



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

March 23rd, 2022 at 3:00 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 Siclen

Accounting

Manager

Aprille Viray

Staff Accountant

Quorum

2 Members with 1

being a Board

Member

A. Call to Order – Establish Quorum

B. Roll Call

C. Public Forum

This is an opportunity for members of the public to address the Committee on items which are not on the agenda. Please state your name for the record. Comments are limited to three minutes. The Committee may choose to acknowledge the comment or, where appropriate, briefly answer a question, refer the matter to staff, or set the item for discussion at a future meeting.

D. Agenda Amendments & Approval [MOTION]

E. Approval of Finance Committee Meeting Minutes:

- 02/22/2022 Meeting Minutes [MOTION] Pg. 1

F. Review and Approval of Preliminary Financials:

- Review Staff Report of Financial PerformancePg. 2
- NLTRA 02/28/2022 Financials Review [MOTION].....Pg. 6
- NLTMC 02/28/2022 Financials ReviewPg. 26

G. Items for Committee Review, Discussion/or Recommendations

- TBID Update

H. Supplemental Information

- February 2022 Dashboard ReportPg. 34

I. Approval of CEO Expenses February 2022:

- Approval of CEO Expenses NLTRA [MOTION].....Pg.35

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



- A. Call to Order – Establish Quorum – Quorum established 4:04 PM (2)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown
 - Staff in Attendance via Zoom: Tony Karwowski, DeWitt Van Siclen
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; David Brown/Jim Phelan, Approved 2-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve January 25th, 2022 Finance Committee meeting minutes; David Brown/Jim Phelan, Approved 2-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – January 31, 2022 financial results
 - **MOTION** to approve January 31, 2022 Preliminary NLTRA Financials; David Brown/Jim Phelan, Approved 2-0-0
 - Review of NLTMC January 31, 2022 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID update
 - Q4 Budget Summary
- H. Supplemental Information
 - Review of the January 2022 Dashboard report
- I. Agenda Input for Next Finance Committee Meeting
 - None
- J. Next Meeting Date
 - March 23rd, 2022 @ 3:00 PM
- K. Committee Member Comments
 - None
- L. Adjourn 5:18 PM



north lake tahoe

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Date: 3/17/2022

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

From: DeWitt Van Siclén, Accounting Manager

RE: Report of Financial Results for February 28, 2022

A summary of preliminary NLTRA financial results for February 28, 2021 follows:

- Cash balance on February 28, 2021 of \$4,018,000 was \$2,195,000 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 \$2,813,000 offset primarily by an increase in Receivables of \$1,792,000. Other changes in the cash balance from prior year include an increase in Accounts Payable of \$170,000, an increase in Accrued Expenses of \$4,000, an increase in Unrestricted Net Assets of \$28,000, and increase in the Designated Marketing Reserve of \$7,000 offset by an increase in Inventory of \$9,000, an increase in Prepaid Expenses of \$19,000, a decrease in Payroll Liabilities of \$61,000 and a decrease in Deferred Revenue – Member Dues of \$46,000.
- Accounts Receivable (QB) balance of \$5,000 was up relative to last year by \$3,000.
- The Accounts Receivable – TOT balance of \$1,120,000 reflected County TOT funding invoices for December, January, and February as well as an invoice for the pay for performance portion of the County Contract. The balance at this date last year was \$261,000. Payment has since been made.
- AR Other balance of \$7,000 was \$7,000 greater than prior year.
- Membership dues receivable totaled \$45,000, which reflects a decrease of \$122,000 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 \$32,000, which reflects an increase of \$9,000 from prior year.
- AR TBID balance of \$995,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received.
- Prepaid Expenses of \$39,000 increased by \$19,000 from prior year primarily due to the timing of payment on the Business Association Grants.
- Accounts Payable of \$169,000 was \$146,000 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 \$89,000 were \$61,000 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, offset by the amount of time accrued over prior year.

- Accrued expenses of \$19,000 were \$4,000 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 \$43,000 was down \$46,000 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 at the start of the fiscal year. 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. Payment was remitted to the County in March.
- YTD consolidated net income of \$3,408,000 at February 28 reflected a \$2,813,000 increase from prior year positive results of \$595,000, and represents anticipated TBID revenues of \$2,983,000 YTD, Membership’s net loss of \$11,000, and \$436,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,524,000 was lower than budget by \$529,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$1,163,000 and were \$562,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$361,000 were better than budget by \$33,000.
 - The reforecast of Marketing expenditures for the fiscal year indicates a reduction from budget before overhead allocation of approximately \$179,000 at year end, due primarily to lower payroll and related expenses, event sponsorships, and opportunistic expenses.
- Operating Results YTD – Conference
 - TOT revenue of \$318,000 was on budget.
 - Expenses of \$116,000 before allocated overhead were below budget by \$141,000 primarily due to reduced staffing.
 - Net results of \$203,000 before overhead allocation were good to budget by \$141,000.
 - The reforecast of Conference expenditures for the fiscal year indicates a reduction from budget of approximately \$160,000 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 \$70,000 were positive to budget by \$15,000. TOT revenue of \$302,000 was on budget.
 - Expenses before overhead allocation of \$202,000 were below budget by \$85,000 primarily due to staffing and reduced expenditures on the visitor guide.
 - Net income of \$170,000 before overhead allocation was \$100,000 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 guide.
- Operating Results YTD – TMPI
 - TOT revenue of \$119,000 was on budget.
 - Expenditures of \$17,000 before overhead were \$80,000 good to budget primarily due to reduced staffing and timing offset by an unbudgeted professional fees expense.
 - Net results of \$103,000 before overhead allocation were positive to budget \$80,000.
 - 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 \$2,983,000 and was good to budget by \$130,000.
- Total collections through February totaled \$2,575,000.
- Total collections reserved for Zone 1 Services are \$440,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$52,000 was \$2,000 good to budget, total other revenues of \$3,000 were bad to budget by \$5,000.
 - Expenses before overhead allocation of \$49,000 were good to budget by \$10,000.
 - Net income of \$5,000 before overhead allocation was good to budget by \$7,000.
 - Net loss of \$11,000 after overhead allocations was good to budget \$5,000.
 - 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.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$133,000 was on budget.
 - Expenses of \$133,000 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 \$108,000 was on budget.
 - Total expense of \$0 was below budget \$87,000 due to staffing.
 - Net results of \$108,000 before overhead was \$87,000 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 \$526,000 were \$8,000 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 \$40,000 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 February 28, 2021
 - Membership activities YTD resulted in a net loss of \$11,091.
 - Deferred revenues of \$43,488 less receivables of \$45,337, plus the allowance for uncollectible receivables of \$9,495 resulted in the loss of cash in the amount of \$3,445.
 - 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 \$39,461.

