



## NORTH LAKE TAHOE MARKETING COOP COMMITTEE

### Agenda

**Thursday, June 30, 2016 – 9 am**

The June 2016 meeting of the North Lake Tahoe Marketing Coop Committee will be held on Thursday June 30, 2016 at 9 am. The meeting will be held in the visitor center conference room of the North Lake Tahoe Chamber/CVB/Resort Association located at 100 North Lake Blvd., Tahoe City CA 96145.

**PUBLIC COMMENTS**—Public comment will be at the beginning of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- |   |                  |
|---|------------------|
| A. Call to Order  | Chair            |
| B. Public Comments (Pursuant to NRS 241.020)  | Chair            |
| C. Roll Call/Introductions  | Chair            |
| D. Approval of Agenda (For Possible Action)   | Chair            |
| E. Approval of May 16, 2016 Marketing Coop Meeting Minutes  | Chair            |
| F. FY 2015/16 Financial Review  | Thompson         |
| G. Discussion on Coop Financial Process and Procedures  | Thompson/Chapman |
| H. FY 2016 /17 Budget review and discussion   | Thompson         |
| I. Augustine Ideas Agency Contract Review and Approval  | Thompson/Chapman |
| J. FY 2016/17 Committee Officer Appointment of Chair and Vice Chair for discussion, and motion to approve | Thompson         |
| K. FY 2016/17 NLT Cooperative Marketing meeting dates discussion  | Thompson         |

L. Public Comment (Pursuant to NRS 241.020)

Chair

M. Adjournment (For Possible Action)

Chair

**Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530.581.8700**

**Dial in information: Call in number: 712-770-4010/ Meeting ID: 961-748**

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Center

North Lake Tahoe Resort Association

IVGID

Incline Justice Court

Meeting Location



north lake tahoe

## **NLT Marketing Cooperative Committee Meeting Minutes – Monday May 2016**

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City Visitors Information Center.

### **1.0 CALL TO ORDER**

1.1 The meeting was called to order at 3.38 pm and a quorum was established.

### **2.0 PUBLIC COMMENTS**

2.1 No public forum.

### **3.0 ROLL CALL**

3.1 Committee members present: Bill Wood, Brett Williams, Brian Lang, Christine Horvath, Heather Bacon, Andy Chapman, Sandy Evans Hall, JT Thompson

### **4.0 APPROVAL OF AGENDA**

4.1 **M/S/C (Chapman/Wood) (7/0) to approve the agenda as stated.**

### **5.0 APPROVAL OF JANUARY 27, 2016 COOP MEETING MINUTES**

5.1 **M/S/C (Bacon/Lang) (6/0 – Horvath abstained) to approve the Coop Meeting Minutes from January 27, 2016**

### **6.0 REVIEW AND DISCUSSION OF SUB-COMMITTEE RECOMMENDATION OF AGENCY OF RECORD RFP PROCESS AND FINALIST (FOR POSSIBLE ACTION)**

6.1 JT reviewed the RFP process with the committee members. He shared the sub-committee did a series of 3 interviews and have narrowed it down to 3 finalists; School of Thought, Stan Can Design/Mortimer Creative/Exl Media and Augustine Ideas. The sub-committee used a scoring system and Augustine Ideas came out with the highest scores and was voted by the committee the finalist.

Other comments the sub-committee shared:

- The three campaigns Augustine created were spot-on.
- Enough positive (Augustine) to be considered, even though transitioning to a new agency can be difficult.
- Augustine Ideas has a strong destination team.
- Augustine had more resources than any other team, one person for Partnership & Promotions and one person for Research Analyst.
- Different approach at the first meeting, instead of presenting to the sub-committee they sat down and asked questions. Set the scene for a great collaborative partnership.

6.2 Andy reviewed the process going forward and shared that he will work together with JT on putting together a transition timeline. He stated we hope to get a contract signed by early July, but it would first have to be reviewed by the NLTRA Board of Directors and the Incline Village Crystal Bay Visitors Bureau Board of Directors.

6.3 M/S/C (Chapman/Evans Hall) (7/0) to accept the sub-committee recommendations of starting the negotiation process with Augustine Ideas.

