



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors Meeting
Wednesday, September 6, 2017
Part 2 Reports/Back Up
Documents**

A. 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 June 2017, July 2017 (Page 2)
3. Membership Upcoming Events/Programs (Page 4)
4. Conference Revenue Statistics Report (Page 6)
5. Executive Committee Report – August 28, 2017 (Page 7)
6. Capital Investment/Transportation Activity Report (Page 8)
7. Finance Committee Reports, June 2017, July 2017 (Page 17)
8. Progress Report on Key Performance Indicators (Page 73)
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 1309 Units ('DestiMetrics Census**') and 40.54% 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 (Jul) changed by (-0.7%)	Occupancy (Jul) :	73.4%	73.9%	-0.7%
North Lake Tahoe ADR for last month (Jul) changed by (6.9%)	ADR (Jul) :	\$ 381	\$ 356	6.9%
North Lake Tahoe RevPAR for last month (Jul) changed by (6.2%)	RevPAR (Jul) :	\$ 279	\$ 263	6.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Aug) changed by (-5.5%)	Occupancy (Aug) :	54.1%	57.2%	-5.5%
North Lake Tahoe ADR for next month (Aug) changed by (7.8%)	ADR (Aug) :	\$ 370	\$ 343	7.8%
North Lake Tahoe RevPAR for next month (Aug) changed by (1.9%)	RevPAR (Aug) :	\$ 200	\$ 196	1.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (7.1%)	Occupancy	54.2%	50.7%	7.1%
North Lake Tahoe ADR for the past 6 months changed by (2.4%)	ADR	\$ 302	\$ 295	2.4%
North Lake Tahoe RevPAR for the past 6 months changed by (9.6%)	RevPAR	\$ 164	\$ 149	9.6%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-17.7%)	Occupancy	22.1%	26.9%	-17.7%
North Lake Tahoe ADR for the future 6 months changed by (17.6%)	ADR	\$ 316	\$ 269	17.6%
North Lake Tahoe RevPAR for the future 6 months changed by (-3.2%)	RevPAR	\$ 70	\$ 72	-3.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2017 vs. Previous Year				
Rooms Booked during last month (Jul,17) compared to Rooms Booked during the same period last year (Jul,16) for all arrival dates has changed by (-11.5%)	Booking Pace (Jul)	5.1%	5.8%	-11.5%

* 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 June 30, 2017

Aged as of Friday, June 30, 2017

<u>Revenue Item</u>	(Double click to drill down)	<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	0.00	0.00	1,880.00	0.00	0.00	1,880.00
Community Awards Dinner		0.00	680.00	0.00	0.00	0.00	0.00	680.00
Dues		145.00	5,275.00	3,320.00	3,200.00	0.00	9,080.00	21,020.00
Email Blast		0.00	450.00	0.00	0.00	0.00	0.00	450.00
New Member Fees		0.00	150.00	0.00	0.00	0.00	75.00	225.00
Sponsorships		0.00	0.00	0.00	1,450.00	0.00	0.00	1,450.00
TMBC		0.00	0.00	0.00	0.00	0.00	15.00	15.00
Total Open Invoices		145.00	6,555.00	3,320.00	6,530.00	0.00	9,170.00	25,720.00
Unapplied Payments With Payment Dates Prior to and Including 06/30/2017								5.00
Pre-Payments: Payments Made Prior to 06/30/2017 on Invoices With Apply Dates After 06/30/2017								
Dues								280.00
Total Pre-Payments								280.00
Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)								25,435.00

Accounts Receivable Summary

Invoices With Apply Dates Through July 31, 2017

Aged as of Monday, July 31, 2017

<u>Revenue Item</u>	(Double click to drill down)	<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	0.00	0.00	0.00	710.00	0.00	710.00
Dues		145.00	3,930.00	2,125.00	0.00	2,785.00	8,180.00	17,165.00
Email Blast		0.00	0.00	225.00	0.00	0.00	0.00	225.00
New Member Fees		0.00	0.00	75.00	0.00	0.00	75.00	150.00
Sponsorships		0.00	0.00	0.00	0.00	300.00	0.00	300.00
Total Open Invoices		145.00	3,930.00	2,425.00	0.00	3,795.00	8,255.00	18,550.00

Unapplied Payments With Payment
Dates Prior to and Including
07/31/2017

Pre-Payments: Payments Made Prior to 07/31/2017 on Invoices With Apply Dates After 07/31/2017

Total Pre-Payments

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

18,550.00



North Lake Tahoe Chamber of Commerce

Upcoming Events:

Thursday, September 21st

Chamber Mixer
Lake Tahoe Wellness Center
5-7 p.m.

Thursday, October 19th

Chamber Membership Luncheon
North Tahoe Event Center
11-3 p.m.

Thursday, November 30th

Shop Local Holiday Event
Details to come

Monthly Report July 2017

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 16/17

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 7/30/17:	\$1,424,008	\$2,466,474	-42%
Forecasted Commission for this Revenue:	\$41,165	\$111,042	-63%
Number of Room Nights:	7240	14736	-51%
Number of Delegates:	2563	13099	-80%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$173,000	-60%

<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%
Booked Group Types:	4 Corp, 2 Assoc, 1 SMF	1 Corp. 1 Govt.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>July-17</u>	<u>* Est.</u>	<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.		2 Assoc, 1 Govt, 1 Corp and 1 Seminar	

For 2018/19:	\$555,554	\$750,000
For 2019/20:	\$208,595	\$250,000

NUMBER OF LEADS Generated as of 7/31/17:	17
YTD 7/30/16:	16
YTD 7/30/15:	9

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

Monthly Report July 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 7/30/17:	\$188,819	\$224,739	-16%
Forecasted Commission for this Revenue:	\$4,746	\$11,655	-59%
Number of Room Nights:	1211	1888	-36%
Number of Delegates:	305	1054	-71%
Annual Commission Projection:	\$10,000	\$15,000	-33%

<u>Monthly Detail/Activity</u>	<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 7/30/17: 17

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

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NLTRA Executive Committee

Monday, August 28, 2017

1:30 p.m. NLTRA Offices Upstairs

Phone – 712-770-4010 Access Code 775665#

Pre-Meeting Report from Placer County – Erin Casey

Erin was not able to attend the meeting.

Agenda

1. Items for September Board Agenda

- a. Contract for Autumn Food and Wine Event
- b. Finance Items – Proposed for Consent:
 - i. Pre-Audit Draft NLTRA 6/30/17 & 7/31/17 Financials with Budget vs. Actuals
 - ii. Pre-Audit Draft NLTMC 6/30/17 financials with Budget vs. Actuals
 - iii. Fiscal '17-'18 NLTRA Annual Budget with Board Approved 7/31/17 & 1/31/18 Attachment C's, with reconciliation to the proposed Annual Budget
 - iv. Staff Report for 6/30/17 & 7/31/17 Financials
 - v. Health Insurance Contract Renewal
 - vi. CEO Expenses for the month of June 2017
 - vii. Dashboard for June & July 2017
- c. Proposal to present Summary Financials to the NLTRA Board for future meetings
- d. Mountain Housing Council – Appointment of Representative for NLTRA
- e. Update on Tourism Director/Chief Marketing Officer Recruitment
- f. Update on Placer County Contracts and Contract Compliance
- g. Strategic Planning Session – Facilitator, Location, Timing
- h. CEO & Managers' Reports

There was no review or discussion on the above items.

2. Consideration of an Extension of Contract with Andy Chapman

There was no review of discussion on this item.

3. Pre-Work Review of options for discussion during the County Facilitation Process

The Committee spent all of the meeting discussing this issue and developing ideas to present to the County regarding options for future contract.



September 6, 2017

Subject: Capital Investment/Transportation Monthly Activity Report—August 2017

From: Ron Treabess, Director of Community Partnerships and Planning

A. Capital Investment/Transportation Work Plan Projects—Update

- Attached is the Report submitted to Placer County *Status of Ongoing Projects and Tourism Master Plan Implementation by Tier*. The report is a Scope of Work task and performance indicator in the NLTRA/Placer July 2017 Contract.
- Within that report is the monthly *Projects Currently Underway Contract & Funding Status* update as of July 31, 2017.
- Other July 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. PCTPA meeting occurred during my annual vacation, but I have packet and will receive minutes.
- Prepared and submitted the FY 2016/17 4th Quarter Report to the County.
- All but two TOT grant contracts between Placer County and the grant recipients have been prepared and approved by the Board of Supervisors.
- The Dean Runyan report, *Economic Significance of Travel of Travel to the North Lake Tahoe Area*, is on schedule for October 31st completion,
- An exchange of letters has occurred between Placer County, the USFS, and Squaw Valley Olympic Ski Museum. Further discussions are ongoing between the Museum Foundation and the County CEO to clarify some items in the funding application.
- 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 four project invoices for TOT funding payment.

- Updated CI/T Committee regarding our ongoing work with Placer County on capital project development and immediate impacts to the CIT committee. The Resort Association is working closely with Placer County staff on the following objectives:
 - Develop a capital projects partnership to convene the community on priorities identified the Tourism Master Plan.
 - Review Tourism Master Plan implementation progress/status.
 - 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
- Tahoe City Golf Course Oversight Committee Meeting
- Squaw Valley Ski Museum Foundation Board Meeting
- Tahoe Transportation District Board Meeting
- Staff/CEO monthly meeting
- LAFCo North Tahoe Municipal Service Reviews Workshop
- Initial Community AD Hoc meeting for Old Firehouse Properties Project
- Chamber Ribbon Cutting Mixer/ Port of Subs
- Placer County Parks and Trails Master Plan Workshop
- Squaw Valley MAC Subcommittee Meeting



STATUS OF ONGOING PROJECTS AND TOURISM MASTER PLAN IMPLEMENTATION BY TIER

During the July 2017, contract term, all the tasks listed in Attachment A--NLTRA Scope of Work under the heading Tourism Master Plan: Capital Investment Project Projects and Transportation, were accomplished as stated. All ongoing capital project contracts have been transferred from the Resort Association to Placer County for management of those existing contracts and preparation of any amendments or new contracts that may be necessary. Invoices that are submitted by grantees are still being copied to the Resort Association for recommendation to the County.

At the start of this fiscal year, there are currently 40 capital investment projects that were recommended by the Resort Association and approved by the Board of Supervisors. Of these, seven have recently been recently completed, twenty-two are on schedule, six need an amendment for a time extension, and four still require an approved contract between the project grantee and the Board of Supervisors. The attached Capital Investment Projects chart lists the projects, the proponents, schedule completion dates, remaining TOT funding, and the status of each.

All the capital investment projects and transportation services that were previously recommended by the County staff, the Resort Association, and other community entities, were made using criteria in the 2015 Tourism Master Plan which was approved by the Board of Supervisors. In the TMP, the Chapter 5: Action Plan identifies community tourism priorities. Two sets of priorities were established during the public outreach process; 1) a top priority (Tier 1), and a subset of additional priorities (Tier 2) in each of the five focus areas. The Visitor Activities and Facilities (capital projects) and Transportation are 2 of the focus areas utilizing Tier 1 and Tier 2 priorities. As previously stated, all capital projects and transportation services that have been approved and that are ongoing, support the Tier 1 and Tier 2 priorities.

Visitor Activities & Facilities

- Tier 1 Priority Action Item
 - ✚ To provide connected trail systems throughout North Lake Tahoe.
 - Class 1 trails
 - Mountain bike trails
 - Nordic trails
 - Bicycle signage and amenities
 - Capital replacement program for trails
 - Winter use of trail systems

All the above are being addressed by ongoing trail projects identified on the attached Capital Investment Projects chart. Many additional projects and funding will be necessary to complete all the action items in the trails system Tier 1 Priority.

- Tier 2 Priority Action Items include:

- ✚ Investing in facilities and amenities that support history, arts, and culture, such as museums, interpretive centers and public art.
 - Museums
 - Performing Arts
 - Interpretive Centers
 - Public Art
 - Interpretive/wayfinding signage

Projects underway which support this Tier 2 Priority action item include:

- Lake Tahoe Water Interactive Displays
- Donner Summit Gateway Welcoming Kiosk
- Tahoe City Field Station Interpretive Signage
- Tahoe Public Arts Program
- Historic Schilling Lodge planning
- Olympic ski Museum Planning
- Maritime Museum Welcome Center

- ✚ Advance efforts to update and improve the quality and variety of lodging properties at the lakeshore.

Efforts underway to help achieve this action item include:

- Program to identify and Purchase Available TAU's
- Development of a streamlined permitting and building process
- Approval of the Placer County Tahoe Basin Area Plan
- Completion of North Lake Tahoe Parking Needs Study
- Kings Beach Commercial Core Improvement Plan
- Tahoe City Parking Project Plan
- Tahoe City Mobility Improvement Plan
- Fanny Bridge/Hwy 89 Relocation Project
- Five New or Renovated Lodging Properties underway on North and West Shores

- ✚ Create More Public Gathering and Use Spaces.

- Plazas
- Parks, Vista Points,
- Group and Event Spaces

Projects underway that support This Tier 2 Priority action item are:

- Tahoe Public Arts Program
- Speedboat Beach Improvement Plan
- Tahoe City Ice Rink
- Kings Beach Boardwalk and Gateway Plan

Transportation

- Tier 1 Priority Action Item

- ✚ Fund and Implement the Transit Vision to Provide Frequent, Fun, and Free Transit Service to include:

- Year-round Transit

- Free to the Rider
 - 30-minute Frequency
 - 6 a.m. – 2 a.m. During Peak Season
 - 6 a.m. – 9:30 p.m. During Shoulder Season
 - Connectivity Between all Eastern Placer County Locations and Truckee Services, Programs, and Projects that have been initiated to help support this Transportation Tier 1 Priority Action Item include:
 - Completion of North Tahoe Truckee Transportation Vision Service Plan & Cost Allocation
 - Implementation of Placer County Short-Range *Systems Plan Update: Tahoe Truckee Area Regional Transit for Eastern Placer County* which incorporated many of the recommended transit vision needs
 - Many of the transit improvements and enhancements have already been or are being placed into the TART services program (See attached chart of North Tahoe Transportation Programs and Service Enhancements)
 - Town of Truckee is developing its Systems Plan Update which will interface with the Placer plan
 - To further enhance these services, a regional transit system brand has been developed to facilitate easier visitor use of transit instead of the automobile
 - Additional bus shelters and transit user website update provides further encouragement for transit use
 - With the failure of County-wide ½ cent transportation sales tax, additional funding must be pursued to be able to achieve all the elements of the transit vision, such as more frequency and more reasonable (free) cost to the user
-
- Tier 2 Priority Action Items include:
 - ✚ Create Point-to-Point Shuttles to Key Destinations such as:
 - Beaches
 - Town Center Trailheads
 - Parks
 - Ski Areas
 - Cross Lake Ferry
- There has not been a lot of “on the ground” development toward this action item
- The main emphasis, with limited funds, has been on completing the connectivity of the main routes of the transit system.
 - Advanced planning is occurring and small pilot projects will continue to be tested such as the ski shuttles, Truckee Thursdays shuttle, West Shore trolley, Northstar and Squaw Valley resort area shuttles
 - The short-term and long-term approach to this action item as described in the TMP Chapter 5 is still appropriate and possible point-to-point shuttles should be planned and ready to go, as the main transit system is established and necessary funding from public and private sources becomes available
- ✚ Invest in sidewalks and pedestrian infrastructure to increase safety and convenience, and improve the visitor’s experience of walking in the commercial core areas, town centers and neighborhoods
 - This priority action item has become a major consideration of every project and service provided—not just in Eastern Placer County, but basin-wide and beyond

- Projects in Kings Beach, Tahoe City, Squaw Valley and Northstar review pedestrian safety, convenience, and experience as important criteria for all projects
 - Separate pathways and sidewalks with safe road crossings are being constructed and planned for in ongoing projects
 - Winter snow removal occurs in some trails leading to town centers and lodging developments, as well as all walkways within the commercial core areas. Additional trails and sidewalks will be added for snow removal.
 - Other considerations for safe and convenient pedestrian and bike use are rest areas, restrooms, benches, bike fix-it stations, evening lighting, convenient bus shelters located at trail and road proximities, and bike racks all transit vehicles.
- ✚ Advocate for and Invest in more Direct Flights into the Reno and Sacramento Airports to Attract Destination Visitors and Reduce Personal Automobile Use
- Number of flights has increased through efforts of local organizations working with the Regional Air Service Committee which identifies prospective destinations and providers
 - As stated in the TMP, work with Sacramento airport to discuss “North Lake Tahoe” information opportunities and potential for additional direct service
 - The North Lake Tahoe Express service is providing some access for visitors to arrive from Reno without a car, but additional ground services, both from airports to the Lake and for after arrival at the Lake, must be expanded to provide incentive to reduce automobile use

In general, the Tourism Master Plan, which was written as an 8-year glimpse at future needs of visitors, the tourism economy, and environmental maintenance of North Lake Tahoe, is still very relevant. It has provided guidance and direction for positively moving forward to improve the visitor’s experience, while improving the local economy in an environmental sensitive way. The Tier 1 and Tier 2 priorities of Visitor Activities and Facilities, as well as Transportation still seem to state the highest priorities for which new and current project and transit proposals support, This Plan, as is true with all master plans, should remain flexible and fluid, be reviewed regularly, and amended as appropriate.

Capital Investment Projects Currently Underway Contract Status
As of July 31, 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	\$48,593	Tier 1	needs extension
NTPUD	N.T. Reg Park Trails & Signage (Planning)	O32000	9/30/2017	\$135,000	Tier 1	on schedule
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	\$199,332	Tier1	on schedule
NCSD	Northstar/Martis Valley Bike Trail (P&C)	O36000	11/30/2018	\$620,035	Tier 1	on schedule
PCDPWF	Truckee River Corridor Env. Doc (Plan)	O38000	10/31/2017	\$423,630	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	\$53,000	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	\$1,490,000	Tier 2	on schedule
CTC	King's Beach Pier Concept Plan	O22000	9/30/2017	\$94,575	Tier 2	on schedule
PCDPWF	King's Beach Boardwalk & Gateway Plan	O23000	6/30/2016	\$33,392	Tier 2	needs extension
PCDPWF	Tahoe City Parking Project Plan	O24000	6/30/2016	\$66,079	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	\$300,000	Tier 2	on schedule
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	\$125,550	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 July 31. 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	\$39,004	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:				\$6,720,940		
		Maint.	Funds Avail.	\$87,924		

North Tahoe Transportation Programs and Service Enhancements

Approved 2016-17 TOT Funded Transit Enhancements	Service Description	Cost
	Transit Marketing, Promotion and Management	99,250
	Resort Arterial Snow Removal	100,000
	Donner Summit Shuttle	30,000
	North Lake Tahoe Express Airport Shuttle	120,000
	TART Baseline Service Shortfall	345,400
	TART Winter "Peak-Season" Free Hourly Night Service	340,000
	TART Summer "Peak-Season" Free Hourly Night Service	180,000
	TART Summer Daytime - 30 Minute Crystal Bay - Tahoe City	175,400
	*TART Hwy. 267 - Daily Early Morning Run Between Incline and Northstar	15,000
	*TART Winter Daytime - 30 Minute Crystal Bay - Tahoe City	100,000
	*TART Hwy. 89 - Daily "Peak" AM & PM Runs to/from Squaw Valley	20,000
	*TART "Off-Season" Free Night Service - Spring 2017	103,700
		\$1,628,750.00
Proposed 2017-18 TOT Funded Transit Enhancements	Service Description	Cost
	Transit Marketing, Promotion and Management	134,481
	Resort Arterial Snow Removal	100,000
	Donner Summit Shuttle	30,000
	North Lake Tahoe Express Airport Shuttle	120,000
	TART Baseline Service Shortfall	354,000
	TART Winter "Peak-Season" Free Hourly Night Service	348,500
	TART Summer "Peak-Season" Free Hourly Night Service	184,500
	TART Summer Daytime - 30 Minute Crystal Bay - Tahoe City	179,800
	TART Hwy. 267 - Daily Early Morning Run Between Incline and Northstar	9,100
	TART Winter Daytime - 30 Minute Crystal Bay - Tahoe City	90,000
	TART Hwy. 89 - Winter Daily "Peak" AM & PM Runs to/from Squaw Valley	32,900
	TART "Off-Season" Free Night Service - Spring 2018	106,300
	*TART "Off-Season" Free Night Service - Fall 2017	106,300
	*TART Hwy. 267 Winter Daily "Peak" AM & PM Runs to/from Northstar	35,000
	*TART Year-Round 30 Minute Service Crystal Bay - Tahoe City	178,300
	*TART Gap Service Between Daytime and Evening Service	9,700
	*TART Winter Daytime - 30 minute service Crystal Bay - Northstar (mid morning/mid day)	102,600
	*TART Winter Daytime - 30 minute service Tahoe City - Squaw (mid morning/mid day)	72,600
	*TART Bus Fleet Expansion - New Bus	550,000
*New Service Recommendations 2017-18		
		\$2,744,081.00



Finance Staff Report

Date: 9/1/17

TO: NLTRA Finance Committee

FROM: Al Priester, Director of Finance and Human Resources

RE: June 2017 Financial Statements

The June 2017 Financials in the Finance Committee packet for the September 1, 2017 meeting are being presented as **pre-audit drafts** and include: a detailed Comparative Balance Sheet with A/R and A/P Aging's, a Membership A/R Aging, a Comparative Current Month Profit & Loss, a Comparative YTD Profit & Loss, a YTD Profit & Loss by Class, and a Current Month and YTD Profit & Loss Budget Performance Report in Total and for each Class.

Important points to note at June 30, 2017 are:

- ADP P/R clearing has a balance, when it should be zero, due to Sandy Hall's final check clearing the bank before ADP payroll was posted in July. This will clear to zero in July.
- Total Cash on Hand of \$1,055,938 remains very strong and compares to prior month Cash on Hand of \$1,052,153 but higher than prior year Cash on Hand of \$618,648.
- Resort Association (RA) A/R declined 45% YOY to \$23,097 while A/R over 90 days delinquent increased slightly to \$8,534 from the prior month's \$7,991. These are hotel property invoices deemed collectible with no reserve being established.
- Membership A/R declined 35% YOY to \$25,435. Over 120 days delinquent increased to \$9,590 from \$2,160. We expect to collect 75% of this amount and are adequately reserved for non-collectible.
- A/P are at \$221,803, 99% of which are within 30 days.
- Acct 2800-Suspense has a balance of \$727 which is an incorrect deposit to NLTRA that should have been made to NLTMC. This will be a Client AJE in the fiscal 16-17 Audit process.
- Acct 4205 Conference Dues has a negative balance of \$1,008 due to a write-off of Dues Receivable with no invoices for dues during the month.
- Accts 4250 & 4252 have negative balances due to transfers to sub-accounts of 4250 to provide for better segregation and to produce a P & L for the Community Awards Dinner.
- Acct 5010 Sales Commissions does not reflect a June accrual as it is still under reconciliation and will be treated has a Client AJE in the fiscal 16-17 Audit process.

- Acct 6743-03 Touch the Lake has a negative balance of \$1,000 due to a reimbursement from IVCBVB with no current month expense.
- YTD profit of \$222,367 translates to expenditures under budget for the year. After Client and Auditor AJE's and the exclusion of Membership, any profit will be refunded to Placer County.
- YTD Acct 4205 Conference Dues of \$7,700 has no corresponding fiscal 15-16 amount as they were previously reported in Acct 4200. The use of a separate account provides for better clarity.
- The large discrepancy between Acct 5010 Sales Commissions of \$40,494 for fiscal 16-17 vs \$23,075 for fiscal 15-16 has to do with the fact that commissions to staff are only paid after the associated invoice has been paid. Approximately \$8,000 of commissions relevant to 15-16 invoices were paid in the first part of fiscal 16-17.
- Health Insurance costs increased 12.4% YOY due primarily to governmental requirements and market forces. This is on top of an 8% increase the prior year.
- The \$86,947 salaries and wages discrepancy YOY is explained almost entirely by prior year accounting salaries being lower due to using consultants which were expensed as professional fees.
- Professional fees this year have increased due to Executive Search costs and accounting fees early in the fiscal year.
- The Profit and Loss by Class is useful in gauging where each Department is in relation to their budget. All except Membership are under budget YTD with Marketing, Transportation and Infrastructure significantly so.
- Membership has a YTD loss of \$18,562 after Administrative overhead. This will result in a reduction of our retained earnings that currently sits at \$22,636.

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

North Lake Tahoe Resort Association

Balance Sheet

As of June 30, 2017

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
ADP P/R Clearing	6,072.94	0.00	6,072.94	100.0%
1001-00 · Petty Cash	223.85	1,000.00	-776.15	-77.6%
1003-00 · Cash - Operations BOTW #6712	757,355.52	419,238.41	338,117.11	80.7%
1007-00 · Cash - Payroll BOTW #7421	10,974.29	5,255.55	5,718.74	108.8%
1008-00 · Marketing Reserve - Plumas	50,093.17	50,018.09	75.08	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,248.52	100,048.23	200.29	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	100,520.92	13,144.02	87,376.90	664.8%
10950 · Cash in Drawer	867.04	361.80	505.24	139.7%
Total Checking/Savings	1,055,937.81	618,647.66	437,290.15	70.7%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	21,499.43	72,038.63	-50,539.20	-70.2%
1290-00 · A/R - TOT	0.00	-23,940.82	23,940.82	100.0%
Total Accounts Receivable	21,499.43	48,097.81	-26,598.38	-55.3%
Other Current Assets				
1200-99 · AR Other	1,598.66	3,717.04	-2,118.38	-57.0%
12000 · Undeposited Funds	0.00	107,730.65	-107,730.65	-100.0%
1201-00 · WebLink Accounts Receivable	25,435.00	71,765.00	-46,330.00	-64.6%
1201-02 · Allowance for Doubtful Accounts	-3,343.00	-36,595.00	33,252.00	90.9%
12100 · Inventory Asset	31,787.23	32,408.18	-620.95	-1.9%
1298 · Receivable from Employees	0.00	40.00	-40.00	-100.0%
1299 · Receivable from NLTMC	0.00	6,803.02	-6,803.02	-100.0%
1490-00 · Security Deposits	50.00	0.00	50.00	100.0%
Total Other Current Assets	55,527.89	185,868.89	-130,341.00	-70.1%
Total Current Assets	1,132,965.13	852,614.36	280,350.77	32.9%
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	-43,025.48	-42,218.00	-807.48	-1.9%
1750-00 · Computer Software	40,080.06	34,993.97	5,086.09	14.5%
1751-00 · Accum. Amort. - Software	-35,267.57	-33,795.00	-1,472.57	-4.4%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	-24,267.41	-24,067.37	-200.04	-0.8%
Total Fixed Assets	5,569.59	2,963.59	2,606.00	87.9%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,644.16	3,166.32	-522.16	-16.5%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	13,294.04	4,709.61	8,584.43	182.3%
Total 1400-00 · Prepaid Expenses	16,938.20	8,875.93	8,062.27	90.8%
Total Other Assets	16,938.20	8,875.93	8,062.27	90.8%
TOTAL ASSETS	1,155,472.92	864,453.88	291,019.04	33.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	221,803.01	160,730.57	61,072.44	38.0%
2001-00 · Credit Card Payable	0.00	29,105.41	-29,105.41	-100.0%
Total Accounts Payable	221,803.01	189,835.98	31,967.03	16.8%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	151.00	0.00	151.00	100.0%
2080-02 · MC_4222_Jason	14.99	0.00	14.99	100.0%
2080-06 · MC_5288_Emily	422.97	0.00	422.97	100.0%
2080-08 · MC_5755_John	339.84	0.00	339.84	100.0%
2080-09 · MC_0319_Sarah	288.38	0.00	288.38	100.0%
2080-10 · MC_9495_AI	298.19	0.00	298.19	100.0%
2080-11 · MC_3978_Amber	806.59	0.00	806.59	100.0%
2080-12 · MC_3960_Natalie	1,168.44	0.00	1,168.44	100.0%
Total 2080-00 · Bank of the West - Master Cards	3,490.40	0.00	3,490.40	100.0%
Total Credit Cards	3,490.40	0.00	3,490.40	100.0%

North Lake Tahoe Resort Association

Balance Sheet

As of June 30, 2017

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	41,052.17	35,719.15	5,333.02	14.9%
2101-00 · Incentive Payable	88,031.18	40,243.00	47,788.18	118.8%
2102-00 · Commissions Payable	8,404.31	8,404.31	0.00	0.0%
2120-00 · Empl. Federal Tax Payable	3,284.18	2,888.75	395.43	13.7%
2175-00 · 401 (k) Plan	1,642.08	1,104.44	537.64	48.7%
2180-00 · Estimated PTO Liability	60,648.50	60,648.50	0.00	0.0%
24100 · Wage Garnishment Payable	0.00	899.48	-899.48	-100.0%
Total 21000 · Salaries/Wages/Payroll Liabilit	203,062.42	149,907.63	53,154.79	35.5%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	2,225.84	1,469.00	756.84	51.5%
2190-00 · Sales and Use Tax Payable - Other	0.00	149.00	-149.00	-100.0%
Total 2190-00 · Sales and Use Tax Payable	2,225.84	1,618.00	607.84	37.6%
2250-00 · Accrued Expenses	8,080.32	20,000.31	-11,919.99	-59.6%
2400-60 · Deferred Revenue- Member Dues	66,415.83	69,550.30	-3,134.47	-4.5%
2800-00 · Suspense	727.04	0.00	727.04	100.0%
2900-00 · Due To/From County of Placer	64.81	0.00	64.81	100.0%
Total Other Current Liabilities	280,576.26	241,076.24	39,500.02	16.4%
Total Current Liabilities	505,869.67	430,912.22	74,957.45	17.4%
Total Liabilities	505,869.67	430,912.22	74,957.45	17.4%
Equity				
32000 · Unrestricted Net Assets	22,635.91	62,655.64	-40,019.73	-63.9%
3300-11 · Designated Marketing Reserve	254,324.57	254,324.57	0.00	0.0%
3301 · Cash Flow Reserve	100,200.29	100,000.00	200.29	0.2%
3302 · Marketing Cash Reserve	50,075.08	50,000.00	75.08	0.2%
Net Income	222,367.40	-33,438.55	255,805.95	765.0%
Total Equity	649,603.25	433,541.66	216,061.59	49.8%
TOTAL LIABILITIES & EQUITY	1,155,472.92	864,453.88	291,019.04	33.7%

**North Lake Tahoe Resort Association
A/R Aging Summary
As of June 30, 2017**

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>> 120</u>	<u>TOTAL</u>
CA Board of Equalization	0.00	0.00	0.00	2,884.28	0.00	0.00	2,884.28
County of Placer	0.00	-5.00	0.00	0.00	0.00	0.00	-5.00
Granlibakken Resort	1,180.00	0.00	0.00	0.00	0.00	0.00	1,180.00
Hampton Inn & Suites	0.00	0.00	0.00	1,476.15	0.00	0.00	1,476.15
Hard Rock Hotel & Casino Lake Tahoe	0.01	0.00	0.00	0.00	429.30	0.00	429.31
Harrah's/Harveys Casino	0.00	0.00	0.00	0.00	0.00	161.50	161.50
Hotel Becket	0.00	0.00	0.00	878.50	0.00	0.00	878.50
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	0.00	0.00	0.00	0.00	90.80	90.80
IVCB Visitors Bureau	0.00	2,000.00	0.00	0.00	0.00	0.00	2,000.00
Lake Tahoe Resort Hotel	53.85	0.00	0.00	0.00	1,232.70	0.00	1,286.55
MontBleu	0.00	155.25	0.00	0.00	0.00	0.00	155.25
Northstar California	0.00	541.20	0.00	0.00	0.00	2,833.83	3,375.03
Ritz-Carlton Lake Tahoe	3,492.40	0.00	0.00	0.00	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	0.01	0.00	0.01
Tahoe Mountain Resorts Lodging	267.76	0.00	0.00	0.00	0.00	89.50	357.26
The Ridge Tahoe	0.00	41.38	0.00	0.00	0.00	392.22	433.60
TOTAL	<u>4,994.02</u>	<u>2,732.83</u>	<u>0.00</u>	<u>5,238.93</u>	<u>1,662.01</u>	<u>6,871.64</u>	<u>21,499.43</u>

