



FINANCE COMMITTEE AGENDA

Wednesday July 29, 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

2 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:

- 6/24/2020 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary May 2020 Financials:

- Review Staff Report of Financial Performance Pg. 2
- NLTRA 6/30/2020 Financials Review Pg. 5
- NLTMC 6/30/2020 Financials Review Pg. 24

G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update

H. Supplemental Information

- June 2020 Dashboard ReportPg. 32

I. Approval of CEO Expenses June 2020:

- Approval of CEO Expenses [MOTION].....Pg. 33

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:43 pm (3)
- B. Roll Call:
 - Members via Phone: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Staff in Attendance via phone: Bonnie Bavetta, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - No amendments to agenda
 - **MOTION** to approve the agenda; David Brown/Ramona Cruz, Approved 3-0-0
- E. Approval of Finance Committee Minutes:
 - **MOTION** to approve May 27th, 2020 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review and Approval of May 31st, 2020 Preliminary Financials
 - Review Staff Report – Preliminary May 31st, 2020 financial results for NLTRA reviewed and discussed
 - Review NLT Marketing Coop May 31st, 2020 preliminary financials
 - **MOTION** to approve May 31st, 2020 NLTRA YTD financials; Ramona Cruz/David Brown, Approved 3-0-0
- G. Items for Committee Review, Discussion and/or Recommendations
 - Covid-19 Response Update
- H. Supplemental Information
 - Review May 2020 Dashboard Report
- I. Agenda Input for Next Finance Committee Meeting
 - Covid-19 Response Update
- J. Next Meeting Date –July 29th, 2020 at 3:30 PM
- K. Committee Member Comments
 - **NONE**
- L. Adjourn 4:29 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 07/24/20

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

From: Bonnie Bavetta, CFO

RE: Report for June 2020

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

- Cash balance on June 30, 2020 of \$836,000 was \$172,000 or approximately 26% greater than prior year due primarily to greater year-to-date net income (\$313,000), an increase in payroll liabilities (\$19,000), an increase in deferred revenue – member dues (\$12,000), and an increase in deferred revenue from the county (\$350,000); offset by an increase in total receivables (\$310,000), an increase in inventory (\$60,000), larger prepaid expense (\$17,000), a decrease in accounts payable (\$51,000), a decrease in accrued expenses (\$60,000), and a decrease in funds due to the county (\$20,000).
- Accounts Receivable balance of \$6,000 was down relative to last year by \$19,000, primarily due to reduced commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$330,000 reflected the County TOT funding for June. Balance at this date last year was \$58,000. Before closing the fiscal year, the Deferred Revenue-County liability balance of \$350,000 will be reduced to offset this amount due from the County.
- Membership dues receivable totaled \$76,000, an increase of \$74,000 over prior year due to slow pay on membership dues invoices as well as the pending year end adjustment for future periods' membership revenue. Other membership related accounts receivable of \$1,000 was down \$3,000 as a result of the Community Awards Dinner cancellation.
- Inventory of \$82,000 represents an increase of \$60,000 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 \$16,000 due to reduced expenses caused by pandemic.
- Prepaid Expenses of \$19,000 was up \$15,000 primarily due to recent in-transit inventory purchases of PPE that have not yet been received in inventory or returned to vendor.
- Accounts Payable of \$22,000 was \$51,000 lower than prior year primarily due to reduced spending caused by pandemic and putting TBID efforts on hold.
- Wages and related liabilities of \$173,000 were \$19,000 or 12% greater than prior year, due primarily to accrual of incentives, including the new CEO, as well as a slightly longer payroll accrual period.
- Deferred Revenue-Member Dues of \$70,000 was \$12,000 greater than prior year due to unpaid invoices not yet being adjusted or written off.
- 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. Prior to closing the fiscal year, this will offset balances due from the County at June 30.

- YTD consolidated net income of \$307,000 at month end June was \$313,000 greater than prior year and represented Membership's positive net results YTD of \$40,000, and \$267,000 net positive results from TOT funded departments. Approximately \$222,000 of the TOT funding contracted with the County has not been invoiced and was not reflected as revenue in the financials. That amount plus the \$267,000 positive results indicates NLTRA was approximately \$489,000 underspent to budget. Pending year end entries will reduce that somewhat and it is estimated the underspent balance will be approximately \$450,000.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,822,000 was below budget \$222,000, primarily the result of pay for performance expenditures being below budget. The pay for performance elements are event sponsorships, many of which did not take place this year.
 - Special Events (Marketing) revenue of \$89,000 was a result of Autumn Food and Wine and offset by the same expense of \$89,000.
 - Expenses, before overhead allocation, totaled \$2,365,000 and were \$231,000 or approximately 10% under budget, primarily due to timing and/or cancellation of event sponsorships.
 - Total net results before overhead allocation of \$547,000 were positive to budget \$99,000.
- Operating Results YTD – Conference
 - Commission revenue of \$38,000 was \$10,000 above budget. TOT revenue of \$383,000 was on budget.
 - Expenses of \$283,000 before allocated overhead were under budget \$68,000 due to staff vacancies.
 - Net results of \$138,000 before overhead allocation were better than budget by \$77,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$103,000 were negative to budget by \$10,000. TOT revenue of \$398,000 was on budget.
 - Expenses before overhead allocation of \$389,000 were \$47,000 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 \$112,000 before overhead allocation were \$37,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$89,000 was on budget.
 - Expenditures of \$117,000 before overhead were \$42,000 over budget.
 - Net loss of \$29,000 before overhead allocation was negative to budget \$42,000. 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 \$135,000 was \$5,000 over budget. Other Membership revenue of \$16,000 was negative to budget by \$53,000 primarily due to Community Awards Dinner cancellation.
 - Expenses of \$89,000 were \$64,000 below budget due largely to decrease in staffing (\$23,000) and Community Awards Dinner cancellation (\$26,000).
 - Net income of \$62,000 before overhead allocations was positive to budget by \$16,000.
 - Net income of \$40,000 after overhead allocations was \$20,000 favorable to budget.
 - Bad debt calculation and write down for uncollectible membership dues is pending. Total uncollected, recognized membership fees is \$35,000.
- Operating Results YTD – Administration
 - Total expenses of \$524,000 were \$99,000 below budget due primarily to staff vacancies and reduced professional fees.
- Membership cash position as of June 30, 2020
 - Membership activities resulted in a net income \$40,473.
 - Deferred revenues of \$69,620 less receivables of \$77,465 reduced cash by \$7,845.
 - Prior years' cumulative negative net results totaled \$17,007.
 - Net cash was positive \$15,621 and no additional funds were required.

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

- Cash balance at month end of \$492,000 was \$129,000 greater than prior year due primarily to higher net operating results (\$621,000), offset by the reduction of prior fund surpluses in late FY18/19 (\$165,000), and lower Accounts Payable (\$314,000).
- Accounts receivable balance of \$3,000 was \$7,000 less than prior year due to the prompt payment from partners.
- 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 \$51,000 were \$314,000 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 \$456,000 was \$621,000 greater than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$2,353,000 was below budget \$100,000 due to reduced funding from IVCBVB in April, May, and June as a result of their reduced TOT collections during the pandemic.
- Consumer Marketing expenditures of \$945,000 were \$260,000 or 22% below budget.
- Leisure Sales expenditures of \$153,000 were \$70,000 or 31% below budget.
- Public Relations expenses of \$245,000 were \$76,000 or 24% below budget.
- Conference Sales expenditures of \$89,000 were \$55,000 or 38% below budget.
- Trade Show expenditures of \$61,000 were \$45,000 or 43% below budget.
- Committed & Administrative expenditures of \$287,000 were \$65,000 or 18% below budget.
- Website & Maintenance expenses of \$116,000 were \$15,000 over budget due primarily to higher than anticipated costs associated with upgrading the website.
- Net income of \$456,000 was better than budget by \$456,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

June 30, 2020

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2020

Accrual Basis

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	116	42	36%
1003-00 · Cash - Operations BOTW #6712	565,602	332,281	233,321	70%
1007-00 · Cash - Payroll BOTW #7421	3,200	11,572	(8,372)	(72)%
1008-00 · Marketing Reserve - Plumas	50,313	50,244	69	0%
1009-00 · Cash Flow Reserve - Plumas	100,839	100,650	189	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	86,322	138,243	(51,920)	(38)%
10950 · Cash in Drawer	139	1,678	(1,539)	(92)%
Total Checking/Savings	836,155	664,366	171,789	26%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	6,057	24,817	(18,760)	(76)%
1290-00 · A/R - TOT	329,888	57,504	272,384	474%
Total Accounts Receivable	335,945	82,321	253,624	308%
Other Current Assets				
1200-99 · AR Other	1,101	10	1,091	10,921%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	76,425	2,720	73,705	2,710%
1201-03 · Member AR - Other	1,040	3,745	(2,705)	(72)%
Total 1201-00 · Member Accounts Receivable	77,465	6,465	71,000	1,098%
1201-02 · Allowance for Doubtful Accounts	(2,775)	(1,587)	(1,188)	(75)%
12100 · Inventory Asset				
25300 · Gift Cards Outstanding	18	15	3	18%
12100 · Inventory Asset - Other	82,083	22,015	60,068	273%
Total 12100 · Inventory Asset	82,100	22,030	60,071	273%
1299 · Receivable from NLTC	132	15,703	(15,572)	(99)%
1490-00 · Security Deposits	1,150	1,250	(100)	(8)%
Total Other Current Assets	159,173	43,871	115,302	263%
Total Current Assets	1,331,273	790,559	540,714	68%
Fixed Assets				
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%
1740-00 · Computer Equipment	4,270	4,270	0	0%
1741-00 · Accum. Depr. - Computer Equip	(4,270)	(4,269)	(0)	0%
1750-00 · Computer Software	20,493	20,493	0	0%
1751-00 · Accum. Amort. - Software	(20,493)	(19,085)	(1,407)	(7)%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	0	1,407	(1,407)	(100)%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	16,326	14,312	2,014	14%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	19,122	3,964	15,158	382%
Total 1400-00 · Prepaid Expenses	35,548	18,376	17,172	94%
Total Other Assets	35,548	18,376	17,172	94%
TOTAL ASSETS	1,366,821	810,343	556,479	69%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2020

