



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

November 22nd, 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

Kevin Mitchell

Homewood

Mountain Resort

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:

- 10/26/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 10/31/2021 Financials Review [MOTION].....Pg. 5
- NLTMC 10/31/2021 Financials ReviewPg. 26

G. Items for Committee Review, Discussion/or Recommendations

- TBID Update

H. Supplemental Information

- October 2021 Dashboard ReportPg. 35

I. Agenda Input for Next Finance Committee Meeting

J. Next Meeting Date

K. Committee Member Comments

L. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 3:31 PM (2)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown
 - 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; David Brown/Jim Phelan, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **TABLED** until next meeting (David Brown did not attend September meeting, Ramona Cruz not present at October meeting)
- F. Review and Approval of Audit Reports and Financials at June 30, 2021
 - McClintock Report to Finance Committee, Internal Controls Report, & AJE's – NLTRA
 - **MOTION** to approve the Independent Auditor's Report & Financials – NLTRA; David Brown/Jim Phelan, Approved 2-0-0
 - **MOTION** to approve the Independent Accountants' Review Report & Financials – NLTRC; Jim Phelan/David Brown, Approved 2-0-0
- G. Review of Preliminary Financials
 - Review Staff Report – September 30, 2021 financial results
 - **MOTION** to approve July 31, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - **MOTION** to approve August 30, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - **MOTION** to approve September 30, 2021 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - Review of NLTRC September 30, 2021 financials
- H. Items for Committee Review, Discussion and/or Recommendations
 - Discuss new committee members including the addition of NLTRA board member Kevin Mitchell
- I. Supplemental Information
 - Review of the September 2021 Dashboard report
- J. Agenda Input for Next Finance Committee Meeting
 - Discuss findings from meeting with County of Placer Revenue Services
- K. Next Meeting Date
 - November 22nd, 2021 @ 3:30 PM
- L. Committee Member Comments
 - None
- M. Adjourn 4:53 PM



north lake tahoe

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Date: 11/17/21

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

From: DeWitt Van Sicen, Accounting Manager

RE: Report of Financial Results for October 31, 2021

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

- Cash balance on October 31, 2021 of \$2,639,000 was \$1,194,000 greater than prior year due primarily to an increase in Due To/From County of Placer of \$1,096,000 as well as an increase in Accounts Payable of \$38,000, an increase in Accrued Expenses of \$35,000, and an increase in Unrestricted Net Assets of \$28,000 offset by an increase in Prepaid Expenses of \$11,000, a decrease in Payroll Liabilities of \$62,000, and a decrease in Deferred Revenue – Member Dues of \$13,000. Additionally, Net income is greater than prior year by \$1,525,000 due primarily to an increase in Receivables of \$1,445,000
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$262,000 reflected County TOT funding invoices for October. The balance at this date last year was \$246,000. 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 \$26,000, which reflects a decrease of \$58,000 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 \$10,000 was \$15,000 less than prior year.
- Retail Inventory totaled \$29,000, which reflects an increase of \$3,000 from prior year.
- AR TBID balance of \$1,473,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. TBID assessments for the period of July – September 2021 total \$972,000, and receipt of these funds will be split between November and December.
- Prepaid Expenses of \$32,000 increased by \$11,000 over prior year.
- Accounts Payable of \$69,000 was \$14,000 greater than prior year.
- Accounts Payable – Other balance of \$24,000 reflects unrealized revenue due back for member dues invoices paid by TBID-assessed businesses in the prior fiscal year.
- Wages and related liabilities of \$77,000 were \$62,000 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 was \$1,000.

- Accrued expenses of \$56,000 were \$35,000 higher than prior year, primarily due to Business Association Grant funding as well as 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 \$26,000 was down \$13,000 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 \$1,481,000 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 \$1,707,000 at October 31 reflected a \$1,525,000 increase from prior year positive results of \$182,000, and represents anticipated TBID revenues of \$1,474,000 YTD, Membership's net loss of \$3,000, and \$236,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$600,000 was lower than budget by \$141,000 to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$393,000 and were \$177,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$207,000 were better than budget by \$36,000.
- Operating Results YTD – Conference
 - TOT revenue of \$167,000 was on budget.
 - Expenses of \$68,000 before allocated overhead were below budget by \$60,000 primarily due to reduced staffing.
 - Net results of \$98,000 before overhead allocation were good to budget by \$60,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$45,000 were positive to budget by \$9,000. TOT revenue of \$157,000 was on budget.
 - Expenses before overhead allocation of \$111,000 were below budget by \$37,000 primarily due to staffing and timing.
 - Net income of \$91,000 before overhead allocation was \$47,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$69,000 was on budget.
 - Expenditures of \$16,000 before overhead were \$38,000 good to budget primarily due to reduced staffing and timing.
 - Net results of \$53,000 before overhead allocation were positive to budget \$38,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$1,473,000.
 - TBID assessments for the period of July – September 2021 totaled \$972,000, and receipt of these funds will be split between November and December.
- Operating Results YTD – Membership
 - Membership dues revenue of \$26,000 was \$1,000 good to budget, total other revenues of \$1,000 were \$1,000 bad to budget by \$1,000.
 - Expenses before overhead allocation of \$21,000 were good to budget by \$9,000.
 - Net income of \$7,000 before overhead allocations was good to budget by \$9,000.
 - Net loss of \$3,000 after overhead allocations was good to budget \$9,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$67,000 was on budget.
 - Expenses of \$67,000 was on budget.
 - Net results of \$0 was on budget.
- Operating Results YTD – TOT Housing & Transportation Allocation

- TOT Revenue of \$57,000 was on budget.
- Total expense of \$2,000 was below budget \$43,000 due primarily to staffing.
- Net results of \$56,000 before overhead was \$43,000 good to budget.
- Operating Results YTD – Administration
 - Total expenses of \$279,000 were \$7,000 over budget due primarily to unbudgeted expenses offset by staffing and timing.
 - Overhead Allocation was adjusted this month to reflect actual expenditures year to date.
- Membership cash position as of October 31, 2021
 - Membership activities YTD resulted in a net loss of \$2,688.
 - Deferred revenues of \$25,729 less receivables of \$26,104, plus the allowance for uncollectible receivables of \$9,523 resulted in the saving of cash in the amount of \$6,460.
 - 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 \$49,366.

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

- Cash balance at month end of \$371,000 was \$308,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Prepaid Expenses of \$31,000, offset by a decrease in Receivables of \$7,000 and an increase in Accounts Payable of \$7,000.
- Accounts Receivable balance was \$1,000.
- 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 \$72,000 were \$31,000 greater than prior year.
- Accounts Payable of \$120,000 were \$7,000 greater than prior year.
- 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 \$130,000 was \$3,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$526,000 was on budget.
- Consumer Marketing expenditures of \$212,000 were \$122,000 below budget due to timing.
- Leisure Sales expenditures of \$2,000 were \$15,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$42,000 were \$29,000 below budget due to timing.
- Conference Sales expenditures of \$14,000 were \$15,000 below budget due to timing.
- Trade Show expenditures of \$1,000 were \$17,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$63,000 were \$13,000 below budget due to timing.
- Website & Maintenance expenses of \$61,000 were \$3,000 over budget.
- Total Expenses of \$395,000 were \$209,000 below budget.
- Net Income of \$131,000 was good to budget by \$209,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

October 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2021

Accrual Basis

	<u>Oct 31, 21</u>	<u>Oct 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,426,433	0	2,426,433	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,187,253	(1,187,253)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	5,316	2,629	2,687	102%	38,521
1008-00 · Marketing Reserve - Plumas	50,366	50,330	36	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,010	100,890	120	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	25,233	72,570	(47,337)	(65%)	39,803
10950 · Cash in Drawer	1,240	1,781	(541)	(30%)	139
Total Checking/Savings	2,639,338	1,445,193	1,194,145	83%	1,956,883
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	262,263	246,040	16,223	7%	432,499
Total Accounts Receivable	262,263	248,540	13,723	6%	433,499
Other Current Assets					
1200-99 · AR Other	5,562	1,407	4,155	295%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	25,549	83,105	(57,556)	(69%)	17,025
1201-03 · Member AR - Other	555	1,400	(845)	(60%)	985
Total 1201-00 · Member Accounts Receivable	26,104	84,505	(58,401)	(69%)	18,010
1201-02 · Allowance for Doubtful Accounts	(9,523)	(24,987)	15,464	62%	(9,632)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	28,920	25,893	3,027	12%	26,867
Total 12100 · Inventory Asset	28,938	25,911	3,027	12%	26,885
1220-00 · AR TBID	1,473,299	0	1,473,299	100%	
1299 · Receivable from NLTMC	1,551	4,900	(3,349)	(68%)	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	1,527,081	92,886	1,434,195	1,544%	44,787
Total Current Assets	4,428,682	1,786,619	2,642,063	148%	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	7,674	3,339	44%	11,013
1741-00 · Accum. Depr. - Computer Equip	(3,833)	(1,944)	(1,889)	(97%)	(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	7,180	5,730	1,450	25%	7,791
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	14,814	15,843	(1,029)	(6%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2021