Action to JT/Andy: Set up a meeting with Augustine to get clarification on account and billing structure.

Action to JT: Have conversations with Augustine regarding paid key search words in Northern California/Bay Area and ask for their input.

Action to JT: Make sure new agency is aware of the Coop Advertising Plans, Ski Lake Tahoe and RASC.

## 7.0 DISCUSSION ON FY 2016/17 COOP BUDGET

7.1 JT asked that the Coop members review the 2015-16 Coop Marketing Budget and provide input. FY 2015-2016 FY Budget was \$1,709,000 and this year proposed budget is \$1,963,000. JT reviewed some of the individual programs. Some of the comments provided include:

- Look a little closer at the Leisure Sales and Conference Sales budget.
- Nevada side is looking into German presentation. Look at this opportunity.
- Committed programs like: VisitingLakeTahoe.com coop and fulfillment may be a bit low and could be increased.

## 8.0 PUBLIC COMMENT

8.1 JT shared that we had a roundtable discussion with the lodging committee with Airbnb. He shared the meeting was great attendance and was very successful.

## 9.0 ADJOURNMENT

9.1 The meeting adjourned at 5.02 pm.

Submitted By:

Anna Atwood, Marketing Executive Assistant  
NLT Chamber/CVB/Resort Association



# north lake tahoe

FY 2016/17 NORTH LAKE TAHOE MARKETING COOP BUDGET  
DRAFT 6/20/16

Line Item/Description	Draft FY 2016/2017	Final Projected FY 2015/16	Variance to FY 2015/16	FY 2016/17 % of Total Budget
<b>Public Relations/Social Media</b>				
Leisure Sales	\$ 215,500	\$ 148,000	\$ 67,500	10%
North Tahoe Conference Sales Media/Travel	\$ 185,000	\$ 135,000	\$ 50,000	9%
Website Content Manager	\$ 250,000	\$ 220,000	\$ 30,000	12%
	\$ 45,000	\$ 40,000	\$ 5,000	2%
<b>SUB-TOTAL</b>	<b>\$ 695,500</b>	<b>\$ 543,000</b>	<b>\$ 152,500</b>	<b>34%</b>
<b>Coop/Misc. Committed Programs</b>				
Sierra Ski Marketing Council	\$ 90,000	\$ 80,000	\$ 10,000	4%
Regional Air Service Corporation	\$ 100,000	\$ 100,000	\$ -	5%
Photography	\$ 20,000	\$ 20,000	\$ -	1%
DMX Research Project	\$ 35,500	\$ 26,900	\$ 8,600	2%
VisitingLakeTahoe.com coop	\$ 36,000	\$ 36,000	\$ -	2%
Fulfillment	\$ 10,000	\$ 10,000	\$ -	0%
Website Upgrade/Maintenance	\$ 20,000	\$ 20,000	\$ -	1%
Email Initiative	\$ 10,000	\$ 10,000	\$ -	0%
IDSS CRM System	\$ 16,500	\$ -	\$ 16,500	1%
<b>SUB-TOTAL</b>	<b>\$ 338,000</b>	<b>\$ 302,900</b>	<b>\$ 35,100</b>	<b>16%</b>
<b>Consumer Marketing</b>				
Broadcast	\$ -	\$ -	\$ -	
Radio / High Notes	\$ 25,000	\$ 18,824	\$ 6,176	1.21%
Print	\$ -	\$ -	\$ -	
Out of Home (OOH)	\$ -	\$ -	\$ -	
Online/Interactive/Digital	\$ -	\$ 408,167	\$ (408,167)	
Social/Mobile/SEM	\$ -	\$ 45,000	\$ (45,000)	
Media Commission/Ad Serving/Production/Creative Execution/Agency Fees	\$ 250,000	\$ 83,232	\$ (83,232)	12.15%
<b>MEDIA TBD</b>	<b>\$ 749,927</b>	<b>\$ 250,000</b>	<b>\$ -</b>	
<b>SUB-TOTAL</b>	<b>\$ 1,024,927</b>	<b>\$ 805,223</b>	<b>\$ 219,704</b>	<b>49.79%</b>
<b>TOTAL</b>	<b>\$ 2,058,427</b>	<b>\$ 1,651,123</b>	<b>\$ 407,304</b>	<b>100.00%</b>
<b>NLTRA Marketing Budget</b>				
NLTRA Carryover to Marketing Coop	\$ 1,265,000	\$ 970,000	\$ 295,000	61.45%
IVCBVB Marketing Budget	\$ -	\$ 112,000	\$ (112,000)	
IVCBVB NCOT Grant	\$ 715,000	\$ 610,000	\$ 105,000	35.71%
Prior Year Net Assets	\$ 20,000	\$ 20,000	\$ -	
	\$ 58,427	\$ (2,450)	\$ 60,877	
<b>TOTAL</b>	<b>\$ 2,058,427</b>	<b>\$ 1,709,550</b>	<b>\$ 348,877</b>	
Variance	\$ -	\$ 58,427	\$ (58,427)	

