



north lake tahoe

Chamber | CVB | Resort Association

# FINANCE COMMITTEE AGENDA

February 23rd, 2021 at 3:30 p.m.

Virtual Zoom Meeting

<https://us02web.zoom.us/j/87661880804?pwd=US9JVHZneUxlcmw0SGdDT0draldzUT09>

Meeting ID: 876 6188 0804

Passcode: 187854

Dial by your location

+1 669 900 9128 US (San Jose)

## FINANCE COMMITTEE

### NLTRA Board

Jim Phelan  
*Treasurer*

### Committee Members

David Brown  
CPA

Ramona Cruz  
Tahoe City Public  
Utility District

### Placer County Rep

Erin Casey

### NLTRA Staff

Jeff Hentz  
CEO

Bonnie Bavetta  
CFO

DeWitt Van Sichen  
Senior Accountant

Quorum  
2 Members with 1  
being a Board  
Member

### A. Call to Order – Establish Quorum

### B. Roll Call

### C. Public Forum

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

### D. Agenda Amendments & Approval [MOTION]

### E. Approval of Finance Committee Meeting Minutes:

- 01/27/2021 Meeting Minutes [MOTION] ..... Pg. 1

### F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial Performance .....Pg. 2
- NLTRA 01/31/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 01/31/2021 Financials Review .....Pg. 23

### G. Items for Committee Review, Discussion/or Recommendations

- COVID-19 Response Update
- TBID Update
- Membership Receivables Update

### H. Supplemental Information

- January 2021 Dashboard Report .....Pg. 31

### I. Approval of CEO Expenses January 2021:

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

### J. Agenda Input for Next Finance Committee Meeting

### K. Next Meeting Date

### L. Committee Member Comments

### M. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 9:04 am (3)
- B. Roll Call:
  - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
  - Staff in Attendance via Zoom: Jeff Hentz, Bonnie Bavetta, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
  - **MOTION** to approve the agenda; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
  - To revise members & staff in attendance from “via telephone” to “via Zoom”
  - **MOTION** to approve with revision January 06, 2021 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
  - Review Staff Report – December 31, 2020 financial results
  - Review of NLTRA December 31, 2020 financials
  - **MOTION** to approve December 31, 2020 Preliminary NLTRA Financials; Ramona Cruz/David Brown, Approved 3-0-0
  - Review of NLTMC December 31, 2020 financials
- G. Review and approval of Q2 Reconciliations
  - Review Q2 Reconciliations, no action taken
- H. Items for Committee Review, Discussion and/or Recommendations
  - Covid-19 Response Update given by Hentz
  - TBID Update given by Hentz
  - Membership Receivables Update given by Bavetta
- I. Supplemental Information
  - Review of the December 2020 Dashboard report
- J. Approval of CEO Expenses for December 2020
  - **MOTION** to approve December 2020 CEO expenses NLTRA; Ramona Cruz/David Brown; Approved 3-0-0
- K. Agenda Input for Next Finance Committee Meeting
  - None
- L. Next Meeting Date
  - February 23, 2021 at 3:30 PM via Zoom
- M. Committee Member Comments
  - None
- N. Adjourn 10:06 AM



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Date: 2/18/21

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

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

RE: Report of Financial Results at January 31, 2021

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A summary of preliminary NLTRA financial results for January 31, 2021 follows:

- Cash balance on January 31, 2021 of \$1,431,000 was \$817,000 greater than prior year due primarily to reduced Accounts Receivables by \$8,000, 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, an increase to Payroll Liabilities of \$45,000, and an increase in equity of \$298,000 offset primarily by a decrease in Accounts Payable of \$45,000 and reduced Deferred Revenue – Marketing of \$37,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$45,000, primarily due to fewer outstanding commissions owed to the NLTRA and MTS sponsorship invoices (\$37,000).
- The Accounts Receivable – TOT balance of \$505,000 reflected County TOT funding invoices for January. The balance at this date last year was \$487,000. Payment was received in February.
- Membership dues receivable totaled \$169,000; an increase of \$85,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$62,000 was \$59,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was lower than prior year by \$5,000 due to fewer expenditures.
- Prepaid expenses of \$22,000 was higher than prior year by \$4,000.
- Accounts Payable of \$14,000 was \$45,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$144,000 were \$45,000 higher than prior year, a result of a combination of new incentive accrual for the CEO not paid at fiscal year-end, increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Accrued Expenses totaling \$15,000 were \$15,000 higher than last year. A reduction to the committed programs will result in these expenses being returned to the County of Placer at the end of this fiscal year.
- Deferred Revenue Marketing prior year balance of \$37,000 was for Mountain Travel Symposium sponsorships being paid to NLTRA by local businesses to support the event. The event was later cancelled and is not planned for this year. Any monies received for the event were refunded.
- Deferred Revenue-Member Dues of \$96,000 was up \$3,000 from last 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 and exceeded prior year by \$175,000. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled, and payment was not made.
- Due To/From County balance of \$385,000 was \$365,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2019/20 TOT funding.
- YTD consolidated net income of \$455,000 at month end January reflected a \$275,000 increase from prior year positive results of \$180,000, and represented Membership's negative net results YTD of \$7,000, and \$462,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$1,395,000 was lower than budget by \$63,000.
  - Expenses, before overhead allocation, totaled \$837,000 and were \$307,000 below budget largely due to NLTMC contributions placed on hold as well as delayed marketing programs as a result of the pandemic. The hold on NLTMC contributions will continue for the rest of the fiscal year.
  - Total net results before overhead allocation of \$560,000 were better than budget by \$246,000.
- Operating Results YTD – Conference
  - TOT revenue of \$226,000 was on budget.
  - Expenses of \$194,000 before allocated overhead were over budget by \$8,000.
  - Net results of \$32,000 before overhead allocation were negative to budget by \$8,000.
- Operating Results YTD – Visitor Center
  - Retail sales of \$62,000 were positive to budget by \$11,000. TOT revenue of \$267,000 was on budget.
  - Expenses before overhead allocation of \$180,000 were good to budget by \$85,000 primarily due to reduced staffing and other operating costs related to the pandemic.
  - Net income of \$149,000 before overhead allocation was \$96,000 positive to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$113,000 was on budget.
  - Expenditures of \$50,000 before overhead were \$40,000 good to budget due to timing.
  - Net results of \$63,000 before overhead allocation were positive to budget \$40,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$81,000 was \$8,000 over budget, total other revenues of \$3,000 were \$2,000 below budget.
  - Expenses before overhead allocation of \$76,000 were \$12,000 over budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing.
  - Net income of \$8,000 before overhead allocations was below budget by \$7,000.
  - Net loss of \$7,000 after overhead allocations was \$3,000 unfavorable to budget.
- Operating Results YTD – Administration
  - Total expenses of \$361,000 were \$87,000 below budget due primarily to staffing (\$28,000) and timing.
- Membership cash position as of January 31, 2021
  - Membership activities resulted in a net loss \$6,580.
  - Deferred revenues of \$95,868 less receivables of \$170,730, plus the allowance for uncollectible receivables of \$61,574 resulted in the use of cash in the amount of \$19,868.
  - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
  - Accrued Payroll expense provided cash of \$1,063.
  - Prior years' cumulative negative net results totaled \$10,145.
  - Net cash year-to-date was negative \$27,660.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) financial results at January 31, 2021:

- Cash balance at month end of \$834,000 was \$387,000 greater than prior year primarily due to a decrease in Receivables of \$11,000, a decrease in prepaid expenses of \$18,000, an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) and an increase in Net Income of \$207,000 offset by a reduction in Accounts Payable of \$315,000.
- Accounts Receivable was \$5,000 lower due to fewer partner-sponsored events.
- Accounts Payable of \$33,000 were \$315,000 less than prior year due to lower expenditures including agency work that had been placed on hold as well as prompt payment.
- 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 \$354,000 was \$209,000 greater than prior year.
  
- Year-to-date revenue from NLTRA and IVCBVB of \$926,000 was below budget \$317,000. NLTRA has halted contributions to NLTMC for the remainder of the fiscal year due to reduced forecasted expenditures. Budgeted use of prior year reserves had not been utilized to fund YTD operations. An additional unbudgeted receipt of \$45,000 from a Travel Nevada grant was received in January.
- Consumer Marketing expenditures of \$253,000 were \$482,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$20,000 were \$20,000 below budget.
- Public Relations expenses of \$104,000 were \$44,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$62,000 were \$2,000 below budget.
- Trade Show expenditures of \$9,000 were \$42,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$74,000 were \$73,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$50,000 were below budget \$8,000 due to timing.
- Total Expenses of \$572,000 were \$672,000 below budget.
- Net income of \$354,000 was better than budget by \$354,000.
- The recently completed reforecast for the NLTMC anticipates total expenses of \$1,311,000, a reduction of \$701,000 from the original budget due to impacts of the pandemic. The NLTRA funding of NLTMC is forecasted to drop \$454,000 from the budget of \$1,000,000 to \$546,000. In the reforecast, it is anticipated that the IVCBVB contribution will be reduced proportionally from \$600,000 originally budgeted to \$335,000 and the current reserve from previous years' funding will be fully utilized in covering current fiscal year expenditures.

# **North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

January 31, 2021

# North Lake Tahoe Resort Association

## Balance Sheet

As of January 31, 2021

Accrual Basis

	Jan 31, 21	Jan 31, 20	\$ Change	% Change	Jun 30, 20
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	184	(26)	(14%)	158
1003-00 · Cash - Operations BOTW #6712	1,185,906	322,912	862,994	267%	565,602
1007-00 · Cash - Payroll BOTW #7421	3,353	5,502	(2,149)	(39%)	3,200
1008-00 · Marketing Reserve - Plumas	50,340	50,288	52	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,924	100,769	155	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	60,315	104,621	(44,306)	(42%)	86,322
10950 · Cash in Drawer	619	203	416	205%	139
<b>Total Checking/Savings</b>	<b>1,431,197</b>	<b>614,061</b>	<b>817,136</b>	<b>133%</b>	<b>836,155</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	2,500	47,690	(45,190)	(95%)	3,500
1290-00 · A/R - TOT	505,473	486,921	18,552	4%	201,387
<b>Total Accounts Receivable</b>	<b>507,973</b>	<b>534,611</b>	<b>(26,638)</b>	<b>(5%)</b>	<b>204,887</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	1,179	726	453	62%	12,881
<b>1201-00 · Member Accounts Receivable</b>					
1201-01 · Member AR - Member Dues	169,330	84,295	85,035	101%	35,696
1201-03 · Member AR - Other	1,400	4,125	(2,725)	(66%)	1,040
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>170,730</b>	<b>88,420</b>	<b>82,310</b>	<b>93%</b>	<b>36,736</b>
1201-02 · Allowance for Doubtful Accounts	(61,574)	(2,775)	(58,799)	(2,119%)	(24,987)
<b>12100 · Inventory Asset</b>					
1210-01 · Inventory - Other	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	23,270	24,316	(1,046)	(4%)	81,762
<b>Total 12100 · Inventory Asset</b>	<b>23,288</b>	<b>24,334</b>	<b>(1,046)</b>	<b>(4%)</b>	<b>86,016</b>
1299 · Receivable from NLTMC	403	5,345	(4,942)	(92%)	0
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
<b>Total Other Current Assets</b>	<b>135,176</b>	<b>117,200</b>	<b>17,976</b>	<b>15%</b>	<b>111,796</b>
<b>Total Current Assets</b>	<b>2,074,346</b>	<b>1,265,872</b>	<b>808,474</b>	<b>64%</b>	<b>1,152,838</b>
<b>Fixed Assets</b>					
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	6,799	4,270	2,529	59%	4,270
1741-00 · Accum. Depr. - Computer Equip	(2,153)	(4,269)	2,116	50%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,575)	(19,911)	(664)	(3%)	(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)
<b>Total Fixed Assets</b>	<b>4,564</b>	<b>583</b>	<b>3,981</b>	<b>683%</b>	<b>0</b>
<b>Other Assets</b>					
<b>1400-00 · Prepaid Expenses</b>					
1410-00 · Prepaid Insurance	14,185	12,484	1,701	14%	16,326

