

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

October 2018

Accrual Basis

	Oct 18	Budget	Jul - Oct 18	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	131,000.00	131,000.00	417,468.00	417,468.00	942,000.00
4001-00 · NLTRA Funding	121,652.00	121,652.00	486,611.00	486,606.00	1,459,822.00
4004-00 · IVCBVB Entertainment	2,000.00	2,000.00	4,000.00	4,000.00	8,000.00
Total Income	254,652.00	254,652.00	908,079.00	908,074.00	2,409,822.00
Gross Profit	254,652.00	254,652.00	908,079.00	908,074.00	2,409,822.00
Expense					
5000-00 · CONSUMER MARKETING					
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	0.00	3,063.00	4,000.00	50,000.00
5004-00 · Trip Advisor	3,329.78	3,125.00	14,135.50	12,500.00	95,000.00
5005-00 · Paid Social	3,433.61	6,900.00	29,585.82	39,200.00	135,000.00
5005-01 · Digital Display	10,785.43	6,963.00	31,227.93	37,864.00	115,004.00
5005-02 · Retargeting Video	0.00	570.00	0.00	3,110.00	10,000.00
5007-00 · Creative Production	24,487.45	15,000.00	50,401.95	41,000.00	121,000.00
5010-00 · Account Strategy & Management	7,000.00	7,000.00	28,000.00	28,000.00	84,000.00
5010-01 · Digital Management & Reporting	3,000.00	3,000.00	12,000.00	12,000.00	36,000.00
5010-02 · Website Strategy & Analysis	2,000.00	2,000.00	8,000.00	8,000.00	24,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	95,000.00
5015-00 · Video	0.00	0.00	4,754.59	6,000.00	25,000.00
5017-00 · Rich Media	0.00	0.00	20,000.00	0.00	50,000.00
5018-00 · Media Commission	4,239.88	2,939.00	18,933.48	24,293.00	98,796.00
5018-01 · Digital Ad Serving	0.00	625.00	245.57	2,500.00	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	2,457.11	2,500.00	14,928.59	15,000.00	50,000.00
5022-00 · Email	5,100.00	2,550.00	12,877.50	10,200.00	45,000.00
5023-00 · Additional Opportunities	0.00	0.00	0.00	0.00	40,479.00
5025-00 · Expedia	0.00	7,500.00	0.00	15,000.00	30,000.00
Total 5000-00 · CONSUMER MARKETING	65,833.26	60,672.00	285,625.58	306,167.00	1,175,279.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	1,660.00	500.00	1,660.00	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	166.67	0.00	328.64	1,000.00	3,500.00
5113-00 · Additional Opportunities	580.83	0.00	4,203.96	1,000.00	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	0.00	0.00	374.45	1,000.00	4,750.00
5131-00 · FAMS -Intl - Travel Trade	861.42	1,500.00	55.95	2,250.00	6,500.00
5132-00 · FAMS -Intl - Media	0.00	1,000.00	1,331.83	4,000.00	12,000.00
5133-00 · Ski-Tops	0.00	800.00	0.00	800.00	3,250.00
5134-00 · Intl Marketing - Additional Opp	0.00	3,000.00	0.00	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	0.00	0.00	5,500.00	0.00	13,000.00
5141-00 · Australian Sales Mission	2,455.55	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	2,195.00	0.00	2,195.00	0.00	5,500.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	9,000.00
5145-00 · TIA Annual Dues	0.00	0.00	0.00	0.00	2,500.00
5146-00 · UK / Black Diamond	7,500.00	11,250.00	15,000.00	22,500.00	45,000.00
5147-00 · AUS / Gate 7	2,566.67	10,250.00	20,266.67	20,500.00	41,000.00
5149-00 · Mexico Program	0.00	0.00	24.48	0.00	5,000.00
5150-00 · China Program	0.00	5,000.00	3,550.77	8,500.00	8,500.00
5151-00 · RTO West	1,895.00	0.00	1,895.00	0.00	4,195.00
5152-00 · Go West	0.00	0.00	0.00	0.00	1,500.00
5154-00 · Canada	1,541.62	3,000.00	17,151.86	10,000.00	25,000.00
5155-00 · California Star Program	0.00	0.00	0.00	3,500.00	3,500.00
Total 5110-00 · LEISURE SALES	21,422.76	36,300.00	78,516.16	78,550.00	235,445.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200.00	2,200.00	8,800.00	8,800.00	26,400.00
5201-00 · National, Regional, & Local PR	5,000.00	5,000.00	20,000.00	20,000.00	60,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,800.00	1,800.00	7,200.00	7,200.00	21,600.00
5204-00 · Media Mission(s)	1,550.00	5,300.00	1,550.00	5,300.00	10,600.00
5206-00 · Digital Buy/ Social Media Boost	500.00	500.00	2,000.00	2,000.00	6,000.00
5207-00 · Content Campaigns/Tools-My Emma	300.00	300.00	1,200.00	1,200.00	3,600.00
5208-00 · International Travel Media FAMS	0.00	0.00	2,466.03	3,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	2,868.32	3,209.00	7,953.03	12,833.00	38,500.00
5210-00 · Content Dev - Newsletters	2,000.00	2,000.00	8,000.00	8,000.00	24,000.00
5211-00 · Social Media Strategy & Mgmt	4,000.00	4,000.00	16,000.00	16,000.00	48,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	1,100.00	1,100.00	8,900.00
5213-00 · Facebook Live	0.00	0.00	0.00	1,620.00	6,480.00

