



north lake tahoe

Chamber | CVB | Resort Association

# FINANCE COMMITTEE AGENDA

April 27th, 2021 at 9:00 AM

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

DeWitt Van Siclén  
Accounting  
Manager

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:

- 03/30/2021 Meeting Minutes [MOTION] ..... Pg. 1

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

- Review Staff Report of Financial Performance .....Pg. 2
- NLTRA 03/31/21 Financials Review and Approval [MOTION].....Pg. 5
- NLTMC 03/31/2021 Financials Review .....Pg. 24

### G. Review and Approval of NLTRA Q3 Reconciliations

- Review of Q3 Reconciliations at March 31, 2021 (additional document)

### H. Discuss Preliminary Budget Plan for FY21.22

- Discuss preliminary budget plan for FY21.22

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

- COVID-19 Response Update
- TBID Update
- Membership Receivables Update
- Additional Finance Committee Members

### J. Supplemental Information

- March 2021 Dashboard Report .....Pg. 32

### K. Approval of CEO Expenses March 2021:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 33

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

### M. Next Meeting Date

### N. Committee Member Comments

### O. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:30 PM (2)
- B. Roll Call:
  - Members via Zoom: Jim Phelan – Board Member, David Brown
  - Staff in Attendance via Zoom: Jeff Hentz (4:08 PM), DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
  - **MOTION** to approve the agenda; David Brown/Jim Phelan, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
  - **MOTION** to approve February 23, 2021 Finance Committee meeting minutes; David Brown/Jim Phelan, Approved 2-0-0
- F. Review and Approval of Preliminary Financials
  - Review Staff Report – February 28, 2021 financial results
  - Review of NLTRA February 28, 2021 financials
  - **MOTION** to approve February 28, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
  - Review of NLTMC January 31, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
  - Covid-19 Response Update given by Hentz
  - TBID Update given by Phelan
  - Membership Receivables Update given by DeWitt
- H. Supplemental Information
  - Review of the February 2021 Dashboard report
- I. Approval of CEO Expenses for February 2021
  - **MOTION** to approve February 2021 CEO expenses NLTRA; David Brown/Jim Phelan; Approved 2-0-0
- J. Agenda Input for Next Finance Committee Meeting
  - Preliminary FY21.22 Budget
  - Discussion on Committee Members
  - NLTRA Q3 Balance Sheet Reconciliations
- K. Next Meeting Date
  - TBD
- L. Committee Member Comments
  - None
- M. Adjourn 4:17 PM



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Date: 3/22/21

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results at March 31, 2021

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

- Cash balance on March 31, 2021 of \$2,035,000 was \$1,154,000 greater than prior year due primarily to reduced Accounts Receivables by \$4,000, a decrease in prepaid expenses of \$11,000, 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 \$50,000, and an increase in equity of \$611,000 offset primarily by an increase in Fixed Assets of \$8,000, a decrease in Accounts Payable of \$7,000, a reduction in Marketing Cooperative Liabilities of \$9,000, and reduced Deferred Revenue – Marketing of \$37,000.
- Accounts Receivable (QB) balance of \$4,000 was down relative to last year by \$47,000, due to fewer outstanding commissions owed to the NLTRA, MTS sponsorship invoices, and a refund due on a deposit for the cancelled Community Awards Dinner event.
- The Accounts Receivable – TOT balance of \$292,000 reflected County TOT funding invoices for March. The balance at this date last year was \$230,000. Payment has been received.
- Membership dues receivable totaled \$91,000; an increase of \$19,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$54,000 was \$51,000 greater than prior year to cover potential uncollectible membership fees.
- Receivable from NLTMC was greater than prior year by \$12,000 due to conference registration paid for by credit card.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new company server.
- Prepaid Expenses decreased by \$11,000 over prior year due to a payment made the same month as services rendered.
- Accounts Payable of \$34,000 was \$7,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$169,000 were \$50,000 higher than prior year, a result of a combination of higher incentive accruals including some incentives not yet paid out at FYE 19.20, increased PTO liability of staff, and fewer commissions owed to NLTRA reps.
- Marketing Cooperative Liabilities of \$0 were lower than prior year by \$9,000 due refunds received on credit cards in the prior year for NLTMC expenses as well as a payment received by the NLTRA in prior year that was due to the NLTMC.

- 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 \$80,000 was down \$1,000 from last year.
- Deferred Revenue – Events balance of \$0 was \$2,000 lower due to Community Awards Dinner tickets purchased in advance in the prior year. The Community Awards Dinner event was cancelled, and refunds were made to the ticket purchasers.
- 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 \$758,000 at month end March reflected a \$588,000 increase from prior year positive results of \$170,000, and represented Membership’s net results YTD of \$5,000, and \$752,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$1,761,000 was lower than budget by \$288,000.
  - Expenses before overhead allocation totaled \$887,000 and were \$764,000 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 \$877,000 were better than budget by \$479,000.
- Operating Results YTD – Conference
  - TOT revenue of \$290,000 was on budget.
  - Expenses of \$240,000 before allocated overhead were over budget by \$2,000.
  - Net results of \$49,000 before overhead allocation were negative to budget by \$2,000.
- Operating Results YTD – Visitor Center
  - Retail sales of \$71,000 were positive to budget by \$11,000. TOT revenue of \$345,000 was on budget.
  - Expenses before overhead allocation of \$224,000 were good to budget by \$114,000 primarily due to reduced staffing and other operating costs related to the pandemic.
  - Net income of \$192,000 before overhead allocation was \$125,000 positive to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$153,000 was on budget.
  - Expenditures of \$79,000 before overhead were \$45,000 good to budget due to timing.
  - Net results of \$74,000 before overhead allocation were positive to budget \$45,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$104,000 was \$10,000 over budget, total other revenues of \$6,000 were \$4,000 below budget.
  - Expenses before overhead allocation of \$87,000 were \$4,000 over budget due to increasing the allowance for doubtful accounts offset primarily by reduced staffing.
  - Net income of \$23,000 before overhead allocations was over budget by \$2,000.
  - Net results of \$5,000 after overhead allocations was favorable to budget \$6,000.
- Operating Results YTD – Administration
  - Total expenses of \$468,000 were \$100,000 below budget due primarily to staffing and timing.
- Membership cash position as of March 31, 2021
  - Membership activities resulted in a net gain of \$5,299.

- Deferred revenues of \$80,233 less receivables of \$92,670, plus the allowance for uncollectible receivables of \$53,561 resulted in the saving of cash in the amount of \$41,124.
- Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
- Accrued Payroll expense provided cash of \$2,024.
- Prior years' cumulative negative net results totaled \$10,145.
- Net cash year-to-date was positive \$39,592.

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

- Cash balance at month end of \$685,000 was \$453,000 greater than prior year primarily due to a decrease in Receivables of \$10,000, an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) and an increase in Net Income of \$29,000 offset by an increase in prepaid expenses of \$29,000 and a reduction in Accounts Payable of \$23,000.
- Accounts Receivable was \$4,000 lower due to fewer partner-sponsored events.
- Reimbursements Receivable was \$6,000 lower than prior year.
- Accounts Payable of \$63,000 were \$23,000 less than prior year due to lower expenditures including agency work that had been placed on hold.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Income of \$207,000 was \$29,000 greater than prior year.
  
- Year-to-date revenue from NLTRA and IVCBVB of \$881,000 was below budget \$384,000. NLTRA and IVCBVB has halted contributions to NLTMC for the remainder of the fiscal year due to reduced forecasted expenditures. Budgeted use of prior year reserves (\$314,000) had not been utilized to fund YTD operations.
- Revenue - Other of \$45,000 is primarily due to an unbudgeted receipt from a Travel Nevada grant.
- Consumer Marketing expenditures of \$295,000 were \$636,000 below budget due to reduced expenditures due to the pandemic.
- Leisure Sales expenditures of \$20,000 were \$48,000 below budget due to reduced expenditures due to the pandemic.
- Public Relations expenses of \$134,000 were \$45,000 below budget due to reduced expenditures due to the pandemic.
- Conference Sales expenditures of \$77,000 were \$4,000 below budget.
- Trade Show expenditures of \$11,000 were \$53,000 below budget due to reduced expenditures due to the pandemic.
- Committed & Administrative expenditures of \$113,000 were \$69,000 below budget due to reduced expenditures due to the pandemic.
- Website & Maintenance expenses of \$68,000 were below budget \$6,000 due to timing.
- Total Expenses of \$719,000 were \$860,000 below budget.
- Net income of \$207,000 was better than budget by \$207,000.
- The 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

March 31, 2021

**North Lake Tahoe Resort Association**  
**Balance Sheet**  
As of March 31, 2021

Accrual Basis

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1001-00 · Petty Cash	158	158	0	0%
1003-00 · Cash - Operations BOTW #6712	1,796,102	598,954	1,197,148	200%
1007-00 · Cash - Payroll BOTW #7421	6,259	2,949	3,311	112%
1008-00 · Marketing Reserve - Plumas	50,347	50,300	47	0%
1009-00 · Cash Flow Reserve - Plumas	100,945	100,801	144	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	51,333	98,395	(47,062)	(48)%
10950 · Cash in Drawer	139	139	(0)	0%
<b>Total Checking/Savings</b>	<b>2,034,865</b>	<b>881,278</b>	<b>1,153,587</b>	<b>131%</b>
<b>Accounts Receivable</b>				
1200-00 · Quickbooks Accounts Receivable	3,500	50,212	(46,712)	(93)%
1290-00 · A/R - TOT	292,229	230,261	61,969	27%
<b>Total Accounts Receivable</b>	<b>295,729</b>	<b>280,472</b>	<b>15,257</b>	<b>5%</b>
<b>Other Current Assets</b>				
1200-99 · AR Other	2,085	726	1,359	187%
<b>1201-00 · Member Accounts Receivable</b>				
1201-01 · Member AR - Member Dues	91,465	72,450	19,015	26%
1201-03 · Member AR - Other	1,205	2,100	(895)	(43)%
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>92,670</b>	<b>74,550</b>	<b>18,120</b>	<b>24%</b>
1201-02 · Allowance for Doubtful Accounts	(53,561)	(2,775)	(50,786)	(1,830)%
<b>12100 · Inventory Asset</b>				
25300 · Gift Cards Outstanding	18	18	0	0%
12100 · Inventory Asset - Other	20,946	22,880	(1,934)	(9)%
<b>Total 12100 · Inventory Asset</b>	<b>20,963</b>	<b>22,897</b>	<b>(1,934)</b>	<b>(9)%</b>
1299 · Receivable from NLTC	11,636	0	11,636	100%
1490-00 · Security Deposits	1,150	1,150	0	0%
<b>Total Other Current Assets</b>	<b>74,944</b>	<b>96,549</b>	<b>(21,604)</b>	<b>(22)%</b>
<b>Total Current Assets</b>	<b>2,405,539</b>	<b>1,258,299</b>	<b>1,147,240</b>	<b>91%</b>
<b>Fixed Assets</b>				
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%
1740-00 · Computer Equipment	11,013	4,270	6,743	158%
1741-00 · Accum. Depr. - Computer Equip	(2,764)	(4,269)	1,505	35%
1750-00 · Computer Software	20,493	20,493	0	0%
1751-00 · Accum. Amort. - Software	(20,493)	(20,147)	(346)	(2)%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
<b>Total Fixed Assets</b>	<b>8,249</b>	<b>346</b>	<b>7,903</b>	<b>2,285%</b>
<b>Other Assets</b>				
<b>1400-00 · Prepaid Expenses</b>				
1410-00 · Prepaid Insurance	269	11,946	(11,677)	(98)%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	3,849	2,992	857	29%
<b>Total 1400-00 · Prepaid Expenses</b>	<b>4,217</b>	<b>15,037</b>	<b>(10,820)</b>	<b>(72)%</b>
<b>Total Other Assets</b>	<b>4,217</b>	<b>15,037</b>	<b>(10,820)</b>	<b>(72)%</b>
<b>TOTAL ASSETS</b>	<b>2,418,005</b>	<b>1,273,682</b>	<b>1,144,323</b>	<b>90%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				

