



Finance Committee Agenda and Meeting Notice

Thursday, March 30, 2016 at 3:00pm
NLTRA Conference Room Upstairs

NLTRA Mission

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

Finance Committee

NLTRA Board

Eric Pilcher
Treasurer

Committee Members

Mike Salmon

Tahoe Donner
Association

Ramona Cruz

Tahoe City Public Utility
District

Ron Parson

Granlibakken

Placer County Rep

Jennifer Merchant

NLTRA Staff

Al Priester

Director of
Finance/Human
Resources

Quorum

**3 Members with 1
being a Board
Member**

To call in:

Dial (605) 475-3220

Enter Participant code: 547298#

Items May Not Be Heard In the Order They Are Listed

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Finance Committee on items of interest to the Committee 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 Committee on items addressed under Public Forum. (3 mins)
- C. Agenda Amendments and Approval (**MOTION**)
- D. Approval of the February 18, 2016 Finance Committee Meeting Minutes (**MOTION**) (pg. 1)
- E. Review Action Items (pg. 4)
- F. Discussion of Eight Month Reforecast
- G. February 2016 Financial Statements (**MOTION**) (pg. 9)
- H. Supplemental Information (10 mins)
 1. Dashboard Report (pg. 31)
- I. Approval of February CEO Expenses (**MOTION**) (pg. 36)
- J. 2016/17 Contract and Budget Process (pg. 44)
- K. Committee Member Comments (5 mins)
- L. Adjournment



north lake tahoe
Chamber | CVB | Resort Association

PO Box 884 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-1686

FINANCE COMMITTEE

Wednesday, February 18, 2016 3:00 pm - 4:30 pm

NLTRA Conference Room

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Eric Pilcher, Jennifer Merchant, Wally Auerbach (via phone)

COMMITTEE MEMBERS NOT PRESENT: Ron Parson, Ramona Cruz, Michael Salmon

RESORT ASSOCIATION STAFF: Al Priester, Sandy Evans-Hall, Valerie Lomeli, Michael Fresques

OTHERS IN ATTENDANCE:

A. Call to Order - Establish Quorum:

- Eric Pilcher called the meeting to order at 3:37pm and a quorum was established.

B. Public Forum: None

C. Agenda Amendments and Approval

M/S/C (Jennifer Merchant/Eric Pilcher) (3-0-0) motion to approve the agenda with the addition of adding another item – E.1 for recommendation of approval to authorize opening two accounts at Plumas Bank

D. Approval of Finance Committee Meeting Minutes, January 21, 2016 Finance Committee minutes.

M/S/C (Jennifer Merchant/Eric Pilcher) (2-0-0) motion to approve Finance Committee minutes from January 21, 2016

E. Review Action Items:

- Al reviewed the action item list that was provided in the February Finance packet.
 - Sandy suggested removing item #13, reason for this was, the BACC does not make decisions on the North Lake Tahoe Chamber membership benefits.
 - Action item #12: Chamber Director to come up with a cancellation procedure. To report back to the Finance Committee in April of an update.
 - All other action items will remain the same and Al will have an update in 3-4 four weeks.

Action for Valerie Lomeli: to number the action items accordingly.

E. 1. Discussion and possible approval of resolution naming signers for \$100,000 Emergency Cash Flow Fund at Plumas Bank

- Al informed the Committee of the new bank accounts needing to be open at Plumas Bank. This request is the same as the request made for Bank of the West resolution forms. The only change is the bank names.

- Committee member wanted to make sure the wording on the resolution forms had the updated wording discussed at the last BOD meeting.

M/S/C (Jennifer Merchant/Eric Pilcher) (2/0/0) recommendation to the BOD approve the resolution as purposed

F. Discussion of Eight Month Reforecast

- Al went over the forecast. The Finance department is currently working on management budget and actuals.
- The progress report will be held for the first week. The new temp is being trained on the day to day projects.
- Committee Questions
 - Committee member asked if the budget to actual and reforecast has a completion date.
 - Al informed the Committee he sees the Finance department being caught up 3-4 weeks from February 18th.
- No other Committee comments

G. January 2016 Financial Statements

- Al informed the Committee the January 2016 financials are presented as a draft copy. The reason for this, because the balance sheet is currently being cleaned up.
- The asset side of things is clean and in good shape.
- Accounts payable is fairly clean.
- The credit cards are at 50% of being cleaned up.
- The Finance department is requiring employees to manage their expense reports instead of the Staff Accountant.
- Committee member wanted to know when the NLTRA closes its books.
 - NLTRA closes books by the 10th of each month.
 - Committee members requested that NLTRA staff be held accountable to turn in their expense reports prior to the 10th of each month.
- Committee discussed how to collect commissions and there shouldn't be 120+ days of outstanding payments to the NLTRA/CVB.
 - Jason and Greg are currently making calls for collection.
- The collection plan for membership is comprised of currently a 30 day notice, 60 day reminder, and at 90 days phone calls and visits to collect.
- Committee member asked Al, on page 10 of the packet, A/P Aging Summary, the miscellaneous account shows \$2,869.11. What exactly is in that account?
 - Al informed the Committee that until cleanup is done there should be fewer items in Miscellaneous. Will bring back to the Committee next month A/P Aging Summary with extending the delinquent days to 180+ days.
- Committee member wanted to know what the \$36,218 incentive was the total for the fiscal year paid
 - Al informed the Committee that the amount is the remaining balance incentive for this year, and won't be paid out till the end of the fiscal year.
 - Committee member wanted to know what the current total budget for the incentives is.
 - Sandy informed Jennifer that none of the incentives have been paid to date and will email the total amount to her.
- No motion was made

Action for Sandy: to email the total budget amount of incentives to Jennifer.

Action for Judy: to look into the Tahoe Fat Tire Festival to see if the event ever happened and where did the \$2,500 go to.

Action for AI: to review page 10 of the packet, A/P Aging Summary, the miscellaneous account shows \$2,869.11 to bring back to the Committee a list of what is in that account.

Action for AI: to extend the A/P Aging Summary to 180+ days. Committee would like to see what other items are delinquent.

H. Supplemental Information

- Dashboard Report for the month of February:
 - No Committee comments

I. Approval of CEO January Expenses

- No Committee comments

M/S/C (Jennifer Merchant/Eric Pilcher) (2-0-0) motion to approve January CEO expenses

J. Committee Member Comments:

- None

K. Adjourn

- Meeting was adjourned at 3:57 pm

Submitted By:

Valerie Lomeli

Executive Assistant

NLT Chamber/CVB/Resort Association

	ACTION ITEMS	COMPLETED	NOT COMPLETED	NOTES
	Meeting Date: 2/18/2016			
1	Action for Valerie Lomeli: to number the action items accordingly	COMPLETED 2.18.16		Numbers have been updated on this new action page.
2	Action for AI: to review page 10 of the packet, A/P Aging Summary, the miscellaneous account shows \$2,869.11 to bring back to the Committee a list of what is in that account.	COMPLETED 3.25.16		See Page # 6
3	Action for AI: to extend the A/P Aging Summary to 180+ days. Committee would like to see what other items are delquent.	COMPLETED 3.25.16		See Page # 7
4	Action for Sandy: to email the total budget amount of incentives to Jennifer	TBD		Sandy will email final number once she has reconciled accounts with AI.
5	Action for Judy: to look into the Tahoe Fat Tire Festival to see if the event ever happened and where did the \$2,500 go to?	COMPLETED 3.25.16		See Page # 8
	ACTION ITEMS	COMPLETED	NOT COMPLETED	NOTES
	Meeting Date: 10/21/2015			
6	Action for Marc: to look into the salary and wages for membership that went under and how it was distributed across.		No	AI will investigate further after he's caught up with his department.
7	Action for Marc: to look into the deferred revenue from this year compared to last years. Also to stop booking advanced dues for Chamber Membership. A change in policy needs to be done.		No	AI will investigate further after he's caught up with his department.
8	Action for Marc: to look at finances for this fiscal year and what they would be, due to the cancellation of Ironman. Where will they be allocated to?		No	AI will investigate further after he's caught up with his department.
9	Action for Marc/Emily: to provide a list of items that went missing from the Visitor Center and to be brought back to Finance Committee.		No	AI and Emily are working on putting the list together.

	ACTION ITEMS	COMPLETED	NOT COMPLETED	NOTES
	Meeting Date: 8/27/2015			
10	Action for Marc: to bring back to the Committee of the October/November numbers, to make sure expenses are leveling out.		Update due before April Finance Meeting	AI will investigate further after he's caught up with his department.
11	Action for Chamber Director: to come up with a cancellation of membership after x amount of days have gone by of unpaid membership.		Update due before April Finance Meeting	Chamber Director will create a cancellation agreement once the Accounting department is running smoothly and billings are being sent and received in a timely manner. Billings are currently behind three months. To check back at the end of the fiscal year.

1:09 PM
03/25/16
Accrual Basis

North Lake Tahoe Resort Association
General Journal Transaction
June 30, 2013

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<u>Num</u>	<u>Adj</u>	<u>Name</u>	<u>Memo</u>	<u>Account</u>	<u>Class</u>	<u>Debit</u>	<u>Credit</u>
19773	*		Adjusting entry	51100 · Freight and...	42	14.11	
	*		Adjusting entry	12100 · Inventory A...		355.00	
	*		Adjusting entry	32000 · Unrestrict...		2,500.00	
	*	Miscellaneous	Adjusting entry	2000-00 · Accounts...			2,869.11
						<u>2,869.11</u>	<u>2,869.11</u>
TOTAL						<u>2,869.11</u>	<u>2,869.11</u>

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North Lake Tahoe Resort Association
A/P Aging Summary
As of January 31, 2016

	Current	1 - 30	31 - 60	61 - 90	91 - 120	121 - 150	151 - 180	> 180	TOTAL
101.5 Truckee Tahoe Radio*	0.00	0.00	550.00	0.00	0.00	0.00	0.00	0.00	550.00
Accountemps	1,564.75	3,186.50	0.00	0.00	0.00	0.00	0.00	0.00	4,751.25
Adventure Maps, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.99	17.99
Adventure Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.95	7.95
Airport Self Storage	225.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	225.00
Annie's Cleaning Service	675.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	675.00
Anthem Blue Cross	0.00	-7,549.47	0.00	0.00	0.00	0.00	0.00	0.00	-7,549.47
AT & T*	0.00	164.15	0.00	0.00	0.00	0.00	0.00	0.00	164.15
Bank of the West Bank Card Center	97.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	97.09
Bittersweet Springs	0.00	0.00	0.00	699.75	0.00	0.00	0.00	0.00	699.75
Cintas Corporation #623	107.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	107.73
CoPower	0.00	-172.80	0.00	0.00	0.00	0.00	0.00	0.00	-172.80
Dave Mulligan	800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
David C. Antonucci	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.00	16.00
Dorfman Pacific Co.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	238.84	238.84
Emily Detwiler*	175.70	195.72	87.15	0.00	0.00	0.00	0.00	0.00	458.57
Enchanted Leaves	0.00	0.00	0.00	0.00	0.00	0.00	0.00	218.22	218.22
Far Fetched Wholesale Jewlery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-369.11	-369.11
FedEx	460.71	283.68	0.00	0.00	0.00	0.00	0.00	0.00	744.39
Gallery Keoki, Inc.	64.35	0.00	0.00	0.00	0.00	0.00	0.00	46.60	110.95
Globe Pequot Press	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.42	12.42
Great Panes	259.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	259.50
Greg Howey*	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
Hawk's Peak Publishing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	85.00	85.00
Heyday	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.22	95.22
Houston Magnani & Assoc	750.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	750.00
Ingram Publisher Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.47	8.47
Judy Laverty*	0.00	84.76	0.00	0.00	0.00	0.00	0.00	0.00	84.76
Jujuz Treat Company	0.00	0.00	0.00	0.00	0.00	0.00	0.00	67.50	67.50
Kay Dee Designs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9.00	9.00
Keen Communications	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.37	73.37
Krista Tranquilla Designs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	55.00	55.00
Laser Gifts	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.92	3.92
Laura Moriarty	312.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	312.50
LazyOne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	308.75	308.75
Longleaf Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.03
McSteven's, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	102.29	102.29
Mic Mac Publishing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.40	14.40
Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,869.11	2,869.11
Moonshine Ink*, LLC	0.00	257.81	0.00	0.00	0.00	0.00	0.00	0.00	257.81
Multiple	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Principal Financial Group	0.00	-1,636.29	0.00	0.00	0.00	0.00	0.00	0.00	-1,636.29
Print Art/Sierra Mail*	49.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	49.45
Ricoh USA	1,110.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,110.81
Rock & Rose Inc.	1,458.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,458.45
Ron Treabess	0.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	12.00
Sarah Winters	309.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	309.05
Sierra Nevada Media Group*, Inc.	253.75	250.00	0.00	0.00	0.00	0.00	0.00	0.00	503.75
Silent A Photography	150.00	0.00	0.00	0.00	0.00	0.00	0.00	1,300.00	1,450.00
Southwest Gas Corporation*	215.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	215.20
Sprint	70.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	70.71
Squaw Valley Public Service District*	0.00	2,106.01	0.00	0.00	0.00	0.00	0.00	0.00	2,106.01
Stephen's Farmhouse	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.40	20.40
Swigard's True Value Hardware, Inc.*	0.00	12.88	0.00	0.00	0.00	0.00	0.00	0.00	12.88
Tahoe Blue Bath	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.00	11.00
Tahoe City DOWntown Association*	400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	400.00
Tahoe Eco	0.00	0.00	0.00	0.00	0.00	0.00	0.00	201.00	201.00
Tahoe Fat Tire Festival	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-2,500.00	-2,500.00
Tahoe House, Inc.*	134.20	69.25	0.00	0.00	0.00	0.00	0.00	0.00	203.45
Tahoe Tech Group, Inc.	0.00	580.00	0.00	0.00	0.00	0.00	0.00	-140.00	440.00
Tahoe Truckee Sierra Disposal*	161.34	161.34	0.00	0.00	0.00	0.00	0.00	0.00	322.68
The Store...Copies and More	0.00	176.74	255.80	0.00	0.00	0.00	0.00	0.00	432.54
Tim Schroeder	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-280.00	-280.00
TNT / TMA, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,000.00	3,000.00
Truckee Donner Chamber of Commerce*	0.00	0.00	4,808.05	0.00	0.00	0.00	0.00	0.00	4,808.05
Truckee River Winery	0.00	0.00	0.00	0.00	0.00	472.77	0.00	0.00	472.77
University of Chicago Press	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36.21	36.21
Valerie Lomeli*	22.95	59.28	0.00	-34.85	0.00	0.00	0.00	0.00	47.38
Verizon Wireless	0.00	136.07	0.00	135.76	-135.76	0.00	0.00	0.00	136.07
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00	21.50	21.50
Woodluck Wholesale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-295.85	-295.85
World Triathlon Corporation*	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	9,828.24	-1,372.37	5,701.00	800.66	-135.76	472.77	0.00	5,255.23	20,549.77

