



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

August 24th, 2021 at 3:30 PM

Virtual Zoom Meeting

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

Meeting ID: 876 6188 0804

Passcode: 187854

Dial by your location

+1 669 900 9128 US (San Jose)

FINANCE COMMITTEE

NLTRA Board

Jim Phelan
Treasurer

Committee Members

David Brown
CPA

Ramona Cruz
Tahoe City Public
Utility District

Placer County Rep

Lindsay Romack
Nick Martin

NLTRA Staff

Jeff Hentz
CEO

DeWitt Van Siclen
Accounting
Manager

Aprille Viray
Staff Accountant

Quorum
2 Members with 1
being a Board
Member

A. Call to Order – Establish Quorum

B. Roll Call

C. Public Forum

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

D. Agenda Amendments & Approval [MOTION]

E. Approval of Finance Committee Meeting Minutes:

- 7/27/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 6/30/21 Financials Review.....Pg. 6
- NLTRA 7/31/21 Financials Review.....Pg. 23
- NLTMC 7/31/2021 Financials ReviewPg. 42
- Review NLTRA FY20.21 Q4 Balance Sheet Reconciliation (Separate PDF)

G. Items for Committee Review, Discussion/or Recommendations

- Discussion with Auditors regarding FY21.22 audit & changing tax filing status for NLTRA

H. Supplemental Information

- June 2021 Dashboard ReportPg. 49

I. Agenda Input for Next Finance Committee Meeting

J. Next Meeting Date

K. Committee Member Comments

L. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:29 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Staff in Attendance via Zoom: DeWitt Van Siclen, Aprille Viray
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda with the revision to not approve Item F – NLTRA 6/30/21 Financials; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve June 29, 2021 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review of Preliminary Financials
 - Review Staff Report – June 30, 2021 financial results
 - Review of NLTRA June 30, 2021 financials
 - Review of NLTMC June 30, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID Update – no update, will be included in the financial reports moving forward.
- H. Supplemental Information
 - Review of the June 2021 Dashboard report
- I. Approval of CEO Expenses for May 2021
 - **MOTION** to approve May 2021 CEO expenses NLTRA; Ramona Cruz/David Brown; Approved 3-0-0
 - **MOTION** to approve May 2021 CEO expenses NLTMC; Ramona Cruz/David Brown; Approved 3-0-0
- J. Agenda Input for Next Finance Committee Meeting
 - Update on discussion with auditors regarding FY21.22 audit & changing tax filing status for NLTRA
- K. Next Meeting Date
 - August 24th, 2021 @ 3:30 PM
- L. Committee Member Comments
 - None
- M. Adjourn 4:24 PM



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Date: 8/19/21

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

From: DeWitt Van Sicen, Accounting Manager

RE: Report of Financial Results for June 30 and July 31, 2021,

Update to June 2020 year end results:

- At the July 27, 2020 Finance Committee meeting it was reported that NLTRA financial results at the end of June were \$1,120,000 underspent to the County TOT funding budget, and anticipated to come in approximately \$1,450,000 under budgeted funding after know adjustments. The current preliminary results reflect a \$1,501,000 underspent position. Results pending final adjustments are anticipated to be underspent to budget by \$1,480,000.
- Adjustments to the prior financial statements for June included:
 - Increase in cash balance due to uncleared check for \$8,000 issued in error and voided.
 - Reduction to Membership Accounts Receivable and Membership Deferred Revenue in the amount of \$24,815 for Unearned and Unpaid Membership Fees.
 - Reduction in Membership Accounts Receivable for \$32,915 and reductions to the Allowance for Doubtful Accounts (\$29,648) and Deferred Revenue (\$2,377) due to writing off invoices deemed uncollectible.
 - Reduction in Deferred Revenue and an increase in Accounts Payable – Other of \$22,000 for paid membership invoices of TBID assessed businesses.
 - Reduction in the Allowance for Doubtful Accounts for \$9,567 and Bad Debt Expense of \$9,567 to reflect 70% of the outstanding membership fees earned but not collected.
 - Reduction in Incentive Payable of \$36,000.
 - TOT revenues were reduced to meet actual expenditures and the Due To/From County liability was adjusted to reflect these changes.
 - The Marketing Reserve equity account was increased by \$7,266 to bring it to 10% of the last three year's budget for Tourism & Visitor Information as outlined in the contract with the County. This further reduced the Due To/From the County balance.
 - Revised June 2021 financials are attached.

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

- Cash balance on June 30, 2021 of \$2,609,000 was \$1,488,000 greater than prior year due primarily to decreases in Accounts Receivable of \$119,000, Inventory of \$7,000, Prepaid Expenses of \$8,000, increases in Accounts Payable of \$91,000, Sales & Use Tax Payable of \$5,000, Accrued Expenses of \$97,000, Due/To From County of Placer of \$1,116,000, Unrestricted Net Assets of \$27,000, Designated Marketing Reserve of \$7,000, and an increase in Net Income of 98,000 offset by an increase in Fixed assets of 8,000, decreases in Payroll Liabilities of \$55,000 and Deferred Revenue - Membership of \$27,000.
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$355,000 reflected County TOT funding invoices for July. The balance at this date last year was \$437,000. Payment has been made.

- AR Other balance of \$2,000 was \$9,000 lower than prior year due to anticipated refunds in prior year due to the pandemic as well as PPE inventory that had been returned to the vendor but not yet refunded.
- Membership dues receivable totaled \$29,000, which reflects a decrease of \$51,000 from prior year due to a combination of increased collections as well as write-offs on uncollectible amounts. The Allowance for Doubtful Accounts balance of \$9,000 was \$16,000 less than prior year.
- Retail Inventory totaled \$28,000, which reflects a decrease of \$7,000 from prior year due to the purchase of PPE that had originally been sold at cost to the local business community and later distributed free of charge.
- Receivable from NLTRC was greater than prior year by \$6,000 due to reimbursements owed on credit cards.
- Fixed Assets increased over prior year by \$8,000 due to the purchase of a new server for the NLTRC.
- Prepaid Expenses decreased by \$8,000 over prior year.
- Accounts Payable of \$126,000 was \$68,000 greater than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Accounts Payable – Other balance of \$23,000 reflects amounts due back on member dues invoices paid by TBID assessed businesses in fiscal year 2020.21.
- Wages and related liabilities of \$116,000 were \$55,000 lower than prior year; a result of a combination of lower incentive accruals, decreased PTO liability of staff, and no commissions owed to NLTRC reps year.
- Sales and Use Tax liability balance of \$6,000 was \$5,000 higher than prior year due to increased retail sales due to the Visitor's Center being closed at the start of the pandemic as well as late payment on prior quarter sales/purchases.
- Accrued expenses of \$118,000 were \$97,000 higher than prior year, primarily due to timing of Spartan invoices that were budgeted for fiscal year 2020.21 offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$38,000 was down \$27,000 from last year due to a combination of writing off uncollectible invoices, reclassing the amount due back on paid invoices from TBID businesses, and reduced membership billing due to the TBID.
- Deferred Revenue–County of \$525,000 reflects the 2021/22 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 anticipates a payment to Spartan for September 2022 pending board approval in the amount of \$175,000.
- Due To/From County balance of \$1,501,000 was \$1,116,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2020/21 TOT funding. This balance is subject to change due to adjustments made prior to approval of the fiscal year 2020/21 financials.
- YTD consolidated net income of \$96,000 at month end July 31 reflected a \$98,000 increase from prior year negative results of \$3,000, and represented Membership's net loss YTD of \$1,000, and \$97,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$223,000 was lower than budget by \$34,000.

- Expenses before overhead allocation totaled \$166,000 and were \$49,000 below budget largely due to timing.
- Total net results before overhead allocation of \$57,000 were better than budget by \$15,000.
- Operating Results YTD – Conference
 - TOT revenue of \$38,000 was on budget.
 - Expenses of \$18,000 before allocated overhead were below budget by \$15,000 largely due to staffing.
 - Net results of \$21,000 before overhead allocation were good to budget by \$15,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$22,000 were positive to budget by \$16,000. TOT revenue of \$36,000 was on budget.
 - Expenses before overhead allocation of \$36,000 were over budget by \$1,000.
 - Net income of \$22,000 before overhead allocation was \$15,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$26,000 was on budget.
 - Expenditures of \$14,000 before overhead were \$8,000 good to budget due to timing.
 - Net results of \$12,000 before overhead allocation were positive to budget \$8,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$7,000 was \$1,000 over budget, total other revenues of \$1,000 were \$1,000 good to budget.
 - Expenses before overhead allocation of \$7,000 were on budget.
 - Net income of \$300 before overhead allocations was good to budget by \$1,000.
 - Net loss of \$1,000 after overhead allocations was good to budget \$1,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$17,000 was on budget.
 - Expenses of \$0 was below budget by \$17,000 due to Association Grant Funding placed on hold.
 - Net results of \$17,000 was good to budget \$17,000.
- Operating Results YTD – Administration
 - Total expenses of \$47,000 were \$17,000 good to budget due primarily to staffing and timing.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$14,000 was on budget.
 - Total expense of \$0 was below budget \$12,000 due to staffing.
 - Net results of before overhead was \$12,000 good to budget.
- Membership cash position as of July 31, 2021
 - Membership activities resulted in a net loss of \$1,144.
 - Deferred revenues of \$37,975 less receivables of \$29,847, plus the allowance for uncollectible receivables of \$8,692 resulted in the saving of cash in the amount of \$15,676.
 - Deferred revenue due back for paid invoices from TBID businesses reduced cash by \$22,935.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Prior years' cumulative net results totaled \$17,240.
 - Net cash year-to-date was positive \$11,271.

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

- Cash balance at month end of \$313,000 was \$177,000 lower than prior year primarily due to a decrease Receivables of \$30,000, an increase in Accounts Payable of \$68,000, and an increase in Net Income of \$60,000 offset by an increase in Prepaid Expenses of \$45,000 and a decrease in Unrestricted Net Assets Equity of \$290,000.
- A/R – Other was \$23,000 lower than prior year due to cancelled trade shows in prior year.
- Reimbursements Receivable was lower than prior year by \$6,000 due to reimbursements owed on partner-sponsored events that were cancelled in prior year.
- Prepaid Expenses of \$77,000 were \$45,000 greater than prior year.
- Accounts Payable of \$113,000 were \$68,000 greater than prior year.

- Unrestricted Net Assets Equity of \$197,000 was \$290,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$80,000 was \$60,000 greater than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$143,000 was below budget \$60,000 due to an outstanding July funding invoice.
- Consumer Marketing expenditures of \$34,000 were \$31,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$2,000 over budget due to timing.
- Public Relations expenses of \$6,000 were \$3,000 below budget due to timing.
- Conference Sales expenditures of \$1,000 were \$1,000 below budget.
- Trade Show expenditures of \$1,000 were \$1,000 below budget.
- Committed & Administrative expenditures of \$4,000 were \$16,000 below budget due to timing.
- Website & Maintenance expenses of \$15,000 were on budget.
- Total Expenses of \$63,000 were \$48,000 below budget.
- Net Income of \$80,000 was bad to budget by \$20,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

June 30, 2021

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	158	0	0%
1002-00 · Cash - Operations BOTW #8328	1,965,992	0	1,965,992	100%
1003-00 · Cash - Operations BOTW #6712	(273,742)	565,602	(839,344)	(148)%
1007-00 · Cash - Payroll BOTW #7421	38,521	3,200	35,320	1,104%
1008-00 · Marketing Reserve - Plumas	50,356	50,313	43	0%
1009-00 · Cash Flow Reserve - Plumas	100,976	100,839	137	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	39,803	86,322	(46,520)	(54)%
10950 · Cash in Drawer	139	139	(0)	0%
Total Checking/Savings	1,951,783	836,155	1,115,628	133%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	1,000	3,500	(2,500)	(71)%
1290-00 · A/R - TOT	432,499	201,387	231,111	115%
Total Accounts Receivable	433,499	204,887	228,611	112%
Other Current Assets				
1200-99 · AR Other	2,442	12,881	(10,439)	(81)%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	15,855	35,696	(19,842)	(56)%
1201-03 · Member AR - Other	985	1,040	(55)	(5)%
Total 1201-00 · Member Accounts Receivable	16,840	36,736	(19,897)	(54)%
1201-02 · Allowance for Doubtful Accounts	(9,796)	(24,987)	15,192	61%
12100 · Inventory Asset				
1210-01 · Inventory - Other	0	4,236	(4,236)	(100)%
25300 · Gift Cards Outstanding	18	18	0	0%
12100 · Inventory Asset - Other	26,867	81,762	(54,895)	(67)%
Total 12100 · Inventory Asset	26,885	86,015	(59,131)	(69)%
1299 · Receivable from NLTMC	5,932	0	5,932	100%
1490-00 · Security Deposits	1,150	1,150	0	0%
Total Other Current Assets	43,453	111,795	(68,343)	(61)%
Total Current Assets	2,428,735	1,152,838	1,275,897	111%
Fixed Assets				
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	(3,222)	(4,270)	1,047	25%
1750-00 · Computer Software	20,493	20,493	0	0%
1751-00 · Accum. Amort. - Software	(20,493)	(20,493)	0	0%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	7,791	0	7,791	100%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	2,689	16,326	(13,637)	(84)%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	6,500	8,751	(2,251)	(26)%
Total 1400-00 · Prepaid Expenses	9,289	25,177	(15,888)	(63)%
Total Other Assets	9,289	25,177	(15,888)	(63)%
TOTAL ASSETS	2,445,815	1,178,015	1,267,799	108%
LIABILITIES & EQUITY				
Liabilities				

North Lake Tahoe Resort Association
Balance Sheet
As of June 30, 2021

Accrual Basis

	Jun 30, 21	Jun 30, 20	\$ Change	% Change
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	42,927	26,683	16,244	61%
Total Accounts Payable	42,927	26,683	16,244	61%
Other Current Liabilities				
2000-01 · Accounts Payable - Other	21,747	0	21,747	100%
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	26,467	39,445	(12,978)	(33)%
2101-00 · Incentive Payable	43,624	88,359	(44,736)	(51)%
2102-00 · Commissions Payable	0	3,506	(3,506)	(100)%
2120-00 · Empl. Federal Tax Payable	11,826	1,551	10,275	662%
2175-00 · 401 (k) Plan	4,606	2,626	1,980	75%
2180-00 · Estimated PTO Liability	62,280	54,845	7,435	14%
Total 21000 · Salaries/Wages/Payroll Liabilit	148,802	190,332	(41,530)	(22)%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	1,418	0	1,418	100%
25500 · *Sales Tax Payable	2,877	1,374	1,503	109%
Total 2190-00 · Sales and Use Tax Payable	4,295	1,374	2,921	213%
2250-00 · Accrued Expenses	205,350	73,722	131,628	179%
2300-00 · Marketing Cooperative Liabili	0	6,073	(6,073)	(100)%
2400-60 · Deferred Revenue- Member Dues	20,827	28,890	(8,063)	(28)%
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%
2900-00 · Due To/From County of Placer	1,501,223	384,939	1,116,284	290%
Total Other Current Liabilities	1,903,534	686,621	1,216,913	177%
Total Current Liabilities	1,946,461	713,304	1,233,157	173%
Total Liabilities	1,946,461	713,304	1,233,157	173%
Equity				
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	27,376	6,862	20,515	299%
Total Equity	499,353	464,711	34,642	8%
TOTAL LIABILITIES & EQUITY	2,445,815	1,178,015	1,267,799	108%