	<u>Oct 31, 21</u>	<u>Oct 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
1400-00 · Prepaid Expenses - Other	16,718	4,300	12,418	289%	6,500
Total 1400-00 · Prepaid Expenses	<u>31,632</u>	<u>20,243</u>	<u>11,389</u>	<u>56%</u>	<u>9,289</u>
Total Other Assets	<u>31,632</u>	<u>20,243</u>	<u>11,389</u>	<u>56%</u>	<u>9,289</u>
TOTAL ASSETS	<u>4,467,494</u>	<u>1,812,592</u>	<u>2,654,902</u>	<u>146%</u>	<u>2,452,249</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	69,382	55,209	14,173	26%	69,892
Total Accounts Payable	<u>69,382</u>	<u>55,209</u>	<u>14,173</u>	<u>26%</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	10,593	21,792	(11,199)	(51%)	41,223
2101-00 · Incentive Payable	12,655	45,444	(32,789)	(72%)	44,055
2102-00 · Commissions Payable	0	3,500	(3,500)	(100%)	0
2120-00 · Empl. Federal Tax Payable	4,669	9,528	(4,859)	(51%)	3,379
2175-00 · 401 (k) Plan	3,090	4,001	(911)	(23%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	<u>76,955</u>	<u>139,110</u>	<u>(62,155)</u>	<u>(45%)</u>	<u>152,155</u>
2190-00 · Sales and Use Tax Payable					1,418
25500 · *Sales Tax Payable	907	854	53	6%	2,877
Total 2190-00 · Sales and Use Tax Payable	<u>907</u>	<u>854</u>	<u>53</u>	<u>6%</u>	<u>4,295</u>
2250-00 · Accrued Expenses					
					200,350
2250-01 · Business Association Grant	33,333	0	33,333	100%	
2250-00 · Accrued Expenses - Other	22,500	20,507	1,993	10%	
Total 2250-00 · Accrued Expenses	<u>55,833</u>	<u>20,507</u>	<u>35,326</u>	<u>172%</u>	
2400-60 · Deferred Revenue- Member Dues	25,729	38,581	(12,852)	(33%)	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>2,190,657</u>	<u>1,110,586</u>	<u>1,080,071</u>	<u>97%</u>	<u>1,881,860</u>
Total Current Liabilities	<u>2,260,039</u>	<u>1,165,795</u>	<u>1,094,244</u>	<u>94%</u>	<u>1,951,752</u>
Total Liabilities	<u>2,260,039</u>	<u>1,165,795</u>	<u>1,094,244</u>	<u>94%</u>	<u>1,951,752</u>
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	<u>1,706,958</u>	<u>182,084</u>	<u>1,524,874</u>	<u>837%</u>	<u>28,518</u>
Total Equity	<u>2,207,452</u>	<u>646,795</u>	<u>1,560,657</u>	<u>241%</u>	<u>500,495</u>
TOTAL LIABILITIES & EQUITY	<u>4,467,491</u>	<u>1,812,590</u>	<u>2,654,901</u>	<u>146%</u>	<u>2,452,247</u>

North Lake Tahoe Resort Association

A/R Aging Summary

As of October 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>> 120</u>	<u>TOTAL</u>
County of Placer	262,263.07	0.00	0.00	0.00	0.00	0.00	262,263.07
TOTAL	<u><u>262,263.07</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>262,263.07</u></u>

Aging by Revenue Item

As of 10/31/2021

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
101-200	Employees	Membership Dues	\$975.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$975.00
11-20	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$345.00	\$0.00	\$468.75	\$813.75
1-5	Employees	Membership Dues	\$295.00	\$295.00	\$1,445.00	\$1,180.00	\$1,784.58	\$8,170.83	\$13,170.41
21-50	Employees	Membership Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$2,430.00
6-10	Employees	Membership Dues	\$325.00	\$0.00	\$0.00	\$325.00	\$352.08	\$3,057.50	\$4,059.58
	Financial Institutions	Membership	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$1,400.00
	Non-Profit Membership Dues Totals:		\$340.00	\$0.00	\$340.00	\$170.00	\$340.00	\$1,360.00	\$2,550.00
1201-01	Member AR Membership		\$1,935.00	\$295.00	\$1,785.00	\$2,020.00	\$2,476.66	\$17,037.08	\$25,548.74
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
	Eblast Totals:		\$235.00	\$0.00	\$0.00	\$0.00	\$235.00	\$85.00	\$555.00
1201-03	Member Accounts Receivable		\$235.00	\$0.00	\$0.00	\$0.00	\$235.00	\$85.00	\$555.00
GRAND TOTALS			\$2,170.00	\$295.00	\$1,785.00	\$2,020.00	\$2,711.66	\$17,122.08	\$26,103.74

