

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Kila Lake Tahoe

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Andre Priemer**, Resort at Squaw Creek | **Bruce Seigel**, Ritz-Carlton, Lake Tahoe

Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,

Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain

Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Advisory Committee: **Erin Casey**, Placer County Executive Office, **Tom Lotshaw**, Tahoe Regional Planning Agency

AGENDA

TO CALL IN: 1-712-770-4010, enter code 775665#

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar-All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board, and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- A. Board Meeting Minutes***
*4.23.18 Special Board Meeting Minutes will be included in next Board Packet
- B. Committee Minutes-The committee Summary is provided for information purposes only. Minutes are available as finalized at www.nltra.org.**
- 1. BACC March, 2018-Will be posted when available**
- 2. Tourism Development March, 2018**
- 3. Finance March, 2018-Will become available when finalized**
- C. Approval of NLTRA Financial Statements March 31, 2018**
- D. Approval of NLTMC Financial Statements March 31, 2018**
- E. Contract Approval-Projects that funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)**
- None
- F. Review and approve recommended \$10,000 Community Marketing Grant for the Squaw Valley Business Association.**

Pg. 1

Pg. 25

Pg. 33

Pg. 37

G. Review and approval of 2017/2018 Special Event Partnership Funding allocation recommendations.

8:55 a.m.

5. Action Items

Pg. 39

A. Tourism Development Plan Review and Feedback-Daphne Lange

9:40 a.m.

6. Information Updates/Verbal Reports

Pg. 41

A. Budget 2018 – 19 Preparation Timeline

B. Marketing Coop Agreement Discussion

C. 2018 – 19 Scope of Work-Development Update

D. Preliminary Report on Annual Awards Dinner

9:50 a.m.

7. Reports/Back up Documents

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

Pg. 56

A. Destimetrics Monthly Occupancy Data

Pg. 57

B. Membership Accounts Receivable Report

Pg. 58

C. Conference Revenue Statistics Report

Pg. 66

D. Finance Dashboard and CEO Expenses, March, 2018

E. CEO and Staff Updates

9:55 a.m.

8. Director's Comments

10:00 a.m.

9. Meeting Review and Staff Direction

10:05 a.m.

10. Closed Session to Discuss Personnel Matters

10:30 a.m.

11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

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

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2018

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

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2018

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

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

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

Accounts Receivable Summary

Invoices With Apply Dates Through March 31, 2018

Aged as of Saturday, March 31, 2018

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

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

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

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments) 30,770.00

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

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

North Lake Tahoe Resort Association

04/26/18

Profit & Loss

Accrual Basis

March 2018

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

North Lake Tahoe Resort Association

Profit & Loss

March 2018

04/26/18

Accrual Basis

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

North Lake Tahoe Resort Association
Profit & Loss by Class

March 2018

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

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

March 2018

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

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

	Mar 18	Budget	\$ Over Budget	Jul '17 - Mar 18	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	301,181	301,181	(0)	2,844,056	2,844,056	(0)	3,747,600
4200-00 · Membership Dues	10,284	13,500	(3,216)	99,290	109,500	(10,210)	150,000
4201-00 · New Member Fees	0	0	0	75	75	0	75
4205-00 · Conference Dues	917	0	917	8,250	7,690	560	7,690
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	12,000
4250-05 · Sponsorships	0	0	0	0	0	0	6,500
4250-01 · Community Awards - Other	0	0	0	0	0	0	22,500
Total 4250-01 · Community Awards	0	0	0	0	0	0	41,000
4250-02 · Chamber Events	250	3,000	(2,750)	339	6,000	(5,661)	12,725
4250-03 · Summer/Winter Rec Luncheon	0	0	0	3,409	4,300	(891)	7,300
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	500	1,100	(600)	2,000
4251-00 · Tues AM Breakfast Club - Other	689	750	(61)	3,447	6,000	(2,553)	8,250
Total 4251-00 · Tues AM Breakfast Club	689	1,050	(361)	3,947	7,100	(3,153)	10,250
4250-00 · Revenues-Membership Activities - Other	79	175	(96)	1,274	1,400	(126)	1,925
Total 4250-00 · Revenues-Membership Activities	1,018	4,225	(3,207)	8,969	18,800	(9,831)	73,200
4252-00 · Sponsorships	0	0	0	1,000	0	1,000	0
4350-00 · Special Events (Marketing)	0			77,628	0	77,628	0
4600-00 · Commissions							
4601-00 · Commissions - South Shore	514	1,881	(1,367)	2,373	13,621	(11,248)	15,121
4600-00 · Commissions - Other	0	2,500	(2,500)	48,436	85,790	(37,354)	106,771
Total 4600-00 · Commissions	514	4,381	(3,867)	50,808	99,411	(48,603)	121,892
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	9	200	(191)	8,201	7,400	801	9,000
46000 · Merchandise Sales - Other	4,539	4,844	(305)	62,667	58,580	4,088	93,356
Total 46000 · Merchandise Sales	4,548	5,044	(496)	70,868	65,980	4,888	102,356
4720-00 · Miscellaneous	400			415			
Total Income	318,861	328,331	(9,470)	3,161,359	3,145,512	15,847	4,202,813
Gross Profit	318,861	328,331	(9,470)	3,161,359	3,145,512	15,847	4,202,813
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	4,008	0	4,008	11,928	28,685	(16,757)	31,378
5020-00 · P/R - Tax Expense	9,152	11,221	(2,069)	71,897	82,345	(10,448)	105,626
5030-00 · P/R - Health Insurance Expense	4,744	13,366	(8,622)	71,034	94,750	(23,715)	122,314
5040-00 · P/R - Workmans Comp	1,499	726	773	9,290	4,761	4,529	6,287
5060-00 · 401 (k)	3,566	3,892	(326)	27,005	27,977	(971)	35,773
5070-00 · Other Benefits and Expenses	173	584	(411)	3,799	4,110	(311)	5,530
5000-00 · Salaries & Wages - Other	123,681	131,812	(8,131)	813,630	883,999	(70,369)	1,154,729
Total 5000-00 · Salaries & Wages	146,823	161,600	(14,778)	1,008,584	1,126,626	(118,042)	1,461,637
5100-00 · Rent							
5110-00 · Utilities	970	1,001	(31)	8,497	9,119	(622)	12,006
5140-00 · Repairs & Maintenance	2,609	787	1,822	5,323	6,023	(700)	8,258
5150-00 · Office - Cleaning	700	706	(6)	6,180	6,902	(722)	8,995
5100-00 · Rent - Other	12,480	13,736	(1,256)	112,206	122,420	(10,214)	163,716
Total 5100-00 · Rent	16,759	16,231	528	132,206	144,463	(12,257)	192,975
5310-00 · Telephone							
5320-00 · Telephone	2,247	2,654	(407)	21,287	22,605	(1,318)	30,565
5350-00 · Internet	0			25	0	25	0
5310-00 · Telephone - Other	0	58	(58)	0	115	(115)	288
Total 5310-00 · Telephone	2,247	2,712	(464)	21,312	22,721	(1,408)	30,853
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	89	(89)	0	753	(753)	1,019
5480-00 · Mail - Fed Ex	0	22	(22)	121	285	(164)	349
5420-00 · Mail - USPS - Other	225	443	(218)	2,769	2,249	520	2,977
Total 5420-00 · Mail - USPS	225	553	(328)	2,889	3,286	(397)	4,346
5510-00 · Insurance/Bonding	264	724	(459)	6,986	7,398	(412)	9,518
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	1,207	(1,207)	1,265	3,530	(2,265)	4,743
5520-00 · Supplies - Other	578	1,178	(600)	11,238	11,495	(258)	15,030
Total 5520-00 · Supplies	578	2,385	(1,807)	12,503	15,025	(2,522)	19,773
5610-00 · Depreciation	216	350	(133)	1,964	3,767	(1,803)	4,805
5700-00 · Equipment Support & Maintenance	24	996	(972)	7,865	10,574	(2,709)	13,562
5710-00 · Taxes, Licenses & Fees	818	809	9	9,041	7,826	1,214	10,151
5740-00 · Equipment Rental/Leasing	1,312	1,416	(104)	11,966	14,746	(2,780)	19,094
5800-00 · Training Seminars	100	5,484	(5,384)	4,561	16,936	(12,375)	20,097
5810-00 · Public Outreach	0	1,650	(1,650)	0	5,056	(5,056)	5,056
5815 · Training Video Series	0	1,000	(1,000)	1,058	8,000	(6,942)	13,631
5820 · Sales CRM/CMS	0			0	2,000	(2,000)	2,000
5830-00 · Commission Due to Third Party	0			765			
5850-00 · Artist of Month - Commissions	0	227	(227)	3,587	1,818	1,769	2,500
5900-00 · Professional Fees							

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

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

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

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

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

11 - Marketing

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

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

11 - Marketing

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

North Lake Tahoe Resort Association Profit & Loss Budget Performance

30 - Conference

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

North Lake Tahoe Resort Association Profit & Loss Budget Performance

41 - Transportation

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

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

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

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

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

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

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

North Lake Tahoe Resort Association Profit & Loss Budget Performance

51 - TMPI

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

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

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

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04/26/18

Accrual Basis

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

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

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
70 - Administration

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



north lake tahoe

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North Lake Tahoe Marketing Cooperative
Financial Statements at March 31, 2018

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

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

North Lake Tahoe Marketing Cooperative

Profit & Loss

04/26/18

March 2018

Accrual Basis

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

North Lake Tahoe Marketing Cooperative

Profit & Loss

04/26/18

March 2018

Accrual Basis

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

North Lake Tahoe Marketing Cooperative

Profit & Loss

04/26/18

January through March 2018

Accrual Basis

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

North Lake Tahoe Marketing Cooperative

Profit & Loss

04/26/18

Accrual Basis

January through March 2018

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

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

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

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

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



MEMORANDUM

Date: April 27, 2018
TO: Board of Directors
FROM: Amber Burke
RE: Community Marketing Grant – Squaw Valley Business Association

Action Requested:

Review and approve recommended \$10,000 Community Marketing Grant for the Squaw Valley Business Association.

