



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

October 26th, 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

Stephanie
Holloway

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:

- 9/28/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Audit Reports and Financials at June 30, 2020

- McClintock Report to Finance Committee, Internal Controls Report, &AJE's – NLTRA
- Independent Auditors' Report & Financials – NLTRA [MOTION].....Pg. 2
- Independent Accountants' Review Report & Financials – NLTMC [MOTION]...Pg. 29

G. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 44
- NLTRA 7/31/2021 Financials Review [MOTION].....Pg. 47
- NLTRA 8/31/2021 Financials Review [MOTION].....Pg. 64
- NLTRA 9/30/2021 Financials Review [MOTION].....Pg. 81
- NLTMC 9/30/2021 Financials ReviewPg. 102

H. Review and Approval of Q1 Reconciliations

- Review of Q1 Reconciliations at September 30, 2021
- Approval of Q1 Reconciliations [MOTION]

I. Items for Committee Review, Discussion/or Recommendations

J. Supplemental Information

- September 2021 Dashboard ReportPg. 110

K. Agenda Input for Next Finance Committee Meeting

L. Next Meeting Date

M. Committee Member Comments

N. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:40 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, Ramona Cruz
 - Placer County Reps: Stephanie Holloway
 - 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/Jim Phelan, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve August 24, 2021 Finance Committee meeting minutes; Ramona Cruz/Jim Phelan, Approved 2-0-0
- F. Review of Preliminary Financials
 - Review Staff Report – June 30, 2021 financial updates & August 31, 2021 financial results
 - Review of NLTRA August 31, 2021 financials
 - Review of NLTMC August 31, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - Discussion with Auditors regarding FY21.22 audit & changing tax filing status for NLTRA – both points require more thought and research before further discussion.
- H. Supplemental Information
 - Review of the August 2021 Dashboard report
- I. Agenda Input for Next Finance Committee Meeting
 - Review and Approval of Audit Reports and Financials at June 30, 2021
 - Review and Approval of NLTRA Q1 Balance Sheet Reconciliations
- J. Next Meeting Date
 - September 28th, 2021 @ 3:30 PM
- K. Committee Member Comments
 - None
- L. Adjourn 4:02 PM

North Lake Tahoe Resort Association, Inc.

**REPORT TO THE FINANCE COMMITTEE
AND BOARD OF DIRECTORS**

For the Year Ended June 30, 2021

- A. Introduction of firm.
- B. Unmodified or clean opinion on financial statements.
- C. Questions and answers regarding financial statements.
- D. Matters to be communicated
- Auditor Responsibility – An audit conducted under U.S. generally accepted auditing standards is designed to obtain reasonable, rather than absolute, assurance about the financial statements.
 - Accounting Policies/Accounting Estimates – Significant accounting policies are described in Note 2 to the financial statements. Significant estimates include an allowance for doubtful accounts.
 - Significant adjustments – There were five audit adjustments proposed as a result of the current year audit, including two proposed by management, compared to three in prior year, including one proposed by management. Adjustments include disposal of fixed assets, reclassification of reissued checks, accrual of a refund and an expense, and a true up to net assets.
 - Disagreements with Management – None.
 - Difficulties encountered in performing the Audit – None
- E. Presentation of the Internal Control Report.
- F. We would like to thank management for their fine cooperation during the audit.

NORTH LAKE TAHOE
RESORT ASSOCIATION, INC.

Tahoe City, California

DRAFT

INTERNAL CONTROL REPORT

June 30, 2021

McCLINTOCK ACCOUNTANCY CORPORATION

ROBERT J. McCLINTOCK, CPA
KENDALL GALKA, CPA
ALICE HAHN

JAIME GIGNOUX, CPA
KELLEY ALTICK, CPA

305 WEST LAKE BOULEVARD
P.O. BOX 6179
TAHOE CITY, CA 96145
TELEPHONE: 530-583-6994
FAX: 530-583-5405

INTERNAL CONTROL REPORT

To the Officers and Directors
North Lake Tahoe Resort Association, Inc.

In planning and performing our audit of the financial statements of North Lake Tahoe Resort Association, Inc. as of June 30, 2021, in accordance with auditing standards generally accepted in the United States of America, we considered the Association's internal control over financial reporting (internal control) as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control. Accordingly, we do not express an opinion on the effectiveness of the Association's internal control.

A material weakness is a deficiency, or a combination of deficiencies, in internal control, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect misstatements on a timely basis.

Our consideration of internal control was for the limited purpose described in the first paragraph and was not designed to identify all deficiencies in internal control that might be deficiencies, significant deficiencies, or material weaknesses. We did not identify any deficiencies in internal control that we consider to be material weaknesses, as defined above.

Appendix A that accompanies this letter summarizes other items identified in previous years that have been resolved as of June 30, 2021.

This letter does not affect our report dated October 20, 2021 on the financial statements of North Lake Tahoe Resort Association, Inc.

This communication is intended solely for the information and use of management, the board of directors, and others within the organization, and is not intended to be and should not be used by anyone other than these specified parties.

McCLINTOCK ACCOUNTANCY CORPORATION
Tahoe City, California
October 20, 2021

DRAFT

Recent Accounting Pronouncements

In February 2016, the FASB issued ASU 2016-02, *Leases*. The new guidance was issued to increase transparency and comparability among companies by requiring most leases to be included on the balance sheet and by expanding disclosure requirements. Implementation is required for the year ending June 30, 2023.

In June 2016, FASB issued ASU 2016-13, *Financial Instruments—Credit Losses (Topic 326)*. This ASU represents a significant change in the ACL accounting model by requiring immediate recognition of management’s estimates of current expected credit losses (CECL). Under the prior model, losses were recognized only as they were incurred, which FASB has noted delayed recognition of expected losses that might not yet have met the threshold of being probable. Implementation is required for the year ending June 30, 2024.

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***REPORT TO THE FINANCE COMMITTEE
AND BOARD OF DIRECTORS***

For the Year Ended June 30, 2021

Closed Matters

Employee Moving Expenses

The CEO was reimbursed for moving expenses. The reimbursement was not administered through payroll and payroll taxes were not withheld from the compensation.

Recommendation: We remind the Association that withholding is required on all compensation including salaries, bonuses, and qualified moving reimbursements. Failure to withhold required amounts and periodically remit them to the government can subject both the Association and the employee to penalties.

2021 Update: Moving expenses reimbursed to the CEO were included in his W2 for 2020.

Capitalization Policy

Fixed assets were capitalized in the past based on a \$1,000 capitalization policy. During the 2017/18 fiscal year, the Director of Finance opted to change that policy to a \$2,000 capitalization policy. No formal policy change was made.

2018 Recommendation: We recommend that the Association implement a formal capitalization policy and adhere to that.

2020 Status: The new capitalization threshold has been accepted by the Finance Committee, however no formal policy has been written. It is the general understanding within the Association that only items over \$2,000 will be capitalized.

2021 Update: Following approval by the board and finance committee, a formal policy was written allowing capitalization of items over \$5,000.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Tahoe City, California

FINANCIAL STATEMENTS

AND

INDEPENDENT AUDITORS' REPORT

June 30, 2021 and 2020

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

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McCLINTOCK ACCOUNTANCY CORPORATION

ROBERT J. McCLINTOCK, CPA
KENDALL GALKA, CPA
ALICE HAHN

JAIME GIGNOUX, CPA
KELLEY ALTICK, CPA

305 WEST LAKE BOULEVARD
P.O. Box 6179
TAHOE CITY, CA 96145
TELEPHONE: 530-583-6994
FAX: 530-583-5405

INDEPENDENT AUDITORS' REPORT

To the Board of Directors of
North Lake Tahoe Resort Association, Inc.

We have audited the accompanying financial statements of North Lake Tahoe Resort Association, Inc. (a nonprofit organization), which comprise the statements of financial position as of June 30, 2021 and 2020, and the related statements of activities and changes in net assets, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of North Lake Tahoe Resort Association, Inc. as of June 30, 2021 and 2020, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

McCLINTOCK ACCOUNTANCY CORPORATION
Tahoe City, California
October 20, 2021

DRAFT

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit A

STATEMENTS OF FINANCIAL POSITION

June 30, 2021 and 2020

| | <u>2021</u> | <u>2020</u> |
|--|---------------------|---------------------|
| ASSETS | | |
| Current Assets | | |
| Cash and cash equivalents | \$ 1,855,906 | \$ 735,316 |
| Restricted TOT cash reserve (Note 6) | 100,976 | 100,839 |
| Accounts receivable, net of allowance for doubtful accounts of \$9,632 in 2021 and \$24,987 in 2020 | 11,820 | 28,130 |
| Placer County receivable | 432,499 | 201,387 |
| Accounts receivable - Marketing Cooperative (Note 2) | 5,932 | -0- |
| Prepaid expenses | 9,287 | 25,177 |
| Inventories | 26,867 | 85,998 |
| | <u>2,443,287</u> | <u>1,176,847</u> |
| Noncurrent Assets: | | |
| Property and equipment, net of accumulated depreciation (Note 7) | 7,791 | -0- |
| | <u>7,791</u> | <u>-0-</u> |
| Total Assets | <u>\$ 2,451,078</u> | <u>\$ 1,176,847</u> |
| LIABILITIES AND NET ASSETS | | |
| LIABILITIES | | |
| Current Liabilities: | | |
| Accounts payable | \$ 92,032 | \$ 26,683 |
| Placer County payable | 1,480,803 | 384,939 |
| Accrued liabilities | 356,800 | 271,502 |
| Deferred revenue - membership dues | 19,677 | 27,740 |
| Deferred revenue - other | 1,272 | 1,272 |
| | <u>1,950,584</u> | <u>712,136</u> |
| NET ASSETS (Note 2) | | |
| Without Donor Restrictions | | |
| Invested in property and equipment | 7,791 | -0- |
| Board designated marketing reserve (Note 3) | 381,874 | 374,608 |
| Undesignated | 9,853 | (10,736) |
| Total Without Donor Restrictions | <u>399,518</u> | <u>363,872</u> |
| With Donor Restrictions (Note 6) | 100,976 | 100,839 |
| Total Net Assets | <u>500,494</u> | <u>464,711</u> |
| Total Liabilities and Net Assets | <u>\$ 2,451,078</u> | <u>\$ 1,176,847</u> |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit B

STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS

For the Years Ended June 30, 2021 and 2020

| | <u>2021</u> | <u>2020</u> |
|--|-------------------|-------------------|
| CHANGES IN NET ASSETS: | | |
| Revenue and other support: | | |
| Placer County contract revenue | \$ 2,555,808 | \$ 3,513,365 |
| Commissions and booking fees | - | 32,783 |
| Member dues | 137,471 | 134,937 |
| Member services and special events | 8,460 | 105,135 |
| Retail sales and other, net of cost of sales of \$56,303 in 2021 and \$61,014 in 2020 | 55,582 | 42,654 |
| Interest income | 180 | 258 |
| Total revenue and other support | <u>2,757,501</u> | <u>3,829,132</u> |
| Expenses and losses: | | |
| Program services: | | |
| Marketing | 1,392,422 | 2,442,408 |
| Group sales and conferences | 287,050 | 281,481 |
| Visitor information | 251,215 | 332,289 |
| North Lake Tahoe Chamber of Commerce | 93,819 | 124,853 |
| Tourism master plan implementation | 144,786 | 117,443 |
| | <u>2,169,292</u> | <u>3,298,474</u> |
| Supporting services: | | |
| General and administrative | 559,692 | 523,797 |
| Total expenses | <u>2,728,984</u> | <u>3,822,271</u> |
| Increase in Net Assets | 28,517 | 6,861 |
| NET ASSETS | | |
| Net assets distributed from Placer County (Note 3) | <u>7,266</u> | <u>16,388</u> |
| Beginning of Year | <u>464,711</u> | <u>441,462</u> |
| End of Year | <u>\$ 500,494</u> | <u>\$ 464,711</u> |

The accompanying notes are an integral part of these statements.

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NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

Exhibit C

STATEMENTS OF FUNCTIONAL EXPENSES
For the Years Ended June 30, 2021 and 2020

| Expenses | 2021 | | | | | | Total |
|-----------------------------------|---------------------|-----------------------------|---------------------|--------------------------------------|------------------------------------|----------------------------|---------------------|
| | Program Services | | | | | Supporting Services | |
| | Marketing | Group Sales and Conferences | Visitor Information | North Lake Tahoe Chamber of Commerce | Tourism Master Plan Implementation | General and Administrative | |
| Salaries, wages, and benefits | \$ 345,170 | \$ 223,870 | \$ 142,262 | \$ 45,464 | \$ 20,233 | \$ 383,515 | \$ 1,160,514 |
| Building and utilities | 29,889 | 19,799 | 82,629 | 7,762 | 986 | 41,908 | 182,973 |
| Telephone and internet | 6,863 | 5,058 | 4,071 | 1,462 | 228 | 11,933 | 29,615 |
| Postage and printing | 315 | 182 | 182 | 58 | 9 | 770 | 1,516 |
| Insurance | -0- | -0- | -0- | -0- | -0- | 9,621 | 9,621 |
| Office and program supplies | 5,387 | 1,746 | 4,128 | 610 | 13,826 | 9,456 | 35,153 |
| Depreciation | -0- | -0- | -0- | -0- | -0- | 1,375 | 1,375 |
| Equipment support and maintenance | -0- | -0- | -0- | -0- | -0- | 26,845 | 26,845 |
| Taxes, licenses, and fees | 124 | 120 | 31 | 23 | 1 | 12,946 | 13,245 |
| Equipment rental and leasing | 1,275 | 594 | 1,009 | 723 | 4 | 1,482 | 5,087 |
| Training seminars | -0- | -0- | -0- | -0- | 150 | 376 | 526 |
| Commissions | -0- | 2,106 | 3,272 | -0- | -0- | -0- | 5,378 |
| Professional fees | 11,819 | -0- | -0- | -0- | 109,127 | 31,140 | 152,086 |
| Event partnerships | 55,176 | -0- | -0- | -0- | -0- | -0- | 55,176 |
| Events | 433,477 | -0- | -0- | -0- | -0- | -0- | 433,477 |
| Membership activities | -0- | -0- | -0- | 9,485 | -0- | -0- | 9,485 |
| Marketing Cooperative | 388,694 | 33,156 | -0- | -0- | -0- | -0- | 421,850 |
| Other marketing programs | 112,107 | -0- | 5,725 | -0- | -0- | -0- | 117,832 |
| Board functions | -0- | -0- | -0- | -0- | -0- | 4,624 | 4,624 |
| Credit card fees | -0- | -0- | 3,497 | 554 | -0- | -0- | 4,051 |
| Travel and meals | 426 | -0- | 216 | 212 | 154 | 1,990 | 2,998 |
| Dues and subscriptions | 529 | -0- | 1,530 | 206 | 68 | 19,045 | 21,378 |
| Bad debt | 556 | -0- | -0- | 27,079 | -0- | 137 | 27,772 |
| Miscellaneous | 615 | 419 | 2,663 | 181 | -0- | 2,529 | 6,407 |
| | <u>\$ 1,392,422</u> | <u>\$ 287,050</u> | <u>\$ 251,215</u> | <u>\$ 93,819</u> | <u>\$ 144,786</u> | <u>\$ 559,692</u> | <u>\$ 2,728,984</u> |

| Expenses | 2020 | | | | | | Total |
|-----------------------------------|---------------------|-----------------------------|---------------------|--------------------------------------|------------------------------------|----------------------------|---------------------|
| | Program Services | | | | | Supporting Services | |
| | Marketing | Group Sales and Conferences | Visitor Information | North Lake Tahoe Chamber of Commerce | Tourism Master Plan Implementation | General and Administrative | |
| Salaries, wages, and benefits | \$ 389,465 | \$ 119,764 | \$ 212,347 | \$ 69,892 | \$ 4,914 | \$ 369,439 | \$ 1,165,821 |
| Building and utilities | 35,123 | 16,589 | 87,023 | 8,996 | -0- | 37,054 | 184,785 |
| Telephone and internet | 6,823 | 3,272 | 2,709 | 1,439 | 3 | 9,974 | 24,220 |
| Postage and printing | 560 | 217 | 152 | 103 | -0- | 945 | 1,977 |
| Insurance | -0- | -0- | -0- | -0- | -0- | 10,480 | 10,480 |
| Office and program supplies | 1,533 | 473 | 5,433 | 623 | 19,300 | 6,415 | 33,777 |
| Depreciation | -0- | -0- | 1,407 | -0- | -0- | -0- | 1,407 |
| Equipment support and maintenance | -0- | -0- | 41 | -0- | -0- | 22,911 | 22,952 |
| Taxes, licenses, and fees | 60 | 121 | 404 | 14 | -0- | 11,273 | 11,872 |
| Equipment rental and leasing | 2,021 | 897 | 1,523 | 1,153 | -0- | 6,799 | 12,393 |
| Training seminars | 4,424 | -0- | -0- | -0- | -0- | 89 | 4,513 |
| Commissions | -0- | 13,174 | 9,927 | -0- | -0- | -0- | 23,101 |
| Professional fees | -0- | -0- | -0- | -0- | 93,217 | 25,166 | 118,383 |
| Event partnerships | 45,704 | -0- | -0- | -0- | -0- | -0- | 45,704 |
| Events | 499,563 | -0- | -0- | -0- | -0- | 1,300 | 500,863 |
| Membership activities | -0- | -0- | -0- | 12,270 | -0- | -0- | 12,270 |
| Marketing Cooperative | 1,376,446 | 126,916 | -0- | -0- | -0- | -0- | 1,503,362 |
| Other marketing programs | 76,010 | -0- | 2,843 | 2,350 | -0- | 371 | 81,574 |
| Board functions | -0- | -0- | -0- | -0- | -0- | 10,565 | 10,565 |
| Credit card fees | 50 | -0- | 3,495 | 1,385 | -0- | 175 | 5,105 |
| Travel and meals | 1,465 | -0- | 738 | 667 | 5 | 993 | 3,868 |
| Dues and subscriptions | 1,445 | 4 | 55 | 124 | 4 | 7,464 | 9,096 |
| Bad debt | -0- | -0- | 50 | 25,647 | -0- | 1 | 25,698 |
| Miscellaneous | 1,716 | 54 | 4,142 | 190 | -0- | 2,383 | 8,485 |
| | <u>\$ 2,442,408</u> | <u>\$ 281,481</u> | <u>\$ 332,289</u> | <u>\$ 124,853</u> | <u>\$ 117,443</u> | <u>\$ 523,797</u> | <u>\$ 3,822,271</u> |

The accompanying notes are an integral part of these statements.

STATEMENTS OF CASH FLOWS
For the Years Ended June 30, 2021 and 2020

| | 2021 | 2020 |
|---|--------------|------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | | |
| Increase in net assets without donor restrictions | \$ 28,517 | \$ 6,861 |
| Reconciliation of change in net assets to cash provided by operating activities | | |
| Depreciation | 1,375 | 1,407 |
| Bad debt expense | 27,772 | 25,698 |
| Changes in operating assets and liabilities: | | |
| Accounts receivable | (17,395) | (8,415) |
| Placer County receivable/payable | 864,753 | 221,185 |
| Prepaid expenses | 15,890 | (6,801) |
| Inventories | 59,131 | (63,983) |
| Accounts payable | 65,349 | (46,877) |
| Accrued liabilities | 85,298 | 54,858 |
| Deferred revenue - membership dues | (8,063) | (28,979) |
| Deferred revenue - other | -0- | 447 |
| Net Cash Provided by Operating Activities | 1,122,627 | 155,401 |
| CASH FLOWS FROM INVESTING ACTIVITIES | | |
| Purchase of property and equipment | (9,166) | -0- |
| Net Cash Used by Investing Activities | (9,166) | -0- |
| CASH FLOWS FROM FINANCING ACTIVITIES | | |
| Net assets distributed from Placer County | 7,266 | 16,388 |
| Net Cash Provided by Financing Activities | 7,266 | 16,388 |
| Net Increase in Cash and Cash Equivalents | 1,120,727 | 171,789 |
| Cash and Cash Equivalents, Beginning of Year | 836,155 | 664,366 |
| Cash and Cash Equivalents, End of Year | \$ 1,956,882 | \$ 836,155 |
| Cash and Cash Equivalent Analysis: | | |
| Cash and cash equivalents | \$ 1,855,906 | \$ 735,316 |
| Restricted TOT cash reserve | 100,976 | 100,839 |
| Net Cash and Cash Equivalents | \$ 1,956,882 | \$ 836,155 |

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

1. Form of Organization

North Lake Tahoe Resort Association, Inc. (the "Association") was incorporated in the State of California in 1996, upon consolidation of the Tahoe North Visitors and Convention Bureau and the North Lake Tahoe Chamber of Commerce. The Association is organized under Section 501(c)(4) of the Internal Revenue Code as a non-profit public benefit corporation.

The primary function of the Association is to promote tourism and benefit business through efforts that enhance the economic, environmental, recreation and cultural climate of the North Lake Tahoe, California area. The Association provides the following services to its members and the North Lake Tahoe community: Chamber of Commerce, Visitors and Convention Bureau, marketing, conference sales and membership services. The Association also serves as a partner with Placer County in the development and funding plan for infrastructure and transportation projects designed to enhance tourism and community quality of life for the benefit of all in the North Lake Tahoe region.

The majority of the Association's revenue is derived from contract revenue with Placer County to administer and invest portions of transient occupancy taxes collected in the North Lake Tahoe area. Additional sources of revenue are derived from membership dues, commissions and booking fees earned from conference sales, special events, and from the sale of inventory items at its visitor centers.

2. Summary of Significant Accounting Policies

Basis of Accounting and Financial Statement Presentation

The financial statements of the Association have been prepared on the accrual basis of accounting. Additionally, information regarding its financial position and activities are classified according to two classes of net assets based upon the existence or absence of donor-imposed restrictions, as follows:

Net Assets Without Donor Restrictions are resources currently available for various programs and administration of the Association, board designated funds, or invested in property and equipment.

Net Assets With Donor Restrictions consist of donor restricted contributions. Amounts restricted by the donor for a particular purpose or time period are reported as revenue with donor restrictions when received and such unexpended amounts are reported as net assets with donor restrictions at year end.

When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, net assets with donor restrictions are reclassified to net assets without donor restrictions and reported in the statement of activities as "net assets released from restrictions."

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

Use of Estimates

The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Liquidity Information

In order to provide information about liquidity, assets have been sequenced according to their nearness to conversion to cash and liabilities have been sequenced according to the nearness of their maturity and resulting use of cash.

Allowance for Doubtful Accounts

An allowance for doubtful accounts is created when an account's collectability is uncertain. The Association estimates doubtful accounts based on factors related to the specific payer's ability to pay and current economic trends.

Accounts Receivable

Accounts receivable consists of amounts due from members for membership dues, cooperative advertising costs, and commissions from group conference sales, as well as other miscellaneous receivables for services provided. The Association does not charge interest on delinquent receivables. Accounts are written off directly to bad debt expense when all attempts at collection are exhausted.

Inventories

Inventories are primarily for the sale of retail goods at the visitor centers and are stated at the lower of cost or market. Cost is determined by the first-in, first-out method.

Property, Buildings and Equipment

In general, property and equipment are capitalized on the Association's books and stated at cost when the asset has over a year of life and costs of over \$5,000. Depreciation is computed on the straight-line basis over the useful lives of the assets, which range from 3 to 7 years.

Marketing Cooperative Agreement

During the year ended June 30, 2007, the Association established the North Lake Tahoe Marketing Cooperative (NLTMC) with Lake Tahoe Incline Village Crystal Bay Visitors and Convention Bureau (IVCBVCB) to cooperatively promote tourism based on shared objectives which are more effectively and efficiently accomplished collectively rather than independently. Under the terms of the agreement, the Association and the IVCBVCB are required to make annual contributions to fund marketing efforts based upon an approved pre-set formula. The Association contributed \$421,850 and \$1,503,362 for the years ended June 30, 2021 and 2020, respectively in connection with this marketing effort, which is included in marketing (tourism promotion) and group sales and conference expense in the statement of activities and changes in net assets. The Marketing Cooperative activities and

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

balances are reported separately from those of the Association. At June 30, 2021 and 2020, NLTMC owed the Association \$5,932 and \$-0-, respectively

Net Assets Without Donor Restrictions

All net asset balances are classified as net assets without donor restriction, excluding the cash flow reserve with donor restrictions at Note 6. Net assets are not subject to imposed restriction or restrictions that have expired. As reflected in the accompanying notes, the Association has designated a portion of net assets without donor restrictions for specific purposes.

Advertising Costs

Advertising costs are expensed as incurred.

Income Tax Status

The Association is exempt from federal income taxes under the provisions of Internal Revenue Code Section 501(c) (4), and section 23701(f) for California purposes. Unrelated business income, if any, is taxed at regular corporate tax rates.

The Association's three previous federal tax returns and four previous state tax returns are available for examination by the taxing authorities.

Functional Allocation of Expenses

The Association's expenses are recorded into the functional expense categories of program and general and administrative based on a combination of direct identification and, when significant, allocation.

To the extent possible, expenses are recorded in the functional category that receives the most benefit. Expenses requiring allocation are allocated based on a reasonable basis that is consistently applied. Wages and benefits are allocated on the basis of estimates for time and effort. Occupancy expenses are allocated based on the number of full-time employees allocated to each department. Insignificant indirect expenses, such as, office supplies and telephone are recorded as general and administrative.

Cash and Cash Equivalents

For purposes of the statements of cash flows, the Association considers all cash without donor restriction, money market funds, and debt securities with an original maturity less than three months to be cash equivalents.

Fair Value

The carrying value of financial instruments, including cash, accounts receivable and accounts payable approximates their fair value due to the short-term maturities of these instruments.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

Revenue from Contracts with Customers

The Association has adopted the provisions of Accounting Standards Codification Topic 606, Revenue from Contracts with Customers, ("Topic 606" in the Accounting Standards Codification (ASC)). Topic 606 superseded the revenue recognition requirements in FASB ASC 980-605, Revenue Recognition. Under Topic 606, the Association must identify a contract with a customer, among other things, and recognize revenue as the Association satisfies a performance obligation.

The following provides information about the Association's composition of revenue recognized from contracts with customers, the performance obligations under those contracts, and the significant judgements made in accounting for those contracts:

The Association's contract with Placer County is considered to be an exchange transaction, therefore, revenues received from this contract are reported as unrestricted support. Placer County contract revenue is derived from a combination of advanced payments and reimbursements of approved expenses under the contract, which is renewed annually. Revenue for advanced payments is recognized over time as performance obligations are met when services are performed and at a point in time when expenditures are incurred and submitted to the County for approval.

Member dues revenue is recognized as performance obligations are satisfied by transferring underlying services, such as access to member services, to the customer. The Association records deferred revenue upon receipt of annual membership dues and recognizes the revenue evenly over the year of membership.

Retail sales revenue is derived from merchandise sales. Revenue is recognized at a point in time when performance obligations are satisfied by transferring control of the underlying goods to the customer.

Special event revenue is derived from tickets sales or sponsorships purchased by customers. Revenue is recognized as performance obligations are satisfied, on the day of the event.

Commission revenue is derived from hotels that receive customers as a result of a referral by the Association. Revenue is recognized as performance obligations are satisfied, as control of underlying goods are transferred to the customer.

Contract Balances

Contract liabilities are recorded primarily as deferred revenues when payments are received or due in advance of the Association's performance, including amounts which may be refundable. The deferred revenue balance is primarily related to cash payments recorded in advance of satisfying the Association's performance obligations related to advance purchase products consisting primarily of membership dues. Deferred revenue balances related to contracts was \$20,827 and \$28,890 as of June 30, 2021 and 2020, respectively. For the year ended June 30, 2021 and 2020, the Association recognized

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

approximately \$29,000 and \$58,000 of contract revenue that was included in the deferred revenue balance as of June 30, 2021 and 2020, respectively.

COVID-19

The COVID-19 outbreak in the United States has caused varying degrees of disruption across substantially all businesses. The full impact of the COVID-19 outbreak continues to evolve as of the date of this report. It is at least possible that NLTRA may experience adverse effects from the outbreak. The related financial impact to NLTRA is unknown at this time, and therefore no provisions have been reflected in the accompanying financial statements.

3. Board Designated Marketing Reserve

The Association created a marketing reserve, pursuant to the 2003-04 contract with Placer County, to be used for expenditures in key areas due to any unforeseen adverse fluctuations in collections of transient occupancy taxes. The details in the use of the reserves can be decided solely at the discretion of the Association's board of directors subject to compliance with an existing policy of maintaining the reserve level at 10% of a three-year average of budgeted annual marketing, conference and visitor information center expenditures.

| | 2021 | 2020 |
|-------------------|-------------------|-------------------|
| Beginning of year | \$ 374,608 | \$ 358,220 |
| Contributions | 7,266 | 16,388 |
| End of year | <u>\$ 381,874</u> | <u>\$ 374,608</u> |

4. Concentration of Credit Risk

The Association maintains its cash accounts at a local bank. At June 30, 2021 and 2020, the aggregate balance of these accounts exceeded the federally insured (FDIC) limits by \$1,823,853 and \$501,649, respectively.

5. Concentration of Revenue

Support from Placer County in the form of contract contributed to 93% and 92% of the Association's total revenues and support for the years ended June 30, 2021 and 2020, respectively. The Association's contract with Placer County is renewed annually. At June 30, 2021 Placer County owed the Association \$432,499 and the Association owed Placer County \$1,480,803 for unspent funds. At June 30, 2020, Placer County owed the Association \$201,387 and the Association owed Placer County \$384,939 for unspent funds.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

6. Net Assets with Donor Restrictions

Restrictions on Association cash and investment balances at June 30, 2021 and 2020, consist of the following:

| | 2021 | 2020 |
|------------------|------------|------------|
| TOT cash reserve | \$ 100,976 | \$ 100,839 |

The restricted Transient Occupancy Tax (TOT) cash reserve is comprised of previous years' TOT fund balance of \$100,000. The policy restricts use of these assets to only those that achieve public benefit, as agreed to by contract between Placer County and the Association. Expenditure shall only occur following approval by the Association's Board of Directors and approval by the Placer County Executive Office.

7. Property and Equipment

Property and equipment at June 30, 2021 and 2020, consists of the following:

| | 2021 | 2020 |
|-------------------------------|-----------|-----------|
| Furniture and fixtures | \$ 43,330 | \$ 45,289 |
| Computer equipment | 11,013 | 4,270 |
| Computer software | 6,206 | 20,493 |
| Leasehold improvements | 24,284 | 24,284 |
| | 84,833 | 94,335 |
| Less accumulated depreciation | (77,042) | (94,335) |
| Net property and equipment | \$ 7,791 | \$ -0- |

Depreciation expense was \$1,375 and \$1,407 for the years ended June 30, 2021 and 2020, respectively.

8. Operating Leases

The Association leases various facilities and equipment from others under non-cancellable operating leases expiring in May, 2022. Lease rent expense, including real property taxes and common area costs, was \$158,945 in 2021 and \$157,324 in 2020. Minimum lease payments are subject to escalation clauses and options to renew. At June 30, 2021, future minimum lease payments under such leases to the end of the contract includes \$95,000 to be paid during the year ending June 30, 2022.

9. Retirement Plan

The Association offers a 401(k) retirement plan to all full-time employees who have completed at least three months of service. The Association matches 100% of the participants first 2% of contributions and 50% of the next 4% of contributions for all

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

NOTES TO FINANCIAL STATEMENTS

June 30, 2021 and 2020

participating employees. Contributions to the plan by the Association were \$13,941 and \$30,939 for the years ended June 30, 2021 and 2020, respectively.

10. Liquidity and Availability of Resources

The Association’s goal is to use as much of the funding from Placer County as possible on the projects included in the budget approved by both parties. The Association manages its financial assets to be available as its general expenditures, liabilities and other obligations come due.

At June 30, 2021 and 2020, the following financial assets were available to meet general expenditures over the next twelve months:

| Financial Assets at Year End | 2021 | 2020 |
|---|---------------------|-------------------|
| Cash | \$ 1,956,882 | \$ 836,155 |
| Accounts receivable, net | 444,318 | 229,517 |
| Total financial assets | <u>2,401,200</u> | <u>1,065,672</u> |
| Adjustments: | | |
| Less: Net assets with donor restrictions (Note 6) | (100,976) | (100,839) |
| Less: Board designated marketing reserve (Note 3) | <u>(381,874)</u> | <u>(374,608)</u> |
| Financial Assets Available | <u>\$ 1,918,350</u> | <u>\$ 590,225</u> |

11. Subsequent Events

Subsequent events have been evaluated by management through October 20, 2021, the date that the statements were available for issuance.

In March of 2021, the North Tahoe business community and the Placer County Board of Supervisors approved the formation of the North Lake Tahoe Tourism Business Improvement District (“NLTTBID”). NLTTBID is an assessment district to provide specific benefits to payers by funding marketing, promotions, and special events, visitor services and visitor centers, business support and advocacy, economic development and transportation, and sustainability and mitigation of tourism impacts programs for assessed businesses. The NLTTBID assessments will commence July 1, 2021 through June 30, 2026 and includes all lodging, restaurant, retail, activities and attractions businesses located within the boundaries of the eastern portion of unincorporated Placer Country that benefit from tourism. Placer County will be responsible for collecting the assessment and remitting payments to NTLRA.

