



north lake tahoe

Chamber | CVB | Resort Association

# FINANCE COMMITTEE AGENDA

Wednesday May 27, 2020 at 3:30 p.m.

Remote Teleconference

100 N. Lake Blvd, Tahoe City, CA 96145

To call in:

Dial (712) 770-4010

Enter Participant code: 775665#

## FINANCE COMMITTEE

### NLTRA Board

Jim Phelan  
Treasurer

### Committee Members

David Brown  
CPA

Mike Salmon  
Truckee Donner  
Public Utility District

Ramona Cruz  
Tahoe City Public  
Utility District

### Placer County Rep

Erin Casey

### NLTRA Staff

Jeff Hentz  
CEO

Bonnie Bavetta  
CFO

DeWitt Van Siclen  
Staff Accountant  
& HR Assistant

Quorum  
3 Members with 1  
being a Board  
Member

### A. Call to Order – Establish Quorum

### B. Roll Call

### C. Public Forum

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

### D. Agenda Amendments & Approval [MOTION]

### E. Approval of Finance Committee Meeting Minutes:

- 4/29/2020 Meeting Minutes [MOTION] ..... Pg. 1

### F. Review and Approval of Preliminary April 2020 Financials:

- Review Staff Report of Financial Performance ..... Pg. 2
- NLTRA 4/30/2020 Financials Approval [MOTION] ..... Pg. 5
- NLTRMC 4/30/2020 Financials..... Pg. 24

### G. Items for Committee Review, Discussion/or Recommendations

- TBID Update
- COVID-19 Response Update

### H. Supplemental Information

- April 2020 Dashboard Report .....Pg. 32

### I. Agenda Input for Next Finance Committee Meeting

### J. Next Meeting Date

### K. Committee Member Comments

### L. Adjourn



Wednesday April 29, 2020 at 3:00 P.M.

Remote Teleconference

- A. Call to Order – Establish Quorum – Quorum established 3:20 pm (3)
- B. Roll Call:
  - Members via Phone: Jim Phelan – Board Member, Ramona Cruz, David Brown
  - Staff in Attendance via phone: Bonnie Bavetta, DeWitt Van Siclen
- C. Public Forum – Announced Jim Phelan formally approved as Treasurer by the Board of Directors
- D. Agenda Amendments and Approval
  - No amendments to agenda
  - **MOTION** to approve the agenda; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Minutes:
  - **MOTION** to approve March 25<sup>th</sup>, 2020 Finance Committee meeting minutes; Ramona Cruz/David Brown approved 3-0-0
- F. Review and Approval of March 31<sup>st</sup>, 2020 Preliminary Financials
  - Review Staff Report – Preliminary March 31<sup>st</sup>, 2020 financial results for NLTRA reviewed and discussed
  - Review NLT Marketing Coop March 31<sup>st</sup>, 2020 preliminary financials
  - **MOTION** to approve March 31<sup>st</sup>, 2020 NLTRA YTD financials; Ramona Cruz/David Brown approved 3-0-0
- G. Q3 NLTRA Account Reconciliations Review & Approval
  - **MOTION** to approve Q3 NLTRA Account Reconciliations; Ramona Cruz/David Brown 3-0-0
- H. Items for Committee Review, Discussion and/or Recommendations
  - TBID Update – Bavetta stated TBID efforts had been put on hold due to the Covid-19 pandemic
  - Covid-19 Response Update – Phelan shared some of the outreach and programs in which NLTRA had participated
- I. Supplemental Information
  - Review March 2020 Dashboard Report
- J. Agenda Input for Next Finance Committee Meeting
  - TBID Update
  - Covid-19 Response Update
- K. Next Meeting Date – May 27<sup>th</sup>, 2020 at 3:30 PM
- L. Committee Member Comments
  - **NONE**
- M. Adjourn 4:24 PM



## north lake tahoe

Chamber | CVB | Resort Association

Date: 05/22/20

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

From: Bonnie Bavetta, CFO

RE: Report for April 2020

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A summary of preliminary NLTRA financial results for April 30, 2020 follows:

- Cash balance on April 30, 2020 of \$784,000 was \$91,000 or approximately 12% greater than prior year due primarily to greater year-to-date net income (\$88,000), a decrease in total receivables (\$30,000), and the 18/19 year end increase to the marketing reserve (\$32,000) offset partially by accounts payable down \$71,000.
- The Accounts Receivable – TOT balance of \$302,000 reflected the County TOT funding for April. Balance at this date last year was \$393,000.
- Membership dues receivable totaled \$68,000, an increase of \$42,000 over prior year. Other membership related accounts receivable of \$1,000 was down \$13,000 as a result of the Community Awards Dinner cancellation
- Accounts payable of \$9,000 were \$71,000 below prior year due to timing and a decrease in expenditures relative to this time last year.
- Wages and related liabilities of \$127,000 were \$11,000 or 9% lower than prior year, due primarily to a reduction of Incentive and PTO liability as a result of staff vacancies and lower average tenure of staff, offset partially by a longer payroll accrual period.
- Deferred Revenue-Member Dues of \$77,000 was \$4,000 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 performance based timing of monthly payments from the County.
- Due To/From County of Placer balance of \$19,871 reflected TOT funds received for fiscal year 2018/19 that were due back to the County. This is to be paid back to the County in May 2020.
- YTD consolidated net income of \$223,000 at month end April represented Membership's positive net results YTD of \$25,000, and \$198,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$2,398,000 was below budget \$229,000, the result of pay for performance expenditures being below budget. The pay for performance elements are event sponsorships, many of which will not take place this year.
  - Expenses, before overhead allocation, totaled \$1,987,000 and were \$266,000 or approximately 12% under budget, primarily due to timing and/or cancellation of event sponsorships.
  - Total net results before overhead allocation of \$412,000 were positive to budget \$38,000.

- Operating Results YTD – Conference
  - Commission revenue of \$44,000 was \$16,000 above budget. TOT revenue of \$315,000 was on budget.
  - Expenses of \$238,000 before allocated overhead were under budget \$54,000 due to staff vacancies.
  - Net results of \$120,000 before overhead allocation were better than budget by \$70,000.
- Operating Results YTD – Visitor Center
  - Merchandise sales of \$84,000 were negative to budget by \$6,000. TOT revenue of \$333,000 was on budget.
  - Expenses before overhead allocation of \$315,000 were \$44,000 or 12% below budget, due primarily to reduced staffing needs particularly in the closed pandemic period and visitor center enhancements were put on hold.
  - Net results of \$101,000 before overhead allocation were \$38,000 better than budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$85,000 was on budget.
  - Expenditures of \$115,000 before overhead were \$41,000 over budget.
  - Net loss of \$30,000 before overhead allocation was negative to budget \$41,000. Budget adjustments approved by the NLTRA Board of Directors and proposed to County of Placer will correct this variance to budget.
- Operating Results YTD – Membership
  - Membership dues revenue of \$112,000 was \$4,000 over budget. Other Membership revenue of \$16,000 was negative to budget by \$52,000 primarily due to Community Awards Dinner cancellation.
  - Expenses of \$85,000 were \$47,000 below budget due largely to decrease in staffing (\$21,000) and Community Awards Dinner cancellation (\$26,000).
  - Net income of \$43,000 before overhead allocations was negative to budget by \$1000.
  - Net income of \$25,000 after overhead allocations was \$3,000 favorable to budget.
- Operating Results YTD – Administration
  - Total expenses of \$425,000 were \$95,000 below budget due primarily to staff vacancies and reduced professional fees.
- Membership cash position as of April 30, 2020
  - Membership activities resulted in a net income \$25,090.
  - Deferred revenues of \$77,096 less receivables of \$69,215 contributed an additional \$7,881 in cash
  - A receivable for the Awards Dinner deposit reduced cash by \$20,000.
  - Prior years' cumulative negative net results totaled \$17,007.
  - Net cash was negative \$4,036. The \$20,000 Community Awards Dinner deposit is expected to be received in May.

Summary of North Lake Tahoe Marketing Cooperative financial results at April 30, 2020:

- Cash balance at month end of \$316,000 was \$68,000 less than prior year due to the reduction of prior fund surpluses in late FY18/19 (\$165,000), lower Accounts Payable (\$120,000), and larger Prepaid Expenses (\$12,000) partially offset by greater accounts receivable (\$41,000), and higher net operating results (\$290,000).
- Accounts receivable balance of \$61,000 was \$44,000 greater than prior year due to the reduced TOT contribution for IVCBVB for the month of April.
- Accounts payable of \$27,000 were \$120,000 less than prior year primarily due to less expenditures as well as agency work that has been placed on hold.
- Unrestricted Net Assets Equity of \$25,000 was \$165,000 less than prior year due to approved expenditures exceeding FY18/19 funding by \$165,000.
- Net Income of \$376,000 was \$290,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$2,183,000 was on budget, although as stated above IVCBVB has not funded the full April contribution due to the anticipated reduction in TOT collections.
- Consumer Marketing expenditures of \$924,000 were \$123,000 or 12% below budget.
- Leisure Sales expenditures of \$138,000 were \$74,000 or 35% below budget.

- Public Relations expenses of \$214,000 were \$61,000 or 22% below budget.
- Conference Sales expenditures of \$94,000 were \$42,000 or 31% below budget.
- Trade Show expenditures of \$58,000 were \$42,000 or 41% below budget.
- Committed & Administrative expenditures of \$277,000 were \$55,000 or 16% below budget.
- Website & Maintenance expenses of \$102,000 were \$18,000 over budget due primarily to higher than anticipated costs associated with upgrading the website.
- Net income of \$376,000 was better than budget by \$376,000.

# **North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

April 30, 2020

# North Lake Tahoe Resort Association

## Balance Sheet

As of April 30, 2020

Accrual Basis

	Apr 30, 20	Apr 30, 19	\$ Change	% Change	Jun 30, 19
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	137	21	15%	116
1003-00 · Cash - Operations BOTW #6712	502,671	364,750	137,921	38%	332,281
1007-00 · Cash - Payroll BOTW #7421	4,603	3,110	1,493	48%	11,572
1008-00 · Marketing Reserve - Plumas	50,304	50,231	73	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,814	100,617	197	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	95,384	143,631	(48,247)	(34%)	138,243
10950 · Cash in Drawer	139	1,040	(901)	(87%)	1,678
<b>Total Checking/Savings</b>	<b>783,655</b>	<b>693,098</b>	<b>90,557</b>	<b>13%</b>	<b>664,366</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	70,212	25,525	44,687	175%	24,817
1290-00 · A/R - TOT	301,548	393,492	(91,944)	(23%)	57,504
<b>Total Accounts Receivable</b>	<b>371,760</b>	<b>419,017</b>	<b>(47,257)</b>	<b>(11%)</b>	<b>82,321</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	1,353	10	1,343	13,430%	10
<b>1201-00 · Member Accounts Receivable</b>					
1201-01 · Member AR - Member Dues	67,830	25,565	42,265	165%	2,720
1201-03 · Member AR - Other	1,385	14,545	(13,160)	(90%)	3,745
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>69,215</b>	<b>40,110</b>	<b>29,105</b>	<b>73%</b>	<b>6,465</b>
1201-02 · Allowance for Doubtful Accounts	(2,775)	(2,775)	0	0%	(1,587)
<b>12100 · Inventory Asset</b>					
25300 · Gift Cards Outstanding	18	0	18	100%	15
12100 · Inventory Asset - Other	22,880	21,086	1,794	9%	22,015
<b>Total 12100 · Inventory Asset</b>	<b>22,898</b>	<b>21,086</b>	<b>1,812</b>	<b>9%</b>	<b>22,030</b>
1299 · Receivable from NLTMC	328	11,968	(11,640)	(97%)	15,703
1490-00 · Security Deposits	1,150	1,610	(460)	(29%)	1,250
<b>Total Other Current Assets</b>	<b>92,169</b>	<b>72,009</b>	<b>20,160</b>	<b>28%</b>	<b>43,871</b>
<b>Total Current Assets</b>	<b>1,247,584</b>	<b>1,184,124</b>	<b>63,460</b>	<b>5%</b>	<b>790,558</b>
<b>Fixed Assets</b>					
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	(20,265)	(19,877)	(388)	(2%)	(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)
<b>Total Fixed Assets</b>	<b>229</b>	<b>1,644</b>	<b>(1,415)</b>	<b>(86%)</b>	<b>1,409</b>
<b>Other Assets</b>					
<b>1400-00 · Prepaid Expenses</b>					
1410-00 · Prepaid Insurance	11,677	11,914	(237)	(2%)	14,312
1430-00 · Prepaid 1st Class Postage	100	500	(400)	(80%)	100

