



north lake tahoe

Chamber | CVB | Resort Association

**NLTRA Board of Directors
Agenda and Meeting Notice
Wednesday, January 10th, 2018
Tahoe City Public Utility District, Board Room
221 Fairway Drive, Tahoe City, 8:30 a.m.**

NLTRA Mission

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

2018 Board of Directors

Adam Wilson (Chair)
Northstar
California

Samir Tuma (Vice Chair)
Kila Lake Tahoe

Christy Beck (Treasurer)
The Village at
Squaw Valley
Finance Committee

Brett Williams (Secretary)
Agate Bay Realty
Marketing Committee

Jennifer Merchant (Erin Casey-Alternate)
Placer County
CEO Appointee

Gary Davis
JK Architecture
Engineering

Eric Pilcher
Moe's BBQ/Gear
& Grind
BACC

To Call in: Dial (712) 770-4010, 775665#

Items May Not Be Heard In the Order They Are Listed

A. 8:30 a.m. Call to Order-Establish Quorum

B. 8:35 a.m. 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.

C. Agenda Amendments and Approval-MOTION

D. Consent Calendar-MOTION (15 minutes) 8:35-8:50

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.

1. Board Meeting Minutes –

- a. **December 6, 2017 (Page 1) [Link to online document](#)**

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Minutes

- a. **BACC December 2017 [Link to online document](#)**
- b. **Marketing December, 2017 Will be posted online when available.**
- c. **Finance December, 2017 Will be posted online when approved.**

3. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

None at this time

4. 2018 Appointments for Marketing Committee (Page 7)

- a. **Daniel Dorr**
- b. **Nicole Reitler**
- c. **Melissa Panico**

Karen Plank
Placer County
Board of
Supervisors
Appointee

**Aaron
Rudnick**
Truckee River
Raft Co.

Quorum - 5
Majority of the
NLTRA Board
Representatives

**Advisory
Board:**

Tom Lotshaw
TRPA Non-Voting

5. Finance Committee items (Page 13)

- a. **Final Financial Statements July – November '17 Conforming to June 30, 2017 Audit, Including Budget vs. Actual Reports (Page 15)**
- b. **Annual Budget by Dept. by Month for FY 17-18 (Page 66)**
- c. **Placer County Fund Balance Reconciliation for FY 16-17 (Page 80)**

E. Action Items (70 Minutes) 8:50-10:00

1. **MOTION: Presentation of Bylaw Revisions and Acceptance of Member Comments (PowerPoint Presentation)**
2. **MOTION: Acceptance of Member Ballots and Announcement of Available Seats for Election (Additional Handout Provided at Meeting) (Page 81)**
3. **MOTION: Revisions to the Capital Projects Advisory Committee (CAP) (Page 83)**
4. **MOTION: Proposed Scope of Work (Attachment A) for February 1 – June 30, 2018 (Page 85)**
5. **MOTION: Appointment of Election Committee (Page 107)**

F. Informational Updates/Verbal Reports (20 minutes)10:00-10:20

1. **Review of Tourism Development Plan Process and Schedule (Page 108)**
2. **IMG/Escape Triathlon Introduction and Overview (Page 111)**
3. **Staff Reports**

G. Special Report (15 minutes) 10:20-10:35

1. **Renee Kojane, Siren Arts – Arts & Culture at the Firehouse**

H. 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

1. **Destimetrics Report (Page 112)**
2. **Membership Staff Report and Accounts Receivable Report, December 2017 (Page 113)**
3. **Conference Revenue Statistics Report (Page 118)**
4. **Monthly Summary of Transportation Meeting Outcomes – Will post online when available**
5. **Finance Committee Supplemental Reports, November 2017 (Page 124)**

I. Directors Comments (10 minutes) 10:35-10:45

J. Meeting Review and Staff Direction (5 minutes) 10:45-10:50

K. Adjournment to Closed Session immediately following

L. Closed session: CEO Goals

This meeting is wheelchair accessible

Posted and Emailed (x)



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NLTRA Board of Directors MINUTES

Wednesday, December 6, 2017 – 8:30 a.m.
Squaw Valley Public Service District Community Room,
Olympic Valley

Board Members in attendance:

Karen Plank, Samir Tuma, Adam Wilson, Brett Williams, Christy Beck, David Tirman, Aaron Rudnick, Jennifer Merchant arrived at 8:48

Staff in attendance:

Cindy Gustafson, Ron Treabess, Amber Burke, Al Priester, Natalie Parrish, Andy Chapman, Dawn Teran

Others in attendance:

Erin Casey, Lindsay Romack, Robert McClintock, Kurt Althoff, JT Chevalier, Leon Aliski, Rebekkah Evans

A. 8:30 a.m. Call to Order-Establish Quorum

B. 8:35 a.m. 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.

- JT Chevalier, TCDA thanked the NLTRA for help with the holiday lights. Cindy commented that the trees in front of the Visitor Center were authorized to be lit as well.

C. Agenda Amendments and Approval-MOTION

- One amendment to move Audit item, will be first item before consent calendar, after Robert McClintock arrives.

MOTION to approve the agenda amendments M/S/C David/Aaron/7-0-0

D. Consent Calendar-MOTION

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.

MOTION to approve the consent calendar items M/S/C Brett/Karen /7-0-0

1. Board Meeting Minutes –
 - a. November 1, 2017

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

2. Committee Minutes

- a. BACC November 9, 2017
- b. Marketing November 28, 2017
- c. Finance November 30, 2017

3. Contract Approval (Projects whose funding has already been approved by the NLTRA Board and Board of Supervisors or funding requested is under \$50,000)

- None at this time

E. Action Items

1. MOTION: Discussion and possible approval of the Kings Beach Fireworks contract-Amber Burke
2. MOTION: Discussion and possible approval of Tahoe City Fireworks contract-Amber Burke
3. MOTION: Discussion and possible approval of the Broken Arrow Skyrace contract-Amber Burke
4. MOTION: Discussion and possible approval of NASTAR contract-Amber Burke
 - All four of the above were previously approved by the Marketing committee.
 - Adam asked if the fireworks is a two year agreement. Amber clarified that yes along with a clause that after the event, by October 1st, could pull out of the agreement with no repercussions. If not, then it would go to a two year contract. Adam requested that this item get brought back to the Board to review at that point to make sure there are no questions or concerns.
 - Amber described details about the NASTAR contract as requested by the Board, since this item it was not included in the original budget. It is a \$5,000 sponsorship funds coming out the \$10,000 Opportunity Fund.

MOTION to approve the Kings Beach Fireworks, Tahoe City Fireworks, Broken Arrow Skyrace and NASTAR contracts M/S/C David/Aaron/7-0-0

5. MOTION: Discussion and possible approval of the Lake Tahoe Autumn Food & Wine Festival contract –Amber Burke (Board action optional)
 - Christy commented that in her opinion it is time to end sponsorship of this event go and she thinks it is a lot of money for a small economic impact.
 - Cindy commented that based on the positive ROI, we felt it is a valuable and it is a geographically valuable event.
 - Amber said this year there will be better lodging tracking this year.
 - Discussion about value of event.
 - Aaron requested a list of changes/new ideas which will be made to the event. Amber said that Jessie and Dan will come to a Board meeting with a complete list and reviewed some of the changes:
 - Increasing venue space
 - Utilizing third party tenants
 - Reaching out to partnerships with winery vendors in advance, getting them collateral for promotion.
 - Expanding the types of restaurants that can attend to include Sacramento
 - Ticketing and prospecting done in an earlier time frame
 - Discussion regarding driving visitors here in the fall.
 - Erin reminded about a past Board conversation regarding formalizing criteria for this type of event, shoulder season, ROI, media exposure value, event location diversity could be incorporated in the Marketing plan.
 - Amber will bring forward a revised event strategy and information in early 2018 that will include social media evaluation information.
 - Brett commented that the Marketing committee will be reviewing the elements of these types of events.
 - Andy reminded that the Resort Assn. owns this asset.

**Jennifer arrived at 9:48*

MOTION TO acknowledge that we are continuing with the Lake Tahoe Autumn Food and Wine Festival contract. M/S/C Samir/David/ 7-0-1 Jennifer abstained

6. MOTION: Presentation and possible approval of the Economic Significance of Travel to North Lake Tahoe report- Leon Aliski, Dean Runyan and Associates
- Brett suggested extracting the key information from the report /clarification regarding trips/and other info on the charts, formalizing the report and getting feedback from Dean Runyan on what data to release public that would make the highest impact
 - Samir requested the Dean Runyan report separately. Cindy said we would supply the report to the Board members. *Report is posted online [here](#).
 - Ron said as we receive additional comments/more comparisons out of the region, the report will be updated.

MOTION TO approve the Economic Significance of Travel to North Lake Tahoe report. M/S/C Samir/Brett/8-0-0

7. MOTION: Consideration of Bylaw Revisions: Composition of the Board, Terms of Office and Consolidation of Elections – Cindy Gustafson
- Cindy reviewed the slideshow and described what has transpired historically.
 - Cindy reviewed potential Board member makeup and terms. She clarified that there are currently 5 open seats and the election extension date of January 10th.
 - Adam wanted to clarify that; election decisions made in the past by the membership are being honored, and that the available seats are up for election earlier than planned.
 - Cindy said that Sugar Bowl and Ritz Carlton have confirmed that they will commit to having seats on the board. RSC has not yet confirmed.
 - Samir pointed out that designated seats can leave their position which would need to be refilled.
 - Jennifer inquired about committees other than Finance which are not included in the Bylaws. Cindy said that committee structure needs to be reviewed and added into the bylaws.
 - Board agreed that the Next step is to review the Supplemental Operating Procedures.
 - Jennifer remarked that in her opinion, the Chamber of Commerce reorganization is not being addressed and her opinion the Chamber needs to be evaluated before these bylaw decisions should be made as it may further divide the small/large business communities.
 - Cindy stated that the small businesses can be represented and there are 10 seats that can potentially be elected by small businesses. She supports a balance of large and small.
 - David spoke on the long evolution of this process and that he supports the recommendation as it stands.
 - Samir agreed that this configuration does not completely solve the Chamber issues. Yet, he feels it is not yet time to make decisions regarding the Chamber's future or for the Chamber to be independent of the NLTRA. He suggests to add a regular revisiting of the bylaws regarding the Board make up to the work plan.

**David Tirman left the meeting at 11:15 a.m.*

- Timeline for process discussed: February election/ballots, March decision, take seats in April.
- Jennifer questioned the role of the advisory board as compared to ex-officio. Cindy replied that the advisory role would be a Board decision and the expectations should be added to bylaws and supplemental operating procedures.
- Ron pointed out that the name going from ex-officio to advisor was a state governmental change.
- Aaron agreed that the Chamber issues should be decided on first and is concerned about so much bigger business involvement. He expressed concerns over the proposed board structure. He also suggested that the bylaws be reviewed every year.
- Adam stated he would like to look at bylaws every year as well.

- Samir suggested discussing what process the Board is going to use to apply for Board positions, i.e.; applications, presentations at Board meetings, public input, suggested looking at best practices prior, including possible private input from the public.
- Cindy pointed out that an election committee procedure is already described in the current bylaws and through the supplemental practices more individuals can be appointed to participate.
- Discussion about appointed/designated pros/cons.
- Cindy expressed her concern over Board members non-participation in general and how this has been a problem.
- Cindy announced that Joy had requested adding that two of the at large elected seats be divided by geography of the lake. Cindy suggested in order to do that, to remove two appointed seats and add two to the elected seats.
- Ron said the reason for the appointment is so that the Board can make the final seat decisions.
- Jennifer suggested strengthening wording regarding the appointed seats, since it currently states it is a "preference", as opposed to a requirement.
- Jennifer questioned Page, 10 Section 3, Article Two "At large any member", but since members consist of members outside of the county, should be changed to "...any member as defined above." Change will be made.
- Brett spoke in favor of the process.
- Public comment, JT said that the TCDA will support the process of our Board elections to ensure we have a variety of representation.
- Adam requested that by February 2018 the Supplemental Operating Procedure be looked at and bring language back to the Board to address public outreach to ensure feedback outside of the Board.

MOTION: Accept the new composition of the Board, terms of office, consolidation of elections, with additions to supplemental operating procedures and the bylaw changes. M/S/C (Brett/Christy/5-2-0) Jennifer and Aaron voted no. David Tirman was absent from the vote.

8. MOTION: Review and possible approval of the proposed Capital Projects Advisory Committee
- Erin presented using infographic. Approval is on the Board of Supervisors agenda for December 12 and will then they move forward with appointments.
 - Christy expressed concern that the SV Business Assoc. not well represented by other seats. Jennifer explained that the number of Bus. Association seats does not represent the ski resorts and Donner Summit.
 - Samir responded with the fact that Squaw Valley can be represented in other appointment areas and there is plenty of other opportunities for Squaw Valley.

MOTION: To approve the proposed Capital Projects Advisory Committee M/S/C (Karen/Aaron/6-0-1) Jennifer abstained.

**Jennifer left at 11:47*

F. C.E.O. Informational Updates – Verbal Report

1. Verbal updates will be presented at meeting.
 - Cindy updated on CMO final 3 candidates, decision /recommendation will be made early next week.
 - Introduced Rebekkah Evans, CEO Placer County Visitor Bureau.
 - Adam commented regarding CEO goals; will bring back after closed session in January, once we better understand what's to come.
 - CEO regarding item E5 staff meeting regarding AFW and event policy.

G. Special Report (Item was moved and reviewed prior to Item E.6)

1. Robert McClintock presented audit overview.

- Cindy stated that the data loss was a major contributor to the delay of audit. Timing of adjustments, and more resources will be utilized if needed. In the future we will be more prepared and systems are being put into place. Cindy will be reviewing recommendations and will ensure they are met in a timely fashion.
- Al stated that draft versions of the budget are due to the closure of the audit and now is on schedule. He said \$40,000-\$50,000 was saved by not employing an outside organization to rectify the data loss.
- Jennifer asked if there is a new/dependable backup system. He said now there is a daily backup, and a system is place with a one month window for corrections. There is also a second QuickBooks backup, which is made onto a thumb drive every Friday.
- Personnel policy, HR and management updates are behind at this time, due to the focus on the Finance side. Cindy is investigating outsourcing in that area, and will bring that back to the Board.
- Jennifer inquired about the budget showing a loss in membership on page 149. What is the status of deferring revenue to compensate? Al clarified that it not a deferring of revenue, it represents a portion of the cash that is not recognized as revenue and that cash is in the bank until it is exhausted. This is non-TOT revenue.
- Motion to accept the auditor's report M/S/C Jennifer/Brett. Motion rescinded. Move to add item as an action item and approval of auditor's report M/S/C Jennifer/Aaron. Motion rescinded.

MOTION to amend the agenda to add the auditor's report as an action item. M/S/C (Jennifer/Aaron/8-0-0)

MOTION to accept the auditor's report. M/S/C (Christy/Aaron/8-0-0)

- Cindy will check with attorney on rules of adding a new motion onto an agenda after the agenda has been posted.

H. Reports/Back up Documents-Meeting Packet Part Two

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

1. Destimetrics Report
 2. Membership Accounts Receivable Report, September 2017
 3. Membership Staff Report
 4. Membership Upcoming Events/Programs-Shop Local Holiday Contest
 5. Conference Revenue Statistics Report
 6. Monthly Summary of Transportation Meeting Outcomes
 7. Finance Committee Reports, *(Draft)* October, 2017
1. Correspondence
 - a. Thank you letter from Tahoe City Downtown Association.

I. Directors Comments

- None

J. Meeting Review and Staff Direction

- Item E5: staff meeting regarding AFW and event policy.
- Item G1: will follow up on Audit recommendations and procedures and checking on ability to add items to the agenda.

- Item E6: Summarize report on economic significance of travel and look at data and what to bring back recommendations for future additional areas. Will make sure the report and presentation available to public.
- Item E7: Will review bylaws procedure and be proactive, refreshing annually. Outline expectations/participation for advisory board members and procedure for appointing directors for public outreach and opportunities. Will bring back in January.

K. Adjournment 11:50 am



north lake tahoe

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MEMORANDUM

Date: 1/4/17

TO: NLTRA Board of Directors

FROM: Andy Chapman, Cindy Gustafson

RE: Recommendations on Tourism Development Committee Appointments (formerly Marketing Committee)

Action Requested:

Board appointment of staff recommended, and Executive Committee reviewed, Tourism Development Committee for Pool A for 2018-2020 term.

Background:

The NLTRA Tourism Development Committee consists of three pools with three members each. Each year one of these pools is appointed for a new three-year term. Members from Pool A who completed their three-year term this year are Marguerite Sprague, Greg Gibboney and Carlyne Fajkos. Staff thanks these committee members for their service on the committee.

We received eight outstanding applications for the three openings on the committee. Staff was challenged with making recommendations between these candidates, but relied on the following criteria which have been established and used historically.

Visitor Development Committee Lay Member Appointments

Below are the criteria used in the Committee appointment process.

- "Lay" members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- "Lay" members are appointed at the January Board meeting with the first meeting of the committee in late January.

Committee Composition

POOL A (Term Ends December 2020)

1. Open Seat
2. Open Seat
3. Open Seat

POOL B (Term Ends 2018)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Todd Jackson, Big Blue Adventures
3. Eric T. Brandt, Destination Media Solutions

POOL C (Term Ends 2019)

1. Terra Calegari – Director of Sales & Marketing, Resort at Squaw Creek
2. Judith Kline – Marketing Director, Tahoe Luxury Properties
3. Christine Horvath, Squaw Valley / Alpine Meadows

Interested Applicants

- A. Jim Wiggins, Broker Associate, Oliver Luxury Real Estate, Truckee
Background: Broker at Oliver Luxury Real Estate for the last four years in Truckee. Previously Jim was affiliated with Carr Long at their offices in Northstar. Broad experience in residential & commercial real estate.
- B. Melissa Panico, VP of Marketing, Oliver Real Estate, West Shore
Background: Melissa works on Strategic Marketing with Oliver Real Estate. Also Director of Marketing for Taste Catering in San Francisco. Melissa also runs her own event planning company, MAP events.
- C. Nicole Reitter, Director of Sales and Marketing, Tahoe Mountain Lodging, Northstar
Background: Director of Sales and Marketing at Tahoe Mountain Lodging, Previously (2006-2014), Director of Marketing for Resort Equities at Northstar/Truckee. Over 25 years of experience in advertising and marketing.
- D. Jody Poe, General Manager, Tahoe.com, Incline Village
Background: General Manager at Tahoe.com (Sept 2015-present), Manager at Mountain Home Center (Truckee) from 2010-Sept 2015. Media Recruiters Truckee 2007-2015. Diverse portfolio of business categories.
- E. Steve Hock, Marketing Strategy & Planning, Lake Consulting, Tahoe City (?)
Background: Marketing Strategy & Planning at Lake Consulting, (2009 – Present) Managing Member at Forbes Lake Investors (2015 – Present), Executive Director for Tahoe City Downtown Association (2011-2014). Over 30 years of marketing and business experience.
- F. Rebekah Evans, Chief Executive Officer, Placer County Visitors Bureau/California Welcome Center, Auburn.
Background: Currently the CEO at Placer County Visitors Bureau. (Started Sept. 2017)
Executive Director at Visit Ventura County Coast (Ventura County Lodging Association) June, 2013-Sept. 2017, Evans Sales Solutions, Business Concierge from March 2012- June 2013. President at Malibu Chamber of Commerce & Visitors Bureau from June 2006-March 2012.
- G. Paul Raymore, Marketing Manager, Incline Village General Improvement District
Background: Marketing Manager at IVGID Nov. 2015 – present, Director of Marketing, Journeys Within Tour Company, Truckee April 2015 – present. Director of Marketing & Sales at Homewood Mountain Resort and West Shore Café & Inn, June 2012 – Dec. 2014. Interactive Marketing Manager, Alpine Meadows/Homewood Mountain Resort/West Shore Café & Inn, Aug. 2010 – June 2012. Former Marketing Committee member.
- H. Daniel Dorr, Senior Director, Resort Marketing Tahoe Region, Vail Resorts
Background: Senior Director, January 2017 – Present. Director Global Marketing, Hewlett-Packard Enterprise, 2011-2017. Brand Manager, Procter & Gamble, 2009-2011. President & Founder, Kilimanjaro Adventures, 2002-2009.

Recommended Pool A Appointments

1. Daniel Dorr, Senior Director, Vail Resorts
2. Nicole Reitter, Director of Sales and Marketing, Tahoe Mountain Lodging
3. Melissa Panico, VP of Marketing, Oliver Real Estate

Fiscal Impact:

There is no fiscal impact by taking this action.

PASSIONATE ► PROFESSIONAL ► GLOBAL ► MARKETING ► LEADER

Marketing leader with 20 year of experience building successful customer-focused, benefit-oriented campaigns. Managed strategy, customer acquisition, digital, and marketing automation for new and established B2B and B2C products; bringing a unique combination of global corporate experience and the “get it done” attitude of an entrepreneur who has launched numerous businesses. Consistently rated as a top-tier leader and rewarded for excellence in execution and vision.

PROFESSIONAL EXPERIENCE

VAIL RESORTS, TAHOE REGION, Truckee, CA

Senior Director, Resort Marketing

2017 – Present

Lead marketing team to responsibly grow visitation for 3 major ski resorts in the Tahoe region.

HEWLETT-PACKARD ENTERPRISE, Roseville, CA

Director, Global Marketing

2011 – 2017

Recruited back to HP to build and lead executive marketing program for new enterprise brand. Later transitioned to lead global digital campaigns team for fast growing and highly competitive HP Software portfolio. Currently building new Content Marketing team to ensure digitally optimized content for global execution.

- Exceeded pipeline and revenue targets by over 50% via new Content Marketing organization focused on building and mapping key content pieces to the buyer’s journey to help move from Awareness to Purchase.
- Led HP Software’s most successful single content-driven campaign; research-based report drove over \$10M in pipeline globally from integrated go-to-market activities including web, social, PR, e-mail and syndication.
- Increased marketing-driven pipeline and revenue by 40% with a 2x increase in return on marketing investment via integrated global digital campaigns and automated e-mail nurture follow-up.
- Turned around struggling marketing team by reorganizing around customer needs and driving continual focus on results and analytics. Infused the team with a data driven culture.

PROCTER & GAMBLE, Cincinnati, OH

2009 – 2011

Brand Management, Puffs

Recruited as an Experienced Hire to help turn around struggling facial tissue business. Chose to take a more junior role for the opportunity to work and learn from one of the best marketing companies in the world.

- Crafted brand strategy for lagging Puffs’ “To Go” business including improved packaging and cost structure. As a result the brand went from losing distribution to over 2x increase in sales while cutting costs in half.
- Defined brand’s first-ever social media marketing program to turn passionate users into brand advocates via Facebook and blogger outreach. Achieved a 200% increase in Facebook Fans in less than 12 months.
- Awarded for results and leadership of retailer customization program. Worked with sales teams to develop unique solutions for key retailers, resulting in better partnerships and driving incremental revenue and profits.

KILIMANJARO ADVENTURES, Cincinnati, OH

2002 – 2009

President and founder

Founded online adventure travel company while working full-time at HP. Defined and executed marketing growth strategy that resulted in profitability within 6 months of start-up. Regularly inspired others to climb Kilimanjaro via online and in person community outreach.

...Continued...

HEWLETT-PACKARD COMPANY

Regional Marketing Manager, Europe, Middle East and Africa, Boeblingen, Germany 2004 - 2007
Relocated to Germany for 3 years to launch new HP Software products. Later promoted to lead entire HP Software brand re-launch across 120 countries.

- Doubled sales funnel in 12 months via demand generation programs including online campaigns, direct mail, local events and key industry sponsorships.
- Provided regional leadership for HP Software vision to industry analysts and thought leaders including speaking at industry events and meeting key customers.
- Led 12 person marketing team to define content and key messages for customer event with over 4,000 attendees from the EMEA region. Achieved an overall attendee satisfaction rating of 96%.

Business Manager, Telecom Business Unit, Cupertino, CA 2002 - 2004
Managed all go-to-market activities within the Americas region for HP's telecom voice interaction business.

- Founded voice interaction business in the US including sales training and customer engagement.
- Managed partnerships with 15 new telecommunication service providers and start-up companies creating voice interactive applications.

Worldwide Marketing Director, Internet Security Division, Cupertino, CA 1998 - 2002
Promoted from product manager to lead business development and marketing teams for security software.

- Led global team of 5 across product management and marketing functions for 4 internal products and 3 partner solutions. Eventually managed dissolution of the division.
- Defined product development for team of 8 engineers as well as entire outbound marketing mix for global promotion and sales of 2 software products.

INTRUSION DETECTION, INC., New York, NY 1995 to 1997
Director, Sales and Marketing,

Led all sales and marketing for software start-up, helping to grow the company from 3 employees to over 20 with revenue increasing from less than \$100K to over \$3M annually.

- Designed and implemented all marketing programs resulting in over 100,000 sales leads.
- Established and managed 20 international distributors covering 25 countries.

EDUCATION & CREDENTIALS

- **Masters of Business Administration, 2009** • Kelley School of Business, Indiana University - Bloomington, IN
- **Bachelor of Science Degree, Business, 1992** • Le Moyne College – Syracuse, NY

ADDITIONAL

- Wrote adventure travel book about climbing Mt. Kilimanjaro, published by the Mountaineers Books
- Conversant in Japanese and German. Lived in or visited over 30 countries. Visa to work in Germany

NLTRA
100 North Lake Blvd.
Tahoe City, CA 96145

Dear NLTRA and NLTRA Board of Directors,

My name is Nicole Reitter and I am the Director of Sales and Marketing for Tahoe Mountain Lodging, based in The Village at Northstar and Old Greenwood. I would like to apply for a spot on the Marketing Committee to become more involved with North Lake Tahoe's marketing and public relations efforts. Additionally, I could be a great contributor to this committee with over 25 years of experience in advertising and marketing, including:

- Director of Sales and Marketing – Tahoe Mountain Lodging; Northstar/Truckee (current)
- Director of Marketing – Resort Equities; Northstar/Truckee (2006 – 2014)
- Senior Account Executive - SJ Marketing; Incline Village (2004 – 2006)
- Marketing Specialist – Intrawest Corporation; Tahoe Vista/Squaw Valley/Reno (2002 – 2004)
- General Manager and Owner – Coburn's Station; downtown Truckee (1999 – 2002)
- Account Executive – Bernard Hodes Advertising; Palo Alto (1995 – 1999)

A link to my LinkedIn profile follows, for further details on my background:
<https://www.linkedin.com/in/nicole-reitter-80b72/>

My top strengths as a marketer include: copy and blog-writing; project and website management; social media marketing; email communications; event execution. I enjoy collaborating as part of a team and believe in the immeasurable value of genuine hospitality and authentic customer service. I am passionate about marketing and, more specifically, Lake Tahoe and Truckee. While I am admittedly biased, I feel North Lake Tahoe is truly extraordinary and a world-class, must-see destination for every traveler.

I welcome the opportunity to join the NLTRA Marketing Committee and appreciate your consideration.



Nicole Reitter
Director of Sales and Marketing
PO Box 838, Truckee, CA 96160
p: 530.550.3301 | m: 530.448.3382
www.tahoemountainlodging.com

OLIVER

LUXURY REAL ESTATE

November 27, 2017

To Whom It May Concern:

I am extremely interested in joining the Marketing Committee at the North Lake Tahoe Chamber. I am currently the VP of Marketing for Oliver Real Estate. I work on Strategic Marketing placing Ads with Bay Area Magazine, Reno Airport, and Christie's International. I work closely with our PR firm in Truckee, East River PR. Concurrently, I am also Director of Marketing for Taste Catering in San Francisco and work with Charles Zukow PR for press coverage, TV spots, and editorial. For the past 17yrs, I have run my own event planning company, MAP Events. The company was established in San Francisco in 2001. We do several private and high-end wedding events in Tahoe each year, as well as corporate, private, and wedding events in the Napa Valley and San Francisco.

I have been a permanent resident and homeowner on the West Shore since 2010.

I am happy to answer any other questions and would enjoy the opportunity to be considered for the spot on the committee.

Sincerely,

Melissa Panico
415-269-0307
www.mapevents.com

CHRISTIE'S
INTERNATIONAL REAL ESTATE



north lake tahoe

Chamber | CVB | Resort Association

Finance Staff Report

Date: 1/5/18

TO: NLTRA Finance Committee

FROM: Al Priester, Director of Finance and Human Resources

RE: Jan 8, 2018 Finance Committee Meeting

The fiscal year 2016-2017 draft audited financial statements were presented by McClintock Accountancy Corporation at the Dec 4, 2017 Finance Committee Meeting. These were approved and then submitted and approved at the Dec 6, 2017 Board of Directors Meeting. Management agreed with all client and audit adjustments and has posted those adjustments to our books. The adjustment for Deferred Revenue is in conjunction with the Auditor's recommendation to modify our methodology to provide for more accurate reporting. As such, both Income Statement and Balance Sheets for fiscal 2017-2018 thru November have been revised and are presented for your review and approval.

The July-November 2017 Financials in the Finance Committee packet for the January 8, 2018 meeting include: a detailed NLTRA Comparative Balance Sheet, Comparative Profit & Loss and a Profit & Loss by Class for all months with A/R and A/P Aging's and Membership A/R Aging's for October and November. Budget vs Actual reports are YTD as of November 30, 2017.

Important points to note for the month of November are:

- Total Cash on Hand of \$967,006 remains strong and compares to prior year Cash on Hand of \$829,113.
- A/R decreased from \$50,436 in Oct to \$41,129 in Nov. A/R over 90 days delinquent decreased \$3,655 to \$21,680 from the prior month's \$25,335. These are hotel property invoices deemed collectible with no reserve being established.
- Membership A/R declined from \$7,440 to \$6,935. Over 120 days delinquent decreased from \$4,200 to \$2,555 MOM. A bad debt write-off of \$2,280 and \$1,106 were recognized in Oct & Nov respectively.
- A/P are at \$31,475 Nov month-end with minimal A/P delinquent more than 90 days.
- YTD profit of \$97,576 translates to expenditures under budget for the five months ended Nov 30.
- The Profit and Loss by Class is useful in gauging where each Department is in relation to their budget. Marketing, Conference & VIC are looked at in total for purposes of any over budget funds being paid back to the County at year-end and

are currently under budget by \$96,506 YTD. Membership is over budget by \$2,805 for the period.

- Losses in Membership will reduce Retained Earnings. YTD, Membership has lost \$2,805. Retained Earnings at the beginning of the year was a deficit of \$8,754. The County has continually asked the question of how the NLTRA can operate Membership at a deficit and not be using TOT funds. The answer is, NLTRA invoices Membership dues annually, collects those dues, i.e. cash in the bank, but only recognizes 1/12th of the dues as income monthly. The difference between what has been collected monthly versus what is recognized as income monthly is posted to Deferred Revenue in accordance with GAAP. The balance in the Deferred Revenue account represents the cash sitting in the bank account that has not yet been recognized as revenue. That cash is not TOT funds. To the extent that Membership's losses do not exceed the balance in Deferred Revenue, Membership is not using TOT funds. Deferred Revenue over the last 12 months has ranged from a low of \$31,665 in December to a high of \$103,080 in January. The balance of Deferred Revenue at Nov 30, 2017 is \$31,454.

Action requested: Review and approve the financial statements presented.

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2017

01/05/18

Accrual Basis

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
ADP P/R Clearing	2,468.00	0.00	2,468.00	100.0%
1001-00 · Petty Cash	202.57	1,000.00	(797.43)	(79.7)%
1003-00 · Cash - Operations BOTW #6712	923,444.75	576,783.64	346,661.11	60.1%
1007-00 · Cash - Payroll BOTW #7421	3,760.08	378.28	3,381.80	894.0%
1008-00 · Marketing Reserve - Plumas	50,099.55	50,024.46	75.09	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,265.55	100,065.23	200.32	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	99,268.53	13,144.02	86,124.51	655.2%
10950 · Cash in Drawer	507.09	773.10	(266.01)	(34.4)%
Total Checking/Savings	1,209,597.68	771,750.29	437,847.39	56.7%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	47,023.24	103,225.83	(56,202.59)	(54.5)%
1290-00 · A/R - TOT	0.00	(23,940.82)	23,940.82	100.0%
Total Accounts Receivable	47,023.24	79,285.01	(32,261.77)	(40.7)%
Other Current Assets				
1200-99 · AR Other	1,614.30	3,247.25	(1,632.95)	(50.3)%
12000 · Undeposited Funds	25.72	1,600.32	(1,574.60)	(98.4)%
1201-00 · WebLink Accounts Receivable	7,872.09	46,405.00	(38,532.91)	(83.0)%
1201-02 · Allowance for Doubtful Accounts	(3,246.00)	(15,956.50)	12,710.50	79.7%
12100 · Inventory Asset	29,305.77	31,918.88	(2,613.11)	(8.2)%
1299 · Receivable from NLTMC	0.00	6,803.02	(6,803.02)	(100.0)%
1490-00 · Security Deposits	50.00	50.00	0.00	0.0%
Total Other Current Assets	35,621.88	74,067.97	(38,446.09)	(51.9)%
Total Current Assets	1,292,242.80	925,103.27	367,139.53	39.7%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	(68,767.95)	(68,767.95)	0.00	0.0%
1740-00 · Computer Equipment	8,435.60	43,766.13	(35,330.53)	(80.7)%
1741-00 · Accum. Depr. - Computer Equip	(7,762.24)	(42,285.29)	34,523.05	81.6%
1750-00 · Computer Software	21,520.46	34,993.97	(13,473.51)	(38.5)%
1751-00 · Accum. Amort. - Software	(16,840.47)	(33,932.32)	17,091.85	50.4%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284.08)	(24,084.04)	(200.04)	(0.8)%
Total Fixed Assets	5,353.13	2,742.31	2,610.82	95.2%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,379.74	2,546.40	(166.66)	(6.5)%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	18,609.08	3,892.69	14,716.39	378.1%
Total 1400-00 · Prepaid Expenses	21,988.82	7,439.09	14,549.73	195.6%
Total Other Assets	21,988.82	7,439.09	14,549.73	195.6%
TOTAL ASSETS	1,319,584.75	935,284.67	384,300.08	41.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	438,279.88	98,315.59	339,964.29	345.8%
2001-00 · Credit Card Payable	0.00	10,000.00	(10,000.00)	(100.0)%
Total Accounts Payable	438,279.88	108,315.59	329,964.29	304.6%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	994.12	(994.12)	(100.0)%
2080-02 · MC_4222_Jason	822.66	340.00	482.66	142.0%
2080-03 · MC_5950_Judy	0.00	70.00	(70.00)	1500.0)%

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2017

	Jul 31, 17	Jul 31, 16	\$ Change	% Change
2080-04 · MC_5968_Ronald	0.00	144.82	(144.82)	(100.0)%
2080-06 · MC_5288_Emily	748.86	556.75	192.11	34.5%
2080-07 · MC_6850_Ginger	0.00	450.43	(450.43)	(100.0)%
2080-08 · MC_5755_John	0.00	360.11	(360.11)	(100.0)%
2080-09 · MC_0319_Sarah	969.18	0.00	969.18	100.0%
2080-10 · MC_9495_AI	3,605.25	1,745.71	1,859.54	106.5%
2080-11 · MC_3978_Amber	1,765.25	0.00	1,765.25	100.0%
2080-12 · MC_3960_Natalie	465.18	0.00	465.18	100.0%
Total 2080-00 · Bank of the West - Master Cards	8,376.38	4,661.94	3,714.44	79.7%
Total Credit Cards	8,376.38	4,661.94	3,714.44	79.7%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	23,272.67	18,029.36	5,243.31	29.1%
2102-00 · Commissions Payable	9,529.91	9,662.74	(132.83)	(1.4)%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
24100 · Wage Garnishment Payable	0.00	1,370.82	(1,370.82)	(100.0)%
Total 21000 · Salaries/Wages/Payroll Liabilit	151,178.20	129,423.76	21,754.44	16.8%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	841.65	2,498.57	(1,656.92)	(66.3)%
2190-00 · Sales and Use Tax Payable - Other	0.00	149.00	(149.00)	(100.0)%
Total 2190-00 · Sales and Use Tax Payable	841.65	2,647.57	(1,805.92)	(68.2)%
2250-00 · Accrued Expenses	19,040.31	20,000.31	(960.00)	(4.8)%
2400-60 · Deferred Revenue- Member Dues	51,090.49	66,317.51	(15,227.02)	(23.0)%
2651-00 · Deferred Rev - Conference	10,083.33	(825.00)	10,908.33	1,322.2%
2800-00 · Suspense	248.00	(152.00)	400.00	263.2%
2900-00 · Due To/From County of Placer	231,038.68	0.00	231,038.68	100.0%
Total Other Current Liabilities	463,520.66	217,412.15	246,108.51	113.2%
Total Current Liabilities	910,176.92	330,389.68	579,787.24	175.5%
Total Liabilities	910,176.92	330,389.68	579,787.24	175.5%
Equity				
32000 · Unrestricted Net Assets	(8,753.89)	29,217.09	(37,970.98)	(130.0)%
3300-11 · Designated Marketing Reserve	256,830.18	254,324.57	2,505.61	1.0%
3301 · Cash Flow Reserve	100,065.26	100,017.00	48.26	0.1%
3302 · Marketing Cash Reserve	50,024.47	50,006.37	18.10	0.0%
Net Income	11,241.81	171,329.96	(160,088.15)	(93.4)%
Total Equity	409,407.83	604,894.99	(195,487.16)	(32.3)%
TOTAL LIABILITIES & EQUITY	1,319,584.75	935,284.67	384,300.08	41.1%

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

	Jul 17	Budget	\$ Over Budget	Jul 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	462,199.00	462,199.00	0.00	462,199.00	462,199.00	0.00	3,747,600.00
4200-00 · Membership Dues	12,148.68	11,000.00	1,148.68	12,148.68	11,000.00	1,148.68	150,000.00
4201-00 · New Member Fees	0.00	0.00	0.00	0.00	0.00	0.00	75.00
4205-00 · Conference Dues	916.67	825.00	91.67	916.67	825.00	91.67	7,690.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0.00			0.00			12,000.00
4250-05 · Sponsorships	0.00			0.00			6,500.00
4250-01 · Community Awards - Other	0.00			0.00			22,500.00
Total 4250-01 · Community Awards	0.00			0.00			41,000.00
4250-02 · Chamber Events	0.00	0.00	0.00	0.00	0.00	0.00	12,725.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	0.00	7,300.00
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
4251-00 · Tues AM Breakfast Club - Other	0.00	0.00	0.00	0.00	0.00	0.00	8,250.00
Total 4251-00 · Tues AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	0.00	10,250.00
4250-00 · Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	0.00	1,925.00
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	0.00	73,200.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0.00	0.00	0.00	0.00	0.00	0.00	8,951.95
4600-00 · Commissions - Other	21,395.98	20,000.00	1,395.98	21,395.98	20,000.00	1,395.98	92,115.05
Total 4600-00 · Commissions	21,395.98	20,000.00	1,395.98	21,395.98	20,000.00	1,395.98	101,067.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC Income	3,798.00	1,000.00	2,798.00	3,798.00	1,000.00	2,798.00	7,000.00
46000 · Merchandise Sales - Other	13,394.74	13,065.73	329.01	13,394.74	13,065.73	329.01	92,000.00
Total 46000 · Merchandise Sales	17,192.74	14,065.73	3,127.01	17,192.74	14,065.73	3,127.01	99,000.00
Total Income	513,853.07	508,089.73	5,763.34	513,853.07	508,089.73	5,763.34	4,178,632.00
Gross Profit	513,853.07	508,089.73	5,763.34	513,853.07	508,089.73	5,763.34	4,178,632.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	1,705.93	2,000.00	(294.07)	1,705.93	2,000.00	(294.07)	31,377.74
5020-00 · P/R - Tax Expense	9,686.02	8,978.76	707.25	9,686.02	8,978.76	707.25	106,454.26
5030-00 · P/R - Health Insurance Expense	8,591.63	9,348.00	(756.37)	8,591.63	9,348.00	(756.37)	124,000.82
5040-00 · P/R - Workmans Comp	0.00	660.07	(660.07)	0.00	660.07	(660.07)	6,325.62
5060-00 · 401 (k)	4,467.79	2,925.66	1,542.12	4,467.79	2,925.66	1,542.12	36,212.09
5070-00 · Other Benefits and Expenses	239.87	376.53	(136.66)	239.87	376.53	(136.66)	5,542.61
5000-00 · Salaries & Wages - Other	72,502.85	90,194.38	(17,691.53)	72,502.85	90,194.38	(17,691.53)	1,145,768.37
Total 5000-00 · Salaries & Wages	97,194.09	114,483.41	(17,289.32)	97,194.09	114,483.41	(17,289.32)	1,455,681.53
5100-00 · Rent							
5110-00 · Utilities	979.76	985.00	(5.24)	979.76	985.00	(5.24)	12,013.05
5140-00 · Repairs & Maintenance	144.70	150.00	(5.30)	144.70	150.00	(5.30)	9,599.93
5150-00 · Office - Cleaning	675.00	675.00	0.00	675.00	675.00	0.00	9,087.92
5100-00 · Rent - Other	12,433.00	11,813.06	619.94	12,433.00	11,813.06	619.94	157,366.38
Total 5100-00 · Rent	14,232.46	13,623.06	609.40	14,232.46	13,623.06	609.40	188,067.30
5310-00 · Telephone							
5320-00 · Telephone	2,262.31	2,291.69	(29.38)	2,262.31	2,291.69	(29.38)	28,565.00
5350-00 · Internet	25.00	0.00	25.00	25.00	0.00	25.00	0.00
Total 5310-00 · Telephone	2,287.31	2,291.69	(4.38)	2,287.31	2,291.69	(4.38)	28,565.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	41.53	(41.53)	0.00	41.53	(41.53)	785.57
5480-00 · Mail - Fed Ex	0.00	150.00	(150.00)	0.00	150.00	(150.00)	664.57
5420-00 · Mail - USPS - Other	9.00	500.00	(491.00)	9.00	500.00	(491.00)	2,427.44
Total 5420-00 · Mail - USPS	9.00	691.53	(682.53)	9.00	691.53	(682.53)	3,877.58
5510-00 · Insurance/Bonding	264.42	589.13	(324.71)	264.42	589.13	(324.71)	8,575.80
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	72.99	0.00	72.99	72.99	0.00	72.99	4,083.97
5520-00 · Supplies - Other	534.80	1,178.71	(643.91)	534.80	1,178.71	(643.91)	13,557.03
Total 5520-00 · Supplies	607.79	1,178.71	(570.92)	607.79	1,178.71	(570.92)	17,641.00
5610-00 · Depreciation	233.02	221.73	11.29	233.02	221.73	11.29	5,508.01
5700-00 · Equipment Support & Maintenance	3,698.33	1,892.25	1,806.08	3,698.33	1,892.25	1,806.08	13,596.00
5710-00 · Taxes, Licenses & Fees	898.65	906.93	(8.28)	898.65	906.93	(8.28)	10,066.99
5740-00 · Equipment Rental/Leasing	1,127.75	1,256.06	(128.31)	1,127.75	1,256.06	(128.31)	17,944.00
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	12,831.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	0.00	0.00	0.00	0.00	0.00	0.00	13,631.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
5830-00 · Commission Due to Third Party	765.00			765.00			
5850-00 · Artist of Month - Commissions	186.00	0.00	186.00	186.00	0.00	186.00	2,500.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	140.00	0.00	140.00	140.00	0.00	140.00	10,000.00
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
5921-00 · Professional Fees - Other	5,937.50	0.00	5,937.50	5,937.50	0.00	5,937.50	3,750.00
Total 5900-00 · Professional Fees	6,077.50	0.00	6,077.50	6,077.50	0.00	6,077.50	35,750.00

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

	Jul 17	Budget	\$ Over Budget	Jul 17	YTD Budget	\$ Over Budget	Annual Budget
5940-00 · Research & Planning Membership	3,000.00	3,364.00	(364.00)	3,000.00	3,364.00	(364.00)	3,364.00
5941-00 · Research & Planning	750.00	750.00	0.00	750.00	750.00	0.00	7,042.00
6020-00 · Programs							
6016-00 · Special Event Partnership	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
6018-00 · Business Assoc. Grants	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	30,000.00
Total 6020-00 · Programs	10,000.00	0.00	10,000.00	10,000.00	0.00	10,000.00	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	30,000.00	30,000.00	0.00	30,000.00	30,000.00	0.00	37,000.00
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
6421-03 · Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-06 · Spartan	250,000.00	250,000.00	0.00	250,000.00	250,000.00	0.00	254,000.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-08 · Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
6421-09 · Wanderlust	42.80	0.00	42.80	42.80	0.00	42.80	37,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	0.00	0.00	0.00	0.00	0.00	19,400.00
6421-13 · Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-14 · Tahoe Trail 100	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00	0.00
6421-15 · Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	285,042.80	280,000.00	5,042.80	285,042.80	280,000.00	5,042.80	472,400.00
6421-00 · New Event Development	0.00	0.00	0.00	0.00	0.00	0.00	17,600.00
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
Total 6422-00 · Event Media	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
6424-00 · Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 6420-00 · Events	285,042.80	280,000.00	5,042.80	285,042.80	280,000.00	5,042.80	524,000.00
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	18,500.00
6436-00 · Membership - Wnt/Sum Rec Lunch	9.99	10.00	(0.01)	9.99	10.00	(0.01)	4,185.00
6437-00 · Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	0.00	7,150.00
6442-00 · Public Relations/Website	276.69	280.00	(3.31)	276.69	280.00	(3.31)	8,465.00
6444-00 · Trades	0.00	0.00	0.00	0.00	0.00	0.00	2,130.00
6423-00 · Membership Activities - Other	0.00	75.00	(75.00)	0.00	75.00	(75.00)	750.00
Total 6423-00 · Membership Activities	286.68	365.00	(78.32)	286.68	365.00	(78.32)	41,180.00
6490-00 · Classified Ads	0.00	0.00	0.00	0.00	0.00	0.00	773.00
6701-00 · Market Study Reports/Research	0.00	317.47	(317.47)	0.00	317.47	(317.47)	1,090.47
6730-00 · Marketing Cooperative/Media	63,250.00	63,250.00	0.00	63,250.00	63,250.00	0.00	1,411,821.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	1,599.94	10,000.00	(8,400.06)	1,599.94	10,000.00	(8,400.06)	80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	1,599.94	10,000.00	(8,400.06)	1,599.94	10,000.00	(8,400.06)	84,000.00
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0.00	2,560.12	(2,560.12)	0.00	2,560.12	(2,560.12)	20,000.00
6743-03 · Touch Lake Tahoe	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6743-04 · High Notes	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6743-05 · Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Total 6743-00 · BACC Marketing Programs	0.00	2,560.12	(2,560.12)	0.00	2,560.12	(2,560.12)	80,000.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	219.66	150.00	69.66	219.66	150.00	69.66	2,126.04
52500 · Purchase Discounts	0.00	0.00	0.00	0.00	0.00	0.00	(1,304.71)
59900 · POS Inventory Adjustments	68.67	75.00	(6.33)	68.67	75.00	(6.33)	1,209.54
8100-00 · Cost of Goods Sold - Other	6,970.50	7,363.27	(392.77)	6,970.50	7,363.27	(392.77)	47,769.13
Total 8100-00 · Cost of Goods Sold	7,258.83	7,588.27	(329.44)	7,258.83	7,588.27	(329.44)	49,800.00
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	0.00	0.00	4,308.60
8300-00 · Board Functions	52.95	447.05	(394.10)	52.95	447.05	(394.10)	9,887.51
8500-00 · Credit Card Fees	550.05	292.89	257.16	550.05	292.89	257.16	6,067.00
8700-00 · Automobile Expenses	325.07	133.32	191.75	325.07	133.32	191.75	5,762.55
8750-00 · Meals/Meetings	62.05	42.65	19.40	62.05	42.65	19.40	6,973.00
8810-00 · Dues & Subscriptions	1,488.57	1,801.87	(313.30)	1,488.57	1,801.87	(313.30)	12,331.53
8910-00 · Travel	0.00	860.67	(860.67)	0.00	860.67	(860.67)	11,666.60
8920-00 · Bad Debt	1,363.00	1,375.00	(12.00)	1,363.00	1,375.00	(12.00)	10,681.00
Total Expense	502,611.26	510,282.81	(7,671.55)	502,611.26	510,282.81	(7,671.55)	4,173,633.48
Net Ordinary Income	11,241.81	(2,193.08)	13,434.89	11,241.81	(2,193.08)	13,434.89	4,998.51
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0.00	(0.01)	0.01	0.00	(0.01)	0.01	(0.03)
Total Other Expense	0.00	(0.01)	0.01	0.00	(0.01)	0.01	(0.03)
Net Other Income	0.00	0.01	(0.01)	0.00	0.01	(0.01)	0.03
Net Income	11,241.81	(2,193.07)	13,434.88	11,241.81	(2,193.07)	13,434.88	4,998.54

