



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

Wednesday October 28, 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
Senior Accountant

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:

- 9/23/2020 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Audit Reports and Financials at June 30, 2020

- McClintock Report to Finance Committee, Internal Controls Report, & AJE's- NLTRA
- Independent Auditors' Report & Financials - NLTRA [MOTION]
- Independent Accountants' Review Report & Financials –NLTMC [MOTION]

G. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial Performance Pg. 2
- NLTRA 9/30/20 Financials Review and Approval.....Pg. 5
- NLTMC 9/30/2020 Financials ReviewPg. 23

H. Review and Approval of Q1 Reconciliations

- Review of Q1 Reconciliations at September 30, 2019
- Approval of Q1 Reconciliations [MOTION]

I. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update

J. Supplemental Information

- September 2020 Dashboard Report.....Pg.31

K. Approval of CEO Expenses September 2020:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 32

L. Agenda Input for Next Finance Committee Meeting

M. Next Meeting Date

N. Committee Member Comments

O. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:32 pm (3)
- B. Roll Call:
 - Members via Phone: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Staff in Attendance via phone: Jeff Hentz, Bonnie Bavetta
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - No amendments to agenda
 - **MOTION** to approve the agenda; Ramona Cruz /David Brown, Approved 3-0-0
- E. Approval of Finance Committee Minutes:
 - **MOTION** to approve August 19, 2020 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review and Approval of August 31, 2020 Preliminary Financials
 - Review Staff Report – Preliminary August 31, 2020 financial results for NLTRA
 - **MOTION** to approve August 31, 2020 Preliminary Financials, subject to results of the audit; David Brown /Ramona Cruz, Approved 3-0-0
 - Review Staff Report – Preliminary August 31, 2020 financial results for NLT Marketing Coop
- G. Items for Committee Review, Discussion and/or Recommendations
 - Covid-19 Response Update given by Hentz
- H. Approval of CEO Expenses for August 2020
 - **MOTION** to approve August 2020 CEO expenses NLTRA; David Brown/Ramona Cruz, Approved 3-0-0
- I. Agenda Input for Next Finance Committee Meeting
 - Update on Membership financial situation
 - Audit Presentation
 - Potential new Finance Committee member
- J. Next Meeting Date –October 28, 2020 at 3:30 PM via Zoom
- K. Committee Member Comments
 - **NONE**
- L. Adjourn 4:15 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 10/23/20

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

From: Bonnie Bavetta, CFO
DeWitt Van Siclen, Sr. Accountant

RE: Report for September 2020

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

- Cash balance on September 30, 2020 of \$1,298,000 was \$335,000 greater than prior year due primarily to a net due to the County of Placer increase in the amount of approximately \$365,000, an increase in Deferred Revenue from the County of \$175,000, and higher Net Income of \$55,000, offset by an increase in Accounts Receivables net of allowance for doubtful accounts of \$101,000 and a decrease in Accounts Payable of \$160,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$9,000, primarily due to fewer outstanding commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$276,000 reflected a County TOT funding invoice for September. Payment was received in October. The balance at this date last year was \$209,000.
- Membership dues receivable totaled \$83,000, an increase of \$67,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$25,000 was \$22,000 greater than prior year to cover potential uncollectible membership fees.
- Inventory of \$30,000 represents an increase of \$11,000 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.
- Accounts Payable of \$22,000 was \$160,000 lower than prior year primarily due to reduced expenditures during the COVID – 19 period, particularly that of Autumn Food and Wine Festival, which was cancelled this year. Prior year also included TBID expenses that we had not incurred through September this year.
- Wages and related liabilities of \$126,000 were \$6,000 higher than prior year, primarily as a result of a longer accrual period at month end offset by fewer commissions owed to NLTRA reps.
- Accrued Expenses of \$14,000 were less than prior year by \$22,000 primarily due to fewer events taking place this year due to COVID-19 concerns.
- Deferred Revenue-Member Dues of \$48,000 was \$1,000 greater than prior year.
- Deferred Revenue–County of \$525,000 reflected the 2020/21 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based invoicing on part of the County contract. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled and the payment was not made.

- YTD consolidated net income of \$103,000 at month end September reflected a \$55,000 increase from prior year positive results of \$48,000, and represented Membership's positive net results YTD of \$11,000, and \$92,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$489,000 was lower than budget by \$1,000.
 - Expenses, before overhead allocation, totaled \$291,000 and were \$57,000 below budget.
 - Total net results before overhead allocation of \$199,000 were better than budget by \$56,000.
- Operating Results YTD – Conference
 - TOT revenue of \$101,000 was on budget.
 - Expenses of \$79,000 before allocated overhead were positive to budget by \$4,000.
 - Net results of \$22,000 before overhead allocation were positive to budget by \$4,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$36,000 were positive to budget by \$10,000. TOT revenue of \$87,000 was below budget \$26,000.
 - Expenses before overhead allocation of \$139,000 were \$23,000 higher than budget, due primarily to the cost of personal protection equipment distributed to local business for free.
 - Net loss of \$15,000 before overhead allocation was \$39,000 negative to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$44,000 was on budget.
 - Expenditures of \$19,000 before overhead were \$15,000 good to budget.
 - Net results of \$25,000 before overhead allocation were positive to budget \$15,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$34,000 was \$3,000 over budget, other revenues were over budget \$2,000.
 - Expenses of \$19,000 were \$7,000 below budget.
 - Net income of \$16,000 before overhead allocations was positive to budget by \$12,000.
 - Net income of \$11,000 after overhead allocations was \$14,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$145,000 were \$59,000 below budget due primarily to timing.
- Membership cash position as of September 30, 2020
 - Membership activities resulted in a net income \$10,645.
 - Deferred revenues of \$47,960 less receivables of \$84,180, plus the allowance for uncollectible receivable of \$24,987 provided negative cash of \$11,233.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$1,335
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$8,108.

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

- Cash balance at month end of \$507,000 was \$176,000 greater than prior year primarily due to increased Unrestricted Net Assets of \$462,000 (prior year funding reserve), offset by increased Accounts Receivable of \$160,000 and reduced Accounts Payable of \$131,000.
- Accounts receivable of \$154,000 was primarily the result of September funding invoices whose payments had been received but not deposited in the bank until October.
- Accounts receivable – Other balance of \$8,000 represents refunds due for cancelled events. These were received in October.
- Accounts payable of \$67,000 were \$131,000 less than prior year primarily due to lower expenditures including agency work that had been placed on hold.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Income of \$141,000 was \$4,000 below prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$311,000 was below budget \$104,000. Budgeted use of prior year reserves had not been utilized to fund YTD operations.
- Consumer Marketing expenditures of \$74,000 were \$141,000 below budget due to timing.
- Leisure Sales expenditures of \$4,000 were \$7,000 below budget.

- Public Relations expenses of \$39,000 were \$29,000 below budget.
- Conference Sales expenditures of \$18,000 were \$23,000 below budget.
- Trade Show expenditures of \$1,000 were \$16,000 below budget.
- Committed & Administrative expenditures of \$22,000 were \$33,000 below budget due to timing.
- Website & Maintenance expenses of \$13,000 were \$11,000 below budget.
- Net income of \$141,000 was better than budget by \$156,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

September 30, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2020

Accrual Basis

	<u>Sep 30, 20</u>	<u>Sep 30, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	338	(180)	(53%)	158
1003-00 · Cash - Operations BOTW #6712	1,036,571	556,049	480,522	86%	565,602
1007-00 · Cash - Payroll BOTW #7421	3,917	9,461	(5,544)	(59%)	3,200
1008-00 · Marketing Reserve - Plumas	50,325	50,263	62	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,877	100,701	176	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	76,030	216,476	(140,446)	(65%)	86,322
10950 · Cash in Drawer	145	157	(12)	(8%)	139
Total Checking/Savings	1,297,605	963,027	334,578	35%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	2,500	11,937	(9,437)	(79%)	3,500
1290-00 · A/R - TOT	276,280	208,602	67,678	32%	201,387
Total Accounts Receivable	278,780	220,539	58,241	26%	204,887
Other Current Assets					
1200-99 · AR Other	1,323	146	1,177	806%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	82,785	15,310	67,475	441%	35,696
1201-03 · Member AR - Other	1,395	2,575	(1,180)	(46%)	1,040
Total 1201-00 · Member Accounts Receivable	84,180	17,885	66,295	371%	36,736
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
12100 · Inventory Asset					
1210-01 · Inventory - Other	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	30,050	19,030	11,020	58%	81,762
Total 12100 · Inventory Asset	30,068	19,048	11,020	58%	86,016
1299 · Receivable from NLTMC	6,719	8,100	(1,381)	(17%)	0
1490-00 · Security Deposits	1,150	1,250	(100)	(8%)	1,150
Total Other Current Assets	98,453	43,654	54,799	126%	111,796
Total Current Assets	1,674,838	1,227,220	447,618	36%	1,152,838
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 · Computer Equipment	4,270	4,270	0	0%	4,270
1741-00 · Accum. Depr. - Computer Equip	(4,270)	(4,269)	(1)	(0%)	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(19,439)	(1,054)	(5%)	(20,493)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	0	1,055	(1,055)	(100%)	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	16,112	14,994	1,118	7%	16,326
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	6,801	2,695	4,106	152%	8,751

