



north lake tahoe

Chamber | CVB | Resort Association

# FINANCE COMMITTEE AGENDA

February 22<sup>nd</sup>, 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

Tony Karwowski

CEO

DeWitt Van Sclen

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:

- 01/25/2022 Meeting Minutes [MOTION] ..... Pg. 1

### F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial Performance .....Pg. 2
- NLTRA 01/31/2022 Financials Review [MOTION].....Pg. 6
- NLTMC 01/31/2022 Financials Review .....Pg. 28

### G. Items for Committee Review, Discussion/or Recommendations

- TBID Update
- Q4 Budget Summary .....Pg.36

### H. Supplemental Information

- January 2022 Dashboard Report .....Pg. 52

### 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 3:32 PM (3)
- B. Roll Call:
  - Members via Zoom: Jim Phelan – Board Member, Kevin Mitchell – Board Member, David Brown
  - Staff in Attendance via Zoom: DeWitt Van Siclen, Aprille Viray
- C. Public Forum – None
- D. Agenda Amendments and Approval
  - **MOTION** to approve the agenda; Kevin Mitchell/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
  - **MOTION** to approve December 21<sup>st</sup>, 2021 Finance Committee meeting minutes; David Brown/Kevin Mitchell, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
  - Review Staff Report – December 31 2021 financial results
  - **MOTION** to approve December 31, 2021 Preliminary NLTRA Financials; Kevin Mitchell/David Brown, Approved 3-0-0
  - Review of NLTMC December 31, 2021 financials
- G. Review of Q2 Balance Sheet Reconciliations
- H. Items for Committee Review, Discussion and/or Recommendations
  - TBID update
  - Recommend Approval of Microsoft Dynamics GP accounting software; approved via email 3-0-0
- I. Supplemental Information
  - Review of the December 2021 Dashboard report
- J. Approval of CEO Expenses December 2021
  - **MOTION** to approve CEO Expenses NLTRA; Kevin Mitchell/David Brown, 3-0-0
- K. Agenda Input for Next Finance Committee Meeting
  - NLTRA/NLTMC Reforecast
  - Q4 TBID Budget
- L. Next Meeting Date
  - February 22<sup>nd</sup>, 2022 @ 3:30 PM
- M. Committee Member Comments
  - None
- N. Adjourn 4:28 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 2/16/2022

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results for January 31, 2022

---

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

- Cash balance on January 31, 2021 of \$3,656,000 was \$2,225,000 greater than prior year due primarily to an increase in Due To County of Placer balance of \$1,096,000 and an increase in Net Income of \$2,787,000 offset primarily by an increase in Receivables of \$1,718,000. Other changes in the cash balance from prior year include an increase in Accounts Payable of \$158,000, an increase in Accrued Expenses of \$7,000, 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 \$10,000, an increase in Prepaid Expenses of \$16,000, a decrease in Payroll Liabilities of \$66,000 and a decrease in Deferred Revenue – Member Dues of \$49,000.
- Accounts Receivable (QB) balance of \$5,000 was up relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$775,000 reflected County TOT funding invoices for both December and January. The balance at this date last year was \$505,000.
- AR Other balance of \$10,000 was \$9,000 greater than prior year.
- Membership dues receivable totaled \$62,000, which reflects a decrease of \$107,000 from prior year due to a combination of increased collections as well as write-offs on uncollectible amounts. The Allowance for Doubtful Accounts balance of \$9,000 was \$52,000 less than prior year.
- Retail Inventory totaled \$33,000, which reflects an increase of \$10,000 from prior year.
- AR TBID balance of \$1,491,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received. This number does not reflect actuals for Q2 assessments.
- Receivable from NLTMC balance of \$3,000 was greater than prior year by \$2,000.
- Prepaid Expenses of \$38,000 increased by \$16,000 from prior year primarily due to the timing of payment on the Business Association Grants.
- Accounts Payable of \$149,000 was \$135,000 greater than prior year due to timing.
- 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 \$78,000 were \$66,000 lower than prior year. This is primarily the result of reduced staffing as well as incentives in prior year that had not yet been distributed.

- Accrued expenses of \$22,000 were \$7,000 higher than prior year due to an increase in the number of events over prior year offset by a COVID recovery campaign that had been accrued in prior year.
- Deferred Revenue-Member Dues of \$47,000 was down \$49,000 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 \$3,242,000 at January 31 reflected a \$2,787,000 increase from prior year positive results of \$455,000, and represents anticipated TBID revenues of \$2,857,000 YTD, Membership's net loss of \$8,000, and \$393,000 net positive results from TOT funded departments.
  
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$1,293,000 was lower than budget by \$377,000 due to the timing of the pay for performance portion of County TOT funding.
  - Expenses before overhead allocation totaled \$975,000 and were \$414,000 below budget largely due to a combination of reduced staffing and timing.
  - Total net results before overhead allocation of \$318,000 were better than budget by \$37,000.
  - The reforecast of Marketing expenditures for the fiscal year indicates a reduction from budget of approximately \$317,000 at year end, due primarily to lower payroll and related expenses, partnership funding, event sponsorships, and opportunistic funds. The marketing reforecast is still preliminary pending discussions on partnership funding, events, and BACC Marketing Programs and is subject to change.
- Operating Results YTD – Conference
  - TOT revenue of \$282,000 was on budget.
  - Expenses of \$104,000 before allocated overhead were below budget by \$121,000 primarily due to reduced staffing.
  - Net results of \$178,000 before overhead allocation were good to budget by \$121,000.
  - The reforecast of Conference expenditures for the fiscal year indicates a reduction from budget of approximately \$260,000 at year end, due primarily to lower payroll and related expenses along with reduced G&A that is allocated based on headcount and total expenditures.
- Operating Results YTD – Visitor Center
  - Retail sales of \$64,000 were positive to budget by \$13,000. TOT revenue of \$267,000 was on budget.
  - Expenses before overhead allocation of \$179,000 were below budget by \$74,000 primarily due to staffing and timing.
  - Net income of \$152,000 before overhead allocation was \$86,000 positive to budget.
  - The reforecast of Visitor Center expenditures for the fiscal year indicates a reduction from budget of approximately \$86,000 due primarily to lower payroll and related expenses as well as lower expenses related to the Visitor's Guide.
- Operating Results YTD – TMPI
  - TOT revenue of \$107,000 was on budget.
  - Expenditures of \$14,000 before overhead were \$72,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
  - Net results of \$93,000 before overhead allocation were positive to budget \$72,000.
  - The reforecast of TMPI expenditures for the fiscal year indicates a reduction from budget of approximately \$88,000 due primarily to lower than anticipated payroll and related expenditures.

- Operating Results YTD – TBID Assessment Revenue
  - Anticipated revenues YTD totaled \$2,857,000 and was good to budget by \$412,000.
  - Total cash receipts YTD total \$1,366,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$46,000 was \$2,000 good to budget, total other revenues of \$2,000 were bad to budget by \$3,000.
  - Expenses before overhead allocation of \$41,000 were good to budget by \$10,000.
  - Net income of \$6,000 before overhead allocation was good to budget by \$9,000.
  - Net loss of \$8,000 after overhead allocations was good to budget \$8,000.
  - The Reforecast of Membership indicates a net loss of \$5,000 at March 31, which is \$12,000 better than budget and is the result of lower than anticipated payroll and related expenses. The budgeted net loss of \$17,000 would have netted a close to break-even point based on prior years' positive results of \$18,000 prior to the start of operating under the NLT TBID.
- Operating Results YTD – Business Association Grant Funding
  - TOT Revenue of \$117,000 was on budget.
  - Expenses of \$117,000 was on budget.
  - Net results of \$0 was on budget.
  - The reforecast for Business Association Grant Funding is expected to remain on budget for the remainder of the fiscal year.
- Operating Results YTD – TOT Housing & Transportation Allocation
  - TOT Revenue of \$96,000 was on budget.
  - Total expense of \$0 was below budget \$77,000 due primarily to staffing.
  - Net results of \$96,000 before overhead was \$77,000 good to budget.
  - The reforecast of TOT Housing & Transportation Allocation expenditures for the fiscal year indicates a reduction from budget of approximately \$130,000 due primarily to lower than anticipated payroll and related expenditures and G&A expenses based on headcount.
- Operating Results YTD – Administration
  - Total expenses of \$458,000 were \$1,000 over budget due primarily to unbudgeted expenses offset by reduced staffing.
  - The reforecast of Administration expenditures for the fiscal year indicates a reduction from budget of approximately \$66,000 due primarily to lower than anticipated payroll and related expenditures as well as unused travel, research & planning, and additional opportunities funds partially offset by unbudgeted professional fees.
- Membership cash position as of January 31, 2021
  - Membership activities YTD resulted in a net loss of \$8,318.
  - Deferred revenues of \$46,734 less receivables of \$62,817, plus the allowance for uncollectible receivables of \$9,495 resulted in the loss of cash in the amount of \$14,906.
  - 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 \$28,000.

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

- Cash balance at month end of \$340,000 was \$494,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$260,000, and in increase in Prepaid Expenses of \$31,000 offset by an increase in Net Income of \$42,000 and an increase in Accounts Payable of \$52,000.
- Accounts Receivable balance of \$263,000 was greater than prior year by \$262,000 and was primarily due to the amount owed by the NLTRA on January contributions. Payment has since been made.
- Prepaid Expenses of \$72,000 were \$31,000 greater than prior year.
- Accounts Payable of \$86,000 were \$52,000 greater than prior year primarily due to timing.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of 396,000 was \$42,000 higher than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$1,134,000 was on budget.
- Consumer Marketing expenditures of \$360,000 were \$131,000 below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$10,000 were \$19,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$104,000 were \$39,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$39,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$13,000 were \$22,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$112,000 were \$47,000 below budget due to timing.
- Website & Maintenance expenses of \$101,000 were on budget.
- Total Expenses of \$739,000 were \$262,000 below budget.
- Net Income of \$396,000 was good to budget by \$262,000.
- The reforecast of the North Lake Tahoe Marketing Cooperative indicates a net loss of \$9,000 at the end of the fiscal year or \$88,000 better than budget primarily due to lower than anticipated expenditures in Consumer Marketing of \$59,000, Leisure Sales of \$10,000, Public Relations of \$14,000, and Trade Shows of \$23,000, offset primarily by anticipated overages in Committed & Admin Expenses of \$15,000.

# **North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

January 31, 2022

## North Lake Tahoe Resort Association

## Balance Sheet

As of January 31, 2022

	Jan 31, 22	Jan 31, 21	\$ Change	% Change	Jun 30, 21
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	2,096,394	0	2,096,394	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,186,072	(1,186,072)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	5,104	3,353	1,751	52%	38,521
1008-00 · Marketing Reserve - Plumas	50,374	50,340	34	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,035	100,924	111	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	25,714	29,582	(3,868)	(13%)	29,582
1080-00 · Special Events BOTW #1626	10,564	60,315	(49,751)	(82%)	39,803
1090-00 · TBID Account- BOTW #0550	1,366,485	0	1,366,485	100%	
10950 · Cash in Drawer	617	619	(2)	(0%)	139
<b>Total Checking/Savings</b>	<b>3,656,445</b>	<b>1,431,363</b>	<b>2,225,082</b>	<b>155%</b>	<b>1,956,883</b>
<b>Accounts Receivable</b>					
1200-00 · Quickbooks Accounts Receivable	5,000	2,500	2,500	100%	1,000
1290-00 · A/R - TOT	774,960	505,473	269,487	53%	432,499
<b>Total Accounts Receivable</b>	<b>779,960</b>	<b>507,973</b>	<b>271,987</b>	<b>54%</b>	<b>433,499</b>
<b>Other Current Assets</b>					
1200-99 · AR Other	10,123	1,179	8,944	759%	2,442
<b>1201-00 · Member Accounts Receivable</b>					
1201-01 · Member AR - Member Dues	62,497	169,330	(106,833)	(63%)	17,025
1201-03 · Member AR - Other	320	1,400	(1,080)	(77%)	985
<b>Total 1201-00 · Member Accounts Receivable</b>	<b>62,817</b>	<b>170,730</b>	<b>(107,913)</b>	<b>(63%)</b>	<b>18,010</b>
1201-02 · Allowance for Doubtful Accounts	(9,495)	(61,574)	52,079	85%	(9,632)
<b>12100 · Inventory Asset</b>					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	33,096	23,270	9,826	42%	26,867
<b>Total 12100 · Inventory Asset</b>	<b>33,114</b>	<b>23,288</b>	<b>9,826</b>	<b>42%</b>	<b>26,885</b>
1220-00 · AR TBID	1,490,945	0	1,490,945	100%	
1299 · Receivable from NLTC	2,564	403	2,161	536%	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
<b>Total Other Current Assets</b>	<b>1,591,218</b>	<b>135,176</b>	<b>1,456,042</b>	<b>1,077%</b>	<b>44,787</b>
<b>Total Current Assets</b>	<b>6,027,623</b>	<b>2,074,512</b>	<b>3,953,111</b>	<b>191%</b>	<b>2,435,169</b>
<b>Fixed Assets</b>					
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	(4,291)	(2,153)	(2,138)	(99%)	(3,222)
1750-00 · Computer Software	6,206	20,493	(14,287)	(70%)	6,206
1751-00 · Accum. Amort. - Software	(6,206)	(20,575)	14,369	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)
<b>Total Fixed Assets</b>	<b>6,722</b>	<b>4,564</b>	<b>2,158</b>	<b>47%</b>	<b>7,791</b>
<b>Other Assets</b>					



