

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of November 30, 2018

Accrual Basis

	Nov 30, 18	Nov 30, 17	\$ Change	% Change	Jun 30, 18
<b>ASSETS</b>					
<b>Current Assets</b>					
Checking/Savings					
1000-00 · Cash	467,468.52	449,660.14	17,808.38	3.96%	479,914.08
<b>Total Checking/Savings</b>	<b>467,468.52</b>	<b>449,660.14</b>	<b>17,808.38</b>	<b>3.96%</b>	<b>479,914.08</b>
Accounts Receivable					
1200-00 · Accounts Receivable	7,816.02	6,222.20	1,593.82	25.62%	145,394.02
<b>Total Accounts Receivable</b>	<b>7,816.02</b>	<b>6,222.20</b>	<b>1,593.82</b>	<b>25.62%</b>	<b>145,394.02</b>
Other Current Assets					
1300 · Reimbursements Receivable	166.00	0.00	166.00	100.0%	
1350-00 · Security Deposits	100.00	0.00	100.00	100.0%	100.00
<b>Total Other Current Assets</b>	<b>266.00</b>	<b>0.00</b>	<b>266.00</b>	<b>100.0%</b>	<b>100.00</b>
<b>Total Current Assets</b>	<b>475,550.54</b>	<b>455,882.34</b>	<b>19,668.20</b>	<b>4.31%</b>	<b>625,408.10</b>
Other Assets					
1400-00 · Prepaid Expenses	34,346.35	5,686.64	28,659.71	503.98%	6,289.36
<b>Total Other Assets</b>	<b>34,346.35</b>	<b>5,686.64</b>	<b>28,659.71</b>	<b>503.98%</b>	<b>6,289.36</b>
<b>TOTAL ASSETS</b>	<b>509,896.89</b>	<b>461,568.98</b>	<b>48,327.91</b>	<b>10.47%</b>	<b>631,697.46</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
Accounts Payable					
2000-00 · Accounts Payable	79,844.99	150,253.16	(70,408.17)	(46.86%)	442,239.32
<b>Total Accounts Payable</b>	<b>79,844.99</b>	<b>150,253.16</b>	<b>(70,408.17)</b>	<b>(46.86%)</b>	<b>442,239.32</b>
Credit Cards					
2080 · Bank of the West Credit Cards					
2080-02 · MC_4222 Jason	0.00	2,533.31	(2,533.31)	(100.0%)	0.00
2080-05 · MC_2107 Greg	0.00	1,528.31	(1,528.31)	(100.0%)	0.00
2080-09 · MC_3126 Sarah	0.00	5,097.42	(5,097.42)	(100.0%)	25.40
<b>Total 2080 · Bank of the West Credit Cards</b>	<b>0.00</b>	<b>9,159.04</b>	<b>(9,159.04)</b>	<b>(100.0%)</b>	<b>25.40</b>
<b>Total Credit Cards</b>	<b>0.00</b>	<b>9,159.04</b>	<b>(9,159.04)</b>	<b>(100.0%)</b>	<b>25.40</b>
Other Current Liabilities					
2402-00 · Suspense - Jason	0.00	(174.22)	174.22	100.0%	0.00
<b>Total Other Current Liabilities</b>	<b>0.00</b>	<b>(174.22)</b>	<b>174.22</b>	<b>100.0%</b>	<b>0.00</b>
<b>Total Current Liabilities</b>	<b>79,844.99</b>	<b>159,237.98</b>	<b>(79,392.99)</b>	<b>(49.86%)</b>	<b>442,264.72</b>
<b>Total Liabilities</b>	<b>79,844.99</b>	<b>159,237.98</b>	<b>(79,392.99)</b>	<b>(49.86%)</b>	<b>442,264.72</b>
Equity					
32000 · Unrestricted Net Assets	189,432.74	176,268.43	13,164.31	7.47%	176,268.43
Net Income	240,619.16	126,062.57	114,556.59	90.87%	13,164.31
<b>Total Equity</b>	<b>430,051.90</b>	<b>302,331.00</b>	<b>127,720.90</b>	<b>42.25%</b>	<b>189,432.74</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>509,896.89</b>	<b>461,568.98</b>	<b>48,327.91</b>	<b>10.47%</b>	<b>631,697.46</b>