# North Lake Tahoe Resort Association

## Balance Sheet

As of January 31, 2021

Accrual Basis

	Jan 31, 21	Jan 31, 20	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	7,939	5,438	2,501	46%	8,751
<b>Total 1400-00 · Prepaid Expenses</b>	<b>22,224</b>	<b>18,022</b>	<b>4,202</b>	<b>23%</b>	<b>25,177</b>
<b>Total Other Assets</b>	<b>22,224</b>	<b>18,022</b>	<b>4,202</b>	<b>23%</b>	<b>25,177</b>
<b>TOTAL ASSETS</b>	<b>2,101,134</b>	<b>1,284,477</b>	<b>816,657</b>	<b>64%</b>	<b>1,178,015</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	14,455	59,802	(45,347)	(76%)	26,683
<b>Total Accounts Payable</b>	<b>14,455</b>	<b>59,802</b>	<b>(45,347)</b>	<b>(76%)</b>	<b>26,683</b>
<b>Other Current Liabilities</b>					
<b>21000 · Salaries/Wages/Payroll Liabilit</b>					
2100-00 · Salaries / Wages Payable	10,480	11,059	(579)	(5%)	39,445
2101-00 · Incentive Payable	69,096	34,359	34,737	101%	88,359
2102-00 · Commissions Payable	1,420	9,734	(8,314)	(85%)	3,506
2120-00 · Empl. Federal Tax Payable	5,545	5,426	119	2%	1,551
2175-00 · 401 (k) Plan	2,693	1,894	799	42%	2,626
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%	54,845
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>144,079</b>	<b>98,805</b>	<b>45,274</b>	<b>46%</b>	<b>190,332</b>
<b>2190-00 · Sales and Use Tax Payable</b>					
2195-00 · Use Tax Payable	0	10	(10)	(100%)	0
25500 · *Sales Tax Payable	225	367	(142)	(39%)	1,374
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>225</b>	<b>377</b>	<b>(152)</b>	<b>(40%)</b>	<b>1,374</b>
<b>2250-00 · Accrued Expenses</b>	<b>15,132</b>	<b>0</b>	<b>15,132</b>	<b>100%</b>	<b>73,722</b>
<b>2300-00 · Marketing Cooperative Liabili</b>	<b>0</b>	<b>2,050</b>	<b>(2,050)</b>	<b>(100%)</b>	<b>6,073</b>
<b>2400-11 · Deferred Revenue - Marketing</b>	<b>0</b>	<b>37,000</b>	<b>(37,000)</b>	<b>(100%)</b>	<b>0</b>
<b>2400-60 · Deferred Revenue- Member Dues</b>	<b>95,868</b>	<b>92,631</b>	<b>3,237</b>	<b>3%</b>	<b>28,890</b>
<b>2500-00 · Deferred Revenue - TMBC</b>	<b>1,290</b>	<b>1,680</b>	<b>(390)</b>	<b>(23%)</b>	<b>1,290</b>
<b>2700-00 · Deferred Rev. County</b>	<b>525,305</b>	<b>350,305</b>	<b>175,000</b>	<b>50%</b>	<b>0</b>
<b>2900-00 · Due To/From County of Placer</b>	<b>384,939</b>	<b>19,871</b>	<b>365,068</b>	<b>1,837%</b>	<b>384,939</b>
<b>Total Other Current Liabilities</b>	<b>1,166,838</b>	<b>602,719</b>	<b>564,119</b>	<b>94%</b>	<b>686,620</b>
<b>Total Current Liabilities</b>	<b>1,181,293</b>	<b>662,521</b>	<b>518,772</b>	<b>78%</b>	<b>713,303</b>
<b>Total Liabilities</b>	<b>1,181,293</b>	<b>662,521</b>	<b>518,772</b>	<b>78%</b>	<b>713,303</b>
<b>Equity</b>					
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
<b>Net Income</b>	<b>455,129</b>	<b>180,492</b>	<b>274,637</b>	<b>152%</b>	<b>6,862</b>
<b>Total Equity</b>	<b>919,840</b>	<b>621,953</b>	<b>297,887</b>	<b>48%</b>	<b>464,711</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,101,134</b>	<b>1,284,477</b>	<b>816,657</b>	<b>64%</b>	<b>1,178,015</b>



**North Lake Tahoe Resort Association**

**A/R Aging Summary**

As of January 31, 2021

	<b>Current</b>	<b>1 - 30</b>	<b>31 - 60</b>	<b>61 - 90</b>	<b>&gt; 90</b>	<b>TOTAL</b>
<b>County of Placer</b>	505,473.11	0.00	0.00	0.00	0.00	505,473.11
<b>Homewood Mountain Resort</b>	0.00	0.00	0.00	0.00	2,500.00	2,500.00
<b>TOTAL</b>	<b>505,473.11</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,500.00</b>	<b>507,973.11</b>



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# Aging by Revenue Item

As of 1/31/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable: Member AR - Member Dues)</b>									
101-200	Employees	Membership Dues	\$975.00	\$0.00	\$0.00	\$975.00	\$0.00	\$940.00	\$2,890.00
11-20	Employees	Membership Dues	\$690.00	\$0.00	\$0.00	\$345.00	\$0.00	\$2,740.00	\$3,775.00
1-5	Employees	Membership Dues	\$6,480.00	\$2,065.00	\$1,465.00	\$865.00	\$1,180.00	\$21,500.00	\$33,555.00
200+	Employees	Membership Dues	\$1,085.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,085.00
21-50	Employees	Membership Dues	\$9,180.00	\$1,080.00	\$1,080.00	\$0.00	\$1,080.00	\$9,620.00	\$22,040.00
50-100	Employees	Membership Dues	\$4,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$725.00	\$5,225.00
6-10	Employees	Membership Dues	\$19,500.00	\$1,625.00	\$0.00	\$315.00	\$325.00	\$12,965.00	\$34,730.00
	Associate Member	Membership Dues	\$0.00	\$0.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00
	Financial Institutions	Membership	\$2,100.00	\$700.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$6,300.00
	Non-Profit	Membership Dues Totals:	\$4,250.00	\$680.00	\$0.00	\$340.00	\$0.00	\$5,410.00	\$10,680.00
	PUD	Membership Dues Totals:	\$1,490.00	\$0.00	\$0.00	\$0.00	\$0.00	\$580.00	\$2,070.00
	Ski Resorts	Membership Dues Totals:	\$28,315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$46,930.00
	1201-01	Member AR Membership Dues	\$78,565.00	\$6,150.00	\$2,545.00	\$2,890.00	\$2,585.00	\$76,595.00	\$169,330.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)</b>									
		Eblast Totals:	\$0.00	\$345.00	\$150.00	\$0.00	\$0.00	\$175.00	\$670.00
	Tuesday Morning	Breakfast Club	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
	Tuesday Morning	Breakfast Club	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$565.00
	1201-03	Member Accounts Receivable -	\$0.00	\$345.00	\$150.00	\$0.00	\$0.00	\$905.00	\$1,400.00
		<b>GRAND TOTALS</b>	\$78,565.00	\$6,495.00	\$2,695.00	\$2,890.00	\$2,585.00	\$77,500.00	\$170,730.00

# North Lake Tahoe Resort Association

## A/P Aging Summary

As of January 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
101.5 Truckee Tahoe Radio*	300.00	0.00	0.00	0.00	0.00	300.00
About a Boy ...	0.00	112.50	0.00	0.00	0.00	112.50
ADP	89.20	0.00	0.00	0.00	0.00	89.20
Airport Self Storage	348.00	0.00	0.00	0.00	0.00	348.00
Anne-Karin Atwood*	49.08	0.00	0.00	0.00	0.00	49.08
Annie's Cleaning Service	725.00	0.00	0.00	0.00	0.00	725.00
Bank of the West Bank Card Center	4,846.30	0.00	0.00	0.00	0.00	4,846.30
Cintas Corporation #623	168.51	0.00	0.00	0.00	0.00	168.51
Clear Channel Outdoor	0.00	600.00	0.00	0.00	0.00	600.00
DMAwest, Inc.	0.00	1,100.00	0.00	0.00	0.00	1,100.00
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
Greg Howey*	399.00	0.00	0.00	0.00	0.00	399.00
InBloom Marketing	200.00	0.00	0.00	0.00	0.00	200.00
Jeffrey Hentz	108.64	0.00	0.00	0.00	0.00	108.64
Liberty Utilities*	0.00	430.63	0.00	0.00	0.00	430.63
Logically	1,979.29	0.00	0.00	0.00	0.00	1,979.29
Office Boss	54.10	0.00	0.00	0.00	0.00	54.10
Porter Simon*	260.00	0.00	220.00	0.00	0.00	480.00
Ray Morgan Company, LLC	0.00	71.04	0.00	0.00	0.00	71.04
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
Southwest Gas Corporation*	306.99	0.00	0.00	0.00	0.00	306.99
StorQuest	0.00	205.00	0.00	0.00	0.00	205.00
Tahoe Basics	444.00	0.00	0.00	0.00	0.00	444.00
Tahoe Truckee Sierra Disposal*	243.72	236.67	0.00	0.00	0.00	480.39
Van Siclen, DeWitt	146.45	0.00	0.00	0.00	0.00	146.45
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	136.00	136.00
YIG Administration	108.25	0.00	0.00	0.00	0.00	108.25
<b>TOTAL</b>	<b><u>11,342.90</u></b>	<b><u>2,755.84</u></b>	<b><u>220.00</u></b>	<b><u>0.00</u></b>	<b><u>136.00</u></b>	<b><u>14,454.74</u></b>

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

Accrual Basis

All Departments

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan ...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	505,473	547,873	(42,400)	2,001,346	2,063,997	(62,651)	4,043,867
4200-00 · Membership Dues Revenue	12,012	10,417	1,595	80,586	72,917	7,670	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
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>
4250-02 · Chamber Events	0	0	0	0	1,500	(1,500)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	0	800	(800)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	450	(450)	0	1,250	(1,250)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>0</b>	<b>2,050</b>	<b>(2,050)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	0	0	0	2,650	0	2,650	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>2,650</b>	<b>5,050</b>	<b>(2,400)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	0	0	1,525	0	1,525	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	141	0	141	1,555	0	1,555	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	2,964	3,500	(536)	59,736	51,000	8,736	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>3,105</b>	<b>3,500</b>	<b>(395)</b>	<b>61,851</b>	<b>51,000</b>	<b>10,851</b>	<b>85,000</b>
4720-00 · Miscellaneous	0	0	0	4,193	0	4,193	0
<b>Total Income</b>	<b>520,591</b>	<b>562,440</b>	<b>(41,849)</b>	<b>2,152,151</b>	<b>2,192,964</b>	<b>(40,813)</b>	<b>4,328,867</b>
<b>Gross Profit</b>	<b>520,591</b>	<b>562,440</b>	<b>(41,849)</b>	<b>2,152,151</b>	<b>2,192,964</b>	<b>(40,813)</b>	<b>4,328,867</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	10,324	7,049	3,275	43,476	49,342	(5,866)	84,586
5030-00 · P/R - Health Insurance Expense	10,298	11,750	(1,452)	70,485	82,250	(11,765)	141,000
5040-00 · P/R - Workmans Comp	1,356	1,128	228	6,246	7,894	(1,648)	13,532
5060-00 · 401 (k)	2,473	3,308	(835)	12,609	23,158	(10,549)	39,700
5070-00 · Other Benefits and Expenses	571	428	143	2,634	2,995	(361)	5,135
5000-00 · Salaries & Wages - Other	80,560	94,593	(14,033)	583,127	662,154	(79,027)	1,135,121
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>105,581</b>	<b>118,256</b>	<b>(12,675)</b>	<b>720,683</b>	<b>827,793</b>	<b>(107,110)</b>	<b>1,419,074</b>
5100-00 · Rent							
5110-00 · Utilities	1,133	1,017	116	6,083	6,792	(709)	11,655
5140-00 · Repairs & Maintenance	1,195	888	307	3,227	6,218	(2,991)	10,660
5150-00 · Office - Cleaning	725	1,058	(333)	4,075	7,408	(3,333)	12,700
5100-00 · Rent - Other	13,554	12,819	735	93,610	88,705	4,905	152,798
<b>Total 5100-00 · Rent</b>	<b>16,607</b>	<b>15,782</b>	<b>825</b>	<b>106,995</b>	<b>109,123</b>	<b>(2,128)</b>	<b>187,813</b>
5310-00 · Telephone							
5320-00 · Telephone	1,349	1,924	(575)	15,138	13,468	1,670	23,088
<b>Total 5310-00 · Telephone</b>	<b>1,349</b>	<b>1,924</b>	<b>(575)</b>	<b>15,138</b>	<b>13,468</b>	<b>1,670</b>	<b>23,088</b>
5420-00 · Mail - USPS	0	127	(127)	531	887	(356)	1,520
5510-00 · Insurance/Bonding	1,149	1,692	(543)	7,397	11,842	(4,445)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	1,979	287	1,693	3,589	2,007	1,583	3,440
5520-00 · Supplies - Other	3,165	7,598	(4,433)	9,513	53,185	(43,672)	91,174
<b>Total 5520-00 · Supplies</b>	<b>5,145</b>	<b>7,885</b>	<b>(2,740)</b>	<b>13,102</b>	<b>55,192</b>	<b>(42,089)</b>	<b>94,614</b>
5610-00 · Depreciation	83	0	83	388	0	388	0
5700-00 · Equipment Support & Maintenance	2,322	2,267	55	18,771	15,867	2,905	27,200
5710-00 · Taxes, Licenses & Fees	2,640	1,025	1,615	7,806	7,175	631	12,300
5740-00 · Equipment Rental/Leasing	365	969	(604)	3,022	6,784	(3,762)	11,630
5800-00 · Training Seminars	0	1,667	(1,667)	66	11,667	(11,601)	22,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	1,750	(740)	3,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	260	750	(490)	1,860	5,250	(3,390)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	0	13,750	(13,750)	31,200	63,250	(32,050)	134,000
<b>Total 5900-00 · Professional Fees</b>	<b>260</b>	<b>14,500</b>	<b>(14,240)</b>	<b>54,860</b>	<b>94,500</b>	<b>(39,640)</b>	<b>169,000</b>
5941-00 · Research & Planning	0	11,250	(11,250)	0	28,750	(28,750)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10	2,500	(2,490)	141	8,750	(8,609)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
<b>Total 6020-00 · Programs</b>	<b>10</b>	<b>2,500</b>	<b>(2,490)</b>	<b>141</b>	<b>8,750</b>	<b>(8,609)</b>	<b>80,000</b>
6420-00 · Events							
6420-01 · Sponsorships							

