



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

September 28th, 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

Bonnie Bavetta
Interim 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:

- 8/24/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 8/31/21 Financials Review.....Pg. 6
- NLTRMC 7/31/2021 Financials ReviewPg. 26

G. Items for Committee Review, Discussion/or Recommendations

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

H. Supplemental Information

- August 2021 Dashboard ReportPg. 34

I. Agenda Input for Next Finance Committee Meeting

J. Next Meeting Date

K. Committee Member Comments

L. Adjourn



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FINANCE COMMITTEE MEETING - Minutes Draft

Tuesday August 24th, 2021 at 3:30 PM

Via Zoom

- A. Call to Order – Establish Quorum – Quorum established 3:30 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Placer County Reps: Lindsay Romack
 - Staff in Attendance via Zoom: Bonnie Bavetta, DeWitt Van Siclen, Aprille Viray
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve July 27, 2021 Finance Committee meeting minutes; Ramona Cruz/David Brown, Approved 3-0-0
- F. Review of Preliminary Financials
 - Review Staff Report – June 30, 2021 financial updates & July 31, 2021 financial results
 - Review of NLTRA June 30, 2021 financials
 - Review of NLTRA July 31, 2021 financials
 - Review of NLTMC July 31, 2021 financials
 - Review NLTRA FY20.21 Q4 Balance Sheet Reconciliations
- G. Items for Committee Review, Discussion and/or Recommendations
 - Discussion with Auditors regarding FY21.22 audit & changing tax filing status for NLTRA
- H. Supplemental Information
 - Review of the July 2021 Dashboard report
- I. Agenda Input for Next Finance Committee Meeting
- J. Next Meeting Date
 - September 28th, 2021 @ 3:30 PM
- K. Committee Member Comments
 - None
- L. Adjourn 4:21 PM



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Date: 9/23/21

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results for August 31, 2021 & update on June 30, 2021 financial results

Update to June 30, 2021 Financial Results:

- Preliminary results at the August Finance Committee meeting anticipated an underspent position of \$1,480,000. As of now, staff anticipates the same underspent position.
- Adjustments to prior financial statements to June 2021 included:
 - Increase in accounts payable of \$20,000 due to anticipated expenses that occurred in the fiscal year that had not yet been submitted for payment.
 - Reduced expenses of \$5,000 that had been offset by accrued expenses due to the refund anticipated on Spartan after payment had been made in July 2021.
 - Adjustments to Payroll Liabilities to reflect accrued expenses at fiscal year end resulting in a net increase of \$3,000.
 - A reduction of \$18,000 to the amount due to the County of Placer resulting from the above adjustments.

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

- Cash balance on August 31, 2021 of \$2,506,000 was \$1,480,000 greater than prior year due primarily to a decrease to Inventory of \$7,000, a decrease in Prepaid Expenses of \$6,000, an increase in Accounts Payable of \$66,000, an increase in Accrued Expenses of \$10,000, an increase in Due To/From County of Placer of \$1,098,000, an increase in Unrestricted Net Assets of \$28,000, an increase in the Designated Marketing Reserve of \$7,000, and an increase in Net Income of \$474,000 offset by an increase in Accounts Receivable of \$152,000, an increase in Fixed Assets of \$7,000, a decrease in Payroll Liabilities of \$38,000, and a decrease in Deferred Revenue – Member Dues of \$21,000.
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$250,000 reflected County TOT funding invoices for August. The balance at this date last year was \$445,000. Payment has been made.
- AR Other balance of \$7,000 was \$5,000 greater than prior year and primarily constitutes the amount due back for a cancelled portion of the contract for the Spartan 2021 event.
- Membership dues receivable totaled \$28,000, which reflects a decrease of \$52,000 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.

- AR TBID balance of \$374,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. This number will be updated as reporting becomes available.
- Receivable from NLTCM was greater than prior year by \$6,000 due to reimbursements owed on credit cards.
- Fixed Assets increased over prior year by \$7,000 due to the purchase of a new server for the NLTRA.
- Prepaid Expenses decreased by \$6,000 over prior year.
- Accounts Payable of \$44,000 was \$43,000 greater than prior year due primarily to lower expenditures in prior year due to the pandemic.
- Accounts Payable – Other balance of \$24,000 reflects unrealized revenue due back on member dues invoices paid by TBID-assessed businesses in the prior fiscal year.
- Wages and related liabilities of \$69,000 were \$38,000 lower than prior year; a result of a combination of reduced staffing, lower incentive accruals, decreased PTO liability of staff, and no commissions owed to NLTRA reps year.
- Sales and Use Tax liability balance of \$3,000 was \$1,000 higher than prior year due to increased retail sales over prior year.
- Accrued expenses of \$30,000 were \$10,000 higher than prior year, primarily due to an increase in the number of events scheduled for the summer and fall over prior year offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$34,000 was down \$21,000 from last year due to a combination of writing off uncollectible invoices, reclassing the unrealized revenue owed for paid invoices from TBID-assessed businesses, and reduced membership billing due to the inception of 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 \$1,483,000 was \$1,098,000 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 prior to approval of the fiscal year 2020/21 financials.
- YTD consolidated net income of \$506,000 at August 31 reflected a \$474,000 increase from prior year positive results of \$32,000, and represents anticipated TBID revenues of \$374,000 YTD, Membership’s net loss of \$1,000, and \$133,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$333,000 was lower than budget by \$47,000.
 - Expenses before overhead allocation totaled \$238,000 and were \$69,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$94,000 were better than budget by \$22,000.
- Operating Results YTD – Conference
 - TOT revenue of \$86,000 was over budget by \$5,000.
 - Expenses of \$36,000 before allocated overhead were below budget by \$28,000 largely due to reduced staffing.
 - Net results of \$50,000 before overhead allocation were good to budget by \$33,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$33,000 were positive to budget by \$17,000. TOT revenue of \$82,000 was good to budget \$5,000.

- Expenses before overhead allocation of \$68,000 were below budget by \$5,000.
- Net income of \$46,000 before overhead allocation was \$27,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$42,000 was \$2,000 good to budget.
 - Expenditures of \$14,000 before overhead were \$18,000 good to budget due to reduced staffing and timing.
 - Net results of \$27,000 before overhead allocation were positive to budget \$20,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$374,000. Collection has not yet been made YTD.
- Operating Results YTD – Membership
 - Membership dues revenue of \$13,000 was on budget, total other revenues of \$1,000 were \$1,000 good to budget.
 - Expenses before overhead allocation of \$11,000 were good to budget by \$4,000.
 - Net income of \$3,000 before overhead allocations was good to budget by \$5,000.
 - Net loss of \$1,000 after overhead allocations was good to budget \$4,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$33,000 was on budget.
 - Expenses of \$0 was below budget by \$33,000 due to Association Grant Funding placed on hold.
 - Net results of \$33,000 was good to budget \$33,000.
- Operating Results YTD – Administration
 - Total expenses of \$152,000 were \$27,000 over budget due primarily to staffing and timing.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$30,000 was good to budget by \$2,000.
 - Total expense of \$1,000 was below budget \$22,000 due primarily to staffing.
 - Net results of \$29,000 before overhead was \$24,000 good to budget.
- Membership cash position as of August 31, 2021
 - Membership activities YTD resulted in a net loss of \$1,479.
 - Deferred revenues of \$33,837 less receivables of \$28,641, plus the allowance for uncollectible receivables of \$8,853 resulted in the saving of cash in the amount of \$12,570.
 - The balance owed on paid invoices from TBID businesses increased cash by \$23,673.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Prior years' cumulative net results totaled \$18,285.
 - Net cash year-to-date was positive \$55,818.

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

- Cash balance at month end of \$279,000 was \$235,000 lower than prior year primarily due to an increase in Accounts Payable of \$91,000 and an increase Net Income of \$114,000 offset by an increase in Accounts Receivable of \$93,000, an increase in Prepaid Expenses of \$55,000 and a decrease in Unrestricted Net Assets of \$291,000.
- Accounts Receivable of \$117,000 was \$116,000 greater than prior year due to funding invoices not yet paid. Payment has since been received.
- A/R – Other was \$23,000 lower than prior year due to cancelled trade shows in prior year.
- Prepaid Expenses of \$82,000 were \$55,000 greater than prior year.
- Accounts Payable of \$111,000 were \$91,000 greater than prior year due to a combination of increased expenses as well as timing of payment.
- Unrestricted Net Assets Equity of \$196,000 was \$291,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$172,000 was \$114,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$315,000 was on budget.
- Consumer Marketing expenditures of \$65,000 were \$21,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$1,000 below budget.
- Public Relations expenses of \$15,000 were \$11,000 below budget due to timing.
- Conference Sales expenditures of \$3,000 were \$14,000 below budget.

- Trade Show expenditures of \$1,000 were \$9,000 below budget due to anticipated trade shows being cancelled.
- Committed & Administrative expenditures of \$32,000 were \$7,000 over budget due to timing.
- Website & Maintenance expenses of \$27,000 were \$3,000 below budget.
- Total Expenses of \$144,000 were \$52,000 below budget.
- Net Income of \$171,000 was good to budget by \$52,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

August 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2021

Accrual Basis

| | Aug 31, 21 | Aug 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 | 2,292,763 | 0 | 2,292,763 | 100% | 1,965,992 |
| 1003-00 · Cash - Operations BOTW #6712 | (6,928) | 763,830 | (770,758) | (101%) | (273,742) |
| 1007-00 · Cash - Payroll BOTW #7421 | 6,100 | 2,285 | 3,815 | 167% | 38,521 |
| 1008-00 · Marketing Reserve - Plumas | 50,361 | 50,321 | 40 | 0% | 50,356 |
| 1009-00 · Cash Flow Reserve - Plumas | 100,993 | 100,865 | 128 | 0% | 100,976 |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% | 29,582 |
| 1080-00 · Special Events BOTW #1626 | 32,329 | 79,311 | (46,982) | (59%) | 39,803 |
| 10950 · Cash in Drawer | 863 | 169 | 694 | 411% | 139 |
| Total Checking/Savings | 2,506,221 | 1,026,521 | 1,479,700 | 144% | 1,951,785 |
| Accounts Receivable | | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 0 | 2,500 | (2,500) | (100%) | 1,000 |
| 1290-00 · A/R - TOT | 250,426 | 445,022 | (194,596) | (44%) | 432,499 |
| Total Accounts Receivable | 250,426 | 447,522 | (197,096) | (44%) | 433,499 |
| Other Current Assets | | | | | |
| 1200-99 · AR Other | 7,291 | 2,031 | 5,260 | 259% | 2,442 |
| 1201-00 · Member Accounts Receivable | | | | | |
| 1201-01 · Member AR - Member Dues | 28,061 | 80,025 | (51,964) | (65%) | 17,025 |
| 1201-03 · Member AR - Other | 580 | 1,300 | (720) | (55%) | 985 |
| Total 1201-00 · Member Accounts Receivable | 28,641 | 81,325 | (52,684) | (65%) | 18,010 |
| 1201-02 · Allowance for Doubtful Accounts | (8,853) | (24,987) | 16,134 | 65% | (9,632) |
| 12100 · Inventory Asset | | | | | |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% | 18 |
| 12100 · Inventory Asset - Other | 28,232 | 35,388 | (7,156) | (20%) | 26,867 |
| Total 12100 · Inventory Asset | 28,250 | 35,406 | (7,156) | (20%) | 26,885 |
| 1220-00 · AR TBID | 374,078 | 0 | 374,078 | 100% | |
| 1299 · Receivable from NLTMC | 6,932 | 754 | 6,178 | 819% | 5,932 |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% | 1,150 |
| Total Other Current Assets | 437,489 | 95,679 | 341,810 | 357% | 44,787 |
| Total Current Assets | 3,194,136 | 1,569,722 | 1,624,414 | 103% | 2,430,071 |
| 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 | (3,528) | (4,270) | 742 | 17% | (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 | 7,485 | 0 | 7,485 | 100% | 7,791 |
| Other Assets | | | | | |
| 1400-00 · Prepaid Expenses | | | | | |
| 1410-00 · Prepaid Insurance | 12,559 | 16,381 | (3,822) | (23%) | 2,689 |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% | 100 |
| 1400-00 · Prepaid Expenses - Other | 5,600 | 7,651 | (2,051) | (27%) | 6,500 |
| Total 1400-00 · Prepaid Expenses | 18,259 | 24,132 | (5,873) | (24%) | 9,289 |
| Total Other Assets | 18,259 | 24,132 | (5,873) | (24%) | 9,289 |
| TOTAL ASSETS | 3,219,880 | 1,593,854 | 1,626,026 | 102% | 2,447,151 |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |

