



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

January 25th, 2022 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:

- 12/31/2021 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 12/31/2021 Financials Review [MOTION].....Pg. 5
- NLTRMC 12/31/2021 Financials ReviewPg. 27

G. Review of Q2 Reconciliations

- Review of Q2 Reconciliations at December 31, 2021

H. Items for Committee Review, Discussion/or Recommendations

- TBID Update

I. Supplemental Information

- December 2021 Dashboard ReportPg. 35

J. Approval of CEO Expenses December 2020:

- Approval of CEO Expenses NLTRA [MOTION].....Pg. 36

K. Agenda Input for Next Finance Committee Meeting

L. Next Meeting Date

M. Committee Member Comments

N. Adjourn

Tuesday, December 21st, 2021 at 3:30 PM

Via Zoom

- A. Call to Order – Establish Quorum – Quorum established 3:31 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, Kevin Mitchell – 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/Kevin Mitchell, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve November 22nd, 2021 Finance Committee meeting minutes; Kevin Mitchell/David Brown, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – November 30, 2021 financial results
 - **MOTION** to approve November 30, 2021 Preliminary NLTRA Financials; Kevin Mitchell/David Brown, Approved 3-0-0
 - Review of NLTMC November 30, 2021 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID update
- H. Supplemental Information
 - Review of the November 2021 Dashboard report
- I. Agenda Input for Next Finance Committee Meeting
- J. Next Meeting Date
 - January 25th, 2022 @ 3:30 PM
- K. Committee Member Comments
 - None
- L. Adjourn 4:22 PM

Date: 1/19/2022

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

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for December 31, 2021

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

- Cash balance on December 31, 2021 of \$2,685,000 was \$1,222,000 greater than prior year due primarily to an increase in Due To County of Placer balance of \$1,096,000 as well as a decrease in Receivables excluding TBID Assessments of \$17,000, an increase in Accounts Payable of \$43,000, an increase in Accrued Expenses of \$16,000, an increase in Unrestricted Net Assets of \$28,000, and increase in the Designated Marketing Reserve of \$7,000 offset by an increase in Inventory of \$9,000, an increase in Prepaid Expenses of \$15,000, a decrease in Payroll Liabilities of \$61,000 and a decrease in Deferred Revenue – Member Dues of \$10,000. Additionally, Net income is greater than prior year by \$2,484,000 due primarily to an increase in Receivables from TBID Assessments of \$2,372,000
- Accounts Receivable (QB) balance of \$0 was down relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$313,000 reflected County TOT funding invoices for December. The balance at this date last year was \$294,000.
- AR Other balance of \$15,000 was \$14,000 greater than prior year and primarily constitutes the amount due back for a cancelled portion of the contract for the Spartan 2021 event along with unauthorized transactions due back to the NLTRA.
- Membership dues receivable totaled \$33,000, which reflects a decrease of \$62,000 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 \$33,000, which reflects an increase of \$9,000 from prior year.
- AR TBID balance of \$2,372,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. Payment of \$1,272,000 for the first quarter assessment of 2021.22 was received in January.
- Prepaid Expenses of \$26,000 increased by \$15,000 from prior year primarily due to Business Association Grant funding.
- Accounts Payable of \$37,000 was \$19,000 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 \$73,000 were \$61,000 lower than prior year; primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.

- Accrued expenses of \$32,000 were \$17,000 higher than prior year primarily due to Business Association Grant funding as well as an increase in the number of over prior year, offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$21,000 was down \$10,000 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 \$2,781,000 at December 31 reflected a \$2,484,000 increase from prior year positive results of \$298,000, and represents anticipated TBID revenues of \$2,372,000 YTD, Membership's net loss of \$4,000, and \$413,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$943,000 was lower than budget by \$317,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$619,000 and were \$409,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$324,000 were better than budget by \$92,000.
- Operating Results YTD – Conference
 - TOT revenue of \$245,000 was on budget.
 - Expenses of \$98,000 before allocated overhead were below budget by \$95,000 primarily due to reduced staffing.
 - Net results of \$148,000 before overhead allocation were good to budget by \$95,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$60,000 were positive to budget by \$12,000. TOT revenue of \$232,000 was on budget.
 - Expenses before overhead allocation of \$159,000 were below budget by \$59,000 primarily due to staffing and timing.
 - Net income of \$132,000 before overhead allocation was \$72,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$95,000 was on budget.
 - Expenditures of \$17,000 before overhead were \$58,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
 - Net results of \$78,000 before overhead allocation were positive to budget \$58,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$2,372,000.
 - TBID assessments for the period of July – September 2021 totaled \$971,000.
 - Total cash receipts YTD total \$1,272,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$39,000 was \$2,000 good to budget, total other revenues of \$2,000 were bad to budget by \$3,000.
 - Expenses before overhead allocation of \$33,000 were good to budget by \$11,000.
 - Net income of \$8,000 before overhead allocations was good to budget by \$10,000.
 - Net loss of \$4,000 after overhead allocations was good to budget \$10,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$100,000 was on budget.
 - Expenses of \$100,000 was on budget.
 - Net results of \$0 was on budget.

- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$84,000 was on budget.
 - Total expense of \$3,000 was below budget \$63,000 due primarily to staffing.
 - Net results of \$81,000 before overhead was \$63,000 good to budget.
- Operating Results YTD – Administration
 - Total expenses of \$362,000 were \$33,000 below budget due primarily to unbudgeted expenses offset by staffing and timing.
- Membership cash position as of December 31, 2021
 - Membership activities YTD resulted in a net loss of \$4,175.
 - Deferred revenues of \$21,345 less receivables of \$33,122, plus the allowance for uncollectible receivables of \$9,523 resulted in the loss of cash in the amount of \$2,254.
 - 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 \$36,477.

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

- Cash balance at month end of \$381,000 was \$340,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000, an increase in Prepaid Expenses of \$43,000, and a decrease in Accounts Payable of \$14,000, offset by an increase in Net Income of \$15,000.
- Accounts Receivable balance was \$3,000.
- Prepaid Expenses of \$88,000 were \$43,000 greater than prior year.
- Accounts Payable of \$94,000 were \$14,000 less 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 \$185,000 was \$15,000 higher than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$817,000 was on budget.
- Consumer Marketing expenditures of \$314,000 were \$95,000 below budget due to timing.
- Leisure Sales expenditures of \$10,000 were \$11,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$75,000 were \$42,000 below budget due to timing.
- Conference Sales expenditures of \$34,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$9,000 were \$25,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$100,000 were \$44,000 below budget due to timing.
- Website & Maintenance expenses of \$89,000 were \$3,000 over budget.
- Total Expenses of \$632,000 were \$217,000 below budget.
- Net Income of \$185,000 was good to budget by \$217,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

December 31, 2021

North Lake Tahoe Resort Association

Balance Sheet

As of December 31, 2021

	Dec 31, 21	Dec 31, 20	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,493,035	0	2,493,035	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,213,165	(1,213,165)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	3,255	2,920	335	11%	38,521
1008-00 · Marketing Reserve - Plumas	50,371	50,337	34	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,027	100,913	114	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	21,582	29,582	(8,000)	(27%)	29,582
1080-00 · Special Events BOTW #1626	14,452	64,845	(50,393)	(78%)	39,803
10950 · Cash in Drawer	641	139	502	361%	139
Total Checking/Savings	<u>2,684,521</u>	<u>1,462,059</u>	<u>1,222,462</u>	<u>84%</u>	<u>1,956,883</u>
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	0	2,500	(2,500)	(100%)	1,000
1290-00 · A/R - TOT	313,229	294,448	18,781	6%	432,499
Total Accounts Receivable	<u>313,229</u>	<u>296,948</u>	<u>16,281</u>	<u>5%</u>	<u>433,499</u>
Other Current Assets					
1200-99 · AR Other	14,787	1,179	13,608	1,154%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	32,802	94,730	(61,928)	(65%)	17,025
1201-03 · Member AR - Other	320	1,400	(1,080)	(77%)	985
Total 1201-00 · Member Accounts Receivable	<u>33,122</u>	<u>96,130</u>	<u>(63,008)</u>	<u>(66%)</u>	<u>18,010</u>
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	33,479	24,129	9,350	39%	26,867
Total 12100 · Inventory Asset	<u>33,497</u>	<u>24,147</u>	<u>9,350</u>	<u>39%</u>	<u>26,885</u>
1220-00 · AR TBID	2,372,411	0	2,372,411	100%	
1299 · Receivable from NLTMC	2,324	1,966	358	18%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	<u>2,447,768</u>	<u>99,585</u>	<u>2,348,183</u>	<u>2,358%</u>	<u>44,787</u>
Total Current Assets	<u>5,445,518</u>	<u>1,858,592</u>	<u>3,586,926</u>	<u>193%</u>	<u>2,435,169</u>
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	6,799	4,214	62%	11,013
1741-00 · Accum. Depr. - Computer Equip	(4,139)	(2,153)	(1,986)	(92%)	(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	<u>6,874</u>	<u>4,646</u>	<u>2,228</u>	<u>48%</u>	<u>7,791</u>
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	7,831	1,076	6,755	628%	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	17,651	9,384	8,267	88%	6,500
Total 1400-00 · Prepaid Expenses	<u>25,582</u>	<u>10,560</u>	<u>15,022</u>	<u>142%</u>	<u>9,289</u>
Total Other Assets	<u>25,582</u>	<u>10,560</u>	<u>15,022</u>	<u>142%</u>	<u>9,289</u>
TOTAL ASSETS	<u><u>5,477,974</u></u>	<u><u>1,873,798</u></u>	<u><u>3,604,176</u></u>	<u><u>192%</u></u>	<u><u>2,452,249</u></u>
LIABILITIES & EQUITY					