Background:

Squaw Valley Business Association (SVBA) presented a recap of how they utilized the 16.17 Community Marketing Grant funds of \$10,000. The campaign ran October 17, 2017 through October 29, 2017. Given the shoulder season and short run, results were very good with 357k impressions, 1.9k website visits and 571 clicks to Squaw lodging properties respective “Book Now” buttons.

SVBA also requested the \$10,000 Community Marketing Grant for the 17.18 fiscal year and presented their spending plan. The intention is to utilize the funds for an off-peak spring digital advertising campaign targeting the Southern California market. The ads will direct guests to a landing page that represents all lodging properties in Squaw Valley equally and in alphabetical order.

The BACC unanimously approved SVBA’s proposal and \$10,000 grant.

The Tourism Development committee unanimously (Christine Horvath abstained) approved SVBA’s proposal and \$10,000 grant.

Fiscal Impact:

The \$10,000 grant is already in the budget and allocated for this program.



ROI Prepared for: The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2016-2017

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in 2017 from the Community Marketing Program for a digital media buy with Richter7 that was geo-targeted to Southern California, specifically San Diego and Los Angeles, during the Fall shoulder season. Creative included paid search, email marketing and Conversion Optimized Facebook/Instagram News-Feed Ads. The creative linked directly to a closed landing page promoting Squaw Valley / North Lake Tahoe and a lodging offer from each of our Valley properties, equally and in alphabetical order, with a direct link to their proprietary site.

The campaign ran October 17, 2017 through October 29, 2017. Given the shoulder season and short run, results were very good with 357k impressions, 1.9k website visits and 571 clicks to our respective "Book Now" buttons.

See attached digital campaign performance report from Richter7.

The SVBA only spent \$7,500 out of the \$10,000 that was awarded for our 15-16 campaign and rolled over the savings into this digital media buy, for a total of \$12,700 spent.

Caroline Ross
SVBA Representative
Sincerely,
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2017-2018

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

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- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the signage and propane at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA properties contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally.

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2017-2018 for an off-peak Spring, digital advertising campaign. The \$10k grant would be inclusive of media agency fees and spent with Richter7. We would spend the dollars similarly to our last grant-funded Fall 2017 campaign, by targeting the Southern California market this Spring 2018. The

digital ads will direct guest to a landing page that represents all of our lodging properties equally and in alphabetical order. Our total spend for this campaign will be at a minimum of \$10,000.

Project: Spring shoulder season SVBA digital marketing campaign
Timeframe: For stays post-Easter into May
Messaging: Spring skiing, events and lodging. CTA will be book lodging
Who: SV to design landing page portal that drives traffic to each Lodging Property
Agency: Richter 7
Geo: Targeting Southern California
Campaign: 100% digital spend on social, programmatic and email (similar mix to fall campaign)

The project is consistent with our mission and purpose as it promotes destination business to North Lake Tahoe which includes longer length of stays and to fill in mid-week timeframes.

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley and North Lake Tahoe as both a summer and winter destination to the Southern California market. It will promote awareness of our destination and will have a revenue tracking component and click through tracking for the entire campaign. The campaign will also complement flight dates of the NLTRA, Squaw Valley and Ski Lake Tahoe plans so that we are following these entities brand messaging with specific lodging offers.

The success of the project will be measured by impressions, clicks and click through rate as well as, most importantly direct click revenue, provided by Richter7. It will also be measured by the referral traffic to partners and revenue tracking by Village at Squaw Valley, Resort at Squaw Creek and SV Lodge

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross
Squaw Valley Business Association Representative
PO Box 2915 Olympic Valley, CA 96146



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: April 19, 2018
TO: Board of Directors
FROM: Amber Burke
RE: Special Event Partnership Funding Allocation Recommendations

Action Requested:

Review and approval of 2017.2018 Special Event Partnership Funding allocation recommendations.

Background:

Applications for funding of events taking place in 2018 were submitted on April 6, 2018. A committee reviewed applications and met with all applicants before making funding recommendations based on existing criteria. All applications can be found here: <https://www.dropbox.com/sh/3gnlgvb9ak8rcg0/AAC90EdyJCnHOzhRDKV6-hdNa?dl=0>

The Tourism Development committee unanimously approved the funding allocation recommendations.

Fiscal Impact:

The committee is recommending allocating \$49,750 of the \$50,000. These funds are already budgeted for this purpose.

2018 Partnership Funding Allocations

Event	Amount Requested	Amount Awarded	Notes
Kampervan Groovin' - Tahoe Adventure Van Expo	\$3,000	\$2,000	First time event
Her Mountain	\$10,000	\$0	Not enough info
Northstar Freeride Festival	\$10,000	\$15,000	Includes marketing the Northstar Freeride Festival and the Stetina's Sierra Prospect since both take place the same weekend.
Beer to Beer Northstar Runs	\$5,000	\$0	4th of July Weekend
Tahoe Cup Paddle Series	\$10,000	\$4,000	New producer
Stetina's Sierra Prospect	\$19,500	\$0	Put extra money in Northstar Freeride to promote both
Tahoe City Oktoberfest	\$2,500	\$2,000	New venue - Commons Beach - with larger capacity
Tahoe City Food & Wine Classic	\$2,500	\$5,000	Exceed ask, committee was impressed with rebranding efforts and addition of Friday night event.
Tahoe City Concerts at Commons Beach	\$2,500	\$0	Already funded through High Notes/Music campaign
Hot August Nights at the Village at Squaw Valley	\$10,000	\$10,000	New event, potential to become a larger regional event
Lake Tahoe Music Festival	\$5,000	\$5,750	Require funds to be managed by an ad agency and used for a digital/social campaign
Kid's Adventure Games	\$6,250	\$5,000	Caveat to spend funds in Bay Area market
SNOWS Gala	\$20,000	\$0	Date and venue weren't solidified and committee had concerns on funding a one night ticketed chairity fundraiser.
BIG BLUEgrass at Sugar Pine Point	\$1,000	\$1,000	New event
Snowfest	\$7,500	\$0	Asked to apply in next cycle for 2019 event
TOTAL	\$114,750	\$49,750	



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Two-Year Strategy Update

Date: 4/27/18

TO: NLTRA Board of Directors

FROM: Daphne Lange, Tourism Director

RE: Tourism Development Update

Action Requested:

Review and Feedback on DRAFT 2 Year Tourism Development Strategic Plan

Background:

The Tourism Development Planning process kicked off at the end of January with a workshop that involved committee members and community businesses having a working dialogue that would help shape the strategy of the plan going forward. Additionally, staff and agencies met for a half-day planning session to formulate specific strategies in the following areas: Conference Sales, Leisure Sales, Events, PR/Content, Consumer Marketing. The workshop and the planning session resulted in great feedback that has been incorporated into the draft of the Two-Year Tourism Development Plan to follow along with the Tourism Master Plan that culminates in 2020.

During the May 2nd meeting there will be a presentation that will walk through the key objectives of the plan and specific areas requested for review.

NLTRA staff has been presenting each specific strategy in their area of expertise to members of working groups in that same expertise area for input and review. To date meetings have been held with staff members of the following organizations:

- Hyatt – Susan Redding and Chris Skelding
- Ritz-Carlton – Jodi Demko
- JVP Communications – Jessica VanPernis Weaver
- Tahoe Luxury Properties – Judith Kline
- Squaw Valley/Alpine Meadows – Leisel Hepburn and Christine Horvath
- Northstar California – Dan Dorr and Stephanie Meyers
- Resort at Squaw Creek – Terra Calegari and Kristy Olk
- Village at Squaw – Adam Feehan
- Squaw Valley Lodge – Becky Moore
- Agate Bay Realty – Brett Williams
- Mourelatos Lakeshore Resort – Alex Mourelatos

- NTBA– Joy Doyle
- TCDA - JT Chevalier
- Tahoe Biltmore – Tyler Gaffaney
- Tahoe Mountain Lodging – Nicole Reiter
- Plumpjack – Amy Decko
- Map Events - Melissa Panico

What you are seeing in the packet is a draft plan based on input provided from all of the above parties. This draft 2-year plan is currently in review by the Tourism Development Committee with feedback due May 4th.

We would like your feedback by May 11th to ensure all parties have had a chance to review and provide input prior to the May 22nd Tourism Development Committee. During that meeting this 2-year Strategic Plan will be discussed for approval with the final version sent for Board approval on May 30th.

Additionally, based on discussion at the February Tourism Development Committee meeting, guiding principles have been developed for the Board to review. The guiding principles have been reviewed by the Tourism Development Committee, Marketing Coop Committee as well as the Incline Village Crystal Bay Visitors Bureau Board of Directors incorporating feedback from each of these meetings to create the document you are seeing today.

2-Year Strategic Plan Review Timeline is as follows:

- Tourism Development Committee Feedback Due – 5/4/18
- Board of Directors Feedback Due – 5/11/18
- Revised Plan Created Based on All Feedback – 5/11-5/21
- Final Plan Sent for Approval to Tourism Development Committee – 5/22
- Approval by Board of Directors – 5/30

Attachments:

Tourism Development Two-Year Strategy DRAFT, NLTRA Guiding Principles

Fiscal Impact:

No direct fiscal impact



north lake tahoe

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MEMORANDUM

Date: 4/27/18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: North Lake Tahoe Marketing Cooperative Participation Agreement

Action Requested:

Update only.