# North Lake Tahoe Resort Association

## Balance Sheet

As of March 31, 2021

Accrual Basis

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
2000-00 · Accounts Payable	34,387	41,558	(7,172)	(17)%
<b>Total Accounts Payable</b>	<b>34,387</b>	<b>41,558</b>	<b>(7,172)</b>	<b>(17)%</b>
<b>Other Current Liabilities</b>				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	16,640	15,983	657	4%
2101-00 · Incentive Payable	85,087	49,860	35,228	71%
2102-00 · Commissions Payable	30	7,286	(7,257)	(100)%
2120-00 · Empl. Federal Tax Payable	7,651	7,204	447	6%
2175-00 · 401 (k) Plan	4,422	2,299	2,123	92%
2180-00 · Estimated PTO Liability	54,845	36,333	18,512	51%
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<b>168,674</b>	<b>118,965</b>	<b>49,709</b>	<b>42%</b>
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	0	10	(10)	(100)%
25500 · *Sales Tax Payable	862	1,035	(173)	(17)%
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<b>862</b>	<b>1,045</b>	<b>(183)</b>	<b>(18)%</b>
2300-00 · Marketing Cooperative Liabili	0	8,910	(8,910)	(100)%
2400-11 · Deferred Revenue - Marketing	0	37,000	(37,000)	(100)%
2400-60 · Deferred Revenue- Member Dues	80,233	81,245	(1,012)	(1)%
2500-00 · Deferred Revenue - TMBC	1,290	1,290	(0)	0%
2650-00 · Deferred Rev - Events	0	2,255	(2,255)	(100)%
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%
<b>Total Other Current Liabilities</b>	<b>1,161,303</b>	<b>620,886</b>	<b>540,417</b>	<b>87%</b>
<b>Total Current Liabilities</b>	<b>1,195,690</b>	<b>662,445</b>	<b>533,245</b>	<b>81%</b>
<b>Total Liabilities</b>	<b>1,195,690</b>	<b>662,445</b>	<b>533,245</b>	<b>81%</b>
<b>Equity</b>				
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	757,604	169,776	587,828	346%
<b>Total Equity</b>	<b>1,222,315</b>	<b>611,237</b>	<b>611,078</b>	<b>100%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>2,418,005</b>	<b>1,273,682</b>	<b>1,144,323</b>	<b>90%</b>



**North Lake Tahoe Resort Association**

**A/R Aging Summary**

As of March 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
County of Placer	288,229.12	4,000.00	0.00	0.00	0.00	292,229.12
Homewood Mountain Resort	0.00	0.00	0.00	0.00	2,500.00	2,500.00
Incline Community Business Association	0.00	1,000.00	0.00	0.00	0.00	1,000.00
<b>TOTAL</b>	<b><u>288,229.12</u></b>	<b><u>5,000.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>2,500.00</u></b>	<b><u>295,729.12</u></b>



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# Aging by Revenue Item

As of 3/31/2021

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		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,915.00	\$1,915.00
11-20	Employees Membership Dues		\$1,035.00	\$690.00	\$0.00	\$0.00	\$0.00	\$2,720.00	\$4,445.00
1-5	Employees Membership Dues		\$1,770.00	\$5,300.00	\$285.00	\$590.00	\$875.00	\$17,950.00	\$26,770.00
21-50	Employees Membership Dues		\$0.00	\$3,240.00	\$1,080.00	\$1,080.00	\$0.00	\$6,400.00	\$11,800.00
50-100	Employees Membership Dues		\$750.00	\$750.00	\$750.00	\$0.00	\$0.00	\$725.00	\$2,975.00
6-10	Employees Membership Dues		\$0.00	\$8,765.00	\$0.00	\$650.00	\$0.00	\$9,700.00	\$19,115.00
	Associate Member Membership Dues		\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00	\$100.00
	Financial Institutions Membership		\$700.00	\$1,400.00	\$0.00	\$295.00	\$0.00	\$2,395.00	\$4,790.00
	Non-Profit Membership Dues Totals:		\$680.00	\$1,870.00	\$0.00	\$170.00	\$0.00	\$3,720.00	\$6,440.00
	PUD Membership Dues Totals:		\$0.00	\$830.00	\$0.00	\$0.00	\$0.00	\$415.00	\$1,245.00
	Ski Resorts Membership Dues Totals:		\$0.00	\$10,785.00	\$0.00	\$0.00	\$0.00	\$1,085.00	\$11,870.00
1201-01	Member AR Membership Dues		\$4,985.00	\$33,630.00	\$2,115.00	\$2,785.00	\$875.00	\$47,075.00	\$91,465.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)</b>									
	Eblast Totals:		\$150.00	\$150.00	\$0.00	\$0.00	\$0.00	\$175.00	\$475.00
	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 -		\$150.00	\$150.00	\$0.00	\$0.00	\$0.00	\$905.00	\$1,205.00
	<b>GRAND TOTALS</b>		\$5,135.00	\$33,780.00	\$2,115.00	\$2,785.00	\$875.00	\$47,980.00	\$92,670.00

**North Lake Tahoe Resort Association**  
**A/P Aging Summary**  
As of March 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
ADP	580.66	0.00	0.00	0.00	0.00	580.66
Anne-Karin Atwood*	91.08	0.00	0.00	0.00	0.00	91.08
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	1,301.92	0.00	0.00	0.00	0.00	1,301.92
Bank of the West Bank Card Center	16,265.06	0.00	0.00	0.00	0.00	16,265.06
Cintas Corporation #623	154.21	0.00	0.00	0.00	0.00	154.21
Civitas	0.00	6,240.00	0.00	0.00	0.00	6,240.00
FP Mailing Solutions	118.89	0.00	0.00	0.00	0.00	118.89
Geo-Tourism Specialties	121.20	0.00	0.00	0.00	0.00	121.20
InBloom Marketing	400.00	0.00	0.00	0.00	0.00	400.00
Jeffrey Hentz	123.76	0.00	0.00	0.00	0.00	123.76
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Kym Fabel	442.78	0.00	0.00	0.00	0.00	442.78
Leon Demond	250.00	0.00	0.00	0.00	0.00	250.00
Liberty Utilities*	0.00	416.34	0.00	0.00	0.00	416.34
Logically	1,232.31	0.00	0.00	0.00	0.00	1,232.31
Office Boss	100.79	0.00	0.00	0.00	0.00	100.79
Ray Morgan Company, LLC	0.00	302.19	0.00	0.00	0.00	302.19
Sarah Winters	140.50	0.00	0.00	0.00	0.00	140.50
SDBX Studio, LLC.	125.00	0.00	0.00	0.00	0.00	125.00
SF Notes   Haus Maus	336.00	0.00	0.00	0.00	0.00	336.00
Southwest Gas Corporation*	242.26	0.00	0.00	0.00	0.00	242.26
Stephen's Farmhouse	0.00	101.64	0.00	0.00	0.00	101.64
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
The Corragio Group, Inc.	3,659.50	0.00	0.00	0.00	0.00	3,659.50
Van Siclen, DeWitt	83.04	0.00	0.00	0.00	0.00	83.04
Vintage Ops	0.00	96.00	0.00	0.00	0.00	96.00
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Wolfdale's Cuisine Unique*	66.00	0.00	0.00	0.00	0.00	66.00
YIG Administration	99.76	0.00	0.00	0.00	0.00	99.76
<b>TOTAL</b>	<b><u>27,230.56</u></b>	<b><u>7,156.17</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>34,386.73</u></b>

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

Accrual Basis

All Departments

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	288,229	359,229	(71,000)	2,549,282	2,837,333	(288,051)	4,043,867
4200-00 · Membership Dues Revenue	11,591	10,417	1,175	104,184	93,750	10,434	125,000
<b>4250-00 · Revenues-Membership Activities</b>							
<b>4250-01 · Community Awards</b>							
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	1,500	(1,500)	0	4,500	(4,500)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
<b>4251-00 · Tues AM Breakfast Club</b>							
4251-01 · Tues AM Breakfast Club Sponsors	500	200	300	500	1,200	(700)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	2,350	(2,350)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>500</b>	<b>750</b>	<b>(250)</b>	<b>500</b>	<b>3,550</b>	<b>(3,050)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	2,320	0	2,320	5,490	0	5,490	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>2,820</b>	<b>2,250</b>	<b>570</b>	<b>5,990</b>	<b>9,550</b>	<b>(3,560)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	500	(500)	1,525	1,000	525	2,500
<b>46000 · Merchandise Sales</b>							
4502-00 · Non-Retail VIC income	170	0	170	1,983	0	1,983	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	4,908	5,000	(92)	68,097	59,500	8,597	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>5,078</b>	<b>5,000</b>	<b>78</b>	<b>70,640</b>	<b>59,500</b>	<b>11,140</b>	<b>85,000</b>
4720-00 · Miscellaneous	2,279	0	2,279	10,278	0	10,278	0
<b>Total Income</b>	<b>309,998</b>	<b>377,396</b>	<b>(67,398)</b>	<b>2,741,899</b>	<b>3,001,133</b>	<b>(259,234)</b>	<b>4,328,867</b>
<b>Gross Profit</b>	<b>309,998</b>	<b>377,396</b>	<b>(67,398)</b>	<b>2,741,899</b>	<b>3,001,133</b>	<b>(259,234)</b>	<b>4,328,867</b>
<b>Expense</b>							
<b>5000-00 · Salaries &amp; Wages</b>							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	6,144	7,049	(905)	54,832	63,440	(8,607)	84,586
5030-00 · P/R - Health Insurance Expense	9,207	11,750	(2,543)	90,866	105,750	(14,884)	141,000
5040-00 · P/R - Workmans Comp	973	1,128	(155)	8,494	10,149	(1,655)	13,532
5060-00 · 401 (k)	1,739	3,308	(1,569)	16,614	29,775	(13,161)	39,700
5070-00 · Other Benefits and Expenses	562	428	134	3,366	3,851	(485)	5,135
5000-00 · Salaries & Wages - Other	93,403	94,593	(1,191)	753,392	851,341	(97,949)	1,135,121
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>112,028</b>	<b>118,256</b>	<b>(6,228)</b>	<b>929,669</b>	<b>1,064,306</b>	<b>(134,636)</b>	<b>1,419,074</b>
<b>5100-00 · Rent</b>							
5110-00 · Utilities	902	957	(54)	7,938	8,765	(827)	11,655
5140-00 · Repairs & Maintenance	1,282	888	393	5,877	7,995	(2,118)	10,660
5150-00 · Office - Cleaning	600	1,058	(458)	5,275	9,525	(4,250)	12,700
5100-00 · Rent - Other	13,365	12,819	546	120,119	114,342	5,777	152,798
<b>Total 5100-00 · Rent</b>	<b>16,149</b>	<b>15,722</b>	<b>427</b>	<b>139,210</b>	<b>140,627</b>	<b>(1,417)</b>	<b>187,813</b>
<b>5310-00 · Telephone</b>							
5320-00 · Telephone	3,810	1,924	1,886	21,672	17,316	4,357	23,088
<b>Total 5310-00 · Telephone</b>	<b>3,810</b>	<b>1,924</b>	<b>1,886</b>	<b>21,672</b>	<b>17,316</b>	<b>4,357</b>	<b>23,088</b>
<b>5420-00 · Mail - USPS</b>							
5510-00 · Insurance/Bonding	269	1,692	(1,423)	8,815	15,225	(6,411)	20,300
<b>5520-00 · Supplies</b>							
5525-00 · Supplies- Computer	1,377	287	1,090	7,221	2,580	4,641	3,440
5520-00 · Supplies - Other	4,611	7,598	(2,987)	18,525	68,381	(49,856)	91,174
<b>Total 5520-00 · Supplies</b>	<b>5,987</b>	<b>7,885</b>	<b>(1,897)</b>	<b>25,745</b>	<b>70,961</b>	<b>(45,215)</b>	<b>94,614</b>
5610-00 · Depreciation	153	0	153	917	0	917	0
5700-00 · Equipment Support & Maintenance	2,553	2,267	287	19,479	20,400	(921)	27,200
5710-00 · Taxes, Licenses & Fees	1,380	1,025	355	10,929	9,225	1,704	12,300
5740-00 · Equipment Rental/Leasing	484	969	(485)	3,872	8,723	(4,850)	11,630
5800-00 · Training Seminars	0	2,667	(2,667)	376	16,000	(15,624)	22,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	2,250	(1,240)	3,000
<b>5900-00 · Professional Fees</b>							
5910-00 · Professional Fees - Attorneys	0	750	(750)	2,380	6,750	(4,370)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	9,900	13,250	(3,351)	48,320	89,750	(41,431)	134,000
<b>Total 5900-00 · Professional Fees</b>	<b>9,900</b>	<b>14,000</b>	<b>(4,101)</b>	<b>72,500</b>	<b>122,500</b>	<b>(50,001)</b>	<b>169,000</b>
5941-00 · Research & Planning	0	6,250	(6,250)	0	36,250	(36,250)	55,000
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	(625)	10,000	(10,625)	(474)	23,750	(24,224)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
<b>Total 6020-00 · Programs</b>	<b>(625)</b>	<b>10,000</b>	<b>(10,625)</b>	<b>(474)</b>	<b>38,750</b>	<b>(39,224)</b>	<b>80,000</b>
<b>6420-00 · Events</b>							
6420-01 · Sponsorships							

