



FINANCE COMMITTEE AGENDA

Wednesday April 24, 2019 at 3:00 p.m.
NLTRA Conference Room – Upstairs
100 N. Lake Blvd, Tahoe City, CA 96145

To call in:

Dial (605) 475-3220

Enter Participant code: 547298#

FINANCE COMMITTEE

NLTRA Board

Christy Beck
Treasurer

Jim Phelan
Board Member

Committee Members

David Brown
CPA

Mike Salmon
Tahoe Donner
Association

Ramona Cruz
Tahoe City Public
Utility District

Placer County Rep

Erin Casey

NLTRA Staff

Cindy Gustafson
CEO

Bonnie Bavetta
CFO

DeWitt Van Sicen
Staff Accountant
& HR Assistant

Quorum
3 Members with 1
being a Board
Member

- **CALL TO ORDER – ESTABLISH A QUORUM**
- **ROLL CALL**
- **PUBLIC FORUM**
This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.
- **AGENDA AMENDMENTS AND APPROVAL [MOTION]**
- **APPROVAL OF FINANCE COMMITTEE MEETING MINUTES:**
 - **03/27/19 MEETING MINUTES [MOTION] Pg. 1**
- **REVIEW & APPROVAL OF PRELIMINARY MARCH 2019 FINANCIALS:**
 - **Review Staff Report of Financial Performance..... Pg. 2**
 - **NLTRA 3/31/19 Financials Approval [MOTION] Pg. 5**
 - **NLTMC 3/31/19 Financials Review... Pg. 25**
- **ITEMS FOR COMMITTEE REVIEW, DISCUSSION AND/OR RECOMMENDATIONS**
 - **Review of Q3 Reconciliations.....Attachment A**
 - **Review 2018/19 Reforecast**
 - **Review 2019/20 Placer County TOT Funding for NLTRA**
- **SUPPLEMENTAL INFORMATION**
 - **March 2019 Dashboard Report Pg. 32**
- **APPROVAL OF CEO EXPENSES FOR MARCH 2019 [MOTION]..... Pg. 37**
- **AGENDA INPUT FOR NEXT FINANCE COMMITTEE MEETING**
- **NEXT MEETING DATE**
- **COMMITTEE MEMBER COMMENTS**
- **ADJOURN**



FINANCE COMMITTEE MEETING - Minutes Draft

Wednesday March 27, 2019 at 3:00 P.m.
NLTRA Conference Room – Upstairs
100 N. Lake Blvd, Tahoe City, CA 96145

- A. Call to Order – Establish Quorum – Quorum established 3:03pm (3)
- B. Roll Call:
 - Members in Attendance: Jim Phelan – Board Member
 - Members via Phone: Ramona Cruz, Mike Salmon
 - Staff in Attendance: Cindy Gustafson, Bonnie Bavetta, DeWitt VanSiclen, Liz Bowling
- C. Public Forum – No public comment
- D. Agenda Amendments and Approval
 - No amendments to agenda
 - **MOTION** to approve the agenda; Ramona Cruz/Jim Phelan, Approved 3-0-0
- E. Approval of Finance Committee Minutes:
 - **MOTION** to approve February 28, 2019 Finance Committee meeting minutes; Jim Phelan/Mike Salmon, Approved 3-0-0
- F. Items for Committee Review, Discussion and/or Recommendations
 - **Review Staff Report** – Preliminary February 28, 2019 financial results for NLTRA and NLT Marketing Coop were reviewed and discussed.
 - **Auditor recommendation** – Review of five proposals to perform NLTRA audit and tax services for fiscal years 2018/19 through 2022/23.
MOTION to recommend to the NLTRA Board of Directors that McClintock Accountancy be contracted to perform audit and tax services for the five fiscal years of 2018/19 through 2022/2023; Mike Salmon/Ramona Cruz 3-0-0
- G. Approval of February 2019 Preliminary Financials
 - **MOTION** to approve February 28, 2019 preliminary financials for NLTRA; Mike Salmon/ Ramona Cruz, Approved 3-0-0
- H. Supplemental Information
 - Review of February 2019 Dashboard Report
- I. Approval of CEO Expenses for February 2019
 - **MOTION** to approve; Ramona Cruz/Mike Salmon, approved 4-0-0
- J. Agenda Input for Next Finance Committee Meeting
 - Review of 2018/19 fiscal year reforecast
 -
- K. Next Meeting Date – 4/24/19 at 3:00pm
- L. Committee Member Comments
 - Cindy Gustafson shared that TOT receipts were up 12% or \$1.2 million over last year's record breaking collection, and that the NLTRA TOT funding amount should be received shortly.
- M. Adjourn 3:44pm



north lake tahoe

Chamber | CVB | Resort Association

Finance Committee Staff Report

Date: 04/22/19

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta, CFO

RE: Report for March 2019

Summary of preliminary NLTRA financial results for March 31, 2019:

- Cash balance on March 31, 2019 \$659,000 was 13% or \$95,000 less than prior year now primarily due to a reduction to net income, a result of the pay for performance part of the County contract.
- Accounts receivable related to sales commissions totaled \$11,000, down \$19,000 from prior year. Commission collection was slower in prior year and uncollectable receipts remained in the balance; additionally prior year commission revenues exceeded current year by \$11,000.
- The Accounts Receivable – TOT balance of \$327,000 reflected the County TOT funding invoices for the month of March (\$255,730 and \$70,746), plus one from January (\$987). Payment of \$255,730 was received in April.
- Membership dues and other membership related accounts receivable totaled \$29,000, an increase of \$9,000 over prior year. Prior year receivables reflected adjustments for uncollected and unearned balances.
- Accounts receivable – NLTMC of \$27,000 was \$9,000 higher than prior year and represented credit card charges due NLTRA.
- Prepaid Insurance balance of \$15,000 reflected payment at the end of the month for the subsequent month's coverage. Payment is due on the first of the month. Payment processing was changed this year to ensure timely receipt of payment. Prior year account balance was \$264.
- Prepaid expenses - Other of \$7,000 was \$16,000 less than prior year and consisted of a number of smaller long-term contracts.
- Accounts payable, including credit cards, of \$50,000 was \$22,000 greater than prior year due primarily to timing.
- Wages and related liabilities of \$132,000 were \$66,000 or 33% lower than prior year. Wages, taxes & 401k payable were \$27,000 less than the same date last year due to timing of payroll accruals. Incentives Payable were \$7,000 lower than prior year. PTO liability was \$28,000 less than prior year due to the lower average tenure of staff.
- Deferred Revenue-Member Dues of \$84,000 was \$18,000 greater than prior year. Prior year was reduced for unpaid and unearned dues.

- Deferred Revenue—County of \$350,000 reflected the prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the new performance based timing of monthly payments from the County.
- YTD consolidated net income of \$59,000 at month end March represented the result of TOT funding exceeding actual expenditures year-to-date by \$75,000, less Membership's negative net results YTD of \$16,000.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,163,000 was below budget \$84,000 due to timing of payment based on performance for events/sponsorships/research
 - Expenses of \$1862,000 were \$79,000 or approximately 5% below budget due primarily to timing
 - Net income before overhead allocations was \$5,000 less than budget
- Operating Results YTD – Conference
 - Commission revenue of \$40,000 was \$2,000 or 5% above budget,. TOT revenue of \$265,000 was on budget
 - Expenses of \$263,000 were \$5,000 less than budget; Sales commissions expense was up \$8,000 to budget, offset by wages and related down \$10,000
 - Net results before overhead allocations were positive to budget \$5,000
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$79,000 were up \$7,000 or 10% relative to budget. TOT revenue of \$319,000 was \$21,000 below budget.
 - Expenses of \$298,000 were down \$65,000 or 17% relative to budget; COGS up \$8,000, wages and related down \$8,000, office repairs and renovation down \$17,000, and marketing programs down \$29,000 due primarily to timing
 - Net positive results before overhead allocations of \$100,000 were \$52,000 better than budget
- Operating Results YTD – TMPI
 - Expenditures and net results were down \$2,000 to budget
- Operating Results YTD – Membership
 - Membership dues revenues of \$102,000 were \$6,000 or 6% greater than budget; Other revenues of \$16,000 were \$2,000 higher than budget
 - Expenses of \$119,000 were \$20,000 or 19% greater than budget, primarily due to rent & related down \$4,000, website and membership activities expenses up \$20,000 due primarily to timing, and membership write-offs (bad debt) up \$4,000
 - Net loss of \$16,000 after overhead allocations, was \$7,000 unfavorable to budget
- Operating Results YTD – Administration
 - Total expenses of \$389,000 were \$38,000 or 9% below budget;
 - Wage and related expense of \$282,000 was \$19,000 below budget, a combination of lower wages and lower insurance benefits
 - Professional fees were \$17,000 less than budget due to timing

- Membership cash position as of March 31, 2019
 - Membership activities resulted in a net loss of \$16,308
 - Deferred revenues of \$83,942 less receivables of \$27,330 contributed \$56,612 in cash
 - Prior years' negative net results totaled \$11,700
 - Net cash totaled \$28,604, no other funds were required to support Membership activities

Summary of preliminary NLTMC financial results for March 31, 2019:

- Cash at month end of \$596,000 was \$200,000 greater than prior year, primarily due to timing of AP payment
- Accounts payable and credit cards payable of \$364,000 were up \$321,000 due primarily to timing
- Unrestricted Net Asset balance of \$189,000 reflects the unspent funding balance from prior years

- Net income YTD of \$73,000 is \$203,000 less than the same date last year
- Net positive operating results for NLTMC YTD of \$73,000 were \$59,000 better than budget;
 - Consumer marketing expenditures of \$905,00 were \$15,000 greater than budget due to timing,
 - Leisure sales expenditures of \$162,000 were \$11,000 under budget,
 - Public relations expenditures of \$212,000 were \$10,000 under budget,
 - Conference sales expenditures of \$110,000 were \$2,000 over budget
 - Trade show expenditures of \$83,000 were below budget \$24,000 due primarily to timing (Connect Marketplace in prepaid),
 - Committed and admin expenses of \$248,000 were under budget \$14,000, but included \$75,000 in unbudgeted expenditures for the Hidden Gems production which were being funded from prior years' excess funding balance. Other committed and admin expenses were under budget due to timing.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

March 31, 2019

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

	<u>Mar 31, 19</u>	<u>Mar 31, 18</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 18</u>
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	159	53	106	200%	289
1003-00 · Cash - Operations BOTW #6712	339,598	480,985	(141,387)	(29%)	619,232
1007-00 · Cash - Payroll BOTW #7421	9,680	6,649	3,031	46%	6,195
1008-00 · Marketing Reserve - Plumas	50,225	50,150	75	0%	50,168
1009-00 · Cash Flow Reserve - Plumas	100,600	100,399	201	0%	100,449
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	128,553	85,493	43,060	50%	88,355
10950 · Cash in Drawer	772	564	208	37%	597
Total Checking/Savings	<u>659,169</u>	<u>753,875</u>	<u>(94,706)</u>	<u>(13%)</u>	<u>894,867</u>
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	10,938	19,890	(8,952)	(45%)	24,331
1210-00 · A/R - Sales Estimates	0	10,469	(10,469)	(100%)	0
1290-00 · A/R - TOT	327,463	0	327,463	100%	0
Total Accounts Receivable	<u>338,401</u>	<u>30,359</u>	<u>308,042</u>	<u>1,015%</u>	<u>24,331</u>
Other Current Assets					
1200-99 · AR Other	112	4,195	(4,083)	(97%)	(41)
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	27,330	18,536	8,794	47%	3,417
1201-00 · Member Accounts Receivable - Other	1,465	4,465	(3,000)	(67%)	2,870
Total 1201-00 · Member Accounts Receivable	<u>28,795</u>	<u>23,001</u>	<u>5,794</u>	<u>25%</u>	<u>6,287</u>
1201-02 · Allowance for Doubtful Accounts	(2,775)	(3,707)	932	25%	(2,500)
12100 · Inventory Asset	23,007	27,112	(4,105)	(15%)	28,203
1299 · Receivable from NLTMC	27,025	9,129	17,896	196%	28,954
1490-00 · Security Deposits	1,610	650	960	148%	650
Total Other Current Assets	<u>77,774</u>	<u>60,380</u>	<u>17,394</u>	<u>29%</u>	<u>61,553</u>
Total Current Assets	<u>1,075,344</u>	<u>844,614</u>	<u>230,730</u>	<u>27%</u>	<u>980,751</u>
Fixed Assets					
1700-00 · Furniture & Fixtures	68,768	68,768	0	0%	68,768
1701-00 · Accum. Depr. - Furn & Fix	(68,768)	(68,768)	0	0%	(68,768)
1740-00 · Computer Equipment	8,436	9,964	(1,528)	(15%)	8,436
1741-00 · Accum. Depr. - Computer Equip	(8,435)	(8,301)	(134)	(2%)	(8,435)
1750-00 · Computer Software	21,520	21,520	0	0%	21,520
1751-00 · Accum. Amort. - Software	(19,759)	(18,033)	(1,726)	(10%)	(18,480)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	<u>1,762</u>	<u>5,150</u>	<u>(3,388)</u>	<u>(66%)</u>	<u>3,041</u>
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	15,424	264	15,160	5,742%	9,151
1430-00 · Prepaid 1st Class Postage	500	1,000	(500)	(50%)	1,000
1400-00 · Prepaid Expenses - Other	7,030	16,151	(9,121)	(56%)	17,116
Total 1400-00 · Prepaid Expenses	<u>22,954</u>	<u>17,415</u>	<u>5,539</u>	<u>32%</u>	<u>27,267</u>
1500-00 · Suspense*	0	1,200	(1,200)	(100%)	0
Total Other Assets	<u>22,954</u>	<u>18,615</u>	<u>4,339</u>	<u>23%</u>	<u>27,267</u>
TOTAL ASSETS	<u><u>1,100,060</u></u>	<u><u>868,381</u></u>	<u><u>231,679</u></u>	<u><u>27%</u></u>	<u><u>1,011,060</u></u>

