



north lake tahoe

Chamber | CVB | Resort Association

NLTMC Financial Reports

Date: 11/26/18

To: North Lake Tahoe Marketing Committee

From: Bonnie Bavetta, CFO NLTRA

RE: Report for October 31, 2018

Summary of preliminary NLTMC financial results for October 31, 2018:

- Cash at month end of \$424,00 essentially matched prior year
- Prepaid expenses of \$42,000 were up from \$7,000 in prior year due to Connect Marketplace (\$29,000) and VisaVue (\$5,000) payments that will be expensed over the contract period
- Accounts payable and credit cards payable of \$67,000 were down from \$103,000 due to prompt pay in current year
- Unrestricted Net Asset balance of \$189,000 reflected the unspent funding balance from prior years
- Net income YTD of \$228,061 was \$67,000 greater than the same time last year

- Net positive operating results for NLTMC YTD of \$228,000 were \$72,000 better than budget;
 - Consumer marketing expenditures of \$257,000 were \$49,000 below budget due to timing,
 - Leisure sales expenditures of \$79,000 were on budget,
 - Public relations expenditures of \$96,000 were \$6,000 below budget,
 - Conference sales expenditures of \$41,000 were \$13,000 below budget due to timing,
 - Trade show expenditures of \$36,000 were below budget \$28,000 due to timing (Connect Marketplace in prepaid),
 - Committed and admin expenses of \$156,000 were over budget \$34,000, primarily a result of \$25,000 under budget in Reno Air Services expenditures due to timing, offset by \$75,000 in unbudgeted expenditures for the Hidden Gems production. The Hidden Gem expenditures were intended to be funded from the prior years' funding balance.

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of October 31, 2018

Accrual Basis

	Oct 31, 18	Oct 31, 17	\$ Change	% Change	Jun 30, 18
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	424,226.61	425,424.39	(1,197.78)	(0.28%)	479,914.08
Total Checking/Savings	424,226.61	425,424.39	(1,197.78)	(0.28%)	479,914.08
Accounts Receivable					
1200-00 · Accounts Receivable	8,118.45	8,014.63	103.82	1.3%	145,394.02
Total Accounts Receivable	8,118.45	8,014.63	103.82	1.3%	145,394.02
Other Current Assets					
1350-00 · Security Deposits	100.00	0.00	100.00	100.0%	100.00
Total Other Current Assets	100.00	0.00	100.00	100.0%	100.00
Total Current Assets	432,445.06	433,439.02	(993.96)	(0.23%)	625,408.10
Other Assets					
1400-00 · Prepaid Expenses	42,443.68	6,608.31	35,835.37	542.28%	6,289.36
Total Other Assets	42,443.68	6,608.31	35,835.37	542.28%	6,289.36
TOTAL ASSETS	<u>474,888.74</u>	<u>440,047.33</u>	<u>34,841.41</u>	<u>7.92%</u>	<u>631,697.46</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	118,052.59	94,602.01	23,450.58	24.79%	442,239.32
Total Accounts Payable	118,052.59	94,602.01	23,450.58	24.79%	442,239.32
Credit Cards					
2080 · Bank of the West Credit Cards					
2080-13 MC_6193 Daphne	2,799.66	0.00	2,799.66	100.0%	0.00
2080-02 · MC_4222 Jason	240.81	1,677.76	(1,436.95)	(85.65%)	0.00
2080-05 · MC_2107 Greg	1,871.47	5,392.96	(3,521.49)	(65.3%)	0.00
2080-09 · MC_3126 Sarah	6,765.67	1,528.90	5,236.77	342.52%	25.40
2080-11 · MC_3978_Amber	0.00	100.00	(100.00)	(100.0%)	0.00
Total 2080 · Bank of the West Credit Cards	11,677.61	8,699.62	2,977.99	34.23%	25.40
Total Credit Cards	11,677.61	8,699.62	2,977.99	34.23%	25.40
Total Current Liabilities	129,730.20	103,301.63	26,428.57	25.58%	442,264.72
Total Liabilities	129,730.20	103,301.63	26,428.57	25.58%	442,264.72
Equity					
32000 · Unrestricted Net Assets	189,432.74	176,268.43	13,164.31	7.47%	176,268.43
Net Income	155,725.80	160,477.27	(4,751.47)	(2.96%)	13,164.31
Total Equity	345,158.54	336,745.70	8,412.84	2.5%	189,432.74
TOTAL LIABILITIES & EQUITY	<u>474,888.74</u>	<u>440,047.33</u>	<u>34,841.41</u>	<u>7.92%</u>	<u>631,697.46</u>