Background:

Beginning in 2006, the NLTRA and the Lake Tahoe Incline Village/Crystal Bay Visitors Bureau (LTIVCBVB) formed the North Lake Tahoe Marketing Cooperative. (Additional background attached). The Agreement has been updated several times over the years. Under our current Scope of Work with Placer County, we are required to update the Agreement to ensure Board of Directors and County oversight. Staff has discussed with LTIVCBVB and Placer County staff and attached is a draft redline version of some of the changes being discussed.

Staff will provide additional comment at the Board Meeting. The Executive Committee will review with Placer County before proposed Board Action.

Fiscal Impact:

None.

**NORTH LAKE TAHOE MARKETING COOPERATIVE
PARTICIPATION AGREEMENT**

This NORTH LAKE TAHOE MARKETING COOPERATIVE PARTICIPATION AGREEMENT ("**Agreement**") dated as of the first day of July 2018~~5~~ is entered into by, between and among the Participants (as defined below).

RECITALS:

WHEREAS, the Participants are comprised of public non profit corporations which receive Transient Occupancy Tax ("**TOT**") funds from their respective local political jurisdictions for the purposes of marketing the North Lake Tahoe (Exhibit A) region and desire to join together to contribute funds to market and position the region as one tourism destination through a North Lake Tahoe Marketing Cooperative ("**NLTMC**").

WHEREAS, the Participants desire to develop and implement on the terms and conditions set forth herein a NLTMC marketing plan to support the North Lake Tahoe hospitality industry by establishing an overall resort destination identity.

WHEREAS, to develop and implement this marketing plan the Participants agree to establish a Cooperative Marketing Committee ("**CMC**") and to elect representatives to serve on the CMC to coordinate this cooperative effort.

NOW, THEREFORE, in consideration of the foregoing recitals, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Participants agree as follows:

AGREEMENT:

1. DEFINITIONS.

1.1 Participants: The term "**Participants**" shall refer to the following organizations:

(i) The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, a Nevada non-profit corporation ("**LTIVCBVB**");

(ii) North Lake Tahoe Resort Association, a California public benefit non profit corporation ("**NLTRA**");

1.2 **North Lake Tahoe Marketing Cooperative:** The NLTMC as established by the Participants as a cooperative agreement.

1.3 **Cooperative Marketing Committee:** The committee established by the Participants to coordinate efforts to fund and implement the North Lake Tahoe Marketing Cooperative. The role of the CMC is to finalize a Regional Cooperative Marketing Plan ("Plan") and oversee Plan implementation, using the budget resources identified and approved by the Participants. The CMC shall oversee the Plan by providing direction and oversight to the Plan Administrators. The Plan shall not be effective unless and until approved by the Boards of each Participant.

Subject to Section 8, below, each Participant will select four individuals to serve as voting members of the CMC ("Voting Member") CMC meetings shall be noticed and conducted in accordance with the Nevada Open Meeting Law and in accordance with those requirements of NLTRA's agreement with Placer County, and held at least once each quarter, or as needed, at the discretion of the CMC Chairperson, based on marketing initiatives or programs requiring CMC discussion, direction, or action in the form of a vote.

1.4 **CMC Chairperson Chair & Vice-Chair:** The Chairperson ("Chair") and Vice-Chair ("Vice-Chair") shall be elected on an annual basis by a majority of the voting members of the CMC, subject to conditions in Section 9, Paragraph 1.

1.5 **Co-Plan Administrators.** Participants shall each designate a representative to serve as NLTMC Co-Plan Administrators ("Plan Administrators") The NLTRA shall provide a person to serve as the NLTMC Plan Administrator ("Administrator") throughout the term of this Agreement, at the discretion of the CMC. The Plan Administrators shall manage the CMC approved Plan implementation. The Plan Administrators shall update the CMC at all regularly scheduled meetings and provide additional updates as required, depending on programs or as directed by the CMC Chair. The Plan Administrators shall be responsible for (i) identifying and retaining the services of such persons, firms and organizations to provide creative and other necessary support to develop and implement the Mission Statement and the Plan; (ii) identifying and implementing sales and marketing projects to achieve the goal of the Mission Statement and Plan and set forth in sections 2 and 3 of this Agreement, respectively; (iii) identifying and supporting strategies, organizations and businesses that are cooperative with, or further the Mission Statement and the Plan. In addition, the Plan Administrators shall authorize invoices and payments consistent with the Plan and ensure financial accountability to both the CMC and the Participants.

1.6 **Co-Budget Administrators** Participants shall each designate a representative to act as NLTMC Co-Budget Administrators ("Budget Administrators") The person designated by the LTIVCBVB to act as Budget Administrator, at the discretion of the CMC. The role of the Budget Administrators is to (i) ultimately authorize payments in accordance with the approved CMC Budget

subsequent to plan administrators' approval, (ii) coordinate cooperative fund contributions and payment of vendors and contractors, and (iii) coordinate accounting procedures to insure financial compatibility between each participating organization and the CMC. The NLTRA will perform all bookkeeping and accounting services and an annual independent review of the NLTMC financial accounts.

1.7 **Limited Partners.** New Limited Partners (LP) may be accepted at any time upon the approval of all existing Participants in the NLTMC, provided that the new LP agrees in writing to terms and conditions as specified by existing participants and as warranted by the extent of financial contributions.

2. **MISSION STATEMENT.** The Participants agree that the intent and mission of the NLTMC is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the North Lake Tahoe region as one destination, to focus on identifying regional, national and international markets, and to target common tourism industry interests and desires for cooperative action and marketing programs.

3. **REGIONAL COOPERATIVE MARKETING PLAN** The Participants shall develop and implement a Plan for the purpose of furthering the adopted NLTMC Mission Statement, supporting the regional tourism industry and business community by establishing an overall resort destination marketing identity; developing regional private sector support for this identity and a commitment to position and sell private sector products and/or services as components of the identity and Plan, as may be appropriate for each Participant and supporting partner. During the term of this agreement, participants agree that any other marketing activities undertaken, outside the Cooperative Marketing Plan will in no way compete with the destination brand as further developed and supported by the cooperative.

4. **FUND CONTRIBUTION.** Preparation, administration and implementation of the Plan shall be funded through annual contributions made by each Participant. Contributions shall be made by each Participant for each fiscal year of the program. ~~Each Participant agrees to annually contribute a minimum of 45% of their total marketing budgets. This percentage is subject to review and adjustment on an annual basis to coincide with the budgeting process for both participants.~~ The Participants recognize and agree that the amount of funding each contributes may vary from fiscal year to fiscal year, depending on the total amount of TOT funding available to each from their respective local political jurisdictions. All funds contributed to this Agreement shall be used for the purpose of funding the Plan as generally defined in section 3, above. In no event shall the cumulative expenses and costs of the Plan exceed the aggregate amount of the marketing funds.

5. **TERM.** This Agreement shall remain in effect unless canceled, in writing, by one of the Participants. It is recognized that to achieve maximum effectiveness, the NLTMC should be established and continued for the long-term.

Therefore, a written notice to cancel by any one of the Participants must provide a minimum of 12 months notice prior to the effective date of the cancellation, so that the NLTMC can wind down operations with minimum disruption to the separate marketing programs of each Participant. In the event that notice is given, CMC operations and governance shall continue as specified in this Agreement and funding levels shall be maintained at a level of at least 75% of the contribution, of each Participant, at the time of notice of intent to cancel. It is further agreed by the Participants that either party hereto may request a review/modification of this agreement upon a 60 day written notice to the other.

6. **FUNDS AVAILABLE.** The Participants recognize and agree that their ability to provide funds to support the NLTMC is contingent upon the receipt of TOT revenues from their respective local political jurisdictions. Should one or more of the Participants be advised by their local political jurisdiction of a reduction or elimination of TOT revenues, a notice of cancellation, if necessary, can be submitted in writing with a notice of less than 12 months. However, the Participants pledge their good faith efforts to ensure that any cancellation of this Agreement takes place over a minimum of 12 months to help ensure a minimum disruption to the separate marketing programs of each Participant.

7. **DISSOLUTION**

7.1 **RETURN OF EXCESS FUNDS.** If this Agreement is canceled, upon dissolution of the NLTMC, any excess funds remaining in the NLTMC account shall be distributed on a pro rata share to the Participants in accordance with their annual contributions to the NLTMC account as of the effective date of termination. Should there be a deficiency of funds to cover authorized expenses, the Participants agree to fund their share of such expenses, consistent with the manner by which any excess funds would be distributed. Lists and data collected and projected during the term of this Agreement will be equally the property of all Participants at the time of dissolution. Collateral materials produced by cooperative marketing funds (e.g., brochures, exhibits, ticket stock, etc) shall be divided among the Participants in the same manner as the distribution of any excess marketing funds.

7.2 **USE OF PARTICIPANT INTELLECTUAL PROPERTY** Unless otherwise agreed, upon dissolution none of the participants will have the right to any brand, creative, or intellectual property created using cooperative funds. The Participants acknowledge that each Participant owns certain intellectual property (specifically including but not limited to trademarks, service marks, trade secrets, websites and the like), and each Participant hereby agrees not to use any intellectual property belonging to another Participant without first executing a separate trademark license agreement governing such use.

8. **MEMBERSHIP OF THE COOPERATIVE MARKETING COMMITTEE.** Consistent with the role of the CMC, as defined in Section 1, above, the membership of the CMC shall consist of four (4) members selected by the Board of

Comment [CG1]: Should there be any language here? "If either or both of the Participants wish to cancel this Agreement, the following will apply."

Directors of each Participant, to include the Executive Director ("CEO") of each Participant, at least one (1) existing Board members from each Participant, and one (1) At Large representative from each Participant. The term of each selected CMC member shall be one year. No term limits shall apply, however, each may be replaced, at will, by their respective Participant board of directors.