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

Accrual Basis

All Departments

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan ...	YTD Budget	\$ Over Budget	Annual Bud...
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	24,400	(24,400)	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6420-01 · Sponsorships - Other	0	0	0	0	0	0	240,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>24,400</b>	<b>(24,400)</b>	<b>0</b>	<b>24,400</b>	<b>(24,400)</b>	<b>529,000</b>
6421-00 · New Event Development	0	5,000	(5,000)	4,000	7,500	(3,500)	30,000
6424-00 · Event Operation Expenses	0	500	(500)	0	2,000	(2,000)	6,000
<b>Total 6420-00 · Events</b>	<b>0</b>	<b>29,900</b>	<b>(29,900)</b>	<b>4,000</b>	<b>33,900</b>	<b>(29,900)</b>	<b>565,000</b>
<b>6423-00 · Membership Activities</b>							
6434-00 · Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	0	938	(938)	3,000
6442-00 · Public Relations/Website	933	417	516	4,667	2,917	1,750	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	2,917	(2,002)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>933</b>	<b>1,171</b>	<b>(238)</b>	<b>5,877</b>	<b>7,271</b>	<b>(1,394)</b>	<b>42,000</b>
6730-00 · Marketing Cooperative/Media	185,043	303,111	(118,068)	546,253	664,321	(118,068)	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	245	23,000	(22,755)	2,277	117,000	(114,723)	232,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	59	1,000	(941)	13,409	5,000	8,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	20,000	(20,000)	40,000
6743-07 · Winter Regional Campaign	0	0	0	18,027	0	18,027	0
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>59</b>	<b>8,000</b>	<b>(7,941)</b>	<b>31,436</b>	<b>40,000</b>	<b>(8,564)</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	8,750	(8,355)	15,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	9	125	(116)	1,020	875	145	1,500
59900 · POS Inventory Adjustments	105	0	105	583	0	583	0
8100-01 · CGS - Other	98	0	98	98	0	98	0
8100-00 · Cost of Goods Sold - Other	1,558	1,565	(7)	31,762	22,797	8,965	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>1,769</b>	<b>1,690</b>	<b>80</b>	<b>33,463</b>	<b>23,672</b>	<b>9,791</b>	<b>39,500</b>
8200-00 · Associate Relations	0	135	(135)	2,014	924	1,090	1,600
8300-00 · Board Functions	0	500	(500)	2,244	4,500	(2,256)	7,000
8500-00 · Credit Card Fees	163	165	(1)	2,599	2,397	202	5,850
8600-00 · Additional Opportunit	985	10,000	(9,015)	72,303	70,000	2,303	120,000
8700-00 · Automobile Expenses	136	466	(330)	1,603	3,122	(1,519)	5,450
8750-00 · Meals/Meetings	69	763	(694)	330	5,088	(4,757)	8,900
8810-00 · Dues & Subscriptions	1,006	1,513	(507)	4,953	10,334	(5,381)	17,900
8910-00 · Travel	0	0	0	0	0	0	12,600
8920-00 · Bad Debt	37,107	0	37,107	37,479	0	37,479	0
<b>Total Expense</b>	<b>363,025</b>	<b>563,421</b>	<b>(200,396)</b>	<b>1,697,135</b>	<b>2,196,492</b>	<b>(499,357)</b>	<b>4,299,338</b>
<b>Net Ordinary Income</b>	<b>157,565</b>	<b>(982)</b>	<b>158,547</b>	<b>455,016</b>	<b>(3,528)</b>	<b>458,544</b>	<b>29,529</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	113	0	113	0
<b>Total Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>113</b>	<b>0</b>	<b>113</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 · Allocated	0	0	0	0	(0)	0	0
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>
<b>Net Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>113</b>	<b>0</b>	<b>113</b>	<b>(0)</b>
<b>Net Income</b>	<b>157,580</b>	<b>(982)</b>	<b>158,562</b>	<b>455,129</b>	<b>(3,528)</b>	<b>458,657</b>	<b>29,529</b>

# North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Jul '19 - Jan 20	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	2,001,346	2,306,693	(305,347)	(13)%
4200-00 · Membership Dues Revenue	80,586	78,445	2,141	3%
<b>4250-00 · Revenues-Membership Activities</b>				
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	0	3,325	(3,325)	(100)%
4251-00 · Tues AM Breakfast Club - Other	0	3,480	(3,480)	(100)%
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>6,805</b>	<b>(6,805)</b>	<b>(100)%</b>
4250-00 · Revenues-Membership Activities - Other	2,650	5,936	(3,286)	(55)%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>2,650</b>	<b>12,741</b>	<b>(10,091)</b>	<b>(79)%</b>
4253-00 · Revenue- Other	1,525	1,000	525	53%
4350-00 · Special Events (Marketing)	0	0	0	0%
<b>4600-00 · Commissions</b>				
4601-00 · Commissions - South Shore	0	10,138	(10,138)	(100)%
4600-00 · Commissions - Other	0	34,545	(34,545)	(100)%
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>44,684</b>	<b>(44,684)</b>	<b>(100)%</b>
<b>46000 · Merchandise Sales</b>				
4502-00 · Non-Retail VIC income	1,555	6,836	(5,281)	(77)%
4504-00 · Retail Revenue - Other	560	0	560	100%
46000 · Merchandise Sales - Other	59,736	67,575	(7,839)	(12)%
<b>Total 46000 · Merchandise Sales</b>	<b>61,851</b>	<b>74,411</b>	<b>(12,560)</b>	<b>(17)%</b>
4720-00 · Miscellaneous	4,193	0	4,193	100%
<b>Total Income</b>	<b>2,152,151</b>	<b>2,517,973</b>	<b>(365,822)</b>	<b>(15)%</b>
<b>Cost of Goods Sold</b>				
52900 · Purchases - Resale Items	0	0	0	0%
<b>Total COGS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Gross Profit</b>	<b>2,152,151</b>	<b>2,517,973</b>	<b>(365,822)</b>	<b>(15)%</b>
<b>Expense</b>				
<b>5000-00 · Salaries &amp; Wages</b>				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	15,302	(13,197)	(86)%
5020-00 · P/R - Tax Expense	43,476	43,938	(462)	(1)%
5030-00 · P/R - Health Insurance Expense	70,485	75,788	(5,303)	(7)%
5040-00 · P/R - Workmans Comp	6,246	5,829	416	7%
5060-00 · 401 (k)	12,609	20,304	(7,694)	(38)%
5070-00 · Other Benefits and Expenses	2,634	2,109	526	25%
5000-00 · Salaries & Wages - Other	583,127	484,742	98,385	20%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>720,683</b>	<b>648,012</b>	<b>72,671</b>	<b>11%</b>
<b>5100-00 · Rent</b>				
5110-00 · Utilities	6,083	6,113	(30)	(1)%
5140-00 · Repairs & Maintenance	3,227	4,423	(1,196)	(27)%
5150-00 · Office - Cleaning	4,075	5,000	(925)	(19)%
5100-00 · Rent - Other	93,610	91,427	2,183	2%
<b>Total 5100-00 · Rent</b>	<b>106,995</b>	<b>106,963</b>	<b>32</b>	<b>0%</b>
<b>5310-00 · Telephone</b>				
5320-00 · Telephone	15,138	13,305	1,832	14%
<b>Total 5310-00 · Telephone</b>	<b>15,138</b>	<b>13,305</b>	<b>1,832</b>	<b>14%</b>
5420-00 · Mail - USPS	531	1,017	(486)	(48)%
5510-00 · Insurance/Bonding	7,397	9,135	(1,738)	(19)%
<b>5520-00 · Supplies</b>				
5525-00 · Supplies- Computer	3,589	595	2,995	503%
5520-00 · Supplies - Other	9,513	10,844	(1,331)	(12)%
<b>Total 5520-00 · Supplies</b>	<b>13,102</b>	<b>11,439</b>	<b>1,664</b>	<b>15%</b>
5610-00 · Depreciation	388	826	(437)	(53)%
5700-00 · Equipment Support & Maintenance	18,771	11,720	7,052	60%
5710-00 · Taxes, Licenses & Fees	7,806	7,728	78	1%
5740-00 · Equipment Rental/Leasing	3,022	8,078	(5,055)	(63)%
5800-00 · Training Seminars	66	2,207	(2,141)	(97)%
5850-00 · Artist of Month - Commissions	1,010	9,287	(8,276)	(89)%