# North Lake Tahoe Resort Association

## Balance Sheet

As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change	Jun 30, 19
1400-00 · Prepaid Expenses - Other	583	6,367	(5,784)	(91%)	3,964
<b>Total 1400-00 · Prepaid Expenses</b>	12,360	18,781	(6,421)	(34%)	18,376
<b>Total Other Assets</b>	12,360	18,781	(6,421)	(34%)	18,376
<b>TOTAL ASSETS</b>	<b>1,260,173</b>	<b>1,204,549</b>	<b>55,624</b>	<b>5%</b>	<b>810,343</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	8,708	79,214	(70,506)	(89%)	73,556
<b>Total Accounts Payable</b>	8,708	79,214	(70,506)	(89%)	73,556
<b>Other Current Liabilities</b>					
<b>21000 · Salaries/Wages/Payroll Liabilit</b>					
2100-00 · Salaries / Wages Payable	17,809	11,600	6,209	54%	20,922
2101-00 · Incentive Payable	57,135	72,616	(15,481)	(21%)	58,630
2102-00 · Commissions Payable	5,657	3,534	2,123	60%	7,132
2120-00 · Empl. Federal Tax Payable	7,683	4,916	2,767	56%	9,775
2175-00 · 401 (k) Plan	2,617	2,613	4	0%	4,369
2180-00 · Estimated PTO Liability	36,333	43,126	(6,793)	(16%)	52,993
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	127,234	138,405	(11,171)	(8%)	153,821
<b>2190-00 · Sales and Use Tax Payable</b>					
2195-00 · Use Tax Payable	0	36	(36)	(100%)	827
25500 · *Sales Tax Payable	0	657	(657)	(100%)	2,307
2190-00 · Sales and Use Tax Payable - Other	0	3	(3)	(100%)	3,134
<b>Total 2190-00 · Sales and Use Tax Payable</b>	0	696	(696)	(100%)	59,690
2250-00 · Accrued Expenses	0	339	(339)	(100%)	0
2300-00 · Marketing Cooperative Liabili	8,910	0	8,910	100%	0
2400-60 · Deferred Revenue- Member Dues	77,096	80,886	(3,790)	(5%)	57,969
2500-00 · Deferred Revenue - TMBC	1,290	855	435	51%	840
2650-00 · Deferred Rev - Events	2,255	0	2,255	100%	0
2651-00 · Deferred Rev - Conference	0	733	(733)	(100%)	0
2700-00 · Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 · Suspense	0	4,137	(4,137)	(100%)	0
2900-00 · Due To/From County of Placer	19,871	0	19,871	100%	19,871
<b>Total Other Current Liabilities</b>	586,961	576,356	10,605	2%	295,325
<b>Total Current Liabilities</b>	595,669	655,570	(59,901)	(9%)	368,881
<b>Total Liabilities</b>	595,669	655,570	(59,901)	(9%)	368,881
<b>Equity</b>					
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
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
<b>Net Income</b>	223,040	134,623	88,417	66%	(5,338)
<b>Total Equity</b>	664,501	548,975	115,526	21%	441,461
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,260,173</b>	<b>1,204,549</b>	<b>55,624</b>	<b>5%</b>	<b>810,343</b>



**North Lake Tahoe Resort Association**

**A/R Aging Summary**

	<b>Current</b>	<b>As of April 30, 2020</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>Alpenglow Mountain Racing, LLC*</b>	0.00	25,000.00	0.00	0.00	0.00	25,000.00
<b>County of Placer</b>	301,548.13	0.00	0.00	0.00	0.00	301,548.13
<b>Edgewood Tahoe</b>	0.00	0.00	5,851.50	0.00	0.00	5,851.50
<b>Hyatt Regency Lake Tahoe Resort, Spa &amp; Ca</b>	0.00	0.00	6,619.00	0.00	0.00	6,619.00
<b>Incline Community Business Association</b>	0.00	0.00	1,000.00	0.00	0.00	1,000.00
<b>Ritz-Carlton Lake Tahoe</b>	0.00	0.00	0.00	0.00	2,050.10	2,050.10
<b>Squaw Valley Resort</b>	0.00	20,000.00	0.00	0.00	0.00	20,000.00
<b>The Village at Squaw Valley</b>	0.00	0.00	0.00	0.00	9,690.92	9,690.92
<b>TOTAL</b>	<b>301,548.13</b>	<b>45,000.00</b>	<b>13,470.50</b>	<b>0.00</b>	<b>11,741.02</b>	<b>371,759.65</b>



north lake tahoe  
Chamber of Commerce | Resort Association

# Aging by Revenue Item

As of 4/30/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>101-200 Employees Membership Dues</b>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$940.00	\$940.00
<b>11-20 Employees Membership Dues</b>			\$690.00	\$0.00	\$345.00	\$0.00	\$0.00	\$670.00	\$2,050.00
1-5 Employees Membership Dues			\$5,605.00	\$2,360.00	\$2,360.00	\$855.00	\$0.00	\$3,420.00	\$14,600.00
21-50 Employees Membership Dues			\$1,620.00	\$540.00	\$3,780.00	\$520.00	\$0.00	\$2,600.00	\$9,060.00
50-100 Employees Membership Dues			\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$725.00	\$2,225.00
6-10 Employees Membership Dues			\$325.00	\$325.00	\$10,050.00	\$315.00	\$0.00	\$945.00	\$11,960.00
Financial Institutions Membership			\$700.00	\$0.00	\$2,100.00	\$700.00	\$0.00	\$0.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$1,020.00	\$340.00	\$1,700.00	\$330.00	\$0.00	\$660.00	\$4,050.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$830.00	\$0.00	\$0.00	\$0.00	\$830.00
<b>Ski Resorts Membership Dues Totals:</b>			\$0.00	\$0.00	\$18,615.00	\$0.00	\$0.00	\$0.00	\$18,615.00
<b>1201-01 Member AR Membership Dues</b>			\$11,460.00	\$3,910.00	\$39,780.00	\$2,720.00	\$0.00	\$9,960.00	\$67,830.00
Eblast Totals:			\$0.00	\$285.00	\$0.00	\$0.00	\$0.00	\$175.00	\$655.00
<b>Tuesday Morning Breakfast Club</b>			\$0.00	\$0.00	\$0.00	\$165.00	\$0.00	\$0.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$565.00	\$0.00	\$0.00	\$0.00	\$565.00
<b>1201-03 Member Accounts Receivable</b>			\$0.00	\$285.00	\$565.00	\$165.00	\$0.00	\$175.00	\$1,385.00
<b>GRAND TOTALS</b>			\$11,460.00	\$4,195.00	\$40,345.00	\$2,885.00	\$0.00	\$10,135.00	\$69,215.00

**North Lake Tahoe Resort Association**  
**A/P Aging Summary**  
As of April 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
101.5 Truckee Tahoe Radio*	300.00	0.00	0.00	0.00	0.00	300.00
ADP	541.63	0.00	0.00	0.00	0.00	541.63
Amber Burke	62.09	0.00	0.00	0.00	0.00	62.09
Anne-Karin Atwood*	50.21	0.00	0.00	0.00	0.00	50.21
Annie's Cleaning Service	815.00	0.00	0.00	0.00	0.00	815.00
AT & T*	830.69	0.00	0.00	0.00	0.00	830.69
Bank of the West Bank Card Center	2,105.32	0.00	0.00	0.00	0.00	2,105.32
Bonnie L Bavetta	61.01	0.00	0.00	0.00	0.00	61.01
FP Mailing Solutions	0.00	118.89	0.00	0.00	0.00	118.89
IQ Technology Solutions	218.75	0.00	0.00	0.00	0.00	218.75
Liberty Utilities*	0.00	433.23	0.00	0.00	0.00	433.23
Liz Bowling	13.51	0.00	0.00	0.00	0.00	13.51
Office Boss	22.73	0.00	0.00	0.00	0.00	22.73
Principal Financial Group	0.00	1,800.81	0.00	0.00	0.00	1,800.81
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
Southwest Gas Corporation*	138.83	0.00	0.00	0.00	0.00	138.83
Spectrum	111.62	0.00	0.00	0.00	0.00	111.62
Tahoe Quarterly*	0.00	0.00	0.00	0.00	168.00	168.00
Tahoe Truckee Sierra Disposal*	236.67	0.00	0.00	0.00	0.00	236.67
Van Siclen, DeWitt	96.51	0.00	0.00	0.00	0.00	96.51
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	78.00	78.00
YIG Administration	99.76	0.00	0.00	0.00	0.00	99.76
<b>TOTAL</b>	<b><u>6,108.70</u></b>	<b><u>2,352.93</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>246.00</u></b>	<b><u>8,707.63</u></b>

# North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	3,131,500	3,075,321	56,179	2%
4200-00 · Membership Dues Revenue	112,305	114,081	-1,777	-2%
4205-00 · Conference Dues	0	6,096	-6,096	-100%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	0	12,876	-12,876	-100%
4250-05 · Sponsorships	0	17,165	-17,165	-100%
4250-01 · Community Awards - Other	0	14,646	-14,646	-100%
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>44,687</b>	<b>-44,687</b>	<b>-100%</b>
4250-02 · Chamber Events	0	2,847	-2,847	-100%
4250-03 · Summer/Winter Rec Luncheon	0	2,622	-2,622	-100%
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	3,325	2,500	825	33%
4251-00 · Tues AM Breakfast Club - Other	4,380	4,887	-507	-10%
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>7,705</b>	<b>7,387</b>	<b>318</b>	<b>4%</b>
4250-00 · Revenues-Membership Activities - Other	7,956	3,453	4,503	130%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>15,661</b>	<b>60,996</b>	<b>-45,335</b>	<b>-74%</b>
4252-00 · Sponsorships	0	600	-600	-100%
4253-00 · Revenue- Other	1,000	6	994	16,567%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	10,138	8,417	1,721	21%
4600-00 · Commissions - Other	34,320	43,832	-9,512	-22%
<b>Total 4600-00 · Commissions</b>	<b>44,459</b>	<b>52,249</b>	<b>-7,791</b>	<b>-15%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	9,867	2,989	6,878	230%
46000 · Merchandise Sales - Other	73,746	85,132	-11,386	-13%
<b>Total 46000 · Merchandise Sales</b>	<b>83,613</b>	<b>88,121</b>	<b>-4,508</b>	<b>-5%</b>
<b>Total Income</b>	<b>3,388,538</b>	<b>3,397,471</b>	<b>-8,933</b>	<b>-0%</b>
<b>Cost of Goods Sold</b>				
52900 · Purchases - Resale Items	0	0	0	0%
<b>Total COGS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Gross Profit</b>	<b>3,388,538</b>	<b>3,397,471</b>	<b>-8,933</b>	<b>-0%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,326	14,798	527	4%
5020-00 · P/R - Tax Expense	60,200	66,996	-6,796	-10%
5030-00 · P/R - Health Insurance Expense	101,747	104,817	-3,070	-3%
5040-00 · P/R - Workmans Comp	7,035	6,109	927	15%
5060-00 · 401 (k)	26,683	29,415	-2,732	-9%
5070-00 · Other Benefits and Expenses	2,854	3,554	-699	-20%
5000-00 · Salaries & Wages - Other	724,260	855,062	-130,802	-15%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>938,106</b>	<b>1,080,751</b>	<b>-142,645</b>	<b>-13%</b>
5100-00 · Rent				
5110-00 · Utilities	8,822	10,120	-1,298	-13%
5140-00 · Repairs & Maintenance	7,011	13,443	-6,431	-48%
5150-00 · Office - Cleaning	7,065	5,340	1,725	32%
5100-00 · Rent - Other	130,664	127,892	2,772	2%
<b>Total 5100-00 · Rent</b>	<b>153,562</b>	<b>156,795</b>	<b>-3,232</b>	<b>-2%</b>
5310-00 · Telephone				
5320-00 · Telephone	20,000	22,457	-2,457	-11%
5350-00 · Internet	0	25	-25	-100%
<b>Total 5310-00 · Telephone</b>	<b>20,000</b>	<b>22,482</b>	<b>-2,482</b>	<b>-11%</b>
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	84	-84	-100%
5420-00 · Mail - USPS - Other	1,417	-3,562	4,979	140%
<b>Total 5420-00 · Mail - USPS</b>	<b>1,417</b>	<b>-3,479</b>	<b>4,896</b>	<b>141%</b>

# North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
5510-00 · Insurance/Bonding	9,942	6,296	3,647	58%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	855	6,141	-5,286	-86%
5520-00 · Supplies - Other	29,254	11,701	17,552	150%
<b>Total 5520-00 · Supplies</b>	<b>30,109</b>	<b>17,842</b>	<b>12,267</b>	<b>69%</b>
5610-00 · Depreciation	1,180	1,397	-218	-16%
5700-00 · Equipment Support & Maintenance	22,110	3,406	18,704	549%
5710-00 · Taxes, Licenses & Fees	10,273	8,919	1,354	15%
5740-00 · Equipment Rental/Leasing	7,042	12,902	-5,860	-45%
5800-00 · Training Seminars	4,513	7,939	-3,426	-43%
5850-00 · Artist of Month - Commissions	9,927	2,579	7,348	285%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	4,320	1,000	3,320	332%
5920-00 · Professional Fees - Accountant	21,825	24,250	-2,425	-10%
5921-00 · Professional Fees - Other	91,498	6,610	84,888	1,284%
<b>Total 5900-00 · Professional Fees</b>	<b>117,643</b>	<b>31,860</b>	<b>85,783</b>	<b>269%</b>
5941-00 · Research & Planning	0	28,820	-28,820	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	20,954	27,750	-6,796	-25%
<b>Total 6020-00 · Programs</b>	<b>20,954</b>	<b>27,750</b>	<b>-6,796</b>	<b>-25%</b>
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	34,668	34,278	391	1%
6421-01 · 4th of July Fireworks	0	20,000	-20,000	-100%
6421-04 · Broken Arrow Skyrace	0	27,500	-27,500	-100%
6421-05 · No Barriers	0	8,400	-8,400	-100%
6421-06 · Spartan	254,019	254,353	-335	-0%
6421-07 · Tahoe Lacrosse Tournament	6,000	5,000	1,000	20%
6421-08 · Tough Mudder	0	0	0	0%
6421-09 · Wanderlust	0	30,476	-30,476	-100%
6421-10 · WinterWonderGrass - Tahoe	21,120	19,447	1,673	9%
6421-13 · Big Blue Adventure	0	0	0	0%
6421-16 · Mountain Travel Symposium	10,078	5,625	4,453	79%
<b>Total 6420-01 · Sponsorships</b>	<b>325,885</b>	<b>405,080</b>	<b>-79,195</b>	<b>-20%</b>
6421-00 · New Event Development	0	27,991	-27,991	-100%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	2,056	-439	-21%
<b>Total 6420-00 · Events</b>	<b>327,502</b>	<b>435,127</b>	<b>-107,625</b>	<b>-25%</b>
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,222	25,943	-24,720	-95%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	4,714	-1,990	-42%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	4,555	12,558	-8,003	-64%
6444-00 · Trades	0	1,430	-1,430	-100%
6423-00 · Membership Activities - Other	13,280	13,052	228	2%
<b>Total 6423-00 · Membership Activities</b>	<b>22,414</b>	<b>61,225</b>	<b>-38,812</b>	<b>-63%</b>
6730-00 · Marketing Cooperative/Media	1,344,959	1,216,523	128,436	11%
6740-00 · Media/Collateral/Production	413	1,278	-864	-68%
6742-00 · Non-NLT Co-Op Marketing Program	9,744	23,085	-13,341	-58%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	10,557	7,883	2,673	34%
6743-03 · Touch Lake Tahoe	19,788	12,500	7,288	58%
6743-04 · High Notes	0	0	0	0%
6743-05 · Peak Your Adventure	-1,000	1,000	-2,000	-200%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>29,345</b>	<b>21,383</b>	<b>7,961</b>	<b>37%</b>
7500-00 · Trade Shows/Travel	3,722	372	3,350	900%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	885	1,073	-188	-18%
52500 · Purchase Discounts	-101	-40	-60	-150%
59900 · POS Inventory Adjustments	351	-56	407	729%
8100-00 · Cost of Goods Sold - Other	39,399	46,917	-7,518	-16%

