
Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts

Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan, Tahoe City Marina

Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort

Greg Gooding, Resort at Squaw Creek | Chris Southwick, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection

Jeff Cowen, TRPA

Advisory Committee: Erin Casey, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/84958947060?pwd=SzNEVDdxRFpVSXpqczQvaUVXcFZtUT09>

Meeting ID: 849 5894 7060

Passcode: 390571

Dial by your location

+1 669 900 9128 US (San Jose)

- | | |
|------------------|---|
| 8:30 a.m. | 1. Call to Order – Establish Quorum |
| 8:35 a.m. | 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 8:40 a.m. | 3. Agenda Amendments and Approval |
| 8:45 a.m. | 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions. |

- | | |
|-----------------|--|
| Page: 1 | A. NLTRA Board Meeting Minutes from Sept 2, 2020 Link to preliminary online document |
| Page: 5 | B. Approval of preliminary NLTRA Financial Statements of Sept 30, 2020 |
| Page: 25 | C. Approval of CEO Expense Reports for Sept 2020 |
| Page: 29 | D. Approval of NLTMC Agreement with CrowdRiff |

E. Approval of NLTRA Event Sponsorship for the 2021 NLT Lacrosse Tournament

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Oct 28, 2020
- Tourism Development Committee Oct 27, 2020
- In-Market Tourism Development Committee Sept 29, 2020

8:50 a.m.

5. Action Items

Page: 69

- A. NLTRA Independent Auditor's Report and 2019/20 Financials – McClintock Accountancy
- B. Arrivalist – Nevo Waintraub

Page: 91

9:30 a.m.

6. Informational Updates/Verbal Reports

- A. Resort Triangle Transportation Plan – Stephanie Holloway (30 min)
- B. TBID Update

10:15 a.m.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

Page: 125

- A. Destimetrics Report Sept 30, 2020

Page: 126

- B. Conference Revenue Statistics Report Sept 2020

Page: 128

- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Sept 2020

Page: 137

- D. Tourism Development Report on Activities, Sept 2020

Page: 143

- E. Event Update – Cancelled/Postponed Events, Sept 2020

Page: 145

- F. Visitor Information Center Visitor Report, Sept 2020

Page: 146

- G. North Lake Tahoe Marketing Coop Financial Statements Sept 2020

Page: 154

- H. Membership Accounts Receivable Report Sept 2020

Page: 155

- I. Financial Key Metrics Report Sept 2020

10:20 a.m.

8. CEO and Staff Updates

10:25 a.m.

9. Directors Comments

10:30 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts

Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan | Tahoe City Marina

Christine Horvath, Squaw Alpine | **Jon Slaughter**, Sugar Bowl Resort | **Kevin Mitchell**, Homewood Mountain Resort

Greg Gooding, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe

Brett Williams, Agate Bay Realty | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

Karen Plank, Placer County Appointee | **Jeff Cowen**, TRPA

Advisory Committee: **Erin Casey**, Placer County Executive Office

1. Call to Order at 8:32 AM – Establish Quorum

Board members in attendance

Samir Tuma, Jim Phelan, Dan Tester, Jeff Cowen, Kevin Mitchell, Greg Gooding, Jon Slaughter, Christine Horvath, Brett Williams, and Tom Turner. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Andre Priemer, Stephanie Hoffman, and Adam Wilson.

Staff Members in attendance

Jeffrey Hentz, Anna Atwood, Sarah Winters, Bonnie Bavetta, Katie Biggers, Amber Burke, and Liz Bowling,

Others in attendance

Included Jerusha Hall, Erin Casey, Emily Setzer, Andrew..., Shawna Purvines, and Stephanie Hoffman

2. Public Forum

There were no comments in items no on today's agenda.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. **TESTER/WILLIAMS/UNANIMOUS**

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Sept 2, 2020 Link to preliminary online document

B. Approval of preliminary NLTRA Financial Statements of Aug 31, 2020

C. Approval of CEO Expense Reports for August 2020

D. Approval of Kind Traveler Agreement

E. Approval of In-Market Take-out Tahoe Campaign Scope of Work with the Abbi Agency

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Aug 19, 2020
- Tourism Development Committee Aug 25, 2020

Motion to approve the Consent Calendar as presented. PHELAN/TESTER/UNANIMOUS

5. Action Items

A. 2021 Spartan North American Championships Agreement

Biggers presented the updated agreement that was included in today's meeting packet. She described the changes, which have been approved by the Tourism Committee and vetted by Counsel. Biggers was asked to clarify the payment schedule.

Motion to approve the 2021 Spartan North American Championships Agreement as presented.

GOODING/MITCHELL/Carried with Horvath abstaining

B. Workforce Housing Preservation Program Review and Possible Action – Emily Setzer

Setzer presented the revised Program, which includes comments from the public and Board of Supervisors. The Supervisors will consider adoption of the Program at its October 27, 2020 meeting. If approved, it would be implemented in 2021. Details of the deed restriction program were discussed.

Setzer is asking the NLTRA Board to consider recommending TOT funding for the program. In addition to the \$250,000 being requested, the County could match that amount, and the additional \$500,000 of the \$1 million needed to implement the program can come from County general funds, TBID if it passes, regional partners, developer mitigation fees, and state and federal grants. Williams asked if the County has considered an assessment on property taxes, which would then include second homeowners. Setzer said neither property taxes nor a vacancy tax are being considered.

Discussion continued regarding how the program will be monitored, potential impacts to employees and employers, and qualifications for homeowner and tenants.

Cowen said this initiative is consistent with the TRPA Tahoe Living Framework and believes Placer County is setting the tone for what will be a model for other efforts in the basin.

Motion to recommend Placer County allocates \$250,000 of prior year TOT funds dedicated to housing and transportation to support the Workforce Housing Preservation Program contingent upon Placer County matching that allocation. WILLIAMS/TESTER/Motion carried with Turner voting no.

6. Informational Updates/Verbal Reports

A. Ski Season Update - Liz

Bowling recapped the recent Ski Season Town Hall roundtable. There was good participation. She is developing press releases and a video focused on consumers about what to expect this ski season. Bowling showed the Welcome to Winter video and the collateral materials that will be widely shared.

B. Marketing Update – Amber

Burke reported the fall media campaign was to have launched in early September, but was delayed because of smoke and wildfire closures. It was launched September 23 and will run through mid-November. The budget was divided with 30% of the spend in the Bay Area, 20% in Monterey/Santa Barbara, and 50% in Los Angeles. Horvath suggested spending more in the Los Angeles market.

Discussion followed. It was noted a new airline, JFX, is starting direct flights between Reno and Burbank. There are also flights scheduled from Dallas and Atlanta this winter. NLTRA is working with South Lake Tahoe to hit that market. Tuma suggested connecting with Surf Air customers flying in and out of Truckee.

Burke described the Take-Out Tahoe initiative, which is a response to surveys submitted by restaurants as a way of promoting take-out service. The six-week promotion will focus on six different regions in North Tahoe. Burke described

how the program will be promoted. Cowen noted the Sustainable Recreation Group has been considering solutions to the trash issue from take out this summer. He suggested encouraging the use of sustainable, durable containers. Patrons can leave a deposit to be returned when they return the containers. Casey said the League to Save Lake Tahoe is working on a similar issue as a way of reducing trash. Burke will reach out to the League.

C. CAP Committee Update – Erin/Jim/Jeff

Casey reported that of the six Group 3 projects still being considered for a FY 2019/20 grant, two have been withdrawn. Hentz said that of the remaining four, the group voted to recommend funding the NTPUD sports park and trail expansion for a total of \$825,000. Also recommended was the Tahoe City holiday tree request. Funding requests for a mural in Kings Beach and Kilner Park Master Plan were not recommended. Casey presented the Committee's recommendation and staff report to the Board of Supervisors.

Casey reported TOT collections are down and there is no fund balance carryover, which will likely impact the Tahoe Tourism and Promotions budget. The TOT grants come from the TTP. That said, applications for this fiscal year are being accepted. Casey said funds were pulled from Reserves to honor all current CAP commitments.

Hentz has been talking to Brad Johnson from NTPUD about the field expansion to gauge the impacts to tourism as well as residents. Hentz suggested a study be conducted to show the nexus of these types of projects to the Tourism Master Plan that would inventory current assets and what offerings would enhance the appeal to the sports tourism sector.

Discussion followed as the current collections were clarified. Tuma asked for a more in-depth TOT presentations and updates. Williams asked how many certificate holders there are during different reporting periods.

D. TBID Update – Jeff E. Audit Update – Bonnie

Hentz said solid progress is being made in relaunching the TBID petition. More urgency was put on the project during a call with the Executive Committee and County CEO Todd Leopold. The County wants the petition period completed by early November because it is considering increasing TOT by 2% and wants it on the 2021 ballot. The information in the meeting packets that is being used to promote the initiative and the update from Civitas was reviewed.

Discussion followed regarding the need to get the petition drive successfully completed. Board members were asked to help with the effort.

AUDIT UPDATE

Bavetta reported the auditors had some staffing issues, but everything is getting back on track. She presented the financial reports.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report Aug 31, 2020**
- B. Conference Revenue Statistics Report Aug 2020**
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Aug 2020**
- D. Tourism Development Report on Activities, Aug 2020**
- E. PR & Communications, Aug 2020**
- F. Event Update – Cancelled/Postponed Events, Aug 2020**
- G. Visitor Information Center Visitor Report, Aug 2020**
- H. North Lake Tahoe Marketing Coop Financial Statements Aug 2020**
- I. Financial Key Metrics Report July 2020**

8. CEO and Staff Updates

Hentz has been spending a significant amount of time on TBID. He gave comment at yesterday's Board of Supervisor's meeting in favor of re-opening the Placer Shares grants program since many businesses were busy over the Labor Day closing period. There is still about \$400,000 in the fund.

Hentz has been working with Tuma and Casey on the Community Forum Stakeholder Initiative which is bringing together community members to discuss solutions to some of the issues from this summer. Zephyr Consulting is facilitating the program which will consist of evaluating surveys, four stakeholder meetings, and public input.

9. Directors Comments

Gooding reported the Resort at Squaw Creek will be closed from October 25 to November 25, 2020.

Casey reported that at yesterday's meeting, the Board of Supervisors agreed to reopen the Placer Shares program, with approximately \$400,000 to be granted. Dr. Oldham, the new Health and Human Services Director and Interim Public Health Director gave a presentation outlining the work HHS has done during the pandemic. The Board extended the emergency ordinance allowing expanded use of outdoor space and signage for one year. The Board is meeting in Tahoe on October 27, 2020

Turner asked Casey for clarification on the State's new health metric regarding disadvantaged communities in the County. Casey will ask Oldham to elaborate on that at the next stakeholder call.

Williams asked for a plan to distribute the conflicting regional data over this summer's visitors to the community. Tuma said the information is being shared in the Community Forums. Hentz is considering developing a quarterly dashboard to identify issues and key metrics. Burke noted the negotiation the co-op is in with Arrivalist, a company that can deliver cell phone data up to 12 months in arrears that can help identify overnight and day-use visitors. Information is also being compiled from Air DNA. All data will be shared with the County and other agencies.

Tuma reported that contrary to rumors, the Tahoe City Lodge should break ground next spring.

10. Meeting Review and Staff Direction

- Biggers will clarify the payment schedule for the 2021 Spartan North American Championships Agreement
- Reach out to League to Save Lake Tahoe about Take Out Tahoe
- There will be a monthly update on TOT including how many certificate holders during the reporting period
- Hentz will report on Community Stakeholder Forums
- CAP Committee updates will be provided as necessary
- Casey will try to get more info on new state metric regarding disadvantaged communities
- Hentz will compile a dashboard sharing data from Air DNA and Arrivalist

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:03AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 10/29/20

To: North Lake Tahoe Resort Association (NLTRA) Board of Directors

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 \$35,000 were positive to budget by \$8,000. 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 \$18,000 before overhead allocation were positive to budget \$18,000.
- 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

| | Sep 30, 20 | Sep 30, 19 | \$ Change | % Change | Jun 30, 20 |
|---|------------------|------------------|----------------|---------------|------------------|
| 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

| | Sep 30, 20 | Sep 30, 19 | \$ Change | % Change | Jun 30, 20 |
|--|------------------|------------------|----------------|------------|------------------|
| 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> |

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 Opportunites | 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 Opportunitites | 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 Opportunit | 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

Accrual Basis

70 - Administration

| | 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 | 3,282 | 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 Opportunites | 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 RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr September 2020Employee 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 | | | | | | |
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| | 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:



Approved By:



Date:

10/13/2020

Date:

10/29/2020

ACCOUNTING

| DATE RECEIVED | DATE ENTERED | CFO APPROVAL | CFO APPROVAL DATE | DATE SCANNED |
|---------------|--------------|--------------|-------------------|--------------|
| 10/13/20 07 | | BB | 10/14/2020 | |



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 | | |

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

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.

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)**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 |

(A)**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



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: October 30, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: CrowdRiff & North Lake Tahoe Partnership

Action Requested:

Approval for the North Lake Tahoe Marketing Cooperative (NLTMC) to move forward on a \$14,400 annual agreement with CrowdRiff for use of their visual marketing platform.

Background:

CrowdRiff, a visual content marketing platform, helps source and manage user generated content (UGC) for use on social media, websites, owned and earned media channels. An introductory video can be found here, <https://go.crowdriff.com/crowdriff-intro-video>, and gives an overview of the platform.

The use of CrowdRiff will expand NLT's visual asset library with real-time photography, especially important in the current climate. The platform provides data on which images perform better, automatically tags photos with relevant and descriptive keywords and helps secure rights for future usage. The package includes CrowdRiff Insights which can track, measure and report on the ROI of website visuals.

Visit California has partnered with CrowdRiff to offer all CA destinations a 20% partner discount.

NLTMC would like to enter into a 1-year agreement.

Term: Nov. 15, 2020 – Nov. 14, 2021

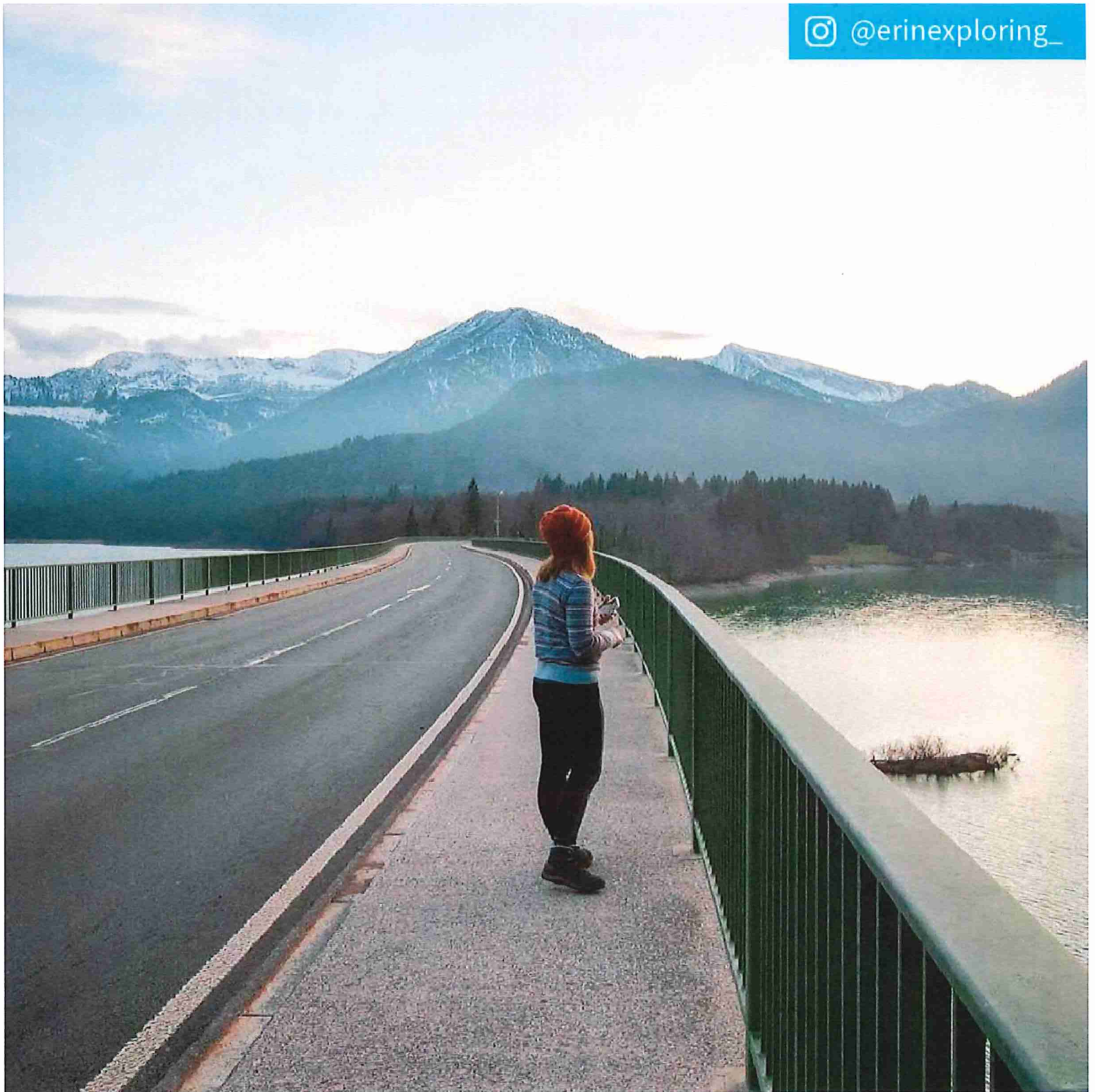
- Includes:
 - Intelligent Social Content
 - Social Photo Image Recognition
 - Quality Filter & Smart Curation
 - Photo & Video Uploading (1 GB storage)
 - Hashtag Rights Management
 - Unlimited Web Galleries & Smart Galleries
 - Google Locations
 - Live Photo Wall
 - Sidekick
 - Gallery Insights
 - Google Analytics
 - CrowdRiff Insights
 - Call to Actions (CTAs)
 - Social Publisher & Scheduling

The IVCBVB Board of Directors approved moving forward with the contract at their October 2020 meeting. The NLTRA Tourism Development committee unanimously approved a recommendation for the NLTRA Board to approve the contract at their October 2020 meeting.

Fiscal Impact:

\$14,400

- Dollars are allocated to come out of the Creative Production line items in the NLTMC 20/21 FY budget.



North Lake Tahoe Convention & Visitors

Bureau

SaaS Order

Oct 22, 2020

 CrowdRiff

BACKGROUND

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow North Lake Tahoe Convention & Visitors Bureau (hereafter referred to as “Customer”) to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel.

STRATEGIC FIT

Content Curation

By using CrowdRiff’s unique search, and filterable collection, Customer can easily & effectively find content to power its visual content requirements. This will reduce time spent in manual curation, and will enable Customer to leverage content faster, and integrate it in more marketing channels.

Requesting & securing content rights

Customer can leverage CrowdRiff’s Digital Rights Management system to secure rights to audience content shared on social media. CrowdRiff will record the rights granted to each specific piece of content and allow Customer to filter and use this content in any marketing activities.

Flexible website & blog integration

Customer can utilize CrowdRiff’s embedded Galleries to integrate user-generated content into its website and blog. These Galleries can be completely customized based on page topic, page dimensions and the desired user experience.

Increasing Web Page Conversions

With CrowdRiff’s Catalysts (CTAs), Customer can enrich any piece of content shared to its website to include live links to internal or external pages. These CTAs can be applied individually or in bulk, reduce clicks for web visitors, and convert more visitors through the path to travel funnel.

1. SCOPE

1.1 Platform License:

License Period: Nov 15, 2020 - Nov 14, 2021

Key Functionality:

Web Core

- Source up to 100 000 photos per month from Facebook, Twitter & Instagram
- Social tracking on Instagram includes up to 30 unique hashtags, 100 unique IG business accounts, and your own @mentions and stories
- Create a list of excluded keywords to keep the wrong content out
- 1 GB storage and management for uploaded photos & videos
- Accepted file types include: JPEG, TIFF, TIF, PNG, MOV, MP4
- Organize content into albums and folders
- Image recognition & auto-keywords applied to all social and uploaded photos
- Quality filtering & smart curation to detect highest quality imagery and keep spam out
- Intelligent photo search & similar photo detection
- Unlimited website galleries & single-photo embeds for Customer's website or blog
- Hashtag Rights Management to easily request and secure rights to Unlimited assets of social content per month
- Gallery analytics built into platform
- Unlimited photo wall displays, including auto-publishing for live events
- "CrowdRiff Sidekick" chrome extension to utilize photo library in other browser-based tools
- Built-in photo editing tool to prepare photos for ads and campaigns
- Google Analytics integration to collect & centralize gallery performance data
- Maximum 10 user license

Social Add On

- Hashtag Rights Management to easily request and secure rights to Unlimited assets of social content per month
- Collector portal to facilitate photo collection from partners
- Publish visuals directly to Facebook, Instagram and Twitter
- Compose your posts with Hashtags, @mentions and emojis

CTAs

- Call-to-action (CTA) links on photos to increase conversions to internal or external webpages

Collector

- Collector portal to facilitate photo contests

1. SCOPE (CONT.)

1.2 Platform Licensing:

Single license applies to Customer for the period outlined in Section 1.1.

1.3 Platform Users:

User seats available to Customer team, and participating agencies.

1.4 Launch Timing:

With the required Customer support, CrowdRiff guarantees full platform implementation within 7-14 days of an executed agreement.

2. SOCIAL DATA CONNECTIONS

CrowdRiff connects to the regulated APIs provided by the social networks (Facebook, Instagram and Twitter) to collect and feed Customer's content. As such, the social networks' terms of service must be followed and may change at any time without notice. CrowdRiff monitors these connections on a regular basis to ensure consistent operation, and will update Customer with any changes that will affect service during licensing.

CrowdRiff only collects content from public profiles on the listed social networks. No private content will be collected or made available to Customer.

3. SUPPORT

CrowdRiff will provide Customer with a customer success manager upon launch for set-up, training and ongoing platform support. Customer will have direct access to their customer success manager via email and phone during the licensing period. All Customer requests are handled on a first come, first served basis, and responses can be expected within 48 hours.

INVESTMENT AND PAYMENT TERMS

| Item | Description | Price | Discount | Net Price |
|-----------------------|------------------------------------|----------|----------|-----------------|
| Web Core Package | 12 month license | \$12,000 | 20% | \$9,600 |
| Social Package Add On | 12 month license | \$2,000 | 20% | \$1,600 |
| CTAs | 12 month license | \$2,000 | 20% | \$1,600 |
| Collector | 12 month license | \$2,000 | 20% | \$1,600 |
| Implementation | Full implementation and onboarding | \$1,000 | 100% | 0 |
| Total List Price | | | | \$19,000 |
| Total Discount | | | | \$4,600 |
| Total Net Price | | | | \$14,400 |

All prices listed in USD

A one time California Partner Network discount of 20% applied to this contract

Payment Schedule

- Nov 15, 2020 - \$14,400

Payment Terms

- Initial payment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date
- Acceptable forms of payment include cheque, bank wire transfer, or credit card (Visa or Mastercard)
- Credit Card processing fees apply

Special Discount Terms and Expiry

- By accepting the terms of this Order Form, Customer approves CrowdRiff's use of its logo on CrowdRiff's website and agrees to participate in development of testimonials and case studies.
- All prices and special discounts quoted above will expire on Nov 21, 2020

TERMS AND CONDITIONS

- By signing this SaaS Order you agree to the full Terms of Service to the CrowdRiff platform and service(s) here: crowdriff.com/terms-of-service.
- Any additional functionality requested by Customer outside of that identified in this agreement will be quoted separately, and implemented once written approval has been received from Customer.
- This document is private, confidential and personal to its recipients and should not be copied or shared with third parties.
- At the License Period End Date, and every License renewal period thereafter, the License will be renewed automatically for an additional period of 12 months provided that the License fee increases by no more than 5%. Additional fees may apply should Customer choose to add new features to the License. Customer may elect to not renew by providing written notice at least 30 days prior to the end of the then current License Period. CrowdRiff will notify the Customer of the upcoming renewals at 60 days prior to the end of every License Period.

By signing below, the signee agrees to abide by the terms and conditions contained in this agreement, and certifies that the signee is authorized to accept these obligations on behalf of the organization.

North Lake Tahoe Convention & Visitors Bureau

Andy Chapman
CEO
(775) 832-1606
andy@gotahoenorth.com

X

Signature

Date

CrowdRiff

Michael Cody
Account Executive

michael.cody@crowdriff.com

X

Signature

Date

North Lake Tahoe

► CrowdRiff

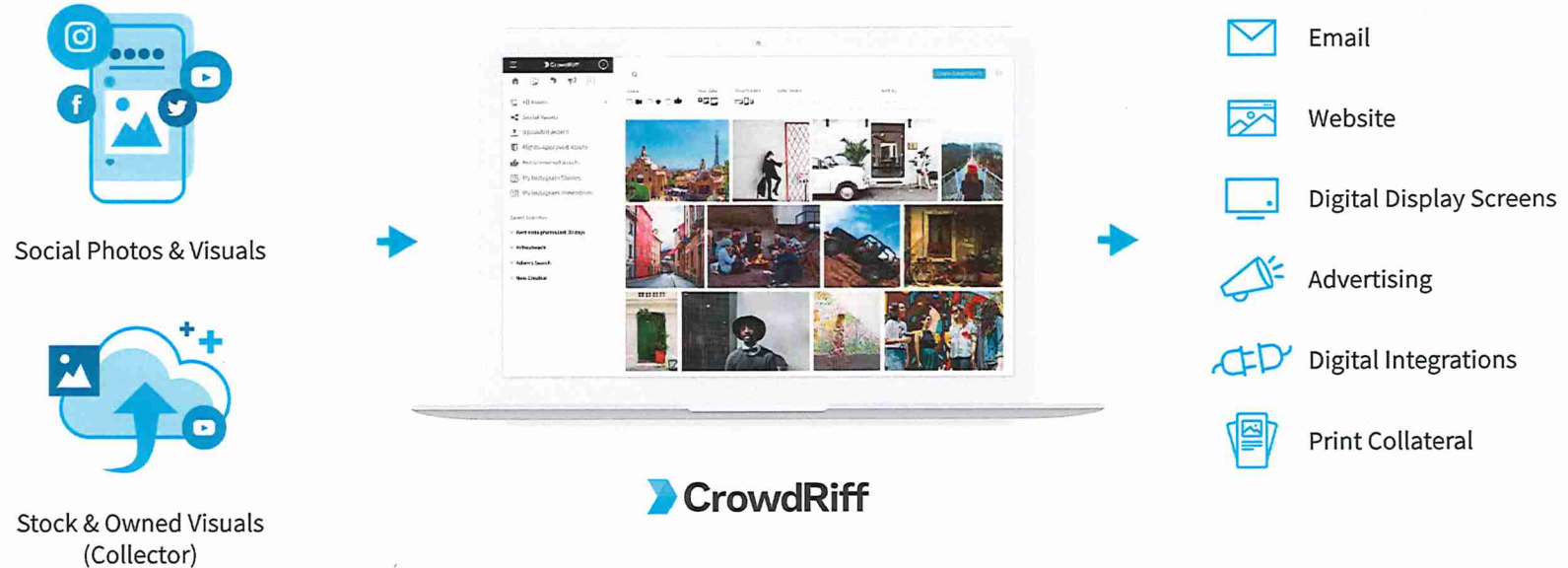


First, meet CrowdRiff.

