



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

Wednesday June 24, 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

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:

- 5/27/2020 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary May 2020 Financials:

- Review Staff Report of Financial Performance Pg. 2
- NLTRA 5/31/2020 Financials Approval [MOTION] Pg. 5
- NLTMC 5/31/2020 Financials Pg. 24

G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update

H. Supplemental Information

- May 2020 Dashboard ReportPg. 32

I. Agenda Input for Next Finance Committee Meeting

J. Next Meeting Date

K. Committee Member Comments

L. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:35 pm (2)
- B. Roll Call:
 - Members via Phone: Jim Phelan – Board Member, David Brown
 - Staff in Attendance via phone: Jeff Hentz, Bonnie Bavetta, DeWitt Van Sicien
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - No amendments to agenda
 - **MOTION** to approve the agenda; Jim Phelan/David Brown, Approved 2-0-0
- E. Approval of Finance Committee Minutes:
 - **MOTION** to approve April 29th, 2020 Finance Committee meeting minutes; David Brown/Jim Phelan, Approved 2-0-0
- F. Review and Approval of April 30th, 2020 Preliminary Financials
 - Review Staff Report – Preliminary April 30th, 2020 financial results for NLTRA reviewed and discussed
 - Review NLT Marketing Coop April 30th, 2020 preliminary financials
 - **MOTION** to approve April 30th, 2020 NLTRA YTD financials, noting variance in Membership cash due to pending reclassification of expenses; Jim Phelan/David Brown, Approved 2-0-0
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID Update – None
 - Covid-19 Response Update – NLTRA beginning to sell PPE at cost through Visitor’s Center
- H. Supplemental Information
 - Review April 2020 Dashboard Report
- I. Agenda Input for Next Finance Committee Meeting
 - TBID Update
 - Covid-19 Response Update
- J. Next Meeting Date – June 24th, 2020 at 3:30 PM
- K. Committee Member Comments
 - **NONE**
- L. Adjourn 4:23 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 06/19/20

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

From: Bonnie Bavetta, CFO

RE: Report for May 2020

A summary of preliminary NLTRA financial results for May 31, 2020 follows:

- Cash balance on May 31, 2020 of \$849,000 was \$60,000 or approximately 8% greater than prior year due primarily to greater year-to-date net income (\$139,000) and the 18/19 year end increase to the marketing reserve (\$32,000), offset by an increase in total receivables (\$10,000), an increase in inventory (\$64,000), larger prepaid expense (\$21,000), and payroll liabilities down (\$17,000).
- Accounts Receivable balance of \$45,000 was up relative to last year by \$19,000, due to unpaid refund on the deposit for the Community Awards Dinner cancellation.
- The Accounts Receivable – TOT balance of \$232,000 reflected the County TOT funding for May. Balance at this date last year was \$275,000.
- Membership dues receivable totaled \$74,000, an increase of \$48,000 over prior year due to slow pay on membership dues invoices. Other membership related accounts receivable of \$1,000 was down \$4,000 as a result of the Community Awards Dinner cancellation.
- Inventory of \$84,000 represents an increase of \$64,000 over prior year due to the purchase of Personal Protection Equipment for sale to the local business community in the post pandemic tourism re-opening.
- Receivable from NLTMC was down \$13,000 due to prompt reimbursement for credit card expenditures.
- Prepaid Expenses of \$27,000 was up \$21,000 primarily due to recent in-transit inventory purchases of PPE that have not yet been received in inventory, some of which will likely be returned to the vendor before fiscal year end.
- Accounts Payable of \$60,000 was \$3,000 greater than prior year.
- Wages and related liabilities of \$139,000 were \$17,000 or 11% 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 slightly by a longer payroll accrual period.
- Deferred Revenue-Member Dues of \$74,000 was \$3,000 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.

- YTD consolidated net income of \$253,000 at month end May was \$139,000 greater than prior year and represented Membership's positive net results YTD of \$40,000, and \$213,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,565,000 was below budget \$269,000, primarily 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 \$2,112,000 and were \$323,000 or approximately 13% under budget, primarily due to timing and/or cancellation of event sponsorships.
 - Total net results before overhead allocation of \$454,000 were positive to budget \$59,000.
- Operating Results YTD – Conference
 - Commission revenue of \$44,000 was \$16,000 above budget. TOT revenue of \$349,000 was on budget.
 - Expenses of \$260,000 before allocated overhead were under budget \$62,000 due to staff vacancies.
 - Net results of \$134,000 before overhead allocation were better than budget by \$78,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$93,000 were negative to budget by \$8,000. TOT revenue of \$362,000 was on budget.
 - Expenses before overhead allocation of \$348,000 were \$45,000 or 11% 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 \$106,000 before overhead allocation were \$37,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$87,000 was on budget.
 - Expenditures of \$116,000 before overhead were \$41,000 over budget.
 - Net loss of \$29,000 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 \$124,000 was \$4,000 over budget. Other Membership revenue of \$16,000 was negative to budget by \$53,000 primarily due to Community Awards Dinner cancellation.
 - Expenses of \$80,000 were \$62,000 below budget due largely to decrease in staffing (\$23,000) and Community Awards Dinner cancellation (\$26,000).
 - Net income of \$59,000 before overhead allocations was positive to budget by \$14,000.
 - Net income of \$40,000 after overhead allocations was \$18,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$472,000 were \$101,000 below budget due primarily to staff vacancies and reduced professional fees.

- Membership cash position as of May 31, 2020
 - Membership activities resulted in a net income \$39,648.
 - Deferred revenues of \$73,951 less receivables of \$74,565 reduced cash by \$614.
 - A receivable for the Awards Dinner deposit reduced cash by \$20,000.
 - Prior years' cumulative negative net results totaled \$17,007.
 - Net cash was positive \$2,027. The \$20,000 Community Awards Dinner deposit is expected to be received in June.

Summary of North Lake Tahoe Marketing Cooperative financial results at May 31, 2020:

- Cash balance at month end of \$402,000 was \$11,000 greater than prior year due to higher net operating results (\$447,000), offset by greater receivables (\$87,000), larger Prepaid Expenses (\$4,000), the reduction of prior fund surpluses in late FY18/19 (\$165,000), and lower Accounts Payable (\$181,000).

- Accounts receivable balance of \$71,000 was \$59,000 greater than prior year due to the reduced TOT contribution for IVCBVB for the months of April and May.
- Accounts receivable – Other balance of \$23,000 represents refunds due for cancelled events.
- Reimbursements receivable of \$6,000 represents a reimbursement due on an advertising expense from IVCBVB.
- Accounts payable of \$15,000 were \$181,000 less than prior year primarily due to lower expenditures including 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 \$477,000 was \$447,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$2,305,000 was on budget, although as stated above IVCBVB has not funded the full April or May contributions due to the anticipated reduction in TOT collections.
- Consumer Marketing expenditures of \$931,000 were \$183,000 or 16% below budget.
- Leisure Sales expenditures of \$142,000 were \$75,000 or 35% below budget.
- Public Relations expenses of \$221,000 were \$81,000 or 27% below budget.
- Conference Sales expenditures of \$89,000 were \$51,000 or 37% below budget.
- Trade Show expenditures of \$61,000 were \$44,000 or 42% below budget.
- Committed & Administrative expenditures of \$278,000 were \$56,000 or 17% below budget.
- Website & Maintenance expenses of \$107,000 were \$14,000 over budget due primarily to higher than anticipated costs associated with upgrading the website.
- Net income of \$477,000 was better than budget by \$477,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

May 31, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of May 31, 2020

Accrual Basis

	<u>May 31, 20</u>	<u>May 31, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 19</u>
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	137	21	15%	116
1003-00 · Cash - Operations BOTW #6712	575,650	460,608	115,042	25%	332,281
1007-00 · Cash - Payroll BOTW #7421	2,551	6,628	(4,077)	(62%)	11,572
1008-00 · Marketing Reserve - Plumas	50,309	50,238	71	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,827	100,634	193	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	89,739	141,189	(51,450)	(36%)	138,243
10950 · Cash in Drawer	139	315	(176)	(56%)	1,678
Total Checking/Savings	848,955	789,331	59,624	8%	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	45,212	25,847	19,365	75%	24,817
1290-00 · A/R - TOT	231,500	274,450	(42,950)	(16%)	57,504
Total Accounts Receivable	276,712	300,297	(23,585)	(8%)	82,321
Other Current Assets					
1200-99 · AR Other	1,776	310	1,466	473%	10
12000 · Undeposited Funds	538	0	538	100%	0
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	73,610	25,235	48,375	192%	2,720
1201-03 · Member AR - Other	955	4,680	(3,725)	(80%)	3,745
Total 1201-00 · Member Accounts Receivable	74,565	29,915	44,650	149%	6,465
1201-02 · Allowance for Doubtful Accounts	(2,775)	(2,775)	0	0%	(1,587)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	0	18	100%	15
12100 · Inventory Asset - Other	83,786	20,213	63,573	315%	22,015
Total 12100 · Inventory Asset	83,804	20,213	63,591	315%	22,030
1299 · Receivable from NLTMC	328	13,481	(13,153)	(98%)	15,703
1490-00 · Security Deposits	1,150	1,610	(460)	(29%)	1,250
Total Other Current Assets	159,386	62,754	96,632	154%	43,871
Total Current Assets	1,285,053	1,152,382	132,671	12%	790,558
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	68,768	(23,479)	(34%)	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(68,768)	23,479	34%	(45,289)
1740-00 · Computer Equipment	4,270	8,436	(4,166)	(49%)	4,270
1741-00 · Accum. Depr. - Computer Equip	(4,269)	(8,435)	4,166	49%	(4,269)
1750-00 · Computer Software	20,493	21,520	(1,027)	(5%)	20,493
1751-00 · Accum. Amort. - Software	(20,383)	(19,995)	(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)
Total Fixed Assets	111	1,526	(1,415)	(93%)	1,409
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	16,595	15,040	1,555	10%	14,312
1430-00 · Prepaid 1st Class Postage	100	500	(400)	(80%)	100
1400-00 · Prepaid Expenses - Other	26,722	5,755	20,967	364%	3,964