North Lake Tahoe Resort Association

A/P Aging Summary

As of October 31, 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 ...	0.00	535.50	0.00	0.00	0.00	535.50
ADP	0.00	0.00	0.00	0.00	362.32	362.32
Amber Burke	85.95	0.00	0.00	0.00	0.00	85.95
Anne-Karin Atwood*	50.00	108.24	94.72	0.00	0.00	252.96
Aprille Viray	50.00	0.00	0.00	0.00	0.00	50.00
Bank of the West Bank Card Center	0.00	2,712.66	0.00	0.00	0.00	2,712.66
Bavetta, Bonnie	5,040.00	0.00	0.00	0.00	0.00	5,040.00
Cintas Corporation #623	586.45	0.00	0.00	0.00	0.00	586.45
County Of Placer*	4.00	0.00	0.00	0.00	0.00	4.00
Dirk Yuricich	157.50	0.00	0.00	0.00	0.00	157.50
Geo-Tourism Specialties	0.00	0.00	0.00	-25.20	0.00	-25.20
Gibson, Shay	50.00	0.00	0.00	0.00	0.00	50.00
HUB International Insurance Services, Inc	516.25	0.00	0.00	0.00	0.00	516.25
InfiniSource Benefits	0.00	0.00	70.00	0.00	0.00	70.00
Jeanie Pearson	0.00	181.00	0.00	0.00	0.00	181.00
Johnson Controls Fire Protection LP	86.75	0.00	-86.75	0.00	86.75	86.75
JVP Communications, LLC	5,600.00	0.00	0.00	0.00	0.00	5,600.00
Katie Biggers	226.40	0.00	0.00	0.00	0.00	226.40
Kym Fabel	50.00	0.00	0.00	0.00	0.00	50.00
Live a Tahoe Day	0.00	0.00	27.00	0.00	0.00	27.00
McClintock Accountancy	19,095.00	0.00	0.00	0.00	0.00	19,095.00
Paige Bechdolt	0.00	0.00	8.72	0.00	0.00	8.72
Porter Simon*	1,350.00	0.00	0.00	0.00	0.00	1,350.00
SDBX Studio, LLC.	0.00	25.00	0.00	0.00	0.00	25.00
Searchwide Minnesota, LLC	15,000.00	0.00	0.00	0.00	0.00	15,000.00
Spectrum	154.98	0.00	0.00	0.00	0.00	154.98
Tahloha	0.00	0.00	0.00	-195.00	0.00	-195.00
Tahoe Basics	0.00	429.00	0.00	0.00	0.00	429.00
Tahoe Fund	0.00	5,000.00	0.00	0.00	0.00	5,000.00
Tahoe Truckee Sierra Disposal*	252.36	0.00	0.00	0.00	0.00	252.36
Tahoe Weekly	0.00	600.00	0.00	0.00	0.00	600.00
Uline	277.65	0.00	0.00	0.00	0.00	277.65
Vail Resorts	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Van Siclen, DeWitt	50.00	400.00	0.00	0.00	0.00	450.00
Wells Fargo Financial Leasing	365.01	0.00	0.00	0.00	0.00	365.01
TOTAL	<u>59,048.30</u>	<u>9,991.40</u>	<u>113.69</u>	<u>-220.20</u>	<u>449.07</u>	<u>69,382.26</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 21	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	262,263	364,688	(102,425)	1,117,160	1,258,410	(141,250)	3,395,286
4100-00 · TBID Assessment Revenue	913,963	501,727	412,236	1,473,299	1,061,063	412,236	4,689,362
4200-00 · Membership Dues Revenue	6,521	6,250	271	25,936	25,000	936	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	1,500	(1,500)	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	250	(250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	450	(450)	3,550
4250-00 · Revenues-Membership Activities - Other	335	0	335	1,420	0	1,420	0
Total 4250-00 · Revenues-Membership Activities	335	1,950	(1,615)	1,420	1,950	(530)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	169	0	169	274	0	274	0
46000 · Merchandise Sales - Other	6,709	9,000	(2,291)	44,518	35,500	9,018	59,500
Total 46000 · Merchandise Sales	6,878	9,000	(2,122)	44,792	35,500	9,292	59,500
Total Income	1,189,960	883,616	306,345	2,662,606	2,381,923	280,683	8,210,947
Gross Profit	1,189,960	883,616	306,345	2,662,606	2,381,923	280,683	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,446	10,695	(8,250)	20,664	42,781	(22,117)	98,560
5030-00 · P/R - Health Insurance Expense	5,059	13,890	(8,830)	21,239	55,558	(34,319)	128,597
5040-00 · P/R - Workmans Comp	464	1,131	(668)	3,654	4,526	(872)	10,260
5060-00 · 401 (k)	1,099	3,834	(2,735)	7,125	15,336	(8,211)	35,428
5070-00 · Other Benefits and Expenses	429	646	(217)	1,519	2,585	(1,066)	5,993
5000-00 · Salaries & Wages - Other	34,368	108,002	(73,634)	290,902	432,009	(141,107)	995,051
Total 5000-00 · Salaries & Wages	43,865	138,199	(94,333)	345,103	552,794	(207,692)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	1,305	1,113	193	4,023	4,450	(427)	10,088
5140-00 · Repairs & Maintenance	87	1,104	(1,017)	180	4,417	(4,236)	9,983
5150-00 · Office - Cleaning	0	929	(929)	2,550	3,717	(1,167)	8,483
5100-00 · Rent - Other	13,684	14,391	(707)	54,825	57,563	(2,739)	130,642
Total 5100-00 · Rent	15,076	17,537	(2,461)	61,578	70,147	(8,569)	159,197
5310-00 · Telephone							
5320-00 · Telephone	2,967	2,973	(7)	10,068	11,893	(1,825)	27,002
Total 5310-00 · Telephone	2,967	2,973	(7)	10,068	11,893	(1,825)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	17	(17)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	17	217	50
5420-00 · Mail - USPS - Other	0	127	(127)	200	507	(307)	1,140
Total 5420-00 · Mail - USPS	0	135	(135)	433	540	(107)	1,240
5510-00 · Insurance/Bonding	785	1,250	(465)	3,516	5,000	(1,484)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	492	(492)	135	6,967	(6,832)	9,425
5520-00 · Supplies - Other	1,073	1,779	(706)	4,071	12,117	(8,045)	22,263
Total 5520-00 · Supplies	1,073	2,271	(1,197)	4,206	19,083	(14,877)	31,688
5610-00 · Depreciation	153	153	0	611	611	0	1,375
5700-00 · Equipment Support & Maintenance	338	2,933	(2,595)	766	11,733	(10,967)	26,400
5710-00 · Taxes, Licenses & Fees	1,328	1,308	20	5,992	5,233	758	11,832
5740-00 · Equipment Rental/Leasing	2,616	435	2,181	3,932	1,742	2,190	4,116
5800-00 · Training Seminars	0	500	(500)	0	2,000	(2,000)	4,500
5850-00 · Artist of Month - Commissions	158	167	(9)	827	667	161	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,350	750	600	6,125	8,000	(1,875)	11,750
5920-00 · Professional Fees - Accountant	19,345	1,500	17,845	19,345	24,000	(4,655)	26,000
5921-00 · Professional Fees - Other	20,040	1,792	18,248	32,117	7,167	24,951	18,625
Total 5900-00 · Professional Fees	40,735	4,042	36,693	57,587	39,167	18,421	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	5,000	(5,000)	11,250
6020-00 · Programs							

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

All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 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	10,000	0	10,000	10,000	0	10,000	20,000
Total 6020-00 · Programs	10,000	0	10,000	10,000	0	10,000	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	400	(400)	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	4,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	8,000	(8,000)	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	25,000	(25,000)	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	15,000	(15,000)	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	48,400	(48,400)	5,000	53,200	(48,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	0	0	225	0	225	1,500
Total 6420-00 · Events	0	82,425	(82,425)	5,225	121,250	(116,025)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	188	(688)	1,763
6442-00 · Public Relations/Website/Digita	0	500	(500)	1,838	2,000	(162)	4,500
6444-00 · Trades	295	0	295	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	1,667	(1,264)	3,750
Total 6423-00 · Membership Activities	295	1,604	(1,309)	2,036	4,354	(2,318)	10,513
6730-00 · Marketing Cooperative/Media	59,818	59,818	0	291,209	291,209	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	6,413	6,000	413	15,736	24,000	(8,264)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	0	4,000	(4,000)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	0	3,600	(3,600)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	0	7,600	(7,600)	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
Total 6750-00 · Business Association Grant	66,667	16,667	50,000	66,667	66,667	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	6,667	(6,667)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	152	125	27	848	500	348	1,125
59900 · POS Inventory Adjustments	0	0	0	112	0	112	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	3,469	4,500	(1,031)	22,572	17,750	4,822	29,750
Total 8100-00 · Cost of Goods Sold	3,621	4,625	(1,004)	23,542	18,250	5,292	30,875
8200-00 · Associate Relations	264	195	69	454	780	(326)	1,770
8300-00 · Board Functions	15,295	583	14,712	31,543	2,333	29,210	5,250
8500-00 · Credit Card Fees	210	473	(263)	1,319	1,869	(550)	3,247
8600-00 · Additional Opportunites	5,675	5,833	(158)	7,625	23,333	(15,708)	55,000
8700-00 · Automobile Expenses	282	542	(260)	418	2,167	(1,749)	5,025
8750-00 · Meals/Meetings	0	642	(642)	111	2,567	(2,456)	6,088
8810-00 · Dues & Subscriptions	1,019	1,275	(256)	4,262	5,100	(838)	11,500
8910-00 · Travel	303	417	(114)	303	1,667	(1,364)	3,750
8920-00 · Bad Debt	0	0	0	624	0	624	0
Total Expense	278,955	363,184	(84,229)	955,692	1,312,089	(356,396)	3,528,482
Net Ordinary Income	911,005	520,431	390,574	1,706,914	1,069,834	637,080	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	44	0	44	0
Total Other Income	11	0	11	44	0	44	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

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

All Departments

	Oct 21	Budget	\$ Over Bu...	Jul - Oct 21	YTD Budget	\$ Over Bu...	Annual Bu...
Net Other Income	11	0	11	44	0	44	(9,744)
Net Income	<u>911,016</u>	<u>520,431</u>	<u>390,585</u>	<u>1,706,958</u>	<u>1,069,834</u>	<u>637,124</u>	<u>4,672,721</u>

