

North Lake Tahoe Resort Association Profit & Loss Budget vs. Actual

11 - Marketing

	Jul - Nov 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,110,700.00	1,110,700.00	0.00	100.0%
Total Income	<u>1,110,700.00</u>	<u>1,110,700.00</u>	<u>0.00</u>	<u>100.0%</u>
Gross Profit	1,110,700.00	1,110,700.00	0.00	100.0%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	16,500.00	16,500.00	0.00	100.0%
5020-00 · P/R - Tax Expense	8,567.42	10,190.60	-1,623.18	84.1%
5030-00 · P/R - Health Insurance Expense	15,343.92	18,078.40	-2,734.48	84.9%
5040-00 · P/R - Workmans Comp	639.73	543.75	95.98	117.7%
5060-00 · 401 (k)	1,477.59	3,579.60	-2,102.01	41.3%
5070-00 · Other Benefits and Expenses	419.91	1,129.19	-709.28	37.2%
5000-00 · Salaries & Wages - Other	101,664.98	124,288.20	-22,623.22	81.8%
Total 5000-00 · Salaries & Wages	<u>144,613.55</u>	<u>174,309.74</u>	<u>-29,696.19</u>	<u>83.0%</u>
5100-00 · Rent				
5110-00 · Utilities	541.46	875.00	-333.54	61.9%
5140-00 · Repairs & Maintenance	0.00	625.00	-625.00	0.0%
5150-00 · Office - Cleaning	930.75	1,260.00	-329.25	73.9%
5100-00 · Rent - Other	9,427.95	8,258.38	1,169.57	114.2%
Total 5100-00 · Rent	<u>10,900.16</u>	<u>11,018.38</u>	<u>-118.22</u>	<u>98.9%</u>
5310-00 · Telephone				
5320-00 · Telephone	2,197.91	2,208.38	-10.47	99.5%
Total 5310-00 · Telephone	<u>2,197.91</u>	<u>2,208.38</u>	<u>-10.47</u>	<u>99.5%</u>
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	100.00	0.00	100.00	100.0%
5480-00 · Mail - Fed Ex	31.13	0.00	31.13	100.0%
5420-00 · Mail - USPS - Other	315.50	312.50	3.00	101.0%
Total 5420-00 · Mail - USPS	<u>446.63</u>	<u>312.50</u>	<u>134.13</u>	<u>142.9%</u>
5510-00 · Insurance/Bonding	593.46	833.38	-239.92	71.2%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	177.14	0.00	177.14	100.0%
5520-00 · Supplies - Other	1,045.31	1,250.00	-204.69	83.6%
Total 5520-00 · Supplies	<u>1,222.45</u>	<u>1,250.00</u>	<u>-27.55</u>	<u>97.8%</u>
5610-00 · Depreciation	143.80	816.25	-672.45	17.6%
5700-00 · Equipment Support & Maintenance	1,077.13	1,555.00	-477.87	69.3%
5710-00 · Taxes, Licenses & Fees	309.67	208.38	101.29	148.6%
5740-00 · Equipment Rental/Leasing	455.59	833.38	-377.79	54.7%
5800-00 · Training Seminars	1,780.61	0.00	1,780.61	100.0%
5815 · Training Video Series	7,534.05	15,000.00	-7,465.95	50.2%
5820 · Sales CRM/CMS	2,373.94	21,000.00	-18,626.06	11.3%
5941-00 · Research & Planning	0.00	5,000.00	-5,000.00	0.0%
6020-00 · Programs				
6016-00 · Community Marketing Programs	3,700.00	40,000.00	-36,300.00	9.3%
Total 6020-00 · Programs	<u>3,700.00</u>	<u>40,000.00</u>	<u>-36,300.00</u>	<u>9.3%</u>
6023-00 · Autumn Food & Wine				
6025-00 · AFW- Postage	17.88	0.00	17.88	100.0%
6028-00 · AFW-Operations	1,925.00	0.00	1,925.00	100.0%
6030-00 · AFW-Media	1,500.00	0.00	1,500.00	100.0%
6023-00 · Autumn Food & Wine - Other	24,349.98	0.00	24,349.98	100.0%
Total 6023-00 · Autumn Food & Wine	<u>27,792.86</u>	<u>0.00</u>	<u>27,792.86</u>	<u>100.0%</u>
6420-00 · Sponsorship				
6421-00 · New Event Development	5,411.88	0.00	5,411.88	100.0%
6428-00 · Dues & Subscriptions	109.40	0.00	109.40	100.0%
6420-00 · Sponsorship - Other	201,050.00	220,000.00	-18,950.00	91.4%
Total 6420-00 · Sponsorship	<u>206,571.28</u>	<u>220,000.00</u>	<u>-13,428.72</u>	<u>93.9%</u>
6490-00 · Classified Ads	50.00	0.00	50.00	100.0%
6600-00 · Promotions/Giveaways	32.14	0.00	32.14	100.0%
6701-00 · Market Study Reports/Research	402.40	0.00	402.40	100.0%
6730-00 · Marketing Cooperative/Media	396,916.65	396,916.65	0.00	100.0%
6742-00 · Non-NLT Co-Op Marketing Program	887.95	13,714.00	-12,826.05	6.5%