Handwritten initials: "H" and "T" in blue ink.

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
As of May 31, 2016

	May 31, 16
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1000-00 · Cash	381,613.62
<b>Total Checking/Savings</b>	381,613.62
Accounts Receivable	
1200-00 · Accounts Receivable	62,713.48
<b>Total Accounts Receivable</b>	62,713.48
<b>Total Current Assets</b>	444,327.10
<b>Other Assets</b>	
1400-00 · Prepaid Expenses	6,565.70
<b>Total Other Assets</b>	6,565.70
<b>TOTAL ASSETS</b>	450,892.80
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000-00 · Accounts Payable	403,043.82
<b>Total Accounts Payable</b>	403,043.82
Other Current Liabilities	
2401-00 · Suspense - Jeremy	-134.14
<b>Total Other Current Liabilities</b>	-134.14
<b>Total Current Liabilities</b>	402,909.68
<b>Total Liabilities</b>	402,909.68
<b>Equity</b>	
3000-00 · Retained Earnings	43,336.71
32000 · Unrestricted Net Assets	-47,095.62
Net Income	51,742.03
<b>Total Equity</b>	47,983.12
<b>TOTAL LIABILITIES &amp; EQUITY</b>	450,892.80

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss

July 2015 through May 2016

06/29/16  
Accrual Basis

	Jul '15 - May 16
<b>Income</b>	
4000-00 · LTIVCBVB Funding	567,000.00
4001-00 · NLTRA Funding	985,000.00
<b>Total Income</b>	1,552,000.00
<b>Gross Profit</b>	1,552,000.00
<b>Expense</b>	
5004-00 · Online/Interactive	461,229.81
5005-00 · Social/Mobile/SEM	23,252.63
5007-00 · Production/Client Services	289,627.06
5008-00 · Cooperative Programs	268,400.27
5009-00 · Fulfillment	7,683.75
5022-00 · Marketing - Email/SEM	199.20
5111-00 · FAMS - Domestic	578.12
5113-00 · Additional Opportunities	7,082.25
5120-00 · Domestic - Trade Shows	4,683.19
5121-00 · Client Events	330.42
5122-00 · SSMC Shipping	76.32
5123-00 · HSVC - Dues and shipping	2,000.00
5131-00 · FAMS - Travel Trade	8,226.86
5132-00 · FAMS - Media	2,212.93
5134-00 · Intl Mktg - Addl Opps	11,366.81
5140-00 · Intl - Programs & Travel	15,143.90
5141-00 · Australian Sales Mission	28.98
5143-00 · Mountain Travel Symposium	8,481.04
5144-00 · POW WOW	14,671.96
5145-00 · TIA Annual Dues	2,450.00
5146-00 · UK / Black Diamond	19,129.65
5147-00 · Australia	20,500.00
5201-00 · Agency Fees	67,457.81
5202-00 · PR Programs	54,347.29
6001-00 · RT Coop	10,000.00
6002-00 · Destination Print	22,869.37
6003-00 · Conference - Online/Interactive	15,400.00
6006-00 · Production / Client Services	1,861.27
6100-00 · Trade Shows	3,450.00
6102-00 · Miscellaneous	6,218.98
6106-00 · CalSAE Seasonal Spectacular	-51.94
6109-00 · MPI - NCC	469.00
6111-00 · Site Inspections	7,969.51
6113-00 · MPI - Dallas	2,300.00
6115-00 · Chicago Holiday Showcase	4,179.25
6116-00 · CalSAE Annual	5,905.39
6117-00 · Duda Golf Sponsorship	3,391.25
6118-00 · ASAE	7,103.70
6119-00 · Successful Meetings	821.22
6121-00 · M&C Interactive	1,618.63
6123-00 · Smart Mart (all of them)	10,427.96
6126-00 · Trade Shows - Sales Calls	42.64
6136-00 · MTS	3,958.36
6138-00 · Collaborate Marketplace	7,577.37
6142-00 · Luxury Meeting Summit - Nor Cal	5,859.59
6143-00 · Connect Marketplace	5,901.84
6144-00 · ASAE-Spring Time Expo	4,197.89
6145-00 · WSG Sponsorship	595.71
6146-00 · UC Davis Vendor Fair	2,323.51
6147-00 · Luxury Summit - Texas	1,762.47
61700 · Computer and Internet Expenses	182.94
7001-00 · Miscellaneous / Supplies	1,342.32
8001-00 · Social Media Contractor	13,998.55
8002-00 · Content Manager Contractor	38,583.31