North Lake Tahoe Resort Association

Balance Sheet

As of May 31, 2020

Accrual Basis

	<u>May 31, 20</u>	<u>May 31, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 19</u>
Total 1400-00 · Prepaid Expenses	43,417	21,295	22,122	104%	18,376
Total Other Assets	43,417	21,295	22,122	104%	18,376
TOTAL ASSETS	<u>1,328,581</u>	<u>1,175,203</u>	<u>153,378</u>	<u>13%</u>	<u>810,343</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	59,628	56,708	2,920	5%	73,556
Total Accounts Payable	59,628	56,708	2,920	5%	73,556
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	20,217	17,554	2,663	15%	20,922
2101-00 · Incentive Payable	64,411	78,929	(14,518)	(18%)	58,630
2102-00 · Commissions Payable	5,657	4,318	1,339	31%	7,132
2120-00 · Empl. Federal Tax Payable	8,710	7,992	718	9%	9,775
2175-00 · 401 (k) Plan	3,396	3,934	(538)	(14%)	4,369
2180-00 · Estimated PTO Liability	36,333	43,126	(6,793)	(16%)	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	138,724	155,853	(17,129)	(11%)	153,821
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	119	(119)	(100%)	827
25500 · *Sales Tax Payable	651	1,322	(671)	(51%)	2,307
2190-00 · Sales and Use Tax Payable - Other	0	3	(3)	(100%)	0
Total 2190-00 · Sales and Use Tax Payable	651	1,444	(793)	(55%)	3,134
2250-00 · Accrued Expenses	0	339	(339)	(100%)	59,690
2300-00 · Marketing Cooperative Liabili	9,202	0	9,202	100%	0
2400-60 · Deferred Revenue- Member Dues	73,951	76,653	(2,702)	(4%)	57,969
2500-00 · Deferred Revenue - TMBC	1,290	855	435	51%	840
2651-00 · Deferred Rev - Conference	0	367	(367)	(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	0	0	0	0%	19,871
Total Other Current Liabilities	574,123	589,953	(15,830)	(3%)	295,325
Total Current Liabilities	633,751	646,661	(12,910)	(2%)	368,881
Total Liabilities	633,751	646,661	(12,910)	(2%)	368,881
Equity					
32000 · Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46%)	(11,669)
3300-11 · Designated Marketing Reserve	308,202	275,755	32,447	12%	308,202
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	253,367	114,187	139,180	122%	(5,338)
Total Equity	694,828	528,539	166,289	31%	441,461
TOTAL LIABILITIES & EQUITY	<u>1,328,581</u>	<u>1,175,203</u>	<u>153,378</u>	<u>13%</u>	<u>810,343</u>

North Lake Tahoe Resort Association

A/R Aging Summary

As of May 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	231,500.25	0.00	0.00	0.00	0.00	231,500.25
Edgewood Tahoe	0.00	0.00	0.00	5,851.50	0.00	5,851.50
Hyatt Regency Lake Tahoe Resort, Spa & Ca	0.00	0.00	0.00	6,619.00	0.00	6,619.00
Incline Community Business Association	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Ritz-Carlton Lake Tahoe	0.00	0.00	0.00	0.00	2,050.10	2,050.10
Squaw Valley Resort	0.00	0.00	0.00	20,000.00	0.00	20,000.00
The Village at Squaw Valley	0.00	0.00	0.00	0.00	9,690.92	9,690.92
TOTAL	<u>231,500.25</u>	<u>0.00</u>	<u>0.00</u>	<u>32,470.50</u>	<u>12,741.02</u>	<u>276,711.77</u>



north lake tahoe
 Chamber / CVR / Resort Association

Aging by Revenue Item

As of 5/31/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable: Member AR - Member Dues)									
101-200	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$940.00	\$940.00
11-20	Employees	Membership Dues	\$0.00	\$690.00	\$0.00	\$345.00	\$0.00	\$670.00	\$2,050.00
1-5	Employees	Membership Dues	\$3,340.00	\$5,605.00	\$0.00	\$2,360.00	\$2,360.00	\$4,275.00	\$17,940.00
21-50	Employees	Membership Dues	\$1,620.00	\$1,620.00	\$0.00	\$540.00	\$3,780.00	\$3,120.00	\$10,680.00
50-100	Employees	Membership Dues	\$0.00	\$1,500.00	\$0.00	\$0.00	\$0.00	\$725.00	\$2,225.00
6-10	Employees	Membership Dues	\$650.00	\$325.00	\$0.00	\$325.00	\$10,050.00	\$1,260.00	\$12,610.00
Financial Institutions Membership			\$0.00	\$700.00	\$0.00	\$0.00	\$2,100.00	\$700.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$170.00	\$1,020.00	\$0.00	\$340.00	\$1,700.00	\$990.00	\$4,220.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$830.00	\$0.00	\$830.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$0.00	\$18,615.00
1201-01 Member AR Membership Dues				\$5,780.00	\$11,460.00	\$0.00	\$3,910.00	\$12,680.00	\$73,610.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$175.00	\$225.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$0.00	\$565.00
1201-03 Member Accounts Receivable -				\$0.00	\$0.00	\$50.00	\$565.00	\$340.00	\$955.00
GRAND TOTALS				\$5,780.00	\$11,460.00	\$0.00	\$40,345.00	\$13,020.00	\$74,565.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of May 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Anne-Karin Atwood*	22.65	0.00	0.00	0.00	0.00	22.65
Annie's Cleaning Service	700.00	0.00	0.00	0.00	0.00	700.00
AT & T*	534.14	295.66	0.00	0.00	0.00	829.80
Bank of the West Bank Card Center	14,328.04	0.00	0.00	0.00	0.00	14,328.04
Chris Werfel	400.00	0.00	0.00	0.00	0.00	400.00
Cintas Corporation #623	210.27	0.00	0.00	0.00	0.00	210.27
Creative Concepts*	40.00	0.00	0.00	0.00	0.00	40.00
FP Mailing Solutions	0.00	300.00	0.00	0.00	0.00	300.00
Generikal Design	0.00	4,800.00	0.00	0.00	0.00	4,800.00
Google LLC	161.21	0.00	0.00	0.00	0.00	161.21
InfiniSource Benefits	52.50	0.00	0.00	0.00	0.00	52.50
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Katie Biggers	413.00	0.00	0.00	0.00	0.00	413.00
Kelly Benson	0.00	0.00	0.00	0.00	436.25	436.25
Kym Fabel	175.15	0.00	0.00	0.00	0.00	175.15
Liberty Utilities*	0.00	288.57	0.00	0.00	0.00	288.57
Liz Bowling	61.70	0.00	0.00	0.00	0.00	61.70
Old Trestle Distillery	9,742.50	0.00	0.00	0.00	0.00	9,742.50
Porter Simon*	400.00	0.00	0.00	0.00	0.00	400.00
Principal Financial Group	0.00	1,670.14	0.00	0.00	0.00	1,670.14
Print Art/Sierra Mail*	0.00	4,660.00	0.00	0.00	0.00	4,660.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
SDBX Studio, LLC.	375.00	0.00	0.00	0.00	0.00	375.00
Sierra Nevada Ad Partners	13,000.00	0.00	0.00	0.00	0.00	13,000.00
Sierra Sun*	0.00	945.00	0.00	0.00	0.00	945.00
SnowFest!	0.00	2,500.00	0.00	0.00	0.00	2,500.00
Southwest Gas Corporation*	71.21	0.00	0.00	0.00	0.00	71.21
Spectrum	0.00	111.62	109.98	0.00	0.00	221.60
Swigard's True Value Hardware, Inc.*	0.00	161.96	0.00	0.00	0.00	161.96
Tahoe Quarterly*	0.00	0.00	0.00	0.00	168.00	168.00
Tahoe Truckee Sierra Disposal*	236.66	0.00	0.00	0.00	0.00	236.66
The Abbi Agency, Inc.	1,450.00	0.00	0.00	0.00	0.00	1,450.00
Van Siclen, DeWitt	129.03	0.00	0.00	0.00	0.00	129.03
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	108.25	0.00	0.00	0.00	0.00	108.25
TOTAL	<u>43,102.43</u>	<u>15,732.95</u>	<u>109.98</u>	<u>0.00</u>	<u>682.25</u>	<u>59,627.61</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	May 20	Budget	\$ Over Budget	Jul '19 - May...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	231,500	271,167	(39,667)	3,363,001	3,631,906	(268,905)	3,914,430
4200-00 · Membership Dues Revenue	11,290	10,833	456	123,594	119,167	4,428	130,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	17,000	(17,000)	17,000
4250-05 · Sponsorships	0	0	0	0	17,000	(17,000)	17,000
4250-01 · Community Awards - Other	0	0	0	0	16,000	(16,000)	16,000
Total 4250-01 · Community Awards	0	0	0	0	50,000	(50,000)	50,000
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	6,364	(1,984)	7,000
Total 4251-00 · Tues AM Breakfast Club	0	636	(636)	7,705	9,364	(1,659)	10,000
4250-00 · Revenues-Membership Activities - Other	150	200	(50)	8,106	3,800	4,306	4,000
Total 4250-00 · Revenues-Membership Activities	150	836	(686)	15,811	68,364	(52,553)	69,200
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
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
Total 4600-00 · Commissions	0	0	0	44,459	28,276	16,183	28,276
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,400	5,467	4,800
4504-00 · Retail Revenue - Other	8,984			8,984			
46000 · Merchandise Sales - Other	0	10,500	(10,500)	73,746	96,100	(22,354)	108,100
Total 46000 · Merchandise Sales	8,984	10,900	(1,916)	92,597	100,500	(7,903)	112,900
Total Income	251,924	293,737	(41,813)	3,640,461	3,948,212	(307,750)	4,254,806
Gross Profit	251,924	293,737	(41,813)	3,640,461	3,948,212	(307,750)	4,254,806
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	800	(800)	15,326	8,800	6,526	9,600
5020-00 · P/R - Tax Expense	4,653	7,149	(2,496)	64,853	79,346	(14,493)	84,163
5030-00 · P/R - Health Insurance Expense	13,497	11,868	1,629	115,244	130,548	(15,304)	142,416
5040-00 · P/R - Workmans Comp	535	1,088	(553)	7,571	12,742	(5,171)	13,981
5060-00 · 401 (k)	1,950	3,472	(1,522)	28,633	38,374	(9,742)	41,981
5061-00 · 401k Profit Sharing	0	80	(80)	0	880	(880)	960
5070-00 · Other Benefits and Expenses	968	413	555	3,822	4,547	(724)	5,040
5000-00 · Salaries & Wages - Other	72,775	86,792	(14,017)	797,035	959,162	(162,127)	1,049,304
Total 5000-00 · Salaries & Wages	94,378	111,663	(17,285)	1,032,484	1,234,400	(201,915)	1,347,445
5100-00 · Rent							
5110-00 · Utilities	596	1,002	(405)	9,418	11,772	(2,354)	12,899
5140-00 · Repairs & Maintenance	87	2,464	(2,377)	7,098	19,474	(12,376)	21,938
5150-00 · Office - Cleaning	2,125	892	1,233	9,190	7,970	1,220	10,362
5100-00 · Rent - Other	13,330	13,471	(141)	143,994	140,407	3,587	151,529
Total 5100-00 · Rent	16,138	17,828	(1,690)	169,701	179,623	(9,923)	196,728
5310-00 · Telephone							
5320-00 · Telephone	2,050	1,842	208	22,050	22,292	(242)	24,134
Total 5310-00 · Telephone	2,050	1,842	208	22,050	22,292	(242)	24,134
5420-00 · Mail - USPS	540	213	327	1,957	2,365	(408)	2,578
5510-00 · Insurance/Bonding	269	795	(526)	10,211	8,809	1,402	9,604
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	423	(423)	855	10,019	(9,164)	10,442
5520-00 · Supplies - Other	2,310	1,069	1,241	31,564	28,290	3,274	29,248
Total 5520-00 · Supplies	2,310	1,491	818	32,419	38,309	(5,890)	39,690
5610-00 · Depreciation	118	40	78	1,297	1,616	(319)	1,656
5700-00 · Equipment Support & Maintenance	249	2,476	(2,227)	22,359	27,476	(5,117)	29,952
5710-00 · Taxes, Licenses & Fees	248	1,062	(813)	10,521	11,833	(1,313)	12,895
5740-00 · Equipment Rental/Leasing	2,616	1,241	1,376	9,658	13,863	(4,205)	15,104
5800-00 · Training Seminars	0	921	(921)	4,513	11,415	(6,902)	12,835
5850-00 · Artist of Month - Commissions	0	360	(360)	9,927	3,960	5,967	4,320
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	400	725	(325)	4,720	7,975	(3,255)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	2,983	(2,983)	91,498	79,817	11,681	81,800
Total 5900-00 · Professional Fees	400	3,708	(3,308)	118,043	112,692	5,351	115,700
5941-00 · Research & Planning	0	1,800	(1,800)	0	19,800	(19,800)	21,600
6020-00 · Programs							
6016-00 · Special Event Partnership	(2,500)	5,000	(7,500)	18,454	40,000	(21,546)	50,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	May 20	Budget	\$ Over Budget	Jul '19 - May...	YTD Budget	\$ Over Budget	Annual Bud...
6018-00 · Business Assoc. Grants	0	30,000	(30,000)	0	30,000	(30,000)	30,000
Total 6020-00 · Programs	(2,500)	35,000	(37,500)	18,454	70,000	(51,546)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
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	0	0	0	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	0	0	21,120	21,900	(780)	21,900
6421-16 · Mountain Travel Symposium	0	0	0	10,078	75,000	(64,922)	75,000
6420-01 · Sponsorships - Other	5,000			5,000			
Total 6420-01 · Sponsorships	5,000	0	5,000	330,885	470,295	(139,410)	477,695
6421-00 · New Event Development	0	2,500	(2,500)	0	27,500	(27,500)	30,000
6424-00 · Event Operation Expenses	0	667	(667)	1,617	7,337	(5,720)	8,000
Total 6420-00 · Events	5,000	3,167	1,833	332,502	505,132	(172,630)	515,695
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	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	5,455	(2,731)	6,000
6442-00 · Public Relations/Website	470	417	54	5,025	4,583	442	5,000
6423-00 · Membership Activities - Other	(11,386)	500	(11,886)	1,894	7,950	(6,056)	8,500
Total 6423-00 · Membership Activities	(10,915)	1,462	(12,377)	11,498	48,988	(37,489)	52,000
6730-00 · Marketing Cooperative/Media	76,485	76,485	0	1,421,444	1,421,444	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	260	2,500	(2,240)	10,004	25,410	(15,406)	27,910
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	12,117	(12,117)	10,557	20,000	(9,443)	20,000
6743-03 · Touch Lake Tahoe	0	4,500	(4,500)	19,788	17,000	2,788	20,000
6743-04 · High Notes	0	10,000	(10,000)	0	10,000	(10,000)	20,000
6743-05 · Peak Your Adventure	0	3,635	(3,635)	(1,000)	4,635	(5,635)	20,000
Total 6743-00 · BACC Marketing Programs	0	30,252	(30,252)	29,345	51,635	(22,290)	80,000
7500-00 · Trade Shows/Travel	(246)	0	(246)	3,476	3,000	476	3,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	1,519	150	1,369	2,405	1,090	1,315	1,190
52500 · Purchase Discounts	(0)	0	(0)	(101)	0	(101)	0
59900 · POS Inventory Adjustments	0	0	0	351	0	351	0
8100-01 · CGS - Other	8,654			8,654			
8100-00 · Cost of Goods Sold - Other	0	5,250	(5,250)	39,399	48,050	(8,651)	54,050
Total 8100-00 · Cost of Goods Sold	10,173	5,400	4,773	50,707	49,140	1,567	55,240
8200-00 · Associate Relations	0	648	(648)	1,042	7,128	(6,086)	7,756
8300-00 · Board Functions	0	150	(150)	21,632	5,800	15,832	5,950
8500-00 · Credit Card Fees	269	564	(295)	4,856	6,838	(1,982)	7,454
8600-00 · Additional Opportunites	21,017	3,500	17,517	21,017	28,591	(7,574)	32,091
8700-00 · Automobile Expenses	320	493	(173)	2,376	5,793	(3,417)	6,285
8750-00 · Meals/Meetings	0	461	(461)	1,369	5,073	(3,704)	5,534
8810-00 · Dues & Subscriptions	2,201	616	1,585	8,625	6,874	1,751	7,490
8910-00 · Travel	0	0	0	0	7,800	(7,800)	7,800
8920-00 · Bad Debt	235	0	235	3,434	0	3,434	0
Total Expense	221,613	306,138	(84,525)	3,387,335	3,938,598	(551,263)	4,234,808
Net Ordinary Income	30,311	(12,401)	42,712	253,126	9,614	243,513	19,998
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	241	0	241	0
Total Other Income	17	0	17	241	0	241	0
Other Expense							
8990-00 · Allocated	0	0	0	0	(2)	2	0
Total Other Expense	0	0	0	0	(2)	2	0
Net Other Income	17	0	17	241	2	239	0
Net Income	30,328	(12,401)	42,729	253,367	9,616	243,752	19,998