North Lake Tahoe Resort Association

Balance Sheet

As of August 31, 2021

Accrual Basis

| | <u>Aug 31, 21</u> | <u>Aug 31, 20</u> | <u>\$ Change</u> | <u>% Change</u> | <u>Jun 30, 21</u> |
|--|-------------------------|-------------------------|-------------------------|--------------------|-------------------------|
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 43,716 | 1,197 | 42,519 | 3,552% | 62,773 |
| Total Accounts Payable | <u>43,716</u> | <u>1,197</u> | <u>42,519</u> | <u>3,552%</u> | <u>62,773</u> |
| Other Current Liabilities | | | | | |
| 2000-01 · Accounts Payable - Other | 23,673 | 0 | 23,673 | 100% | 22,140 |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | | |
| 2100-00 · Salaries / Wages Payable | 9,806 | 11,815 | (2,009) | (17%) | 41,223 |
| 2101-00 · Incentive Payable | 6,916 | 29,676 | (22,760) | (77%) | 44,055 |
| 2102-00 · Commissions Payable | 0 | 3,500 | (3,500) | (100%) | 0 |
| 2120-00 · Empl. Federal Tax Payable | 4,245 | 5,078 | (833) | (16%) | 3,379 |
| 2175-00 · 401 (k) Plan | 2,268 | 2,053 | 215 | 10% | 1,218 |
| 2180-00 · Estimated PTO Liability | <u>45,948</u> | <u>54,845</u> | <u>(8,897)</u> | <u>(16%)</u> | <u>62,280</u> |
| Total 21000 · Salaries/Wages/Payroll Liabilit | <u>69,183</u> | <u>106,967</u> | <u>(37,784)</u> | <u>(35%)</u> | <u>152,155</u> |
| 2190-00 · Sales and Use Tax Payable | | | | | 1,418 |
| 25500 · *Sales Tax Payable | 2,705 | 1,897 | 808 | 43% | 2,877 |
| Total 2190-00 · Sales and Use Tax Payable | <u>2,705</u> | <u>1,897</u> | <u>808</u> | <u>43%</u> | <u>4,295</u> |
| 2250-00 · Accrued Expenses | 30,350 | 20,507 | 9,843 | 48% | 200,350 |
| 2400-60 · Deferred Revenue- Member Dues | 33,837 | 54,685 | (20,848) | (38%) | 20,827 |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% | 1,290 |
| 26900 · Unbilled Purchases | 536 | 0 | 536 | 100% | |
| 2700-00 · Deferred Rev. County | 525,305 | 525,305 | 0 | 0% | |
| 2900-00 · Due To/From County of Placer | <u>1,482,911</u> | <u>384,939</u> | <u>1,097,972</u> | <u>285%</u> | <u>1,482,911</u> |
| Total Other Current Liabilities | <u>2,169,790</u> | <u>1,095,590</u> | <u>1,074,200</u> | <u>98%</u> | <u>1,883,968</u> |
| Total Current Liabilities | <u>2,213,506</u> | <u>1,096,787</u> | <u>1,116,719</u> | <u>102%</u> | <u>1,946,741</u> |
| Total Liabilities | <u>2,213,506</u> | <u>1,096,787</u> | <u>1,116,719</u> | <u>102%</u> | <u>1,946,741</u> |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 18,285 | (10,145) | 28,430 | 280% | (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 | <u>505,967</u> | <u>32,352</u> | <u>473,615</u> | <u>1,464%</u> | <u>28,430</u> |
| Total Equity | <u>1,011,374</u> | <u>497,063</u> | <u>514,311</u> | <u>103%</u> | <u>500,407</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>3,219,880</u></u> | <u><u>1,593,854</u></u> | <u><u>1,626,026</u></u> | <u><u>102%</u></u> | <u><u>2,447,151</u></u> |

North Lake Tahoe Resort Association

A/R Aging Summary

As of August 31, 2021

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>91 - 120</u> | <u>> 120</u> | <u>TOTAL</u> |
|------------------|--------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------------|
| County of Placer | 250,425.67 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 250,425.67 |
| TOTAL | <u><u>250,425.67</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>250,425.67</u></u> |

Aging by Revenue Item

As of 8/31/2021

| 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 | | | \$0.00 | \$345.00 | \$0.00 | \$0.00 | \$0.00 | \$468.75 | \$813.75 |
| 1-5 Employees Membership Dues | | | \$295.00 | \$2,360.00 | \$2,374.58 | \$2,684.17 | \$1,475.00 | \$5,476.66 | \$15,540.40 |
| 21-50 Employees Membership Dues | | | \$0.00 | \$0.00 | \$540.00 | \$540.00 | \$0.00 | \$1,890.00 | \$2,970.00 |
| 50-100 Employees Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$750.00 | \$750.00 | \$1,500.00 |
| Associate Member Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$50.00 | \$0.00 | \$100.00 | \$150.00 |
| Financial Institutions Membership | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$1,400.00 | \$1,400.00 |
| Non-Profit Membership Dues Totals: | | | \$510.00 | \$340.00 | \$510.00 | \$170.00 | \$0.00 | \$1,360.00 | \$2,890.00 |
| 1201-01 Member AR Membership | | | \$1,130.00 | \$3,370.00 | \$3,776.66 | \$3,823.34 | \$2,306.25 | \$14,529.99 | \$28,061.25 |
| Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other) | | | | | | | | | |
| Eblast Totals: | | | \$260.00 | \$0.00 | \$235.00 | \$85.00 | \$0.00 | \$0.00 | \$580.00 |
| 1201-03 Member Accounts Receivable | | | \$260.00 | \$0.00 | \$235.00 | \$85.00 | \$0.00 | \$0.00 | \$580.00 |
| GRAND TOTALS | | | \$1,390.00 | \$3,370.00 | \$4,011.66 | \$3,908.34 | \$2,306.25 | \$14,529.99 | \$28,641.25 |