North Lake Tahoe Resort Association

A/R Aging Summary

As of June 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	432,498.63	0.00	0.00	0.00	0.00	432,498.63
Incline Community Business Association	0.00	0.00	0.00	0.00	1,000.00	1,000.00
TOTAL	<u>432,498.63</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>	<u>433,498.63</u>

North Lake Tahoe Resort Association

A/P Aging Summary

As of June 30, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	746.18	0.00	0.00	0.00	0.00	746.18
Anne-Karin Atwood*	26.04	0.00	0.00	0.00	0.00	26.04
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	866.88	0.00	0.00	0.00	0.00	866.88
Bank of the West Bank Card Center	7,282.15	0.00	0.00	0.00	0.00	7,282.15
Coraggio Group	1,019.20	0.00	0.00	0.00	0.00	1,019.20
FP Mailing Solutions	118.89	0.00	0.00	0.00	0.00	118.89
Jeffrey Hentz	123.20	0.00	0.00	0.00	0.00	123.20
Katherine Anglin	0.00	2,070.00	0.00	0.00	0.00	2,070.00
Katie Biggers	414.19	0.00	0.00	0.00	0.00	414.19
LexiConn Internet Services	0.00	179.85	0.00	0.00	0.00	179.85
Liberty Utilities*	0.00	527.29	0.00	0.00	0.00	527.29
Liz Bowling	424.08	0.00	0.00	0.00	0.00	424.08
MaHK Advertising, LLC	76.21	0.00	0.00	0.00	0.00	76.21
Northstar California*	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Office Boss	465.78	0.00	0.00	0.00	0.00	465.78
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
SDBX Studio, LLC.	2,200.00	0.00	0.00	0.00	0.00	2,200.00
Sierra Nevada Ad Partners	0.00	2,451.95	0.00	0.00	0.00	2,451.95
StorQuest	0.00	30.75	0.00	0.00	0.00	30.75
Tahoe Basics	650.00	936.00	0.00	0.00	0.00	1,586.00
Tahoe City Downtown Association*	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Tahoe Truckee Sierra Disposal*	243.72	0.00	0.00	0.00	0.00	243.72
Team Whiskey	2,500.00	0.00	0.00	0.00	0.00	2,500.00
The Abbi Agency, Inc.	2,100.00	0.00	0.00	0.00	0.00	2,100.00
The Paper Trail*	15.00	622.50	0.00	0.00	0.00	637.50
Uline	261.47	0.00	0.00	0.00	0.00	261.47
Van Siclen, DeWitt	400.00	0.00	0.00	0.00	0.00	400.00
Vogelaar, Dale	88.24	0.00	0.00	0.00	0.00	88.24
Waterman's Landing	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
YIG Administration	82.78	0.00	0.00	0.00	0.00	82.78
TOTAL	<u>36,108.38</u>	<u>6,818.34</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>42,926.72</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	(550,686)	533,243	(1,083,929)	2,535,388	4,043,867	(1,508,480)	4,043,867
4200-00 · Membership Dues Revenue	10,224	10,417	(192)	137,471	125,000	12,471	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	0	0	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	0	0	0	20,000	(20,000)	20,000
Total 4250-01 · Community Awards	0	0	0	0	58,000	(58,000)	58,000
4250-02 · Chamber Events	0	0	0	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	1,000	(1,000)	0	2,500	(2,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	1,000	400	600	1,500	2,000	(500)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	4,000	(4,000)	4,000
Total 4251-00 · Tues AM Breakfast Club	1,000	950	50	1,500	6,000	(4,500)	6,000
4250-00 · Revenues-Membership Activities - Other	285	0	285	6,960	0	6,960	0
Total 4250-00 · Revenues-Membership Activities	1,285	1,950	(665)	8,460	72,500	(64,040)	72,500
4253-00 · Revenue- Other	0	500	(500)	1,525	2,500	(975)	2,500
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	529	0	529	5,331	0	5,331	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	17,319	10,000	7,319	104,469	85,000	19,469	85,000
Total 46000 · Merchandise Sales	17,848	10,000	7,848	110,360	85,000	25,360	85,000
4720-00 · Miscellaneous	(14,004)	0	(14,004)	1,250	0	1,250	0
Total Income	(535,332)	556,110	(1,091,442)	2,794,453	4,328,867	(1,534,414)	4,328,867
Gross Profit	(535,332)	556,110	(1,091,442)	2,794,453	4,328,867	(1,534,414)	4,328,867
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	5,422	7,049	(1,627)	70,311	84,586	(14,275)	84,586
5030-00 · P/R - Health Insurance Expense	8,748	11,750	(3,002)	117,899	141,000	(23,101)	141,000
5040-00 · P/R - Workmans Comp	1,087	1,128	(41)	10,906	13,532	(2,626)	13,532
5060-00 · 401 (k)	(7,525)	3,308	(10,833)	13,941	39,700	(25,759)	39,700
5070-00 · Other Benefits and Expenses	1,269	428	841	4,822	5,135	(313)	5,135
5000-00 · Salaries & Wages - Other	31,293	94,593	(63,300)	939,282	1,135,121	(195,839)	1,135,121
Total 5000-00 · Salaries & Wages	40,293	118,256	(77,962)	1,159,266	1,419,074	(259,808)	1,419,074
5100-00 · Rent							
5110-00 · Utilities	869	937	(68)	10,365	11,655	(1,290)	11,655
5140-00 · Repairs & Maintenance	87	888	(802)	7,340	10,660	(3,320)	10,660
5150-00 · Office - Cleaning	600	1,058	(458)	6,475	12,700	(6,225)	12,700
5100-00 · Rent - Other	11,818	12,819	(1,000)	158,945	152,798	6,147	152,798
Total 5100-00 · Rent	13,374	15,702	(2,328)	183,125	187,813	(4,687)	187,813
5310-00 · Telephone							
5320-00 · Telephone	2,665	1,924	741	29,615	23,088	6,527	23,088
Total 5310-00 · Telephone	2,665	1,924	741	29,615	23,088	6,527	23,088
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	50	0	50	0
5420-00 · Mail - USPS - Other	200	127	73	1,466	1,520	(54)	1,520
Total 5420-00 · Mail - USPS	200	127	73	1,516	1,520	(4)	1,520
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,621	20,300	(10,679)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	251	287	(36)	10,916	3,440	7,476	3,440
5520-00 · Supplies - Other	2,906	7,598	(4,691)	24,238	91,174	(66,936)	91,174
Total 5520-00 · Supplies	3,158	7,884	(4,727)	35,154	94,614	(59,460)	94,614
5610-00 · Depreciation	153	0	153	1,375	0	1,375	0
5700-00 · Equipment Support & Maintenance	2,524	2,267	258	26,845	27,200	(355)	27,200
5710-00 · Taxes, Licenses & Fees	1,044	1,025	19	13,245	12,300	945	12,300
5740-00 · Equipment Rental/Leasing	850	969	(120)	5,087	11,630	(6,543)	11,630
5800-00 · Training Seminars	0	1,667	(1,667)	526	22,000	(21,474)	22,000
5850-00 · Artist of Month - Commissions	0	250	(250)	3,272	3,000	272	3,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	7,320	9,000	(1,680)	9,000
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	37,073	13,750	23,323	120,798	134,000	(13,202)	134,000
Total 5900-00 · Professional Fees	37,073	14,500	22,573	149,918	169,000	(19,082)	169,000
5941-00 · Research & Planning	0	11,250	(11,250)	0	55,000	(55,000)	55,000
6020-00 · Programs							
6016-00 · Special Event Partnership	33,500	6,250	27,250	36,426	50,000	(13,574)	50,000
6018-00 · Business Assoc. Grants	0	15,000	(15,000)	0	30,000	(30,000)	30,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 · Programs	33,500	21,250	12,250	36,426	80,000	(43,574)	80,000
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	25,000	0	25,000	25,000	25,400	(400)	25,400
6421-06 · Spartan	180,900	180,900	0	180,900	180,900	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	48,000	40,800	7,200	48,000	240,800	(192,800)	240,800
Total 6420-01 · Sponsorships	253,900	221,700	32,200	253,900	529,000	(275,100)	529,000
6421-00 · New Event Development	10,000	2,500	7,500	28,000	30,000	(2,000)	30,000
6424-00 · Event Operation Expenses	19,282	1,000	18,282	19,294	6,000	13,294	6,000
Total 6420-00 · Events	283,182	225,200	57,982	301,194	565,000	(263,806)	565,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	28,000	(27,705)	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	1,000	(1,000)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	0	3,000	(3,000)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	6,640	5,000	1,640	5,000
6423-00 · Membership Activities - Other	590	417	173	3,150	5,000	(1,850)	5,000
Total 6423-00 · Membership Activities	1,109	1,746	(637)	10,085	42,000	(31,915)	42,000
6730-00 · Marketing Cooperative/Media	0	76,200	(76,200)	421,850	1,000,000	(578,150)	1,000,000
6740-00 · Media/Collateral/Production	1,500	1,667	(167)	3,325	20,000	(16,675)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	871	23,000	(22,129)	114,507	232,000	(117,493)	232,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	10,000	3,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	40,000	(54,507)	40,000
6743-07 · Winter Regional Campaign	4,800	0	4,800	22,077	0	22,077	0
6743-08 · Summer Regional Campaign	37,652	0	37,652	37,652	0	37,652	0
6743-00 · BACC Marketing Programs - Other	6,950	0	6,950	6,950	0	6,950	0
Total 6743-00 · BACC Marketing Programs	49,402	8,000	41,402	65,580	80,000	(14,420)	80,000
7500-00 · Trade Shows/Travel	246	1,250	(1,004)	641	15,000	(14,359)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	142	125	17	1,703	1,500	203	1,500
59900 · POS Inventory Adjustments	142	0	142	713	0	713	0
8100-01 · CGS - Other	1,124	0	1,124	1,371	0	1,371	0
8100-00 · Cost of Goods Sold - Other	8,932	4,475	4,457	54,932	38,000	16,932	38,000
Total 8100-00 · Cost of Goods Sold	10,339	4,600	5,739	58,719	39,500	19,219	39,500
8200-00 · Associate Relations	265	135	130	3,351	1,600	1,751	1,600
8300-00 · Board Functions	623	500	123	4,624	7,000	(2,376)	7,000
8500-00 · Credit Card Fees	463	475	(12)	4,051	5,850	(1,799)	5,850
8600-00 · Additional Opportunites	3,150	10,000	(6,850)	79,050	120,000	(40,950)	120,000
8700-00 · Automobile Expenses	270	466	(196)	2,296	5,450	(3,154)	5,450
8750-00 · Meals/Meetings	117	763	(646)	567	8,900	(8,333)	8,900
8810-00 · Dues & Subscriptions	803	1,513	(711)	13,577	17,900	(4,323)	17,900
8910-00 · Travel	0	1,100	(1,100)	134	12,600	(12,466)	12,600
8920-00 · Bad Debt	(9,567)	0	(9,567)	28,713	0	28,713	0
Total Expense	477,875	555,376	(77,501)	2,767,257	4,299,338	(1,532,081)	4,299,338
Net Ordinary Income	(1,013,207)	734	(1,013,941)	27,196	29,529	(2,333)	29,529
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	180	0	180	0
Total Other Income	11	0	11	180	0	180	0
Other Expense							
8990-00 · Allocated	0	0	(0)	0	0	(0)	0
Total Other Expense	0	0	(0)	0	0	(0)	0
Net Other Income	11	(0)	11	180	(0)	180	(0)
Net Income	(1,013,196)	734	(1,013,930)	27,376	29,529	(2,153)	29,529

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

Accrual Basis

June 2021

	Jun 21	Jun 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	(550,686)	150,365	(701,050)	(466)%
4200-00 · Membership Dues Revenue	10,224	11,342	(1,118)	(10)%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	1,000	0	1,000	100%
4251-00 · Tues AM Breakfast Club - Other	0	0	(0)	(100)%
Total 4251-00 · Tues AM Breakfast Club	1,000	0	1,000	1,999,900%
4250-00 · Revenues-Membership Activities - Other	285	435	(150)	(35)%
Total 4250-00 · Revenues-Membership Activities	1,285	435	850	195%
4350-00 · Special Events (Marketing)	0	88,889	(88,889)	(100)%
4600-00 · Commissions	0	(11,676)	11,676	100%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	529	0	529	100%
4504-00 · Retail Revenue - Other	0	6,256	(6,256)	(100)%
46000 · Merchandise Sales - Other	17,319	3,714	13,605	366%
Total 46000 · Merchandise Sales	17,848	9,971	7,877	79%
4720-00 · Miscellaneous	(14,004)	0	(14,004)	(100)%
Total Income	(535,332)	249,326	(784,658)	(315)%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	(535,332)	249,326	(784,658)	(315)%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	0	(2,151)	2,151	100%
5020-00 · P/R - Tax Expense	5,422	14,533	(9,111)	(63)%
5030-00 · P/R - Health Insurance Expense	8,748	12,997	(4,250)	(33)%
5040-00 · P/R - Workmans Comp	1,087	884	203	23%
5060-00 · 401 (k)	(7,525)	2,306	(9,831)	(426)%
5070-00 · Other Benefits and Expenses	1,269	872	397	46%
5000-00 · Salaries & Wages - Other	31,293	104,294	(73,001)	(70)%
Total 5000-00 · Salaries & Wages	40,293	133,737	(93,443)	(70)%
5100-00 · Rent				
5110-00 · Utilities	869	616	253	41%
5140-00 · Repairs & Maintenance	87	87	0	0%
5150-00 · Office - Cleaning	600	1,050	(450)	(43)%
5100-00 · Rent - Other	11,818	13,330	(1,512)	(11)%
Total 5100-00 · Rent	13,374	15,083	(1,709)	(11)%
5310-00 · Telephone				
5320-00 · Telephone	2,665	2,170	495	23%
Total 5310-00 · Telephone	2,665	2,170	495	23%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	21	(21)	(100)%
5420-00 · Mail - USPS - Other	200	0	200	100%
Total 5420-00 · Mail - USPS	200	21	179	874%
5510-00 · Insurance/Bonding	269	269	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer	251	0	251	100%
5520-00 · Supplies - Other	2,906	1,358	1,549	114%
Total 5520-00 · Supplies	3,158	1,358	1,800	133%
5610-00 · Depreciation	153	110	43	39%
5700-00 · Equipment Support & Maintenance	2,524	2,844	(320)	(11)%
5710-00 · Taxes, Licenses & Fees	1,044	1,350	(306)	(23)%
5740-00 · Equipment Rental/Leasing	850	484	365	76%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	0	340	(340)	(100)%