9. VOTING AND VOTING PROCEDURES. All transactions of business requiring approval of the CMC shall only be taken with a quorum present and provided a majority of the duly authorized voting members has participated in discussions and has voted on the action proposed. A quorum of the Committee is established with five members of which a minimum of two (2) people will be present from each participating organization. The transaction of business requiring approval of the CMC shall include, but not be limited to, the responsibilities as outlined in Section 1.3, above. Voting shall be conducted at any regularly scheduled and noticed meeting of the CMC or at a meeting scheduled and noticed at the direction of the Chair with the consent of a majority of the CMC members. Voting members may participate by telephone in scheduled, noticed meetings of the CMC, as long as all participants can hear each other and there is a physical location for the meeting accessible to the public and at least one voting member is present at that location.

9.1 Chair. The Chair of the CMC shall preside at all CMC meetings and exercise and perform such other powers and duties as may be required from time to time as part of the role of CMC Chair. ~~The term of the Chair shall be one (1) year. The position shall rotate between the participants on a yearly basis. The Vice-Chair shall assist the Chair in duties as directed by the Chair and the CMC Board. The term of the Chair and Vice-Chair shall be one (1) year. The Chair and Vice-Chair position shall be filled by each with one from each Participant. The Chair and Vice-Chair positions shall rotate between Pparticipants on a yearly basis.~~

10. MISCELLANEOUS.

10.1 Binding Effect. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns, and no other party shall be a beneficiary hereunder.

10.2 Entire Agreement. This Agreement may not be amended or modified except in writing executed by all parties hereto. The Participants each acknowledge that there are no other agreements or representations regarding the subject matter hereof, either oral or written, express or implied, that are not embodied in this Agreement, and this Agreement, and the Exhibits attached to this Agreement, represent a complete integration of all the prior and contemporaneous agreements and understandings and documents regarding the subject matter hereof.

10.3 Governing Law. This Agreement will be governed by,

~~Emergency~~
~~Urgency~~

interpreted under, and construed and enforced in accordance with the laws of the State of Nevada. Each of the parties hereto acknowledges and agrees that the laws of the State of Nevada were freely chosen.

10.4 Severability. The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the enforceability of any other provision of this Agreement, all of which shall remain in full force and effect.

10.5 Counterpart. This Agreement may be signed in counterparts by the participating parties, which counterparts together shall constitute a single instrument.

The Participants have executed this Agreement to be effective as of the date first written above.

10.6 NRS Compliance This is an interlocal agreement subject to the provisions of NRS 277.100, et seq., and will not be valid until approved in accordance with that chapter.

10.7 Precedence In Conflicting Documents. It is further expressly agreed by and between the participants hereto that should there be any conflict between the terms of this instrument and the NLTRA/Placer County Agreement, as this instrument reads on the date of its' signing, then the NLTRA/Placer County Agreement shall control and nothing herein shall be considered as acceptance of the said terms by either NLTRA nor Placer County.

10.8 Conference Equity . Participants agree to measure agreed upon criteria annually and provide this information to Participants.

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~~**10.7.1 Conference Equity. To meet concerns voiced by Placer County staff and lodging properties, the NLTRA board has agreed to measure certain criteria annually and provide this information as contractually determined to Placer County. The conference equity calculation agreed upon by NLTRA and Placer County is as follows:**~~

- ~~1. Conference room nights booked by County will be used as the basis for determining expense parity. This accounts for the natural disparity in room inventory and fluctuations in room rates.~~
- ~~2. A three-year rolling average of Conference Expense to Conference Revenue Percentage experienced by County as well as a three-year rolling average of Conference Expense to Room Revenue will be calculated.~~
- ~~3. If the results of the calculations fall within one standard deviation, based on a statistical inference, parity is achieved. If a lack of parity continues for a period of three years, then an expanded data set will be tested to include four years back and~~

one year forward. If a lack of parity is determined for the expanded test data, then NLTRA and Placer County staff will meet to determine next steps.

10.8 Procurement. Participants agree, to the extent Placer County TOT funding is expended by the NLTMC or by a third party under contract/grant from the NLTMC to provide project, program, service and/or support in any amount greater than \$25,000, the NLTMC shall utilize and require any third party to utilize a competitive bidding process or procurement process. Documentation of each required process will be submitted and include method of award determination.

The NLTMC competitive bidding process is intended to ensure that work is awarded in an impartial manner to the most responsive and best qualified contractor, making certain that the project or program is accomplished in the most cost-effective manner. The applicability of this process includes consecutive or phased projects and programs where services are provided by a single entity that, when totaled, exceed the \$25,000 threshold.

The NLTMC competitive bidding process requires a minimum of two quotes or bids in writing for a project, program, similar product, and/or service. On expenditures over \$100,000, a minimum of three qualified bids should be sought if possible. In the case of third party bid process, the process must be thoroughly defined if criteria being used are different than that used by the NLTMC. All service and support in an amount greater than \$25,000 shall be accompanied by a scope of work, including milestones for completion, and inserted in all contracts prepared by NLTMC and/or contractor/vendor acting as a third party contractor.

NLTMC shall ensure that prior to the execution of any contracts which will result in expenditures of \$25,000 or more of TOT funding, Participant organization and their appropriate contractual partners shall have the opportunity to review the contract and provide written comments through its appointed representation on the CMC of the NLTMC.

Local Vendor Opportunity

The North Lake Tahoe Marketing Cooperative shall procure goods and services in a manner that ensures the best value for the organization, considering cost and quality (or expertise in the case of professional services), giving opportunities whenever possible to vendors and businesses that are based within the local geographic region.

10.98 Governance. Representatives from the respective marketing committees and boards who are elected to serve on the NLTMC will have responsibility and authority to represent their respective constituents in regards to marketing direction and expenditures. It will be the responsibility of those NLTMC board members to fully

represent the perspective of their constituents and to report back to their respective committees and boards of any action taken on their behalf. If there is majority disagreement with any particular representative regarding votes taken or decisions made, then that representative may be asked to step down from their position on the NLTMC board with a majority vote of their representative body.

**INCLINE VILLAGE/CRYSTAL BAY NORTH LAKE TAHOE RESORT
VB ASSOCIATION**

By: _____

By: _____

Its: _____

Its: _____

Date: _____

Date: _____

EXHIBIT A

"North Lake Tahoe" Geographic definition

The North Lake Tahoe Marketing Cooperative will brand "North Lake Tahoe" which will encompass the specific and general areas encompassing the following communities:

Incline Village
Crystal Bay
Kings Beach
Tahoe Vista
Carnelian Bay
Tahoe City
West Shore
Squaw Valley
Northstar
Greater Truckee
Alpine Meadows
Donner Summit

10.98 Governance. Representatives from the respective marketing committees and boards who are elected to serve on the NLTMC will have responsibility and authority to represent their respective constituents in regards to marketing direction and expenditures. It will be the responsibility of those NLTMC board members to fully represent the perspective of their constituents and to report back to their respective committees and boards of any action taken on their behalf. If there is majority disagreement with any particular representative regarding votes taken or decisions made, then that representative may be asked to step down from their position on the NLTMC board with a majority vote of their representative body.



north lake tahoe

The North Lake Tahoe Marketing Cooperative (NLTMC) is a partnership between the North Lake Tahoe Resort Association/Chamber of Commerce and the Incline Village/Crystal Bay Visitors Bureau. The NLTMC was formed to leverage marketing funds by promoting the North Lake Tahoe region as a single brand to the traveling consumer.

- Cooperative agreement between the NLTRA and the IVCBVB to market North Lake region under one brand umbrella
- Cooperative approved by both boards in 2006 and renewed in 2009, 2012 and 2015.
- Designed to marketing North Lake Tahoe with a single campaign, call to action and fulfillment
- Recognizes that North Lake Tahoe is considered one destination to our visitors
- Leverages existing budgets and resources
- Includes all marketing and sales channels (Advertising, Conference Sales, Leisure Sales, Public Relations, Social and Website)

NLTMC Budget Breakdown

FY 2017/18 Annual NLT Marketing Coop Budget

Revenue Sources

NLTRA	\$1,411,821
IVCBVB	\$930,000
TOTAL	\$2,341,821

COOPERATIVE DIRECT EXPENSES

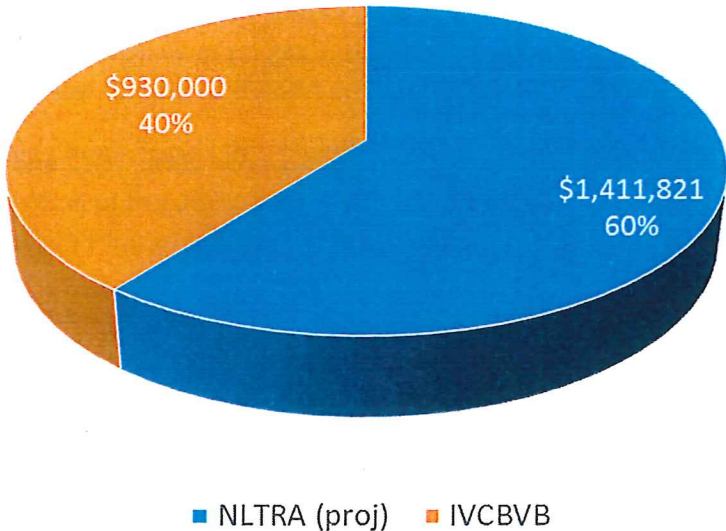
Public Relations/Social Media	\$300,012
Leisure Sales	\$215,000
Conference Sales	\$250,600
Website Content Management	\$45,000
Website Maintenance	\$20,000
Consumer Marketing	\$1,160,150