Accrual Basis

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
2000-00 · Accounts Payable	22,493	73,556	(51,063)	(69)%
Total Accounts Payable	22,493	73,556	(51,063)	(69)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	25,293	20,922	4,372	21%
2101-00 · Incentive Payable	71,537	58,630	12,907	22%
2102-00 · Commissions Payable	5,657	7,132	(1,475)	(21)%
2120-00 · Empl. Federal Tax Payable	10,829	9,775	1,054	11%
2175-00 · 401 (k) Plan	4,340	4,369	(29)	(1)%
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	4%
Total 21000 · Salaries/Wages/Payroll Liabilit	172,501	153,821	18,681	12%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	0	827	(827)	(100)%
25500 · *Sales Tax Payable	1,374	2,307	(932)	(40)%
Total 2190-00 · Sales and Use Tax Payable	1,374	3,134	(1,759)	(56)%
2250-00 · Accrued Expenses	0	59,690	(59,690)	(100)%
2400-60 · Deferred Revenue- Member Dues	69,620	57,969	11,650	20%
2500-00 · Deferred Revenue - TMBC	1,290	840	450	54%
2700-00 · Deferred Rev. County	350,305	(0)	350,305	129,742,593%
2800-00 · Suspense	566	0	566	100%
2900-00 · Due To/From County of Placer	0	19,871	(19,871)	(100)%
Total Other Current Liabilities	595,656	295,325	300,331	102%
Total Current Liabilities	618,149	368,881	249,268	68%
Total Liabilities	618,149	368,881	249,268	68%
Equity				
32000 · Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46)%
3300-11 · Designated Marketing Reserve	308,202	308,202	0	0%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	307,211	(5,338)	312,549	5,856%
Total Equity	748,672	441,461	307,211	70%
TOTAL LIABILITIES & EQUITY	1,366,821	810,343	556,479	69%

North Lake Tahoe Resort Association

A/R Aging Summary

As of June 30, 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	329,888.20	0.00	0.00	0.00	0.00	329,888.20
Edgewood Tahoe	-5,851.50	0.00	0.00	0.00	5,851.50	0.00
Incline Community Business Association	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Ritz-Carlton Lake Tahoe	-2,050.10	0.00	0.00	0.00	2,050.10	0.00
The Village at Squaw Valley	0.00	0.00	0.00	0.00	5,056.84	5,056.84
TOTAL	<u>321,986.60</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>13,958.44</u>	<u>335,945.04</u>



north lake tahoe
Chamber of Commerce / Resort Association

Aging by Revenue Item

As of 6/30/2020

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	\$0.00	\$690.00	\$0.00	\$345.00	\$1,015.00	\$2,050.00
1-5	Employees	Membership Dues	\$3,245.00	\$2,455.00	\$5,310.00	\$0.00	\$2,360.00	\$6,635.00	\$20,005.00
21-50	Employees	Membership Dues	\$540.00	\$1,620.00	\$1,620.00	\$0.00	\$540.00	\$6,900.00	\$11,220.00
50-100	Employees	Membership Dues	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$725.00	\$2,225.00
6-10	Employees	Membership Dues	\$325.00	\$325.00	\$325.00	\$0.00	\$325.00	\$11,015.00	\$12,315.00
	Financial Institutions	Membership	\$0.00	\$0.00	\$700.00	\$0.00	\$0.00	\$2,800.00	\$3,500.00
	Non-Profit	Membership Dues Totals:	\$340.00	\$170.00	\$1,020.00	\$0.00	\$340.00	\$2,690.00	\$4,560.00
	PUD	Membership Dues Totals:	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$830.00	\$995.00
	Ski Resorts	Membership Dues Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$18,615.00
1201-01	Member AR	Membership Dues	\$4,615.00	\$4,570.00	\$11,165.00	\$0.00	\$3,910.00	\$52,165.00	\$76,425.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
	Eblast	Totals:	\$85.00	\$0.00	\$0.00	\$0.00	\$50.00	\$175.00	\$310.00
	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	\$0.00	\$565.00	\$565.00
1201-03	Member Accounts Receivable -	GRAND TOTALS	\$85.00	\$4,570.00	\$11,165.00	\$0.00	\$3,960.00	\$53,070.00	\$77,465.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of June 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	407.96	0.00	0.00	0.00	0.00	407.96
Anne-Karin Atwood*	12.94	0.00	0.00	0.00	0.00	12.94
Annie's Cleaning Service	625.00	0.00	0.00	0.00	0.00	625.00
Apothecary of Light, LLC	250.00	0.00	0.00	0.00	0.00	250.00
AT & T*	829.80	0.00	0.00	0.00	0.00	829.80
Augustineldeas	5,356.25	0.00	0.00	0.00	0.00	5,356.25
Bank of the West Bank Card Center	1,427.88	0.00	0.00	0.00	0.00	1,427.88
Caesars Entertainment	50.00	0.00	0.00	0.00	0.00	50.00
Cintas Corporation #623	0.00	407.11	0.00	0.00	0.00	407.11
Creative Concepts*	45.00	0.00	0.00	0.00	0.00	45.00
FedEx	0.00	59.59	0.00	0.00	0.00	59.59
FP Mailing Solutions	118.89	0.00	0.00	0.00	0.00	118.89
Geo-Tourism Specialties	42.97	0.00	0.00	0.00	0.00	42.97
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
Great Basin Window Cleaning	425.00	0.00	0.00	0.00	0.00	425.00
InfiniSource Benefits	70.00	0.00	0.00	0.00	0.00	70.00
Jeffrey Hentz	400.00	0.00	0.00	0.00	0.00	400.00
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
JVP Communications, LLC	990.00	0.00	0.00	0.00	0.00	990.00
Kym Fabel	71.00	0.00	0.00	0.00	0.00	71.00
Liz Bowling	307.00	0.00	0.00	0.00	0.00	307.00
Mountain Area Preservation	375.00	0.00	0.00	0.00	0.00	375.00
Office Boss	17.31	0.00	0.00	0.00	0.00	17.31
Porter Simon*	340.00	0.00	0.00	0.00	0.00	340.00
Sarah Winters	90.92	0.00	0.00	0.00	0.00	90.92
Southwest Gas Corporation*	29.76	0.00	0.00	0.00	0.00	29.76
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
The Abbi Agency, Inc.	7,664.50	0.00	0.00	0.00	0.00	7,664.50
The Paper Trail*	0.00	660.00	0.00	0.00	0.00	660.00
Van Siclen, DeWitt	214.37	0.00	0.00	0.00	0.00	214.37
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>21,120.59</u>	<u>1,126.70</u>	<u>0.00</u>	<u>0.00</u>	<u>246.00</u>	<u>22,493.29</u>