1:45 PM

03/25/16

North Lake Tahoe Resort Association
A/P Aging QuickZoom
As of March 25, 2016

8

<u>Type</u>	<u>Date</u>	<u>Num</u>	<u>Due Date</u>	<u>Aging</u>	<u>Open Balance</u>
Tahoe Fat Tire Festival					
Bill Pmt -Check	03/14/2013	22995			-2,472.89
Credit	12/31/2013	Com...			-27.11
Total Tahoe Fat Tire Festival					-2,500.00
TOTAL					-2,500.00

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North Lake Tahoe Resort Association
Balance Sheet
 As of February 29, 2016

DRAFT

Feb 29, 16

ASSETS

Current Assets

Checking/Savings

1001-00 · Petty Cash	700.00
1003-00 · Cash - Operations BOTW #6712	695,923.06
1007-00 · Cash - Payroll BOTW #7421	4,357.17
1008-00 · Marketing Reserve - Plumas	50,000.00
1071-00 · Payroll Reserves BOTW #8163	23,675.40
1080-00 · Special Events BOTW #1626	2,687.04
10950 · Cash in Drawer	250.32

Total Checking/Savings 777,592.99

Accounts Receivable

1200-00 · Quickbooks Accounts Receivable	100,285.44
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Total Accounts Receivable 100,285.44

Other Current Assets

1200-99 · AR Other - Intra Co Borrowings	-17.00
12000 · Undeposited Funds	11,177.92
1201-00 · WebLink Accounts Receivable	71,050.00
12100 · Inventory Asset	25,857.09
1298 · Receivable from Employees	186.48
1299 · Receivable from NLTMC	62,872.48

Total Other Current Assets 171,126.97

Total Current Assets 1,049,005.40

Fixed Assets

1700-00 · Furniture & Fixtures	68,767.95
1701-00 · Accum. Depr. - Furn & Fix	-67,763.81
1740-00 · Computer Equipment	43,766.13
1741-00 · Accum. Depr. - Computer Equip	-41,592.41
1750-00 · Computer Software	34,993.97
1751-00 · Accum. Amort. - Software	-33,331.66
1770-00 · Leasehold Improvements	24,283.86
1771-00 · Accum. Amort - Leasehold Impr	-24,145.33

Total Fixed Assets 4,978.70

Other Assets

1400-00 · Prepaid Expenses	
1401-00 · Recruitment Fees	8,000.00
1430-00 · Prepaid 1st Class Postage	6,300.58
1400-00 · Prepaid Expenses - Other	17,812.29

Total 1400-00 · Prepaid Expenses 32,112.87

1410-00 · Prepaid Insurance 1,092.95

Total Other Assets 33,205.82

TOTAL ASSETS 1,087,189.92

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000-00 · Accounts Payable	73,938.86
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Total Accounts Payable 73,938.86

Other Current Liabilities

2100-00 · Salaries / Wages Payable	
2101-00 · Incentive Payable	36,218.90
2100-00 · Salaries / Wages Payable - Other	32,195.52

Total 2100-00 · Salaries / Wages Payable 68,414.42

2120-00 · Empl. Federal Tax Payable 1,543.60

2175-00 · 401 (k) Plan -2,882.29

2180-00 · Estimated PTO Liability 56,488.29

North Lake Tahoe Resort Association
Balance Sheet
As of February 29, 2016

	Feb 29, 16
2181-00 · Health Benefits Payable	-182.25
2190-00 · Sales and Use Tax Payable	
2195-00 · Use Tax Payable	30.00
25500 · *Sales Tax Payable	1,346.98
Total 2190-00 · Sales and Use Tax Payable	1,376.98
2250-00 · Accrued Expenses	14,674.44
2400-60 · Membership Dues Suspense Acct	113,605.00
24000 · Payroll Liabilities	-9,153.77
2650-00 · Deferred Rev - Events	-5,693.42
2651-00 · Deferred Rev - Conference	4,699.23
26900 · Unbilled Purchases	1,152.00
2800-00 · Suspense - Prior to Dec 2015	-6,412.22
Total Other Current Liabilities	237,630.01
Total Current Liabilities	311,568.87
Total Liabilities	311,568.87
Equity	
32000 · Unrestricted Net Assets	246,840.71
3300-11 · Designated Marketing Reserve	316,694.00
Net Income	212,086.34
Total Equity	775,621.05
TOTAL LIABILITIES & EQUITY	1,087,189.92

North Lake Tahoe Resort Association
Profit & Loss
February 2016

DRAFT

Feb 16

Ordinary Income/Expense	
Income	
4050-00 · Placer County TOT Funding	271,350.00
4200-00 · Membership	-655.00
4201-00 · New Member Fees	-65.00
4250-00 · Revenues-Membership Activities	4,329.00
4251-00 · Revenue-Tue AM Breakfast Club	840.00
4252-00 · Revenue - Sponsorships	750.00
46000 · Merchandise Sales	2,898.90
Total Income	279,447.90
Gross Profit	279,447.90
Expense	
5000-00 · Salaries & Wages	
5020-00 · P/R - Tax Expense	7,199.55
5030-00 · P/R - Health Insurance Expense	13,310.62
5040-00 · P/R - Workmans Comp	3,772.99
5060-00 · 401 (k)	2,454.75
5070-00 · Other Benefits and Expenses	184.53
5000-00 · Salaries & Wages - Other	72,734.11
Total 5000-00 · Salaries & Wages	99,656.55
5100-00 · Rent	
5110-00 · Utilities	1,303.33
5140-00 · Repairs & Maintenance	1,200.00
5150-00 · Office - Cleaning	550.00
5100-00 · Rent - Other	11,196.39
Total 5100-00 · Rent	14,249.72
5310-00 · Telephone	
5320-00 · Telephone	2,162.81
Total 5310-00 · Telephone	2,162.81
5420-00 · Mail - USPS	
5480-00 · Mail - Fed Ex	38.43
5420-00 · Mail - USPS - Other	225.00
Total 5420-00 · Mail - USPS	263.43
5510-00 · Insurance/Bonding	1,320.27
5520-00 · Supplies	
5525-00 · Supplies- Computer <\$1000	332.61
5520-00 · Supplies - Other	1,879.52
Total 5520-00 · Supplies	2,212.13
5610-00 · Depreciation	518.80
5700-00 · Equipment Support & Maintenance	722.55
5710-00 · Taxes, Licenses & Fees	127.67
5740-00 · Equipment Rental/Leasing	1,682.84
5800-00 · Training Seminars	17.08
5900-00 · Professional Fees	
5910-00 · Professional Fees - Attorneys	240.00
5920-00 · Professional Fees - Accountant	10,806.48
Total 5900-00 · Professional Fees	11,046.48
5941-00 · Research & Planning	7,970.00
6420-00 · Sponsorship	
6421-00 · New Event Development	10,000.00
Total 6420-00 · Sponsorship	10,000.00
6423-00 · Membership Activities	
6432-00 · Membership - Newsletter	250.00
6434-00 · Community Awards Dinner	156.20
6442-00 · Public Relations/Website	873.75
6443-00 · Membership - Bridal Faire	1,295.00
6423-00 · Membership Activities - Other	120.01

North Lake Tahoe Resort Association

Profit & Loss

February 2016

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	<u>Feb 16</u>
Total 6423-00 · Membership Activities	2,694.96
6437-00 · Tuesday Morning Breakfast Club	783.00
6742-00 · Non-NLT Co-Op Marketing Program	1,497.01
6743-00 · BACC Marketing Programs	1,800.00
8100-00 · Cost of Goods Sold	
59900 · POS Inventory Adjustments	-73.55
8100-00 · Cost of Goods Sold - Other	<u>1,667.49</u>
Total 8100-00 · Cost of Goods Sold	1,593.94
8500-00 · Credit Card Fees	749.62
8700-00 · Automobile Expenses	522.51
8750-00 · Meals/Meetings	182.58
8810-00 · Dues & Subscriptions	361.03
8910-00 · Travel	<u>1,340.62</u>
Total Expense	<u>163,475.60</u>
Net Ordinary Income	<u>115,972.30</u>
Net Income	<u><u>115,972.30</u></u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

February 2016

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	Feb 16	Budget	Jul '15 - Feb 16	YTD Budget	Annual Budget
11	144,321.73	-16,627.00	25,977.71	-83,143.00	21,000.00
30	8,054.72	16,384.00	100,541.40	2,035.00	0.00
41	1,149.57	1,422.00	200,369.05	-10,363.00	0.00
42	901.78	-1,661.00	-13,816.76	-5,082.00	0.00
50	13,840.33	981.00	75,939.64	-4,989.00	0.00
60	-9,610.37	-802.00	-27,194.29	-2,167.00	14,700.00
70	-43,065.87	-35,994.00	-178,652.80	-303,245.00	-447,907.00
Unclassified	380.41	0.00	28,922.39	0.00	0.00
TOTAL	115,972.30	-36,297.00	212,086.34	-406,954.00	-412,207.00

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016

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11 - Marketing				
	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	1,306,936.49	1,469,993.00	-163,056.51	88.91%
4350-00 · Special Events (Marketing)	37,887.80	86,500.00	-48,612.20	43.8%
4600-00 · Commissions	4,884.43			
Total Income	1,349,708.72	1,556,493.00	-206,784.28	86.72%
Gross Profit	1,349,708.72	1,556,493.00	-206,784.28	86.72%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0.00	14,500.00	-14,500.00	0.0%
5020-00 · P/R - Tax Expense	12,497.18	21,566.00	-9,068.82	57.95%
5030-00 · P/R - Health Insurance Expense	19,927.26	35,504.00	-15,576.74	56.13%
5040-00 · P/R - Workmans Comp	927.41	1,024.00	-96.59	90.57%
5060-00 · 401 (k)	3,568.47	6,052.00	-2,483.53	58.96%
5065-00 · Merit	0.00	3,713.00	-3,713.00	0.0%
5070-00 · Other Benefits and Expenses	729.10	4,675.00	-3,945.90	15.6%
5000-00 · Salaries & Wages - Other	144,065.00	148,590.00	-4,525.00	96.96%
Total 5000-00 · Salaries & Wages	181,714.42	235,624.00	-53,909.58	77.12%
5100-00 · Rent				
5110-00 · Utilities	1,073.10	1,400.00	-326.90	76.65%
5140-00 · Repairs & Maintenance	877.91	1,000.00	-122.09	87.79%
5150-00 · Office - Cleaning	1,330.00	2,016.00	-686.00	65.97%
5100-00 · Rent - Other	12,526.96	12,536.00	-9.04	99.93%
Total 5100-00 · Rent	15,807.97	16,952.00	-1,144.03	93.25%
5310-00 · Telephone				
5320-00 · Telephone	3,979.80			
5350-00 · Internet	170.00			
5310-00 · Telephone - Other	23.87	7,072.00	-7,048.13	0.34%
Total 5310-00 · Telephone	4,173.67	7,072.00	-2,898.33	59.02%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	18.65			
5480-00 · Mail - Fed Ex	632.54			
5420-00 · Mail - USPS - Other	68.50	360.00	-291.50	19.03%
Total 5420-00 · Mail - USPS	719.69	360.00	359.69	199.91%
5510-00 · Insurance/Bonding				
5510-00 · Insurance/Bonding	859.17	2,400.00	-1,540.83	35.8%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,786.98			
5520-00 · Supplies - Other	1,311.39	2,312.00	-1,000.61	56.72%
Total 5520-00 · Supplies	5,098.37	2,312.00	2,786.37	220.52%
5610-00 · Depreciation				
5610-00 · Depreciation	1,037.68	1,304.00	-266.32	79.58%
5700-00 · Equipment Support & Maintenance				
5700-00 · Equipment Support & Maintenance	1,780.75	2,488.00	-707.25	71.57%
5710-00 · Taxes, Licenses & Fees				
5710-00 · Taxes, Licenses & Fees	282.15	480.00	-197.85	58.78%
5740-00 · Equipment Rental/Leasing				
5740-00 · Equipment Rental/Leasing	961.18	1,760.00	-798.82	54.61%
5800-00 · Training Seminars				
5800-00 · Training Seminars	1,210.48	2,000.00	-789.52	60.52%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	750.00			
Total 5900-00 · Professional Fees	750.00			