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

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|---|-------------------------|------------------------|-------------------------|-------------------------|--------------------|-------------------------|
| ADP | 383.86 | 0.00 | 362.32 | 0.00 | 0.00 | 746.18 |
| AmTrust Financial | 161.74 | 0.00 | 0.00 | 0.00 | 0.00 | 161.74 |
| Anne-Karin Atwood* | 0.00 | 49.08 | 0.00 | 0.00 | 0.00 | 49.08 |
| Bank of the West Bank Card Center | 0.00 | 2,827.74 | 0.00 | 0.00 | 0.00 | 2,827.74 |
| Coraggio Group | 617.50 | 0.00 | 0.00 | 0.00 | 0.00 | 617.50 |
| County Of Placer* | 0.00 | 4.00 | 0.00 | 0.00 | 0.00 | 4.00 |
| Geo-Tourism Specialties | 851.90 | -25.20 | 0.00 | 0.00 | 0.00 | 826.70 |
| Great Basin Window Cleaning | 450.00 | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 |
| Ray Morgan Company, LLC | 0.00 | 129.54 | 0.00 | 0.00 | 0.00 | 129.54 |
| Sarah Winters | 0.00 | 361.00 | 0.00 | 0.00 | 0.00 | 361.00 |
| Searchwide Minnesota, LLC | 15,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| Squaw Valley Business Association*, Inc. | 0.00 | 0.00 | 10,000.00 | 0.00 | 0.00 | 10,000.00 |
| Swigard's True Value Hardware, Inc.* | 35.52 | 0.00 | 0.00 | 0.00 | 0.00 | 35.52 |
| Tahloha | 0.00 | -195.00 | 0.00 | 0.00 | 0.00 | -195.00 |
| Tahoe Basics | 0.00 | 729.00 | 1,041.00 | -1,041.00 | 0.00 | 729.00 |
| Tahoe Tessie | 0.00 | 120.00 | 0.00 | 0.00 | 0.00 | 120.00 |
| Tahoe Truckee Sierra Disposal* | 252.36 | 252.36 | 0.00 | 0.00 | 0.00 | 504.72 |
| Travelers | 390.00 | 0.00 | 0.00 | 0.00 | 0.00 | 390.00 |
| TruckeeHR | 0.00 | 123.75 | 0.00 | 0.00 | 0.00 | 123.75 |
| Wells Fargo Financial Leasing | 365.01 | 0.00 | 0.00 | 0.00 | 0.00 | 365.01 |
| West Shore Association* | 0.00 | 0.00 | 10,000.00 | 0.00 | 0.00 | 10,000.00 |
| Western Association of Chamber Executives | 470.00 | 0.00 | 0.00 | 0.00 | 0.00 | 470.00 |
| TOTAL | <u>18,977.89</u> | <u>4,376.27</u> | <u>21,403.32</u> | <u>-1,041.00</u> | <u>0.00</u> | <u>43,716.48</u> |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|----------------|------------------|----------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 250,426 | 249,450 | 976 | 605,447 | 638,496 | (33,049) | 3,395,286 |
| 4100-00 · TBID Assessment Revenue | 187,050 | | | 374,078 | | | |
| 4200-00 · Membership Dues Revenue | 6,007 | 6,250 | (243) | 12,923 | 12,500 | 423 | 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 | 460 | 0 | 460 | 1,060 | 0 | 1,060 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 460 | 0 | 460 | 1,060 | 0 | 1,060 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 70 | 0 | 70 | 70 | 0 | 70 | 0 |
| 46000 · Merchandise Sales - Other | 10,901 | 9,500 | 1,401 | 32,735 | 15,500 | 17,235 | 59,500 |
| Total 46000 · Merchandise Sales | 10,971 | 9,500 | 1,471 | 32,805 | 15,500 | 17,305 | 59,500 |
| Total Income | 454,914 | 265,200 | 189,714 | 1,026,312 | 666,496 | 359,816 | 3,521,586 |
| Gross Profit | 454,914 | 265,200 | 189,714 | 1,026,312 | 666,496 | 359,816 | 3,521,586 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 7,373 | 10,695 | (3,323) | 14,422 | 21,390 | (6,968) | 98,560 |
| 5030-00 · P/R - Health Insurance Expense | 2,317 | 13,890 | (11,572) | 4,735 | 27,779 | (23,044) | 128,597 |
| 5040-00 · P/R - Workmans Comp | 1,475 | 1,131 | 343 | 2,666 | 2,263 | 404 | 10,260 |
| 5060-00 · 401 (k) | 2,017 | 3,834 | (1,817) | 4,104 | 7,668 | (3,564) | 35,428 |
| 5070-00 · Other Benefits and Expenses | 382 | 646 | (264) | 836 | 1,292 | (457) | 5,993 |
| 5000-00 · Salaries & Wages - Other | 120,775 | 108,002 | 12,773 | 201,497 | 216,004 | (14,507) | 995,051 |
| Total 5000-00 · Salaries & Wages | 134,338 | 138,199 | (3,860) | 228,261 | 276,397 | (48,136) | 1,273,889 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 2,006 | 1,113 | 893 | 2,454 | 2,225 | 229 | 10,088 |
| 5140-00 · Repairs & Maintenance | 87 | 1,104 | (1,017) | 174 | 2,208 | (2,035) | 9,983 |
| 5150-00 · Office - Cleaning | 450 | 929 | (479) | 1,175 | 1,858 | (683) | 8,483 |
| 5100-00 · Rent - Other | 13,684 | 14,391 | (707) | 27,443 | 28,782 | (1,339) | 130,642 |
| Total 5100-00 · Rent | 16,227 | 17,537 | (1,310) | 31,245 | 35,073 | (3,828) | 159,197 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 1,713 | 2,973 | (1,261) | 3,848 | 5,947 | (2,098) | 27,002 |
| Total 5310-00 · Telephone | 1,713 | 2,973 | (1,261) | 3,848 | 5,947 | (2,098) | 27,002 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 8 | (8) | 50 |
| 5480-00 · Mail - Fed Ex | 85 | 4 | 80 | 233 | 8 | 225 | 50 |
| 5420-00 · Mail - USPS - Other | 0 | 127 | (127) | 200 | 253 | (53) | 1,140 |
| Total 5420-00 · Mail - USPS | 85 | 135 | (50) | 433 | 270 | 163 | 1,240 |
| 5510-00 · Insurance/Bonding | | | | | | | |
| 5520-00 · Supplies | 659 | 1,250 | (591) | 928 | 2,500 | (1,572) | 11,250 |
| 5525-00 · Supplies- Computer | | | | | | | |
| 5525-00 · Supplies- Computer | 95 | 492 | (397) | 135 | 5,983 | (5,849) | 9,425 |
| 5520-00 · Supplies - Other | | | | | | | |
| 5520-00 · Supplies - Other | 480 | 1,779 | (1,299) | 1,119 | 8,558 | (7,439) | 22,263 |
| Total 5520-00 · Supplies | 575 | 2,271 | (1,696) | 1,254 | 14,542 | (13,288) | 31,688 |
| 5610-00 · Depreciation | | | | | | | |
| 5610-00 · Depreciation | 153 | 153 | 0 | 306 | 306 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | | | | | | | |
| 5700-00 · Equipment Support & Maintenance | 297 | 2,933 | (2,637) | 297 | 5,867 | (5,570) | 26,400 |
| 5710-00 · Taxes, Licenses & Fees | | | | | | | |
| 5710-00 · Taxes, Licenses & Fees | 1,508 | 1,308 | 199 | 3,351 | 2,617 | 734 | 11,832 |
| 5740-00 · Equipment Rental/Leasing | | | | | | | |
| 5740-00 · Equipment Rental/Leasing | 365 | 435 | (70) | 730 | 871 | (140) | 4,116 |
| 5800-00 · Training Seminars | | | | | | | |
| 5800-00 · Training Seminars | 0 | 500 | (500) | 0 | 1,000 | (1,000) | 4,500 |
| 5850-00 · Artist of Month - Commissions | | | | | | | |
| 5850-00 · Artist of Month - Commissions | 0 | 167 | (167) | 670 | 333 | 336 | 1,500 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 750 | (750) | 0 | 6,500 | (6,500) | 11,750 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 741 | 1,792 | (1,050) | 12,077 | 3,583 | 8,494 | 18,625 |
| Total 5900-00 · Professional Fees | 741 | 2,542 | (1,800) | 12,077 | 10,083 | 1,994 | 56,375 |
| 5941-00 · Research & Planning | | | | | | | |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 2,500 | (2,500) | 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 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|-----------------|----------------|----------------|------------------|------------------|
| 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 | 0 | 0 | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 0 | 0 | 0 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 0 | 0 | 0 | 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 | (500) | 0 | (500) | (500) | 0 | (500) | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 0 | 500 | (500) | 1,238 | 1,000 | 238 | 4,500 |
| 6423-00 · Membership Activities - Other | 46 | 417 | (371) | 341 | 833 | (492) | 3,750 |
| Total 6423-00 · Membership Activities | (454) | 917 | (1,371) | 1,079 | 1,833 | (754) | 10,513 |
| 6730-00 · Marketing Cooperative/Media | 55,014 | 55,014 | 0 | 198,121 | 198,121 | 0 | 871,278 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 3,333 | (3,333) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 97 | 6,000 | (5,903) | 430 | 12,000 | (11,570) | 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 | 16,667 | (16,667) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 16,667 | (16,667) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 33,333 | (33,333) | 200,000 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 3,333 | (3,333) | 15,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 218 | 125 | 93 | 576 | 250 | 326 | 1,125 |
| 59900 · POS Inventory Adjustments | 0 | 0 | 0 | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 0 | 0 | 0 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 5,639 | 4,750 | 889 | 16,507 | 7,750 | 8,757 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 5,857 | 4,875 | 982 | 17,070 | 8,000 | 9,070 | 30,875 |
| 8200-00 · Associate Relations | 190 | 195 | (5) | 190 | 390 | (200) | 1,770 |
| 8300-00 · Board Functions | 15,000 | 583 | 14,417 | 15,425 | 1,167 | 14,258 | 5,250 |
| 8500-00 · Credit Card Fees | 349 | 497 | (148) | 941 | 829 | 113 | 3,247 |
| 8600-00 · Additional Opportunitites | 650 | 5,833 | (5,183) | 1,300 | 11,667 | (10,367) | 55,000 |
| 8700-00 · Automobile Expenses | 10 | 542 | (532) | 80 | 1,083 | (1,003) | 5,025 |
| 8750-00 · Meals/Meetings | 0 | 642 | (642) | 111 | 1,283 | (1,173) | 6,088 |
| 8810-00 · Dues & Subscriptions | 1,219 | 1,275 | (56) | 1,994 | 2,550 | (556) | 11,500 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 833 | (833) | 3,750 |
| Total Expense | 234,592 | 268,441 | (33,849) | 520,368 | 672,087 | (151,719) | 3,528,482 |
| Net Ordinary Income | 220,322 | (3,241) | 223,563 | 505,944 | (5,591) | 511,535 | (6,896) |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 22 | 0 | 22 | 0 |
| Total Other Income | 11 | 0 | 11 | 22 | 0 | 22 | 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 | 22 | 0 | 22 | (9,744) |
| Net Income | 220,333 | (3,241) | 223,574 | 505,967 | (5,591) | 511,558 | (16,640) |

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
July through August 2021

Accrual Basis

| | Jul - Aug 21 | Jul - Aug 20 | \$ Change | % Change |
|--|------------------|----------------|----------------|--------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4050-00 · County of Placer TOT Funding | 605,447 | 445,022 | 160,425 | 36% |
| 4100-00 · TBID Assessment Revenue | 374,078 | 0 | 374,078 | 100% |
| 4200-00 · Membership Dues Revenue | 12,923 | 22,663 | (9,741) | (43)% |
| 4250-00 · Revenues-Membership Activities | 1,060 | 1,360 | (300) | (22)% |
| 46000 · Merchandise Sales | | | | |
| 4502-00 · Non-Retail VIC income | 70 | 1,062 | (992) | (93)% |
| 4504-00 · Retail Revenue - Other | 0 | 360 | (360) | (100)% |
| 46000 · Merchandise Sales - Other | 32,735 | 24,745 | 7,990 | 32% |
| Total 46000 · Merchandise Sales | 32,805 | 26,167 | 6,638 | 25% |
| Total Income | 1,026,312 | 495,213 | 531,100 | 107% |
| Gross Profit | 1,026,312 | 495,213 | 531,100 | 107% |
| Expense | | | | |
| 5000-00 · Salaries & Wages | | | | |
| 5010-00 · Sales Commissions | 0 | 137 | (137) | (100)% |
| 5020-00 · P/R - Tax Expense | 14,422 | 11,234 | 3,189 | 28% |
| 5030-00 · P/R - Health Insurance Expense | 4,735 | 18,535 | (13,800) | (75)% |
| 5040-00 · P/R - Workmans Comp | 2,666 | 2,091 | 576 | 28% |
| 5060-00 · 401 (k) | 4,104 | 2,825 | 1,280 | 45% |
| 5070-00 · Other Benefits and Expenses | 836 | 318 | 518 | 163% |
| 5000-00 · Salaries & Wages - Other | 201,497 | 165,402 | 36,095 | 22% |
| Total 5000-00 · Salaries & Wages | 228,261 | 200,540 | 27,721 | 14% |
| 5100-00 · Rent | | | | |
| 5110-00 · Utilities | 2,454 | 1,623 | 831 | 51% |
| 5140-00 · Repairs & Maintenance | 174 | 87 | 87 | 100% |
| 5150-00 · Office - Cleaning | 1,175 | 1,325 | (150) | (11)% |
| 5100-00 · Rent - Other | 27,443 | 26,865 | 578 | 2% |
| Total 5100-00 · Rent | 31,245 | 29,900 | 1,345 | 5% |
| 5310-00 · Telephone | | | | |
| 5320-00 · Telephone | 3,848 | 4,233 | (385) | (9)% |
| Total 5310-00 · Telephone | 3,848 | 4,233 | (385) | (9)% |
| 5420-00 · Mail - USPS | | | | |
| 5480-00 · Mail - Fed Ex | 233 | 0 | 233 | 100% |
| 5420-00 · Mail - USPS - Other | 200 | 0 | 200 | 100% |
| Total 5420-00 · Mail - USPS | 433 | 0 | 433 | 100% |
| 5510-00 · Insurance/Bonding | 928 | 538 | 390 | 73% |
| 5520-00 · Supplies | | | | |
| 5525-00 · Supplies - Computer | 135 | 131 | 3 | 3% |
| 5520-00 · Supplies - Other | 1,119 | 1,357 | (237) | (18)% |
| Total 5520-00 · Supplies | 1,254 | 1,488 | (234) | (16)% |
| 5610-00 · Depreciation | 306 | 0 | 306 | 100% |
| 5700-00 · Equipment Support & Maintenance | 297 | 4,745 | (4,448) | (94)% |
| 5710-00 · Taxes, Licenses & Fees | 3,351 | 1,641 | 1,710 | 104% |
| 5740-00 · Equipment Rental/Leasing | 730 | 798 | (68) | (9)% |
| 5800-00 · Training Seminars | 0 | 66 | (66) | (100)% |
| 5850-00 · Artist of Month - Commissions | 670 | 360 | 310 | 86% |
| 5900-00 · Professional Fees | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 920 | (920) | (100)% |
| 5920-00 · Professional Fees - Accountant | 0 | 400 | (400) | (100)% |
| 5921-00 · Professional Fees - Other | 12,077 | 6,240 | 5,837 | 94% |
| Total 5900-00 · Professional Fees | 12,077 | 7,560 | 4,517 | 60% |
| 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)% |
| 6437-00 · Tuesday Morning Breakfast Club | (500) | 0 | (500) | (100)% |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 1,152 | 86 | 8% |
| 6444-00 · Trades | 0 | 0 | 0 | 0% |
| 6423-00 · Membership Activities - Other | 341 | 915 | (574) | (63)% |