# North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Jul '19 - Jan 20	\$ Change	% Change
<b>5900-00 · Professional Fees</b>				
5910-00 · Professional Fees - Attorneys	1,860	3,660	(1,800)	(49)%
5920-00 · Professional Fees - Accountant	21,800	18,800	3,000	16%
5921-00 · Professional Fees - Other	31,200	69,098	(37,898)	(55)%
<b>Total 5900-00 · Professional Fees</b>	<b>54,860</b>	<b>91,558</b>	<b>(36,698)</b>	<b>(40)%</b>
<b>6020-00 · Programs</b>				
6016-00 · Special Event Partnership	141	2,500	(2,359)	(94)%
<b>Total 6020-00 · Programs</b>	<b>141</b>	<b>2,500</b>	<b>(2,359)</b>	<b>(94)%</b>
<b>6420-00 · Events</b>				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-06 · Spartan	0	254,019	(254,019)	(100)%
6421-10 · WinterWonderGrass - Tahoe	0	17,680	(17,680)	(100)%
6421-16 · Mountain Travel Symposium	0	5,525	(5,525)	(100)%
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>311,892</b>	<b>(311,892)</b>	<b>(100)%</b>
6421-00 · New Event Development	4,000	220	3,780	1,718%
6424-00 · Event Operation Expenses	0	1,617	(1,617)	(100)%
<b>Total 6420-00 · Events</b>	<b>4,000</b>	<b>313,729</b>	<b>(309,729)</b>	<b>(99)%</b>
<b>6423-00 · Membership Activities</b>				
6434-00 · Community Awards Dinner	295	6,140	(5,845)	(95)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	2,211	(2,211)	(100)%
6442-00 · Public Relations/Website	4,667	3,464	1,203	35%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,129	(214)	(19)%
<b>Total 6423-00 · Membership Activities</b>	<b>5,877</b>	<b>13,577</b>	<b>(7,699)</b>	<b>(57)%</b>
<b>6730-00 · Marketing Cooperative/Media</b>	<b>546,253</b>	<b>990,140</b>	<b>(443,887)</b>	<b>(45)%</b>
6740-00 · Media/Collateral/Production	0	384	(384)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	2,277	8,779	(6,502)	(74)%
<b>6743-00 · BACC Marketing Programs</b>				
6743-01 · Year Round Shopping Campaign	13,409	7,900	5,509	70%
6743-03 · Winter Lakeside Campaign	0	10,334	(10,334)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	0	0	0%
6743-07 · Winter Regional Campaign	18,027	0	18,027	100%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>31,436</b>	<b>18,234</b>	<b>13,202</b>	<b>72%</b>
<b>7500-00 · Trade Shows/Travel</b>	<b>395</b>	<b>593</b>	<b>(198)</b>	<b>(33)%</b>
<b>8100-00 · Cost of Goods Sold</b>				
51100 · Freight and Shipping Costs	1,020	754	267	35%
52500 · Purchase Discounts	0	(1)	1	100%
59900 · POS Inventory Adjustments	583	351	232	66%
8100-01 · CGS - Other	98	0	98	100%
8100-00 · Cost of Goods Sold - Other	31,762	34,884	(3,123)	(9)%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>33,463</b>	<b>35,988</b>	<b>(2,525)</b>	<b>(7)%</b>
8200-00 · Associate Relations	2,014	993	1,021	103%
8300-00 · Board Functions	2,244	17,058	(14,814)	(87)%
8500-00 · Credit Card Fees	2,599	4,062	(1,463)	(36)%
8600-00 · Additional Opportunitites	72,303	0	72,303	100%
8700-00 · Automobile Expenses	1,603	1,741	(138)	(8)%
8750-00 · Meals/Meetings	330	1,145	(815)	(71)%
8810-00 · Dues & Subscriptions	4,953	4,714	239	5%
8920-00 · Bad Debt	37,479	2,735	34,744	1,270%
<b>Total Expense</b>	<b>1,697,135</b>	<b>2,337,644</b>	<b>(640,509)</b>	<b>(27)%</b>
<b>Net Ordinary Income</b>	<b>455,016</b>	<b>180,329</b>	<b>274,687</b>	<b>152%</b>
<b>Other Income/Expense</b>				
Other Income				
4700-00 · Revenues- Interest & Investment	113	163	(50)	(31)%
<b>Total Other Income</b>	<b>113</b>	<b>163</b>	<b>(50)</b>	<b>(31)%</b>
<b>Other Expense</b>				
Balancing Adjustments	0	0	0	0%

**North Lake Tahoe Resort Association  
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Jul '19 - Jan 20	\$ Change	% Change
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	113	163	(50)	(31)%
<b>Net Income</b>	<b>455,129</b>	<b>180,492</b>	<b>274,637</b>	<b>152%</b>



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

### 11 - Marketing

Accrual Basis

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	412,270	454,670	(42,400)	1,395,364	1,458,014	(62,650)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
<b>Total Income</b>	412,270	454,670	(42,400)	1,396,889	1,458,014	(61,125)	2,983,682
<b>Gross Profit</b>	412,270	454,670	(42,400)	1,396,889	1,458,014	(61,125)	2,983,682
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,169	1,667	503	10,923	11,667	(743)	20,000
5030-00 · P/R - Health Insurance Expense	6,071	4,000	2,071	22,605	28,000	(5,395)	48,000
5040-00 · P/R - Workmans Comp	529	125	404	2,543	875	1,668	1,500
5060-00 · 401 (k)	622	833	(212)	5,875	5,833	41	10,000
5070-00 · Other Benefits and Expenses	33	142	(109)	642	992	(349)	1,700
5000-00 · Salaries & Wages - Other	17,515	22,299	(4,784)	159,592	156,095	3,496	267,592
<b>Total 5000-00 · Salaries &amp; Wages</b>	26,938	29,066	(2,128)	202,180	203,462	(1,282)	348,792
5100-00 · Rent							
5110-00 · Utilities	175	200	(25)	1,020	1,075	(55)	1,855
5140-00 · Repairs & Maintenance	74	75	(1)	186	525	(339)	900
5150-00 · Office - Cleaning	218	250	(33)	1,332	1,750	(418)	3,000
5100-00 · Rent - Other	2,124	2,400	(276)	15,167	15,776	(609)	27,777
<b>Total 5100-00 · Rent</b>	2,592	2,925	(334)	17,705	19,126	(1,421)	33,532
5310-00 · Telephone							
5320-00 · Telephone	344	549	(205)	3,547	3,843	(296)	6,588
<b>Total 5310-00 · Telephone</b>	344	549	(205)	3,547	3,843	(296)	6,588
5420-00 · Mail - USPS	0	0	0	54	0	54	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	1,979			3,382	0	3,382	0
5520-00 · Supplies - Other	139	1,716	(1,577)	532	12,013	(11,481)	20,594
<b>Total 5520-00 · Supplies</b>	2,118	1,716	402	3,914	12,013	(8,099)	20,594
5700-00 · Equipment Support & Maintenance	0	13	(13)	(3)	88	(90)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	79	88	(8)	150
5740-00 · Equipment Rental/Leasing	91	167	(75)	760	1,167	(407)	2,000
5800-00 · Training Seminars	0	750	(750)	0	5,250	(5,250)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	875	(875)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	7,875	(7,875)	13,500
<b>Total 5900-00 · Professional Fees</b>	0	1,250	(1,250)	0	8,750	(8,750)	15,000
5941-00 · Research & Planning	0	10,000	(10,000)	0	20,000	(20,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	10	2,500	(2,490)	141	8,750	(8,609)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	30,000
<b>Total 6020-00 · Programs</b>	10	2,500	(2,490)	141	8,750	(8,609)	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	24,400	(24,400)	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	0	0	0	0	0	31,500
6420-01 · Sponsorships - Other	0	0	0	0	0	0	240,800
<b>Total 6420-01 · Sponsorships</b>	0	24,400	(24,400)	0	24,400	(24,400)	529,000
6421-00 · New Event Development	0	5,000	(5,000)	4,000	7,500	(3,500)	30,000
6424-00 · Event Operation Expenses	0	500	(500)	0	2,000	(2,000)	6,000
<b>Total 6420-00 · Events</b>	0	29,900	(29,900)	4,000	33,900	(29,900)	565,000
6730-00 · Marketing Cooperative/Media	180,159	295,112	(114,953)	503,399	618,352	(114,953)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	45	22,000	(21,955)	877	110,000	(109,123)	220,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	59	1,000	(941)	13,409	5,000	8,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	5,000	(5,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	0	20,000	(20,000)	40,000
6743-07 · Winter Regional Campaign	0	0	0	18,027	0	18,027	0
<b>Total 6743-00 · BACC Marketing Programs</b>	59	8,000	(7,941)	31,436	40,000	(8,564)	80,000
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	0	23	(23)	156	136	20	250
8600-00 · Additional Opportunites	335	7,917	(7,581)	67,753	55,417	12,336	95,000
8700-00 · Automobile Expenses	5	136	(131)	272	818	(546)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	1,500	(1,484)	2,750
8810-00 · Dues & Subscriptions	152	259	(107)	368	1,555	(1,187)	2,850
8910-00 · Travel	0	0	0	0	0	0	11,100
<b>Total Expense</b>	212,849	412,545	(199,696)	837,049	1,144,214	(307,164)	2,459,256
<b>Net Ordinary Income</b>	199,421	42,125	157,296	559,840	313,801	246,039	524,426
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	113	0	113	0
<b>Total Other Income</b>	15	0	15	113	0	113	0
<b>Other Expense</b>							
8990-00 · Allocated	32,852	42,125	(9,273)	247,111	313,801	(66,689)	524,426
<b>Total Other Expense</b>	32,852	42,125	(9,273)	247,111	313,801	(66,689)	524,426
<b>Net Other Income</b>	(32,837)	(42,125)	9,288	(246,999)	(313,801)	66,802	(524,426)
<b>Net Income</b>	166,583	0	166,583	312,841	(0)	312,841	0

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

Accrual Basis

30 - Conference

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	33,384	33,384	0	226,099	226,099	0	384,054
<b>Total Income</b>	33,384	33,384	0	226,099	226,099	0	384,054
<b>Gross Profit</b>	33,384	33,384	0	226,099	226,099	0	384,054
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	2,289	1,157	1,132	8,470	8,100	369	13,886
5030-00 · P/R - Health Insurance Expense	2,320	2,042	279	15,570	14,292	1,279	24,500
5040-00 · P/R - Workmans Comp	481	167	314	1,578	1,167	412	2,000
5060-00 · 401 (k)	667	500	167	4,027	3,500	527	6,000
5070-00 · Other Benefits and Expenses	446	38	409	692	263	430	450
5000-00 · Salaries & Wages - Other	15,651	14,030	1,621	103,957	98,213	5,744	168,365
<b>Total 5000-00 · Salaries &amp; Wages</b>	21,854	17,933	3,920	136,400	125,534	10,866	215,201
5100-00 · Rent							
5110-00 · Utilities	125	75	50	678	525	153	900
5140-00 · Repairs & Maintenance	55	22	33	138	152	(14)	260
5150-00 · Office - Cleaning	161	142	19	906	992	(86)	1,700
5100-00 · Rent - Other	1,422	1,167	255	9,435	8,167	1,269	14,000
<b>Total 5100-00 · Rent</b>	1,763	1,405	358	11,156	9,835	1,321	16,860
5310-00 · Telephone							
5320-00 · Telephone	290	267	24	2,661	1,867	794	3,200
<b>Total 5310-00 · Telephone</b>	290	267	24	2,661	1,867	794	3,200
5420-00 · Mail - USPS	0	17	(17)	36	117	(80)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	0	315	(315)	540
5520-00 · Supplies - Other	46	113	(67)	323	788	(464)	1,350
<b>Total 5520-00 · Supplies</b>	46	158	(112)	323	1,103	(779)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	58	61	100
5740-00 · Equipment Rental/Leasing	40	83	(43)	350	583	(234)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	4,883	7,999	(3,116)	42,853	45,969	(3,116)	75,000
8750-00 · Meals/Meetings	0	29	(29)	0	204	(204)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	438	(438)	750
<b>Total Expense</b>	28,877	27,962	915	193,899	185,707	8,192	316,551
<b>Net Ordinary Income</b>	4,507	5,422	(915)	32,200	40,392	(8,192)	67,503
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	4,227	5,422	(1,195)	31,794	40,392	(8,597)	67,503
<b>Total Other Expense</b>	4,227	5,422	(1,195)	31,794	40,392	(8,597)	67,503
<b>Net Other Income</b>	(4,227)	(5,422)	1,195	(31,794)	(40,392)	8,597	(67,503)
<b>Net Income</b>	<b>280</b>	<b>(0)</b>	<b>280</b>	<b>405</b>	<b>(0)</b>	<b>405</b>	<b>0</b>

