

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of July 31, 2020

Accrual Basis

| | <u>Jul 31, 20</u> | <u>Jul 31, 19</u> | <u>\$ Change</u> | <u>% Change</u> | <u>Jun 30, 20</u> |
|---------------------------------------|-----------------------|-----------------------|-----------------------|--------------------|-----------------------|
| ASSETS | | | | | |
| Current Assets | | | | | |
| Checking/Savings | | | | | |
| 1000-00 · Cash | 489,420 | 324,594 | 164,826 | 51% | 491,681 |
| Total Checking/Savings | <u>489,420</u> | <u>324,594</u> | <u>164,826</u> | <u>51%</u> | <u>491,681</u> |
| Accounts Receivable | | | | | |
| 1200-00 · Accounts Receivable | 1,335 | 198,504 | (197,169) | (99%) | 1,335 |
| Total Accounts Receivable | <u>1,335</u> | <u>198,504</u> | <u>(197,169)</u> | <u>(99%)</u> | <u>1,335</u> |
| Other Current Assets | | | | | |
| 1200-99 · Accounts Receivable - Other | 22,820 | 0 | 22,820 | 100% | 25,720 |
| 1300 · Reimbursements Receivable | 6,205 | 391 | 5,814 | 1,487% | 11,705 |
| 1350-00 · Security Deposits | 100 | 3,325 | (3,225) | (97%) | 100 |
| Total Other Current Assets | <u>29,125</u> | <u>3,716</u> | <u>25,409</u> | <u>684%</u> | <u>37,525</u> |
| Total Current Assets | <u>519,880</u> | <u>526,814</u> | <u>(6,934)</u> | <u>(1%)</u> | <u>530,541</u> |
| Other Assets | | | | | |
| 1400-00 · Prepaid Expenses | 32,704 | 29,771 | 2,933 | 10% | 8,321 |
| Total Other Assets | <u>32,704</u> | <u>29,771</u> | <u>2,933</u> | <u>10%</u> | <u>8,321</u> |
| TOTAL ASSETS | <u><u>552,584</u></u> | <u><u>556,585</u></u> | <u><u>(4,001)</u></u> | <u><u>(1%)</u></u> | <u><u>538,862</u></u> |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 45,452 | 466,945 | (421,493) | (90%) | 51,879 |
| Total Accounts Payable | <u>45,452</u> | <u>466,945</u> | <u>(421,493)</u> | <u>(90%)</u> | <u>51,879</u> |
| Total Current Liabilities | <u>45,452</u> | <u>466,945</u> | <u>(421,493)</u> | <u>(90%)</u> | <u>51,879</u> |
| Total Liabilities | <u>45,452</u> | <u>466,945</u> | <u>(421,493)</u> | <u>(90%)</u> | <u>51,879</u> |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 486,983 | 24,842 | 462,141 | 1,860% | 24,842 |
| Net Income | <u>20,149</u> | <u>64,797</u> | <u>(44,648)</u> | <u>(69%)</u> | <u>462,141</u> |
| Total Equity | <u>507,132</u> | <u>89,639</u> | <u>417,493</u> | <u>466%</u> | <u>486,983</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>552,584</u></u> | <u><u>556,584</u></u> | <u><u>(4,000)</u></u> | <u><u>(1%)</u></u> | <u><u>538,862</u></u> |

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of July 31, 2020

| | Current | 1 - 30 | 31 - 60 | 61 - 90 | > 90 | TOTAL |
|-----------------------------|----------------|---------------|----------------|----------------|-----------------|-----------------|
| Augustine Ideas* | 0.00 | 0.00 | 0.00 | 0.00 | 390.00 | 390.00 |
| Northstar California | 0.00 | 0.00 | 0.00 | 0.00 | 945.30 | 945.30 |
| TOTAL | 0.00 | 0.00 | 0.00 | 0.00 | 1,335.30 | 1,335.30 |

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