Pre-Audit Copy

Accounts Receivable Summary

Invoices With Apply Dates Through June 30, 2017

Aged as of Friday, June 30, 2017

<u>Revenue Item</u>	(Double click to drill down)	<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	0.00	0.00	1,880.00	0.00	0.00	1,880.00
Community Awards Dinner		0.00	680.00	0.00	0.00	0.00	0.00	680.00
Dues		145.00	5,275.00	3,320.00	3,200.00	0.00	9,080.00	21,020.00
Email Blast		0.00	450.00	0.00	0.00	0.00	0.00	450.00
New Member Fees		0.00	150.00	0.00	0.00	0.00	75.00	225.00
Sponsorships		0.00	0.00	0.00	1,450.00	0.00	0.00	1,450.00
TMBC		0.00	0.00	0.00	0.00	0.00	15.00	15.00
Total Open Invoices		145.00	6,555.00	3,320.00	6,530.00	0.00	9,170.00	25,720.00
Unapplied Payments With Payment Dates Prior to and Including 06/30/2017								5.00
Pre-Payments: Payments Made Prior to 06/30/2017 on Invoices With Apply Dates After 06/30/2017								
Dues								280.00
Total Pre-Payments								280.00
Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)								25,435.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of June 30, 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
Amber Burke	78.48	0.00	0.00	0.00	0.00	78.48
Andy Chapman	4,031.25	0.00	0.00	0.00	0.00	4,031.25
Anne-Karin Atwood*	29.49	0.00	0.00	0.00	0.00	29.49
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
AT & T*	446.70	0.00	0.00	0.00	0.00	446.70
Augustineldeas	20,857.71	0.00	0.00	0.00	0.00	20,857.71
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Barcelona NorCal SMSC	3,000.00	0.00	0.00	0.00	0.00	3,000.00
Big Water Studios	1,387.50	0.00	0.00	0.00	0.00	1,387.50
Bob Sweigert*	278.43	0.00	0.00	0.00	0.00	278.43
Cintas Corporation #623	134.82	0.00	0.00	0.00	0.00	134.82
CoPower	0.00	167.80	0.00	0.00	0.00	167.80
Dawn Baffone*	38.54	0.00	0.00	0.00	0.00	38.54
Fallon Multimedia*	0.00	500.00	0.00	0.00	0.00	500.00
FP Mailing Solutions	162.16	0.00	0.00	0.00	0.00	162.16
Geo-Tourism Specialties	198.58	0.00	0.00	0.00	0.00	198.58
Greg Howey*	125.00	0.00	0.00	0.00	0.00	125.00
Houston Magnani & Assoc, Inc.	0.00	750.00	0.00	0.00	0.00	750.00
IVCB Visitors Bureau*	375.37	0.00	0.00	0.00	0.00	375.37
Jason Neary	25.00	0.00	0.00	0.00	0.00	25.00
Jennifer Antonucci	60.00	0.00	0.00	0.00	0.00	60.00
Julia Clair	150.00	0.00	0.00	0.00	0.00	150.00
Kahn Investment Company	1,424.63	0.00	0.00	0.00	0.00	1,424.63
Kaplowe Studios, LLC.	99.00	0.00	0.00	0.00	0.00	99.00
Kym Fabel	314.56	0.00	0.00	0.00	0.00	314.56
Lake Tahoe Music Festival	931.52	0.00	0.00	0.00	0.00	931.52
Lauren Bobowski	75.00	0.00	0.00	0.00	0.00	75.00
Lauren Sully	42.80	0.00	0.00	0.00	0.00	42.80
Liberty Utilities*	0.00	565.39	0.00	0.00	0.00	565.39
Linda Williams*	194.24	0.00	0.00	0.00	0.00	194.24
Lisa Jefferson	30.00	0.00	0.00	0.00	0.00	30.00
Mark Fowler	720.00	0.00	0.00	0.00	0.00	720.00
Morris Visitor Publications, LLC	0.00	4,295.00	0.00	0.00	0.00	4,295.00
Natalie Parrish*	41.65	0.00	0.00	0.00	0.00	41.65
North Lake Tahoe Marketing Co-op	2,500.00	126,500.00	0.00	0.00	0.00	129,000.00
PhotoShelter, Inc.	5,599.00	0.00	0.00	0.00	0.00	5,599.00
Porter Simon*	400.00	0.00	0.00	0.00	0.00	400.00
Principal Financial Group	0.00	187.64	187.64	187.64	-900.38	-337.46
Richter7	4,500.00	0.00	0.00	0.00	0.00	4,500.00
Ricoh USA	1,108.22	0.00	0.00	0.00	0.00	1,108.22
Ron Treabess	151.82	0.00	0.00	0.00	0.00	151.82
Sarah Winters	25.00	0.00	0.00	0.00	0.00	25.00
Searchwide Minnesota, LLC	12,557.16	0.00	0.00	0.00	0.00	12,557.16
Sierra Essentials	496.23	0.00	0.00	0.00	0.00	496.23
Sierra Nevada Ad Partners	10,163.87	0.00	0.00	0.00	0.00	10,163.87
Sierra State Parks Foundation*	159.20	0.00	0.00	0.00	0.00	159.20
Southwest Gas Corporation*	14.41	0.00	0.00	0.00	0.00	14.41
Spectrum	0.00	-36.52	0.00	0.00	0.00	-36.52
Sprint	72.50	0.00	0.00	0.00	0.00	72.50
Summit Lacrosse Ventures, LLC.	1,050.00	0.00	0.00	0.00	0.00	1,050.00
Summit Side Photo & Video*	315.00	0.00	0.00	0.00	0.00	315.00
Swigard's True Value Hardware, Inc.*	0.00	85.66	0.00	0.00	0.00	85.66
Tahoe City Downtown Association*	0.00	2,000.00	0.00	0.00	0.00	2,000.00
Tahoe City Public Utility District*	1,424.00	0.00	0.00	0.00	0.00	1,424.00
Tahoe House, Inc.*	40.11	0.00	0.00	0.00	0.00	40.11
Tahoe Tessie	408.00	0.00	0.00	0.00	0.00	408.00
Tahoe Truckee Sierra Disposal*	290.20	0.00	0.00	0.00	0.00	290.20
The Store...Copies and More	0.00	468.00	0.00	0.00	0.00	468.00
Viking Carpet Care*	522.00	0.00	0.00	0.00	0.00	522.00
Wholesale Resort Accessories, Inc.	315.00	0.00	0.00	0.00	21.50	336.50
YIG Administration	0.00	16.98	16.98	16.98	-25.47	25.47
Youphoria Productions, LLC.	5,000.00	0.00	0.00	0.00	0.00	5,000.00
ZoomAway, Inc.	0.00	3,998.00	0.00	0.00	0.00	3,998.00
TOTAL	83,187.15	139,497.95	204.62	204.62	-1,291.33	221,803.01

North Lake Tahoe Resort Association

Profit & Loss

June 2017

08/29/17
Accrual Basis

	Jun 17	Jun 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	314,665.00	214,828.18	99,836.82	46.5%
4200-00 · Membership Dues	10,789.58	23,370.41	-12,580.83	-53.8%
4201-00 · New Member Fees	225.00	440.00	-215.00	-48.9%
4205-00 · Conference Dues	-1,008.34	0.00	-1,008.34	-100.0%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	9,235.07	0.00	9,235.07	100.0%
4250-05 · Sponsorships	3,250.00	0.00	3,250.00	100.0%
4250-01 · Community Awards - Other	5,894.93	0.00	5,894.93	100.0%
Total 4250-01 · Community Awards	18,380.00	0.00	18,380.00	100.0%
4250-03 · Summer/Winter Rec Luncheon	2,361.52	0.00	2,361.52	100.0%
4251-00 · Revenue-Tue AM Breakfast Club	855.00	180.00	675.00	375.0%
4250-00 · Revenues-Membership Activities - Other	-13,790.26	27,589.96	-41,380.22	-150.0%
Total 4250-00 · Revenues-Membership Activities	7,806.26	27,769.96	-19,963.70	-71.9%
4252-00 · Revenue - Sponsorships	-2,950.00	0.00	-2,950.00	-100.0%
4350-00 · Special Events (Marketing)	0.00	41,035.65	-41,035.65	-100.0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	170.96	-316.00	486.96	154.1%
4600-00 · Commissions - Other	4,893.98	-714.09	5,608.07	785.3%
Total 4600-00 · Commissions	5,064.94	-1,030.09	6,095.03	591.7%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	87.00	1,443.75	-1,356.75	-94.0%
46000 · Merchandise Sales - Other	12,745.61	10,468.82	2,276.79	21.8%
Total 46000 · Merchandise Sales	12,832.61	11,912.57	920.04	7.7%
Total Income	347,425.05	318,326.68	29,098.37	9.1%
Gross Profit	347,425.05	318,326.68	29,098.37	9.1%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0.00	2,553.79	-2,553.79	-100.0%
5020-00 · P/R - Tax Expense	6,510.57	8,576.94	-2,066.37	-24.1%
5030-00 · P/R - Health Insurance Expense	11,263.87	7,738.75	3,525.12	45.6%
5040-00 · P/R - Workmans Comp	0.00	2,159.25	-2,159.25	-100.0%
5060-00 · 401 (k)	3,422.99	3,540.62	-117.63	-3.3%
5070-00 · Other Benefits and Expenses	432.33	292.65	139.68	47.7%
5000-00 · Salaries & Wages - Other	106,984.22	91,679.87	15,304.35	16.7%
Total 5000-00 · Salaries & Wages	128,613.98	116,541.87	12,072.11	10.4%
5100-00 · Rent				
5110-00 · Utilities	870.00	1,346.66	-476.66	-35.4%
5140-00 · Repairs & Maintenance	0.00	866.57	-866.57	-100.0%
5150-00 · Office - Cleaning	1,522.00	975.00	547.00	56.1%
5100-00 · Rent - Other	14,007.63	14,488.27	-480.64	-3.3%
Total 5100-00 · Rent	16,399.63	17,676.50	-1,276.87	-7.2%
5310-00 · Telephone				
5320-00 · Telephone	2,418.18	2,376.45	41.73	1.8%
Total 5310-00 · Telephone	2,418.18	2,376.45	41.73	1.8%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	0.00	5,400.58	-5,400.58	-100.0%
5480-00 · Mail - Fed Ex	0.00	44.08	-44.08	-100.0%
5420-00 · Mail - USPS - Other	340.92	0.00	340.92	100.0%
Total 5420-00 · Mail - USPS	340.92	5,444.66	-5,103.74	-93.7%
5510-00 · Insurance/Bonding	264.42	619.93	-355.51	-57.4%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	1,975.00	2,200.49	-225.49	-10.3%
5520-00 · Supplies - Other	1,864.35	4,181.41	-2,317.06	-55.4%

North Lake Tahoe Resort Association

Profit & Loss

June 2017

	Jun 17	Jun 16	\$ Change	% Change
Total 5520-00 · Supplies	3,839.35	6,381.90	-2,542.55	-39.8%
5530-00 · Visitor Communications - Other	0.00	109.00	-109.00	-100.0%
5610-00 · Depreciation	233.02	7.41	225.61	3,044.7%
5700-00 · Equipment Support & Maintenance	1,043.33	2,392.55	-1,349.22	-56.4%
5710-00 · Taxes, Licenses & Fees	582.57	774.73	-192.16	-24.8%
5740-00 · Equipment Rental/Leasing	1,848.91	1,163.09	685.82	59.0%
5800-00 · Training Seminars	0.00	400.00	-400.00	-100.0%
5815 · Training Video Series	1,387.50	0.00	1,387.50	100.0%
5830-00 · Commission Due to Third Party	375.37	0.00	375.37	100.0%
5850-00 · Artist of Month - Commissions	405.00	0.00	405.00	100.0%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	400.00	0.00	400.00	100.0%
5920-00 · Professional Fees - Accountant	0.00	9,216.59	-9,216.59	-100.0%
5921-00 · Professional Fees - Other	12,557.16	0.00	12,557.16	100.0%
5900-00 · Professional Fees - Other	4,031.25	0.00	4,031.25	100.0%
Total 5900-00 · Professional Fees	16,988.41	9,216.59	7,771.82	84.3%
5941-00 · Research & Planning	750.00	28,030.94	-27,280.94	-97.3%
5948-00 · Transportation Projects				
5955-00 · Winter Traffic Management (S-1)	0.00	-26,150.00	26,150.00	100.0%
5948-00 · Transportation Projects - Other	11,148.40	0.00	11,148.40	100.0%
Total 5948-00 · Transportation Projects	11,148.40	-26,150.00	37,298.40	142.6%
6020-00 · Programs				
6016-00 · Special Event Partnership	4,634.53	0.31	4,634.22	1,494,909.7%
6018-00 · Business Assoc. Grants	0.00	30,000.00	-30,000.00	-100.0%
Total 6020-00 · Programs	4,634.53	30,000.31	-25,365.78	-84.6%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	105.00	1,190.52	-1,085.52	-91.2%
6421-03 · Barcelona Soccer	3,000.00	0.00	3,000.00	100.0%
6421-05 · No Barriers	579.15	0.00	579.15	100.0%
6421-09 · Wanderlust	5,277.73	0.00	5,277.73	100.0%
6421-11 · IronMan Lake Tahoe	0.00	38,675.00	-38,675.00	-100.0%
6421-14 · Tahoe Trail 100	5,000.00	0.00	5,000.00	100.0%
6421-15 · Lake Tahoe Dance Collective	5,000.00	0.00	5,000.00	100.0%
Total 6420-01 · Sponsorships	18,961.88	39,865.52	-20,903.64	-52.4%
6421-00 · New Event Development	0.00	19,766.24	-19,766.24	-100.0%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	12,380.53	0.00	12,380.53	100.0%
6422-05 · Other	2,500.00	0.00	2,500.00	100.0%
6422-06 · Music Campaign	10,451.59	0.00	10,451.59	100.0%
Total 6422-00 · Event Media	25,332.12	0.00	25,332.12	100.0%
6424-00 · Event Operation Expenses	8,863.32	0.00	8,863.32	100.0%
6427-00 · USA Cycling	0.00	654.00	-654.00	-100.0%
6420-00 · Events - Other	0.00	50,000.00	-50,000.00	-100.0%
Total 6420-00 · Events	53,157.32	110,285.76	-57,128.44	-51.8%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	0.00	391.70	-391.70	-100.0%
6434-00 · Community Awards Dinner	136.07	27,556.41	-27,420.34	-99.5%
6436-00 · Membership - Wnt/Sum Rec Lunch	996.71	0.00	996.71	100.0%
6437-00 · Tuesday Morning Breakfast Club	594.00	0.00	594.00	100.0%
6441-00 · Membership - Miscellaneous Exp	15.54	0.00	15.54	100.0%
6423-00 · Membership Activities - Other	285.16	3,172.39	-2,887.23	-91.0%
Total 6423-00 · Membership Activities	2,027.48	31,120.50	-29,093.02	-93.5%
6490-00 · Classified Ads	0.00	15.00	-15.00	-100.0%
6730-00 · Marketing Cooperative/Media	126,500.00	97,000.00	29,500.00	30.4%
6742-00 · Non-NLT Co-Op Marketing Program	8,931.58	28,060.67	-19,129.09	-68.2%
6743-00 · BACC Marketing Programs				

North Lake Tahoe Resort Association

Profit & Loss

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June 2017

Accrual Basis

	Jun 17	Jun 16	\$ Change	% Change
6743-01 · Shop Local	12,295.00	0.00	12,295.00	100.0%
6743-02 · Shopping Destination	0.00	4,057.64	-4,057.64	-100.0%
6743-03 · Touch Lake Tahoe	-1,000.00	0.00	-1,000.00	-100.0%
6743-04 · High Notes	17,290.00	15,631.83	1,658.17	10.6%
6743-05 · Peak Your Adventure	18,739.20	21,400.00	-2,660.80	-12.4%
6743-00 · BACC Marketing Programs - Other	0.00	40.00	-40.00	-100.0%
Total 6743-00 · BACC Marketing Programs	47,324.20	41,129.47	6,194.73	15.1%
6800-00 · Conference Commission Expense	0.00	2,681.46	-2,681.46	-100.0%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	36.57	463.74	-427.17	-92.1%
52500 · Purchase Discounts	0.00	-97.20	97.20	100.0%
59900 · POS Inventory Adjustments	516.15	-115.71	631.86	546.1%
8100-00 · Cost of Goods Sold - Other	5,577.18	8,148.64	-2,571.46	-31.6%
Total 8100-00 · Cost of Goods Sold	6,129.90	8,399.47	-2,269.57	-27.0%
8200-00 · Associate Relations	858.17	140.25	717.92	511.9%
8300-00 · Board Functions	849.43	2,768.75	-1,919.32	-69.3%
8500-00 · Credit Card Fees	608.76	1.07	607.69	56,793.5%
8700-00 · Automobile Expenses	411.91	659.07	-247.16	-37.5%
8750-00 · Meals/Meetings	961.54	245.85	715.69	291.1%
8810-00 · Dues & Subscriptions	260.95	712.99	-452.04	-63.4%
8910-00 · Travel	0.00	405.49	-405.49	-100.0%
8920-00 · Bad Debt	1,131.75	33,595.00	-32,463.25	-96.6%
8930-00 · Prior Period Adjustments	0.00	4,707.23	-4,707.23	-100.0%
Total Expense	440,426.51	556,913.96	-116,487.45	-20.9%
Net Ordinary Income	-93,001.46	-238,587.28	145,585.82	61.0%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	0.00	66.32	-66.32	-100.0%
Total Other Income	0.00	66.32	-66.32	-100.0%
Net Other Income	0.00	66.32	-66.32	-100.0%
Net Income	-93,001.46	-238,520.96	145,519.50	61.0%

North Lake Tahoe Resort Association

Profit & Loss

July 2016 through June 2017

08/29/17
Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	3,775,980.00	3,239,763.18	536,216.82	16.6%
4200-00 · Membership Dues	139,090.47	133,481.83	5,608.64	4.2%
4201-00 · New Member Fees	975.00	2,045.00	-1,070.00	-52.3%
4205-00 · Conference Dues	7,700.00	0.00	7,700.00	100.0%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	9,235.07	0.00	9,235.07	100.0%
4250-05 · Sponsorships	3,250.00	0.00	3,250.00	100.0%
4250-01 · Community Awards - Other	15,430.00	0.00	15,430.00	100.0%
Total 4250-01 · Community Awards	27,915.07	0.00	27,915.07	100.0%
4250-02 · Tourism Summit	1,100.00	0.00	1,100.00	100.0%
4250-03 · Summer/Winter Rec Luncheon	2,361.52	0.00	2,361.52	100.0%
4251-00 · Revenue-Tue AM Breakfast Club	6,989.42	10,225.00	-3,235.58	-31.6%
4250-00 · Revenues-Membership Activities - Other	6,025.74	62,785.47	-56,759.73	-90.4%
Total 4250-00 · Revenues-Membership Activities	44,391.75	73,010.47	-28,618.72	-39.2%
4252-00 · Revenue - Sponsorships	500.00	500.00	0.00	0.0%
4350-00 · Special Events (Marketing)	0.00	41,035.65	-41,035.65	-100.0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	8,967.66	13,395.34	-4,427.68	-33.1%
4600-00 · Commissions - Other	106,721.39	174,962.49	-68,241.10	-39.0%
Total 4600-00 · Commissions	115,689.05	188,357.83	-72,668.78	-38.6%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	5,767.00	3,532.10	2,234.90	63.3%
46000 · Merchandise Sales - Other	91,309.03	75,202.73	16,106.30	21.4%
Total 46000 · Merchandise Sales	97,076.03	78,734.83	18,341.20	23.3%
Total Income	4,181,402.30	3,756,928.79	424,473.51	11.3%
Cost of Goods Sold				
52900 · Purchases - Resale Items	54.00	0.00	54.00	100.0%
Total COGS	54.00	0.00	54.00	100.0%
Gross Profit	4,181,348.30	3,756,928.79	424,419.51	11.3%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	40,494.07	23,075.16	17,418.91	75.5%
5020-00 · P/R - Tax Expense	92,395.01	88,801.45	3,593.56	4.1%
5030-00 · P/R - Health Insurance Expense	117,734.01	104,720.96	13,013.05	12.4%
5040-00 · P/R - Workmans Comp	5,174.49	13,100.60	-7,926.11	-60.5%
5060-00 · 401 (k)	34,725.91	35,994.78	-1,268.87	-3.5%
5070-00 · Other Benefits and Expenses	3,817.02	6,064.85	-2,247.83	-37.1%
5000-00 · Salaries & Wages - Other	1,102,522.43	1,015,575.67	86,946.76	8.6%
Total 5000-00 · Salaries & Wages	1,396,862.94	1,287,333.47	109,529.47	8.5%
5100-00 · Rent				
5110-00 · Utilities	11,050.40	11,813.49	-763.09	-6.5%
5140-00 · Repairs & Maintenance	9,557.58	6,240.30	3,317.28	53.2%
5150-00 · Office - Cleaning	8,824.40	7,450.00	1,374.40	18.5%
5100-00 · Rent - Other	149,832.23	140,716.28	9,115.95	6.5%
Total 5100-00 · Rent	179,264.61	166,220.07	13,044.54	7.9%
5310-00 · Telephone				
5320-00 · Telephone	29,098.79	28,393.82	704.97	2.5%
5350-00 · Internet	224.85	289.85	-65.00	-22.4%
Total 5310-00 · Telephone	29,323.64	28,683.67	639.97	2.2%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	1,000.00	5,905.88	-4,905.88	-83.1%
5480-00 · Mail - Fed Ex	526.84	827.82	-300.98	-36.4%
5420-00 · Mail - USPS - Other	2,594.82	916.94	1,677.88	183.0%

North Lake Tahoe Resort Association

Profit & Loss

July 2016 through June 2017

08/29/17

Accrual Basis

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
Total 5420-00 · Mail - USPS	4,121.66	7,650.64	-3,528.98	-46.1%
5510-00 · Insurance/Bonding	6,893.16	7,193.71	-300.55	-4.2%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,984.44	6,287.76	-2,303.32	-36.6%
5520-00 · Supplies - Other	11,773.13	15,919.73	-4,146.60	-26.1%
Total 5520-00 · Supplies	15,757.57	22,207.49	-6,449.92	-29.0%
5530-00 · Visitor Communications - Other	-109.00	144.44	-253.44	-175.5%
5610-00 · Depreciation	2,480.09	6,165.51	-3,685.42	-59.8%
5700-00 · Equipment Support & Maintenance	12,831.44	9,292.14	3,539.30	38.1%
5710-00 · Taxes, Licenses & Fees	9,147.90	9,232.97	-85.07	-0.9%
5740-00 · Equipment Rental/Leasing	15,559.11	16,794.86	-1,235.75	-7.4%
5800-00 · Training Seminars	6,271.72	4,366.68	1,905.04	43.6%
5810-00 · Public Outreach	1,650.00	0.00	1,650.00	100.0%
5815 · Training Video Series	10,327.80	0.00	10,327.80	100.0%
5820 · Sales CRM/CMS	2,373.94	0.00	2,373.94	100.0%
5830-00 · Commission Due to Third Party	375.37	0.00	375.37	100.0%
5850-00 · Artist of Month - Commissions	2,453.21	0.00	2,453.21	100.0%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	3,978.19	2,900.00	1,078.19	37.2%
5920-00 · Professional Fees - Accountant	35,862.00	102,124.93	-66,262.93	-64.9%
5921-00 · Professional Fees - Other	36,837.71	0.00	36,837.71	100.0%
5900-00 · Professional Fees - Other	5,281.25	312.50	4,968.75	1,590.0%
Total 5900-00 · Professional Fees	81,959.15	105,337.43	-23,378.28	-22.2%
5940-00 · Research & Planning Membership	3,000.00	0.00	3,000.00	100.0%
5941-00 · Research & Planning	26,350.55	83,219.44	-56,868.89	-68.3%
5948-00 · Transportation Projects				
5953-00 · Summer Traffic Management (S-2)	-1,593.65	0.00	-1,593.65	-100.0%
5948-00 · Transportation Projects - Other	24,781.18	0.00	24,781.18	100.0%
Total 5948-00 · Transportation Projects	23,187.53	0.00	23,187.53	100.0%
6020-00 · Programs				
6016-00 · Special Event Partnership	30,282.53	12,924.05	17,358.48	134.3%
6018-00 · Business Assoc. Grants	30,000.00	30,000.00	0.00	0.0%
Total 6020-00 · Programs	60,282.53	42,924.05	17,358.48	40.4%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine				
6025-00 · AFW- Postage	0.00	17.69	-17.69	-100.0%
6023-00 · Autumn Food & Wine - Other	32,897.86	32,875.02	22.84	0.1%
Total 6023-00 · Autumn Food & Wine	32,897.86	32,892.71	5.15	0.0%
6421-01 · 4th of July Fireworks	20,000.00	0.00	20,000.00	100.0%
6421-02 · AMGEN Tour of California	19,165.00	0.00	19,165.00	100.0%
6421-03 · Barcelona Soccer	3,000.00	0.00	3,000.00	100.0%
6421-04 · Broken Arrow Skyrace	20,000.00	0.00	20,000.00	100.0%
6421-05 · No Barriers	8,979.15	0.00	8,979.15	100.0%
6421-06 · Spartan	198,550.00	0.00	198,550.00	100.0%
6421-07 · Tahoe Lacrosse Tournament	5,000.00	0.00	5,000.00	100.0%
6421-09 · Wanderlust	35,367.73	0.00	35,367.73	100.0%
6421-10 · WinterWonderGrass - Tahoe	15,400.00	14,600.00	800.00	5.5%
6421-11 · IronMan Lake Tahoe	0.00	425,242.47	-425,242.47	-100.0%
6421-12 · World Cup	39,564.10	0.00	39,564.10	100.0%
6421-13 · Big Blue Adventure	21,500.00	0.00	21,500.00	100.0%
6421-14 · Tahoe Trail 100	5,000.00	0.00	5,000.00	100.0%
6421-15 · Lake Tahoe Dance Collective	5,000.00	0.00	5,000.00	100.0%
Total 6420-01 · Sponsorships	429,423.84	472,735.18	-43,311.34	-9.2%
6421-00 · New Event Development	5,930.28	36,468.06	-30,537.78	-83.7%
6422-00 · Event Media				
6422-02 · Photography	6,363.00	0.00	6,363.00	100.0%
6422-03 · Human Powered Sports Campaign	55,000.21	0.00	55,000.21	100.0%
6422-04 · PR	3,500.00	0.00	3,500.00	100.0%
6422-05 · Other	2,500.00	0.00	2,500.00	100.0%

North Lake Tahoe Resort Association

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July 2016 through June 2017

	Jul '16 - Jun 17	Jul '15 - Jun 16	\$ Change	% Change
6422-06 · Music Campaign	12,951.59	0.00	12,951.59	100.0%
Total 6422-00 · Event Media	80,314.80	0.00	80,314.80	100.0%
6424-00 · Event Operation Expenses	8,914.78	0.00	8,914.78	100.0%
6426-00 · Dues & Subscriptions	109.40	0.00	109.40	100.0%
6427-00 · USA Cycling	0.00	-4,790.14	4,790.14	100.0%
6420-00 · Events - Other	0.00	89,625.00	-89,625.00	-100.0%
Total 6420-00 · Events	524,693.10	594,038.10	-69,345.00	-11.7%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	2,001.24	4,503.41	-2,502.17	-55.6%
6434-00 · Community Awards Dinner	21,651.45	16,414.45	5,237.00	31.9%
6436-00 · Membership - Wnt/Sum Rec Lunch	996.71	64.83	931.88	1,437.4%
6437-00 · Tuesday Morning Breakfast Club	6,088.50	4,964.00	1,124.50	22.7%
6441-00 · Membership - Miscellaneous Exp	52.59	69.24	-16.65	-24.1%
6442-00 · Public Relations/Website	81.00	3,920.50	-3,839.50	-97.9%
6443-00 · Membership - Bridal Faire	75.63	3,269.86	-3,194.23	-97.7%
6444-00 · Trades	1,190.00	0.00	1,190.00	100.0%
6423-00 · Membership Activities - Other	7,368.89	16,263.64	-8,894.75	-54.7%
Total 6423-00 · Membership Activities	39,506.01	49,469.93	-9,963.92	-20.1%
6490-00 · Classified Ads	275.00	15.00	260.00	1,733.3%
6600-00 · Promotions/Giveaways	32.14	0.00	32.14	100.0%
6701-00 · Market Study Reports/Research	402.40	5,398.94	-4,996.54	-92.6%
6730-00 · Marketing Cooperative/Media	1,277,371.00	1,082,019.83	195,351.17	18.1%
6740-00 · Media/Collateral/Production	99.00	0.00	99.00	100.0%
6742-00 · Non-NLT Co-Op Marketing Program				
6015-00 · Cross Country	4,000.00	0.00	4,000.00	100.0%
6742-00 · Non-NLT Co-Op Marketing Program - Other	28,557.17	43,446.71	-14,889.54	-34.3%
Total 6742-00 · Non-NLT Co-Op Marketing Program	32,557.17	43,446.71	-10,889.54	-25.1%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	17,105.61	8,330.43	8,775.18	105.3%
6743-02 · Shopping Destination	0.00	11,197.59	-11,197.59	-100.0%
6743-03 · Touch Lake Tahoe	15,666.65	20,200.00	-4,533.35	-22.4%
6743-04 · High Notes	24,402.82	31,631.83	-7,229.01	-22.9%
6743-05 · Peak Your Adventure	19,716.00	21,900.00	-2,184.00	-10.0%
6743-00 · BACC Marketing Programs - Other	0.00	40.00	-40.00	-100.0%
Total 6743-00 · BACC Marketing Programs	76,891.08	93,299.85	-16,408.77	-17.6%
6800-00 · Conference Commission Expense	0.00	2,681.46	-2,681.46	-100.0%
7500-00 · Trade Shows/Travel	15.00	362.45	-347.45	-95.9%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	2,333.15	1,609.61	723.54	45.0%
52500 · Purchase Discounts	-1,431.86	-129.45	-1,302.41	-1,006.1%
59900 · POS Inventory Adjustments	1,327.33	-347.18	1,674.51	482.3%
8100-00 · Cost of Goods Sold - Other	47,154.79	40,897.36	6,257.43	15.3%
Total 8100-00 · Cost of Goods Sold	49,383.41	42,030.34	7,353.07	17.5%
8200-00 · Associate Relations	4,341.52	3,759.80	581.72	15.5%
8300-00 · Board Functions	2,612.86	4,542.24	-1,929.38	-42.5%
8500-00 · Credit Card Fees	6,689.34	6,360.26	329.08	5.2%
8700-00 · Automobile Expenses	5,213.29	7,230.99	-2,017.70	-27.9%
8750-00 · Meals/Meetings	5,641.49	4,836.76	804.73	16.6%
8810-00 · Dues & Subscriptions	9,366.50	18,051.25	-8,684.75	-48.1%
8910-00 · Travel	9,927.59	5,023.83	4,903.76	97.6%
8920-00 · Bad Debt	23,598.00	33,595.00	-9,997.00	-29.8%
8930-00 · Prior Period Adjustments	0.00	-2,495.65	2,495.65	100.0%
Total Expense	3,958,980.82	3,790,433.66	168,547.16	4.5%
Net Ordinary Income	222,367.48	-33,504.87	255,872.35	763.7%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	0.00	66.32	-66.32	-100.0%

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North Lake Tahoe Resort Association

Profit & Loss

08/29/17

July 2016 through June 2017

Accrual Basis

	<u>Jul '16 - Jun 17</u>	<u>Jul '15 - Jun 16</u>	<u>\$ Change</u>	<u>% Change</u>
Total Other Income	0.00	66.32	-66.32	-100.0%
Other Expense				
Balancing Adjustments	0.08	0.00	0.08	100.0%
Total Other Expense	0.08	0.00	0.08	100.0%
Net Other Income	-0.08	66.32	-66.40	-100.1%
Net Income	<u>222,367.40</u>	<u>-33,438.55</u>	<u>255,805.95</u>	<u>765.0%</u>

