

## North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of December 31, 2017

	Dec 31, 17	Dec 31, 16	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash	314,319.55	579,215.57	(264,896.02)	(45.7)%
<b>Total Checking/Savings</b>	314,319.55	579,215.57	(264,896.02)	(45.7)%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	191,972.20	11,861.26	180,110.94	1,518.5%
<b>Total Accounts Receivable</b>	191,972.20	11,861.26	180,110.94	1,518.5%
<b>Total Current Assets</b>	506,291.75	591,076.83	(84,785.08)	(14.3)%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	4,764.97	3,500.02	1,264.95	36.1%
<b>Total Other Assets</b>	4,764.97	3,500.02	1,264.95	36.1%
<b>TOTAL ASSETS</b>	<b>511,056.72</b>	<b>594,576.85</b>	<b>(83,520.13)</b>	<b>(14.1)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	73,065.52	188,266.78	(115,201.26)	(61.2)%
<b>Total Accounts Payable</b>	73,065.52	188,266.78	(115,201.26)	(61.2)%
<b>Credit Cards</b>				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	1,634.56	0.00	1,634.56	100.0%
2080-05 · MC_2107 Greg	630.86	0.00	630.86	100.0%
2080-09 · MC_3126 Sarah	1,224.13	0.00	1,224.13	100.0%
2080-12 · MC_9495 AI	80.00	0.00	80.00	100.0%
<b>Total 2080 · Bank of the West Credit Cards</b>	3,569.55	0.00	3,569.55	100.0%
<b>Total Credit Cards</b>	3,569.55	0.00	3,569.55	100.0%
<b>Total Current Liabilities</b>	76,635.07	188,266.78	(111,631.71)	(59.3)%
<b>Total Liabilities</b>	76,635.07	188,266.78	(111,631.71)	(59.3)%
<b>Equity</b>				
32000 · Unrestricted Net Assets	176,268.43	59,388.51	116,879.92	196.8%
Net Income	258,153.22	346,921.56	(88,768.34)	(25.6)%
<b>Total Equity</b>	434,421.65	406,310.07	28,111.58	6.9%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>511,056.72</b>	<b>594,576.85</b>	<b>(83,520.13)</b>	<b>(14.1)%</b>

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

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Avia Reps	0.00	750.00	0.00	0.00	0.00	750.00
Hyatt Regency Lake Tahoe Resort*	0.00	0.00	0.00	0.00	500.00	500.00
NLTRA*	0.00	185,500.00	0.00	0.00	0.00	185,500.00
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	2,197.20	2,197.20
Squaw Valley   Alpine Meadows	0.00	0.00	0.00	0.00	500.00	500.00
The Village at Squaw Valley	0.00	0.00	0.00	0.00	2,525.00	2,525.00
<b>TOTAL</b>	<u><u>0.00</u></u>	<u><u>186,250.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>5,722.20</u></u>	<u><u>191,972.20</u></u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
FedEx	0.00	27.36	0.00	0.00	0.00	27.36
Jason Neary	1,327.12	0.00	0.00	0.00	0.00	1,327.12
Reno Sparks Convention & VB	3,500.00	0.00	0.00	0.00	0.00	3,500.00
Richter7	61,223.62	0.00	0.00	0.00	0.00	61,223.62
Sarah Winters	237.42	0.00	0.00	0.00	0.00	237.42
Smith & Jones, Inc.	3,375.00	3,375.00	0.00	0.00	0.00	6,750.00
<b>TOTAL</b>	<u><u>69,663.16</u></u>	<u><u>3,402.36</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>73,065.52</u></u>

