

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | **Drew Conly**, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | **Dan Tester**, Granite Peak Management | **Gary Davis**, JK Architecture Engineering | **Greg Dallas**,
Sugar Bowl Resort | **Jim Phelan**, Tahoe City Marina | **Karen Plank**, Placer County Appointee | **Kevin Mitchell**, Homewood Mountain
Resort | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: **Erin Casey**, Placer County Executive Office

AGENDA

NUMBER TO CALL IN: 1-712-770-4010, enter code 775665#

If unable to attend, join the conference call from your computer,
tablet or smartphone: (712) 770-4010, enter code 775665#
and Log on: <https://global.gotomeeting.com/join/856022373>

First GoToMeeting? Do a quick system check:
<https://link.gotomeeting.com/system-check>

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- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35 a.m.** 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:40 a.m.** 3. Agenda Amendments and Approval
- 8:45 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
- Page: 1 A. NLTRA Board Meeting Minutes from Sept 4, 2019 [Link to preliminary online document](#)
Page: 5 B. Approval of NLTRA Financial Statements of Aug 31, 2019
Page: 23 C. Approval of Interim CEO Expense Report for Aug 2019

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Sept 25, 2019 [Link to online document](#)
- Tourism Development Committee Sept 24, 2019
- In-Market Tourism Development Committee Sept 24, 2019 [Link to online document](#)

5. Action Items - None

9:00 a.m.

6. Informational Updates/Verbal Reports

- A. Board of Directors – new members introduction
- B. Audit Update
- C. Spartan Event Update
- D. TBID Update and Discussion

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10:30 a.m.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report Aug 31, 2019
- B. Conference Revenue Statistics Report Aug 2019
- C. Tourism Development Report on Activities, Aug 2019
- D. Visitor Information Center Visitor Report, Aug 2019
- E. North Lake Tahoe Marketing Coop Financial Statements Aug 2019
- F. Membership Accounts Receivable Report April 2019
- G. Financial Key Metrics Report Aug 2019

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10:35 a.m.

8. CEO and Staff Updates

10:55 a.m.

9. Directors Comments

11:00 a.m.

10. Meeting Review and Staff Direction

11. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

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Resort | **Lynn Gibson**, Keoki Gallery | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:35 AM – Quorum established

Board members in attendance: Christy Beck, Stephanie Hoffman, Karen Plank, Jim Phelan, Dan Tester, Samir Tuma, and Brett Williams. Aaron Rudnick attended via teleconference. Greg Dallas arrived at 8:40 AM. Advisory Member Erin Casey was also present.

Board members absent: Gary Davis, Bruce Seigel, Tom Turner, Andre Priemer, Adam Wilson, Lynn Gibson, and Kevin Mitchell.

Staff Members in attendance: Bonnie Bavetta, Anna Atwood, Liz Bowling, Amber Burke, Sarah Winters, and Interim Co-CEO Rob Kautz

Others in attendance: Andy Chapman

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. Phelan/Williams/Unanimous

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Aug 7, 2019 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of

C. Approval of Interim CEO Expense Report

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Aug 29, 2019 [Link to online document](#)

- **Tourism Development Committee Aug 27, 2019**
 - **In-Market Tourism Development Committee May 28, 2019** [Link to online document](#)
- Motion to approve the Consent Calendar as presented. Tester/Hoffman/Unanimous**

5. Action Items - None

6. Informational Updates/Verbal Reports

A. Tourism Business Improvement District Update

Kautz has met with over 40 businesses and the response to the TBID has been generally positive, although Vail's position is still unknown. The District Plan is being developed and a letter with information will be distributed in the next two weeks. Kautz reviewed the items he is discussing with the County and Civitas. He will continue to research answers to questions, including what would happen with unspent funds at the end of the year and any surplus at the end of TBID's five-year term. He is also determining the appropriate line items for expenses that cover more than one item. Discussion followed as transportation in the basin and on the summit were considered.

Kautz presented a proposed timeline. He anticipates beginning the petition drive at the end of this month. If approved, the District could be formed and begin collecting assessments in January 2020. There was consensus to allow Kautz to discuss details of the TBID with attorney Steve Gross for additional clarity as needed.

B. Annual Organizational Performance Review

Bavetta presented the FY 2019 Organizational Performance Review, as required by the Placer County contract. The Review outlines how the organization's goals were met. It is included in today's meeting packets.

Casey felt the report was very helpful. Staff is to be commended for doing a great job, particularly given the transitions. As the County representative, Casey appreciates the partnership that's been developed and how well NLTRA and the County are working together.

Burke, Winters, and Bowling clarified their components of the Review and highlighted accomplishments over the past fiscal year.

C. Preliminary Year End Financial Review

Bavetta reported the year-end information has been sent to the auditors, who will be in the NLTRA office next week. She clarified specific line items and variances, particularly in membership and the marketing co-op. Bavetta anticipates an increase in the contribution to the Marketing Reserve.

D. Spartan 2020 Sponsorship

Burke updated the Board on discussions regarding Spartan 2020. Another location has submitted a bid for the 2020 World Champions. Spartan is seriously considering that bid, but is interested in doing something in this area, so may consider holding the North American Championships here. Spartan has asked for \$200,000 for that event, but that may be negotiable. Burke discussed details of the event and possible funding. Discussion followed regarding participation numbers, the logistics of hosting the Championships, and Squaw's involvement. The local event would still be held in the fall. It was suggested that NLTRA consider matching the three-year contract time-frame being offered by Squaw if the TBID passes. Discussion continued regarding negotiations.

E. SMARI Update and Fall Campaign Creative

Burke presented the results of the 2018/19 ROI report. A SMARI representative will present detailed results to this group at the November meeting. The report is included in the meeting packets. Discussion followed clarifying how the data is collected and analyzed. The Board considered how this relates to the Destimetrics Report and agreed that report should be reviewed in more depth on a quarterly basis. The Board asked for additional information of the impact of campaigns on shoulder seasons, based on data available.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report July 31, 2019
- B. Conference Revenue Statistics Report July 2019
- C. Tourism Development Report on Activities, July 2019
- D. Chamber of Commerce Board Report, August 2019
- F. Visitor Information Center Visitor Report, July 2019
- G. North Lake Tahoe Marketing Coop Financial Statements July 2019
- H. Membership Accounts Receivable Report July 2019
- I. Financial Key Metrics Report July 2019

8. CEO and Staff Updates

Bavetta reported on work staff is doing. A “fire messaging” campaign is being developed to be pro-active in the event of an area wide emergency.

9. Directors Comments

Casey reported Placer County Community Development Resource Agency (CDRA), the CEO’s office, and Supervisor Gustafson are working on a short-term rental ordinance. A draft should be presented to this Board in October. Casey does not anticipate restrictions, but rather a new permitting process based on specific requirements and associated penalties and fines.

Supervisors Gustafson and Holmes hosted a well-attended town hall meeting on the west side of the County with the Insurance Commissioner regarding private property fire insurance. There are plans to host a similar meeting in North Tahoe on October 3. A recent survey indicates that 50% of respondents have lost home insurance and 80% of those were cancelled without the insurance company doing a site-visit.

Applications for the TOT grants are due October 31, 2019. Five CAP Committee seats are up for renewal at the end of this year.

Amendments have been considered to the Tourism Master Plan, but it was agreed to wait and see what happens with the TBID.

The County is compiling a stakeholder committee to work more closely with the developer on the Nahas property. Neighbor’s concerns have to do with density and traffic.

Andy Chapman reported Washoe County is also discussing short-term rentals, particularly in the Crystal Bay/Incline Village area. He suggested that he, the Washoe County Commissioner, Bavetta, and Gustafson meet.

There were comments thanking staff for the great job they are doing.

Tuma thanked Bowling for her help with the recent demolition party. Demolition of the old Henrikson building started yesterday, in preparation for the new Tahoe City Lodge.

Williams reported the Mountain Housing Council meets next week.

10. Meeting Review and Staff Direction

- Kautz will clarify the fund balance roll over for TBID and allocating expenses. A cash-flow projection will be done.
- Staff will negotiate the Spartan contract per discussion.

- Impacts of shoulder season marketing based on data from SMARI and Destimetrics will be quantified

Bavetta noted upcoming events. Phone interviews for CEO candidates should begin next week as the field continues to be narrowed from over 100 candidates.

11. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:05 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 09/27/19

To: North Lake Tahoe Resort Association (NLTRA) Board of Directors

From: Bonnie Bavetta, CFO

RE: Financial Report for August 2019

A summary of preliminary NLTRA financial results for August 31, 2019 follows.

- Cash balance on August 31, 2019 of \$516,000 was 52% or \$558,000 less than prior year primarily due to timing of payment receipt from the County, payment due to the County and payment on accounts payable.
- Accounts receivable related to sales commissions totaled \$11,000 down \$18,000 from prior year due to timing.
- The Accounts Receivable – TOT balance of \$555,000 reflected the County TOT funding invoices, for both the month of July (delayed billing by NLTRA) and the month of August. Both invoices were paid in September.
- Membership dues and other membership related accounts receivable totaled \$14,000, down \$3,000 from prior year.
- Receivable from NLTMC of \$12,000 reflects the credit card charges and other amounts due from NLTMC to NLTRA. Payment was received in September.
- Prepaid Insurance balance of \$15,000 reflected payment at the end of the month for the subsequent month's coverage.
- Accounts payable, including credit cards, of \$36,000 were \$122,000 less than prior year due primarily to timing.
- Wages and related liabilities of \$150,000 were \$19,000 or 14% greater than prior year, due primarily to timing of incentive payments (paid in September 2019).
- Accrued Expenses of \$43,000 were \$6,000 less than prior year and included the balance of contracts entered into during fiscal year 2018/19 with commitments due to be paid in 2019/20. This was agreed to in the County contract.
- Deferred Revenue-Member Dues of \$54,000 was \$2,000 less than prior year.
- Deferred Revenue-County of \$350,000 reflected the 2019/20 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 \$52,000 at month end August represented Membership's positive net results YTD of \$7,000, and \$45,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD adjusted Revenue from Placer TOT Funding of \$645,000 was below budget \$43,000, the result of pay for performance expenditures being below budget.
 - Net expenses, before overhead allocation, totaled 5876,000 and were \$52,000 or approximately 9% under budget,
 - Total net results before overhead allocation of \$68,000 were positive to budget \$9,000.
- Operating Results YTD – Conference
 - Commission & conference dues revenue of \$10,000 was \$7,000 above budget TOT revenue of \$64,000 was on budget
 - Expenses of \$63,000 before allocated overhead were \$4,000 greater than budget due to commissions expense.
 - Net results were better than budget by \$3,000
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$28,000 were up \$1,000 below budget. TOT revenue of \$65,000 was on budget.
 - Expenses before overhead allocation of \$80,000 were \$5,000 below budget.
 - Net results of \$13,000 were \$3,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$32,000 was on budget.
 - Expenditures of \$20,000 before overhead were \$10,000 below budget due to timing.
 - Net results of \$12,000 were positive to budget \$10,000.
- Operating Results YTD – Membership
 - Membership dues revenues of \$22,000 were on budget
 - Expenses of \$15,000 were \$3,000 below budget.
 - Net income of \$9,000 before overhead allocations was \$4,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$61,000 were \$23,000 below budget due primarily to staff vacancies and professional fees timing
- Membership cash position as of August 31, 2019
 - Membership activities resulted in a net income \$6,759
 - Deferred revenues of \$53,939 less receivables of \$12,245 contributed an additional \$41,694 in cash
 - Prior years' cumulative negative net results totaled \$17,007
 - Net cash totaled \$31,446, no other funds were required to support Membership activities

Summary of North Lake Tahoe Marketing Cooperative financial results at August 31, 2019:

- Cash balance at month end of \$185,000 was \$10,000 greater than prior year
- Accounts receivable of \$3,000 were \$136,000 less than prior year due to timely receipt of TOT funding from NLTRA
- Accounts payable of \$98,000 were \$16,000 higher than prior year
- Unrestricted Net Assets Equity was \$165,000 less than prior year due to approved expenditures exceeding prior year funding by \$165,000
- Net Income of \$104,000 was \$21,000 greater than prior year
- Funding from NLTRA and IVCBVB of \$417,000 was on budget
- Consumer Marketing expenditures of \$127,000 were \$37,000 below budget due to timing
- Leisure Sales expenditures of \$34,000 were \$7,000 below budget due to timing
- Public Relations expenses of \$34,000 were \$16,000 below budget
- Conference Sales expenditures of \$25,000 were \$12,000 below budget
- Trade Show expenditures of \$12,000 were \$40,000 below budget due to timing
- Committed & Administrative expenditures of \$71,000 were \$16,000 over budget due to timing of payment to Fusion 7
- Website & Maintenance expenses of \$10,000 were \$7,000 below budget
- Net income of \$104,000 was better than budget by \$104,000