North Lake Tahoe Resort Association Profit & Loss by Class

July 2017

Accrual Basis

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Administ...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	400,163.13	12,056.64	13,446.00	23,099.23	13,434.00	0.00	0.00	462,199.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	12,148.68	0.00	12,148.68
4205-00 · Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4600-00 · Commissions	0.00	21,395.98	0.00	0.00	0.00	0.00	0.00	21,395.98
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC Income	0.00	0.00	0.00	3,798.00	0.00	0.00	0.00	3,798.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	13,394.74	0.00	0.00	0.00	13,394.74
Total 46000 · Merchandise Sales	0.00	0.00	0.00	17,192.74	0.00	0.00	0.00	17,192.74
Total Income	400,163.13	34,369.29	13,446.00	40,291.97	13,434.00	12,148.68	0.00	513,853.07
Gross Profit	400,163.13	34,369.29	13,446.00	40,291.97	13,434.00	12,148.68	0.00	513,853.07
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	(1,375.00)	0.00	0.00
5010-00 · Sales Commissions	0.00	1,705.93	0.00	0.00	0.00	0.00	0.00	1,705.93
5020-00 · P/R - Tax Expense	2,247.72	1,284.80	835.43	1,753.89	835.43	561.04	2,167.71	9,686.02
5030-00 · P/R - Health Insurance Expense	2,276.78	1,149.61	420.99	1,672.85	421.01	875.02	1,775.37	8,591.63
5060-00 · 401 (k)	1,177.03	680.42	440.17	691.44	440.17	303.66	734.90	4,467.79
5070-00 · Other Benefits and Expenses	93.47	41.98	6.79	41.98	6.78	11.89	36.98	239.87
5000-00 · Salaries & Wages - Other	16,083.41	10,554.75	4,786.47	10,258.07	4,786.48	5,748.06	20,285.61	72,502.85
Total 5000-00 · Salaries & Wages	23,253.41	15,417.49	6,489.85	14,418.23	6,489.87	6,124.67	25,000.57	97,194.09
5100-00 · Rent								
5110-00 · Utilities	147.91	74.67	33.86	518.91	33.86	50.70	119.85	979.76
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	144.70	144.70
5150-00 · Office - Cleaning	207.69	103.85	41.54	51.92	41.54	72.69	155.77	675.00
5100-00 · Rent - Other	1,926.15	923.08	369.23	6,461.54	369.23	726.15	1,657.62	12,433.00
Total 5100-00 · Rent	2,281.75	1,101.60	444.63	7,032.37	444.63	849.54	2,077.94	14,232.46
5310-00 · Telephone								
5320-00 · Telephone	478.19	248.38	187.62	244.93	187.61	278.45	637.13	2,262.31
5350-00 · Internet	0.00	0.00	0.00	0.00	0.00	0.00	25.00	25.00
Total 5310-00 · Telephone	478.19	248.38	187.62	244.93	187.61	278.45	662.13	2,287.31
5420-00 · Mail - USPS								
5420-00 · Mail - USPS	0.00	0.00	0.00	0.00	0.00	0.00	9.00	9.00
5510-00 · Insurance/Bonding								
5520-00 · Supplies	50.24	50.24	7.93	66.11	7.93	23.80	58.17	264.42
5525-00 · Supplies - Computer <\$1000								
5525-00 · Supplies - Computer <\$1000	0.00	0.00	0.00	0.00	0.00	72.99	0.00	72.99
5520-00 · Supplies - Other								
5520-00 · Supplies - Other	99.34	24.99	11.01	149.68	11.01	17.09	221.68	534.80
Total 5520-00 · Supplies	99.34	24.99	11.01	149.68	11.01	90.08	221.68	607.79
5610-00 · Depreciation								
5700-00 · Equipment Support & Maintenance	20.99	10.91	6.72	128.86	6.72	6.72	52.10	233.02
5710-00 · Taxes, Licenses & Fees	1,180.00	150.00	126.75	585.00	126.75	539.25	990.58	3,698.33
5740-00 · Equipment Rental/Leasing	0.00	0.00	0.00	15.00	0.00	0.00	883.65	898.65
5830-00 · Commission Due to Third Party	110.82	110.82	99.74	352.00	99.74	221.64	132.99	1,127.75
5850-00 · Artist of Month - Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	765.00
5900-00 · Professional Fees	0.00	0.00	0.00	186.00	0.00	0.00	0.00	186.00
5910-00 · Professional Fees - Attorneys	140.00	0.00	0.00	0.00	0.00	0.00	0.00	140.00
5921-00 · Professional Fees - Other	5,937.50	0.00	0.00	0.00	0.00	0.00	0.00	5,937.50
Total 5900-00 · Professional Fees	6,077.50	0.00	0.00	0.00	0.00	0.00	0.00	6,077.50
5940-00 · Research & Planning Membership								
5941-00 · Research & Planning	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	3,000.00
6020-00 · Programs								
6018-00 · Business Assoc. Grants	0.00	0.00	375.00	0.00	375.00	0.00	0.00	750.00
6018-00 · Business Assoc. Grants	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
Total 6020-00 · Programs	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	30,000.00	0.00	0.00	0.00	0.00	0.00	0.00	30,000.00
6421-06 · Spartan	250,000.00	0.00	0.00	0.00	0.00	0.00	0.00	250,000.00
6421-09 · Wandlust	42.80	0.00	0.00	0.00	0.00	0.00	0.00	42.80
6421-14 · Tahoe Trail 100	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	285,042.80	0.00	0.00	0.00	0.00	0.00	0.00	285,042.80
Total 6420-00 · Events	285,042.80	0.00	0.00	0.00	0.00	0.00	0.00	285,042.80
6423-00 · Membership Activities								
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	9.99	0.00	9.99
6442-00 · Public Relations/Website	0.00	0.00	0.00	0.00	0.00	276.69	0.00	276.69
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	286.68	0.00	286.68
6730-00 · Marketing Cooperative/Media								
6742-00 · Non-NLT Co-Op Marketing Program	54,083.33	9,166.67	0.00	0.00	0.00	0.00	0.00	63,250.00
6742-00 · Non-NLT Co-Op Marketing Program	1,449.94	0.00	0.00	150.00	0.00	0.00	0.00	1,599.94
8100-00 · Cost of Goods Sold								
51100 · Freight and Shipping Costs	0.00	0.00	0.00	219.66	0.00	0.00	0.00	219.66
59900 · POS Inventory Adjustments	0.00	0.00	0.00	68.67	0.00	0.00	0.00	68.67
8100-00 · Cost of Goods Sold - Other	0.00	0.00	0.00	6,970.50	0.00	0.00	0.00	6,970.50
Total 8100-00 · Cost of Goods Sold	0.00	0.00	0.00	7,258.83	0.00	0.00	0.00	7,258.83
8300-00 · Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	52.95	52.95

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

July 2017

Accrual Basis

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Administ...	TOTAL
8500-00 · Credit Card Fees	0.00	0.00	0.00	341.93	0.00	208.12	0.00	550.05
8700-00 · Automobile Expenses	154.35	0.00	34.70	18.19	34.70	67.50	15.63	325.07
8750-00 · Meals/Meetings	0.00	0.00	12.00	0.00	0.00	0.00	50.05	62.05
8810-00 · Dues & Subscriptions	1,044.99	0.00	2.25	49.99	2.25	112.17	276.92	1,488.57
8920-00 · Bad Debt	0.00	0.00	0.00	0.00	0.00	1,363.00	0.00	1,363.00
Total Expense	385,327.65	27,046.10	10,798.20	30,997.12	7,786.21	10,171.62	30,484.36	502,611.26
Net Ordinary Income	14,835.48	7,323.19	2,647.80	9,294.85	5,647.79	1,977.06	(30,484.36)	11,241.81
Other Income/Expense								
Other Expense								
8990-00 · Allocated	21,683.22	2,946.92	226.80	3,657.51	375.58	1,594.33	(30,484.36)	0.00
Total Other Expense	21,683.22	2,946.92	226.80	3,657.51	375.58	1,594.33	(30,484.36)	0.00
Net Other Income	(21,683.22)	(2,946.92)	(226.80)	(3,657.51)	(375.58)	(1,594.33)	30,484.36	0.00
Net Income	(6,847.74)	4,376.27	2,421.00	5,637.34	5,272.21	382.73	0.00	11,241.81

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2017

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	760.68	1,000.00	(239.32)	(23.9)%
1003-00 · Cash - Operations BOTW #6712	546,882.73	571,208.70	(24,325.97)	(4.3)%
1007-00 · Cash - Payroll BOTW #7421	59,179.86	2,052.43	57,127.43	2,783.4%
1008-00 · Marketing Reserve - Plumas	50,105.93	50,030.83	75.10	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,282.58	100,082.23	200.35	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	92,402.82	13,794.02	78,608.80	569.9%
10950 · Cash in Drawer	2,012.23	387.86	1,624.37	418.8%
Total Checking/Savings	881,208.39	768,137.63	113,070.76	14.7%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	32,658.01	88,572.61	(55,914.60)	(63.1)%
1210-00 · A/R - Sales Estimates	2,303.70	0.00	2,303.70	100.0%
1290-00 · A/R - TOT	0.00	(23,940.82)	23,940.82	100.0%
Total Accounts Receivable	34,961.71	64,631.79	(29,670.08)	(45.9)%
Other Current Assets				
1200-99 · AR Other	1,614.30	1,614.30	0.00	0.0%
12000 · Undeposited Funds	0.00	812.98	(812.98)	(100.0)%
1201-00 · WebLink Accounts Receivable	5,725.43	21,270.00	(15,544.57)	(73.1)%
1201-02 · Allowance for Doubtful Accounts	(17.00)	(7,276.50)	7,259.50	99.8%
12100 · Inventory Asset	23,851.62	29,710.17	(5,858.55)	(19.7)%
1299 · Receivable from NLTMC	6,320.71	8,921.44	(2,600.73)	(29.2)%
1490-00 · Security Deposits	50.00	50.00	0.00	0.0%
Total Other Current Assets	37,545.06	55,102.39	(17,557.33)	(31.9)%
Total Current Assets	953,715.16	887,871.81	65,843.35	7.4%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	(68,767.95)	(68,767.95)	0.00	0.0%
1740-00 · Computer Equipment	8,435.60	43,766.13	(35,330.53)	(80.7)%
1741-00 · Accum. Depr. - Computer Equip	(7,829.53)	(42,352.58)	34,523.05	81.5%
1750-00 · Computer Software	21,520.46	34,993.97	(13,473.51)	(38.5)%
1751-00 · Accum. Amort. - Software	(16,989.53)	(34,069.64)	17,080.11	50.1%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284.08)	(24,100.71)	(183.37)	(0.8)%
Total Fixed Assets	5,136.78	2,521.03	2,615.75	103.8%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,115.32	2,240.32	(125.00)	(5.6)%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	16,799.12	6,396.02	10,403.10	162.7%
Total 1400-00 · Prepaid Expenses	19,914.44	9,636.34	10,278.10	106.7%
Total Other Assets	19,914.44	9,636.34	10,278.10	106.7%
TOTAL ASSETS	978,766.38	900,029.18	78,737.20	8.8%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	72,443.26	40,006.05	32,437.21	81.1%
2001-00 · Credit Card Payable	0.00	606.40	(606.40)	(100.0)%
Total Accounts Payable	72,443.26	40,612.45	31,830.81	78.4%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	729.95	(729.95)	(100.0)%
2080-02 · MC_4222_Jason	14.99	0.00	14.99	100.0%
2080-03 · MC_5950_Judy	0.00	1,018.63	(1,018.63)	21100.0)%

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2017

	Aug 31, 17	Aug 31, 16	\$ Change	% Change
2080-04 · MC_5968_Ronald	36.00	0.00	36.00	100.0%
2080-05 · MC_2107_Greg	72.99	58.75	14.24	24.2%
2080-06 · MC_5288_Emily	810.97	180.86	630.11	348.4%
2080-07 · MC_6850_Ginger	0.00	4,607.06	(4,607.06)	(100.0)%
2080-08 · MC_5755_John	0.00	4,698.96	(4,698.96)	(100.0)%
2080-09 · MC_0319_Sarah	459.92	0.00	459.92	100.0%
2080-10 · MC_9495_AI	2,435.56	15.00	2,420.56	16,137.1%
2080-11 · MC_3978_Amber	24.86	0.00	24.86	100.0%
2080-12 · MC_3960_Natalie	279.06	0.00	279.06	100.0%
Total 2080-00 · Bank of the West - Master Cards	4,134.35	11,309.21	(7,174.86)	(63.4)%
Total Credit Cards	4,134.35	11,309.21	(7,174.86)	(63.4)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	21,661.18	10,399.44	11,261.74	108.3%
2102-00 · Commissions Payable	10,279.22	8,404.31	1,874.91	22.3%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
24100 · Wage Garnishment Payable	0.00	1,162.58	(1,162.58)	(100.0)%
Total 21000 · Salaries/Wages/Payroll Liabilit	150,316.02	120,327.17	29,988.85	24.9%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	1,773.03	1,872.76	(99.73)	(5.3)%
Total 2190-00 · Sales and Use Tax Payable	1,773.03	1,872.76	(99.73)	(5.3)%
2250-00 · Accrued Expenses	18,990.31	10,000.31	8,990.00	89.9%
2400-60 · Deferred Revenue- Member Dues	43,773.41	57,918.34	(14,144.93)	(24.4)%
2651-00 · Deferred Rev - Conference	9,166.66	(1,650.00)	10,816.66	655.6%
2800-00 · Suspense	1,378.83	150.00	1,228.83	819.2%
2900-00 · Due To/From County of Placer	231,038.68	0.00	231,038.68	100.0%
Total Other Current Liabilities	456,436.94	188,618.58	267,818.36	142.0%
Total Current Liabilities	533,014.55	240,540.24	292,474.31	121.6%
Total Liabilities	533,014.55	240,540.24	292,474.31	121.6%
Equity				
32000 · Unrestricted Net Assets	(8,753.89)	29,217.09	(37,970.98)	(130.0)%
3300-11 · Designated Marketing Reserve	256,830.18	254,324.57	2,505.61	1.0%
3301 · Cash Flow Reserve	100,082.29	100,034.00	48.29	0.1%
3302 · Marketing Cash Reserve	50,030.85	50,012.74	18.11	0.0%
Net Income	47,562.40	225,900.54	(178,338.14)	(79.0)%
Total Equity	445,751.83	659,488.94	(213,737.11)	(32.4)%
TOTAL LIABILITIES & EQUITY	978,766.38	900,029.18	78,737.20	8.8%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Aug 17	Budget	\$ Over Budget	Jul - Aug 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	296,582.00	296,582.00	0.00	758,781.00	758,781.00	0.00	3,747,600.00
4200-00 · Membership Dues	10,984.59	11,000.00	(15.41)	23,133.27	22,000.00	1,133.27	150,000.00
4201-00 · New Member Fees	0.00	0.00	0.00	0.00	0.00	0.00	75.00
4205-00 · Conference Dues	916.67	1,200.00	(283.33)	1,833.34	2,025.00	(191.66)	7,690.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0.00			0.00			12,000.00
4250-05 · Sponsorships	0.00			0.00			6,500.00
4250-01 · Community Awards - Other	0.00			0.00			22,500.00
Total 4250-01 · Community Awards	0.00			0.00			41,000.00
4250-02 · Chamber Events	0.00	0.00	0.00	0.00	0.00	0.00	12,725.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	0.00	7,300.00
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
4251-00 · Tues AM Breakfast Club - Other	373.30	750.00	(376.70)	373.30	750.00	(376.70)	8,250.00
Total 4251-00 · Tues AM Breakfast Club	373.30	750.00	(376.70)	373.30	750.00	(376.70)	10,250.00
4250-00 · Revenues-Membership Activities - Other	679.95	175.00	504.95	679.95	175.00	504.95	1,925.00
Total 4250-00 · Revenues-Membership Activities	1,053.25	925.00	128.25	1,053.25	925.00	128.25	73,200.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0.00	4,805.90	(4,805.90)	0.00	4,805.90	(4,805.90)	8,951.95
4600-00 · Commissions - Other	2,848.00	18,088.00	(15,240.00)	24,243.98	38,088.00	(13,844.02)	92,115.05
Total 4600-00 · Commissions	2,848.00	22,893.90	(20,045.90)	24,243.98	42,893.90	(18,649.92)	101,067.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	1,141.00	4,000.00	(2,859.00)	4,939.00	5,000.00	(61.00)	7,000.00
46000 · Merchandise Sales - Other	11,909.18	9,720.54	2,188.64	25,303.92	22,786.27	2,517.65	92,000.00
Total 46000 · Merchandise Sales	13,050.18	13,720.54	(670.36)	30,242.92	27,786.27	2,456.65	99,000.00
Total Income	325,434.69	346,321.44	(20,886.75)	839,287.76	854,411.17	(15,123.41)	4,178,632.00
Gross Profit	325,434.69	346,321.44	(20,886.75)	839,287.76	854,411.17	(15,123.41)	4,178,632.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	749.31	6,404.31	(5,655.00)	2,455.24	8,404.31	(5,949.07)	31,377.74
5020-00 · P/R - Tax Expense	6,856.33	9,456.45	(2,600.12)	16,542.35	18,435.21	(1,892.86)	106,454.26
5030-00 · P/R - Health Insurance Expense	11,009.60	11,533.80	(524.20)	19,601.23	20,881.81	(1,280.58)	124,000.82
5040-00 · P/R - Workmans Comp	1,159.70	405.07	754.62	1,159.70	1,065.14	94.55	6,325.62
5060-00 · 401 (k)	2,814.85	3,104.30	(289.45)	7,282.64	6,029.96	1,252.67	36,212.09
5070-00 · Other Benefits and Expenses	209.00	368.51	(159.51)	448.87	745.04	(296.17)	5,542.61
5000-00 · Salaries & Wages - Other	80,575.39	92,423.30	(11,847.91)	153,078.24	182,617.68	(29,539.44)	1,145,768.37
Total 5000-00 · Salaries & Wages	103,374.18	123,695.76	(20,321.58)	200,568.27	238,179.18	(37,610.91)	1,455,681.53
5100-00 · Rent							
5110-00 · Utilities	909.15	961.69	(52.54)	1,888.91	1,946.69	(57.78)	12,013.05
5140-00 · Repairs & Maintenance	0.00	607.00	(607.00)	144.70	757.00	(612.30)	9,599.93
5150-00 · Office - Cleaning	1,230.00	847.71	382.28	1,905.00	1,522.71	382.28	9,087.92
5100-00 · Rent - Other	12,433.00	13,224.19	(791.19)	24,866.00	25,037.25	(171.25)	157,366.38
Total 5100-00 · Rent	14,572.15	15,640.59	(1,068.44)	28,804.61	29,263.65	(459.04)	188,067.30
5310-00 · Telephone							
5320-00 · Telephone	2,477.02	2,348.87	128.14	4,739.33	4,640.56	98.76	28,565.00
5350-00 · Internet	0.00	0.00	0.00	25.00	0.00	25.00	0.00
Total 5310-00 · Telephone	2,477.02	2,348.87	128.14	4,764.33	4,640.56	123.76	28,565.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	67.64	(67.64)	0.00	109.17	(109.17)	785.57
5480-00 · Mail - Fed Ex	105.00	46.81	58.19	105.00	196.81	(91.81)	664.57
5420-00 · Mail - USPS - Other	500.00	119.86	380.14	509.00	619.86	(110.86)	2,427.44
Total 5420-00 · Mail - USPS	605.00	234.31	370.69	614.00	925.84	(311.84)	3,877.58
5510-00 · Insurance/Bonding	264.42	653.38	(388.96)	528.84	1,242.51	(713.67)	8,575.80
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	97.85	81.82	16.03	170.84	81.82	89.02	4,083.97
5520-00 · Supplies - Other	1,593.39	1,120.10	473.29	2,128.19	2,298.81	(170.62)	13,557.03
Total 5520-00 · Supplies	1,691.24	1,201.92	489.32	2,299.03	2,380.63	(81.60)	17,641.00
5610-00 · Depreciation	216.35	482.07	(265.72)	449.37	703.80	(254.43)	5,508.01
5700-00 · Equipment Support & Maintenance	1,983.32	1,103.47	879.85	5,681.65	2,995.72	2,685.93	13,596.00
5710-00 · Taxes, Licenses & Fees	822.40	776.35	46.05	1,721.05	1,683.28	37.77	10,066.99
5740-00 · Equipment Rental/Leasing	1,341.50	1,483.62	(142.12)	2,469.25	2,739.68	(270.43)	17,944.00
5800-00 · Training Seminars	1,449.00	2,053.64	(604.64)	1,449.00	2,053.64	(604.64)	12,831.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	408.00	2,000.00	(1,592.00)	408.00	2,000.00	(1,592.00)	13,631.00
5820 · Sales CRM/CMS	0.00	2,000.00	(2,000.00)	0.00	2,000.00	(2,000.00)	2,000.00
5830-00 · Commission Due to Third Party	0.00			765.00			
5850-00 · Artist of Month - Commissions	705.75	227.27	478.48	891.75	227.27	664.48	2,500.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	180.00	0.00	180.00	320.00	0.00	320.00	10,000.00
5920-00 · Professional Fees - Accountant	0.00	8,000.00	(8,000.00)	0.00	8,000.00	(8,000.00)	22,000.00
5921-00 · Professional Fees - Other	6,312.50	0.00	6,312.50	12,250.00	0.00	12,250.00	3,750.00
Total 5900-00 · Professional Fees	6,492.50	8,000.00	(1,507.50)	12,570.00	8,000.00	230.00	35,750.00

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

	Aug 17	Budget	\$ Over Budget	Jul - Aug 17	YTD Budget	\$ Over Budget	Annual Budget
5940-00 · Research & Planning Membership	0.00	0.00	0.00	3,000.00	3,364.00	(364.00)	3,364.00
5941-00 · Research & Planning	0.00	144.91	(144.91)	750.00	894.91	(144.91)	7,042.00
6020-00 · Programs							
6016-00 · Special Event Partnership	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
6018-00 · Business Assoc. Grants	0.00	0.00	0.00	10,000.00	0.00	10,000.00	30,000.00
Total 6020-00 · Programs	0.00	0.00	0.00	10,000.00	0.00	10,000.00	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	210.00	7,000.00	(6,790.00)	30,210.00	37,000.00	(6,790.00)	37,000.00
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
6421-03 · Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-06 · Spartan	0.00	4,000.00	(4,000.00)	250,000.00	254,000.00	(4,000.00)	254,000.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-08 · Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
6421-09 · Wanderlust	0.00	0.00	0.00	42.80	0.00	42.80	37,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	0.00	0.00	0.00	0.00	0.00	19,400.00
6421-13 · Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-14 · Tahoe Trail 100	0.00	0.00	0.00	5,000.00	0.00	5,000.00	0.00
6421-15 · Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	210.00	11,000.00	(10,790.00)	285,252.80	291,000.00	(5,747.20)	472,400.00
6421-00 · New Event Development	0.00	0.00	0.00	0.00	0.00	0.00	17,600.00
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
Total 6422-00 · Event Media	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
6424-00 · Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 6420-00 · Events	210.00	11,000.00	(10,790.00)	285,252.80	291,000.00	(5,747.20)	524,000.00
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	18,500.00
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	9.99	10.00	(0.01)	4,185.00
6437-00 · Tuesday Morning Breakfast Club	594.00	650.00	(56.00)	594.00	650.00	(56.00)	7,150.00
6442-00 · Public Relations/Website	276.69	280.00	(3.31)	553.38	560.00	(6.62)	8,465.00
6444-00 · Trades	580.00	580.00	0.00	580.00	580.00	0.00	2,130.00
6423-00 · Membership Activities - Other	0.00	0.00	0.00	0.00	75.00	(75.00)	750.00
Total 6423-00 · Membership Activities	1,450.69	1,510.00	(59.31)	1,737.37	1,875.00	(137.63)	41,180.00
6490-00 · Classified Ads	50.00	70.27	(20.27)	50.00	70.27	(20.27)	773.00
6701-00 · Market Study Reports/Research	0.00	70.27	(70.27)	0.00	387.74	(387.74)	1,090.47
6730-00 · Marketing Cooperative/Media	139,000.00	139,000.00	0.00	202,250.00	202,250.00	0.00	1,411,821.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	2,987.27	5,000.00	(2,012.73)	4,587.21	15,000.00	(10,412.79)	80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	2,987.27	5,000.00	(2,012.73)	4,587.21	15,000.00	(10,412.79)	84,000.00
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0.00	1,000.00	(1,000.00)	0.00	3,560.12	(3,560.12)	20,000.00
6743-03 · Touch Lake Tahoe	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6743-04 · High Notes	0.00	1,500.00	(1,500.00)	0.00	1,500.00	(1,500.00)	20,000.00
6743-05 · Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Total 6743-00 · BACC Marketing Programs	0.00	2,500.00	(2,500.00)	0.00	5,060.12	(5,060.12)	80,000.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	2.07	179.64	(177.57)	221.73	329.64	(107.91)	2,126.04
52500 · Purchase Discounts	0.00	(118.61)	118.61	0.00	(118.61)	118.61	(1,304.71)
59900 · POS Inventory Adjustments	9.00	103.14	(94.14)	77.67	178.14	(100.47)	1,209.54
8100-00 · Cost of Goods Sold - Other	6,622.37	5,541.63	1,080.74	13,592.87	12,904.90	687.97	47,769.13
Total 8100-00 · Cost of Goods Sold	6,633.44	5,705.80	927.64	13,892.27	13,294.07	598.20	49,800.00
8200-00 · Associate Relations	63.75	436.62	(372.87)	63.75	436.62	(372.87)	4,308.60
8300-00 · Board Functions	0.00	858.27	(858.27)	52.95	1,305.32	(1,252.37)	9,887.51
8500-00 · Credit Card Fees	554.31	729.23	(174.92)	1,104.36	1,022.12	82.24	6,067.00
8700-00 · Automobile Expenses	282.05	505.45	(223.40)	607.12	638.77	(31.65)	5,762.55
8750-00 · Meals/Meetings	379.92	615.35	(235.43)	441.97	658.00	(216.03)	6,973.00
8810-00 · Dues & Subscriptions	248.96	852.14	(603.18)	1,737.53	2,654.01	(916.48)	12,331.53
8910-00 · Travel	374.88	1,818.36	(1,443.48)	374.88	2,679.03	(2,304.15)	11,666.60
8920-00 · Bad Debt	476.00	475.00	1.00	1,839.00	1,850.00	(11.00)	10,681.00
Total Expense	289,114.10	333,192.93	(44,078.83)	791,725.36	843,475.74	(51,750.38)	4,173,633.48
Net Ordinary Income	36,320.59	13,128.50	23,192.08	47,562.40	10,935.42	36,626.97	4,998.51
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0.00	(0.01)	0.01	0.00	(0.02)	0.02	(0.03)
Total Other Expense	0.00	(0.01)	0.01	0.00	(0.02)	0.02	(0.03)
Net Other Income	0.00	0.01	(0.01)	0.00	0.02	(0.02)	0.03
Net Income	36,320.59	13,128.51	23,192.07	47,562.40	10,935.44	36,626.95	4,998.54

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

August 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	233,786.00	23,237.34	3,017.33	31,019.83	5,521.50	0.00	0.00	296,582.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	10,984.59	0.00	10,984.59
4205-00 · Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4250-00 · Revenues-Membership Activities								
4251-00 · Tues AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	373.30	0.00	373.30
4250-00 · Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	679.95	0.00	679.95
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	1,053.25	0.00	1,053.25
4600-00 · Commissions	0.00	2,848.00	0.00	0.00	0.00	0.00	0.00	2,848.00
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC income	0.00	0.00	0.00	1,141.00	0.00	0.00	0.00	1,141.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	11,909.18	0.00	0.00	0.00	11,909.18
Total 46000 · Merchandise Sales	0.00	0.00	0.00	13,050.18	0.00	0.00	0.00	13,050.18
Total Income	233,786.00	27,002.01	3,017.33	44,070.01	5,521.50	12,037.84	0.00	325,434.69
Gross Profit	233,786.00	27,002.01	3,017.33	44,070.01	5,521.50	12,037.84	0.00	325,434.69
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	(1,375.00)	0.00	0.00
5010-00 · Sales Commissions	0.00	749.31	0.00	0.00	0.00	0.00	0.00	749.31
5020-00 · P/R - Tax Expense	946.80	807.53	58.78	1,722.99	146.99	481.36	2,691.88	6,856.33
5030-00 · P/R - Health Insurance Expense	4,072.06	2,282.92	(286.70)	2,393.38	(264.07)	2,005.11	806.90	11,009.60
5040-00 · P/R - Workmans Comp	278.33	197.15	69.58	220.34	69.58	81.18	243.54	1,159.70
5060-00 · 401 (k)	510.69	431.28	30.90	704.88	77.28	215.90	843.92	2,814.85
5070-00 · Other Benefits and Expenses	75.47	41.98	5.52	41.98	5.51	11.89	26.65	209.00
5000-00 · Salaries & Wages - Other	15,859.12	11,425.74	(608.82)	17,503.90	688.36	6,818.76	28,888.33	80,575.39
Total 5000-00 · Salaries & Wages	23,117.47	15,935.91	(730.74)	22,587.47	723.65	8,239.20	33,501.22	103,374.18
5100-00 · Rent								
5110-00 · Utilities	133.89	66.95	12.61	507.47	30.39	48.16	109.68	909.15
5150-00 · Office - Cleaning	378.46	189.24	46.08	94.62	52.43	138.81	330.36	1,230.00
5100-00 · Rent - Other	1,926.15	923.08	46.15	6,461.54	115.38	795.38	2,165.32	12,433.00
Total 5100-00 · Rent	2,438.50	1,179.27	104.84	7,063.63	198.20	982.35	2,605.36	14,572.15
5310-00 · Telephone								
5320-00 · Telephone	578.63	297.68	136.56	317.55	158.73	243.05	744.82	2,477.02
Total 5310-00 · Telephone	578.63	297.68	136.56	317.55	158.73	243.05	744.82	2,477.02
5420-00 · Mail - USPS								
5480-00 · Mail - Fed Ex	69.24	0.00	0.00	35.76	0.00	0.00	0.00	105.00
5420-00 · Mail - USPS - Other	125.00	65.00	40.00	65.00	40.00	40.00	125.00	500.00
Total 5420-00 · Mail - USPS	194.24	65.00	40.00	100.76	40.00	40.00	125.00	605.00
5510-00 · Insurance/Bonding	55.53	50.24	1.85	66.11	5.63	21.15	63.91	264.42
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	24.86	72.99	0.00	0.00	0.00	0.00	0.00	97.85
5520-00 · Supplies - Other	224.47	50.26	7.75	423.73	19.10	127.91	740.17	1,593.39
Total 5520-00 · Supplies	249.33	123.25	7.75	423.73	19.10	127.91	740.17	1,691.24
5610-00 · Depreciation	20.19	8.75	0.63	126.70	3.49	5.29	51.30	216.35
5700-00 · Equipment Support & Maintenance	270.00	879.99	0.00	480.00	0.00	0.00	353.33	1,983.32
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	822.40	822.40
5740-00 · Equipment Rental/Leasing	277.61	145.42	52.88	151.73	171.86	198.30	343.70	1,341.50
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	1,449.00	1,449.00
5815 · Training Video Series	0.00	0.00	0.00	408.00	0.00	0.00	0.00	408.00
5850-00 · Artist of Month - Commissions	0.00	0.00	0.00	705.75	0.00	0.00	0.00	705.75
5900-00 · Professional Fees								
5910-00 · Professional Fees - Attorneys	100.00	0.00	0.00	0.00	0.00	0.00	80.00	180.00
5921-00 · Professional Fees - Other	6,312.50	0.00	0.00	0.00	0.00	0.00	0.00	6,312.50
Total 5900-00 · Professional Fees	6,412.50	0.00	0.00	0.00	0.00	0.00	80.00	6,492.50
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
Total 6420-01 · Sponsorships	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
Total 6420-00 · Events	210.00	0.00	0.00	0.00	0.00	0.00	0.00	210.00
6423-00 · Membership Activities								
6437-00 · Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	594.00	0.00	594.00
6442-00 · Public Relations/Website	0.00	0.00	0.00	0.00	0.00	276.69	0.00	276.69
6444-00 · Trades	0.00	0.00	0.00	0.00	0.00	580.00	0.00	580.00
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	1,450.69	0.00	1,450.69
6490-00 · Classified Ads	50.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
6730-00 · Marketing Cooperative/Media	129,833.33	9,166.67	0.00	0.00	0.00	0.00	0.00	139,000.00
6742-00 · Non-NLT Co-Op Marketing Program	2,837.27	0.00	0.00	150.00	0.00	0.00	0.00	2,987.27
8100-00 · Cost of Goods Sold								
51100 · Freight and Shipping Costs	0.00	0.00	0.00	2.07	0.00	0.00	0.00	2.07
59900 · POS Inventory Adjustments	0.00	0.00	0.00	9.00	0.00	0.00	0.00	9.00
8100-00 · Cost of Goods Sold - Other	0.00	0.00	0.00	6,622.37	0.00	0.00	0.00	6,622.37

North Lake Tahoe Resort Association

Profit & Loss by Class

August 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Total 8100-00 · Cost of Goods Sold	0.00	0.00	0.00	6,633.44	0.00	0.00	0.00	6,633.44
8200-00 · Associate Relations	25.00	0.00	0.00	0.00	0.00	0.00	38.75	63.75
8500-00 · Credit Card Fees	0.00	0.00	0.00	386.78	0.00	167.53	0.00	554.31
8700-00 · Automobile Expenses	27.82	0.00	8.24	125.19	20.60	40.23	59.97	282.05
8750-00 · Meals/Meetings	325.00	0.00	13.35	13.50	3.38	0.00	24.69	379.92
8810-00 · Dues & Subscriptions	14.99	0.00	0.00	49.99	0.00	6.00	177.98	248.96
8910-00 · Travel	374.88	0.00	0.00	0.00	0.00	0.00	0.00	374.88
8920-00 · Bad Debt	0.00	0.00	0.00	0.00	0.00	476.00	0.00	476.00
Total Expense	167,312.29	27,852.18	(364.64)	39,790.33	1,344.64	11,997.70	41,181.60	289,114.10
Net Ordinary Income	66,473.71	(850.17)	3,381.97	4,279.68	4,176.86	40.14	(41,181.60)	36,320.59
Other Income/Expense								
Other Expense								
8990-00 · Allocated	29,292.06	3,981.03	306.39	4,940.97	507.36	2,153.79	(41,181.60)	0.00
Total Other Expense	29,292.06	3,981.03	306.39	4,940.97	507.36	2,153.79	(41,181.60)	0.00
Net Other Income	(29,292.06)	(3,981.03)	(306.39)	(4,940.97)	(507.36)	(2,153.79)	41,181.60	0.00
Net Income	37,181.65	(4,831.20)	3,075.58	(661.29)	3,669.50	(2,113.65)	0.00	36,320.59

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2017

01/05/18

Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	629.56	1,000.00	(370.44)	(37.0)%
1003-00 · Cash - Operations BOTW #6712	725,994.86	572,128.42	153,866.44	26.9%
1007-00 · Cash - Payroll BOTW #7421	8,328.43	2,511.45	5,816.98	231.6%
1008-00 · Marketing Reserve - Plumas	50,112.11	50,037.00	75.11	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,299.07	100,098.68	200.39	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	167,257.94	100,189.44	67,068.50	66.9%
10950 · Cash in Drawer	1,266.18	1,053.06	213.12	20.2%
Total Checking/Savings	1,083,469.71	856,599.61	226,870.10	26.5%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	30,380.98	102,542.68	(72,161.70)	(70.4)%
1210-00 · A/R - Sales Estimates	7,759.40	0.00	7,759.40	100.0%
1290-00 · A/R - TOT	0.00	(23,940.82)	23,940.82	100.0%
Total Accounts Receivable	38,140.38	78,601.86	(40,461.48)	(51.5)%
Other Current Assets				
1200-99 · AR Other	1,614.30	1,614.30	0.00	0.0%
12000 · Undeposited Funds	0.00	703.74	(703.74)	(100.0)%
1201-00 · WebLink Accounts Receivable	3,878.35	20,815.00	(16,936.65)	(81.4)%
1201-02 · Allowance for Doubtful Accounts	0.00	(7,280.00)	7,280.00	100.0%
12100 · Inventory Asset	19,303.22	27,008.16	(7,704.94)	(28.5)%
1298 · Receivable from Employees	0.00	(22.43)	22.43	100.0%
1299 · Receivable from NLTMC	0.00	2,254.12	(2,254.12)	(100.0)%
1490-00 · Security Deposits	550.00	50.00	500.00	1,000.0%
Total Other Current Assets	25,345.87	45,142.89	(19,797.02)	(43.9)%
Total Current Assets	1,146,955.96	980,344.36	166,611.60	17.0%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	(68,767.95)	(68,767.95)	0.00	0.0%
1740-00 · Computer Equipment	8,435.60	43,766.13	(35,330.53)	(80.7)%
1741-00 · Accum. Depr. - Computer Equip	(7,896.82)	(42,419.87)	34,523.05	81.4%
1750-00 · Computer Software	21,520.46	34,993.97	(13,473.51)	(38.5)%
1751-00 · Accum. Amort. - Software	(17,138.59)	(34,206.96)	17,068.37	49.9%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284.08)	(24,117.38)	(166.70)	(0.7)%
Total Fixed Assets	4,920.43	2,299.75	2,620.68	114.0%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	1,850.90	1,934.24	(83.34)	(4.3)%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	14,989.16	5,579.10	9,410.06	168.7%
Total 1400-00 · Prepaid Expenses	17,840.06	8,513.34	9,326.72	109.6%
Total Other Assets	17,840.06	8,513.34	9,326.72	109.6%
TOTAL ASSETS	1,169,716.45	991,157.45	178,559.00	18.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	282,948.90	123,370.38	159,578.52	129.4%
Total Accounts Payable	282,948.90	123,370.38	159,578.52	129.4%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	681.75	(681.75)	(100.0)%
2080-02 · MC_4222_Jason	14.99	0.00	14.99	100.0%
2080-06 · MC_5288_Emily	738.56	2,392.96	(1,654.40)	27 (69.1)%

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2017

01/05/18

Accrual Basis

	Sep 30, 17	Sep 30, 16	\$ Change	% Change
2080-07 · MC_6850_Ginger	0.00	39.00	(39.00)	(100.0)%
2080-08 · MC_5755_John	0.00	1,005.41	(1,005.41)	(100.0)%
2080-09 · MC_0319_Sarah	399.54	0.00	399.54	100.0%
2080-10 · MC_9495_AI	1,144.77	2,662.57	(1,517.80)	(57.0)%
2080-12 · MC_3960_Natalie	280.56	0.00	280.56	100.0%
Total 2080-00 · Bank of the West - Master Cards	2,578.42	6,781.69	(4,203.27)	(62.0)%
Total Credit Cards	2,578.42	6,781.69	(4,203.27)	(62.0)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	29,873.79	10,399.44	19,474.35	187.3%
2102-00 · Commissions Payable	4,729.41	8,404.31	(3,674.90)	(43.7)%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
24100 · Wage Garnishment Payable	0.00	842.13	(842.13)	(100.0)%
Total 21000 · Salaries/Wages/Payroll Liabilit	152,978.82	120,006.72	32,972.10	27.5%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	(147.31)	0.00	(147.31)	(100.0)%
Total 2190-00 · Sales and Use Tax Payable	(147.31)	0.00	(147.31)	(100.0)%
2250-00 · Accrued Expenses	18,940.31	10,000.31	8,940.00	89.4%
2400-60 · Deferred Revenue- Member Dues	39,235.35	51,681.25	(12,445.90)	(24.1)%
2651-00 · Deferred Rev - Conference	8,249.99	7,425.00	824.99	11.1%
2800-00 · Suspense	529.98	0.00	529.98	100.0%
2900-00 · Due To/From County of Placer	231,038.68	0.00	231,038.68	100.0%
Total Other Current Liabilities	450,825.82	189,113.28	261,712.54	138.4%
Total Current Liabilities	736,353.14	319,265.35	417,087.79	130.6%
Total Liabilities	736,353.14	319,265.35	417,087.79	130.6%
Equity				
32000 · Unrestricted Net Assets	(8,753.89)	29,217.09	(37,970.98)	(130.0)%
3300-11 · Designated Marketing Reserve	256,830.18	254,324.57	2,505.61	1.0%
3301 · Cash Flow Reserve	100,048.23	100,050.45	(2.22)	0.0%
3302 · Marketing Cash Reserve	50,018.09	50,018.91	(0.82)	0.0%
Net Income	35,220.70	238,281.08	(203,060.38)	(85.2)%
Total Equity	433,363.31	671,892.10	(238,528.79)	(35.5)%
TOTAL LIABILITIES & EQUITY	1,169,716.45	991,157.45	178,559.00	18.0%

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

	Sep 17	Budget	\$ Over Budget	Jul - Sep 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	296,582.00	296,582.00	0.00	1,055,363.00	1,055,363.00	0.00	3,747,600.00
4200-00 · Membership Dues	11,481.81	11,000.00	481.81	34,615.08	33,000.00	1,615.08	150,000.00
4201-00 · New Member Fees	75.00	75.00	0.00	75.00	75.00	0.00	75.00
4205-00 · Conference Dues	916.67	1,200.00	(283.33)	2,750.01	3,225.00	(474.99)	7,690.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0.00			0.00			12,000.00
4250-05 · Sponsorships	0.00			0.00			6,500.00
4250-01 · Community Awards - Other	0.00			0.00			22,500.00
Total 4250-01 · Community Awards	0.00			0.00			41,000.00
4250-02 · Chamber Events	0.00	0.00	0.00	0.00	0.00	0.00	12,725.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	0.00	7,300.00
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
4251-00 · Tues AM Breakfast Club - Other	366.24	750.00	(383.76)	739.54	1,500.00	(760.46)	8,250.00
Total 4251-00 · Tues AM Breakfast Club	366.24	750.00	(383.76)	739.54	1,500.00	(760.46)	10,250.00
4250-00 · Revenues-Membership Activities - Other	325.00	175.00	150.00	1,004.95	350.00	654.95	1,925.00
Total 4250-00 · Revenues-Membership Activities	691.24	925.00	(233.76)	1,744.49	1,850.00	(105.51)	73,200.00
4350-00 · Special Events (Marketing)	77,627.73	0.00	77,627.73	77,627.73	0.00	77,627.73	0.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0.00	0.01	(0.01)	0.00	4,805.91	(4,805.91)	8,951.95
4600-00 · Commissions - Other	6,791.77	22,000.02	(15,208.25)	31,035.75	60,088.02	(29,052.27)	92,115.05
Total 4600-00 · Commissions	6,791.77	22,000.03	(15,208.26)	31,035.75	64,893.93	(33,858.18)	101,067.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	951.00	200.00	751.00	5,890.00	5,200.00	690.00	7,000.00
46000 · Merchandise Sales - Other	8,604.34	9,523.96	(919.62)	33,908.26	32,310.23	1,598.03	92,000.00
Total 46000 · Merchandise Sales	9,555.34	9,723.96	(168.62)	39,798.26	37,510.23	2,288.03	99,000.00
Total Income	403,721.56	341,505.99	62,215.57	1,243,009.32	1,195,917.16	47,092.16	4,178,632.00
Gross Profit	403,721.56	341,505.99	62,215.57	1,243,009.32	1,195,917.16	47,092.16	4,178,632.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	1,724.67	5,318.41	(3,593.74)	4,179.91	13,722.72	(9,542.81)	31,377.74
5020-00 · P/R - Tax Expense	9,480.13	11,916.51	(2,436.38)	26,022.48	30,351.73	(4,329.25)	106,454.26
5030-00 · P/R - Health Insurance Expense	6,249.22	12,760.87	(6,511.65)	25,850.45	33,642.68	(7,792.23)	124,000.82
5040-00 · P/R - Workmans Comp	884.70	736.07	148.62	2,044.40	1,801.22	243.17	6,325.62
5060-00 · 401 (k)	3,780.05	4,104.31	(324.26)	11,062.69	10,134.28	928.40	36,212.09
5070-00 · Other Benefits and Expenses	200.24	519.24	(319.00)	649.11	1,264.28	(615.17)	5,542.61
5000-00 · Salaries & Wages - Other	121,742.18	129,072.48	(7,330.30)	274,820.42	311,690.16	(36,869.74)	1,145,768.37
Total 5000-00 · Salaries & Wages	144,061.19	164,427.91	(20,366.72)	344,629.46	402,607.10	(57,977.64)	1,455,681.53
5100-00 · Rent							
5110-00 · Utilities	945.97	998.21	(52.24)	2,834.88	2,944.90	(110.02)	12,013.05
5140-00 · Repairs & Maintenance	324.68	607.00	(282.32)	469.38	1,364.00	(894.62)	9,599.93
5150-00 · Office - Cleaning	700.00	725.02	(25.02)	2,605.00	2,247.73	357.26	9,087.92
5100-00 · Rent - Other	12,433.00	13,224.19	(791.19)	37,299.00	38,261.44	(962.44)	157,366.38
Total 5100-00 · Rent	14,403.65	15,554.42	(1,150.77)	43,208.26	44,818.08	(1,609.82)	188,067.30
5310-00 · Telephone							
5320-00 · Telephone	2,277.58	2,348.11	(70.53)	7,016.91	6,988.67	28.23	28,565.00
5350-00 · Internet	0.00	0.00	0.00	25.00	0.00	25.00	0.00
Total 5310-00 · Telephone	2,277.58	2,348.11	(70.53)	7,041.91	6,988.67	53.23	28,565.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	67.64	(67.64)	0.00	176.81	(176.81)	785.57
5480-00 · Mail - Fed Ex	15.54	46.81	(31.27)	120.54	243.62	(123.08)	664.57
5420-00 · Mail - USPS - Other	0.00	119.86	(119.86)	509.00	739.72	(230.72)	2,427.44
Total 5420-00 · Mail - USPS	15.54	234.31	(218.77)	629.54	1,160.15	(530.61)	3,877.58
5510-00 · Insurance/Bonding	2,081.82	1,011.43	1,070.39	2,610.66	2,253.94	356.72	8,575.80
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	759.95	258.96	500.99	930.79	340.78	590.01	4,083.97
5520-00 · Supplies - Other	1,035.37	1,082.29	(46.92)	3,163.56	3,381.10	(217.54)	13,557.03
Total 5520-00 · Supplies	1,795.32	1,341.25	454.07	4,094.35	3,721.88	372.47	17,641.00
5610-00 · Depreciation	216.35	482.03	(265.68)	665.72	1,185.83	(520.11)	5,508.01
5700-00 · Equipment Support & Maintenance	83.33	1,155.50	(1,072.17)	5,764.98	4,151.22	1,613.76	13,596.00
5710-00 · Taxes, Licenses & Fees	1,232.47	1,075.57	156.90	2,953.52	2,758.85	194.67	10,066.99
5740-00 · Equipment Rental/Leasing	1,304.49	1,443.86	(139.37)	3,773.74	4,183.54	(409.80)	17,944.00
5800-00 · Training Seminars	0.00	53.64	(53.64)	1,449.00	2,107.28	(658.28)	12,831.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	0.00	0.00	0.00	408.00	2,000.00	(1,592.00)	13,631.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	0.00	2,000.00	(2,000.00)	2,000.00
5830-00 · Commission Due to Third Party	0.00			765.00			
5850-00 · Artist of Month - Commissions	0.00	227.27	(227.27)	891.75	454.54	437.21	2,500.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0.00	1,000.00	(1,000.00)	320.00	1,000.00	(680.00)	10,000.00
5920-00 · Professional Fees - Accountant	8,915.00	6,000.00	2,915.00	8,915.00	14,000.00	(5,085.00)	22,000.00
5921-00 · Professional Fees - Other	5,093.75	0.00	5,093.75	17,343.75	0.00	17,343.75	3,750.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Sep 17	Budget	\$ Over Budget	Jul - Sep 17	YTD Budget	\$ Over Budget	Annual Budget
Total 5900-00 · Professional Fees	14,008.75	7,000.00	7,008.75	26,578.75	15,000.00	11,578.75	35,750.00
5940-00 · Research & Planning Membership	0.00	0.00	0.00	3,000.00	3,364.00	(364.00)	3,364.00
5941-00 · Research & Planning	1,516.25	2,144.91	(628.66)	2,266.25	3,039.82	(773.57)	7,042.00
6020-00 · Programs							
6016-00 · Special Event Partnership	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
6018-00 · Business Assoc. Grants	0.00	0.00	0.00	10,000.00	0.00	10,000.00	30,000.00
Total 6020-00 · Programs	0.00	0.00	0.00	10,000.00	0.00	10,000.00	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	75,561.83	0.00	75,561.83	105,771.83	37,000.00	68,771.83	37,000.00
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
6421-03 · Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-06 · Spartan	0.00	0.00	0.00	250,000.00	254,000.00	(4,000.00)	254,000.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-08 · Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
6421-09 · Wanderlust	4,000.00	0.00	4,000.00	4,042.80	0.00	4,042.80	37,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	19,000.00	(19,000.00)	0.00	19,000.00	(19,000.00)	19,400.00
6421-13 · Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-14 · Tahoe Trail 100	0.00	0.00	0.00	5,000.00	0.00	5,000.00	0.00
6421-15 · Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	79,561.83	19,000.00	60,561.83	364,814.63	310,000.00	54,814.63	472,400.00
6421-00 · New Event Development	0.00	0.00	0.00	0.00	0.00	0.00	17,600.00
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
Total 6422-00 · Event Media	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00
6424-00 · Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 6420-00 · Events	79,561.83	19,000.00	60,561.83	364,814.63	310,000.00	54,814.63	524,000.00
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	18,500.00
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	2,750.00	(2,750.00)	9.99	2,760.00	(2,750.01)	4,185.00
6437-00 · Tuesday Morning Breakfast Club	0.00	650.00	(650.00)	594.00	1,300.00	(706.00)	7,150.00
6442-00 · Public Relations/Website	276.69	280.00	(3.31)	830.07	840.00	(9.93)	8,465.00
6444-00 · Trades	0.00	0.00	0.00	580.00	580.00	0.00	2,130.00
6423-00 · Membership Activities - Other	16.55	75.00	(58.45)	16.55	150.00	(133.45)	750.00
Total 6423-00 · Membership Activities	293.24	3,755.00	(3,461.76)	2,030.61	5,630.00	(3,599.39)	41,180.00
6490-00 · Classified Ads	0.00	70.27	(70.27)	50.00	140.54	(90.54)	773.00
6701-00 · Market Study Reports/Research	0.00	70.27	(70.27)	0.00	458.01	(458.01)	1,090.47
6730-00 · Marketing Cooperative/Media	140,500.00	140,500.00	0.00	342,750.00	342,750.00	0.00	1,411,821.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	1,794.79	10,000.00	(8,205.21)	6,382.00	25,000.00	(18,618.00)	80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	1,794.79	10,000.00	(8,205.21)	6,382.00	25,000.00	(18,618.00)	84,000.00
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	150.00	1,000.00	(850.00)	150.00	4,560.12	(4,410.12)	20,000.00
6743-03 · Touch Lake Tahoe	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6743-04 · High Notes	0.00	1,500.00	(1,500.00)	0.00	3,000.00	(3,000.00)	20,000.00
6743-05 · Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Total 6743-00 · BACC Marketing Programs	150.00	2,500.00	(2,350.00)	150.00	7,560.12	(7,410.12)	80,000.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	20.00	179.64	(159.64)	241.73	509.28	(267.55)	2,126.04
52500 · Purchase Discounts	0.00	(118.61)	118.61	0.00	(237.22)	237.22	(1,304.71)
59900 · POS Inventory Adjustments	0.00	103.14	(103.14)	77.67	281.28	(203.61)	1,209.54
8100-00 · Cost of Goods Sold - Other	5,148.90	4,658.46	490.44	18,741.77	17,563.36	1,178.41	47,769.13
Total 8100-00 · Cost of Goods Sold	5,168.90	4,822.63	346.27	19,061.17	18,116.70	944.47	49,800.00
8200-00 · Associate Relations	192.99	632.69	(439.70)	256.74	1,069.31	(812.57)	4,308.60
8300-00 · Board Functions	409.20	858.27	(449.07)	462.15	2,163.59	(1,701.44)	9,887.51
8500-00 · Credit Card Fees	561.74	614.97	(53.23)	1,666.10	1,637.09	29.01	6,067.00
8700-00 · Automobile Expenses	425.43	533.74	(108.31)	1,032.55	1,172.51	(139.96)	5,762.55
8750-00 · Meals/Meetings	95.39	490.30	(394.91)	537.36	1,148.30	(610.94)	6,973.00
8810-00 · Dues & Subscriptions	788.96	952.14	(163.18)	2,526.49	3,606.15	(1,079.66)	12,331.53
8910-00 · Travel	425.54	1,618.36	(1,192.82)	800.42	4,297.39	(3,496.97)	11,666.60
8920-00 · Bad Debt	2,768.00	2,775.00	(7.00)	4,607.00	4,625.00	(18.00)	10,681.00
Total Expense	416,132.75	387,693.86	28,438.88	1,207,858.11	1,231,169.61	(23,311.50)	4,173,633.48
Net Ordinary Income	(12,411.19)	(46,187.87)	33,776.68	35,151.21	(35,252.45)	70,403.66	4,998.51
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	69.49			69.49			
Total Other Income	69.49			69.49			
Other Expense							
8990-00 · Allocated	0.00	0.00	0.00	0.00	(0.02)	0.02	(0.03)
Total Other Expense	0.00	0.00	0.00	0.00	(0.02)	30.02	(0.03)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