Summary of North Lake Tahoe Marketing Cooperative (NLTMCO) preliminary financial results at February 28, 2021

- Cash balance at month end of \$638,000 was \$102,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$7,000, offset by an increase in Net Income of \$166,000 and an increase in Accounts Payable of \$32,000.
- Accounts Receivable balance of \$7,000 was greater than prior year by \$7,000.
- Prepaid Expenses of \$66,000 were \$2,000 lower than prior year.
- Accounts Payable of \$64,000 were \$32,000 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 \$455,000 was \$166,000 higher than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$1,278,000 was on budget.
- Consumer Marketing expenditures of \$395,000 were \$136,000 below budget due to timing as well as lower than anticipated expenditures.

- Leisure Sales expenditures of \$11,000 were \$26,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$126,000 were \$44,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$44,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$14,000 were \$22,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$117,000 were \$49,000 below budget due to timing.
- Website & Maintenance expenses of \$116,000 were on budget.
- Total Expenses of \$822,000 were \$281,000 below budget.
- Net Income of \$455,000 was good to budget by \$281,000.
- 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 February 28, 2022

Accrual Basis

	<u>Feb 28, 22</u>	<u>Feb 28, 21</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	158	0	0%	158
1002-00 · Cash - Operations BOTW #8328	1,831,150	0	1,831,150	100%	1,965,992
1003-00 · Cash - Operations BOTW #6712	0	1,581,986	(1,581,986)	(100%)	(268,644)
1007-00 · Cash - Payroll BOTW #7421	16,290	3,470	12,820	369%	38,521
1008-00 · Marketing Reserve - Plumas	50,376	50,343	33	0%	50,356
1009-00 · Cash Flow Reserve - Plumas	101,043	100,934	109	0%	100,976
1071-00 · Payroll Reserves BOTW #8163	22,965	29,582	(6,617)	(22%)	29,582
1080-00 · Special Events BOTW #1626	6,605	55,388	(48,783)	(88%)	39,803
1090-00 · TBID Account- BOTW #0550	1,987,942	0	1,987,942	100%	
10950 · Cash in Drawer	1,145	927	218	24%	139
Total Checking/Savings	4,017,674	1,822,788	2,194,886	120%	1,956,883
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	5,000	2,500	2,500	100%	1,000
1290-00 · A/R - TOT	1,119,964	260,707	859,257	330%	432,499
Total Accounts Receivable	1,124,964	263,207	861,757	327%	433,499
Other Current Assets					
1200-99 · AR Other	7,315	343	6,972	2,033%	2,442
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	45,017	167,150	(122,133)	(73%)	17,025
1201-03 · Member AR - Other	320	1,055	(735)	(70%)	985
Total 1201-00 · Member Accounts Receivable	45,337	168,205	(122,868)	(73%)	18,010
1201-02 · Allowance for Doubtful Accounts	(9,495)	(61,574)	52,079	85%	(9,632)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	31,750	22,855	8,895	39%	26,867
Total 12100 · Inventory Asset	31,768	22,873	8,895	39%	26,885
1220-00 · AR TBID	995,370	0	995,370	100%	
1299 · Receivable from NLTMC	1,342	3,085	(1,743)	(56%)	5,932
1490-00 · Security Deposits	1,150	1,150	0	0%	1,150
Total Other Current Assets	1,072,787	134,082	938,705	700%	44,787
Total Current Assets	6,215,425	2,220,077	3,995,348	180%	2,435,169
Fixed Assets					
1700-00 · Furniture & Fixtures	43,330	45,289	(1,959)	(4%)	43,330
1701-00 · Accum. Depr. - Furn & Fix	(43,330)	(45,289)	1,959	4%	(43,330)
1740-00 · Computer Equipment	11,013	11,013	0	0%	11,013
1741-00 · Accum. Depr. - Computer Equip	(4,444)	(2,611)	(1,833)	(70%)	(3,222)
1750-00 · Computer Software	6,206	20,493	(14,287)	(70%)	6,206
1751-00 · Accum. Amort. - Software	(6,206)	(20,493)	14,287	70%	(6,206)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	6,569	8,402	(1,833)	(22%)	7,791
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	7,293	13,917	(6,624)	(48%)	2,689
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	31,930	5,894	26,036	442%	6,500
Total 1400-00 · Prepaid Expenses	39,323	19,911	19,412	97%	9,289
Total Other Assets	39,323	19,911	19,412	97%	9,289
TOTAL ASSETS	<u>6,261,317</u>	<u>2,248,390</u>	<u>4,012,927</u>	<u>178%</u>	<u>2,452,249</u>
LIABILITIES & EQUITY					

North Lake Tahoe Resort Association

Balance Sheet

As of February 28, 2022

Accrual Basis

	<u>Feb 28, 22</u>	<u>Feb 28, 21</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 21</u>
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	168,643	22,208	146,435	659%	69,892
Total Accounts Payable	<u>168,643</u>	<u>22,208</u>	<u>146,435</u>	<u>659%</u>	<u>69,892</u>
Other Current Liabilities					
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%	22,140
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	9,611	10,323	(712)	(7%)	41,223
2101-00 · Incentive Payable	26,552	76,980	(50,428)	(66%)	44,055
2102-00 · Commissions Payable	0	30	(30)	(100%)	0
2120-00 · Empl. Federal Tax Payable	4,912	4,777	135	3%	3,379
2175-00 · 401 (k) Plan	1,833	2,736	(903)	(33%)	1,218
2180-00 · Estimated PTO Liability	45,948	54,845	(8,897)	(16%)	62,280
Total 21000 · Salaries/Wages/Payroll Liabilit	<u>88,856</u>	<u>149,691</u>	<u>(60,835)</u>	<u>(41%)</u>	<u>152,155</u>
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	39	0	39	100%	1,418
25500 · *Sales Tax Payable	723	494	229	46%	2,877
Total 2190-00 · Sales and Use Tax Payable	<u>762</u>	<u>494</u>	<u>268</u>	<u>54%</u>	<u>4,295</u>
2250-00 · Accrued Expenses	19,400	15,132	4,268	28%	200,350
2400-60 · Deferred Revenue- Member Dues	43,488	89,621	(46,133)	(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
Total Other Current Liabilities	<u>2,183,739</u>	<u>1,166,472</u>	<u>1,017,267</u>	<u>87%</u>	<u>1,881,860</u>
Total Current Liabilities	<u>2,352,382</u>	<u>1,188,680</u>	<u>1,163,702</u>	<u>98%</u>	<u>1,951,752</u>
Total Liabilities	<u>2,352,382</u>	<u>1,188,680</u>	<u>1,163,702</u>	<u>98%</u>	<u>1,951,752</u>
Equity					
32000 · Unrestricted Net Assets	17,781	(10,145)	27,926	275%	(10,736)
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%	331,856
3301 · Cash Flow Reserve	100,839	100,248	591	1%	100,839
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	<u>3,408,439</u>	<u>594,996</u>	<u>2,813,443</u>	<u>473%</u>	<u>28,518</u>
Total Equity	<u>3,908,933</u>	<u>1,059,707</u>	<u>2,849,226</u>	<u>269%</u>	<u>500,495</u>
TOTAL LIABILITIES & EQUITY	<u>6,261,315</u>	<u>2,248,387</u>	<u>4,012,928</u>	<u>178%</u>	<u>2,452,247</u>