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

Accrual Basis

June 2021

	Jun 21	Jun 20	\$ Change	% Change
5921-00 · Professional Fees - Other	37,073	0	37,073	100%
Total 5900-00 · Professional Fees	37,073	340	36,733	10,804%
6020-00 · Programs				
6016-00 · Special Event Partnership	33,500	7,250	26,250	362%
6018-00 · Business Assoc. Grants	0	20,000	(20,000)	(100)%
Total 6020-00 · Programs	33,500	27,250	6,250	23%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	88,889	(88,889)	(100)%
6421-04 · Broken Arrow Skyrace	25,000	0	25,000	100%
6421-06 · Spartan	180,900	0	180,900	100%
6420-01 · Sponsorships - Other	48,000	(5,000)	53,000	1,060%
Total 6420-01 · Sponsorships	253,900	83,889	170,011	203%
6421-00 · New Event Development	10,000	16,000	(6,000)	(38)%
6424-00 · Event Operation Expenses	19,282	0	19,282	100%
Total 6420-00 · Events	283,182	99,889	183,292	184%
6423-00 · Membership Activities				
6442-00 · Public Relations/Website/Digita	519	477	42	9%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	590	295	295	100%
Total 6423-00 · Membership Activities	1,109	772	337	44%
6730-00 · Marketing Cooperative/Media	0	81,918	(81,918)	(100)%
6740-00 · Media/Collateral/Production	1,500	0	1,500	100%
6742-00 · Non-NLT Co-Op Marketing Program	871	380	491	129%
6743-00 · BACC Marketing Programs				
6743-06 · COVID Summer Recovery Campaign	0	41,433	(41,433)	(100)%
6743-07 · Winter Regional Campaign	4,800	0	4,800	100%
6743-08 · Summer Regional Campaign	37,652	0	37,652	100%
6743-00 · BACC Marketing Programs - Other	6,950	0	6,950	100%
Total 6743-00 · BACC Marketing Programs	49,402	41,433	7,969	19%
7500-00 · Trade Shows/Travel	246	0	246	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	142	891	(749)	(84)%
59900 · POS Inventory Adjustments	142	263	(121)	(46)%
8100-01 · CGS - Other	1,124	11,092	(9,968)	(90)%
8100-00 · Cost of Goods Sold - Other	8,932	1,870	7,063	378%
Total 8100-00 · Cost of Goods Sold	10,339	14,115	(3,776)	(27)%
8200-00 · Associate Relations	265	57	208	365%
8300-00 · Board Functions	623	1,710	(1,088)	(64)%
8500-00 · Credit Card Fees	463	248	216	87%
8600-00 · Additional Opportunites	3,150	47,456	(44,306)	(93)%
8700-00 · Automobile Expenses	270	123	147	119%
8750-00 · Meals/Meetings	117	0	117	100%
8810-00 · Dues & Subscriptions	803	470	333	71%
8920-00 · Bad Debt	(9,567)	22,263	(31,830)	(143)%
Total Expense	477,875	495,848	(17,974)	(4)%
Net Ordinary Income	(1,013,207)	(246,522)	(766,685)	(311)%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	11	17	(5)	(33)%
Total Other Income	11	17	(5)	(33)%
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	11	17	(5)	(33)%
Net Income	(1,013,196)	(246,506)	(766,690)	(311)%

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

11 - Marketing

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	(396,931)	439,972	(836,903)	1,722,229	2,983,682	(1,261,453)	2,983,682
4253-00 · Revenue- Other	0			1,525	0	1,525	0
4720-00 · Miscellaneous	0			1,250			
Total Income	(396,931)	439,972	(836,903)	1,725,004	2,983,682	(1,258,678)	2,983,682
Gross Profit	(396,931)	439,972	(836,903)	1,725,004	2,983,682	(1,258,678)	2,983,682
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,348	1,667	(318)	17,378	20,000	(2,622)	20,000
5030-00 · P/R - Health Insurance Expense	2,927	4,000	(1,073)	38,037	48,000	(9,963)	48,000
5040-00 · P/R - Workmans Comp	268	125	143	4,035	1,500	2,535	1,500
5060-00 · 401 (k)	817	833	(17)	9,839	10,000	(161)	10,000
5070-00 · Other Benefits and Expenses	557	142	416	1,279	1,700	(421)	1,700
5000-00 · Salaries & Wages - Other	26,499	22,299	4,199	272,678	267,592	5,086	267,592
Total 5000-00 · Salaries & Wages	32,416	29,066	3,350	343,245	348,792	(5,547)	348,792
5100-00 · Rent							
5110-00 · Utilities	135	120	15	1,648	1,855	(207)	1,855
5140-00 · Repairs & Maintenance	0	75	(75)	374	900	(526)	900
5150-00 · Office - Cleaning	180	250	(70)	2,052	3,000	(948)	3,000
5100-00 · Rent - Other	1,974	2,400	(427)	25,815	27,777	(1,962)	27,777
Total 5100-00 · Rent	2,289	2,845	(556)	29,889	33,532	(3,643)	33,532
5310-00 · Telephone							
5320-00 · Telephone	626	549	77	6,863	6,588	276	6,588
Total 5310-00 · Telephone	626	549	77	6,863	6,588	276	6,588
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			50			
5420-00 · Mail - USPS - Other	53	0	53	265	0	265	0
Total 5420-00 · Mail - USPS	53	0	53	315	0	315	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	95	0	95	4,567	0	4,567	0
5520-00 · Supplies - Other	60	1,716	(1,656)	820	20,594	(19,774)	20,594
Total 5520-00 · Supplies	156	1,716	(1,561)	5,387	20,594	(15,207)	20,594
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	150	(150)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	124	150	(26)	150
5740-00 · Equipment Rental/Leasing	212	167	45	1,275	2,000	(725)	2,000
5800-00 · Training Seminars	0	750	(750)	0	9,000	(9,000)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,500	(1,500)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	13,000	13,500	(500)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	13,000	15,000	(2,000)	15,000
5941-00 · Research & Planning	0	10,000	(10,000)	0	40,000	(40,000)	40,000
6020-00 · Programs							
6016-00 · Special Event Partnership	33,500	6,250	27,250	36,426	50,000	(13,574)	50,000
6018-00 · Business Assoc. Grants	0	15,000	(15,000)	0	30,000	(30,000)	30,000
Total 6020-00 · Programs	33,500	21,250	12,250	36,426	80,000	(43,574)	80,000
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	25,000		25,000	25,000	25,400	(400)	25,400
6421-06 · Spartan	180,900	180,900	0	180,900	180,900	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	48,000	40,800	7,200	48,000	240,800	(192,800)	240,800
Total 6420-01 · Sponsorships	253,900	221,700	32,200	253,900	529,000	(275,100)	529,000
6421-00 · New Event Development	10,000	2,500	7,500	28,000	30,000	(2,000)	30,000
6424-00 · Event Operation Expenses	19,282	1,000	18,282	19,294	6,000	13,294	6,000
Total 6420-00 · Events	283,182	225,200	57,982	301,194	565,000	(263,806)	565,000
6423-00 · Membership Activities							
6442-00 · Public Relations/Website/Digital	0			600			
Total 6423-00 · Membership Activities	0			600			
6730-00 · Marketing Cooperative/Media	0	65,344	(65,344)	388,694	925,000	(536,306)	925,000
6742-00 · Non-NLT Co-Op Marketing Program	671	22,000	(21,329)	112,107	220,000	(107,893)	220,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	1,000	(1,000)	13,409	10,000	3,409	10,000
6743-03 · Winter Lakeside Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-04 · Summerlong Music Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-05 · Summer Mountain Campaign	0	1,000	(1,000)	0	10,000	(10,000)	10,000
6743-06 · COVID Summer Recovery Campaign	0	4,000	(4,000)	(14,507)	40,000	(54,507)	40,000
6743-07 · Winter Regional Campaign	4,800	0	4,800	22,077	0	22,077	0
6743-08 · Summer Regional Campaign	37,652	0	37,652	0	0	37,652	0
6743-00 · BACC Marketing Programs - Other	6,950			6,950			
Total 6743-00 · BACC Marketing Programs	49,402	8,000	41,402	65,580	80,000	(14,420)	80,000
7500-00 · Trade Shows/Travel	0	0	0	395	0	395	0
8200-00 · Associate Relations	52	23	29	220	250	(30)	250
8600-00 · Additional Opportunit	2,500	7,917	(5,417)	71,250	95,000	(23,750)	95,000
8700-00 · Automobile Expenses	34	136	(103)	363	1,500	(1,137)	1,500
8750-00 · Meals/Meetings	47	250	(203)	63	2,750	(2,687)	2,750
8810-00 · Dues & Subscriptions	32	259	(227)	529	2,850	(2,321)	2,850
8910-00 · Travel	0	1,100	(1,100)	0	11,100	(11,100)	11,100
8920-00 · Bad Debt	0			556			
Total Expense	405,170	397,847	7,324	1,378,076	2,459,256	(1,081,180)	2,459,256
Net Ordinary Income	(802,102)	42,125	(844,227)	346,928	524,426	(177,498)	524,426
Other Income/Expense							
Other Income							

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

Accrual Basis

11 - Marketing

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
4700-00 · Revenues- Interest & Investment	11	0	11	180	0	180	0
Total Other Income	11	0	11	180	0	180	0
Other Expense							
8990-00 · Allocated	(24,871)	42,125	(66,996)	347,117	524,426	(177,310)	524,426
Total Other Expense	(24,871)	42,125	(66,996)	347,117	524,426	(177,310)	524,426
Net Other Income	24,882	(42,125)	67,007	(346,937)	(524,426)	177,490	(524,426)
Net Income	<u>(777,220)</u>	<u>0</u>	<u>(777,220)</u>	<u>(9)</u>	<u>0</u>	<u>(9)</u>	<u>0</u>

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

Accrual Basis

30 - Conference

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	11,078	36,241	(25,163)	358,891	384,054	(25,163)	384,054
Total Income	11,078	36,241	(25,163)	358,891	384,054	(25,163)	384,054
Gross Profit	11,078	36,241	(25,163)	358,891	384,054	(25,163)	384,054
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	384	1,157	(773)	13,634	13,886	(252)	13,886
5030-00 · P/R - Health Insurance Expense	2,094	2,042	53	25,545	24,500	1,045	24,500
5040-00 · P/R - Workmans Comp	84	167	(83)	2,604	2,000	604	2,000
5060-00 · 401 (k)	214	500	(286)	6,875	6,000	875	6,000
5070-00 · Other Benefits and Expenses	47	38	10	955	450	505	450
5000-00 · Salaries & Wages - Other	(218)	14,030	(14,248)	173,889	168,365	5,524	168,365
Total 5000-00 · Salaries & Wages	2,605	17,933	(15,328)	225,607	215,201	10,406	215,201
5100-00 · Rent							
5110-00 · Utilities	97	75	22	1,127	900	227	900
5140-00 · Repairs & Maintenance	0	22	(22)	275	260	15	260
5150-00 · Office - Cleaning	133	142	(8)	1,439	1,700	(261)	1,700
5100-00 · Rent - Other	1,290	1,167	124	16,957	14,000	2,957	14,000
Total 5100-00 · Rent	1,521	1,405	116	19,799	16,860	2,939	16,860
5310-00 · Telephone							
5320-00 · Telephone	410	267	143	5,058	3,200	1,858	3,200
Total 5310-00 · Telephone	410	267	143	5,058	3,200	1,858	3,200
5420-00 · Mail - USPS	36	17	20	182	200	(18)	200
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	45	(45)	1,232	540	692	540
5520-00 · Supplies - Other	42	113	(71)	513	1,350	(837)	1,350
Total 5520-00 · Supplies	42	158	(116)	1,746	1,890	(144)	1,890
5710-00 · Taxes, Licenses & Fees	0	8	(8)	120	100	20	100
5740-00 · Equipment Rental/Leasing	102	83	19	594	1,000	(406)	1,000
5800-00 · Training Seminars	0	0	0	0	2,000	(2,000)	2,000
6730-00 · Marketing Cooperative/Media	0	10,856	(10,856)	33,156	75,000	(41,844)	75,000
8200-00 · Associate Relations	0	0	0	419	0	419	0
8750-00 · Meals/Meetings	0	29	(29)	0	350	(350)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	750	(750)	750
Total Expense	4,716	30,818	(26,103)	286,681	316,551	(29,870)	316,551
Net Ordinary Income	6,362	5,423	939	72,210	67,503	4,707	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	24,349	5,422	18,926	72,210	67,503	4,707	67,503
Total Other Expense	24,349	5,422	18,926	72,210	67,503	4,707	67,503
Net Other Income	(24,349)	(5,422)	(18,926)	(72,210)	(67,503)	(4,707)	(67,503)
Net Income	(17,987)	0	(17,987)	0	0	0	0

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

42 - Visitor Center

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	(146,717)	36,277	(182,994)	274,716	457,711	(182,995)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	529	0	529	5,331	0	5,331	0
4504-00 · Retail Revenue - Other	0	0	0	560	0	560	0
46000 · Merchandise Sales - Other	17,319	10,000	7,319	104,469	85,000	19,469	85,000
Total 46000 · Merchandise Sales	17,848	10,000	7,848	110,360	85,000	25,360	85,000
Total Income	(128,869)	46,277	(175,146)	385,076	542,711	(157,635)	542,711
Gross Profit	(128,869)	46,277	(175,146)	385,076	542,711	(157,635)	542,711
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,508	1,292	216	10,339	15,500	(5,161)	15,500
5030-00 · P/R - Health Insurance Expense	713	1,583	(870)	13,779	19,000	(5,221)	19,000
5040-00 · P/R - Workmans Comp	629	433	196	4,161	5,200	(1,039)	5,200
5060-00 · 401 (k)	563	417	146	4,383	5,000	(617)	5,000
5070-00 · Other Benefits and Expenses	8	82	(73)	974	982	(8)	982
5000-00 · Salaries & Wages - Other	7,953	15,568	(7,615)	108,544	186,818	(78,274)	186,818
Total 5000-00 · Salaries & Wages	11,374	19,375	(8,001)	142,180	232,500	(90,320)	232,500
5100-00 · Rent							
5110-00 · Utilities	430	583	(153)	5,236	7,000	(1,764)	7,000
5140-00 · Repairs & Maintenance	0	458	(458)	1,238	5,500	(4,263)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	4,300	(4,300)	4,300
5100-00 · Rent - Other	5,807	6,721	(914)	76,308	80,650	(4,342)	80,650
Total 5100-00 · Rent	6,237	8,121	(1,884)	82,782	97,450	(14,668)	97,450
5310-00 · Telephone							
5320-00 · Telephone	378	238	141	4,071	2,850	1,221	2,850
Total 5310-00 · Telephone	378	238	141	4,071	2,850	1,221	2,850
5420-00 · Mail - USPS	36	17	20	182	200	(18)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	95	900	(805)	900
5520-00 · Supplies - Other	522	2,917	(2,394)	4,033	35,000	(30,967)	35,000
Total 5520-00 · Supplies	522	2,992	(2,469)	4,128	35,900	(31,772)	35,900
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	50	(50)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	31	50	(19)	50
5740-00 · Equipment Rental/Leasing	168	129	39	1,009	1,550	(541)	1,550
5800-00 · Training Seminars	0	250	(250)	0	3,000	(3,000)	3,000
5850-00 · Artist of Month - Commissions	0	250	(250)	3,272	3,000	272	3,000
6740-00 · Media/Collateral/Production	1,500	1,667	(167)	3,325	20,000	(16,675)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,400	12,000	(9,600)	12,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	142	125	17	1,703	1,500	203	1,500
59900 · POS Inventory Adjustments	142	0	142	713	0	713	0
8100-01 · CGS - Other	1,124	0	1,124	1,371	0	1,371	0
8100-00 · Cost of Goods Sold - Other	8,932	4,475	4,457	54,932	38,000	16,932	38,000
Total 8100-00 · Cost of Goods Sold	10,339	4,600	5,739	58,719	39,500	19,219	39,500
8200-00 · Associate Relations	105	17	89	247	200	47	200
8500-00 · Credit Card Fees	438	475	(37)	3,497	4,000	(503)	4,000
8700-00 · Automobile Expenses	0	46	(46)	125	550	(425)	550
8750-00 · Meals/Meetings	33	33	(1)	91	400	(309)	400
8810-00 · Dues & Subscriptions	0	8	(8)	1,530	100	1,430	100
8910-00 · Travel	0	0	0	0	1,500	(1,500)	1,500
Total Expense	31,331	39,225	(7,894)	307,588	454,800	(147,212)	454,800
Net Ordinary Income	(160,200)	7,052	(167,252)	77,488	87,911	(10,423)	87,911
Other Income/Expense							
Other Expense							
8990-00 · Allocated	8,668	7,062	1,605	77,479	87,921	(10,443)	87,921
Total Other Expense	8,668	7,062	1,605	77,479	87,921	(10,443)	87,921
Net Other Income	(8,668)	(7,062)	(1,605)	(77,479)	(87,921)	10,443	(87,921)
Net Income	(168,868)	(10)	(168,858)	9	(10)	19	(10)