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

Accrual Basis

All Departments

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	6,000	(6,000)	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	0	0	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	100,000	(100,000)	240,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>50,000</b>	<b>(50,000)</b>	<b>0</b>	<b>207,300</b>	<b>(207,300)</b>	<b>529,000</b>
6421-00 · New Event Development	0	5,000	(5,000)	4,000	17,500	(13,500)	30,000
6424-00 · Event Operation Expenses	0	1,000	(1,000)	0	3,500	(3,500)	6,000
<b>Total 6420-00 · Events</b>	<b>0</b>	<b>56,000</b>	<b>(56,000)</b>	<b>4,000</b>	<b>228,300</b>	<b>(224,300)</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	413	(413)	0	1,763	(1,763)	3,000
6442-00 · Public Relations/Website/Digita	644	417	227	5,283	3,750	1,533	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	3,750	(2,835)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>644</b>	<b>1,246</b>	<b>(602)</b>	<b>6,493</b>	<b>9,763</b>	<b>(3,270)</b>	<b>42,000</b>
6730-00 · Marketing Cooperative/Media	0	83,686	(83,686)	546,253	798,852	(252,599)	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	15,000	(15,000)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	448	23,000	(22,552)	4,116	163,000	(158,884)	232,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	7,000	6,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-06 · COVID Summer Recovery Campaign	(14,507)	4,000	(18,507)	(14,507)	28,000	(42,507)	40,000
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>(14,507)</b>	<b>8,000</b>	<b>(22,507)</b>	<b>16,178</b>	<b>56,000</b>	<b>(39,822)</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	395	11,250	(10,855)	15,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	50	125	(75)	1,118	1,125	(7)	1,500
59900 · POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 · CGS - Other	149	0	149	247	0	247	0
8100-00 · Cost of Goods Sold - Other	2,483	2,235	248	36,097	26,597	9,501	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,682</b>	<b>2,360</b>	<b>322</b>	<b>38,045</b>	<b>27,722</b>	<b>10,324</b>	<b>39,500</b>
8200-00 · Associate Relations	222	135	87	2,338	1,194	1,144	1,600
8300-00 · Board Functions	434	500	(66)	2,988	5,500	(2,512)	7,000
8500-00 · Credit Card Fees	258	235	23	2,988	2,797	192	5,850
8600-00 · Additional Opportunitites	1,500	10,000	(8,500)	74,453	90,000	(15,547)	120,000
8700-00 · Automobile Expenses	230	466	(236)	1,891	4,053	(2,162)	5,450
8750-00 · Meals/Meetings	76	763	(686)	406	6,613	(6,206)	8,900
8810-00 · Dues & Subscriptions	2,996	1,513	1,483	10,976	13,360	(2,384)	17,900
8910-00 · Travel	134	2,500	(2,366)	134	5,000	(4,866)	12,600
8920-00 · Bad Debt	0	0	0	38,230	0	38,230	0
<b>Total Expense</b>	<b>147,404</b>	<b>376,352</b>	<b>(228,948)</b>	<b>1,984,436</b>	<b>3,002,075</b>	<b>(1,017,639)</b>	<b>4,299,338</b>
<b>Net Ordinary Income</b>	<b>162,593</b>	<b>1,043</b>	<b>161,550</b>	<b>757,464</b>	<b>(941)</b>	<b>758,405</b>	<b>29,529</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	140	0	140	0
<b>Total Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>140</b>	<b>0</b>	<b>140</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>140</b>	<b>0</b>	<b>140</b>	<b>(0)</b>
<b>Net Income</b>	<b>162,608</b>	<b>1,043</b>	<b>161,564</b>	<b>757,604</b>	<b>(941)</b>	<b>758,545</b>	<b>29,529</b>

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

Accrual Basis

July 2020 through March 2021

	Jul '20 - Mar 21	Jul '19 - Mar 20	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	2,549,282	2,829,952	(280,670)	(10)%
4200-00 · Membership Dues Revenue	104,184	101,115	3,069	3%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-05 · Sponsorships	0	1,405	(1,405)	(100)%
<b>Total 4250-01 · Community Awards</b>	<b>0</b>	<b>1,405</b>	<b>(1,405)</b>	<b>(100)%</b>
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	500	3,325	(2,825)	(85)%
4251-00 · Tues AM Breakfast Club - Other	0	4,380	(4,380)	(100)%
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>500</b>	<b>7,705</b>	<b>(7,205)</b>	<b>(94)%</b>
4250-00 · Revenues-Membership Activities - Other	5,490	7,806	(2,316)	(30)%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>5,990</b>	<b>16,916</b>	<b>(10,926)</b>	<b>(65)%</b>
4253-00 · Revenue- Other	1,525	1,000	525	53%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	10,138	(10,138)	(100)%
4600-00 · Commissions - Other	0	34,320	(34,320)	(100)%
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>44,459</b>	<b>(44,459)</b>	<b>(100)%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,983	9,867	(7,884)	(80)%
4504-00 · Retail Revenue - Other	560	0	560	100%
46000 · Merchandise Sales - Other	68,097	73,746	(5,649)	(8)%
<b>Total 46000 · Merchandise Sales</b>	<b>70,640</b>	<b>83,613</b>	<b>(12,973)</b>	<b>(16)%</b>
4720-00 · Miscellaneous	10,278	0	10,278	100%
<b>Total Income</b>	<b>2,741,899</b>	<b>3,077,055</b>	<b>(335,156)</b>	<b>(11)%</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>2,741,899</b>	<b>3,077,055</b>	<b>(335,156)</b>	<b>(11)%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	15,512	(13,406)	(86)%
5020-00 · P/R - Tax Expense	54,832	55,344	(512)	(1)%
5030-00 · P/R - Health Insurance Expense	90,866	93,438	(2,572)	(3)%
5040-00 · P/R - Workmans Comp	8,494	7,187	1,306	18%
5060-00 · 401 (k)	16,614	24,699	(8,085)	(33)%
5070-00 · Other Benefits and Expenses	3,366	2,685	681	25%
5000-00 · Salaries & Wages - Other	753,392	648,217	105,175	16%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>929,669</b>	<b>847,083</b>	<b>82,587</b>	<b>10%</b>
5100-00 · Rent				
5110-00 · Utilities	7,938	7,862	76	1%
5140-00 · Repairs & Maintenance	5,877	6,459	(582)	(9)%
5150-00 · Office - Cleaning	5,275	6,250	(975)	(16)%
5100-00 · Rent - Other	120,119	117,585	2,534	2%
<b>Total 5100-00 · Rent</b>	<b>139,210</b>	<b>138,156</b>	<b>1,054</b>	<b>1%</b>
5310-00 · Telephone				
5320-00 · Telephone	21,672	17,688	3,985	23%
<b>Total 5310-00 · Telephone</b>	<b>21,672</b>	<b>17,688</b>	<b>3,985</b>	<b>23%</b>
5420-00 · Mail - USPS	831	1,417	(586)	(41)%
5510-00 · Insurance/Bonding	8,815	9,673	(859)	(9)%
5520-00 · Supplies				
5525-00 · Supplies- Computer	7,221	794	6,426	809%
5520-00 · Supplies - Other	18,525	28,610	(10,086)	(35)%
<b>Total 5520-00 · Supplies</b>	<b>25,745</b>	<b>29,405</b>	<b>(3,659)</b>	<b>(12)%</b>
5610-00 · Depreciation	917	1,062	(145)	(14)%

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

Accrual Basis

July 2020 through March 2021

	Jul '20 - Mar 21	Jul '19 - Mar 20	\$ Change	% Change
5700-00 · Equipment Support & Maintenance	19,479	19,422	57	0%
5710-00 · Taxes, Licenses & Fees	10,929	9,482	1,447	15%
5740-00 · Equipment Rental/Leasing	3,872	6,676	(2,804)	(42)%
5800-00 · Training Seminars	376	4,513	(4,136)	(92)%
5850-00 · Artist of Month - Commissions	1,010	9,927	(8,917)	(90)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,380	4,320	(1,940)	(45)%
5920-00 · Professional Fees - Accountant	21,800	21,825	(25)	(0)%
5921-00 · Professional Fees - Other	48,320	91,498	(43,179)	(47)%
<b>Total 5900-00 · Professional Fees</b>	<b>72,500</b>	<b>117,643</b>	<b>(45,144)</b>	<b>(38)%</b>
6020-00 · Programs				
6016-00 · Special Event Partnership	(474)	19,000	(19,474)	(103)%
<b>Total 6020-00 · Programs</b>	<b>(474)</b>	<b>19,000</b>	<b>(19,474)</b>	<b>(103)%</b>
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	(34,668)	(100)%
6421-04 · Broken Arrow Skyrace	0	25,000	(25,000)	(100)%
6421-06 · Spartan	0	254,019	(254,019)	(100)%
6421-07 · Tahoe Lacrosse Tournament	0	6,000	(6,000)	(100)%
6421-10 · WinterWonderGrass - Tahoe	0	21,120	(21,120)	(100)%
6421-13 · Big Blue Adventure	0	0	0	0%
6421-16 · Mountain Travel Symposium	0	10,078	(10,078)	(100)%
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>350,885</b>	<b>(350,885)</b>	<b>(100)%</b>
6421-00 · New Event Development	4,000	0	4,000	100%
6424-00 · Event Operation Expenses	0	1,617	(1,617)	(100)%
<b>Total 6420-00 · Events</b>	<b>4,000</b>	<b>352,502</b>	<b>(348,502)</b>	<b>(99)%</b>
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	1,215	(920)	(76)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	2,724	(2,724)	(100)%
6442-00 · Public Relations/Website/Digita	5,283	4,179	1,104	26%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,894	(979)	(52)%
<b>Total 6423-00 · Membership Activities</b>	<b>6,493</b>	<b>10,645</b>	<b>(4,152)</b>	<b>(39)%</b>
6730-00 · Marketing Cooperative/Media	546,253	1,190,611	(644,358)	(54)%
6740-00 · Media/Collateral/Production	0	413	(413)	(100)%
6742-00 · Non-NLT Co-Op Marketing Program	4,116	9,529	(5,413)	(57)%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	13,409	10,557	2,852	27%
6743-03 · Winter Lakeside Campaign	0	19,788	(19,788)	(100)%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	(1,000)	1,000	100%
6743-06 · COVID Summer Recovery Campaign	(14,507)	0	(14,507)	(100)%
6743-07 · Winter Regional Campaign	17,277	0	17,277	100%
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>16,178</b>	<b>29,345</b>	<b>(13,166)</b>	<b>(45)%</b>
7500-00 · Trade Shows/Travel	395	3,722	(3,327)	(89)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,118	885	233	26%
52500 · Purchase Discounts	0	(101)	101	100%
59900 · POS Inventory Adjustments	583	351	232	66%
8100-01 · CGS - Other	247	0	247	100%
8100-00 · Cost of Goods Sold - Other	36,097	39,399	(3,302)	(8)%
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>38,045</b>	<b>40,535</b>	<b>(2,489)</b>	<b>(6)%</b>
8200-00 · Associate Relations	2,338	1,042	1,296	124%
8300-00 · Board Functions	2,988	21,334	(18,346)	(86)%
8500-00 · Credit Card Fees	2,988	4,568	(1,579)	(35)%
8600-00 · Additional Opportunites	74,453	0	74,453	100%
8700-00 · Automobile Expenses	1,891	1,967	(76)	(4)%
8750-00 · Meals/Meetings	406	1,346	(940)	(70)%
8810-00 · Dues & Subscriptions	10,976	5,583	5,393	97%
8910-00 · Travel	134	0	134	100%
8920-00 · Bad Debt	38,230	3,199	35,031	1,095%
<b>Total Expense</b>	<b>1,984,436</b>	<b>2,907,487</b>	<b>(923,051)</b>	<b>(32)%</b>

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

Accrual Basis

July 2020 through March 2021

	Jul '20 - Mar 21	Jul '19 - Mar 20	\$ Change	% Change
Net Ordinary Income	757,464	169,568	587,895	347%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	140	208	(67)	(32)%
Total Other Income	140	208	(67)	(32)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	140	208	(67)	(32)%
Net Income	<b>757,604</b>	<b>169,776</b>	<b>587,828</b>	<b>346%</b>