North Lake Tahoe Resort Association

A/R Aging Summary

As of February 28, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
County of Placer	345,003.79	461,731.43	313,228.68	0.00	0.00	1,119,963.90
Spartan Race Inc	0.00	0.00	5,000.00	0.00	0.00	5,000.00
TOTAL	<u><u>345,003.79</u></u>	<u><u>461,731.43</u></u>	<u><u>318,228.68</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>1,124,963.90</u></u>



Aging by Revenue Item

As of 2/28/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$488.75	\$488.75
1-5 Employees Membership Dues			\$885.00	\$2,940.00	\$1,770.00	\$0.00	\$0.00	\$10,377.91	\$15,972.91
21-50 Employees Membership Dues			\$1,080.00	\$2,160.00	\$540.00	\$0.00	\$0.00	\$2,160.00	\$5,940.00
6-10 Employees Membership Dues			\$325.00	\$6,165.00	\$650.00	\$0.00	\$630.00	\$3,355.41	\$11,125.41
Associate Member Membership Dues			\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$150.00	\$250.00
Eblast Totals:			\$170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$2,100.00
Non-Profit Membership Dues Totals:			\$340.00	\$1,870.00	\$340.00	\$0.00	\$340.00	\$2,040.00	\$4,930.00
PUD Membership Dues Totals:			\$0.00	\$415.00	\$0.00	\$0.00	\$0.00	\$0.00	\$415.00
Ski Resorts Membership Dues Totals:			\$0.00	\$3,625.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,625.00
1201-01 Member AR Membership			\$2,850.00	\$17,875.00	\$3,350.00	\$0.00	\$970.00	\$19,972.07	\$45,017.07
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Fee Item: Eblast									
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
1201-03 Member Accounts Receivable			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
GRAND TOTALS			\$2,850.00	\$17,875.00	\$3,350.00	\$0.00	\$970.00	\$20,292.07	\$45,337.07

North Lake Tahoe Resort Association

A/P Aging Summary

As of March 14, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
About a Boy ...	0.00	0.00	0.00	0.00	535.50	535.50
Amber Burke	0.00	98.56	0.00	0.00	0.00	98.56
Anne-Karin Atwood*	0.00	182.60	0.00	0.00	0.00	182.60
Anthony Karwowski	0.00	177.53	0.00	0.00	0.00	177.53
Aprille Viray	0.00	50.00	0.00	0.00	0.00	50.00
AT & T*	934.71	0.00	0.00	0.00	0.00	934.71
Bank of the West Bank Card Center	0.00	7,642.26	0.00	0.00	0.00	7,642.26
County Of Placer*	0.00	0.00	0.00	380.15	0.00	380.15
Faire	0.00	0.00	677.50	0.00	0.00	677.50
Gallery Keoki, Inc.	325.00	0.00	0.00	0.00	0.00	325.00
Gibson, Shay	0.00	25.00	0.00	0.00	0.00	25.00
Katie Biggers	0.00	345.00	0.00	0.00	0.00	345.00
Kay Dee Designs	0.00	0.00	0.00	0.00	3.00	3.00
Kym Fabel	0.00	126.78	0.00	0.00	0.00	126.78
Liberty Utilities*	0.00	514.79	0.00	0.00	0.00	514.79
Live a Tahoe Day	0.00	0.00	0.00	0.00	27.00	27.00
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Tahloha	0.00	0.00	0.00	0.00	-195.00	-195.00
The Office Boss*	0.00	0.00	0.00	-7.94	0.00	-7.94
Van Siclen, DeWitt	0.00	84.63	0.00	0.00	0.00	84.63
TOTAL	<u><u>1,259.71</u></u>	<u><u>9,247.15</u></u>	<u><u>677.50</u></u>	<u><u>372.21</u></u>	<u><u>379.22</u></u>	<u><u>11,935.79</u></u>