## North Lake Tahoe Resort Association

## Balance Sheet

As of January 31, 2022

	<u>Jan 31, 22</u>	<u>Jan 31, 21</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
<b>1400-00 · Prepaid Expenses</b>					
1410-00 · Prepaid Insurance	7,562	14,185	(6,623)	(47%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	30,147	7,939	22,208	280%	6,500
<b>Total 1400-00 · Prepaid Expenses</b>	<u>37,809</u>	<u>22,224</u>	<u>15,585</u>	<u>70%</u>	<u>9,289</u>
<b>Total Other Assets</b>	<u>37,809</u>	<u>22,224</u>	<u>15,585</u>	<u>70%</u>	<u>9,289</u>
<b>TOTAL ASSETS</b>	<u><b>6,072,154</b></u>	<u><b>2,101,300</b></u>	<u><b>3,970,854</b></u>	<u><b>189%</b></u>	<u><b>2,452,249</b></u>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	149,170	14,620	134,550	920%	69,892
<b>Total Accounts Payable</b>	<u>149,170</u>	<u>14,620</u>	<u>134,550</u>	<u>920%</u>	<u>69,892</u>
<b>Other Current Liabilities</b>					
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%	22,140
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	6,319	10,480	(4,161)	(40%)	41,223
2101-00 · Incentive Payable	20,834	69,096	(48,262)	(70%)	44,055
2102-00 · Commissions Payable	0	1,420	(1,420)	(100%)	0
2120-00 · Empl. Federal Tax Payable	3,409	5,545	(2,136)	(39%)	3,379
2175-00 · 401 (k) Plan	1,756	2,693	(937)	(35%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
<b>Total 21000 · Salaries/Wages/Payroll Liabilit</b>	<u>78,266</u>	<u>144,079</u>	<u>(65,813)</u>	<u>(46%)</u>	<u>152,155</u>
2190-00 · Sales and Use Tax Payable					
25500 · *Sales Tax Payable	1,893	225	1,668	741%	2,877
<b>Total 2190-00 · Sales and Use Tax Payable</b>	<u>1,893</u>	<u>225</u>	<u>1,668</u>	<u>741%</u>	<u>2,877</u>
2250-00 · Accrued Expenses	21,900	15,132	6,768	45%	200,350
2400-60 · Deferred Revenue- Member Dues	46,734	95,868	(49,134)	(51%)	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
<b>Total Other Current Liabilities</b>	<u>2,180,026</u>	<u>1,166,838</u>	<u>1,013,188</u>	<u>87%</u>	<u>1,880,442</u>
<b>Total Current Liabilities</b>	<u>2,329,196</u>	<u>1,181,458</u>	<u>1,147,738</u>	<u>97%</u>	<u>1,950,334</u>
<b>Total Liabilities</b>	<u>2,329,196</u>	<u>1,181,458</u>	<u>1,147,738</u>	<u>97%</u>	<u>1,950,334</u>
<b>Equity</b>					
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
<b>Net Income</b>	<u>3,242,461</u>	<u>455,129</u>	<u>2,787,332</u>	<u>612%</u>	<u>28,518</u>
<b>Total Equity</b>	<u>3,742,955</u>	<u>919,840</u>	<u>2,823,115</u>	<u>307%</u>	<u>500,495</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>6,072,151</b></u>	<u><b>2,101,298</b></u>	<u><b>3,970,853</b></u>	<u><b>189%</b></u>	<u><b>2,450,829</b></u>

**North Lake Tahoe Resort Association**

**A/R Aging Summary**

As of January 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>&gt; 120</u>	<u>TOTAL</u>
County of Placer	461,731.43	0.00	313,228.68	0.00	0.00	0.00	774,960.11
<b>TOTAL</b>	<b><u>461,731.43</u></b>	<b><u>0.00</u></b>	<b><u>313,228.68</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>774,960.11</u></b>



# Aging by Revenue Item

As of 1/31/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
<b>11-20 Employees Membership Dues</b>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$813.75	\$813.75
<b>1-5 Employees Membership Dues</b>			\$3,825.00	\$3,835.00	\$0.00	\$0.00	\$295.00	\$11,842.91	\$19,797.91
<b>200+ Employees Membership Dues</b>			\$2,170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,170.00
<b>21-50 Employees Membership Dues</b>			\$2,700.00	\$1,620.00	\$0.00	\$0.00	\$0.00	\$2,430.00	\$6,750.00
<b>50-100 Employees Membership Dues</b>			\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
<b>6-10 Employees Membership Dues</b>			\$10,390.00	\$650.00	\$0.00	\$650.00	\$0.00	\$3,355.41	\$15,045.41
<b>Associate Member Membership Dues</b>			\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$150.00	\$200.00
<b>Financial Institutions Membership</b>			\$2,100.00	\$295.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$3,795.00
<b>Non-Profit Membership Dues Totals:</b>			\$4,080.00	\$850.00	\$0.00	\$340.00	\$0.00	\$2,040.00	\$7,310.00
<b>PUD Membership Dues Totals:</b>			\$1,490.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,490.00
<b>Ski Resorts Membership Dues Totals:</b>			\$3,625.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,625.00
<b>1201-01 Member AR Membership Dues</b>			\$31,880.00	\$7,300.00	\$0.00	\$990.00	\$295.00	\$22,032.07	\$62,497.07
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
<b>Eblast Totals:</b>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
<b>1201-03 Member Accounts Receivable -</b>			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
<b>GRAND TOTALS</b>			\$31,880.00	\$7,300.00	\$0.00	\$990.00	\$295.00	\$22,352.07	\$62,817.07

# North Lake Tahoe Resort Association

## A/P Aging Summary

As of January 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
About a Boy ...	0.00	0.00	0.00	0.00	535.50	535.50
Amber Burke	50.00	0.00	0.00	0.00	0.00	50.00
Anne-Karin Atwood*	46.90	50.00	0.00	0.00	0.00	96.90
Annie's Cleaning Service	775.00	0.00	0.00	0.00	0.00	775.00
Aprille Viray	50.00	0.00	0.00	0.00	0.00	50.00
Augustineldeas	22,870.67	0.00	0.00	0.00	0.00	22,870.67
Bank of the West Bank Card Center	2,199.00	0.00	0.00	0.00	0.00	2,199.00
Bavetta, Bonnie	7,560.00	7,285.18	0.00	0.00	0.00	14,845.18
Cintas Corporation #623	129.11	0.00	0.00	0.00	0.00	129.11
County Of Placer*	0.00	380.15	0.00	0.00	0.00	380.15
Ernest M Brassard	33.75	0.00	0.00	0.00	0.00	33.75
FP Mailing Solutions	124.84	0.00	0.00	0.00	0.00	124.84
Gar Woods Grill and Pier	1,162.17	0.00	0.00	0.00	0.00	1,162.17
Gibson, Shay	25.00	0.00	0.00	0.00	0.00	25.00
InBloom Marketing	3,300.00	0.00	0.00	0.00	0.00	3,300.00
Jaime Avina	5,842.00	0.00	0.00	0.00	0.00	5,842.00
Johnson Controls Fire Protection LP	269.08	0.00	0.00	0.00	0.00	269.08
Karen Colbert	88.50	0.00	0.00	0.00	0.00	88.50
Katie Biggers	50.00	0.00	0.00	0.00	0.00	50.00
Kay Dee Designs	0.00	0.00	0.00	3.00	0.00	3.00
Kelli Price Photography	455.06	0.00	0.00	0.00	0.00	455.06
Liberty Utilities*	541.34	0.00	0.00	0.00	0.00	541.34
Live a Tahoe Day	0.00	0.00	0.00	0.00	27.00	27.00
Logically	11,131.81	0.00	0.00	0.00	0.00	11,131.81
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Porter Simon*	1,375.00	0.00	0.00	0.00	0.00	1,375.00
Ray Morgan Company, LLC	0.00	211.89	0.00	0.00	0.00	211.89
Searchwide Minnesota, LLC	29,942.13	0.00	0.00	0.00	0.00	29,942.13
Security Lock and Alarm, Inc.	0.00	151.50	0.00	0.00	0.00	151.50
Sierra Essentials	0.00	0.00	248.50	0.00	0.00	248.50
Sierra Nevada Ad Partners	175.00	0.00	0.00	0.00	0.00	175.00
Silver State Barricade & Sign	318.30	0.00	0.00	0.00	0.00	318.30
Tahloha	0.00	0.00	0.00	0.00	-195.00	-195.00
Tahoe House, Inc.*	40.79	0.00	0.00	0.00	0.00	40.79
Tahoe Truckee Sierra Disposal*	504.72	0.00	0.00	0.00	0.00	504.72
The Office Boss*	137.42	0.00	-7.94	0.00	0.00	129.48
Uline	259.06	0.00	0.00	0.00	0.00	259.06
USPS - Tahoe City	600.00	0.00	0.00	0.00	0.00	600.00
Van Siclen, DeWitt	50.00	0.00	0.00	0.00	0.00	50.00
Wells Fargo Financial Leasing	365.01	0.00	0.00	0.00	0.00	365.01
WonderGrass California LLC	50,000.00	0.00	0.00	0.00	0.00	50,000.00
<b>TOTAL</b>	<b><u>140,471.66</u></b>	<b><u>8,078.72</u></b>	<b><u>240.56</u></b>	<b><u>3.00</u></b>	<b><u>376.22</u></b>	<b><u>149,170.16</u></b>

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

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	461,731	521,756	(60,025)	2,160,999	2,537,774	(376,775)	3,395,286
4100-00 · TBID Assessment Revenue	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
4200-00 · Membership Dues Revenue	6,518	6,250	268	45,548	43,750	1,798	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	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	450	(450)	0	1,250	(1,250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	800	(800)	1,200
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>0</b>	<b>2,050</b>	<b>(2,050)</b>	<b>3,550</b>
4250-00 · Revenues-Membership Activities - Other	0	0	0	1,805	0	1,805	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>1,805</b>	<b>5,050</b>	<b>(3,245)</b>	<b>9,550</b>
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	25			641	0	641	0
46000 · Merchandise Sales - Other	3,803	3,500	303	63,003	51,000	12,003	59,500
<b>Total 46000 · Merchandise Sales</b>	<b>3,828</b>	<b>3,500</b>	<b>328</b>	<b>63,644</b>	<b>51,000</b>	<b>12,644</b>	<b>59,500</b>
<b>Total Income</b>	<b>957,097</b>	<b>1,017,175</b>	<b>(60,078)</b>	<b>5,129,426</b>	<b>5,082,769</b>	<b>46,657</b>	<b>8,210,947</b>
<b>Gross Profit</b>	<b>957,097</b>	<b>1,017,175</b>	<b>(60,078)</b>	<b>5,129,426</b>	<b>5,082,769</b>	<b>46,657</b>	<b>8,210,947</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	5,418	10,695	(5,277)	32,089	74,866	(42,777)	98,560
5030-00 · P/R - Health Insurance Expense	5,262	13,890	(8,627)	42,349	97,227	(54,878)	128,597
5040-00 · P/R - Workmans Comp	420	1,131	(711)	4,775	7,920	(3,145)	10,260
5060-00 · 401 (k)	1,304	3,834	(2,530)	11,211	26,838	(15,627)	35,428
5070-00 · Other Benefits and Expenses	87	646	(559)	1,798	4,523	(2,725)	5,993
5000-00 · Salaries & Wages - Other	39,988	108,002	(68,014)	415,454	756,015	(340,561)	995,051
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>52,480</b>	<b>138,199</b>	<b>(85,718)</b>	<b>507,677</b>	<b>967,390</b>	<b>(459,713)</b>	<b>1,273,889</b>
5100-00 · Rent							
5110-00 · Utilities	2,106	1,113	993	8,399	7,788	611	10,088
5140-00 · Repairs & Maintenance	1,469	1,104	365	2,436	7,729	(5,293)	9,983
5150-00 · Office - Cleaning	1,200	929	271	5,125	6,504	(1,379)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	95,919	100,736	(4,817)	130,642
<b>Total 5100-00 · Rent</b>	<b>18,473</b>	<b>17,537</b>	<b>936</b>	<b>111,879</b>	<b>122,757</b>	<b>(10,878)</b>	<b>159,197</b>
5310-00 · Telephone							
5320-00 · Telephone	3,060	2,973	87	18,890	20,813	(1,923)	27,002
5350-00 · Internet	0			180			
<b>Total 5310-00 · Telephone</b>	<b>3,060</b>	<b>2,973</b>	<b>87</b>	<b>19,070</b>	<b>20,813</b>	<b>(1,743)</b>	<b>27,002</b>
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	29	(29)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	29	204	50
5420-00 · Mail - USPS - Other	1,000	127	873	1,519	887	633	1,140
<b>Total 5420-00 · Mail - USPS</b>	<b>1,000</b>	<b>135</b>	<b>865</b>	<b>1,753</b>	<b>945</b>	<b>808</b>	<b>1,240</b>
5510-00 · Insurance/Bonding	2,189	1,250	939	9,136	8,750	386	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	4,023	492	3,531	4,158	8,442	(4,284)	9,425
5520-00 · Supplies - Other	828	1,779	(951)	7,069	17,454	(10,385)	22,263
<b>Total 5520-00 · Supplies</b>	<b>4,851</b>	<b>2,271</b>	<b>2,580</b>	<b>11,227</b>	<b>25,896</b>	<b>(14,669)</b>	<b>31,688</b>
5610-00 · Depreciation	153	153	0	1,069	1,069	0	1,375
5700-00 · Equipment Support & Maintenance	13,595	2,933	10,661	21,352	20,533	818	26,400
5710-00 · Taxes, Licenses & Fees	1,130	1,308	(178)	10,019	9,158	861	11,832
5740-00 · Equipment Rental/Leasing	490	435	54	3,262	3,048	214	4,116
5800-00 · Training Seminars	0	500	(500)	649	3,500	(2,851)	4,500
5850-00 · Artist of Month - Commissions	122	167	(44)	1,102	1,167	(64)	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,375	750	625	7,500	10,250	(2,750)	11,750
5920-00 · Professional Fees - Accountant	0			19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	67,998	1,792	66,206	115,715	12,542	103,174	18,625
<b>Total 5900-00 · Professional Fees</b>	<b>69,373</b>	<b>2,542</b>	<b>66,831</b>	<b>142,560</b>	<b>48,792</b>	<b>93,769</b>	<b>56,375</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	8,750	(8,750)	11,250

