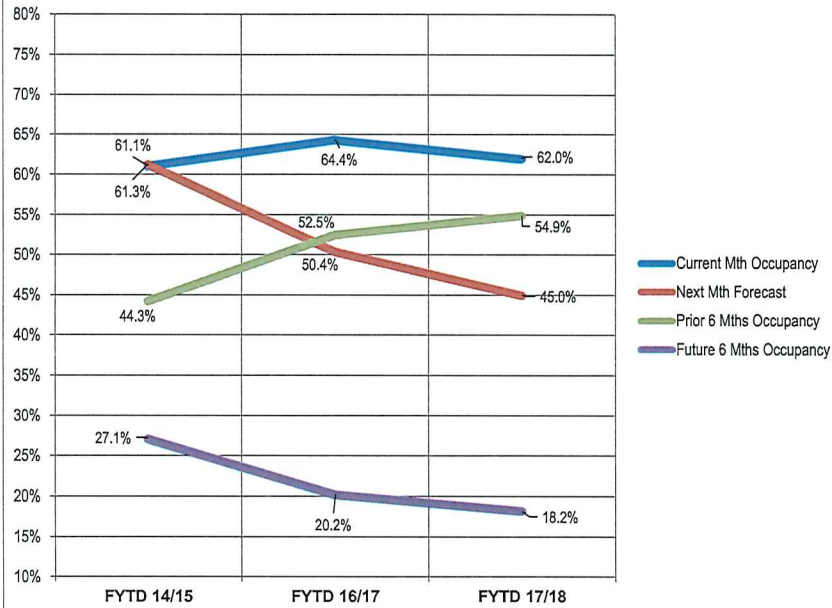
Unemployment Rates	Dec 2013	Jun 2014	Jul 2015	Aug 2017
California	7.1%	6.7%	5.5%	5.1%
Placer County	6.0%	5.2%	4.7%	4.5%
Dollar Point	7.1%	6.1%	1.1%	2.0%
Kings Beach	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	5.7%
Tahoe Vista	10.1%	8.9%	4.3%	5.2%

Visitor Information - FYTD YOY



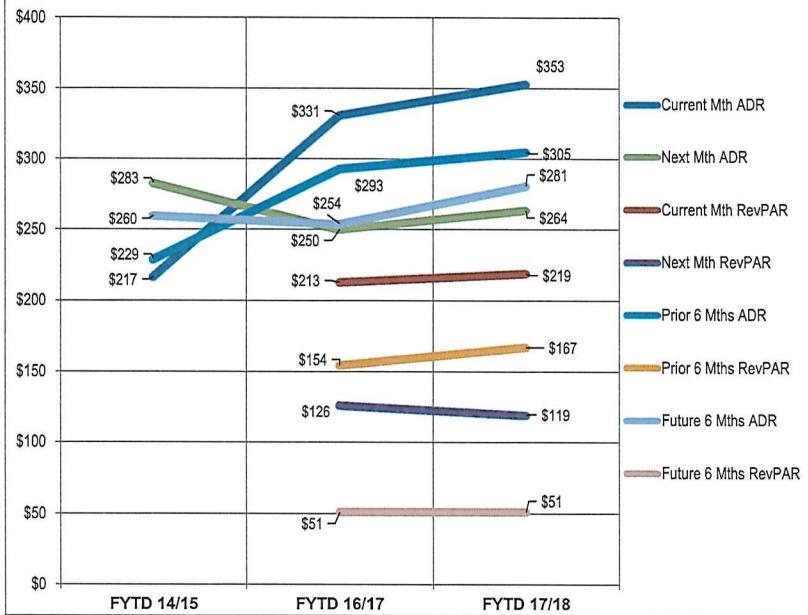
Visitor Information Comparative Statistics For Fiscal YTD 2014 - 2017 (thru Aug'17)					
Referrals -	2014/2015	2015/2016	2016/2017	2017/2018	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	16,155	14,347	16,569	14,896	-10.10%
Phone	714	711	839	809	-3.58%
Kings Beach (Walk In Only, Jun-Sep)	2,739	3,457	2,863	6,904	141.15%
Totals	19,608	18,515	20,271	22,609	11.53%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-o-Y Change
Occupancy	61.1%	64.4%	62.0%	-3.6%
Occupancy 1 Mth Forecast	61.3%	50.4%	45.0%	-10.6%
Occupancy (prior 6 months)	44.3%	52.5%	54.9%	4.7%
Occupancy (next 6 months)	27.1%	20.2%	18.2%	-9.8%

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	\$331	\$353	6.6%
RevPAR (Rev per Available Room)	\$213	\$213	\$219	2.8%
ADR 1 Mth Forecast	\$283	\$250	\$264	5.6%
RevPAR 1 Mth Forecast	\$126	\$126	\$119	-5.6%
ADR (prior 6 months)	\$229	\$293	\$305	3.9%
RevPAR (prior 6 months)	\$154	\$154	\$167	8.8%
ADR (next 6 months)	\$260	\$254	\$281	10.4%
RevPAR (next 6 months)	\$51	\$51	\$51	-0.4%