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2020

Accrual Basis

	<u>Sep 30, 20</u>	<u>Sep 30, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
Total 1400-00 · Prepaid Expenses	23,013	17,789	5,224	29%	25,177
Total Other Assets	23,013	17,789	5,224	29%	25,177
TOTAL ASSETS	1,697,851	1,246,064	451,787	36%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	22,034	181,750	(159,716)	(88%)	26,683
Total Accounts Payable	22,034	181,750	(159,716)	(88%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	18,421	11,747	6,674	57%	39,445
2101-00 · Incentive Payable	37,560	33,672	3,888	12%	88,359
2102-00 · Commissions Payable	3,500	13,972	(10,472)	(75%)	3,506
2120-00 · Empl. Federal Tax Payable	8,065	5,184	2,881	56%	1,551
2175-00 · 401 (k) Plan	3,392	2,491	901	36%	2,626
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	3%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	125,783	120,059	5,724	5%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	556	(556)	(100%)	0
25500 · *Sales Tax Payable	2,542	2,839	(297)	(10%)	1,374
2190-00 · Sales and Use Tax Payable - Other	88	0	88	100%	0
Total 2190-00 · Sales and Use Tax Payable	2,630	3,395	(765)	(23%)	1,374
2250-00 · Accrued Expenses	20,507	34,351	(13,844)	(40%)	73,722
2400-60 · Deferred Revenue- Member Dues	47,960	47,048	912	2%	6,073
2500-00 · Deferred Revenue - TMBC	1,290	1,005	285	28%	28,890
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	1,290
2800-00 · Suspense	0	(961)	961	100%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,108,414	575,073	533,341	93%	686,620
Total Current Liabilities	1,130,448	756,823	373,625	49%	713,303
Total Liabilities	1,130,448	756,823	373,625	49%	713,303
Equity					
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%	(17,007)
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%	324,590
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	102,688	47,777	54,911	115%	6,862
Total Equity	567,399	489,238	78,161	16%	464,711
TOTAL LIABILITIES & EQUITY	1,697,851	1,246,064	451,787	36%	1,178,015

North Lake Tahoe Resort Association

A/R Aging Summary

As of September 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	276,280.14	0.00	0.00	0.00	0.00	276,280.14
Homewood Mountain Resort	0.00	0.00	0.00	0.00	2,500.00	2,500.00
TOTAL	<u>276,280.14</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,500.00</u>	<u>278,780.14</u>



Aging by Revenue Item

As of 9/30/2020

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	\$690.00	\$0.00	\$0.00	\$0.00	\$2,050.00	\$2,740.00
1-5	Employees	Membership Dues	\$2,065.00	\$295.00	\$2,950.00	\$2,455.00	\$13,135.00	\$23,850.00	\$23,850.00
21-50	Employees	Membership Dues	\$1,080.00	\$0.00	\$540.00	\$1,620.00	\$7,980.00	\$11,220.00	\$11,220.00
50-100	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$2,225.00	\$2,225.00	\$2,225.00
6-10	Employees	Membership Dues	\$325.00	\$325.00	\$325.00	\$325.00	\$11,665.00	\$13,290.00	\$13,290.00
	Financial Institutions	Membership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00
	Non-Profit	Membership Dues Totals:	\$0.00	\$510.00	\$340.00	\$170.00	\$4,050.00	\$5,410.00	\$5,410.00
	PUD	Membership Dues Totals:	\$0.00	\$0.00	\$165.00	\$0.00	\$0.00	\$830.00	\$995.00
	Ski Resorts	Membership Dues Totals:	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$18,615.00	\$18,615.00
1201-01	Member AR	Membership Dues	\$3,470.00	\$1,130.00	\$4,305.00	\$4,320.00	\$4,570.00	\$64,990.00	\$82,785.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
	Eblast	Totals:	\$320.00	\$85.00	\$0.00	\$85.00	\$0.00	\$175.00	\$665.00
	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	\$320.00	\$1,215.00	\$4,305.00	\$4,405.00	\$4,570.00	\$65,895.00	\$84,180.00

North Lake Tahoe Resort Association
A/P Aging Summary
As of September 30, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	163.23	0.00	0.00	0.00	0.00	163.23
Airport Self Storage	348.00	0.00	0.00	0.00	0.00	348.00
Allyance Design	200.00	0.00	0.00	0.00	0.00	200.00
Anne-Karin Atwood*	115.79	0.00	0.00	0.00	0.00	115.79
Annie's Cleaning Service	650.00	0.00	0.00	0.00	0.00	650.00
Ardys Collins Jewelry	87.00	0.00	0.00	0.00	0.00	87.00
AT & T*	979.07	0.00	0.00	0.00	0.00	979.07
Bonnie L Bavetta	504.66	0.00	0.00	0.00	0.00	504.66
Catherine J Strand	144.00	0.00	0.00	0.00	0.00	144.00
Cintas Corporation #623	0.00	239.13	0.00	-275.44	0.00	-36.31
Civitas	0.00	6,240.00	0.00	0.00	0.00	6,240.00
Dirk Yuricich	414.00	0.00	0.00	0.00	0.00	414.00
Folkmanis Puppets	261.61	0.00	0.00	0.00	0.00	261.61
FP Mailing Solutions	118.90	0.00	0.00	0.00	0.00	118.90
Geo-Tourism Specialties	300.15	0.00	0.00	0.00	0.00	300.15
InBloom Marketing	230.00	0.00	0.00	0.00	0.00	230.00
InfiniSource Benefits	70.00	0.00	0.00	0.00	0.00	70.00
Jim Markle	60.00	0.00	0.00	0.00	0.00	60.00
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Liberty Utilities*	0.00	529.67	0.00	0.00	0.00	529.67
McClintock Accountancy	1,990.00	0.00	0.00	0.00	0.00	1,990.00
Mona Schulte	0.00	96.00	0.00	0.00	0.00	96.00
Office Boss	31.34	0.00	0.00	0.00	0.00	31.34
Porter Simon*	160.00	0.00	0.00	0.00	0.00	160.00
Ray Morgan Company, LLC	0.00	145.55	0.00	0.00	0.00	145.55
Sara L. Smith Fine Art	0.00	300.00	0.00	0.00	0.00	300.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
Sierra Essentials	124.00	0.00	0.00	0.00	0.00	124.00
Sierra State Parks Foundation*	0.00	199.00	0.00	0.00	0.00	199.00
Southwest Gas Corporation*	12.05	0.00	0.00	0.00	0.00	12.05
Stephen's Farmhouse	157.08	0.00	0.00	0.00	0.00	157.08
Tahoe Basics	66.00	0.00	0.00	0.00	0.00	66.00
Tahoe City Downtown Association*	4,000.00	0.00	0.00	0.00	0.00	4,000.00
Tahoe Truckee Sierra Disposal*	236.67	0.00	0.00	0.00	0.00	236.67
Tahoe Weekly	1,100.00	0.00	0.00	0.00	0.00	1,100.00
The Paper Trail*	0.00	410.00	0.00	0.00	0.00	410.00
Uline	62.63	0.00	0.00	0.00	0.00	62.63
USPS - Tahoe City	240.00	0.00	0.00	0.00	0.00	240.00
Van Siclen, DeWitt	43.01	0.00	0.00	0.00	0.00	43.01
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Western Association of Chamber Executives	420.00	0.00	0.00	0.00	0.00	420.00
Wholesale Resort Accessories, Inc.	262.00	0.00	0.00	0.00	0.00	262.00
YIG Administration	108.25	0.00	0.00	0.00	0.00	108.25
TOTAL	<u>14,150.56</u>	<u>8,159.35</u>	<u>0.00</u>	<u>-275.44</u>	<u>0.00</u>	<u>22,034.47</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	276,280	288,398	(12,118)	721,302	748,734	(27,432)	4,043,822
4200-00 · Membership Dues Revenue	11,355	10,417	938	34,018	31,250	2,768	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	19,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	58,000
4250-02 · Chamber Events	0	0	0	0	0	0	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,000
4251-00 · Tues AM Breakfast Club - Other	0	0	0	0	0	0	4,000
Total 4251-00 · Tues AM Breakfast Club	0	0	0	0	0	0	6,000
4250-00 · Revenues-Membership Activities - Other	420	0	420	1,780	0	1,780	0
Total 4250-00 · Revenues-Membership Activities	420	0	420	1,780	0	1,780	72,500
4253-00 · Revenue- Other	0	0	0	0	0	0	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	70	0	70	1,132	0	1,132	0
4504-00 · Retail Revenue - Other	90	0	90	450	0	450	0
46000 · Merchandise Sales - Other	9,953	11,000	(1,047)	34,698	26,500	8,198	85,000
Total 46000 · Merchandise Sales	10,113	11,000	(887)	36,280	26,500	9,780	85,000
Total Income	298,168	309,815	(11,647)	793,381	806,484	(13,104)	4,328,822
Gross Profit	298,168	309,815	(11,647)	793,381	806,484	(13,104)	4,328,822
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	1,969	0	1,969	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	5,931	7,049	(1,118)	17,164	21,147	(3,982)	84,586
5030-00 · P/R - Health Insurance Expense	10,868	11,750	(882)	29,403	35,250	(5,847)	141,000
5040-00 · P/R - Workmans Comp	733	1,128	(395)	2,823	3,383	(560)	13,532
5060-00 · 401 (k)	(143)	3,308	(3,452)	2,681	9,925	(7,244)	39,700
5070-00 · Other Benefits and Expenses	500	428	72	818	1,284	(466)	5,135
5000-00 · Salaries & Wages - Other	86,593	94,593	(8,000)	251,995	283,780	(31,786)	1,135,121
Total 5000-00 · Salaries & Wages	106,450	118,256	(11,806)	306,990	354,769	(47,779)	1,419,074
5100-00 · Rent							
5110-00 · Utilities	789	957	(167)	2,413	2,895	(482)	11,655
5140-00 · Repairs & Maintenance	174	888	(715)	260	2,665	(2,405)	10,660
5150-00 · Office - Cleaning	650	1,058	(408)	1,975	3,175	(1,200)	12,700
5100-00 · Rent - Other	13,144	12,648	496	40,009	37,943	2,066	152,798
Total 5100-00 · Rent	14,757	15,551	(794)	44,657	46,678	(2,021)	187,813
5310-00 · Telephone							
5320-00 · Telephone	2,613	1,924	689	6,846	5,772	1,074	23,088
Total 5310-00 · Telephone	2,613	1,924	689	6,846	5,772	1,074	23,088
5420-00 · Mail - USPS	100	161	(61)	100	483	(383)	2,080
5510-00 · Insurance/Bonding	2,627	1,692	935	3,165	5,075	(1,910)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	176	287	(111)	307	860	(553)	3,440
5520-00 · Supplies - Other	925	7,598	(6,673)	2,281	22,794	(20,512)	91,174
Total 5520-00 · Supplies	1,100	7,885	(6,784)	2,588	23,654	(21,065)	94,614
5700-00 · Equipment Support & Maintenance	2,397	2,267	130	7,141	6,800	341	27,200
5710-00 · Taxes, Licenses & Fees	873	1,025	(152)	2,514	3,075	(561)	12,300
5740-00 · Equipment Rental/Leasing	484	969	(485)	1,282	2,908	(1,625)	11,630
5800-00 · Training Seminars	0	1,667	(1,667)	66	5,000	(4,934)	22,000
5850-00 · Artist of Month - Commissions	558	250	308	918	750	168	3,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	160	750	(590)	1,080	2,250	(1,170)	9,000
5920-00 · Professional Fees - Accountant	1,990	22,500	(20,510)	2,390	22,500	(20,110)	26,000
5921-00 · Professional Fees - Other	6,240	9,500	(3,260)	12,480	21,750	(9,270)	134,000
Total 5900-00 · Professional Fees	8,390	32,750	(24,360)	15,950	46,500	(30,550)	169,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	3,750	(3,750)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	0	1,250	(1,250)	0	1,250	(1,250)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 · Programs	0	1,250	(1,250)	0	1,250	(1,250)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Bud...
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6421-18 · Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	529,000
6421-00 · New Event Development	4,000	0	4,000	4,000	0	4,000	30,000
6424-00 · Event Operation Expenses	0	0	0	0	0	0	6,000
Total 6420-00 · Events	4,000	0	4,000	4,000	0	4,000	565,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	1,000
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	3,000
6442-00 · Public Relations/Website	692	417	275	1,843	1,250	593	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	1,250	(335)	5,000
Total 6423-00 · Membership Activities	692	833	(142)	3,053	2,500	553	42,000
6730-00 · Marketing Cooperative/Media	69,523	69,523	0	205,271	205,271	0	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	5,000	(5,000)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	380	23,000	(22,620)	1,177	25,000	(23,823)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-03 · Touch Lake Tahoe	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-04 · High Notes	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-05 · Peak Your Adventure	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-06 · Regional Reopening	0	4,000	(4,000)	0	4,000	(4,000)	40,000
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	0	8,000	(8,000)	80,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	3,750	(3,750)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	131	125	6	601	375	226	1,500
8100-01 · CGS - Other	4,188	0	4,188	52,330	0	52,330	0
8100-00 · Cost of Goods Sold - Other	5,385	4,917	468	18,021	11,846	6,175	38,000
Total 8100-00 · Cost of Goods Sold	9,704	5,042	4,662	70,952	12,221	58,732	39,500
8200-00 · Associate Relations	109	135	(26)	522	383	139	1,600
8300-00 · Board Functions	410	2,000	(1,590)	1,268	2,500	(1,232)	7,000
8500-00 · Credit Card Fees	350	517	(167)	1,103	1,246	(143)	5,850
8600-00 · Additional Opportunit	1,575	10,000	(8,425)	8,905	30,000	(21,095)	120,000
8700-00 · Automobile Expenses	65	466	(401)	547	1,260	(713)	5,450
8750-00 · Meals/Meetings	55	763	(707)	200	2,038	(1,838)	8,900
8810-00 · Dues & Subscriptions	638	1,513	(875)	1,528	4,281	(2,753)	17,900
8910-00 · Travel	0	0	0	0	0	0	12,600
Total Expense	227,849	311,604	(83,755)	690,744	809,911	(119,167)	4,299,899
Net Ordinary Income	70,319	(1,790)	72,108	102,637	(3,427)	106,063	28,924
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	51	0	51	0
Total Other Income	17	0	17	51	0	51	0
Other Expense							
8990-00 · Allocated	0	0	0	0	(0)	0	0
Total Other Expense	0	0	0	0	(0)	0	0
Net Other Income	17	0	17	51	0	51	(0)
Net Income	70,335	(1,790)	72,125	102,688	(3,427)	106,114	28,924