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through May 2020

	Jul '19 - May 20	Jul '18 - May 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	3,363,001	3,349,771	13,230	0%
4200-00 · Membership Dues Revenue	123,594	126,079	-2,485	-2%
4205-00 · Conference Dues	0	6,463	-6,463	-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%
Total 4250-01 · Community Awards	0	44,687	-44,687	-100%
4250-02 · Chamber Events	0	2,892	-2,892	-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	5,577	-1,197	-22%
Total 4251-00 · Tues AM Breakfast Club	7,705	8,077	-372	-5%
4250-00 · Revenues-Membership Activities - Other	8,106	3,918	4,188	107%
Total 4250-00 · Revenues-Membership Activities	15,811	62,197	-46,386	-75%
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	46,966	-12,646	-27%
Total 4600-00 · Commissions	44,459	55,383	-10,924	-20%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	9,867	3,200	6,667	208%
4504-00 · Retail Revenue - Other	8,984	0	8,984	100%
46000 · Merchandise Sales - Other	73,746	94,090	-20,344	-22%
Total 46000 · Merchandise Sales	92,597	97,290	-4,693	-5%
Total Income	3,640,461	3,697,788	-57,327	-2%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	3,640,461	3,697,788	-57,327	-2%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,326	15,583	-257	-2%
5020-00 · P/R - Tax Expense	64,853	73,857	-9,004	-12%
5030-00 · P/R - Health Insurance Expense	115,244	112,409	2,836	3%
5040-00 · P/R - Workmans Comp	7,571	6,844	727	11%
5060-00 · 401 (k)	28,633	32,201	-3,568	-11%
5070-00 · Other Benefits and Expenses	3,822	3,709	113	3%
5000-00 · Salaries & Wages - Other	797,035	955,751	-158,716	-17%
Total 5000-00 · Salaries & Wages	1,032,484	1,200,352	-167,868	-14%
5100-00 · Rent				
5110-00 · Utilities	9,418	10,872	-1,454	-13%
5140-00 · Repairs & Maintenance	7,098	14,135	-7,037	-50%
5150-00 · Office - Cleaning	9,190	5,890	3,300	56%
5100-00 · Rent - Other	143,994	140,467	3,527	3%
Total 5100-00 · Rent	169,701	171,364	-1,664	-1%
5310-00 · Telephone				
5320-00 · Telephone	22,050	24,341	-2,292	-9%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	22,050	24,366	-2,317	-10%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	84	-84	-100%
5420-00 · Mail - USPS - Other	1,957	-3,562	5,519	155%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through May 2020

	Jul '19 - May 20	Jul '18 - May 19	\$ Change	% Change
Total 5420-00 · Mail - USPS	1,957	-3,479	5,436	156%
5510-00 · Insurance/Bonding	10,211	7,024	3,187	45%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	855	6,883	-6,028	-88%
5520-00 · Supplies - Other	31,564	13,804	17,760	129%
Total 5520-00 · Supplies	32,419	20,687	11,732	57%
5610-00 · Depreciation	1,297	1,515	-218	-14%
5700-00 · Equipment Support & Maintenance	22,359	3,406	18,953	557%
5710-00 · Taxes, Licenses & Fees	10,521	10,027	494	5%
5740-00 · Equipment Rental/Leasing	9,658	14,010	-4,352	-31%
5800-00 · Training Seminars	4,513	7,999	-3,486	-44%
5850-00 · Artist of Month - Commissions	9,927	2,769	7,159	259%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	4,720	1,120	3,600	321%
5920-00 · Professional Fees - Accountant	21,825	24,250	-2,425	-10%
5921-00 · Professional Fees - Other	91,498	11,810	79,688	675%
Total 5900-00 · Professional Fees	118,043	37,180	80,863	218%
5941-00 · Research & Planning	0	28,820	-28,820	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	18,454	27,750	-9,296	-34%
6018-00 · Business Assoc. Grants	0	10,000	-10,000	-100%
Total 6020-00 · Programs	18,454	37,750	-19,296	-51%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	34,668	34,278	391	1%
6421-01 · 4th of July Fireworks	0	20,085	-20,085	-100%
6421-04 · Broken Arrow Skyrace	0	27,500	-27,500	-100%
6421-05 · No Barriers	0	8,550	-8,550	-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%
6420-01 · Sponsorships - Other	5,000	0	5,000	100%
Total 6420-01 · Sponsorships	330,885	405,315	-74,430	-18%
6421-00 · New Event Development	0	32,991	-32,991	-100%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	2,056	-439	-21%
Total 6420-00 · Events	332,502	440,362	-107,860	-25%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,222	25,770	-24,548	-95%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	5,436	-2,712	-50%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	5,025	14,268	-9,243	-65%
6444-00 · Trades	0	1,430	-1,430	-100%
6423-00 · Membership Activities - Other	1,894	13,423	-11,529	-86%
Total 6423-00 · Membership Activities	11,498	63,856	-52,358	-82%
6730-00 · Marketing Cooperative/Media	1,421,444	1,338,175	83,269	6%
6740-00 · Media/Collateral/Production	413	1,278	-864	-68%
6742-00 · Non-NLT Co-Op Marketing Program	10,004	27,573	-17,569	-64%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	10,557	7,883	2,673	34%
6743-03 · Touch Lake Tahoe	19,788	17,000	2,788	16%
6743-04 · High Notes	0	8,910	-8,910	-100%
6743-05 · Peak Your Adventure	-1,000	4,635	-5,635	-122%
Total 6743-00 · BACC Marketing Programs	29,345	38,428	-9,084	-24%
7500-00 · Trade Shows/Travel	3,476	372	3,104	834%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	2,405	1,140	1,265	111%
52500 · Purchase Discounts	-101	-40	-60	-150%