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,117,160	967,343	149,817	16%
4100-00 · TBID Assessment Revenue	1,473,299	0	1,473,299	100%
4200-00 · Membership Dues Revenue	25,936	45,353	(19,416)	(43)%
4250-00 · Revenues-Membership Activities	1,420	2,005	(585)	(29)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	274	1,250	(976)	(78)%
4504-00 · Retail Revenue - Other	0	470	(470)	(100)%
46000 · Merchandise Sales - Other	44,518	46,432	(1,914)	(4)%
Total 46000 · Merchandise Sales	44,792	48,152	(3,360)	(7)%
Total Income	2,662,606	1,064,377	1,598,230	150%
Gross Profit	2,662,606	1,064,377	1,598,230	150%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	20,664	22,474	(1,811)	(8)%
5030-00 · P/R - Health Insurance Expense	21,239	40,142	(18,903)	(47)%
5040-00 · P/R - Workmans Comp	3,654	3,497	156	5%
5060-00 · 401 (k)	7,125	5,116	2,009	39%
5070-00 · Other Benefits and Expenses	1,519	1,389	130	9%
5000-00 · Salaries & Wages - Other	290,902	334,219	(43,317)	(13)%
Total 5000-00 · Salaries & Wages	345,103	408,944	(63,841)	(16)%
5100-00 · Rent				
5110-00 · Utilities	4,023	3,203	819	26%
5140-00 · Repairs & Maintenance	180	347	(167)	(48)%
5150-00 · Office - Cleaning	2,550	2,750	(200)	(7)%
5100-00 · Rent - Other	54,825	53,563	1,262	2%
Total 5100-00 · Rent	61,578	59,863	1,714	3%
5310-00 · Telephone				
5320-00 · Telephone	10,068	9,156	912	10%
Total 5310-00 · Telephone	10,068	9,156	912	10%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	200	157	43	28%
Total 5420-00 · Mail - USPS	433	157	277	176%
5510-00 · Insurance/Bonding	3,516	4,314	(798)	(19)%
5520-00 · Supplies				
5525-00 · Supplies- Computer	135	1,610	(1,475)	(92)%
5520-00 · Supplies - Other	4,071	5,172	(1,101)	(21)%
Total 5520-00 · Supplies	4,206	6,782	(2,576)	(38)%
5610-00 · Depreciation	611	97	514	529%
5700-00 · Equipment Support & Maintenance	766	13,769	(13,003)	(94)%
5710-00 · Taxes, Licenses & Fees	5,992	3,728	2,263	61%
5740-00 · Equipment Rental/Leasing	3,932	1,774	2,158	122%
5800-00 · Training Seminars	0	66	(66)	(100)%
5850-00 · Artist of Month - Commissions	827	918	(91)	(10)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	6,125	1,200	4,925	410%
5920-00 · Professional Fees - Accountant	19,345	15,065	4,280	28%
5921-00 · Professional Fees - Other	32,117	18,720	13,397	72%
Total 5900-00 · Professional Fees	57,587	34,985	22,602	65%

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
6020-00 · Programs				
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	10,000	0	10,000	100%
6420-00 · Events				
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	2,420	(582)	(24)%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
Total 6423-00 · Membership Activities	2,036	3,630	(1,594)	(44)%
6730-00 · Marketing Cooperative/Media	291,209	228,082	63,127	28%
6742-00 · Non-NLT Co-Op Marketing Program	15,736	1,377	14,359	1,043%
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%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	33,333	0	33,333	100%
6750-02 · Business Assn Grant - TCDA	33,333	0	33,333	100%
Total 6750-00 · Business Association Grant	66,667	0	66,667	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	848	836	13	2%
59900 · POS Inventory Adjustments	112	478	(366)	(77)%
8100-01 · CGS - Other	10	56,727	(56,717)	(100)%
8100-00 · Cost of Goods Sold - Other	22,572	24,228	(1,656)	(7)%
Total 8100-00 · Cost of Goods Sold	23,542	82,269	(58,727)	(71)%
8200-00 · Associate Relations	454	904	(450)	(50)%
8300-00 · Board Functions	31,543	1,567	29,977	1,914%
8500-00 · Credit Card Fees	1,319	1,474	(155)	(11)%
8600-00 · Additional Opportunitis	7,625	10,385	(2,760)	(27)%
8700-00 · Automobile Expenses	418	810	(393)	(49)%
8750-00 · Meals/Meetings	111	206	(96)	(46)%
8810-00 · Dues & Subscriptions	4,262	2,707	1,555	58%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	0	624	100%
Total Expense	955,692	882,360	73,332	8%
Net Ordinary Income	1,706,914	182,017	1,524,897	838%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	44	68	(24)	(35)%
Total Other Income	44	68	(24)	(35)%
Other Expense				
Balancing Adjustments	0	0	0	0%

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

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
8990-00 - Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	44	68	(24)	(35)%
Net Income	1,706,958	182,084	1,524,874	838%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Total Income	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Gross Profit	145,399	247,824	(102,425)	600,432	741,682	(141,250)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	720	2,393	(1,673)	4,420	9,571	(5,151)	21,534
5030-00 · P/R - Health Insurance Expense	1,286	4,120	(2,834)	9,542	16,480	(6,938)	37,080
5040-00 · P/R - Workmans Comp	72	129	(57)	651	515	136	1,159
5060-00 · 401 (k)	358	957	(599)	2,404	3,828	(1,425)	8,614
5070-00 · Other Benefits and Expenses	29	121	(92)	942	485	457	1,092
5000-00 · Salaries & Wages - Other	12,506	23,927	(11,421)	67,357	95,708	(28,351)	215,344
Total 5000-00 · Salaries & Wages	14,972	31,647	(16,675)	85,316	126,588	(41,271)	284,822
5100-00 · Rent							
5110-00 · Utilities	180	125	55	586	500	86	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	300	(300)	675
5150-00 · Office - Cleaning	0	188	(188)	613	750	(137)	1,688
5100-00 · Rent - Other	1,858	2,083	(226)	7,431	8,333	(902)	18,750
Total 5100-00 · Rent	2,037	2,471	(434)	8,631	9,883	(1,253)	22,237
5310-00 · Telephone							
5320-00 · Telephone	591	578	13	2,142	2,313	(172)	5,205
Total 5310-00 · Telephone	591	578	13	2,142	2,313	(172)	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							
5520-00 · Supplies				87			
5525-00 · Supplies - Computer	0	417	(417)	40	1,667	(1,627)	3,750
5520-00 · Supplies - Other	77	0	77	288	0	288	0
Total 5520-00 · Supplies	77	417	(339)	327	1,667	(1,339)	3,750
5700-00 · Equipment Support & Maintenance							
5710-00 · Taxes, Licenses & Fees	0	13	(13)	0	50	(50)	113
5740-00 · Equipment Rental/Leasing	81	83	(2)	378	333	44	750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	500	(500)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	500	(500)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	1,000	(1,000)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 · Business Assoc. Grants	10,000	0	10,000	10,000	0	10,000	20,000
Total 6020-00 · Programs	10,000	0	10,000	10,000	0	10,000	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	400	(400)	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	4,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	8,000	(8,000)	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	25,000	(25,000)	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	15,000	(15,000)	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	48,400	(48,400)	5,000	53,200	(48,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	0	0	225	0	225	1,500
Total 6420-00 · Events	0	82,425	(82,425)	5,225	121,250	(116,025)	514,575
6730-00 · Marketing Cooperative/Media							
6742-00 · Non-NLT Co-Op Marketing Program	52,079	52,079	0	260,254	260,254	0	801,630
	6,213	5,000	1,213	14,936	20,000	(5,064)	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	0	4,000	(4,000)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	0	3,600	(3,600)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	0	7,600	(7,600)	34,000
8200-00 · Associate Relations	41	21	20	41	83	(43)	187
8600-00 · Additional Opportunites	5,025	4,167	858	5,025	16,667	(11,642)	37,500
8700-00 · Automobile Expenses	141	125	16	200	500	(300)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	167	(167)	375
8810-00 · Dues & Subscriptions	32	83	(51)	129	333	(204)	750
8910-00 · Travel	303	417	(114)	303	1,667	(1,364)	3,750

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

11 - Marketing

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	91,593	185,429	(93,836)	393,179	570,405	(177,226)	1,828,132
Net Ordinary Income	53,806	62,395	(8,589)	207,253	171,277	35,976	359,948
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	44	0	44	0
Total Other Income	11	0	11	44	0	44	0
Other Expense							
8990-00 · Allocated	63,605	42,395	21,210	179,399	151,277	28,123	359,948
Total Other Expense	63,605	42,395	21,210	179,399	151,277	28,123	359,948
Net Other Income	(63,594)	(42,395)	(21,199)	(179,355)	(151,277)	(28,079)	(359,948)
Net Income	(9,788)	20,000	(29,788)	27,898	20,000	7,898	0