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	721,302	1,013,626	-292,324	-29%
4200-00 · Membership Dues Revenue	34,018	33,267	752	2%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club	0	890	-890	-100%
4250-00 · Revenues-Membership Activities - Other	1,780	2,476	-696	-28%
Total 4250-00 · Revenues-Membership Activities	1,780	3,366	-1,586	-47%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	6,563	-6,563	-100%
4600-00 · Commissions - Other	0	10,880	-10,880	-100%
Total 4600-00 · Commissions	0	17,443	-17,443	-100%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,132	20	1,112	5,560%
4504-00 · Retail Revenue - Other	450	0	450	100%
46000 · Merchandise Sales - Other	34,698	39,155	-4,457	-11%
Total 46000 · Merchandise Sales	36,280	39,175	-2,895	-7%
Total Income	793,381	1,106,877	-313,496	-28%
Gross Profit	793,381	1,106,877	-313,496	-28%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	8,932	-6,826	-76%
5020-00 · P/R - Tax Expense	17,164	19,601	-2,437	-12%
5030-00 · P/R - Health Insurance Expense	29,403	32,005	-2,602	-8%
5040-00 · P/R - Workmans Comp	2,823	2,803	21	1%
5060-00 · 401 (k)	2,681	9,446	-6,765	-72%
5070-00 · Other Benefits and Expenses	818	873	-55	-6%
5000-00 · Salaries & Wages - Other	251,995	223,613	28,382	13%
Total 5000-00 · Salaries & Wages	306,990	297,273	9,717	3%
5100-00 · Rent				
5110-00 · Utilities	2,413	2,506	-93	-4%
5140-00 · Repairs & Maintenance	260	480	-220	-46%
5150-00 · Office - Cleaning	1,975	2,125	-150	-7%
5100-00 · Rent - Other	40,009	39,174	835	2%
Total 5100-00 · Rent	44,657	44,285	372	1%
5310-00 · Telephone				
5320-00 · Telephone	6,846	5,687	1,159	20%
Total 5310-00 · Telephone	6,846	5,687	1,159	20%
5420-00 · Mail - USPS	100	328	-228	-70%
5510-00 · Insurance/Bonding	3,165	1,958	1,207	62%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	307	130	177	136%
5520-00 · Supplies - Other	2,281	5,730	-3,448	-60%
Total 5520-00 · Supplies	2,588	5,860	-3,271	-56%
5610-00 · Depreciation	0	354	-354	-100%
5700-00 · Equipment Support & Maintenance	7,141	71	7,070	9,960%
5710-00 · Taxes, Licenses & Fees	2,514	2,657	-143	-5%
5740-00 · Equipment Rental/Leasing	1,282	7,926	-6,644	-84%
5800-00 · Training Seminars	66	738	-672	-91%
5850-00 · Artist of Month - Commissions	918	1,175	-257	-22%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,080	800	280	35%
5920-00 · Professional Fees - Accountant	2,390	11,100	-8,710	-79%
5921-00 · Professional Fees - Other	12,480	30,148	-17,668	-59%
Total 5900-00 · Professional Fees	15,950	42,048	-26,098	-62%
6020-00 · Programs				
6016-00 · Special Event Partnership	0	1,250	-1,250	-100%
Total 6020-00 · Programs	0	1,250	-1,250	-100%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through September 2020

	Jul - Sep 20	Jul - Sep 19	\$ Change	% Change
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,650	-34,650	-100%
6421-06 · Spartan	0	254,019	-254,019	-100%
Total 6420-01 · Sponsorships	0	288,669	-288,669	-100%
6421-00 · New Event Development	4,000	0	4,000	100%
6424-00 · Event Operation Expenses	0	1,411	-1,411	-100%
Total 6420-00 · Events	4,000	290,080	-286,080	-99%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	285	10	4%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	318	-318	-100%
6437-00 · Tuesday Morning Breakfast Club	0	1,031	-1,031	-100%
6442-00 · Public Relations/Website	1,843	1,896	-52	-3%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	994	-79	-8%
Total 6423-00 · Membership Activities	3,053	4,524	-1,471	-33%
6730-00 · Marketing Cooperative/Media	205,271	316,248	-110,977	-35%
6742-00 · Non-NLT Co-Op Marketing Program	1,177	2,824	-1,647	-58%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	0	5,450	-5,450	-100%
6743-04 · High Notes	0	0	0	0%
6743-05 · Peak Your Adventure	0	-1,000	1,000	100%
Total 6743-00 · BACC Marketing Programs	0	4,450	-4,450	-100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	601	341	260	76%
52500 · Purchase Discounts	0	-1	1	100%
59900 · POS Inventory Adjustments	0	71	-71	-100%
8100-01 · CGS - Other	52,330	0	52,330	100%
8100-00 · Cost of Goods Sold - Other	18,021	19,572	-1,551	-8%
Total 8100-00 · Cost of Goods Sold	70,952	19,984	50,969	255%
8200-00 · Associate Relations	522	204	318	156%
8300-00 · Board Functions	1,268	1,595	-327	-21%
8500-00 · Credit Card Fees	1,103	1,841	-738	-40%
8600-00 · Additional Opportunites	8,905	0	8,905	100%
8700-00 · Automobile Expenses	547	1,173	-626	-53%
8750-00 · Meals/Meetings	200	445	-245	-55%
8810-00 · Dues & Subscriptions	1,528	2,720	-1,193	-44%
8920-00 · Bad Debt	0	1,473	-1,473	-100%
Total Expense	690,744	1,059,169	-368,425	-35%
Net Ordinary Income	102,637	47,707	54,929	115%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	51	70	-19	-27%
Total Other Income	51	70	-19	-27%
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	51	70	-19	-27%
Net Income	102,688	47,777	54,910	115%