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

Accrual Basis

July 2019 through May 2020

	Jul '19 - May 20	Jul '18 - May 19	\$ Change	% Change
59900 · POS Inventory Adjustments	351	-56	407	729%
8100-01 · CGS - Other	8,654	0	8,654	100%
8100-00 · Cost of Goods Sold - Other	39,399	52,123	-12,724	-24%
Total 8100-00 · Cost of Goods Sold	50,707	53,167	-2,459	-5%
8200-00 · Associate Relations	1,042	3,627	-2,585	-71%
8300-00 · Board Functions	21,632	8,357	13,275	159%
8500-00 · Credit Card Fees	4,856	7,040	-2,184	-31%
8600-00 · Additional Opportunites	21,017	11,750	9,267	79%
8700-00 · Automobile Expenses	2,376	4,646	-2,270	-49%
8750-00 · Meals/Meetings	1,369	4,005	-2,636	-66%
8810-00 · Dues & Subscriptions	8,625	7,941	684	9%
8910-00 · Travel	0	3,654	-3,654	-100%
8920-00 · Bad Debt	3,434	5,833	-2,399	-41%
Total Expense	3,387,335	3,583,855	-196,520	-6%
Net Ordinary Income	253,126	113,933	139,193	122%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	241	254	-12	-5%
Total Other Income	241	254	-12	-5%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	241	254	-12	-5%
Net Income	253,367	114,187	139,180	122%

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

Accrual Basis

11 - Marketing

	May 20	Budget	\$ Over Budget	Jul '19 - May 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	166,454	206,121	(39,667)	2,564,803	2,833,712	(268,910)	3,044,007
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
Total Income	166,454	206,121	(39,667)	2,565,803	2,833,712	(267,910)	3,044,007
Gross Profit	166,454	206,121	(39,667)	2,565,803	2,833,712	(267,910)	3,044,007
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	15,125	15,125	0	16,500
5020-00 · P/R - Tax Expense	1,427	2,037	(611)	19,880	22,411	(2,531)	21,537
5030-00 · P/R - Health Insurance Expense	4,813	3,667	1,146	47,072	40,337	6,735	44,004
5040-00 · P/R - Workmans Comp	126	178	(52)	1,486	1,961	(475)	2,139
5060-00 · 401 (k)	823	1,019	(196)	9,408	11,205	(1,798)	12,224
5070-00 · Other Benefits and Expenses	487	160	327	1,649	1,760	(111)	1,920
5000-00 · Salaries & Wages - Other	22,876	25,467	(2,592)	254,865	280,137	(25,272)	305,604
Total 5000-00 · Salaries & Wages	31,926	33,903	(1,977)	349,485	372,936	(23,451)	403,929
5100-00 · Rent							
5110-00 · Utilities	97	200	(103)	1,728	1,801	(73)	2,001
5140-00 · Repairs & Maintenance	0	1,000	(1,000)	461	3,367	(2,906)	4,367
5150-00 · Office - Cleaning	576	500	76	3,213	2,366	847	2,866
5100-00 · Rent - Other	2,478	2,349	129	26,830	24,200	2,629	24,200
Total 5100-00 · Rent	3,151	4,049	(898)	32,232	31,734	498	33,434
5310-00 · Telephone							
5320-00 · Telephone	625	400	225	6,202	6,200	2	6,600
Total 5310-00 · Telephone	625	400	225	6,202	6,200	2	6,600
5420-00 · Mail - USPS	103	50	53	560	550	10	600
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	100	(100)	0	3,600	(3,600)	3,700
5520-00 · Supplies - Other	102	250	(148)	1,324	4,500	(3,176)	4,750
Total 5520-00 · Supplies	102	350	(248)	1,324	8,100	(6,776)	8,450
5700-00 · Equipment Support & Maintenance	0	120	(120)	0	1,320	(1,320)	1,440
5710-00 · Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 · Equipment Rental/Leasing	91	315	(224)	1,889	3,465	(1,576)	3,780
5800-00 · Training Seminars	0	500	(500)	4,424	4,785	(362)	4,785
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	100	(100)	0	1,100	(1,100)	1,500
5921-00 · Professional Fees - Other	0	400	(400)	0	4,400	(4,400)	4,800
Total 5900-00 · Professional Fees	0	500	(500)	0	5,500	(5,500)	6,300
5941-00 · Research & Planning	0	1,500	(1,500)	0	16,500	(16,500)	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	(2,500)	5,000	(7,500)	18,454	40,000	(21,546)	50,000
6018-00 · Business Assoc. Grants	0	30,000	(30,000)	0	30,000	(30,000)	30,000
Total 6020-00 · Programs	(2,500)	35,000	(37,500)	18,454	70,000	(51,546)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
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	0	0	0	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	0	0	21,120	21,900	(780)	21,900
6421-16 · Mountain Travel Symposium	0	0	0	10,078	75,000	(64,922)	75,000
6420-01 · Sponsorships - Other	5,000	0	5,000	5,000	0	5,000	0
Total 6420-01 · Sponsorships	5,000	0	5,000	330,885	470,295	(139,410)	477,695
6421-00 · New Event Development	0	2,500	(2,500)	0	27,500	(27,500)	30,000
6424-00 · Event Operation Expenses	0	667	(667)	1,617	7,337	(5,720)	8,000
Total 6420-00 · Events	5,000	3,167	1,833	332,502	505,132	(172,630)	515,695
6730-00 · Marketing Cooperative/Media	65,909	65,909	0	1,305,104	1,305,104	0	1,376,446
6742-00 · Non-NLT Co-Op Marketing Program	30	1,500	(1,470)	5,053	14,410	(9,357)	15,910
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	12,117	(12,117)	10,557	20,000	(9,443)	20,000
6743-03 · Touch Lake Tahoe	0	4,500	(4,500)	19,788	17,000	2,788	20,000
6743-04 · High Notes	0	10,000	(10,000)	0	10,000	(10,000)	20,000
6743-05 · Peak Your Adventure	0	3,635	(3,635)	(1,000)	4,635	(5,635)	20,000
Total 6743-00 · BACC Marketing Programs	0	30,252	(30,252)	29,345	51,635	(22,290)	80,000
7500-00 · Trade Shows/Travel	0			1,525			
8200-00 · Associate Relations	0	140	(140)	191	1,540	(1,350)	1,660
8500-00 · Credit Card Fees	0	0	0	50	0	50	0
8600-00 · Additional Opportunitites	20,367	3,000	17,367	20,367	23,091	(2,724)	26,091

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

Accrual Basis

11 - Marketing

	May 20	Budget	\$ Over Budget	Jul '19 - May 20	YTD Budget	\$ Over Budget	Annual Budget
8700-00 · Automobile Expenses	32	130	(98)	1,200	1,430	(230)	1,560
8750-00 · Meals/Meetings	0	163	(163)	252	1,788	(1,535)	1,950
8810-00 · Dues & Subscriptions	126	250	(124)	1,319	2,750	(1,431)	3,000
8910-00 · Travel	0	0	0	0	6,300	(6,300)	6,300
Total Expense	124,960	181,197	(56,237)	2,111,537	2,434,271	(322,734)	2,595,931
Net Ordinary Income	41,493	24,924	16,570	454,266	399,442	54,824	448,076
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	241	0	241	0
Total Other Income	17	0	17	241	0	241	0
Other Expense							
8990-00 · Allocated	33,211	37,053	(3,842)	339,172	411,546	(72,374)	448,076
Total Other Expense	33,211	37,053	(3,842)	339,172	411,546	(72,374)	448,076
Net Other Income	(33,194)	(37,053)	3,859	(338,931)	(411,546)	72,615	(448,076)
Net Income	8,300	(12,129)	20,429	115,336	(12,104)	127,440	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	May 20	Budget	\$ Over Budget	Jul '19 - May 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,192	34,192	(0)	349,026	349,025	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
Total 4600-00 · Commissions	<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>
Total Income	<u>34,192</u>	<u>34,192</u>	<u>(0)</u>	<u>393,485</u>	<u>377,301</u>	<u>16,184</u>	<u>411,528</u>
Gross Profit	34,192	34,192	(0)	393,485	377,301	16,184	411,528
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	800	(800)	15,326	8,800	6,526	9,600
5020-00 · P/R - Tax Expense	497	1,064	(567)	6,897	11,701	(4,804)	12,764
5030-00 · P/R - Health Insurance Expense	1,307	1,754	(447)	21,664	19,294	2,370	21,048
5040-00 · P/R - Workmans Comp	36	88	(52)	628	964	(336)	1,051
5060-00 · 401 (k)	272	501	(228)	3,318	5,506	(2,188)	6,007
5061-00 · 401k Profit Sharing	0	80	(80)	0	880	(880)	960
5070-00 · Other Benefits and Expenses	6	0	6	306	0	306	0
5000-00 · Salaries & Wages - Other	6,807	12,514	(5,707)	75,479	137,654	(62,175)	150,168
Total 5000-00 · Salaries & Wages	<u>8,924</u>	<u>16,800</u>	<u>(7,876)</u>	<u>123,617</u>	<u>184,798</u>	<u>(61,181)</u>	<u>201,598</u>
5100-00 · Rent							
5110-00 · Utilities	47	66	(19)	843	726	117	792
5140-00 · Repairs & Maintenance	0	45	(45)	225	495	(270)	540
5150-00 · Office - Cleaning	281	94	187	1,567	1,034	533	1,128
5100-00 · Rent - Other	1,163	1,025	138	12,589	11,275	1,314	12,300
Total 5100-00 · Rent	<u>1,492</u>	<u>1,230</u>	<u>262</u>	<u>15,224</u>	<u>13,530</u>	<u>1,694</u>	<u>14,760</u>
5310-00 · Telephone							
5320-00 · Telephone	280	300	(20)	2,994	3,300	(306)	3,600
Total 5310-00 · Telephone	<u>280</u>	<u>300</u>	<u>(20)</u>	<u>2,994</u>	<u>3,300</u>	<u>(306)</u>	<u>3,600</u>
5420-00 · Mail - USPS	50	15	35	217	165	52	180
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	31	(31)	0	341	(341)	372
5520-00 · Supplies - Other	37	16	21	397	594	(197)	594
Total 5520-00 · Supplies	<u>37</u>	<u>47</u>	<u>(10)</u>	<u>397</u>	<u>935</u>	<u>(538)</u>	<u>966</u>
5700-00 · Equipment Support & Maintenance	0	0	0	0	240	(240)	240
5710-00 · Taxes, Licenses & Fees	0	0	0	31	0	31	0
5740-00 · Equipment Rental/Leasing	40	125	(84)	837	1,371	(534)	1,496
6730-00 · Marketing Cooperative/Media	10,576	10,576	0	116,340	116,340	0	126,916
8200-00 · Associate Relations	0	80	(80)	54	880	(826)	960
8500-00 · Credit Card Fees	0	0	0	90	0	90	0
8810-00 · Dues & Subscriptions	0	20	(20)	4	220	(216)	240
Total Expense	<u>21,399</u>	<u>29,193</u>	<u>(7,794)</u>	<u>259,805</u>	<u>321,779</u>	<u>(61,974)</u>	<u>350,956</u>
Net Ordinary Income	<u>12,793</u>	<u>4,999</u>	<u>7,794</u>	<u>133,679</u>	<u>55,522</u>	<u>78,157</u>	<u>60,572</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,480	4,999	(519)	45,758	55,522	(9,764)	60,572
Total Other Expense	<u>4,480</u>	<u>4,999</u>	<u>(519)</u>	<u>45,758</u>	<u>55,522</u>	<u>(9,764)</u>	<u>60,572</u>
Net Other Income	<u>(4,480)</u>	<u>(4,999)</u>	<u>519</u>	<u>(45,758)</u>	<u>(55,522)</u>	<u>9,764</u>	<u>(60,572)</u>
Net Income	<u><u>8,312</u></u>	<u><u>0</u></u>	<u><u>8,312</u></u>	<u><u>87,922</u></u>	<u><u>0</u></u>	<u><u>87,922</u></u>	<u><u>0</u></u>