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

Accrual Basis

51 - TMPI

	Jun 21	Budget	\$ Over Bu...	Jul '20 - Ju...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	(18,115)	20,753	(38,868)	179,551	218,419	(38,868)	218,419
Total Income	(18,115)	20,753	(38,868)	179,551	218,419	(38,868)	218,419
Gross Profit	(18,115)	20,753	(38,868)	179,551	218,419	(38,868)	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	99	225	(126)	1,276	2,700	(1,424)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	1,839	2,000	(161)	2,000
5040-00 · P/R - Workmans Comp	9	175	(166)	85	2,100	(2,015)	2,100
5060-00 · 401 (k)	0	167	(167)	0	2,000	(2,000)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	9	203	(194)	203
5000-00 · Salaries & Wages - Other	(1,314)	3,836	(5,149)	16,990	46,026	(29,036)	46,026
Total 5000-00 · Salaries & Wages	(1,051)	4,586	(5,637)	20,199	55,029	(34,830)	55,029
5100-00 · Rent							
5110-00 · Utilities	5	0	5	53	0	53	0
5140-00 · Repairs & Maintenance	0	0	0	14	0	14	0
5150-00 · Office - Cleaning	7	0	7	72	0	72	0
5100-00 · Rent - Other	65	0	65	848	0	848	0
Total 5100-00 · Rent	76	0	76	986	0	986	0
5310-00 · Telephone							
5320-00 · Telephone	22	0	22	228	0	228	0
Total 5310-00 · Telephone	22	0	22	228	0	228	0
5420-00 · Mail - USPS	2			9	0	9	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,081)	13,823	25,000	(11,177)	25,000
Total 5520-00 · Supplies	2	2,083	(2,081)	13,826	25,000	(11,174)	25,000
5710-00 · Taxes, Licenses & Fees	0	0	0	1	0	1	0
5740-00 · Equipment Rental/Leasing	1	0	1	4	0	4	0
5800-00 · Training Seminars	0			150			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	37,073	11,000	26,073	107,798	100,000	7,798	100,000
Total 5900-00 · Professional Fees	37,073	11,000	26,073	107,798	100,000	7,798	100,000
8700-00 · Automobile Expenses	15	0	15	80	0	80	0
8750-00 · Meals/Meetings	0	0	0	61	0	61	0
8810-00 · Dues & Subscriptions	2	0	2	68	0	68	0
8910-00 · Travel	0			13			
Total Expense	36,142	17,669	18,473	143,425	180,029	(36,604)	180,029
Net Ordinary Income	(54,257)	3,084	(57,341)	36,127	38,390	(2,264)	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	8,892	3,084	5,808	36,127	38,390	(2,264)	38,390
Total Other Expense	8,892	3,084	5,808	36,127	38,390	(2,264)	38,390
Net Other Income	(8,892)	(3,084)	(5,808)	(36,127)	(38,390)	2,264	(38,390)
Net Income	(63,149)	0	(63,149)	0	0	0	0

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

Accrual Basis

60 - Membership

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	10,224	10,417	(192)	137,471	125,000	12,471	125,000
4250-00 · Revenues-Membership Activities							
4250-01 · Community Awards							
4250-04 · Silent Auction	0	0	0	0	19,000	(19,000)	19,000
4250-05 · Sponsorships	0	0	0	0	19,000	(19,000)	19,000
4250-01 · Community Awards - Other	0	0	0	0	20,000	(20,000)	20,000
Total 4250-01 · Community Awards	0	0	0	0	58,000	(58,000)	58,000
4250-02 · Chamber Events	0	0	0	0	6,000	(6,000)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	1,000	(1,000)	0	2,500	(2,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	1,000	400	600	1,500	2,000	(500)	2,000
4251-00 · Tues AM Breakfast Club - Other	0	550	(550)	0	4,000	(4,000)	4,000
Total 4251-00 · Tues AM Breakfast Club	1,000	950	50	1,500	6,000	(4,500)	6,000
4250-00 · Revenues-Membership Activities - Other	285	0	285	6,960	0	6,960	0
Total 4250-00 · Revenues-Membership Activities	1,285	1,950	(665)	8,460	72,500	(64,040)	72,500
4253-00 · Revenue- Other	0	500	(500)	0	2,500	(2,500)	2,500
Total Income	11,509	12,867	(1,357)	145,931	200,000	(54,069)	200,000
Gross Profit	11,509	12,867	(1,357)	145,931	200,000	(54,069)	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	250	458	(209)	3,152	5,500	(2,348)	5,500
5030-00 · P/R - Health Insurance Expense	99	667	(567)	2,706	8,000	(5,294)	8,000
5040-00 · P/R - Workmans Comp	28	33	(5)	159	400	(241)	400
5060-00 · 401 (k)	110	142	(32)	1,080	1,700	(620)	1,700
5070-00 · Other Benefits and Expenses	218	33	184	237	400	(163)	400
5000-00 · Salaries & Wages - Other	1,301	5,333	(4,032)	38,071	64,000	(25,929)	64,000
Total 5000-00 · Salaries & Wages	2,007	6,667	(4,660)	45,405	80,000	(34,595)	80,000
5100-00 · Rent							
5110-00 · Utilities	38	33	4	406	400	6	400
5140-00 · Repairs & Maintenance	0	8	(8)	114	100	14	100
5150-00 · Office - Cleaning	57	58	(2)	504	700	(196)	700
5100-00 · Rent - Other	522	638	(116)	6,738	7,650	(912)	7,650
Total 5100-00 · Rent	616	738	(121)	7,762	8,850	(1,088)	8,850
5310-00 · Telephone							
5320-00 · Telephone	140	121	19	1,462	1,450	12	1,450
Total 5310-00 · Telephone	140	121	19	1,462	1,450	12	1,450
5420-00 · Mail - USPS	12	10	2	58	120	(62)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer	0			37	0	37	0
5520-00 · Supplies - Other	389	167	222	574	2,000	(1,426)	2,000
Total 5520-00 · Supplies	389	167	222	610	2,000	(1,390)	2,000
5710-00 · Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 · Equipment Rental/Leasing	119	173	(55)	723	2,080	(1,357)	2,080
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	1,000	(1,000)	1,000
Total 5900-00 · Professional Fees	0	0	0	0	1,000	(1,000)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	0	0	0	295	28,000	(27,705)	28,000
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	1,000	(1,000)	1,000
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	0	3,000	(3,000)	3,000
6442-00 · Public Relations/Website/Digita	519	417	102	6,040	5,000	1,040	5,000
6423-00 · Membership Activities - Other	590	417	173	3,150	5,000	(1,850)	5,000
Total 6423-00 · Membership Activities	1,109	1,746	(637)	9,485	42,000	(32,515)	42,000
8200-00 · Associate Relations	0	13	(13)	181	150	31	150
8500-00 · Credit Card Fees	25	0	25	554	1,850	(1,296)	1,850
8700-00 · Automobile Expenses	39	33	5	198	400	(202)	400
8750-00 · Meals/Meetings	0	33	(33)	8	400	(392)	400
8810-00 · Dues & Subscriptions	11	17	(6)	206	200	6	200
8910-00 · Travel	0			7			
8920-00 · Bad Debt	(9,567)	0	(9,567)	28,020	0	28,020	0
Total Expense	(5,101)	9,717	(14,818)	94,701	140,500	(45,799)	140,500
Net Ordinary Income	16,610	3,150	13,460	51,230	59,500	(8,270)	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,583	2,407	176	23,854	29,961	(6,107)	29,961
Total Other Expense	2,583	2,407	176	23,854	29,961	(6,107)	29,961

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

Accrual Basis

60 - Membership

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(2,583)	(2,407)	(176)	(23,854)	(29,961)	6,107	(29,961)
Net Income	<u>14,027</u>	<u>743</u>	<u>13,284</u>	<u>27,375</u>	<u>29,539</u>	<u>(2,164)</u>	<u>29,539</u>

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

70 - Administration

Accrual Basis

	Jun 21	Budget	\$ Over Budget	Jul '20 - Jun 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4720-00 · Miscellaneous	(14,004)	0	(14,004)	0	0	0	0
Total Income	(14,004)	0	(14,004)	0	0	0	0
Gross Profit	(14,004)	0	(14,004)	0	0	0	0
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,833	2,250	(417)	24,532	27,000	(2,468)	27,000
5030-00 · P/R - Health Insurance Expense	2,761	3,292	(531)	35,993	39,500	(3,507)	39,500
5040-00 · P/R - Workmans Comp	69	194	(125)	(139)	2,332	(2,471)	2,332
5060-00 · 401 (k)	(9,228)	1,250	(10,478)	(8,236)	15,000	(23,236)	15,000
5070-00 · Other Benefits and Expenses	437	117	320	1,368	1,400	(32)	1,400
5000-00 · Salaries & Wages - Other	(2,928)	33,327	(36,454)	329,111	402,320	(73,209)	402,320
Total 5000-00 · Salaries & Wages	(7,057)	40,629	(47,686)	382,630	487,552	(104,922)	487,552
5100-00 · Rent							
5110-00 · Utilities	163	125	38	1,894	1,500	394	1,500
5140-00 · Repairs & Maintenance	87	325	(238)	5,326	3,900	1,426	3,900
5150-00 · Office - Cleaning	223	250	(27)	2,408	3,000	(592)	3,000
5100-00 · Rent - Other	2,161	1,893	268	32,279	22,720	9,559	22,720
Total 5100-00 · Rent	2,634	2,593	41	41,908	31,120	10,787	31,120
5310-00 · Telephone							
5320-00 · Telephone	1,089	750	339	11,933	9,000	2,933	9,000
Total 5310-00 · Telephone	1,089	750	339	11,933	9,000	2,933	9,000
5420-00 · Mail - USPS	61	83	(22)	770	1,000	(230)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	9,621	20,300	(10,679)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	156	167	(11)	4,981	2,000	2,981	2,000
5520-00 · Supplies - Other	1,891	603	1,289	4,475	7,230	(2,755)	7,230
Total 5520-00 · Supplies	2,047	769	1,278	9,456	9,230	226	9,230
5610-00 · Depreciation	153	0	153	1,375	0	1,375	0
5700-00 · Equipment Support & Maintenance	2,524	2,250	274	26,845	27,000	(155)	27,000
5710-00 · Taxes, Licenses & Fees	1,044	1,000	44	12,946	12,000	946	12,000
5740-00 · Equipment Rental/Leasing	248	417	(169)	1,482	5,000	(3,518)	5,000
5800-00 · Training Seminars	0	667	(667)	376	8,000	(7,624)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	7,320	7,500	(180)	7,500
5920-00 · Professional Fees - Accountant	0	0	0	21,800	26,000	(4,200)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	19,500	(19,500)	19,500
Total 5900-00 · Professional Fees	0	2,250	(2,250)	29,120	53,000	(23,880)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	15,000	(15,000)	15,000
7500-00 · Trade Shows/Travel	246	1,250	(1,004)	246	15,000	(14,754)	15,000
8200-00 · Associate Relations	108	83	25	2,284	1,000	1,284	1,000
8300-00 · Board Functions	623	500	123	4,624	7,000	(2,376)	7,000
8600-00 · Additional Opportunites	650	2,083	(1,433)	7,800	25,000	(17,200)	25,000
8700-00 · Automobile Expenses	182	250	(68)	1,531	3,000	(1,469)	3,000
8750-00 · Meals/Meetings	37	417	(380)	345	5,000	(4,655)	5,000
8810-00 · Dues & Subscriptions	758	1,167	(409)	11,245	14,000	(2,755)	14,000
8910-00 · Travel	0	0	0	114	0	114	0
8920-00 · Bad Debt	0	0	0	137	0	137	0
Total Expense	5,616	60,100	(54,484)	556,787	748,202	(191,416)	748,202
Net Ordinary Income	(19,620)	(60,100)	40,480	(556,787)	(748,202)	191,416	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(19,620)	(60,100)	40,480	(556,787)	(748,202)	191,416	(748,202)
Total Other Expense	(19,620)	(60,100)	40,480	(556,787)	(748,202)	191,416	(748,202)
Net Other Income	19,620	60,100	(40,480)	556,787	748,202	(191,416)	748,202
Net Income	0	0	(0)	0	0	0	0

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

July 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2021

Accrual Basis

	Jul 31, 21	Jul 31, 20	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,415,170	0	2,415,170	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	(30,676)	854,330	(885,006)	(104%)	(273,742)
1007-00 · Cash - Payroll BOTW #7421	5,765	1,916	3,849	201%	38,521
1008-00 · Marketing Reserve - Plumas	50,359	50,317	42	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	100,984	100,852	132	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	36,688	83,308	(46,620)	(56%)	39,803
10950 · Cash in Drawer	598	307	291	95%	139
Total Checking/Savings	2,608,628	1,120,770	1,487,858	133%	1,951,785
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	355,021	434,141	(79,120)	(18%)	432,499
Total Accounts Receivable	355,021	436,641	(81,620)	(19%)	433,499
Other Current Assets					
1200-99 · AR Other	2,400	11,852	(9,452)	(80%)	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	29,027	79,770	(50,743)	(64%)	15,855
1201-03 · Member AR - Other	820	1,040	(220)	(21%)	985
Total 1201-00 · Member Accounts Receivable	29,847	80,810	(50,963)	(63%)	16,840
1201-02 · Allowance for Doubtful Accounts	(8,692)	(24,987)	16,295	65%	(9,796)
12100 · Inventory Asset					
1210-01 · Inventory - Other	0	(6,135)	6,135	100%	0
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	28,390	41,152	(12,762)	(31%)	26,867
Total 12100 · Inventory Asset	28,408	35,035	(6,627)	(19%)	26,885
1299 · Receivable from NLTMC	6,351	0	6,351	100%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	59,464	103,860	(44,396)	(43%)	43,453
Total Current Assets	3,023,113	1,661,271	1,361,842	82%	2,428,737
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 · Computer Equipment	11,013	4,270	6,743	158%	11,013
1741-00 · Accum. Depr. - Computer Equip	(3,375)	(4,270)	895	21%	(3,222)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(20,493)	0	0%	(20,493)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	7,638	0	7,638	100%	7,791
Other Assets					