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

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	2,500	25,000	(22,500)	5,220	25,000	(19,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
<b>Total 6020-00 · Programs</b>	2,500	25,000	(22,500)	15,220	45,000	(29,780)	70,000
<b>6420-00 · Events</b>							
<b>6420-01 · Sponsorships</b>							
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	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	50,000	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
<b>Total 6420-01 · Sponsorships</b>	50,000	0	50,000	55,000	228,200	(173,200)	411,000
6421-00 · New Event Development	0	34,025	(34,025)	0	102,075	(102,075)	102,075
6424-00 · Event Operation Expenses	0	1,000	(1,000)	289	1,500	(1,211)	1,500
<b>Total 6420-00 · Events</b>	50,000	35,025	14,975	55,289	331,775	(276,486)	514,575
<b>6423-00 · Membership Activities</b>							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	(500)	938	(1,438)	1,763
6442-00 · Public Relations/Website/Digita	990	500	490	5,904	3,500	2,404	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(470)	417	(887)	403	2,917	(2,514)	3,750
<b>Total 6423-00 · Membership Activities</b>	520	1,254	(734)	6,102	7,854	(1,752)	10,513
6730-00 · Marketing Cooperative/Media	257,680	257,680	0	724,480	724,480	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	3,563	6,000	(2,437)	39,014	42,000	(2,986)	54,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	11,498	2,000	9,498	13,998	10,000	3,998	14,000
6743-03 · Winter Lakeside Campaign	11,416	3,600	7,816	13,916	14,400	(484)	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	22,914	5,600	17,314	27,914	24,400	3,514	34,000
<b>6750-00 · Business Association Grant</b>							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	58,333	58,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	58,333	58,333	(0)	100,000
<b>Total 6750-00 · Business Association Grant</b>	16,667	16,667	0	116,667	116,667	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	11,667	(11,667)	15,000
<b>8100-00 · Cost of Goods Sold</b>							
51100 · Freight and Shipping Costs	92	125	(33)	1,286	875	411	1,125
52500 · Purchase Discounts	0			(6)	0	(6)	0
59900 · POS Inventory Adjustments	(43)			32	0	32	0
8100-01 · CGS - Other	305			580	0	580	0
8100-00 · Cost of Goods Sold - Other	2,019	1,750	269	32,324	25,500	6,824	29,750
<b>Total 8100-00 · Cost of Goods Sold</b>	2,373	1,875	498	34,216	26,375	7,841	30,875
8200-00 · Associate Relations	0	195	(195)	653	1,365	(712)	1,770
8300-00 · Board Functions	(33,417)	583	(34,000)	2,355	4,083	(1,728)	5,250
8500-00 · Credit Card Fees	160	215	(54)	1,931	2,747	(816)	3,247
8600-00 · Additional Opportunit	650	5,833	(5,183)	9,575	40,833	(31,258)	55,000
8700-00 · Automobile Expenses	70	542	(471)	645	3,792	(3,147)	5,025
8750-00 · Meals/Meetings	4,501	642	3,860	4,612	4,492	120	6,088
8810-00 · Dues & Subscriptions	844	1,275	(431)	6,687	8,925	(2,238)	11,500
8910-00 · Travel	0	417	(417)	303	2,917	(2,614)	3,750
8920-00 · Bad Debt	0			624	0	624	0
<b>Total Expense</b>	495,943	533,788	(37,845)	1,887,042	2,653,607	(766,565)	3,528,482
<b>Net Ordinary Income</b>	461,154	483,388	(22,233)	3,242,384	2,429,162	813,221	4,682,465
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	11			77	0	77	0
<b>Total Other Income</b>	11			77	0	77	0
<b>Other Expense</b>							
8990-00 · Allocated	0	(0)	0	0	0	0	9,744

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

Accrual Basis

All Departments

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
Total Other Expense	0	(0)	0	0	0	0	9,744
Net Other Income	11	0	11	77	0	77	(9,744)
Net Income	<u>461,166</u>	<u>483,388</u>	<u>(22,222)</u>	<u>3,242,461</u>	<u>2,429,162</u>	<u>813,299</u>	<u>4,672,721</u>

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

July 2021 through January 2022

Accrual Basis

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	2,160,999	2,001,346	159,653	8%
4100-00 · TBID Assessment Revenue	2,857,430	0	2,857,430	100%
4200-00 · Membership Dues Revenue	45,548	80,586	(35,038)	(44)%
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	641	1,555	(914)	(59)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	63,003	59,736	3,267	6%
<b>Total 46000 · Merchandise Sales</b>	<b>63,644</b>	<b>61,851</b>	<b>1,793</b>	<b>3%</b>
4720-00 · Miscellaneous	0	4,193	(4,193)	(100)%
<b>Total Income</b>	<b>5,129,426</b>	<b>2,152,151</b>	<b>2,977,275</b>	<b>138%</b>
<b>Cost of Goods Sold</b>				
52900 · Purchases - Resale Items	0	0	0	0%
<b>Total COGS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0%</b>
<b>Gross Profit</b>	<b>5,129,426</b>	<b>2,152,151</b>	<b>2,977,275</b>	<b>138%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	32,089	43,476	(11,387)	(26)%
5030-00 · P/R - Health Insurance Expense	42,349	70,485	(28,136)	(40)%
5040-00 · P/R - Workmans Comp	4,775	6,246	(1,471)	(24)%
5060-00 · 401 (k)	11,211	12,609	(1,398)	(11)%
5070-00 · Other Benefits and Expenses	1,798	2,634	(836)	(32)%
5000-00 · Salaries & Wages - Other	415,454	583,127	(167,673)	(29)%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>507,677</b>	<b>720,683</b>	<b>(213,006)</b>	<b>(30)%</b>
5100-00 · Rent				
5110-00 · Utilities	8,399	6,083	2,316	38%
5140-00 · Repairs & Maintenance	2,436	3,227	(791)	(25)%
5150-00 · Office - Cleaning	5,125	4,075	1,050	26%
5100-00 · Rent - Other	95,919	93,610	2,309	3%
<b>Total 5100-00 · Rent</b>	<b>111,879</b>	<b>106,995</b>	<b>4,884</b>	<b>5%</b>
5310-00 · Telephone				
5320-00 · Telephone	18,890	15,138	3,752	25%
5350-00 · Internet	180	0	180	100%
<b>Total 5310-00 · Telephone</b>	<b>19,070</b>	<b>15,138</b>	<b>3,932</b>	<b>26%</b>
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	1,519	531	988	186%
<b>Total 5420-00 · Mail - USPS</b>	<b>1,753</b>	<b>531</b>	<b>1,222</b>	<b>230%</b>
5510-00 · Insurance/Bonding	9,136	7,397	1,739	24%
5520-00 · Supplies				
5525-00 · Supplies- Computer	4,158	3,589	568	16%
5520-00 · Supplies - Other	7,069	9,513	(2,444)	(26)%
<b>Total 5520-00 · Supplies</b>	<b>11,227</b>	<b>13,102</b>	<b>(1,875)</b>	<b>(14)%</b>
5610-00 · Depreciation	1,069	388	681	175%
5700-00 · Equipment Support & Maintenance	21,352	18,771	2,580	14%
5710-00 · Taxes, Licenses & Fees	10,019	7,806	2,213	28%
5740-00 · Equipment Rental/Leasing	3,262	3,022	239	8%
5800-00 · Training Seminars	649	66	583	882%
5850-00 · Artist of Month - Commissions	1,102	1,010	92	9%



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

July 2021 through January 2022

Accrual Basis

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
<b>5900-00 · Professional Fees</b>				
5910-00 · Professional Fees - Attorneys	7,500	1,860	5,640	303%
5920-00 · Professional Fees - Accountant	19,345	21,800	(2,455)	(11)%
5921-00 · Professional Fees - Other	115,715	31,200	84,515	271%
<b>Total 5900-00 · Professional Fees</b>	142,560	54,860	87,700	160%
<b>6020-00 · Programs</b>				
6016-00 · Special Event Partnership	5,220	141	5,080	3,611%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
<b>Total 6020-00 · Programs</b>	15,220	141	15,080	10,720%
<b>6420-00 · Events</b>				
<b>6420-01 · Sponsorships</b>				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	100%
<b>Total 6420-01 · Sponsorships</b>	55,000	0	55,000	100%
6421-00 · New Event Development	0	4,000	(4,000)	(100)%
6424-00 · Event Operation Expenses	289	0	289	100%
<b>Total 6420-00 · Events</b>	55,289	4,000	51,289	1,282%
<b>6423-00 · Membership Activities</b>				
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	5,904	4,667	1,237	27%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
<b>Total 6423-00 · Membership Activities</b>	6,102	5,877	225	4%
<b>6730-00 · Marketing Cooperative/Media</b>	724,480	546,253	178,227	33%
<b>6742-00 · Non-NLT Co-Op Marketing Program</b>	39,014	2,277	36,737	1,614%
<b>6743-00 · BACC Marketing Programs</b>				
6743-01 · Year Round Shopping Campaign	13,998	13,409	589	4%
6743-03 · Winter Lakeside Campaign	13,916	0	13,916	100%
6743-07 · Winter Regional Campaign	0	18,027	(18,027)	(100)%
<b>Total 6743-00 · BACC Marketing Programs</b>	27,914	31,436	(3,522)	(11)%
<b>6750-00 · Business Association Grant</b>				
6750-01 · Business Assn Grant - NTBA	58,333	0	58,333	100%
6750-02 · Business Assn Grant - TCDA	58,333	0	58,333	100%
<b>Total 6750-00 · Business Association Grant</b>	116,667	0	116,667	100%
<b>7500-00 · Trade Shows/Travel</b>	0	395	(395)	(100)%
<b>8100-00 · Cost of Goods Sold</b>				
51100 · Freight and Shipping Costs	1,286	1,020	266	26%
52500 · Purchase Discounts	(6)	0	(6)	(100)%
59900 · POS Inventory Adjustments	32	583	(551)	(95)%
8100-01 · CGS - Other	580	98	482	493%
8100-00 · Cost of Goods Sold - Other	32,324	31,762	562	2%
<b>Total 8100-00 · Cost of Goods Sold</b>	34,216	33,463	753	2%
<b>8200-00 · Associate Relations</b>	653	2,014	(1,360)	(68)%
<b>8300-00 · Board Functions</b>	2,355	2,244	111	5%
<b>8500-00 · Credit Card Fees</b>	1,931	2,599	(668)	(26)%
<b>8600-00 · Additional Opportunit</b>	9,575	72,303	(62,728)	(87)%
<b>8700-00 · Automobile Expenses</b>	645	1,603	(958)	(60)%
<b>8750-00 · Meals/Meetings</b>	4,612	330	4,282	1,297%
<b>8810-00 · Dues &amp; Subscriptions</b>	6,687	4,953	1,735	35%
<b>8910-00 · Travel</b>	303	0	303	100%
<b>8920-00 · Bad Debt</b>	624	37,479	(36,855)	(98)%
<b>Total Expense</b>	1,887,042	1,697,135	189,907	11%

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
<b>Net Ordinary Income</b>	3,242,384	455,016	2,787,367	613%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
4700-00 · Revenues- Interest & Investment	77	113	(35)	(31)%
<b>Total Other Income</b>	77	113	(35)	(31)%
<b>Other Expense</b>				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
<b>Total Other Expense</b>	0	0	0	0%
<b>Net Other Income</b>	77	113	(35)	(31)%
<b>Net Income</b>	<b>3,242,461</b>	<b>455,129</b>	<b>2,787,332</b>	<b>612%</b>

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 11 - Marketing

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	349,310	409,335	(60,025)	1,292,530	1,669,305	(376,775)	2,188,080
<b>Total Income</b>	<u>349,310</u>	<u>409,335</u>	<u>(60,025)</u>	<u>1,292,530</u>	<u>1,669,305</u>	<u>(376,775)</u>	<u>2,188,080</u>
<b>Gross Profit</b>	349,310	409,335	(60,025)	1,292,530	1,669,305	(376,775)	2,188,080
<b>Expense</b>							
<b>5000-00 · Salaries &amp; Wages</b>							
5020-00 · P/R - Tax Expense	1,976	2,393	(416)	8,094	16,749	(8,655)	21,534
5030-00 · P/R - Health Insurance Expense	1,030	4,120	(3,090)	13,010	28,840	(15,830)	37,080
5040-00 · P/R - Workmans Comp	73	129	(56)	819	901	(82)	1,159
5060-00 · 401 (k)	383	957	(574)	3,608	6,700	(3,092)	8,614
5070-00 · Other Benefits and Expenses	59	121	(62)	1,110	849	261	1,092
5000-00 · Salaries & Wages - Other	12,454	23,927	(11,473)	106,309	167,490	(61,181)	215,344
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>15,976</u>	<u>31,647</u>	<u>(15,671)</u>	<u>132,949</u>	<u>221,528</u>	<u>(88,579)</u>	<u>284,822</u>
<b>5100-00 · Rent</b>							
5110-00 · Utilities	736	125	611	1,627	875	752	1,125
5140-00 · Repairs & Maintenance	0	75	(75)	0	525	(525)	675
5150-00 · Office - Cleaning	858	188	671	1,834	1,313	521	1,688
5100-00 · Rent - Other	6,865	2,083	4,782	18,012	14,583	3,429	18,750
<b>Total 5100-00 · Rent</b>	<u>8,460</u>	<u>2,471</u>	<u>5,989</u>	<u>21,472</u>	<u>17,296</u>	<u>4,177</u>	<u>22,237</u>
<b>5310-00 · Telephone</b>							
5320-00 · Telephone	1,835	578	1,257	5,160	4,048	1,112	5,205
5350-00 · Internet	0			180			
<b>Total 5310-00 · Telephone</b>	<u>1,835</u>	<u>578</u>	<u>1,257</u>	<u>5,340</u>	<u>4,048</u>	<u>1,291</u>	<u>5,205</u>
<b>5420-00 · Mail - USPS</b>							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	105			158	0	158	0
<b>Total 5420-00 · Mail - USPS</b>	<u>105</u>			<u>243</u>	<u>0</u>	<u>243</u>	<u>0</u>
<b>5510-00 · Insurance/Bonding</b>	44			131			
<b>5520-00 · Supplies</b>							
5525-00 · Supplies - Computer	0	417	(417)	40	2,917	(2,877)	3,750
5520-00 · Supplies - Other	171	0	171	663	0	663	0
<b>Total 5520-00 · Supplies</b>	<u>171</u>	<u>417</u>	<u>(246)</u>	<u>703</u>	<u>2,917</u>	<u>(2,214)</u>	<u>3,750</u>
<b>5700-00 · Equipment Support &amp; Maintenance</b>	0	13	(13)	0	88	(88)	113
5710-00 · Taxes, Licenses & Fees	21	13	9	69	88	(18)	113
5740-00 · Equipment Rental/Leasing	338	83	255	798	583	214	750
5800-00 · Training Seminars	0	0	0	649	0	649	0
<b>5900-00 · Professional Fees</b>							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	875	(875)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	875	(875)	1,125
<b>Total 5900-00 · Professional Fees</b>	<u>0</u>	<u>250</u>	<u>(250)</u>	<u>0</u>	<u>1,750</u>	<u>(1,750)</u>	<u>2,250</u>
<b>6020-00 · Programs</b>							
6016-00 · Special Event Partnership	2,500	25,000	(22,500)	5,220	25,000	(19,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
<b>Total 6020-00 · Programs</b>	<u>2,500</u>	<u>25,000</u>	<u>(22,500)</u>	<u>15,220</u>	<u>45,000</u>	<u>(29,780)</u>	<u>70,000</u>
<b>6420-00 · Events</b>							
<b>6420-01 · Sponsorships</b>							
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	179,400	(179,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	50,000	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
<b>Total 6420-01 · Sponsorships</b>	<u>50,000</u>	<u>0</u>	<u>50,000</u>	<u>55,000</u>	<u>228,200</u>	<u>(173,200)</u>	<u>411,000</u>
6421-00 · New Event Development	0	34,025	(34,025)	0	102,075	(102,075)	102,075
6424-00 · Event Operation Expenses	0	1,000	(1,000)	289	1,500	(1,211)	1,500
<b>Total 6420-00 · Events</b>	<u>50,000</u>	<u>35,025</u>	<u>14,975</u>	<u>55,289</u>	<u>331,775</u>	<u>(276,486)</u>	<u>514,575</u>
<b>6730-00 · Marketing Cooperative/Media</b>	249,941	249,941	0	670,310	670,310	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	3,363	5,000	(1,637)	37,614	35,000	2,614	45,000
<b>6743-00 · BACC Marketing Programs</b>							
6743-01 · Year Round Shopping Campaign	11,498	2,000	9,498	13,998	10,000	3,998	14,000
6743-03 · Winter Lakeside Campaign	11,416	3,600	7,816	13,916	14,400	(484)	20,000
<b>Total 6743-00 · BACC Marketing Programs</b>	<u>22,914</u>	<u>5,600</u>	<u>17,314</u>	<u>27,914</u>	<u>24,400</u>	<u>3,514</u>	<u>34,000</u>
<b>8200-00 · Associate Relations</b>	0	21	(21)	41	146	(105)	187
8600-00 · Additional Opportunit	0	4,167	(4,167)	5,025	29,167	(24,142)	37,500
8700-00 · Automobile Expenses	29	125	(96)	329	875	(546)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	292	(292)	375
8810-00 · Dues & Subscriptions	152	83	69	478	583	(105)	750