North Lake Tahoe Resort Association
Financial Statements for the Period

Ending
August 31, 2019

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2019

Accrual Basis

	Aug 31, 19	Aug 31, 18	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	365	469	(104)	(22%)	116
1003-00 · Cash - Operations BOTW #6712	193,335	806,035	(612,700)	(76%)	332,281
1007-00 · Cash - Payroll BOTW #7421	7,920	8,693	(773)	(9%)	11,572
1008-00 · Marketing Reserve - Plumas	50,257	50,181	76	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,685	100,483	202	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	133,988	78,611	55,377	70%	138,243
10950 · Cash in Drawer	281	207	74	36%	1,678
Total Checking/Savings	516,413	1,074,261	(557,848)	(52%)	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	11,326	29,614	(18,288)	(62%)	24,817
1290-00 · A/R - TOT	555,024	285,313	269,711	95%	57,504
Total Accounts Receivable	566,350	314,927	251,423	80%	82,321
Other Current Assets					
1200-99 · AR Other	99	(41)	140	341%	10
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	12,245	15,305	(3,060)	(20%)	2,720
1201-03 · Member AR - Other	1,700	0	1,700	100%	3,745
1201-00 · Member Accounts Receivable - Other	0	1,730	(1,730)	(100%)	0
Total 1201-00 · Member Accounts Receivable	13,945	17,035	(3,090)	(18%)	6,465
1201-02 · Allowance for Doubtful Accounts	(2,775)	(2,500)	(275)	(11%)	(1,587)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	15	0	15	100%	15
12100 · Inventory Asset - Other	22,475	25,741	(3,266)	(13%)	22,015
Total 12100 · Inventory Asset	22,490	25,741	(3,251)	(13%)	22,030
1299 · Receivable from NLTMC	12,375	24	12,351	51,463%	15,703
1490-00 · Security Deposits	1,250	1,250	0	0%	1,250
Total Other Current Assets	47,384	41,509	5,875	14%	43,871
Total Current Assets	1,130,147	1,430,697	(300,550)	(21%)	790,558
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	68,768	(23,479)	(34%)	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(68,768)	23,479	34%	(45,289)
1740-00 · Computer Equipment	4,270	8,436	(4,166)	(49%)	4,270
1741-00 · Accum. Depr. - Computer Equip	(4,269)	(8,435)	4,166	49%	(4,269)
1750-00 · Computer Software	20,493	21,520	(1,027)	(5%)	20,493
1751-00 · Accum. Amort. - Software	(19,321)	(18,778)	(543)	(3%)	(19,085)
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	1,173	2,743	(1,570)	(57%)	1,409
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	15,306	8,794	6,512	74%	14,312
1430-00 · Prepaid 1st Class Postage	100	1,000	(900)	(90%)	100
1400-00 · Prepaid Expenses - Other	3,847	15,089	(11,242)	(75%)	3,964

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2019

Accrual Basis

	Aug 31, 19	Aug 31, 18	\$ Change	% Change	Jun 30, 19
Total 1400-00 · Prepaid Expenses	19,253	24,883	(5,630)	(23%)	18,376
Total Other Assets	19,253	24,883	(5,630)	(23%)	18,376
TOTAL ASSETS	1,150,569	1,458,324	(307,755)	(21%)	810,343
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	35,682	155,989	(120,307)	(77%)	73,556
Total Accounts Payable	35,682	155,989	(120,307)	(77%)	73,556
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-15 MC_2339 Liz	0	272	(272)	(100%)	0
2080-02 · MC_6765_Jason	0	15	(15)	(100%)	0
2080-10 · MC_9495_AI	0	(75)	75	100%	0
2080-11 · MC_3978_Amber	0	(118)	118	100%	0
2080-13 · MC_6903_Cindy	0	1,361	(1,361)	(100%)	0
2080-14 · MC_6193_Daphne	0	141	(141)	(100%)	0
Total 2080-00 · Bank of the West - Master Cards	0	1,596	(1,596)	(100%)	0
Total Credit Cards	0	1,596	(1,596)	(100%)	0
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,516	13,570	(3,054)	(23%)	20,922
2101-00 · Incentive Payable	68,672	53,535	15,137	28%	58,630
2102-00 · Commissions Payable	11,490	6,811	4,679	69%	7,132
2120-00 · Empl. Federal Tax Payable	4,605	6,201	(1,596)	(26%)	9,775
2175-00 · 401 (k) Plan	2,039	2,292	(253)	(11%)	4,369
2180-00 · Estimated PTO Liability	52,993	49,004	3,989	8%	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	150,315	131,413	18,902	14%	153,821
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	504	205	299	146%	827
25500 · *Sales Tax Payable	2,063	2,209	(146)	(7%)	2,307
Total 2190-00 · Sales and Use Tax Payable	2,567	2,414	153	6%	3,134
2250-00 · Accrued Expenses	42,946	37,054	5,892	16%	59,690
2300-00 · Marketing Cooperative Liabili	0	10	(10)	(100%)	0
2400-60 · Deferred Revenue- Member Dues	53,939	56,389	(2,450)	(4%)	57,969
2500-00 · Deferred Revenue - TMBC	1,170	1,181	(11)	(1%)	840
2651-00 · Deferred Rev - Conference	0	7,792	(7,792)	(100%)	0
2700-00 · Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 · Suspense	0	4,067	(4,067)	(100%)	0
2900-00 · Due To/From County of Placer	19,871	229,432	(209,561)	(91%)	19,871
Total Other Current Liabilities	621,113	820,057	(198,944)	(24%)	295,325
Total Current Liabilities	656,795	977,642	(320,847)	(33%)	368,881
Total Liabilities	656,795	977,642	(320,847)	(33%)	368,881
Equity					
32000 · Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46%)	(11,669)
3300-11 · Designated Marketing Reserve	308,202	275,755	32,447	12%	308,202
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2019

Accrual Basis

	Aug 31, 19	Aug 31, 18	\$ Change	% Change	Jun 30, 19
3302 - Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	52,313	66,329	(14,016)	(21%)	(5,338)
Total Equity	493,774	480,681	13,093	3%	441,461
TOTAL LIABILITIES & EQUITY	1,150,569	1,458,324	(307,755)	(21%)	810,343

North Lake Tahoe Resort Association
Profit & Loss
August 2019

Accrual Basis

	Aug 19	Aug 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	216,947	255,313	-38,366	-15%
4200-00 · Membership Dues Revenue	11,102	11,051	50	1%
4205-00 · Conference Dues	0	733	-733	-100%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	0	38	-38	-100%
4251-00 · Tues AM Breakfast Club	635	496	139	28%
4250-00 · Revenues-Membership Activities - Other	915	600	315	53%
Total 4250-00 · Revenues-Membership Activities	1,550	1,134	416	37%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	6,094	-6,094	-100%
4600-00 · Commissions - Other	3,026	14,522	-11,495	-79%
Total 4600-00 · Commissions	3,026	20,615	-17,589	-85%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC Income	0	375	-375	-100%
46000 · Merchandise Sales - Other	14,088	12,649	1,439	11%
Total 46000 · Merchandise Sales	14,088	13,024	1,064	8%
Total Income	246,713	301,871	-55,158	-18%
Gross Profit	246,713	301,871	-55,158	-18%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	4,141	4,234	-93	-2%
5020-00 · P/R - Tax Expense	5,768	7,317	-1,550	-21%
5030-00 · P/R - Health Insurance Expense	11,309	16,226	-4,917	-30%
5040-00 · P/R - Workmans Comp	1,233	1,352	-118	-9%
5060-00 · 401 (k)	2,661	3,232	-571	-18%
5070-00 · Other Benefits and Expenses	149	158	-9	-5%
5000-00 · Salaries & Wages - Other	76,139	92,971	-16,832	-18%
Total 5000-00 · Salaries & Wages	101,400	125,491	-24,090	-19%
5100-00 · Rent				
5110-00 · Utilities	800	820	-20	-3%
5140-00 · Repairs & Maintenance	207	-465	672	144%
5150-00 · Office - Cleaning	700	1,100	-400	-36%
5100-00 · Rent - Other	13,058	12,780	278	2%
Total 5100-00 · Rent	14,765	14,235	530	4%
5310-00 · Telephone				
5320-00 · Telephone	1,937	3,714	-1,776	-48%
Total 5310-00 · Telephone	1,937	3,714	-1,776	-48%
5420-00 · Mail - USPS	100	500	-400	-80%
5510-00 · Insurance/Bonding	916	264	651	246%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	110	640	-530	-83%
5520-00 · Supplies - Other	1,303	1,726	-423	-25%
Total 5520-00 · Supplies	1,413	2,366	-953	-40%
5610-00 · Depreciation	118	149	-31	-21%
5700-00 · Equipment Support & Maintenance	71	610	-539	-88%
5710-00 · Taxes, Licenses & Fees	869	1,372	-503	-37%
5740-00 · Equipment Rental/Leasing	1,089	2,608	-1,519	-58%
5800-00 · Training Seminars	649	405	244	60%
5850-00 · Artist of Month - Commissions	449	319	130	41%
5900-00 · Professional Fees				
5920-00 · Professional Fees - Accountant	0	400	-400	-100%