## North Lake Tahoe Marketing Cooperative

01/29/18

## Profit &amp; Loss

Accrual Basis

December 2017

	Dec 17	Dec 16	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	38,619.00	36,750.00	1,869.00	5.1%
4001-00 · NLTRA Funding	185,500.00	177,100.00	8,400.00	4.7%
<b>Total Income</b>	<b>224,119.00</b>	<b>213,850.00</b>	<b>10,269.00</b>	<b>4.8%</b>
<b>Gross Profit</b>	<b>224,119.00</b>	<b>213,850.00</b>	<b>10,269.00</b>	<b>4.8%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	0.00	10,000.00	(10,000.00)	(100.0)%
5002-00 · Consumer Print	19,040.00	0.00	19,040.00	100.0%
5002-01 · Native Display	4,238.08	0.00	4,238.08	100.0%
5004-00 · Trip Advisor	8,495.99	0.00	8,495.99	100.0%
5005-00 · Paid Social	9,298.48	0.00	9,298.48	100.0%
5005-01 · Digital Display	8,141.68	0.00	8,141.68	100.0%
5007-00 · Creative Production	4,865.15	7,207.50	(2,342.35)	(32.5)%
5010-00 · Account Strategy & Management	7,000.00	12,750.00	(5,750.00)	(45.1)%
5010-01 · Digital Management & Reporting	3,000.00	0.00	3,000.00	100.0%
5010-02 · Website Strategy & Analysis	2,000.00	0.00	2,000.00	100.0%
5015-00 · Video	2,684.72	0.00	2,684.72	100.0%
5018-00 · Media Commission	284.20	5,135.00	(4,850.80)	(94.5)%
5018-01 · Digital Ad Serving	0.00	39,500.00	(39,500.00)	(100.0)%
5020-00 · Search Engine Marketing	3,262.38	0.00	3,262.38	100.0%
5022-00 · Email	2,856.00	0.00	2,856.00	100.0%
5023-00 · Additional Opportunities	0.00	23,525.62	(23,525.62)	(100.0)%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>75,166.68</b>	<b>98,118.12</b>	<b>(22,951.44)</b>	<b>(23.4)%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	1,037.50	0.00	1,037.50	100.0%
5111-00 · FAMS - Domestic	0.00	(1,000.00)	1,000.00	100.0%
5112-00 · Training / Sales Calls	62.43	0.00	62.43	100.0%
5114-00 · Agent Online Trainings	0.00	150.00	(150.00)	(100.0)%
5120-00 · Domestic - Trade Shows	746.96	469.93	277.03	59.0%
5132-00 · FAMS -Intl - Media	192.51	0.00	192.51	100.0%
5134-00 · Intl Marketing - Additional Opp	3,379.00	0.00	3,379.00	100.0%
5136-00 · Tour Operator Brochure Support	0.00	900.00	(900.00)	(100.0)%
5137-00 · Co-op Opportunities	0.00	583.33	(583.33)	(100.0)%
5142-00 · UK Sales Mission	0.00	1,266.01	(1,266.01)	(100.0)%
5144-00 · IPW - POW WOW	158.98	0.00	158.98	100.0%
5145-00 · TIA Annual Dues	0.00	2,500.00	(2,500.00)	(100.0)%
5149-00 · Mexico Program	0.00	5,800.00	(5,800.00)	(100.0)%
<b>Total 5110-00 · LEISURE SALES</b>	<b>5,577.38</b>	<b>10,669.27</b>	<b>(5,091.89)</b>	<b>(47.7)%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5201-00 · National, Regional, & Local PR	0.00	6,500.00	(6,500.00)	(100.0)%
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,329.94	(1,329.94)	(100.0)%
5204-00 · Media Mission(s)	2,250.00	990.55	1,259.45	127.2%
5205-00 · Conference Outreach	0.00	1,000.00	(1,000.00)	(100.0)%
5206-00 · Digital Buy/ Social Media Boost	0.00	1,500.00	(1,500.00)	(100.0)%
5207-00 · Content Campaigns/Tools-My Emma	0.00	1,824.00	(1,824.00)	(100.0)%
5208-00 · International Travel Media FAMS	0.00	900.00	(900.00)	(100.0)%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>2,250.00</b>	<b>14,044.49</b>	<b>(11,794.49)</b>	<b>(84.0)%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	0.00	6,000.00	(6,000.00)	(100.0)%
6003-00 · Conference Online / Interactive	89.92	0.00	89.92	100.0%
6004-00 · Email	2,072.00	0.00	2,072.00	100.0%
6005-00 · Paid Media	1,044.37	0.00	1,044.37	100.0%
6007-00 · Creative Production	4,657.50	0.00	4,657.50	100.0%
6018-00 · MCC Media Commission	0.00	1,434.94	(1,434.94)	(100.0)%
6018-02 · MCC Digital	0.00	5,038.00	(5,038.00)	(100.0)%
6128-00 · HelmsBriscoe Strategic Partner	500.00	0.00	500.00	100.0%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>8,363.79</b>	<b>12,472.94</b>	<b>(4,109.15)</b>	<b>(32.9)%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	630.86	162.68	468.18	287.8%
6115-00 · Chicago Holiday Showcase	3,565.73	4,248.10	(682.37)	(16.1)%