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016
DRAFT

11 - Marketing

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
5998-00 · Infrastructure Projects				
5974-00 · Visitors Centers Exhibits	48.75			
Total 5998-00 · Infrastructure Projects	48.75			
6020-00 · Programs				
6016-00 · Community Marketing Programs	3,435.67	0.00	3,435.67	100.0%
Total 6020-00 · Programs	3,435.67	0.00	3,435.67	100.0%
6023-00 · Autumn Food & Wine				
6025-00 · AFW- Postage	17.69			
6023-00 · Autumn Food & Wine - Other	30,524.90			
Total 6023-00 · Autumn Food & Wine	30,542.59			
6420-00 · Sponsorship				
6420-01 · WinterWonderGrass_Tahoe	7,100.00			
6421-00 · New Event Development	11,155.15			
6422-00 · IronMan Lake Tahoe	308,810.17	455,000.00	-146,189.83	67.87%
6427-00 · USA Cycling	-8,657.83	0.00	-8,657.83	100.0%
6420-00 · Sponsorship - Other	96,155.00			
Total 6420-00 · Sponsorship	414,562.49	455,000.00	-40,437.51	91.11%
6701-00 · Market Study Reports/Research	314.61	10,000.00	-9,685.39	3.15%
6730-00 · Marketing Cooperative/Media	541,224.00	647,500.00	-106,276.00	83.59%
6741-00 · Productions	2,350.00			
6742-00 · Non-NLT Co-Op Marketing Program	6,864.58	38,000.00	-31,135.42	18.07%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	1,575.00			
6743-00 · BACC Marketing Programs - Other	38,769.16	60,000.00	-21,230.84	64.62%
Total 6743-00 · BACC Marketing Programs	40,344.16	60,000.00	-19,655.84	67.24%
8200-00 · Associate Relations	344.29	600.00	-255.71	57.38%
8500-00 · Credit Card Fees	90.00			
8700-00 · Automobile Expenses	803.37	1,600.00	-796.63	50.21%
8750-00 · Meals/Meetings	1,711.19	3,920.00	-2,208.81	43.65%
8810-00 · Dues & Subscriptions	2,305.68	1,500.00	805.68	153.71%
8910-00 · Travel	4,569.94	3,300.00	1,269.94	138.48%
Total Expense	1,263,906.85	1,494,172.00	-230,265.15	84.59%
Net Ordinary Income	85,801.87	62,321.00	23,480.87	137.68%
Other Income/Expense				
Other Expense				
8990-00 · Allocated	59,824.16	145,464.00	-85,639.84	41.13%
Total Other Expense	59,824.16	145,464.00	-85,639.84	41.13%
Net Other Income	-59,824.16	-145,464.00	85,639.84	41.13%
Net Income	25,977.71	-83,143.00	109,120.71	-31.25%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

DRAFT

30 - Conference

	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	202,790.50	222,400.00	-19,609.50	91.18%
4200-00 · Membership	4,675.00	5,128.00	-453.00	91.17%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	-167.96			
4600-00 · Commissions - Other	135,219.68	86,874.00	48,345.68	155.65%
Total 4600-00 · Commissions	135,051.72	86,874.00	48,177.72	155.46%
Total Income	342,517.22	314,402.00	28,115.22	108.94%
Gross Profit	342,517.22	314,402.00	28,115.22	108.94%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	3,939.62	17,334.00	-13,394.38	22.73%
5020-00 · P/R - Tax Expense	10,171.78	13,353.00	-3,181.22	76.18%
5030-00 · P/R - Health Insurance Expense	9,663.93	21,729.00	-12,065.07	44.48%
5040-00 · P/R - Workmans Comp	927.41	1,024.00	-96.59	90.57%
5060-00 · 401 (k)	4,814.20	4,842.00	-27.80	99.43%
5065-00 · Merit	0.00	3,029.00	-3,029.00	0.0%
5070-00 · Other Benefits and Expenses	500.94	2,650.00	-2,149.06	18.9%
5000-00 · Salaries & Wages - Other	113,165.58	116,122.00	-2,956.42	97.45%
Total 5000-00 · Salaries & Wages	143,183.46	180,083.00	-36,899.54	79.51%
5100-00 · Rent				
5110-00 · Utilities	541.13	704.00	-162.87	76.87%
5140-00 · Repairs & Maintenance	456.51	520.00	-63.49	87.79%
5150-00 · Office - Cleaning	668.50	1,008.00	-339.50	66.32%
5100-00 · Rent - Other	6,264.33	6,272.00	-7.67	99.88%
Total 5100-00 · Rent	7,930.47	8,504.00	-573.53	93.26%
5310-00 · Telephone				
5320-00 · Telephone	1,797.97	2,048.00	-250.03	87.79%
5310-00 · Telephone - Other	12.41			
Total 5310-00 · Telephone	1,810.38	2,048.00	-237.62	88.4%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	691.18			
5420-00 · Mail - USPS - Other	114.37	440.00	-325.63	25.99%
Total 5420-00 · Mail - USPS	805.55	440.00	365.55	183.08%
5510-00 · Insurance/Bonding	859.17	1,840.00	-980.83	46.69%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	94.99			
5520-00 · Supplies - Other	336.04	680.00	-343.96	49.42%
Total 5520-00 · Supplies	431.03	680.00	-248.97	63.39%
5610-00 · Depreciation	539.52	680.00	-140.48	79.34%
5700-00 · Equipment Support & Maintenance	917.47	1,104.00	-186.53	83.1%
5710-00 · Taxes, Licenses & Fees	136.32	200.00	-63.68	68.16%
5740-00 · Equipment Rental/Leasing	914.37	1,504.00	-589.63	60.8%
5800-00 · Training Seminars	515.00			
6730-00 · Marketing Cooperative/Media	69,876.00	80,000.00	-10,124.00	87.35%
8200-00 · Associate Relations	141.78	425.00	-283.22	33.36%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

DRAFT

30 - Conference

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
8500-00 · Credit Card Fees	90.00			
8700-00 · Automobile Expenses	115.57	720.00	-604.43	16.05%
8750-00 · Meals/Meetings	0.00	280.00	-280.00	0.0%
8810-00 · Dues & Subscriptions	0.00	525.00	-525.00	0.0%
Total Expense	<u>228,266.09</u>	<u>279,033.00</u>	<u>-50,766.91</u>	<u>81.81%</u>
Net Ordinary Income	114,251.13	35,369.00	78,882.13	323.03%
Other Income/Expense				
Other Expense				
8990-00 · Allocated	13,709.73	33,334.00	-19,624.27	41.13%
Total Other Expense	<u>13,709.73</u>	<u>33,334.00</u>	<u>-19,624.27</u>	<u>41.13%</u>
Net Other Income	<u>-13,709.73</u>	<u>-33,334.00</u>	<u>19,624.27</u>	<u>41.13%</u>
Net Income	<u>100,541.40</u>	<u>2,035.00</u>	<u>98,506.40</u>	<u>4,940.61%</u>

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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41 - Transportation

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	308,537.18	133,864.00	174,673.18	230.49%
Total Income	308,537.18	133,864.00	174,673.18	230.49%
Gross Profit	308,537.18	133,864.00	174,673.18	230.49%
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	4,702.37	4,254.00	448.37	110.54%
5030-00 · P/R - Health Insurance Expense	2,625.33	4,407.00	-1,781.67	59.57%
5040-00 · P/R - Workmans Comp	1,030.47	1,136.00	-105.53	90.71%
5060-00 · 401 (k)	2,184.40	2,471.00	-286.60	88.4%
5065-00 · Merit	0.00	1,976.00	-1,976.00	0.0%
5070-00 · Other Benefits and Expenses	20.37	1,380.00	-1,359.63	1.48%
5000-00 · Salaries & Wages - Other	54,027.90	51,400.00	2,627.90	105.11%
Total 5000-00 · Salaries & Wages	64,590.84	67,024.00	-2,433.16	96.37%
5100-00 · Rent				
5110-00 · Utilities	382.14	1,000.00	-617.86	38.21%
5140-00 · Repairs & Maintenance	280.94	304.00	-23.06	92.41%
5150-00 · Office - Cleaning	468.50	400.00	68.50	117.13%
5100-00 · Rent - Other	4,534.51	4,598.00	-63.49	98.62%
Total 5100-00 · Rent	5,666.09	6,302.00	-635.91	89.91%
5310-00 · Telephone				
5320-00 · Telephone	1,385.25	1,800.00	-414.75	76.96%
5310-00 · Telephone - Other	78.20			
Total 5310-00 · Telephone	1,463.45	1,800.00	-336.55	81.3%
5420-00 · Mail - USPS				
5420-00 · Mail - USPS	46.92	0.00	46.92	100.0%
5510-00 · Insurance/Bonding				
5510-00 · Insurance/Bonding	135.66	448.00	-312.34	30.28%
5520-00 · Supplies				
5520-00 · Supplies	318.20	600.00	-281.80	53.03%
5610-00 · Depreciation				
5610-00 · Depreciation	332.00	416.00	-84.00	79.81%
5700-00 · Equipment Support & Maintenance				
5700-00 · Equipment Support & Maintenance	251.12	320.00	-68.88	78.48%
5710-00 · Taxes, Licenses & Fees				
5710-00 · Taxes, Licenses & Fees	83.89	60.00	23.89	139.82%
5740-00 · Equipment Rental/Leasing				
5740-00 · Equipment Rental/Leasing	812.58	880.00	-67.42	92.34%
5810-00 · Public Outreach				
5810-00 · Public Outreach	0.00	950.00	-950.00	0.0%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	75.00			
Total 5900-00 · Professional Fees	75.00			
5940-00 · Research & Planning Membership				
5940-00 · Research & Planning Membership	0.00	4,000.00	-4,000.00	0.0%
5941-00 · Research & Planning				
5941-00 · Research & Planning	19,483.65	29,625.00	-10,141.35	65.77%
6420-00 · Sponsorship				
6420-00 · Sponsorship	100.00			
8200-00 · Associate Relations				
8200-00 · Associate Relations	128.73	400.00	-271.27	32.18%
8500-00 · Credit Card Fees				
8500-00 · Credit Card Fees	45.00			
8700-00 · Automobile Expenses				
8700-00 · Automobile Expenses	990.22	800.00	190.22	123.78%
8750-00 · Meals/Meetings				
8750-00 · Meals/Meetings	1,033.02	250.00	783.02	413.21%
8810-00 · Dues & Subscriptions				
8810-00 · Dues & Subscriptions	0.00	45.00	-45.00	0.0%
8910-00 · Travel				
8910-00 · Travel	148.35			
Total Expense	95,704.72	113,920.00	-18,215.28	84.01%
Net Ordinary Income	212,832.46	19,944.00	192,888.46	1,067.15%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
 July 2015 through February 2016

DRAFT

41 - Transportation

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Expense				
8990-00 - Allocated	12,463.41	30,307.00	-17,843.59	41.12%
Total Other Expense	12,463.41	30,307.00	-17,843.59	41.12%
Net Other Income	-12,463.41	-30,307.00	17,843.59	41.12%
Net Income	200,369.05	-10,363.00	210,732.05	-1,933.5%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016