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

30 - Conference

	Oct 21	Budget	\$ Over Bud...	Jul - Oct 21	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	38,685	38,685	0	166,715	166,715	0	360,285
Total Income	38,685	38,685	0	166,715	166,715	0	360,285
Gross Profit	38,685	38,685	0	166,715	166,715	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(14)	1,747	(1,762)	1,688	6,990	(5,302)	15,727
5030-00 · P/R - Health Insurance Expense	1,609	2,103	(494)	1,806	8,412	(6,606)	18,926
5040-00 · P/R - Workmans Comp	17	167	(149)	254	667	(413)	1,500
5060-00 · 401 (k)	(34)	417	(451)	917	1,667	(750)	3,750
5070-00 · Other Benefits and Expenses	0	75	(75)	63	300	(237)	675
5000-00 · Salaries & Wages - Other	(847)	17,474	(18,321)	24,876	69,897	(45,021)	157,268
Total 5000-00 · Salaries & Wages	731	21,983	(21,252)	29,603	87,932	(58,328)	197,846
5100-00 · Rent							
5110-00 · Utilities	126	83	42	408	333	75	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	250	(250)	563
5150-00 · Office - Cleaning	0	125	(125)	423	500	(77)	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	4,743	5,333	(590)	12,000
Total 5100-00 · Rent	1,311	1,604	(293)	5,574	6,417	(843)	14,437
5310-00 · Telephone							
5320-00 · Telephone	392	417	(24)	1,360	1,667	(307)	3,750
Total 5310-00 · Telephone	392	417	(24)	1,360	1,667	(307)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	0	17	(17)	36	67	(30)	150
Total 5420-00 · Mail - USPS	0	17	(17)	173	67	107	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies	53	113	(59)	198	450	(252)	1,013
5710-00 · Taxes, Licenses & Fees	15	8	7	53	33	20	75
5740-00 · Equipment Rental/Leasing	56	63	(6)	262	250	12	563
5800-00 · Training Seminars	0	83	(83)	0	333	(333)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	30,955	30,955	0	69,648
8200-00 · Associate Relations	80	13	68	80	50	30	113
8750-00 · Meals/Meetings	0	29	(29)	0	117	(117)	263
Total Expense	10,378	32,067	(21,689)	68,318	128,270	(59,951)	288,607
Net Ordinary Income	28,307	6,618	21,689	98,397	38,445	59,951	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	11,817	6,618	5,199	31,172	38,445	(7,273)	71,678
Total Other Expense	11,817	6,618	5,199	31,172	38,445	(7,273)	71,678
Net Other Income	(11,817)	(6,618)	(5,199)	(31,172)	(38,445)	7,273	(71,678)
Net Income	16,490	(0)	16,490	67,224	(0)	67,224	(0)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
42 - Visitor Center

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	35,667	35,667	0	157,003	157,003	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	169	0	169	274	0	274	0
46000 · Merchandise Sales - Other	6,709	9,000	(2,291)	44,518	35,500	9,018	59,500
Total 46000 · Merchandise Sales	6,878	9,000	(2,122)	44,792	35,500	9,292	59,500
Total Income	42,545	44,667	(2,122)	201,795	192,503	9,292	402,270
Gross Profit	42,545	44,667	(2,122)	201,795	192,503	9,292	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	667	1,551	(884)	4,374	6,204	(1,830)	13,959
5030-00 · P/R - Health Insurance Expense	3	1,583	(1,580)	(295)	6,333	(6,628)	14,250
5040-00 · P/R - Workmans Comp	292	583	(291)	1,804	2,333	(530)	5,250
5060-00 · 401 (k)	277	417	(140)	1,730	1,667	63	3,750
5070-00 · Other Benefits and Expenses	0	83	(83)	33	333	(300)	750
5000-00 · Salaries & Wages - Other	6,421	15,510	(9,089)	44,089	62,040	(17,952)	139,591
Total 5000-00 · Salaries & Wages	7,660	19,728	(12,068)	51,734	78,911	(27,177)	177,550
5100-00 · Rent							
5110-00 · Utilities	641	667	(25)	1,833	2,667	(834)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	2,000	(2,000)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	833	(608)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	26,086	26,667	(581)	60,000
Total 5100-00 · Rent	7,163	8,042	(879)	28,144	32,167	(4,023)	72,375
5310-00 · Telephone							
5320-00 · Telephone	392	413	(20)	1,360	1,650	(290)	3,713
Total 5310-00 · Telephone	392	413	(20)	1,360	1,650	(290)	3,713
5420-00 · Mail - USPS	0	17	(17)	36	67	(30)	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	300	(300)	675
5520-00 · Supplies - Other	663	583	80	2,096	2,333	(238)	5,250
Total 5520-00 · Supplies	663	658	5	2,096	2,633	(538)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	17	(17)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	376	17	359	38
5740-00 · Equipment Rental/Leasing	56	63	(6)	262	250	12	563
5850-00 · Artist of Month - Commissions	158	167	(9)	827	667	161	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	800	4,000	(3,200)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	152	125	27	848	500	348	1,125
59900 · POS Inventory Adjustments	0	0	0	112	0	112	0
8100-01 · CGS - Other	0	0	0	10	0	10	0
8100-00 · Cost of Goods Sold - Other	3,469	4,500	(1,031)	22,572	17,750	4,822	29,750
Total 8100-00 · Cost of Goods Sold	3,621	4,625	(1,004)	23,542	18,250	5,292	30,875
8200-00 · Associate Relations	128	25	103	154	100	54	225
8500-00 · Credit Card Fees	177	423	(246)	1,139	1,689	(529)	2,797
8700-00 · Automobile Expenses	0	42	(42)	0	167	(167)	375
8750-00 · Meals/Meetings	0	17	(17)	0	67	(67)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	533	(533)	1,200
Total Expense	20,218	37,026	(16,808)	110,529	147,830	(37,300)	321,471
Net Ordinary Income	22,327	7,641	14,686	91,265	44,673	46,592	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	28,603	7,641	20,962	50,432	44,673	5,759	80,798
Total Other Expense	28,603	7,641	20,962	50,432	44,673	5,759	80,798
Net Other Income	(28,603)	(7,641)	(20,962)	(50,432)	(44,673)	(5,759)	(80,798)
Net Income	(6,276)	(0)	(6,276)	40,833	(0)	40,833	(0)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
51 - TMPI

	Oct 21	Budget	\$ Over ...	Jul - Oct...	YTD Bu...	\$ Over ...	Annual ...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,854	12,854	0	68,863	68,863	0	141,237
Total Income	12,854	12,854	0	68,863	68,863	0	141,237
Gross Profit	12,854	12,854	0	68,863	68,863	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	3,071	(2,870)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	4,000	(3,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	54	100	(47)	240
5060-00 · 401 (k)	0	307	(307)	0	1,228	(1,228)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	351	(350)	842
5000-00 · Salaries & Wages - Other	0	7,677	(7,677)	1,354	30,709	(29,355)	73,628
Total 5000-00 · Salaries & Wages	0	9,865	(9,865)	1,741	39,460	(37,718)	94,608
5100-00 · Rent							
5110-00 · Utilities	31	25	6	109	100	9	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	67	(67)	158
5150-00 · Office - Cleaning	0	42	(42)	127	167	(40)	396
5100-00 · Rent - Other	356	375	(19)	1,423	1,500	(77)	3,563
Total 5100-00 · Rent	387	458	(72)	1,658	1,833	(175)	4,354
5310-00 · Telephone							
5320-00 · Telephone	103	134	(31)	310	537	(227)	1,275
Total 5310-00 · Telephone	103	134	(31)	310	537	(227)	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	16	0	16	55	5,000	(4,945)	5,000
Total 5520-00 · Supplies	16	0	16	55	6,250	(6,195)	6,250
5710-00 · Taxes, Licenses & Fees	0	13	(13)	10	50	(40)	120
5740-00 · Equipment Rental/Leasing	122	19	103	313	75	238	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	167	(167)	400
8750-00 · Meals/Meetings	0	83	(83)	0	333	(333)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	167	(162)	400
Total Expense	627	10,655	(10,028)	16,066	53,872	(37,806)	113,584
Net Ordinary Income	12,227	2,199	10,028	52,797	14,991	37,806	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(11,269)	2,199	(13,468)	7,330	14,991	(7,661)	27,653
Total Other Expense	(11,269)	2,199	(13,468)	7,330	14,991	(7,661)	27,653
Net Other Income	11,269	(2,199)	13,468	(7,330)	(14,991)	7,661	(27,653)
Net Income	23,496	0	23,496	45,467	(0)	45,467	(0)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
52 - TBID Assessment

	<u>Oct 21</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul - Oct 21</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	<u>913,963</u>	<u>501,727</u>	<u>412,236</u>	<u>1,473,299</u>	<u>1,061,063</u>	<u>412,236</u>	<u>4,689,362</u>
Total Income	<u>913,963</u>	<u>501,727</u>	<u>412,236</u>	<u>1,473,299</u>	<u>1,061,063</u>	<u>412,236</u>	<u>4,689,362</u>
Gross Profit	<u>913,963</u>	<u>501,727</u>	<u>412,236</u>	<u>1,473,299</u>	<u>1,061,063</u>	<u>412,236</u>	<u>4,689,362</u>
Net Ordinary Income	<u>913,963</u>	<u>501,727</u>	<u>412,236</u>	<u>1,473,299</u>	<u>1,061,063</u>	<u>412,236</u>	<u>4,689,362</u>
Net Income	<u>913,963</u>	<u>501,727</u>	<u>412,236</u>	<u>1,473,299</u>	<u>1,061,063</u>	<u>412,236</u>	<u>4,689,362</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