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

Accrual Basis

11 - Marketing

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	196,795	198,045	(1,250)	489,182	490,432	(1,250)	2,983,637
Total Income	196,795	198,045	(1,250)	489,182	490,432	(1,250)	2,983,637
Gross Profit	196,795	198,045	(1,250)	489,182	490,432	(1,250)	2,983,637
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	147	1,667	(1,520)	4,114	5,000	(886)	20,000
5030-00 · P/R - Health Insurance Expense	3,324	4,000	(676)	10,630	12,000	(1,370)	48,000
5040-00 · P/R - Workmans Comp	172	125	47	719	375	344	1,500
5060-00 · 401 (k)	173	833	(660)	2,486	2,500	(14)	10,000
5070-00 · Other Benefits and Expenses	35	142	(107)	107	425	(318)	1,700
5000-00 · Salaries & Wages - Other	22,627	22,299	327	67,539	66,898	641	267,592
Total 5000-00 · Salaries & Wages	26,478	29,066	(2,588)	85,595	87,198	(1,603)	348,792
5100-00 · Rent							
5110-00 · Utilities	150	140	10	473	445	28	1,855
5140-00 · Repairs & Maintenance	0	75	(75)	0	225	(225)	900
5150-00 · Office - Cleaning	231	250	(19)	702	750	(48)	3,000
5100-00 · Rent - Other	1,919	2,229	(310)	6,977	6,688	289	27,777
Total 5100-00 · Rent	2,301	2,694	(393)	8,152	8,108	44	33,532
5310-00 · Telephone							
5320-00 · Telephone	574	549	25	1,714	1,647	67	6,588
Total 5310-00 · Telephone	574	549	25	1,714	1,647	67	6,588
5420-00 · Mail - USPS	29	34	(5)	29	103	(74)	560
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	100	0	100	0
5520-00 · Supplies - Other	84	1,716	(1,632)	194	5,149	(4,955)	20,594
Total 5520-00 · Supplies	84	1,716	(1,632)	294	5,149	(4,855)	20,594
5700-00 · Equipment Support & Maintenance	0	13	(13)	(3)	38	(40)	150
5710-00 · Taxes, Licenses & Fees	32	13	19	79	38	42	150
5740-00 · Equipment Rental/Leasing	126	167	(41)	325	500	(175)	2,000
5800-00 · Training Seminars	0	750	(750)	0	2,250	(2,250)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	375	(375)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	3,375	(3,375)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	0	3,750	(3,750)	15,000
5941-00 · Research & Planning	0	0	0	0	0	0	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	0	1,250	(1,250)	0	1,250	(1,250)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 · Programs	0	1,250	(1,250)	0	1,250	(1,250)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6421-18 · Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	529,000
6421-00 · New Event Development	4,000	0	4,000	4,000	0	4,000	30,000
6424-00 · Event Operation Expenses	0	0	0	0	0	0	6,000
Total 6420-00 · Events	4,000	0	4,000	4,000	0	4,000	565,000
6730-00 · Marketing Cooperative/Media	63,046	63,046	0	182,572	182,572	0	925,000
6742-00 · Non-NLT Co-Op Marketing Program	180	22,000	(21,820)	577	22,000	(21,423)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-03 · Touch Lake Tahoe	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-04 · High Notes	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-05 · Peak Your Adventure	0	1,000	(1,000)	0	1,000	(1,000)	10,000
6743-06 · Regional Reopening	0	4,000	(4,000)	0	4,000	(4,000)	40,000
Total 6743-00 · BACC Marketing Programs	0	8,000	(8,000)	0	8,000	(8,000)	80,000
8200-00 · Associate Relations	96	23	73	128	45	82	250
8600-00 · Additional Opportunites	925	7,917	(6,992)	6,955	23,750	(16,795)	95,000
8700-00 · Automobile Expenses	11	136	(126)	101	273	(172)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	500	(484)	2,750
8810-00 · Dues & Subscriptions	42	259	(217)	136	518	(382)	2,850
8910-00 · Travel	0	0	0	0	0	0	11,100

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

Accrual Basis

11 - Marketing

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	97,923	139,132	(41,210)	290,670	347,688	(57,018)	2,459,816
Net Ordinary Income	98,872	58,913	39,960	198,512	142,744	55,768	523,821
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	51	0	51	0
Total Other Income	17	0	17	51	0	51	0
Other Expense							
8990-00 · Allocated	35,037	58,947	(23,910)	100,132	142,847	(42,715)	524,426
Total Other Expense	35,037	58,947	(23,910)	100,132	142,847	(42,715)	524,426
Net Other Income	(35,020)	(58,947)	23,927	(100,081)	(142,847)	42,766	(524,426)
Net Income	63,852	(34)	63,886	98,431	(103)	98,534	(605)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,027	34,027	0	100,974	100,974	0	384,054
Total Income	34,027	34,027	0	100,974	100,974	0	384,054
Gross Profit	34,027	34,027	0	100,974	100,974	0	384,054
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	1,969	0	1,969	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	1,269	1,157	112	2,861	3,472	(610)	13,886
5030-00 · P/R - Health Insurance Expense	1,174	2,042	(868)	3,102	6,125	(3,023)	24,500
5040-00 · P/R - Workmans Comp	95	167	(72)	294	500	(206)	2,000
5060-00 · 401 (k)	685	500	185	1,551	1,500	51	6,000
5070-00 · Other Benefits and Expenses	47	38	10	103	113	(9)	450
5000-00 · Salaries & Wages - Other	16,222	14,030	2,192	39,857	42,091	(2,234)	168,365
Total 5000-00 · Salaries & Wages	21,461	17,933	3,528	49,874	53,800	(3,926)	215,201
5100-00 · Rent							
5110-00 · Utilities	98	75	23	288	225	63	900
5140-00 · Repairs & Maintenance	0	22	(22)	0	65	(65)	260
5150-00 · Office - Cleaning	144	142	3	439	425	14	1,700
5100-00 · Rent - Other	1,422	1,167	255	3,748	3,500	248	14,000
Total 5100-00 · Rent	1,665	1,405	260	4,476	4,215	261	16,860
5310-00 · Telephone							
5320-00 · Telephone	404	267	137	1,161	800	361	3,200
Total 5310-00 · Telephone	404	267	137	1,161	800	361	3,200
5420-00 · Mail - USPS	18	17	2	18	50	(32)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer <\$1000	0	45	(45)	0	135	(135)	540
5520-00 · Supplies - Other	58	113	(54)	130	338	(208)	1,350
Total 5520-00 · Supplies	58	158	(99)	130	473	(343)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	30	25	5	100
5740-00 · Equipment Rental/Leasing	62	83	(22)	150	250	(100)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	6,477	6,477	0	22,699	22,699	0	75,000
8750-00 · Meals/Meetings	0	29	(29)	0	88	(88)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	188	(188)	750
Total Expense	30,145	26,440	3,705	78,537	82,587	(4,049)	316,551
Net Ordinary Income	3,882	7,588	(3,705)	22,436	18,387	4,049	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,508	7,588	(3,080)	12,883	18,387	(5,504)	67,503
Total Other Expense	4,508	7,588	(3,080)	12,883	18,387	(5,504)	67,503
Net Other Income	(4,508)	(7,588)	3,080	(12,883)	(18,387)	5,504	(67,503)
Net Income	(626)	(0)	(626)	9,553	(0)	9,553	0