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

	Mar 31, 19	Mar 31, 18	\$ Change	% Change	Jun 30, 18
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	50,428	20,912	29,516	141%	42,156
Total Accounts Payable	50,428	20,912	29,516	141%	42,156
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-02 · MC_6765_Jason	0	15	(15)	(100%)	15
2080-04 · MC_5968_Ronald					126
2080-06 · MC_5288_Emily	0	748	(748)	(100%)	0
2080-10 · MC_9495_AI	0	607	(607)	(100%)	180
2080-11 · MC_3978_Amber					3,070
2080-13 · MC_6903_Cindy	0	98	(98)	(100%)	2,430
2080-14 · MC_6193_Daphne	0	154	(154)	(100%)	83
Total 2080-00 · Bank of the West - Master Cards	0	1,622	(1,622)	(100%)	5,904
Total Credit Cards	0	1,622	(1,622)	(100%)	5,904
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,252	38,973	(28,721)	(74%)	36,870
2101-00 · Incentive Payable	66,304	72,895	(6,591)	(9%)	43,384
2102-00 · Commissions Payable	1,941	6,214	(4,273)	(69%)	4,698
2120-00 · Empl. Federal Tax Payable	4,604	3,118	1,486	48%	3,072
2175-00 · 401 (k) Plan	2,068	1,559	509	33%	1,157
2180-00 · Estimated PTO Liability	46,667	74,725	(28,058)	(38%)	49,004
Total 21000 · Salaries/Wages/Payroll Liabilit	131,836	197,484	(65,648)	(33%)	138,185
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	16	0	16	100%	853
25500 · *Sales Tax Payable	771	720	51	7%	1,941
2190-00 · Sales and Use Tax Payable - Other	64	0	64	100%	
Total 2190-00 · Sales and Use Tax Payable	851	720	131	18%	2,794
2250-00 · Accrued Expenses	339	2,400	(2,061)	(86%)	49,521
2400-42 · Marketing Co-op					67,000
2400-60 · Deferred Revenue- Member Dues	83,942	66,108	17,834	27%	56,979
2500-00 · Deferred Revenue - TMBC	900	1,058	(158)	(15%)	535
2650-00 · Deferred Rev - Events	3,001	4,155	(1,154)	(28%)	
2651-00 · Deferred Rev - Conference	1,100	2,750	(1,650)	(60%)	0
2700-00 · Deferred Rev. County	350,305	0	350,305	100%	
2800-00 · Suspense	4,137	2,123	2,014	95%	4,202
2900-00 · Due To/From County of Placer	0	8,081	(8,081)	(100%)	229,432
Total Other Current Liabilities	576,411	284,879	291,532	102%	548,648
Total Current Liabilities	626,839	307,413	319,426	104%	596,708
Total Liabilities	626,839	307,413	319,426	104%	596,708
Equity					
32000 · Unrestricted Net Assets	(11,669)	(8,754)	(2,915)	(33%)	(6,430)
3300-11 · Designated Marketing Reserve	275,755	256,830	18,925	7%	275,755
3301 · Cash Flow Reserve	100,248	100,048	200	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2019

Accrual Basis

	<u>Mar 31, 19</u>	<u>Mar 31, 18</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 18</u>
Net Income	58,867	162,825	(103,958)	(64%)	(5,239)
Total Equity	473,219	560,967	(87,748)	(16%)	414,352
TOTAL LIABILITIES & EQUITY	<u>1,100,060</u>	<u>868,381</u>	<u>231,679</u>	<u>27%</u>	<u>1,011,060</u>

North Lake Tahoe Resort Association
 A/R Aging Summary
 As of March 31, 2019

11:13 AM
 04/12/19

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Allied PRA DSC Inc. (Dest Svcs Corp)	0.00	0.00	0.00	0.00	550.00	550.00
CA Board of Equalization	0.00	0.00	0.00	0.00	0.00	0.00
County of Placer	0.00	326,476.56	986.50	0.00	0.00	327,463.06
Destination Tahoe Meetings & Events	0.00	0.00	0.00	0.00	550.00	550.00
Event Specialists	0.00	0.00	0.00	0.00	550.00	550.00
Harrah's/Harveys Casino	0.00	0.00	0.00	0.00	2,358.20	2,358.20
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	0.00	0.00	0.00	99.30	99.30
Incline Community Business Association	0.00	1,000.00	0.00	0.00	0.00	1,000.00
Resort at Squaw Creek*	0.00	0.00	0.00	0.00	4,244.50	4,244.50
Sales Estimates	0.00	0.00	0.00	0.00	0.00	0.00
Spectrum*	0.00	0.00	0.00	1,036.38	0.00	1,036.38
Tahoe Mountain Resorts Lodging	0.00	0.00	0.00	0.00	550.00	550.00
Wanderlust	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	0.00	327,476.56	986.50	1,036.38	8,902.00	338,401.44

Accounts Receivable Summary

Invoices With Apply Dates Through March 31, 2019
Aged as of Sunday, March 31, 2019

<u>Revenue Item</u>	(Double click to drill down)	<u>Not Yet Due</u>	<u>Current</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>121+</u>	<u>Total</u>
Activities		0.00	0.00	0.00	0.00	210.00	25.00	235.00
Dues		0.00	2,040.00	3,250.00	12,580.00	3,665.00	5,795.00	27,330.00
Email Blast		0.00	0.00	0.00	0.00	80.00	0.00	80.00
TMBC - Ticket		0.00	120.00	0.00	30.00	15.00	30.00	195.00
TMBC Sponsorships		0.00	500.00	500.00	0.00	0.00	0.00	1,000.00
Total Open Invoices		0.00	2,660.00	3,750.00	12,610.00	3,970.00	5,850.00	28,840.00

Unapplied Payments With Payment
Dates Prior to and Including
03/31/2019

45.00

Pre-Payments: Payments Made Prior to 03/31/2019 on Invoices With Apply Dates After 03/31/2019

Total Pre-Payments

Net Accounts Receivable (Open Invoices Less Unapplied Payments Less Pre-Payments)

28,795.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of March 31, 2019

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0.00	0.00	0.00	0.00	-35.00	-35.00
ADP	539.21	0.00	0.00	0.00	0.00	539.21
Adventure Maps, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Adventure Marketing	0.00	0.00	0.00	0.00	0.00	0.00
Amazon.com	0.00	0.00	0.00	50.98	0.00	50.98
Amber Burke	165.01	0.00	0.00	0.00	0.00	165.01
Anne-Karin Atwood*	69.74	0.00	0.00	0.00	0.00	69.74
Annie's Cleaning Service	700.00	0.00	0.00	0.00	0.00	700.00
AT & T*	424.50	193.70	0.00	0.00	0.00	618.20
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Bank of the West Bank Card Center	17,318.08	0.00	0.00	0.00	0.00	17,318.08
Cindy Gustafson	95.12	0.00	0.00	0.00	0.00	95.12
David C. Antonucci	0.00	0.00	0.00	0.00	0.00	0.00
Dawn Teran	16.24	0.00	0.00	0.00	0.00	16.24
Dorfman Pacific Co.	0.00	0.00	0.00	0.00	0.00	0.00
Enchanted Leaves	0.00	0.00	0.00	0.00	0.00	0.00
FP Mailing Solutions	117.48	0.00	0.00	0.00	0.00	117.48
Generikal Design	217.00	0.00	0.00	0.00	0.00	217.00
Globe Pequot Press	0.00	0.00	0.00	0.00	0.00	0.00
Granlibakken Management Company, Ltd.	0.00	1,660.50	0.00	0.00	0.00	1,660.50
Haleigh Hoff	0.00	0.00	0.00	0.00	0.00	0.00
Hawk's Peak Publishing	0.00	0.00	0.00	0.00	0.00	0.00
Heyday	0.00	0.00	0.00	0.00	0.00	0.00
InfiniSource Benefits	80.00	0.00	0.00	0.00	0.00	80.00
Ingram Publisher Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Jason Neary	25.00	0.00	0.00	0.00	0.00	25.00
Jujuz Treat Company	0.00	0.00	0.00	0.00	0.00	0.00
Kaplowe Studios, LLC.	99.00	0.00	0.00	0.00	0.00	99.00
Kay Dee Designs	0.00	0.00	0.00	0.00	0.00	0.00
Keen Communications	0.00	0.00	0.00	0.00	0.00	0.00
Krista Tranquilla Designs	0.00	0.00	0.00	0.00	0.00	0.00
Kym Fabel	127.08	0.00	0.00	0.00	0.00	127.08
Lake Tahoe Dance Collective*	17,500.00	0.00	0.00	0.00	0.00	17,500.00
Laser Gifts	0.00	0.00	0.00	0.00	0.00	0.00
LazyOne	0.00	0.00	0.00	0.00	0.00	0.00
Liberty Utilities*	0.00	535.96	0.00	0.00	0.00	535.96
Liz Bowling	28.77	0.00	0.00	0.00	0.00	28.77
Longleaf Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
McSteven's, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Mic Mac Publishing	0.00	0.00	0.00	0.00	0.00	0.00
North Lake Tahoe Marketing Co-op	0.00	166.00	0.00	0.00	0.00	166.00
Principal Financial Group	0.00	1,961.90	0.00	0.00	363.82	2,325.72
Ray Morgan Company, LLC	1.82	0.00	0.00	0.00	0.00	1.82
Ricoh USA	1,108.22	1,108.22	0.00	0.00	0.00	2,216.44
Rock & Rose Inc.	110.00	0.00	0.00	0.00	0.00	110.00
Sarah Winters	165.00	0.00	0.00	0.00	0.00	165.00
SDBX Studio, LLC.	1,450.00	0.00	0.00	0.00	0.00	1,450.00
Southwest Gas Corporation*	187.30	0.00	0.00	0.00	0.00	187.30
Stephen's Farmhouse	0.00	0.00	0.00	0.00	0.00	0.00
Stormtech USA Inc	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Basics	0.00	0.00	0.00	0.00	-198.00	-198.00
Tahoe Blue Bath	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Eco	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Quarterly*	0.00	0.00	0.00	0.00	168.00	168.00
Tahoe Truckee Sierra Disposal*	228.90	0.00	0.00	0.00	0.00	228.90
The Abbi Agency, Inc.	4,000.00	0.00	0.00	0.00	0.00	4,000.00
University of Chicago Press	0.00	0.00	0.00	0.00	0.00	0.00
Van Siclen, DeWitt	9.28	0.00	0.00	0.00	0.00	9.28
Wholesale Resort Accessories, Inc.	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
TOTAL	44,782.75	5,626.28	0.00	50.98	-31.66	50,428.35

North Lake Tahoe Resort Association

04/12/19

Profit & Loss

Accrual Basis

July 2018 through March 2019

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,753,562	2,844,056	-90,494	-3%
4200-00 · Membership Dues Revenue	102,085	99,290	2,796	3%
4201-00 · New Member Fees	0	75	-75	-100%
4205-00 · Conference Dues	5,729	8,250	-2,521	-31%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	2,702	339	2,362	696%
4250-03 · Summer/Winter Rec Luncheon	2,622	3,409	-787	-23%
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	2,500	500	2,000	400%
4251-00 · Tues AM Breakfast Club - Other	4,262	3,447	816	24%
Total 4251-00 · Tues AM Breakfast Club	6,762	3,947	2,816	71%
4250-00 · Revenues-Membership Activities - Other	3,498	1,274	2,224	175%
Total 4250-00 · Revenues-Membership Activities	15,585	8,969	6,615	74%
4252-00 · Sponsorships	600	1,000	-400	-40%
4253-00 · Revenue- Other	6	0	6	100%
4350-00 · Special Events (Marketing)	0	77,628	-77,628	-100%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	8,417	2,373	6,045	255%
4600-00 · Commissions - Other	31,086	48,436	-17,350	-36%
Total 4600-00 · Commissions	39,503	50,808	-11,305	-22%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	2,959	8,201	-5,242	-64%
46000 · Merchandise Sales - Other	76,094	62,667	13,427	21%
Total 46000 · Merchandise Sales	79,053	70,868	8,185	12%
4720-00 · Miscellaneous	0	415	-415	-100%
Total Income	2,996,123	3,161,359	-165,237	-5%
Gross Profit	2,996,123	3,161,359	-165,237	-5%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	13,205	11,928	1,277	11%
5020-00 · P/R - Tax Expense	61,573	71,897	-10,324	-14%
5030-00 · P/R - Health Insurance Expense	94,350	71,034	23,316	33%
5040-00 · P/R - Workmans Comp	5,438	9,290	-3,852	-42%
5060-00 · 401 (k)	26,363	27,005	-642	-2%
5070-00 · Other Benefits and Expenses	3,356	3,799	-443	-12%
5000-00 · Salaries & Wages - Other	777,749	813,630	-35,881	-4%
Total 5000-00 · Salaries & Wages	982,035	1,008,584	-26,549	-3%
5100-00 · Rent				
5110-00 · Utilities	9,159	8,497	662	8%
5140-00 · Repairs & Maintenance	12,507	5,323	7,184	135%
5150-00 · Office - Cleaning	4,790	6,180	-1,390	-23%
5100-00 · Rent - Other	115,112	112,206	2,906	3%
Total 5100-00 · Rent	141,568	132,206	9,362	7%
5310-00 · Telephone				
5320-00 · Telephone	20,157	21,287	-1,130	-5%
5350-00 · Internet	25	25	0	0%
Total 5310-00 · Telephone	20,182	21,312	-1,130	-5%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	84	121	-37	-31%
5420-00 · Mail - USPS - Other	2,025	2,769	-744	-27%