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

Accrual Basis

### 11 - Marketing

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
8910-00 · Travel	0	417	(417)	303	2,917	(2,614)	3,750
<b>Total Expense</b>	<b>355,850</b>	<b>360,891</b>	<b>(5,041)</b>	<b>974,876</b>	<b>1,388,761</b>	<b>(413,885)</b>	<b>1,828,132</b>
<b>Net Ordinary Income</b>	<b>(6,541)</b>	<b>48,443</b>	<b>(54,984)</b>	<b>317,654</b>	<b>280,544</b>	<b>37,110</b>	<b>359,948</b>
<b>Other Income/Expense</b>							
<b>Other Income</b>							
4700-00 · Revenues- Interest & Investment	11			77	0	77	0
<b>Total Other Income</b>	<b>11</b>			<b>77</b>	<b>0</b>	<b>77</b>	<b>0</b>
<b>Other Expense</b>							
8990-00 · Allocated	101,720	48,443	53,276	339,935	280,544	59,392	359,948
<b>Total Other Expense</b>	<b>101,720</b>	<b>48,443</b>	<b>53,276</b>	<b>339,935</b>	<b>280,544</b>	<b>59,392</b>	<b>359,948</b>
<b>Net Other Income</b>	<b>(101,708)</b>	<b>(48,443)</b>	<b>(53,265)</b>	<b>(339,858)</b>	<b>(280,544)</b>	<b>(59,314)</b>	<b>(359,948)</b>
<b>Net Income</b>	<b>(108,249)</b>	<b>0</b>	<b>(108,249)</b>	<b>(22,204)</b>	<b>0</b>	<b>(22,204)</b>	<b>0</b>

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

Accrual Basis

30 - Conference

	Jan 22	Budget	\$ Over Bud...	Jul '21 - Ja...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	36,372	36,372	0	281,738	281,738	0	360,285
<b>Total Income</b>	36,372	36,372	0	281,738	281,738	0	360,285
<b>Gross Profit</b>	36,372	36,372	0	281,738	281,738	0	360,285
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	264	1,747	(1,483)	2,400	12,232	(9,832)	15,727
5030-00 · P/R - Health Insurance Expense	1,970	2,103	(133)	8,266	14,720	(6,455)	18,926
5040-00 · P/R - Workmans Comp	21	167	(145)	300	1,167	(867)	1,500
5060-00 · 401 (k)	110	417	(306)	1,230	2,917	(1,687)	3,750
5070-00 · Other Benefits and Expenses	8	75	(67)	95	525	(430)	675
5000-00 · Salaries & Wages - Other	2,762	17,474	(14,712)	32,712	122,320	(89,608)	157,268
<b>Total 5000-00 · Salaries &amp; Wages</b>	5,137	21,983	(16,846)	45,004	153,881	(108,877)	197,846
5100-00 · Rent							
5110-00 · Utilities	(378)	83	(462)	239	583	(344)	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	438	(438)	563
5150-00 · Office - Cleaning	(378)	125	(503)	295	875	(580)	1,125
5100-00 · Rent - Other	(4,729)	1,333	(6,062)	2,386	9,333	(6,948)	12,000
<b>Total 5100-00 · Rent</b>	(5,485)	1,604	(7,089)	2,920	11,229	(8,309)	14,437
5310-00 · Telephone							
5320-00 · Telephone	(1,291)	417	(1,707)	779	2,917	(2,137)	3,750
<b>Total 5310-00 · Telephone</b>	(1,291)	417	(1,707)	779	2,917	(2,137)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	73	17	56	109	117	(8)	150
<b>Total 5420-00 · Mail - USPS</b>	73	17	56	246	117	129	150
5510-00 · Insurance/Bonding	(9)			51			
5520-00 · Supplies	(193)	113	(306)	80	788	(708)	1,013
5710-00 · Taxes, Licenses & Fees	(9)	8	(18)	44	58	(14)	75
5740-00 · Equipment Rental/Leasing	(185)	63	(247)	133	438	(304)	563
5800-00 · Training Seminars	0	83	(83)	0	583	(583)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	54,170	54,170	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	88	(7)	113
8750-00 · Meals/Meetings	0	29	(29)	0	204	(204)	263
<b>Total Expense</b>	5,776	32,067	(26,291)	103,507	224,472	(120,965)	288,607
<b>Net Ordinary Income</b>	30,596	4,304	26,291	178,231	57,266	120,965	71,678
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(3,728)	4,304	(8,032)	35,992	57,266	(21,275)	71,678
<b>Total Other Expense</b>	(3,728)	4,304	(8,032)	35,992	57,266	(21,275)	71,678
<b>Net Other Income</b>	3,728	(4,304)	8,032	(35,992)	(57,266)	21,275	(71,678)
<b>Net Income</b>	<b>34,324</b>	<b>(0)</b>	<b>34,324</b>	<b>142,239</b>	<b>(0)</b>	<b>142,239</b>	<b>(0)</b>

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

Accrual Basis

**42 - Visitor Center**

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	35,083	35,083	0	266,874	266,874	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	25			641	0	641	0
46000 · Merchandise Sales - Other	3,803	3,500	303	63,003	51,000	12,003	59,500
<b>Total 46000 · Merchandise Sales</b>	<b>3,828</b>	<b>3,500</b>	<b>328</b>	<b>63,644</b>	<b>51,000</b>	<b>12,644</b>	<b>59,500</b>
<b>Total Income</b>	<b>38,912</b>	<b>38,583</b>	<b>328</b>	<b>330,518</b>	<b>317,874</b>	<b>12,644</b>	<b>402,270</b>
<b>Gross Profit</b>	<b>38,912</b>	<b>38,583</b>	<b>328</b>	<b>330,518</b>	<b>317,874</b>	<b>12,644</b>	<b>402,270</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,042	1,551	(509)	6,839	10,857	(4,018)	13,959
5030-00 · P/R - Health Insurance Expense	101	1,583	(1,482)	4,542	11,083	(6,542)	14,250
5040-00 · P/R - Workmans Comp	232	583	(351)	2,441	4,083	(1,643)	5,250
5060-00 · 401 (k)	259	417	(158)	2,622	2,917	(295)	3,750
5070-00 · Other Benefits and Expenses	8	83	(75)	65	583	(518)	750
5000-00 · Salaries & Wages - Other	6,797	15,510	(8,714)	67,342	108,571	(41,228)	139,591
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>8,439</b>	<b>19,728</b>	<b>(11,288)</b>	<b>83,850</b>	<b>138,094</b>	<b>(54,244)</b>	<b>177,550</b>
5100-00 · Rent							
5110-00 · Utilities	1,092	667	426	4,043	4,667	(624)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	3,500	(3,500)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,458	(1,233)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	45,651	46,667	(1,016)	60,000
<b>Total 5100-00 · Rent</b>	<b>7,614</b>	<b>8,042</b>	<b>(428)</b>	<b>49,918</b>	<b>56,292</b>	<b>(6,373)</b>	<b>72,375</b>
5310-00 · Telephone							
5320-00 · Telephone	388	413	(25)	2,482	2,888	(405)	3,713
<b>Total 5310-00 · Telephone</b>	<b>388</b>	<b>413</b>	<b>(25)</b>	<b>2,482</b>	<b>2,888</b>	<b>(405)</b>	<b>3,713</b>
5420-00 · Mail - USPS	73	17	56	109	117	(8)	150
5510-00 · Insurance/Bonding	(9)			51			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	525	(525)	675
5520-00 · Supplies - Other	318	583	(265)	3,205	4,083	(878)	5,250
<b>Total 5520-00 · Supplies</b>	<b>318</b>	<b>658</b>	<b>(340)</b>	<b>3,205</b>	<b>4,608</b>	<b>(1,403)</b>	<b>5,925</b>
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	29	(29)	38
5710-00 · Taxes, Licenses & Fees	(9)	4	(13)	366	29	337	38
5740-00 · Equipment Rental/Leasing	63	63	1	382	438	(56)	563
5850-00 · Artist of Month - Commissions	122	167	(44)	1,102	1,167	(64)	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	11,667	(11,667)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,400	7,000	(5,600)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	92	125	(33)	1,286	875	411	1,125
52500 · Purchase Discounts	0			(6)	0	(6)	0
59900 · POS Inventory Adjustments	(43)			32	0	32	0
8100-01 · CGS - Other	305			580	0	580	0
8100-00 · Cost of Goods Sold - Other	2,019	1,750	269	32,324	25,500	6,824	29,750
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>2,373</b>	<b>1,875</b>	<b>498</b>	<b>34,216</b>	<b>26,375</b>	<b>7,841</b>	<b>30,875</b>
8200-00 · Associate Relations	0	25	(25)	179	175	4	225
8500-00 · Credit Card Fees	108	165	(56)	1,632	2,397	(766)	2,797
8700-00 · Automobile Expenses	0	42	(42)	30	292	(261)	375
8750-00 · Meals/Meetings	0	17	(17)	0	117	(117)	150
8810-00 · Dues & Subscriptions	0	133	(133)	0	933	(933)	1,200
<b>Total Expense</b>	<b>19,680</b>	<b>34,017</b>	<b>(14,337)</b>	<b>178,923</b>	<b>252,616</b>	<b>(73,693)</b>	<b>321,471</b>
<b>Net Ordinary Income</b>	<b>19,232</b>	<b>4,566</b>	<b>14,666</b>	<b>151,595</b>	<b>65,258</b>	<b>86,337</b>	<b>80,798</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(194)	4,566	(4,760)	62,417	65,258	(2,841)	80,798
<b>Total Other Expense</b>	<b>(194)</b>	<b>4,566</b>	<b>(4,760)</b>	<b>62,417</b>	<b>65,258</b>	<b>(2,841)</b>	<b>80,798</b>
<b>Net Other Income</b>	<b>194</b>	<b>(4,566)</b>	<b>4,760</b>	<b>(62,417)</b>	<b>(65,258)</b>	<b>2,841</b>	<b>(80,798)</b>
<b>Net Income</b>	<b>19,426</b>	<b>(0)</b>	<b>19,426</b>	<b>89,178</b>	<b>(0)</b>	<b>89,178</b>	<b>(0)</b>

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

**51 - TMPI**

Accrual Basis

	Jan 22	Budget	\$ Over ...	Jul '21 - ...	YTD Bu...	\$ Over ...	Annual ...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	12,086	12,086	0	107,083	107,083	0	141,237
<b>Total Income</b>	12,086	12,086	0	107,083	107,083	0	141,237
<b>Gross Profit</b>	12,086	12,086	0	107,083	107,083	0	141,237
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	768	(768)	201	5,374	(5,173)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	7,000	(6,867)	9,590
5040-00 · P/R - Workmans Comp	0	25	(25)	50	175	(125)	240
5060-00 · 401 (k)	0	307	(307)	0	2,150	(2,150)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	615	(614)	842
5000-00 · Salaries & Wages - Other	16	7,677	(7,662)	1,370	53,741	(52,372)	73,628
<b>Total 5000-00 · Salaries &amp; Wages</b>	16	9,865	(9,849)	1,754	69,055	(67,301)	94,608
5100-00 · Rent							
5110-00 · Utilities	(162)	25	(187)	10	175	(165)	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	117	(117)	158
5150-00 · Office - Cleaning	(193)	42	(234)	9	292	(283)	396
5100-00 · Rent - Other	(2,053)	375	(2,428)	82	2,625	(2,543)	3,563
<b>Total 5100-00 · Rent</b>	(2,407)	458	(2,866)	100	3,208	(3,108)	4,354
5310-00 · Telephone							
5320-00 · Telephone	(492)	134	(626)	23	939	(916)	1,275
<b>Total 5310-00 · Telephone</b>	(492)	134	(626)	23	939	(916)	1,275
5420-00 · Mail - USPS	4			5			
5510-00 · Insurance/Bonding	(18)			0			
5520-00 · Supplies							
5525-00 · Supplies- Computer	378	0	378	378	1,250	(872)	1,250
5520-00 · Supplies - Other	(76)	0	(76)	1	5,000	(4,999)	5,000
<b>Total 5520-00 · Supplies</b>	302	0	302	379	6,250	(5,871)	6,250
5710-00 · Taxes, Licenses & Fees	(8)	13	(20)	2	88	(85)	120
5740-00 · Equipment Rental/Leasing	(431)	19	(450)	4	131	(127)	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			11,954	0	11,954	0
<b>Total 5900-00 · Professional Fees</b>	0	0	0	11,954	5,000	6,954	5,000
8700-00 · Automobile Expenses	0	42	(42)	0	292	(292)	400
8750-00 · Meals/Meetings	0	83	(83)	0	583	(583)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	292	(287)	400
<b>Total Expense</b>	(3,034)	10,655	(13,690)	14,228	85,838	(71,610)	113,584
<b>Net Ordinary Income</b>	15,120	1,430	13,690	92,856	21,245	71,610	27,653
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(3,769)	1,430	(5,199)	4,827	21,245	(16,418)	27,653
<b>Total Other Expense</b>	(3,769)	1,430	(5,199)	4,827	21,245	(16,418)	27,653
<b>Net Other Income</b>	3,769	(1,430)	5,199	(4,827)	(21,245)	16,418	(27,653)
<b>Net Income</b>	<b>18,889</b>	<b>0</b>	<b>18,889</b>	<b>88,028</b>	<b>(0)</b>	<b>88,028</b>	<b>(0)</b>