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

42 - Visitor Center

Accrual Basis

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	27,724	38,592	(10,868)	87,183	113,365	(26,182)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	70	0	70	1,132	0	1,132	0
4504-00 · Retail Revenue - Other	90	0	90	450	0	450	0
46000 · Merchandise Sales - Other	9,953	11,000	(1,047)	34,698	26,500	8,198	85,000
Total 46000 · Merchandise Sales	10,113	11,000	(887)	36,280	26,500	9,780	85,000
Total Income	37,837	49,592	(11,755)	123,463	139,865	(16,402)	542,711
Gross Profit	37,837	49,592	(11,755)	123,463	139,865	(16,402)	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	916	1,292	(376)	3,068	3,875	(807)	15,500
5030-00 · P/R - Health Insurance Expense	1,234	1,583	(350)	3,144	4,750	(1,606)	19,000
5040-00 · P/R - Workmans Comp	361	433	(73)	1,297	1,300	(3)	5,200
5060-00 · 401 (k)	410	417	(6)	1,284	1,250	34	5,000
5070-00 · Other Benefits and Expenses	17	82	(65)	46	245	(199)	982
5000-00 · Salaries & Wages - Other	10,722	15,568	(4,846)	33,494	46,705	(13,211)	186,818
Total 5000-00 · Salaries & Wages	13,660	19,375	(5,715)	42,334	58,125	(15,791)	232,500
5100-00 · Rent							
5110-00 · Utilities	346	583	(237)	1,059	1,750	(691)	7,000
5140-00 · Repairs & Maintenance	0	458	(458)	0	1,375	(1,375)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	1,075	(1,075)	4,300
5100-00 · Rent - Other	6,398	6,721	(323)	19,659	20,162	(503)	80,650
Total 5100-00 · Rent	6,744	8,121	(1,377)	20,718	24,362	(3,644)	97,450
5310-00 · Telephone							
5320-00 · Telephone	314	238	76	904	713	192	2,850
Total 5310-00 · Telephone	314	238	76	904	713	192	2,850
5420-00 · Mail - USPS	18	17	2	18	50	(32)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	75	(75)	0	225	(225)	900
5520-00 · Supplies - Other	338	2,917	(2,579)	1,007	8,750	(7,743)	35,000
Total 5520-00 · Supplies	338	2,992	(2,654)	1,007	8,975	(7,968)	35,900
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	13	(13)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	29	13	17	50
5740-00 · Equipment Rental/Leasing	95	129	(34)	254	388	(133)	1,550
5800-00 · Training Seminars	0	250	(250)	0	750	(750)	3,000
5850-00 · Artist of Month - Commissions	558	250	308	918	750	168	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	5,000	(5,000)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	600	3,000	(2,400)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	131	125	6	601	375	226	1,500
8100-01 · CGS - Other	4,188	0	4,188	52,330	0	52,330	0
8100-00 · Cost of Goods Sold - Other	5,385	4,917	468	18,021	11,846	6,175	38,000
Total 8100-00 · Cost of Goods Sold	9,704	5,042	4,662	70,952	12,221	58,732	39,500
8200-00 · Associate Relations	0	17	(17)	0	50	(50)	200
8500-00 · Credit Card Fees	297	517	(220)	1,010	1,246	(236)	4,000
8700-00 · Automobile Expenses	0	46	(46)	59	137	(79)	550
8750-00 · Meals/Meetings	0	33	(33)	0	100	(100)	400
8810-00 · Dues & Subscriptions	0	8	(8)	0	25	(25)	100
8910-00 · Travel	0	0	0	0	0	0	1,500
Total Expense	31,927	39,709	(7,782)	138,804	115,916	22,888	454,800
Net Ordinary Income	5,909	9,883	(3,973)	(15,341)	23,949	(39,290)	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,481	9,883	(3,401)	18,523	23,949	(5,426)	87,921
Total Other Expense	6,481	9,883	(3,401)	18,523	23,949	(5,426)	87,921
Net Other Income	(6,481)	(9,883)	3,401	(18,523)	(23,949)	5,426	(87,921)
Net Income	(572)	0	(572)	(33,864)	0	(33,864)	(10)

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

Accrual Basis

51 - TMPI

	Sep 20	Budget	\$ Over Bu...	Jul - Sep 20	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	17,734	17,734	0	43,964	43,964	0	218,419
Total Income	17,734	17,734	0	43,964	43,964	0	218,419
Gross Profit	17,734	17,734	0	43,964	43,964	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	101	225	(124)	304	675	(371)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	449	500	(51)	2,000
5040-00 · P/R - Workmans Comp	7	175	(168)	20	525	(505)	2,100
5060-00 · 401 (k)	0	167	(167)	0	500	(500)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	3	51	(48)	203
5000-00 · Salaries & Wages - Other	1,647	3,836	(2,188)	5,003	11,507	(6,503)	46,026
Total 5000-00 · Salaries & Wages	1,909	4,586	(2,677)	5,779	13,757	(7,978)	55,029
5100-00 · Rent							
5110-00 · Utilities	5	0	5	11	0	11	0
5150-00 · Office - Cleaning	7	0	7	22	0	22	0
5100-00 · Rent - Other	71	0	71	71	0	71	0
Total 5100-00 · Rent	83	0	83	104	0	104	0
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	48	0	48	0
Total 5310-00 · Telephone	18	0	18	48	0	48	0
5420-00 · Mail - USPS	1	0	1	1	0	1	0
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	3	0	3	0
5520-00 · Supplies - Other	243	2,083	(1,840)	246	6,250	(6,004)	25,000
Total 5520-00 · Supplies	243	2,083	(1,840)	249	6,250	(6,001)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	1	0	1	1	0	1	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240	6,750	(510)	12,480	13,500	(1,020)	100,000
Total 5900-00 · Professional Fees	6,240	6,750	(510)	12,480	13,500	(1,020)	100,000
8810-00 · Dues & Subscriptions	42	0	42	47	0	47	0
Total Expense	8,537	13,419	(4,882)	18,710	33,507	(14,797)	180,029
Net Ordinary Income	9,197	4,315	4,882	25,254	10,457	14,797	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,565	4,315	(1,750)	7,331	10,457	(3,126)	38,390
Total Other Expense	2,565	4,315	(1,750)	7,331	10,457	(3,126)	38,390
Net Other Income	(2,565)	(4,315)	1,750	(7,331)	(10,457)	3,126	(38,390)
Net Income	6,632	0	6,632	17,923	(0)	17,923	0

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

Accrual Basis

60 - Membership

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,355	10,417	938	34,018	31,250	2,768	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	0	0	19,000
4250-05 · Sponsorships	0	0	0	0	0	0	19,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 · Community Awards	0	0	0	0	0	0	58,000
4250-02 · Chamber Events	0	0	0	0	0	0	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,000
4251-00 · Tues AM Breakfast Club - Other	0	0	0	0	0	0	4,000
Total 4251-00 · Tues AM Breakfast Club	0	0	0	0	0	0	6,000
4250-00 · Revenues-Membership Activities - Other	420	0	420	1,780	0	1,780	0
Total 4250-00 · Revenues-Membership Activities	420	0	420	1,780	0	1,780	72,500
4253-00 · Revenue- Other	0	0	0	0	0	0	2,500
Total Income	11,775	10,417	1,358	35,798	31,250	4,548	200,000
Gross Profit	11,775	10,417	1,358	35,798	31,250	4,548	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,597	458	1,138	660	1,375	(715)	5,500
5030-00 · P/R - Health Insurance Expense	495	667	(172)	1,180	2,000	(820)	8,000
5040-00 · P/R - Workmans Comp	20	33	(14)	119	100	19	400
5060-00 · 401 (k)	825	142	683	314	425	(111)	1,700
5070-00 · Other Benefits and Expenses	11	33	(22)	30	100	(70)	400
5000-00 · Salaries & Wages - Other	3,880	5,333	(1,453)	11,195	16,000	(4,805)	64,000
Total 5000-00 · Salaries & Wages	6,828	6,667	161	13,498	20,000	(6,502)	80,000
5100-00 · Rent							
5110-00 · Utilities	25	33	(9)	93	100	(7)	400
5140-00 · Repairs & Maintenance	0	8	(8)	0	25	(25)	100
5150-00 · Office - Cleaning	26	58	(32)	79	175	(96)	700
5100-00 · Rent - Other	604	638	(33)	1,998	1,913	85	7,650
Total 5100-00 · Rent	655	737	(83)	2,169	2,212	(43)	8,850
5310-00 · Telephone							
5320-00 · Telephone	63	121	(58)	210	362	(153)	1,450
Total 5310-00 · Telephone	63	121	(58)	210	362	(153)	1,450
5420-00 · Mail - USPS	3	10	(7)	3	30	(27)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	2	0	2	0
5520-00 · Supplies - Other	25	167	(142)	56	500	(444)	2,000
Total 5520-00 · Supplies	25	167	(142)	58	500	(442)	2,000
5710-00 · Taxes, Licenses & Fees	14	0	14	23	0	23	0
5740-00 · Equipment Rental/Leasing	59	173	(115)	178	520	(342)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	0	0	1,000
Total 5900-00 · Professional Fees	0	0	0	0	0	0	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	1,000
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	3,000
6442-00 · Public Relations/Website	692	417	275	1,843	1,250	593	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	1,250	(335)	5,000
Total 6423-00 · Membership Activities	692	833	(142)	3,053	2,500	553	42,000
8200-00 · Associate Relations	13	13	1	13	38	(24)	150
8500-00 · Credit Card Fees	53	0	53	93	0	93	1,850
8700-00 · Automobile Expenses	0	33	(33)	28	100	(72)	400
8750-00 · Meals/Meetings	0	33	(33)	7	100	(93)	400
8810-00 · Dues & Subscriptions	21	17	4	94	50	43	200
Total Expense	8,425	8,804	(380)	19,428	26,412	(6,985)	140,500
Net Ordinary Income	3,350	1,613	1,738	16,371	4,838	11,533	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,004	3,368	(1,364)	5,726	8,161	(2,435)	29,961
Total Other Expense	2,004	3,368	(1,364)	5,726	8,161	(2,435)	29,961
Net Other Income	(2,004)	(3,368)	1,364	(5,726)	(8,161)	2,435	(29,961)

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

Accrual Basis

60 - Membership

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Net Income	1,347	(1,755)	3,102	10,645	(3,323)	13,968	29,539