Trial Balance June 30, 2021

NORTH LAKE TAHOE RESORT ASSOCIATION

| Code | Account | Description | Report 6/30/2020 | Unadjusted 6/30/2021 | Adjusting JE 6/30/2021 | Report 6/30/2021 |
|-------------------|---------|---|---------------------------|----------------------------|---------------------------|----------------------------|
| A | | Cash and Cash Equivalents | | | | |
| | 1001-00 | Petty Cash | 158.02 | 158.02 | 0.00 | 158.02 |
| | 1002-00 | Cash - Operations BOTW #8328 | 0.00 | 1,965,991.61 | 0.00 | 1,965,991.61 |
| | 1003-00 | Cash - Operations BOTW #6712 | 565,601.79 | (273,742.28) | 5,098.38 | (268,643.90) |
| | 01 | to reclassify reissued checks to AP as of year end | | | 5,098.38 | |
| | 1007-00 | Cash - Payroll BOTW #7421 | 3,200.30 | 38,520.54 | 0.00 | 38,520.54 |
| | 1008-00 | Marketing Reserve - Plumas | 50,312.69 | 50,356.12 | 0.00 | 50,356.12 |
| | 1009-00 | Cash Flow Reserve - Plumas | 100,839.10 | 100,975.90 | 0.00 | 100,975.90 |
| | 1071-00 | Payroll Reserves BOTW #8163 | 29,581.56 | 29,581.56 | 0.00 | 29,581.56 |
| | 1080-00 | Special Events BOTW #1626 | 86,322.49 | 39,802.95 | 0.00 | 39,802.95 |
| | 1095-00 | Cash in Drawer | 138.92 | 138.89 | 0.00 | 138.89 |
| A Total | | | <u>836,154.87</u> | <u>1,951,783.31</u> | <u>5,098.38</u> | <u>1,956,881.69</u> |
| B | | Accts Receivable | | | | |
| | 1200-00 | Quickbooks Accounts Receivable | 3,500.00 | 1,000.00 | 0.00 | 1,000.00 |
| | 1200-99 | AR Other | 12,881.14 | 2,441.84 | 0.00 | 2,441.84 |
| | 1201-01 | Member AR - Member Dues | 35,696.25 | 17,024.58 | 0.00 | 17,024.58 |
| | 1201-02 | Allowance for Doubtful Accounts | (24,987.38) | (9,631.71) | 0.00 | (9,631.71) |
| | 1201-03 | Member AR - Other | 1,040.00 | 985.00 | 0.00 | 985.00 |
| B Total | | | <u>28,130.01</u> | <u>11,819.71</u> | <u>0.00</u> | <u>11,819.71</u> |
| B-1 | | Placer County Receivable | | | | |
| | 1290-00 | A/R - TOT | 201,387.42 | 432,498.63 | 0.00 | 432,498.63 |
| B-1 Total | | | <u>201,387.42</u> | <u>432,498.63</u> | <u>0.00</u> | <u>432,498.63</u> |
| B-2 | | AR - intercompany | | | | |
| | 1299-00 | Receivable from NLTMC | 0.00 | 5,932.32 | 0.00 | 5,932.32 |
| B-2 Total | | | <u>0.00</u> | <u>5,932.32</u> | <u>0.00</u> | <u>5,932.32</u> |
| C | | Inventories | | | | |
| | 1210-00 | Inventory Asset | 81,762.17 | 26,867.19 | 0.00 | 26,867.19 |
| | 1210-01 | Inventory - Other | 4,235.62 | 0.00 | 0.00 | 0.00 |
| C Total | | | <u>85,997.79</u> | <u>26,867.19</u> | <u>0.00</u> | <u>26,867.19</u> |
| L | | Prepaid Exp and Other | | | | |
| | 1400-00 | Prepaid Expenses | 8,751.00 | 6,500.04 | 0.00 | 6,500.04 |
| | 1410-00 | Prepaid Insurance | 16,326.39 | 2,689.13 | 0.00 | 2,689.13 |
| | 1430-00 | Prepaid 1st Class Postage | 100.00 | 100.00 | 0.00 | 100.00 |
| L Total | | | <u>25,177.39</u> | <u>9,289.17</u> | <u>0.00</u> | <u>9,289.17</u> |
| UV-1 | | Acc. Depr.- Prop and Eq. | | | | |
| | 1701-00 | Accum. Depr. - Furn & Fix | (45,288.98) | (45,288.98) | 1,958.49 | (43,330.49) |
| | 02 | to record disposal of fixed assets no longer held by NLTRA | | | 1,958.49 | |
| | 1741-00 | Accum. Depr. - Computer Equip | (4,269.50) | (3,222.04) | 0.00 | (3,222.04) |
| | 1751-00 | Accum. Amort. - Software | (20,492.57) | (20,492.57) | 14,286.52 | (6,206.05) |
| | 02 | to record disposal of fixed assets no longer held by NLTRA | | | 14,286.52 | |
| | 1771-00 | Accum. Amort - Leasehold Impr | (24,283.86) | (24,283.86) | 0.00 | (24,283.86) |
| UV-1 Total | | | <u>(94,334.91)</u> | <u>(93,287.45)</u> | <u>16,245.01</u> | <u>(77,042.44)</u> |
| UV | | Property & Equipment | | | | |
| | 1700-00 | Furniture & Fixtures | 45,288.98 | 45,288.98 | (1,958.49) | 43,330.49 |
| | 02 | to record disposal of fixed assets no longer held by NLTRA | | | (1,958.49) | |
| | 1740-00 | Computer Equipment | 4,269.50 | 11,012.82 | 0.00 | 11,012.82 |
| | 1750-00 | Computer Software | 20,492.57 | 20,492.57 | (14,286.52) | 6,206.05 |
| | 02 | to record disposal of fixed assets no longer held by NLTRA | | | (14,286.52) | |
| | 1770-00 | Leasehold Improvements | 24,283.86 | 24,283.86 | 0.00 | 24,283.86 |
| UV Total | | | <u>94,334.91</u> | <u>101,078.23</u> | <u>(16,245.01)</u> | <u>84,833.22</u> |
| AA | | Accounts Payable | | | | |
| | 2000-00 | Accounts Payable | (26,682.51) | (62,773.35) | (7,118.38) | (69,891.73) |
| | 01 | to reclassify reissued checks to AP as of year end | | | (5,098.38) | |
| | CAJE 2 | to record June 2021 legal expense and related effect on allocation/Placer revenue | | | (2,020.00) | |
| | 2000-01 | Accounts Payable - Other | 0.00 | (22,140.01) | 0.00 | (22,140.01) |
| AA Total | | | <u>(26,682.51)</u> | <u>(84,913.36)</u> | <u>(7,118.38)</u> | <u>(92,031.74)</u> |
| BB | | Accrued Liabilities | | | | |
| | 2100-00 | Salaries / Wages Payable | (39,444.90) | (41,222.90) | 0.00 | (41,222.90) |
| | 2101-00 | Incentive Payable | (88,359.31) | (44,055.11) | 0.00 | (44,055.11) |
| | 2102-00 | Commissions Payable | (3,505.78) | 0.00 | 0.00 | 0.00 |
| | 2120-00 | Empl. Federal Tax Payable | (1,551.12) | (3,379.24) | 0.00 | (3,379.24) |
| | 2175-00 | 401 (k) Plan | (2,626.41) | (1,218.21) | 0.00 | (1,218.21) |
| | 2180-00 | Estimated PTO Liability | (54,844.72) | (62,279.78) | 0.00 | (62,279.78) |

| | | | | | | |
|-------------------|---------|---|-----------------------|-----------------------|-----------------|-----------------------|
| | 2195-00 | Use Tax Payable | 0.00 | (1,417.89) | 0.00 | (1,417.89) |
| | 2250-00 | Accrued Expenses | (73,722.00) | (205,350.00) | 5,000.00 | (200,350.00) |
| | CAJE 1 | to record \$5k spartan refund | | | 5,000.00 | |
| | 2300-00 | Marketing Cooperative Liabili | (6,073.42) | 0.00 | 0.00 | 0.00 |
| | 2550-00 | *Sales Tax Payable | (1,374.44) | (2,877.25) | 0.00 | (2,877.25) |
| | 2900-00 | Due To/From County of Placer | (384,939.38) | (1,477,910.69) | (2,892.62) | (1,480,803.31) |
| | CAJE 1 | to record \$5k spartan refund | | | (5,000.00) | |
| | CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | 2,107.38 | |
| BB Total | | | <u>(656,441.48)</u> | <u>(1,839,711.07)</u> | <u>2,107.38</u> | <u>(1,837,603.69)</u> |
| CC | | Deposits | | | | |
| | 1490-00 | Security Deposits | 1,150.00 | 1,150.00 | 0.00 | 1,150.00 |
| CC Total | | | <u>1,150.00</u> | <u>1,150.00</u> | <u>0.00</u> | <u>1,150.00</u> |
| DD | | Def. Revenue - Member Due | | | | |
| | 2400-60 | Deferred Revenue- Member Dues | (28,890.00) | (20,827.04) | 0.00 | (20,827.04) |
| DD Total | | | <u>(28,890.00)</u> | <u>(20,827.04)</u> | <u>0.00</u> | <u>(20,827.04)</u> |
| DD-1 | | Def. Revenue - Other | | | | |
| | 2500-00 | Deferred Revenue - TMBC | (1,290.00) | (1,290.00) | 0.00 | (1,290.00) |
| | 2530-00 | Gift Cards Outstanding | 17.58 | 17.58 | 0.00 | 17.58 |
| DD-1 Total | | | <u>(1,272.42)</u> | <u>(1,272.42)</u> | <u>0.00</u> | <u>(1,272.42)</u> |
| TT | | Unrestricted Net Assets | | | | |
| | 3200-00 | Unrestricted Net Assets | 17,407.78 | 10,145.22 | 591.00 | 10,736.22 |
| | 03 | to true up net assets | | | 591.00 | |
| | 3300-11 | Designated Marketing Reserve | (324,589.97) | (331,855.97) | 0.00 | (331,855.97) |
| | 3301-00 | Cash Flow Reserve | (100,649.23) | (100,248.23) | (591.00) | (100,839.23) |
| | 03 | to true up net assets | | | (591.00) | |
| | 3302-00 | Marketing Cash Reserve | (50,018.09) | (50,018.09) | 0.00 | (50,018.09) |
| TT Total | | | <u>(457,849.51)</u> | <u>(471,977.07)</u> | <u>0.00</u> | <u>(471,977.07)</u> |
| 10 | | P.C. Grant Rev. | | | | |
| | 4050-11 | County of Placer TOT Funding | (2,733,071.04) | (1,744,939.42) | 4,056.88 | (1,740,882.54) |
| | CAJE 1 | to record \$5k spartan refund | | | 5,000.00 | |
| | CAJE 2 | to record June 2021 legal expense and related effect on allocation/Placer revenue | | | (943.12) | |
| | 4050-30 | County of Placer TOT Funding | (292,589.57) | (358,783.76) | (452.02) | (359,235.78) |
| | CAJE 2 | to record June 2021 legal expense and related effect on allocation/Placer revenue | | | (452.02) | |
| | 4050-42 | County of Placer TOT Funding | (351,948.43) | (274,006.80) | (484.24) | (274,491.04) |
| | CAJE 2 | to record June 2021 legal expense and related effect on allocation/Placer revenue | | | (484.24) | |
| | 4050-51 | County of Placer TOT Funding | (135,756.08) | (180,970.33) | (228.00) | (181,198.33) |
| | CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | (228.00) | |
| 10 Total | | | <u>(3,513,365.12)</u> | <u>(2,558,700.31)</u> | <u>2,892.62</u> | <u>(2,555,807.69)</u> |
| 30 | | Member Dues | | | | |
| | 4200-60 | Membership Dues Revenue | (134,936.70) | (137,470.84) | 0.00 | (137,470.84) |
| 30 Total | | | <u>(134,936.70)</u> | <u>(137,470.84)</u> | <u>0.00</u> | <u>(137,470.84)</u> |
| 40 | | Member services & special | | | | |
| | 4250-60 | Revenues-Membership Activities - Other | (8,541.00) | (6,960.00) | 0.00 | (6,960.00) |
| | 4251-01 | Tues AM Breakfast Club Sponsors | (3,325.00) | (1,500.00) | 0.00 | (1,500.00) |
| | 4251-60 | Tues AM Breakfast Club - Other | (4,380.05) | 0.00 | 0.00 | 0.00 |
| | 4350-11 | Special Events (Marketing) | (88,889.39) | 0.00 | 0.00 | 0.00 |
| 40 Total | | | <u>(105,135.44)</u> | <u>(8,460.00)</u> | <u>0.00</u> | <u>(8,460.00)</u> |
| 50 | | Retail sales & other | | | | |
| | 4253-11 | Revenue- Other | (1,000.00) | (1,525.00) | 0.00 | (1,525.00) |
| | 4502-42 | Non-Retail VIC income | (9,867.10) | (5,330.76) | 0.00 | (5,330.76) |
| | 4504-42 | Retail Revenue - Other | (15,239.88) | (560.00) | 0.00 | (560.00) |
| | 4600-42 | rchandise Sales - Other | (77,460.26) | (104,468.98) | 0.00 | (104,468.98) |
| | 5250-42 | Purchase Discounts | (100.51) | 0.00 | 0.00 | 0.00 |
| | 8100-42 | Cost of Goods Sold - Other | 41,268.42 | 54,932.37 | 0.00 | 54,932.37 |
| | 8101-42 | CGS - Other | 19,745.29 | 1,370.54 | 0.00 | 1,370.54 |
| 50 Total | | | <u>(42,654.04)</u> | <u>(55,581.83)</u> | <u>0.00</u> | <u>(55,581.83)</u> |
| 60 | | Commissions & Bookings | | | | |
| | 4600-30 | Commissions - Other | (22,644.55) | 0.00 | 0.00 | 0.00 |
| | 4601-30 | Commissions - South Shore | (10,138.40) | 0.00 | 0.00 | 0.00 |
| 60 Total | | | <u>(32,782.95)</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| 70 | | Interest Income | | | | |
| | 4700-11 | Revenues- Interest & Investment | (257.78) | (180.23) | 0.00 | (180.23) |
| 70 Total | | | <u>(257.78)</u> | <u>(180.23)</u> | <u>0.00</u> | <u>(180.23)</u> |
| 100 | | Marketing | | | | |
| | 5000-11 | Salaries & Wages - Other | 283,447.07 | 272,931.47 | 0.00 | 272,931.47 |
| | 5001-11 | In-Market Administration | 16,500.00 | 0.00 | 0.00 | 0.00 |
| | 5020-11 | P/R - Tax Expense | 23,971.61 | 17,377.69 | 0.00 | 17,377.69 |
| | 5030-11 | P/R - Health Insurance Expense | 51,827.07 | 39,698.21 | 0.00 | 39,698.21 |
| | 5040-11 | P/R - Workmans Comp | 1,674.45 | 4,035.22 | 0.00 | 4,035.22 |

| | | | | | |
|------------------|--|----------------------------|----------------------------|--------------------------|----------------------------|
| 5060-11 | 401 (k) | 10,287.90 | 9,838.97 | 0.00 | 9,838.97 |
| 5070-11 | Other Benefits and Expenses | 1,757.29 | 1,288.06 | 0.00 | 1,288.06 |
| 5100-11 | Rent - Other | 29,307.44 | 25,814.63 | 0.00 | 25,814.63 |
| 5110-11 | Utilities | 1,828.92 | 1,647.98 | 0.00 | 1,647.98 |
| 5140-11 | Repairs & Maintenance | 461.26 | 374.01 | 0.00 | 374.01 |
| 5150-11 | Office - Cleaning | 3,524.95 | 2,052.22 | 0.00 | 2,052.22 |
| 5320-11 | Telephone | 6,822.63 | 6,863.42 | 0.00 | 6,863.42 |
| 5420-11 | Mail - USPS - Other | 560.27 | 264.55 | 0.00 | 264.55 |
| 5480-11 | Mail - Fed Ex | 0.00 | 50.09 | 0.00 | 50.09 |
| 5520-11 | Supplies - Other | 1,533.18 | 819.82 | 0.00 | 819.82 |
| 5525-11 | Supplies- Computer | 0.00 | 4,567.49 | 0.00 | 4,567.49 |
| 5710-11 | Taxes, Licenses & Fees | 59.69 | 124.17 | 0.00 | 124.17 |
| 5740-11 | Equipment Rental/Leasing | 2,021.32 | 1,274.98 | 0.00 | 1,274.98 |
| 5800-11 | Training Seminars | 4,423.65 | 0.00 | 0.00 | 0.00 |
| 5921-11 | Professional Fees - Other | 0.00 | 11,818.75 | 0.00 | 11,818.75 |
| 6016-11 | Special Event Partnership | 25,704.18 | 35,175.66 | 0.00 | 35,175.66 |
| 6018-11 | Business Assoc. Grants | 20,000.00 | 20,000.00 | 0.00 | 20,000.00 |
| 6023-11 | Autumn Food & Wine | 123,557.84 | 0.00 | 0.00 | 0.00 |
| 6420-11 | Sponsorships - Other | 0.00 | 48,000.00 | 0.00 | 48,000.00 |
| 6421-04 | Broken Arrow Skyrace | 0.00 | 25,000.00 | 0.00 | 25,000.00 |
| 6421-06 | Spartan | 254,018.55 | 180,900.00 | (5,000.00) | 175,900.00 |
| CAJE 1 | to record \$5k spartan refund | | | (5,000.00) | |
| 6421-07 | Tahoe Lacrosse Tournament | 6,000.00 | 0.00 | 0.00 | 0.00 |
| 6421-10 | WinterWonderGrass - Tahoe | 21,120.00 | 0.00 | 0.00 | 0.00 |
| 6421-11 | New Event Development | 21,000.00 | 28,000.00 | 0.00 | 28,000.00 |
| 6421-16 | Mountain Travel Symposium | 5,077.59 | 0.00 | 0.00 | 0.00 |
| 6424-11 | Event Operation Expenses | 1,616.96 | 19,294.44 | 0.00 | 19,294.44 |
| 6442-11 | Public Relations/Website/Digita | 0.00 | 600.00 | 0.00 | 600.00 |
| 6730-11 | Marketing Cooperative/Media | 1,376,446.43 | 388,694.21 | 0.00 | 388,694.21 |
| 6742-11 | Non-NLT Co-Op Marketing Program | 5,232.52 | 112,106.52 | 0.00 | 112,106.52 |
| 6743-01 | Shop Local | 10,556.69 | 0.00 | 0.00 | 0.00 |
| 6743-02 | Year Round Shopping Campaign | 0.00 | 13,408.99 | 0.00 | 13,408.99 |
| 6743-03 | Touch Lake Tahoe | 19,787.99 | 0.00 | 0.00 | 0.00 |
| 6743-05 | Peak Your Adventure | (1,000.00) | 0.00 | 0.00 | 0.00 |
| 6743-09 | COVID Summer Recovery Campaign | 0.00 | (14,507.46) | 0.00 | (14,507.46) |
| 6743-10 | Winter Regional Campaign | 0.00 | 22,076.81 | 0.00 | 22,076.81 |
| 6743-11 | Regional Reopening | 41,432.75 | 0.00 | 0.00 | 0.00 |
| 6743-12 | Summer Regional Campaign | 0.00 | 37,652.00 | 0.00 | 37,652.00 |
| 6748-11 | BACC Marketing Programs - Other | 0.00 | 6,950.00 | 0.00 | 6,950.00 |
| 7500-11 | Trade Shows/Travel | 1,525.00 | 395.00 | 0.00 | 395.00 |
| 8200-11 | Associate Relations | 190.50 | 220.25 | 0.00 | 220.25 |
| 8500-11 | Credit Card Fees | 49.50 | 0.00 | 0.00 | 0.00 |
| 8600-11 | Additional Opportunit | 67,172.27 | 71,102.59 | 0.00 | 71,102.59 |
| 8700-11 | Automobile Expenses | 1,213.31 | 362.54 | 0.00 | 362.54 |
| 8750-11 | Meals/Meetings | 252.10 | 63.09 | 0.00 | 63.09 |
| 8810-11 | Dues & Subscriptions | 1,444.72 | 529.38 | 0.00 | 529.38 |
| 8920-11 | Bad Debt | 0.00 | 555.89 | 0.00 | 555.89 |
| 8990-11 | Allocated | 380,810.61 | 349,223.01 | 943.12 | 350,166.13 |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | 943.12 | |
| 100 Total | | <u>2,823,218.21</u> | <u>1,746,644.65</u> | <u>(4,056.88)</u> | <u>1,742,587.77</u> |
| 200 | Conference | | | | |
| 5000-30 | Salaries & Wages - Other | 84,563.16 | 174,009.05 | 0.00 | 174,009.05 |
| 5010-30 | Sales Commissions | 13,174.25 | 2,105.67 | 0.00 | 2,105.67 |
| 5020-30 | P/R - Tax Expense | 7,417.50 | 13,633.86 | 0.00 | 13,633.86 |
| 5030-30 | P/R - Health Insurance Expense | 23,185.60 | 25,792.61 | 0.00 | 25,792.61 |
| 5040-30 | P/R - Workmans Comp | 679.85 | 2,603.80 | 0.00 | 2,603.80 |
| 5060-30 | 401 (k) | 3,603.60 | 6,875.07 | 0.00 | 6,875.07 |
| 5070-30 | Other Benefits and Expenses | 314.37 | 955.35 | 0.00 | 955.35 |
| 5100-30 | Rent - Other | 13,751.88 | 16,957.41 | 0.00 | 16,957.41 |
| 5110-30 | Utilities | 892.18 | 1,127.23 | 0.00 | 1,127.23 |
| 5140-30 | Repairs & Maintenance | 225.00 | 275.00 | 0.00 | 275.00 |
| 5150-30 | Office - Cleaning | 1,719.50 | 1,438.86 | 0.00 | 1,438.86 |
| 5320-30 | Telephone | 3,272.04 | 5,058.30 | 0.00 | 5,058.30 |
| 5420-30 | Mail - USPS - Other | 217.11 | 181.80 | 0.00 | 181.80 |
| 5520-30 | Supplies - Other | 473.15 | 513.41 | 0.00 | 513.41 |
| 5525-30 | Supplies- Computer | 0.00 | 1,232.31 | 0.00 | 1,232.31 |
| 5710-30 | Taxes, Licenses & Fees | 121.10 | 119.79 | 0.00 | 119.79 |
| 5740-30 | Equipment Rental/Leasing | 897.15 | 593.73 | 0.00 | 593.73 |
| 6730-30 | Marketing Cooperative/Media | 126,915.57 | 33,156.04 | 0.00 | 33,156.04 |
| 8200-30 | Associate Relations | 53.56 | 419.48 | 0.00 | 419.48 |
| 8810-30 | Dues & Subscriptions | 3.98 | 0.00 | 0.00 | 0.00 |
| 8990-30 | Allocated | 43,891.97 | 71,734.99 | 452.02 | 72,187.01 |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | 452.02 | |
| 200 Total | | <u>325,372.52</u> | <u>358,783.76</u> | <u>452.02</u> | <u>359,235.78</u> |
| 400 | Visitor Info. Center | | | | |
| 5000-42 | Salaries & Wages - Other | 164,018.18 | 108,599.26 | 0.00 | 108,599.26 |
| 5020-42 | P/R - Tax Expense | 15,295.20 | 10,339.25 | 0.00 | 10,339.25 |
| 5030-42 | P/R - Health Insurance Expense | 21,153.61 | 13,805.97 | 0.00 | 13,805.97 |

| | | | | | |
|------------------|--|--------------------------|--------------------------|----------------------|--------------------------|
| 5040-42 | P/R - Workmans Comp | 5,227.84 | 4,161.03 | 0.00 | 4,161.03 |
| 5060-42 | 401 (k) | 5,631.80 | 4,382.89 | 0.00 | 4,382.89 |
| 5070-42 | Other Benefits and Expenses | 1,022.23 | 973.57 | 0.00 | 973.57 |
| 5100-42 | Rent - Other | 78,271.36 | 76,308.35 | 0.00 | 76,308.35 |
| 5110-42 | Utilities | 5,312.50 | 5,082.93 | 0.00 | 5,082.93 |
| 5115-42 | Freight and Shipping Costs | 3,295.44 | 1,703.30 | 0.00 | 1,703.30 |
| 5140-42 | Repairs & Maintenance | 2,302.50 | 1,237.50 | 0.00 | 1,237.50 |
| 5150-42 | Office - Cleaning | 1,136.40 | 0.00 | 0.00 | 0.00 |
| 5320-42 | Telephone | 2,708.78 | 4,070.63 | 0.00 | 4,070.63 |
| 5420-42 | Mail - USPS - Other | 151.99 | 181.80 | 0.00 | 181.80 |
| 5520-42 | Supplies - Other | 5,432.56 | 4,032.75 | 0.00 | 4,032.75 |
| 5525-42 | Supplies- Computer | 0.00 | 95.34 | 0.00 | 95.34 |
| 5610-42 | Depreciation | 1,407.16 | 0.00 | 0.00 | 0.00 |
| 5700-42 | Equipment Support & Maintenance | 40.74 | 0.00 | 0.00 | 0.00 |
| 5710-42 | Taxes, Licenses & Fees | 403.92 | 31.01 | 0.00 | 31.01 |
| 5740-42 | Equipment Rental/Leasing | 1,522.97 | 1,008.74 | 0.00 | 1,008.74 |
| 5850-42 | Artist of Month - Commissions | 9,927.37 | 3,271.50 | 0.00 | 3,271.50 |
| 5990-42 | POS Inventory Adjustments | 613.80 | 713.21 | 0.00 | 713.21 |
| 6740-42 | Media/Collateral/Production | 413.11 | 3,325.00 | 0.00 | 3,325.00 |
| 6742-42 | Non-NLT Co-Op Marketing Program | 2,430.00 | 2,400.00 | 0.00 | 2,400.00 |
| 8200-42 | Associate Relations | 233.17 | 246.80 | 0.00 | 246.80 |
| 8500-42 | Credit Card Fees | 3,494.58 | 3,496.91 | 0.00 | 3,496.91 |
| 8700-42 | Automobile Expenses | 523.68 | 124.93 | 0.00 | 124.93 |
| 8750-42 | Meals/Meetings | 213.91 | 91.00 | 0.00 | 91.00 |
| 8810-42 | Dues & Subscriptions | 54.89 | 1,529.96 | 0.00 | 1,529.96 |
| 8920-42 | Bad Debt | 49.70 | 0.00 | 0.00 | 0.00 |
| 8990-42 | Allocated | 61,313.08 | 76,850.00 | 484.24 | 77,334.24 |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | 484.24 | |
| 400 Total | | <u>393,602.47</u> | <u>328,063.63</u> | <u>484.24</u> | <u>328,547.87</u> |
| 510 | TMPI | | | | |
| 5000-51 | Salaries & Wages - Other | 4,295.82 | 16,989.77 | 0.00 | 16,989.77 |
| 5020-51 | P/R - Tax Expense | 360.85 | 1,275.82 | 0.00 | 1,275.82 |
| 5030-51 | P/R - Health Insurance Expense | 217.71 | 1,872.58 | 0.00 | 1,872.58 |
| 5040-51 | P/R - Workmans Comp | 19.36 | 85.33 | 0.00 | 85.33 |
| 5070-51 | Other Benefits and Expenses | 20.84 | 9.35 | 0.00 | 9.35 |
| 5100-51 | Rent - Other | 0.00 | 847.87 | 0.00 | 847.87 |
| 5110-51 | Utilities | 0.00 | 52.81 | 0.00 | 52.81 |
| 5140-51 | Repairs & Maintenance | 0.00 | 13.76 | 0.00 | 13.76 |
| 5150-51 | Office - Cleaning | 0.00 | 71.97 | 0.00 | 71.97 |
| 5320-51 | Telephone | 2.50 | 228.15 | 0.00 | 228.15 |
| 5420-51 | Mail - USPS - Other | 0.00 | 9.10 | 0.00 | 9.10 |
| 5520-51 | Supplies - Other | 19,300.20 | 13,823.02 | 0.00 | 13,823.02 |
| 5525-51 | Supplies- Computer | 0.00 | 3.14 | 0.00 | 3.14 |
| 5710-51 | Taxes, Licenses & Fees | 0.00 | 1.49 | 0.00 | 1.49 |
| 5740-51 | Equipment Rental/Leasing | 0.00 | 4.32 | 0.00 | 4.32 |
| 5800-51 | Training Seminars | 0.00 | 150.00 | 0.00 | 150.00 |
| 5910-51 | Professional Fees - Attorneys | 1,720.00 | 0.00 | 0.00 | 0.00 |
| 5921-51 | Professional Fees - Other | 91,496.96 | 109,126.99 | 0.00 | 109,126.99 |
| 8700-51 | Automobile Expenses | 3.88 | 80.17 | 0.00 | 80.17 |
| 8750-51 | Meals/Meetings | 1.29 | 60.58 | 0.00 | 60.58 |
| 8810-51 | Dues & Subscriptions | 3.50 | 67.60 | 0.00 | 67.60 |
| 8910-51 | Travel | 0.00 | 13.42 | 0.00 | 13.42 |
| 8990-51 | Allocated | 18,313.17 | 36,183.09 | 228.00 | 36,411.09 |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | 228.00 | |
| 510 Total | | <u>135,756.08</u> | <u>180,970.33</u> | <u>228.00</u> | <u>181,198.33</u> |
| 600 | Membership | | | | |
| 5000-60 | Salaries & Wages - Other | 67,368.26 | 38,033.01 | 0.00 | 38,033.01 |
| 5001-60 | In-Market Administration | (16,500.00) | 0.00 | 0.00 | 0.00 |
| 5020-60 | P/R - Tax Expense | 7,052.67 | 3,151.92 | 0.00 | 3,151.92 |
| 5030-60 | P/R - Health Insurance Expense | 8,961.96 | 2,802.79 | 0.00 | 2,802.79 |
| 5040-60 | P/R - Workmans Comp | 385.68 | 159.31 | 0.00 | 159.31 |
| 5060-60 | 401 (k) | 2,351.38 | 1,079.63 | 0.00 | 1,079.63 |
| 5070-60 | Other Benefits and Expenses | 272.79 | 237.27 | 0.00 | 237.27 |
| 5100-60 | Rent - Other | 7,648.18 | 6,737.54 | 0.00 | 6,737.54 |
| 5110-60 | Utilities | 423.78 | 406.27 | 0.00 | 406.27 |
| 5140-60 | Repairs & Maintenance | 106.90 | 114.15 | 0.00 | 114.15 |
| 5150-60 | Office - Cleaning | 816.76 | 503.79 | 0.00 | 503.79 |
| 5320-60 | Telephone | 1,439.21 | 1,462.31 | 0.00 | 1,462.31 |
| 5420-60 | Mail - USPS - Other | 103.12 | 58.19 | 0.00 | 58.19 |
| 5520-60 | Supplies - Other | 622.55 | 573.64 | 0.00 | 573.64 |
| 5525-60 | Supplies- Computer | 0.00 | 36.84 | 0.00 | 36.84 |
| 5710-60 | Taxes, Licenses & Fees | 13.83 | 22.71 | 0.00 | 22.71 |
| 5740-60 | Equipment Rental/Leasing | 1,152.96 | 723.11 | 0.00 | 723.11 |
| 6423-60 | Membership Activities - Other | 2,189.22 | 3,150.00 | 0.00 | 3,150.00 |
| 6434-60 | Community Awards Dinner | 1,222.18 | 295.00 | 0.00 | 295.00 |
| 6436-60 | Membership - Wnt/Sum Rec Lunch | 633.00 | 0.00 | 0.00 | 0.00 |
| 6437-60 | Tuesday Morning Breakfast Club | 2,723.63 | 0.00 | 0.00 | 0.00 |
| 6442-60 | Public Relations/Website/Digita | 5,501.94 | 6,039.99 | 0.00 | 6,039.99 |

| | | | | | |
|--------------------------|---|------------------------------|------------------------------|--------------------------|------------------------------|
| 6742-60 | Non-NLT Co-Op Marketing Program | 2,350.00 | 0.00 | 0.00 | 0.00 |
| 8200-60 | Associate Relations | 189.87 | 181.19 | 0.00 | 181.19 |
| 8500-60 | Credit Card Fees | 1,385.11 | 554.40 | 0.00 | 554.40 |
| 8700-60 | Automobile Expenses | 299.16 | 197.73 | 0.00 | 197.73 |
| 8750-60 | Meals/Meetings | 368.26 | 7.69 | 0.00 | 7.69 |
| 8810-60 | Dues & Subscriptions | 123.50 | 205.50 | 0.00 | 205.50 |
| 8910-60 | Travel | 0.00 | 6.70 | 0.00 | 6.70 |
| 8920-60 | Bad Debt | 25,646.71 | 27,078.89 | 0.00 | 27,078.89 |
| 8990-60 | Allocated | 19,468.58 | 23,681.12 | (87.38) | 23,593.74 |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | (87.38) | |
| 600 Total | | <u>144,321.19</u> | <u>117,500.69</u> | <u>(87.38)</u> | <u>117,413.31</u> |
| 700 | Administration | | | | |
| 5000-70 | Salaries & Wages - Other | 297,637.11 | 329,151.43 | 0.00 | 329,151.43 |
| 5020-70 | P/R - Tax Expense | 25,288.41 | 24,531.97 | 0.00 | 24,531.97 |
| 5030-70 | P/R - Health Insurance Expense | 22,895.91 | 36,839.09 | 0.00 | 36,839.09 |
| 5040-70 | P/R - Workmans Comp | 467.87 | (138.97) | 0.00 | (138.97) |
| 5060-70 | 401 (k) | 9,064.59 | (8,235.93) | 0.00 | (8,235.93) |
| 5070-70 | Other Benefits and Expenses | 14,084.15 | 1,367.61 | 0.00 | 1,367.61 |
| 5100-70 | Rent - Other | 28,345.14 | 32,279.17 | 0.00 | 32,279.17 |
| 5110-70 | Utilities | 1,577.30 | 1,894.28 | 0.00 | 1,894.28 |
| 5140-70 | Repairs & Maintenance | 4,089.31 | 5,325.98 | 0.00 | 5,325.98 |
| 5150-70 | Office - Cleaning | 3,042.39 | 2,408.16 | 0.00 | 2,408.16 |
| 5320-70 | Telephone | 9,974.23 | 11,932.59 | 0.00 | 11,932.59 |
| 5420-70 | Mail - USPS - Other | 924.54 | 770.36 | 0.00 | 770.36 |
| 5480-70 | Mail - Fed Ex | 20.53 | 0.00 | 0.00 | 0.00 |
| 5510-70 | Insurance/Bonding | 10,480.21 | 9,621.29 | 0.00 | 9,621.29 |
| 5520-70 | Supplies - Other | 5,559.82 | 4,474.87 | 0.00 | 4,474.87 |
| 5525-70 | Supplies- Computer | 855.48 | 4,981.02 | 0.00 | 4,981.02 |
| 5610-70 | Depreciation | 0.24 | 1,374.84 | 0.00 | 1,374.84 |
| 5700-70 | Equipment Support & Maintenance | 22,911.15 | 26,845.08 | 0.00 | 26,845.08 |
| 5710-70 | Taxes, Licenses & Fees | 11,272.69 | 12,945.95 | 0.00 | 12,945.95 |
| 5740-70 | Equipment Rental/Leasing | 6,798.97 | 1,482.16 | 0.00 | 1,482.16 |
| 5800-70 | Training Seminars | 89.00 | 376.30 | 0.00 | 376.30 |
| 5910-70 | Professional Fees - Attorneys | 3,340.00 | 7,320.00 | 2,020.00 | 9,340.00 |
| CAJE 2 | to record June 2021 legal expense and related effect on allocation/Placer revenue | | | 2,020.00 | |
| 5920-70 | Professional Fees - Accountant | 21,825.00 | 21,800.00 | 0.00 | 21,800.00 |
| 5921-70 | Professional Fees - Other | 1.17 | 0.00 | 0.00 | 0.00 |
| 6742-70 | Non-NLT Co-Op Marketing Program | 371.25 | 0.00 | 0.00 | 0.00 |
| 7500-70 | Trade Shows/Travel | 1,951.47 | 245.96 | 0.00 | 245.96 |
| 8200-70 | Associate Relations | 431.84 | 2,283.51 | 0.00 | 2,283.51 |
| 8300-70 | Board Functions | 10,565.40 | 4,623.59 | 0.00 | 4,623.59 |
| 8500-70 | Credit Card Fees | 175.00 | 0.00 | 0.00 | 0.00 |
| 8600-70 | Additional Opportunites | 1,300.00 | 0.00 | 0.00 | 0.00 |
| 8700-70 | Automobile Expenses | 459.30 | 1,530.74 | 0.00 | 1,530.74 |
| 8750-70 | Meals/Meetings | 533.67 | 344.99 | 0.00 | 344.99 |
| 8810-70 | Dues & Subscriptions | 7,463.77 | 19,044.91 | 0.00 | 19,044.91 |
| 8910-70 | Travel | 0.00 | 114.04 | 0.00 | 114.04 |
| 8920-70 | Bad Debt | 0.50 | 137.22 | 0.00 | 137.22 |
| 8990-70 | Allocated | (523,797.41) | (557,672.21) | (2,020.00) | (559,692.21) |
| CAJE 2 | to record June 2021 legal expense and related effect on alloca | | | (2,020.00) | |
| 700 Total | | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Leadsheet codes | | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| Net Income (Loss) | | <u>6,861.56</u> | <u>28,430.15</u> | | <u>28,517.53</u> |
| Total Assets | | <u>1,176,847.48</u> | <u>2,445,981.11</u> | <u>5,098.38</u> | <u>2,451,079.49</u> |
| Total Liabilities | | <u>(712,136.41)</u> | <u>(1,945,573.89)</u> | <u>(5,011.00)</u> | <u>(1,950,584.89)</u> |
| Total Equity | | <u>(457,849.51)</u> | <u>(471,977.07)</u> | <u>0.00</u> | <u>(471,977.07)</u> |
| Total Revenue | | <u>(3,890,145.74)</u> | <u>(2,816,696.12)</u> | <u>2,892.62</u> | <u>(2,813,803.50)</u> |
| Total Expense | | <u>3,883,284.18</u> | <u>2,788,265.97</u> | <u>(2,980.00)</u> | <u>2,785,285.97</u> |

