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**Board of Directors:**

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

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

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

**Greg Gooding**, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

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

Advisory member: **Jeff Cowen**, TRPA

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

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**Join Zoom Meeting**

<https://us02web.zoom.us/j/82968523606?pwd=cU0xellxSGZ0ekgzQ2oyZFhWEUzZz09>

Meeting ID: 829 6852 3606

Passcode: 486552

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

**Page: 1**

**Page: 5**

**Page:24**

A. NLTRA Board Meeting Minutes from April 7, 2021 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of Mar 31, 2021

C. Approval of CEO Expense Reports for Mar 2021

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Apr 27, 2021
- Tourism Development Committee Apr 27, 2021
- In-Market Tourism Development Committee Mar 30, 2021

**8:45 a.m.**

5. Action Items

- A. Board Election/Amended Bylaw Discussion – Steve/Jeff
- B. CAP Committee Appointment of Drew Conly - Jeff
- C. NTBA/TCDA Request for Funding - Jeff

**Page: 32**

**9:15a.m.**

6. Informational Updates/Verbal Reports

- A. TOT Renewal Update – Erin/Lindsay
- B. Summer Advertising Campaign Update – Jeff/Amber
- C. Budget Update for FY 2021/22 – Jeff/DeWitt
- D. TBID Coraggio Group Update - Jeff

**10:30 a.m.**

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

- A. Destimetrics Report Feb 31, 2021
- B. Conference Revenue Statistics Report Feb 2021
- C. Tourism Development Report on Activities, Feb2021
- D. Visitor Information Center Visitor Report, Feb 2021
- F. North Lake Tahoe Marketing Coop Financial Statements 2020
- F. Membership Accounts Receivable Report Feb 2021
- G. Financial Key Metrics Report Feb 2021

**Page:33**

**Page:34**

**Page:38**

**Page:84**

**Page:85**

**Page:91**

**Page:92**

**10:40 a.m.**

8. CEO and Staff Updates

**10:45 a.m.**

9. Directors Comments

**10:50 a.m.**

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [nltra.org](http://nltra.org)*



north lake tahoe

Chamber | CVB | Resort Association

**BOARD OF DIRECTORS MEETING**

Date: Wednesday, April 7, 2021

Location: Virtual meeting via Zoom

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**Board of Directors:**

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

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

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

Greg Gooding, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe

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

Jeff Cowen, TRPA

Advisory Committee: Erin Casey, Placer County Executive Office

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**1. Call to Order at 8:34 AM– Establish Quorum**

**Board members in attendance**

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

**Board members absent**

None

**Staff Members in attendance**

Jeffrey Hentz, Anna Atwood, Amber Burke, DeWitt Van Sichen, Liz Bowling, Sarah Winters, and Katie Biggers

**Others in attendance**

Included Drew Conly, Colin Perry, Walt McRoberts, Lindsay Romack, Nicholas Martin, Cathy Nanadiego with Richter 7, and Jesse Patterson

**2. Public Forum**

There were no comments on items not on today's agenda.

**3. Agenda Amendments and Approval**

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

**4. Consent Calendar**

A. NLTRA Board Meeting Minutes from Mar 3, 2021 Link to preliminary online document

B. Approval of preliminary NLTRA Financial Statements of Feb 28, 2021

C. Approval of CEO Expense Reports for Feb 2021

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Feb 23, 2021

- Tourism Development Committee Mar 30, 2021

- In-Market Tourism Development Committee Mar 30, 2021

TESTER/TURNER/UNANIMOUS

**5. Action Items**

#### **A. Approval of Broken Arrow Skyrace Sponsorship – Katie**

Hentz noted the \$25,000 sponsorship request exceeds the limit for this item to be in Consent, although it is a renewal. Biggers provided details of the event, which is scheduled for October. The Tourism Development Committee supports the request.

**Motion to approve the \$25,000 sponsorship request for the Broken Arrow Skyrace. WILSON/TESTER/Carried with Horvath abstaining.**

#### **B. Spring Campaign Update and Approval of Spring Campaign Funding Request – Jeff/Amber**

Hentz noted the Board's previous direction to move forward with campaigns in Southern California. Incline moved forward with the Austin and Dallas campaigns. Today's presentation detailed the proposed 2021 Consumer Spring Campaign. Staff recommends reducing the contribution to the Co-op since NLTRA did not participate in the Incline promotion. Discussion followed as the reasons for not participating in marketing to Texas at this time and details of the promotional efforts in Southern California and the Santa Barbara to Monterey drive markets were clarified.

Van Siclen explained the financial component as regards Co-op funding. Essentially the proposed Spring Campaign redirects dollars and it is a wash for NLTRA.

**Motion to reduce the NLTRA contribution to the Co-op by \$124,000. TESTER/HORVATH/UNANIMOUS**

**Motion to approve the contract between NLTRA and Augustine Agency for the Spring Campaign as presented for \$114,000. TESTER/GOODING/UNANIMOUS**

#### **6. Informational Updates/Verbal Reports**

##### **A. 6-Month Report Highlights - Liz/Sarah/Amber**

Winters, Burke, and Bowling presented the semi-annual report submitted to the Placer County Board of Supervisors, including the sales, marketing, messaging, and public relations campaigns conducted by NLTRA.

Discussion followed regarding the many pivots necessary to interpret COVID restrictions and the need to continue to promote safe and responsible travel. Burke noted she is hearing people are ready to travel but they are considering the readiness of the destination as they consider options.

##### **B. Traveler Responsibility Pledge & Rollout – Liz Bowling**

Bowling noted the impacts from visitation last year and the need to develop the Sustainability and Stewardship pillars to educate visitors about responsible and sustainable travel. She described the tactics being employed to accomplish that, including the Responsibility Pledge and how the message will be reinforced by local partners, including Truckee and South Lake Tahoe. The Pledge is being launched on Earth Day, April 22. Several other outdoor destinations are doing something similar.

Jesse Patterson from the League to Save Lake Tahoe described the organization's Voluntourism campaign designed around the idea of "leaving the area better than you found it" with three levels of participation. The League is happy to be partnering with the NLTRA Blue Crew this summer. Other messaging includes the Tahoe Blue-Gooder media kit.

There was a brief discussion about the programs and strategies to include residents as well as visitors.

##### **C. Ad Agency RFP Update – Amber/Jeff**

Burke reported nine agencies submitted proposals. The selection panel will bring a recommendation to the Board at next month's meeting.

##### **D. TBID Update – Jeff**

Hentz reported that at its March 9<sup>th</sup> meeting, the Board of Supervisors has approved the Resolution of Formation, the MDP, and the five-year agreement with NLTRA. Following a 30-day protest period, the District will be officially formed. Hentz described the initiatives being designed to work with various business sectors on the details and helping them get ready for the July 1 launch.

Hentz is working with the County on messaging about assessment collections and with Corragio consultants on the transition and reorganization of NLTRA.

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

- A. Destimetrics Report Feb 31, 2021**
- B. Conference Revenue Statistics Report Feb 2021**
- C. Tourism Development Report on Activities, Feb2021**
- D. Visitor Information Center Visitor Report, Feb 2021**
- E. North Lake Tahoe Marketing Coop Financial Statements 2020**
- F. Membership Accounts Receivable Report Feb 2021**
- G. Financial Key Metrics Report Feb 2021**

**8. CEO and Staff Updates**

Hentz has been working with Corragio on the NLTRA re-structuring and strategies to work with businesses on the implementation of TBID. He thanked everyone for their participation in Bonnie Bavetta's retirement party and Tom Turner for hosting the event.

Tuesday Morning Breakfast Club participation continues to increase. The focus yesterday was sustainability and May's topic will be transit.

**9. Directors Comments**

Hoffman reported that after 26 years, she is no longer at Granlibakken. She has accepted a position as CFO at Tahoe Luxury Properties.

Cowen reported an online watercraft inspection appointment system was launched April 1 and as of yesterday over 450 reservations had been requested. Decontamination stations will open May 1. At this point, only the Lake Forest and Cave Rock launches are open. The Truckee Airport site will not be available this year, but the Alpine Meadows location will be open with more lanes to serve more people. Cowen expects another big year and has heard there are no boats available for sale, but there are a lot of back orders.

Tester said Squaw Valley Lodge is launching a multi-million dollar modernization project in the next few weeks.

Williams thanked Erin Casey for taking the lead in recommending good projects for this summer with re-allocated TOT dollars.

Gooding is leaving the Resort at Squaw Valley at the end of this week. Because of personal issues, he is moving back to Las Vegas. The Resort is bringing in David Lockhart from the Hyatt La Jolla. Lockhart was at the Incline property at one time. Drew Conly will remain at the Resort and available for any questions.

Casey thanked Hentz and his staff for the support and help over the past few months given so many transitions and initiatives, including the TBID.

Casey reported the Supervisors approved a contract with Downtowner to operate the micro-transit pilot program this summer. There will be two zones on the North Shore and the system will operate every day between July 1 and September 6 from 8:00 am to midnight. Incline is considering a similar system for this summer.

Lindsay Romack is now in the Tahoe City CEO's office and will take the lead with DPW to launch the micro-transit system. Romack will compile data and report back at the end of the season.

At last week's meeting in Tahoe, the Supervisors approved \$1.3 million in TOT allocations as recommended by the CAP Committee. They also received a housing update from Shawna Purvines. The presentation is available online. The Board approved changes to the STR Ordinance, which were mainly clarifications to some confusing language. Staff was asked to provide regular updates.

#### **10. Meeting Review and Staff Direction**

- Hentz will report on the Spring Marketing campaign data metrics
- Staff will present the RFP recommendations
- Information will be sent to Board members in anticipation of working with Corragio

#### **11. Closed Session**

Closed Session was not convened.

#### **12. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:01 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



## north lake tahoe

Chamber | CVB | Resort Association

Date: 4/27/21

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

From: DeWitt Van Siclen, 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%          |
| 1201-00 · Member Accounts Receivable              |                  |                  |                  |               |
| 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)%      |
| 12100 · Inventory Asset                           |                  |                  |                  |               |
| 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 NLTMC                      | 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>                               |                  |                  |                  |               |
| 1400-00 · Prepaid Expenses                        |                  |                  |                  |               |
| 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>                        |                  |                  |                  |               |
| Accounts Payable                                  |                  |                  |                  |               |

**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 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>       |                |                |                 |                   |                  |                  |                  |
| 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            |
| <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>118,258</b> | <b>(6,228)</b>  | <b>929,669</b>    | <b>1,064,308</b> | <b>(134,638)</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             | 8,525            | (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>    |
| 5420-00 - Mail - USPS                                 | 200            | 127            | 73              | 831               | 1,140            | (309)            | 1,520            |
| <b>5510-00 - Insurance/Bonding</b>                    |                |                |                 |                   |                  |                  |                  |
| 5520-00 - Supplies                                    | 269            | 1,692          | (1,423)         | 8,815             | 15,225           | (6,411)          | 20,300           |
| 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>   |
| 6423-00 - Membership Activities                |                 |                |                  |                   |                  |                    |                  |
| 6434-00 - Community Awards Dinner              | 0               | 0              | 0                | 285               | 0                | 295                | 28,000           |
| 6436-00 - Membership - Wn/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/Digital     | 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          |
| 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>58,000</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           |
| 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            | 28,597           | 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 Opportunities             | 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>                    |                 |                |                  |                   |                  |                    |                  |
| Other Income                                   |                 |                |                  |                   |                  |                    |                  |
| 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>         |
| Other Expense                                  |                 |                |                  |                   |                  |                    |                  |
| 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)%   |
| Total 4250-01 · Community Awards                 | 0                | 1,405            | (1,405)   | (100)%   |
| 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)%   |
| Total 4251-00 · Tues AM Breakfast Club           | 500              | 7,705            | (7,205)   | (94)%    |
| 4250-00 · Revenues-Membership Activities - Other | 5,490            | 7,806            | (2,316)   | (30)%    |
| Total 4250-00 · Revenues-Membership Activities   | 5,990            | 16,916           | (10,926)  | (65)%    |
| 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)%   |
| Total 4600-00 · Commissions                      | 0                | 44,459           | (44,459)  | (100)%   |
| 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)%     |
| Total 46000 · Merchandise Sales                  | 70,640           | 83,613           | (12,973)  | (16)%    |
| 4720-00 · Miscellaneous                          | 10,278           | 0                | 10,278    | 100%     |
| Total Income                                     | 2,741,899        | 3,077,055        | (335,156) | (11)%    |
| <b>Cost of Goods Sold</b>                        |                  |                  |           |          |
| 52900 · Purchases - Resale Items                 | 0                | 0                | 0         | 0%       |
| Total COGS                                       | 0                | 0                | 0         | 0%       |
| Gross Profit                                     | 2,741,899        | 3,077,055        | (335,156) | (11)%    |
| <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%      |
| Total 5000-00 · Salaries & Wages                 | 929,669          | 847,083          | 82,587    | 10%      |
| 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%       |
| Total 5100-00 · Rent                             | 139,210          | 138,156          | 1,054     | 1%       |
| 5310-00 · Telephone                              |                  |                  |           |          |
| 5320-00 · Telephone                              | 21,672           | 17,688           | 3,985     | 23%      |
| Total 5310-00 · Telephone                        | 21,672           | 17,688           | 3,985     | 23%      |
| 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)%    |
| Total 5520-00 · Supplies                         | 25,745           | 29,405           | (3,659)   | (12)%    |
| 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/Digital     | 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 Opportunitites            | 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                                | 757,604          | 169,776          | 587,828   | 346%     |