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42 - Visitor Centers				
Ordinary Income/Expense	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
Income				
4050-00 · Placer County TOT Funding	179,054.28	195,280.00	-16,225.72	91.69%
4250-00 · Revenues-Membership Activities	380.00			
4502-00 · Non-retail VIC income	3,775.00	8,096.00	-4,321.00	46.63%
46000 · Merchandise Sales	12,304.76	72,954.00	-60,649.24	16.87%
Total Income	195,514.04	276,330.00	-80,815.96	70.75%
Gross Profit	195,514.04	276,330.00	-80,815.96	70.75%
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	9,408.26	8,061.00	1,347.26	116.71%
5030-00 · P/R - Health Insurance Expense	12,966.23	15,011.00	-2,044.77	86.38%
5040-00 · P/R - Workmans Comp	1,957.82	2,152.00	-194.18	90.98%
5060-00 · 401 (k)	2,960.71	3,680.00	-719.29	80.45%
5065-00 · Merit	0.00	2,287.00	-2,287.00	0.0%
5070-00 · Other Benefits and Expenses	275.94	2,852.00	-2,576.06	9.68%
5000-00 · Salaries & Wages - Other	95,389.89	92,152.00	3,237.89	103.51%
Total 5000-00 · Salaries & Wages	122,958.85	126,195.00	-3,236.15	97.44%
5100-00 · Rent				
5110-00 · Utilities	4,001.06	5,000.00	-998.94	80.02%
5140-00 · Repairs & Maintenance	516.40	1,035.00	-518.60	49.89%
5150-00 · Office - Cleaning	611.00			
5100-00 · Rent - Other	44,745.10	44,784.00	-38.90	99.91%
Total 5100-00 · Rent	49,873.56	50,819.00	-945.44	98.14%
5310-00 · Telephone				
5320-00 · Telephone	1,799.68			
5310-00 · Telephone - Other	12.41	4,160.00	-4,147.59	0.3%
Total 5310-00 · Telephone	1,812.09	4,160.00	-2,347.91	43.56%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	122.11			
5420-00 · Mail - USPS - Other	161.24	760.00	-598.76	21.22%
Total 5420-00 · Mail - USPS	283.35	760.00	-476.65	37.28%
5510-00 · Insurance/Bonding	1,130.50	2,304.00	-1,173.50	49.07%
5520-00 · Supplies	1,636.22	4,016.00	-2,379.78	40.74%
5530-00 · Visitor Communications - Other	0.00	200.00	-200.00	0.0%
5610-00 · Depreciation	539.52	680.00	-140.48	79.34%
5700-00 · Equipment Support & Maintenance	1,123.47	1,400.00	-276.53	80.25%
5710-00 · Taxes, Licenses & Fees	136.32	744.00	-607.68	18.32%
5740-00 · Equipment Rental/Leasing	5,090.03	3,952.00	1,138.03	128.8%
5800-00 · Training Seminars	0.00	1,400.00	-1,400.00	0.0%
6740-00 · Media/Collateral/Production	0.00	5,885.00	-5,885.00	0.0%
6742-00 · Non-NLT Co-Op Marketing Program	1,240.90	1,200.00	40.90	103.41%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	359.57			
59900 · POS Inventory Adjustments	-376.33			
8100-00 · Cost of Goods Sold - Other	8,478.30	41,810.00	-33,331.70	20.28%
Total 8100-00 · Cost of Goods Sold	8,461.54	41,810.00	-33,348.46	20.24%
8200-00 · Associate Relations	188.44	500.00	-311.56	37.69%

North Lake Tahoe Resort Association
 15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016

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42 - Visitor Centers

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
8500-00 · Credit Card Fees	1,702.33	2,400.00	-697.67	70.93%
8700-00 · Automobile Expenses	279.01	1,650.00	-1,370.99	16.91%
8750-00 · Meals/Meetings	33.57	480.00	-446.43	6.99%
8810-00 · Dues & Subscriptions	442.78			
8910-00 · Travel	20.00	550.00	-530.00	3.64%
Total Expense	<u>196,952.48</u>	<u>251,105.00</u>	<u>-54,152.52</u>	<u>78.43%</u>
Net Ordinary Income	<u>-1,438.44</u>	<u>25,225.00</u>	<u>-26,663.44</u>	<u>-5.7%</u>
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	85.09			
Total Other Income	<u>85.09</u>			
Other Expense				
8990-00 · Allocated	12,463.41	30,307.00	-17,843.59	41.12%
Total Other Expense	<u>12,463.41</u>	<u>30,307.00</u>	<u>-17,843.59</u>	<u>41.12%</u>
Net Other Income	<u>-12,378.32</u>	<u>-30,307.00</u>	<u>17,928.68</u>	<u>40.84%</u>
Net Income	<u><u>-13,816.76</u></u>	<u><u>-5,082.00</u></u>	<u><u>-8,734.76</u></u>	<u><u>271.88%</u></u>

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North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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50 - Infrastructure

	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	173,433.55	149,233.00	24,200.55	116.22%
4502-00 · Non-retail VIC income	150.00			
Total Income	173,583.55	149,233.00	24,350.55	116.32%
Gross Profit	173,583.55	149,233.00	24,350.55	116.32%
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	3,796.73	4,254.00	-457.27	89.25%
5030-00 · P/R - Health Insurance Expense	2,318.79	4,404.00	-2,085.21	52.65%
5040-00 · P/R - Workmans Comp	1,030.47	1,136.00	-105.53	90.71%
5060-00 · 401 (k)	1,466.95	2,461.00	-994.05	59.61%
5065-00 · Merit	0.00	1,976.00	-1,976.00	0.0%
5070-00 · Other Benefits and Expenses	20.34	1,380.00	-1,359.66	1.47%
5000-00 · Salaries & Wages - Other	39,642.62	51,400.00	-11,757.38	77.13%
Total 5000-00 · Salaries & Wages	48,275.90	67,011.00	-18,735.10	72.04%
5100-00 · Rent				
5110-00 · Utilities	382.14	1,000.00	-617.86	38.21%
5140-00 · Repairs & Maintenance	280.94	320.00	-39.06	87.79%
5150-00 · Office - Cleaning	468.50	720.00	-251.50	65.07%
5100-00 · Rent - Other	4,474.51	4,448.00	26.51	100.6%
Total 5100-00 · Rent	5,606.09	6,488.00	-881.91	86.41%
5310-00 · Telephone				
5320-00 · Telephone	1,355.61			
5310-00 · Telephone - Other	42.86	1,600.00	-1,557.14	2.68%
Total 5310-00 · Telephone	1,398.47	1,600.00	-201.53	87.4%
5420-00 · Mail - USPS	61.92	50.00	11.92	123.84%
5510-00 · Insurance/Bonding	135.66	400.00	-264.34	33.92%
5520-00 · Supplies	216.79	632.00	-415.21	34.3%
5610-00 · Depreciation	332.00	416.00	-84.00	79.81%
5700-00 · Equipment Support & Maintenance	251.12	440.00	-188.88	57.07%
5710-00 · Taxes, Licenses & Fees	83.89	256.00	-172.11	32.77%
5740-00 · Equipment Rental/Leasing	812.58	1,168.00	-355.42	69.57%
5810-00 · Public Outreach	0.00	1,000.00	-1,000.00	0.0%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	75.00			
Total 5900-00 · Professional Fees	75.00			
5941-00 · Research & Planning	22,117.35	36,660.00	-14,542.65	60.33%
5998-00 · Infrastructure Projects				
5951-00 · Squaw Valley Trail Snow Removal	2,106.01			
Total 5998-00 · Infrastructure Projects	2,106.01			
8200-00 · Associate Relations	112.64	350.00	-237.36	32.18%
8700-00 · Automobile Expenses	911.18	920.00	-8.82	99.04%
8750-00 · Meals/Meetings	191.24	464.00	-272.76	41.22%
Total Expense	82,687.84	117,855.00	-35,167.16	70.16%
Net Ordinary Income	90,895.71	31,378.00	59,517.71	289.68%

North Lake Tahoe Resort Association
 15-16 Profit & Loss Budget vs. Actual Single Class
 July 2015 through February 2016

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50 - Infrastructure

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Expense				
8990-00 - Allocated	14,956.07	36,367.00	-21,410.93	41.13%
Total Other Expense	14,956.07	36,367.00	-21,410.93	41.13%
Net Other Income	-14,956.07	-36,367.00	21,410.93	41.13%
Net Income	75,939.64	-4,989.00	80,928.64	-1,522.14%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016

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60 - Membership

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
4200-00 · Membership	65,888.02	90,000.00	-24,111.98	73.21%
4201-00 · New Member Fees	600.00	3,504.00	-2,904.00	17.12%
4250-00 · Revenues-Membership Activities	16,767.43	25,800.00	-9,032.57	64.99%
4251-00 · Revenue-Tue AM Breakfast Club	6,495.00	6,400.00	95.00	101.48%
4252-00 · Revenue - Sponsorships	3,505.00	3,100.00	405.00	113.07%
4720-00 · Miscellaneous	420.00			
Total Income	93,675.45	128,804.00	-35,128.55	72.73%
Gross Profit	93,675.45	128,804.00	-35,128.55	72.73%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0.00	-14,500.00	14,500.00	0.0%
5020-00 · P/R - Tax Expense	5,029.20	3,312.00	1,717.20	151.85%
5030-00 · P/R - Health Insurance Expense	8,509.34	8,232.00	277.34	103.37%
5040-00 · P/R - Workmans Comp	927.41	1,024.00	-96.59	90.57%
5060-00 · 401 (k)	382.54	577.00	-194.46	66.3%
5065-00 · Merit	0.00	3,174.00	-3,174.00	0.0%
5070-00 · Other Benefits and Expenses	110.67	1,794.00	-1,683.33	6.17%
5000-00 · Salaries & Wages - Other	51,980.89	48,040.00	3,940.89	108.2%
Total 5000-00 · Salaries & Wages	66,940.05	51,653.00	15,287.05	129.6%
5100-00 · Rent				
5110-00 · Utilities	374.86	504.00	-129.14	74.38%
5140-00 · Repairs & Maintenance	280.94	320.00	-39.06	87.79%
5150-00 · Office - Cleaning	468.50	720.00	-251.50	65.07%
5100-00 · Rent - Other	4,474.51	4,480.00	-5.49	99.88%
Total 5100-00 · Rent	5,598.81	6,024.00	-425.19	92.94%
5310-00 · Telephone				
5320-00 · Telephone	1,970.76			
5310-00 · Telephone - Other	7.64	1,800.00	-1,792.36	0.42%
Total 5310-00 · Telephone	1,978.40	1,800.00	178.40	109.91%
5420-00 · Mail - USPS	298.11	528.00	-229.89	56.46%
5510-00 · Insurance/Bonding	406.98	928.00	-521.02	43.86%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	7.50			
5520-00 · Supplies - Other	1,073.74	664.00	409.74	161.71%
Total 5520-00 · Supplies	1,081.24	664.00	417.24	162.84%
5530-00 · Visitor Communications - Other	35.44			
5610-00 · Depreciation	332.00	416.00	-84.00	79.81%
5700-00 · Equipment Support & Maintenance	257.09	376.00	-118.91	68.38%
5710-00 · Taxes, Licenses & Fees	83.89	480.00	-396.11	17.48%
5740-00 · Equipment Rental/Leasing	1,763.53	2,648.00	-884.47	66.6%
5800-00 · Training Seminars	1,566.20	3,000.00	-1,433.80	52.21%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	200.00			
Total 5900-00 · Professional Fees	200.00			
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	2,632.56			

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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60 - Membership

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
6434-00 · Community Awards Dinner	1,006.20			
6436-00 · Membership - Wnt/Sum Rec Lunch	64.83			
6441-00 · Membership - Miscellaneous Exp	69.24			
6442-00 · Public Relations/Website	2,456.25			
6443-00 · Membership - Bridal Faire	3,087.42			
6423-00 · Membership Activities - Other	10,299.67	20,432.00	-10,132.33	50.41%
Total 6423-00 · Membership Activities	19,616.17	20,432.00	-815.83	96.01%
6437-00 · Tuesday Morning Breakfast Club	3,506.00	5,896.00	-2,390.00	59.46%
6743-00 · BACC Marketing Programs	800.00			
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	17.96			
Total 8100-00 · Cost of Goods Sold	17.96			
8200-00 · Associate Relations	412.52	450.00	-37.48	91.67%
8500-00 · Credit Card Fees	1,711.25	1,680.00	31.25	101.86%
8700-00 · Automobile Expenses	451.10	632.00	-180.90	71.38%
8750-00 · Meals/Meetings	152.55	1,000.00	-847.45	15.26%
8810-00 · Dues & Subscriptions	1,335.88	5,088.00	-3,752.12	26.26%
8910-00 · Travel	1,107.58			
Total Expense	109,652.75	103,695.00	5,957.75	105.75%
Net Ordinary Income	-15,977.30	25,109.00	-41,086.30	-63.63%
Other Income/Expense				
Other Expense				
8990-00 · Allocated	11,216.99	27,276.00	-16,059.01	41.12%
Total Other Expense	11,216.99	27,276.00	-16,059.01	41.12%
Net Other Income	-11,216.99	-27,276.00	16,059.01	41.12%
Net Income	-27,194.29	-2,167.00	-25,027.29	1,254.93%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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70 - Administration