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

	Dec 17	Dec 16	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	856.53	(2,518.11)	3,374.64	134.0%
6124-00 · IMEX	0.00	10,000.00	(10,000.00)	(100.0)%
6136-00 · Mountain Travel Symposium	0.00	2,445.00	(2,445.00)	(100.0)%
6150-01 · Luxury Meeting Summit Northwest	0.00	1,551.91	(1,551.91)	(100.0)%
6157-00 · HPN Partner Conference	1,686.59	0.00	1,686.59	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>6,739.71</b>	<b>15,889.58</b>	<b>(9,149.87)</b>	<b>(57.6)%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	3,375.00	3,600.00	(225.00)	(6.3)%
5009-00 · Fulfillment / Mail	0.00	7,629.97	(7,629.97)	(100.0)%
7001-00 · Miscellaneous	80.00	0.00	80.00	100.0%
7002-00 · CRM Subscription	0.00	2,500.00	(2,500.00)	(100.0)%
7003-00 · IVCBVB Entertainment Fund	882.06	388.23	493.83	127.2%
7004-00 · Research	421.67	0.00	421.67	100.0%
8700-00 · Automobile Expense*	176.23	49.63	126.60	255.1%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>4,934.96</b>	<b>14,167.83</b>	<b>(9,232.87)</b>	<b>(65.2)%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	3,583.33	3,583.33	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	2,287.50	(2,287.50)	(100.0)%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>3,583.33</b>	<b>5,870.83</b>	<b>(2,287.50)</b>	<b>(39.0)%</b>
<b>Total Expense</b>	<b>106,615.85</b>	<b>171,233.06</b>	<b>(64,617.21)</b>	<b>(37.7)%</b>
<b>Net Income</b>	<b>117,503.15</b>	<b>42,616.94</b>	<b>74,886.21</b>	<b>175.7%</b>