North Lake Tahoe Resort Association

Profit & Loss

August 2019

Accrual Basis

	Aug 19	Aug 18	\$ Change	% Change
5921-00 · Professional Fees - Other	10,000	0	10,000	100%
Total 5900-00 · Professional Fees	10,000	400	9,600	2,400%
6020-00 · Programs				
6016-00 · Special Event Partnership	1,250	0	1,250	100%
Total 6020-00 · Programs	1,250	0	1,250	100%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	650	462	188	41%
6421-10 · WinterWonderGrass - Tahoe	0	47	-47	-100%
Total 6420-01 · Sponsorships	650	509	141	28%
6424-00 · Event Operation Expenses	448	218	230	105%
Total 6420-00 · Events	1,098	727	370	51%
6423-00 · Membership Activities				
6437-00 · Tuesday Morning Breakfast Club	513	405	108	27%
6441-00 · Membership - Miscellaneous Exp	0	10	-10	-100%
6442-00 · Public Relations/Website	1,248	594	654	110%
6423-00 · Membership Activities - Other	47	25	22	87%
Total 6423-00 · Membership Activities	1,808	1,034	774	75%
6730-00 · Marketing Cooperative/Media	75,189	131,923	-56,734	-43%
6742-00 · Non-NLT Co-Op Marketing Program	828	623	206	33%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	5,450	0	5,450	100%
Total 6743-00 · BACC Marketing Programs	5,450	0	5,450	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	111	231	-120	-52%
52500 · Purchase Discounts	-1	0	-1	-100%
59900 · POS Inventory Adjustments	-4	-102	98	96%
8100-00 · Cost of Goods Sold - Other	6,989	6,444	544	8%
Total 8100-00 · Cost of Goods Sold	7,095	6,574	522	8%
8300-00 · Board Functions	684	1,042	-357	-34%
8500-00 · Credit Card Fees	609	674	-64	-10%
8700-00 · Automobile Expenses	259	639	-380	-59%
8750-00 · Meals/Meetings	54	126	-72	-57%
8810-00 · Dues & Subscriptions	1,023	835	188	23%
Total Expense	229,125	296,628	-67,504	-23%
Net Ordinary Income	17,589	5,243	12,345	236%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	24	23	0	0%
Total Other Income	24	23	0	0%
Net Other Income	24	23	0	0%
Net Income	17,612	5,267	12,345	234%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	216,947	225,010	(8,063)	805,024	848,254	(43,230)	3,914,430
4200-00 - Membership Dues Revenue	11,102	10,833	268	22,170	21,667	504	130,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	0	0	0	0	0	17,000
4250-05 - Sponsorships	0	0	0	0	0	0	17,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 - Community Awards	0	0	0	0	0	0	50,000
4250-02 - Chamber Events	0	0	0	0	0	0	2,500
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,700
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	583	(583)	0	1,167	(1,167)	7,000
4251-00 - Tues AM Breakfast Club - Other	635	0	635	635	0	635	3,000
Total 4251-00 - Tues AM Breakfast Club	635	583	52	635	1,167	(532)	10,000
4250-00 - Revenues-Membership Activities - Other	915			1,515			
Total 4250-00 - Revenues-Membership Activities	1,550	583	967	2,150	1,167	983	65,200
4253-00 - Revenue- Other	0	333	(333)	0	667	(667)	4,000
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	6,563	0	6,563	0
4600-00 - Commissions - Other	3,026	2,913	113	3,708	2,913	795	28,276
Total 4600-00 - Commissions	3,026	2,913	113	10,271	2,913	7,358	28,276
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC income	0	400	(400)	20	800	(780)	4,800
46000 - Merchandise Sales - Other	14,088	12,700	1,388	28,442	29,700	(1,258)	108,100
Total 46000 - Merchandise Sales	14,088	13,100	988	28,462	30,500	(2,038)	112,900
Total Income	246,713	252,773	(6,060)	868,077	905,167	(37,089)	4,254,806
Gross Profit	246,713	252,773	(6,060)	868,077	905,167	(37,089)	4,254,806
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	4,141	800	3,341	6,017	1,600	4,417	9,600
5020-00 - P/R - Tax Expense	5,768	7,015	(1,248)	11,571	14,049	(2,478)	84,163
5030-00 - P/R - Health Insurance Expense	11,309	11,868	(559)	19,246	23,736	(4,490)	142,416
5040-00 - P/R - Workmans Comp	1,233	1,235	(2)	1,681	2,508	(828)	13,981
5060-00 - 401 (k)	2,661	3,366	(705)	5,414	6,733	(1,319)	41,981
5061-00 - 401k Profit Sharing	0	80	(80)	0	160	(160)	960
5070-00 - Other Benefits and Expenses	149	413	(264)	305	827	(522)	5,040
5000-00 - Salaries & Wages - Other	76,139	84,142	(8,003)	154,736	168,284	(13,548)	1,049,304
Total 5000-00 - Salaries & Wages	101,400	108,920	(7,520)	198,968	217,897	(18,928)	1,347,445
5100-00 - Rent							
5110-00 - Utilities	800	862	(62)	1,777	1,917	(140)	12,899
5140-00 - Repairs & Maintenance	207	1,464	(1,257)	394	2,928	(2,534)	21,938
5150-00 - Office - Cleaning	700	800	(100)	1,250	1,221	29	9,505
5100-00 - Rent - Other	13,058	12,597	461	26,116	25,194	922	151,529
Total 5100-00 - Rent	14,765	15,723	(958)	29,537	31,260	(1,723)	195,871
5310-00 - Telephone							
5320-00 - Telephone	1,937	2,103	(166)	3,747	4,207	(460)	24,134
Total 5310-00 - Telephone	1,937	2,103	(166)	3,747	4,207	(460)	24,134
5420-00 - Mail - USPS	100	222	(122)	200	436	(236)	2,578
5510-00 - Insurance/Bonding	916	800	116	1,646	1,600	46	9,604
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	110	1,656	(1,546)	120	4,979	(4,859)	10,442
5520-00 - Supplies - Other	1,303	5,712	(4,409)	2,350	10,448	(8,098)	29,248
Total 5520-00 - Supplies	1,413	7,368	(5,955)	2,470	15,427	(12,957)	39,690
5610-00 - Depreciation	118	149	(31)	236	297	(61)	1,560
5700-00 - Equipment Support & Maintenance	71	2,420	(2,349)	71	4,840	(4,769)	29,280
5710-00 - Taxes, Licenses & Fees	869	1,045	(176)	1,685	2,090	(405)	12,695
5740-00 - Equipment Rental/Leasing	1,089	1,318	(229)	2,197	2,561	(364)	15,104
5800-00 - Training Seminars	649	646	3	649	1,067	(418)	12,835
5850-00 - Artist of Month - Commissions	449	360	89	1,175	720	455	4,320
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	725	(725)	0	1,450	(1,450)	9,000
5920-00 - Professional Fees - Accountant	0	400	(400)	0	400	(400)	24,900
5921-00 - Professional Fees - Other	10,000	1,983	8,017	20,148	3,967	16,181	26,800
5900-00 - Professional Fees - Other	0	10,000	(10,000)	0	20,000	(20,000)	55,000
Total 5900-00 - Professional Fees	10,000	13,108	(3,108)	20,148	25,817	(5,669)	115,700
5941-00 - Research & Planning	0	1,800	(1,800)	0	3,600	(3,600)	21,600
6020-00 - Programs							
6016-00 - Special Event Partnership	1,250	0	1,250	1,250	0	1,250	50,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Bud...
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	1,250	0	1,250	1,250	0	1,250	80,000
6420-00 • Events							
6420-01 • Sponsorships							
6023-00 • Autumn Food & Wine	650	3,395	(2,745)	650	33,395	(32,745)	37,495
6421-01 • 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 • Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 • Spartan	0	0	0	250,000	250,000	0	254,400
6421-07 • Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-09 • Wanderlust	0	0	0	0	500	(500)	37,500
6421-10 • WinterWonderGrass - Tahoe	0	0	0	0	0	0	21,900
6421-16 • Mountain Travel Symposium	0	0	0	0	0	0	75,000
Total 6420-01 • Sponsorships	650	3,395	(2,745)	250,650	283,895	(33,245)	477,695
6421-00 • New Event Development	0	2,500	(2,500)	0	5,000	(5,000)	30,000
6424-00 • Event Operation Expenses	448	667	(219)	448	1,334	(886)	8,000
Total 6420-00 • Events	1,098	6,562	(5,464)	251,098	290,229	(39,131)	515,695
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	0	0	0	285	0	285	27,500
6435-00 • Shop Local Event	0	0	0	0	0	0	5,000
6436-00 • Membership - Wnt/Sum Rec Lunch	0	0	0	318	0	318	0
6437-00 • Tuesday Morning Breakfast Club	513	500	13	513	1,000	(487)	6,000
6442-00 • Public Relations/Website	1,248	417	831	1,557	833	724	5,000
6423-00 • Membership Activities - Other	47	50	(3)	617	100	517	8,500
Total 6423-00 • Membership Activities	1,808	967	841	3,290	1,933	1,357	52,000
6730-00 • Marketing Cooperative/Media	75,189	75,189	0	270,773	270,773	0	1,503,362
6740-00 • Media/Collateral/Production	0	0	0	0	0	0	3,000
6742-00 • Non-NLT Co-Op Marketing Program	828	2,500	(1,672)	1,558	5,000	(3,442)	27,910
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	5,450	1,100	4,350	5,450	1,100	4,350	20,000
6743-03 • Touch Lake Tahoe	0	0	0	0	0	0	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	5,450	1,100	4,350	4,450	1,100	3,350	80,000
7500-00 • Trade Shows/Travel	0	0	0	0	0	0	3,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	111	200	(89)	329	400	(71)	1,190
52500 • Purchase Discounts	(1)			(1)			
59900 • POS Inventory Adjustments	(4)			6			
8100-00 • Cost of Goods Sold - Other	6,989	6,350	639	14,257	14,850	(593)	54,050
Total 8100-00 • Cost of Goods Sold	7,095	6,550	545	14,591	15,250	(659)	55,240
8200-00 • Associate Relations	0	648	(648)	100	1,296	(1,196)	7,756
8300-00 • Board Functions	684	150	534	684	250	434	5,950
8500-00 • Credit Card Fees	609	751	(141)	1,242	1,651	(409)	7,454
8600-00 • Additional Opportunities	0	1,108	(1,108)	0	2,216	(2,216)	32,091
8700-00 • Automobile Expenses	259	543	(283)	479	1,085	(606)	6,285
8750-00 • Meals/Meetings	54	461	(407)	175	922	(747)	5,534
8810-00 • Dues & Subscriptions	1,023	662	361	2,204	1,278	926	7,490
8910-00 • Travel	0	0	0	0	0	0	7,800
8920-00 • Bad Debt	0			1,188			
Total Expense	229,125	253,172	(24,047)	815,811	904,801	(88,989)	4,232,983
Net Ordinary Income	17,589	(398)	17,987	52,266	366	51,900	21,823
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	24			47			
Total Other Income	24			47			
Other Expense							
8990-00 • Allocated	0	1	(1)	0	1	(1)	0
Total Other Expense	0	1	(1)	0	1	(1)	0
Net Other Income	24	(1)	25	47	(1)	48	0
Net Income	17,612	(399)	18,011	52,313	365	51,948	21,823

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

Accrual Basis

11 - Marketing

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	137,847	145,909	(8,062)	644,735	687,963	(43,228)	3,044,007
Total Income	137,847	145,909	(8,062)	644,735	687,963	(43,228)	3,044,007
Gross Profit	137,847	145,909	(8,062)	644,735	687,963	(43,228)	3,044,007
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	1,375	1,375	0	2,750	2,750	0	16,500
5020-00 - P/R - Tax Expense	1,558	2,037	(480)	2,831	4,075	(1,243)	21,537
5030-00 - P/R - Health Insurance Expense	4,280	3,667	613	8,372	7,334	1,038	44,004
5040-00 - P/R - Workmans Comp	149	178	(29)	242	357	(115)	2,139
5060-00 - 401 (k)	701	1,019	(318)	1,466	2,037	(571)	12,224
5070-00 - Other Benefits and Expenses	63	160	(97)	135	320	(185)	1,920
5000-00 - Salaries & Wages - Other	22,159	25,467	(3,308)	43,924	50,934	(7,010)	305,604
Total 5000-00 - Salaries & Wages	30,285	33,903	(3,618)	59,721	67,807	(8,086)	403,929
5100-00 - Rent							
5110-00 - Utilities	164	121	43	367	277	90	2,001
5140-00 - Repairs & Maintenance	0	0	0	0	0	0	4,367
5150-00 - Office - Cleaning	262	367	(105)	468	367	101	2,866
5100-00 - Rent - Other	2,442	2,133	309	4,883	4,266	617	24,200
Total 5100-00 - Rent	2,868	2,621	247	5,719	4,910	809	33,434
5310-00 - Telephone							
5320-00 - Telephone	541	600	(59)	1,030	1,200	(170)	6,600
Total 5310-00 - Telephone	541	600	(59)	1,030	1,200	(170)	6,600
5420-00 - Mail - USPS	34	50	(16)	69	100	(31)	600
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	1,200	(1,200)	0	2,700	(2,700)	3,700
5520-00 - Supplies - Other	216	150	66	343	300	43	4,750
Total 5520-00 - Supplies	216	1,350	(1,134)	343	3,000	(2,657)	8,450
5700-00 - Equipment Support & Maintenance	0	120	(120)	0	240	(240)	1,440
5710-00 - Taxes, Licenses & Fees	0			60			
5740-00 - Equipment Rental/Leasing	277	315	(38)	554	630	(76)	3,780
5800-00 - Training Seminars	649	225	424	649	225	424	4,785
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	100	(100)	0	200	(200)	1,500
5921-00 - Professional Fees - Other	0	400	(400)	0	800	(800)	4,800
Total 5900-00 - Professional Fees	0	500	(500)	0	1,000	(1,000)	6,300
5941-00 - Research & Planning	0	1,500	(1,500)	0	3,000	(3,000)	18,000
6020-00 - Programs							
6016-00 - Special Event Partnership	1,250	0	1,250	1,250	0	1,250	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	1,250	0	1,250	1,250	0	1,250	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6023-00 - Autumn Food & Wine	650	3,395	(2,745)	650	33,395	(32,745)	37,495
6421-01 - 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 - Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 - Spartan	0	0	0	250,000	250,000	0	254,400
6421-07 - Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-09 - Wanderlust	0	0	0	0	500	(500)	37,500
6421-10 - WinterWonderGrass - Tahoe	0	0	0	0	0	0	21,900
6421-16 - Mountain Travel Symposium	0	0	0	0	0	0	75,000
Total 6420-01 - Sponsorships	650	3,395	(2,745)	250,650	283,895	(33,245)	477,695
6421-00 - New Event Development	0	2,500	(2,500)	0	5,000	(5,000)	30,000
6424-00 - Event Operation Expenses	448	667	(219)	448	1,334	(886)	8,000
Total 6420-00 - Events	1,098	6,562	(5,464)	251,098	290,229	(39,131)	515,695
6730-00 - Marketing Cooperative/Media	64,613	64,613	0	249,618	249,618	0	1,376,446
6742-00 - Non-NLT Co-Op Marketing Program	628	1,500	(872)	1,158	3,000	(1,842)	15,910
6743-00 - BACC Marketing Programs							
6743-01 - Shop Local	5,450	1,100	4,350	5,450	1,100	4,350	20,000
6743-03 - Touch Lake Tahoe	0	0	0	0	0	0	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	5,450	1,100	4,350	4,450	1,100	3,350	80,000
8200-00 - Associate Relations	0	140	(140)	0	280	(280)	1,660
8600-00 - Additional Opportunitites	0	608	(608)	0	1,216	(1,216)	26,091
8700-00 - Automobile Expenses	219	130	89	381	260	121	1,560
8750-00 - Meals/Meetings	0	163	(163)	84	325	(241)	1,950
8810-00 - Dues & Subscriptions	194	250	(56)	388	500	(112)	3,000