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	345,004	497,115	(152,111)	2,506,002	3,034,889	(528,886)	3,395,286
4100-00 · TBID Assessment Revenue	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362
4200-00 · Membership Dues Revenue	6,221	6,250	(29)	51,769	50,000	1,769	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	3,000	(3,000)	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	550	(550)	0	1,800	(1,800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	1,000	(1,000)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	3,550
4250-00 · Revenues-Membership Activities - Other	820	0	820	2,625	0	2,625	0
Total 4250-00 · Revenues-Membership Activities	820	2,250	(1,430)	2,625	7,300	(4,675)	9,550
4253-00 · Revenue- Other	0	500	(500)	0	500	(500)	1,000
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	725			1,366	0	1,366	0
46000 · Merchandise Sales - Other	5,412	3,500	1,912	68,415	54,500	13,915	59,500
Total 46000 · Merchandise Sales	6,137	3,500	2,637	69,781	54,500	15,281	59,500
Total Income	484,160	918,238	(434,077)	5,613,586	6,001,006	(387,421)	8,210,947
Gross Profit	484,160	918,238	(434,077)	5,613,586	6,001,006	(387,421)	8,210,947
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	5,257	10,695	(5,439)	37,346	85,562	(48,216)	98,560
5030-00 · P/R - Health Insurance Expense	5,943	13,890	(7,947)	48,292	111,117	(62,824)	128,597
5040-00 · P/R - Workmans Comp	533	1,131	(598)	5,308	9,051	(3,744)	10,260
5060-00 · 401 (k)	1,328	3,834	(2,506)	12,539	30,672	(18,133)	35,428
5070-00 · Other Benefits and Expenses	467	646	(179)	2,266	5,170	(2,904)	5,993
5000-00 · Salaries & Wages - Other	60,329	108,002	(47,673)	475,783	864,017	(388,235)	995,051
Total 5000-00 · Salaries & Wages	73,857	138,199	(64,342)	581,533	1,105,589	(524,055)	1,273,889
5100-00 · Rent							
5110-00 · Utilities	1,187	1,113	74	9,586	8,900	686	10,088
5140-00 · Repairs & Maintenance	2,060	1,104	956	4,496	8,833	(4,337)	9,983
5150-00 · Office - Cleaning	600	929	(329)	5,725	7,433	(1,708)	8,483
5100-00 · Rent - Other	13,698	14,391	(693)	109,617	115,127	(5,510)	130,642
Total 5100-00 · Rent	17,545	17,537	8	129,423	140,293	(10,870)	159,197
5310-00 · Telephone							
5320-00 · Telephone	3,653	2,973	680	22,543	23,787	(1,244)	27,002
5350-00 · Internet	0			180			
5310-00 · Telephone - Other	50			50			
Total 5310-00 · Telephone	3,703	2,973	730	22,773	23,787	(1,014)	27,002
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	33	(33)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	33	200	50
5420-00 · Mail - USPS - Other	200	127	73	1,719	1,013	706	1,140
Total 5420-00 · Mail - USPS	200	135	65	1,953	1,080	873	1,240
5510-00 · Insurance/Bonding	269	1,250	(981)	9,404	10,000	(596)	11,250
5520-00 · Supplies							
5525-00 · Supplies- Computer	654	492	163	4,812	8,933	(4,121)	9,425
5520-00 · Supplies - Other	2,858	1,779	1,079	9,927	19,233	(9,306)	22,263
Total 5520-00 · Supplies	3,512	2,271	1,241	14,739	28,167	(13,428)	31,688
5610-00 · Depreciation	153	153	0	1,222	1,222	0	1,375
5700-00 · Equipment Support & Maintenance	252	2,933	(2,681)	21,604	23,467	(1,863)	26,400
5710-00 · Taxes, Licenses & Fees	794	1,308	(515)	10,813	10,467	346	11,832
5740-00 · Equipment Rental/Leasing	3,094	435	2,658	6,355	3,483	2,872	4,116
5800-00 · Training Seminars	0	500	(500)	649	4,000	(3,351)	4,500
5850-00 · Artist of Month - Commissions	0	167	(167)	1,102	1,333	(231)	1,500
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	925	750	175	8,425	11,000	(2,575)	11,750
5920-00 · Professional Fees - Accountant	1,220			20,565	26,000	(5,435)	26,000
5921-00 · Professional Fees - Other	4,793	1,792	3,001	120,508	14,333	106,174	18,625
Total 5900-00 · Professional Fees	6,938	2,542	4,396	149,498	51,333	98,164	56,375
5941-00 · Research & Planning	0	1,250	(1,250)	0	10,000	(10,000)	11,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	25,000	(25,000)	5,220	50,000	(44,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	0	25,000	(25,000)	15,220	70,000	(54,780)	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	30,000	(30,000)	0	30,000	(30,000)	30,000
6421-04 · Broken Arrow Skyrace	0	25,000	(25,000)	5,000	25,400	(20,400)	25,400

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
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	0	0	0	50,000	25,000	25,000	25,400
6421-17 · Enduro	0	80,000	(80,000)	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	14,000	47,400	(33,400)	14,000	62,800	(48,800)	62,800
Total 6420-01 · Sponsorships	14,000	182,400	(168,400)	69,000	410,600	(341,600)	411,000
6421-00 · New Event Development	40,000	0	40,000	40,000	102,075	(62,075)	102,075
6424-00 · Event Operation Expenses	0	0	0	289	1,500	(1,211)	1,500
Total 6420-00 · Events	54,000	182,400	(128,400)	109,289	514,175	(404,886)	514,575
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	(500)	1,350	(1,850)	1,763
6442-00 · Public Relations/Website/Digita	390	500	(110)	6,294	4,000	2,294	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	3,333	(2,930)	3,750
Total 6423-00 · Membership Activities	390	1,329	(939)	6,492	9,183	(2,691)	10,513
6730-00 · Marketing Cooperative/Media	85,731	85,731	0	810,211	810,211	0	871,278
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	5,800	6,000	(200)	44,814	48,000	(3,186)	54,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	3,674	2,000	1,674	17,673	12,000	5,673	14,000
6743-03 · Winter Lakeside Campaign	3,829	3,600	229	17,745	18,000	(255)	20,000
Total 6743-00 · BACC Marketing Programs	7,504	5,600	1,904	35,418	30,000	5,418	34,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	66,667	66,667	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	66,667	66,667	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	133,333	133,333	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	13,333	(13,333)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	99	125	(26)	1,385	1,000	385	1,125
52500 · Purchase Discounts	(67)			(73)	0	(73)	0
59900 · POS Inventory Adjustments	2			34	0	34	0
8100-01 · CGS - Other	0			580	0	580	0
8100-02 · Cost of Goods Sold - Other	3,495	1,750	1,745	35,819	27,250	8,569	29,750
Total 8100-00 · Cost of Goods Sold	3,530	1,875	1,655	37,746	28,250	9,496	30,875
8200-00 · Associate Relations	336	195	141	989	1,560	(571)	1,770
8300-00 · Board Functions	7,426	583	6,843	9,781	4,667	5,114	5,250
8500-00 · Credit Card Fees	233	215	18	2,164	2,962	(798)	3,247
8600-00 · Additional Opportunites	20,650	5,833	14,817	30,225	46,667	(16,442)	55,000
8700-00 · Automobile Expenses	316	542	(225)	961	4,333	(3,372)	5,025
8750-00 · Meals/Meetings	1,640	642	999	6,252	5,133	1,119	6,088
8810-00 · Dues & Subscriptions	2,189	1,275	914	8,877	10,200	(1,323)	11,500
8910-00 · Travel	0	417	(417)	303	3,333	(3,030)	3,750
8920-00 · Bad Debt	1,465			2,089	0	2,089	0
Total Expense	318,192	509,289	(191,098)	2,205,234	3,162,896	(957,662)	3,528,482
Net Ordinary Income	165,968	408,948	(242,980)	3,408,352	2,838,111	570,242	4,682,465
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	10			87	0	87	0
Total Other Income	10			87	0	87	0
Other Expense							
8990-00 · Allocated	0	(0)	0	0	(0)	0	9,744
Total Other Expense	0	(0)	0	0	(0)	0	9,744
Net Other Income	10	0	10	87	0	87	(9,744)
Net Income	165,979	408,948	(242,970)	3,408,439	2,838,111	570,329	4,672,721

