

## 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
<b>Income</b>							
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
<b>Total Income</b>	<b>48,422</b>	<b>148,422</b>	<b>(100,000)</b>	<b>2,353,362</b>	<b>2,453,362</b>	<b>(100,000)</b>	<b>2,453,362</b>
<b>Gross Profit</b>	<b>48,422</b>	<b>148,422</b>	<b>(100,000)</b>	<b>2,353,362</b>	<b>2,453,362</b>	<b>(100,000)</b>	<b>2,453,362</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
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
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>14,356</b>	<b>90,795</b>	<b>(76,439)</b>	<b>944,910</b>	<b>1,204,746</b>	<b>(259,836)</b>	<b>1,204,746</b>
<b>5110-00 · LEISURE SALES</b>							
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
<b>Total 5154-00 · Canada</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23,269</b>	<b>32,000</b>	<b>(8,731)</b>	<b>32,000</b>
5155-00 · California Star Program	292	0	292	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
<b>Total 5110-00 · LEISURE SALES</b>	<b>8,036</b>	<b>5,800</b>	<b>2,236</b>	<b>149,928</b>	<b>222,695</b>	<b>(72,767)</b>	<b>222,695</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
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
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>24,250</b>	<b>19,300</b>	<b>4,950</b>	<b>245,323</b>	<b>321,580</b>	<b>(76,257)</b>	<b>321,580</b>
<b>6000-00 · CONFERENCE SALES</b>							

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June 2020

	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
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>731</b>	<b>4,618</b>	<b>(3,887)</b>	<b>89,296</b>	<b>144,361</b>	<b>(55,065)</b>	<b>144,361</b>
<b>6100-00 · TRADE SHOWS</b>							
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	0	250	0	0	0
<b>Total 6100-00 · TRADE SHOWS</b>	<b>(3,148)</b>	<b>1,650</b>	<b>(4,798)</b>	<b>57,997</b>	<b>106,610</b>	<b>(48,613)</b>	<b>106,610</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
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
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>9,232</b>	<b>17,835</b>	<b>(8,603)</b>	<b>287,465</b>	<b>352,372</b>	<b>(64,907)</b>	<b>352,372</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
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
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>9,634</b>	<b>8,424</b>	<b>1,210</b>	<b>116,302</b>	<b>101,000</b>	<b>15,302</b>	<b>101,000</b>
<b>Total Expense</b>	<b>63,090</b>	<b>148,422</b>	<b>(85,332)</b>	<b>1,891,221</b>	<b>2,453,364</b>	<b>(562,143)</b>	<b>2,453,364</b>
<b>Net Income</b>	<b>(14,668)</b>	<b>0</b>	<b>(14,668)</b>	<b>462,141</b>	<b>(2)</b>	<b>462,143</b>	<b>(2)</b>