**North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
July through August 2021**

Accrual Basis

| | Jul - Aug 21 | Jul - Aug 20 | \$ Change | % Change |
|--|----------------|---------------|----------------|---------------|
| Total 6423-00 · Membership Activities | 1,079 | 2,362 | (1,283) | (54)% |
| 6730-00 · Marketing Cooperative/Media | 198,121 | 135,748 | 62,373 | 46% |
| 6742-00 · Non-NLT Co-Op Marketing Program | 430 | 797 | (367) | (46)% |
| 8100-00 · Cost of Goods Sold | | | | |
| 51100 · Freight and Shipping Costs | 576 | 470 | 107 | 23% |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (100)% |
| 8100-01 · CGS - Other | 10 | 48,143 | (48,133) | (100)% |
| 8100-00 · Cost of Goods Sold - Other | 16,507 | 12,636 | 3,872 | 31% |
| Total 8100-00 · Cost of Goods Sold | 17,070 | 61,248 | (44,178) | (72)% |
| 8200-00 · Associate Relations | 190 | 413 | (223) | (54)% |
| 8300-00 · Board Functions | 15,425 | 858 | 14,567 | 1,698% |
| 8500-00 · Credit Card Fees | 941 | 753 | 189 | 25% |
| 8600-00 · Additional Opportunitites | 1,300 | 7,330 | (6,030) | (82)% |
| 8700-00 · Automobile Expenses | 80 | 482 | (402) | (83)% |
| 8750-00 · Meals/Meetings | 111 | 145 | (34) | (24)% |
| 8810-00 · Dues & Subscriptions | 1,994 | 890 | 1,104 | 124% |
| 8920-00 · Bad Debt | 0 | 0 | 0 | 0% |
| Total Expense | 520,368 | 462,894 | 57,473 | 12% |
| Net Ordinary Income | 505,944 | 32,318 | 473,626 | 1,466% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 4700-00 · Revenues- Interest & Investment | 22 | 34 | (12) | (35)% |
| Total Other Income | 22 | 34 | (12) | (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 | 22 | 34 | (12) | (35)% |
| Net Income | 505,967 | 32,352 | 473,614 | 1,464% |

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

Accrual Basis

11 - Marketing

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------|---------|----------------|--------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 109,692 | 122,337 | (12,645) | 332,695 | 379,365 | (46,670) | 2,188,080 |
| Total Income | 109,692 | 122,337 | (12,645) | 332,695 | 379,365 | (46,670) | 2,188,080 |
| Gross Profit | 109,692 | 122,337 | (12,645) | 332,695 | 379,365 | (46,670) | 2,188,080 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,417 | 2,393 | (975) | 2,767 | 4,785 | (2,019) | 21,534 |
| 5030-00 · P/R - Health Insurance Expense | 3,007 | 4,120 | (1,113) | 3,612 | 8,240 | (4,628) | 37,080 |
| 5040-00 · P/R - Workmans Comp | 317 | 129 | 188 | 502 | 258 | 244 | 1,159 |
| 5060-00 · 401 (k) | 775 | 957 | (182) | 1,592 | 1,914 | (322) | 8,614 |
| 5070-00 · Other Benefits and Expenses | 382 | 121 | 260 | 797 | 243 | 554 | 1,092 |
| 5000-00 · Salaries & Wages - Other | 17,652 | 23,927 | (6,275) | 40,129 | 47,854 | (7,725) | 215,344 |
| Total 5000-00 · Salaries & Wages | 23,550 | 31,647 | (8,097) | 49,398 | 63,294 | (13,896) | 284,822 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 332 | 125 | 207 | 372 | 250 | 122 | 1,125 |
| 5140-00 · Repairs & Maintenance | 0 | 75 | (75) | 0 | 150 | (150) | 675 |
| 5150-00 · Office - Cleaning | 59 | 188 | (128) | 250 | 375 | (125) | 1,688 |
| 5100-00 · Rent - Other | 1,858 | 2,083 | (226) | 3,716 | 4,167 | (451) | 18,750 |
| Total 5100-00 · Rent | 2,249 | 2,471 | (222) | 4,338 | 4,942 | (603) | 22,237 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 346 | 578 | (232) | 895 | 1,157 | (262) | 5,205 |
| Total 5310-00 · Telephone | 346 | 578 | (232) | 895 | 1,157 | (262) | 5,205 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 85 | | | 85 | | | |
| 5420-00 · Mail - USPS - Other | 0 | 0 | 0 | 53 | 0 | 53 | 0 |
| Total 5420-00 · Mail - USPS | 85 | 0 | 85 | 137 | 0 | 137 | 0 |
| 5510-00 · Insurance/Bonding | 87 | | | 87 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies - Computer | 0 | 417 | (417) | 40 | 833 | (794) | 3,750 |
| 5520-00 · Supplies - Other | 27 | 0 | 27 | 54 | 0 | 54 | 0 |
| Total 5520-00 · Supplies | 27 | 417 | (390) | 94 | 833 | (739) | 3,750 |
| 5700-00 · Equipment Support & Maintenance | 0 | 13 | (13) | 0 | 25 | (25) | 113 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 13 | (13) | 48 | 25 | 23 | 113 |
| 5740-00 · Equipment Rental/Leasing | 81 | 83 | (2) | 163 | 167 | (4) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 125 | (125) | 0 | 250 | (250) | 1,125 |
| 5921-00 · Professional Fees - Other | 0 | 125 | (125) | 0 | 250 | (250) | 1,125 |
| Total 5900-00 · Professional Fees | 0 | 250 | (250) | 0 | 500 | (500) | 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 | 0 | 0 | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 0 | 0 | 0 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 0 | 0 | 0 | 225 | 34,025 | (33,800) | 514,575 |
| 6730-00 · Marketing Cooperative/Media | 47,275 | 47,275 | 0 | 182,644 | 182,644 | 0 | 801,630 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 97 | 5,000 | (4,903) | 230 | 10,000 | (9,770) | 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 | 42 | (42) | 187 |
| 8600-00 · Additional Opportunities | 0 | 4,167 | (4,167) | 0 | 8,333 | (8,333) | 37,500 |
| 8700-00 · Automobile Expenses | 5 | 125 | (120) | 31 | 250 | (219) | 1,125 |
| 8750-00 · Meals/Meetings | 0 | 42 | (42) | 0 | 83 | (83) | 375 |
| 8810-00 · Dues & Subscriptions | 32 | 83 | (51) | 65 | 167 | (102) | 750 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 833 | (833) | 3,750 |

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

Accrual Basis

11 - Marketing

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|----------|-----------------|--------------|------------|----------------|---------------|
| Total Expense | 73,834 | 92,600 | (18,766) | 238,355 | 307,320 | (68,964) | 1,828,132 |
| Net Ordinary Income | 35,858 | 29,737 | 6,121 | 94,340 | 72,046 | 22,295 | 359,948 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 22 | 0 | 22 | 0 |
| Total Other Income | 11 | 0 | 11 | 22 | 0 | 22 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 62,826 | 29,737 | 33,089 | 90,783 | 72,046 | 18,738 | 359,948 |
| Total Other Expense | 62,826 | 29,737 | 33,089 | 90,783 | 72,046 | 18,738 | 359,948 |
| Net Other Income | (62,815) | (29,737) | (33,078) | (90,761) | (72,046) | (18,715) | (359,948) |
| Net Income | <u>(26,957)</u> | <u>0</u> | <u>(26,957)</u> | <u>3,579</u> | <u>0</u> | <u>3,579</u> | <u>0</u> |

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

Accrual Basis

30 - Conference

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|------------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 47,279 | 42,365 | 4,913 | 85,665 | 80,751 | 4,913 | 360,285 |
| Total Income | 47,279 | 42,365 | 4,913 | 85,665 | 80,751 | 4,913 | 360,285 |
| Gross Profit | 47,279 | 42,365 | 4,913 | 85,665 | 80,751 | 4,913 | 360,285 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 483 | 1,747 | (1,264) | 988 | 3,495 | (2,507) | 15,727 |
| 5030-00 · P/R - Health Insurance Expense | 635 | 2,103 | (1,468) | (453) | 4,206 | (4,659) | 18,926 |
| 5040-00 · P/R - Workmans Comp | 105 | 167 | (62) | 177 | 333 | (157) | 1,500 |
| 5060-00 · 401 (k) | 281 | 417 | (136) | 561 | 833 | (272) | 3,750 |
| 5070-00 · Other Benefits and Expenses | 0 | 75 | (75) | 39 | 150 | (111) | 675 |
| 5000-00 · Salaries & Wages - Other | 7,800 | 17,474 | (9,674) | 15,597 | 34,949 | (19,352) | 157,268 |
| Total 5000-00 · Salaries & Wages | 9,303 | 21,983 | (12,680) | 16,908 | 43,966 | (27,058) | 197,846 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 229 | 83 | 145 | 259 | 167 | 92 | 750 |
| 5140-00 · Repairs & Maintenance | 0 | 63 | (63) | 0 | 125 | (125) | 563 |
| 5150-00 · Office - Cleaning | 41 | 125 | (84) | 173 | 250 | (77) | 1,125 |
| 5100-00 · Rent - Other | 1,186 | 1,333 | (148) | 2,371 | 2,667 | (295) | 12,000 |
| Total 5100-00 · Rent | 1,455 | 1,604 | (149) | 2,803 | 3,208 | (406) | 14,437 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 203 | 417 | (214) | 531 | 833 | (302) | 3,750 |
| Total 5310-00 · Telephone | 203 | 417 | (214) | 531 | 833 | (302) | 3,750 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | | | 137 | | | |
| 5420-00 · Mail - USPS - Other | 0 | 17 | (17) | 36 | 33 | 3 | 150 |
| Total 5420-00 · Mail - USPS | 0 | 17 | (17) | 173 | 33 | 140 | 150 |
| 5510-00 · Insurance/Bonding | 60 | | | 60 | | | |
| 5520-00 · Supplies | 19 | 113 | (94) | 37 | 225 | (188) | 1,013 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 8 | (8) | 33 | 17 | 16 | 75 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 112 | 125 | (13) | 563 |
| 5800-00 · Training Seminars | 0 | 83 | (83) | 0 | 167 | (167) | 750 |
| 6730-00 · Marketing Cooperative/Media | 7,739 | 7,739 | 0 | 15,477 | 15,477 | 0 | 69,648 |
| 8200-00 · Associate Relations | 0 | 13 | (13) | 0 | 25 | (25) | 113 |
| 8750-00 · Meals/Meetings | 0 | 29 | (29) | 0 | 58 | (58) | 263 |
| Total Expense | 18,835 | 32,067 | (13,233) | 36,135 | 64,135 | (28,000) | 288,607 |
| Net Ordinary Income | 28,444 | 10,298 | 18,146 | 49,529 | 16,616 | 32,913 | 71,678 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 10,501 | 10,298 | 204 | 15,175 | 16,616 | (1,442) | 71,678 |
| Total Other Expense | 10,501 | 10,298 | 204 | 15,175 | 16,616 | (1,442) | 71,678 |
| Net Other Income | (10,501) | (10,298) | (204) | (15,175) | (16,616) | 1,442 | (71,678) |
| Net Income | 17,943 | (0) | 17,943 | 34,355 | (0) | 34,355 | (0) |