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

**42 - Visitor Center**

Accrual Basis

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	39,566	39,566	0	266,727	266,728	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	141	0	141	1,555	0	1,555	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	2,964	3,500	(536)	59,736	51,000	8,736	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>3,105</b>	<b>3,500</b>	<b>(395)</b>	<b>61,851</b>	<b>51,000</b>	<b>10,851</b>	<b>85,000</b>
<b>Total Income</b>	<b>42,672</b>	<b>43,066</b>	<b>(395)</b>	<b>328,578</b>	<b>317,728</b>	<b>10,850</b>	<b>542,711</b>
<b>Gross Profit</b>	<b>42,672</b>	<b>43,066</b>	<b>(395)</b>	<b>328,578</b>	<b>317,728</b>	<b>10,850</b>	<b>542,711</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,160	1,292	(132)	6,083	9,042	(2,959)	15,500
5030-00 · P/R - Health Insurance Expense	1,247	1,583	(337)	8,092	11,083	(2,992)	19,000
5040-00 · P/R - Workmans Comp	253	433	(180)	2,535	3,033	(499)	5,200
5060-00 · 401 (k)	306	417	(111)	2,563	2,917	(354)	5,000
5070-00 · Other Benefits and Expenses	17	82	(65)	514	573	(59)	982
5000-00 · Salaries & Wages - Other	8,110	15,568	(7,458)	67,304	108,977	(41,673)	186,818
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>11,093</b>	<b>19,375</b>	<b>(8,282)</b>	<b>87,090</b>	<b>135,625</b>	<b>(48,535)</b>	<b>232,500</b>
5100-00 · Rent							
5110-00 · Utilities	568	583	(15)	2,976	4,083	(1,107)	7,000
5140-00 · Repairs & Maintenance	248	458	(211)	619	3,208	(2,590)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	2,508	(2,508)	4,300
5100-00 · Rent - Other	6,398	6,721	(323)	45,251	47,046	(1,795)	80,650
<b>Total 5100-00 · Rent</b>	<b>7,214</b>	<b>8,121</b>	<b>(907)</b>	<b>48,846</b>	<b>56,846</b>	<b>(8,000)</b>	<b>97,450</b>
5310-00 · Telephone							
5320-00 · Telephone	200	238	(37)	2,044	1,663	381	2,850
<b>Total 5310-00 · Telephone</b>	<b>200</b>	<b>238</b>	<b>(37)</b>	<b>2,044</b>	<b>1,663</b>	<b>381</b>	<b>2,850</b>
5420-00 · Mail - USPS	0	17	(17)	36	117	(80)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	525	(525)	900
5520-00 · Supplies - Other	221	2,917	(2,695)	2,319	20,417	(18,098)	35,000
<b>Total 5520-00 · Supplies</b>	<b>221</b>	<b>2,992</b>	<b>(2,770)</b>	<b>2,319</b>	<b>20,942</b>	<b>(18,623)</b>	<b>35,900</b>
5610-00 · Depreciation	83	0	83	262	0	262	0
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	29	(29)	50
5710-00 · Taxes, Licenses & Fees	7	4	3	30	29	1	50
5740-00 · Equipment Rental/Leasing	73	129	(56)	600	904	(304)	1,550
5800-00 · Training Seminars	0	250	(250)	0	1,750	(1,750)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	1,750	(740)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,400	7,000	(5,600)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	9	125	(116)	1,020	875	145	1,500
59900 · POS Inventory Adjustments	105	0	105	583	0	583	0
8100-01 · CGS - Other	98	0	98	98	0	98	0
8100-00 · Cost of Goods Sold - Other	1,558	1,565	(7)	31,762	22,797	8,965	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>1,769</b>	<b>1,690</b>	<b>80</b>	<b>33,463</b>	<b>23,672</b>	<b>9,791</b>	<b>39,500</b>
8200-00 · Associate Relations	0	17	(17)	112	117	(5)	200
8500-00 · Credit Card Fees	125	165	(39)	2,337	2,397	(60)	4,000
8700-00 · Automobile Expenses	0	46	(46)	83	321	(238)	550
8750-00 · Meals/Meetings	58	33	25	58	233	(175)	400
8810-00 · Dues & Subscriptions	0	8	(8)	0	58	(58)	100
8910-00 · Travel	0	0	0	0	0	0	1,500
<b>Total Expense</b>	<b>21,044</b>	<b>36,004</b>	<b>(14,960)</b>	<b>179,691</b>	<b>265,119</b>	<b>(85,428)</b>	<b>454,800</b>
<b>Net Ordinary Income</b>	<b>21,628</b>	<b>7,062</b>	<b>14,566</b>	<b>148,888</b>	<b>52,609</b>	<b>96,278</b>	<b>87,911</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	6,077	7,062	(985)	45,711	52,609	(6,898)	87,921
<b>Total Other Expense</b>	<b>6,077</b>	<b>7,062</b>	<b>(985)</b>	<b>45,711</b>	<b>52,609</b>	<b>(6,898)</b>	<b>87,921</b>
<b>Net Other Income</b>	<b>(6,077)</b>	<b>(7,062)</b>	<b>985</b>	<b>(45,711)</b>	<b>(52,609)</b>	<b>6,898</b>	<b>(87,921)</b>
<b>Net Income</b>	<b>15,551</b>	<b>0</b>	<b>15,551</b>	<b>103,176</b>	<b>0</b>	<b>103,176</b>	<b>(10)</b>

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

Accrual Basis

51 - TMPI

	Jan 21	Budget	\$ Over Bu...	Jul '20 - Ja...	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	20,253	20,253	0	113,155	113,155	0	218,419
<b>Total Income</b>	20,253	20,253	0	113,155	113,155	0	218,419
<b>Gross Profit</b>	20,253	20,253	0	113,155	113,155	0	218,419
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	142	225	(83)	766	1,575	(809)	2,700
5030-00 · P/R - Health Insurance Expense	156	167	(11)	1,066	1,167	(101)	2,000
5040-00 · P/R - Workmans Comp	6	175	(169)	49	1,225	(1,176)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,167	(1,167)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	6	118	(112)	203
5000-00 · Salaries & Wages - Other	1,586	3,836	(2,250)	11,530	26,849	(15,318)	46,026
<b>Total 5000-00 · Salaries &amp; Wages</b>	1,891	4,586	(2,695)	13,417	32,100	(18,683)	55,029
5100-00 · Rent							
5110-00 · Utilities	6			30	0	30	0
5140-00 · Repairs & Maintenance	3			7	0	7	0
5150-00 · Office - Cleaning	8			45	0	45	0
5100-00 · Rent - Other	71	0	71	355	0	355	0
<b>Total 5100-00 · Rent</b>	88	0	88	438	0	438	0
5310-00 · Telephone							
5320-00 · Telephone	12	0	12	114	0	114	0
<b>Total 5310-00 · Telephone</b>	12	0	12	114	0	114	0
5420-00 · Mail - USPS	0			2	0	2	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	2,443	2,083	359	4,496	14,583	(10,088)	25,000
<b>Total 5520-00 · Supplies</b>	2,443	2,083	359	4,499	14,583	(10,085)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0			2	0	2	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	10,500	(10,500)	31,200	43,500	(12,300)	100,000
<b>Total 5900-00 · Professional Fees</b>	0	10,500	(10,500)	31,200	43,500	(12,300)	100,000
8700-00 · Automobile Expenses	11	0	11	53	0	53	0
8810-00 · Dues & Subscriptions	2	0	2	52	0	52	0
<b>Total Expense</b>	4,447	17,169	(12,722)	49,778	90,184	(40,406)	180,029
<b>Net Ordinary Income</b>	15,806	3,084	12,722	63,378	22,972	40,406	38,390
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	2,405	3,084	(679)	18,092	22,972	(4,880)	38,390
<b>Total Other Expense</b>	2,405	3,084	(679)	18,092	22,972	(4,880)	38,390
<b>Net Other Income</b>	(2,405)	(3,084)	679	(18,092)	(22,972)	4,880	(38,390)
<b>Net Income</b>	<b>13,401</b>	<b>(0)</b>	<b>13,401</b>	<b>45,286</b>	<b>(0)</b>	<b>45,286</b>	<b>0</b>

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

Accrual Basis

60 - Membership

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	12,012	10,417	1,595	80,586	72,917	7,670	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
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>
4250-02 · Chamber Events	0	0	0	0	1,500	(1,500)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	200	(200)	0	800	(800)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	450	(450)	0	1,250	(1,250)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>0</b>	<b>2,050</b>	<b>(2,050)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	0	0	0	2,650	0	2,650	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>2,650</b>	<b>5,050</b>	<b>(2,400)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	0	0	0	0	0	2,500
<b>Total Income</b>	<b>12,012</b>	<b>11,067</b>	<b>945</b>	<b>83,236</b>	<b>77,967</b>	<b>5,270</b>	<b>200,000</b>
<b>Gross Profit</b>	<b>12,012</b>	<b>11,067</b>	<b>945</b>	<b>83,236</b>	<b>77,967</b>	<b>5,270</b>	<b>200,000</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	960	458	501	1,742	3,208	(1,466)	5,500
5030-00 · P/R - Health Insurance Expense	371	667	(295)	1,185	4,667	(3,482)	8,000
5040-00 · P/R - Workmans Comp	15	33	(18)	66	233	(167)	400
5060-00 · 401 (k)	264	142	123	516	992	(476)	1,700
5070-00 · Other Benefits and Expenses	9	33	(24)	27	233	(207)	400
5000-00 · Salaries & Wages - Other	7,543	5,333	2,209	21,476	37,333	(15,858)	64,000
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>9,162</b>	<b>6,667</b>	<b>2,495</b>	<b>25,011</b>	<b>46,667</b>	<b>(21,655)</b>	<b>80,000</b>
5100-00 · Rent							
5110-00 · Utilities	47	33	14	237	233	4	400
5140-00 · Repairs & Maintenance	23	8	15	58	58	0	100
5150-00 · Office - Cleaning	68	58	10	277	408	(131)	700
5100-00 · Rent - Other	809	638	172	4,927	4,463	465	7,650
<b>Total 5100-00 · Rent</b>	<b>948</b>	<b>737</b>	<b>211</b>	<b>5,500</b>	<b>5,162</b>	<b>337</b>	<b>8,850</b>
5310-00 · Telephone							
5320-00 · Telephone	92	121	(29)	719	846	(127)	1,450
<b>Total 5310-00 · Telephone</b>	<b>92</b>	<b>121</b>	<b>(29)</b>	<b>719</b>	<b>846</b>	<b>(127)</b>	<b>1,450</b>
5420-00 · Mail - USPS	0	10	(10)	11	70	(59)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			2	0	2	0
5520-00 · Supplies - Other	18	167	(149)	136	1,167	(1,030)	2,000
<b>Total 5520-00 · Supplies</b>	<b>18</b>	<b>167</b>	<b>(149)</b>	<b>138</b>	<b>1,167</b>	<b>(1,029)</b>	<b>2,000</b>
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	55	173	(119)	431	1,213	(783)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	500	(500)	0	500	(500)	1,000
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>1,000</b>
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	500	(500)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	0	938	(938)	3,000
6442-00 · Public Relations/Website	933	417	516	4,667	2,917	1,750	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	2,917	(2,002)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>933</b>	<b>1,171</b>	<b>(238)</b>	<b>5,877</b>	<b>7,271</b>	<b>(1,394)</b>	<b>42,000</b>
8200-00 · Associate Relations	0	13	(13)	31	88	(56)	150
8500-00 · Credit Card Fees	38	0	38	262	0	262	1,850
8700-00 · Automobile Expenses	5	33	(28)	147	233	(86)	400
8750-00 · Meals/Meetings	0	33	(33)	7	233	(226)	400
8810-00 · Dues & Subscriptions	11	17	(6)	137	117	20	200
8920-00 · Bad Debt	37,107	0	37,107	37,392	0	37,392	0
<b>Total Expense</b>	<b>48,369</b>	<b>9,642</b>	<b>38,728</b>	<b>75,686</b>	<b>63,567</b>	<b>12,119</b>	<b>140,500</b>
<b>Net Ordinary Income</b>	<b>(36,357)</b>	<b>1,425</b>	<b>(37,782)</b>	<b>7,551</b>	<b>14,400</b>	<b>(6,850)</b>	<b>59,500</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	1,879	2,407	(528)	14,131	17,928	(3,797)	29,961
<b>Total Other Expense</b>	<b>1,879</b>	<b>2,407</b>	<b>(528)</b>	<b>14,131</b>	<b>17,928</b>	<b>(3,797)</b>	<b>29,961</b>

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

Accrual Basis

60 - Membership

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Net Other Income</b>	(1,879)	(2,407)	528	(14,131)	(17,928)	3,797	(29,961)
<b>Net Income</b>	<u>(38,236)</u>	<u>(982)</u>	<u>(37,254)</u>	<u>(6,580)</u>	<u>(3,528)</u>	<u>(3,053)</u>	<u>29,539</u>