All Departments

Accrual Basis

	<u>Sep 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>Jul - Sep 17</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
Net Other Income	69.49	0.00	69.49	69.49	0.02	69.47	0.03
Net Income	<u>(12,341.70)</u>	<u>(46,187.87)</u>	<u>33,846.17</u>	<u>35,220.70</u>	<u>(35,252.43)</u>	<u>70,473.13</u>	<u>4,998.54</u>

North Lake Tahoe Resort Association

Profit & Loss by Class

Accrual Basis

September 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	233,785.00	23,238.34	3,017.33	31,019.83	5,521.50	0.00	0.00	296,582.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	11,481.81	0.00	11,481.81
4201-00 · New Member Fees	0.00	0.00	0.00	0.00	0.00	75.00	0.00	75.00
4205-00 · Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4250-00 · Revenues-Membership Activities								
4251-00 · Tues AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	366.24	0.00	366.24
4250-00 · Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	325.00	0.00	325.00
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	691.24	0.00	691.24
4350-00 · Special Events (Marketing)	77,627.73	0.00	0.00	0.00	0.00	0.00	0.00	77,627.73
4600-00 · Commissions	0.00	6,791.77	0.00	0.00	0.00	0.00	0.00	6,791.77
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC income	0.00	0.00	0.00	951.00	0.00	0.00	0.00	951.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	8,604.34	0.00	0.00	0.00	8,604.34
Total 46000 · Merchandise Sales	0.00	0.00	0.00	9,555.34	0.00	0.00	0.00	9,555.34
Total Income	311,412.73	30,946.78	3,017.33	40,575.17	5,521.50	12,248.05	0.00	403,721.56
Gross Profit	311,412.73	30,946.78	3,017.33	40,575.17	5,521.50	12,248.05	0.00	403,721.56
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	(1,375.00)	0.00	0.00
5010-00 · Sales Commissions	0.00	1,724.67	0.00	0.00	0.00	0.00	0.00	1,724.67
5020-00 · P/R - Tax Expense	1,390.49	1,766.59	88.14	1,786.76	220.44	772.08	3,455.63	9,480.13
5030-00 · P/R - Health Insurance Expense	1,859.53	1,146.62	12.74	1,491.09	31.83	752.71	954.70	6,249.22
5040-00 · P/R - Workmans Comp	230.02	150.40	6.19	168.09	18.84	70.78	240.38	884.70
5060-00 · 401 (k)	760.18	937.90	46.35	797.98	115.92	323.85	797.87	3,780.05
5070-00 · Other Benefits and Expenses	50.47	41.98	0.85	66.98	2.12	11.89	25.95	200.24
5000-00 · Salaries & Wages - Other	21,827.94	16,817.36	1,251.16	20,989.38	3,127.87	11,002.60	46,725.87	121,742.18
Total 5000-00 · Salaries & Wages	27,493.63	22,585.52	1,405.43	25,300.28	3,517.02	11,558.91	52,200.40	144,061.19
5100-00 · Rent								
5110-00 · Utilities	135.16	67.58	3.38	540.49	8.45	52.37	138.54	945.97
5140-00 · Repairs & Maintenance	71.90	35.94	1.80	109.00	4.49	27.86	73.69	324.68
5150-00 · Office - Cleaning	215.38	107.69	5.38	53.85	13.46	83.46	220.78	700.00
5100-00 · Rent - Other	1,926.15	923.08	46.15	6,461.54	115.38	795.38	2,165.32	12,433.00
Total 5100-00 · Rent	2,348.59	1,134.29	56.71	7,164.88	141.78	959.07	2,598.33	14,403.65
5310-00 · Telephone								
5320-00 · Telephone	563.76	244.99	22.11	320.14	112.29	245.10	769.19	2,277.58
Total 5310-00 · Telephone	563.76	244.99	22.11	320.14	112.29	245.10	769.19	2,277.58
5420-00 · Mail - USPS								
5480-00 · Mail - Fed Ex	0.00	0.00	0.00	15.54	0.00	0.00	0.00	15.54
Total 5420-00 · Mail - USPS	0.00	0.00	0.00	15.54	0.00	0.00	0.00	15.54
5510-00 · Insurance/Bonding	437.18	395.55	15.36	520.45	44.00	166.54	502.74	2,081.82
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	759.95	0.00	0.00	0.00	759.95
5520-00 · Supplies - Other	113.88	36.46	1.83	610.63	4.56	40.01	228.00	1,035.37
Total 5520-00 · Supplies	113.88	36.46	1.83	1,370.58	4.56	40.01	228.00	1,795.32
5610-00 · Depreciation	20.19	8.75	0.63	126.70	3.49	5.29	51.30	216.35
5700-00 · Equipment Support & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	83.33	83.33
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	1,232.47	1,232.47
5740-00 · Equipment Rental/Leasing	281.29	142.98	45.84	166.01	152.47	179.20	336.70	1,304.49
5900-00 · Professional Fees								
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	0.00	0.00	0.00	8,915.00	8,915.00
5921-00 · Professional Fees - Other	5,093.75	0.00	0.00	0.00	0.00	0.00	0.00	5,093.75
Total 5900-00 · Professional Fees	5,093.75	0.00	0.00	0.00	0.00	0.00	8,915.00	14,008.75
5941-00 · Research & Planning	0.00	0.00	1,516.25	0.00	0.00	0.00	0.00	1,516.25
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	75,561.83	0.00	0.00	0.00	0.00	0.00	0.00	75,561.83
6421-09 · Wanderlust	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
Total 6420-01 · Sponsorships	79,561.83	0.00	0.00	0.00	0.00	0.00	0.00	79,561.83
Total 6420-00 · Events	79,561.83	0.00	0.00	0.00	0.00	0.00	0.00	79,561.83
6423-00 · Membership Activities								
6442-00 · Public Relations/Website	0.00	0.00	0.00	0.00	0.00	276.69	0.00	276.69
6423-00 · Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	16.55	0.00	16.55
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	293.24	0.00	293.24
6730-00 · Marketing Cooperative/Media	131,333.33	9,166.67	0.00	0.00	0.00	0.00	0.00	140,500.00
6742-00 · Non-NLT Co-Op Marketing Program	1,644.79	0.00	0.00	150.00	0.00	0.00	0.00	1,794.79
6743-00 · BACC Marketing Programs								
6743-01 · Shop Local	150.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
Total 6743-00 · BACC Marketing Programs	150.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
8100-00 · Cost of Goods Sold								

North Lake Tahoe Resort Association
Profit & Loss by Class

September 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
51100 - Freight and Shipping Costs	0.00	0.00	0.00	20.00	0.00	0.00	0.00	20.00
8100-00 - Cost of Goods Sold - Other	0.00	0.00	0.00	5,148.90	0.00	0.00	0.00	5,148.90
Total 8100-00 - Cost of Goods Sold	0.00	0.00	0.00	5,168.90	0.00	0.00	0.00	5,168.90
8200-00 - Associate Relations	0.00	0.00	0.00	142.99	0.00	0.00	50.00	192.99
8300-00 - Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	409.20	409.20
8500-00 - Credit Card Fees	0.00	0.00	0.00	386.27	0.00	175.47	0.00	561.74
8700-00 - Automobile Expenses	189.71	0.00	2.46	66.02	6.15	73.72	87.37	425.43
8750-00 - Meals/Meetings	0.00	0.00	12.00	33.39	0.00	0.00	50.00	95.39
8810-00 - Dues & Subscriptions	14.99	0.00	0.00	49.99	0.00	146.50	577.48	788.96
8910-00 - Travel	425.54	0.00	0.00	0.00	0.00	0.00	0.00	425.54
8920-00 - Bad Debt	0.00	0.00	0.00	0.00	0.00	2,768.00	0.00	2,768.00
Total Expense	249,672.46	33,715.21	3,078.62	40,982.14	3,981.76	16,611.05	68,091.51	416,132.75
Net Ordinary Income	61,740.27	(2,768.43)	(61.29)	(406.97)	1,539.74	(4,363.00)	(68,091.51)	(12,411.19)
Other Income/Expense								
Other Income								
4700-00 - Revenues- Interest & Investment	18.94	0.00	0.00	0.00	0.00	0.00	50.55	69.49
Total Other Income	18.94	0.00	0.00	0.00	0.00	0.00	50.55	69.49
Other Expense								
8990-00 - Allocated	48,432.81	6,582.41	506.60	8,169.62	838.89	3,561.18	(68,091.51)	0.00
Total Other Expense	48,432.81	6,582.41	506.60	8,169.62	838.89	3,561.18	(68,091.51)	0.00
Net Other Income	(48,413.87)	(6,582.41)	(506.60)	(8,169.62)	(838.89)	(3,561.18)	68,142.06	69.49
Net Income	13,326.40	(9,350.84)	(567.89)	(8,576.59)	700.85	(7,924.18)	50.55	(12,341.70)

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2017

	Oct 31, 17	Oct 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	610.56	889.55	(278.99)	(31.4)%
1003-00 · Cash - Operations BOTW #6712	534,881.88	429,668.56	105,213.32	24.5%
1007-00 · Cash - Payroll BOTW #7421	8,808.69	3,477.80	5,330.89	153.3%
1008-00 · Marketing Reserve - Plumas	50,118.49	50,043.37	75.12	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,316.11	100,115.68	200.43	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	165,856.13	100,186.94	65,669.19	65.6%
10950 · Cash in Drawer	556.35	304.26	252.09	82.9%
Total Checking/Savings	890,729.77	714,267.72	176,462.05	24.7%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	39,967.77	73,240.00	(33,272.23)	(45.4)%
1210-00 · A/R - Sales Estimates	10,468.98	0.00	10,468.98	100.0%
1290-00 · A/R - TOT	0.00	(23,940.82)	23,940.82	100.0%
Total Accounts Receivable	50,436.75	49,299.18	1,137.57	2.3%
Other Current Assets				
1200-99 · AR Other	1,614.30	1,614.30	0.00	0.0%
12000 · Undeposited Funds				
12000 · Undeposited Funds - Other	0.00	419.88	(419.88)	(100.0)%
Total 12000 · Undeposited Funds	0.00	419.88	(419.88)	(100.0)%
1201-00 · WebLink Accounts Receivable	1,810.44	19,304.00	(17,493.56)	(90.6)%
1201-02 · Allowance for Doubtful Accounts	0.00	(6,704.50)	6,704.50	100.0%
12100 · Inventory Asset				
12100 · Inventory Asset - Other	23,344.78	26,778.02	(3,433.24)	(12.8)%
Total 12100 · Inventory Asset	23,344.78	26,778.02	(3,433.24)	(12.8)%
1299 · Receivable from NLTMC	6,683.74	17,364.22	(10,680.48)	(61.5)%
1490-00 · Security Deposits	550.00	50.00	500.00	1,000.0%
Total Other Current Assets	34,003.26	58,825.92	(24,822.66)	(42.2)%
Total Current Assets	975,169.78	822,392.82	152,776.96	18.6%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	(68,767.95)	(68,767.95)	0.00	0.0%
1740-00 · Computer Equipment	8,435.60	43,766.13	(35,330.53)	(80.7)%
1741-00 · Accum. Depr. - Computer Equip	(7,964.11)	(42,487.16)	34,523.05	81.3%
1750-00 · Computer Software	21,520.46	34,993.97	(13,473.51)	(38.5)%
1751-00 · Accum. Amort. - Software	(17,287.65)	(34,310.99)	17,023.34	49.6%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284.08)	(24,134.05)	(150.03)	(0.6)%
Total Fixed Assets	4,704.08	2,111.76	2,592.32	122.8%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	1,586.48	1,628.16	(41.68)	(2.6)%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	13,179.20	4,762.18	8,417.02	176.8%
Total 1400-00 · Prepaid Expenses	15,765.68	7,390.34	8,375.34	113.3%
Total Other Assets	15,765.68	7,390.34	8,375.34	113.3%
TOTAL ASSETS	995,639.54	831,894.92	163,744.62	19.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	58,322.89	28,723.60	29,599.29	103.1%
Total Accounts Payable	58,322.89	28,723.60	29,599.29	103.1%

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2017

	Oct 31, 17	Oct 31, 16	\$ Change	% Change
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	276.75	(276.75)	(100.0)%
2080-02 · MC_4222_Jason	14.99	0.00	14.99	100.0%
2080-04 · MC_5968_Ronald	92.61	319.65	(227.04)	(71.0)%
2080-06 · MC_5288_Emily	420.23	2,172.06	(1,751.83)	(80.7)%
2080-08 · MC_5755_John	0.00	1,597.30	(1,597.30)	(100.0)%
2080-09 · MC_0319_Sarah	188.13	45.00	143.13	318.1%
2080-10 · MC_9495_AI	232.07	1,289.16	(1,057.09)	(82.0)%
2080-11 · MC_3978_Amber	101.15	0.00	101.15	100.0%
2080-12 · MC_3960_Natalie	259.65	0.00	259.65	100.0%
2080-13 · MC_8709_Cindy	1,056.29	0.00	1,056.29	100.0%
Total 2080-00 · Bank of the West - Master Cards	2,365.12	5,699.92	(3,334.80)	(58.5)%
Total Credit Cards	2,365.12	5,699.92	(3,334.80)	(58.5)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	31,152.43	10,399.44	20,752.99	199.6%
2102-00 · Commissions Payable	7,373.04	8,404.31	(1,031.27)	(12.3)%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
Total 21000 · Salaries/Wages/Payroll Liabilit	156,901.09	119,164.59	37,736.50	31.7%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	341.53	437.25	(95.72)	(21.9)%
Total 2190-00 · Sales and Use Tax Payable	341.53	437.25	(95.72)	(21.9)%
2250-00 · Accrued Expenses	0.31	10,000.31	(10,000.00)	(100.0)%
2400-60 · Deferred Revenue- Member Dues	31,454.21	41,981.25	(10,527.04)	(25.1)%
2651-00 · Deferred Rev - Conference	7,333.32	6,600.00	733.32	11.1%
2800-00 · Suspense	672.81	0.00	672.81	100.0%
2900-00 · Due To/From County of Placer	227,078.68	0.00	227,078.68	100.0%
Total Other Current Liabilities	423,781.95	178,183.40	245,598.55	137.8%
Total Current Liabilities	484,469.96	212,606.92	271,863.04	127.9%
Total Liabilities	484,469.96	212,606.92	271,863.04	127.9%
Equity				
32000 · Unrestricted Net Assets	(8,753.89)	29,217.09	(37,970.98)	(130.0)%
3300-11 · Designated Marketing Reserve	256,830.18	254,324.57	2,505.61	1.0%
3301 · Cash Flow Reserve	100,048.23	100,067.45	(19.22)	0.0%
3302 · Marketing Cash Reserve	50,018.09	50,025.28	(7.19)	0.0%
Net Income	113,026.97	185,653.61	(72,626.64)	(39.1)%
Total Equity	511,169.58	619,288.00	(108,118.42)	(17.5)%
TOTAL LIABILITIES & EQUITY	995,639.54	831,894.92	163,744.62	19.7%

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Destination Tahoe Meetings & Events	0.00	0.00	0.00	0.00	550.00	550.00
DSC (Destination Services Corporation)	0.00	0.00	0.00	0.00	550.00	550.00
Edgewood Tahoe	0.00	1,780.00	0.00	0.00	0.00	1,780.00
Hampton Inn & Suites	0.00	0.00	0.00	0.00	4,586.15	4,586.15
Hard Rock Hotel & Casino Lake Tahoe	0.00	0.00	0.00	0.00	0.01	0.01
Harrah's/Harveys Casino	0.00	0.00	0.00	0.00	711.50	711.50
Hotel Becket	0.00	0.00	0.00	0.00	1,368.55	1,368.55
North Tahoe Paddle	0.00	0.00	0.00	0.00	400.00	400.00
Northstar California	0.00	0.00	0.00	0.00	9,092.17	9,092.17
PlumpJack Squaw Valley Inn	0.00	0.00	217.60	0.00	0.00	217.60
Resort at Squaw Creek*	2,790.40	4,045.50	1,212.20	0.00	2,517.07	10,565.17
Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	0.00	4,677.31	4,677.31
Sales Estimates	2,709.58	0.00	5,455.70	2,303.70	0.00	10,468.98
Squaw Valley Lodge Granite Peak Mgmt	4,586.69	0.00	0.00	0.00	332.60	4,919.29
Tahoe City Inn	0.00	0.00	0.00	0.00	0.01	0.01
The Landing Resort & Spa	0.00	0.00	0.01	0.00	0.00	0.01
The Ridge Tahoe	0.00	0.00	0.00	0.00	550.00	550.00
TOTAL	10,086.67	5,825.50	6,885.51	2,303.70	25,335.37	50,436.75

Accounts Receivable Summary

Invoices With Apply Dates Through October 31, 2017
 Aged as of Tuesday, October 31, 2017

Revenue Item	(Double click to drill down)	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dues		145.00	1,050.00	400.00	280.00	775.00	4,125.00	6,775.00
Email Blast		0.00	0.00	0.00	0.00	0.00	75.00	75.00
Membership Luncheon		0.00	590.00	0.00	0.00	0.00	0.00	590.00
Total Open Invoices		145.00	1,640.00	400.00	280.00	775.00	4,200.00	7,440.00

Unapplied Payments With Payment Dates Prior to and Including 10/31/2017

Pre-Payments: Payments Made Prior to 10/31/2017 on Invoices With Apply Dates After 10/31/2017

Dues	1,105.00
Total Pre-Payments	1,105.00
Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)	6,335.00

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0.00	0.00	0.00	0.00	(35.00)	(35.00)
ADP	68.16	0.00	0.00	0.00	0.00	68.16
ADVNC Lacrosse Inc.	0.00	0.00	0.00	0.00	765.00	765.00
Airport Self Storage	273.00	0.00	0.00	0.00	0.00	273.00
Amber Burke	42.27	0.00	0.00	0.00	0.00	42.27
Andy Chapman	6,562.50	0.00	0.00	0.00	0.00	6,562.50
Anne-Karin Atwood*	27.29	0.00	0.00	0.00	0.00	27.29
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
AT & T*	454.01	0.00	0.00	0.00	0.00	454.01
Aurora World, Inc.	0.00	0.00	0.00	0.00	(351.98)	(351.98)
Bancorp Bank	130.00	79.00	0.00	0.00	0.00	209.00
Big Blue Adventure, LLC.	0.00	16,500.00	0.00	0.00	0.00	16,500.00
Cindy Gustafson	175.48	0.00	0.00	0.00	0.00	175.48
CoPower	0.00	134.00	0.00	0.00	0.00	134.00
County Of Placer*	0.00	(1.00)	0.00	0.00	0.00	(1.00)
Dawn Teran	71.01	0.00	0.00	0.00	0.00	71.01
Emily Detwiler*	146.30	0.00	0.00	0.00	0.00	146.30
Employers Assurance Co.	0.00	884.70	0.00	0.00	0.00	884.70
FP Mailing Solutions	500.00	(0.18)	0.00	0.00	0.00	499.82
Geo-Tourism Specialties	240.99	0.00	0.00	0.00	0.00	240.99
Granlibakken Management Company, Ltd.	0.00	621.00	0.00	0.00	0.00	621.00
InfiniSource Benefits	0.00	70.00	0.00	0.00	0.00	70.00
Jason Neary	25.00	0.00	0.00	0.00	0.00	25.00
Kym Fabel	35.70	0.00	0.00	0.00	0.00	35.70
Lauren Sully	55.83	0.00	0.00	0.00	0.00	55.83
McClintock Accountancy	3,800.00	0.00	0.00	0.00	0.00	3,800.00
Natalie Parrish*	27.02	0.00	0.00	0.00	0.00	27.02
North Lake Tahoe Marketing Co-op	0.00	0.00	500.00	0.00	0.00	500.00
Porter Simon*	3,920.00	0.00	0.00	0.00	0.00	3,920.00
Principal Financial Group	0.00	0.00	228.25	(74.32)	209.89	363.82
Ricoh USA	1,108.22	0.00	0.00	0.00	0.00	1,108.22
Ron Treabess	151.10	0.00	0.00	0.00	0.00	151.10
Sarah Winters	25.00	0.00	0.00	0.00	0.00	25.00
Screamer	5,778.84	0.00	0.00	0.00	0.00	5,778.84
Sierra Essentials	1,232.98	0.00	0.00	0.00	0.00	1,232.98
Southwest Gas Corporation*	25.39	0.00	0.00	0.00	0.00	25.39
Spectrum	0.00	(3.71)	(41.57)	0.00	0.00	(45.28)
Sprint	72.64	0.00	0.00	0.00	0.00	72.64
Swigard's True Value Hardware, Inc.*	18.22	0.00	0.00	0.00	0.00	18.22
Tahoe Basics	0.00	0.00	0.00	0.00	(198.00)	(198.00)
Tahoe Marine & Excavating	0.00	(2,000.00)	0.00	0.00	0.00	(2,000.00)
Tahoe Tessie	0.00	254.40	0.00	0.00	0.00	254.40
Tahoe Truckee Sierra Disposal*	225.77	0.00	0.00	0.00	0.00	225.77
The Store...Copies and More	0.00	26.76	0.00	0.00	0.00	26.76
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	21.50	21.50
WonderGrass California LLC	0.00	15,000.00	0.00	0.00	0.00	15,000.00
Woodluck Wholesale	0.00	0.00	0.00	0.00	0.00	0.00
YIG Administration	0.00	0.00	(8.57)	0.00	0.00	(8.57)
TOTAL	25,742.72	31,564.97	678.11	(74.32)	411.41	58,322.89

North Lake Tahoe Resort Association

Profit & Loss

October 2017

	Oct 17	Oct 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	296,582.00	314,665.00	(18,083.00)	(5.8)%
4200-00 · Membership Dues	11,209.48	11,420.00	(210.52)	(1.8)%
4205-00 · Conference Dues	916.67	825.00	91.67	11.1%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	0.00	25.00	(25.00)	(100.0)%
4250-03 · Summer/Winter Rec Luncheon	3,409.44	0.00	3,409.44	100.0%
4251-00 · Tues AM Breakfast Club	225.00	840.00	(615.00)	(73.2)%
4250-00 · Revenues-Membership Activities - Other	115.00	1,946.00	(1,831.00)	(94.1)%
Total 4250-00 · Revenues-Membership Activities	3,749.44	2,811.00	938.44	33.4%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	1,780.00	0.00	1,780.00	100.0%
4600-00 · Commissions - Other	14,853.87	5,093.74	9,760.13	191.6%
Total 4600-00 · Commissions	16,633.87	5,093.74	11,540.13	226.6%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	837.00	0.00	837.00	100.0%
46000 · Merchandise Sales - Other	5,906.98	5,828.52	78.46	1.4%
Total 46000 · Merchandise Sales	6,743.98	5,828.52	915.46	15.7%
Total Income	335,835.44	340,643.26	(4,807.82)	(1.4)%
Gross Profit	335,835.44	340,643.26	(4,807.82)	(1.4)%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	2,643.63	2,971.15	(327.52)	(11.0)%
5020-00 · P/R - Tax Expense	4,816.94	5,681.58	(864.64)	(15.2)%
5030-00 · P/R - Health Insurance Expense	7,111.60	7,348.13	(236.53)	(3.2)%
5040-00 · P/R - Workmans Comp	884.70	712.49	172.21	24.2%
5060-00 · 401 (k)	2,241.81	198.01	2,043.80	1,032.2%
5070-00 · Other Benefits and Expenses	235.10	261.26	(26.16)	(10.0)%
5000-00 · Salaries & Wages - Other	83,173.26	70,596.94	12,576.32	17.8%
Total 5000-00 · Salaries & Wages	101,107.04	87,769.56	13,337.48	15.2%
5100-00 · Rent				
5110-00 · Utilities	947.36	805.54	141.82	17.6%
5140-00 · Repairs & Maintenance	0.00	34.38	(34.38)	(100.0)%
5150-00 · Office - Cleaning	550.00	1,250.00	(700.00)	(56.0)%
5100-00 · Rent - Other	12,439.00	12,294.36	144.64	1.2%
Total 5100-00 · Rent	13,936.36	14,384.28	(447.92)	(3.1)%
5310-00 · Telephone				
5320-00 · Telephone	2,357.48	2,499.58	(142.10)	(5.7)%
Total 5310-00 · Telephone	2,357.48	2,499.58	(142.10)	(5.7)%
5420-00 · Mail - USPS	500.00	500.00	0.00	0.0%
5510-00 · Insurance/Bonding	961.57	785.78	175.79	22.4%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	0.00	859.98	(859.98)	(100.0)%
5520-00 · Supplies - Other	761.44	939.35	(177.91)	(18.9)%
Total 5520-00 · Supplies	761.44	1,799.33	(1,037.89)	(57.7)%
5610-00 · Depreciation	216.35	187.99	28.36	15.1%
5700-00 · Equipment Support & Maintenance	323.33	2,000.00	(1,676.67)	(83.8)%
5710-00 · Taxes, Licenses & Fees	636.19	577.15	59.04	10.2%
5740-00 · Equipment Rental/Leasing	1,133.18	1,110.80	22.38	2.0%
5800-00 · Training Seminars	0.00	479.00	(479.00)	(100.0)%
5850-00 · Artist of Month - Commissions	0.00	36.75	(36.75)	(100.0)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	3,920.00	120.00	3,800.00	3,166.7%
5920-00 · Professional Fees - Accountant	3,800.00	12,015.00	(8,215.00)	(68.4)%
5921-00 · Professional Fees - Other	6,562.50	0.00	6,562.50	100.0%

North Lake Tahoe Resort Association

Profit & Loss

October 2017

	Oct 17	Oct 16	\$ Change	% Change
5900-00 · Professional Fees - Other	0.00	1,250.00	(1,250.00)	(100.0)%
Total 5900-00 · Professional Fees	14,282.50	13,385.00	897.50	6.7%
5941-00 · Research & Planning	0.00	750.00	(750.00)	(100.0)%
5948-00 · Transportation Projects				
5953-00 · Summer Traffic Management (S-2)	0.00	(1,593.65)	1,593.65	100.0%
Total 5948-00 · Transportation Projects	0.00	(1,593.65)	1,593.65	100.0%
6020-00 · Programs				
6016-00 · Special Event Partnership	12,500.00	2,200.00	10,300.00	468.2%
Total 6020-00 · Programs	12,500.00	2,200.00	10,300.00	468.2%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	4,000.00	1,500.00	2,500.00	166.7%
6421-06 · Spartan	4,000.00	190,000.00	(186,000.00)	(97.9)%
6421-10 · WinterWonderGrass - Tahoe	15,000.00	0.00	15,000.00	100.0%
Total 6420-01 · Sponsorships	23,000.00	191,500.00	(168,500.00)	(88.0)%
6421-00 · New Event Development	85.00	50.00	35.00	70.0%
6422-00 · Event Media				
6422-02 · Photography	0.00	2,100.00	(2,100.00)	(100.0)%
Total 6422-00 · Event Media	0.00	2,100.00	(2,100.00)	(100.0)%
Total 6420-00 · Events	23,085.00	193,650.00	(170,565.00)	(88.1)%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	0.00	515.62	(515.62)	(100.0)%
6436-00 · Membership - Wnt/Sum Rec Lunch	2,556.41	0.00	2,556.41	100.0%
6437-00 · Tuesday Morning Breakfast Club	607.50	904.50	(297.00)	(32.8)%
6441-00 · Membership - Miscellaneous Exp	0.00	5.00	(5.00)	(100.0)%
6442-00 · Public Relations/Website	276.69	0.00	276.69	100.0%
6423-00 · Membership Activities - Other	0.00	1,916.25	(1,916.25)	(100.0)%
Total 6423-00 · Membership Activities	3,440.60	3,341.37	99.23	3.0%
6701-00 · Market Study Reports/Research	807.50	0.00	807.50	100.0%
6730-00 · Marketing Cooperative/Media	67,356.00	63,250.00	4,106.00	6.5%
6742-00 · Non-NLT Co-Op Marketing Program	1,614.94	400.67	1,214.27	303.1%
6743-00 · BACC Marketing Programs				
6743-04 · High Notes	0.00	(1,570.00)	1,570.00	100.0%
Total 6743-00 · BACC Marketing Programs	0.00	(1,570.00)	1,570.00	100.0%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	203.59	40.22	163.37	406.2%
52500 · Purchase Discounts	(620.80)	0.00	(620.80)	(100.0)%
59900 · POS Inventory Adjustments	0.00	(55.73)	55.73	100.0%
8100-00 · Cost of Goods Sold - Other	3,848.57	2,957.62	890.95	30.1%
Total 8100-00 · Cost of Goods Sold	3,431.36	2,942.11	489.25	16.6%
8200-00 · Associate Relations	177.50	0.00	177.50	100.0%
8300-00 · Board Functions	5,192.00	115.25	5,076.75	4,405.0%
8500-00 · Credit Card Fees	478.96	552.87	(73.91)	(13.4)%
8700-00 · Automobile Expenses	620.25	565.03	55.22	9.8%
8750-00 · Meals/Meetings	490.95	772.39	(281.44)	(36.4)%
8810-00 · Dues & Subscriptions	218.96	361.98	(143.02)	(39.5)%
8910-00 · Travel	143.13	1,457.99	(1,314.86)	(90.2)%
8920-00 · Bad Debt	2,280.00	559.50	1,720.50	307.5%
Total Expense	258,052.59	393,270.73	(135,218.14)	(34.4)%
Net Ordinary Income	77,782.85	(52,627.47)	130,410.32	247.8%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	23.42	0.00	23.42	100.0%

11:22 AM
01/05/18
Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss
October 2017

	Oct 17	Oct 16	\$ Change	% Change
Total Other Income	23.42	0.00	23.42	100.0%
Net Other Income	23.42	0.00	23.42	100.0%
Net Income	<u>77,806.27</u>	<u>(52,627.47)</u>	<u>130,433.74</u>	<u>247.8%</u>

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

October 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	233,785.01	23,238.33	3,017.33	31,019.83	5,521.50	0.00	0.00	296,582.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	11,209.48	0.00	11,209.48
4205-00 · Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4250-00 · Revenues-Membership Activities								
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	0.00	0.00	3,409.44	0.00	3,409.44
4251-00 · Tues AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	225.00	0.00	225.00
4250-00 · Revenues-Membership Activities - Other	0.00	0.00	0.00	0.00	0.00	115.00	0.00	115.00
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	3,749.44	0.00	3,749.44
4600-00 · Commissions								
4601-00 · Commissions - South Shore	0.00	1,780.00	0.00	0.00	0.00	0.00	0.00	1,780.00
4600-00 · Commissions - Other	0.00	14,853.87	0.00	0.00	0.00	0.00	0.00	14,853.87
Total 4600-00 · Commissions	0.00	16,633.87	0.00	0.00	0.00	0.00	0.00	16,633.87
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC income	0.00	0.00	0.00	837.00	0.00	0.00	0.00	837.00
46000 · Merchandise Sales - Other	0.00	0.00	0.00	5,906.98	0.00	0.00	0.00	5,906.98
Total 46000 · Merchandise Sales	0.00	0.00	0.00	6,743.98	0.00	0.00	0.00	6,743.98
Total Income	233,785.01	40,788.87	3,017.33	37,763.81	5,521.50	14,958.92	0.00	335,835.44
Gross Profit	233,785.01	40,788.87	3,017.33	37,763.81	5,521.50	14,958.92	0.00	335,835.44
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	(1,375.00)	0.00	0.00
5010-00 · Sales Commissions	0.00	2,643.63	0.00	0.00	0.00	0.00	0.00	2,643.63
5020-00 · P/R - Tax Expense	912.51	806.74	58.76	1,060.37	146.96	489.20	1,342.40	4,816.94
5030-00 · P/R - Health Insurance Expense	2,155.32	1,237.31	14.91	1,748.35	37.26	912.68	1,005.77	7,111.60
5040-00 · P/R - Workmans Comp	230.02	150.40	6.19	168.09	18.84	70.78	240.38	884.70
5060-00 · 401 (K)	464.94	431.28	30.90	508.17	77.28	215.90	513.34	2,241.81
5070-00 · Other Benefits and Expenses	50.47	41.98	0.85	50.47	2.12	21.89	67.32	235.10
5000-00 · Salaries & Wages - Other	15,616.17	11,425.74	864.80	13,348.34	2,161.98	7,611.06	32,145.17	83,173.26
Total 5000-00 · Salaries & Wages	20,804.43	16,737.08	976.41	16,883.79	2,444.44	7,946.51	35,314.38	101,107.04
5100-00 · Rent								
5110-00 · Utilities	147.11	70.71	3.94	510.32	13.91	51.84	149.53	947.36
5150-00 · Office - Cleaning	169.23	84.62	4.23	42.31	10.58	65.58	173.45	550.00
5100-00 · Rent - Other	1,929.15	923.08	46.15	6,461.54	115.38	798.36	2,165.32	12,439.00
Total 5100-00 · Rent	2,245.49	1,078.41	54.32	7,014.17	139.87	915.80	2,488.30	13,936.36
5310-00 · Telephone								
5320-00 · Telephone	654.45	241.43	24.34	316.08	112.85	243.27	765.06	2,357.48
Total 5310-00 · Telephone	654.45	241.43	24.34	316.08	112.85	243.27	765.06	2,357.48
5420-00 · Mail - USPS	150.00	65.00	5.00	65.00	25.00	40.00	150.00	500.00
5510-00 · Insurance/Bonding	201.93	182.70	7.52	240.39	20.14	76.92	231.97	961.57
5520-00 · Supplies	206.71	20.27	1.02	168.69	2.54	36.30	325.91	761.44
5610-00 · Depreciation	20.19	8.75	0.63	126.70	3.49	5.29	51.30	216.35
5700-00 · Equipment Support & Maintenance	0.00	0.00	0.00	120.00	0.00	0.00	203.33	323.33
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	636.19	636.19
5740-00 · Equipment Rental/Leasing	232.73	121.90	44.33	135.78	144.07	166.23	288.14	1,133.18
5900-00 · Professional Fees								
5910-00 · Professional Fees - Attorneys	0.00	0.00	0.00	0.00	0.00	0.00	3,920.00	3,920.00
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	0.00	0.00	0.00	3,800.00	3,800.00
5921-00 · Professional Fees - Other	6,562.50	0.00	0.00	0.00	0.00	0.00	0.00	6,562.50
Total 5900-00 · Professional Fees	6,562.50	0.00	0.00	0.00	0.00	0.00	7,720.00	14,282.50
6020-00 · Programs								
6016-00 · Special Event Partnership	12,500.00	0.00	0.00	0.00	0.00	0.00	0.00	12,500.00
Total 6020-00 · Programs	12,500.00	0.00	0.00	0.00	0.00	0.00	0.00	12,500.00
6420-00 · Events								
6420-01 · Sponsorships								
6023-00 · Autumn Food & Wine	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6421-06 · Spartan	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6421-10 · WinterWonderGrass - Tahoe	15,000.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
Total 6420-01 · Sponsorships	23,000.00	0.00	0.00	0.00	0.00	0.00	0.00	23,000.00
6421-00 · New Event Development	85.00	0.00	0.00	0.00	0.00	0.00	0.00	85.00
Total 6420-00 · Events	23,085.00	0.00	0.00	0.00	0.00	0.00	0.00	23,085.00
6423-00 · Membership Activities								
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	2,556.41	0.00	2,556.41
6437-00 · Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	607.50	0.00	607.50
6442-00 · Public Relations/Website	0.00	0.00	0.00	0.00	0.00	276.69	0.00	276.69
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	3,440.60	0.00	3,440.60
6701-00 · Market Study Reports/Research	807.50	0.00	0.00	0.00	0.00	0.00	0.00	807.50
6730-00 · Marketing Cooperative/Media	58,189.33	9,166.67	0.00	0.00	0.00	0.00	0.00	67,356.00
6742-00 · Non-NLT Co-Op Marketing Program	1,464.94	0.00	0.00	150.00	0.00	0.00	0.00	1,614.94
8100-00 · Cost of Goods Sold								

North Lake Tahoe Resort Association
Profit & Loss by Class

October 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
51100 · Freight and Shipping Costs	0.00	0.00	0.00	203.59	0.00	0.00	0.00	203.59
52500 · Purchase Discounts	0.00	0.00	0.00	(620.80)	0.00	0.00	0.00	(620.80)
8100-00 · Cost of Goods Sold - Other	0.00	0.00	0.00	3,848.57	0.00	0.00	0.00	3,848.57
Total 8100-00 · Cost of Goods Sold	0.00	0.00	0.00	3,431.36	0.00	0.00	0.00	3,431.36
8200-00 · Associate Relations	50.00	0.00	0.00	91.78	0.00	0.00	35.72	177.50
8300-00 · Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	5,192.00	5,192.00
8500-00 · Credit Card Fees	45.00	0.00	0.00	277.13	0.00	156.83	0.00	478.96
8700-00 · Automobile Expenses	69.56	0.00	13.91	79.50	34.78	102.98	319.52	620.25
8750-00 · Meals/Meetings	112.15	0.00	16.55	96.00	11.38	0.00	254.87	490.95
8810-00 · Dues & Subscriptions	14.99	0.00	0.00	49.99	0.00	6.00	147.98	218.96
8910-00 · Travel	143.13	0.00	0.00	0.00	0.00	0.00	0.00	143.13
8920-00 · Bad Debt	0.00	0.00	0.00	0.00	0.00	2,280.00	0.00	2,280.00
Total Expense	127,560.03	27,622.21	1,144.03	29,246.36	2,938.56	15,416.73	54,124.67	258,052.59
Net Ordinary Income	106,224.98	13,166.66	1,873.30	8,517.45	2,582.94	(457.81)	(54,124.67)	77,782.85
Other Income/Expense								
Other Income								
4700-00 · Revenues- Interest & Investment	6.38	0.00	0.00	0.00	0.00	0.00	17.04	23.42
Total Other Income	6.38	0.00	0.00	0.00	0.00	0.00	17.04	23.42
Other Expense								
8990-00 · Allocated	38,498.34	5,232.23	402.69	6,493.88	666.82	2,830.71	(54,124.67)	0.00
Total Other Expense	38,498.34	5,232.23	402.69	6,493.88	666.82	2,830.71	(54,124.67)	0.00
Net Other Income	(38,491.96)	(5,232.23)	(402.69)	(6,493.88)	(666.82)	(2,830.71)	54,141.71	23.42
Net Income	67,733.02	7,934.43	1,470.61	2,023.57	1,916.12	(3,288.52)	17.04	77,806.27

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2017

01/05/18

Accrual Basis

	Nov 30, 17	Nov 30, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	359.16	889.55	(530.39)	(59.6)%
1003-00 · Cash - Operations BOTW #6712	627,146.94	546,326.21	80,820.73	14.8%
1007-00 · Cash - Payroll BOTW #7421	9,883.01	3,510.87	6,372.14	181.5%
1008-00 · Marketing Reserve - Plumas	50,124.67	50,049.54	75.13	0.2%
1009-00 · Cash Flow Reserve - Plumas	100,332.60	100,132.14	200.46	0.2%
1071-00 · Payroll Reserves BOTW #8163	29,581.56	29,581.56	0.00	0.0%
1080-00 · Special Events BOTW #1626	149,282.71	98,329.30	50,953.41	51.8%
10950 · Cash in Drawer	295.16	293.56	1.60	0.6%
Total Checking/Savings	967,005.81	829,112.73	137,893.08	16.6%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	30,660.27	50,914.54	(20,254.27)	(39.8)%
1210-00 · A/R - Sales Estimates	10,468.98	0.00	10,468.98	100.0%
1290-00 · A/R - TOT	0.00	(23,940.82)	23,940.82	100.0%
Total Accounts Receivable	41,129.25	26,973.72	14,155.53	52.5%
Other Current Assets				
1200-99 · AR Other	1,614.30	1,614.30	0.00	0.0%
12000 · Undeposited Funds	0.00	303.80	(303.80)	(100.0)%
1201-00 · WebLink Accounts Receivable	1,859.61	13,019.00	(11,159.39)	(85.7)%
1201-02 · Allowance for Doubtful Accounts	(151.00)	4,848.75	(4,999.75)	(103.1)%
12100 · Inventory Asset	25,962.54	31,752.64	(5,790.10)	(18.2)%
1299 · Receivable from NLTMC	0.00	35,330.00	(35,330.00)	(100.0)%
1490-00 · Security Deposits	550.00	50.00	500.00	1,000.0%
Total Other Current Assets	29,835.45	86,918.49	(57,083.04)	(65.7)%
Total Current Assets	1,037,970.51	943,004.94	94,965.57	10.1%
Fixed Assets				
1700-00 · Furniture & Fixtures	68,767.95	68,767.95	0.00	0.0%
1701-00 · Accum. Depr. - Furn & Fix	(68,767.95)	(68,767.95)	0.00	0.0%
1740-00 · Computer Equipment	8,435.60	43,766.13	(35,330.53)	(80.7)%
1741-00 · Accum. Depr. - Computer Equip	(8,031.40)	(42,554.45)	34,523.05	81.1%
1750-00 · Computer Software	21,520.46	34,993.97	(13,473.51)	(38.5)%
1751-00 · Accum. Amort. - Software	(17,436.71)	(34,342.10)	16,905.39	49.2%
1770-00 · Leasehold Improvements	24,283.86	24,283.86	0.00	0.0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284.08)	(24,150.72)	(133.36)	(0.6)%
Total Fixed Assets	4,487.73	1,996.69	2,491.04	124.8%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	1,322.06	1,322.08	(0.02)	0.0%
1430-00 · Prepaid 1st Class Postage	1,000.00	1,000.00	0.00	0.0%
1400-00 · Prepaid Expenses - Other	13,202.57	5,611.93	7,590.64	135.3%
Total 1400-00 · Prepaid Expenses	15,524.63	7,934.01	7,590.62	95.7%
Total Other Assets	15,524.63	7,934.01	7,590.62	95.7%
TOTAL ASSETS	1,057,982.87	952,935.64	105,047.23	11.0%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	31,475.62	24,423.20	7,052.42	28.9%
Total Accounts Payable	31,475.62	24,423.20	7,052.42	28.9%
Credit Cards				
2080-00 · Bank of the West - Master Cards				
2080-01 · MC_5901_Hall	0.00	635.45	(635.45)	(100.0)%
2080-02 · MC_4222_Jason	59.99	0.00	59.99	100.0%
2080-04 · MC_5968_Ronald	45.00	45.00	0.00	0.0%
2080-05 · MC_2107_Greg	45.00	0.00	45.00	100.0%