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	10,791.40	13,183.00	-2,391.60	81.86%
5030-00 · P/R - Health Insurance Expense	17,271.48	23,418.00	-6,146.52	73.75%
5040-00 · P/R - Workmans Comp	3,503.43	16,000.00	-12,496.57	21.9%
5060-00 · 401 (k)	4,858.98	6,687.00	-1,828.02	72.66%
5065-00 · Merit	0.00	4,137.00	-4,137.00	0.0%
5070-00 · Other Benefits and Expenses	957.63	4,175.00	-3,217.37	22.94%
5000-00 · Salaries & Wages - Other	157,705.99	167,536.00	-9,830.01	94.13%
Total 5000-00 · Salaries & Wages	195,088.91	235,136.00	-40,047.09	82.97%
5100-00 · Rent				
5110-00 · Utilities	1,349.69	1,650.00	-300.31	81.8%
5140-00 · Repairs & Maintenance	877.89	1,750.00	-872.11	50.17%
5150-00 · Office - Cleaning	1,330.00	2,016.00	-686.00	65.97%
5100-00 · Rent - Other	14,357.95	14,538.00	-180.05	98.76%
Total 5100-00 · Rent	17,915.53	19,954.00	-2,038.47	89.78%
5310-00 · Telephone				
5320-00 · Telephone	6,024.01	5,728.00	296.01	105.17%
5310-00 · Telephone - Other	195.14	0.00	195.14	100.0%
Total 5310-00 · Telephone	6,219.15	5,728.00	491.15	108.58%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	245.00			
5420-00 · Mail - USPS - Other	157.22	704.00	-546.78	22.33%
Total 5420-00 · Mail - USPS	402.22	704.00	-301.78	57.13%
5510-00 · Insurance/Bonding	994.82	2,192.00	-1,197.18	45.38%
5520-00 · Supplies	3,954.77	4,000.00	-45.23	98.87%
5610-00 · Depreciation	1,037.68	1,304.00	-266.32	79.58%
5700-00 · Equipment Support & Maintenance	2,233.60	2,488.00	-254.40	89.78%
5710-00 · Taxes, Licenses & Fees	5,337.01	2,224.00	3,113.01	239.97%
5740-00 · Equipment Rental/Leasing	1,149.60	2,040.00	-890.40	56.35%
5800-00 · Training Seminars	100.00	800.00	-700.00	12.5%
5810-00 · Public Outreach	0.00	180.00	-180.00	0.0%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,620.00			
5920-00 · Professional Fees - Accountant	57,320.68			
5900-00 · Professional Fees - Other	312.50	18,350.00	-18,037.50	1.7%
Total 5900-00 · Professional Fees	60,253.18	18,350.00	41,903.18	328.36%
6490-00 · Classified Ads	0.00	500.00	-500.00	0.0%
6730-00 · Marketing Cooperative/Media	15.00			
8200-00 · Associate Relations	1,793.42	1,600.00	193.42	112.09%
8300-00 · Board Functions	1,494.90	2,750.00	-1,255.10	54.36%
8500-00 · Credit Card Fees	1,200.31			
8700-00 · Automobile Expenses	864.32	300.00	564.32	288.11%
8750-00 · Meals/Meetings	912.63	350.00	562.63	260.75%
8810-00 · Dues & Subscriptions	809.00	1,745.00	-936.00	46.36%
8910-00 · Travel	2,305.52	900.00	1,405.52	256.17%
Total Expense	304,081.57	303,245.00	836.57	100.28%
Net Ordinary Income	-304,081.57	-303,245.00	-836.57	100.28%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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70 - Administration

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Expense				
8990-00 - Allocated	<u>-124,633.77</u>			
Total Other Expense	<u>-124,633.77</u>			
Net Other Income	<u>124,633.77</u>			
Net Income	<u>-179,447.80</u>	<u>-303,245.00</u>	<u>123,797.20</u>	<u>59.18%</u>

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

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Consolidated

	<u>Jul '15 - Feb 16</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
4050-00 · Placer County TOT Funding	2,170,752.00	2,170,770.00	-18.00	100.0%
4200-00 · Membership	70,563.02	95,128.00	-24,564.98	74.18%
4201-00 · New Member Fees	600.00	3,504.00	-2,904.00	17.12%
4250-00 · Revenues-Membership Activities	17,567.43	25,800.00	-8,232.57	68.09%
4251-00 · Revenue-Tue AM Breakfast Club	6,495.00	6,400.00	95.00	101.48%
4252-00 · Revenue - Sponsorships	3,505.00	3,100.00	405.00	113.07%
4350-00 · Special Events (Marketing)	37,887.80	86,500.00	-48,612.20	43.8%
4502-00 · Non-retail VIC income	4,300.00	8,096.00	-3,796.00	53.11%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	-167.96			
4600-00 · Commissions - Other	140,104.11	86,874.00	53,230.11	161.27%
Total 4600-00 · Commissions	139,936.15	86,874.00	53,062.15	161.08%
46000 · Merchandise Sales	52,084.11	72,954.00	-20,869.89	71.39%
4720-00 · Miscellaneous	420.00			
Total Income	2,504,110.51	2,559,126.00	-55,015.49	97.85%
Gross Profit	2,504,110.51	2,559,126.00	-55,015.49	97.85%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	3,939.62	17,334.00	-13,394.38	22.73%
5020-00 · P/R - Tax Expense	56,396.92	67,983.00	-11,586.08	82.96%
5030-00 · P/R - Health Insurance Expense	63,551.74	112,705.00	-49,153.26	56.39%
5040-00 · P/R - Workmans Comp	10,304.42	23,496.00	-13,191.58	43.86%
5060-00 · 401 (k)	20,236.25	26,770.00	-6,533.75	75.59%
5065-00 · Merit	0.00	20,292.00	-20,292.00	0.0%
5070-00 · Other Benefits and Expenses	2,614.99	18,906.00	-16,291.01	13.83%
5000-00 · Salaries & Wages - Other	655,977.87	675,240.00	-19,262.13	97.15%
Total 5000-00 · Salaries & Wages	813,021.81	962,726.00	-149,704.19	84.45%
5100-00 · Rent				
5110-00 · Utilities	8,104.12	11,258.00	-3,153.88	71.99%
5140-00 · Repairs & Maintenance	3,571.53	5,249.00	-1,677.47	68.04%
5150-00 · Office - Cleaning	5,345.00	6,880.00	-1,535.00	77.69%
5100-00 · Rent - Other	91,377.87	91,656.00	-278.13	99.7%
Total 5100-00 · Rent	108,398.52	115,043.00	-6,644.48	94.22%
5310-00 · Telephone				
5320-00 · Telephone	18,313.08	9,576.00	8,737.08	191.24%
5350-00 · Internet	170.00			
5310-00 · Telephone - Other	372.53	14,632.00	-14,259.47	2.55%
Total 5310-00 · Telephone	18,855.61	24,208.00	-5,352.39	77.89%
5420-00 · Mail - USPS				
5470-00 · Mail - UPS	263.65			
5480-00 · Mail - Fed Ex	1,445.83			
5420-00 · Mail - USPS - Other	908.28	2,842.00	-1,933.72	31.96%
Total 5420-00 · Mail - USPS	2,617.76	2,842.00	-224.24	92.11%
5510-00 · Insurance/Bonding	4,521.96	10,512.00	-5,990.04	43.02%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,889.47			

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class

July 2015 through February 2016

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	Consolidated			
	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
5520-00 · Supplies - Other	8,847.15	12,904.00	-4,056.85	68.56%
Total 5520-00 · Supplies	12,736.62	12,904.00	-167.38	98.7%
5530-00 · Visitor Communications - Other	35.44	200.00	-164.56	17.72%
5610-00 · Depreciation	4,150.40	5,216.00	-1,065.60	79.57%
5700-00 · Equipment Support & Maintenance	6,814.62	8,616.00	-1,801.38	79.09%
5710-00 · Taxes, Licenses & Fees	6,143.47	4,444.00	1,699.47	138.24%
5740-00 · Equipment Rental/Leasing	11,503.87	13,952.00	-2,448.13	82.45%
5800-00 · Training Seminars	3,391.68	7,200.00	-3,808.32	47.11%
5810-00 · Public Outreach	0.00	2,130.00	-2,130.00	0.0%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,620.00			
5920-00 · Professional Fees - Accountant	58,420.68			
5900-00 · Professional Fees - Other	312.50	18,350.00	-18,037.50	1.7%
Total 5900-00 · Professional Fees	61,353.18	18,350.00	43,003.18	334.35%
5940-00 · Research & Planning Membership	0.00	4,000.00	-4,000.00	0.0%
5941-00 · Research & Planning	41,601.00	66,285.00	-24,684.00	62.76%
5998-00 · Infrastructure Projects				
5951-00 · Squaw Valley Trail Snow Removal	2,106.01			
5974-00 · Visitors Centers Exhibits	48.75			
Total 5998-00 · Infrastructure Projects	2,154.76			
6020-00 · Programs				
6016-00 · Community Marketing Programs	3,435.67	0.00	3,435.67	100.0%
Total 6020-00 · Programs	3,435.67	0.00	3,435.67	100.0%
6023-00 · Autumn Food & Wine				
6025-00 · AFW- Postage	17.69			
6023-00 · Autumn Food & Wine - Other	30,524.90			
Total 6023-00 · Autumn Food & Wine	30,542.59			
6420-00 · Sponsorship				
6420-01 · WinterWonderGrass_Tahoe	7,100.00			
6421-00 · New Event Development	11,155.15			
6422-00 · IronMan Lake Tahoe	308,810.17	455,000.00	-146,189.83	67.87%
6427-00 · USA Cycling	-8,657.83	0.00	-8,657.83	100.0%
6420-00 · Sponsorship - Other	96,255.00			
Total 6420-00 · Sponsorship	414,662.49	455,000.00	-40,337.51	91.14%
6423-00 · Membership Activities				
6432-00 · Membership - Newsletter	2,632.56			
6434-00 · Community Awards Dinner	1,006.20			
6436-00 · Membership - Wnt/Sum Rec Lunch	64.83			
6441-00 · Membership - Miscellaneous Exp	69.24			
6442-00 · Public Relations/Website	2,456.25			
6443-00 · Membership - Bridal Faire	3,087.42			
6423-00 · Membership Activities - Other	10,299.67	20,432.00	-10,132.33	50.41%
Total 6423-00 · Membership Activities	19,616.17	20,432.00	-815.83	96.01%
6437-00 · Tuesday Morning Breakfast Club	3,506.00	5,896.00	-2,390.00	59.46%
6490-00 · Classified Ads	0.00	500.00	-500.00	0.0%
6701-00 · Market Study Reports/Research	314.61	10,000.00	-9,685.39	3.15%
6730-00 · Marketing Cooperative/Media	611,115.00	727,500.00	-116,385.00	84.0%
6740-00 · Media/Collateral/Production	0.00	5,885.00	-5,885.00	0.0%

North Lake Tahoe Resort Association
15-16 Profit & Loss Budget vs. Actual Single Class
July 2015 through February 2016

DRAFT

	Consolidated			
	Jul '15 - Feb 16	Budget	\$ Over Budget	% of Budget
6741-00 · Productions	2,350.00			
6742-00 · Non-NLT Co-Op Marketing Program	8,105.48	39,200.00	-31,094.52	20.68%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	1,575.00			
6743-00 · BACC Marketing Programs - Other	39,569.16	60,000.00	-20,430.84	65.95%
Total 6743-00 · BACC Marketing Programs	41,144.16	60,000.00	-18,855.84	68.57%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	800.50			
59900 · POS Inventory Adjustments	-247.73			
8100-00 · Cost of Goods Sold - Other	28,514.31	41,810.00	-13,295.69	68.2%
Total 8100-00 · Cost of Goods Sold	29,067.08	41,810.00	-12,742.92	69.52%
8200-00 · Associate Relations	3,121.82	4,325.00	-1,203.18	72.18%
8300-00 · Board Functions	1,494.90	2,750.00	-1,255.10	54.36%
8500-00 · Credit Card Fees	4,838.89	4,080.00	758.89	118.6%
8700-00 · Automobile Expenses	4,414.77	6,622.00	-2,207.23	66.67%
8750-00 · Meals/Meetings	4,034.20	6,744.00	-2,709.80	59.82%
8810-00 · Dues & Subscriptions	4,893.34	8,903.00	-4,009.66	54.96%
8910-00 · Travel	8,151.39	4,750.00	3,401.39	171.61%
Total Expense	2,292,109.26	2,663,025.00	-370,915.74	86.07%
Net Ordinary Income	212,001.25	-103,899.00	315,900.25	-204.05%
Other Income/Expense				
Other Income				
52500 · Purchase Discounts	85.09			
Total Other Income	85.09			
Other Expense				
8990-00 · Allocated	0.00	303,055.00	-303,055.00	0.0%
Total Other Expense	0.00	303,055.00	-303,055.00	0.0%
Net Other Income	85.09	-303,055.00	303,140.09	-0.03%
Net Income	212,086.34	-406,954.00	619,040.34	-52.12%