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss

01/29/18

October through December 2017

Accrual Basis

	Oct - Dec 17	Oct - Dec 16	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	191,094.00	180,750.00	10,344.00	5.7%
4001-00 · NLTRA Funding	314,356.00	303,600.00	10,756.00	3.5%
4004-00 · IVCBVB Entertainment	2,000.00	3,000.00	(1,000.00)	(33.3)%
<b>Total Income</b>	<b>507,450.00</b>	<b>487,350.00</b>	<b>20,100.00</b>	<b>4.1%</b>
<b>Gross Profit</b>	<b>507,450.00</b>	<b>487,350.00</b>	<b>20,100.00</b>	<b>4.1%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	0.00	10,000.00	(10,000.00)	(100.0)%
5002-00 · Consumer Print	19,040.00	0.00	19,040.00	100.0%
5002-01 · Native Display	9,782.78	0.00	9,782.78	100.0%
5004-00 · Trip Advisor	26,533.66	0.00	26,533.66	100.0%
5005-00 · Paid Social	22,236.46	0.00	22,236.46	100.0%
5005-01 · Digital Display	18,860.08	25,838.33	(6,978.25)	(27.0)%
5007-00 · Creative Production	14,211.40	43,750.00	(29,538.60)	(67.5)%
5010-00 · Account Strategy & Management	21,000.00	28,040.00	(7,040.00)	(25.1)%
5010-01 · Digital Management & Reporting	9,000.00	0.00	9,000.00	100.0%
5010-02 · Website Strategy & Analysis	6,000.00	0.00	6,000.00	100.0%
5015-00 · Video	6,133.54	0.00	6,133.54	100.0%
5018-00 · Media Commission	1,020.37	5,135.00	(4,114.63)	(80.1)%
5018-01 · Digital Ad Serving	0.00	39,500.00	(39,500.00)	(100.0)%
5019-00 · Experiential	60,250.64	0.00	60,250.64	100.0%
5020-00 · Search Engine Marketing	7,717.36	0.00	7,717.36	100.0%
5022-00 · Email	8,568.00	0.00	8,568.00	100.0%
5023-00 · Additional Opportunities	100.00	23,525.62	(23,425.62)	(99.6)%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>230,454.29</b>	<b>175,788.95</b>	<b>54,665.34</b>	<b>31.1%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	1,037.50	0.00	1,037.50	100.0%
5111-00 · FAMS - Domestic	0.00	(1,000.00)	1,000.00	100.0%
5112-00 · Training / Sales Calls	1,095.09	754.66	340.43	45.1%
5113-00 · Additional Opportunities	2,045.00	296.38	1,748.62	590.0%
5114-00 · Agent Online Trainings	0.00	150.00	(150.00)	(100.0)%
5115-00 · Travel Agent Incentive Program	0.00	874.00	(874.00)	(100.0)%
5120-00 · Domestic - Trade Shows	1,985.60	469.93	1,515.67	322.5%
5131-00 · FAMS -Intl - Travel Trade	827.70	569.71	257.99	45.3%
5132-00 · FAMS -Intl - Media	192.51	0.00	192.51	100.0%
5133-00 · Ski-Tops	525.00	0.00	525.00	100.0%
5134-00 · Intl Marketing - Additional Opp	7,329.00	0.00	7,329.00	100.0%
5136-00 · Tour Operator Brochure Support	0.00	900.00	(900.00)	(100.0)%
5137-00 · Co-op Opportunities	3,500.00	3,708.47	(208.47)	(5.6)%
5142-00 · UK Sales Mission	0.00	2,525.05	(2,525.05)	(100.0)%
5143-00 · Mountain Travel Symposium	0.00	2,095.00	(2,095.00)	(100.0)%
5144-00 · IPW - POW WOW	8,135.01	8,790.00	(654.99)	(7.5)%
5145-00 · TIA Annual Dues	2,550.00	2,500.00	50.00	2.0%
5146-00 · UK / Black Diamond	7,500.00	6,250.00	1,250.00	20.0%
5147-00 · AUS / Gate 7	5,000.00	10,750.00	(5,750.00)	(53.5)%
5149-00 · Mexico Program	11,731.15	13,533.18	(1,802.03)	(13.3)%
<b>Total 5110-00 · LEISURE SALES</b>	<b>53,453.56</b>	<b>53,166.38</b>	<b>287.18</b>	<b>0.5%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	4,000.00	0.00	4,000.00	100.0%
5201-00 · National, Regional, & Local PR	10,000.00	13,000.00	(3,000.00)	(23.1)%
5202-00 · PR Program/ Content Dev - Biogs	3,600.00	2,579.94	1,020.06	39.5%
5203-00 · International Public Relations	3,000.00	0.00	3,000.00	100.0%
5204-00 · Media Mission(s)	2,250.00	2,356.41	(106.41)	(4.5)%
5205-00 · Conference Outreach	0.00	2,000.00	(2,000.00)	(100.0)%
5206-00 · Digital Buy/ Social Media Boost	1,000.00	3,000.00	(2,000.00)	(66.7)%
5207-00 · Content Campaigns/Tools-My Emma	622.00	8,587.00	(7,965.00)	(92.8)%
5208-00 · International Travel Media FAMS	0.00	1,241.50	(1,241.50)	(100.0)%
5209-00 · Domestic Travel Media FAMS	3,408.94	802.76	2,606.18	324.7%
5210-00 · Content Dev - Newsletters	4,000.00	0.00	4,000.00	100.0%
5211-00 · Social Media Strategy & Mgmt	8,000.00	0.00	8,000.00	100.0%
5212-00 · Social Giveaways & Contests	1,100.00	0.00	1,100.00	100.0%
5213-00 · Facebook Live	1,500.00	0.00	1,500.00	100.0%