North Lake Tahoe Resort Association Profit & Loss Budget vs. Actual

11 - Marketing

	Jul - Nov 16	Budget	\$ Over Budget	% of Budget
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	270.45	0.00	270.45	100.0%
6743-04 · High Notes	5,373.32	0.00	5,373.32	100.0%
6743-05 · Peak Your Adventure	976.80			
6743-00 · BACC Marketing Programs - Other	0.00	33,500.00	-33,500.00	0.0%
Total 6743-00 · BACC Marketing Programs	6,620.57	33,500.00	-26,879.43	19.8%
7500-00 · Trade Shows/Travel	15.00			
8200-00 · Associate Relations	221.49	200.00	21.49	110.7%
8500-00 · Credit Card Fees	46.02	0.00	46.02	100.0%
8700-00 · Automobile Expenses	745.36	833.38	-88.02	89.4%
8750-00 · Meals/Meetings	1,134.06	1,458.38	-324.32	77.8%
8810-00 · Dues & Subscriptions	1,368.80	2,083.38	-714.58	65.7%
8910-00 · Travel	5,846.71	3,333.38	2,513.33	175.4%
Total Expense	826,000.24	946,384.56	-120,384.32	87.3%
Net Ordinary Income	284,699.76	164,315.44	120,384.32	173.3%
Other Income/Expense				
Other Expense				
8990-00 · Allocated	88,308.33	172,430.00	-84,121.67	51.2%
Total Other Expense	88,308.33	172,430.00	-84,121.67	51.2%
Net Other Income	-88,308.33	-172,430.00	84,121.67	51.2%
Net Income	196,391.43	-8,114.56	204,505.99	-2,420.2%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