Client: NORTH LAKE TAHOE RESORT ASSOCIATION
Engagement: 6-30-21 Audit North Lake Tahoe Resort Association
Current Period: 06/30/2021
Workpaper: Adjusting Journal Entries

| Account | Description | Workpaper Reference | Debit | Credit | Net Income Effect |
|---|-------------------------------|---------------------|-------------------------|-------------------------|---------------------|
| 01 | | A-10 | | | |
| to reclassify reissued checks to AP as of year end | | | | | |
| 1003-00 | Cash - Operations BOTW #6712 | | 5,098.38 | 0.00 | |
| 2000-00 | Accounts Payable | | <u>0.00</u> | <u>5,098.38</u> | |
| Total | | | <u>5,098.38</u> | <u>5,098.38</u> | <u>0.00</u> |
| 02 | | UV-20 | | | |
| to record disposal of fixed assets no longer held t | | | | | |
| 1701-00 | Accum. Depr. - Furn & Fix | | 1,958.49 | 0.00 | |
| 1700-00 | Furniture & Fixtures | | 0.00 | 1,958.49 | |
| 1751-00 | Accum. Amort. - Software | | 14,286.52 | 0.00 | |
| 1750-00 | Computer Software | | <u>0.00</u> | <u>14,286.52</u> | |
| Total | | | <u>16,245.01</u> | <u>16,245.01</u> | <u>0.00</u> |
| 03 | | TT-10 | | | |
| to true up net assets | | | | | |
| 3200-00 | Unrestricted Net Assets | | 591.00 | 0.00 | |
| 3301-00 | Cash Flow Reserve | | <u>0.00</u> | <u>591.00</u> | |
| Total | | | <u>591.00</u> | <u>591.00</u> | <u>0.00</u> |
| CAJE 1 | | | | | |
| to record \$5k spartan refund | | | | | |
| 2250-00 | Accrued Expenses | | 5,000.00 | 0.00 | |
| 6421-06 | Spartan | | 0.00 | 5,000.00 | |
| 4050-11 | County of Placer TOT Funding | | 5,000.00 | 0.00 | |
| 2900-00 | Due To/From County of Placer | | <u>0.00</u> | <u>5,000.00</u> | |
| Total | | | <u>10,000.00</u> | <u>10,000.00</u> | <u>0.00</u> |
| CAJE 2 | | | | | |
| to record June 2021 legal expense and related eff | | | | | |
| 5910-70 | Professional Fees - Attorneys | | 2,020.00 | 0.00 | |
| 2000-00 | Accounts Payable | | 0.00 | 2,020.00 | |
| 8990-11 | Allocated | | 943.12 | 0.00 | |
| 8990-30 | Allocated | | 452.02 | 0.00 | |
| 8990-42 | Allocated | | 484.24 | 0.00 | |
| 8990-51 | Allocated | | 228.00 | 0.00 | |
| 8990-60 | Allocated | | 0.00 | 87.38 | |
| 8990-70 | Allocated | | 0.00 | 2,020.00 | |
| 2900-00 | Due To/From County of Placer | | 2,107.38 | 0.00 | |
| 4050-11 | County of Placer TOT Funding | | 0.00 | 943.12 | |
| 4050-30 | County of Placer TOT Funding | | 0.00 | 452.02 | |
| 4050-42 | County of Placer TOT Funding | | 0.00 | 484.24 | |
| 4050-51 | County of Placer TOT Funding | | <u>0.00</u> | <u>228.00</u> | |
| Total | | | <u>6,234.76</u> | <u>6,234.76</u> | <u>87.38</u> |
| GRAND TOTAL | | | <u>38,169.15</u> | <u>38,169.15</u> | <u>87.38</u> |

NORTH LAKE TAHOE MARKETING COOPERATIVE

A Participant Cooperative Agreement

Between

North Lake Tahoe Resort Association, Inc., California

&

The Lake Tahoe Incline Village Crystal Bay Visitors Bureau, Nevada

FINANCIAL STATEMENTS

AND

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

June 30, 2021

NORTH LAKE TAHOE MARKETING COOPERATIVE

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DRAFT

McCLINTOCK ACCOUNTANCY CORPORATION

ROBERT J. McCLINTOCK, CPA
KENDALL GALKA, CPA
ALICE HAHN

JAIME GIGNOUX, CPA
KELLEY ALTICK, CPA

305 WEST LAKE BOULEVARD
P.O. Box 6179
TAHOE CITY, CA 96145
TELEPHONE: 530-583-6994
FAX: 530-583-5405

INDEPENDENT ACCOUNTANTS' REVIEW REPORT

To the Officers and Directors of
North Lake Tahoe Marketing Cooperative

We have reviewed the accompanying financial statements of North Lake Tahoe Marketing Cooperative (a participant agreement), which comprise the statement of financial position as of June 30, 2021, and the related statements of activities and changes in net assets, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements. A review includes primarily applying analytical procedures to management's financial data and making inquiries of management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error.

Accountants' Responsibility

Our responsibility is to conduct the review engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. Those standards require us to perform procedures to obtain limited assurance as a basis for reporting whether we are aware of any material modifications that should be made to the financial statements for them to be in accordance with accounting principles generally accepted in the United States of America. We believe that the results of our procedures provide a reasonable basis for our conclusion.

Accountant's Conclusion

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

McCLINTOCK ACCOUNTANCY CORPORATION
Tahoe City, California
October 20, 2021

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NORTH LAKE TAHOE MARKETING COOPERATIVE

Exhibit A

STATEMENT OF FINANCIAL POSITION

June 30, 2021

(See Independent Accountants' Review Report)

| | <u>2021</u> |
|---|--------------------------|
| ASSETS | |
| Current Assets: | |
| Cash and cash equivalents | \$ 216,721 |
| Prepaid expenses | <u>40,310</u> |
| Total Assets (all current) | <u><u>\$ 257,031</u></u> |
| LIABILITIES AND NET ASSETS | |
| LIABILITIES | |
| Current Liabilities: | |
| Accounts payable | \$ 58,709 |
| Accounts payable - related party (Note 5) | <u>5,654</u> |
| Total Liabilities (all current) | <u>64,363</u> |
| NET ASSETS | |
| Without Donor Restrictions | <u>192,668</u> |
| Total Net Assets | <u>192,668</u> |
| Total Liabilities and Net Assets | <u><u>\$ 257,031</u></u> |

The accompanying notes are an integral part of these statements.

NORTH LAKE TAHOE MARKETING COOPERATIVE
STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS
For the Year Ended June 30, 2021

Exhibit B

(See Independent Accountants' Review Report)

| | 2021 |
|--|------------|
| CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS: | |
| Increases in Net Assets Without Donor Restrictions | |
| Participant agreement contribution | \$ 674,405 |
| LTIVCBVB Travel Nevada grant | 44,000 |
| LTIVCBVB Entertainment | 6,000 |
| Other revenue | 1,200 |
| Total revenue without donor restrictions | 725,605 |
| Decreases in Net Assets Without Donor Restrictions | |
| Public relations | 186,749 |
| Leisure sales | 31,767 |
| Conference sales | 98,692 |
| Trade shows | 21,189 |
| Website content/social media | 111,966 |
| Committed/admin | 196,902 |
| Consumer marketing | 372,655 |
| Total expenses | 1,019,920 |
| Decrease in Net Assets Without Donor Restrictions | (294,315) |
| NET ASSETS WITHOUT DONOR RESTRICTIONS | |
| Beginning of Year | 486,983 |
| End of Year | \$ 192,668 |

The accompanying notes are an integral part of these statements.

NORTH LAKE TAHOE MARKETING COOPERATIVE

Exhibit C

STATEMENT OF FUNCTIONAL EXPENSES

For the Year Ended June 30, 2021

(See Independent Accountants' Review Report)

| | | 2021 | | | | | | | |
|-----------|---------------------|-------------------|---------------------|------------------|--------------------------------------|---------------------|-----------------------|-------------------|---------------------|
| | | Program Services | | | | | | | |
| | Public Relations | Leisure Sales | Conference Sales | Trade Shows | Website Content & Social Media | Committed/ Admin | Consumer Marketing | Total | |
| Expenses | | \$ 186,749 | \$ 31,767 | \$ 98,692 | \$ 21,189 | \$ 111,966 | \$ 196,902 | \$ 372,655 | \$ 1,019,920 |
| Marketing | | <u>\$ 186,749</u> | <u>\$ 31,767</u> | <u>\$ 98,692</u> | <u>\$ 21,189</u> | <u>\$ 111,966</u> | <u>\$ 196,902</u> | <u>\$ 372,655</u> | <u>\$ 1,019,920</u> |

The accompanying notes are an integral part of these statements.

NORTH LAKE TAHOE MARKETING COOPERATIVE

Exhibit D

STATEMENT OF CASH FLOWS

For the Year Ended June 30, 2021

(See Independent Accountants' Review Report)

| | <u>2021</u> |
|--|--------------------------|
| CASH FLOWS FROM OPERATING ACTIVITIES | |
| Decrease in net assets without donor restrictions | \$ (294,315) |
| Reconciliation of change in net assets to cash used by operating activities | |
| Changes in operating assets and liabilities: | |
| Accounts receivable | 38,760 |
| Due to/from related party | 5,410 |
| Prepaid expenses | (31,990) |
| Accounts payable | <u>7,075</u> |
| Net Cash Used by Operating Activities | <u>(275,060)</u> |
| Net Decrease in Cash and Cash Equivalents | (275,060) |
| Cash and Cash Equivalents, Beginning of Year | <u>491,781</u> |
| Cash and Cash Equivalents, End of Year | <u><u>\$ 216,720</u></u> |

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NORTH LAKE TAHOE MARKETING COOPERATIVE

NOTES TO FINANCIAL STATEMENTS

June 30, 2021

(See Independent Accountants' Review Report)

1. Form of Organization

North Lake Tahoe Marketing Cooperative (the "Cooperative") is a cooperative agreement established by its participants, North Lake Tahoe Resort Association ("NLTRA") and The Lake Tahoe Incline Village Crystal Bay Visitor Bureau ("LTIVCBVB"), public non-profit corporations that receive Transient Occupancy Tax ("TOT") funds from their respective political jurisdictions for the purposes of marketing the North Lake Tahoe region. The union of the participants is to create the objective of combining funds to market and position the region as one tourism destination through the vehicle of the Cooperative. The agreement of the Cooperative remains in effect until canceled in writing by one of the participants.

A Cooperative Marketing Committee was formed and its elected representatives meet, coordinate and implement the terms and conditions of the marketing cooperative effort. Annual funding contributions are made by each participant on an annual basis.

2. Summary of Significant Accounting Policies

- A. The financial statements of the Cooperative have been prepared on the accrual basis of accounting in which revenue is recognized when earned and expenses are recognized when incurred.
- B. Functional expenses are charged to programs based on an allocation determined by management.
- C. The preparation of financial statements in conformity with U.S. generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.
- D. In order to provide information about liquidity, assets have been sequenced according to their nearness to conversion to cash and liabilities have been sequenced according to the nearness of their maturity and resulting use of cash.
- E. Accounts receivable consists of amounts due from various conference and leisure sales properties that owe amounts based upon an agreement to share in costs of travel and other expenditures. The Cooperative does not charge interest on delinquent receivables. Accordingly, no allowance for doubtful accounts has been provided.
- F. All net asset balances are classified as without donor restriction. Net assets are not subject to imposed restriction or restrictions that have expired.

NORTH LAKE TAHOE MARKETING COOPERATIVE

NOTES TO FINANCIAL STATEMENTS

June 30, 2021

(See Independent Accountants' Review Report)

- G. For purposes of the statement of cash flows, the Cooperative considers all cash held within its checking account to be cash equivalents.
- H. The carrying amount of financial instruments, including cash, accounts receivable and accounts payable approximates their fair value due to the short term maturities of these instruments.
- I. Advertising costs are expensed as incurred.
- J. The Cooperative has adopted the provisions of Accounting Standards Codification Topic 606, Revenue from Contracts with Customers, ("Topic 606" in the Accounting Standards Codification (ASC)). Topic 606 superseded the revenue recognition requirements in FASB ASC 972-605, Revenue Recognition. Under Topic 606, the Cooperative must identify a contract with a customer, among other things, and recognize revenue as the Cooperative satisfies a performance obligation.

Cooperative participants contribute funds each year for the Cooperative's operating expenses. The Cooperative has considered Topic 606 and concluded that Cooperative participants are not customers as defined in the ASC. As such, all contributions are recognized in the period in which it is contributed, regardless of whether it is collected or expended.

- K. The COVID-19 outbreak in the United States has caused varying degrees of disruption across substantially all businesses. The full impact of the COVID-19 outbreak continues to evolve as of the date of this report. It is at least possible that the Cooperative may experience adverse effects from the outbreak. The related financial impact to the Cooperative is unknown at this time, and therefore no provisions have been reflected in the accompanying financial statements.

3. Designated Net Assets

The Cooperative did not designate net assets to any restricted purpose at June 30, 2021.

4. Concentration of Credit Risk

The Association maintains its cash account in bank demand deposits. At June 30, 2021, the aggregate balance of this account exceeded the federally insured (FDIC) limit by \$120,917.

5. Concentration of Revenue

Support from the NLTRA was 58% and support from LTIVCBVB was 36% of the Cooperative's total revenues and support for the year ended June 30, 2021. Each participant agrees annually to contribute a minimum amount based upon a funding

NORTH LAKE TAHOE MARKETING COOPERATIVE

NOTES TO FINANCIAL STATEMENTS

June 30, 2021

(See Independent Accountants' Review Report)

formula calculated from year-to-year. At June 30, 2021, \$4,881 was due to NLTRA and \$773 was due to LTIVCBVB.

6. Liquidity

The Cooperative has \$257,031 of financial assets available within one year of the balance sheet date to meet cash needs for general expenditures consisting of cash and cash equivalents of \$216,721 along with \$40,310 in other assets. None of the financial assets are subject to donor or other contractual restrictions that make them unavailable for general expenditure within one year of the balance sheet date. The Cooperative manages its financial assets to be available as its general expenditures, liabilities and other obligations come due.

7. Subsequent Events

Subsequent events have been evaluated by management through October 20, 2021 the date that the statements were available for issuance.

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Trial Balance June 30, 2021 NLTRA MARKETING CO OP

| Code | Account | Description | Report 6/30/2020 | Unadjusted 6/30/2021 | Adjusting JE 6/30/2021 | Report 6/30/2021 |
|------------------|---------|--|-----------------------|-------------------------|---------------------------|---------------------|
| A | | Cash and Cash Equivalents | | | | |
| | 1000-00 | Cash | 491,680.56 | 216,621.13 | 0.00 | 216,621.00 |
| | 1350-00 | Security Deposits | 100.00 | 100.00 | 0.00 | 100.00 |
| A Total | | | <u>491,780.56</u> | <u>216,721.13</u> | <u>0.00</u> | <u>216,721.00</u> |
| B | | Accts Receivable | | | | |
| | 1200-00 | Accounts Receivable | 1,335.30 | 0.00 | 0.00 | 0.00 |
| | 1200-99 | Accounts Receivable - Other | 25,720.00 | 0.00 | 0.00 | 0.00 |
| | 1300-00 | Reimbursements Receivable | 11,705.00 | 0.00 | 0.00 | 0.00 |
| B Total | | | <u>38,760.30</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| B-3 | | Related Party Receivable | | | | |
| | 1250-00 | Related party receivable/payable | (243.57) | 0.00 | (5,654.24) | (5,654.00) |
| | PAJE01 | To reclassify related party payables | | | (5,654.24) | |
| B-3 Total | | | <u>(243.57)</u> | <u>0.00</u> | <u>(5,654.24)</u> | <u>(5,654.00)</u> |
| L | | Prepaid Exp and Other | | | | |
| | 1400-00 | Prepaid Expenses | 8,321.00 | 43,484.73 | (3,174.73) | 40,310.00 |
| | PAJE02 | To adjust Arrivalist prepaid expense balance | | | (3,174.73) | |
| L Total | | | <u>8,321.00</u> | <u>43,484.73</u> | <u>(3,174.73)</u> | <u>40,310.00</u> |
| AA | | Accounts Payable | | | | |
| | 2000-00 | Accounts Payable | (51,634.93) | (64,362.40) | 5,654.24 | (58,709.00) |
| | PAJE01 | To reclassify related party payables | | | 5,654.24 | |
| AA Total | | | <u>(51,634.93)</u> | <u>(64,362.40)</u> | <u>5,654.24</u> | <u>(58,709.00)</u> |
| TT | | Unrestricted Net Assets | | | | |
| | 3200-00 | Unrestricted Net Assets | (24,842.04) | (486,983.36) | 0.00 | (486,983.00) |
| TT Total | | | <u>(24,842.04)</u> | <u>(486,983.36)</u> | <u>0.00</u> | <u>(486,983.00)</u> |
| 10 | | Grant Revenue | | | | |
| | 4000-00 | LTIVCBVB Funding | (842,000.00) | (252,553.38) | 0.00 | (252,553.00) |
| | 4001-00 | NLTRA Funding | (1,503,362.00) | (421,850.25) | 0.00 | (421,852.00) |
| | 4004-00 | IVCBVB Entertainment | (8,000.00) | (6,000.00) | 0.00 | (6,000.00) |
| | 4099-00 | Revenue - Other | 0.00 | (45,200.00) | 0.00 | (45,200.00) |
| 10 Total | | | <u>(2,353,362.00)</u> | <u>(725,603.63)</u> | <u>0.00</u> | <u>(725,605.00)</u> |
| 20 | | Public Relations | | | | |
| | 5200-01 | Strategy, Reporting, Mgmt, Etc. | 23,400.00 | 18,000.00 | 0.00 | 18,000.00 |
| | 5201-00 | National, Regional, & Local PR | 49,250.00 | 0.00 | 0.00 | 0.00 |
| | 5202-00 | PR Program/ Content Dev - Blogs | 21,000.00 | 12,500.00 | 0.00 | 12,500.00 |
| | 5202-01 | Rich Content Development | 18,975.00 | 20,500.00 | 0.00 | 20,500.00 |
| | 5204-00 | Media Mission(s) | 8,823.11 | 827.87 | 0.00 | 828.00 |
| | 5206-00 | Digital Buy/ Social Media Boost | 4,286.00 | 6,000.00 | 0.00 | 6,000.00 |
| | 5207-00 | Content Campaigns/Tools-My Emma | 3,600.00 | 3,600.00 | 0.00 | 3,600.00 |
| | 5208-00 | International Travel Media FAMS | 5,252.35 | 0.00 | 0.00 | 0.00 |
| | 5208-01 | Int'l FAM Hard Cost | 2,107.97 | 0.00 | 0.00 | 0.00 |
| | 5208-02 | Int'l Media Retainer | 2,650.00 | 0.00 | 0.00 | 0.00 |
| | 5209-00 | Domestic Travel Media FAMS | 19,773.06 | 11,415.86 | 0.00 | 11,416.00 |
| | 5210-00 | Content Dev - Newsletters | 21,600.00 | 19,800.00 | 0.00 | 19,800.00 |
| | 5211-00 | Social Media Strategy & Mgmt | 48,000.00 | 48,000.00 | 0.00 | 48,000.00 |
| | 5212-00 | Social Giveaways & Contests | 6,153.62 | 4,613.66 | 0.00 | 4,614.00 |
| | 5213-00 | Facebook Live | 2,500.00 | 262.03 | 0.00 | 262.00 |
| | 5214-00 | Social Takeover | 7,951.75 | 14,889.20 | 0.00 | 14,889.00 |
| | 5216-00 | PR Content Development + Distri | 0.00 | 8,846.81 | 0.00 | 8,847.00 |
| | 5218-00 | Crisis Communication / Training | 0.00 | 5,000.00 | 0.00 | 5,000.00 |
| | 5221-00 | Photography & Video Asset Dev | 0.00 | 10,500.00 | 0.00 | 10,500.00 |
| | 5222-00 | Media Tracking / Membership | 0.00 | 1,816.00 | 0.00 | 1,816.00 |
| | 5280-00 | PR Meals / Entertainment | 0.00 | 177.13 | 0.00 | 177.00 |
| 20 Total | | | <u>245,322.86</u> | <u>186,748.56</u> | <u>0.00</u> | <u>186,749.00</u> |
| 40 | | Leisure Sales | | | | |
| | 5107-00 | Creative Production | 3,944.12 | 150.00 | 0.00 | 150.00 |
| | 5112-00 | Training / Sales Calls | 4,028.20 | 1,493.88 | 0.00 | 1,494.00 |
| | 5113-00 | Additional Opportunities | 3,392.02 | 0.00 | 0.00 | 0.00 |
| | 5115-00 | Travel Agent Incentive Program | 1,500.00 | 0.00 | 0.00 | 0.00 |
| | 5120-00 | Domestic - Trade Shows | 5,504.87 | 0.00 | 0.00 | 0.00 |
| | 5131-00 | FAMS -Intl - Travel Trade | 2,392.35 | 416.43 | 0.00 | 416.00 |
| | 5132-00 | FAMS -Intl - Media | 35.08 | 0.00 | 0.00 | 0.00 |
| | 5134-00 | Int Marketing - Additional Opp | 11,921.32 | 0.00 | 0.00 | 0.00 |
| | 5136-00 | Tour Operator Brochure Support | 2,000.00 | 0.00 | 0.00 | 0.00 |
| | 5137-00 | Co-op Opportunities | 8,266.41 | 10,000.00 | 0.00 | 10,000.00 |

| | | | | | | |
|-----------------|---------|--|--------------------------|--------------------------|--------------------|--------------------------|
| | 5142-00 | UK Sales Mission | 2,176.93 | 0.00 | 0.00 | 0.00 |
| | 5143-00 | Mountain Travel Symposium | 37.93 | 995.00 | 0.00 | 995.00 |
| | 5144-00 | IPW-POW WOW | 257.16 | 0.00 | 0.00 | 0.00 |
| | 5145-00 | TIA Annual Dues | 2,695.00 | 2,550.00 | 0.00 | 2,550.00 |
| | 5146-00 | UK / Black Diamond | 27,500.01 | 0.00 | 0.00 | 0.00 |
| | 5147-00 | AUS / Gate 7 | 26,469.00 | 13,494.95 | 0.00 | 13,495.00 |
| | 5149-00 | Mexico Program | 2,490.81 | 0.00 | 0.00 | 0.00 |
| | 5150-00 | China Program | 154.17 | 0.00 | 0.00 | 0.00 |
| | 5154-00 | Canada - other | 16,859.94 | 1,500.00 | 0.00 | 1,500.00 |
| | 5154-01 | Canada Sales Mission | 6,409.18 | 0.00 | 0.00 | 0.00 |
| | 5155-00 | California Star Program | 2,333.30 | 1,166.68 | 0.00 | 1,167.00 |
| | 5156-00 | German Trade Representation | 19,560.31 | 0.00 | 0.00 | 0.00 |
| 40 Total | | | <u>149,928.11</u> | <u>31,766.94</u> | <u>0.00</u> | <u>31,767.00</u> |
| 45 | | Conference Sales | | | | |
| | 6002-00 | Destination Print | 17,260.00 | 2,500.00 | 0.00 | 2,500.00 |
| | 6004-00 | Email | 2,550.00 | 0.00 | 0.00 | 0.00 |
| | 6005-00 | Paid Media | 6,276.18 | 38,364.15 | 0.00 | 38,364.00 |
| | 6006-00 | CVENT | 11,289.76 | 10,678.00 | 0.00 | 10,678.00 |
| | 6007-00 | Creative Production | 14,536.11 | 21,063.19 | 0.00 | 21,063.00 |
| | 6008-00 | Conference PR / Social Outreach | 8,400.00 | 0.00 | 0.00 | 0.00 |
| | 6015-00 | MCC National Memberships | 0.00 | 399.00 | 0.00 | 399.00 |
| | 6016-00 | MCC Search Engine Marketing | 3,408.21 | 2,452.50 | 0.00 | 2,453.00 |
| | 6018-00 | MCC Media Commission | 5,840.88 | 6,908.52 | 0.00 | 6,909.00 |
| | 6018-01 | MCC Digital Ad Serving | 1.26 | 76.52 | 0.00 | 77.00 |
| | 6019-00 | Conference Direct Partnership | 0.00 | 7,000.04 | 0.00 | 7,000.00 |
| | 6128-00 | HelmsBriscoe Strategic Partner | 6,916.63 | 6,999.96 | 0.00 | 7,000.00 |
| | 6152-00 | Client Events / Opportunities | 10,789.44 | 136.79 | 0.00 | 137.00 |
| | 6153-00 | Chicago Sales Rep Support | 2,027.29 | 2,112.15 | 0.00 | 2,112.00 |
| 45 Total | | | <u>89,295.76</u> | <u>98,690.82</u> | <u>0.00</u> | <u>98,692.00</u> |
| 46 | | Trade Shows | | | | |
| | 6100-00 | TRADE SHOWS | 250.00 | 0.00 | 0.00 | 0.00 |
| | 6111-00 | Site Inspections | 2,460.25 | 764.83 | 0.00 | 765.00 |
| | 6116-00 | CalSAE Seasonal Spectacular | 6,361.06 | 1,099.00 | 0.00 | 1,099.00 |
| | 6118-00 | ASAE Annual | 6,511.38 | 0.00 | 0.00 | 0.00 |
| | 6120-00 | AFW Client Event | 1,168.39 | 0.00 | 0.00 | 0.00 |
| | 6120-01 | Sac River Cats Client Event | 1,187.41 | 0.00 | 0.00 | 0.00 |
| | 6127-00 | CalSAE Annual | 1,022.07 | 3,070.75 | 0.00 | 3,071.00 |
| | 6143-00 | Connect Marketplace | 3,814.74 | 4,900.00 | 0.00 | 4,900.00 |
| | 6151-00 | Destination CA | 0.00 | 25.90 | 0.00 | 26.00 |
| | 6154-00 | HelmsBriscoe ABC | 5,316.80 | 730.10 | 0.00 | 730.00 |
| | 6156-00 | Connect California | 280.96 | 8,328.07 | 0.00 | 8,328.00 |
| | 6156-04 | Connect Georgia | 5,733.39 | 0.00 | 0.00 | 0.00 |
| | 6157-00 | HPN Partner Conference | 4,299.45 | 1,175.00 | 0.00 | 1,175.00 |
| | 6160-00 | AllThingsMeetings Silcon Valley | 510.76 | 675.00 | 0.00 | 675.00 |
| | 6161-00 | Connect Southwest | 5,057.32 | 0.00 | 0.00 | 0.00 |
| | 6162-00 | Connect Tech & Medical | 4,748.61 | 0.00 | 0.00 | 0.00 |
| | 6163-00 | Connect Financial | 7,961.19 | 0.00 | 0.00 | 0.00 |
| | 6165-00 | Bay Area Client Appreciation | (750.00) | 0.00 | 0.00 | 0.00 |
| | 6167-00 | Nor Cal DMO | 489.00 | 420.00 | 0.00 | 420.00 |
| | 6168-00 | Sacramento/Roseville TopGolf | 1,144.42 | 0.00 | 0.00 | 0.00 |
| | 6171-00 | Outdoor Retailer | 105.10 | 0.00 | 0.00 | 0.00 |
| | 6173-00 | Connect NYC | 324.96 | 0.00 | 0.00 | 0.00 |
| 46 Total | | | <u>57,997.26</u> | <u>21,188.65</u> | <u>0.00</u> | <u>21,189.00</u> |
| 50 | | Website Content/Social Me | | | | |
| | 8002-00 | Content Manager Contractor | 51,000.00 | 51,051.94 | 0.00 | 51,052.00 |
| | 8003-00 | Website Hosting Maintenance | 65,302.26 | 60,914.26 | 0.00 | 60,914.00 |
| 50 Total | | | <u>116,302.26</u> | <u>111,966.20</u> | <u>0.00</u> | <u>111,966.00</u> |
| 60 | | Committed & Admin Expense | | | | |
| | 5008-00 | Cooperative Programs | 33,558.60 | 13,996.35 | 0.00 | 13,996.00 |
| | 5009-00 | Fulfillment / Mail | 9,131.89 | 1,897.81 | 0.00 | 1,898.00 |
| | 5021-00 | RASC-Reno Air Service Corp | 75,000.00 | 50,000.00 | 0.00 | 50,000.00 |
| | 5122-00 | SSMC Shipping - Sierra Ski Mkt | 5.03 | 0.00 | 0.00 | 0.00 |
| | 5123-00 | HSVC - High Sierra Visitors | 2,000.04 | 1,666.70 | 0.00 | 1,667.00 |
| | 7000-00 | COMMITTED & ADMIN EXPENSES | 324.99 | 0.00 | 0.00 | 0.00 |
| | 7001-00 | Miscellaneous | 253.04 | 0.00 | 0.00 | 0.00 |
| | 7002-00 | CRM Subscription | 7,499.98 | 10,624.97 | 0.00 | 10,625.00 |
| | 7003-00 | IVCBVB Entertainment Fund | 2,258.40 | 1,162.73 | 0.00 | 1,163.00 |
| | 7004-00 | Research | 30,030.02 | 27,986.99 | 3,174.73 | 31,162.00 |
| | PAJE02 | To adjust Arrivalist prepaid expense balance | | | 3,174.73 | |
| | 7005-00 | Film Festival | 15,000.00 | 15,000.00 | 0.00 | 15,000.00 |
| | 7006-00 | Special Events | 30,000.00 | 2,615.39 | 0.00 | 2,615.00 |
| | 7007-00 | Destimetrics / DMX | 33,350.00 | 29,326.28 | 0.00 | 29,326.00 |
| | 7008-00 | Opportunistic Funds | 34,373.27 | 2,631.19 | 0.00 | 2,631.00 |
| | 7009-00 | Tahoe Cam Usage | 2,124.00 | 2,124.00 | 0.00 | 2,124.00 |
| | 7010-00 | Photo Management & Storage | 6,599.04 | 7,516.14 | 0.00 | 7,516.00 |
| | 7011-00 | TrendKite PR Software | 2,499.99 | 0.00 | 0.00 | 0.00 |

| | | | | | | |
|------------------------|--------------------------|---------------------------------|------------------------------|----------------------------|--------------------------|----------------------------|
| | 7020-00 | Collateral Production / Printin | 0.00 | 12,777.09 | 0.00 | 12,777.00 |
| | 7030-00 | Contract Review | 0.00 | 13,767.61 | 0.00 | 13,768.00 |
| | 8700-00 | Automobile Expense* | 3,456.56 | 633.88 | 0.00 | 634.00 |
| 60 Total | | | <u>287,464.85</u> | <u>193,727.13</u> | <u>3,174.73</u> | <u>196,902.00</u> |
| 100 | | Consumer Marketing | | | | |
| | 5001-00 | Broadcast / Radio - High Notes | 5,104.00 | 0.00 | 0.00 | 0.00 |
| | 5002-00 | Consumer Print | 0.00 | 8,100.00 | 0.00 | 8,100.00 |
| | 5002-01 | Native Display | 9,250.00 | 7,499.97 | 0.00 | 7,500.00 |
| | 5004-00 | Trip Advisor | 66,400.69 | 5,902.93 | 0.00 | 5,903.00 |
| | 5005-00 | Paid Social | 105,596.70 | 20,862.21 | 0.00 | 20,862.00 |
| | 5005-01 | Digital Display / Retargeting | 155,778.15 | 42,186.64 | 0.00 | 42,187.00 |
| | 5005-02 | Retargeting Video | 14,972.28 | 0.00 | 0.00 | 0.00 |
| | 5007-00 | Creative Production | 160,810.21 | 2,047.50 | 0.00 | 2,048.00 |
| | 5007-01 | Creative Production | 0.00 | 67,933.12 | 0.00 | 67,933.00 |
| | 5007-02 | Website Production | 0.00 | 4,866.25 | 0.00 | 4,866.00 |
| | 5007-03 | Photo/Video Creative | 0.00 | 10,401.63 | 0.00 | 10,402.00 |
| | 5010-00 | Account Strategy & Management | 74,000.00 | 72,000.00 | 0.00 | 72,000.00 |
| | 5010-01 | Digital Management & Reporting | 19,000.00 | 0.00 | 0.00 | 0.00 |
| | 5010-02 | Website Strategy & Analysis | 12,400.00 | 25,632.00 | 0.00 | 25,632.00 |
| | 5013-00 | Outdoor | 115,000.00 | 0.00 | 0.00 | 0.00 |
| | 5015-00 | Video | 20,176.21 | 0.00 | 0.00 | 0.00 |
| | 5017-00 | Rich Media | 34,987.64 | 0.00 | 0.00 | 0.00 |
| | 5018-00 | Media Commission | 77,939.44 | 30,807.65 | 0.00 | 30,808.00 |
| | 5018-01 | Digital Ad Serving | 2,194.45 | 354.28 | 0.00 | 354.00 |
| | 5020-00 | Search Engine Marketing | 44,823.15 | 35,744.30 | 0.00 | 35,744.00 |
| | 5022-00 | Email | 26,476.66 | 4,162.45 | 0.00 | 4,162.00 |
| | 5024-00 | Fusion 7 | 0.00 | 24,000.00 | 0.00 | 24,000.00 |
| | 5029-00 | Television | 0.00 | 10,154.30 | 0.00 | 10,154.00 |
| 100 Total | | | <u>944,909.58</u> | <u>372,655.23</u> | <u>0.00</u> | <u>372,655.00</u> |
| Leadsheet codes | | | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> |
| | Net Income (Loss) | | <u>462,141.32</u> | <u>(291,139.90)</u> | | <u>(294,315.00)</u> |
| | Total Assets | | <u>538,618.29</u> | <u>260,205.86</u> | <u>(8,828.97)</u> | <u>251,377.00</u> |
| | Total Liabilities | | <u>(51,634.93)</u> | <u>(64,362.40)</u> | <u>5,654.24</u> | <u>(58,709.00)</u> |
| | Total Equity | | <u>(24,842.04)</u> | <u>(486,983.36)</u> | <u>0.00</u> | <u>(486,983.00)</u> |
| | Total Revenue | | <u>(2,353,362.00)</u> | <u>(725,603.63)</u> | <u>0.00</u> | <u>(725,605.00)</u> |
| | Total Expense | | <u>1,891,220.68</u> | <u>1,016,743.53</u> | <u>3,174.73</u> | <u>1,019,920.00</u> |

Client: NLTRA MARKETING CO OP
Engagement: 2021 Review NLTRA Mktg Co Op
Current Period: 06/30/2021
Workpaper: Adjusting Journal Entries

| Account | Description | Workpaper Reference | Debit | Credit | Net Income Effect |
|--|----------------------------------|---------------------|------------------------|------------------------|--------------------------|
| PAJE01 | | BS-10 | | | |
| To reclassify related party payables | | | | | |
| 2000-00 | Accounts Payable | | 5,654.24 | 0.00 | |
| 1250-00 | Related party receivable/payable | | <u>0.00</u> | <u>5,654.24</u> | |
| Total | | | <u>5,654.24</u> | <u>5,654.24</u> | <u>0.00</u> |
| PAJE02 | | BS-10 | | | |
| To adjust Arrivalist prepaid expense balance | | | | | |
| 7004-00 | Research | | 3,174.73 | 0.00 | |
| 1400-00 | Prepaid Expenses | | <u>0.00</u> | <u>3,174.73</u> | |
| Total | | | <u>3,174.73</u> | <u>3,174.73</u> | <u>(3,174.73)</u> |
| GRAND TOTAL | | | <u>8,828.97</u> | <u>8,828.97</u> | <u>(3,174.73)</u> |



north lake tahoe

Chamber | CVB | Resort Association

Date: 10/21/21

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

From: DeWitt Van Siclén, Accounting Manager

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

Update to June 30, 2021 Financial Results:

- Preliminary results at the September 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 since the September Finance Committee Meeting included the following adjusting journal entries:
 - Increase in accounts payable and cash of \$5,000 due to a selection of checks that had originally been issued prior to year end and reissued in FY2021.22.
 - Disposal of fixed assets in the amount of \$16,000.
 - A true up to the Cash Flow Reserve account in the amount of \$591 offset by a reduction to Unrestricted Net Assets.
 - An invoice of \$2,000 relating to legal services during June 2021 was posted along with a true up of Admin Expense Allocation as well as a true up of funds due back to the County of Placer.