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss

01/29/18

October through December 2017

Accrual Basis

	Oct - Dec 17	Oct - Dec 16	\$ Change	% Change
5215-00 · Content Campaign-Local Luminary	8,700.00	0.00	8,700.00	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>51,180.94</b>	<b>33,567.61</b>	<b>17,613.33</b>	<b>52.5%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	4,480.00	6,855.00	(2,375.00)	(34.7)%
6003-00 · Conference Online / Interactive	722.18	0.00	722.18	100.0%
6004-00 · Email	6,048.00	0.00	6,048.00	100.0%
6005-00 · Paid Media	3,338.73	0.00	3,338.73	100.0%
6007-00 · Creative Production	8,400.00	0.00	8,400.00	100.0%
6008-00 · Conference PR / Social Outreach	2,000.00	0.00	2,000.00	100.0%
6018-00 · MCC Media Commission	72.02	1,434.94	(1,362.92)	(95.0)%
6018-02 · MCC Digital	0.00	5,038.00	(5,038.00)	(100.0)%
6128-00 · HelmsBriscoe Strategic Partner	1,500.00	0.00	1,500.00	100.0%
6145-00 · Sponsorship - World Senior Golf	0.00	8,780.00	(8,780.00)	(100.0)%
6152-00 · Client Events / Opportunities	1,000.00	710.00	290.00	40.9%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>27,560.93</b>	<b>22,817.94</b>	<b>4,742.99</b>	<b>20.8%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	1,722.86	1,377.36	345.50	25.1%
6115-00 · Chicago Holiday Showcase	3,565.73	4,676.06	(1,110.33)	(23.7)%
6116-00 · CalSAE Seasonal Spectacular	2,403.96	(1,001.32)	3,405.28	340.1%
6117-00 · Duda Golf Sponsorship	0.00	(6,585.00)	6,585.00	100.0%
6120-00 · AFW Client Event	(42.56)	0.00	(42.56)	(100.0)%
6124-00 · IMEX	0.00	11,332.85	(11,332.85)	(100.0)%
6127-00 · CalSAE Annual	742.30	0.00	742.30	100.0%
6136-00 · Mountain Travel Symposium	2,195.00	2,445.00	(250.00)	(10.2)%
6146-00 · UC Vendor Fair	390.60	300.00	90.60	30.2%
6149-00 · MEET National	0.00	(262.21)	262.21	100.0%
6150-00 · Luxury Meeting Summit MA/CT/NY	2,330.57	0.00	2,330.57	100.0%
6150-01 · Luxury Meeting Summit Northwest	0.00	1,892.92	(1,892.92)	(100.0)%
6150-02 · Luxury Summit Meeting Texas	0.00	2,394.54	(2,394.54)	(100.0)%
6150-04 · Luxury Meeting Summit SoCal	0.00	1,539.95	(1,539.95)	(100.0)%
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,147.96	0.00	1,147.96	100.0%
6157-00 · HPN Partner Conference	3,436.59	0.00	3,436.59	100.0%
6160-01 · AllThingsMeetings East Bay	579.10	0.00	579.10	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>18,472.11</b>	<b>18,110.15</b>	<b>361.96</b>	<b>2.0%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	6,750.00	10,687.50	(3,937.50)	(36.8)%
5009-00 · Fulfillment / Mail	7,979.97	7,629.97	350.00	4.6%
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	0.00	0.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	70,000.00	(70,000.00)	(100.0)%
7001-00 · Miscellaneous	115.50	90.00	25.50	28.3%
7002-00 · CRM Subscription	0.00	5,000.00	(5,000.00)	(100.0)%
7003-00 · IVCBVB Entertainment Fund	1,620.29	1,860.31	(240.02)	(12.9)%
7004-00 · Research	1,265.01	0.00	1,265.01	100.0%
7007-00 · Destimetrics / DMX	7,801.00	7,801.00	0.00	0.0%
8700-00 · Automobile Expense*	569.03	1,096.31	(527.28)	(48.1)%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>51,100.80</b>	<b>129,165.09</b>	<b>(78,064.29)</b>	<b>(60.4)%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	10,749.99	10,749.99	0.00	0.0%
8003-00 · Website Hosting Maintenance	534.00	5,032.50	(4,498.50)	(89.4)%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>11,283.99</b>	<b>15,782.49</b>	<b>(4,498.50)</b>	<b>(28.5)%</b>
<b>Total Expense</b>	<b>443,506.62</b>	<b>448,398.61</b>	<b>(4,891.99)</b>	<b>(1.1)%</b>
<b>Net Income</b>	<b>63,943.38</b>	<b>38,951.39</b>	<b>24,991.99</b>	<b>64.2%</b>