11:15 AM

# North Lake Tahoe Marketing Cooperative

## Profit & Loss

06/29/16

July 2015 through May 2016

---

	<u>Jul '15 - May 16</u>
8003-00 · Website Hosting Maintenance	19,106.00
8700-00 · Automobile Expense*	<u>1,731.63</u>
Total Expense	<u>1,500,257.97</u>
Net Income	<u><u>51,742.03</u></u>



**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of May 31, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
Cal Neva Resort - Lake Tahoe*	0.00	0.00	0.00	0.00	0.00	0.00
EXL Media Corporation	0.00	0.00	0.00	0.00	0.00	0.00
Forest Suites Resort*	0.00	0.00	0.00	0.00	0.00	0.00
Granlibakken Resort*	0.00	0.00	0.00	0.00	0.00	0.00
Hampton Inn & Suites*	0.00	0.00	0.00	0.00	0.00	0.00
High Sierra Visitors Council*	0.00	0.00	0.00	0.00	0.00	0.00
Hyatt Regency Lake Tahoe Resort*	0.00	0.00	0.00	0.00	3,067.20	3,067.20
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
Larkspur Hotel Truckee*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	34,793.00	0.00	0.00	13,707.00	48,500.00
Northstar California	0.00	0.00	0.00	0.00	2,690.38	2,690.38
PlumpJack Squaw Valley Inn*	0.00	0.00	0.00	0.00	0.00	0.00
Resort at Squaw Creek*	0.00	1,200.00	0.00	0.00	0.00	1,200.00
RMC Regional Marketin Company	0.00	0.00	0.00	0.00	0.00	0.00
RSCVA	0.00	0.00	0.00	0.00	555.20	555.20
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
Smith & Jones*	0.00	0.00	0.00	0.00	0.00	0.00
Squaw Valley Lodge*	0.00	0.00	0.00	0.00	1,735.16	1,735.16
Stanford Sierra Camp*	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	1,938.03	1,938.03
The Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	0.00	2,005.08	2,005.08
The Village at Squaw Valley	0.00	0.00	0.00	0.00	1,022.43	1,022.43
<b>TOTAL</b>	<b>0.00</b>	<b>35,993.00</b>	<b>0.00</b>	<b>0.00</b>	<b>26,720.48</b>	<b>62,713.48</b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of May 31, 2016