**North Lake Tahoe Resort Association  
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
Total 8100-00 · Cost of Goods Sold	40,535	47,894	-7,359	-15%
8200-00 · Associate Relations	1,042	2,627	-1,585	-60%
8300-00 · Board Functions	21,632	8,053	13,580	169%
8500-00 · Credit Card Fees	4,588	6,496	-1,909	-29%
8600-00 · Additional Opportunites	0	8,500	-8,500	-100%
8700-00 · Automobile Expenses	2,056	4,425	-2,369	-54%
8750-00 · Meals/Meetings	1,369	3,746	-2,377	-64%
8810-00 · Dues & Subscriptions	6,424	7,307	-883	-12%
8910-00 · Travel	0	3,654	-3,654	-100%
8920-00 · Bad Debt	3,199	5,123	-1,924	-38%
<b>Total Expense</b>	<b>3,165,722</b>	<b>3,263,078</b>	<b>-97,356</b>	<b>-3%</b>
<b>Net Ordinary Income</b>	<b>222,816</b>	<b>134,393</b>	<b>88,423</b>	<b>66%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
4700-00 · Revenues- Interest & Investment	224	230	-6	-3%
<b>Total Other Income</b>	<b>224</b>	<b>230</b>	<b>-6</b>	<b>-3%</b>
<b>Other Expense</b>				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Net Other Income</b>	<b>224</b>	<b>230</b>	<b>-6</b>	<b>-3%</b>
<b>Net Income</b>	<b>223,040</b>	<b>134,623</b>	<b>88,417</b>	<b>66%</b>

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

Accrual Basis

All Departments

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	301,548	345,215	(43,667)	3,131,500	3,360,739	(229,238)	3,914,430
4200-00 · Membership Dues Revenue	11,189	10,833	356	112,305	108,333	3,971	130,000
<b>4250-00 · Revenues-Membership Activities</b>							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	17,000	(17,000)	0	17,000	(17,000)	17,000
4250-05 · Sponsorships	(1,405)	17,000	(18,405)	0	17,000	(17,000)	17,000
4250-01 · Community Awards - Other	0	16,000	(16,000)	0	16,000	(16,000)	16,000
<b>Total 4250-01 · Community Awards</b>	<b>(1,405)</b>	<b>50,000</b>	<b>(51,405)</b>	<b>0</b>	<b>50,000</b>	<b>(50,000)</b>	<b>50,000</b>
4250-02 · Chamber Events	0	0	0	0	2,500	(2,500)	2,500
4250-03 · Summer/Winter Rec Luncheon	0			0	2,700	(2,700)	2,700
<b>4251-00 · Tues AM Breakfast Club</b>							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	3,325	3,000	325	3,000
4251-00 · Tues AM Breakfast Club - Other	0	636	(636)	4,380	5,727	(1,347)	7,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>636</b>	<b>(636)</b>	<b>7,705</b>	<b>8,727</b>	<b>(1,022)</b>	<b>10,000</b>
4250-00 · Revenues-Membership Activities - Other	150	200	(50)	7,956	3,600	4,356	4,000
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>(1,255)</b>	<b>50,836</b>	<b>(52,091)</b>	<b>15,661</b>	<b>67,527</b>	<b>(51,866)</b>	<b>69,200</b>
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
<b>4600-00 · Commissions</b>							
4601-00 · Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 · Commissions - Other	0	0	0	34,320	28,276	6,044	28,276
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>44,459</b>	<b>28,276</b>	<b>16,183</b>	<b>28,276</b>
<b>46000 · Merchandise Sales</b>							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,000	5,867	4,800
46000 · Merchandise Sales - Other	0	9,000	(9,000)	73,746	85,600	(11,854)	108,100
<b>Total 46000 · Merchandise Sales</b>	<b>0</b>	<b>9,400</b>	<b>(9,400)</b>	<b>83,613</b>	<b>89,600</b>	<b>(5,987)</b>	<b>112,900</b>
<b>Total Income</b>	<b>311,483</b>	<b>416,285</b>	<b>(104,802)</b>	<b>3,388,538</b>	<b>3,654,475</b>	<b>(265,937)</b>	<b>4,254,806</b>
<b>Gross Profit</b>	<b>311,483</b>	<b>416,285</b>	<b>(104,802)</b>	<b>3,388,538</b>	<b>3,654,475</b>	<b>(265,937)</b>	<b>4,254,806</b>
<b>Expense</b>							
<b>5000-00 · Salaries &amp; Wages</b>							
5010-00 · Sales Commissions	(186)	800	(986)	15,326	8,000	7,326	9,600
5020-00 · P/R - Tax Expense	4,856	7,183	(2,327)	60,200	72,197	(11,997)	84,163
5030-00 · P/R - Health Insurance Expense	8,309	11,868	(3,559)	101,747	118,680	(16,933)	142,416
5040-00 · P/R - Workmans Comp	(152)	1,104	(1,256)	7,035	11,654	(4,619)	13,981
5060-00 · 401 (k)	1,984	3,486	(1,503)	26,683	34,902	(8,219)	41,981
5061-00 · 401k Profit Sharing	0	80	(80)	0	800	(800)	960
5070-00 · Other Benefits and Expenses	170	413	(244)	2,854	4,133	(1,279)	5,040
5000-00 · Salaries & Wages - Other	76,044	87,142	(11,098)	724,260	872,370	(148,110)	1,049,304
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>91,023</b>	<b>112,077</b>	<b>(21,054)</b>	<b>938,106</b>	<b>1,122,737</b>	<b>(184,630)</b>	<b>1,347,445</b>
<b>5100-00 · Rent</b>							
5110-00 · Utilities	960	1,078	(117)	8,822	10,770	(1,948)	12,899
5140-00 · Repairs & Maintenance	552	1,542	(989)	7,011	17,010	(9,999)	21,938
5150-00 · Office - Cleaning	815	648	167	7,065	7,077	(12)	10,362
5100-00 · Rent - Other	13,079	13,108	(29)	130,664	126,936	3,728	151,529
<b>Total 5100-00 · Rent</b>	<b>15,407</b>	<b>16,375</b>	<b>(969)</b>	<b>153,562</b>	<b>161,795</b>	<b>(8,232)</b>	<b>196,728</b>
<b>5310-00 · Telephone</b>							
5320-00 · Telephone	2,312	1,842	470	20,000	20,450	(450)	24,134
<b>Total 5310-00 · Telephone</b>	<b>2,312</b>	<b>1,842</b>	<b>470</b>	<b>20,000</b>	<b>20,450</b>	<b>(450)</b>	<b>24,134</b>
5420-00 · Mail - USPS	0	213	(213)	1,417	2,151	(734)	2,578
5510-00 · Insurance/Bonding	269	795	(526)	9,942	8,014	1,928	9,604
<b>5520-00 · Supplies</b>							
5525-00 · Supplies- Computer <\$1000	61	1,389	(1,328)	855	9,597	(8,741)	10,442
5520-00 · Supplies - Other	643	1,080	(436)	29,254	27,221	2,033	29,248
<b>Total 5520-00 · Supplies</b>	<b>704</b>	<b>2,468</b>	<b>(1,764)</b>	<b>30,109</b>	<b>36,818</b>	<b>(6,709)</b>	<b>39,690</b>
5610-00 · Depreciation	118	158	(40)	1,180	1,576	(397)	1,656
5700-00 · Equipment Support & Maintenance	2,689	2,596	93	22,110	25,000	(2,890)	29,952
5710-00 · Taxes, Licenses & Fees	790	1,062	(271)	10,273	10,772	(499)	12,895
5740-00 · Equipment Rental/Leasing	365	1,241	(875)	7,042	12,622	(5,581)	15,104
5800-00 · Training Seminars	0	1,421	(1,421)	4,513	10,494	(5,981)	12,835
5850-00 · Artist of Month - Commissions	0	360	(360)	9,927	3,600	6,327	4,320
<b>5900-00 · Professional Fees</b>							
5910-00 · Professional Fees - Attorneys	0	725	(725)	4,320	7,250	(2,930)	9,000
5920-00 · Professional Fees - Accountant	0	2,500	(2,500)	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	2,983	(2,983)	91,498	76,833	14,665	81,800
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>6,208</b>	<b>(6,208)</b>	<b>117,643</b>	<b>108,983</b>	<b>8,660</b>	<b>115,700</b>
5941-00 · Research & Planning	0	1,800	(1,800)	0	18,000	(18,000)	21,600
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	1,954	10,000	(8,046)	20,954	35,000	(14,046)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000

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

Accrual Basis

All Departments

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Total 6020-00 · Programs</b>	1,954	10,000	(8,046)	20,954	35,000	(14,046)	80,000
<b>6420-00 · Events</b>							
<b>6420-01 · Sponsorships</b>							
6023-00 · Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	(25,000)	0	(25,000)	0	25,000	(25,000)	25,400
6421-06 · Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	6,000	6,000	0	6,000
6421-09 · Wanderlust	0	0	0	0	30,500	(30,500)	37,500
6421-10 · WinterWonderGrass - Tahoe	0	4,000	(4,000)	21,120	21,900	(780)	21,900
6421-16 · Mountain Travel Symposium	0	25,000	(25,000)	10,078	75,000	(64,922)	75,000
<b>Total 6420-01 · Sponsorships</b>	(25,000)	29,000	(54,000)	325,885	470,295	(144,410)	477,695
6421-00 · New Event Development	0	2,500	(2,500)	0	25,000	(25,000)	30,000
6424-00 · Event Operation Expenses	0	667	(667)	1,617	6,670	(5,053)	8,000
<b>Total 6420-00 · Events</b>	(25,000)	32,167	(57,167)	327,502	501,965	(174,463)	515,695
<b>6423-00 · Membership Activities</b>							
6434-00 · Community Awards Dinner	7	27,500	(27,493)	1,222	27,500	(26,278)	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	633	3,500	(2,867)	5,000
6437-00 · Tuesday Morning Breakfast Club	0	545	(545)	2,724	4,909	(2,185)	6,000
6442-00 · Public Relations/Website	376	417	(41)	4,555	4,167	388	5,000
6423-00 · Membership Activities - Other	11,386	500	10,886	13,280	7,450	5,830	8,500
<b>Total 6423-00 · Membership Activities</b>	11,768	28,962	(17,194)	22,414	47,526	(25,112)	52,000
6730-00 · Marketing Cooperative/Media	154,348	154,348	0	1,344,959	1,344,959	0	1,503,362
6740-00 · Media/Collateral/Production	0	0	0	413	1,500	(1,087)	3,000
6742-00 · Non-NLT Co-Op Marketing Program	215	2,500	(2,285)	9,744	22,910	(13,166)	27,910
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Shop Local	0	0	0	10,557	7,883	2,673	20,000
6743-03 · Touch Lake Tahoe	0	4,500	(4,500)	19,788	12,500	7,288	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	(1,000)	1,000	(2,000)	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	0	4,500	(4,500)	29,345	21,383	7,961	80,000
7500-00 · Trade Shows/Travel	0	0	0	3,722	3,000	722	3,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	0	20	(20)	885	940	(55)	1,190
52500 · Purchase Discounts	0	0	0	(101)	0	0	0
59900 · POS Inventory Adjustments	0	0	0	351	0	0	0
8100-00 · Cost of Goods Sold - Other	0	4,500	(4,500)	39,399	42,800	(3,401)	54,050
<b>Total 8100-00 · Cost of Goods Sold</b>	0	4,520	(4,520)	40,535	43,740	(3,205)	55,240
8200-00 · Associate Relations	0	648	(648)	1,042	6,480	(5,438)	7,756
8300-00 · Board Functions	299	150	149	21,632	5,650	15,982	5,950
8500-00 · Credit Card Fees	20	1,829	(1,809)	4,588	6,274	(1,687)	7,454
8600-00 · Additional Opportunites	0	3,500	(3,500)	0	25,091	(25,091)	32,091
8700-00 · Automobile Expenses	89	493	(403)	2,056	5,300	(3,244)	6,285
8750-00 · Meals/Meetings	23	461	(438)	1,369	4,612	(3,243)	5,534
8810-00 · Dues & Subscriptions	841	616	225	6,424	6,258	166	7,490
8910-00 · Travel	0	1,500	(1,500)	0	7,800	(7,800)	7,800
8920-00 · Bad Debt	0	0	0	3,199	0	3,199	0
<b>Total Expense</b>	258,235	394,810	(136,575)	3,165,722	3,632,460	(466,738)	4,234,808
<b>Net Ordinary Income</b>	53,248	21,475	31,773	222,816	22,015	200,801	19,998
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	17	0	17	224	0	224	0
<b>Total Other Income</b>	17	0	17	224	0	224	0
<b>Other Expense</b>							
8990-00 · Allocated	0	0	0	0	(2)	2	0
<b>Total Other Expense</b>	0	0	0	0	(2)	2	0
<b>Net Other Income</b>	17	0	17	224	2	222	0
<b>Net Income</b>	53,264	21,475	31,789	223,040	22,017	201,023	19,998