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

### 52 - TBID Assessment

Accrual Basis

	Jan 22	Budget	\$ Over Bud...	Jul '21 - Jan...	YTD Budget	\$ Over Bud...	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>4100-00 · TBID Assessment Revenue</b>	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
<b>Total Income</b>	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
<b>Gross Profit</b>	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
<b>Net Ordinary Income</b>	485,019	485,019	0	2,857,430	2,445,195	412,235	4,689,362
<b>Net Income</b>	<b>485,019</b>	<b>485,019</b>	<b>0</b>	<b>2,857,430</b>	<b>2,445,195</b>	<b>412,235</b>	<b>4,689,362</b>



# North Lake Tahoe Resort Association Profit & Loss Budget Performance

## 60 - Membership

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan ...	YTD Budget	\$ Over Budget	Annual Bud...
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4200-00 · Membership Dues Revenue	6,518	6,250	268	45,548	43,750	1,798	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	1,500	(1,500)	1,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	450	(450)	0	1,250	(1,250)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	800	(800)	1,200
<b>Total 4251-00 · Tues AM Breakfast Club</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>0</b>	<b>2,050</b>	<b>(2,050)</b>	<b>3,550</b>
4250-00 · Revenues-Membership Activities - Other	0	0	0	1,805	0	1,805	0
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>0</b>	<b>650</b>	<b>(650)</b>	<b>1,805</b>	<b>5,050</b>	<b>(3,245)</b>	<b>9,550</b>
4253-00 · Revenue- Other	0	0	0	0	0	0	1,000
<b>Total Income</b>	<b>6,518</b>	<b>6,900</b>	<b>(382)</b>	<b>47,353</b>	<b>48,800</b>	<b>(1,447)</b>	<b>66,800</b>
<b>Gross Profit</b>	<b>6,518</b>	<b>6,900</b>	<b>(382)</b>	<b>47,353</b>	<b>48,800</b>	<b>(1,447)</b>	<b>66,800</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	224	418	(194)	1,590	2,925	(1,335)	3,761
5030-00 · P/R - Health Insurance Expense	221	333	(113)	1,573	2,333	(760)	3,000
5040-00 · P/R - Workmans Comp	20	13	8	190	88	102	113
5060-00 · 401 (k)	0	167	(167)	135	1,170	(1,035)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	0	379	(379)	488
5000-00 · Salaries & Wages - Other	2,894	4,179	(1,285)	21,505	29,253	(7,748)	37,611
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>3,359</b>	<b>5,164</b>	<b>(1,805)</b>	<b>24,993</b>	<b>36,148</b>	<b>(11,156)</b>	<b>46,477</b>
5100-00 · Rent							
5110-00 · Utilities	262	25	237	468	175	293	225
5140-00 · Repairs & Maintenance	0	21	(21)	0	146	(146)	187
5150-00 · Office - Cleaning	305	42	263	523	292	232	375
5100-00 · Rent - Other	2,785	527	2,258	5,928	3,687	2,241	4,740
<b>Total 5100-00 · Rent</b>	<b>3,351</b>	<b>614</b>	<b>2,737</b>	<b>6,919</b>	<b>4,299</b>	<b>2,620</b>	<b>5,528</b>
5310-00 · Telephone							
5320-00 · Telephone	749	139	610	1,531	974	557	1,253
<b>Total 5310-00 · Telephone</b>	<b>749</b>	<b>139</b>	<b>610</b>	<b>1,531</b>	<b>974</b>	<b>557</b>	<b>1,253</b>
5420-00 · Mail - USPS	24	10	14	35	70	(35)	90
5510-00 · Insurance/Bonding	11			31			
5520-00 · Supplies							
5525-00 · Supplies- Computer	189			189			
5520-00 · Supplies - Other	84	167	(83)	173	1,167	(994)	1,500
<b>Total 5520-00 · Supplies</b>	<b>273</b>	<b>167</b>	<b>107</b>	<b>362</b>	<b>1,167</b>	<b>(805)</b>	<b>1,500</b>
5710-00 · Taxes, Licenses & Fees	5	4	1	16	29	(14)	38
5740-00 · Equipment Rental/Leasing	130	21	109	231	146	85	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	338	(338)	(500)	938	(1,438)	1,763
6442-00 · Public Relations/Website/Digita	990	500	490	5,904	3,500	2,404	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(470)	417	(887)	403	2,917	(2,514)	3,750
<b>Total 6423-00 · Membership Activities</b>	<b>520</b>	<b>1,254</b>	<b>(734)</b>	<b>6,102</b>	<b>7,854</b>	<b>(1,752)</b>	<b>10,513</b>
8200-00 · Associate Relations	0	7	(7)	164	47	118	60
8500-00 · Credit Card Fees	38	50	(12)	266	350	(84)	450
8700-00 · Automobile Expenses	38	42	(4)	166	292	(126)	375
8750-00 · Meals/Meetings	0	33	(33)	111	233	(123)	300
8810-00 · Dues & Subscriptions	10	17	(6)	74	117	(43)	150
8920-00 · Bad Debt	0			325	0	325	0
<b>Total Expense</b>	<b>8,507</b>	<b>7,522</b>	<b>986</b>	<b>41,325</b>	<b>51,726</b>	<b>(10,402)</b>	<b>66,919</b>
<b>Net Ordinary Income</b>	<b>(1,989)</b>	<b>(622)</b>	<b>(1,367)</b>	<b>6,028</b>	<b>(2,926)</b>	<b>8,954</b>	<b>(119)</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	2,154	1,010	1,144	14,346	13,107	1,239	16,521
<b>Total Other Expense</b>	<b>2,154</b>	<b>1,010</b>	<b>1,144</b>	<b>14,346</b>	<b>13,107</b>	<b>1,239</b>	<b>16,521</b>
<b>Net Other Income</b>	<b>(2,154)</b>	<b>(1,010)</b>	<b>(1,144)</b>	<b>(14,346)</b>	<b>(13,107)</b>	<b>(1,239)</b>	<b>(16,521)</b>
<b>Net Income</b>	<b>(4,143)</b>	<b>(1,631)</b>	<b>(2,512)</b>	<b>(8,318)</b>	<b>(16,033)</b>	<b>7,715</b>	<b>(16,640)</b>

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

**61 - Business Association Grant Funding**

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	16,667	16,667	(0)	116,667	116,667	(0)	200,000
<b>Total Income</b>	16,667	16,667	(0)	116,667	116,667	(0)	200,000
<b>Gross Profit</b>	16,667	16,667	(0)	116,667	116,667	(0)	200,000
<b>Expense</b>							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	58,333	58,333	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	58,333	58,333	(0)	100,000
<b>Total 6750-00 · Business Association Grant</b>	16,667	16,667	0	116,667	116,667	(0)	200,000
<b>Total Expense</b>	16,667	16,667	0	116,667	116,667	(0)	200,000
<b>Net Ordinary Income</b>	0	0	(0)	(0)	(0)	0	0
<b>Net Income</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>(0)</b>	<b>(0)</b>	<b>0</b>	<b>0</b>

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

**80 - TOT Housing & Transportation**

Accrual Basis

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 · County of Placer TOT Funding	12,214	12,214	0	96,106	96,106	0	162,914
<b>Total Income</b>	12,214	12,214	0	96,106	96,106	0	162,914
<b>Gross Profit</b>	12,214	12,214	0	96,106	96,106	0	162,914
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	4,317	(4,317)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	7,000	(7,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	146	(146)	250
5060-00 · 401 (k)	0	247	(247)	0	1,727	(1,727)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	293	(293)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	43,167	(43,167)	74,000
<b>Total 5000-00 · Salaries &amp; Wages</b>	0	8,093	(8,093)	0	56,649	(56,649)	97,112
5100-00 · Rent							
5110-00 · Utilities	(141)	21	(161)	0	146	(146)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	88	(88)	150
5150-00 · Office - Cleaning	(168)	33	(202)	0	233	(233)	400
5100-00 · Rent - Other	(1,779)	313	(2,091)	0	2,188	(2,188)	3,750
<b>Total 5100-00 · Rent</b>	(2,087)	379	(2,467)	0	2,654	(2,654)	4,550
5310-00 · Telephone							
5320-00 · Telephone	(418)	58	(476)	0	408	(408)	700
<b>Total 5310-00 · Telephone</b>	(418)	58	(476)	0	408	(408)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	29	(29)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	29	(29)	50
<b>Total 5420-00 · Mail - USPS</b>	0	8	(8)	0	58	(58)	100
5510-00 · Insurance/Bonding	(15)			0			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	(64)	417	(480)	0	2,917	(2,917)	5,000
<b>Total 5520-00 · Supplies</b>	(64)	417	(480)	0	4,167	(4,167)	6,250
5710-00 · Taxes, Licenses & Fees	(8)	17	(25)	0	117	(117)	200
5740-00 · Equipment Rental/Leasing	(74)	63	(137)	0	438	(438)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	5,833	(5,833)	10,000
<b>Total 5900-00 · Professional Fees</b>	0	833	(833)	0	5,833	(5,833)	10,000
8200-00 · Associate Relations	0	5	(5)	0	35	(35)	60
8600-00 · Additional Opportunit	0	833	(833)	0	5,833	(5,833)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	292	(292)	500
8750-00 · Meals/Meetings	0	21	(21)	0	146	(146)	250
<b>Total Expense</b>	(2,666)	10,768	(13,435)	0	76,629	(76,629)	130,472
<b>Net Ordinary Income</b>	14,880	1,445	13,435	96,106	19,477	76,629	32,442
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(1,021)	1,445	(2,466)	(1)	19,477	(19,477)	32,442
<b>Total Other Expense</b>	(1,021)	1,445	(2,466)	(1)	19,477	(19,477)	32,442
<b>Net Other Income</b>	1,021	(1,445)	2,466	1	(19,477)	19,477	(32,442)
<b>Net Income</b>	<b>15,901</b>	<b>0</b>	<b>15,901</b>	<b>96,107</b>	<b>0</b>	<b>96,107</b>	<b>0</b>

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

### 70 - Administration

	Jan 22	Budget	\$ Over Budget	Jul '21 - Jan 22	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Expense</b>							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,911	3,202	(1,291)	12,965	22,412	(9,447)	28,816
5030-00 · P/R - Health Insurance Expense	1,941	3,750	(1,809)	14,827	26,250	(11,423)	33,750
5040-00 · P/R - Workmans Comp	73	194	(121)	975	1,360	(386)	1,749
5060-00 · 401 (k)	551	1,323	(772)	3,617	9,259	(5,642)	11,904
5070-00 · Other Benefits and Expenses	12	183	(171)	527	1,279	(752)	1,645
5000-00 · Salaries & Wages - Other	15,066	33,068	(18,002)	186,217	231,474	(45,257)	297,610
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>19,553</b>	<b>41,719</b>	<b>(22,166)</b>	<b>219,127</b>	<b>292,035</b>	<b>(72,908)</b>	<b>375,474</b>
5100-00 · Rent							
5110-00 · Utilities	696	167	530	2,012	1,167	846	1,500
5140-00 · Repairs & Maintenance	1,469	417	1,052	2,436	2,917	(481)	3,750
5150-00 · Office - Cleaning	775	292	484	2,239	2,042	197	2,625
5100-00 · Rent - Other	6,087	3,093	2,993	23,861	21,653	2,208	27,840
<b>Total 5100-00 · Rent</b>	<b>9,028</b>	<b>3,968</b>	<b>5,059</b>	<b>30,548</b>	<b>27,778</b>	<b>2,770</b>	<b>35,715</b>
5310-00 · Telephone							
5320-00 · Telephone	2,289	1,234	1,055	8,914	8,639	275	11,108
<b>Total 5310-00 · Telephone</b>	<b>2,289</b>	<b>1,234</b>	<b>1,055</b>	<b>8,914</b>	<b>8,639</b>	<b>275</b>	<b>11,108</b>
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			12	0	12	0
5420-00 · Mail - USPS - Other	722	83	638	1,102	583	519	750
<b>Total 5420-00 · Mail - USPS</b>	<b>722</b>	<b>83</b>	<b>638</b>	<b>1,114</b>	<b>583</b>	<b>531</b>	<b>750</b>
5510-00 · Insurance/Bonding	2,186	1,250	936	8,873	8,750	123	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	3,456			3,551	2,500	1,051	2,500
5520-00 · Supplies - Other	588	500	88	2,947	3,500	(553)	4,500
<b>Total 5520-00 · Supplies</b>	<b>4,043</b>	<b>500</b>	<b>3,543</b>	<b>6,498</b>	<b>6,000</b>	<b>498</b>	<b>7,000</b>
5610-00 · Depreciation	153	153	0	1,069	1,069	0	1,375
5700-00 · Equipment Support & Maintenance	13,595	2,917	10,678	21,352	20,417	935	26,250
5710-00 · Taxes, Licenses & Fees	1,138	1,250	(112)	9,522	8,750	772	11,250
5740-00 · Equipment Rental/Leasing	648	125	523	1,714	875	839	1,125
5800-00 · Training Seminars	0	417	(417)	0	2,917	(2,917)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	1,375	625	750	7,500	4,375	3,125	5,625
5920-00 · Professional Fees - Accountant	0			19,345	26,000	(6,655)	26,000
5921-00 · Professional Fees - Other	67,998	833	67,165	103,762	5,833	97,928	7,500
<b>Total 5900-00 · Professional Fees</b>	<b>69,373</b>	<b>1,458</b>	<b>67,915</b>	<b>130,607</b>	<b>36,208</b>	<b>94,398</b>	<b>39,125</b>
5941-00 · Research & Planning	0	1,250	(1,250)	0	8,750	(8,750)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	11,667	(11,667)	15,000
8200-00 · Associate Relations	0	125	(125)	190	875	(685)	1,125
8300-00 · Board Functions	(33,417)	583	(34,000)	2,355	4,083	(1,728)	5,250
8500-00 · Credit Card Fees	14			34			
8600-00 · Additional Opportunit	650	833	(183)	4,550	5,833	(1,283)	7,500
8700-00 · Automobile Expenses	4	250	(246)	119	1,750	(1,631)	2,250
8750-00 · Meals/Meetings	4,501	417	4,085	4,501	2,917	1,585	3,750
8810-00 · Dues & Subscriptions	682	1,000	(318)	6,130	7,000	(870)	9,000
8920-00 · Bad Debt	0			299	0	299	0
<b>Total Expense</b>	<b>95,163</b>	<b>61,200</b>	<b>33,963</b>	<b>457,517</b>	<b>456,897</b>	<b>620</b>	<b>579,296</b>
<b>Net Ordinary Income</b>	<b>(95,163)</b>	<b>(61,200)</b>	<b>(33,963)</b>	<b>(457,517)</b>	<b>(456,897)</b>	<b>(620)</b>	<b>(579,296)</b>
<b>Other Income/Expense</b>							
<b>Other Expense</b>							
8990-00 · Allocated	(95,163)	(61,200)	(33,963)	(457,517)	(456,897)	(620)	(579,296)
<b>Total Other Expense</b>	<b>(95,163)</b>	<b>(61,200)</b>	<b>(33,963)</b>	<b>(457,517)</b>	<b>(456,897)</b>	<b>(620)</b>	<b>(579,296)</b>
<b>Net Other Income</b>	<b>95,163</b>	<b>61,200</b>	<b>33,963</b>	<b>457,517</b>	<b>456,897</b>	<b>620</b>	<b>579,296</b>
<b>Net Income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