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Atomic Printing, Inc.	122.93	0.00	0.00	0.00	0.00	122.93
Black Diamond Agency Ltd	0.00	0.00	0.00	0.00	0.00	0.00
Destination Tahoe Meeting & Events	0.00	6,000.00	0.00	0.00	0.00	6,000.00
Fallon Multimedia	0.00	768.00	0.00	0.00	0.00	768.00
FedEx	18.58	350.63	103.98	0.00	0.00	473.19
Gate 7 Pty Ltd*	0.00	0.00	0.00	0.00	0.00	0.00
Greg Howey	310.16	216.00	0.00	0.00	0.00	526.16
High Sierra Visitors Council	0.00	213.57	0.00	0.00	0.00	213.57
IVCB Visitors Bureau	0.00	7,883.59	0.00	0.00	0.00	7,883.59
Jason Neary	251.13	51.30	-475.88	0.00	7.00	-166.45
Jeremy Jacobson	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA	107,085.17	0.00	0.00	284.05	0.00	107,369.22
Reno Sparks Convention & VA	0.00	0.00	0.00	0.00	0.00	0.00
RKPR*	0.00	0.00	0.00	0.00	0.00	0.00
Sarah Winters	216.53	135.02	0.00	0.00	0.00	351.55
School of Thought Inc	41,313.06	230,000.00	0.00	0.00	339.00	271,652.06
Smith & Jones, Inc.	0.00	2,250.00	0.00	0.00	2,700.00	4,950.00
Stan Can Design	1,500.00	0.00	0.00	0.00	0.00	1,500.00
TALBOT Photography	1,400.00	0.00	0.00	0.00	0.00	1,400.00
<b>TOTAL</b>	<b><u>152,217.56</u></b>	<b><u>247,868.11</u></b>	<b><u>-371.90</u></b>	<b><u>284.05</u></b>	<b><u>3,046.00</u></b>	<b><u>403,043.82</u></b>

North Lake Tahoe Marketing Cooperative  
**Balance Sheet**  
As of June 27, 2016

	<u>Jun 27, 16</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000-00 · Cash	93,879.07
Total Checking/Savings	93,879.07
Accounts Receivable	
1200-00 · Accounts Receivable	18,237.56
Total Accounts Receivable	18,237.56
Total Current Assets	112,116.63
Other Assets	
1400-00 · Prepaid Expenses	13,565.70
Total Other Assets	13,565.70
<b>TOTAL ASSETS</b>	<b><u>125,682.33</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000-00 · Accounts Payable	15,048.06
Total Accounts Payable	15,048.06
Other Current Liabilities	
2401-00 · Suspense - Jeremy	-134.14
Total Other Current Liabilities	-134.14
Total Current Liabilities	14,913.92
Total Liabilities	14,913.92
Equity	
3000-00 · Retained Earnings	43,336.71
32000 · Unrestricted Net Assets	-47,095.62
Net Income	114,527.32
Total Equity	110,768.41
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>125,682.33</u></b>

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss

06/29/16

July 1, 2015 through June 27, 2016

Accrual Basis

	Jul 1, '15 - Jun 27, 16
<b>Income</b>	
4000-00 · LTIVCBVB Funding	630,000.00
4001-00 · NLTRA Funding	1,082,000.00
<b>Total Income</b>	1,712,000.00
<b>Gross Profit</b>	1,712,000.00
<b>Expense</b>	
5004-00 · Online/Interactive	466,813.07
5005-00 · Social/Mobile/SEM	24,290.34
5007-00 · Production/Client Services	307,506.09
5008-00 · Cooperative Programs	268,400.27
5009-00 · Fulfillment	7,683.75
5022-00 · Marketing - Email/SEM	199.20
5111-00 · FAMS - Domestic	578.12
5113-00 · Additional Opportunities	7,082.25
5120-00 · Domestic - Trade Shows	4,683.19
5121-00 · Client Events	330.42
5122-00 · SSMC Shipping	76.32
5123-00 · HSVC - Dues and shipping	2,000.00
5130-00 · International - Marketing	6,870.00
5131-00 · FAMS - Travel Trade	9,448.73
5132-00 · FAMS - Media	1,906.31
5134-00 · Intl Mktg - Addl Opps	11,366.81
5140-00 · Intl - Programs & Travel	20,946.94
5141-00 · Australian Sales Mission	28.98
5143-00 · Mountain Travel Symposium	8,481.04
5144-00 · POW WOW	10,954.50
5145-00 · TIA Annual Dues	2,450.00
5146-00 · UK / Black Diamond	19,129.65
5147-00 · Australia	20,500.00
5201-00 · Agency Fees	70,957.81
5202-00 · PR Programs	55,930.62
6001-00 · RT Coop	10,000.00
6002-00 · Destination Print	56,334.37
6003-00 · Conference - Online/Interactive	25,150.00
6006-00 · Production / Client Services	9,469.52
6100-00 · Trade Shows	3,450.00
6102-00 · Miscellaneous	6,218.98
6106-00 · CalSAE Seasonal Spectacular	-51.94
6109-00 · MPI - NCC	469.00
6111-00 · Site Inspections	7,969.51
6113-00 · MPI - Dallas	2,300.00
6115-00 · Chicago Holiday Showcase	4,179.25
6116-00 · CalSAE Annual	5,905.39
6117-00 · Duda Golf Sponsorship	3,391.25
6118-00 · ASAE	7,103.70
6119-00 · Successful Meetings	821.22
6121-00 · M&C Interactive	1,618.63
6123-00 · Smart Mart (all of them)	10,427.96
6126-00 · Trade Shows - Sales Calls	42.64
6136-00 · MTS	3,958.36
6138-00 · Collaborate Marketplace	7,577.37
6142-00 · Luxury Meeting Summit - Nor Cal	5,977.04
6143-00 · Connect Marketplace	5,901.84
6144-00 · ASAE-Spring Time Expo	4,197.89
6145-00 · WSG Sponsorship	595.71
6146-00 · UC Davis Vendor Fair	2,323.51
6147-00 · Luxury Summit - Texas	1,762.47
61700 · Computer and Internet Expenses	182.94
7001-00 · Miscellaneous / Supplies	1,342.32
8001-00 · Social Media Contractor	16,998.55
8002-00 · Content Manager Contractor	42,166.64