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

70 - Administration

Accrual Basis

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,902	2,250	(348)	6,156	6,750	(594)	27,000
5030-00 · P/R - Health Insurance Expense	4,487	3,292	1,196	10,899	9,875	1,024	39,500
5040-00 · P/R - Workmans Comp	78	194	(116)	374	583	(209)	2,332
5060-00 · 401 (k)	(2,237)	1,250	(3,487)	(2,954)	3,750	(6,704)	15,000
5070-00 · Other Benefits and Expenses	389	117	272	528	350	178	1,400
5000-00 · Salaries & Wages - Other	31,495	33,527	(2,032)	94,907	100,580	(5,673)	402,320
Total 5000-00 · Salaries & Wages	36,115	40,629	(4,515)	109,910	121,888	(11,978)	487,552
5100-00 · Rent							
5110-00 · Utilities	165	125	40	489	375	114	1,500
5140-00 · Repairs & Maintenance	174	325	(152)	260	975	(715)	3,900
5150-00 · Office - Cleaning	241	250	(9)	733	750	(17)	3,000
5100-00 · Rent - Other	2,729	1,893	836	7,555	5,680	1,875	22,720
Total 5100-00 · Rent	3,309	2,593	716	9,038	7,780	1,258	31,120
5310-00 · Telephone							
5320-00 · Telephone	1,240	750	490	2,808	2,250	558	9,000
Total 5310-00 · Telephone	1,240	750	490	2,808	2,250	558	9,000
5420-00 · Mail - USPS	30	83	(53)	30	250	(220)	1,000
5510-00 · Insurance/Bonding	2,627	1,692	935	3,165	5,075	(1,910)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	176	167	9	202	500	(298)	2,000
5520-00 · Supplies - Other	177	603	(425)	649	1,808	(1,158)	7,230
Total 5520-00 · Supplies	353	769	(416)	852	2,308	(1,456)	9,230
5700-00 · Equipment Support & Maintenance	2,397	2,250	147	7,144	6,750	394	27,000
5710-00 · Taxes, Licenses & Fees	828	1,000	(172)	2,352	3,000	(648)	12,000
5740-00 · Equipment Rental/Leasing	142	417	(275)	374	1,250	(876)	5,000
5800-00 · Training Seminars	0	667	(667)	66	2,000	(1,934)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	160	625	(465)	1,080	1,875	(795)	7,500
5920-00 · Professional Fees - Accountant	1,990	22,500	(20,510)	2,390	22,500	(20,110)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	4,875	(4,875)	19,500
Total 5900-00 · Professional Fees	2,150	24,750	(22,600)	3,470	29,250	(25,780)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	3,750	(3,750)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	3,750	(3,750)	15,000
8200-00 · Associate Relations	0	83	(83)	381	250	131	1,000
8300-00 · Board Functions	410	2,000	(1,590)	1,268	2,500	(1,232)	7,000
8600-00 · Additional Opportunitites	650	2,083	(1,433)	1,950	6,250	(4,300)	25,000
8700-00 · Automobile Expenses	54	250	(196)	359	750	(391)	3,000
8750-00 · Meals/Meetings	55	417	(362)	177	1,250	(1,073)	5,000
8810-00 · Dues & Subscriptions	532	1,167	(634)	1,251	3,500	(2,249)	14,000
Total Expense	50,893	84,100	(33,207)	144,595	203,801	(59,205)	748,202
Net Ordinary Income	(50,893)	(84,100)	33,207	(144,595)	(203,801)	59,205	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(50,595)	(84,100)	33,505	(144,595)	(203,801)	59,205	(748,202)
Total Other Expense	(50,595)	(84,100)	33,505	(144,595)	(203,801)	59,205	(748,202)
Net Other Income	50,595	84,100	(33,505)	144,595	203,801	(59,205)	748,202
Net Income	(298)	(0)	(298)	0	(0)	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of September 30, 2020

Accrual Basis

	Sep 30, 20	Sep 30, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	507,312	331,529	175,783	53%	491,681
Total Checking/Savings	507,312	331,529	175,783	53%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	153,658	1,335	152,323	11,410%	1,335
Total Accounts Receivable	153,658	1,335	152,323	11,410%	1,335
Other Current Assets					
1200-99 · Accounts Receivable - Other	7,970	0	7,970	100%	25,720
1300 · Reimbursements Receivable	132	0	132	100%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	8,202	3,325	4,877	147%	37,525
Total Current Assets	669,172	336,189	332,983	99%	530,541
Other Assets					
1400-00 · Prepaid Expenses	25,777	32,053	(6,276)	(20%)	8,321
Total Other Assets	25,777	32,053	(6,276)	(20%)	8,321
TOTAL ASSETS	694,949	368,242	326,707	89%	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	67,397	198,372	(130,975)	(66%)	51,879
Total Accounts Payable	67,397	198,372	(130,975)	(66%)	51,879
Total Current Liabilities	67,397	198,372	(130,975)	(66%)	51,879
Total Liabilities	67,397	198,372	(130,975)	(66%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	140,569	145,028	(4,459)	(3%)	462,141
Total Equity	627,552	169,870	457,682	269%	486,983
TOTAL LIABILITIES & EQUITY	694,949	368,242	326,707	89%	538,862

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of September 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
IVCBVB	0.00	82,800.00	0.00	0.00	0.00	82,800.00
NLTRA*	0.00	69,523.00	0.00	0.00	0.00	69,523.00
Northstar California	0.00	0.00	0.00	0.00	945.30	945.30
TOTAL	<u>0.00</u>	<u>152,323.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,335.30</u>	<u>153,658.30</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	12,079.16	0.00	0.00	0.00	0.00	12,079.16
David Bunker	650.00	0.00	0.00	0.00	0.00	650.00
High Sierra Visitors Council, Inc	2,000.00	0.00	0.00	0.00	0.00	2,000.00
iDSS Global, LLC.	0.00	125.00	0.00	0.00	0.00	125.00
IVCB Visitors Bureau	233.32	0.00	0.00	0.00	0.00	233.32
Liz Bowling	44.97	0.00	0.00	0.00	0.00	44.97
NLTRA	5,589.12	0.00	0.00	0.00	0.00	5,589.12
Richter7	13,680.19	8,195.73	0.00	0.00	0.00	21,875.92
Tahoe Film Fest	15,000.00	0.00	0.00	0.00	0.00	15,000.00
The Abbi Agency, Inc	9,800.00	0.00	0.00	0.00	0.00	9,800.00
TOTAL	<u>59,076.76</u>	<u>8,320.73</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>67,397.49</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2020

Accrual Basis

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	82,800	82,800	0	103,000	103,000	0	592,000
4001-00 · NLTRA Funding	69,523	69,523	0	205,271	205,271	0	1,000,000
4004-00 · IVCBVB Entertainment	0	0	0	2,000	2,000	0	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	104,709	(104,709)	410,697
4099-00 · Revenue - Other	1,200			1,200			
Total Income	153,523	187,226	(33,703)	311,471	414,980	(103,509)	2,010,697
Gross Profit	153,523	187,226	(33,703)	311,471	414,980	(103,509)	2,010,697
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 · Native Display	0	4,000	(4,000)	0	8,000	(8,000)	42,501
5004-00 · Trip Advisor	0	8,000	(8,000)	0	19,600	(19,600)	86,800
5005-00 · Paid Social	2,155	32,500	(30,345)	3,116	64,972	(61,856)	120,000
5005-01 · Digital Display / Retargeting	923	3,000	(2,077)	923	6,200	(5,277)	87,000
5005-02 · Retargeting Video	0	1,000	(1,000)	0	3,000	(3,000)	10,000
5007-00 · Creative Production							
5007-01 · Creative Production	10,857			24,281			
5007-02 · Website Production	929			1,818			
5007-03 · Photo/Video Creative	0			100			
5007-00 · Creative Production - Other	255	10,210	(9,955)	510	32,966	(32,456)	105,364
Total 5007-00 · Creative Production	12,040	10,210	1,830	26,709	32,966	(6,257)	105,364
5010-00 · Account Strategy & Management	6,000	6,000	0	18,000	18,000	0	72,000
5010-02 · Website Strategy & Analysis	0	3,117	(3,117)	0	9,351	(9,351)	37,400
5013-00 · Outdoor	0	0	0	0	0	0	115,000
5015-00 · Video	0	6,500	(6,500)	0	13,150	(13,150)	115,000
5017-00 · Rich Media	0	0	0	0	0	0	35,000
5018-00 · Media Commission	1,915	7,632	(5,717)	2,514	15,663	(13,149)	98,211
5018-01 · Digital Ad Serving	11	250	(239)	11	750	(739)	3,000
5020-00 · Search Engine Marketing	7,373	7,500	(127)	16,320	15,800	520	65,000
5022-00 · Email	0	850	(850)	0	850	(850)	35,000
5024-00 · Fusion 7	4,000	2,000	2,000	6,000	6,000	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	34,416	92,559	(58,143)	73,591	214,302	(140,711)	1,106,276
5110-00 · LEISURE SALES							
5107-00 · Creative Production	150	5,250	(5,100)	150	5,250	(5,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	120	0	120	120	0	120	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	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	1,091	0	1,091	3,116	0	3,116	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	0	292	875	3,500	(2,625)	3,500
Total 5110-00 · LEISURE SALES	1,652	5,250	(3,598)	4,261	11,445	(7,184)	112,000
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	4,500	4,500	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	0	2,000	(2,000)	3,500	5,500	(2,000)	18,500
5204-00 · Media Mission(s)	747	10,000	(9,253)	747	10,000	(9,253)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	1,500	1,500	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	900	900	0	3,600
5209-00 · Domestic Travel Media FAMS	706	5,000	(4,294)	5,707	7,000	(1,293)	20,000
5210-00 · Content Dev - Newsletters	0	1,800	(1,800)	3,600	5,400	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	12,000	12,000	0	48,000
5212-00 · Social Giveaways & Contests	0	3,500	(3,500)	0	3,500	(3,500)	10,500
5213-00 · Facebook Live	0	0	0	0	150	(150)	150
5214-00 · Social Takeover	0	0	0	0	3,750	(3,750)	15,000
5216-00 · PR Content Development + Distri	734	700	34	1,334	2,100	(766)	8,400
5218-00 · Crisis Communication / Training	0	4,900	(4,900)	0	4,900	(4,900)	4,900
5221-00 · Photography & Video Asset Dev	3,500	0	3,500	3,500	3,750	(250)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,800	3,498	(1,698)	14,000
5280-00 · PR Meals / Entertainment	0			29			
Total 5200-00 · PUBLIC RELATIONS	11,987	35,366	(23,379)	39,117	68,448	(29,331)	233,650
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	0	5,000	(5,000)	0	5,000	(5,000)	20,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2020