North Lake Tahoe Resort Association

Balance Sheet

As of December 31, 2021

	Dec 31, 21	Dec 31, 20	\$ Change	% Change	Jun 30, 21
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	36,804	17,448	19,356	111%	69,892
Total Accounts Payable	36,804	17,448	19,356	111%	69,892
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	5,469	8,844	(3,375)	(38%)	41,223
2101-00 · Incentive Payable	18,003	61,212	(43,209)	(71%)	44,055
2102-00 · Commissions Payable	0	3,500	(3,500)	(100%)	0
2120-00 · Empl. Federal Tax Payable	2,427	3,473	(1,046)	(30%)	3,379
2175-00 · 401 (k) Plan	1,482	1,964	(482)	(25%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	73,329	133,838	(60,509)	(45%)	152,155
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	551	(551)	(100%)	
25500 · *Sales Tax Payable	1,615	2,118	(503)	(24%)	1,418
2190-00 · Sales and Use Tax Payable - Other	0	(496)	496	100%	2,877
Total 2190-00 · Sales and Use Tax Payable	1,615	2,173	(558)	(26%)	4,295
2250-00 · Accrued Expenses					200,350
2250-01 · Business Association Grant	10,000	0	10,000	100%	
2250-00 · Accrued Expenses - Other	21,857	15,132	6,725	44%	
Total 2250-00 · Accrued Expenses	31,857	15,132	16,725	111%	
2400-60 · Deferred Revenue- Member Dues	21,345	31,410	(10,065)	(32%)	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	2,159,379	1,094,087	1,065,292	97%	1,881,860
Total Current Liabilities	2,196,183	1,111,535	1,084,648	98%	1,951,752
Total Liabilities	2,196,183	1,111,535	1,084,648	98%	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	2,781,295	297,549	2,483,746	835%	28,518
Total Equity	3,281,789	762,260	2,519,529	331%	500,495
TOTAL LIABILITIES & EQUITY	5,477,972	1,873,795	3,604,177	192%	2,452,247

North Lake Tahoe Resort Association

A/R Aging Summary

As of December 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	313,228.68	0.00	0.00	0.00	0.00	0.00	313,228.68
TOTAL	<u><u>313,228.68</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>313,228.68</u></u>

Aging by Revenue Item

As of 12/31/2021

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			\$0.00	\$0.00	\$975.00	\$0.00	\$0.00	\$0.00	\$975.00
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$813.75	\$813.75
1-5 Employees Membership Dues			\$4,130.00	\$0.00	\$295.00	\$295.00	\$1,150.00	\$10,987.91	\$16,857.91
21-50 Employees Membership Dues			\$1,620.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$4,050.00
6-10 Employees Membership Dues			\$975.00	\$0.00	\$650.00	\$0.00	\$0.00	\$3,355.41	\$4,980.41
Associate Member Membership Dues			\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00	\$200.00
Financial Institutions Membership			\$295.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$1,695.00
Non-Profit Membership Dues Totals:			\$850.00	\$0.00	\$340.00	\$0.00	\$340.00	\$1,700.00	\$3,230.00
1201-01 Member AR Membership			\$7,920.00	\$0.00	\$2,260.00	\$295.00	\$1,490.00	\$20,837.07	\$32,802.07
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
1201-03 Member Accounts Receivable			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
GRAND TOTALS			\$7,920.00	\$0.00	\$2,260.00	\$295.00	\$1,490.00	\$21,157.07	\$33,122.07

North Lake Tahoe Resort Association

A/P Aging Summary

As of December 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	0.00	0.00	535.50	0.00	535.50
Amber Burke	91.89	0.00	0.00	0.00	0.00	91.89
Anne-Karin Atwood*	103.00	0.00	0.00	0.00	0.00	103.00
Atomic Printing, Inc.	0.00	643.50	0.00	0.00	0.00	643.50
Bank of the West Bank Card Center	0.00	6,825.74	0.00	0.00	0.00	6,825.74
Bavetta, Bonnie	7,285.18	0.00	0.00	0.00	0.00	7,285.18
Cintas Corporation #623	309.28	0.00	0.00	0.00	0.00	309.28
County Of Placer*	380.15	0.00	0.00	0.00	0.00	380.15
Crystal Range Associates	52.76	0.00	0.00	0.00	0.00	52.76
Geo-Tourism Specialties	179.22	0.00	0.00	0.00	0.00	179.22
InBloom Marketing	3,300.00	3,300.00	0.00	0.00	0.00	6,600.00
iSolved Benefit Services	70.00	0.00	0.00	0.00	0.00	70.00
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
JVP Communications, LLC	5,600.00	0.00	0.00	0.00	0.00	5,600.00
Katie Biggers	50.00	0.00	0.00	0.00	0.00	50.00
Kay Dee Designs	0.00	0.00	3.00	0.00	0.00	3.00
LexiConn Internet Services	0.00	179.85	0.00	0.00	0.00	179.85
Live a Tahoe Day	0.00	0.00	0.00	0.00	27.00	27.00
Logically	0.00	2,251.00	0.00	0.00	0.00	2,251.00
Munley Manor	1,840.00	0.00	0.00	0.00	0.00	1,840.00
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Sierra Essentials	0.00	248.50	0.00	0.00	0.00	248.50
Tahloha	0.00	0.00	0.00	0.00	-195.00	-195.00
Tahoe Basics	363.00	0.00	0.00	0.00	0.00	363.00
Tahoe Truckee Sierra Disposal*	0.00	0.00	0.00	252.36	0.00	252.36
Team Whiskey	2,500.00	0.00	0.00	0.00	0.00	2,500.00
The Office Boss*	0.00	-7.94	0.00	0.00	0.00	-7.94
Van Siclen, DeWitt	50.00	0.00	0.00	0.00	0.00	50.00
Wild Tribute	412.35	0.00	0.00	0.00	0.00	412.35
YIG Administration	0.00	57.93	0.00	0.00	0.00	57.93
TOTAL	<u>22,673.58</u>	<u>13,498.58</u>	<u>3.00</u>	<u>787.86</u>	<u>-159.28</u>	<u>36,803.74</u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	313,229	488,729	(175,500)	1,699,267	2,016,017	(316,750)	3,395,286
4100-00 · TBID Assessment Revenue	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
4200-00 · Membership Dues Revenue	6,546	6,250	296	39,030	37,500	1,530	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	1,500	(1,500)	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	0	800	(800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	600	(600)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	500	(500)	0	1,400	(1,400)	3,550
4250-00 · Revenues-Membership Activities - Other	235	0	235	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	235	500	(265)	1,805	4,400	(2,595)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	138	0	138	616	0	616	0
46000 · Merchandise Sales - Other	5,745	6,000	(255)	59,200	47,500	11,700	59,500
Total 46000 · Merchandise Sales	5,883	6,000	(117)	59,815	47,500	12,315	59,500
Total Income	755,293	930,880	(175,586)	4,172,329	4,065,593	106,735	8,210,947
Gross Profit	755,293	930,880	(175,586)	4,172,329	4,065,593	106,735	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,099	10,695	(7,596)	26,671	64,171	(37,500)	98,560
5030-00 · P/R - Health Insurance Expense	4,428	13,890	(9,462)	37,087	83,337	(46,250)	128,597
5040-00 · P/R - Workmans Comp	660	1,131	(471)	4,354	6,788	(2,434)	10,260
5060-00 · 401 (k)	1,438	3,834	(2,396)	9,907	23,004	(13,097)	35,428
5070-00 · Other Benefits and Expenses	86	646	(560)	1,711	3,877	(2,166)	5,993
5000-00 · Salaries & Wages - Other	43,556	108,002	(64,446)	375,466	648,013	(272,547)	995,051
Total 5000-00 · Salaries & Wages	53,267	138,199	(84,932)	455,197	829,192	(373,995)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	170	1,113	(942)	6,293	6,675	(382)	10,088
5140-00 · Repairs & Maintenance	787	1,104	(317)	967	6,625	(5,658)	9,983
5150-00 · Office - Cleaning	0	929	(929)	3,925	5,575	(1,650)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	82,221	86,345	(4,124)	130,642
Total 5100-00 · Rent	14,655	17,537	(2,882)	93,406	105,220	(11,814)	159,197
5310-00 · Telephone							
5320-00 · Telephone	2,820	2,973	(153)	15,830	17,840	(2,010)	27,002
5350-00 · Internet	180			180			
Total 5310-00 · Telephone	3,000	2,973	26	16,010	17,840	(1,831)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	25	(25)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	25	208	50
5420-00 · Mail - USPS - Other	296	127	169	519	760	(241)	1,140
Total 5420-00 · Mail - USPS	296	135	161	753	810	(57)	1,240
5510-00 · Insurance/Bonding	269	1,250	(981)	6,947	7,500	(553)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	492	(492)	135	7,950	(7,815)	9,425
5520-00 · Supplies - Other	931	1,779	(848)	6,241	15,675	(9,434)	22,263
Total 5520-00 · Supplies	931	2,271	(1,340)	6,376	23,625	(17,249)	31,688
5610-00 · Depreciation	153	153	0	917	917	0	1,375
5700-00 · Equipment Support & Maintenance	6,753	2,933	3,820	7,757	17,600	(9,843)	26,400
5710-00 · Taxes, Licenses & Fees	1,416	1,308	108	8,889	7,850	1,039	11,832
5740-00 · Equipment Rental/Leasing	(4,137)	435	(4,572)	2,772	2,612	160	4,116
5800-00 · Training Seminars	0	500	(500)	649	3,000	(2,351)	4,500
5850-00 · Artist of Month - Commissions	0	167	(167)	980	1,000	(20)	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	6,125	9,500	(3,375)	11,750
5920-00 · Professional Fees - Accountant	0	0	0	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	7,080	1,792	5,288	47,717	10,750	36,967	18,625
Total 5900-00 · Professional Fees	7,080	2,542	4,538	73,187	46,250	26,937	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	7,500	(7,500)	11,250