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

July 2021 through February 2022

Accrual Basis

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,506,002	2,261,053	244,949	11%
4100-00 · TBID Assessment Revenue	2,983,409	0	2,983,409	100%
4200-00 · Membership Dues Revenue	51,769	92,593	(40,824)	(44)%
4250-00 · Revenues-Membership Activities	2,625	3,170	(545)	(17)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,366	1,813	(447)	(25)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	68,415	63,189	5,226	8%
Total 46000 · Merchandise Sales	69,781	65,562	4,219	6%
4720-00 · Miscellaneous	0	7,999	(7,999)	(100)%
Total Income	5,613,586	2,431,902	3,181,684	131%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	5,613,586	2,431,902	3,181,684	131%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	37,346	48,688	(11,342)	(23)%
5030-00 · P/R - Health Insurance Expense	48,292	81,659	(33,366)	(41)%
5040-00 · P/R - Workmans Comp	5,308	7,521	(2,213)	(29)%
5060-00 · 401 (k)	12,539	14,875	(2,336)	(16)%
5070-00 · Other Benefits and Expenses	2,266	2,804	(538)	(19)%
5000-00 · Salaries & Wages - Other	475,783	659,989	(184,207)	(28)%
Total 5000-00 · Salaries & Wages	581,533	817,641	(236,108)	(29)%
5100-00 · Rent				
5110-00 · Utilities	9,586	7,036	2,550	36%
5140-00 · Repairs & Maintenance	4,496	4,596	(100)	(2)%
5150-00 · Office - Cleaning	5,725	4,675	1,050	23%
5100-00 · Rent - Other	109,617	106,754	2,863	3%
Total 5100-00 · Rent	129,423	123,060	6,363	5%
5310-00 · Telephone				
5320-00 · Telephone	22,543	17,863	4,680	26%
5350-00 · Internet	180	0	180	100%
5310-00 · Telephone - Other	50	0	50	100%
Total 5310-00 · Telephone	22,773	17,863	4,910	28%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	1,719	631	1,088	173%
Total 5420-00 · Mail - USPS	1,953	631	1,322	210%
5510-00 · Insurance/Bonding	9,404	8,546	859	10%
5520-00 · Supplies				
5525-00 · Supplies- Computer	4,812	5,844	(1,032)	(18)%
5520-00 · Supplies - Other	9,927	13,914	(3,987)	(29)%
Total 5520-00 · Supplies	14,739	19,758	(5,019)	(25)%
5610-00 · Depreciation	1,222	764	458	60%
5700-00 · Equipment Support & Maintenance	21,604	16,926	4,678	28%
5710-00 · Taxes, Licenses & Fees	10,813	9,550	1,263	13%
5740-00 · Equipment Rental/Leasing	6,355	3,388	2,968	88%
5800-00 · Training Seminars	649	376	273	73%
5850-00 · Artist of Month - Commissions	1,102	1,010	92	9%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	8,425	2,380	6,045	254%
5920-00 · Professional Fees - Accountant	20,565	21,800	(1,235)	(6)%
5921-00 · Professional Fees - Other	120,508	38,420	82,088	214%
Total 5900-00 · Professional Fees	149,498	62,600	86,898	139%
6020-00 · Programs				
6016-00 · Special Event Partnership	5,220	151	5,070	3,365%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2021 through February 2022

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	15,220	151	15,070	10,003%
6420-00 · Events				
6420-01 · Sponsorships				
6421-04 · Broken Arrow Skyrace	5,000	0	5,000	100%
6421-10 · WinterWonderGrass - Tahoe	50,000	0	50,000	100%
6421-18 · Sponsorships - Other	14,000	0	14,000	100%
Total 6420-01 · Sponsorships	69,000	0	69,000	100%
6421-00 · New Event Development	40,000	4,000	36,000	900%
6424-00 · Event Operation Expenses	289	0	289	100%
Total 6420-00 · Events	109,289	4,000	105,289	2,632%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6437-00 · Tuesday Morning Breakfast Club	(500)	0	(500)	(100)%
6442-00 · Public Relations/Website/Digita	6,294	4,639	1,655	36%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	403	915	(512)	(56)%
Total 6423-00 · Membership Activities	6,492	5,849	643	11%
6730-00 · Marketing Cooperative/Media	810,211	546,253	263,959	48%
6742-00 · Non-NLT Co-Op Marketing Program	44,814	3,669	41,145	1,122%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	17,673	13,409	4,264	32%
6743-03 · Winter Lakeside Campaign	17,745	0	17,745	100%
6743-07 · Winter Regional Campaign	0	17,277	(17,277)	(100)%
Total 6743-00 · BACC Marketing Programs	35,418	30,686	4,732	15%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	66,667	0	66,667	100%
6750-02 · Business Assn Grant - TCDA	66,667	0	66,667	100%
Total 6750-00 · Business Association Grant	133,333	0	133,333	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	1,385	1,068	317	30%
52500 · Purchase Discounts	(73)	0	(73)	(100)%
59900 · POS Inventory Adjustments	34	583	(549)	(94)%
8100-01 · CGS - Other	580	98	482	493%
8100-00 · Cost of Goods Sold - Other	35,819	33,614	2,205	7%
Total 8100-00 · Cost of Goods Sold	37,746	35,363	2,383	7%
8200-00 · Associate Relations	989	2,116	(1,126)	(53)%
8300-00 · Board Functions	9,781	2,554	7,227	283%
8500-00 · Credit Card Fees	2,164	2,730	(567)	(21)%
8600-00 · Additional Opportunit	30,225	72,953	(42,728)	(59)%
8700-00 · Automobile Expenses	961	1,662	(700)	(42)%
8750-00 · Meals/Meetings	6,252	330	5,922	1,794%
8810-00 · Dues & Subscriptions	8,877	7,979	897	11%
8910-00 · Travel	303	0	303	100%
8920-00 · Bad Debt	2,089	38,230	(36,141)	(95)%
Total Expense	2,205,234	1,837,031	368,203	20%
Net Ordinary Income	3,408,352	594,870	2,813,482	473%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	87	126	(39)	(31)%
Total Other Income	87	126	(39)	(31)%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	87	126	(39)	(31)%
Net Income	3,408,439	594,996	2,813,443	473%