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	3,692,889	3,681,266	11,623	0%
4200-00 · Membership Dues Revenue	134,936	138,421	-3,485	-3%
4205-00 · Conference Dues	0	6,829	-6,829	-100%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	0	12,586	-12,586	-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	44,397	-44,397	-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	6,087	-1,707	-28%
Total 4251-00 · Tues AM Breakfast Club	7,705	8,587	-882	-10%
4250-00 · Revenues-Membership Activities - Other	8,541	4,793	3,748	78%
Total 4250-00 · Revenues-Membership Activities	16,246	63,292	-47,046	-74%
4252-00 · Sponsorships	0	600	-600	-100%
4253-00 · Revenue- Other	1,000	6	994	16,567%
4350-00 · Special Events (Marketing)	88,889	82,598	6,292	8%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	10,138	22,859	-12,721	-56%
4600-00 · Commissions - Other	27,701	49,615	-21,913	-44%
Total 4600-00 · Commissions	37,840	72,474	-34,634	-48%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	9,867	3,212	6,655	207%
4504-00 · Retail Revenue - Other	15,240	0	15,240	100%
46000 · Merchandise Sales - Other	77,460	107,672	-30,212	-28%
Total 46000 · Merchandise Sales	102,567	110,884	-8,317	-8%
4720-00 · Miscellaneous	0	5,822	-5,822	-100%
Total Income	4,074,367	4,162,191	-87,824	-2%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	4,074,367	4,162,191	-87,824	-2%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,326	19,878	-4,552	-23%
5020-00 · P/R - Tax Expense	70,018	76,828	-6,810	-9%
5030-00 · P/R - Health Insurance Expense	125,091	120,087	5,004	4%
5040-00 · P/R - Workmans Comp	8,455	7,908	547	7%
5060-00 · 401 (k)	30,939	34,677	-3,737	-11%
5070-00 · Other Benefits and Expenses	4,686	3,864	822	21%
5000-00 · Salaries & Wages - Other	893,875	1,009,329	-115,453	-11%
Total 5000-00 · Salaries & Wages	1,148,390	1,272,570	-124,180	-10%
5100-00 · Rent				
5110-00 · Utilities	10,035	11,649	-1,614	-14%
5140-00 · Repairs & Maintenance	7,185	14,222	-7,037	-50%
5150-00 · Office - Cleaning	10,240	7,570	2,670	35%
5100-00 · Rent - Other	157,324	153,525	3,799	3%
Total 5100-00 · Rent	184,784	186,966	-2,182	-1%
5310-00 · Telephone				
5320-00 · Telephone	24,219	26,595	-2,376	-9%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	24,219	26,620	-2,401	-9%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	21	84	-63	-76%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
5420-00 · Mail - USPS - Other	1,957	2,360	-403	-17%
Total 5420-00 · Mail - USPS	1,978	2,444	-466	-19%
5510-00 · Insurance/Bonding	10,480	10,838	-358	-3%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	855	7,013	-6,158	-88%
5520-00 · Supplies - Other	32,487	21,956	10,531	48%
Total 5520-00 · Supplies	33,342	28,969	4,373	15%
5610-00 · Depreciation	1,407	1,633	-226	-14%
5700-00 · Equipment Support & Maintenance	25,203	3,471	21,732	626%
5710-00 · Taxes, Licenses & Fees	11,572	10,850	722	7%
5740-00 · Equipment Rental/Leasing	10,142	15,118	-4,976	-33%
5800-00 · Training Seminars	4,513	9,748	-5,235	-54%
5850-00 · Artist of Month - Commissions	9,927	2,769	7,159	259%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	5,060	2,600	2,460	95%
5920-00 · Professional Fees - Accountant	21,825	24,250	-2,425	-10%
5921-00 · Professional Fees - Other	91,498	70,230	21,268	30%
Total 5900-00 · Professional Fees	118,383	97,080	21,303	22%
5941-00 · Research & Planning	0	19,080	-19,080	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	22,204	50,500	-28,296	-56%
6018-00 · Business Assoc. Grants	20,000	30,000	-10,000	-33%
Total 6020-00 · Programs	42,204	80,500	-38,296	-48%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	123,558	116,875	6,682	6%
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	13,779	-13,779	-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	38,816	-38,816	-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	0	0	0	0%
Total 6420-01 · Sponsorships	414,774	501,482	-86,708	-17%
6421-00 · New Event Development	16,000	85,591	-69,591	-81%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	8,530	-6,913	-81%
Total 6420-00 · Events	432,391	595,603	-163,212	-27%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,222	27,155	-25,933	-96%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,492	-2,859	-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	5,502	14,275	-8,773	-62%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	1,894	16,266	-14,372	-88%
Total 6423-00 · Membership Activities	12,270	66,685	-54,415	-82%
6730-00 · Marketing Cooperative/Media	1,503,362	1,459,827	43,535	3%
6740-00 · Media/Collateral/Production	413	1,278	-864	-68%
6742-00 · Non-NLT Co-Op Marketing Program	10,384	25,509	-15,126	-59%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	10,557	11,308	-752	-7%
6743-03 · Touch Lake Tahoe	19,788	17,000	2,788	16%
6743-04 · High Notes	0	20,545	-20,545	-100%
6743-05 · Peak Your Adventure	-1,000	20,970	-21,970	-105%
6743-06 · Regional Reopening	14,611	0	14,611	100%
Total 6743-00 · BACC Marketing Programs	43,955	69,823	-25,868	-37%
7500-00 · Trade Shows/Travel	3,476	372	3,104	834%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	2,761	1,316	1,446	110%
52500 · Purchase Discounts	-101	-40	-60	-149%
59900 · POS Inventory Adjustments	614	12	602	5,151%
8100-01 · CGS - Other	19,289	0	19,289	100%
8100-00 · Cost of Goods Sold - Other	41,395	59,984	-18,588	-31%
Total 8100-00 · Cost of Goods Sold	63,959	61,271	2,688	4%
8200-00 · Associate Relations	1,042	3,880	-2,838	-73%
8300-00 · Board Functions	23,342	18,433	4,910	27%
8500-00 · Credit Card Fees	5,194	7,874	-2,680	-34%
8600-00 · Additional Opportunitites	24,647	51,500	-26,852	-52%
8700-00 · Automobile Expenses	2,499	5,446	-2,946	-54%
8750-00 · Meals/Meetings	1,369	4,372	-3,003	-69%
8810-00 · Dues & Subscriptions	9,079	7,436	1,644	22%
8910-00 · Travel	0	4,820	-4,820	-100%
8920-00 · Bad Debt	3,484	15,022	-11,537	-77%
Total Expense	3,767,414	4,167,805	-400,392	-10%
Net Ordinary Income	306,953	-5,614	312,567	5,568%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	258	276	-19	-7%
Total Other Income	258	276	-19	-7%
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	258	276	-19	-7%
Net Income	307,211	-5,338	312,549	5,856%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	329,888	282,525	47,364	3,692,889	3,914,430	(221,541)	3,914,430
4200-00 · Membership Dues Revenue	11,341	10,833	508	134,936	130,000	4,936	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	7,000	(2,620)	7,000
Total 4251-00 · Tues AM Breakfast Club	0	636	(636)	7,705	10,000	(2,295)	10,000
4250-00 · Revenues-Membership Activities - Other	435	200	235	8,541	4,000	4,541	4,000
Total 4250-00 · Revenues-Membership Activities	435	836	(401)	16,246	69,200	(52,954)	69,200
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
4350-00 · Special Events (Marketing)	88,889	0	88,889	88,889	0	88,889	0
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 · Commissions - Other	(6,619)	0	(6,619)	27,701	28,276	(575)	28,276
Total 4600-00 · Commissions	(6,619)	0	(6,619)	37,840	28,276	9,564	28,276
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,800	5,067	4,800
4504-00 · Retail Revenue - Other	6,256	0	6,256	15,240	0	15,240	0
46000 · Merchandise Sales - Other	3,714	12,000	(8,286)	77,460	108,100	(30,640)	108,100
Total 46000 · Merchandise Sales	9,971	12,400	(2,429)	102,567	112,900	(10,333)	112,900
Total Income	433,906	306,594	127,311	4,074,367	4,254,806	(180,439)	4,254,806
Gross Profit	433,906	306,594	127,311	4,074,367	4,254,806	(180,439)	4,254,806
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	800	(800)	15,326	9,600	5,726	9,600
5020-00 · P/R - Tax Expense	5,165	4,816	348	70,018	84,163	(14,145)	84,163
5030-00 · P/R - Health Insurance Expense	9,846	11,868	(2,022)	125,091	142,416	(17,325)	142,416
5040-00 · P/R - Workmans Comp	884	1,239	(355)	8,455	13,981	(5,526)	13,981
5060-00 · 401 (k)	2,306	3,606	(1,300)	30,939	41,981	(11,042)	41,981
5061-00 · 401k Profit Sharing	0	80	(80)	0	960	(960)	960
5070-00 · Other Benefits and Expenses	864	493	371	4,686	5,040	(354)	5,040
5000-00 · Salaries & Wages - Other	96,840	90,142	6,698	893,875	1,049,304	(155,429)	1,049,304
Total 5000-00 · Salaries & Wages	115,906	113,045	2,860	1,148,390	1,347,445	(199,055)	1,347,445
5100-00 · Rent							
5110-00 · Utilities	616	1,127	(510)	10,035	12,899	(2,864)	12,899
5140-00 · Repairs & Maintenance	87	2,464	(2,377)	7,185	21,938	(14,753)	21,938
5150-00 · Office - Cleaning	1,050	2,392	(1,342)	10,240	10,362	(122)	10,362
5100-00 · Rent - Other	13,330	11,122	2,208	157,324	151,529	5,795	151,529
Total 5100-00 · Rent	15,083	17,105	(2,022)	184,784	196,728	(11,944)	196,728
5310-00 · Telephone							
5320-00 · Telephone	2,170	1,842	328	24,219	24,134	85	24,134
Total 5310-00 · Telephone	2,170	1,842	328	24,219	24,134	85	24,134
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	21			21			
5420-00 · Mail - USPS - Other	0	213	(213)	1,957	2,578	(621)	2,578
Total 5420-00 · Mail - USPS	21	213	(193)	1,978	2,578	(600)	2,578
5510-00 · Insurance/Bonding	269	795	(526)	10,480	9,604	876	9,604
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	423	(423)	855	10,442	(9,587)	10,442
5520-00 · Supplies - Other	923	958	(35)	32,487	29,248	3,239	29,248
Total 5520-00 · Supplies	923	1,381	(458)	33,342	39,690	(6,348)	39,690
5610-00 · Depreciation	110	40	70	1,407	1,656	(249)	1,656
5700-00 · Equipment Support & Maintenance	2,844	2,476	368	25,203	29,952	(4,749)	29,952
5710-00 · Taxes, Licenses & Fees	1,051	1,062	(10)	11,572	12,895	(1,323)	12,895
5740-00 · Equipment Rental/Leasing	484	1,241	(756)	10,142	15,104	(4,961)	15,104
5800-00 · Training Seminars	0	1,421	(1,421)	4,513	12,835	(8,323)	12,835
5850-00 · Artist of Month - Commissions	0	360	(360)	9,927	4,320	5,607	4,320
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	340	1,025	(685)	5,060	9,000	(3,940)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	1,983	(1,983)	91,498	81,800	9,698	81,800