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	0	2,500	2,720	0	2,720	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	2,500	0	2,500	12,720	20,000	(7,280)	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	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	0	0	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	0	0	5,000	228,200	(223,200)	411,000
6421-00 · New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	500	(500)	289	500	(211)	1,500
Total 6420-00 · Events	0	500	(500)	5,289	296,750	(291,461)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	225	(225)	(500)	600	(1,100)	1,763
6442-00 · Public Relations/Website/Digita	919	500	419	4,914	3,000	1,914	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	470	417	53	873	2,500	(1,627)	3,750
Total 6423-00 · Membership Activities	1,389	1,142	247	5,582	6,600	(1,018)	10,513
6730-00 · Marketing Cooperative/Media	110,366	110,366	0	466,800	466,800	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	8,500	6,000	2,500	35,451	36,000	(549)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	2,500	8,000	(5,500)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	2,500	10,800	(8,300)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	5,000	18,800	(13,800)	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	50,000	50,000	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	50,000	50,000	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	100,000	100,000	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	10,000	(10,000)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	216	125	91	1,194	750	444	1,125
52500 · Purchase Discounts	(6)	0	(6)	(6)	0	(6)	0
59900 · POS Inventory Adjustments	(35)	0	(35)	75	0	75	0
8100-01 · CGS - Other	266	0	266	276	0	276	0
8100-00 · Cost of Goods Sold - Other	3,159	3,000	159	30,305	23,750	6,555	29,750
Total 8100-00 · Cost of Goods Sold	3,600	3,125	475	31,843	24,500	7,343	30,875
8200-00 · Associate Relations	199	195	4	653	1,170	(517)	1,770
8300-00 · Board Functions	3,658	583	3,075	35,772	3,500	32,272	5,250
8500-00 · Credit Card Fees	195	332	(137)	1,771	2,533	(761)	3,247
8600-00 · Additional Opportunites	650	5,833	(5,183)	8,925	35,000	(26,075)	55,000
8700-00 · Automobile Expenses	196	542	(346)	574	3,250	(2,676)	5,025
8750-00 · Meals/Meetings	0	642	(642)	111	3,850	(3,739)	6,088
8810-00 · Dues & Subscriptions	844	1,275	(431)	5,843	7,650	(1,807)	11,500
8910-00 · Travel	0	417	(417)	303	2,500	(2,197)	3,750
8920-00 · Bad Debt	0	0	0	624	0	624	0
Total Expense	232,446	328,204	(95,758)	1,391,099	2,119,819	(728,720)	3,528,482
Net Ordinary Income	522,848	602,676	(79,828)	2,781,229	1,945,774	835,455	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	66	0	66	0
Total Other Income	11	0	11	66	0	66	0
Other Expense							
8990-00 · Allocated	0	0	0	0	0	(0)	9,744

North Lake Tahoe Resort Association Profit & Loss Budget Performance

All Departments

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Total Other Expense	0	0	0	0	0	(0)	9,744
Net Other Income	11	0	11	66	(0)	66	(9,744)
Net Income	<u>522,859</u>	<u>602,676</u>	<u>(79,817)</u>	<u>2,781,295</u>	<u>1,945,774</u>	<u>835,521</u>	<u>4,672,721</u>

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,699,267	1,495,873	203,394	14%
4100-00 · TBID Assessment Revenue	2,372,411	0	2,372,411	100%
4200-00 · Membership Dues Revenue	39,030	68,574	(29,545)	(43)%
4250-00 · Revenues-Membership Activities	1,805	2,650	(845)	(32)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	616	1,414	(798)	(56)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	59,200	56,772	2,428	4%
Total 46000 · Merchandise Sales	59,815	58,746	1,070	2%
4720-00 · Miscellaneous	0	4,193	(4,193)	(100)%
Total Income	4,172,329	1,631,560	2,540,768	156%
Gross Profit	4,172,329	1,631,560	2,540,768	156%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	26,671	33,152	(6,481)	(20)%
5030-00 · P/R - Health Insurance Expense	37,087	60,188	(23,101)	(38)%
5040-00 · P/R - Workmans Comp	4,354	4,890	(536)	(11)%
5060-00 · 401 (k)	9,907	10,136	(229)	(2)%
5070-00 · Other Benefits and Expenses	1,711	2,064	(353)	(17)%
5000-00 · Salaries & Wages - Other	375,466	502,566	(127,101)	(25)%
Total 5000-00 · Salaries & Wages	455,197	615,102	(159,905)	(26)%
5100-00 · Rent				
5110-00 · Utilities	6,293	4,950	1,343	27%
5140-00 · Repairs & Maintenance	967	2,032	(1,065)	(52)%
5150-00 · Office - Cleaning	3,925	3,350	575	17%
5100-00 · Rent - Other	82,221	80,056	2,165	3%
Total 5100-00 · Rent	93,406	90,388	3,018	3%
5310-00 · Telephone				
5320-00 · Telephone	15,830	13,789	2,041	15%
5350-00 · Internet	180	0	180	100%
Total 5310-00 · Telephone	16,010	13,789	2,221	16%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	519	531	(12)	(2)%
Total 5420-00 · Mail - USPS	753	531	222	42%
5510-00 · Insurance/Bonding	6,947	6,248	699	11%
5520-00 · Supplies				
5525-00 · Supplies- Computer	135	1,610	(1,475)	(92)%
5520-00 · Supplies - Other	6,241	6,348	(106)	(2)%
Total 5520-00 · Supplies	6,376	7,958	(1,582)	(20)%
5610-00 · Depreciation	917	306	611	200%
5700-00 · Equipment Support & Maintenance	7,757	16,449	(8,692)	(53)%
5710-00 · Taxes, Licenses & Fees	8,889	5,166	3,723	72%
5740-00 · Equipment Rental/Leasing	2,772	2,657	115	4%
5800-00 · Training Seminars	649	66	583	882%
5850-00 · Artist of Month - Commissions	980	1,010	(30)	(3)%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	6,125	1,600	4,525	283%
5920-00 · Professional Fees - Accountant	19,345	21,800	(2,455)	(11)%