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5214-00 · Social Takeover	6,688.34	1,100.00	6,688.34	4,200.00	13,000.00
5215-00 · Content Campaign-Local Luminary	6,750.00	11,000.00	13,500.00	11,000.00	22,000.00
Total 5200-00 · PUBLIC RELATIONS	33,656.66	36,409.00	96,457.40	102,253.00	301,080.00
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	2,800.00	2,500.00	2,800.00	2,500.00	20,500.00
6003-00 · Geo-Fence Targeting	785.23	800.00	2,214.76	2,100.00	3,000.00
6004-00 · Email	1,700.00	850.00	2,550.00	3,400.00	10,200.00
6004-01 · Newsletter	0.00	0.00	0.00	0.00	5,950.00
6005-00 · Paid Media	1,525.23	792.00	3,118.59	4,052.00	12,154.00
6006-00 · CVENT	13,196.46	0.00	13,196.46	13,196.00	13,196.00
6007-00 · Creative Production	2,291.00	1,000.00	7,493.00	6,000.00	20,000.00
6008-00 · Conference PR / Social Outreach	1,000.00	1,000.00	4,000.00	4,000.00	12,000.00
6010-00 · Collateral Production	0.00	0.00	0.00	2,500.00	7,500.00
6018-00 · MCC Media Commission	2,260.50	642.00	2,831.46	3,283.00	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	2,000.00	0.00	6,000.00
6152-00 · Client Events / Opportunities	(813.64)	7,500.00	5,782.57	7,500.00	18,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	690.03	500.00	10,000.00
Total 6000-00 · CONFERENCE SALES	25,244.78	15,084.00	46,711.85	54,231.00	152,150.00
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	(187.75)	500.00	2,604.50	2,000.00	7,000.00
6115-00 · Chicago Holiday Showcase	0.00	0.00	0.00	0.00	3,000.00
6116-00 · CalSAE Seasonal Spectacular	3,554.00	0.00	3,554.00	2,500.00	3,000.00
6118-00 · ASAE Annual	4,940.09	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	200.00	0.00	2,002.97	3,000.00	3,000.00
6127-00 · CalSAE Annual	30.75	0.00	123.00	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	0.00	0.00	0.00	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	3,000.00	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	0.00	0.00	0.00	3,750.00	5,750.00
6157-00 · HPN Partner Conference	465.54	0.00	2,615.54	1,695.00	3,700.00
6157-01 · HPN Spring Training CE (RSCVA)	0.00	0.00	0.00	0.00	3,000.00
6160-00 · AllThingsMeetings Silcon Valley	0.00	0.00	1,038.15	500.00	1,500.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	595.00	500.00	2,000.00
6161-00 · Connect Southwest	0.00	0.00	0.00	3,750.00	4,450.00
6162-00 · Connect Tech & Medical	4,095.78	1,500.00	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
Total 6100-00 · TRADE SHOWS	13,098.41	5,000.00	36,460.15	64,645.00	134,145.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0.00	9,000.00	8,145.56	18,000.00	51,000.00
5009-00 · Fulfillment / Mail	409.99	3,500.00	8,752.95	7,000.00	13,000.00
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	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	1,000.00	3,000.00
7002-00 · CRM Subscription	833.33	0.00	3,333.32	10,000.00	10,000.00
7003-00 · IVCBVB Entertainment Fund	180.33	0.00	1,134.73	2,000.00	8,000.00
7004-00 · Research	3,795.00	0.00	3,795.00	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	8,337.50	8,338.00	16,675.00	16,676.00	33,352.00
7008-00 · Opportunistic Funds	10,673.83	0.00	75,278.34	0.00	16,600.00
7009-00 · Tahoe Cam Usage	0.00	177.00	0.00	708.00	2,124.00
8700-00 · Automobile Expense*	298.72	200.00	2,184.96	800.00	2,400.00
7000-00 · COMMITTED & ADMIN EXPENSES - Other	(5,779.00)	0.00	(5,779.00)	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	43,749.70	46,465.00	180,520.86	121,184.00	346,726.00

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8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	3,583.33	3,750.00	14,333.32	15,000.00	45,000.00
8003-00 · Website Hosting Maintenance	13,727.88	5,000.00	13,727.88	10,000.00	20,000.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	17,311.21	8,750.00	28,061.20	25,000.00	65,000.00
Total Expense	220,316.78	208,680.00	752,353.20	752,030.00	2,409,825.00
Net Income	34,335.22	45,972.00	155,725.80	156,044.00	(3.00)