Pre - Audit Draft

North Lake Tahoe Resort Association
Profit & Loss by Class

June 2017

Accrual Basis

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administrati...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 - County of Placer TOT Funding	222,140.00	24,133.00	22,018.00	27,827.00	18,547.00	0.00	0.00	314,665.00
4200-00 - Membership Dues	0.00	0.00	0.00	0.00	0.00	10,789.58	0.00	10,789.58
4201-00 - New Member Fees	0.00	0.00	0.00	0.00	0.00	225.00	0.00	225.00
4205-00 - Conference Dues	0.00	-1,008.34	0.00	0.00	0.00	0.00	0.00	-1,008.34
4250-00 - Revenues-Membership Activities								
4250-01 - Community Awards								
4250-04 - Silent Auction	0.00	0.00	0.00	0.00	0.00	9,235.07	0.00	9,235.07
4250-05 - Sponsorships	0.00	0.00	0.00	0.00	0.00	3,250.00	0.00	3,250.00
4250-01 - Community Awards - Other	0.00	0.00	0.00	0.00	0.00	5,894.93	0.00	5,894.93
Total 4250-01 - Community Awards	0.00	0.00	0.00	0.00	0.00	18,380.00	0.00	18,380.00
4250-03 - Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	2,361.52	0.00	2,361.52
4251-00 - Revenue-Tue AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	855.00	0.00	855.00
4250-00 - Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	-13,790.26	0.00	-13,790.26
Total 4250-00 - Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	7,806.26	0.00	7,806.26
4252-00 - Revenue - Sponsorships	0.00	0.00	0.00	0.00	0.00	-2,950.00	0.00	-2,950.00
4600-00 - Commissions								
4601-00 - Commissions - South Shore	0.00	170.96	0.00	0.00	0.00	0.00	0.00	170.96
4600-00 - Commissions - Other	0.00	4,893.98	0.00	0.00	0.00	0.00	0.00	4,893.98
Total 4600-00 - Commissions	0.00	5,064.94	0.00	0.00	0.00	0.00	0.00	5,064.94
46000 - Merchandise Sales								
4502-00 - Non-Retail VIC income	0.00	0.00	0.00	87.00	0.00	0.00	0.00	87.00
46000 - Merchandise Sales - Other	0.00	0.00	0.00	12,745.61	0.00	0.00	0.00	12,745.61
Total 46000 - Merchandise Sales	0.00	0.00	0.00	12,832.61	0.00	0.00	0.00	12,832.61
Total Income	222,140.00	28,189.60	22,018.00	40,659.61	18,547.00	15,870.84	0.00	347,425.05
Gross Profit	222,140.00	28,189.60	22,018.00	40,659.61	18,547.00	15,870.84	0.00	347,425.05
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	1,253.79	738.23	549.73	939.03	549.73	457.84	2,022.22	6,510.57
5030-00 - P/R - Health Insurance Expense	4,251.49	1,149.61	404.30	1,560.45	404.30	1,796.22	1,697.50	11,263.87
5060-00 - 401 (k)	677.45	374.72	286.82	493.60	286.82	315.54	988.04	3,422.99
5070-00 - Other Benefits and Expenses	100.96	166.98	6.79	41.98	6.78	11.89	96.95	432.33
5000-00 - Salaries & Wages - Other	21,918.06	11,258.28	9,153.18	14,433.66	9,153.18	7,596.44	33,471.42	106,984.22
Total 5000-00 - Salaries & Wages	29,576.75	13,687.82	10,400.82	17,468.72	10,400.81	8,802.93	38,276.13	128,613.99
5100-00 - Rent								
5110-00 - Utilities	107.99	53.99	21.59	546.05	21.59	37.80	80.99	870.00
5150-00 - Office - Cleaning	238.46	119.24	47.70	806.61	47.70	83.46	178.83	1,522.00
5100-00 - Rent - Other	2,145.32	1,032.67	413.06	7,378.65	413.06	802.86	1,822.01	14,007.63
Total 5100-00 - Rent	2,491.77	1,205.90	482.35	8,731.31	482.35	924.12	2,081.83	16,399.63
5310-00 - Telephone								
5320-00 - Telephone	572.46	245.97	186.45	243.25	186.45	276.85	706.75	2,418.18
Total 5310-00 - Telephone	572.46	245.97	186.45	243.25	186.45	276.85	706.75	2,418.18
5420-00 - Mail - USPS	46.34	0.00	0.00	0.00	0.00	0.00	294.58	340.92
5510-00 - Insurance/Bonding	50.24	50.24	7.93	66.11	7.93	23.80	58.17	264.42
5520-00 - Supplies								
5525-00 - Supplies- Computer <\$1000	0.00	0.00	0.00	990.00	0.00	0.00	985.00	1,975.00
5520-00 - Supplies - Other	80.42	20.27	11.80	975.24	11.80	86.25	678.57	1,864.35
Total 5520-00 - Supplies	80.42	20.27	11.80	1,965.24	11.80	86.25	1,663.57	3,839.35
5610-00 - Depreciation	20.99	10.91	6.72	128.86	6.72	6.72	52.10	233.02
5700-00 - Equipment Support & Maintenance	202.11	101.05	40.42	202.11	40.42	70.74	386.48	1,043.33
5710-00 - Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	592.57	592.57
5740-00 - Equipment Rental/Leasing	151.36	131.90	112.71	932.08	112.71	234.61	173.54	1,848.91
5815 - Training Video Series	1,387.50	0.00	0.00	0.00	0.00	0.00	0.00	1,387.50
5830-00 - Commission Due to Third Party	0.00	375.37	0.00	0.00	0.00	0.00	0.00	375.37
5850-00 - Artist of Month - Commissions	0.00	0.00	0.00	405.00	0.00	0.00	0.00	405.00
5900-00 - Professional Fees								
5910-00 - Professional Fees - Attorneys	0.00	0.00	0.00	0.00	0.00	0.00	400.00	400.00
5921-00 - Professional Fees - Other	0.00	0.00	0.00	0.00	0.00	0.00	12,557.16	12,557.16
5900-00 - Professional Fees - Other	4,031.25	0.00	0.00	0.00	0.00	0.00	0.00	4,031.25
Total 5900-00 - Professional Fees	4,031.25	0.00	0.00	0.00	0.00	0.00	12,957.16	16,988.41
5941-00 - Research & Planning	0.00	0.00	375.00	0.00	375.00	0.00	0.00	750.00
5948-00 - Transportation Projects	0.00	0.00	11,148.40	0.00	0.00	0.00	0.00	11,148.40
6020-00 - Programs								
6016-00 - Special Event Partnership	4,634.53	0.00	0.00	0.00	0.00	0.00	0.00	4,634.53
Total 6020-00 - Programs	4,634.53	0.00	0.00	0.00	0.00	0.00	0.00	4,634.53
6420-00 - Events								
6420-01 - Sponsorships								
6023-00 - Autumn Food & Wine	105.00	0.00	0.00	0.00	0.00	0.00	0.00	105.00
6421-03 - Barcelona Soccer	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-05 - No Barriers	579.15	0.00	0.00	0.00	0.00	0.00	0.00	579.15
6421-09 - Wanderlust	5,277.73	0.00	0.00	0.00	0.00	0.00	0.00	5,277.73
6421-14 - Tahoe Trail 100	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-15 - Lake Tahoe Dance Collective	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 - Sponsorships	18,961.88	0.00	0.00	0.00	0.00	0.00	0.00	18,961.88
6422-00 - Event Media								
6422-03 - Human Powered Sports Campaign	12,380.53	0.00	0.00	0.00	0.00	0.00	0.00	12,380.53
6422-05 - Other	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
6422-06 - Music Campaign	10,451.59	0.00	0.00	0.00	0.00	0.00	0.00	10,451.59
Total 6422-00 - Event Media	25,332.12	0.00	0.00	0.00	0.00	0.00	0.00	25,332.12
6424-00 - Event Operation Expenses	8,863.32	0.00	0.00	0.00	0.00	0.00	0.00	8,863.32
Total 6420-00 - Events	53,157.32	0.00	0.00	0.00	0.00	0.00	0.00	53,157.32
6423-00 - Membership Activities								
6434-00 - Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	136.07	0.00	136.07
6436-00 - Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	996.71	0.00	996.71
6437-00 - Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	594.00	0.00	594.00
6441-00 - Membership - Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	15.54	0.00	15.54
6423-00 - Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	285.16	0.00	285.16

North Lake Tahoe Resort Association
Profit & Loss by Class

June 2017

Accrual Basis

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administrati...	TOTAL
Total 6423-00 - Membership Activities	0.00	0.00	0.00	0.00	0.00	2,027.48	0.00	2,027.48
6730-00 - Marketing Cooperative/Media	117,333.33	9,166.67	0.00	0.00	0.00	0.00	0.00	126,500.00
6742-00 - Non-NLT Co-Op Marketing Program	8,931.58	0.00	0.00	0.00	0.00	0.00	0.00	8,931.58
6743-00 - BACC Marketing Programs								
6743-01 - Shop Local	12,295.00	0.00	0.00	0.00	0.00	0.00	0.00	12,295.00
6743-03 - Touch Lake Tahoe	-1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	-1,000.00
6743-04 - High Notes	17,290.00	0.00	0.00	0.00	0.00	0.00	0.00	17,290.00
6743-05 - Peak Your Adventure	18,739.20	0.00	0.00	0.00	0.00	0.00	0.00	18,739.20
Total 6743-00 - BACC Marketing Programs	47,324.20	0.00	0.00	0.00	0.00	0.00	0.00	47,324.20
8100-00 - Cost of Goods Sold								
51100 - Freight and Shipping Costs	0.00	0.00	0.00	36.57	0.00	0.00	0.00	36.57
59900 - POS Inventory Adjustments	0.00	0.00	0.00	516.15	0.00	0.00	0.00	516.15
8100-00 - Cost of Goods Sold - Other	0.00	0.00	0.00	5,577.18	0.00	0.00	0.00	5,577.18
Total 8100-00 - Cost of Goods Sold	0.00	0.00	0.00	6,129.90	0.00	0.00	0.00	6,129.90
8200-00 - Associate Relations	0.00	0.00	0.00	0.00	0.00	0.00	858.17	858.17
8300-00 - Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	849.43	849.43
8500-00 - Credit Card Fees	0.00	0.00	0.00	372.58	0.00	191.18	45.00	608.76
8700-00 - Automobile Expenses	115.60	0.00	46.98	51.90	46.97	96.10	54.36	411.91
8750-00 - Meals/Meetings	8.21	0.00	716.00	140.11	0.00	0.00	97.22	961.54
8810-00 - Dues & Subscriptions	29.98	0.00	2.25	49.99	2.25	5.99	170.49	260.95
8920-00 - Bad Debt	0.00	0.00	0.00	0.00	0.00	1,131.75	0.00	1,131.75
Total Expense	270,145.94	24,996.10	23,537.83	36,887.16	11,673.41	13,878.52	59,307.55	440,426.51
Net Ordinary Income	-48,005.94	3,193.50	-1,519.83	3,772.45	6,873.59	1,992.32	-59,307.55	-93,001.46
Other Income/Expense								
Other Expense								
8990-00 - Allocated	28,467.62	6,523.83	6,523.83	5,930.76	6,523.83	5,337.68	-59,307.55	0.00
Total Other Expense	28,467.62	6,523.83	6,523.83	5,930.76	6,523.83	5,337.68	-59,307.55	0.00
Net Other Income	-28,467.62	-6,523.83	-6,523.83	-5,930.76	-6,523.83	-5,337.68	59,307.55	0.00
Net Income	-76,473.56	-3,330.33	-8,043.66	-2,158.31	349.76	-3,345.36	0.00	-93,001.46

PRE - Audit

North Lake Tahoe Resort Association Profit & Loss by Class

July 2016 through June 2017

Accrual Basis

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administrat...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	2,665,680.00	289,596.00	264,216.00	333,924.00	222,564.00	0.00	0.00	3,775,980.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	139,090.47	0.00	139,090.47
4201-00 · New Member Fees	0.00	0.00	0.00	0.00	0.00	975.00	0.00	975.00
4205-00 · Conference Dues	0.00	7,700.00	0.00	0.00	0.00	0.00	0.00	7,700.00
4250-00 · Revenues-Membership Activities								
4250-01 · Community Awards								
4250-04 · Silent Auction	0.00	0.00	0.00	0.00	0.00	9,235.07	0.00	9,235.07
4250-05 · Sponsorships	0.00	0.00	0.00	0.00	0.00	3,250.00	0.00	3,250.00
4250-01 · Community Awards - Other	0.00	0.00	0.00	0.00	0.00	15,430.00	0.00	15,430.00
Total 4250-01 · Community Awards	0.00	0.00	0.00	0.00	0.00	27,915.07	0.00	27,915.07
4250-02 · Tourism Summit	0.00	0.00	0.00	0.00	0.00	1,100.00	0.00	1,100.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	2,361.52	0.00	2,361.52
4251-00 · Revenue-Tue AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	6,989.42	0.00	6,989.42
4250-00 · Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	6,025.74	0.00	6,025.74
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	44,391.75	0.00	44,391.75
4252-00 · Revenue - Sponsorships	0.00	0.00	0.00	0.00	0.00	500.00	0.00	500.00
4600-00 · Commissions								
4601-00 · Commissions - South Shore	0.00	8,967.66	0.00	0.00	0.00	0.00	0.00	8,967.66
4600-00 · Commissions - Other	0.00	106,721.39	0.00	0.00	0.00	0.00	0.00	106,721.39
Total 4600-00 · Commissions	0.00	115,689.05	0.00	0.00	0.00	0.00	0.00	115,689.05
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC Income	0.00	0.00	0.00	5,767.00	0.00	0.00	0.00	5,767.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	91,309.03	0.00	0.00	0.00	91,309.03
Total 46000 · Merchandise Sales	0.00	0.00	0.00	97,076.03	0.00	0.00	0.00	97,076.03
Total Income	2,665,680.00	412,985.05	264,216.00	431,000.03	222,564.00	184,957.22	0.00	4,181,402.30
Cost of Goods Sold								
52900 · Purchases - Resale Items	0.00	0.00	0.00	54.00	0.00	0.00	0.00	54.00
Total COGS	0.00	0.00	0.00	54.00	0.00	0.00	0.00	54.00
Gross Profit	2,665,680.00	412,985.05	264,216.00	430,946.03	222,564.00	184,957.22	0.00	4,181,348.30
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	16,500.00	0.00	0.00	0.00	0.00	-16,500.00	0.00	0.00
5010-00 · Sales Commissions	0.00	40,494.07	0.00	0.00	0.00	0.00	0.00	40,494.07
5020-00 · P/R - Tax Expense	21,753.34	15,052.25	6,570.64	15,837.49	6,151.96	5,891.86	21,137.47	92,395.01
5030-00 · P/R - Health Insurance Expense	44,332.64	14,997.59	5,519.05	20,305.41	5,519.12	9,583.07	17,477.13	117,734.01
5040-00 · P/R - Workmans Comp	1,241.88	879.71	310.47	983.20	310.47	362.26	1,086.50	5,174.49
5060-00 · 401 (k)	9,114.70	7,285.99	3,214.59	6,161.86	3,214.60	1,485.86	4,248.31	34,725.91
5070-00 · Other Benefits and Expenses	1,414.00	778.76	95.15	553.76	95.03	136.63	743.69	3,817.02
5000-00 · Salaries & Wages - Other	267,263.60	145,498.22	84,085.26	166,747.34	84,502.73	67,271.45	287,153.83	1,102,522.43
Total 5000-00 · Salaries & Wages	361,620.16	224,986.59	99,795.16	210,589.06	99,793.91	68,231.13	331,846.93	1,396,862.94
5100-00 · Rent								
5110-00 · Utilities	1,572.67	790.12	336.88	6,242.84	336.88	544.90	1,226.11	11,050.40
5140-00 · Repairs & Maintenance	1,749.82	907.24	543.81	1,478.45	543.81	563.97	3,770.48	9,557.58
5150-00 · Office - Cleaning	2,269.18	1,134.66	453.89	1,894.32	453.89	794.21	1,824.25	8,824.40
5100-00 · Rent - Other	22,927.37	10,983.75	4,393.49	78,765.89	4,393.49	8,568.61	19,799.63	149,832.23
Total 5100-00 · Rent	28,519.04	13,815.77	5,728.07	88,381.50	5,728.07	10,471.69	26,620.47	179,264.61
5310-00 · Telephone								
5320-00 · Telephone	6,328.07	2,876.06	2,314.33	3,679.59	2,314.30	2,847.26	8,739.18	29,098.79
5350-00 · Internet	224.85	0.00	0.00	0.00	0.00	0.00	0.00	224.85
Total 5310-00 · Telephone	6,552.92	2,876.06	2,314.33	3,679.59	2,314.30	2,847.26	8,739.18	29,323.64
5420-00 · Mail - USPS								
5470-00 · Mail - UPS	100.00	100.00	50.00	50.00	50.00	400.00	250.00	1,000.00
5480-00 · Mail - Fed Ex	31.13	0.00	0.00	471.69	0.00	0.00	24.02	526.84
5420-00 · Mail - USPS - Other	486.84	229.06	140.96	229.06	140.96	590.96	776.98	2,594.82
Total 5420-00 · Mail - USPS	617.97	329.06	190.96	750.75	190.96	990.96	1,051.00	4,121.66
5510-00 · Insurance/Bonding	1,309.71	1,309.70	206.77	1,723.31	206.77	620.40	1,516.50	6,893.16
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	201.31	12.57	136.74	1,002.57	136.74	621.22	1,873.29	3,984.44
5520-00 · Supplies - Other	1,547.35	380.75	154.38	3,164.22	154.38	1,139.52	5,232.53	11,773.13
Total 5520-00 · Supplies	1,748.66	393.32	291.12	4,166.79	291.12	1,760.74	7,105.82	15,757.57
5530-00 · Visitor Communications - Other	0.00	0.00	0.00	-109.00	0.00	0.00	0.00	-109.00
5610-00 · Depreciation	334.31	172.14	97.12	921.05	97.12	109.50	748.85	2,480.09
5700-00 · Equipment Support & Maintenance	2,254.61	760.87	296.50	2,246.55	296.50	1,243.47	5,732.94	12,831.44
5710-00 · Taxes, Licenses & Fees	309.67	154.27	84.93	154.27	84.93	95.93	8,243.90	9,147.90
5740-00 · Equipment Rental/Leasing	1,594.96	1,500.27	1,321.06	5,088.62	1,321.06	2,858.58	1,874.56	15,559.11
5800-00 · Training Seminars	3,180.61	0.00	0.00	0.00	0.00	892.11	2,199.00	6,271.72
5810-00 · Public Outreach	1,650.00	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	10,327.80	0.00	0.00	0.00	0.00	0.00	0.00	10,327.80
5820 · Sales CRM/CMS	2,373.94	0.00	0.00	0.00	0.00	0.00	0.00	2,373.94
5830-00 · Commission Due to Third Party	0.00	375.37	0.00	0.00	0.00	0.00	0.00	375.37
5830-00 · Artist of Month - Commissions	0.00	0.00	0.00	2,453.21	0.00	0.00	0.00	2,453.21
5900-00 · Professional Fees								
5910-00 · Professional Fees - Attorneys	0.00	0.00	0.00	0.00	0.00	0.00	3,978.19	3,978.19
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	0.00	0.00	0.00	35,862.00	35,862.00
5921-00 · Professional Fees - Other	0.00	0.00	0.00	0.00	0.00	0.00	36,837.71	36,837.71
5900-00 · Professional Fees - Other	4,031.25	0.00	0.00	0.00	0.00	0.00	1,250.00	5,281.25
Total 5900-00 · Professional Fees	4,031.25	0.00	0.00	0.00	0.00	0.00	77,927.90	81,959.15
5940-00 · Research & Planning Membership	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	3,000.00
5941-00 · Research & Planning	12,300.00	0.00	7,884.00	0.00	6,166.55	0.00	0.00	26,350.55
5948-00 · Transportation Projects								
5953-00 · Summer Traffic Management (S-2)	0.00	0.00	-1,593.65	0.00	0.00	0.00	0.00	-1,593.65
5948-00 · Transportation Projects - Other	0.00	0.00	24,781.18	0.00	0.00	0.00	0.00	24,781.18
Total 5948-00 · Transportation Projects	0.00	0.00	23,187.53	0.00	0.00	0.00	0.00	23,187.53
6020-00 · Programs								
6016-00 · Special Event Partnership	30,282.53	0.00	0.00	0.00	0.00	0.00	0.00	30,282.53
6018-00 · Business Assoc. Grants	30,000.00	0.00	0.00	0.00	0.00	0.00	0.00	30,000.00
Total 6020-00 · Programs	60,282.53	0.00	0.00	0.00	0.00	0.00	0.00	60,282.53
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	32,897.86	0.00	0.00	0.00	0.00	0.00	0.00	32,897.86

Profit & Loss by Class

July 2016 through June 2017

Accrual Basis

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administrati...	TOTAL
6421-01 - 4th of July Fireworks	20,000.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 - ANGEN Tour of California	19,165.00	0.00	0.00	0.00	0.00	0.00	0.00	19,165.00
6421-03 - Barcelona Soccer	3,000.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 - Broken Arrow Skyrace	20,000.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-05 - No Barriers	8,979.15	0.00	0.00	0.00	0.00	0.00	0.00	8,979.15
6421-06 - Spartan	198,550.00	0.00	0.00	0.00	0.00	0.00	0.00	198,550.00
6421-07 - Tahoe Lacrosse Tournament	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-09 - Wanderlust	35,367.73	0.00	0.00	0.00	0.00	0.00	0.00	35,367.73
6421-10 - WinterWonderGrass - Tahoe	15,400.00	0.00	0.00	0.00	0.00	0.00	0.00	15,400.00
6421-12 - World Cup	39,564.10	0.00	0.00	0.00	0.00	0.00	0.00	39,564.10
6421-13 - Big Blue Adventure	21,500.00	0.00	0.00	0.00	0.00	0.00	0.00	21,500.00
6421-14 - Tahoe Trail 100	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-15 - Lake Tahoe Dance Collective	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 - Sponsorships	429,423.84	0.00	0.00	0.00	0.00	0.00	0.00	429,423.84
6421-00 - New Event Development	5,880.28	0.00	0.00	0.00	0.00	0.00	50.00	5,930.28
6422-00 - Event Media								
6422-02 - Photography	6,363.00	0.00	0.00	0.00	0.00	0.00	0.00	6,363.00
6422-03 - Human Powered Sports Campaign	55,000.21	0.00	0.00	0.00	0.00	0.00	0.00	55,000.21
6422-04 - PR	3,500.00	0.00	0.00	0.00	0.00	0.00	0.00	3,500.00
6422-05 - Other	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
6422-06 - Music Campaign	12,951.59	0.00	0.00	0.00	0.00	0.00	0.00	12,951.59
Total 6422-00 - Event Media	80,314.80	0.00	0.00	0.00	0.00	0.00	0.00	80,314.80
6424-00 - Event Operation Expenses	8,914.78	0.00	0.00	0.00	0.00	0.00	0.00	8,914.78
6426-00 - Dues & Subscriptions	109.40	0.00	0.00	0.00	0.00	0.00	0.00	109.40
Total 6420-00 - Events	524,643.10	0.00	0.00	0.00	0.00	0.00	50.00	524,693.10
6423-00 - Membership Activities								
6432-00 - Membership - Newsletter	0.00	0.00	0.00	0.00	0.00	2,001.24	0.00	2,001.24
6434-00 - Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	21,651.45	0.00	21,651.45
6436-00 - Membership - WnU/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	996.71	0.00	996.71
6437-00 - Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	6,088.50	0.00	6,088.50
6441-00 - Membership - Miscellaneous Exp	0.00	0.00	0.00	0.00	0.00	52.59	0.00	52.59
6442-00 - Public Relations/Website	0.00	0.00	0.00	0.00	0.00	81.00	0.00	81.00
6443-00 - Membership - Bridal Faire	0.00	0.00	0.00	0.00	0.00	75.63	0.00	75.63
6444-00 - Trades	0.00	0.00	0.00	0.00	0.00	1,190.00	0.00	1,190.00
6423-00 - Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	7,335.24	33.65	7,368.89
Total 6423-00 - Membership Activities	0.00	0.00	0.00	0.00	0.00	39,472.36	33.65	39,506.01
6490-00 - Classified Ads	50.00	0.00	0.00	0.00	0.00	225.00	0.00	275.00
6600-00 - Promotions/Giveaways	32.14	0.00	0.00	0.00	0.00	0.00	0.00	32.14
6701-00 - Market Study Reports/Research	402.40	0.00	0.00	0.00	0.00	0.00	0.00	402.40
6730-00 - Marketing Cooperative/Media	1,167,370.96	110,000.04	0.00	0.00	0.00	0.00	0.00	1,277,371.00
6740-00 - Media/Collateral/Production	0.00	0.00	0.00	99.00	0.00	0.00	0.00	99.00
6742-00 - Non-NLT Co-Op Marketing Program								
6015-00 - Cross Country	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 - Non-NLT Co-Op Marketing Program - Other	28,557.17	0.00	0.00	0.00	0.00	0.00	0.00	28,557.17
Total 6742-00 - Non-NLT Co-Op Marketing Program	32,557.17	0.00	0.00	0.00	0.00	0.00	0.00	32,557.17
6743-00 - BACC Marketing Programs								
6743-01 - Shop Local	17,105.61	0.00	0.00	0.00	0.00	0.00	0.00	17,105.61
6743-03 - Touch Lake Tahoe	15,666.65	0.00	0.00	0.00	0.00	0.00	0.00	15,666.65
6743-04 - High Notes	24,402.82	0.00	0.00	0.00	0.00	0.00	0.00	24,402.82
6743-05 - Peak Your Adventure	19,716.00	0.00	0.00	0.00	0.00	0.00	0.00	19,716.00
Total 6743-00 - BACC Marketing Programs	76,891.08	0.00	0.00	0.00	0.00	0.00	0.00	76,891.08
7500-00 - Trade Shows/Travel	15.00	0.00	0.00	0.00	0.00	0.00	0.00	15.00
8100-00 - Cost of Goods Sold								
51100 - Freight and Shipping Costs	0.00	0.00	0.00	2,333.15	0.00	0.00	0.00	2,333.15
52500 - Purchase Discounts	0.00	0.00	0.00	-1,431.86	0.00	0.00	0.00	-1,431.86
59900 - POS Inventory Adjustments	0.00	0.00	0.00	1,327.33	0.00	0.00	0.00	1,327.33
8100-00 - Cost of Goods Sold - Other	0.00	0.00	0.00	47,154.79	0.00	0.00	0.00	47,154.79
Total 8100-00 - Cost of Goods Sold	0.00	0.00	0.00	49,383.41	0.00	0.00	0.00	49,383.41
8200-00 - Associate Relations	381.49	0.00	0.00	355.19	0.00	0.00	3,604.84	4,341.52
8300-00 - Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	2,612.86	2,612.86
8500-00 - Credit Card Fees	65.00	0.00	22.50	2,734.80	22.50	3,460.49	384.05	6,689.34
8700-00 - Automobile Expenses	1,604.71	147.96	598.91	1,060.21	598.90	907.22	295.38	5,213.29
8750-00 - Meals/Meetings	2,392.98	110.00	911.98	1,000.55	395.63	310.04	520.31	5,641.49
8810-00 - Dues & Subscriptions	3,941.18	815.00	13.50	647.76	13.50	1,945.94	1,989.62	9,366.50
8910-00 - Travel	9,714.11	0.00	0.00	213.48	0.00	0.00	0.00	9,927.59
8920-00 - Bad Debt	0.00	0.00	0.00	0.00	0.00	23,598.00	0.00	23,598.00
Total Expense	2,319,069.46	357,746.42	145,954.44	375,540.10	117,531.82	160,040.82	483,097.76	3,958,980.82
Net Ordinary Income	346,610.54	55,238.63	118,261.56	55,405.93	105,032.18	24,916.40	-483,097.76	222,367.48
Other Income/Expense								
Other Expense								
Balancing Adjustments	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.08
8990-00 - Allocated	231,886.97	53,140.75	53,140.75	48,309.78	53,140.76	43,478.83	-483,097.84	0.00
Total Other Expense	231,886.97	53,140.75	53,140.75	48,309.78	53,140.76	43,478.83	-483,097.76	0.08
Net Other Income	-231,886.97	-53,140.75	-53,140.75	-48,309.78	-53,140.76	-43,478.83	483,097.76	-0.08
Net Income	114,723.57	2,097.88	65,120.81	7,096.15	51,891.42	-18,562.43	0.00	222,367.40

North Lake Tahoe Resort Association Profit & Loss Budget Performance All Departments