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2017

01/05/18

Accrual Basis

	Nov 30, 17	Nov 30, 16	\$ Change	% Change
2080-06 · MC_5288_Emily	627.11	795.15	(168.04)	(21.1)%
2080-08 · MC_5755_John	0.00	234.78	(234.78)	(100.0)%
2080-10 · MC_9495_AI	511.53	1,201.66	(690.13)	(57.4)%
2080-11 · MC_3978_Amber	664.92	0.00	664.92	100.0%
2080-12 · MC_3960_Natalie	576.50	0.00	576.50	100.0%
2080-13 · MC_8709_Cindy	81.59	0.00	81.59	100.0%
Total 2080-00 · Bank of the West - Master Cards	2,611.64	2,912.04	(300.40)	(10.3)%
Total Credit Cards	2,611.64	2,912.04	(300.40)	(10.3)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	38,973.37	35,719.15	3,254.22	9.1%
2101-00 · Incentive Payable	39,365.04	1,522.20	37,842.84	2,486.1%
2102-00 · Commissions Payable	4,838.72	8,404.31	(3,565.59)	(42.4)%
2120-00 · Empl. Federal Tax Payable	3,117.87	2,888.75	229.12	7.9%
2175-00 · 401 (k) Plan	1,558.93	1,104.44	454.49	41.2%
2180-00 · Estimated PTO Liability	74,725.45	60,648.50	14,076.95	23.2%
Total 21000 · Salaries/Wages/Payroll Liabilit	162,579.38	110,287.35	52,292.03	47.4%
2190-00 · Sales and Use Tax Payable				
25500 · *Sales Tax Payable	635.94	721.70	(85.76)	(11.9)%
Total 2190-00 · Sales and Use Tax Payable	635.94	721.70	(85.76)	(11.9)%
2250-00 · Accrued Expenses	0.31	10,000.31	(10,000.00)	(100.0)%
2400-60 · Deferred Revenue- Member Dues	24,957.79	38,010.42	(13,052.63)	(34.3)%
2651-00 · Deferred Rev - Conference	6,416.65	5,775.00	641.65	11.1%
2800-00 · Suspense	(186.21)	(296.96)	110.75	37.3%
2900-00 · Due To/From County of Placer	220,745.94	0.00	220,745.94	100.0%
Total Other Current Liabilities	415,149.80	164,497.82	250,651.98	152.4%
Total Current Liabilities	449,237.06	191,833.06	257,404.00	134.2%
Total Liabilities	449,237.06	191,833.06	257,404.00	134.2%
Equity				
32000 · Unrestricted Net Assets	(8,753.89)	29,217.09	(37,970.98)	(130.0)%
3300-11 · Designated Marketing Reserve	256,830.18	254,324.57	2,505.61	1.0%
3301 · Cash Flow Reserve	100,048.23	100,083.91	(35.68)	0.0%
3302 · Marketing Cash Reserve	50,018.09	50,031.45	(13.36)	0.0%
Net Income	210,603.20	327,445.56	(116,842.36)	(35.7)%
Total Equity	608,745.81	761,102.58	(152,356.77)	(20.0)%
TOTAL LIABILITIES & EQUITY	1,057,982.87	952,935.64	105,047.23	11.0%

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Destination Tahoe Meetings & Events	0.00	0.00	0.00	0.00	550.00	550.00
DSC (Destination Services Corporation)	0.00	0.00	0.00	0.00	550.00	550.00
Edgewood Tahoe	0.00	0.00	1,780.00	0.00	0.00	1,780.00
Hampton Inn & Suites	0.00	0.00	0.00	0.00	2,026.15	2,026.15
Hard Rock Hotel & Casino Lake Tahoe	0.00	0.00	0.00	0.00	0.01	0.01
Harrah's/Harveys Casino	0.00	0.00	0.00	0.00	711.50	711.50
Hotel Becket	0.00	0.00	0.00	0.00	1,368.55	1,368.55
Incline Community Business Association	0.00	1,000.00	0.00	0.00	0.00	1,000.00
North Tahoe Paddle	0.00	0.00	0.00	0.00	400.00	400.00
Northstar California	0.00	0.00	0.00	0.00	9,092.17	9,092.17
PlumpJack Squaw Valley Inn	0.00	0.00	0.00	217.60	0.00	217.60
Resort at Squaw Creek*	0.00	2,790.40	1,014.53	0.00	2,517.07	6,322.00
Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	0.00	1,278.65	1,278.65
Sales Estimates	0.00	2,709.58	0.00	5,455.70	2,303.70	10,468.98
Squaw Valley Lodge Granite Peak Mgmt	0.00	4,481.03	0.00	0.00	332.60	4,813.63
Tahoe City Inn	0.00	0.00	0.00	0.00	0.01	0.01
The Ridge Tahoe	0.00	0.00	0.00	0.00	550.00	550.00
TOTAL	0.00	10,981.01	2,794.53	5,673.30	21,680.41	41,129.25

Accounts Receivable Summary

Invoices With Apply Dates Through November 30, 2017
 Aged as of Thursday, November 30, 2017

Revenue Item	(Double click to drill down)	Not Yet Due	Current	31 - 60	61 - 90	91 - 120	121+	Total
Activities		0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dues		145.00	3,375.00	0.00	400.00	280.00	2,555.00	6,755.00
Email Blast		0.00	75.00	0.00	0.00	0.00	0.00	75.00
Membership Luncheon		0.00	0.00	90.00	0.00	0.00	0.00	90.00
Shop Local Starter Kit		0.00	15.00	0.00	0.00	0.00	0.00	15.00
Total Open Invoices		145.00	3,465.00	90.00	400.00	280.00	2,555.00	6,935.00

Unapplied Payments With Payment Dates Prior to and Including 11/30/2017

Pre-Payments: Payments Made Prior to 11/30/2017 on Invoices With Apply Dates After 11/30/2017

Dues	145.00
New Member Fees	75.00
Total Pre-Payments	220.00
Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)	6,715.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of November 30, 2017

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0.00	0.00	0.00	0.00	(35.00)	(35.00)
ADP	439.27	0.00	0.00	0.00	0.00	439.27
Airport Self Storage	273.00	0.00	0.00	0.00	0.00	273.00
Al Priester	694.96	0.00	0.00	0.00	0.00	694.96
Amber Burke	34.99	0.00	0.00	0.00	0.00	34.99
Andy Chapman	8,250.00	0.00	0.00	0.00	0.00	8,250.00
Anne-Karin Atwood*	181.00	0.00	0.00	0.00	0.00	181.00
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
AT & T*	470.64	0.00	0.00	0.00	0.00	470.64
Augustineldeas	0.00	73.77	0.00	0.00	0.00	73.77
Aurora World, Inc.	0.00	0.00	0.00	0.00	(351.98)	(351.98)
Barb Kallestad	0.00	100.00	0.00	0.00	0.00	100.00
Bob Sweigert*	35.00	0.00	0.00	0.00	0.00	35.00
California Travel Association	0.00	925.00	0.00	0.00	0.00	925.00
Cindy Gustafson	0.00	175.48	0.00	0.00	0.00	175.48
Cintas Corporation #623	128.75	0.00	0.00	0.00	0.00	128.75
CoPower	0.00	134.00	0.00	0.00	0.00	134.00
County Of Placer*	0.00	0.00	(1.00)	0.00	0.00	(1.00)
Crystal Range Associates	412.65	0.00	0.00	0.00	0.00	412.65
Dawn Teran	45.35	0.00	0.00	0.00	0.00	45.35
Emily Detwiler*	86.80	0.00	0.00	0.00	0.00	86.80
Eric Hansen	940.00	0.00	0.00	0.00	0.00	940.00
FedEx	20.95	0.00	0.00	0.00	0.00	20.95
FP Mailing Solutions	0.00	0.00	(0.18)	0.00	0.00	(0.18)
Geo-Tourism Specialties	988.67	0.00	0.00	0.00	0.00	988.67
Granlibakken Management Company, Ltd.	0.00	675.00	0.00	0.00	0.00	675.00
InfiniSource Benefits	0.00	0.00	70.00	0.00	0.00	70.00
Karen Colbert	258.00	0.00	0.00	0.00	0.00	258.00
Kym Fabel	25.00	0.00	0.00	0.00	0.00	25.00
McClintock Accountancy	4,000.00	0.00	0.00	0.00	0.00	4,000.00
Mona Schulte	84.00	0.00	0.00	0.00	0.00	84.00
Natalie Parrish*	85.02	0.00	0.00	0.00	0.00	85.02
Porter Simon*	1,580.00	0.00	0.00	0.00	0.00	1,580.00
Principal Financial Group	0.00	0.00	0.00	228.25	135.57	363.82
Rescued Wine	450.00	0.00	0.00	0.00	0.00	450.00
Ron Treabess	43.03	0.00	0.00	0.00	0.00	43.03
Sara L. Smith Fine Art	0.00	251.00	0.00	0.00	0.00	251.00
Sarah Winters	25.00	0.00	0.00	0.00	0.00	25.00
Screamer	5,778.84	0.00	0.00	0.00	0.00	5,778.84
Shearer Design	0.00	123.75	0.00	0.00	0.00	123.75
Sierra Essentials	120.00	0.00	0.00	0.00	0.00	120.00
Sierra Nevada Ad Partners	204.00	0.00	0.00	0.00	0.00	204.00
Sierra Nevada Media Group, Inc.	180.00	0.00	0.00	0.00	0.00	180.00
Southwest Gas Corporation*	71.69	0.00	0.00	0.00	0.00	71.69
Specialty Beads	372.00	0.00	0.00	0.00	0.00	372.00
Spectrum	0.00	0.00	0.00	(41.57)	0.00	(41.57)
Sprint	72.52	0.00	0.00	0.00	0.00	72.52
Sustain Tahoe	100.00	0.00	0.00	0.00	0.00	100.00
Swigard's True Value Hardware, Inc.*	0.00	12.05	0.00	0.00	0.00	12.05
Tahoe Basics	0.00	0.00	0.00	0.00	(198.00)	(198.00)
Tahoe City Downtown Association*	0.00	864.00	0.00	0.00	0.00	864.00
Tahoe House, Inc.*	0.00	53.75	0.00	0.00	0.00	53.75
Tahoe Teas	252.00	0.00	0.00	0.00	0.00	252.00
Tahoe Tessie	0.00	0.00	254.40	0.00	0.00	254.40
Tahoe Truckee Sierra Disposal*	225.77	0.00	0.00	0.00	0.00	225.77
Tahoe Weekly	0.00	150.00	0.00	0.00	0.00	150.00
Wholesale Resort Accessories, Inc.	325.50	0.00	0.00	0.00	21.50	347.00
Wolfdale's Cuisine Unique*	60.00	0.00	0.00	0.00	0.00	60.00
YIG Administration	0.00	0.00	0.00	(8.57)	0.00	(8.57)
TOTAL	27,864.40	3,537.80	323.22	178.11	(427.91)	31,475.62

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Accrual Basis

North Lake Tahoe Resort Association

Profit & Loss

November 2017

	Nov 17	Nov 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	296,583.00	314,665.00	(18,082.00)	(5.8)%
4200-00 · Membership Dues	11,215.17	11,515.83	(300.66)	(2.6)%
4205-00 · Conference Dues	916.67	825.00	91.67	11.1%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	53.00	0.00	53.00	100.0%
4251-00 · Tues AM Breakfast Club	404.86	300.00	104.86	35.0%
4250-00 · Revenues-Membership Activities - Other	0.00	65.00	(65.00)	(100.0)%
Total 4250-00 · Revenues-Membership Activities	457.86	365.00	92.86	25.4%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0.00	817.03	(817.03)	(100.0)%
4600-00 · Commissions - Other	(0.01)	6,139.51	(6,139.52)	(100.0)%
Total 4600-00 · Commissions	(0.01)	6,956.54	(6,956.55)	(100.0)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	560.45	0.00	560.45	100.0%
46000 · Merchandise Sales - Other	3,500.84	3,792.51	(291.67)	(7.7)%
Total 46000 · Merchandise Sales	4,061.29	3,792.51	268.78	7.1%
Total Income	313,233.98	338,119.88	(24,885.90)	(7.4)%
Gross Profit	313,233.98	338,119.88	(24,885.90)	(7.4)%
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	5,473.54	5,447.56	25.98	0.5%
5030-00 · P/R - Health Insurance Expense	7,332.44	8,477.85	(1,145.41)	(13.5)%
5040-00 · P/R - Workmans Comp	884.70	976.50	(91.80)	(9.4)%
5060-00 · 401 (k)	2,583.21	2,805.79	(222.58)	(7.9)%
5070-00 · Other Benefits and Expenses	360.22	236.26	123.96	52.5%
5000-00 · Salaries & Wages - Other	79,716.85	75,127.67	4,589.18	6.1%
Total 5000-00 · Salaries & Wages	96,350.96	93,071.63	3,279.33	3.5%
5100-00 · Rent				
5110-00 · Utilities	792.27	887.65	(95.38)	(10.8)%
5140-00 · Repairs & Maintenance	366.67	333.33	33.34	10.0%
5150-00 · Office - Cleaning	550.00	1,130.00	(580.00)	(51.3)%
5100-00 · Rent - Other	12,589.00	12,294.36	294.64	2.4%
Total 5100-00 · Rent	14,297.94	14,645.34	(347.40)	(2.4)%
5310-00 · Telephone				
5320-00 · Telephone	2,307.80	2,539.49	(231.69)	(9.1)%
Total 5310-00 · Telephone	2,307.80	2,539.49	(231.69)	(9.1)%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0.00	31.13	(31.13)	(100.0)%
5420-00 · Mail - USPS - Other	274.00	762.00	(488.00)	(64.0)%
Total 5420-00 · Mail - USPS	274.00	793.13	(519.13)	(65.5)%
5510-00 · Insurance/Bonding	961.57	785.78	175.79	22.4%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	139.40	167.79	(28.39)	(16.9)%
5520-00 · Supplies - Other	784.88	1,025.84	(240.96)	(23.5)%
Total 5520-00 · Supplies	924.28	1,193.63	(269.35)	(22.6)%
5610-00 · Depreciation	216.35	115.07	101.28	88.0%
5700-00 · Equipment Support & Maintenance	83.33	795.00	(711.67)	(89.5)%
5710-00 · Taxes, Licenses & Fees	2,209.34	533.09	1,676.25	314.4%
5740-00 · Equipment Rental/Leasing	19.53	1,442.59	(1,423.06)	(98.7)%
5800-00 · Training Seminars	694.96	0.00	694.96	100.0%
5850-00 · Artist of Month - Commissions	1,697.15	1,045.80	651.35	62.3%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,580.00	0.00	1,580.00	100.0%
5920-00 · Professional Fees - Accountant	4,000.00	0.00	4,000.00	100.0%

North Lake Tahoe Resort Association

Profit & Loss

November 2017

	Nov 17	Nov 16	\$ Change	% Change
5921-00 · Professional Fees - Other	8,250.00	0.00	8,250.00	100.0%
Total 5900-00 · Professional Fees	13,830.00	0.00	13,830.00	100.0%
5941-00 · Research & Planning	0.00	750.00	(750.00)	(100.0)%
6020-00 · Programs				
6016-00 · Special Event Partnership	2,000.00	1,500.00	500.00	33.3%
Total 6020-00 · Programs	2,000.00	1,500.00	500.00	33.3%
6420-00 · Events				
6420-01 · Sponsorships				
6421-06 · Spartan	0.00	6,050.00	(6,050.00)	(100.0)%
6421-10 · WinterWonderGrass - Tahoe	0.00	400.00	(400.00)	(100.0)%
Total 6420-01 · Sponsorships	0.00	6,450.00	(6,450.00)	(100.0)%
6421-00 · New Event Development	979.13	0.00	979.13	100.0%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	73.77	0.00	73.77	100.0%
Total 6422-00 · Event Media	73.77	0.00	73.77	100.0%
Total 6420-00 · Events	1,052.90	6,450.00	(5,397.10)	(83.7)%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	0.00	257.81	(257.81)	(100.0)%
6435-00 · Shop Local Event	50.95	0.00	50.95	100.0%
6436-00 · Membership - Wnt/Sum Rec Lunch	150.00	0.00	150.00	100.0%
6437-00 · Tuesday Morning Breakfast Club	607.50	472.50	135.00	28.6%
6442-00 · Public Relations/Website	291.69	0.00	291.69	100.0%
6444-00 · Trades	255.00	0.00	255.00	100.0%
6423-00 · Membership Activities - Other	0.00	291.25	(291.25)	(100.0)%
Total 6423-00 · Membership Activities	1,355.14	1,021.56	333.58	32.7%
6701-00 · Market Study Reports/Research	0.00	84.93	(84.93)	(100.0)%
6730-00 · Marketing Cooperative/Media	61,500.00	63,250.00	(1,750.00)	(2.8)%
6742-00 · Non-NLT Co-Op Marketing Program	1,479.94	445.67	1,034.27	232.1%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	620.65	394.45	226.20	57.4%
6743-03 · Touch Lake Tahoe	7,602.50	0.00	7,602.50	100.0%
Total 6743-00 · BACC Marketing Programs	8,223.15	394.45	7,828.70	1,984.7%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	73.80	667.94	(594.14)	(89.0)%
52500 · Purchase Discounts	0.00	(982.50)	982.50	100.0%
59900 · POS Inventory Adjustments	394.58	238.95	155.63	65.1%
8100-00 · Cost of Goods Sold - Other	2,350.39	2,119.79	230.60	10.9%
Total 8100-00 · Cost of Goods Sold	2,818.77	2,044.18	774.59	37.9%
8200-00 · Associate Relations	50.00	100.00	(50.00)	(50.0)%
8300-00 · Board Functions	76.28	164.59	(88.31)	(53.7)%
8500-00 · Credit Card Fees	607.67	587.65	20.02	3.4%
8700-00 · Automobile Expenses	238.48	498.80	(260.32)	(52.2)%
8750-00 · Meals/Meetings	174.93	314.11	(139.18)	(44.3)%
8810-00 · Dues & Subscriptions	1,129.95	335.98	793.97	236.3%
8910-00 · Travel	0.00	293.71	(293.71)	(100.0)%
8920-00 · Bad Debt	1,106.00	1,131.75	(25.75)	(2.3)%
Total Expense	215,680.42	196,327.93	19,352.49	9.9%
Net Ordinary Income	97,553.56	141,791.95	(44,238.39)	(31.2)%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	22.67	0.00	22.67	100.0%
Total Other Income	22.67	0.00	22.67	100.0%
Net Other Income	22.67	0.00	22.67	100.0%

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Accrual Basis

North Lake Tahoe Resort Association
Profit & Loss
November 2017

	<u>Nov 17</u>	<u>Nov 16</u>	<u>\$ Change</u>	<u>% Change</u>
Net Income	<u>97,576.23</u>	<u>141,791.95</u>	<u>(44,215.72)</u>	<u>(31.2)%</u>

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

November 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Ordinary Income/Expense								
Income								
4050-00 · County of Placer TOT Funding	233,786.01	23,238.33	3,017.33	31,019.83	5,521.50	0.00	0.00	296,583.00
4200-00 · Membership Dues	0.00	0.00	0.00	0.00	0.00	11,215.17	0.00	11,215.17
4205-00 · Conference Dues	0.00	916.67	0.00	0.00	0.00	0.00	0.00	916.67
4250-00 · Revenues-Membership Activities								
4250-02 · Chamber Events	0.00	0.00	0.00	0.00	0.00	53.00	0.00	53.00
4251-00 · Tues AM Breakfast Club	0.00	0.00	0.00	0.00	0.00	404.86	0.00	404.86
Total 4250-00 · Revenues-Membership Activities	0.00	0.00	0.00	0.00	0.00	457.86	0.00	457.86
4600-00 · Commissions	0.00	(0.01)	0.00	0.00	0.00	0.00	0.00	(0.01)
46000 · Merchandise Sales								
4502-00 · Non-Retail VIC income	0.00	0.00	0.00	560.45	0.00	0.00	0.00	560.45
46000 · Merchandise Sales - Other	0.00	0.00	0.00	3,500.84	0.00	0.00	0.00	3,500.84
Total 46000 · Merchandise Sales	0.00	0.00	0.00	4,061.29	0.00	0.00	0.00	4,061.29
Total Income	233,786.01	24,154.99	3,017.33	35,081.12	5,521.50	11,673.03	0.00	313,233.98
Gross Profit	233,786.01	24,154.99	3,017.33	35,081.12	5,521.50	11,673.03	0.00	313,233.98
Expense								
5000-00 · Salaries & Wages								
5000-01 · In-Market Administration	1,375.00	0.00	0.00	0.00	0.00	(1,375.00)	0.00	0.00
5020-00 · P/R - Tax Expense	915.82	1,000.61	58.76	767.01	146.96	491.14	2,093.24	5,473.54
5030-00 · P/R - Health Insurance Expense	2,162.09	1,316.87	14.91	1,916.56	37.26	878.98	1,005.77	7,332.44
5040-00 · P/R - Workmans Comp	230.02	150.40	6.19	168.09	18.84	70.78	240.38	884.70
5060-00 · 401 (k)	466.26	532.66	30.90	413.69	77.28	215.90	846.52	2,583.21
5070-00 · Other Benefits and Expenses	225.59	16.98	0.85	50.47	2.12	21.89	42.32	360.22
5000-00 · Salaries & Wages - Other	15,321.19	11,425.74	864.80	11,313.75	2,161.98	7,611.06	31,018.33	79,716.85
Total 5000-00 · Salaries & Wages	20,695.97	14,443.26	976.41	14,629.57	2,444.44	7,914.75	35,246.56	96,350.96
5100-00 · Rent								
5110-00 · Utilities	96.77	48.38	2.43	501.95	6.05	37.50	99.19	792.27
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	366.67	366.67
5150-00 · Office - Cleaning	169.23	84.62	4.23	42.31	10.58	65.58	173.45	550.00
5100-00 · Rent - Other	1,929.15	923.08	46.15	6,611.54	115.38	798.38	2,165.32	12,589.00
Total 5100-00 · Rent	2,195.15	1,056.08	52.81	7,155.80	132.01	901.46	2,804.63	14,297.94
5310-00 · Telephone								
5320-00 · Telephone	570.62	247.89	25.10	323.26	115.06	245.88	779.99	2,307.80
Total 5310-00 · Telephone	570.62	247.89	25.10	323.26	115.06	245.88	779.99	2,307.80
5420-00 · Mail - USPS	82.20	35.62	2.74	35.62	13.70	21.92	82.20	274.00
5510-00 · Insurance/Bonding	201.93	182.70	7.52	240.39	20.14	76.92	231.97	961.57
5520-00 · Supplies								
5525-00 · Supplies- Computer <\$1000	85.79	0.00	0.00	0.00	0.00	0.00	53.61	139.40
5520-00 · Supplies - Other	94.79	26.21	1.32	225.55	3.28	56.30	377.43	784.88
Total 5520-00 · Supplies	180.58	26.21	1.32	225.55	3.28	56.30	431.04	924.28
5610-00 · Depreciation	20.19	8.75	0.63	126.70	3.49	5.29	51.30	216.35
5700-00 · Equipment Support & Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	83.33	83.33
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	2,209.34	2,209.34
5740-00 · Equipment Rental/Leasing	0.00	0.00	0.00	19.53	0.00	0.00	0.00	19.53
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	694.96	694.96
5850-00 · Artist of Month - Commissions	0.00	0.00	0.00	1,697.15	0.00	0.00	0.00	1,697.15
5900-00 · Professional Fees								
5910-00 · Professional Fees - Attorneys	680.00	0.00	0.00	0.00	0.00	0.00	900.00	1,580.00
5920-00 · Professional Fees - Accountant	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00	4,000.00
5921-00 · Professional Fees - Other	8,250.00	0.00	0.00	0.00	0.00	0.00	0.00	8,250.00
Total 5900-00 · Professional Fees	8,930.00	0.00	0.00	0.00	0.00	0.00	4,900.00	13,830.00
6020-00 · Programs								
6016-00 · Special Event Partnership	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Total 6020-00 · Programs	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
6420-00 · Events								
6421-00 · New Event Development	979.13	0.00	0.00	0.00	0.00	0.00	0.00	979.13
6422-00 · Event Media								
6422-03 · Human Powered Sports Campaign	73.77	0.00	0.00	0.00	0.00	0.00	0.00	73.77
Total 6422-00 · Event Media	73.77	0.00	0.00	0.00	0.00	0.00	0.00	73.77
Total 6420-00 · Events	1,052.90	0.00	0.00	0.00	0.00	0.00	0.00	1,052.90
6423-00 · Membership Activities								
6435-00 · Shop Local Event	0.00	0.00	0.00	0.00	0.00	50.95	0.00	50.95
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	0.00	0.00	0.00	0.00	150.00	0.00	150.00
6437-00 · Tuesday Morning Breakfast Club	0.00	0.00	0.00	0.00	0.00	607.50	0.00	607.50
6442-00 · Public Relations/Website	0.00	0.00	0.00	0.00	0.00	291.69	0.00	291.69
6444-00 · Trades	0.00	0.00	0.00	0.00	0.00	255.00	0.00	255.00
Total 6423-00 · Membership Activities	0.00	0.00	0.00	0.00	0.00	1,355.14	0.00	1,355.14
6730-00 · Marketing Cooperative/Media	52,333.33	9,166.67	0.00	0.00	0.00	0.00	0.00	61,500.00
6742-00 · Non-NLT Co-Op Marketing Program	1,479.94	0.00	0.00	0.00	0.00	0.00	0.00	1,479.94
6743-00 · BACC Marketing Programs								
6743-01 · Shop Local	620.65	0.00	0.00	0.00	0.00	0.00	0.00	620.65
6743-03 · Touch Lake Tahoe	7,602.50	0.00	0.00	0.00	0.00	0.00	0.00	7,602.50

North Lake Tahoe Resort Association
Profit & Loss by Class

November 2017

	11 - Marketing	30 - Confere...	41 - Transpo...	42 - VIC	50 - Infrastru...	60 - Member...	70 - Adminis...	TOTAL
Total 6743-00 · BACC Marketing Programs	8,223.15	0.00	0.00	0.00	0.00	0.00	0.00	8,223.15
8100-00 · Cost of Goods Sold								
51100 · Freight and Shipping Costs	0.00	0.00	0.00	73.80	0.00	0.00	0.00	73.80
59900 · POS Inventory Adjustments	0.00	0.00	0.00	394.58	0.00	0.00	0.00	394.58
8100-00 · Cost of Goods Sold - Other	0.00	0.00	0.00	2,350.39	0.00	0.00	0.00	2,350.39
Total 8100-00 · Cost of Goods Sold	0.00	0.00	0.00	2,818.77	0.00	0.00	0.00	2,818.77
8200-00 · Associate Relations	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00
8300-00 · Board Functions	0.00	0.00	0.00	0.00	0.00	0.00	76.28	76.28
8500-00 · Credit Card Fees	0.00	90.00	4.50	224.51	10.13	163.16	115.37	607.67
8700-00 · Automobile Expenses	34.99	0.00	3.10	35.85	7.76	118.40	38.38	238.48
8750-00 · Meals/Meetings	84.57	0.00	13.35	64.86	3.38	0.00	8.77	174.93
8810-00 · Dues & Subscriptions	939.99	0.00	0.00	49.99	0.00	6.00	133.97	1,129.95
8920-00 · Bad Debt	0.00	0.00	0.00	0.00	0.00	1,106.00	0.00	1,106.00
Total Expense	99,025.51	25,257.18	1,087.48	27,647.55	2,753.39	11,971.22	47,938.09	215,680.42
Net Ordinary Income	134,760.50	(1,102.19)	1,929.85	7,433.57	2,768.11	(298.19)	(47,938.09)	97,553.56
Other Income/Expense								
Other Income								
4700-00 · Revenues- Interest & Investment	6.18	0.00	0.00	0.00	0.00	0.00	16.49	22.67
Total Other Income	6.18	0.00	0.00	0.00	0.00	0.00	16.49	22.67
Other Expense								
8990-00 · Allocated	34,097.88	4,634.18	356.66	5,751.61	590.60	2,507.16	(47,938.09)	0.00
Total Other Expense	34,097.88	4,634.18	356.66	5,751.61	590.60	2,507.16	(47,938.09)	0.00
Net Other Income	(34,091.70)	(4,634.18)	(356.66)	(5,751.61)	(590.60)	(2,507.16)	47,954.58	22.67
Net Income	100,668.80	(5,736.37)	1,573.19	1,681.96	2,177.51	(2,805.35)	16.49	97,576.23

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	296,583.00	296,583.00	0.00	1,648,528.00	1,648,528.00	0.00	3,747,600.00
4200-00 · Membership Dues	11,215.17	11,000.00	215.17	57,039.73	55,000.00	2,039.73	150,000.00
4201-00 · New Member Fees	0.00	0.00	0.00	75.00	75.00	0.00	75.00
4205-00 · Conference Dues	916.67	1,200.00	(283.33)	4,583.35	5,625.00	(1,041.65)	7,690.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0.00			0.00			12,000.00
4250-05 · Sponsorships	0.00			0.00			6,500.00
4250-01 · Community Awards - Other	0.00			0.00			22,500.00
Total 4250-01 · Community Awards	0.00			0.00			41,000.00
4250-02 · Chamber Events	53.00	0.00	53.00	53.00	0.00	53.00	12,725.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	3,409.44	4,300.00	(890.56)	7,300.00
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
4251-00 · Tues AM Breakfast Club - Other	404.86	750.00	(345.14)	1,369.40	3,000.00	(1,630.60)	8,250.00
Total 4251-00 · Tues AM Breakfast Club	404.86	750.00	(345.14)	1,369.40	3,000.00	(1,630.60)	10,250.00
4250-00 · Revenues-Membership Activities - Other	0.00	175.00	(175.00)	1,119.95	700.00	419.95	1,925.00
Total 4250-00 · Revenues-Membership Activities	457.86	925.00	(467.14)	5,951.79	8,000.00	(2,048.21)	73,200.00
4350-00 · Special Events (Marketing)	0.00	0.00	0.00	77,627.73	0.00	77,627.73	0.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0.00	817.03	(817.03)	1,780.00	5,622.94	(3,842.94)	8,951.95
4600-00 · Commissions - Other	(0.01)	6,139.51	(6,139.52)	45,889.61	71,321.27	(25,431.66)	92,115.05
Total 4600-00 · Commissions	(0.01)	6,956.54	(6,956.55)	47,669.61	76,944.21	(29,274.60)	101,067.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	560.45	200.00	360.45	7,287.45	5,600.00	1,687.45	7,000.00
46000 · Merchandise Sales - Other	3,500.84	3,821.21	(320.37)	43,316.08	42,004.07	1,312.01	92,000.00
Total 46000 · Merchandise Sales	4,061.29	4,021.21	40.08	50,603.53	47,604.07	2,999.46	99,000.00
Total Income	313,233.98	320,685.75	(7,451.77)	1,892,078.74	1,841,776.28	50,302.46	4,178,632.00
Gross Profit	313,233.98	320,685.75	(7,451.77)	1,892,078.74	1,841,776.28	50,302.46	4,178,632.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0.00	0.00	0.00	6,823.54	16,693.87	(9,870.33)	31,377.74
5020-00 · P/R - Tax Expense	5,473.54	7,630.44	(2,156.90)	36,312.96	45,839.90	(9,526.94)	106,454.26
5030-00 · P/R - Health Insurance Expense	7,332.44	9,426.38	(2,093.94)	40,294.49	52,441.54	(12,147.05)	124,000.82
5040-00 · P/R - Workmans Comp	884.70	571.08	313.61	3,813.80	2,898.52	915.27	6,325.62
5060-00 · 401 (k)	2,583.21	2,674.38	(91.17)	15,887.71	15,501.91	385.79	36,212.09
5070-00 · Other Benefits and Expenses	360.22	411.51	(51.29)	1,244.43	2,069.30	(824.87)	5,542.61
5000-00 · Salaries & Wages - Other	79,716.85	85,606.51	(5,889.66)	437,710.53	483,651.96	(45,941.43)	1,145,768.37
Total 5000-00 · Salaries & Wages	96,350.96	106,320.32	(9,969.36)	542,087.46	619,097.02	(77,009.56)	1,455,681.53
5100-00 · Rent							
5110-00 · Utilities	792.27	1,004.81	(212.54)	4,574.51	4,898.59	(324.08)	12,013.05
5140-00 · Repairs & Maintenance	366.67	607.00	(240.33)	836.05	2,593.88	(1,757.83)	9,599.93
5150-00 · Office - Cleaning	550.00	715.01	(165.01)	3,705.00	4,000.83	(295.83)	9,087.92
5100-00 · Rent - Other	12,589.00	13,224.19	(635.19)	62,327.00	64,709.82	(2,382.82)	157,366.38
Total 5100-00 · Rent	14,297.94	15,551.01	(1,253.07)	71,442.56	76,203.13	(4,760.57)	188,067.30
5310-00 · Telephone							
5320-00 · Telephone	2,307.80	2,352.43	(44.63)	11,682.19	11,683.62	(1.43)	28,565.00
5350-00 · Internet	0.00	0.00	0.00	25.00	0.00	25.00	0.00
Total 5310-00 · Telephone	2,307.80	2,352.43	(44.63)	11,707.19	11,683.62	23.56	28,565.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	67.64	(67.64)	0.00	312.09	(312.09)	785.57
5480-00 · Mail - Fed Ex	0.00	46.81	(46.81)	120.54	337.24	(216.70)	664.57
5420-00 · Mail - USPS - Other	274.00	198.86	75.14	1,283.00	1,123.44	159.56	2,427.44
Total 5420-00 · Mail - USPS	274.00	313.31	(39.31)	1,403.54	1,772.77	(369.23)	3,877.58
5510-00 · Insurance/Bonding	961.57	744.52	217.05	4,533.80	3,742.98	790.82	8,575.80
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	139.40	81.82	57.58	1,070.19	1,504.42	(434.23)	4,083.97
5520-00 · Supplies - Other	784.88	1,088.19	(303.31)	4,709.88	5,668.66	(958.78)	13,557.03
Total 5520-00 · Supplies	924.28	1,170.01	(245.73)	5,780.07	7,173.08	(1,393.01)	17,641.00
5610-00 · Depreciation	216.35	470.85	(254.50)	1,098.42	2,135.21	(1,036.79)	5,508.01
5700-00 · Equipment Support & Maintenance	83.33	980.33	(897.00)	6,171.64	6,135.33	36.31	13,596.00
5710-00 · Taxes, Licenses & Fees	2,209.34	776.37	1,432.97	5,799.05	4,311.59	1,487.46	10,066.99
5740-00 · Equipment Rental/Leasing	19.53	1,456.92	(1,437.39)	4,926.45	7,064.20	(2,137.75)	17,944.00
5800-00 · Training Seminars	694.96	3,053.64	(2,358.68)	2,143.96	5,214.56	(3,070.60)	12,831.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	0.00	2,000.00	(2,000.00)	408.00	4,000.00	(3,592.00)	13,631.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	0.00	2,000.00	(2,000.00)	2,000.00
5830-00 · Commission Due to Third Party	0.00			765.00			
5850-00 · Artist of Month - Commissions	1,697.15	227.27	1,469.88	2,588.90	909.08	1,679.82	2,500.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,580.00	1,000.00	580.00	5,820.00	3,000.00	2,820.00	10,000.00
5920-00 · Professional Fees - Accountant	4,000.00	0.00	4,000.00	16,715.00	20,000.00	(3,285.00)	22,000.00
5921-00 · Professional Fees - Other	8,250.00	1,000.00	7,250.00	32,156.25	2,000.00	30,156.25	3,750.00

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Total 5900-00 · Professional Fees	13,830.00	2,000.00	11,830.00	54,691.25	25,000.00	29,691.25	35,750.00
5940-00 · Research & Planning Membership	0.00	0.00	0.00	3,000.00	3,364.00	(364.00)	3,364.00
5941-00 · Research & Planning	0.00	144.91	(144.91)	2,266.25	3,329.64	(1,063.39)	7,042.00
6020-00 · Programs							
6016-00 · Special Event Partnership	2,000.00	2,500.00	(500.00)	14,500.00	5,000.00	9,500.00	50,000.00
6018-00 · Business Assoc. Grants	0.00	0.00	0.00	10,000.00	0.00	10,000.00	30,000.00
Total 6020-00 · Programs	2,000.00	2,500.00	(500.00)	24,500.00	5,000.00	19,500.00	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0.00	0.00	0.00	109,771.83	37,000.00	72,771.83	37,000.00
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
6421-03 · Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-06 · Spartan	0.00	0.00	0.00	254,000.00	254,000.00	0.00	254,000.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-08 · Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
6421-09 · Wanderlust	0.00	0.00	0.00	4,042.80	0.00	4,042.80	37,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	400.00	(400.00)	15,000.00	19,400.00	(4,400.00)	19,400.00
6421-13 · Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-14 · Tahoe Trail 100	0.00	0.00	0.00	5,000.00	0.00	5,000.00	0.00
6421-15 · Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	0.00	400.00	(400.00)	387,814.63	310,400.00	77,414.63	472,400.00
6421-00 · New Event Development	979.13	900.00	79.13	1,064.13	12,600.00	(11,535.87)	17,600.00
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	73.77	0.00	73.77	73.77	0.00	73.77	25,000.00
Total 6422-00 · Event Media	73.77	0.00	73.77	73.77	0.00	73.77	25,000.00
6424-00 · Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 6420-00 · Events	1,052.90	1,300.00	(247.10)	388,952.53	323,000.00	65,952.53	524,000.00
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	18,500.00
6435-00 · Shop Local Event	50.95			50.95			
6436-00 · Membership - Wnt/Sum Rec Lunch	150.00	0.00	150.00	2,716.40	2,760.00	(43.60)	4,185.00
6437-00 · Tuesday Morning Breakfast Club	607.50	650.00	(42.50)	1,809.00	2,600.00	(791.00)	7,150.00
6442-00 · Public Relations/Website	291.69	280.00	11.69	1,398.45	1,400.00	(1.55)	8,465.00
6444-00 · Trades	255.00	0.00	255.00	835.00	855.00	(20.00)	2,130.00
6423-00 · Membership Activities - Other	0.00	75.00	(75.00)	16.55	225.00	(208.45)	750.00
Total 6423-00 · Membership Activities	1,355.14	1,005.00	350.14	6,826.35	7,840.00	(1,013.65)	41,180.00
6490-00 · Classified Ads	0.00	70.27	(70.27)	50.00	281.08	(231.08)	773.00
6701-00 · Market Study Reports/Research	0.00	70.27	(70.27)	807.50	598.55	208.95	1,090.47
6730-00 · Marketing Cooperative/Media	61,500.00	61,500.00	0.00	471,606.00	471,606.00	0.00	1,411,821.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	1,479.94	5,000.00	(3,520.06)	9,476.88	35,000.00	(25,523.12)	80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	1,479.94	5,000.00	(3,520.06)	9,476.88	35,000.00	(25,523.12)	84,000.00
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	620.65	1,000.00	(379.35)	770.65	6,560.12	(5,789.47)	20,000.00
6743-03 · Touch Lake Tahoe	7,602.50	0.00	7,602.50	7,602.50	0.00	7,602.50	20,000.00
6743-04 · High Notes	0.00	0.00	0.00	0.00	3,000.00	(3,000.00)	20,000.00
6743-05 · Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Total 6743-00 · BACC Marketing Programs	8,223.15	1,000.00	7,223.15	8,373.15	9,560.12	(1,186.97)	80,000.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	73.80	179.64	(105.84)	519.12	868.56	(349.44)	2,126.04
52500 · Purchase Discounts	0.00	(118.61)	118.61	(620.80)	(474.44)	(146.36)	(1,304.71)
59900 · POS Inventory Adjustments	394.58	103.14	291.44	472.25	487.56	(15.31)	1,209.54
8100-00 · Cost of Goods Sold - Other	2,350.39	1,869.07	481.32	24,940.73	22,304.91	2,635.82	47,769.13
Total 8100-00 · Cost of Goods Sold	2,818.77	2,033.24	785.53	25,311.30	23,186.59	2,124.71	49,800.00
8200-00 · Associate Relations	50.00	370.25	(320.25)	484.24	1,773.56	(1,289.32)	4,308.60
8300-00 · Board Functions	76.28	858.27	(781.99)	5,730.43	3,880.13	1,850.30	9,887.51
8500-00 · Credit Card Fees	607.67	479.97	127.70	2,752.73	2,646.67	106.06	6,067.00
8700-00 · Automobile Expenses	238.48	733.70	(495.22)	1,891.28	2,416.83	(525.55)	5,762.55
8750-00 · Meals/Meetings	174.93	633.89	(458.96)	1,203.24	2,312.34	(1,109.10)	6,973.00
8810-00 · Dues & Subscriptions	1,129.95	852.14	277.81	3,875.40	5,310.43	(1,435.03)	12,331.53
8910-00 · Travel	0.00	731.84	(731.84)	943.55	6,647.59	(5,704.04)	11,666.60
8920-00 · Bad Debt	1,106.00	585.00	521.00	7,993.00	6,205.00	1,788.00	10,681.00
Total Expense	215,680.42	217,285.74	(1,605.32)	1,681,591.12	1,690,401.10	(8,809.98)	4,173,633.48
Net Ordinary Income	97,553.56	103,400.00	(5,846.44)	210,487.62	151,375.17	59,112.44	4,998.51
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	22.67			115.58			
Total Other Income	22.67			115.58			
Other Expense							
8990-00 · Allocated	0.00	0.00	0.00	0.00	(0.06)	0.06	(0.03)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	0.00	0.00	0.00	0.00	(0.06)	0.06	(0.03)
Net Other Income	22.67	0.00	22.67	115.58	0.06	115.52	0.03
Net Income	<u>97,576.23</u>	<u>103,400.00</u>	<u>(5,823.77)</u>	<u>210,603.20</u>	<u>151,375.23</u>	<u>59,227.96</u>	<u>4,998.54</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	233,786.01	233,786.01	0.00	1,335,305.15	1,335,305.15	0.00	2,968,666.00
4350-00 · Special Events (Marketing)	0.00	0.00	0.00	77,627.73	0.00	77,627.73	0.00
Total Income	233,786.01	233,786.01	0.00	1,412,932.88	1,335,305.15	77,627.73	2,968,666.00
Gross Profit	233,786.01	233,786.01	0.00	1,412,932.88	1,335,305.15	77,627.73	2,968,666.00
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375.00	1,375.00	0.00	6,875.00	6,875.00	0.00	16,500.00
5020-00 · P/R - Tax Expense	915.82	2,146.30	(1,230.48)	6,413.34	11,804.66	(5,391.32)	27,901.94
5030-00 · P/R - Health Insurance Expense	2,162.09	2,295.35	(133.26)	12,525.78	12,624.46	(98.68)	29,839.64
5040-00 · P/R - Workmans Comp	230.02	97.75	132.26	968.39	537.62	430.76	1,270.75
5060-00 · 401 (k)	466.26	806.89	(340.63)	3,379.10	4,437.93	(1,058.83)	10,489.66
5070-00 · Other Benefits and Expenses	225.59	152.08	73.50	495.47	836.46	(340.99)	1,977.08
5000-00 · Salaries & Wages - Other	15,321.19	22,371.90	(7,050.71)	84,707.83	123,045.45	(38,337.62)	290,834.34
Total 5000-00 · Salaries & Wages	20,695.97	29,245.29	(8,549.32)	115,364.91	160,161.60	(44,796.69)	378,813.44
5100-00 · Rent							
5110-00 · Utilities	96.77	138.06	(41.29)	660.84	631.02	29.82	1,650.09
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	71.90	10.58	61.32	1,749.82
5150-00 · Office - Cleaning	169.23	169.22	0.01	1,139.99	1,140.75	(0.76)	2,309.95
5100-00 · Rent - Other	1,929.15	1,885.59	43.56	9,636.75	9,973.10	(336.35)	23,259.14
Total 5100-00 · Rent	2,195.15	2,192.87	2.28	11,509.48	11,755.45	(245.97)	28,969.00
5310-00 · Telephone							
5320-00 · Telephone	570.62	455.89	114.73	2,845.65	2,267.77	577.88	5,459.00
Total 5310-00 · Telephone	570.62	455.89	114.73	2,845.65	2,267.77	577.88	5,459.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	15.73	(15.73)	0.00	62.92	(62.92)	173.03
5480-00 · Mail - Fed Ex	0.00	45.45	(45.45)	69.24	281.80	(212.56)	599.97
5420-00 · Mail - USPS - Other	82.20	0.00	82.20	357.20	0.00	357.20	0.00
Total 5420-00 · Mail - USPS	82.20	61.18	21.02	426.44	344.72	81.72	773.00
5510-00 · Insurance/Bonding	201.93	176.56	25.37	946.81	824.03	122.78	2,060.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	85.79	0.00	85.79	110.65	177.14	(66.49)	201.31
5520-00 · Supplies - Other	94.79	247.49	(152.70)	739.19	1,156.26	(417.07)	2,888.69
Total 5520-00 · Supplies	180.58	247.49	(66.91)	849.84	1,333.40	(483.56)	3,090.00
5610-00 · Depreciation	20.19	101.51	(81.32)	101.75	449.43	(347.68)	1,160.00
5700-00 · Equipment Support & Maintenance	0.00	313.01	(313.01)	1,450.00	1,652.93	(202.93)	3,844.00
5710-00 · Taxes, Licenses & Fees	0.00	46.82	(46.82)	0.00	187.26	(187.26)	515.00
5740-00 · Equipment Rental/Leasing	0.00	173.66	(173.66)	902.45	844.38	58.07	2,060.00
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	2,000.00	(2,000.00)	4,811.00
5810-00 · Public Outreach	0.00	0.00	0.00	0.00	0.00	0.00	1,650.00
5815 · Training Video Series	0.00	2,000.00	(2,000.00)	0.00	4,000.00	(4,000.00)	8,631.00
5820 · Sales CRM/CMS	0.00	0.00	0.00	0.00	2,000.00	(2,000.00)	2,000.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	680.00	0.00	680.00	920.00	0.00	920.00	0.00
5921-00 · Professional Fees - Other	8,250.00	0.00	8,250.00	32,156.25	0.00	32,156.25	0.00
Total 5900-00 · Professional Fees	8,930.00	0.00	8,930.00	33,076.25	0.00	33,076.25	0.00
5940-00 · Research & Planning Membership	0.00	0.00	0.00	0.00	2,552.00	(2,552.00)	2,552.00
5941-00 · Research & Planning	0.00	0.00	0.00	0.00	2,000.00	(2,000.00)	4,698.00
6020-00 · Programs							
6016-00 · Special Event Partnership	2,000.00	2,500.00	(500.00)	14,500.00	5,000.00	9,500.00	50,000.00
6018-00 · Business Assoc. Grants	0.00	0.00	0.00	10,000.00	0.00	10,000.00	30,000.00
Total 6020-00 · Programs	2,000.00	2,500.00	(500.00)	24,500.00	5,000.00	19,500.00	80,000.00
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0.00	0.00	0.00	109,771.83	37,000.00	72,771.83	37,000.00
6421-01 · 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 · AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	22,000.00
6421-03 · Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00
6421-04 · Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-06 · Spartan	0.00	0.00	0.00	254,000.00	254,000.00	0.00	254,000.00
6421-07 · Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6421-08 · Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	40,000.00
6421-09 · Wanderlust	0.00	0.00	0.00	4,042.80	0.00	4,042.80	37,000.00
6421-10 · WinterWonderGrass - Tahoe	0.00	400.00	(400.00)	15,000.00	19,400.00	(4,400.00)	19,400.00
6421-13 · Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00
6421-14 · Tahoe Trail 100	0.00	0.00	0.00	5,000.00	0.00	5,000.00	0.00
6421-15 · Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Total 6420-01 · Sponsorships	0.00	400.00	(400.00)	387,814.63	310,400.00	77,414.63	472,400.00
6421-00 · New Event Development	979.13	900.00	79.13	1,064.13	12,600.00	(11,535.87)	17,600.00
6422-00 · Event Media							
6422-03 · Human Powered Sports Campaign	73.77	0.00	73.77	73.77	0.00	73.77	25,000.00
Total 6422-00 · Event Media	73.77	0.00	73.77	73.77	0.00	73.77	25,000.00
6424-00 · Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00
Total 6420-00 · Events	1,052.90	1,300.00	(247.10)	388,952.53	323,000.00	65,952.53	524,000.00