11:15 AM

North Lake Tahoe Marketing Cooperative

Profit & Loss

06/29/16

July 1, 2015 through June 27, 2016

Accrual Basis

---

	<u>Jul 1, '15 - Jun 27, 16</u>
8003-00 · Website Hosting Maintenance	19,106.00
8700-00 · Automobile Expense*	<u>1,968.15</u>
Total Expense	<u>1,597,472.68</u>
Net Income	<u><u>114,527.32</u></u>

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of June 27, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
Cal Neva Resort - Lake Tahoe*	0.00	0.00	0.00	0.00	0.00	0.00
EXL Media Corporation	0.00	0.00	0.00	0.00	0.00	0.00
Forest Suites Resort*	0.00	0.00	0.00	0.00	0.00	0.00
Granlibakken Resort*	0.00	0.00	0.00	0.00	0.00	0.00
Hampton Inn & Suites*	0.00	0.00	0.00	0.00	0.00	0.00
High Sierra Visitors Council*	0.00	0.00	0.00	0.00	0.00	0.00
Hyatt Regency Lake Tahoe Resort*	0.00	3,717.46	0.00	0.00	3,067.20	6,784.66
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
Larkspur Hotel Truckee*	0.00	0.00	0.00	0.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	2,690.38	2,690.38
PlumpJack Squaw Valley Inn*	0.00	0.00	0.00	0.00	0.00	0.00
Resort at Squaw Creek*	0.00	0.00	1,200.00	0.00	0.00	1,200.00
RMC Regional Marketin Company	0.00	0.00	0.00	0.00	0.00	0.00
RSCVA	0.00	0.00	0.00	0.00	555.20	555.20
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
Smith & Jones*	0.00	0.00	0.00	0.00	0.00	0.00
Squaw Valley Lodge*	0.00	0.00	0.00	0.00	1,735.16	1,735.16
Stanford Sierra Camp*	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	1,938.03	1,938.03
The Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	0.00	2,005.08	2,005.08
The Village at Squaw Valley	0.00	0.00	0.00	0.00	1,022.43	1,022.43
Truckee Donner Chamber of Commerce	0.00	306.62	0.00	0.00	0.00	306.62
<b>TOTAL</b>	<b>0.00</b>	<b>4,024.08</b>	<b>1,200.00</b>	<b>0.00</b>	<b>13,013.48</b>	<b>18,237.56</b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
 As of June 27, 2016