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
5921-00 · Professional Fees - Other	47,717	31,200	16,517	53%
Total 5900-00 · Professional Fees	73,187	54,600	18,587	34%
6020-00 · Programs				
6016-00 · Special Event Partnership	2,720	131	2,590	1,982%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	12,720	131	12,590	9,634%
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	289	0	289	100%
Total 6420-00 · Events	5,289	4,000	1,289	32%
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/Digital	4,914	3,734	1,180	32%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	873	915	(42)	(5)%
Total 6423-00 · Membership Activities	5,582	4,944	638	13%
6730-00 · Marketing Cooperative/Media	466,800	361,210	105,590	29%
6742-00 · Non-NLT Co-Op Marketing Program	35,451	2,032	33,419	1,645%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	2,500	13,350	(10,850)	(81)%
6743-03 · Winter Lakeside Campaign	2,500	0	2,500	100%
6743-07 · Winter Regional Campaign	0	18,027	(18,027)	(100)%
Total 6743-00 · BACC Marketing Programs	5,000	31,377	(26,377)	(84)%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	50,000	0	50,000	100%
6750-02 · Business Assn Grant - TCDA	50,000	0	50,000	100%
Total 6750-00 · Business Association Grant	100,000	0	100,000	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,194	1,012	182	18%
52500 · Purchase Discounts	(6)	0	(6)	(100)%
59900 · POS Inventory Adjustments	75	478	(403)	(84)%
8100-01 · CGS - Other	276	0	276	100%
8100-00 · Cost of Goods Sold - Other	30,305	30,204	101	0%
Total 8100-00 · Cost of Goods Sold	31,843	31,694	150	1%
8200-00 · Associate Relations	653	2,014	(1,360)	(68)%
8300-00 · Board Functions	35,772	2,244	33,528	1,494%
8500-00 · Credit Card Fees	1,771	2,436	(665)	(27)%
8600-00 · Additional Opportunities	8,925	71,317	(62,392)	(88)%
8700-00 · Automobile Expenses	574	1,467	(893)	(61)%
8750-00 · Meals/Meetings	111	262	(151)	(58)%
8810-00 · Dues & Subscriptions	5,843	3,946	1,897	48%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	624	372	252	68%
Total Expense	1,391,099	1,334,110	56,990	4%
Net Ordinary Income	2,781,229	297,451	2,483,779	835%
Other Income/Expense				

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

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Other Income				
4700-00 · Revenues- Interest & Investment	66	98	(32)	(33)%
Total Other Income	66	98	(32)	(33)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	66	98	(32)	(33)%
Net Income	2,781,295	297,549	2,483,747	835%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	200,898	376,398	(175,500)	943,220	1,259,970	(316,750)	2,188,080
Total Income	200,898	376,398	(175,500)	943,220	1,259,970	(316,750)	2,188,080
Gross Profit	200,898	376,398	(175,500)	943,220	1,259,970	(316,750)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,017	2,393	(1,376)	6,117	14,356	(8,239)	21,534
5030-00 · P/R - Health Insurance Expense	1,443	4,120	(2,677)	11,980	24,720	(12,740)	37,080
5040-00 · P/R - Workmans Comp	112	129	(17)	746	773	(26)	1,159
5060-00 · 401 (k)	420	957	(537)	3,225	5,742	(2,518)	8,614
5070-00 · Other Benefits and Expenses	58	121	(63)	1,051	728	323	1,092
5000-00 · Salaries & Wages - Other	13,520	23,927	(10,408)	93,854	143,562	(49,708)	215,344
Total 5000-00 · Salaries & Wages	16,570	31,647	(15,077)	116,973	189,881	(72,909)	284,822
5100-00 · Rent							
5110-00 · Utilities	22	125	(103)	890	750	140	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	450	(450)	675
5150-00 · Office - Cleaning	0	188	(188)	975	1,125	(150)	1,688
5100-00 · Rent - Other	1,858	2,083	(226)	11,147	12,500	(1,353)	18,750
Total 5100-00 · Rent	1,880	2,471	(591)	13,013	14,825	(1,812)	22,237
5310-00 · Telephone							
5320-00 · Telephone	592	578	14	3,325	3,470	(145)	5,205
5350-00 · Internet	180			180			
Total 5310-00 · Telephone	772	578	194	3,505	3,470	35	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	2,500	(2,460)	3,750
5520-00 · Supplies - Other	102	0	102	492	0	492	0
Total 5520-00 · Supplies	102	417	(314)	532	2,500	(1,968)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	75	(75)	113
5710-00 · Taxes, Licenses & Fees	0	13	(13)	48	75	(27)	113
5740-00 · Equipment Rental/Leasing	81	83	(2)	459	500	(41)	750
5800-00 · Training Seminars	0	0	0	649	0	649	0
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	750	(750)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	750	(750)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	1,500	(1,500)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	2,500	0	2,500	2,720	0	2,720	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	2,500	0	2,500	12,720	20,000	(7,280)	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	5,000	400	4,600	25,400
6421-06 · Spartan	0	0	0	0	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0	0	0	0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	0	0	0	0	25,000	(25,000)	25,400
6421-17 · Enduro	0	0	0	0	0	0	80,000
6421-18 · Sponsorships - Other	0	0	0	0	15,400	(15,400)	62,800
Total 6420-01 · Sponsorships	0	0	0	5,000	228,200	(223,200)	411,000
6421-00 · New Event Development	0	0	0	0	68,050	(68,050)	102,075
6424-00 · Event Operation Expenses	0	500	(500)	289	500	(211)	1,500
Total 6420-00 · Events	0	500	(500)	5,289	296,750	(291,461)	514,575
6730-00 · Marketing Cooperative/Media	102,627	102,627	0	420,369	420,369	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	8,300	5,000	3,300	34,251	30,000	4,251	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	0	2,000	(2,000)	2,500	8,000	(5,500)	14,000
6743-03 · Winter Lakeside Campaign	0	3,600	(3,600)	2,500	10,800	(8,300)	20,000
Total 6743-00 · BACC Marketing Programs	0	5,600	(5,600)	5,000	18,800	(13,800)	34,000
8200-00 · Associate Relations	0	21	(21)	41	125	(84)	187
8600-00 · Additional Opportunit	0	4,167	(4,167)	5,025	25,000	(19,975)	37,500
8700-00 · Automobile Expenses	119	125	(6)	300	750	(450)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	250	(250)	375
8810-00 · Dues & Subscriptions	152	83	68	326	500	(174)	750

North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
8910-00 · Travel	0	417	(417)	303	2,500	(2,197)	3,750
Total Expense	133,104	154,052	(20,949)	619,026	1,027,870	(408,844)	1,828,132
Net Ordinary Income	67,794	222,346	(154,551)	324,195	232,100	92,094	359,948
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11	0	11	66	0	66	0
Total Other Income	11	0	11	66	0	66	0
Other Expense							
8990-00 · Allocated	31,298	47,346	(16,048)	238,216	232,100	6,115	359,948
Total Other Expense	31,298	47,346	(16,048)	238,216	232,100	6,115	359,948
Net Other Income	(31,287)	(47,346)	16,059	(238,150)	(232,100)	(6,049)	(359,948)
Net Income	36,508	175,000	(138,492)	86,045	0	86,045	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

30 - Conference

	Dec 21	Budget	\$ Over Bud...	Jul - Dec 21	YTD Budget	\$ Over Bud...	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,681	36,681	0	245,366	245,366	0	360,285
Total Income	36,681	36,681	0	245,366	245,366	0	360,285
Gross Profit	36,681	36,681	0	245,366	245,366	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	269	1,747	(1,478)	2,136	10,485	(8,349)	15,727
5030-00 · P/R - Health Insurance Expense	3,149	2,103	1,046	6,296	12,618	(6,322)	18,926
5040-00 · P/R - Workmans Comp	31	167	(135)	279	1,000	(721)	1,500
5060-00 · 401 (k)	122	417	(295)	1,119	2,500	(1,381)	3,750
5070-00 · Other Benefits and Expenses	8	75	(67)	87	450	(363)	675
5000-00 · Salaries & Wages - Other	3,049	17,474	(14,425)	29,950	104,846	(74,896)	157,268
Total 5000-00 · Salaries & Wages	6,628	21,983	(15,354)	39,867	131,898	(92,031)	197,846
5100-00 · Rent							
5110-00 · Utilities	15	83	(68)	618	500	118	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	375	(375)	563
5150-00 · Office - Cleaning	0	125	(125)	673	750	(77)	1,125
5100-00 · Rent - Other	1,186	1,333	(148)	7,114	8,000	(886)	12,000
Total 5100-00 · Rent	1,201	1,604	(403)	8,405	9,625	(1,220)	14,437
5310-00 · Telephone							
5320-00 · Telephone	343	417	(74)	2,070	2,500	(430)	3,750
Total 5310-00 · Telephone	343	417	(74)	2,070	2,500	(430)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	0	17	(17)	36	100	(64)	150
Total 5420-00 · Mail - USPS	0	17	(17)	173	100	73	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies	47	113	(66)	273	675	(402)	1,013
5710-00 · Taxes, Licenses & Fees	0	8	(8)	53	50	3	75
5740-00 · Equipment Rental/Leasing	56	63	(6)	318	375	(57)	563
5800-00 · Training Seminars	0	83	(83)	0	500	(500)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	46,432	46,432	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	75	5	113
8750-00 · Meals/Meetings	0	29	(29)	0	175	(175)	263
Total Expense	16,014	32,067	(16,053)	97,731	192,404	(94,673)	288,607
Net Ordinary Income	20,667	4,614	16,053	147,635	52,962	94,673	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,766	4,614	(848)	39,719	52,962	(13,243)	71,678
Total Other Expense	3,766	4,614	(848)	39,719	52,962	(13,243)	71,678
Net Other Income	(3,766)	(4,614)	848	(39,719)	(52,962)	13,243	(71,678)
Net Income	16,902	(0)	16,902	107,916	(0)	107,916	(0)