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

**11 - Marketing**

Accrual Basis

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	194,785	265,785	(71,000)	1,761,183	2,049,233	(288,050)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
4720-00 · Miscellaneous	0			1,250			
<b>Total Income</b>	<b>194,785</b>	<b>265,785</b>	<b>(71,000)</b>	<b>1,763,958</b>	<b>2,049,233</b>	<b>(285,275)</b>	<b>2,983,682</b>
<b>Gross Profit</b>	<b>194,785</b>	<b>265,785</b>	<b>(71,000)</b>	<b>1,763,958</b>	<b>2,049,233</b>	<b>(285,275)</b>	<b>2,983,682</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,242	1,667	(425)	13,397	15,000	(1,603)	20,000
5030-00 · P/R - Health Insurance Expense	3,446	4,000	(554)	30,030	36,000	(5,970)	48,000
5040-00 · P/R - Workmans Comp	350	125	225	3,422	1,125	2,297	1,500
5060-00 · 401 (k)	810	833	(23)	7,428	7,500	(72)	10,000
5070-00 · Other Benefits and Expenses	31	142	(110)	704	1,275	(571)	1,700
5000-00 · Salaries & Wages - Other	22,159	22,299	(140)	202,297	200,694	1,603	267,592
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>28,039</b>	<b>29,066</b>	<b>(1,027)</b>	<b>257,278</b>	<b>261,594</b>	<b>(4,316)</b>	<b>348,792</b>
5100-00 · Rent							
5110-00 · Utilities	129	140	(11)	1,285	1,415	(130)	1,855
5140-00 · Repairs & Maintenance	74	75	(1)	334	675	(341)	900
5150-00 · Office - Cleaning	180	250	(70)	1,692	2,250	(558)	3,000
5100-00 · Rent - Other	2,164	2,400	(236)	19,458	20,576	(1,119)	27,777
<b>Total 5100-00 · Rent</b>	<b>2,547</b>	<b>2,865</b>	<b>(318)</b>	<b>22,769</b>	<b>24,916</b>	<b>(2,147)</b>	<b>33,532</b>
5310-00 · Telephone							
5320-00 · Telephone	913	549	364	4,995	4,941	54	6,588
<b>Total 5310-00 · Telephone</b>	<b>913</b>	<b>549</b>	<b>364</b>	<b>4,995</b>	<b>4,941</b>	<b>54</b>	<b>6,588</b>
5420-00 · Mail - USPS	53	0	53	133	0	133	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3,382	0	3,382	0
5520-00 · Supplies - Other	104	1,716	(1,612)	647	15,446	(14,798)	20,594
<b>Total 5520-00 · Supplies</b>	<b>104</b>	<b>1,716</b>	<b>(1,612)</b>	<b>4,030</b>	<b>15,446</b>	<b>(11,416)</b>	<b>20,594</b>
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	113	(113)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	79	113	(33)	150
5740-00 · Equipment Rental/Leasing	121	167	(46)	972	1,500	(528)	2,000
5800-00 · Training Seminars	0	750	(750)	0	6,750	(6,750)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,125	(1,125)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	10,125	(10,125)	13,500
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>1,250</b>	<b>(1,250)</b>	<b>0</b>	<b>11,250</b>	<b>(11,250)</b>	<b>15,000</b>
5941-00 · Research & Planning	0	5,000	(5,000)	0	25,000	(25,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	(625)	10,000	(10,625)	(474)	23,750	(24,224)	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	15,000	(15,000)	30,000
<b>Total 6020-00 · Programs</b>	<b>(625)</b>	<b>10,000</b>	<b>(10,625)</b>	<b>(474)</b>	<b>38,750</b>	<b>(39,224)</b>	<b>80,000</b>
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	25,400	(25,400)	25,400
6421-06 · Spartan	0	0	0	0	0	0	180,900
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	6,000	(6,000)	6,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	24,400	(24,400)	24,400
6421-17 · Enduro	0	0	0	0	31,500	(31,500)	31,500
6420-01 · Sponsorships - Other	0	50,000	(50,000)	0	100,000	(100,000)	240,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>50,000</b>	<b>(50,000)</b>	<b>0</b>	<b>207,300</b>	<b>(207,300)</b>	<b>529,000</b>
6421-00 · New Event Development	0	5,000	(5,000)	4,000	17,500	(13,500)	30,000
6424-00 · Event Operation Expenses	0	1,000	(1,000)	0	3,500	(3,500)	6,000
<b>Total 6420-00 · Events</b>	<b>0</b>	<b>56,000</b>	<b>(56,000)</b>	<b>4,000</b>	<b>228,300</b>	<b>(224,300)</b>	<b>565,000</b>
6423-00 · Membership Activities							
6424-00 · Public Relations/Website/Digital	0			600			
<b>Total 6423-00 · Membership Activities</b>	<b>0</b>			<b>600</b>			
6730-00 · Marketing Cooperative/Media	0	75,187	(75,187)	503,399	740,915	(237,516)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	248	22,000	(21,752)	2,316	154,000	(151,684)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	7,000	6,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	7,000	(7,000)	10,000
6743-06 · COVID Summer Recovery Campaign	(14,507)	4,000	(18,507)	(14,507)	28,000	(42,507)	40,000
6743-07 · Winter Regional Campaign	0	0	0	17,277	0	17,277	0
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>(14,507)</b>	<b>8,000</b>	<b>(22,507)</b>	<b>16,178</b>	<b>56,000</b>	<b>(39,822)</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	0	23	(23)	168	182	(14)	250
8600-00 · Additional Opportunit	850	7,917	(7,067)	68,603	71,250	(2,647)	95,000
8700-00 · Automobile Expenses	26	136	(110)	303	1,091	(788)	1,500
8750-00 · Meals/Meetings	0	250	(250)	16	2,000	(1,984)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	433	2,073	(1,640)	2,850
8910-00 · Travel	0	2,500	(2,500)	0	5,000	(5,000)	11,100
8920-00 · Bad Debt	0			556			
<b>Total Expense</b>	<b>17,800</b>	<b>223,660</b>	<b>(205,860)</b>	<b>886,749</b>	<b>1,651,182</b>	<b>(764,434)</b>	<b>2,459,256</b>
<b>Net Ordinary Income</b>	<b>176,985</b>	<b>42,125</b>	<b>134,860</b>	<b>877,210</b>	<b>398,051</b>	<b>479,159</b>	<b>524,426</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	15	0	15	140	0	140	0
<b>Total Other Income</b>	<b>15</b>	<b>0</b>	<b>15</b>	<b>140</b>	<b>0</b>	<b>140</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 · Allocated	39,069	42,125	(3,056)	317,524	398,051	(80,527)	524,426

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

Accrual Basis

**11 - Marketing**

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
Total Other Expense	39,069	42,125	(3,056)	317,524	398,051	(80,527)	524,426
Net Other Income	(39,054)	(42,125)	3,071	(317,384)	(398,051)	80,667	(524,426)
Net Income	<u>137,931</u>	<u>0</u>	<u>137,931</u>	<u>559,826</u>	<u>(0)</u>	<u>559,826</u>	<u>0</u>

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

Accrual Basis

30 - Conference

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	34,884	34,884	0	289,837	289,837	0	384,054
<b>Total Income</b>	34,884	34,884	0	289,837	289,837	0	384,054
<b>Gross Profit</b>	34,884	34,884	0	289,837	289,837	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	1,130	1,157	(27)	10,550	10,415	136	13,886
5030-00 · P/R - Health Insurance Expense	2,227	2,042	185	20,165	18,375	1,790	24,500
5040-00 · P/R - Workmans Comp	250	167	83	2,234	1,500	734	2,000
5060-00 · 401 (k)	614	500	114	5,198	4,500	698	6,000
5070-00 · Other Benefits and Expenses	56	38	18	813	338	475	450
5000-00 · Salaries & Wages - Other	16,410	14,030	2,379	135,403	126,274	9,130	168,365
<b>Total 5000-00 · Salaries &amp; Wages</b>	20,686	17,933	2,752	176,469	161,401	15,068	215,201
5100-00 · Rent							
5110-00 · Utilities	92	75	17	866	675	191	900
5140-00 · Repairs & Maintenance	55	22	33	248	195	52	260
5150-00 · Office - Cleaning	133	142	(8)	1,172	1,275	(103)	1,700
5100-00 · Rent - Other	1,422	1,167	255	12,796	10,500	2,296	14,000
<b>Total 5100-00 · Rent</b>	1,702	1,405	297	15,082	12,645	2,437	16,860
5310-00 · Telephone							
5320-00 · Telephone	681	267	414	3,762	2,400	1,362	3,200
<b>Total 5310-00 · Telephone</b>	681	267	414	3,762	2,400	1,362	3,200
5420-00 · Mail - USPS	36	17	20	91	150	(59)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	1,232	45	1,187	1,232	405	827	540
5520-00 · Supplies - Other	72	113	(41)	403	1,013	(610)	1,350
<b>Total 5520-00 · Supplies</b>	1,304	158	1,146	1,635	1,418	217	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	75	45	100
5740-00 · Equipment Rental/Leasing	62	83	(22)	452	750	(298)	1,000
5800-00 · Training Seminars	0	1,000	(1,000)	0	1,000	(1,000)	2,000
6730-00 · Marketing Cooperative/Media	0	8,499	(8,499)	42,853	57,937	(15,084)	75,000
8200-00 · Associate Relations	0	0	0	28	0	28	0
8750-00 · Meals/Meetings	0	29	(29)	0	263	(263)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	563	(563)	750
<b>Total Expense</b>	24,470	29,462	(4,991)	240,491	238,600	1,891	316,551
<b>Net Ordinary Income</b>	10,414	5,422	4,991	49,345	51,236	(1,891)	67,503
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	5,027	5,422	(396)	40,854	51,236	(10,382)	67,503
<b>Total Other Expense</b>	5,027	5,422	(396)	40,854	51,236	(10,382)	67,503
<b>Net Other Income</b>	(5,027)	(5,422)	396	(40,854)	(51,236)	10,382	(67,503)
<b>Net Income</b>	<b>5,387</b>	<b>(0)</b>	<b>5,387</b>	<b>8,491</b>	<b>(0)</b>	<b>8,491</b>	<b>0</b>

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

**42 - Visitor Center**

Accrual Basis

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	38,807	38,807	0	345,101	345,102	(1)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	170	0	170	1,983	0	1,983	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	4,908	5,000	(92)	68,097	59,500	8,597	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>5,078</b>	<b>5,000</b>	<b>78</b>	<b>70,640</b>	<b>59,500</b>	<b>11,140</b>	<b>85,000</b>
<b>Total Income</b>	<b>43,885</b>	<b>43,807</b>	<b>78</b>	<b>415,741</b>	<b>404,602</b>	<b>11,139</b>	<b>542,711</b>
<b>Gross Profit</b>	<b>43,885</b>	<b>43,807</b>	<b>78</b>	<b>415,741</b>	<b>404,602</b>	<b>11,139</b>	<b>542,711</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	738	1,292	(554)	7,493	11,625	(4,132)	15,500
5030-00 · P/R - Health Insurance Expense	1,221	1,583	(363)	10,572	14,250	(3,678)	19,000
5040-00 · P/R - Workmans Comp	247	433	(186)	3,029	3,900	(871)	5,200
5060-00 · 401 (k)	326	417	(90)	3,169	3,750	(581)	5,000
5070-00 · Other Benefits and Expenses	417	82	335	948	736	212	982
5000-00 · Salaries & Wages - Other	8,618	15,568	(6,950)	83,392	140,114	(56,722)	186,818
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>11,567</b>	<b>19,375</b>	<b>(7,808)</b>	<b>108,603</b>	<b>174,375</b>	<b>(65,772)</b>	<b>232,500</b>
5100-00 · Rent							
5110-00 · Utilities	490	583	(93)	3,985	5,250	(1,265)	7,000
5140-00 · Repairs & Maintenance	248	458	(211)	1,114	4,125	(3,011)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	3,225	(3,225)	4,300
5100-00 · Rent - Other	6,398	6,721	(323)	57,582	60,487	(2,905)	80,650
<b>Total 5100-00 · Rent</b>	<b>7,136</b>	<b>8,121</b>	<b>(985)</b>	<b>62,680</b>	<b>73,087</b>	<b>(10,407)</b>	<b>97,450</b>
5310-00 · Telephone							
5320-00 · Telephone	578	238	341	2,940	2,138	802	2,850
<b>Total 5310-00 · Telephone</b>	<b>578</b>	<b>238</b>	<b>341</b>	<b>2,940</b>	<b>2,138</b>	<b>802</b>	<b>2,850</b>
5420-00 · Mail - USPS	36	17	20	91	150	(59)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	85	75	10	85	675	(590)	900
5520-00 · Supplies - Other	335	2,917	(2,582)	2,989	26,250	(23,261)	35,000
<b>Total 5520-00 · Supplies</b>	<b>420</b>	<b>2,992</b>	<b>(2,572)</b>	<b>3,074</b>	<b>26,925</b>	<b>(23,851)</b>	<b>35,900</b>
5610-00 · Depreciation	153	0	153	568	0	568	0
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	38	(38)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	30	38	(8)	50
5740-00 · Equipment Rental/Leasing	95	129	(34)	768	1,163	(395)	1,550
5800-00 · Training Seminars	0	250	(250)	0	2,250	(2,250)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	1,010	2,250	(1,240)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	15,000	(15,000)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,800	9,000	(7,200)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	50	125	(75)	1,118	1,125	(7)	1,500
59900 · POS Inventory Adjustments	0	0	0	583	0	583	0
8100-01 · CGS - Other	149	0	149	247	0	247	0
8100-00 · Cost of Goods Sold - Other	2,483	2,235	248	36,097	26,597	9,501	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,682</b>	<b>2,360</b>	<b>322</b>	<b>38,045</b>	<b>27,722</b>	<b>10,324</b>	<b>39,500</b>
8200-00 · Associate Relations	0	17	(17)	112	150	(38)	200
8500-00 · Credit Card Fees	149	235	(86)	2,564	2,797	(233)	4,000
8700-00 · Automobile Expenses	30	46	(16)	113	412	(299)	550
8750-00 · Meals/Meetings	0	33	(33)	58	300	(242)	400
8810-00 · Dues & Subscriptions	0	8	(8)	1,530	75	1,455	100
8910-00 · Travel	0	0	0	0	0	0	1,500
<b>Total Expense</b>	<b>23,046</b>	<b>36,745</b>	<b>(13,699)</b>	<b>223,987</b>	<b>337,868</b>	<b>(113,881)</b>	<b>454,800</b>
<b>Net Ordinary Income</b>	<b>20,839</b>	<b>7,062</b>	<b>13,777</b>	<b>191,754</b>	<b>66,734</b>	<b>125,020</b>	<b>87,911</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	7,227	7,062	165	58,736	66,734	(7,998)	87,921
<b>Total Other Expense</b>	<b>7,227</b>	<b>7,062</b>	<b>165</b>	<b>58,736</b>	<b>66,734</b>	<b>(7,998)</b>	<b>87,921</b>
<b>Net Other Income</b>	<b>(7,227)</b>	<b>(7,062)</b>	<b>(165)</b>	<b>(58,736)</b>	<b>(66,734)</b>	<b>7,998</b>	<b>(87,921)</b>
<b>Net Income</b>	<b>13,612</b>	<b>0</b>	<b>13,612</b>	<b>133,018</b>	<b>0</b>	<b>133,018</b>	<b>(10)</b>