North Lake Tahoe Resort Association

Balance Sheet

As of July 31, 2021

Accrual Basis

	Jul 31, 21	Jul 31, 20	\$ Change	% Change	Jun 30, 21
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	12,828	16,468	(3,640)	(22%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	6,250	10,669	(4,419)	(41%)	6,500
Total 1400-00 · Prepaid Expenses	19,178	27,237	(8,059)	(30%)	9,289
Total Other Assets	19,178	27,237	(8,059)	(30%)	9,289
TOTAL ASSETS	3,049,929	1,688,508	1,361,421	81%	2,445,817
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	125,754	57,619	68,135	118%	42,927
Total Accounts Payable	125,754	57,619	68,135	118%	42,927
Other Current Liabilities					
2000-01 · Accounts Payable - Other	22,935	0	22,935	100%	21,747
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,084	10,906	(822)	(8%)	26,467
2101-00 · Incentive Payable	50,866	95,560	(44,694)	(47%)	43,624
2102-00 · Commissions Payable	0	3,506	(3,506)	(100%)	0
2120-00 · Empl. Federal Tax Payable	4,545	4,658	(113)	(2%)	11,826
2175-00 · 401 (k) Plan	1,822	1,913	(91)	(5%)	4,606
2180-00 · Estimated PTO Liability	49,144	54,845	(5,701)	(10%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	116,461	171,388	(54,927)	(32%)	148,803
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	1,418	0	1,418	100%	1,418
25500 · *Sales Tax Payable	4,678	887	3,791	427%	2,877
Total 2190-00 · Sales and Use Tax Payable	6,096	887	5,209	587%	4,295
2250-00 · Accrued Expenses	117,850	20,507	97,343	475%	205,350
2400-60 · Deferred Revenue- Member Dues	37,975	64,576	(26,601)	(41%)	0
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%	20,827
2700-00 · Deferred Rev. County	525,305	525,305	0	0%	1,290
2900-00 · Due To/From County of Placer	1,501,223	384,939	1,116,284	290%	1,501,223
Total Other Current Liabilities	2,329,135	1,168,892	1,160,243	99%	1,903,535
Total Current Liabilities	2,454,889	1,226,511	1,228,378	100%	1,946,462
Total Liabilities	2,454,889	1,226,511	1,228,378	100%	1,946,462
Equity					
32000 · Unrestricted Net Assets	17,231	(10,145)	27,376	270%	(10,145)
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%	331,856
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	95,684	(2,714)	98,398	3,626%	27,376
Total Equity	595,037	461,997	133,040	29%	499,353
TOTAL LIABILITIES & EQUITY	3,049,926	1,688,508	1,361,418	81%	2,445,815

North Lake Tahoe Resort Association

A/R Aging Summary

As of July 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	78,218.06	0.00	276,803.11	0.00	0.00	355,021.17
TOTAL	<u><u>78,218.06</u></u>	<u><u>0.00</u></u>	<u><u>276,803.11</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>355,021.17</u></u>

Aging by Revenue Item

As of 7/31/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$345.00	\$0.00	\$0.00	\$0.00	\$0.00	\$468.75	\$813.75
1-5 Employees Membership Dues			\$2,360.00	\$2,079.58	\$3,323.34	\$1,548.75	\$688.33	\$4,503.33	\$14,503.33
21-50 Employees Membership Dues			\$0.00	\$540.00	\$540.00	\$0.00	\$0.00	\$1,890.00	\$2,970.00
50-100 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$750.00	\$750.00	\$0.00	\$1,500.00
6-10 Employees Membership Dues			\$325.00	\$647.08	\$352.08	\$81.25	\$0.00	\$3,734.58	\$5,139.99
Associate Member Membership Dues			\$0.00	\$50.00	\$0.00	\$0.00	\$50.00	\$50.00	\$150.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00	\$1,400.00
Non-Profit Membership Dues Totals:			\$510.00	\$510.00	\$170.00	\$0.00	\$510.00	\$850.00	\$2,550.00
1201-01 Member AR Membership Dues			\$3,540.00	\$3,826.66	\$4,385.42	\$2,920.00	\$2,698.33	\$12,736.66	\$30,107.07
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$0.00	\$235.00	\$85.00	\$0.00	\$0.00	\$0.00	\$320.00
Tuesday Morning Breakfast Club			\$0.00	\$500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00
1201-03 Member Accounts Receivable -			\$0.00	\$735.00	\$85.00	\$0.00	\$0.00	\$0.00	\$820.00
GRAND TOTALS			\$3,540.00	\$4,561.66	\$4,470.42	\$2,380.00	\$2,698.33	\$12,196.66	\$29,847.07

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ADP	0.00	362.32	0.00	0.00	0.00	362.32
Anne-Karin Atwood*	70.10	0.00	0.00	0.00	0.00	70.10
Annie's Cleaning Service	725.00	0.00	0.00	0.00	0.00	725.00
Aprille Viray	0.00	42.45	0.00	0.00	0.00	42.45
AT & T*	954.62	0.00	0.00	0.00	0.00	954.62
Bank of the West Bank Card Center	4,057.98	0.00	3,411.68	0.00	0.00	7,469.66
Cintas Corporation #623	168.57	0.00	0.00	0.00	0.00	168.57
Civitas	0.00	6,240.00	0.00	0.00	0.00	6,240.00
Clear Channel Outdoor	0.00	600.00	0.00	0.00	0.00	600.00
Coraggio Group	5,096.00	1,019.20	0.00	0.00	0.00	6,115.20
Crystal Range Associates	157.35	0.00	0.00	0.00	0.00	157.35
FedEx	0.00	148.84	0.00	0.00	0.00	148.84
FP Mailing Solutions	0.00	118.89	0.00	0.00	0.00	118.89
Geo-Tourism Specialties	2,339.85	0.00	0.00	0.00	0.00	2,339.85
GrowthZone & Chambermaster	0.00	319.00	0.00	0.00	0.00	319.00
Hike America	0.00	188.45	0.00	0.00	0.00	188.45
InBloom Marketing	400.00	0.00	0.00	0.00	0.00	400.00
Jeanie Pearson	265.00	0.00	0.00	0.00	0.00	265.00
Jeffrey Hentz	0.00	173.20	0.00	0.00	0.00	173.20
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Karen Colbert	88.50	0.00	0.00	0.00	0.00	88.50
LexiConn Internet Services	25.00	0.00	0.00	0.00	0.00	25.00
Liberty Utilities*	0.00	96.39	153.37	0.00	0.00	249.76
Liz Bowling	400.00	0.00	0.00	0.00	0.00	400.00
MaHK Advertising, LLC	0.00	76.21	0.00	0.00	0.00	76.21
Office Boss	38.97	465.78	0.00	0.00	0.00	504.75
Placer County Tax Collector	0.00	214.88	0.00	0.00	0.00	214.88
Print Art/Sierra Mail*	199.49	0.00	0.00	0.00	0.00	199.49
Sarah Winters	0.00	39.00	0.00	0.00	0.00	39.00
Spartan Race, Inc.	0.00	87,500.00	0.00	0.00	0.00	87,500.00
Stephen's Farmhouse	105.60	0.00	0.00	0.00	0.00	105.60
Swigard's True Value Hardware, Inc.*	0.00	8.01	0.00	0.00	0.00	8.01
Tahloha	1,303.50	0.00	0.00	0.00	0.00	1,303.50
Tahoe Basics	483.00	289.00	936.00	0.00	0.00	1,708.00
Tahoe Bliss	45.00	0.00	0.00	0.00	0.00	45.00
Tahoe Heartbeats	0.00	507.50	0.00	0.00	0.00	507.50
Tahoe Toffee Candy Company	109.00	0.00	0.00	0.00	0.00	109.00
The Office Boss*	38.97	93.85	0.00	0.00	0.00	132.82
The Paper Trail*	0.00	425.00	0.00	0.00	0.00	425.00
Van Siclen, DeWitt	50.00	0.00	0.00	0.00	0.00	50.00
Vintage Ops	252.00	0.00	0.00	0.00	0.00	252.00
Waterman's Landing	0.00	2,500.00	0.00	0.00	0.00	2,500.00
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Wholesale Resort Accessories, Inc.	980.00	0.00	0.00	0.00	0.00	980.00
Woodluck LLC	1,019.50	0.00	0.00	0.00	0.00	1,019.50
TOTAL	<u>19,825.12</u>	<u>101,427.97</u>	<u>4,501.05</u>	<u>0.00</u>	<u>0.00</u>	<u>125,754.14</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	355,021	389,046	(34,025)	355,021	389,046	(34,025)	3,395,286
4200-00 · Membership Dues Revenue	6,915	6,250	665	6,915	6,250	665	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	0	0	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,350
4251-00 · Tues AM Breakfast Club - Other	0	0	0	0	0	0	1,200
Total 4251-00 · Tues AM Breakfast Club	0	0	0	0	0	0	3,550
4250-00 · Revenues-Membership Activities - Other	600	0	600	600	0	600	0
Total 4250-00 · Revenues-Membership Activities	600	0	600	600	0	600	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales	21,834	6,000	15,834	21,834	6,000	15,834	59,500
Total Income	384,370	401,296	(16,926)	384,370	401,296	(16,926)	3,521,586
Gross Profit	384,370	401,296	(16,926)	384,370	401,296	(16,926)	3,521,586
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	7,050	10,695	(3,645)	7,050	10,695	(3,645)	98,560
5030-00 · P/R - Health Insurance Expense	5,330	13,890	(8,559)	5,330	13,890	(8,559)	128,597
5040-00 · P/R - Workmans Comp	1,192	1,131	60	1,192	1,131	60	10,260
5060-00 · 401 (k)	2,087	3,834	(1,747)	2,087	3,834	(1,747)	35,428
5070-00 · Other Benefits and Expenses	463	646	(183)	463	646	(183)	5,993
5000-00 · Salaries & Wages - Other	80,722	108,002	(27,280)	80,722	108,002	(27,280)	995,051
Total 5000-00 · Salaries & Wages	96,844	138,199	(41,355)	96,844	138,199	(41,355)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	448	1,113	(664)	448	1,113	(664)	10,088
5140-00 · Repairs & Maintenance	87	1,104	(1,017)	87	1,104	(1,017)	9,983
5150-00 · Office - Cleaning	725	929	(204)	725	929	(204)	8,483
5100-00 · Rent - Other	13,759	14,391	(632)	13,759	14,391	(632)	130,642
Total 5100-00 · Rent	15,019	17,537	(2,518)	15,019	17,537	(2,518)	159,197
5310-00 · Telephone							
5320-00 · Telephone	2,136	2,973	(838)	2,136	2,973	(838)	27,002
Total 5310-00 · Telephone	2,136	2,973	(838)	2,136	2,973	(838)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	4	(4)	50
5480-00 · Mail - Fed Ex	149	4	145	149	4	145	50
5420-00 · Mail - USPS - Other	200	127	73	200	127	73	1,140
Total 5420-00 · Mail - USPS	349	135	214	349	135	214	1,240
5510-00 · Insurance/Bonding	269	1,250	(981)	269	1,250	(981)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	40	5,492	(5,452)	40	5,492	(5,452)	9,425
5520-00 · Supplies - Other	639	6,779	(6,140)	639	6,779	(6,140)	22,263
Total 5520-00 · Supplies	679	12,271	(11,592)	679	12,271	(11,592)	31,688
5610-00 · Depreciation	153	153	0	153	153	0	1,375
5700-00 · Equipment Support & Maintenance	0	2,933	(2,933)	0	2,933	(2,933)	26,400
5710-00 · Taxes, Licenses & Fees	1,843	1,308	535	1,843	1,308	535	11,832
5740-00 · Equipment Rental/Leasing	365	435	(70)	365	435	(70)	4,116
5800-00 · Training Seminars	0	500	(500)	0	500	(500)	4,500
5850-00 · Artist of Month - Commissions	670	167	503	670	167	503	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	5,750	(5,750)	0	5,750	(5,750)	11,750
5920-00 · Professional Fees - Accountant	0	0	0	0	0	0	26,000
5921-00 · Professional Fees - Other	11,336	1,792	9,544	11,336	1,792	9,544	18,625
Total 5900-00 · Professional Fees	11,336	7,542	3,794	11,336	7,542	3,794	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	1,250	(1,250)	11,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	20,000
Total 6020-00 · Programs	0	0	0	0	0	0	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	30,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 · Spartan	0	0	0	0	0	0	179,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	8,000
6421-09 · Wanderlust	0	0	0	0	0	0	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	0	0	0	0	0	62,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	411,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Bud...
6421-00 · New Event Development	0	34,025	(34,025)	0	34,025	(34,025)	102,075
6424-00 · Event Operation Expenses	225	0	225	225	0	225	1,500
Total 6420-00 · Events	225	34,025	(33,800)	225	34,025	(33,800)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	500
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	1,763
6442-00 · Public Relations/Website/Digita	1,238	500	738	1,238	500	738	4,500
6423-00 · Membership Activities - Other	295	417	(122)	295	417	(122)	3,750
Total 6423-00 · Membership Activities	1,533	917	616	1,533	917	616	10,513
6730-00 · Marketing Cooperative/Media	143,108	143,108	0	143,108	143,108	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	1,667	(1,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	333	6,000	(5,667)	333	6,000	(5,667)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	0	0	0	0	0	14,000
6743-03 · Winter Lakeside Campaign	0	0	0	0	0	0	20,000
Total 6743-00 · BACC Marketing Programs	0	0	0	0	0	0	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	0	8,333	(8,333)	0	8,333	(8,333)	100,000
6750-02 · Business Assn Grant - TCDA	0	8,333	(8,333)	0	8,333	(8,333)	100,000
Total 6750-00 · Business Association Grant	0	16,667	(16,667)	0	16,667	(16,667)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	1,667	(1,667)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	359	125	234	359	125	234	1,125
59900 · POS Inventory Adjustments	(23)	0	(23)	(23)	0	(23)	0
8100-01 · CGS - Other	10	0	10	10	0	10	0
8100-00 · Cost of Goods Sold - Other	10,868	3,000	7,868	10,868	3,000	7,868	29,750
Total 8100-00 · Cost of Goods Sold	11,213	3,125	8,088	11,213	3,125	8,088	30,875
8200-00 · Associate Relations	0	195	(195)	0	195	(195)	1,770
8300-00 · Board Functions	425	583	(158)	425	583	(158)	5,250
8500-00 · Credit Card Fees	593	332	261	593	332	261	3,247
8600-00 · Additional Opportunitites	650	5,833	(5,183)	650	5,833	(5,183)	55,000
8700-00 · Automobile Expenses	70	542	(471)	70	542	(471)	5,025
8750-00 · Meals/Meetings	111	642	(531)	111	642	(531)	6,088
8810-00 · Dues & Subscriptions	774	1,275	(501)	774	1,275	(501)	11,500
8910-00 · Travel	0	417	(417)	0	417	(417)	3,750
Total Expense	288,697	403,646	(114,948)	288,697	403,646	(114,948)	3,528,482
Net Ordinary Income	95,673	(2,350)	98,023	95,673	(2,350)	98,023	(6,896)
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	11	0	11	0
Total Other Income	11	0	11	11	0	11	0
Other Expense							
8990-00 · Allocated	0	(0)	0	0	(0)	0	9,744
Total Other Expense	0	(0)	0	0	(0)	0	9,744
Net Other Income	11	0	11	11	0	11	(9,744)
Net Income	95,684	(2,350)	98,034	95,684	(2,350)	98,034	(16,640)