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	314,665.00	314,665.40	-0.40	3,775,980.00	3,775,985.00	-5.00	3,775,985.00
4200-00 · Membership Dues	10,789.58	10,877.08	-87.50	139,090.47	125,580.00	13,510.47	125,580.00
4201-00 · New Member Fees	225.00	333.33	-108.33	975.00	4,000.00	-3,025.00	4,000.00
4205-00 · Conference Dues	-1,008.34	0.00	-1,008.34	7,700.00	0.00	7,700.00	0.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	9,235.07			9,235.07			
4250-05 · Sponsorships	3,250.00			3,250.00			
4250-01 · Community Awards - Other	5,894.93			15,430.00			
Total 4250-01 · Community Awards	18,380.00			27,915.07			
4250-02 · Tourism Summit	0.00	0.00	0.00	1,100.00	0.00	1,100.00	0.00
4250-03 · Summer/Winter Rec Luncheon	2,361.52			2,361.52			
4251-00 · Revenue-Tue AM Breakfast Club	855.00	800.00	55.00	6,989.42	9,600.00	-2,610.58	9,600.00
4250-00 · Revenues-Membership Activities - Other	-13,790.26	2,000.00	-15,790.26	6,025.74	70,050.00	-64,024.26	70,050.00
Total 4250-00 · Revenues-Membership Activities	7,806.26	2,800.00	5,006.26	44,391.75	79,650.00	-35,258.25	79,650.00
4252-00 · Revenue - Sponsorships	-2,950.00	1,500.00	-4,450.00	500.00	7,000.00	-6,500.00	7,000.00
4503 · Visitor Guide Income	0.00	0.00	0.00	0.00	3,000.00	-3,000.00	3,000.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	170.96	0.00	170.96	8,967.66	0.00	8,967.66	0.00
4600-00 · Commissions - Other	4,893.98	27,306.00	-22,412.02	106,721.39	135,000.00	-28,278.61	135,000.00
Total 4600-00 · Commissions	5,064.94	27,306.00	-22,241.06	115,689.05	135,000.00	-19,310.95	135,000.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	87.00	637.00	-550.00	5,767.00	7,644.00	-1,877.00	7,644.00
46000 · Merchandise Sales - Other	12,745.61	19,215.00	-6,469.39	91,309.03	114,886.00	-23,576.97	114,886.00
Total 46000 · Merchandise Sales	12,832.61	19,852.00	-7,019.39	97,076.03	122,530.00	-25,453.97	122,530.00
Total Income	347,425.05	377,333.81	-29,908.76	4,181,402.30	4,252,745.00	-71,342.70	4,252,745.00
Cost of Goods Sold							
52900 · Purchases - Resale Items	0.00	0.00	0.00	54.00	0.00	54.00	0.00
Total COGS	0.00	0.00	0.00	54.00	0.00	54.00	0.00
Gross Profit	347,425.05	377,333.81	-29,908.76	4,181,348.30	4,252,745.00	-71,396.70	4,252,745.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0.00	2,166.66	-2,166.66	40,494.07	26,000.00	14,494.07	26,000.00
5020-00 · P/R - Tax Expense	6,510.57	7,825.10	-1,314.53	92,395.01	101,297.00	-8,901.99	101,297.00
5030-00 · P/R - Health Insurance Expense	11,263.87	11,577.70	-313.83	117,734.01	152,836.00	-35,101.99	152,836.00
5040-00 · P/R - Workmans Comp	0.00	1,221.40	-1,221.40	5,174.49	14,657.00	-9,482.51	14,657.00
5060-00 · 401 (k)	3,422.99	3,084.50	338.49	34,725.91	39,937.00	-5,211.09	39,937.00
5070-00 · Other Benefits and Expenses	432.33	606.09	-173.76	3,817.02	7,328.00	-3,510.98	7,328.00
5000-00 · Salaries & Wages - Other	106,984.22	92,440.90	14,543.32	1,102,522.43	1,197,072.00	-94,549.57	1,197,072.00
Total 5000-00 · Salaries & Wages	128,613.98	118,922.35	9,691.63	1,396,862.94	1,539,127.00	-142,264.06	1,539,127.00
5100-00 · Rent							
5110-00 · Utilities	870.00	1,358.83	-488.83	11,050.40	16,306.00	-5,255.60	16,306.00
5140-00 · Repairs & Maintenance	0.00	658.91	-658.91	9,557.58	7,907.00	1,650.58	7,907.00
5150-00 · Office - Cleaning	1,522.00	786.82	735.18	8,824.40	9,442.00	-617.60	9,442.00
5100-00 · Rent - Other	14,007.63	12,083.22	1,924.41	149,832.23	144,999.00	4,833.23	144,999.00
Total 5100-00 · Rent	16,399.63	14,887.78	1,511.85	179,264.61	178,654.00	610.61	178,654.00
5310-00 · Telephone							
5320-00 · Telephone	2,418.18	2,287.23	130.95	29,098.79	27,647.00	1,451.79	27,647.00
5350-00 · Internet	0.00	0.00	0.00	224.85	0.00	224.85	0.00
Total 5310-00 · Telephone	2,418.18	2,287.23	130.95	29,323.64	27,647.00	1,676.64	27,647.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	1,000.00	0.00	1,000.00	0.00
5480-00 · Mail - Fed Ex	0.00	0.00	0.00	526.84	0.00	526.84	0.00
5420-00 · Mail - USPS - Other	340.92	229.99	110.93	2,594.82	2,860.00	-265.18	2,860.00
Total 5420-00 · Mail - USPS	340.92	229.99	110.93	4,121.66	2,860.00	1,261.66	2,860.00
5510-00 · Insurance/Bonding	264.42	716.64	-452.22	6,893.16	8,600.00	-1,706.84	8,600.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	1,975.00	0.00	1,975.00	3,984.44	0.00	3,984.44	0.00
5520-00 · Supplies - Other	1,864.35	1,387.49	476.86	11,773.13	16,650.00	-4,876.87	16,650.00
Total 5520-00 · Supplies	3,839.35	1,387.49	2,451.86	15,757.57	16,650.00	-892.43	16,650.00
5530-00 · Visitor Communications - Other	0.00	0.00	0.00	-109.00	460.00	-569.00	460.00
5610-00 · Depreciation	233.02	617.57	-384.55	2,480.09	7,411.00	-4,930.91	7,411.00
5700-00 · Equipment Support & Maintenance	1,043.33	1,076.74	-33.41	12,831.44	12,921.00	-89.56	12,921.00
5710-00 · Taxes, Licenses & Fees	582.57	832.64	-250.07	9,147.90	9,992.00	-844.10	9,992.00
5740-00 · Equipment Rental/Leasing	1,848.91	1,547.13	301.78	15,559.11	18,566.00	-3,006.89	18,566.00
5800-00 · Training Seminars	0.00	1,215.00	-1,215.00	6,271.72	15,715.00	-9,443.28	15,715.00
5810-00 · Public Outreach	0.00	0.00	0.00	1,650.00	1,130.00	520.00	1,130.00
5815 · Training Video Series	1,387.50	0.00	1,387.50	10,327.80	20,000.00	-9,672.20	20,000.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	2,373.94	21,000.00	-18,626.06	21,000.00
5830-00 · Commission Due to Third Party	375.37			375.37			
5850-00 · Artist of Month - Commissions	405.00	0.00	405.00	2,453.21	0.00	2,453.21	0.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	400.00	0.00	400.00	3,978.19	0.00	3,978.19	0.00
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	35,862.00	0.00	35,862.00	0.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
5921-00 · Professional Fees - Other	12,557.16			36,837.71			
5900-00 · Professional Fees - Other	4,031.25	0.00	4,031.25	5,281.25	21,000.00	-15,718.75	21,000.00
Total 5900-00 · Professional Fees	16,988.41	0.00	16,988.41	81,959.15	21,000.00	60,959.15	21,000.00
5940-00 · Research & Planning Membership	0.00	1,000.00	-1,000.00	3,000.00	5,000.00	-2,000.00	5,000.00
5941-00 · Research & Planning	750.00	3,533.00	-2,783.00	26,350.55	90,000.00	-63,649.45	90,000.00
5948-00 · Transportation Projects							
5953-00 · Summer Traffic Management (S-2)	0.00	10,000.00	-10,000.00	-1,593.65	47,000.00	-48,593.65	47,000.00
5948-00 · Transportation Projects - Other	11,148.40			24,781.18			
Total 5948-00 · Transportation Projects	11,148.40	10,000.00	1,148.40	23,187.53	47,000.00	-23,812.47	47,000.00
6020-00 · Programs							
6016-00 · Special Event Partnership	4,634.53	0.00	4,634.53	30,282.53	50,000.00	-19,717.47	50,000.00
6018-00 · Business Assoc. Grants	0.00	10,000.00	-10,000.00	30,000.00	30,000.00	0.00	30,000.00
Total 6020-00 · Programs	4,634.53	10,000.00	-5,365.47	60,282.53	80,000.00	-19,717.47	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	105.00	0.00	105.00	32,897.86	32,792.86	105.00	32,792.86
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	20,000.00	20,000.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	265.00	-265.00	19,165.00	19,165.00	0.00	19,165.00
6421-03 · Barcelona Soccer	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	20,000.00	20,000.00	0.00	20,000.00
6421-05 · No Barriers	579.15	2,600.00	-2,020.85	8,979.15	10,000.00	-1,020.85	10,000.00
6421-06 · Spartan	0.00	0.00	0.00	198,550.00	198,550.00	0.00	198,550.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	5,000.00	5,000.00	0.00	5,000.00
6421-09 · Wanderlust	5,277.73	0.00	5,277.73	35,367.73	35,000.00	367.73	35,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	0.00	0.00	15,400.00	15,400.00	0.00	15,400.00
6421-12 · World Cup	0.00	0.00	0.00	39,564.10	39,564.10	0.00	39,564.10
6421-13 · Big Blue Adventure	0.00	21,500.00	-21,500.00	21,500.00	21,500.00	0.00	21,500.00
6421-14 · Tahoe Trail 100	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00
6421-15 · Lake Tahoe Dance Collective	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00
Total 6420-01 · Sponsorships	18,961.88	37,365.00	-18,403.12	429,423.84	429,971.96	-548.12	429,971.96
6421-00 · New Event Development	0.00	917.12	-917.12	5,930.28	5,880.00	50.28	5,880.00
6422-00 · Event Media							
6422-02 · Photography	0.00	0.00	0.00	6,363.00	6,363.00	0.00	6,363.00
6422-03 · Human Powered Sports Campaign	12,380.53	55,000.00	-42,619.47	55,000.21	55,000.00	0.21	55,000.00
6422-04 · PR	0.00	5,500.00	-5,500.00	3,500.00	5,500.00	-2,000.00	5,500.00
6422-05 · Other	2,500.00	2,500.00	0.00	2,500.00	2,500.00	0.00	2,500.00
6422-06 · Music Campaign	10,451.59	16,000.00	-5,548.41	12,951.59	16,000.00	-3,048.41	16,000.00
Total 6422-00 · Event Media	25,332.12	79,000.00	-53,667.88	80,314.80	85,363.00	-5,048.20	85,363.00
6424-00 · Event Operation Expenses	8,863.32	9,486.00	-622.68	8,914.78	9,486.00	-571.22	9,486.00
6426-00 · Dues & Subscriptions	0.00	0.00	0.00	109.40	109.40	0.00	109.40
Total 6420-00 · Events	53,157.32	126,768.12	-73,610.80	524,693.10	530,810.36	-6,117.26	530,810.36
6423-00 · Membership Activities							
6432-00 · Membership - Newsletter	0.00	0.00	0.00	2,001.24	0.00	2,001.24	0.00
6434-00 · Community Awards Dinner	136.07	0.00	136.07	21,651.45	0.00	21,651.45	0.00
6436-00 · Membership - Wnt/Sum Rec Lunch	996.71			996.71	0.00	996.71	0.00
6437-00 · Tuesday Morning Breakfast Club	594.00	708.33	-114.33	6,088.50	8,500.00	-2,411.50	8,500.00
6441-00 · Membership - Miscellaneous Exp	15.54	0.00	15.54	52.59	0.00	52.59	0.00
6442-00 · Public Relations/Website	0.00	0.00	0.00	81.00	0.00	81.00	0.00
6443-00 · Membership - Bridal Faire	0.00	0.00	0.00	75.63	0.00	75.63	0.00
6444-00 · Trades	0.00			1,190.00			
6423-00 · Membership Activities - Other	285.16	2,213.00	-1,927.84	7,368.89	35,000.00	-27,631.11	35,000.00
Total 6423-00 · Membership Activities	2,027.48	2,921.33	-893.85	39,506.01	43,500.00	-3,993.99	43,500.00
6490-00 · Classified Ads	0.00	0.00	0.00	275.00	750.00	-475.00	750.00
6600-00 · Promotions/Giveaways	0.00	0.00	0.00	32.14	0.00	32.14	0.00
6701-00 · Market Study Reports/Research	0.00	0.00	0.00	402.40	0.00	402.40	0.00
6730-00 · Marketing Cooperative/Media	126,500.00	126,843.00	-343.00	1,277,371.00	1,265,000.00	12,371.00	1,265,000.00
6740-00 · Media/Collateral/Production	0.00	416.66	-416.66	99.00	5,000.00	-4,901.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	4,000.00	0.00	4,000.00	0.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	8,931.58	0.00	8,931.58	28,557.17	71,190.64	-42,633.47	71,190.64
Total 6742-00 · Non-NLT Co-Op Marketing Program	8,931.58	0.00	8,931.58	32,557.17	71,190.64	-38,633.47	71,190.64
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	12,295.00	10,000.00	2,295.00	17,105.61	20,000.00	-2,894.39	20,000.00
6743-03 · Touch Lake Tahoe	-1,000.00	10,000.00	-11,000.00	15,666.65	20,000.00	-4,333.35	20,000.00
6743-04 · High Notes	17,290.00	10,000.00	7,290.00	24,402.82	20,000.00	4,402.82	20,000.00
6743-05 · Peak Your Adventure	18,739.20	10,000.00	8,739.20	19,716.00	20,000.00	-284.00	20,000.00
6743-00 · BACC Marketing Programs - Other	0.00	6,000.00	-6,000.00	0.00	6,000.00	-6,000.00	6,000.00
Total 6743-00 · BACC Marketing Programs	47,324.20	46,000.00	1,324.20	76,891.08	86,000.00	-9,108.92	86,000.00
7253-00 · Conference - PUD	0.00	8,000.00	-8,000.00	0.00	8,000.00	-8,000.00	8,000.00
7500-00 · Trade Shows/Travel	0.00	0.00	0.00	15.00	0.00	15.00	0.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	36.57	0.00	36.57	2,333.15	0.00	2,333.15	0.00
52500 · Purchase Discounts	0.00	0.00	0.00	-1,431.86	0.00	-1,431.86	0.00
59900 · POS Inventory Adjustments	516.15	0.00	516.15	1,327.33	0.00	1,327.33	0.00
8100-00 · Cost of Goods Sold - Other	5,577.18	7,562.00	-1,984.82	47,154.79	61,212.00	-14,057.21	61,212.00
Total 8100-00 · Cost of Goods Sold	6,129.90	7,562.00	-1,432.10	49,383.41	61,212.00	-11,828.59	61,212.00
8200-00 · Associate Relations	858.17	150.00	708.17	4,341.52	5,050.00	-708.48	5,050.00

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

All Departments

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
8300-00 · Board Functions	849.43	450.00	399.43	2,612.86	4,600.00	-1,987.14	4,600.00
8500-00 · Credit Card Fees	608.76	510.00	98.76	6,689.34	7,120.00	-430.66	7,120.00
8700-00 · Automobile Expenses	411.91	660.82	-248.91	5,213.29	7,930.00	-2,716.71	7,930.00
8750-00 · Meals/Meetings	961.54	858.31	103.23	5,641.49	6,850.00	-1,208.51	6,850.00
8810-00 · Dues & Subscriptions	260.95	899.99	-639.04	9,366.50	9,700.00	-333.50	9,700.00
8910-00 · Travel	0.00	1,074.82	-1,074.82	9,927.59	16,298.00	-6,370.41	16,298.00
8920-00 · Bad Debt	1,131.75	0.00	1,131.75	23,598.00	0.00	23,598.00	0.00
Total Expense	440,426.51	491,368.61	-50,942.10	3,958,980.82	4,252,744.00	-293,763.18	4,252,744.00
Net Ordinary Income	-93,001.46	-114,034.80	21,033.34	222,367.48	1.00	222,366.48	1.00
Other Income/Expense							
Other Expense							
Balancing Adjustments	0.00	0.00	0.00	0.08	0.00	0.08	0.00
8990-00 · Allocated	0.00	4,430.76	-4,430.76	0.00	0.00	0.00	0.00
Total Other Expense	0.00	4,430.76	-4,430.76	0.08	0.00	0.08	0.00
Net Other Income	0.00	-4,430.76	4,430.76	-0.08	0.00	-0.08	0.00
Net Income	-93,001.46	-118,465.56	25,464.10	222,367.40	1.00	222,366.40	1.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	222,140.00	222,140.17	-0.17	2,665,680.00	2,665,682.00	-2.00	2,665,682.00
Total Income	222,140.00	222,140.17	-0.17	2,665,680.00	2,665,682.00	-2.00	2,665,682.00
Gross Profit	222,140.00	222,140.17	-0.17	2,665,680.00	2,665,682.00	-2.00	2,665,682.00
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375.00	1,375.00	0.00	16,500.00	16,500.00	0.00	16,500.00
5020-00 · P/R - Tax Expense	1,253.79	1,852.90	-599.11	21,753.34	24,087.00	-2,333.66	24,087.00
5030-00 · P/R - Health Insurance Expense	4,251.49	3,065.60	1,185.89	44,332.64	42,288.00	2,044.64	42,288.00
5040-00 · P/R - Workmans Comp	0.00	108.75	-108.75	1,241.88	1,305.00	-63.12	1,305.00
5080-00 · 401 (k)	677.45	650.90	26.55	9,114.70	8,461.00	653.70	8,461.00
5070-00 · Other Benefits and Expenses	100.96	225.83	-124.87	1,414.00	2,710.00	-1,296.00	2,710.00
5000-00 · Salaries & Wages - Other	21,918.06	22,597.80	-679.74	267,263.60	293,772.00	-26,508.40	293,772.00
Total 5000-00 · Salaries & Wages	29,576.75	29,876.78	-300.03	361,620.16	389,123.00	-27,502.84	389,123.00
5100-00 · Rent							
5110-00 · Utilities	107.99	175.00	-67.01	1,572.67	2,100.00	-527.33	2,100.00
5140-00 · Repairs & Maintenance	0.00	125.00	-125.00	1,749.82	1,500.00	249.82	1,500.00
5150-00 · Office - Cleaning	238.46	252.00	-13.54	2,269.18	3,024.00	-754.82	3,024.00
5100-00 · Rent - Other	2,145.32	1,651.66	493.66	22,927.37	19,820.00	3,107.37	19,820.00
Total 5100-00 · Rent	2,491.77	2,203.66	288.11	28,519.04	26,444.00	2,075.04	26,444.00
5310-00 · Telephone							
5320-00 · Telephone	572.46	441.66	130.80	6,328.07	5,300.00	1,028.07	5,300.00
5350-00 · Internet	0.00	0.00	0.00	224.85	0.00	224.85	0.00
Total 5310-00 · Telephone	572.46	441.66	130.80	6,552.92	5,300.00	1,252.92	5,300.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	100.00	0.00	100.00	0.00
5480-00 · Mail - Fed Ex	0.00	0.00	0.00	31.13	0.00	31.13	0.00
5420-00 · Mail - USPS - Other	46.34	62.50	-16.16	486.84	750.00	-263.16	750.00
Total 5420-00 · Mail - USPS	46.34	62.50	-16.16	617.97	750.00	-132.03	750.00
5510-00 · Insurance/Bonding	50.24	166.66	-116.42	1,309.71	2,000.00	-690.29	2,000.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	201.31	0.00	201.31	0.00
5520-00 · Supplies - Other	80.42	250.00	-169.58	1,547.35	3,000.00	-1,452.65	3,000.00
Total 5520-00 · Supplies	80.42	250.00	-169.58	1,748.66	3,000.00	-1,251.34	3,000.00
5610-00 · Depreciation	20.99	163.25	-142.26	334.31	1,959.00	-1,624.69	1,959.00
5700-00 · Equipment Support & Maintenance	202.11	311.00	-108.89	2,254.61	3,732.00	-1,477.39	3,732.00
5710-00 · Taxes, Licenses & Fees	0.00	41.66	-41.66	309.67	500.00	-190.33	500.00
5740-00 · Equipment Rental/Leasing	151.36	166.66	-15.30	1,594.96	2,000.00	-405.04	2,000.00
5800-00 · Training Seminars	0.00	1,215.00	-1,215.00	3,180.61	8,215.00	-5,034.39	8,215.00
5810-00 · Public Outreach	0.00	0.00	0.00	1,650.00	0.00	1,650.00	0.00
5815 · Training Video Series	1,387.50	0.00	1,387.50	10,327.80	15,000.00	-4,672.20	15,000.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	2,373.94	21,000.00	-18,626.06	21,000.00
5900-00 · Professional Fees	4,031.25	0.00	4,031.25	4,031.25	0.00	4,031.25	0.00
5941-00 · Research & Planning	0.00	0.00	0.00	12,300.00	10,000.00	2,300.00	10,000.00
6020-00 · Programs							
6016-00 · Special Event Partnership	4,634.53	0.00	4,634.53	30,282.53	50,000.00	-19,717.47	50,000.00
6018-00 · Business Assoc. Grants	0.00	10,000.00	-10,000.00	30,000.00	30,000.00	0.00	30,000.00
Total 6020-00 · Programs	4,634.53	10,000.00	-5,365.47	60,282.53	80,000.00	-19,717.47	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	105.00	0.00	105.00	32,897.86	32,792.86	105.00	32,792.86
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	20,000.00	20,000.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	265.00	-265.00	19,165.00	19,165.00	0.00	19,165.00
6421-03 · Barcelona Soccer	3,000.00	3,000.00	0.00	3,000.00	3,000.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	20,000.00	20,000.00	0.00	20,000.00
6421-05 · No Barriers	579.15	2,600.00	-2,020.85	8,979.15	10,000.00	-1,020.85	10,000.00
6421-06 · Spartan	0.00	0.00	0.00	198,550.00	198,550.00	0.00	198,550.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	5,000.00	5,000.00	0.00	5,000.00
6421-09 · Wanderlust	5,277.73	0.00	5,277.73	35,367.73	35,000.00	367.73	35,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	0.00	0.00	15,400.00	15,400.00	0.00	15,400.00
6421-12 · World Cup	0.00	0.00	0.00	39,564.10	39,564.10	0.00	39,564.10
6421-13 · Big Blue Adventure	0.00	21,500.00	-21,500.00	21,500.00	21,500.00	0.00	21,500.00
6421-14 · Tahoe Trail 100	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00
6421-15 · Lake Tahoe Dance Collective	5,000.00	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00
Total 6420-01 · Sponsorships	18,961.88	37,365.00	-18,403.12	429,423.84	429,971.96	-548.12	429,971.96
6421-00 · New Event Development	0.00	917.12	-917.12	5,880.28	5,880.00	0.28	5,880.00
6422-00 · Event Media							
6422-02 · Photography	0.00	0.00	0.00	6,363.00	6,363.00	0.00	6,363.00
6422-03 · Human Powered Sports Campaign	12,380.53	55,000.00	-42,619.47	55,000.21	55,000.00	0.21	55,000.00
6422-04 · PR	0.00	5,500.00	-5,500.00	3,500.00	5,500.00	-2,000.00	5,500.00
6422-05 · Other	2,500.00	2,500.00	0.00	2,500.00	2,500.00	0.00	2,500.00
6422-06 · Music Campaign	10,451.59	16,000.00	-5,548.41	12,951.59	16,000.00	-3,048.41	16,000.00
Total 6422-00 · Event Media	25,332.12	79,000.00	-53,667.88	80,314.80	85,363.00	-5,048.20	85,363.00
6424-00 · Event Operation Expenses	8,863.32	9,486.00	-622.68	8,914.78	9,486.00	-571.22	9,486.00
6426-00 · Dues & Subscriptions	0.00	0.00	0.00	109.40	109.40	0.00	109.40
Total 6420-00 · Events	53,157.32	126,768.12	-73,610.80	524,643.10	530,810.36	-6,167.26	530,810.36
6490-00 · Classified Ads	0.00	0.00	0.00	50.00	0.00	50.00	0.00
6600-00 · Promotions/Giveaways	0.00	0.00	0.00	32.14	0.00	32.14	0.00
6701-00 · Market Study Reports/Research	0.00	0.00	0.00	402.40	0.00	402.40	0.00
6730-00 · Marketing Cooperative/Media	117,333.33	116,843.00	490.33	1,167,370.96	1,155,000.00	12,370.96	1,155,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	4,000.00	0.00	4,000.00	0.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	8,931.58	0.00	8,931.58	28,557.17	71,190.64	-42,633.47	71,190.64
Total 6742-00 · Non-NLT Co-Op Marketing Program	8,931.58	0.00	8,931.58	32,557.17	71,190.64	-38,633.47	71,190.64
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	12,295.00	10,000.00	2,295.00	17,105.61	20,000.00	-2,894.39	20,000.00
6743-03 · Touch Lake Tahoe	-1,000.00	10,000.00	-11,000.00	15,666.65	20,000.00	-4,333.35	20,000.00
6743-04 · High Notes	17,290.00	10,000.00	7,290.00	24,402.82	20,000.00	4,402.82	20,000.00
6743-05 · Peak Your Adventure	18,739.20	10,000.00	8,739.20	19,716.00	20,000.00	-284.00	20,000.00
6743-00 · BACC Marketing Programs - Other	0.00	6,000.00	-6,000.00	0.00	6,000.00	-6,000.00	6,000.00
Total 6743-00 · BACC Marketing Programs	47,324.20	46,000.00	1,324.20	76,891.08	86,000.00	-9,108.92	86,000.00
7500-00 · Trade Shows/Travel	0.00	0.00	0.00	15.00	0.00	15.00	0.00

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
8200-00 - Associate Relations	0.00	0.00	0.00	381.49	600.00	-218.51	600.00
8500-00 - Credit Card Fees	0.00	0.00	0.00	65.00	0.00	65.00	0.00
8700-00 - Automobile Expenses	115.60	166.66	-51.06	1,604.71	2,000.00	-395.29	2,000.00
8750-00 - Meals/Meetings	8.21	291.66	-283.45	2,392.98	3,500.00	-1,107.02	3,500.00
8810-00 - Dues & Subscriptions	29.98	416.66	-386.68	3,941.18	5,000.00	-1,058.82	5,000.00
8910-00 - Travel	0.00	666.66	-666.66	9,714.11	8,000.00	1,714.11	8,000.00
Total Expense	270,145.94	336,051.59	-65,905.65	2,319,069.46	2,431,124.00	-112,054.54	2,431,124.00
Net Ordinary Income	-48,005.94	-113,911.42	65,905.48	346,610.54	234,558.00	112,052.54	234,558.00
Other Income/Expense							
Other Expense							
8990-00 - Allocated	34,297.64	19,546.50	14,751.14	237,716.99	234,558.00	3,158.99	234,558.00
Total Other Expense	34,297.64	19,546.50	14,751.14	237,716.99	234,558.00	3,158.99	234,558.00
Net Other Income	-34,297.64	-19,546.50	-14,751.14	-237,716.99	-234,558.00	-3,158.99	-234,558.00
Net Income	-82,303.58	-133,457.92	51,154.34	108,893.55	0.00	108,893.55	0.00

Pre - Audit Draft

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

30 - Conference

	Jun 17	Budget	\$ Over Bud...	Jul '16 - Jun...	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	24,133.00	24,133.33	-0.33	289,596.00	289,600.00	-4.00	289,600.00
4200-00 · Membership Dues	0.00	640.83	-640.83	0.00	7,690.00	-7,690.00	7,690.00
4205-00 · Conference Dues	-1,008.34	0.00	-1,008.34	7,700.00	0.00	7,700.00	0.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	170.96	0.00	170.96	8,967.66	0.00	8,967.66	0.00
4600-00 · Commissions - Other	4,893.98	27,306.00	-22,412.02	106,721.39	135,000.00	-28,278.61	135,000.00
Total 4600-00 · Commissions	5,064.94	27,306.00	-22,241.06	115,689.05	135,000.00	-19,310.95	135,000.00
Total Income	28,189.60	52,080.16	-23,890.56	412,985.05	432,290.00	-19,304.95	432,290.00
Gross Profit	28,189.60	52,080.16	-23,890.56	412,985.05	432,290.00	-19,304.95	432,290.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0.00	2,166.66	-2,166.66	40,494.07	26,000.00	14,494.07	26,000.00
5020-00 · P/R - Tax Expense	738.23	1,082.70	-344.47	15,052.25	14,075.00	977.25	14,075.00
5030-00 · P/R - Health Insurance Expense	1,149.61	1,045.70	103.91	14,997.59	14,549.00	448.59	14,549.00
5040-00 · P/R - Workmans Comp	0.00	75.00	-75.00	879.71	900.00	-20.29	900.00
5060-00 · 401 (k)	374.72	596.90	-222.18	7,285.99	7,761.00	-475.01	7,761.00
5070-00 · Other Benefits and Expenses	166.98	37.16	129.82	778.76	446.00	332.76	446.00
5000-00 · Salaries & Wages - Other	11,258.28	13,180.50	-1,922.22	145,498.22	171,347.00	-25,848.78	171,347.00
Total 5000-00 · Salaries & Wages	13,687.82	18,184.62	-4,496.80	224,986.59	235,078.00	-10,091.41	235,078.00
5100-00 · Rent							
5110-00 · Utilities	53.99	87.50	-33.51	790.12	1,050.00	-259.88	1,050.00
5140-00 · Repairs & Maintenance	0.00	65.00	-65.00	907.24	780.00	127.24	780.00
5150-00 · Office - Cleaning	119.24	126.00	-6.76	1,134.66	1,512.00	-377.34	1,512.00
5100-00 · Rent - Other	1,032.67	825.83	206.84	10,983.75	9,910.00	1,073.75	9,910.00
Total 5100-00 · Rent	1,205.90	1,104.33	101.57	13,815.77	13,252.00	563.77	13,252.00
5310-00 · Telephone							
5320-00 · Telephone	245.97	256.00	-10.03	2,876.06	3,072.00	-195.94	3,072.00
Total 5310-00 · Telephone	245.97	256.00	-10.03	2,876.06	3,072.00	-195.94	3,072.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	100.00	0.00	100.00	0.00
5420-00 · Mail - USPS - Other	0.00	17.50	-17.50	229.06	210.00	19.06	210.00
Total 5420-00 · Mail - USPS	0.00	17.50	-17.50	329.06	210.00	119.06	210.00
5510-00 · Insurance/Bonding	50.24	125.00	-74.76	1,309.70	1,500.00	-190.30	1,500.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00			12.57	0.00	12.57	0.00
5520-00 · Supplies - Other	20.27	62.50	-42.23	380.75	750.00	-369.25	750.00
Total 5520-00 · Supplies	20.27	62.50	-42.23	393.32	750.00	-356.68	750.00
5610-00 · Depreciation	10.91	84.91	-74.00	172.14	1,019.00	-846.86	1,019.00
5700-00 · Equipment Support & Maintenance	101.05	138.00	-36.95	760.87	1,656.00	-895.13	1,656.00
5710-00 · Taxes, Licenses & Fees	0.00	16.66	-16.66	154.27	200.00	-45.73	200.00
5740-00 · Equipment Rental/Leasing	131.90	166.66	-34.76	1,500.27	2,000.00	-499.73	2,000.00
5830-00 · Commission Due to Third Party	375.37			375.37			
6730-00 · Marketing Cooperative/Media	9,166.67	10,000.00	-833.33	110,000.04	110,000.00	0.04	110,000.00
7253-00 · Conference - PUD	0.00	8,000.00	-8,000.00	0.00	8,000.00	-8,000.00	8,000.00
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	500.00	-500.00	500.00
8700-00 · Automobile Expenses	0.00	33.33	-33.33	147.96	400.00	-252.04	400.00
8750-00 · Meals/Meetings	0.00	33.33	-33.33	110.00	400.00	-290.00	400.00
8810-00 · Dues & Subscriptions	0.00	0.00	0.00	815.00	500.00	315.00	500.00
Total Expense	24,996.10	38,222.84	-13,226.74	357,746.42	378,537.00	-20,790.58	378,537.00
Net Ordinary Income	3,193.50	13,857.32	-10,663.82	55,238.63	53,753.00	1,485.63	53,753.00
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,523.83	4,479.38	2,044.45	53,140.75	53,753.00	-612.25	53,753.00
Total Other Expense	6,523.83	4,479.38	2,044.45	53,140.75	53,753.00	-612.25	53,753.00
Net Other Income	-6,523.83	-4,479.38	-2,044.45	-53,140.75	-53,753.00	612.25	-53,753.00
Net Income	-3,330.33	9,377.94	-12,708.27	2,097.88	0.00	2,097.88	0.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