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

42 - Visitor Center

Accrual Basis

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|----------------|-----------------|-----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 45,202 | 39,777 | 5,425 | 81,559 | 76,134 | 5,425 | 342,770 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 70 | 0 | 70 | 70 | 0 | 70 | 0 |
| 46000 · Merchandise Sales - Other | 10,901 | 9,500 | 1,401 | 32,735 | 15,500 | 17,235 | 59,500 |
| Total 46000 · Merchandise Sales | 10,971 | 9,500 | 1,471 | 32,805 | 15,500 | 17,305 | 59,500 |
| Total Income | 56,173 | 49,277 | 6,896 | 114,364 | 91,634 | 22,729 | 402,270 |
| Gross Profit | 56,173 | 49,277 | 6,896 | 114,364 | 91,634 | 22,729 | 402,270 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,445 | 1,551 | (106) | 2,949 | 3,102 | (153) | 13,959 |
| 5030-00 · P/R - Health Insurance Expense | 34 | 1,583 | (1,549) | 249 | 3,167 | (2,918) | 14,250 |
| 5040-00 · P/R - Workmans Comp | 571 | 583 | (13) | 1,212 | 1,167 | 45 | 5,250 |
| 5060-00 · 401 (k) | 563 | 417 | 147 | 1,070 | 833 | 237 | 3,750 |
| 5070-00 · Other Benefits and Expenses | 0 | 83 | (83) | 0 | 167 | (167) | 750 |
| 5000-00 · Salaries & Wages - Other | 14,371 | 15,510 | (1,139) | 27,773 | 31,020 | (3,247) | 139,591 |
| Total 5000-00 · Salaries & Wages | 16,985 | 19,728 | (2,743) | 33,253 | 39,456 | (6,202) | 177,550 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 748 | 667 | 81 | 1,060 | 1,333 | (274) | 6,000 |
| 5140-00 · Repairs & Maintenance | 0 | 500 | (500) | 0 | 1,000 | (1,000) | 4,500 |
| 5150-00 · Office - Cleaning | 225 | 208 | 17 | 225 | 417 | (192) | 1,875 |
| 5100-00 · Rent - Other | 6,522 | 6,667 | (145) | 13,043 | 13,333 | (290) | 60,000 |
| Total 5100-00 · Rent | 7,494 | 8,042 | (547) | 14,328 | 16,083 | (1,756) | 72,375 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 203 | 413 | (210) | 531 | 825 | (294) | 3,713 |
| Total 5310-00 · Telephone | 203 | 413 | (210) | 531 | 825 | (294) | 3,713 |
| 5420-00 · Mail - USPS | 0 | 17 | (17) | 36 | 33 | 3 | 150 |
| 5510-00 · Insurance/Bonding | 60 | | | 60 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 75 | (75) | 0 | 150 | (150) | 675 |
| 5520-00 · Supplies - Other | 315 | 583 | (268) | 599 | 1,167 | (568) | 5,250 |
| Total 5520-00 · Supplies | 315 | 658 | (343) | 599 | 1,317 | (718) | 5,925 |
| 5700-00 · Equipment Support & Maintenance | 0 | 4 | (4) | 0 | 8 | (8) | 38 |
| 5710-00 · Taxes, Licenses & Fees | 343 | 4 | 338 | 376 | 8 | 367 | 38 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 112 | 125 | (13) | 563 |
| 5850-00 · Artist of Month - Commissions | 0 | 167 | (167) | 670 | 333 | 336 | 1,500 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 3,333 | (3,333) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 0 | 1,000 | (1,000) | 200 | 2,000 | (1,800) | 9,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 218 | 125 | 93 | 576 | 250 | 326 | 1,125 |
| 59900 · POS Inventory Adjustments | 0 | 0 | 0 | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 0 | 0 | 0 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 5,639 | 4,750 | 889 | 16,507 | 7,750 | 8,757 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 5,857 | 4,875 | 982 | 17,070 | 8,000 | 9,070 | 30,875 |
| 8200-00 · Associate Relations | 26 | 25 | 1 | 26 | 50 | (24) | 225 |
| 8500-00 · Credit Card Fees | 301 | 447 | (145) | 827 | 729 | 99 | 2,797 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 83 | (83) | 375 |
| 8750-00 · Meals/Meetings | 0 | 17 | (17) | 0 | 33 | (33) | 150 |
| 8810-00 · Dues & Subscriptions | 0 | 133 | (133) | 0 | 267 | (267) | 1,200 |
| Total Expense | 31,640 | 37,299 | (5,660) | 68,088 | 72,684 | (4,596) | 321,471 |
| Net Ordinary Income | 24,533 | 11,978 | 12,555 | 46,275 | 18,950 | 27,325 | 80,798 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 11,844 | 11,978 | (134) | 17,114 | 18,950 | (1,836) | 80,798 |
| Total Other Expense | 11,844 | 11,978 | (134) | 17,114 | 18,950 | (1,836) | 80,798 |
| Net Other Income | (11,844) | (11,978) | 134 | (17,114) | (18,950) | 1,836 | (80,798) |
| Net Income | 12,689 | (0) | 12,689 | 29,161 | (0) | 29,161 | (0) |

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

Accrual Basis

51 - TMPI

| | Aug 21 | Budget | \$ Over Bu... | Jul - Aug 21 | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|--------------|------------|---------------|---------------|------------|---------------|--------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 15,710 | 14,077 | 1,633 | 41,931 | 40,299 | 1,633 | 141,237 |
| Total Income | 15,710 | 14,077 | 1,633 | 41,931 | 40,299 | 1,633 | 141,237 |
| Gross Profit | 15,710 | 14,077 | 1,633 | 41,931 | 40,299 | 1,633 | 141,237 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | (23) | 768 | (790) | 201 | 1,535 | (1,335) | 7,363 |
| 5030-00 · P/R - Health Insurance Expense | (188) | 1,000 | (1,188) | (68) | 2,000 | (2,068) | 9,590 |
| 5040-00 · P/R - Workmans Comp | 36 | 25 | 11 | 54 | 50 | 4 | 240 |
| 5060-00 · 401 (k) | 0 | 307 | (307) | 0 | 614 | (614) | 2,945 |
| 5070-00 · Other Benefits and Expenses | 0 | 88 | (88) | 0 | 176 | (176) | 842 |
| 5000-00 · Salaries & Wages - Other | (610) | 7,677 | (8,287) | 1,354 | 15,355 | (14,001) | 73,628 |
| Total 5000-00 · Salaries & Wages | (784) | 9,865 | (10,649) | 1,540 | 19,730 | (18,190) | 94,608 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 69 | 25 | 44 | 71 | 50 | 21 | 238 |
| 5140-00 · Repairs & Maintenance | 0 | 17 | (17) | 0 | 33 | (33) | 158 |
| 5150-00 · Office - Cleaning | 12 | 42 | (29) | 52 | 83 | (32) | 396 |
| 5100-00 · Rent - Other | 356 | 375 | (19) | 711 | 750 | (39) | 3,563 |
| Total 5100-00 · Rent | 437 | 458 | (22) | 834 | 917 | (83) | 4,354 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 46 | 134 | (88) | 91 | 268 | (177) | 1,275 |
| Total 5310-00 · Telephone | 46 | 134 | (88) | 91 | 268 | (177) | 1,275 |
| 5420-00 · Mail - USPS | 0 | | | 2 | | | |
| 5510-00 · Insurance/Bonding | 18 | | | 18 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 0 | 0 | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 6 | 0 | 6 | 7 | 5,000 | (4,993) | 5,000 |
| Total 5520-00 · Supplies | 6 | 0 | 6 | 7 | 6,250 | (6,243) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 13 | (13) | 10 | 25 | (15) | 120 |
| 5740-00 · Equipment Rental/Leasing | 17 | 19 | (2) | 34 | 38 | (4) | 178 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 0 | 0 | 0 | 5,000 | (5,000) | 5,000 |
| 5921-00 · Professional Fees - Other | 618 | 0 | 618 | 11,954 | 0 | 11,954 | 0 |
| Total 5900-00 · Professional Fees | 618 | 0 | 618 | 11,954 | 5,000 | 6,954 | 5,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 83 | (83) | 400 |
| 8750-00 · Meals/Meetings | 0 | 83 | (83) | 0 | 167 | (167) | 1,000 |
| 8810-00 · Dues & Subscriptions | 2 | 42 | (40) | 3 | 83 | (80) | 400 |
| Total Expense | 358 | 10,655 | (10,298) | 14,491 | 32,561 | (18,069) | 113,584 |
| Net Ordinary Income | 15,352 | 3,422 | 11,930 | 27,440 | 7,738 | 19,702 | 27,653 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 10,091 | 3,422 | 6,670 | 14,582 | 7,738 | 6,844 | 27,653 |
| Total Other Expense | 10,091 | 3,422 | 6,670 | 14,582 | 7,738 | 6,844 | 27,653 |
| Net Other Income | (10,091) | (3,422) | (6,670) | (14,582) | (7,738) | (6,844) | (27,653) |
| Net Income | 5,261 | (0) | 5,261 | 12,858 | (0) | 12,858 | (0) |

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

Accrual Basis

52 - TBID Assessment Revenue

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 4100-00 · TBID Assessment Revenue | 187,050 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |
| Total Income | 187,050 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |
| Gross Profit | 187,050 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |
| Net Ordinary Income | 187,050 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |
| Net Income | 187,050 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |

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

Accrual Basis

60 - Membership

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4200-00 · Membership Dues Revenue | 6,007 | 6,250 | (243) | 12,923 | 12,500 | 423 | 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 | 460 | 0 | 460 | 1,060 | 0 | 1,060 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 460 | 0 | 460 | 1,060 | 0 | 1,060 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| Total Income | 6,467 | 6,250 | 217 | 13,983 | 12,500 | 1,483 | 66,800 |
| Gross Profit | 6,467 | 6,250 | 217 | 13,983 | 12,500 | 1,483 | 66,800 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 195 | 418 | (223) | 507 | 836 | (329) | 3,761 |
| 5030-00 · P/R - Health Insurance Expense | 139 | 333 | (195) | 382 | 667 | (285) | 3,000 |
| 5040-00 · P/R - Workmans Comp | 50 | 13 | 38 | 88 | 25 | 63 | 113 |
| 5060-00 · 401 (k) | 25 | 167 | (142) | 135 | 334 | (200) | 1,504 |
| 5070-00 · Other Benefits and Expenses | 0 | 54 | (54) | 0 | 108 | (108) | 488 |
| 5000-00 · Salaries & Wages - Other | 2,580 | 4,179 | (1,599) | 6,475 | 8,358 | (1,883) | 37,611 |
| Total 5000-00 · Salaries & Wages | 2,989 | 5,164 | (2,175) | 7,586 | 10,328 | (2,742) | 46,477 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 74 | 25 | 49 | 87 | 50 | 37 | 225 |
| 5140-00 · Repairs & Maintenance | 0 | 21 | (21) | 0 | 42 | (42) | 187 |
| 5150-00 · Office - Cleaning | 13 | 42 | (28) | 56 | 83 | (27) | 375 |
| 5100-00 · Rent - Other | 524 | 527 | (3) | 1,048 | 1,053 | (6) | 4,740 |
| Total 5100-00 · Rent | 612 | 614 | (3) | 1,191 | 1,228 | (38) | 5,528 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 80 | 139 | (60) | 203 | 278 | (76) | 1,253 |
| Total 5310-00 · Telephone | 80 | 139 | (60) | 203 | 278 | (76) | 1,253 |
| 5420-00 · Mail - USPS | 0 | 10 | (10) | 12 | 20 | (8) | 90 |
| 5510-00 · Insurance/Bonding | 20 | | | 20 | | | |
| 5520-00 · Supplies | 6 | 167 | (161) | 12 | 333 | (321) | 1,500 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 4 | (4) | 11 | 8 | 2 | 38 |
| 5740-00 · Equipment Rental/Leasing | 18 | 21 | (3) | 37 | 42 | (5) | 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 | (500) | 0 | (500) | (500) | 0 | (500) | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 0 | 500 | (500) | 1,238 | 1,000 | 238 | 4,500 |
| 6423-00 · Membership Activities - Other | 46 | 417 | (371) | 341 | 833 | (492) | 3,750 |
| Total 6423-00 · Membership Activities | (454) | 917 | (1,371) | 1,079 | 1,833 | (754) | 10,513 |
| 8200-00 · Associate Relations | 164 | 7 | 158 | 164 | 13 | 151 | 60 |
| 8500-00 · Credit Card Fees | 48 | 50 | (2) | 94 | 100 | (6) | 450 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 83 | (83) | 375 |
| 8750-00 · Meals/Meetings | 0 | 33 | (33) | 111 | 67 | 44 | 300 |
| 8810-00 · Dues & Subscriptions | 11 | 17 | (6) | 22 | 33 | (11) | 150 |
| Total Expense | 3,493 | 7,184 | (3,691) | 10,540 | 14,368 | (3,828) | 66,919 |
| Net Ordinary Income | 2,974 | (934) | 3,908 | 3,443 | (1,868) | 5,311 | (119) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 3,406 | 2,307 | 1,099 | 4,922 | 3,723 | 1,200 | 16,521 |
| Total Other Expense | 3,406 | 2,307 | 1,099 | 4,922 | 3,723 | 1,200 | 16,521 |
| Net Other Income | (3,406) | (2,307) | (1,099) | (4,922) | (3,723) | (1,200) | (16,521) |
| Net Income | (432) | (3,241) | 2,809 | (1,479) | (5,591) | 4,111 | (16,640) |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