North Lake Tahoe Resort Association

04/12/19

Profit & Loss

Accrual Basis

July 2018 through March 2019

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
Total 5420-00 · Mail - USPS	2,109	2,889	-781	-27%
5510-00 · Insurance/Bonding	5,572	6,986	-1,414	-20%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	3,940	1,265	2,675	212%
5520-00 · Supplies - Other	10,966	11,238	-272	-2%
Total 5520-00 · Supplies	14,906	12,503	2,403	19%
5610-00 · Depreciation	1,279	1,964	-685	-35%
5700-00 · Equipment Support & Maintenance	2,686	7,865	-5,179	-66%
5710-00 · Taxes, Licenses & Fees	8,183	9,041	-858	-10%
5740-00 · Equipment Rental/Leasing	11,102	11,966	-864	-7%
5800-00 · Training Seminars	7,939	4,561	3,378	74%
5815 · Training Video Series	0	1,058	-1,058	-100%
5830-00 · Commission Due to Third Party	0	765	-765	-100%
5850-00 · Artist of Month - Commissions	2,413	3,587	-1,175	-33%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,000	8,820	-7,820	-89%
5920-00 · Professional Fees - Accountant	21,000	18,047	2,953	16%
5921-00 · Professional Fees - Other	6,610	43,969	-37,359	-85%
Total 5900-00 · Professional Fees	28,610	70,836	-42,226	-60%
5940-00 · Research & Planning Membership	0	3,000	-3,000	-100%
5941-00 · Research & Planning	18,720	2,266	16,454	726%
6020-00 · Programs				
6016-00 · Special Event Partnership	21,000	0	21,000	100%
6018-00 · Business Assoc. Grants	0	10,000	-10,000	-100%
Total 6020-00 · Programs	21,000	10,000	11,000	110%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	34,278	114,772	-80,494	-70%
6421-01 · 4th of July Fireworks	20,000	20,000	0	0%
6421-04 · Broken Arrow Skyrace	20,000	15,000	5,000	33%
6421-05 · No Barriers	8,400	0	8,400	100%
6421-06 · Spartan	254,000	254,000	0	0%
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	0%
6421-09 · Wanderlust	30,000	34,043	-4,043	-12%
6421-10 · WinterWonderGrass - Tahoe	19,447	16,154	3,294	20%
6421-16 · Mountain Travel Symposium	5,000	0	5,000	100%
Total 6420-01 · Sponsorships	396,125	458,968	-62,843	-14%
6421-00 · New Event Development	27,500	1,791	25,709	1,436%
6422-00 · Event Media				
6422-03 · Human Powered Sports Campaign	0	74	-74	-100%
Total 6422-00 · Event Media	0	74	-74	-100%
6424-00 · Event Operation Expenses	2,056	98	1,958	1,997%
Total 6420-00 · Events	425,681	460,931	-35,250	-8%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,115	22	1,093	4,879%
6435-00 · Shop Local Event	0	295	-295	-100%
6436-00 · Membership - Wnt/Sum Rec Lunch	3,469	3,081	388	13%
6437-00 · Tuesday Morning Breakfast Club	4,120	3,639	481	13%
6441-00 · Membership - Miscellaneous Exp	60	10	50	497%
6442-00 · Public Relations/Website	16,191	2,563	13,627	532%
6444-00 · Trades	0	1,140	-1,140	-100%
6423-00 · Membership Activities - Other	7,802	405	7,397	1,827%
Total 6423-00 · Membership Activities	32,756	11,156	21,600	194%
6490-00 · Classified Ads	0	50	-50	-100%

North Lake Tahoe Resort Association

Profit & Loss

04/12/19

July 2018 through March 2019

Accrual Basis

	Jul '18 - Mar 19	Jul '17 - Mar 18	\$ Change	% Change
6701-00 · Market Study Reports/Research	0	808	-808	-100%
6730-00 · Marketing Cooperative/Media	1,094,871	1,106,606	-11,735	-1%
6740-00 · Media/Collateral/Production	1,278	0	1,278	100%
6742-00 · Non-NLT Co-Op Marketing Program	19,979	9,021	10,959	122%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	7,349	8,858	-1,510	-17%
6743-03 · Touch Lake Tahoe	8,000	10,506	-2,506	-24%
6743-05 · Peak Your Adventure	1,000	0	1,000	100%
Total 6743-00 · BACC Marketing Programs	16,349	19,364	-3,016	-16%
7500-00 · Trade Shows/Travel	372	0	372	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	943	989	-46	-5%
52500 · Purchase Discounts	-40	-2,086	2,046	98%
59900 · POS Inventory Adjustments	28	505	-476	-94%
8100-00 · Cost of Goods Sold - Other	41,280	36,217	5,063	14%
Total 8100-00 · Cost of Goods Sold	42,210	35,624	6,586	19%
8200-00 · Associate Relations	2,185	1,799	385	21%
8300-00 · Board Functions	6,178	7,215	-1,036	-14%
8500-00 · Credit Card Fees	4,822	4,515	307	7%
8600-00 · Additional Opportunit	62	0	62	100%
8700-00 · Automobile Expenses	4,114	3,387	726	22%
8750-00 · Meals/Meetings	3,247	3,328	-81	-2%
8810-00 · Dues & Subscriptions	6,278	6,177	101	2%
8910-00 · Travel	3,654	2,132	1,522	71%
8920-00 · Bad Debt	5,123	15,239	-10,116	-66%
Total Expense	2,937,463	2,998,742	-61,279	-2%
Net Ordinary Income	58,660	162,618	-103,958	-64%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	207	207	0	0%
Total Other Income	207	207	0	0%
Net Other Income	207	207	0	0%
Net Income	58,867	162,825	-103,958	-64%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	326,477	313,313	13,163	2,753,562	2,858,123	(104,561)	3,806,727
4200-00 · Membership Dues Revenue	11,941	10,750	1,191	102,085	95,850	6,235	128,000
4205-00 · Conference Dues	367	825	(458)	5,729	7,425	(1,696)	9,900
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	13,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	50,000
4250-02 · Chamber Events	1,018	208	810	2,702	1,876	826	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	2,622	4,000	(1,378)	8,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	500	300	200	2,500	2,150	350	3,050
4251-00 · Tues AM Breakfast Club - Other	585	580	5	4,262	5,220	(958)	6,960
Total 4251-00 · Tues AM Breakfast Club	1,085	880	205	6,762	7,370	(608)	10,010
4250-00 · Revenues-Membership Activities - Other	(210)			3,498	0	3,498	0
Total 4250-00 · Revenues-Membership Activities	1,893	1,088	805	15,585	13,246	2,339	70,510
4252-00 · Sponsorships	0			600	0	600	0
4253-00 · Revenue- Other	0			6			
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	1,667	(1,667)	8,417	14,999	(6,582)	20,000
4600-00 · Commissions - Other	549	2,500	(1,951)	31,086	22,500	8,586	30,000
Total 4600-00 · Commissions	549	4,167	(3,618)	39,503	37,499	2,004	50,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	500	(500)	2,959	8,000	(5,041)	9,500
46000 · Merchandise Sales - Other	5,636	4,500	1,136	76,094	63,600	12,494	95,000
Total 46000 · Merchandise Sales	5,636	5,000	636	79,053	71,600	7,453	104,500
Total Income	346,862	335,143	11,718	2,996,123	3,083,743	(87,620)	4,169,637
Gross Profit	346,862	335,143	11,718	2,996,123	3,083,743	(87,620)	4,169,637
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	287	633	(346)	13,205	5,701	7,504	7,600
5020-00 · P/R - Tax Expense	5,239	6,998	(1,759)	61,573	65,155	(3,582)	86,761
5030-00 · P/R - Health Insurance Expense	11,400	11,058	342	94,350	99,516	(5,166)	132,690
5040-00 · P/R - Workmans Comp	1,010	958	52	5,438	8,902	(3,464)	11,845
5060-00 · 401 (k)	2,829	3,560	(731)	26,363	32,319	(5,956)	43,048
5070-00 · Other Benefits and Expenses	463	586	(123)	3,356	5,271	(1,915)	7,029
5000-00 · Salaries & Wages - Other	76,953	88,318	(11,365)	777,749	801,890	(24,141)	1,068,067
Total 5000-00 · Salaries & Wages	98,180	112,111	(13,931)	982,035	1,018,754	(36,719)	1,357,040
5100-00 · Rent							
5110-00 · Utilities	952	1,078	(126)	9,159	9,307	(148)	12,191
5140-00 · Repairs & Maintenance	559	3,902	(3,343)	12,507	35,115	(22,608)	46,850
5150-00 · Office - Cleaning	700	1,000	(300)	4,790	7,921	(3,131)	10,444
5100-00 · Rent - Other	12,780	12,957	(177)	115,112	116,597	(1,485)	155,468
Total 5100-00 · Rent	14,991	18,937	(3,946)	141,568	168,940	(27,372)	224,953
5310-00 · Telephone							
5320-00 · Telephone	1,809	2,129	(320)	20,157	19,161	996	25,548
5350-00 · Internet	0			25			
5310-00 · Telephone - Other	0	461	(461)	0	4,152	(4,152)	5,535
Total 5310-00 · Telephone	1,809	2,590	(781)	20,182	23,313	(3,131)	31,083
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			84	0	84	0
5420-00 · Mail - USPS - Other	500	525	(25)	2,025	3,928	(1,903)	5,203
Total 5420-00 · Mail - USPS	500	525	(25)	2,109	3,928	(1,819)	5,203
5510-00 · Insurance/Bonding	724	485	239	5,572	4,683	889	6,138
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	(526)	125	(651)	3,940	7,225	(3,285)	7,600
5520-00 · Supplies - Other	1,283	1,650	(367)	10,966	16,543	(5,577)	21,493
Total 5520-00 · Supplies	757	1,775	(1,018)	14,906	23,768	(8,862)	29,093
5610-00 · Depreciation	118	177	(59)	1,279	1,598	(319)	2,129
5700-00 · Equipment Support & Maintenance	2	1,116	(1,114)	2,686	10,058	(7,372)	13,412
5710-00 · Taxes, Licenses & Fees	1,270	1,100	170	8,183	9,751	(1,568)	12,951
5740-00 · Equipment Rental/Leasing	1,226	1,478	(252)	11,102	13,292	(2,190)	17,726
5800-00 · Training Seminars	192	417	(225)	7,939	15,199	(7,260)	16,450
5850-00 · Artist of Month - Commissions	0	458	(458)	2,413	4,126	(1,713)	5,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	40	750	(710)	1,000	6,750	(5,750)	9,000
5920-00 · Professional Fees - Accountant	0			21,000	25,000	(4,000)	25,000
5921-00 · Professional Fees - Other	0	2,292	(2,292)	6,610	19,874	(13,264)	26,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 5900-00 · Professional Fees	40	3,042	(3,002)	28,610	51,624	(23,014)	60,000
5941-00 · Research & Planning	0	0	0	18,720	18,000	720	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10,500	0	10,500	21,000	25,000	(4,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	10,500	0	10,500	21,000	35,000	(14,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			34,278	37,375	(3,097)	37,375
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,300
6421-04 · Broken Arrow Skyrace	0	20,000	(20,000)	20,000	20,000	0	20,000
6421-05 · No Barriers	8,400	0	8,400	8,400	0	8,400	12,400
6421-06 · Spartan	0			254,000	254,500	(500)	254,500
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	(8,000)	0	(8,000)	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	30,000	30,000	0	37,700
6421-10 · WinterWonderGrass - Tahoe	19,400	0	19,400	19,447	0	19,447	19,400
6421-16 · Mountain Travel Symposium	0	0	0	5,000	5,000	0	5,000
Total 6420-01 · Sponsorships	24,800	25,000	(200)	396,125	371,875	24,250	447,225
6421-00 · New Event Development	26,700	27,750	(1,050)	27,500	49,750	(22,250)	58,000
6424-00 · Event Operation Expenses	(458)	667	(1,125)	2,056	5,999	(3,943)	8,000
Total 6420-00 · Events	51,042	53,417	(2,375)	425,681	427,624	(1,943)	513,225
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	1,115	0	1,115	1,115	0	1,115	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,469	2,500	969	5,000
6437-00 · Tuesday Morning Breakfast Club	1,570	650	920	4,120	5,200	(1,081)	7,150
6441-00 · Membership - Miscellaneous Exp	0			60			
6442-00 · Public Relations/Website	8,554	344	8,210	16,191	4,596	11,595	5,628
6423-00 · Membership Activities - Other	2,217			7,802	0	7,802	0
Total 6423-00 · Membership Activities	13,456	994	12,462	32,756	12,296	20,460	45,278
6730-00 · Marketing Cooperative/Media	121,652	121,652	0	1,094,871	1,094,867	4	1,459,823
6740-00 · Media/Collateral/Production	0			1,278	0	1,278	0
6742-00 · Non-NLT Co-Op Marketing Program	(2,968)	4,316	(7,284)	19,979	38,852	(18,873)	51,800
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	217	0	217	7,349	17,500	(10,151)	20,000
6743-03 · Touch Lake Tahoe	3,500	0	3,500	8,000	10,000	(2,000)	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	1,000	0	1,000	20,000
Total 6743-00 · BACC Marketing Programs	3,717	0	3,717	16,349	27,500	(11,151)	80,000
7500-00 · Trade Shows/Travel	0			372			
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	0			943	0	943	0
52500 · Purchase Discounts	(0)			(40)	0	(40)	0
59900 · POS Inventory Adjustments	0			28	0	28	0
8100-00 · Cost of Goods Sold - Other	3,294	2,363	931	41,280	33,389	7,891	49,875
Total 8100-00 · Cost of Goods Sold	3,294	2,363	931	42,210	33,389	8,821	49,875
8200-00 · Associate Relations	92	616	(524)	2,185	5,552	(3,367)	7,400
8300-00 · Board Functions	161	1,500	(1,339)	6,178	4,050	2,128	4,500
8500-00 · Credit Card Fees	338	330	8	4,822	4,101	721	6,658
8600-00 · Additional Opportunitess	62	3,134	(3,072)	62	28,198	(28,136)	37,600
8700-00 · Automobile Expenses	447	498	(51)	4,114	4,669	(555)	6,183
8750-00 · Meals/Meetings	726	637	89	3,247	5,729	(2,482)	7,640
8810-00 · Dues & Subscriptions	605	852	(247)	6,278	7,664	(1,386)	10,220
8910-00 · Travel	(35)	1,600	(1,635)	3,654	5,600	(1,946)	6,600
8920-00 · Bad Debt	540			5,123	0	5,123	0
Total Expense	323,437	336,120	(12,683)	2,937,463	3,102,125	(164,662)	4,166,480
Net Ordinary Income	23,424	(977)	24,401	58,660	(18,382)	77,042	3,157
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			207			
Total Other Income	23			207			
Other Expense							
8990-00 · Allocated	0	0	(0)	0	(0)	0	0
Total Other Expense	0	0	(0)	0	(0)	0	0
Net Other Income	23	(0)	24	207	0	207	0
Net Income	23,448	(977)	24,425	58,867	(18,382)	77,249	3,157