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

Accrual Basis

11 - Marketing

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	231,915	384,026	(152,111)	1,524,445	2,053,331	(528,886)	2,188,080
Total Income	231,915	384,026	(152,111)	1,524,445	2,053,331	(528,886)	2,188,080
Gross Profit	231,915	384,026	(152,111)	1,524,445	2,053,331	(528,886)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,192	2,393	(1,201)	9,286	19,142	(9,856)	21,534
5030-00 · P/R - Health Insurance Expense	2,504	4,120	(1,616)	15,514	32,960	(17,446)	37,080
5040-00 · P/R - Workmans Comp	74	129	(55)	893	1,030	(137)	1,159
5060-00 · 401 (k)	369	957	(588)	3,977	7,657	(3,680)	8,614
5070-00 · Other Benefits and Expenses	198	121	76	1,308	970	337	1,092
5000-00 · Salaries & Wages - Other	14,332	23,927	(9,595)	120,640	191,417	(70,776)	215,344
Total 5000-00 · Salaries & Wages	18,669	31,647	(12,978)	151,618	253,175	(101,557)	284,822
5100-00 · Rent							
5110-00 · Utilities	209	125	84	1,836	1,000	836	1,125
5140-00 · Repairs & Maintenance	33	75	(42)	33	600	(567)	675
5150-00 · Office - Cleaning	228	188	41	2,062	1,500	562	1,688
5100-00 · Rent - Other	2,617	2,083	533	20,629	16,667	3,962	18,750
Total 5100-00 · Rent	3,087	2,471	616	24,559	19,767	4,793	22,237
5310-00 · Telephone							
5320-00 · Telephone	734	578	156	5,894	4,627	1,267	5,205
5350-00 · Internet	0			180			
Total 5310-00 · Telephone	734	578	156	6,074	4,627	1,447	5,205
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	53			211	0	211	0
Total 5420-00 · Mail - USPS	53			296	0	296	0
5510-00 · Insurance/Bonding	0			131			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	417	(417)	40	3,333	(3,294)	3,750
5520-00 · Supplies - Other	120	0	120	784	0	784	0
Total 5520-00 · Supplies	120	417	(296)	823	3,333	(2,510)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	100	(100)	113
5710-00 · Taxes, Licenses & Fees	0	13	(13)	69	100	(31)	113
5740-00 · Equipment Rental/Leasing	231	83	148	1,029	667	362	750
5800-00 · Training Seminars	0	0	0	649	0	649	0
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	1,000	(1,000)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	1,000	(1,000)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	2,000	(2,000)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	0	25,000	(25,000)	5,220	50,000	(44,780)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	0	25,000	(25,000)	15,220	70,000	(54,780)	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	0	30,000	(30,000)	0	30,000	(30,000)	30,000
6421-04 · Broken Arrow Skyrace	0	25,000	(25,000)	5,000	25,400	(20,400)	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	0	0	0	50,000	25,000	25,000	25,400
6421-17 · Enduro	0	80,000	(80,000)	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	14,000	47,400	(33,400)	14,000	62,800	(48,800)	62,800
Total 6420-01 · Sponsorships	14,000	182,400	(168,400)	69,000	410,600	(341,600)	411,000
6421-00 · New Event Development	40,000	0	40,000	40,000	102,075	(62,075)	102,075
6424-00 · Event Operation Expenses	0	0	0	289	1,500	(1,211)	1,500
Total 6420-00 · Events	54,000	182,400	(128,400)	109,289	514,175	(404,886)	514,575
6730-00 · Marketing Cooperative/Media	77,993	77,993	0	748,302	748,302	0	801,630
6742-00 · Non-NLT Co-Op Marketing Program	5,600	5,000	600	43,214	40,000	3,214	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	3,674	2,000	1,674	17,673	12,000	5,673	14,000
6743-03 · Winter Lakeside Campaign	3,829	3,600	229	17,745	18,000	(255)	20,000
Total 6743-00 · BACC Marketing Programs	7,504	5,600	1,904	35,418	30,000	5,418	34,000
8200-00 · Associate Relations	0	21	(21)	41	167	(126)	187
8600-00 · Additional Opportunit	20,000	4,167	15,833	25,025	33,333	(8,308)	37,500
8700-00 · Automobile Expenses	95	125	(30)	425	1,000	(575)	1,125
8750-00 · Meals/Meetings	0	42	(42)	0	333	(333)	375
8810-00 · Dues & Subscriptions	32	83	(51)	510	667	(156)	750

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

Accrual Basis

11 - Marketing

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
8910-00 - Travel	0	417	(417)	303	3,333	(3,030)	3,750
Total Expense	188,119	336,318	(148,199)	1,162,995	1,725,079	(562,085)	1,828,132
Net Ordinary Income	43,796	47,708	(3,912)	361,451	328,252	33,198	359,948
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	10			87	0	87	0
Total Other Income	10			87	0	87	0
Other Expense							
8990-00 - Allocated	50,986	47,708	3,277	390,921	328,252	62,669	359,948
Total Other Expense	50,986	47,708	3,277	390,921	328,252	62,669	359,948
Net Other Income	(50,976)	(47,708)	(3,267)	(390,834)	(328,252)	(62,582)	(359,948)
Net Income	(7,179)	0	(7,179)	(29,383)	0	(29,383)	0