41 - Transportation

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	22,018.00	22,017.66	0.34	264,216.00	264,212.00	4.00	264,212.00
Total Income	22,018.00	22,017.66	0.34	264,216.00	264,212.00	4.00	264,212.00
Gross Profit	22,018.00	22,017.66	0.34	264,216.00	264,212.00	4.00	264,212.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	549.73	648.90	-99.17	6,570.64	8,437.00	-1,866.36	8,437.00
5030-00 · P/R - Health Insurance Expense	404.30	335.90	68.40	5,519.05	5,231.00	288.05	5,231.00
5040-00 · P/R - Workmans Comp	0.00	172.00	-172.00	310.47	2,064.00	-1,753.53	2,064.00
5060-00 · 401 (k)	286.82	308.60	-21.78	3,214.59	4,012.00	-797.41	4,012.00
5070-00 · Other Benefits and Expenses	6.79	53.70	-46.91	95.15	699.00	-603.85	699.00
5000-00 · Salaries & Wages - Other	9,153.18	6,599.40	2,553.78	84,085.26	85,792.00	-1,706.74	85,792.00
Total 5000-00 · Salaries & Wages	10,400.82	8,118.50	2,282.32	99,795.16	106,235.00	-6,439.84	106,235.00
5100-00 · Rent							
5110-00 · Utilities	21.59	83.83	-62.24	336.88	1,006.00	-669.12	1,006.00
5140-00 · Repairs & Maintenance	0.00	38.08	-38.08	543.81	457.00	86.81	457.00
5150-00 · Office - Cleaning	47.70	16.66	31.04	453.89	200.00	253.89	200.00
5100-00 · Rent - Other	413.06	616.33	-203.27	4,393.49	7,396.00	-3,002.51	7,396.00
Total 5100-00 · Rent	482.35	754.90	-272.55	5,728.07	9,059.00	-3,330.93	9,059.00
5310-00 · Telephone							
5320-00 · Telephone	186.45	106.25	80.20	2,314.33	1,275.00	1,039.33	1,275.00
Total 5310-00 · Telephone	186.45	106.25	80.20	2,314.33	1,275.00	1,039.33	1,275.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	50.00	0.00	50.00	0.00
5420-00 · Mail - USPS - Other	0.00	0.00	0.00	140.96	50.00	90.96	50.00
Total 5420-00 · Mail - USPS	0.00	0.00	0.00	190.96	50.00	140.96	50.00
5510-00 · Insurance/Bonding	7.93	25.00	-17.07	206.77	300.00	-93.23	300.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	136.74	0.00	136.74	0.00
5520-00 · Supplies - Other	11.80	25.00	-13.20	154.38	300.00	-145.62	300.00
Total 5520-00 · Supplies	11.80	25.00	-13.20	291.12	300.00	-8.88	300.00
5610-00 · Depreciation	6.72	34.50	-27.78	97.12	414.00	-316.88	414.00
5700-00 · Equipment Support & Maintenance	40.42	40.00	0.42	296.50	480.00	-183.50	480.00
5710-00 · Taxes, Licenses & Fees	0.00	10.00	-10.00	94.93	120.00	-25.07	120.00
5740-00 · Equipment Rental/Leasing	112.71	26.66	86.05	1,321.06	320.00	1,001.06	320.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	450.00	-450.00	450.00
5940-00 · Research & Planning Membership	0.00	1,000.00	-1,000.00	3,000.00	5,000.00	-2,000.00	5,000.00
5941-00 · Research & Planning	375.00	2,000.00	-1,625.00	7,884.00	40,000.00	-32,116.00	40,000.00
5948-00 · Transportation Projects							
5953-00 · Summer Traffic Management (S-2)	0.00	10,000.00	-10,000.00	-1,593.65	47,000.00	-48,593.65	47,000.00
5948-00 · Transportation Projects - Other	11,148.40	0.00	11,148.40	24,781.18	0.00	24,781.18	0.00
Total 5948-00 · Transportation Projects	11,148.40	10,000.00	1,148.40	23,187.53	47,000.00	-23,812.47	47,000.00
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	400.00	-400.00	400.00
8500-00 · Credit Card Fees	0.00	0.00	0.00	22.50	0.00	22.50	0.00
8700-00 · Automobile Expenses	46.98	100.00	-53.02	598.91	1,200.00	-601.09	1,200.00
8750-00 · Meals/Meetings	716.00	25.00	691.00	911.98	300.00	611.98	300.00
8810-00 · Dues & Subscriptions	2.25	0.00	2.25	13.50	0.00	13.50	0.00
Total Expense	23,537.83	22,265.81	1,272.02	145,954.44	212,903.00	-66,948.56	212,903.00
Net Ordinary Income	-1,519.83	-248.15	-1,271.68	118,261.56	51,309.00	66,952.56	51,309.00
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,523.83	4,275.75	2,248.08	53,140.75	51,309.00	1,831.75	51,309.00
Total Other Expense	6,523.83	4,275.75	2,248.08	53,140.75	51,309.00	1,831.75	51,309.00
Net Other Income	-6,523.83	-4,275.75	-2,248.08	-53,140.75	-51,309.00	-1,831.75	-51,309.00
Net Income	-8,043.66	-4,523.90	-3,519.76	65,120.81	0.00	65,120.81	0.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	Jun 17	Budget	\$ Over Bud...	Jul '16 - Jun...	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	27,827.00	27,826.91	0.09	333,924.00	333,923.00	1.00	333,923.00
4503 · Visitor Guide Income	0.00	0.00	0.00	0.00	3,000.00	-3,000.00	3,000.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	87.00	637.00	-550.00	5,767.00	7,644.00	-1,877.00	7,644.00
46000 · Merchandise Sales - Other	12,745.61	19,215.00	-6,469.39	91,309.03	114,886.00	-23,576.97	114,886.00
Total 46000 · Merchandise Sales	12,832.61	19,852.00	-7,019.39	97,076.03	122,530.00	-25,453.97	122,530.00
Total Income	40,659.61	47,678.91	-7,019.30	431,000.03	459,453.00	-28,452.97	459,453.00
Cost of Goods Sold							
52900 · Purchases - Resale Items	0.00	0.00	0.00	54.00	0.00	54.00	0.00
Total COGS	0.00	0.00	0.00	54.00	0.00	54.00	0.00
Gross Profit	40,659.61	47,678.91	-7,019.30	430,946.03	459,453.00	-28,506.97	459,453.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	939.03	1,242.00	-302.97	15,837.49	15,716.00	121.49	15,716.00
5030-00 · P/R - Health Insurance Expense	1,560.45	2,286.50	-726.05	20,305.41	27,438.00	-7,132.59	27,438.00
5040-00 · P/R - Workmans Comp	0.00	209.00	-209.00	983.20	2,508.00	-1,524.80	2,508.00
5060-00 · 401 (k)	493.60	470.00	23.60	6,161.86	5,946.00	215.86	5,946.00
5070-00 · Other Benefits and Expenses	41.98	50.58	-8.60	553.76	607.00	-53.24	607.00
5000-00 · Salaries & Wages - Other	14,433.66	13,594.00	839.66	166,747.34	172,059.00	-5,311.66	172,059.00
Total 5000-00 · Salaries & Wages	17,468.72	17,852.08	-383.36	210,589.06	224,274.00	-13,684.94	224,274.00
5100-00 · Rent							
5110-00 · Utilities	546.05	625.00	-78.95	6,242.84	7,500.00	-1,257.16	7,500.00
5140-00 · Repairs & Maintenance	0.00	150.83	-150.83	1,478.45	1,810.00	-331.55	1,810.00
5150-00 · Office - Cleaning	806.61	0.00	806.61	1,894.32	0.00	1,894.32	0.00
5100-00 · Rent - Other	7,378.65	5,898.83	1,479.82	78,765.89	70,786.00	7,979.89	70,786.00
Total 5100-00 · Rent	8,731.31	6,674.66	2,056.65	88,381.50	80,096.00	8,285.50	80,096.00
5310-00 · Telephone							
5320-00 · Telephone	243.25	291.66	-48.41	3,679.59	3,500.00	179.59	3,500.00
Total 5310-00 · Telephone	243.25	291.66	-48.41	3,679.59	3,500.00	179.59	3,500.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	50.00	0.00	50.00	0.00
5480-00 · Mail - Fed Ex	0.00	0.00	0.00	471.69	0.00	471.69	0.00
5420-00 · Mail - USPS - Other	0.00	41.66	-41.66	229.06	500.00	-270.94	500.00
Total 5420-00 · Mail - USPS	0.00	41.66	-41.66	750.75	500.00	250.75	500.00
5510-00 · Insurance/Bonding	66.11	166.66	-100.55	1,723.31	2,000.00	-276.69	2,000.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	990.00	0.00	990.00	1,002.57	0.00	1,002.57	0.00
5520-00 · Supplies - Other	975.24	333.33	641.91	3,164.22	4,000.00	-835.78	4,000.00
Total 5520-00 · Supplies	1,965.24	333.33	1,631.91	4,166.79	4,000.00	166.79	4,000.00
5530-00 · Visitor Communications - Other	0.00	0.00	0.00	-109.00	460.00	-569.00	460.00
5610-00 · Depreciation	128.86	84.91	43.95	921.05	1,019.00	-97.95	1,019.00
5700-00 · Equipment Support & Maintenance	202.11	175.00	27.11	2,246.55	2,100.00	146.55	2,100.00
5710-00 · Taxes, Licenses & Fees	0.00	25.00	-25.00	154.27	300.00	-145.73	300.00
5740-00 · Equipment Rental/Leasing	932.08	494.00	438.08	5,088.62	5,928.00	-839.38	5,928.00
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	3,000.00	-3,000.00	3,000.00
5815 · Training Video Series	0.00	0.00	0.00	0.00	5,000.00	-5,000.00	5,000.00
5850-00 · Artist of Month - Commissions	405.00	0.00	405.00	2,453.21	0.00	2,453.21	0.00
6740-00 · Media/Collateral/Production	0.00	416.66	-416.66	99.00	5,000.00	-4,901.00	5,000.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	36.57	0.00	36.57	2,333.15	0.00	2,333.15	0.00
52500 · Purchase Discounts	0.00	0.00	0.00	-1,431.86	0.00	-1,431.86	0.00
59900 · POS Inventory Adjustments	516.15	0.00	516.15	1,327.33	0.00	1,327.33	0.00
8100-00 · Cost of Goods Sold - Other	5,577.18	7,562.00	-1,984.82	47,154.79	61,212.00	-14,057.21	61,212.00
Total 8100-00 · Cost of Goods Sold	6,129.90	7,562.00	-1,432.10	49,383.41	61,212.00	-11,828.59	61,212.00
8200-00 · Associate Relations	0.00	0.00	0.00	355.19	500.00	-144.81	500.00
8500-00 · Credit Card Fees	372.58	300.00	72.58	2,734.80	3,600.00	-865.20	3,600.00
8700-00 · Automobile Expenses	51.90	100.00	-48.10	1,060.21	1,200.00	-139.79	1,200.00
8750-00 · Meals/Meetings	140.11	33.33	106.78	1,000.55	400.00	600.55	400.00
8810-00 · Dues & Subscriptions	49.99	400.00	-350.01	647.76	1,600.00	-952.24	1,600.00
8910-00 · Travel	0.00	408.16	-408.16	213.48	4,898.00	-4,684.52	4,898.00
Total Expense	36,887.16	35,359.11	1,528.05	375,540.10	410,587.00	-35,046.90	410,587.00
Net Ordinary Income	3,772.45	12,319.80	-8,547.35	55,405.93	48,866.00	6,539.93	48,866.00
Other Income/Expense							

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

42 - Visitor Center

	<u>Jun 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul '16 - Jun...</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Other Expense 8990-00 · Allocated	5,930.76	4,072.13	1,858.63	48,309.78	48,866.00	-556.22	48,866.00
Total Other Expense	5,930.76	4,072.13	1,858.63	48,309.78	48,866.00	-556.22	48,866.00
Net Other Income	-5,930.76	-4,072.13	-1,858.63	-48,309.78	-48,866.00	556.22	-48,866.00
Net Income	<u>-2,158.31</u>	<u>8,247.67</u>	<u>-10,405.98</u>	<u>7,096.15</u>	<u>0.00</u>	<u>7,096.15</u>	<u>0.00</u>

Pre - Audit Draft

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

50 - Infrastructure

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	18,547.00	18,547.33	-0.33	222,564.00	222,568.00	-4.00	222,568.00
Total Income	18,547.00	18,547.33	-0.33	222,564.00	222,568.00	-4.00	222,568.00
Gross Profit	18,547.00	18,547.33	-0.33	222,564.00	222,568.00	-4.00	222,568.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	549.73	670.70	-120.97	6,151.96	8,719.00	-2,567.04	8,719.00
5030-00 · P/R - Health Insurance Expense	404.30	317.70	86.60	5,519.12	5,013.00	506.12	5,013.00
5040-00 · P/R - Workmans Comp	0.00	166.66	-166.66	310.47	2,000.00	-1,689.53	2,000.00
5060-00 · 401 (k)	286.82	309.20	-22.38	3,214.60	4,020.00	-805.40	4,020.00
5070-00 · Other Benefits and Expenses	6.78	57.50	-50.72	95.03	690.00	-594.97	690.00
5000-00 · Salaries & Wages - Other	9,153.18	6,599.40	2,553.78	84,502.73	85,792.00	-1,289.27	85,792.00
Total 5000-00 · Salaries & Wages	10,400.81	8,121.16	2,279.65	99,793.91	106,234.00	-6,440.09	106,234.00
5100-00 · Rent							
5110-00 · Utilities	21.59	125.00	-103.41	336.88	1,500.00	-1,163.12	1,500.00
5140-00 · Repairs & Maintenance	0.00	40.00	-40.00	543.81	480.00	63.81	480.00
5150-00 · Office - Cleaning	47.70	50.16	-2.46	453.89	602.00	-148.11	602.00
5100-00 · Rent - Other	413.06	585.58	-172.52	4,393.49	7,027.00	-2,633.51	7,027.00
Total 5100-00 · Rent	482.35	800.74	-318.39	5,728.07	9,609.00	-3,880.93	9,609.00
5310-00 · Telephone							
5320-00 · Telephone	186.45	250.00	-63.55	2,314.30	3,200.00	-885.70	3,200.00
Total 5310-00 · Telephone	186.45	250.00	-63.55	2,314.30	3,200.00	-885.70	3,200.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	50.00	0.00	50.00	0.00
5420-00 · Mail - USPS - Other	0.00	0.00	0.00	140.96	50.00	90.96	50.00
Total 5420-00 · Mail - USPS	0.00	0.00	0.00	190.96	50.00	140.96	50.00
5510-00 · Insurance/Bonding	7.93	25.00	-17.07	206.77	300.00	-93.23	300.00
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	0.00	0.00	0.00	136.74	0.00	136.74	0.00
5520-00 · Supplies - Other	11.80	25.00	-13.20	154.38	300.00	-145.62	300.00
Total 5520-00 · Supplies	11.80	25.00	-13.20	291.12	300.00	-8.88	300.00
5610-00 · Depreciation	6.72	34.50	-27.78	97.12	414.00	-316.88	414.00
5700-00 · Equipment Support & Maintenance	40.42	55.00	-14.58	296.50	660.00	-363.50	660.00
5710-00 · Taxes, Licenses & Fees	0.00	31.00	-31.00	94.93	372.00	-277.07	372.00
5740-00 · Equipment Rental/Leasing	112.71	212.66	-99.95	1,321.06	2,552.00	-1,230.94	2,552.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	500.00	-500.00	500.00
5941-00 · Research & Planning	375.00	1,533.00	-1,158.00	6,166.55	40,000.00	-33,833.45	40,000.00
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	400.00	-400.00	400.00
8500-00 · Credit Card Fees	0.00	0.00	0.00	22.50	0.00	22.50	0.00
8700-00 · Automobile Expenses	46.97	115.00	-68.03	598.90	1,380.00	-781.10	1,380.00
8750-00 · Meals/Meetings	0.00	33.33	-33.33	395.63	400.00	-4.37	400.00
8810-00 · Dues & Subscriptions	2.25	0.00	2.25	13.50	0.00	13.50	0.00
Total Expense	11,673.41	11,236.39	437.02	117,531.82	166,371.00	-48,839.18	166,371.00
Net Ordinary Income	6,873.59	7,310.94	-437.35	105,032.18	56,197.00	48,835.18	56,197.00
Other Income/Expense							
Other Expense							
8990-00 · Allocated	7,859.88	4,683.00	3,176.88	54,476.81	56,196.00	-1,719.19	56,196.00
Total Other Expense	7,859.88	4,683.00	3,176.88	54,476.81	56,196.00	-1,719.19	56,196.00
Net Other Income	-7,859.88	-4,683.00	-3,176.88	-54,476.81	-56,196.00	1,719.19	-56,196.00
Net Income	-986.29	2,627.94	-3,614.23	50,555.37	1.00	50,554.37	1.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

60 - Membership

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues	10,789.58	10,236.25	553.33	139,090.47	117,890.00	21,200.47	117,890.00
4201-00 · New Member Fees	225.00	333.33	-108.33	975.00	4,000.00	-3,025.00	4,000.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	9,235.07			9,235.07			
4250-05 · Sponsorships	3,250.00			3,250.00			
4250-01 · Community Awards - Other	5,894.93			15,430.00			
Total 4250-01 · Community Awards	18,380.00			27,915.07			
4250-02 · Tourism Summit	0.00	0.00	0.00	1,100.00	0.00	1,100.00	0.00
4250-03 · Summer/Winter Rec Luncheon	2,361.52			2,361.52			
4251-00 · Revenue-Tue AM Breakfast Club	855.00	800.00	55.00	6,989.42	9,600.00	-2,610.58	9,600.00
4250-00 · Revenues-Membership Activities - Other	-13,790.26	2,000.00	-15,790.26	6,025.74	70,050.00	-64,024.26	70,050.00
Total 4250-00 · Revenues-Membership Activities	7,806.26	2,800.00	5,006.26	44,391.75	79,650.00	-35,258.25	79,650.00
4252-00 · Revenue - Sponsorships	-2,950.00	1,500.00	-4,450.00	500.00	7,000.00	-6,500.00	7,000.00
Total Income	15,870.84	14,869.58	1,001.26	184,957.22	208,540.00	-23,582.78	208,540.00
Gross Profit	15,870.84	14,869.58	1,001.26	184,957.22	208,540.00	-23,582.78	208,540.00
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	-1,375.00	-1,375.00	0.00	-16,500.00	-16,500.00	0.00	-16,500.00
5020-00 · P/R - Tax Expense	457.84	574.70	-116.86	5,891.86	7,471.00	-1,579.14	7,471.00
5030-00 · P/R - Health Insurance Expense	1,796.22	1,324.70	471.52	9,583.07	17,397.00	-7,813.93	17,397.00
5040-00 · P/R - Workmans Comp	0.00	89.33	-89.33	362.26	1,072.00	-709.74	1,072.00
5060-00 · 401 (k)	315.54	49.80	265.74	1,485.86	648.00	837.86	648.00
5070-00 · Other Benefits and Expenses	11.89	87.91	-76.02	136.63	1,055.00	-918.37	1,055.00
5000-00 · Salaries & Wages - Other	7,596.44	6,226.90	1,369.54	67,271.45	80,951.00	-13,679.55	80,951.00
Total 5000-00 · Salaries & Wages	8,802.93	6,978.34	1,824.59	68,231.13	92,094.00	-23,862.87	92,094.00
5100-00 · Rent							
5110-00 · Utilities	37.80	62.50	-24.70	544.90	750.00	-205.10	750.00
5140-00 · Repairs & Maintenance	0.00	40.00	-40.00	563.97	480.00	83.97	480.00
5150-00 · Office - Cleaning	83.46	90.00	-6.54	794.21	1,080.00	-285.79	1,080.00
5100-00 · Rent - Other	802.86	589.91	212.95	8,568.61	7,079.00	1,489.61	7,079.00
Total 5100-00 · Rent	924.12	782.41	141.71	10,471.69	9,389.00	1,082.69	9,389.00
5310-00 · Telephone							
5320-00 · Telephone	276.85	225.00	51.85	2,847.26	2,700.00	147.26	2,700.00
Total 5310-00 · Telephone	276.85	225.00	51.85	2,847.26	2,700.00	147.26	2,700.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	400.00	0.00	400.00	0.00
5420-00 · Mail - USPS - Other	0.00	50.00	-50.00	590.96	600.00	-9.04	600.00
Total 5420-00 · Mail - USPS	0.00	50.00	-50.00	990.96	600.00	390.96	600.00
5510-00 · Insurance/Bonding	23.80	66.66	-42.86	620.40	800.00	-179.60	800.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	621.22	0.00	621.22	0.00
5520-00 · Supplies - Other	86.25	108.33	-22.08	1,139.52	1,300.00	-160.48	1,300.00
Total 5520-00 · Supplies	86.25	108.33	-22.08	1,760.74	1,300.00	460.74	1,300.00
5610-00 · Depreciation	6.72	52.25	-45.53	109.50	627.00	-517.50	627.00
5700-00 · Equipment Support & Maintenance	70.74	47.08	23.66	1,243.47	565.00	678.47	565.00
5710-00 · Taxes, Licenses & Fees	0.00	41.66	-41.66	95.93	500.00	-404.07	500.00
5740-00 · Equipment Rental/Leasing	234.61	272.16	-37.55	2,858.58	3,266.00	-407.42	3,266.00
5800-00 · Training Seminars	0.00	0.00	0.00	892.11	3,000.00	-2,107.89	3,000.00
6423-00 · Membership Activities							
6432-00 · Membership - Newsletter	0.00	0.00	0.00	2,001.24	0.00	2,001.24	0.00
6434-00 · Community Awards Dinner	136.07	0.00	136.07	21,651.45	0.00	21,651.45	0.00
6436-00 · Membership - Wnt/Sum Rec Lunch	996.71			996.71	0.00	996.71	0.00
6437-00 · Tuesday Morning Breakfast Club	594.00	708.33	-114.33	6,088.50	8,500.00	-2,411.50	8,500.00
6441-00 · Membership - Miscellaneous Exp	15.54	0.00	15.54	52.59	0.00	52.59	0.00
6442-00 · Public Relations/Website	0.00	0.00	0.00	81.00	0.00	81.00	0.00
6443-00 · Membership - Bridal Faire	0.00	0.00	0.00	75.63	0.00	75.63	0.00
6444-00 · Trades	0.00			1,190.00			
6423-00 · Membership Activities - Other	285.16	2,213.00	-1,927.84	7,335.24	35,000.00	-27,664.76	35,000.00
Total 6423-00 · Membership Activities	2,027.48	2,921.33	-893.85	39,472.36	43,500.00	-4,027.64	43,500.00
6490-00 · Classified Ads	0.00	0.00	0.00	225.00	0.00	225.00	0.00
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	450.00	-450.00	450.00
8500-00 · Credit Card Fees	191.18	210.00	-18.82	3,460.49	3,520.00	-59.51	3,520.00
8700-00 · Automobile Expenses	96.10	62.50	33.60	907.22	750.00	157.22	750.00
8750-00 · Meals/Meetings	0.00	41.66	-41.66	310.04	500.00	-189.96	500.00
8810-00 · Dues & Subscriptions	5.99	83.33	-77.34	1,945.94	1,000.00	945.94	1,000.00
8920-00 · Bad Debt	1,131.75	0.00	1,131.75	23,598.00	0.00	23,598.00	0.00
Total Expense	13,878.52	11,942.71	1,935.81	160,040.82	164,561.00	-4,520.18	164,561.00
Net Ordinary Income	1,992.32	2,926.87	-934.55	24,916.40	43,979.00	-19,062.60	43,979.00
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,337.68	3,665.00	1,672.68	43,478.83	43,980.00	-501.17	43,980.00
Total Other Expense	5,337.68	3,665.00	1,672.68	43,478.83	43,980.00	-501.17	43,980.00

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

	<u>Jun 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul '16 - Jun 17</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Net Other Income	-5,337.68	-3,665.00	-1,672.68	-43,478.83	-43,980.00	501.17	-43,980.00
Net Income	<u>-3,345.36</u>	<u>-738.13</u>	<u>-2,607.23</u>	<u>-18,562.43</u>	<u>-1.00</u>	<u>-18,561.43</u>	<u>-1.00</u>

Pre - Audit Draft

North Lake Tahoe Resort Association Profit & Loss Budget Performance

70 - Administration

	Jun 17	Budget	\$ Over Budget	Jul '16 - Jun 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,022.22	1,753.20	269.02	21,137.47	22,792.00	-1,654.53	22,792.00
5030-00 · P/R - Health Insurance Expense	1,697.50	3,201.60	-1,504.10	17,477.13	40,920.00	-23,442.87	40,920.00
5040-00 · P/R - Workmans Comp	0.00	400.66	-400.66	1,086.50	4,808.00	-3,721.50	4,808.00
5060-00 · 401 (k)	988.04	699.10	288.94	4,248.31	9,089.00	-4,840.69	9,089.00
5070-00 · Other Benefits and Expenses	96.95	93.41	3.54	743.69	1,121.00	-377.31	1,121.00
5000-00 · Salaries & Wages - Other	33,471.42	23,642.90	9,828.52	287,153.83	307,359.00	-20,205.17	307,359.00
Total 5000-00 · Salaries & Wages	38,276.13	29,790.87	8,485.26	331,846.93	386,089.00	-54,242.07	386,089.00
5100-00 · Rent							
5110-00 · Utilities	80.99	200.00	-119.01	1,226.11	2,400.00	-1,173.89	2,400.00
5140-00 · Repairs & Maintenance	0.00	200.00	-200.00	3,770.48	2,400.00	1,370.48	2,400.00
5150-00 · Office - Cleaning	178.83	252.00	-73.17	1,824.25	3,024.00	-1,199.75	3,024.00
5100-00 · Rent - Other	1,822.01	1,915.08	-93.07	19,799.63	22,981.00	-3,181.37	22,981.00
Total 5100-00 · Rent	2,081.83	2,567.08	-485.25	26,620.47	30,805.00	-4,184.53	30,805.00
5310-00 · Telephone							
5320-00 · Telephone	706.75	716.66	-9.91	8,739.18	8,600.00	139.18	8,600.00
Total 5310-00 · Telephone	706.75	716.66	-9.91	8,739.18	8,600.00	139.18	8,600.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	0.00	0.00	250.00	0.00	250.00	0.00
5480-00 · Mail - Fed Ex	0.00	0.00	0.00	24.02	0.00	24.02	0.00
5420-00 · Mail - USPS - Other	294.58	58.33	236.25	776.98	700.00	76.98	700.00
Total 5420-00 · Mail - USPS	294.58	58.33	236.25	1,051.00	700.00	351.00	700.00
5510-00 · Insurance/Bonding	58.17	141.66	-83.49	1,516.50	1,700.00	-183.50	1,700.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	985.00	0.00	985.00	1,873.29	0.00	1,873.29	0.00
5520-00 · Supplies - Other	678.57	583.33	95.24	5,232.53	7,000.00	-1,767.47	7,000.00
Total 5520-00 · Supplies	1,663.57	583.33	1,080.24	7,105.82	7,000.00	105.82	7,000.00
5610-00 · Depreciation	52.10	163.25	-111.15	748.85	1,959.00	-1,210.15	1,959.00
5700-00 · Equipment Support & Maintenance	386.48	310.66	75.82	5,732.94	3,728.00	2,004.94	3,728.00
5710-00 · Taxes, Licenses & Fees	582.57	666.66	-84.09	8,243.90	8,000.00	243.90	8,000.00
5740-00 · Equipment Rental/Leasing	173.54	208.33	-34.79	1,874.56	2,500.00	-625.44	2,500.00
5800-00 · Training Seminars	0.00	0.00	0.00	2,199.00	1,500.00	699.00	1,500.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	180.00	-180.00	180.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	400.00	0.00	400.00	3,978.19	0.00	3,978.19	0.00
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	35,862.00	0.00	35,862.00	0.00
5921-00 · Professional Fees - Other	12,557.16	0.00	12,557.16	36,837.71	0.00	36,837.71	0.00
5900-00 · Professional Fees - Other	0.00	0.00	0.00	1,250.00	21,000.00	-19,750.00	21,000.00
Total 5900-00 · Professional Fees	12,957.16	0.00	12,957.16	77,927.90	21,000.00	56,927.90	21,000.00
6420-00 · Events							
6421-00 · New Event Development	0.00	0.00	0.00	50.00	0.00	50.00	0.00
Total 6420-00 · Events	0.00	0.00	0.00	50.00	0.00	50.00	0.00
6423-00 · Membership Activities	0.00	0.00	0.00	33.65	0.00	33.65	0.00
6490-00 · Classified Ads	0.00	0.00	0.00	0.00	750.00	-750.00	750.00
8200-00 · Associate Relations	858.17	150.00	708.17	3,604.84	2,200.00	1,404.84	2,200.00
8300-00 · Board Functions	849.43	450.00	399.43	2,612.86	4,600.00	-1,987.14	4,600.00
8500-00 · Credit Card Fees	45.00	0.00	45.00	384.05	0.00	384.05	0.00
8700-00 · Automobile Expenses	54.36	83.33	-28.97	295.38	1,000.00	-704.62	1,000.00
8750-00 · Meals/Meetings	97.22	400.00	-302.78	520.31	1,350.00	-829.69	1,350.00
8810-00 · Dues & Subscriptions	170.49	0.00	170.49	1,989.62	1,600.00	389.62	1,600.00
8910-00 · Travel	0.00	0.00	0.00	0.00	3,400.00	-3,400.00	3,400.00
Total Expense	59,307.55	36,290.16	23,017.39	483,097.76	488,661.00	-5,563.24	488,661.00
Net Ordinary Income	-59,307.55	-36,290.16	-23,017.39	-483,097.76	-488,661.00	5,563.24	-488,661.00
Other Income/Expense							
Other Expense							
Balancing Adjustments	0.00	0.00	0.00	0.08	0.00	0.08	0.00
8990-00 · Allocated	-59,307.55	-36,291.00	-23,016.55	-483,097.84	-488,662.00	5,564.16	-488,662.00
Total Other Expense	-59,307.55	-36,291.00	-23,016.55	-483,097.76	-488,662.00	5,564.24	-488,662.00
Net Other Income	59,307.55	36,291.00	23,016.55	483,097.76	488,662.00	-5,564.24	488,662.00
Net Income	0.00	0.84	-0.84	0.00	1.00	-1.00	1.00

KEY METRICS FOR June 30, 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 2013 - 2017 (thru Jun'17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:					
Walk In/Events	48,338	44,850	45,413	50,044	10.20%
Phone/Email	2,903	2,560	2,857	3,626	26.92%
Kings Beach (Walk In Only)	10,093	6,211	8,523	3,825	-55.12%
Totals	61,334	53,621	56,793	57,495	1.24%

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of Nov 2016, 6 mth lag)					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

EDD

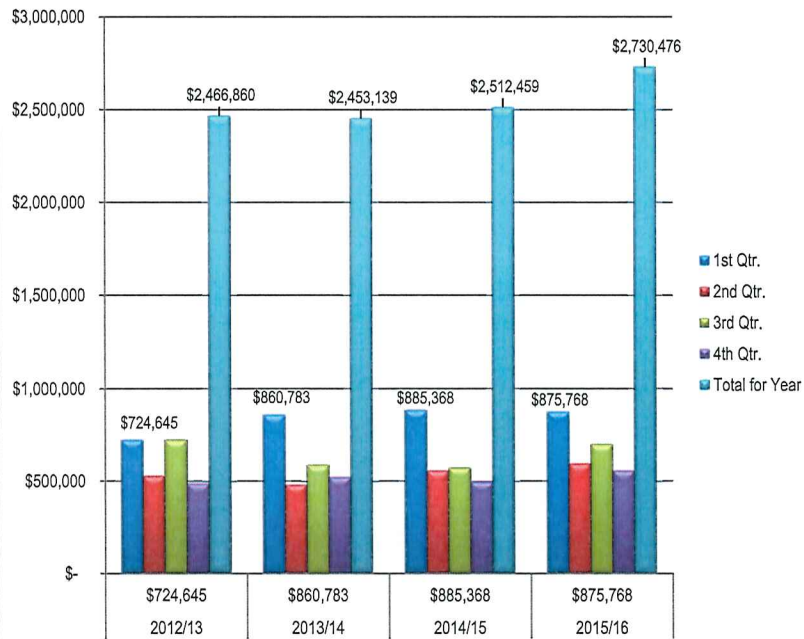
Unemployment Rates	June 2014	July 2015	Aug 2016	June 2017
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.7%
Placer County (367,309)	6.0%	5.2%	4.7%	4.2%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.9%
Kings Beach (3,893)	6.0%	6.8%	6.1%	6.8%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	5.3%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	4.8%

Destimetrics Reservations Activity	FYTD 15/16	FYTD 16/17	Change
Occupancy	55.3%	56.0%	1.2%
ADR (Average Daily Rate)	\$ 284	\$ 302	6.3%
RevPAR (Rev per Available Room)	\$ 157	\$ 169	7.6%
Occupancy 1 Mth Forecast	65.1%	63.1%	-3.0%
ADR 1 Mth Forecast	\$ 374	\$ 418	11.8%
RevPAR 1 Mth Forecast	\$ 243	\$ 264	8.4%
Occupancy (prior 6 months)	46.6%	50.2%	7.7%
ADR (prior 6 months)	\$ 278	\$ 282	1.5%
RevPAR (prior 6 months)	\$ 130	\$ 142	9.3%
Occupancy (next 6 months)	32.1%	28.7%	-10.6%
ADR (next 6 months)	\$ 312	\$ 365	16.9%
RevPAR (next 6 months)	\$ 100	\$ 105	4.5%

Infrastructure Fund Balances Held by Placer County as of 3/31/17 (Reported Quarterly)	Total Chamber Membership
	June 2013
FY 2015-16 Contract	June 2014
FY 2016-17 Contract	June 2015
Total Fund Balances	June 2016
	June 2017

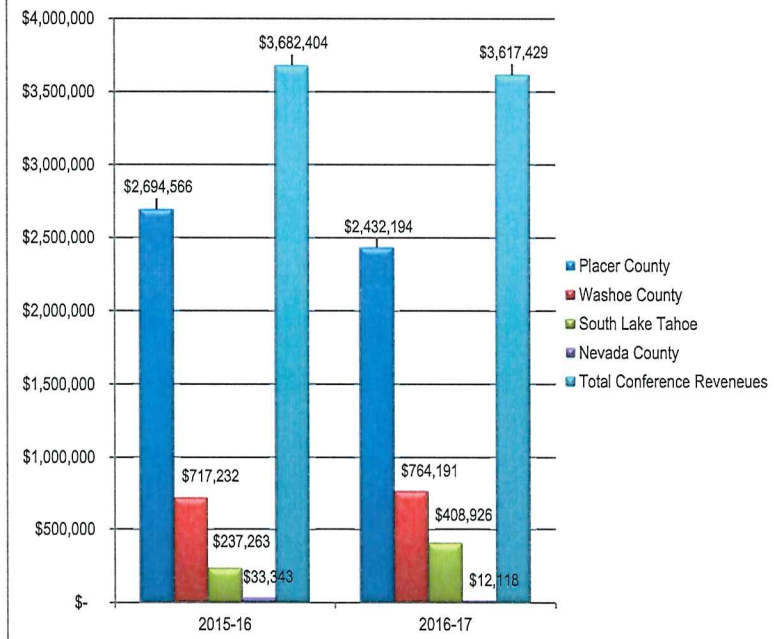
Conference Revenue Statistics Comparison FYTD 15/16 vs. FYTD 16/17 at 06/30/2017			
	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked	\$ 3,695,221	\$ 3,617,429	-2.11%
Forecasted Commission for this Revenue	198,020	114,087	-42.39%
Number of Room Nights	19,253	20,312	5.50%
Number of Tentative Bookings	79	71	-10.13%
CURRENT			
NLT - Annual Revenue Goal	\$ 2,800,000	\$ 2,800,000	0.00%
Annual Commission Goal	\$ 175,000	\$ 135,000	-22.86%
Conference Revenue And Percentage by County:			
	15-16	16-17	
Placer	73%	67%	\$ 2,694,566 \$ 2,432,194 -9.74%
Washoe	19%	21%	\$ 717,232 \$ 764,191 6.55%
South Lake	6%	11%	\$ 237,263 \$ 408,926 72.35%
Nevada	1%	0%	\$ 33,343 \$ 12,118 -63.66%
Total Conference Revenue	100%	100%	\$ 3,682,404 \$ 3,617,429 -1.76%