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	262,030	245,534	16,496	2,163,317	2,246,858	(83,541)	2,996,906
Total Income	262,030	245,534	16,496	2,163,317	2,246,858	(83,541)	2,996,906
Gross Profit	262,030	245,534	16,496	2,163,317	2,246,858	(83,541)	2,996,906
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	12,375	12,375	0	16,500
5020-00 · P/R - Tax Expense	1,348	1,915	(567)	17,680	17,058	622	22,712
5030-00 · P/R - Health Insurance Expense	4,082	4,080	2	40,641	36,720	3,921	48,960
5040-00 · P/R - Workmans Comp	190	190	0	930	1,704	(774)	2,268
5060-00 · 401 (k)	736	1,094	(358)	8,748	9,747	(999)	12,978
5070-00 · Other Benefits and Expenses	254	167	87	1,481	1,507	(26)	2,008
5000-00 · Salaries & Wages - Other	19,043	27,350	(8,307)	231,955	243,680	(11,725)	324,453
Total 5000-00 · Salaries & Wages	27,029	36,171	(9,142)	313,810	322,791	(8,981)	429,879
5100-00 · Rent							
5110-00 · Utilities	178	135	43	1,400	1,215	185	1,620
5140-00 · Repairs & Maintenance	30	1,167	(1,137)	2,289	10,503	(8,214)	14,033
5150-00 · Office - Cleaning	262	375	(113)	1,660	2,175	(515)	2,700
5100-00 · Rent - Other	2,386	1,984	402	19,466	17,853	1,613	23,805
Total 5100-00 · Rent	2,855	3,661	(806)	24,815	31,746	(6,931)	42,158
5310-00 · Telephone							
5320-00 · Telephone	502	670	(168)	4,770	6,030	(1,260)	8,040
Total 5310-00 · Telephone	502	670	(168)	4,770	6,030	(1,260)	8,040
5420-00 · Mail - USPS	0	0	0	262	600	(338)	900
5510-00 · Insurance/Bonding	0	169	(169)	646	1,521	(875)	2,028
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	(620)	0	(620)	670	3,600	(2,930)	3,600
5520-00 · Supplies - Other	89	417	(328)	1,223	3,749	(2,526)	5,000
Total 5520-00 · Supplies	(531)	417	(948)	1,894	7,349	(5,455)	8,600
5610-00 · Depreciation	0	20	(20)	0	180	(180)	240
5700-00 · Equipment Support & Maintenance	0	290	(290)	120	2,624	(2,504)	3,500
5740-00 · Equipment Rental/Leasing	317	315	2	2,742	2,835	(93)	3,780
5800-00 · Training Seminars	81	0	81	3,285	4,500	(1,215)	4,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,125	(1,125)	1,500
5921-00 · Professional Fees - Other	0	417	(417)	0	3,749	(3,749)	5,000
Total 5900-00 · Professional Fees	0	542	(542)	0	4,874	(4,874)	6,500
5941-00 · Research & Planning	0	0	0	18,720	18,000	720	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10,500	0	10,500	21,000	25,000	(4,000)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	10,000	(10,000)	30,000
Total 6020-00 · Programs	10,500	0	10,500	21,000	35,000	(14,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0			34,278	37,375	(3,097)	37,375
6421-01 · 4th of July Fireworks	0	0	0	20,000	20,000	0	20,300
6421-04 · Broken Arrow Skyrace	0	20,000	(20,000)	20,000	20,000	0	20,000
6421-05 · No Barriers	8,400	0	8,400	8,400	0	8,400	12,400
6421-06 · Spartan	0			254,000	254,500	(500)	254,500
6421-07 · Tahoe Lacrosse Tournament	5,000	5,000	0	5,000	5,000	0	5,000
6421-08 · Tough Mudder	(8,000)	0	(8,000)	0	0	0	35,550
6421-09 · Wanderlust	0	0	0	30,000	30,000	0	37,700
6421-10 · WinterWonderGrass - Tahoe	19,400	0	19,400	19,447	0	19,447	19,400
6421-16 · Mountain Travel Symposium	0	0	0	5,000	5,000	0	5,000
Total 6420-01 · Sponsorships	24,800	25,000	(200)	396,125	371,875	24,250	447,225
6421-00 · New Event Development	26,700	27,750	(1,050)	27,500	49,750	(22,250)	58,000
6424-00 · Event Operation Expenses	0	667	(667)	2,056	5,999	(3,943)	8,000
Total 6420-00 · Events	51,500	53,417	(1,917)	425,681	427,624	(1,943)	513,225
6730-00 · Marketing Cooperative/Media	111,384	111,384	0	1,002,456	1,002,452	4	1,336,604
6742-00 · Non-NLT Co-Op Marketing Program	3,832	833	2,999	17,579	7,501	10,078	10,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	217	0	217	7,349	17,500	(10,151)	20,000
6743-03 · Touch Lake Tahoe	3,500	0	3,500	8,000	10,000	(2,000)	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	1,000	0	1,000	20,000
Total 6743-00 · BACC Marketing Programs	3,717	0	3,717	16,349	27,500	(11,151)	80,000
8200-00 · Associate Relations	0	133	(133)	30	1,201	(1,171)	1,600
8500-00 · Credit Card Fees	0			90	0	90	0
8600-00 · Additional Opportunitites	62	2,667	(2,605)	62	23,999	(23,937)	32,000

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North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
8700-00 · Automobile Expenses	199	125	74	1,291	1,125	166	1,500
8750-00 · Meals/Meetings	14	300	(287)	519	2,700	(2,181)	3,600
8810-00 · Dues & Subscriptions	188	292	(104)	1,813	2,624	(811)	3,500
8910-00 · Travel	(35)	1,600	(1,635)	3,654	5,500	(1,846)	5,500
Total Expense	211,614	213,006	(1,392)	1,861,588	1,940,276	(78,688)	2,595,654
Net Ordinary Income	50,416	32,528	17,888	301,729	306,582	(4,853)	401,252
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	23			190			
Total Other Income	23			190			
Other Expense							
8990-00 · Allocated	0	32,528	(32,528)	249,858	306,582	(56,724)	401,252
Total Other Expense	0	32,528	(32,528)	249,858	306,582	(56,724)	401,252
Net Other Income	23	(32,528)	32,551	(249,668)	(306,582)	56,914	(401,252)
Net Income	50,439	0	50,439	52,061	0	52,061	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	29,235	29,235	0	265,006	264,996	10	352,299
4205-00 · Conference Dues	367	825	(458)	5,729	7,425	(1,696)	9,900
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	1,667	(1,667)	8,417	14,999	(6,582)	20,000
4600-00 · Commissions - Other	549	2,500	(1,951)	31,086	22,500	8,586	30,000
Total 4600-00 · Commissions	549	4,167	(3,618)	39,503	37,499	2,004	50,000
Total Income	30,151	34,227	(4,076)	310,238	309,920	318	412,199
Gross Profit	30,151	34,227	(4,076)	310,238	309,920	318	412,199
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	287	633	(346)	13,205	5,701	7,504	7,600
5020-00 · P/R - Tax Expense	845	1,165	(320)	10,464	10,482	(18)	13,977
5030-00 · P/R - Health Insurance Expense	1,808	1,633	175	16,060	14,691	1,369	19,590
5040-00 · P/R - Workmans Comp	109	172	(63)	586	1,549	(963)	2,065
5060-00 · 401 (k)	466	555	(89)	5,162	4,992	170	6,657
5070-00 · Other Benefits and Expenses	42	84	(42)	378	752	(374)	1,004
5000-00 · Salaries & Wages - Other	11,649	13,236	(1,587)	108,199	119,119	(10,920)	158,827
Total 5000-00 · Salaries & Wages	15,206	17,478	(2,272)	154,054	157,286	(3,232)	209,720
5100-00 · Rent							
5110-00 · Utilities	87	70	17	680	630	50	840
5140-00 · Repairs & Maintenance	30	43	(13)	599	388	211	517
5150-00 · Office - Cleaning	128	102	26	824	917	(93)	1,223
5100-00 · Rent - Other	1,123	953	170	9,422	8,574	848	11,433
Total 5100-00 · Rent	1,368	1,168	200	11,524	10,509	1,015	14,013
5310-00 · Telephone							
5320-00 · Telephone	281	206	75	1,966	1,854	112	2,472
Total 5310-00 · Telephone	281	206	75	1,966	1,854	112	2,472
5420-00 · Mail - USPS	0	42	(42)	98	374	(276)	500
5510-00 · Insurance/Bonding	0	115	(115)	213	1,032	(819)	1,377
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	30			272	0	272	0
5520-00 · Supplies - Other	33	52	(19)	548	462	86	618
Total 5520-00 · Supplies	63	52	11	820	462	358	618
5610-00 · Depreciation	0	8	(8)	0	70	(70)	94
5700-00 · Equipment Support & Maintenance	0	140	(140)	120	1,265	(1,145)	1,685
5710-00 · Taxes, Licenses & Fees	0	8	(8)	0	72	(72)	96
5740-00 · Equipment Rental/Leasing	142	155	(13)	1,204	1,391	(187)	1,856
5800-00 · Training Seminars	38			38	0	38	0
6730-00 · Marketing Cooperative/Media	10,268	10,268	0	92,415	92,415	0	123,219
8200-00 · Associate Relations	0	25	(25)	0	225	(225)	300
8810-00 · Dues & Subscriptions	0	83	(83)	0	751	(751)	1,000
8920-00 · Bad Debt	0			733			
Total Expense	27,366	29,748	(2,382)	263,186	267,706	(4,520)	356,950
Net Ordinary Income	2,785	4,479	(1,694)	47,052	42,214	4,839	55,249
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	4,479	(4,479)	34,403	42,214	(7,810)	55,249
Total Other Expense	0	4,479	(4,479)	34,403	42,214	(7,810)	55,249
Net Other Income	0	(4,479)	4,479	(34,403)	(42,214)	7,810	(55,249)
Net Income	2,785	0	2,785	12,649	0	12,649	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

42 - Visitor Center

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,491	37,824	(3,333)	318,764	339,746	(20,982)	448,844
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	500	(500)	2,959	8,000	(5,041)	9,500
46000 · Merchandise Sales - Other	5,636	4,500	1,136	76,094	63,600	12,494	95,000
Total 46000 · Merchandise Sales	5,636	5,000	636	79,053	71,600	7,453	104,500
Total Income	40,127	42,824	(2,697)	397,818	411,346	(13,528)	553,344
Gross Profit	40,127	42,824	(2,697)	397,818	411,346	(13,528)	553,344
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	900	1,208	(308)	11,599	13,223	(1,624)	17,550
5030-00 · P/R - Health Insurance Expense	1,897	1,806	91	13,488	16,254	(2,766)	21,672
5040-00 · P/R - Workmans Comp	493	403	90	2,378	3,909	(1,531)	5,193
5060-00 · 401 (k)	442	537	(95)	4,700	5,213	(513)	6,924
5070-00 · Other Benefits and Expenses	82	102	(20)	698	919	(221)	1,225
5000-00 · Salaries & Wages - Other	12,117	13,425	(1,308)	128,816	130,328	(1,712)	173,103
Total 5000-00 · Salaries & Wages	15,931	17,481	(1,550)	161,480	169,846	(8,366)	225,687
5100-00 · Rent							
5110-00 · Utilities	495	700	(205)	5,339	5,900	(561)	7,650
5140-00 · Repairs & Maintenance	(826)	2,292	(3,118)	5,139	20,624	(15,485)	27,500
5150-00 · Office - Cleaning	26	237	(211)	344	2,136	(1,792)	2,847
5100-00 · Rent - Other	6,375	7,025	(650)	59,387	63,222	(3,835)	84,297
Total 5100-00 · Rent	6,069	10,254	(4,185)	70,208	91,882	(21,674)	122,294
5310-00 · Telephone							
5320-00 · Telephone	220			4,709	0	4,709	0
5310-00 · Telephone - Other	0	461	(461)	0	4,152	(4,152)	5,535
Total 5310-00 · Telephone	220	461	(241)	4,709	4,152	557	5,535
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			54	0	54	0
5420-00 · Mail - USPS - Other	0	145	(145)	358	1,309	(951)	1,744
Total 5420-00 · Mail - USPS	0	145	(145)	411	1,309	(898)	1,744
5510-00 · Insurance/Bonding	0	146	(146)	1,132	1,315	(183)	1,753
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	12	125	(113)	342	1,125	(783)	1,500
5520-00 · Supplies - Other	988	473	515	4,658	5,956	(1,298)	7,375
Total 5520-00 · Supplies	999	598	401	5,000	7,081	(2,081)	8,875
5610-00 · Depreciation	118	87	31	1,062	788	274	1,049
5700-00 · Equipment Support & Maintenance	0	300	(300)	280	2,700	(2,420)	3,600
5710-00 · Taxes, Licenses & Fees	0			0	155	(155)	155
5740-00 · Equipment Rental/Leasing	235	429	(194)	2,370	3,863	(1,493)	5,150
5800-00 · Training Seminars	54	0	54	120	5,000	(4,880)	5,000
5850-00 · Artist of Month - Commissions	0	458	(458)	2,413	4,126	(1,713)	5,500
6740-00 · Media/Collateral/Production	0			1,278	0	1,278	0
6742-00 · Non-NLT Co-Op Marketing Program	(6,800)	3,483	(10,283)	2,400	31,351	(28,951)	41,800
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	0			943	0	943	0
52500 · Purchase Discounts	(0)			(40)	0	(40)	0
59900 · POS Inventory Adjustments	0			28	0	28	0
8100-00 · Cost of Goods Sold - Other	3,294	2,363	931	40,572	33,389	7,183	49,875
Total 8100-00 · Cost of Goods Sold	3,294	2,363	931	41,503	33,389	8,114	49,875
8200-00 · Associate Relations	0	58	(58)	75	526	(451)	700
8500-00 · Credit Card Fees	69	175	(106)	2,349	2,506	(157)	3,658
8700-00 · Automobile Expenses	114	45	69	642	595	47	750
8750-00 · Meals/Meetings	24	67	(43)	108	599	(491)	800
8810-00 · Dues & Subscriptions	0	167	(167)	48	1,499	(1,451)	2,000
8910-00 · Travel	0	0	0	0	100	(100)	1,100
Total Expense	20,328	36,717	(16,389)	297,588	362,782	(65,195)	487,005
Net Ordinary Income	19,800	6,107	13,692	100,230	48,564	51,666	66,339
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	6,107	(6,107)	46,914	57,564	(10,650)	75,339
Total Other Expense	0	6,107	(6,107)	46,914	57,564	(10,650)	75,339
Net Other Income	0	(6,107)	6,107	(46,914)	(57,564)	10,650	(75,339)
Net Income	19,800	0	19,800	53,317	(9,000)	62,317	(9,000)