COOPERATIVE PROGRAM EXPENSE

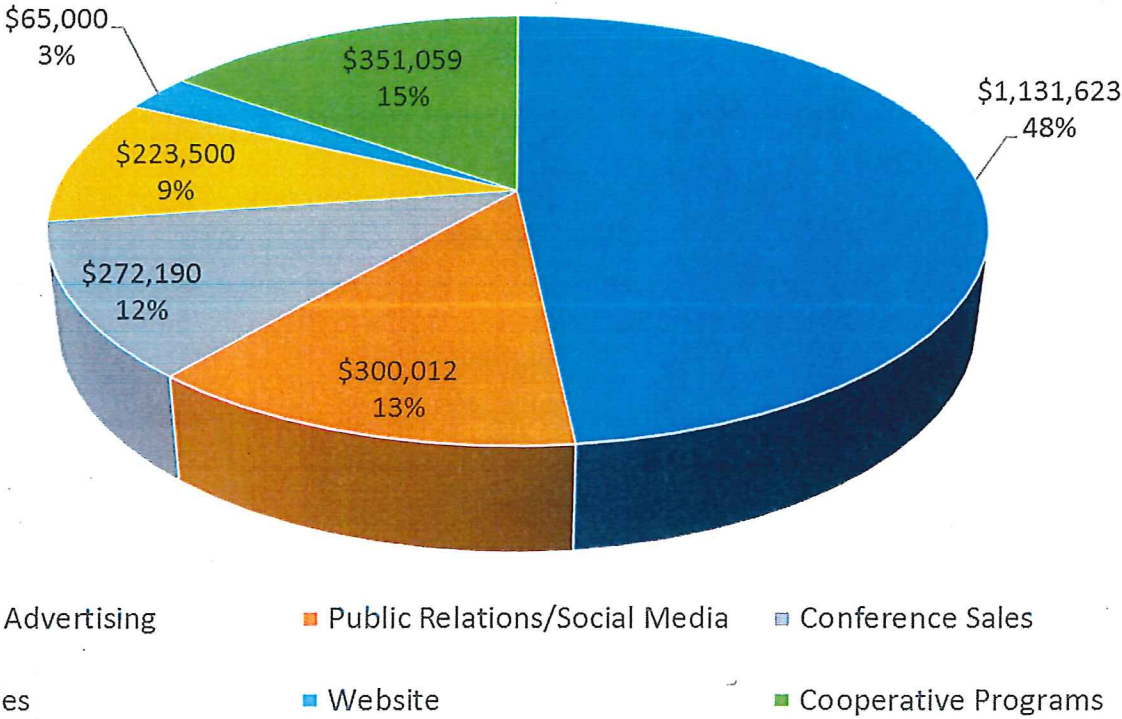
Region Cooperative Opportunity	\$90,000
Regional Air Service Committee	\$100,000
DestiMetrics	\$35,000
CRM Subscription	\$10,000
VisitingLakeTahoe.com	\$36,000
Opportunistic/Content Campaigns	\$31,809
Fulfillment	\$10,000
Misc	\$13,250
Coop Event Sponsorship	\$25,000

TOTAL	\$2,341,821
--------------	--------------------

2017/18 NLT Marketing Cooperative Budget
Partner Contribution



FY 2017/18 NLT Marketing Cooperative Program Expenditures



CONSUMER MARKETING AND PR:

In partnership with our current agencies (Augustine – Brand Creative, Richter7 – Media Buyer, Abbi Agency – PR/Social Media) this department is responsible for promoting the destination to both leisure and conference/group sales travelers. This is achieved through a variety of tactics (including, but not limited to: events, digital advertising, social media, public relations, video, search) that attract new visitation to the destination from both long-haul markets where travelers book early and stay longer and drive markets during off peak times. We respond during times of special needs, making adjustments to target areas that may not be within above parameters. Over-arching goals include:

1. Position North Lake Tahoe as a year-round, four-season destination
2. Increase visitation and visitor spending during the spring and fall seasons
3. Increase mid-week visitation throughout the year
4. Increase length of stay and visitor spending year-round
5. Increase the number of conference leads and bookings
6. Develop the tourism pipeline

Consumer Marketing Program

Includes the following:

- Account Strategy and Management
- Digital Advertising Management and Analysis
- Website Strategy and Analysis
- Consumer Creative Production
- Consumer Paid Media and Commission
- Meetings, Conventions & Conferences Creative Production
- Meetings, Conventions & Conferences Paid Media and Commission
- Leisure Sales Creative Production

PR/Social Media Program

Includes the following:

- National/Regional/Local PR Strategy, Execution and Outreach
- International PR Strategy, Execution and Outreach
- Deskside Journalist Visits
- Domestic and International Journalist and Influencer FAMs
- Meetings, Conventions & Conference Content creation, journalist outreach and FAMs
- Content Creation – Blog Posts, Video Content, E-newsletter
- Social Media Platform Management – FB, Twitter, Instagram, Pinterest, YouTube, Snapchat
- Photography Asset Gathering
- Social Giveaways & Contest Coordination
- Content Campaign Execution – i.e. Local Luminaries
- Reporting and Analysis

LEISURE SALES DEPARTMENT:

The Leisure Sales department for North Lake Tahoe Marketing Coop (NLTMC) is designed to increase visitation to the region through the following channels: Direct to Consumer, Tour Operators and Travel Agents. In addition to these channels, the department oversees the international media and marketing efforts. By utilizing these channels, the goals of the department are to strengthen

relationships with international offices, to monitor brochure information, to increase brochure placement, and to increase mid-week visitation.

Leisure Sales Program

- Tradeshows, Sales Missions, & Familiarization tours (FAMS)
 - International media FAMS
 - Site inspections and sales missions
 - Support to representative agencies in the UK & Australia
 - International sales missions to Tier 1 countries
 - Attendance at annual educational platforms and tradeshows
 - Domestic and International FAM's
- International Offices, Brochure Support & Marketing Opportunities
 - Product placement and multiple distribution channels for sales and tour operators
 - Partner relationships with international offices and state agencies
 - Sales efforts in the UK and Australia as well as NLTMC's tier 1 and tier 2 countries.
 - Work with receptive and international wholesalers
- Additional Key Items
 - Includes creative production, TIA Annual Dues, & additional / unique sales opportunities.

CONFERENCE SALES DEPARTMENT:

The Conference Sales department is responsible for increasing the number of meetings and conventions held in North Lake Tahoe annually. The department is entirely focused on attracting new meetings and events and its sales and marketing efforts are directed at meeting planners and those responsible for selecting meeting destinations for their company, association or other organization.

Department staff generate meeting leads for partner hotels, act as a liaison between the event planner and hotels during sales process and provide assistance necessary to facilitate bookings. Once a group has selected North Lake Tahoe the Conference Sales department provides promotional support, vendor recommendations, local expertise and additional services to the meeting planner(s).

Conference Sales Program

- Tradeshows, Sales Missions, & FAMS
 - Direct sales to generate new leads that convert to future bookings. Executed in markets across the United States but are focused in key strategic areas that are selected by staff with guidance and oversight from the Conference Sales and Tourism Development Committees of our members.
- Additional Key Items
 - These funds are used for collateral production, public relations, support for Chicago sales representative, strategic partnerships with Cvent, HelmsBriscoe and HPN, sponsorships and additional sales opportunities.
 - The funds in this budget that are dedicated to "additional sales opportunities" allow us to be flexible and take advantage of new tradeshows, sponsorships or client events.

Executive Summary

Data based on a sample of up to 8 properties in the North Lake Tahoe destination, representing up to 1122 Units ("DestiMetrics Census**") and 34.75% 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 (Mar) changed by (2.1%)	Occupancy (Mar) :	49.2%	48.2%	2.1%
North Lake Tahoe ADR for last month (Mar) changed by (-1.8%)	ADR (Mar) :	\$ 282	\$ 288	-1.8%
North Lake Tahoe RevPAR for last month (Mar) changed by (0.3%)	RevPAR (Mar) :	\$ 139	\$ 139	0.3%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (-11.8%)	Occupancy (Apr) :	33.9%	38.4%	-11.8%
North Lake Tahoe ADR for next month (Apr) changed by (1.5%)	ADR (Apr) :	\$ 219	\$ 216	1.5%
North Lake Tahoe RevPAR for next month (Apr) changed by (-10.5%)	RevPAR (Apr) :	\$ 74	\$ 83	-10.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-5.4%)	Occupancy	42.4%	44.9%	-5.4%
North Lake Tahoe ADR for the past 6 months changed by (-4.6%)	ADR	\$ 305	\$ 320	-4.6%
North Lake Tahoe RevPAR for the past 6 months changed by (-9.8%)	RevPAR	\$ 129	\$ 143	-9.8%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (2.1%)	Occupancy	30.2%	29.6%	2.1%
North Lake Tahoe ADR for the future 6 months changed by (1.0%)	ADR	\$ 335	\$ 331	1.0%
North Lake Tahoe RevPAR for the future 6 months changed by (3.2%)	RevPAR	\$ 101	\$ 98	3.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2018 vs. Previous Year				
Rooms Booked during last month (Mar,18) compared to Rooms Booked during the same period last year (Mar,17) for all arrival dates has changed by (26.1%)	Booking Pace (Mar)	8.6%	6.9%	26.1%

* 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 March 31, 2018
 Aged as of Saturday, March 31, 2018

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

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

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

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments) 30,770.00

Monthly Report March 2018

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/18:	\$2,109,818	\$2,991,657	-29%
Forecasted Commission for this Revenue:	\$55,984	\$104,148	-46%
Number of Room Nights:	12175	16552	-26%
Number of Delegates:	59649	18108	229%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<u>March-18</u>	<u>March-17</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$55,650	\$20,234	175%
Projected Commission:	\$0	\$450	-100%
Room Nights:	350	136	157%
Number of Delegates:	70	64	9%
		1 Assoc., 1 Corp, 1 Non-Profit	
Booked Group Types:	1 Assoc.		
Lost Business, # of Groups:	2	6	-67%