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of October 31, 2018

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Black Diamond Agency Ltd*	0.00	0.00	249.82	2,000.00	0.00	2,249.82
National Air Filtration Association	1,177.61	0.00	0.00	0.00	0.00	1,177.61
NLTRA*	0.00	0.00	-10.00	10.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	3,286.11	3,286.11
Tahoe Mountain Lodging	-375.00	0.00	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
TOTAL	<u>802.61</u>	<u>0.00</u>	<u>239.82</u>	<u>2,010.00</u>	<u>5,066.02</u>	<u>8,118.45</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of October 31, 2018

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
AugustineIdeas	197.23	0.00	0.00	0.00	0.00	197.23
Black Diamond Agency Ltd	7,500.00	0.00	0.00	0.00	0.00	7,500.00
Check Six Production, Inc.	6,964.40	0.00	0.00	0.00	0.00	6,964.40
Fallon Multimedia	-3,583.33	0.00	0.00	0.00	0.00	-3,583.33
IVCB Visitors Bureau	754.40	0.00	0.00	0.00	0.00	754.40
Jason Neary	204.29	0.00	0.00	0.00	0.00	204.29
Niel Kasper	0.00	362.50	0.00	0.00	0.00	362.50
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
Richter7	33,608.18	0.00	0.00	0.00	0.00	33,608.18
Sarah Winters	210.38	0.00	0.00	0.00	0.00	210.38
Smith & Jones, Inc.	13,727.88	0.00	0.00	0.00	0.00	13,727.88
The Abbi Agency, Inc	33,106.66	0.00	0.00	0.00	0.00	33,106.66
TOTAL	<u><u>117,690.09</u></u>	<u><u>362.50</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>118,052.59</u></u>

**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	6,983.00	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

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

October 2018

Accrual Basis

	Oct 18	Budget	Jul - Oct 18	YTD Budget	Annual Budget
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 · MCG Media Commission	2,260.50	642.00	2,831.46	3,283.00	8,450.00
6018-01 · MCC Digital Ad Servng	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	162,150.00
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 Silicon 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

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

October 2018

Accrual Basis

	Oct 18	Budget	Jul - Oct 18	YTD Budget	Annual Budget
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)