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



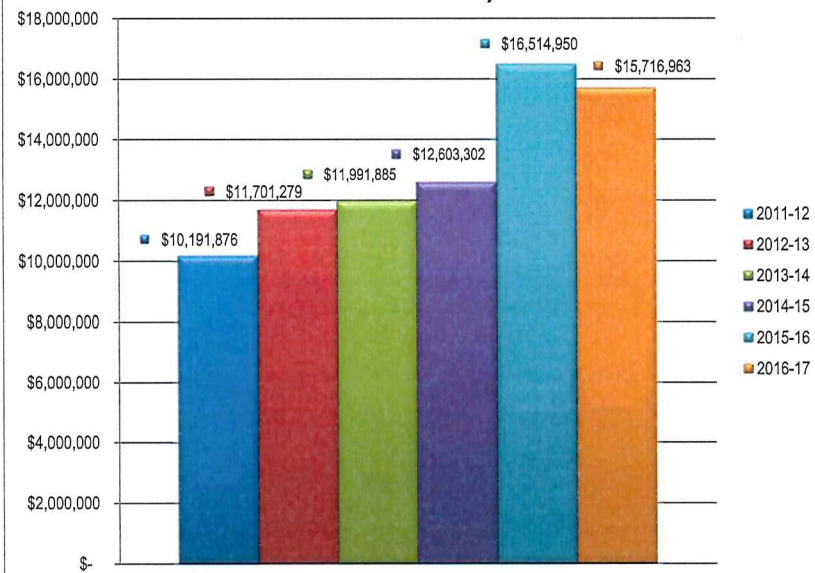
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

Conference Revenue Statistics & Revenue Share by County

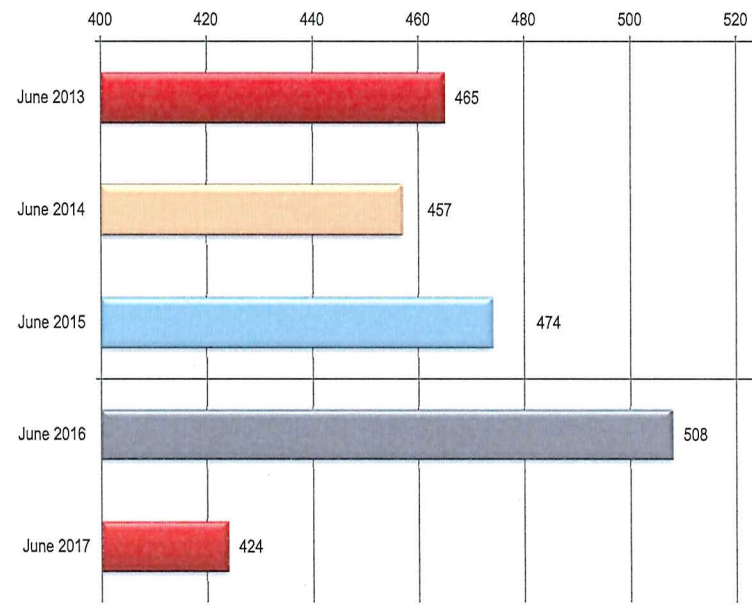


	2015-16	2016-17	YOY % Change
FORWARD LOOKING (2015/16)			
	Actuals	Forecasted	
Total Revenue Booked	\$ 3,695,221	\$ 3,617,429	-2.11%
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Number of Room Nights	19,253	20,312	5.50%
Number of Tentative Bookings	79	71	-10.13%
CURRENT			
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Annual Commission Goal	\$ 175,000	\$ 135,000	-22.86%
Conference Revenue And Percentage by County:			
Placer	\$ 2,694,566	\$ 2,432,194	-9.74%
Washoe	\$ 717,232	\$ 764,191	6.55%
South Lake	\$ 237,263	\$ 408,926	72.35%
Nevada	\$ 33,343	\$ 12,118	-63.66%
Total Conference Revenue	\$ 3,682,404	\$ 3,617,429	-1.76%

5-Year Annual TOT Collections (Fiscal Year Basis)



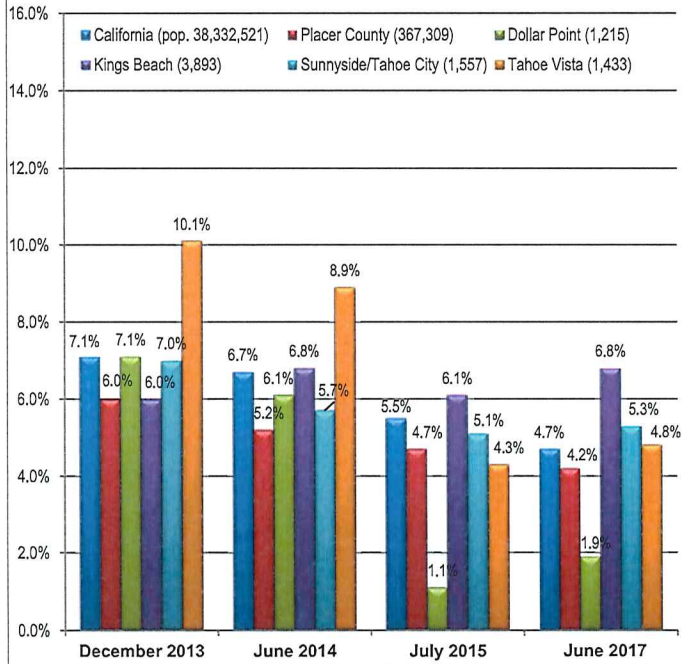
Chamber Membership (# of Members)



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
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

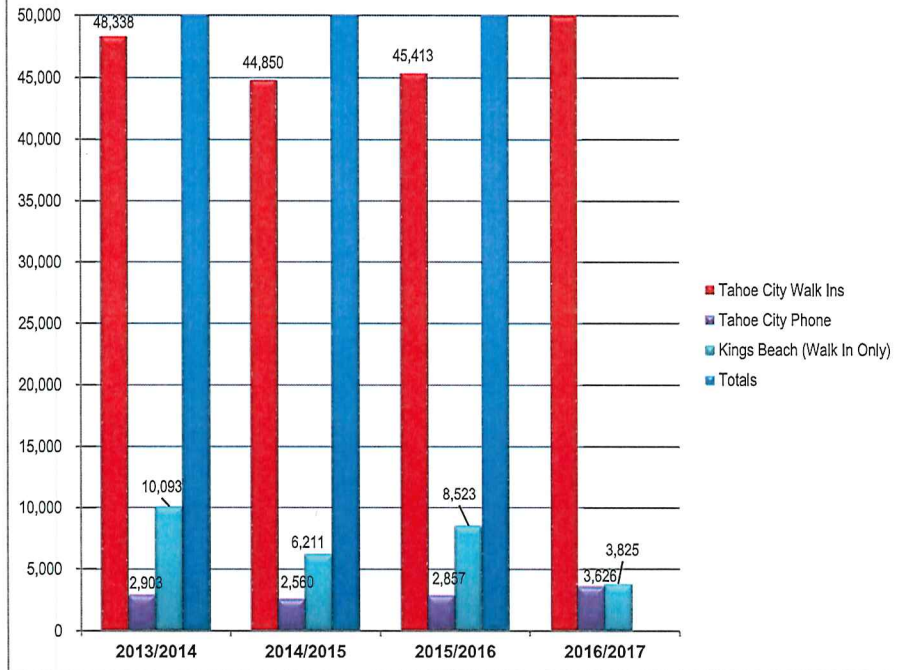
Chamber Of Commerce Total Membership	
June 2013	465
June 2014	457
June 2015	474
June 2016	508
June 2017	424

Unemployment Rates by Region



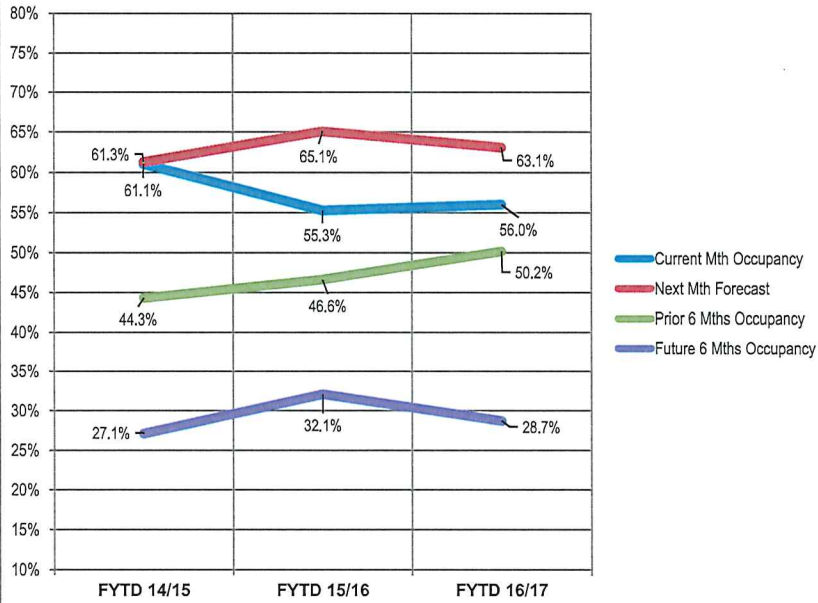
Unemployment Rates	December 2013	June 2014	July 2015	June 2017
California	7.1%	6.7%	5.5%	4.7%
Placer County	6.0%	5.2%	4.7%	4.2%
Dollar Point	7.1%	6.1%	1.1%	1.9%
Kings Beach	6.0%	6.8%	6.1%	6.8%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	5.3%
Tahoe Vista	10.1%	8.9%	4.3%	4.8%

Visitor Information - FYTD YOY

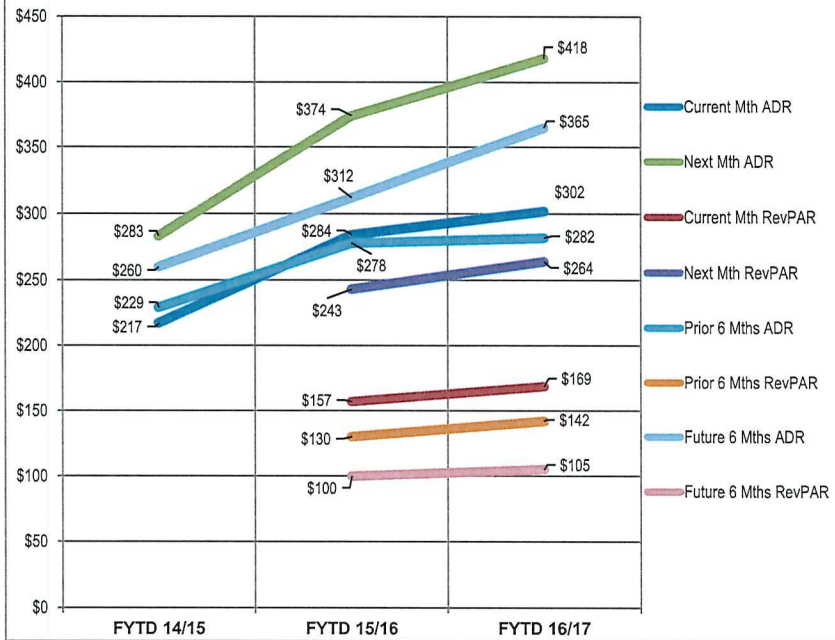


Visitor Information Comparative Statistics For Fiscal YTD 2013 - 2017 (thru Jun'17)					
Referrals -	2013/2014	2014/2015	2015/2016	2016/2017	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	48,338	44,850	45,413	50,044	10.20%
Phone	2,903	2,560	2,857	3,626	26.92%
Kings Beach (Walk In Only, Jun-Sep)	10,093	6,211	8,523	3,825	-55.12%
Totals	61,334	53,621	56,793	57,495	1.24%

Destimetrics Occupancy in NLT Comparisons



Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
Occupancy	61.1%	55.3%	56.0%	1.2%
Occupancy 1 Mth Forecast	61.3%	65.1%	63.1%	-3.0%
Occupancy (prior 6 months)	44.3%	46.6%	50.2%	7.7%
Occupancy (next 6 months)	27.1%	32.1%	28.7%	-10.6%

Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$284	\$302	6.3%
RevPAR (Rev per Available Room)	\$157	\$157	\$169	7.6%
ADR 1 Mth Forecast	\$283	\$374	\$418	11.8%
RevPAR 1 Mth Forecast	\$243	\$243	\$264	8.4%
ADR (prior 6 months)	\$229	\$278	\$282	1.5%
RevPAR (prior 6 months)	\$130	\$130	\$142	9.3%
ADR (next 6 months)	\$260	\$312	\$365	16.9%
RevPAR (next 6 months)	\$100	\$100	\$105	4.5%



Finance Staff Report

Date: 9/1/17

TO: NLTRA Finance Committee

FROM: Al Priester, Director of Finance and Human Resources

RE: July 2017 Financial Statements

The June 2017 Financials in the Finance Committee packet for the September 1, 2017 meeting are being presented as **pre-audit drafts** and include: a detailed 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 July detail budget is still under reconciliation with the one month county contract.

Important points to note at July 31, 2017 are:

- Total Cash on Hand of \$1,207,129 remains very strong and compares to prior month Cash on Hand of \$1,055,938 but higher than prior year Cash on Hand of \$771,750.
- Resort Association (RA) A/R increased 96% over prior month to \$46,097 primarily due to hotel invoicing of \$22,083 in the current month, while A/R over 90 days delinquent increased \$1,962 to \$10,496 from the prior month's \$8,534. These are hotel property invoices deemed collectible with no reserve being established.
- Membership A/R declined 27% from \$25,435 to \$18,550. Over 120 days delinquent decreased from \$9,590 to \$8,255 MOM. We expect to collect 75% of this amount and are adequately reserved for non-collectible.
- A/P are at \$417,343 which includes a \$250,000 payment due to Spartan Race Inc. and \$63,250 due to NLTMC. Both of these were paid in the first week of August.
- Acct 2800-Suspense has a balance of \$727 which is an incorrect deposit to NLTRA that should have been made to NLTMC. This will be a Client AJE in the fiscal 16-17 Audit process.
- Acct 5900 Professional Fees – Other of \$5,938 are for Executive Search costs.
- Monthly profit of \$7,427 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. Marketing and Membership are over budget for the month while all others are under budget.
- Membership has a month loss of \$2,299 after Administrative overhead.

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

North Lake Tahoe Resort Association
Balance Sheet
 As of July 31, 2017

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	202.57	1,000.00	-797.43	-79.7%
1003-00 · Cash - Operations BOTW #6712	923,444.75	576,783.64	346,661.11	60.1%
1007-00 · Cash - Payroll BOTW #7421	3,760.08	378.28	3,381.80	894.0%
1008-00 · Marketing Reserve - Plumas	50,099.55	50,024.46	75.09	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,265.55	100,065.23	200.32	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	99,268.53	13,144.02	86,124.51	655.2%
10950 · Cash in Drawer	507.09	773.10	-266.01	-34.4%
Total Checking/Savings	1,207,129.68	771,750.29	435,379.39	56.4%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	46,096.87	103,225.83	-57,128.96	-55.3%
1290-00 · A/R - TOT	0.00	-23,940.82	23,940.82	100.0%
Total Accounts Receivable	46,096.87	79,285.01	-33,188.14	-41.9%
Other Current Assets				
1200-99 · AR Other	1,598.66	3,247.25	-1,648.59	-50.8%
12000 · Undeposited Funds	25.72	1,600.32	-1,574.60	-98.4%
1201-00 · WebLink Accounts Receivable	18,550.00	46,405.00	-27,855.00	-60.0%
1201-02 · Allowance for Doubtful Accounts	-3,246.00	-15,956.50	12,710.50	79.7%
12100 · Inventory Asset	29,305.77	31,918.88	-2,613.11	-8.2%
1299 · Receivable from NLTMC	0.00	6,803.02	-6,803.02	-100.0%
1490-00 · Security Deposits	50.00	50.00	0.00	0.0%
Total Other Current Assets	46,284.15	74,067.97	-27,783.82	-37.5%
Total Current Assets	1,299,510.70	925,103.27	374,407.43	40.5%
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	-43,092.77	-42,285.29	-807.48	-1.9%
1750-00 · Computer Software	40,080.06	34,993.97	5,086.09	14.5%
1751-00 · Accum. Amort. - Software	-35,416.63	-33,932.32	-1,484.31	-4.4%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	-24,284.08	-24,084.04	-200.04	-0.8%
Total Fixed Assets	5,336.57	2,742.31	2,594.26	94.6%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,379.74	2,546.40	-166.66	-6.5%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	11,721.58	3,892.69	7,828.89	201.1%
Total 1400-00 · Prepaid Expenses	15,101.32	7,439.09	7,662.23	103.0%
Total Other Assets	15,101.32	7,439.09	7,662.23	103.0%
TOTAL ASSETS	1,319,948.59	935,284.67	384,663.92	41.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	417,343.27	98,315.59	319,027.68	324.5%
2001-00 · Credit Card Payable	0.00	10,000.00	-10,000.00	-100.0%
Total Accounts Payable	417,343.27	108,315.59	309,027.68	285.3%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	994.12	-994.12	-100.0%
2080-02 · MC_4222_Jason	822.66	340.00	482.66	142.0%
2080-03 · MC_5950_Judy	0.00	70.00	-70.00	-100.0%
2080-04 · MC_5968_Ronald	0.00	144.82	-144.82	-100.0%
2080-06 · MC_5288_Emily	748.86	556.75	192.11	34.5%
2080-07 · MC_6850_Ginger	0.00	450.43	-450.43	-100.0%
2080-08 · MC_5755_John	0.00	360.11	-360.11	-100.0%
2080-09 · MC_0319_Sarah	969.18	0.00	969.18	100.0%
2080-10 · MC_9495_AI	3,605.25	1,745.71	1,859.54	106.5%
2080-11 · MC_3978_Amber	1,765.25	0.00	1,765.25	100.0%
2080-12 · MC_3960_Natalie	465.18	0.00	465.18	100.0%
Total 2080-00 · Bank of the West - Master Cards	8,376.38	4,661.94	3,714.44	79.7%

North Lake Tahoe Resort Association
Balance Sheet
As of July 31, 2017

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
Total Credit Cards	8,376.38	4,661.94	3,714.44	79.7%
Other Current Liabilities				
21000 - Salaries/Wages/Payroll Liabilit				
2100-00 - Salaries / Wages Payable	41,052.17	35,719.15	5,333.02	14.9%
2101-00 - Incentive Payable	42,413.20	18,029.36	24,383.84	135.3%
2102-00 - Commissions Payable	11,612.98	9,662.74	1,950.24	20.2%
2120-00 - Empl. Federal Tax Payable	3,284.18	2,888.75	395.43	13.7%
2175-00 - 401 (k) Plan	1,642.08	1,104.44	537.64	48.7%
2180-00 - Estimated PTO Liability	60,648.50	60,648.50	0.00	0.0%
24100 - Wage Garnishment Payable	0.00	1,370.82	-1,370.82	-100.0%
Total 21000 - Salaries/Wages/Payroll Liabilit	160,653.11	129,423.76	31,229.35	24.1%
2190-00 - Sales and Use Tax Payable				
25500 - *Sales Tax Payable	3,214.65	2,498.57	716.08	28.7%
2190-00 - Sales and Use Tax Payable - Other	0.00	149.00	-149.00	-100.0%
Total 2190-00 - Sales and Use Tax Payable	3,214.65	2,647.57	567.08	21.4%
2250-00 - Accrued Expenses	208.18	20,000.31	-19,792.13	-99.0%
2400-60 - Deferred Revenue- Member Dues	62,224.17	66,317.51	-4,093.34	-6.2%
2651-00 - Deferred Rev - Conference	10,083.33	-825.00	10,908.33	1,322.2%
2800-00 - Suspense	727.04	-152.00	879.04	578.3%
2900-00 - Due To/From County of Placer	64.81	0.00	64.81	100.0%
Total Other Current Liabilities	237,175.29	217,412.15	19,763.14	9.1%
Total Current Liabilities	662,894.94	330,389.68	332,505.26	100.6%
Total Liabilities	662,894.94	330,389.68	332,505.26	100.6%
Equity				
32000 - Unrestricted Net Assets	245,003.31	29,217.09	215,786.22	738.6%
3300-11 - Designated Marketing Reserve	254,324.57	254,324.57	0.00	0.0%
3301 - Cash Flow Reserve	100,217.32	100,017.00	200.32	0.2%
3302 - Marketing Cash Reserve	50,081.46	50,006.37	75.09	0.2%
Net Income	7,426.99	171,329.96	-163,902.97	-95.7%
Total Equity	657,053.65	604,894.99	52,158.66	8.6%
TOTAL LIABILITIES & EQUITY	1,319,948.59	935,284.67	384,663.92	41.1%

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

	Current	1 - 30	31 - 60	61 - 90	91 - 120	> 120	TOTAL
County of Placer	0.00	0.00	-5.00	0.00	0.00	0.00	-5.00
Destination Tahoe Meetings & Events	0.00	550.00	0.00	0.00	0.00	0.00	550.00
DSC (Destination Services Corporation)	0.00	550.00	0.00	0.00	0.00	0.00	550.00
Event Specialists	0.00	550.00	0.00	0.00	0.00	0.00	550.00
Granlibakken Resort	0.00	0.00	1,180.00	0.00	0.00	0.00	1,180.00
Hampton Inn & Suites	0.00	550.00	0.00	0.00	1,476.15	0.00	2,026.15
Hard Rock Hotel & Casino Lake Tahoe	0.00	0.00	0.01	0.00	0.00	429.30	429.31
Harrah's/Harveys Casino	0.00	550.00	0.00	0.00	0.00	161.50	711.50
Hotel Becket	0.00	550.00	0.00	0.00	59.95	818.55	1,428.50
Hotel Truckee - Tahoe	0.00	550.00	0.00	0.00	0.00	0.00	550.00
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	0.00	0.00	0.00	0.00	90.80	90.80
IVCB Visitors Bureau	0.00	0.00	2,000.00	0.00	0.00	0.00	2,000.00
Lake Tahoe Resort Hotel	0.00	0.00	53.85	0.00	0.00	1,232.70	1,286.55
MontBleu	0.00	0.00	155.25	0.00	0.00	0.00	155.25
North Tahoe Cruises Tahoe Gal	1,000.00	0.00	0.00	0.00	0.00	0.00	1,000.00
North Tahoe Paddle	0.00	400.00	0.00	0.00	0.00	0.00	400.00
Northstar California	10,715.80	0.00	0.00	541.20	0.00	2,833.83	14,090.83
Ritz-Carlton Lake Tahoe	0.00	0.00	3,492.40	0.00	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	450.00	0.00	0.00	0.00	0.00	450.00
Tahoe Mountain Resorts Lodging	0.00	550.00	0.00	0.00	0.00	89.50	639.50
Tahoe Sailing Charters	0.00	300.00	0.00	0.00	0.00	0.00	300.00
Tahoe Tree Top Adventures	800.00	0.00	0.00	0.00	0.00	0.00	800.00
The Ridge Tahoe	0.00	550.00	0.00	0.00	0.00	0.00	550.00
The Village at Squaw Valley	8,967.28	0.00	0.00	0.00	0.00	0.00	8,967.28
West Shore Sports	600.00	0.00	0.00	0.00	0.00	0.00	600.00
TOTAL	22,083.08	6,100.00	6,876.51	541.20	1,536.10	8,959.98	46,096.87

Accounts Receivable Summary

Invoices With Apply Dates Through July 31, 2017

Aged as of Monday, July 31, 2017

<u>Revenue Item</u>	(Double click to drill down)	<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	0.00	0.00	0.00	710.00	0.00	710.00
Dues		145.00	3,930.00	2,125.00	0.00	2,785.00	8,180.00	17,165.00
Email Blast		0.00	0.00	225.00	0.00	0.00	0.00	225.00
New Member Fees		0.00	0.00	75.00	0.00	0.00	75.00	150.00
Sponsorships		0.00	0.00	0.00	0.00	300.00	0.00	300.00
Total Open Invoices		145.00	3,930.00	2,425.00	0.00	3,795.00	8,255.00	18,550.00

**Unapplied Payments With Payment
Dates Prior to and Including
07/31/2017**

Pre-Payments: Payments Made Prior to 07/31/2017 on Invoices With Apply Dates After 07/31/2017

Total Pre-Payments

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

18,550.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of July 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 Priester	28.32	0.00	0.00	0.00	0.00	28.32
Alpen Sierra Coffee Roasting Company, Inc	86.50	0.00	0.00	0.00	0.00	86.50
Alpine Lock & Key, Inc.	0.00	144.70	0.00	0.00	0.00	144.70
Amber Burke	175.07	0.00	0.00	0.00	0.00	175.07
Andy Chapman	5,937.50	0.00	0.00	0.00	0.00	5,937.50
Anne-Karin Atwood*	25.00	0.00	0.00	0.00	0.00	25.00
Annie's Cleaning Service	675.00	0.00	0.00	0.00	0.00	675.00
AT & T*	455.86	0.00	0.00	0.00	0.00	455.86
Augustineldeas	0.00	8,477.18	0.00	0.00	0.00	8,477.18
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Barb Kallestad	24.00	0.00	0.00	0.00	0.00	24.00
Big Water Studios	0.00	1,387.50	0.00	0.00	0.00	1,387.50
Bob Sweigert*	17.12	0.00	0.00	0.00	0.00	17.12
Chris Werfel	17.12	0.00	0.00	0.00	0.00	17.12
Cintas Corporation #623	134.82	0.00	0.00	0.00	0.00	134.82
CoPower	0.00	139.00	0.00	0.00	0.00	139.00
Crystal Range Associates	38.67	0.00	0.00	0.00	0.00	38.67
Dawn Baffone*	22.68	0.00	0.00	0.00	0.00	22.68
Employers Assurance Co.	0.00	1,159.70	0.00	0.00	0.00	1,159.70
Fallon Multimedia*	0.00	0.00	500.00	0.00	0.00	500.00
Geo-Tourism Specialties	971.23	0.00	0.00	0.00	0.00	971.23
Houston Magnani & Assoc, Inc.	0.00	750.00	0.00	0.00	0.00	750.00
Independent Technologies	2,040.00	0.00	0.00	0.00	0.00	2,040.00
IVCB Visitors Bureau*	0.00	375.37	0.00	0.00	0.00	375.37
Jason Neary	108.45	0.00	0.00	0.00	0.00	108.45
Julia Clair	0.00	150.00	0.00	0.00	0.00	150.00
Kahn Investment Company	0.00	0.00	1,424.63	0.00	0.00	1,424.63
Karen Colbert	100.00	0.00	0.00	0.00	0.00	100.00
Kym Fabel	43.19	0.00	0.00	0.00	0.00	43.19
Lake Tahoe Music Festival	0.00	931.52	0.00	0.00	0.00	931.52
Lauren Bobowski	0.00	75.00	0.00	0.00	0.00	75.00
Lauren Sully	236.94	0.00	0.00	0.00	0.00	236.94
LexiConn Internet Services	25.00	0.00	0.00	0.00	0.00	25.00
Liberty Utilities*	600.51	0.00	0.00	0.00	0.00	600.51
Linda Williams*	8.56	0.00	0.00	0.00	0.00	8.56
Natalie Parrish*	58.42	0.00	0.00	0.00	0.00	58.42
North Lake Tahoe Marketing Co-op	0.00	63,250.00	0.00	0.00	0.00	63,250.00
PhotoShelter, Inc.	0.00	5,599.00	0.00	0.00	0.00	5,599.00
Porter Simon*	140.00	0.00	0.00	0.00	0.00	140.00
Principal Financial Group	-376.13	744.30	187.64	0.00	-525.10	30.71
Richter7	0.00	4,500.00	0.00	0.00	0.00	4,500.00
Ricoh USA	1,108.22	19.53	0.00	0.00	0.00	1,127.75
Ron Treabess	74.60	0.00	0.00	0.00	0.00	74.60
Sarah Winters	72.62	0.00	0.00	0.00	0.00	72.62
Searchwide Minnesota, LLC	0.00	12,557.16	0.00	0.00	0.00	12,557.16
SF Notes Haus Maus	108.00	0.00	0.00	0.00	0.00	108.00
Sierra Essentials	0.00	496.23	0.00	0.00	0.00	496.23
Sierra Nevada Ad Partners	0.00	1,386.04	0.00	0.00	0.00	1,386.04
Southwest Gas Corporation*	11.00	0.00	0.00	0.00	0.00	11.00
Spartan Race, Inc.	0.00	250,000.00	0.00	0.00	0.00	250,000.00
Spectrum	0.00	-38.48	0.00	0.00	0.00	-38.48
Sprint	72.51	0.00	0.00	0.00	0.00	72.51
Summit Lacrosse Ventures, LLC.	0.00	1,050.00	0.00	0.00	0.00	1,050.00
Swigard's True Value Hardware, Inc.*	0.00	49.44	0.00	0.00	0.00	49.44
Tahoe Basics	332.00	-198.00	0.00	0.00	0.00	134.00
Tahoe City Downtown Association*	0.00	0.00	2,000.00	0.00	0.00	2,000.00
Tahoe City Public Utility District*	0.00	1,424.00	0.00	0.00	0.00	1,424.00
Tahoe House, Inc.*	0.00	52.95	0.00	0.00	0.00	52.95
Tahoe Truckee Sierra Disposal*	225.77	0.00	64.43	0.00	0.00	290.20
Tahoe Wild	233.00	0.00	0.00	0.00	0.00	233.00
The Store...Copies and More	0.00	0.00	468.00	0.00	0.00	468.00
Vail Resorts	0.00	40,000.00	0.00	0.00	0.00	40,000.00
Wholesale Resort Accessories, Inc.	329.00	0.00	0.00	0.00	21.50	350.50
Woodluck Wholesale	0.00	658.50	0.00	0.00	0.00	658.50
YIG Administration	0.00	-8.51	16.98	16.98	-8.49	16.96
ZoomAway, Inc.	0.00	0.00	3,998.00	0.00	0.00	3,998.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of July 31, 2017

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
TOTAL	<u>14,433.55</u>	<u>395,132.13</u>	<u>8,659.68</u>	<u>16.98</u>	<u>-899.07</u>	<u>417,343.27</u>

Pre - Audit Draft

North Lake Tahoe Resort Association
Profit & Loss
July 2017

	Jul 17	Jul 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	462,199.00	314,665.00	147,534.00	46.9%
4200-00 · Membership Dues	11,006.66	10,632.79	373.87	3.5%
4201-00 · New Member Fees	0.00	300.00	-300.00	-100.0%
4205-00 · Conference Dues	916.67	825.00	91.67	11.1%
4250-00 · Revenues-Membership Activities	-240.00	175.00	-415.00	-237.1%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0.00	0.01	-0.01	-100.0%
4600-00 · Commissions - Other	19,683.08	39,301.68	-19,618.60	-49.9%
Total 4600-00 · Commissions	19,683.08	39,301.69	-19,618.61	-49.9%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	3,798.00	342.00	3,456.00	1,010.5%
46000 · Merchandise Sales - Other	13,394.74	13,723.73	-328.99	-2.4%
Total 46000 · Merchandise Sales	17,192.74	14,065.73	3,127.01	22.2%
Total Income	510,758.15	379,965.21	130,792.94	34.4%
Gross Profit	510,758.15	379,965.21	130,792.94	34.4%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	3,208.67	1,258.43	1,950.24	155.0%
5020-00 · P/R - Tax Expense	9,686.02	7,896.25	1,789.77	22.7%
5030-00 · P/R - Health Insurance Expense	8,591.63	7,630.08	961.55	12.6%
5040-00 · P/R - Workmans Comp	1,159.70	0.00	1,159.70	100.0%
5060-00 · 401 (k)	4,467.79	3,195.23	1,272.56	39.8%
5070-00 · Other Benefits and Expenses	239.87	231.57	8.30	3.6%
5000-00 · Salaries & Wages - Other	81,058.79	75,792.12	5,266.67	7.0%
Total 5000-00 · Salaries & Wages	108,412.47	96,003.68	12,408.79	12.9%
5100-00 · Rent				
5110-00 · Utilities	979.76	303.84	675.92	222.5%
5140-00 · Repairs & Maintenance	144.70	29.86	114.84	384.6%
5150-00 · Office - Cleaning	675.00	0.00	675.00	100.0%
5100-00 · Rent - Other	12,583.00	12,294.36	288.64	2.4%
Total 5100-00 · Rent	14,382.46	12,628.06	1,754.40	13.9%
5310-00 · Telephone				
5320-00 · Telephone	2,262.31	2,375.82	-113.51	-4.8%
5350-00 · Internet	25.00	0.00	25.00	100.0%
Total 5310-00 · Telephone	2,287.31	2,375.82	-88.51	-3.7%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	0.00	1,000.00	-1,000.00	-100.0%
5480-00 · Mail - Fed Ex	0.00	41.53	-41.53	-100.0%
5420-00 · Mail - USPS - Other	9.00	0.00	9.00	100.0%
Total 5420-00 · Mail - USPS	9.00	1,041.53	-1,032.53	-99.1%
5510-00 · Insurance/Bonding	264.42	619.92	-355.50	-57.4%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	72.99	0.00	72.99	100.0%
5520-00 · Supplies - Other	534.80	1,159.52	-624.72	-53.9%
Total 5520-00 · Supplies	607.79	1,159.52	-551.73	-47.6%
5610-00 · Depreciation	233.02	221.28	11.74	5.3%
5700-00 · Equipment Support & Maintenance	3,698.33	1,450.25	2,248.08	155.0%
5710-00 · Taxes, Licenses & Fees	618.67	906.93	-288.26	-31.8%
5740-00 · Equipment Rental/Leasing	1,127.75	1,265.60	-137.85	-10.9%
5800-00 · Training Seminars	0.00	1,500.00	-1,500.00	-100.0%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	140.00	0.00	140.00	100.0%
5920-00 · Professional Fees - Accountant	0.00	4,770.00	-4,770.00	-100.0%
5900-00 · Professional Fees - Other	5,937.50	0.00	5,937.50	100.0%