61 - Business Association Grant Funding

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|------------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 16,667 | 16,667 | 0 | 33,333 | 33,333 | 0 | 200,000 |
| Total Income | 16,667 | 16,667 | 0 | 33,333 | 33,333 | 0 | 200,000 |
| Gross Profit | 16,667 | 16,667 | 0 | 33,333 | 33,333 | 0 | 200,000 |
| Expense | | | | | | | |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 16,667 | (16,667) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 16,667 | (16,667) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 33,333 | (33,333) | 200,000 |
| Total Expense | 0 | 16,667 | (16,667) | 0 | 33,333 | (33,333) | 200,000 |
| Net Ordinary Income | 16,667 | (0) | 16,667 | 33,333 | (0) | 33,333 | 0 |
| Net Income | 16,667 | (0) | 16,667 | 33,333 | (0) | 33,333 | 0 |

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

70 - Administration

Accrual Basis

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|------------------|-----------------|-----------------|------------------|------------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 3,854 | 3,202 | 653 | 7,011 | 6,404 | 608 | 28,816 |
| 5030-00 · P/R - Health Insurance Expense | (1,310) | 3,750 | (5,060) | 1,015 | 7,500 | (6,485) | 33,750 |
| 5040-00 · P/R - Workmans Comp | 396 | 194 | 202 | 635 | 389 | 246 | 1,749 |
| 5060-00 · 401 (k) | 373 | 1,323 | (949) | 746 | 2,645 | (1,899) | 11,904 |
| 5070-00 · Other Benefits and Expenses | 0 | 183 | (183) | 0 | 366 | (366) | 1,645 |
| 5000-00 · Salaries & Wages - Other | 78,982 | 33,068 | 45,914 | 110,169 | 66,136 | 44,034 | 297,610 |
| Total 5000-00 · Salaries & Wages | 82,296 | 41,719 | 40,576 | 119,576 | 83,439 | 36,137 | 375,474 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 498 | 167 | 331 | 549 | 333 | 215 | 1,500 |
| 5140-00 · Repairs & Maintenance | 87 | 417 | (330) | 174 | 833 | (660) | 3,750 |
| 5150-00 · Office - Cleaning | 89 | 292 | (203) | 376 | 583 | (208) | 2,625 |
| 5100-00 · Rent - Other | 2,943 | 3,093 | (150) | 5,961 | 6,187 | (226) | 27,840 |
| Total 5100-00 · Rent | 3,616 | 3,968 | (352) | 7,058 | 7,937 | (878) | 35,715 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 798 | 1,234 | (436) | 1,534 | 2,468 | (934) | 11,108 |
| Total 5310-00 · Telephone | 798 | 1,234 | (436) | 1,534 | 2,468 | (934) | 11,108 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | 0 | 0 | 12 | 0 | 12 | 0 |
| 5420-00 · Mail - USPS - Other | 0 | 83 | (83) | 61 | 167 | (106) | 750 |
| Total 5420-00 · Mail - USPS | 0 | 83 | (83) | 73 | 167 | (94) | 750 |
| 5510-00 · Insurance/Bonding | 399 | 1,250 | (851) | 668 | 2,500 | (1,832) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 95 | 0 | 95 | 95 | 2,500 | (2,405) | 2,500 |
| 5520-00 · Supplies - Other | 103 | 500 | (397) | 406 | 1,000 | (594) | 4,500 |
| Total 5520-00 · Supplies | 198 | 500 | (302) | 501 | 3,500 | (2,999) | 7,000 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 306 | 306 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 297 | 2,917 | (2,620) | 297 | 5,833 | (5,537) | 26,250 |
| 5710-00 · Taxes, Licenses & Fees | 1,165 | 1,250 | (85) | 2,865 | 2,500 | 365 | 11,250 |
| 5740-00 · Equipment Rental/Leasing | 122 | 125 | (3) | 244 | 250 | (6) | 1,125 |
| 5800-00 · Training Seminars | 0 | 417 | (417) | 0 | 833 | (833) | 3,750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 625 | (625) | 0 | 1,250 | (1,250) | 5,625 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 124 | 833 | (710) | 124 | 1,667 | (1,543) | 7,500 |
| Total 5900-00 · Professional Fees | 124 | 1,458 | (1,335) | 124 | 2,917 | (2,793) | 39,125 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 2,500 | (2,500) | 11,250 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 3,333 | (3,333) | 15,000 |
| 8200-00 · Associate Relations | 0 | 125 | (125) | 0 | 250 | (250) | 1,125 |
| 8300-00 · Board Functions | 15,000 | 583 | 14,417 | 15,425 | 1,167 | 14,258 | 5,250 |
| 8500-00 · Credit Card Fees | 0 | | | 20 | | | |
| 8600-00 · Additional Opportunites | 650 | 833 | (183) | 1,300 | 1,667 | (367) | 7,500 |
| 8700-00 · Automobile Expenses | 5 | 250 | (245) | 49 | 500 | (451) | 2,250 |
| 8750-00 · Meals/Meetings | 0 | 417 | (417) | 0 | 833 | (833) | 3,750 |
| 8810-00 · Dues & Subscriptions | 1,174 | 1,000 | 174 | 1,904 | 2,000 | (96) | 9,000 |
| Total Expense | 105,997 | 61,200 | 44,797 | 151,944 | 124,899 | 27,045 | 579,296 |
| Net Ordinary Income | (105,997) | (61,200) | (44,797) | (151,944) | (124,899) | (27,045) | (579,296) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (105,151) | (61,200) | (43,952) | (151,944) | (124,899) | (27,045) | (579,296) |
| Total Other Expense | (105,151) | (61,200) | (43,952) | (151,944) | (124,899) | (27,045) | (579,296) |
| Net Other Income | 105,151 | 61,200 | 43,952 | 151,944 | 124,899 | 27,045 | 579,296 |
| Net Income | (846) | 0 | (846) | 0 | 0 | 0 | 0 |

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

Accrual Basis

80 - TOT Housing & Transportation

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|--------------|----------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 15,877 | 14,227 | 1,650 | 30,263 | 28,613 | 1,650 | 162,914 |
| Total Income | 15,877 | 14,227 | 1,650 | 30,263 | 28,613 | 1,650 | 162,914 |
| Gross Profit | 15,877 | 14,227 | 1,650 | 30,263 | 28,613 | 1,650 | 162,914 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 0 | 617 | (617) | 0 | 1,233 | (1,233) | 7,400 |
| 5030-00 · P/R - Health Insurance Expense | 0 | 1,000 | (1,000) | 0 | 2,000 | (2,000) | 12,000 |
| 5040-00 · P/R - Workmans Comp | 0 | 21 | (21) | 0 | 42 | (42) | 250 |
| 5060-00 · 401 (k) | 0 | 247 | (247) | 0 | 493 | (493) | 2,960 |
| 5070-00 · Other Benefits and Expenses | 0 | 42 | (42) | 0 | 84 | (84) | 502 |
| 5000-00 · Salaries & Wages - Other | 0 | 6,167 | (6,167) | 0 | 12,333 | (12,333) | 74,000 |
| Total 5000-00 · Salaries & Wages | 0 | 8,093 | (8,093) | 0 | 16,185 | (16,185) | 97,112 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 57 | 21 | 36 | 58 | 42 | 16 | 250 |
| 5140-00 · Repairs & Maintenance | 0 | 13 | (13) | 0 | 25 | (25) | 150 |
| 5150-00 · Office - Cleaning | 10 | 33 | (23) | 43 | 67 | (23) | 400 |
| 5100-00 · Rent - Other | 296 | 313 | (16) | 593 | 625 | (32) | 3,750 |
| Total 5100-00 · Rent | 364 | 379 | (15) | 694 | 758 | (65) | 4,550 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 38 | 58 | (20) | 64 | 117 | (52) | 700 |
| Total 5310-00 · Telephone | 38 | 58 | (20) | 64 | 117 | (52) | 700 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 8 | (8) | 50 |
| 5480-00 · Mail - Fed Ex | 0 | 4 | (4) | 0 | 8 | (8) | 50 |
| Total 5420-00 · Mail - USPS | 0 | 8 | (8) | 0 | 17 | (17) | 100 |
| 5510-00 · Insurance/Bonding | 15 | | | 15 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 0 | 0 | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 5 | 417 | (412) | 5 | 833 | (829) | 5,000 |
| Total 5520-00 · Supplies | 5 | 417 | (412) | 5 | 2,083 | (2,079) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 17 | (17) | 8 | 33 | (25) | 200 |
| 5740-00 · Equipment Rental/Leasing | 14 | 63 | (48) | 28 | 125 | (97) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 0 | 1,667 | (1,667) | 10,000 |
| Total 5900-00 · Professional Fees | 0 | 833 | (833) | 0 | 1,667 | (1,667) | 10,000 |
| 8200-00 · Associate Relations | 0 | 5 | (5) | 0 | 10 | (10) | 60 |
| 8600-00 · Additional Opportunites | 0 | 833 | (833) | 0 | 1,667 | (1,667) | 10,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 83 | (83) | 500 |
| 8750-00 · Meals/Meetings | 0 | 21 | (21) | 0 | 42 | (42) | 250 |
| Total Expense | 436 | 10,768 | (10,333) | 814 | 22,787 | (21,973) | 130,472 |
| Net Ordinary Income | 15,441 | 3,458 | 11,983 | 29,449 | 5,826 | 23,623 | 32,442 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 6,483 | 3,458 | 3,025 | 9,367 | 5,826 | 3,541 | 32,442 |
| Total Other Expense | 6,483 | 3,458 | 3,025 | 9,367 | 5,826 | 3,541 | 32,442 |
| Net Other Income | (6,483) | (3,458) | (3,025) | (9,367) | (5,826) | (3,541) | (32,442) |
| Net Income | 8,958 | 0 | 8,958 | 20,082 | 0 | 20,082 | 0 |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of August 31, 2021