<u>Arrived in the month</u>	<u>March-18</u>	<u>*Est.</u>	<u>March-17</u>	
Number of Groups:	3		2	
Revenue Arrived:	\$25,893		\$15,734	65%
Projected Commission:	\$0		\$0	
Room Nights:	108		116	-7%
Number of Delegates:	100		50	100%
			1 Corp., 1 Assoc.	
Arrived Group Types:	1 Corp., 2 SMF			

<u>Monthly Detail/Activity</u>	<u>February-18</u>	<u>February-17</u>	
<u>Number of Groups Booked:</u>	4	0	
Revenue Booked:	\$133,480	\$0	
Projected Commission:	\$2,569	\$0	
Room Nights:	957	0	
Number of Delegates:	10315	0	
	1 Smf, 1 Film Crew, 2 Corp.		
Booked Group Types:			
Lost Business, # of Groups:	0		

<u>Arrived in the month</u>	<u>February-18</u>	<u>*Est.</u>	<u>February-17</u>	
Number of Groups:	5		1	
Revenue Arrived:	\$147,151		\$104,490	41%
Projected Commission:	\$2,569		\$0	
Room Nights:	1016		900	13%

Number of Delegates:	291	250	16%
	4 Corp., 1 Film		
Arrived Group Types:	Crew	1 Assoc.	

Monthly Detail/Activity	<u>January-18</u>	<u>January-17</u>	
<u>Number of Groups Booked:</u>	13	2	
Revenue Booked:	\$518,936	\$178,405	191%
Projected Commission:	\$2,146	\$0	
Room Nights:	2845	845	237%
Number of Delegates:	1153	1600	-28%
	7 Corp., 6	1 Corp., 1 non-profit	
Booked Group Types:	Assoc.		
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>January-18</u>	<u>January-17</u>	
Number of Groups:	3	0	
Revenue Arrived:	\$86,645	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	275	0	
Number of Delegates:	89	0	
	1 Corp., 2		
Arrived Group Types:	Assoc.		

Monthly Detail/Activity	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$4,500	\$142,936	-97%
Projected Commission:	\$0	\$6,683	-100%
Room Nights:	28	837	-97%
Number of Delegates:	30	358	-92%
		2 Corp., 2	
Booked Group Types:	1 Smerf	Assoc..	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$137,651	
Projected Commission:	\$0	\$5,818	
Room Nights:	0	562	
Number of Delegates:	0	1125	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

Monthly Detail/Activity	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$13,868	\$2,862	385%
Projected Commission:	\$551	\$0	
Room Nights:	76	14	443%
Number of Delegates:	34	14	143%
	1 Corp., 1 CA		
Booked Group Types:	Assoc.	1 Corp.	
Lost Business, # of Groups:	10	6	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>	
Number of Groups:	0	5	
Revenue Arrived:	\$0	\$130,205	-100%
Projected Commission:	\$0	\$6,139	-100%
Room Nights:	0	990	-100%
Number of Delegates:	0	1264	-100%
Arrived Group Types:		3 Corp, 1 Smf, 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>October-17</u>	<u>October-16</u>	
<u>Number of Groups Booked:</u>	5	6	
Revenue Booked:	\$221,137	\$557,045	-60%
Projected Commission:	\$5,257	\$2,245	134%
Room Nights:	1099	2716	-60%
Number of Delegates:	437	11999	-96%
Booked Group Types:	2 Corp, 1 Assoc, 2 Smf	3 Corp, 1 Smt, 1 Non-Profit, 1	
Lost Business, # of Groups:	12	6	

<u>Arrived in the month</u>	<u>October-17</u>	<u>October-16</u>	
Number of Groups:	6	5	
Revenue Arrived:	\$531,593	\$187,132	184%
Projected Commission:	\$15,631	\$6,209	152%
Room Nights:	1586	978	62%
Number of Delegates:	597	10110	-94%
Arrived Group Types:	2 Corp, 3 Assoc, 1 Govt.	4 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>September-17</u>	<u>September-16</u>	
<u>Number of Groups Booked:</u>	5	3	
Revenue Booked:	\$45,964	\$113,630	-60%
Projected Commission:	\$2,568	\$2,245	14%
Room Nights:	307	962	-68%
Number of Delegates:	139	987	-86%
Booked Group Types:	3 Corp, 1 Smf, 1 Film Crew	1 Corp, 1 Assoc, 1 Smf	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>September-17</u>	<u>September-16</u>	
Number of Groups:	7	10	
Revenue Arrived:	\$200,332	\$788,598	-75%
Projected Commission:	\$5,673	\$6,209	-9%
Room Nights:	650	4148	-84%
Number of Delegates:	438	1757	-75%
Arrived Group Types:	4 Corp, 1 Assoc, 1 Smf, 1 Film Crew	4 Corp, 3 Assoc., 3 Smf	

<u>Monthly Detail/Activity</u>	<u>August-17</u>	<u>August-16</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$58,220	\$112,497	-48%

Projected Commission:	\$2,560	\$892	187%
Room Nights:	409	715	-43%
Number of Delegates:	165	275	-40%
	1 Corp, 1	2 Assoc, 1	
Booked Group Types:	Assoc.	Corp, 1 Govt.	
Lost Business, # of Groups:	6	0	

<u>Arrived in the month</u>	<u>August-17</u>	<u>August-16</u>	
Number of Groups:	4	6	
Revenue Arrived:	\$59,921	\$223,487	-73%
Projected Commission:	\$1,068	\$16,620	-94%
Room Nights:	274	1052	-74%
Number of Delegates:	152	257	-41%
Arrived Group Types:	2 Corp, 1	4 Corp, 1	

Monthly Detail/Activity

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

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>	
Number of Groups:	4	5	
Revenue Arrived:	\$294,470	\$712,929	-59%
Projected Commission:	\$13,840	\$39,282	
Room Nights:	1299	3175	-59%
Number of Delegates:	645	1551	-58%
		2 Assoc, 1	
		Govt, 1 Corp	
Arrived Group Types:	4 Corp.	and 1 Seminar	

	<u>Current Numbers</u>	<u>Goals</u>
For 2018/19:	\$997,726	\$750,000
For 2019/20:	\$276,406	\$250,000

NUMBER OF LEADS Generated as of 3/31/18:	223
YTD 3/31/17:	198
YTD 3/31/16:	143

Total Number of Leads Generated in Previous Years:

2016/2017	244
2015/2016	194
2014/2015	175

Monthly Report March 2018
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 3/31/18:	\$375,131	\$391,436	-4%
Forecasted Commission for this Revenue:	\$6,182	\$12,524	-51%
Number of Room Nights:	2790	3218	-13%
Number of Delegates:	1310	1106	18%
Annual Commission Projection:	\$10,000	\$15,000	-33%

Monthly Detail/Activity	<u>March-18</u>	<u>March-17</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$12,935	\$15,968	-19%
Projected Commission:	\$647	\$2,201	-71%
Room Nights:	72	145	-50%
Number of Delegates:	50	65	-23%
Booked Group Types:	1 Corp.	3 Corp.	

<u>Arrived in the month</u>	<u>March-18</u>	* Est.	<u>March-17</u>	
Number of Groups:	2		4	
Revenue Arrived:	\$18,850		\$162,262	-88%
Projected Commission:	\$547		\$2,751	-80%
Room Nights:	153		890	-83%
Number of Delegates:	65		225	-71%
Booked Group Types:	1 Smf, 1 Corp.		4 Corp.	

Monthly Detail/Activity	<u>February-18</u>		<u>February-17</u>	
<u>Number of Groups Booked:</u>	4		1	
Revenue Booked:	\$75,687		\$12,000	531%
Projected Commission:	\$547		\$648	-16%
Room Nights:	755		40	1788%
Number of Delegates:	435		20	2075%
Booked Group Types:	1 Corp, 2 Assoc.		1 Corp.	

<u>Arrived in the month</u>	<u>February-18</u>	* Est.	<u>February-17</u>	
Number of Groups:	2		3	-33%
Revenue Arrived:	\$9,870		\$37,687	-74%
Projected Commission:	\$0		\$1,040	
Room Nights:	156		324	-52%
Number of Delegates:	80		178	-55%
Booked Group Types:	2 Corp.			

Monthly Detail/Activity	<u>January-18</u>	<u>January-17</u>
<u>Number of Groups Booked:</u>	8	4

Revenue Booked:	\$253,116	\$107,412	136%
Projected Commission:	\$8,928	\$5,370	66%
Room Nights:	1304	606	115%
Number of Delegates:	603	228	164%
Booked Group Types:	2 Smf, 4 Corp, 2 Assoc.	3 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>January-18</u>	* Est.	<u>January-17</u>
Number of Groups:	1		0
Revenue Arrived:	\$16,020		\$0
Projected Commission:	\$2,403		\$0
Room Nights:	240		0
Number of Delegates:	80		0
Booked Group Types:	1 Smf		

Monthly Detail/Activity

	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,240	\$177,828	-95%
Projected Commission:	\$0	\$0	
Room Nights:	60	866	-93%
Number of Delegates:	250	240	4%
Booked Group Types:	1 Wedding	1 Corp., 1 Assoc.	

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>
Number of Groups:	1	0
Revenue Arrived:	\$1,580	\$0
Projected Commission:	\$79	\$0
Room Nights:	20	0
Number of Delegates:	12	0
Booked Group Types:	1 Govt.	