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 5900-00 · Professional Fees	340	3,008	(2,668)	118,383	115,700	2,683	115,700
5941-00 · Research & Planning	0	1,800	(1,800)	0	21,600	(21,600)	21,600
6020-00 · Programs							
6016-00 · Special Event Partnership	3,750	10,000	(6,250)	22,204	50,000	(27,796)	50,000
6018-00 · Business Assoc. Grants	20,000	0	20,000	20,000	30,000	(10,000)	30,000
Total 6020-00 · Programs	23,750	10,000	13,750	42,204	80,000	(37,796)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	88,889	0	88,889	123,558	37,495	86,063	37,495
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	400	(400)	0	25,400	(25,400)	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	7,000	(7,000)	0	37,500	(37,500)	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)	0	0	0	0
Total 6420-01 · Sponsorships	83,889	7,400	76,489	414,774	477,695	(62,921)	477,695
6421-00 · New Event Development	16,000	2,500	13,500	16,000	30,000	(14,000)	30,000
6424-00 · Event Operation Expenses	0	663	(663)	1,617	8,000	(6,383)	8,000
Total 6420-00 · Events	99,889	10,563	89,326	432,391	515,695	(83,304)	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	1,500	(1,500)	633	5,000	(4,367)	5,000
6437-00 · Tuesday Morning Breakfast Club	0	546	(546)	2,724	6,000	(3,276)	6,000
6442-00 · Public Relations/Website	477	417	60	5,502	5,000	502	5,000
6444-00 · Trades	295	0	295	0	0	0	0
6423-00 · Membership Activities - Other	0	550	(550)	1,894	8,500	(6,606)	8,500
Total 6423-00 · Membership Activities	772	3,012	(2,241)	12,270	52,000	(39,730)	52,000
6730-00 · Marketing Cooperative/Media	81,918	81,918	0	1,503,362	1,503,362	0	1,503,362
6740-00 · Media/Collateral/Production	0	1,500	(1,500)	413	3,000	(2,587)	3,000
6742-00 · Non-NLT Co-Op Marketing Program	380	2,500	(2,120)	10,384	27,910	(17,526)	27,910
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	0	0	10,557	20,000	(9,443)	20,000
6743-03 · Touch Lake Tahoe	0	3,000	(3,000)	19,788	20,000	(212)	20,000
6743-04 · High Notes	0	10,000	(10,000)	0	20,000	(20,000)	20,000
6743-05 · Peak Your Adventure	0	15,365	(15,365)	(1,000)	20,000	(21,000)	20,000
6743-06 · Regional Reopening	14,611	0	14,611	14,611	0	0	0
Total 6743-00 · BACC Marketing Programs	14,611	28,365	(13,754)	43,955	80,000	(36,045)	80,000
7500-00 · Trade Shows/Travel	0	0	0	3,476	3,000	476	3,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	357	100	257	2,761	1,190	1,571	1,190
52500 · Purchase Discounts	0	0	0	(101)	0	(101)	0
59900 · POS Inventory Adjustments	263	0	263	614	0	614	0
8100-01 · CGS - Other	10,635	0	10,635	19,289	0	19,289	0
8100-00 · Cost of Goods Sold - Other	1,996	6,000	(4,004)	41,395	54,050	(12,655)	54,050
Total 8100-00 · Cost of Goods Sold	13,251	6,100	7,151	63,959	55,240	8,719	55,240
8200-00 · Associate Relations	0	628	(628)	1,042	7,756	(6,714)	7,756
8300-00 · Board Functions	1,710	150	1,560	23,342	5,950	17,392	5,950
8500-00 · Credit Card Fees	338	616	(278)	5,194	7,454	(2,260)	7,454
8600-00 · Additional Opportunites	3,631	3,500	131	24,647	32,091	(7,444)	32,091
8700-00 · Automobile Expenses	123	493	(369)	2,499	6,285	(3,786)	6,285
8750-00 · Meals/Meetings	0	461	(461)	1,369	5,534	(4,165)	5,534
8810-00 · Dues & Subscriptions	455	616	(161)	9,079	7,490	1,589	7,490
8910-00 · Travel	0	0	0	0	7,800	(7,800)	7,800
8920-00 · Bad Debt	50	0	50	3,484	0	3,484	0
Total Expense	380,079	296,210	83,869	3,767,414	4,234,808	(467,394)	4,234,808
Net Ordinary Income	53,827	10,384	43,443	306,953	19,998	286,955	19,998
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	258	0	258	0
Total Other Income	17	0	17	258	0	258	0
Other Expense							
8990-00 · Allocated	0	2	(2)	0	0	0	0
Total Other Expense	0	2	(2)	0	0	0	0
Net Other Income	17	(2)	19	258	0	258	0
Net Income	53,844	10,382	43,461	307,211	19,998	287,213	19,998

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

Accrual Basis

11 - Marketing

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	257,663	210,294	47,369	2,822,466	3,044,007	(221,540)	3,044,007
4253-00 · Revenue- Other	0	0	0	1,000	0	1,000	0
4350-00 · Special Events (Marketing)	88,889	0	88,889	88,889	0	88,889	0
Total Income	346,553	210,294	136,259	2,912,356	3,044,007	(131,651)	3,044,007
Gross Profit	346,553	210,294	136,259	2,912,356	3,044,007	(131,651)	3,044,007
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	1,375	1,375	0	16,500	16,500	0	16,500
5020-00 · P/R - Tax Expense	1,499	(874)	2,373	21,380	21,537	(158)	21,537
5030-00 · P/R - Health Insurance Expense	3,422	3,667	(245)	50,494	44,004	6,490	44,004
5040-00 · P/R - Workmans Comp	188	178	10	1,674	2,139	(465)	2,139
5060-00 · 401 (k)	880	1,019	(138)	10,288	12,224	(1,936)	12,224
5070-00 · Other Benefits and Expenses	104	160	(56)	1,753	1,920	(167)	1,920
5000-00 · Salaries & Wages - Other	29,402	25,467	3,935	284,267	305,604	(21,337)	305,604
Total 5000-00 · Salaries & Wages	36,870	30,992	5,878	386,356	403,929	(17,573)	403,929
5100-00 · Rent							
5110-00 · Utilities	101	200	(99)	1,829	2,001	(172)	2,001
5140-00 · Repairs & Maintenance	0	1,000	(1,000)	461	4,367	(3,906)	4,367
5150-00 · Office - Cleaning	312	500	(188)	3,525	2,866	659	2,866
5100-00 · Rent - Other	2,478	0	2,478	29,307	24,200	5,107	24,200
Total 5100-00 · Rent	2,890	1,700	1,190	35,123	33,434	1,689	33,434
5310-00 · Telephone							
5320-00 · Telephone	621	400	221	6,823	6,600	223	6,600
Total 5310-00 · Telephone	621	400	221	6,823	6,600	223	6,600
5420-00 · Mail - USPS	0	50	(50)	560	600	(40)	600
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	100	(100)	0	3,700	(3,700)	3,700
5520-00 · Supplies - Other	130	250	(120)	1,454	4,750	(3,296)	4,750
Total 5520-00 · Supplies	130	350	(220)	1,454	8,450	(6,996)	8,450
5700-00 · Equipment Support & Maintenance	0	120	(120)	0	1,440	(1,440)	1,440
5710-00 · Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 · Equipment Rental/Leasing	132	315	(183)	2,021	3,780	(1,759)	3,780
5800-00 · Training Seminars	0	0	0	4,424	4,785	(362)	4,785
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	400	(400)	0	1,500	(1,500)	1,500
5921-00 · Professional Fees - Other	0	400	(400)	0	4,800	(4,800)	4,800
Total 5900-00 · Professional Fees	0	800	(800)	0	6,300	(6,300)	6,300
5941-00 · Research & Planning	0	1,500	(1,500)	0	18,000	(18,000)	18,000
6020-00 · Programs							
6016-00 · Special Event Partnership	3,750	10,000	(6,250)	22,204	50,000	(27,796)	50,000
6018-00 · Business Assoc. Grants	20,000	0	20,000	20,000	30,000	(10,000)	30,000
Total 6020-00 · Programs	23,750	10,000	13,750	42,204	80,000	(37,796)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	88,889	0	88,889	123,558	37,495	86,063	37,495
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	400	(400)	0	25,400	(25,400)	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	7,000	(7,000)	0	37,500	(37,500)	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)	0	0	0	0
Total 6420-01 · Sponsorships	83,889	7,400	76,489	414,774	477,695	(62,921)	477,695
6421-00 · New Event Development	16,000	2,500	13,500	16,000	30,000	(14,000)	30,000
6424-00 · Event Operation Expenses	0	663	(663)	1,617	8,000	(6,383)	8,000
Total 6420-00 · Events	99,889	10,563	89,326	432,391	515,695	(83,304)	515,695
6730-00 · Marketing Cooperative/Media	71,342	71,342	0	1,376,446	1,376,446	0	1,376,446
6742-00 · Non-NLT Co-Op Marketing Program	180	1,500	(1,320)	5,233	15,910	(10,677)	15,910
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	0	0	10,557	20,000	(9,443)	20,000
6743-03 · Touch Lake Tahoe	0	3,000	(3,000)	19,788	20,000	(212)	20,000
6743-04 · High Notes	0	10,000	(10,000)	0	20,000	(20,000)	20,000
6743-05 · Peak Your Adventure	0	15,365	(15,365)	(1,000)	20,000	(21,000)	20,000
6743-06 · Regional Reopening	14,611	0	14,611	14,611	0	14,611	0
Total 6743-00 · BACC Marketing Programs	14,611	28,365	(13,754)	43,955	80,000	(36,045)	80,000
7500-00 · Trade Shows/Travel	0	0	0	1,525	0	1,525	0
8200-00 · Associate Relations	0	120	(120)	191	1,660	(1,470)	1,660

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

Accrual Basis

11 - Marketing

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
8500-00 · Credit Card Fees	0	0	0	50	0	50	0
8600-00 · Additional Opportunites	2,981	3,000	(19)	23,347	26,091	(2,744)	26,091
8700-00 · Automobile Expenses	13	130	(117)	1,213	1,560	(347)	1,560
8750-00 · Meals/Meetings	0	163	(163)	252	1,950	(1,698)	1,950
8810-00 · Dues & Subscriptions	126	250	(124)	1,445	3,000	(1,555)	3,000
8910-00 · Travel	0	0	0	0	6,300	(6,300)	6,300
Total Expense	253,534	161,660	91,875	2,365,071	2,595,931	(230,859)	2,595,931
Net Ordinary Income	93,018	48,634	44,384	547,284	448,076	99,208	448,076
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	258	0	258	0
Total Other Income	17	0	17	258	0	258	0
Other Expense							
8990-00 · Allocated	37,570	36,530	1,040	376,742	448,076	(71,334)	448,076
Total Other Expense	37,570	36,530	1,040	376,742	448,076	(71,334)	448,076
Net Other Income	(37,554)	(36,530)	(1,024)	(376,484)	(448,076)	71,592	(448,076)
Net Income	55,465	12,104	43,360	170,800	0	170,800	0