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

**70 - Administration**

Accrual Basis

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4720-00 · Miscellaneous	0	0	0	4,193	0	4,193	0
<b>Total Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,193</b>	<b>0</b>	<b>4,193</b>	<b>0</b>
<b>Gross Profit</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4,193</b>	<b>0</b>	<b>4,193</b>	<b>0</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,604	2,250	1,354	15,492	15,750	(258)	27,000
5030-00 · P/R - Health Insurance Expense	132	3,292	(3,160)	21,968	23,042	(1,073)	39,500
5040-00 · P/R - Workmans Comp	72	194	(123)	(526)	1,380	(1,886)	2,332
5060-00 · 401 (k)	615	1,250	(635)	(371)	8,750	(9,121)	15,000
5070-00 · Other Benefits and Expenses	65	117	(52)	753	817	(64)	1,400
5000-00 · Salaries & Wages - Other	30,156	33,527	(3,371)	219,269	234,687	(15,418)	402,320
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>34,643</b>	<b>40,629</b>	<b>(5,987)</b>	<b>256,585</b>	<b>284,405</b>	<b>(27,821)</b>	<b>487,552</b>
5100-00 · Rent							
5110-00 · Utilities	210	125	85	1,142	875	267	1,500
5140-00 · Repairs & Maintenance	792	325	467	2,220	2,275	(55)	3,900
5150-00 · Office - Cleaning	270	250	20	1,515	1,750	(235)	3,000
5100-00 · Rent - Other	2,729	1,893	836	18,473	13,254	5,219	22,720
<b>Total 5100-00 · Rent</b>	<b>4,002</b>	<b>2,593</b>	<b>1,408</b>	<b>23,349</b>	<b>18,154</b>	<b>5,196</b>	<b>31,120</b>
5310-00 · Telephone							
5320-00 · Telephone	411	750	(339)	6,053	5,250	803	9,000
<b>Total 5310-00 · Telephone</b>	<b>411</b>	<b>750</b>	<b>(339)</b>	<b>6,053</b>	<b>5,250</b>	<b>803</b>	<b>9,000</b>
5420-00 · Mail - USPS	0	83	(83)	392	583	(192)	1,000
5510-00 · Insurance/Bonding	1,149	1,692	(543)	7,397	11,842	(4,445)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	167	(167)	202	1,167	(964)	2,000
5520-00 · Supplies - Other	299	603	(304)	1,707	4,218	(2,511)	7,230
<b>Total 5520-00 · Supplies</b>	<b>299</b>	<b>769</b>	<b>(471)</b>	<b>1,909</b>	<b>5,384</b>	<b>(3,475)</b>	<b>9,230</b>
5610-00 · Depreciation	0	0	0	126	0	126	0
5700-00 · Equipment Support & Maintenance	2,322	2,250	72	18,774	15,750	3,024	27,000
5710-00 · Taxes, Licenses & Fees	2,633	1,000	1,633	7,553	7,000	553	12,000
5740-00 · Equipment Rental/Leasing	106	417	(311)	880	2,917	(2,037)	5,000
5800-00 · Training Seminars	0	667	(667)	66	4,667	(4,601)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	260	625	(365)	1,860	4,375	(2,515)	7,500
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	11,375	(11,375)	19,500
<b>Total 5900-00 · Professional Fees</b>	<b>260</b>	<b>2,250</b>	<b>(1,990)</b>	<b>23,660</b>	<b>41,750</b>	<b>(18,090)</b>	<b>53,000</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	8,750	(8,750)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	8,750	(8,750)	15,000
8200-00 · Associate Relations	0	83	(83)	1,714	583	1,131	1,000
8300-00 · Board Functions	0	500	(500)	2,244	4,500	(2,256)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	4,550	14,583	(10,033)	25,000
8700-00 · Automobile Expenses	114	250	(136)	1,047	1,750	(703)	3,000
8750-00 · Meals/Meetings	10	417	(406)	249	2,917	(2,667)	5,000
8810-00 · Dues & Subscriptions	841	1,167	(325)	4,396	8,167	(3,771)	14,000
8920-00 · Bad Debt	0	0	0	87	0	87	0
<b>Total Expense</b>	<b>47,439</b>	<b>60,100</b>	<b>(12,661)</b>	<b>361,032</b>	<b>447,702</b>	<b>(86,669)</b>	<b>748,202</b>
<b>Net Ordinary Income</b>	<b>(47,439)</b>	<b>(60,100)</b>	<b>12,661</b>	<b>(356,839)</b>	<b>(447,702)</b>	<b>90,862</b>	<b>(748,202)</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	(47,439)	(60,100)	12,661	(356,839)	(447,701)	90,862	(748,202)
<b>Total Other Expense</b>	<b>(47,439)</b>	<b>(60,100)</b>	<b>12,661</b>	<b>(356,839)</b>	<b>(447,701)</b>	<b>90,862</b>	<b>(748,202)</b>
<b>Net Other Income</b>	<b>47,439</b>	<b>60,100</b>	<b>(12,661)</b>	<b>356,839</b>	<b>447,701</b>	<b>(90,862)</b>	<b>748,202</b>
<b>Net Income</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

January 31, 2021



# North Lake Tahoe Marketing Cooperative

## Balance Sheet

As of January 31, 2021

Accrual Basis

	<u>Jan 31, 21</u>	<u>Jan 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 20</u>
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	833,746	446,358	387,388	87%	491,681
<b>Total Checking/Savings</b>	<u>833,746</u>	<u>446,358</u>	<u>387,388</u>	<u>87%</u>	<u>491,681</u>
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	390	5,884	(5,494)	(93%)	1,335
<b>Total Accounts Receivable</b>	<u>390</u>	<u>5,884</u>	<u>(5,494)</u>	<u>(93%)</u>	<u>1,335</u>
<b>Other Current Assets</b>					
1200-99 · Accounts Receivable - Other	0	0	0	0%	25,720
1300 · Reimbursements Receivable	0	5,500	(5,500)	(100%)	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
<b>Total Other Current Assets</b>	<u>100</u>	<u>8,825</u>	<u>(8,725)</u>	<u>(99%)</u>	<u>37,525</u>
<b>Total Current Assets</b>	<u>834,236</u>	<u>461,067</u>	<u>373,169</u>	<u>81%</u>	<u>530,541</u>
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	40,467	58,821	(18,354)	(31%)	8,321
<b>Total Other Assets</b>	<u>40,467</u>	<u>58,821</u>	<u>(18,354)</u>	<u>(31%)</u>	<u>8,321</u>
<b>TOTAL ASSETS</b>	<u><u>874,703</u></u>	<u><u>519,888</u></u>	<u><u>354,815</u></u>	<u><u>68%</u></u>	<u><u>538,862</u></u>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	33,815	348,466	(314,651)	(90%)	51,879
<b>Total Accounts Payable</b>	<u>33,815</u>	<u>348,466</u>	<u>(314,651)</u>	<u>(90%)</u>	<u>51,879</u>
<b>Total Current Liabilities</b>	<u>33,815</u>	<u>348,466</u>	<u>(314,651)</u>	<u>(90%)</u>	<u>51,879</u>
<b>Total Liabilities</b>	<u>33,815</u>	<u>348,466</u>	<u>(314,651)</u>	<u>(90%)</u>	<u>51,879</u>
<b>Equity</b>					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	353,905	146,581	207,324	141%	462,141
<b>Total Equity</b>	<u>840,888</u>	<u>171,423</u>	<u>669,465</u>	<u>391%</u>	<u>486,983</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>874,703</u></u>	<u><u>519,888</u></u>	<u><u>354,815</u></u>	<u><u>68%</u></u>	<u><u>538,862</u></u>

# North Lake Tahoe Marketing Cooperative A/R Aging Summary

As of January 31, 2021

Augustine Ideas\*

TOTAL

<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
0.00	0.00	0.00	0.00	390.00	390.00
<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>390.00</u>	<u>390.00</u>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of January 31, 2021

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustineldeas	3,063.16	0.00	0.00	0.00	0.00	3,063.16
NLTRA	403.15	0.00	0.00	0.00	0.00	403.15
Richter7	21,248.54	0.00	0.00	0.00	0.00	21,248.54
The Abbi Agency, Inc	9,100.00	0.00	0.00	0.00	0.00	9,100.00
<b>TOTAL</b>	<b><u>33,814.85</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>33,814.85</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

January 2021

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	31,600	31,600	0	328,800	328,800	0	592,000
4001-00 · NLTRA Funding	185,043	303,111	(118,068)	546,253	664,321	(118,068)	1,000,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	6,000	6,000	0	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	244,321	(244,321)	410,697
4099-00 · Revenue - Other	44,000	0	44,000	45,200	0	45,200	0
<b>Total Income</b>	<u>262,643</u>	<u>371,614</u>	<u>(108,971)</u>	<u>926,253</u>	<u>1,243,442</u>	<u>(317,189)</u>	<u>2,010,697</u>
<b>Gross Profit</b>	262,643	371,614	(108,971)	926,253	1,243,442	(317,189)	2,010,697
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5001-00 · Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 · Native Display	833	5,531	(4,698)	3,333	26,593	(23,260)	42,501
5004-00 · Trip Advisor	0	10,362	(10,362)	5,903	51,886	(45,983)	85,000
5005-00 · Paid Social	0	10,000	(10,000)	18,896	90,632	(71,736)	112,660
5005-01 · Digital Display / Retargeting	0	12,000	(12,000)	40,052	51,400	(11,348)	85,800
5005-02 · Retargeting Video	0	1,125	(1,125)	0	6,125	(6,125)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	1,239			37,104			
5007-02 · Website Production	0			2,843			
5007-03 · Photo/Video Creative	1,350			4,102			
5007-00 · Creative Production - Other	128	10,210	(10,083)	1,020	58,642	(57,622)	105,364
<b>Total 5007-00 · Creative Production</b>	<u>2,716</u>	<u>10,210</u>	<u>(7,494)</u>	<u>45,068</u>	<u>58,642</u>	<u>(13,574)</u>	<u>105,364</u>
5010-00 · Account Strategy & Management	6,000	6,000	0	42,000	42,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,117	87	9,612	21,819	(12,207)	37,400
5013-00 · Outdoor	0	115,000	(115,000)	0	115,000	(115,000)	115,000
5015-00 · Video	0	17,250	(17,250)	0	70,700	(70,700)	112,350
5017-00 · Rich Media	0	8,750	(8,750)	0	26,250	(26,250)	35,000
5018-00 · Media Commission	1,200	24,772	(23,572)	29,823	65,543	(35,720)	96,631
5018-01 · Digital Ad Serving	0	250	(250)	333	1,750	(1,417)	3,000
5020-00 · Search Engine Marketing	0	8,000	(8,000)	34,744	43,000	(8,256)	65,700
5022-00 · Email	0	4,163	(4,163)	4,162	14,189	(10,027)	35,000
5024-00 · Fusion 7	2,000	2,000	0	14,000	14,000	0	24,000
5025-00 · Expedia	0	10,000	(10,000)	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	4,000	(4,000)	0	15,900	(15,900)	30,000
5029-00 · Television	0			5,331			
<b>Total 5000-00 · CONSUMER MARKETING</b>	<u>15,954</u>	<u>252,530</u>	<u>(236,576)</u>	<u>253,258</u>	<u>735,429</u>	<u>(482,171)</u>	<u>1,091,406</u>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	150	5,250	(5,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	0	0	0	120	4,000	(3,880)	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	0	4,000	(4,000)	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	3,500	(3,500)	6,500
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 · Ski-Tops	0	0	0	0	1,345	(1,345)	2,545
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	5,000	0	5,000	10,000	0	10,000	12,000
5143-00 · Mountain Travel Symposium	0	350	(350)	0	3,150	(3,150)	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	1,013	6,075	(5,063)	8,266	6,075	2,191	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 · Canada - Other	0	6,000	(6,000)	0	6,000	(6,000)	12,000
<b>Total 5154-00 · Canada</b>	<u>0</u>	<u>6,000</u>	<u>(6,000)</u>	<u>0</u>	<u>6,000</u>	<u>(6,000)</u>	<u>18,000</u>
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<u>6,013</u>	<u>15,425</u>	<u>(9,413)</u>	<u>19,703</u>	<u>39,515</u>	<u>(19,812)</u>	<u>112,000</u>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	10,500	10,500	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	7,500	11,500	(4,000)	18,500
5202-01 · Rich Content Development	0	0	0	20,000	0	20,000	0
5204-00 · Media Mission(s)	0	10,000	(10,000)	747	20,000	(19,253)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	3,500	3,500	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	2,100	2,100	0	3,600
5209-00 · Domestic Travel Media FAMS	0	2,000	(2,000)	5,866	13,000	(7,134)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	10,800	12,600	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	28,000	28,000	0	48,000
5212-00 · Social Giveaways & Contests	0	3,500	(3,500)	0	7,000	(7,000)	10,500
5213-00 · Facebook Live	0	0	0	0	150	(150)	150
5214-00 · Social Takeover	0	3,750	(3,750)	0	11,250	(11,250)	15,000
5216-00 · PR Content Development + Distri	0	700	(700)	7,403	4,900	2,503	8,400
5218-00 · Crisis Communication / Training	0	0	0	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	0	3,750	(3,750)	1,500	11,250	(9,750)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,800	8,162	(6,362)	14,000
5280-00 · PR Meals / Entertainment	0			29			
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<u>9,100</u>	<u>34,966</u>	<u>(25,866)</u>	<u>104,744</u>	<u>148,812</u>	<u>(44,068)</u>	<u>233,650</u>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