# North Lake Tahoe Marketing Cooperative

## A/R Aging Summary

As of November 30, 2018

	<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	2,000.00	2,000.00
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	3,286.11	3,286.11
Squaw Valley Lodge	0.00	375.00	0.00	0.00	0.00	375.00
The Cottage Inn	0.00	0.00	0.00	0.00	500.00	500.00
The Landing Resort & Spa	0.00	0.00	0.00	0.00	1,279.91	1,279.91
The Village at Squaw Valley	0.00	375.00	0.00	0.00	0.00	375.00
<b>TOTAL</b>	<b><u>0.00</u></b>	<b><u>750.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>7,066.02</u></b>	<b><u>7,816.02</u></b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
**As of November 30, 2018**

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Daphne Lange	70.63	0.00	0.00	0.00	0.00	70.63
Development Counsellors International Ltd	0.00	11.16	0.00	0.00	0.00	11.16
FedEx	0.00	716.88	0.00	0.00	0.00	716.88
Greg Howey	24.75	0.00	0.00	0.00	0.00	24.75
In the Snow Ltd.	1,195.00	0.00	0.00	0.00	0.00	1,195.00
IVCB Visitors Bureau	610.03	0.00	0.00	0.00	0.00	610.03
Jason Neary	129.71	0.00	0.00	0.00	0.00	129.71
Move Mountains	0.00	366.00	0.00	0.00	0.00	366.00
NLTRA	12,168.54	0.00	0.00	0.00	0.00	12,168.54
Richter7	27,930.20	0.00	0.00	0.00	0.00	27,930.20
Sarah Winters	188.21	0.00	0.00	0.00	0.00	188.21
Smith & Jones, Inc.	0.00	2,568.88	0.00	0.00	0.00	2,568.88
The Abbi Agency, Inc	21,300.00	0.00	-24,650.00	24,650.00	0.00	21,300.00
U.S. Travel Association	12,565.00	0.00	0.00	0.00	0.00	12,565.00
<b>TOTAL</b>	<b><u>76,182.07</u></b>	<b><u>3,662.92</u></b>	<b><u>-24,650.00</u></b>	<b><u>24,650.00</u></b>	<b><u>0.00</u></b>	<b><u>79,844.99</u></b>