# **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    |
|--|-----------------|----------------|------------------|------------------|------------------|------------------|------------------|
| <b>Ordinary Income/Expense</b>                 |                 |                |                  |                  |                  |                  |                  |
| Income   |                 |                |                  |                  |                  |                  |                  |
| 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> |
| Expense  |                 |                |                  |                  |                  |                  |                  |
| 6000-00 - Salaries & Wages                     |                 |                |                  |                  |                  |                  |                  |
| 6020-00 - P/R - Tax Expense                    | 1,242           | 1,667          | (425)            | 13,397           | 15,000           | (1,603)          | 20,000           |
| 6030-00 - P/R - Health Insurance Expense       | 3,446           | 4,900          | (554)            | 30,030           | 36,000           | (5,970)          | 48,000           |
| 6040-00 - P/R - Workmans Comp                  | 350             | 125            | 225              | 3,422            | 1,125            | 2,297            | 1,500            |
| 6050-00 - 401 (k)                              | 810             | 833            | (23)             | 7,428            | 7,500            | (72)             | 10,000           |
| 6070-00 - Other Benefits and Expenses          | 31              | 142            | (110)            | 704              | 1,275            | (571)            | 1,700            |
| 6000-00 - Salaries & Wages - Other             | 22,159          | 22,298         | (140)            | 202,297          | 200,694          | 1,603            | 267,592          |
| <b>Total 6000-00 - 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>   |
| 6100-00 - Rent                                 |                 |                |                  |                  |                  |                  |                  |
| 6110-00 - Utilities                            | 129             | 140            | (11)             | 1,285            | 1,415            | (130)            | 1,855            |
| 6140-00 - Repairs & Maintenance                | 74              | 75             | (1)              | 334              | 675              | (341)            | 800              |
| 6150-00 - Office - Cleaning                    | 180             | 250            | (70)             | 1,692            | 2,250            | (558)            | 3,000            |
| 6100-00 - Rent - Other                         | 2,164           | 2,400          | (236)            | 19,458           | 20,576           | (1,119)          | 27,777           |
| <b>Total 6100-00 - 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>    |
| 6310-00 - Telephone                            |                 |                |                  |                  |                  |                  |                  |
| 6320-00 - Telephone                            | 913             | 549            | 364              | 4,995            | 4,941            | 54               | 6,588            |
| <b>Total 6310-00 - 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>     |
| 6420-00 - Mail - USPS                          | 53              | 0              | 53               | 133              | 0                | 133              | 0                |
| 6520-00 - Supplies                             |                 |                |                  |                  |                  |                  |                  |
| 6525-00 - Supplies- Computer                   | 0               |                |                  | 3,382            | 0                | 3,382            | 0                |
| 6520-00 - Supplies - Other                     | 104             | 1,716          | (1,612)          | 647              | 15,446           | (14,798)         | 20,694           |
| <b>Total 6520-00 - 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>20,694</b>    |
| 6700-00 - Equipment Support & Maintenance      | 0               | 13             | (13)             | 0                | 113              | (113)            | 150              |
| 6710-00 - Taxes, Licenses & Fees               | 0               | 13             | (13)             | 79               | 113              | (33)             | 150              |
| 6740-00 - Equipment Rental/Leasing             | 121             | 167            | (46)             | 972              | 1,500            | (528)            | 2,000            |
| 6800-00 - Training Seminars                    | 0               | 750            | (750)            | 0                | 6,750            | (6,750)          | 9,000            |
| 6900-00 - Professional Fees                    |                 |                |                  |                  |                  |                  |                  |
| 6910-00 - Professional Fees - Attorneys        | 0               | 125            | (125)            | 0                | 1,125            | (1,125)          | 1,500            |
| 6921-00 - Professional Fees - Other            | 0               | 1,125          | (1,125)          | 0                | 10,125           | (10,125)         | 13,500           |
| <b>Total 6900-00 - 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>    |
| 6941-00 - 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           |
| 6421-08 - 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>58,000</b>  | <b>(58,000)</b>  | <b>4,000</b>     | <b>228,300</b>   | <b>(224,300)</b> | <b>585,000</b>   |
| 6423-00 - Membership Activities                |                 |                |                  |                  |                  |                  |                  |
| 6442-00 - Public Relations/Website/Digital     | 0               |                |                  | 600              |                  |                  |                  |
| <b>Total 6423-00 - Membership Activities</b>   | <b>0</b>        | <b></b>        | <b></b>          | <b>600</b>       | <b></b>          | <b></b>          | <b></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)         | 2,315            | 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>58,000</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 Opportunities             | 850             | 7,917          | (7,067)          | 68,603           | 71,250           | (2,647)          | 95,000           |
| 8700-00 - Automobile Expenses                  | 26              | 138            | (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)            | 435              | 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>                    |                 |                |                  |                  |                  |                  |                  |
| Other Income                                   |                 |                |                  |                  |                  |                  |                  |
| 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>         |
| Other Expense                                  |                 |                |                  |                  |                  |                  |                  |
| 8990-00 - Allocated                            | 39,069          | 42,125         | (3,056)          | 317,524          | 398,051          | (60,527)         | 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          | 137,931  | 0        | 137,931        | 559,828          | (0)        | 559,828        | 0             |

**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>              |                |                |                |                  |                 |                 |                 |
| Income                                      |                |                |                |                  |                 |                 |                 |
| 4050-00 - County of Placer TOT Funding      | 34,884         | 34,884         | 0              | 289,837          | 289,837         | 0               | 384,054         |
| <b>Total Income</b>                         | <b>34,884</b>  | <b>34,884</b>  | <b>0</b>       | <b>289,837</b>   | <b>289,837</b>  | <b>0</b>        | <b>384,054</b>  |
| <b>Gross Profit</b>                         | <b>34,884</b>  | <b>34,884</b>  | <b>0</b>       | <b>289,837</b>   | <b>289,837</b>  | <b>0</b>        | <b>384,054</b>  |
| Expense                                     |                |                |                |                  |                 |                 |                 |
| 5000-00 - Salaries & Wages                  |                |                |                |                  |                 |                 |                 |
| 5010-00 - Sales Commissions                 | 0              | 0              | 0              | 2,108            | 0               | 2,108           | 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> | <b>20,686</b>  | <b>17,933</b>  | <b>2,752</b>   | <b>176,469</b>   | <b>161,401</b>  | <b>15,068</b>   | <b>215,201</b>  |
| 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>                 | <b>1,702</b>   | <b>1,405</b>   | <b>297</b>     | <b>15,082</b>    | <b>12,645</b>   | <b>2,437</b>    | <b>16,860</b>   |
| 5310-00 - Telephone                         |                |                |                |                  |                 |                 |                 |
| 5320-00 - Telephone                         | 681            | 267            | 414            | 3,762            | 2,400           | 1,362           | 3,200           |
| <b>Total 5310-00 - Telephone</b>            | <b>681</b>     | <b>267</b>     | <b>414</b>     | <b>3,762</b>     | <b>2,400</b>    | <b>1,362</b>    | <b>3,200</b>    |
| 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>             | <b>1,304</b>   | <b>158</b>     | <b>1,146</b>   | <b>1,635</b>     | <b>1,418</b>    | <b>217</b>      | <b>1,890</b>    |
| 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>                        | <b>24,470</b>  | <b>29,462</b>  | <b>(4,991)</b> | <b>240,491</b>   | <b>238,600</b>  | <b>1,891</b>    | <b>316,551</b>  |
| <b>Net Ordinary Income</b>                  | <b>10,414</b>  | <b>5,422</b>   | <b>4,991</b>   | <b>49,345</b>    | <b>51,236</b>   | <b>(1,891)</b>  | <b>67,503</b>   |
| <b>Other Income/Expense</b>                 |                |                |                |                  |                 |                 |                 |
| Other Expense                               |                |                |                |                  |                 |                 |                 |
| 8990-00 - Allocated                         | 5,027          | 5,422          | (396)          | 40,854           | 51,236          | (10,382)        | 67,503          |
| <b>Total Other Expense</b>                  | <b>5,027</b>   | <b>5,422</b>   | <b>(396)</b>   | <b>40,854</b>    | <b>51,236</b>   | <b>(10,382)</b> | <b>67,503</b>   |
| <b>Net Other Income</b>                     | <b>(5,027)</b> | <b>(5,422)</b> | <b>396</b>     | <b>(40,854)</b>  | <b>(51,236)</b> | <b>10,382</b>   | <b>(67,503)</b> |
| <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**

Accrual Basis

42 - Visitor Center

|   | Mar 21  | Budget  | \$ Over Budget | Jul '20 - Mar 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------|---------|----------------|------------------|------------|----------------|---------------|
| <b>Ordinary Income/Expense</b>            |         |         |                |                  |            |                |               |
| Income                                    |         |         |                |                  |            |                |               |
| 4650-00 - County of Placer TOT Funding    | 38,807  | 38,807  | 0              | 345,101          | 345,102    | (1)            | 457,711       |
| 46000 - Merchandise Sales                 |         |         |                |                  |            |                |               |
| 4602-00 - Non-Retail VIC Income           | 170     | 0       | 170            | 1,983            | 0          | 1,983          | 0             |
| 4604-00 - Retail Revenue - Other          | 0       | 0       | 0              | 560              | 0          | 560            | 0             |
| 46000 - Merchandise Sales - Other         | 4,908   | 5,000   | (92)           | 68,097           | 69,500     | 8,597          | 85,000        |
| Total 46000 - Merchandise Sales           | 5,078   | 5,000   | 78             | 70,840           | 69,500     | 11,140         | 85,000        |
| Total Income                              | 43,885  | 43,807  | 78             | 415,741          | 404,602    | 11,139         | 542,711       |
| Gross Profit                              | 43,885  | 43,807  | 78             | 415,741          | 404,602    | 11,139         | 542,711       |
| Expense                                   |         |         |                |                  |            |                |               |
| 5000-00 - Salaries & Wages                |         |         |                |                  |            |                |               |
| 5020-00 - P/R - Tax Expenses              | 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            | 848              | 736        | 212            | 882           |
| 5000-00 - Salaries & Wages - Other        | 8,618   | 15,568  | (6,950)        | 83,392           | 140,114    | (56,722)       | 185,818       |
| Total 5000-00 - Salaries & Wages          | 11,567  | 19,375  | (7,808)        | 108,603          | 174,375    | (65,772)       | 232,500       |
| 5100-00 - Rent                            |         |         |                |                  |            |                |               |
| 5110-00 - Utilities                       | 490     | 563     | (93)           | 3,985            | 5,250      | (1,265)        | 7,000         |
| 5140-00 - Repairs & Maintenance           | 248     | 458     | (211)          | 1,114            | 4,125      | (3,011)        | 6,500         |
| 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        |
| Total 5100-00 - Rent                      | 7,136   | 8,121   | (985)          | 62,680           | 73,087     | (10,407)       | 97,450        |
| 5310-00 - Telephone                       |         |         |                |                  |            |                |               |
| 5320-00 - Telephone                       | 578     | 238     | 341            | 2,940            | 2,138      | 802            | 2,850         |
| Total 5310-00 - Telephone                 | 578     | 238     | 341            | 2,940            | 2,138      | 802            | 2,850         |
| 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            | 28,250     | (23,261)       | 35,000        |
| Total 5520-00 - Supplies                  | 420     | 2,992   | (2,572)        | 3,074            | 28,925     | (23,851)       | 35,900        |
| 5610-00 - Depreciation                    | 153     | 0       | 153            | 588              | 0          | 588            | 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       | 1,687   | (1,687)        | 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              |         |         |                |                  |            |                |               |
| 81100 - 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           | 28,597     | 9,501          | 38,000        |
| Total 8100-00 - Cost of Goods Sold        | 2,682   | 2,360   | 322            | 38,045           | 27,722     | 10,324         | 39,500        |
| 8200-00 - Associate Relations             | 0       | 17      | (17)           | 112              | 150        | (38)           | 200           |
| 8500-00 - Credit Card Fees                | 149     | 235     | (86)           | 2,584            | 2,797      | (213)          | 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         |
| Total Expense                             | 23,046  | 38,745  | (13,699)       | 223,987          | 337,868    | (113,881)      | 454,800       |
| Net Ordinary Income                       | 20,839  | 7,062   | 13,777         | 191,754          | 66,734     | 125,020        | 87,911        |
| Other Income/Expense                      |         |         |                |                  |            |                |               |
| Other Expense                             |         |         |                |                  |            |                |               |
| 8990-00 - Allocated                       | 7,227   | 7,062   | 165            | 58,736           | 66,734     | (7,998)        | 87,921        |
| Total Other Expense                       | 7,227   | 7,062   | 165            | 58,736           | 66,734     | (7,998)        | 87,921        |
| Net Other Income                          | (7,227) | (7,062) | (165)          | (58,736)         | (66,734)   | 7,998          | (87,921)      |
| Net Income                                | 13,612  | 0       | 13,612         | 133,018          | 0          | 133,018        | (10)          |