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

Accrual Basis

51 - TMPI

	Mar 21	Budget	\$ Over Bu...	Jul '20 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	19,753	19,753	0	153,161	153,161	0	218,419
<b>Total Income</b>	19,753	19,753	0	153,161	153,161	0	218,419
<b>Gross Profit</b>	19,753	19,753	0	153,161	153,161	0	218,419
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	126	225	(99)	983	2,025	(1,042)	2,700
5030-00 · P/R - Health Insurance Expense	151	167	(16)	1,375	1,500	(125)	2,000
5040-00 · P/R - Workmans Comp	6	175	(169)	61	1,575	(1,514)	2,100
5060-00 · 401 (k)	0	167	(167)	0	1,500	(1,500)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	8	152	(145)	203
5000-00 · Salaries & Wages - Other	2,016	3,836	(1,819)	15,071	34,520	(19,449)	46,026
<b>Total 5000-00 · Salaries &amp; Wages</b>	2,301	4,586	(2,285)	17,498	41,272	(23,774)	55,029
5100-00 · Rent							
5110-00 · Utilities	5			40	0	40	0
5140-00 · Repairs & Maintenance	3			12	0	12	0
5150-00 · Office - Cleaning	7			59	0	59	0
5100-00 · Rent - Other	71	0	71	640	0	640	0
<b>Total 5100-00 · Rent</b>	85	0	85	751	0	751	0
5310-00 · Telephone							
5320-00 · Telephone	31	0	31	164	0	164	0
<b>Total 5310-00 · Telephone</b>	31	0	31	164	0	164	0
5420-00 · Mail - USPS	2			5	0	5	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			3	0	3	0
5520-00 · Supplies - Other	3,754	2,083	1,670	11,999	18,750	(6,751)	25,000
<b>Total 5520-00 · Supplies</b>	3,754	2,083	1,670	12,003	18,750	(6,747)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	1			3	0	3	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	9,900	10,000	(101)	48,320	64,000	(15,681)	100,000
<b>Total 5900-00 · Professional Fees</b>	9,900	10,000	(101)	48,320	64,000	(15,681)	100,000
8700-00 · Automobile Expenses	12	0	12	65	0	65	0
8750-00 · Meals/Meetings	61	0	61	61	0	61	0
8810-00 · Dues & Subscriptions	2	0	2	63	0	63	0
8910-00 · Travel	13			13			
<b>Total Expense</b>	16,161	16,669	(508)	78,945	124,022	(45,077)	180,029
<b>Net Ordinary Income</b>	3,592	3,084	508	74,216	29,139	45,077	38,390
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	2,860	3,084	(223)	23,247	29,139	(5,892)	38,390
<b>Total Other Expense</b>	2,860	3,084	(223)	23,247	29,139	(5,892)	38,390
<b>Net Other Income</b>	(2,860)	(3,084)	223	(23,247)	(29,139)	5,892	(38,390)
<b>Net Income</b>	<b>731</b>	<b>(0)</b>	<b>731</b>	<b>50,969</b>	<b>(0)</b>	<b>50,969</b>	<b>0</b>

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

Accrual Basis

60 - Membership

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	11,591	10,417	1,175	104,184	93,750	10,434	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	1,500	(1,500)	0	4,500	(4,500)	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	500	200	300	500	1,200	(700)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	2,350	(2,350)	4,000
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>500</b>	<b>750</b>	<b>(250)</b>	<b>500</b>	<b>3,550</b>	<b>(3,050)</b>	<b>6,000</b>
4250-00 · Revenues-Membership Activities - Other	2,320	0	2,320	5,490	0	5,490	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>2,820</b>	<b>2,250</b>	<b>570</b>	<b>5,990</b>	<b>9,550</b>	<b>(3,560)</b>	<b>72,500</b>
4253-00 · Revenue- Other	0	500	(500)	0	1,000	(1,000)	2,500
<b>Total Income</b>	<b>14,411</b>	<b>13,167</b>	<b>1,245</b>	<b>110,174</b>	<b>104,300</b>	<b>5,874</b>	<b>200,000</b>
<b>Gross Profit</b>	<b>14,411</b>	<b>13,167</b>	<b>1,245</b>	<b>110,174</b>	<b>104,300</b>	<b>5,874</b>	<b>200,000</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	312	458	(146)	2,408	4,125	(1,717)	5,500
5030-00 · P/R - Health Insurance Expense	356	667	(310)	1,920	6,000	(4,080)	8,000
5040-00 · P/R - Workmans Comp	15	33	(18)	97	300	(203)	400
5060-00 · 401 (k)	137	142	(5)	752	1,275	(523)	1,700
5070-00 · Other Benefits and Expenses	0	33	(33)	19	300	(281)	400
5000-00 · Salaries & Wages - Other	4,640	5,333	(693)	29,511	48,000	(18,489)	64,000
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>5,461</b>	<b>6,667</b>	<b>(1,206)</b>	<b>34,708</b>	<b>60,000</b>	<b>(25,292)</b>	<b>80,000</b>
5100-00 · Rent							
5110-00 · Utilities	34	33	0	306	300	6	400
5140-00 · Repairs & Maintenance	23	8	15	105	75	30	100
5150-00 · Office - Cleaning	57	58	(2)	390	525	(135)	700
5100-00 · Rent - Other	565	638	(73)	5,062	5,738	(675)	7,650
<b>Total 5100-00 · Rent</b>	<b>678</b>	<b>737</b>	<b>(59)</b>	<b>5,864</b>	<b>6,637</b>	<b>(774)</b>	<b>8,850</b>
5310-00 · Telephone							
5320-00 · Telephone	205	121	84	1,044	1,087	(44)	1,450
<b>Total 5310-00 · Telephone</b>	<b>205</b>	<b>121</b>	<b>84</b>	<b>1,044</b>	<b>1,087</b>	<b>(44)</b>	<b>1,450</b>
5420-00 · Mail - USPS	12	10	2	29	90	(61)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			2	0	2	0
5520-00 · Supplies - Other	23	167	(143)	162	1,500	(1,338)	2,000
<b>Total 5520-00 · Supplies</b>	<b>23</b>	<b>167</b>	<b>(143)</b>	<b>164</b>	<b>1,500</b>	<b>(1,336)</b>	<b>2,000</b>
5710-00 · Taxes, Licenses & Fees	0			23	0	23	0
5740-00 · Equipment Rental/Leasing	64	173	(109)	549	1,560	(1,010)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	500	(500)	0	1,000	(1,000)	1,000
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>500</b>	<b>(500)</b>	<b>0</b>	<b>1,000</b>	<b>(1,000)</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	413	(413)	0	1,763	(1,763)	3,000
6442-00 · Public Relations/Website/Digita	644	417	227	4,683	3,750	933	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	3,750	(2,835)	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>644</b>	<b>1,246</b>	<b>(602)</b>	<b>5,893</b>	<b>9,763</b>	<b>(3,870)</b>	<b>42,000</b>
8200-00 · Associate Relations	0	13	(13)	93	113	(20)	150
8500-00 · Credit Card Fees	109	0	109	425	0	425	1,850
8700-00 · Automobile Expenses	6	33	(27)	154	300	(146)	400
8750-00 · Meals/Meetings	1	33	(32)	8	300	(292)	400
8810-00 · Dues & Subscriptions	21	17	4	172	150	22	200
8910-00 · Travel	7			7			
8920-00 · Bad Debt	0	0	0	37,587	0	37,587	0
<b>Total Expense</b>	<b>7,231</b>	<b>9,717</b>	<b>(2,486)</b>	<b>86,718</b>	<b>82,500</b>	<b>4,218</b>	<b>140,500</b>
<b>Net Ordinary Income</b>	<b>7,180</b>	<b>3,450</b>	<b>3,730</b>	<b>23,457</b>	<b>21,800</b>	<b>1,656</b>	<b>59,500</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	2,234	2,407	(173)	18,157	22,741	(4,584)	29,961
<b>Total Other Expense</b>	<b>2,234</b>	<b>2,407</b>	<b>(173)</b>	<b>18,157</b>	<b>22,741</b>	<b>(4,584)</b>	<b>29,961</b>

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

Accrual Basis

60 - Membership

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Net Other Income</b>	(2,234)	(2,407)	173	(18,157)	(22,741)	4,584	(29,961)
<b>Net Income</b>	<u>4,946</u>	<u>1,043</u>	<u>3,903</u>	<u>5,299</u>	<u>(941)</u>	<u>6,240</u>	<u>29,539</u>