Monthly Detail/Activity

	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$47,480	\$2,228	2031%
Projected Commission:	\$2,374	\$334	611%
Room Nights:	196	12	1533%
Number of Delegates:	162	6	2600%
Booked Group Types:	1 Corp, 1 Govt.	1 Corp.	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>
Number of Groups:	0	2
Revenue Arrived:	\$0	\$33,553
Projected Commission:	\$0	\$563
Room Nights:	0	347
Number of Delegates:	0	132
Booked Group Types:		1 Corp., 1 Smf

Monthly Detail/Activity

	<u>October-17</u>	<u>October-16</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$5,547
Projected Commission:	\$0	\$0
Room Nights:	0	45
Number of Delegates:	0	45

Booked Group Types: 0 1 Assoc.

<u>Arrived in the month</u>	<u>October-17</u>	<u>October-16</u>
Number of Groups:	2	1
Revenue Arrived:	\$53,520	\$10,842
Projected Commission:	\$0	\$0
Room Nights:	611	78
Number of Delegates:	380	25
Booked Group Types:	1 Assoc., 1 Govt.	1 Corp.

<u>Monthly Detail/Activity</u>	<u>September-17</u>	<u>September-16</u>
<u>Number of Groups Booked:</u>	1	1
Revenue Booked:	\$38,000	\$45,255 -16%
Projected Commission:	\$5,700	\$0
Room Nights:	380	420 -10%
Number of Delegates:	200	160 25%
Booked Group Types:	1 Assoc.	1 Corp.

<u>Arrived in the month</u>	<u>September-17</u>	<u>September-16</u>
Number of Groups:	1	2
Revenue Arrived:	\$32,371	\$47,420 -32%
Projected Commission:	\$0	\$2,263
Room Nights:	146	416 -65%
Number of Delegates:	70	160 -56%
Booked Group Types:	1 Assoc.	1 Corp., 1 Smf

<u>Monthly Detail/Activity</u>	<u>August-17</u>	<u>August-16</u>
<u>Number of Groups Booked:</u>	1	1
Revenue Booked:	\$50,490	\$7,209 600%
Projected Commission:	\$0	\$1,081
Room Nights:	488	70 597%
Number of Delegates:	175	35 400%
Booked Group Types:	1 Assoc.	1 Corp.

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

<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.

KEY METRICS FOR March 31, 2018 FINANCIAL STATEMENTS

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

updated

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

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

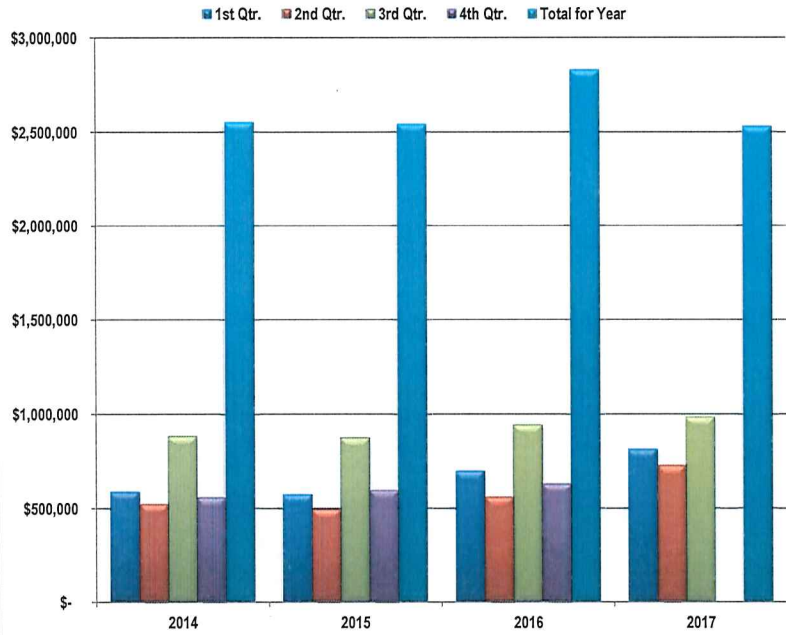
Unemployment Rates - EDD	June 2014	July 2015	Aug 2016	Feb 2018
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.3%
Placer County (367,309)	6.0%	5.2%	4.7%	3.5%
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.2%
Kings Beach (3,893)	6.0%	6.8%	6.1%	3.4%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.9%
Tahoe Vista (1,433)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

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

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

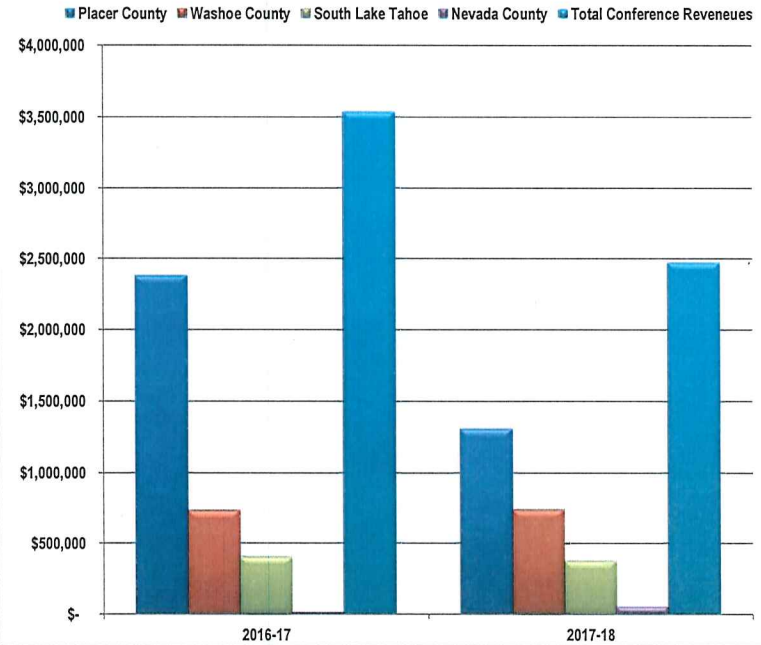
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 3/31/2018						
	2016-17	2016-17	2017-18	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$3,964,368	\$ 3,538,333	\$ 2,476,727	-30.00%		
Commission for this Revenue	\$ 129,375	\$ 119,493	\$ 62,167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

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



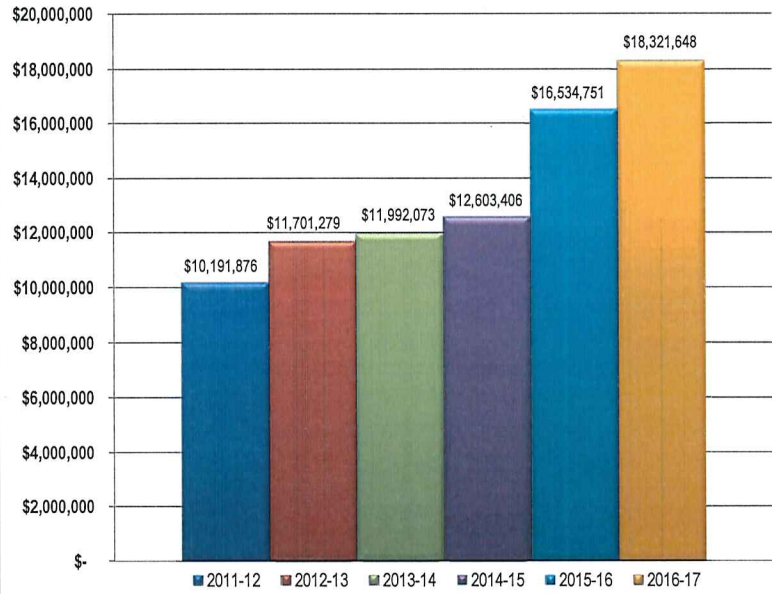
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Total	\$ 2,554,173	\$ 2,542,230	\$ 2,832,127	\$ 2,529,516	-10.68%

Conference Revenue Statistics & Revenue Share by County



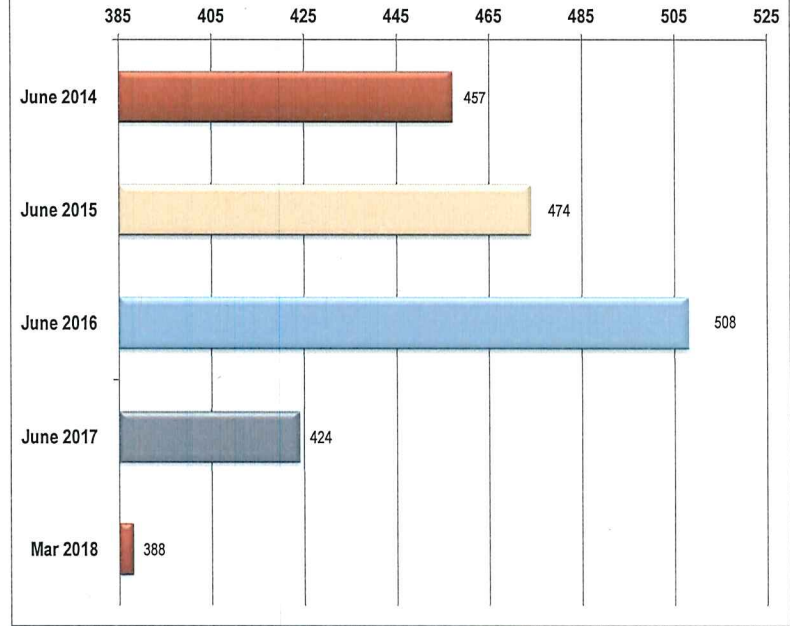
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5-Year Annual TOT Collections (Fiscal Year Basis)