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Black Diamond Agency Ltd	0.00	0.00	0.00	0.00	0.00	0.00
Fallon Multimedia	0.00	0.00	0.00	0.00	0.00	0.00
FedEx	117.45	0.00	0.00	0.00	0.00	117.45
Gate 7 Pty Ltd*	0.00	0.00	0.00	0.00	0.00	0.00
Greg Howey	0.00	310.16	216.00	0.00	0.00	526.16
High Sierra Visitors Council	0.00	0.00	213.57	0.00	0.00	213.57
IVCB Visitors Bureau	0.00	0.00	0.00	0.00	0.00	0.00
Jason Neary	0.00	251.13	-424.58	0.00	7.00	-166.45
Jeremy Jacobson	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA	0.00	0.00	0.00	0.00	284.05	284.05
Reno Sparks Convention & VA	0.00	0.00	0.00	0.00	0.00	0.00
RKPR*	0.00	0.00	0.00	0.00	0.00	0.00
Sarah Winters	216.53	216.53	135.02	0.00	0.00	568.08
School of Thought Inc	0.00	0.00	0.00	0.00	0.00	0.00
Smith & Jones, Inc.	0.00	0.00	0.00	0.00	2,700.00	2,700.00
The Abbi Agency, Inc	10,805.20	0.00	0.00	0.00	0.00	10,805.20
<b>TOTAL</b>	<b><u>11,139.18</u></b>	<b><u>777.82</u></b>	<b><u>140.01</u></b>	<b><u>0.00</u></b>	<b><u>2,991.05</u></b>	<b><u>15,048.06</u></b>