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

Accrual Basis

**11 - Marketing**

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	232,490	276,156	(43,667)	2,398,349	2,627,592	(229,242)	3,044,007
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
<b>Total Income</b>	<u>232,490</u>	<u>276,156</u>	<u>(43,667)</u>	<u>2,399,349</u>	<u>2,627,592</u>	<u>(228,242)</u>	<u>3,044,007</u>
<b>Gross Profit</b>	232,490	276,156	(43,667)	2,399,349	2,627,592	(228,242)	3,044,007
<b>Expense</b>							
<b>5000-00 · Salaries &amp; Wages</b>							
5000-01 · In-Market Administration	1,375	1,375	0	13,750	13,750	0	16,500
5020-00 · P/R - Tax Expense	1,420	2,037	(617)	18,454	20,374	(1,920)	21,537
5030-00 · P/R - Health Insurance Expense	3,672	3,667	5	42,259	36,670	5,589	44,004
5040-00 · P/R - Workmans Comp	126	178	(52)	1,360	1,783	(423)	2,139
5060-00 · 401 (k)	895	1,019	(124)	8,585	10,187	(1,602)	12,224
5070-00 · Other Benefits and Expenses	116	160	(44)	1,162	1,600	(438)	1,920
5000-00 · Salaries & Wages - Other	23,180	25,467	(2,287)	231,990	254,670	(22,680)	305,604
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>30,785</u>	<u>33,903</u>	<u>(3,119)</u>	<u>317,559</u>	<u>339,033</u>	<u>(21,474)</u>	<u>403,929</u>
<b>5100-00 · Rent</b>							
5110-00 · Utilities	184	201	(17)	1,631	1,601	30	2,001
5140-00 · Repairs & Maintenance	46	78	(32)	461	2,367	(1,906)	4,367
5150-00 · Office - Cleaning	304	206	98	2,637	1,866	771	2,866
5100-00 · Rent - Other	2,431	2,386	45	24,352	21,852	2,500	24,200
<b>Total 5100-00 · Rent</b>	<u>2,965</u>	<u>2,871</u>	<u>94</u>	<u>29,081</u>	<u>27,685</u>	<u>1,396</u>	<u>33,434</u>
<b>5310-00 · Telephone</b>							
5320-00 · Telephone	619	400	219	5,577	5,800	(223)	6,600
<b>Total 5310-00 · Telephone</b>	<u>619</u>	<u>400</u>	<u>219</u>	<u>5,577</u>	<u>5,800</u>	<u>(223)</u>	<u>6,600</u>
<b>5420-00 · Mail - USPS</b>	0	50	(50)	458	500	(42)	600
<b>5520-00 · Supplies</b>							
5525-00 · Supplies- Computer <\$1000	0	100	(100)	0	3,500	(3,500)	3,700
5520-00 · Supplies - Other	98	200	(102)	1,222	4,250	(3,028)	4,750
<b>Total 5520-00 · Supplies</b>	<u>98</u>	<u>300</u>	<u>(202)</u>	<u>1,222</u>	<u>7,750</u>	<u>(6,528)</u>	<u>8,450</u>
<b>5700-00 · Equipment Support &amp; Maintenance</b>	0	120	(120)	0	1,200	(1,200)	1,440
5710-00 · Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 · Equipment Rental/Leasing	91	315	(224)	1,798	3,150	(1,352)	3,780
5800-00 · Training Seminars	0	1,000	(1,000)	4,424	4,285	138	4,785
<b>5900-00 · Professional Fees</b>							
5910-00 · Professional Fees - Attorneys	0	100	(100)	0	1,000	(1,000)	1,500
5921-00 · Professional Fees - Other	0	400	(400)	0	4,000	(4,000)	4,800
<b>Total 5900-00 · Professional Fees</b>	<u>0</u>	<u>500</u>	<u>(500)</u>	<u>0</u>	<u>5,000</u>	<u>(5,000)</u>	<u>6,300</u>
<b>5941-00 · Research &amp; Planning</b>	0	1,500	(1,500)	0	15,000	(15,000)	18,000
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	1,954	10,000	(8,046)	20,954	35,000	(14,046)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
<b>Total 6020-00 · Programs</b>	<u>1,954</u>	<u>10,000</u>	<u>(8,046)</u>	<u>20,954</u>	<u>35,000</u>	<u>(14,046)</u>	<u>80,000</u>
<b>6420-00 · Events</b>							
<b>6420-01 · Sponsorships</b>							
6023-00 · Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	(25,000)	0	(25,000)	0	25,000	(25,000)	25,400
6421-06 · Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	6,000	6,000	0	6,000
6421-09 · Wanderlust	0	0	0	0	30,500	(30,500)	37,500
6421-10 · WinterWonderGrass - Tahoe	0	4,000	(4,000)	21,120	21,900	(780)	21,900
6421-16 · Mountain Travel Symposium	0	25,000	(25,000)	10,078	75,000	(64,922)	75,000
<b>Total 6420-01 · Sponsorships</b>	<u>(25,000)</u>	<u>29,000</u>	<u>(54,000)</u>	<u>325,885</u>	<u>470,295</u>	<u>(144,410)</u>	<u>477,695</u>
6421-00 · New Event Development	0	2,500	(2,500)	0	25,000	(25,000)	30,000
6424-00 · Event Operation Expenses	0	667	(667)	1,617	6,670	(5,053)	8,000
<b>Total 6420-00 · Events</b>	<u>(25,000)</u>	<u>32,167</u>	<u>(57,167)</u>	<u>327,502</u>	<u>501,965</u>	<u>(174,463)</u>	<u>515,695</u>
<b>6730-00 · Marketing Cooperative/Media</b>	143,772	143,772	0	1,239,196	1,239,196	0	1,376,446
6742-00 · Non-NLT Co-Op Marketing Program	15	1,500	(1,485)	5,023	12,910	(7,887)	15,910
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Shop Local	0	0	0	10,557	7,883	2,673	20,000
6743-03 · Touch Lake Tahoe	0	4,500	(4,500)	19,788	12,500	7,288	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	0	0	0	(1,000)	1,000	(2,000)	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<u>0</u>	<u>4,500</u>	<u>(4,500)</u>	<u>29,345</u>	<u>21,383</u>	<u>7,961</u>	<u>80,000</u>
<b>7500-00 · Trade Shows/Travel</b>	0	0	0	1,525	0	0	0
8200-00 · Associate Relations	0	140	(140)	191	1,400	(1,210)	1,660
8500-00 · Credit Card Fees	0	0	0	50	0	0	0
8600-00 · Additional Opportunitites	0	3,000	(3,000)	0	20,091	(20,091)	26,091
8700-00 · Automobile Expenses	13	130	(117)	1,169	1,300	(131)	1,560

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

Accrual Basis

11 - Marketing

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
8750-00 · Meals/Meetings	0	163	(163)	252	1,625	(1,373)	1,950
8810-00 · Dues & Subscriptions	171	250	(79)	1,193	2,500	(1,307)	3,000
8910-00 · Travel	0	0	0	0	6,300	(6,300)	6,300
<b>Total Expense</b>	<b>155,483</b>	<b>236,580</b>	<b>(81,098)</b>	<b>1,986,576</b>	<b>2,253,074</b>	<b>(266,497)</b>	<b>2,595,931</b>
<b>Net Ordinary Income</b>	<b>77,007</b>	<b>39,576</b>	<b>37,431</b>	<b>412,773</b>	<b>374,518</b>	<b>38,255</b>	<b>448,076</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	17	0	17	224	0	224	0
<b>Total Other Income</b>	<b>17</b>	<b>0</b>	<b>17</b>	<b>224</b>	<b>0</b>	<b>224</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 · Allocated	32,043	38,904	(6,861)	305,961	374,493	(68,532)	448,076
<b>Total Other Expense</b>	<b>32,043</b>	<b>38,904</b>	<b>(6,861)</b>	<b>305,961</b>	<b>374,493</b>	<b>(68,532)</b>	<b>448,076</b>
<b>Net Other Income</b>	<b>(32,026)</b>	<b>(38,904)</b>	<b>6,878</b>	<b>(305,737)</b>	<b>(374,493)</b>	<b>68,756</b>	<b>(448,076)</b>
<b>Net Income</b>	<b>44,981</b>	<b>672</b>	<b>44,309</b>	<b>107,036</b>	<b>25</b>	<b>107,011</b>	<b>0</b>

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

Accrual Basis

30 - Conference

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	34,574	34,575	(0)	314,834	314,833	1	383,252
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 · Commissions - Other	0	0	0	34,320	28,276	6,044	28,276
<b>Total 4600-00 · Commissions</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>44,459</u>	<u>28,276</u>	<u>16,183</u>	<u>28,276</u>
<b>Total Income</b>	<u>34,574</u>	<u>34,575</u>	<u>(0)</u>	<u>359,293</u>	<u>343,109</u>	<u>16,184</u>	<u>411,528</u>
<b>Gross Profit</b>	34,574	34,575	(0)	359,293	343,109	16,184	411,528
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	(186)	800	(986)	15,326	8,000	7,326	9,600
5020-00 · P/R - Tax Expense	493	1,064	(571)	6,400	10,637	(4,237)	12,764
5030-00 · P/R - Health Insurance Expense	1,281	1,754	(473)	20,357	17,540	2,817	21,048
5040-00 · P/R - Workmans Comp	36	88	(52)	592	876	(284)	1,051
5060-00 · 401 (k)	269	501	(232)	3,046	5,006	(1,959)	6,007
5061-00 · 401k Profit Sharing	0	80	(80)	0	800	(800)	960
5070-00 · Other Benefits and Expenses	8	0	8	300	0	300	0
5000-00 · Salaries & Wages - Other	6,617	12,514	(5,897)	68,672	125,140	(56,468)	150,168
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>8,517</u>	<u>16,800</u>	<u>(8,283)</u>	<u>114,693</u>	<u>167,999</u>	<u>(53,305)</u>	<u>201,598</u>
5100-00 · Rent							
5110-00 · Utilities	90	66	24	796	660	136	792
5140-00 · Repairs & Maintenance	23	45	(23)	225	450	(225)	540
5150-00 · Office - Cleaning	148	94	54	1,286	940	346	1,128
5100-00 · Rent - Other	1,140	1,025	115	11,425	10,250	1,175	12,300
<b>Total 5100-00 · Rent</b>	<u>1,401</u>	<u>1,230</u>	<u>171</u>	<u>13,732</u>	<u>12,300</u>	<u>1,432</u>	<u>14,760</u>
5310-00 · Telephone							
5320-00 · Telephone	277	300	(23)	2,714	3,000	(286)	3,600
<b>Total 5310-00 · Telephone</b>	<u>277</u>	<u>300</u>	<u>(23)</u>	<u>2,714</u>	<u>3,000</u>	<u>(286)</u>	<u>3,600</u>
5420-00 · Mail - USPS	0	15	(15)	167	150	17	180
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	31	(31)	0	310	(310)	372
5520-00 · Supplies - Other	18	29	(12)	360	578	(217)	594
<b>Total 5520-00 · Supplies</b>	<u>18</u>	<u>60</u>	<u>(43)</u>	<u>360</u>	<u>888</u>	<u>(527)</u>	<u>966</u>
5700-00 · Equipment Support & Maintenance	0	120	(120)	0	240	(240)	240
5710-00 · Taxes, Licenses & Fees	0	0	0	31	0	31	0
5740-00 · Equipment Rental/Leasing	40	125	(84)	797	1,246	(449)	1,496
6730-00 · Marketing Cooperative/Media	10,576	10,576	0	105,763	105,763	0	126,916
8200-00 · Associate Relations	0	80	(80)	54	800	(746)	960
8500-00 · Credit Card Fees	0	0	0	90	0	90	0
8810-00 · Dues & Subscriptions	0	20	(20)	4	200	(196)	240
<b>Total Expense</b>	<u>20,829</u>	<u>29,326</u>	<u>(8,497)</u>	<u>238,406</u>	<u>292,586</u>	<u>(54,180)</u>	<u>350,956</u>
<b>Net Ordinary Income</b>	<u>13,745</u>	<u>5,249</u>	<u>8,496</u>	<u>120,887</u>	<u>50,523</u>	<u>70,364</u>	<u>60,572</u>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	4,323	5,249	(926)	41,277	50,523	(9,246)	60,572
<b>Total Other Expense</b>	<u>4,323</u>	<u>5,249</u>	<u>(926)</u>	<u>41,277</u>	<u>50,523</u>	<u>(9,246)</u>	<u>60,572</u>
<b>Net Other Income</b>	<u>(4,323)</u>	<u>(5,249)</u>	<u>926</u>	<u>(41,277)</u>	<u>(50,523)</u>	<u>9,246</u>	<u>(60,572)</u>
<b>Net Income</b>	<u><u>9,422</u></u>	<u><u>0</u></u>	<u><u>9,422</u></u>	<u><u>79,610</u></u>	<u><u>0</u></u>	<u><u>79,610</u></u>	<u><u>0</u></u>