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss Budget Performance

October through December 2017

	Oct - Dec 17	Budget	Jul - Dec 17	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	191,094.00	191,094.00	424,484.00	424,466.00	922,000.00
4001-00 · NLTRA Funding	314,356.00	338,837.00	657,106.00	691,792.00	1,411,821.00
4004-00 · IVCBVB Entertainment	2,000.00	2,000.00	4,000.00	4,000.00	8,000.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	176,270.00	176,270.00
<b>Total Income</b>	<b>507,450.00</b>	<b>531,931.00</b>	<b>1,085,590.00</b>	<b>1,296,528.00</b>	<b>2,518,091.00</b>
<b>Gross Profit</b>	<b>507,450.00</b>	<b>531,931.00</b>	<b>1,085,590.00</b>	<b>1,296,528.00</b>	<b>2,518,091.00</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	0.00	0.00	19,911.10	0.00	25,000.00
5002-00 · Consumer Print	19,040.00	0.00	19,040.00	0.00	35,000.00
5002-01 · Native Display	9,782.78	8,388.00	25,820.41	22,689.00	55,004.00
5004-00 · Trip Advisor	26,533.66	11,438.00	39,335.51	25,689.00	75,004.00
5005-00 · Paid Social	22,236.46	21,800.00	46,729.32	55,500.00	135,000.00
5005-01 · Digital Display	18,860.08	17,691.00	52,965.28	47,853.00	116,008.00
5007-00 · Creative Production	14,211.40	20,000.00	21,428.90	46,500.00	141,500.00
5010-00 · Account Strategy & Management	21,000.00	21,000.00	42,000.00	42,000.00	84,000.00
5010-01 · Digital Management & Reporting	9,000.00	9,000.00	18,000.00	18,000.00	36,000.00
5010-02 · Website Strategy & Analysis	6,000.00	6,000.00	12,000.00	12,000.00	24,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	95,000.00
5015-00 · Video	6,133.54	5,795.00	10,525.00	15,675.00	38,000.00
5017-00 · Rich Media	0.00	4,000.00	0.00	12,000.00	40,000.00
5018-00 · Media Commission	1,020.37	10,591.00	1,383.13	27,667.00	93,603.00
5018-01 · Digital Ad Serving	0.00	0.00	0.00	9,000.00	9,000.00
5018-03 · Strategic Marketing Plan	0.00	0.00	0.00	3,500.00	3,500.00
5019-00 · Experiential	60,250.64	0.00	60,250.64	0.00	82,000.00
5020-00 · Search Engine Marketing	7,717.36	6,863.00	26,033.58	18,564.00	45,004.00
5022-00 · Email	8,568.00	5,490.00	17,136.00	14,850.00	36,000.00
5023-00 · Additional Opportunities	100.00	0.00	419.48	0.00	60,000.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>230,454.29</b>	<b>148,056.00</b>	<b>412,978.35</b>	<b>371,487.00</b>	<b>1,228,623.00</b>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	1,037.50	2,550.00	1,241.25	4,250.00	8,500.00
5111-00 · FAMs - Domestic	0.00	0.00	0.00	500.00	2,215.00
5112-00 · Training / Sales Calls	1,095.09	0.00	2,381.69	3,000.00	5,000.00
5113-00 · Additional Opportunities	2,045.00	2,000.00	2,045.00	2,500.00	6,000.00
5115-00 · Travel Agent Incentive Program	0.00	1,000.00	0.00	1,000.00	1,000.00
5116-00 · RSA Membership	0.00	0.00	695.00	695.00	695.00
5120-00 · Domestic - Trade Shows	1,985.60	2,000.00	1,985.60	2,000.00	4,500.00
5131-00 · FAMS -Intl - Travel Trade	827.70	1,000.00	827.70	2,500.00	7,000.00
5132-00 · FAMS -Intl - Media	192.51	0.00	192.51	0.00	7,250.00
5133-00 · Ski-Tops	525.00	2,500.00	525.00	2,500.00	4,500.00
5134-00 · Intl Marketing - Additional Opp	7,329.00	3,000.00	8,381.50	3,000.00	13,000.00
5135-00 · North American Journeys/Tour Op	0.00	0.00	1,950.00	2,000.00	2,000.00
5136-00 · Tour Operator Brochure Support	0.00	1,500.00	0.00	1,500.00	6,500.00
5137-00 · Co-op Opportunities	3,500.00	2,000.00	1,500.00	4,000.00	12,000.00
5141-00 · Australian Sales Mission	0.00	0.00	0.00	0.00	10,000.00
5142-00 · UK Sales Mission	0.00	0.00	2,867.39	4,750.00	4,750.00
5143-00 · Mountain Travel Symposium	0.00	0.00	2,367.38	0.00	8,000.00
5144-00 · IPW - POW WOW	8,135.01	0.00	8,264.76	0.00	11,000.00
5145-00 · TIA Annual Dues	2,550.00	0.00	2,550.00	0.00	2,500.00
5146-00 · UK / Black Diamond	7,500.00	7,500.00	7,500.00	25,000.00	45,000.00
5147-00 · AUS / Gate 7	5,000.00	5,000.00	10,000.00	15,000.00	35,000.00
5149-00 · Mexico Program	11,731.15	13,000.00	23,428.39	14,000.00	14,000.00
5150-00 · China Program	0.00	6,000.00	4,367.50	10,500.00	12,000.00
5151-00 · RTO West	0.00	1,695.00	0.00	1,695.00	2,695.00
5152-00 · Go West	0.00	500.00	194.40	2,895.00	5,395.00
<b>Total 5110-00 · LEISURE SALES</b>	<b>53,453.56</b>	<b>51,245.00</b>	<b>83,265.07</b>	<b>103,285.00</b>	<b>230,500.00</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	4,000.00	6,000.00	10,000.00	12,000.00	24,000.00
5201-00 · National, Regional, & Local PR	10,000.00	15,000.00	25,000.00	30,000.00	60,000.00
5202-00 · PR Program/ Content Dev - Blogs	3,600.00	5,400.00	9,000.00	10,800.00	21,600.00
5203-00 · International Public Relations	3,000.00	4,500.00	7,500.00	9,000.00	18,000.00
5204-00 · Media Mission(s)	2,250.00	7,300.00	6,269.00	7,300.00	12,600.00