11:07 AM

North Lake Tahoe Marketing Cooperative

11/16/18

General Ledger

Accrual Basis

As of October 31, 2018

Type	Date	Num	Adj	Name	Memo	Split	Debit	Credit	Balance
Total 6140-00 · Assoc Swing for Charity Tour.									0.00
6141-00 · Elevate Tahoe									0.00
Total 6141-00 · Elevate Tahoe									0.00
62400 · Depreciation Expense									0.00
Total 62400 · Depreciation Expense									0.00
62500 · Dues and Subscriptions									0.00
Total 62500 · Dues and Subscriptions									0.00
63300 · Insurance Expense									0.00
Total 63300 · Insurance Expense									0.00
63400 · Interest Expense									0.00
Total 63400 · Interest Expense									0.00
64200 · Marketing Expense									0.00
Total 64200 · Marketing Expense									0.00
64300 · Meals and Entertainment									0.00
Total 64300 · Meals and Entertainment									0.00
64900 · Office Supplies									0.00
Total 64900 · Office Supplies									0.00
66000 · Payroll Expenses									0.00
Total 66000 · Payroll Expenses									0.00
66700 · Professional Fees									0.00
Total 66700 · Professional Fees									0.00
67100 · Rent Expense									0.00
Total 67100 · Rent Expense									0.00
67200 · Repairs and Maintenance									0.00
Total 67200 · Repairs and Maintenance									0.00
68100 · Telephone Expense									0.00
Total 68100 · Telephone Expense									0.00
68400 · Travel Expense									0.00
Total 68400 · Travel Expense									0.00
68600 · Utilities									0.00
Total 68600 · Utilities									0.00
7000-00 · COMMITTED & ADMIN EXPENSES									136,771.16
5008-00 · Cooperative Programs									8,145.56
Total 5008-00 · Cooperative Programs									8,145.56
5009-00 · Fulfillment / Mail									8,342.96
Bill	10/31/2018	5130		IVCB Visitors Bureau	-MULTIPLE-	2000-00 · Acco...	409.99		8,752.95
Total 5009-00 · Fulfillment / Mail							409.99	0.00	8,752.95
5021-00 · RASC-Reno Air Service Corp									25,000.00
Bill	10/31/2018	251_N...		Regional Air Service ...	RASC Membe...	2000-00 · Acco...	12,500.00		37,500.00
Bill	10/31/2018	250_N...		Regional Air Service ...	RASC Membe...	2000-00 · Acco...	12,500.00		50,000.00
Total 5021-00 · RASC-Reno Air Service Corp							25,000.00	0.00	50,000.00
5122-00 · SSMC Shipping - Sierra Ski Mkt									0.00
Total 5122-00 · SSMC Shipping - Sierra Ski Mkt									0.00
5123-00 · HSVC - High Sierra Visitors									2,000.00
Total 5123-00 · HSVC - High Sierra Visitors									2,000.00
7001-00 · Miscellaneous									0.00
Total 7001-00 · Miscellaneous									0.00
7002-00 · CRM Subscription									2,499.99
General Journal	10/31/2018	3618	*		IDSS Q1 billin...	-SPLIT-	833.33		3,333.32
Total 7002-00 · CRM Subscription							833.33	0.00	3,333.32
7003-00 · IVCBVB Entertainment Fund									954.40
Credit Card Charge	10/08/2018	34653		Misc Non-1099 Vendor	UK SuperFAM...	2080-09 · MC_...	135.92		1,090.32
Credit Card Charge	10/09/2018	31662		Misc Non-1099 Vendor	drinks at lunc...	2080-09 · MC_...	25.00		1,115.32
Bill	10/31/2018	Winter...		Sarah Winters	Drinks Montre...	2000-00 · Acco...	19.41		1,134.73
Total 7003-00 · IVCBVB Entertainment Fund							180.33	0.00	1,134.73
7004-00 · Research									0.00
General Journal	10/31/2018	3618	*		VisaVue Quar...	7002-00 · CRM...	3,795.00		3,795.00
Total 7004-00 · Research							3,795.00	0.00	3,795.00
7005-00 · Film Festival									15,000.00
Total 7005-00 · Film Festival									15,000.00
7006-00 · Special Events									0.00
Total 7006-00 · Special Events									0.00
7007-00 · Destimetrics / DMX									8,337.50

