

North Lake Tahoe Resort Association
Assumptions for the Proposed 2011-2012 Revised Budget
Compared to the Forecast FY 06/30/11 and Actual FY 06/30/10
October 20, 2011 Revise
(Grey area indicates change from Original Approved Budget)

Marketing

Revenues

- Placer County Payments: Increase of \$221,232 with full allocation of Carryover funds in current budget where in previous year final 50% of carryover released later in the year.

Expenses

- Salaries decreased \$22,994 with shift of employee resource to Visitor Information.
- Marketing Research: Increase of \$40,000 for ad awareness studies, focus groups and brand review. Increase of \$48,000 for Summer Intercept Survey and Destination and Drive Market Focus Group Study.
- Special Events: Decrease of 40%, (\$73,000), for a total funding of (\$109,000). This includes funding for possible Amgen Tour of California Stage. Increase Special Event Sponsorship funding by \$35,000 for marquee event sponsorship opportunities.
- Miscellaneous Marketing Programs: Increase of \$88,000 for a total funding of \$193,000. This includes High Notes Campaign, Late Summer Fall Event Program and resources for a new initiative execution and revising and reprinting of the Resorts and Town In-Market Map.
- Marketing Cooperative/ Media: Increase of \$118,000 to the Marketing Cooperative with the addition of a Percentage of Fund Balance Carryover.
- Reserve: Increase of \$29,000 to fund Marketing Reserve requirement. Added an additional \$16,000 to Marketing Reserves from Fund Balance Carryover.

Conference

Revenues

- Placer County Payments: Increase of 18%, \$56,000.

Expenses

- Salary/Benefits: Increase of 30%, \$44,000 for new sales position for Conference.
- Marketing Cooperative/ Media: Decrease of 16%, (\$36,000) to the Marketing Cooperative.

North Lake Tahoe Resort Association Budget Proposal for the 12 Months Ending June 30, 2012															
Marketing												FYE 6/30/2012	FYE 6/30/2011		
Description	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	Budget	Forecast
Unrestricted Support (Non TOT Revenue)	0	0	75,000	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	1,689,348	75,000	80,253
Special Events/Functions	0	0	0	0	200	3,000	3,000	3,700	1,000	300	300	0	75,000	11,500	10,513
Commissions	0	0	75,000	0	0	3,000	3,000	3,700	1,000	300	300	0	86,500	86,500	90,766
Total Unrestricted Supp	0	0	75,000	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	1,689,348	75,000	80,253
County Funding	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	1,689,348	1,689,348	1,994,311
Placer County Payments	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	1,689,348	1,689,348	1,994,311
Fund Balance Carryover	0	0	0	0	0	0	0	0	0	0	0	0	406,293	406,293	0
Total County Funding	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	140,779	2,095,641	2,095,641	1,994,311
Total Support	140,779	140,779	215,779	163,516	163,716	166,516	200,127	200,827	198,127	197,427	197,427	197,121	2,182,141	2,182,141	2,085,077
Functional Expenses	20,166	20,166	20,166	20,166	33,403	18,403	18,403	18,403	18,403	18,403	18,403	18,403	242,892	242,892	229,437
Salary	20,166	20,166	20,166	20,166	33,403	18,403	18,403	18,403	18,403	18,403	18,403	18,403	242,892	242,892	229,437
PR Tax	1,613	1,613	1,613	1,613	1,373	1,373	1,373	1,373	1,373	1,373	1,373	1,373	17,436	17,436	20,938
Health Ins	2,617	2,617	2,617	2,617	2,570	2,570	2,570	2,570	2,570	2,570	2,570	2,570	31,028	31,028	32,111
Workman's Comp	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,200	1,525
401K	737	737	737	737	737	737	737	737	737	737	737	737	8,844	8,844	11,749
Subtotal Salary/Benefits	25,233	25,233	25,233	25,233	38,183	23,183	23,183	23,183	23,183	23,183	23,183	23,183	301,400	301,400	295,760
Rent/Util/R&M/Cleaning	2,050	2,050	2,050	2,050	2,050	2,050	2,050	2,050	2,050	2,050	2,050	2,050	24,600	24,600	24,505
Telephone	700	700	700	700	700	700	700	700	700	700	700	700	8,400	8,400	7,857
Internet	30	30	30	30	30	30	30	30	30	30	30	30	360	360	290
Mail	85	85	85	85	85	85	85	85	85	85	85	85	1,020	1,020	1,126
Insurance/Bonding	95	95	95	95	95	95	95	95	95	95	95	95	1,140	1,140	1,146
Supplies	290	290	290	290	290	290	290	290	290	290	290	290	3,480	3,480	3,728
Depreciation	280	280	280	280	280	280	280	280	280	280	280	280	3,360	3,360	4,992
Equip/Support/Maint	150	150	150	150	150	150	150	150	150	150	150	150	1,800	1,800	1,897
Taxes/Licenses	0	233	0	0	0	0	0	0	0	0	0	0	233	233	233
Equip/Rent/Leasing	260	120	120	260	120	120	260	120	120	260	120	120	2,000	2,000	1,986
Training Seminars	0	0	1,000	0	0	1,000	0	0	1,000	0	0	1,000	4,000	4,000	0
Marketing Research	0	0	40,000	0	0	0	0	28,000	0	0	0	20,000	88,000	88,000	0
Programs	0	0	0	40,000	0	0	0	12,500	12,500	12,500	12,500	109,100	196,600	196,600	196,824
AFW	0	0	75,000	0	0	0	0	0	0	0	0	0	75,000	75,000	79,024
Special Event	500	10,000	500	0	500	7,500	20,500	0	13,000	35,000	45,500	14,000	147,000	147,000	181,563
Promo/Giveaways	0	0	0	0	0	0	0	0	0	0	0	0	7,500	7,500	0
Misc Marketing Programs	17,000	16,000	5,000	0	7,500	25,000	0	0	25,000	0	0	50,488	193,488	193,488	105,871
Marketing Cooperative/Media	66,000	66,000	66,000	66,000	66,000	66,000	84,000	84,000	84,000	84,000	84,000	84,000	900,000	900,000	837,284
Associate Relations	26	0	26	0	0	850	0	0	26	0	0	26	954	954	964
Credit Card Fees	0	0	0	0	100	900	1,100	800	200	100	0	0	3,200	3,200	2,921
Auto	65	65	65	65	65	65	65	65	65	65	65	65	780	780	1,099
Local Meals/Ent	200	200	200	200	200	200	200	200	200	200	200	200	2,400	2,400	2,867
Dues Publication	1,660	5,000	0	0	0	36	0	15	630	0	1,500	0	8,841	8,841	2,942
Travel	0	0	1,000	0	0	1,000	0	2,000	1,000	1,000	2,293	1,293	9,493	9,493	4,994
Reserve	2,382	2,382	2,382	2,382	4,382	4,382	4,382	4,382	4,382	4,382	4,382	4,382	44,584	44,584	70,000
Allocated	12,709	12,709	12,709	12,709	12,709	12,709	12,709	12,709	12,709	12,709	12,709	12,709	152,508	152,508	226,780
Total Functional Expense	129,715	141,622	192,915	152,029	200,939	159,125	162,579	169,854	181,695	177,079	190,339	324,250	2,182,141	2,182,141	2,076,653
Change in Net Assets	11,064	-843	22,864	11,487	-37,223	7,391	37,548	30,973	16,432	20,348	7,088	-127,129	0	0	8,424