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

Accrual Basis

30 - Conference

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,226	34,227	(0)	383,252	383,252	1	383,252
4600-00 · Commissions							
4601-00 · Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 · Commissions - Other	(6,619)	0	(6,619)	27,701	28,276	(575)	28,276
Total 4600-00 · Commissions	(6,619)	0	(6,619)	37,840	28,276	9,564	28,276
Total Income	27,607	34,227	(6,619)	421,092	411,528	9,564	411,528
Gross Profit	27,607	34,227	(6,619)	421,092	411,528	9,564	411,528
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	800	(800)	15,326	9,600	5,726	9,600
5020-00 · P/R - Tax Expense	521	1,064	(543)	7,418	12,764	(5,347)	12,764
5030-00 · P/R - Health Insurance Expense	1,204	1,754	(550)	22,868	21,048	1,820	21,048
5040-00 · P/R - Workmans Comp	52	88	(35)	680	1,051	(371)	1,051
5060-00 · 401 (k)	285	501	(215)	3,604	6,007	(2,403)	6,007
5061-00 · 401k Profit Sharing	0	80	(80)	0	960	(960)	960
5070-00 · Other Benefits and Expenses	8	0	8	314	0	314	0
5000-00 · Salaries & Wages - Other	9,084	12,514	(3,430)	84,563	150,168	(65,605)	150,168
Total 5000-00 · Salaries & Wages	11,154	16,800	(5,645)	134,772	201,598	(66,826)	201,598
5100-00 · Rent							
5110-00 · Utilities	49	66	(17)	892	792	100	792
5140-00 · Repairs & Maintenance	0	45	(45)	225	540	(315)	540
5150-00 · Office - Cleaning	152	94	58	1,720	1,128	592	1,128
5100-00 · Rent - Other	1,163	1,025	138	13,752	12,300	1,452	12,300
Total 5100-00 · Rent	1,365	1,230	135	16,589	14,760	1,829	14,760
5310-00 · Telephone							
5320-00 · Telephone	278	300	(22)	3,272	3,600	(328)	3,600
Total 5310-00 · Telephone	278	300	(22)	3,272	3,600	(328)	3,600
5420-00 · Mail - USPS	0	15	(15)	217	180	37	180
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	31	(31)	0	372	(372)	372
5520-00 · Supplies - Other	37	0	37	434	594	(160)	594
Total 5520-00 · Supplies	37	31	6	434	966	(532)	966
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	60	125	(65)	897	1,496	(598)	1,496
6730-00 · Marketing Cooperative/Media	10,576	10,576	0	126,916	126,916	0	126,916
8200-00 · Associate Relations	0	80	(80)	54	960	(906)	960
8500-00 · Credit Card Fees	0	0	0	90	0	90	0
8810-00 · Dues & Subscriptions	0	20	(20)	4	240	(236)	240
Total Expense	23,470	29,177	(5,707)	283,275	350,956	(67,680)	350,956
Net Ordinary Income	4,137	5,050	(913)	137,817	60,572	77,245	60,572
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,069	5,050	19	50,826	60,572	(9,746)	60,572
Total Other Expense	5,069	5,050	19	50,826	60,572	(9,746)	60,572
Net Other Income	(5,069)	(5,050)	(19)	(50,826)	(60,572)	9,746	(60,572)
Net Income	(931)	0	(931)	86,991	0	86,991	0

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

42 - Visitor Center

Accrual Basis

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,308	36,312	(4)	398,304	398,306	(2)	398,306
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	0	400	(400)	9,867	4,800	5,067	4,800
4504-00 · Retail Revenue - Other	6,256	0	6,256	15,240	0	15,240	0
46000 · Merchandise Sales - Other	3,714	12,000	(8,286)	77,460	108,100	(30,640)	108,100
Total 46000 · Merchandise Sales	9,971	12,400	(2,429)	102,567	112,900	(10,333)	112,900
Total Income	46,279	48,712	(2,433)	500,872	511,206	(10,335)	511,206
Gross Profit	46,279	48,712	(2,433)	500,872	511,206	(10,335)	511,206
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	932	1,818	(886)	14,107	17,362	(3,255)	17,362
5030-00 · P/R - Health Insurance Expense	1,259	2,225	(966)	20,536	26,700	(6,164)	26,700
5040-00 · P/R - Workmans Comp	409	720	(311)	5,228	7,856	(2,628)	7,856
5060-00 · 401 (k)	462	640	(178)	5,632	6,984	(1,352)	6,984
5070-00 · Other Benefits and Expenses	168	80	88	1,020	960	60	960
5000-00 · Salaries & Wages - Other	15,823	16,000	(177)	163,162	174,600	(11,438)	174,600
Total 5000-00 · Salaries & Wages	19,053	21,483	(2,430)	209,685	234,462	(24,777)	234,462
5100-00 · Rent							
5110-00 · Utilities	356	650	(294)	5,313	7,600	(2,288)	7,600
5140-00 · Repairs & Maintenance	0	1,000	(1,000)	2,303	12,000	(9,698)	12,000
5150-00 · Office - Cleaning	243	1,500	(1,257)	1,136	2,500	(1,364)	2,500
5100-00 · Rent - Other	6,631	6,900	(269)	78,271	78,800	(529)	78,800
Total 5100-00 · Rent	7,230	10,050	(2,820)	87,023	100,900	(13,877)	100,900
5310-00 · Telephone							
5320-00 · Telephone	212	242	(30)	2,709	2,904	(195)	2,904
Total 5310-00 · Telephone	212	242	(30)	2,709	2,904	(195)	2,904
5420-00 · Mail - USPS	0	50	(50)	152	600	(448)	600
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	0	1,310	(1,310)	1,310
5520-00 · Supplies - Other	355	0	355	5,204	4,894	310	4,894
Total 5520-00 · Supplies	355	0	355	5,204	6,204	(1,000)	6,204
5610-00 · Depreciation	110	0	110	1,407	1,180	227	1,180
5700-00 · Equipment Support & Maintenance	0	100	(100)	41	1,200	(1,159)	1,200
5710-00 · Taxes, Licenses & Fees	0	0	0	21	155	(134)	155
5740-00 · Equipment Rental/Leasing	87	235	(148)	1,523	2,820	(1,297)	2,820
5800-00 · Training Seminars	0	1,000	(1,000)	0	3,000	(3,000)	3,000
5850-00 · Artist of Month - Commissions	0	360	(360)	9,927	4,320	5,607	4,320
6740-00 · Media/Collateral/Production	0	1,500	(1,500)	413	3,000	(2,587)	3,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,430	12,000	(9,570)	12,000
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	357	100	257	2,761	1,190	1,571	1,190
82500 · Purchase Discounts	0	0	0	(101)	0	(101)	0
59900 · POS Inventory Adjustments	263	0	263	614	0	614	0
8100-01 · CGS - Other	10,635	0	10,635	19,289	0	19,289	0
8100-00 · Cost of Goods Sold - Other	1,996	6,000	(4,004)	41,395	54,050	(12,655)	54,050
Total 8100-00 · Cost of Goods Sold	13,251	6,100	7,151	63,959	55,240	8,719	55,240
8200-00 · Associate Relations	0	58	(58)	176	696	(520)	696
8500-00 · Credit Card Fees	268	434	(166)	3,495	3,954	(459)	3,954
8700-00 · Automobile Expenses	46	50	(4)	524	950	(426)	950
8750-00 · Meals/Meetings	0	65	(65)	214	780	(566)	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
8920-00 · Bad Debt	50			50			
Total Expense	40,862	42,727	(1,865)	389,006	435,965	(46,959)	435,965
Net Ordinary Income	5,417	5,985	(568)	111,866	75,241	36,625	75,241
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,323	5,984	339	63,402	75,243	(11,841)	75,243
Total Other Expense	6,323	5,984	339	63,402	75,243	(11,841)	75,243
Net Other Income	(6,323)	(5,984)	(339)	(63,402)	(75,243)	11,841	(75,243)
Net Income	(906)	1	(907)	48,464	(2)	48,466	(2)

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

Accrual Basis

51 - TMPI

	Jun 20	Budget	\$ Over Bu...	Jul '19 - Ju...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	1,690	1,692	(2)	88,866	88,866	0	88,866
Total Income	1,690	1,692	(2)	88,866	88,866	0	88,866
Gross Profit	1,690	1,692	(2)	88,866	88,866	0	88,866
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	50	33	17	281	396	(115)	396
5030-00 · P/R - Health Insurance Expense	70	4	66	202	48	154	48
5040-00 · P/R - Workmans Comp	5	4	1	19	48	(29)	48
5060-00 · 401 (k)	0	23	(23)	0	276	(276)	276
5070-00 · Other Benefits and Expenses	20			21			
5000-00 · Salaries & Wages - Other	1,058	567	491	4,446	6,804	(2,358)	6,804
Total 5000-00 · Salaries & Wages	1,203	631	572	4,969	7,572	(2,603)	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	1,203	631	572	117,497	75,786	41,711	75,786
Net Ordinary Income	487	1,061	(574)	(28,631)	13,080	(41,711)	13,080
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,097	1,061	36	11,004	13,080	(2,076)	13,080
Total Other Expense	1,097	1,061	36	11,004	13,080	(2,076)	13,080
Net Other Income	(1,097)	(1,061)	(36)	(11,004)	(13,080)	2,076	(13,080)
Net Income	(610)	0	(610)	(39,635)	0	(39,635)	0