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	34,476	34,476	0	231,791	231,791	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	138	0	138	616	0	616	0
46000 · Merchandise Sales - Other	5,728	6,000	(272)	59,200	47,500	11,700	59,500
Total 46000 · Merchandise Sales	5,866	6,000	(134)	59,815	47,500	12,315	59,500
Total Income	40,342	40,476	(134)	291,606	279,291	12,316	402,270
Gross Profit	40,342	40,476	(134)	291,606	279,291	12,316	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	706	1,551	(845)	5,797	9,306	(3,509)	13,959
5030-00 · P/R - Health Insurance Expense	(2,233)	1,583	(3,816)	4,441	9,500	(5,059)	14,250
5040-00 · P/R - Workmans Comp	380	583	(203)	2,208	3,500	(1,292)	5,250
5060-00 · 401 (k)	324	417	(92)	2,363	2,500	(137)	3,750
5070-00 · Other Benefits and Expenses	8	83	(75)	57	500	(443)	750
5000-00 · Salaries & Wages - Other	8,428	15,510	(7,082)	60,546	93,060	(32,515)	139,591
Total 5000-00 · Salaries & Wages	7,613	19,728	(12,115)	75,411	118,367	(42,955)	177,550
5100-00 · Rent							
5110-00 · Utilities	85	667	(582)	2,951	4,000	(1,049)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	3,000	(3,000)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,250	(1,025)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	39,129	40,000	(871)	60,000
Total 5100-00 · Rent	6,607	8,042	(1,435)	42,305	48,250	(5,945)	72,375
5310-00 · Telephone							
5320-00 · Telephone	343	413	(70)	2,095	2,475	(380)	3,713
Total 5310-00 · Telephone	343	413	(70)	2,095	2,475	(380)	3,713
5420-00 · Mail - USPS	0	17	(17)	36	100	(64)	150
5510-00 · Insurance/Bonding	0			60			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	450	(450)	675
5520-00 · Supplies - Other	274	583	(309)	2,887	3,500	(613)	5,250
Total 5520-00 · Supplies	274	658	(384)	2,887	3,950	(1,063)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	25	(25)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	376	25	351	38
5740-00 · Equipment Rental/Leasing	56	63	(6)	318	375	(57)	563
5850-00 · Artist of Month - Commissions	0	167	(167)	980	1,000	(20)	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	10,000	(10,000)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,200	6,000	(4,800)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	216	125	91	1,194	750	444	1,125
52500 · Purchase Discounts	(6)	0	(6)	(6)	0	(6)	0
59900 · POS Inventory Adjustments	(35)	0	(35)	75	0	75	0
8100-01 · CGS - Other	266	0	266	276	0	276	0
8100-00 · Cost of Goods Sold - Other	3,159	3,000	159	30,305	23,750	6,555	29,750
Total 8100-00 · Cost of Goods Sold	3,600	3,125	475	31,843	24,500	7,343	30,875
8200-00 · Associate Relations	25	25	0	179	150	29	225
8500-00 · Credit Card Fees	147	282	(135)	1,523	2,233	(709)	2,797
8700-00 · Automobile Expenses	30	42	(11)	30	250	(220)	375
8750-00 · Meals/Meetings	0	17	(17)	0	100	(100)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	800	(800)	1,200
Total Expense	18,894	35,385	(16,490)	159,243	218,599	(59,356)	321,471
Net Ordinary Income	21,447	5,091	16,356	132,363	60,692	71,672	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	4,443	5,091	(649)	62,611	60,692	1,919	80,798
Total Other Expense	4,443	5,091	(649)	62,611	60,692	1,919	80,798
Net Other Income	(4,443)	(5,091)	649	(62,611)	(60,692)	(1,919)	(80,798)
Net Income	17,004	(0)	17,004	69,752	(0)	69,752	(0)

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

	<u>Dec 21</u>	<u>Budget</u>	<u>\$ Over ...</u>	<u>Jul - De...</u>	<u>YTD Bu...</u>	<u>\$ Over ...</u>	<u>Annual ...</u>
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,189	12,189	0	94,997	94,997	0	141,237
Total Income	<u>12,189</u>	<u>12,189</u>	<u>0</u>	<u>94,997</u>	<u>94,997</u>	<u>0</u>	<u>141,237</u>
Gross Profit	12,189	12,189	0	94,997	94,997	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	4,606	(4,406)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	6,000	(5,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	50	150	(100)	240
5060-00 · 401 (k)	0	307	(307)	0	1,843	(1,843)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	527	(526)	842
5000-00 · Salaries & Wages - Other	0	7,677	(7,677)	1,354	46,064	(44,710)	73,628
Total 5000-00 · Salaries & Wages	<u>0</u>	<u>9,865</u>	<u>(9,865)</u>	<u>1,738</u>	<u>59,190</u>	<u>(57,451)</u>	<u>94,608</u>
5100-00 · Rent							
5110-00 · Utilities	5	25	(20)	172	150	22	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	100	(100)	158
5150-00 · Office - Cleaning	0	42	(42)	202	250	(48)	396
5100-00 · Rent - Other	356	375	(19)	2,134	2,250	(116)	3,563
Total 5100-00 · Rent	<u>360</u>	<u>458</u>	<u>(98)</u>	<u>2,508</u>	<u>2,750</u>	<u>(242)</u>	<u>4,354</u>
5310-00 · Telephone							
5320-00 · Telephone	103	134	(31)	515	805	(290)	1,275
Total 5310-00 · Telephone	<u>103</u>	<u>134</u>	<u>(31)</u>	<u>515</u>	<u>805</u>	<u>(290)</u>	<u>1,275</u>
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	14	0	14	77	5,000	(4,923)	5,000
Total 5520-00 · Supplies	<u>14</u>	<u>0</u>	<u>14</u>	<u>77</u>	<u>6,250</u>	<u>(6,173)</u>	<u>6,250</u>
5710-00 · Taxes, Licenses & Fees	0	13	(13)	10	75	(65)	120
5740-00 · Equipment Rental/Leasing	122	19	103	435	113	323	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	<u>0</u>	<u>0</u>	<u>0</u>	<u>11,954</u>	<u>5,000</u>	<u>6,954</u>	<u>5,000</u>
8700-00 · Automobile Expenses	0	42	(42)	0	250	(250)	400
8750-00 · Meals/Meetings	0	83	(83)	0	500	(500)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	250	(245)	400
Total Expense	<u>599</u>	<u>10,655</u>	<u>(10,056)</u>	<u>17,262</u>	<u>75,182</u>	<u>(57,921)</u>	<u>113,584</u>
Net Ordinary Income	<u>11,589</u>	<u>1,533</u>	<u>10,056</u>	<u>77,735</u>	<u>19,815</u>	<u>57,921</u>	<u>27,653</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	141	1,533	(1,392)	8,596	19,815	(11,219)	27,653
Total Other Expense	<u>141</u>	<u>1,533</u>	<u>(1,392)</u>	<u>8,596</u>	<u>19,815</u>	<u>(11,219)</u>	<u>27,653</u>
Net Other Income	<u>(141)</u>	<u>(1,533)</u>	<u>1,392</u>	<u>(8,596)</u>	<u>(19,815)</u>	<u>11,219</u>	<u>(27,653)</u>
Net Income	<u><u>11,448</u></u>	<u><u>0</u></u>	<u><u>11,448</u></u>	<u><u>69,140</u></u>	<u><u>(0)</u></u>	<u><u>69,140</u></u>	<u><u>(0)</u></u>

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

	<u>Dec 21</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>Jul - Dec 21</u>	<u>YTD Budget</u>	<u>\$ Over Bud...</u>	<u>Annual Bud...</u>
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Total Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Gross Profit	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Net Ordinary Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362
Net Income	429,401	429,401	0	2,372,411	1,960,176	412,235	4,689,362