KEY METRICS FOR FEBRUARY 31, 2016 FINANCIAL STATEMENTS

Total TOT Collections by Quarter 2010 - 2016 (through December 31, 2015)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2009-10	\$ 2,815,626	\$ 1,633,431	\$ 3,605,526	\$ 1,190,129	\$ 9,244,712
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,103,118	\$ 4,263,868	\$ 1,444,425	\$ 11,694,363
2013-14	\$ 4,525,634	\$ 2,145,657	\$ 3,566,603	\$ 1,745,102	\$ 11,982,996
2014-15	\$ 4,690,454	\$ 2,527,484	\$ 3,462,341	\$ 1,838,955	\$ 12,519,234
2015-16	\$ 4,836,266	\$ 1,277,215	\$ -	\$ -	\$ 6,113,481

Visitor Information Statistics For Fiscal YTD 2012 - 2016 as of December 31, 2015					
Referrals -	2012/2013	2013/2014	2014/2015	2015/2016	YOY % Change
Tahoe City:					
Walk In/Events	24,938	30,938	28,840	26,153	-9.32%
Phone/Email	1,854	2,043	1,687	1,697	0.59%
Kings Beach (Walk In Only)	3,014	5,278	3,472	4,782	37.73%
Reno (Walk In) (Closed)	1,793	3,834	Closed	Closed	N/A

Sales Tax Revenue by Fiscal Year Quarter - North Lake Tahoe					
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 777,413	\$ 860,783	\$ 885,368	\$ 881,698	-0.4%
Second	\$ 529,470	\$ 481,165	\$ 557,614		
Third	\$ 724,645	\$ 589,226	\$ 582,694		
Fourth	\$ 488,100	\$ 521,965	\$ 498,918		
Total	\$ 2,519,628	\$ 2,453,139	\$ 2,524,594	\$ 881,698	

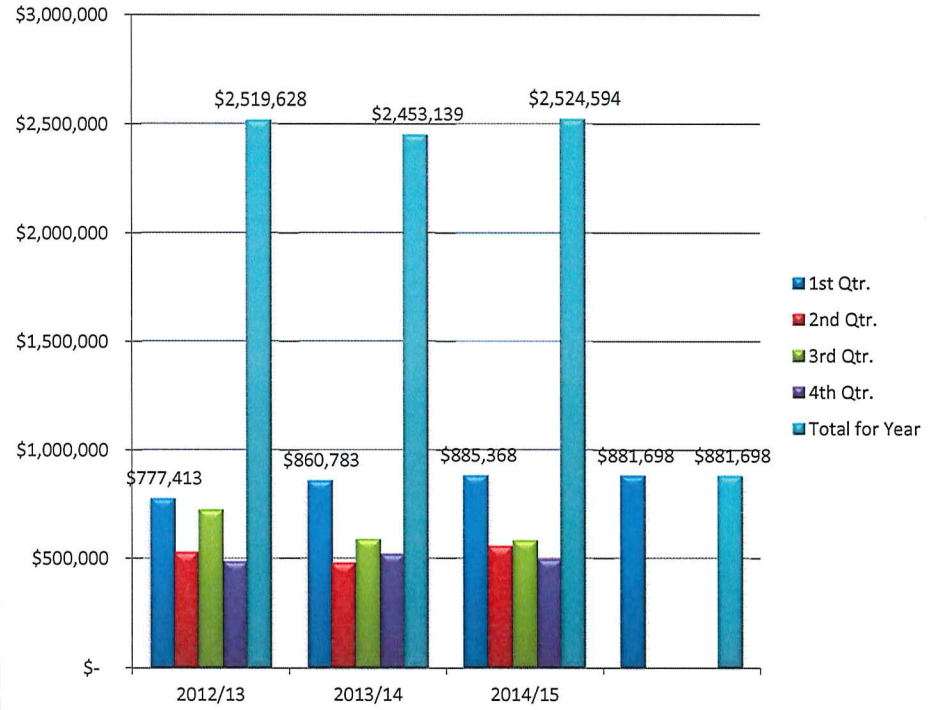
Unemployment Rates	December 2013	June 2014	July 2015	EDD December 2015
California (pop. 38,332,521)	7.9%	7.1%	6.7%	5.8%
Placer County (367,309)	6.5%	6.0%	5.2%	4.7%
Dollar Point (1,215)	7.6%	7.1%	6.1%	1.1%
Kings Beach (3,893)	6.5%	6.0%	6.8%	6.1%
Sunnyside/Tahoe City (1,557)	7.6%	7.0%	5.7%	5.2%
Tahoe Vista (1,433)	11.0%	10.1%	8.9%	4.3%

Destimetrics Reservations Activity	FYTD 14/15	FYTD 15/16	Change
Occupancy during February	50.8%	60.4%	18.8%
ADR November (Average Daily Rate)	\$ 268	\$ 313	16.7%
RevPAR Nov (Rev per Available Room)	\$ 133	\$ 156	17.5%
Occupancy Forecast February	33.8%	47.1%	39.3%
ADR December (Average Daily Rate)	\$ 229	\$ 248	8.6%
RevPAR Dec. (Rev per Available Room)	\$ 121	\$ 161	33.3%
Occupancy (prior 6 months)	42.5%	50.3%	18.4%
ADR (prior 6 months)	\$ 247	\$ 254	2.7%
RevPAR (prior 6 months)	\$ 115	\$ 127	10.2%
Occupancy (next 6 months)	26.6%	29.1%	9.4%
ADR (next 6 months)	\$ 223	\$ 234	5.0%
RevPAR (next 6 months)	\$ 64	\$ 72	13.4%

Infrastructure Fund Balances Held by Placer County as of 12/31/15 (Reported Quarterly)	Total Chamber Membership
	June 2012 510
FY 2013-14 Contract \$ -	June 2013 465
FY 2014-15 Contract \$ 853,962	June 2014 457
FY 2015-16 Contract \$ 2,020,242	June 2015 474
Total Fund Balances \$ 2,874,204	Feb 201 491

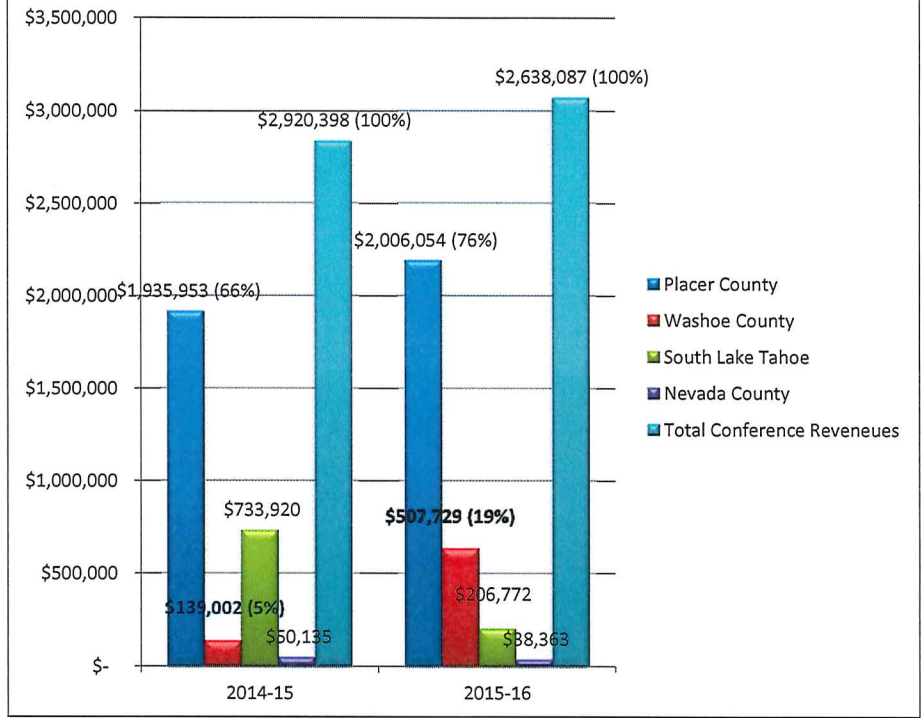
Conference Revenue Statistics Comparison Fiscal 2014/15 vs. Fiscal 2015/16			
	2014-15	2015-16	YOY % Change
FORWARD LOOKING (2015/16)	Actuals	Forecasted	
Total Revenue Booked through December	\$ 2,840,832	\$ 3,073,194	8.18%
Forecasted Commission for this Revenue	140,143	169,774	21.14%
Number of Room Nights	15,861	16,774	5.76%
Number of Tentative Bookings	77	79	2.60%
CURRENT			
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,800,000	12.00%
Annual Commission Goal	\$ 170,000	\$ 175,000	2.94%
Conference Revenue And Percentage by County:			
Placer (66% of revs in '15, 76% in '16)	\$ 1,917,775	\$ 2,194,177	14.41%
Washoe ('15; 5%, '16; 19%)	\$ 139,002	\$ 633,882	356.02%
South Lake ('15; 25%, '16; 3%)	\$ 733,920	\$ 206,772	-71.83%
Nevada ('15; 4%, '16; 2%)	\$ 50,135	\$ 38,363	-23.48%
Total Conference Revenue	\$ 2,840,832	\$ 3,073,194	8.18%

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



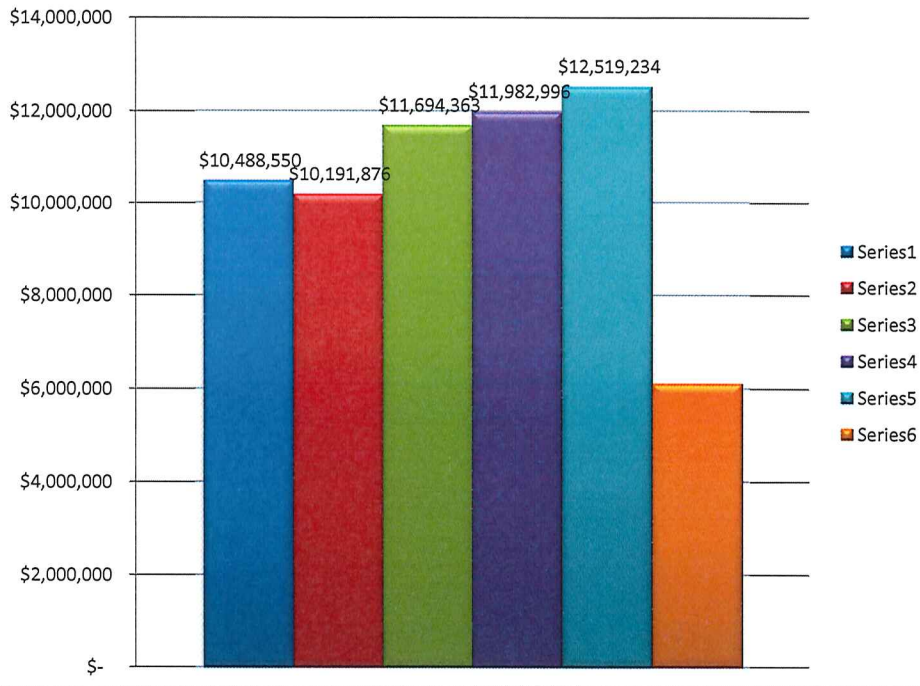
Quarter	2012/13	2013/14	2014/15	2015/16	YOY % Change
First	\$ 777,413	\$ 860,783	\$ 885,368	\$ 881,698	-0.4%
Second	\$ 529,470	\$ 481,165	\$ 557,614	\$ -	
Third	\$ 724,645	\$ 589,226	\$ 582,694	\$ -	
Fourth	\$ 488,100	\$ 521,965	\$ 498,918	\$ -	
Total	\$ 2,519,628	\$ 2,453,139	\$ 2,524,594	\$ 881,698	-65.1%

Conference Revenue Statistics & Revenue Share by County



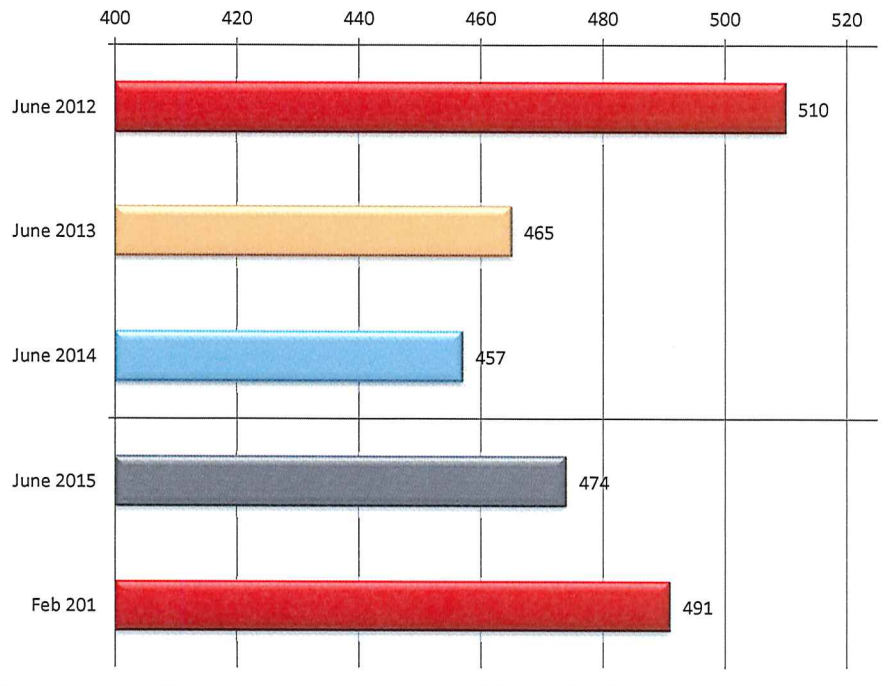
	2014-15	2015-16	YOY % Change
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Total Revenue Booked through December	\$ 2,840,832	\$ 3,073,194	8.18%
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Nevada ('15; 4%, '16; 2%)	\$ 50,135	\$ 38,363	-23.48%
Total Conference Revenue	\$ 2,840,832	\$ 3,073,194	8.18%