A summary of preliminary NLTRA financial results for September 30, 2021 follows:

- Cash balance on September 30, 2021 of \$2,616,000 was \$1,318,000 greater than prior year due primarily to a decrease to Inventory of \$3,000, a decrease in Prepaid Expenses of \$10,000, an increase in Accounts Payable of \$35,000, an increase in Accrued Expenses of \$2,000, an increase in Due To/From County of Placer of \$1,096,000, 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 \$693,000 offset by an increase in Accounts Receivable of \$485,000, an increase in Fixed Assets of \$7,000, a decrease in Payroll Liabilities of \$46,000, and a decrease in Deferred Revenue – Member Dues of \$18,000.
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$249,000 reflected County TOT funding invoices for September. The balance at this date last year was \$276,000. Payment has been made.
- AR Other balance of \$5,000 was \$4,000 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 \$25,000, which reflects a decrease of \$59,000 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 \$27,000, which reflects a decrease of \$3,000 from prior year.
- AR TBID balance of \$559,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. This number will be updated as reporting becomes available.

- Fixed Assets increased over prior year by \$7,000 due to the purchase of a new server for the NLTRA.
- Prepaid Expenses of \$13,000 decreased by \$10,000 over prior year.
- Accounts Payable of \$33,000 was \$11,000 greater than prior year.
- 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 \$79,000 were \$46,000 lower than prior year; primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.
- Sales and Use Tax liability balance of \$3,000 was \$1,000 higher than prior year.
- Accrued expenses of \$23,000 were \$2,000 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 \$30,000 was down \$18,000 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. The prepayment also anticipates a payment to Spartan for September 2022 pending board approval in the amount of \$175,000.
- Due To/From County balance of \$1,480,000 was \$1,096,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2020/21 TOT funding.
- YTD consolidated net income of \$796,000 at September 30 reflected a \$693,000 increase from prior year positive results of \$103,000, and represents anticipated TBID revenues of \$559,000 YTD, Membership’s net loss of \$2,000, and \$239,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$455,000 was lower than budget by \$39,000.
 - Expenses before overhead allocation totaled \$302,000 and were \$83,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$153,000 were better than budget by \$45,000.
- Operating Results YTD – Conference
 - TOT revenue of \$128,000 was on budget.
 - Expenses of \$58,000 before allocated overhead were below budget by \$38,000 primarily due to reduced staffing.
 - Net results of \$70,000 before overhead allocation were good to budget by \$38,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$38,000 were positive to budget by \$11,000. TOT revenue of \$121,000 was on budget.
 - Expenses before overhead allocation of \$90,000 were below budget by \$20,000.
 - Net income of \$69,000 before overhead allocation was \$32,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$56,000 was on budget.
 - Expenditures of \$15,000 before overhead were \$28,000 good to budget primarily due to reduced staffing and timing.
 - Net results of \$40,000 before overhead allocation were positive to budget \$28,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$559,000. Collection has not yet been made YTD.

- Operating Results YTD – Membership
 - Membership dues revenue of \$19,000 was \$1,000 good to budget, total other revenues of \$1,000 were \$1,000 good to budget.
 - Expenses before overhead allocation of \$16,000 were good to budget by \$5,000.
 - Net income of \$4,000 before overhead allocations was good to budget by \$7,000.
 - Net loss of \$2,000 after overhead allocations was good to budget \$8,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$50,000 was on budget.
 - Expenses of \$0 was below budget by \$50,000 due to Association Grant Funding placed on hold.
 - Net results of \$50,000 was good to budget \$50,000.
- Operating Results YTD – Administration
 - Total expenses of \$194,000 were \$15,000 below budget due primarily to staffing and timing.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$44,000 was on budget.
 - Total expense of \$1,000 was below budget \$33,000 due primarily to staffing.
 - Net results of \$43,000 before overhead was \$32,000 good to budget.
- Membership cash position as of September 30, 2021
 - Membership activities YTD resulted in a net loss of \$2,115.
 - Deferred revenues of \$29,970 less receivables of \$25,444, plus the allowance for uncollectible receivables of \$9,178 resulted in the saving of cash in the amount of \$11,589.
 - The balance owed on paid invoices from TBID businesses increased cash by \$23,835.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Prior years' cumulative net results totaled \$17,781.
 - Net cash year-to-date was positive \$54,495.

Summary of North Lake Tahoe Marketing Cooperative (NLTCM) preliminary financial results at September 30, 2021

- Cash balance at month end of \$334,000 was \$174,000 lower than prior year primarily due to a decrease in Accounts Receivable of \$162,000 and an increase in Net Income of \$34,000, offset by an increase in Prepaid Expenses of \$54,000 a decrease in Accounts Payable of \$21,000, and a decrease in Unrestricted Net Assets of \$294,000.
- Accounts Receivable was \$154,000 lower than prior year due primarily to late payment on contributions from the NLTRA & IVCBVB in prior year.
- A/R – Other was \$8,000 lower than prior year due to a refund owed on a cancelled trade show in prior year.
- Prepaid Expenses of \$80,000 were \$54,000 greater than prior year.
- Accounts Payable of \$46,000 were \$21,000 lower than prior year due to timing.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of \$175,000 was \$34,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$406,000 was on budget.
- Consumer Marketing expenditures of \$102,000 were \$96,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$14,000 below budget.
- Public Relations expenses of \$28,000 were \$23,000 below budget due to timing.
- Conference Sales expenditures of \$10,000 were \$11,000 below budget.
- Trade Show expenditures of \$1,000 were \$12,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$44,000 were \$16,000 below budget due to timing.
- Website & Maintenance expenses of \$46,000 were \$3,000 over budget.
- Total Expenses of \$232,000 were \$169,000 below budget.
- Net Income of \$175,000 was good to budget by \$169,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

July 31, 2021

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

Accrual Basis

| | Jul 31, 21 | Jul 31, 20 | \$ Change | % Change |
|---|------------------|------------------|------------------|--------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1001-00 · Petty Cash | 158 | 158 | 0 | 0% |
| 1002-00 · Cash - Operations BOTW #8328 | 2,415,170 | 0 | 2,415,170 | 100% |
| 1003-00 · Cash - Operations BOTW #6712 | (25,577) | 854,330 | (879,908) | (103)% |
| 1007-00 · Cash - Payroll BOTW #7421 | 5,765 | 1,916 | 3,850 | 201% |
| 1008-00 · Marketing Reserve - Plumas | 50,359 | 50,317 | 42 | 0% |
| 1009-00 · Cash Flow Reserve - Plumas | 100,984 | 100,852 | 133 | 0% |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% |
| 1080-00 · Special Events BOTW #1626 | 36,688 | 83,308 | (46,621) | (56)% |
| 10950 · Cash in Drawer | 598 | 307 | 290 | 95% |
| Total Checking/Savings | 2,613,726 | 1,120,770 | 1,492,956 | 133% |
| Accounts Receivable | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 0 | 2,500 | (2,500) | (100)% |
| 1290-00 · A/R - TOT | 355,021 | 434,141 | (79,120) | (18)% |
| Total Accounts Receivable | 355,021 | 436,641 | (81,620) | (19)% |
| Other Current Assets | | | | |
| 1200-99 · AR Other | 2,400 | 11,852 | (9,452) | (80)% |
| 1201-00 · Member Accounts Receivable | | | | |
| 1201-01 · Member AR - Member Dues | 30,445 | 79,770 | (49,325) | (62)% |
| 1201-03 · Member AR - Other | 820 | 1,040 | (220) | (21)% |
| Total 1201-00 · Member Accounts Receivable | 31,265 | 80,810 | (49,545) | (61)% |
| 1201-02 · Allowance for Doubtful Accounts | (8,528) | (24,987) | 16,460 | 66% |
| 12100 · Inventory Asset | | | | |
| 1210-01 · Inventory - Other | 0 | (6,135) | 6,135 | 100% |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% |
| 12100 · Inventory Asset - Other | 28,390 | 41,152 | (12,762) | (31)% |
| Total 12100 · Inventory Asset | 28,408 | 35,034 | (6,627) | (19)% |
| 1220-00 · AR TBID | 187,028 | 0 | 187,028 | 100% |
| 1299 · Receivable from NLTC | 6,351 | 0 | 6,351 | 100% |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% |
| Total Other Current Assets | 248,074 | 103,859 | 144,215 | 139% |
| Total Current Assets | 3,216,821 | 1,661,270 | 1,555,551 | 94% |
| Fixed Assets | | | | |
| 1700-00 · Furniture & Fixtures | 43,330 | 45,289 | (1,958) | (4)% |
| 1701-00 · Accum. Depr. - Furn & Fix | (43,330) | (45,289) | 1,958 | 4% |
| 1740-00 · Computer Equipment | 11,013 | 4,270 | 6,743 | 158% |
| 1741-00 · Accum. Depr. - Computer Equip | (3,375) | (4,270) | 895 | 21% |
| 1750-00 · Computer Software | 6,206 | 20,493 | (14,287) | (70)% |
| 1751-00 · Accum. Amort. - Software | (6,206) | (20,493) | 14,287 | 70% |
| 1770-00 · Leasehold Improvements | 24,284 | 24,284 | 0 | 0% |
| 1771-00 · Accum. Amort - Leasehold Impr | (24,284) | (24,284) | 0 | 0% |
| Total Fixed Assets | 7,638 | 0 | 7,638 | 100% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | | | | |
| 1410-00 · Prepaid Insurance | 12,828 | 16,468 | (3,641) | (22)% |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% |
| 1400-00 · Prepaid Expenses - Other | 6,250 | 10,669 | (4,419) | (41)% |
| Total 1400-00 · Prepaid Expenses | 19,178 | 27,237 | (8,060) | (30)% |
| Total Other Assets | 19,178 | 27,237 | (8,060) | (30)% |
| TOTAL ASSETS | 3,243,637 | 1,688,508 | 1,555,129 | 92% |
| LIABILITIES & EQUITY | | | | |

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

Accrual Basis

| | Jul 31, 21 | Jul 31, 20 | \$ Change | % Change |
|--|------------------|------------------|------------------|------------|
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 152,719 | 57,619 | 95,100 | 165% |
| Total Accounts Payable | 152,719 | 57,619 | 95,100 | 165% |
| Other Current Liabilities | | | | |
| 2000-01 · Accounts Payable - Other | 23,550 | 0 | 23,550 | 100% |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | |
| 2100-00 · Salaries / Wages Payable | 10,084 | 10,906 | (821) | (8)% |
| 2101-00 · Incentive Payable | 51,298 | 95,560 | (44,262) | (46)% |
| 2102-00 · Commissions Payable | 0 | 3,506 | (3,506) | (100)% |
| 2120-00 · Empl. Federal Tax Payable | 4,545 | 4,658 | (113) | (2)% |
| 2175-00 · 401 (k) Plan | 1,822 | 1,913 | (90) | (5)% |
| 2180-00 · Estimated PTO Liability | 49,144 | 54,845 | (5,701) | (10)% |
| Total 21000 · Salaries/Wages/Payroll Liabilit | 116,894 | 171,387 | (54,493) | (32)% |
| 2190-00 · Sales and Use Tax Payable | | | | |
| 2195-00 · Use Tax Payable | 1,418 | 0 | 1,418 | 100% |
| 25500 · *Sales Tax Payable | 4,678 | 887 | 3,791 | 427% |
| Total 2190-00 · Sales and Use Tax Payable | 6,096 | 887 | 5,209 | 587% |
| 2250-00 · Accrued Expenses | 112,850 | 20,507 | 92,343 | 450% |
| 2400-60 · Deferred Revenue- Member Dues | 38,002 | 64,576 | (26,574) | (41)% |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% |
| 2700-00 · Deferred Rev. County | 525,305 | 525,305 | 0 | 0% |
| 2900-00 · Due To/From County of Placer | 1,480,803 | 384,939 | 1,095,864 | 285% |
| Total Other Current Liabilities | 2,304,790 | 1,168,892 | 1,135,898 | 97% |
| Total Current Liabilities | 2,457,509 | 1,226,510 | 1,230,998 | 100% |
| Total Liabilities | 2,457,509 | 1,226,510 | 1,230,998 | 100% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 17,781 | (10,145) | 27,927 | 275% |
| 3300-11 · Designated Marketing Reserve | 331,856 | 324,590 | 7,266 | 2% |
| 3301 · Cash Flow Reserve | 100,839 | 100,248 | 591 | 1% |
| 3302 · Marketing Cash Reserve | 50,018 | 50,018 | 0 | 0% |
| Net Income | 285,633 | (2,714) | 288,347 | 10,625% |
| Total Equity | 786,128 | 461,997 | 324,131 | 70% |
| TOTAL LIABILITIES & EQUITY | 3,243,637 | 1,688,508 | 1,555,129 | 92% |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 355,021 | 389,046 | (34,025) | 355,021 | 389,046 | (34,025) | 3,395,286 |
| 4100-00 · TBID Assessment Revenue | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |
| 4200-00 · Membership Dues Revenue | 6,915 | 6,250 | 665 | 6,915 | 6,250 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 600 | 0 | 600 | 600 | 0 | 600 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 600 | 0 | 600 | 600 | 0 | 600 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 46000 · Merchandise Sales | 21,834 | 6,000 | 15,834 | 21,834 | 6,000 | 15,834 | 59,500 |
| Total Income | 571,398 | 588,324 | (16,926) | 571,398 | 588,324 | (16,926) | 8,210,947 |
| Gross Profit | 571,398 | 588,324 | (16,926) | 571,398 | 588,324 | (16,926) | 8,210,947 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 7,050 | 10,695 | (3,645) | 7,050 | 10,695 | (3,645) | 98,560 |
| 5030-00 · P/R - Health Insurance Expense | 2,418 | 13,890 | (11,472) | 2,418 | 13,890 | (11,472) | 128,597 |
| 5040-00 · P/R - Workmans Comp | 1,192 | 1,131 | 60 | 1,192 | 1,131 | 60 | 10,260 |
| 5060-00 · 401 (k) | 2,087 | 3,834 | (1,747) | 2,087 | 3,834 | (1,747) | 35,428 |
| 5070-00 · Other Benefits and Expenses | 454 | 646 | (192) | 454 | 646 | (192) | 5,993 |
| 5000-00 · Salaries & Wages - Other | 80,722 | 108,002 | (27,280) | 80,722 | 108,002 | (27,280) | 995,051 |
| Total 5000-00 · Salaries & Wages | 93,922 | 138,199 | (44,276) | 93,922 | 138,199 | (44,276) | 1,273,889 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 448 | 1,113 | (664) | 448 | 1,113 | (664) | 10,088 |
| 5140-00 · Repairs & Maintenance | 87 | 1,104 | (1,017) | 87 | 1,104 | (1,017) | 9,983 |
| 5150-00 · Office - Cleaning | 725 | 929 | (204) | 725 | 929 | (204) | 8,483 |
| 5100-00 · Rent - Other | 13,759 | 14,391 | (632) | 13,759 | 14,391 | (632) | 130,642 |
| Total 5100-00 · Rent | 15,019 | 17,537 | (2,518) | 15,019 | 17,537 | (2,518) | 159,197 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 2,136 | 2,973 | (838) | 2,136 | 2,973 | (838) | 27,002 |
| Total 5310-00 · Telephone | 2,136 | 2,973 | (838) | 2,136 | 2,973 | (838) | 27,002 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 4 | (4) | 50 |
| 5480-00 · Mail - Fed Ex | 149 | 4 | 145 | 149 | 4 | 145 | 50 |
| 5420-00 · Mail - USPS - Other | 200 | 127 | 73 | 200 | 127 | 73 | 1,140 |
| Total 5420-00 · Mail - USPS | 349 | 135 | 214 | 349 | 135 | 214 | 1,240 |
| 5510-00 · Insurance/Bonding | 269 | 1,250 | (981) | 269 | 1,250 | (981) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 40 | 5,492 | (5,452) | 40 | 5,492 | (5,452) | 9,425 |
| 5520-00 · Supplies - Other | 639 | 6,779 | (6,140) | 639 | 6,779 | (6,140) | 22,263 |
| Total 5520-00 · Supplies | 679 | 12,271 | (11,592) | 679 | 12,271 | (11,592) | 31,688 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 153 | 153 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,933 | (2,933) | 0 | 2,933 | (2,933) | 26,400 |
| 5710-00 · Taxes, Licenses & Fees | 1,843 | 1,308 | 535 | 1,843 | 1,308 | 535 | 11,832 |
| 5740-00 · Equipment Rental/Leasing | 365 | 435 | (70) | 365 | 435 | (70) | 4,116 |
| 5800-00 · Training Seminars | 0 | 500 | (500) | 0 | 500 | (500) | 4,500 |
| 5850-00 · Artist of Month - Commissions | 670 | 167 | 503 | 670 | 167 | 503 | 1,500 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 5,750 | (5,750) | 0 | 5,750 | (5,750) | 11,750 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 11,336 | 1,792 | 9,544 | 11,336 | 1,792 | 9,544 | 18,625 |
| Total 5900-00 · Professional Fees | 11,336 | 7,542 | 3,794 | 11,336 | 7,542 | 3,794 | 56,375 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 11,250 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6020-00 · Programs | 0 | 0 | 0 | 0 | 0 | 0 | 70,000 |
| 6420-00 · Events | | | | | | | |
| 6420-01 · Sponsorships | | | | | | | |
| 6421-01 · 4th of July Fireworks | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 6421-04 · Broken Arrow Skyrace | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-06 · Spartan | 0 | 0 | 0 | 0 | 0 | 0 | 179,400 |
| 6421-07 · Tahoe Lacrosse Tournament | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 6421-09 · Wanderlust | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-17 · Enduro | 0 | 0 | 0 | 0 | 0 | 0 | 80,000 |
| 6421-18 · Sponsorships - Other | 0 | 0 | 0 | 0 | 0 | 0 | 62,800 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|---------|---------|----------------|---------|------------|----------------|---------------|
| Total 6420-01 · Sponsorships | 0 | 0 | 0 | 0 | 0 | 0 | 411,000 |
| 6421-00 · New Event Development | 0 | 34,025 | (34,025) | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 225 | 34,025 | (33,800) | 225 | 34,025 | (33,800) | 514,575 |
| 6423-00 · Membership Activities | | | | | | | |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 500 | 738 | 1,238 | 500 | 738 | 4,500 |
| 6423-00 · Membership Activities - Other | 295 | 417 | (122) | 295 | 417 | (122) | 3,750 |
| Total 6423-00 · Membership Activities | 1,533 | 917 | 616 | 1,533 | 917 | 616 | 10,513 |
| 6730-00 · Marketing Cooperative/Media | 143,108 | 143,108 | 0 | 143,108 | 143,108 | 0 | 871,278 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 333 | 6,000 | (5,667) | 333 | 6,000 | (5,667) | 54,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 0 | 0 | 0 | 0 | 0 | 34,000 |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 8,333 | (8,333) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 16,667 | (16,667) | 200,000 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 359 | 125 | 234 | 359 | 125 | 234 | 1,125 |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 10 | 0 | 10 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 3,000 | 7,868 | 10,868 | 3,000 | 7,868 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 3,125 | 8,088 | 11,213 | 3,125 | 8,088 | 30,875 |
| 8200-00 · Associate Relations | 0 | 195 | (195) | 0 | 195 | (195) | 1,770 |
| 8300-00 · Board Functions | 425 | 583 | (158) | 425 | 583 | (158) | 5,250 |
| 8500-00 · Credit Card Fees | 593 | 332 | 261 | 593 | 332 | 261 | 3,247 |
| 8600-00 · Additional Opportunites | 650 | 5,833 | (5,183) | 650 | 5,833 | (5,183) | 55,000 |
| 8700-00 · Automobile Expenses | 70 | 542 | (471) | 70 | 542 | (471) | 5,025 |
| 8750-00 · Meals/Meetings | 111 | 642 | (531) | 111 | 642 | (531) | 6,088 |
| 8810-00 · Dues & Subscriptions | 774 | 1,275 | (501) | 774 | 1,275 | (501) | 11,500 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| Total Expense | 285,776 | 403,646 | (117,870) | 285,776 | 403,646 | (117,870) | 3,528,482 |
| Net Ordinary Income | 285,622 | 184,678 | 100,944 | 285,622 | 184,678 | 100,944 | 4,682,465 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Total Other Income | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 0 | (0) | 0 | 0 | (0) | 0 | 9,744 |
| Total Other Expense | 0 | (0) | 0 | 0 | (0) | 0 | 9,744 |
| Net Other Income | 11 | 0 | 11 | 11 | 0 | 11 | (9,744) |
| Net Income | 285,633 | 184,678 | 100,955 | 285,633 | 184,678 | 100,955 | 4,672,721 |

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

| | Jul 21 | Jul 20 | \$ Change | % Change |
|--|----------------|----------------|----------------|---------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4050-00 · County of Placer TOT Funding | 355,021 | 232,754 | 122,267 | 53% |
| 4100-00 · TBID Assessment Revenue | 187,028 | 0 | 187,028 | 100% |
| 4200-00 · Membership Dues Revenue | 6,915 | 11,348 | (4,432) | (39)% |
| 4250-00 · Revenues-Membership Activities | 600 | 50 | 550 | 1,100% |
| 46000 · Merchandise Sales | | | | |
| 4502-00 · Non-Retail VIC income | 0 | 672 | (672) | (100)% |
| 4504-00 · Retail Revenue - Other | 0 | 230 | (230) | (100)% |
| 46000 · Merchandise Sales - Other | 21,834 | 11,336 | 10,498 | 93% |
| Total 46000 · Merchandise Sales | <u>21,834</u> | <u>12,238</u> | <u>9,596</u> | <u>78%</u> |
| Total Income | <u>571,398</u> | <u>256,390</u> | <u>315,009</u> | <u>123%</u> |
| Gross Profit | 571,398 | 256,390 | 315,009 | 123% |
| Expense | | | | |
| 5000-00 · Salaries & Wages | | | | |
| 5020-00 · P/R - Tax Expense | 7,050 | 5,921 | 1,129 | 19% |
| 5030-00 · P/R - Health Insurance Expense | 2,418 | 5,202 | (2,784) | (54)% |
| 5040-00 · P/R - Workmans Comp | 1,192 | 755 | 436 | 58% |
| 5060-00 · 401 (k) | 2,087 | 2,565 | (478) | (19)% |
| 5070-00 · Other Benefits and Expenses | 454 | 167 | 287 | 172% |
| 5000-00 · Salaries & Wages - Other | 80,722 | 85,493 | (4,771) | (6)% |
| Total 5000-00 · Salaries & Wages | <u>93,922</u> | <u>100,103</u> | <u>(6,181)</u> | <u>(6)%</u> |
| 5100-00 · Rent | | | | |
| 5110-00 · Utilities | 448 | 863 | (415) | (48)% |
| 5140-00 · Repairs & Maintenance | 87 | 87 | 0 | 0% |
| 5150-00 · Office - Cleaning | 725 | 600 | 125 | 21% |
| 5100-00 · Rent - Other | 13,759 | 13,330 | 429 | 3% |
| Total 5100-00 · Rent | <u>15,019</u> | <u>14,880</u> | <u>139</u> | <u>1%</u> |
| 5310-00 · Telephone | | | | |
| 5320-00 · Telephone | 2,136 | 2,179 | (43) | (2)% |
| Total 5310-00 · Telephone | <u>2,136</u> | <u>2,179</u> | <u>(43)</u> | <u>(2)%</u> |
| 5420-00 · Mail - USPS | | | | |
| 5480-00 · Mail - Fed Ex | 149 | 0 | 149 | 100% |
| 5420-00 · Mail - USPS - Other | 200 | 0 | 200 | 100% |
| Total 5420-00 · Mail - USPS | <u>349</u> | <u>0</u> | <u>349</u> | <u>100%</u> |
| 5510-00 · Insurance/Bonding | 269 | 269 | 0 | 0% |
| 5520-00 · Supplies | | | | |
| 5525-00 · Supplies- Computer | 40 | 131 | (92) | (70)% |
| 5520-00 · Supplies - Other | 639 | 889 | (249) | (28)% |
| Total 5520-00 · Supplies | <u>679</u> | <u>1,020</u> | <u>(341)</u> | <u>(33)%</u> |
| 5610-00 · Depreciation | 153 | 0 | 153 | 100% |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,379 | (2,379) | (100)% |
| 5710-00 · Taxes, Licenses & Fees | 1,843 | 1,146 | 698 | 61% |
| 5740-00 · Equipment Rental/Leasing | 365 | 365 | 0 | 0% |
| 5850-00 · Artist of Month - Commissions | 670 | 240 | 430 | 179% |
| 5900-00 · Professional Fees | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 300 | (300) | (100)% |
| 5921-00 · Professional Fees - Other | 11,336 | 0 | 11,336 | 100% |
| Total 5900-00 · Professional Fees | <u>11,336</u> | <u>300</u> | <u>11,036</u> | <u>3,679%</u> |
| 6420-00 · Events | | | | |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 100% |
| Total 6420-00 · Events | <u>225</u> | <u>0</u> | <u>225</u> | <u>100%</u> |
| 6423-00 · Membership Activities | | | | |
| 6434-00 · Community Awards Dinner | 0 | 295 | (295) | (100)% |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 569 | 669 | 118% |
| 6444-00 · Trades | 0 | 0 | 0 | 0% |
| 6423-00 · Membership Activities - Other | 295 | 915 | (620) | (68)% |
| Total 6423-00 · Membership Activities | <u>1,533</u> | <u>1,779</u> | <u>(246)</u> | <u>(14)%</u> |
| 6730-00 · Marketing Cooperative/Media | 143,108 | 79,439 | 63,669 | 80% |
| 6742-00 · Non-NLT Co-Op Marketing Program | 333 | 399 | (66) | (17)% |

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021

Accrual Basis

| | Jul 21 | Jul 20 | \$ Change | % Change |
|---|----------------|----------------|----------------|----------------|
| 8100-00 · Cost of Goods Sold | | | | |
| 51100 · Freight and Shipping Costs | 359 | 379 | (20) | (5)% |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (100)% |
| 8100-01 · CGS - Other | 10 | 43,102 | (43,093) | (100)% |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 5,878 | 4,990 | 85% |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 49,359 | (38,145) | (77)% |
| 8200-00 · Associate Relations | 0 | 163 | (163) | (100)% |
| 8300-00 · Board Functions | 425 | 0 | 425 | 100% |
| 8500-00 · Credit Card Fees | 593 | 346 | 247 | 71% |
| 8600-00 · Additional Opportunit | 650 | 4,000 | (3,350) | (84)% |
| 8700-00 · Automobile Expenses | 70 | 365 | (295) | (81)% |
| 8750-00 · Meals/Meetings | 111 | 0 | 111 | 100% |
| 8810-00 · Dues & Subscriptions | 774 | 390 | 384 | 99% |
| 8920-00 · Bad Debt | 0 | 0 | 0 | 0% |
| Total Expense | 285,776 | 259,121 | 26,655 | 10% |
| Net Ordinary Income | 285,622 | (2,731) | 288,353 | 10,559% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 17 | (6) | (35)% |
| Total Other Income | 11 | 17 | (6) | (35)% |
| Other Expense | | | | |
| Balancing Adjustments | 0 | 0 | 0 | 0% |
| 8990-00 · Allocated | 0 | 0 | 0 | 0% |
| Total Other Expense | 0 | 0 | 0 | 0% |
| Net Other Income | 11 | 17 | (6) | (35)% |
| Net Income | 285,633 | (2,714) | 288,347 | 10,625% |

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

Accrual Basis

11 - Marketing

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------|---------|----------------|---------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Total Income | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Gross Profit | 223,003 | 257,028 | (34,025) | 223,003 | 257,028 | (34,025) | 2,188,080 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,349 | 2,393 | (1,043) | 1,349 | 2,393 | (1,043) | 21,534 |
| 5030-00 · P/R - Health Insurance Expense | 604 | 4,120 | (3,516) | 604 | 4,120 | (3,516) | 37,080 |
| 5040-00 · P/R - Workmans Comp | 185 | 129 | 56 | 185 | 129 | 56 | 1,159 |
| 5060-00 · 401 (k) | 817 | 957 | (140) | 817 | 957 | (140) | 8,614 |
| 5070-00 · Other Benefits and Expenses | 415 | 121 | 294 | 415 | 121 | 294 | 1,092 |
| 5000-00 · Salaries & Wages - Other | 22,477 | 23,927 | (1,450) | 22,477 | 23,927 | (1,450) | 215,344 |
| Total 5000-00 · Salaries & Wages | 25,848 | 31,647 | (5,799) | 25,848 | 31,647 | (5,799) | 284,822 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 40 | 125 | (85) | 40 | 125 | (85) | 1,125 |
| 5140-00 · Repairs & Maintenance | 0 | 75 | (75) | 0 | 75 | (75) | 675 |
| 5150-00 · Office - Cleaning | 191 | 188 | 4 | 191 | 188 | 4 | 1,688 |
| 5100-00 · Rent - Other | 1,858 | 2,083 | (226) | 1,858 | 2,083 | (226) | 18,750 |
| Total 5100-00 · Rent | 2,089 | 2,471 | (381) | 2,089 | 2,471 | (381) | 22,237 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 549 | 578 | (30) | 549 | 578 | (30) | 5,205 |
| Total 5310-00 · Telephone | 549 | 578 | (30) | 549 | 578 | (30) | 5,205 |
| 5420-00 · Mail - USPS | 53 | 0 | 53 | 53 | 0 | 53 | 0 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 40 | 417 | (377) | 40 | 417 | (377) | 3,750 |
| 5520-00 · Supplies - Other | 27 | 0 | 27 | 27 | 0 | 27 | 0 |
| Total 5520-00 · Supplies | 67 | 417 | (350) | 67 | 417 | (350) | 3,750 |
| 5700-00 · Equipment Support & Maintenance | 0 | 13 | (13) | 0 | 13 | (13) | 113 |
| 5710-00 · Taxes, Licenses & Fees | 48 | 13 | 35 | 48 | 13 | 35 | 113 |
| 5740-00 · Equipment Rental/Leasing | 82 | 83 | (2) | 82 | 83 | (2) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| 5921-00 · Professional Fees - Other | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| Total 5900-00 · Professional Fees | 0 | 250 | (250) | 0 | 250 | (250) | 2,250 |
| 6020-00 · Programs | | | | | | | |
| 6016-00 · Special Event Partnership | 0 | 0 | 0 | 0 | 0 | 0 | 50,000 |
| 6018-00 · Business Assoc. Grants | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6020-00 · Programs | 0 | 0 | 0 | 0 | 0 | 0 | 70,000 |
| 6420-00 · Events | | | | | | | |
| 6420-01 · Sponsorships | | | | | | | |
| 6421-01 · 4th of July Fireworks | 0 | 0 | 0 | 0 | 0 | 0 | 30,000 |
| 6421-04 · Broken Arrow Skyrace | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-06 · Spartan | 0 | 0 | 0 | 0 | 0 | 0 | 179,400 |
| 6421-07 · Tahoe Lacrosse Tournament | 0 | 0 | 0 | 0 | 0 | 0 | 8,000 |
| 6421-09 · Wanderlust | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-17 · Enduro | 0 | 0 | 0 | 0 | 0 | 0 | 80,000 |
| 6421-18 · Sponsorships - Other | 0 | 0 | 0 | 0 | 0 | 0 | 62,800 |
| Total 6420-01 · Sponsorships | 0 | 0 | 0 | 0 | 0 | 0 | 411,000 |
| 6421-00 · New Event Development | 0 | 34,025 | (34,025) | 0 | 34,025 | (34,025) | 102,075 |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 225 | 0 | 225 | 1,500 |
| Total 6420-00 · Events | 225 | 34,025 | (33,800) | 225 | 34,025 | (33,800) | 514,575 |
| 6730-00 · Marketing Cooperative/Media | 135,369 | 135,369 | 0 | 135,369 | 135,369 | 0 | 801,630 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 133 | 5,000 | (4,867) | 133 | 5,000 | (4,867) | 45,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 0 | 0 | 0 | 0 | 0 | 34,000 |
| 8200-00 · Associate Relations | 0 | 21 | (21) | 0 | 21 | (21) | 187 |
| 8600-00 · Additional Opportunitites | 0 | 4,167 | (4,167) | 0 | 4,167 | (4,167) | 37,500 |
| 8700-00 · Automobile Expenses | 26 | 125 | (99) | 26 | 125 | (99) | 1,125 |
| 8750-00 · Meals/Meetings | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8810-00 · Dues & Subscriptions | 32 | 83 | (51) | 32 | 83 | (51) | 750 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| Total Expense | 164,521 | 214,719 | (50,199) | 164,521 | 214,719 | (50,199) | 1,828,132 |
| Net Ordinary Income | 58,482 | 42,309 | 16,174 | 58,482 | 42,309 | 16,174 | 359,948 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |

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

Accrual Basis

11 - Marketing

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Total Other Income | 11 | 0 | 11 | 11 | 0 | 11 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 27,958 | 42,309 | (14,351) | 27,958 | 42,309 | (14,351) | 359,948 |
| Total Other Expense | 27,958 | 42,309 | (14,351) | 27,958 | 42,309 | (14,351) | 359,948 |
| Net Other Income | (27,946) | (42,309) | 14,362 | (27,946) | (42,309) | 14,362 | (359,948) |
| Net Income | 30,536 | 0 | 30,536 | 30,536 | 0 | 30,536 | 0 |

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

Accrual Basis

30 - Conference

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|----------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Total Income | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Gross Profit | 38,386 | 38,386 | 0 | 38,386 | 38,386 | 0 | 360,285 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 505 | 1,747 | (1,242) | 505 | 1,747 | (1,242) | 15,727 |
| 5030-00 · P/R - Health Insurance Expense | (1,088) | 2,103 | (3,191) | (1,088) | 2,103 | (3,191) | 18,926 |
| 5040-00 · P/R - Workmans Comp | 72 | 167 | (95) | 72 | 167 | (95) | 1,500 |
| 5060-00 · 401 (k) | 281 | 417 | (136) | 281 | 417 | (136) | 3,750 |
| 5070-00 · Other Benefits and Expenses | 39 | 75 | (36) | 39 | 75 | (36) | 675 |
| 5000-00 · Salaries & Wages - Other | 7,797 | 17,474 | (9,677) | 7,797 | 17,474 | (9,677) | 157,268 |
| Total 5000-00 · Salaries & Wages | 7,605 | 21,983 | (14,378) | 7,605 | 21,983 | (14,378) | 197,846 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 30 | 83 | (54) | 30 | 83 | (54) | 750 |
| 5140-00 · Repairs & Maintenance | 0 | 63 | (63) | 0 | 63 | (63) | 563 |
| 5150-00 · Office - Cleaning | 132 | 125 | 7 | 132 | 125 | 7 | 1,125 |
| 5100-00 · Rent - Other | 1,186 | 1,333 | (148) | 1,186 | 1,333 | (148) | 12,000 |
| Total 5100-00 · Rent | 1,347 | 1,604 | (257) | 1,347 | 1,604 | (257) | 14,437 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 328 | 417 | (88) | 328 | 417 | (88) | 3,750 |
| Total 5310-00 · Telephone | 328 | 417 | (88) | 328 | 417 | (88) | 3,750 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 137 | | | 137 | | | |
| 5420-00 · Mail - USPS - Other | 36 | 17 | 20 | 36 | 17 | 20 | 150 |
| Total 5420-00 · Mail - USPS | 173 | 17 | 157 | 173 | 17 | 157 | 150 |
| 5520-00 · Supplies | 19 | 113 | (94) | 19 | 113 | (94) | 1,013 |
| 5710-00 · Taxes, Licenses & Fees | 33 | 8 | 25 | 33 | 8 | 25 | 75 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 56 | 63 | (6) | 563 |
| 5800-00 · Training Seminars | 0 | 83 | (83) | 0 | 83 | (83) | 750 |
| 6730-00 · Marketing Cooperative/Media | 7,739 | 7,739 | 0 | 7,739 | 7,739 | 0 | 69,648 |
| 8200-00 · Associate Relations | 0 | 13 | (13) | 0 | 13 | (13) | 113 |
| 8750-00 · Meals/Meetings | 0 | 29 | (29) | 0 | 29 | (29) | 263 |
| Total Expense | 17,301 | 32,067 | (14,767) | 17,301 | 32,067 | (14,767) | 288,607 |
| Net Ordinary Income | 21,085 | 6,319 | 14,767 | 21,085 | 6,319 | 14,767 | 71,678 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,673 | 6,319 | (1,645) | 4,673 | 6,319 | (1,645) | 71,678 |
| Total Other Expense | 4,673 | 6,319 | (1,645) | 4,673 | 6,319 | (1,645) | 71,678 |
| Net Other Income | (4,673) | (6,319) | 1,645 | (4,673) | (6,319) | 1,645 | (71,678) |
| Net Income | 16,412 | 0 | 16,412 | 16,412 | 0 | 16,412 | (0) |

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

42 - Visitor Center

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 36,357 | 36,357 | 0 | 36,357 | 36,357 | 0 | 342,770 |
| 46000 · Merchandise Sales | 21,834 | 6,000 | 15,834 | 21,834 | 6,000 | 15,834 | 59,500 |
| Total Income | 58,191 | 42,357 | 15,834 | 58,191 | 42,357 | 15,834 | 402,270 |
| Gross Profit | 58,191 | 42,357 | 15,834 | 58,191 | 42,357 | 15,834 | 402,270 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,504 | 1,551 | (47) | 1,504 | 1,551 | (47) | 13,959 |
| 5030-00 · P/R - Health Insurance Expense | 215 | 1,583 | (1,369) | 215 | 1,583 | (1,369) | 14,250 |
| 5040-00 · P/R - Workmans Comp | 641 | 583 | 58 | 641 | 583 | 58 | 5,250 |
| 5060-00 · 401 (k) | 507 | 417 | 90 | 507 | 417 | 90 | 3,750 |
| 5070-00 · Other Benefits and Expenses | 0 | 83 | (83) | 0 | 83 | (83) | 750 |
| 5000-00 · Salaries & Wages - Other | 13,402 | 15,510 | (2,108) | 13,402 | 15,510 | (2,108) | 139,591 |
| Total 5000-00 · Salaries & Wages | 16,268 | 19,728 | (3,459) | 16,268 | 19,728 | (3,459) | 177,550 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 312 | 667 | (355) | 312 | 667 | (355) | 6,000 |
| 5140-00 · Repairs & Maintenance | 0 | 500 | (500) | 0 | 500 | (500) | 4,500 |
| 5150-00 · Office - Cleaning | 0 | 208 | (208) | 0 | 208 | (208) | 1,875 |
| 5100-00 · Rent - Other | 6,522 | 6,667 | (145) | 6,522 | 6,667 | (145) | 60,000 |
| Total 5100-00 · Rent | 6,833 | 8,042 | (1,208) | 6,833 | 8,042 | (1,208) | 72,375 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 328 | 413 | (84) | 328 | 413 | (84) | 3,713 |
| Total 5310-00 · Telephone | 328 | 413 | (84) | 328 | 413 | (84) | 3,713 |
| 5420-00 · Mail - USPS | 36 | 17 | 20 | 36 | 17 | 20 | 150 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 75 | (75) | 0 | 75 | (75) | 675 |
| 5520-00 · Supplies - Other | 284 | 583 | (300) | 284 | 583 | (300) | 5,250 |
| Total 5520-00 · Supplies | 284 | 658 | (375) | 284 | 658 | (375) | 5,925 |
| 5700-00 · Equipment Support & Maintenance | 0 | 4 | (4) | 0 | 4 | (4) | 38 |
| 5710-00 · Taxes, Licenses & Fees | 33 | 4 | 29 | 33 | 4 | 29 | 38 |
| 5740-00 · Equipment Rental/Leasing | 56 | 63 | (6) | 56 | 63 | (6) | 563 |
| 5850-00 · Artist of Month - Commissions | 670 | 167 | 503 | 670 | 167 | 503 | 1,500 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 200 | 1,000 | (800) | 200 | 1,000 | (800) | 9,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 359 | 125 | 234 | 359 | 125 | 234 | 1,125 |
| 59900 · POS Inventory Adjustments | (23) | 0 | (23) | (23) | 0 | (23) | 0 |
| 8100-01 · CGS - Other | 10 | 0 | 10 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 10,868 | 3,000 | 7,868 | 10,868 | 3,000 | 7,868 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 11,213 | 3,125 | 8,088 | 11,213 | 3,125 | 8,088 | 30,875 |
| 8200-00 · Associate Relations | 0 | 25 | (25) | 0 | 25 | (25) | 225 |
| 8500-00 · Credit Card Fees | 526 | 282 | 244 | 526 | 282 | 244 | 2,797 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8750-00 · Meals/Meetings | 0 | 17 | (17) | 0 | 17 | (17) | 150 |
| 8810-00 · Dues & Subscriptions | 0 | 133 | (133) | 0 | 133 | (133) | 1,200 |
| Total Expense | 36,449 | 35,385 | 1,064 | 36,449 | 35,385 | 1,064 | 321,471 |
| Net Ordinary Income | 21,742 | 6,972 | 14,770 | 21,742 | 6,972 | 14,770 | 80,798 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 5,271 | 6,972 | (1,702) | 5,271 | 6,972 | (1,702) | 80,798 |
| Total Other Expense | 5,271 | 6,972 | (1,702) | 5,271 | 6,972 | (1,702) | 80,798 |
| Net Other Income | (5,271) | (6,972) | 1,702 | (5,271) | (6,972) | 1,702 | (80,798) |
| Net Income | 16,472 | (0) | 16,472 | 16,472 | (0) | 16,472 | (0) |

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

Accrual Basis

51 - TMPI

| | Jul 21 | Budget | \$ Over Bu... | Jul 21 | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|--------------|----------|---------------|--------------|------------|---------------|--------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Total Income | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Gross Profit | 26,222 | 26,222 | 0 | 26,222 | 26,222 | 0 | 141,237 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 223 | 768 | (544) | 223 | 768 | (544) | 7,363 |
| 5030-00 · P/R - Health Insurance Expense | 119 | 1,000 | (881) | 119 | 1,000 | (881) | 9,590 |
| 5040-00 · P/R - Workmans Comp | 18 | 25 | (7) | 18 | 25 | (7) | 240 |
| 5060-00 · 401 (k) | 0 | 307 | (307) | 0 | 307 | (307) | 2,945 |
| 5070-00 · Other Benefits and Expenses | 0 | 88 | (88) | 0 | 88 | (88) | 842 |
| 5000-00 · Salaries & Wages - Other | 1,964 | 7,677 | (5,714) | 1,964 | 7,677 | (5,714) | 73,628 |
| Total 5000-00 · Salaries & Wages | 2,324 | 9,865 | (7,541) | 2,324 | 9,865 | (7,541) | 94,608 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 2 | 25 | (23) | 2 | 25 | (23) | 238 |
| 5140-00 · Repairs & Maintenance | 0 | 17 | (17) | 0 | 17 | (17) | 158 |
| 5150-00 · Office - Cleaning | 40 | 42 | (2) | 40 | 42 | (2) | 396 |
| 5100-00 · Rent - Other | 356 | 375 | (19) | 356 | 375 | (19) | 3,563 |
| Total 5100-00 · Rent | 397 | 458 | (61) | 397 | 458 | (61) | 4,354 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 45 | 134 | (89) | 45 | 134 | (89) | 1,275 |
| Total 5310-00 · Telephone | 45 | 134 | (89) | 45 | 134 | (89) | 1,275 |
| 5420-00 · Mail - USPS | 2 | | | 2 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 1 | 5,000 | (4,999) | 1 | 5,000 | (4,999) | 5,000 |
| Total 5520-00 · Supplies | 1 | 6,250 | (6,249) | 1 | 6,250 | (6,249) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 10 | 13 | (3) | 10 | 13 | (3) | 120 |
| 5740-00 · Equipment Rental/Leasing | 17 | 19 | (2) | 17 | 19 | (2) | 178 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 5,000 | (5,000) | 0 | 5,000 | (5,000) | 5,000 |
| 5921-00 · Professional Fees - Other | 11,336 | 0 | 11,336 | 11,336 | 0 | 11,336 | 0 |
| Total 5900-00 · Professional Fees | 11,336 | 5,000 | 6,336 | 11,336 | 5,000 | 6,336 | 5,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 400 |
| 8750-00 · Meals/Meetings | 0 | 83 | (83) | 0 | 83 | (83) | 1,000 |
| 8810-00 · Dues & Subscriptions | 2 | 42 | (40) | 2 | 42 | (40) | 400 |
| Total Expense | 14,134 | 21,905 | (7,772) | 14,134 | 21,905 | (7,772) | 113,584 |
| Net Ordinary Income | 12,088 | 4,316 | 7,772 | 12,088 | 4,316 | 7,772 | 27,653 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,491 | 4,316 | 174 | 4,491 | 4,316 | 174 | 27,653 |
| Total Other Expense | 4,491 | 4,316 | 174 | 4,491 | 4,316 | 174 | 27,653 |
| Net Other Income | (4,491) | (4,316) | (174) | (4,491) | (4,316) | (174) | (27,653) |
| Net Income | 7,597 | 0 | 7,597 | 7,597 | 0 | 7,597 | (0) |

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

52 - TBID Assessment

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4100-00 · TBID Assessment Revenue | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |
| Total Income | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |
| Gross Profit | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |
| Net Ordinary Income | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |
| Net Income | 187,028 | 187,028 | 0 | 187,028 | 187,028 | 0 | 4,689,362 |

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

Accrual Basis

60 - Membership

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4200-00 · Membership Dues Revenue | 6,915 | 6,250 | 665 | 6,915 | 6,250 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 600 | 0 | 600 | 600 | 0 | 600 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 600 | 0 | 600 | 600 | 0 | 600 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| Total Income | 7,515 | 6,250 | 1,265 | 7,515 | 6,250 | 1,265 | 66,800 |
| Gross Profit | 7,515 | 6,250 | 1,265 | 7,515 | 6,250 | 1,265 | 66,800 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 312 | 418 | (106) | 312 | 418 | (106) | 3,761 |
| 5030-00 · P/R - Health Insurance Expense | 243 | 333 | (90) | 243 | 333 | (90) | 3,000 |
| 5040-00 · P/R - Workmans Comp | 37 | 13 | 25 | 37 | 13 | 25 | 113 |
| 5060-00 · 401 (k) | 110 | 167 | (57) | 110 | 167 | (57) | 1,504 |
| 5070-00 · Other Benefits and Expenses | 0 | 54 | (54) | 0 | 54 | (54) | 488 |
| 5000-00 · Salaries & Wages - Other | 3,895 | 4,179 | (284) | 3,895 | 4,179 | (284) | 37,611 |
| Total 5000-00 · Salaries & Wages | 4,597 | 5,164 | (567) | 4,597 | 5,164 | (567) | 46,477 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 12 | 25 | (13) | 12 | 25 | (13) | 225 |
| 5140-00 · Repairs & Maintenance | 0 | 21 | (21) | 0 | 21 | (21) | 187 |
| 5150-00 · Office - Cleaning | 43 | 42 | 1 | 43 | 42 | 1 | 375 |
| 5100-00 · Rent - Other | 524 | 527 | (3) | 524 | 527 | (3) | 4,740 |
| Total 5100-00 · Rent | 579 | 614 | (35) | 579 | 614 | (35) | 5,528 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 123 | 139 | (16) | 123 | 139 | (16) | 1,253 |
| Total 5310-00 · Telephone | 123 | 139 | (16) | 123 | 139 | (16) | 1,253 |
| 5420-00 · Mail - USPS | 12 | 10 | 2 | 12 | 10 | 2 | 90 |
| 5520-00 · Supplies | 6 | 167 | (161) | 6 | 167 | (161) | 1,500 |
| 5710-00 · Taxes, Licenses & Fees | 11 | 4 | 7 | 11 | 4 | 7 | 38 |
| 5740-00 · Equipment Rental/Leasing | 18 | 21 | (3) | 18 | 21 | (3) | 187 |
| 6423-00 · Membership Activities | | | | | | | |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 1,238 | 500 | 738 | 1,238 | 500 | 738 | 4,500 |
| 6423-00 · Membership Activities - Other | 295 | 417 | (122) | 295 | 417 | (122) | 3,750 |
| Total 6423-00 · Membership Activities | 1,533 | 917 | 616 | 1,533 | 917 | 616 | 10,513 |
| 8200-00 · Associate Relations | 0 | 7 | (7) | 0 | 7 | (7) | 60 |
| 8500-00 · Credit Card Fees | 46 | 50 | (4) | 46 | 50 | (4) | 450 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 42 | (42) | 375 |
| 8750-00 · Meals/Meetings | 111 | 33 | 77 | 111 | 33 | 77 | 300 |
| 8810-00 · Dues & Subscriptions | 11 | 17 | (6) | 11 | 17 | (6) | 150 |
| Total Expense | 7,047 | 7,184 | (137) | 7,047 | 7,184 | (137) | 66,919 |
| Net Ordinary Income | 468 | (934) | 1,403 | 468 | (934) | 1,403 | (119) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 1,516 | 1,416 | 100 | 1,516 | 1,416 | 100 | 16,521 |
| Total Other Expense | 1,516 | 1,416 | 100 | 1,516 | 1,416 | 100 | 16,521 |
| Net Other Income | (1,516) | (1,416) | (100) | (1,516) | (1,416) | (100) | (16,521) |
| Net Income | (1,047) | (2,350) | 1,302 | (1,047) | (2,350) | 1,302 | (16,640) |

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

Accrual Basis

61 - Business Association Grant Funding

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

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

70 - Administration

Accrual Basis

| | Jul 21 | Budget | \$ Over Budget | Jul 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 3,157 | 3,202 | (45) | 3,157 | 3,202 | (45) | 28,816 |
| 5030-00 · P/R - Health Insurance Expense | 2,325 | 3,750 | (1,425) | 2,325 | 3,750 | (1,425) | 33,750 |
| 5040-00 · P/R - Workmans Comp | 239 | 194 | 44 | 239 | 194 | 44 | 1,749 |
| 5060-00 · 401 (k) | 373 | 1,323 | (950) | 373 | 1,323 | (950) | 11,904 |
| 5070-00 · Other Benefits and Expenses | 0 | 183 | (183) | 0 | 183 | (183) | 1,645 |
| 5000-00 · Salaries & Wages - Other | 31,188 | 33,068 | (1,880) | 31,188 | 33,068 | (1,880) | 297,610 |
| Total 5000-00 · Salaries & Wages | 37,280 | 41,719 | (4,439) | 37,280 | 41,719 | (4,439) | 375,474 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 51 | 167 | (116) | 51 | 167 | (116) | 1,500 |
| 5140-00 · Repairs & Maintenance | 87 | 417 | (330) | 87 | 417 | (330) | 3,750 |
| 5150-00 · Office - Cleaning | 287 | 292 | (5) | 287 | 292 | (5) | 2,625 |
| 5100-00 · Rent - Other | 3,018 | 3,093 | (76) | 3,018 | 3,093 | (76) | 27,840 |
| Total 5100-00 · Rent | 3,442 | 3,968 | (526) | 3,442 | 3,968 | (526) | 35,715 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 736 | 1,234 | (498) | 736 | 1,234 | (498) | 11,108 |
| Total 5310-00 · Telephone | 736 | 1,234 | (498) | 736 | 1,234 | (498) | 11,108 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 12 | 0 | 12 | 12 | 0 | 12 | 0 |
| 5420-00 · Mail - USPS - Other | 61 | 83 | (22) | 61 | 83 | (22) | 750 |
| Total 5420-00 · Mail - USPS | 73 | 83 | (10) | 73 | 83 | (10) | 750 |
| 5510-00 · Insurance/Bonding | 269 | 1,250 | (981) | 269 | 1,250 | (981) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 2,500 | (2,500) | 0 | 2,500 | (2,500) | 2,500 |
| 5520-00 · Supplies - Other | 303 | 500 | (197) | 303 | 500 | (197) | 4,500 |
| Total 5520-00 · Supplies | 303 | 3,000 | (2,697) | 303 | 3,000 | (2,697) | 7,000 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 153 | 153 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 0 | 2,917 | (2,917) | 0 | 2,917 | (2,917) | 26,250 |
| 5710-00 · Taxes, Licenses & Fees | 1,700 | 1,250 | 450 | 1,700 | 1,250 | 450 | 11,250 |
| 5740-00 · Equipment Rental/Leasing | 122 | 125 | (3) | 122 | 125 | (3) | 1,125 |
| 5800-00 · Training Seminars | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 625 | (625) | 0 | 625 | (625) | 5,625 |
| 5920-00 · Professional Fees - Accountant | 0 | 0 | 0 | 0 | 0 | 0 | 26,000 |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 0 | 833 | (833) | 7,500 |
| Total 5900-00 · Professional Fees | 0 | 1,458 | (1,458) | 0 | 1,458 | (1,458) | 39,125 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 1,250 | (1,250) | 11,250 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 1,667 | (1,667) | 15,000 |
| 8200-00 · Associate Relations | 0 | 125 | (125) | 0 | 125 | (125) | 1,125 |
| 8300-00 · Board Functions | 425 | 583 | (158) | 425 | 583 | (158) | 5,250 |
| 8500-00 · Credit Card Fees | 20 | | | 20 | | | |
| 8600-00 · Additional Opportunites | 650 | 833 | (183) | 650 | 833 | (183) | 7,500 |
| 8700-00 · Automobile Expenses | 44 | 250 | (206) | 44 | 250 | (206) | 2,250 |
| 8750-00 · Meals/Meetings | 0 | 417 | (417) | 0 | 417 | (417) | 3,750 |
| 8810-00 · Dues & Subscriptions | 729 | 1,000 | (271) | 729 | 1,000 | (271) | 9,000 |
| Total Expense | 45,947 | 63,700 | (17,753) | 45,947 | 63,700 | (17,753) | 579,296 |
| Net Ordinary Income | (45,947) | (63,700) | 17,753 | (45,947) | (63,700) | 17,753 | (579,296) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (46,793) | (63,700) | 16,907 | (46,793) | (63,700) | 16,907 | (579,296) |
| Total Other Expense | (46,793) | (63,700) | 16,907 | (46,793) | (63,700) | 16,907 | (579,296) |
| Net Other Income | 46,793 | 63,700 | (16,907) | 46,793 | 63,700 | (16,907) | 579,296 |
| Net Income | 846 | 0 | 846 | 846 | 0 | 846 | 0 |

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

Accrual Basis

80 - TOT Housing & Transportation

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

North Lake Tahoe 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

| | <u>Aug 31, 21</u> | <u>Aug 31, 20</u> | <u>\$ Change</u> | <u>% Change</u> |
|---|-------------------------|-------------------------|-------------------------|--------------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1001-00 · Petty Cash | 158 | 158 | 0 | 0% |
| 1002-00 · Cash - Operations BOTW #8328 | 2,292,763 | 0 | 2,292,763 | 100% |
| 1003-00 · Cash - Operations BOTW #6712 | (1,830) | 763,830 | (765,659) | (100)% |
| 1007-00 · Cash - Payroll BOTW #7421 | 6,100 | 2,285 | 3,816 | 167% |
| 1008-00 · Marketing Reserve - Plumas | 50,361 | 50,321 | 40 | 0% |
| 1009-00 · Cash Flow Reserve - Plumas | 100,993 | 100,865 | 128 | 0% |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% |
| 1080-00 · Special Events BOTW #1626 | 32,329 | 79,311 | (46,982) | (59)% |
| 10950 · Cash in Drawer | 863 | 169 | 694 | 410% |
| Total Checking/Savings | <u>2,511,319</u> | <u>1,026,520</u> | <u>1,484,799</u> | <u>145%</u> |
| Accounts Receivable | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 0 | 2,500 | (2,500) | (100)% |
| 1290-00 · A/R - TOT | 250,426 | 445,022 | (194,597) | (44)% |
| Total Accounts Receivable | <u>250,426</u> | <u>447,522</u> | <u>(197,097)</u> | <u>(44)%</u> |
| Other Current Assets | | | | |
| 1200-99 · AR Other | 7,291 | 2,031 | 5,260 | 259% |
| 1201-00 · Member Accounts Receivable | | | | |
| 1201-01 · Member AR - Member Dues | 28,061 | 80,025 | (51,964) | (65)% |
| 1201-03 · Member AR - Other | 580 | 1,300 | (720) | (55)% |
| Total 1201-00 · Member Accounts Receivable | <u>28,641</u> | <u>81,325</u> | <u>(52,684)</u> | <u>(65)%</u> |
| 1201-02 · Allowance for Doubtful Accounts | (8,853) | (24,987) | 16,135 | 65% |
| 12100 · Inventory Asset | | | | |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% |
| 12100 · Inventory Asset - Other | 28,232 | 35,388 | (7,156) | (20)% |
| Total 12100 · Inventory Asset | <u>28,250</u> | <u>35,405</u> | <u>(7,156)</u> | <u>(20)%</u> |
| 1220-00 · AR TBID | 374,078 | 0 | 374,078 | 100% |
| 1299 · Receivable from NLTMC | 6,932 | 754 | 6,177 | 819% |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% |
| Total Other Current Assets | <u>437,489</u> | <u>95,678</u> | <u>341,811</u> | <u>357%</u> |
| Total Current Assets | <u>3,199,234</u> | <u>1,569,720</u> | <u>1,629,514</u> | <u>104%</u> |
| Fixed Assets | | | | |
| 1700-00 · Furniture & Fixtures | 43,330 | 45,289 | (1,958) | (4)% |
| 1701-00 · Accum. Depr. - Furn & Fix | (43,330) | (45,289) | 1,958 | 4% |
| 1740-00 · Computer Equipment | 11,013 | 4,270 | 6,743 | 158% |
| 1741-00 · Accum. Depr. - Computer Equip | (3,528) | (4,270) | 742 | 17% |
| 1750-00 · Computer Software | 6,206 | 20,493 | (14,287) | (70)% |
| 1751-00 · Accum. Amort. - Software | (6,206) | (20,493) | 14,287 | 70% |
| 1770-00 · Leasehold Improvements | 24,284 | 24,284 | 0 | 0% |
| 1771-00 · Accum. Amort - Leasehold Impr | (24,284) | (24,284) | 0 | 0% |
| Total Fixed Assets | <u>7,485</u> | <u>0</u> | <u>7,485</u> | <u>100%</u> |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | | | | |
| 1410-00 · Prepaid Insurance | 12,559 | 16,381 | (3,822) | (23)% |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% |
| 1400-00 · Prepaid Expenses - Other | 5,600 | 7,651 | (2,051) | (27)% |
| Total 1400-00 · Prepaid Expenses | <u>18,259</u> | <u>24,132</u> | <u>(5,873)</u> | <u>(24)%</u> |
| Total Other Assets | <u>18,259</u> | <u>24,132</u> | <u>(5,873)</u> | <u>(24)%</u> |
| TOTAL ASSETS | <u>3,224,978</u> | <u>1,593,852</u> | <u>1,631,126</u> | <u>102%</u> |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |

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

Accrual Basis

| | Aug 31, 21 | Aug 31, 20 | \$ Change | % Change |
|--|------------------|------------------|------------------|-------------|
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 50,835 | 1,197 | 49,638 | 4,146% |
| Total Accounts Payable | 50,835 | 1,197 | 49,638 | 4,146% |
| Other Current Liabilities | | | | |
| 2000-01 · Accounts Payable - Other | 23,673 | 0 | 23,673 | 100% |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | |
| 2100-00 · Salaries / Wages Payable | 9,806 | 11,815 | (2,009) | (17)% |
| 2101-00 · Incentive Payable | 6,916 | 29,676 | (22,760) | (77)% |
| 2102-00 · Commissions Payable | 0 | 3,500 | (3,500) | (100)% |
| 2120-00 · Empl. Federal Tax Payable | 4,245 | 5,078 | (834) | (16)% |
| 2175-00 · 401 (k) Plan | 2,268 | 2,053 | 214 | 10% |
| 2180-00 · Estimated PTO Liability | 45,948 | 54,845 | (8,896) | (16)% |
| Total 21000 · Salaries/Wages/Payroll Liabilit | 69,183 | 106,967 | (37,784) | (35)% |
| 2190-00 · Sales and Use Tax Payable | | | | |
| 25500 · *Sales Tax Payable | 2,705 | 1,897 | 808 | 43% |
| Total 2190-00 · Sales and Use Tax Payable | 2,705 | 1,897 | 808 | 43% |
| 2250-00 · Accrued Expenses | 30,350 | 20,507 | 9,843 | 48% |
| 2400-60 · Deferred Revenue- Member Dues | 33,837 | 54,685 | (20,848) | (38)% |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% |
| 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 | 1,480,803 | 384,939 | 1,095,864 | 285% |
| Total Other Current Liabilities | 2,167,682 | 1,095,591 | 1,072,091 | 98% |
| Total Current Liabilities | 2,218,517 | 1,096,788 | 1,121,728 | 102% |
| Total Liabilities | 2,218,517 | 1,096,788 | 1,121,728 | 102% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 17,781 | (10,145) | 27,927 | 275% |
| 3300-11 · Designated Marketing Reserve | 331,856 | 324,590 | 7,266 | 2% |
| 3301 · Cash Flow Reserve | 100,839 | 100,248 | 591 | 1% |
| 3302 · Marketing Cash Reserve | 50,018 | 50,018 | 0 | 0% |
| Net Income | 505,967 | 32,352 | 473,614 | 1,464% |
| Total Equity | 1,006,461 | 497,063 | 509,398 | 103% |
| TOTAL LIABILITIES & EQUITY | 3,224,978 | 1,593,852 | 1,631,126 | 102% |

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 | 187,050 | 0 | 374,078 | 374,078 | 0 | 4,689,362 |
| 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 | 452,250 | 2,664 | 1,026,312 | 1,040,574 | (14,262) | 8,210,947 |
| Gross Profit | 454,914 | 452,250 | 2,664 | 1,026,312 | 1,040,574 | (14,262) | 8,210,947 |
| 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 | 659 | 1,250 | (591) | 928 | 2,500 | (1,572) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 95 | 492 | (397) | 135 | 5,983 | (5,849) | 9,425 |
| 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 | 153 | 153 | 0 | 306 | 306 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 297 | 2,933 | (2,637) | 297 | 5,867 | (5,570) | 26,400 |
| 5710-00 · Taxes, Licenses & Fees | 1,508 | 1,308 | 199 | 3,351 | 2,617 | 734 | 11,832 |
| 5740-00 · Equipment Rental/Leasing | 365 | 435 | (70) | 730 | 871 | (140) | 4,116 |
| 5800-00 · Training Seminars | 0 | 500 | (500) | 0 | 1,000 | (1,000) | 4,500 |
| 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 | 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 |
| 6421-09 · Wanderlust | 0 | 0 | 0 | 0 | 0 | 0 | 25,400 |
| 6421-17 · Enduro | 0 | 0 | 0 | 0 | 0 | 0 | 80,000 |

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... |
|---|----------------|----------------|-----------------|----------------|----------------|------------------|------------------|
| 6421-18 · 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 Opportunit | 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 | 183,809 | 36,513 | 505,944 | 368,487 | 137,457 | 4,682,465 |
| 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 | 183,809 | 36,524 | 505,967 | 368,487 | 137,479 | 4,672,721 |

**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 Opportunitess | 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 |
| 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 |

**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 |
|---|-----------------|----------|-----------------|--------------|------------|----------------|---------------|
| 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 | (26,957) | 0 | (26,957) | 3,579 | 0 | 3,579 | 0 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

| | Aug 21 | Budget | \$ Over Bud... | Jul - Aug 21 | YTD Budget | \$ Over Bud... | Annual Bu... |
|---|---------------|------------|----------------|---------------|------------|----------------|--------------|
| 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 | <u>17,943</u> | <u>(0)</u> | <u>17,943</u> | <u>34,355</u> | <u>(0)</u> | <u>34,355</u> | <u>(0)</u> |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

42 - Visitor Center

| | 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 | <u>10,971</u> | <u>9,500</u> | <u>1,471</u> | <u>32,805</u> | <u>15,500</u> | <u>17,305</u> | <u>59,500</u> |
| Total Income | <u>56,173</u> | <u>49,277</u> | <u>6,896</u> | <u>114,364</u> | <u>91,634</u> | <u>22,729</u> | <u>402,270</u> |
| 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 | <u>16,985</u> | <u>19,728</u> | <u>(2,743)</u> | <u>33,253</u> | <u>39,456</u> | <u>(6,202)</u> | <u>177,550</u> |
| 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 | <u>7,494</u> | <u>8,042</u> | <u>(547)</u> | <u>14,328</u> | <u>16,083</u> | <u>(1,756)</u> | <u>72,375</u> |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 203 | 413 | (210) | 531 | 825 | (294) | 3,713 |
| Total 5310-00 · Telephone | <u>203</u> | <u>413</u> | <u>(210)</u> | <u>531</u> | <u>825</u> | <u>(294)</u> | <u>3,713</u> |
| 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 | <u>315</u> | <u>658</u> | <u>(343)</u> | <u>599</u> | <u>1,317</u> | <u>(718)</u> | <u>5,925</u> |
| 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 | <u>5,857</u> | <u>4,875</u> | <u>982</u> | <u>17,070</u> | <u>8,000</u> | <u>9,070</u> | <u>30,875</u> |
| 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 | <u>31,640</u> | <u>37,299</u> | <u>(5,660)</u> | <u>68,088</u> | <u>72,684</u> | <u>(4,596)</u> | <u>321,471</u> |
| 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 | <u>11,844</u> | <u>11,978</u> | <u>(134)</u> | <u>17,114</u> | <u>18,950</u> | <u>(1,836)</u> | <u>80,798</u> |
| Net Other Income | <u>(11,844)</u> | <u>(11,978)</u> | <u>134</u> | <u>(17,114)</u> | <u>(18,950)</u> | <u>1,836</u> | <u>(80,798)</u> |
| Net Income | <u><u>12,689</u></u> | <u><u>(0)</u></u> | <u><u>12,689</u></u> | <u><u>29,161</u></u> | <u><u>(0)</u></u> | <u><u>29,161</u></u> | <u><u>(0)</u></u> |