60 - Membership

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,521	6,250	271	25,936	25,000	936	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	1,500	(1,500)	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	250	(250)	0	250	(250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	200	(200)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	450	(450)	0	450	(450)	3,550
4250-00 · Revenues-Membership Activities - Other	335	0	335	1,420	0	1,420	0
Total 4250-00 · Revenues-Membership Activities	335	1,950	(1,615)	1,420	1,950	(530)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	6,856	8,200	(1,344)	27,356	26,950	406	66,800
Gross Profit	6,856	8,200	(1,344)	27,356	26,950	406	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	188	418	(229)	933	1,672	(739)	3,761
5030-00 · P/R - Health Insurance Expense	221	333	(113)	920	1,333	(413)	3,000
5040-00 · P/R - Workmans Comp	20	13	8	129	50	79	113
5060-00 · 401 (k)	0	167	(167)	135	669	(534)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	217	(216)	488
5000-00 · Salaries & Wages - Other	2,678	4,179	(1,501)	12,508	16,716	(4,208)	37,611
Total 5000-00 · Salaries & Wages	3,108	5,164	(2,056)	14,625	20,656	(6,031)	46,477
5100-00 · Rent							
5110-00 · Utilities	44	25	19	138	100	38	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	83	(83)	187
5150-00 · Office - Cleaning	0	42	(42)	137	167	(29)	375
5100-00 · Rent - Other	524	527	(3)	2,095	2,107	(11)	4,740
Total 5100-00 · Rent	567	614	(47)	2,371	2,457	(86)	5,528
5310-00 · Telephone							
5320-00 · Telephone	141	139	2	499	557	(57)	1,253
Total 5310-00 · Telephone	141	139	2	499	557	(57)	1,253
5420-00 · Mail - USPS	0	10	(10)	12	40	(28)	90
5510-00 · Insurance/Bonding	0			20			
5520-00 · Supplies	17	167	(149)	64	667	(602)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	11	17	(6)	38
5740-00 · Equipment Rental/Leasing	17	21	(4)	84	83	1	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	500	(500)	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	188	(188)	(500)	188	(688)	1,763
6442-00 · Public Relations/Website/Digita	0	500	(500)	1,838	2,000	(162)	4,500
6444-00 · Trades	295	0	295	295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	1,667	(1,264)	3,750
Total 6423-00 · Membership Activities	295	1,604	(1,309)	2,036	4,354	(2,318)	10,513
8200-00 · Associate Relations	0	7	(7)	164	27	138	60
8500-00 · Credit Card Fees	33	50	(17)	160	200	(40)	450
8700-00 · Automobile Expenses	106	42	64	106	167	(61)	375
8750-00 · Meals/Meetings	0	33	(33)	111	133	(23)	300
8810-00 · Dues & Subscriptions	10	17	(6)	43	67	(23)	150
8920-00 · Bad Debt	0	0	0	325	0	325	0
Total Expense	4,294	7,872	(3,577)	20,631	29,424	(8,793)	66,919
Net Ordinary Income	2,562	328	2,233	6,725	(2,474)	9,199	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,135	1,624	1,511	9,413	8,755	659	16,521
Total Other Expense	3,135	1,624	1,511	9,413	8,755	659	16,521
Net Other Income	(3,135)	(1,624)	(1,511)	(9,413)	(8,755)	(659)	(16,521)
Net Income	(573)	(1,296)	723	(2,688)	(11,229)	8,541	(16,640)

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance
61 - Business Association Grant Funding**

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Total Income	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Gross Profit	16,667	16,667	(0)	66,667	66,667	(0)	200,000
Expense							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	33,333	8,333	25,000	33,333	33,333	(0)	100,000
Total 6750-00 · Business Association Grant	66,667	16,667	50,000	66,667	66,667	(0)	200,000
Total Expense	66,667	16,667	50,000	66,667	66,667	(0)	200,000
Net Ordinary Income	(50,000)	(0)	(50,000)	(0)	(0)	0	0
Net Income	(50,000)	(0)	(50,000)	(0)	(0)	0	0

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
80 - TOT Housing & Transportation

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,991	12,991	0	57,481	57,481	0	162,914
Total Income	12,991	12,991	0	57,481	57,481	0	162,914
Gross Profit	12,991	12,991	0	57,481	57,481	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	2,467	(2,467)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	4,000	(4,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	83	(83)	250
5060-00 · 401 (k)	0	247	(247)	0	987	(987)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	167	(167)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	24,667	(24,667)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	32,371	(32,371)	97,112
5100-00 · Rent							
5110-00 · Utilities	25	21	4	88	83	5	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	50	(50)	150
5150-00 · Office - Cleaning	0	33	(33)	106	133	(28)	400
5100-00 · Rent - Other	296	313	(16)	1,186	1,250	(64)	3,750
Total 5100-00 · Rent	321	379	(58)	1,380	1,517	(137)	4,550
5310-00 · Telephone							
5320-00 · Telephone	86	58	27	247	233	13	700
Total 5310-00 · Telephone	86	58	27	247	233	13	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	17	(17)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	17	(17)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	33	(33)	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	13	417	(403)	45	1,667	(1,622)	5,000
Total 5520-00 · Supplies	13	417	(403)	45	2,917	(2,872)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	8	67	(58)	200
5740-00 · Equipment Rental/Leasing	14	63	(48)	60	250	(190)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	3,333	(3,333)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	3,333	(3,333)	10,000
8200-00 · Associate Relations	0	5	(5)	0	20	(20)	60
8600-00 · Additional Opportunit	0	833	(833)	0	3,333	(3,333)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	167	(167)	500
8750-00 · Meals/Meetings	0	21	(21)	0	83	(83)	250
Total Expense	434	10,768	(10,335)	1,754	44,324	(42,570)	130,472
Net Ordinary Income	12,557	2,222	10,335	55,726	13,157	42,570	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(11,148)	2,222	(13,370)	800	13,157	(12,356)	32,442
Total Other Expense	(11,148)	2,222	(13,370)	800	13,157	(12,356)	32,442
Net Other Income	11,148	(2,222)	13,370	(800)	(13,157)	12,356	(32,442)
Net Income	23,705	0	23,705	54,926	0	54,926	0

North Lake Tahoe Resort Association
Profit & Loss Budget Performance
70 - Administration

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	885	3,202	(2,317)	9,048	12,807	(3,759)	28,816
5030-00 · P/R - Health Insurance Expense	1,941	3,750	(1,809)	9,134	15,000	(5,866)	33,750
5040-00 · P/R - Workmans Comp	62	194	(132)	763	777	(14)	1,749
5060-00 · 401 (k)	498	1,323	(824)	1,941	5,291	(3,350)	11,904
5070-00 · Other Benefits and Expenses	400	183	217	479	731	(252)	1,645
5000-00 · Salaries & Wages - Other	13,609	33,068	(19,459)	140,718	132,271	8,447	297,610
Total 5000-00 · Salaries & Wages	17,395	41,719	(24,325)	162,083	166,877	(4,795)	375,474
5100-00 · Rent							
5110-00 · Utilities	260	167	93	860	667	194	1,500
5140-00 · Repairs & Maintenance	87	417	(330)	180	1,667	(1,486)	3,750
5150-00 · Office - Cleaning	0	292	(292)	919	1,167	(247)	2,625
5100-00 · Rent - Other	2,943	3,093	(150)	11,860	12,373	(513)	27,840
Total 5100-00 · Rent	3,289	3,968	(679)	13,821	15,873	(2,053)	35,715
5310-00 · Telephone							
5320-00 · Telephone	1,261	1,234	27	4,151	4,937	(786)	11,108
Total 5310-00 · Telephone	1,261	1,234	27	4,151	4,937	(786)	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	333	(272)	750
Total 5420-00 · Mail - USPS	0	83	(83)	73	333	(260)	750
5510-00 · Insurance/Bonding	785	1,250	(465)	3,257	5,000	(1,743)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	95	2,500	(2,405)	2,500
5520-00 · Supplies - Other	233	500	(267)	1,326	2,000	(674)	4,500
Total 5520-00 · Supplies	233	500	(267)	1,421	4,500	(3,079)	7,000
5610-00 · Depreciation	153	153	0	611	611	0	1,375
5700-00 · Equipment Support & Maintenance	338	2,917	(2,578)	766	11,667	(10,901)	26,250
5710-00 · Taxes, Licenses & Fees	1,313	1,250	63	5,486	5,000	486	11,250
5740-00 · Equipment Rental/Leasing	2,269	125	2,144	2,573	500	2,073	1,125
5800-00 · Training Seminars	0	417	(417)	0	1,667	(1,667)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,350	625	725	6,125	2,500	3,625	5,625
5920-00 · Professional Fees - Accountant	19,345	1,500	17,845	19,345	24,000	(4,655)	26,000
5921-00 · Professional Fees - Other	20,040	833	19,207	20,164	3,333	16,830	7,500
Total 5900-00 · Professional Fees	40,735	2,958	37,777	45,634	29,833	15,800	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	5,000	(5,000)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	6,667	(6,667)	15,000
8200-00 · Associate Relations	16	125	(109)	16	500	(484)	1,125
8300-00 · Board Functions	15,295	583	14,712	31,543	2,333	29,210	5,250
8500-00 · Credit Card Fees	0			20			
8600-00 · Additional Opportunit	650	833	(183)	2,600	3,333	(733)	7,500
8700-00 · Automobile Expenses	35	250	(215)	112	1,000	(888)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	1,667	(1,667)	3,750
8810-00 · Dues & Subscriptions	976	1,000	(24)	4,084	4,000	84	9,000
8920-00 · Bad Debt	0	0	0	299	0	299	0
Total Expense	84,743	62,700	22,044	278,548	271,298	7,250	579,296
Net Ordinary Income	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Total Other Expense	(84,743)	(62,700)	(22,044)	(278,548)	(271,298)	(7,250)	(579,296)
Net Other Income	84,743	62,700	22,044	278,548	271,298	7,250	579,296
Net Income	0	0	0	0	0	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