CrowdRiff is a visual content marketing platform trusted by **800+** travel and tourism brands worldwide.

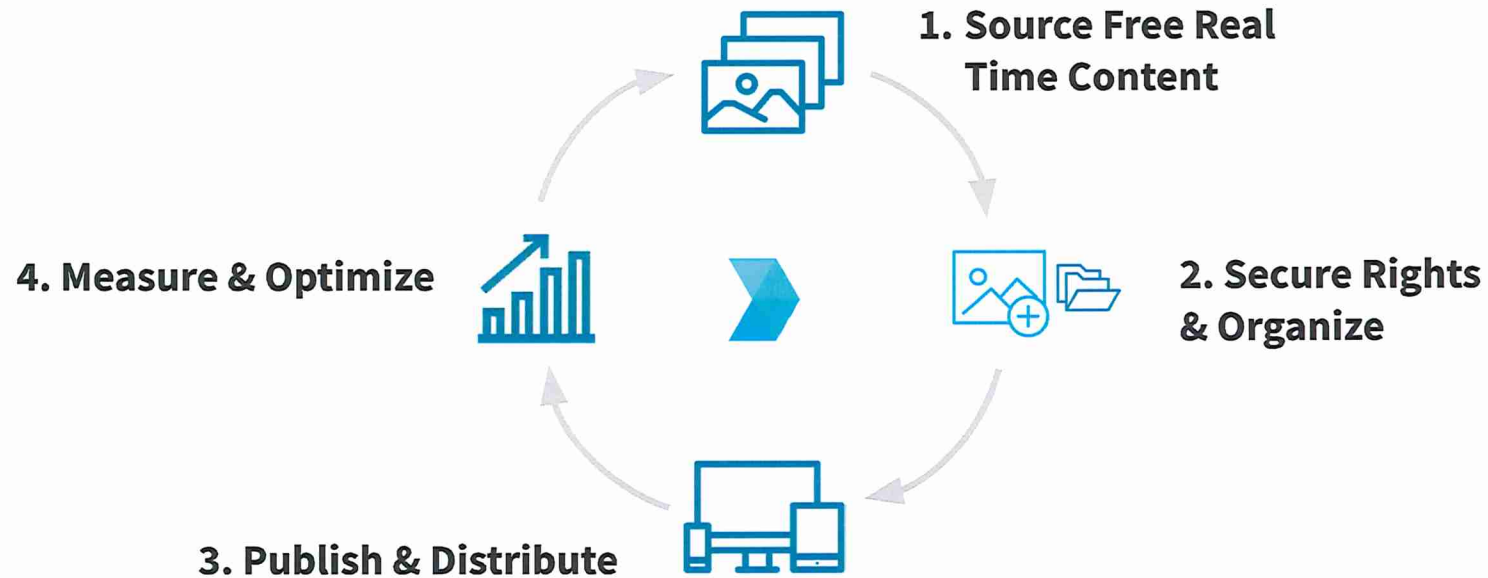


How CrowdRiff Works



CrowdRiff's Content Lifecycle

The CrowdRiff platform works natively through the entire content lifecycle.



Objectives

Let's Prioritize Outcomes

1



Source & Discover UGC
for your content

2



Incorporate UGC
throughout website

3



Organize your
owned assets



Get rights to
repost assets



Digital, Print, Social
Marketing with UGC



Measure
Performance

North Lake Tahoe & Objectives:

- 1) **Stop reusing stock inaccurate images & partner content. Source authentic real time content that is cost effective and provides real time social proof of your experiences**
- 2) **Prevent Copyright concerns or complicated processes by easily securing legal permission to this content**
- 3) **Save time by distributing FREE content through multiple digital/ traditional channels. Amplify conversion rates to partners via website**
- 4) **Get more performance data of web content. Then utilize that data to determine content in paid campaigns**
- 5) **Present findings to relevant stakeholders**

Typical Results from CrowdRiff Customers

4x

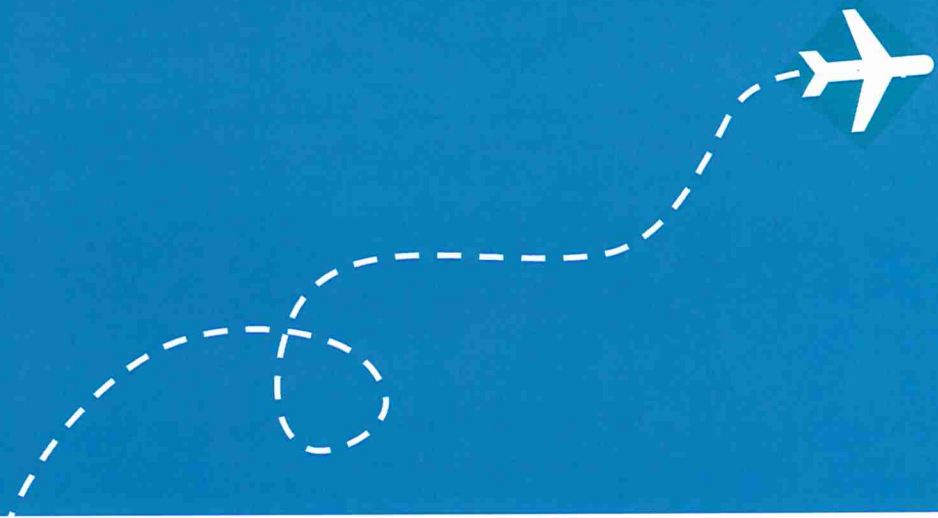
Increase in Time on Site

30% Reduction in
Bounce Rate

90% Decrease in Time Spent
Searching for Visuals

65% Approval Rate for
Rights to Photos

Source & Manage Content



Social Trackers

Get all the photos and videos captured and shared by your community sent straight to CrowdRiff in real time.

You'll have the visuals you need to curate relevant and authentic content across each of your marketing channels.

Source visuals from:

- Hashtags
- Users (Instagram Business Accounts & Twitter users)
- Pages



Connect

Easily discover and share highly relevant, high-quality content and better promote your tourism partners.



Get partner content directly in your library

Connect lets you bring Instagram content from your tourism or business partners *directly* into your library, so you can easily find and share it, without having to search for it yourself.



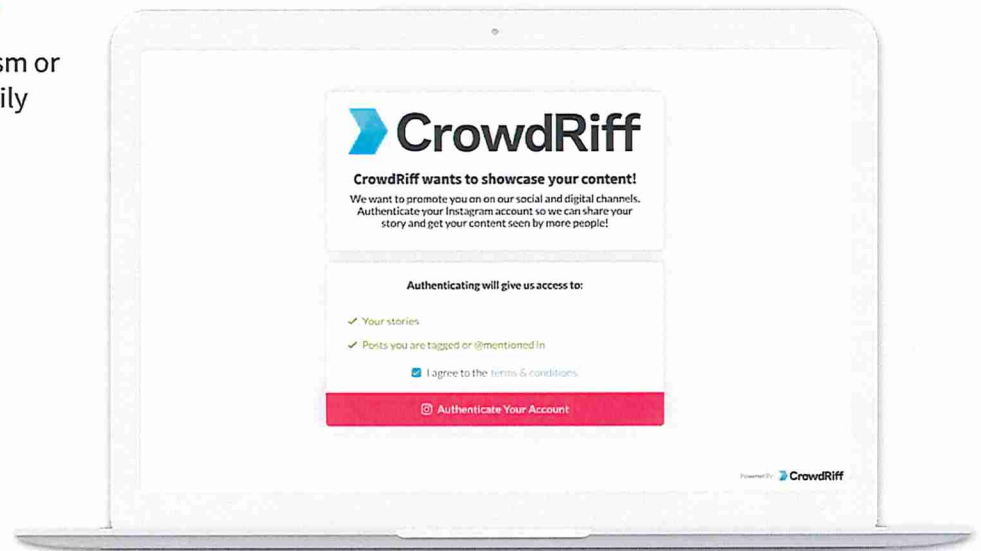
Easily discover the most relevant content

Authentically tell your story by sourcing the best, most relevant content from the businesses and attractions that are part of what make your destination so unique.



Strengthen partner relationships

With partner content right at your fingertips, you can easily incorporate it into your own marketing, better promoting your partners and amplifying their reach.



Lightning-Fast Image Search

No more wasted time manually scrolling through hashtags. CrowdRiff finds what you need with a fast, flexible and powerful search function.



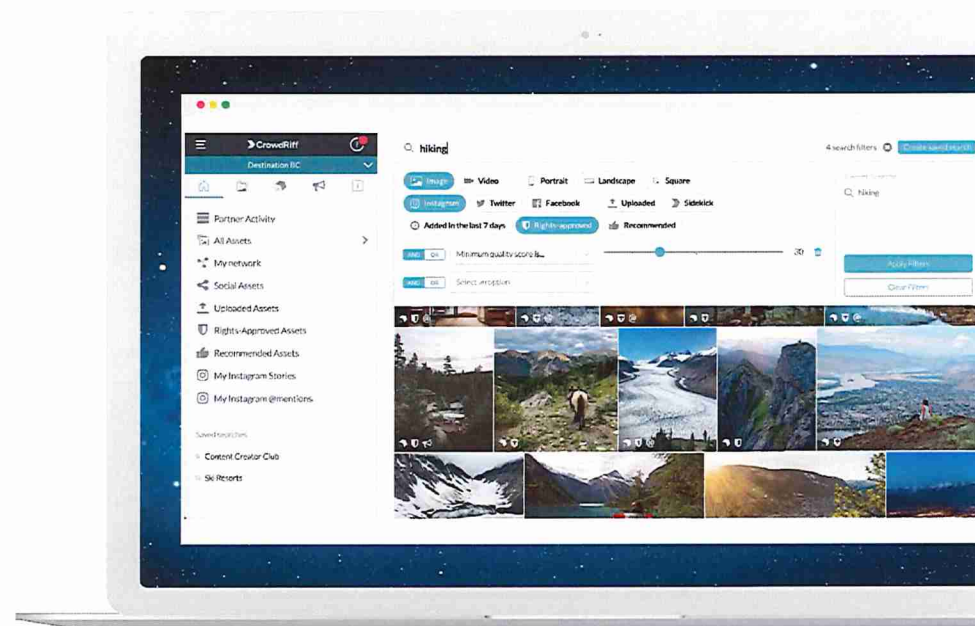
Find the right visual in seconds

CrowdRiff's Intelligent Search recognizes word stems (hike = hiking, hiked, hikes) and multiple languages, so you can always find the content you're looking for, even if it's not exactly what you typed.

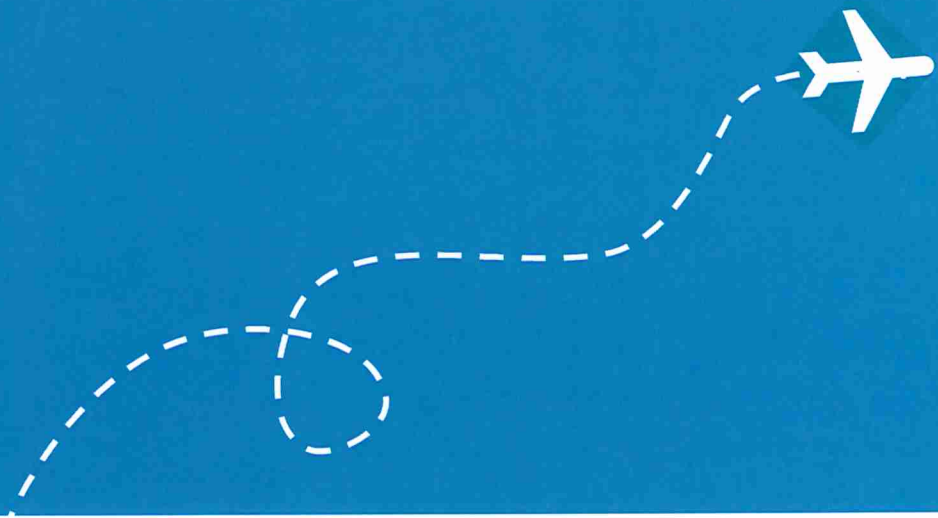


Get as specific as you need with flexible search parameters

You also have the option to add and combine additional keywords, license expiry dates, quality scores, date ranges and many other filters, making your search even easier.



Secure Rights to Content



Get Rights to UGC

Build out your content library with authentic visuals and quickly get the rights to use them across your marketing channels.



Quickly and easily get rights to visuals

When your request is approved, CrowdRiff automatically takes a screenshot for your records and downloads the highest resolution image available.



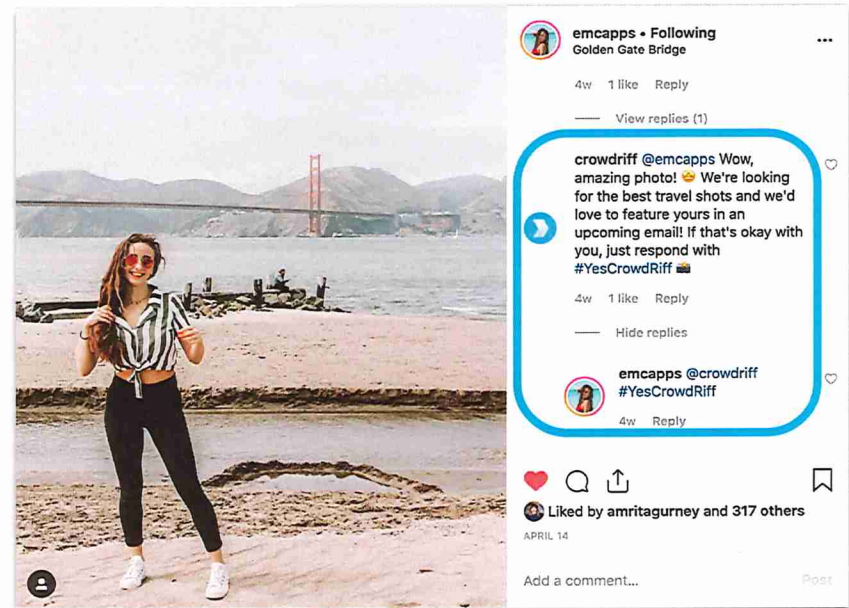
Create customizable messaging

You have full control and customization of your messaging, so you can easily create personal, on-brand comments.



Track rights-approved images

Easily filter to see the photos you've already requested rights to, as well as those that have been approved, so you always know which visuals you can use.



Advanced Rights Management

Streamline the rights management process, meet strict legal requirements, and get rights to UGC visuals at scale with ARM.



Meet the most rigorous legal requirements

ARM lets you show the terms of your rights request on-screen alongside the requested photos, or link to a full legal document for users to agree to before granting rights.



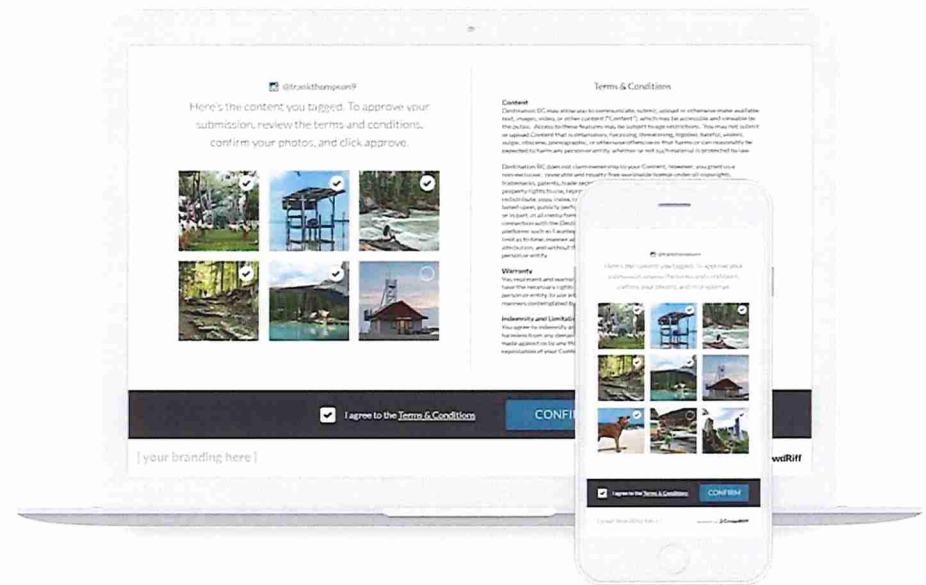
Deliver a seamless mobile experience

CrowdRiff's ARM was designed mobile-first, making it easy to use without sacrificing the precision and thoroughness your brand requires.

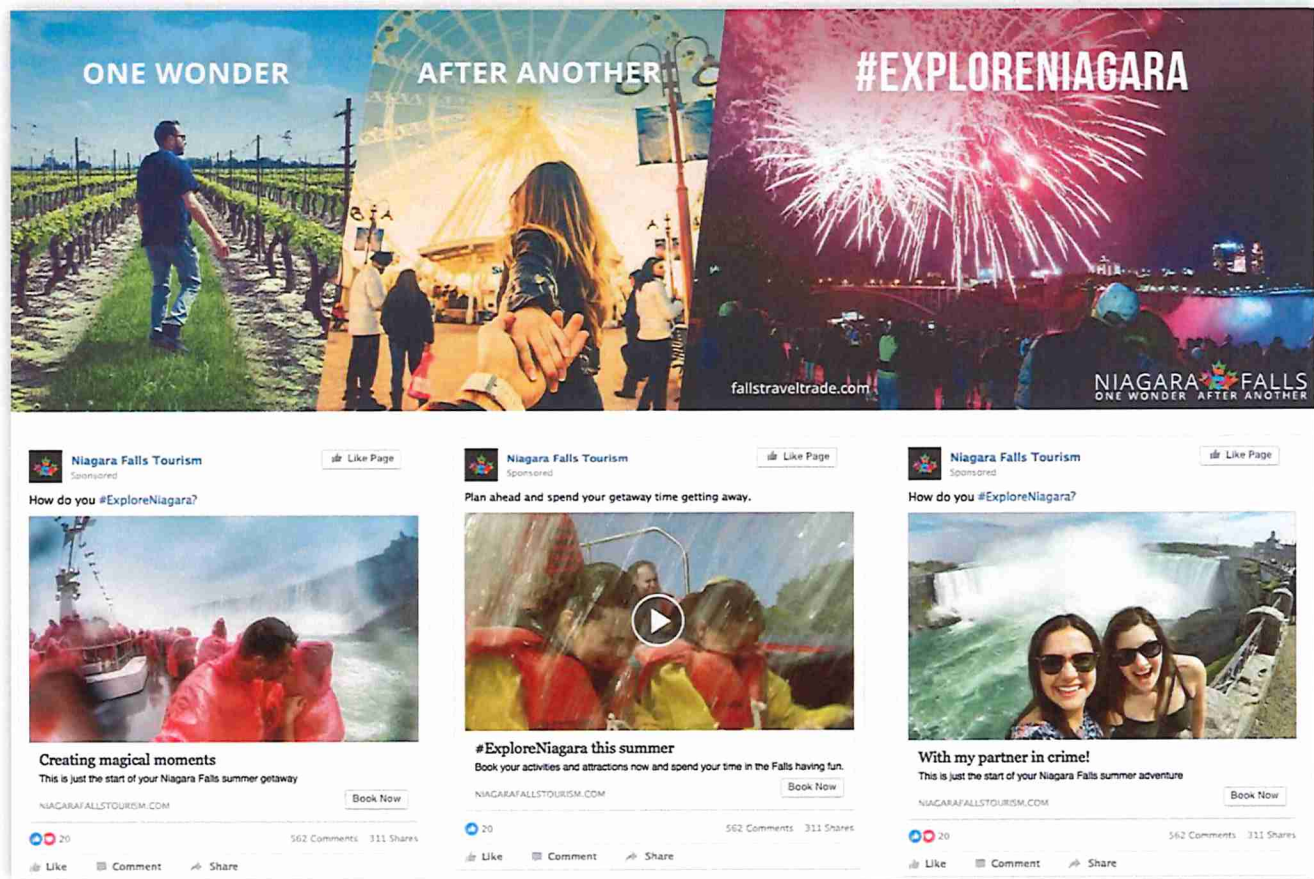


Get rights to multiple photos at once

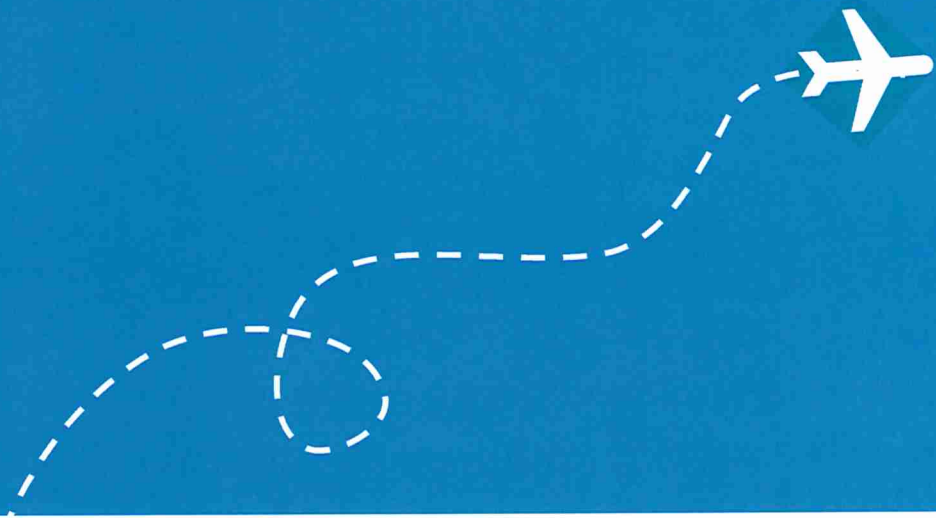
Users can select the photos they want to grant permission to, so you have a higher chance of getting more photos approved.



Repurpose Content sourced from Advanced Rights in paid Digital campaigns or commercial content.



Distribute Content



Unlimited Visual Website Galleries

Display the Real time and effective UGC you source, and easily refresh your visuals in just a few clicks.



Create engaging visual experiences

Responsive and interactive galleries make it easy to captivate and excite travelers with fresh content.



Save time updating web visuals

Updating your website visuals only takes a few minutes, making it easier to showcase the new, relevant visuals CrowdRiff sources for you.



Watch your web performance soar

30%

Reduction in bounce rate

4x

Increase in time on site

20%

Increase in new users



Smart Self-Optimizing Galleries

Toggle smart galleries on if you want content that resonates with your website visitors, automatically optimized.



Display the most effective visual content

CrowdRiff galleries use artificial intelligence to learn which photos are the most engaging, and automatically give them more visibility.

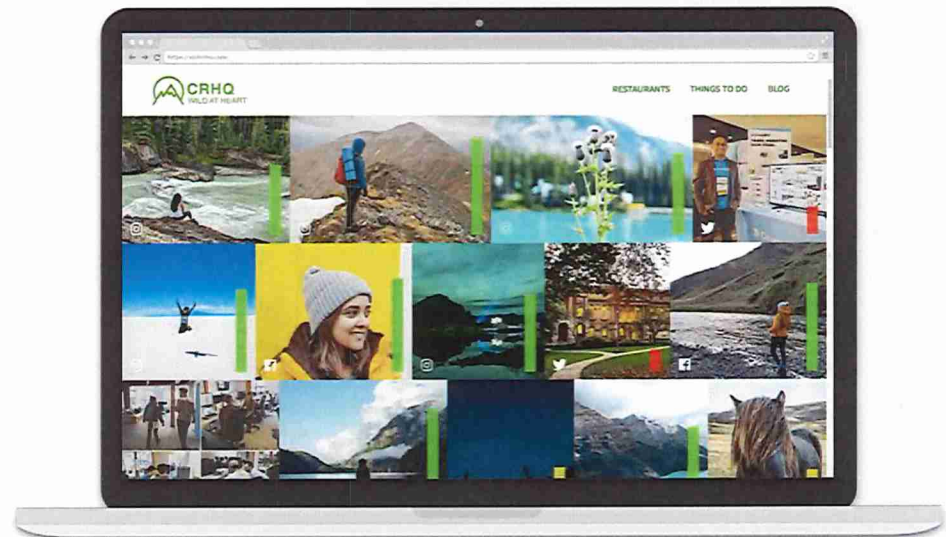


Keep adding new visuals to test

You can keep adding more visuals into smart galleries, and CrowdRiff will automatically swap them in to test.

20%

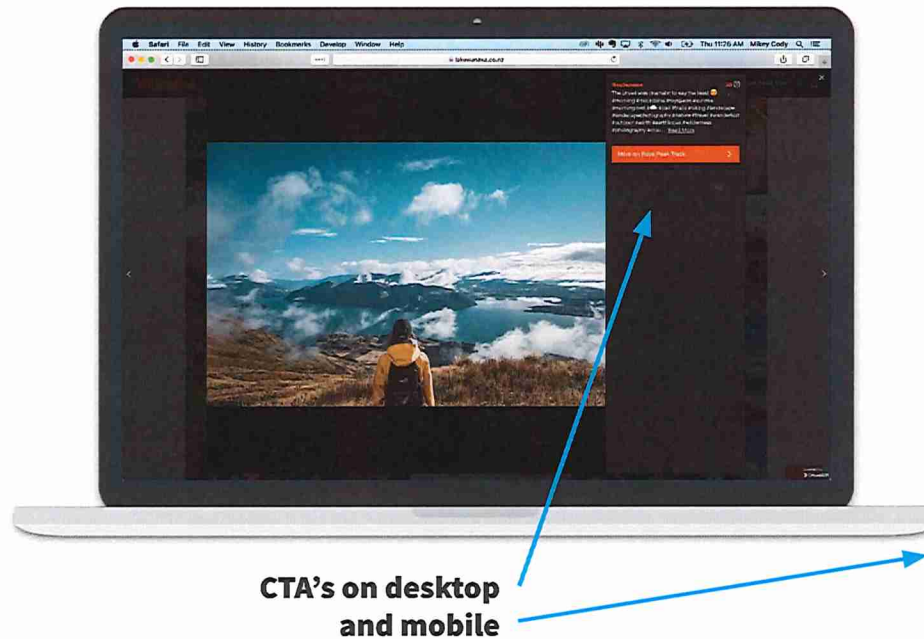
Higher time on site than our standard galleries



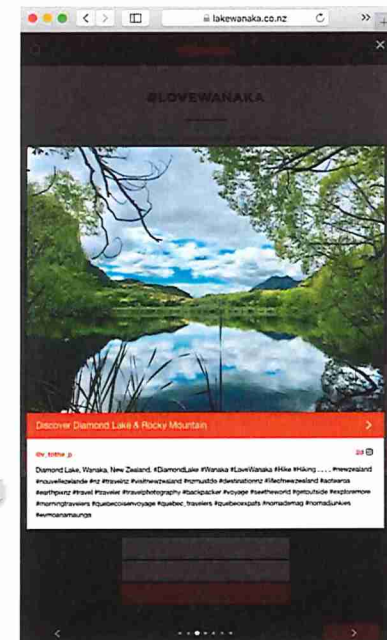
Add CTAs (Calls to Action)

Use multiple **CTA galleries** to take visitors from inspiration to action.