5-Year Annual TOT Collections (Fiscal Year Basis)



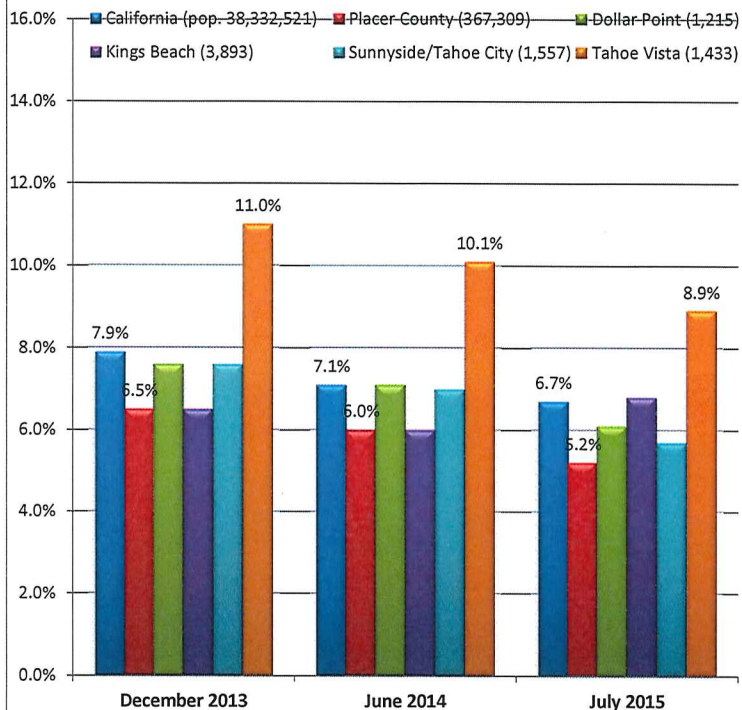
Total TOT Collections by Quarter 2010 - 2016 (through November 30, 2015)					
	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total
2010-11	\$ 3,242,663	\$ 2,107,554	\$ 3,776,990	\$ 1,361,343	\$ 10,488,550
2011-12	\$ 3,683,345	\$ 1,794,633	\$ 3,159,674	\$ 1,554,224	\$ 10,191,876
2012-13	\$ 3,882,952	\$ 2,103,118	\$ 4,263,868	\$ 1,444,425	\$ 11,694,363
2013-14	\$ 4,525,634	\$ 2,145,657	\$ 3,566,603	\$ 1,745,102	\$ 11,982,996
2014-15	\$ 4,690,454	\$ 2,527,484	\$ 3,462,341	\$ 1,838,955	\$ 12,519,234
2015-16	\$ 4,836,266	\$ 1,277,215	\$ -	\$ -	\$ 6,113,481

Chamber Membership (# of Members)



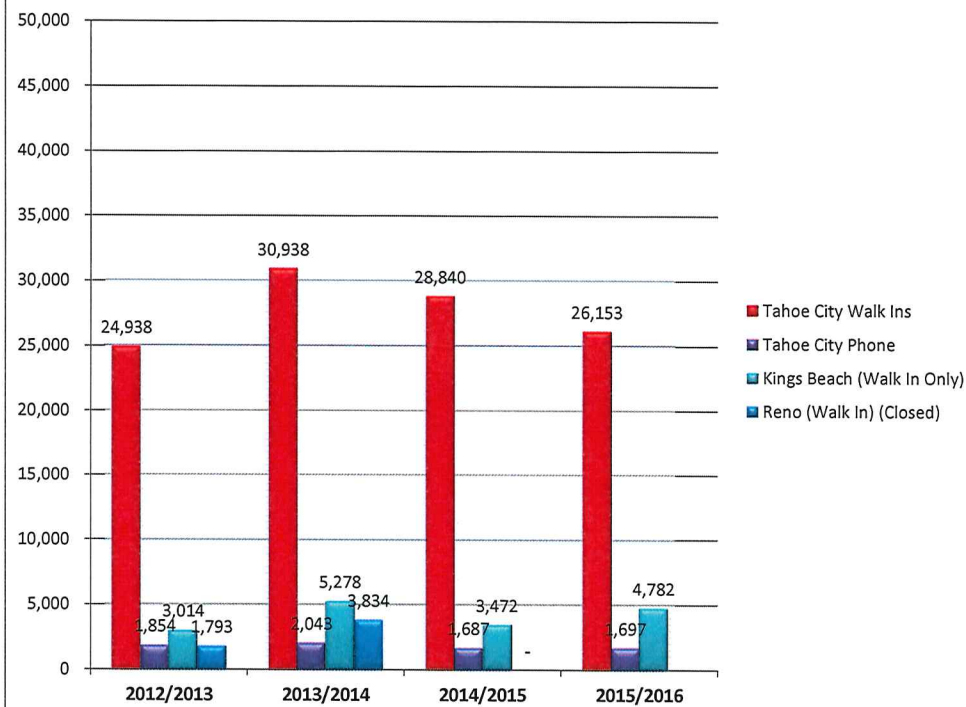
Chamber Of Commerce Total Membership	
June 2012	510
June 2014	457
June 2015	474
November 2015	491

Unemployment Rates by Region



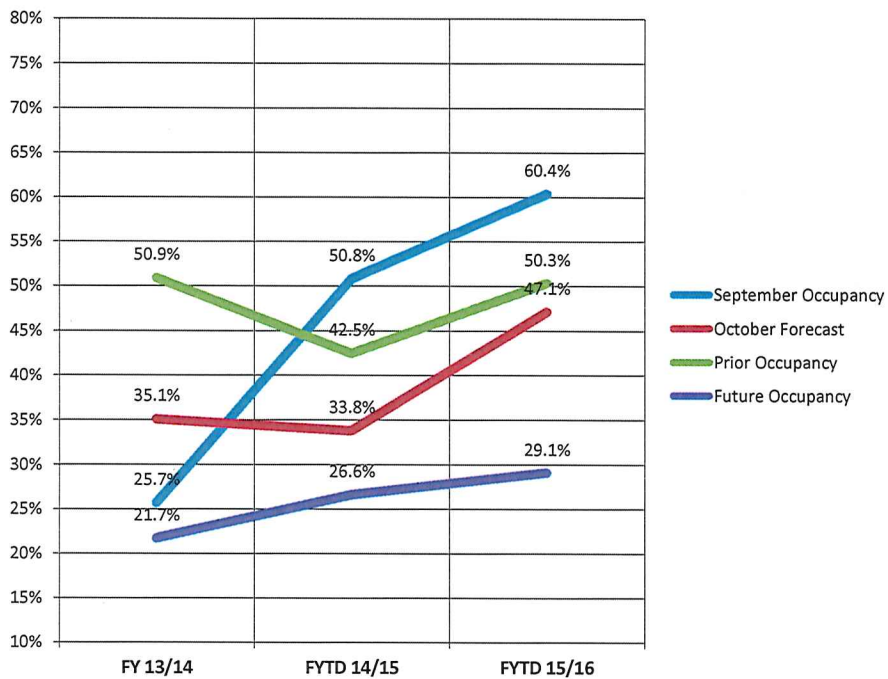
Unemployment Rates	December 2013	June 2014	July 2015
California	7.9%	7.1%	6.7%
Placer County	6.5%	6.0%	5.2%
Dollar Point	7.6%	7.1%	6.1%
Kings Beach	6.5%	6.0%	6.8%
Sunnyside/Tahoe City	7.6%	7.0%	5.7%
Tahoe Vista	11.0%	10.1%	8.9%

Visitor Information - July - October YOY



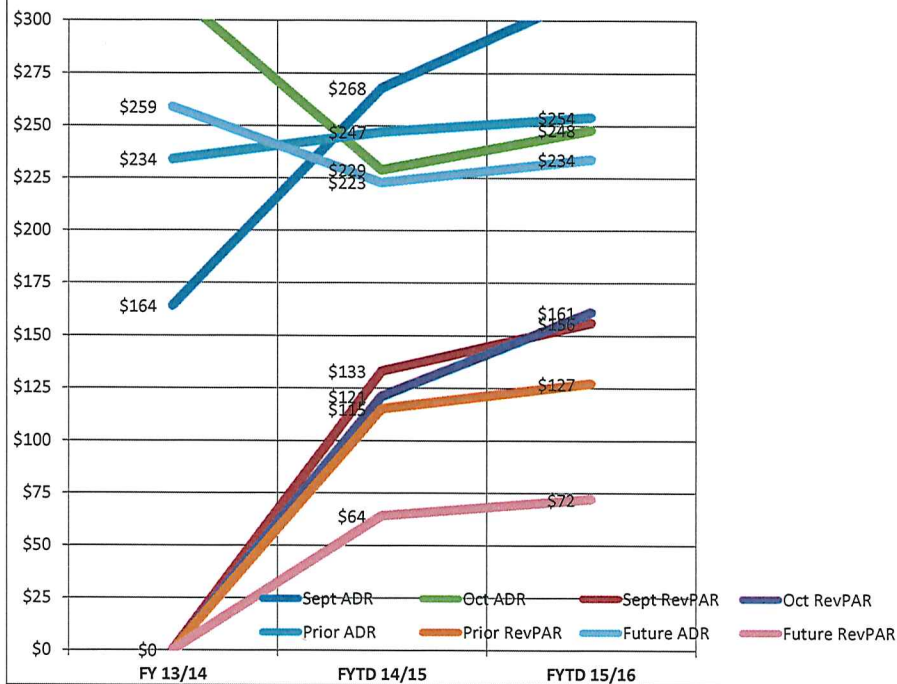
Visitor Information Statistics For Fiscal Years 2012 - 2015					
Referrals -	2012/2013	2013/2014	2014/2015	2015/2016	YOY % Change
Tahoe City:	Annual Totals	Annual Totals	Annual Totals	Annual Totals	
Walk In	24,938	30,938	28,840	26,153	-9.32%
Phone	1,854	2,043	1,687	1,697	0.59%
Kings Beach (Walk In Only, Jun-Sep)	3,014	5,278	3,472	4,782	37.73%
Reno (Walk In) (Closed)	1,793	3,834	Closed	Closed	N/A

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FY 13/14	FYTD 14/15	FYTD 15/16	Y-O-Y Change
Occupancy during February	25.7%	50.8%	60.4%	18.9%
Occupancy Forecast February	35.1%	33.8%	47.1%	39.3%
Occupancy (prior 6 months)	50.9%	42.5%	50.3%	18.4%
Occupancy (next 6 months)	21.7%	26.6%	29.1%	9.4%


Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FY 13/14	FYTD 14/15	FYTD 15/16	Y-O-Y Change
ADR November (Average Daily Rate)	\$164	\$268	\$313	16.8%
RevPAR Nov (Rev per Available Room)	\$0	\$133	\$156	17.3%
ADR December (Average Daily Rate)	\$314	\$229	\$248	8.3%
RevPAR Dec. (Rev per Available Room)	\$0	\$121	\$161	33.1%
ADR (prior 6 months)	\$234	\$247	\$254	2.8%
RevPAR (prior 6 months)	\$0	\$115	\$127	10.4%
ADR (next 6 months)	\$259	\$223	\$234	4.9%
RevPAR (next 6 months)	\$0	\$64	\$72	12.5%

NORTH LAKE TAHOE RESORT ASSOCIATION - NLTRA
Employee Expense Report

Employee Sandy Evans Hall

DATE	DOC REF	VENDOR	EXPENSE	PURPOSE	PAID by CC	OUT OF POCKET	BUDGET CODE
2/1/16	A	Tempe Mission Palms	\$518.48	DMA West Board Retreat	518.48		8910-00-11
2/8/16	B	Intuit QuickBooks	\$1,119.96	Update to computer accounting software	1,119.96		1750-00-70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
MILEAGE REIMBURSEMENT (Attachment A)							
2/29/16		Sandy Evans Hall		December Mileage Reimbursement		18.40	
TRAVEL REIMBURSEMENT (Attachment B)							
TOTAL - CREDIT CARD EXPENSES (Statement Date -2-28-16)					1,638.44		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						18.40	
TOTAL DUE EMPLOYEE						18.40	
Signed by:					Approved by:		
Date:		Friday, March 4, 2016			Date:		
ACCOUNTING							
DATE RECEIVED		DATE ENTERED		CFO APPROVAL		DATE	
MAR 07 2016		MAR 14 2016		AGS		3/22/16	

MAR 07 2016

① Statement \$1,635.44

Sandy Evans Hall

From: teresa@dmawest.org
Sent: Thursday, December 10, 2015 12:28 PM
To: info@dmawest.org
Subject: DMA West Foundation Board | Tempe Hotel Reservations
Attachments: image001.jpg

DMA West Education & Research Foundation

DMA West Foundation Board Members:

Board Meeting and Joint Boards Retreat | January 28-29

If you will be attending the Board Meeting and Joint Boards Retreat in Tempe and have not yet made your hotel reservations, please contact the Tempe Mission Palms.

