

**North Lake Tahoe Resort Association**  
**Profit & Loss Prev Year Comparison**  
 July 2016 through February 2017

	Jul '16 - Feb 17	Jul '15 - Feb 16	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4205-00 · Conference Dues	6,600.00	0.00	6,600.00	100.0%
4050-00 · County of Placer TOT Funding	2,517,320.00	2,170,760.00	346,560.00	16.0%
4200-00 · Membership Dues	92,923.80	83,927.37	8,996.43	10.7%
4201-00 · New Member Fees	600.00	460.00	140.00	30.4%
4250-00 · Revenues-Membership Activities				
4251-00 · Revenue-Tue AM Breakfast Club	4,649.42	7,965.00	-3,315.58	-41.6%
4250-02 · Tourism Summit	1,100.00	0.00	1,100.00	100.0%
4250-00 · Revenues-Membership Activities - Other	6,796.00	21,703.54	-14,907.54	-68.7%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>12,545.42</b>	<b>29,668.54</b>	<b>-17,123.12</b>	<b>-57.7%</b>
4252-00 · Revenue - Sponsorships	500.00	500.00	0.00	0.0%
4350-00 · Special Events (Marketing)	0.00	15,000.00	-15,000.00	-100.0%
4502-00 · Non-Retail VIC Income	5,192.00	2,634.10	2,557.90	97.1%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	9,245.17	13,711.34	-4,466.17	-32.6%
4600-00 · Commissions - Other	90,568.98	143,812.95	-53,243.97	-37.0%
<b>Total 4600-00 · Commissions</b>	<b>99,814.15</b>	<b>157,524.29</b>	<b>-57,710.14</b>	<b>-36.6%</b>
46000 · Merchandise Sales	54,339.30	52,084.11	2,255.19	4.3%
<b>Total Income</b>	<b>2,789,834.67</b>	<b>2,512,558.41</b>	<b>277,276.26</b>	<b>11.0%</b>
<b>Cost of Goods Sold</b>				
52900 · Purchases - Resale Items	54.00	0.00	54.00	100.0%
<b>Total COGS</b>	<b>54.00</b>	<b>0.00</b>	<b>54.00</b>	<b>100.0%</b>
<b>Gross Profit</b>	<b>2,789,780.67</b>	<b>2,512,558.41</b>	<b>277,222.26</b>	<b>11.0%</b>
<b>Expense</b>				
5850-00 · Artist of Month - Commissions	2,048.21	0.00	2,048.21	100.0%
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0.00	0.00	0.00	0.0%
5010-00 · Sales Commissions	34,943.32	3,570.02	31,373.30	878.8%
5020-00 · P/R - Tax Expense	65,029.15	58,544.89	6,484.26	11.1%
5030-00 · P/R - Health Insurance Expense	80,752.27	75,264.62	5,487.65	7.3%
5040-00 · P/R - Workmans Comp	2,244.99	8,275.10	-6,030.11	-72.9%
5060-00 · 401 (k)	21,434.99	23,285.84	-1,850.85	-8.0%
5070-00 · Other Benefits and Expenses	2,654.50	4,750.98	-2,096.48	-44.1%
5000-00 · Salaries & Wages - Other	658,643.00	657,177.86	1,465.14	0.2%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>865,702.22</b>	<b>830,869.31</b>	<b>34,832.91</b>	<b>4.2%</b>
5100-00 · Rent				
5110-00 · Utilities	7,220.98	8,104.12	-883.14	-10.9%
5140-00 · Repairs & Maintenance	5,960.92	3,842.88	2,118.04	55.1%
5150-00 · Office - Cleaning	5,502.40	5,345.00	157.40	2.9%
5100-00 · Rent - Other	98,602.88	91,377.87	7,225.01	7.9%
<b>Total 5100-00 · Rent</b>	<b>117,287.18</b>	<b>108,669.87</b>	<b>8,617.31</b>	<b>7.9%</b>
5310-00 · Telephone				
5320-00 · Telephone	19,476.20	19,092.23	383.97	2.0%
5350-00 · Internet	224.85	170.00	54.85	32.3%
<b>Total 5310-00 · Telephone</b>	<b>19,701.05</b>	<b>19,262.23</b>	<b>438.82</b>	<b>2.3%</b>
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	1,000.00	290.30	709.70	244.5%