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Accrual Basis

**North Lake Tahoe Marketing Cooperative
General Ledger
As of October 31, 2018**

Type	Date	Num	Adj	Name	Memo	Split	Debit	Credit	Balance
Bill	10/01/2018	50013...		Sterling Valley Syste...	Qrly Payment...	2000-00 · Acco...	8,337.50		16,675.00
Total 7007-00 · Destlimetrics / DMX							8,337.50	0.00	16,675.00
7008-00 · Opportunistic Funds									
Credit Card Charge	10/01/2018			Misc Non-1099 Vendor	Coffee for Pel...	2080-13 MC_6...	9.75		64,604.51
Credit Card Charge	10/01/2018	386486		Misc Non-1099 Vendor	Lunch for cre...	2080-13 MC_6...	58.74		64,614.26
Credit Card Charge	10/01/2018	1048653		Misc Non-1099 Vendor	Dinner for cre...	2080-13 MC_6...	102.07		64,673.00
Credit Card Charge	10/01/2018			Uber	Trans for Ales...	2080-13 MC_6...	58.53		64,775.07
Credit Card Charge	10/01/2018	103-7...		Misc Non-1099 Vendor	lunch for crew...	2080-13 MC_6...	104.17		64,833.60
Credit Card Charge	10/01/2018	417599		Misc Non-1099 Vendor	trans from Ril...	2080-13 MC_6...	185.00		64,937.77
Credit Card Charge	10/01/2018			Uber	trans back to ...	2080-13 MC_6...	59.20		65,122.77
Credit Card Charge	10/01/2018	610874		Granlibakken Resort*	lodging for Pe...	2080-13 MC_6...	2,051.80		65,181.97
Credit Card Charge	10/01/2018	610874		Granlibakken Resort*	trans for Fran...	2080-13 MC_6...	98.00		67,233.77
Credit Card Charge	10/01/2018	9036096		Misc Non-1099 Vendor	gas for rental ...	2080-13 MC_6...	72.40		67,331.77
Credit Card Charge	10/01/2018	616		Misc Non-1099 Vendor	Car rental to tr...	2080-05 · MC_...	65.69		67,404.17
Bill	10/01/2018	Green...		Niel Kasper	Peter Greenb...	2000-00 · Acco...	362.50		67,469.86
Credit Card Charge	10/03/2018			Misc Non-1099 Vendor	Carts to carry ...	2080-02 · MC_...	5.00		67,832.36
Credit Card Charge	10/03/2018			Misc Non-1099 Vendor	Carts to carry ...	2080-02 · MC_...	5.00		67,847.36
Credit Card Charge	10/03/2018			Misc Non-1099 Vendor	Carts to carry ...	2080-02 · MC_...	5.00		67,847.36
Bill	10/22/2018	Tahoe...		Check Six Productio...	Travel Expens...	2000-00 · Acco...	6,964.40		74,811.76
General Journal	10/31/2018	3618			Photosheller O...	7002-00 · CRM...	466.58		75,278.34
Total 7008-00 · Opportunistic Funds							10,673.83	0.00	75,278.34
7009-00 · Tahoe Cam Usage									
Total 7009-00 · Tahoe Cam Usage									0.00
8700-00 · Automobile Expense*									
Bill	10/31/2018	Neary...		Jason Neary	Mileage Reim...	2000-00 · Acco...	203.29		1,886.24
Bill	10/31/2018	Winter...		Sarah Winters	Mileage Reim...	2000-00 · Acco...	95.43		2,089.53
Total 8700-00 · Automobile Expense*							298.72	0.00	2,184.96
7000-00 · COMMITTED & ADMIN EXPENSES - Other									
Deposit	10/31/2018	7161			EXL Media rei...	1000-00 · Cash		5,779.00	-5,779.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES - Other							0.00	5,779.00	-5,779.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES							49,526.70	5,779.00	180,520.86
8000-00 · WEBSITE CONTENT & MAINTENANCE									
6170-00 · Computer and Internet Expenses									
Total 6170-00 · Computer and Internet Expenses									0.00
8001-00 · Social Media Contractor									
Total 8001-00 · Social Media Contractor									0.00
8002-00 · Content Manager Contractor									
Bill	10/01/2018	1425		Fallon Multimedia	October 2018 ...	2000-00 · Acco...	3,583.33		10,749.99
Total 8002-00 · Content Manager Contractor							3,583.33	0.00	14,333.32
8003-00 · Website Hosting Maintenance									
Bill	10/31/2018	P1079...		Smith & Jones, Inc.	Programming ...	2000-00 · Acco...	13,727.88		13,727.88
Total 8003-00 · Website Hosting Maintenance							13,727.88	0.00	13,727.88
8000-00 · WEBSITE CONTENT & MAINTENANCE - Other									
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE - Other									0.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE							17,311.21	0.00	28,061.20
No acct									
Total no acct									0.00
TOTAL							1,893,502.06	1,893,502.06	0.00