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

**42 - Visitor Center**

Accrual Basis

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	32,717	32,717	(0)	332,855	332,853	2	398,306
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,000	5,867	4,800
46000 · Merchandise Sales - Other	0	9,000	(9,000)	73,746	85,600	(11,854)	108,100
<b>Total 46000 · Merchandise Sales</b>	<b>0</b>	<b>9,400</b>	<b>(9,400)</b>	<b>83,613</b>	<b>89,600</b>	<b>(5,987)</b>	<b>112,900</b>
<b>Total Income</b>	<b>32,717</b>	<b>42,117</b>	<b>(9,400)</b>	<b>416,468</b>	<b>422,453</b>	<b>(5,985)</b>	<b>511,206</b>
<b>Gross Profit</b>	<b>32,717</b>	<b>42,117</b>	<b>(9,400)</b>	<b>416,468</b>	<b>422,453</b>	<b>(5,985)</b>	<b>511,206</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	524	1,274	(750)	12,557	14,304	(1,747)	17,362
5030-00 · P/R - Health Insurance Expense	1,764	2,225	(461)	17,545	22,250	(4,705)	26,700
5040-00 · P/R - Workmans Comp	218	585	(367)	4,601	6,567	(1,966)	7,856
5060-00 · 401 (k)	178	520	(342)	4,886	5,838	(952)	6,984
5070-00 · Other Benefits and Expenses	22	80	(58)	407	800	(393)	960
5000-00 · Salaries & Wages - Other	8,284	13,000	(4,716)	137,929	145,950	(8,021)	174,600
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>10,990</b>	<b>17,684</b>	<b>(6,694)</b>	<b>177,924</b>	<b>195,709</b>	<b>(17,785)</b>	<b>234,462</b>
5100-00 · Rent							
5110-00 · Utilities	485	600	(115)	4,611	6,400	(1,789)	7,600
5140-00 · Repairs & Maintenance	128	1,000	(872)	2,303	10,000	(7,698)	12,000
5150-00 · Office - Cleaning	30	50	(20)	257	950	(693)	2,500
5100-00 · Rent - Other	6,501	6,500	1	65,010	65,000	10	78,800
<b>Total 5100-00 · Rent</b>	<b>7,143</b>	<b>8,150</b>	<b>(1,007)</b>	<b>72,181</b>	<b>82,350</b>	<b>(10,169)</b>	<b>100,900</b>
5310-00 · Telephone							
5320-00 · Telephone	211	242	(31)	2,283	2,420	(137)	2,904
<b>Total 5310-00 · Telephone</b>	<b>211</b>	<b>242</b>	<b>(31)</b>	<b>2,283</b>	<b>2,420</b>	<b>(137)</b>	<b>2,904</b>
5420-00 · Mail - USPS	0	50	(50)	117	500	(383)	600
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	966	(966)	0	1,310	(1,310)	1,310
5520-00 · Supplies - Other	101	142	(41)	3,249	4,800	(1,551)	4,894
<b>Total 5520-00 · Supplies</b>	<b>101</b>	<b>1,108</b>	<b>(1,007)</b>	<b>3,249</b>	<b>6,110</b>	<b>(2,861)</b>	<b>6,204</b>
5610-00 · Depreciation	118	118	(0)	1,180	1,180	(1)	1,180
5700-00 · Equipment Support & Maintenance	0	100	(100)	41	1,000	(959)	1,200
5710-00 · Taxes, Licenses & Fees	0	0	0	21	155	(134)	155
5740-00 · Equipment Rental/Leasing	73	235	(162)	1,363	2,350	(987)	2,820
5800-00 · Training Seminars	0	0	0	0	2,000	(2,000)	3,000
5850-00 · Artist of Month - Commissions	0	360	(360)	9,927	3,600	6,327	4,320
6740-00 · Media/Collateral/Production	0	0	0	413	1,500	(1,087)	3,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,000	10,000	(8,000)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	0	20	(20)	885	940	(55)	1,190
52500 · Purchase Discounts	0	0	0	(101)	0	(101)	0
59900 · POS Inventory Adjustments	0	0	0	351	0	351	0
8100-00 · Cost of Goods Sold - Other	0	4,500	(4,500)	39,399	42,800	(3,401)	54,050
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>0</b>	<b>4,520</b>	<b>(4,520)</b>	<b>40,535</b>	<b>43,740</b>	<b>(3,205)</b>	<b>55,240</b>
8200-00 · Associate Relations	0	58	(58)	176	580	(404)	696
8500-00 · Credit Card Fees	0	329	(329)	3,008	3,138	(130)	3,954
8700-00 · Automobile Expenses	5	50	(45)	350	850	(500)	950
8750-00 · Meals/Meetings	0	65	(65)	214	650	(436)	780
8810-00 · Dues & Subscriptions	0	0	0	55	100	(45)	100
8910-00 · Travel	0	1,500	(1,500)	0	1,500	(1,500)	1,500
<b>Total Expense</b>	<b>18,843</b>	<b>35,569</b>	<b>(16,726)</b>	<b>315,036</b>	<b>359,432</b>	<b>(44,396)</b>	<b>435,965</b>
<b>Net Ordinary Income</b>	<b>13,874</b>	<b>6,548</b>	<b>7,326</b>	<b>101,432</b>	<b>63,021</b>	<b>38,411</b>	<b>75,241</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	5,392	6,547	(1,155)	51,490	63,023	(11,533)	75,243
<b>Total Other Expense</b>	<b>5,392</b>	<b>6,547</b>	<b>(1,155)</b>	<b>51,490</b>	<b>63,023</b>	<b>(11,533)</b>	<b>75,243</b>
<b>Net Other Income</b>	<b>(5,392)</b>	<b>(6,547)</b>	<b>1,155</b>	<b>(51,490)</b>	<b>(63,023)</b>	<b>11,533</b>	<b>(75,243)</b>
<b>Net Income</b>	<b>8,481</b>	<b>1</b>	<b>8,480</b>	<b>49,942</b>	<b>(2)</b>	<b>49,944</b>	<b>(2)</b>

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

Accrual Basis

51 - TMPI

	Apr 20	Budget	\$ Over Bu...	Jul '19 - A...	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	1,767	1,767	0	85,462	85,461	1	88,866
<b>Total Income</b>	1,767	1,767	0	85,462	85,461	1	88,866
<b>Gross Profit</b>	1,767	1,767	0	85,462	85,461	1	88,866
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	49	33	16	184	330	(146)	396
5030-00 · P/R - Health Insurance Expense	(37)	4	(41)	(37)	40	(77)	48
5040-00 · P/R - Workmans Comp	3	4	(1)	11	40	(29)	48
5060-00 · 401 (k)	0	23	(23)	0	230	(230)	276
5000-00 · Salaries & Wages - Other	824	567	257	2,595	5,670	(3,075)	6,804
<b>Total 5000-00 · Salaries &amp; Wages</b>	839	631	208	2,753	6,310	(3,557)	7,572
5100-00 · Rent							
5110-00 · Utilities	0	0	0	0	36	(36)	36
5140-00 · Repairs & Maintenance	0	0	0	0	6	(6)	6
5150-00 · Office - Cleaning	0	0	0	0	41	(41)	41
5100-00 · Rent - Other	0	0	0	0	504	(504)	504
<b>Total 5100-00 · Rent</b>	0	0	0	0	587	(587)	587
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	3	230	(228)	230
<b>Total 5310-00 · Telephone</b>	0	0	0	3	230	(228)	230
5420-00 · Mail - USPS	0	0	0	0	18	(18)	18
5510-00 · Insurance/Bonding	0	0	0	0	64	(64)	64
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	0	1,560	(1,560)	1,560
5520-00 · Supplies - Other	0	0	0	19,300	10,510	8,790	10,510
<b>Total 5520-00 · Supplies</b>	0	0	0	19,300	12,070	7,230	12,070
5740-00 · Equipment Rental/Leasing	0	0	0	0	216	(216)	216
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	1,720	0	1,720	0
5921-00 · Professional Fees - Other	0	0	0	91,497	55,000	36,497	55,000
<b>Total 5900-00 · Professional Fees</b>	0	0	0	93,217	55,000	38,217	55,000
8700-00 · Automobile Expenses	0	0	0	4	25	(21)	25
8750-00 · Meals/Meetings	0	0	0	1	4	(3)	4
8810-00 · Dues & Subscriptions	0	0	0	4	0	4	0
<b>Total Expense</b>	839	631	208	115,281	74,524	40,757	75,786
<b>Net Ordinary Income</b>	928	1,136	(208)	(29,819)	10,937	(40,756)	13,080
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	936	1,136	(200)	8,936	10,937	(2,001)	13,080
<b>Total Other Expense</b>	936	1,136	(200)	8,936	10,937	(2,001)	13,080
<b>Net Other Income</b>	(936)	(1,136)	200	(8,936)	(10,937)	2,001	(13,080)
<b>Net Income</b>	<b>(8)</b>	<b>0</b>	<b>(8)</b>	<b>(38,755)</b>	<b>0</b>	<b>(38,755)</b>	<b>0</b>

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

Accrual Basis

60 - Membership

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	11,189	10,833	356	112,305	108,333	3,971	130,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	17,000	(17,000)	0	17,000	(17,000)	17,000
4250-05 · Sponsorships	(1,405)	17,000	(18,405)	0	17,000	(17,000)	17,000
4250-01 · Community Awards - Other	0	16,000	(16,000)	0	16,000	(16,000)	16,000
<b>Total 4250-01 · Community Awards</b>	<b>(1,405)</b>	<b>50,000</b>	<b>(51,405)</b>	<b>0</b>	<b>50,000</b>	<b>(50,000)</b>	<b>50,000</b>
4250-02 · Chamber Events	0	0	0	0	2,500	(2,500)	2,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	2,700	(2,700)	2,700
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	3,325	3,000	325	3,000
4251-00 · Tues AM Breakfast Club - Other	0	636	(636)	4,380	5,727	(1,347)	7,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>636</b>	<b>(636)</b>	<b>7,705</b>	<b>8,727</b>	<b>(1,022)</b>	<b>10,000</b>
4250-00 · Revenues-Membership Activities - Other	150	200	(50)	7,956	3,600	4,356	4,000
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>(1,255)</b>	<b>50,836</b>	<b>(52,091)</b>	<b>15,661</b>	<b>67,527</b>	<b>(51,866)</b>	<b>69,200</b>
<b>Total Income</b>	<b>9,934</b>	<b>61,670</b>	<b>(51,735)</b>	<b>127,966</b>	<b>175,861</b>	<b>(47,895)</b>	<b>199,200</b>
<b>Gross Profit</b>	<b>9,934</b>	<b>61,670</b>	<b>(51,735)</b>	<b>127,966</b>	<b>175,861</b>	<b>(47,895)</b>	<b>199,200</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(13,750)	(13,750)	0	(16,500)
5020-00 · P/R - Tax Expense	290	434	(144)	4,465	4,343	123	5,211
5030-00 · P/R - Health Insurance Expense	593	849	(256)	6,991	8,490	(1,499)	10,188
5040-00 · P/R - Workmans Comp	26	44	(18)	321	443	(123)	532
5060-00 · 401 (k)	0	253	(253)	2,129	2,532	(402)	3,038
5070-00 · Other Benefits and Expenses	6	13	(7)	88	133	(46)	160
5000-00 · Salaries & Wages - Other	5,052	6,329	(1,277)	44,305	63,290	(18,985)	75,948
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>4,592</b>	<b>6,548</b>	<b>(1,956)</b>	<b>44,548</b>	<b>65,481</b>	<b>(20,933)</b>	<b>78,577</b>
5100-00 · Rent							
5110-00 · Utilities	43	36	7	378	358	20	430
5140-00 · Repairs & Maintenance	11	44	(33)	107	438	(331)	525
5150-00 · Office - Cleaning	70	98	(28)	611	981	(370)	1,177
5100-00 · Rent - Other	635	497	138	6,357	4,971	1,386	5,965
<b>Total 5100-00 · Rent</b>	<b>758</b>	<b>675</b>	<b>84</b>	<b>7,453</b>	<b>6,747</b>	<b>705</b>	<b>8,097</b>
5310-00 · Telephone							
5320-00 · Telephone	124	150	(27)	1,191	1,500	(309)	1,800
<b>Total 5310-00 · Telephone</b>	<b>124</b>	<b>150</b>	<b>(27)</b>	<b>1,191</b>	<b>1,500</b>	<b>(309)</b>	<b>1,800</b>
5420-00 · Mail - USPS	0	8	(8)	79	83	(4)	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	42	(42)	0	417	(417)	500
5520-00 · Supplies - Other	279	83	196	506	833	(327)	1,000
<b>Total 5520-00 · Supplies</b>	<b>279</b>	<b>125</b>	<b>154</b>	<b>506</b>	<b>1,250</b>	<b>(744)</b>	<b>1,500</b>
5610-00 · Depreciation	0	8	(8)	0	80	(80)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	560	(560)	672
5710-00 · Taxes, Licenses & Fees	0	17	(17)	14	167	(153)	200
5740-00 · Equipment Rental/Leasing	55	225	(170)	1,034	2,250	(1,216)	2,700
5800-00 · Training Seminars	0	21	(21)	0	208	(208)	250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	83	(83)	0	833	(833)	1,000
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>83</b>	<b>(83)</b>	<b>0</b>	<b>833</b>	<b>(833)</b>	<b>1,000</b>
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	7	27,500	(27,493)	1,222	27,500	(26,278)	27,500
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	633	3,500	(2,867)	5,000
6437-00 · Tuesday Morning Breakfast Club	0	545	(545)	2,724	4,909	(2,185)	6,000
6442-00 · Public Relations/Website	376	417	(41)	4,555	4,167	388	5,000
6423-00 · Membership Activities - Other	11,386	500	10,886	13,280	7,450	5,830	8,500
<b>Total 6423-00 · Membership Activities</b>	<b>11,768</b>	<b>28,962</b>	<b>(17,194)</b>	<b>22,414</b>	<b>47,526</b>	<b>(25,112)</b>	<b>52,000</b>
6742-00 · Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 · Associate Relations	0	25	(25)	190	250	(60)	300
8500-00 · Credit Card Fees	20	1,500	(1,480)	1,265	3,136	(1,871)	3,500
8700-00 · Automobile Expenses	7	63	(56)	268	625	(357)	750
8750-00 · Meals/Meetings	23	83	(61)	368	833	(465)	1,000
8810-00 · Dues & Subscriptions	50	46	4	124	458	(335)	550
8920-00 · Bad Debt	0	0	0	3,199	0	3,199	0
<b>Total Expense</b>	<b>17,675</b>	<b>38,595</b>	<b>(20,919)</b>	<b>85,003</b>	<b>131,989</b>	<b>(46,986)</b>	<b>153,092</b>
<b>Net Ordinary Income</b>	<b>(7,741)</b>	<b>23,075</b>	<b>(30,816)</b>	<b>42,963</b>	<b>43,872</b>	<b>(909)</b>	<b>46,108</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							