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

**70 - Administration**

Accrual Basis

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar 21	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4720-00 · Miscellaneous	2,279	0	2,279	9,028	0	9,028	0
<b>Total Income</b>	<b>2,279</b>	<b>0</b>	<b>2,279</b>	<b>9,028</b>	<b>0</b>	<b>9,028</b>	<b>0</b>
<b>Gross Profit</b>	<b>2,279</b>	<b>0</b>	<b>2,279</b>	<b>9,028</b>	<b>0</b>	<b>9,028</b>	<b>0</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,596	2,250	346	20,001	20,250	(249)	27,000
5030-00 · P/R - Health Insurance Expense	1,806	3,292	(1,485)	26,804	29,625	(2,821)	39,500
5040-00 · P/R - Workmans Comp	105	194	(90)	(350)	1,749	(2,099)	2,332
5060-00 · 401 (k)	(148)	1,250	(1,398)	67	11,250	(11,183)	15,000
5070-00 · Other Benefits and Expenses	56	117	(60)	874	1,050	(176)	1,400
5000-00 · Salaries & Wages - Other	39,559	33,327	6,032	287,718	301,740	(14,022)	402,320
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>43,975</b>	<b>40,629</b>	<b>3,345</b>	<b>335,114</b>	<b>365,664</b>	<b>(30,550)</b>	<b>487,552</b>
5100-00 · Rent							
5110-00 · Utilities	153	125	28	1,457	1,125	332	1,500
5140-00 · Repairs & Maintenance	879	325	554	4,064	2,925	1,139	3,900
5150-00 · Office - Cleaning	223	250	(27)	1,962	2,250	(289)	3,000
5100-00 · Rent - Other	2,745	1,893	852	24,581	17,040	7,541	22,720
<b>Total 5100-00 · Rent</b>	<b>4,001</b>	<b>2,593</b>	<b>1,408</b>	<b>32,064</b>	<b>23,340</b>	<b>8,724</b>	<b>31,120</b>
5310-00 · Telephone							
5320-00 · Telephone	1,402	750	652	8,768	6,750	2,018	9,000
<b>Total 5310-00 · Telephone</b>	<b>1,402</b>	<b>750</b>	<b>652</b>	<b>8,768</b>	<b>6,750</b>	<b>2,018</b>	<b>9,000</b>
5420-00 · Mail - USPS	61	83	(22)	483	750	(267)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	8,815	15,225	(6,411)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	60	167	(107)	2,517	1,500	1,017	2,000
5520-00 · Supplies - Other	324	603	(279)	2,324	5,423	(3,099)	7,230
<b>Total 5520-00 · Supplies</b>	<b>383</b>	<b>769</b>	<b>(386)</b>	<b>4,840</b>	<b>6,923</b>	<b>(2,082)</b>	<b>9,230</b>
5610-00 · Depreciation	0	0	0	349	0	349	0
5700-00 · Equipment Support & Maintenance	2,553	2,250	303	19,479	20,250	(771)	27,000
5710-00 · Taxes, Licenses & Fees	1,380	1,000	380	10,676	9,000	1,676	12,000
5740-00 · Equipment Rental/Leasing	142	417	(275)	1,128	3,750	(2,622)	5,000
5800-00 · Training Seminars	0	667	(667)	376	6,000	(5,624)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	2,380	5,625	(3,245)	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	14,625	(14,625)	19,500
<b>Total 5900-00 · Professional Fees</b>	<b>0</b>	<b>2,250</b>	<b>(2,250)</b>	<b>24,180</b>	<b>46,250</b>	<b>(22,070)</b>	<b>53,000</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	11,250	(11,250)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	11,250	(11,250)	15,000
8200-00 · Associate Relations	222	83	139	1,936	750	1,186	1,000
8300-00 · Board Functions	434	500	(66)	2,988	5,500	(2,512)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	5,850	18,750	(12,900)	25,000
8700-00 · Automobile Expenses	155	250	(95)	1,256	2,250	(994)	3,000
8750-00 · Meals/Meetings	15	417	(402)	264	3,750	(3,486)	5,000
8810-00 · Dues & Subscriptions	2,941	1,167	1,775	8,778	10,500	(1,722)	14,000
8910-00 · Travel	114	0	114	114	0	114	0
8920-00 · Bad Debt	0	0	0	87	0	87	0
<b>Total Expense</b>	<b>58,696</b>	<b>60,100</b>	<b>(1,404)</b>	<b>467,546</b>	<b>567,902</b>	<b>(100,356)</b>	<b>748,202</b>
<b>Net Ordinary Income</b>	<b>(56,417)</b>	<b>(60,100)</b>	<b>3,683</b>	<b>(458,518)</b>	<b>(567,902)</b>	<b>109,384</b>	<b>(748,202)</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	(56,417)	(60,100)	3,683	(458,518)	(567,902)	109,384	(748,202)
<b>Total Other Expense</b>	<b>(56,417)</b>	<b>(60,100)</b>	<b>3,683</b>	<b>(458,518)</b>	<b>(567,902)</b>	<b>109,384</b>	<b>(748,202)</b>
<b>Net Other Income</b>	<b>56,417</b>	<b>60,100</b>	<b>(3,683)</b>	<b>458,518</b>	<b>567,902</b>	<b>(109,384)</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

March 31, 2021

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
As of March 31, 2021

Accrual Basis

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash	685,045	232,378	452,666	195%
<b>Total Checking/Savings</b>	685,045	232,378	452,666	195%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	1,140	5,285	(4,145)	(78)%
<b>Total Accounts Receivable</b>	1,140	5,285	(4,145)	(78)%
<b>Other Current Assets</b>				
1200-99 · Accounts Receivable - Other	60	0	60	100%
1300 · Reimbursements Receivable	0	5,500	(5,500)	(100)%
1350-00 · Security Deposits	100	3,325	(3,225)	(97)%
<b>Total Other Current Assets</b>	160	8,825	(8,665)	(98)%
<b>Total Current Assets</b>	686,345	246,489	439,856	179%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	71,225	42,490	28,735	68%
<b>Total Other Assets</b>	71,225	42,490	28,735	68%
<b>TOTAL ASSETS</b>	<b>757,570</b>	<b>288,979</b>	<b>468,591</b>	<b>162%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	63,203	86,002	(22,799)	(27)%
<b>Total Accounts Payable</b>	63,203	86,002	(22,799)	(27)%
<b>Total Current Liabilities</b>	63,203	86,002	(22,799)	(27)%
<b>Total Liabilities</b>	63,203	86,002	(22,799)	(27)%
<b>Equity</b>				
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%
Net Income	207,384	178,135	29,249	16%
<b>Total Equity</b>	694,367	202,977	491,390	242%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>757,570</b>	<b>288,979</b>	<b>468,591</b>	<b>162%</b>

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

As of March 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	390.00	390.00
Visit California*	750.00	0.00	0.00	0.00	0.00	750.00
<b>TOTAL</b>	<u><b>750.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>390.00</b></u>	<u><b>1,140.00</b></u>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of March 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>
Amber Burke	41.44	0.00	0.00	0.00	0.00	41.44
Augustineldeas	10,592.31	0.00	0.00	0.00	0.00	10,592.31
Denise Cmiel	75.00	0.00	0.00	0.00	0.00	75.00
Generikal Design	9,850.00	0.00	0.00	0.00	0.00	9,850.00
JVP Communications	1,443.75	0.00	0.00	0.00	0.00	1,443.75
Liz Bowling	45.81	0.00	0.00	0.00	0.00	45.81
NLTRA	11,636.46	0.00	0.00	0.00	0.00	11,636.46
Richter7	8,549.12	0.00	0.00	0.00	0.00	8,549.12
Sarah Winters	100.00	0.00	0.00	0.00	0.00	100.00
Smith & Jones, Inc.	11,269.00	0.00	0.00	0.00	0.00	11,269.00
The Abbi Agency, Inc	9,600.00	0.00	0.00	0.00	0.00	9,600.00
<b>TOTAL</b>	<b><u>63,202.89</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>63,202.89</u></b>

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

Accrual Basis

March 2021

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	0	64,200	(64,200)	328,800	460,200	(131,400)	592,000
4001-00 · NLTRA Funding	0	83,686	(83,686)	546,253	798,852	(252,599)	1,000,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
4005-00 · Prior Year Net Income	0	34,903	(34,903)	0	314,127	(314,127)	410,697
4099-00 · Revenue - Other	0	0	0	45,200	0	45,200	0
<b>Total Income</b>	<b>0</b>	<b>182,789</b>	<b>(182,789)</b>	<b>926,253</b>	<b>1,579,179</b>	<b>(652,926)</b>	<b>2,010,697</b>
<b>Gross Profit</b>	<b>0</b>	<b>182,789</b>	<b>(182,789)</b>	<b>926,253</b>	<b>1,579,179</b>	<b>(652,926)</b>	<b>2,010,697</b>
<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	2,000	(1,167)	5,000	34,124	(29,124)	42,501
5004-00 · Trip Advisor	0	5,000	(5,000)	5,903	67,248	(61,345)	85,000
5005-00 · Paid Social	0	4,000	(4,000)	18,882	104,632	(85,750)	112,660
5005-01 · Digital Display / Retargeting	0	5,200	(5,200)	40,052	68,600	(28,548)	85,800
5005-02 · Retargeting Video	0	500	(500)	0	7,750	(7,750)	9,000
5007-00 · Creative Production							
5007-01 · Creative Production	8,722	0	8,722	45,826	0	45,826	0
5007-02 · Website Production	1,170	0	1,170	4,013	0	4,013	0
5007-03 · Photo/Video Creative	1,200	0	1,200	6,502	0	6,502	0
5007-00 · Creative Production - Other	128	40,210	(40,083)	1,275	98,980	(97,705)	105,364
<b>Total 5007-00 · Creative Production</b>	<b>11,219</b>	<b>40,210</b>	<b>(28,991)</b>	<b>57,615</b>	<b>98,980</b>	<b>(41,365)</b>	<b>105,364</b>
5010-00 · Account Strategy & Management	6,000	6,000	0	54,000	54,000	0	72,000
5010-02 · Website Strategy & Analysis	3,204	3,117	87	16,020	28,053	(12,033)	37,400
5013-00 · Outdoor	0	0	0	0	115,000	(115,000)	115,000
5015-00 · Video	0	7,475	(7,475)	0	95,425	(95,425)	112,350
5017-00 · Rich Media	0	0	0	0	35,000	(35,000)	35,000
5018-00 · Media Commission	68	5,313	(5,245)	30,468	81,628	(51,160)	96,631
5018-01 · Digital Ad Serving	0	250	(250)	333	2,250	(1,917)	3,000
5020-00 · Search Engine Marketing	0	4,350	(4,350)	34,744	55,350	(20,606)	65,700
5022-00 · Email	0	4,163	(4,163)	4,162	22,515	(18,353)	35,000
5024-00 · Fusion 7	2,000	2,000	0	18,000	18,000	0	24,000
5025-00 · Expedia	0	0	0	0	20,000	(20,000)	20,000
5028-00 · High Impact Media	0	3,000	(3,000)	0	22,900	(22,900)	30,000
5029-00 · Television	0	0	0	10,154	0	10,154	0
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>23,325</b>	<b>92,578</b>	<b>(69,253)</b>	<b>295,334</b>	<b>931,455</b>	<b>(636,121)</b>	<b>1,091,406</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	150	6,250	(6,100)	7,250
5111-00 · FAMS - Domestic	0	0	0	0	0	0	4,500
5112-00 · Training / Sales Calls	0	0	0	120	5,000	(4,880)	5,000
5113-00 · Additional Opportunities	0	0	0	0	4,000	(4,000)	10,000
5115-00 · Travel Agent Incentive Program	0	2,000	(2,000)	0	2,000	(2,000)	2,000
5120-00 · Domestic - Trade Shows	0	0	0	0	6,500	(6,500)	6,500
5131-00 · FAMS -Intl - Travel Trade	600	2,500	(1,900)	600	2,500	(1,900)	5,510
5133-00 · Ski-Tops	0	1,200	(1,200)	0	2,545	(2,545)	2,545
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	2,000	(2,000)	4,000
5137-00 · Co-op Opportunities	0	6,000	(6,000)	10,000	6,000	4,000	12,000
5143-00 · Mountain Travel Symposium	995	2,200	(1,205)	995	5,350	(4,355)	5,350
5144-00 · IPW - POW WOW	0	0	0	0	8,000	(8,000)	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,695	(2,695)	2,695
5147-00 · AUS / Gate 7	1,013	0	1,013	7,254	6,075	1,179	12,150
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 · Canada - Other	0	0	0	0	6,000	(6,000)	12,000
<b>Total 5154-00 · Canada</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6,000</b>	<b>(6,000)</b>	<b>18,000</b>
5155-00 · California Star Program	0	0	0	1,167	3,500	(2,333)	3,500
<b>Total 5110-00 · LEISURE SALES</b>	<b>2,608</b>	<b>13,900</b>	<b>(11,293)</b>	<b>20,285</b>	<b>68,415</b>	<b>(48,130)</b>	<b>112,000</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	13,500	13,500	0	18,000
5202-00 · PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	9,500	14,500	(5,000)	18,500
5202-01 · Rich Content Development	500	0	500	20,500	0	20,500	0
5204-00 · Media Mission(s)	17	0	17	764	20,000	(19,236)	30,000
5206-00 · Digital Buy/ Social Media Boost	500	500	0	4,500	4,500	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	2,700	2,700	0	3,600
5209-00 · Domestic Travel Media FAMS	361	5,000	(4,639)	6,226	20,000	(13,774)	20,000
5210-00 · Content Dev - Newsletters	1,800	1,800	0	14,400	16,200	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	36,000	36,000	0	48,000
5212-00 · Social Giveaways & Contests	404	0	404	404	7,000	(6,596)	10,500
5213-00 · Facebook Live	0	0	0	0	150	(150)	150
5214-00 · Social Takeover	0	0	0	0	11,250	(11,250)	15,000
5216-00 · PR Content Development + Distri	1,444	700	744	8,847	6,300	2,547	8,400
5218-00 · Crisis Communication / Training	0	0	0	5,000	4,900	100	4,900
5221-00 · Photography & Video Asset Dev	8,500	0	8,500	10,000	11,250	(1,250)	15,000
5222-00 · Media Tracking / Membership	0	1,166	(1,166)	1,816	10,494	(8,678)	14,000
5280-00 · PR Meals / Entertainment	0	0	0	29	0	29	0
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>20,325</b>	<b>16,966</b>	<b>3,359</b>	<b>134,186</b>	<b>178,744</b>	<b>(44,558)</b>	<b>233,650</b>