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

Accrual Basis

11 - Marketing

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
8910-00 - Travel	0	0	0	0	0	0	6,300
Total Expense	108,323	116,250	(7,926)	576,569	628,639	(52,070)	2,595,931
Net Ordinary Income	29,524	29,660	(136)	68,166	59,324	8,842	448,076
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	24			47			
Total Other Income	24			47			
Other Expense							
8990-00 - Allocated	22,475	30,772	(8,297)	43,967	60,449	(16,482)	448,076
Total Other Expense	22,475	30,772	(8,297)	43,967	60,449	(16,482)	448,076
Net Other Income	(22,452)	(30,772)	8,320	(43,920)	(60,449)	16,529	(448,076)
Net Income	7,072	(1,113)	8,184	24,246	(1,125)	25,371	0

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

Accrual Basis

30 - Conference

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	30,443	30,443	(0)	63,654	63,654	(0)	383,252
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	6,563	0	6,563	0
4600-00 - Commissions - Other	3,026	2,913	113	3,708	2,913	795	28,276
Total 4600-00 - Commissions	3,026	2,913	113	10,271	2,913	7,358	28,276
Total Income	33,469	33,356	113	73,925	66,567	7,358	411,528
Gross Profit	33,469	33,356	113	73,925	66,567	7,358	411,528
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	4,141	800	3,341	6,017	1,600	4,417	9,600
5020-00 - P/R - Tax Expense	960	1,064	(104)	1,886	2,127	(241)	12,764
5030-00 - P/R - Health Insurance Expense	2,613	1,754	859	3,996	3,508	488	21,048
5040-00 - P/R - Workmans Comp	116	88	29	199	175	24	1,051
5060-00 - 401 (k)	554	501	54	1,065	1,001	64	6,007
5061-00 - 401k Profit Sharing	0	80	(80)	0	160	(160)	960
5070-00 - Other Benefits and Expenses	56	0	56	73	0	73	0
5000-00 - Salaries & Wages - Other	12,204	12,514	(310)	24,962	25,028	(66)	150,168
Total 5000-00 - Salaries & Wages	20,644	16,800	3,845	38,197	33,600	4,598	201,598
5100-00 - Rent							
5110-00 - Utilities	80	66	14	179	132	47	792
5140-00 - Repairs & Maintenance	0	45	(45)	0	90	(90)	540
5150-00 - Office - Cleaning	128	94	34	228	188	40	1,128
5100-00 - Rent - Other	1,146	1,025	121	2,291	2,050	241	12,300
Total 5100-00 - Rent	1,354	1,230	124	2,699	2,460	239	14,760
5310-00 - Telephone							
5320-00 - Telephone	294	300	(6)	569	600	(31)	3,600
Total 5310-00 - Telephone	294	300	(6)	569	600	(31)	3,600
5420-00 - Mail - USPS	17	15	2	33	30	3	180
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	31	(31)	0	62	(62)	372
5520-00 - Supplies - Other	37	28	10	99	55	44	594
Total 5520-00 - Supplies	37	59	(21)	99	117	(18)	966
5700-00 - Equipment Support & Maintenance	0	0	0	0	0	0	240
5710-00 - Taxes, Licenses & Fees	0	0	0	29	0	29	0
5740-00 - Equipment Rental/Leasing	122	125	(3)	244	249	(5)	1,496
6730-00 - Marketing Cooperative/Media	10,576	10,576	0	21,155	21,155	0	126,916
8200-00 - Associate Relations	0	80	(80)	0	160	(160)	960
8810-00 - Dues & Subscriptions	2	20	(18)	2	40	(38)	240
Total Expense	33,047	29,204	3,842	63,028	58,411	4,617	350,956
Net Ordinary Income	423	4,152	(3,729)	10,897	8,156	2,741	60,572
Other Income/Expense							
Other Expense							
8990-00 - Allocated	3,032	4,152	(1,120)	5,932	8,156	(2,224)	60,572
Total Other Expense	3,032	4,152	(1,120)	5,932	8,156	(2,224)	60,572
Net Other Income	(3,032)	(4,152)	1,120	(5,932)	(8,156)	2,224	(60,572)
Net Income	(2,609)	0	(2,609)	4,965	0	4,965	0

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

Accrual Basis

42 - Visitor Center

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	33,328	33,329	(1)	64,659	64,660	(1)	398,306
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC income	0	400	(400)	20	800	(780)	4,800
46000 • Merchandise Sales - Other	14,088	12,700	1,388	28,442	29,700	(1,258)	108,100
Total 46000 • Merchandise Sales	14,088	13,100	988	28,462	30,500	(2,038)	112,900
Total Income	47,416	46,429	987	93,121	95,160	(2,039)	511,206
Gross Profit	47,416	46,429	987	93,121	95,160	(2,039)	511,206
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	1,612	1,666	(54)	3,667	3,430	237	17,362
5030-00 • P/R - Health Insurance Expense	1,913	2,225	(312)	2,806	4,450	(1,644)	26,700
5040-00 • P/R - Workmans Comp	815	765	50	1,401	1,575	(174)	7,856
5060-00 • 401 (k)	498	680	(182)	1,127	1,400	(273)	6,984
5070-00 • Other Benefits and Expenses	16	80	(64)	62	160	(98)	960
5000-00 • Salaries & Wages - Other	17,123	17,000	123	38,083	35,000	3,083	174,600
Total 5000-00 • Salaries & Wages	21,977	22,416	(439)	47,146	46,015	1,131	234,462
5100-00 • Rent							
5110-00 • Utilities	377	500	(123)	832	1,100	(268)	7,600
5140-00 • Repairs & Maintenance	120	1,000	(880)	120	2,000	(1,880)	12,000
5150-00 • Office - Cleaning	26	50	(24)	46	100	(54)	2,500
5100-00 • Rent - Other	6,502	6,500	2	13,003	13,000	3	78,800
Total 5100-00 • Rent	7,025	8,050	(1,025)	14,001	16,200	(2,199)	100,900
5310-00 • Telephone							
5320-00 • Telephone	231	242	(11)	449	484	(35)	2,904
Total 5310-00 • Telephone	231	242	(11)	449	484	(35)	2,904
5420-00 • Mail - USPS	12	50	(38)	23	100	(77)	600
5520-00 • Supplies							
5525-00 • Supplies - Computer <\$1000	0	121	(121)	0	122	(122)	1,310
5520-00 • Supplies - Other	321	1,326	(1,005)	552	1,676	(1,124)	4,894
Total 5520-00 • Supplies	321	1,447	(1,126)	552	1,798	(1,246)	6,204
5610-00 • Depreciation	118	118	(0)	236	236	(0)	1,180
5700-00 • Equipment Support & Maintenance	0	100	(100)	0	200	(200)	1,200
5710-00 • Taxes, Licenses & Fees	0	0	0	20	0	20	155
5740-00 • Equipment Rental/Leasing	202	235	(33)	424	470	(46)	2,820
5800-00 • Training Seminars	0	0	0	0	0	0	3,000
5850-00 • Artist of Month - Commissions	449	360	89	1,175	720	455	4,320
6740-00 • Media/Collateral/Production	0	0	0	0	0	0	3,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	400	2,000	(1,600)	12,000
8100-00 • Cost of Goods Sold							
81100 • Freight and Shipping Costs	111	200	(89)	329	400	(71)	1,190
82500 • Purchase Discounts	(1)			(1)			
89900 • POS Inventory Adjustments	(4)			6			
8100-00 • Cost of Goods Sold - Other	6,989	6,350	639	14,257	14,850	(593)	54,050
Total 8100-00 • Cost of Goods Sold	7,095	6,550	545	14,591	15,250	(659)	55,240
8200-00 • Associate Relations	0	58	(58)	0	116	(116)	696
8500-00 • Credit Card Fees	390	459	(69)	848	1,068	(221)	3,954
8700-00 • Automobile Expenses	26	100	(75)	62	200	(138)	950
8750-00 • Meals/Meetings	27	65	(38)	27	130	(103)	780
8810-00 • Dues & Subscriptions	0	0	0	0	0	0	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	38,072	41,250	(3,178)	79,954	84,987	(5,033)	435,965
Net Ordinary Income	9,344	5,179	4,165	13,167	10,173	2,994	75,241
Other Income/Expense							
Other Expense							
8990-00 • Allocated	3,782	5,179	(1,397)	7,399	10,173	(2,774)	75,243
Total Other Expense	3,782	5,179	(1,397)	7,399	10,173	(2,774)	75,243
Net Other Income	(3,782)	(5,179)	1,397	(7,399)	(10,173)	2,774	(75,243)
Net Income	5,561	0	5,561	5,768	0	5,768	(2)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

51 - TMPI

	Aug 19	Budget	\$ Over Bu...	Jul - Aug 19	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	15,329	15,329	0	31,976	31,976	0	88,866
Total Income	15,329	15,329	0	31,976	31,976	0	88,866
Gross Profit	15,329	15,329	0	31,976	31,976	0	88,866
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	0	33	(33)	0	66	(66)	396
5030-00 • P/R - Health Insurance Expense	0	4	(4)	0	8	(8)	48
5040-00 • P/R - Workmans Comp	0	4	(4)	0	8	(8)	48
5060-00 • 401 (k)	0	23	(23)	0	46	(46)	276
5000-00 • Salaries & Wages - Other	0	567	(567)	0	1,134	(1,134)	6,804
Total 5000-00 • Salaries & Wages	0	631	(631)	0	1,262	(1,262)	7,572
5100-00 • Rent							
5110-00 • Utilities	0	4	(4)	0	11	(11)	36
5140-00 • Repairs & Maintenance	0	0	0	0	0	0	6
5150-00 • Office - Cleaning	0	13	(13)	0	13	(13)	41
5100-00 • Rent - Other	0	72	(72)	0	144	(144)	504
Total 5100-00 • Rent	0	89	(89)	0	168	(168)	587
5310-00 • Telephone							
5320-00 • Telephone	0	61	(61)	0	123	(123)	230
Total 5310-00 • Telephone	0	61	(61)	0	123	(123)	230
5420-00 • Mail - USPS	0	9	(9)	0	9	(9)	18
5510-00 • Insurance/Bonding	0	5	(5)	0	10	(10)	64
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	12	(12)	0	1,512	(1,512)	1,560
5520-00 • Supplies - Other	0	3,500	(3,500)	0	7,000	(7,000)	10,510
Total 5520-00 • Supplies	0	3,512	(3,512)	0	8,512	(8,512)	12,070
5740-00 • Equipment Rental/Leasing	0	77	(77)	0	80	(80)	216
5900-00 • Professional Fees							
5921-00 • Professional Fees - Other	10,000			20,148			
5900-00 • Professional Fees - Other	0	10,000	(10,000)	0	20,000	(20,000)	55,000
Total 5900-00 • Professional Fees	10,000	10,000	0	20,148	20,000	148	55,000
8700-00 • Automobile Expenses	0	0	0	0	0	0	25
8750-00 • Meals/Meetings	0	0	0	0	0	0	4
8810-00 • Dues & Subscriptions	0	46	(46)	0	46	(46)	0
Total Expense	10,000	14,430	(4,430)	20,148	30,210	(10,063)	75,786
Net Ordinary Income	5,329	899	4,430	11,829	1,766	10,063	13,080
Other Income/Expense							
Other Expense							
8990-00 • Allocated	656	899	(243)	1,284	1,766	(482)	13,080
Total Other Expense	656	899	(243)	1,284	1,766	(482)	13,080
Net Other Income	(656)	(899)	243	(1,284)	(1,766)	482	(13,080)
Net Income	4,673	0	4,673	10,544	0	10,544	0