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

51 - TMPI

	Mar 19	Budget	\$ Over Bu...	Jul '18 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	721	721	0	6,475	6,524	(49)	8,677
Total Income	721	721	0	6,475	6,524	(49)	8,677
Gross Profit	721	721	0	6,475	6,524	(49)	8,677
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	33	(33)	(152)	301	(453)	401
5030-00 · P/R - Health Insurance Expense	3	4	(0)	52	32	21	42
5040-00 · P/R - Workmans Comp	4	4	(0)	49	36	13	48
5060-00 · 401 (k)	20	23	(3)	231	204	27	272
5070-00 · Other Benefits and Expenses	0			3	0	3	0
5000-00 · Salaries & Wages - Other	652	567	85	6,348	5,099	1,249	6,798
Total 5000-00 · Salaries & Wages	679	630	49	6,531	5,671	860	7,561
5100-00 · Rent							
5110-00 · Utilities	0			36			
5140-00 · Repairs & Maintenance	0			6			
5150-00 · Office - Cleaning	0			42			
5100-00 · Rent - Other	0			502	0	502	0
Total 5100-00 · Rent	0			586	0	586	0
5310-00 · Telephone							
5320-00 · Telephone	0			230			
Total 5310-00 · Telephone	0			230	0	230	0
5420-00 · Mail - USPS	0			19	0	19	0
5510-00 · Insurance/Bonding	0			64	0	64	0
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0			71			
5520-00 · Supplies - Other	0			17	0	17	0
Total 5520-00 · Supplies	0			88	0	88	0
5740-00 · Equipment Rental/Leasing	0			217	0	217	0
8700-00 · Automobile Expenses	0			26	0	26	0
8750-00 · Meals/Meetings	0			3	0	3	0
Total Expense	679	630	49	7,763	5,671	2,092	7,561
Net Ordinary Income	41	90	(49)	(1,288)	853	(2,141)	1,116
Other Income/Expense							
Other Expense							
8990-00 · Allocated	82	90	(9)	777	853	(76)	1,116
Total Other Expense	82	90	(9)	777	853	(76)	1,116
Net Other Income	(82)	(90)	9	(777)	(853)	76	(1,116)
Net Income	(41)	0	(41)	(2,065)	0	(2,065)	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,941	10,750	1,191	102,085	95,850	6,235	128,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	13,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	18,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	50,000
4250-02 · Chamber Events	1,018	208	810	2,702	1,876	826	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	2,622	4,000	(1,378)	8,000
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	500	300	200	2,500	2,150	350	3,050
4251-00 · Tues AM Breakfast Club - Other	585	580	5	4,262	5,220	(958)	6,960
Total 4251-00 · Tues AM Breakfast Club	1,085	880	205	6,762	7,370	(608)	10,010
4250-00 · Revenues-Membership Activities - Other	(210)			3,498	0	3,498	0
Total 4250-00 · Revenues-Membership Activities	1,893	1,088	805	15,585	13,246	2,339	70,510
4252-00 · Sponsorships	0			600	0	600	0
4253-00 · Revenue- Other	0			6			
Total Income	13,834	11,838	1,996	118,276	109,096	9,180	198,510
Gross Profit	13,834	11,838	1,996	118,276	109,096	9,180	198,510
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(12,375)	(12,375)	0	(16,500)
5020-00 · P/R - Tax Expense	383	547	(164)	3,972	4,925	(953)	6,566
5030-00 · P/R - Health Insurance Expense	1,459	888	571	8,703	7,992	711	10,656
5040-00 · P/R - Workmans Comp	44	7	37	275	66	209	87
5060-00 · 401 (k)	227	262	(35)	2,072	2,359	(287)	3,145
5070-00 · Other Benefits and Expenses	54	66	(12)	174	594	(420)	792
5000-00 · Salaries & Wages - Other	6,685	6,553	132	61,760	58,977	2,783	78,636
Total 5000-00 · Salaries & Wages	7,477	6,948	529	64,580	62,538	2,042	83,382
5100-00 · Rent							
5110-00 · Utilities	41	50	(9)	262	455	(193)	605
5140-00 · Repairs & Maintenance	30	25	5	460	225	235	300
5150-00 · Office - Cleaning	61	78	(17)	272	820	(548)	1,177
5100-00 · Rent - Other	617	819	(202)	3,551	7,369	(3,818)	9,826
Total 5100-00 · Rent	748	972	(224)	4,545	8,869	(4,324)	11,908
5310-00 · Telephone							
5320-00 · Telephone	125	253	(128)	1,297	2,277	(980)	3,036
Total 5310-00 · Telephone	125	253	(128)	1,297	2,277	(980)	3,036
5420-00 · Mail - USPS	0	250	(250)	88	850	(762)	1,000
5510-00 · Insurance/Bonding	0	55	(55)	242	610	(368)	775
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	43			685	500	185	500
5520-00 · Supplies - Other	40	83	(43)	606	751	(145)	1,000
Total 5520-00 · Supplies	84	83	1	1,292	1,251	41	1,500
5610-00 · Depreciation	0	8	(8)	0	72	(72)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	504	(504)	672
5710-00 · Taxes, Licenses & Fees	0	50	(50)	0	150	(150)	200
5740-00 · Equipment Rental/Leasing	176	250	(74)	1,594	2,240	(646)	2,990
5800-00 · Training Seminars	19	0	19	3,721	1,950	1,771	1,950
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	375	(375)	0	1,125	(1,125)	1,500
Total 5900-00 · Professional Fees	0	375	(375)	0	1,125	(1,125)	1,500
6420-00 · Events							
6422-00 · Event Media	0			(300)			
6424-00 · Event Operation Expenses	(458)			0			
Total 6420-00 · Events	(458)			(300)			
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	1,115	0	1,115	1,115	0	1,115	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	3,469	2,500	969	5,000
6437-00 · Tuesday Morning Breakfast Club	1,570	650	920	4,120	5,200	(1,081)	7,150
6441-00 · Membership - Miscellaneous Exp	0			60			
6442-00 · Public Relations/Website	8,554	344	8,210	16,491	4,596	11,895	5,628
6423-00 · Membership Activities - Other	2,217			7,802	0	7,802	0
Total 6423-00 · Membership Activities	13,456	994	12,462	33,056	12,296	20,760	45,278
8100-00 · Cost of Goods Sold	0			707			
8200-00 · Associate Relations	0	67	(67)	0	599	(599)	800

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
8500-00 - Credit Card Fees	268	155	113	2,073	1,595	478	3,000
8700-00 - Automobile Expenses	22	78	(56)	359	699	(340)	933
8750-00 - Meals/Meetings	58	150	(92)	772	1,350	(578)	1,800
8810-00 - Dues & Subscriptions	0	35	(35)	530	315	215	420
8920-00 - Bad Debt	540			4,390	0	4,390	0
Total Expense	22,515	10,779	11,736	118,946	99,290	19,656	161,240
Net Ordinary Income	(8,681)	1,059	(9,740)	(670)	9,806	(10,476)	37,270
Other Income/Expense							
Other Expense							
8990-00 - Allocated	1,842	2,036	(194)	17,480	19,188	(1,708)	25,113
Total Other Expense	1,842	2,036	(194)	17,480	19,188	(1,708)	25,113
Net Other Income	(1,842)	(2,036)	194	(17,480)	(19,188)	1,708	(25,113)
Net Income	(10,523)	(977)	(9,546)	(18,150)	(9,382)	(8,768)	12,157

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

70 - Administration

Accrual Basis

	Mar 19	Budget	\$ Over Budget	Jul '18 - Mar 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,762	2,130	(367)	18,010	19,166	(1,156)	25,555
5030-00 - P/R - Health Insurance Expense	2,151	2,648	(497)	15,550	23,828	(8,278)	31,770
5040-00 - P/R - Workmans Comp	170	182	(12)	1,220	1,638	(418)	2,184
5060-00 - 401 (k)	939	1,089	(151)	5,451	9,804	(4,353)	13,072
5070-00 - Other Benefits and Expenses	30	167	(137)	622	1,499	(877)	2,000
5000-00 - Salaries & Wages - Other	26,807	27,188	(381)	240,871	244,688	(3,816)	326,250
Total 5000-00 - Salaries & Wages	31,858	33,403	(1,545)	281,724	300,622	(18,898)	400,831
5100-00 - Rent							
5110-00 - Utilities	152	123	29	1,442	1,107	335	1,476
5140-00 - Repairs & Maintenance	1,295	375	920	4,015	3,375	640	4,500
5150-00 - Office - Cleaning	224	208	16	1,649	1,873	(224)	2,497
5100-00 - Rent - Other	2,280	2,176	104	22,785	19,579	3,206	26,107
Total 5100-00 - Rent	3,950	2,882	1,068	29,890	25,934	3,956	34,580
5310-00 - Telephone							
5320-00 - Telephone	681	1,000	(319)	7,186	9,000	(1,814)	12,000
5350-00 - Internet	0			25			
Total 5310-00 - Telephone	681	1,000	(319)	7,211	9,000	(1,789)	12,000
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			30	0	30	0
5420-00 - Mail - USPS - Other	500	88	412	1,201	795	406	1,059
Total 5420-00 - Mail - USPS	500	88	412	1,231	795	436	1,059
5510-00 - Insurance/Bonding	724			3,274	205	3,069	205
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	10			1,900	2,000	(100)	2,000
5520-00 - Supplies - Other	132	625	(493)	3,913	5,625	(1,712)	7,500
Total 5520-00 - Supplies	142	625	(483)	5,813	7,625	(1,812)	9,500
5610-00 - Depreciation	0	54	(54)	218	488	(270)	650
5700-00 - Equipment Support & Maintenance	2	330	(328)	2,166	2,965	(799)	3,955
5710-00 - Taxes, Licenses & Fees	1,270	1,042	228	8,183	9,374	(1,191)	12,500
5740-00 - Equipment Rental/Leasing	356	329	27	2,976	2,963	13	3,950
5800-00 - Training Seminars	0	417	(417)	774	3,749	(2,975)	5,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	40	625	(585)	1,000	5,625	(4,625)	7,500
5920-00 - Professional Fees - Accountant	0			21,000	25,000	(4,000)	25,000
5921-00 - Professional Fees - Other	0	1,500	(1,500)	6,610	15,000	(8,390)	19,500
Total 5900-00 - Professional Fees	40	2,125	(2,085)	28,610	45,625	(17,015)	52,000
6420-00 - Events							
6422-00 - Event Media	0			300			
Total 6420-00 - Events	0			300			
6423-00 - Membership Activities							
6442-00 - Public Relations/Website	0			(300)			
Total 6423-00 - Membership Activities	0			(300)	0	(300)	0
7500-00 - Trade Shows/Travel	0			372			
8200-00 - Associate Relations	92	333	(241)	2,079	3,001	(922)	4,000
8300-00 - Board Functions	161	1,500	(1,339)	6,178	4,050	2,128	4,500
8500-00 - Credit Card Fees	0			310	0	310	0
8600-00 - Additional Opportunities	0	467	(467)	0	4,199	(4,199)	5,600
8700-00 - Automobile Expenses	114	250	(136)	1,795	2,250	(455)	3,000
8750-00 - Meals/Meetings	630	120	510	1,845	1,080	765	1,440
8810-00 - Dues & Subscriptions	417	275	142	3,888	2,475	1,413	3,300
Total Expense	40,936	45,240	(4,304)	388,538	426,400	(37,863)	558,070
Net Ordinary Income	(40,936)	(45,240)	4,304	(388,538)	(426,400)	37,863	(558,070)
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	0			17			
Total Other Income	0			17			
Other Expense							
8990-00 - Allocated	(40,936)	(45,240)	4,304	(388,443)	(426,400)	37,957	(558,070)
Total Other Expense	(40,936)	(45,240)	4,304	(388,443)	(426,400)	37,957	(558,070)
Net Other Income	40,936	45,240	(4,304)	388,461	426,400	(37,940)	558,070
Net Income	0	0	0	(77)	0	(77)	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2019