## North Lake Tahoe Marketing Cooperative

## Profit &amp; Loss Budget vs. Actual

July 2015 through June 2016

06/29/16  
Accrual Basis

	Jul '15 - Jun 16	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000-00 · LTIVCBVB Funding	630,000.00	630,000.00	0.00	100.0%
4001-00 · NLTRA Funding	1,082,000.00	1,082,000.00	0.00	100.0%
<b>Total Income</b>	<b>1,712,000.00</b>	<b>1,712,000.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>Gross Profit</b>	<b>1,712,000.00</b>	<b>1,712,000.00</b>	<b>0.00</b>	<b>100.0%</b>
<b>Expense</b>				
5001-00 · Broadcast/Radio/High Notes	0.00	8,347.00	-8,347.00	0.0%
5004-00 · Online/Interactive	466,813.07	408,167.00	58,646.07	114.4%
5005-00 · Social/Mobile/SEM	24,290.34	45,000.00	-20,709.66	54.0%
5007-00 · Production/Client Services	307,506.09	250,000.00	57,506.09	123.0%
5008-00 · Cooperative Programs	268,400.27	216,004.00	52,396.27	124.3%
5009-00 · Fulfillment	7,683.75	10,000.00	-2,316.25	76.8%
5018-00 · Media Commission/Ad Serving	0.00	83,232.00	-83,232.00	0.0%
5019-00 · Research/Destimetrics	0.00	26,900.00	-26,900.00	0.0%
5020-00 · Photography/Video	0.00	30,000.00	-30,000.00	0.0%
5022-00 · Marketing - Email/SEM	199.20	10,000.00	-9,800.80	2.0%
5111-00 · FAMS - Domestic	578.12	4,000.00	-3,421.88	14.5%
5112-00 · Call Center Train/Sales Calls	0.00	3,000.00	-3,000.00	0.0%
5113-00 · Additional Opportunities	7,082.25	4,000.00	3,082.25	177.1%
5114-00 · Agent Online Trainings	0.00	3,000.00	-3,000.00	0.0%
5115-00 · Travel Agent Incentive Program	0.00	2,000.00	-2,000.00	0.0%
5120-00 · Domestic - Trade Shows	4,683.19	2,200.00	2,483.19	212.9%
5121-00 · Client Events	330.42			
5122-00 · SSMC Shipping	76.32	0.00	76.32	100.0%
5123-00 · HSVC - Dues and shipping	2,000.00	2,000.00	0.00	100.0%
5130-00 · International - Marketing	6,870.00			
5131-00 · FAMS - Travel Trade	9,448.73	7,000.00	2,448.73	135.0%
5132-00 · FAMS - Media	1,906.31	5,000.00	-3,093.69	38.1%
5133-00 · Destination Video	0.00	20,000.00	-20,000.00	0.0%
5134-00 · Intl Mktg - Addl Opps	11,366.81	6,000.00	5,366.81	189.4%
5135-00 · North American Journeys/Tour Op	0.00	3,000.00	-3,000.00	0.0%
5136-00 · Tour Operator Brochure Support	0.00	7,500.00	-7,500.00	0.0%
5137-00 · Co-op Opportunities	0.00	20,000.00	-20,000.00	0.0%
5140-00 · Intl - Programs & Travel	20,946.94			
5141-00 · Australian Sales Mission	28.98			
5143-00 · Mountain Travel Symposium	8,481.04	4,000.00	4,481.04	212.0%
5144-00 · POW WOW	10,954.50	9,050.00	1,904.50	121.0%
5145-00 · TIA Annual Dues	2,450.00	2,400.00	50.00	102.1%
5146-00 · UK / Black Diamond	19,129.65	20,500.00	-1,370.35	93.3%
5147-00 · Australia	20,500.00	20,000.00	500.00	102.5%
5149-00 · Mexico	0.00	35,000.00	-35,000.00	0.0%
5150-00 · China	0.00	10,000.00	-10,000.00	0.0%
5151-00 · RTO West	0.00	2,700.00	-2,700.00	0.0%
5152-00 · Go West	0.00	4,000.00	-4,000.00	0.0%
5201-00 · Agency Fees	70,957.81	78,000.00	-7,042.19	91.0%
5202-00 · PR Programs	55,930.62	40,000.00	15,930.62	139.8%
5204-00 · Content Campaigns (Grants)	0.00	30,000.00	-30,000.00	0.0%
6001-00 · RT Coop	10,000.00			
6002-00 · Destination Print	56,334.37	12,000.00	44,334.37	469.5%
6003-00 · Conference - Online/Interactive	25,150.00			
6006-00 · Production / Client Services	9,469.52			
6100-00 · Trade Shows	3,450.00	208,000.00	-204,550.00	1.7%
6102-00 · Miscellaneous	6,218.98			
6106-00 · CalSAE Seasonal Spectacular	-51.94			
6109-00 · MPI - NCC	469.00			
6111-00 · Site Inspections	7,969.51			
6113-00 · MPI - Dallas	2,300.00			
6115-00 · Chicago Holiday Showcase	4,179.25			
6116-00 · CalSAE Annual	5,905.39			
6117-00 · Duda Golf Sponsorship	3,391.25			
6118-00 · ASAE	7,103.70			
6119-00 · Successful Meetings	821.22			
6121-00 · M&C Interactive	1,618.63			



11:39 AM

06/29/16

Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget vs. Actual**  
**July 2015 through June 2016**

	<u>Jul '15 - Jun 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
6123-00 · Smart Mart (all of them)	10,427.96			
6126-00 · Trade Shows - Sales Calls	42.64			
6136-00 · MTS	3,958.36			
6138-00 · Collaborate Marketplace	7,577.37			
6142-00 · Luxury Meeting Summit - Nor Cal	5,977.04			
6143-00 · Connect Marketplace	5,901.84			
6144-00 · ASAE-Spring Time Expo	4,197.89			
6145-00 · WSG Sponsorship	595.71			
6146-00 · UC Davis Vendor Fair	2,323.51			
6147-00 · Luxury Summit - Texas	1,762.47			
6149-00 · Meet National	4,500.00			
61700 · Computer and Internet Expenses	182.94			
7001-00 · Miscellaneous / Supplies	1,342.32			
8001-00 · Social Media Contractor	16,998.55			
8002-00 · Content Manager Contractor	42,166.64	40,000.00	2,166.64	105.4%
8003-00 · Website Hosting Maintenance	19,106.00	20,000.00	-894.00	95.5%
8700-00 · Automobile Expense*	1,968.15			
<b>Total Expense</b>	<u>1,601,972.68</u>	<u>1,712,000.00</u>	<u>-110,027.32</u>	<u>93.6%</u>
<b>Net Income</b>	<u>110,027.32</u>	<u>0.00</u>	<u>110,027.32</u>	<u>100.0%</u>