January 2021

	Jan 21	Budget	\$ Over Budget	Jul '20 - Jan 21	YTD Budget	\$ Over Budget	Annual Budget
<b>6000-00 · CONFERENCE SALES</b>							
6002-00 · Destination Print	0	0	0	2,500	10,000	(7,500)	20,000
6003-00 · Geo-Fence Targeting	0	0	0	0	1,500	(1,500)	3,000
6004-00 · Email	0	0	0	0	2,500	(2,500)	5,000
6005-00 · Paid Media	11,368	0	11,368	18,995	3,000	15,995	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	1,674	0	1,674	14,308	7,372	6,936	14,744
6014-00 · MCC Group Incentive Program	0	5,000	(5,000)	0	5,000	(5,000)	10,000
6015-00 · MCC National Memberships	0	0	0	399	2,919	(2,520)	3,773
6016-00 · MCC Search Engine Marketing	283	416	(133)	478	2,912	(2,434)	5,000
6018-00 · MCC Media Commission	1,398	0	1,398	4,038	3,262	776	6,526
6019-00 · Conference Direct Partnership	417	0	417	4,917	5,000	(83)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,083	7,000	(2,917)	7,000
6152-00 · Client Events / Opportunities	25	1,570	(1,545)	109	1,570	(1,461)	6,570
6153-00 · Chicago Sales Rep Support	83	0	83	1,206	1,000	206	1,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>15,831</b>	<b>6,986</b>	<b>8,845</b>	<b>61,710</b>	<b>63,713</b>	<b>(2,003)</b>	<b>104,291</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	0	0	393	2,500	(2,107)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,099	5,200	(4,101)	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	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	3,750	(3,750)	0	3,750	(3,750)	5,250
6151-00 · Destination CA	0	0	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	4,500	(4,500)	0	4,500	(4,500)	6,500
6156-00 · Connect California	0	0	0	0	0	0	5,250
6156-02 · Connect Chicago	0	0	0	0	3,750	(3,750)	5,750
6157-00 · HPN Partner Conference	0	0	0	1,175	0	1,175	0
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	0	0	0	2,000	(2,000)	2,000
6164-00 · Connect Mountain Incentive	0	3,750	(3,750)	0	3,750	(3,750)	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
6167-00 · Nor Cal DMO	0	0	0	420	0	420	0
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 · Prestige Meetings SF	0	0	0	0	2,500	(2,500)	2,500
6171-00 · Outdoor Retailer	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	0	0	0	3,750	(3,750)	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
<b>Total 6100-00 · TRADE SHOWS</b>	<b>0</b>	<b>13,000</b>	<b>(13,000)</b>	<b>8,662</b>	<b>51,140</b>	<b>(42,478)</b>	<b>83,090</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	0	2,500	(2,500)	0	17,500	(17,500)	30,000
5009-00 · Fulfillment / Mail	0	1,000	(1,000)	1,046	7,000	(5,954)	12,000
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	25,000	25,000	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	833	2,000	(1,167)	2,000
7002-00 · CRM Subscription	0	2,499	(2,499)	5,125	7,497	(2,372)	9,996
7003-00 · IVCBVB Entertainment Fund	303	0	303	398	4,000	(3,602)	8,000
7004-00 · Research	0	0	0	0	5,000	(5,000)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	667	8,338	(7,671)	11,775	25,014	(13,239)	33,352
7008-00 · Opportunistic Funds	75	0	75	131	23,243	(23,112)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,239	(1,239)	2,124
7010-00 · Photo Management & Storage	592	592	(0)	4,225	4,144	81	7,099
7020-00 · Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
8700-00 · Automobile Expense*	0	350	(350)	309	2,450	(2,141)	4,200
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>26,803</b>	<b>40,456</b>	<b>(13,653)</b>	<b>74,099</b>	<b>147,087</b>	<b>(72,988)</b>	<b>287,258</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	29,802	29,750	52	51,000
8003-00 · Website Hosting Maintenance	1,068	4,000	(2,932)	20,369	28,000	(7,631)	48,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>5,318</b>	<b>8,250</b>	<b>(2,932)</b>	<b>50,171</b>	<b>57,750</b>	<b>(7,579)</b>	<b>99,000</b>
<b>Total Expense</b>	<b>79,018</b>	<b>371,613</b>	<b>(292,595)</b>	<b>572,348</b>	<b>1,243,446</b>	<b>(671,098)</b>	<b>2,010,695</b>
<b>Net Income</b>	<b>183,624</b>	<b>1</b>	<b>183,623</b>	<b>353,905</b>	<b>(4)</b>	<b>353,909</b>	<b>2</b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Jul '19 - Jan 20	\$ Change	% Change
<b>Income</b>				
4000-00 - LTIVCBVB Funding	328,800.00	572,057.00	-243,257.00	-42.5%
4001-00 - NLTRA Funding	546,252.63	990,140.00	-443,887.37	-44.8%
4004-00 - IVCBVB Entertainment	6,000.00	4,000.00	2,000.00	50.0%
4099-00 - Revenue - Other	45,200.00	0.00	45,200.00	100.0%
<b>Total Income</b>	<b>926,252.63</b>	<b>1,566,197.00</b>	<b>-639,944.37</b>	<b>-40.9%</b>
<b>Gross Profit</b>	<b>926,252.63</b>	<b>1,566,197.00</b>	<b>-639,944.37</b>	<b>-40.9%</b>
<b>Expense</b>				
<b>5000-00 - CONSUMER MARKETING</b>				
5001-00 - Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 - Native Display	3,333.32	9,250.00	-5,916.68	-64.0%
5004-00 - Trip Advisor	5,902.93	49,807.12	-43,904.19	-88.2%
5005-00 - Paid Social	18,896.35	88,758.61	-69,862.26	-78.7%
5005-01 - Digital Display / Retargeting	40,052.28	126,416.43	-86,364.15	-68.3%
5005-02 - Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	37,103.87	0.00	37,103.87	100.0%
5007-02 - Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 - Photo/Video Creative	4,101.63	0.00	4,101.63	100.0%
5007-00 - Creative Production - Other	1,020.00	127,268.90	-126,248.90	-99.2%
<b>Total 5007-00 - Creative Production</b>	<b>45,068.00</b>	<b>127,268.90</b>	<b>-82,200.90</b>	<b>-64.6%</b>
5010-00 - Account Strategy & Management	42,000.00	49,000.00	-7,000.00	-14.3%
5010-01 - Digital Management & Reporting	0.00	14,000.00	-14,000.00	-100.0%
5010-02 - Website Strategy & Analysis	9,612.00	8,400.00	1,212.00	14.4%
5013-00 - Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 - Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 - Rich Media	0.00	34,187.65	-34,187.65	-100.0%
5018-00 - Media Commission	29,823.23	62,800.49	-32,977.26	-52.5%
5018-01 - Digital Ad Serving	332.89	1,232.35	-899.46	-73.0%
5020-00 - Search Engine Marketing	34,744.30	36,082.85	-1,338.55	-3.7%
5022-00 - Email	4,162.45	22,726.45	-18,564.00	-81.7%
5024-00 - Fusion 7	14,000.00	0.00	14,000.00	100.0%
5029-00 - Television	5,330.55	0.00	5,330.55	100.0%
<b>Total 5000-00 - CONSUMER MARKETING</b>	<b>253,258.30</b>	<b>766,881.15</b>	<b>-513,622.85</b>	<b>-67.0%</b>
<b>5110-00 - LEISURE SALES</b>				
5107-00 - Creative Production	150.00	2,565.00	-2,415.00	-94.2%
5112-00 - Training / Sales Calls	119.88	6,582.91	-6,463.03	-98.2%
5113-00 - Additional Opportunities	0.00	2,945.88	-2,945.88	-100.0%
5120-00 - Domestic - Trade Shows	0.00	2,383.83	-2,383.83	-100.0%
5131-00 - FAMS -Intl - Travel Trade	0.00	2,683.75	-2,683.75	-100.0%
5132-00 - FAMS -Intl - Media	0.00	35.08	-35.08	-100.0%
5134-00 - Intl Marketing - Additional Opp	0.00	4,526.92	-4,526.92	-100.0%
5136-00 - Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
5137-00 - Co-op Opportunities	10,000.00	2,926.41	7,073.59	241.7%
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	1,114.32	-1,114.32	-100.0%
5145-00 - TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 - UK / Black Diamond	0.00	17,500.00	-17,500.00	-100.0%
5147-00 - AUS / Gate 7	8,266.22	23,775.00	-15,508.78	-65.2%
5149-00 - Mexico Program	0.00	2,490.81	-2,490.81	-100.0%
5150-00 - China Program	0.00	154.17	-154.17	-100.0%
5154-00 - Canada				
5154-01 - Canada Sales Mission	0.00	6,409.18	-6,409.18	-100.0%
5154-00 - Canada - Other	0.00	16,859.94	-16,859.94	-100.0%
<b>Total 5154-00 - Canada</b>	<b>0.00</b>	<b>23,269.12</b>	<b>-23,269.12</b>	<b>-100.0%</b>
5155-00 - California Star Program	1,166.68	875.00	291.68	33.3%
5156-00 - German Trade Representation	0.00	9,256.57	-9,256.57	-100.0%
<b>Total 5110-00 - LEISURE SALES</b>	<b>19,702.78</b>	<b>110,466.45</b>	<b>-90,763.67</b>	<b>-82.2%</b>
<b>5200-00 - PUBLIC RELATIONS</b>				
5200-01 - Strategy, Reporting, Mgmt, Etc.	10,500.00	15,400.00	-4,900.00	-31.8%
5201-00 - National, Regional, & Local PR	0.00	35,000.00	-35,000.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	7,500.00	14,000.00	-6,500.00	-46.4%
5202-01 - Rich Content Development	20,000.00	4,975.00	15,025.00	302.0%
5204-00 - Media Mission(s)	746.96	8,143.65	-7,396.69	-90.8%
5206-00 - Digital Buy/ Social Media Boost	3,500.00	3,500.00	0.00	0.0%
5207-00 - Content Campaigns/Tools-My Emma	2,100.00	2,100.00	0.00	0.0%
5208-00 - International Travel Media FAMS	0.00	2,949.12	-2,949.12	-100.0%
5208-01 - Int'l FAM Hard Cost	0.00	1,580.96	-1,580.96	-100.0%
5208-02 - Int'l Media Retainer	0.00	2,100.00	-2,100.00	-100.0%
5209-00 - Domestic Travel Media FAMS	5,865.75	13,638.28	-7,772.53	-57.0%
5210-00 - Content Dev - Newsletters	10,800.00	12,600.00	-1,800.00	-14.3%
5211-00 - Social Media Strategy & Mgmt	28,000.00	28,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	0.00	5,053.62	-5,053.62	-100.0%
5213-00 - Facebook Live	0.00	2,500.00	-2,500.00	-100.0%
5214-00 - Social Takeover	0.00	7,951.75	-7,951.75	-100.0%
5216-00 - PR Content Development + Distri	7,403.06	0.00	7,403.06	100.0%
5218-00 - Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 - Photography & Video Asset Dev	1,500.00	0.00	1,500.00	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%
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>104,744.49</b>	<b>159,492.38</b>	<b>-54,747.89</b>	<b>-34.3%</b>
<b>6000-00 - CONFERENCE SALES</b>				
6002-00 - Destination Print	2,500.00	12,740.00	-10,240.00	-80.4%
6004-00 - Email	0.00	1,700.00	-1,700.00	-100.0%
6005-00 - Paid Media	18,995.32	4,791.24	14,204.08	296.5%
6006-00 - CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 - Creative Production	14,308.19	12,626.11	1,682.08	13.3%
6008-00 - Conference PR / Social Outreach	0.00	7,000.00	-7,000.00	-100.0%
6015-00 - MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 - MCC Search Engine Marketing	477.72	3,401.55	-2,923.83	-86.0%
6018-00 - MCC Media Commission	4,037.71	4,817.06	-779.35	-16.2%
6019-00 - Conference Direct Partnership	4,916.69	0.00	4,916.69	100.0%
6128-00 - HelmsBriscoe Strategic Partner	4,083.31	3,999.98	83.33	2.1%
6152-00 - Client Events / Opportunities	108.54	10,221.76	-10,113.22	-98.9%
6153-00 - Chicago Sales Rep Support	1,205.65	8,239.64	-7,033.99	-85.4%