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

Accrual Basis

30 - Conference

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	36,616	36,616	0	318,354	318,354	0	360,285
Total Income	36,616	36,616	0	318,354	318,354	0	360,285
Gross Profit	36,616	36,616	0	318,354	318,354	0	360,285
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	253	1,747	(1,494)	2,653	13,979	(11,326)	15,727
5030-00 · P/R - Health Insurance Expense	1,130	2,103	(973)	9,395	16,823	(7,428)	18,926
5040-00 · P/R - Workmans Comp	22	167	(145)	322	1,333	(1,012)	1,500
5060-00 · 401 (k)	107	417	(309)	1,337	3,333	(1,996)	3,750
5070-00 · Other Benefits and Expenses	8	75	(67)	103	600	(497)	675
5000-00 · Salaries & Wages - Other	2,682	17,474	(14,792)	35,395	139,794	(104,399)	157,268
Total 5000-00 · Salaries & Wages	4,202	21,983	(17,781)	49,205	175,864	(126,658)	197,846
5100-00 · Rent							
5110-00 · Utilities	0	83	(83)	239	667	(427)	750
5140-00 · Repairs & Maintenance	0	63	(63)	0	500	(500)	563
5150-00 · Office - Cleaning	0	125	(125)	295	1,000	(705)	1,125
5100-00 · Rent - Other	0	1,333	(1,333)	2,386	10,667	(8,281)	12,000
Total 5100-00 · Rent	0	1,604	(1,604)	2,920	12,833	(9,913)	14,437
5310-00 · Telephone							
5320-00 · Telephone	25	417	(392)	804	3,333	(2,529)	3,750
Total 5310-00 · Telephone	25	417	(392)	804	3,333	(2,529)	3,750
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			137			
5420-00 · Mail - USPS - Other	36	17	20	145	133	12	150
Total 5420-00 · Mail - USPS	36	17	20	282	133	149	150
5510-00 · Insurance/Bonding	0			51			
5520-00 · Supplies	0	113	(113)	80	900	(820)	1,013
5710-00 · Taxes, Licenses & Fees	0	8	(8)	44	67	(23)	75
5740-00 · Equipment Rental/Leasing	0	63	(63)	133	500	(367)	563
5800-00 · Training Seminars	0	83	(83)	0	667	(667)	750
6730-00 · Marketing Cooperative/Media	7,739	7,739	0	61,909	61,909	0	69,648
8200-00 · Associate Relations	0	13	(13)	80	100	(20)	113
8750-00 · Meals/Meetings	0	29	(29)	0	233	(233)	263
Total Expense	12,002	32,067	(20,065)	115,509	256,539	(141,030)	288,607
Net Ordinary Income	24,614	4,549	20,065	202,845	61,815	141,030	71,678
Other Income/Expense							
Other Expense							
8990-00 · Allocated	5,398	4,549	849	41,390	61,815	(20,425)	71,678
Total Other Expense	5,398	4,549	849	41,390	61,815	(20,425)	71,678
Net Other Income	(5,398)	(4,549)	(849)	(41,390)	(61,815)	20,425	(71,678)
Net Income	19,216	0	19,216	161,455	(0)	161,456	(0)

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

Accrual Basis

42 - Visitor Center

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	35,343	35,343	0	302,217	302,217	0	342,770
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	725			1,366	0	1,366	0
46000 · Merchandise Sales - Other	5,412	3,500	1,912	68,415	54,500	13,915	59,500
Total 46000 · Merchandise Sales	6,137	3,500	2,637	69,781	54,500	15,281	59,500
Total Income	41,480	38,843	2,637	371,998	356,717	15,281	402,270
Gross Profit	41,480	38,843	2,637	371,998	356,717	15,281	402,270
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	886	1,551	(665)	7,725	12,408	(4,683)	13,959
5030-00 · P/R - Health Insurance Expense	101	1,583	(1,482)	4,643	12,667	(8,024)	14,250
5040-00 · P/R - Workmans Comp	281	583	(302)	2,722	4,667	(1,945)	5,250
5060-00 · 401 (k)	343	417	(74)	2,965	3,333	(368)	3,750
5070-00 · Other Benefits and Expenses	8	83	(75)	73	667	(594)	750
5000-00 · Salaries & Wages - Other	8,890	15,510	(6,620)	76,232	124,081	(47,849)	139,591
Total 5000-00 · Salaries & Wages	10,509	19,728	(9,219)	94,359	157,822	(63,463)	177,550
5100-00 · Rent							
5110-00 · Utilities	636	667	(31)	4,679	5,333	(655)	6,000
5140-00 · Repairs & Maintenance	0	500	(500)	0	4,000	(4,000)	4,500
5150-00 · Office - Cleaning	0	208	(208)	225	1,667	(1,442)	1,875
5100-00 · Rent - Other	6,522	6,667	(145)	52,172	53,333	(1,161)	60,000
Total 5100-00 · Rent	7,157	8,042	(884)	57,076	64,333	(7,258)	72,375
5310-00 · Telephone							
5320-00 · Telephone	397	413	(16)	2,879	3,300	(421)	3,713
Total 5310-00 · Telephone	397	413	(16)	2,879	3,300	(421)	3,713
5420-00 · Mail - USPS	36	17	20	145	133	12	150
5510-00 · Insurance/Bonding	0			51			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	75	(75)	0	600	(600)	675
5520-00 · Supplies - Other	477	583	(107)	3,682	4,667	(985)	5,250
Total 5520-00 · Supplies	477	658	(182)	3,682	5,267	(1,585)	5,925
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	33	(33)	38
5710-00 · Taxes, Licenses & Fees	0	4	(4)	366	33	333	38
5740-00 · Equipment Rental/Leasing	122	63	59	503	500	3	563
5850-00 · Artist of Month - Commissions	0	167	(167)	1,102	1,333	(231)	1,500
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	13,333	(13,333)	15,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,600	8,000	(6,400)	9,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	99	125	(26)	1,385	1,000	385	1,125
52500 · Purchase Discounts	(67)			(73)	0	(73)	0
59900 · POS Inventory Adjustments	2			34	0	34	0
8100-01 · CGS - Other	0			580	0	580	0
8100-00 · Cost of Goods Sold - Other	3,495	1,750	1,745	35,819	27,250	8,569	29,750
Total 8100-00 · Cost of Goods Sold	3,530	1,875	1,655	37,746	28,250	9,496	30,875
8200-00 · Associate Relations	53	25	28	232	200	32	225
8500-00 · Credit Card Fees	193	165	29	1,825	2,562	(737)	2,797
8700-00 · Automobile Expenses	47	42	5	77	333	(256)	375
8750-00 · Meals/Meetings	0	17	(17)	0	133	(133)	150
8810-00 · Dues & Subscriptions	55	133	(78)	55	1,067	(1,012)	1,200
Total Expense	22,776	34,017	(11,241)	201,699	286,634	(84,935)	321,471
Net Ordinary Income	18,704	4,826	13,878	170,298	70,083	100,215	80,798
Other Income/Expense							
Other Expense							
8990-00 · Allocated	9,362	4,826	4,536	71,779	70,083	1,696	80,798
Total Other Expense	9,362	4,826	4,536	71,779	70,083	1,696	80,798
Net Other Income	(9,362)	(4,826)	(4,536)	(71,779)	(70,083)	(1,696)	(80,798)
Net Income	9,342	(0)	9,342	98,519	(0)	98,520	(0)