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

42 - Visitor Center

Accrual Basis

	May 20	Budget	\$ Over Budget	Jul '19 - May 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	29,142	29,141	1	361,996	361,994	2	398,306
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,400	5,467	4,800
4504-00 · Retail Revenue - Other	8,984	0	8,984	8,984	0	8,984	0
46000 · Merchandise Sales - Other	0	10,500	(10,500)	73,746	96,100	(22,354)	108,100
Total 46000 · Merchandise Sales	8,984	10,900	(1,916)	92,597	100,500	(7,903)	112,900
Total Income	38,125	40,041	(1,916)	454,593	462,494	(7,901)	511,206
Gross Profit	38,125	40,041	(1,916)	454,593	462,494	(7,901)	511,206
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	619	1,240	(621)	13,175	15,544	(2,369)	17,362
5030-00 · P/R - Health Insurance Expense	1,733	2,225	(492)	19,277	24,475	(5,198)	26,700
5040-00 · P/R - Workmans Comp	218	569	(351)	4,819	7,136	(2,317)	7,856
5060-00 · 401 (k)	284	506	(222)	5,170	6,344	(1,174)	6,984
5070-00 · Other Benefits and Expenses	445	80	365	852	880	(28)	960
5000-00 · Salaries & Wages - Other	9,409	12,650	(3,241)	147,339	158,600	(11,261)	174,600
Total 5000-00 · Salaries & Wages	12,708	17,270	(4,562)	190,632	212,979	(22,347)	234,462
5100-00 · Rent							
5110-00 · Utilities	345	550	(205)	4,956	6,950	(1,994)	7,600
5140-00 · Repairs & Maintenance	0	1,000	(1,000)	2,303	11,000	(8,698)	12,000
5150-00 · Office - Cleaning	636	50	586	893	1,000	(107)	2,500
5100-00 · Rent - Other	6,631	6,900	(269)	71,641	71,900	(259)	78,800
Total 5100-00 · Rent	7,612	8,500	(888)	79,793	90,850	(11,057)	100,900
5310-00 · Telephone							
5320-00 · Telephone	213	242	(29)	2,497	2,662	(165)	2,904
Total 5310-00 · Telephone	213	242	(29)	2,497	2,662	(165)	2,904
5420-00 · Mail - USPS	35	50	(15)	152	550	(398)	600
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	0	1,310	(1,310)	1,310
5520-00 · Supplies - Other	1,599	94	1,505	4,848	4,894	(46)	4,894
Total 5520-00 · Supplies	1,599	94	1,505	4,848	6,204	(1,356)	6,204
5610-00 · Depreciation	118	0	118	1,297	1,180	117	1,180
5700-00 · Equipment Support & Maintenance	0	100	(100)	41	1,100	(1,059)	1,200
5710-00 · Taxes, Licenses & Fees	0	0	0	21	155	(134)	155
5740-00 · Equipment Rental/Leasing	73	235	(162)	1,436	2,585	(1,149)	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	3,960	5,967	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	230	1,000	(770)	2,230	11,000	(8,770)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	1,519	150	1,369	2,405	1,090	1,315	1,190
52500 · Purchase Discounts	(0)	0	(0)	(101)	0	(101)	0
59900 · POS Inventory Adjustments	0	0	0	351	0	351	0
8100-01 · CGS - Other	8,654	0	8,654	8,654	0	8,654	0
8100-00 · Cost of Goods Sold - Other	0	5,250	(5,250)	39,399	48,050	(8,651)	54,050
Total 8100-00 · Cost of Goods Sold	10,173	5,400	4,773	50,707	49,140	1,567	55,240
8200-00 · Associate Relations	0	58	(58)	176	638	(462)	696
8500-00 · Credit Card Fees	219	382	(163)	3,227	3,520	(293)	3,954
8700-00 · Automobile Expenses	128	50	78	478	900	(422)	950
8750-00 · Meals/Meetings	0	65	(65)	214	715	(501)	780
8810-00 · Dues & Subscriptions	0	0	0	55	100	(45)	100
8910-00 · Travel	0	0	0	0	1,500	(1,500)	1,500
Total Expense	33,108	33,806	(698)	348,144	393,238	(45,094)	435,965
Net Ordinary Income	5,017	6,235	(1,218)	106,449	69,256	37,193	75,241
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,589	6,236	(647)	57,079	69,259	(12,180)	75,243
Total Other Expense	5,589	6,236	(647)	57,079	69,259	(12,180)	75,243
Net Other Income	(5,589)	(6,236)	647	(57,079)	(69,259)	12,180	(75,243)
Net Income	(572)	(1)	(571)	49,370	(3)	49,373	(2)

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

Accrual Basis

51 - TMPI

	May 20	Budget	\$ Over Bu...	Jul '19 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	1,713	1,713	0	87,176	87,174	2	88,866
Total Income	1,713	1,713	0	87,176	87,174	2	88,866
Gross Profit	1,713	1,713	0	87,176	87,174	2	88,866
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	47	33	14	231	363	(132)	396
5030-00 · P/R - Health Insurance Expense	169	4	165	132	44	88	48
5040-00 · P/R - Workmans Comp	3	4	(1)	14	44	(30)	48
5060-00 · 401 (k)	0	23	(23)	0	253	(253)	276
5070-00 · Other Benefits and Expenses	0			0			
5000-00 · Salaries & Wages - Other	793	567	226	3,388	6,237	(2,849)	6,804
Total 5000-00 · Salaries & Wages	1,013	631	382	3,766	6,941	(3,175)	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
Total 5100-00 · Rent	0	0	0	0	587	(587)	587
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	3	230	(228)	230
Total 5310-00 · Telephone	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
Total 5520-00 · Supplies	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
Total 5900-00 · Professional Fees	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
Total Expense	1,013	631	382	116,294	75,155	41,139	75,786
Net Ordinary Income	700	1,082	(382)	(29,119)	12,019	(41,138)	13,080
Other Income/Expense							
Other Expense							
8990-00 · Allocated	970	1,082	(112)	9,906	12,019	(2,113)	13,080
Total Other Expense	970	1,082	(112)	9,906	12,019	(2,113)	13,080
Net Other Income	(970)	(1,082)	112	(9,906)	(12,019)	2,113	(13,080)
Net Income	(270)	0	(270)	(39,025)	0	(39,025)	0