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

Accrual Basis

60 - Membership

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,341	10,833	508	134,936	130,000	4,936	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	7,000	(2,620)	7,000
Total 4251-00 · Tues AM Breakfast Club	0	636	(636)	7,705	10,000	(2,295)	10,000
4250-00 · Revenues-Membership Activities - Other	435	200	235	8,541	4,000	4,541	4,000
Total 4250-00 · Revenues-Membership Activities	435	836	(401)	16,246	69,200	(52,954)	69,200
Total Income	11,776	11,670	107	151,182	199,200	(48,018)	199,200
Gross Profit	11,776	11,670	107	151,182	199,200	(48,018)	199,200
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(16,500)	(16,500)	0	(16,500)
5020-00 · P/R - Tax Expense	290	434	(144)	5,033	5,211	(178)	5,211
5030-00 · P/R - Health Insurance Expense	1,001	849	152	8,605	10,188	(1,583)	10,188
5040-00 · P/R - Workmans Comp	39	44	(5)	386	532	(146)	532
5060-00 · 401 (k)	153	253	(101)	2,351	3,038	(687)	3,038
5070-00 · Other Benefits and Expenses	178	13	165	270	160	110	160
5000-00 · Salaries & Wages - Other	6,674	6,329	345	55,827	75,948	(20,121)	75,948
Total 5000-00 · Salaries & Wages	6,959	6,548	411	55,972	78,577	(22,605)	78,577
5100-00 · Rent							
5110-00 · Utilities	23	36	(13)	424	430	(6)	430
5140-00 · Repairs & Maintenance	0	44	(44)	107	525	(418)	525
5150-00 · Office - Cleaning	72	98	(26)	817	1,177	(360)	1,177
5100-00 · Rent - Other	646	497	148	7,648	5,965	1,683	5,965
Total 5100-00 · Rent	741	675	66	8,996	8,097	899	8,097
5310-00 · Telephone							
5320-00 · Telephone	124	150	(26)	1,439	1,800	(361)	1,800
Total 5310-00 · Telephone	124	150	(26)	1,439	1,800	(361)	1,800
5420-00 · Mail - USPS	0	8	(8)	103	100	3	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	42	(42)	0	500	(500)	500
5520-00 · Supplies - Other	26	83	(57)	604	1,000	(396)	1,000
Total 5520-00 · Supplies	26	125	(99)	604	1,500	(896)	1,500
5610-00 · Depreciation	0	8	(8)	0	96	(96)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	672	(672)	672
5710-00 · Taxes, Licenses & Fees	0	17	(17)	14	200	(186)	200
5740-00 · Equipment Rental/Leasing	64	225	(161)	1,153	2,700	(1,547)	2,700
5800-00 · Training Seminars	0	21	(21)	0	250	(250)	250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	83	(83)	0	1,000	(1,000)	1,000
Total 5900-00 · Professional Fees	0	83	(83)	0	1,000	(1,000)	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	1,500	(1,500)	633	5,000	(4,367)	5,000
6437-00 · Tuesday Morning Breakfast Club	0	546	(546)	2,724	6,000	(3,276)	6,000
6442-00 · Public Relations/Website	477	417	60	5,502	5,000	502	5,000
6444-00 · Trades	295			295			
6423-00 · Membership Activities - Other	0	550	(550)	1,894	8,500	(6,606)	8,500
Total 6423-00 · Membership Activities	772	3,012	(2,241)	12,270	52,000	(39,730)	52,000
6742-00 · Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 · Associate Relations	0	25	(25)	190	300	(110)	300
8500-00 · Credit Card Fees	70	182	(112)	1,385	3,500	(2,115)	3,500
8700-00 · Automobile Expenses	0	63	(63)	299	750	(451)	750
8750-00 · Meals/Meetings	0	83	(83)	368	1,000	(632)	1,000
8810-00 · Dues & Subscriptions	0	46	(46)	124	550	(427)	550
8920-00 · Bad Debt	0	0	0	3,434	0	3,434	0
Total Expense	8,756	11,327	(2,571)	88,701	153,092	(64,391)	153,092
Net Ordinary Income	3,020	343	2,677	62,481	46,108	16,373	46,108
Other Income/Expense							

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

Accrual Basis

60 - Membership

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Other Expense							
8990-00 - Allocated	2,195	2,065	130	22,007	26,107	(4,100)	26,107
Total Other Expense	2,195	2,065	130	22,007	26,107	(4,100)	26,107
Net Other Income	(2,195)	(2,065)	(130)	(22,007)	(26,107)	4,100	(26,107)
Net Income	826	(1,722)	2,548	40,473	20,001	20,472	20,001

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

70 - Administration

Accrual Basis

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,873	2,341	(468)	21,800	26,892	(5,092)	26,892
5030-00 · P/R - Health Insurance Expense	2,892	3,369	(477)	22,385	40,428	(18,043)	40,428
5040-00 · P/R - Workmans Comp	190	205	(15)	468	2,355	(1,887)	2,355
5060-00 · 401 (k)	526	1,171	(645)	9,065	13,452	(4,387)	13,452
5070-00 · Other Benefits and Expenses	385	240	145	1,307	2,000	(693)	2,000
5000-00 · Salaries & Wages - Other	34,800	29,265	5,535	301,612	336,180	(34,568)	336,180
Total 5000-00 · Salaries & Wages	40,666	36,591	4,075	356,637	421,307	(64,670)	421,307
5100-00 · Rent							
5110-00 · Utilities	87	175	(88)	1,577	2,040	(463)	2,040
5140-00 · Repairs & Maintenance	87	375	(288)	4,089	4,500	(411)	4,500
5150-00 · Office - Cleaning	270	200	70	3,042	2,650	392	2,650
5100-00 · Rent - Other	2,413	2,700	(287)	28,345	29,760	(1,415)	29,760
Total 5100-00 · Rent	2,857	3,450	(593)	37,054	38,950	(1,896)	38,950
5310-00 · Telephone							
5320-00 · Telephone	936	750	186	9,974	9,000	974	9,000
Total 5310-00 · Telephone	936	750	186	9,974	9,000	974	9,000
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	21			21			
5420-00 · Mail - USPS - Other	0	90	(90)	925	1,080	(155)	1,080
Total 5420-00 · Mail - USPS	21	90	(69)	945	1,080	(135)	1,080
5510-00 · Insurance/Bonding	269	795	(526)	10,480	9,540	940	9,540
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	250	(250)	855	3,000	(2,145)	3,000
5520-00 · Supplies - Other	375	625	(250)	5,491	7,500	(2,009)	7,500
Total 5520-00 · Supplies	375	875	(500)	6,346	10,500	(4,154)	10,500
5610-00 · Depreciation	0	32	(32)	0	380	(380)	380
5700-00 · Equipment Support & Maintenance	2,844	2,200	644	25,162	26,400	(1,238)	26,400
5710-00 · Taxes, Licenses & Fees	1,051	1,045	6	11,447	12,540	(1,093)	12,540
5740-00 · Equipment Rental/Leasing	141	341	(200)	4,548	4,092	456	4,092
5800-00 · Training Seminars	0	400	(400)	89	4,800	(4,711)	4,800
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	340	625	(285)	3,340	7,500	(4,160)	7,500
5920-00 · Professional Fees - Accountant	0	0	0	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	0	1,500	(1,500)	1	21,000	(20,999)	21,000
Total 5900-00 · Professional Fees	340	2,125	(1,785)	25,166	53,400	(28,234)	53,400
5941-00 · Research & Planning	0	300	(300)	0	3,600	(3,600)	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	1,951	3,000	(1,049)	3,000
8200-00 · Associate Relations	0	345	(345)	432	4,140	(3,708)	4,140
8300-00 · Board Functions	1,710	150	1,560	23,342	5,950	17,392	5,950
8500-00 · Credit Card Fees	0	0	0	175	0	175	0
8600-00 · Additional Opportunites	650	500	150	1,300	6,000	(4,700)	6,000
8700-00 · Automobile Expenses	65	250	(185)	459	3,000	(2,541)	3,000
8750-00 · Meals/Meetings	0	150	(150)	534	1,800	(1,266)	1,800
8810-00 · Dues & Subscriptions	329	300	29	7,449	3,600	3,849	3,600
8920-00 · Bad Debt	1			1			
Total Expense	52,254	50,689	1,565	523,863	623,079	(99,216)	623,079
Net Ordinary Income	(52,254)	(50,689)	(1,565)	(523,863)	(623,079)	99,216	(623,079)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(52,254)	(50,688)	(1,566)	(523,981)	(623,078)	99,097	(623,078)
Total Other Expense	(52,254)	(50,688)	(1,566)	(523,981)	(623,078)	99,097	(623,078)
Net Other Income	52,254	50,688	1,566	523,981	623,078	(99,097)	623,078
Net Income	0	(1)	1	117	(1)	118	(1)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

June 30, 2020

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of June 30, 2020

Accrual Basis

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	491,681	363,031	128,650	35%
Total Checking/Savings	491,681	363,031	128,650	35%
Accounts Receivable				
1200-00 · Accounts Receivable	3,285	10,196	(6,910)	(68)%
Total Accounts Receivable	3,285	10,196	(6,910)	(68)%
Other Current Assets				
1200-99 · Accounts Receivable - Other	22,820	0	22,820	100%
1300 · Reimbursements Receivable	5,500	4,362	1,138	26%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	28,420	4,462	23,958	537%
Total Current Assets	523,386	377,688	145,698	39%
Other Assets				
1400-00 · Prepaid Expenses	8,321	12,340	(4,020)	(33)%
Total Other Assets	8,321	12,340	(4,020)	(33)%
TOTAL ASSETS	531,707	390,029	141,678	36%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	50,904	365,187	(314,283)	(86)%
Total Accounts Payable	50,904	365,187	(314,283)	(86)%
Total Current Liabilities	50,904	365,187	(314,283)	(86)%
Total Liabilities	50,904	365,187	(314,283)	(86)%
Equity				
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87)%
Net Income	455,961	(164,591)	620,552	377%
Total Equity	480,803	24,842	455,961	1,835%
TOTAL LIABILITIES & EQUITY	531,707	390,029	141,678	36%

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of June 30, 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
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>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,285.30</u>	<u>3,285.30</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	51.76	0.00	0.00	0.00	0.00	51.76
Generikal Design	750.00	0.00	0.00	0.00	0.00	750.00
Great British Airways	0.00	7,394.40	0.00	0.00	0.00	7,394.40
Greg Howey	66.36	0.00	0.00	0.00	0.00	66.36
IVCB Visitors Bureau	111.99	0.00	0.00	0.00	0.00	111.99
NLTRA	131.58	0.00	0.00	0.00	0.00	131.58
Richter7	5,176.41	0.00	0.00	0.00	0.00	5,176.41
Smith & Jones, Inc.	3,420.00	1,963.50	0.00	0.00	0.00	5,383.50
Sterling Valley Systems, Inc.	0.00	8,337.50	0.00	0.00	0.00	8,337.50
The Abbi Agency, Inc	23,500.00	0.00	0.00	0.00	0.00	23,500.00
TOTAL	<u>33,208.10</u>	<u>17,695.40</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>50,903.50</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2019 through June 2020