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

March 2021

Accrual Basis

	Mar 21	Budget	\$ Over Budget	Jul '20 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
<b>6000-00 · CONFERENCE SALES</b>							
6002-00 · Destination Print	0	5,000	(5,000)	2,500	15,000	(12,500)	20,000
6003-00 · Geo-Fence Targeting	0	750	(750)	0	2,250	(2,250)	3,000
6004-00 · Email	0	1,250	(1,250)	0	3,750	(3,750)	5,000
6005-00 · Paid Media	5,225	1,500	3,725	28,348	4,500	23,848	6,000
6006-00 · CVENT	0	0	0	10,678	10,678	0	10,678
6007-00 · Creative Production	588	3,686	(3,099)	14,896	11,058	3,838	14,744
6014-00 · MCC Group Incentive Program	0	0	0	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	622	416	206	1,476	3,744	(2,268)	5,000
6018-00 · MCC Media Commission	747	1,631	(884)	5,520	4,893	627	6,526
6019-00 · Conference Direct Partnership	417	0	417	5,750	5,000	750	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,250	7,000	(1,750)	7,000
6152-00 · Client Events / Opportunities	0	2,500	(2,500)	109	4,070	(3,961)	6,570
6153-00 · Chicago Sales Rep Support	158	0	158	1,709	1,000	709	1,000
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>8,340</b>	<b>16,733</b>	<b>(8,393)</b>	<b>76,634</b>	<b>80,862</b>	<b>(4,228)</b>	<b>104,291</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	1,000	(1,000)	393	3,500	(3,107)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	(1,500)	1,500	1,099	3,700	(2,601)	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	2,500	0	2,500	2,500	0	2,500	6,700
6143-00 · Connect Marketplace	0	0	0	4,900	14,850	(9,950)	14,850
6146-00 · UC Vendor Fair	0	1,500	(1,500)	0	5,250	(5,250)	5,250
6151-00 · Destination CA	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	4,500	(4,500)	6,500
6156-00 · Connect California	0	0	0	0	3,750	(3,750)	5,250
6156-02 · Connect Chicago	0	0	0	0	5,750	(5,750)	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	2,000	(2,000)	0	5,750	(5,750)	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	0	0	0	1,000	(1,000)	1,000
6173-00 · Connect NYC	0	0	0	0	6,250	(6,250)	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>2,500</b>	<b>4,500</b>	<b>(2,000)</b>	<b>11,162</b>	<b>63,890</b>	<b>(52,728)</b>	<b>83,090</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	5,809	2,500	3,309	5,809	22,500	(16,691)	30,000
5009-00 · Fulfillment / Mail	0	1,000	(1,000)	1,226	9,000	(7,774)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	25,000	25,000	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,167	2,000	(833)	2,000
7002-00 · CRM Subscription	0	0	0	8,125	7,497	628	9,996
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	892	6,000	(5,108)	8,000
7004-00 · Research	1,111	0	1,111	7,779	5,000	2,779	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	0	667	20,218	25,014	(4,796)	33,352
7008-00 · Opportunistic Funds	0	23,244	(23,244)	131	46,487	(46,356)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	2,124	1,593	531	2,124
7010-00 · Photo Management & Storage	592	592	(0)	5,408	5,328	80	7,099
7020-00 · Collateral Production / Printin	0	0	0	10,256	8,000	2,256	8,000
7030-00 · Contract Review	7,218	0	7,218	9,518	0	9,518	0
8700-00 · Automobile Expense*	87	350	(263)	396	3,150	(2,754)	4,200
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>15,650</b>	<b>29,863</b>	<b>(14,213)</b>	<b>113,049</b>	<b>181,569</b>	<b>(68,520)</b>	<b>287,258</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	38,302	38,250	52	51,000
8003-00 · Website Hosting Maintenance	5,460	4,000	1,460	29,918	36,000	(6,082)	48,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>9,710</b>	<b>8,250</b>	<b>1,460</b>	<b>68,220</b>	<b>74,250</b>	<b>(6,030)</b>	<b>99,000</b>
<b>Total Expense</b>	<b>82,457</b>	<b>182,790</b>	<b>(100,333)</b>	<b>718,869</b>	<b>1,579,185</b>	<b>(860,316)</b>	<b>2,010,695</b>
<b>Net Income</b>	<b>(82,457)</b>	<b>(1)</b>	<b>(82,456)</b>	<b>207,384</b>	<b>(6)</b>	<b>207,390</b>	<b>2</b>

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

Accrual Basis

July 2020 through March 2021

	Jul '20 - Mar 21	Jul '19 - Mar 20	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	328,800.00	741,057.00	-412,257.00	-55.6%
4001-00 · NLTRA Funding	546,252.63	1,190,611.00	-644,358.37	-54.1%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	45,200.00	0.00	45,200.00	100.0%
<b>Total Income</b>	<b>926,252.63</b>	<b>1,937,668.00</b>	<b>-1,011,415.37</b>	<b>-52.2%</b>
<b>Gross Profit</b>	<b>926,252.63</b>	<b>1,937,668.00</b>	<b>-1,011,415.37</b>	<b>-52.2%</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	4,999.98	9,250.00	-4,250.02	-46.0%
5004-00 · Trip Advisor	5,902.93	66,400.69	-60,497.76	-91.1%
5005-00 · Paid Social	18,881.83	101,950.14	-83,068.31	-81.5%
5005-01 · Digital Display / Retargeting	40,052.28	155,778.15	-115,725.87	-74.3%
5005-02 · Retargeting Video	0.00	14,972.28	-14,972.28	-100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	45,825.56	0.00	45,825.56	100.0%
5007-02 · Website Production	4,012.50	0.00	4,012.50	100.0%
5007-03 · Photo/Video Creative	6,501.63	0.00	6,501.63	100.0%
5007-00 · Creative Production - Other	1,275.00	146,650.49	-145,375.49	-99.1%
<b>Total 5007-00 · Creative Production</b>	<b>57,614.69</b>	<b>146,650.49</b>	<b>-89,035.80</b>	<b>-60.7%</b>
5010-00 · Account Strategy & Management	54,000.00	63,000.00	-9,000.00	-14.3%
5010-01 · Digital Management & Reporting	0.00	18,000.00	-18,000.00	-100.0%
5010-02 · Website Strategy & Analysis	16,020.00	10,800.00	5,220.00	48.3%
5013-00 · Outdoor	0.00	115,000.00	-115,000.00	-100.0%
5015-00 · Video	0.00	20,176.21	-20,176.21	-100.0%
5017-00 · Rich Media	0.00	34,987.64	-34,987.64	-100.0%
5018-00 · Media Commission	30,468.43	77,099.62	-46,631.19	-60.5%
5018-01 · Digital Ad Serving	332.89	2,194.45	-1,861.56	-84.8%
5020-00 · Search Engine Marketing	34,744.30	43,847.92	-9,103.62	-20.8%
5022-00 · Email	4,162.45	26,476.66	-22,314.21	-84.3%
5024-00 · Fusion 7	18,000.00	0.00	18,000.00	100.0%
5029-00 · Television	10,154.30	0.00	10,154.30	100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>295,334.08</b>	<b>911,688.25</b>	<b>-616,354.17</b>	<b>-67.6%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	150.00	3,944.12	-3,794.12	-96.2%
5112-00 · Training / Sales Calls	119.88	6,881.73	-6,761.85	-98.3%
5113-00 · Additional Opportunities	0.00	2,995.88	-2,995.88	-100.0%
5115-00 · Travel Agent Incentive Program	0.00	1,500.00	-1,500.00	-100.0%
5120-00 · Domestic - Trade Shows	0.00	5,066.22	-5,066.22	-100.0%
5131-00 · FAMS -Intl - Travel Trade	600.00	1,683.75	-1,083.75	-64.4%
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	8,266.41	1,733.59	21.0%
5142-00 · UK Sales Mission	0.00	2,176.93	-2,176.93	-100.0%
5143-00 · Mountain Travel Symposium	995.00	37.93	957.07	2,523.3%
5144-00 · IPW - POW WOW	0.00	325.18	-325.18	-100.0%
5145-00 · TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 · UK / Black Diamond	0.00	22,500.00	-22,500.00	-100.0%
5147-00 · AUS / Gate 7	7,253.72	26,469.00	-19,215.28	-72.6%
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	1,458.34	-291.66	-20.0%
5156-00 · German Trade Representation	0.00	10,060.30	-10,060.30	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>20,285.28</b>	<b>128,536.89</b>	<b>-108,251.61</b>	<b>-84.2%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	13,500.00	19,800.00	-6,300.00	-31.8%
5201-00 · National, Regional, & Local PR	0.00	45,000.00	-45,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	9,500.00	18,000.00	-8,500.00	-47.2%
5202-01 · Rich Content Development	20,500.00	4,975.00	15,525.00	312.1%
5204-00 · Media Mission(s)	763.95	8,823.11	-8,059.16	-91.3%
5206-00 · Digital Buy/ Social Media Boost	4,500.00	4,086.00	414.00	10.1%
5207-00 · Content Campaigns/Tools-My Emma	2,700.00	2,700.00	0.00	0.0%
5208-00 · International Travel Media FAMS	0.00	5,206.28	-5,206.28	-100.0%
5208-01 · Int'l FAM Hard Cost	0.00	2,107.97	-2,107.97	-100.0%
5208-02 · Int'l Media Retainer	0.00	2,650.00	-2,650.00	-100.0%
5209-00 · Domestic Travel Media FAMS	6,226.27	19,773.06	-13,546.79	-68.5%
5210-00 · Content Dev - Newsletters	14,400.00	16,200.00	-1,800.00	-11.1%
5211-00 · Social Media Strategy & Mgmt	36,000.00	36,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	403.95	6,153.62	-5,749.67	-93.4%
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	8,846.81	0.00	8,846.81	100.0%
5218-00 · Crisis Communication / Training	5,000.00	0.00	5,000.00	100.0%
5221-00 · Photography & Video Asset Dev	10,000.00	0.00	10,000.00	100.0%
5222-00 · Media Tracking / Membership	1,816.00	0.00	1,816.00	100.0%
5280-00 · PR Meals / Entertainment	28.72	0.00	28.72	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>134,185.70</b>	<b>201,926.79</b>	<b>-67,741.09</b>	<b>-33.6%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	2,500.00	17,260.00	-14,760.00	-85.5%
6004-00 · Email	0.00	2,550.00	-2,550.00	-100.0%
6005-00 · Paid Media	28,348.03	6,276.18	22,071.85	351.7%
6006-00 · CVENT	10,678.00	11,289.76	-611.76	-5.4%
6007-00 · Creative Production	14,895.69	14,536.11	359.58	2.5%
6008-00 · Conference PR / Social Outreach	0.00	8,400.00	-8,400.00	-100.0%
6015-00 · MCC National Memberships	399.00	0.00	399.00	100.0%
6016-00 · MCC Search Engine Marketing	1,475.78	3,408.21	-1,932.43	-56.7%
6018-00 · MCC Media Commission	5,519.54	5,838.53	-318.99	-5.5%
6018-01 · MCC Digital Ad Serving	0.00	1.26	-1.26	-100.0%
6019-00 · Conference Direct Partnership	5,750.03	0.00	5,750.03	100.0%
6128-00 · HelmsBriscoe Strategic Partner	5,249.97	5,166.64	83.33	1.6%