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|-------------------------------------|-------------------------|----------------------|--------------------|--------------------|--------------------|-------------------------|
| ASAE The Center for Assn Leadership | 0.00 | 475.00 | 0.00 | 0.00 | 0.00 | 475.00 |
| AugustineIdeas | 12,558.38 | 0.00 | 0.00 | 0.00 | 0.00 | 12,558.38 |
| Liz Bowling | 38.93 | 0.00 | 0.00 | 0.00 | 0.00 | 38.93 |
| NLTRA | 958.04 | 0.00 | 0.00 | 0.00 | 0.00 | 958.04 |
| PlumpJack Squaw Valley Inn | 0.00 | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 |
| Richter7 | 18,896.26 | 0.00 | 0.00 | 0.00 | 0.00 | 18,896.26 |
| SDBX Studio, LLC | 375.00 | 0.00 | 0.00 | 0.00 | 0.00 | 375.00 |
| Tahoe Mountain Lodging* | 0.00 | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 |
| The Abbi Agency, Inc | 11,650.00 | 0.00 | 0.00 | 0.00 | 0.00 | 11,650.00 |
| TOTAL | <u>44,476.61</u> | <u>975.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>45,451.61</u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2020

| | Jul 20 | Budget | \$ Over Budget | Jul 20 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------------|----------------|-----------------|---------------|----------------|-----------------|------------------|
| Income | | | | | | | |
| 4000-00 · LTIVCBVB Funding | 0 | 0 | 0 | 0 | 0 | 0 | 592,000 |
| 4001-00 · NLTRA Funding | 79,439 | 79,439 | 0 | 79,439 | 79,439 | 0 | 1,000,000 |
| 4004-00 · IVCBVB Entertainment | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 4005-00 · Prior Year Net Income | 0 | 34,903 | (34,903) | 0 | 34,903 | (34,903) | 424,286 |
| Total Income | 79,439 | 114,342 | (34,903) | 79,439 | 114,342 | (34,903) | 2,024,286 |
| Gross Profit | 79,439 | 114,342 | (34,903) | 79,439 | 114,342 | (34,903) | 2,024,286 |
| Expense | | | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | | | |
| 5001-00 · Broadcast / Radio - High Notes | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 |
| 5002-01 · Native Display | 0 | 0 | 0 | 0 | 0 | 0 | 42,501 |
| 5004-00 · Trip Advisor | 0 | 1,800 | (1,800) | 0 | 1,800 | (1,800) | 85,000 |
| 5005-00 · Paid Social | 961 | 8,300 | (7,339) | 961 | 8,300 | (7,339) | 120,000 |
| 5005-01 · Digital Display / Retargeting | 0 | 1,200 | (1,200) | 0 | 1,200 | (1,200) | 87,000 |
| 5005-02 · Retargeting Video | 0 | 1,000 | (1,000) | 0 | 1,000 | (1,000) | 10,000 |
| 5007-00 · Creative Production | | | | | | | |
| 5007-01 · Creative Production | 11,670 | | | 11,670 | | | |
| 5007-02 · Website Production | 889 | | | 889 | | | |
| 5007-00 · Creative Production - Other | 128 | 15,128 | (15,001) | 128 | 15,128 | (15,001) | 105,364 |
| Total 5007-00 · Creative Production | 12,686 | 15,128 | (2,442) | 12,686 | 15,128 | (2,442) | 105,364 |
| 5010-00 · Account Strategy & Management | 6,000 | 6,000 | 0 | 6,000 | 6,000 | 0 | 72,000 |
| 5010-02 · Website Strategy & Analysis | 0 | 3,117 | (3,117) | 0 | 3,117 | (3,117) | 37,400 |
| 5013-00 · Outdoor | 0 | 0 | 0 | 0 | 0 | 0 | 115,000 |
| 5015-00 · Video | 0 | 2,650 | (2,650) | 0 | 2,650 | (2,650) | 115,000 |