Customise your buttons so visitors can navigate through your website based on the content that resonates with them. Use Gallery insights to understand your viewers, and repurpose imagery in targeted content campaigns.



Mobile Optimised



Google Locations

Take visitors from inspiration to action by enriching your visuals with helpful location details, like hours, addresses, and cost indicators.



Turn your website into a visual directory

Make your website a go-to resource, highlight specific partners, increase time on site, and drive repeat visitors by making the relevant information travelers need easily accessible.



Provide accurate location details on every visual in your library

Whether UGC or owned, the most up-to-date location details are pulled into your visuals, so you know the information you're providing is always accurate without having to reach out to partners or businesses to get it.



Creative Editor

Edit photos, add text and filters, and build social posts directly in CrowdRiff.



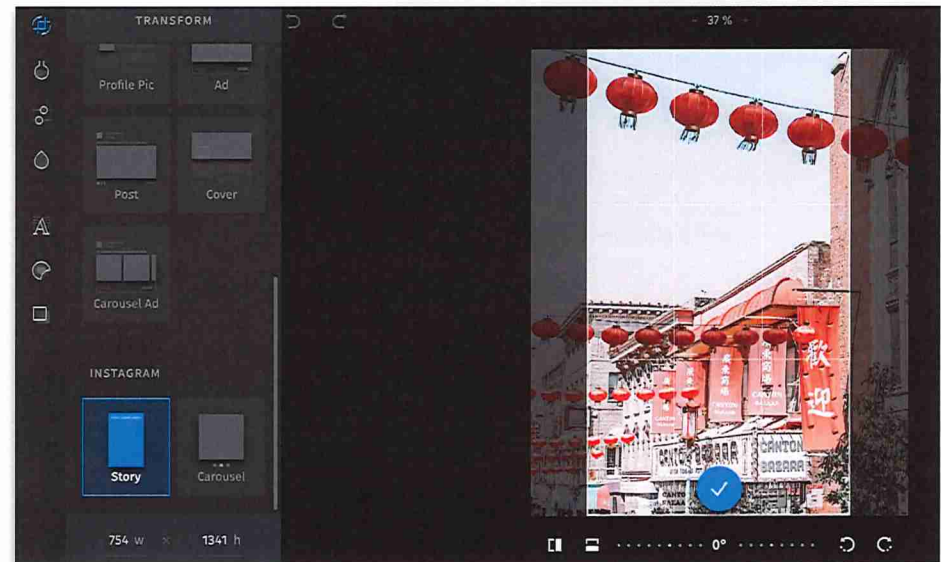
Easily transform your visuals

Creative Editor lets you crop, edit, and apply filters to your rights-approved and owned assets without ever having to leave CrowdRiff.



Create social posts in minutes

Quickly create content for your social channels with the ability to crop visuals to standard post formats, add text, and apply stickers.



Social Publisher

Source, store, and publish your visual content directly to social media, all within the CrowdRiff platform.



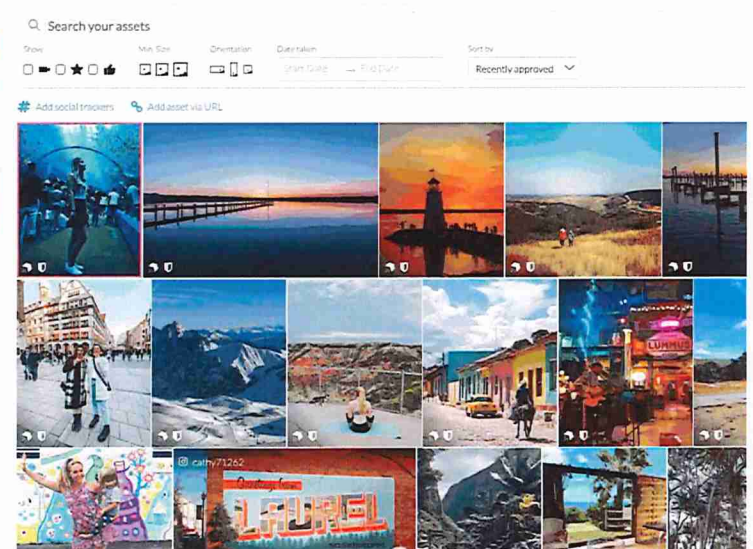
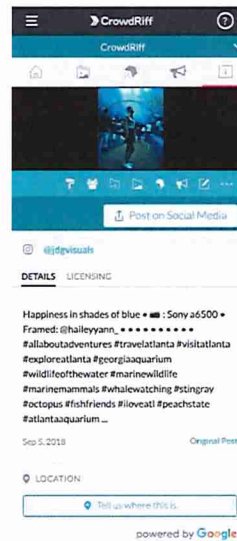
Post directly to social media

Publishing lets you post rights-approved and owned assets directly to Instagram, Facebook and Twitter straight from CrowdRiff.



Save time with an all-in-one tool

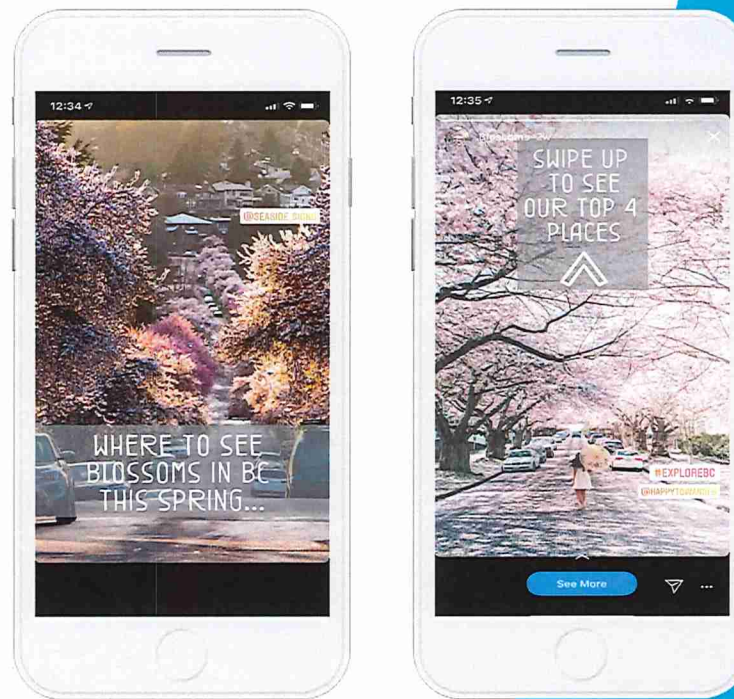
CrowdRiff's easy-to-use solution removes the manual work of posting to social media or the need for multiple tools, letting you quickly complete your workflow in one platform.



Use Stories to inspire and drive traffic

By having a CrowdRiff library with thousands of rights approved UGC assets, you can use this content to produce beautiful, pre-planned Instagram Stories that are released alongside current campaigns in other channels.

Stories will engage and inspire visitors & locals – as well as provide excellent conversions to your website, or campaign landing pages for more information.

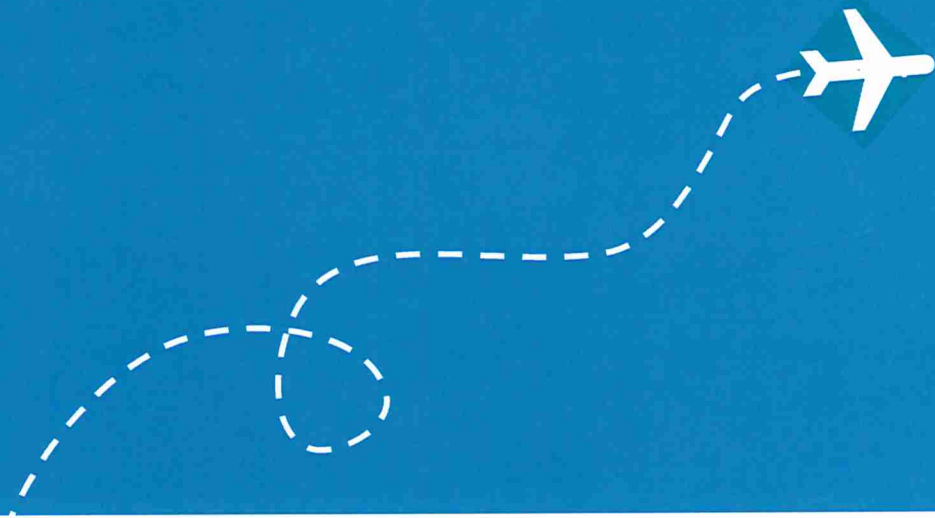


Take the manual labour out of producing your own stories, and use rights approved assets as a base to add your own brand messaging and personality.

The great thing about Instagram Stories is that they've created so many cool tools, you can really get as creative as you'd like to build off authentic UGC.

Case Study: Rights Approved UGC in Stories - Destination BC

Measure Performance



CrowdRiff Insights

Measure the impact of your website visuals on the metrics that matter most to your business.



Measure and report on website visuals

CrowdRiff Insights lets you track, measure and report on the ROI of your website visuals, all in a simple, easy-to-use analytics dashboard.



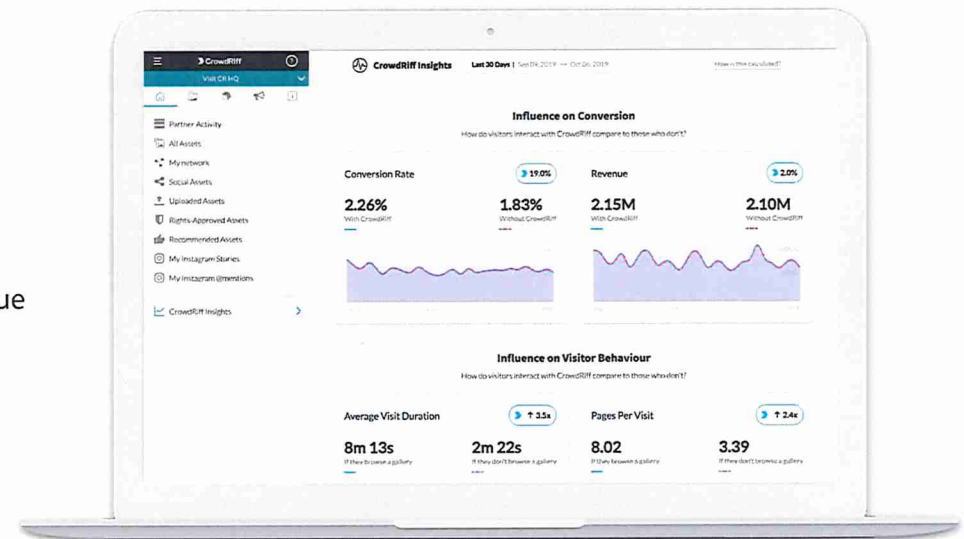
Use insights to optimize your visual content

With insight on how your visuals impact conversions, revenue and overall website performance, you can make more confident, data-driven decisions to drive your content strategy.



Identify top-performing assets

See how every visual in your library is performing, from views to engagement to conversions.



Your Package



Investment:

North Lake Tahoe (with Advanced Rights)

Sourcing & Discovery

Intelligent Social Content
Social photo image recognition
Quality filtering + smart curation
Photo and Video Uploading*
1GB storage
Collector

Rights:
Hashtag Rights Management

Advanced Rights Management

Distribute & Measure

Unlimited Web Galleries
Smart Galleries (self optimizing)
Google Locations
Live Photo Wall
Sidekick
Gallery Insights
Google Analytics
CrowdRiff Insights
Call To Actions (CTAs)

Social Publisher & scheduling

Platform Total

~~\$22,000 USD/YR~~

\$17,600 USD/YR

(20% OFF) California Partnership

Also Includes:

Implementation, Onboarding & Training
Phone & Email Support
Dedicated Account Manager

Investment: North Lake Tahoe

Sourcing & Discovery

Intelligent Social Content
Social photo image recognition
Quality filtering + smart curation
Photo and Video Uploading*
1GB storage
Collector

Rights:

Hashtag Rights Management

Distribute & Measure

Unlimited Web Galleries
Smart Galleries (self optimizing)
Google Locations
Live Photo Wall
Sidekick
Gallery Insights
Google Analytics
CrowdRiff Insights
Call To Actions (CTAs)

Social Publisher & scheduling

Platform Total

~~\$18,000 USD/YR~~

\$14,400 USD/YR

(20% OFF) California Partnership

Also Includes:

Implementation, Onboarding & Training
Phone & Email Support
Dedicated Account Manager

Get In Touch

Mike Cody
michael.cody@crowdriff.com





north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: November 4, 2020

TO: NLTRA Board of Directors

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Lake Tahoe Summit Classic Sponsorship

Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2021 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 19-20, 2021 with a \$6,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since it's inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO. The event was cancelled for the 2020 year. They have a plan to really push the destination vs just the tournament, and to focus on that drive market within 5+ hours. They did a great job on their website and keeping players up to date on changes this past summer, as well as pushing out our safe travel content.

Staff recommends sponsoring the event and continuing to support this successful, family event.

Fiscal Impact:

\$5,000 - \$6,000

Staff allocated a \$6,000 cash sponsorship in the 20.21 Special Event Budget.

2021 Lake Tahoe Summit Classic EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Lake Tahoe Summit Classic owned and operated by, ADVNC Lacrosse and Summit Lacrosse Ventures ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on October 27th, 2020

1. Event. ADVNC Lacrosse and Summit Lacrosse Ventures is the organizer, owner and operator of "Lake Tahoe Summit Classic" which will take place on June 19-20, 2021 at North Tahoe High School / Riverview Sports Park / Truckee High School/Squaw Valley Park Fields/Alder Creek Middle School, Placer County, California (the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. Obligations of Producer/Event to Sponsor: Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor's name and logo shall be included on digital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor's logo/web address/social handles/hashtags shall be included in all LTSC Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) LTSC will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- d) LTSC will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) LTSC will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on Lake Tahoe Lax event social media channels. Content will be created collaboratively and approved by both parties.
- f) LTSC will make reasonable efforts to partner with lodging properties within Placer County regarding the event and track overnight lodging as a result of the event.
- g) LTSC will provide Sponsor with images and video for use in promoting both the event and the region.
- h) LTSC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- i) Prior to the Event, LTSC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. LTSC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- j) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event due to an act of God, natural disaster, inclement weather, catastrophe, pandemic, disease, accident, or fire immediately upon such cancellation or postponement, LTSC shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancelation or postponement, Sponsor's obligations to LTSC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a \$6,000 cash sponsorship to the Event.
- b) Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources.
- c) Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property.
- d) Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to LTSC participants in order to attract them to great-off field activities, sights, etc. while in the area for the event. Assist with Promoting Opening Ceremonies for Event.

4. Economic Impact Assessment. LTSC and Sponsor shall work together to share available information and data to develop and economic impact analysis of the Event.

5. Use of Producer's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Producer, including, without limitation, the Event Marks; the Event (collectively Producer Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use Producer Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Producer Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Producer Property, (iv) all uses of Producer Property by Sponsor, and all goodwill therefrom, inure to the benefit of Producer, (v) any permitted use of Producer Property may be used only to indicate a sponsor relationship with the Event and/or for event promotions across Sponsor marketing and PR channels, and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Producer, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.

6. Use of Sponsor's Intellectual Property by Producer. Producer hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Producer is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Producer to use Sponsor Property shall immediately cease, (iii) Producer will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Producer, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.

7. Relationship of the Parties. The relationship of Sponsor and Producer hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Producer acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.

8. Indemnity. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Producer's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Producer, and Producer further agrees that it will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.

9. Governing Law, Venue and Attorney Fees. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement, the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

10. Sole Agreement/Amendment: This Agreement represents the entire agreement between Sponsor and Producer and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Producer from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Sponsor and then only in the specific instance and for the specific purpose given.

11. Counterparts; Scan/Facsimile. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

LAKE TAHOE SUMMIT CLASSIC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: November 4, 2020

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta, CFO

RE: NLTRA Auditors' Report

Action Requested

Requesting Board of Directors' approval of the June 30, 2020 Financial Statements and Independent Auditors' Report, acknowledging the County of Placer excess TOT funding for fiscal year ending June 30, 2020 in the amount of \$384,939.38.

Background

McClintock Accountancy Corporation performed an audit of the financial statements of North Lake Tahoe Resort Association, Inc. for the year ending June 30, 2020. Their opinion, dated October 21, 2020, stated the financial statements present fairly, in all material respects, the financial position of North Lake Tahoe Resort Association, Inc. in accordance with accounting principles generally accepted in the United States of America. They issued an unmodified or clean opinion on the financial statements.

There were two audit adjustments proposed as a result of the audit, both proposed by NLTRA management. The one internal control recommendations from 2018/19 remains open which relates to a capitalization policy. The policy will be formalized with Finance Committee for recommendation to the board and brought to the Board of Directors for formal approval during this fiscal year. One additional note was added regarding employee reimbursement for relocation expenses. The reimbursement of relocation expenses was not made through payroll with appropriate deductions for payroll taxes. The relocation expense reimbursement will be reported on the employee's W-2.

The County of Placer TOT funding budget for fiscal year ending June 30, 2020 exceeded actual expenditures by \$401,327.61. The Marketing Reserve was increased by \$16,388.23 per terms of the agreement with the County, reducing the amount due back to the County to \$384,939.38.

Fiscal Impact:

Reduction to cash in the amount of \$384,939.38 upon payment of excess TOT funding to the County of Placer.

Attachments:

Report to the Finance Committee and Board of Directors for Year Ended June 30, 2020 and the North Lake Tahoe Resort Association, Inc. Financial Statements and Independent Auditors' Report June 30, 2020 and 2019.

North Lake Tahoe Resort Association, Inc.

***REPORT TO THE FINANCE COMMITTEE
AND BOARD OF DIRECTORS***

For the Year Ended June 30, 2020

- A. Introduction of firm.
- B. Unmodified or clean opinion on financial statements.
- C. Questions and answers regarding financial statements.
- D. Matters to be communicated
 - Auditor Responsibility – An audit conducted under U.S. generally accepted auditing standards is designed to obtain reasonable, rather than absolute, assurance about the financial statements.
 - Accounting Policies/Accounting Estimates – Significant accounting policies are described in Note 2 to the financial statements. Significant estimates include an allowance for doubtful accounts.
 - Significant adjustments – There were three audit adjustments proposed as a result of the current year audit, including one proposed by management, compared to two in prior year, both of which were proposed by management. Adjustments include a reclassification of CEO moving expenses, an expense and refund coded to the wrong account in error, and a true up to net assets.
 - Disagreements with Management – None.
 - Difficulties encountered in performing the Audit – None
- E. Presentation of the Internal Control Report.
- F. We would like to thank management for their fine cooperation during the audit.

NORTH LAKE TAHOE
RESORT ASSOCIATION, INC.

Tahoe City, California

INTERNAL CONTROL REPORT

June 30, 2020

McCLINTOCK ACCOUNTANCY CORPORATION

ROBERT J. McCLINTOCK, CPA
KENDALL GALKA, CPA
ALICE HAHN

JAIME GIGNOUX, CPA
KELLEY ALTICK, CPA

305 WEST LAKE BOULEVARD
P.O. Box 6179
TAHOE CITY, CA 96145
TELEPHONE: 530-583-6994
FAX: 530-583-5405

INTERNAL CONTROL REPORT

To the Officers and Directors
North Lake Tahoe Resort Association, Inc.

In planning and performing our audit of the financial statements of North Lake Tahoe Resort Association, Inc. as of June 30, 2020, in accordance with auditing standards generally accepted in the United States of America, we considered the Association's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. Accordingly, we do not express an opinion on the effectiveness of the Association's internal control.

A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis.

Our consideration of internal control was for the limited purpose described in the first paragraph and was not designed to identify all deficiencies in internal control that might be deficiencies, significant deficiencies, or material weaknesses. We did not identify any deficiencies in internal control that we consider to be material weaknesses, as defined above.

Appendix A that accompanies this letter summarizes other items identified that remained open as of June 30, 2020.

This letter does not affect our report dated October 21, 2020 on the financial statements of North Lake Tahoe Resort Association, Inc.

This communication is intended solely for the information and use of management, the board of directors, and others within the organization, and is not intended to be and should not be used by anyone other than these specified parties.

McCLINTOCK ACCOUNTANCY CORPORATION
Tahoe City, California
October 21, 2020

DRAFT

**REPORT TO THE FINANCE COMMITTEE
AND BOARD OF DIRECTORS**

For the Year Ended June 30, 2020

Other Matters Noted in Current Year

Employee Moving Expenses

The CEO was reimbursed for moving expenses. The reimbursement was not administered through payroll and payroll taxes were not withheld from the compensation.

Recommendation: We remind the Association that withholding is required on all compensation including salaries, bonuses, and qualified moving reimbursements. Failure to withhold required amounts and periodically remit them to the government can subject both the Association and the employee to penalties.

Management Comment: Action will be taken to ensure the moving expense reimbursements are properly included on the employee's 2020 form W-2.

Other Matters Noted in Prior Year

Capitalization Policy

Fixed assets were capitalized in the past based on a \$1,000 capitalization policy. During the 2017/18 fiscal year, the Director of Finance opted to change that policy to a \$2,000 capitalization policy. No formal policy change was made.

2018 Recommendation: We recommend that the Association implement a formal capitalization policy and adhere to that.

2020 Status: The new capitalization threshold has been accepted by the Finance Committee, however no formal policy has been written. It is the general understanding within the Association that only items over \$2,000 will be capitalized.

Management Comment: The new threshold was discussed at a Finance Committee meeting. It will be officially approved and included in committee minutes at the November 2020 meeting.

Recent Accounting Pronouncements

In February 2016, the FASB issued ASU 2016-02, *Leases*. The new guidance was issued to increase transparency and comparability among companies by requiring most leases to be included on the balance sheet and by expanding disclosure requirements. Implementation is required for the year ending June 30, 2023.

In June 2016, FASB issued ASU 2016-13, *Financial Instruments—Credit Losses (Topic 326)*. This ASU represents a significant change in the ACL accounting model by requiring immediate recognition of management's estimates of current expected credit losses (CECL). Under the prior model, losses were recognized only as they were incurred, which FASB has noted delayed recognition of expected losses that might not yet have met the threshold of being probable. Implementation is required for the year ending June 30, 2024.

DRAFT

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Tahoe City, California

FINANCIAL STATEMENTS
AND
INDEPENDENT AUDITORS' REPORT

June 30, 2020 and 2019

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

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McCLINTOCK ACCOUNTANCY CORPORATION

ROBERT J. McCLINTOCK, CPA
KENDALL GALKA, CPA
ALICE HAHN

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors of
North Lake Tahoe Resort Association, Inc.