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

July 2020 through March 2021

Accrual Basis

	Jul '20 - Mar 21	Jul '19 - Mar 20	\$ Change	% Change
6152-00 - Client Events / Opportunities	108.54	10,789.44	-10,680.90	-99.0%
6153-00 - Chicago Sales Rep Support	1,709.44	7,201.45	-5,492.01	-76.3%
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>76,634.02</b>	<b>92,717.58</b>	<b>-16,083.56</b>	<b>-17.4%</b>
<b>6100-00 - TRADE SHOWS</b>				
6111-00 - Site Inspections	392.56	2,328.67	-1,936.11	-83.1%
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%
6120-00 - AFW Client Event	0.00	1,168.39	-1,168.39	-100.0%
6120-01 - Sac River Cats Client Event	0.00	2,392.41	-2,392.41	-100.0%
6127-00 - CalSAE Annual	2,500.00	6,022.07	-3,522.07	-58.5%
6143-00 - Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6154-00 - HelmsBriscoe ABC	0.00	5,316.80	-5,316.80	-100.0%
6156-00 - Connect California	0.00	280.96	-280.96	-100.0%
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%
6163-00 - Connect Financial	0.00	7,961.19	-7,961.19	-100.0%
6165-00 - Bay Area Client Appreciation	0.00	3,250.00	-3,250.00	-100.0%
6167-00 - Nor Cal DMO	420.00	489.00	-69.00	-14.1%
6168-00 - Sacramento/Roseville TopGolf	0.00	-105.58	105.58	100.0%
6171-00 - Outdoor Retailer	0.00	105.10	-105.10	-100.0%
6173-00 - Connect NYC	0.00	324.96	-324.96	-100.0%
<b>Total 6100-00 - TRADE SHOWS</b>	<b>11,161.56</b>	<b>61,670.68</b>	<b>-50,509.12</b>	<b>-81.9%</b>
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	5,809.00	33,558.60	-27,749.60	-82.7%
5009-00 - Fulfillment / Mail	1,225.85	8,795.92	-7,570.07	-86.1%
5021-00 - RASC-Reno Air Service Corp	25,000.00	75,000.00	-50,000.00	-66.7%
5122-00 - SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 - HSVC - High Sierra Visitors	1,166.69	1,500.03	-333.34	-22.2%
7001-00 - Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 - CRM Subscription	8,124.98	7,499.98	625.00	8.3%
7003-00 - IVCBVB Entertainment Fund	891.95	2,258.40	-1,366.45	-60.5%
7004-00 - Research	7,778.75	26,530.02	-18,751.27	-70.7%
7005-00 - Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 - Special Events	0.00	30,000.00	-30,000.00	-100.0%
7007-00 - Destimetrics / DMX	20,217.52	25,012.50	-4,794.98	-19.2%
7008-00 - Opportunistic Funds	131.19	34,373.27	-34,242.08	-99.6%
7009-00 - Tahoe Cam Usage	2,124.00	2,124.00	0.00	0.0%
7010-00 - Photo Management & Storage	5,408.22	4,949.28	458.94	9.3%
7011-00 - TrendKite PR Software	0.00	2,499.99	-2,499.99	-100.0%
7020-00 - Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
7030-00 - Contract Review	9,517.84	0.00	9,517.84	100.0%
8700-00 - Automobile Expense*	396.27	3,390.20	-2,993.93	-88.3%
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0.00	324.99	-324.99	-100.0%
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>113,048.71</b>	<b>273,075.25</b>	<b>-160,026.54</b>	<b>-58.6%</b>
<b>8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 - Content Manager Contractor	38,301.94	38,250.00	51.94	0.1%
8003-00 - Website Hosting Maintenance	29,917.75	51,667.76	-21,750.01	-42.1%
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>68,219.69</b>	<b>89,917.76</b>	<b>-21,698.07</b>	<b>-24.1%</b>
<b>Total Expense</b>	<b>718,869.04</b>	<b>1,759,533.20</b>	<b>-1,040,664.16</b>	<b>-59.1%</b>
<b>Net Income</b>	<b>207,383.59</b>	<b>178,134.80</b>	<b>29,248.79</b>	<b>16.4%</b>



KEY METRICS FOR March 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	5,504,750	3,319,046	6,141,161	3,359,626	\$ 18,324,583	
2017 - 2018	6,281,807	3,455,348	5,640,623	3,198,849	\$ 18,576,627	
2018 - 2019	7,071,334	4,035,204	7,008,083	3,588,254	\$ 21,702,875	
2019 - 2020	7,262,166	4,159,902	5,968,221	1,207,948	\$ 18,598,237	
2020 - 2021	7,461,968	2,295,886	1,769		\$ 9,759,623	updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Mar 2021)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	32320	30548	36049	19635	-46%
Phone	2418	2185	2335	2072	-11%
Email	290	311	361	369	2%
Kings Beach (Walk In)	7883	11439	8322	5400	-35%
N.T. - Event Traffic	4310	3295	3243	749	-77%
<b>Total</b>	<b>47,221</b>	<b>47,778</b>	<b>50,310</b>	<b>28,231</b>	<b>-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	-16.41%
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		Mar 2021
California (pop. 38,332,521)		8.3%
Placer County (367,309)		5.5%
Dollar Point (1,215)		0.0%
Kings Beach (3,893)		1.7%
Sunnyside/Tahoe City (1,557)		0.0%
Tahoe Vista (1,433)		0.0%

Destimetrics Reservations Activity							
	FYTD 2019/20	FYTD 2020/21	YOY % Change		FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	57.0%	30.9%	-45.8%		364	381	4.7%
ADR (Average Daily Rate)	\$ 207	\$ 118	-43.0%		\$ 207	\$ 118	-43.0%
RevPAR (Rev per Available Room)	55.8%	42.6%	-23.7%		\$ 399	\$ 201	-9.9%
Occupancy 1 Mth Forecast					\$ 223	\$ 391	15.3%
ADR 1 Mth Forecast					\$ 173	\$ 136	-21.4%
RevPAR 1 Mth Forecast					\$ 370	\$ 467	26.2%
Occupancy (prior 6 months)					\$ 91	\$ 97	6.6%
ADR (prior 6 months)							
RevPAR (prior 6 months)							
Occupancy (next 6 months)							
ADR (next 6 months)							
RevPAR (next 6 months)							

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 3/31/2021					
FORWARD LOOKING	2019-20	2020-21	2019-20	2020-21	YOY % Change
Total Revenue Booked	\$ 2,685,035	\$ 2,859,379	\$ 423,363	\$ -	-85.19%
Commission for this Revenue	\$ 36,962	\$ 46,373	\$ 9,411	\$ -	-79.91%
Number of Room Nights	12,075	12,061	14	11	-80.36%
Number of Bookings	53	56	3	11	
Conference Revenue And Percentage by County:					
	19-20	20-21			
Placer	76%	84%	\$ 2,096,775	\$ 2,179,286	\$ 353,786
Washoe	17%	16%	\$ 381,642	\$ 473,475	\$ 69,577
South Lake	7%	0%	\$ 206,618	\$ 206,618	\$ -
Nevada County	0%	0%	\$ -	\$ -	\$ -
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$ 2,685,035</b>	<b>\$ 2,859,379</b>	<b>\$ 423,363</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 March 2021  
 Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
03.10.2021	A	Panera Bread	115645	Meal during BoS meeting in Auburn	\$8.67		8750-00/Alloc
03.10.2021	B	Panera Bread	1340347	Meal during BoS meeting in Auburn	\$8.77		8750-00/Alloc
03.11.2021	C	Springhill Suites	66941	Lodging for BoS meeting in Auburn	\$134.16		8910-00/Alloc
03.16.2021	D	Everything is Roses	96768	TBID meeting with Jim Phelan	\$58.83		
	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		\$ 123.76	8700-00-70
				Mileage Reimbursed Through Payroll			
<b>TOTAL - CREDIT CARD EXPENSES</b>							
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>							
					<b>\$210.43</b>		
						<b>\$123.76</b>	

Signed By: Jeff Hentz      Approved By: \_\_\_\_\_  
 Date: 4/13/2021      Date: \_\_\_\_\_

ACCOUNTING			
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE
		<u>JVS</u>	4/13/2021





BANKCARD CENTER  
 PO BOX 84043  
 COLUMBUS GA 31908-4043

**MEMO STATEMENT**

<b>Account Number</b>	XXXX-XXXX-0150-4616
<b>Statement Date</b>	MAR 28, 2021
<b>Total Activity</b>	\$210.43

**\*\* 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	\$210.43		\$0.00		\$0.00		\$210.43

**ACCOUNT ACTIVITY**

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-10	03-09	55432861069200702202723	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 033742 Mer Zip: 95603	8.67
03-10	03-09	55432861069200702202988	PANERA BREAD #202221 P AUBURN CA Tran: 00000000000000000000 Tax ID: 300875363 Mer Ref: 050602 Mer Zip: 95603	8.77
03-11	03-10	55432861069200767630370	SPRINGHILL SUITES AUBURN CA Arrival Date: 03/10/21 Departure Date: 03/10/21 Invoice Number: 069009 Tax ID: 474168012 Mer Ref: 001616 Mer Zip: 95603	134.16
03-16	03-15	02305371075000519212453	TST* EVERYTHING IS ROS TAHOE CITY CA Tax ID: 680190368 Mer Zip: 96145 Origin Zip: 96145	58.83

A  
B  
C  
D

<b>For Customer Service, Call:</b>  1-866-432-8161	<b>Account Number</b> XXXX-XXXX-0150-4616	<b>Account Summary</b>	
	<b>Statement Date</b> MAR 28, 2021	Purchases & Other Charges	\$210.43
<b>Send Billing Inquiries to:</b> BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	<b>Credit Limit</b> \$10,000	Cash Advances	\$0.00
	<b>Disputed Amount</b> \$0.00	Fees	\$0.00
		Credits	\$0.00
		Payments	\$0.00
		<b>Total Activity</b>	<b>\$210.43</b>

### IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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

unct - TBID  
Mtg - Auburn

REPRINT

REPRINT

TBID - W BOS  
Breakfast

Panera Bread  
Cafe #: 202221  
2845 Bell Rd  
Auburn, CA 95603  
Phone: 530-888-1845

Panera Bread  
Cafe #: 202221  
2845 Bell Rd  
Auburn, CA 95603  
Phone: 530-888-1845

Accuracy Matters  
Your order should be correct every time.  
If it's not, we'll fix it right away,  
and give you a free treat for your  
trouble. Just let an associate know.

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If it's not, we'll fix it right away,  
and give you a free treat for your  
trouble. Just let an associate know.

03/09/2021 12:25:20 PM  
1340347 Cashier: Taylor

03/09/2021 9:33:54 AM  
Order Number: 115845 Cashier: Brianna

1 Caramel Latte 20oz 6.79  
No Whipped Cream  
1 Crnbry Orange Mfn 1.49  
Subtotal 8.28  
Tax 0.49  
Total 8.77  
Master Card 8.77

1 Caramel Latte 20oz 5.18  
No Whipped Cream  
1 Crnbry Orange Mfn 2.99

Subtotal 8.17  
Tax 0.00  
Gratuity 0.50  
Total 8.67  
Master Card 8.67  
Acct: \*\*\*\*\*4616  
AuthCode: 033742  
Trans#: 00000011

AuthCode: 050602  
Trans#: 00000089

View your Account at: [www.mypanera.com](http://www.mypanera.com)  
MyPanera Member: \*\*\*\*\*37105  
MyPanera Offers Earned:  
Visits To Next Reward: 2

Use your MyPanera card,  
receipt and enter the code  
[www.panerabread.com/missedvisit](http://www.panerabread.com/missedvisit).

[www.panerabread.com](http://www.panerabread.com)

Want to get ahead?  
Ask an associate for  
a MyPanera card and join today!

To Go  
Your Order Number is: 115845  
Customer / Pager: Jeffrey 0

Phone: 530-8779-0696-3936-46

[www.panerabread.com](http://www.panerabread.com)

\*\*\* Customer Copy \*\*\*

Drive Thru  
Order Number is: 1340347  
Pager: Guest347 0

Customer Copy \*\*\*

**SPRINGHILL SUITES®**  
BY MARRIOTT

SPRINGHILL SUITES BY MARRIOTT® / AUBURN  
13535 Bowman Road, Auburn, CA 95603 P 530.492.5656  
[springhillsuites.com](http://springhillsuites.com)

Jeffrey Hentz	Room: 307
100 N. Lake Blvd	Room Type: EXQS
Tahoe City CA 96145	Number of Guests: 1
	Rate: \$124.00      Clerk: CBP
Arrive: 08Mar21      Time: 02:10PM	Depart: 09Mar21      Time: 12:13PM
	Folio Number: 66941

DATE	DESCRIPTION	CHARGES	CREDITS
08Mar21	Room Charge	124.00	
08Mar21	Occupancy Sales Tax	9.92	
08Mar21	Convention and Tourism Tax	0.24	
09Mar21	Master Card		134.16
	Card #: MCXXXXXXXXXXXX4616/XXXX Amount: 134.16 Auth: 001616 This card was electronically swiped on 08Mar21		

**BALANCE:      0.00**

**Marriott Bonvoy Account # XXXXX0279.** Your Marriott Bonvoy points/miles earned on your eligible earnings will be credited to your account. Check your Marriott Bonvoy account statement or your online statement for updated activity.

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# TBID Meeting with Jim Phelan



Everything Is Rosie

571 N Lake Blvd  
Tahoe City, CA 96145  
530-583-8504

Server: Janice K  
Check #49 Table 102  
Guest Count: 2  
Ordered: 03/15/21 12:09 PM

16 Oz 805 \$8.00  
Ice Tea \$2.99  
Sort of Joes \$14.49  
Fruit (Cup) \$3.99  
Pear/Walnut \$13.99  
Add Chicken \$3.00

Subtotal \$46.46  
Tax \$3.37  
Tip \$9.00  
Total \$58.83

Input Type C (EMV Chip Read)  
MASTERCARD xxxxxxxx4616  
Time 12:49 PM

Transaction Type Sale  
Authorization Approved  
Approval Code 096768  
Payment ID tPKgbptF9htd  
Application ID A0000000041010  
Application Label MASTERCARD  
Terminal ID 22336530311cdabf  
Card Reader MAGTEK\_EDYNAMO

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