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

Accrual Basis

60 - Membership

	May 20	Budget	\$ Over Budget	Jul '19 - May ...	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,290	10,833	456	123,594	119,167	4,428	130,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	17,000	(17,000)	17,000
4250-05 · Sponsorships	0	0	0	0	17,000	(17,000)	17,000
4250-01 · Community Awards - Other	0	0	0	0	16,000	(16,000)	16,000
Total 4250-01 · Community Awards	0	0	0	0	50,000	(50,000)	50,000
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	6,364	(1,984)	7,000
Total 4251-00 · Tues AM Breakfast Club	0	636	(636)	7,705	9,364	(1,659)	10,000
4250-00 · Revenues-Membership Activities - Other	150	200	(50)	8,106	3,800	4,306	4,000
Total 4250-00 · Revenues-Membership Activities	150	836	(686)	15,811	68,364	(52,553)	69,200
Total Income	11,440	11,670	(230)	139,405	187,530	(48,125)	199,200
Gross Profit	11,440	11,670	(230)	139,405	187,530	(48,125)	199,200
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(15,125)	(15,125)	0	(16,500)
5020-00 · P/R - Tax Expense	277	434	(157)	4,742	4,777	(34)	5,211
5030-00 · P/R - Health Insurance Expense	614	849	(235)	7,605	9,339	(1,734)	10,188
5040-00 · P/R - Workmans Comp	26	44	(18)	347	488	(141)	532
5060-00 · 401 (k)	69	253	(184)	2,199	2,785	(586)	3,038
5070-00 · Other Benefits and Expenses	5	13	(9)	92	147	(54)	160
5000-00 · Salaries & Wages - Other	4,848	6,329	(1,481)	49,153	69,619	(20,466)	75,948
Total 5000-00 · Salaries & Wages	4,465	6,548	(2,083)	49,013	72,029	(23,016)	78,577
5100-00 · Rent							
5110-00 · Utilities	23	36	(13)	400	394	6	430
5140-00 · Repairs & Maintenance	0	44	(44)	107	481	(374)	525
5150-00 · Office - Cleaning	133	98	35	744	1,079	(334)	1,177
5100-00 · Rent - Other	646	497	148	7,003	5,468	1,535	5,965
Total 5100-00 · Rent	802	675	127	8,254	7,422	832	8,097
5310-00 · Telephone							
5320-00 · Telephone	125	150	(25)	1,315	1,650	(335)	1,800
Total 5310-00 · Telephone	125	150	(25)	1,315	1,650	(335)	1,800
5420-00 · Mail - USPS	24	8	15	103	92	11	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	42	(42)	0	458	(458)	500
5520-00 · Supplies - Other	72	83	(12)	578	917	(339)	1,000
Total 5520-00 · Supplies	72	125	(53)	578	1,375	(797)	1,500
5610-00 · Depreciation	0	8	(8)	0	88	(88)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	616	(616)	672
5710-00 · Taxes, Licenses & Fees	0	17	(17)	14	183	(170)	200
5740-00 · Equipment Rental/Leasing	55	225	(170)	1,089	2,475	(1,386)	2,700
5800-00 · Training Seminars	0	21	(21)	0	229	(229)	250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	83	(83)	0	917	(917)	1,000
Total 5900-00 · Professional Fees	0	83	(83)	0	917	(917)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	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	5,455	(2,731)	6,000
6442-00 · Public Relations/Website	470	417	54	5,025	4,583	442	5,000
6423-00 · Membership Activities - Other	(11,386)	500	(11,886)	1,894	7,950	(6,056)	8,500
Total 6423-00 · Membership Activities	(10,915)	1,462	(12,377)	11,498	48,988	(37,489)	52,000
6742-00 · Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 · Associate Relations	0	25	(25)	190	275	(85)	300
8500-00 · Credit Card Fees	50	182	(132)	1,315	3,318	(2,003)	3,500
8700-00 · Automobile Expenses	31	63	(32)	299	688	(388)	750
8750-00 · Meals/Meetings	0	83	(83)	368	917	(548)	1,000
8810-00 · Dues & Subscriptions	0	46	(46)	124	504	(381)	550
8920-00 · Bad Debt	235	0	235	3,434	0	3,434	0
Total Expense	(5,058)	9,777	(14,834)	79,945	141,765	(61,820)	153,092
Net Ordinary Income	16,498	1,893	14,604	59,460	45,765	13,695	46,108
Other Income/Expense							
Other Expense							

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

Accrual Basis

60 - Membership

	May 20	Budget	\$ Over Budget	Jul '19 - May ...	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	1,940	2,164	(224)	19,813	24,042	(4,229)	26,107
Total Other Expense	1,940	2,164	(224)	19,813	24,042	(4,229)	26,107
Net Other Income	(1,940)	(2,164)	224	(19,813)	(24,042)	4,229	(26,107)
Net Income	14,558	(271)	14,828	39,648	21,723	17,925	20,001

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

70 - Administration

Accrual Basis

	May 20	Budget	\$ Over Budget	Jul '19 - May 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,786	2,341	(555)	19,928	24,551	(4,623)	26,892
5030-00 · P/R - Health Insurance Expense	4,861	3,369	1,492	19,494	37,059	(17,565)	40,428
5040-00 · P/R - Workmans Comp	126	205	(79)	278	2,150	(1,872)	2,355
5060-00 · 401 (k)	502	1,171	(669)	8,538	12,281	(3,743)	13,452
5070-00 · Other Benefits and Expenses	25	160	(135)	923	1,760	(837)	2,000
5000-00 · Salaries & Wages - Other	28,042	29,265	(1,223)	266,811	306,915	(40,104)	336,180
Total 5000-00 · Salaries & Wages	35,342	36,511	(1,170)	315,971	384,716	(68,745)	421,307
5100-00 · Rent							
5110-00 · Utilities	84	150	(66)	1,490	1,865	(375)	2,040
5140-00 · Repairs & Maintenance	87	375	(288)	4,003	4,125	(122)	4,500
5150-00 · Office - Cleaning	499	150	349	2,772	2,450	322	2,650
5100-00 · Rent - Other	2,413	2,700	(287)	25,932	27,060	(1,128)	29,760
Total 5100-00 · Rent	3,082	3,375	(293)	34,197	35,500	(1,303)	38,950
5310-00 · Telephone							
5320-00 · Telephone	807	750	57	9,039	8,250	789	9,000
Total 5310-00 · Telephone	807	750	57	9,039	8,250	789	9,000
5420-00 · Mail - USPS	329	90	239	925	990	(65)	1,080
5510-00 · Insurance/Bonding	269	795	(526)	10,211	8,745	1,466	9,540
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	250	(250)	855	2,750	(1,895)	3,000
5520-00 · Supplies - Other	500	625	(125)	5,116	6,875	(1,759)	7,500
Total 5520-00 · Supplies	500	875	(375)	5,971	9,625	(3,654)	10,500
5610-00 · Depreciation	0	32	(32)	0	348	(348)	380
5700-00 · Equipment Support & Maintenance	249	2,200	(1,951)	22,318	24,200	(1,882)	26,400
5710-00 · Taxes, Licenses & Fees	248	1,045	(797)	10,395	11,495	(1,100)	12,540
5740-00 · Equipment Rental/Leasing	2,357	341	2,016	4,407	3,751	656	4,092
5800-00 · Training Seminars	0	400	(400)	89	4,400	(4,311)	4,800
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	400	625	(225)	3,000	6,875	(3,875)	7,500
5920-00 · Professional Fees - Accountant	0	0	0	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	2,500	(2,500)	1	19,500	(19,499)	21,000
Total 5900-00 · Professional Fees	400	3,125	(2,725)	24,826	51,275	(26,449)	53,400
5941-00 · Research & Planning	0	300	(300)	0	3,300	(3,300)	3,600
6742-00 · Non-NLT Co-Op Marketing Program	0	0	0	371	0	371	0
7500-00 · Trade Shows/Travel	(246)	0	(246)	1,951	3,000	(1,049)	3,000
8200-00 · Associate Relations	0	345	(345)	432	3,795	(3,363)	4,140
8300-00 · Board Functions	0	150	(150)	21,632	5,800	15,832	5,950
8500-00 · Credit Card Fees	0	0	0	175	0	175	0
8600-00 · Additional Opportunites	650	500	150	650	5,500	(4,850)	6,000
8700-00 · Automobile Expenses	129	250	(121)	395	2,750	(2,355)	3,000
8750-00 · Meals/Meetings	0	150	(150)	534	1,650	(1,116)	1,800
8810-00 · Dues & Subscriptions	2,075	300	1,775	7,120	3,300	3,820	3,600
Total Expense	46,190	51,534	(5,344)	471,610	572,390	(100,780)	623,079
Net Ordinary Income	(46,190)	(51,534)	5,344	(471,610)	(572,390)	100,780	(623,079)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(46,190)	(51,534)	5,344	(471,727)	(572,390)	100,663	(623,078)
Total Other Expense	(46,190)	(51,534)	5,344	(471,727)	(572,390)	100,663	(623,078)
Net Other Income	46,190	51,534	(5,344)	471,727	572,390	(100,663)	623,078
Net Income	0	0	0	117	0	117	(1)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

May 31, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of May 31, 2020

Accrual Basis

	May 31, 20	May 31, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	402,276	391,744	10,532	3%	363,031
Total Checking/Savings	402,276	391,744	10,532	3%	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	71,096	12,086	59,010	488%	10,196
Total Accounts Receivable	71,096	12,086	59,010	488%	10,196
Other Current Assets					
1200-99 · Accounts Receivable - Other	22,820	0	22,820	100%	0
1300 · Reimbursements Receivable	5,500	166	5,334	3,213%	4,362
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	28,420	266	28,154	10,584%	4,462
Total Current Assets	501,792	404,096	97,696	24%	377,689
Other Assets					
1400-00 · Prepaid Expenses	15,187	11,432	3,755	33%	12,340
Total Other Assets	15,187	11,432	3,755	33%	12,340
TOTAL ASSETS	516,979	415,528	101,451	24%	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	15,328	196,417	(181,089)	(92%)	365,187
Total Accounts Payable	15,328	196,417	(181,089)	(92%)	365,187
Other Current Liabilities					
2700-00 · Due to NLTRA	0	97	(97)	(100%)	0
Total Other Current Liabilities	0	97	(97)	(100%)	0
Total Current Liabilities	15,328	196,514	(181,186)	(92%)	365,187
Total Liabilities	15,328	196,514	(181,186)	(92%)	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	476,809	29,582	447,227	1,512%	(164,591)
Total Equity	501,651	219,015	282,636	129%	24,842
TOTAL LIABILITIES & EQUITY	516,979	415,528	101,451	24%	390,029

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of May 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	390.00	390.00
IVCBVB	0.00	11,305.00	56,506.00	0.00	0.00	67,811.00
Mourelatos Lakeshore Resort	0.00	0.00	0.00	0.00	250.00	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	0.00	250.00	250.00
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	0.00	250.00	250.00
TOTAL	<u>0.00</u>	<u>11,305.00</u>	<u>56,506.00</u>	<u>0.00</u>	<u>3,285.30</u>	<u>71,096.30</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of May 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	6,500.00	0.00	0.00	0.00	0.00	6,500.00
NLTRA	-291.40	328.12	0.00	-1,008.70	0.00	-971.98
Resort at Squaw Creek	750.00	0.00	0.00	0.00	0.00	750.00
Strategic Marketing & Research Insights	1,000.00	0.00	0.00	0.00	0.00	1,000.00
The Abbi Agency, Inc	7,300.00	0.00	0.00	0.00	0.00	7,300.00
The Village at Squaw Creek	750.00	0.00	0.00	0.00	0.00	750.00
TOTAL	<u>16,008.60</u>	<u>328.12</u>	<u>0.00</u>	<u>-1,008.70</u>	<u>0.00</u>	<u>15,328.02</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