We have audited the accompanying financial statements of North Lake Tahoe Resort Association, Inc. (a nonprofit organization), which comprise the statements of financial position as of June 30, 2020 and 2019, and the related statements of activities and changes in net assets, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Lake Tahoe Resort Association, Inc. as of June 30, 2020 and 2019, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

McCLINTOCK ACCOUNTANCY CORPORATION

Tahoe City, California

October 21, 2020

DRAFT

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit A

STATEMENTS OF FINANCIAL POSITION

June 30, 2020 and 2019

| | 2020 | 2019 |
|--|---------------------|-------------------|
| ASSETS | | |
| Current Assets | | |
| Cash and cash equivalents | \$ 735,316 | \$ 563,716 |
| Restricted TOT cash reserve (Note 6) | 100,839 | 100,650 |
| Accounts receivable, net of allowance for doubtful accounts of \$24,987 in 2020 and \$1,587 in 2019 | 28,130 | 29,706 |
| Placer County receivable | 201,387 | 57,504 |
| Accounts receivable - Marketing Cooperative (Note 2) | -0- | 15,703 |
| Prepaid expenses | 25,177 | 18,376 |
| Inventories | 85,998 | 22,015 |
| | <u>1,176,847</u> | <u>807,670</u> |
| Noncurrent Assets: | | |
| Property and equipment, net of accumulated depreciation (Note 7) | -0- | 1,407 |
| | <u>-0-</u> | <u>1,407</u> |
| Total Assets | <u>\$ 1,176,847</u> | <u>\$ 809,077</u> |
| LIABILITIES AND NET ASSETS | | |
| LIABILITIES | | |
| Current Liabilities: | | |
| Accounts payable | \$ 26,683 | \$ 73,556 |
| Placer County payable | 384,939 | 19,871 |
| Accrued liabilities | 271,502 | 216,644 |
| Deferred revenue - membership dues | 27,740 | 56,719 |
| Deferred revenue - other | 1,272 | 825 |
| Total Liabilities (all current) | <u>712,136</u> | <u>367,615</u> |
| NET ASSETS (Note 2) | | |
| Without Donor Restrictions | | |
| Invested in property and equipment | -0- | 1,407 |
| Board designated marketing reserve (Note 3) | 374,608 | 358,220 |
| Undesignated | (10,736) | (18,815) |
| Total Without Donor Restrictions | <u>363,872</u> | <u>340,812</u> |
| With Donor Restrictions (Note 6) | 100,839 | 100,650 |
| Total Net Assets | <u>464,711</u> | <u>441,462</u> |
| Total Liabilities and Net Assets | <u>\$ 1,176,847</u> | <u>\$ 809,077</u> |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit B

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended June 30, 2020 and 2019

| | 2020 | 2019 |
|--|--------------|--------------|
| CHANGES IN NET ASSETS: | | |
| Revenue and other support: | | |
| Placer County contract revenue | \$ 3,513,365 | \$ 3,681,266 |
| Commissions and booking fees | 32,783 | 72,474 |
| Member dues | 134,937 | 145,250 |
| Member services and special events | 105,135 | 146,496 |
| Retail sales and other, net of cost of sales of \$61,014 in 2020 and \$59,984 in 2019 | 42,654 | 56,763 |
| Interest income | 258 | 276 |
| Total revenue and other support | 3,829,132 | 4,102,525 |
| Expenses and losses: | | |
| Program services: | | |
| Marketing | 2,442,408 | 2,621,402 |
| Group sales and conferences | 281,481 | 357,851 |
| Visitor information | 332,289 | 347,476 |
| North Lake Tahoe Chamber of Commerce | 124,853 | 177,479 |
| Tourism master plan implementation | 117,443 | 7,154 |
| | 3,298,474 | 3,511,362 |
| Supporting services: | | |
| General and administrative | 523,797 | 596,500 |
| Total expenses | 3,822,271 | 4,107,862 |
| Increase (Decrease) in Net Assets | 6,861 | (5,337) |
| NET ASSETS | | |
| Net assets distributed from Placer County (Note 3) | 16,388 | 32,447 |
| Beginning of Year | 441,462 | 414,352 |
| End of Year | \$ 464,711 | \$ 441,462 |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit C

STATEMENTS OF FUNCTIONAL EXPENSES
For the Years Ended June 30, 2020 and 2019

| 2020 | | | | | | | |
|-----------------------------------|---------------------|-----------------------------|---------------------|--------------------------------------|------------------------------------|----------------------------|---------------------|
| Expenses | Program Services | | | | | Supporting Services | Total |
| | Marketing | Group Sales and Conferences | Visitor Information | North Lake Tahoe Chamber of Commerce | Tourism Master Plan Implementation | General and Administrative | |
| | | | | | | | |
| Salaries, wages, and benefits | \$ 389,465 | \$ 119,764 | \$ 212,347 | \$ 69,892 | \$ 4,914 | \$ 369,439 | \$ 1,165,821 |
| Building and utilities | 35,123 | 16,589 | 87,023 | 8,996 | -0- | 37,054 | 184,785 |
| Telephone and internet | 6,823 | 3,272 | 2,709 | 1,439 | 3 | 9,974 | 24,220 |
| Postage and printing | 560 | 217 | 152 | 103 | -0- | 945 | 1,977 |
| Insurance | -0- | -0- | -0- | -0- | -0- | 10,480 | 10,480 |
| Office and program supplies | 1,533 | 473 | 5,433 | 623 | 19,300 | 6,415 | 33,777 |
| Depreciation | -0- | -0- | 1,407 | -0- | -0- | -0- | 1,407 |
| Equipment support and maintenance | -0- | -0- | 41 | -0- | -0- | 22,911 | 22,952 |
| Taxes, licenses and fees | 60 | 121 | 404 | 14 | -0- | 11,273 | 11,872 |
| Equipment rental and leasing | 2,021 | 897 | 1,523 | 1,153 | -0- | 6,799 | 12,393 |
| Training seminars | 4,424 | -0- | -0- | -0- | -0- | 89 | 4,513 |
| Commissions | -0- | 13,174 | 9,927 | -0- | -0- | -0- | 23,101 |
| Professional fees | -0- | -0- | -0- | -0- | 93,217 | 25,166 | 118,383 |
| Event partnerships | 45,704 | -0- | -0- | -0- | -0- | -0- | 45,704 |
| Events | 499,563 | -0- | -0- | -0- | -0- | 1,300 | 500,863 |
| Membership activities | -0- | -0- | -0- | 12,270 | -0- | -0- | 12,270 |
| Marketing Cooperative | 1,376,446 | 126,916 | -0- | -0- | -0- | -0- | 1,503,362 |
| Other marketing programs | 76,010 | -0- | 2,843 | 2,350 | -0- | 371 | 81,574 |
| Board functions | -0- | -0- | -0- | -0- | -0- | 10,565 | 10,565 |
| Credit card fees | 50 | -0- | 3,495 | 1,385 | -0- | 175 | 5,105 |
| Travel and meals | 1,465 | -0- | 738 | 667 | 5 | 993 | 3,868 |
| Dues and subscriptions | 1,445 | 4 | 55 | 124 | 4 | 7,464 | 9,096 |
| Bad debt | -0- | -0- | 50 | 25,647 | -0- | 1 | 25,698 |
| Miscellaneous | 1,716 | 54 | 4,142 | 190 | -0- | 2,383 | 8,485 |
| | <u>\$ 2,442,408</u> | <u>\$ 281,481</u> | <u>\$ 332,289</u> | <u>\$ 124,853</u> | <u>\$ 117,443</u> | <u>\$ 523,797</u> | <u>\$ 3,822,271</u> |
| 2019 | | | | | | | |
| Expenses | Program Services | | | | | Supporting Services | Total |
| | Marketing | Group Sales and Conferences | Visitor Information | North Lake Tahoe Chamber of Commerce | Tourism Master Plan Implementation | General and Administrative | |
| | | | | | | | |
| Salaries, wages, and benefits | \$ 390,573 | \$ 184,050 | \$ 216,109 | \$ 82,676 | \$ 7,154 | \$ 372,131 | \$ 1,252,693 |
| Building and utilities | 33,266 | 15,520 | 91,765 | 6,702 | -0- | 39,714 | 186,967 |
| Telephone and internet | 6,597 | 2,923 | 5,445 | 1,698 | -0- | 9,958 | 26,621 |
| Postage and printing | 296 | 114 | 423 | 96 | -0- | 1,514 | 2,443 |
| Insurance | 646 | 213 | 1,132 | 242 | -0- | 8,604 | 10,837 |
| Office and program supplies | 2,772 | 1,009 | 14,002 | 1,560 | -0- | 9,626 | 28,969 |
| Depreciation | -0- | -0- | 1,415 | -0- | -0- | 218 | 1,633 |
| Equipment support and maintenance | 240 | 240 | 280 | -0- | -0- | 2,711 | 3,471 |
| Taxes, licenses and fees | -0- | -0- | -0- | -0- | -0- | 10,850 | 10,850 |
| Equipment rental and leasing | 3,626 | 1,595 | 3,580 | 2,110 | -0- | 4,207 | 15,118 |
| Training seminars | 3,358 | 38 | 120 | 3,721 | -0- | 2,510 | 9,747 |
| Commissions | -0- | 19,878 | 2,769 | -0- | -0- | -0- | 22,647 |
| Professional fees | 580 | -0- | -0- | -0- | -0- | 96,500 | 97,080 |
| Research and planning | 19,080 | -0- | -0- | -0- | -0- | -0- | 19,080 |
| Event partnerships | 80,500 | -0- | -0- | -0- | -0- | -0- | 80,500 |
| Events | 640,578 | -0- | -0- | -0- | -0- | 6,713 | 647,291 |
| Membership activities | -0- | -0- | -0- | 66,497 | -0- | -0- | 66,497 |
| Marketing Cooperative | 1,336,608 | 123,219 | -0- | -0- | -0- | -0- | 1,459,827 |
| Other marketing programs | 91,996 | -0- | 4,614 | -0- | -0- | -0- | 96,610 |
| Board functions | -0- | -0- | -0- | -0- | -0- | 18,433 | 18,433 |
| Credit card fees | 135 | -0- | 3,271 | 4,158 | -0- | 310 | 7,874 |
| Travel and meals | 7,942 | 20 | 1,038 | 1,453 | -0- | 4,184 | 14,637 |
| Dues and subscriptions | 2,553 | -0- | 48 | 530 | -0- | 4,305 | 7,436 |
| Bad debt | -0- | 8,986 | -0- | 6,036 | -0- | -0- | 15,022 |
| Miscellaneous | 56 | 46 | 1,466 | -0- | -0- | 4,012 | 5,580 |
| | <u>\$ 2,621,402</u> | <u>\$ 357,851</u> | <u>\$ 347,476</u> | <u>\$ 177,479</u> | <u>\$ 7,154</u> | <u>\$ 596,500</u> | <u>\$ 4,107,862</u> |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit D

STATEMENTS OF CASH FLOWS
For the Years Ended June 30, 2020 and 2019

| | 2020 | 2019 |
|---|-------------------|-------------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Increase (decrease) in net assets without donor restrictions | \$ 6,861 | \$ (5,337) |
| Reconciliation of change in net assets to cash provided (used) by operating activities | | |
| Depreciation | 1,407 | 1,633 |
| Changes in operating assets and liabilities: | | |
| Accounts receivable | 17,283 | (17,327) |
| Placer County receivable/payable | 221,185 | (267,065) |
| Prepaid expenses | (6,801) | 8,891 |
| Inventories | (63,983) | 6,188 |
| Accounts payable | (46,877) | (12,553) |
| Accrued liabilities | 54,858 | 21,943 |
| Deferred revenue - membership dues | (28,979) | 389 |
| Deferred revenue - other | 447 | 290 |
| Net Cash Provided (Used) by Operating Activities | 155,401 | (262,948) |
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| Net assets distributed from Placer County | 16,388 | 32,447 |
| Net Cash Provided by Financing Activities | 16,388 | 32,447 |
| Net Increase (Decrease) in Cash and Cash Equivalents | 171,789 | (230,501) |
| Cash and Cash Equivalents, Beginning of Year | 664,366 | 894,867 |
| Cash and Cash Equivalents, End of Year | <u>\$ 836,155</u> | <u>\$ 664,366</u> |
| Cash and Cash Equivalent Analysis: | | |
| Cash and cash equivalents | \$ 735,316 | \$ 563,716 |
| Restricted TOT cash reserve | 100,839 | 100,650 |
| Net Cash and Cash Equivalents | <u>\$ 836,155</u> | <u>\$ 664,366</u> |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

1. Form of Organization

North Lake Tahoe Resort Association, Inc. (the "Association") was incorporated in the State of California in 1996, upon consolidation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The Association is organized under Section 501(c)(4) of the Internal Revenue Code as a non-profit public benefit corporation.

The primary function of the Association is to promote tourism and benefit business through efforts that enhance the economic, environmental, recreation and cultural climate of the North Lake Tahoe, California area. The Association provides the following services to its members and the North Lake Tahoe community: Chamber of Commerce, Visitors and Convention Bureau, marketing, conference sales and membership services. The Association also serves as a partner with Placer County in the development and funding plan for infrastructure and transportation projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.

The majority of the Association's revenue is derived from contract revenue with Placer County to administer and invest portions of transient occupancy taxes collected in the North Lake Tahoe area. Additional sources of revenue are derived from membership dues, commissions and booking fees earned from conference sales, special events, and from the sale of inventory items at its visitor centers.

2. Summary of Significant Accounting Policies

Basis of Accounting and Financial Statement Presentation

The financial statements of the Association have been prepared on the accrual basis of accounting. Additionally, information regarding its financial position and activities are classified according to two classes of net assets based upon the existence or absence of donor-imposed restrictions, as follows:

Net Assets Without Donor Restrictions are resources currently available for various programs and administration of the Association, board designated funds, or invested in property and equipment.

Net Assets With Donor Restrictions consist of donor restricted contributions. Amounts restricted by the donor for a particular purpose or time period are reported as revenue with donor restrictions when received and such unexpended amounts are reported as net assets with donor restrictions at year end.

When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as "net assets released from restrictions."

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

Use of Estimates

The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Liquidity Information

In order to provide information about liquidity, assets have been sequenced according to their nearness to conversion to cash and liabilities have been sequenced according to the nearness of their maturity and resulting use of cash.

Allowance for Doubtful Accounts

An allowance for doubtful accounts is created when an account's collectability is uncertain. The Association estimates doubtful accounts based on factors related to the specific payer's ability to pay and current economic trends.

Accounts Receivable

Accounts receivable consists of amounts due from members for membership dues, cooperative advertising costs, and commissions from group conference sales, as well as other miscellaneous receivables for services provided. The Association does not charge interest on delinquent receivables. Accounts are written off directly to bad debt expense when all attempts at collection are exhausted.

Inventories

Inventories are primarily for the sale of retail goods at the visitor centers and are stated at the lower of cost or market. Cost is determined by the first-in, first-out method.

Property, Buildings and Equipment

In general, property and equipment are capitalized on the Association's books and stated at cost when the asset has over a year of life and costs of over \$2,000. Depreciation is computed on the straight-line basis over the useful lives of the assets, which range from 3 to 7 years.

Marketing Cooperative Agreement

During the year ended June 30, 2007, the Association established the North Lake Tahoe Marketing Cooperative (NLTMC) with Lake Tahoe Incline Village Crystal Bay Visitors and Convention Bureau (IVCBVCB) to cooperatively promote tourism based on shared objectives which are more effectively and efficiently accomplished collectively rather than independently. Under the terms of the agreement, the Association and the IVCBVCB are required to make annual contributions to fund marketing efforts based upon an approved pre-set formula. The Association contributed \$1,503,362 and \$1,459,827 for the years ended June 30, 2020 and 2019, respectively in connection with this marketing effort, which is included in marketing (tourism promotion) and group sales and conference expense in the statement of activities and changes in net assets. The Marketing Cooperative activities

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

and balances are reported separately from those of the Association. At June 30, 2020 and 2019, NLTMC owed the Association \$-0- and \$15,703, respectively

Net Assets Without Donor Restrictions

All net asset balances are classified as net assets without donor restriction, excluding the cash flow reserve with donor restrictions at Note 6. Net assets are not subject to imposed restriction or restrictions that have expired. As reflected in the accompanying notes, the Association has designated a portion of net assets without donor restrictions for specific purposes.

Advertising Costs

Advertising costs are expensed as incurred.

Income Tax Status

The Association is exempt from federal income taxes under the provisions of Internal Revenue Code Section 501(c) (4), and section 23701(f) for California purposes. Unrelated business income, if any, is taxed at regular corporate tax rates.

The Association's three previous federal tax returns and four previous state tax returns are available for examination by the taxing authorities.

Functional Allocation of Expenses

The Association's expenses are recorded into the functional expense categories of program and general and administrative based on a combination of direct identification and, when significant, allocation.

To the extent possible, expenses are recorded in the functional category that receives the most benefit. Expenses requiring allocation are allocated based on a reasonable basis that is consistently applied. Wages and benefits are allocated on the basis of estimates for time and effort. Occupancy expenses are allocated based on the number of full -time employees allocated to each department. Insignificant indirect expenses, such as, office supplies and telephone are recorded as general and administrative.

Cash and Cash Equivalents

For purposes of the statements of cash flows, the Association considers all cash without donor restriction, money market funds, and debt securities with an original maturity less than three months to be cash equivalents.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

Fair Value

The carrying value of financial instruments, including cash, accounts receivable and accounts payable approximates their fair value due to the short-term maturities of these instruments.

Revenue from Contracts with Customers

For 2020, the Association has adopted the provisions of Accounting Standards Codification Topic 606, Revenue from Contracts with Customers, ("Topic 606" in the Accounting Standards Codification (ASC)). Topic 606 superseded the revenue recognition requirements in FASB ASC 980-605, Revenue Recognition. Under Topic 606, the Association must identify a contract with a customer, among other things, and recognize revenue as the Association satisfies a performance obligation.

The following provides information about the Association's composition of revenue recognized from contracts with customers, the performance obligations under those contracts, and the significant judgements made in accounting for those contracts:

The Association's contract with Placer County is considered to be an exchange transaction, therefore, revenues received from this contract are reported as unrestricted support. Placer County contract revenue is derived from a combination of advanced payments and reimbursements of approved expenses under the contract, which is renewed annually. Revenue for advanced payments is recognized over time as performance obligations are met when services are performed and at a point in time when expenditures are incurred and submitted to the County for approval.

Member dues revenue is recognized as performance obligations are satisfied by transferring underlying services, such as access to member services, to the customer. The Association records deferred revenue upon receipt of annual membership dues and recognizes the revenue evenly over the year of membership.

Retail sales revenue is derived from merchandise sales. Revenue is recognized at a point in time when performance obligations are satisfied by transferring control of the underlying goods to the customer.

Special event revenue is derived from tickets sales or sponsorships purchased by customers. Revenue is recognized as performance obligations are satisfied, on the day of the event.

Commission revenue is derived from hotels that receive customers as a result of a referral by the Association. Revenue is recognized as performance obligations are satisfied, as control of underlying goods are transferred to the customer.

Contract Balances

Contract liabilities are recorded primarily as deferred revenues when payments are received or due in advance of the Association's performance, including amounts which may be refundable. The deferred revenue balance is primarily related to cash payments

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

recorded in advance of satisfying the Association's performance obligations related to advance purchase products consisting primarily of membership dues. Deferred revenue balances related to contracts was \$28,890 and \$57,969 as of June 30, 2020 and 2019, respectively. For the year ended June 30, 2020, the Association recognized approximately \$58,000 of contract revenue that was included in the deferred revenue balance as of June 30, 2019.

COVID-19

The COVID-19 outbreak in the United States has caused varying degrees of disruption across substantially all businesses. The full impact of the COVID-19 outbreak continues to evolve as of the date of this report. It is at least possible that NLTRA may experience adverse effects from the outbreak. The related financial impact to NLTRA is unknown at this time, and therefore no provisions have been reflected in the accompanying financial statements.

3. Board Designated Marketing Reserve

The Association created a marketing reserve, pursuant to the 2003-04 contract with Placer County, to be used for expenditures in key areas due to any unforeseen adverse fluctuations in collections of transient occupancy taxes. The details in the use of the reserves can be decided solely at the discretion of the Association's board of directors subject to compliance with an existing policy of maintaining the reserve level at 10% of a three-year average of budgeted annual marketing, conference and visitor information center expenditures.

| | 2020 | 2019 |
|-------------------|-------------------|-------------------|
| Beginning of year | \$ 358,220 | \$ 325,773 |
| Contributions | 16,388 | 32,447 |
| End of year | <u>\$ 374,608</u> | <u>\$ 358,220</u> |

4. Concentration of Credit Risk

The Association maintains its cash accounts at a local bank. At June 30, 2020 and 2019, the aggregate balance of these accounts exceeded the federally insured (FDIC) limits by \$501,649 and \$383,985 respectively.

5. Concentration of Revenue

Support from Placer County in the form of contract contributed to 92% and 88% of the Association's total revenues and support for the years ended June 30, 2020 and 2019, respectively. The Association's contract with Placer County is renewed annually. At June 30, 2020, the Association owed Placer County \$183,552. At June 30, 2019, Placer County owed the Association \$37,633.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

6. Net Assets with Donor Restrictions

Restrictions on Association cash and investment balances at June 30, 2020 and 2019, consist of the following:

| | 2020 | 2019 |
|------------------|------------|------------|
| TOT cash reserve | \$ 100,839 | \$ 100,650 |

The restricted Transient Occupancy Tax (TOT) cash reserve is comprised of previous years' TOT fund balance of \$100,000. The policy restricts use of these assets to only those that achieve public benefit, as agreed to by contract between Placer County and the Association. Expenditure shall only occur following approval by the Association's Board of Directors and approval by the Placer County Executive Office.

7. Property and Equipment

Property and equipment at June 30, 2020 and 2019, consists of the following:

| | 2020 | 2019 |
|-------------------------------|-----------|-----------|
| Furniture and fixtures | \$ 45,289 | \$ 45,289 |
| Computer equipment | 4,270 | 4,270 |
| Computer software | 20,493 | 20,493 |
| Leasehold improvements | 24,284 | 24,284 |
| | 94,335 | 94,335 |
| Less accumulated depreciation | (94,335) | (92,928) |
| Net property and equipment | \$ -0- | \$ 1,407 |

Depreciation expense was \$1,407 and \$1,633 for the years ended June 30, 2020 and 2019 respectively.

8. Operating Leases

The Association leases various facilities and equipment from others under non-cancellable operating leases expiring in May, 2022. Lease rent expense, including real property taxes and common area costs, was \$157,324 in 2020 and \$153,525 in 2019. Minimum lease payments are subject to escalation clauses and options to renew. At June 30, 2020, future minimum lease payments under such leases to the end of the contract are as follows:

| Year Ending June 30 | |
|---------------------|------------|
| 2021 | \$ 114,000 |
| 2022 | 95,000 |
| Total | \$ 209,000 |

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2020 and 2019

9. Retirement Plan

The Association offers a 401(k) retirement plan to all full-time employees who have completed at least three months of service. The Association matches 100% of the participants first 2% of contributions and 50% of the next 4% of contributions for all participating employees. Contributions to the plan by the Association were \$30,939 and \$34,677 for the years ended June 30, 2020 and 2019, respectively.

10. Liquidity and Availability of Resources

The Association's goal is to use as much of the funding from Placer County as possible on the projects included in the budget approved by both parties. The Association manages its financial assets to be available as its general expenditures, liabilities and other obligations come due.

At June 30, 2020 and 2019, the following financial assets were available to meet general expenditures over the next twelve months:

| Financial Assets at Year End | 2020 | 2019 |
|---|-------------------|-------------------|
| Cash | \$ 836,155 | \$ 664,366 |
| Accounts receivable, net | 229,517 | 102,913 |
| Total financial assets | <u>1,065,672</u> | <u>767,279</u> |
| Adjustments: | | |
| Less: Net assets with donor restrictions (Note 6) | (100,839) | (100,650) |
| Less: Board designated marketing reserve (Note 3) | <u>(374,608)</u> | <u>(358,220)</u> |
| Financial Assets Available | <u>\$ 590,225</u> | <u>\$ 308,409</u> |

11. Subsequent Events

Subsequent events have been evaluated by management through October 21, 2020, the date that the statements were available for issuance.



MEMORANDUM

Date: October 30, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: Arrivalist & North Lake Tahoe Partnership

Action Requested:

Approval for the North Lake Tahoe Marketing Cooperative (NLTMC) to move forward on a \$40,000, 21-month, agreement with Arrivalist for research and intelligence services.

Background:

Arrivalist uses mobile location datasets from over 120M+ devices to provide insights on consumer behavior within our market. The information will enable NLT to gather information regarding origin markets, repeat visitation, day visitors vs. overnight visitors, and where they go when in market. This information will be extremely valuable to guide future consumer marketing campaigns and will provide much-needed data on in-market habits.

Included in the proposed package is both the Visitation Intelligence component along with the Daily Travel Index which measure road trip data and it's impacts on North Lake Tahoe. North Lake Tahoe can share data with regional stakeholders.

NLTMC would like to enter into a 21-month agreement for North Lake Tahoe to receive both the Visitation Intelligence and Daily Travel Index. That agreement would provide data for NLT through the 21/22 FY.

- Term: Nov. 15, 2020 – August 15, 2022
- Includes:
 - Visitation Insights
 - 50 Points of Interest
 - 12-Month Historical Look Back Window (11/15/2019 start)
 - 1 Standard Report per Year
 - Daily Travel Index – Premium Level

The IVCBVB Board of Directors approved moving forward with the contract at their October 2020 meeting. The NLTRA Tourism Development committee unanimously approved a recommendation for the NLTRA Board to approve the contract at their October 2020 meeting.

Fiscal Impact:

\$40,000 – will come out of the Research and Opportunistic Funds line items in the NLTMC 20/21 FY budget

- \$29,000 budgeted in 20/21 Research line item
- \$46,487 budgeted in 20/21 Opportunistic Funds line item



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Oct 7th, 2020

Letter of Agreement between Arrivalist and Go Tahoe North

This letter of agreement ("**Agreement**") is entered into between North Lake Tahoe Marketing Cooperative d.b.a. of North Lake Tahoe Resort Association, LLC, a California corporation with a principal place of business located at 100 N. Lake Blvd., Tahoe City, CA 96145 ("**Client**"), and Arrivalist Co., a Delaware corporation, with a principal place of business located at P.O. BOX 230199, New York, NY 10023 ("**Arrivalist**"). Arrivalist and Client may be referred to in this Agreement individually as a "**Party**" or collectively as "**Parties**."

1. Term

The term of this Agreement shall begin Oct 1st, 2020 and end on Sep 31st, 2021 ("**Term**"). Any provision of this Agreement, which contemplates performance or observance subsequent to termination or expiration of the Agreement will survive termination or expiration of this Agreement and continue in full force and effect.

2. Services and Arrivalist Obligations

During the Term, Arrivalist will use its proprietary technology ("**Arrivalist Technology**") to provide to Client the following service: a) anonymously monitor the visit to North Lake Tahoe ("**Location**") of Internet users ("**Arrivalist Services**").

Arrivalist services will provide clients with access to an online reporting interface ("**Platform**")

Arrivalist Technology. The Arrivalist Technology, and any and all intellectual property related thereto, shall remain the exclusive property of Arrivalist, and Arrivalist reserves all right, title and interest in the Arrivalist Technology and related intellectual property. To the extent Client needs to use the Arrivalist Technology to give effect to this Agreement, it shall do so only with the approval of Arrivalist and solely in connection with the Services provided by Arrivalist and as described in this Agreement. If any license of the Arrivalist Technology becomes necessary to give effect to this Agreement such license shall be limited to the purpose of this Agreement, and shall be non-exclusive, non-transferable, non-sublicensable, non-assignable, and revocable. Client expressly agrees not to disclose, disassemble, decompile, decrypt, extract, reverse engineer or modify the Arrivalist Technology or otherwise attempt to derive its source code or any algorithm, process, methods, techniques, or procedure contained within the Arrivalist Technology.

- **Technology Used for the Services.** Arrivalist may use different advertising technology providers in addition to its own technology and media outlets including, without limitation Client's website, Client's advertising vendors and other outlets to monitor arrivals in Destination. The Services may not be used in connection with Clients' purchases of advertising inventory (display, video or mobile) on open exchanges (also referred to as public exchanges) for ads targeting consumers located in or traveling from the member states of the European Union.
- **Timing of Reporting.** Reporting of visits monitored by the Arrivalist Technology for attribution and visitation services begin approximately 45-60 days following the commencement of agreement (the "**Launch Date**"). Timing may vary depending on complexity of location set up.
- **Review and Changes to Client's Privacy Policy Addressing Advertising Practices in the U.S.** Arrivalist shall have the right, but not the obligation, to review and make recommendations to the privacy policy governing Client's site(s) to accommodate the data collection and use practices involved in using Arrivalist Technology for advertising practices in the United States.
- **Arrivalist Services and Rates.** The specifics of the services and rates are set forth in **Appendix A**, attached hereto and made an integral and binding part hereof.

3. Obligations of Client

Client shall:



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- **Provide Arrivalist with Necessary Information.** Client will make Arrivalist aware of desired Arrival Zones, Points of Interest, measurement definitions and other relevant information. If attribution services are being provided, then client shall also make Arrivalist aware of media plans, impression volume, media partners and other relevant campaign information.
- **Imbed Arrivalist Pixels in Media.** Client will make best efforts to place Arrivalist pixels and impression tracking code on all its owned and paid media that Client will utilize in connection with the Arrivalist Technology and do so in a timely matter. Client agrees to notify Arrivalist of any instances where pixels or impression tracking code may not be deployed as well.
- **Placement of Arrivalist Pixels or Scripts on Client Site(s).** Allow Arrivalist to place tracking pixels or scripts on pages on Client's site(s) so that the Arrivalist Technology may identify Internet users who have been exposed to or have interacted with Client online advertising. Placement of Arrivalist's pixels/scripts shall not be unreasonably delayed.
- **Make Arrivalist-Recommended Edits to Privacy Policy.** Client will make any reasonable Arrivalist-recommended changes to the Client's privacy policy (as set forth in Section 2 above), including placement of Arrivalist "opt-out" language in its privacy policy and newsletter emails. Client represents and warrants that (i) its privacy policy discloses all collection and use of Internet users' information so that such disclosed practices include Client's use of Arrivalist Technology, and (ii) it will abide by its privacy policy, and honor Internet users' marketing preferences.
- **Payment.** Unless otherwise provided in Appendices, pay all setup fees upon execution of this Agreement within thirty (30) days of the invoice date. In the event Appendices provide for third party media purchases by Arrivalist on behalf of Client, such third-party media shall be pre-paid by Client. Billing information to be filled out on page five of this agreement.
- **Ownership and Use of Cookies.** Client acknowledges that Arrivalist uses cookies in order to provide the Services. Any and all cookies (or other information or technology achieving a similar or competitive function, whether currently in existence or not) used by Arrivalist in performing the Services shall remain the property of Arrivalist.