North Lake Tahoe Resort Association Profit & Loss Budget Performance

60 - Membership

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,546	6,250	296	39,030	37,500	1,530	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	0	0	0	1,500	(1,500)	4,500
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	300	(300)	0	800	(800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	600	(600)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	500	(500)	0	1,400	(1,400)	3,550
4250-00 · Revenues-Membership Activities - Other	235	0	235	1,805	0	1,805	0
Total 4250-00 · Revenues-Membership Activities	235	500	(265)	1,805	4,400	(2,595)	9,550
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
Total Income	6,781	6,750	31	40,835	41,900	(1,065)	66,800
Gross Profit	6,781	6,750	31	40,835	41,900	(1,065)	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	144	418	(273)	1,366	2,507	(1,141)	3,761
5030-00 · P/R - Health Insurance Expense	214	333	(119)	1,352	2,000	(648)	3,000
5040-00 · P/R - Workmans Comp	30	13	17	169	75	94	113
5060-00 · 401 (k)	0	167	(167)	135	1,003	(868)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	325	(325)	488
5000-00 · Salaries & Wages - Other	3,116	4,179	(1,063)	18,611	25,074	(6,463)	37,611
Total 5000-00 · Salaries & Wages	3,504	5,164	(1,660)	21,634	30,984	(9,351)	46,477
5100-00 · Rent							
5110-00 · Utilities	5	25	(20)	206	150	56	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	125	(125)	187
5150-00 · Office - Cleaning	0	42	(42)	219	250	(31)	375
5100-00 · Rent - Other	524	527	(3)	3,143	3,160	(17)	4,740
Total 5100-00 · Rent	529	614	(85)	3,568	3,685	(117)	5,528
5310-00 · Telephone							
5320-00 · Telephone	141	139	2	782	835	(53)	1,253
Total 5310-00 · Telephone	141	139	2	782	835	(53)	1,253
5420-00 · Mail - USPS	0	10	(10)	12	60	(48)	90
5510-00 · Insurance/Bonding	0			20			
5520-00 · Supplies	15	167	(151)	89	1,000	(911)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	11	25	(14)	38
5740-00 · Equipment Rental/Leasing	17	21	(4)	101	125	(24)	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	225	(225)	(500)	600	(1,100)	1,763
6442-00 · Public Relations/Website/Digita	919	500	419	4,914	3,000	1,914	4,500
6444-00 · Trades	0	0	0	295	0	295	0
6423-00 · Membership Activities - Other	470	417	53	873	2,500	(1,627)	3,750
Total 6423-00 · Membership Activities	1,389	1,142	247	5,582	6,600	(1,018)	10,513
8200-00 · Associate Relations	0	7	(7)	164	40	124	60
8500-00 · Credit Card Fees	48	50	(2)	228	300	(72)	450
8700-00 · Automobile Expenses	23	42	(19)	129	250	(121)	375
8750-00 · Meals/Meetings	0	33	(33)	111	200	(89)	300
8810-00 · Dues & Subscriptions	10	17	(6)	64	100	(36)	150
8920-00 · Bad Debt	0	0	0	325	0	325	0
Total Expense	5,677	7,409	(1,732)	32,817	44,204	(11,387)	66,919
Net Ordinary Income	1,104	(659)	1,763	8,017	(2,304)	10,322	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,335	1,066	269	12,192	12,097	95	16,521
Total Other Expense	1,335	1,066	269	12,192	12,097	95	16,521
Net Other Income	(1,335)	(1,066)	(269)	(12,192)	(12,097)	(95)	(16,521)
Net Income	(230)	(1,725)	1,495	(4,175)	(14,402)	10,227	(16,640)

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

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

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,318	12,318	0	83,892	83,892	0	162,914
Total Income	12,318	12,318	0	83,892	83,892	0	162,914
Gross Profit	12,318	12,318	0	83,892	83,892	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	3,700	(3,700)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	6,000	(6,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	125	(125)	250
5060-00 · 401 (k)	0	247	(247)	0	1,480	(1,480)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	251	(251)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	37,000	(37,000)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	48,556	(48,556)	97,112
5100-00 · Rent							
5110-00 · Utilities	4	21	(17)	141	125	16	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	75	(75)	150
5150-00 · Office - Cleaning	0	33	(33)	168	200	(32)	400
5100-00 · Rent - Other	296	313	(16)	1,779	1,875	(96)	3,750
Total 5100-00 · Rent	300	379	(79)	2,087	2,275	(188)	4,550
5310-00 · Telephone							
5320-00 · Telephone	86	58	27	418	350	68	700
Total 5310-00 · Telephone	86	58	27	418	350	68	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	25	(25)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	25	(25)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	50	(50)	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	12	417	(405)	64	2,500	(2,436)	5,000
Total 5520-00 · Supplies	12	417	(405)	64	3,750	(3,686)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	8	100	(92)	200
5740-00 · Equipment Rental/Leasing	14	63	(48)	74	375	(301)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	5,000	(5,000)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	5,000	(5,000)	10,000
8200-00 · Associate Relations	0	5	(5)	0	30	(30)	60
8600-00 · Additional Opportunitess	0	833	(833)	0	5,000	(5,000)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	250	(250)	500
8750-00 · Meals/Meetings	0	21	(21)	0	125	(125)	250
Total Expense	412	10,768	(10,357)	2,666	65,861	(63,195)	130,472
Net Ordinary Income	11,906	1,549	10,357	81,226	18,031	63,195	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	97	1,549	(1,453)	1,020	18,031	(17,011)	32,442
Total Other Expense	97	1,549	(1,453)	1,020	18,031	(17,011)	32,442
Net Other Income	(97)	(1,549)	1,453	(1,020)	(18,031)	17,011	(32,442)
Net Income	11,809	0	11,809	80,206	0	80,206	0

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

	Dec 21	Budget	\$ Over Budget	Jul - Dec 21	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	963	3,202	(2,239)	11,054	19,211	(8,156)	28,816
5030-00 · P/R - Health Insurance Expense	1,855	3,750	(1,895)	12,886	22,500	(9,614)	33,750
5040-00 · P/R - Workmans Comp	106	194	(88)	901	1,166	(265)	1,749
5060-00 · 401 (k)	572	1,323	(751)	3,066	7,936	(4,871)	11,904
5070-00 · Other Benefits and Expenses	12	183	(171)	515	1,097	(582)	1,645
5000-00 · Salaries & Wages - Other	15,444	33,068	(17,624)	171,151	198,407	(27,255)	297,610
Total 5000-00 · Salaries & Wages	18,951	41,719	(22,768)	199,574	250,316	(50,742)	375,474
5100-00 · Rent							
5110-00 · Utilities	34	167	(133)	1,316	1,000	316	1,500
5140-00 · Repairs & Maintenance	787	417	370	967	2,500	(1,533)	3,750
5150-00 · Office - Cleaning	0	292	(292)	1,463	1,750	(287)	2,625
5100-00 · Rent - Other	2,957	3,093	(136)	17,774	18,560	(786)	27,840
Total 5100-00 · Rent	3,777	3,968	(191)	21,521	23,810	(2,289)	35,715
5310-00 · Telephone							
5320-00 · Telephone	1,212	1,234	(22)	6,625	7,405	(780)	11,108
Total 5310-00 · Telephone	1,212	1,234	(22)	6,625	7,405	(780)	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0	0	0	12	0	12	0
5420-00 · Mail - USPS - Other	296	83	213	380	500	(120)	750
Total 5420-00 · Mail - USPS	296	83	213	392	500	(108)	750
5510-00 · Insurance/Bonding	269	1,250	(981)	6,687	7,500	(813)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	95	2,500	(2,405)	2,500
5520-00 · Supplies - Other	467	500	(33)	2,359	3,000	(641)	4,500
Total 5520-00 · Supplies	467	500	(33)	2,454	5,500	(3,046)	7,000
5610-00 · Depreciation	153	153	0	917	917	0	1,375
5700-00 · Equipment Support & Maintenance	6,753	2,917	3,836	7,757	17,500	(9,743)	26,250
5710-00 · Taxes, Licenses & Fees	1,416	1,250	166	8,383	7,500	883	11,250
5740-00 · Equipment Rental/Leasing	(4,484)	125	(4,609)	1,066	750	316	1,125
5800-00 · Training Seminars	0	417	(417)	0	2,500	(2,500)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	625	(625)	6,125	3,750	2,375	5,625
5920-00 · Professional Fees - Accountant	0	0	0	19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	7,080	833	6,247	35,764	5,000	30,764	7,500
Total 5900-00 · Professional Fees	7,080	1,458	5,622	61,234	34,750	26,484	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	7,500	(7,500)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	10,000	(10,000)	15,000
8200-00 · Associate Relations	174	125	49	190	750	(560)	1,125
8300-00 · Board Functions	3,658	583	3,075	35,772	3,500	32,272	5,250
8500-00 · Credit Card Fees	0			20			
8600-00 · Additional Opportunitess	650	833	(183)	3,900	5,000	(1,100)	7,500
8700-00 · Automobile Expenses	23	250	(227)	115	1,500	(1,385)	2,250
8750-00 · Meals/Meetings	0	417	(417)	0	2,500	(2,500)	3,750
8810-00 · Dues & Subscriptions	682	1,000	(318)	5,448	6,000	(552)	9,000
8920-00 · Bad Debt	0	0	0	299	0	299	0
Total Expense	41,079	61,200	(20,121)	362,354	395,697	(33,343)	579,296
Net Ordinary Income	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Total Other Expense	(41,079)	(61,200)	20,121	(362,354)	(395,697)	33,343	(579,296)
Net Other Income	41,079	61,200	(20,121)	362,354	395,697	(33,343)	579,296
Net Income	0	0	0	0	0	0	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