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of March 31, 2019

04/22/19

Accrual Basis

	Mar 31, 19	Mar 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	596,054	395,921	200,133	51%
Total Checking/Savings	596,054	395,921	200,133	51%
Accounts Receivable				
1200-00 · Accounts Receivable	13,946	103,860	(89,913)	(87)%
Total Accounts Receivable	13,946	103,860	(89,913)	(87)%
Other Current Assets				
1300 · Reimbursements Receivable	1,150	0	1,150	100%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	1,250	100	1,150	1,150%
Total Current Assets	611,250	499,881	111,369	22%
Other Assets				
1400-00 · Prepaid Expenses	14,687	2,377	12,310	518%
Total Other Assets	14,687	2,377	12,310	518%
TOTAL ASSETS	625,937	502,258	123,680	25%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	363,922	42,876	321,046	749%
Total Accounts Payable	363,922	42,876	321,046	749%
Credit Cards				
2080 · Bank of the West Credit Cards				
2080-02 · MC_4222 Jason	0	3,597	(3,597)	(100)%
2080-05 · MC_2107 Greg	0	1,417	(1,417)	(100)%
2080-09 · MC_3126 Sarah	0	2,923	(2,923)	(100)%
Total 2080 · Bank of the West Credit Cards	0	7,936	(7,936)	(100)%
Total Credit Cards	0	7,936	(7,936)	(100)%
Total Current Liabilities	363,922	50,812	313,109	616%
Total Liabilities	363,922	50,812	313,109	616%
Equity				
32000 · Unrestricted Net Assets	189,433	176,268	13,164	8%
Net Income	72,583	275,177	(202,594)	(74)%
Total Equity	262,016	451,445	(189,430)	(42)%
TOTAL LIABILITIES & EQUITY	625,937	502,258	123,680	25%

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of March 31, 2019

	<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	0.00	0.00	2,000.00	2,000.00
Granlibakken Resort*	0.00	0.00	0.00	1,118.83	0.00	1,118.83
Hyatt Regency Lake Tahoe Resort*	2,750.00	0.00	93.65	0.00	0.00	2,843.65
Resort at Squaw Creek*	0.00	0.00	0.00	1,271.48	3,286.11	4,557.59
Squaw Valley Lodge	0.00	250.00	0.00	0.00	0.00	250.00
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	250.00	0.00	1,271.48	375.00	1,896.48
TOTAL	<u><u>2,750.00</u></u>	<u><u>500.00</u></u>	<u><u>93.65</u></u>	<u><u>3,661.79</u></u>	<u><u>6,941.02</u></u>	<u><u>13,946.46</u></u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of March 31, 2019

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	0.00	17.00	0.00	0.00	0.00	17.00
Augustineldeas	34,020.10	0.00	44,297.06	0.00	0.00	78,317.16
Black Diamond Agency Ltd	0.00	0.00	0.00	0.00	0.00	0.00
Brian Dennehy Photography	360.00	0.00	0.00	0.00	0.00	360.00
Fallon Multimedia	0.00	0.00	0.00	0.00	0.00	0.00
Gate 7 Pty Ltd*	0.00	0.00	0.00	0.00	0.00	0.00
Greg Howey	0.00	0.00	606.95	0.00	0.00	606.95
IVCB Visitors Bureau	2,303.48	0.00	0.00	0.00	0.00	2,303.48
Jason Neary	304.94	0.00	0.00	0.00	0.00	304.94
Jeremy Jacobson	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA	15,013.85	11,761.59	0.00	0.00	0.00	26,775.44
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
Reno Sparks Convention & VB	0.00	0.00	0.00	0.00	0.00	0.00
Richter7	85,847.37	0.00	121,835.86	0.00	0.00	207,683.23
RKPR*	0.00	0.00	0.00	0.00	0.00	0.00
Sarah Winters	255.23	0.00	101.68	0.00	0.00	356.91
School of Thought Inc	0.00	0.00	0.00	0.00	0.00	0.00
Smith & Jones, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Tasmark Enterprises	0.00	0.00	0.00	0.00	0.00	0.00
The Abbi Agency, Inc	22,196.57	0.00	0.00	0.00	0.00	22,196.57
TOTAL	<u><u>185,301.54</u></u>	<u><u>11,778.59</u></u>	<u><u>166,841.55</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>363,921.68</u></u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	95,000	95,000	741,057	741,057	942,000
4001-00 · NLTRA Funding	121,652	121,652	1,094,871	1,094,866	1,459,822
4004-00 · IVCBVB Entertainment	0	0	6,000	6,000	8,000
Total Income	<u>216,652</u>	<u>216,652</u>	<u>1,841,928</u>	<u>1,841,923</u>	<u>2,409,822</u>
Gross Profit	216,652	216,652	1,841,928	1,841,923	2,409,822
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0		13,472	20,000	20,000
5002-00 · Consumer Print	16,500	0	40,500	40,000	40,000
5002-01 · Native Display	0	5,250	13,713	33,500	50,000
5004-00 · Trip Advisor	3,232	3,125	78,432	60,625	95,000
5005-00 · Paid Social	14,030	4,400	106,285	97,250	135,000
5005-01 · Digital Display	24,800	6,963	113,610	86,578	115,004
5005-02 · Retargeting Video	0	570	0	7,320	10,000
5007-00 · Creative Production	23,036	10,000	128,889	86,000	121,000
5010-00 · Account Strategy & Management	7,000	7,000	63,000	63,000	84,000
5010-01 · Digital Management & Reporting	3,000	3,000	27,000	27,000	36,000
5010-02 · Website Strategy & Analysis	2,000	2,000	18,000	18,000	24,000
5013-00 · Outdoor	0	0	111,000	95,000	95,000
5015-00 · Video	731	0	13,993	19,000	25,000
5017-00 · Rich Media	11,658	0	45,000	25,000	50,000
5018-00 · Media Commission	8,808	2,965	71,512	73,493	98,796
5018-01 · Digital Ad Serving	0	625	609	5,625	7,500
5018-03 · Strategic Marketing Plan	0		0	3,500	3,500
5020-00 · Search Engine Marketing	9,068	2,500	37,141	37,200	50,000
5022-00 · Email	0	0	23,078	28,875	45,000
5023-00 · Additional Opportunities	0		0	40,479	40,479
5025-00 · Expedia	0	0	0	22,500	30,000
Total 5000-00 · CONSUMER MARKETING	<u>123,863</u>	<u>48,398</u>	<u>905,234</u>	<u>889,945</u>	<u>1,175,279</u>
5110-00 · LEISURE SALES					
5107-00 · Creative Production	9,953	500	12,536	1,000	2,500
5111-00 · FAMS - Domestic	0	0	947	1,000	1,250
5112-00 · Training / Sales Calls	113	0	1,392	2,000	3,500
5113-00 · Additional Opportunities	0	0	5,097	5,000	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	1,000	1,000
5120-00 · Domestic - Trade Shows	0	0	2,843	4,750	4,750
5131-00 · FAMS -Intl - Travel Trade	1,741	2,000	4,149	5,750	6,500
5132-00 · FAMS -Intl - Media	283	1,000	5,131	9,000	12,000
5133-00 · Ski-Tops	0	1,250	537	3,250	3,250
5134-00 · Intl Marketing - Additional Opp	0	0	3,555	6,000	13,000
5136-00 · Tour Operator Brochure Support	0	3,000	5,500	3,000	6,000
5137-00 · Co-op Opportunities	0	3,500	4,000	10,500	13,000
5141-00 · Australian Sales Mission	0	0	2,456	0	5,500
5142-00 · UK Sales Mission	4,750	0	4,750	0	5,500
5143-00 · Mountain Travel Symposium	0	0	4,381	2,500	5,500
5144-00 · IPW - POW WOW	(4,490)	0	5,440	10,000	9,000
5145-00 · TIA Annual Dues	0	0	2,635	2,500	2,500
5146-00 · UK / Black Diamond	0	0	24,607	33,750	45,000
5147-00 · AUS / Gate 7	0	0	25,939	30,750	41,000
5149-00 · Mexico Program	0		4,860	5,000	5,000
5150-00 · China Program	0		5,238	8,500	8,500
5151-00 · RTO West	0	0	2,322	2,695	4,195
5152-00 · Go West	1,816	0	1,816	1,500	1,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	(953)		940		
5154-00 · Canada - Other	0	0	27,388	20,000	25,000
Total 5154-00 · Canada	<u>(953)</u>	<u>0</u>	<u>28,328</u>	<u>20,000</u>	<u>25,000</u>
5155-00 · California Star Program	0		3,500	3,500	3,500
Total 5110-00 · LEISURE SALES	<u>13,213</u>	<u>11,250</u>	<u>161,960</u>	<u>172,945</u>	<u>235,445</u>
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	19,800	19,800	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	45,000	45,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,800	1,800	16,200	16,200	21,600
5204-00 · Media Mission(s)	3,902	5,300	6,691	10,600	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	4,500	4,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	2,700	2,700	3,600
5208-00 · International Travel Media FAMS	1,000	0	6,466	9,000	12,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2019

Accrual Basis

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	494	3,209	16,227	28,876	38,500
5210-00 · Content Dev - Newsletters	2,000	2,000	18,000	18,000	24,000
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	36,000	36,000	48,000
5212-00 · Social Giveaways & Contests	0	0	4,600	5,550	8,900
5213-00 · Facebook Live	0	1,620	1,500	4,860	6,480
5214-00 · Social Takeover	0	1,100	6,688	9,700	13,000
5215-00 · Content Campaign-Local Luminary	0	0	27,000	11,000	22,000
5200-00 · PUBLIC RELATIONS - Other	(6,618)		326		
Total 5200-00 · PUBLIC RELATIONS	14,579	27,029	211,699	221,786	301,080
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	0	0	12,300	12,000	20,500
6003-00 · Geo-Fence Targeting	0		3,000	3,000	3,000
6004-00 · Email	2,500	850	9,250	7,650	10,200
6004-01 · Newsletter	0	1,650	0	4,300	5,950
6005-00 · Paid Media	749	1,234	6,290	9,338	12,154
6006-00 · CVENT	0		13,196	13,196	13,196
6007-00 · Creative Production	1,475	2,000	23,336	15,000	20,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	9,000	9,000	12,000
6010-00 · Collateral Production	0	2,500	0	7,500	7,500
6018-00 · MCC Media Commission	390	485	7,249	6,433	8,450
6018-01 · MCC Digital Ad Servng	0		36	200	200
6019-00 · Conference Direct Partnership	0		0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	500	0	4,500	0	6,000
6152-00 · Client Events / Opportunities	0	0	15,304	10,500	18,000
6153-00 · Chicago Sales Rep Support	0	0	6,540	5,000	10,000
Total 6000-00 · CONFERENCE SALES	6,613	9,719	110,001	108,117	152,150
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	578	750	4,703	4,250	7,000
6115-00 · Chicago Holiday Showcase	0	0	0	3,000	3,000
6116-00 · CalSAE Seasonal Spectacular	0	0	4,142	3,000	3,000
6118-00 · ASAE Annual	0		5,946	4,250	4,250
6120-00 · AFW Client Event	0		821	3,000	3,000
6120-01 · Sac River Cats Client Event	0		2,003	3,000	3,000
6127-00 · CalSAE Annual	406	1,700	5,552	6,700	6,700
6136-00 · Mountain Travel Symposium	0	2,395	0	4,895	4,895
6143-00 · Connect Marketplace	0	0	2,402	2,500	10,000
6144-00 · ASAE XDP	951	0	1,426	2,500	4,000
6150-01 · Luxury Meeting Summit Northwest	1,188	1,500	2,838	3,000	3,000
6150-02 · Luxury Summit Meeting Texas	0		5,769	4,500	4,500
6150-03 · Luxury Meeting Summit NorCal	0	0	1,650	1,500	2,800
6150-05 · Luxury Meeting Summit PHX/SD/OC	1,980		5,786	4,200	4,200
6151-00 · Destination CA	249	0	249	0	1,500
6154-00 · HelmsBriscoe ABC	287	0	4,787	4,000	5,500
6156-00 · Connect California	0	1,250	0	5,000	5,000
6156-02 · Connect Chicago	0	0	3,700	4,000	4,000
6156-03 · Connect New England	0	0	112	3,750	6,250
6156-04 · Connect Georgia	0		4,877	5,750	5,750
6157-00 · HPN Partner Conference	0		3,718	3,700	3,700
6157-01 · HPN Spring Training CE (RSCVA)	0	1,500	0	3,000	3,000
6160-00 · AllThingsMeetings Silcon Valley	0	0	1,038	500	1,500
6160-01 · AllThingsMeetings East Bay	0		1,756	2,000	2,000
6161-00 · Connect Southwest	0		3,700	4,450	4,450
6162-00 · Connect Tech & Medical	0		4,746	5,250	5,250
6163-00 · Connect Financial	4,260	0	4,697	5,250	5,250
6164-00 · Connect Mountain Incentive	4,851	1,500	5,299	5,250	5,250
6165-00 · Bay Area Client Appreciation	0	0	0	0	5,000
6166-00 · Sports Commission	0	0	795	1,600	2,900
6167-00 · Nor Cal DMO	0	1,000	429	3,500	4,500
Total 6100-00 · TRADE SHOWS	14,749	11,595	82,940	107,295	134,145
6106-00 · CalSAE Seasonal Spectacular	0		(2,537)		
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0	0	25,851	27,000	51,000
5009-00 · Fulfillment / Mail	370	0	10,359	10,500	13,000
5021-00 · RASC-Reno Air Service Corp	25,000	0	75,000	75,000	100,000
5123-00 · HSVC - High Sierra Visitors	0	0	2,000	2,250	2,250
7001-00 · Miscellaneous	0	250	61	2,250	3,000
7002-00 · CRM Subscription	833		7,500	10,000	10,000
7003-00 · IVCBVB Entertainment Fund	306	2,000	3,507	6,000	8,000
7004-00 · Research	422	0	6,439	21,000	45,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	0	0	20,000	45,000
7007-00 · Destimetrics / DMX	0	0	25,013	25,014	33,352

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

Accrual Basis

March 2019

	Mar 19	Budget	Jul '18 - Mar 19	YTD Budget	Annual Budget
7008-00 · Opportunistic Funds	467	10,000	77,900	16,600	16,600
7009-00 · Tahoe Cam Usage	0	177	1,062	1,593	2,124
8700-00 · Automobile Expense*	501	200	3,816	1,800	2,400
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		(5,779)		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	27,898	12,627	247,728	234,007	346,726
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	3,583	3,750	32,250	33,750	45,000
8003-00 · Website Hosting Maintenance	0	0	20,071	15,000	20,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	3,583	3,750	52,321	48,750	65,000
Total Expense	204,498	124,368	1,769,345	1,782,845	2,409,825
Net Income	12,154	92,284	72,583	59,078	(3)