| 5017-00 · Rich Media | 0 | 0 | 0 | 0 | 0 | 0 | 35,000 |
| 5018-00 · Media Commission | 529 | 2,160 | (1,631) | 529 | 2,160 | (1,631) | 98,211 |
| 5018-01 · Digital Ad Serving | 0 | 250 | (250) | 0 | 250 | (250) | 3,000 |
| 5020-00 · Search Engine Marketing | 3,447 | 2,800 | 647 | 3,447 | 2,800 | 647 | 65,000 |
| 5022-00 · Email | 0 | 0 | 0 | 0 | 0 | 0 | 35,000 |
| 5024-00 · Fusion 7 | 2,000 | 2,000 | 0 | 2,000 | 2,000 | 0 | 24,000 |
| 5025-00 · Expedia | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| 5028-00 · High Impact Media | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| Total 5000-00 · CONSUMER MARKETING | 25,623 | 46,405 | (20,782) | 25,623 | 46,405 | (20,782) | 1,104,476 |
| 5110-00 · LEISURE SALES | | | | | | | |
| 5107-00 · Creative Production | 0 | 0 | 0 | 0 | 0 | 0 | 7,250 |
| 5111-00 · FAMS - Domestic | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 5112-00 · Training / Sales Calls | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 |
| 5113-00 · Additional Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 10,000 |
| 5115-00 · Travel Agent Incentive Program | 0 | 0 | 0 | 0 | 0 | 0 | 2,000 |
| 5120-00 · Domestic - Trade Shows | 0 | 0 | 0 | 0 | 0 | 0 | 6,500 |
| 5131-00 · FAMS -Intl - Travel Trade | 0 | 0 | 0 | 0 | 0 | 0 | 5,510 |
| 5133-00 · Ski-Tops | 0 | 0 | 0 | 0 | 0 | 0 | 2,545 |
| 5134-00 · Intl Marketing - Additional Opp | 0 | 0 | 0 | 0 | 0 | 0 | 4,000 |
| 5137-00 · Co-op Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 12,000 |
| 5143-00 · Mountain Travel Symposium | 0 | 0 | 0 | 0 | 0 | 0 | 5,350 |
| 5144-00 · IPW - POW WOW | 0 | 0 | 0 | 0 | 0 | 0 | 11,000 |
| 5145-00 · TIA Annual Dues | 0 | 0 | 0 | 0 | 0 | 0 | 2,695 |
| 5147-00 · AUS / Gate 7 | 1,013 | 0 | 1,013 | 1,013 | 0 | 1,013 | 12,150 |
| 5154-00 · Canada | | | | | | | |
| 5154-01 · Canada Sales Mission | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 5154-00 · Canada - Other | 0 | 0 | 0 | 0 | 0 | 0 | 12,000 |
| Total 5154-00 · Canada | 0 | 0 | 0 | 0 | 0 | 0 | 18,000 |
| 5155-00 · California Star Program | 292 | 3,500 | (3,208) | 292 | 3,500 | (3,208) | 3,500 |
| Total 5110-00 · LEISURE SALES | 1,304 | 3,500 | (2,196) | 1,304 | 3,500 | (2,196) | 112,000 |
| 5200-00 · PUBLIC RELATIONS | | | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 1,500 | 1,500 | 0 | 1,500 | 1,500 | 0 | 18,000 |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,750 | 2,500 | (750) | 1,750 | 2,500 | (750) | 18,500 |
| 5204-00 · Media Mission(s) | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 5206-00 · Digital Buy/ Social Media Boost | 500 | 500 | 0 | 500 | 500 | 0 | 6,000 |
| 5207-00 · Content Campaigns/Tools-My Emma | 300 | 300 | 0 | 300 | 300 | 0 | 3,600 |
| 5209-00 · Domestic Travel Media FAMS | 916 | 0 | 916 | 916 | 0 | 916 | 20,000 |
| 5210-00 · Content Dev - Newsletters | 1,800 | 1,800 | 0 | 1,800 | 1,800 | 0 | 21,600 |
| 5211-00 · Social Media Strategy & Mgmt | 4,000 | 4,000 | 0 | 4,000 | 4,000 | 0 | 48,000 |
| 5212-00 · Social Giveaways & Contests | 0 | 0 | 0 | 0 | 0 | 0 | 10,500 |