December 31, 2021

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of December 31, 2021

	Dec 31, 21	Dec 31, 20	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	380,640	720,342	(339,702)	(47%)	216,621
Total Checking/Savings	380,640	720,342	(339,702)	(47%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	2,552	390	2,162	554%	0
Total Accounts Receivable	2,552	390	2,162	554%	0
Other Current Assets					
1300 · Reimbursements Receivable	999	0	999	100%	0
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	1,099	100	999	999%	100
Total Current Assets	384,291	720,832	(336,541)	(47%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	88,073	45,149	42,924	95%	40,310
Total Other Assets	88,073	45,149	42,924	95%	40,310
TOTAL ASSETS	472,364	765,981	(293,617)	(38%)	257,031
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	94,403	108,717	(14,314)	(13%)	64,362
Total Accounts Payable	94,403	108,717	(14,314)	(13%)	64,362
Total Current Liabilities	94,403	108,717	(14,314)	(13%)	64,362
Total Liabilities	94,403	108,717	(14,314)	(13%)	64,362
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	185,293	170,281	15,012	9%	(294,315)
Total Equity	377,962	657,264	(279,302)	(42%)	192,668
TOTAL LIABILITIES & EQUITY	472,365	765,981	(293,616)	(38%)	257,030

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of December 31, 2021

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
The Resort of Squaw Creek	1,276.17	0.00	0.00	0.00	0.00	1,276.17
The Village of Palisades	1,276.17	0.00	0.00	0.00	0.00	1,276.17
TOTAL	<u>2,552.34</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>2,552.34</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustineldeas	47,942.26	0.00	0.00	0.00	0.00	47,942.26
IVCB Visitors Bureau	3,627.39	0.00	0.00	0.00	0.00	3,627.39
MAHK Advertising	14,005.75	0.00	0.00	0.00	0.00	14,005.75
NLTRA	1,836.92	487.34	0.00	0.00	0.00	2,324.26
Pat Ross/Insignia	1,503.00	0.00	0.00	0.00	0.00	1,503.00
Regional Air Service Corporation	0.00	25,000.00	0.00	0.00	0.00	25,000.00
TOTAL	<u>68,915.32</u>	<u>25,487.34</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>94,402.66</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2021

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
Income							
4000-00 · LTIVCBVB Funding	57,667	57,666	1	345,997	345,996	1	692,000
4001-00 · NLTRA Funding	110,366	110,366	0	466,800	466,800	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
Total Income	168,033	168,032	1	816,797	816,796	1	1,800,000
Gross Profit	168,033	168,032	1	816,797	816,796	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	0	6,000	(6,000)	7,000	27,500	(20,500)	70,000
5004-00 · Trip Advisor	3,321	0	3,321	17,735	21,000	(3,265)	50,000
5005-00 · Paid Social	3,809	3,100	709	37,765	65,860	(28,095)	132,960
5005-01 · Digital Display / Retargeting	819	2,250	(1,431)	53,065	40,640	12,425	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	6,860	0	6,860	27,935	75,000	(47,065)	150,000
5007-02 · Website Production	1,756	0	1,756	1,876	0	1,876	0
5007-03 · Photo/Video Creative	4,202	2,372	1,830	15,900	14,237	1,663	28,469
5007-00 · Creative Production - Other	128	0	128	638	0	638	0
Total 5007-00 · Creative Production	12,945	2,372	10,573	46,348	89,237	(42,889)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	42,000	42,000	0	84,000
5010-02 · Website Strategy & Analysis	0	0	0	2,500	0	2,500	0
5016 · Video Streaming	0	0	0	52,593	50,000	2,593	105,000
5017-00 · Rich Media	0	0	0	600	0	600	0
5018-00 · Media Commission	1,715	1,748	(33)	21,251	30,614	(9,363)	71,166
5018-01 · Digital Ad Serving	0	100	(100)	423	3,000	(2,577)	6,000
5020-00 · Search Engine Marketing	2,440	2,000	440	22,279	22,000	279	54,000
5022-00 · Email	0	0	0	5,000	5,000	(0)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	12,000	(7,000)	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	32,048	26,570	5,478	313,559	408,851	(95,292)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	500	(500)	0	1,000	(1,000)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	649	0	649	2,820	2,000	820	5,000
5113-00 · Additional Opportunities	0	0	0	185	3,000	(2,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,750	(1,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	750	(750)	2,250
5133-00 · Ski-Tops	0	0	0	0	850	(850)	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	2,395	0	2,395	2,395	0	2,395	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	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	3,044	500	2,544	9,733	20,850	(11,117)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	5,000	5,000	0	20,000	25,000	(5,000)	55,000
5202-00 · PR Program/ Content Dev - Blogs	150	1,500	(1,350)	1,272	6,000	(4,728)	12,000
5204-00 · Media Mission(s)	2,146	0	2,146	2,967	7,000	(4,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	4,800	4,800	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,440	1,440	0	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	0	0	0	6,200	(6,200)	18,600
5210-00 · Content Dev - Newsletters	3,600	1,800	1,800	6,510	10,800	(4,290)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	35,000	35,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	0	3,600	(3,600)	7,200
5214-00 · Social Takeover	0	0	0	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distri	0	0	0	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	0	2,000	(2,000)	0	4,000	(4,000)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	1,777	1,764	13	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	750	(547)	1,500
Total 5200-00 · PUBLIC RELATIONS	17,936	17,634	302	75,397	117,354	(41,957)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	2,117	1,511	606	5,380	6,044	(664)	24,114
6006-00 · CVENT	712	916	(204)	4,309	5,470	(1,161)	10,967
6007-00 · Creative Production	2,603	0	2,603	12,093	5,000	7,093	10,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2021

	Dec 21	Budget	\$ Over Bu...	Jul - Dec 21	YTD Budget	\$ Over Bu...	Annual Bu...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	2,000	(2,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	357	459	(102)	3,625	1,836	1,789	4,590
6018-01 · MCC Digital Ad Serving	0	42	(42)	12	252	(240)	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	3,500	7,000	(3,500)	7,000
6152-00 · Client Events / Opportunities	0	0	0	1,650	2,000	(350)	17,000
6153-00 · Chicago Sales Rep Support	83	625	(542)	1,295	1,250	45	2,500
Total 6000-00 · CONFERENCE SALES	6,455	4,553	1,902	33,614	37,852	(4,238)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,500	(1,500)	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	(2,046)	5,000	(7,046)	(156)	5,000	(5,156)	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	3,500	0	3,500	3,500	6,000	(2,500)	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	363			1,566			
6156-00 · Connect California	0	5,500	(5,500)	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	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	1,750	0	1,750	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	2,400	12,000	(9,600)	8,963	33,895	(24,932)	53,895
6106-00 · CalSAE Seasonal Spectacular	1,503			1,503			
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	12,000	(12,000)	30,000
5009-00 · Fulfillment / Mail	18	200	(182)	1,329	1,200	129	2,400
5021-00 · RASC-Reno Air Service Corp	25,000	25,000	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,000	0	1,000	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)	12,609	5,310	7,299	10,620
7003-00 · IVCBVB Entertainment Fund	91	2,000	(1,909)	303	4,000	(3,697)	8,000
7004-00 · Research	1,905	2,750	(845)	14,629	16,500	(1,871)	83,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	0	0	0	0	8,338	(8,338)	33,352
7008-00 · Opportunistic Funds	0	25,000	(25,000)	0	25,000	(25,000)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,062	(1,062)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	3,725	3,750	(26)	7,757
7020-00 · Collateral Production / Printin	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	0	0	0	209	0	209	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	28,635	59,637	(31,002)	99,597	143,160	(43,563)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	25,500	25,500	0	51,000
8003-00 · Website Hosting Maintenance	5	0	5	8,638	1,068	7,570	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	37,500	45,000	(7,500)	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	17,500	15,000	2,500	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,255	14,250	5	89,138	86,568	2,570	173,161
Total Expense	106,276	135,144	(28,868)	631,505	848,530	(217,025)	1,897,514
Net Income	61,757	32,888	28,869	185,293	(31,734)	217,026	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through December 2021