North Lake Tahoe Resort Association
Profit & Loss
July 2017

	Jul 17	Jul 16	\$ Change	% Change
Total 5900-00 · Professional Fees	6,077.50	4,770.00	1,307.50	27.4%
5940-00 · Research & Planning Membership	0.00	3,000.00	-3,000.00	-100.0%
5941-00 · Research & Planning	750.00	818.55	-68.55	-8.4%
6020-00 · Programs				
6018-00 · Business Assoc. Grants	10,000.00	0.00	10,000.00	100.0%
Total 6020-00 · Programs	10,000.00	0.00	10,000.00	100.0%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	30,000.00	0.00	30,000.00	100.0%
6421-06 · Spartan	250,000.00	0.00	250,000.00	100.0%
6421-09 · Wanderlust	42.80	0.00	42.80	100.0%
Total 6420-01 · Sponsorships	280,042.80	0.00	280,042.80	100.0%
Total 6420-00 · Events	280,042.80	0.00	280,042.80	100.0%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	0.00	350.00	-350.00	-100.0%
6436-00 · Membership - Wnt/Sum Rec Lunch	9.99	0.00	9.99	100.0%
6437-00 · Tuesday Morning Breakfast Club	0.00	607.50	-607.50	-100.0%
6441-00 · Membership - Miscellaneous Exp	0.00	31.05	-31.05	-100.0%
6423-00 · Membership Activities - Other	276.69	348.25	-71.56	-20.6%
Total 6423-00 · Membership Activities	286.68	1,336.80	-1,050.12	-78.6%
6701-00 · Market Study Reports/Research	0.00	317.47	-317.47	-100.0%
6730-00 · Marketing Cooperative/Media	63,250.00	63,250.00	0.00	0.0%
6742-00 · Non-NLT Co-Op Marketing Program	1,212.44	400.67	811.77	202.6%
6743-00 · BACC Marketing Programs				
6743-04 · High Notes	0.00	1,583.32	-1,583.32	-100.0%
6743-05 · Peak Your Adventure	0.00	976.80	-976.80	-100.0%
Total 6743-00 · BACC Marketing Programs	0.00	2,560.12	-2,560.12	-100.0%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	219.66	149.49	70.17	46.9%
59900 · POS Inventory Adjustments	68.67	-1.44	70.11	4,868.8%
8100-00 · Cost of Goods Sold - Other	6,970.50	7,440.22	-469.72	-6.3%
Total 8100-00 · Cost of Goods Sold	7,258.83	7,588.27	-329.44	-4.3%
8300-00 · Board Functions	52.95	447.05	-394.10	-88.2%
8500-00 · Credit Card Fees	550.05	647.95	-97.90	-15.1%
8700-00 · Automobile Expenses	325.07	321.30	3.77	1.2%
8750-00 · Meals/Meetings	62.05	54.65	7.40	13.5%
8810-00 · Dues & Subscriptions	458.57	1,812.66	-1,354.09	-74.7%
8910-00 · Travel	0.00	860.67	-860.67	-100.0%
8920-00 · Bad Debt	1,363.00	1,276.50	86.50	6.8%
Total Expense	503,331.16	208,635.25	294,695.91	141.3%
Net Ordinary Income	7,426.99	171,329.96	-163,902.97	-95.7%
Net Income	7,426.99	171,329.96	-163,902.97	-95.7%

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

July 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Administ...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	356,962.00	34,825.00	13,446.00	43,532.00	13,434.00	0.00	0.00	462,199.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	11,006.66	0.00	11,006.66
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	0.00	0.00	0.00	0.00	0.00	-240.00	0.00	-240.00
4600-00 · Commissions	0.00	19,683.08	0.00	0.00	0.00	0.00	0.00	19,683.08
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC Income	0.00	0.00	0.00	3,798.00	0.00	0.00	0.00	3,798.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	13,394.74	0.00	0.00	0.00	13,394.74
Total 46000 · Merchandise Sales	0.00	0.00	0.00	17,192.74	0.00	0.00	0.00	17,192.74
Total Income	356,962.00	55,424.75	13,446.00	60,724.74	13,434.00	10,766.66	0.00	510,758.15
Gross Profit	356,962.00	55,424.75	13,446.00	60,724.74	13,434.00	10,766.66	0.00	510,758.15
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
5010-00 · Sales Commissions	0.00	3,208.67	0.00	0.00	0.00	0.00	0.00	3,208.67
5020-00 · P/R - Tax Expense	2,247.72	1,284.80	835.43	1,753.89	835.43	561.04	2,167.71	9,686.02
5030-00 · P/R - Health Insurance Expense	2,276.78	1,149.61	420.99	1,672.85	421.01	875.02	1,775.37	8,591.63
5040-00 · P/R - Workmans Comp	220.34	220.34	34.79	289.93	34.79	104.37	255.14	1,159.70
5060-00 · 401 (k)	1,177.03	680.42	440.17	691.44	440.17	303.66	734.90	4,467.79
5070-00 · Other Benefits and Expenses	93.47	41.98	6.79	41.98	6.78	11.89	36.98	239.87
5000-00 · Salaries & Wages - Other	16,083.41	10,554.75	5,697.41	12,741.07	5,697.42	5,748.06	24,536.67	81,058.79
Total 5000-00 · Salaries & Wages	23,473.75	17,140.57	7,435.58	17,191.16	7,435.60	6,229.04	29,506.77	108,412.47
5100-00 · Rent								
5110-00 · Utilities	147.91	74.67	33.86	518.91	33.86	50.70	119.85	979.76
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	144.70	144.70
5150-00 · Office - Cleaning	207.69	103.85	41.54	51.92	41.54	72.69	155.77	675.00
5100-00 · Rent - Other	1,926.15	923.08	369.23	6,611.54	369.23	726.15	1,657.62	12,583.00
Total 5100-00 · Rent	2,281.75	1,101.60	444.63	7,182.37	444.63	849.54	2,077.94	14,382.46
5310-00 · Telephone								
5320-00 · Telephone	478.19	248.38	187.62	244.93	187.61	278.45	637.13	2,262.31
5350-00 · Internet	0.00	0.00	0.00	0.00	0.00	0.00	25.00	25.00
Total 5310-00 · Telephone	478.19	248.38	187.62	244.93	187.61	278.45	662.13	2,287.31
5420-00 · Mail - USPS	0.00	0.00	0.00	0.00	0.00	0.00	9.00	9.00
5510-00 · Insurance/Bonding	50.24	50.24	7.93	66.11	7.93	23.80	58.17	264.42
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	0.00	0.00	72.99	0.00	72.99
5520-00 · Supplies - Other	99.34	24.99	11.01	149.68	11.01	17.09	221.68	534.80
Total 5520-00 · Supplies	99.34	24.99	11.01	149.68	11.01	90.08	221.68	607.79
5610-00 · Depreciation	20.99	10.91	6.72	128.86	6.72	6.72	52.10	233.02
5700-00 · Equipment Support & Maintenance	1,180.00	150.00	126.75	585.00	126.75	539.25	990.58	3,698.33
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	618.67	618.67
5740-00 · Equipment Rental/Leasing	110.82	110.82	99.74	352.00	99.74	221.64	132.99	1,127.75
5900-00 · Professional Fees								
5910-00 · Professional Fees - Attorneys	0.00	0.00	0.00	0.00	0.00	0.00	140.00	140.00
5900-00 · Professional Fees - Other	5,937.50	0.00	0.00	0.00	0.00	0.00	0.00	5,937.50
Total 5900-00 · Professional Fees	5,937.50	0.00	0.00	0.00	0.00	0.00	140.00	6,077.50
5941-00 · Research & Planning	0.00	0.00	375.00	0.00	375.00	0.00	0.00	750.00
6020-00 · Programs								
6018-00 · Business Assoc. Grants	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Total 6020-00 · Programs	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	30,000.00	0.00	0.00	0.00	0.00	0.00	0.00	30,000.00
6421-06 · Spartan	250,000.00	0.00	0.00	0.00	0.00	0.00	0.00	250,000.00
6421-09 · Wanderlust	42.80	0.00	0.00	0.00	0.00	0.00	0.00	42.80
Total 6420-01 · Sponsorships	280,042.80	0.00	0.00	0.00	0.00	0.00	0.00	280,042.80
Total 6420-00 · Events	280,042.80	0.00	0.00	0.00	0.00	0.00	0.00	280,042.80
6423-00 · Membership Activities								
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	9.99	0.00	9.99
6423-00 · Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	276.69	0.00	276.69
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	286.68	0.00	286.68
6730-00 · Marketing Cooperative/Media	54,083.33	9,166.67	0.00	0.00	0.00	0.00	0.00	63,250.00
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								
51100 · Freight and Shipping Costs	0.00	0.00	0.00	219.66	0.00	0.00	0.00	219.66
59900 · POS Inventory Adjustments	0.00	0.00	0.00	68.67	0.00	0.00	0.00	68.67
8100-00 · Cost of Goods Sold - Other	0.00	0.00	0.00	6,970.50	0.00	0.00	0.00	6,970.50
Total 8100-00 · Cost of Goods Sold	0.00	0.00	0.00	7,258.83	0.00	0.00	0.00	7,258.83
8300-00 · Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	52.95	52.95
8500-00 · Credit Card Fees	0.00	0.00	0.00	341.93	0.00	208.12	0.00	550.05

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

July 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Administ...	TOTAL
8700-00 · Automobile Expenses	154.35	0.00	34.70	18.19	34.70	67.50	15.63	325.07
8750-00 · Meals/Meetings	0.00	0.00	12.00	0.00	0.00	0.00	50.05	62.05
8810-00 · Dues & Subscriptions	14.99	0.00	2.25	49.99	2.25	112.17	276.92	458.57
8920-00 · Bad Debt	0.00	0.00	0.00	0.00	0.00	1,363.00	0.00	1,363.00
Total Expense	379,140.49	28,004.18	8,743.93	33,569.05	8,731.94	10,275.99	34,865.58	503,331.16
Net Ordinary Income	-22,178.49	27,420.57	4,702.07	27,155.69	4,702.06	490.67	-34,865.58	7,426.99
Other Income/Expense								
Other Expense								
8990-00 · Allocated	23,359.94	3,835.21	697.31	3,486.56	697.31	2,789.25	-34,865.58	0.00
Total Other Expense	23,359.94	3,835.21	697.31	3,486.56	697.31	2,789.25	-34,865.58	0.00
Net Other Income	-23,359.94	-3,835.21	-697.31	-3,486.56	-697.31	-2,789.25	34,865.58	0.00
Net Income	-45,538.43	23,585.36	4,004.76	23,669.13	4,004.75	-2,298.58	0.00	7,426.99

Pre-Audit Draft

KEY METRICS FOR July 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 Jul'17)					
Referrals -	2014/2015	2015/2016	2016/2017	2017/2018	YOY % Change
Tahoe City:					
Walk In/Events	7,688	7,373	8,830	8,317	-5.81%
Phone/Email	415	393	494	472	-4.45%
Kings Beach (Walk In Only)	1,146	1,976	1,576	3,669	132.80%
Totals	9,249	9,742	10,900	12,458	14.29%

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe (as of Nov 2016, 6 mth lag)					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

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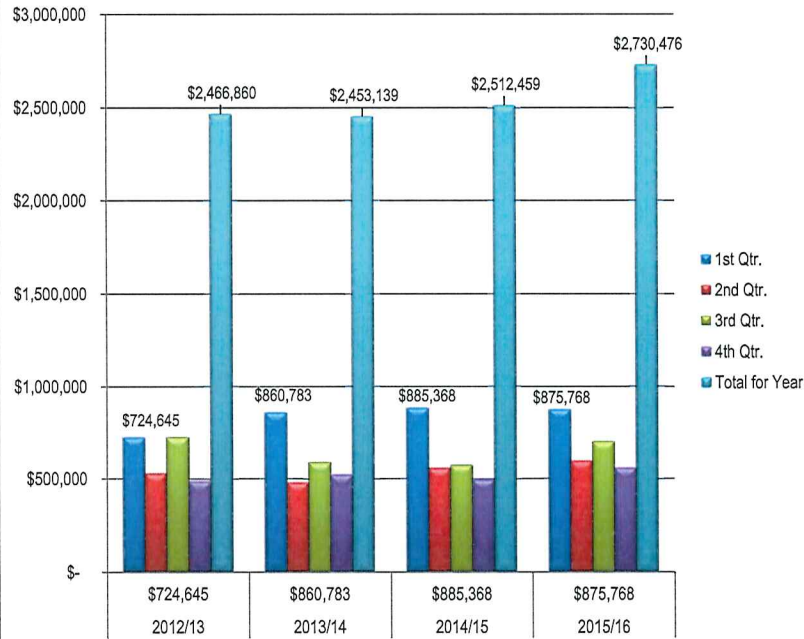
Unemployment Rates	June 2014	July 2015	Aug 2016	July 2017
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.8%
Placer County (367,309)	6.0%	5.2%	4.7%	4.5%
Dollar Point (1,215)	7.1%	6.1%	1.1%	2.0%
Kings Beach (3,893)	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	5.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	5.2%

Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	Change
Occupancy	73.9%	73.4%	-0.7%
ADR (Average Daily Rate)	\$ 356	\$ 381	6.9%
RevPAR (Rev per Available Room)	\$ 263	\$ 279	6.2%
Occupancy 1 Mth Forecast	57.2%	54.1%	-5.5%
ADR 1 Mth Forecast	\$ 343	\$ 370	7.8%
RevPAR 1 Mth Forecast	\$ 196	\$ 200	1.9%
Occupancy (prior 6 months)	50.7%	54.2%	7.1%
ADR (prior 6 months)	\$ 295	\$ 302	2.4%
RevPAR (prior 6 months)	\$ 149	\$ 164	9.6%
Occupancy (next 6 months)	26.9%	22.1%	-17.7%
ADR (next 6 months)	\$ 269	\$ 316	17.6%
RevPAR (next 6 months)	\$ 72	\$ 70	-3.2%

Infrastructure Fund Balances Held by Placer County	Total Chamber Membership	
as of 6/30/17 (Reported Quarterly)	June 2013	June 2014
FY 2015-16 Contract	\$ 4,260,134	465
FY 2016-17 Contract	2,526,980	457
Total Fund Balances	\$ 6,787,115	508
	June 2016	424
	July 2017	424

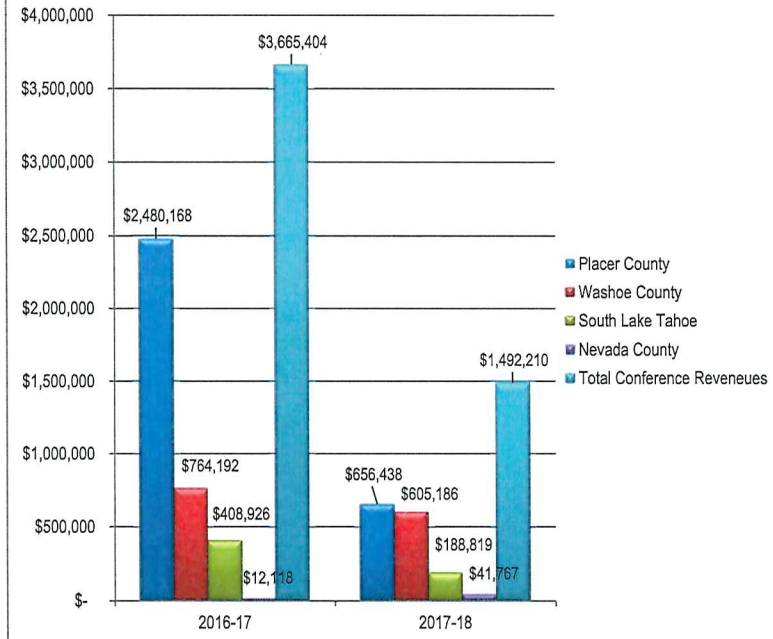
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 07/31/2017			
	2016-17	2017-18	YOY % Change
	Actuals	Forecasted	
FORWARD LOOKING			
Total Revenue Booked	\$ 2,466,474	\$ 1,424,008	-42.27%
Commission for this Revenue	111,042	41,165	-62.93%
Number of Room Nights	14,736	7,240	-50.87%
Number of Bookings	46	29	
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 173,000	\$ 70,000	-59.54%
Conference Revenue And Percentage by County:			
	16-17	17-18	
Placer	68%	44%	\$ 2,480,168 \$ 656,438 -73.53%
Washoe	21%	41%	\$ 764,192 \$ 605,186 -20.81%
South Lake	11%	13%	\$ 408,926 \$ 188,819 -53.83%
Nevada	0%	3%	\$ 12,118 \$ 41,767 244.67%
Total Conference Revenue	100%	100%	\$ 3,665,404 \$ 1,492,210 -59.29%

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

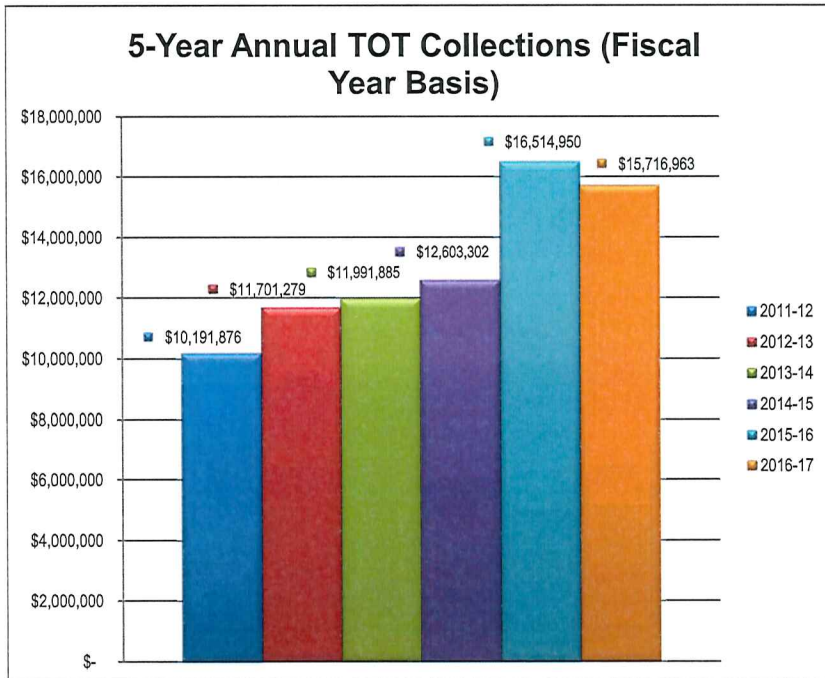


Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 724,645	\$ 860,783	\$ 885,368	\$ 875,768	-1.08%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ 596,985	7.06%
Third	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Fourth	\$ 488,100	\$ 521,965	\$ 495,699	\$ 558,566	12.68%
Total	\$ 2,466,860	\$ 2,453,139	\$ 2,512,459	\$ 2,730,476	

Conference Revenue Statistics & Revenue Share by County



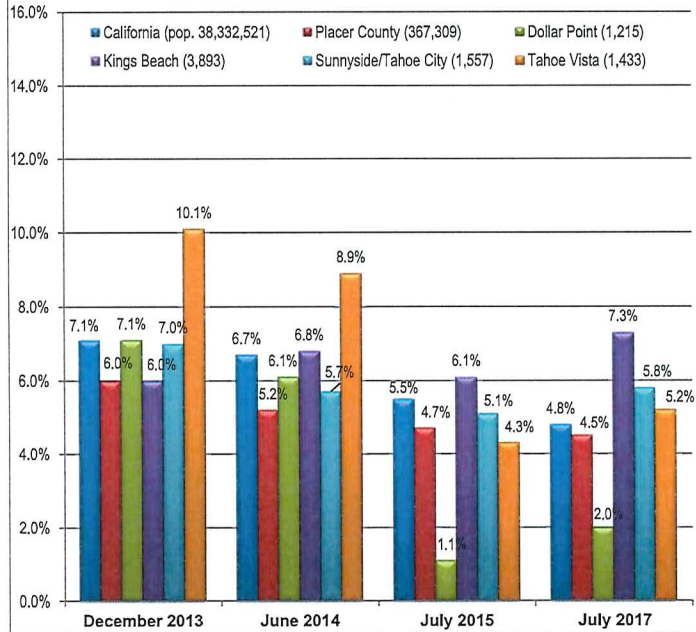
	2016-17	2017-18	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked	\$ 2,466,474	\$ 1,424,008	-42.27%
Forecasted Commission for this Revenue	111,042	41,165	-62.93%
Number of Room Nights	14,736	7,240	-50.87%
Number of Tentative Bookings	46	29	-36.96%
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 173,000	\$ 70,000	-59.54%
Conference Revenue And Percentage by County:			
Placer	\$ 2,480,168	\$ 656,438	-73.53%
Washoe	\$ 764,192	\$ 605,186	-20.81%
South Lake	\$ 408,926	\$ 188,819	-53.83%
Nevada	\$ 12,118	\$ 41,767	244.67%
Total Conference Revenue	\$ 3,665,404	\$ 1,492,210	-59.29%



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
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

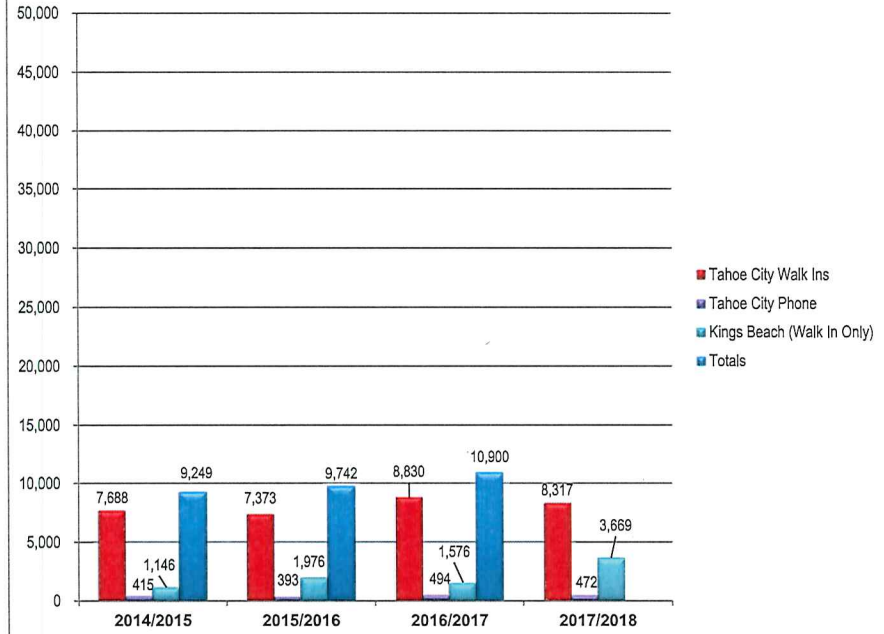
Chamber Of Commerce Total Membership	
June 2013	465
June 2014	457
June 2015	474
June 2016	508
July 2017	424

Unemployment Rates by Region



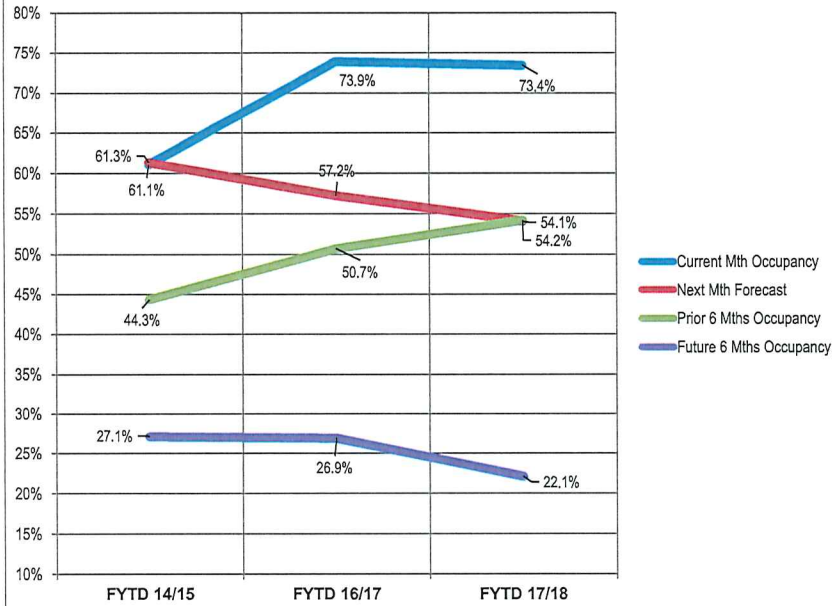
Unemployment Rates	December 2013	June 2014	July 2015	July 2017
California	7.1%	6.7%	5.5%	4.8%
Placer County	6.0%	5.2%	4.7%	4.5%
Dollar Point	7.1%	6.1%	1.1%	2.0%
Kings Beach	6.0%	6.8%	6.1%	7.3%
Sunnyside/Tahoe City	7.0%	5.7%	5.1%	5.8%
Tahoe Vista	10.1%	8.9%	4.3%	5.2%

Visitor Information - FYTD YOY



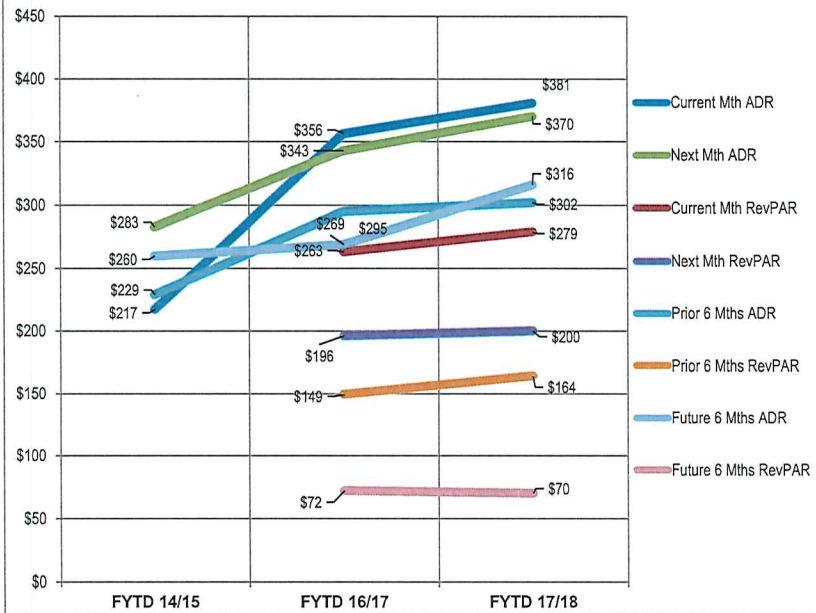
Visitor Information Comparative Statistics For Fiscal YTD 2014 - 2017 (thru Jul'17)					
Referrals -	2014/2015	2015/2016	2016/2017	2017/2018	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	7,688	7,373	8,830	8,317	-5.81%
Phone	415	393	494	472	-4.45%
Kings Beach (Walk In Only, Jun-Sep)	1,146	1,976	1,576	3,669	132.80%
Totals	9,249	9,742	10,900	12,458	14.29%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	73.9%	73.4%	-0.7%
Occupancy 1 Mth Forecast	61.3%	57.2%	54.1%	-5.5%
Occupancy (prior 6 months)	44.3%	50.7%	54.2%	7.1%
Occupancy (next 6 months)	27.1%	26.9%	22.1%	-17.7%

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	\$356	\$381	6.9%
RevPAR (Rev per Available Room)		\$263	\$279	6.2%
ADR 1 Mth Forecast	\$283	\$343	\$370	7.8%
RevPAR 1 Mth Forecast		\$196	\$200	1.9%
ADR (prior 6 months)	\$229	\$295	\$302	2.4%
RevPAR (prior 6 months)		\$149	\$164	9.6%
ADR (next 6 months)	\$260	\$269	\$316	17.6%
RevPAR (next 6 months)		\$72	\$70	-3.2%

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of June 30, 2017

	Jun 30, 17	Jun 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	287,500.46	85,431.42	202,069.04	236.5%
Total Checking/Savings	287,500.46	85,431.42	202,069.04	236.5%
Accounts Receivable				
1200-00 · Accounts Receivable	137,714.46	15,409.63	122,304.83	793.7%
Total Accounts Receivable	137,714.46	15,409.63	122,304.83	793.7%
Total Current Assets	425,214.92	100,841.05	324,373.87	321.7%
Other Assets				
1400-00 · Prepaid Expenses	4,285.00	11,500.00	-7,215.00	-62.7%
Total Other Assets	4,285.00	11,500.00	-7,215.00	-62.7%
TOTAL ASSETS	429,499.92	112,341.05	317,158.87	282.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	266,124.76	46,149.52	219,975.24	476.7%
Total Accounts Payable	266,124.76	46,149.52	219,975.24	476.7%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	0.00	2,632.95	-2,632.95	-100.0%
2080-05 · MC_2107 Greg	0.00	903.56	-903.56	-100.0%
2080-08 · MC_5755 John	0.00	188.98	-188.98	-100.0%
2080-09 · MC_3126 Sarah	0.00	3,632.73	-3,632.73	-100.0%
Total 2080 · Bank of the West Credit Cards	0.00	7,358.22	-7,358.22	-100.0%
Total Credit Cards	0.00	7,358.22	-7,358.22	-100.0%
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	266,124.76	52,952.54	213,172.22	402.6%
Total Liabilities	266,124.76	52,952.54	213,172.22	402.6%
Equity				
32000 · Unrestricted Net Assets	59,388.51	-4,043.07	63,431.58	1,568.9%
Net Income	103,986.65	63,431.58	40,555.07	63.9%
Total Equity	163,375.16	59,388.51	103,986.65	175.1%
TOTAL LIABILITIES & EQUITY	429,499.92	112,341.05	317,158.87	282.3%

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of June 30, 2017

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>> 120</u>	<u>TOTAL</u>
Hyatt Regency Lake Tahoe Resort*	2,525.00	0.00	0.00	0.00	0.00	0.00	2,525.00
NLTRA*	2,500.00	126,500.00	0.00	0.00	0.00	0.00	129,000.00
Northstar California	0.00	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	0.00	1,947.20	1,947.20
The Village at Squaw Valley	2,525.00	0.00	0.00	0.00	0.00	0.00	2,525.00
Truckee Donner Chamber of Commerce	0.00	0.00	0.00	0.00	0.00	694.83	694.83
TOTAL	<u>7,550.00</u>	<u>126,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,664.46</u>	<u>137,714.46</u>