**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
 October through December 2017

	Oct - Dec 17	Budget	Jul - Dec 17	YTD Budget	Annual Budget
5206-00 · Digital Buy/ Social Media Boost	1,000.00	1,500.00	2,500.00	3,000.00	6,000.00
5207-00 · Content Campaigns/Tools-My Emma	622.00	933.00	1,555.00	1,866.00	3,732.00
5208-00 · International Travel Media FAMS	0.00	5,000.00	438.18	10,000.00	20,000.00
5209-00 · Domestic Travel Media FAMS	3,408.94	7,000.00	3,408.94	14,000.00	28,000.00
5210-00 · Content Dev - Newsletters	4,000.00	6,000.00	10,000.00	12,000.00	24,000.00
5211-00 · Social Media Strategy & Mgmt	8,000.00	12,000.00	20,000.00	24,000.00	48,000.00
5212-00 · Social Giveaways & Contests	1,100.00	3,350.00	1,100.00	4,450.00	8,900.00
5213-00 · Facebook Live	1,500.00	1,620.00	3,000.00	3,240.00	6,480.00
5214-00 · Social Takeover	0.00	0.00	0.00	1,100.00	3,300.00
5215-00 · Content Campaign-Local Luminary	8,700.00	0.00	8,700.00	8,700.00	17,400.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>51,180.94</b>	<b>75,603.00</b>	<b>108,471.12</b>	<b>151,456.00</b>	<b>302,012.00</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	4,480.00	6,000.00	4,480.00	6,000.00	22,000.00
6003-00 · Conference Online / Interactive	722.18	2,000.00	722.18	2,000.00	2,000.00
6004-00 · Email	6,048.00	3,768.00	11,144.00	9,152.00	15,996.00
6005-00 · Paid Media	3,338.73	3,846.00	5,709.74	6,910.00	14,602.00
6006-00 · CVENT	0.00	0.00	11,648.00	10,400.00	10,400.00
6007-00 · Creative Production	8,400.00	8,000.00	9,701.25	13,500.00	25,000.00
6008-00 · Conference PR / Social Outreach	2,000.00	3,000.00	5,000.00	6,000.00	12,000.00
6010-00 · Collateral Production	0.00	8,200.00	0.00	8,200.00	23,200.00
6018-00 · MCC Media Commission	72.02	1,771.00	176.02	2,870.00	6,842.00
6018-01 · MCC Digital Ad Serving	0.00	0.00	0.00	200.00	200.00
6128-00 · HelmsBriscoe Strategic Partner	1,500.00	0.00	2,500.00	0.00	6,000.00
6152-00 · Client Events / Opportunities	1,000.00	7,500.00	1,189.54	7,500.00	17,920.00
6153-00 · Chicago Sales Rep Support	0.00	2,500.00	0.00	3,000.00	10,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>27,560.93</b>	<b>46,585.00</b>	<b>52,270.73</b>	<b>75,732.00</b>	<b>166,160.00</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	1,722.86	1,500.00	2,795.48	3,000.00	6,000.00
6115-00 · Chicago Holiday Showcase	3,565.73	1,250.00	3,565.73	1,250.00	6,200.00
6116-00 · CalSAE Seasonal Spectacular	2,403.96	1,000.00	2,403.96	3,550.00	1,525.00
6120-00 · AFW Client Event	(42.56)	0.00	3,315.72	5,000.00	5,000.00
6120-01 · Sac River Cats Client Event	0.00	0.00	1,001.48	3,000.00	3,000.00
6120-02 · SF Giants Client Event	0.00	0.00	(101.87)	2,000.00	2,000.00
6120-03 · San Jose Sharks Client Event	0.00	1,500.00	0.00	1,500.00	6,500.00
6127-00 · CalSAE Annual	742.30	0.00	4,114.30	0.00	6,700.00
6136-00 · Mountain Travel Symposium	2,195.00	2,500.00	2,195.00	2,500.00	4,500.00
6143-00 · Connect Marketplace	0.00	0.00	2,409.86	0.00	11,900.00
6144-00 · ASAE XDP	0.00	2,500.00	0.00	2,500.00	4,000.00
6146-00 · UC Vendor Fair	390.60	255.00	390.60	555.00	555.00
6150-00 · Luxury Meeting Summit MA/CT/NY	2,330.57	0.00	2,342.42	6,100.00	6,100.00
6150-01 · Luxury Meeting Summit Northwest	0.00	1,500.00	0.00	3,300.00	3,300.00
6150-02 · Luxury Summit Meeting Texas	0.00	2,500.00	629.41	6,100.00	6,100.00
6150-03 · Luxury Meeting Summit NorCal	0.00	0.00	0.00	1,800.00	3,300.00
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,147.96	2,500.00	1,458.12	5,200.00	5,200.00
6151-00 · Destination CA	0.00	0.00	0.00	0.00	1,500.00
6154-00 · HelmsBriscoe ABC	0.00	2,000.00	0.00	2,000.00	3,500.00
6156-00 · Connect California	0.00	0.00	0.00	0.00	15,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	2,950.00	3,450.00
6156-03 · Connect New England	0.00	0.00	0.00	2,950.00	5,450.00
6156-04 · Connect Georgia	0.00	2,000.00	3,950.00	4,950.00	4,950.00
6157-00 · HPN Partner Conference	3,436.59	2,500.00	3,436.59	5,000.00	5,000.00
6157-01 · HPN Spring Training CE (RSCVA)	0.00	0.00	0.00	0.00	1,500.00
6157-02 · HPN Partner Conference Post FAM	0.00	5,000.00	0.00	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	910.35	2,000.00	2,000.00
6160-01 · AllThingsMeetings East Bay	579.10	1,500.00	1,069.10	2,000.00	2,000.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>18,472.11</b>	<b>30,005.00</b>	<b>35,886.25</b>	<b>74,205.00</b>	<b>131,230.00</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	6,750.00	9,000.00	10,350.00	18,000.00	51,000.00
5009-00 · Fulfillment / Mail	7,979.97	3,500.00	7,997.50	7,000.00	13,000.00
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	50,000.00	50,000.00	100,000.00
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	22,500.00	0.00	45,000.00	90,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,000.00	0.00	2,250.00
7001-00 · Miscellaneous	115.50	750.00	714.89	1,500.00	3,000.00
7002-00 · CRM Subscription	0.00	0.00	2,500.00	10,000.00	10,000.00
7003-00 · IVCBVB Entertainment Fund	1,620.29	2,000.00	3,011.08	4,000.00	8,000.00