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
Income				
4000-00 · LTVCBVB Funding	842,000.00	942,000.00	-100,000.00	-10.6%
4001-00 · NLTRA Funding	1,503,362.00	1,459,827.00	43,535.00	3.0%
4004-00 · IVCBVB Entertainment	8,000.00	8,000.00	0.00	0.0%
Total Income	2,353,362.00	2,409,827.00	-56,465.00	-2.3%
Gross Profit	2,353,362.00	2,409,827.00	-56,465.00	-2.3%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	5,104.00	20,716.81	-15,612.81	-75.4%
5002-00 · Consumer Print	0.00	47,775.00	-47,775.00	-100.0%
5002-01 · Native Display	9,250.00	28,713.00	-19,463.00	-67.8%
5004-00 · Trip Advisor	66,400.69	106,302.07	-39,901.38	-37.5%
5005-00 · Paid Social	105,596.70	176,025.38	-70,428.68	-40.0%
5005-01 · Digital Display	155,778.15	178,963.32	-23,185.17	-13.0%
5005-02 · Retargeting Video	14,972.28	0.00	14,972.28	100.0%
5007-00 · Creative Production	160,810.21	182,363.65	-21,553.44	-11.8%
5010-00 · Account Strategy & Management	74,000.00	84,000.00	-10,000.00	-11.9%
5010-01 · Digital Management & Reporting	19,000.00	36,000.00	-17,000.00	-47.2%
5010-02 · Website Strategy & Analysis	12,400.00	24,000.00	-11,600.00	-48.3%
5013-00 · Outdoor	115,000.00	111,000.00	4,000.00	3.6%
5015-00 · Video	20,176.21	15,636.55	4,539.66	29.0%
5017-00 · Rich Media	34,987.64	70,000.00	-35,012.36	-50.0%
5018-00 · Media Commission	77,939.44	106,174.28	-28,234.84	-26.6%
5018-01 · Digital Ad Serving	2,194.45	2,073.00	121.45	5.9%
5020-00 · Search Engine Marketing	44,823.15	50,147.62	-5,324.47	-10.6%
5022-00 · Email	26,476.66	44,999.00	-18,522.34	-41.2%
Total 5000-00 · CONSUMER MARKETING	944,909.58	1,284,889.68	-339,980.10	-26.5%
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	2,013.16	4,915.04	244.2%
5113-00 · Additional Opportunities	3,392.02	6,194.31	-2,802.29	-45.2%
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	4,289.85	-1,897.50	-44.2%
5132-00 · FAMS -Intl - Media	35.00	11,690.48	-11,655.40	-99.7%
5133-00 · Ski-Tops	0.00	1,226.34	-1,226.34	-100.0%
5134-00 · Intl Marketing - Additional Opp	11,921.32	3,835.00	8,086.32	210.9%
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	8,939.00	-672.59	-7.5%
5141-00 · Australian Sales Mission	0.00	2,455.55	-2,455.55	-100.0%
5142-00 · UK Sales Mission	2,176.93	7,765.18	-5,588.25	-72.0%
5143-00 · Mountain Travel Symposium	37.93	4,978.01	-4,940.08	-99.2%
5144-00 · IPW - POW WOW	257.16	13,452.02	-13,194.86	-98.1%
5145-00 · TIA Annual Dues	2,695.00	2,635.00	60.00	2.3%
5146-00 · UK / Black Diamond	27,500.01	35,107.07	-7,607.06	-21.7%
5147-00 · AUS / Gate 7	26,469.00	48,565.18	-22,096.18	-45.5%
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	7,664.93	-1,255.75	-16.4%
5154-00 · Canada - Other	16,859.94	27,456.16	-10,596.22	-38.6%
Total 5154-00 · Canada	23,269.12	35,121.09	-11,851.97	-33.8%
5155-00 · California Star Program	2,333.35	3,500.00	-1,166.65	-33.3%
5156-00 · German Trade Representation	19,560.31	0.00	19,560.31	100.0%
Total 5110-00 · LEISURE SALES	152,828.16	230,783.29	-77,955.13	-33.8%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	23,400.00	26,400.00	-3,000.00	-11.4%
5201-00 · National, Regional, & Local PR	49,250.00	60,000.00	-10,750.00	-17.9%
5202-00 · PR Program/ Content Dev - Blogs	21,000.00	21,600.00	-600.00	-2.8%
5202-01 · Rich Content Development	18,975.00	0.00	18,975.00	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	4,286.00	6,000.00	-1,714.00	-28.6%
5207-00 · Content Campaigns/Tools-My Emma	3,600.00	3,600.00	0.00	0.0%
5208-00 · International Travel Media FAMS	5,252.35	12,052.60	-6,800.25	-56.4%
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	32,215.60	-12,442.54	-38.6%
5210-00 · Content Dev - Newsletters	21,600.00	24,000.00	-2,400.00	-10.0%
5211-00 · Social Media Strategy & Mgmt	48,000.00	48,000.00	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	6,000.00	-3,500.00	-58.3%
5214-00 · Social Takeover	7,951.75	13,000.00	-5,048.25	-38.8%
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	245,322.86	296,085.93	-50,763.07	-17.1%
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	15,300.00	-12,750.00	-83.3%
6005-00 · Paid Media	6,276.18	12,036.95	-5,760.77	-47.9%
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	12,000.00	-3,600.00	-30.0%
6016-00 · MCC Search Engine Marketing	3,408.21	0.00	3,408.21	100.0%
6018-00 · MCC Media Commission	5,840.88	9,743.61	-3,902.73	-40.1%
6018-01 · MCC Digital Ad Serving	1.26	35.95	-34.69	-96.5%
6128-00 · HelmsBriscoe Strategic Partner	6,916.63	6,000.00	916.63	15.3%
6152-00 · Client Events / Opportunities	10,789.44	21,312.94	-10,523.50	-49.4%
6153-00 · Chicago Sales Rep Support	2,027.29	8,982.34	-6,955.05	-77.4%
Total 6000-00 · CONFERENCE SALES	89,295.76	171,240.63	-81,944.87	-47.9%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	2,460.25	5,751.00	-3,290.75	-57.2%
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 June 2020

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	5,161.06	1,604.68	3,556.38	221.6%
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	2,556.29	-163.88	-6.4%
6127-00 · CalSAE Annual	1,022.07	6,900.39	-5,878.32	-85.2%
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	5,960.76	-643.96	-10.8%
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	1,663.15	-1,152.39	-69.3%
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	4,422.18	-1,172.18	-26.5%
6166-00 · Sports Commission	0.00	3,638.61	-3,638.61	-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	61,277.26	114,904.16	-53,626.90	-46.7%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	33,558.60	44,634.98	-11,076.38	-24.8%
5009-00 · Fulfillment / Mail	9,131.89	11,137.31	-2,005.42	-18.0%
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	2,000.04	2,000.00	0.04	0.0%
7001-00 · Miscellaneous	253.04	599.13	-346.09	-57.8%
7002-00 · CRM Subscription	7,499.98	9,999.96	-2,499.98	-25.0%
7003-00 · IVCBVB Entertainment Fund	2,258.40	6,229.37	-3,970.97	-63.8%
7004-00 · Research	30,030.02	29,203.74	826.28	2.8%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	30,000.00	35,000.00	-5,000.00	-14.3%
7007-00 · Destimetrics / DMX	33,350.00	33,350.00	0.00	0.0%
7008-00 · Opportunistic Funds	34,373.27	100,619.72	-66,246.45	-65.8%
7009-00 · Tahoe Cam Usage	2,124.00	1,062.00	1,062.00	100.0%
7010-00 · Photo Management & Storage	6,599.04	0.00	6,599.04	100.0%
7011-00 · TrendKite PR Software	2,499.99	0.00	2,499.99	100.0%
8700-00 · Automobile Expense*	3,456.56	6,633.96	-3,177.40	-47.9%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	324.99	-5,779.00	6,103.99	105.6%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	287,464.85	389,691.17	-102,226.32	-26.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	51,000.00	42,999.96	8,000.04	18.6%
8003-00 · Website Hosting Maintenance	65,302.26	43,822.88	21,479.38	49.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	116,302.26	86,822.84	29,479.42	34.0%
Total Expense	1,897,400.73	2,574,417.70	-677,016.97	-26.3%
Net Income	455,961.27	-164,590.70	620,551.97	377.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

June 2020

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	(35,496)	64,504	(100,000)	842,000	942,000	(100,000)	942,000
4001-00 · NLTRA Funding	81,918	81,918	0	1,503,362	1,503,362	0	1,503,362
4004-00 · IVCBVB Entertainment	2,000	2,000	0	8,000	8,000	0	8,000
Total Income	48,422	148,422	(100,000)	2,353,362	2,453,362	(100,000)	2,453,362
Gross Profit	48,422	148,422	(100,000)	2,353,362	2,453,362	(100,000)	2,453,362
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	6,400	(6,400)	5,104	16,720	(11,616)	16,720
5002-01 · Native Display	0	5,250	(5,250)	9,250	68,000	(58,750)	68,000
5004-00 · Trip Advisor	0	8,337	(8,337)	66,401	100,000	(33,599)	100,000
5005-00 · Paid Social	3,647	8,788	(5,141)	105,597	139,000	(33,403)	139,000
5005-01 · Digital Display	0	6,750	(6,750)	155,778	85,000	70,778	85,000
5005-02 · Retargeting Video	0	2,500	(2,500)	14,972	30,000	(15,028)	30,000
5007-00 · Creative Production	128	12,469	(12,342)	160,810	158,219	2,591	158,219
5010-00 · Account Strategy & Management	7,000	7,000	0	74,000	84,000	(10,000)	84,000
5010-01 · Digital Management & Reporting	1,000	2,000	(1,000)	19,000	24,000	(5,000)	24,000
5010-02 · Website Strategy & Analysis	1,000	1,200	(200)	12,400	14,400	(2,000)	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	35,000	(14,824)	35,000
5017-00 · Rich Media	0	0	0	34,988	50,000	(15,012)	50,000
5018-00 · Media Commission	606	12,347	(11,741)	77,939	103,607	(25,668)	103,607
5018-01 · Digital Ad Serving	0	504	(504)	2,194	6,050	(3,856)	6,050
5020-00 · Search Engine Marketing	975	5,000	(4,025)	44,823	60,000	(15,177)	60,000
5022-00 · Email	0	3,500	(3,500)	26,477	35,000	(8,523)	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	15,000	(15,000)	15,000
5028-00 · High Impact Media	0	3,750	(3,750)	0	45,000	(45,000)	45,000
Total 5000-00 · CONSUMER MARKETING	14,356	90,795	(76,439)	944,910	1,204,746	(259,836)	1,204,746
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	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	1,750	(1,750)	3,392	7,000	(3,608)	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	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	0	2,500	(2,500)	2,392	10,500	(8,108)	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	7,394	2,750	4,644	11,921	11,000	921	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	1,800	(1,800)	0	6,550	(6,550)	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	(4,000)	4,000	257	11,000	(10,743)	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	27,500	31,000	(3,500)	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	2,333	3,500	(1,167)	3,500
5156-00 · German Trade Representation	1,583	1,000	583	19,560	23,000	(3,440)	23,000
Total 5110-00 · LEISURE SALES	10,936	5,800	5,136	152,828	222,695	(69,867)	222,695
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,200	2,200	(1,000)	23,400	26,400	(3,000)	26,400
5201-00 · National, Regional, & Local PR	750	5,000	(4,250)	49,250	60,000	(10,750)	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	0	21,000	24,000	(3,000)	24,000
5202-01 · Rich Content Development	14,000	0	14,000	18,975	22,000	(3,025)	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	200	500	(300)	4,286	6,000	(1,714)	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	3,600	3,600	0	3,600
5208-00 · International Travel Media FAMS	0	1,700	(1,700)	5,252	13,600	(8,348)	13,600
5208-01 · Int'l FAM Hard Cost	0	1,500	(1,500)	2,108	12,000	(9,892)	12,000
5208-02 · Int'l Media Retainer	0	300	(300)	2,650	3,600	(950)	3,600
5209-00 · Domestic Travel Media FAMS	0	0	0	19,773	38,500	(18,727)	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	0	21,600	21,600	0	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	48,000	48,000	0	48,000
5212-00 · Social Giveaways & Contests	0	0	0	6,154	9,200	(3,046)	9,200
5213-00 · Facebook Live	0	0	0	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	24,250	19,300	4,950	245,323	321,580	(76,257)	321,580
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0			17,260	23,850	(6,590)	23,850