# 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>              |                |                |                |                 |                 |                 |                 |
| Income                                      |                |                |                |                 |                 |                 |                 |
| 4050-00 - County of Placer TOT Funding      | 19,753         | 19,753         | 0              | 153,161         | 153,161         | 0               | 218,419         |
| <b>Total Income</b>                         | <b>19,753</b>  | <b>19,753</b>  | <b>0</b>       | <b>153,161</b>  | <b>153,161</b>  | <b>0</b>        | <b>218,419</b>  |
| <b>Gross Profit</b>                         | <b>19,753</b>  | <b>19,753</b>  | <b>0</b>       | <b>153,161</b>  | <b>153,161</b>  | <b>0</b>        | <b>218,419</b>  |
| Expense                                     |                |                |                |                 |                 |                 |                 |
| 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> | <b>2,301</b>   | <b>4,586</b>   | <b>(2,285)</b> | <b>17,498</b>   | <b>41,272</b>   | <b>(23,774)</b> | <b>55,029</b>   |
| 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>                 | <b>85</b>      | <b>0</b>       | <b>85</b>      | <b>751</b>      | <b>0</b>        | <b>751</b>      | <b>0</b>        |
| 5310-00 - Telephone                         |                |                |                |                 |                 |                 |                 |
| 5320-00 - Telephone                         | 31             | 0              | 31             | 164             | 0               | 164             | 0               |
| <b>Total 5310-00 - Telephone</b>            | <b>31</b>      | <b>0</b>       | <b>31</b>      | <b>164</b>      | <b>0</b>        | <b>164</b>      | <b>0</b>        |
| 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>             | <b>3,754</b>   | <b>2,083</b>   | <b>1,670</b>   | <b>12,003</b>   | <b>18,750</b>   | <b>(6,747)</b>  | <b>25,000</b>   |
| 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>    | <b>9,900</b>   | <b>10,000</b>  | <b>(101)</b>   | <b>48,320</b>   | <b>64,000</b>   | <b>(15,681)</b> | <b>100,000</b>  |
| 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>                        | <b>16,161</b>  | <b>16,669</b>  | <b>(508)</b>   | <b>78,945</b>   | <b>124,022</b>  | <b>(45,077)</b> | <b>180,029</b>  |
| <b>Net Ordinary Income</b>                  | <b>3,592</b>   | <b>3,084</b>   | <b>508</b>     | <b>74,216</b>   | <b>29,139</b>   | <b>45,077</b>   | <b>38,390</b>   |
| <b>Other Income/Expense</b>                 |                |                |                |                 |                 |                 |                 |
| Other Expense                               |                |                |                |                 |                 |                 |                 |
| 8990-00 - Allocated                         | 2,860          | 3,084          | (223)          | 23,247          | 29,139          | (5,892)         | 38,390          |
| <b>Total Other Expense</b>                  | <b>2,860</b>   | <b>3,084</b>   | <b>(223)</b>   | <b>23,247</b>   | <b>29,139</b>   | <b>(5,892)</b>  | <b>38,390</b>   |
| <b>Net Other Income</b>                     | <b>(2,860)</b> | <b>(3,084)</b> | <b>223</b>     | <b>(23,247)</b> | <b>(29,139)</b> | <b>5,892</b>    | <b>(38,390)</b> |
| <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>                   |        |        |                |                  |            |                |               |
| Income   |        |        |                |                  |            |                |               |
| 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        |
| Total 4250-01 - Community Awards                 | 0      | 0      | 0              | 0                | 0          | 0              | 58,000        |
| 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         |
| Total 4251-00 - Tues AM Breakfast Club           | 500    | 750    | (250)          | 500              | 3,550      | (3,050)        | 6,000         |
| 4250-00 - Revenues-Membership Activities - Other | 2,320  | 0      | 2,320          | 5,490            | 0          | 5,490          | 0             |
| Total 4250-00 - Revenues-Membership Activities   | 2,820  | 2,250  | 570            | 5,990            | 9,550      | (3,560)        | 72,500        |
| 4253-00 - Revenue- Other                         | 0      | 500    | (500)          | 0                | 1,000      | (1,000)        | 2,500         |
| Total Income                                     | 14,411 | 13,167 | 1,245          | 110,174          | 104,300    | 5,874          | 200,000       |
| Gross Profit                                     | 14,411 | 13,167 | 1,245          | 110,174          | 104,300    | 5,874          | 200,000       |
| Expense  |        |        |                |                  |            |                |               |
| 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        |
| Total 5000-00 - Salaries & Wages                 | 5,461  | 6,667  | (1,206)        | 34,708           | 60,000     | (25,292)       | 80,000        |
| 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         |
| Total 5100-00 - Rent                             | 678    | 737    | (59)           | 5,864            | 6,837      | (774)          | 8,850         |
| 5310-00 - Telephone                              |        |        |                |                  |            |                |               |
| 5320-00 - Telephone                              | 205    | 121    | 84             | 1,044            | 1,087      | (44)           | 1,450         |
| Total 5310-00 - Telephone                        | 205    | 121    | 84             | 1,044            | 1,087      | (44)           | 1,450         |
| 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         |
| Total 5520-00 - Supplies                         | 23     | 167    | (143)          | 164              | 1,500      | (1,338)        | 2,000         |
| 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         |
| Total 5900-00 - Professional Fees                | 0      | 500    | (500)          | 0                | 1,000      | (1,000)        | 1,000         |
| 6423-00 - Membership Activities                  |        |        |                |                  |            |                |               |
| 6434-00 - Community Awards Dinner                | 0      | 0      | 0              | 295              | 0          | 295            | 28,000        |
| 6436-00 - Membership - Wn/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/Digital       | 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         |
| Total 6423-00 - Membership Activities            | 644    | 1,246  | (602)          | 5,893            | 9,763      | (3,870)        | 42,000        |
| 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             |
| Total Expense                                    | 7,231  | 9,717  | (2,486)        | 86,718           | 82,500     | 4,218          | 140,500       |
| Net Ordinary Income                              | 7,180  | 3,450  | 3,730          | 23,457           | 21,800     | 1,656          | 59,500        |
| Other Income/Expense                             |        |        |                |                  |            |                |               |
| Other Expense                                    |        |        |                |                  |            |                |               |
| 8990-00 - Allocated                              | 2,234  | 2,407  | (173)          | 18,157           | 22,741     | (4,584)        | 29,961        |
| Total Other Expense                              | 2,234  | 2,407  | (173)          | 18,157           | 22,741     | (4,584)        | 29,961        |

**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 |
|------------------|--------------|--------------|----------------|------------------|--------------|----------------|---------------|
| Net Other Income | (2,234)      | (2,407)      | 173            | (18,157)         | (22,741)     | 4,584          | (29,961)      |
| Net Income       | <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**

Accrual Basis

**70 - Administration**

|   | 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>                              |                 |                 |                |                  |                  |                  |                  |
| 6000-00 - Salaries & Wages                  |                 |                 |                |                  |                  |                  |                  |
| 6020-00 - P/R - Tax Expense                 | 2,596           | 2,250           | 346            | 20,001           | 20,250           | (249)            | 27,000           |
| 6030-00 - P/R - Health Insurance Expense    | 1,809           | 3,282           | (1,485)        | 28,604           | 29,625           | (2,821)          | 39,500           |
| 6040-00 - P/R - Workmans Comp               | 105             | 184             | (90)           | (350)            | 1,749            | (2,099)          | 2,332            |
| 6060-00 - 401 (K)                           | (148)           | 1,250           | (1,398)        | 87               | 11,250           | (11,183)         | 15,000           |
| 6070-00 - Other Benefits and Expenses       | 56              | 117             | (60)           | 874              | 1,050            | (176)            | 1,400            |
| 6000-00 - Salaries & Wages - Other          | 39,559          | 33,527          | 6,032          | 287,718          | 301,740          | (14,022)         | 402,320          |
| <b>Total 6000-00 - 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>   |
| 6100-00 - Rent                              |                 |                 |                |                  |                  |                  |                  |
| 6110-00 - Utilities                         | 153             | 125             | 28             | 1,457            | 1,125            | 332              | 1,500            |
| 6140-00 - Repairs & Maintenance             | 879             | 325             | 554            | 4,064            | 2,925            | 1,139            | 3,800            |
| 6150-00 - Office - Cleaning                 | 223             | 250             | (27)           | 1,962            | 2,250            | (289)            | 3,000            |
| 6100-00 - Rent - Other                      | 2,745           | 1,893           | 852            | 24,581           | 17,040           | 7,541            | 22,720           |
| <b>Total 6100-00 - 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>    |
| 6310-00 - Telephone                         |                 |                 |                |                  |                  |                  |                  |
| 6320-00 - Telephone                         | 1,402           | 750             | 652            | 8,768            | 6,750            | 2,018            | 9,000            |
| <b>Total 6310-00 - 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>     |
| 6420-00 - Mail - USPS                       | 61              | 83              | (22)           | 483              | 750              | (267)            | 1,000            |
| 6510-00 - Insurance/Bonding                 | 269             | 1,692           | (1,423)        | 8,815            | 15,225           | (6,411)          | 20,300           |
| 6520-00 - Supplies                          |                 |                 |                |                  |                  |                  |                  |
| 6525-00 - Supplies - Computer               | 60              | 167             | (107)          | 2,517            | 1,500            | 1,017            | 2,000            |
| 6520-00 - Supplies - Other                  | 324             | 603             | (279)          | 2,324            | 5,423            | (3,099)          | 7,230            |
| <b>Total 6520-00 - 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>     |
| 6610-00 - Depreciation                      | 0               | 0               | 0              | 349              | 0                | 349              | 0                |
| 6700-00 - Equipment Support & Maintenance   | 2,553           | 2,250           | 303            | 19,479           | 20,250           | (771)            | 27,000           |
| 6710-00 - Taxes, Licenses & Fees            | 1,380           | 1,000           | 380            | 10,676           | 9,000            | 1,676            | 12,000           |
| 6740-00 - Equipment Rental/Leasing          | 142             | 417             | (275)          | 1,128            | 3,750            | (2,622)          | 5,000            |
| 6800-00 - Training Seminars                 | 0               | 667             | (667)          | 376              | 6,000            | (5,624)          | 8,000            |
| 6900-00 - Professional Fees                 |                 |                 |                |                  |                  |                  |                  |
| 6910-00 - Professional Fees - Attorneys     | 0               | 625             | (625)          | 2,380            | 5,625            | (3,245)          | 7,500            |
| 6920-00 - Professional Fees - Accountant    | 0               | 0               | 0              | 21,800           | 26,000           | (4,200)          | 26,000           |
| 6921-00 - Professional Fees - Other         | 0               | 1,625           | (1,625)        | 0                | 14,625           | (14,625)         | 19,500           |
| <b>Total 6900-00 - Professional Fees</b>    | <b>0</b>        | <b>2,250</b>    | <b>(2,250)</b> | <b>24,160</b>    | <b>46,250</b>    | <b>(22,070)</b>  | <b>53,000</b>    |
| 6941-00 - 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            |
| 8500-00 - Additional Opportunities          | 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            |
| 8760-00 - 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             |                 |                | 114              |                  |                  |                  |
| 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                         | (58,417)        | (60,100)        | 3,683          | (458,518)        | (567,902)        | 109,384          | (748,202)        |
| <b>Total Other Expense</b>                  | <b>(58,417)</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 RESORT ASSOCIATION (NLTRA)

## Employee Expense Report

Month/Yr March 2021Employee 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        |                     |                      |                                    |            |               |               |  |
| MILEAGE REIMBURSEMENT                             |          |                     |                      |                                    |            |               |               |  |
|   | Attach 1 |                     | Mileage              | See Attached Mileage Report        |            | \$ 123.76     | 8700-00-70    |  |
|   |          |                     |                      | Mileage Reimbursed Through Payroll |            |               |               |  |
| TOTAL - CREDIT CARD EXPENSES                      |          |                     |                      |                                    | \$210.43   |               |               |  |
| TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET) |          |                     |                      |                                    |            | \$123.76      |               |  |

Signed By: Jeff HentzDate: 4/13/2021Approved By: Jim PhelanDate: 4/29/2021

| ACCOUNTING    |              |                             |                                  |              |  |
|---------------|--------------|-----------------------------|----------------------------------|--------------|--|
| DATE RECEIVED | DATE ENTERED | Accounting Manager APPROVAL | Accounting Manager APPROVAL DATE | DATE SCANNED |  |
|               |              | <u>DVS</u>                  | 4/13/2021                        |              |  |




**BANK of the WEST**  
 BNP PARIBAS

 BANKCARD CENTER  
 PO BOX 84043  
 COLUMBUS GA 31908-4043

## MEMO STATEMENT

|                |                     |
|----------------|---------------------|
| Account Number | XXXX-XXXX-0150-4616 |
| Statement Date | MAR 28, 2021        |
| Total Activity | \$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<br>XXXX-XXXX-0150-4616 | Purchases<br>& Other Debits | + | Cash<br>Advances | - | Credits | = | Total<br>Activity |
|--------------------------------------|-----------------------------|---|------------------|---|---------|---|-------------------|
| Account Total                        | \$210.43                    |   | \$0.00           |   | \$0.00  |   | \$210.43          |

## ACCOUNT ACTIVITY

| Posting<br>Date | Transaction<br>Date | Reference Number        | Transaction Description   | Amount |
|-----------------|---------------------|-------------------------|---|--------|
| 03-10           | 03-09               | 55432861069200702202723 | PANERA BREAD #202221 P AUBURN CA<br>Tran: 0000000000000000 Tax ID: 300875363 Mer Ref: 033742 Mer Zip: 95603   | 8.67   |
| 03-10           | 03-09               | 55432861069200702202988 | PANERA BREAD #202221 P AUBURN CA<br>Tran: 0000000000000000 Tax ID: 300875363 Mer Ref: 050602 Mer Zip: 95603   | 8.77   |
| 03-11           | 03-10               | 55432861069200767630370 | SPRINGHILL SUITES AUBURN CA<br>Arrival Date: 03/10/21 Departure Date: 03/10/21 Invoice Number: 069009<br>Tax ID: 474168012 Mer Ref: 001616 Mer Zip: 95603 | 134.16 |
| 03-16           | 03-15               | 02305371075000518212453 | TST* EVERYTHING IS ROS TAHOE CITY CA<br>Tax ID: 680190368 Mer Zip: 96145 Origin Zip: 96145  | 58.83  |

 A  
 B  
 C  
 D

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

#### IMPORTANT INFORMATION ABOUT THIS STATEMENT

**Payments.** You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "Now 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.

uned - TBID  
mtg - Auburn

REPRINT

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.

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

|               |      |
|---------------|------|
| Soup          | 6.79 |
| le            |      |
| n Bgl         | 1.49 |
| total         | 8.28 |
|               | 0.49 |
| tuity         | 0.00 |
| al            | 3.77 |
| ter Card      | 8.77 |
| st: *****4616 |      |
| hCode: 050602 |      |
| ns#: 00000089 |      |

Use your MyPanera card,  
receipt and enter the code  
mypanera.com/missedvisit.

Let? Ask an associate for  
card and join today!

8-8779-0696-3936-46

panerabread.com

Drive Thru  
Number is: 1340347  
Pager: Guest347 0

Customer Copy \*\*\*

REPRINT

TBID - W BOS  
Breakfast

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.

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

|                      |      |
|----------------------|------|
| 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 |      |

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

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

To Go  
Your Order Number is: 115845  
Customer / Pager: Jeffrey 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 #: MCXXXXXXXXXXXX4616XXXX  
 Amount: 134.16 Auth: 001616  
 This card was electronically swiped on 08Mar21

|                 |             |
|-----------------|-------------|
| <b>BALANCE:</b> | <b>0.00</b> |
|-----------------|-------------|

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.

See our "Privacy & Cookie Statement" on Marriott.com.

C

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To plan your next stay, visit [springhillsuites.com](http://springhillsuites.com).

## TBID Meeting with Jim Phelan



Everything Is Rosie

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

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

Table 102

|              |         |
|--------------|---------|
| 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   |

Powered by Toast





## north lake tahoe

Chamber | CVB | Resort Association

Date: 4/30/2021

TO: NLTRA Board of Directors

FROM: Jeff Hentz

RE: Capital Projects Advisory Committee Appointment Replacing Greg Gooding with Drew Conly

---

### Action(s) Requested:

Board approval of Drew Conly replacing Greg Gooding in the dedicated Lodging Seat on the Capital Project Advisory Committee.

### Background:

In 2017, through negotiations with NLTRA, Placer County formed a new Capital Projects Advisory Committee (CAP) to make recommendations on expenditure of the TOT funds dedicated to infrastructure projects. There are 13 seats on the CAP Committee through agreement with the County CEO's office, the NLTRA has two appointments as representatives of the NLTRA. Additionally, it was agreed that the NLTRA would recommend the appointment for the "lodging" seat. Currently the NLTRA seats are filled by former NLTRA Board Member: Ron Parson, Granlibakken Tahoe Resort and current NLTRA Board Member: Jim Phelan, Tahoe City Marina.