| 5213-00 · Facebook Live | 0 | 150 | (150) | 0 | 150 | (150) | 150 |
| 5214-00 · Social Takeover | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| 5216-00 · PR Content Development + Distri | 0 | 700 | (700) | 0 | 700 | (700) | 8,400 |
| 5218-00 · Crisis Communication / Training | 0 | 0 | 0 | 0 | 0 | 0 | 4,900 |
| 5221-00 · Photography & Video Asset Dev | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| 5222-00 · Media Tracking / Membership | 1,800 | 1,166 | 634 | 1,800 | 1,166 | 634 | 14,000 |
| 5280-00 · PR Meals / Entertainment | 29 | | | 29 | | | |
| Total 5200-00 · PUBLIC RELATIONS | 12,594 | 12,616 | (22) | 12,594 | 12,616 | (22) | 233,650 |
| 6000-00 · CONFERENCE SALES | | | | | | | |
| 6002-00 · Destination Print | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| 6003-00 · Geo-Fence Targeting | 0 | 0 | 0 | 0 | 0 | 0 | 3,000 |
| 6004-00 · Email | 0 | 0 | 0 | 0 | 0 | 0 | 5,000 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2020

| | Jul 20 | Budget | \$ Over Budget | Jul 20 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------------|----------------|-----------------|---------------|----------------|-----------------|------------------|
| 6005-00 · Paid Media | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 6006-00 · CVENT | 10,678 | 11,200 | (522) | 10,678 | 11,200 | (522) | 11,200 |
| 6007-00 · Creative Production | 0 | 0 | 0 | 0 | 0 | 0 | 14,744 |
| 6014-00 · MCC Group Incentive Program | 0 | 0 | 0 | 0 | 0 | 0 | 10,000 |
| 6015-00 · MCC National Memberships | 0 | 0 | 0 | 0 | 0 | 0 | 3,773 |
| 6016-00 · MCC Search Engine Marketing | 0 | 416 | (416) | 0 | 416 | (416) | 5,000 |
| 6018-00 · MCC Media Commission | 1,281 | 0 | 1,281 | 1,281 | 0 | 1,281 | 6,526 |
| 6019-00 · Conference Direct Partnership | 417 | 5,000 | (4,583) | 417 | 5,000 | (4,583) | 5,000 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583 | 7,000 | (6,417) | 583 | 7,000 | (6,417) | 7,000 |
| 6152-00 · Client Events / Opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 6,570 |
| 6153-00 · Chicago Sales Rep Support | 147 | 0 | 147 | 147 | 0 | 147 | 1,000 |
| Total 6000-00 · CONFERENCE SALES | 13,107 | 23,616 | (10,509) | 13,107 | 23,616 | (10,509) | 104,813 |
| 6100-00 · TRADE SHOWS | | | | | | | |
| 6111-00 · Site Inspections | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 6116-00 · CalSAE Seasonal Spectacular | 0 | 0 | 0 | 0 | 0 | 0 | 3,700 |
| 6118-00 · ASAE Annual | 0 | 0 | 0 | 0 | 0 | 0 | 795 |
| 6120-01 · Sac River Cats Client Event | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 6127-00 · CalSAE Annual | 0 | 0 | 0 | 0 | 0 | 0 | 6,700 |
| 6143-00 · Connect Marketplace | 0 | 0 | 0 | 0 | 0 | 0 | 14,850 |
| 6146-00 · UC Vendor Fair | 0 | 0 | 0 | 0 | 0 | 0 | 5,250 |
| 6151-00 · Destination CA | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6154-00 · HelmsBriscoe ABC | 0 | 0 | 0 | 0 | 0 | 0 | 6,500 |
| 6156-00 · Connect California | 0 | 0 | 0 | 0 | 0 | 0 | 5,250 |
| 6156-02 · Connect Chicago | 0 | 0 | 0 | 0 | 0 | 0 | 5,750 |