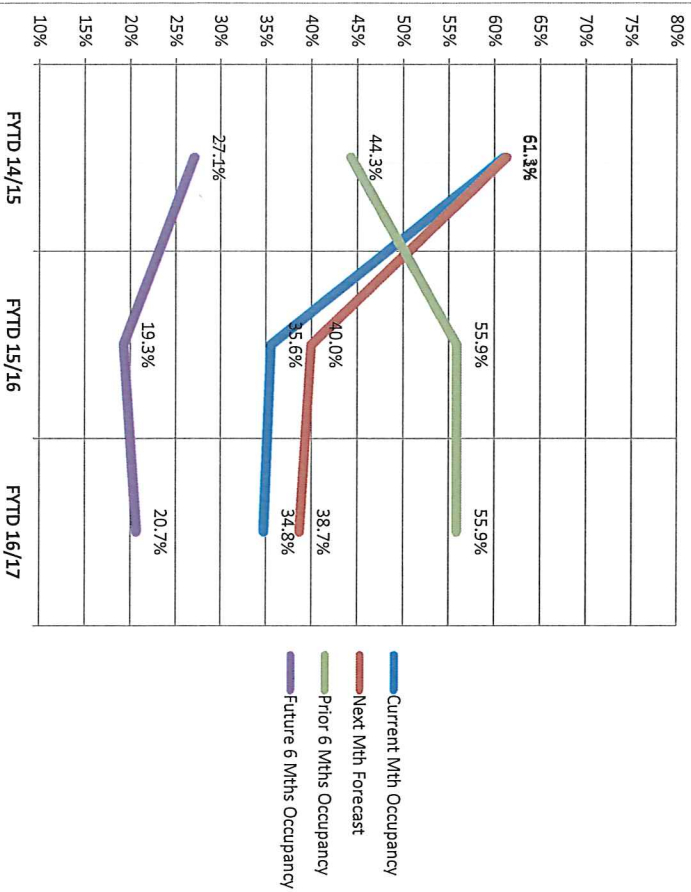
12/22/16

Accrual Basis

30 - Conference

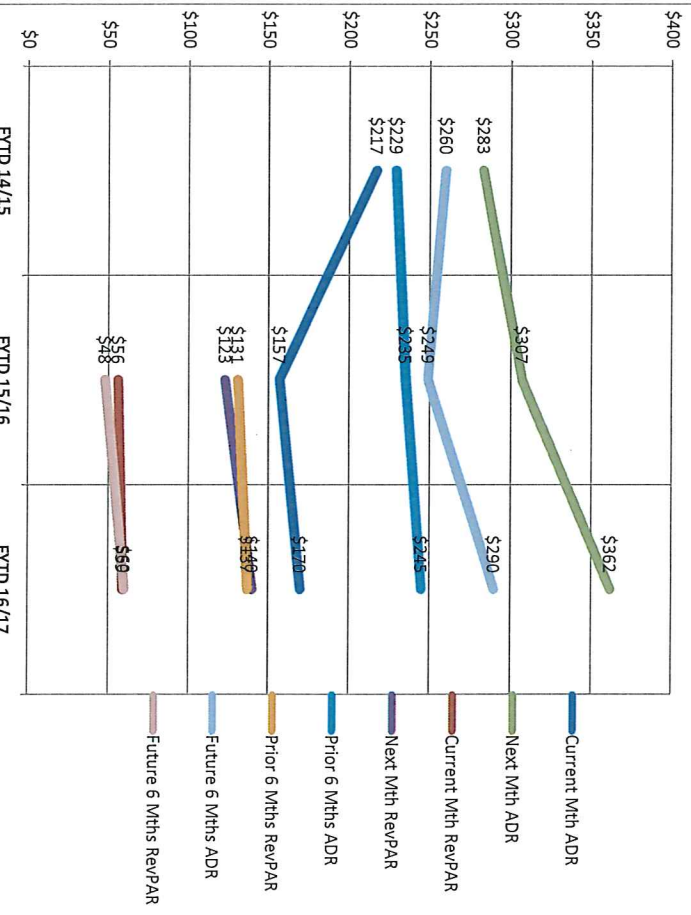
	Jul - Nov 16	Jul - Nov 15	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	120,665.00	139,062.00	-18,397.00	-13.2%
4200-00 · Membership Ann/Conf Dues	4,125.00	0.00	4,125.00	100.0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	7,767.25	-1,426.06	9,193.31	644.7%
4600-00 · Commissions - Other	83,654.83	133,808.47	-50,153.64	-37.5%
Total 4600-00 · Commissions	91,422.08	132,382.41	-40,960.33	-30.9%
Total Income	216,212.08	271,444.41	-55,232.33	-20.4%
Gross Profit	216,212.08	271,444.41	-55,232.33	-20.4%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	13,616.05	3,939.62	9,676.43	245.6%
5020-00 · P/R - Tax Expense	6,250.16	5,848.19	401.97	6.9%
5030-00 · P/R - Health Insurance Expense	6,446.13	5,875.74	570.39	9.7%
5040-00 · P/R - Workmans Comp	453.14	245.22	207.92	84.8%
5060-00 · 401 (k)	3,327.91	3,801.92	-474.01	-12.5%
5070-00 · Other Benefits and Expenses	209.90	50.94	158.96	312.1%
5000-00 · Salaries & Wages - Other	60,851.05	72,617.36	-11,766.31	-16.2%
Total 5000-00 · Salaries & Wages	91,154.34	92,378.99	-1,224.65	-1.3%
5100-00 · Rent				
5110-00 · Utilities	272.62	308.46	-35.84	-11.6%
5140-00 · Repairs & Maintenance	0.00	52.00	-52.00	-100.0%
5150-00 · Office - Cleaning	465.40	343.00	122.40	35.7%
5100-00 · Rent - Other	4,514.00	3,916.86	597.14	15.3%
Total 5100-00 · Rent	5,252.02	4,620.32	631.70	13.7%
5310-00 · Telephone				
5320-00 · Telephone	1,142.66	1,162.06	-19.40	-1.7%
Total 5310-00 · Telephone	1,142.66	1,162.06	-19.40	-1.7%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	100.00	0.00	100.00	100.0%
5420-00 · Mail - USPS - Other	164.06	114.37	49.69	43.5%
Total 5420-00 · Mail - USPS	264.06	114.37	149.69	130.9%
5510-00 · Insurance/Bonding	593.45	381.28	212.17	55.7%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	0.00	94.99	-94.99	-100.0%
5520-00 · Supplies - Other	201.66	208.83	-7.17	-3.4%
Total 5520-00 · Supplies	201.66	303.82	-102.16	-33.6%
5610-00 · Depreciation	74.80	337.20	-262.40	-77.8%
5700-00 · Equipment Support & Maintenance	492.12	-59.40	551.52	928.5%
5710-00 · Taxes, Licenses & Fees	154.27	136.32	17.95	13.2%
5740-00 · Equipment Rental/Leasing	418.41	673.03	-254.62	-37.8%
6730-00 · Marketing Cooperative/Media	45,833.35	39,100.00	6,733.35	17.2%
8200-00 · Associate Relations	0.00	90.00	-90.00	-100.0%
8500-00 · Credit Card Fees	0.00	90.00	-90.00	-100.0%
8700-00 · Automobile Expenses	147.96	115.57	32.39	28.0%
8810-00 · Dues & Subscriptions	340.00	0.00	340.00	100.0%
8930-00 · Prior Period Adjustments	0.00	-4,699.23	4,699.23	100.0%
Total Expense	146,069.10	134,744.33	11,324.77	8.4%
Net Ordinary Income	70,142.98	136,700.08	-66,557.10	-48.7%
Other Income/Expense				
Other Expense				
8990-00 · Allocated	20,237.32	21,157.35	-920.03	-4.4%
Total Other Expense	20,237.32	21,157.35	-920.03	-4.4%
Net Other Income	-20,237.32	-21,157.35	920.03	4.4%
Net Income	49,905.66	115,542.73	-65,637.07	-56.8%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
Occupancy	61.1%	35.6%	34.8%	-2.0%
Occupancy 1 Mth Forecast	61.3%	40.0%	38.7%	-3.2%
Occupancy (prior 6 months)	44.3%	55.9%	55.9%	0.0%
Occupancy (next 6 months)	27.1%	19.3%	20.7%	7.2%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	FYTD 16/17	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$157	\$170	8.8%
RevPAR (Rev per Available Room)	\$283	\$56	\$59	6.6%
ADR 1 Mth Forecast	\$283	\$307	\$362	17.7%
RevPAR 1 Mth Forecast	\$229	\$123	\$140	13.9%
ADR (prior 6 months)	\$229	\$235	\$245	4.6%
RevPAR (prior 6 months)	\$260	\$131	\$137	4.5%
ADR (next 6 months)	\$260	\$249	\$290	16.5%
RevPAR (next 6 months)	\$260	\$48	\$60	24.9%