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2018

Accrual Basis

	Nov 18	Budget	Jul - Nov 18	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	79,705.00	79,705.00	497,173.00	497,173.00	942,000.00
4001-00 · NLTRA Funding	121,652.00	121,652.00	608,263.00	608,258.00	1,459,822.00
4004-00 · IVCBVB Entertainment	0.00	0.00	4,000.00	4,000.00	8,000.00
<b>Total Income</b>	<u>201,357.00</u>	<u>201,357.00</u>	<u>1,109,436.00</u>	<u>1,109,431.00</u>	<u>2,409,822.00</u>
<b>Gross Profit</b>	201,357.00	201,357.00	1,109,436.00	1,109,431.00	2,409,822.00
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-00 · Broadcast / Radio - High Notes	0.00	0.00	13,471.65	20,000.00	20,000.00
5002-00 · Consumer Print	0.00	0.00	24,000.00	24,000.00	40,000.00
5002-01 · Native Display	0.00	4,500.00	3,063.00	8,500.00	50,000.00
5004-00 · Trip Advisor	3,231.77	3,125.00	17,367.27	15,625.00	95,000.00
5005-00 · Paid Social	2,060.55	3,150.00	31,646.37	42,350.00	135,000.00
5005-01 · Digital Display	8,026.13	5,700.00	39,254.06	43,564.00	115,004.00
5005-02 · Retargeting Video	0.00	390.00	0.00	3,500.00	10,000.00
5007-00 · Creative Production	6,820.00	10,000.00	57,221.95	51,000.00	121,000.00
5010-00 · Account Strategy & Management	7,000.00	7,000.00	35,000.00	35,000.00	84,000.00
5010-01 · Digital Management & Reporting	3,000.00	3,000.00	15,000.00	15,000.00	36,000.00
5010-02 · Website Strategy & Analysis	2,000.00	2,000.00	10,000.00	10,000.00	24,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	95,000.00
5015-00 · Video	0.00	5,000.00	4,754.59	11,000.00	25,000.00
5017-00 · Rich Media	0.00	0.00	20,000.00	0.00	50,000.00
5018-00 · Media Commission	0.00	3,369.00	18,933.48	27,662.00	98,796.00
5018-01 · Digital Ad Serving	0.00	625.00	245.57	3,125.00	7,500.00
5018-03 · Strategic Marketing Plan	0.00	0.00	0.00	3,500.00	3,500.00
5020-00 · Search Engine Marketing	1,515.47	1,500.00	16,444.06	16,500.00	50,000.00
5022-00 · Email	0.00	2,550.00	12,877.50	12,750.00	45,000.00
5023-00 · Additional Opportunities	0.00	40,479.00	0.00	40,479.00	40,479.00
5025-00 · Expedia	0.00	7,500.00	0.00	22,500.00	30,000.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	<u>33,653.92</u>	<u>99,888.00</u>	<u>319,279.50</u>	<u>406,055.00</u>	<u>1,175,279.00</u>
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	503.75	0.00	2,163.75	500.00	2,500.00
5111-00 · FAMS - Domestic	0.00	0.00	22.00	0.00	1,250.00
5112-00 · Training / Sales Calls	117.02	1,000.00	445.66	2,000.00	3,500.00
5113-00 · Additional Opportunities	0.00	2,000.00	4,203.96	3,000.00	7,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	0.00	0.00	1,000.00
5120-00 · Domestic - Trade Shows	123.59	1,000.00	498.04	2,000.00	4,750.00
5131-00 · FAMS -Intl - Travel Trade	332.99	0.00	388.94	2,250.00	6,500.00
5132-00 · FAMS -Intl - Media	2,124.36	1,000.00	3,456.19	5,000.00	12,000.00
5133-00 · Ski-Tops	0.00	0.00	0.00	800.00	3,250.00
5134-00 · Intl Marketing - Additional Opp	3,555.00	0.00	3,555.00	3,000.00	13,000.00
5136-00 · Tour Operator Brochure Support	0.00	0.00	2,500.00	0.00	6,000.00
5137-00 · Co-op Opportunities	(1,500.00)	5,000.00	4,000.00	5,000.00	13,000.00
5141-00 · Australian Sales Mission	0.00	0.00	2,455.55	0.00	5,500.00
5142-00 · UK Sales Mission	0.00	0.00	0.00	0.00	5,500.00
5143-00 · Mountain Travel Symposium	0.00	0.00	2,195.00	0.00	5,500.00
5144-00 · IPW - POW WOW	9,930.00	0.00	9,930.00	0.00	9,000.00
5145-00 · TIA Annual Dues	2,635.00	0.00	2,635.00	0.00	2,500.00
5146-00 · UK / Black Diamond	1,372.52	0.00	16,372.52	22,500.00	45,000.00
5147-00 · AUS / Gate 7	3,106.03	0.00	23,372.70	20,500.00	41,000.00
5149-00 · Mexico Program	2,100.00	3,000.00	2,124.48	3,000.00	5,000.00
5150-00 · China Program	0.00	0.00	3,550.77	8,500.00	8,500.00
5151-00 · RTO West	0.00	1,695.00	1,895.00	1,695.00	4,195.00
5152-00 · Go West	0.00	0.00	0.00	0.00	1,500.00
5154-00 · Canada	235.65	5,000.00	17,387.51	15,000.00	25,000.00
5155-00 · California Star Program	3,500.00	0.00	3,500.00	3,500.00	3,500.00
<b>Total 5110-00 · LEISURE SALES</b>	<u>28,135.91</u>	<u>19,695.00</u>	<u>106,652.07</u>	<u>98,245.00</u>	<u>235,445.00</u>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200.00	2,200.00	11,000.00	11,000.00	26,400.00
5201-00 · National, Regional, & Local PR	5,000.00	5,000.00	25,000.00	25,000.00	60,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,800.00	1,800.00	9,000.00	9,000.00	21,600.00
5204-00 · Media Mission(s)	0.00	0.00	1,550.00	5,300.00	10,600.00
5206-00 · Digital Buy/ Social Media Boost	500.00	500.00	2,500.00	2,500.00	6,000.00
5207-00 · Content Campaigns/Tools-My Emma	300.00	300.00	1,500.00	1,500.00	3,600.00
5208-00 · International Travel Media FAMS	1,000.00	3,000.00	3,466.03	6,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	2,000.00	3,209.00	9,953.03	16,042.00	38,500.00
5210-00 · Content Dev - Newsletters	2,000.00	2,000.00	10,000.00	10,000.00	24,000.00
5211-00 · Social Media Strategy & Mgmt	4,000.00	4,000.00	20,000.00	20,000.00	48,000.00
5212-00 · Social Giveaways & Contests	0.00	3,350.00	1,100.00	4,450.00	8,900.00
5213-00 · Facebook Live	1,500.00	0.00	1,500.00	1,620.00	6,480.00