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

Accrual Basis

60 - Membership

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,102	10,833	268	22,170	21,667	504	130,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	17,000
4250-05 · Sponsorships	0	0	0	0	0	0	17,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	50,000
4250-02 · Chamber Events	0	0	0	0	0	0	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,700
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	583	(583)	0	1,167	(1,167)	7,000
4251-00 · Tues AM Breakfast Club - Other	635	0	635	635	0	635	3,000
Total 4251-00 · Tues AM Breakfast Club	635	583	52	635	1,167	(532)	10,000
4250-00 · Revenues-Membership Activities - Other	915			1,515			
Total 4250-00 · Revenues-Membership Activities	1,550	583	967	2,150	1,167	983	65,200
4253-00 · Revenue- Other	0	333	(333)	0	667	(667)	4,000
Total Income	12,652	11,750	902	24,320	23,500	820	199,200
Gross Profit	12,652	11,750	902	24,320	23,500	820	199,200
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(2,750)	(2,750)	0	(16,500)
5020-00 · P/R - Tax Expense	306	434	(128)	477	869	(392)	5,211
5030-00 · P/R - Health Insurance Expense	426	849	(423)	611	1,698	(1,087)	10,188
5040-00 · P/R - Workmans Comp	29	44	(16)	48	89	(41)	532
5060-00 · 401 (K)	195	253	(58)	303	506	(203)	3,038
5070-00 · Other Benefits and Expenses	(1)	13	(14)	4	27	(23)	160
5000-00 · Salaries & Wages - Other	5,685	6,329	(644)	9,182	12,658	(3,476)	75,948
Total 5000-00 · Salaries & Wages	5,266	6,548	(1,282)	7,873	13,096	(5,223)	78,577
5100-00 · Rent							
5110-00 · Utilities	38	36	2	85	72	13	430
5140-00 · Repairs & Maintenance	0	44	(44)	0	88	(88)	525
5150-00 · Office - Cleaning	61	27	34	108	53	55	320
5100-00 · Rent - Other	637	497	140	1,274	994	280	5,965
Total 5100-00 · Rent	736	603	133	1,468	1,207	261	7,240
5310-00 · Telephone							
5320-00 · Telephone	117	150	(33)	225	300	(75)	1,800
Total 5310-00 · Telephone	117	150	(33)	225	300	(75)	1,800
5420-00 · Mail - USPS	8	8	(0)	16	17	(1)	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	42	(42)	0	83	(83)	500
5520-00 · Supplies - Other	18	83	(66)	47	167	(120)	1,000
Total 5520-00 · Supplies	18	125	(107)	47	250	(203)	1,500
5710-00 · Taxes, Licenses & Fees	0	0	0	14	0	14	0
5740-00 · Equipment Rental/Leasing	166	225	(59)	332	450	(118)	2,700
5800-00 · Training Seminars	0	21	(21)	0	42	(42)	250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	83	(83)	0	167	(167)	1,000
Total 5900-00 · Professional Fees	0	83	(83)	0	167	(167)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	285	0	285	27,500
6435-00 · Shop Local Event	0	0	0	0	0	0	5,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	318	0	318	0
6437-00 · Tuesday Morning Breakfast Club	513	500	13	513	1,000	(487)	6,000
6442-00 · Public Relations/Website	1,248	417	831	1,557	833	724	5,000
6423-00 · Membership Activities - Other	47	50	(3)	617	100	517	8,500
Total 6423-00 · Membership Activities	1,808	967	841	3,290	1,933	1,357	52,000
8200-00 · Associate Relations	0	25	(25)	0	50	(50)	300
8500-00 · Credit Card Fees	220	292	(72)	394	583	(189)	3,500
8700-00 · Automobile Expenses	14	63	(48)	37	125	(88)	750
8750-00 · Meals/Meetings	0	83	(83)	37	167	(130)	1,000
8810-00 · Dues & Subscriptions	70	46	24	70	92	(22)	550
8920-00 · Bad Debt	0			1,188			
Total Expense	8,423	9,239	(816)	14,993	18,478	(3,485)	151,267
Net Ordinary Income	4,228	2,511	1,717	9,328	5,022	4,305	47,933
Other Income/Expense							
Other Expense							

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

Accrual Basis

60 - Membership

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	1,313	1,798	(485)	2,568	3,532	(964)	26,107
Total Other Expense	1,313	1,798	(485)	2,568	3,532	(964)	26,107
Net Other Income	(1,313)	(1,798)	485	(2,568)	(3,532)	964	(26,107)
Net Income	2,916	713	2,202	6,759	1,490	5,269	21,826

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Aug 19	Budget	\$ Over Budget	Jul - Aug 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	1,332	1,781	(449)	2,710	3,482	(772)	26,892
5030-00 • P/R - Health Insurance Expense	2,077	3,369	(1,292)	3,462	6,738	(3,276)	40,428
5040-00 • P/R - Workmans Comp	124	156	(32)	(209)	305	(514)	2,355
5060-00 • 401 (k)	713	891	(178)	1,452	1,742	(290)	13,452
5070-00 • Other Benefits and Expenses	14	160	(146)	31	320	(289)	2,000
5000-00 • Salaries & Wages - Other	18,968	22,265	(3,297)	38,585	43,530	(4,945)	336,180
Total 5000-00 • Salaries & Wages	23,228	28,622	(5,394)	46,031	56,117	(10,086)	421,307
5100-00 • Rent							
5110-00 • Utilities	140	135	5	314	325	(11)	2,040
5140-00 • Repairs & Maintenance	87	375	(288)	274	750	(477)	4,500
5180-00 • Office - Cleaning	224	250	(26)	400	500	(100)	2,650
5100-00 • Rent - Other	2,332	2,370	(38)	4,664	4,740	(76)	29,760
Total 5100-00 • Rent	2,783	3,130	(347)	5,650	6,315	(665)	38,950
5310-00 • Telephone							
5320-00 • Telephone	754	750	4	1,474	1,500	(26)	9,000
Total 5310-00 • Telephone	754	750	4	1,474	1,500	(26)	9,000
5420-00 • Mail - USPS	29	90	(61)	59	180	(121)	1,080
5510-00 • Insurance/Bonding	916	795	121	1,646	1,590	56	9,540
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	110	250	(140)	120	500	(380)	3,000
5520-00 • Supplies - Other	711	625	86	1,309	1,250	59	7,500
Total 5520-00 • Supplies	821	875	(54)	1,429	1,750	(321)	10,500
5610-00 • Depreciation	0	31	(31)	0	61	(61)	380
5700-00 • Equipment Support & Maintenance	71	2,200	(2,129)	71	4,400	(4,329)	26,400
5710-00 • Taxes, Licenses & Fees	869	1,045	(176)	1,562	2,090	(528)	12,540
5740-00 • Equipment Rental/Leasing	321	341	(20)	643	682	(39)	4,092
5800-00 • Training Seminars	0	400	(400)	0	800	(800)	4,800
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	0	625	(625)	0	1,250	(1,250)	7,500
5920-00 • Professional Fees - Accountant	0	400	(400)	0	400	(400)	24,900
5921-00 • Professional Fees - Other	0	1,500	(1,500)	0	3,000	(3,000)	21,000
Total 5900-00 • Professional Fees	0	2,525	(2,525)	0	4,650	(4,650)	53,400
5941-00 • Research & Planning	0	300	(300)	0	600	(600)	3,600
7500-00 • Trade Shows/Travel	0	0	0	0	0	0	3,000
8200-00 • Associate Relations	0	345	(345)	100	690	(590)	4,140
8300-00 • Board Functions	684	150	534	684	250	434	5,950
8600-00 • Additional Opportunites	0	500	(500)	0	1,000	(1,000)	6,000
8700-00 • Automobile Expenses	0	250	(250)	0	500	(500)	3,000
8750-00 • Meals/Meetings	27	150	(123)	27	300	(273)	1,800
8810-00 • Dues & Subscriptions	757	300	457	1,744	600	1,144	3,600
Total Expense	31,259	42,799	(11,540)	61,120	84,075	(22,955)	623,079
Net Ordinary Income	(31,259)	(42,799)	11,540	(61,120)	(84,075)	22,955	(623,079)
Other Income/Expense							
Other Expense							
8990-00 • Allocated	(31,259)	(42,799)	11,540	(61,150)	(84,075)	22,925	(623,078)
Total Other Expense	(31,259)	(42,799)	11,540	(61,150)	(84,075)	22,925	(623,078)
Net Other Income	31,259	42,799	(11,540)	61,150	84,075	(22,925)	623,078
Net Income	0	0	0	30	0	30	(1)

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr Bavetta, Bonnie
Employee Aug-19

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
08.01.2019	A	Adobe Acrobat	1063274366	Adobe sub for DeWitt Van Sicken	14.99		8810-00/70
08.01.2019	B	The Store...Copies & More	8532	Name Plates for Board Members	86.71		8300-00/70
08.02.2019	C	Indeed.com	25090458	CEO Job listing	191.54		8810-00/70
08.12.2019	D	Crashplan	65148395600	Server backup monthly fee	9.99		5525-00/70
08.19.2019	E	Adobe Acrobat	1069956847	Adobe sub for Bonnie Bavetta + Katie Biggers	33.98		8810-00/70
08.23.2019	F	Lexiconn Internet Services	N/A	nltra.org domain name renewal	25.00		8810-00/70
08.23.2019	G	Constant Contact	237590536	Email toolkit plus	125.00		8810-00/70
08.23.2019	H	Intermedia.net	226034983	NLTRA office phone system	680.95		5320-00/Alloc C
	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		0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					1,168.16		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)							

Signed By:

BUR. H

Approved By:

Clay Beck

Date:

9/12/19

Date:

9/26/19

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
9/12/19 DS	9/13/19 DS	BUR	9/12/19		



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0119-2321
Statement Date	AUG 28, 2019
Total Activity	\$1,168.16

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

BONNIE L BAVETTA
N LAKE TAHOE RESORT
PO BOX 1757
TAHOE CITY CA 96145-1757

ACCOUNT SUMMARY

BONNIE L BAVETTA XXXX-XXXX-0119-2321	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,168.16		\$0.00		\$0.00		\$1,168.16

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
07-31	07-30	55310209211026778489738 Tax ID: 770019522 Mer Ref: 77848973 USA	ADOBE *ACROPRO SUBS 8008336687 CA Mer Zip: 95110 Origin Zip: 95110 Dest Ctry:	14.99
08-01	07-31	25247809212002831217439 Tax ID: 263969782 Mer Zip: 96145	THE STORE COPIES & MOR TAHOE CITY CA	86.71
08-02	08-01	55432869213200836012798 Tax ID: 260129478 Mer Ref: 123183375	INDEED 203-564-2400 CT Mer Zip: 06901	191.54
08-12	08-09	25140619222054819443460 Tran: 5481011346 Tax ID: 411901640 Mer Zip: 55343	DRI*CRASHPLAN FOR SB MINNETONKA MN	9.99
08-19	08-16	55310209228026422873981 Tran: BL1069956847 Tax ID: 770019522 Mer Ref: BL1069956847	ADOBE *ACROPRO SUBS 8004438158 CA Mer Zip: 95110	33.98
08-23	08-22	55500809234286374087003 Tax ID: 061446341 Mer Ref: 37406700	LEXICONN INTERNET SERV COLCHESTER CT Origin Zip: 95110 Dest Zip: 94043 Dest Ctry: USA	25.00
08-23	08-22	75418239234078287847939 Tran: 31993374 Tax ID: 043285398 Mer Zip: 02451	EIG*CONSTANTCONTACT.C 855-2295506 MA Product Code: 100040 Desc: Constant Contact Qty: 1 Unit: EAC Unit Cost: 125 Disc: N Ext Item Amt: 125.00	125.00

A
B
C
D
E
F
G

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	Statement Date	Purchases & Other Charges	\$1,168.16
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	AUG 28, 2019	Cash Advances	\$0.00
	Credit Limit	Fees	\$0.00
	\$20,000	Credits	\$0.00
	Disputed Amount	Payments	\$0.00
	\$0.00	Total Activity	\$1,168.16

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.