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

51 - TMPI

Accrual Basis

| | Aug 21 | Budget | \$ Over B... | Jul - Au... | YTD Bu... | \$ Over B... | Annual ... |
|---|--------------|------------|--------------|---------------|------------|---------------|------------|
| 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

50 - TBID Assessment

Accrual Basis

| | Aug 21 | Budget | \$ Over Bud... | Jul - Aug 21 | YTD Budget | \$ Over Bud... | Annual Bu... |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 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 Bud... |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| 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 Opportunit | 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

80 - TOT Housing & Transportation

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 | 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 Opportunitis | 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 Resort Association

Preliminary

Financial Statements for the Period Ending

September 30, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2021

Accrual Basis

| | Sep 30, 21 | Sep 30, 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 | 2,399,957 | 0 | 2,399,957 | 100% | 1,965,992 |
| 1003-00 · Cash - Operations BOTW #6712 | 0 | 1,036,571 | (1,036,571) | (100%) | (268,644) |
| 1007-00 · Cash - Payroll BOTW #7421 | 4,565 | 3,917 | 648 | 17% | 38,521 |
| 1008-00 · Marketing Reserve - Plumas | 50,364 | 50,325 | 39 | 0% | 50,356 |
| 1009-00 · Cash Flow Reserve - Plumas | 101,001 | 100,877 | 124 | 0% | 100,976 |
| 1071-00 · Payroll Reserves BOTW #8163 | 29,582 | 29,582 | 0 | 0% | 29,582 |
| 1080-00 · Special Events BOTW #1626 | 29,136 | 76,030 | (46,894) | (62%) | 39,803 |
| 10950 · Cash in Drawer | 876 | 145 | 731 | 504% | 139 |
| Total Checking/Savings | 2,615,639 | 1,297,605 | 1,318,034 | 102% | 1,956,883 |
| Accounts Receivable | | | | | |
| 1200-00 · Quickbooks Accounts Receivable | 0 | 2,500 | (2,500) | (100%) | 1,000 |
| 1290-00 · A/R - TOT | 249,450 | 276,280 | (26,830) | (10%) | 432,499 |
| Total Accounts Receivable | 249,450 | 278,780 | (29,330) | (11%) | 433,499 |
| Other Current Assets | | | | | |
| 1200-99 · AR Other | 5,383 | 1,323 | 4,060 | 307% | 2,442 |
| 1201-00 · Member Accounts Receivable | | | | | |
| 1201-01 · Member AR - Member Dues | 25,124 | 82,785 | (57,661) | (70%) | 17,025 |
| 1201-03 · Member AR - Other | 320 | 1,395 | (1,075) | (77%) | 985 |
| Total 1201-00 · Member Accounts Receivable | 25,444 | 84,180 | (58,736) | (70%) | 18,010 |
| 1201-02 · Allowance for Doubtful Accounts | (9,178) | (24,987) | 15,809 | 63% | (9,632) |
| 12100 · Inventory Asset | | | | | |
| 25300 · Gift Cards Outstanding | 18 | 18 | 0 | 0% | 18 |
| 12100 · Inventory Asset - Other | 27,204 | 30,050 | (2,846) | (9%) | 26,867 |
| Total 12100 · Inventory Asset | 27,222 | 30,068 | (2,846) | (9%) | 26,885 |
| 1220-00 · AR TBID | 559,336 | 0 | 559,336 | 100% | 0 |
| 1299 · Receivable from NLTMC | 941 | 6,719 | (5,778) | (86%) | 5,932 |
| 1490-00 · Security Deposits | 1,150 | 1,150 | 0 | 0% | 1,150 |
| Total Other Current Assets | 610,298 | 98,453 | 511,845 | 520% | 44,787 |
| Total Current Assets | 3,475,387 | 1,674,838 | 1,800,549 | 108% | 2,435,169 |
| Fixed Assets | | | | | |
| 1700-00 · Furniture & Fixtures | 43,330 | 45,289 | (1,959) | (4%) | 43,330 |
| 1701-00 · Accum. Depr. - Furn & Fix | (43,330) | (45,289) | 1,959 | 4% | (43,330) |
| 1740-00 · Computer Equipment | 11,013 | 4,270 | 6,743 | 158% | 11,013 |
| 1741-00 · Accum. Depr. - Computer Equip | (3,680) | (4,270) | 590 | 14% | (3,222) |
| 1750-00 · Computer Software | 6,206 | 20,493 | (14,287) | (70%) | 6,206 |
| 1751-00 · Accum. Amort. - Software | (6,206) | (20,493) | 14,287 | 70% | (6,206) |
| 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 | 7,333 | 0 | 7,333 | 100% | 7,791 |
| Other Assets | | | | | |
| 1400-00 · Prepaid Expenses | | | | | |
| 1410-00 · Prepaid Insurance | 8,279 | 16,112 | (7,833) | (49%) | 2,689 |
| 1430-00 · Prepaid 1st Class Postage | 100 | 100 | 0 | 0% | 100 |
| 1400-00 · Prepaid Expenses - Other | 4,550 | 6,801 | (2,251) | (33%) | 6,500 |
| Total 1400-00 · Prepaid Expenses | 12,929 | 23,013 | (10,084) | (44%) | 9,289 |

North Lake Tahoe Resort Association

Balance Sheet

As of September 30, 2021

Accrual Basis

| | <u>Sep 30, 21</u> | <u>Sep 30, 20</u> | <u>\$ Change</u> | <u>% Change</u> | <u>Jun 30, 21</u> |
|--|-------------------------|-------------------------|-------------------------|--------------------|-------------------------|
| Total Other Assets | 12,929 | 23,013 | (10,084) | (44%) | 9,289 |
| TOTAL ASSETS | <u>3,495,649</u> | <u>1,697,851</u> | <u>1,797,798</u> | <u>106%</u> | <u>2,452,249</u> |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 33,085 | 22,034 | 11,051 | 50% | 69,892 |
| Total Accounts Payable | <u>33,085</u> | <u>22,034</u> | <u>11,051</u> | <u>50%</u> | <u>69,892</u> |
| Other Current Liabilities | | | | | |
| 2000-01 · Accounts Payable - Other | 23,835 | 0 | 23,835 | 100% | 22,140 |
| 21000 · Salaries/Wages/Payroll Liabilit | | | | | |
| 2100-00 · Salaries / Wages Payable | 13,609 | 18,421 | (4,812) | (26%) | 41,223 |
| 2101-00 · Incentive Payable | 9,982 | 37,560 | (27,578) | (73%) | 44,055 |
| 2102-00 · Commissions Payable | 0 | 3,500 | (3,500) | (100%) | 0 |
| 2120-00 · Empl. Federal Tax Payable | 6,213 | 8,065 | (1,852) | (23%) | 3,379 |
| 2175-00 · 401 (k) Plan | 3,535 | 3,392 | 143 | 4% | 1,218 |
| 2180-00 · Estimated PTO Liability | 45,948 | 54,845 | (8,897) | (16%) | 62,280 |
| Total 21000 · Salaries/Wages/Payroll Liabilit | <u>79,287</u> | <u>125,783</u> | <u>(46,496)</u> | <u>(37%)</u> | <u>152,155</u> |
| 2190-00 · Sales and Use Tax Payable | | | | | |
| 2195-00 · Use Tax Payable | 12 | 0 | 12 | 100% | 0 |
| 25500 · *Sales Tax Payable | 3,126 | 2,542 | 584 | 23% | 1,418 |
| 2190-00 · Sales and Use Tax Payable - Other | 0 | 88 | (88) | (100%) | 2,877 |
| Total 2190-00 · Sales and Use Tax Payable | <u>3,138</u> | <u>2,630</u> | <u>508</u> | <u>19%</u> | <u>4,295</u> |
| 2250-00 · Accrued Expenses | 22,500 | 20,507 | 1,993 | 10% | 200,350 |
| 2400-60 · Deferred Revenue- Member Dues | 29,970 | 47,960 | (17,990) | (38%) | 0 |
| 2500-00 · Deferred Revenue - TMBC | 1,290 | 1,290 | 0 | 0% | 20,827 |
| 2700-00 · Deferred Rev. County | 525,305 | 525,305 | 0 | 0% | 1,290 |
| 2900-00 · Due To/From County of Placer | 1,480,803 | 384,939 | 1,095,864 | 285% | 1,480,803 |
| Total Other Current Liabilities | <u>2,166,128</u> | <u>1,108,414</u> | <u>1,057,714</u> | <u>95%</u> | <u>1,881,860</u> |
| Total Current Liabilities | <u>2,199,213</u> | <u>1,130,448</u> | <u>1,068,765</u> | <u>95%</u> | <u>1,951,752</u> |
| Total Liabilities | 2,199,213 | 1,130,448 | 1,068,765 | 95% | 1,951,752 |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 17,781 | (10,145) | 27,926 | 275% | (10,736) |
| 3300-11 · Designated Marketing Reserve | 331,856 | 324,590 | 7,266 | 2% | 331,856 |
| 3301 · Cash Flow Reserve | 100,839 | 100,248 | 591 | 1% | 100,839 |
| 3302 · Marketing Cash Reserve | 50,018 | 50,018 | 0 | 0% | 50,018 |
| Net Income | 795,942 | 102,688 | 693,254 | 675% | 28,518 |
| Total Equity | <u>1,296,436</u> | <u>567,399</u> | <u>729,037</u> | <u>128%</u> | <u>500,495</u> |
| TOTAL LIABILITIES & EQUITY | <u>3,495,649</u> | <u>1,697,847</u> | <u>1,797,802</u> | <u>106%</u> | <u>2,452,247</u> |

North Lake Tahoe Resort Association

A/R Aging Summary

As of September 30, 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 | 249,449.97 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 249,449.97 |
| TOTAL | <u><u>249,449.97</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>249,449.97</u></u> |



Aging by Revenue Item

As of 9/30/2021

| 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 | \$0.00 | \$345.00 | \$0.00 | \$0.00 | \$468.75 | \$813.75 |
| Fee Item: 1-5 Employees Membership Dues | | | | | | | | | |
| 1-5 Employees Membership Dues | | | \$1,445.00 | \$0.00 | \$1,475.00 | \$1,784.58 | \$2,684.17 | \$6,076.66 | \$13,465.41 |
| Fee Item: 21-50 Employees Membership Dues | | | | | | | | | |
| 21-50 Employees Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$540.00 | \$1,890.00 | \$2,430.00 |
| Fee Item: 50-100 Employees Membership Dues | | | | | | | | | |
| 50-100 Employees Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$750.00 | \$750.00 |
| Fee Item: 6-10 Employees Membership Dues | | | | | | | | | |
| 6-10 Employees Membership Dues | | | \$0.00 | \$0.00 | \$325.00 | \$352.08 | \$379.17 | \$2,678.33 | \$3,734.58 |
| Fee Item: Associate Member Membership Dues | | | | | | | | | |
| Associate Member Membership Dues | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$50.00 | \$100.00 | \$150.00 |
| Fee Item: Financial Institutions Membership Dues | | | | | | | | | |
| Financial Institutions Membership | | | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$1,400.00 | \$1,400.00 |
| Fee Item: Non-Profit Membership Dues | | | | | | | | | |
| Non-Profit Membership Dues Totals: | | | \$0.00 | \$340.00 | \$340.00 | \$340.00 | \$170.00 | \$1,190.00 | \$2,380.00 |
| 1201-01 Member AR Membership | | | \$1,445.00 | \$340.00 | \$2,485.00 | \$2,476.66 | \$3,823.34 | \$14,553.74 | \$25,123.74 |
| Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other) | | | | | | | | | |
| Fee Item: Eblast | | | | | | | | | |
| Non-Member Transactions | | | | | | | | | |
| Eblast Totals: | | | \$0.00 | \$0.00 | \$0.00 | \$235.00 | \$85.00 | \$0.00 | \$320.00 |
| 1201-03 Member Accounts Receivable | | | \$0.00 | \$0.00 | \$0.00 | \$235.00 | \$85.00 | \$0.00 | \$320.00 |
| GRAND TOTALS | | | \$1,445.00 | \$340.00 | \$2,485.00 | \$2,711.66 | \$3,908.34 | \$14,553.74 | \$25,443.74 |

North Lake Tahoe Resort Association
A/P Aging Summary
As of September 30, 2021

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|---------------------------------------|-------------------------|-------------------------|-----------------------|----------------------|------------------------|-------------------------|
| About a Boy ... | 535.50 | 0.00 | 0.00 | 0.00 | 0.00 | 535.50 |
| ADP | 386.41 | 0.00 | 0.00 | 362.32 | 0.00 | 748.73 |
| AmTrust Financial | 161.74 | 0.00 | 0.00 | 0.00 | 0.00 | 161.74 |
| Anne-Karin Atwood* | 0.00 | 94.72 | 0.00 | 0.00 | 0.00 | 94.72 |
| Annie's Cleaning Service | 600.00 | 775.00 | 0.00 | 0.00 | 0.00 | 1,375.00 |
| AugustineIdeas | 0.00 | 6,350.00 | 0.00 | 0.00 | 0.00 | 6,350.00 |
| Bank of the West Bank Card Center | 0.00 | 4,205.81 | 0.00 | 0.00 | 0.00 | 4,205.81 |
| Cintas Corporation #623 | 553.83 | 225.32 | 0.00 | 0.00 | 0.00 | 779.15 |
| FP Mailing Solutions | 118.89 | 0.00 | 0.00 | 0.00 | 0.00 | 118.89 |
| Geo-Tourism Specialties | 0.00 | 0.00 | -25.20 | 0.00 | 0.00 | -25.20 |
| InBloom Marketing | 3,300.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,300.00 |
| InfiniSource Benefits | 70.00 | 0.00 | 0.00 | 0.00 | 0.00 | 70.00 |
| Johnson Controls Fire Protection LP | 86.75 | -86.75 | 0.00 | 0.00 | 86.75 | 86.75 |
| JVP Communications, LLC | 5,600.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,600.00 |
| LexiConn Internet Services | 179.85 | 0.00 | 0.00 | 0.00 | 0.00 | 179.85 |
| Live a Tahoe Day | 27.00 | 0.00 | 0.00 | 0.00 | 0.00 | 27.00 |
| Paige Bechdolt | 8.72 | 0.00 | 0.00 | 0.00 | 0.00 | 8.72 |
| Porter Simon* | 275.00 | 4,500.00 | 0.00 | 0.00 | 2,020.00 | 6,795.00 |
| Ray Morgan Company, LLC | 0.00 | -142.04 | 0.00 | 0.00 | 273.13 | 131.09 |
| Sierra Nevada Ad Partners | 230.00 | 0.00 | 0.00 | 0.00 | 0.00 | 230.00 |
| Tahloha | 0.00 | 0.00 | -195.00 | 0.00 | 0.00 | -195.00 |
| Tahoe Adventure Company | 325.00 | 0.00 | 0.00 | 0.00 | 0.00 | 325.00 |
| Tahoe Heartbeats | 380.00 | 0.00 | 0.00 | 0.00 | 0.00 | 380.00 |
| Tahoe Truckee Sierra Disposal* | 252.36 | 0.00 | 0.00 | 0.00 | 0.00 | 252.36 |
| The Office Boss* | 37.11 | 0.00 | 0.00 | 0.00 | 0.00 | 37.11 |
| The Store...Copies and More | 0.00 | 87.68 | 0.00 | 0.00 | 0.00 | 87.68 |
| Transportation Management Association | 500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| USPS - Tahoe City | 265.00 | 0.00 | 0.00 | 0.00 | 0.00 | 265.00 |
| Wells Fargo Financial Leasing | 466.76 | 0.00 | 0.00 | 0.00 | 0.00 | 466.76 |
| Wolfdale's Cuisine Unique* | 44.00 | 0.00 | 0.00 | 0.00 | 0.00 | 44.00 |
| YIG Administration | 0.00 | 149.20 | 0.00 | 0.00 | 0.00 | 149.20 |
| TOTAL | <u>14,403.92</u> | <u>16,158.94</u> | <u>-220.20</u> | <u>362.32</u> | <u>2,379.88</u> | <u>33,084.86</u> |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Sep 21 | Budget | \$ Over Bu... | Jul - Sep 21 | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|----------------|----------------|-----------------|------------------|------------------|------------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 249,450 | 255,226 | (5,776) | 854,897 | 893,722 | (38,825) | 3,395,286 |
| 4100-00 · TBID Assessment Revenue | 185,257 | 185,257 | 0 | 559,336 | 559,336 | 0 | 4,689,362 |
| 4200-00 · Membership Dues Revenue | 6,493 | 6,250 | 243 | 19,415 | 18,750 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 25 | 0 | 25 | 1,085 | 0 | 1,085 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 25 | 0 | 25 | 1,085 | 0 | 1,085 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 35 | 0 | 35 | 105 | 0 | 105 | 0 |
| 46000 · Merchandise Sales - Other | 5,074 | 11,000 | (5,926) | 37,809 | 26,500 | 11,309 | 59,500 |
| Total 46000 · Merchandise Sales | 5,109 | 11,000 | (5,891) | 37,914 | 26,500 | 11,414 | 59,500 |
| Total Income | 446,334 | 457,733 | (11,399) | 1,472,646 | 1,498,307 | (25,661) | 8,210,947 |
| Gross Profit | 446,334 | 457,733 | (11,399) | 1,472,646 | 1,498,307 | (25,661) | 8,210,947 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 3,795 | 10,695 | (6,900) | 18,218 | 32,086 | (13,868) | 98,560 |
| 5030-00 · P/R - Health Insurance Expense | 6,928 | 13,890 | (6,961) | 16,180 | 41,669 | (25,489) | 128,597 |
| 5040-00 · P/R - Workmans Comp | 524 | 1,131 | (608) | 3,190 | 3,394 | (204) | 10,260 |
| 5060-00 · 401 (k) | 1,922 | 3,834 | (1,912) | 6,026 | 11,502 | (5,476) | 35,428 |
| 5070-00 · Other Benefits and Expenses | 254 | 646 | (392) | 1,090 | 1,939 | (849) | 5,993 |
| 5000-00 · Salaries & Wages - Other | 55,037 | 108,002 | (52,965) | 256,534 | 324,006 | (67,473) | 995,051 |
| Total 5000-00 · Salaries & Wages | 68,460 | 138,199 | (69,739) | 301,237 | 414,596 | (113,358) | 1,273,889 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 263 | 1,113 | (849) | 2,718 | 3,338 | (620) | 10,088 |
| 5140-00 · Repairs & Maintenance | (80) | 1,104 | (1,184) | 94 | 3,313 | (3,219) | 9,983 |
| 5150-00 · Office - Cleaning | 1,375 | 929 | 446 | 2,550 | 2,788 | (238) | 8,483 |
| 5100-00 · Rent - Other | 13,698 | 14,391 | (693) | 41,141 | 43,172 | (2,032) | 130,642 |
| Total 5100-00 · Rent | 15,256 | 17,537 | (2,280) | 46,502 | 52,610 | (6,108) | 159,197 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 3,253 | 2,973 | 280 | 7,101 | 8,920 | (1,819) | 27,002 |
| Total 5310-00 · Telephone | 3,253 | 2,973 | 280 | 7,101 | 8,920 | (1,819) | 27,002 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 13 | (13) | 50 |
| 5480-00 · Mail - Fed Ex | 0 | 4 | (4) | 233 | 13 | 221 | 50 |
| 5420-00 · Mail - USPS - Other | 0 | 127 | (127) | 200 | 380 | (180) | 1,140 |
| Total 5420-00 · Mail - USPS | 0 | 135 | (135) | 433 | 405 | 28 | 1,240 |
| 5510-00 · Insurance/Bonding | 1,803 | 1,250 | 553 | 2,731 | 3,750 | (1,019) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 492 | (492) | 135 | 6,475 | (6,340) | 9,425 |
| 5520-00 · Supplies - Other | 1,878 | 1,779 | 99 | 2,998 | 10,338 | (7,340) | 22,263 |
| Total 5520-00 · Supplies | 1,878 | 2,271 | (392) | 3,133 | 16,813 | (13,680) | 31,688 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 458 | 458 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 131 | 2,933 | (2,802) | 428 | 8,800 | (8,372) | 26,400 |
| 5710-00 · Taxes, Licenses & Fees | 1,312 | 1,308 | 4 | 4,663 | 3,925 | 738 | 11,832 |
| 5740-00 · Equipment Rental/Leasing | 586 | 435 | 150 | 1,316 | 1,306 | 10 | 4,116 |
| 5800-00 · Training Seminars | 0 | 500 | (500) | 0 | 1,500 | (1,500) | 4,500 |
| 5850-00 · Artist of Month - Commissions | 0 | 167 | (167) | 670 | 500 | 170 | 1,500 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 4,775 | 750 | 4,025 | 4,775 | 7,250 | (2,475) | 11,750 |
| 5920-00 · Professional Fees - Accountant | 0 | 22,500 | (22,500) | 0 | 22,500 | (22,500) | 26,000 |
| 5921-00 · Professional Fees - Other | 0 | 1,792 | (1,792) | 12,077 | 5,375 | 6,702 | 18,625 |
| Total 5900-00 · Professional Fees | 4,775 | 25,042 | (20,267) | 16,852 | 35,125 | (18,273) | 56,375 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 3,750 | (3,750) | 11,250 |
| 6020-00 · Programs | | | | | | | |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

| | Sep 21 | Budget | \$ Over Bu... | Jul - Sep 21 | YTD Budget | \$ Over Bu... | Annual Bu... |
|---|----------------|----------------|------------------|----------------|----------------|------------------|------------------|
| 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 | 5,000 | 0 | 5,000 | 5,000 | 0 | 5,000 | 25,400 |
| 6421-06 · Spartan | 0 | 4,400 | (4,400) | 0 | 4,400 | (4,400) | 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 | 400 | (400) | 0 | 400 | (400) | 62,800 |
| Total 6420-01 · Sponsorships | 5,000 | 4,800 | 200 | 5,000 | 4,800 | 200 | 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 | 5,000 | 4,800 | 200 | 5,225 | 38,825 | (33,600) | 514,575 |
| 6423-00 · Membership Activities | | | | | | | |
| 6436-00 · Membership - Wnt/Sum Rec Lunch | 0 | 0 | 0 | 0 | 0 | 0 | 500 |
| 6437-00 · Tuesday Morning Breakfast Club | 0 | 0 | 0 | (500) | 0 | (500) | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 600 | 500 | 100 | 1,838 | 1,500 | 338 | 4,500 |
| 6423-00 · Membership Activities - Other | 62 | 417 | (355) | 403 | 1,250 | (847) | 3,750 |
| Total 6423-00 · Membership Activities | 662 | 917 | (255) | 1,741 | 2,750 | (1,009) | 10,513 |
| 6730-00 · Marketing Cooperative/Media | 33,270 | 33,270 | 0 | 231,391 | 231,391 | 0 | 871,278 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 5,000 | (5,000) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 8,893 | 6,000 | 2,893 | 9,323 | 18,000 | (8,677) | 54,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 34,000 |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 25,000 | (25,000) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 25,000 | (25,000) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 50,000 | (50,000) | 200,000 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 5,000 | (5,000) | 15,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 120 | 125 | (5) | 696 | 375 | 321 | 1,125 |
| 59900 · POS Inventory Adjustments | 135 | 0 | 135 | 112 | 0 | 112 | 0 |
| 8100-01 · CGS - Other | 0 | 0 | 0 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 2,596 | 5,500 | (2,904) | 19,103 | 13,250 | 5,853 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 2,851 | 5,625 | (2,774) | 19,921 | 13,625 | 6,296 | 30,875 |
| 8200-00 · Associate Relations | 0 | 195 | (195) | 190 | 585 | (395) | 1,770 |
| 8300-00 · Board Functions | 823 | 583 | 240 | 16,248 | 1,750 | 14,498 | 5,250 |
| 8500-00 · Credit Card Fees | 168 | 567 | (399) | 1,109 | 1,396 | (286) | 3,247 |
| 8600-00 · Additional Opportunites | 650 | 5,833 | (5,183) | 1,950 | 17,500 | (15,550) | 55,000 |
| 8700-00 · Automobile Expenses | 56 | 542 | (486) | 136 | 1,625 | (1,489) | 5,025 |
| 8750-00 · Meals/Meetings | 0 | 642 | (642) | 111 | 1,925 | (1,814) | 6,088 |
| 8810-00 · Dues & Subscriptions | 1,249 | 1,275 | (26) | 3,243 | 3,825 | (582) | 11,500 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 1,250 | (1,250) | 3,750 |
| 8920-00 · Bad Debt | 624 | 0 | 624 | 624 | 0 | 624 | 0 |
| Total Expense | 151,853 | 276,818 | (124,965) | 676,737 | 948,905 | (272,167) | 3,528,482 |
| Net Ordinary Income | 294,481 | 180,916 | 113,566 | 795,909 | 549,403 | 246,506 | 4,682,465 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 33 | 0 | 33 | 0 |
| Total Other Income | 11 | 0 | 11 | 33 | 0 | 33 | 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 | 33 | 0 | 33 | (9,744) |

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

Accrual Basis

All Departments

| | <u>Sep 21</u> | <u>Budget</u> | <u>\$ Over Bu...</u> | <u>Jul - Sep 21</u> | <u>YTD Budget</u> | <u>\$ Over Bu...</u> | <u>Annual Bu...</u> |
|------------|----------------|----------------|----------------------|---------------------|-------------------|----------------------|---------------------|
| Net Income | <u>294,492</u> | <u>180,916</u> | <u>113,576</u> | <u>795,942</u> | <u>549,403</u> | <u>246,539</u> | <u>4,672,721</u> |

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

Accrual Basis

| | Jul - Sep 21 | Jul - Sep 20 | \$ Change | % Change |
|--|--------------|--------------|-----------|----------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 4050-00 · County of Placer TOT Funding | 854,897 | 721,302 | 133,594 | 19% |
| 4100-00 · TBID Assessment Revenue | 559,336 | 0 | 559,336 | 100% |
| 4200-00 · Membership Dues Revenue | 19,415 | 34,018 | (14,603) | (43)% |
| 4250-00 · Revenues-Membership Activities | 1,085 | 1,780 | (695) | (39)% |
| 46000 · Merchandise Sales | | | | |
| 4502-00 · Non-Retail VIC income | 105 | 1,132 | (1,027) | (91)% |
| 4504-00 · Retail Revenue - Other | 0 | 450 | (450) | (100)% |
| 46000 · Merchandise Sales - Other | 37,809 | 34,698 | 3,111 | 9% |
| Total 46000 · Merchandise Sales | 37,914 | 36,280 | 1,634 | 5% |
| Total Income | 1,472,646 | 793,381 | 679,265 | 86% |
| Gross Profit | 1,472,646 | 793,381 | 679,265 | 86% |
| Expense | | | | |
| 5000-00 · Salaries & Wages | | | | |
| 5010-00 · Sales Commissions | 0 | 2,106 | (2,106) | (100)% |
| 5020-00 · P/R - Tax Expense | 18,218 | 17,164 | 1,054 | 6% |
| 5030-00 · P/R - Health Insurance Expense | 16,180 | 29,403 | (13,223) | (45)% |
| 5040-00 · P/R - Workmans Comp | 3,190 | 2,823 | 367 | 13% |
| 5060-00 · 401 (k) | 6,026 | 2,681 | 3,345 | 125% |
| 5070-00 · Other Benefits and Expenses | 1,090 | 818 | 272 | 33% |
| 5000-00 · Salaries & Wages - Other | 256,534 | 251,995 | 4,539 | 2% |
| Total 5000-00 · Salaries & Wages | 301,237 | 306,990 | (5,753) | (2)% |
| 5100-00 · Rent | | | | |
| 5110-00 · Utilities | 2,718 | 2,413 | 305 | 13% |
| 5140-00 · Repairs & Maintenance | 94 | 260 | (167) | (64)% |
| 5150-00 · Office - Cleaning | 2,550 | 1,975 | 575 | 29% |
| 5100-00 · Rent - Other | 41,141 | 40,009 | 1,132 | 3% |
| Total 5100-00 · Rent | 46,502 | 44,657 | 1,845 | 4% |
| 5310-00 · Telephone | | | | |
| 5320-00 · Telephone | 7,101 | 6,846 | 256 | 4% |
| Total 5310-00 · Telephone | 7,101 | 6,846 | 256 | 4% |
| 5420-00 · Mail - USPS | | | | |
| 5480-00 · Mail - Fed Ex | 233 | 0 | 233 | 100% |
| 5420-00 · Mail - USPS - Other | 200 | 100 | 100 | 100% |
| Total 5420-00 · Mail - USPS | 433 | 100 | 333 | 333% |
| 5510-00 · Insurance/Bonding | 2,731 | 3,165 | (434) | (14)% |
| 5520-00 · Supplies | | | | |
| 5525-00 · Supplies- Computer | 135 | 307 | (172) | (56)% |
| 5520-00 · Supplies - Other | 2,998 | 2,281 | 717 | 31% |
| Total 5520-00 · Supplies | 3,133 | 2,588 | 544 | 21% |
| 5610-00 · Depreciation | 458 | 0 | 458 | 100% |
| 5700-00 · Equipment Support & Maintenance | 428 | 7,141 | (6,714) | (94)% |
| 5710-00 · Taxes, Licenses & Fees | 4,663 | 2,514 | 2,149 | 86% |
| 5740-00 · Equipment Rental/Leasing | 1,316 | 1,282 | 34 | 3% |
| 5800-00 · Training Seminars | 0 | 66 | (66) | (100)% |
| 5850-00 · Artist of Month - Commissions | 670 | 918 | (248) | (27)% |
| 5900-00 · Professional Fees | | | | |
| 5910-00 · Professional Fees - Attorneys | 4,775 | 1,080 | 3,695 | 342% |
| 5920-00 · Professional Fees - Accountant | 0 | 2,390 | (2,390) | (100)% |
| 5921-00 · Professional Fees - Other | 12,077 | 12,480 | (403) | (3)% |
| Total 5900-00 · Professional Fees | 16,852 | 15,950 | 902 | 6% |
| 6420-00 · Events | | | | |