Accrual Basis

	Sep 20	Budget	\$ Over Budget	Jul - Sep 20	YTD Budget	\$ Over Budget	Annual Budget
6003-00 · Geo-Fence Targeting	0	750	(750)	0	750	(750)	3,000
6004-00 · Email	0	1,250	(1,250)	0	1,250	(1,250)	5,000
6005-00 · Paid Media	0	1,500	(1,500)	0	1,500	(1,500)	6,000
6006-00 · CVENT	0	0	0	10,678	11,200	(522)	11,200
6007-00 · Creative Production	144	3,686	(3,542)	144	3,686	(3,542)	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 · MCC National Memberships	0	750	(750)	379	2,430	(2,051)	3,773
6016-00 · MCC Search Engine Marketing	0	416	(416)	0	1,248	(1,248)	5,000
6018-00 · MCC Media Commission	0	1,631	(1,631)	1,401	1,631	(230)	6,526
6019-00 · Conference Direct Partnership	417	0	417	3,250	5,000	(1,750)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	1,750	7,000	(5,250)	7,000
6152-00 · Client Events / Opportunities	54	0	54	54	0	54	6,570
6153-00 · Chicago Sales Rep Support	147	0	147	442	0	442	1,000
Total 6000-00 · CONFERENCE SALES	1,345	14,983	(13,638)	18,097	40,695	(22,598)	104,813
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	0	0	194	500	(306)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	1,200	(1,200)	0	1,200	(1,200)	3,700
6118-00 · ASAE Annual	0	0	0	0	795	(795)	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	11,250	(11,250)	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
6160-00 · AllThingsMeetings Silicon Valley	675	0	675	675	0	675	0
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	795	(795)	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	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	0	0	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	675	1,200	(525)	869	16,540	(15,671)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	2,500	(2,500)	0	7,500	(7,500)	30,000
5009-00 · Fulfillment / Mail	112	1,000	(888)	448	3,000	(2,552)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	0	0	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	167	2,000	(1,833)	2,000
7002-00 · CRM Subscription	958	0	958	2,625	2,499	126	9,996
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	14	2,000	(1,986)	8,000
7004-00 · Research	0	0	0	0	2,500	(2,500)	29,000
7005-00 · Film Festival	15,000	15,000	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	0	0	0	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	531	(531)	2,124
7010-00 · Photo Management & Storage	592	592	(0)	1,859	1,776	83	7,099
7020-00 · Collateral Production / Printin	0	8,000	(8,000)	1,250	8,000	(6,750)	8,000
8700-00 · Automobile Expense*	166	350	(184)	296	1,050	(754)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	16,995	29,619	(12,624)	21,658	54,194	(32,536)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	12,776	12,750	26	51,000
8003-00 · Website Hosting Maintenance	0	4,000	(4,000)	534	12,000	(11,466)	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,250	8,250	(4,000)	13,310	24,750	(11,440)	99,000
Total Expense	71,320	187,227	(115,907)	170,902	430,374	(259,472)	2,026,087
Net Income	82,203	(1)	82,204	140,569	(15,394)	155,963	(15,390)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July through September 2020

Accrual Basis

	Jul - Sep 20	Jul - Sep 19	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	103,000.00	286,468.00	-183,468.00	-64.0%
4001-00 · NLTRA Funding	205,271.00	316,248.00	-110,977.00	-35.1%
4004-00 · IVCBVB Entertainment	2,000.00	2,000.00	0.00	0.0%
4099-00 · Revenue - Other	1,200.00	0.00	1,200.00	100.0%
Total Income	311,471.00	604,716.00	-293,245.00	-48.5%
Gross Profit	311,471.00	604,716.00	-293,245.00	-48.5%
Expense				
5000-00 · CONSUMER MARKETING				
5001-00 · Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5004-00 · Trip Advisor	0.00	6,934.24	-6,934.24	-100.0%
5005-00 · Paid Social	3,115.57	26,012.90	-22,897.33	-88.0%
5005-01 · Digital Display / Retargeting	922.72	26,257.61	-25,334.89	-96.5%
5005-02 · Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	24,281.29	0.00	24,281.29	100.0%
5007-02 · Website Production	1,817.50	0.00	1,817.50	100.0%
5007-03 · Photo/Video Creative	100.00	0.00	100.00	100.0%
5007-00 · Creative Production - Other	510.00	73,491.00	-72,981.00	-99.3%
Total 5007-00 · Creative Production	26,708.79	73,491.00	-46,782.21	-63.7%
5010-00 · Account Strategy & Management	18,000.00	21,000.00	-3,000.00	-14.3%
5010-01 · Digital Management & Reporting	0.00	6,000.00	-6,000.00	-100.0%
5010-02 · Website Strategy & Analysis	0.00	3,600.00	-3,600.00	-100.0%
5018-00 · Media Commission	2,513.59	12,285.19	-9,771.60	-79.5%
5018-01 · Digital Ad Serving	10.54	422.27	-411.73	-97.5%
5020-00 · Search Engine Marketing	16,319.77	12,628.58	3,691.19	29.2%
5022-00 · Email	0.00	7,500.40	-7,500.40	-100.0%
5024-00 · Fusion 7	6,000.00	0.00	6,000.00	100.0%
Total 5000-00 · CONSUMER MARKETING	73,590.98	213,709.01	-140,118.03	-65.6%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	150.00	2,565.00	-2,415.00	-94.2%
5112-00 · Training / Sales Calls	119.88	721.17	-601.29	-83.4%
5113-00 · Additional Opportunities	0.00	1,556.55	-1,556.55	-100.0%
5120-00 · Domestic - Trade Shows	0.00	990.89	-990.89	-100.0%
5131-00 · FAMS -Intl - Travel Trade	0.00	603.99	-603.99	-100.0%
5134-00 · Intl Marketing - Additional Opp	0.00	2,526.92	-2,526.92	-100.0%
5136-00 · Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
5137-00 · Co-op Opportunities	0.00	800.00	-800.00	-100.0%
5142-00 · UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 · Mountain Travel Symposium	0.00	509.75	-509.75	-100.0%
5144-00 · IPW - POW WOW	0.00	-600.00	600.00	100.0%
5146-00 · UK / Black Diamond	0.00	7,500.00	-7,500.00	-100.0%
5147-00 · AUS / Gate 7	3,115.64	7,925.00	-4,809.36	-60.7%
5149-00 · Mexico Program	0.00	1,606.99	-1,606.99	-100.0%
5154-00 · Canada				
5154-01 · Canada Sales Mission	0.00	4,363.86	-4,363.86	-100.0%
5154-00 · Canada - Other	0.00	5,452.17	-5,452.17	-100.0%
Total 5154-00 · Canada	0.00	9,816.03	-9,816.03	-100.0%
5155-00 · California Star Program	875.01	0.00	875.01	100.0%
Total 5110-00 · LEISURE SALES	4,260.53	40,699.22	-36,438.69	-89.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	4,500.00	6,600.00	-2,100.00	-31.8%
5201-00 · National, Regional, & Local PR	0.00	15,000.00	-15,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	3,500.00	6,000.00	-2,500.00	-41.7%
5202-01 · Rich Content Development	0.00	4,675.00	-4,675.00	-100.0%
5204-00 · Media Mission(s)	746.96	1,645.34	-898.38	-54.6%
5206-00 · Digital Buy/ Social Media Boost	1,500.00	1,500.00	0.00	0.0%
5207-00 · Content Campaigns/Tools-My Emma	900.00	900.00	0.00	0.0%
5208-00 · International Travel Media FAMS	0.00	753.34	-753.34	-100.0%
5208-01 · Int'l FAM Hard Cost	0.00	288.00	-288.00	-100.0%
5208-02 · Int'l Media Retainer	0.00	900.00	-900.00	-100.0%
5209-00 · Domestic Travel Media FAMS	5,706.88	3,687.73	2,019.15	54.8%
5210-00 · Content Dev - Newsletters	3,600.00	5,400.00	-1,800.00	-33.3%
5211-00 · Social Media Strategy & Mgmt	12,000.00	12,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	53.62	-53.62	-100.0%
5213-00 · Facebook Live	0.00	0.00	0.00	0.0%
5214-00 · Social Takeover	0.00	4,356.87	-4,356.87	-100.0%
5216-00 · PR Content Development + Distri	1,334.06	0.00	1,334.06	100.0%
5221-00 · Photography & Video Asset Dev	3,500.00	0.00	3,500.00	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	39,116.62	63,759.90	-24,643.28	-38.7%
6000-00 · CONFERENCE SALES				
6004-00 · Email	0.00	850.00	-850.00	-100.0%
6005-00 · Paid Media	0.00	2,521.72	-2,521.72	-100.0%
6006-00 · CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 · Creative Production	143.75	6,829.86	-6,686.11	-97.9%
6008-00 · Conference PR / Social Outreach	0.00	3,000.00	-3,000.00	-100.0%
6015-00 · MCC National Memberships	379.00	0.00	379.00	100.0%
6016-00 · MCC Search Engine Marketing	0.00	22.54	-22.54	-100.0%
6018-00 · MCC Media Commission	1,400.95	1,747.33	-346.38	-19.8%
6019-00 · Conference Direct Partnership	3,250.01	0.00	3,250.01	100.0%
6128-00 · HelmsBriscoe Strategic Partner	1,749.99	1,666.66	83.33	5.0%
6152-00 · Client Events / Opportunities	53.54	1,757.29	-1,703.75	-97.0%
6153-00 · Chicago Sales Rep Support	441.75	-605.28	1,047.03	173.0%
Total 6000-00 · CONFERENCE SALES	18,096.99	28,956.93	-10,859.94	-37.5%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	194.13	1,112.81	-918.68	-82.6%
6116-00 · CalSAE Seasonal Spectacular	0.00	1,279.91	-1,279.91	-100.0%
6118-00 · ASAE Annual	0.00	5,584.70	-5,584.70	-100.0%
6120-01 · Sac River Cats Client Event	0.00	1,187.41	-1,187.41	-100.0%
6143-00 · Connect Marketplace	0.00	3,814.74	-3,814.74	-100.0%
6157-00 · HPN Partner Conference	0.00	2,680.00	-2,680.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July through September 2020