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	345,997.00	297,200.00	48,797.00	16.4%
4001-00 · NLTRA Funding	466,800.44	361,210.00	105,590.44	29.2%
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	816,797.44	663,610.00	153,187.44	23.1%
Gross Profit	816,797.44	663,610.00	153,187.44	23.1%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	6,999.99	2,499.99	4,500.00	180.0%
5004-00 · Trip Advisor	17,734.96	5,902.93	11,832.03	200.4%
5005-00 · Paid Social	37,765.21	18,896.35	18,868.86	99.9%
5005-01 · Digital Display / Retargeting	53,064.81	40,052.28	13,012.53	32.5%
5007-00 · Creative Production				
5007-01 · Creative Production	27,934.55	35,865.12	-7,930.57	-22.1%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	15,900.15	2,751.63	13,148.52	477.8%
5007-00 · Creative Production - Other	637.50	892.50	-255.00	-28.6%
Total 5007-00 · Creative Production	46,347.80	42,351.75	3,996.05	9.4%
5010-00 · Account Strategy & Management	42,000.00	36,000.00	6,000.00	16.7%
5010-02 · Website Strategy & Analysis	2,500.00	6,408.00	-3,908.00	-61.0%
5016 · Video Streaming	52,593.14	0.00	52,593.14	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	21,250.72	28,623.23	-7,372.51	-25.8%
5018-01 · Digital Ad Serving	423.48	332.89	90.59	27.2%
5020-00 · Search Engine Marketing	22,279.17	34,744.30	-12,465.13	-35.9%
5022-00 · Email	4,999.70	4,162.45	837.25	20.1%
5024-00 · Fusion 7	5,000.00	12,000.00	-7,000.00	-58.3%
5029-00 · Television	0.00	5,330.55	-5,330.55	-100.0%
Total 5000-00 · CONSUMER MARKETING	313,558.98	237,304.72	76,254.26	32.1%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	2,819.50	119.88	2,699.62	2,251.9%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5137-00 · Co-op Opportunities	0.00	5,000.00	-5,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	0.00	2,395.00	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5147-00 · AUS / Gate 7	0.00	7,253.72	-7,253.72	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	9,733.24	13,690.28	-3,957.04	-28.9%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	20,000.00	9,000.00	11,000.00	122.2%
5202-00 · PR Program/ Content Dev - Blogs	1,272.36	6,500.00	-5,227.64	-80.4%
5202-01 · Rich Content Development	0.00	20,000.00	-20,000.00	-100.0%
5204-00 · Media Mission(s)	2,967.27	746.96	2,220.31	297.3%
5206-00 · Digital Buy/ Social Media Boost	4,800.00	3,000.00	1,800.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,440.00	1,800.00	-360.00	-20.0%
5209-00 · Domestic Travel Media FAMS	0.00	5,865.75	-5,865.75	-100.0%
5210-00 · Content Dev - Newsletters	6,510.00	9,000.00	-2,490.00	-27.7%
5211-00 · Social Media Strategy & Mgmt	35,000.00	24,000.00	11,000.00	45.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	7,403.06	-6,083.06	-82.2%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	0.00	1,500.00	-1,500.00	-100.0%
5222-00 · Media Tracking / Membership	1,776.93	1,800.00	-23.07	-1.3%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	75,396.68	95,644.49	-20,247.81	-21.2%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	5,379.86	7,627.67	-2,247.81	-29.5%
6006-00 · CVENT	4,309.35	10,678.00	-6,368.65	-59.6%
6007-00 · Creative Production	12,092.99	12,633.78	-540.79	-4.3%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	194.88	-194.88	-100.0%
6018-00 · MCC Media Commission	3,624.97	2,639.66	985.31	37.3%
6018-01 · MCC Digital Ad Serving	12.13	0.00	12.13	100.0%
6019-00 · Conference Direct Partnership	1,749.99	4,500.02	-2,750.03	-61.1%
6128-00 · HelmsBriscoe Strategic Partner	3,499.98	3,499.98	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	83.54	1,566.46	1,875.1%
6153-00 · Chicago Sales Rep Support	1,295.18	1,122.32	172.86	15.4%
Total 6000-00 · CONFERENCE SALES	33,614.45	45,878.85	-12,264.40	-26.7%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	-156.47	1,099.00	-1,255.47	-114.2%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	3,500.00	4,900.00	-1,400.00	-28.6%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through December 2021

	Jul - Dec 21	Jul - Dec 20	\$ Change	% Change
6155-00 · Connect Trade Shows	1,566.19	0.00	1,566.19	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,750.00	0.00	1,750.00	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	8,963.47	8,661.56	301.91	3.5%
6106-00 · CalSAE Seasonal Spectacular	1,503.00	0.00	1,503.00	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	1,328.90	1,045.87	283.03	27.1%
5021-00 · RASC-Reno Air Service Corp	50,000.00	0.00	50,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,000.02	666.68	333.34	50.0%
7002-00 · CRM Subscription	12,608.75	5,124.98	7,483.77	146.0%
7003-00 · IVCBVB Entertainment Fund	302.62	94.93	207.69	218.8%
7004-00 · Research	14,628.56	0.00	14,628.56	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	11,108.76	-11,108.76	-100.0%
7008-00 · Opportunistic Funds	0.00	56.19	-56.19	-100.0%
7010-00 · Photo Management & Storage	3,724.50	3,633.48	91.02	2.5%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
8700-00 · Automobile Expense*	209.41	309.02	-99.61	-32.2%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	99,596.70	47,296.36	52,300.34	110.6%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	25,500.00	25,551.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	8,638.00	19,301.00	-10,663.00	-55.3%
8004-00 · Website Strategy & Maintenance	37,500.00	0.00	37,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	17,500.00	0.00	17,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENAN...	89,138.00	44,852.94	44,285.06	98.7%
Total Expense	631,504.52	493,329.20	138,175.32	28.0%
Net Income	185,292.92	170,280.80	15,012.12	8.8%

KEY METRICS FOR DEC 31, 2021 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Dec 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	6,282,759	3,455,348	5,649,502	3,198,849	\$ 18,586,458
2018 - 2019	7,079,616	4,106,068	7,023,512	3,608,899	\$ 21,818,095
2019 - 2020	7,273,855	4,175,478	6,019,163	1,226,597	\$ 18,695,093
2020 - 2021	7,607,927	3,498,292	6,397,293	5,272,002	\$ 22,775,514
2021 - 2022	8,078,979	563,104	-	-	\$ 8,642,083

Total NLTTBID Collections by Quarter 2022 - 2026 (as reported thru December 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	971,221	403,675			\$ 1,374,896
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Dec 2021)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	26604	29168	17046	16943	-0.60%
Phone	1668	1710	1630	1429	-12.33%
Email	215	249	251	272	8.37%
Kings Beach (Walk In)	11439	8322	5406	3998	-26.05%
NLT - Event Traffic	3295	2913	749	1604	114.15%
Total	43,221	42,362	25,082	24,246	-3.33%

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	

Destimetrics Reservations Activity	2018/19	2020/21	YOY % Change
Occupancy	57.0%	30.9%	-45.70%
ADR (Average Daily Rate)	\$ 364	\$ 381	4.70%
RevPAR (Rev per Available Room)	\$ 207	\$ 118	-43.20%
Occupancy 1 Mth Forecast	55.8%	42.6%	-23.70%
ADR 1 Mth Forecast	\$ 399	\$ 472	18.30%
RevPAR 1 Mth Forecast	\$ 223	\$ 201	-9.70%
Occupancy (prior 6 months)	50.9%	34.9%	-31.50%
ADR (prior 6 months)	\$ 339	\$ 391	15.30%
RevPAR (prior 6 months)	\$ 173	\$ 136	-21.00%
Occupancy (next 6 months)	24.6%	20.8%	-15.30%
ADR (next 6 months)	\$ 370	\$ 467	26.10%
RevPAR (next 6 months)	\$ 91	\$ 97	6.70%

Unemployment Rates - EDD	Oct 2021
California (pop. 38,332,521)	7.3%
Placer County (367,309)	4.1%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.3%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

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

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 12/31/2021						
			2020-21	2020-21	2021-22	YOY %
FORWARD LOOKING			Actuals	Forecasted	Forecasted	Change
Total Revenue Booked			\$ 257,997	\$ 1,059,448	\$ 1,759,314	39.78%
Commission for this Revenue			\$ -		\$ -	
Number of Room Nights			1,287	4,709	8,216	42.69%
Number of Bookings			8	15	24	37.50%
Conference Revenue And Percentage by County:						
	20-21	21-22				
Placer	100%		\$257,997	\$ 874,335	\$ 1,207,882	27.61%
Washoe	0%		\$0	\$ 185,113	\$ 551,432	66.43%
South Lake	0%		\$0	\$ -		
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 1,059,448	\$ 1,759,314	39.78%
CURRENT						
NLT - Annual Revenue Goal				\$ 2,500,000	\$ 2,500,000	0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)**Employee Expense Report**Month/Yr December 2021Employee Bonnie Bavetta

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
12/9/2021	A	Sunnyside Lodge		Lodging for CEO candidate - in person interview		\$205.18	8300-00/70
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$0.00		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$205.18	

Signed By: 

Approved By: _____

Date: 1/11/22

Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		DVS			

1/6/22, 10:07 AM

Citibank Online



Costco Anywhere Visa® Card by Citi-0363

Transaction Details

Date	Name	Description	Amount	Running Balance
Posted Total				
Dec 09, 2021	BONNIE L BAVETTA	SUNNYSIDE LODGE TAHOE CITY CA	\$205.18	\$5,945.54

1/6/22, 10:07 AM

Citibank Online

Additional Details

Purchased On Dec 08, 2021 08:49 PM ET

Posted On Dec 09, 2021

Cardmember Name Bonnie L Bavetta

Spend Category Lodging - Hotels, Motels, Resorts
Lodging

Merchant Details Sunnyside Restaurant & Lodge

1850 W LAKE Blvd,
Tahoe City, CA 96145
United States

+15305837200

Website