Statement Date	AUG 28, 2019	Total Activity	\$1,168.16
Credit Limit	\$20,000	Single Purchase Limit	\$0.00
BONNIE L BAVETTA			
XXXX-XXXX-0119-2321			

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
08-23	08-22	55480779235026476377589	INTERMEDIA.NET INC 6506414000 WA Tran: 5496276 Tax ID: 411816682 Mer Ref: 5496276 Mer Zip: 98007 Origin Zip: 98007 Dest Zip: 98145 Dest Ctry: USA Tax: 50.91 Product Code: DEFAULT Desc: INTERMEDIA HOSTED SERVICES Qty: 1 Unit: ITE Disc: N Ext Item Amt: 630.04	680.95

H

INVOICE

Remit To:
Adobe Inc.
29322 Network Place
Chicago, IL 60673-1293

Wires To:
Bank: JPM Chase/ Acct#: 100081931
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Reprint Page 1 of 1

Invoice Number: 1063274366

Invoice Date: JUL-29-19

Payment Terms: Credit Card

Due Date: AUG-05-19

Purchase Order: C5011713566

Contract No 00004490

Order Number: 5011713566


Order Date: DEC-29-16

Customer No.: 1452233

Bill to No. 542191345

Adobe Contact Information:
<https://helpx.adobe.com/contact.html>

Bill To:
Bonnie Bavetta
100 N Lake Blvd
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99
					
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	1 14.99

Comments:

(A)

The Store...Copies and More


PO Box 6810
CA 96145

Invoice

Date	Invoice #
7/18/2019	8532

Bill To
North Lake Tahoe Resort Association PO Box 1757 Tahoe City, CA. 96145

Ship To
North Lake Tahoe Resort Association PO Box 1757 Tahoe City, CA 96145

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
name plates	Due on receipt		7/18/2019			
Quantity	Item Code	Description			Price Each	Amount
3	Office Supplies	name plated Sales Tax			26.95 7.25%	80.85T 5.86
<div>8300.00 / 70 Board name plates 7/31/19</div> <div></div>						
						Total
						\$86.71

(B)



Indeed, Inc
Mail code 5160
P.O. Box 660367
Dallas, TX
75266-0367

billing@indeed.com

Bill to:

PO Box 1757
Tahoe City, CA 96145-1757
bonnie@GOTAHOENORTH.COM

Invoice

Invoice #: 25090458
Date: 7/31/19
Due Date: 7/31/19

Total Amount: 191.54 USD

Total Due: 0.00 USD

Description / Memo	Amount
July 2019 Advertising on Indeed.com	191.54 USD
Total Amount	191.54 USD



PAID INVOICE
THIS INVOICE IS FOR YOUR RECORDS

Date: 7/31/19

Terms: Due upon receipt

Due Date: 7/31/19

Invoice

Order Date: 8/9/2019

Order Number: 65148395600

Billing Address:

Bonnie Bavetta

North Lake Tahoe Resort

Association

100 N Lake Blvd

Tahoe City, CA 96145

US

Qty Product Name		Price Extended Price	
1	CrashPlan for Small Business Unlimited Per PC Monthly	\$9.99	\$9.99
		Sub-Total	\$9.99
		Tax	\$0.00
		Total	\$9.99

Digital River, Inc. is the authorized reseller and merchant of the products and services offered within this store.

**CRASHPLAN**
For Small Business

CrashPlan offers the most comprehensive online backup solution to hundreds of thousands of consumers and tens of thousands of businesses around the world. Our highly secure, automatic and continuous service provides our customers the peace of mind that their digital life is protected and easily accessible.

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INVOICE

Remit To:
Adobe Inc.
29322 Network Place
Chicago, IL 60673-1293

Wires To:
Bank: JPM Chase/ Acct#: 100081931
ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Bill To:
Bonnie Bavetta
PO Box 1757
CA 96145-1757

Reprint Page 1 of 1

Invoice Number: 1069956847

Invoice Date: AUG-15-19

Payment Terms: Credit Card

Due Date: AUG-22-19

Purchase Order: ADB067740022

Contract No 00004490

Order Number: 7001287628

Order Date: JUL-15-19

Customer No.: 1452233

Bill to No. 1200696926

Adobe Contact Information:
<https://helpx.adobe.com/contact.html>

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65265375 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN TEAM	EA	16.99	2	33.98
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	2 33.98

Comments:

⑤



north lake tahoe

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Bonnie Bavetta <bonnie@gotahoenorth.com>

FW: [domains #HLQ-96623-172]: nltra.org domain expires on 8/23/19

2 messages

DeWitt Van Siclen <dewitt@gotahoenorth.com>
To: Bonnie Bavetta <bonnie@gotahoenorth.com>

Thu, Aug 22, 2019 at 8:18 AM

FYI

-----Original Message-----

From: Domain Registry Division [mailto:support@domains.lexiconn.com]
Sent: Thursday, August 22, 2019 6:20 AM
To: staffaccountant@gotahoenorth.com
Subject: [domains #HLQ-96623-172]: [nltra.org](https://domains.lexiconn.com) domain expires on 8/23/19

Hello -

Please give the email below your prompt attention as this domain expires tomorrow and we have not yet received your renewal:

 https://domains.lexiconn.com/renew_your_domain.htm

Best Regards,
Manny

On Mon, 19 Aug 2019 10:22:24 -0400, support@domains.lexiconn.com wrote:

> Greetings,

>

> Domain Name, Expiry Date

> [nltra.org](https://domains.lexiconn.com), 2019-08-23

>

> Your domain name listed above this message is due to expire soon. You must renew this domain immediately before its listed expiration date to ensure its continued registration.

>

> You may renew your domain name using your credit card by following the 'Renew Your Domain' link at:


> <https://domains.lexiconn.com>

>

> Domain renewal fees are at a rate of \$25 per year and domains can be renewed for a period of 1 to 10 years. Please note that a discounted rate of \$20 per year is available for any renewal that is 5 or more years.

>

> Please be sure to contact us if you have any questions. You may reach us

 New N Logo_email signature size

[Quoted text hidden]



north lake tahoe

Chamber of Commerce & Resort Association

image002.jpg

4K

7

[Print](#)**Billing Activity - Invoices**

N Lake Tahoe Resort Assoc
Attn: Bonnie Bavetta
PO Box 1757
Tahoe City CA 96145
US
P: 5305818726

Today's Date: 09/10/2019
User Name: nltra1

Invoices from 08/11/2019 to 09/10/2019

Date	Description	Charge Amount	Credit Amount
08/27/2019	Invoice #237590536		\$125.00
	Constant Contact Toolkit - Email Plus		
	Contacts		
	5,001 - 10,000 Contacts		
	Maximum Number of Contacts This Billing Period:	\$125.00	
	5261		
	Period from 08/27/2019 to 09/26/2019		

Billing questions? [Contact Support](#)

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US



8/22/2019

North Lake Tahoe Resort Association Mail - Intermedia Electronic Receipt for Transactions



Bonnie Bavetta <bonnie@gotahoenorth.com>

Intermedia Electronic Receipt for Transactions

1 message

Intermedia Billing Dept <BillingNotifications@intermedia.net>
To: bonnie@gotahoenorth.com

Thu, Aug 22, 2019 at 6:47 AM



INTERMEDIA The Business Cloud™

Your electronic receipt

Dear Bonnie Bavetta,

We have just processed a charge for your hosted account(s) for the total amount of \$680.95 on 8/22/2019 6:47:35 AM.

Account	Amount
NLTRA	\$680.95

You'll see this transaction listed as INT*Intermedia on your credit card statement. Any additional features or services you added last month were prorated since the time they were added.

To access your invoice statements, log in to the [HostPilot Control Panel](#) and navigate to Account > Balance & Billing Documents > Billing Documents.

Intermedia Billing Department.
1.800.379.7729, option 4
Monday-Friday 9 a.m. - 8 p.m. EST
csr@intermedia.net

[Intermedia](#)

[Products](#)

[Blog](#)

[Feedback](#)

Follow us



Transaction Details

Transaction Detail ID: 226034983
 Service Date*: 8/21/2019 12:00:00 AM
 Processed Date: 8/21/2019 3:12:38 PM
 Service Charges: \$623.34
 Tax Amount: \$57.61
 Total: \$680.95
 User Name: NLTRA
 Billing Cycle: 1 month(s)
 Comment: Voice services 07/21/19-08/21/19

***Note:**

- Service date is a date of creation a transaction in the system, it can be different from the "Date processed" in case if transaction was processed with time lag.
- For voice services transactions the charges include (1) one-time fees and prorated charges for new services added during the prior month, (2) full charges for the next month, (3) applicable usage charges, as well as (4) associated taxes and fees.

Transaction Breakdown

Module	Item	Price Type	Quantity	Unit Price	Amount	Prorated Fees	Discount	Item Type
Voice Services	Cloud PBX Resource Lines	recurring	1	\$12.99	\$12.99	\$12.99	0 %	regular
Voice Services	Unified Communications Users	recurring	1	\$413.82	\$413.82	\$413.82	0 %	regular
Voice Services	Local and Toll Free Numbers	recurring	1	\$22.95	\$22.95	\$22.95	0 %	regular
Voice Services	Inbound Toll-Free	one-time	1	\$94.58	\$94.58	\$94.58	0 %	regular
Voice Services	AK/HI/PR/VI Inbound Toll-Free	one-time	1	\$1.16	\$1.16	\$1.16	0 %	regular
Voice Services	Canada Inbound Toll-Free	one-time	1	\$2.22	\$2.22	\$2.22	0 %	regular
Voice Services	Regulatory Cost Recovery Surcharges	recurring	1	\$75.62	\$75.62	\$75.62	0 %	regular
						\$623.34		

Taxes, Fees & Surcharges

Level	Description	Amount	Taxable Amount	Rate	Tax Amount
Other	Government Telecommunications Service Fees	1	1	\$46.80	\$46.80
State/Province	State	1	1	\$9.10	\$9.10
Local	Local	1	1	\$1.71	\$1.71
					\$57.61

(H)



MEMORANDUM

Date: September 26, 2019

TO: NLTRA Board of Directors

FROM: Amber Burke, Director of Marketing

RE: 2020 Spartan Sponsorship Update

Action Requested:

No Action.

Background:

Staff began negotiations to bid on the 2020 Spartan North American Championships. Staff's initial offer was \$150,000 to directly to Spartan and approximately \$10,000 to Squaw Valley to support a Sunday concert to drive Sunday night lodging. Spartan countered with a \$175,000 minimum. They agreed to earmark a small portion for Sunday night activations but would also reallocate some funds typically used on Friday night activations to Sunday night for more impact. They also said the Spartan marketing team is working on a plan to increase marketing and PR values for the North American Championship and will be able to share that soon. Spartan would like to sign a 3-year agreement if NLTRA is capable.

Staff brought this information to the Tourism Development Committee at the September meeting, and they recommend continuing moving forward at the \$175,000 level.