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

11 - Marketing

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
6490-00 · Classified Ads	0.00	0.00	0.00	50.00	0.00	50.00	0.00
6701-00 · Market Study Reports/Research	0.00	0.00	0.00	807.50	317.47	490.03	317.47
6730-00 · Marketing Cooperative/Media	52,333.33	52,333.33	0.00	425,772.65	425,772.65	0.00	1,301,821.00
6742-00 · Non-NLT Co-Op Marketing Program							
6015-00 · Cross Country	0.00	0.00	0.00	0.00	0.00	0.00	4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Other	1,479.94	5,000.00	(3,520.06)	8,876.88	35,000.00	(26,123.12)	80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	1,479.94	5,000.00	(3,520.06)	8,876.88	35,000.00	(26,123.12)	84,000.00
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	620.65	1,000.00	(379.35)	770.65	6,560.12	(5,789.47)	20,000.00
6743-03 · Touch Lake Tahoe	7,602.50	0.00	7,602.50	7,602.50	0.00	7,602.50	20,000.00
6743-04 · High Notes	0.00	0.00	0.00	0.00	3,000.00	(3,000.00)	20,000.00
6743-05 · Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00
Total 6743-00 · BACC Marketing Programs	8,223.15	1,000.00	7,223.15	8,373.15	9,560.12	(1,186.97)	80,000.00
8200-00 · Associate Relations	0.00	56.18	(56.18)	75.00	224.74	(149.74)	618.00
8500-00 · Credit Card Fees	0.00	0.00	0.00	45.00	0.00	45.00	0.00
8700-00 · Automobile Expenses	34.99	185.51	(150.52)	476.43	761.43	(285.00)	2,060.00
8750-00 · Meals/Meetings	84.57	325.21	(240.64)	521.72	1,328.53	(806.81)	3,605.00
8810-00 · Dues & Subscriptions	939.99	344.39	595.60	2,029.95	2,421.76	(391.81)	4,832.53
8910-00 · Travel	0.00	200.00	(200.00)	943.55	5,160.67	(4,217.12)	7,820.00
Total Expense	99,025.51	98,258.90	766.60	1,028,897.94	1,000,920.34	27,977.59	2,540,159.44
Net Ordinary Income	134,760.50	135,527.10	(766.60)	384,034.94	334,384.80	49,650.13	428,506.55
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	6.18			31.50			
Total Other Income	6.18			31.50			
Other Expense							
8990-00 · Allocated	34,097.88	35,295.29	(1,197.41)	172,004.31	173,808.41	(1,804.10)	428,506.50
Total Other Expense	34,097.88	35,295.29	(1,197.41)	172,004.31	173,808.41	(1,804.10)	428,506.50
Net Other Income	(34,091.70)	(35,295.29)	1,203.59	(171,972.81)	(173,808.41)	1,835.60	(428,506.50)
Net Income	100,668.80	100,231.81	436.98	212,062.13	160,576.39	51,485.73	0.05

North Lake Tahoe Resort Association Profit & Loss Budget Performance

30 - Conference

	Nov 17	Budget	\$ Over Bud...	Jul - Nov 17	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	23,238.33	23,238.33	0.00	105,008.98	105,008.98	0.00	294,689.00
4205-00 · Conference Dues	916.67	1,200.00	(283.33)	4,583.35	5,625.00	(1,041.65)	7,690.00
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0.00	817.03	(817.03)	1,780.00	5,622.94	(3,842.94)	8,951.95
4600-00 · Commissions - Other	(0.01)	6,139.51	(6,139.52)	45,889.61	71,321.27	(25,431.66)	92,115.05
Total 4600-00 · Commissions	(0.01)	6,956.54	(6,956.55)	47,669.61	76,944.21	(29,274.60)	101,067.00
Total Income	24,154.99	31,394.87	(7,239.88)	157,261.94	187,578.19	(30,316.25)	403,446.00
Gross Profit	24,154.99	31,394.87	(7,239.88)	157,261.94	187,578.19	(30,316.25)	403,446.00
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0.00	0.00	0.00	6,823.54	16,693.87	(9,870.33)	31,377.74
5020-00 · P/R - Tax Expense	1,000.61	783.58	217.03	5,666.27	6,540.88	(874.61)	14,996.89
5030-00 · P/R - Health Insurance Expense	1,316.87	1,153.37	163.50	7,133.33	6,674.53	458.80	15,811.17
5040-00 · P/R - Workmans Comp	150.40	166.01	(15.61)	648.35	678.15	(29.80)	1,104.71
5060-00 · 401 (k)	532.66	418.72	113.94	3,013.54	3,470.76	(457.22)	7,263.48
5070-00 · Other Benefits and Expenses	16.98	16.98	0.00	184.90	217.92	(33.02)	778.76
5000-00 · Salaries & Wages - Other	11,425.74	10,469.18	956.56	61,649.33	59,788.05	1,861.28	138,668.25
Total 5000-00 · Salaries & Wages	14,443.26	13,007.84	1,435.42	85,119.26	94,064.16	(8,944.90)	210,001.00
5100-00 · Rent							
5110-00 · Utilities	48.38	69.03	(20.65)	328.29	316.68	11.61	828.12
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	35.94	5.29	30.65	907.24
5150-00 · Office - Cleaning	84.62	84.62	0.00	570.02	570.40	(0.38)	1,155.04
5100-00 · Rent - Other	923.08	985.44	(62.36)	4,615.40	4,695.50	(80.10)	11,594.58
Total 5100-00 · Rent	1,056.08	1,139.09	(83.01)	5,549.65	5,587.87	(38.22)	14,484.98
5310-00 · Telephone							
5320-00 · Telephone	247.89	247.06	0.83	1,280.37	1,201.36	79.01	3,164.00
Total 5310-00 · Telephone	247.89	247.06	0.83	1,280.37	1,201.36	79.01	3,164.00
5420-00 · Mail - USPS	35.62	79.00	(43.38)	165.62	244.00	(78.38)	309.00
5510-00 · Insurance/Bonding	182.70	149.30	33.40	861.43	775.75	85.68	1,442.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00			72.99			139.62
5520-00 · Supplies - Other	26.21	15.15	11.06	158.19	193.75	(35.56)	370.38
Total 5520-00 · Supplies	26.21	15.15	11.06	231.18	193.75	37.43	510.00
5610-00 · Depreciation	8.75	10.91	(2.16)	45.91	95.77	(49.86)	249.00
5700-00 · Equipment Support & Maintenance	0.00	40.00	(40.00)	1,029.99	492.12	537.87	1,100.00
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	154.27	(154.27)	206.00
5740-00 · Equipment Rental/Leasing	0.00	144.26	(144.26)	521.12	673.75	(152.63)	1,660.00
5830-00 · Commission Due to Third Party	0.00			765.00			
6730-00 · Marketing Cooperative/Media	9,166.67	9,166.67	0.00	45,833.35	45,833.35	0.00	110,000.00
8200-00 · Associate Relations	0.00	46.82	(46.82)	0.00	187.28	(187.28)	515.00
8500-00 · Credit Card Fees	90.00			90.00			
8700-00 · Automobile Expenses	0.00	0.00	0.00	0.00	147.96	(147.96)	412.00
8750-00 · Meals/Meetings	0.00	0.00	0.00	0.00	0.00	0.00	350.00
8810-00 · Dues & Subscriptions	0.00	0.00	0.00	0.00	340.00	(340.00)	809.00
Total Expense	25,257.18	24,046.10	1,211.08	141,492.88	149,991.39	(8,498.51)	345,211.98
Net Ordinary Income	(1,102.19)	7,348.77	(8,450.96)	15,769.06	37,586.80	(21,817.74)	58,234.02
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,634.18	4,667.20	(33.02)	23,376.77	24,526.50	(1,149.73)	58,234.00
Total Other Expense	4,634.18	4,667.20	(33.02)	23,376.77	24,526.50	(1,149.73)	58,234.00
Net Other Income	(4,634.18)	(4,667.20)	33.02	(23,376.77)	(24,526.50)	1,149.73	(58,234.00)
Net Income	(5,736.37)	2,681.57	(8,417.94)	(7,607.71)	13,060.30	(20,668.01)	0.02

North Lake Tahoe Resort Association Profit & Loss Budget Performance

41 - Transportation

	Nov 17	Budget	\$ Over Bud...	Jul - Nov 17	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	3,017.33	3,017.33	0.00	25,515.32	25,515.32	0.00	31,048.00
Total Income	3,017.33	3,017.33	0.00	25,515.32	25,515.32	0.00	31,048.00
Gross Profit	3,017.33	3,017.33	0.00	25,515.32	25,515.32	0.00	31,048.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	58.76	102.10	(43.34)	1,099.87	561.56	538.31	1,327.31
5030-00 · P/R - Health Insurance Expense	14.91	95.17	(80.26)	176.85	523.47	(346.62)	1,237.25
5040-00 · P/R - Workmans Comp	6.19	3.95	2.24	88.15	21.71	66.44	51.31
5060-00 · 401 (k)	30.90	47.82	(16.92)	579.22	262.98	316.24	621.60
5070-00 · Other Benefits and Expenses	0.85	1.32	(0.47)	14.86	7.27	7.59	17.18
5000-00 · Salaries & Wages - Other	864.80	503.27	361.53	7,158.41	10,395.42	(3,237.01)	14,305.34
Total 5000-00 · Salaries & Wages	976.41	753.63	222.78	9,117.36	11,772.41	(2,655.05)	17,559.99
5100-00 · Rent							
5110-00 · Utilities	2.43	3.66	(1.23)	56.22	49.64	6.58	75.20
5140-00 · Repairs & Maintenance	0.00	0.00	0.00	1.80	0.00	1.80	115.82
5150-00 · Office - Cleaning	4.23	5.27	(1.04)	101.46	61.08	40.38	97.98
5100-00 · Rent - Other	46.15	52.87	(6.72)	553.83	551.86	1.97	921.99
Total 5100-00 · Rent	52.81	61.80	(8.99)	713.31	662.58	50.73	1,210.99
5310-00 · Telephone							
5320-00 · Telephone	25.10	9.77	15.33	395.73	216.56	179.17	285.00
Total 5310-00 · Telephone	25.10	9.77	15.33	395.73	216.56	179.17	285.00
5420-00 · Mail - USPS	2.74	0.00	2.74	47.74	50.00	(2.26)	50.00
5510-00 · Insurance/Bonding	7.52	21.85	(14.33)	40.18	106.00	(65.82)	259.00
5520-00 · Supplies	1.32	12.51	(11.19)	22.93	56.01	(33.08)	309.00
5610-00 · Depreciation	0.63	37.71	(37.08)	9.24	162.03	(152.79)	426.00
5700-00 · Equipment Support & Maintenance	0.00	33.50	(33.50)	126.75	139.00	(12.25)	494.00
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	94.93	(94.93)	124.00
5740-00 · Equipment Rental/Leasing	0.00	19.79	(19.79)	242.79	191.51	51.28	330.00
5940-00 · Research & Planning Membership	0.00	0.00	0.00	3,000.00	406.00	2,594.00	406.00
5941-00 · Research & Planning	0.00	144.91	(144.91)	1,891.25	954.64	936.61	1,969.00
8500-00 · Credit Card Fees	4.50	0.00	4.50	4.50	0.00	4.50	0.00
8700-00 · Automobile Expenses	3.10	0.00	3.10	62.41	0.00	62.41	0.00
8750-00 · Meals/Meetings	13.35	0.00	13.35	67.25	0.00	67.25	0.00
8810-00 · Dues & Subscriptions	0.00	280.91	(280.91)	2.25	1,123.64	(1,121.39)	3,144.00
Total Expense	1,087.48	1,376.38	(288.90)	15,743.69	15,935.31	(191.62)	26,566.98
Net Ordinary Income	1,929.85	1,640.95	288.90	9,771.63	9,580.01	191.62	4,481.02
Other Income/Expense							
Other Expense							
8990-00 · Allocated	356.66	65.71	290.95	1,799.14	3,941.24	(2,142.10)	4,481.00
Total Other Expense	356.66	65.71	290.95	1,799.14	3,941.24	(2,142.10)	4,481.00
Net Other Income	(356.66)	(65.71)	(290.95)	(1,799.14)	(3,941.24)	2,142.10	(4,481.00)
Net Income	1,573.19	1,575.24	(2.05)	7,972.49	5,638.77	2,333.72	0.02

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	Nov 17	Budget	\$ Over Bud...	Jul - Nov 17	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	31,019.83	31,019.83	0.00	147,178.55	147,178.55	0.00	401,760.00
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	560.45	200.00	360.45	7,287.45	5,600.00	1,687.45	7,000.00
46000 · Merchandise Sales - Other	3,500.84	3,821.21	(320.37)	43,316.08	42,004.07	1,312.01	92,000.00
Total 46000 · Merchandise Sales	4,061.29	4,021.21	40.08	50,603.53	47,604.07	2,999.46	99,000.00
Total Income	35,081.12	35,041.04	40.08	197,782.08	194,782.62	2,999.46	500,760.00
Gross Profit	35,081.12	35,041.04	40.08	197,782.08	194,782.62	2,999.46	500,760.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	767.01	1,324.16	(557.15)	7,091.02	8,896.67	(1,805.65)	19,634.76
5030-00 · P/R - Health Insurance Expense	1,916.56	2,135.01	(218.45)	9,222.23	11,742.55	(2,520.32)	27,755.13
5040-00 · P/R - Workmans Comp	168.09	66.24	101.84	724.61	364.35	360.25	861.21
5060-00 · 401 (k)	413.69	544.98	(131.29)	3,116.16	2,997.42	118.73	7,084.82
5070-00 · Other Benefits and Expenses	50.47	47.43	3.03	251.88	260.90	(9.02)	616.69
5000-00 · Salaries & Wages - Other	11,313.75	12,249.08	(935.33)	73,413.44	80,817.96	(7,404.52)	179,410.09
Total 5000-00 · Salaries & Wages	14,629.57	16,366.92	(1,737.35)	93,819.34	105,079.86	(11,260.52)	235,362.70
5100-00 · Rent							
5110-00 · Utilities	501.95	617.33	(115.38)	2,579.14	2,989.33	(410.19)	7,310.65
5140-00 · Repairs & Maintenance	0.00	157.39	(157.39)	109.00	629.57	(520.57)	1,731.33
5150-00 · Office - Cleaning	42.31	197.12	(154.81)	285.01	838.48	(553.47)	2,218.33
5100-00 · Rent - Other	6,611.54	7,640.05	(1,028.51)	32,457.70	36,650.33	(4,192.63)	90,130.29
Total 5100-00 · Rent	7,155.80	8,611.89	(1,456.09)	35,430.85	41,107.72	(5,676.87)	101,390.62
5310-00 · Telephone							
5320-00 · Telephone	323.26	296.79	26.46	1,521.96	1,527.46	(5.50)	3,789.00
Total 5310-00 · Telephone	323.26	296.79	26.46	1,521.96	1,527.46	(5.50)	3,789.00
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0.00	51.91	(51.91)	0.00	249.17	(249.17)	612.54
5480-00 · Mail - Fed Ex	0.00	1.36	(1.36)	51.30	55.44	(4.14)	64.60
5420-00 · Mail - USPS - Other	35.62	27.04	8.58	165.62	108.16	57.46	297.44
Total 5420-00 · Mail - USPS	35.62	80.31	(44.69)	216.92	412.77	(195.85)	974.58
5510-00 · Insurance/Bonding	240.39	173.18	67.21	1,133.45	847.70	285.75	2,059.80
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	81.82	(81.82)	759.95	327.28	432.67	993.04
5520-00 · Supplies - Other	225.55	264.78	(39.23)	1,578.28	1,366.50	211.78	3,219.96
Total 5520-00 · Supplies	225.55	346.60	(121.05)	2,338.23	1,693.78	644.45	4,213.00
5610-00 · Depreciation	126.70	92.34	34.36	635.66	402.63	233.03	1,049.01
5700-00 · Equipment Support & Maintenance	0.00	171.18	(171.18)	1,185.00	964.72	220.28	2,313.00
5710-00 · Taxes, Licenses & Fees	0.00	28.09	(28.09)	15.00	112.36	(97.36)	308.99
5740-00 · Equipment Rental/Leasing	19.53	522.97	(503.44)	825.05	2,445.24	(1,620.19)	6,106.00
5800-00 · Training Seminars	0.00	53.64	(53.64)	0.00	214.56	(214.56)	590.00
5815 · Training Video Series	0.00			408.00			5,000.00
5850-00 · Artist of Month - Commissions	1,697.15	227.27	1,469.88	2,588.90	909.08	1,679.82	2,500.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program	0.00	0.00	0.00	600.00	0.00	600.00	0.00
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	73.80	179.64	(105.84)	519.12	868.56	(349.44)	2,126.04
52500 · Purchase Discounts	0.00	(118.61)	118.61	(620.80)	(474.44)	(146.36)	(1,304.71)
59900 · POS Inventory Adjustments	394.58	103.14	291.44	472.25	487.56	(15.31)	1,209.54
8100-00 · Cost of Goods Sold - Other	2,350.39	1,869.07	481.32	24,940.73	22,304.91	2,635.82	47,769.13
Total 8100-00 · Cost of Goods Sold	2,818.77	2,033.24	785.53	25,311.30	23,186.59	2,124.71	49,800.00
8200-00 · Associate Relations	0.00	36.25	(36.25)	234.77	437.54	(202.77)	635.00
8500-00 · Credit Card Fees	224.51	284.97	(60.46)	1,616.62	1,683.73	(67.11)	3,487.00
8700-00 · Automobile Expenses	35.85	379.55	(343.70)	324.75	757.88	(433.13)	1,236.00
8750-00 · Meals/Meetings	64.86	143.59	(78.73)	207.75	308.45	(100.70)	1,187.00
8810-00 · Dues & Subscriptions	49.99	49.99	0.00	249.95	249.95	0.00	1,133.00
8910-00 · Travel	0.00	213.48	(213.48)	0.00	213.48	(213.48)	345.00
Total Expense	27,647.55	30,112.26	(2,464.71)	168,663.50	182,555.50	(13,892.00)	428,479.70
Net Ordinary Income	7,433.57	4,928.77	2,504.79	29,118.58	12,227.11	16,891.46	72,280.29
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,751.61	5,898.64	(147.03)	29,013.59	29,703.32	(689.73)	72,280.99
Total Other Expense	5,751.61	5,898.64	(147.03)	29,013.59	29,703.32	(689.73)	72,280.99

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Accrual Basis

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	<u>Nov 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul - Nov 17</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Net Other Income	(5,751.61)	(5,898.64)	147.03	(29,013.59)	(29,703.32)	689.73	(72,280.99)
Net Income	<u>1,681.96</u>	<u>(969.86)</u>	<u>2,651.82</u>	<u>104.99</u>	<u>(17,476.20)</u>	<u>17,581.19</u>	<u>(0.69)</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

50 - Infrastructure

	Nov 17	Budget	\$ Over Bud...	Jul - Nov 17	YTD Budget	\$ Over Bud...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	5,521.50	5,521.50	0.00	35,520.00	35,520.00	0.00	51,437.00
Total Income	5,521.50	5,521.50	0.00	35,520.00	35,520.00	0.00	51,437.00
Gross Profit	5,521.50	5,521.50	0.00	35,520.00	35,520.00	0.00	51,437.00
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	146.96	188.17	(41.21)	1,496.78	1,034.95	461.83	2,446.23
5030-00 · P/R - Health Insurance Expense	37.26	211.45	(174.19)	263.29	1,162.95	(899.66)	2,748.80
5040-00 · P/R - Workmans Comp	18.84	8.50	10.34	126.10	46.74	79.36	110.48
5060-00 · 401 (k)	77.28	97.48	(20.20)	787.93	536.16	251.77	1,267.27
5070-00 · Other Benefits and Expenses	2.12	2.80	(0.68)	18.65	15.39	3.26	36.39
5000-00 · Salaries & Wages - Other	2,161.98	1,777.23	384.75	12,926.67	15,870.19	(2,943.52)	29,334.80
Total 5000-00 · Salaries & Wages	2,444.44	2,285.63	158.81	15,619.42	18,666.38	(3,046.96)	35,943.97
5100-00 · Rent							
5110-00 · Utilities	6.05	9.79	(3.74)	92.66	74.16	18.50	142.65
5140-00 · Repairs & Maintenance	0.00	19.97	(19.97)	4.49	79.88	(75.39)	219.69
5150-00 · Office - Cleaning	10.58	13.26	(2.68)	128.59	93.04	35.55	185.85
5100-00 · Rent - Other	115.38	128.04	(12.66)	830.75	852.54	(21.79)	1,748.81
Total 5100-00 · Rent	132.01	171.06	(39.05)	1,056.49	1,099.62	(43.13)	2,297.00
5310-00 · Telephone							
5320-00 · Telephone	115.06	35.77	79.29	686.54	320.56	365.98	571.00
Total 5310-00 · Telephone	115.06	35.77	79.29	686.54	320.56	365.98	571.00
5420-00 · Mail - USPS	13.70	0.00	13.70	78.70	50.00	28.70	50.00
5510-00 · Insurance/Bonding	20.14	21.85	(1.71)	97.84	106.00	(8.16)	259.00
5520-00 · Supplies	3.28	27.39	(24.11)	40.49	117.26	(76.77)	309.00
5610-00 · Depreciation	3.49	37.71	(34.22)	20.68	162.03	(141.35)	426.00
5700-00 · Equipment Support & Maintenance	0.00	56.73	(56.73)	126.75	282.92	(156.17)	680.00
5710-00 · Taxes, Licenses & Fees	0.00	34.82	(34.82)	0.00	139.28	(139.28)	473.00
5740-00 · Equipment Rental/Leasing	0.00	127.79	(127.79)	568.14	623.51	(55.37)	2,223.00
5940-00 · Research & Planning Membership	0.00	0.00	0.00	0.00	406.00	(406.00)	406.00
5941-00 · Research & Planning	0.00	0.00	0.00	375.00	375.00	0.00	375.00
8500-00 · Credit Card Fees	10.13	0.00	10.13	10.13	0.00	10.13	0.00
8700-00 · Automobile Expenses	7.76	0.00	7.76	103.99	0.00	103.99	0.00
8750-00 · Meals/Meetings	3.38	0.00	3.38	18.14	0.00	18.14	0.00
8810-00 · Dues & Subscriptions	0.00	0.00	0.00	2.25	0.00	2.25	0.00
Total Expense	2,753.39	2,798.75	(45.36)	18,804.56	22,348.56	(3,544.00)	44,012.97
Net Ordinary Income	2,768.11	2,722.75	45.36	16,715.44	13,171.44	3,544.00	7,424.03
Other Income/Expense							
Other Expense							
8990-00 · Allocated	590.60	317.66	272.94	2,979.25	5,068.19	(2,088.94)	7,424.00
Total Other Expense	590.60	317.66	272.94	2,979.25	5,068.19	(2,088.94)	7,424.00
Net Other Income	(590.60)	(317.66)	(272.94)	(2,979.25)	(5,068.19)	2,088.94	(7,424.00)
Net Income	2,177.51	2,405.09	(227.58)	13,736.19	8,103.25	5,632.94	0.03

North Lake Tahoe Resort Association Profit & Loss Budget Performance

60 - Membership

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues	11,215.17	11,000.00	215.17	57,039.73	55,000.00	2,039.73	150,000.00
4201-00 · New Member Fees	0.00	0.00	0.00	75.00	75.00	0.00	75.00
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							12,000.00
4250-04 · Silent Auction	0.00			0.00			6,500.00
4250-05 · Sponsorships	0.00			0.00			22,500.00
4250-01 · Community Awards - Other	0.00			0.00			
Total 4250-01 · Community Awards	0.00			0.00			41,000.00
4250-02 · Chamber Events	53.00	0.00	53.00	53.00	0.00	53.00	12,725.00
4250-03 · Summer/Winter Rec Luncheon	0.00	0.00	0.00	3,409.44	4,300.00	(890.56)	7,300.00
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
4251-00 · Tues AM Breakfast Club - Other	404.86	750.00	(345.14)	1,369.40	3,000.00	(1,630.60)	8,250.00
Total 4251-00 · Tues AM Breakfast Club	404.86	750.00	(345.14)	1,369.40	3,000.00	(1,630.60)	10,250.00
4250-00 · Revenues-Membership Activities - Other	0.00	175.00	(175.00)	1,119.95	700.00	419.95	1,925.00
Total 4250-00 · Revenues-Membership Activities	457.86	925.00	(467.14)	5,951.79	8,000.00	(2,048.21)	73,200.00
Total Income	11,673.03	11,925.00	(251.97)	63,066.52	63,075.00	(8.48)	223,275.00
Gross Profit	11,673.03	11,925.00	(251.97)	63,066.52	63,075.00	(8.48)	223,275.00
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375.00)	(1,375.00)	0.00	(6,875.00)	(6,875.00)	0.00	(16,500.00)
5020-00 · P/R - Tax Expense	491.14	525.00	(33.86)	2,794.82	2,915.00	(120.18)	6,852.50
5030-00 · P/R - Health Insurance Expense	878.98	950.00	(71.02)	5,424.50	5,490.39	(65.89)	12,990.39
5040-00 · P/R - Workmans Comp	70.78	75.00	(4.22)	293.52	405.00	(111.48)	930.00
5060-00 · 401 (k)	215.90	320.00	(104.10)	1,275.21	1,385.00	(109.79)	3,785.00
5070-00 · Other Benefits and Expenses	21.89	93.00	(71.11)	79.45	193.00	(113.55)	844.00
5000-00 · Salaries & Wages - Other	7,611.06	7,800.00	(188.94)	38,791.54	39,050.00	(258.46)	97,550.00
Total 5000-00 · Salaries & Wages	7,914.75	8,388.00	(473.25)	41,784.04	42,563.39	(779.35)	106,451.89
5100-00 · Rent							
5110-00 · Utilities	37.50	50.00	(12.50)	240.57	250.00	(9.43)	600.00
5140-00 · Repairs & Maintenance	0.00	55.00	(55.00)	27.86	220.00	(192.14)	605.00
5150-00 · Office - Cleaning	65.58	75.00	(9.42)	426.12	460.00	(33.88)	1,090.00
5100-00 · Rent - Other	798.38	725.00	73.38	3,913.67	3,625.00	288.67	8,700.00
Total 5100-00 · Rent	901.46	905.00	(3.54)	4,608.22	4,555.00	53.22	10,995.00
5310-00 · Telephone							
5320-00 · Telephone	245.88	219.00	26.88	1,255.75	1,156.00	99.75	2,686.00
Total 5310-00 · Telephone	245.88	219.00	26.88	1,255.75	1,156.00	99.75	2,686.00
5420-00 · Mail - USPS	21.92	50.00	(28.08)	101.92	250.00	(148.08)	1,000.00
5510-00 · Insurance/Bonding	76.92	55.00	21.92	365.33	360.00	5.33	745.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	72.99	0.00	72.99	750.00
5520-00 · Supplies - Other	56.30	100.00	(43.70)	277.61	515.00	(237.39)	1,250.00
Total 5520-00 · Supplies	56.30	100.00	(43.70)	350.60	515.00	(164.40)	2,000.00
5610-00 · Depreciation	5.29	15.00	(9.71)	27.88	75.00	(47.12)	180.00
5700-00 · Equipment Support & Maintenance	0.00	55.00	(55.00)	539.25	940.00	(400.75)	1,325.00
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	50.00	(50.00)	200.00
5740-00 · Equipment Rental/Leasing	0.00	250.00	(250.00)	765.37	1,240.00	(474.63)	2,990.00
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	18,500.00
6435-00 · Shop Local Event	50.95			50.95			
6436-00 · Membership - Wnt/Sum Rec Lunch	150.00	0.00	150.00	2,716.40	2,760.00	(43.60)	4,185.00
6437-00 · Tuesday Morning Breakfast Club	607.50	650.00	(42.50)	1,809.00	2,600.00	(791.00)	7,150.00
6442-00 · Public Relations/Website	291.69	280.00	11.69	1,398.45	1,400.00	(1.55)	8,465.00
6444-00 · Trades	255.00	0.00	255.00	835.00	855.00	(20.00)	2,130.00
6423-00 · Membership Activities - Other	0.00	75.00	(75.00)	16.55	225.00	(208.45)	750.00
Total 6423-00 · Membership Activities	1,355.14	1,005.00	350.14	6,826.35	7,840.00	(1,013.65)	41,180.00
8200-00 · Associate Relations	0.00	25.00	(25.00)	0.00	100.00	(100.00)	275.00
8500-00 · Credit Card Fees	163.16	195.00	(31.84)	871.11	915.00	(43.89)	2,580.00
8700-00 · Automobile Expenses	118.40	75.00	43.40	402.83	375.00	27.83	1,025.00
8750-00 · Meals/Meetings	0.00	40.00	(40.00)	0.00	160.00	(160.00)	440.00
8810-00 · Dues & Subscriptions	6.00	50.00	(44.00)	276.67	415.00	(138.33)	765.00
8920-00 · Bad Debt	1,106.00	585.00	521.00	7,993.00	6,205.00	1,788.00	10,681.00
Total Expense	11,971.22	12,012.00	(40.78)	66,168.32	67,714.39	(1,546.07)	186,768.89
Net Ordinary Income	(298.19)	(87.00)	(211.19)	(3,101.80)	(4,639.39)	1,537.59	36,506.11
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,507.16	2,436.85	70.31	12,647.17	13,887.88	(1,240.71)	31,506.99
Total Other Expense	2,507.16	2,436.85	70.31	12,647.17	13,887.88	(1,240.71)	31,506.99
Net Other Income	(2,507.16)	(2,436.85)	(70.31)	(12,647.17)	(13,887.88)	1,240.71	(31,506.99)
Net Income	(2,805.35)	(2,523.85)	(281.50)	(15,748.97)	(18,527.27)	648.30	4,999.12

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

70 - Administration

	Nov 17	Budget	\$ Over Budget	Jul - Nov 17	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,093.24	2,561.13	(467.89)	11,750.86	14,086.18	(2,335.32)	33,294.63
5030-00 · P/R - Health Insurance Expense	1,005.77	2,586.03	(1,580.26)	5,548.51	14,223.19	(8,674.68)	33,618.44
5040-00 · P/R - Workmans Comp	240.38	153.63	86.75	964.68	844.94	119.74	1,997.15
5060-00 · 401 (k)	846.52	438.48	408.04	3,736.55	2,411.65	1,324.90	5,700.26
5070-00 · Other Benefits and Expenses	42.32	97.89	(55.57)	199.22	538.36	(339.14)	1,272.51
5000-00 · Salaries & Wages - Other	31,018.33	30,435.85	582.48	159,063.31	154,684.89	4,378.42	395,665.55
Total 5000-00 · Salaries & Wages	35,246.56	36,273.01	(1,026.45)	181,263.13	186,789.21	(5,526.08)	471,548.54
5100-00 · Rent							
5110-00 · Utilities	99.19	116.94	(17.75)	616.79	587.76	29.03	1,406.34
5140-00 · Repairs & Maintenance	366.67	374.64	(7.97)	585.06	1,648.56	(1,063.50)	4,271.03
5150-00 · Office - Cleaning	173.45	170.52	2.93	1,053.81	837.08	216.73	2,030.77
5100-00 · Rent - Other	2,165.32	1,807.20	358.12	10,318.90	8,361.49	1,957.41	21,011.57
Total 5100-00 · Rent	2,804.63	2,469.30	335.33	12,574.56	11,434.89	1,139.67	28,719.71
5310-00 · Telephone							
5320-00 · Telephone	779.99	1,088.15	(308.16)	3,696.19	4,993.91	(1,297.72)	12,611.00
5350-00 · Internet	0.00			25.00			
Total 5310-00 · Telephone	779.99	1,088.15	(308.16)	3,721.19	4,993.91	(1,272.72)	12,611.00
5420-00 · Mail - USPS	82.20	42.82	39.38	366.20	421.28	(55.08)	721.00
5510-00 · Insurance/Bonding	231.97	146.78	85.19	1,088.76	723.50	365.26	1,751.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	53.61	0.00	53.61	53.61	1,000.00	(946.39)	2,000.00
5520-00 · Supplies - Other	377.43	420.87	(43.44)	1,893.19	2,263.88	(370.69)	5,210.00
Total 5520-00 · Supplies	431.04	420.87	10.17	1,946.80	3,263.88	(1,317.08)	7,210.00
5610-00 · Depreciation	51.30	175.67	(124.37)	257.30	788.32	(531.02)	2,018.00
5700-00 · Equipment Support & Maintenance	83.33	310.91	(227.58)	1,713.90	1,663.64	50.26	3,840.00
5710-00 · Taxes, Licenses & Fees	2,209.34	666.64	1,542.70	5,784.05	3,573.49	2,210.56	8,240.00
5740-00 · Equipment Rental/Leasing	0.00	218.45	(218.45)	1,101.53	1,045.81	55.72	2,575.00
5800-00 · Training Seminars	694.96	3,000.00	(2,305.04)	2,143.96	3,000.00	(856.04)	6,180.00
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	900.00	1,000.00	(100.00)	4,900.00	3,000.00	1,900.00	10,000.00
5920-00 · Professional Fees - Accountant	4,000.00	0.00	4,000.00	16,715.00	20,000.00	(3,285.00)	22,000.00
5921-00 · Professional Fees - Other	0.00	1,000.00	(1,000.00)	0.00	2,000.00	(2,000.00)	3,750.00
Total 5900-00 · Professional Fees	4,900.00	2,000.00	2,900.00	21,615.00	25,000.00	(3,385.00)	35,750.00
6490-00 · Classified Ads	0.00	70.27	(70.27)	0.00	281.08	(281.08)	773.00
6701-00 · Market Study Reports/Research	0.00	70.27	(70.27)	0.00	281.08	(281.08)	773.00
8200-00 · Associate Relations	50.00	206.00	(156.00)	174.47	824.00	(649.53)	2,265.60
8300-00 · Board Functions	76.28	858.27	(781.99)	5,730.43	3,880.13	1,850.30	9,887.51
8500-00 · Credit Card Fees	115.37	0.00	115.37	115.37	47.94	67.43	0.00
8700-00 · Automobile Expenses	38.38	93.64	(55.26)	520.87	374.56	146.31	1,029.55
8750-00 · Meals/Meetings	8.77	125.09	(116.32)	388.38	515.36	(126.98)	1,391.00
8810-00 · Dues & Subscriptions	133.97	126.85	7.12	1,314.33	760.08	554.25	1,648.00
8910-00 · Travel	0.00	318.36	(318.36)	0.00	1,273.44	(1,273.44)	3,501.60
Total Expense	47,938.09	48,681.35	(743.26)	241,820.23	250,935.60	(9,115.37)	602,433.51
Net Ordinary Income	(47,938.09)	(48,681.35)	743.26	(241,820.23)	(250,935.60)	9,115.37	(602,433.51)
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	16.49			84.08			
Total Other Income	16.49			84.08			
Other Expense							
8990-00 · Allocated	(47,938.09)	(48,681.35)	743.26	(241,820.23)	(250,935.60)	9,115.37	(602,433.51)
Total Other Expense	(47,938.09)	(48,681.35)	743.26	(241,820.23)	(250,935.60)	9,115.37	(602,433.51)
Net Other Income	47,954.58	48,681.35	(726.77)	241,904.31	250,935.60	(9,031.29)	602,433.51
Net Income	16.49	0.00	16.49	84.08	0.00	84.08	0.00

North Lake Tahoe Resort Association
Profit & Loss Budget Overview

July 2017 through June 2018

Accrual Basis

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administration	TOTAL
	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18
Ordinary Income/Expense								
Income								
4050-00 - County of Placer TOT Funding	2,968,666.00	294,689.00	31,048.00	401,760.00	51,437.00			3,747,600.00
4200-00 - Membership Dues		0.00				150,000.00		150,000.00
4201-00 - New Member Fees						75.00		75.00
4205-00 - Conference Dues		7,690.00				0.00		7,690.00
4250-00 - Revenues-Membership Activities								
4250-01 - Community Awards								
4250-04 - Silent Auction						12,000.00		12,000.00
4250-05 - Sponsorships						6,500.00		6,500.00
4250-01 - Community Awards - Other						22,500.00		22,500.00
Total 4250-01 - Community Awards						41,000.00		41,000.00
4250-02 - Chamber Events						12,725.00		12,725.00
4250-03 - Summer/Winter Rec Luncheon						7,300.00		7,300.00
4251-00 - Tues AM Breakfast Club								
4251-01 - Tues AM Breakfast Club Sponsors						2,000.00		2,000.00
4251-00 - Tues AM Breakfast Club - Other						8,250.00		8,250.00
Total 4251-00 - Tues AM Breakfast Club						10,250.00		10,250.00
4250-00 - Revenues-Membership Activities - Other	0.00					1,925.00		1,925.00
Total 4250-00 - Revenues-Membership Activities	0.00					73,200.00		73,200.00
4600-00 - Commissions								
4601-00 - Commissions - South Shore		8,951.95						8,951.95
4600-00 - Commissions - Other		92,115.05						92,115.05
Total 4600-00 - Commissions		101,067.00						101,067.00
46000 - Merchandise Sales								
4502-00 - Non-Retail VIC Income				7,000.00				7,000.00
46000 - Merchandise Sales - Other				92,000.00				92,000.00
Total 46000 - Merchandise Sales				99,000.00				99,000.00
Total Income	2,968,666.00	403,446.00	31,048.00	500,760.00	51,437.00	223,275.00		4,178,632.00
Gross Profit	2,968,666.00	403,446.00	31,048.00	500,760.00	51,437.00	223,275.00		4,178,632.00
Expense								
5000-00 - Salaries & Wages								
5000-01 - In-Market Administration	16,500.00		0.00			(16,500.00)		0.00
5010-00 - Sales Commissions	0.00	31,377.74						31,377.74
5020-00 - P/R - Tax Expense	27,901.94	14,996.89	1,327.31	19,634.76	2,446.23	6,852.50	33,294.63	106,454.26
5030-00 - P/R - Health Insurance Expense	29,839.64	15,811.17	1,237.25	27,755.13	2,748.80	12,990.39	33,618.44	124,000.82
5040-00 - P/R - Workmans Comp	1,270.75	1,104.71	51.31	881.21	110.48	930.00	1,997.15	6,325.62
5060-00 - 401 (k)	10,469.66	7,263.48	621.60	7,084.82	1,267.27	3,785.00	5,700.26	36,212.09
5070-00 - Other Benefits and Expenses	1,977.08	778.76	17.18	616.69	36.39	844.00		5,542.61
5000-00 - Salaries & Wages - Other	290,834.34	138,668.25	14,305.34	179,410.09	29,334.80	97,550.00	395,665.55	1,145,768.37
Total 5000-00 - Salaries & Wages	378,813.44	210,001.00	17,559.99	235,362.70	35,943.97	106,451.89	471,548.54	1,455,681.53
5100-00 - Rent								
5110-00 - Utilities	1,650.09	828.12	75.20	7,310.65	142.85	600.00	1,406.34	12,013.05
5140-00 - Repairs & Maintenance	1,749.82	907.24	115.82	1,731.33	219.69	605.00	4,271.03	9,599.93
5150-00 - Office - Cleaning	2,309.95	1,155.04	97.98	2,218.33	185.85	1,090.00	2,030.77	9,087.92
5100-00 - Rent - Other	23,259.14	11,594.58	921.99	90,130.29	1,748.81	8,700.00	21,011.57	157,366.38
Total 5100-00 - Rent	28,969.00	14,484.98	1,210.99	101,390.62	2,297.00	10,995.00	28,719.71	188,067.30
5310-00 - Telephone								
5320-00 - Telephone	5,459.00	3,164.00	285.00	3,789.00	571.00	2,686.00	12,611.00	28,565.00
Total 5310-00 - Telephone	5,459.00	3,164.00	285.00	3,789.00	571.00	2,686.00	12,611.00	28,565.00
5420-00 - Mail - USPS								
5470-00 - Mail - UPS	173.03	0.00	0.00	612.54	0.00	0.00	0.00	785.57
5480-00 - Mail - Fed Ex	599.97	0.00		64.60				664.57
5420-00 - Mail - USPS - Other	0.00	309.00	50.00	297.44	50.00	1,000.00	721.00	2,427.44
Total 5420-00 - Mail - USPS	773.00	309.00	50.00	974.58	50.00	1,000.00	721.00	3,877.58
5510-00 - Insurance/Bonding	2,060.00	1,442.00	259.00	2,059.80	259.00	745.00	1,751.00	8,575.80
5520-00 - Supplies								
5525-00 - Supplies - Computer <\$1000	201.31	139.62	0.00	993.04	0.00	750.00	2,000.00	4,083.97
5520-00 - Supplies - Other	2,888.69	370.38	309.00	3,219.96	309.00	1,250.00	5,210.00	13,557.03
Total 5520-00 - Supplies	3,090.00	510.00	309.00	4,213.00	309.00	2,000.00	7,210.00	17,641.00
5610-00 - Depreciation	1,160.00	249.00	426.00	1,049.01	426.00	180.00	2,018.00	5,508.01
5700-00 - Equipment Support & Maintenance	3,844.00	1,100.00	494.00	2,313.00	680.00	1,325.00	3,840.00	13,596.00
5710-00 - Taxes, Licenses & Fees	515.00	206.00	124.00	308.99	473.00	200.00	8,240.00	10,066.99
5740-00 - Equipment Rental/Leasing	2,060.00	1,660.00	330.00	6,106.00	2,223.00	2,990.00	2,575.00	17,944.00
5800-00 - Training Seminars	4,811.00			590.00		1,250.00	6,180.00	12,831.00
5810-00 - Public Outreach	1,650.00						0.00	1,650.00
5815 - Training Video Series	8,631.00			5,000.00				13,631.00
5820 - Sales CRM/CMS	2,000.00							2,000.00
5850-00 - Artist of Month - Commissions				2,500.00				2,500.00
5900-00 - Professional Fees								
5910-00 - Professional Fees - Attorneys							10,000.00	10,000.00
5920-00 - Professional Fees - Accountant	0.00				0.00		22,000.00	22,000.00
5921-00 - Professional Fees - Other							3,750.00	3,750.00
Total 5900-00 - Professional Fees	0.00				0.00		35,750.00	35,750.00
5940-00 - Research & Planning Membership	2,552.00		406.00		406.00			3,364.00
5941-00 - Research & Planning	4,698.00		1,969.00		375.00			7,042.00
6020-00 - Programs								
6016-00 - Special Event Partnership	50,000.00							50,000.00
6018-00 - Business Assoc. Grants	30,000.00							30,000.00
Total 6020-00 - Programs	80,000.00							80,000.00
6420-00 - Events								
6420-01 - Sponsorships								
6023-00 - Autumn Food & Wine	37,000.00							37,000.00
6421-01 - 4th of July Fireworks	20,000.00							20,000.00
6421-02 - AMGEN Tour of California	22,000.00							22,000.00
6421-03 - Barcelona Soccer	3,000.00							3,000.00
6421-04 - Broken Arrow Skyrace	15,000.00							15,000.00
6421-06 - Spartan	254,000.00							254,000.00
6421-07 - Tahoe Lacrosse Tournament	5,000.00							5,000.00
6421-08 - Tough Mudder	40,000.00							40,000.00
6421-09 - Wanderlust	37,000.00							37,000.00
6421-10 - WinterWonderGrass - Tahoe	19,400.00							19,400.00

North Lake Tahoe Resort Association

Profit & Loss Budget Overview

July 2017 through June 2018

	11 - Marketing	30 - Conference	41 - Transportati...	42 - VIC	50 - Infrastructure	60 - Membership	70 - Administration	TOTAL
	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18	Jul '17 - Jun '18
6421-13 · Big Blue Adventure	15,000.00							15,000.00
6421-15 · Lake Tahoe Dance Collective	5,000.00							5,000.00
Total 6420-01 · Sponsorships	472,400.00							472,400.00
6421-00 · New Event Development	17,600.00						0.00	17,600.00
6422-00 · Event Media								25,000.00
6422-03 · Human Powered Sports Campaign	25,000.00							25,000.00
Total 6422-00 · Event Media	25,000.00							25,000.00
6424-00 · Event Operation Expenses	9,000.00							9,000.00
Total 6420-00 · Events	524,000.00						0.00	524,000.00
6423-00 · Membership Activities								18,500.00
6434-00 · Community Awards Dinner						18,500.00		18,500.00
6436-00 · Membership - Wnt/Sum Rec Lunch						4,185.00		4,185.00
6437-00 · Tuesday Morning Breakfast Club						7,150.00		7,150.00
6442-00 · Public Relations/Website						8,465.00		8,465.00
6444-00 · Trades						2,130.00		2,130.00
6423-00 · Membership Activities - Other						750.00	0.00	750.00
Total 6423-00 · Membership Activities						41,180.00	0.00	41,180.00
6490-00 · Classified Ads	0.00					0.00	773.00	773.00
6701-00 · Market Study Reports/Research	317.47						773.00	1,090.47
6730-00 · Marketing Cooperative/Media	1,301,821.00	110,000.00						1,411,821.00
6740-00 · Media/Collateral/Production				5,000.00				5,000.00
6742-00 · Non-NLT Co-Op Marketing Program								4,000.00
6015-00 · Cross Country	4,000.00							4,000.00
6742-00 · Non-NLT Co-Op Marketing Program - Oth...	80,000.00			0.00				80,000.00
Total 6742-00 · Non-NLT Co-Op Marketing Program	84,000.00			0.00				84,000.00
6743-00 · BACC Marketing Programs								20,000.00
6743-01 · Shop Local	20,000.00							20,000.00
6743-03 · Touch Lake Tahoe	20,000.00							20,000.00
6743-04 · High Notes	20,000.00							20,000.00
6743-05 · Peak Your Adventure	20,000.00							20,000.00
Total 6743-00 · BACC Marketing Programs	80,000.00							80,000.00
8100-00 · Cost of Goods Sold								49,800.00
51100 · Freight and Shipping Costs				2,126.04				2,126.04
52500 · Purchase Discounts				(1,304.71)				(1,304.71)
59900 · POS Inventory Adjustments				1,209.54				1,209.54
8100-00 · Cost of Goods Sold - Other				47,769.13				47,769.13
Total 8100-00 · Cost of Goods Sold				49,800.00				49,800.00
8200-00 · Associate Relations	618.00	515.00	0.00	635.00	0.00	275.00	2,265.60	4,308.60
8300-00 · Board Functions							9,887.51	9,887.51
8500-00 · Credit Card Fees	0.00		0.00	3,487.00	0.00	2,580.00	0.00	6,067.00
8700-00 · Automobile Expenses	2,060.00	412.00	0.00	1,236.00	0.00	1,025.00	1,029.55	5,762.55
8750-00 · Meals/Meetings	3,605.00	350.00	0.00	1,187.00	0.00	440.00	1,391.00	6,973.00
8810-00 · Dues & Subscriptions	4,832.53	809.00	3,144.00	1,133.00	0.00	765.00	1,648.00	12,331.53
8910-00 · Travel	7,820.00			345.00		0.00	3,501.60	11,666.60
8920-00 · Bad Debt						10,681.00		10,681.00
Total Expense	2,540,159.44	345,211.98	26,566.98	428,479.70	44,012.97	186,768.89	602,433.51	4,173,633.48
Net Ordinary Income	428,506.55	58,234.02	4,481.02	72,280.29	7,424.03	36,506.11	(602,433.51)	4,998.51
Other Income/Expense								
Other Expense								
8990-00 · Allocated	428,506.50	58,234.00	4,481.00	72,280.99	7,424.00	31,506.99	(602,433.51)	(0.03)
Total Other Expense	428,506.50	58,234.00	4,481.00	72,280.99	7,424.00	31,506.99	(602,433.51)	(0.03)
Net Other Income	(428,506.50)	(58,234.00)	(4,481.00)	(72,280.99)	(7,424.00)	(31,506.99)	602,433.51	0.03
Net Income	0.05	0.02	0.02	(0.69)	0.03	4,999.12	0.00	4,998.54