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2020

Accrual Basis

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun ...	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	7,650	(5,100)	7,650
6005-00 · Paid Media	0	837	(837)	6,276	10,000	(3,724)	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	30,000	(15,464)	30,000
6008-00 · Conference PR / Social Outreach	0	1,000	(1,000)	8,400	12,000	(3,600)	12,000
6016-00 · MCC Search Engine Marketing	0			3,408			
6018-00 · MCC Media Commission	0	331	(331)	5,841	8,861	(3,020)	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	6,917	6,000	917	6,000
6152-00 · Client Events / Opportunities	0	0	0	10,789	15,000	(4,211)	15,000
6153-00 · Chicago Sales Rep Support	147	600	(453)	2,027	10,000	(7,973)	10,000
Total 6000-00 · CONFERENCE SALES	731	4,618	(3,887)	89,296	144,361	(55,065)	144,361
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	132	650	(518)	2,460	7,000	(4,540)	7,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	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	0	0	0	4,000	(4,000)	4,000
6151-00 · Destination CA	0	0	0	0	1,500	(1,500)	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	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	1,000	(1,000)	3,250	5,000	(1,750)	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	132	1,650	(1,518)	61,277	106,610	(45,333)	106,610
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	12,500	(12,500)	33,559	50,000	(16,441)	50,000
5009-00 · Fulfillment / Mail	112	1,000	(888)	9,132	12,000	(2,868)	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	2,000	2,000	0	2,000
7001-00 · Miscellaneous	0	0	0	253	0	253	0
7002-00 · CRM Subscription	0	833	(833)	7,500	9,996	(2,496)	9,996
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	2,258	8,000	(5,742)	8,000
7004-00 · Research	0	0	0	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	8,338	0	8,338	33,350	33,352	(2)	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	2,124	0	2,124
7010-00 · Photo Management & Storage	550	592	(42)	6,599	7,104	(505)	7,104
7011-00 · TrendKite PR Software	0	333	(333)	2,500	3,996	(1,496)	3,996
8700-00 · Automobile Expense*	66	400	(334)	3,457	4,800	(1,343)	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0	0	0	325	0	325	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	9,232	17,835	(8,603)	287,465	352,372	(64,907)	352,372
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	51,000	51,000	0	51,000
8003-00 · Website Hosting Maintenance	5,384	4,174	1,210	65,302	50,000	15,302	50,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	9,634	8,424	1,210	116,302	101,000	15,302	101,000
Total Expense	69,270	148,422	(79,152)	1,897,401	2,453,364	(555,963)	2,453,364
Net Income	(20,848)	0	(20,848)	455,961	(2)	455,963	(2)

KEY METRICS FOR June 30, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru May 2020)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
2011 - 2012	3,578,859	1,708,682	3,083,886	1,461,499	\$ 9,832,926	
2012 - 2013	3,767,648	2,018,857	4,199,290	1,352,487	\$ 11,338,282	
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799	
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811	
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078	
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703	
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680	
2018 - 2019	6,865,753	3,832,273	6,816,271	3,346,850	\$ 20,861,147	
2019 - 2020	7,006,544	3,949,418	5,217,807		\$ 16,173,769	updated

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru June 2020)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	41841	44438	42292	37510	-11.31%
Phone	3297	3074	2806	3452	23.02%
Email	343	378	404	463	14.60%
Kings Beach (Walk In)	3926	8733	11881	8251	-30.55%
NLT - Event Traffic	6,800	6509	5113	3467	-32.19%
Total	56,207	63,132.00	62,496.00	53,143.00	-14.97%

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		June 2020
California (pop. 38,332,521)		14.9%
Placer County (367,309)		11.2%
Dollar Point (1,215)		7.8%
Kings Beach (3,893)		4.4%
Sunnyside/Tahoe City (1,557)		16.6%
Tahoe Vista (1,433)		2.4%

Destimetrics Reservations Activity	FYTD 2019	FYTD 2020	YOY % Change
Occupancy	52.2%	27.3%	-47.7%
ADR (Average Daily Rate)	\$ 309	\$ 385	24.6%
RevPAR (Rev per Available Room)	\$ 161	\$ 105	-34.8%
Occupancy 1 Mth Forecast	56.3%	39.0%	-30.8%
ADR 1 Mth Forecast	\$ 389	\$ 530	36.2%
RevPAR 1 Mth Forecast	\$ 219	\$ 207	-5.7%
Occupancy (prior 6 months)	51.9%	28.4%	-45.4%
ADR (prior 6 months)	\$ 327	\$ 394	20.3%
RevPAR (prior 6 months)	\$ 170	\$ 112	-34.2%
Occupancy (next 6 months)	29.0%	18.4%	-36.4%
ADR (next 6 months)	\$ 331	\$ 422	27.5%
RevPAR (next 6 months)	\$ 96	\$ 78	-18.9%

Total Chamber Membership	
June 2016	508
June 2017	424
June 2018	378
June 2019	371
June 2020	362

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 6/30/2020						
FORWARD LOOKING	2018-19		2019-20		YOY % Change	
	Actuals	Forecasted	Forecasted	Forecasted		
Total Revenue Booked	\$2,890,990	\$ 2,818,476	\$ 2,685,035	\$ 2,685,035	-4.73%	
Commission for this Revenue	\$ 79,949	\$ 81,900	\$ 46,373	\$ 46,373	-43.38%	
Number of Room Nights	14,165	13,212	11,502	11,502	-12.94%	
Number of Bookings	72	67	53	53	-20.90%	
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	66%	78%	\$1,850,907	\$ 1,852,363	\$ 2,096,775	13.19%
Washoe	11%	14%	\$314,610	\$ 314,610	\$ 381,642	21.31%
South Lake	23%	8%	\$725,473	\$ 651,503	\$ 206,618	-68.29%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,818,476	\$ 2,685,035	-4.73%
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%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month*Yr June 2020
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
06.19.2020	A	Dick's Sporting Goods	565221	Health Reimbursement - Mountain Bike		\$400.00	5070-00/Alloc
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
TOTAL - CREDIT CARD EXPENSES							
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	
						\$400.00	

Signed By: Jeff Hentz
 Date: 7/10/2020

Approved By: _____
 Date: _____

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	DATE SCANNED
		<u>BB</u>	7/13/2020

DICK'S SPORTING GOODS

RENO, NV
(775) 636-7838

06/19/20 05:53 PM
RECEIPT EXPIRES ON 09/17/20

S-01215 R-43 T-2412 A-0555221 SALE

Your associate today is: Jonathan

Customer Copy

739248825693 WLOPROWHIT/W 79.99
038675207608 AGGRESSORP/M 479.99

ITEM TOTAL *new mt. bike* 559.98
SUBTOTAL 559.98
TAX 46.28

TOTAL \$606.26

VISA \$606.26

ACCOUNT #: *****2627

AUTH# 03370D

INSERTED

AID: A0000000031010

TVR: 0880008000

IAD: 06021203A02000

TSI: E800

APPL: VISA CREDIT

ARC: 00

CHANGE DUE 0.00



1012150432412061920018

ScoreCard #: 633891710019

Points earned on this purchase: 559.98
Current points balance: 901.95

Congratulations! You will be receiving a
\$30 Reward in the next few weeks. Check
Reward availability on DicksSportingGoods.
com

You need 298.05 more points to earn your
next Reward!

The totals above may not reflect all bonus
points earned. You can check your points
balance anytime at DicksSportingGoods.com.

Join DICK'S Text Alerts!

Text WIN to 24001 to get recurring
autodialed mktg msgs at # used at
opt-in. Msg&data rates apply. Consent
is not req'd for purchase. STOP 2 cancel.
Terms dicks.com/terms

Privacy Policy dicks.com/privacy

Get \$10 off your next purchase of \$50!
Complete our Customer Survey at
www.DicksSportingGoods.com/feedback

Survey entry code:
01215-171-241243-17536

Survey must be completed within
7 days of store visit.
DISPONIBLE EN ESPANOL

RP represents the return price for
an item based on all discounts
that have been applied.

\$400.00
5070-00/adjust
alloc

(A)