Fiscal Impact:

2020 Spartan North American Championship Sponsorship - \$175,000

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1282 Units ('DestiMetrics Census**') and 39.70% of 3229 total units in the North Lake Tahoe destination ('Destination Census**')

Last Month Performance: Current YTD vs. Previous YTD		2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Aug) changed by (2.1%)	Occupancy (Aug) :	64.7%	63.3%	2.1%
North Lake Tahoe ADR for last month (Aug) changed by (5.9%)	ADR (Aug) :	\$ 395	\$ 373	5.9%
North Lake Tahoe RevPAR for last month (Aug) changed by (8.2%)	RevPAR (Aug) :	\$ 256	\$ 236	8.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Sep) changed by (-1.4%)	Occupancy (Sep) :	47.4%	48.1%	-1.4%
North Lake Tahoe ADR for next month (Sep) changed by (0.5%)	ADR (Sep) :	\$ 292	\$ 291	0.5%
North Lake Tahoe RevPAR for next month (Sep) changed by (-0.9%)	RevPAR (Sep) :	\$ 138	\$ 140	-0.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-2.4%)	Occupancy	53.1%	54.4%	-2.4%
North Lake Tahoe ADR for the past 6 months changed by (4.0%)	ADR	\$ 326	\$ 314	4.0%
North Lake Tahoe RevPAR for the past 6 months changed by (1.5%)	RevPAR	\$ 173	\$ 171	1.5%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-6.9%)	Occupancy	17.8%	19.1%	-6.9%
North Lake Tahoe ADR for the future 6 months changed by (6.7%)	ADR	\$ 297	\$ 278	6.7%
North Lake Tahoe RevPAR for the future 6 months changed by (-0.6%)	RevPAR	\$ 53	\$ 53	-0.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2019 vs. Previous Year				
Rooms Booked during last month (Aug,19) compared to Rooms Booked during the same period last year (Aug,18) for all arrival dates has changed by (-13.0%)	Booking Pace (Aug)	5.3%	6.0%	-13.0%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report August 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/19:	\$3,249,864	\$1,792,501	81%
Forecasted Commission for this Revenue:	\$40,944	\$31,336	31%
Number of Room Nights:	15,096	10538	43%
Number of Delegates:	7267	7963	-9%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups Booked:</u>	<u>5</u>	<u>4</u>	
Revenue Booked:	\$200,159	\$248,395	-19%
Projected Commission:	\$0	\$66	
Room Nights:	987	1147	-14%
Number of Delegates:	433	307	41%
	4 Corp., 1		
Booked Group Types:	Assoc.	3 Corp., 1 SMF	
Lost Business, # of Groups:	35	14	150%
 <u>Arrived in the month</u>	 <u>August-19</u>	 <u>August-18</u>	
Number of Groups:	<u>10</u>	<u>8</u>	
Revenue Arrived:	\$875,661	\$154,661	466%
Projected Commission:	\$2,524	\$66	
Room Nights:	3335	876	281%
Number of Delegates:	3241	374	767%
	9 Corp., 1	5 Corp., 1	
Arrived Group Types:	Assoc.	Assoc., 2 SMF	

<u>Monthly Detail/Activity</u>	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	<u>6</u>	<u>6</u>	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	Assoc.	
Lost Business, # of Groups:	28	4	600%
 <u>Arrived in the month</u>	 <u>July-19</u>	 <u>July-18</u>	
Number of Groups:	<u>8</u>	<u>4</u>	
Revenue Arrived:	\$359,396	\$141,134	155%
Projected Commission:	\$7,979	\$0	
Room Nights:	1666	714	133%
Number of Delegates:	2160	13670	-84%

Arrived Group Types:	2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit	2 SMF, 2 Assoc.
	<u>Current Numbers</u>	<u>Goals</u>
For 2020/21:	\$521,411	\$750,000
For 2021/22:	\$0	\$500,000

NUMBER OF LEADS Generated as of 8/31/19:	61
YTD 8/31/18:	67
YTD 8/31/17:	42

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors Report Marketing | Sales | Public Relations: August Results

Departmental Reports Posted: <https://www.nltra.org/about/meetings-minutes-agendas/nltra-board-of-directors/>

PR Highlights

- Media Placements: 18 (coverage book: <https://coveragebook.com/b/d55444ae>)
- Publication Highlights: Nat Geo Traveller India, The Mercury News, NBC Bay Area, NBC Los Angeles, Orange County Register
- Total Impressions: 16,804,648
- Media FAM Update:
 - Domestic:
 - Jared Ranahan (USA Today, 10Best): September 18-22, 2019
 - RASC Influencers from Houston: Erika Harrison, [Black Girls Who Brunch](#) and Tarra Gaines of [PaperCity Magazine](#)
 - Johnie Gall (Influencer, @dirtbagdarling); September 24-26, 2019; Sustainable message, dog-friendly
 - International
 - Planning for Travel & Food Mexico, Sept. 2019
 - Planning for a joint media FAM with Yosemite & Mammoth - Angela Liguori, Canada
- Media Desksides:
 - January 2020: TravMedia's International Media Marketplace, NYC. Desksides will be added, targeting key travel national publications
 - March 2020: Houston, Dallas, Austin
- Content:
 - What's New Fall press release
 - Visit California monthly content submission

Content Review

- One (1) Newsletter Posted
 - Summers Official Playground - Your Mountain Getaway
- Four (4) Blogs Posted
 - Thar She Blows: How to Safely Enjoy Boats, Sea-Doos and More in North Lake Tahoe
 - Train Like a Spartan with the North Lake Tahoe Alpine Challenge
 - Treasures of Tahoe #14: Tahoe Star Tours
 - Treasures of Tahoe #15: Donner Summit Day Hikes

Social Media Update

- Monthly Impressions: 5.7M, Monthly Engagements: 121k
- Social Media Growth:

- Facebook: 227 Fans, Instagram: 1,015 Followers, Twitter: 41 Followers
- Treasure of Tahoe Launches:
 - #13: Squaw Mountain Activities (In-Market Campaign), Launch Date: August 2
 - #14: Tahoe Star Tours at Northstar (In-Market Campaign), Launch Date: August 26
 - #15: Donner Summit Hikes (In-Market Campaign), Launch Date: August 30
- North Lake Tahoe Alpine Challenge Content Campaign Launched (in conjunction with Spartan)
 - Impressions: 71k, Engagement: 2,147 (still running in September)
- Instagram Takeovers with Partners
 - Resort at Squaw Creek, highlight boutique shopping, August 6
 - Deux OMies, standup paddleboard yoga, August 18

Paid Media Update

- During the website redesign, tracking links on the summer landing page were deleted. That page is where all consumer media is directed, and the links are how Augustine tracks media results. Therefore, we have no results for the month of August. The links were immediately put back in place when the issue came to light. Richter 7 is currently trying to see what data they can find from other methods.

Asset Collection

- Planning MCC Asset Collection - outdoor recreation & team building activities - October 2019

Upcoming Sponsored Events

- Oct. 6 | The Great Trail Race | Tahoe City
- Oct. 25 - 27 | Halloweekends | Homewood
- Dec. 5 - 8 | Tahoe Film Fest | Northstar, Incline Village

Leisure Sales Efforts

- Upcoming Marketing Campaigns:
 - Global Itinerary Project - Translated into German with Herman Global
 - Travel Counsellors, UK Trade Campaign
 - Includes online training program, promotion of destination video, ½ page in the destination guide, targeted emails and online vacation packages
- Site Visits Conducted with Expedia
- Upcoming Travel:
 - Visit CA Canada Mission - September
 - Vancouver World Expo - September
 - Active America China - September
 - Travel NV Mexico Sales Mission - September
- International Office Update
 - Signed contract for new German Representation with MSI - launching September 1st
 - Canada July Update:
 - Agents trained: 3
 - Trainings conducted with: Canadian Automobile Association
 - Attended the Globus Trade Luncheon
 - UK/Ireland Update:
 - 56 Total Agents trained at the UK Sales Mission
 - 52 Key Meetings Conducted with: Bon Voyage Travel Counsellors
 - Australia October Update:

- 160 Agents Trained
- 6 Meetings Conducted: Travel Zoo, Hawaiian Airlines, United Nova Entertainment, Travel You and American Express
- Significant Upcoming Programs
 - Tourism Cares Conference 2020
 - MTS 2020

Conference Sales Efforts

- (5) Groups turn definite in July with estimated amount of 1,723 room nights on the books
- (21) RFPs went out to local properties
- Partnership Opportunities:
 - October: (2) hotels signed up for the Chicago Event - Carrie Underwood Concert
- Trade Shows Attended
 - Connect MarketPlace with both Association and Corporate appointments
 - ASAE with the RSCVA
 - M&I Tradeshow
- Chicago Updates:
 - Attended BMO Financial Bank Lunch & Learn
 - Conducted (33) client meetings
- Marketing
 - Creative for LinkedIn and Facebook approved
 - New MCC site live for advertising tracking
 - New partnership print opportunities presented to partners with Smart Meetings & Meetings Today
 - Re-design of Come See, Fly Free program



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: August 2019

VISITORS SERVED:

July 2019

Total TC Walk-ins: 6,993
Total Phone Calls: 326
Events: 1,221
Total 8,540

August 2018

Total TC Walk-ins: 6,420
Total Phone Calls: 312
Events: 687
7,419

August 2019

Total TC Walk-ins: 6,481
Total Phone Calls: 274
Events: 934
7,689

VISITOR REFERRALS:

Restaurants 787	Lodging 211	Historic / Museum 263	Events 568
Tours 95	Surrounding Towns 247	Shopping 213	Transportation 150
Services 51	Activities: Mountain/ Trails 1,570	Activities: Lakeside 1,563	Maps / Directions 2,033

TOTAL: 7,752 = 250 referrals per day

Visitor Surveys Gathered: 20 in August with total of 316 since Sept 2018

Guest Book Signatures: 122

- Domestic visitation included: AR, AL, AZ, CA, CO, CT, FL, IA, IL, IN, KS, MA, MI, MN, MO, NC, NM, NV, NJ, NY, OR, OH, SC, SD, TX, UT, VA, WA, WI
- International visitation included: France, Australia, England, Spain, Italy, Bogata, Canada, Ecuador, Norway

August 2019 Highlights

- Information Booth pop-up activations at Tahoe City Farmers Market and Enduro World Series at Northstar California Resort
- Staff served 232 people at the Enduro World Series event
- Visitor Center sales increased 10.5% over August 2018

North Lake Tahoe Marketing Cooperative

Financial Statements for the Period Ending
August 31, 2019

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of August 31, 2019

Accrual Basis

	Aug 31, 19	Aug 31, 18	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	185,402	175,143	10,259	6%	363,031
Total Checking/Savings	185,402	175,143	10,259	6%	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	3,115	138,999	(135,884)	(98%)	10,196
Total Accounts Receivable	3,115	138,999	(135,884)	(98%)	10,196
Other Current Assets					
1300 · Reimbursements Receivable	0	0	0	0%	4,362
1350-00 · Security Deposits	3,325	3,654	(329)	(9%)	100
Total Other Current Assets	3,325	3,654	(329)	(9%)	4,462
Total Current Assets	191,842	317,796	(125,954)	(40%)	377,689
Other Assets					
1400-00 · Prepaid Expenses	34,489	35,638	(1,149)	(3%)	12,340
Total Other Assets	34,489	35,638	(1,149)	(3%)	12,340
TOTAL ASSETS	226,331	353,434	(127,103)	(36%)	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	97,716	66,749	30,967	46%	365,187
Total Accounts Payable	97,716	66,749	30,967	46%	365,187
Credit Cards					
2080 · Bank of the West Credit Cards					
2080-13 MC_6193 Daphne	0	84	(84)	(100%)	0
2080-02 · MC_4222 Jason	0	4,105	(4,105)	(100%)	0
2080-05 · MC_2107 Greg	0	1,457	(1,457)	(100%)	0
2080-09 · MC_3126 Sarah	0	9,232	(9,232)	(100%)	0
Total 2080 · Bank of the West Credit Cards	0	14,878	(14,878)	(100%)	0
Total Credit Cards	0	14,878	(14,878)	(100%)	0
Total Current Liabilities	97,716	81,627	16,089	20%	365,187
Total Liabilities	97,716	81,627	16,089	20%	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	103,773	82,376	21,397	26%	(164,591)
Total Equity	128,615	271,809	(143,194)	(53%)	24,842
TOTAL LIABILITIES & EQUITY	226,331	353,434	(127,103)	(36%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