| 6160-01 · AllThingsMeetings East Bay | 0 | 0 | 0 | 0 | 0 | 0 | 2,000 |
| 6164-00 · Connect Mountain Incentive | 0 | 0 | 0 | 0 | 0 | 0 | 5,750 |
| 6165-00 · Bay Area Client Appreciation | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 6166-00 · Sports Commission | 0 | 0 | 0 | 0 | 0 | 0 | 795 |
| 6168-00 · Sacramento/Roseville TopGolf | 0 | 0 | 0 | 0 | 0 | 0 | 2,500 |
| 6169-00 · Prestige Meetings SF | 0 | 0 | 0 | 0 | 0 | 0 | 2,500 |
| 6171-00 · Outdoor Retailer | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 6173-00 · Connect NYC | 0 | 0 | 0 | 0 | 0 | 0 | 6,250 |
| 6180-00 · Conference Direct CA | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 6181-00 · Conference Direct PNW | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| Total 6100-00 · TRADE SHOWS | 0 | 0 | 0 | 0 | 0 | 0 | 83,090 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | | | |
| 5008-00 · Cooperative Programs | 0 | 2,500 | (2,500) | 0 | 2,500 | (2,500) | 30,000 |
| 5009-00 · Fulfillment / Mail | 0 | 1,000 | (1,000) | 0 | 1,000 | (1,000) | 12,000 |
| 5021-00 · RASC-Reno Air Service Corp | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 5123-00 · HSVC - High Sierra Visitors | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 2,000 |
| 7002-00 · CRM Subscription | 833 | 2,499 | (1,666) | 833 | 2,499 | (1,666) | 9,996 |
| 7003-00 · IVCBVB Entertainment Fund | 14 | 0 | 14 | 14 | 0 | 14 | 8,000 |
| 7004-00 · Research | 0 | 2,500 | (2,500) | 0 | 2,500 | (2,500) | 29,000 |
| 7005-00 · Film Festival | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| 7006-00 · Special Events | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 7007-00 · Destimetrics / DMX | 0 | 8,338 | (8,338) | 0 | 8,338 | (8,338) | 33,352 |
| 7008-00 · Opportunistic Funds | 0 | 0 | 0 | 0 | 0 | 0 | 46,487 |
| 7009-00 · Tahoe Cam Usage | 0 | 177 | (177) | 0 | 177 | (177) | 2,124 |
| 7010-00 · Photo Management & Storage | 592 | 592 | (0) | 592 | 592 | (0) | 7,099 |
| 7020-00 · Collateral Production / Printin | 375 | 0 | 375 | 375 | 0 | 375 | 8,000 |
| 8700-00 · Automobile Expense* | 39 | 350 | (311) | 39 | 350 | (311) | 4,200 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 1,853 | 19,956 | (18,103) | 1,853 | 19,956 | (18,103) | 287,258 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | | | |
| 8002-00 · Content Manager Contractor | 4,276 | 4,250 | 26 | 4,276 | 4,250 | 26 | 51,000 |
| 8003-00 · Website Hosting Maintenance | 534 | 4,000 | (3,466) | 534 | 4,000 | (3,466) | 48,000 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 4,810 | 8,250 | (3,440) | 4,810 | 8,250 | (3,440) | 99,000 |
| Total Expense | 59,290 | 114,343 | (55,053) | 59,290 | 114,343 | (55,053) | 2,024,287 |
| Net Income | 20,149 | (1) | 20,150 | 20,149 | (1) | 20,150 | (1) |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020

| | Jul 20 | Jul 19 | \$ Change | % Change |
|--|-----------|------------|-------------|----------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 0.00 | 67,070.00 | -67,070.00 | -100.0% |