4. General Provisions

- A. **Publicity.** Each Party grants to the other Party a limited license to include the name and trademarks of the other Party on its website and in its marketing materials for the sole and limited purpose of publicizing the Services and Arrivalist Technology. Neither Party shall make any defamatory or derogatory statements concerning the other Party or the Services provided herein.
- B. **Confidentiality.** In connection with the implementation of this Agreement, each party may have access to or receive disclosure of Confidential Information of the other party. "Confidential Information" means information relating specifically to the other party's business, technology, marketing objectives and plans, or pricing and any other information, in any form, furnished or made available directly or indirectly by one party to the other that is marked confidential, restricted, or with a similar designation. Each party shall keep any such Confidential Information of the other party in confidence and not disclose it to any third party without the prior written consent of the other party. Each party shall use the Confidential Information of the other party solely for purposes provided in this Agreement. All information furnished by one party to the other party shall be and remain the property of the furnishing party. Each party shall cause its employees and subcontractors to comply with the terms in this provision. The confidentiality obligations herein shall not apply to information that: (i) is already known to a party prior to disclosure by the other party; (ii) is or becomes available to the public through no breach of this subsection by the other party; (iii) is rightfully received by the other party from a third party without a duty of confidentiality; (iv) is independently developed by a party; or (v) is required to be disclosed by law, regulation, or court order, provided that the disclosing party shall use reasonable efforts to notify the other party prior to disclosure. Either party may disclose this Agreement or Confidential Information of the other party without obtaining the other party's written consent if, in the opinion of such party's attorneys, such disclosure is required by subpoena, court order, or otherwise required by law. If a party receives or is subject to a subpoena, court order, or other legal process requiring disclosure of this Agreement or Confidential Information of the other party, such party shall notify the other party promptly thereof, in order to give the other party, the opportunity to seek a protective order or other legally acceptable protection to, as applicable, limit the disclosure of this Agreement and or the other party's Confidential Information.
- C. **Aggregate Data.** Arrivalist collects aggregate data that is not personally-identifiable including, without limitation, end user usage and behavioral data related to the Services ("Aggregate Data"). Client shall own all right, title and interest in and to any data deliverables, *provided* that Arrivalist shall retain ownership of all right, title and interest in and to:

(i) any materials created prior to, or independent of, this Agreement; (ii) any underlying data that are not specifically collected for Client; or (iii) any analytical approaches used by Arrivalist to prepare the data deliverables (each, "Arrivalist Portion"). The Arrivalist Portion shall remain the exclusive property of Arrivalist, and Client shall have the non-exclusive, non-assignable and non-transferable license to use the Arrivalist Portion for Client's internal business purposes. Arrivalist warrants that it shall not sell Client's info or data under any circumstances. Any use of the data by Arrivalist shall be limited to internal use and for the sole purpose of improving Arrivalist's methodology.

- D. **Relationship Between Parties.** Each party shall be and act as an independent contractor and not as partner, joint venturer, or agent of the other and shall not bind nor attempt to bind the other to any contract unless expressly agreed otherwise in writing.
- E. **Assignment.** Neither Party shall have any right or ability to assign, transfer, or sublicense any obligations or benefit under this Agreement without the written consent of the other party (and any such attempt shall be void), except that either party may (without consent) assign and transfer this Agreement and its rights and obligations hereunder to any successor to substantially all of its business to which this Agreement relates.
- F. **Choice of Law.** This Agreement shall be governed by the laws of the State of New York without regard to the conflict of the laws provisions thereof.
- G. **Dispute Resolution.** The Parties agree that any and all disputes, claims or controversies arising out of or related to this Agreement, including any claims under any statute or regulation shall be submitted to final and binding arbitration by one arbitrator. Unless the Parties agree otherwise, any arbitration will take place in the State of New York, New York County, and will be administered by, and pursuant to the rules of, the American Arbitration Association. The prevailing Party shall be entitled to all its costs and reasonable attorney fees incurred.
- H. **Validity.** If any portion of this Agreement is illegal or unenforceable, such portion(s) shall be limited or eliminated to the minimum extent necessary such that the balance of this Agreement shall remain in full force and effect and enforceable.
- I. **Entire Agreement.** This Agreement contains the entire understanding of the parties regarding the subject matter of this Agreement and can only be modified or waived by a subsequent written agreement signed by both parties.
- J. **Force Majeure.** Neither party shall be liable to the other party for any failure or delay in performance caused by acts of God, fires, floods, strikes, whether legal or illegal, water damage, riots, epidemics or any other causes beyond such party's reasonable control, and such failure or delay will not constitute a breach of this Agreement.
- K. **Counterparts.** This Agreement may be executed in multiple counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument. Execution of a facsimile or email copy shall have the same force and effect as execution of an original, and a facsimile or email signature shall be deemed an original and valid signature.
- L. **Indemnification.** Client will defend, indemnify and hold harmless Arrivalist from and against any claims, actions, demands, losses, judgments, fines or expenses (including, without limitation, reasonable attorneys' fees) arising out of any actual or alleged claim due to a breach or alleged breach by Client of any of its obligations under this Agreement.
- M. **Notices.** All notices under this Agreement shall be in writing, and shall be deemed given when mailed, faxed or sent via electronic mail to the address, fax number or email address appearing in this Agreement.
- N. **No Warranty.** EACH PARTY DISCLAIMS ALL REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT, INCLUDING WITHOUT LIMITATION, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT AND/OR IMPLIED WARRANTIES ARISING FROM ANY COURSE OF DEALING, COURSE OF PERFORMANCE OR USAGE IN TRADE.
- O. **Limitation of Liability.** NEITHER PARTY WILL BE LIABLE WITH RESPECT TO ANY SUBJECT MATTER OF THIS AGREEMENT, UNDER ANY CONTRACT, NEGLIGENCE, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY FOR (A) ANY INDIRECT, INCIDENTAL, EXEMPLARY, SPECIAL, RELIANCE OR CONSEQUENTIAL DAMAGES INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR (B) ANY AMOUNTS, IN THE AGGREGATE, IN EXCESS OF ONE MONTH OF SERVICE PROVIDED PURSUANT TO THIS AGREEMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. THESE LIMITATIONS SHALL APPLY NOTWITHSTANDING THE FAILURE OF THE ESSENTIAL PURPOSE OF ANY LIMITED REMEDY. CLIENT ACKNOWLEDGES THAT THE



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FEES PAID REFLECT THE ALLOCATION OF RISK SET FORTH IN THIS AGREEMENT AND THAT ARRIVALIST WOULD NOT ENTER INTO THIS AGREEMENT WITHOUT THESE LIMITATIONS.

- P. **Notices.** All notices and other communications which are required to be given by the Agreement or which are otherwise made pursuant to the Agreement will be in writing and delivered either by hand, certified or registered U.S. mail, overnight courier, confirmed email or confirmed facsimile, addressed in the case of Agency to the address provided above, and in the case of Arrivalist to Cree Lawson, Arrivalist, P.O. BOX 230199, New York, NY, 10023 or via facsimile to 917 677 8222 or email at cree@arrivalist.com.

IN WITNESS WHEREOF, Arrivalist and Client have caused this Agreement to be executed as of the date first written above by their respective officers thereunto duly authorized.

ARRIVALIST CO.

Go Tahoe North

By: _____

By: _____

Name: _____

Name: Jeffrey Hentz / Andy Chapman

Title: _____

Title: CEO / President

Date: _____

Date: _____



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Billing Information

First Name: DeWitt

Billing Address Line 1: 100 N. Lake Blvd

Last Name: Van Sicle

Billing Address line 2: _____

Phone Number: _____

City: Tahoe City State: CA Zip Code: 96145

Fax Number: _____

Email Address: accounting@gotahoenorth.com



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APPENDIX A – ARRIVALIST SERVICES

Term: Nov 15th, 2020 – Aug 15th, 2022

Annual Subscription: 21 Months

Comprehensive Agreement – Visitation Insights

Agreement Total: \$40,000

Deliverables

- Always on Visitation Insights
- Up to 50 POIs
- 12 month historical look back window
- 2 Standard reports/year
- Daily Travel Index - Premium

Platform Access

Included in the Arrivalist Platform are the following reports:

| Visitation | In-Market Behavior |
|------------------------------------|--|
| Daily Arrivals | POI Map |
| Day of Arrival | Trips by POI |
| Visitation by Market Cluster | Trips by POI Over Time |
| Visitation by County & Region | POI Cross-Visitation |
| Visitation by Distance | POI Cross-Visitation by Category |
| Duration of Stay by Distance | POI Foot Traffic |
| Visitation by Day of Arrival | Top Destination |
| Duration of Stay by Day of Arrival | Arrival County Map (State Only) |
| Visited Locations | Secondary Arrivals by County (State Only) |
| | Trips by Arrival County (State Only) |
| | Trips by Arrival County Over Time (State Only) |

Arrivalist will invoice on or around the below date and amounts. Client will remit payment within thirty (30) days of receipt of invoice:

- Nov 15th, 2020 - \$40,000



Measuring the Way We Move

Measuring The Way We Move

Arrivalist is the leading location intelligence provider in Travel. We use mobile location datasets to provide actionable insights on consumer behavior, competitive share, media effectiveness, and market trends. Over 200 travel marketers, including 100 Cities, 40 US States, and 4 of the top 10 US Theme Parks, use these insights to inform media strategy, operations, and destination development.

Arrivalist, founded in 2012, is headquartered in New York City, with offices in San Francisco, Dallas/Fort Worth and Toronto.

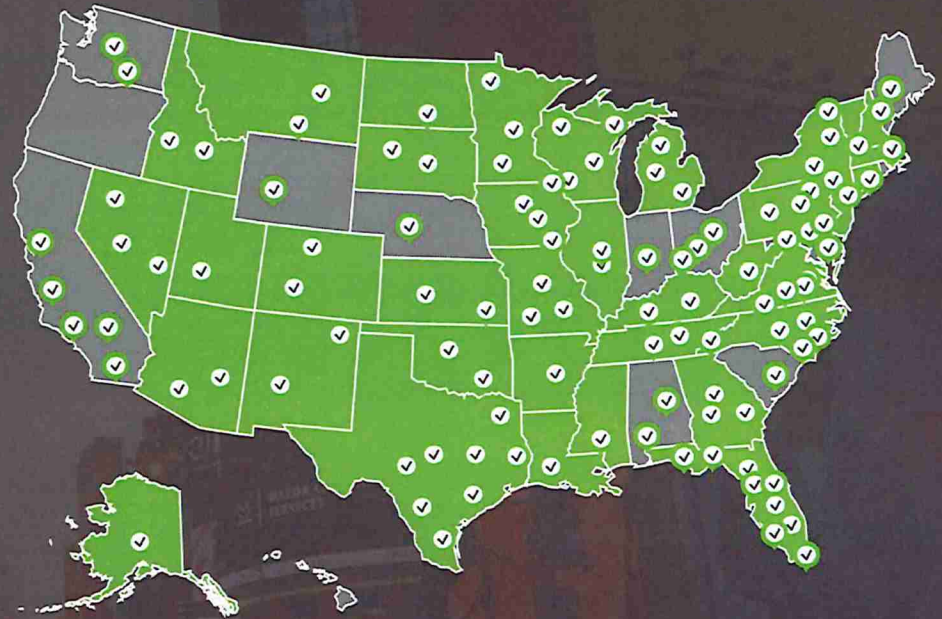




A Trusted Partner in Travel and Tourism

Partners include

- 43 US States
- 100+ Cities
- Brand USA
- Universal Orlando
- San Diego Zoo
- Mohegan Sun Casino
- San Luis Obispo Airport
- Trip Advisor
- Clear Channel Outdoor



How Arrivalist Works



Smartphone Movement From 120 Million devices

- Sourced from over 2,000 Apps
- Opt-in panel
- Ties back to Home location
- Balanced to National Population of Adult Smartphone Users
- Accurate to 30 feet



Connected Vehicle Movement From 10 Million vehicles

- Sourced from Top 3 OEM in the US
- Opt-in drivers
- Ties back to Home location
- Accurate to < 1 Meter
- Stable, Granular, Real-Time Data

BALANCED DATA

**VISITATION
IMPACT**

**MARKET
OPPORTUNITIES**

**COMPETITIVE
SHARE**



What Arrivalist Provides

Granular Location Data at Massive Scale

Arrivalist sources information from 120M+ devices, creating a geographically representative panel of the United States population with a location accuracy of 30 feet on average.

Always On Insights

Arrivalist enables marketers to understand where their customers come from, what they do during their trip and where they stay. "Always on" insights enable nearly real-time, long-term consumer, competitor and market intelligence via an intuitive self-serve portal.



Journey Intelligence

Arrivalist's travel specific location data algorithms look at more than just a simple visit or foot traffic, focusing instead on a consumer's entire journey including to, within and back from a destination.

Holistic Measurement

We measure all types of travel to a destination regardless of lodging type or method of transportation. Arrivalist enables incremental measures of marketing performance via the creation of dynamically created user control groups for media campaigns.

Go Tahoe North | Arrivalist Program

- Subscription Term: 11/15/2020 – 8/15/2022
 - “Always-On” Visitation Dashboard
 - 50 points of interest (POIs) measured within/around North Lake Tahoe
 - 12-month historical data on day 1 (...and we continue to collect data)
 - 2 Customized Annual Reports
 - Consultative Account Director & Staff Training
 - Daily Travel Index Dashboard, measuring incoming road trips to North Lake Tahoe in real time



Visitation Intelligence





Visitation: Key Visitor & Market Insights



TOP ORIGIN MARKETS

Where do visitors come from?



REPEAT VISITATION

How often do visitors return?



LENGTH OF STAY

How long do my visitors stay?



CROSS-VISITATION

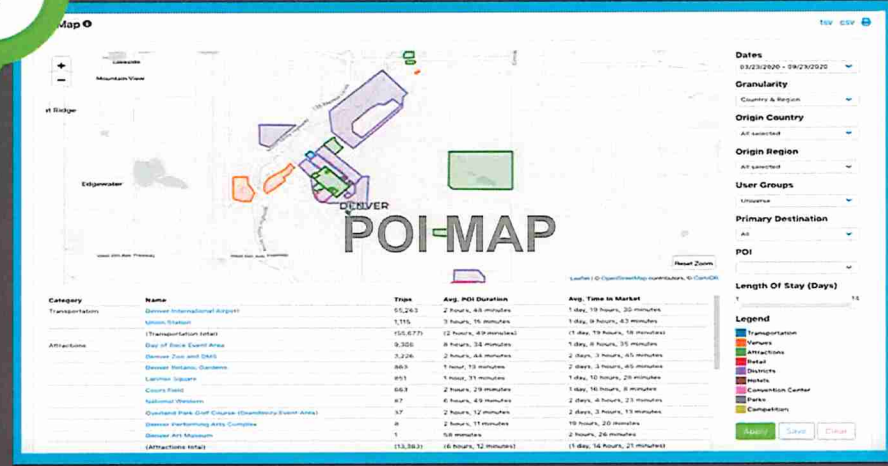
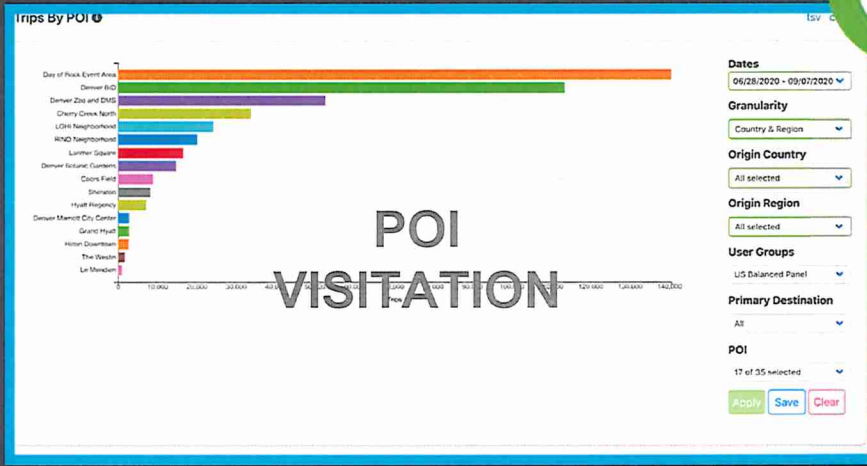
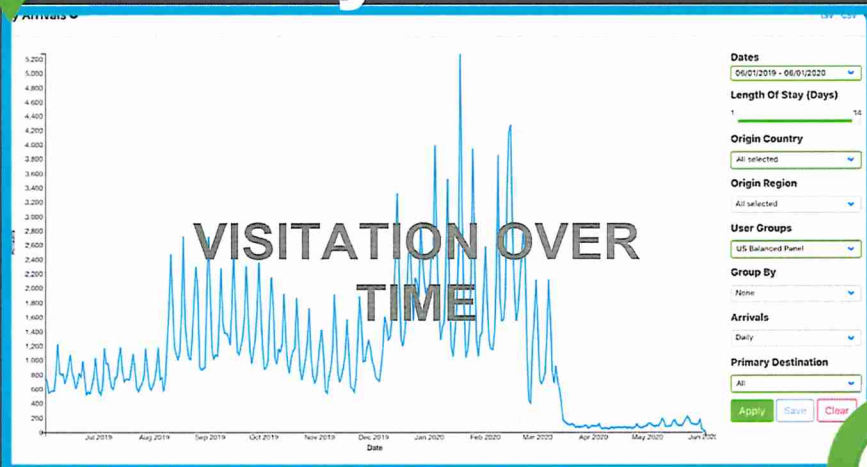
Where do visitors go while in market?



OVERNIGHT VISITATION

How many visitors spend the night?

Always-On Visitation & POI Dashboard





Annual Visitation Reports

Example Visitors Profile



38.5% Arrivals
3 Days, 14 Hrs.



61.5% Arrivals
4 days, 8 Hours

| DMA | Trip Share | Avg LoS | Repeat Visits |
|----------------------|------------|-----------------|---------------|
| New York City | 15.0% | 4 Days, 6 Hrs. | 11.5% |
| Orlando | 13.6% | 3 Days, 20 Hrs. | 21.4% |
| Miami/Ft. Lauderdale | 13.4% | 3 Days, 2 Hrs. | 28.4% |
| Tampa/St. Petersburg | 5.9% | 4 Days | 17.6% |
| Washington, DC | 3.8% | 4 Days, 14 Hrs. | 9.6% |
| Philadelphia | 3.7% | 4 Days, 11 Hrs. | 7.7% |
| Atlanta | 3.5% | 3 Days, 11 Hrs. | 13.2% |
| West Palm Beach | 2.6% | 3 Days, 7 Hrs. | 20.1% |
| Boston | 2.6% | 4 Days, 18 Hrs. | 11.8% |
| Chicago | 2.3% | 4 Days, 13 Hrs. | 8.7% |

15.6%



Avg. Repeat Trips

55.6%



3 Nights or Less

44.4%



4 or more Nights

4 Days, 1 Hr

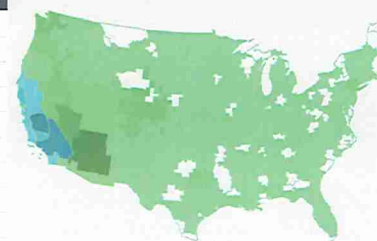


Avg. Length of Stay

Examining Where Visitors Come From...

Top In-State Markets

| Origin DMA | California Trip % |
|-------------------|-------------------|
| Fresno, CA | 28.9% |
| Los Angeles, CA | 25.7% |
| San Francisco, CA | 14.4% |
| Bakersfield, CA | 12.2% |
| Monterey, CA | 6.3% |
| Sacramento, CA | 6.0% |
| Santa Barbara, CA | 3.6% |
| San Diego, CA | 2.1% |
| Chico, CA | 0.4% |
| Palm Springs, CA | 0.2% |



Represents 95% of all SLO CAL Trips

12/2018 - 9/18/2019 US Balanced Panel

Top Out-of-State Markets

| Origin DMA | Out of State Trip % |
|--------------------|---------------------|
| Phoenix, AZ | 12.8% |
| Las Vegas, NV | 9.1% |
| Seattle, WA | 6.8% |
| Denver, CO | 6.0% |
| Portland, OR | 5.3% |
| Reno, NV | 4.6% |
| New York, NY | 4.1% |
| Dallas, TX | 4.1% |
| Salt Lake City, UT | 3.0% |
| Chicago, IL | 2.4% |

Represents 5% of all SLO CAL Trips



Understanding the Seasonality of Visitation

Winter

Dec - Feb
Avg. Time in Market
(Overnight)
2 days

Visitors
21.6%



Spring

Mar - May
Avg. Time in Market
(Overnight)
1 day, 23 hours

Visitors
13.1%



Summer

Jun - Aug
Avg. Time in Market
(Overnight)
2 days, 1 hours

Visitors
45.4%



Fall

Sep - Nov*
Avg. Time in Market
(Overnight)
2 days, 3 hours

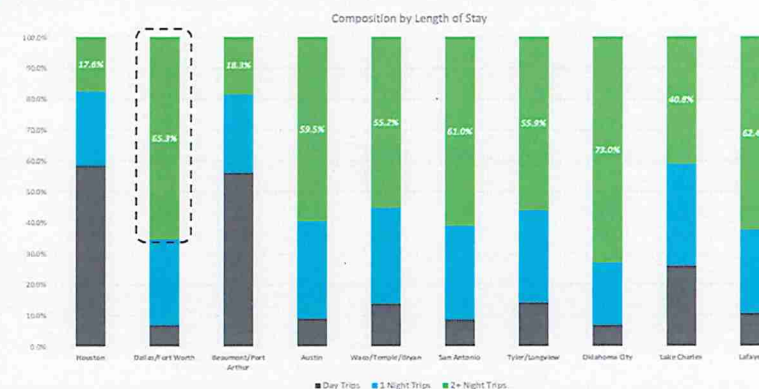
Visitors
19.9%



*SNL Collecting Data



Looking at Length of Stay by Origin Market



Daily Travel Index

Measuring Road Trips Into North Lake Tahoe





Auto Data: Key Insights



DRIVE MARKETS

What zip codes are road trip visitors coming from?



NATIONAL MARKET SHARE

How does my destination compare to the U.S.?



COMPETITIVE SHARE

How does our destination compare to competitors?



YEAR-OVER-YEAR

How does our visitation compare to last year?

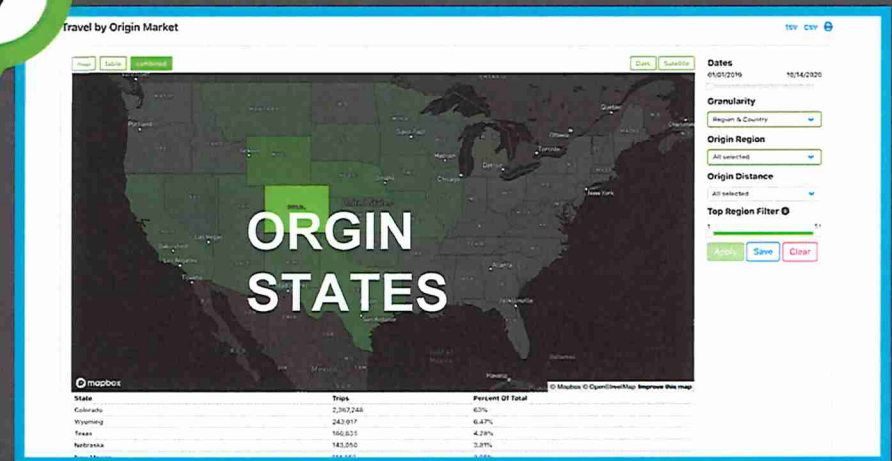
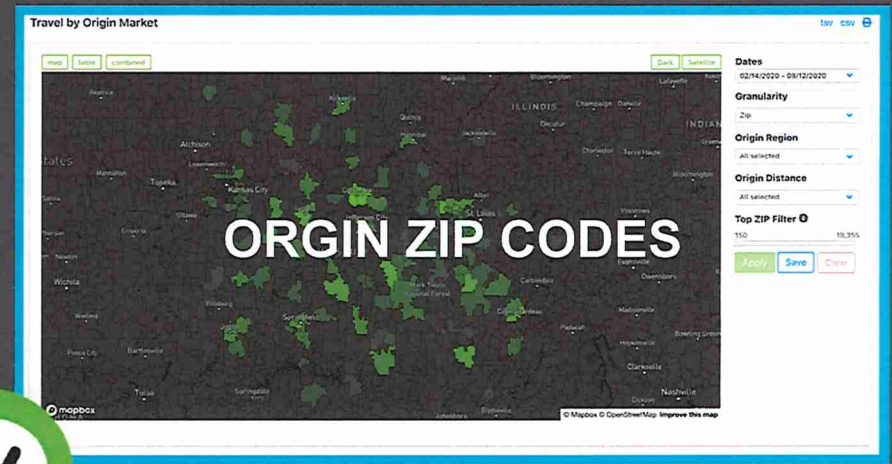
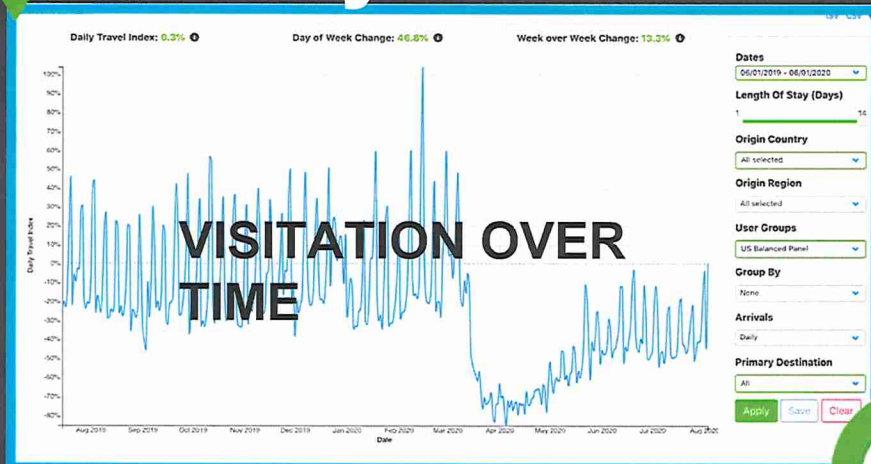


REAL-TIME VISITATION

What did the last weekend's visitation look like?



Always-On Auto Data Dashboard



Questions?

Thank You!

Prepared by
Nevo Waintraub

Contact
nevo@arrivalist.com

www.arrivalist.com



Reference Slides



What is a Trip?

A travel is considered a trip when a user moves at least 50 miles from his home destination, enters the Arrival Zone (Los Angeles & Orange County), spends at least 4 hours & goes back to his home destination.