Greg Gooding from the Resort at Squaw Creek served in the dedicated Lodging Seat and has requested that Drew Conly from the Resort at Squaw Creek take over his seat.

### Fiscal Impact:

There is no fiscal impact by taking this action.

### Attachments:

None

## Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1572 Units ('DestiMetrics Census\*\*') and 48.67% of 3229 total units in the North Lake Tahoe destination ('Destination Census\*\*\*')

| Last Month Performance: Current YTD vs. Previous YTD   |                    | 2020/21 | 2018/19 | Year over Year Variance |
|--|--------------------|---------|---------|-------------------------|
| North Lake Tahoe Occupancy for last month (Jan) changed by (-45.7%)  | Occupancy (Jan) :  | 30.9%   | 57.0%   | -45.7%                  |
| North Lake Tahoe ADR for last month (Jan) changed by (4.7%)  | ADR (Jan) :        | \$ 381  | \$ 364  | 4.7%                    |
| North Lake Tahoe RevPAR for last month (Jan) changed by (-43.2%)   | RevPAR (Jan) :     | \$ 118  | \$ 207  | -43.2%                  |
| Next Month Performance: Current YTD vs. Previous YTD   |                    |         |         |                         |
| North Lake Tahoe Occupancy for next month (Feb) changed by (-23.7%)  | Occupancy (Feb) :  | 42.6%   | 55.8%   | -23.7%                  |
| North Lake Tahoe ADR for next month (Feb) changed by (18.3%)   | ADR (Feb) :        | \$ 472  | \$ 399  | 18.3%                   |
| North Lake Tahoe RevPAR for next month (Feb) changed by (-9.7%)  | RevPAR (Feb) :     | \$ 201  | \$ 223  | -9.7%                   |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD  |                    |         |         |                         |
| North Lake Tahoe Occupancy for the past 6 months changed by (-31.5%)   | Occupancy          | 34.9%   | 50.9%   | -31.5%                  |
| North Lake Tahoe ADR for the past 6 months changed by (15.3%)  | ADR                | \$ 391  | \$ 339  | 15.3%                   |
| North Lake Tahoe RevPAR for the past 6 months changed by (-21.0%)  | RevPAR             | \$ 136  | \$ 173  | -21.0%                  |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD  |                    |         |         |                         |
| North Lake Tahoe Occupancy for the future 6 months changed by (-15.3%)   | Occupancy          | 20.8%   | 24.6%   | -15.3%                  |
| North Lake Tahoe ADR for the future 6 months changed by (26.1%)  | ADR                | \$ 467  | \$ 370  | 26.1%                   |
| North Lake Tahoe RevPAR for the future 6 months changed by (6.7%)  | RevPAR             | \$ 97   | \$ 91   | 6.7%                    |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2021 vs. Previous Year  |                    |         |         |                         |
| Rooms Booked during last month (Jan,21) compared to Rooms Booked during the same period last year (Jan,19) for all arrival dates has changed by (-26.9%) | Booking Pace (Jan) | 6.9%    | 9.4%    | -26.9%                  |

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

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

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## Monthly Report March 2021

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

|                                     | <u>FY 20/21</u> | <u>FY 19/20</u> | <u>Variance</u> |
|-------------------------------------|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 3/31/21: | \$423,363       | \$2,652,761     | -84%            |
| Number of Room Nights:              | 2,423           | 10938           | -78%            |
| Number of Delegates:                | 2936            | 6956            | -58%            |
| Annual Revenue Goal:                | \$2,000,000     | \$2,500,000     | -20%            |

| <u>Monthly Detail/Activity</u>  | <u>March-21</u> | <u>March-20</u> |      |
|---------------------------------|-----------------|-----------------|------|
| <u>Number of Groups Booked:</u> | 1               | 4               |      |
| Revenue Booked:                 | \$2,197         | \$247,127       | -99% |
| Room Nights:                    | 35              | 830             | -96% |
| Number of Delegates:            | 50              | 314             | -84% |
| Booked Group Types:             | Smf             | 4 Corp.         |      |
| Lost Business, # of Groups:     | 6               | 10              |      |

| <u>Arrived in the month</u> | <u>March-21</u> | <u>March-20</u> |  |
|-----------------------------|-----------------|-----------------|--|
| Number of Groups:           | 0               | 0               |  |
| Revenue Arrived:            | \$0             | \$0             |  |
| Room Nights:                | 0               | 0               |  |
| Number of Delegates:        | 0               | 0               |  |
| Arrived Group Types:        | 0               | 0               |  |

| <u>Monthly Detail/Activity</u>  | <u>February-21</u> | <u>February-20</u> |      |
|---------------------------------|--------------------|--------------------|------|
| <u>Number of Groups Booked:</u> | 1                  | 1                  |      |
| Revenue Booked:                 | \$12,537           | \$6,519            | 92%  |
| Room Nights:                    | 45                 | 51                 | -12% |
| Number of Delegates:            | 10                 | 17                 | -41% |
| Booked Group Types:             | Corp               | 1 Assoc.           |      |
| Lost Business, # of Groups:     | 6                  | 13                 |      |

| <u>Arrived in the month</u> | <u>February-21</u> | <u>February-20</u> |      |
|-----------------------------|--------------------|--------------------|------|
| Number of Groups:           | 1                  | 4                  |      |
| Revenue Arrived:            | \$12,537           | \$222,088          | -94% |
| Room Nights:                | 45                 | 1070               | -96% |
| Number of Delegates:        | 10                 | 578                | -98% |
| Arrived Group Types:        | Corp.              | 3 Corp., 1 Assoc.  |      |

| <u>Monthly Detail/Activity</u>  | <u>January-21</u> | <u>January-20</u> |  |
|---------------------------------|-------------------|-------------------|--|
| <u>Number of Groups Booked:</u> | 0                 | 4                 |  |
| Revenue Booked:                 | \$0               | \$103,336         |  |

|                             |   |                   |
|-----------------------------|---|-------------------|
| Room Nights:                | 0 | 418               |
| Number of Delegates:        | 0 | 298               |
| Booked Group Types:         |   | 1 Corp., 3 Assoc. |
| Lost Business, # of Groups: | 3 | 29                |

|                             |                   |                   |       |
|-----------------------------|-------------------|-------------------|-------|
| <u>Arrived in the month</u> | <u>January-21</u> | <u>January-20</u> |       |
| Number of Groups:           | 0                 | 4                 |       |
| Revenue Arrived:            | \$0               | \$330,384         |       |
| Room Nights:                | 0                 | 1522              | -100% |
| Number of Delegates:        | 0                 | 578               |       |
|                             |                   | 2 Corp., 2 Assoc. |       |
| Arrived Group Types:        | 0                 |                   |       |

|                                 |                    |                           |       |
|---------------------------------|--------------------|---------------------------|-------|
| <b>Monthly Detail/Activity</b>  | <u>December-20</u> | <u>December-19</u>        |       |
| <u>Number of Groups Booked:</u> | 0                  | 4                         |       |
| Revenue Booked:                 | \$0                | \$155,480                 | -100% |
| Room Nights:                    | 0                  | 687                       | -100% |
| Number of Delegates:            | 0                  | 197                       | -100% |
|                                 |                    | 2 Corp, 1 Assoc., 1 Govt. |       |
| Booked Group Types:             |                    |                           |       |
| Lost Business, # of Groups:     | 1                  | 22                        | -95%  |

|                             |                    |                    |       |
|-----------------------------|--------------------|--------------------|-------|
| <u>Arrived in the month</u> | <u>December-20</u> | <u>December-19</u> |       |
| Number of Groups:           | 0                  | 2                  |       |
| Revenue Arrived:            | \$0                | \$55,138           | -100% |
| Room Nights:                | 0                  | 441                | -100% |
| Number of Delegates:        | 0                  | 363                |       |
|                             |                    | 1 Corp., 1 Assoc.  |       |
| Arrived Group Types:        |                    |                    |       |

|                                 |                    |                          |      |
|---------------------------------|--------------------|--------------------------|------|
| <b>Monthly Detail/Activity</b>  | <u>November-20</u> | <u>November-19</u>       |      |
| <u>Number of Groups Booked:</u> | 1                  | 9                        |      |
| Revenue Booked:                 | \$33,881           | \$587,681                | -94% |
| Room Nights:                    | 94                 | 2328                     | -96% |
| Number of Delegates:            | 65                 | 1151                     | -94% |
|                                 |                    | 3 Corp., 5 Assoc., 1 SMF |      |
| Booked Group Types:             | 1 CA Assoc.        |                          |      |
| Lost Business, # of Groups:     | 2                  | 40                       | -95% |

|                             |                    |                    |       |
|-----------------------------|--------------------|--------------------|-------|
| <u>Arrived in the month</u> | <u>November-20</u> | <u>November-19</u> |       |
| Number of Groups:           | 0                  | 2                  |       |
| Revenue Arrived:            | \$0                | \$66,659           | -100% |
| Room Nights:                | 0                  | 380                | -100% |
| Number of Delegates:        | 0                  | 447                |       |
| Arrived Group Types:        |                    | 2 Corp.            |       |

|                                |                   |                   |
|--------------------------------|-------------------|-------------------|
| <b>Monthly Detail/Activity</b> | <u>October-20</u> | <u>October-19</u> |
|--------------------------------|-------------------|-------------------|

|  |           |            |       |
|--|-----------|------------|-------|
| <b><u>Number of Groups Booked:</u></b> | 2         | 7          |       |
| Revenue Booked:                        | \$136,331 | \$580,148  | -77%  |
| Room Nights:                           | 569       | 1106       | -49%  |
| Number of Delegates:                   | 250       | 3212       | -92%  |
|  |           | 3 Corp., 4 |       |
| Booked Group Types:                    | 2 Corp.   | Assoc.     |       |
| Lost Business, # of Groups:            | 0         | 48         | -100% |

|                                    |                          |                          |       |
|------------------------------------|--------------------------|--------------------------|-------|
| <b><u>Arrived in the month</u></b> | <b><u>October-20</u></b> | <b><u>October-19</u></b> |       |
| Number of Groups:                  | 0                        | 4                        |       |
| Revenue Arrived:                   | \$0                      | \$166,169                | -100% |
| Room Nights:                       | 0                        | 825                      | -100% |
| Number of Delegates:               | 0                        | 365                      |       |
|                                    |                          | 3 Corp., 1               |       |
| Arrived Group Types:               |                          | Assoc.                   |       |

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

|                                    |                            |                            |       |
|------------------------------------|----------------------------|----------------------------|-------|
| <b><u>Arrived in the month</u></b> | <b><u>September-20</u></b> | <b><u>September-19</u></b> |       |
| Number of Groups:                  | 0                          | 9                          |       |
| Revenue Arrived:                   | \$0                        | \$493,612                  | -100% |
| Room Nights:                       | 0                          | 2281                       | -100% |
| Number of Delegates:               | 0                          | 697                        |       |
|                                    | 1 Corp, 1 Non-             | 5 Corp., 3                 |       |
| Arrived Group Types:               | Profit                     | Assoc., 1 Govt.            |       |

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

|                                    |                         |                         |      |
|------------------------------------|-------------------------|-------------------------|------|
| <b><u>Arrived in the month</u></b> | <b><u>August-20</u></b> | <b><u>August-19</u></b> |      |
| Number of Groups:                  | 1                       | 10                      |      |
| Revenue Arrived:                   | \$6,965                 | \$875,661               | -99% |
| Room Nights:                       | 53                      | 3335                    | -98% |
| Number of Delegates:               | 17                      | 2141                    |      |
| Arrived Group Types:               | 1 Corp                  | 9 Corp., 1 Assn.        |      |

| Monthly Detail/Activity                | <u>July-20</u>                | <u>July-19</u>            |       |
|--|-------------------------------|---------------------------|-------|
| <b><u>Number of Groups Booked:</u></b> | <b>0</b>                      | <b>6</b>                  |       |
| Revenue Booked:                        | \$0                           | \$138,643                 | -100% |
| Room Nights:                           | 0                             | 591                       | -100% |
| Number of Delegates:                   | 0                             | 335                       | -100% |
|  |                               | 3 Corp, 2 SMF,            |       |
| Booked Group Types:                    | 0                             | 1 Govt.                   |       |
| Lost Business, # of Groups:            | 0                             | 28                        |       |
| <br><b><u>Arrived in the month</u></b> | <br><b><u>July-20</u></b>     | <br><b><u>July-19</u></b> |       |
| Number of Groups:                      | 2                             | 8                         |       |
| Revenue Arrived:                       | \$21,415                      | \$359,396                 | -94%  |
| Room Nights:                           | 80                            | 1666                      | -95%  |
| Number of Delegates:                   | 39                            | 2160                      |       |
|  |                               | 2 Corp, 2                 |       |
|  |                               | Assoc, 2 SMF,             |       |
| Arrived Group Types:                   | 1 CA Assoc.                   | 2 Non-Profit              |       |
|  |                               |                           |       |
|  | <b><u>Current Numbers</u></b> | <b><u>Goals</u></b>       |       |
| For 2021/22:                           | <b>\$1,555,255</b>            | <b>\$1,200,000</b>        |       |
| For 2022/23:                           | <b>\$223,464</b>              | <b>\$500,000</b>          |       |

|  |           |
|--|-----------|
| NUMBER OF LEADS Generated as of 3/31/21: | <b>64</b> |
| YTD 3/31/20:                             | 234       |
| YTD 3/31/19:                             | 266       |

**Total Number of Leads Generated in Previous Years:**

|            |     |
|------------|-----|
| 2019/2020  | 252 |
| 2018/2019  | 320 |
| 2017/2018  | 302 |
| 2016/2017  | 244 |
| 2015/2016  | 194 |
| 2014/2015  | 175 |
| 2013/2014  | 172 |
| 2012/2013: | 171 |
| 2011/2012: | 119 |