| 4001-00 · NLTRA Funding | 79,439.00 | 195,584.00 | -116,145.00 | -59.4% |
| Total Income | 79,439.00 | 262,654.00 | -183,215.00 | -69.8% |
| Gross Profit | 79,439.00 | 262,654.00 | -183,215.00 | -69.8% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5001-00 · Broadcast / Radio - High Notes | 0.00 | 2,044.00 | -2,044.00 | -100.0% |
| 5005-00 · Paid Social | 960.97 | 8,879.24 | -7,918.27 | -89.2% |
| 5005-01 · Digital Display / Retargeting | 0.00 | 119.20 | -119.20 | -100.0% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 11,669.63 | 0.00 | 11,669.63 | 100.0% |
| 5007-02 · Website Production | 888.75 | 0.00 | 888.75 | 100.0% |
| 5007-00 · Creative Production - Other | 127.50 | 34,259.46 | -34,131.96 | -99.6% |
| Total 5007-00 · Creative Production | 12,685.88 | 34,259.46 | -21,573.58 | -63.0% |
| 5010-00 · Account Strategy & Management | 6,000.00 | 7,000.00 | -1,000.00 | -14.3% |
| 5010-01 · Digital Management & Reporting | 0.00 | 2,000.00 | -2,000.00 | -100.0% |
| 5010-02 · Website Strategy & Analysis | 0.00 | 1,200.00 | -1,200.00 | -100.0% |
| 5018-00 · Media Commission | 528.95 | 2,351.16 | -1,822.21 | -77.5% |
| 5018-01 · Digital Ad Serving | 0.00 | 45.95 | -45.95 | -100.0% |
| 5020-00 · Search Engine Marketing | 3,446.98 | 6,168.31 | -2,721.33 | -44.1% |
| 5024-00 · Fusion 7 | 2,000.00 | 0.00 | 2,000.00 | 100.0% |
| Total 5000-00 · CONSUMER MARKETING | 25,622.78 | 64,067.32 | -38,444.54 | -60.0% |
| 5110-00 · LEISURE SALES | | | | |
| 5112-00 · Training / Sales Calls | 0.00 | 192.08 | -192.08 | -100.0% |
| 5113-00 · Additional Opportunities | 0.00 | 784.28 | -784.28 | -100.0% |
| 5131-00 · FAMS -Intl - Travel Trade | 0.00 | 8.45 | -8.45 | -100.0% |
| 5134-00 · Intl Marketing - Additional Opp | 0.00 | 2,000.00 | -2,000.00 | -100.0% |
| 5136-00 · Tour Operator Brochure Support | 0.00 | 2,000.00 | -2,000.00 | -100.0% |
| 5142-00 · UK Sales Mission | 0.00 | 2,116.93 | -2,116.93 | -100.0% |
| 5146-00 · UK / Black Diamond | 0.00 | 7,500.00 | -7,500.00 | -100.0% |
| 5147-00 · AUS / Gate 7 | 1,012.50 | 7,925.00 | -6,912.50 | -87.2% |
| 5154-00 · Canada | | | | |
| 5154-01 · Canada Sales Mission | 0.00 | 3,000.00 | -3,000.00 | -100.0% |
| 5154-00 · Canada - Other | 0.00 | 2,118.83 | -2,118.83 | -100.0% |
| Total 5154-00 · Canada | 0.00 | 5,118.83 | -5,118.83 | -100.0% |
| 5155-00 · California Star Program | 291.67 | 0.00 | 291.67 | 100.0% |
| Total 5110-00 · LEISURE SALES | 1,304.17 | 27,645.57 | -26,341.40 | -95.3% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 1,500.00 | 2,200.00 | -700.00 | -31.8% |
| 5201-00 · National, Regional, & Local PR | 0.00 | 5,000.00 | -5,000.00 | -100.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,750.00 | 2,000.00 | -250.00 | -12.5% |
| 5204-00 · Media Mission(s) | 0.00 | 1,550.00 | -1,550.00 | -100.0% |
| 5206-00 · Digital Buy/ Social Media Boost | 500.00 | 500.00 | 0.00 | 0.0% |
| 5207-00 · Content Campaigns/Tools-My Emma | 300.00 | 300.00 | 0.00 | 0.0% |
| 5208-00 · International Travel Media FAMS | 0.00 | 53.34 | -53.34 | -100.0% |