5480-00 · Mail - Fed Ex	526.84	754.65	-227.81	-30.2%
5420-00 · Mail - USPS - Other	1,493.65	916.94	576.71	62.9%
<b>Total 5420-00 · Mail - USPS</b>	<b>3,020.49</b>	<b>1,961.89</b>	<b>1,058.60</b>	<b>54.0%</b>
5510-00 · Insurance/Bonding	5,835.50	4,521.96	1,313.54	29.1%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	1,204.91	3,889.47	-2,684.56	-69.0%
5520-00 · Supplies - Other	7,774.30	8,970.58	-1,196.28	-13.3%
<b>Total 5520-00 · Supplies</b>	<b>8,979.21</b>	<b>12,860.05</b>	<b>-3,880.84</b>	<b>-30.2%</b>
5530-00 · Visitor Communications - Other	-109.00	35.44	-144.44	-407.6%
5610-00 · Depreciation	1,548.01	4,512.94	-2,964.93	-65.7%
5700-00 · Equipment Support & Maintenance	8,440.24	5,338.22	3,102.02	58.1%
5710-00 · Taxes, Licenses & Fees	7,616.22	6,347.47	1,268.75	20.0%
5740-00 · Equipment Rental/Leasing	10,555.93	11,503.87	-947.94	-8.2%
5800-00 · Training Seminars	5,371.72	3,391.68	1,980.04	58.4%
5815 · Training Video Series	7,534.05	0.00	7,534.05	100.0%
5820 · Sales CRM/CMS	2,373.94	0.00	2,373.94	100.0%
5900-00 · Professional Fees				
5921-00 · Professional Fees - Other	11,827.07	0.00	11,827.07	100.0%
5910-00 · Professional Fees - Attorneys	1,980.00	2,620.00	-640.00	-24.4%

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5920-00 · Professional Fees - Accountant	35,862.00	57,170.68	-21,308.68	-37.3%
5900-00 · Professional Fees - Other	1,250.00	312.50	937.50	300.0%
<b>Total 5900-00 · Professional Fees</b>	<b>50,919.07</b>	<b>60,103.18</b>	<b>-9,184.11</b>	<b>-15.3%</b>
5940-00 · Research & Planning Membership	3,000.00	0.00	3,000.00	100.0%
5941-00 · Research & Planning	18,118.55	41,601.00	-23,482.45	-56.5%
5948-00 · Transportation Projects				
5953-00 · Summer Traffic Management (S-2)	-1,593.65	0.00	-1,593.65	-100.0%
<b>Total 5948-00 · Transportation Projects</b>	<b>-1,593.65</b>	<b>0.00</b>	<b>-1,593.65</b>	<b>-100.0%</b>
6020-00 · Programs				
6015-00 · Cross Country	4,000.00	0.00	4,000.00	100.0%
6016-00 · Community Marketing Programs	35,648.00	3,430.57	32,217.43	939.1%
<b>Total 6020-00 · Programs</b>	<b>39,648.00</b>	<b>3,430.57</b>	<b>36,217.43</b>	<b>1,055.7%</b>
6023-00 · Autumn Food & Wine				
6025-00 · AFW- Postage	17.88	17.69	0.19	1.1%
6028-00 · AFW-Operations	1,925.00	0.00	1,925.00	100.0%
6030-00 · AFW-Media	1,500.00	0.00	1,500.00	100.0%
6023-00 · Autumn Food & Wine - Other	29,349.98	31,689.50	-2,339.52	-7.4%
<b>Total 6023-00 · Autumn Food &amp; Wine</b>	<b>32,792.86</b>	<b>31,707.19</b>	<b>1,085.67</b>	<b>3.4%</b>
6420-00 · Sponsorship				
6420-01 · WinterWonderGrass_Tahoe	15,400.00	7,100.00	8,300.00	116.9%
6421-00 · New Event Development	9,275.88	11,155.15	-1,879.27	-16.9%
6422-00 · IronMan Lake Tahoe	0.00	387,460.47	-387,460.47	-100.0%
6427-00 · USA Cycling	0.00	-5,444.14	5,444.14	100.0%
6428-00 · Dues & Subscriptions	109.40	0.00	109.40	100.0%
6420-00 · Sponsorship - Other	321,614.10	12,225.00	309,389.10	2,530.8%
<b>Total 6420-00 · Sponsorship</b>	<b>346,399.38</b>	<b>412,496.48</b>	<b>-66,097.10</b>	<b>-16.0%</b>