Accrual Basis

| | Aug 31, 21 | Aug 31, 20 | \$ Change | % Change | Jun 30, 21 |
|---------------------------------------|----------------|----------------|-----------------|--------------|----------------|
| ASSETS | | | | | |
| Current Assets | | | | | |
| Checking/Savings | | | | | |
| 1000-00 · Cash | 279,491 | 514,300 | (234,809) | (46%) | 216,621 |
| Total Checking/Savings | 279,491 | 514,300 | (234,809) | (46%) | 216,621 |
| Accounts Receivable | | | | | |
| 1200-00 · Accounts Receivable | 117,332 | 1,335 | 115,997 | 8,689% | 0 |
| Total Accounts Receivable | 117,332 | 1,335 | 115,997 | 8,689% | 0 |
| Other Current Assets | | | | | |
| 1200-99 · Accounts Receivable - Other | 0 | 22,820 | (22,820) | (100%) | 0 |
| 1300 · Reimbursements Receivable | 0 | 132 | (132) | (100%) | 0 |
| 1350-00 · Security Deposits | 100 | 100 | 0 | 0% | 100 |
| Total Other Current Assets | 100 | 23,052 | (22,952) | (100%) | 100 |
| Total Current Assets | 396,923 | 538,687 | (141,764) | (26%) | 216,721 |
| Other Assets | | | | | |
| 1400-00 · Prepaid Expenses | 82,088 | 26,700 | 55,388 | 207% | 43,485 |
| Total Other Assets | 82,088 | 26,700 | 55,388 | 207% | 43,485 |
| TOTAL ASSETS | 479,011 | 565,387 | (86,376) | (15%) | 260,206 |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 111,284 | 20,038 | 91,246 | 455% | 64,362 |
| Total Accounts Payable | 111,284 | 20,038 | 91,246 | 455% | 64,362 |
| Total Current Liabilities | 111,284 | 20,038 | 91,246 | 455% | 64,362 |
| Total Liabilities | 111,284 | 20,038 | 91,246 | 455% | 64,362 |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 195,843 | 486,983 | (291,140) | (60%) | 486,983 |
| Net Income | 171,884 | 58,366 | 113,518 | 194% | (291,140) |
| Total Equity | 367,727 | 545,349 | (177,622) | (33%) | 195,843 |
| TOTAL LIABILITIES & EQUITY | 479,011 | 565,387 | (86,376) | (15%) | 260,205 |

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

As of August 31, 2021

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|--------------|--------------------|-------------------------|--------------------|-------------------------|--------------------|--------------------------|
| IVCBVB | 0.00 | 57,666.00 | 0.00 | 59,666.00 | 0.00 | 117,332.00 |
| TOTAL | <u>0.00</u> | <u>57,666.00</u> | <u>0.00</u> | <u>59,666.00</u> | <u>0.00</u> | <u>117,332.00</u> |

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

| | Current | 1 - 30 | 31 - 60 | 61 - 90 | > 90 | TOTAL |
|----------------------------------|------------------|------------------|------------------|-----------------|-------------|-------------------|
| Atomic Printing, Inc. | 723.94 | 0.00 | 0.00 | 0.00 | 0.00 | 723.94 |
| AugustineIdeas | 5,491.68 | 0.00 | 0.00 | 0.00 | 0.00 | 5,491.68 |
| Dean Runyan Associates | 0.00 | 0.00 | 16,875.00 | 0.00 | 0.00 | 16,875.00 |
| Fallon Multimedia | 4,250.00 | 4,250.00 | 4,250.00 | 0.00 | 0.00 | 12,750.00 |
| IVCB Visitors Bureau | 0.00 | 0.00 | 772.71 | 0.00 | 0.00 | 772.71 |
| Jeff Hentz | 0.00 | 0.00 | 0.00 | 46.48 | 0.00 | 46.48 |
| JVP Communications | 1,320.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,320.00 |
| MAHK Advertising | 12,570.69 | 28,801.42 | 0.00 | 0.00 | 0.00 | 41,372.11 |
| NLTRA | 580.91 | 418.46 | 4,881.53 | 1,050.79 | 0.00 | 6,931.69 |
| Regional Air Service Corporation | 25,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |
| TOTAL | 49,937.22 | 33,469.88 | 26,779.24 | 1,097.27 | 0.00 | 111,283.61 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

August 2021

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|----------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| Income | | | | | | | |
| 4000-00 · LTIVCBVB Funding | 57,666 | 57,666 | 0 | 115,332 | 115,332 | 0 | 692,000 |
| 4001-00 · NLTRA Funding | 55,014 | 55,014 | 0 | 198,121 | 198,121 | 0 | 1,100,000 |
| 4004-00 · IVCBVB Entertainment | 0 | 0 | 0 | 2,000 | 2,000 | 0 | 8,000 |
| Total Income | 112,680 | 112,680 | 0 | 315,453 | 315,453 | 0 | 1,800,000 |
| Gross Profit | 112,680 | 112,680 | 0 | 315,453 | 315,453 | 0 | 1,800,000 |
| Expense | | | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | | | |
| 5002-01 · Native Display | 833 | 0 | 833 | 1,667 | 0 | 1,667 | 70,000 |
| 5004-00 · Trip Advisor | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 5005-00 · Paid Social | 6,564 | 5,968 | 596 | 11,324 | 11,118 | 206 | 132,960 |
| 5005-01 · Digital Display / Retargeting | 3,007 | 2,026 | 981 | 11,431 | 11,140 | 291 | 79,000 |
| 5007-00 · Creative Production | | | | | | | |
| 5007-01 · Creative Production | 5,582 | 0 | 5,582 | 12,278 | 37,500 | (25,222) | 150,000 |
| 5007-03 · Photo/Video Creative | 2,484 | 2,373 | 111 | 4,729 | 4,746 | (17) | 28,469 |
| 5007-00 · Creative Production - Other | 128 | 0 | 128 | 255 | 0 | 255 | 0 |
| Total 5007-00 · Creative Production | 8,194 | 2,373 | 5,821 | 17,262 | 42,246 | (24,985) | 178,469 |
| 5010-00 · Account Strategy & Management | 7,000 | 7,000 | 0 | 14,000 | 14,000 | 0 | 84,000 |
| 5010-02 · Website Strategy & Analysis | 2,500 | 0 | 2,500 | 2,500 | 0 | 2,500 | 0 |
| 5016 · Video Streaming | 0 | 0 | 0 | 0 | 0 | 0 | 105,000 |
| 5018-00 · Media Commission | 133 | 1,049 | (916) | 1,723 | 2,915 | (1,192) | 71,166 |
| 5018-01 · Digital Ad Serving | 0 | 73 | (73) | 67 | 165 | (98) | 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 | 3,000 | 2,000 | 1,000 | 5,000 | 4,000 | 1,000 | 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 | 31,231 | 20,489 | 10,742 | 64,973 | 85,584 | (20,611) | 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 | 0 | 0 | 0 | 1,500 | 0 | 1,500 | 5,000 |
| 5113-00 · Additional Opportunities | 168 | 0 | 168 | 168 | 0 | 168 | 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 | 3,000 | (3,000) | 0 | 3,000 | (3,000) | 3,000 |
| 5157-00 · International Efforts | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| Total 5110-00 · LEISURE SALES | 168 | 3,000 | (2,832) | 1,668 | 3,000 | (1,332) | 81,250 |
| 5200-00 · PUBLIC RELATIONS | | | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 0 | 5,000 | (5,000) | 0 | 5,000 | (5,000) | 55,000 |
| 5202-00 · PR Program/ Content Dev - Blogs | 0 | 750 | (750) | 0 | 1,500 | (1,500) | 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 | 1,600 | 1,600 | 0 | 9,600 |
| 5207-00 · Content Campaigns/Tools-My Emma | 240 | 240 | 0 | 480 | 480 | 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 | 3,600 | (3,600) | 21,600 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000 | 6,000 | 0 | 11,000 | 11,000 | 0 | 71,000 |
| 5212-00 · Social Giveaways & Contests | 0 | 1,800 | (1,800) | 0 | 1,800 | (1,800) | 7,200 |
| 5214-00 · Social Takeover | 0 | 0 | 0 | 0 | 0 | 0 | 10,000 |
| 5216-00 · PR Content Development + Distri | 1,320 | 0 | 1,320 | 1,320 | 0 | 1,320 | 6,000 |
| 5221-00 · Photography & Video Asset Dev | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 5222-00 · Media Tracking / Membership | (5) | 294 | (299) | 11 | 588 | (577) | 3,530 |
| 5280-00 · PR Meals / Entertainment | 178 | 0 | 178 | 203 | 250 | (47) | 1,500 |
| Total 5200-00 · PUBLIC RELATIONS | 8,533 | 16,684 | (8,151) | 14,614 | 25,818 | (11,204) | 253,910 |
| 6000-00 · CONFERENCE SALES | | | | | | | |
| 6005-00 · Paid Media | 0 | 0 | 0 | 0 | 0 | 0 | 24,114 |
| 6006-00 · CVENT | 712 | 916 | (204) | 712 | 1,806 | (1,094) | 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 | 202 | 0 | 202 | 232 | 0 | 232 | 4,590 |
| 6018-01 · MCC Digital Ad Serving | 0 | 42 | (42) | 0 | 84 | (84) | 500 |
| 6019-00 · Conference Direct Partnership | 0 | 7,000 | (7,000) | 0 | 7,000 | (7,000) | 7,000 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583 | 7,000 | (6,417) | 1,167 | 7,000 | (5,833) | 7,000 |
| 6152-00 · Client Events / Opportunities | 0 | 1,000 | (1,000) | 0 | 1,000 | (1,000) | 17,000 |
| 6153-00 · Chicago Sales Rep Support | 83 | 0 | 83 | 942 | 0 | 942 | 2,500 |
| Total 6000-00 · CONFERENCE SALES | 1,580 | 15,958 | (14,378) | 3,052 | 16,890 | (13,838) | 91,450 |
| 6100-00 · TRADE SHOWS | | | | | | | |
| 6111-00 · Site Inspections | 0 | 0 | 0 | 138 | 0 | 138 | 6,000 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2021

Accrual Basis

| | Aug 21 | Budget | \$ Over Budget | Jul - Aug 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 | 0 | 0 | 0 | 500 | 0 | 500 | 0 |
| 6127-00 · CalSAE Annual | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 6143-00 · Connect Marketplace | 0 | 6,000 | (6,000) | 0 | 6,000 | (6,000) | 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 | 3,700 | (3,700) | 0 | 3,700 | (3,700) | 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 | 0 | 9,700 | (9,700) | 638 | 9,700 | (9,062) | 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 | 400 | (400) | 2,400 |
| 5021-00 · RASC-Reno Air Service Corp | 25,000 | 0 | 25,000 | 25,000 | 0 | 25,000 | 100,000 |
| 5123-00 · HSVC - High Sierra Visitors | 167 | 0 | 167 | 333 | 0 | 333 | 2,000 |
| 5124-00 · Reno Tahoe Territory Membership | 0 | 0 | 0 | 0 | 1,000 | (1,000) | 1,000 |
| 7002-00 · CRM Subscription | 0 | 885 | (885) | 2,500 | 1,770 | 730 | 10,620 |
| 7003-00 · IVCBVB Entertainment Fund | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 7004-00 · Research | 1,111 | 2,750 | (1,639) | 2,222 | 5,500 | (3,278) | 83,000 |
| 7005-00 · Film Festival | 0 | 0 | 0 | 0 | 15,000 | (15,000) | 15,000 |
| 7006-00 · Special Events | 0 | 0 | 0 | 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 | 354 | (354) | 2,124 |
| 7010-00 · Photo Management & Storage | 621 | 625 | (4) | 1,242 | 1,250 | (9) | 7,757 |
| 7020-00 · Collateral Production / Printin | 724 | 0 | 724 | 724 | 0 | 724 | 0 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 27,622 | 4,637 | 22,985 | 32,091 | 25,274 | 6,817 | 340,253 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | | | |
| 8002-00 · Content Manager Contractor | 0 | 4,250 | (4,250) | 8,500 | 8,500 | 0 | 51,000 |
| 8003-00 · Website Hosting Maintenance | 7,500 | 0 | 7,500 | 8,034 | 534 | 7,500 | 2,161 |
| 8004-00 · Website Strategy & Maintenance | 0 | 7,500 | (7,500) | 7,500 | 15,000 | (7,500) | 90,000 |
| 8005-00 · Website SEO Strategy/Maint | 0 | 2,500 | (2,500) | 2,500 | 5,000 | (2,500) | 30,000 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 7,500 | 14,250 | (6,750) | 26,534 | 29,034 | (2,500) | 173,161 |
| Total Expense | 76,635 | 84,718 | (8,083) | 143,569 | 195,300 | (51,731) | 1,897,514 |
| Net Income | 36,045 | 27,962 | 8,083 | 171,884 | 120,153 | 51,731 | (97,514) |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through August 2021