North Lake Tahoe Resort Association Profit & Loss Budget Overview

11 - Marketing

Ordinary Income/Expense	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL
Income													
4050-00 - County of Placer TOT Funding	400,163.13	233,786.00	233,785.00	233,785.01	233,786.01	233,786.01	233,784.98	233,157.60	233,157.60	233,157.60	233,157.60	233,159.47	2,968,666.00
Total Income	400,163.13	233,786.00	233,785.00	233,785.01	233,786.01	233,786.01	233,784.98	233,157.60	233,157.60	233,157.60	233,157.60	233,159.47	2,968,666.00
Gross Profit	400,163.13	233,786.00	233,785.00	233,785.01	233,786.01	233,786.01	233,784.98	233,157.60	233,157.60	233,157.60	233,157.60	233,159.47	2,968,666.00
Expense													
5000-00 - Salaries & Wages													
5000-01 - In-Market Administration	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	1,375.00	16,500.00
5020-00 - P/R - Tax Expense	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	2,146.30	27,901.94
5030-00 - P/R - Health Insurance Expense	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	2,295.35	29,839.64
5040-00 - P/R - Workmans Comp	97.75	97.75	97.75	97.75	97.75	97.75	97.75	97.75	97.75	97.75	97.75	97.75	1,270.75
5060-00 - 401 (K)	806.89	806.89	806.89	806.89	806.89	806.89	806.89	806.89	806.89	806.89	806.89	806.89	10,489.66
5070-00 - Other Benefits and Expenses	152.08	152.08	152.08	152.08	152.08	152.08	152.08	152.08	152.08	152.08	152.08	152.08	1,977.08
5000-00 - Salaries & Wages - Other	22,349.53	22,394.27	33,557.85	22,371.90	22,371.90	22,371.90	22,371.90	22,371.90	33,557.85	22,371.90	22,371.90	22,371.54	290,834.34
Total 5000-00 - Salaries & Wages	29,222.92	29,267.66	43,180.43	29,245.29	29,245.29	29,245.29	29,245.29	29,245.29	43,180.43	29,245.29	29,245.29	29,244.93	378,813.44
5100-00 - Rent													
5110-00 - Utilities	150.00	109.31	133.36	100.29	138.06	144.12	228.75	145.79	144.56	148.26	111.74	95.85	1,650.09
5140-00 - Repairs & Maintenance	0.00	0.00	0.00	10.58	0.00	209.87	420.63	376.25	243.12	489.37	0.00	0.00	1,749.82
5150-00 - Office - Cleaning	210.00	207.69	169.23	384.61	169.22	207.69	169.22	169.22	169.22	215.38	169.23	69.23	2,309.95
5100-00 - Rent - Other	2,430.74	1,885.59	1,885.59	1,885.59	1,885.59	1,885.59	1,885.59	1,885.59	1,885.59	1,885.59	1,926.15	1,931.94	23,259.14
Total 5100-00 - Rent	2,790.74	2,202.59	2,188.18	2,381.07	2,192.87	2,447.27	2,704.20	2,576.85	2,442.49	2,738.60	2,207.12	2,097.02	28,969.00
5310-00 - Telephone													
5320-00 - Telephone	444.16	455.94	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	5,459.00
Total 5310-00 - Telephone	444.16	455.94	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	455.89	5,459.00
5420-00 - Mail - USPS													
5470-00 - Mail - UPS	0.00	15.73	15.73	15.73	15.73	15.73	15.73	15.73	15.73	15.73	15.73	15.73	173.03
5480-00 - Mail - Fed Ex	100.00	45.45	45.45	45.45	45.45	45.45	45.45	45.45	45.45	45.45	45.45	45.45	599.97
Total 5420-00 - Mail - USPS	100.00	61.18	61.18	61.18	61.18	61.18	61.18	61.18	61.18	61.18	61.18	61.18	773.00
5510-00 - Insurance/Bonding	117.79	176.56	176.56	176.56	176.56	176.56	176.56	176.56	176.56	176.56	176.56	176.61	2,080.00
5520-00 - Supplies													
5525-00 - Supplies - Computer <\$1000	0.00	0.00	177.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	201.31
5520-00 - Supplies - Other	166.29	247.50	247.49	247.49	247.49	247.49	247.49	247.49	247.49	247.49	247.49	247.49	2,888.69
Total 5520-00 - Supplies	166.29	247.50	424.63	247.49	247.49	247.49	247.49	247.49	247.49	247.49	247.49	247.49	3,090.00
5610-00 - Depreciation	43.35	101.55	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	1,160.00
5700-00 - Equipment Support & Maintenance	400.25	313.65	313.01	313.01	313.01	313.01	313.01	313.01	313.01	313.01	313.01	313.01	3,844.00
5710-00 - Taxes, Licenses & Fees	0.00	46.80	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	515.00
5740-00 - Equipment Rental/Leasing	149.79	173.61	173.66	173.66	173.66	173.66	173.66	173.66	173.66	173.66	173.66	173.66	2,060.00
5800-00 - Training Seminars	0.00	2,000.00	0.00	0.00	0.00	811.00	0.00	0.00	2,000.00	0.00	0.00	0.00	2,060.00
5810-00 - Public Outreach	0.00	2,000.00	0.00	0.00	2,000.00	0.00	0.00	0.00	1,650.00	0.00	0.00	0.00	4,811.00
5815 - Training Video Series	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	2,000.00	0.00	0.00	2,631.00	0.00	1,650.00
5820 - Sales CRM/CMS	0.00	2,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,631.00
5940-00 - Research & Planning Membership	2,562.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
5941-00 - Research & Planning	0.00	0.00	2,000.00	0.00	0.00	0.00	2,000.00	0.00	0.00	698.00	0.00	0.00	2,552.00
6020-00 - Programs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,698.00
6016-00 - Special Event Partnership	0.00	0.00	0.00	2,500.00	2,500.00	20,000.00	5,000.00	0.00	0.00	0.00	0.00	20,000.00	50,000.00
6018-00 - Business Assoc. Grants	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	20,000.00	0.00	30,000.00
Total 6020-00 - Programs	0.00	0.00	0.00	2,500.00	2,500.00	30,000.00	5,000.00	0.00	0.00	0.00	20,000.00	20,000.00	80,000.00
6420-00 - Events													
6420-01 - Sponsorships													
6023-00 - Autumn Food & Wine	30,000.00	7,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37,000.00
6421-01 - 4th of July Fireworks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00	0.00	0.00	0.00	0.00	20,000.00
6421-02 - AMGEN Tour of California	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,700.00	0.00	4,000.00	300.00	0.00	22,000.00

North Lake Tahoe Resort Association Profit & Loss Budget Overview

11 - Marketing

11:58 AM
01/05/18
Accrual Basis

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul '17 - Jun...	TOTAL
6421-03 - Barcelona Soccer	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00	0.00	3,000.00	
6421-04 - Broken Arrow Skyrace	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	15,000.00	
6421-06 - Spartan	250,000.00	4,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	254,000.00	
6421-07 - Tahoe Lacrosse Tournament	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	5,000.00	
6421-08 - Tough Mudder	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,000.00	0.00	0.00	20,000.00	40,000.00	
6421-09 - Wanderlust	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34,000.00	0.00	0.00	0.00	3,000.00	37,000.00	
6421-10 - WinterWonderGrass - Tahoe	0.00	0.00	19,000.00	0.00	400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	19,400.00	
6421-13 - Big Blue Adventure	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	0.00	0.00	0.00	15,000.00	
6421-15 - Lake Tahoe Dance Collective	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	5,000.00	
Total 6420-01 - Sponsorships	280,000.00	11,000.00	19,000.00	0.00	400.00	0.00	0.00	71,700.00	55,000.00	4,000.00	8,300.00	23,000.00	472,400.00	
6421-00 - New Event Development	0.00	0.00	0.00	11,700.00	900.00	0.00	2,900.00	400.00	0.00	0.00	1,700.00	0.00	17,600.00	
6422-00 - Event Media	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	0.00	25,000.00	
6422-03 - Human Powered Sports Camp...	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	0.00	25,000.00	
Total 6422-00 - Event Media	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25,000.00	0.00	0.00	25,000.00	
6424-00 - Event Operation Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,000.00	0.00	9,000.00	
Total 6420-00 - Events	280,000.00	11,000.00	19,000.00	11,700.00	1,300.00	0.00	2,900.00	72,100.00	55,000.00	29,000.00	19,000.00	23,000.00	524,000.00	
6701-00 - Market Study Reports/Research	317.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	76,333.33	76,333.33	66,333.33	135,048.37	317.47	
6730-00 - Marketing Cooperative/Media	54,083.33	129,833.33	131,333.33	58,189.33	52,333.33	176,333.33	181,333.33	164,333.33	76,333.33	76,333.33	66,333.33	135,048.37	1,301,821.00	
6742-00 - Non-NLT Co-Op Marketing Program	0.00	0.00	0.00	0.00	0.00	4,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	5,000.00	4,000.00	
6015-00 - Cross Country	10,000.00	5,000.00	10,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	5,000.00	80,000.00	
6742-00 - Non-NLT Co-Op Marketing Progr...	10,000.00	5,000.00	10,000.00	5,000.00	5,000.00	14,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	5,000.00	84,000.00	
Total 6742-00 - Non-NLT Co-Op Marketing Pro...	2,560.12	1,000.00	1,000.00	1,000.00	1,000.00	1,499.88	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	20,000.00	
6743-00 - BACC Marketing Programs	0.00	0.00	0.00	0.00	0.00	8,000.00	3,000.00	3,000.00	3,000.00	3,000.00	0.00	0.00	20,000.00	
6743-01 - Shop Local	2,560.12	1,000.00	1,000.00	1,000.00	1,000.00	1,499.88	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	2,000.00	20,000.00	
6743-03 - Touch Lake Tahoe	0.00	0.00	0.00	0.00	0.00	4,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	5,000.00	80,000.00	
6743-04 - High Notes	0.00	1,500.00	1,500.00	0.00	0.00	10,000.00	5,000.00	5,000.00	10,000.00	5,000.00	5,000.00	5,000.00	84,000.00	
6743-05 - Peak Your Adventure	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Total 6743-00 - BACC Marketing Programs	2,560.12	2,500.00	2,500.00	1,000.00	1,000.00	9,499.88	5,000.00	5,000.00	5,000.00	5,000.00	8,000.00	33,000.00	80,000.00	
8200-00 - Associate Relations	0.00	56.20	56.18	56.18	56.18	56.18	56.18	56.18	56.18	56.18	56.18	56.18	618.00	
8700-00 - Automobile Expenses	19.44	185.46	185.51	185.51	185.51	185.51	185.51	185.51	185.51	185.51	185.51	185.51	2,060.00	
8750-00 - Meals/Meetings	27.65	325.25	325.21	325.21	325.21	325.21	325.21	325.21	325.21	325.21	325.21	325.21	3,605.00	
8810-00 - Dues & Subscriptions	1,044.20	344.39	344.39	344.39	344.39	344.39	344.39	344.39	344.39	344.39	344.39	344.43	4,832.53	
8910-00 - Travel	860.67	1,500.00	1,300.00	1,300.00	200.00	1,500.00	0.00	1,500.00	1,059.33	0.00	100.00	0.00	7,820.00	
Total Expense	384,900.17	189,791.67	214,166.49	113,803.10	98,258.90	264,764.18	235,670.23	284,242.88	199,152.99	150,526.80	155,004.16	249,877.83	2,540,159.44	
Net Ordinary Income	15,262.95	43,994.32	19,618.50	119,981.90	135,527.10	-30,978.18	-1,885.25	-51,085.28	34,004.60	82,630.79	78,153.43	-16,718.36	428,506.55	
Other Income/Expense														
Other Expense														
8990-00 - Allocated	15,262.97	36,783.30	48,972.26	37,494.59	35,295.29	33,161.42	32,983.60	34,387.74	49,615.34	35,810.31	34,387.55	34,352.13	428,506.50	
Total Other Expense	15,262.97	36,783.30	48,972.26	37,494.59	35,295.29	33,161.42	32,983.60	34,387.74	49,615.34	35,810.31	34,387.55	34,352.13	428,506.50	
Net Other Income	-15,262.97	-36,783.30	-48,972.26	-37,494.59	-35,295.29	-33,161.42	-32,983.60	-34,387.74	-49,615.34	-35,810.31	-34,387.55	-34,352.13	-428,506.50	
Net Income	-0.01	7,211.02	-29,353.75	82,487.31	100,231.81	-64,139.60	-34,868.85	-85,473.02	-15,610.73	46,820.48	43,765.88	-51,070.49	0.05	

North Lake Tahoe Resort Association Profit & Loss Budget Overview

30 - Conference

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL Jul '17 - J..
Ordinary Income/Expense													
Income													
4050-00 · County of Placer TOT Funding	12,056.64	23,237.34	23,238.34	23,238.33	23,238.33	23,238.33	23,239.33	28,640.50	28,640.50	28,640.50	28,640.50	28,640.36	294,689.00
4205-00 · Conference Dues	825.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	865.00	0.00	0.00	0.00	0.00	0.00	7,690.00
4600-00 · Commissions	0.00	4,805.90	0.01	0.00	817.03	0.00	0.00	3,622.22	1,880.71	-2,370.56	41.38	155.26	8,951.95
4601-00 · Commissions - South Shore	20,000.00	18,088.00	22,000.02	5,093.74	6,139.51	4,347.67	152.31	-2,175.04	-2,512.26	4,377.45	9,393.24	7,210.41	92,115.05
4600-00 · Commissions - Other	20,000.00	22,893.90	22,000.03	5,093.74	6,956.54	4,347.67	152.31	1,447.18	-631.55	2,006.89	9,434.62	7,365.67	101,067.00
Total Income	32,881.64	47,331.24	46,438.37	29,532.07	31,394.87	28,786.00	24,256.64	30,087.68	28,008.95	30,647.39	38,075.12	36,006.03	403,446.00
Gross Profit	32,881.64	47,331.24	46,438.37	29,532.07	31,394.87	28,786.00	24,256.64	30,087.68	28,008.95	30,647.39	38,075.12	36,006.03	403,446.00
Expense													
5000-00 · Salaries & Wages	2,000.00	6,404.31	5,318.41	2,971.15	0.00	11,991.02	0.00	0.00	0.00	0.00	2,692.85	0.00	31,377.74
5010-00 · Sales Commissions	1,285.00	1,802.70	1,658.73	1,010.87	783.58	2,006.89	1,847.49	1,039.79	1,176.45	784.30	1,206.94	392.15	14,996.89
5020-00 · PIR - Tax Expense	1,150.00	2,210.79	1,023.60	1,136.77	1,153.37	1,140.09	2,140.09	1,149.61	1,041.20	1,149.61	1,149.61	1,366.43	15,811.17
5030-00 · PIR - Health Insurance Expense	225.00	0.00	166.01	121.13	166.01	-403.49	166.01	166.01	166.01	166.01	166.01	0.00	1,104.71
5040-00 · PIR - Workmans Comp	685.00	948.64	880.82	537.58	418.72	1,058.36	418.72	418.72	628.08	418.72	640.76	209.36	7,263.48
5050-00 · 401 (k)	50.00	41.98	41.98	66.98	16.98	16.98	241.98	16.98	41.98	41.98	158.96	158.96	778.76
5070-00 · Other Benefits and Expenses	12,748.32	10,397.60	15,703.77	10,469.18	10,469.18	10,469.18	10,469.18	10,469.18	17,520.93	12,358.72	12,358.72	5,234.59	138,686.25
5000-00 · Salaries & Wages - Other	18,143.32	21,808.02	24,793.32	16,313.66	13,007.84	26,279.03	15,283.47	13,260.29	20,574.35	14,919.34	18,258.87	7,361.49	210,001.00
Total 5000-00 · Salaries & Wages	75.00	54.66	67.13	50.86	69.03	72.07	115.63	72.90	72.28	74.85	55.88	47.93	828.12
5100-00 · Rent	0.00	0.00	0.00	5.29	0.00	106.66	218.73	195.65	126.43	254.48	0.00	0.00	907.24
5140-00 · Repairs & Maintenance	105.00	103.85	84.62	192.31	84.62	103.85	84.62	84.62	107.69	84.62	84.62	34.62	1,155.04
5150-00 · Office - Cleaning	753.74	985.44	985.44	985.44	985.44	985.44	985.44	985.44	985.44	985.44	985.44	985.44	11,594.58
5100-00 · Rent - Other	933.74	1,143.95	1,137.19	1,233.90	1,139.09	1,268.02	1,404.32	1,338.61	1,268.77	1,422.46	1,125.94	1,068.99	14,484.98
Total 5100-00 · Rent	230.96	243.45	242.74	237.15	247.06	236.42	237.26	296.84	305.99	295.29	308.65	282.19	3,164.00
5310-00 · Telephone	230.96	243.45	242.74	237.15	247.06	236.42	237.26	296.84	305.99	295.29	308.65	282.19	3,164.00
5320-00 · Telephone	100.00	0.00	0.00	65.00	79.00	0.00	0.00	0.00	0.00	0.00	65.00	0.00	309.00
Total 5310-00 · Telephone	117.78	58.16	301.21	149.30	149.30	141.38	141.38	86.75	86.75	86.74	86.75	36.50	1,442.00
5420-00 · Mail - USPS	19.24	17.54	19.11	122.71	15.15	24.92	15.03	50.21	14.50	35.92	26.15	9.90	370.38
5510-00 · Insurance/Bonding	19.24	17.54	19.11	122.71	15.15	24.92	15.03	50.21	14.50	35.92	26.15	9.90	370.38
5520-00 · Supplies	22.09	180.00	68.67	63.45	40.00	40.00	62.10	101.00	101.00	101.00	101.00	17.55	249.00
5525-00 · Supplies - Computer <\$1000	0.00	0.00	154.27	0.00	0.00	0.00	46.27	5.46	0.00	0.00	0.00	0.00	206.00
5520-00 · Supplies - Other	131.20	156.01	131.20	111.08	144.26	136.11	117.53	128.64	131.90	169.62	110.82	191.63	1,660.00
Total 5520-00 · Supplies	9,166.67	9,166.67	9,166.67	9,166.67	9,166.67	9,166.67	9,166.67	9,166.66	9,166.66	9,166.66	9,166.66	9,166.66	110,000.00
5610-00 · Depreciation	0.00	48.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.82	46.80	515.00
5700-00 · Equipment Support & Maintenance	38.86	0.00	109.08	0.00	0.00	0.00	0.00	52.81	52.81	52.81	52.81	50.00	412.00
5710-00 · Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00	50.00	50.00	50.00	50.00	350.00
5740-00 · Equipment Rental/Leasing	340.00	0.00	0.00	0.00	0.00	0.00	0.00	325.00	0.00	0.00	144.00	144.00	809.00
5730-00 · Marketing Cooperative/Media	29,393.88	32,840.71	36,192.37	27,528.33	24,046.10	37,400.28	26,581.76	24,937.57	31,828.02	26,514.74	29,427.93	18,530.29	345,211.98
8200-00 · Associate Relations	3,497.76	14,490.53	10,246.00	2,003.74	7,348.77	-8,614.28	-2,325.12	5,150.11	-3,819.07	4,132.65	8,647.19	17,475.74	58,234.02
8750-00 · Automobile Expenses	3,497.76	4,869.43	6,526.01	4,966.10	4,667.20	4,377.19	4,353.02	4,543.85	6,613.41	4,737.19	4,543.83	4,539.01	58,234.00
8810-00 · Dues & Subscriptions	3,497.76	4,869.43	6,526.01	4,966.10	4,667.20	4,377.19	4,353.02	4,543.85	6,613.41	4,737.19	4,543.83	4,539.01	58,234.00
Total Expense	32,881.64	47,331.24	46,438.37	29,532.07	31,394.87	28,786.00	24,256.64	30,087.68	28,008.95	30,647.39	38,075.12	36,006.03	403,446.00
Ordinary Income	3,497.76	14,490.53	10,246.00	2,003.74	7,348.77	-8,614.28	-2,325.12	5,150.11	-3,819.07	4,132.65	8,647.19	17,475.74	58,234.02
Other Income/Expense													
Other Expense	3,497.76	4,869.43	6,526.01	4,966.10	4,667.20	4,377.19	4,353.02	4,543.85	6,613.41	4,737.19	4,543.83	4,539.01	58,234.00
8990-00 · Allocated	3,497.76	4,869.43	6,526.01	4,966.10	4,667.20	4,377.19	4,353.02	4,543.85	6,613.41	4,737.19	4,543.83	4,539.01	58,234.00
Total Other Expense	3,497.76	4,869.43	6,526.01	4,966.10	4,667.20	4,377.19	4,353.02	4,543.85	6,613.41	4,737.19	4,543.83	4,539.01	58,234.00



Ordinary Income
Other Expense

8990-00 · Allocated
Total Other Expense

North Lake Tahoe Resort Association
Profit & Loss Budget Overview

30 - Conference

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL
Net Other Income	-3,497.76	-4,869.43	-6,526.01	-4,966.10	-4,667.20	-4,377.19	-4,353.02	-4,543.85	-6,613.41	-4,737.19	-4,543.83	-4,599.01	-58,234.00
Net Income	0.00	9,621.10	3,719.99	-2,962.36	2,681.57	-12,991.47	-6,678.14	606.26	-10,432.48	-604.54	4,103.36	12,936.73	0.02

North Lake Tahoe Resort Association Profit & Loss Budget Overview

41 - Transportation

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL Jul '17 - J...
Ordinary Income/Expense													
Income													
4050-00 - County of Placer TOT Funding	13,446.00	3,017.33	3,017.33	3,017.33	3,017.33	3,017.34	3,017.34	-100.40	-100.40	-100.40	-100.40	-100.40	31,048.00
Total Income	13,446.00	3,017.33	3,017.33	3,017.33	3,017.33	3,017.34	3,017.34	-100.40	-100.40	-100.40	-100.40	-100.40	31,048.00
Gross Profit	13,446.00	3,017.33	3,017.33	3,017.33	3,017.33	3,017.34	3,017.34	-100.40	-100.40	-100.40	-100.40	-100.40	31,048.00
Expense													
5000-00 - Salaries & Wages	102.10	102.10	153.16	102.10	102.10	102.10	102.10	102.10	153.15	102.10	102.10	102.10	1,327.31
5020-00 - P/R - Tax Expense	95.17	95.17	142.79	95.17	95.17	95.17	95.17	95.17	142.76	95.17	95.17	95.17	1,237.25
5030-00 - P/R - Health Insurance Expense	3.95	3.95	5.91	3.95	3.95	3.95	3.95	3.95	5.90	3.95	3.95	3.95	51.31
5040-00 - P/R - Workmans Comp	47.82	47.82	71.70	47.82	47.82	47.82	47.82	47.82	71.70	47.82	47.82	47.82	621.60
5060-00 - 401 (k)	1.32	1.32	1.99	1.32	1.32	1.32	1.32	1.32	1.99	1.32	1.32	1.32	17.18
5070-00 - Other Benefits and Expenses	7,995.31	503.27	890.30	503.27	503.27	503.27	503.27	503.27	890.30	503.27	503.27	503.27	14,305.34
5000-00 - Salaries & Wages - Other													
Total 5000-00 - Salaries & Wages	8,245.67	753.63	1,265.85	753.63	753.63	753.63	753.63	753.63	1,265.80	753.63	753.63	753.63	17,559.99
5100-00 - Rent	35.00	3.66	3.66	3.66	3.66	3.66	3.65	3.65	3.65	3.65	3.65	3.65	75.20
5110-00 - Utilities	0.00	0.00	0.00	0.00	0.00	16.54	16.54	16.54	16.55	16.55	16.55	16.55	115.82
5140-00 - Repairs & Maintenance	40.00	5.27	5.27	5.27	5.27	5.27	5.27	5.27	5.27	5.27	5.27	5.27	97.98
5150-00 - Office - Cleaning	340.38	52.87	52.87	52.87	52.87	52.87	52.87	52.87	52.88	52.88	52.88	52.88	921.99
5100-00 - Rent - Other													
Total 5100-00 - Rent	415.38	61.80	61.80	61.80	61.80	78.34	78.33	78.33	78.35	78.35	78.35	78.36	1,210.99
5310-00 - Telephone	177.48	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.82	285.00
5320-00 - Telephone													
Total 5310-00 - Telephone	177.48	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.77	9.82	285.00
5420-00 - Mail - USPS	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
5510-00 - Insurance/Bonding	18.60	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.90	259.00
5520-00 - Supplies	7.70	7.02	7.65	21.13	12.51	9.97	17.07	45.00	45.00	45.00	45.00	45.95	309.00
5610-00 - Depreciation	11.19	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	426.00
5700-00 - Equipment Support & Maintenance	56.00	16.00	0.00	33.50	33.50	16.00	24.84	63.00	63.00	63.00	63.00	62.16	494.00
5710-00 - Taxes, Licenses & Fees	0.00	0.00	94.93	0.00	0.00	0.00	0.00	0.00	29.07	0.00	0.00	0.00	124.00
5740-00 - Equipment Rental/Leasing	112.35	19.79	19.79	19.79	19.79	19.79	19.79	19.79	19.79	19.79	19.79	19.75	330.00
5940-00 - Research & Planning Membership	406.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	406.00
5941-00 - Research & Planning	375.00	144.91	144.91	144.91	144.91	144.91	144.91	144.91	144.91	144.91	144.91	144.90	1,969.00
8810-00 - Dues & Subscriptions	0.00	280.91	280.91	280.91	280.91	280.91	280.91	291.71	291.71	291.71	291.71	291.70	3,144.00
Total Expense	9,875.37	1,353.39	1,945.17	1,365.00	1,376.38	1,372.88	1,368.81	1,465.70	2,006.96	1,465.72	1,465.72	1,465.88	26,566.98
Net Ordinary Income	3,570.63	1,663.94	1,072.16	1,632.33	1,640.95	1,644.46	1,628.53	-1,566.10	-2,107.36	-1,566.12	-1,566.12	-1,566.28	4,481.02
Other Income/Expense													
Other Expense													
8990-00 - Allocated	3,496.79	81.27	208.76	88.71	65.71	43.39	41.53	56.21	215.49	71.09	56.21	55.84	4,481.00
Total Other Expense	3,496.79	81.27	208.76	88.71	65.71	43.39	41.53	56.21	215.49	71.09	56.21	55.84	4,481.00
Net Other Income	-3,496.79	-81.27	-208.76	-88.71	-65.71	-43.39	-41.53	-56.21	-215.49	-71.09	-56.21	-55.84	-4,481.00
Net Income	73.84	1,582.67	863.40	1,543.62	1,575.24	1,601.07	1,587.00	-1,622.31	-2,322.85	-1,637.21	-1,622.33	-1,622.12	0.02

North Lake Tahoe Resort Association Profit & Loss Budget Overview

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Accrual Basis

Ordinary Income/Expense	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL
Income													Jul '17 - J..
4050-00 · County of Placer TOT Funding	23,099.23	31,019.83	31,019.83	31,019.83	31,019.83	31,019.83	31,019.85	38,508.75	38,508.75	38,508.75	38,508.75	38,508.77	401,760.00
46000 · Merchandise Sales	1,000.00	4,000.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	7,000.00
4502-00 · Non-Retail VIC Income	13,065.73	9,720.54	9,523.96	5,872.63	3,821.21	7,063.21	1,774.50	1,537.87	4,843.92	8,988.70	10,574.81	15,212.92	92,000.00
46000 · Merchandise Sales - Other	14,065.73	13,720.54	9,723.96	6,072.63	4,021.21	7,263.21	1,974.50	1,737.87	5,043.92	9,188.70	10,774.81	15,412.92	99,000.00
Total 46000 · Merchandise Sales	37,164.96	44,740.37	40,743.79	37,092.46	35,041.04	38,283.04	32,994.35	40,246.62	43,552.67	47,697.45	49,283.56	53,919.69	500,760.00
Total Income	37,164.96	44,740.37	40,743.79	37,092.46	35,041.04	38,283.04	32,994.35	40,246.62	43,552.67	47,697.45	49,283.56	53,919.69	500,760.00
Gross Profit	37,164.96	44,740.37	40,743.79	37,092.46	35,041.04	38,283.04	32,994.35	40,246.62	43,552.67	47,697.45	49,283.56	53,919.69	500,760.00
Expense													
5000-00 · Salaries & Wages	2,131.06	2,131.05	1,986.24	1,324.16	1,324.16	1,324.16	1,324.16	1,324.16	1,986.24	1,324.16	1,324.16	2,131.05	19,634.76
5020-00 · P/R - Tax Expense	2,135.00	2,135.01	3,202.52	2,135.01	2,135.01	2,135.01	2,135.01	2,135.01	3,202.52	2,135.01	2,135.01	2,135.01	27,755.13
5030-00 · P/R - Health Insurance Expense	66.24	66.24	99.37	66.24	66.24	66.24	66.24	66.24	99.37	66.24	66.24	66.24	861.21
5040-00 · P/R - Workmans Comp	544.98	544.98	817.47	544.98	544.98	544.98	544.98	544.98	817.47	544.98	544.98	544.98	7,084.82
5060-00 · 401 (k)	47.43	47.43	71.16	47.43	47.43	47.43	47.43	47.43	71.16	47.43	47.43	47.43	616.69
5070-00 · Other Benefits and Expenses	13,166.30	20,973.10	20,373.60	14,055.88	12,249.08	12,249.08	12,249.08	12,249.08	18,373.61	12,249.08	12,249.08	18,973.12	179,410.09
5000-00 · Salaries & Wages - Other	18,091.02	25,897.83	26,550.37	18,173.71	16,366.92	16,366.92	16,366.92	16,366.92	24,550.37	16,366.92	16,366.92	23,897.85	235,362.70
Total 5000-00 · Salaries & Wages	21,326.36	28,270.37	28,337.97	20,320.88	19,549.10	19,549.10	19,549.10	19,549.10	28,337.97	19,549.10	19,549.10	23,897.85	235,362.70
5100-00 · Rent	520.00	617.33	617.33	617.33	617.33	617.33	617.33	617.33	617.33	617.33	617.33	617.33	7,310.65
5110-00 · Utilities	0.00	157.39	157.39	157.39	157.39	157.39	157.39	157.39	157.39	157.39	157.39	157.39	1,731.33
5140-00 · Repairs & Maintenance	50.00	197.12	197.12	197.12	197.12	197.12	197.12	197.12	197.12	197.12	197.12	197.12	2,218.33
5150-00 · Office - Cleaning	6,090.13	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,640.05	7,639.66	90,130.29
5100-00 · Rent - Other	6,860.13	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.89	8,611.50	101,390.62
Total 5100-00 · Rent	12,460.23	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	16,817.66	199,463.55
5310-00 · Telephone	340.30	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	3,789.00
5320-00 · Telephone	340.30	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	296.79	3,789.00
Total 5310-00 · Telephone	680.60	593.58	593.58	593.58	593.58	593.58	593.58	593.58	593.58	593.58	593.58	593.58	7,578.00
5420-00 · Mail - USPS	41.53	51.91	51.91	51.91	51.91	51.91	51.91	51.91	51.91	51.91	51.91	51.91	612.54
5470-00 · Mail - UPS	50.00	1.36	1.36	1.36	1.36	1.36	1.36	1.36	1.36	1.36	1.36	1.00	64.60
5480-00 · Mail - Fed Ex	0.00	27.04	27.04	27.04	27.04	27.04	27.04	27.04	27.04	27.04	27.04	27.04	297.44
5420-00 · Mail - USPS - Other	91.53	80.31	80.31	80.31	80.31	80.31	80.31	80.31	80.31	80.31	80.31	79.95	974.58
Total 5420-00 · Mail - USPS	183.06	160.52	160.52	160.52	160.52	160.52	160.52	160.52	160.52	160.52	160.52	160.52	1,649.16
5510-00 · Insurance/Bonding	154.98	173.18	173.18	173.18	173.18	173.18	173.18	173.18	173.18	173.18	173.18	173.02	2,059.80
5520-00 · Supplies	0.00	81.82	81.82	81.82	81.82	81.82	81.82	81.82	81.82	81.82	81.82	174.84	993.04
5525-00 · Supplies - Computer <\$1000	307.38	264.78	264.78	264.78	264.78	264.78	264.78	264.78	264.78	264.78	264.78	264.78	3,219.96
5520-00 · Supplies - Other	307.38	346.60	346.60	346.60	346.60	346.60	346.60	346.60	346.60	346.60	346.60	439.62	4,213.00
Total 5520-00 · Supplies	614.76	692.16	692.16	692.16	692.16	692.16	692.16	692.16	692.16	692.16	692.16	918.94	8,935.00
5610-00 · Depreciation	33.27	92.34	92.34	92.34	92.34	92.34	92.34	92.34	92.34	92.34	92.34	92.34	1,049.01
5700-00 · Equipment Support & Maintenance	280.00	171.18	171.18	171.18	171.18	171.18	171.18	171.18	171.18	171.18	171.18	321.20	2,313.00
5710-00 · Taxes, Licenses & Fees	0.00	28.09	28.09	28.09	28.09	28.09	28.09	28.09	28.09	28.09	28.09	28.09	308.99
5740-00 · Equipment Rental/Leasing	353.36	522.97	522.97	522.97	522.97	522.97	522.97	522.97	522.97	522.97	522.97	522.94	6,106.00
5800-00 · Training Seminars	0.00	53.64	53.64	53.64	53.64	53.64	53.64	53.64	53.64	53.64	53.64	53.60	590.00
5815 · Training Video Series	0.00	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	227.27	2,500.00
5850-00 · Artist of Month - Commissions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
6740-00 · Media/Collateral/Production	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
8100-00 · Cost of Goods Sold	150.00	179.64	179.64	179.64	179.64	179.64	179.64	179.64	179.64	179.64	179.64	179.64	2,126.04
51100 · Freight and Shipping Costs	0.00	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-118.61	-1,304.71
52500 · Purchase Discounts	75.00	103.14	103.14	103.14	103.14	103.14	103.14	103.14	103.14	103.14	103.14	103.14	1,209.54
59900 · POS Inventory Adjustments	7,363.27	5,541.63	4,658.46	2,872.48	1,969.07	3,454.83	867.96	752.22	5,138.66	4,398.65	5,172.46	5,681.44	47,769.13
8100-00 · Cost of Goods Sold - Other	7,588.27	5,705.80	4,822.63	3,036.65	2,033.24	3,619.00	1,032.13	916.39	5,302.83	4,560.82	5,336.63	5,845.61	49,800.00
Total 8100-00 · Cost of Goods Sold	15,006.54	12,956.97	11,404.18	7,047.88	4,002.48	7,183.47	2,064.76	1,614.71	10,746.66	9,121.64	10,709.29	11,999.99	83,500.00
8200-00 · Associate Relations	0.00	102.60	298.69	0.00	36.25	36.25	41.22	0.00	0.00	0.00	0.00	119.99	635.00

North Lake Tahoe Resort Association Profit & Loss Budget Overview

42 - VIC

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL
8500-00 - Credit Card Fees	34.95	559.23	434.97	369.61	284.97	345.28	292.83	152.17	123.61	240.05	357.39	301.94	3,487.00
8700-00 - Automobile Expenses	0.00	151.35	70.51	156.47	379.55	52.86	17.46	54.15	89.81	61.12	142.21	60.51	1,236.00
8750-00 - Meals/Meetings	0.00	125.01	0.00	39.85	143.59	418.46	0.00	92.02	92.02	92.02	92.02	92.01	1,167.00
8810-00 - Dues & Subscriptions	49.99	49.99	49.99	49.99	49.99	97.87	49.99	150.00	150.00	150.00	150.00	135.19	1,133.00
8910-00 - Travel	0.00	0.00	0.00	0.00	213.48	0.00	0.00	0.00	0.00	0.00	0.00	131.52	345.00
Total Expense	33,985.18	43,196.08	42,831.43	32,430.55	30,112.26	32,540.91	29,394.82	30,372.72	42,948.71	34,112.00	34,066.24	42,467.79	428,479.70
Net Ordinary Income	3,179.77	1,544.28	-2,087.64	4,661.90	4,928.77	5,742.12	3,599.52	9,873.89	602.95	13,585.44	15,197.31	11,451.89	72,280.29
Other Income/Expense													
Other Expense													
8990-00 - Allocated	3,179.78	6,149.63	6,205.66	6,269.61	5,898.64	5,538.70	5,508.70	5,745.55	8,314.14	5,985.51	5,745.52	5,739.55	72,280.99
Total Other Expense	3,179.78	6,149.63	6,205.66	6,269.61	5,898.64	5,538.70	5,508.70	5,745.55	8,314.14	5,985.51	5,745.52	5,739.55	72,280.99
Net Other Income	-3,179.78	-6,149.63	-8,205.66	-6,269.61	-5,898.64	-5,538.70	-5,508.70	-5,745.55	-8,314.14	-5,985.51	-5,745.52	-5,739.55	-72,280.99
Net Income	-0.00	-4,605.34	-10,293.30	-1,607.70	-969.86	203.42	-1,909.17	4,128.34	-7,711.18	7,599.93	9,451.79	5,712.34	-0.69

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

12:02 PM
01/05/18
Accrual Basis

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul '17 - J...
Ordinary Income/Expense													TOTAL
Income													
4050-00 - County of Placer TOT Funding	13,434.00	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	974.60	974.60	974.60	974.60	975.60	51,437.00
Total Income	13,434.00	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	974.60	974.60	974.60	974.60	975.60	51,437.00
Gross Profit	13,434.00	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	5,521.50	974.60	974.60	974.60	974.60	975.60	51,437.00
Expense													
5000-00 - Salaries & Wages													
5020-00 - P/R - Tax Expense	188.17	188.17	282.27	188.17	188.17	188.17	188.17	188.17	282.26	188.17	188.17	188.17	2,446.23
5030-00 - P/R - Health Insurance Expense	211.45	211.45	317.15	211.45	211.45	211.45	211.45	211.45	317.15	211.45	211.45	211.45	2,748.80
5040-00 - P/R - Workmans Comp	8.50	8.50	12.74	8.50	8.50	8.50	8.50	8.50	12.74	8.50	8.50	8.50	110.48
5060-00 - 401 (k)	97.48	97.48	146.24	97.48	97.48	97.48	97.48	97.48	146.23	97.48	97.48	97.48	1,267.27
5070-00 - Other Benefits and Expenses	2.80	2.80	4.19	2.80	2.80	2.80	2.80	2.80	4.20	2.80	2.80	2.80	36.39
5000-00 - Salaries & Wages - Other	7,737.27	1,777.23	2,801.23	1,777.23	1,777.23	1,777.23	1,777.23	1,777.23	2,801.23	1,777.23	1,777.23	1,777.23	29,334.80
Total 5000-00 - Salaries & Wages	8,245.67	2,285.63	3,563.82	2,285.63	2,285.63	2,285.63	2,285.63	2,285.63	3,563.81	2,285.63	2,285.63	2,285.63	35,943.97
5100-00 - Rent													
5110-00 - Utilities	35.00	9.79	9.79	9.79	9.79	9.79	9.79	9.79	9.78	9.78	9.78	9.78	142.65
5140-00 - Repairs & Maintenance	0.00	19.97	19.97	19.97	19.97	19.97	19.97	19.97	19.97	19.97	19.98	19.98	219.69
5150-00 - Office - Cleaning	40.00	13.26	13.26	13.26	13.26	13.26	13.26	13.26	13.26	13.26	13.26	13.25	185.85
5100-00 - Rent - Other	340.38	128.04	128.04	128.04	128.04	128.04	128.04	128.04	128.04	128.04	128.04	128.03	1,748.81
Total 5100-00 - Rent	415.38	171.06	171.06	171.06	171.06	171.06	171.06	171.06	171.05	171.05	171.06	171.04	2,297.00
5310-00 - Telephone													
5320-00 - Telephone	177.48	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.82	571.00
Total 5310-00 - Telephone	177.48	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.77	35.82	571.00
5420-00 - Mail - USPS	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
5510-00 - Insurance/Bonding	18.60	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.85	21.90	259.00
5520-00 - Supplies	7.70	27.39	27.39	27.39	27.39	27.39	27.39	27.39	27.39	27.39	27.39	27.40	309.00
5610-00 - Depreciation	11.19	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	37.71	426.00
5700-00 - Equipment Support & Maintenance	56.00	56.73	56.73	56.73	56.73	56.73	56.73	56.73	56.73	56.73	56.73	56.70	680.00
5710-00 - Taxes, Licenses & Fees	0.00	34.82	34.82	34.82	34.82	34.82	34.82	34.82	34.82	34.82	34.82	34.82	473.00
5740-00 - Equipment Rental/Leasing	112.35	127.79	127.79	127.79	127.79	127.79	127.79	127.79	127.79	127.79	127.79	127.75	2,223.00
5940-00 - Research & Planning Membership	406.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	406.00
5941-00 - Research & Planning	375.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	375.00
Total Expense	9,875.37	2,798.75	4,076.94	2,798.75	2,798.75	2,899.75	2,899.75	2,917.75	4,195.92	2,917.74	2,916.75	2,916.75	44,012.97
Net Ordinary Income	3,558.63	2,722.75	1,444.56	2,722.75	2,722.75	2,621.75	2,621.75	-1,943.14	-3,221.32	-1,943.14	-1,942.15	-1,941.15	7,424.03
Other Income/Expense													
8990-00 - Allocated	3,496.79	343.43	554.56	355.75	317.66	280.70	277.62	301.94	565.69	326.58	301.94	301.94	7,424.00
Total Other Expense	3,496.79	343.43	554.56	355.75	317.66	280.70	277.62	301.94	565.69	326.58	301.94	301.94	7,424.00
Net Other Income	-3,496.79	-343.43	-554.56	-355.75	-317.66	-280.70	-277.62	-301.94	-565.69	-326.58	-301.94	-301.94	-7,424.00
Net Income	61.84	2,379.32	890.00	2,367.00	2,405.09	2,341.05	2,344.13	-2,245.09	-3,787.01	-2,269.72	-2,244.09	-2,242.49	0.03

North Lake Tahoe Resort Association Profit & Loss Budget Overview

60 - Membership

12:02 PM
01/05/18

Accrual Basis

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul '17 - J..
Ordinary Income/Expense													TOTAL
Income													Jul '17 - J..
4200-00 - Membership Dues	11,000.00	11,000.00	11,000.00	11,000.00	11,000.00	11,000.00	16,500.00	13,500.00	13,500.00	13,500.00	13,500.00	13,500.00	150,000.00
4201-00 - New Member Fees	0.00	0.00	75.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	75.00
4250-00 - Revenues-Membership Activities													
4250-01 - Community Awards													
4250-04 - Silent Auction													
4250-05 - Sponsorships													
4250-01 - Community Awards - Other													
Total 4250-01 - Community Awards													
4250-02 - Chamber Events	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00	3,000.00	0.00	0.00	6,725.00	12,725.00
4250-03 - Summer/Winter Rec Luncheon	0.00	0.00	0.00	4,300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00	7,300.00
4251-00 - Tues AM Breakfast Club													
4251-01 - Tues AM Breakfast Club Sponsors	0.00	0.00	0.00	0.00	0.00	250.00	250.00	300.00	300.00	300.00	300.00	300.00	2,000.00
4251-00 - Tues AM Breakfast Club - Other	0.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	8,250.00
Total 4251-00 - Tues AM Breakfast Club													
Total 4251-00 - Tues AM Breakfast Club	0.00	750.00	750.00	750.00	750.00	1,000.00	1,000.00	1,050.00	1,050.00	1,050.00	1,050.00	1,050.00	10,250.00
4250-00 - Revenues-Membership Activities - Other	0.00	175.00	175.00	175.00	175.00	175.00	175.00	3,000.00	3,000.00	175.00	175.00	175.00	1,925.00
Total 4250-00 - Revenues-Membership Activities - Other													
Total 4250-00 - Revenues-Membership Activities	0.00	925.00	925.00	5,225.00	925.00	1,175.00	1,175.00	4,225.00	4,225.00	4,225.00	1,225.00	10,950.00	73,200.00
Total Income	11,000.00	11,925.00	12,000.00	16,225.00	11,925.00	12,175.00	17,675.00	17,725.00	17,725.00	55,725.00	14,725.00	24,450.00	223,275.00
Gross Profit	11,000.00	11,925.00	12,000.00	16,225.00	11,925.00	12,175.00	17,675.00	17,725.00	17,725.00	55,725.00	14,725.00	24,450.00	223,275.00
Expense													
5000-00 - Salaries & Wages	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-1,375.00	-16,500.00
5000-01 - In-Market Administration	565.00	525.00	775.00	525.00	525.00	525.00	525.00	525.00	525.00	525.00	525.00	525.00	6,852.50
5020-00 - P/R - Tax Expense	875.00	2,000.00	752.71	912.68	950.00	950.00	950.00	1,800.00	1,800.00	950.00	950.00	950.00	12,990.39
5030-00 - P/R - Health Insurance Expense	105.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	930.00
5040-00 - P/R - Workmans Comp	305.00	220.00	320.00	220.00	320.00	320.00	320.00	320.00	320.00	320.00	320.00	320.00	3,785.00
5060-00 - 401 (K)	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	844.00
5070-00 - Other Benefits and Expenses	5,750.00	6,850.00	11,000.00	7,850.00	7,800.00	7,800.00	7,800.00	7,800.00	7,800.00	7,800.00	7,800.00	7,800.00	97,550.00
5000-00 - Salaries & Wages - Other	6,250.00	8,320.00	11,572.71	8,032.68	8,388.00	8,388.00	8,388.00	8,388.00	8,388.00	8,388.00	8,388.00	8,388.00	106,451.89
Total 5000-00 - Salaries & Wages													
5100-00 - Rent	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	600.00
5110-00 - Utilities	0.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	605.00
5140-00 - Repairs & Maintenance	75.00	150.00	85.00	75.00	75.00	85.00	75.00	75.00	75.00	75.00	75.00	75.00	1,090.00
5150-00 - Office - Cleaning	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	725.00	8,700.00
5100-00 - Rent - Other	850.00	980.00	915.00	905.00	905.00	915.00	905.00	905.00	915.00	905.00	980.00	915.00	10,995.00
Total 5100-00 - Rent													
5310-00 - Telephone	280.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	2,666.00
5320-00 - Telephone	280.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	219.00	2,666.00
Total 5310-00 - Telephone													
5420-00 - Mail - USPS	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	1,000.00
5510-00 - Insurance/Bonding	25.00	55.00	170.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	745.00
5520-00 - Supplies	0.00	0.00	0.00	0.00	0.00	0.00	125.00	125.00	125.00	125.00	125.00	125.00	750.00
5525-00 - Supplies- Computer <\$1000	90.00	135.00	95.00	95.00	100.00	135.00	125.00	95.00	95.00	95.00	95.00	95.00	1,250.00
5520-00 - Supplies - Other	90.00	135.00	95.00	95.00	100.00	135.00	250.00	220.00	220.00	220.00	220.00	220.00	2,000.00
Total 5520-00 - Supplies													
5610-00 - Depreciation	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	180.00
5700-00 - Equipment Support & Maintenance	540.00	55.00	235.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	1,325.00
5710-00 - Taxes, Licenses & Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00
5740-00 - Equipment Rental/Leasing	225.00	265.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	2,890.00
5800-00 - Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00
6423-00 - Membership Activities													