KEY METRICS FOR March 31, 2019 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru February 2019)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876	
2012 - 2013	3,882,952	2,106,483	4,263,668	1,447,976	\$ 11,701,279	
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238	
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,331	\$ 12,603,406	
2015 - 2016	4,873,005	3,874,694	5,436,080	2,350,829	\$ 16,534,608	
2016 - 2017	5,503,124	3,317,960	6,114,719	3,354,149	\$ 18,289,952	
2017 - 2018	6,271,093	3,449,703	5,630,792	3,191,682	\$ 18,543,270	
2018 - 2019	7,019,665	3,944,680	248,536		\$ 11,212,881	updated

Visitor Information Comparative Statistics For FYTD 2015/16 - 2018/19 (thru Feb 2019)					
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
Walk In	31,460	29,419	32,320	30,546	-5.49%
Phone	1,971	2,648	2,418	2,185	-9.64%
Email	166	273	290	311	7.24%
Kings Beach (Walk In)	8,609	3,926	8,733	11,439	30.99%
NLT - Event Traffic	22,555	4,820	4,310	3,295	-23.55%
Total	64,761	41,086	48,071	47,776	-0.61%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 742,627	-9.46%
Second (Apr - June)	\$ 495,699	\$ 559,589	\$ 716,779	\$ 601,162	-16.13%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 982,682	-1.84%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ -	-100.00%
Total	\$ 2,542,230	\$ 2,832,127	\$ 3,179,417	\$ 2,326,471	-26.83%

Unemployment Rates - EDD				
	June 2014	July 2015	Aug 2016	March 2019
California (pop. 38,332,521)	7.1%	6.7%	5.5%	4.3%
Placer County (367,309)	6.0%	5.2%	4.7%	3.7%
Dollar Point (1,215)	7.1%	6.1%	1.1%	2.0%
Kings Beach (3,893)	6.0%	6.8%	6.1%	2.2%
Sunnyside/Tahoe City (1,557)	7.0%	5.7%	5.1%	4.8%
Tahoe Vista (1,433)	10.1%	8.9%	4.3%	3.0%

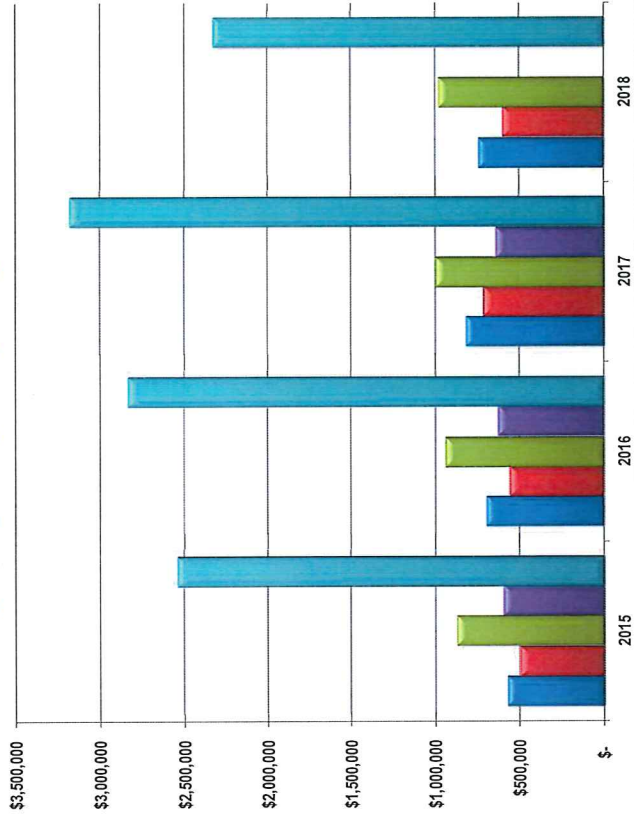
Destimetrics Reservations Activity				
	FYTD 17/18	FYTD 18/19	YOY % Change	
Occupancy	52.1%	53.8%	3.3%	
ADR (Average Daily Rate)	\$ 280	\$ 296	5.5%	
RevPAR (Rev per Available Room)	\$ 146	\$ 159	8.9%	
Occupancy 1 Mth Forecast	32.9%	29.7%	-9.6%	
ADR 1 Mth Forecast	\$ 220	\$ 238	8.3%	
RevPAR 1 Mth Forecast	\$ 72	\$ 71	-2.1%	
Occupancy (prior 6 months)	42.4%	49.0%	15.6%	
ADR (prior 6 months)	\$ 300	\$ 301	0.4%	
RevPAR (prior 6 months)	\$ 127	\$ 148	16.1%	
Occupancy (next 6 months)	28.9%	28.2%	-2.4%	
ADR (next 6 months)	\$ 324	\$ 338	4.1%	
RevPAR (next 6 months)	\$ 94	\$ 95	1.6%	

Infrastructure Fund Balances Held by Placer County as of 6/30/17 (Reported Quarterly)		
	June 2014	Total Chamber Membership
FY 2015-16 Contract	\$ 4,260,134	457
FY 2016-17 Contract	2,526,980	474
Total Fund Balances	\$ 6,787,115	424
	Jun 2018	378

Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 2/28/2019				
FORWARD LOOKING	2017-18		2018-19	
	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$2,570,830	\$ 2,476,727	\$ 2,851,161	15.12%
Commission for this Revenue	\$ 60,863	\$ 62,167	\$ 75,322	21.16%
Number of Room Nights	12,962	14,920	15,246	2.18%
Number of Bookings	76	61	64	4.92%
Conference Revenue And Percentage by County:				
	17-18	18-19		
Placer	53%	66%	\$ 1,308,950	\$ 1,871,342
Washoe	30%	10%	\$ 730,318	\$ 287,644
South Lake	15%	24%	\$ 397,939	\$ 692,175
Nevada	2%	0%	\$ 50,288	\$ -
Total Conference Revenue	100%	100%	\$ 2,570,830	\$ 2,476,727
CURRENT			\$ 2,851,161	15.12%
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000
Annual Commission Goal			\$ 70,000	\$ 50,000
				-28.57%

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

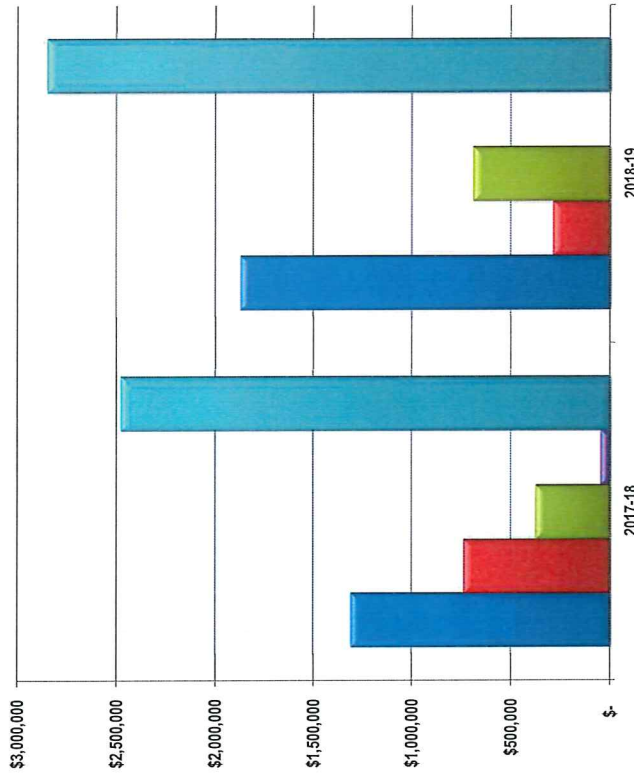
■ 1st Qtr. ■ 2nd Qtr. ■ 3rd Qtr. ■ 4th Qtr. ■ Total for Year



Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 742,627	-9.46%
Second (Apr - June)	\$ 495,699	\$ 559,589	\$ 716,779	\$ 601,162	-16.13%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 982,682	-1.84%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ -	-100.00%
Total	\$ 2,542,230	\$ 2,832,127	\$ 3,179,417	\$ 2,326,471	-26.83%

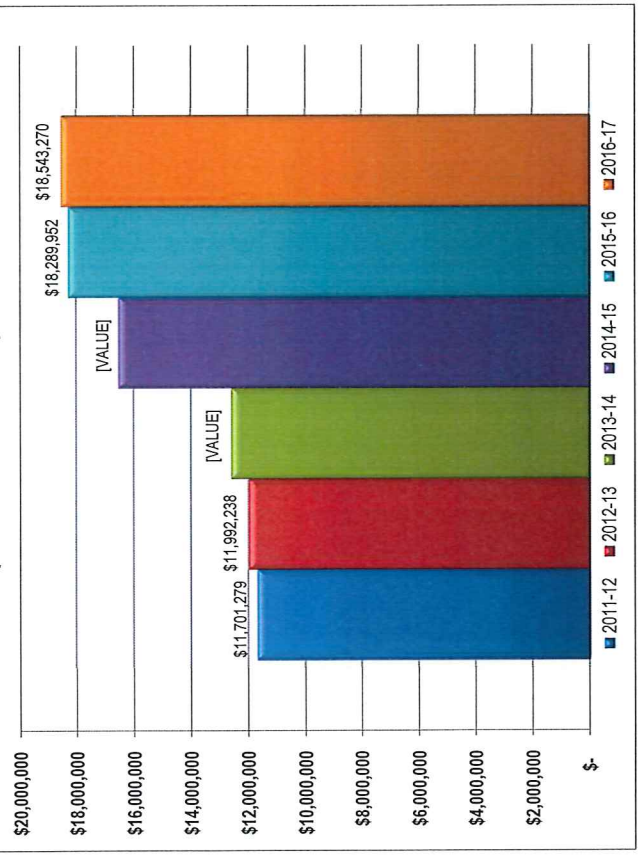
Conference Revenue Statistics & Revenue Share by County

■ Placer County ■ Washoe County ■ South Lake Tahoe ■ Nevada County ■ Total Conference Revenues



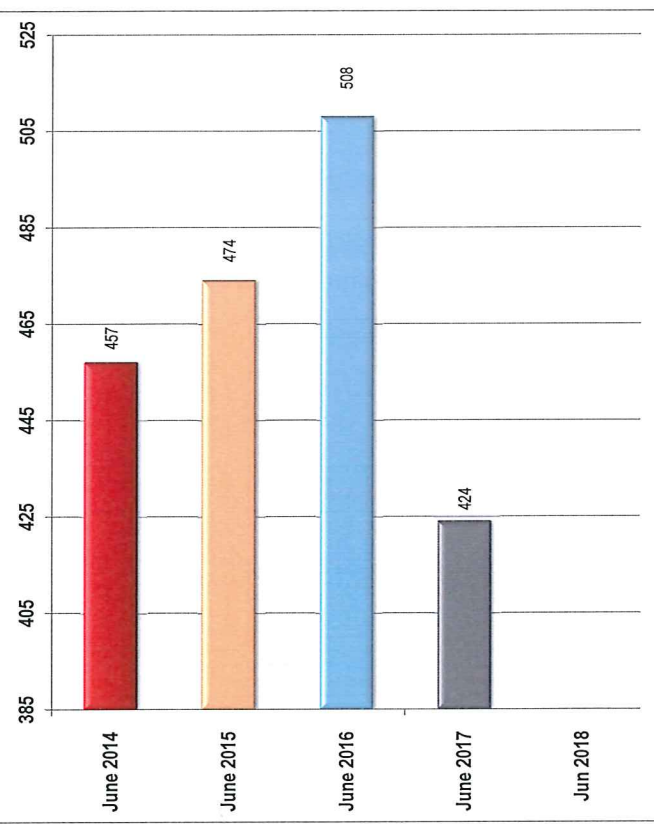
Conference Revenue Statistics Comparison FYTD 17/18 vs. FYTD 18/19 at 2/28/2019			
	2017-18	2018-19	YOY % Change
FORWARD LOOKING	Forecasted	Forecasted	
Total Revenue Booked	\$ 2,476,727	\$ 2,851,161	15.12%
Commission for this Revenue	62,167	75,322	21.16%
Number of Room Nights	14,920	15,246	2.18%
Number of Bookings	61	64	4.92%
CURRENT			
NLT - Annual Revenue Goal	\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal	\$ 70,000	\$ 50,000	-28.57%
Conference Revenue And Percentage by County:			
Placer	\$ 1,308,950	\$ 1,871,342	42.87%
Washoe	\$ 741,355	\$ 287,644	-61.20%
South Lake	\$ 376,134	\$ 692,175	84.02%
Nevada	\$ 50,288	\$ -	-100.00%
Total Conference Revenue	\$ 2,476,727	\$ 2,851,161	15.12%

5-Year Annual TOT Collections (Fiscal Year Basis)