October 31, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of October 31, 2021

	<u>Oct 31, 21</u>	<u>Oct 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	370,714	678,530	(307,816)	(45%)	216,621
Total Checking/Savings	<u>370,714</u>	<u>678,530</u>	<u>(307,816)</u>	<u>(45%)</u>	<u>216,621</u>
Accounts Receivable					
1200-00 · Accounts Receivable	0	1,335	(1,335)	(100%)	0
Total Accounts Receivable	<u>0</u>	<u>1,335</u>	<u>(1,335)</u>	<u>(100%)</u>	<u>0</u>
Other Current Assets					
1200-99 · Accounts Receivable - Other	0	7,970	(7,970)	(100%)	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	<u>100</u>	<u>8,070</u>	<u>(7,970)</u>	<u>(99%)</u>	<u>100</u>
Total Current Assets	<u>370,814</u>	<u>687,935</u>	<u>(317,121)</u>	<u>(46%)</u>	<u>216,721</u>
Other Assets					
1400-00 · Prepaid Expenses	71,770	40,328	31,442	78%	40,310
Total Other Assets	<u>71,770</u>	<u>40,328</u>	<u>31,442</u>	<u>78%</u>	<u>40,310</u>
TOTAL ASSETS	<u><u>442,584</u></u>	<u><u>728,263</u></u>	<u><u>(285,679)</u></u>	<u><u>(39%)</u></u>	<u><u>257,031</u></u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	120,324	113,696	6,628	6%	64,362
Total Accounts Payable	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Total Current Liabilities	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Total Liabilities	<u>120,324</u>	<u>113,696</u>	<u>6,628</u>	<u>6%</u>	<u>64,362</u>
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	129,591	127,583	2,008	2%	(294,315)
Total Equity	<u>322,260</u>	<u>614,566</u>	<u>(292,306)</u>	<u>(48%)</u>	<u>192,668</u>
TOTAL LIABILITIES & EQUITY	<u><u>442,584</u></u>	<u><u>728,262</u></u>	<u><u>(285,678)</u></u>	<u><u>(39%)</u></u>	<u><u>257,030</u></u>

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

As of October 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
IVCBVB	0.00	1,333.00	0.00	0.00	0.00	1,333.00
TOTAL	<u>0.00</u>	<u>1,333.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,333.00</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Anna Atwood	16.80	0.00	0.00	0.00	0.00	16.80
Augustineldeas	360.00	198.10	0.00	0.00	0.00	558.10
IVCB Visitors Bureau	0.00	1.00	0.00	0.00	772.71	773.71
MAHK Advertising	102,424.71	0.00	0.00	0.00	0.00	102,424.71
NLTRA	610.08	359.88	580.91	0.00	0.00	1,550.87
Tahoe Film Fest	15,000.00	0.00	0.00	0.00	0.00	15,000.00
TOTAL	<u>118,411.59</u>	<u>558.98</u>	<u>580.91</u>	<u>0.00</u>	<u>772.71</u>	<u>120,324.19</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

October 2021

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	230,664	230,664	0	692,000
4001-00 · NLTRA Funding	59,818	59,818	0	291,209	291,209	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	4,000	4,000	0	8,000
Total Income	119,484	119,484	0	525,873	525,873	0	1,800,000
Gross Profit	119,484	119,484	0	525,873	525,873	0	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	4,500	4,000	500	7,000	16,500	(9,500)	70,000
5004-00 · Trip Advisor	11,429	10,000	1,429	11,429	19,000	(7,571)	50,000
5005-00 · Paid Social	11,129	20,792	(9,663)	30,530	53,910	(23,380)	132,960
5005-01 · Digital Display / Retargeting	18,681	9,500	9,181	40,627	31,140	9,487	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	360	37,500	(37,140)	19,094	75,000	(55,906)	150,000
5007-02 · Website Production	0	0	0	120	0	120	0
5007-03 · Photo/Video Creative	2,244	2,373	(129)	9,218	9,492	(274)	28,469
5007-00 · Creative Production - Other	128	0	128	510	0	510	0
Total 5007-00 · Creative Production	2,732	39,873	(37,141)	28,941	84,492	(55,551)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	28,000	28,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	34,957	25,000	9,957	34,957	45,000	(10,043)	105,000
5018-00 · Media Commission	10,992	10,048	944	12,800	24,615	(11,815)	71,166
5018-01 · Digital Ad Serving	181	1,000	(819)	321	2,300	(1,979)	6,000
5020-00 · Search Engine Marketing	4,077	7,000	(2,923)	5,174	16,000	(10,826)	54,000
5022-00 · Email	5,000	0	5,000	5,000	5,000	(0)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	8,000	(3,000)	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	110,678	136,213	(25,535)	212,279	333,957	(121,678)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	500	(500)	2,000
5111-00 · FAMs - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	0	0	0	1,620	0	1,620	5,000
5113-00 · Additional Opportunities	0	0	0	168	3,000	(2,832)	9,050
5115-00 · Travel Agent Incentive Program	0	750	(750)	0	750	(750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	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	0	0	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	0	0	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	0	750	(750)	1,788	16,500	(14,712)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	10,000	15,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	402	750	(348)	762	3,750	(2,988)	12,000
5204-00 · Media Mission(s)	263	0	263	822	0	822	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	3,200	3,200	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	960	960	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	6,200	(6,200)	18,600
5210-00 · Content Dev - Newsletters	1,320	1,800	(480)	1,800	7,200	(5,400)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	23,000	23,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	0	1,800	(1,800)	7,200
5214-00 · Social Takeover	107	2,500	(2,393)	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distri	0	0	0	1,320	1,500	(180)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	2,000	(2,000)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	11	1,176	(1,165)	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	750	(547)	1,500
Total 5200-00 · PUBLIC RELATIONS	14,132	20,734	(6,602)	42,185	71,536	(29,351)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,490	1,511	(21)	1,490	3,022	(1,532)	24,114
6006-00 · CVENT	712	916	(204)	2,886	3,638	(752)	10,967
6007-00 · Creative Production	0	5,000	(5,000)	330	5,000	(4,670)	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	266	459	(193)	2,954	918	2,036	4,590
6018-01 · MCC Digital Ad Serving	7	42	(36)	7	168	(162)	500
6019-00 · Conference Direct Partnership	0	0	0	1,750	7,000	(5,250)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	2,333	7,000	(4,667)	7,000
6152-00 · Client Events / Opportunities	1,500	1,000	500	1,500	2,000	(500)	17,000
6153-00 · Chicago Sales Rep Support	83	0	83	1,129	625	504	2,500
Total 6000-00 · CONFERENCE SALES	4,640	8,928	(4,288)	14,378	29,371	(14,993)	91,450
6100-00 · TRADE SHOWS							