January 31, 2022

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

### As of January 31, 2022

	Jan 31, 22	Jan 31, 21	\$ Change	% Change	Jun 30, 21
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Checking/Savings</b>					
1000-00 · Cash	339,786	833,746	(493,960)	(59%)	216,621
<b>Total Checking/Savings</b>	<b>339,786</b>	<b>833,746</b>	<b>(493,960)</b>	<b>(59%)</b>	<b>216,621</b>
<b>Accounts Receivable</b>					
1200-00 · Accounts Receivable	262,564	390	262,174	67,224%	0
<b>Total Accounts Receivable</b>	<b>262,564</b>	<b>390</b>	<b>262,174</b>	<b>67,224%</b>	<b>0</b>
<b>Other Current Assets</b>					
1350-00 · Security Deposits	100	100	0	0%	100
<b>Total Other Current Assets</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0%</b>	<b>100</b>
<b>Total Current Assets</b>	<b>602,450</b>	<b>834,236</b>	<b>(231,786)</b>	<b>(28%)</b>	<b>216,721</b>
<b>Other Assets</b>					
1400-00 · Prepaid Expenses	71,555	40,467	31,088	77%	40,310
<b>Total Other Assets</b>	<b>71,555</b>	<b>40,467</b>	<b>31,088</b>	<b>77%</b>	<b>40,310</b>
<b>TOTAL ASSETS</b>	<b>674,005</b>	<b>874,703</b>	<b>(200,698)</b>	<b>(23%)</b>	<b>257,031</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
2000-00 · Accounts Payable	85,766	33,815	51,951	154%	64,362
<b>Total Accounts Payable</b>	<b>85,766</b>	<b>33,815</b>	<b>51,951</b>	<b>154%</b>	<b>64,362</b>
<b>Total Current Liabilities</b>	<b>85,766</b>	<b>33,815</b>	<b>51,951</b>	<b>154%</b>	<b>64,362</b>
<b>Total Liabilities</b>	<b>85,766</b>	<b>33,815</b>	<b>51,951</b>	<b>154%</b>	<b>64,362</b>
<b>Equity</b>					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	395,571	353,905	41,666	12%	(294,315)
<b>Total Equity</b>	<b>588,240</b>	<b>840,888</b>	<b>(252,648)</b>	<b>(30%)</b>	<b>192,668</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>674,006</b>	<b>874,703</b>	<b>(200,697)</b>	<b>(23%)</b>	<b>257,030</b>

# North Lake Tahoe Marketing Cooperative

## A/R Aging Summary

As of January 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	999.00	0.00	0.00	0.00	999.00
IVCBVB	1,333.00	0.00	0.00	0.00	0.00	1,333.00
NLTRA*	0.00	257,679.67	0.00	0.00	0.00	257,679.67
The Resort of Squaw Creek	0.00	0.00	1,276.17	0.00	0.00	1,276.17
The Village of Palisades	0.00	0.00	1,276.17	0.00	0.00	1,276.17
<b>TOTAL</b>	<b><u>1,333.00</u></b>	<b><u>258,678.67</u></b>	<b><u>2,552.34</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>262,564.01</u></b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
**As of January 31, 2022**

---

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
<b>Augustineldeas</b>	40,103.85	0.00	0.00	0.00	0.00	40,103.85
<b>FedEx</b>	48.70	0.00	0.00	0.00	0.00	48.70
<b>MAHK Advertising</b>	40,313.24	0.00	0.00	0.00	0.00	40,313.24
<b>NLTRA</b>	240.00	0.00	0.00	0.00	0.00	240.00
<b>Visa USA, Inc.</b>	5,060.00	0.00	0.00	0.00	0.00	5,060.00
<b>TOTAL</b>	<u><b>85,765.79</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>85,765.79</b></u>



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

Accrual Basis

January 2022

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
<b>Income</b>							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	403,663	403,662	1	692,000
4001-00 · NLTRA Funding	257,680	257,680	0	724,480	724,480	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	6,000	6,000	0	8,000
<b>Total Income</b>	<b>317,346</b>	<b>317,346</b>	<b>0</b>	<b>1,134,143</b>	<b>1,134,142</b>	<b>1</b>	<b>1,800,000</b>
<b>Gross Profit</b>	<b>317,346</b>	<b>317,346</b>	<b>0</b>	<b>1,134,143</b>	<b>1,134,142</b>	<b>1</b>	<b>1,800,000</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5002-01 · Native Display	19,333	6,000	13,333	26,333	33,500	(7,167)	70,000
5004-00 · Trip Advisor	0	2,000	(2,000)	17,735	23,000	(5,265)	50,000
5005-00 · Paid Social	4,622	4,100	522	42,387	69,960	(27,573)	132,960
5005-01 · Digital Display / Retargeting	3,514	2,500	1,014	56,579	43,140	13,439	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	0	37,500	(37,500)	27,935	112,500	(84,565)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	2,462	2,372	90	18,362	16,609	1,753	28,469
5007-00 · Creative Production - Other	128	0	128	765	0	765	0
<b>Total 5007-00 · Creative Production</b>	<b>2,599</b>	<b>39,872</b>	<b>(37,283)</b>	<b>48,937</b>	<b>129,109</b>	<b>(80,172)</b>	<b>178,469</b>
5010-00 · Account Strategy & Management	7,000	7,000	0	49,000	49,000	0	84,000
5010-02 · Website Strategy & Analysis	(2,500)			0	0	0	0
5016 · Video Streaming	0	0	0	52,593	50,000	2,593	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	4,090	3,744	346	25,341	34,358	(9,017)	71,166
5018-01 · Digital Ad Serving	65	200	(135)	488	3,200	(2,712)	6,000
5020-00 · Search Engine Marketing	2,385	2,000	385	24,664	24,000	664	54,000
5022-00 · Email	5,000	5,000	(0)	9,999	10,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	14,000	(9,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	7,000	(7,000)	0	7,000	(7,000)	14,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>46,099</b>	<b>81,416</b>	<b>(35,317)</b>	<b>359,658</b>	<b>490,267</b>	<b>(130,609)</b>	<b>903,595</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	0	0	0	1,000	(1,000)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	0	0	0	2,820	2,000	820	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	185	6,000	(5,815)	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	0	0	0	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	5,000	(5,000)	0	5,000	(5,000)	15,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>0</b>	<b>8,000</b>	<b>(8,000)</b>	<b>9,733</b>	<b>28,850</b>	<b>(19,117)</b>	<b>81,250</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	10,000	5,000	5,000	30,000	30,000	0	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,500	750	750	2,772	6,750	(3,978)	12,000
5204-00 · Media Mission(s)	0	10,000	(10,000)	2,967	17,000	(14,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	5,600	5,600	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,680	1,680	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	8,921	0	8,921	8,921	6,200	2,721	18,600
5210-00 · Content Dev - Newsletters	0	1,800	(1,800)	6,510	12,600	(6,090)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	41,000	41,000	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	0	0	0	4,000	(4,000)	8,000
5222-00 · Media Tracking / Membership	883	294	589	2,660	2,058	602	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,000	(797)	1,500
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>28,344</b>	<b>25,134</b>	<b>3,210</b>	<b>103,741</b>	<b>142,488</b>	<b>(38,747)</b>	<b>253,910</b>
<b>6000-00 · CONFERENCE SALES</b>							
6005-00 · Paid Media	1,894	1,511	383	7,274	7,555	(281)	24,114
6006-00 · CVENT	712	916	(204)	5,021	6,386	(1,365)	10,967
6007-00 · Creative Production	0	0	0	12,093	5,000	7,093	10,000

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

Accrual Basis

January 2022

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	3,000	(3,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	314	459	(145)	3,939	2,295	1,644	4,590
6018-01 · MCC Digital Ad Serving	14	42	(28)	26	294	(268)	500
6019-00 · Conference Direct Partnership	1,750	0	1,750	3,500	7,000	(3,500)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,083	7,000	(2,917)	7,000
6152-00 · Client Events / Opportunities	0	1,000	(1,000)	1,650	3,000	(1,350)	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,420	1,250	170	2,500
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>5,393</b>	<b>4,928</b>	<b>465</b>	<b>39,007</b>	<b>42,780</b>	<b>(3,773)</b>	<b>91,450</b>
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	0	0	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	1,503	0	1,503	1,347	5,000	(3,653)	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	4,000	0	4,000	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0	0	0	1,566	0	0	0
6156-00 · Connect California	0	0	0	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 Silcon 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	1,500	(1,500)	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	(1,167)	0	0	583	0	583	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
<b>Total 6100-00 · TRADE SHOWS</b>	<b>4,336</b>	<b>1,500</b>	<b>2,836</b>	<b>13,300</b>	<b>35,395</b>	<b>(22,095)</b>	<b>53,895</b>
6106-00 · CalSAE Seasonal Spectacular	(1,503)	0	0	0	0	0	0
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	15,000	(15,000)	30,000
5009-00 · Fulfillment / Mail	49	200	(151)	1,378	1,400	(22)	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,167	0	1,167	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	(7,109)	885	(7,994)	5,500	6,195	(695)	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	303	4,000	(3,697)	8,000
7004-00 · Research	7,765	2,750	5,015	22,393	19,250	3,143	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	9,478	8,338	1,140	9,478	16,676	(7,198)	33,352
7008-00 · Opportunistic Funds	1,500	0	1,500	1,500	25,000	(23,500)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,239	(1,239)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	4,345	4,375	(30)	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
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>12,470</b>	<b>15,975</b>	<b>(3,505)</b>	<b>112,067</b>	<b>159,135</b>	<b>(47,068)</b>	<b>340,253</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	29,750	29,750	0	51,000
8003-00 · Website Hosting Maintenance	(7,322)	534	(7,856)	1,316	1,602	(286)	2,161
8004-00 · Website Strategy & Maintenance	15,000	7,500	7,500	52,500	52,500	0	90,000
8005-00 · Website SEO Strategy/Maint	0	2,500	(2,500)	17,500	17,500	0	30,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>11,928</b>	<b>14,784</b>	<b>(2,856)</b>	<b>101,066</b>	<b>101,352</b>	<b>(286)</b>	<b>173,161</b>
<b>Total Expense</b>	<b>107,067</b>	<b>151,737</b>	<b>(44,670)</b>	<b>738,572</b>	<b>1,000,267</b>	<b>(261,695)</b>	<b>1,897,514</b>
<b>Net Income</b>	<b>210,278</b>	<b>165,609</b>	<b>44,670</b>	<b>395,571</b>	<b>133,875</b>	<b>261,696</b>	<b>(97,514)</b>