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

	Jul 21	Jul 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	355,021	232,754	122,267	53%
4200-00 · Membership Dues Revenue	6,915	11,348	(4,432)	(39)%
4250-00 · Revenues-Membership Activities	600	50	550	1,100%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	0	672	(672)	(100)%
4504-00 · Retail Revenue - Other	0	230	(230)	(100)%
46000 · Merchandise Sales - Other	21,834	11,336	10,498	93%
Total 46000 · Merchandise Sales	21,834	12,238	9,596	78%
Total Income	384,370	256,390	127,981	50%
Gross Profit	384,370	256,390	127,981	50%
Expense				
5000-00 · Salaries & Wages				
5020-00 · P/R - Tax Expense	7,050	5,921	1,129	19%
5030-00 · P/R - Health Insurance Expense	5,330	5,202	128	3%
5040-00 · P/R - Workmans Comp	1,192	755	436	58%
5060-00 · 401 (k)	2,087	2,565	(478)	(19)%
5070-00 · Other Benefits and Expenses	463	167	296	178%
5000-00 · Salaries & Wages - Other	80,722	85,493	(4,771)	(6)%
Total 5000-00 · Salaries & Wages	96,844	100,103	(3,259)	(3)%
5100-00 · Rent				
5110-00 · Utilities	448	863	(415)	(48)%
5140-00 · Repairs & Maintenance	87	87	0	0%
5150-00 · Office - Cleaning	725	600	125	21%
5100-00 · Rent - Other	13,759	13,330	429	3%
Total 5100-00 · Rent	15,019	14,880	139	1%
5310-00 · Telephone				
5320-00 · Telephone	2,136	2,179	(43)	(2)%
Total 5310-00 · Telephone	2,136	2,179	(43)	(2)%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	149	0	149	100%
5420-00 · Mail - USPS - Other	200	0	200	100%
Total 5420-00 · Mail - USPS	349	0	349	100%
5510-00 · Insurance/Bonding	269	269	0	0%
5520-00 · Supplies				
5525-00 · Supplies- Computer	40	131	(92)	(70)%
5520-00 · Supplies - Other	639	889	(249)	(28)%
Total 5520-00 · Supplies	679	1,020	(341)	(33)%
5610-00 · Depreciation	153	0	153	100%
5700-00 · Equipment Support & Maintenance	0	2,379	(2,379)	(100)%
5710-00 · Taxes, Licenses & Fees	1,843	1,146	698	61%
5740-00 · Equipment Rental/Leasing	365	365	0	0%
5850-00 · Artist of Month - Commissions	670	240	430	179%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	0	300	(300)	(100)%
5921-00 · Professional Fees - Other	11,336	0	11,336	100%
Total 5900-00 · Professional Fees	11,336	300	11,036	3,679%
6420-00 · Events				
6424-00 · Event Operation Expenses	225	0	225	100%
Total 6420-00 · Events	225	0	225	100%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6442-00 · Public Relations/Website/Digita	1,238	569	669	118%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	295	915	(620)	(68)%
Total 6423-00 · Membership Activities	1,533	1,779	(246)	(14)%
6730-00 · Marketing Cooperative/Media	143,108	79,439	63,669	80%
6742-00 · Non-NLT Co-Op Marketing Program	333	399	(66)	(17)%
8100-00 · Cost of Goods Sold				

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

	Jul 21	Jul 20	\$ Change	% Change
51100 · Freight and Shipping Costs	359	379	(20)	(5)%
59900 · POS Inventory Adjustments	(23)	0	(23)	(100)%
8100-01 · CGS - Other	10	43,102	(43,093)	(100)%
8100-00 · Cost of Goods Sold - Other	10,868	5,878	4,990	85%
Total 8100-00 · Cost of Goods Sold	11,213	49,359	(38,145)	(77)%
8200-00 · Associate Relations	0	163	(163)	(100)%
8300-00 · Board Functions	425	0	425	100%
8500-00 · Credit Card Fees	593	346	247	71%
8600-00 · Additional Opportunitites	650	4,000	(3,350)	(84)%
8700-00 · Automobile Expenses	70	365	(295)	(81)%
8750-00 · Meals/Meetings	111	0	111	100%
8810-00 · Dues & Subscriptions	774	390	384	99%
8920-00 · Bad Debt	0	0	0	0%
Total Expense	288,697	259,121	29,577	11%
Net Ordinary Income	95,673	(2,731)	98,404	3,603%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	11	17	(6)	(35)%
Total Other Income	11	17	(6)	(35)%
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	11	17	(6)	(35)%
Net Income	95,684	(2,714)	98,398	3,626%

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

Accrual Basis

11 - Marketing

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	223,003	257,028	(34,025)	223,003	257,028	(34,025)	2,188,080
Total Income	223,003	257,028	(34,025)	223,003	257,028	(34,025)	2,188,080
Gross Profit	223,003	257,028	(34,025)	223,003	257,028	(34,025)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,349	2,393	(1,043)	1,349	2,393	(1,043)	21,534
5030-00 · P/R - Health Insurance Expense	2,266	4,120	(1,854)	2,266	4,120	(1,854)	37,080
5040-00 · P/R - Workmans Comp	185	129	56	185	129	56	1,159
5060-00 · 401 (k)	817	957	(140)	817	957	(140)	8,614
5070-00 · Other Benefits and Expenses	424	121	303	424	121	303	1,092
5000-00 · Salaries & Wages - Other	22,477	23,927	(1,450)	22,477	23,927	(1,450)	215,344
Total 5000-00 · Salaries & Wages	27,518	31,647	(4,129)	27,518	31,647	(4,129)	284,822
5100-00 · Rent							
5110-00 · Utilities	40	125	(85)	40	125	(85)	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	75	(75)	675
5150-00 · Office - Cleaning	191	188	4	191	188	4	1,688
5100-00 · Rent - Other	1,858	2,083	(226)	1,858	2,083	(226)	18,750
Total 5100-00 · Rent	2,089	2,471	(381)	2,089	2,471	(381)	22,237
5310-00 · Telephone							
5320-00 · Telephone	549	578	(30)	549	578	(30)	5,205
Total 5310-00 · Telephone	549	578	(30)	549	578	(30)	5,205
5420-00 · Mail - USPS	53	0	53	53	0	53	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	40	417	(377)	40	417	(377)	3,750
5520-00 · Supplies - Other	27	0	27	27	0	27	0
Total 5520-00 · Supplies	67	417	(350)	67	417	(350)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	13	(13)	113
5710-00 · Taxes, Licenses & Fees	48	13	35	48	13	35	113
5740-00 · Equipment Rental/Leasing	82	83	(2)	82	83	(2)	750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	125	(125)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	125	(125)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	250	(250)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	0	0	0	0	0	0	20,000
Total 6020-00 · Programs	0	0	0	0	0	0	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	0	0	0	0	0	30,000
6421-04 · Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 · Spartan	0	0	0	0	0	0	179,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	0	0	8,000
6421-09 · Wanderlust	0	0	0	0	0	0	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	0	0	0	0	0	62,800
Total 6420-01 · Sponsorships	0	0	0	0	0	0	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	34,025	(34,025)	102,075
6424-00 · Event Operation Expenses	225	0	225	225	0	225	1,500
Total 6420-00 · Events	225	34,025	(33,800)	225	34,025	(33,800)	514,575
6730-00 · Marketing Cooperative/Media	135,369	135,369	0	135,369	135,369	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	133	5,000	(4,867)	133	5,000	(4,867)	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	0	0	0	0	0	14,000
6743-03 · Winter Lakeside Campaign	0	0	0	0	0	0	20,000
Total 6743-00 · BACC Marketing Programs	0	0	0	0	0	0	34,000
8200-00 · Associate Relations	0	21	(21)	0	21	(21)	187
8600-00 · Additional Opportunitites	0	4,167	(4,167)	0	4,167	(4,167)	37,500
8700-00 · Automobile Expenses	26	125	(99)	26	125	(99)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	42	(42)	375
8810-00 · Dues & Subscriptions	32	83	(51)	32	83	(51)	750
8910-00 · Travel	0	417	(417)	0	417	(417)	3,750
Total Expense	166,191	214,719	(48,528)	166,191	214,719	(48,528)	1,828,132
Net Ordinary Income	56,812	42,309	14,503	56,812	42,309	14,503	359,948
Other Income/Expense							
Other Income							

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

Accrual Basis

11 - Marketing

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
4700-00 · Revenues- Interest & Investment	11	0	11	11	0	11	0
Total Other Income	11	0	11	11	0	11	0
Other Expense							
8990-00 · Allocated	27,958	42,309	(14,351)	27,958	42,309	(14,351)	359,948
Total Other Expense	27,958	42,309	(14,351)	27,958	42,309	(14,351)	359,948
Net Other Income	(27,946)	(42,309)	14,362	(27,946)	(42,309)	14,362	(359,948)
Net Income	28,865	0	28,865	28,865	0	28,865	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	38,386	38,386	0	38,386	38,386	0	360,285
Total Income	38,386	38,386	0	38,386	38,386	0	360,285
Gross Profit	38,386	38,386	0	38,386	38,386	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	505	1,747	(1,242)	505	1,747	(1,242)	15,727
5030-00 · P/R - Health Insurance Expense	(841)	2,103	(2,944)	(841)	2,103	(2,944)	18,926
5040-00 · P/R - Workmans Comp	72	167	(95)	72	167	(95)	1,500
5060-00 · 401 (k)	281	417	(136)	281	417	(136)	3,750
5070-00 · Other Benefits and Expenses	39	75	(36)	39	75	(36)	675
5000-00 · Salaries & Wages - Other	7,797	17,474	(9,677)	7,797	17,474	(9,677)	157,268
Total 5000-00 · Salaries & Wages	7,853	21,983	(14,130)	7,853	21,983	(14,130)	197,846
5100-00 · Rent							
5110-00 · Utilities	30	83	(54)	30	83	(54)	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	63	(63)	563
5150-00 · Office - Cleaning	132	125	7	132	125	7	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	1,186	1,333	(148)	12,000
Total 5100-00 · Rent	1,347	1,604	(257)	1,347	1,604	(257)	14,437
5310-00 · Telephone							
5320-00 · Telephone	328	417	(88)	328	417	(88)	3,750
Total 5310-00 · Telephone	328	417	(88)	328	417	(88)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	137			137			
5420-00 · Mail - USPS - Other	36	17	20	36	17	20	150
Total 5420-00 · Mail - USPS	173	17	157	173	17	157	150
5520-00 · Supplies	19	113	(94)	19	113	(94)	1,013
5710-00 · Taxes, Licenses & Fees	33	8	25	33	8	25	75
5740-00 · Equipment Rental/Leasing	56	63	(6)	56	63	(6)	563
5800-00 · Training Seminars	0	83	(83)	0	83	(83)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	7,739	7,739	0	69,648
8200-00 · Associate Relations	0	13	(13)	0	13	(13)	113
8750-00 · Meals/Meetings	0	29	(29)	0	29	(29)	263
Total Expense	17,548	32,067	(14,519)	17,548	32,067	(14,519)	288,607
Net Ordinary Income	20,838	6,319	14,519	20,838	6,319	14,519	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,673	6,319	(1,645)	4,673	6,319	(1,645)	71,678
Total Other Expense	4,673	6,319	(1,645)	4,673	6,319	(1,645)	71,678
Net Other Income	(4,673)	(6,319)	1,645	(4,673)	(6,319)	1,645	(71,678)
Net Income	16,165	0	16,165	16,165	0	16,165	(0)

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

42 - Visitor Center

Accrual Basis

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,357	36,357	0	36,357	36,357	0	342,770
46000 · Merchandise Sales	21,834	6,000	15,834	21,834	6,000	15,834	59,500
Total Income	58,191	42,357	15,834	58,191	42,357	15,834	402,270
Gross Profit	58,191	42,357	15,834	58,191	42,357	15,834	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,504	1,551	(47)	1,504	1,551	(47)	13,959
5030-00 · P/R - Health Insurance Expense	241	1,583	(1,342)	241	1,583	(1,342)	14,250
5040-00 · P/R - Workmans Comp	641	583	58	641	583	58	5,250
5060-00 · 401 (k)	507	417	90	507	417	90	3,750
5070-00 · Other Benefits and Expenses	0	83	(83)	0	83	(83)	750
5000-00 · Salaries & Wages - Other	13,402	15,510	(2,108)	13,402	15,510	(2,108)	139,591
Total 5000-00 · Salaries & Wages	16,295	19,728	(3,433)	16,295	19,728	(3,433)	177,550
5100-00 · Rent							
5110-00 · Utilities	312	667	(355)	312	667	(355)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	500	(500)	4,500
5150-00 · Office - Cleaning	0	208	(208)	0	208	(208)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	6,522	6,667	(145)	60,000
Total 5100-00 · Rent	6,833	8,042	(1,208)	6,833	8,042	(1,208)	72,375
5310-00 · Telephone							
5320-00 · Telephone	328	413	(84)	328	413	(84)	3,713
Total 5310-00 · Telephone	328	413	(84)	328	413	(84)	3,713
5420-00 · Mail - USPS	36	17	20	36	17	20	150
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	75	(75)	675
5520-00 · Supplies - Other	284	583	(300)	284	583	(300)	5,250
Total 5520-00 · Supplies	284	658	(375)	284	658	(375)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	4	(4)	38
5710-00 · Taxes, Licenses & Fees	33	4	29	33	4	29	38
5740-00 · Equipment Rental/Leasing	56	63	(6)	56	63	(6)	563
5850-00 · Artist of Month - Commissions	670	167	503	670	167	503	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	1,667	(1,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	200	1,000	(800)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	359	125	234	359	125	234	1,125
59900 · POS Inventory Adjustments	(23)	0	(23)	(23)	0	(23)	0
8100-01 · CGS - Other	10	0	10	10	0	10	0
8100-00 · Cost of Goods Sold - Other	10,868	3,000	7,868	10,868	3,000	7,868	29,750
Total 8100-00 · Cost of Goods Sold	11,213	3,125	8,088	11,213	3,125	8,088	30,875
8200-00 · Associate Relations	0	25	(25)	0	25	(25)	225
8500-00 · Credit Card Fees	526	282	244	526	282	244	2,797
8700-00 · Automobile Expenses	0	42	(42)	0	42	(42)	375
8750-00 · Meals/Meetings	0	17	(17)	0	17	(17)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	133	(133)	1,200
Total Expense	36,475	35,385	1,091	36,475	35,385	1,091	321,471
Net Ordinary Income	21,716	6,972	14,743	21,716	6,972	14,743	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,271	6,972	(1,702)	5,271	6,972	(1,702)	80,798
Total Other Expense	5,271	6,972	(1,702)	5,271	6,972	(1,702)	80,798
Net Other Income	(5,271)	(6,972)	1,702	(5,271)	(6,972)	1,702	(80,798)
Net Income	16,445	(0)	16,445	16,445	(0)	16,445	(0)