User



Oct 4
Home:
New York, NY



Oct 4
Arrives in
LAX



Oct 5-8
Visits Anaheim &
Disneyland



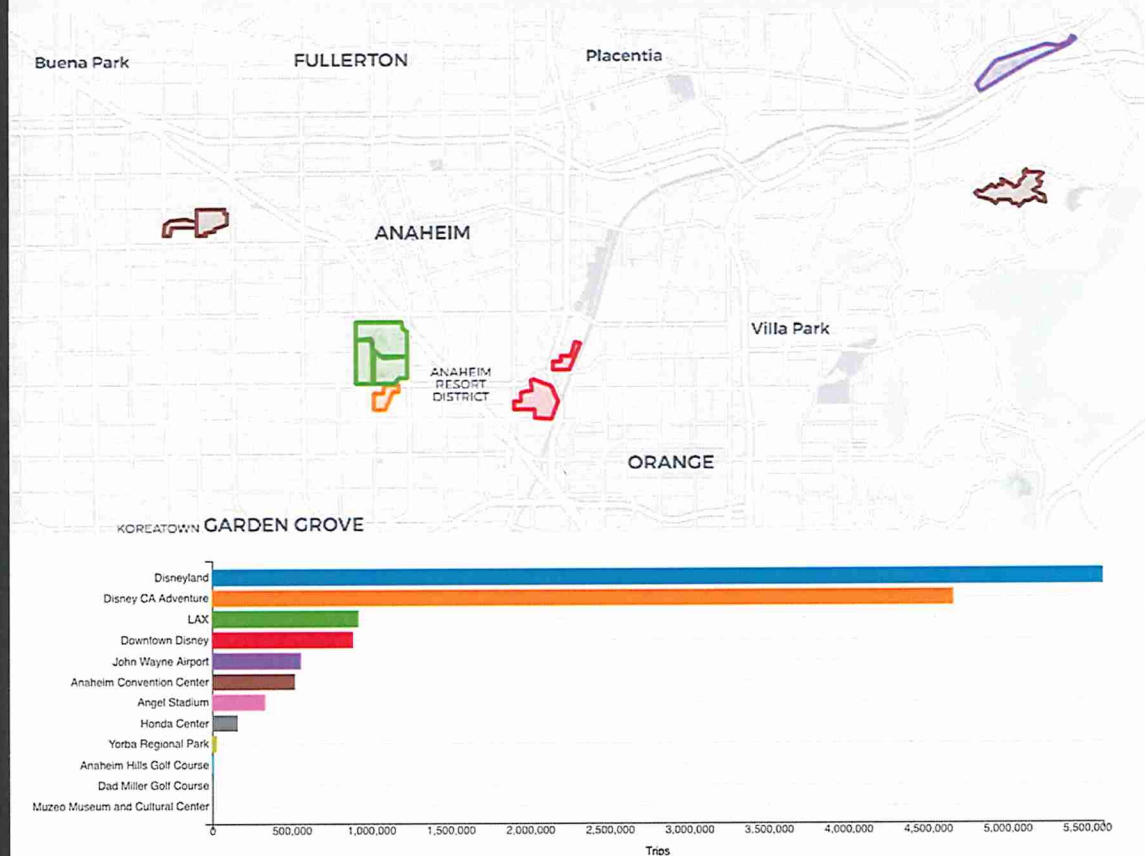
Oct 8
Returns Home

****Note: Trips are monitored and filtered to ensure the visitors measured are not commuters****



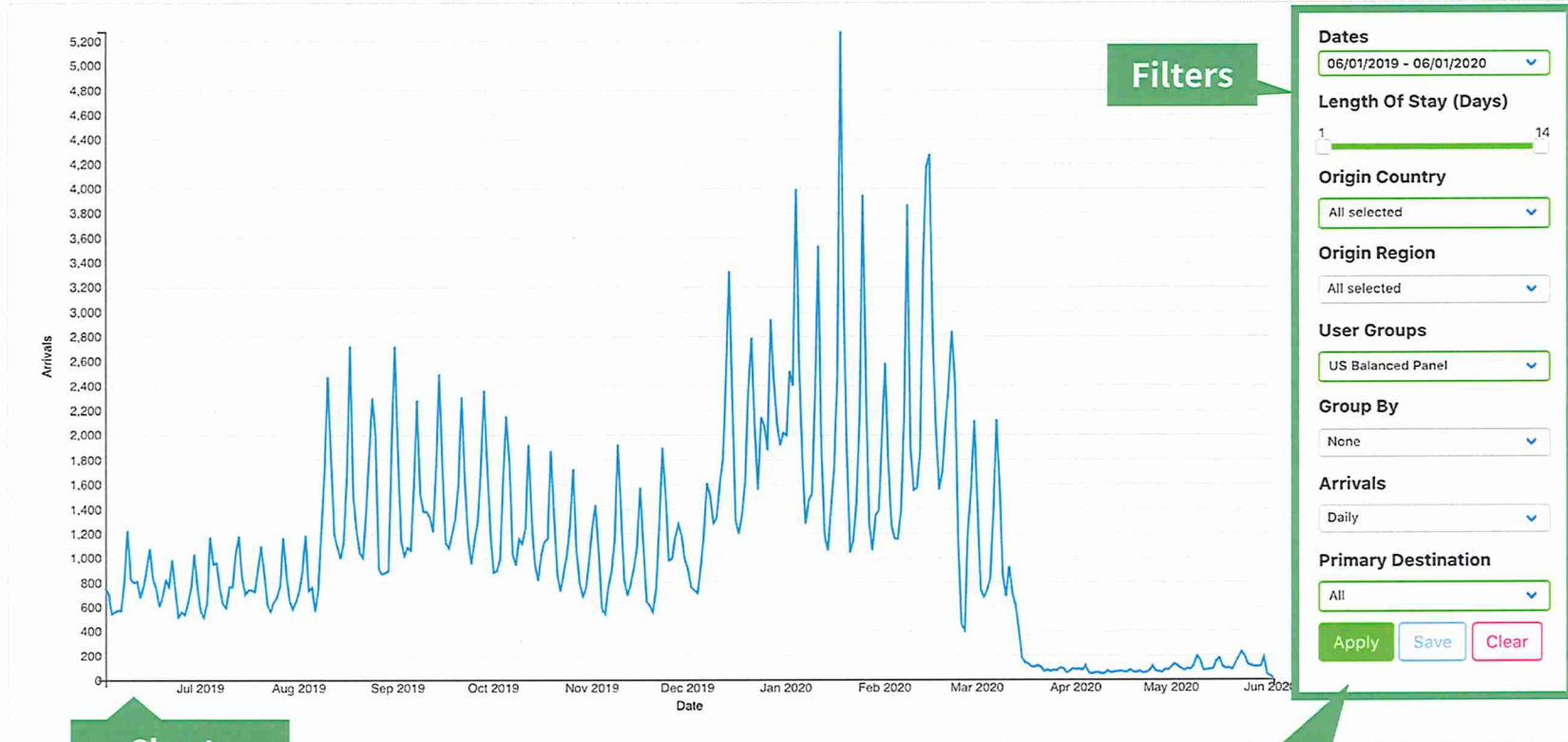
Point of Interest Definition

- Ability to measure Points-of-Interest across various categories such as Hotels & Resorts, Attractions, Parks, Transportation, Business Districts...
- Any arrival reported to the Point of Interest must satisfy the following conditions.
 - Must be a valid visitor to Main Arrival Zone (i.e. min 4 hours)
 - Must stay the minimum 30 mins in each POI to qualify as a visitor.
- Go Lake Tahoe will provide the list of POIs to Arrivalist



Daily Arrivals ⓘ

tsv csv



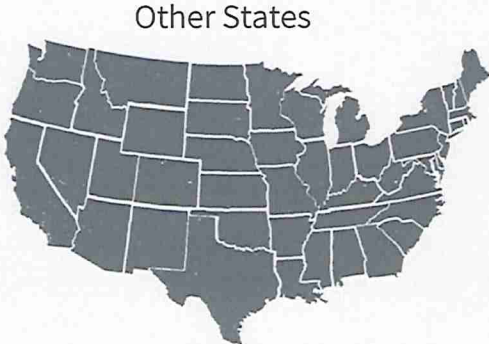
Charts

Apply/Save Filters

Example Visitors Profile



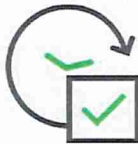
38.5% Arrivals
3 Days, 14 Hrs.



61.5% Arrivals
4 days, 8 Hours

| DMA | Trip Share | Avg LoS | Repeat Visits |
|---------------------|------------|-----------------|---------------|
| New York City | 15.0% | 4 Days, 6 Hrs. | 11.5% |
| Orlando | 13.6% | 3 Days, 20 Hrs. | 21.4% |
| Miami/Ft Lauderdale | 13.4% | 3 Days, 2 Hrs. | 28.4% |
| Tampa/St Petersburg | 5.9% | 4 Days | 17.6% |
| Washington, DC | 3.8% | 4 Days, 14 Hrs. | 9.6% |
| Philadelphia | 3.7% | 4 Days, 11 Hrs. | 7.7% |
| Atlanta | 3.5% | 3 Days, 11 Hrs. | 13.2% |
| West Palm Beach | 2.6% | 3 Days, 7 Hrs. | 20.1% |
| Boston | 2.6% | 4 Days, 18 Hrs. | 11.8% |
| Chicago | 2.3% | 4 Days, 13 Hrs. | 8.7% |

15.6%



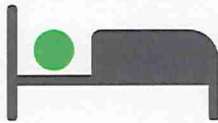
Avg. Repeat Trips

55.6%



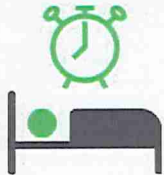
3 Nights or Less

44.4%



4 or more Nights

4 Days, 1 Hr



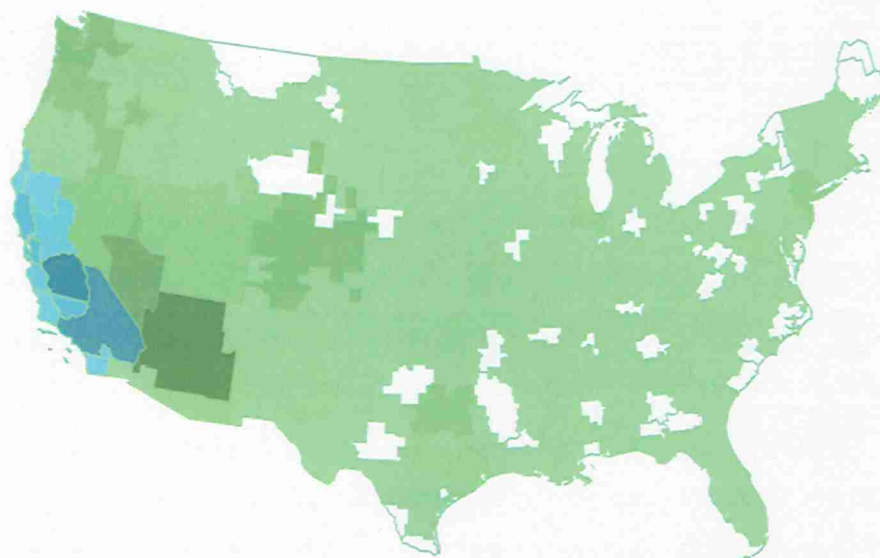
Avg. Length of Stay



Examining Where Visitors Come From...

Top In-State Markets

| Origin DMA | California Trip % |
|-------------------|-------------------|
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| San Francisco, CA | 14.4% |
| Bakersfield, CA | 12.2% |
| Monterey, CA | 6.3% |
| Sacramento, CA | 6.0% |
| Santa Barbara, CA | 3.6% |
| San Diego, CA | 2.1% |
| Chico, CA | 0.4% |
| Palm Springs, CA | 0.2% |



Represents 95% of all SLO CAL Trips

Top Out-of-State Markets

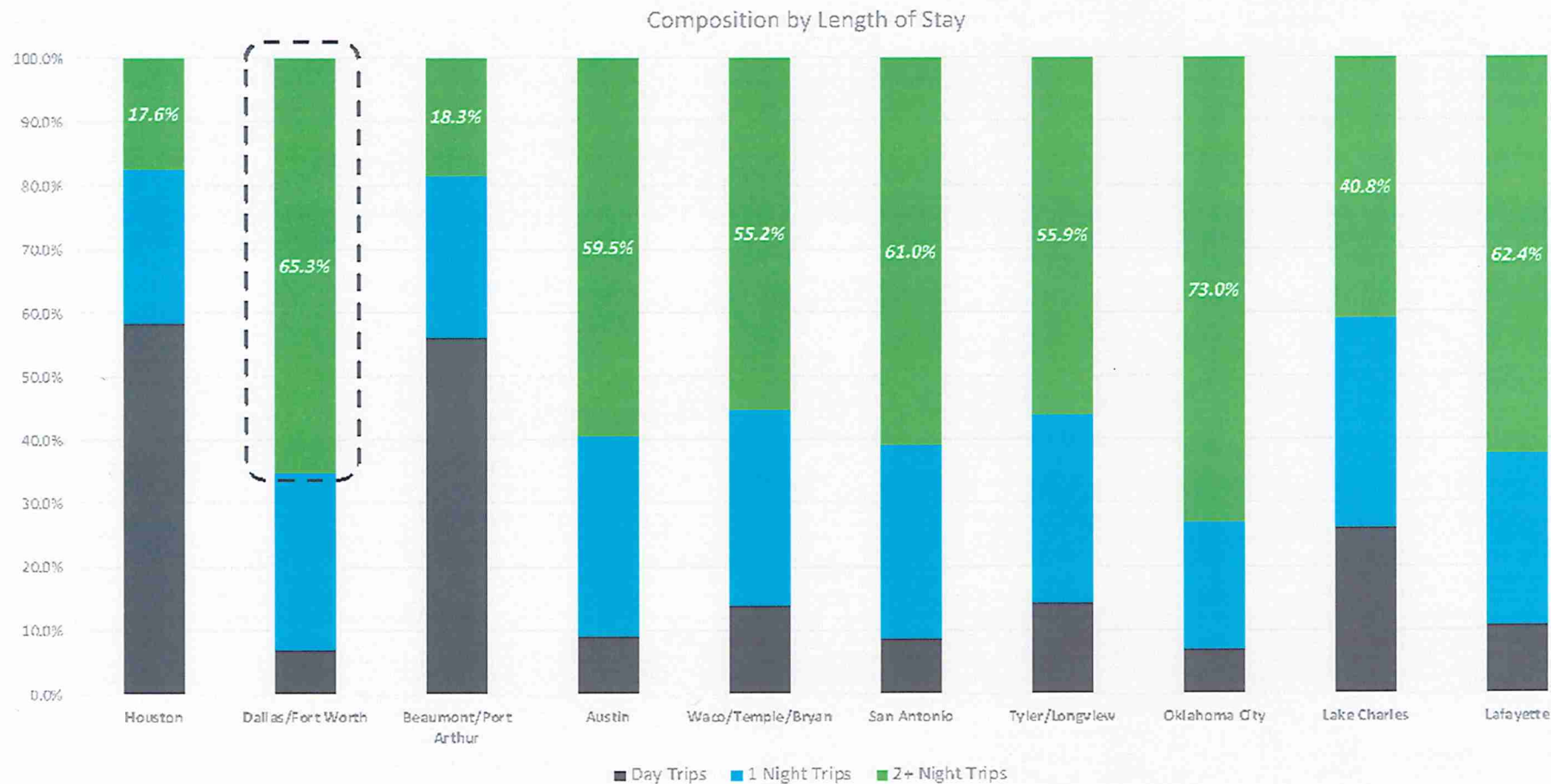
| Origin DMA | Out of State Trip % |
|--------------------|---------------------|
| Phoenix, AZ | 12.8% |
| Las Vegas, NV | 9.1% |
| Seattle, WA | 6.8% |
| Denver, CO | 6.0% |
| Portland, OR | 5.3% |
| Reno, NV | 4.6% |
| New York, NY | 4.1% |
| Dallas, TX | 4.1% |
| Salt Lake City, UT | 3.0% |
| Chicago, IL | 2.4% |

Represents 5% of all SLO CAL Trips

Date Range: 12/1/2018 – 9/18/2019 US Balanced Panel



Looking at Length of Stay by Origin Market



Understanding the Seasonality of Visitation

Winter

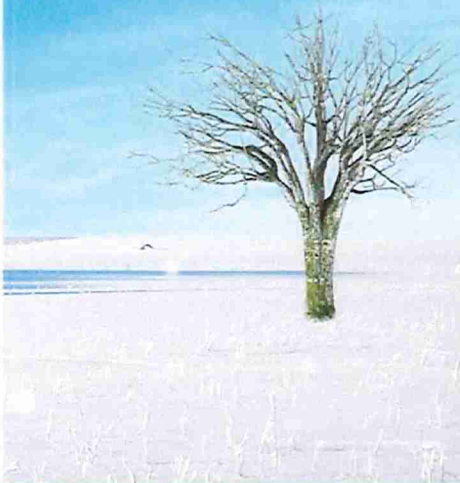
Dec – Feb

Avg. Time in Market
(Overnight)

2 days

Visitors

21.6%



Spring

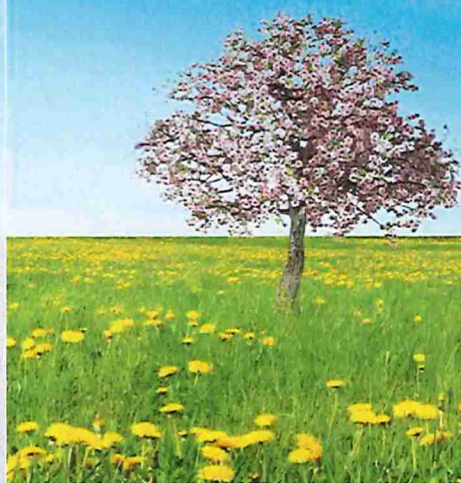
Mar - May

Avg. Time in Market
(Overnight)

1 day, 23 hours

Visitors

13.1%



Summer

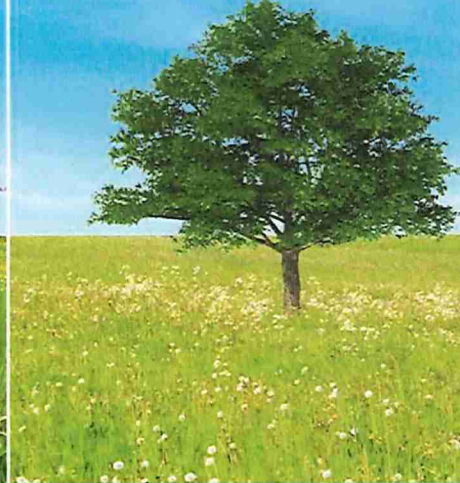
Jun – Aug

Avg. Time in Market
(Overnight)

2 days, 1 hours

Visitors

45.4%



Fall

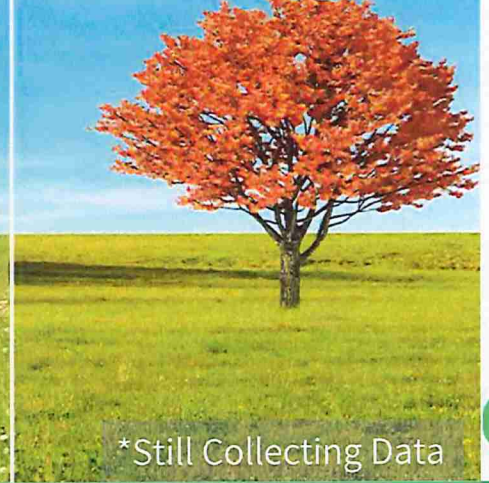
Sep – Nov*

Avg. Time in Market
(Overnight)

2 days, 3 hours

Visitors

19.9%



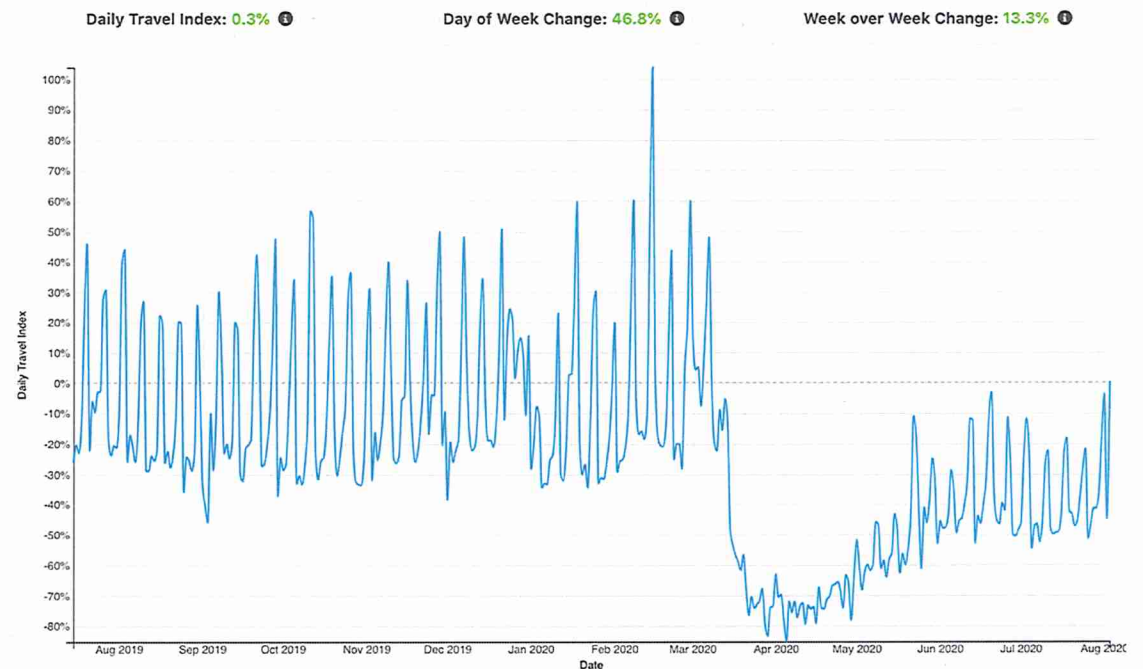
*Still Collecting Data

Arrivalist®

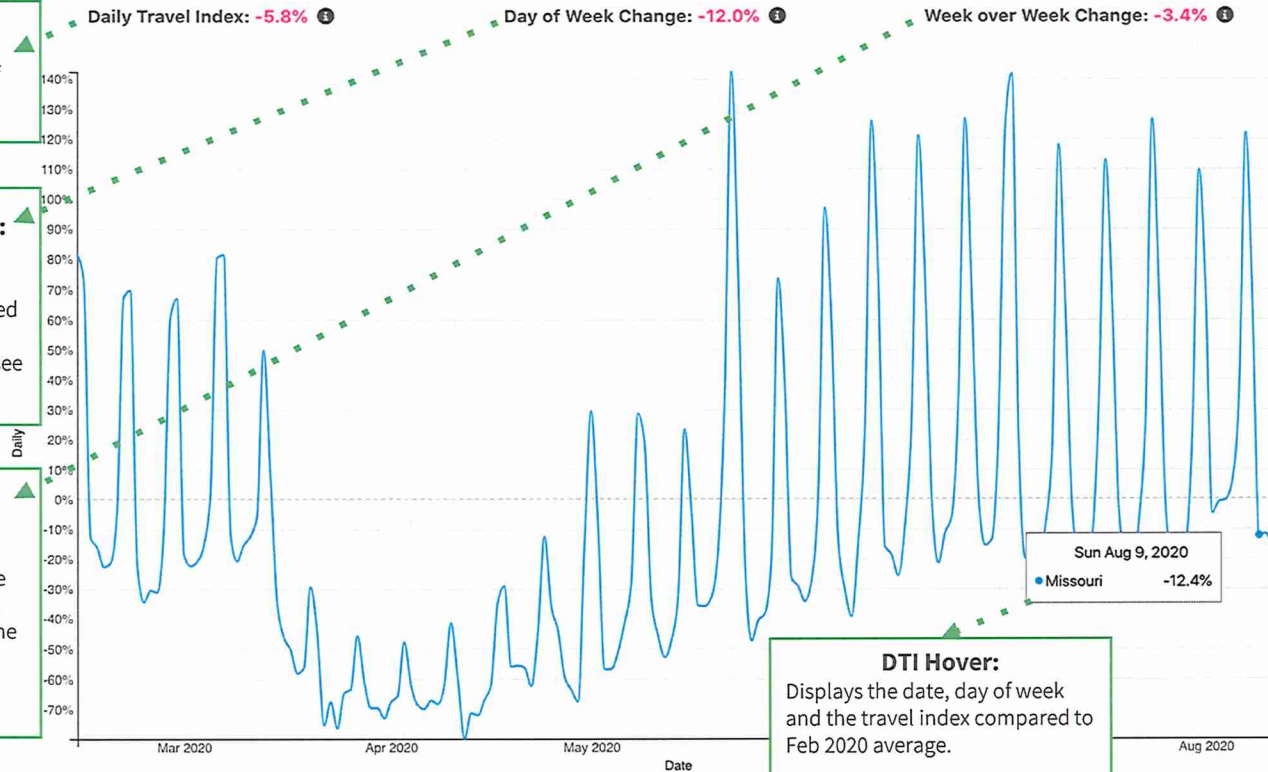


Daily Travel Index | Definition, Specs & Advantages

- Vehicle GPS data updated daily (approx. 2-day lag)
- Measures drive-trips exclusively
- Historic data from 2019
- Index based on average daily trips in 2019
- Balanced to represent US automobile registration
- Easily accessible in Client Portal
- Extremely accurate location and timing with vehicle GPS
- Displays:
 - Year-over-Year index results
 - Daily index distance bands traveled
 - National Average comparison
 - Origin markets by share (%) and projected volume, including zip-code-level data
 - Projected travel volume by day, region, distance & YOY



Daily Travel Index



Daily drive market index of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours on their journey. The index is the relative daily volume of travelers compared to the average number of daily travelers Feb 01, 2020 to Feb 28, 2020.
Last Updated: August 12th, 2020

Displays the last updated date.

Daily Travel Index :
Displays the Index value of the last updated date.

Day of Week Change:
Displays the increase or decrease in index value of last updated date compared to the same day last week. Mouse-over the metric to see the dates compared

Week over Week Change :
Displays the increase or decrease in the index value of last 7 days compared to prior 7 days. Mouse-over the metric to see the dates compared

View Dropdown:

Daily Travel Index:
Missouri vs National
Year Over Year
Relative Year Over Year
By Distance
By Region
Daily Travel Volume:
Trips By Day
Trips By Region
Trips By Distance
Trips Year Over Year

View

Destination DTI

Dates

02/14/2020 - 08/12/2020

Date Range Filter

02/14/2020 08/12/2020

Origin Region

All selected

Origin Distance

All selected

Apply Save Clear

Click **Apply** to update chart with new filters.
Save to maintain filters.
Clear to reset filters.

Dates:
Select the dates for the data to be pulled.

Date Range Filter:
Change dates of data visible in chart.

Origin Region:
Allows you to select one or multiple home states.

Origin Distance:
Allows you to filter by distance traveled.

Travel by Origin Market

Report Dropdown:

Select from available DTI reports

Account Dropdown:

Toggle between data sets and/or log-in info.