March 2021

## Meetings & Conventions Report

### **NEW MEETINGS & RFPs DISTRIBUTED:**

1. Interact - Winter Retreat, December 2-5, 2021, 300 room nights, 200 people
2. California Bus Association - Annual Conference, October 20-25, 2023, 487 room nights, 225 people
3. HPN Global - July 2021 Meeting, July 15-17, 2021, 40 room nights, 20 people
4. American Institutes for Research - Pathways to Success Training, August 2-4, 2021, 40 room nights, 20 people
5. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Tournament - Teams Courtesy Rates & Discounts, June 17-20, 2021, 650 room nights, 2,000 people
6. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Tournament - Event Staff and Referees, June 17-20, 2021, 60 room nights, 20 people
7. Aria Travel Service - Commonwealth Homicide Program, November 7-13, 2021, 352 room nights, 50 people
8. ZipRecruiter - President's Chair - ISO, March 3-6, 2022, 48 room nights, 54 people
9. Freedom Financial Network- 2022 President's Club, April 6-11, 2021, 440 room nights, 220 people
10. HPN Global - 76501 Corporate HR Planning Meeting, September 20-24, 2021, 115 room nights, 35 people
11. Lamont Associates - ASHA July 2021, July 24-28, 2021, 105 room nights, 35 people
12. National Association of Women in Construction - 2021 Board Orientation, July 15-18, 2021, 60 room nights, 20 people
13. Nevada National Guard, June 11-12, 2021, 56 room nights, 53 people
14. CANVAS Meetings & Events - Ski Trip, February 3-6, 2022, 92 room nights, 200 people
15. Conference of California Public Utility Counsel - Annual Meeting- April 24-26, 2022, 300 room nights, 130 people

### **NEW INQUIRIES:**

1. HPN Global - 276215 Top Agent Trip, May 6-9, 2021, 60 room nights, 40 people
2. HPN Global - 76191 Administration Team Offsite, July 11-14, 2021, 24 room nights, 8 people
3. Colorplast Corp - 2021 Wound and Skin National Sales Meeting, November 13-19, 2021, 418 room nights, 105 people
4. Siemens Corporation - 40088- Si West Region Sales Meeting, October 11-13, 2021, 255 room nights, 125 people
5. State Farm Insurance - Overflow - 2021 NCMA SVP Club Overflow Block, August 9-14, 2021, 450 room nights, 90 people
6. Swim USA - April 2020 Photo Shoot, April 18-20, 2021, 33 room nights, 10 people
7. Asset Mark, Inc. - Platinum 2021, August 30-September 1, 2021, 255 room nights, 125 people

### **NEW PROSPECTS:**

1. Inland Marine Underwriters Association - Annual Meeting, May 2023, 1200 room nights, 300 people
2. Juniper Project - Staff Retreat, August 2021, 136 room nights, 40 people

### **NEW DEFINITES:**

1. Palffy Wedding, October 1-2, 2021, \$2197.00 room revenue, 15 room nights,
3. 101 Lacrosse, June 18-20, 2021, \$2250.00 room revenue, 10 room nights,
4. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Team Courtesy Rates, \$4,567.42 room revenue, 32 room nights

### **CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS**

- March 12, Staff attended CVENT Group Business Insights from February 2021. Click on [CVENT Group Business Insights](#) for the slide show recap.
- Staff continues to add new planners from MPI to the database.
- Staff continues to reach out and add new HelmsBriscoe Associates
- (2) Newsletters were distributed
  - March 15<sup>th</sup> an eblast went out to 1016 planners in Central and Southeast states with updates on state openings. This e-blast had a 13% open rate.
  - March 26<sup>th</sup> an eblast sent out to discuss state openings and incentives for fall 2021 and beyond. This was specific to west coast meeting planners.

### **SITE VISITS & SALES CALLS:**

- Staff assisted in setting up site visit for Employers Holdings site visit for March 15, 2021. This annual Board of Directors Retreat for September 2021, 84 room nights and 20 people. This program visited the Hyatt Lake Tahoe, Ritz Carlton Lake Tahoe and PlumpJack Squaw Valley Inn

### **TRADE SHOWS & EVENTS:**

- Both Bart and Greg attended Connect Cyber - March 2-3, 2021, Connect Cyber, hosting a total of 34 appointments. To review the Connect Cyber Recap, please [click here](#).
- Sarah Winters and Bart Peterson attended DMA West Summit and attended various webinars including: DMO Data Clutter – How to Capture the Correct Data, Great Marketing Comes with Great Responsibility, How to Leverage Locals to Bring Visitors to Your Destination, and Using Data and Insights to Plan Strategy.
- Staff attended the North Tahoe Webinar for Vail Resorts. NLT staff updated the Vail sales team on offerings in North Lake Tahoe.

### **CHICAGO EFFORTS:**

- Virtual Yoga was held for top accounts on March 2, 2021. Bart Peterson was a part of the client event to meet Chicago clients. Great feedback and so many thank you emails from the attendees!
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website. Ready to launch a new campaign that will begin April 2021 that will feature North Lake Tahoe!



March 2021  
Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Tour Operator Meetings
  - Met with TravelZoo on marketing and sales opportunities.
  - Met with Expedia on upcoming site visits.
  - Met with GetARoom.com – Tahoe is their highest producing west coast market.
- Key Partner Meetings
  - Met with the RSCVA on future joint projects and updates
  - Met with the Hyatt to connect on updates
  - Finalized creative for the Kind Traveler Program and met with Kind Traveler to discuss sales efforts
  - Attended the RTT Meeting
  - Met with Visit CA to work on the Third Thursday Program. We will be participating in this program on April 15<sup>th</sup> and presenting key highlights and news from NLT to 70+ VCA staff members, creative agencies and board members.
- Key Project – Sustainability Pledge
  - Taking the lead on the influencer program
  - Overseeing VIC activation, newsletter distribution for sales, assisting with producing the partner tool-kit, sharing with lodging partners, reviewing all content alongside Liz and Amber.
  - Prepping for launch – April 22<sup>nd</sup>.
- Met with Expedia and North Lake Tahoe lodging properties to launch our NLT Spring Campaign. Met with Augustine to finalize creative
- High Sierra Visitors Council Projects:
  - Lead on the VCA podcast opportunity
  - Lead on the High Sierra Influencer Program – we did a kickoff call in March and plan to rollout all influencer content in May/June.
  - Working on a responsible travel newsletter – April.
  - Working on VCA e-newsletter – April
- Newsletters
  - Virtual Ski FAM newsletter went out March 31<sup>st</sup> with an open rate of 23%

### **TRADESHOWS & FAMS**

- Attended DMA West throughout the month of March. Educational webinars took place each Thursday <https://vimeo.com/user88005570/download/529132731/e638dde34a>
- Attended the TravPro Adventure/Sports Virtual Summit
- Attended the Visit CA/High Sierra Family Expo:

- Over 1000 attendees
  - Over 400 both visits
- Hosted Visit CA Virtual Ski FAM in conjunction with Squaw Valley | Alpine Meadows – click [here](#) to see the FAM.
- Coming up
  - Planning for MTS – April 14-16<sup>th</sup>
  - Virtually Yours NV Virtual Travel Agent Show – April 26-29<sup>th</sup>

### **INTERNATIONAL UPDATES**

- Canada/DCI – limited scope of work
  - Presented to Collette Tours
  - Working on (3) future trainings including Kensington Tours in April

# March 2021 Recap



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THE ABBY  
AGENCY™

The background of the slide is a scenic photograph of a lake. In the upper left, a person in a red kayak is visible on the water. The foreground is filled with large, smooth, light-colored rocks. To the right, there are green evergreen trees. The water is a deep blue-green color. A semi-transparent white rectangle is overlaid in the center of the image, containing the title text.

# **Social Media Blog and Newsletter Content**

# Overall Objectives & KPIs

## Social Media

- Goal
  - Increase followers: from Bay Area / SoCal by 5 percent
    - Bay Area: -3.93% decrease in Facebook followers and -3.75% decrease in Instagram followers.
    - SoCal: -9.18% decrease in Facebook followers and -48.40% decrease in IG followers.

## Content

- Blog
  - Goal: 1 per month
  - Completed: 1
- Newsletter
  - Goal: 1
  - Completed: 1



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# Social Media



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# Social Media Approach

## Strategy

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content has focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around winter travel and the in-market campaign have been included.

## Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly



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## Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

## Follower + Engagement Insights:

- Total followers: **234,350**
  - Total audience increased by **0.3%** with total net audience growth increasing by **139%** compared to the previous month.
- Total Impressions: **7,598,702 (+579%)**
- Total Engagement: **81,451 (+40%)**

## Insights:

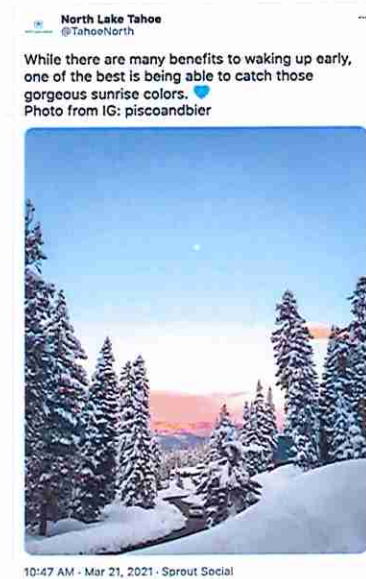
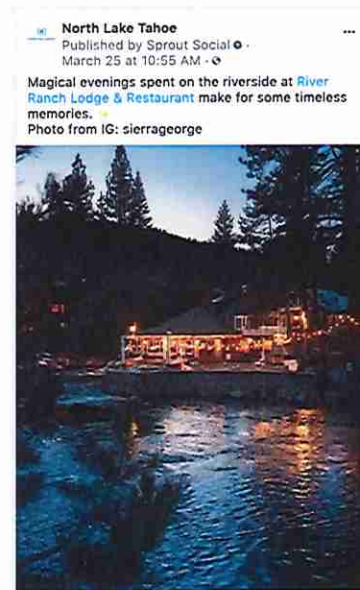
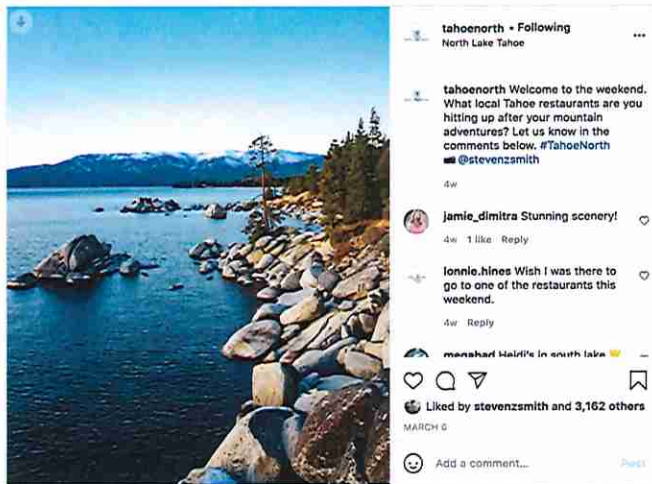
- Engagements and impressions increased in March from the previous month. This dramatic increase can be attributed in large part to the Texas digital ads.

# Top Posts by Engagement

**#1 Instagram Post:** 43k impressions, 41k reach, 3.2k engagements, 7.5% engagement rate

**#1 Facebook Post:** 28K impressions, 28k reach, 2.1k engagements, 7.5% engagement rate

**#1 Twitter Post:** 5.9k impressions, 265 engagements, 4.5% engagement rate



# Content Messaging

## North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content is focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around winter travel and the in-market campaign have been included.

## Local Business Support:

- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

## Winter Resort/Snow Messaging

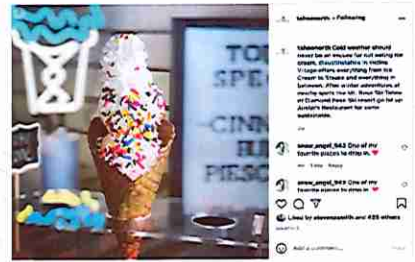
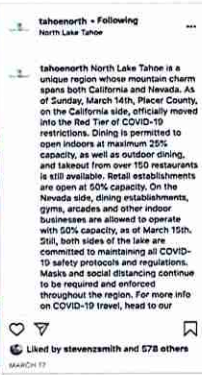
- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

## Winter Responsible Travel

- Shared visuals and messages that connect to the Winter Know Before You Go guide. When applicable we have linked to the section of the website where visitors can download the guide.
- We have also made an effort to educate our audience on any weather related travel changes.

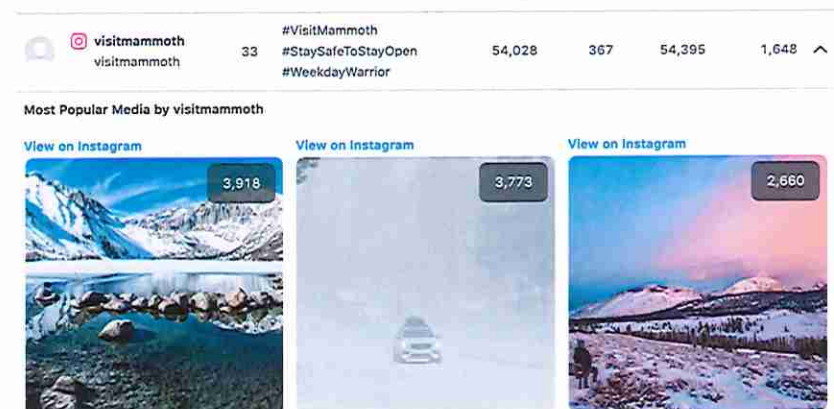
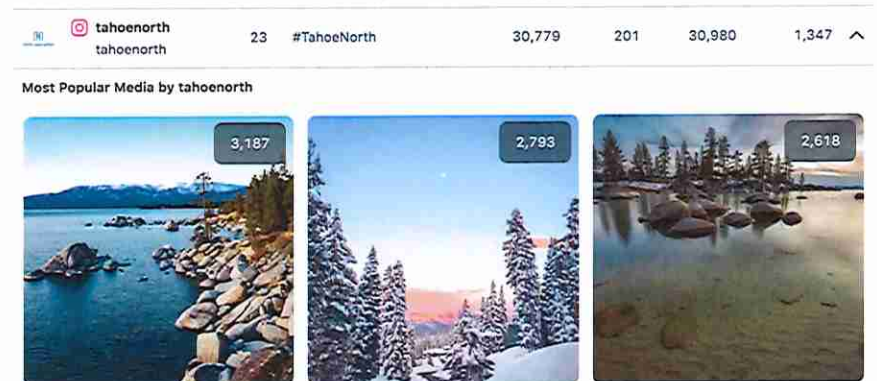
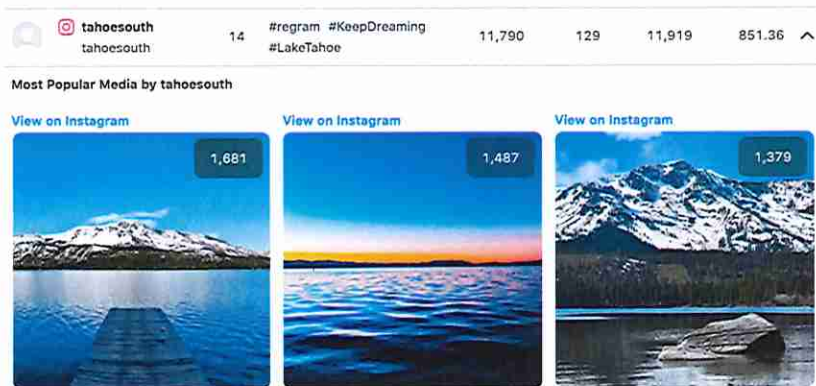
## COVID-19 Restrictions

- In an effort to inform our audience on the changes, our posts aim to keep North Lake Tahoe's audience up to date on any changes within the industry.



# Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In March @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout the month of March.



# Content



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# Content Approach

## Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



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## Content Approach (cont)

### Blogs:

- We have shifted from “events-based marketing” and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO, increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

### Newsletters:

- The newsletter takes a more “news and events” approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



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# Blogs & Newsletters

## Key Themes:

- Spring Dual Days
- Travel Preparedness
- Safe Parking/Driving Behaviors
- Local Culinary Culture

## Campaigns:

- Tahoe Eats Photo Contest, Dual Days

## Newsletters Posted: 0

- ***Culinary Adventures in North Lake Tahoe***
  - March newsletter will be segmented between Texas Flight Market, Southern California Flight Market and Drive Market.
  - As of March 31, client was reviewing newsletter copy.
  - Anticipated launch date: April 12

## Blogs Posted: 1

- ***Explore the Mouthwatering World of North Lake Tahoe Dining***
  - As of March 31, blog was awaiting client review.
  - Blog was posted on April 8



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**Thank You!**

# March Monthly Report



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# SEO REPORT

KEYWORDING

SOCIAL MEDIA\*

BROKEN LINKS\*

TRAFFIC INSIGHTS

NEXT STEPS\*

*\*Note that these sections include items that need to be passed along to development to fix (recapped in Next Steps section). Also note that 404 errors are not included in this report because any 404 issues coming up appear to be resolving on their own.*

## KEYWORDING

- It has only been a few months since implementing keyword updates and it typically takes 3+ months for Google to fully register updates so it is too soon to further modify these.
- Recommend holding off on additional keyword modifications until site and page structure updates (Phase 2) move forward. This is to ensure time spent keywording is efficiently allocated, and there's no risk of potentially redoing any work.



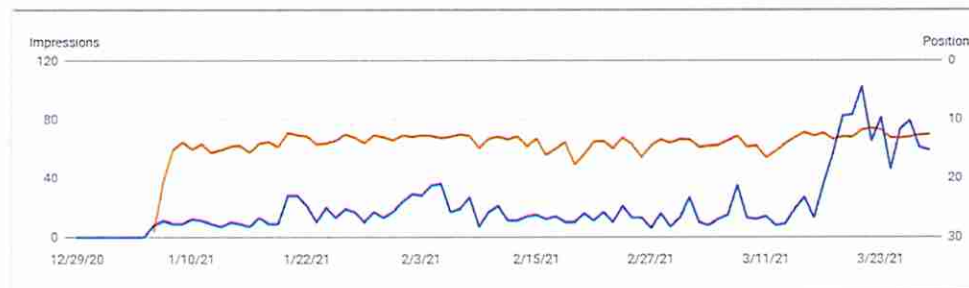
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MARCH SEO REPORTING | KEYWORDING

## DINING PAGE

- The chart below shows performance on the dine page for primary keyword **lake tahoe restaurants**. Previously this keyword was not being targeted.
- Since implementing this keyword in January 2021, the page has shown a steady incline in impressions and rank, breaking through onto the first page of results mid-March.

Key:  
Purple Line = Page  
Position  
Orange Line = Page  
Impressions

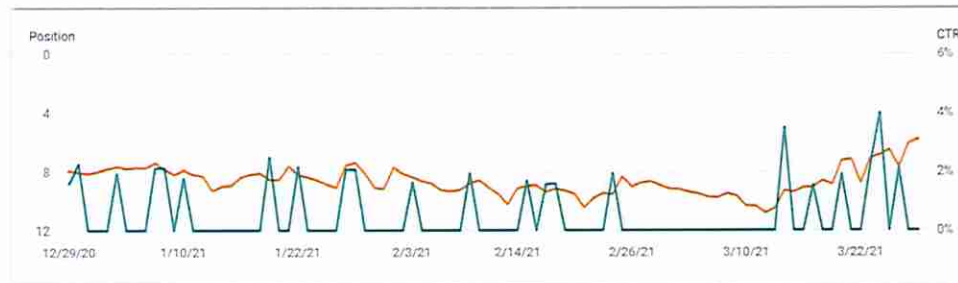


MARCH SEO REPORTING | KEYWORDING

## LODGING PAGE

- The chart below shows performance for the lodging page for primary keyword **lake tahoe lodging**.
- Performance falls in line with the assumption Google typically takes 3+ months to register updates, with page rank and click-through-rate (CTR) beginning to increase steadily around mid-March.

Key:  
Green Line = Page  
Click-Through-Rate  
Orange Line = Page  
Impressions



MARCH SEO REPORTING | KEYWORDING

## SOCIAL MEDIA

- The footer redesign and update is functioning well. One key addition to it was the inclusion of social media icon links. As these links are now more easily accessible on the site, a high-level review of North Lake Tahoe's social media accounts was performed.
- Social media benefits SEO due to its strong ability to drive quality traffic to the site. It is important to ensure that these pages are optimized to that end. At the same time, optimizing branding and messaging on these platforms will also help to improve overall performance and create a positive user experience cross-channel.



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MARCH SEO REPORTING | SOCIAL MEDIA

## SOCIAL LOGO

- The logo on all social media accounts does not show properly and should be adjusted.
- Since this is typically the first thing users will see on a social media page, it is important to design a high-quality, fully-readable logo. Having part of it cut off can be perceived as poor brand messaging.



## SOCIAL LINKING

- Facebook and YouTube do not link to the correct URL for the site <https://www.gotahoenorth.com>. Instead, they link to the non-secure HTTP version (<http://Gotahoenorth.com/>).
- While search engines do not count social media links as backlinks, ensuring that the correct approved address is used wherever the URL is shown is still recommended.

## FACEBOOK

- The website footer is linking to an incorrect Facebook Page: <https://www.facebook.com/LakeTahoeNorth> Please update to: <https://www.facebook.com/TahoeNorth/>
- Delete <https://www.facebook.com/LakeTahoeNorth> as this unused page could make it confusing for users to find the currently active Facebook page.
- Add the web address and email address to the company contact details to <https://www.facebook.com/TahoeNorth/>. Currently they're missing.

## TWITTER

- The posting cadence is good as well as overall account set up was done properly. No recommended adjustments, aside for the logo fix previously mentioned.

MARCH SEO REPORTING | SOCIAL MEDIA

## YOUTUBE

- Recommend removing “2020” from the hero video on the [YouTube page](#) (titled “North Lake Tahoe 2020 Destination Video”). While the current video works well to introduce the brand, promoting the video as 2020 makes it appear outdated and may discourage viewers from engaging with it, potentially causing them to bounce. This change will also ensure the video stays evergreen and should help increase views over the long term.
- At some point, it may be worth reviewing Go Tahoe North's YouTube SEO to ensure videos are optimized for search on both Google and YouTube.

MARCH SEO REPORTING | SOCIAL MEDIA

## BROKEN LINKS

- After initially eliminating all broken links on the site at the beginning of January, we noticed 91 new instances of broken links have been generated. New broken links being generated is very common, and one of the most important reasons we regularly check.
- A majority of these broken links are due to a glitch in the backend editor for some events..
- Augustine fixed all instances of broken links, aside from the following which will require Smith & Jones' assistance.



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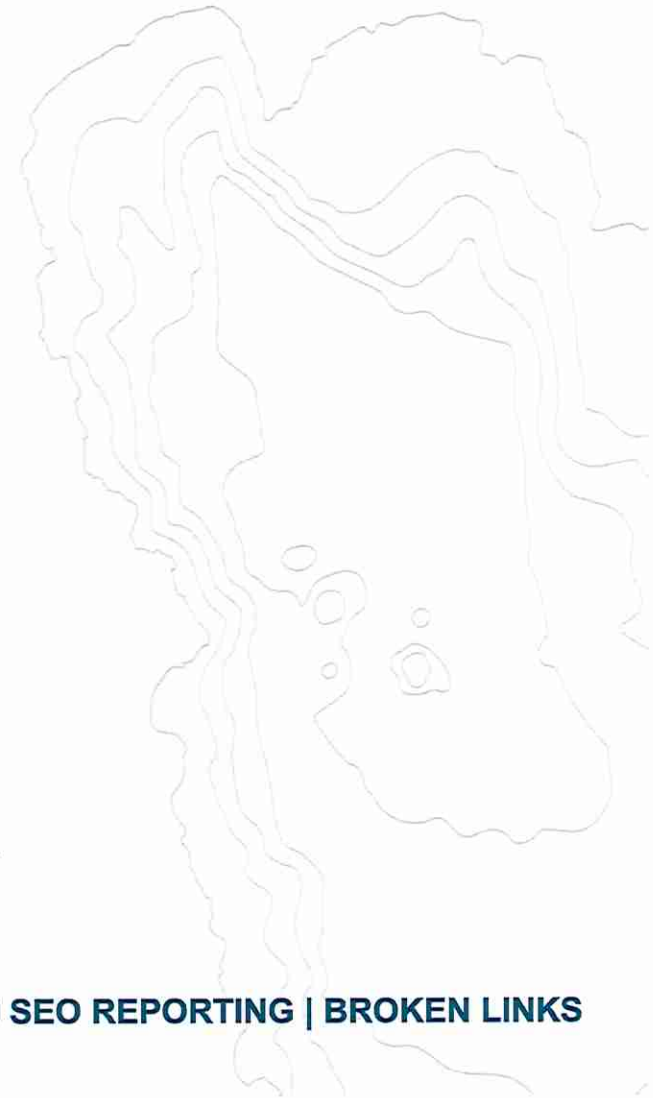
MARCH SEO REPORTING | BROKEN LINKS

## BROKEN LINKS

- Page Where Broken Link in Found: [www.farwestnordic.org](http://www.farwestnordic.org)
  - At the bottom of the page there is a button for Far West Nordic that returns a 404. After inspecting the backend, the button's URL is inputted correct but for some reason on the page the URL is automatically changing to <https://www.gotahoenorth.com/lake-tahoe-activities/nordic-skiing/www.farwestnordic.org>. This may be an issue with the backend input field and should be addressed as this could create issues for future pages that use this field.
- Similar issue as above, the website link input field do not seem to be working properly for the following:
  - <https://www.gotahoenorth.com/event/projected-closing-weekend-festivities-diamond-peak/2019-04-14/>
  - <https://www.gotahoenorth.com/event/marie-strassburger-guest-artist/2021-03-31/>
  - <https://www.gotahoenorth.com/event/easter-at-gar-woods-grill-pier/>

## BROKEN LINKS

- The following point to a non-existent page and Augustine can't access the backend to fix it:
  - <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
    - The hyperlinked names "Ekaterina Semanchuk" and "six orchestra concerts"
  - <https://www.gotahoenorth.com/event/snowfest-2/all/>
    - The hyperlinked name "https://www.tahoesnowfest.org/event-schedule/"
  - <https://www.gotahoenorth.com/event/snowfest-2/all/>
    - The hyperlinked Facebook icon at the very bottom of this page
  - <https://www.gotahoenorth.com/event/daily-sunset-kayak-tour/>
    - The website link on this page
- <https://www.gotahoenorth.com/chris-test/>
  - The Touch Lake Tahoe graphic seems to be malfunctioning and generating a broken link. When the graphic is clicked it directs to this page: <http://imgstyle=max-width:100%src=/cdn.thinglink.me/api/image/733446012454043649/1024/10/scaletowidth#tl-733446012454043649;1043138249'class=alwaysThinglink/scriptasynccharset=utf-8src=/cdn.thinglink.me/jse/embed.js/script>. This link can be found in the script code for the graphic.



**MARCH SEO REPORTING | BROKEN LINKS**

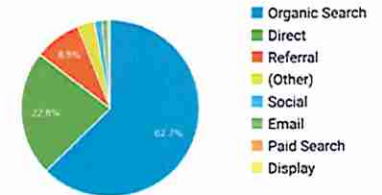
# ORGANIC TRAFFIC INSIGHTS

- Users were up 41% from 2020. Across the board metrics saw positive improvement for engagement, conversion and traffic metrics.
- The share of March organic search traffic is now 63%, compared to 41% in 2020.

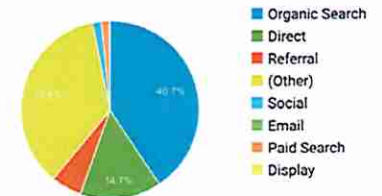
| Default Channel Grouping   | Acquisition      |                  |                  | Behavior         |                 |                       | Conversions          |                  |
|----------------------------|------------------|------------------|------------------|------------------|-----------------|-----------------------|----------------------|------------------|
|                            | Users            | New Users        | Sessions         | Bounce Rate      | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions |
|                            | 40.71%           | 44.37%           | 45.29%           | 12.22%           | 20.82%          | 38.27%                | 60.66%               | 133.42%          |
|                            | 42,786 vs 30,407 | 42,085 vs 29,151 | 50,865 vs 35,009 | 67.22% vs 76.58% | 1.94 vs 1.61    | 00:01:26 vs 00:01:02  | 85.60% vs 53.28%     | 43,542 vs 18,654 |
| 1. Organic Search          |                  |                  |                  |                  |                 |                       |                      |                  |
| Mar 1, 2021 - Mar 31, 2021 | 27,353 (62.69%)  | 26,497 (62.96%)  | 32,261 (63.42%)  | 69.97%           | 1.81            | 00:01:21              | 88.35%               | 28,502 (65.46%)  |
| Mar 1, 2020 - Mar 31, 2020 | 12,392 (40.67%)  | 11,886 (40.77%)  | 14,874 (42.49%)  | 73.00%           | 1.74            | 00:01:12              | 73.40%               | 10,918 (58.53%)  |
| % Change                   | 120.73%          | 122.93%          | 116.90%          | -4.15%           | 4.17%           | 13.40%                | 20.36%               | 161.06%          |

Top Channels

Mar 1, 2021 - Mar 31, 2021



Mar 1, 2020 - Mar 31, 2020



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MARCH SEO REPORTING | ORGANIC TRAFFIC INSIGHTS



## NEXT STEPS

- Fix logo on all social accounts to remove cutoff.
- Fix Facebook link on website footer to correct link.
- Delete <https://www.facebook.com/LakeTahoeNorth> page as it is inactive.
- Add web address and company contact information to Facebook.
- Update website link on Facebook and YouTube to <https://www.gotahoenorth.com>.
- Provide Smith & Jones broken links requiring backend access to fix.