6423-00 · Membership Activities				
6437-00 · Tuesday Morning Breakfast Club	4,185.00	3,506.00	679.00	19.4%
6432-00 · Membership - Newsletter	2,001.24	2,757.56	-756.32	-27.4%
6434-00 · Community Awards Dinner	0.00	-1,998.80	1,998.80	100.0%
6436-00 · Membership - Wnt/Sum Rec Lunch	0.00	64.83	-64.83	-100.0%
6441-00 · Membership - Miscellaneous Exp	37.05	69.24	-32.19	-46.5%
6442-00 · Public Relations/Website	81.00	2,463.25	-2,382.25	-96.7%
6443-00 · Membership - Bridal Faire	75.63	3,087.42	-3,011.79	-97.6%
6423-00 · Membership Activities - Other	6,120.01	10,377.07	-4,257.06	-41.0%
<b>Total 6423-00 · Membership Activities</b>	<b>12,499.93</b>	<b>20,326.57</b>	<b>-7,826.64</b>	<b>-38.5%</b>
6490-00 · Classified Ads	275.00	0.00	275.00	100.0%
6600-00 · Promotions/Giveaways	32.14	0.00	32.14	100.0%
6701-00 · Market Study Reports/Research	402.40	314.61	87.79	27.9%
6730-00 · Marketing Cooperative/Media	961,121.00	839,515.00	121,606.00	14.5%
6742-00 · Non-NLT Co-Op Marketing Program	8,690.67	10,054.58	-1,363.91	-13.6%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	4,316.02	8,370.43	-4,054.41	-48.4%
6743-03 · Touch Lake Tahoe	13,333.32	21,000.00	-7,666.68	-36.5%
6743-04 · High Notes	3,313.32	16,000.00	-12,686.68	-79.3%
6743-05 · Peak Your Adventure	976.80	0.00	976.80	100.0%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>21,939.46</b>	<b>45,370.43</b>	<b>-23,430.97</b>	<b>-51.6%</b>
7500-00 · Trade Shows/Travel	15.00	0.00	15.00	100.0%
8100-00 · Cost of Goods Sold				
52500 · Purchase Discounts	-982.94	-7.34	-975.60	-13,291.6%
51100 · Freight and Shipping Costs	1,055.14	712.62	342.52	48.1%
59900 · POS Inventory Adjustments	237.04	-247.73	484.77	195.7%
8100-00 · Cost of Goods Sold - Other	28,532.91	27,510.99	1,021.92	3.7%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>28,842.15</b>	<b>27,968.54</b>	<b>873.61</b>	<b>3.1%</b>
8200-00 · Associate Relations	2,782.44	3,439.37	-656.93	-19.1%
8300-00 · Board Functions	1,631.78	1,494.90	136.88	9.2%
8500-00 · Credit Card Fees	4,416.01	4,536.85	-120.84	-2.7%
8700-00 · Automobile Expenses	3,274.56	4,910.39	-1,635.83	-33.3%
8750-00 · Meals/Meetings	3,017.62	3,992.22	-974.60	-24.4%
8810-00 · Dues & Subscriptions	7,015.18	6,003.34	1,011.84	16.9%
8910-00 · Travel	8,759.44	4,574.27	4,185.17	91.5%
8920-00 · Bad Debt	17,017.50	0.00	17,017.50	100.0%
8930-00 · Prior Period Adjustments	0.00	-7,080.12	7,080.12	100.0%
<b>Total Expense</b>	<b>2,636,921.46</b>	<b>2,524,034.30</b>	<b>112,887.16</b>	<b>4.5%</b>
<b>Net Ordinary Income</b>	<b>152,859.21</b>	<b>-11,475.89</b>	<b>164,335.10</b>	<b>1,432.0%</b>
Other Income/Expense				
Other Expense				

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	Jul '16 - Feb 17	Jul '15 - Feb 16	\$ Change	% Change
Balancing Adjustments	0.08	0.00	0.08	100.0%
8990-00 - Allocated	0.00	0.00	0.00	0.0%
<b>Total Other Expense</b>	<b>0.08</b>	<b>0.00</b>	<b>0.08</b>	<b>100.0%</b>
<b>Net Other Income</b>	<b>-0.08</b>	<b>0.00</b>	<b>-0.08</b>	<b>-100.0%</b>
<b>Net Income</b>	<b>152,859.13</b>	<b>-11,475.89</b>	<b>164,335.02</b>	<b>1,432.0%</b>