| | Jul - Aug 21 | Jul - Aug 20 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|---------------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 115,332.00 | 20,200.00 | 95,132.00 | 471.0% |
| 4001-00 · NLTRA Funding | 198,121.44 | 135,748.00 | 62,373.44 | 46.0% |
| 4004-00 · IVCBVB Entertainment | 2,000.00 | 2,000.00 | 0.00 | 0.0% |
| Total Income | 315,453.44 | 157,948.00 | 157,505.44 | 99.7% |
| Gross Profit | | | | |
| | 315,453.44 | 157,948.00 | 157,505.44 | 99.7% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5002-01 · Native Display | 1,666.66 | 0.00 | 1,666.66 | 100.0% |
| 5005-00 · Paid Social | 11,324.42 | 960.97 | 10,363.45 | 1,078.4% |
| 5005-01 · Digital Display / Retargeting | 11,430.85 | 0.00 | 11,430.85 | 100.0% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 12,277.70 | 13,424.63 | -1,146.93 | -8.5% |
| 5007-02 · Website Production | 0.00 | 888.75 | -888.75 | -100.0% |
| 5007-03 · Photo/Video Creative | 4,728.80 | 100.00 | 4,628.80 | 4,628.8% |
| 5007-00 · Creative Production - Other | 255.00 | 255.00 | 0.00 | 0.0% |
| Total 5007-00 · Creative Production | 17,261.50 | 14,668.38 | 2,593.12 | 17.7% |
| 5010-00 · Account Strategy & Management | 14,000.00 | 12,000.00 | 2,000.00 | 16.7% |
| 5010-02 · Website Strategy & Analysis | 2,500.00 | 0.00 | 2,500.00 | 100.0% |
| 5018-00 · Media Commission | 1,722.86 | 598.32 | 1,124.54 | 188.0% |
| 5018-01 · Digital Ad Serving | 67.02 | 0.00 | 67.02 | 100.0% |
| 5020-00 · Search Engine Marketing | 0.00 | 8,946.98 | -8,946.98 | -100.0% |
| 5024-00 · Fusion 7 | 5,000.00 | 2,000.00 | 3,000.00 | 150.0% |
| Total 5000-00 · CONSUMER MARKETING | 64,973.31 | 39,174.65 | 25,798.66 | 65.9% |
| 5110-00 · LEISURE SALES | | | | |
| 5112-00 · Training / Sales Calls | 1,500.00 | 0.00 | 1,500.00 | 100.0% |
| 5113-00 · Additional Opportunities | 167.94 | 0.00 | 167.94 | 100.0% |
| 5147-00 · AUS / Gate 7 | 0.00 | 2,025.00 | -2,025.00 | -100.0% |
| 5155-00 · California Star Program | 0.00 | 583.34 | -583.34 | -100.0% |
| Total 5110-00 · LEISURE SALES | 1,667.94 | 2,608.34 | -940.40 | -36.1% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 0.00 | 3,000.00 | -3,000.00 | -100.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 0.00 | 3,500.00 | -3,500.00 | -100.0% |
| 5206-00 · Digital Buy/ Social Media Boost | 1,600.00 | 1,000.00 | 600.00 | 60.0% |
| 5207-00 · Content Campaigns/Tools-My Emma | 480.00 | 600.00 | -120.00 | -20.0% |
| 5209-00 · Domestic Travel Media FAMS | 0.00 | 5,000.93 | -5,000.93 | -100.0% |
| 5210-00 · Content Dev - Newsletters | 0.00 | 3,600.00 | -3,600.00 | -100.0% |
| 5211-00 · Social Media Strategy & Mgmt | 11,000.00 | 8,000.00 | 3,000.00 | 37.5% |
| 5216-00 · PR Content Development + Distri | 1,320.00 | 600.00 | 720.00 | 120.0% |
| 5222-00 · Media Tracking / Membership | 10.93 | 1,800.00 | -1,789.07 | -99.4% |
| 5280-00 · PR Meals / Entertainment | 202.70 | 28.72 | 173.98 | 605.8% |
| Total 5200-00 · PUBLIC RELATIONS | 14,613.63 | 27,129.65 | -12,516.02 | -46.1% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6006-00 · CVENT | 711.87 | 10,678.00 | -9,966.13 | -93.3% |
| 6015-00 · MCC National Memberships | 0.00 | 379.00 | -379.00 | -100.0% |
| 6018-00 · MCC Media Commission | 231.56 | 1,400.95 | -1,169.39 | -83.5% |
| 6019-00 · Conference Direct Partnership | 0.00 | 2,833.34 | -2,833.34 | -100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 1,166.66 | 1,166.66 | 0.00 | 0.0% |
| 6153-00 · Chicago Sales Rep Support | 941.66 | 294.50 | 647.16 | 219.8% |
| Total 6000-00 · CONFERENCE SALES | 3,051.75 | 16,752.45 | -13,700.70 | -81.8% |
| 6100-00 · TRADE SHOWS | | | | |
| 6111-00 · Site Inspections | 137.80 | 194.13 | -56.33 | -29.0% |
| 6120-01 · Sac River Cats Client Event | 499.90 | 0.00 | 499.90 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 637.70 | 194.13 | 443.57 | 228.5% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 · Fulfillment / Mail | 0.00 | 335.92 | -335.92 | -100.0% |
| 5021-00 · RASC-Reno Air Service Corp | 25,000.00 | 0.00 | 25,000.00 | 100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 333.34 | 0.00 | 333.34 | 100.0% |
| 7002-00 · CRM Subscription | 2,500.00 | 1,666.66 | 833.34 | 50.0% |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 13.78 | -13.78 | -100.0% |
| 7004-00 · Research | 2,222.16 | 0.00 | 2,222.16 | 100.0% |
| 7006-00 · Special Events | 70.00 | 0.00 | 70.00 | 100.0% |
| 7010-00 · Photo Management & Storage | 1,241.50 | 1,267.16 | -25.66 | -2.0% |
| 7020-00 · Collateral Production / Printin | 723.94 | 1,250.00 | -526.06 | -42.1% |
| 8700-00 · Automobile Expense* | 0.00 | 129.77 | -129.77 | -100.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 32,090.94 | 4,663.29 | 27,427.65 | 588.2% |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 · Content Manager Contractor | 8,500.00 | 8,525.91 | -25.91 | -0.3% |
| 8003-00 · Website Hosting Maintenance | 8,034.00 | 534.00 | 7,500.00 | 1,404.5% |
| 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... | 26,534.00 | 9,059.91 | 17,474.09 | 192.9% |

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

Accrual Basis

July through August 2021

| | <u>Jul - Aug 21</u> | <u>Jul - Aug 20</u> | <u>\$ Change</u> | <u>% Change</u> |
|----------------------|---------------------|---------------------|-------------------|-----------------|
| Total Expense | 143,569.27 | 99,582.42 | 43,986.85 | 44.2% |
| Net Income | <u>171,884.17</u> | <u>58,365.58</u> | <u>113,518.59</u> | <u>194.5%</u> |

KEY METRICS FOR Aug 31, 2021 FINANCIAL STATEMENTS

| Total District 5 Eastern Slope TOT Collections by Quarter 2012 - 2021 (as reported thru July 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 | 5,505,795 | 3,319,439 | 6,141,868 | 3,359,727 | \$ 18,326,829 |
| 2017 - 2018 | 6,282,759 | 3,455,348 | 5,649,502 | 3,198,849 | \$ 18,586,458 |
| 2018 - 2019 | 7,079,616 | 4,080,658 | 7,015,917 | 3,602,013 | \$ 21,778,204 |
| 2019 - 2020 | 7,271,201 | 4,164,642 | 5,983,951 | 1,213,065 | \$ 18,632,859 |
| 2020 - 2021 | 7,542,095 | 3,391,574 | 6,260,790 | 953,686 | \$ 18,148,145 |

updated

| Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Aug 2021) | | | | | |
|---|---------------|---------------|---------------|---------------|--------------|
| Referrals - | 2018-19 | 2019-20 | 2020-21 | 2021-22 | YOY % Change |
| Tahoe City: | | | | | |
| Walk In | 13931 | 13474 | 8303 | 10532 | 26.85% |
| Phone | 792 | 600 | 714 | 772 | 8.12% |
| Email | 109 | 124 | 119 | 149 | 25.21% |
| Kings Beach (Walk In) | 10646 | 7432 | 4525 | 3512 | -22.39% |
| NLT - Event Traffic | 2275 | 2155 | 515 | 314 | -39.03% |
| Total | 27,753 | 23,785 | 14,176 | 15,279 | 7.78% |

| 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 | August 2021 |
|------------------------------|-------------|
| California (pop. 38,332,521) | 7.5% |
| Placer County (367,309) | 5.1% |
| Dollar Point (1,215) | 0.0% |
| Kings Beach (3,893) | 1.6% |
| Sunnyside/Tahoe City (1,557) | 0.0% |
| Tahoe Vista (1,433) | 0.0% |

| Destimetrics Reservations Activity | 2021/22 | 2020/21 | YOY % Change |
|------------------------------------|---------|---------|--------------|
| Occupancy | 48.5% | 49.3% | -1.62% |
| ADR (Average Daily Rate) | \$ 489 | \$ 479 | 2.09% |
| RevPAR (Rev per Available Room) | \$ 237 | \$ 236 | 0.42% |
| Occupancy 1 Mth Forecast | 34.5% | 30.5% | 13.11% |
| ADR 1 Mth Forecast | \$ 326 | \$ 402 | -18.91% |
| RevPAR 1 Mth Forecast | \$ 112 | \$ 123 | -8.94% |
| Occupancy (prior 6 months) | 51.3% | 26.1% | 96.55% |
| ADR (prior 6 months) | \$ 429 | \$ 446 | -3.81% |
| RevPAR (prior 6 months) | \$ 220 | \$ 116 | 89.66% |
| Occupancy (next 6 months) | 21.6% | 11.2% | 92.86% |
| ADR (next 6 months) | \$ 371 | \$ 397 | -6.55% |
| RevPAR (next 6 months) | \$ 80 | \$ 45 | 77.78% |

| 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 9/30/2021 | | | | | |
|---|--------------|--------------|------------------|---------------------|----------------------------|
| | 2020-21 | 2020-21 | 2021-22 | YOY % | |
| | Actuals | Forecasted | Forecasted | Change | |
| FORWARD LOOKING | | | | | |
| Total Revenue Booked | \$ 257,997 | \$ 1,096,681 | \$ 1,670,835 | 34.36% | |
| Commission for this Revenue | \$ - | \$ - | \$ - | | |
| Number of Room Nights | 1,287 | 4,979 | 8,044 | 38.10% | |
| Number of Bookings | 8 | 16 | 22 | 27.27% | |
| Conference Revenue And Percentage by County: | | | | | |
| | <u>20-21</u> | <u>21-22</u> | | | |
| Placer | 100% | \$257,997 | \$ 905,049 | \$ 1,193,472 24.17% | |
| Washoe | 0% | \$0 | \$ 191,632 | \$ 477,363 59.86% | |
| South Lake | 0% | \$0 | \$ - | | |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$257,997 | \$ 1,096,681 | \$ 1,670,835 34.36% |
| CURRENT | | | | | |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 0.00% | |