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2018

Accrual Basis

	Nov 18	Budget	Jul - Nov 18	YTD Budget	Annual Budget
5214-00 · Social Takeover	0.00	1,100.00	6,688.34	5,300.00	13,000.00
5215-00 · Content Campaign-Local Luminary	0.00	0.00	13,500.00	11,000.00	22,000.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>20,300.00</b>	<b>26,459.00</b>	<b>116,757.40</b>	<b>128,712.00</b>	<b>301,080.00</b>
<b>6000-00 · CONFERENCE SALES</b>					
6002-00 · Destination Print	6,000.00	6,000.00	8,800.00	8,500.00	20,500.00
6003-00 · Geo-Fence Targeting	785.24	800.00	3,000.00	2,900.00	3,000.00
6004-00 · Email	2,500.00	850.00	5,050.00	4,250.00	10,200.00
6004-01 · Newsletter	0.00	1,650.00	0.00	1,650.00	5,950.00
6005-00 · Paid Media	818.52	1,234.00	3,937.11	5,286.00	12,154.00
6006-00 · CVENT	0.00	0.00	13,196.46	13,196.00	13,196.00
6007-00 · Creative Production	2,783.75	2,000.00	10,276.75	8,000.00	20,000.00
6008-00 · Conference PR / Social Outreach	1,000.00	1,000.00	5,000.00	5,000.00	12,000.00
6010-00 · Collateral Production	0.00	0.00	0.00	2,500.00	7,500.00
6018-00 · MCC Media Commission	2,992.52	1,370.00	5,823.98	4,653.00	8,450.00
6018-01 · MCC Digital Ad Serving	0.00	0.00	34.98	200.00	200.00
6019-00 · Conference Direct Partnership	0.00	0.00	0.00	5,000.00	5,000.00
6128-00 · HelmsBriscoe Strategic Partner	500.00	0.00	2,500.00	0.00	6,000.00
6152-00 · Client Events / Opportunities	1,332.59	0.00	7,115.16	7,500.00	18,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	690.03	500.00	10,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>18,712.62</b>	<b>14,904.00</b>	<b>65,424.47</b>	<b>69,135.00</b>	<b>152,150.00</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	202.67	250.00	2,807.17	2,250.00	7,000.00
6115-00 · Chicago Holiday Showcase	0.00	0.00	0.00	0.00	3,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	3,554.00	2,500.00	3,000.00
6118-00 · ASAE Annual	0.00	0.00	5,945.97	4,250.00	4,250.00
6120-00 · AFW Client Event	0.00	0.00	820.83	3,000.00	3,000.00
6120-01 · Sac River Cats Client Event	0.00	0.00	2,002.97	3,000.00	3,000.00
6127-00 · CalSAE Annual	30.75	0.00	153.75	0.00	6,700.00
6136-00 · Mountain Travel Symposium	0.00	0.00	0.00	0.00	4,895.00
6143-00 · Connect Marketplace	0.00	0.00	2,402.34	2,500.00	10,000.00
6144-00 · ASAE XDP	0.00	2,500.00	0.00	2,500.00	4,000.00
6150-01 · Luxury Meeting Summit Northwest	0.00	0.00	1,650.00	1,500.00	3,000.00
6150-02 · Luxury Summit Meeting Texas	0.00	0.00	3,300.00	4,500.00	4,500.00
6150-03 · Luxury Meeting Summit NorCal	0.00	0.00	1,650.00	1,500.00	2,800.00
6150-05 · Luxury Meeting Summit PHX/SD/OC	0.00	0.00	3,300.00	4,200.00	4,200.00
6151-00 · Destination CA	0.00	0.00	0.00	0.00	1,500.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	5,500.00
6156-00 · Connect California	0.00	0.00	0.00	3,750.00	5,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	3,750.00	4,000.00