NLTRA 2016/17 BUDGET

Ordinary Income/Expense	Marketing	Conference	Visitor Inform.	Transportation	Infrastructure	Membership	Administration	Total
Income								
Placer County TOT	\$ 2,665,682	\$ 289,600	\$ 333,923	\$ 264,212	\$ 222,568			\$ 3,775,985
Special Events								
Membership		7,690				124,000		131,690
Commissions		135,000						135,000
Non-Retail VIC Sales			7,644					7,644
Visitor Guide Income			3,000					3,000
Merchandise Sales			114,886					114,886
New Member Fees						4,000		4,000
Membership Activities						70,050		70,050
Tuesday Morning Breakfast Club						9,600		9,600
Sponsorships						7,000		7,000
Total Income	\$ 2,665,682	\$ 432,290	\$ 459,453	\$ 264,212	\$ 222,568	\$ 214,650	\$ -	\$ 4,258,855
Cost of Goods Sold			61,212					61,212
Gross Margin	\$ 2,665,682	\$ 432,290	\$ 398,241	\$ 264,212	\$ 222,568	\$ 214,650	\$ -	\$ 4,197,643
Expense								
Total 5000-00 - Salaries & Wages	\$ 389,124	\$ 235,079	\$ 224,274	\$ 106,235	\$ 106,235	\$ 98,204	\$ 386,089	\$ 1,545,241
Total 5100-00 - Rent	26,444	13,252	80,096	9,059	9,609	9,389	30,805	178,654
5310-00 - Telephone	5,300	3,072	3,500	1,275	3,200	2,700	8,600	27,647
5420-00 - Mail - USPS	750	210	500	50	50	600	700	2,860
5510-00 - Insurance/Bonding	2,000	1,500	2,000	300	300	800	1,700	8,600
5520-00 - Supplies	3,000	750	4,000	300	300	1,300	7,000	16,650
Visitor Communications Other			460					460
5700-00 - Equipment Support & Maintenance	3,732	1,656	2,100	480	660	565	3,728	12,921
5710-00 - Taxes, Licenses & Fees	500	200	300	120	372	500	8,000	9,992
5740-00 - Equipment Rental/Leasing	2,000	2,000	5,928	320	2,552	3,266	2,500	18,566
5800-00 - Training Seminars	8,215		3,000			3,000	1,500	15,715
5900-00 - Professional Fees							21,000	21,000
6490-00 - Classified Ads							750	750
Media/Collateral/Production			5,000					5,000
Conference PUD		8,000						8,000
Marketing Projects:								
Training Video Series	15,000							20,000
Sales CRM/CMS	21,000		5,000					21,000
Community Marketing Programs	80,000							80,000
Special Events/Sponsorships	524,000							524,000
Marketing Cooperative Media	1,155,000	110,000						1,265,000
Other Programs	84,000							84,000
6743 BACC Marketing Programs	80,000							80,000
Infrastructure Projects:								
Public Outreach							180	680
Research & Planning								40,000
Transportation Projects:								
Public Outreach				450				450

