

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	1,335	10,196	(8,860)	(87)%
Total Accounts Receivable	1,335	10,196	(8,860)	(87)%
Other Current Assets				
1200-99 · Accounts Receivable - Other	25,720	0	25,720	100%
1300 · Reimbursements Receivable	11,705	4,362	7,343	168%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	37,525	4,462	33,063	741%
Total Current Assets	530,541	377,688	152,853	41%
Other Assets				
1400-00 · Prepaid Expenses	8,321	12,340	(4,019)	(33)%
Total Other Assets	8,321	12,340	(4,019)	(33)%
TOTAL ASSETS	538,862	390,029	148,833	38%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	51,879	365,187	(313,308)	(86)%
Total Accounts Payable	51,879	365,187	(313,308)	(86)%
Total Current Liabilities	51,879	365,187	(313,308)	(86)%
Total Liabilities	51,879	365,187	(313,308)	(86)%
Equity				
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87)%
Net Income	462,141	(164,591)	626,732	381%
Total Equity	486,983	24,842	462,141	1,860%
TOTAL LIABILITIES & EQUITY	538,862	390,029	148,833	38%

**North Lake Tahoe Marketing Cooperative
A/R Aging Summary**

As of June 30, 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 June 30, 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	475.00	0.00	0.00	0.00	0.00	475.00
AugustineIdeas	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
PlumpJack Squaw Valley Inn	250.00	0.00	0.00	0.00	0.00	250.00
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
Tahoe Mountain Lodging*	250.00	0.00	0.00	0.00	0.00	250.00
The Abbi Agency, Inc	23,500.00	0.00	0.00	0.00	0.00	23,500.00
TOTAL	<u>34,183.10</u>	<u>17,695.40</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>51,878.50</u>

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 / Retargeting	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	(2,900)	0	(2,900)	4,028	6,500	(2,472)	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	8,036	5,800	2,236	149,928	222,695	(72,767)	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							

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
6002-00 · Destination Print	0	0	0	17,260	23,850	(6,590)	23,850
6003-00 · Geo-Fence Targeting	0	0	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	0	0	3,408	0	3,408	0
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	1,200	0	1,200	6,361	4,250	2,111	4,250
6118-00 · ASAE Annual	475	0	475	6,511	6,000	511	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	(1,205)	0	(1,205)	1,187	2,500	(1,313)	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	(4,000)	1,000	(5,000)	(750)	5,000	(5,750)	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	0	0	325	0	325	0
6100-00 · TRADE SHOWS - Other	250	0	250	250	0	250	0
Total 6100-00 · TRADE SHOWS	(3,148)	1,650	(4,798)	57,997	106,610	(48,613)	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	63,090	148,422	(85,332)	1,891,221	2,453,364	(562,143)	2,453,364
Net Income	(14,668)	0	(14,668)	462,141	(2)	462,143	(2)

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 · LTIVCBVB 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 / Retargeting	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 Servng	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	4,028.20	2,013.16	2,015.04	100.1%
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	35.08	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	2,333.30	3,500.00	-1,166.70	-33.3%
5156-00 · German Trade Representation	19,560.31	0.00	19,560.31	100.0%
Total 5110-00 · LEISURE SALES	149,928.11	230,783.29	-80,855.18	-35.0%
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	6,270.18	12,036.95	-5,766.77	-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 Servng	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	6,361.06	1,604.68	4,756.38	296.4%
6118-00 · ASAE Annual	6,511.38	5,945.97	565.41	9.5%
6120-00 · AFW Client Event	1,168.39	820.83	347.56	42.3%
6120-01 · Sac River Cats Client Event	1,187.41	2,556.29	-1,368.88	-53.6%
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	-750.00	4,422.18	-5,172.18	-117.0%
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	250.00	1,422.90	-1,172.90	-82.4%
Total 6100-00 · TRADE SHOWS	57,997.26	114,904.16	-56,906.90	-49.5%
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	1,891,220.68	2,574,417.70	-683,197.02	-26.5%
Net Income	462,141.32	-164,590.70	626,732.02	380.8%