May 2020

	May 20	Budget	\$ Over Budget	Jul '19 - May ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	45,619	45,619	0	877,496	877,496	0	942,000
4001-00 · NLTRA Funding	76,485	76,485	0	1,421,444	1,421,444	0	1,503,362
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	122,104	122,104	0	2,304,940	2,304,940	0	2,453,362
Gross Profit	122,104	122,104	0	2,304,940	2,304,940	0	2,453,362
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	0	0	5,104	10,320	(5,216)	16,720
5002-01 · Native Display	0	5,250	(5,250)	9,250	62,750	(53,500)	68,000
5004-00 · Trip Advisor	0	8,333	(8,333)	66,401	91,663	(25,262)	100,000
5005-00 · Paid Social	0	3,500	(3,500)	101,950	130,212	(28,262)	139,000
5005-01 · Digital Display	0	5,750	(5,750)	155,778	78,250	77,528	85,000
5005-02 · Retargeting Video	0	2,500	(2,500)	14,972	27,500	(12,528)	30,000
5007-00 · Creative Production	6,628	13,250	(6,623)	160,683	145,750	14,933	158,219
5010-00 · Account Strategy & Management	0	7,000	(7,000)	67,000	77,000	(10,000)	84,000
5010-01 · Digital Management & Reporting	0	2,000	(2,000)	18,000	22,000	(4,000)	24,000
5010-02 · Website Strategy & Analysis	0	1,200	(1,200)	11,400	13,200	(1,800)	14,400
5013-00 · Outdoor	0	0	0	115,000	115,000	0	115,000
5015-00 · Video	0	3,750	(3,750)	20,176	31,250	(11,074)	35,000
5017-00 · Rich Media	0	0	0	34,988	50,000	(15,012)	50,000
5018-00 · Media Commission	0	5,383	(5,383)	77,333	91,260	(13,927)	103,607
5018-01 · Digital Ad Serving	0	504	(504)	2,194	5,546	(3,352)	6,050
5020-00 · Search Engine Marketing	0	5,000	(5,000)	43,848	55,000	(11,152)	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	13,750	(13,750)	15,000
5028-00 · High Impact Media	0	2,750	(2,750)	0	41,250	(41,250)	45,000
Total 5000-00 · CONSUMER MARKETING	6,628	67,420	(60,793)	930,554	1,113,951	(183,397)	1,204,746
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	1,000	(1,000)	3,944	6,000	(2,056)	6,000
5112-00 · Training / Sales Calls	0	0	0	6,928	6,500	428	6,500
5113-00 · Additional Opportunities	0	0	0	3,392	5,250	(1,858)	7,000
5115-00 · Travel Agent Incentive Program	0	1,500	(1,500)	1,500	1,500	0	1,500
5120-00 · Domestic - Trade Shows	0	0	0	5,505	6,450	(945)	6,450
5131-00 · FAMS -Intl - Travel Trade	709	0	709	2,392	8,000	(5,608)	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	0	0	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	0	3,000	(3,000)	257	15,000	(14,743)	11,000
5145-00 · TIA Annual Dues	0	0	0	2,695	2,650	45	2,650
5146-00 · UK / Black Diamond	1,667	0	1,667	25,833	31,000	(5,167)	31,000
5147-00 · AUS / Gate 7	0	0	0	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	0	0	16,860	26,000	(9,140)	26,000
Total 5154-00 · Canada	0	0	0	23,269	32,000	(8,731)	32,000
5155-00 · California Star Program	292	0	292	2,042	3,500	(1,458)	3,500
5156-00 · German Trade Representation	1,583	0	1,583	17,977	22,000	(4,023)	23,000
Total 5110-00 · LEISURE SALES	4,250	5,500	(1,250)	141,892	216,895	(75,003)	222,695
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,200	2,200	(1,000)	22,200	24,200	(2,000)	26,400
5201-00 · National, Regional, & Local PR	0	5,000	(5,000)	48,500	55,000	(6,500)	60,000
5202-00 · PR Program/ Content Dev - Blogs	0	2,000	(2,000)	19,000	22,000	(3,000)	24,000
5202-01 · Rich Content Development	0	0	0	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	5,500	(1,414)	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,300	3,300	0	3,600
5208-00 · International Travel Media FAMS	0	1,700	(1,700)	5,252	11,900	(6,648)	13,600
5208-01 · Int'l FAM Hard Cost	0	1,500	(1,500)	2,108	10,500	(8,392)	12,000
5208-02 · Int'l Media Retainer	0	300	(300)	2,650	3,300	(650)	3,600
5209-00 · Domestic Travel Media FAMS	0	3,500	(3,500)	19,773	38,500	(18,727)	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	0	19,800	19,800	0	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	44,000	44,000	0	48,000
5212-00 · Social Giveaways & Contests	0	3,500	(3,500)	6,154	9,200	(3,046)	9,200
5213-00 · Facebook Live	0	1,620	(1,620)	2,500	6,480	(3,980)	6,480
5214-00 · Social Takeover	0	0	0	7,952	16,000	(8,048)	16,000
Total 5200-00 · PUBLIC RELATIONS	7,300	27,920	(20,620)	221,073	302,280	(81,207)	321,580
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	0	0	17,260	23,850	(6,590)	23,850

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

May 2020

Accrual Basis

	May 20	Budget	\$ Over Budget	Jul '19 - May ...	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	6,800	(4,250)	7,650
6005-00 · Paid Media	0	833	(833)	6,276	9,163	(2,887)	10,000
6006-00 · CVENT	0	0	0	11,290	13,500	(2,210)	13,500
6007-00 · Creative Production	0	1,000	(1,000)	14,536	29,000	(14,464)	30,000
6008-00 · Conference PR / Social Outreach	0	1,000	(1,000)	8,400	11,000	(2,600)	12,000
6016-00 · MCC Search Engine Marketing	0			3,408			
6018-00 · MCC Media Commission	0	330	(330)	5,841	8,530	(2,689)	8,861
6018-01 · MCC Digital Ad Serving	0	0	0	1	0	1	0
6019-00 · Conference Direct Partnership	0	0	0	0	5,000	(5,000)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	6,333	6,000	333	6,000
6152-00 · Client Events / Opportunities	0	0	0	10,789	15,000	(4,211)	15,000
6153-00 · Chicago Sales Rep Support	(6,203)	0	(6,203)	1,880	9,400	(7,520)	10,000
Total 6000-00 · CONFERENCE SALES	(5,619)	4,013	(9,632)	88,565	139,743	(51,178)	144,361
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	500	(500)	2,329	6,350	(4,021)	7,000
6116-00 · CalSAE Seasonal Spectacular	3,225	0	3,225	5,161	4,250	911	4,250
6118-00 · ASAE Annual	0	0	0	6,036	6,000	36	6,000
6120-00 · AFW Client Event	0	0	0	1,168	2,500	(1,332)	2,500
6120-01 · Sac River Cats Client Event	0	0	0	2,392	2,500	(108)	2,500
6127-00 · CalSAE Annual	0	0	0	1,022	6,700	(5,678)	6,700
6143-00 · Connect Marketplace	0	0	0	3,815	11,000	(7,185)	11,000
6144-00 · ASAE XDP	0	1,500	(1,500)	0	4,000	(4,000)	4,000
6151-00 · Destination CA	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6154-00 · HelmsBriscoe ABC	0	2,000	(2,000)	5,317	6,500	(1,183)	6,500
6156-00 · Connect California	0	0	0	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	0	0	5,733	5,250	483	5,250
6157-00 · HPN Partner Conference	0	0	0	4,299	3,195	1,104	3,195
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	511	1,000	(489)	1,000
6160-01 · AllThingsMeetings East Bay	0	0	0	0	1,625	(1,625)	1,625
6161-00 · Connect Southwest	0	0	0	5,057	5,250	(193)	5,250
6162-00 · Connect Tech & Medical	0	0	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	0	0	3,250	4,000	(750)	5,000
6167-00 · Nor Cal DMO	0	0	0	489	0	489	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	1,144	2,500	(1,356)	2,500
6169-00 · Prestige Meetings SF	0	0	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	0	0	0	2,595	(2,595)	2,595
6173-00 · Connect NYC	0			325			
Total 6100-00 · TRADE SHOWS	3,225	5,500	(2,275)	61,146	104,960	(43,814)	106,610
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	0	0	33,559	37,500	(3,941)	50,000
5009-00 · Fulfillment / Mail	0	1,000	(1,000)	9,020	11,000	(1,980)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	75,000	100,000	(25,000)	100,000
5122-00 · SSMC Shipping - Sierra Ski Mkt	0	0	0	5	0	5	0
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,833	2,000	(167)	2,000
7001-00 · Miscellaneous	0	0	0	253	0	253	0
7002-00 · CRM Subscription	0	833	(833)	7,500	9,163	(1,663)	9,996
7003-00 · IVCBVB Entertainment Fund	0	0	0	2,258	6,000	(3,742)	8,000
7004-00 · Research	1,000	0	1,000	30,030	24,000	6,030	24,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	30,000	30,000	0	30,000
7007-00 · Destimetrics / DMX	0	0	0	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	1,947	177	2,124
7010-00 · Photo Management & Storage	550	592	(42)	6,049	6,512	(463)	7,104
7011-00 · TrendKite PR Software	0	333	(333)	2,500	3,663	(1,163)	3,996
8700-00 · Automobile Expense*	0	400	(400)	3,390	4,400	(1,010)	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0	0	0	325	0	325	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	1,717	3,335	(1,618)	278,232	334,537	(56,305)	352,372
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	46,750	46,750	0	51,000
8003-00 · Website Hosting Maintenance	0	4,166	(4,166)	59,919	45,826	14,093	50,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,250	8,416	(4,166)	106,669	92,576	14,093	101,000
Total Expense	21,750	122,104	(100,354)	1,828,131	2,304,942	(476,811)	2,453,364
Net Income	100,354	0	100,354	476,809	(2)	476,811	(2)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2019 through May 2020