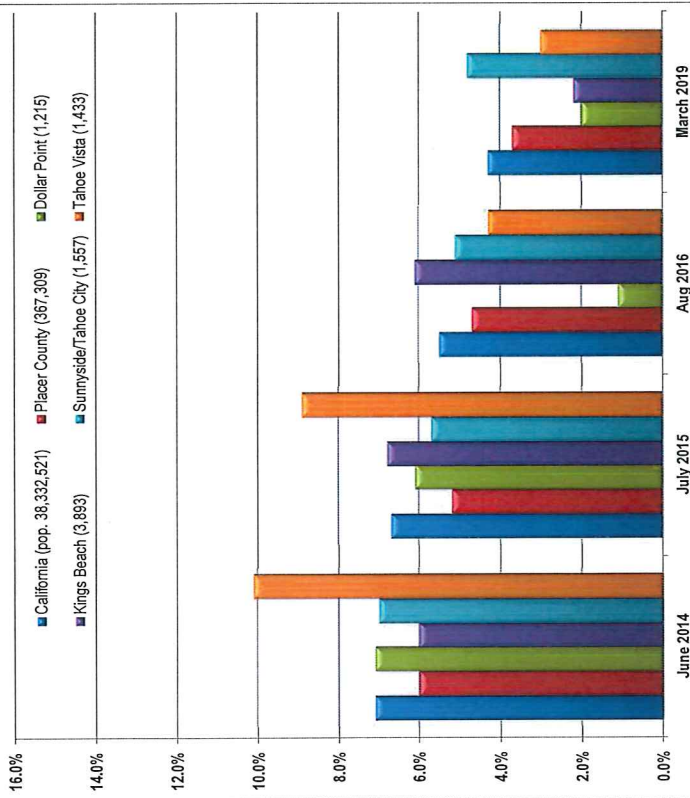
Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru February 2019)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
2012 - 2013	\$ 3,882,952	\$ 2,106,483	\$ 4,263,868	\$ 1,447,976	\$ 11,701,279	
2013 - 2014	\$ 4,525,882	\$ 2,145,820	\$ 3,569,535	\$ 1,751,001	\$ 11,992,238	
2014 - 2015	\$ 4,693,908	\$ 2,527,728	\$ 3,513,439	\$ 1,868,331	\$ 12,603,406	
2015 - 2016	\$ 4,873,005	\$ 3,874,694	\$ 5,436,080	\$ 2,350,829	\$ 16,534,608	
2016 - 2017	\$ 5,503,124	\$ 3,317,960	\$ 6,114,719	\$ 3,354,149	\$ 18,289,952	
2017 - 2018	\$ 6,271,093	\$ 3,449,703	\$ 5,630,792	\$ 3,191,682	\$ 18,543,270	
2018 - 2019	\$ 7,019,665	\$ 3,944,680	\$ 248,536	\$ -	\$ 11,212,881	

Chamber Membership (# of Members)



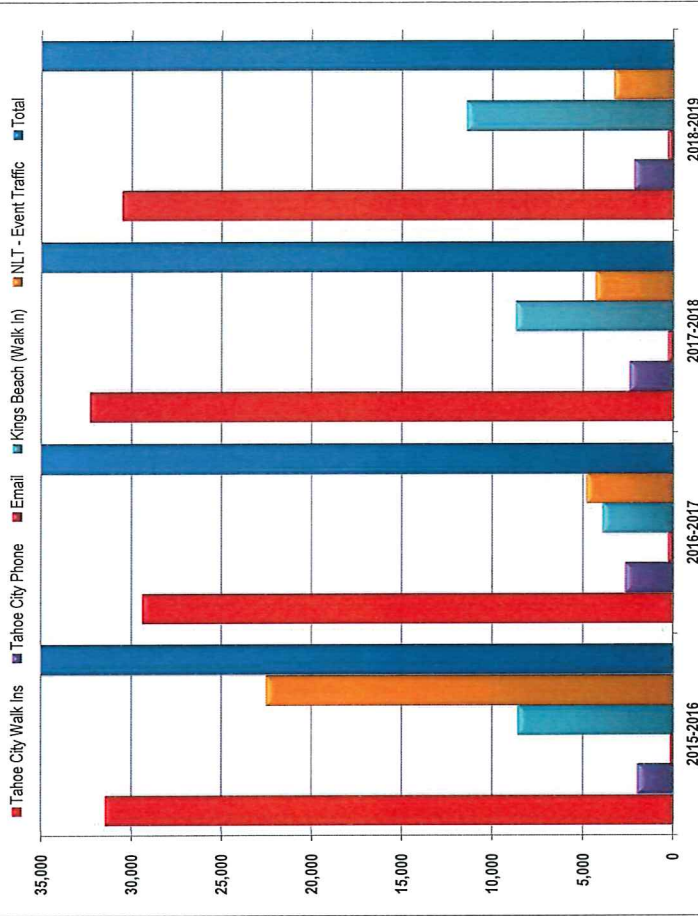
Chamber Of Commerce Total Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Jun 2018	378

Unemployment Rates by Region



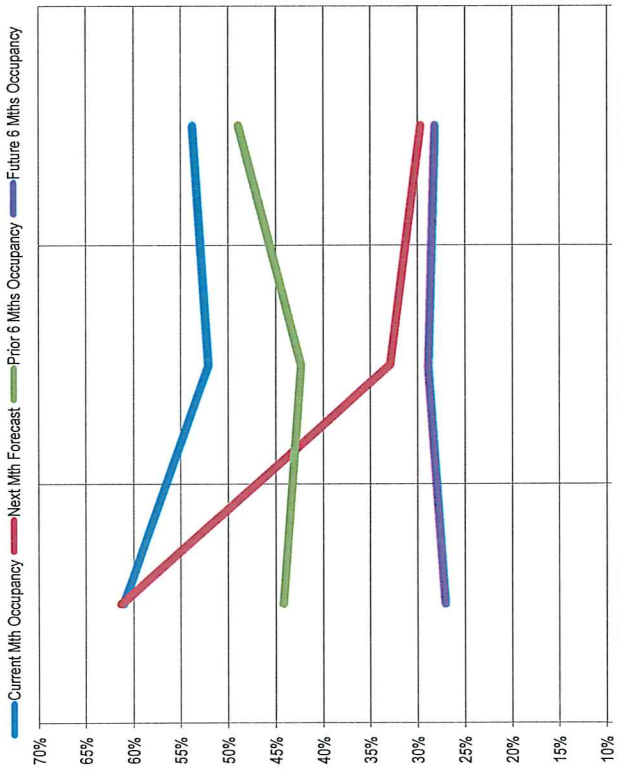
Unemployment Rates - EDD	June 2014	July 2014	Aug 2014	July 2015	Aug 2015	July 2016	Aug 2016	March 2019
California (pop. 38,332,521)	7.1%	6.0%	6.7%	5.2%	4.7%	5.5%	4.3%	4.3%
Placer County (367,309)	7.1%	6.1%	6.1%	6.1%	6.1%	6.1%	6.1%	3.7%
Dollar Point (1,215)	7.1%	6.0%	6.8%	6.8%	6.1%	6.1%	6.1%	2.0%
Kings Beach (3,893)	7.0%	6.0%	5.7%	5.7%	5.1%	5.1%	5.1%	2.2%
Sunnyside/Tahoe City (1,557)	10.1%	10.1%	8.9%	8.9%	4.3%	4.3%	4.3%	4.8%
Tahoe Vista (1,433)	10.1%	10.1%	8.9%	8.9%	4.3%	4.3%	4.3%	3.0%

Visitor Information - FYTD YOY



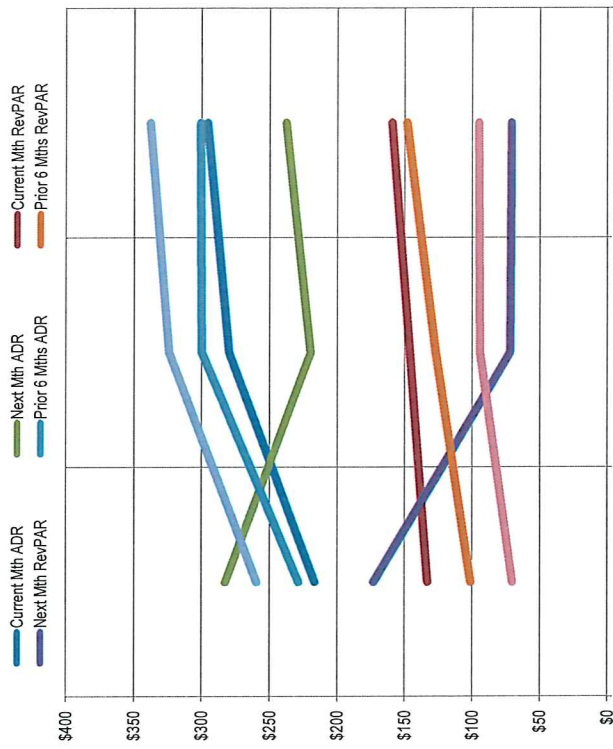
Referrals -	2015-2016	2016-2017	2017-2018	2018-2019	YOY % Change
Tahoe City:					
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Phone	1,971	2,648	2,418	2,185	-9.64%
Email	166	273	290	311	7.24%
Kings Beach (Walk In)	8,609	3,926	8,733	11,439	30.99%
NLT - Event Traffic	22,555	4,820	4,310	3,295	-23.55%
Total	64,761	41,086	48,071	47,776	-0.61%

Destimetrics Occupancy in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 17/18	FYTD 18/19	Y-O-Y Change
Occupancy	61.1%	52.1%	53.8%	3.3%
Occupancy 1 Mth Forecast	61.3%	32.9%	29.7%	-9.6%
Occupancy (prior 6 months)	44.3%	42.4%	49.0%	15.6%
Occupancy (next 6 months)	27.1%	28.9%	28.2%	-2.4%

Destimetrics RevPAR in NLT Comparisons



Destimetrics Reservations Activity	FYTD 14/15	FYTD 17/18	FYTD 18/19	Y-O-Y Change
ADR (Average Daily Rate)	\$217	\$280	\$296	5.5%
RevPAR (Rev per Available Room)	\$133	\$146	\$159	8.9%
ADR 1 Mth Forecast	\$283	\$220	\$238	8.3%
RevPAR 1 Mth Forecast	\$173	\$72	\$71	-2.1%
ADR (prior 6 months)	\$229	\$300	\$301	0.4%
RevPAR (prior 6 months)	\$101	\$127	\$148	16.1%
ADR (next 6 months)	\$260	\$324	\$338	4.1%
RevPAR (next 6 months)	\$70	\$94	\$95	1.6%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month Yr March 2019
Employee Gustafson, Cindy

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
03.04.2019	A	Squaw Valley Resort	112064536	Adult Tram for visiting St. Paul Winter Carnival "Vulcans"	\$62.30		8600-00/11
03.08.2019	B	Sunnyside Restaurant	70015	Staff Relations - Daphne Lange going away appetizers	\$92.00		8200-00/70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1	Mileage		See Attached Mileage Report		\$95.12-\$0.00	8700-00-70
TOTAL - CREDIT CARD EXPENSES					\$154.30		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)					\$95.12-\$0.00		

Signed By:  Date: 4.8.19
 Approved By: _____ Date: _____

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE
4/8/19 MS	4/8/19 MS		4/11/19
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	DATE SCANNED

**NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
MILEAGE REIMBURSEMENT**

EMPLOYEE NAME: Gustafson, Cindy
REPORT MONTH: Mar-19

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
A	4-Mar	NLTRA Office	RSCVA Offices	104.00	X		RASC Board Meeting
	6-Mar	NLTRA Office	NTEC	20.00	X		NLTRA Board Meeting
	26-Mar	NLTRA Office	NTEC	20.00	X		Tourism Development Committee
	28-Mar	NLTRA Office	NTEC	20.00	X		CAP Committee

TOTAL MILES SUBMITTED:	164.00
MILEAGE RATE PER MILE	\$ 0.580
TOTAL MILEAGE REIMBURSEMENT DUE	\$ 95.12



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number XXXX-XXXX-0108-6903
Statement Date MAR 28, 2019
Total Activity \$154.52

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

CINDY M GUSTAFSON
N LAKE TAHOE RESORT
PO BOX 5459
TAHOE CITY CA 96145

ACCOUNT SUMMARY

CINDY M GUSTAFSON XXXX-XXXX-0108-6903	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$154.52		\$0.00		\$0.00		\$154.52

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-04	03-03	55436879062640623460436 Tax ID: 453250627 Mer Zip: 96146	SQUAW VALLEY RESORT OLYMPIC VALLECA	62.30
03-08	03-06	25536069067101015214365 Tran: 0000000001940001 Tax ID: 680087754 Mer Zip: 96145 Dest Zip: 96145	SUNNYSIDE RESTAURA TAHOE CITY CA	92.22




For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0108-6903	Account Summary
	Statement Date MAR 28, 2019	Purchases & Other Charges \$154.52
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$50,000	Cash Advances \$0.00
	Disputed Amount \$0.00	Fees \$0.00
		Credits \$0.00
		Payments \$0.00
		Total Activity \$154.52

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.



SQUAW VALLEY ALPINE MEADOWS

Guest Receipt

Qty	Item	Amount
-1	Adult Group Tram DTL Product Code: 31898	-34.00
-1	Adult Group Tram DTL Product Code: 31898	-34.00
1	Adult Group Tram DTL Product Code: 31898	-34.00
-1	Adult Group Tram DTL Product Code: 31898	-34.00
-1	Adult Group Tram DTL Product Code: 31898	-34.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00
1	AD Sightseeing - No Equipment Product Code: 11208	46.00

*Adult Tram for visiting
St. Paul Winter Carnival -*

SV | AM MMTD Assessment 2.30
Total: "Vulcans" 62.30

Mastercard 62.30
 Card Number: XXXXXXXXXXXX6903

Signature: _____

*8600-00/11
 [Signature]*

3/3/2019 10:50 AM
 Tran ID: 112064536
 POS: 180

No Refunds - No Transfers - No Credits

(A)

*Daphne
going away*



Sunnyside

RESTAURANT & LODGE

Server: Randall 03/06/2019
Table 317/10 4:53 PM
Guests: 0 70015
Order Type: Order

Carne Nachos 12.00
Zucchini (2 @11.00) 22.00
Calamari 15.00
Prosciutto Wrapped Prawns 15.00
One Taco Plate (2 @4.00) 8.00

Subtotal 72.00
Tax 5.22

Total 77.22

Balance Due 77.22

Sunnyside Resort
Sunside Nights are Here!!
Wed. Tacos, Fri. Music&Martinis,Ox's Picks
Call for Info (530) 583-7200

Server: Randall
04:53 PM
Table 317/10

DOB: 03/06/2019
03/06/2019
7/70015

SALE

M/C 7340033
Card #XXXXXXXXXXXX6903
Magnetic card present: GUSTAFSON CINDY
Card Entry Method: S

Approval: 082521

Amount: \$77.22

+ Tip: 15-

= Total: 92-

I agree to pay the above
total amount according to the
card issuer agreement.

X

Customer Copy

(B)