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

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 17 - J...
6434-00 · Community Awards Dinner	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,500.00	10,000.00	0.00	0.00	18,500.00
6436-00 · Membership - Wnt/Sum Rec Lunch	10.00	0.00	2,750.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,425.00	4,185.00
6437-00 · Tuesday Morning Breakfast Club	0.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	650.00	7,150.00
6442-00 · Public Relations/Website	280.00	280.00	280.00	280.00	280.00	2,795.00	2,795.00	295.00	295.00	295.00	295.00	295.00	8,465.00
6444-00 · Trades	0.00	580.00	0.00	275.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	275.00	2,130.00
6423-00 · Membership Activities - Other	75.00	0.00	75.00	0.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	750.00
Total 6423-00 · Membership Activities	365.00	1,510.00	3,755.00	1,205.00	1,005.00	3,520.00	3,520.00	1,020.00	10,020.00	11,520.00	1,020.00	2,720.00	41,180.00
8200-00 · Associate Relations	0.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	275.00
8500-00 · Credit Card Fees	210.00	170.00	180.00	160.00	195.00	195.00	295.00	295.00	295.00	195.00	195.00	195.00	2,580.00
8700-00 · Automobile Expenses	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	75.00	200.00	75.00	75.00	1,025.00
8750-00 · Meals/Meetings	0.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	40.00	440.00
8810-00 · Dues & Subscriptions	115.00	50.00	150.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	765.00
8920-00 · Bad Debt	1,375.00	475.00	2,775.00	995.00	585.00	585.00	585.00	681.20	681.20	681.20	681.20	681.20	10,681.00
Total Expense	10,465.00	12,439.00	20,571.71	12,226.68	12,012.00	14,622.00	15,027.00	13,273.20	27,005.70	22,848.20	12,298.20	13,980.20	186,768.89
Net Ordinary Income	535.00	-514.00	-8,571.71	3,998.32	-87.00	-2,447.00	2,648.00	4,451.80	-9,280.70	32,876.80	2,426.80	10,469.80	36,506.11
Other Income/Expense													
Other Expense													
8990-00 · Allocated	2,863.74	2,546.26	3,442.50	2,598.53	2,436.85	2,279.97	2,266.88	2,370.14	3,489.78	2,474.72	2,370.11	2,367.51	31,506.99
Total Other Expense	2,863.74	2,546.26	3,442.50	2,598.53	2,436.85	2,279.97	2,266.88	2,370.14	3,489.78	2,474.72	2,370.11	2,367.51	31,506.99
Net Other Income	-2,863.74	-2,546.26	-3,442.50	-2,598.53	-2,436.85	-2,279.97	-2,266.88	-2,370.14	-3,489.78	-2,474.72	-2,370.11	-2,367.51	-31,506.99
Net Income	-2,328.74	-3,060.26	-12,014.21	1,399.79	-2,523.85	-4,726.97	381.12	2,081.66	-12,770.48	30,402.08	56.69	8,102.29	4,999.12

North Lake Tahoe Resort Association Profit & Loss Budget Overview

70 - Administration

12:03 PM
01/05/18
Accrual Basis

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 17 - Jun 18
Ordinary Income/Expense													TOTAL
Expense													
5000-00 - Salaries & Wages	2,561.13	2,561.13	3,841.66	2,561.13	2,561.13	2,561.13	2,561.13	2,561.13	3,841.67	2,561.13	2,561.13	2,561.13	33,294.63
5020-00 - P/R - Tax Expense	2,586.03	2,586.03	3,879.07	2,586.03	2,586.03	2,586.03	2,586.03	2,586.03	3,879.07	2,586.03	2,586.03	2,586.03	33,618.44
5030-00 - P/R - Health Insurance Expense	153.63	153.63	230.42	153.63	153.63	153.63	153.63	153.63	230.43	153.63	153.63	153.63	1,997.15
5040-00 - P/R - Workmans Comp	438.48	438.48	657.73	438.48	438.48	438.48	438.48	438.48	657.73	438.48	438.48	438.48	5,700.26
5060-00 - 401 (k)	97.89	97.89	146.80	97.89	97.89	97.89	97.89	97.89	146.81	97.89	97.89	97.89	1,272.51
5070-00 - Other Benefits and Expenses	20,447.65	29,527.83	44,745.73	29,527.83	30,435.85	30,435.85	30,435.85	33,159.91	47,469.79	33,159.91	33,159.91	33,159.91	395,665.55
5000-00 - Salaries & Wages - Other	26,284.81	35,364.99	53,501.41	35,364.99	36,273.01	36,273.01	36,273.01	38,997.07	56,225.50	38,997.07	38,997.07	38,996.60	471,548.54
Total 5000-00 - Salaries & Wages													
5100-00 - Rent	120.00	116.94	116.94	116.94	116.94	116.94	116.94	116.94	116.94	116.94	116.94	116.94	1,406.34
5110-00 - Utilities	150.00	374.64	374.64	374.64	374.64	374.64	374.64	374.64	374.64	374.64	374.64	374.64	4,271.03
5140-00 - Repairs & Maintenance	155.00	170.52	170.52	170.52	170.52	170.52	170.52	170.53	170.53	170.53	170.53	170.53	2,080.77
5150-00 - Office - Cleaning	1,132.69	1,807.20	1,807.20	1,807.20	1,807.20	1,807.20	1,807.20	1,807.20	1,807.20	1,807.19	1,807.19	1,806.90	21,011.57
5100-00 - Rent - Other	1,557.69	2,469.30	2,469.30	2,469.30	2,469.30	2,469.30	2,469.30	2,469.31	2,469.31	2,469.30	2,469.30	2,469.00	28,719.71
Total 5100-00 - Rent													
5310-00 - Telephone	641.31	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	12,611.00
5320-00 - Telephone	641.31	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	1,088.15	12,611.00
Total 5310-00 - Telephone													
5420-00 - Mail - USPS	250.00	42.82	42.82	42.82	42.82	42.82	42.82	42.82	42.82	42.82	42.82	42.80	721.00
5510-00 - Insurance/Bonding	136.38	146.78	146.78	146.78	146.78	146.78	146.78	146.78	146.78	146.78	146.78	146.82	1,751.00
5520-00 - Supplies	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	0.00	1,000.00	0.00	0.00	0.00	2,000.00
5525-00 - Supplies - Computer <\$1000	580.40	420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.90	5,210.00
5520-00 - Supplies - Other	580.40	420.87	420.87	1,420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.87	420.90	7,210.00
Total 5520-00 - Supplies													
5610-00 - Depreciation	85.64	175.67	175.67	175.67	175.67	175.67	175.67	175.67	175.67	175.67	175.67	175.66	2,018.00
5700-00 - Equipment Support & Maintenance	420.00	310.91	310.91	310.91	310.91	310.91	310.91	310.91	310.91	310.91	310.91	310.90	3,840.00
5710-00 - Taxes, Licenses & Fees	906.93	666.64	666.64	666.64	666.64	666.64	666.64	666.64	666.64	666.64	666.64	666.67	8,240.00
5740-00 - Equipment Rental/Leasing	172.01	218.45	218.45	218.45	218.45	218.45	218.45	218.45	218.45	218.45	218.45	218.49	2,573.00
5800-00 - Training Seminars	0.00	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	3,180.00	0.00	0.00	0.00	6,180.00
5900-00 - Professional Fees	0.00	0.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	10,000.00
5910-00 - Professional Fees - Attorneys	0.00	8,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00	22,000.00
5920-00 - Professional Fees - Accountant	0.00	0.00	0.00	1,000.00	1,000.00	1,000.00	750.00	0.00	0.00	0.00	0.00	0.00	3,750.00
5921-00 - Professional Fees - Other	0.00	8,000.00	7,000.00	8,000.00	2,000.00	2,000.00	1,750.00	1,000.00	1,000.00	3,000.00	1,000.00	1,000.00	35,750.00
Total 5900-00 - Professional Fees													
6490-00 - Classified Ads	0.00	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.27	70.30	773.00
6701-00 - Market Study Reports/Research	0.00	206.00	206.00	206.00	206.00	206.00	206.00	206.00	206.00	206.00	206.00	206.00	2,265.60
8200-00 - Associate Relations	447.05	858.27	858.27	858.27	858.27	858.27	858.27	858.27	858.27	858.27	858.02	858.01	9,887.51
8300-00 - Board Functions	47.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-47.94	0.00
8500-00 - Credit Card Fees	0.00	93.64	93.64	93.64	93.64	93.64	93.64	93.64	93.64	93.64	93.64	93.15	1,029.55
8700-00 - Automobile Expenses	15.00	125.09	125.09	125.09	125.09	125.09	125.09	125.09	125.09	125.09	125.09	125.10	1,391.00
8750-00 - Meals/Meetings	252.68	126.85	126.85	126.85	126.85	126.85	126.85	126.85	126.85	126.85	126.85	126.82	1,648.00
8810-00 - Dues & Subscriptions	0.00	318.36	318.36	318.36	318.36	318.36	318.36	318.36	318.36	318.36	318.36	318.00	3,501.60
8910-00 - Travel	31,797.84	50,773.33	67,909.75	51,773.33	48,681.35	45,681.35	45,431.35	47,405.42	68,813.85	49,405.41	47,405.16	47,355.37	602,433.51
Total Expense													
Net Ordinary Income	-31,797.84	-50,773.33	-67,909.75	-51,773.33	-48,681.35	-45,681.35	-45,431.35	-47,405.42	-68,813.85	-49,405.41	-47,405.16	-47,355.37	-602,433.51
Other Expense													
8990-00 - Allocated	-31,797.84	-50,773.33	-67,909.75	-51,773.33	-48,681.35	-45,681.35	-45,431.35	-47,405.42	-68,813.85	-49,405.41	-47,405.16	-47,355.37	-602,433.51
Total Other Expense													
Net Other Income	31,797.84	50,773.33	67,909.75	51,773.33	48,681.35	45,681.35	45,431.35	47,405.42	68,813.85	49,405.41	47,405.16	47,355.37	602,433.51

North Lake Tahoe Resort Association
Profit & Loss Budget Overview

70 - Administration

	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	TOTAL
Net Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

North Lake Tahoe Resort Association and Placer County
Fund Balance Reconciliation to Payment

	Support and Transportation Funds	Undesignated IOT Funds	Undesignated Membership Funds	PPE	Marketing Reserve	Operating Cash Reserve	Total Fund Bal
Ending Balance 15-16 FY	\$ -	\$ 17,358	\$ 8,848	\$ 2,964	\$ 304,323	\$ 100,048	\$ 433,541
Fund Balance Distributed to Placer	\$ -	\$ (17,358)	\$ -	\$ -	\$ -	\$ -	\$ (17,358)
Equipment Purchases	\$ -	\$ (5,086)	\$ -	\$ 5,086	\$ -	\$ -	\$ -
Net Income (Loss)	\$ -	\$ (262)	\$ (18,040)	\$ (2,464)	\$ 2,525	\$ 201	\$ (18,040)
Ending Fund Balance 16-17	\$ -	\$ (5,348)	\$ (9,192)	\$ 5,586	\$ 306,848	\$ 100,249	\$ 398,143

Membership (Loss) \$ (14,540) Total Undesignated Funds
 Audited Undesignated \$ (18,040)
 Variance \$ (14,540)

AA Ties to Audited Financial Statements.

Payable to County per Final Audit \$ 231,039
 Add: Undesignated TOT Fund Balance (5,348)
 Less: Partnership Funding Grants (39,097)
 Dean Runyon 17-18 Invoices (10,196)
 Subtotal 176,398
 Less: Marketing Reserve replenished (2,525)
 Fund Balance 16-17 due County \$ 173,873

Proof



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Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/5/17

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Acceptance of Member Ballot Count and Announcement of Seats Available for Election

Action Requested:

Board acceptance of Member Ballot Count regarding Bylaw Revisions and announcement of seats available for election.

Background:

At your December meeting, you approved proposed Bylaw revisions changing the numbers and procedures for Board Members. Ballots were distributed to all members of record via USPS on 12/14/17 and via email on 12/15/17 and 12/28/17.

Members have until Wednesday at 9:30 AM to return their ballots. At the meeting we will provide the final counts which will determine if the changes are enacted or if the organization's Board members stay the same. Once determined the Board will be able to announce the seats that will be available for election.

The following are the seats that will be available depending on the outcome of the Membership vote.

If Bylaw Revisions are Approved	If Bylaw Revisions are Not Approved
Lodging / Property Management – east of Dollar Hill and within the Tahoe Basin of the Board Member Area	At Large
Lodging / Property Management – west of Dollar Hill and within the Tahoe Basin of the Board Member Area	Ski Area
At Large any Member within Board Member Area	Real Estate Property Management
At Large any Member within Board Member Area	Small Lodging (due to vacancy)
At Large and Member within Board Member Area	Retail (due to vacancy)

Fiscal Impact:

There is no fiscal impact by taking this action.



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January 4, 2018

NOTICE OF ELECTIONS FOR BOARD OF DIRECTORS

Get involved in guiding the local business community of the greater North Lake Tahoe area!

During the month of February, members of the North Lake Tahoe Resort Association will elect and/or re-elect Board Members. The membership is currently voting on Bylaw changes that will determine the number of seats that will be available by election. On January 10th the results will be determined and the specific number of seats and qualifications to fill those seats will be announced. We will send another notice to you on January 11, 2018 announcing the seats.

Qualified members will have until the February 5th Filing Deadline to submit an application. To qualify, a candidate must be an owner or manager of an active, current Member business licensed in both the State of California and the County of Placer and located within the North Tahoe Resort Association/Chamber membership area. Other criteria for specific seats will be determined after the completed vote on Bylaw amendments (January 10).

SCHEDULE FOR ELECTIONS

Announcement of Available Board Seats	Wed. 1/10/18 10am	NLTRA Board Meeting @TCPUD
Filing Deadline	Mon. 2/5/18 5pm	North Lake Tahoe Visitor Information Center 100 North Lake Blvd, Tahoe City Email: Dawn@GoTahoeNorth.com
Ballots distributed, voting begins	Tues. 2/12/18 5pm	
Ballot's must be returned, Final Tally	Tues. 3/6/18 5pm	Ballots mailed or delivered to: McClintock Accountancy Corporation, Box 6719, 305 West Lake Blvd., Tahoe City, CA 96145
Election Results Announced	Wed. 3/7/18 8:30am	NLTRA Board Meeting – Location TBD
New Board Members Take Office	Wed. 4/4/18 8:30am	NLTRA Board Meeting – Location TBD

We hope you will consider volunteering your time, wisdom, and experience to helping guide the future of our business community!

Please contact me with any questions – 530.581.8739 or cindy@gotahoenorth.com

Sincerely,

Cindy Gustafson
CEO



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Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/5/17

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Recommendation for Additions to Capital Projects Advisory Committee

Action Requested:

Board approval of Executive Committee's recommendation to revise the Capital Projects Advisory Committee.

Background:

At your December meeting, you approved the new Capital Projects Advisory Committee (CAP) as presented. Subsequent to that meeting there were a number of requests to add Squaw Valley Business Association to the eligible Business Association list. At the Placer County Board of Supervisors' meeting this suggestion was raised and the Board requested NLTRA consider adding Squaw Valley and also consider Northstar business association if they were interested.

The Executive Committee, Erin Casey and myself discussed the issue and suggested these two business associations be added along with the addition of two provisions to help ensure broad geographic representation on the CAP. The first provision was adding a "sideboard" to the list indicating that one geography should have a maximum of two appointments between the three categories of group appointments to the CAP – Business Associations, Special Districts, and Ski Resorts. The second provision was that each of the group appointments be requested to submit nominations as well as alternates for the CAP. This would allow for the final committee appointments to be balanced to meet the first provision, providing maximum diversity of geographic representation on the CAP.

Fiscal Impact:

There is no fiscal impact by taking this action.

PROPOSED CAPITAL PROJECTS ADVISORY COMMITTEE



PROPOSED CAPITAL PROJECTS ADVISORY COMMITTEE

Co-chaired by Placer County and the North Lake Tahoe Resort Association

	Representation	Initial Term	Appointed By
1	Business Associations	2 years	Business Associations
2	Business Associations	2 years	Business Associations
3	Special Districts/PUDs	2 years	Special Districts
4	Special Districts/PUDs	2 years	Special Districts
5	Resort Association	2 years	Resort Association
6	Resort Association	2 years	Resort Association
7	County appointed	2 years	Placer County
8	County appointed	2 years	Placer County
9	Transportation	2 years	TNT-TMA
10	Ski Resorts	3 years	Ski Resorts
11	Lodging	3 years	Placer County and Resort Association
12	At Large: housing, social services, arts and culture	3 years	Placer County and Resort Association
13	At Large: housing, social services, arts and culture	3 years	Placer County and Resort Association

RECOMMENDS
PROJECTS &
PROGRAMS

BOS
(Placer County Board
of Supervisors)

ALLOCATES TOTAL
REVENUE FOR
PROJECTS AND
SERVICES IN
EASTERN PLACER
COUNTY

Add: Maximum of 2
representatives between
these groups from one
specific geographic area

BUSINESS ASSOCIATIONS:
Donner Summit Association
North Tahoe Business Association
Tahoe City Downtown Association

SPECIAL DISTRICTS:
Northstar Community Services District
North Tahoe Public Utility District
Squaw Valley Public Services District
Tahoe City Public Utility District
Truckee Tahoe Airport District

SKI RESORTS:
Homewood
Northstar
Squaw/Alpine
Sugar Bowl

SIDEBOARDS:

- Preference for one representative per organization
- Appointing organization must provide service in Placer County and implement Tourism Master Plan priorities
- Appointees may include board, staff or community members

Add SV & NS



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MEMORANDUM

Date: 1/4/18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Scope of Work with Placer County, February 1 – June 30, 2018

Action Requested:

Board approval of attached Scope of Work.

Background:

During fiscal year 2017-18 the Contract with Placer County has included 3 separate Scope of Work documents (Attachment A) including: July 2017, August 1, 2017 – January 31, 2018; and this proposal for February 1 – June 30, 2018. These three combined will complete the 12-month contract with Placer County.

Attached is the complete draft of the Scope of Work for February 1 – June 30, 2018 shown both with red line revisions from the current Scope of Work August 1, 2017 – January 31, 2018 and one in final format. For ease of review I have summarized the key changes and additional tasks into the following summary:

New Tasks (in addition to current tasks in the scope of work):

- Undertake a thorough review of all programs, resource allocations, processes and procedures to ensure efficiency and effectiveness.
- Review and propose revisions to the Supplemental Operating Procedures and Policies.
- Work with appropriate parties to investigate diversified funding opportunities for implementation of the Tourism Master Plan.
- Prepare Scope of Work for new 18-24 month contract with Placer County.
- Prepare financial and services plan for strengthened Chamber of Commerce.
- Conduct cost-benefit analysis of internal staffing versus out-sourcing of Public/Media Relations and Social Media.
- Complete a Tourism Development Plan (to include public relations, media, advertising, group/leisure sales, promotions, special events).

- Research options and changes for Special Event strategy and policies.
- Develop a plan to encourage greater use of customer service training video.
- Evaluate distribution of materials at informational kiosks.
- Develop a customer service survey for VIC.
- Evaluate options for mobile visitor center vehicle.
- Develop plan for increased revenue at VIC.
- Assist with the selection, education and implementation of new CAP committee.
- Initiate educational series of workshops on Tourism Master Plan.
- Develop educational strategies to gain business support for diversified funding of the Tourism Master Plan.
- Develop plan for installation of Bicycle Friendly Community signage.

Other Revisions to current Scope of Work:

- Changed the term “Marketing” to “Tourism Development” to ensure broader understanding of all efforts.
- Created a separate category for Visitor Information Services.
- Revised current Scope of Work category titled “Capital Projects and Transportation” to Tourism Master Plan Support and Implementation.
- Eliminated Research and Planning as separate category within Scope of Work.

There are other minor revisions in wording and clarifications proposed in the attached, but the above represent the most significant areas of change.

Fiscal Impact:

The majority of these “new” tasks will be handled through the existing staff resources. There may be some minimal costs (not to exceed \$7,500) incurred for independent analyses of specific areas of our operations. These costs can be handled within the existing budget and resources. In addition, the goal of the internal program and allocation review is to create more efficiency and effectiveness, thereby resulting in increased service levels with the same or decreased costs.

**ATTACHMENT A – North Lake Tahoe Resort Association
 Scope of Work for ~~February 1, 2018 - August 1, 2017~~ January 31 June 30, 2018**

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

1. Organization Management and Administration
2. Destination Marketing Programs
3. Visitor Information Services
- 3.4. Tourism Master Plan Support and Implementation
4. ~~Research and Planning~~

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1. ORGANIZATION MANAGEMENT AND ADMINISTRATION

~~Provide efficient, effective mManagement and administrative functions for the organization cooperation while and overseeing~~ services and programs operated by the organization cooperation. ~~Provide on-going assistance to Placer County on tourism development, tourism-related issues and services in conjunction with adopted Tourism Master Plan priorities.~~

Tasks:

- Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
- Conduct a thorough review the organization's programs, processes, procedures and human resource allocations (including full salary and benefits) to ensure efficiency and effectiveness.
- Implement full transition and onboarding for ~~CEO and Tourism Director~~ CMO.
- Review the Supplemental Operating Procedures and Policies specific to: standing committees; operational strategies; and establishing revised policies for sales and entertainment.
- Continue the Review, prioritize and create an implementation plan for of Board governance, chamber and marketing subcommittee recommendations from ~~18-month organizational~~ review process.
- Develop outreach plan in partnership with Placer County staff to receive community feedback on future partnership. Work with Placer County staff, special district leaders, and business community to investigate and recommend diversified revenue strategies for the implementation of the Tourism Master Plan priorities including: sales tax, TOT increase, and TBID.
- Prepare scope of work for 18 to 24 month contract with Placer County for adoption by July 1, 2018.
- Prepare financial plan for strengthened Chamber of Commerce.

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- Schedule regular meetings between Resort Association and Placer County staff to share information, anticipate issues and note successes.
- Research and review ~~Revise scope of work and~~ contract templates consistent with similar organizations (government and organizations similar to the Resort Association ~~NLTRA~~) best practices, performance based contract goals and mutually agreed upon performance indicators.

Performance Indicators:

- Achieve full compliance with County contract requirements utilizing written memorandums to address areas needing additional clarification or explanation.
- Complete thorough review of the organization's programs, human resource allocations, processes and procedures. Make recommendations to Board of Directors and report to Placer County.
- Complete on-boarding of new Tourism Director, introduce to community and businesses, and integrate into committees.
- Complete review of the Supplemental Operating Procedures and Policies. Prepare recommended changes, review with committees, seek Board approval.
- Implement recommendations from task force committees if budget allows.
- Prepare full summary packet of information for committee background. Assist County in selection, orientation and facilitation of CAP Committee.
- Participate with County staff to review resources, set up meetings, conduct business and voter interviews and surveys, and develop recommendations for a diversified revenue strategy for the Tourism Master Plan implementation.
- Complete scope of work and negotiations with Placer County for 18-24 month contact beginning July1, 2018.
- Complete and adopt financial plan for Chamber of Commerce.
- Coordinate a schedule of regular meetings.
- Prepare a summary of contract templates from other organizations.

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2. TOURISM DEVELOPMENT DESTINATION MARKETING PROGRAMS

Develop and execute comprehensive public relations, -marketing, advertising, sales, special events, and promotion programs to maximize the exposure and promotion of eastern Placer County, as part of the North Lake Tahoe region, as a premier mountain resort destination in the United States.

Tourism DevelopmentMarketing Plan

Develop and implement an annual Tourism marketingDevelopment Pplan targeting audiences identified in said plan. Perform analysis on whether the annual work plan is aligned with a longer-term strategic plan.

Plan Objectives:

1. Increase prospective visitor awareness of the amenities offered in the region.

2. Increase visitation to the destination during mid-week and strike zone time periods. Coordinate efforts with resorts and tourism business communities to leverage opportunities and increase targeted visitation.

~~3.~~

4. ~~3.~~ Increase average length of stay per visitor. Increase total number of visitors arriving by air.

~~3.~~

~~5.~~

~~6. Increase total number of visitors arriving by air.~~

~~7. Coordinate efforts with resorts and tourism business communities to leverage opportunities and increase targeted visitation.~~

8.4. Update the ~~Begin development of a~~ long-term tourism development marketing strategy along with implementation of the annual marketing plan and objectives that support and align with the tourism master plan.

Performance Indicators:

- Complete tourism development marketing plan with revised performance indicators.
- Complete the coordinated efforts with resorts and tourism business communities to leverage opportunities and increase targeted visitation.
- Revised performance indicators to be included in tourism development plan, marketing plan, scope of work and contract with Placer County.
- Quarterly progress report and schedule consistent with revised performance indicators.

Performance Indicators should include the following criteria:

- Incorporate travel industry best practices
- Define measurable results
- Define leading indicators
- Support and ensure results
- Incorporate research-based metrics
- Amend tactics and strategies when metrics are not achieved or as warranted based on market and/or product changes

The Tourism Development Marketing Plan outline should also include the following tasks:

a) Public / Media Relations

Tasks:

- Increase public and media awareness of eastern Placer County, as part of the North Lake Tahoe region, as a premier year-round active and family travel destination.
- Support business partner initiatives around seasonal and year-round efforts.

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- Generate positive editorial coverage in national, regional and international publications and communications channels.
- Conduct domestic and international media familiarization trips.
- Provide assistance to journalists on assignment in eastern Placer County, as part of the North Lake Tahoe region.
- Frequently update content for the media center and blog on GoTahoeNorth.com.
- Remain up to date on consumer travel trends to revise and update media relations plan as needed and appropriate.
- Conduct cost-benefit analysis of staffing versus out-sourcing some of these duties.

Performance Indicators:

- Increase advertising equivalency of public relations efforts by 7% over prior year same period.
- Increase number of media contacts and press releases downloaded from GoTahoeNorth.com by 5% over prior year same period. Increase references to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe by 10% over prior year same period.
- Complete cost-benefit analysis and make recommendations on any potential changes.

b) Social Media

Tasks:

- Utilize social media to increase public awareness of eastern Placer County, as part of the North Lake Tahoe region.
- Increase followers and engage viral community.
- Conduct cost-benefit analysis of staffing versus out-sourcing some or all of these duties.

Performance indicators:

- Increase number of social media followers by 15% over prior year same period.
- Increase number of consumer sharing across Facebook, Instagram, Pinterest, Snapchat and Twitter platforms by 20% as compared to prior year same period.
- Complete cost-benefit analysis and make recommendations on any potential changes.

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- c) Website - As the main fulfillment channel for all consumer marketing efforts, GoTahoeNorth.com must contain compelling content and be fully leveraged to maximize promotion of eastern Placer County, as part of the North Lake Tahoe region.

Tasks:

- Regularly update GoTahoeNorth.com with content designed to engage travelers and inspire year-round and mid-week visitation to eastern Placer County, as part of the North Lake Tahoe region.
- Include information that a visitor would need to book a trip to eastern Placer County, as part of the North Lake Tahoe region, and find information to enhance their visit while in market.

Performance indicators:

- Increase total annual unique visitors to site by 5% over prior year ~~_same-period_~~.
- Increase average length of stay on the site by 10% over prior year ~~_same-period_~~.
- Increase number of lodging referrals by 5% over prior year ~~_same-period_~~.

d) Group and Conference Sales:

The purpose of this program is to increase the number of group meetings and conferences held at North Lake Tahoe each year. The program shall include a focus on increasing awareness in the national and regional meetings industry of eastern Placer County, as a part of the North Lake Tahoe region, as a premier meeting, conference and sporting destination.

Tasks:

- Promote eastern Placer County, as part of the North Lake Tahoe region at industry trade shows and events.
- Conduct sales missions, site inspections and familiarization tours (FAMs).
- Conduct in market customer events in strategic markets.
- Establish and maintain relationships with meeting planners, event coordinators and other travel professionals that are responsible for selecting destinations for future programs.
- Increase awareness in new markets identified in Tourism Development plan. in southeastern United States with full-time sales person dedicated to that market. (Florida, Georgia, Tennessee.)

Performance Indicators:

- Increase total leads by 10% over same period in FY 2016-17.
- Increase booked revenue by 5% over same period in FY 2016-17.
- Increase number of request for proposals submitted through GoTahoeNorth.com website by 10% over same period in FY 2016-17.
- Contract with Attract-at least one major meetings industry customer event to eastern Placer County, as part of the North Lake Tahoe region. (MPI, CalSAE, Connect, etc.)

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- Host at least one meeting industry familiarization tour with 10+ customers.
- Increase leads in new markets identified in Tourism Development Plan from southeast market by 10% over same period in FY 2016-17.

e) Leisure Sales

The program shall focus on building national and international tourism business for eastern Placer County, as part of the North Lake Tahoe region, through trade shows, familiarization tours, promotional programs and training for travel/reservation agents.

Tasks:

- Identify opportunities among multiple distribution channels to promote for the sale of eastern Placer County, as part of eastern Placer County, as part of eastern Placer County as part of the North Lake Tahoe region; vacations and vacation products, including: 1) direct to consumer vacations; 2) travel agents vacation products; and, 3) domestic and international tour operators.
- Serve as the Resort Association's primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with the California Travel and Tourism Commission (CTTC), dba, Visit California.
- Serve as the Resort Association's primary liaison to General Sales Agents (GSAs) in international markets identified as priorities for development.
- Host at least two travel trade FAMs per year with markets we have targeted, one with a summer focus and one with a winter focus.
- In conjunction with the Resort Association's Public Relations team and with GSAs, host multiple media FAM trips.
- Strengthen relationships with international offices to drive tourism year round and mid-week during winter and summer seasons.
- Monitor brochure information and online information to ensure year round messaging.
- Increase Eastern Placer County lodging contracts with 3rd party re-sellers product placement in order to generate more incentive for long term visitation.

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Performance Indicators:

- Conduct (105) Leisure Sales site inspections and sales missions promoting North Lake Tahoe.
- Increase newsletter database of travel agents located outside the four hour drive market by 10% over FY 2016/2017.
- Update the leisure sales tracking program with selected OTA's and domestic wholesale tour operators quarterly in order to track peak and non-peak room nights.
- Build out international and domestic travel industry database to send out immediate messaging.
- Increase travel industry database by 10% over FY 2016/2017.

f) Special Events & Communications

These programs will support the development, implementation, promotion and communications of special events held in Eastern Placer County, as part of the North Lake Tahoe region, and will attract new events to the destination. The programs shall focus on attracting events that take place within the identified strike zones and are tied to initiative areas. Staff will assist in communicating the local impacts of each event.

~~Special Event~~ Tasks:

- Execute and manage contracts for all Resort Association sponsored special events, ensuring all promotional benefits are received.
- Communicate to event producers of sponsored events what permits are required and the appropriate submission deadlines, at least 90 days prior to event date.
- Assist event producers in completion of final event report including tracking measurements necessary to determine event ROI for all sponsored special events.
- Assist in facilitating event surveys for the duration of this contract.
- Coordinate visitor information booths at regional sponsored events when applicable/appropriate.
- Administer, oversee and execute the Special Event Partnership Funding program.

Performance Indicators:

- Implementation of new Special Event Partnership Funding program.
- Summary of sponsored events in ~~October 2017 – March 2018~~ June 2017 – November 2017 with ROI including report on event attendance, overnight stays and media exposure.
- Research and bring information to the Marketing Committee and Board of Directors on options to revise the current Special Event Strategy.

Communications Tasks:

- Ensure local districts and public service agencies are notified of North Lake Tahoe sponsored special events.
- Create and distribute a toolkit for event producers including local and regional media information, North Lake Tahoe social handles and hashtags, and destination information.
- Develop and manage a centralized organizational media resource library.
- Communicate with regional event producers on a regular basis to ensure events are being uploaded to the Special Events Calendar on GoTahoeNorth.com.
- Increase regional awareness of Business Association and Chamber Collaborative marketing campaigns.

Performance Indicators:

- Distribute event notifications after sponsorships are approved by the ~~Resort Association~~ NLTRA-Bea Board of Directors and on a quarterly basis via email.
- Produce and distribute Toolkit for use by event producers.

3. VISITOR INFORMATION SERVICESg) ~~Visitor Information Services~~

Provide comprehensive information to visitors to eastern Placer County, as part of the North Lake Tahoe region, ~~which serves to enhance the visitor experience, reduce visitor impacts, and encourage longer stays, and/or return visitation, and increased economic activity.~~

Tasks:

- ~~Assist in the dDevelopment, publish and distribution of e~~ the bi-annual North Lake Tahoe Official Visitor Guide.
- Update, publish and distribute eastern Placer County, as part of the North Lake Tahoe region, Neighborhood Maps.
- ~~Provide 364 days of operation of the Operate the year-round Tahoe City Visitors Center, which shall provide guests with information concerning North Lake Tahoe businesses, attractions, events and activities.~~
- ~~Prepare and re-open Continue operationsng of~~ the summer-season Visitor Center at Kings Beach State Recreation Area, ~~which shall provide visitors with information concerning businesses, attractions, events and activities in eastern Placer County, as part of the North Lake Tahoe region.~~
- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno.
- Educate the lodging properties located in eastern Placer County as part of the North Lake Tahoe region to inform them of the services and benefits provided by ~~Placer County through the contract with NLTRA, Resort Association.~~
- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses.
- ~~Distribute the customer service training video for staff of local businesses. The training video shall provide local business employees with knowledge of the destination to enhance the visitor experience and encourage repeat visitation. Develop plan to encourage local hospitality staff to undertake the customer service training video.~~
- ~~Evaluate costs/benefits for options on distribution of materials at informational kiosks in Reno, Truckee, South Lake Tahoe, Auburn, and Sacramento airport.~~
- ~~Undertake a customer service survey for quests of the Visitor Centers to evaluate service quality, offerings, and methods for information distribution.~~
- ~~Evaluate options, costs, and revenue opportunities for a mobile visitor center vehicle.~~
- ~~Increase net revenue for Visitor Center.~~

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Performance Indicators:

- ~~Increase visitors served in visitor information centers by 32% during same period previous year.~~
- ~~Provide a report on numbers of hospitality staff who have completed the training and their feedback on content.~~
- ~~Complete cost/benefit analysis for visitor information at regional locations.~~

- Complete report on customer survey results. Prepare recommendations.
- Provide report on options, costs, and revenue opportunities for a mobile visitor center vehicle.
- Increase net revenue for Visitor Center by 2%.

3. TOURISM MASTER PLAN IMPLEMENTATION : CAPITAL PROJECTS AND TRANSPORTATION

Provide support, coordinate efforts, facilitate involvement, develop strategic partnerships, and assist with research and planning, to implement priorities of the Tourism Master Plan.

Tasks:

- Work with Placer County to implement develop a the new capital projects committee partnership, ensuring broad geographic and subject matter representation from tourism interest groups in eastern Placer County, as part of the North Lake Tahoe region to monitor and review implementation of Tourism Master Plan priorities and identify possible changes to those priorities.
- Develop outreach plan in partnership with Placer County staff to encourage applications for CAP committee. Provide review of applications of appointments and assist with co-chairing committee meetings.
- Assist in facilitating the Establish a new capital project committee to develop a new partnership strategy to include the following criteria:
 - Broaden community representation and participation
 - Provide more frequent community input
 - Implementation of Tourism Master Plan priorities
 - Improved transparency and accountability
 - Additional TOT funds to capital projects
 - Provide regular assessment of TMP priorities.
- Provide support to Placer County staff for Committee's background and on-boarding of new committee.
- Work with Placer County to encourage community organizations and groups to apply for TOT funding, and provideing matching funds, to complete projects to help implement the Tourism Master Plan.
- Develop and implement an outreach plan in partnership with Placer County to receive community feedback on process to review Tourism Master Plan priorities.
- Initiate Tourism Master Plan educational series of workshops on details of tourism development, capital projects and transportation projects and funding.
- Provide information from Economic Significance of Trousim Report and other tourism information to local groups and organizations.
- Participate with Placer County staff in efforts to research diversified funding strategies (TBID, Sales Tax, TOT increase) for implementation of Tourism Master Plan priorities.
- Support Tourism Master Plan transportation initiatives for eastern Placer County, as part of the North Lake Tahoe region, by attending serving on the

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Boardsmeetings of Placer County Transportation Planning Agency (PCTPA), Tahoe Transportation District (TTD), Truckee North Tahoe Transportation Management Association (TMA) and the Resort Triangle Transportation Vision Coalition (RTTVC).

- Encourage installation of "Bicycle Friendly Community" signage and information in region. Provide quarterly summary of transportation meeting objectives and outcomes to County staff and the NLTRA Board of Directors.
- Work with Placer County to prepare ~~and provide~~ oversight for summer ~~r/winter~~ traffic management contracts.

Performance Indicators

- Implement~~Complete~~ capital projects partnership ~~committee~~strategy_ with Placer County.
- Assist County in selection, orientation and facilitation of CAP Committee.
- ~~Complete outreach plan including meeting dates, participants and objectives.~~
- Provide historical reports, summaries, and analysis for new CAP committee's background and information.
- Present Economic Significance of Tourism report as well as other reports to eastern Placer County groups and local businesses.
- Provide input and support for surveys, conduct analyses, and develop strategies for gaining community support for diversified funding.
- Attendance at and reporting of key issues from: TTD, TMA, RTTVC and PCTPA meetings.
- Conduct workshops providing details of tourism development, capital projects and transportation projects and funding.
- Provide qQuarterly summary of transportation meeting outcomes, issues and action steps to Placer County and NLTRA Board of Directors.
- Provide templates and assist with installation of Bicycle Friendly Community signage.
- Assist County staff by providing education on background, protocols, and challenges with traffic management during summer.
- ~~Complete traffic Management contracts and oversight providing final reports, including Placer County and California Highway Patrol recommendations, within 30 days.~~

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4. RESEARCH AND PLANNING:

Tasks:-

- ~~Manage Dean Runyon contract to complete report on the Economic Significance of Tourism, no later than October 31, 2017 per contract with Dean Runyon.~~
- ~~Prepare renewal application for Bicycle Friendly Community Designation for eastern Placer County (North Lake Tahoe Area).~~

Performance Indicator:

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- Present results at a minimum of three public workshops, as agreed to with the County Executive Office.
- Complete Application (August 17, 2017) and receive BFC Designation renewal by January 2018.

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ATTACHMENT A – North Lake Tahoe Resort Association Scope of Work for February 1, 2018 - June 30, 2018

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

1. Organization Management and Administration
2. Destination Marketing Programs
3. Visitor Information Services
4. Tourism Master Plan Support and Implementation

1. ORGANIZATION MANAGEMENT AND ADMINISTRATION

Provide efficient, effective management and administrative functions for the organization while overseeing services and programs operated by the organization. Provide on-going assistance to Placer County on tourism development, tourism-related issues and services in conjunction with adopted Tourism Master Plan priorities.

Tasks:

- Ensure compliance with all provisions and requirements of the Agreement between Placer County and the Resort Association.
- Conduct a thorough review the organization's programs, processes, procedures and human resource allocations (including full salary and benefits) to ensure efficiency and effectiveness.
- Implement full transition and onboarding for Tourism Director.
- Review the Supplemental Operating Procedures and Policies specific to: standing committees; operational strategies; and establishing revised policies for sales and entertainment.
- Continue the implementation of Board governance, chamber and marketing subcommittee recommendations from organizational review process.
- Work with Placer County staff, special district leaders, and business community to investigate and recommend diversified revenue strategies for the implementation of the Tourism Master Plan priorities including: sales tax, TOT increase, and TBID.
- Prepare scope of work for 18 to 24 month contract with Placer County for adoption by July 1, 2018.
- Prepare financial plan for strengthened Chamber of Commerce.
- Schedule regular meetings between Resort Association and Placer County staff to share information, anticipate issues and note successes.
- Research and review contract templates consistent with similar organizations (government and organizations similar to the Resort Association) best practices, performance based contract goals and mutually agreed upon performance indicators.

Performance Indicators:

- Achieve full compliance with County contract requirements utilizing written memorandums to address areas needing additional clarification or explanation.
- Complete thorough review of the organization's programs, human resource allocations, processes and procedures. Make recommendations to Board of Directors and report to Placer County.
- Complete on-boarding of new Tourism Director, introduce to community and businesses, and integrate into committees.
- Complete review of the Supplemental Operating Procedures and Policies. Prepare recommended changes, review with committees, seek Board approval.
- Implement recommendations from task force committees if budget allows.
- Prepare full summary packet of information for committee background. Assist County in selection, orientation and facilitation of CAP Committee.
- Participate with County staff to review resources, set up meetings, conduct business and voter interviews and surveys, and develop recommendations for a diversified revenue strategy for the Tourism Master Plan implementation.
- Complete scope of work and negotiations with Placer County for 18-24 month contact beginning July1, 2018.
- Complete and adopt financial plan for Chamber of Commerce.
- Coordinate a schedule of regular meetings.
- Prepare a summary of contract templates from other organizations.

2. TOURISM DEVELOPMENT PROGRAMS

Develop and execute comprehensive public relations, marketing, advertising, sales, special events, and promotion programs to maximize the exposure and promotion of eastern Placer County, as part of the North Lake Tahoe region, as a premier mountain resort destination in the United States.

Tourism Development Plan

Develop and implement an annual Tourism Development Plan targeting audiences identified in said plan. Perform analysis on whether the annual work plan is aligned with a longer-term strategic plan.

Plan Objectives:

1. Increase prospective visitor awareness of the amenities offered in the region.
2. Increase visitation to the destination during mid-week and strike zone time periods. Coordinate efforts with resorts and tourism business communities to leverage opportunities and increase targeted visitation.
3. Increase average length of stay per visitor. Increase total number of visitors arriving by air.
4. Update the long-term tourism development strategy along with implementation of the annual marketing plan and objectives that support and align with the tourism master plan.

Performance Indicators:

- Complete tourism development plan with revised performance indicators.
- Complete the coordinated efforts with resorts and tourism business communities to leverage opportunities and increase targeted visitation.
- Revised performance indicators to be included in tourism development plan, scope of work and contract with Placer County.
- Quarterly progress report and schedule consistent with revised performance indicators.

Performance Indicators should include the following criteria:

- Incorporate travel industry best practices
- Define measurable results
- Define leading indicators
- Support and ensure results
- Incorporate research-based metrics
- Amend tactics and strategies when metrics are not achieved or as warranted based on market and/or product changes

The Tourism Development Plan outline should also include the following tasks:

a) Public / Media Relations

Tasks:

- Increase public and media awareness of eastern Placer County, as part of the North Lake Tahoe region, as a premier year-round active and family travel destination.
- Support business partner initiatives around seasonal and year-round efforts.
- Generate positive editorial coverage in national, regional and international publications and communications channels.
- Conduct domestic and international media familiarization trips.
- Provide assistance to journalists on assignment in eastern Placer County, as part of the North Lake Tahoe region.
- Frequently update content for the media center and blog on GoTahoeNorth.com.
- Remain up to date on consumer travel trends to revise and update media relations plan as needed and appropriate.
- Conduct cost-benefit analysis of staffing versus out-sourcing some of these duties.

Performance Indicators:

- Increase advertising equivalency of public relations efforts by 7% over prior year same period.
- Increase number of media contacts and press releases downloaded from GoTahoeNorth.com by 5% over prior year same period. Increase references

to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe by 10% over prior year same period.

- Complete cost-benefit analysis and make recommendations on any potential changes.

b) Social Media

Tasks:

- Utilize social media to increase public awareness of eastern Placer County, as part of the North Lake Tahoe region.
- Increase followers and engage viral community.
- Conduct cost-benefit analysis of staffing versus out-sourcing some or all of these duties.

Performance indicators:

- Increase number of social media followers by 15% over prior year same period.
- Increase number of consumer sharing across Facebook, Instagram, Pinterest, Snapchat and Twitter platforms by 20% as compared to prior year same period.
- Complete cost-benefit analysis and make recommendations on any potential changes.

c) Website - As the main fulfillment channel for all consumer marketing efforts, GoTahoeNorth.com must contain compelling content and be fully leveraged to maximize promotion of eastern Placer County, as part of the North Lake Tahoe region.

Tasks:

- Regularly update GoTahoeNorth.com with content designed to engage travelers and inspire year-round and mid-week visitation to eastern Placer County, as part of the North Lake Tahoe region.
- Include information that a visitor would need to book a trip to eastern Placer County, as part of the North Lake Tahoe region, and find information to enhance their visit while in market.

Performance indicators:

- Increase total annual unique visitors to site by 5% over prior year.
- Increase average length of stay on the site by 10% over prior year.
- Increase number of lodging referrals by 5% over prior year.

d) Group and Conference Sales:

The purpose of this program is to increase the number of group meetings and conferences held at North Lake Tahoe each year. The program shall include a focus on increasing awareness in the national and regional meetings industry of eastern

Placer County, as a part of the North Lake Tahoe region, as a premier meeting, conference and sporting destination.

Tasks:

- Promote eastern Placer County, as part of the North Lake Tahoe region at industry trade shows and events.
- Conduct sales missions, site inspections and familiarization tours (FAMs).
- Conduct in market customer events in strategic markets.
- Establish and maintain relationships with meeting planners, event coordinators and other travel professionals that are responsible for selecting destinations for future programs.
- Increase awareness in new markets identified in Tourism Development plan.

Performance Indicators:

- Increase total leads by 10% over same period in FY 2016-17.
- Increase booked revenue by 5% over same period in FY 2016-17.
- Increase number of request for proposals submitted through GoTahoeNorth.com website by 10% over same period in FY 2016-17.
- Contract with at least one major meetings industry customer event to eastern Placer County, as part of the North Lake Tahoe region. (MPI, CalSAE, Connect, etc.)
- Host at least one meeting industry familiarization tour with 10+ customers.
- Increase leads in new markets identified in Tourism Development Plan by 10% over same period in FY 2016-17.

e) Leisure Sales

The program shall focus on building national and international tourism business for eastern Placer County, as part of the North Lake Tahoe region, through trade shows, familiarization tours, promotional programs and training for travel/reservation agents.

Tasks:

- Identify opportunities among multiple distribution channels to promote eastern Placer County as part of the North Lake Tahoe region including: 1) direct to consumer vacations; 2) travel agent vacation products; and, 3) domestic and international tour operators.
- Serve as the Resort Association's primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with the California Travel and Tourism Commission (CTTC), dba, Visit California.
- Serve as the Resort Association's primary liaison to General Sales Agents (GSAs) in international markets identified as priorities for development.
- Host at least two travel trade FAMs per year with markets we have targeted, one with a summer focus and one with a winter focus.
- In conjunction with the Resort Association's Public Relations team and with GSAs, host multiple media FAM trips.

- Strengthen relationships with international offices to drive tourism year round and mid-week during winter and summer seasons.
- Monitor brochure information and online information to ensure year round messaging.
- Increase Eastern Placer County lodging contracts with 3rd party re-sellers in order to generate more incentive for long term visitation.

Performance Indicators:

- Conduct (10) Leisure Sales site inspections and sales missions promoting North Lake Tahoe.
- Increase newsletter database of travel agents located outside the four hour drive market by 10% over FY 2016/2017.
- Update the leisure sales tracking program with selected OTA's and domestic wholesale tour operators quarterly in order to track peak and non-peak room nights.
- Build out international and domestic travel industry database to send out immediate messaging.
- Increase travel industry database by 10% over FY 2016/2017.

f) Special Events & Communications

These programs will support the development, implementation, promotion and communications of special events held in Eastern Placer County, as part of the North Lake Tahoe region, and will attract new events to the destination. The programs shall focus on attracting events that take place within the identified strike zones and are tied to initiative areas. Staff will assist in communicating the local impacts of each event.

Tasks:

- Execute and manage contracts for all Resort Association sponsored special events, ensuring all promotional benefits are received.
- Communicate to event producers of sponsored events what permits are required and the appropriate submission deadlines, at least 90 days prior to event date.
- Assist event producers in completion of final event report including tracking measurements necessary to determine event ROI for all sponsored special events.
- Assist in facilitating event surveys for the duration of this contract.
- Coordinate visitor information booths at regional sponsored events when applicable/appropriate.
- Administer, oversee and execute the Special Event Partnership Funding program.

Performance Indicators:

- Implementation of new Special Event Partnership Funding program.

- Summary of sponsored events in October 2017 – March 2018 – November 2017 with ROI including report on event attendance, overnight stays and media exposure.
- Research and bring information to the Marketing Committee and Board of Directors on options to revise the current Special Event Strategy.

Communications Tasks:

- Ensure local districts and public service agencies are notified of North Lake Tahoe sponsored special events.
- Create and distribute a toolkit for event producers including local and regional media information, North Lake Tahoe social handles and hashtags, and destination information.
- Develop and manage a centralized organizational media resource library.
- Communicate with regional event producers on a regular basis to ensure events are being uploaded to the Special Events Calendar on GoTahoeNorth.com.
- Increase regional awareness of Business Association and Chamber Collaborative marketing campaigns.

Performance Indicators:

- Distribute event notifications after sponsorships are approved by the Resort Association Board of Directors and on a quarterly basis via email.
- Produce and distribute Toolkit for use by event producers.

3. VISITOR INFORMATION SERVICES

Provide comprehensive information to visitors to eastern Placer County, as part of the North Lake Tahoe region, to enhance the visitor experience, reduce visitor impacts, encourage longer stays, return visitation, and increased economic activity.

Tasks:

- Assist in the development, and distribution of the bi-annual North Lake Tahoe Official Visitor Guide.
- Update, publish and distribute eastern Placer County, as part of the North Lake Tahoe region, Neighborhood Maps.
- Provide 364 days of operation of the Tahoe City Visitors Center.
- Prepare and re-open operations of the summer-season Visitor Center at Kings Beach State Recreation Area.
- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno.
- Educate the lodging properties located in eastern Placer County as part of the North Lake Tahoe region to inform them of the services and benefits provided by Placer County through the contract with NLTRA.
- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses.