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through September 2021

| | Jul - Sep 21 | Jul - Sep 20 | \$ Change | % Change |
|--|----------------|----------------|----------------|-------------|
| 6420-01 · Sponsorships | | | | |
| 6421-04 · Broken Arrow Skyrace | 5,000 | 0 | 5,000 | 100% |
| Total 6420-01 · Sponsorships | 5,000 | 0 | 5,000 | 100% |
| 6421-00 · New Event Development | 0 | 4,000 | (4,000) | (100)% |
| 6424-00 · Event Operation Expenses | 225 | 0 | 225 | 100% |
| Total 6420-00 · Events | 5,225 | 4,000 | 1,225 | 31% |
| 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 | 1,838 | 1,843 | (5) | (0)% |
| 6444-00 · Trades | 0 | 0 | 0 | 0% |
| 6423-00 · Membership Activities - Other | 403 | 915 | (512) | (56)% |
| Total 6423-00 · Membership Activities | 1,741 | 3,053 | (1,312) | (43)% |
| 6730-00 · Marketing Cooperative/Media | 231,391 | 205,271 | 26,120 | 13% |
| 6742-00 · Non-NLT Co-Op Marketing Program | 9,323 | 1,177 | 8,146 | 692% |
| 6743-00 · BACC Marketing Programs | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 0 | 0 | 0% |
| Total 6743-00 · BACC Marketing Programs | 0 | 0 | 0 | 0% |
| 8100-00 · Cost of Goods Sold | | | | |
| 51100 · Freight and Shipping Costs | 696 | 601 | 95 | 16% |
| 59900 · POS Inventory Adjustments | 112 | 0 | 112 | 100% |
| 8100-01 · CGS - Other | 10 | 52,330 | (52,321) | (100)% |
| 8100-00 · Cost of Goods Sold - Other | 19,103 | 18,021 | 1,082 | 6% |
| Total 8100-00 · Cost of Goods Sold | 19,921 | 70,952 | (51,032) | (72)% |
| 8200-00 · Associate Relations | 190 | 522 | (332) | (64)% |
| 8300-00 · Board Functions | 16,248 | 1,268 | 14,981 | 1,182% |
| 8500-00 · Credit Card Fees | 1,109 | 1,103 | 6 | 1% |
| 8600-00 · Additional Opportunitites | 1,950 | 8,905 | (6,955) | (78)% |
| 8700-00 · Automobile Expenses | 136 | 547 | (411) | (75)% |
| 8750-00 · Meals/Meetings | 111 | 200 | (89) | (45)% |
| 8810-00 · Dues & Subscriptions | 3,243 | 1,528 | 1,715 | 112% |
| 8920-00 · Bad Debt | 624 | 0 | 624 | 100% |
| Total Expense | 676,737 | 690,744 | (14,007) | (2)% |
| Net Ordinary Income | 795,909 | 102,637 | 693,272 | 676% |
| Other Income/Expense | | | | |
| Other Income | | | | |
| 4700-00 · Revenues- Interest & Investment | 33 | 51 | (18) | (35)% |
| Total Other Income | 33 | 51 | (18) | (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 | 33 | 51 | (18) | (35)% |
| Net Income | 795,942 | 102,688 | 693,254 | 675% |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------|---------|----------------|--------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 122,337 | 114,492 | 7,845 | 455,033 | 493,858 | (38,825) | 2,188,080 |
| Total Income | 122,337 | 114,492 | 7,845 | 455,033 | 493,858 | (38,825) | 2,188,080 |
| Gross Profit | 122,337 | 114,492 | 7,845 | 455,033 | 493,858 | (38,825) | 2,188,080 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 934 | 2,393 | (1,459) | 3,700 | 7,178 | (3,478) | 21,534 |
| 5030-00 · P/R - Health Insurance Expense | 2,386 | 4,120 | (1,734) | 8,256 | 12,360 | (4,104) | 37,080 |
| 5040-00 · P/R - Workmans Comp | 77 | 129 | (52) | 579 | 386 | 193 | 1,159 |
| 5060-00 · 401 (k) | 453 | 957 | (504) | 2,045 | 2,871 | (826) | 8,614 |
| 5070-00 · Other Benefits and Expenses | 116 | 121 | (5) | 913 | 364 | 549 | 1,092 |
| 5000-00 · Salaries & Wages - Other | 14,722 | 23,927 | (9,205) | 54,851 | 71,781 | (16,930) | 215,344 |
| Total 5000-00 · Salaries & Wages | 18,688 | 31,647 | (12,959) | 70,344 | 94,941 | (24,596) | 284,822 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 35 | 125 | (90) | 407 | 375 | 32 | 1,125 |
| 5140-00 · Repairs & Maintenance | 0 | 75 | (75) | 0 | 225 | (225) | 675 |
| 5150-00 · Office - Cleaning | 363 | 188 | 175 | 613 | 563 | 50 | 1,688 |
| 5100-00 · Rent - Other | 1,858 | 2,083 | (226) | 5,573 | 6,250 | (677) | 18,750 |
| Total 5100-00 · Rent | 2,255 | 2,471 | (216) | 6,593 | 7,412 | (819) | 22,237 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 655 | 578 | 77 | 1,550 | 1,735 | (185) | 5,205 |
| Total 5310-00 · Telephone | 655 | 578 | 77 | 1,550 | 1,735 | (185) | 5,205 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | | | 85 | | | |
| 5420-00 · Mail - USPS - Other | 0 | 0 | 0 | 53 | 0 | 53 | 0 |
| Total 5420-00 · Mail - USPS | 0 | 0 | 0 | 137 | 0 | 137 | 0 |
| 5510-00 · Insurance/Bonding | 0 | | | 87 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies - Computer | 0 | 417 | (417) | 40 | 1,250 | (1,210) | 3,750 |
| 5520-00 · Supplies - Other | 156 | 0 | 156 | 210 | 0 | 210 | 0 |
| Total 5520-00 · Supplies | 156 | 417 | (261) | 250 | 1,250 | (1,000) | 3,750 |
| 5700-00 · Equipment Support & Maintenance | 0 | 13 | (13) | 0 | 38 | (38) | 113 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 13 | (13) | 48 | 38 | 10 | 113 |
| 5740-00 · Equipment Rental/Leasing | 133 | 83 | 50 | 296 | 250 | 46 | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 0 | 125 | (125) | 0 | 375 | (375) | 1,125 |
| 5921-00 · Professional Fees - Other | 0 | 125 | (125) | 0 | 375 | (375) | 1,125 |
| Total 5900-00 · Professional Fees | 0 | 250 | (250) | 0 | 750 | (750) | 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 | 5,000 | 0 | 5,000 | 5,000 | 0 | 5,000 | 25,400 |
| 6421-06 · Spartan | 0 | 4,400 | (4,400) | 0 | 4,400 | (4,400) | 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 | 400 | (400) | 0 | 400 | (400) | 62,800 |
| Total 6420-01 · Sponsorships | 5,000 | 4,800 | 200 | 5,000 | 4,800 | 200 | 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 | 5,000 | 4,800 | 200 | 5,225 | 38,825 | (33,600) | 514,575 |
| 6730-00 · Marketing Cooperative/Media | 25,531 | 25,531 | 0 | 208,175 | 208,175 | 0 | 801,630 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 8,493 | 5,000 | 3,493 | 8,723 | 15,000 | (6,277) | 45,000 |
| 6743-00 · BACC Marketing Programs | | | | | | | |
| 6743-01 · Year Round Shopping Campaign | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 14,000 |
| 6743-03 · Winter Lakeside Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 20,000 |
| Total 6743-00 · BACC Marketing Programs | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 34,000 |
| 8200-00 · Associate Relations | 0 | 21 | (21) | 0 | 62 | (62) | 187 |
| 8600-00 · Additional Opportunities | 0 | 4,167 | (4,167) | 0 | 12,500 | (12,500) | 37,500 |
| 8700-00 · Automobile Expenses | 28 | 125 | (97) | 59 | 375 | (316) | 1,125 |
| 8750-00 · Meals/Meetings | 0 | 42 | (42) | 0 | 125 | (125) | 375 |
| 8810-00 · Dues & Subscriptions | 32 | 83 | (51) | 97 | 250 | (153) | 750 |
| 8910-00 · Travel | 0 | 417 | (417) | 0 | 1,250 | (1,250) | 3,750 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|----------|----------------|---------------|------------|----------------|---------------|
| Total Expense | 60,972 | 77,656 | (16,684) | 301,586 | 384,976 | (83,390) | 1,828,132 |
| Net Ordinary Income | 61,365 | 36,836 | 24,529 | 153,447 | 108,882 | 44,565 | 359,948 |
| Other Income/Expense | | | | | | | |
| Other Income | | | | | | | |
| 4700-00 · Revenues- Interest & Investment | 11 | 0 | 11 | 33 | 0 | 33 | 0 |
| Total Other Income | 11 | 0 | 11 | 33 | 0 | 33 | 0 |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 25,011 | 36,836 | (11,825) | 115,794 | 108,882 | 6,913 | 359,948 |
| Total Other Expense | 25,011 | 36,836 | (11,825) | 115,794 | 108,882 | 6,913 | 359,948 |
| Net Other Income | (25,000) | (36,836) | 11,836 | (115,761) | (108,882) | (6,879) | (359,948) |
| Net Income | 36,365 | 0 | 36,365 | 37,686 | 0 | 37,686 | 0 |

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

Accrual Basis

30 - Conference

| | Sep 21 | Budget | \$ Over Bud... | Jul - Sep 21 | YTD Budget | \$ Over Bud... | Annual Bud... |
|---|---------------|------------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 42,365 | 47,279 | (4,913) | 128,030 | 128,030 | 0 | 360,285 |
| Total Income | 42,365 | 47,279 | (4,913) | 128,030 | 128,030 | 0 | 360,285 |
| Gross Profit | 42,365 | 47,279 | (4,913) | 128,030 | 128,030 | 0 | 360,285 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 714 | 1,747 | (1,034) | 1,702 | 5,242 | (3,540) | 15,727 |
| 5030-00 · P/R - Health Insurance Expense | 651 | 2,103 | (1,452) | 197 | 6,309 | (6,112) | 18,926 |
| 5040-00 · P/R - Workmans Comp | 60 | 167 | (107) | 236 | 500 | (264) | 1,500 |
| 5060-00 · 401 (k) | 389 | 417 | (27) | 950 | 1,250 | (300) | 3,750 |
| 5070-00 · Other Benefits and Expenses | 24 | 75 | (51) | 63 | 225 | (162) | 675 |
| 5000-00 · Salaries & Wages - Other | 10,126 | 17,474 | (7,348) | 25,723 | 52,423 | (26,700) | 157,268 |
| Total 5000-00 · Salaries & Wages | 11,964 | 21,983 | (10,019) | 28,872 | 65,949 | (37,077) | 197,846 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 24 | 83 | (59) | 282 | 250 | 32 | 750 |
| 5140-00 · Repairs & Maintenance | 0 | 63 | (63) | 0 | 188 | (188) | 563 |
| 5150-00 · Office - Cleaning | 250 | 125 | 125 | 423 | 375 | 48 | 1,125 |
| 5100-00 · Rent - Other | 1,186 | 1,333 | (148) | 3,557 | 4,000 | (443) | 12,000 |
| Total 5100-00 · Rent | 1,460 | 1,604 | (144) | 4,262 | 4,812 | (550) | 14,437 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 436 | 417 | 20 | 967 | 1,250 | (283) | 3,750 |
| Total 5310-00 · Telephone | 436 | 417 | 20 | 967 | 1,250 | (283) | 3,750 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5480-00 · Mail - Fed Ex | 0 | | | 137 | | | |
| 5420-00 · Mail - USPS - Other | 0 | 17 | (17) | 36 | 50 | (14) | 150 |
| Total 5420-00 · Mail - USPS | 0 | 17 | (17) | 173 | 50 | 123 | 150 |
| 5510-00 · Insurance/Bonding | 0 | | | 60 | | | |
| 5520-00 · Supplies | 108 | 113 | (5) | 145 | 338 | (193) | 1,013 |
| 5710-00 · Taxes, Licenses & Fees | 5 | 8 | (3) | 38 | 25 | 13 | 75 |
| 5740-00 · Equipment Rental/Leasing | 93 | 63 | 31 | 206 | 188 | 18 | 563 |
| 5800-00 · Training Seminars | 0 | 83 | (83) | 0 | 250 | (250) | 750 |
| 6730-00 · Marketing Cooperative/Media | 7,739 | 7,739 | 0 | 23,216 | 23,216 | 0 | 69,648 |
| 8200-00 · Associate Relations | 0 | 13 | (13) | 0 | 38 | (38) | 113 |
| 8750-00 · Meals/Meetings | 0 | 29 | (29) | 0 | 88 | (88) | 263 |
| Total Expense | 21,805 | 32,067 | (10,263) | 57,940 | 96,202 | (38,262) | 288,607 |
| Net Ordinary Income | 20,560 | 15,211 | 5,349 | 70,090 | 31,828 | 38,262 | 71,678 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,181 | 15,211 | (11,031) | 19,355 | 31,828 | (12,472) | 71,678 |
| Total Other Expense | 4,181 | 15,211 | (11,031) | 19,355 | 31,828 | (12,472) | 71,678 |
| Net Other Income | (4,181) | (15,211) | 11,031 | (19,355) | (31,828) | 12,472 | (71,678) |
| Net Income | 16,380 | (0) | 16,380 | 50,735 | (0) | 50,735 | (0) |

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

42 - Visitor Center

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 39,777 | 45,202 | (5,425) | 121,336 | 121,336 | 0 | 342,770 |
| 46000 · Merchandise Sales | | | | | | | |
| 4502-00 · Non-Retail VIC income | 35 | 0 | 35 | 105 | 0 | 105 | 0 |
| 46000 · Merchandise Sales - Other | 5,074 | 11,000 | (5,926) | 37,809 | 26,500 | 11,309 | 59,500 |
| Total 46000 · Merchandise Sales | 5,109 | 11,000 | (5,891) | 37,914 | 26,500 | 11,414 | 59,500 |
| Total Income | 44,886 | 56,202 | (11,316) | 159,250 | 147,836 | 11,414 | 402,270 |
| Gross Profit | 44,886 | 56,202 | (11,316) | 159,250 | 147,836 | 11,414 | 402,270 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 758 | 1,551 | (793) | 3,707 | 4,653 | (946) | 13,959 |
| 5030-00 · P/R - Health Insurance Expense | (547) | 1,583 | (2,131) | (298) | 4,750 | (5,048) | 14,250 |
| 5040-00 · P/R - Workmans Comp | 299 | 583 | (284) | 1,511 | 1,750 | (239) | 5,250 |
| 5060-00 · 401 (k) | 383 | 417 | (34) | 1,453 | 1,250 | 203 | 3,750 |
| 5070-00 · Other Benefits and Expenses | 33 | 83 | (50) | 33 | 250 | (217) | 750 |
| 5000-00 · Salaries & Wages - Other | 9,894 | 15,510 | (5,616) | 37,668 | 46,530 | (8,863) | 139,591 |
| Total 5000-00 · Salaries & Wages | 10,821 | 19,728 | (8,907) | 44,074 | 59,183 | (15,109) | 177,550 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 132 | 667 | (535) | 1,192 | 2,000 | (808) | 6,000 |
| 5140-00 · Repairs & Maintenance | 0 | 500 | (500) | 0 | 1,500 | (1,500) | 4,500 |
| 5150-00 · Office - Cleaning | 0 | 208 | (208) | 225 | 625 | (400) | 1,875 |
| 5100-00 · Rent - Other | 6,522 | 6,667 | (145) | 19,565 | 20,000 | (436) | 60,000 |
| Total 5100-00 · Rent | 6,653 | 8,042 | (1,388) | 20,981 | 24,125 | (3,144) | 72,375 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 436 | 413 | 24 | 967 | 1,238 | (270) | 3,713 |
| Total 5310-00 · Telephone | 436 | 413 | 24 | 967 | 1,238 | (270) | 3,713 |
| 5420-00 · Mail - USPS | 0 | 17 | (17) | 36 | 50 | (14) | 150 |
| 5510-00 · Insurance/Bonding | 0 | | | 60 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 75 | (75) | 0 | 225 | (225) | 675 |
| 5520-00 · Supplies - Other | 834 | 583 | 251 | 1,433 | 1,750 | (317) | 5,250 |
| Total 5520-00 · Supplies | 834 | 658 | 176 | 1,433 | 1,975 | (542) | 5,925 |
| 5700-00 · Equipment Support & Maintenance | 0 | 4 | (4) | 0 | 13 | (13) | 38 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 4 | (4) | 376 | 13 | 363 | 38 |
| 5740-00 · Equipment Rental/Leasing | 93 | 63 | 31 | 206 | 188 | 18 | 563 |
| 5850-00 · Artist of Month - Commissions | 0 | 167 | (167) | 670 | 500 | 170 | 1,500 |
| 6740-00 · Media/Collateral/Production | 0 | 1,667 | (1,667) | 0 | 5,000 | (5,000) | 15,000 |
| 6742-00 · Non-NLT Co-Op Marketing Program | 400 | 1,000 | (600) | 600 | 3,000 | (2,400) | 9,000 |
| 8100-00 · Cost of Goods Sold | | | | | | | |
| 51100 · Freight and Shipping Costs | 120 | 125 | (5) | 696 | 375 | 321 | 1,125 |
| 59900 · POS Inventory Adjustments | 135 | 0 | 135 | 112 | 0 | 112 | 0 |
| 8100-01 · CGS - Other | 0 | 0 | 0 | 10 | 0 | 10 | 0 |
| 8100-00 · Cost of Goods Sold - Other | 2,596 | 5,500 | (2,904) | 19,103 | 13,250 | 5,853 | 29,750 |
| Total 8100-00 · Cost of Goods Sold | 2,851 | 5,625 | (2,774) | 19,921 | 13,625 | 6,296 | 30,875 |
| 8200-00 · Associate Relations | 0 | 25 | (25) | 26 | 75 | (49) | 225 |
| 8500-00 · Credit Card Fees | 135 | 517 | (382) | 962 | 1,246 | (283) | 2,797 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 125 | (125) | 375 |
| 8750-00 · Meals/Meetings | 0 | 17 | (17) | 0 | 50 | (50) | 150 |
| 8810-00 · Dues & Subscriptions | 0 | 133 | (133) | 0 | 400 | (400) | 1,200 |
| Total Expense | 22,223 | 38,120 | (15,897) | 90,312 | 110,804 | (20,492) | 321,471 |
| Net Ordinary Income | 22,663 | 18,082 | 4,581 | 68,938 | 37,032 | 31,906 | 80,798 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,715 | 18,082 | (13,367) | 21,829 | 37,032 | (15,203) | 80,798 |
| Total Other Expense | 4,715 | 18,082 | (13,367) | 21,829 | 37,032 | (15,203) | 80,798 |
| Net Other Income | (4,715) | (18,082) | 13,367 | (21,829) | (37,032) | 15,203 | (80,798) |
| Net Income | 17,948 | (0) | 17,948 | 47,109 | (0) | 47,109 | (0) |

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

51 - TMPI

Accrual Basis

| | Sep 21 | Budget | \$ Over ... | Jul - Se... | YTD Bu... | \$ Over ... | Annual ... |
|---|--------------|------------|--------------|---------------|------------|---------------|------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 14,077 | 15,710 | (1,633) | 56,009 | 56,009 | 0 | 141,237 |
| Total Income | 14,077 | 15,710 | (1,633) | 56,009 | 56,009 | 0 | 141,237 |
| Gross Profit | 14,077 | 15,710 | (1,633) | 56,009 | 56,009 | 0 | 141,237 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 0 | 768 | (768) | 201 | 2,303 | (2,102) | 7,363 |
| 5030-00 · P/R - Health Insurance Expense | 201 | 1,000 | (799) | 133 | 3,000 | (2,867) | 9,590 |
| 5040-00 · P/R - Workmans Comp | 0 | 25 | (25) | 54 | 75 | (22) | 240 |
| 5060-00 · 401 (k) | 0 | 307 | (307) | 0 | 921 | (921) | 2,945 |
| 5070-00 · Other Benefits and Expenses | 1 | 88 | (87) | 1 | 263 | (263) | 842 |
| 5000-00 · Salaries & Wages - Other | 0 | 7,677 | (7,677) | 1,354 | 23,032 | (21,678) | 73,628 |
| Total 5000-00 · Salaries & Wages | 202 | 9,865 | (9,663) | 1,741 | 29,595 | (27,853) | 94,608 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 7 | 25 | (18) | 78 | 75 | 3 | 238 |
| 5140-00 · Repairs & Maintenance | 0 | 17 | (17) | 0 | 50 | (50) | 158 |
| 5150-00 · Office - Cleaning | 75 | 42 | 33 | 127 | 125 | 2 | 396 |
| 5100-00 · Rent - Other | 356 | 375 | (19) | 1,067 | 1,125 | (58) | 3,563 |
| Total 5100-00 · Rent | 438 | 458 | (20) | 1,272 | 1,375 | (103) | 4,354 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 116 | 134 | (18) | 207 | 403 | (196) | 1,275 |
| Total 5310-00 · Telephone | 116 | 134 | (18) | 207 | 403 | (196) | 1,275 |
| 5420-00 · Mail - USPS | 0 | | | 2 | | | |
| 5510-00 · Insurance/Bonding | 0 | | | 18 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 0 | 0 | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 32 | 0 | 32 | 39 | 5,000 | (4,961) | 5,000 |
| Total 5520-00 · Supplies | 32 | 0 | 32 | 39 | 6,250 | (6,211) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 13 | (13) | 10 | 38 | (28) | 120 |
| 5740-00 · Equipment Rental/Leasing | 157 | 19 | 139 | 191 | 56 | 135 | 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 | 0 | 0 | 0 | 11,954 | 0 | 11,954 | 0 |
| Total 5900-00 · Professional Fees | 0 | 0 | 0 | 11,954 | 5,000 | 6,954 | 5,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 125 | (125) | 400 |
| 8750-00 · Meals/Meetings | 0 | 83 | (83) | 0 | 250 | (250) | 1,000 |
| 8810-00 · Dues & Subscriptions | 2 | 42 | (40) | 5 | 125 | (120) | 400 |
| Total Expense | 947 | 10,655 | (9,709) | 15,438 | 43,216 | (27,778) | 113,584 |
| Net Ordinary Income | 13,130 | 5,054 | 8,076 | 40,570 | 12,792 | 27,778 | 27,653 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 4,017 | 5,054 | (1,037) | 18,600 | 12,792 | 5,807 | 27,653 |
| Total Other Expense | 4,017 | 5,054 | (1,037) | 18,600 | 12,792 | 5,807 | 27,653 |
| Net Other Income | (4,017) | (5,054) | 1,037 | (18,600) | (12,792) | (5,807) | (27,653) |
| Net Income | <u>9,113</u> | <u>(0)</u> | <u>9,113</u> | <u>21,971</u> | <u>(0)</u> | <u>21,971</u> | <u>(0)</u> |

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

Accrual Basis

50 - TBID Assesment

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 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 | 185,257 | 185,257 | 0 | 559,336 | 559,336 | 0 | 4,689,362 |
| Total Income | <u>185,257</u> | <u>185,257</u> | <u>0</u> | <u>559,336</u> | <u>559,336</u> | <u>0</u> | <u>4,689,362</u> |
| Gross Profit | <u>185,257</u> | <u>185,257</u> | <u>0</u> | <u>559,336</u> | <u>559,336</u> | <u>0</u> | <u>4,689,362</u> |
| Net Ordinary Income | <u>185,257</u> | <u>185,257</u> | <u>0</u> | <u>559,336</u> | <u>559,336</u> | <u>0</u> | <u>4,689,362</u> |
| Net Income | <u><u>185,257</u></u> | <u><u>185,257</u></u> | <u><u>0</u></u> | <u><u>559,336</u></u> | <u><u>559,336</u></u> | <u><u>0</u></u> | <u><u>4,689,362</u></u> |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

60 - Membership

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Bud... |
|---|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4200-00 · Membership Dues Revenue | 6,493 | 6,250 | 243 | 19,415 | 18,750 | 665 | 56,250 |
| 4250-00 · Revenues-Membership Activities | | | | | | | |
| 4250-02 · Chamber Events | 0 | 0 | 0 | 0 | 0 | 0 | 4,500 |
| 4250-03 · Summer/Winter Rec Luncheon | 0 | 0 | 0 | 0 | 0 | 0 | 1,500 |
| 4251-00 · Tues AM Breakfast Club | | | | | | | |
| 4251-01 · Tues AM Breakfast Club Sponsors | 0 | 0 | 0 | 0 | 0 | 0 | 2,350 |
| 4251-00 · Tues AM Breakfast Club - Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,200 |
| Total 4251-00 · Tues AM Breakfast Club | 0 | 0 | 0 | 0 | 0 | 0 | 3,550 |
| 4250-00 · Revenues-Membership Activities - Other | 25 | 0 | 25 | 1,085 | 0 | 1,085 | 0 |
| Total 4250-00 · Revenues-Membership Activities | 25 | 0 | 25 | 1,085 | 0 | 1,085 | 9,550 |
| 4253-00 · Revenue- Other | 0 | 0 | 0 | 0 | 0 | 0 | 1,000 |
| Total Income | 6,518 | 6,250 | 268 | 20,500 | 18,750 | 1,750 | 66,800 |
| Gross Profit | 6,518 | 6,250 | 268 | 20,500 | 18,750 | 1,750 | 66,800 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 238 | 418 | (180) | 744 | 1,254 | (509) | 3,761 |
| 5030-00 · P/R - Health Insurance Expense | 318 | 333 | (15) | 700 | 1,000 | (300) | 3,000 |
| 5040-00 · P/R - Workmans Comp | 21 | 13 | 9 | 109 | 38 | 71 | 113 |
| 5060-00 · 401 (k) | 0 | 167 | (167) | 135 | 501 | (367) | 1,504 |
| 5070-00 · Other Benefits and Expenses | 0 | 54 | (54) | 0 | 163 | (162) | 488 |
| 5000-00 · Salaries & Wages - Other | 3,354 | 4,179 | (825) | 9,829 | 12,537 | (2,708) | 37,611 |
| Total 5000-00 · Salaries & Wages | 3,932 | 5,164 | (1,232) | 11,517 | 15,492 | (3,975) | 46,477 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 8 | 25 | (17) | 95 | 75 | 20 | 225 |
| 5140-00 · Repairs & Maintenance | 0 | 21 | (21) | 0 | 62 | (62) | 187 |
| 5150-00 · Office - Cleaning | 81 | 42 | 40 | 137 | 125 | 12 | 375 |
| 5100-00 · Rent - Other | 524 | 527 | (3) | 1,572 | 1,580 | (8) | 4,740 |
| Total 5100-00 · Rent | 613 | 614 | (1) | 1,804 | 1,843 | (39) | 5,528 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 156 | 139 | 16 | 358 | 418 | (59) | 1,253 |
| Total 5310-00 · Telephone | 156 | 139 | 16 | 358 | 418 | (59) | 1,253 |
| 5420-00 · Mail - USPS | 0 | 10 | (10) | 12 | 30 | (18) | 90 |
| 5510-00 · Insurance/Bonding | 0 | | | 20 | | | |
| 5520-00 · Supplies | 35 | 167 | (132) | 47 | 500 | (453) | 1,500 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 4 | (4) | 11 | 13 | (2) | 38 |
| 5740-00 · Equipment Rental/Leasing | 31 | 21 | 10 | 67 | 62 | 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 | 0 | 0 | 0 | (500) | 0 | (500) | 1,763 |
| 6442-00 · Public Relations/Website/Digita | 600 | 500 | 100 | 1,838 | 1,500 | 338 | 4,500 |
| 6423-00 · Membership Activities - Other | 62 | 417 | (355) | 403 | 1,250 | (847) | 3,750 |
| Total 6423-00 · Membership Activities | 662 | 917 | (255) | 1,741 | 2,750 | (1,009) | 10,513 |
| 8200-00 · Associate Relations | 0 | 7 | (7) | 164 | 20 | 144 | 60 |
| 8500-00 · Credit Card Fees | 33 | 50 | (17) | 127 | 150 | (23) | 450 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 125 | (125) | 375 |
| 8750-00 · Meals/Meetings | 0 | 33 | (33) | 111 | 100 | 11 | 300 |
| 8810-00 · Dues & Subscriptions | 11 | 17 | (6) | 33 | 50 | (17) | 150 |
| 8920-00 · Bad Debt | 325 | 0 | 325 | 325 | 0 | 325 | 0 |
| Total Expense | 5,797 | 7,184 | (1,387) | 16,336 | 21,552 | (5,216) | 66,919 |
| Net Ordinary Income | 721 | (934) | 1,655 | 4,164 | (2,802) | 6,966 | (119) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 1,356 | 3,408 | (2,052) | 6,278 | 7,130 | (852) | 16,521 |
| Total Other Expense | 1,356 | 3,408 | (2,052) | 6,278 | 7,130 | (852) | 16,521 |
| Net Other Income | (1,356) | (3,408) | 2,052 | (6,278) | (7,130) | 852 | (16,521) |
| Net Income | (635) | (4,342) | 3,707 | (2,115) | (9,933) | 7,818 | (16,640) |

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

61 - Business Association Grant Funding

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|------------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 16,667 | 16,667 | 0 | 50,000 | 50,000 | 0 | 200,000 |
| Total Income | 16,667 | 16,667 | 0 | 50,000 | 50,000 | 0 | 200,000 |
| Gross Profit | 16,667 | 16,667 | 0 | 50,000 | 50,000 | 0 | 200,000 |
| Expense | | | | | | | |
| 6750-00 · Business Association Grant | | | | | | | |
| 6750-01 · Business Assn Grant - NTBA | 0 | 8,333 | (8,333) | 0 | 25,000 | (25,000) | 100,000 |
| 6750-02 · Business Assn Grant - TCDA | 0 | 8,333 | (8,333) | 0 | 25,000 | (25,000) | 100,000 |
| Total 6750-00 · Business Association Grant | 0 | 16,667 | (16,667) | 0 | 50,000 | (50,000) | 200,000 |
| Total Expense | 0 | 16,667 | (16,667) | 0 | 50,000 | (50,000) | 200,000 |
| Net Ordinary Income | 16,667 | (0) | 16,667 | 50,000 | (0) | 50,000 | 0 |
| Net Income | 16,667 | (0) | 16,667 | 50,000 | (0) | 50,000 | 0 |

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

70 - Administration

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|-----------------|-----------------|-----------------|------------------|------------------|-----------------|------------------|
| Ordinary Income/Expense | | | | | | | |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 1,152 | 3,202 | (2,050) | 8,163 | 9,605 | (1,442) | 28,816 |
| 5030-00 · P/R - Health Insurance Expense | 3,920 | 3,750 | 170 | 7,193 | 11,250 | (4,057) | 33,750 |
| 5040-00 · P/R - Workmans Comp | 66 | 194 | (128) | 701 | 583 | 118 | 1,749 |
| 5060-00 · 401 (k) | 696 | 1,323 | (627) | 1,442 | 3,968 | (2,526) | 11,904 |
| 5070-00 · Other Benefits and Expenses | 79 | 183 | (104) | 79 | 548 | (469) | 1,645 |
| 5000-00 · Salaries & Wages - Other | 16,940 | 33,068 | (16,128) | 127,109 | 99,203 | 27,906 | 297,610 |
| Total 5000-00 · Salaries & Wages | 22,854 | 41,719 | (18,866) | 144,688 | 125,158 | 19,530 | 375,474 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 52 | 167 | (115) | 601 | 500 | 101 | 1,500 |
| 5140-00 · Repairs & Maintenance | (80) | 417 | (497) | 94 | 1,250 | (1,156) | 3,750 |
| 5150-00 · Office - Cleaning | 544 | 292 | 252 | 919 | 875 | 44 | 2,625 |
| 5100-00 · Rent - Other | 2,957 | 3,093 | (136) | 8,917 | 9,280 | (363) | 27,840 |
| Total 5100-00 · Rent | 3,473 | 3,968 | (495) | 10,531 | 11,905 | (1,374) | 35,715 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 1,356 | 1,234 | 122 | 2,890 | 3,703 | (812) | 11,108 |
| Total 5310-00 · Telephone | 1,356 | 1,234 | 122 | 2,890 | 3,703 | (812) | 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 | 250 | (189) | 750 |
| Total 5420-00 · Mail - USPS | 0 | 83 | (83) | 73 | 250 | (177) | 750 |
| 5510-00 · Insurance/Bonding | 1,803 | 1,250 | 553 | 2,471 | 3,750 | (1,279) | 11,250 |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies - Computer | 0 | 0 | 0 | 95 | 2,500 | (2,405) | 2,500 |
| 5520-00 · Supplies - Other | 687 | 500 | 187 | 1,092 | 1,500 | (408) | 4,500 |
| Total 5520-00 · Supplies | 687 | 500 | 187 | 1,188 | 4,000 | (2,812) | 7,000 |
| 5610-00 · Depreciation | 153 | 153 | 0 | 458 | 458 | 0 | 1,375 |
| 5700-00 · Equipment Support & Maintenance | 131 | 2,917 | (2,786) | 428 | 8,750 | (8,322) | 26,250 |
| 5710-00 · Taxes, Licenses & Fees | 1,307 | 1,250 | 57 | 4,173 | 3,750 | 423 | 11,250 |
| 5740-00 · Equipment Rental/Leasing | 60 | 125 | (65) | 304 | 375 | (71) | 1,125 |
| 5800-00 · Training Seminars | 0 | 417 | (417) | 0 | 1,250 | (1,250) | 3,750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5910-00 · Professional Fees - Attorneys | 4,775 | 625 | 4,150 | 4,775 | 1,875 | 2,900 | 5,625 |
| 5920-00 · Professional Fees - Accountant | 0 | 22,500 | (22,500) | 0 | 22,500 | (22,500) | 26,000 |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 124 | 2,500 | (2,376) | 7,500 |
| Total 5900-00 · Professional Fees | 4,775 | 23,958 | (19,183) | 4,899 | 26,875 | (21,976) | 39,125 |
| 5941-00 · Research & Planning | 0 | 1,250 | (1,250) | 0 | 3,750 | (3,750) | 11,250 |
| 7500-00 · Trade Shows/Travel | 0 | 1,667 | (1,667) | 0 | 5,000 | (5,000) | 15,000 |
| 8200-00 · Associate Relations | 0 | 125 | (125) | 0 | 375 | (375) | 1,125 |
| 8300-00 · Board Functions | 823 | 583 | 240 | 16,248 | 1,750 | 14,498 | 5,250 |
| 8500-00 · Credit Card Fees | 0 | | | 20 | | | |
| 8600-00 · Additional Opportunites | 650 | 833 | (183) | 1,950 | 2,500 | (550) | 7,500 |
| 8700-00 · Automobile Expenses | 28 | 250 | (222) | 77 | 750 | (673) | 2,250 |
| 8750-00 · Meals/Meetings | 0 | 417 | (417) | 0 | 1,250 | (1,250) | 3,750 |
| 8810-00 · Dues & Subscriptions | 1,204 | 1,000 | 204 | 3,108 | 3,000 | 108 | 9,000 |
| 8920-00 · Bad Debt | 299 | 0 | 299 | 299 | 0 | 299 | 0 |
| Total Expense | 39,603 | 83,700 | (44,097) | 193,805 | 208,599 | (14,794) | 579,296 |
| Net Ordinary Income | (39,603) | (83,700) | 44,097 | (193,805) | (208,599) | 14,794 | (579,296) |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | (41,861) | (83,700) | 41,839 | (193,805) | (208,599) | 14,794 | (579,296) |
| Total Other Expense | (41,861) | (83,700) | 41,839 | (193,805) | (208,599) | 14,794 | (579,296) |
| Net Other Income | 41,861 | 83,700 | (41,839) | 193,805 | 208,599 | (14,794) | 579,296 |
| Net Income | 2,258 | 0 | 2,258 | 0 | 0 | 0 | 0 |

North Lake Tahoe Resort Association Profit & Loss Budget Performance

80 - TOT Housing & Transportation

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|---|---------------|----------|----------------|---------------|------------|----------------|---------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| 4050-00 · County of Placer TOT Funding | 14,227 | 15,877 | (1,650) | 44,490 | 44,490 | 0 | 162,914 |
| Total Income | 14,227 | 15,877 | (1,650) | 44,490 | 44,490 | 0 | 162,914 |
| Gross Profit | 14,227 | 15,877 | (1,650) | 44,490 | 44,490 | 0 | 162,914 |
| Expense | | | | | | | |
| 5000-00 · Salaries & Wages | | | | | | | |
| 5020-00 · P/R - Tax Expense | 0 | 617 | (617) | 0 | 1,850 | (1,850) | 7,400 |
| 5030-00 · P/R - Health Insurance Expense | 0 | 1,000 | (1,000) | 0 | 3,000 | (3,000) | 12,000 |
| 5040-00 · P/R - Workmans Comp | 0 | 21 | (21) | 0 | 62 | (62) | 250 |
| 5060-00 · 401 (k) | 0 | 247 | (247) | 0 | 740 | (740) | 2,960 |
| 5070-00 · Other Benefits and Expenses | 0 | 42 | (42) | 0 | 125 | (125) | 502 |
| 5000-00 · Salaries & Wages - Other | 0 | 6,167 | (6,167) | 0 | 18,500 | (18,500) | 74,000 |
| Total 5000-00 · Salaries & Wages | 0 | 8,093 | (8,093) | 0 | 24,278 | (24,278) | 97,112 |
| 5100-00 · Rent | | | | | | | |
| 5110-00 · Utilities | 6 | 21 | (15) | 64 | 62 | 1 | 250 |
| 5140-00 · Repairs & Maintenance | 0 | 13 | (13) | 0 | 38 | (38) | 150 |
| 5150-00 · Office - Cleaning | 63 | 33 | 29 | 106 | 100 | 6 | 400 |
| 5100-00 · Rent - Other | 296 | 313 | (16) | 889 | 938 | (48) | 3,750 |
| Total 5100-00 · Rent | 365 | 379 | (14) | 1,059 | 1,137 | (79) | 4,550 |
| 5310-00 · Telephone | | | | | | | |
| 5320-00 · Telephone | 97 | 58 | 38 | 161 | 175 | (14) | 700 |
| Total 5310-00 · Telephone | 97 | 58 | 38 | 161 | 175 | (14) | 700 |
| 5420-00 · Mail - USPS | | | | | | | |
| 5470-00 · Mail - UPS | 0 | 4 | (4) | 0 | 13 | (13) | 50 |
| 5480-00 · Mail - Fed Ex | 0 | 4 | (4) | 0 | 13 | (13) | 50 |
| Total 5420-00 · Mail - USPS | 0 | 8 | (8) | 0 | 25 | (25) | 100 |
| 5510-00 · Insurance/Bonding | 0 | | | 15 | | | |
| 5520-00 · Supplies | | | | | | | |
| 5525-00 · Supplies- Computer | 0 | 0 | 0 | 0 | 1,250 | (1,250) | 1,250 |
| 5520-00 · Supplies - Other | 27 | 417 | (390) | 32 | 1,250 | (1,218) | 5,000 |
| Total 5520-00 · Supplies | 27 | 417 | (390) | 32 | 2,500 | (2,468) | 6,250 |
| 5710-00 · Taxes, Licenses & Fees | 0 | 17 | (17) | 8 | 50 | (42) | 200 |
| 5740-00 · Equipment Rental/Leasing | 18 | 63 | (45) | 46 | 188 | (141) | 750 |
| 5900-00 · Professional Fees | | | | | | | |
| 5921-00 · Professional Fees - Other | 0 | 833 | (833) | 0 | 2,500 | (2,500) | 10,000 |
| Total 5900-00 · Professional Fees | 0 | 833 | (833) | 0 | 2,500 | (2,500) | 10,000 |
| 8200-00 · Associate Relations | 0 | 5 | (5) | 0 | 15 | (15) | 60 |
| 8600-00 · Additional Opportunitis | 0 | 833 | (833) | 0 | 2,500 | (2,500) | 10,000 |
| 8700-00 · Automobile Expenses | 0 | 42 | (42) | 0 | 125 | (125) | 500 |
| 8750-00 · Meals/Meetings | 0 | 21 | (21) | 0 | 62 | (62) | 250 |
| Total Expense | 506 | 10,768 | (10,262) | 1,321 | 33,555 | (32,235) | 130,472 |
| Net Ordinary Income | 13,720 | 5,108 | 8,612 | 43,169 | 10,934 | 32,235 | 32,442 |
| Other Income/Expense | | | | | | | |
| Other Expense | | | | | | | |
| 8990-00 · Allocated | 2,581 | 5,108 | (2,527) | 11,948 | 10,934 | 1,014 | 32,442 |
| Total Other Expense | 2,581 | 5,108 | (2,527) | 11,948 | 10,934 | 1,014 | 32,442 |
| Net Other Income | (2,581) | (5,108) | 2,527 | (11,948) | (10,934) | (1,014) | (32,442) |
| Net Income | 11,139 | 0 | 11,139 | 31,221 | 0 | 31,221 | 0 |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of September 30, 2021