Reservations Information

Tempe Mission Palms
60 East 5th Street
Tempe, Arizona 85281

The DMA West room rate is \$209 plus 14.07% tax **and** a daily hospitality fee of \$16.95. The rate is available two days pre and post, based on availability. The daily hospitality fee includes airport transportation, wireless Internet in guestroom, local/toll-free calls, incoming fax, daily newspaper, in-room coffee service, valet or self-parking and access to the fitness center. **Please make your reservations before December 17, 2015, by calling 800-547-8705 and referencing: DMA West.**

Thank you.

TS

Teresa Stephenson
Executive Director
**Destination Marketing Association of the West (DMA West)
and DMA West Education & Research Foundation**
950 Glenn Drive, Suite 150
Folsom, CA 95630
(916) 443-9012
(916) 932-2209 Fax
teresa@dmawest.org
www.dmawest.org



Sandy Evans Hall

From: teresa@dmawest.org
Sent: Monday, January 25, 2016 10:23 AM
To: info@dmawest.org
Subject: DMA West | Board Meetings & Joint Boards Retreat
Attachments: image003.jpg

**Destination Marketing Association of the West | DMA West
 and DMA West Education & Research Foundation**

January 25, 2016

TO: DMA West Volunteer Leaders Attending the Tempe Board Meetings & Joint Boards Retreat

- | Association Officers and Directors
- | Foundation Officers and Trustees

Association Board President Sara Toliver and Foundation Board President Julie Saupe look forward to seeing volunteer leaders at their respective Board meetings on the afternoon of **January 28**, with the Joint Boards Retreat on **January 29**. A few volunteer leaders are unavailable to attend due to other commitments.

BOARD MEETING PACKETS

The respective Board meeting packets were mailed (priority mail) Wednesday, January 20. Your packet(s) should arrive today (Monday) or tomorrow (Tuesday). If you do not receive your materials by Tuesday, please contact me.

SCHEDULE

Day One – Thursday, January 28, 2016 – Tempe Mission Palms

Board Meetings

2:00 p.m. to 3:15 p.m.	Foundation Board Meeting (Action Items) – <i>Capistrano Room</i>
3:30 p.m. to 5:30 p.m.	Association Board Meeting (Action Items) – <i>Capistrano Room</i>
6:15 p.m.	Group Dinner at Pedal Haus Brewery (gather in hotel lobby at 6:00 p.m.)

Day Two – Friday, January 29, 2016 – Tempe Mission Palms

Joint Boards Retreat (Foundation and Association Boards)

7:45 a.m. to 8:30 a.m.	Group Breakfast – <i>Conferee Dining (DMA West reserved tables)</i>
8:30 a.m. to 1:30 p.m.	Board Retreat (includes working luncheon) – <i>Capistrano Room</i>
1:30 p.m. to 2:00 p.m.	Reconvene individual Board Meetings as needed to take action on recommended items from the Retreat discussion

Thank you for spending time via telephone interviews with Retreat facilitator Nancy White. She is designing a focused, interactive strategy for the retreat.

Please contact me if you have questions about the arrangements for the upcoming meetings and retreat.

Thank you.



Confirmation Information

39

Confirmation Number: 2U84I5
Guest Name: Sandra Evans Hall
Arrival Date: 1/28/2016
Departure Date: 1/30/2016

Details of Your Stay

Room Type Requested: Deluxe King
Number of Adults: 1
Number of Children: 0

Daily Average Rate: \$225.95
Room Tax: 14.07%
Hospitality Fee*: \$15.95 + tax
Total Room Cost, Inclusive of Tax & Hospitality Fee: \$515.48



Rate Details

In order to avoid a cancellation charge of one night's room and tax, reservations must be cancelled at least 2 days prior to arrival date.

Reservation Policies:

Cancellation: 2 days prior to arrival
Check-in Time: 3:00pm
Check-out Time: 12:00pm
Guests must be 21 to check in.

*Hospitality Fee includes airport transportation (5:30am-10:30pm), valet or self-parking, in-room coffee/tea, high-speed wireless internet connection, use of workout facility, & complimentary USA Today newspaper (Monday – Friday).

If your plans require a change to this reservation, or if we may assist you with any other reservation, please contact our Reservations Department toll-free at **(800) 547-8705**. We look forward to welcoming you to Tempe Mission Palms!

Should you need assistance with special plans during your stay, please contact our concierge directly at **(480) 317-1620**.

Sincerely,

Tempe Mission Palms Reservations Department

Tempe Mission Palms Hotel & Conference Center
60 E. 5th Street, Tempe, AZ 85281
(480) 894-1400 | www.missionpalms.com

Remember to visit us on Facebook, Twitter or Pinterest.



[Sign in >](#)

Order confirmation

Thank you for your order, Al Prestor.

Order number: 2000014290604
Order date: Feb 4, 2016
Total charges: \$1119.96
Payment method: MasterCard *5901

[View order status](#)

Order information

Order Summary

Qty	Item	Type	Current amount
1	Intuit QuickBooks Accountant Download 3 2016	One-time	\$1119.96
Subtotal:			\$1119.96
Sales Tax:			\$0.00
Total:			\$1119.96

Purchase information

Billing address:

Al Prestor
NORTH LAKE TAHOE RESORT
TAHOE CITY, CA 96145

*Approved
1750-00-70 ABRT
Computer Software 2/8/16
Depreciate 3y/15*



Your Voice Matters
Help shape the future and earn rewards. Join your peers on the Intuit Small Business Insights Community.
[Join the Community](#)



Pay your employees in minutes, right from QuickBooks.
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[Turn on Payments](#)

? Questions or concerns? [Visit customer support.](#)



NORTH LAKE TAHOE RESORT ASSOCIATION - NLTRA
 Mileage Reimbursement

TRAVEL DATES

From: 2/1/16

To: 2/29/16

EMPLOYEE NAME: Sandy Evans Hall

DATE SUBMITTED: Friday, March 4, 2016

REPORT MONTH: December Mileage Reimbursement

REF	DATE	START	END	# MILES	ROUND TRIP?		REASON FOR TRAVEL
					Yes	No	
	2/9/16	Tahoe City	Incline Village	32			Tahoe Prosperity Center
ACCOUNTING							
TOTAL MILES SUBMITTED:				32	DATE RECEIVED		
MILEAGE RATE PER MILE				\$0.58	DATE ENTERED		
TOTAL MILEAGE REIMBURSEMENT DUE:				\$18.40	CFO APPROVAL		
EMPLOYEE SIGNATURE				<i>Sandy Evans Hall</i>		DATE PAID	

Attachment A

BANKCARD CENTER
PO BOX 84043
COLUMBUS.GA 31908-4043

Account Number XXXX-XXXX-0011-5901
Statement Date FEB 28, 2016
Total Activity \$1,635.44



**** MEMO STATEMENT ONLY **
DO NOT REMIT PAYMENT**

|||
SANDRA EVANS HALL **N0000871
N LAKE TAHOE RESORT
PO BOX 1757
TAHOE CITY CA 96145-1757

ACCOUNT SUMMARY							
SANDRA EVANS HALL XXXX-XXXX-0011-5901	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,635.44		\$0.00		\$0.00		\$1,635.44

ACCOUNT ACTIVITY					
Posting Date	Transaction Date	Reference Number	Transaction Description		Amount
02-01	01-30	55436876031170313357506	TEMPE MISSION PALMS HO TEMPE AZ Arrival Date: 01/28/16 Departure Date: 01/30/16 Invoice Number: 0000033456 Tran: 0000033456 Tax ID: 860693634 Mer Zip: 85281		515.48
02-08	02-05	55432866036000058115688	Intuit *QuickBooks 800-446-8848 CA. Tran: IGS_110182638601 Tax ID: 770034661 Mer Ref: IGS_110182638601 Mer Zip: 94043	1750-00-70	1,119.96

RECEIVED
MAR 03 2016
Ⓢ

For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0011-5901	Account Summary Purchases & Other Charges \$1,635.44
	Statement Date FEB 28, 2016	Cash Advances \$0.00
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 42 \$1,635.44

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

Account Number XXXX-XXXX-0011-5901
Statement Date FEB 28, 2016
Total Activity \$1,635.44

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENT



SANDRA EVANS HALL
N LAKE TAHOE RESORT
PO BOX 1757
TAHOE CITY CA 96145-1757

**N000087J

ACCOUNT SUMMARY


SANDRA EVANS HALL XXXX-XXXX-0011-5901	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,635.44		\$0.00		\$0.00		\$1,635.44

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-01	01-30	55436876031170313357506	TEMPE MISSION PALMS HO TEMPE AZ Arrival Date: 01/28/16 Departure Date: 01/30/16 Invoice Number: 0000033456 Tran: 0000033456 Tax ID: 860693634 Mer Zip: 85281	515.48
02-08	02-05	55432866036000058115688	Intuit *QuickBooks 800-446-8848 CA Tran: IGS_110182638601 Tax ID: 770034661 Mer Ref: IGS_110182638601 Mer Zip: 94043	1,119.96

RECEIVED

MAR 03 2016



For Customer Service, Call:	Account Number	Account Summary	
	1-866-432-8161	XXXX-XXXX-0011-5901	Purchases & Other Charges
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	FEB 28, 2016	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$50,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$1,635.44
	\$0.00		

Sandy Evans Hall

From: Jennifer Merchant
Sent: Wednesday, March 16, 2016 3:50 PM
To: Sandy Evans Hall
Subject: RE: 2016-17 TOT budget
Attachments: image001.jpg; county services_031616.xlsx

Hi Sandy-

On your first question, I included the total figure of \$1,507,916 for services provided directly by Placer County when I sent the figures on March 1, but did not yet have a breakdown. Since then we have assembled all department requests and find that due to a lower than anticipated figure from TART, the number that will appear in the draft budget will be \$1,312,316. Please note that these figures are still subject to change based on the final budget. I've attached a spreadsheet that details those budgeted costs. The attachment is not inclusive of \$421K carried over from the current fiscal year for possible TAU purchase.

That leaves a total balance of \$6,627,684 dedicated to North Lake Tahoe marketing, transit and capital projects. Given that amount is \$427,684 higher than the previous fiscal year base budget, at this juncture, I am not comfortable increasing it by an estimated current year fund balance. It seems the best approach is to reallocate any fund balances from both the County and Resort Association following the fiscal year close. Please let me know if you have any questions on any of this.

I have submitted a request for the Resort Association to host the Board of Supervisors on April 19 (location TBA), but we are not yet certain we will be having a two day meeting. I'll have to get back to you on that once I return from vacation on March 28.

I'll be your initial point person with Jerry if the Resort Association Board makes a recommendation. Changing the ordinance is a fairly lengthy process, and I'm sure he and his staff will want to consider associated costs and ongoing monitoring before they decide whether or not to bring it forward for Board review and approval.

Thanks for reaching out Sandy.

-Jennifer

JENNIFER MERCHANT

DEPUTY CEO- LAKE TAHOE
 530-546-1952
jmerchan@placer.ca.gov

From: Sandy Evans Hall [mailto:sandy@gotahoenorth.com]
Sent: Tuesday, March 15, 2016 12:48 PM
To: Jennifer Merchant
Subject: 2016-17 TOT budget

Jennifer,

Thank you for providing us with the starting number so early – it really helps with our outreach to committees this month. When do you think we will see the county services and costs associated with those? Also, will there be an opportunity to add a portion of the projected fund balance to the total budget this year?

Expenditures	
Sheriff Patrol	39,570
Animal Control - Tahoe Beach Patrol	41,260
TART - Base Services	345,400
TART - Peak Season	197,200
North Tahoe PUD	89,636
Tahoe City PUD	102,390
DPW Peak Season Snow Removal	100,000
NTBA - ED	75,000
TCDA - ED	75,000
Placer County Visitor's Bureau - ED	40,000
Placer County Film Office - ED	56,600
Audit East Slope - Auditor	40,000
Revenue Services	93,587
General Liability Insurance	5,304
Countywide System Charges	11,368
TOTAL COUNTY SERVICES	1,312,316