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

Accrual Basis

51 - TMPI

	Jul 21	Budget	\$ Over Bu...	Jul 21	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	26,222	26,222	0	26,222	26,222	0	141,237
Total Income	26,222	26,222	0	26,222	26,222	0	141,237
Gross Profit	26,222	26,222	0	26,222	26,222	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	223	768	(544)	223	768	(544)	7,363
5030-00 · P/R - Health Insurance Expense	154	1,000	(846)	154	1,000	(846)	9,590
5040-00 · P/R - Workmans Comp	18	25	(7)	18	25	(7)	240
5060-00 · 401 (k)	0	307	(307)	0	307	(307)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	0	88	(88)	842
5000-00 · Salaries & Wages - Other	1,964	7,677	(5,714)	1,964	7,677	(5,714)	73,628
Total 5000-00 · Salaries & Wages	2,358	9,865	(7,507)	2,358	9,865	(7,507)	94,608
5100-00 · Rent							
5110-00 · Utilities	2	25	(23)	2	25	(23)	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	17	(17)	158
5150-00 · Office - Cleaning	40	42	(2)	40	42	(2)	396
5100-00 · Rent - Other	356	375	(19)	356	375	(19)	3,563
Total 5100-00 · Rent	397	458	(61)	397	458	(61)	4,354
5310-00 · Telephone							
5320-00 · Telephone	45	134	(89)	45	134	(89)	1,275
Total 5310-00 · Telephone	45	134	(89)	45	134	(89)	1,275
5420-00 · Mail - USPS	2			2			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	1,250	(1,250)	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	1	5,000	(4,999)	1	5,000	(4,999)	5,000
Total 5520-00 · Supplies	1	6,250	(6,249)	1	6,250	(6,249)	6,250
5710-00 · Taxes, Licenses & Fees	10	13	(3)	10	13	(3)	120
5740-00 · Equipment Rental/Leasing	17	19	(2)	17	19	(2)	178
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	5,000	(5,000)	0	5,000	(5,000)	5,000
5921-00 · Professional Fees - Other	11,336	0	11,336	11,336	0	11,336	0
Total 5900-00 · Professional Fees	11,336	5,000	6,336	11,336	5,000	6,336	5,000
8700-00 · Automobile Expenses	0	42	(42)	0	42	(42)	400
8750-00 · Meals/Meetings	0	83	(83)	0	83	(83)	1,000
8810-00 · Dues & Subscriptions	2	42	(40)	2	42	(40)	400
Total Expense	14,168	21,905	(7,738)	14,168	21,905	(7,738)	113,584
Net Ordinary Income	12,054	4,316	7,738	12,054	4,316	7,738	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,491	4,316	174	4,491	4,316	174	27,653
Total Other Expense	4,491	4,316	174	4,491	4,316	174	27,653
Net Other Income	(4,491)	(4,316)	(174)	(4,491)	(4,316)	(174)	(27,653)
Net Income	7,563	0	7,563	7,563	0	7,563	(0)

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

Accrual Basis

60 - Membership

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,915	6,250	665	6,915	6,250	665	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	0	0	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	0	0	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,350
4251-00 · Tues AM Breakfast Club - Other	0	0	0	0	0	0	1,200
Total 4251-00 · Tues AM Breakfast Club	0	0	0	0	0	0	3,550
4250-00 · Revenues-Membership Activities - Other	600	0	600	600	0	600	0
Total 4250-00 · Revenues-Membership Activities	600	0	600	600	0	600	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	7,515	6,250	1,265	7,515	6,250	1,265	66,800
Gross Profit	7,515	6,250	1,265	7,515	6,250	1,265	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	312	418	(106)	312	418	(106)	3,761
5030-00 · P/R - Health Insurance Expense	340	333	6	340	333	6	3,000
5040-00 · P/R - Workmans Comp	37	13	25	37	13	25	113
5060-00 · 401 (k)	110	167	(57)	110	167	(57)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	54	(54)	488
5000-00 · Salaries & Wages - Other	3,895	4,179	(284)	3,895	4,179	(284)	37,611
Total 5000-00 · Salaries & Wages	4,694	5,164	(470)	4,694	5,164	(470)	46,477
5100-00 · Rent							
5110-00 · Utilities	12	25	(13)	12	25	(13)	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	21	(21)	187
5150-00 · Office - Cleaning	43	42	1	43	42	1	375
5100-00 · Rent - Other	524	527	(3)	524	527	(3)	4,740
Total 5100-00 · Rent	579	614	(35)	579	614	(35)	5,528
5310-00 · Telephone							
5320-00 · Telephone	123	139	(16)	123	139	(16)	1,253
Total 5310-00 · Telephone	123	139	(16)	123	139	(16)	1,253
5420-00 · Mail - USPS	12	10	2	12	10	2	90
5520-00 · Supplies	6	167	(161)	6	167	(161)	1,500
5710-00 · Taxes, Licenses & Fees	11	4	7	11	4	7	38
5740-00 · Equipment Rental/Leasing	18	21	(3)	18	21	(3)	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	500
6437-00 · Tuesday Morning Breakfast Club	0	0	0	0	0	0	1,763
6442-00 · Public Relations/Website/Digita	1,238	500	738	1,238	500	738	4,500
6423-00 · Membership Activities - Other	295	417	(122)	295	417	(122)	3,750
Total 6423-00 · Membership Activities	1,533	917	616	1,533	917	616	10,513
8200-00 · Associate Relations	0	7	(7)	0	7	(7)	60
8500-00 · Credit Card Fees	46	50	(4)	46	50	(4)	450
8700-00 · Automobile Expenses	0	42	(42)	0	42	(42)	375
8750-00 · Meals/Meetings	111	33	77	111	33	77	300
8810-00 · Dues & Subscriptions	11	17	(6)	11	17	(6)	150
Total Expense	7,144	7,184	(40)	7,144	7,184	(40)	66,919
Net Ordinary Income	372	(934)	1,306	372	(934)	1,306	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,516	1,416	100	1,516	1,416	100	16,521
Total Other Expense	1,516	1,416	100	1,516	1,416	100	16,521
Net Other Income	(1,516)	(1,416)	(100)	(1,516)	(1,416)	(100)	(16,521)
Net Income	(1,144)	(2,350)	1,205	(1,144)	(2,350)	1,205	(16,640)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

61 - Business Association Grant Funding

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,667	16,667	0	16,667	16,667	0	200,000
Total Income	16,667	16,667	0	16,667	16,667	0	200,000
Gross Profit	16,667	16,667	0	16,667	16,667	0	200,000
Expense							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	0	8,333	(8,333)	0	8,333	(8,333)	100,000
6750-02 · Business Assn Grant - TCDA	0	8,333	(8,333)	0	8,333	(8,333)	100,000
Total 6750-00 · Business Association Grant	0	16,667	(16,667)	0	16,667	(16,667)	200,000
Total Expense	0	16,667	(16,667)	0	16,667	(16,667)	200,000
Net Ordinary Income	16,667	(0)	16,667	16,667	(0)	16,667	0
Net Income	16,667	(0)	16,667	16,667	(0)	16,667	0

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

70 - Administration

Accrual Basis

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,157	3,202	(45)	3,157	3,202	(45)	28,816
5030-00 · P/R - Health Insurance Expense	3,170	3,750	(580)	3,170	3,750	(580)	33,750
5040-00 · P/R - Workmans Comp	239	194	44	239	194	44	1,749
5060-00 · 401 (k)	373	1,323	(950)	373	1,323	(950)	11,904
5070-00 · Other Benefits and Expenses	0	183	(183)	0	183	(183)	1,645
5000-00 · Salaries & Wages - Other	31,188	33,068	(1,880)	31,188	33,068	(1,880)	297,610
Total 5000-00 · Salaries & Wages	38,126	41,719	(3,593)	38,126	41,719	(3,593)	375,474
5100-00 · Rent							
5110-00 · Utilities	51	167	(116)	51	167	(116)	1,500
5140-00 · Repairs & Maintenance	87	417	(330)	87	417	(330)	3,750
5150-00 · Office - Cleaning	287	292	(5)	287	292	(5)	2,625
5100-00 · Rent - Other	3,018	3,093	(76)	3,018	3,093	(76)	27,840
Total 5100-00 · Rent	3,442	3,968	(526)	3,442	3,968	(526)	35,715
5310-00 · Telephone							
5320-00 · Telephone	736	1,234	(498)	736	1,234	(498)	11,108
Total 5310-00 · Telephone	736	1,234	(498)	736	1,234	(498)	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	12	0	12	12	0	12	0
5420-00 · Mail - USPS - Other	61	83	(22)	61	83	(22)	750
Total 5420-00 · Mail - USPS	73	83	(10)	73	83	(10)	750
5510-00 · Insurance/Bonding	269	1,250	(981)	269	1,250	(981)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	2,500	(2,500)	0	2,500	(2,500)	2,500
5520-00 · Supplies - Other	303	500	(197)	303	500	(197)	4,500
Total 5520-00 · Supplies	303	3,000	(2,697)	303	3,000	(2,697)	7,000
5610-00 · Depreciation	153	153	0	153	153	0	1,375
5700-00 · Equipment Support & Maintenance	0	2,917	(2,917)	0	2,917	(2,917)	26,250
5710-00 · Taxes, Licenses & Fees	1,700	1,250	450	1,700	1,250	450	11,250
5740-00 · Equipment Rental/Leasing	122	125	(3)	122	125	(3)	1,125
5800-00 · Training Seminars	0	417	(417)	0	417	(417)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	0	625	(625)	5,625
5920-00 · Professional Fees - Accountant	0	0	0	0	0	0	26,000
5921-00 · Professional Fees - Other	0	833	(833)	0	833	(833)	7,500
Total 5900-00 · Professional Fees	0	1,458	(1,458)	0	1,458	(1,458)	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	1,250	(1,250)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	1,667	(1,667)	15,000
8200-00 · Associate Relations	0	125	(125)	0	125	(125)	1,125
8300-00 · Board Functions	425	583	(158)	425	583	(158)	5,250
8500-00 · Credit Card Fees	20			20			
8600-00 · Additional Opportunites	650	833	(183)	650	833	(183)	7,500
8700-00 · Automobile Expenses	44	250	(206)	44	250	(206)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	417	(417)	3,750
8810-00 · Dues & Subscriptions	729	1,000	(271)	729	1,000	(271)	9,000
Total Expense	46,793	63,700	(16,907)	46,793	63,700	(16,907)	579,296
Net Ordinary Income	(46,793)	(63,700)	16,907	(46,793)	(63,700)	16,907	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(46,793)	(63,700)	16,907	(46,793)	(63,700)	16,907	(579,296)
Total Other Expense	(46,793)	(63,700)	16,907	(46,793)	(63,700)	16,907	(579,296)
Net Other Income	46,793	63,700	(16,907)	46,793	63,700	(16,907)	579,296
Net Income	0	0	0	0	0	0	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

80 - TOT Housing & Transportation

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	14,387	14,387	0	14,387	14,387	0	162,914
Total Income	14,387	14,387	0	14,387	14,387	0	162,914
Gross Profit	14,387	14,387	0	14,387	14,387	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	617	(617)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	1,000	(1,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	21	(21)	250
5060-00 · 401 (k)	0	247	(247)	0	247	(247)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	42	(42)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	6,167	(6,167)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	8,093	(8,093)	97,112
5100-00 · Rent							
5110-00 · Utilities	1	21	(20)	1	21	(20)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	13	(13)	150
5150-00 · Office - Cleaning	33	33	(0)	33	33	(0)	400
5100-00 · Rent - Other	296	313	(16)	296	313	(16)	3,750
Total 5100-00 · Rent	330	379	(49)	330	379	(49)	4,550
5310-00 · Telephone							
5320-00 · Telephone	26	58	(32)	26	58	(32)	700
Total 5310-00 · Telephone	26	58	(32)	26	58	(32)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	4	(4)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	4	(4)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	8	(8)	100
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	1,250	(1,250)	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	0	417	(417)	0	417	(417)	5,000
Total 5520-00 · Supplies	0	1,667	(1,667)	0	1,667	(1,667)	6,250
5710-00 · Taxes, Licenses & Fees	8	17	(8)	8	17	(8)	200
5740-00 · Equipment Rental/Leasing	14	63	(48)	14	63	(48)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	833	(833)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	833	(833)	10,000
8200-00 · Associate Relations	0	5	(5)	0	5	(5)	60
8600-00 · Additional Opportunitites	0	833	(833)	0	833	(833)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	42	(42)	500
8750-00 · Meals/Meetings	0	21	(21)	0	21	(21)	250
Total Expense	378	12,018	(11,640)	378	12,018	(11,640)	130,472
Net Ordinary Income	14,008	2,368	11,640	14,008	2,368	11,640	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,885	2,368	517	2,885	2,368	517	32,442
Total Other Expense	2,885	2,368	517	2,885	2,368	517	32,442
Net Other Income	(2,885)	(2,368)	(517)	(2,885)	(2,368)	(517)	(32,442)
Net Income	11,123	0	11,123	11,123	0	11,123	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of July 31, 2021

Accrual Basis

	Jul 31, 21	Jul 31, 20	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	312,516	489,420	(176,904)	(36%)	216,621
Total Checking/Savings	312,516	489,420	(176,904)	(36%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	0	1,335	(1,335)	(100%)	0
Total Accounts Receivable	0	1,335	(1,335)	(100%)	0
Other Current Assets					
1200-99 · Accounts Receivable - Other	0	22,820	(22,820)	(100%)	0
1300 · Reimbursements Receivable	0	6,205	(6,205)	(100%)	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	100	29,125	(29,025)	(100%)	100
Total Current Assets	312,616	519,880	(207,264)	(40%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	77,406	32,704	44,702	137%	47,735
Total Other Assets	77,406	32,704	44,702	137%	47,735
TOTAL ASSETS	390,022	552,584	(162,562)	(29%)	264,456
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	112,982	45,452	67,530	149%	67,840
Total Accounts Payable	112,982	45,452	67,530	149%	67,840
Total Current Liabilities	112,982	45,452	67,530	149%	67,840
Total Liabilities	112,982	45,452	67,530	149%	67,840
Equity					
32000 · Unrestricted Net Assets	196,616	486,983	(290,367)	(60%)	486,983
Net Income	80,423	20,149	60,274	299%	(290,367)
Total Equity	277,039	507,132	(230,093)	(45%)	196,616
TOTAL LIABILITIES & EQUITY	390,021	552,584	(162,563)	(29%)	264,456