**North Lake Tahoe Marketing Cooperative
A/P Aging Summary**

As of June 30, 2017

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>TOTAL</u>
AugustineIdeas	19,311.25	137,220.40	11,259.75	12,745.82	0.00	180,537.22
Black Diamond Agency Ltd	0.00	0.00	0.00	0.00	0.00	0.00
Connect Association Marketplace	0.00	15,000.00	0.00	0.00	0.00	15,000.00
Fallon Multimedia	0.00	0.00	0.00	0.00	0.00	0.00
FedEx	496.59	0.00	0.00	0.00	0.00	496.59
Gate 7 Pty Ltd*	0.00	0.00	0.00	0.00	0.00	0.00
Greg Howey	364.34	0.00	0.00	0.00	0.00	364.34
IVCB Visitors Bureau	0.00	0.00	0.00	0.00	0.00	0.00
Jason Neary	106.60	0.00	0.00	0.00	0.00	106.60
Jeremy Jacobson	0.00	0.00	0.00	0.00	0.00	0.00
Morris Visitor Publications, LLC	2,000.00	0.00	0.00	0.00	0.00	2,000.00
NLTRA	17,659.73	0.00	0.00	0.00	0.00	17,659.73
Reno Sparks Convention & VB	1,187.00	2,500.00	0.00	0.00	0.00	3,687.00
RKPR*	0.00	0.00	0.00	0.00	0.00	0.00
Sarah Winters	387.45	0.00	0.00	0.00	0.00	387.45
School of Thought Inc	0.00	0.00	0.00	0.00	0.00	0.00
Smith & Jones, Inc.	2,960.80	0.00	0.00	0.00	0.00	2,960.80
Supertext USA, Inc.	1,615.00	0.00	0.00	0.00	0.00	1,615.00
The Abbi Agency, Inc	24,450.03	0.00	0.00	0.00	0.00	24,450.03
Tourico Holidays, Inc.	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Travel Group Worldwide, LLC	0.00	9,300.00	0.00	0.00	0.00	9,300.00
Visit California	0.00	5,060.00	0.00	0.00	0.00	5,060.00
TOTAL	<u>73,038.79</u>	<u>169,080.40</u>	<u>11,259.75</u>	<u>12,745.82</u>	<u>0.00</u>	<u>266,124.76</u>

Pre-Audit

North Lake Tahoe Marketing Cooperative
Profit & Loss
April through June 2017

	Apr - Jun 17	Apr - Jun 16	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding				
4000-01 · LTIVCBVB Funding Add-On	37,500.00	0.00	37,500.00	100.0%
4000-00 · LTIVCBVB Funding - Other	164,500.00	126,000.00	38,500.00	30.6%
Total 4000-00 · LTIVCBVB Funding	202,000.00	126,000.00	76,000.00	60.3%
4001-00 · NLTRA Funding				
4001-01 · NLTRA Funding Add-On	2,500.00	0.00	2,500.00	100.0%
4001-00 · NLTRA Funding - Other	253,000.00	194,000.00	59,000.00	30.4%
Total 4001-00 · NLTRA Funding	255,500.00	194,000.00	61,500.00	31.7%
4004-00 · IVCBVB Entertainment	1,000.00	0.00	1,000.00	100.0%
Total Income	458,500.00	320,000.00	138,500.00	43.3%
Gross Profit	458,500.00	320,000.00	138,500.00	43.3%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	25,488.00	0.00	25,488.00	100.0%
5002-00 · Consumer Print	8,620.50	0.00	8,620.50	100.0%
5004-00 · Trip Advisor	0.00	207,705.32	-207,705.32	-100.0%
5005-00 · Paid Social	21,471.77	12,188.67	9,283.10	76.2%
5005-01 · Digital Display	181,586.78	0.00	181,586.78	100.0%
5007-00 · Creative Production	31,709.00	83,797.14	-52,088.14	-62.2%
5010-00 · Account Strategy & Management	21,000.00	0.00	21,000.00	100.0%
5010-01 · Digital Management & Reporting	6,000.00	0.00	6,000.00	100.0%
5018-00 · Media Commission	26,666.12	0.00	26,666.12	100.0%
5018-01 · Digital Ad Serving	20,941.61	0.00	20,941.61	100.0%
5018-03 · Strategic Marketing Plan	17,500.00	0.00	17,500.00	100.0%
5023-00 · Additional Opportunities	13,170.11	0.00	13,170.11	100.0%
Total 5000-00 · CONSUMER MARKETING	374,153.89	303,691.13	70,462.76	23.2%
5110-00 · LEISURE SALES				
5111-00 · FAMS - Domestic	0.00	500.00	-500.00	-100.0%
5112-00 · Training / Sales Calls	29.28	300.08	-270.80	-90.2%
5113-00 · Additional Opportunities	3,320.00	1,166.66	2,153.34	184.6%
5120-00 · Domestic - Trade Shows	5,386.29	1,635.27	3,751.02	229.4%
5130-00 · International Marketing	0.00	6,870.00	-6,870.00	-100.0%
5131-00 · FAMS -Intl - Travel Trade	450.76	3,911.13	-3,460.37	-88.5%
5132-00 · FAMS -Intl - Media	0.00	1,412.93	-1,412.93	-100.0%
5134-00 · Intl Marketing - Additional Opp	880.00	0.00	880.00	100.0%
5136-00 · Tour Operator Brochure Support	5,820.00	0.00	5,820.00	100.0%
5137-00 · Co-op Opportunities	11,000.03	0.00	11,000.03	100.0%
5140-00 · Intl Programs & Travel	0.00	8,467.86	-8,467.86	-100.0%
5141-00 · Australian Sales Mission	8,236.54	0.00	8,236.54	100.0%
5142-00 · UK Sales Mission	6,962.48	0.00	6,962.48	100.0%
5143-00 · Mountain Travel Symposium	848.95	5,273.36	-4,424.41	-83.9%
5144-00 · IPW - POW WOW	492.00	4,016.94	-3,524.94	-87.8%
5146-00 · UK / Black Diamond	6,250.00	6,250.00	0.00	0.0%
5147-00 · AUS / Gate 7	5,375.00	5,125.00	250.00	4.9%
5150-00 · China Program	3,937.30	0.00	3,937.30	100.0%
5152-00 · Go West	2,500.00	0.00	2,500.00	100.0%
5153-00 · Transulation Services	1,615.00	0.00	1,615.00	100.0%
Total 5110-00 · LEISURE SALES	63,103.63	44,929.23	18,174.40	40.5%
5200-00 · PUBLIC RELATIONS				
5201-00 · National, Regional, & Local PR	26,000.00	14,000.00	12,000.00	85.7%
5202-00 · PR Program/ Content Dev - Blogs	39,730.00	9,995.25	29,734.75	297.5%
5204-00 · Media Mission(s)	2,111.16	0.00	2,111.16	100.0%
5205-00 · Conference Outreach	4,000.00	0.00	4,000.00	100.0%
5206-00 · Digital Buy/ Social Media Boost	6,000.00	0.00	6,000.00	100.0%
5207-00 · Content Campaigns/Tools-My Emma	9,131.58	0.00	9,131.58	100.0%
5208-00 · International Travel Media FAMS	8,271.70	0.00	8,271.70	100.0%
5209-00 · Domestic Travel Media FAMS	3,717.49	0.00	3,717.49	100.0%
Total 5200-00 · PUBLIC RELATIONS	98,961.93	23,995.25	74,966.68	312.4%
6000-00 · CONFERENCE SALES				



ATTACHMENT A – North Lake Tahoe Resort Association Scope of Work for July 1, 2017 – July 31, 2017

The North Lake Tahoe Resort Association (Resort Association) will provide services in accordance with the provisions and requirements specified in the scope of work in order to assist the County in meeting its objectives as identified in the 2015 Tourism Master Plan. Services will include:

1. Organization Management and Administration
2. Destination Marketing Programs
3. Tourism Master Plan Support and Implementation
4. Research and Planning

ORGANIZATION MANAGEMENT AND ADMINISTRATION

Manage the corporation and oversee services and programs operated by the corporation.

Tasks:

- Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association
- Assist with CEO transition-
 - Updated Staff list on NLTRA.org. Set up Cindy's computer/Outlook, obtained email address and forwarded information to Cindy. Created Calendars with meeting dates, ordered name badge and placard, and business cards. Updated staff director list. Arranged meetings between CEO and staff members.

DESTINATION MARKETING PROGRAMS

Develop and execute comprehensive marketing, advertising and promotion programs to maximize the exposure and promotion of eastern Placer County as the premier international mountain resort destination in the United States.

Marketing Plan

Begin development of annual marketing plan targeted to audiences located either permanently or temporarily outside of the eastern Placer County region.

Plan Objectives:

1. Increase prospective visitor awareness of the amenities offered in the region
2. Drive visitation to the mountain resort communities during the summer
3. Increase visitation to the destination during mid-week and strike zone time periods
4. Increase average length of stay per visitor and total number of visitors arriving by air

Performance Indicators:

- Increase travelers arriving by air by 3% as compared to July 2016
 - While July numbers will not be available until early September, we can look at June results as an indicator for July results. According to the Reno Tahoe International Airport report, June 2017 total passengers was up 8.5% compared to June 2016 with year-to-date numbers up 9.7% as compared to prior year-to-date period. July numbers will be submitted in September.
- Increase midweek occupancy in July by 2% over July 2016 with lodging barometer information. - Midweek July occupancy numbers are below. However, these numbers represent projected occupancy taken the week prior to the arrival dates indicated. Therefore, these numbers do not include any final week pickup or same day reservation completed after property reporting. Based on historical data of traditional walkup and last-minute reservations we project that the 2% increase over prior July will be met.
 - July 2017 - Projected occupancy percentage

7/5/17:	61%	7/6/16:	58%
7/12/17:	65%	7/13/16:	69%
7/19/17:	71%	7/20/16:	66%
7/26/17:	65%	7/27/16:	71%
Average	66%	Average	66%
- One-page marketing plan outline to be developed in partnership with the Marketing Coop.
 - SEE ATTACHED

The Marketing Plan outline should also include the following tasks:

a) Public / Media Relations

Tasks:

- Increase public and media awareness of eastern Placer County as a premier year-round active and family travel destination.
- Generate positive editorial coverage in national, regional and international publications and communications channels - Various media hits were acquired in July including the following:

- [Huffington Post](http://www.huffingtonpost.com/entry/596f943ee4b0cb7be67b5b0a)
<http://www.huffingtonpost.com/entry/596f943ee4b0cb7be67b5b0a>;
 - [7x7 Magazine](http://www.7x7.com/yoga-classes-bay-area-2462621445.html) <http://www.7x7.com/yoga-classes-bay-area-2462621445.html>;
 - [The Los Angeles Daily News](http://blogs.dailynews.com/arts/2017/07/17/summer-fun-have-a-magical-time-in-tahoe-and-reno-with-rob-lake/)
<http://blogs.dailynews.com/arts/2017/07/17/summer-fun-have-a-magical-time-in-tahoe-and-reno-with-rob-lake/>;
 - [Paste Magazine](https://www.pastemagazine.com/articles/2017/07/american-ski-resorts-summer-travel.html)
<https://www.pastemagazine.com/articles/2017/07/american-ski-resorts-summer-travel.html>
- Conduct domestic and international media familiarization trips
 - Three familiarization trips were conducted, including Janet Fullwood (CA Meetings & Conventions), Jeanne Cooper (SF Chronicle), and Jenny Peters (LA Daily News)
 - Provide assistance to journalists on assignment in eastern Placer County - **Completed**
 - Frequently update content for the media center and blog on GoTahoeNorth.com - **New press materials were updated to the website.**
 - 3 blogs were posted
 - 3 press releases were added
 - Remain up to date on consumer travel trends to revise and update media relations plan as needed and appropriate - **Completed**

b) Social Media

Tasks:

- Utilize social media to increase public awareness of eastern Placer County - **Social media efforts were in full gear during the month of July**
 - Increase followers and engage viral community - **Launched North Lake Tahoe Luminaries Campaign.**
 - Total Fans: 183,043
 - Total Fans Increased by 1.0%
- c) Website - As the main fulfillment channel for all consumer marketing efforts, GoTahoeNorth.com must contain compelling content and be fully leveraged to maximize promotion of eastern Placer County
- ##### Tasks:
- Regularly update GoTahoeNorth.com with content designed to engage travelers and inspire year-round and mid-week visitation to eastern Placer County
 - July website content included the launch of the North Lake Tahoe Luminaries campaign designed to promote the unique personalities that call Tahoe home. Campaign focuses on our core messaging

pillars of entertainment, adventure, arts & culture, and culinary. Additional website updates include the incorporation of video on the homepage, multi-day itinerary ideas, and refreshed photographic assets.

- Include information that a visitor would need to book a trip to eastern Placer County and find information to enhance their visit while in market - Daily updates to the website include current information on events and activities as well as links to book directly with our lodging partners. Requests for travel planners and visitors guides were updated.

1) Conference Sales

The program shall include a focus on increasing awareness in the national and regional meetings industry of eastern Placer County as a premier meeting, conference and events destination.

Tasks:

- Promote eastern Placer County at industry trade shows and events. 7/26 Staff attended All Things Meeting in San Jose, California. During this event, over 300 meeting planner were in attendance.
- Conduct sales missions, site inspections and familiarization tours (FAMs). 7/19-7/21 Staff conducted a site inspection with Meeting Innovations and Kestra Financial. They are considering Lake Tahoe for a September 2018 program that would generate 150+ room nights and bring 80 people to Lake Tahoe.
- Conduct in market customer events in strategic markets (SF, Sacramento, Chicago, and Washington DC) Hosted 45 clients in a suite at the Sacramento Rivercats AAA baseball game.
- Establish and maintain relationships with meeting planners, event coordinators and other travel professionals that are responsible for selecting destinations for future programs. On a daily basis staff is in touch with current customers and utilizing various channels to develop new customers.
- Increase awareness in southeastern United States (Florida, Georgia, Tennessee) Our new southeastern sales represent is calling on clients in that market segment on a daily basis. We have generated 3 new leads from the southeast in the month of July.

Performance Indicators:

- Generate 20 group leads - Generated 19 leads in the month of July
- Increase total revenue booked in July 2017 by 50% over revenue booked in July, 2016 - In the month of July in FY 16/17 the sales department booked \$51,734 in room revenue. In FY 17/18 the sales department booked \$638,535

2) Leisure Sales

The program shall focus on building regional, national and international tourism business for eastern Placer County through a variety of trade shows, familiarization tours, promotional programs and training for travel/reservation agents.

Tasks:

- Utilize multiple distribution channels for the sale of eastern Placer County vacations and vacation products, including: 1) on-line travel agents (OTA's); 2) travel agent consortiums; and, 3) domestic and international tour operators. **Yes, this is always a work in progress.**
- Serve as the primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with, but not limited to Visit California, Travel Nevada and the High Sierra Visitor Council **Yes, currently sitting on High Sierra Council and am in constant communication with our state agencies.**
- Serve as the primary liaison to Visit California's General Sales Agents (GSAs) in international markets as identified as priorities for development. **Yes, and recently updated our contact list for Abbie Agency.**
- Plan and host a travel trade FAMs with a summer focus. **Completed as indicated in KPI below.**
- In conjunction with Public Relations team and with GSAs, host media FAM trips. **Work in progress. Recently met with our PR team to go over 2017/2018 strategy for international media.**
- Strengthen relationships with international offices to drive tourism year-round and mid-week during winter and summer seasons. **Work in progress, but we are targeting additional co-op opportunities that will help with this effort.**
- Standardize webinar trainings to increase both international and domestic availability for sales trainings focusing on mid-week stays. **This was completed last year. There is a tool on our new travel trade website that makes requesting webinar trainings more efficient.**
- Monitor brochure information and online information to ensure year-round messaging. **Yes, this is always a year end project, but we set goals for our international offices in the UK & Australia at the beginning of each year.**
- Increase activity product placement in order to generate more incentive for long term visitation with inclusion in activity itineraries. **Yes. Working with Viator to increase activity product placement.**

Performance Indicators

- Conduct one Leisure Sales site inspection or sales mission promoting eastern Placer County
 - **Completed. International Sales Mission to the United Kingdom and Ireland with Visit California from July 8-14th. Visiting and doing trainings in London, Manchester and Dublin. 25 trainings completed.**
- Complete one travel trade FAM with summer focus
 - **Completed. NLT participated in the RSCVA Biggest Little City Summer FAM with 40 tour operators.**

3) Special Event Sponsorship

Focus on attracting events within the identified strike zones and with a nexus to initiative areas, including developing eastern Placer County's reputation as a premier destination for Human Powered Sports and assist in the communications of the local impacts of each event.

Tasks:

- Execute and manage contracts for all Placer County and Resort Association sponsored special events, ensuring all promotional benefits are received
- Coordinate with event producers to insure necessary permits are submitted at least 90 days prior to event date for all Placer County/Resort Association sponsored special events
- Assist event producers in completion of final event report including tracking measurements necessary to determine an event ROI for all sponsored special events
- Assist in facilitating event surveys during the 2017 summer season
 - In progress. Surveys being conducted at TC VIC, IV VIC, KB VIC.
- Develop and execute a visitor information booth at regional events
 - New, branded booth debuted at Wanderlust 2017.
- Administer, oversee and execute the Special Event Partnership Funding program
 - Working with recipients on reimbursements, reports and putting the 2017.2018 application into a fillable PDF.
- Insure local districts and public service agencies are notified of sponsored special events
 - Quarterly emails being sent. Most recent was sent on 7/11.
- Create and distribute a toolkit for event producers including local and regional media information, eastern Placer County social handles and hashtags, and destination information
 - Gathering media kit information from local media outlets. Still the creation process.
- Develop and manage a centralized media resource library
 - Purchased Libris software and in the process of transferring media
- Communicate with regional event producers to ensure events are uploaded to the Special Events Calendar on GoTahoeNorth.com
- Increase regional awareness of Business Association and Chamber Collaborative in- market campaigns

Performance Indicators

- Preliminary plan for a one-day regional event producer educational conference
 - Have a preliminary schedule of events and budget. Keeping a running list of potential invitees.
- Summary of sponsored events in May with ROI including report on event attendance, overnight stays, media exposure
 - Below is a summary. Also have a full recap.

AMGEN Tour of California

May 11 – 12, 2017

Funded: \$18,900 (IVCBVB also contributed \$11,100)

Results:

The event start and finish were located on South Lake Tahoe at Heavenly so most of the room revenue was absorbed in that region. However North Lake Tahoe benefited from the PR coverage of the event:

- o Reinforced destination as cycling mecca via national and international media coverage
- o Global broadcast audience of 16.6 viewers (+47% from 2016)
- o 5.89 billion online, print and broadcast media impressions (+9% from 2016)
- o 5,920 stories secured including the following outlets: USA Today, Wall St. Journal, Associated Press, ESPN, Los Angeles Times, New York Times, Yahoo! Sports, San Francisco Chronicle, Fox Sports, Reuters and more
- o Facebook, Twitter and Instagram achieved over 85M total reach (+186% from 2016)
- o Tour of CA website traffic 2.4M page views/1.15M sessions (June 2016 – May 2017)
- o Logistically went smoothly through the North Shore.

4) Visitor Information Services

Provide comprehensive information to visitors to eastern Placer County that serves to enhance the visitor experience and encourage longer stays and/or return visitation.

Tasks:

- Develop, publish and distribute the bi-annual North Lake Tahoe Official Visitor Guide. **Working on media kit to start ad sales in the fall**
- Update, publish and distribute eastern Placer County Neighborhood Maps. **Continued**
- Operate the year-round Tahoe City Visitors Center, which shall provide guests with information concerning North Lake Tahoe businesses, attractions, events and activities **Continued**
- Operate the summer-season (beginning July 4th weekend) Visitor Center at Kings Beach State Recreation Area, which shall provide visitors with information concerning eastern Placer County businesses, attractions, events and activities **Continued**
- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno **Delivered materials twice**
- Ensure information racks at the Reno-Tahoe International Airport are stocked at all times with materials promoting eastern Placer County **Delivered materials twice**
- Work the lodging properties located in eastern Placer County to inform them of the services and benefits provided by the Resort Association **Spring and fall only**

- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses **One sheet of summer activities and stand-alone email to all lodging operators as well**
- Distribute the customer service training video for staff of local businesses. The training video shall provide local business employees with knowledge of the destination to enhance the visitor experience and encourage repeat visitation **Videos are 90% completed for Fall distribution**
- Implement the 2015 Gateway Assessment recommendations included in visitor center program budget. **We operated a visitor kiosk at the following events in July; Farmers Market and Wanderlust, serving an additional 1,281 visitors.**

Performance Indicators

- Increase visitors served in visitor information centers by 2% over July 2016. **Completed. Increased visitors served in Tahoe City and Kings beach by 15% over last July.**

TOURISM MASTER PLAN: CAPITAL PROJECTS AND TRANSPORTATION

Tasks:

- Identify the status of on-going projects, and any updates to the projects and service priorities as identified in the 2015 Tourism Master Plan
- Finalize all existing projects, delegating any remaining contract management to Placer County, reconciling all accounts and transitioning all documents to Placer County
- Support transportation initiatives for eastern Placer County by serving on the Boards of Placer County Transportation Planning Agency, Tahoe Transportation District and Truckee North Tahoe Transportation Management Association

Performance Indicators

- All capital project contracts transferred from Resort Association to Placer County **COMPLETED**
- Attendance at TTD, TMA and PCTPA meetings **COMPLETED**
- Completion of traffic management contracts. **COMPLETED**
- Submit report summarizing status of ongoing projects and Tourism Master Plan Implementation by Tier **COMPLETED**

RESEARCH AND PLANNING:

Tasks:

Manage Dean Runyon contract to complete report on the Economic Significance of Tourism, no later than October 31, 2017 per contract with Dean Runyon



STATUS OF ONGOING PROJECTS AND TOURISM MASTER PLAN IMPLEMENTATION BY TIER

During the July 2017, contract term, all the tasks listed in Attachment A--NLTRA Scope of Work under the heading Tourism Master Plan: Capital Investment Project Projects and Transportation, were accomplished as stated. All ongoing capital project contracts have been transferred from the Resort Association to Placer County for management of those existing contracts and preparation of any amendments or new contracts that may be necessary. Invoices that are submitted by grantees are still being copied to the Resort Association for recommendation to the County.

At the start of this fiscal year, there are currently 40 capital investment projects that were recommended by the Resort Association and approved by the Board of Supervisors. Of these, seven have recently been recently completed, twenty-two are on schedule, six need an amendment for a time extension, and four still require an approved contract between the project grantee and the Board of Supervisors. The attached Capital Investment Projects chart lists the projects, the proponents, schedule completion dates, remaining TOT funding, and the status of each.

All the capital investment projects and transportation services that were previously recommended by the County staff, the Resort Association, and other community entities, were made using criteria in the 2015 Tourism Master Plan which was approved by the Board of Supervisors. In the TMP, the Chapter 5: Action Plan identifies community tourism priorities. Two sets of priorities were established during the public outreach process; 1) a top priority (Tier 1), and a subset of additional priorities (Tier 2) in each of the five focus areas. The Visitor Activities and Facilities (capital projects) and Transportation are 2 of the focus areas utilizing Tier 1 and Tier 2 priorities. As previously stated, all capital projects and transportation services that have been approved and that are ongoing, support the Tier 1 and Tier 2 priorities.

Visitor Activities & Facilities

- Tier 1 Priority Action Item
 - ✚ To provide connected trail systems throughout North Lake Tahoe.
 - Class 1 trails
 - Mountain bike trails
 - Nordic trails
 - Bicycle signage and amenities
 - Capital replacement program for trails
 - Winter use of trail systems

All the above are being addressed by ongoing trail projects identified on the attached Capital Investment Projects chart. Many additional projects and funding will be necessary to complete all the action items in the trails system Tier 1 Priority.

- Tier 2 Priority Action Items include:

- Investing in facilities and amenities that support history, arts, and culture, such as museums, interpretive centers and public art.

- Museums
- Performing Arts
- Interpretive Centers
- Public Art
- Interpretive/wayfinding signage

Projects underway which support this Tier 2 Priority action item include:

- Lake Tahoe Water Interactive Displays
- Donner Summit Gateway Welcoming Kiosk
- Tahoe City Field Station Interpretive Signage
- Tahoe Public Arts Program
- Historic Schilling Lodge planning
- Olympic ski Museum Planning
- Maritime Museum Welcome Center

- Advance efforts to update and improve the quality and variety of lodging properties at the lakeshore.

Efforts underway to help achieve this action item include:

- Program to identify and Purchase Available TAU's
- Development of a streamlined permitting and building process
- Approval of the Placer County Tahoe Basin Area Plan
- Completion of North Lake Tahoe Parking Needs Study
- Kings Beach Commercial Core Improvement Plan
- Tahoe City Parking Project Plan
- Tahoe City Mobility Improvement Plan
- Fanny Bridge/Hwy 89 Relocation Project
- Five New or Renovated Lodging Properties underway on North and West Shores

- Create More Public Gathering and Use Spaces.

- Plazas
- Parks, Vista Points,
- Group and Event Spaces

Projects underway that support This Tier 2 Priority action item are:

- Tahoe Public Arts Program
- Speedboat Beach Improvement Plan
- Tahoe City Ice Rink
- Kings Beach Boardwalk and Gateway Plan

Transportation

- Tier 1 Priority Action Item

- Fund and Implement the Transit Vision to Provide Frequent, Fun, and Free Transit Service to include:

- Year-round Transit

- Free to the Rider
- 30-minute Frequency
- 6 a.m. – 2 a.m. During Peak Season
- 6 a.m. – 9:30 p.m. During Shoulder Season
- Connectivity Between all Eastern Placer County Locations and Truckee Services, Programs, and Projects that have been initiated to help support this Transportation Tier 1 Priority Action Item include:
 - Completion of North Tahoe Truckee Transportation Vision Service Plan & Cost Allocation
 - Implementation of Placer County Short-Range *Systems Plan Update: Tahoe Truckee Area Regional Transit for Eastern Placer County* which incorporated many of the recommended transit vision needs
 - Many of the transit improvements and enhancements have already been or are being placed into the TART services program (See attached chart of North Tahoe Transportation Programs and Service Enhancements)
 - Town of Truckee is developing its Systems Plan Update which will interface with the Placer plan
 - To further enhance these services, a regional transit system brand has been developed to facilitate easier visitor use of transit instead of the automobile
 - Additional bus shelters and transit user website update provides further encouragement for transit use
 - With the failure of County-wide ½ cent transportation sales tax, additional funding must be pursued to be able to achieve all the elements of the transit vision, such as more frequency and more reasonable (free) cost to the user
- Tier 2 Priority Action Items include:
 - ✚ Create Point-to-Point Shuttles to Key Destinations such as:
 - Beaches
 - Town Center Trailheads
 - Parks
 - Ski Areas
 - Cross Lake Ferry
 - There has not been a lot of “on the ground” development toward this action item
 - The main emphasis, with limited funds, has been on completing the connectivity of the main routes of the transit system.
 - Advanced planning is occurring and small pilot projects will continue to be tested such as the ski shuttles, Truckee Thursdays shuttle, West Shore trolley, Northstar and Squaw Valley resort area shuttles
 - The short-term and long-term approach to this action item as described in the TMP Chapter 5 is still appropriate and possible point-to-point shuttles should be planned and ready to go, as the main transit system is established and necessary funding from public and private sources becomes available
 - ✚ Invest in sidewalks and pedestrian infrastructure to increase safety and convenience, and improve the visitor’s experience of walking in the commercial core areas, town centers and neighborhoods
 - This priority action item has become a major consideration of every project and service provided—not just in Eastern Placer County, but basin-wide and beyond

- Projects in Kings Beach, Tahoe City, Squaw Valley and Northstar review pedestrian safety, convenience, and experience as important criteria for all projects
 - Separate pathways and sidewalks with safe road crossings are being constructed and planned for in ongoing projects
 - Winter snow removal occurs in some trails leading to town centers and lodging developments, as well as all walkways within the commercial core areas. Additional trails and sidewalks will be added for snow removal.
 - Other considerations for safe and convenient pedestrian and bike use are rest areas, restrooms, benches, bike fix-it stations, evening lighting, convenient bus shelters located at trail and road proximities, and bike racks all transit vehicles.
- ✚ Advocate for and Invest in more Direct Flights into the Reno and Sacramento Airports to Attract Destination Visitors and Reduce Personal Automobile Use
- Number of flights has increased through efforts of local organizations working with the Regional Air Service Committee which identifies prospective destinations and providers
 - As stated in the TMP, work with Sacramento airport to discuss “North Lake Tahoe” information opportunities and potential for additional direct service
 - The North Lake Tahoe Express service is providing some access for visitors to arrive from Reno without a car, but additional ground services, both from airports to the Lake and for after arrival at the Lake, must be expanded to provide incentive to reduce automobile use

In general, the Tourism Master Plan, which was written as an 8-year glimpse at future needs of visitors, the tourism economy, and environmental maintenance of North Lake Tahoe, is still very relevant. It has provided guidance and direction for positively moving forward to improve the visitor’s experience, while improving the local economy in an environmental sensitive way. The Tier 1 and Tier 2 priorities of Visitor Activities and Facilities, as well as Transportation still seem to state the highest priorities for which new and current project and transit proposals support, This Plan, as is true with all master plans, should remain flexible and fluid, be reviewed regularly, and amended as appropriate.

**Capital Investment Projects Currently Underway Contract Status
As of July 31, 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	\$48,593	Tier 1	needs extension
NTPUD	N.T. Reg Park Trails & Signage (Planning)	O32000	9/30/2017	\$135,000	Tier 1	on schedule
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	\$199,332	Tier1	on schedule
NCSD	Northstar/Martis Valley Bike Trail (P&C)	O36000	11/30/2018	\$620,035	Tier 1	on schedule
PCDPWF	Truckee River Corridor Env. Doc (Plan)	O38000	10/31/2017	\$423,630	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
DSL	Donner Summit Gateway Sign/Kiosk	O14000	6/30/2018	\$53,000	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	\$1,490,000	Tier 2	on schedule
CTC	King's Beach Pier Concept Plan	O22000	9/30/2017	\$94,575	Tier 2	on schedule
PCDPWF	King's Beach Boardwalk & Gateway Plan	O23000	6/30/2016	\$33,392	Tier 2	needs extension
PCDPWF	Tahoe City Parking Project Plan	O24000	6/30/2016	\$66,079	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	\$300,000	Tier 2	on schedule
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	\$125,550	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 July 31, 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	\$39,004	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:				\$6,720,940		
		Maint.	Funds Avail.	\$87,924		

North Tahoe Transportation Programs and Service Enhancements

Approved 2016-17 TOT Funded Transit Enhancements	Service Description	Cost
	Transit Marketing, Promotion and Management	99,250
	Resort Arterial Snow Removal	100,000
	Donner Summit Shuttle	30,000
	North Lake Tahoe Express Airport Shuttle	120,000
	TART Baseline Service Shortfall	345,400
	TART Winter "Peak-Season" Free Hourly Night Service	340,000
	TART Summer "Peak-Season" Free Hourly Night Service	180,000
	TART Summer Daytime - 30 Minute Crystal Bay - Tahoe City	175,400
	*TART Hwy. 267 - Daily Early Morning Run Between Incline and Northstar	15,000
	*TART Winter Daytime - 30 Minute Crystal Bay - Tahoe City	100,000
	*TART Hwy. 89 - Daily "Peak" AM & PM Runs to/from Squaw Valley	20,000
	*TART "Off-Season" Free Night Service - Spring 2017	103,700
		\$1,628,750.00
Proposed 2017-18 TOT Funded Transit Enhancements	Service Description	Cost
	Transit Marketing, Promotion and Management	134,481
	Resort Arterial Snow Removal	100,000
	Donner Summit Shuttle	30,000
	North Lake Tahoe Express Airport Shuttle	120,000
	TART Baseline Service Shortfall	354,000
	TART Winter "Peak-Season" Free Hourly Night Service	348,500
	TART Summer "Peak-Season" Free Hourly Night Service	184,500
	TART Summer Daytime - 30 Minute Crystal Bay - Tahoe City	179,800
	TART Hwy. 267 - Daily Early Morning Run Between Incline and Northstar	9,100
	TART Winter Daytime - 30 Minute Crystal Bay - Tahoe City	90,000
	TART Hwy. 89 - Winter Daily "Peak" AM & PM Runs to/from Squaw Valley	32,900
	TART "Off-Season" Free Night Service - Spring 2018	106,300
	*TART "Off-Season" Free Night Service - Fall 2017	106,300
	*TART Hwy. 267 Winter Daily "Peak" AM & PM Runs to/from Northstar	35,000
	*TART Year-Round 30 Minute Service Crystal Bay - Tahoe City	178,300
	*TART Gap Service Between Daytime and Evening Service	9,700
	*TART Winter Daytime - 30 minute service Crystal Bay - Northstar (mid morning/mid day)	102,600
	*TART Winter Daytime - 30 minute service Tahoe City - Squaw (mid morning/mid day)	72,600
	*TART Bus Fleet Expansion - New Bus	550,000
*New Service Recommendations 2017-18		
		\$2,744,081.00