| 5208-02 · Int'l Media Retainer | 0.00 | 300.00 | -300.00 | -100.0% |
| 5209-00 · Domestic Travel Media FAMS | 915.54 | 0.00 | 915.54 | 100.0% |
| 5210-00 · Content Dev - Newsletters | 1,800.00 | 1,800.00 | 0.00 | 0.0% |
| 5211-00 · Social Media Strategy & Mgmt | 4,000.00 | 4,000.00 | 0.00 | 0.0% |
| 5212-00 · Social Giveaways & Contests | 0.00 | 53.62 | -53.62 | -100.0% |
| 5222-00 · Media Tracking / Membership | 1,800.00 | 0.00 | 1,800.00 | 100.0% |
| 5280-00 · PR Meals / Entertainment | 28.72 | 0.00 | 28.72 | 100.0% |
| Total 5200-00 · PUBLIC RELATIONS | 12,594.26 | 17,756.96 | -5,162.70 | -29.1% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6005-00 · Paid Media | 0.00 | 15.16 | -15.16 | -100.0% |
| 6006-00 · CVENT | 10,678.00 | 11,166.81 | -488.81 | -4.4% |
| 6007-00 · Creative Production | 0.00 | 1,973.75 | -1,973.75 | -100.0% |
| 6008-00 · Conference PR / Social Outreach | 0.00 | 1,000.00 | -1,000.00 | -100.0% |
| 6018-00 · MCC Media Commission | 1,281.36 | 1,341.83 | -60.47 | -4.5% |
| 6019-00 · Conference Direct Partnership | 416.67 | 0.00 | 416.67 | 100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 500.00 | 83.33 | 16.7% |
| 6152-00 · Client Events / Opportunities | 0.00 | 784.29 | -784.29 | -100.0% |
| 6153-00 · Chicago Sales Rep Support | 147.25 | -637.62 | 784.87 | 123.1% |
| Total 6000-00 · CONFERENCE SALES | 13,106.61 | 16,144.22 | -3,037.61 | -18.8% |
| 6100-00 · TRADE SHOWS | | | | |
| 6120-01 · Sac River Cats Client Event | 0.00 | 1,187.41 | -1,187.41 | -100.0% |
| 6160-00 · AllThingsMeetings Silicon Valley | 0.00 | 493.31 | -493.31 | -100.0% |
| 6165-00 · Bay Area Client Appreciation | 0.00 | -1,000.00 | 1,000.00 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 0.00 | 680.72 | -680.72 | -100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 25,000.00 | -25,000.00 | -100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 0.00 | 166.67 | -166.67 | -100.0% |
| 7001-00 · Miscellaneous | 0.00 | 252.04 | -252.04 | -100.0% |
| 7002-00 · CRM Subscription | 833.33 | 833.33 | 0.00 | 0.0% |
| 7003-00 · IVCBVB Entertainment Fund | 13.78 | 59.50 | -45.72 | -76.8% |
| 7004-00 · Research | 0.00 | 24,421.67 | -24,421.67 | -100.0% |
| 7005-00 · Film Festival | 0.00 | 15,000.00 | -15,000.00 | -100.0% |
| 7008-00 · Opportunistic Funds | 0.00 | 549.92 | -549.92 | -100.0% |
| 7010-00 · Photo Management & Storage | 591.58 | 0.00 | 591.58 | 100.0% |
| 7020-00 · Collateral Production / Printin | 375.00 | 0.00 | 375.00 | 100.0% |
| 8700-00 · Automobile Expense* | 38.93 | 494.62 | -455.69 | -92.1% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 1,852.62 | 66,777.75 | -64,925.13 | -97.2% |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 · Content Manager Contractor | 4,275.91 | 4,250.00 | 25.91 | 0.6% |
| 8003-00 · Website Hosting Maintenance | 534.00 | 534.00 | 0.00 | 0.0% |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 4,809.91 | 4,784.00 | 25.91 | 0.5% |
| Total Expense | 59,290.35 | 197,856.54 | -138,566.19 | -70.0% |
| Net Income | 20,148.65 | 64,797.46 | -44,648.81 | -68.9% |