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

Accrual Basis

60 - Membership

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	1,872	2,273	(401)	17,873	21,878	(4,005)	26,107
<b>Total Other Expense</b>	1,872	2,273	(401)	17,873	21,878	(4,005)	26,107
<b>Net Other Income</b>	(1,872)	(2,273)	401	(17,873)	(21,878)	4,005	(26,107)
<b>Net Income</b>	<b>(9,613)</b>	<b>20,802</b>	<b>(30,415)</b>	<b>25,090</b>	<b>21,994</b>	<b>3,096</b>	<b>20,001</b>

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

**70 - Administration**

Accrual Basis

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,080	2,341	(261)	18,142	22,210	(4,068)	26,892
5030-00 · P/R - Health Insurance Expense	1,037	3,369	(2,332)	14,633	33,690	(19,057)	40,428
5040-00 · P/R - Workmans Comp	(561)	205	(766)	151	1,945	(1,794)	2,355
5060-00 · 401 (k)	641	1,171	(530)	8,037	11,110	(3,073)	13,452
5070-00 · Other Benefits and Expenses	17	160	(143)	898	1,600	(702)	2,000
5000-00 · Salaries & Wages - Other	32,086	29,265	2,821	238,769	277,650	(38,881)	336,180
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>35,300</b>	<b>36,511</b>	<b>(1,211)</b>	<b>280,630</b>	<b>348,205</b>	<b>(67,575)</b>	<b>421,307</b>
5100-00 · Rent							
5110-00 · Utilities	159	175	(16)	1,406	1,715	(309)	2,040
5140-00 · Repairs & Maintenance	345	375	(30)	3,916	3,750	166	4,500
5150-00 · Office - Cleaning	263	200	63	2,273	2,300	(27)	2,650
5100-00 · Rent - Other	2,372	2,700	(328)	23,520	24,360	(841)	29,760
<b>Total 5100-00 · Rent</b>	<b>3,139</b>	<b>3,450</b>	<b>(311)</b>	<b>31,115</b>	<b>32,125</b>	<b>(1,010)</b>	<b>38,950</b>
5310-00 · Telephone							
5320-00 · Telephone	1,081	750	331	8,232	7,500	732	9,000
<b>Total 5310-00 · Telephone</b>	<b>1,081</b>	<b>750</b>	<b>331</b>	<b>8,232</b>	<b>7,500</b>	<b>732</b>	<b>9,000</b>
5420-00 · Mail - USPS	0	90	(90)	596	900	(304)	1,080
5510-00 · Insurance/Bonding	269	795	(526)	9,942	7,950	1,992	9,540
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	61	250	(189)	855	2,500	(1,645)	3,000
5520-00 · Supplies - Other	147	625	(478)	4,615	6,250	(1,635)	7,500
<b>Total 5520-00 · Supplies</b>	<b>208</b>	<b>875</b>	<b>(667)</b>	<b>5,471</b>	<b>8,750</b>	<b>(3,279)</b>	<b>10,500</b>
5610-00 · Depreciation	0	32	(32)	0	316	(316)	380
5700-00 · Equipment Support & Maintenance	2,689	2,200	489	22,070	22,000	70	26,400
5710-00 · Taxes, Licenses & Fees	790	1,045	(255)	10,147	10,450	(303)	12,540
5740-00 · Equipment Rental/Leasing	106	341	(235)	2,050	3,410	(1,360)	4,092
5800-00 · Training Seminars	0	400	(400)	89	4,000	(3,911)	4,800
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	2,600	6,250	(3,650)	7,500
5920-00 · Professional Fees - Accountant	0	2,500	(2,500)	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	2,500	(2,500)	1	17,000	(16,999)	21,000
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>5,625</b>	<b>(5,625)</b>	<b>24,426</b>	<b>48,150</b>	<b>(23,724)</b>	<b>53,400</b>
5941-00 · Research & Planning	0	300	(300)	0	3,000	(3,000)	3,600
6742-00 · Non-NLT Co-Op Marketing Program	0	0	0	371	0	371	0
7500-00 · Trade Shows/Travel	0	0	0	2,197	3,000	(803)	3,000
8200-00 · Associate Relations	0	345	(345)	432	3,450	(3,018)	4,140
8300-00 · Board Functions	299	150	149	21,632	5,650	15,982	5,950
8500-00 · Credit Card Fees	0	0	0	175	0	175	0
8600-00 · Additional Opportunites	0	500	(500)	0	5,000	(5,000)	6,000
8700-00 · Automobile Expenses	65	250	(185)	266	2,500	(2,234)	3,000
8750-00 · Meals/Meetings	0	150	(150)	534	1,500	(966)	1,800
8810-00 · Dues & Subscriptions	620	300	320	5,045	3,000	2,045	3,600
<b>Total Expense</b>	<b>44,566</b>	<b>54,109</b>	<b>(9,544)</b>	<b>425,419</b>	<b>520,856</b>	<b>(95,437)</b>	<b>623,079</b>
<b>Net Ordinary Income</b>	<b>(44,566)</b>	<b>(54,109)</b>	<b>9,544</b>	<b>(425,419)</b>	<b>(520,856)</b>	<b>95,437</b>	<b>(623,079)</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(44,566)	(54,109)	9,544	(425,537)	(520,856)	95,319	(623,078)
<b>Total Other Expense</b>	<b>(44,566)</b>	<b>(54,109)</b>	<b>9,544</b>	<b>(425,537)</b>	<b>(520,856)</b>	<b>95,319</b>	<b>(623,078)</b>
<b>Net Other Income</b>	<b>44,566</b>	<b>54,109</b>	<b>(9,544)</b>	<b>425,537</b>	<b>520,856</b>	<b>(95,319)</b>	<b>623,078</b>
<b>Net Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>117</b>	<b>0</b>	<b>117</b>	<b>(1)</b>



# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

April 30, 2020

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of April 30, 2020

Accrual Basis

	<u>Apr 30, 20</u>	<u>Apr 30, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 19</u>
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	315,532	383,717	(68,185)	(18%)	363,031
<b>Total Checking/Savings</b>	<u>315,532</u>	<u>383,717</u>	<u>(68,185)</u>	<u>(18%)</u>	<u>363,031</u>
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	60,791	16,336	44,455	272%	10,196
<b>Total Accounts Receivable</b>	<u>60,791</u>	<u>16,336</u>	<u>44,455</u>	<u>272%</u>	<u>10,196</u>
<b>Other Current Assets</b>					
1300 · Reimbursements Receivable	16,600	2,312	14,288	618%	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
<b>Total Other Current Assets</b>	<u>19,925</u>	<u>2,412</u>	<u>17,513</u>	<u>726%</u>	<u>4,462</u>
<b>Total Current Assets</b>	<u>396,248</u>	<u>402,465</u>	<u>(6,217)</u>	<u>(2%)</u>	<u>377,689</u>
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	32,024	19,951	12,073	61%	12,340
<b>Total Other Assets</b>	<u>32,024</u>	<u>19,951</u>	<u>12,073</u>	<u>61%</u>	<u>12,340</u>
<b>TOTAL ASSETS</b>	<u><u>428,272</u></u>	<u><u>422,416</u></u>	<u><u>5,856</u></u>	<u><u>1%</u></u>	<u><u>390,029</u></u>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	26,975	146,601	(119,626)	(82%)	365,187
<b>Total Accounts Payable</b>	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
<b>Total Current Liabilities</b>	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
<b>Total Liabilities</b>	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
<b>Equity</b>					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	376,455	86,383	290,072	336%	(164,591)
<b>Total Equity</b>	<u>401,297</u>	<u>275,816</u>	<u>125,481</u>	<u>45%</u>	<u>24,842</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>428,272</u></u>	<u><u>422,416</u></u>	<u><u>5,856</u></u>	<u><u>1%</u></u>	<u><u>390,029</u></u>

# North Lake Tahoe Marketing Cooperative

## A/R Aging Summary

As of April 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	390.00	390.00
IVCBVB	0.00	56,506.00	0.00	0.00	0.00	56,506.00
Mourelatos Lakeshore Resort	0.00	0.00	0.00	250.00	0.00	250.00
Northstar California	0.00	0.00	0.00	0.00	945.30	945.30
Resort at Squaw Creek*	0.00	0.00	0.00	250.00	0.00	250.00
RSCVA	0.00	0.00	0.00	1,000.00	0.00	1,000.00
Squaw Valley   Alpine Meadows	0.00	0.00	0.00	0.00	1,200.00	1,200.00
The Village at Squaw Valley	0.00	0.00	0.00	250.00	0.00	250.00
<b>TOTAL</b>	<u><u>0.00</u></u>	<u><u>56,506.00</u></u>	<u><u>0.00</u></u>	<u><u>1,750.00</u></u>	<u><u>2,535.30</u></u>	<u><u>60,791.30</u></u>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of April 30, 2020

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustineldeas	6,649.26	0.00	0.00	0.00	0.00	6,649.26
Denise Cmiel	780.56	0.00	0.00	0.00	0.00	780.56
IVCB Visitors Bureau	708.70	0.00	0.00	0.00	0.00	708.70
NLTRA	328.12	-1,008.70	0.00	0.00	0.00	-680.58
Smith & Jones, Inc.	7,717.00	0.00	0.00	0.00	0.00	7,717.00
The Abbi Agency, Inc	11,800.00	0.00	0.00	0.00	0.00	11,800.00
<b>TOTAL</b>	<b><u>27,983.64</u></b>	<b><u>-1,008.70</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>26,974.94</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2019 through April 2020