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	403,663.00	328,800.00	74,863.00	22.8%
4001-00 · NLTRA Funding	724,480.11	546,252.63	178,227.48	32.6%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
<b>Total Income</b>	<b>1,134,143.11</b>	<b>926,252.63</b>	<b>207,890.48</b>	<b>22.4%</b>
<b>Gross Profit</b>	<b>1,134,143.11</b>	<b>926,252.63</b>	<b>207,890.48</b>	<b>22.4%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5002-01 · Native Display	26,333.32	3,333.32	23,000.00	690.0%
5004-00 · Trip Advisor	17,734.96	5,902.93	11,832.03	200.4%
5005-00 · Paid Social	42,387.49	18,896.35	23,491.14	124.3%
5005-01 · Digital Display / Retargeting	56,578.72	40,052.28	16,526.44	41.3%
5007-00 · Creative Production				
5007-01 · Creative Production	27,934.55	37,103.87	-9,169.32	-24.7%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	18,362.05	4,101.63	14,260.42	347.7%
5007-00 · Creative Production - Other	765.00	1,020.00	-255.00	-25.0%
<b>Total 5007-00 · Creative Production</b>	<b>48,937.20</b>	<b>45,068.00</b>	<b>3,869.20</b>	<b>8.6%</b>
5010-00 · Account Strategy & Management	49,000.00	42,000.00	7,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	9,612.00	-9,612.00	-100.0%
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	25,341.00	29,823.23	-4,482.23	-15.0%
5018-01 · Digital Ad Serving	488.30	332.89	155.41	46.7%
5020-00 · Search Engine Marketing	24,664.20	34,744.30	-10,080.10	-29.0%
5022-00 · Email	9,999.40	4,162.45	5,836.95	140.2%
5024-00 · Fusion 7	5,000.00	14,000.00	-9,000.00	-64.3%
5029-00 · Television	0.00	5,330.55	-5,330.55	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>359,657.73</b>	<b>253,258.30</b>	<b>106,399.43</b>	<b>42.0%</b>
<b>5110-00 · LEISURE SALES</b>				
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	10,000.00	-10,000.00	-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	8,266.22	-8,266.22	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>9,733.24</b>	<b>19,702.78</b>	<b>-9,969.54</b>	<b>-50.6%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	30,000.00	10,500.00	19,500.00	185.7%
5202-00 · PR Program/ Content Dev - Blogs	2,772.36	7,500.00	-4,727.64	-63.0%
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	5,600.00	3,500.00	2,100.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,680.00	2,100.00	-420.00	-20.0%
5209-00 · Domestic Travel Media FAMS	8,920.83	5,865.75	3,055.08	52.1%
5210-00 · Content Dev - Newsletters	6,510.00	10,800.00	-4,290.00	-39.7%
5211-00 · Social Media Strategy & Mgmt	41,000.00	28,000.00	13,000.00	46.4%
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	2,659.95	1,800.00	859.95	47.8%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>103,740.53</b>	<b>104,744.49</b>	<b>-1,003.96</b>	<b>-1.0%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	7,274.02	18,995.32	-11,721.30	-61.7%
6006-00 · CVENT	5,021.22	10,678.00	-5,656.78	-53.0%
6007-00 · Creative Production	12,092.99	14,308.19	-2,215.20	-15.5%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	477.72	-477.72	-100.0%
6018-00 · MCC Media Commission	3,939.38	4,037.71	-98.33	-2.4%
6018-01 · MCC Digital Ad Serving	26.21	0.00	26.21	100.0%
6019-00 · Conference Direct Partnership	3,499.99	4,916.69	-1,416.70	-28.8%
6128-00 · HelmsBriscoe Strategic Partner	4,083.31	4,083.31	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	108.54	1,541.46	1,420.2%
6153-00 · Chicago Sales Rep Support	1,420.18	1,205.65	214.53	17.8%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>39,007.30</b>	<b>61,710.13</b>	<b>-22,702.83</b>	<b>-36.8%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	1,346.53	1,099.00	247.53	22.5%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
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%

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
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	583.33	0.00	583.33	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>13,299.80</b>	<b>8,661.56</b>	<b>4,638.24</b>	<b>53.6%</b>
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	1,377.60	1,045.87	331.73	31.7%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,166.69	833.35	333.34	40.0%
7002-00 · CRM Subscription	5,500.00	5,124.98	375.02	7.3%
7003-00 · IVCBVB Entertainment Fund	302.62	398.08	-95.46	-24.0%
7004-00 · Research	22,393.32	0.00	22,393.32	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	9,478.33	11,775.43	-2,297.10	-19.5%
7008-00 · Opportunistic Funds	1,500.00	131.19	1,368.81	1,043.4%
7010-00 · Photo Management & Storage	4,345.25	4,225.06	120.19	2.8%
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%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>112,067.16</b>	<b>74,099.43</b>	<b>37,967.73</b>	<b>51.2%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	29,750.00	29,801.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	1,316.00	20,369.00	-19,053.00	-93.5%
8004-00 · Website Strategy & Maintenance	52,500.00	0.00	52,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	17,500.00	0.00	17,500.00	100.0%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENA...</b>	<b>101,066.00</b>	<b>50,170.94</b>	<b>50,895.06</b>	<b>101.4%</b>
<b>Total Expense</b>	<b>738,571.76</b>	<b>572,347.63</b>	<b>166,224.13</b>	<b>29.0%</b>
<b>Net Income</b>	<b>395,571.35</b>	<b>353,905.00</b>	<b>41,666.35</b>	<b>11.8%</b>

<b>2021.22 BUDGET SUMMARY</b>			
<b>TBID</b>	<b>Revenues</b>	<b>Costs</b>	<b>Net Results</b>
Marketing, Promotion & Events	2,479,668.29	(672,260.59)	1,807,407.70
Visitors Center & Services	344,791.97	(93,282.25)	251,509.72
Business Advocacy & Support	259,774.77	(70,466.93)	189,307.84
Zone 1 Services	699,030.30	(189,133.19)	509,897.11
Econ Devel, Trans, Other Opportunities	358,961.50	(97,203.82)	261,757.68
Sustainability, Mitigation of Tourism	155,864.86	(41,641.75)	114,223.11
Administration	236,158.88	(64,013.91)	172,144.97
County Administration	94,463.55	(25,605.56)	68,857.99
Contingency	94,463.55	(25,605.56)	68,857.99
<b>TOTAL TBID</b>	<b>4,723,177.69</b>	<b>(1,279,213.57)</b>	<b>3,443,964.12</b>

NOTES:

Percentage of budget per category:

52.48%  
7.30%  
5.50%  
14.81%  
7.60%  
3.32%  
5.00%  
2.00%  
2.00%  


---

100.00%

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Marketing, Promotions, Special Events**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	2,479,668.29
4050-00 · County of Placer TOT Funding	0.00
4253-00 · Revenue- Other	0.00
4350-00 · Special Events (Marketing)	0.00
4720-00 · Miscellaneous	0.00
<b>Total Income</b>	2,479,668.29
<b>Gross Profit</b>	2,479,668.29
<b>Expense</b>	
<b>5000-00 · Salaries &amp; Wages</b>	
5000-01 · In-Market Administration	0.00
5020-00 · P/R - Tax Expense	12,030.58
5030-00 · P/R - Health Insurance Expense	18,668.75
5040-00 · P/R - Workmans Comp	886.25
5060-00 · 401 (k)	4,955.95
5070-00 · Other Benefits and Expenses	588.86
5000-00 · Salaries & Wages - Other	123,898.79
<b>Total 5000-00 · Salaries &amp; Wages</b>	161,029.19
<b>5100-00 · Rent</b>	
5110-00 · Utilities	810.00
5140-00 · Repairs & Maintenance	412.50
5150-00 · Office - Cleaning	1,021.30
5100-00 · Rent - Other	10,061.65
<b>Total 5100-00 · Rent</b>	12,305.45
<b>5310-00 · Telephone</b>	
5320-00 · Telephone	4,302.00
<b>Total 5310-00 · Telephone</b>	4,302.00
5420-00 · Mail - USPS	50.00
<b>5520-00 · Supplies</b>	
5525-00 · Supplies- Computer	0.00
5520-00 · Supplies - Other	1,587.50
<b>Total 5520-00 · Supplies</b>	1,587.50
5700-00 · Equipment Support & Maintenance	37.50
5710-00 · Taxes, Licenses & Fees	62.50
5740-00 · Equipment Rental/Leasing	0.00
5800-00 · Training Seminars	250.00
<b>5900-00 · Professional Fees</b>	
5910-00 · Professional Fees - Attorneys	375.00
5921-00 · Professional Fees - Other	375.00
<b>Total 5900-00 · Professional Fees</b>	750.00
5941-00 · Research & Planning	0.00
6020-00 · Programs	

**NLTRA NLT TBID Budget  
April 1, 2022 - June 30, 2022**

	<b>Marketing, Promotions, Special Events</b>	
6016-00 · Special Event Partnership		0.00
6018-00 · Business Assoc. Grants		10,000.00
<b>Total 6020-00 · Programs</b>		<b>10,000.00</b>
<b>6420-00 · Events</b>		
<b>6420-01 · Sponsorships</b>		
6023-00 · Autumn Food & Wine		0.00
6421-01 · 4th of July Fireworks		0.00
6421-04 · Broken Arrow Skyrace		400.00
6421-06 · Spartan		0.00
6421-07 · Tahoe Lacrosse Tournament		0.00
6421-09 · Wanderlust		0.00
6421-10 · WinterWonderGrass - Tahoe		0.00
6421-13 · Big Blue Adventure		0.00
6421-16 · Mountain Travel Symposium		0.00
6421-17 · Enduro		0.00
6421-18 · Sponsorships - Other		0.00
6420-01 · Sponsorships - Other		0.00
<b>Total 6420-01 · Sponsorships</b>		<b>400.00</b>
6421-00 · New Event Development		34,025.00
6424-00 · Event Operation Expenses		16,000.00
<b>Total 6420-00 · Events</b>		<b>50,425.00</b>
6730-00 · Marketing Cooperative/Media		228,722.08
6742-00 · Non-NLT Co-Op Marketing Program		15,000.00
<b>6743-00 · BACC Marketing Programs</b>		
6743-01 · Year Round Shopping Campaign		6,000.00
6743-03 · Winter Lakeside Campaign		0.00
6743-04 · Summerlong Music Campaign		20,000.00
6743-05 · Summer Mountain Campaign		20,000.00
6743-06 · COVID Summer Recovery Campaign		0.00
6743-07 · Winter Regional Campaign		0.00
6743-08 · Summer Regional Campaign		0.00
<b>Total 6743-00 · BACC Marketing Programs</b>		<b>46,000.00</b>
7500-00 · Trade Shows/Travel		0.00
8200-00 · Associate Relations		100.00
8500-00 · Credit Card Fees		0.00
8600-00 · Additional Opportunitites		36,000.00
8700-00 · Automobile Expenses		375.00
8750-00 · Meals/Meetings		212.50
8810-00 · Dues & Subscriptions		250.00
8910-00 · Travel		1,250.00
8920-00 · Bad Debt		0.00
<b>Total Expense</b>		<b>568,708.73</b>
<b>Net Ordinary Income</b>		<b>1,910,959.56</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
4700-00 · Revenues- Interest & Investment		0.00

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Marketing, Promotions, Special Events**

<b>Total Other Income</b>	
<b>Other Expense</b>	.
<b>8990-00 · Allocated</b>	103,551.87
<b>Total Other Expense</b>	<u>103,551.87</u>
<b>Net Other Income</b>	<u>-103,551.87</u>
<b>Net Income</b>	<u><u>1,807,407.70</u></u>



**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Visitor Services Visitor Centers**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
TBID ASSESSMENT REVENUE	344,791.97
4050-00 · County of Placer TOT Funding	0.00
46000 · Merchandise Sales	
4502-00 · Non-Retail VIC income	0.00
4504-00 · Retail Revenue - Other	0.00
46000 · Merchandise Sales - Other	25,500.00
<b>Total 46000 · Merchandise Sales</b>	<b>25,500.00</b>
<b>Total Income</b>	<b>370,291.97</b>
<b>Gross Profit</b>	<b>370,291.97</b>
<b>Expense</b>	
5000-00 · Salaries & Wages	
5020-00 · P/R - Tax Expense	3,738.03
5030-00 · P/R - Health Insurance Expense	1,500.00
5040-00 · P/R - Workmans Comp	1,750.00
5060-00 · 401 (k)	1,495.21
5070-00 · Other Benefits and Expenses	250.00
5000-00 · Salaries & Wages - Other	37,380.29
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>46,113.53</b>
5100-00 · Rent	
5110-00 · Utilities	1,395.00
5140-00 · Repairs & Maintenance	1,500.00
5150-00 · Office - Cleaning	625.00
5100-00 · Rent - Other	20,542.73
<b>Total 5100-00 · Rent</b>	<b>24,062.73</b>
5310-00 · Telephone	
5320-00 · Telephone	1,593.33
<b>Total 5310-00 · Telephone</b>	<b>1,593.33</b>
5420-00 · Mail - USPS	50.00
5520-00 · Supplies	
5525-00 · Supplies- Computer	225.00
5520-00 · Supplies - Other	1,750.00
<b>Total 5520-00 · Supplies</b>	<b>1,975.00</b>
5610-00 · Depreciation	0.00
5700-00 · Equipment Support & Maintenance	12.50
5710-00 · Taxes, Licenses & Fees	12.50
5740-00 · Equipment Rental/Leasing	187.50
5800-00 · Training Seminars	0.00
5850-00 · Artist of Month - Commissions	500.00
6740-00 · Media/Collateral/Production	5,000.00
6742-00 · Non-NLT Co-Op Marketing Program	3,000.00
8100-00 · Cost of Goods Sold	

**NLTRA NLT TBID Budget  
April 1, 2022 - June 30, 2022**

**Visitor Services Visitor Centers**

51100 · Freight and Shipping Costs	375.00
52500 · Purchase Discounts	0.00
59900 · POS Inventory Adjustments	0.00
8100-01 · CGS - Other	0.00
8100-00 · Cost of Goods Sold - Other	12,750.00
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>13,125.00</b>
8200-00 · Associate Relations	75.00
8500-00 · Credit Card Fees	1,203.50
8600-00 · Additional Opportunites	3,000.00
8700-00 · Automobile Expenses	125.00
8750-00 · Meals/Meetings	50.00
8810-00 · Dues & Subscriptions	400.00
8910-00 · Travel	0.00
8920-00 · Bad Debt	0.00
<b>Total Expense</b>	<b>100,485.59</b>
<b>Net Ordinary Income</b>	<b>269,806.38</b>
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	18,296.66
<b>Total Other Expense</b>	<b>18,296.66</b>
<b>Net Other Income</b>	<b>-18,296.66</b>
<b>Net Income</b>	<b>251,509.72</b>