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
 October through December 2017

	Oct - Dec 17	Budget	Jul - Dec 17	YTD Budget	Annual Budget
7004-00 · Research	1,265.01	0.00	2,530.02	0.00	20,000.00
7005-00 · Film Festival	0.00	15,000.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	30,000.00
7007-00 · Destimetrics / DMX	7,801.00	8,750.00	15,602.00	17,500.00	26,250.00
7008-00 · Opportunistic Funds	0.00		0.00		26,066.00
8700-00 · Automobile Expense*	569.03	0.00	2,051.80	0.00	0.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>51,100.80</b>	<b>86,500.00</b>	<b>111,757.29</b>	<b>168,000.00</b>	<b>394,566.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	10,749.99	11,250.00	21,499.98	22,500.00	45,000.00
8003-00 · Website Hosting Maintenance	534.00	5,000.00	1,307.99	10,000.00	20,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>11,283.99</b>	<b>16,250.00</b>	<b>22,807.97</b>	<b>32,500.00</b>	<b>65,000.00</b>
<b>Total Expense</b>	<b>443,506.62</b>	<b>454,244.00</b>	<b>827,436.78</b>	<b>976,665.00</b>	<b>2,518,091.00</b>
<b>Net Income</b>	<b>63,943.38</b>	<b>77,687.00</b>	<b>258,153.22</b>	<b>319,863.00</b>	<b>0.00</b>