Accrual Basis

	Jul '19 - May 20	Jul '18 - May 19	\$ Change	% Change
Income				
4000-00 · LTVCBVB Funding	877,496.00	875,496.00	2,000.00	0.2%
4001-00 · NLTRA Funding	1,421,444.00	1,338,175.00	83,269.00	6.2%
4004-00 · IVCBVB Entertainment	6,000.00	8,000.00	-2,000.00	-25.0%
Total Income	2,304,940.00	2,221,671.00	83,269.00	3.8%
Gross Profit	2,304,940.00	2,221,671.00	83,269.00	3.8%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	5,104.00	19,484.15	-14,380.15	-73.8%
5002-00 · Consumer Print	0.00	50,175.00	-50,175.00	-100.0%
5002-01 · Native Display	9,250.00	13,713.00	-4,463.00	-32.6%
5004-00 · Trip Advisor	66,400.69	97,909.24	-31,508.55	-32.2%
5005-00 · Paid Social	101,950.14	124,400.89	-22,450.75	-18.1%
5005-01 · Digital Display	155,778.15	133,558.48	22,219.67	16.6%
5005-02 · Retargeting Video	14,972.28	0.00	14,972.28	100.0%
5007-00 · Creative Production	160,682.71	182,419.19	-21,736.48	-11.9%
5010-00 · Account Strategy & Management	67,000.00	77,000.00	-10,000.00	-13.0%
5010-01 · Digital Management & Reporting	18,000.00	33,000.00	-15,000.00	-45.5%
5010-02 · Website Strategy & Analysis	11,400.00	22,000.00	-10,600.00	-48.2%
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	48,182.80	-13,195.16	-27.4%
5018-00 · Media Commission	77,333.06	83,778.97	-6,445.91	-7.7%
5018-01 · Digital Ad Serving	2,194.45	1,155.25	1,039.20	90.0%
5020-00 · Search Engine Marketing	43,847.92	41,929.30	1,918.62	4.6%
5022-00 · Email	26,476.66	31,652.30	-5,175.64	-16.4%
Total 5000-00 · CONSUMER MARKETING	930,553.91	1,085,351.99	-154,798.08	-14.3%
5110-00 · LEISURE SALES				
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	1,621.80	5,306.40	327.2%
5113-00 · Additional Opportunities	3,392.02	5,694.31	-2,302.29	-40.4%
5115-00 · Travel Agent Incentive Program	1,500.00	1,000.00	500.00	50.0%
5120-00 · Domestic - Trade Shows	5,504.87	2,843.02	2,661.85	93.6%
5131-00 · FAMS -Intl - Travel Trade	2,392.35	2,217.78	174.57	7.9%
5132-00 · FAMS -Intl - Media	35.08	7,364.83	-7,329.75	-99.5%
5133-00 · Ski-Tops	0.00	1,226.34	-1,226.34	-100.0%
5134-00 · Intl Marketing - Additional Opp	4,526.92	3,835.00	691.92	18.0%
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	6,928.67	-4,751.74	-68.6%
5143-00 · Mountain Travel Symposium	37.93	4,978.01	-4,940.08	-99.2%
5144-00 · IPW - POW WOW	257.16	7,487.25	-7,230.09	-96.6%
5145-00 · TIA Annual Dues	2,695.00	2,635.00	60.00	2.3%
5146-00 · UK / Black Diamond	25,833.34	32,107.07	-6,273.73	-19.5%
5147-00 · AUS / Gate 7	26,469.00	39,299.39	-12,830.39	-32.7%
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	4,275.46	-4,275.46	-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	7,263.15	-853.97	-11.8%
5154-00 · Canada - Other	16,859.94	27,456.16	-10,596.22	-38.6%
Total 5154-00 · Canada	23,269.12	34,719.31	-11,450.19	-33.0%
5155-00 · California Star Program	2,041.68	3,500.00	-1,458.32	-41.7%
5156-00 · German Trade Representation	17,976.97	0.00	17,976.97	100.0%
Total 5110-00 · LEISURE SALES	141,892.08	201,225.36	-59,333.28	-29.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	22,200.00	24,200.00	-2,000.00	-8.3%
5201-00 · National, Regional, & Local PR	48,500.00	55,000.00	-6,500.00	-11.8%
5202-00 · PR Program/ Content Dev - Blogs	19,000.00	19,000.00	-800.00	-4.0%
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	5,500.00	-1,414.00	-25.7%
5207-00 · Content Campaigns/Tools-My Emma	3,300.00	3,300.00	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	28,269.96	-8,496.90	-30.1%
5210-00 · Content Dev - Newsletters	19,800.00	22,000.00	-2,200.00	-10.0%
5211-00 · Social Media Strategy & Mgmt	44,000.00	44,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	6,153.62	9,200.00	-3,046.38	-33.1%
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%
Total 5200-00 · PUBLIC RELATIONS	221,072.86	262,528.63	-41,455.77	-15.8%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	17,260.00	20,800.00	-3,540.00	-17.0%
6003-00 · Geo-Fence Targeting	0.00	3,000.00	-3,000.00	-100.0%
6004-00 · Email	2,550.00	12,800.00	-10,250.00	-80.1%
6005-00 · Paid Media	6,276.18	8,685.83	-2,409.65	-27.7%
6006-00 · CVENT	11,289.76	13,196.46	-1,906.70	-14.5%
6007-00 · Creative Production	14,536.11	48,832.38	-34,296.27	-70.2%
6008-00 · Conference PR / Social Outreach	8,400.00	11,000.00	-2,600.00	-23.6%
6016-00 · MCC Search Engine Marketing	3,408.21	0.00	3,408.21	100.0%
6018-00 · MCC Media Commission	5,840.88	9,041.48	-3,200.60	-35.4%
6018-01 · MCC Digital Ad Serving	1.26	35.95	-34.69	-96.5%
6128-00 · HelmsBriscoe Strategic Partner	6,333.30	5,500.00	833.30	15.2%
6152-00 · Client Events / Opportunities	10,789.44	15,524.09	-4,734.65	-30.5%
6153-00 · Chicago Sales Rep Support	1,880.04	7,758.03	-5,877.99	-75.8%
Total 6000-00 · CONFERENCE SALES	88,565.18	156,174.22	-67,609.04	-43.3%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	2,328.67	5,751.00	-3,422.33	-59.5%
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 May 2020

Accrual Basis

	Jul '19 - May 20	Jul '18 - May 19	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	5,161.06	4,141.82	1,019.24	24.6%
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	6,869.64	-5,847.57	-85.1%
6136-00 · Mountain Travel Symposium	0.00	673.50	-673.50	-100.0%
6143-00 · Connect Marketplace	3,814.74	9,802.34	-5,987.60	-61.1%
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	5,204.65	112.15	2.2%
6156-00 · Connect California	280.96	4,207.88	-3,926.92	-93.3%
6156-02 · Connect Chicago	0.00	3,700.00	-3,700.00	-100.0%
6156-03 · Connect New England	0.00	5,322.96	-5,322.96	-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%
6100-00 · TRADE SHOWS - Other	0.00	1,422.90	-1,422.90	-100.0%
Total 6100-00 · TRADE SHOWS	61,145.68	108,210.33	-47,064.65	-43.5%
6106-00 · CalSAE Seasonal Spectacular	0.00	-2,537.14	2,537.14	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	33,558.60	40,301.36	-6,742.76	-16.7%
5009-00 · Fulfillment / Mail	9,019.90	10,513.33	-1,493.43	-14.2%
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	1,833.37	2,000.00	-166.63	-8.3%
7001-00 · Miscellaneous	253.04	599.13	-346.09	-57.8%
7002-00 · CRM Subscription	7,499.98	9,166.63	-1,666.65	-18.2%
7003-00 · IVCBVB Entertainment Fund	2,258.40	4,490.50	-2,232.10	-49.7%
7004-00 · Research	30,030.02	7,282.07	22,747.95	312.4%
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	98,833.37	-64,460.10	-65.2%
7009-00 · Tahoe Cam Usage	2,124.00	1,062.00	1,062.00	100.0%
7010-00 · Photo Management & Storage	6,049.12	0.00	6,049.12	100.0%
7011-00 · TrendKite PR Software	2,499.99	0.00	2,499.99	100.0%
8700-00 · Automobile Expense*	3,390.20	4,294.51	-904.31	-21.1%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	324.99	-5,779.00	6,103.99	105.6%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	278,232.41	321,113.90	-42,881.49	-13.4%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	46,750.00	39,416.63	7,333.37	18.6%
8003-00 · Website Hosting Maintenance	59,918.76	20,604.63	39,314.13	190.8%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	106,668.76	60,021.26	46,647.50	77.7%
Total Expense	1,828,130.88	2,192,088.55	-363,957.67	-16.6%
Net Income	476,809.12	29,582.45	447,226.67	1,511.8%

KEY METRICS FOR May 31, 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 May 2020)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	36633	39344	36845	36049	-2.16%
Phone	3022	2816	2551	2808	10.07%
Email	319	343	365	405	10.96%
Kings Beach (Walk In)	3455	7883	11439	8322	-27.25%
NLT - Event Traffic	5,295	4774	4393	3305	-24.77%
Total	48,724	55,160.00	55,593.00	50,889.00	-8.46%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2016	2017	2018	2019	YOY % Change
First (Jan - Mar)	\$ 699,157	\$ 820,233	\$ 762,370	\$ 875,360	14.82%
Second (Apr - June)	\$ 558,566	\$ 716,779	\$ 627,831	\$ 674,366	7.41%
Third (Jul - Sept)	\$ 943,574	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	
Fourth (Oct - Dec)	\$ 629,807	\$ 641,261	\$ 671,770		
Total	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	\$ 2,608,005	

Unemployment Rates - EDD		April 2020
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	37.2%	0.7%	-98.2%
ADR (Average Daily Rate)	\$ 212	\$ 35	-83.4%
RevPAR (Rev per Available Room)	\$ 79	\$ -	-99.7%
Occupancy 1 Mth Forecast	44.7%	13.0%	-70.8%
ADR 1 Mth Forecast	\$ 301	\$ 439	45.8%
RevPAR 1 Mth Forecast	\$ 134	\$ 57	-57.4%
Occupancy (prior 6 months)	1.4%	31.9%	-38.1%
ADR (prior 6 months)	\$ 358	\$ 432	20.9%
RevPAR (prior 6 months)	\$ 184	\$ 138	-25.1%
Occupancy (next 6 months)	30.7%	17.3%	-43.6%
ADR (next 6 months)	\$ 325	\$ 404	24.6%
RevPAR (next 6 months)	\$ 99	\$ 70	-29.7%

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 5/31/2020						
FORWARD LOOKING	2018-19		2019-20		YOY % Change	
	Actuals	Forecasted	Forecasted	Forecasted		
Total Revenue Booked	\$2,890,990	\$ 2,843,819	\$ 2,693,990	\$ 2,693,990	-5.27%	
Commission for this Revenue	\$ 79,949	\$ 81,885	\$ 46,373	\$ 46,373	-43.37%	
Number of Room Nights	14,165	14,886	11,544	11,544	-22.45%	
Number of Bookings	72	63	54	54	-14.29%	
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	66%	78%	\$1,850,907	\$ 1,864,000	\$ 2,105,730	12.97%
Washoe	10%	14%	\$314,610	\$ 287,644	\$ 381,642	32.68%
South Lake	24%	8%	\$725,473	\$ 692,175	\$ 206,618	-70.15%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,843,819	\$ 2,693,990	-5.27%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal			\$ 70,000	\$ 50,000	\$ 50,000	-28.57%