- Develop plan to encourage local hospitality staff to undertake the customer service training video.
- Evaluate costs/benefits for options on distribution of materials at informational kiosks in Reno, Truckee, South Lake Tahoe, Auburn, and Sacramento airport.
- Undertake a customer service survey for guests of the Visitor Centers to evaluate service quality, offerings, and methods for information distribution.
- Evaluate options, costs, and revenue opportunities for a mobile visitor center vehicle.
- Increase net revenue for Visitor Center.

Performance Indicators:

- Increase visitors served in visitor information centers by 3% during same period previous year.
- Provide a report on numbers of hospitality staff who have completed the training and their feedback on content.
- Complete cost/benefit analysis for visitor information at regional locations.
- Complete report on customer survey results. Prepare recommendations.
- Provide report on options, costs, and revenue opportunities for a mobile visitor center vehicle.
- Increase net revenue for Visitor Center by 2%.

3. TOURISM MASTER PLAN IMPLEMENTATION

Provide support, coordinate efforts, facilitate involvement, develop strategic partnerships, and assist with research and planning, to implement priorities of the Tourism Master Plan.

Tasks:

- Work with Placer County to implement the new capital project committee, ensuring broad geographic and subject matter representation from tourism interest groups in eastern Placer County, as part of the North Lake Tahoe region to monitor and review implementation of Tourism Master Plan priorities and identify possible changes to those priorities.
- Develop outreach plan in partnership with Placer County staff to encourage applications for CAP committee. Provide review of applications of appointments and assist with co-chairing committee meetings.
- Assist in facilitating the new capital project committee to include the following criteria:
 - Broaden community representation and participation
 - Provide more frequent community input
 - Implement Tourism Master Plan priorities
 - Improve transparency and accountability
 - Provide regular assessment of TMP priorities.
- Provide support to Placer County staff for Committee's background and on-boarding of new committee.

- Work with Placer County to encourage community organizations and groups to apply for TOT funding, and provide matching funds, to complete projects to help implement the Tourism Master Plan.
- Initiate Tourism Master Plan educational series of workshops on details of tourism development, capital projects and transportation projects and funding.
- Provide information from Economic Significance of Tourism Report and other tourism information to local groups and organizations.
- Participate with Placer County staff in efforts to research diversified funding strategies (TBID, Sales Tax, TOT increase) for implementation of Tourism Master Plan priorities.
- Support Tourism Master Plan transportation initiatives for eastern Placer County, as part of the North Lake Tahoe region, by attending the meetings of Placer County Transportation Planning Agency (PCTPA), Tahoe Transportation District (TTD), Truckee North Tahoe Transportation Management Association (TMA) and the Resort Triangle Transportation Vision Coalition (RTTVC).
- Encourage installation of “Bicycle Friendly Community” signage and information in region.
- Work with Placer County to prepare oversight for summer traffic management contracts.

Performance Indicators

- Implement capital projects partnership committee with Placer County.
- Assist County in selection, orientation and facilitation of CAP Committee.
- Provide historical reports, summaries, and analysis for new CAP committee’s background and information.
- Present Economic Significance of Tourism report as well as other reports to eastern Placer County groups and local businesses.
- Provide input and support for surveys, conduct analyses, and develop strategies for gaining community support for diversified funding.
- Attendance at and reporting of key issues from: TTD, TMA, RTTVC and PCTPA meetings.
- Conduct workshops providing details of tourism development, capital projects and transportation projects and funding.
- Provide quarterly summary of transportation meeting outcomes, issues and action steps to Placer County and NLTRA Board of Directors.
- Provide templates and assist with installation of Bicycle Friendly Community signage.
- Assist County staff by providing education on background, protocols, and challenges with traffic management during summer.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/4/18

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Appointment of Election Committee

Action Requested:

Appointment of NLTRA/Chamber Election Committee and adding duties as described below.

Background:

The Bylaws require the Board of Directors to appoint an Election Committee.

Duties (as required by Bylaws)

- a. To solicit qualified candidates for nomination.
- b. To give notice of the election.
- c. To conduct the election.
- d. To appoint an impartial party as inspector of election to tally the ballots and announce the results to the Board.

Staff recommends requesting the Committee to add these duties:

- e. To review the election results and make recommendations to the Board on desired business type and geographic diversity for the appointed seats.
- f. To solicit qualified candidates for the appointed seats.

Committee make-up

- 3-7 members
- At least one current member of the Board (not up for election)
- At least one member not currently serving on the Board (and not running for election).

The Executive Committee discussed nominations. At the time of this Memorandum, each of the following had been asked but had not yet accepted.

Nominations for the Election Committee

Current Board members: Karen Plank, Tom Lotshaw

NLTRA Members: Alex Mourelatos, Ron Parson, Joy Doyle, JT Chevallier

Non NLTRA Member: Pat Malmberg

Fiscal Impact:

There is no fiscal impact resulting from this action.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/5/17

TO: NLTRA Board of Directors

FROM: Cindy Gustafson

RE: Tourism Development Plan – Process and Initial Workshop Meeting

Action Requested:

No official Board action is needed. Board input and suggestions for outreach are requested.

Background:

The 2017-18 Scope of Work with Placer County requires the preparation and adoption of a Tourism Development Plan (formerly marketing plan).

Due to the change in NLTRA staffing and extended process to select a new Tourism Director, the process will officially commence during January 2018.

Attached is an outline presented to the Marketing Committee at their November meeting. The next steps will be to hold a workshop at the January 30th, 2018 Committee meeting. For that meeting we propose to extend invitations to all Members to attend and participate. The workshop will include a presentation and then work stations throughout the room for input and suggestions. The outcomes of the workshop will assist us in developing the next steps for plan preparation.

Daphne Lange, the new Tourism Director will join our team on January 17, 2018, and will be directly responsible for the plan's process and development.

Fiscal Impact:

There is no fiscal impact by taking this action.



north lake tahoe

North Lake Tahoe Marketing Plan Outline

Consumer Media Strategy:

- Target media to higher ROI consumers through audience personas
- Target drive/fly markets by seasonality

Shoulder Season (Spring/Fall): Drive Markets

Target Markets: San Francisco, Sacramento

Workaholics

Demographics:

- Working professionals
- Age 25-49
- Higher Education
- Dual Income/No Kids

Experiential Families

Demographics:

- Adults 35-54
- Higher HHI
- Active
- Family first

Outdoor Enthusiasts

Demographics:

- Younger (18-24)
- Healthy eating and exercise
- Looking for great adventure
- Foodies

Peak Season (Summer/Winter): Fly Markets

Target Markets: Los Angeles, New York, Texas

Someone older. Something new.

Demographics:

- Older (45-64)
- Experienced traveler
- Semi to fairly affluent
- Professional, higher education

Family Memories

Demographics:

- Adults 35-54
- Parents with kids old enough to experience same activities as parents
- Higher HHI to afford airfare, accommodations

Outdoor Experience Seekers

Demographics:

- Adults 25-44, no kids
- Above average HHI
- Spend on experiences
- Participation with groups
- Value/affordability important but not overriding factor

Consumer Media Strategy

Develop creative assets to use for execution of the following media tactics:

- Programmatic Display Strategy with Retargeting
- Geo-targeting KPI: Mobile Device Targeting
- Native Advertising
- Cross-device Targeting
- Persona Development

- Monitor brochure information and online information to ensure year round messaging
- Increase activity product placement in order to generate more incentive for long term visitation with inclusion in activity itineraries

PR/Social Strategy:

- Increase public and media awareness of eastern Placer County as a premier year-round active and family travel destination
- Generate positive editorial coverage in national, regional and international publications and communications channels
- Conduct domestic and international media familiarization trips
Provide assistance to journalists on assignment in eastern Placer County
- Frequently update content for the media center and blog on GoTahoeNorth.com
- Remain up to date on consumer travel trends to revise and update media relations plan as needed and appropriate
- Utilize social media to increase public awareness of eastern Placer County
- Increase followers and engage viral community



MEMORANDUM

Date: January 4, 2018
TO: NLTRA Board of Directors
FROM: Amber Burke, Events & Communications Manager
RE: Escape Triathlon

Action Requested:

No action is requested. Representatives from IMG - a global sports, events and talent management company – will attend the January 2018 Board of Directors meeting to provide information on a potential triathlon in the region.

Background:

Amber has been working Christian Dempster (IMG Events) and Fred Ramirez (Manager, Action Sports & Mass Participation) who are interested in conducting a race in North Lake Tahoe as part of the Escape Triathlon Series. The inaugural year of the series, 2017, included triathlons in five locations, to qualify athletes for the Escape from Alcatraz Triathlon that takes place annually in San Francisco.

Event Date: Sunday September 16, 2018

1.5k Swim: Commons Beach

40k Bike: Tahoe City Start, along Hwy 89 to right before West River St, then back to the Village at Squaw Valley

10k Run: Squaw Valley

Fiscal Impact:

No fiscal impact at this time.

Executive Summary

Data based on a sample of up to 8 properties in the North Lake Tahoe destination, representing up to 1080 Units (DestiMetrics Census**) and 33,43% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

	2017/18	2016/17	Year over Year % Variance
Last Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for last month (Nov) changed by (-2.2%)	Occupancy (Nov) : 31.0%	31.7%	-2.2%
North Lake Tahoe ADR for last month (Nov) changed by (3.8%)	ADR (Nov) : \$ 211	\$ 204	3.8%
North Lake Tahoe RevPAR for last month (Nov) changed by (1.4%)	RevPAR (Nov) : \$ 65	\$ 65	1.4%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Dec) changed by (2.2%)	Occupancy (Dec) : 38.2%	37.4%	2.2%
North Lake Tahoe ADR for next month (Dec) changed by (-7.5%)	ADR (Dec) : \$ 412	\$ 445	-7.5%
North Lake Tahoe RevPAR for next month (Dec) changed by (-5.4%)	RevPAR (Dec) : \$ 157	\$ 166	-5.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-1.2%)	Occupancy : 52.3%	52.9%	-1.2%
North Lake Tahoe ADR for the past 6 months changed by (5.7%)	ADR : \$ 310	\$ 294	5.7%
North Lake Tahoe RevPAR for the past 6 months changed by (4.4%)	RevPAR : \$ 162	\$ 155	4.4%
Future 6 Month On The Books Performance: Current YTD vs. P. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (9.6%)	Occupancy : 21.5%	19.6%	9.6%
North Lake Tahoe ADR for the future 6 months changed by (-1.8%)	ADR : \$ 341	\$ 347	-1.8%
North Lake Tahoe RevPAR for the future 6 months changed by (7.7%)	RevPAR : \$ 73	\$ 68	7.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Nov 30, 2017 vs. Previous Year			
Rooms Booked during last month (Nov, 17) compared to Rooms Booked during the same period last year (Nov, 16) for all arrival dates has changed by (-8.2%)	Booking Pace (Nov)	6.1%	-8.2%

* 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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north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/4/17

TO: NLTRA Board of Directors

FROM: Natalie Parrish

RE: Chamber Membership Monthly Staff Report

2018 Chamber Rates:

A rate analysis was done on the following ski resort/California destination Chambers: Truckee, CA, South Lake Tahoe, Aspen, CO, Mammoth, CA, Ventura, Steamboat Springs, CO, Sun Valley, ID, Auburn, CA. While many Chambers rates are based upon various industries/differentials or levels/benefits, a comparison of *Employee-based* Chamber memberships resulted in the following comparison:

Levels	Truckee Rate	South Lake Rate	Sun Valley, ID	Ventura Rate	NLT 2017 Rate	NLT 2018 Rate
Associate Member- Home based/Family		\$255	\$55-\$65			\$50
Non-Profit	\$175		\$165		\$145	\$160
1-5 Employees	\$275	\$300	\$215	\$385	\$255	\$265
6-10 Employees	\$300	\$350	\$300	6-30	\$280	\$290
11-15 Employees	\$350	11-20	11-20	\$630	10 +	11-20
16-20 Employees	\$425	\$445	\$400		\$395	\$325
21-25 Employees	\$500	21-50 \$695	20+	31-60		21-50
26-35 Employees	\$575			\$470		\$930
36-50 Employees	\$650	\$1130		61-99		\$700
51-100 Employees	\$800			\$1230	\$900	
101-200 Employees	\$950			100 + \$1375	100 +	\$1000
200 + Employees	\$1,075			\$1530		
Government (special districts, city, county, state, federal, school, college)			\$250			Based on # of employees less 20% of the above rates

The 2017/18 Chamber budget requires at least an 11% increase on total dues based on the 2017 structure. The changed rate allows the Chamber to maintain competitive membership rates to other similar Chambers while increasing larger employed member investments with a total budget impact of just over 11%:

2017 Rate Calendar Year Total:	2018 Rate Calendar Year Total:
\$120,986	\$135,636

- Member benefits were also considered updated North Lake Tahoe Chamber Membership Packet. (Attached)
- 157 Invoices were sent for the month of January resulting in total revenue of \$75,265, our largest renewal month.



north lake tahoe

Chamber | CVB | Resort Association

NORTH LAKE TAHOE CHAMBER

Serving and supporting over 400 Members throughout the "region" from Donner Summit to Sand Harbor!

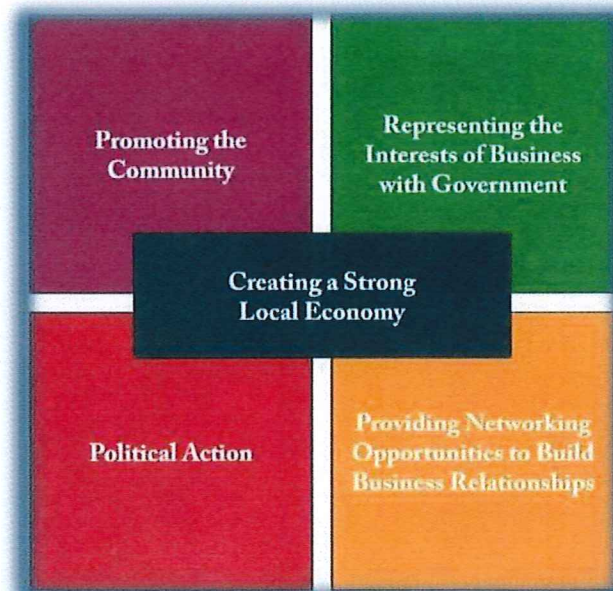
YOU ARE THE LIFEBLOOD

- ✓ Catalyst for business growth
- ✓ Convener of leaders and influencers
- ✓ Champion for a stronger community

WHAT ISSUES ARE IMPACTING YOUR BUSINESS?

We achieve our purpose by:

- ✓ Working together to solve the challenges that business leaders encounter.
- ✓ Inspiring & connecting community leaders in support of business-friendly initiatives.
- ✓ Seeking out & raising up the next generation of local business leaders





north lake tahoe

Chamber | CVB | Resort Association

Chamber Member Rates

Number of Employees	Cost	Cost Per Month
Associate Member- Home based/Family	\$50	\$4
Non-Profit	\$160	\$14
1-5 Employees	\$275	\$23
6-10 Employees	\$300	\$25
11-20 Employees	\$325	\$27
21-50 Employees	\$500	\$42
50-100 Employees	\$700	\$59
101-200 Employees	\$900	\$75
200+ Employees	\$1,000	\$84
Financial Institutions	\$680	\$57
Government (city, county, state, federal, school, college)	Based on # of Employees less 20%	

**Membership is based on full-time and/or full-time equivalent employees.*

Chamber Member Benefits

✓ Chamber Promotion | Referrals

WEBSITE



- Business Directory Listing on gotahoenorth.com

VISITOR GUIDE



- Free Business Listing in North Tahoe Summer/Winter Visitor Guides
(70,000 Distribution)
- Discounted Membership Advertising Rates in Visitor Guide

VISITOR SERVICES



- Brochure Distribution and promotional opportunities at Visitor Centers in Tahoe City, Kings Beach and Incline Village
- We refer our members first!
- Our Visitor Information Centers made over **183,631** local business recommendations last year

Chamber Member Benefits

- ✓ **Business Advocacy**
 - Members of the NLTRA | Chamber Staff sit on various committees and boards as representation of the community businesses and the North Lake Tahoe Region including:
 - ✓ Housing
 - ✓ Transportation
 - ✓ Business Development

Please feel free to reach out if you would like to increase your participation in any of these issues.
- ✓ **Member of the Month**
 - Promoted at monthly Tuesday Morning Breakfast Club
 - Included in monthly E-news Business Spotlight
 - Social Media Spotlight
- ✓ **Information Resources**
 - Access to Chamber Email/ Business Regional News
 - Biz Bytes featuring local events, business news and information
 - Weekly Lodging Barometer
 - Monthly Chamber E-News
- ✓ **Networking**
- ✓ **Events**
- ✓ **Training**
- ✓ **Employment**
- ✓ **Marketing**
- ✓ **Sponsorship Opportunities**
- ✓ **Special Member Rates**
- ✓ **Ribbon Cuttings**
- ✓ **Conference Room Usage**
- ✓ **Shop Local Campaign**
- ✓ **Consultation**
 - Mixers The NLT Chamber hosts monthly mixers, giving you the opportunity to meet
 - Seasonal Lunches, Annual Community Awards Dinner, Networking Events, Business Chamber Education, Monthly Breakfast Club and more
 - Business Trainings
 - Online Hospitality Training FREE and convenient for employees
 - Job listings on gotahoenorth.com, Social Media outlets and emails
 - 1 Free E-Blast and additional marketing opportunities (see below)
 - See 2018 Sponsorship Opportunities
 - ADVERTISING - Special Chamber Marketing Rates throughout various North Lake Tahoe Media Resources
 - MAILING – Bulk Mailing Permit Usage
 - Social Media Exposure
 - Available conference space in Tahoe City (2 conference room – by appointment/business hours)
 - Participation in our Shop Local and Shop Local holiday programs
 - Consultation with Membership Director to create a promotional strategy for your business

Additional Marketing Opportunities

E-Blast	\$80 Each
E-Blast + Social Media	\$100 Each
Monthly E-Business Feature Story	\$500 (one time)
Monthly E-News Sponsorship	\$50 (one-time)

***Additional & Packaged Promotional Opportunities Available. Please schedule time to meet with Membership Sales & Services Manager, Natalie Parrish to discuss options that best fit the needs of your business/organization.*

AR Update:

Collections Made: AR with Dates Through December 30:

91-121+

\$2555	Total
\$905	Received
\$1045	Committed to Payment
\$605	Write-off
\$0	Still Working to reach

Monthly Report November 2017
CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/17:	\$1,738,342	\$2,858,490	-39%
Forecasted Commission for this Revenue:	\$50,110	\$72,601	-31%
Number of Room Nights:	8343	16195	-48%
Number of Delegates:	3096	17769	-83%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<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	#DIV/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%
		3 Corp, 1 Smf,	
Arrived Group Types:		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%
		3 Corp, 1 Smf,	
	2 Corp, 1	1 Non-Profit, 1	
Booked Group Types:	Assoc, 2 Smf	Incentive	
Lost Business, # of Groups:	12	6	

<u>Arrived in the month</u>	<u>October-17</u>	* Est. <u>October-16</u>	
Number of Groups:	6	5	
Revenue Arrived:	\$239,182	\$187,132	28%
Projected Commission:	\$13,574	\$6,209	119%
Room Nights:	1586	978	62%

Number of Delegates:	597	10110	-94%
Arrived Group Types:	2 Corp, 3 Assoc, 1 Govt.	4 Corp, 1 Smf	

Monthly Detail/Activity	<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	

Monthly Detail/Activity	<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%
Booked Group Types:	1 Corp, 1 Assoc.	2 Assoc, 1 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 Assoc, 1 Non- profit	4 Corp, 1 Assoc, 1 Film Crew	

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%

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

<u>Arrived in the month</u>	<u>July-17</u>	<u>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%
Arrived Group Types:	4 Corp.	2 Assoc, 1 Govt, 1 Corp and 1 Seminar	

	<u>Current Numbers</u>	<u>Goals</u>
For 2018/19:	\$601,837	\$750,000
For 2019/20:	\$276,406	\$250,000

NUMBER OF LEADS Generated as of 11/30/17:	123
YTD 11/30/16:	109
YTD 11/30/15:	66

Total Number of Leads Generated in Previous Years:

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

Monthly Report November 2017
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>17/18</u>	<u>16/17</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/17:	\$201,368	\$246,876	-18%
Forecasted Commission for this Revenue:	\$4,988	\$11,966	-58%
Number of Room Nights:	1297	2502	-48%
Number of Delegates:	567	1218	-53%
Annual Commission Projection:	\$10,000	\$15,000	-33%

<u>Monthly Detail/Activity</u>	<u>November-17</u>	<u>November-16</u>
<u>Number of Groups Booked:</u>	2	1
Revenue Booked:	\$47,480	\$2,228
Projected Commission:	\$2,374	\$334
Room Nights:	196	12
Number of Delegates:	162	6
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

<u>Monthly Detail/Activity</u>	<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>	* Est.	<u>October-16</u>
Number of Groups:	1		1
Revenue Arrived:	\$3,960		\$10,842
Projected Commission:	\$0		\$0
Room Nights:	40		78
Number of Delegates:	30		25
Booked Group Types:	1 Assoc.		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

Projected Commission:	\$5,700	\$0
Room Nights:	380	420
Number of Delegates:	200	160
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
Projected Commission:	\$0	\$2,263
Room Nights:	146	416
Number of Delegates:	70	160
Booked Group Types:	1 Assoc.	1 Corp., 1 Smf

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

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

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

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

NUMBER OF LEADS Generated as of 11/30/17: 123

Total Number of Leads Generated in Previous Years:

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

KEY METRICS FOR November 30, 2017 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru Oct 2017)						
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	3,569,347	1,751,001	\$ 11,991,885	
2014 - 2015	4,693,908	2,527,485	3,513,547	1,868,362	\$ 12,603,302	
2015 - 2016	4,872,022	3,875,134	5,421,915	2,345,879	\$ 16,514,950	
2016 - 2017	5,502,162	3,350,880	6,119,926	3,320,993	\$ 18,293,961	
2017 - 2018	4,598,473	-	-	-	\$ 4,598,473	updated

Visitor Information Comparative Statistics For FYTD 2014 - 2017 (thru Nov 2017)					
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	25,961	24,716	23,356	24,546	5.10%
Phone	1,283	1,221	1,638	1,652	0.85%
Email		80	173	186	7.51%
Kings Beach (Walk In)	6,500	8,609	3,926	7,883	100.79%
NLT - Event Traffic		1,531	4,150	2,837	-31.64%
Total	33,744	36,157	33,243	37,104	11.61%

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

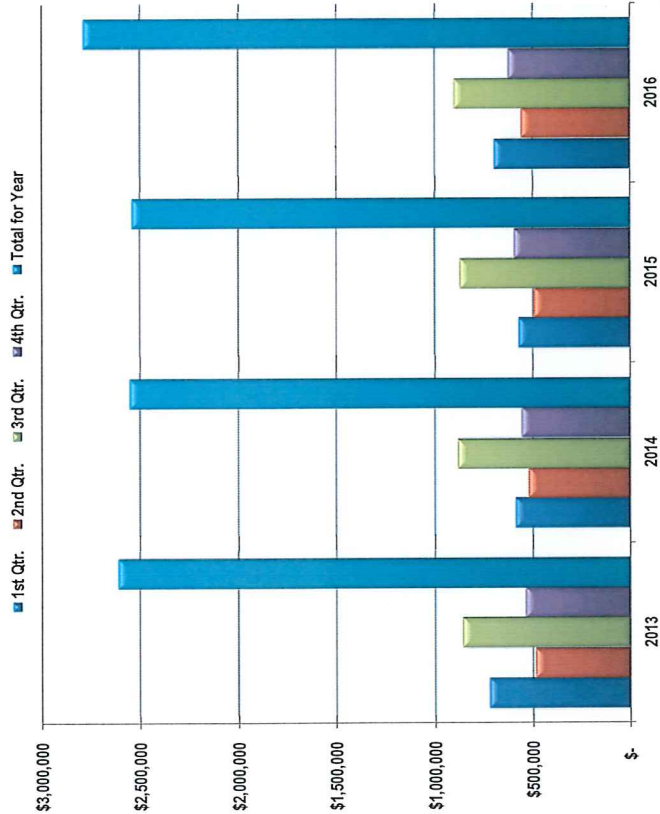
Unemployment Rates - EDD						
	June 2014	July 2015	Aug 2016	Nov 2017		
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.6%		
Placer County (367,309)	6.0%	5.2%	4.7%	3.1%		
Dollar Point (1,215)	7.1%	6.1%	1.1%	1.5%		
Kings Beach (3,893)	6.0%	6.8%	6.1%	5.2%		
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.0%		
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.7%		

Destimetrics Reservations Activity	FYTD 16/17	FYTD 17/18	YOY % Change
Occupancy	31.7%	31.0%	-2.2%
ADR (Average Daily Rate)	\$ 204	\$ 211	3.8%
RevPAR (Rev per Available Room)	\$ 65	\$ 65	1.4%
Occupancy 1 Mth Forecast	37.4%	38.2%	2.2%
ADR 1 Mth Forecast	\$ 445	\$ 412	-7.5%
RevPAR 1 Mth Forecast	\$ 166	\$ 157	-5.4%
Occupancy (prior 6 months)	52.9%	52.3%	-1.2%
ADR (prior 6 months)	\$ 294	\$ 310	5.7%
RevPAR (prior 6 months)	\$ 155	\$ 162	4.4%
Occupancy (next 6 months)	19.6%	21.5%	9.6%
ADR (next 6 months)	\$ 347	\$ 341	-1.8%
RevPAR (next 6 months)	\$ 68	\$ 73	7.7%

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
		Nov 2017	410

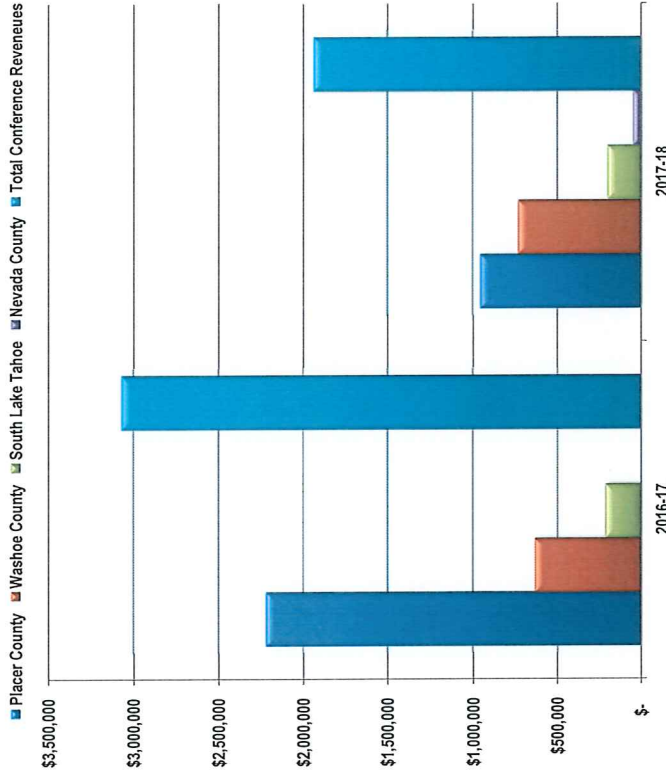
Conference Revenue Statistics Comparison FYTD 16/17 vs. FYTD 17/18 at 11/30/2017						
FORWARD LOOKING	Actuals	2016-17 Forecasted	2017-18 Forecasted	Change	YOY %	
Total Revenue Booked	\$ 3,964,368	\$ 3,073,290	\$ 1,939,710	\$ 1,939,710	-36.88%	
Commission for this Revenue	\$ 129,375	\$ 81,226	\$ 55,098	\$ 55,098	-32.17%	
Number of Room Nights	21,352	18,373	9,640	9,640	-47.53%	
Number of Bookings	79	52	43	43	-17.31%	
Conference Revenue And Percentage by County:						
	16-17	17-18				
Placer	72%	49%	\$ 2,506,277	\$ 2,220,853	\$ 956,130	-56.95%
Washoe	21%	38%	\$ 764,192	\$ 635,360	\$ 731,924	15.20%
South Lake	7%	10%	\$ 411,781	\$ 214,800	\$ 201,368	-6.25%
Nevada	0%	3%	\$ 12,118	\$ 2,277	\$ 50,288	2108.52%
Total Conference Revenue	100%	100%	\$ 3,694,368	\$ 3,073,290	\$ 1,939,710	-36.88%
CURRENT						
NLT - Annual Revenue Goal			\$ 3,000,000	\$ 2,500,000	\$ 2,500,000	-16.67%
Annual Commission Goal			\$ 135,000	\$ 70,000	\$ 70,000	-48.15%

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



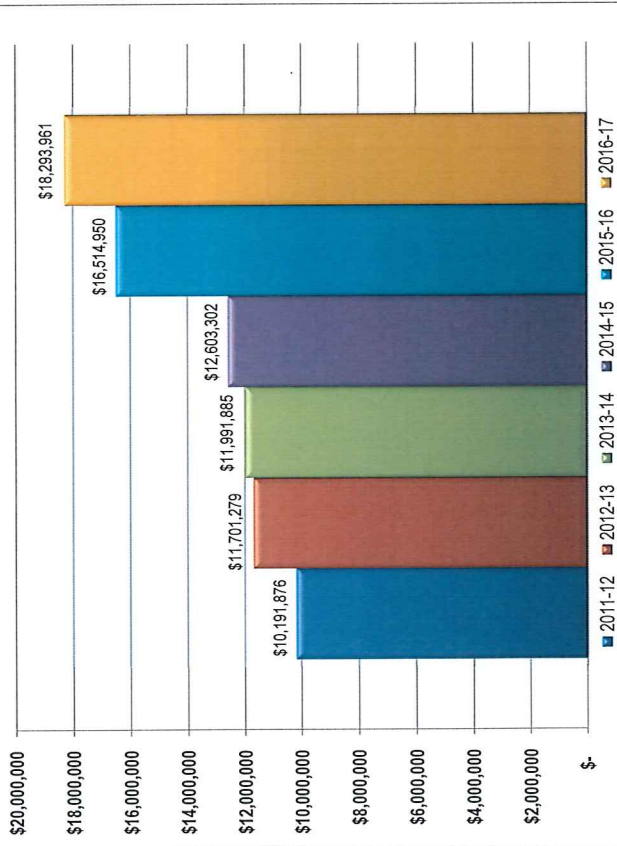
Quarter	2013	2014	2015	2016	YOY % Change
First (Jan - Mar)	\$ 724,645	\$ 589,226	\$ 573,778	\$ 699,157	21.85%
Second (Apr - May)	\$ 488,100	\$ 521,965	\$ 485,699	\$ 558,566	12.68%
Third (Jun - Aug)	\$ 861,729	\$ 885,368	\$ 875,768	\$ 905,415	3.39%
Fourth (Sep - Dec)	\$ 538,613	\$ 557,614	\$ 596,985	\$ 624,683	4.64%
Total	\$ 2,613,087	\$ 2,554,173	\$ 2,542,230	\$ 2,787,821	9.66%

Conference Revenue Statistics & Revenue Share by County



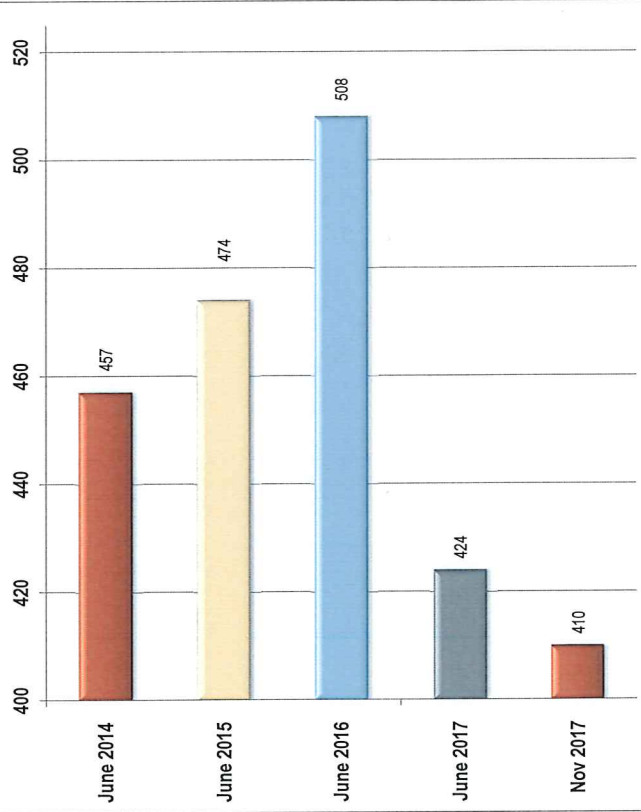
	2016-17	2017-18	YOY %
FORWARD LOOKING			
Total Revenue Booked	\$ 3,073,290	\$ 1,939,710	-36.88%
Commission for this Revenue	81,226	55,098	-32.17%
Number of Room Nights	18,373	9,640	-47.53%
Number of Bookings	52	43	-17.31%
CURRENT			
NLT - Annual Revenue Goal	\$ 3,000,000	\$ 2,500,000	-16.67%
Annual Commission Goal	\$ 135,000	\$ 70,000	-48.15%
Conference Revenue And Percentage by County:			
Placer	\$ 2,220,853	\$ 956,130	-56.95%
Washoe	\$ 635,360	\$ 731,924	15.20%
South Lake	\$ 214,800	\$ 201,368	-6.25%
Nevada	\$ 2,277	\$ 50,288	2108.52%
Total Conference Revenue	\$ 3,073,290	\$ 1,939,710	-36.88%

5-Year Annual TOT Collections (Fiscal Year Basis)



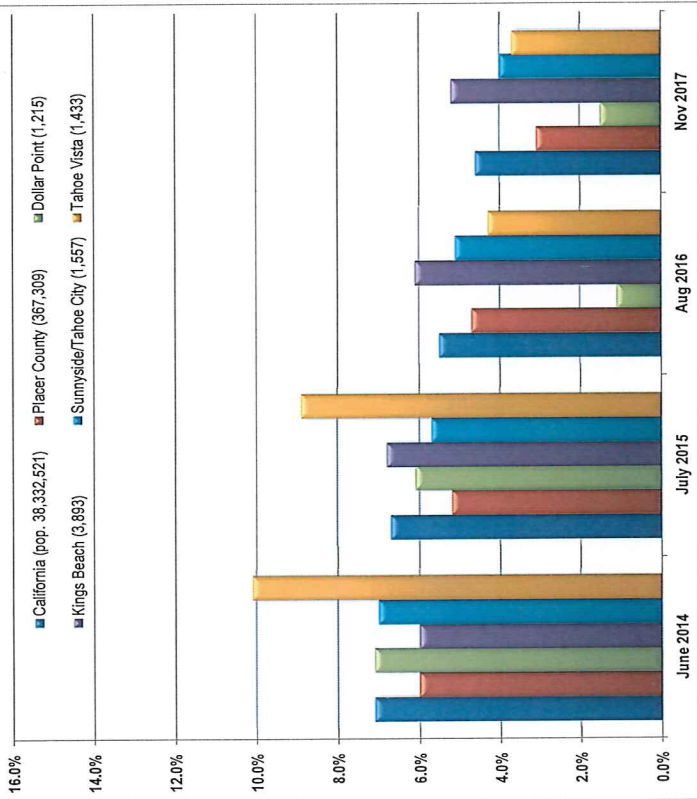
Total District 5 TOT Collections by Quarter 2010 - 2017 (as reported thru Oct 2017)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
2011 - 2012	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876	
2012 - 2013	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279	
2013 - 2014	\$ 4,525,882	\$ 2,145,655	\$ 3,569,347	\$ 1,751,001	\$ 11,991,885	
2014 - 2015	\$ 4,693,908	\$ 2,527,485	\$ 3,513,547	\$ 1,868,362	\$ 12,603,302	
2015 - 2016	\$ 4,872,022	\$ 3,875,134	\$ 5,421,915	\$ 2,345,879	\$ 16,514,950	
2016 - 2017	\$ 5,502,162	\$ 3,350,880	\$ 6,119,926	\$ 3,320,993	\$ 18,293,961	
2017 - 2018	\$ 4,588,473	\$ -	\$ -	\$ -	\$ 4,588,473	

Chamber Membership (# of Members)



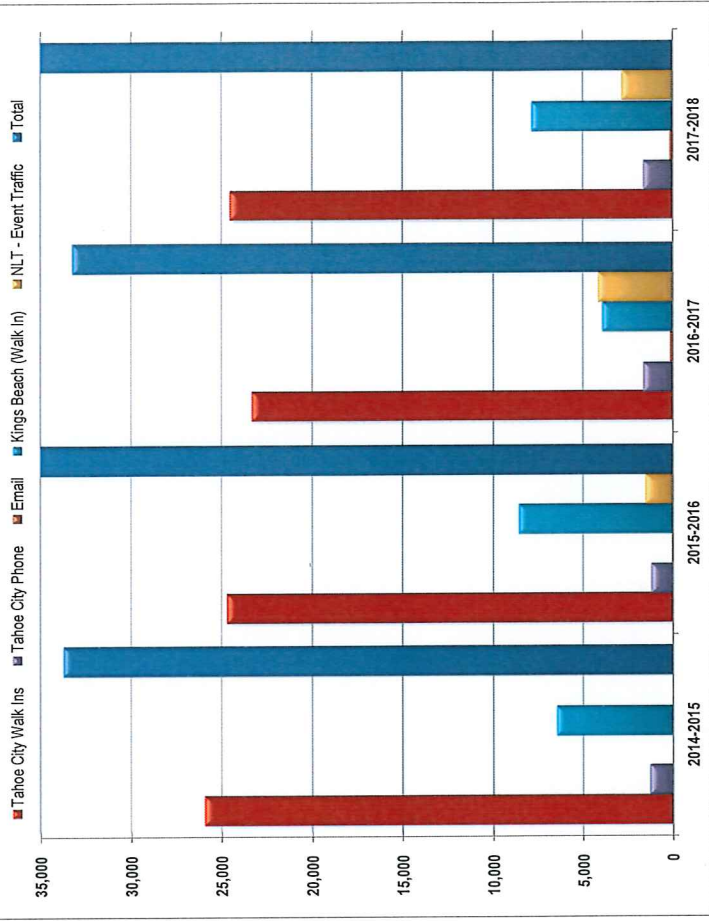
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Nov 2017	410

Unemployment Rates by Region



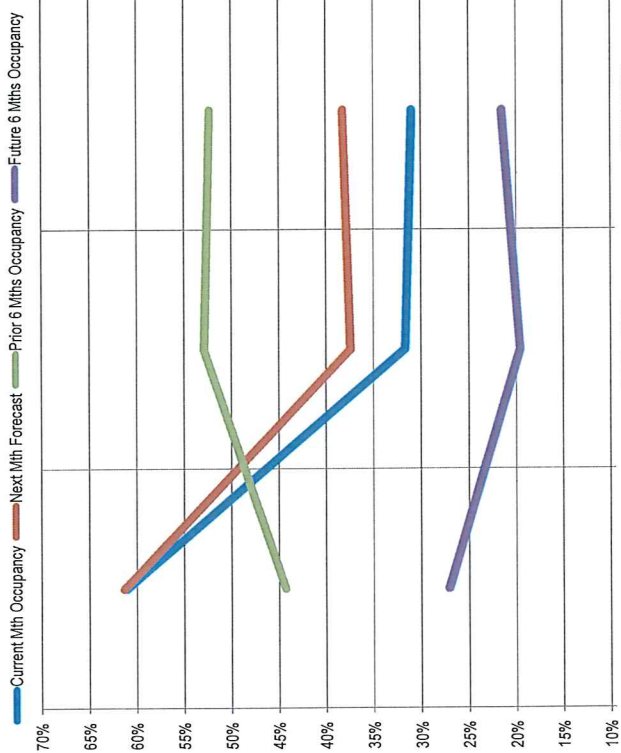
Unemployment Rates - EDD	June 2014	July 2014	Aug 2014	July 2015	Aug 2015	July 2016	Aug 2016	Nov 2016	Nov 2017
California (pop. 38,332,521)	7.1%	7.1%	7.1%	6.7%	5.9%	6.7%	5.9%	4.6%	4.6%
Placer County (367,309)	6.0%	6.0%	6.0%	5.2%	4.7%	5.2%	4.7%	3.4%	3.4%
Dollar Point (1,215)	7.1%	7.1%	7.1%	6.1%	1.1%	6.1%	1.1%	1.5%	1.5%
Kings Beach (3,893)	6.0%	6.0%	6.0%	6.8%	6.1%	6.8%	6.1%	5.2%	5.2%
Sunnyside/Tahoe City (1,557)	7.0%	7.0%	7.0%	5.7%	5.1%	5.7%	5.1%	4.0%	4.0%
Tahoe Vista (1,433)	10.1%	10.1%	10.1%	8.9%	4.3%	8.9%	4.3%	3.7%	3.7%

Visitor Information - FYTD YOY



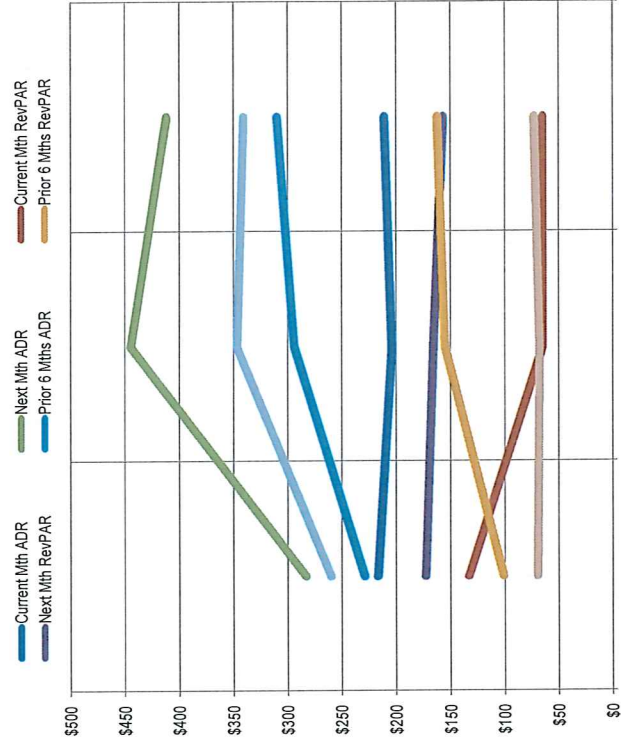
Referrals -	2014-2015	2015-2016	2016-2017	2017-2018	YOY % Change
Tahoe City:					
Walk In	25,961	24,716	23,356	24,546	5.10%
Phone	1,283	1,221	1,638	1,652	0.85%
Email	-	80	173	186	7.51%
Kings Beach (Walk In)	6,500	8,609	3,926	7,883	100.79%
NLT - Event Traffic	-	1,531	4,150	2,837	-31.64%
Total	33,744	36,157	33,243	37,104	11.61%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 16/17	FYTD 17/18	Y-O-Y Change
Occupancy	61.1%	31.7%	31.0%	-2.2%
Occupancy 1 Mth Forecast	61.3%	37.4%	38.2%	2.2%
Occupancy (prior 6 months)	44.3%	52.9%	52.3%	-1.2%
Occupancy (next 6 months)	27.1%	19.6%	21.5%	9.6%

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	\$204	\$211	3.8%
RevPAR (Rev per Available Room)	\$133	\$65	\$65	1.4%
ADR 1 Mth Forecast	\$283	\$445	\$412	-7.5%
RevPAR 1 Mth Forecast	\$173	\$166	\$157	-5.4%
ADR (prior 6 months)	\$229	\$294	\$310	5.7%
RevPAR (prior 6 months)	\$101	\$155	\$162	4.4%
ADR (next 6 months)	\$260	\$347	\$341	-1.8%
RevPAR (next 6 months)	\$70	\$68	\$73	7.7%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month Yr November 2017
 Employee Cindy Gustafson

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
11.02.17	A	Northstar	CC1NLTR	Balance for NLTRA Board Retreat	22.53		8300-00/70 ✓
11.03.17	B	The Damn Café	80301032	Lunch with Andy and Brett during TD/CMO interviews	44.07		8750-00/11 ✓
11.08.17	C	Adobe	ADB016450957	Month Subscription	14.99		8810-00/70 ✓
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					81.59		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)					71		

Signed By: Cindy Gustafson Approved By: _____ Date: _____

Date: 12/4/17

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	DATE SCANNED
DEC 04 2017	406 51 JEO DEC 15 2017		



BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number XXXX-XXXX-0100-8709
 Statement Date NOV 28, 2017
 Total Activity \$81.59

**** 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-0100-8709	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$81.59		\$0.00		\$0.00		\$81.59

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
11-02	11-01	55541867305004025089513	NORTHSTAR@TAHOE LIFT T TRUCKEE CA Tax ID: 941640750 Mer Zip: 96161 Origin Zip: 96161	22.53
11-03	11-02	55547507307253803010324	THE DAM CAFE TAHOE CITY CA Tax ID: 593057272 Mer Ref: 80301032 Mer Zip: 96145 Origin Zip: 96145 Dest Ctry: USA	44.07
11-08	11-06	55541867311004026800498	ADOBE 800-833-6687 CA Tax ID: 770019522 Mer Ref: ADB016450957 Mer Zip: 95110-2704 Origin Zip: 95110-2704	14.99

For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0100-8709	Account Summary Purchases & Other Charges \$81.59
	Statement Date NOV 28, 2017	
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$50,000	Fees \$0.00
	Disputed Amount \$0.00	Credits \$0.00
		Payments \$0.00
		Total Activity \$81.59



Location: Martis
 Function: Meeting
 Civic Fee: 2%
 Service: 20%

Date: October 16, 2017
 Group Number: CC1NLTR
 Group Name: NLTRA Retreat
 Group Contact: Cindy Gustafson
 Northstar Coordinator: Paul Cymbal
 Northstar Account Code: 24109146

Description	Price Per Item	# Of Items	Subtotal	Service	Civic Fee	Tax	Total
Food and Beverage Lunch Buffet	\$ 40.00	16	\$ 640.00	\$ 128.00	\$ 15.36	\$ 56.79	\$ 840.15
Audio Visual Fees Screen	\$ 20.00	1	\$ 20.00	\$ 4.00	\$ 0.08	\$ 0.30	\$ 24.38
GRAND TOTAL			\$ 660.00	\$ 132.00	\$ 15.44	\$ 57.09	\$ 864.53

Pre-paid Deposit: \$ 842.00

Payment:

Amount Due: \$ 22.53

CINDY'S CREDIT CARD.

CINDY -
 THIS WAS THE BAL
 DUE FOR NLTRA
 RETREAT. I HAD THEM
 CHARGE YOUR CC.
 HERE IS THE INVOICE +
 RECEIPT. THIS WILL
 BE ON YOUR NOVEMBER
 STATEMENT. ☺
 -LAMPEN

(A)

Vail Resorts, Inc.
Northstar

Customer #24109146

Qty	Item	USD Amount
1	Group: Payment on Account Product Code:11499	\$22.53
	Sub Total:	\$22.53
	Total Due	USD\$22.53
	Reconciliation Master Card	\$22.53
	Change Due	\$0.00

Mode: Issuer
Card Entry Mode: Unknown

Sale

10/31/2017 10:21:00 AM

Merchant Id: 4438869

Terminal Id: 7347286

Operator: TPARR

POS:846

XXXXXXXXXXXX8709 Auth:027677

Amount: \$22.53

Trx. Id:84610002873

Signature : _____

www.snov.com
970-754-0026

A-1

** Customer Copy **

THE DAM CAFE
55 West Lake Blvd
Tahoe City, CA 96145
530-581-0278

Thursday, November 2, 2017 12:33:11 PM

Type: M/C Chk: 8741
Acct #: 8709 XX/XX Batch #: 000803
Auth #: 088129 Seq: 32 Table: N/A
Serv #: YES USE THIS

Sale: \$ 38.07
+ Tip _____
Total _____

46.07

THANK YOU
Brett Andy, Cindy
Lunch during interview

(B)