North Lake Tahoe Resort Association Budget Proposal for the 12 Months Ending June 30, 2012												North Lake Tahoe Resort Association Budget Proposal for the 12 Months Ending June 30, 2012											
Conference												Conference											
Description	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Total	FYE 6/30/2012	FYE 6/30/2011								
Unrestricted Support (Non TOT Revenue)	678	678	678	678	678	678	678	678	678	678	678	678	8,136	8,136	8,200								
Member Dues	17,000	15,000	15,000	11,000	15,000	15,000	4,000	15,000	13,000	7,000	18,000	15,000	130,000	130,000	119,911								
Comm/Booking	17,678	15,678	15,678	11,678	678	678	4,678	15,678	13,678	7,678	18,678	15,678	138,136	138,136	128,111								
Total Unrestricted Supp																							
County Funding	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	30,500	366,000	366,000	310,004								
Placer County Payments																							
Fund Balance Carryover														0									
Total County Funding																							
Total Support	48,178	46,178	46,178	42,178	31,178	31,178	35,178	46,178	44,178	38,178	49,178	46,178	504,136	504,136	438,115								
Functional Expenses																							
Salary	11,970	7,980	7,980	9,905	13,336	17,630	11,836	11,836	11,836	11,836	11,836	11,836	139,817	139,817	98,921								
Commissions	1,360	1,200	1,200	880	-	-	320	1,200	1,040	560	1,440	1,200	10,400	10,400	18,000								
PR Tax	1,080	744	744	874	1,080	1,428	985	1,056	1,043	1,004	1,075	1,056	12,168	12,168	9,174								
Health Ins	1,425	1,425	1,425	1,425	1,425	1,425	1,425	1,925	1,925	1,925	1,925	1,925	19,600	19,600	14,390								
Workman's Comp	49	49	49	49	49	60	60	60	60	60	60	60	665	665	762								
401K	800	551	551	647	800	1,058	729	782	773	744	797	782	9,013	9,013	6,757								
Subtotal Salary/Benefits	16,684	11,948	11,948	13,780	16,690	21,601	15,355	16,859	16,677	16,129	17,133	16,859	191,663	191,663	148,004								
Rent/Util/R&M/Cleaning	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	1,050	12,600	12,600	12,494								
Telephone	250	250	250	250	250	250	250	250	250	250	250	250	3,000	3,000	3,211								
Mail	40	40	40	40	40	40	40	40	40	40	40	40	480	480	415								
Insurance/Bonding	50	50	50	50	50	50	50	50	50	50	50	50	600	600	596								
Supplies	150	150	150	150	150	150	150	150	150	150	150	150	1,800	1,800	2,082								
Depreciation	150	150	150	150	150	150	150	150	150	150	150	150	1,800	1,800	2,520								
Equip/Support/Maint	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1,200	1,411								
Taxes/Licenses	0	121	0	0	0	0	0	0	0	0	0	0	121	121	121								
Equip/Rent/Leasing	180	100	100	180	100	100	180	100	100	180	100	180	1,600	1,600	1,616								
Marketing Cooperative/Media	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	192,000	192,000	228,428								
Conference-PUD													12,500	12,500	15,000								
Associate Relations	13	0	10	0	0	450	0	0	10	0	9	0	492	492	510								
Auto	15	15	15	15	15	15	15	15	15	15	15	15	180	180	203								
Local Meals/ Ent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	120								
Dues Publication	0	0	0	720	0	0	0	400	0	0	300	0	1,420	1,420	1,865								
Capital	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0								
Allocated	6,890	6,890	6,890	6,890	6,890	6,890	6,890	6,890	6,890	6,890	6,890	6,890	82,680	82,680	55,920								
Total Functional Expense	41,572	36,864	36,753	39,375	41,485	46,846	40,230	42,054	41,482	41,004	42,237	54,234	504,136	504,136	474,516								
Change in Net Assets	6,606	9,314	9,425	2,803	-10,307	-15,668	-5,052	4,124	2,696	-2,826	6,941	-8,056	0	0	(36,401)								