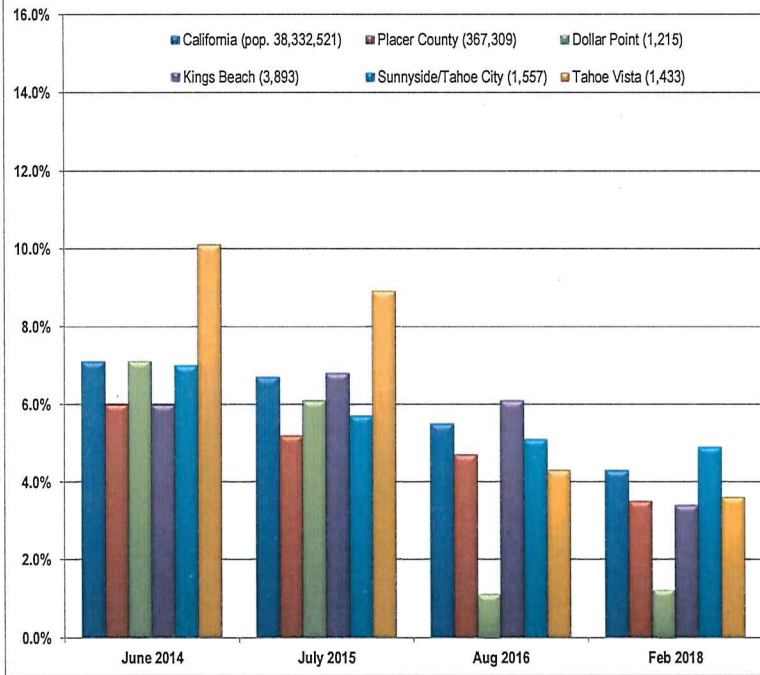
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Chamber Membership (# of Members)



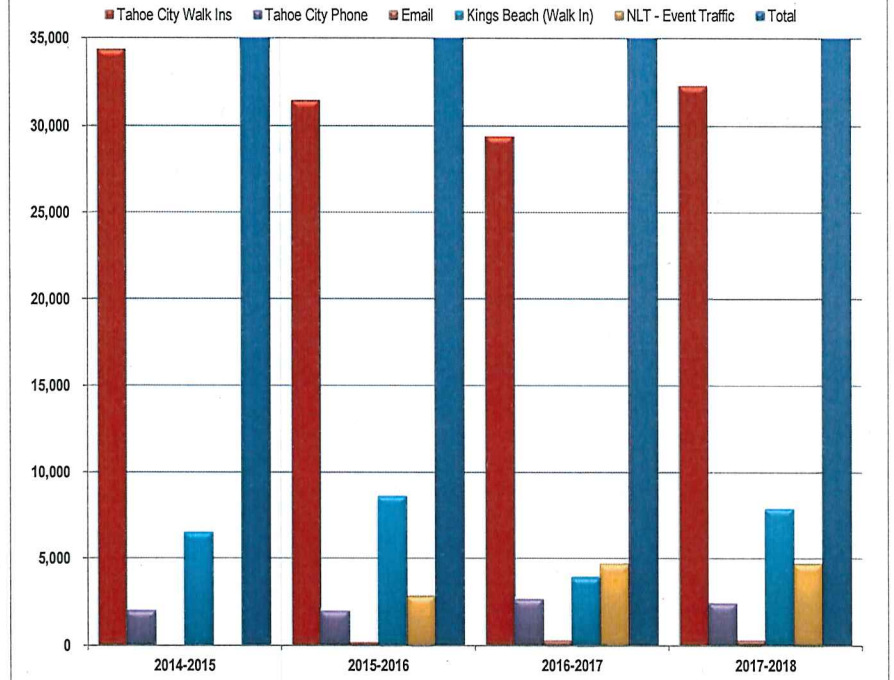
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Mar 2018	388

Unemployment Rates by Region



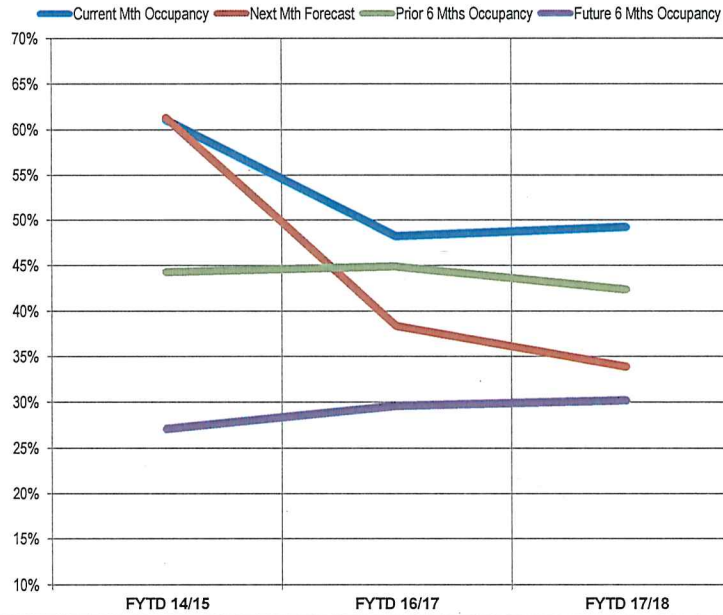
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Visitor Information - FYTD YOY



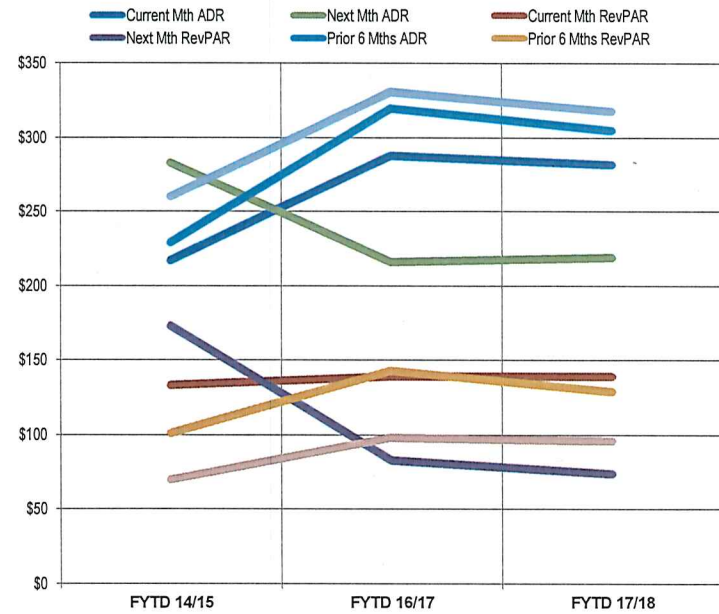
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NLT - Event Traffic	N/A	2,836	4,675	4,695	0.43%
Total	42,861	45,042	40,941	47,608	16.28%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	48.2%	49.2%	2.1%
Occupancy 1 Mth Forecast	61.3%	38.4%	33.9%	-11.8%
Occupancy (prior 6 months)	44.3%	44.9%	42.4%	-5.4%
Occupancy (next 6 months)	27.1%	29.6%	30.2%	2.1%

Destimetrics RevPAR in NLT Comparisons



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

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

EMPLOYEE NAME: Cindy Gustafson
REPORT MONTH: Mar-18

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
	1-Mar	NLTRA	Squaw	16.00	x		Andy Wirth/Keith Fountain
	2-Mar	NLTRA	Squaw	16.00	x		BACC Shopping Models
	5-Mar	NLTRA	Reno Airport	98.00	x		RASC Meeting
	24-Mar	NLTRA	Squaw	16.00	x		Nastar championships/Julia Mancusco retirement
	25-Mar	NLTRA	NSCSD	32.00	x		Marketing workshop
	27-Mar	NLTRA	Biltmore	26.00	x		Meeting with Erin Casey and Sarah Coolidge
	28-Mar	NLTRA	Incline-Hyatt	31.00	x		Meeting with IVCBCVB - Board

TOTAL MILES SUBMITTED:	235.00
MILEAGE RATE PER MILE	\$ 0.535 ¹ .545
TOTAL MILEAGE REIMBURSEMENT DUE	\$ 125.73 128.07



BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

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

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

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

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

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

A
B
C

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

A

INVOICE



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

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

Federal Tax ID 77-0019522

Reprint Page 1 of 1

Invoice Number: 883732872

Invoice Date: MAR-06-18

Payment Terms: Credit Card

Due Date: MAR-13-18

Purchase Order: ADB016450957

Contract No 00004490

Order Number: 5017797439

Order Date: NOV-06-17

Customer No.: 1452233

Bill to No. 546408886

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

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

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

Comments:



SAVE MART SUPERMARKETS

100 River Road
530-583-5231

Save Mart

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

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

NUMBER OF ITEMS 6

Total Savings on Sale Items 2.99

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

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

03/06/2018 15:33:07
MASTERCARD Entry Method: Chip
CARD #: XXXXXXXXXXXX6903
PURCHASE - APPROVED
AUTH CODE:000854

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



www.bonoboboutique.com
(773) 825-0900

MONA MURPHY

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

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

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

DK CARD#: XXXXXXXXXXXX2307
MID: 191162520803
AUTH: 081390 AMT: \$ 50.00
Host reference #:022490 Bal#

Authorizing Network: VISA

MANUAL
CARD TYPE:VISA EXPR: XXXX
Phone Transaction

Name : X
DK CARD#: XXXXXXXXXXXX6903
MID: 191162520803
AUTH: 063055 AMT: \$ 50.00
Host reference #:02249001 Bal#

Authorizing Network: MASTERCARD

MANUAL
CARD TYPE:MASTERCARD EXPR: XXXX
Phone Transaction

Name : X

Bank card USD\$ 100.00

Total Itess: 1



==> JRN#A22498/1 <<=
CUST NO:41

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

Customer Copy

HOW ARE WE DOING? WIN A \$100 GIFT CARD!
www.bonoboboutique.com/?page=100

THANK YOU - WE APPRECIATE YOU