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of July 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	0.00	29,525.00	0.00	0.00	0.00	29,525.00
Connect Association Marketplace	0.00	3,750.00	0.00	0.00	0.00	3,750.00
Dean Runyan Associates	0.00	16,875.00	0.00	0.00	0.00	16,875.00
Denise Cmiel	0.00	775.00	0.00	0.00	0.00	775.00
Fallon Multimedia	0.00	4,250.00	0.00	0.00	0.00	4,250.00
Jeff Hentz	0.00	0.00	46.48	0.00	0.00	46.48
MAHK Advertising	28,801.42	7,521.46	0.00	0.00	0.00	36,322.88
NLTRA	418.46	4,881.53	1,050.79	0.00	0.00	6,350.78
Print Art/Sierra Mail	0.00	1,541.44	0.00	0.00	0.00	1,541.44
Sarah Winters	0.00	0.00	33.00	0.00	0.00	33.00
SJ Marketing	0.00	9,012.35	0.00	0.00	0.00	9,012.35
Tourism Cares, Inc.	0.00	4,000.00	0.00	0.00	0.00	4,000.00
Wendy Berg	0.00	499.90	0.00	0.00	0.00	499.90
TOTAL	<u>29,219.88</u>	<u>82,631.68</u>	<u>1,130.27</u>	<u>0.00</u>	<u>0.00</u>	<u>112,981.83</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2021

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	0	57,666	(57,666)	0	57,666	(57,666)	692,000
4001-00 · NLTRA Funding	143,108	143,108	0	143,108	143,108	0	1,100,000
4004-00 · IVCBVB Entertainment	0	2,000	(2,000)	0	2,000	(2,000)	8,000
4005-00 · Prior Year Net Income	0	8,334	(8,334)	0	8,334	(8,334)	100,000
Total Income	143,108	211,108	(68,000)	143,108	211,108	(68,000)	1,900,000
Gross Profit	143,108	211,108	(68,000)	143,108	211,108	(68,000)	1,900,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	833	0	833	833	0	833	70,000
5004-00 · Trip Advisor	0	0	0	0	0	0	50,000
5005-00 · Paid Social	4,760	5,150	(390)	4,760	5,150	(390)	132,960
5005-01 · Digital Display / Retargeting	8,424	9,114	(690)	8,424	9,114	(690)	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	6,695	37,500	(30,805)	6,695	37,500	(30,805)	150,000
5007-03 · Photo/Video Creative	2,244	2,373	(129)	2,244	2,373	(129)	28,469
5007-00 · Creative Production - Other	128	0	128	128	0	128	0
Total 5007-00 · Creative Production	9,067	39,873	(30,806)	9,067	39,873	(30,806)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	7,000	7,000	0	84,000
5016 · Video Streaming	0	0	0	0	0	0	105,000
5018-00 · Media Commission	1,590	1,866	(276)	1,590	1,866	(276)	71,166
5018-01 · Digital Ad Serving	67	92	(25)	67	92	(25)	6,000
5020-00 · Search Engine Marketing	0	0	0	0	0	0	54,000
5022-00 · Email	0	0	0	0	0	0	20,000
5024-00 · Fusion 7	2,000	2,000	0	2,000	2,000	0	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	14,000
Total 5000-00 · CONSUMER MARKETING	33,742	65,095	(31,353)	33,742	65,095	(31,353)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	0	0	2,000
5111-00 · FAMS - Domestic	0	0	0	0	0	0	1,500
5112-00 · Training / Sales Calls	1,500	0	1,500	1,500	0	1,500	5,000
5113-00 · Additional Opportunities	0	0	0	0	0	0	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	0	0	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	0	0	2,250
5133-00 · Ski-Tops	0	0	0	0	0	0	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	0	0	0	0	0	6,000
5143-00 · Mountain Travel Symposium	0	0	0	0	0	0	6,000
5144-00 · IPW - POW WOW	0	0	0	0	0	0	16,000
5145-00 · TIA Annual Dues	0	0	0	0	0	0	2,700
5155-00 · California Star Program	0	0	0	0	0	0	3,000
5157-00 · International Efforts	0	0	0	0	0	0	15,000
Total 5110-00 · LEISURE SALES	1,500	0	1,500	1,500	0	1,500	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	0	0	0	0	0	0	55,000
5202-00 · PR Program/ Content Dev - Blogs	0	750	(750)	0	750	(750)	12,000
5204-00 · Media Mission(s)	0	0	0	0	0	0	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	800	800	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	240	240	0	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	0	0	3,000
5209-00 · Domestic Travel Media FAMS	0	0	0	0	0	0	18,600
5210-00 · Content Dev - Newsletters	0	1,800	(1,800)	0	1,800	(1,800)	21,600
5211-00 · Social Media Strategy & Mgmt	5,000	5,000	0	5,000	5,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	0	0	0	7,200
5214-00 · Social Takeover	0	0	0	0	0	0	10,000
5216-00 · PR Content Development + Distri	0	0	0	0	0	0	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	0	0	8,000
5222-00 · Media Tracking / Membership	16	294	(278)	16	294	(278)	3,530
5280-00 · PR Meals / Entertainment	25	250	(225)	25	250	(225)	1,500
Total 5200-00 · PUBLIC RELATIONS	6,081	9,134	(3,053)	6,081	9,134	(3,053)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	0	0	0	0	0	0	24,114
6006-00 · CVENT	0	890	(890)	0	890	(890)	10,967
6007-00 · Creative Production	0	0	0	0	0	0	10,000
6014-00 · MCC Group Incentive Program	0	0	0	0	0	0	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	30	0	30	30	0	30	4,590
6018-01 · MCC Digital Ad Serving	0	42	(42)	0	42	(42)	500
6019-00 · Conference Direct Partnership	0	0	0	0	0	0	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	583	0	583	7,000
6152-00 · Client Events / Opportunities	0	0	0	0	0	0	17,000
6153-00 · Chicago Sales Rep Support	858	0	858	858	0	858	2,500
Total 6000-00 · CONFERENCE SALES	1,471	932	539	1,471	932	539	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	138	0	138	138	0	138	6,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

July 2021

Accrual Basis

	Jul 21	Budget	\$ Over Budget	Jul 21	YTD Budget	\$ Over Budget	Annual Budget
6116-00 · CalSAE Seasonal Spectacular	0	0	0	0	0	0	5,000
6120-01 · Sac River Cats Client Event	500	0	500	500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	0	0	0	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	0	0	0	5,500
6156-00 · Connect California	0	0	0	0	0	0	5,500
6156-02 · Connect Chicago	0	0	0	0	0	0	4,700
6156-05 · Connect Northwest	0	0	0	0	0	0	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	0	0	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	0	0	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	0	0	1,500
6182-00 · Destination Celebration	0	0	0	0	0	0	2,275
Total 6100-00 · TRADE SHOWS	638	0	638	638	0	638	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	0	0	0	0	0	30,000
5009-00 · Fulfillment / Mail	0	200	(200)	0	200	(200)	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	0	0	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	167	0	167	2,000
5124-00 · Reno Tahoe Territory Membership	0	1,000	(1,000)	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	2,500	885	1,615	2,500	885	1,615	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	0	0	0	8,000
7004-00 · Research	1,111	2,750	(1,639)	1,111	2,750	(1,639)	83,000
7005-00 · Film Festival	0	15,000	(15,000)	0	15,000	(15,000)	15,000
7006-00 · Special Events	70	0	70	70	0	70	20,000
7007-00 · Destimetrics / DMX	0	0	0	0	0	0	33,352
7008-00 · Opportunistic Funds	0	0	0	0	0	0	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	177	(177)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	621	625	(4)	7,757
Total 7000-00 · COMMITTED & ADMIN EXPENSES	4,469	20,637	(16,169)	4,469	20,637	(16,169)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	4,250	4,250	0	51,000
8003-00 · Website Hosting Maintenance	534	534	0	534	534	0	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	7,500	7,500	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	2,500	2,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,784	14,784	0	14,784	14,784	0	173,161
Total Expense	62,685	110,582	(47,897)	62,685	110,582	(47,897)	1,897,514
Net Income	80,423	100,526	(20,103)	80,423	100,526	(20,103)	2,486

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2021

	Jul 21	Jul 20	\$ Change	% Change
Income				
4001-00 · NLTRA Funding	143,107.83	79,439.00	63,668.83	80.2%
Total Income	143,107.83	79,439.00	63,668.83	80.2%
Gross Profit	143,107.83	79,439.00	63,668.83	80.2%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	833.33	0.00	833.33	100.0%
5005-00 · Paid Social	4,760.25	960.97	3,799.28	395.4%
5005-01 · Digital Display / Retargeting	8,424.33	0.00	8,424.33	100.0%
5007-00 · Creative Production				
5007-01 · Creative Production	6,695.32	11,669.63	-4,974.31	-42.6%
5007-02 · Website Production	0.00	888.75	-888.75	-100.0%
5007-03 · Photo/Video Creative	2,244.40	0.00	2,244.40	100.0%
5007-00 · Creative Production - Other	127.50	127.50	0.00	0.0%
Total 5007-00 · Creative Production	9,067.22	12,685.88	-3,618.66	-28.5%
5010-00 · Account Strategy & Management	7,000.00	6,000.00	1,000.00	16.7%
5018-00 · Media Commission	1,590.34	528.95	1,061.39	200.7%
5018-01 · Digital Ad Serving	67.02	0.00	67.02	100.0%
5020-00 · Search Engine Marketing	0.00	3,446.98	-3,446.98	-100.0%
5024-00 · Fusion 7	2,000.00	2,000.00	0.00	0.0%
Total 5000-00 · CONSUMER MARKETING	33,742.49	25,622.78	8,119.71	31.7%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	1,500.00	0.00	1,500.00	100.0%
5147-00 · AUS / Gate 7	0.00	1,012.50	-1,012.50	-100.0%
5155-00 · California Star Program	0.00	291.67	-291.67	-100.0%
Total 5110-00 · LEISURE SALES	1,500.00	1,304.17	195.83	15.0%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	1,500.00	-1,500.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,750.00	-1,750.00	-100.0%
5206-00 · Digital Buy/ Social Media Boost	800.00	500.00	300.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	240.00	300.00	-60.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	915.54	-915.54	-100.0%
5210-00 · Content Dev - Newsletters	0.00	1,800.00	-1,800.00	-100.0%
5211-00 · Social Media Strategy & Mgmt	5,000.00	4,000.00	1,000.00	25.0%
5222-00 · Media Tracking / Membership	15.96	1,800.00	-1,784.04	-99.1%
5280-00 · PR Meals / Entertainment	24.70	28.72	-4.02	-14.0%
Total 5200-00 · PUBLIC RELATIONS	6,080.66	12,594.26	-6,513.60	-51.7%
6000-00 · CONFERENCE SALES				
6006-00 · CVENT	0.00	10,678.00	-10,678.00	-100.0%
6018-00 · MCC Media Commission	29.68	1,281.36	-1,251.68	-97.7%
6019-00 · Conference Direct Partnership	0.00	416.67	-416.67	-100.0%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6153-00 · Chicago Sales Rep Support	858.33	147.25	711.08	482.9%
Total 6000-00 · CONFERENCE SALES	1,471.34	13,106.61	-11,635.27	-88.8%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	137.80	0.00	137.80	100.0%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
Total 6100-00 · TRADE SHOWS	637.70	0.00	637.70	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5123-00 · HSVC - High Sierra Visitors	166.67	0.00	166.67	100.0%
7002-00 · CRM Subscription	2,500.00	833.33	1,666.67	200.0%
7003-00 · IVCBVB Entertainment Fund	0.00	13.78	-13.78	-100.0%
7004-00 · Research	1,111.08	0.00	1,111.08	100.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7010-00 · Photo Management & Storage	620.75	591.58	29.17	4.9%
7020-00 · Collateral Production / Printin	0.00	375.00	-375.00	-100.0%
8700-00 · Automobile Expense*	0.00	38.93	-38.93	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	4,468.50	1,852.62	2,615.88	141.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,275.91	-25.91	-0.6%
8003-00 · Website Hosting Maintenance	534.00	534.00	0.00	0.0%
8004-00 · Website Strategy & Maintenance	7,500.00	0.00	7,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	0.00	2,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	14,784.00	4,809.91	9,974.09	207.4%
Total Expense	62,684.69	59,290.35	3,394.34	5.7%
Net Income	80,423.14	20,148.65	60,274.49	299.2%

KEY METRICS FOR July 31, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru April 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2012 - 2013	3,767,648	2,018,857	4,199,290	1,352,487	\$ 11,338,282
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,865,753	3,832,273	6,816,271	3,346,850	\$ 20,861,147
2019 - 2020	7,019,017	3,967,123	5,766,189	1,058,017	\$ 17,810,346
2020 - 2021	7,297,822	3,217,131	6,083,903	952,663	\$ 17,551,519

updated

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru July 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	7541	6993	4122	7078	71.7%
Phone	480	326	409	404	-1.2%
Email	56	69	70	74	5.7%
Kings Beach (Walk In)	6059	4036	2772	2776	0.1%
NLT - Event Traffic	1588	1221	212	238	12.3%
Total	15,724	12,645	7,585	10,570	39.4%

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		June 2021
California (pop. 38,332,521)		7.7%
Placer County (367,309)		5.4%
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	2021/22	2020/21	YOY % Change
Occupancy	71.9%	53.8%	-25.2%
ADR (Average Daily Rate)	\$ 558	\$ 485	-13.1%
RevPAR (Rev per Available Room)	\$ 401	\$ 261	-34.9%
Occupancy 1 Mth Forecast	61.4%	36.8%	-40.1%
ADR 1 Mth Forecast	\$ 506	\$ 506	0.0%
RevPAR 1 Mth Forecast	\$ 311	\$ 186	-40.2%
Occupancy (prior 6 months)	52.6%	28.0%	
ADR (prior 6 months)	\$ 424	\$ 428	0.9%
RevPAR (prior 6 months)	\$ 223	\$ 120	-46.2%
Occupancy (next 6 months)	29.6%	14.7%	-50.3%
ADR (next 6 months)	\$ 402	\$ 411	2.2%
RevPAR (next 6 months)	\$ 119	\$ 61	-48.7%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
June 2021	366

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 7/31/2021						
	2020-21	2020-21	2021-22	YOY %		
	Actuals	Forecasted	Forecasted	Change		
FORWARD LOOKING						
Total Revenue Booked	\$ 257,997	\$ 1,104,796	\$ 1,668,638	33.79%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	5,024	8,044	37.54%		
Number of Bookings	8	17	22	22.73%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$257,997	\$ 913,164	\$ 1,191,275 23.35%		
Washoe	0%	\$0	\$ 191,632	\$ 477,363 59.86%		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 1,104,796	\$ 1,668,638	33.79%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	