Accrual Basis

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
<b>Income</b>				
4000-00 · LTVCBVB Funding	831,877.00	829,877.00	2,000.00	0.2%
4001-00 · NLTRA Funding	1,344,959.00	1,216,523.00	128,436.00	10.6%
4004-00 · IVCBVB Entertainment	6,000.00	8,000.00	-2,000.00	-25.0%
<b>Total Income</b>	<b>2,182,836.00</b>	<b>2,054,400.00</b>	<b>128,436.00</b>	<b>6.3%</b>
<b>Gross Profit</b>	<b>2,182,836.00</b>	<b>2,054,400.00</b>	<b>128,436.00</b>	<b>6.3%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	5,104.00	13,471.65	-8,367.65	-62.1%
5002-00 · Consumer Print	0.00	40,500.00	-40,500.00	-100.0%
5002-01 · Native Display	9,250.00	13,713.00	-4,463.00	-32.6%
5004-00 · Trip Advisor	66,400.69	88,095.03	-21,694.34	-24.6%
5005-00 · Paid Social	101,950.14	111,180.80	-9,230.66	-8.3%
5005-01 · Digital Display	155,778.15	121,865.95	33,912.20	27.8%
5005-02 · Retargeting Video	14,972.28	0.00	14,972.28	100.0%
5007-00 · Creative Production	154,055.21	150,855.43	3,199.78	2.1%
5010-00 · Account Strategy & Management	67,000.00	70,000.00	-3,000.00	-4.3%
5010-01 · Digital Management & Reporting	18,000.00	30,000.00	-12,000.00	-40.0%
5010-02 · Website Strategy & Analysis	11,400.00	20,000.00	-8,600.00	-43.0%
5013-00 · Outdoor	115,000.00	111,000.00	4,000.00	3.6%
5015-00 · Video	20,176.21	13,993.42	6,182.79	44.2%
5017-00 · Rich Media	34,987.64	45,000.00	-10,012.36	-22.3%
5018-00 · Media Commission	77,333.06	77,068.52	264.54	0.3%
5018-01 · Digital Ad Serving	2,194.45	609.25	1,585.20	260.2%
5020-00 · Search Engine Marketing	43,847.92	40,346.61	3,501.31	8.7%
5022-00 · Email	26,476.66	28,177.50	-1,700.84	-6.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>923,926.41</b>	<b>975,877.16</b>	<b>-51,950.75</b>	<b>-5.3%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	3,944.12	12,536.35	-8,592.23	-68.5%
5111-00 · FAMS - Domestic	0.00	946.97	-946.97	-100.0%
5112-00 · Training / Sales Calls	6,928.20	1,575.29	5,352.91	339.8%
5113-00 · Additional Opportunities	3,392.02	5,694.31	-2,302.29	-40.4%
5115-00 · Travel Agent Incentive Program	1,500.00	0.00	1,500.00	100.0%
5120-00 · Domestic - Trade Shows	5,504.87	2,843.02	2,661.85	93.6%
5131-00 · FAMS -Intl - Travel Trade	1,683.75	339.15	1,344.60	396.5%
5132-00 · FAMS -Intl - Media	35.08	6,190.27	-6,155.19	-99.4%
5133-00 · Ski-Tops	0.00	536.99	-536.99	-100.0%
5134-00 · Intl Marketing - Additional Opp	4,526.92	3,555.00	971.92	27.3%
5136-00 · Tour Operator Brochure Support	2,000.00	5,500.00	-3,500.00	-63.6%
5137-00 · Co-op Opportunities	8,266.41	6,139.00	2,127.41	34.7%
5141-00 · Australian Sales Mission	0.00	2,455.55	-2,455.55	-100.0%
5142-00 · UK Sales Mission	2,176.93	4,750.00	-2,573.07	-54.2%
5143-00 · Mountain Travel Symposium	37.93	4,978.01	-4,940.08	-99.2%
5144-00 · IPW - POW WOW	257.16	5,483.74	-5,226.58	-95.3%
5145-00 · TIA Annual Dues	2,695.00	2,635.00	60.00	2.3%
5146-00 · UK / Black Diamond	24,166.67	32,107.07	-7,940.40	-24.7%
5147-00 · AUS / Gate 7	26,469.00	36,732.72	-10,263.72	-27.9%
5149-00 · Mexico Program	2,490.81	4,860.03	-2,369.22	-48.8%
5150-00 · China Program	154.17	5,238.35	-5,084.18	-97.1%
5151-00 · RTO West	0.00	2,689.57	-2,689.57	-100.0%
5152-00 · Go West	0.00	1,815.87	-1,815.87	-100.0%
5154-00 · Canada				
5154-01 · Canada Sales Mission	6,409.18	7,233.15	-823.97	-11.4%
5154-00 · Canada - Other	16,859.94	27,456.16	-10,596.22	-38.6%
<b>Total 5154-00 · Canada</b>	<b>23,269.12</b>	<b>34,689.31</b>	<b>-11,420.19</b>	<b>-32.9%</b>
5155-00 · California Star Program	1,750.01	3,500.00	-1,749.99	-50.0%
5156-00 · German Trade Representation	16,393.63	0.00	16,393.63	100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>137,641.80</b>	<b>187,791.57</b>	<b>-50,149.77</b>	<b>-26.7%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	21,000.00	22,000.00	-1,000.00	-4.6%
5201-00 · National, Regional, & Local PR	48,500.00	50,000.00	-1,500.00	-3.0%
5202-00 · PR Program/ Content Dev - Blogs	19,000.00	18,000.00	1,000.00	5.6%
5202-01 · Rich Content Development	4,975.00	0.00	4,975.00	100.0%
5204-00 · Media Mission(s)	8,823.11	6,691.30	2,131.81	31.9%
5206-00 · Digital Buy/ Social Media Boost	4,086.00	5,000.00	-914.00	-18.3%
5207-00 · Content Campaigns/Tools-My Emma	3,000.00	3,000.00	0.00	0.0%
5208-00 · International Travel Media FAMS	5,252.35	9,052.60	-3,800.25	-42.0%
5208-01 · Int'l FAM Hard Cost	2,107.97	0.00	2,107.97	100.0%
5208-02 · Int'l Media Retainer	2,650.00	0.00	2,650.00	100.0%
5209-00 · Domestic Travel Media FAMS	19,773.06	22,890.82	-3,117.76	-13.6%
5210-00 · Content Dev - Newsletters	18,000.00	20,000.00	-2,000.00	-10.0%
5211-00 · Social Media Strategy & Mgmt	40,000.00	40,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	6,153.62	5,700.00	453.62	8.0%
5213-00 · Facebook Live	2,500.00	1,500.00	1,000.00	66.7%
5214-00 · Social Takeover	7,951.75	6,688.34	1,263.41	18.9%
5215-00 · Content Campaign-Local Luminary	0.00	27,000.00	-27,000.00	-100.0%
5200-00 · PUBLIC RELATIONS - Other	0.00	326.43	-326.43	-100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>213,772.86</b>	<b>237,849.49</b>	<b>-24,076.63</b>	<b>-10.1%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	17,260.00	12,300.00	4,960.00	40.3%
6003-00 · Geo-Fence Targeting	0.00	3,000.00	-3,000.00	-100.0%
6004-00 · Email	2,550.00	10,100.00	-7,550.00	-74.8%
6005-00 · Paid Media	6,276.18	7,104.89	-828.71	-11.7%
6006-00 · CVENT	11,289.76	13,196.46	-1,906.70	-14.5%
6007-00 · Creative Production	14,536.11	24,906.75	-10,370.64	-41.6%
6008-00 · Conference PR / Social Outreach	8,400.00	10,000.00	-1,600.00	-16.0%
6016-00 · MCC Search Engine Marketing	3,408.21	0.00	3,408.21	100.0%
6018-00 · MCC Media Commission	5,840.88	7,507.76	-1,666.88	-22.2%
6018-01 · MCC Digital Ad Serving	1.26	35.95	-34.69	-96.5%
6128-00 · HelmsBriscoe Strategic Partner	5,749.97	5,000.00	749.97	15.0%
6152-00 · Client Events / Opportunities	10,789.44	15,304.09	-4,514.65	-29.5%
6153-00 · Chicago Sales Rep Support	8,082.79	7,758.03	324.76	4.2%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>94,184.60</b>	<b>116,213.93</b>	<b>-22,029.33</b>	<b>-19.0%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	2,328.67	5,326.52	-2,997.85	-56.3%
6115-00 · Chicago Holiday Showcase	0.00	0.00	0.00	0.0%

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2019 through April 2020

Accrual Basis

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	1,936.06	4,141.82	-2,205.76	-53.3%
6118-00 · ASAE Annual	6,036.38	5,945.97	90.41	1.5%
6120-00 · AFW Client Event	1,168.39	820.83	347.56	42.3%
6120-01 · Sac River Cats Client Event	2,392.41	2,002.97	389.44	19.4%
6127-00 · CalSAE Annual	1,022.07	5,630.01	-4,607.94	-81.9%
6136-00 · Mountain Travel Symposium	0.00	673.50	-673.50	-100.0%
6143-00 · Connect Marketplace	3,814.74	2,402.34	1,412.40	58.8%
6144-00 · ASAE XDP	0.00	3,646.88	-3,646.88	-100.0%
6150-01 · Luxury Meeting Summit Northwest	0.00	3,086.06	-3,086.06	-100.0%
6150-02 · Luxury Summit Meeting Texas	0.00	5,769.33	-5,769.33	-100.0%
6150-03 · Luxury Meeting Summit NorCal	0.00	1,650.00	-1,650.00	-100.0%
6150-05 · Luxury Meeting Summit PHX/SD/OC	0.00	5,741.10	-5,741.10	-100.0%
6151-00 · Destination CA	0.00	1,396.31	-1,396.31	-100.0%
6154-00 · HelmsBriscoe ABC	5,316.80	4,786.65	530.15	11.1%
6156-00 · Connect California	280.96	4,162.88	-3,881.92	-93.3%
6156-02 · Connect Chicago	0.00	3,700.00	-3,700.00	-100.0%
6156-03 · Connect New England	0.00	1,414.24	-1,414.24	-100.0%
6156-04 · Connect Georgia	5,733.39	4,876.75	856.64	17.6%
6157-00 · HPN Partner Conference	4,299.45	3,717.80	581.65	15.7%
6160-00 · AllThingsMeetings Silicon Valley	510.76	1,038.15	-527.39	-50.8%
6160-01 · AllThingsMeetings East Bay	0.00	1,756.44	-1,756.44	-100.0%
6161-00 · Connect Southwest	5,057.32	3,700.00	1,357.32	36.7%
6162-00 · Connect Tech & Medical	4,748.61	4,745.85	2.76	0.1%
6163-00 · Connect Financial	7,961.19	4,696.57	3,264.62	69.5%
6164-00 · Connect Mountain Incentive	0.00	5,298.63	-5,298.63	-100.0%
6165-00 · Bay Area Client Appreciation	3,250.00	0.00	3,250.00	100.0%
6166-00 · Sports Commission	0.00	795.00	-795.00	-100.0%
6167-00 · Nor Cal DMO	489.00	429.00	60.00	14.0%
6168-00 · Sacramento/Roseville TopGolf	1,144.42	0.00	1,144.42	100.0%
6171-00 · Outdoor Retailer	105.10	0.00	105.10	100.0%
6173-00 · Connect NYC	324.96	0.00	324.96	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>57,920.68</b>	<b>93,351.60</b>	<b>-35,430.92</b>	<b>-38.0%</b>
6106-00 · CalSAE Seasonal Spectacular	0.00	-2,537.14	2,537.14	100.0%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	33,558.60	25,850.57	7,708.03	29.8%
5009-00 · Fulfillment / Mail	9,019.90	10,359.14	-1,339.24	-12.9%
5021-00 · RASC-Reno Air Service Corp	75,000.00	100,000.00	-25,000.00	-25.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	5.03	0.00	5.03	100.0%
5123-00 · HSVC - High Sierra Visitors	1,666.70	2,000.00	-333.30	-16.7%
7001-00 · Miscellaneous	253.04	311.36	-58.32	-18.7%
7002-00 · CRM Subscription	7,499.98	8,333.30	-833.32	-10.0%
7003-00 · IVCBVB Entertainment Fund	2,258.40	3,738.76	-1,480.36	-39.6%
7004-00 · Research	29,030.02	6,860.40	22,169.62	323.2%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	30,000.00	0.00	30,000.00	100.0%
7007-00 · Destimetrics / DMX	25,012.50	33,350.00	-8,337.50	-25.0%
7008-00 · Opportunistic Funds	34,373.27	98,366.79	-63,993.52	-65.1%
7009-00 · Tahoe Cam Usage	2,124.00	1,062.00	1,062.00	100.0%
7010-00 · Photo Management & Storage	5,499.20	0.00	5,499.20	100.0%
7011-00 · TrendKite PR Software	2,499.99	0.00	2,499.99	100.0%
8700-00 · Automobile Expense*	3,390.20	4,113.20	-723.00	-17.6%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	324.99	-5,779.00	6,103.99	105.6%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>276,515.82</b>	<b>303,566.52</b>	<b>-27,050.70</b>	<b>-8.9%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	42,500.00	35,833.30	6,666.70	18.6%
8003-00 · Website Hosting Maintenance	59,918.76	20,070.63	39,848.13	198.5%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>102,418.76</b>	<b>55,903.93</b>	<b>46,514.83</b>	<b>83.2%</b>
<b>Total Expense</b>	<b>1,806,380.93</b>	<b>1,968,017.06</b>	<b>-161,636.13</b>	<b>-8.2%</b>
<b>Net Income</b>	<b>376,455.07</b>	<b>86,382.94</b>	<b>290,072.13</b>	<b>335.8%</b>