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Business Advocacy Support**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	259,774.77
<b>4200-00 · Membership Dues Revenue</b>	18,750.00
<b>4250-00 · Revenues-Membership Activities</b>	
<b>4250-01 · Community Awards</b>	
4250-04 · Silent Auction	0.00
4250-05 · Sponsorships	0.00
4250-01 · Community Awards - Other	0.00
<b>Total 4250-01 · Community Awards</b>	0.00
<b>4250-02 · Chamber Events</b>	1,500.00
<b>4250-03 · Summer/Winter Rec Luncheon</b>	1,000.00
<b>4251-00 · Tues AM Breakfast Club</b>	
4251-01 · Tues AM Breakfast Club Sponsors	800.00
4251-00 · Tues AM Breakfast Club - Other	1,650.00
<b>Total 4251-00 · Tues AM Breakfast Club</b>	2,450.00
<b>4250-00 · Revenues-Membership Activities - Other</b>	0.00
<b>Total 4250-00 · Revenues-Membership Activities</b>	4,950.00
<b>4253-00 · Revenue- Other</b>	1,500.00
<b>Total Income</b>	284,974.77
<b>Gross Profit</b>	284,974.77
<b>Expense</b>	
<b>5000-00 · Salaries &amp; Wages</b>	
5000-01 · In-Market Administration	0.00
5020-00 · P/R - Tax Expense	1,849.50
5030-00 · P/R - Health Insurance Expense	1,750.00
5040-00 · P/R - Workmans Comp	53.13
5060-00 · 401 (k)	686.48
5070-00 · Other Benefits and Expenses	193.87
5000-00 · Salaries & Wages - Other	18,495.00
<b>Total 5000-00 · Salaries &amp; Wages</b>	23,027.97
<b>5100-00 · Rent</b>	
5110-00 · Utilities	122.55
5140-00 · Repairs & Maintenance	62.50
5150-00 · Office - Cleaning	154.52
5100-00 · Rent - Other	1,874.93
<b>Total 5100-00 · Rent</b>	2,214.50
<b>5310-00 · Telephone</b>	
5320-00 · Telephone	650.88
<b>Total 5310-00 · Telephone</b>	650.88
<b>5420-00 · Mail - USPS</b>	30.00
<b>5520-00 · Supplies</b>	
5525-00 · Supplies- Computer	0.00

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**

5520-00 · Supplies - Other	500.00
<b>Total 5520-00 · Supplies</b>	<b>500.00</b>
5610-00 · Depreciation	0.00
5700-00 · Equipment Support & Maintenance	0.00
5710-00 · Taxes, Licenses & Fees	12.50
5740-00 · Equipment Rental/Leasing	62.50
5800-00 · Training Seminars	0.00
5900-00 · Professional Fees	
5921-00 · Professional Fees - Other	0.00
<b>Total 5900-00 · Professional Fees</b>	<b>0.00</b>
6423-00 · Membership Activities	
6434-00 · Community Awards Dinner	0.00
6435-00 · Shop Local Event	0.00
6436-00 · Membership - Wnt/Sum Rec Lunch	500.00
6437-00 · Tuesday Morning Breakfast Club	1,237.50
6442-00 · Public Relations/Website/Digita	1,500.00
6444-00 · Trades	0.00
6423-00 · Membership Activities - Other	1,250.00
<b>Total 6423-00 · Membership Activities</b>	<b>4,487.50</b>
6742-00 · Non-NLT Co-Op Marketing Program	
8200-00 · Associate Relations	20.00
8500-00 · Credit Card Fees	150.00
8600-00 · Additional Opportunites	49,500.00
8700-00 · Automobile Expenses	125.00
8750-00 · Meals/Meetings	100.00
8810-00 · Dues & Subscriptions	50.00
8910-00 · Travel	0.00
8920-00 · Bad Debt	0.00
<b>Total Expense</b>	<b>80,930.85</b>
<b>Net Ordinary Income</b>	<b>204,043.93</b>
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	14,736.08
<b>Total Other Expense</b>	<b>14,736.08</b>
<b>Net Other Income</b>	<b>-14,736.08</b>
<b>Net Income</b>	<b>189,307.84</b>

**NLTRA NLT TBID Budget  
 April 1, 2022 - June 30, 2022  
 Zone 1 Specific Services**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
TBID ASSESSMENT REVENUE	699,030.30
<b>Total Income</b>	699,030.30
<b>Gross Profit</b>	699,030.30
<b>Expense</b>	
8600-00 · Additional Opportunites	160,000.00
<b>Total Expense</b>	160,000.00
<b>Net Ordinary Income</b>	539,030.30
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	29,133.19
<b>Total Other Expense</b>	29,133.19
<b>Net Other Income</b>	-29,133.19
<b>Net Income</b>	<b>509,897.11</b>

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Economic Development, Transportation, Other Opportunities**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	358,961.50
<b>Total Income</b>	358,961.50
<b>Gross Profit</b>	358,961.50
<b>Expense</b>	
<b>5000-00 · Salaries &amp; Wages</b>	
5020-00 · P/R - Tax Expense	618.75
5030-00 · P/R - Health Insurance Expense	1,000.00
5040-00 · P/R - Workmans Comp	20.83
5060-00 · 401 (k)	246.67
5070-00 · Other Benefits and Expenses	41.82
5000-00 · Salaries & Wages - Other	6,187.50
<b>Total 5000-00 · Salaries &amp; Wages</b>	8,115.57
<b>5100-00 · Rent</b>	
5110-00 · Utilities	25.05
5140-00 · Repairs & Maintenance	0.00
5150-00 · Office - Cleaning	31.58
5100-00 · Rent - Other	298.32
<b>Total 5100-00 · Rent</b>	354.95
<b>5310-00 · Telephone</b>	
5320-00 · Telephone	133.04
<b>Total 5310-00 · Telephone</b>	133.04
<b>8600-00 · Additional Opportunitis</b>	78,000.00
<b>Total Expense</b>	86,603.57
<b>Net Ordinary Income</b>	272,357.94
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	10,600.25
<b>Total Other Expense</b>	10,600.25
<b>Net Other Income</b>	-10,600.25
<b>ncome</b>	<b>261,757.68</b>

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Sustainability Mitigation of Tourism Impacts**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	155,864.86
<b>Total Income</b>	155,864.86
<b>Gross Profit</b>	155,864.86
<b>Expense</b>	
<b>5000-00 · Salaries &amp; Wages</b>	
5020-00 · P/R - Tax Expense	618.75
5030-00 · P/R - Health Insurance Expense	1,000.00
5040-00 · P/R - Workmans Comp	20.83
5060-00 · 401 (k)	246.67
5070-00 · Other Benefits and Expenses	41.82
5000-00 · Salaries & Wages - Other	6,187.50
<b>Total 5000-00 · Salaries &amp; Wages</b>	8,115.57
<b>5100-00 · Rent</b>	
5110-00 · Utilities	24.90
5140-00 · Repairs & Maintenance	0.00
5150-00 · Office - Cleaning	31.40
5100-00 · Rent - Other	296.53
<b>Total 5100-00 · Rent</b>	352.83
<b>5310-00 · Telephone</b>	
5320-00 · Telephone	132.25
<b>Total 5310-00 · Telephone</b>	132.25
<b>8600-00 · Additional Opportunitites</b>	28,500.00
<b>Total Expense</b>	37,100.65
<b>Net Ordinary Income</b>	118,764.22
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	4,541.11
<b>Total Other Expense</b>	4,541.11
<b>Net Other Income</b>	-4,541.11
<b>ncome</b>	<b>114,223.11</b>

**NLTRA NLT TBID Budget  
 April 1, 2022 - June 30, 2022  
 Administration**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	236,158.88
<b>Total Income</b>	236,158.88
<b>Gross Profit</b>	236,158.88
<b>Expense</b>	
<b>Total Expense</b>	0.00
<b>Net Ordinary Income</b>	236,158.88
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	64,013.91
<b>Total Other Expense</b>	64,013.91
<b>Net Other Income</b>	-64,013.91
<b>Net Income</b>	<b>172,144.97</b>



**NLTRA NLT TBID Budget  
 April 1, 2022 - June 30, 2022  
 County Administrative Fee**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
TBID ASSESSMENT REVENUE	25,605.56
<b>Total Income</b>	25,605.56
<b>Gross Profit</b>	25,605.56
<b>Expense</b>	
5710-00 · Taxes, Licenses & Fees	25,605.56
<b>Total Expense</b>	25,605.56
<b>Net Ordinary Income</b>	0.00
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
8990-00 · Allocated	0.00
<b>Total Other Expense</b>	0.00
<b>Net Other Income</b>	0.00
<b>Net Income</b>	<b>0.00</b>

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Contingency/Reserve**

	<b>TOTAL</b>
	<b>Apr - Jun 22 Budget</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>TBID ASSESSMENT REVENUE</b>	94,463.55
<b>Total Income</b>	94,463.55
<b>Gross Profit</b>	94,463.55
<b>Expense</b>	
<b>Total Expense</b>	0.00
<b>Net Ordinary Income</b>	94,463.55
<b>Other Income/Expense</b>	
<b>Other Expense</b>	
<b>Total Other Expense</b>	0.00
<b>Net Other Income</b>	0.00
<b>Net Income</b>	<b>94,463.55</b>

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**  
**Administrative Overhead**

	<b>Q4 TOTAL</b>
	<b>Apr'22 - Jun '22</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Total Income	0.00
<b>Gross Profit</b>	0.00
<b>Expense</b>	
<b>5000-00 · Salaries &amp; Wages</b>	
5020-00 · P/R - Tax Expense	10,688.71
5030-00 · P/R - Health Insurance Expense	11,250.00
5040-00 · P/R - Workmans Comp	583.00
5060-00 · 401 (k)	4,070.58
5070-00 · Other Benefits and Expenses	548.29
5000-00 · Salaries & Wages - Other	106,887.13
Total 5000-00 · Salaries & Wages	134,027.72
<b>5100-00 · Rent</b>	
5110-00 · Utilities	652.50
5140-00 · Repairs & Maintenance	1,250.00
5150-00 · Office - Cleaning	822.72
5100-00 · Rent - Other	8,904.51
Total 5100-00 · Rent	11,629.73
<b>5310-00 · Telephone</b>	
5320-00 · Telephone	5,805.50
Total 5310-00 · Telephone	5,805.50
<b>5420-00 · Mail - USPS</b>	
5480-00 · Mail - Fed Ex	0.00
5420-00 · Mail - USPS - Other	250.00
Total 5420-00 · Mail - USPS	250.00
<b>5510-00 · Insurance/Bonding</b>	3,750.00
<b>5520-00 · Supplies</b>	
5525-00 · Supplies- Computer	0.00
5520-00 · Supplies - Other	1,500.00
Total 5520-00 · Supplies	1,500.00
<b>5610-00 · Depreciation</b>	1,458.28
<b>5700-00 · Equipment Support &amp; Maintenance</b>	8,750.00
<b>5710-00 · Taxes, Licenses &amp; Fees</b>	3,750.00
<b>5740-00 · Equipment Rental/Leasing</b>	375.00
<b>5800-00 · Training Seminars</b>	1,250.00
<b>5900-00 · Professional Fees</b>	
5910-00 · Professional Fees - Attorneys	1,875.00
5920-00 · Professional Fees - Accountant	0.00
5921-00 · Professional Fees - Other	2,500.00
Total 5900-00 · Professional Fees	4,375.00
<b>5941-00 · Research &amp; Planning</b>	3,750.00
<b>6742-00 · Non-NLT Co-Op Marketing Program</b>	

**NLTRA NLT TBID Budget**  
**April 1, 2022 - June 30, 2022**

<b>Administrative Overhead</b>		
7500-00 · Trade Shows/Travel		5,000.00
8200-00 · Associate Relations		375.00
8300-00 · Board Functions		1,750.00
8500-00 · Credit Card Fees		
8600-00 · Additional Opportunit		2,500.00
8700-00 · Automobile Expenses		750.00
8750-00 · Meals/Meetings		1,250.00
8810-00 · Dues & Subscriptions		3,000.00
8910-00 · Travel		
8920-00 · Bad Debt		0.00
<b>Total Expense</b>		<b>195,296.23</b>
<b>Net Ordinary Income</b>		<b>-195,296.23</b>
<b>Other Income/Expense</b>		
<b>Other Expense</b>		
8990-00 · Allocated		-195,296.23
<b>Total Other Expense</b>		<b>-195,296.23</b>
<b>Net Other Income</b>		<b>195,296.23</b>
<b>Net Income</b>		<b>-0.00</b>

**KEY METRICS FOR Jan 31, 2022 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 November 2021)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,272,316	94,169			\$ 1,366,485
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Jan 2022)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
<b>Tahoe City:</b>					
Walk In	27903	31506	17669	19218	8.77%
Phone	1827	1944	1774	1711	-3.55%
Email	250	284	290	348	20.00%
<b>Kings Beach (Walk In)</b>	4439	8322	5408	3998	-26.07%
<b>NLT - Event Traffic</b>	3295	2913	749	1604	114.15%
<b>Total</b>	<b>37,714</b>	<b>44,969</b>	<b>25,890</b>	<b>26,879</b>	<b>3.82%</b>

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	\$ -	
<b>Total</b>	<b>\$ 3,080,242</b>	<b>\$ 3,378,190</b>	<b>\$ 2,723,590</b>	<b>\$ 661,434</b>	

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	59.7%	30.9%	93.20%
ADR (Average Daily Rate)	\$ 459	\$ 381	20.47%
RevPAR (Rev per Available Room)	\$ 274	\$ 118	132.20%
Occupancy 1 Mth Forecast	61.3%	39.1%	56.78%
ADR 1 Mth Forecast	\$ 519	\$ 463	12.10%
RevPAR 1 Mth Forecast	\$ 318	\$ 181	75.69%
Occupancy (prior 6 months)	43.7%	34.6%	26.30%
ADR (prior 6 months)	\$ 423	\$ 384	10.16%
RevPAR (prior 6 months)	\$ 185	\$ 133	39.10%
Occupancy (next 6 months)	35.0%	19.3%	81.35%
ADR (next 6 months)	\$ 454	\$ 434	4.61%
RevPAR (next 6 months)	\$ 159	\$ 84	89.29%

Unemployment Rates - EDD	Dec 2021
<b>California (pop. 38,332,521)</b>	<b>6.5%</b>
<b>Placer County (367,309)</b>	<b>3.3%</b>
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.0%
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
<b>June 2021</b>	<b>366</b>

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	\$ 290,287	\$ 1,888,954	84.63%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	1,361	8,853	84.63%		
Number of Bookings	8	6	27	77.78%		
Conference Revenue And Percentage by County:						
	<u>20-21</u>	<u>21-22</u>				
Placer	100%	\$257,997	\$ 290,287	\$ 1,274,876 77.23%		
Washoe	0%	\$0	\$ -	\$ 614,078 100.00%		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$257,997</b>	<b>\$ 290,287</b>	<b>\$ 1,888,954</b>	<b>84.63%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	