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2020 through January 2021

	Jul '20 - Jan 21	Jul '19 - Jan 20	\$ Change	% Change
<b>Total 6000-00 · CONFERENCE SALES</b>	61,710.13	80,704.15	-18,994.02	-23.5%
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	392.56	1,890.24	-1,497.68	-79.2%
6116-00 · CalSAE Seasonal Spectacular	1,099.00	1,936.06	-837.06	-43.2%
6118-00 · ASAE Annual	0.00	6,036.38	-6,036.38	-100.0%
6120-01 · Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 · CalSAE Annual	0.00	6,022.07	-6,022.07	-100.0%
6143-00 · Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6156-04 · Connect Georgia	0.00	5,733.39	-5,733.39	-100.0%
6157-00 · HPN Partner Conference	1,175.00	4,299.45	-3,124.45	-72.7%
6160-00 · AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6161-00 · Connect Southwest	0.00	5,057.32	-5,057.32	-100.0%
6162-00 · Connect Tech & Medical	0.00	4,748.61	-4,748.61	-100.0%
6165-00 · Bay Area Client Appreciation	0.00	2,750.00	-2,750.00	-100.0%
6167-00 · Nor Cal DMO	420.00	489.00	-69.00	-14.1%
<b>Total 6100-00 · TRADE SHOWS</b>	8,661.56	45,680.43	-37,018.87	-81.0%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	0.00	24,871.60	-24,871.60	-100.0%
5009-00 · Fulfillment / Mail	1,045.87	8,271.94	-7,226.07	-87.4%
5021-00 · RASC-Reno Air Service Corp	25,000.00	50,000.00	-25,000.00	-50.0%
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 · HSVC - High Sierra Visitors	833.35	1,166.69	-333.34	-28.6%
7001-00 · Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 · CRM Subscription	5,124.98	5,833.32	-708.34	-12.1%
7003-00 · IVCBVB Entertainment Fund	398.08	2,100.01	-1,701.93	-81.0%
7004-00 · Research	0.00	26,530.02	-26,530.02	-100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 · Destimetrics / DMX	11,775.43	0.00	11,775.43	100.0%
7008-00 · Opportunistic Funds	131.19	35,566.40	-35,435.21	-99.6%
7010-00 · Photo Management & Storage	4,225.06	0.00	4,225.06	100.0%
7011-00 · TrendKite PR Software	0.00	2,142.85	-2,142.85	-100.0%
7020-00 · Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
8700-00 · Automobile Expense*	309.02	3,072.09	-2,763.07	-89.9%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	74,099.43	174,973.43	-100,874.00	-57.7%
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	29,801.94	29,750.00	51.94	0.2%
8003-00 · Website Hosting Maintenance	20,369.00	51,667.76	-31,298.76	-60.6%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	50,170.94	81,417.76	-31,246.82	-38.4%
<b>Total Expense</b>	572,347.63	1,419,615.75	-847,268.12	-59.7%
<b>Net Income</b>	353,905.00	146,581.25	207,323.75	141.4%

**KEY METRICS FOR January 31, 2021 FINANCIAL STATEMENTS**

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru Dec 2020)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
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	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346	
2020 - 2021	7,141,992	543,579	1,769		\$ 7,687,340	updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Jan 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	29109	27903	31506	17664	-43.93%
Phone	2051	1827	1944	1774	-8.74%
Email	242	250	284	290	2.11%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.04%
NLT - Event Traffic	3127	3295	2913	749	-74.29%
<b>Total</b>	<b>42,412.00</b>	<b>44,714.00</b>	<b>44,969.00</b>	<b>25,883.00</b>	<b>-42.44%</b>

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2017	2018	2019	2020	YOY % Change
First (Jan - Mar)	\$ 820,233	\$ 762,370	\$ 875,360	\$ 754,821	-13.77%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 378,672	-43.85%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ 884,576	
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
<b>Total</b>	<b>\$ 3,179,417</b>	<b>\$ 3,080,242</b>	<b>\$ 3,378,190</b>	<b>\$ 2,018,069</b>	

Unemployment Rates - EDD		Dec 2020
California (pop. 38,332,521)		9.0%
Placer County (367,309)		6.2%
Dollar Point (1,215)		4.3%
Kings Beach (3,893)		2.4%
Sunnyside/Tahoe City (1,557)		9.6%
Tahoe Vista (1,433)		1.3%

Destimetrics Reservations Activity					
	FYTD 2018/19	FYTD 2020/21	YOY % Change		
Occupancy	57.0%	30.9%	-45.7%		
ADR (Average Daily Rate)	\$ 364	\$ 381	4.7%		
RevPAR (Rev per Available Room)	\$ 207	\$ 118	-43.2%		
Occupancy 1 Mth Forecast	55.8%	42.6%	-23.7%		
ADR 1 Mth Forecast	\$ 399	\$ 472	18.3%		
RevPAR 1 Mth Forecast	\$ 223	\$ 201	-9.7%		
Occupancy (prior 6 months)	50.9%	34.9%	-31.5%		
ADR (prior 6 months)	\$ 339	\$ 391	15.3%		
RevPAR (prior 6 months)	\$ 173	\$ 136	-21.0%		
Occupancy (next 6 months)	24.6%	20.8%	-15.3%		
ADR (next 6 months)	\$ 370	\$ 467	26.1%		
RevPAR (next 6 months)	\$ 91	\$ 97	6.7%		

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

Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 1/31/2021						
	2019-20	2020-21	2019-20	2020-21	YOY % Change	
<b>FORWARD LOOKING</b>						
Total Revenue Booked	\$2,685,035	\$ 3,616,793	\$ 290,287	\$ 290,287	-91.97%	
Commission for this Revenue	\$ 36,962	\$ 51,400	\$ -	\$ -		
Number of Room Nights	12,075	17,367	1,361	1,361	-92.16%	
Number of Bookings	53	63	6	6	-90.48%	
Conference Revenue And Percentage by County:						
	19-20	20-21				
Placer	79%	100%	\$ 2,096,775	\$ 2,865,634	\$ 290,287	-89.87%
Washoe	16%	0%	\$ 381,642	\$ 580,963	\$ -	-100.00%
South Lake	5%	0%	\$ 206,618	\$ 170,196	\$ -	-100.00%
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$ 2,685,035</b>	<b>\$ 3,616,793</b>	<b>\$ 290,287</b>	<b>-91.97%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	\$ 0.00%	



# NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

## Employee Expense Report

Month\*Yr January 2021  
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
01.14.2021	A	CGS Direct Inc		TBID Mailings	\$2,140.30		5520-00/51
01.26.2021	B	Panera Bread		BOS Meeting in Auburn	\$10.37		8750-00/70
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
<b>MILEAGE REIMBURSEMENT</b>							
	Attach 1		Mileage	See Attached Mileage Report		\$108.64	8700-00-70
TOTAL - CREDIT CARD EXPENSES				Mileage Reimbursed Through Payroll			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$2,150.67	
						\$108.64	

Signed By: Jeff Hentz  
 Date: 2/10/2021

Approved By: \_\_\_\_\_  
 Date: \_\_\_\_\_

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE
		<u>BB</u>	<u>2/10/2021</u>







BANKCARD CENTER  
PO BOX 84043  
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	JAN 28, 2021
Total Activity	\$2,150.67

**\*\* 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	\$2,150.67		\$0.00		\$0.00		\$2,150.67

**ACCOUNT ACTIVITY**

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
01-15	01-14	85345331014900012606785	CSG DIRECT INC 775-8529777 NV Tran: 3971790 Tax ID: 880374083 Mer Ref: 3971790 Mer Zip: 89511 Origin Zip: 89511 Dest Zip: 96145 Dest Ctry: USA Tax: 107.02 Product Code: 3971790 Desc: CSG Direct Inc Qty: 1.0000 Unit: EAC Disc: N Ext Item Amt: 2140.30	2,140.30
01-27	01-26	55432861027200515889238	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 077925 Mer Zip: 95603	10.37

(A)  
(B)

For Customer Service, Call:  1-866-432-8161	Account Number XXXX-XXXX-0150-4616	Account Summary Purchases & Other Charges \$2,150.67 Cash Advances \$0.00
	Statement Date JAN 28, 2021	
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	Fees \$0.00
	Disputed Amount \$0.00	Credits \$0.00



**CSG DIRECT, INC.**  
 640 Maestro Dr. #100  
 Reno, NV 89511

DATE	INVOICE NO.
1/14/2021	3971790

ACCOUNTS PAYABLE  
 NORTH LAKE TAHOE RESORT ASSOC  
 PO BOX 5459  
 TAHOE CITY CA 96145

P.O. NO.	TERMS	CONTACT	PRODUCT/JOB NAME
	PRE-PAY	R. KAUTZ	JAN21 PLACER CO LTR
ITEM	QTY	DESCRIPTION	AMOUNT
DIGITAL PRI..	4,995	Digital Print- Nevada Mail	1,181.41T
MAIL SERVL..	4,995	DIRECT MAIL OR PRODUCTION SERVICES	861.25
		Subtotal	2,042.66
		Washoe County Sales Tax	97.64

Thank You for your business.  
 Overdue invoices are subject to late fees of 2% / mo.

**BALANCE DUE:** \$2,140.30

**775.852.9777 • 800.881.2150 • csgdirect.com**

## DeWitt Van Siclen

---

**From:** Jeffrey Hentz <jeff@gotahoenorth.com>  
**Sent:** Thursday, January 14, 2021 12:35 PM  
**To:** DeWitt Van Siclen; Bonnie Bavetta  
**Subject:** Fwd: CSG Direct Inc Transaction Receipt - Reference Number 361529369

Sent from my iPhone

Begin forwarded message:

**From:** "Tami.Jones@csgdirect.com" <Tami.Jones@csgdirect.com>  
**Date:** January 14, 2021 at 12:17:39 PM PST  
**To:** Jeffrey Hentz <jeff@gotahoenorth.com>  
**Subject:** fw: CSG Direct Inc Transaction Receipt - Reference Number 361529369  
**Reply-To:** tami.jones@csgdirect.com

Hi Jeff,

The CC receipt for the credit card charge is below.

No need to sign and return, just keep for your records.

Thank you!  
Tami



**Tami Jones**  
Director of Client Services  
**CSG Direct - Mail and Digital Printing**  
775.852.9777



EMAIL IS NOT GUARANTEED TO BE A PRIVATE CONVERSATION  
Use our secure website at [portal.csgdirect.com](http://portal.csgdirect.com) for uploading private documents.

CSG Direct Inc

640 Maestro Drive  
Suite 100  
Reno , NV 89511  
775-852-9777

1/14/2021 11:45:04 AM

Reference Number:	361529369
Total:	\$2,140.30
Transaction Type:	Sale
Transaction Status:	Pending Settlement
Card Brand:	MasterCard
Card Number:	xxxxxxxxxxxx4616
Entry Method:	Keyed
Approval Code:	031558
Approval Message:	EXACT MATCH
AVS Result:	Full Exact Match
CSC Result:	Match
Customer Name:	JEFFREY HENTZ NORTH LAKE TAHOE RESORT
Invoice:	3971790

X \_\_\_\_\_  
Please sign here to agree to payment.

Bos Mtg in Auburn -

**Jeffrey**

01/26/21

09:25 AM

\*\*\*Drive Thru\*\*\*

Cashier:

- [ ] 1 Cranberry Orange Muffin  
heat
- [ ] 1 Caramel Latte 16 oz  
No Milk  
+ Almond Milk  
No Whipped Cream
- [ ] 1 Blueberry Scone

Total 10.37

Order Checked By

-----

Bag \_\_\_\_\_ Of \_\_\_\_\_

Cafe Order Number 1328323

(B)