Accrual Basis

	Jul - Sep 20	Jul - Sep 19	\$ Change	% Change
6165-00 · Bay Area Client Appreciation	0.00	-1,000.00	1,000.00	100.0%
Total 6100-00 · TRADE SHOWS	869.13	15,170.33	-14,301.20	-94.3%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	447.91	7,635.97	-7,188.06	-94.1%
5021-00 · RASC-Reno Air Service Corp	0.00	25,000.00	-25,000.00	-100.0%
5123-00 · HSVC - High Sierra Visitors	166.67	500.01	-333.34	-66.7%
7001-00 · Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 · CRM Subscription	2,624.99	2,499.99	125.00	5.0%
7003-00 · IVCBVB Entertainment Fund	13.78	371.79	-358.01	-96.3%
7004-00 · Research	0.00	25,265.01	-25,265.01	-100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7008-00 · Opportunistic Funds	0.00	2,679.06	-2,679.06	-100.0%
7010-00 · Photo Management & Storage	1,858.74	0.00	1,858.74	100.0%
7011-00 · TrendKite PR Software	0.00	714.29	-714.29	-100.0%
7020-00 · Collateral Production / Printin	1,250.00	0.00	1,250.00	100.0%
8700-00 · Automobile Expense*	296.07	1,358.94	-1,062.87	-78.2%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	21,658.16	81,438.54	-59,780.38	-73.4%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	12,775.91	12,750.00	25.91	0.2%
8003-00 · Website Hosting Maintenance	534.00	3,204.00	-2,670.00	-83.3%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	13,309.91	15,954.00	-2,644.09	-16.6%
Total Expense	170,902.32	459,687.93	-288,785.61	-62.8%
Net Income	140,568.68	145,028.07	-4,459.39	-3.1%

KEY METRICS FOR August 31, 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 2017/18 - 2020/21 (thru Aug 2020)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	13204	13961	13474	8303	-38.38%
Phone	683	792	600	714	19.00%
Email	115	109	124	119	-4.03%
Kings Beach (Walk In)	6904	10644	7432	4525	-39.11%
NT - Event Traffic	1692	2275	2155	515	-76.10%
Total	22,598.00	27,781.00	23,785.00	14,176.00	-40.40%

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		Sept 2020
California (pop. 38,332,521)		11.0%
Placer County (367,309)		7.1%
Dollar Point (1,215)		4.8%
Kings Beach (3,893)		2.7%
Sunnyside/Tahoe City (1,557)		10.8%
Tahoe Vista (1,433)		1.4%

Destimetrics Reservations Activity				
	FYTD 2019/20	FYTD 2020/21	YOY % Change	
Occupancy	54.6%	41.5%	-24.1%	
ADR (Average Daily Rate)	\$ 289	\$ 369	27.9%	
RevPAR (Rev per Available Room)	\$ 158	\$ 153	-2.9%	
Occupancy 1 Mth Forecast	30.1%	20.2%	-32.8%	
ADR 1 Mth Forecast	\$ 205	\$ 276	34.3%	
RevPAR 1 Mth Forecast	\$ 62	\$ 56	-9.8%	
Occupancy (prior 6 months)	54.7%	29.5%	-46.1%	
ADR (prior 6 months)	\$ 326	\$ 439	34.9%	
RevPAR (prior 6 months)	\$ 178	\$ 129	-27.2%	
Occupancy (next 6 months)	17.1%	11.2%	-34.6%	
ADR (next 6 months)	\$ 300	\$ 358	19.3%	
RevPAR (next 6 months)	\$ 51	\$ 40	-21.9%	

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

Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 9/30/2020				
FORWARD LOOKING	2019-20	2020-20	2020-21	YOY % Change
Total Revenue Booked	\$2,685,035	\$ 2,334,860	\$ 1,096,681	-53.03%
Commission for this Revenue	\$ 36,962	\$ 54,193	\$ -	-100.00%
Number of Room Nights	12,075	13,058	4,979	-61.87%
Number of Bookings	53	49	16	-67.35%
Conference Revenue And Percentage by County:				
	19-20	20-21		
Placer	68%	83%	\$ 2,096,775	\$ 1,597,128
Washoe	8%	17%	\$381,642	\$ 195,373
South Lake	23%	0%	\$206,618	\$ 542,359
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$ 2,685,035	\$ 2,334,860
CURRENT			\$ 1,096,681	\$ -53.03%
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000
				0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr September 2020
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
09.22.2020	A	Za's Lakefront	61765	Meeting with Resort @ Squaw Creek	\$42.33		8750-00/Alloc
09.25.2020	B	Zuri Coffee Co.	21059	Meeting with Rob Kautz	\$12.71		8750-00/70
	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
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES						\$55.04	
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz Approved By: _____
 Date: 10/13/2020 Date: _____

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	DATE SCANNED
<u>10/13/20</u>		<u>bb</u>	<u>10/14/2020</u>



BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	SEP 28, 2020
Total Activity	\$55.04

**** MEMO STATEMENT ONLY **
 DO NOT REMIT PAYMENT**

JEFFREY HENTZ
 N LAKE TAHOE RESORT
 PO BOX 5459
 TAHOE CITY CA 96145-5459

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$55.04		\$0.00		\$0.00		\$55.04

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
09-23	09-22	55436870267122679953558	ZAS LAKEHOUSE TAHOE CITY CA	42.33
		Tran: DHM6 Tax ID: 462630218 Mer Zip: 96145		
09-28	09-25	55432860269200321553860	SQ *ZURI COFFEE CO. Truckee CA	12.71
		Tran: 00011529215095203 Tax ID: 800429876 Mer Ref: 00011529215095203 Mer Zip: 96161 Origin Zip: 96161 Dest Zip: 96161 Dest Ctry: USA Tax: 0.90		
		Product Code: 099 Desc: Apple Strudel Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 4.75		
		Product Code: 099 Desc: Latte Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 4.75		
		Product Code: 099 Desc: Cooler Drinks Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 1.55		

(A)
(B)

For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0150-4616	Account Summary	
	Statement Date SEP 28, 2020	Purchases & Other Charges	\$55.04
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	Cash Advances	\$0.00
	Disputed Amount \$0.00	Fees	\$0.00
		Credits	\$0.00
		Payments	\$0.00
		Total Activity	\$55.04

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.

Mts w/ Robb
TBID

Zuri Coffee Co.

11357 Donner Pass Road, Sep 25, 2020
Suite G 8:40 AM
Truckee, CA 96161

PURCHASE

Authorization 021059
Receipt zJq7

MASTERCARD
AID A0 00'00 00 04 10 10

TO GO

Apple Strudel	\$4.75
Latte	\$4.75
12 oz, Extra Flavor (\$0.50)	
Cooler Drinks	\$1.55
Water	
Subtotal	\$11.05
Tip	\$1.66
Total	\$12.71
MasterCard 4616 (Chip)	\$12.71
Jeffrey Hentz	

B

Mts w/ RSC
Gives golden

Zas Lakefront
120 Grove Street
TAHOE CITY, CA 96145
(530) 583-9292

Dine In

Server: Bar D. Sep 22, 2020
Receipt: DHM6-8 12:10 PM
Ticket #: 8 Table: Bar2

Item(s)

Smk Chicken	\$16.00 x 2	\$32.00
Salad		
Subtotal		\$32.00
Sales Tax (7.25%)		\$2.32
CA Tourism (0.04%)		\$0.01
Total		\$34.33

Zas Lakefront
120 Grove Street
TAHOE CITY, CA 96145
(530) 583-9292

Dine In

Server: Bar D. Sep 22, 2020
Receipt: DHM6-8 12:10 PM
Ticket #: 8 Table: Bar2

Subtotal	\$32.00
Sales Tax (7.25%)	\$2.32
CA Tourism (0.04%)	\$0.01
Total	\$34.33

Amount Charged	\$34.33
Tip	8
Total	42.33

MasterCard Credit - SWIPE
Card Holder: JEFFREY HENTZ
Card #: *****4616
Auth Code: 061765

APPROVAL

SIGNATURE REQUIRED

IMPORTANT - RETAIN FOR
YOUR RECORDS

Suggested Tip Amounts

Tip	Tip Amount	Total
18%	\$6.18	\$40.51
20%	\$6.87	\$41.20
25%	\$8.58	\$42.91

09/22/2020 12:41:01

Customer Copy

zaslakefront.com