Destination  

My Account
Launch A3
Launch DTI
Logout

Data Exports:

Export data from chart to CSV or TSV.

tsv csv **Display Buttons**

Choose how you'd like to see the data and map displayed visually.

map table combined

Dark Satellite


Market Hover:

Displays the DMA, Projected Trip Volume & Trip Share (%).

Zip Code: 64628
Kansas City
Trips: 10,206
Percent of Total: 0.16%

Date Filters

Two tool options for selecting date range to view

Dates02/14/2020 - 08/12/2020 **Granularity**Zip **Origin Region**All selected **Origin Distance**All selected **Top ZIP Filter**150 19,055 

Apply Save Clear

Click **Apply** to update chart with new filters.

Save to maintain filters.

Clear to reset filters.

Granularity:

- Region (State)
- Market Cluster
- Zip Code

Origin Region:

Allows you to select one or multiple home states.

Origin Distance:

Allows you to filter by distance traveled.

Top Market Filter:

View a finite number of markets.



Key Insights



TOP ORIGIN MARKETS

Where do visitors come from?



REPEAT VISITATION

How often do visitors return?



LOCAL V. NON-LOCAL

Where do visitors frequent compared to residents?



SHARE OF MARKET

What is our share of visitation compared to competitors?



CROSS-VISITATION

Where do visitors go while in market?



COMPETITION

Where do my competitor's customers come from?



DWELL TIME

How long do my visitors stay?

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1600 Units ('DestiMetrics Census**') and 49.57% of 3229 total units in the North Lake Tahoe destination ('Destination Census***)

| Last Month Performance: Current YTD vs. Previous YTD | | 2020/21 | 2019/20 | Year over Year % Variance |
|---|--------------------|---------|---------|---------------------------|
| North Lake Tahoe Occupancy for last month (Sep) changed by (-24.1%) | Occupancy (Sep) : | 41.5% | 54.6% | -24.1% |
| North Lake Tahoe ADR for last month (Sep) changed by (27.9%) | ADR (Sep) : | \$ 369 | \$ 289 | 27.9% |
| North Lake Tahoe RevPAR for last month (Sep) changed by (-2.9%) | RevPAR (Sep) : | \$ 153 | \$ 158 | -2.9% |
| Next Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for next month (Oct) changed by (-32.8%) | Occupancy (Oct) : | 20.2% | 30.1% | -32.8% |
| North Lake Tahoe ADR for next month (Oct) changed by (34.3%) | ADR (Oct) : | \$ 276 | \$ 205 | 34.3% |
| North Lake Tahoe RevPAR for next month (Oct) changed by (-9.8%) | RevPAR (Oct) : | \$ 56 | \$ 62 | -9.8% |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the past 6 months changed by (-46.1%) | Occupancy | 29.5% | 54.7% | -46.1% |
| North Lake Tahoe ADR for the past 6 months changed by (34.9%) | ADR | \$ 439 | \$ 326 | 34.9% |
| North Lake Tahoe RevPAR for the past 6 months changed by (-27.2%) | RevPAR | \$ 129 | \$ 178 | -27.2% |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the future 6 months changed by (-34.6%) | Occupancy | 11.2% | 17.1% | -34.6% |
| North Lake Tahoe ADR for the future 6 months changed by (19.3%) | ADR | \$ 358 | \$ 300 | 19.3% |
| North Lake Tahoe RevPAR for the future 6 months changed by (-21.9%) | RevPAR | \$ 40 | \$ 51 | -21.9% |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2020 vs. Previous Year | | | | |
| Rooms Booked during last month (Sep,20) compared to Rooms Booked during the same period last year (Sep,19) for all arrival dates has changed by (91.0%) | Booking Pace (Sep) | 5.9% | 3.1% | 91.0% |

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report September 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 20/21

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 20/21</u> | <u>FY 19/20</u> | <u>Variance</u> |
|-------------------------------------|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 9/30/20: | \$1,096,681 | \$3,300,706 | -67% |
| Number of Room Nights: | 4,979 | 14707 | -66% |
| Number of Delegates: | 2163 | 7718 | -72% |
| Annual Revenue Goal: | \$2,000,000 | \$2,500,000 | -20% |

| Monthly Detail/Activity | <u>September-20</u> | <u>September-19</u> | |
|---------------------------------|---------------------|-----------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 5 | |
| Revenue Booked: | \$57,355 | \$233,431 | -75% |
| Room Nights: | 345 | 1190 | -71% |
| Number of Delegates: | 120 | 705 | -83% |
| Booked Group Types: | 1 Assoc. | 4 Corp., 1 Non-Profit | |
| Lost Business, # of Groups: | 2 | 35 | -94% |

| | | | |
|-----------------------------|----------------------|----------------------------|------|
| <u>Arrived in the month</u> | <u>September-20</u> | <u>September-19</u> | |
| Number of Groups: | 2 | 9 | |
| Revenue Arrived: | \$73,873 | \$493,612 | -85% |
| Room Nights: | 343 | 2281 | -85% |
| Number of Delegates: | 175 | 697 | |
| Arrived Group Types: | 1 Corp, 1 Non-Profit | 5 Corp., 3 Assoc., 1 Govt. | |

| Monthly Detail/Activity | <u>August-20</u> | <u>August-19</u> | |
|---------------------------------|------------------|------------------|------|
| <u>Number of Groups Booked:</u> | 2 | 5 | |
| Revenue Booked: | \$61,662 | \$200,159 | -69% |
| Room Nights: | 353 | 987 | -64% |
| Number of Delegates: | 317 | 433 | -27% |
| Booked Group Types: | 1 Corp. 1 SMF | 4 Corp., 1 Assn. | |
| Lost Business, # of Groups: | 14 | 35 | -60% |

| | | | |
|-----------------------------|------------------|------------------|------|
| <u>Arrived in the month</u> | <u>August-20</u> | <u>August-19</u> | |
| Number of Groups: | 1 | 10 | |
| Revenue Arrived: | \$5,907 | \$875,661 | -99% |
| Room Nights: | 53 | 3335 | -98% |
| Number of Delegates: | 17 | 2141 | |
| Arrived Group Types: | 1 Corp | 9 Corp., 1 Assn. | |

| Monthly Detail/Activity | <u>July-20</u> | <u>July-19</u> | |
|---------------------------------|----------------|----------------|--|
| <u>Number of Groups Booked:</u> | 0 | 6 | |

| | | | |
|-----------------------------|-----|----------------|-------|
| Revenue Booked: | \$0 | \$138,643 | -100% |
| Room Nights: | 0 | 591 | -100% |
| Number of Delegates: | 0 | 335 | -100% |
| | | 3 Corp, 2 SMF, | |
| Booked Group Types: | 0 | 1 Govt. | |
| Lost Business, # of Groups: | 0 | 28 | |

| | | | |
|------------------------------------|-----------------------|-----------------------|------|
| <u>Arrived in the month</u> | <u>July-20</u> | <u>July-19</u> | |
| Number of Groups: | 2 | 8 | |
| Revenue Arrived: | \$21,415 | \$359,396 | -94% |
| Room Nights: | 80 | 1666 | -95% |
| Number of Delegates: | 39 | 2160 | |
| | | 2 Corp, 2 | |
| | | Assoc, 2 SMF, | |
| Arrived Group Types: | 1 CA Assoc. | 2 Non-Profit | |

| | | |
|--------------|-------------------------------|---------------------|
| | <u>Current Numbers</u> | <u>Goals</u> |
| For 2021/22: | \$1,054,930 | \$1,200,000 |
| For 2022/23: | \$116,002 | \$500,000 |

| | |
|---|-----------|
| NUMBER OF LEADS Generated as of 9/30/20: | 29 |
| YTD 9/30/19: | 89 |
| YTD 9/31/18: | 85 |

Total Number of Leads Generated in Previous Years:

| | |
|------------|-----|
| 2019/2020 | 252 |
| 2018/2019 | 320 |
| 2017/2018 | 302 |
| 2016/2017 | 244 |
| 2015/2016 | 194 |
| 2014/2015 | 175 |
| 2013/2014 | 172 |
| 2012/2013: | 171 |
| 2011/2012: | 119 |
| 2010/2011: | 92 |
| 2009/2010: | 107 |
| 2008/2009: | 151 |
| 2007/2008: | 209 |
| 2006/2007: | 205 |



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

August 2020



U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

| | |
|----------------------|-----------------------------------|
| Number of Flights *: | Down 44.4% |
| Capacity of Seats *: | Down 43.0% |
| Crude Oil Average: | \$42.34 per barrel in August 2020 |
| | \$54.81 per barrel in August 2019 |

RNO Overview for August 2020 – year over year comparison

| | |
|----------------------------|-----------------------|
| Total Passengers: | Down 57.5% |
| Avg. Enplaned Load Factor: | 59.5%, down 20.4 pts. |
| Actual Departures: | Down 42.6% |
| Actual Departing Seats: | Down 41.0% |

*Source: Airline Activity and Performance Reports; * Cirium Flight Schedules via Diio mi*

AUGUST 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 183,343 passengers in August 2020, a decrease of 57.5% versus the same period last year. During the first eight months of 2020, RNO served 1,365,755 passengers, a decrease of 54.1% when compared to the same period last year.

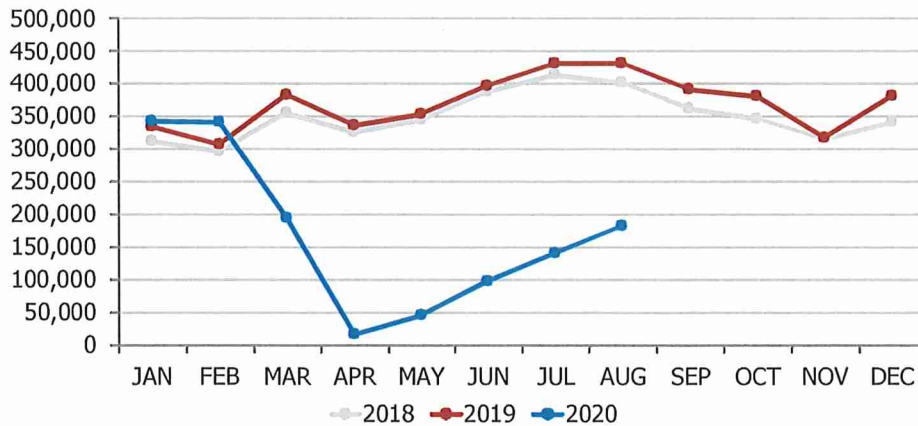
In August 2020, RNO was served by nine airlines providing 1,245 departures to 15 non-stop destinations. At RNO, the total seat capacity decreased 41.0% and flights decreased 42.6% when compared to August 2019.

RNO handled 12,563,172 pounds of air cargo in August 2020, a decrease of 2.7% when compared to August 2019. During the first eight months of 2020, RNO handled 93,774,886 pounds of air cargo, a decrease of 2.5% when compared to the same period last year.

wemoveyou

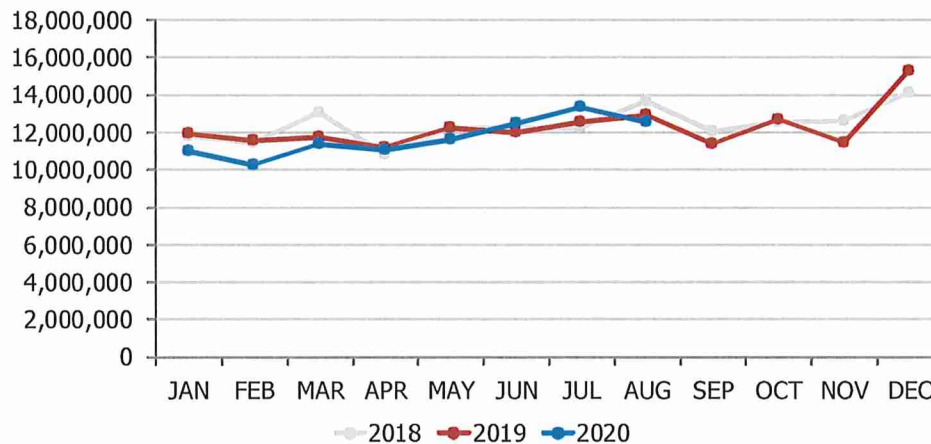


Passengers



| Total Passengers | | | |
|------------------|--------|---------|------------|
| | Aug-20 | Aug-19 | Difference |
| Alaska/Horizon | 17,373 | 46,391 | -62.6% |
| Allegiant Air | 5,281 | 8,465 | -37.6% |
| American | 37,742 | 89,860 | -58.0% |
| Delta | 14,451 | 30,379 | -52.4% |
| Frontier | 4,014 | 3,880 | 3.5% |
| JetBlue | 1,866 | 16,535 | -88.7% |
| Southwest | 76,550 | 161,471 | -52.6% |
| United | 23,751 | 69,852 | -66.0% |
| Volaris | 2,077 | 4,175 | -50.3% |

Cargo

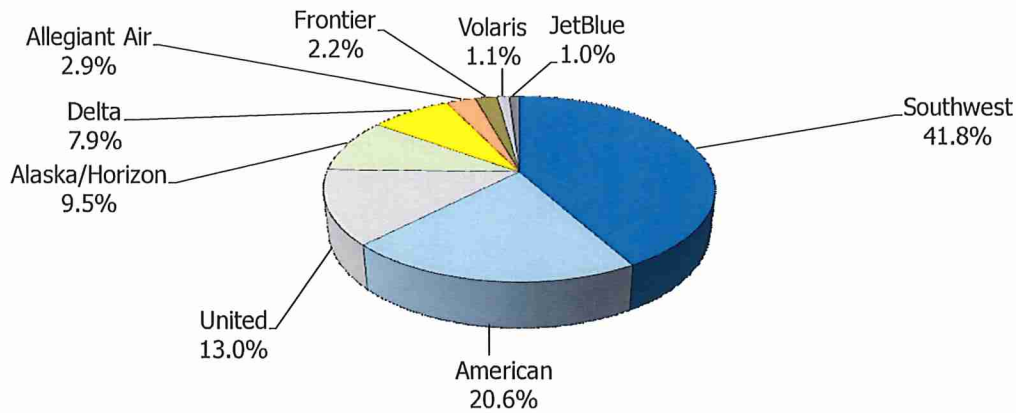


In August 2020, FedEx cargo tonnage was up 8.2%, when compared to August 2019. UPS was down 12.5% and DHL was down 17.6% during the same period.

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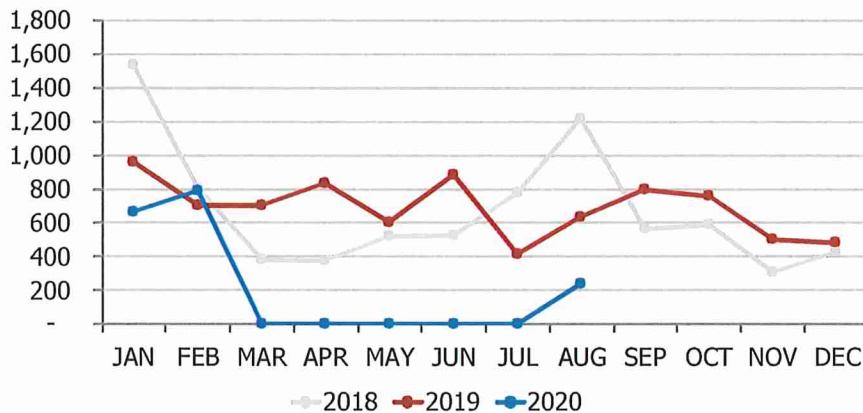


AIRLINE MARKET SHARE (passengers)



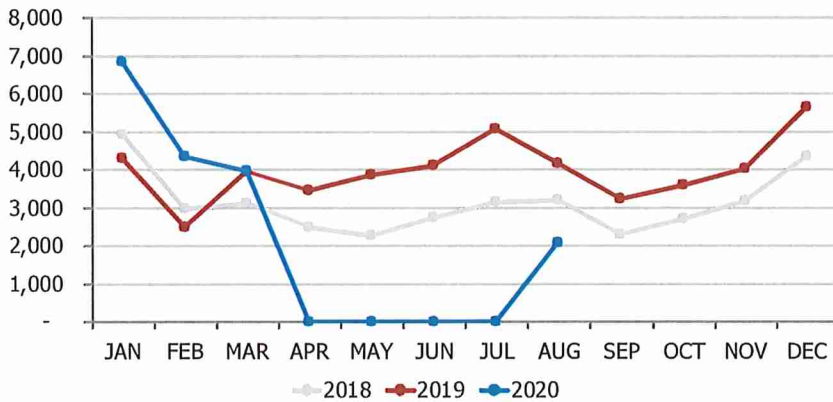
| Airline Market Share | | | |
|----------------------|--------|--------|------------|
| | Aug-20 | Aug-19 | YOY Change |
| Alaska/Horizon | 9.5% | 10.7% | (1.3) |
| Allegiant Air | 2.9% | 2.0% | 0.9 |
| American | 20.6% | 20.8% | (0.2) |
| Delta | 7.9% | 7.0% | 0.8 |
| Frontier | 2.2% | 0.9% | 1.3 |
| JetBlue | 1.0% | 3.8% | (2.8) |
| Southwest | 41.8% | 37.4% | 4.3 |
| United | 13.0% | 16.2% | (3.2) |
| Volaris | 1.1% | 1.0% | 0.2 |
| Others | 0.1% | 0.1% | (0.0) |

TOTAL CHARTER PASSENGERS



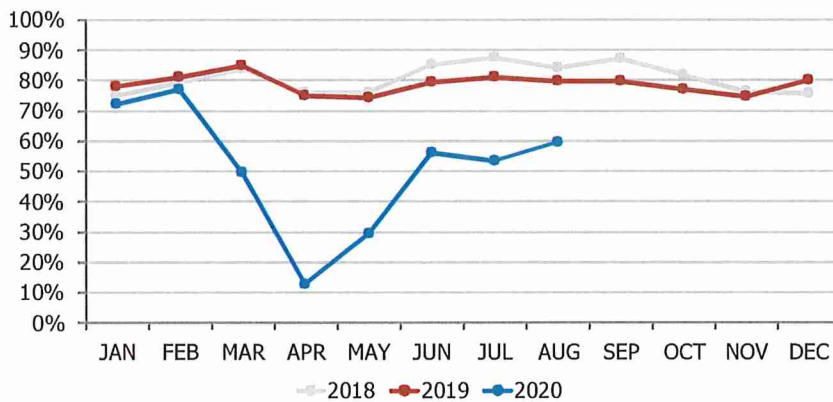
In August 2020, RNO served 238 passengers on charter flights, a decrease of 62.3% when compared to August 2019.

TOTAL INTERNATIONAL PASSENGERS

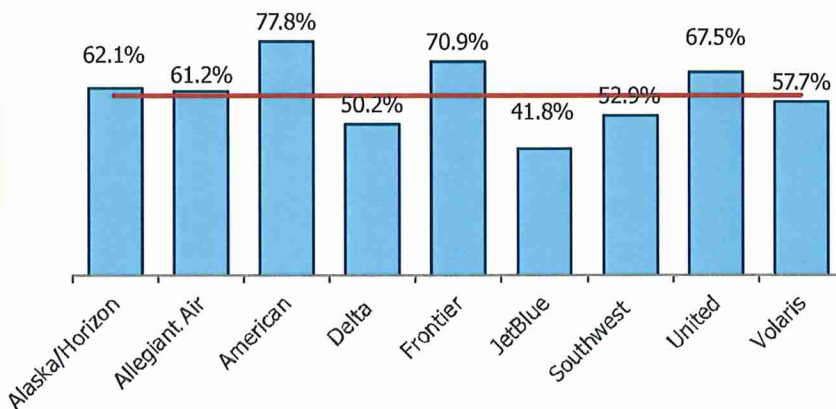


In August 2020, RNO served 2,077 international passengers, a decrease of 50.3% when compared to August 2019. Volaris resumed non-stop flights between RNO and Guadalajara on August 3, as a twice a week service.

AVERAGE ENPLANED LOAD FACTOR



In August 2020, RNO's average enplaned load factor was 59.5%, a decrease of 20.4 pts. versus August 2019.

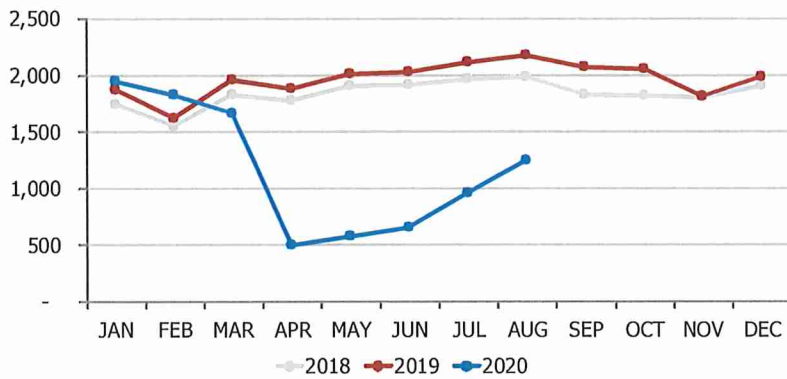


The red horizontal line on the left represents RNO's average enplaned load factor.

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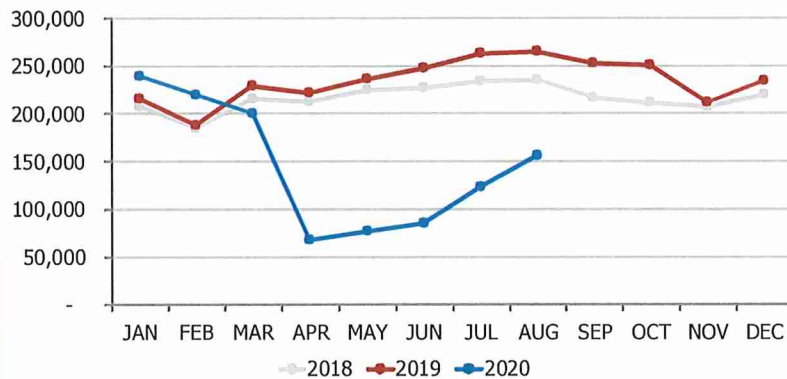


DEPARTURES



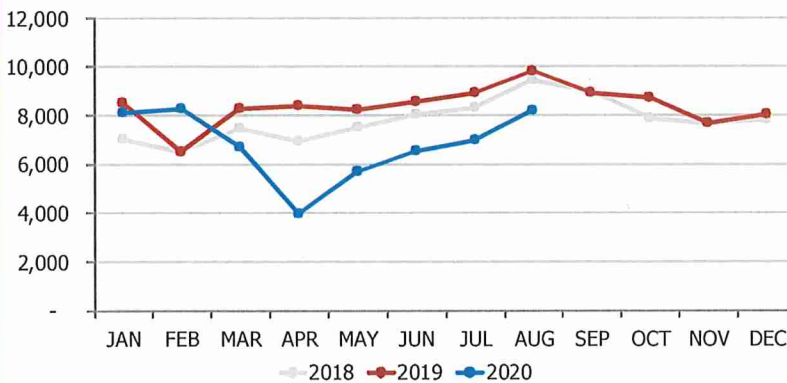
In August 2020, RNO handled 1,245 departures on nine commercial airlines, a decrease of 42.6% when compared to August 2019.

DEPARTING SEATS



In August 2020, RNO offered 156,079 departing seats, a decrease of 41.0% when compared to August 2019.

TOTAL OPERATIONS



A total of 8,214 operations were handled at RNO in August 2020, a decrease of 16.3% when compared to August 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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Flight Schedule

Alaska Airlines

- On July 15, 2020, Alaska Airlines increased non-stop flights between RNO and Seattle (SEA) from three times a day to four times a day.
- On August 1, 2020, Alaska Airlines increased non-stop flights between RNO and Portland (PDX) from once a day to twice a day.
- On December 17, 2020, Alaska Airlines will begin non-stop seasonal flights between RNO and Palm Springs (PSP). The airline will offer this service five times a week.
- On December 17, 2020, Alaska Airlines will begin non-stop daily flights between RNO and Los Angeles (LAX).

Allegiant Air

- Allegiant Air offers non-stop flights between RNO and Las Vegas (LAS) four days a week (Monday, Thursday, Friday, Sunday).

American Airlines

- On September 9, 2020, American Airlines increased non-stop flights between RNO and Dallas (DFW) from three times a day to four times a day.
- In October 2020, American Airlines will offer non-stop flights between RNO and Chicago (ORD) four to six days a week.
- On September 9, 2020, the airline increased non-stop flight between RNO and Phoenix (PHX) from twice a day to three times a day.
- The airline suspended non-stop flights between RNO and LAX due to COVID-19.

Delta Air Lines

- On August 1, 2020, Delta Air Lines increased non-stop flights between RNO and Salt Lake City (SLC) from three times a day to four times a day.
- On November 20, 2020, Delta Air Lines will start non-stop seasonal flights between RNO and LAX as a daily service.
- On November 21, 2020, Delta Air Lines will resume non-stop seasonal flights between RNO and Atlanta (ATL) as a daily service.
- The airline suspended non-stop flights to Minneapolis (MSP) due to COVID-19.

Frontier Airlines

- Frontier Airlines offers non-stop flights between RNO and LAS four times a week (Monday, Thursday, Friday and Sunday).
- The non-stop seasonal flight between RNO and Denver (DEN) operates twice a week (Monday and Friday).

Flight Schedule

JetBlue Airways

- JetBlue will end non-stop flights between RNO and Long Beach (LGB) on October 4, 2020.
- Starting October 8, 2020, JetBlue will offer non-stop flights between RNO and LAX four times a week (Monday, Thursday, Friday and Sunday).
- On September 26, 2020, JetBlue will suspend non-stop flights between RNO and New York City (JFK). This flight is expected to return in late November.

Southwest Airlines

- Southwest Airlines offers non-stop flights between RNO and DEN three times a day.
- On September 9, 2020, Southwest Airlines decreased non-stop flights between RNO and LAS from six times a day to three times a day.
- On September 6, 2020, Southwest Airlines decreased non-stop flights between RNO and PHX from twice a day to once a day.
- On September 6, 2020, Southwest Airline suspended non-stop flights between RNO and San Diego (SAN). The flight is expected to return in November.
- Southwest Airlines offers daily non-stop flights between RNO and LAX.
- Southwest Airlines offers daily non-stop flights between RNO and Oakland (OAK).
- The airline suspended non-stop flights from RNO to Dallas (DAL), Chicago (MDW), and SJC due to COVID-19.

United Airlines

- United Airlines offers non-stop flights between RNO and DEN three times a day.
- On October 7, 2020, United Airlines will increase non-stop flights between RNO and San Francisco (SFO) from twice a day to three times a day.
- On August 4, 2020, United Airlines increased non-stop flights between RNO and LAX from once a day to twice a day.
- The airline suspended non-stop flights from RNO to Houston (IAH) and ORD due to COVID-19.