6156-03 · Connect New England	0.00	0.00	112.00	3,750.00	6,250.00
6156-04 · Connect Georgia	3,700.00	2,000.00	3,700.00	5,750.00	5,750.00
6157-00 · HPN Partner Conference	1,102.26	2,005.00	3,717.80	3,700.00	3,700.00
6157-01 · HPN Spring Training CE (RSCVA)	0.00	0.00	0.00	0.00	3,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	1,038.15	500.00	1,500.00
6160-01 · AllThingsMeetings East Bay	1,161.44	1,500.00	1,756.44	2,000.00	2,000.00
6161-00 · Connect Southwest	0.00	0.00	0.00	3,750.00	4,450.00
6162-00 · Connect Tech & Medical	0.00	0.00	4,745.85	5,250.00	5,250.00
6163-00 · Connect Financial	0.00	0.00	0.00	3,750.00	5,250.00
6164-00 · Connect Mountain Incentive	0.00	0.00	0.00	3,750.00	5,250.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	0.00	5,000.00
6166-00 · Sports Commission	0.00	0.00	0.00	0.00	2,900.00
6167-00 · Nor Cal DMO	0.00	0.00	0.00	1,500.00	4,500.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>6,197.12</b>	<b>8,255.00</b>	<b>42,657.27</b>	<b>72,900.00</b>	<b>134,145.00</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	2,568.88	0.00	10,714.44	18,000.00	51,000.00
5009-00 · Fulfillment / Mail	309.99	0.00	9,062.94	7,000.00	13,000.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	50,000.00	50,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,000.00	0.00	2,250.00
7001-00 · Miscellaneous	0.00	250.00	0.00	1,250.00	3,000.00
7002-00 · CRM Subscription	833.33	0.00	4,166.65	10,000.00	10,000.00
7003-00 · IVCBVB Entertainment Fund	457.50	0.00	1,592.23	2,000.00	8,000.00
7004-00 · Research	113.72	0.00	3,908.72	0.00	45,000.00
7005-00 · Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	45,000.00
7007-00 · Destimetrics / DMX	0.00	0.00	16,675.00	16,676.00	33,352.00
7008-00 · Opportunistic Funds	682.64	6,600.00	75,960.98	6,600.00	16,600.00
7009-00 · Tahoe Cam Usage	531.00	177.00	531.00	885.00	2,124.00
8700-00 · Automobile Expense*	383.68	200.00	2,568.64	1,000.00	2,400.00
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	0.00	(5,779.00)	0.00	0.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>5,880.74</b>	<b>7,227.00</b>	<b>186,401.60</b>	<b>128,411.00</b>	<b>346,726.00</b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2018

Accrual Basis

	Nov 18	Budget	Jul - Nov 18	YTD Budget	Annual Budget
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	3,583.33	3,750.00	17,916.65	18,750.00	45,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	13,727.88	10,000.00	20,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<u>3,583.33</u>	<u>3,750.00</u>	<u>31,644.53</u>	<u>28,750.00</u>	<u>65,000.00</u>
<b>Total Expense</b>	<u>116,463.64</u>	<u>180,178.00</u>	<u>868,816.84</u>	<u>932,208.00</u>	<u>2,409,825.00</u>
<b>Net Income</b>	<u><u>84,893.36</u></u>	<u><u>21,179.00</u></u>	<u><u>240,619.16</u></u>	<u><u>177,223.00</u></u>	<u><u>(3.00)</u></u>