An aerial photograph of a person in a red kayak on a vibrant turquoise lake. The water is clear, revealing large white rocks at the bottom. Lush green trees line the right side of the frame. A semi-transparent white rectangular box is centered over the image, containing the text "PAID MEDIA REPORT" in a bold, dark blue, sans-serif font.

# PAID MEDIA REPORT

# EXECUTIVE SUMMARY

- Traffic is slightly lower than past months.
- There has been an increase to the CPA as a result of traffic decline.
- Email is the best converting and Display had the best impression amount.
- All the creative is roughly the same performance wise with the KBYG performing only slightly better.

## Overview by Campaign

Start Date  
3/1/2021

End Date  
3/31/2021

693,484  
IMPRESSIONS

2,537  
CLICKS

\$1.16  
COST PER CLICK

236  
PRIMARY  
CONVERSIONS

\$12.48  
COST PER TOS  
CONVERSION

- Traffic is slightly lower than past months.
- TOS conversions are also similar to past months.
- CPC is at \$1.16 which is good.

Sessions | TOS 115 Conversions



| Campaign | Impressions | Clicks | Click Through Rate | Cost Per Click | Cost    | TOS 115 | Cost per TOS 115 |
|----------|-------------|--------|--------------------|----------------|---------|---------|------------------|
| MCC      | 693,484     | 2,537  | 0.37%              | \$1.16         | \$2,944 | 236     | \$12.48          |

Overview by Medium

Start Date  
3/1/2021

End Date  
3/31/2021

693,484  
IMPRESSIONS

2,537  
CLICKS

\$1.16  
COST PER CLICK

236  
PRIMARY  
CONVERSIONS

\$12.48  
COST PER TOS  
CONVERSION

Cost per Conversion Persona

| Persona   | TOS 115 | TOS Conversion Rate | Cost per Primary | Submit RFP Conversion | Cost per Submit RFP Conversion |
|-----------|---------|---------------------|------------------|-----------------------|--------------------------------|
| Hotel     | 3       | 1.8%                | \$82.74          |                       | \$0.00                         |
| KBYG      | 5       | 2.9%                | \$49.81          |                       | \$0.00                         |
| mcctravel | 1       | 0.7%                | \$247.08         |                       | \$0.00                         |
| Outdoor   | 5       | 3.5%                | \$49.49          |                       | \$0.00                         |

Cost per Conversion Trending



| Channel     | Impressions | Clicks | Click Through Rate | Cost Per Click | Cost    | TOS 115 | Cost per TOS 115 |
|-------------|-------------|--------|--------------------|----------------|---------|---------|------------------|
| Display     | 575,328     | 616    | 0.11%              | \$1.61         | \$992   | 14      | \$70.84          |
| Email       | 9,321       | 942    | 10.11%             | \$0.00         |         | 169     | \$0.00           |
| Paid Search | 7,939       | 305    | 3.84%              | \$2.05         | \$626   | 20      | \$31.28          |
| Paid Social | 93,516      | 628    | 0.67%              | \$2.11         | \$1,327 | 32      | \$41.47          |
| Video       | 7,380       | 46     | 0.62%              | \$0.00         |         | 1       | \$0.00           |
| Grand Total | 693,484     | 2,537  | 0.37%              | \$1.16         | \$2,944 | 236     | \$12.48          |

## Social Ad Performance

Start Date  
3/1/2021

End Date  
3/31/2021

93,516  
IMPRESSIONS

628  
CLICKS

32  
PRIMARY  
CONVERSIONS

\$41.47  
COST PER TOS  
CONVERSION

- 90,000+ impressions on social performance is healthy.
- LinkedIn is performing better then past months and the clicks have increased.
- Meetings Today's numbers are almost the same as previous months, only decreasing by 5 clicks.

| Campaign    | Platform      | Impressions | Clicks | Click Through Rate | Cost Per Click | TOS 115 | Cost    | Cost per TOS 115 |
|-------------|---------------|-------------|--------|--------------------|----------------|---------|---------|------------------|
| MCC         | LinkedIn      | 53,429      | 277    | 0.52%              | \$4.79         | 32      | \$1,327 | \$41.47          |
|             | MeetingsToday | 40,087      | 351    | 0.88%              | \$0.00         | 0       |         | \$0.00           |
| Grand Total |               | 93,516      | 628    | 0.67%              | \$2.11         | 32      | \$1,327 | \$41.47          |

Display Performance by Placement

Start Date 3/1/2021 End Date 3/31/2021

575,328  
IMPRESSIONS

616  
CLICKS

- Over 500,000+ impressions.
- A CPC of \$1.61 is healthy.
- The projected CPCs are beginning to rise.

Cost per Conversion Trending



\$71  
COST PER  
TOS CONVERSION

| Platform             | Impressions | Clicks | CTR   | Cost Per Click | Cost     | TOS 115 | Cost per Primary | Submit RFP Conversion |
|----------------------|-------------|--------|-------|----------------|----------|---------|------------------|-----------------------|
| Programmatic Display | 575,328     | 616    | 0.11% | \$1.61         | \$991.75 | 14      | \$70.84          |                       |
| Total                | 575,328     | 616    | 0.11% | \$1.61         | \$991.75 | 14      | \$70.84          |                       |

Display Performance by Creative

Start Date  
3/1/2021

End Date  
3/31/2021

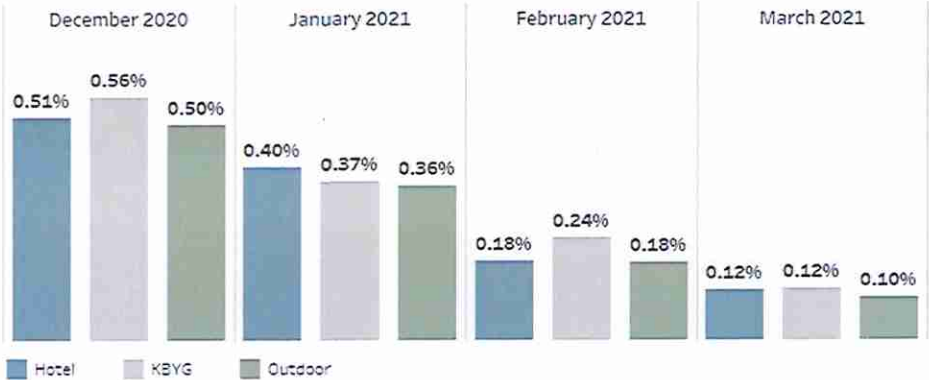
575,328  
IMPRESSIONS

616  
CLICKS

14  
TOS 115  
CONVERSIONS

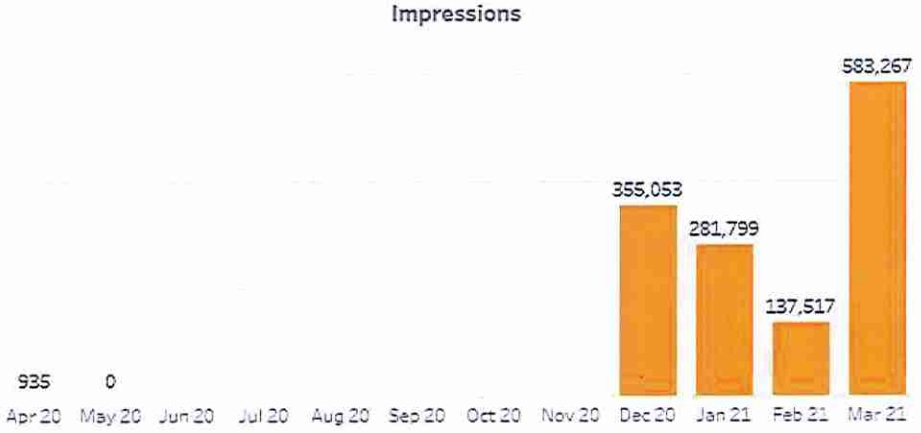
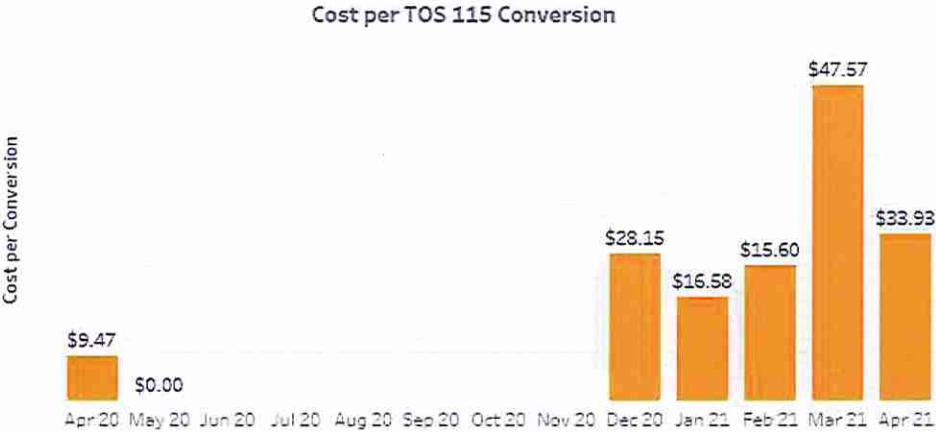
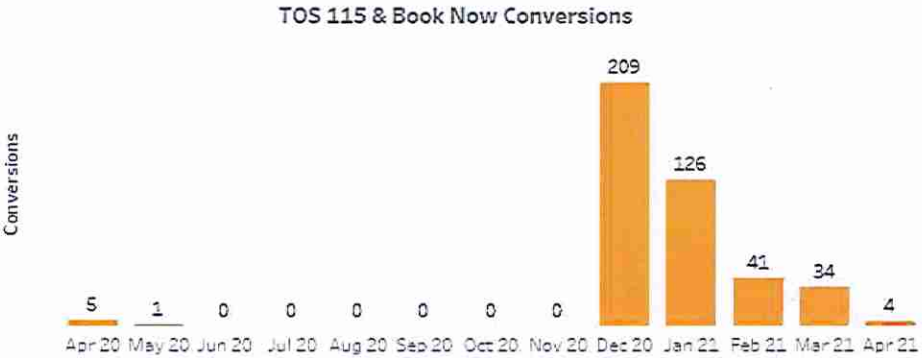
\$71  
COST PER  
TOS CONVERSION

Creative CTR Trending



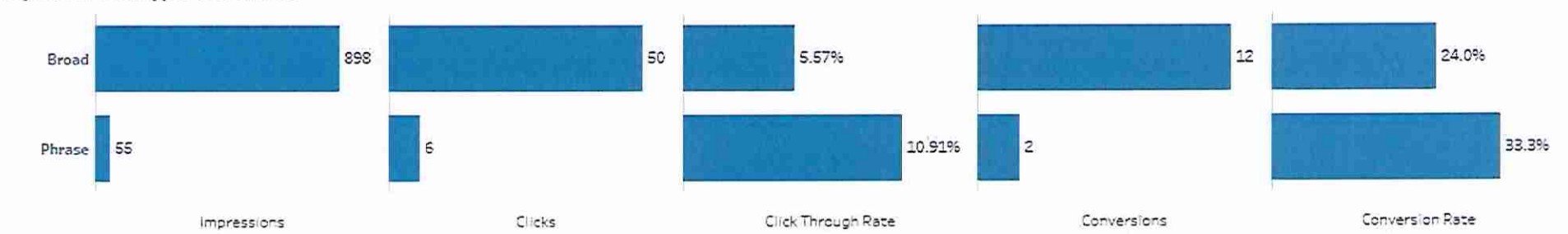
| Persona   | Impressions | Clicks | CTR   | Cost Per Click | Cost     | TOS 115 | Cost per Primary |
|-----------|-------------|--------|-------|----------------|----------|---------|------------------|
| Hotel     | 143,760     | 166    | 0.12% | \$1.50         | \$249.21 | 3       | \$82.74          |
| KBYG      | 144,414     | 171    | 0.12% | \$1.46         | \$249.03 | 5       | \$49.81          |
| mcctravel | 143,522     | 135    | 0.09% | \$1.83         | \$247.08 | 1       | \$247.08         |
| Outdoor   | 143,632     | 144    | 0.10% | \$1.72         | \$247.44 | 5       | \$49.49          |
| Total     | 575,328     | 616    | 0.11% | \$1.61         | \$991.75 | 14      | \$70.84          |

Trending Performance



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

|     | Impressions | Cost     | Clicks | Cost per Click | Click Through Rate | Conversions |
|-----|-------------|----------|--------|----------------|--------------------|-------------|
| MCC | 953         | \$179.64 | 56     | \$0.31         | 5.88%              | 13          |