Accrual Basis

| | Sep 30, 21 | Sep 30, 20 | \$ Change | % Change | Jun 30, 21 |
|---------------------------------------|----------------|----------------|------------------|---------------|----------------|
| ASSETS | | | | | |
| Current Assets | | | | | |
| Checking/Savings | | | | | |
| 1000-00 · Cash | 333,690 | 507,312 | (173,622) | (34%) | 216,621 |
| Total Checking/Savings | 333,690 | 507,312 | (173,622) | (34%) | 216,621 |
| Accounts Receivable | | | | | |
| 1200-00 · Accounts Receivable | 0 | 153,658 | (153,658) | (100%) | 0 |
| Total Accounts Receivable | 0 | 153,658 | (153,658) | (100%) | 0 |
| Other Current Assets | | | | | |
| 1200-99 · Accounts Receivable - Other | 0 | 7,970 | (7,970) | (100%) | 0 |
| 1300 · Reimbursements Receivable | 0 | 132 | (132) | (100%) | 0 |
| 1350-00 · Security Deposits | 100 | 100 | 0 | 0% | 100 |
| Total Other Current Assets | 100 | 8,202 | (8,102) | (99%) | 100 |
| Total Current Assets | 333,790 | 669,172 | (335,382) | (50%) | 216,721 |
| Other Assets | | | | | |
| 1400-00 · Prepaid Expenses | 79,714 | 25,777 | 53,937 | 209% | 40,310 |
| Total Other Assets | 79,714 | 25,777 | 53,937 | 209% | 40,310 |
| TOTAL ASSETS | 413,504 | 694,949 | (281,445) | (40%) | 257,031 |
| LIABILITIES & EQUITY | | | | | |
| Liabilities | | | | | |
| Current Liabilities | | | | | |
| Accounts Payable | | | | | |
| 2000-00 · Accounts Payable | 46,035 | 67,397 | (21,362) | (32%) | 64,362 |
| Total Accounts Payable | 46,035 | 67,397 | (21,362) | (32%) | 64,362 |
| Total Current Liabilities | 46,035 | 67,397 | (21,362) | (32%) | 64,362 |
| Total Liabilities | 46,035 | 67,397 | (21,362) | (32%) | 64,362 |
| Equity | | | | | |
| 32000 · Unrestricted Net Assets | 192,669 | 486,983 | (294,314) | (60%) | 486,983 |
| Net Income | 174,801 | 140,569 | 34,232 | 24% | (294,315) |
| Total Equity | 367,470 | 627,552 | (260,082) | (41%) | 192,668 |
| TOTAL LIABILITIES & EQUITY | 413,505 | 694,949 | (281,444) | (40%) | 257,030 |

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of September 30, 2021

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|-------------------------------|-------------------------|-------------------------|--------------------|----------------------|--------------------|-------------------------|
| AugustineIdeas | 330.00 | 7,220.22 | 0.00 | 0.00 | 0.00 | 7,550.22 |
| ConferenceDirect | 7,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 7,000.00 |
| Denise Cmiel | 0.00 | 29.13 | 0.00 | 0.00 | 0.00 | 29.13 |
| iDSS Global, LLC. | 0.00 | 500.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| IVCB Visitors Bureau | 1.00 | 0.00 | 0.00 | 772.71 | 0.00 | 773.71 |
| MAHK Advertising | 22,132.16 | 0.00 | 0.00 | 0.00 | 0.00 | 22,132.16 |
| NLTRA | 359.88 | 580.91 | 0.00 | 0.00 | 0.00 | 940.79 |
| Sterling Valley Systems, Inc. | 0.00 | 7,108.75 | 0.00 | 0.00 | 0.00 | 7,108.75 |
| TOTAL | <u>29,823.04</u> | <u>15,439.01</u> | <u>0.00</u> | <u>772.71</u> | <u>0.00</u> | <u>46,034.76</u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

September 2021

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| Income | | | | | | | |
| 4000-00 · LTIVCBVB Funding | 57,666 | 57,666 | 0 | 172,998 | 172,998 | 0 | 692,000 |
| 4001-00 · NLTRA Funding | 33,270 | 33,270 | 0 | 231,391 | 231,391 | 0 | 1,100,000 |
| 4004-00 · IVCBVB Entertainment | 0 | 0 | 0 | 2,000 | 2,000 | 0 | 8,000 |
| Total Income | 90,936 | 90,936 | 0 | 406,389 | 406,389 | 0 | 1,800,000 |
| Gross Profit | 90,936 | 90,936 | 0 | 406,389 | 406,389 | 0 | 1,800,000 |
| Expense | | | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | | | |
| 5002-01 · Native Display | 833 | 12,500 | (11,667) | 2,500 | 12,500 | (10,000) | 70,000 |
| 5004-00 · Trip Advisor | 0 | 9,000 | (9,000) | 0 | 9,000 | (9,000) | 50,000 |
| 5005-00 · Paid Social | 8,076 | 22,000 | (13,924) | 19,401 | 33,118 | (13,717) | 132,960 |
| 5005-01 · Digital Display / Retargeting | 10,515 | 10,500 | 15 | 21,946 | 21,640 | 306 | 79,000 |
| 5007-00 · Creative Production | | | | | | | |
| 5007-01 · Creative Production | 6,456 | 0 | 6,456 | 18,734 | 37,500 | (18,766) | 150,000 |
| 5007-02 · Website Production | 120 | 0 | 120 | 120 | 0 | 120 | 0 |
| 5007-03 · Photo/Video Creative | 2,244 | 2,373 | (129) | 6,973 | 7,119 | (146) | 28,469 |
| 5007-00 · Creative Production - Other | 128 | 0 | 128 | 383 | 0 | 383 | 0 |
| Total 5007-00 · Creative Production | 8,948 | 2,373 | 6,575 | 26,209 | 44,619 | (18,410) | 178,469 |
| 5010-00 · Account Strategy & Management | 7,000 | 7,000 | 0 | 21,000 | 21,000 | 0 | 84,000 |
| 5010-02 · Website Strategy & Analysis | 0 | 0 | 0 | 2,500 | 0 | 2,500 | 0 |
| 5016 · Video Streaming | 0 | 20,000 | (20,000) | 0 | 20,000 | (20,000) | 105,000 |
| 5018-00 · Media Commission | 85 | 11,652 | (11,567) | 1,808 | 14,567 | (12,759) | 71,166 |
| 5018-01 · Digital Ad Serving | 73 | 1,135 | (1,062) | 140 | 1,300 | (1,160) | 6,000 |
| 5020-00 · Search Engine Marketing | 1,097 | 9,000 | (7,903) | 1,097 | 9,000 | (7,903) | 54,000 |
| 5022-00 · Email | 0 | 5,000 | (5,000) | 0 | 5,000 | (5,000) | 20,000 |
| 5024-00 · Fusion 7 | 0 | 2,000 | (2,000) | 5,000 | 6,000 | (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 | 36,627 | 112,160 | (75,533) | 101,601 | 197,744 | (96,143) | 903,595 |
| 5110-00 · LEISURE SALES | | | | | | | |
| 5107-00 · Creative Production | 0 | 500 | (500) | 0 | 500 | (500) | 2,000 |
| 5111-00 · FAMs - Domestic | 0 | 500 | (500) | 0 | 500 | (500) | 1,500 |
| 5112-00 · Training / Sales Calls | 120 | 0 | 120 | 1,620 | 0 | 1,620 | 5,000 |
| 5113-00 · Additional Opportunities | 0 | 3,000 | (3,000) | 168 | 3,000 | (2,832) | 9,050 |
| 5115-00 · Travel Agent Incentive Program | 0 | 0 | 0 | 0 | 0 | 0 | 4,750 |
| 5131-00 · FAMS -Intl - Travel Trade | 0 | 750 | (750) | 0 | 750 | (750) | 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 | 3,000 | (3,000) | 0 | 3,000 | (3,000) | 6,000 |
| 5143-00 · Mountain Travel Symposium | 0 | 0 | 0 | 0 | 0 | 0 | 6,000 |
| 5144-00 · IPW - POW WOW | 0 | 5,000 | (5,000) | 0 | 5,000 | (5,000) | 16,000 |
| 5145-00 · TIA Annual Dues | 0 | 0 | 0 | 0 | 0 | 0 | 2,700 |
| 5155-00 · California Star Program | 0 | 0 | 0 | 0 | 3,000 | (3,000) | 3,000 |
| 5157-00 · International Efforts | 0 | 0 | 0 | 0 | 0 | 0 | 15,000 |
| Total 5110-00 · LEISURE SALES | 120 | 12,750 | (12,630) | 1,788 | 15,750 | (13,962) | 81,250 |
| 5200-00 · PUBLIC RELATIONS | | | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 5,000 | 5,000 | 0 | 5,000 | 10,000 | (5,000) | 55,000 |
| 5202-00 · PR Program/ Content Dev - Blogs | 360 | 1,500 | (1,140) | 360 | 3,000 | (2,640) | 12,000 |
| 5204-00 · Media Mission(s) | 559 | 0 | 559 | 559 | 0 | 559 | 24,000 |
| 5206-00 · Digital Buy/ Social Media Boost | 800 | 800 | 0 | 2,400 | 2,400 | 0 | 9,600 |
| 5207-00 · Content Campaigns/Tools-My Emma | 240 | 240 | 0 | 720 | 720 | 0 | 2,880 |
| 5208-00 · International Travel Media FAMS | 0 | 0 | 0 | 0 | 0 | 0 | 3,000 |
| 5209-00 · Domestic Travel Media FAMS | 0 | 3,100 | (3,100) | 0 | 3,100 | (3,100) | 18,600 |
| 5210-00 · Content Dev - Newsletters | 480 | 1,800 | (1,320) | 480 | 5,400 | (4,920) | 21,600 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000 | 6,000 | 0 | 17,000 | 17,000 | 0 | 71,000 |
| 5212-00 · Social Giveaways & Contests | 0 | 0 | 0 | 0 | 1,800 | (1,800) | 7,200 |
| 5214-00 · Social Takeover | 0 | 2,500 | (2,500) | 0 | 2,500 | (2,500) | 10,000 |
| 5216-00 · PR Content Development + Distri | 0 | 1,500 | (1,500) | 1,320 | 1,500 | (180) | 6,000 |
| 5221-00 · Photography & Video Asset Dev | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 8,000 |
| 5222-00 · Media Tracking / Membership | 0 | 294 | (294) | 11 | 882 | (871) | 3,530 |
| 5280-00 · PR Meals / Entertainment | 0 | 250 | (250) | 203 | 500 | (297) | 1,500 |
| Total 5200-00 · PUBLIC RELATIONS | 13,439 | 24,984 | (11,545) | 28,052 | 50,802 | (22,750) | 253,910 |
| 6000-00 · CONFERENCE SALES | | | | | | | |
| 6005-00 · Paid Media | 0 | 1,511 | (1,511) | 0 | 1,511 | (1,511) | 24,114 |
| 6006-00 · CVENT | 1,462 | 916 | 546 | 2,174 | 2,722 | (548) | 10,967 |
| 6007-00 · Creative Production | 330 | 0 | 330 | 330 | 0 | 330 | 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 | 2,457 | 459 | 1,998 | 2,688 | 459 | 2,229 | 4,590 |
| 6018-01 · MCC Digital Ad Serving | 0 | 42 | (42) | 0 | 126 | (126) | 500 |
| 6019-00 · Conference Direct Partnership | 1,750 | 0 | 1,750 | 1,750 | 7,000 | (5,250) | 7,000 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583 | 0 | 583 | 1,750 | 7,000 | (5,250) | 7,000 |
| 6152-00 · Client Events / Opportunities | 0 | 0 | 0 | 0 | 1,000 | (1,000) | 17,000 |
| 6153-00 · Chicago Sales Rep Support | 104 | 625 | (521) | 1,045 | 625 | 420 | 2,500 |
| Total 6000-00 · CONFERENCE SALES | 6,685 | 3,553 | 3,132 | 9,737 | 20,443 | (10,706) | 91,450 |
| 6100-00 · TRADE SHOWS | | | | | | | |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2021

Accrual Basis

| | Sep 21 | Budget | \$ Over Budget | Jul - Sep 21 | YTD Budget | \$ Over Budget | Annual Budget |
|--|---------------|------------------|------------------|----------------|----------------|------------------|------------------|
| 6111-00 · Site Inspections | 0 | 1,500 | (1,500) | 138 | 1,500 | (1,362) | 6,000 |
| 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 | 0 | 0 | 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 | 1,000 | (1,000) | 0 | 4,700 | (4,700) | 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 | 420 | (420) | 0 | 420 | (420) | 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 | 2,920 | (2,920) | 638 | 12,620 | (11,982) | 53,895 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | | | |
| 5008-00 · Cooperative Programs | 0 | 3,000 | (3,000) | 0 | 3,000 | (3,000) | 30,000 |
| 5009-00 · Fulfillment / Mail | 0 | 200 | (200) | 0 | 600 | (600) | 2,400 |
| 5021-00 · RASC-Reno Air Service Corp | 0 | 25,000 | (25,000) | 25,000 | 25,000 | 0 | 100,000 |
| 5123-00 · HSVC - High Sierra Visitors | 167 | 0 | 167 | 500 | 0 | 500 | 2,000 |
| 5124-00 · Reno Tahoe Territory Membership | 0 | 0 | 0 | 0 | 1,000 | (1,000) | 1,000 |
| 7002-00 · CRM Subscription | 7,609 | 885 | 6,724 | 10,109 | 2,655 | 7,454 | 10,620 |
| 7003-00 · IVCBVB Entertainment Fund | 0 | 2,000 | (2,000) | 0 | 2,000 | (2,000) | 8,000 |
| 7004-00 · Research | 3,492 | 2,750 | 742 | 5,714 | 8,250 | (2,536) | 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 | 531 | (531) | 2,124 |
| 7010-00 · Photo Management & Storage | 621 | 625 | (4) | 1,862 | 1,875 | (13) | 7,757 |
| 7020-00 · Collateral Production / Printin | 0 | 0 | 0 | 724 | 0 | 724 | 0 |
| 8700-00 · Automobile Expense* | 9 | 0 | 9 | 9 | 0 | 9 | 0 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 11,897 | 34,637 | (22,740) | 43,988 | 59,911 | (15,923) | 340,253 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | | | |
| 8002-00 · Content Manager Contractor | 4,250 | 4,250 | 0 | 12,750 | 12,750 | 0 | 51,000 |
| 8003-00 · Website Hosting Maintenance | 0 | 0 | 0 | 8,034 | 534 | 7,500 | 2,161 |
| 8004-00 · Website Strategy & Maintenance | 7,500 | 7,500 | 0 | 15,000 | 22,500 | (7,500) | 90,000 |
| 8005-00 · Website SEO Strategy/Maint | 7,500 | 2,500 | 5,000 | 10,000 | 7,500 | 2,500 | 30,000 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 19,250 | 14,250 | 5,000 | 45,784 | 43,284 | 2,500 | 173,161 |
| Total Expense | 88,019 | 205,254 | (117,235) | 231,588 | 400,554 | (168,966) | 1,897,514 |
| Net Income | 2,917 | (114,318) | 117,235 | 174,801 | 5,835 | 168,966 | (97,514) |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through September 2021

| | Jul - Sep 21 | Jul - Sep 20 | \$ Change | % Change |
|---|-------------------|-------------------|-------------------|---------------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 172,998.00 | 103,000.00 | 69,998.00 | 68.0% |
| 4001-00 · NLTRA Funding | 231,390.98 | 205,271.00 | 26,119.98 | 12.7% |
| 4004-00 · IVCBVB Entertainment | 2,000.00 | 2,000.00 | 0.00 | 0.0% |
| 4099-00 · Revenue - Other | 0.00 | 1,200.00 | -1,200.00 | -100.0% |
| Total Income | 406,388.98 | 311,471.00 | 94,917.98 | 30.5% |
| Gross Profit | 406,388.98 | 311,471.00 | 94,917.98 | 30.5% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5002-01 · Native Display | 2,499.99 | 0.00 | 2,499.99 | 100.0% |
| 5005-00 · Paid Social | 19,400.51 | 3,115.57 | 16,284.94 | 522.7% |
| 5005-01 · Digital Display / Retargeting | 21,945.89 | 922.72 | 21,023.17 | 2,278.4% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 18,733.63 | 24,281.29 | -5,547.66 | -22.9% |
| 5007-02 · Website Production | 120.00 | 1,817.50 | -1,697.50 | -93.4% |
| 5007-03 · Photo/Video Creative | 6,973.20 | 100.00 | 6,873.20 | 6,873.2% |
| 5007-00 · Creative Production - Other | 382.50 | 510.00 | -127.50 | -25.0% |
| Total 5007-00 · Creative Production | 26,209.33 | 26,708.79 | -499.46 | -1.9% |
| 5010-00 · Account Strategy & Management | 21,000.00 | 18,000.00 | 3,000.00 | 16.7% |
| 5010-02 · Website Strategy & Analysis | 2,500.00 | 0.00 | 2,500.00 | 100.0% |
| 5018-00 · Media Commission | 1,808.31 | 2,513.59 | -705.28 | -28.1% |
| 5018-01 · Digital Ad Serving | 139.90 | 10.54 | 129.36 | 1,227.3% |
| 5020-00 · Search Engine Marketing | 1,096.85 | 16,319.77 | -15,222.92 | -93.3% |
| 5024-00 · Fusion 7 | 5,000.00 | 6,000.00 | -1,000.00 | -16.7% |
| Total 5000-00 · CONSUMER MARKETING | 101,600.78 | 73,590.98 | 28,009.80 | 38.1% |
| 5110-00 · LEISURE SALES | | | | |
| 5107-00 · Creative Production | 0.00 | 150.00 | -150.00 | -100.0% |
| 5112-00 · Training / Sales Calls | 1,619.88 | 119.88 | 1,500.00 | 1,251.3% |
| 5113-00 · Additional Opportunities | 167.94 | 0.00 | 167.94 | 100.0% |
| 5147-00 · AUS / Gate 7 | 0.00 | 3,115.64 | -3,115.64 | -100.0% |
| 5155-00 · California Star Program | 0.00 | 875.01 | -875.01 | -100.0% |
| Total 5110-00 · LEISURE SALES | 1,787.82 | 4,260.53 | -2,472.71 | -58.0% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 5,000.00 | 4,500.00 | 500.00 | 11.1% |
| 5202-00 · PR Program/ Content Dev - Blogs | 360.00 | 3,500.00 | -3,140.00 | -89.7% |
| 5204-00 · Media Mission(s) | 558.84 | 746.96 | -188.12 | -25.2% |
| 5206-00 · Digital Buy/ Social Media Boost | 2,400.00 | 1,500.00 | 900.00 | 60.0% |
| 5207-00 · Content Campaigns/Tools-My Emma | 720.00 | 900.00 | -180.00 | -20.0% |
| 5209-00 · Domestic Travel Media FAMS | 0.00 | 5,706.88 | -5,706.88 | -100.0% |
| 5210-00 · Content Dev - Newsletters | 480.00 | 3,600.00 | -3,120.00 | -86.7% |
| 5211-00 · Social Media Strategy & Mgmt | 17,000.00 | 12,000.00 | 5,000.00 | 41.7% |
| 5216-00 · PR Content Development + Distri | 1,320.00 | 1,334.06 | -14.06 | -1.1% |
| 5221-00 · Photography & Video Asset Dev | 0.00 | 3,500.00 | -3,500.00 | -100.0% |
| 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 | 28,052.47 | 39,116.62 | -11,064.15 | -28.3% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6006-00 · CVENT | 2,173.74 | 10,678.00 | -8,504.26 | -79.6% |
| 6007-00 · Creative Production | 330.00 | 143.75 | 186.25 | 129.6% |
| 6015-00 · MCC National Memberships | 0.00 | 379.00 | -379.00 | -100.0% |
| 6018-00 · MCC Media Commission | 2,688.29 | 1,400.95 | 1,287.34 | 91.9% |
| 6019-00 · Conference Direct Partnership | 1,749.99 | 3,250.01 | -1,500.02 | -46.2% |
| 6128-00 · HelmsBriscoe Strategic Partner | 1,749.99 | 1,749.99 | 0.00 | 0.0% |
| 6152-00 · Client Events / Opportunities | 0.00 | 53.54 | -53.54 | -100.0% |
| 6153-00 · Chicago Sales Rep Support | 1,045.19 | 441.75 | 603.44 | 136.6% |
| Total 6000-00 · CONFERENCE SALES | 9,737.20 | 18,096.99 | -8,359.79 | -46.2% |
| 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% |
| 6160-00 · AllThingsMeetings Silcon Valley | 0.00 | 675.00 | -675.00 | -100.0% |
| Total 6100-00 · TRADE SHOWS | 637.70 | 869.13 | -231.43 | -26.6% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 · Fulfillment / Mail | 0.00 | 447.91 | -447.91 | -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 | 500.01 | 166.67 | 333.34 | 200.0% |
| 7002-00 · CRM Subscription | 10,108.75 | 2,624.99 | 7,483.76 | 285.1% |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 13.78 | -13.78 | -100.0% |
| 7004-00 · Research | 5,714.28 | 0.00 | 5,714.28 | 100.0% |
| 7005-00 · Film Festival | 0.00 | 15,000.00 | -15,000.00 | -100.0% |
| 7006-00 · Special Events | 70.00 | 0.00 | 70.00 | 100.0% |
| 7010-00 · Photo Management & Storage | 1,862.25 | 1,858.74 | 3.51 | 0.2% |
| 7020-00 · Collateral Production / Printin | 723.94 | 1,250.00 | -526.06 | -42.1% |
| 8700-00 · Automobile Expense* | 8.93 | 296.07 | -287.14 | -97.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 43,988.16 | 21,658.16 | 22,330.00 | 103.1% |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through September 2021

| | Jul - Sep 21 | Jul - Sep 20 | \$ Change | % Change |
|--|-------------------|-------------------|------------------|--------------|
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 · Content Manager Contractor | 12,750.00 | 12,775.91 | -25.91 | -0.2% |
| 8003-00 · Website Hosting Maintenance | 8,034.00 | 534.00 | 7,500.00 | 1,404.5% |
| 8004-00 · Website Strategy & Maintenance | 15,000.00 | 0.00 | 15,000.00 | 100.0% |
| 8005-00 · Website SEO Strategy/Maint | 10,000.00 | 0.00 | 10,000.00 | 100.0% |
| Total 8000-00 · WEBSITE CONTENT & MAINTENA... | 45,784.00 | 13,309.91 | 32,474.09 | 244.0% |
| Total Expense | 231,588.13 | 170,902.32 | 60,685.81 | 35.5% |
| Net Income | 174,800.85 | 140,568.68 | 34,232.17 | 24.4% |

KEY METRICS FOR Sep 30, 2021 FINANCIAL STATEMENTS

| Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru September 2021) | | | | | |
|---|----------------|----------------|----------------|----------------|---------------|
| Fiscal Year | Q1 (Jul - Sep) | Q2 (Oct - Dec) | Q3 (Jan - Mar) | Q4 (Apr - Jun) | Total |
| 2013 - 2014 | 4,401,773 | 2,048,674 | 3,497,093 | 1,639,259 | \$ 11,586,799 |
| 2014 - 2015 | 4,560,065 | 2,415,022 | 3,428,514 | 1,742,210 | \$ 12,145,811 |
| 2015 - 2016 | 4,729,061 | 3,755,563 | 5,332,084 | 2,201,370 | \$ 16,018,078 |
| 2016 - 2017 | 5,335,081 | 3,217,765 | 5,991,509 | 3,175,348 | \$ 17,719,703 |
| 2017 - 2018 | 6,083,237 | 3,298,036 | 5,504,277 | 3,020,130 | \$ 17,905,680 |
| 2018 - 2019 | 6,876,440 | 3,904,575 | 6,856,707 | 3,399,734 | \$ 21,037,456 |
| 2019 - 2020 | 7,028,821 | 3,976,398 | 5,798,487 | 1,078,692 | \$ 17,882,398 |
| 2020 - 2021 | 7,355,541 | 3,312,068 | 6,212,587 | 4,942,971 | \$ 21,823,167 |
| 2021 - 2022 | 1,773,876 | - | - | - | \$ 1,773,876 |

| Destimetrics Reservations Activity | 2021/22 | 2020/21 | YOY % Change |
|------------------------------------|---------|---------|--------------|
| Occupancy | 27.2% | 41.5% | -34.46% |
| ADR (Average Daily Rate) | \$ 308 | \$ 369 | -16.53% |
| RevPAR (Rev per Available Room) | \$ 84 | \$ 153 | -45.10% |
| Occupancy 1 Mth Forecast | 36.1% | 22.6% | 59.73% |
| ADR 1 Mth Forecast | \$ 270 | \$ 295 | -8.47% |
| RevPAR 1 Mth Forecast | \$ 97 | \$ 67 | 44.78% |
| Occupancy (prior 6 months) | 46.4% | 29.5% | 57.29% |
| ADR (prior 6 months) | \$ 432 | \$ 439 | -1.59% |
| RevPAR (prior 6 months) | \$ 201 | \$ 129 | 55.81% |
| Occupancy (next 6 months) | 21.8% | 12.4% | 75.81% |
| ADR (next 6 months) | \$ 408 | \$ 402 | 1.49% |
| RevPAR (next 6 months) | \$ 89 | \$ 50 | 78.00% |

| Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Sep 2021) | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| Referrals - | 2018-19 | 2019-20 | 2020-21 | 2021-22 | YOY % Change |
| Tahoe City: | | | | | |
| Walk In | 18254 | 18580 | 4467 | 12403 | 177.66% |
| Phone | 965 | 824 | 1027 | 1108 | 7.89% |
| Email | 137 | 155 | 152 | 202 | 32.89% |
| Kings Beach (Walk In) | 4439 | 8322 | 5408 | 3998 | -26.07% |
| NLT - Event Traffic | 3015 | 2840 | 666 | 1093 | 64.11% |
| Total | 26,810 | 30,721 | 11,720 | 18,804 | 60.44% |

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

| Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag) | | | | | |
|--|---------------------|---------------------|---------------------|-------------------|--------------|
| Quarter | 2018 | 2019 | 2020 | 2021 | YOY % Change |
| First (Jan - Mar) | \$ 762,370 | \$ 875,360 | \$ 767,831 | \$ 661,434 | -13.86% |
| Second (Apr - June) | \$ 627,831 | \$ 674,366 | \$ 417,576 | \$ - | |
| Third (Jul - Sept) | \$ 1,018,271 | \$ 1,058,279 | \$ 922,133 | \$ - | |
| Fourth (Oct - Dec) | \$ 671,770 | \$ 770,185 | \$ 616,050 | \$ - | |
| Total | \$ 3,080,242 | \$ 3,378,190 | \$ 2,723,590 | \$ 661,434 | |

| 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 | \$ 1,098,382 | \$ 1,758,780 | 37.55% | |
| Commission for this Revenue | \$ - | \$ - | \$ - | | |
| Number of Room Nights | 1,287 | 4,958 | 8,177 | 39.37% | |
| Number of Bookings | 8 | 16 | 23 | 30.43% | |
| Conference Revenue And Percentage by County: | | | | | |
| | <u>20-21</u> | <u>21-22</u> | | | |
| Placer | 100% | \$257,997 | \$ 913,269 | \$ 1,193,220 23.46% | |
| Washoe | 0% | \$0 | \$ 185,113 | \$ 565,560 67.27% | |
| South Lake | 0% | \$0 | \$ - | | |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$257,997 | \$ 1,098,382 | \$ 1,758,780 37.55% |
| CURRENT | | | | | |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 0.00% | |

| 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% |

KEY METRICS FOR Sep 30, 2021 FINANCIAL STATEMENTS

| Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru September 2021) | | | | | |
|---|----------------|----------------|----------------|----------------|---------------|
| Fiscal Year | Q1 (Jul - Sep) | Q2 (Oct - Dec) | Q3 (Jan - Mar) | Q4 (Apr - Jun) | Total |
| 2013 - 2014 | 4,401,773 | 2,048,674 | 3,497,093 | 1,639,259 | \$ 11,586,799 |
| 2014 - 2015 | 4,560,065 | 2,415,022 | 3,428,514 | 1,742,210 | \$ 12,145,811 |
| 2015 - 2016 | 4,729,061 | 3,755,563 | 5,332,084 | 2,201,370 | \$ 16,018,078 |
| 2016 - 2017 | 5,335,081 | 3,217,765 | 5,991,509 | 3,175,348 | \$ 17,719,703 |
| 2017 - 2018 | 6,083,237 | 3,298,036 | 5,504,277 | 3,020,130 | \$ 17,905,680 |
| 2018 - 2019 | 6,876,440 | 3,904,575 | 6,856,707 | 3,399,734 | \$ 21,037,456 |
| 2019 - 2020 | 7,028,821 | 3,976,398 | 5,798,487 | 1,078,692 | \$ 17,882,398 |
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| 2021 - 2022 | 1,773,876 | - | - | - | \$ 1,773,876 |

| Destimetrics Reservations Activity | 2021/22 | 2020/21 | YOY % Change |
|------------------------------------|---------|---------|--------------|
| Occupancy | 27.2% | 41.5% | -34.46% |
| ADR (Average Daily Rate) | \$ 308 | \$ 369 | -16.53% |
| RevPAR (Rev per Available Room) | \$ 84 | \$ 153 | -45.10% |
| Occupancy 1 Mth Forecast | 36.1% | 22.6% | 59.73% |
| ADR 1 Mth Forecast | \$ 270 | \$ 295 | -8.47% |
| RevPAR 1 Mth Forecast | \$ 97 | \$ 67 | 44.78% |
| Occupancy (prior 6 months) | 46.4% | 29.5% | 57.29% |
| ADR (prior 6 months) | \$ 432 | \$ 439 | -1.59% |
| RevPAR (prior 6 months) | \$ 201 | \$ 129 | 55.81% |
| Occupancy (next 6 months) | 21.8% | 12.4% | 75.81% |
| ADR (next 6 months) | \$ 408 | \$ 402 | 1.49% |
| RevPAR (next 6 months) | \$ 89 | \$ 50 | 78.00% |

| Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Sep 2021) | | | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| Referrals - | 2018-19 | 2019-20 | 2020-21 | 2021-22 | YOY % Change |
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| Walk In | 18254 | 18580 | 4467 | 12403 | 177.66% |
| Phone | 965 | 824 | 1027 | 1108 | 7.89% |
| Email | 137 | 155 | 152 | 202 | 32.89% |
| Kings Beach (Walk In) | 4439 | 8322 | 5408 | 3998 | -26.07% |
| NLT - Event Traffic | 3015 | 2840 | 666 | 1093 | 64.11% |
| Total | 26,810 | 30,721 | 11,720 | 18,804 | 60.44% |

| Total Chamber Membership | |
|--------------------------|------------|
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| June 2018 | 378 |
| June 2019 | 371 |
| June 2020 | 362 |
| June 2021 | 366 |

| Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag) | | | | | |
|--|---------------------|---------------------|---------------------|-------------------|--------------|
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| Second (Apr - June) | \$ 627,831 | \$ 674,366 | \$ 417,576 | \$ - | |
| Third (Jul - Sept) | \$ 1,018,271 | \$ 1,058,279 | \$ 922,133 | \$ - | |
| Fourth (Oct - Dec) | \$ 671,770 | \$ 770,185 | \$ 616,050 | \$ - | |
| Total | \$ 3,080,242 | \$ 3,378,190 | \$ 2,723,590 | \$ 661,434 | |

| 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 | \$ 1,098,382 | \$ 1,758,780 | 37.55% | |
| Commission for this Revenue | \$ - | \$ - | \$ - | | |
| Number of Room Nights | 1,287 | 4,958 | 8,177 | 39.37% | |
| Number of Bookings | 8 | 16 | 23 | 30.43% | |
| Conference Revenue And Percentage by County: | | | | | |
| | <u>20-21</u> | <u>21-22</u> | | | |
| Placer | 100% | \$257,997 | \$ 913,269 | \$ 1,193,220 23.46% | |
| Washoe | 0% | \$0 | \$ 185,113 | \$ 565,560 67.27% | |
| South Lake | 0% | \$0 | \$ - | | |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$257,997 | \$ 1,098,382 | \$ 1,758,780 37.55% |
| CURRENT | | | | | |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 0.00% | |

| 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% |