Volaris

- In March 2020, Volaris temporarily suspended non-stop flights between RNO and Guadalajara (GDL) due to COVID-19. This flight returned as a twice a week service (Monday and Friday) on August 3, 2020.

| Total Passengers Aug-20 | | | | | |
|----------------------------|------------------|------------------|-------------|------------------|---------------|
| | Passengers | | % Diff. | Passengers | |
| | 2018 | 2019 | | 2020 | % Diff. |
| JAN | 312,125 | 335,095 | 7.4% | 342,796 | 2.3% |
| FEB | 296,726 | 306,800 | 3.4% | 341,935 | 11.5% |
| MAR | 356,112 | 383,215 | 7.6% | 194,796 | -49.2% |
| 1st QTR | 964,963 | 1,025,110 | 6.2% | 879,527 | -14.2% |
| APR | 325,428 | 337,062 | 3.6% | 17,265 | -94.9% |
| MAY | 345,740 | 354,311 | 2.5% | 46,015 | -87.0% |
| JUN | 389,103 | 397,211 | 2.1% | 98,619 | -75.2% |
| 2nd QTR | 1,060,271 | 1,088,584 | 2.7% | 161,899 | -85.1% |
| JUL | 414,529 | 432,188 | 4.3% | 140,986 | -67.4% |
| AUG | 402,794 | 431,640 | 7.2% | 183,343 | -57.5% |
| SEP | 362,831 | 392,353 | 8.1% | | |
| 3rd QTR | 1,180,154 | 1,256,181 | 6.4% | | |
| OCT | 347,591 | 380,879 | 9.6% | | |
| NOV | 315,833 | 318,022 | 0.7% | | |
| DEC | 341,283 | 381,897 | 11.9% | | |
| 4th QTR | 1,004,707 | 1,080,798 | 7.6% | 0 | |
| TOTAL | 4,210,095 | 4,450,673 | 5.7% | | |
| YTD | | 2,977,522 | | 1,365,755 | -54.1% |

| Total Cargo Volume in Pounds Aug-20 | | | | | | |
|--|-----------------|-------------|---------|------------|-------------|---------|
| | 2018 | 2019 | % Diff. | 2020 | | % Diff. |
| | Cargo in Pounds | | | Pounds | Metric Tons | |
| JAN | 11,795,775 | 11,940,830 | 1.2% | 11,008,444 | 4,992 | -7.8% |
| FEB | 11,417,480 | 11,559,065 | 1.2% | 10,266,728 | 4,656 | -11.2% |
| MAR | 13,053,097 | 11,770,662 | -9.8% | 11,356,256 | 5,150 | -3.5% |
| 1st QTR | 36,266,352 | 35,270,557 | -2.7% | 32,631,428 | 14,799 | -7.5% |
| APR | 10,826,085 | 11,208,216 | 3.5% | 11,090,789 | 5,030 | -1.0% |
| MAY | 12,245,815 | 12,273,193 | 0.2% | 11,613,489 | 5,267 | -5.4% |
| JUN | 12,225,509 | 11,988,693 | -1.9% | 12,488,906 | 5,664 | 4.2% |
| 2nd QTR | 35,297,409 | 35,470,102 | 0.5% | 35,193,184 | 15,961 | -0.8% |
| JUL | 12,233,364 | 12,537,938 | 2.5% | 13,387,102 | 6,071 | 6.8% |
| AUG | 13,689,777 | 12,909,571 | -5.7% | 12,563,172 | 5,698 | -2.7% |
| SEP | 12,052,727 | 11,350,614 | -5.8% | | | |
| 3rd QTR | 37,975,868 | 36,798,123 | -3.1% | | | |
| OCT | 12,548,739 | 12,662,270 | 0.9% | | | |
| NOV | 12,645,887 | 11,428,318 | -9.6% | | | |
| DEC | 14,128,422 | 15,270,324 | 8.1% | | | |
| 4th QTR | 39,323,048 | 39,360,912 | 0.1% | 0 | | |
| TOTAL | 148,862,677 | 146,899,694 | -1.3% | | | |
| YTD | | 96,188,168 | | 93,774,886 | 42,528 | -2.5% |

| Total Enplaned Passengers Aug-20 | | | | |
|-------------------------------------|------------------|------------------|----------------|---------------|
| Month | 2018 | 2019 | 2020 | % Diff. |
| JAN | 156,747 | 168,909 | 172,452 | 2.1% |
| FEB | 147,568 | 152,933 | 170,067 | 11.2% |
| MAR | 181,141 | 195,310 | 99,986 | -48.8% |
| APR | 161,913 | 166,676 | 8,690 | -94.8% |
| MAY | 171,430 | 175,621 | 22,807 | -87.0% |
| JUN | 193,777 | 197,397 | 48,274 | -75.5% |
| JUL | 205,174 | 213,326 | 66,039 | -69.0% |
| AUG | 198,874 | 211,958 | 93,015 | -56.1% |
| SEP | 189,886 | 202,280 | | |
| OCT | 174,084 | 193,859 | | |
| NOV | 158,100 | 158,558 | | |
| DEC | 166,795 | 187,914 | | |
| TOTAL | 2,105,489 | 2,224,741 | 681,330 | |
| YTD Total | | 1,482,130 | 681,330 | -54.0% |

| Total Deplaned Passengers | | | | |
|---------------------------|------------------|------------------|----------------|---------------|
| Month | 2018 | 2019 | 2020 | % Diff. |
| JAN | 155,378 | 166,186 | 170,344 | 2.5% |
| FEB | 149,158 | 153,867 | 171,868 | 11.7% |
| MAR | 174,971 | 187,905 | 94,810 | -49.5% |
| APR | 163,515 | 170,386 | 8,575 | -95.0% |
| MAY | 174,310 | 178,690 | 23,208 | -87.0% |
| JUN | 195,326 | 199,814 | 50,345 | -74.8% |
| JUL | 209,355 | 218,862 | 74,947 | -65.8% |
| AUG | 203,920 | 219,682 | 90,328 | -58.9% |
| SEP | 172,945 | 190,073 | | |
| OCT | 173,507 | 187,020 | | |
| NOV | 157,733 | 159,464 | | |
| DEC | 174,488 | 193,983 | | |
| TOTAL | 2,104,606 | 2,225,932 | 684,425 | |
| YTD Total | | 1,495,392 | 684,425 | -54.2% |

| Enplaned Passengers & Load Factor | | | | |
|-----------------------------------|--------------|--------|--------|-------|
| Airline | Enplaned PAX | Aug-20 | Aug-19 | Diff. |
| Alaska/Horizon | 8,688 | 62.1% | 80.0% | -17.8 |
| Allegiant Air | 2,749 | 61.2% | 90.6% | -29.4 |
| American | 19,051 | 77.8% | 85.4% | -7.5 |
| Delta | 7,338 | 50.2% | 89.4% | -39.2 |
| Frontier | 2,043 | 70.9% | 95.4% | -24.4 |
| JetBlue | 1,003 | 41.8% | 88.2% | -46.4 |
| Southwest | 38,975 | 52.9% | 76.2% | -23.2 |
| United | 11,914 | 67.5% | 76.4% | -8.9 |
| Volaris | 1,136 | 57.7% | 62.3% | -4.6 |

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north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors Report November 4, 2020 Board Meeting

September 2020 Overview

Paid Media | Social Media | Communications | Earned Media | Leisure & Conference Sales

Advertising | Promotions | Media

- Consumer Paid Search was the only tactic that ran the entire month of September. We began social and programmatic advertising at the very end of the month once the first subsided. Therefore, there was not enough data to report and provide insights on for these categories and they will be included in the October reporting.
- Consumer Paid Search
 - Impressions: 18,245
 - Clicks: 487
 - TOS Conversions: 186
 - Click Through Rate: 2.7% (1.9% industry average) - very similar to August

Website (GoTahoeNorth.com)

- Total Users: 52,966 (+22.75% YOY)
- Total Sessions: 65,896 (+32.92% YOY)
- Avg. Session Duration: 1:25 (+4.68% YOY)
- Pages per Session: 1.91 (+3.55% YOY)
- Website Visitation by Metro:
 - SF/Oakland/San Jose: 27.58% of visitation (+81% YOY)
 - Sacramento/Stockton/Modesto: 19.11% of visitation (+44% YOY)
 - LA: 11.55% of visitation (+38% YOY)
 - Reno: 8.58% of visitation (+7% YOY)
 - San Diego: 1.91% of visitation (-34% YOY)
 - Dallas/Ft. Worth: 1.35% of visitation (+30% YOY)
 - Fresno/Visalia: 1.21% of visitation (+102% YOY)
 - Phoenix: 1.16% of visitation (+30% YOY)
 - New York: 1.12% of visitation (-77% YOY)
- Top Pages Visited:
 - Homepage
 - Webcams
 - COVID Destination Statement
 - Lodging

- Wildfire Public Lands Update
- Hiking Trails
- Know Before You Go Guide
- Fall Landing Page
- Events
- Beaches

Content | Blogs | Newsletters

- Blogs Posted: One (1)
 - Public Lands Operational Update due to Closures
 - Page Views: 3,358
 - Avg. Time on Page: 2:21 minutes

Social Media

- Total Followers: 231,649 (+0.1%)
- Total Impressions: 1,591,348 (+8.9%)
- Total Engagements: 60,427 (+6%)
 - Engagements and impressions grew over the course of September, whereas in previous months they had remained constant or declined, indicating that there is more time being spent engaging with and reviewing travel content.
- Messaging
 - Across all NLT social media channels, we continued to curate a blend of aspirational tour-imagery along with educational messaging focusing on responsible travel. Content included the Know Before You Go Guide, Leave No Trace, Mask Up Tahoe, Recreate Responsibly and Fire & Air Quality Safety.

Communications & Earned Media

Communications

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging and campaign updates (1x per week). Discussions shifted to PIO learnings and how to approach a *Leave No Trace* message for fall and winter.
- *Mask Up Tahoe* Advocacy Campaign: The last video was posted on September 17, in total 11 videos featuring 13 influencers and community leaders were shared across all consumer digital channels to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. The Montage video was the top performing post in regards to impressions and views; JT Holmes' video received the most comments. Positive sentiment came directly from locals who were grateful the advocacy campaign was in place to help guide expectations of visitors in-market. Ads were placed and distributed across Facebook and Instagram. Targeting included a wide age demographic of 18-60. The geographic target was focused primarily on our drive market as a way to educate those who were planning on making a road trip to Tahoe. Ad targeting was also set to include those with an intent to travel, those who had visited the GoTahoeNorth website within the past 90 days, and those who follow @TahoeNorth on social media. The team also made sure to lightly geo-target local areas to continue educating those traveling within the region. Still images were utilized by partners and stakeholders, including Visit California. Campaign Results:

| Individual | Platform | Impressions | Reach | Engagement | Comments |
|-----------------------|-----------|----------------|----------------|--------------|------------|
| Travis Ganong | Instagram | 17,056 | 16,197 | 932 | 26 |
| | Facebook | 14,436 | 11,674 | 932 | 17 |
| Michelle Parker | Instagram | 15,854 | 14,739 | 806 | 20 |
| | Facebook | 7,754 | 6,526 | 383 | 5 |
| Sherry McConkey | Instagram | 13,894 | 13,402 | 799 | 22 |
| | Facebook | 14,352 | 11,681 | 1,392 | 21 |
| Montage Video | Instagram | 9,616 | 8,627 | 431 | 11 |
| | Facebook | 60,742 | 49,199 | 1,386 | 28 |
| Brendan Madigan | Instagram | 10,608 | 9,671 | 431 | 12 |
| | Facebook | 24,440 | 17,136 | 1915 | 30 |
| Cody and Elyse | Instagram | 14,198 | 13,315 | 594 | 24 |
| | Facebook | 12,762 | 11,749 | 517 | 9 |
| JT Holmes | Instagram | 9,487 | 8,771 | 353 | 13 |
| | Facebook | 33,196 | 23,958 | 2,783 | 91 |
| Ming Poon | Instagram | 10,837 | 9,974 | 401 | 20 |
| | Facebook | 31,950 | 29,104 | 747 | 24 |
| Jim Morrison | Instagram | 10,885 | 10,125 | 336 | 17 |
| | Facebook | 11,330 | 5,860 | 506 | 9 |
| Deadwinter Carpenters | Instagram | 8,930 | 8,414 | 242 | 27 |
| | Facebook | 12,367 | 5,535 | 359 | 2 |
| Rory Bosio | Instagram | 8,617 | 8,209 | 245 | 5 |
| | Facebook | 6,296 | 5,398 | 357 | 11 |
| TOTALS FACEBOOK | | 229,625 | 177,820 | 11277 | 247 |
| TOTALS INSTAGRAM | | 129,982 | 121,444 | 5570 | 197 |
| TOTAL: | | 359,607 | 299,264 | 16847 | 444 |

- Coordinated regional Ski Season Roundtable discussion on September 17 to discuss operational modifications for the upcoming season. In addition to participation from all regional resorts, representatives from Ski California, Visit California, Travel Nevada and Reno-Tahoe International Airport presented. There were 170 participants on the call, which resulted in the following media placements:
 - Tahoe Truckee Media & KTKR Radio Live Stream
 - Front Page feature in Sierra Sun
 - Digital feature in Moonshine Ink
- Content development followed the virtual discussion -- a press release will be issued in October about what incoming visitors can expect this winter season in North Lake Tahoe and a video detailing the importance of planning ahead and checking resort websites in advance of travel was also produced. Lastly, an animated resort map was created to visually showcase the range of options in North Lake Tahoe. This can be used across consumer digital channels all winter.
- Assisted in the development of a regional fact sheet to communicate forest and public land closures due to nearby wildfires and smoke, and produced a business facing emergency resources document to share locally.
- Began crafting What's New fall + winter google form for partners to submit information and news related to their property/resort/business. Content will be formed into a What's New press release for distribution in November.

Earned Media

- Media Inquiries & Pitch Angles: ski season trend inquiries started to come through from a variety of media outlets and freelancers who were focused on operational updates from the destination.
- Content, Media Relations & FAMs:
 - FAM: Marie Claire Magazine (in market: September 12-14)
 - FAM: National Geographic (in market: September 12)
 - FAM: Conde Nast Traveler (in market: September 15-18)
 - Provided answers to Vacation Industry Review for best experiences in North Lake Tahoe
 - Facilitated call with SF Gate to discuss Stronger Together storylines and summer visitation
 - Pitched article for November issue of Moonshine Ink about the Women of Winter
 - Pitched fall leaf peeping and snowshoeing to two national publications
 - Crafted Visit California submission outlining three key story ideas
 - Press Release Development and Distribution: Partnership Funding Program
- Placements:

Sept. 4: Travel + Leisure
[12 Most Beautiful Lakes in the United States](#)
 UVM: 5,065,042; Domain Authority: 88

Sept. 4: Sierra Sun
[North Tahoe seeks more volunteers for ambassador program](#)
 UVM: 53,624; Domain Authority: 59

North Lake Tahoe Inclusion in [Crush Global Travel Guide](#)

Sept. 16: Southern Nevada Golf Association newsletter
[Destination Golf - Northern Nevada and Lake Tahoe](#)
 14,000+ SNGA/USGA members

Sept. 17: Napa Valley Register
[Tahoe unmasked: A high-energy escape to the Sierra](#)
 UVM: 312,775

September Issue: ACES Magazine
[Tahoe revealed: A high-energy escape to the Sierra](#)
 UVM: 40,000

Sept. 18: Moonshine Ink
[Tahoe Resorts Announce Reopening Plans](#)
 UVM: 4,054; Domain Authority: 47

Sept. 24: Sierra Sun
[Truckee-Tahoe resorts lay out plans for first turns](#)
 UVM: 53,624; Domain Authority: 59

Conference / Group Sales

- NEW: Developing new Meetings & Conventions Know Before You Go Guide. Estimated completion date is November 20, 2020
- RFP/Leads Distributed
 - Total: Nine (14) leads distributed
 - Room Nights: Estimated 4,401
- Definite Bookings
 - One group turned definite:
 - Experiment Station Section in September 2021 with 345 room nights
- Site Visits Conducted
 - September 28-30, 2020. Site Inspection conducted for the Commercial Vehicle Solutions Network, June 2022 Summit. This program is 539 room nights, 200 people for June 3-8, 2022. This program sited the Ritz Carlton Lake Tahoe and the Hyatt Lake plus Old Greenwood/Grays Crossing Golf Course, Northstar Golf Course, Gar Woods Grill and Pier, sailing with Tahoe Sailing Charters.
- Projects:
 - Staff updated and sent out Bi-weekly conference sales reports in September. This report provides updates on new leads, bookings, trade shows, COVID 19 cancelations, re-bookings and group business through December 2020.
 - Staff attended CalSAE - Industry Partner check in call on September 2, 2020.
 - Staff attend the Meet California Alliance DMO Update Webinar on September 17, 2020. The webinar was well received and about 150 industry professional were dialed in to hear our updates from California DMO, California Travel Association and California Hospitality Lodging Association
 - Staff conducted a virtual North Lake Tahoe Meetings and Conventions Webinar on September 22, 2020 to ConferenceDirect Associates.
 - Staff conducted a virtual Conference Sales – DOS Meeting on September 22, 2020. The agenda included updates on the following:
 - Geo Markets & Chicago Update
 - New Meeting Incentive Program
 - iDSS Clean-up & MCC Website Audit
 - NLT Partnerships
 - Cancellation Report
- Tradeshow & Events:
 - September 29-30, 2020. Staff attended All Things Meetings Virtual. Staff attending this two-day event virtually with our virtual trade show booth. This event had 674 meeting planners registered. Of the 674 planners, 248 of them attended. A trade show recap will be available with a list of all the planners.
- Chicago Efforts:
 - In September, more top Chicago accounts were visited and blessed with pizza, or a lunch and a socially distanced visit. Calls were made to AMC – The Executive Director of Meetings and a Senior Meeting planner, Amer Acad of Dermatology - 2 different planners & Broadwater. Clients were visited in person and got an update about our North Lake Tahoe happenings.

- North Lake Tahoe created new marketing materials to be featured on the upcoming Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.

Travel Trade / Leisure Sales

- Project Work:
 - Attended (2) virtual travel agent meetings and newsletter went out to the new database with a 40% open rate.
 - Working on sales portion of Kind Traveler program
 - Attended the Visit California International Committee
 - Attended the Visit California Rural Committee
 - Completed survey for High Sierra Visit CA content information, including developing the Visit High Sierra Recovery Guide
- Marketing Campaigns
 - Visit CA HotelBeds Domestic Travel Agent Campaign
 - Includes a dedicated landing page, newsletter inclusion, social media push and more. [Click here](#) to see the landing page.
 - Campaign dates: October, 2020 - March, 2021
 - Developed and worked on the Travel NV Expedia Campaign - Discover your Nevada
 - Focus is on destination relief and recovery. Includes dedicated landing pages, reporting, retargeting and competitive NV comp set.
 - Campaign dates are October, 2020 - January, 2021
- Tradeshows & Trainings:
 - Attended the Virtual Tourism Cares Conference
 - Follow up was completed from the Go West Summit 2020
 - Attended the Best Day Mexico Webinar Training
- International Update
 - Canada September report:
 - Launched our 20/21 contract with training sessions for the new team member, Pamela.
 - Analysis of priorities through December 2020
 - We are holding off on all key hours, sales calls and trainings until January 2021 in order to maximize sales efforts post covid-19.
 - Australia September report:
 - (12) new agents trained
 - (5) meetings & events completed with Traveloapp, Flight Centre, Karryon, Travel Counsellors and Visit USA
 - Fall Newsletter sent out - The Secret Season: Discover Autumn in North Lake Tahoe
 - October focus: content update, resource centre update and Tahoe trivia

Events Update

Katie Biggers | September 2020

Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- North Tahoe '20/21 Ski Season Roundtable Event - Created Agendas and promoted event region wide
- Attended Quarterly Meetings with Squaw, Homewood regarding Events
- Nevada County - Moving to Orange Webinars/Outside Dining

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - - Brought to September 24th TD meeting for Final Approval, and Prepped for October BOD Meeting
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Promotion and messaging for Safe and Responsible Travel

Winter Events Sponsored by the North Lake Tahoe Marketing Cooperative

Tahoe Film Fest | December 3-6, 2020 | Working with producers on expansion into Tahoe City. Contract finalized, Assisting with Risk Mitigation Plans regarding COVID-19, and Sponsorship ideas.

North Lake Tahoe Partnership Funding Grants- (Marketing Sponsorships) Worked with all producers to promote MaskUp Campaigns, Know Before You Go Guides, Gift Card Campaigns, etc.

- 2020 Tahoe Paddle Racing Series | 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore - Finalizing Post Event Reports and invoicing
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivoted to Virtual - Finalizing post event reporting with new staff member from their organization
- 2020 Wild and Scenic Film Festival - Pivoted to Virtual. Working with producers on Radio spots, promotion and NLTRA Messaging on Safe travel

Canceled, Worked with Producers to Return Funds

- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - Cancelled
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort -Cancelled

Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign -Facebook Research, Looking at TakeoutTahoe/Tahoe Eats "Event" Assisting Marketing Director with projects as needed
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed
- Continually working with NT Fire on Fire Preparedness and Awareness Campaigns regarding Fire Safety in the Basin.
- Creation of Tahoe Connect- Tahoe Peer 2 Peer Networking Groups - Working with NTBA/TCDA to give community members an opportunity to voice their opinions and collaborate, as well as the ability to

share victories and challenges they may currently be dealing with. (promotion, messaging, outreach, etc.)

- Working on Chamber onboarding New members, and Media Kits
- Messaging to North Lake Tahoe Ambassador Program Members. Worked on creation of projects, and an incentive program with NTBA Marketing Associate.
- Pushed out a great amount of messaging on all lakeside/river Labor Day cleanup efforts. (NLTRA Cals, Partners, FB, Etc).
- Launched Partnership Funding Applications for Event Sponsorship funds for 21-22 Fiscal Year.
- 2021 Snowfest Meetings regarding Contingency plans, and ways to pivot
- Quarterly Email to producers with event updates
- Placer Shares Outreach throughout the community - Kings Beach door to door
- Placer Eats and Drinks outreach throughout the community - emails and calls
- Led TBID Outreach for Tier 1 - Non Lodging Businesses
- Tier 3 TBID Contact Organization and outreach

North Lake Tahoe Visitor Information Center Visitor Report: September 2020

VISITORS SERVED:

Aug 2020

Total TC & KB Walk-ins: 5,934
 Total Phone Calls: 305
 Total 6,239

Sep 2019

Total TC & KB Walk-ins: 5,996
 Total Phone Calls: 224
 Total 6,220

Sep 2020

Total TC Walk-ins: 4,047
 Total Phone Calls: 313
 Total 4,360

REFERRALS GIVEN TO VISITORS:

| | | | |
|---|--|--------------------------|--------------------------|
| Restaurants | Lodging | Historic / Museum | Events |
| 262 | 85 | 32 | 17 |
| Tours | Surrounding Towns (SLT / Truckee) | Shopping | Transportation |
| 62 | 59 | 27 | 27 |
| Services – Covid 19 Air Quality & Closures | Activities Mountain / Trails | Activities / Lake | Maps / Directions |
| 190 | 692 | 543 | 716 |

TOTAL: 2,706 = 90 referrals per day

SEPTEMBER

- Since the beginning of our new fiscal year, the TC Visitor Center is down 38% in visitors but only down 7% in sales
- Received 24% more calls in the VIC wanting information about Covid-19, air quality and park closures in Tahoe
- Added several new products to the center's merchandise: Christmas ornaments, Tahoe masks and mugs, Tahoe Inspired Earrings, Tahoe Pillows
- Brought in 2 new local vendors: Elizabeth and Marin, Lopker Love
- Partnered with TCDA with participating in the Explorathon by giving away Explorathon towels at the Visitor Center and supporting players as they came into the VIC
- Continued servicing our local businesses by being a distribution center for 3 ply & KN95 masks, sanitizer, funnels, pumps, signs, gloves, and floor decals

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2020

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of September 30, 2020

| | 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><u>0.00</u></u> | <u><u>152,323.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>1,335.30</u></u> | <u><u>153,658.30</u></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><u>59,076.76</u></u> | <u><u>8,320.73</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>67,397.49</u></u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

September 2020

| | 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

Accrual Basis

September 2020

| | 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 | 119.68 | 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) | 746.86 | 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

Accrual Basis

July through September 2020

| | 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% |



north lake tahoe
Chamber of Commerce

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 | \$0.00 | \$690.00 | \$0.00 | \$0.00 | \$2,050.00 | \$2,740.00 |
| 1-5 Employees Membership Dues | | | \$2,065.00 | \$295.00 | \$2,950.00 | \$2,950.00 | \$2,455.00 | \$13,135.00 | \$23,850.00 |
| 21-50 Employees Membership Dues | | | \$1,080.00 | \$0.00 | \$0.00 | \$540.00 | \$1,620.00 | \$7,980.00 | \$11,220.00 |
| 50-100 Employees Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$2,225.00 | \$2,225.00 |
| 6-10 Employees Membership Dues | | | \$325.00 | \$325.00 | \$325.00 | \$325.00 | \$325.00 | \$11,665.00 | \$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 | \$340.00 | \$170.00 | \$4,050.00 | \$5,410.00 |
| PUD Membership Dues Totals: | | | \$0.00 | \$0.00 | \$0.00 | \$165.00 | \$0.00 | \$830.00 | \$995.00 |
| Ski Resorts Membership Dues Totals: | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$18,615.00 | \$18,615.00 |
| 1201-01 Member AR Membership Dues | | | \$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: | | | | | | | | | |
| Tuesday Morning Breakfast Club | | | \$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 |
| 1201-03 Member Accounts Receivable - | | | \$320.00 | \$85.00 | \$0.00 | \$85.00 | \$0.00 | \$905.00 | \$1,395.00 |
| GRAND TOTALS | | | \$3,790.00 | \$1,215.00 | \$4,305.00 | \$4,405.00 | \$4,570.00 | \$65,895.00 | \$84,180.00 |

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% |
| NLT - 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 | June 2017 | June 2018 | June 2019 |
| | 508 | 424 | 378 | 371 |
| | | | | 362 |

| Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 9/30/2020 | | | | | |
|---|-------------|--------------|--------------|--------------|--------------|
| FORWARD LOOKING | 2019-20 | 20-21 | 2019-20 | 2020-21 | YOY % |
| Total Revenue Booked | \$2,685,035 | \$ 2,334,860 | \$ 2,334,860 | \$ 1,086,681 | -53.03% |
| Commission for this Revenue | \$ 36,962 | \$ 54,193 | \$ 54,193 | \$ - | -100.00% |
| Number of Room Nights | 12,075 | 13,058 | 13,058 | 4,979 | -61.87% |
| Number of Bookings | 53 | 49 | 49 | 16 | -67.35% |
| Conference Revenue And Percentage by County: | | | | | |
| | 19-20 | 20-21 | | | |
| Placer | 68% | 83% | \$2,096,775 | \$ 1,597,128 | \$ 905,049 |
| Washoe | 8% | 17% | \$381,642 | \$ 195,373 | \$ 191,632 |
| South Lake | 23% | 0% | \$206,618 | \$ 542,359 | \$ - |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$2,685,035 | \$ 2,334,860 | \$ 1,086,681 |
| CURRENT | | | | | -53.03% |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 | 0.00% |