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

Accrual Basis

April 2020

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	90,820	90,820	0	831,877	831,877	0	942,000
4001-00 · NLTRA Funding	154,348	154,348	0	1,344,959	1,344,959	0	1,503,362
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
<b>Total Income</b>	<b>245,168</b>	<b>245,168</b>	<b>0</b>	<b>2,182,836</b>	<b>2,182,836</b>	<b>0</b>	<b>2,453,362</b>
<b>Gross Profit</b>	<b>245,168</b>	<b>245,168</b>	<b>0</b>	<b>2,182,836</b>	<b>2,182,836</b>	<b>0</b>	<b>2,453,362</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5001-00 · Broadcast / Radio - High Notes	0	0	0	5,104	10,320	(5,216)	16,720
5002-01 · Native Display	0	4,250	(4,250)	9,250	57,500	(48,250)	68,000
5004-00 · Trip Advisor	0	8,333	(8,333)	66,401	83,330	(16,929)	100,000
5005-00 · Paid Social	0	3,500	(3,500)	101,950	126,712	(24,762)	139,000
5005-01 · Digital Display	0	5,750	(5,750)	155,778	72,500	83,278	85,000
5005-02 · Retargeting Video	0	2,500	(2,500)	14,972	25,000	(10,028)	30,000
5007-00 · Creative Production	7,405	13,250	(5,845)	154,055	132,500	21,555	158,219
5010-00 · Account Strategy & Management	4,000	7,000	(3,000)	67,000	70,000	(3,000)	84,000
5010-01 · Digital Management & Reporting	0	2,000	(2,000)	18,000	20,000	(2,000)	24,000
5010-02 · Website Strategy & Analysis	600	1,200	(600)	11,400	12,000	(600)	14,400
5013-00 · Outdoor	0	0	0	115,000	115,000	0	115,000
5015-00 · Video	0	0	0	20,176	27,500	(7,324)	35,000
5017-00 · Rich Media	0	0	0	34,988	50,000	(15,012)	50,000
5018-00 · Media Commission	233	3,254	(3,021)	77,333	85,877	(8,544)	103,607
5018-01 · Digital Ad Serving	0	504	(504)	2,194	5,042	(2,848)	6,050
5020-00 · Search Engine Marketing	0	5,000	(5,000)	43,848	50,000	(6,152)	60,000
5022-00 · Email	0	0	0	26,477	31,500	(5,023)	35,000
5025-00 · Expedia	0	0	0	0	20,000	(20,000)	20,000
5026-00 · Consumer Research	0	0	0	0	750	(750)	750
5027-00 · Consumer Retargeting Video	0	1,250	(1,250)	0	12,500	(12,500)	15,000
5028-00 · High Impact Media	0	2,750	(2,750)	0	38,500	(38,500)	45,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>12,238</b>	<b>60,541</b>	<b>(48,303)</b>	<b>923,926</b>	<b>1,046,531</b>	<b>(122,605)</b>	<b>1,204,746</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	3,944	5,000	(1,056)	6,000
5112-00 · Training / Sales Calls	46	0	46	6,928	6,500	428	6,500
5113-00 · Additional Opportunities	396	0	396	3,392	5,250	(1,858)	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	1,500	0	1,500	1,500
5120-00 · Domestic - Trade Shows	439	0	439	5,505	6,450	(945)	6,450
5131-00 · FAMS -Intl - Travel Trade	0	0	0	1,684	8,000	(6,316)	10,500
5132-00 · FAMS -Intl - Media	0	0	0	35	0	35	0
5133-00 · Ski-Tops	0	0	0	0	845	(845)	845
5134-00 · Intl Marketing - Additional Opp	0	0	0	4,527	8,250	(3,723)	11,000
5136-00 · Tour Operator Brochure Support	0	0	0	2,000	2,000	0	2,000
5137-00 · Co-op Opportunities	0	0	0	8,266	15,000	(6,734)	15,000
5141-00 · Australian Sales Mission	0	4,750	(4,750)	0	4,750	(4,750)	6,550
5142-00 · UK Sales Mission	0	0	0	2,177	3,000	(823)	3,000
5143-00 · Mountain Travel Symposium	0	0	0	38	1,500	(1,462)	1,500
5144-00 · IPW - POW WOW	(68)	0	(68)	257	12,000	(11,743)	11,000
5145-00 · TIA Annual Dues	0	0	0	2,695	2,650	45	2,650
5146-00 · UK / Black Diamond	1,667	7,750	(6,083)	24,167	31,000	(6,833)	31,000
5147-00 · AUS / Gate 7	0	7,925	(7,925)	26,469	31,700	(5,231)	31,700
5149-00 · Mexico Program	0	0	0	2,491	6,500	(4,009)	6,500
5150-00 · China Program	0	0	0	154	3,500	(3,346)	3,500
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	6,409	6,000	409	6,000
5154-00 · Canada - Other	0	6,250	(6,250)	16,860	26,000	(9,140)	26,000
<b>Total 5154-00 · Canada</b>	<b>0</b>	<b>6,250</b>	<b>(6,250)</b>	<b>23,269</b>	<b>32,000</b>	<b>(8,731)</b>	<b>32,000</b>
5155-00 · California Star Program	292	0	292	1,750	3,500	(1,750)	3,500
5156-00 · German Trade Representation	6,333	4,750	1,583	16,394	22,000	(5,606)	23,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>9,105</b>	<b>31,425</b>	<b>(22,320)</b>	<b>137,642</b>	<b>211,395</b>	<b>(73,753)</b>	<b>222,695</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,200	2,200	(1,000)	21,000	22,000	(1,000)	26,400
5201-00 · National, Regional, & Local PR	3,500	5,000	(1,500)	48,500	50,000	(1,500)	60,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	19,000	20,000	(1,000)	24,000
5202-01 · Rich Content Development	0	5,500	(5,500)	4,975	22,000	(17,025)	22,000
5204-00 · Media Mission(s)	0	0	0	8,823	10,600	(1,777)	10,600
5206-00 · Digital Buy/ Social Media Boost	0	500	(500)	4,086	5,000	(914)	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,000	3,000	0	3,600
5208-00 · International Travel Media FAMS	46	0	46	5,252	10,200	(4,948)	13,600
5208-01 · Int'l FAM Hard Cost	0	0	0	2,108	9,000	(6,892)	12,000
5208-02 · Int'l Media Retainer	0	300	(300)	2,650	3,000	(350)	3,600
5209-00 · Domestic Travel Media FAMS	0	3,500	(3,500)	19,773	35,000	(15,227)	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	0	18,000	18,000	0	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	40,000	40,000	0	48,000
5212-00 · Social Giveaways & Contests	0	0	0	6,154	5,700	454	9,200
5213-00 · Facebook Live	0	0	0	2,500	4,860	(2,360)	6,480
5214-00 · Social Takeover	0	8,000	(8,000)	7,952	16,000	(8,048)	16,000
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>11,846</b>	<b>33,100</b>	<b>(21,254)</b>	<b>213,773</b>	<b>274,360</b>	<b>(60,587)</b>	<b>321,580</b>
<b>6000-00 · CONFERENCE SALES</b>							
6002-00 · Destination Print	0	0	0	17,260	23,850	(6,590)	23,850

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

April 2020

Accrual Basis

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
6003-00 · Geo-Fence Targeting	0			0	2,500	(2,500)	2,500
6004-00 · Email	0	850	(850)	2,550	5,950	(3,400)	7,650
6005-00 · Paid Media	0	833	(833)	6,276	8,330	(2,054)	10,000
6006-00 · CVENT	0			11,290	13,500	(2,210)	13,500
6007-00 · Creative Production	0	3,000	(3,000)	14,536	28,000	(13,464)	30,000
6008-00 · Conference PR / Social Outreach	0	1,000	(1,000)	8,400	10,000	(1,600)	12,000
6016-00 · MCC Search Engine Marketing	0			3,408			
6018-00 · MCC Media Commission	2	330	(328)	5,841	8,200	(2,359)	8,861
6018-01 · MCC Digital Ad Serving	0			1			
6019-00 · Conference Direct Partnership	0			0	5,000	(5,000)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583			5,750	6,000	(250)	6,000
6152-00 · Client Events / Opportunities	0	6,000	(6,000)	10,789	15,000	(4,211)	15,000
6153-00 · Chicago Sales Rep Support	881	1,500	(619)	8,083	9,400	(1,317)	10,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>1,467</b>	<b>13,513</b>	<b>(12,046)</b>	<b>94,185</b>	<b>135,730</b>	<b>(41,545)</b>	<b>144,361</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	500	(500)	2,329	5,850	(3,521)	7,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,936	4,250	(2,314)	4,250
6118-00 · ASAE Annual	0			6,036	6,000	36	6,000
6120-00 · AFW Client Event	0			1,168	2,500	(1,332)	2,500
6120-01 · Sac River Cats Client Event	0			2,392	2,500	(108)	2,500
6127-00 · CalSAE Annual	(5,000)	0	(5,000)	1,022	6,700	(5,678)	6,700
6143-00 · Connect Marketplace	0			3,815	11,000	(7,185)	11,000
6144-00 · ASAE XDP	0	0	0	0	2,500	(2,500)	4,000
6151-00 · Destination CA	0	0	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	5,317	4,500	817	6,500
6156-00 · Connect California	0	1,500	(1,500)	281	5,250	(4,969)	5,250
6156-02 · Connect Chicago	0	0	0	0	4,250	(4,250)	4,250
6156-04 · Connect Georgia	0			5,733	5,250	483	5,250
6157-00 · HPN Partner Conference	0			4,299	3,195	1,104	3,195
6160-00 · AllThingsMeetings Silicon Valley	0			511	1,000	(489)	1,000
6160-01 · AllThingsMeetings East Bay	0			0	1,625	(1,625)	1,625
6161-00 · Connect Southwest	0			5,057	5,250	(193)	5,250
6162-00 · Connect Tech & Medical	0			4,749	5,250	(501)	5,250
6163-00 · Connect Financial	0	0	0	7,961	5,250	2,711	5,250
6164-00 · Connect Mountain Incentive	0	0	0	0	5,250	(5,250)	5,250
6165-00 · Bay Area Client Appreciation	0	4,000	(4,000)	3,250	4,000	(750)	5,000
6167-00 · Nor Cal DMO	0			489	0	489	0
6168-00 · Sacramento/Roseville TopGolf	1,250			1,144	2,500	(1,356)	2,500
6169-00 · Prestige Meetings SF	0			0	2,395	(2,395)	2,395
6171-00 · Outdoor Retailer	0	0	0	105	600	(495)	600
6172-00 · Prestige Meetings Seattle	0	1,500	(1,500)	0	2,595	(2,595)	2,595
6173-00 · Connect NYC	0			325			
<b>Total 6100-00 · TRADE SHOWS</b>	<b>(3,750)</b>	<b>7,500</b>	<b>(11,250)</b>	<b>57,921</b>	<b>99,460</b>	<b>(41,539)</b>	<b>106,610</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	0	0	0	33,559	37,500	(3,941)	50,000
5009-00 · Fulfillment / Mail	224	1,000	(776)	9,020	10,000	(980)	12,000
5021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	75,000	100,000	(25,000)	100,000
5122-00 · SSMC Shipping - Sierra Ski Mkt	0			5			
5123-00 · HSVC - High Sierra Visitors	167			1,667	2,000	(333)	2,000
7001-00 · Miscellaneous	0			253	0	253	0
7002-00 · CRM Subscription	0	833	(833)	7,500	8,330	(830)	9,996
7003-00 · IVCBVB Entertainment Fund	0	0	0	2,258	6,000	(3,742)	8,000
7004-00 · Research	2,500	24,000	(21,500)	29,030	24,000	5,030	24,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	30,000	(30,000)	30,000	30,000	0	30,000
7007-00 · Destimetrics / DMX	0	8,338	(8,338)	25,013	33,352	(8,340)	33,352
7008-00 · Opportunistic Funds	0	0	0	34,373	50,000	(15,627)	50,000
7009-00 · Tahoe Cam Usage	0	177	(177)	2,124	1,770	354	2,124
7010-00 · Photo Management & Storage	550	592	(42)	5,499	5,920	(421)	7,104
7011-00 · TrendKite PR Software	0	333	(333)	2,500	3,330	(830)	3,996
8700-00 · Automobile Expense*	0	400	(400)	3,390	4,000	(610)	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0			325			
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>3,441</b>	<b>90,673</b>	<b>(87,232)</b>	<b>276,516</b>	<b>331,202</b>	<b>(54,686)</b>	<b>352,372</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	42,500	42,500	0	51,000
8003-00 · Website Hosting Maintenance	8,251	4,166	4,085	59,919	41,660	18,259	50,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>12,501</b>	<b>8,416</b>	<b>4,085</b>	<b>102,419</b>	<b>84,160</b>	<b>18,259</b>	<b>101,000</b>
<b>Total Expense</b>	<b>46,848</b>	<b>245,168</b>	<b>(198,320)</b>	<b>1,806,381</b>	<b>2,182,838</b>	<b>(376,457)</b>	<b>2,453,364</b>
<b>Net Income</b>	<b>198,320</b>	<b>0</b>	<b>198,320</b>	<b>376,455</b>	<b>(2)</b>	<b>376,457</b>	<b>(2)</b>



KEY METRICS FOR April 30, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru March 2020)					
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	2,349,584	\$ 16,533,131
2016 - 2017	5,504,750	3,319,046	6,141,161	3,359,626	\$ 18,324,583
2017 - 2018	6,281,807	3,455,332	5,640,608	3,198,834	\$ 18,576,581
2018 - 2019	7,070,973	4,035,182	6,988,430	3,560,348	\$ 21,654,933
2019 - 2020	7,020,546	51,424	150		\$ 7,072,120

updated

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru April 2020)				
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020
Tahoe City:				
Walk In	32268	35244	33578	36049
Phone	2793	2582	2354	2455
Email	296	315	338	372
Kings Beach (Walk In)	3455	7883	11439	8322
NLT - Event Traffic	4,945	4495	3491	3243
<b>Total</b>	<b>43,757</b>	<b>50,519.00</b>	<b>51,200.00</b>	<b>50,441.00</b>

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe ( 6 mth lag)				
Quarter	2016	2017	2018	2019
First (Jan - Mar)	\$ 699,157	\$ 820,233	\$ 762,370	\$ 875,360
Second (Apr - June)	\$ 558,566	\$ 716,779	\$ 627,831	\$ 674,366
Third (Jul - Sept)	\$ 943,574	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279
Fourth (Oct - Dec)	\$ 629,807	\$ 641,261	\$ 671,770	
<b>Total</b>	<b>\$ 2,831,104</b>	<b>\$ 3,179,417</b>	<b>\$ 3,080,242</b>	<b>\$ 2,608,005</b>

Unemployment Rates - EDD	
California (pop. 38,332,521)	15.5%
Placer County (367,309)	13.3%
Dollar Point (1,215)	9.1%
Kings Beach (3,893)	5.3%
Sunnyside/Tahoe City (1,557)	19.5%
Tahoe Vista (1,433)	3.0%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	56.7%	32.2%	-99.5%
ADR (Average Daily Rate)	\$ 376	\$ 355	43.1%
RevPAR (Rev per Available Room)	\$ 213	\$ 114	-99.3%
Occupancy 1 Mth Forecast	28.7%	0.7%	-96.5%
ADR 1 Mth Forecast	\$ 259	\$ 321	64.4%
RevPAR 1 Mth Forecast	\$ 74	\$ 2	-94.3%
Occupancy (prior 6 months)	52.1%	46.1%	-28.9%
ADR (prior 6 months)	\$ 365	\$ 387	12.4%
RevPAR (prior 6 months)	\$ 190	\$ 179	-20.1%
Occupancy (next 6 months)	26.5%	18.5%	-40.1%
ADR (next 6 months)	\$ 345	\$ 446	14.2%
RevPAR (next 6 months)	\$ 91	\$ 83	-31.7%

Total Chamber Membership	
June 2015	474
June 2016	508
June 2017	424
June 2018	378
June 2019	371

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 3/31/2020				
FORWARD LOOKING	2018-19 Actuals	2018-19 Forecasted	2019-20 Forecasted	YOY % Change
Total Revenue Booked	\$2,890,990	\$ 2,843,819	\$ 2,767,546	-2.68%
Commission for this Revenue	\$ 79,949	\$ 81,885	\$ 46,373	-43.37%
Number of Room Nights	14,165	14,886	11,906	-20.02%
Number of Bookings	72	63	54	-14.29%
Conference Revenue And Percentage by County:				
	18-19	19-20		
Placer	66%	79%	\$ 1,850,907	\$ 1,864,000
Washoe	10%	14%	\$314,610	\$ 287,644
South Lake	24%	7%	\$725,473	\$ 692,175
Nevada County	0%	0%		\$ 206,618
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$2,890,990</b>	<b>\$ 2,843,819</b>
<b>CURRENT</b>			<b>\$ 2,767,546</b>	<b>-2.68%</b>
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000
Annual Commission Goal			\$ 70,000	\$ 50,000