August 2019

	Aug 19	Budget	Jul - Aug 19	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	78,898	78,898	145,968	145,968	942,000
4001-00 · NLTRA Funding	75,189	75,189	270,773	270,773	1,503,362
4004-00 · IVCBVB Entertainment	0	0	0	0	8,000
Total Income	154,087	154,087	416,741	416,741	2,453,362
Gross Profit	154,087	154,087	416,741	416,741	2,453,362
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	2,044	3,440	4,088	6,880	16,720
5002-01 · Native Display	0	5,250	0	10,500	68,000
5004-00 · Trip Advisor	3,437	8,333	3,437	16,666	100,000
5005-00 · Paid Social	16,807	8,788	25,686	17,576	139,000
5005-01 · Digital Display	12,920	6,750	13,039	13,500	85,000
5005-02 · Retargeting Video	0	2,500	0	5,000	30,000
5007-00 · Creative Production	5,385	13,250	39,645	26,500	158,219
5010-00 · Account Strategy & Management	7,000	7,000	14,000	14,000	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	4,000	4,000	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	2,400	2,400	14,400
5013-00 · Outdoor	0	0	0	0	115,000
5015-00 · Video	0	3,750	0	7,500	35,000
5017-00 · Rich Media	0	0	0	0	50,000
5018-00 · Media Commission	5,144	4,638	7,495	12,037	103,607
5018-01 · Digital Ad Serving	0	504	46	1,008	6,050
5020-00 · Search Engine Marketing	3,713	5,000	9,882	10,000	60,000
5022-00 · Email	3,750	3,500	3,750	7,000	35,000
5025-00 · Expedia	0	0	0	0	20,000
5026-00 · Consumer Research	0	0	0	750	750
5027-00 · Consumer Retargeting Video	0	1,250	0	2,500	15,000
5028-00 · High Impact Media	0	2,750	0	6,500	45,000
Total 5000-00 · CONSUMER MARKETING	63,401	79,903	127,468	164,317	1,204,746
5110-00 · LEISURE SALES					
5107-00 · Creative Production	1,400	0	1,400	1,000	6,000
5112-00 · Training / Sales Calls	30	0	222	0	6,500
5113-00 · Additional Opportunities	329	0	1,114	0	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	649	250	649	250	6,450
5131-00 · FAMS -Intl - Travel Trade	596	500	604	500	10,500
5133-00 · Ski-Tops	0	0	0	0	845
5134-00 · Intl Marketing - Additional Opp	382	0	2,382	0	11,000
5136-00 · Tour Operator Brochure Support	0	0	2,000	2,000	2,000
5137-00 · Co-op Opportunities	800	0	800	0	15,000
5141-00 · Australian Sales Mission	0	0	0	0	6,550
5142-00 · UK Sales Mission	60	0	2,177	3,000	3,000
5143-00 · Mountain Travel Symposium	510	0	510	0	1,500
5144-00 · IPW - POW WOW	(600)	0	(600)	0	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,650
5146-00 · UK / Black Diamond	0	0	7,500	7,750	31,000
5147-00 · AUS / Gate 7	0	0	7,925	7,925	31,700
5149-00 · Mexico Program	0	0	0	0	6,500
5150-00 · China Program	0	3,500	0	3,500	3,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	955	1,000	3,955	4,000	6,000
5154-00 · Canada - Other	1,667	0	3,786	6,250	26,000
Total 5154-00 · Canada	2,622	1,000	7,741	10,250	32,000
5155-00 · California Star Program	0	0	0	0	3,500
5156-00 · German Trade Representation	0	0	0	4,750	23,000
Total 5110-00 · LEISURE SALES	6,777	5,250	34,423	40,925	222,695
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	4,400	4,400	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	10,000	10,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	4,000	4,000	24,000
5202-01 · Rich Content Development	0	0	0	5,500	22,000
5204-00 · Media Mission(s)	0	0	1,550	0	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	1,000	1,000	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	600	600	3,600
5208-00 · International Travel Media FAMS	0	1,700	53	1,700	13,600
5208-01 · Int'l FAM Hard Cost	0	1,500	0	1,500	12,000
5208-02 · Int'l Media Retainer	300	300	600	600	3,600

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

August 2019

	Aug 19	Budget	Jul - Aug 19	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	0	3,500	0	7,000	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	3,600	3,600	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	8,000	8,000	48,000
5212-00 · Social Giveaways & Contests	0	1,100	54	1,100	9,200
5213-00 · Facebook Live	0	1,620	0	1,620	6,480
5214-00 · Social Takeover	0	0	0	0	16,000
Total 5200-00 · PUBLIC RELATIONS	16,100	25,520	33,857	50,620	321,580
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	0	0	0	0	23,850
6003-00 · Geo-Fence Targeting	0	0	0	0	2,500
6004-00 · Email	850	850	850	1,700	7,650
6005-00 · Paid Media	869	833	884	1,666	10,000
6006-00 · CVENT	0	0	11,167	13,500	13,500
6007-00 · Creative Production	4,736	3,500	6,710	4,500	30,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	2,000	2,000	12,000
6018-00 · MCC Media Commission	206	330	1,548	2,433	8,861
6019-00 · Conference Direct Partnership	0	0	0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	1,083	6,000	6,000
6152-00 · Client Events / Opportunities	379	0	1,163	0	15,000
6153-00 · Chicago Sales Rep Support	32	400	(605)	400	10,000
Total 6000-00 · CONFERENCE SALES	8,656	6,913	24,800	37,199	144,361
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	1,007	750	1,007	1,500	7,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	0	4,250
6118-00 · ASAE Annual	5,585	5,500	5,585	6,000	6,000
6120-00 · AFW Client Event	0	0	0	0	2,500
6120-01 · Sac River Cats Client Event	0	0	1,187	2,500	2,500
6127-00 · CalSAE Annual	0	0	0	0	6,700
6143-00 · Connect Marketplace	2,495	3,500	2,495	11,000	11,000
6144-00 · ASAE XDP	0	0	0	0	4,000
6151-00 · Destination CA	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	6,500
6156-00 · Connect California	0	0	0	3,750	5,250
6156-02 · Connect Chicago	0	0	0	3,750	4,250
6156-04 · Connect Georgia	0	0	0	3,750	5,250
6157-00 · HPN Partner Conference	2,450	0	2,450	1,695	3,195
6160-00 · AllThingsMeetings Silicon Valley	17	0	511	1,000	1,000
6160-01 · AllThingsMeetings East Bay	0	0	0	0	1,625
6161-00 · Connect Southwest	0	0	0	3,750	5,250
6162-00 · Connect Tech & Medical	0	0	0	3,750	5,250
6163-00 · Connect Financial	0	0	0	3,750	5,250
6164-00 · Connect Mountain Incentive	0	0	0	3,750	5,250
6165-00 · Bay Area Client Appreciation	0	0	(1,000)	0	5,000
6168-00 · Sacramento/Roseville TopGolf	0	0	0	1,000	2,500
6169-00 · Prestige Meetings SF	0	0	0	895	2,395
6171-00 · Outdoor Retailer	0	0	0	0	600
6172-00 · Prestige Meetings Seattle	0	0	0	0	2,595
Total 6100-00 · TRADE SHOWS	11,553	9,750	12,234	51,840	106,610
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0	0	0	0	50,000
5009-00 · Fulfillment / Mail	324	1,000	324	2,000	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	25,000	25,000	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	333	0	2,000
7001-00 · Miscellaneous	1	0	253	0	0
7002-00 · CRM Subscription	833	833	1,667	1,666	9,996
7003-00 · IVCBVB Entertainment Fund	155	0	214	0	8,000
7004-00 · Research	422	0	24,843	0	24,000
7005-00 · Film Festival	0	15,000	15,000	15,000	15,000
7006-00 · Special Events	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	0	0	0	8,338	33,352
7008-00 · Opportunistic Funds	1,579	0	2,129	0	50,000
7009-00 · Tahoe Cam Usage	0	177	0	354	2,124
7010-00 · Photo Management & Storage	0	592	0	1,184	7,104
7011-00 · TrendKite PR Software	0	333	0	666	3,996
8700-00 · Automobile Expense*	199	400	694	800	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	160		160		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	3,840	18,335	70,618	55,008	352,372
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250	4,250	8,500	8,500	51,000
8003-00 · Website Hosting Maintenance	534	4,166	1,068	8,332	50,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

August 2019

	Aug 19	Budget	Jul - Aug 19	YTD Budget	Annual Budget
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	4,784	8,416	9,568	16,832	101,000
Total Expense	115,112	154,087	312,968	416,741	2,453,364
Net Income	38,975	0	103,773	0	(2)

Aging by Revenue Item

As of 8/31/2019

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$0.00	\$335.00	\$0.00	\$0.00	\$0.00	\$0.00	\$335.00
1-5 Employees Membership Dues			\$0.00	\$2,565.00	\$1,710.00	\$0.00	\$855.00	\$2,280.00	\$7,410.00
21-50 Employees Membership Dues			\$0.00	\$0.00	\$520.00	\$0.00	\$520.00	\$520.00	\$1,560.00
50-100 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$470.00	\$470.00
6-10 Employees Membership Dues			\$0.00	\$0.00	\$315.00	\$0.00	\$315.00	\$315.00	\$945.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00
Non-Profit Membership Dues Totals:			\$165.00	\$330.00	\$165.00	\$0.00	\$165.00	\$0.00	\$825.00
1201-01 Member AR Membership			\$165.00	\$3,230.00	\$2,710.00	\$0.00	\$1,855.00	\$4,285.00	\$12,245.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Community Awards Ticket Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$180.00	\$0.00	\$180.00
Eblast Totals:			\$515.00	\$0.00	\$0.00	\$0.00	\$80.00	\$0.00	\$595.00
Employee of the Year Award Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$65.00	\$0.00	\$65.00
Tahoe LOVE Stickers Totals:			\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00
Tuesday Morning Breakfast Club			\$495.00	\$0.00	\$0.00	\$165.00	\$0.00	\$0.00	\$660.00
1201-03 Member Accounts Receivable			\$1,210.00	\$0.00	\$0.00	\$165.00	\$325.00	\$0.00	\$1,700.00
GRAND TOTALS			\$1,375.00	\$3,230.00	\$2,710.00	\$165.00	\$2,180.00	\$4,285.00	\$13,945.00

KEY METRICS FOR August 31, 2019 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru January 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	4,263,868	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	1,868,483	\$ 12,603,558
2015 - 2016	4,872,923	3,874,544	5,436,080	2,349,451	\$ 16,532,998
2016 - 2017	5,504,750	3,319,046	6,124,404	3,355,916	\$ 18,304,116
2017 - 2018	6,276,741	3,451,524	5,634,547	3,194,299	\$ 18,557,111
2018 - 2019	7,062,696	4,027,227	6,955,080	2,411,120	\$ 20,456,123

updated

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Aug 2019)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	14,219	13,204	13,961	13,474	-3.49%
Phone	719	683	792	600	-24.24%
Email	105	115	109	124	13.76%
Kings Beach (Walk In)	2,863	6,904	10,644	7,432	-30.18%
NLT - Event Traffic	2,350	1,692	2,275	2,155	-5.27%
Total	20,256	22,598	27,781	23,785	-14.38%

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	\$ 762,370	-7.05%
Second (Apr - June)	\$ 495,699	\$ 558,566	\$ 716,779	\$ 627,831	-12.41%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 1,018,271	1.71%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ 671,770	4.76%
Total	\$ 2,542,230	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	-3.12%

Unemployment Rates - EDD	July 2019
California (pop. 38,332,521)	4.1%
Placer County (367,309)	3.5%
Dollar Point (1,215)	1.8%
Kings Beach (3,893)	2.1%
Sunnyside/Tahoe City (1,557)	4.6%
Tahoe Vista (1,433)	2.8%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	63.3%	64.7%	2.1%
ADR (Average Daily Rate)	\$ 373	\$ 395	5.9%
RevPAR (Rev per Available Room)	\$ 236	\$ 256	8.2%
Occupancy 1 Mth Forecast	48.1%	47.4%	-1.4%
ADR 1 Mth Forecast	\$ 291	\$ 292	0.5%
RevPAR 1 Mth Forecast	\$ 140	\$ 138	-0.9%
Occupancy (prior 6 months)	54.4%	53.1%	-2.4%
ADR (prior 6 months)	\$ 314	\$ 326	4.0%
RevPAR (prior 6 months)	\$ 171	\$ 173	1.5%
Occupancy (next 6 months)	19.1%	17.8%	-6.9%
ADR (next 6 months)	\$ 278	\$ 297	6.7%
RevPAR (next 6 months)	\$ 53	\$ 53	-0.6%

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

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 8/30/2019					
	2018-19	2018-19	2019-20	YOY %	
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,890,990	\$ 2,334,860	\$ 3,419,424	46.45%	
Commission for this Revenue	\$ 79,949	\$ 54,193	\$ 47,519	-12.32%	
Number of Room Nights	14,165	13,058	16,438	25.88%	
Number of Bookings	72	49	54	10.20%	
Conference Revenue And Percentage by County:					
	18-19	19-20			
Placer	68%	80%	\$1,850,907	\$ 1,597,128	\$ 2,744,019 71.81%
Washoe	8%	15%	\$314,610	\$ 195,373	\$ 505,845 158.91%
South Lake	23%	5%	\$725,473	\$ 542,359	\$ 169,560 -68.74%
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,334,860	\$ 3,419,424 46.45%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal			\$ 70,000	\$ 50,000	-28.57%