## Paid Search Performance

Start Date 3/1/2021 End Date 3/31/2021

### Keyword Performance

|                              | Impressions | Clicks | Cost per Click | Click Through Rate | Cost     | Conversions | Conversion Rate | Cost per Conversion |
|------------------------------|-------------|--------|----------------|--------------------|----------|-------------|-----------------|---------------------|
| north lake tahoe things to.. | 5,954       | 232    | \$0.50         | 3.90%              | \$468.13 | 17          | 7.3%            | \$29.47             |
| things to do in north shor.. | 755         | 21     | \$0.50         | 2.78%              | \$41.77  | 1           | 4.8%            | \$24.41             |
| lake tahoe venues            | 551         | 29     | \$0.46         | 5.26%              | \$62.53  | 4           | 13.6%           | \$15.66             |
| lake tahoe wedding venues    | 540         | 14     | \$0.43         | 2.59%              | \$32.60  | 2           | 14.3%           | \$15.86             |
| north lake Tahoe activities  | 128         | 9      | \$0.44         | 7.03%              | \$20.59  |             |                 | \$29.47             |
| +lake +Tahoe +venue          | 4           | 0      |                | 0.00%              | \$0.00   |             |                 | \$18.39             |
| +lake +Tahoe +conference..   | 4           | 0      |                | 0.00%              | \$0.00   |             |                 | \$9.12              |
| +Tahoe +conference +cen..    | 3           | 0      |                | 0.00%              | \$0.00   |             |                 | \$18.13             |
| +lake +Tahoe +convention..   | 0           | 0      |                |                    | \$0.00   |             |                 | \$34.16             |
| +Tahoe +convention +cen..    | 0           | 0      |                |                    | \$0.00   |             |                 | \$18.05             |

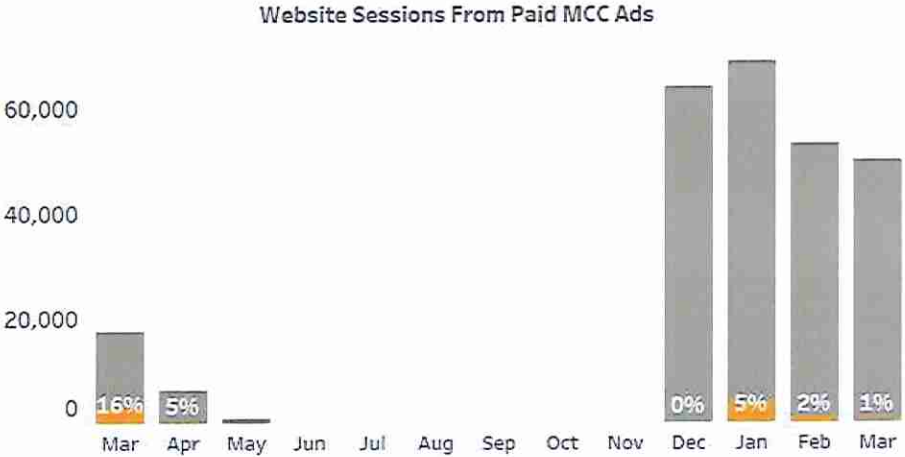
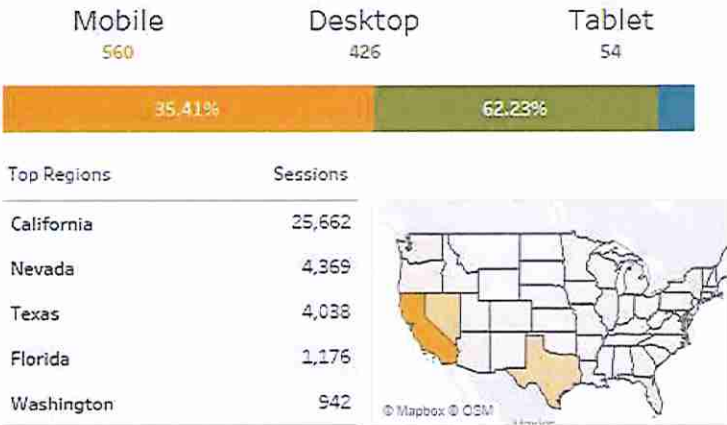
Website Performance

Report Date  
3/1/2021 to 3/31/2021

1,040  
SESSIONS

00:00:23  
SESSION DURATION

1.4  
PAGES PER SESSION



90%  
NEW USER SESSION RATE

86%  
BOUNCE RATE

| Medium  | Sessions | Pageviews | Time on Site | Pages per Session | Bounce Rate |
|---------|----------|-----------|--------------|-------------------|-------------|
| Display | 466      | 655       | 00:00:23     | 1.4               | 85%         |
| Search  | 115      | 217       | 00:01:29     | 1.9               | 74%         |
| Social  | 459      | 557       | 00:00:05     | 1.2               | 89%         |
| Total   | 1,040    | 1,429     | 00:00:23     | 1.4               | 86%         |

# RECOMMENDATIONS

## OVERALL

- There is a drop in overall traffic which is why we are seeing an increase in CPC and CTR.

## SOCIAL

- All the creative is performing roughly the same so no real identifiers for changes.

## SEARCH

- We are continually making updates to the keywords to keep the account up to industry standards.



**THANK YOU**



north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center Visitor Report: March 2021

### VISITORS SERVED:

#### Feb 2021

Total TC & KB Walk-ins 729  
Total Phone Calls: 145  
Total 874

#### Mar 2020

Total TC & KB Walk-ins: 1,118  
Total Phone Calls: 170  
1,288

#### Mar 2021

Total TC Walk-ins: 1,237  
Total Phone Calls: 153  
1,390

### REFERRALS GIVEN TO VISITORS:

|  |   |   |  |
|--|---|---|--|
| <b>Restaurants</b><br><br><b>216</b>                           | <b>Lodging</b><br><br><b>74</b>                               | <b>Historic / Museum</b><br><br><b>50</b> | <b>Events</b><br><br><b>20</b>             |
| <b>Tours</b><br><br><b>21</b>                                  | <b>Surrounding Towns<br/>(SLT / Truckee)</b><br><br><b>33</b> | <b>Shopping</b><br><br><b>50</b>          | <b>Transportation</b><br><br><b>20</b>     |
| <b>Services – Covid 19<br/>&amp; Closures</b><br><br><b>12</b> | <b>Activities Mountain /<br/>Trails</b><br><br><b>237</b>     | <b>Activities / Lake</b><br><br><b>78</b> | <b>Maps / Directions</b><br><br><b>280</b> |

**TOTAL: 1,091 = 35 referrals per day**

### April

- YTD we are -46% down in walk-ins and -11% down in call volumes. We are only -15% down in retail sales.
- YTD the VIC staff has an average of referring local businesses, activities, and directions 60 times per day.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs, gloves, and floor decals
- Completed Visitor Guide Listing project – new this year to include all tourist related businesses (not just Chamber Members)
- Added additional merchandise for upcoming Memorial Day Holiday
- Decorated the Visitor Center for Spring

# **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>                         |                |                |                |             |
| Current Assets                        |                |                |                |             |
| Checking/Savings                      |                |                |                |             |
| 1000-00 · Cash                        | 685,045        | 232,378        | 452,666        | 195%        |
| Total Checking/Savings                | 685,045        | 232,378        | 452,666        | 195%        |
| Accounts Receivable                   |                |                |                |             |
| 1200-00 · Accounts Receivable         | 1,140          | 5,285          | (4,145)        | (78)%       |
| Total Accounts Receivable             | 1,140          | 5,285          | (4,145)        | (78)%       |
| Other Current Assets                  |                |                |                |             |
| 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)%       |
| Total Other Current Assets            | 160            | 8,825          | (8,665)        | (98)%       |
| Total Current Assets                  | 686,345        | 246,489        | 439,856        | 179%        |
| Other Assets                          |                |                |                |             |
| 1400-00 · Prepaid Expenses            | 71,225         | 42,490         | 28,735         | 68%         |
| Total Other Assets                    | 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>       |                |                |                |             |
| Liabilities                           |                |                |                |             |
| Current Liabilities                   |                |                |                |             |
| Accounts Payable                      |                |                |                |             |
| 2000-00 · Accounts Payable            | 63,203         | 86,002         | (22,799)       | (27)%       |
| Total Accounts Payable                | 63,203         | 86,002         | (22,799)       | (27)%       |
| Total Current Liabilities             | 63,203         | 86,002         | (22,799)       | (27)%       |
| Total Liabilities                     | 63,203         | 86,002         | (22,799)       | (27)%       |
| Equity                                |                |                |                |             |
| 32000 · Unrestricted Net Assets       | 486,983        | 24,842         | 462,141        | 1,860%      |
| Net Income                            | 207,384        | 178,135        | 29,249         | 16%         |
| Total Equity                          | 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 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 - LTVCBVB 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)          | 40,062            | 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           |
| 5026-00 - 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>134,166</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             | 3,688          | (3,099)          | 14,898            | 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            |
| 6163-00 - 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           |
| 6123-00 - 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>29,883</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>1,578,185</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                    | 549,252.63        | 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          | 68,400.69           | -62,497.76           | -81.1%         |
| 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          | 148,650.49          | -145,375.49          | -99.1%         |
| <b>Total 5007-00 - Creative Production</b> | <b>57,614.69</b>  | <b>148,650.49</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         | 18,000.00           | 0.00                 | 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>611,688.25</b>   | <b>-316,354.17</b>   | <b>-51.7%</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            | 6,681.73            | -6,561.85            | -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%         |
| 5158-00 - 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            | -31.6%         |
| 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%         |
| 5205-00 - Digital Buy/ Social Media Boost  | 4,500.00          | 4,088.00            | 412.00               | 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     | 38,000.00         | 36,000.00           | 2,000.00             | 5.6%           |
| 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%        |
| 5215-00 - PR Content Development + Distrib | 8,846.81          | 0.00                | 8,846.81             | 100.0%         |
| 5216-00 - 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 - EVENT                            | 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          | 3,406.21            | -1,930.43            | -56.7%         |
| 6018-00 - MCC Media Commission             | 5,519.54          | 5,838.63            | -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

Accrual Basis

July 2020 through March 2021

|  | 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>92,717.68</b>    | <b>-16,083.66</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          | 3,614.74            | 1,085.26             | 28.5%         |
| 6164-00 • HelmsBriscoe ABC                               | 0.00              | 5,316.80            | -5,316.80            | -100.0%       |
| 6166-00 • Connect California                             | 0.00              | 280.96              | -280.96              | -100.0%       |
| 6166-04 • Connect Georgia                                | 0.00              | 5,733.39            | -5,733.39            | -100.0%       |
| 6167-00 • 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          | 33,556.60           | -27,749.60           | -82.7%        |
| 5009-00 • Fulfillment / Mail                             | 1,225.85          | 8,795.92            | -7,570.07            | -88.1%        |
| 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 • HSVG - 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 • IVCVBV 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 • Destination / DMX                              | 20,217.62         | 25,012.50           | -4,794.88            | -19.2%        |
| 7008-00 • Opportunity 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          | 4,849.28            | 558.94               | 11.5%         |
| 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*                            | 399.27            | 3,399.20            | -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>176,134.80</b>   | <b>29,248.79</b>     | <b>16.4%</b>  |

# 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>   |              |          | <b>\$5,135.00</b> | <b>\$33,780.00</b> | <b>\$2,115.00</b> | <b>\$2,785.00</b> | <b>\$875.00</b> | <b>\$47,980.00</b> | <b>\$92,670.00</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   | 5,335,081      | 3,217,765      | 5,991,509      | 3,175,348      | \$ 17,719,703 |
| 2017 - 2018   | 6,083,237      | 3,298,036      | 5,504,277      | 3,020,130      | \$ 17,905,680 |
| 2018 - 2019   | 6,865,753      | 3,832,273      | 3,967,123      | 3,134,583      | \$ 17,799,732 |
| 2019 - 2020   | 7,019,017      | 3,967,123      | 5,766,189      | 1,058,017      | \$ 17,810,346 |
| 2020 - 2021   | 7,277,947      | 3,134,583      | 1,448,712      |                | \$ 11,861,242 |

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    | 5406    | -35%         |
| NLT - Event Traffic   | 4310    | 3295    | 3243    | 749     | -77%         |
| Total   | 47,221  | 47,778  | 50,310  | 28,231  | -44%         |

| 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   | \$ -         |              |
| Total  | \$ 3,179,417 | \$ 3,080,242 | \$ 3,378,190 | \$ 2,018,069 |              |

| 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 |
|------------------------------------|--------------|--------------|--------------|
| Occupancy                          | 57.0%        | 30.9%        | -45.8%       |
| ADR (Average Daily Rate)           | \$ 364       | \$ 381       | 4.7%         |
| RevPAR (Rev per Available Room)    | \$ 207       | \$ 118       | -43.0%       |
| Occupancy 1 Mth Forecast           | 55.8%        | 42.6%        | -23.7%       |
| ADR 1 Mth Forecast                 | \$ 399       | \$ 472       | 18.3%        |
| RevPAR 1 Mth Forecast              | \$ 223       | \$ 201       | -9.9%        |
| Occupancy (prior 6 months)         | 50.9%        | 34.9%        | -31.4%       |
| ADR (prior 6 months)               | \$ 339       | \$ 391       | 15.3%        |
| RevPAR (prior 6 months)            | \$ 173       | \$ 136       | -21.4%       |
| Occupancy (next 6 months)          | 24.6%        | 20.8%        | -15.4%       |
| ADR (next 6 months)                | \$ 370       | \$ 467       | 26.2%        |
| RevPAR (next 6 months)             | \$ 91        | \$ 97        | 6.6%         |

| 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 |              |              |              |              |            |          |
|---|--------------|--------------|--------------|--------------|------------|----------|
|   |              | 2019-20      | 2019-20      | 2020-21      |            | YOY %    |
| FORWARD LOOKING   |              | Actuals      | Forecasted   | Forecasted   |            | Change   |
| Total Revenue Booked  |              | \$2,685,035  | \$ 2,859,379 | \$ 423,363   |            | -85.19%  |
| Commission for this Revenue   |              | \$ 36,962    | \$ 46,373    | \$ -         |            |          |
| Number of Room Nights   |              | 12,075       | 12,061       | 2,423        |            | -79.91%  |
| Number of Bookings  |              | 53           | 56           | 11           |            | -80.36%  |
| Conference Revenue And Percentage by County:                                    |              |              |              |              |            |          |
|   | <u>19-20</u> | <u>20-21</u> |              |              |            |          |
| Placer  | 76%          | 84%          | \$2,096,775  | \$ 2,179,286 | \$ 353,786 | -83.77%  |
| Washoe  | 17%          | 16%          | \$381,642    | \$ 473,475   | \$ 69,577  | -85.31%  |
| South Lake  | 7%           | 0%           | \$206,618    | \$ 206,618   |            | -100.00% |
| Nevada County   | 0%           | 0%           |              |              |            |          |
| Total Conference Revenue  | 100%         | 100%         | \$2,685,035  | \$ 2,859,379 | \$ 423,363 | -85.19%  |
| CURRENT   |              |              |              |              |            |          |
| NLT - Annual Revenue Goal   |              |              | \$ 2,500,000 | \$ 2,500,000 |            | 0.00%    |