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

October 2021

	Oct 21	Budget	\$ Over Budget	Jul - Oct 21	YTD Budget	\$ Over Budget	Annual Budget
6111-00 · Site Inspections	0	0	0	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	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	3,700	(3,700)	0	3,700	(3,700)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	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
6180-00 · Conference Direct CA	583	0	583	583	0	583	0
6182-00 · Destination Celebration	0	775	(775)	0	775	(775)	2,275
Total 6100-00 · TRADE SHOWS	583	5,975	(5,392)	1,221	18,595	(17,374)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	6,000	(6,000)	30,000
5009-00 · Fulfillment / Mail	0	200	(200)	0	800	(800)	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	25,000	25,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	667	0	667	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	833	885	(52)	10,942	3,540	7,402	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	0	2,000	(2,000)	8,000
7004-00 · Research	1,905	2,750	(845)	7,619	11,000	(3,381)	83,000
7005-00 · Film Festival	15,000	0	15,000	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	0	8,338	(8,338)	0	8,338	(8,338)	33,352
7008-00 · Opportunistic Funds	0	0	0	0	0	0	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	708	(708)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	2,483	2,500	(17)	7,757
7020-00 · Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	17	0	17	26	0	26	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,542	15,975	2,567	62,530	75,886	(13,356)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	17,000	17,000	0	51,000
8003-00 · Website Hosting Maintenance	534	534	0	8,568	1,068	7,500	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	22,500	30,000	(7,500)	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	12,500	10,000	2,500	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,784	14,784	0	60,568	58,068	2,500	173,161
Total Expense	163,361	203,359	(39,998)	394,949	603,913	(208,964)	1,897,514
Net Income	(43,877)	(83,875)	39,998	130,924	(78,040)	208,964	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July through October 2021

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	230,664.00	182,600.00	48,064.00	26.3%
4001-00 · NLTRA Funding	291,208.63	228,082.00	63,126.63	27.7%
4004-00 · IVCBVB Entertainment	4,000.00	4,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	1,200.00	-1,200.00	-100.0%
Total Income	525,872.63	415,882.00	109,990.63	26.5%
Gross Profit	525,872.63	415,882.00	109,990.63	26.5%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	6,999.99	833.33	6,166.66	740.0%
5004-00 · Trip Advisor	11,428.87	3,558.17	7,870.70	221.2%
5005-00 · Paid Social	30,529.84	13,014.32	17,515.52	134.6%
5005-01 · Digital Display / Retargeting	40,626.51	32,538.28	8,088.23	24.9%
5007-00 · Creative Production				
5007-01 · Creative Production	19,093.63	25,453.79	-6,360.16	-25.0%
5007-02 · Website Production	120.00	1,817.50	-1,697.50	-93.4%
5007-03 · Photo/Video Creative	9,217.60	951.63	8,265.97	868.6%
5007-00 · Creative Production - Other	510.00	637.50	-127.50	-20.0%
Total 5007-00 · Creative Production	28,941.23	28,860.42	80.81	0.3%
5010-00 · Account Strategy & Management	28,000.00	24,000.00	4,000.00	16.7%
5010-02 · Website Strategy & Analysis	25,000.00	0.00	2,500.00	100.0%
5016 · Video Streaming	34,957.41	0.00	34,957.41	100.0%
5018-00 · Media Commission	12,800.45	10,290.74	2,509.71	24.4%
5018-01 · Digital Ad Serving	320.94	160.54	160.40	99.9%
5020-00 · Search Engine Marketing	5,174.14	30,192.45	-25,018.31	-82.9%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	8,000.00	-3,000.00	-37.5%
Total 5000-00 · CONSUMER MARKETING	212,279.08	155,610.70	56,668.38	36.4%
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	5,170.00	-5,170.00	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	1,787.82	6,606.56	-4,818.74	-72.9%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	10,000.00	6,000.00	4,000.00	66.7%
5202-00 · PR Program/ Content Dev - Blogs	762.36	4,500.00	-3,737.64	-83.1%
5204-00 · Media Mission(s)	821.50	746.96	74.54	10.0%
5206-00 · Digital Buy/ Social Media Boost	3,200.00	2,000.00	1,200.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	960.00	1,200.00	-240.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,706.88	-5,706.88	-100.0%
5210-00 · Content Dev - Newsletters	1,800.00	5,400.00	-3,600.00	-66.7%
5211-00 · Social Media Strategy & Mgmt	23,000.00	16,000.00	7,000.00	43.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	6,334.06	-5,014.06	-79.2%
5221-00 · Photography & Video Asset Dev	0.00	0.00	0.00	0.0%
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	42,184.91	49,716.62	-7,531.71	-15.2%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	1,489.75	0.00	1,489.75	100.0%
6006-00 · CVENT	2,885.61	10,678.00	-7,792.39	-73.0%
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	2,953.88	1,700.95	1,252.93	73.7%
6018-01 · MCC Digital Ad Serving	6.50	0.00	6.50	100.0%
6019-00 · Conference Direct Partnership	1,749.99	3,666.68	-1,916.69	-52.3%
6128-00 · HelmsBriscoe Strategic Partner	2,333.32	2,333.32	0.00	0.0%
6152-00 · Client Events / Opportunities	1,500.00	53.54	1,446.46	2,701.6%
6153-00 · Chicago Sales Rep Support	1,128.52	589.00	539.52	91.6%
Total 6000-00 · CONFERENCE SALES	14,377.57	22,044.24	-7,666.67	-34.8%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	137.80	194.13	-56.33	-29.0%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	0.00	4,900.00	-4,900.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6180-00 · Conference Direct CA	583.33	0.00	583.33	100.0%
Total 6100-00 · TRADE SHOWS	1,221.03	5,769.13	-4,548.10	-78.8%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	559.90	-559.90	-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	666.68	333.34	333.34	100.0%
7002-00 · CRM Subscription	10,942.08	3,458.32	7,483.76	216.4%

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

July through October 2021

	Jul - Oct 21	Jul - Oct 20	\$ Change	% Change
7003-00 · IVCBVB Entertainment Fund	0.00	13.78	-13.78	-100.0%
7004-00 · Research	7,619.04	0.00	7,619.04	100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	0.00	2,666.67	-2,666.67	-100.0%
7010-00 · Photo Management & Storage	2,483.00	2,450.32	32.68	1.3%
7020-00 · Collateral Production / Printin	723.94	1,250.00	-526.06	-42.1%
8700-00 · Automobile Expense*	25.73	296.07	-270.34	-91.3%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	62,530.47	26,028.40	36,502.07	140.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	17,000.00	17,025.91	-25.91	-0.2%
8003-00 · Website Hosting Maintenance	8,568.00	5,497.00	3,071.00	55.9%
8004-00 · Website Strategy & Maintenance	22,500.00	0.00	22,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	12,500.00	0.00	12,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	60,568.00	22,522.91	38,045.09	168.9%
Total Expense	394,948.88	288,298.56	106,650.32	37.0%
Net Income	130,923.75	127,583.44	3,340.31	2.6%

KEY METRICS FOR Oct 31, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru October 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	3,313,439	6,215,382	4,947,159	\$ 21,831,521
2021 - 2022	5,071,958	66,577	-	-	\$ 5,138,535

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	40.6%	36.7%	10.70%
ADR (Average Daily Rate)	\$ 258	\$ 265	-2.64%
RevPAR (Rev per Available Room)	\$ 105	\$ 97	7.70%
Occupancy 1 Mth Forecast	29.3%	21.0%	39.52%
ADR 1 Mth Forecast	\$ 278	\$ 279	-0.36%
RevPAR 1 Mth Forecast	\$ 82	\$ 59	38.98%
Occupancy (prior 6 months)	46.3%	35.8%	29.33%
ADR (prior 6 months)	\$ 428	\$ 411	4.14%
RevPAR (prior 6 months)	\$ 198	\$ 147	34.69%
Occupancy (next 6 months)	24.5%	13.9%	76.26%
ADR (next 6 months)	\$ 445	\$ 413	7.75%
RevPAR (next 6 months)	\$ 109	\$ 57	91.23%

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Oct 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	21331	22632	14549	14656	0.74%
Phone	1137	991	1246	1268	1.77%
Email	157	183	182	238	30.77%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3080	2893	749	1604	114.15%
Total	30,144	35,021	22,134	21,764	-1.67%

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 10/31/2021						
	2020-21	2020-21	2021-22	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$ 257,997	\$ 1,132,263	\$ 1,747,110	35.19%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	5,052	8,177	38.22%		
Number of Bookings	8	17	23	26.09%		
Conference Revenue And Percentage by County:						
	20-21	21-22				
Placer	100%		\$ 257,997	\$ 947,150	\$ 1,195,678	20.79%
Washoe	0%		\$ 0	\$ 185,113	\$ 551,432	66.43%
South Lake	0%		\$ 0	\$ -		
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 1,132,263	\$ 1,747,110	35.19%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	

Unemployment Rates - EDD	Sept 2021
California (pop. 38,332,521)	7.5%
Placer County (367,309)	4.3%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.4%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%