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

Accrual Basis

51 - TMPI

	Feb 22	Budget	\$ Over Bu...	Jul '21 - Fe...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,167	12,167	0	119,250	119,250	0	141,237
Total Income	12,167	12,167	0	119,250	119,250	0	141,237
Gross Profit	12,167	12,167	0	119,250	119,250	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	117	768	(651)	317	6,142	(5,824)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	8,000	(7,867)	9,590
5040-00 · P/R - Workmans Comp	6	25	(19)	57	200	(143)	240
5060-00 · 401 (k)	0	307	(307)	0	2,457	(2,457)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	703	(702)	842
5000-00 · Salaries & Wages - Other	1,784	7,677	(5,893)	3,153	61,419	(58,265)	73,628
Total 5000-00 · Salaries & Wages	1,907	9,865	(7,958)	3,661	78,920	(75,259)	94,608
5100-00 · Rent							
5110-00 · Utilities	0	25	(25)	10	200	(190)	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	133	(133)	158
5150-00 · Office - Cleaning	0	42	(42)	9	333	(324)	396
5100-00 · Rent - Other	0	375	(375)	82	3,000	(2,918)	3,563
Total 5100-00 · Rent	0	458	(458)	100	3,667	(3,566)	4,354
5310-00 · Telephone							
5320-00 · Telephone	86	134	(48)	109	1,073	(964)	1,275
5310-00 · Telephone - Other	5			5			
Total 5310-00 · Telephone	91	134	(43)	114	1,073	(959)	1,275
5420-00 · Mail - USPS	2			7			
5520-00 · Supplies							
5525-00 · Supplies- Computer	28	0	28	406	1,250	(844)	1,250
5520-00 · Supplies - Other	0	0	0	1	5,000	(4,999)	5,000
Total 5520-00 · Supplies	28	0	28	407	6,250	(5,843)	6,250
5710-00 · Taxes, Licenses & Fees	0	13	(13)	2	100	(98)	120
5740-00 · Equipment Rental/Leasing	304	19	285	308	150	158	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
Total 5900-00 · Professional Fees	0	0	0	11,954	5,000	6,954	5,000
8700-00 · Automobile Expenses	13	42	(29)	13	333	(321)	400
8750-00 · Meals/Meetings	0	83	(83)	0	667	(667)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	333	(328)	400
Total Expense	2,344	10,655	(8,311)	16,572	96,493	(79,921)	113,584
Net Ordinary Income	9,823	1,512	8,311	102,678	22,757	79,921	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	724	1,512	(787)	5,551	22,757	(17,206)	27,653
Total Other Expense	724	1,512	(787)	5,551	22,757	(17,206)	27,653
Net Other Income	(724)	(1,512)	787	(5,551)	(22,757)	17,206	(27,653)
Net Income	9,099	0	9,099	97,127	(0)	97,127	(0)

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

Accrual Basis

52 - TBID Assessment

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 · TBID Assessment Revenue	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362
Total Income	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362
Gross Profit	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362
Net Ordinary Income	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362
Net Income	125,979	408,622	(282,644)	2,983,409	2,853,818	129,591	4,689,362

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

Accrual Basis

60 - Membership

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,221	6,250	(29)	51,769	50,000	1,769	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	3,000	(3,000)	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	550	(550)	0	1,800	(1,800)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	1,000	(1,000)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	2,800	(2,800)	3,550
4250-00 · Revenues-Membership Activities - Other	820	0	820	2,625	0	2,625	0
Total 4250-00 · Revenues-Membership Activities	820	2,250	(1,430)	2,625	7,300	(4,675)	9,550
4253-00 · Revenue- Other	0	500	(500)	0	500	(500)	1,000
Total Income	7,041	9,000	(1,959)	54,394	57,800	(3,406)	66,800
Gross Profit	7,041	9,000	(1,959)	54,394	57,800	(3,406)	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	269	418	(149)	1,859	3,343	(1,484)	3,761
5030-00 · P/R - Health Insurance Expense	224	333	(110)	1,797	2,667	(870)	3,000
5040-00 · P/R - Workmans Comp	24	13	11	213	100	113	113
5060-00 · 401 (k)	0	167	(167)	135	1,337	(1,203)	1,504
5070-00 · Other Benefits and Expenses	207	54	153	207	433	(226)	488
5000-00 · Salaries & Wages - Other	3,614	4,179	(565)	25,118	33,432	(8,314)	37,611
Total 5000-00 · Salaries & Wages	4,337	5,164	(827)	29,330	41,312	(11,983)	46,477
5100-00 · Rent							
5110-00 · Utilities	66	25	41	534	200	334	225
5140-00 · Repairs & Maintenance	10	21	(10)	10	167	(156)	187
5150-00 · Office - Cleaning	72	42	30	595	333	262	375
5100-00 · Rent - Other	921	527	394	6,849	4,213	2,635	4,740
Total 5100-00 · Rent	1,070	614	455	7,989	4,913	3,075	5,528
5310-00 · Telephone							
5320-00 · Telephone	251	139	112	1,782	1,113	669	1,253
5310-00 · Telephone - Other	3			3			
Total 5310-00 · Telephone	254	139	114	1,785	1,113	671	1,253
5420-00 · Mail - USPS	12	10	2	47	80	(33)	90
5510-00 · Insurance/Bonding	0			31			
5520-00 · Supplies							
5525-00 · Supplies- Computer	14			203			
5520-00 · Supplies - Other	38	167	(129)	211	1,333	(1,122)	1,500
Total 5520-00 · Supplies	52	167	(115)	414	1,333	(919)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	16	33	(18)	38
5740-00 · Equipment Rental/Leasing	0	21	(21)	231	167	64	187
6423-00 · Membership Activities							
6436-00 · Membership - Wnt/Sum Rec Lunch	0			0	500	(500)	500
6437-00 · Tuesday Morning Breakfast Club	0	413	(413)	(500)	1,350	(1,850)	1,763
6442-00 · Public Relations/Website/Digita	390	500	(110)	6,294	4,000	2,294	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	0	417	(417)	403	3,333	(2,930)	3,750
Total 6423-00 · Membership Activities	390	1,329	(939)	6,492	9,183	(2,691)	10,513
8200-00 · Associate Relations	35	7	28	199	53	145	60
8500-00 · Credit Card Fees	32	50	(18)	298	400	(102)	450
8700-00 · Automobile Expenses	6	42	(35)	172	333	(161)	375
8750-00 · Meals/Meetings	0	33	(33)	111	267	(156)	300
8810-00 · Dues & Subscriptions	10	17	(6)	84	133	(49)	150
8920-00 · Bad Debt	1,465			1,790	0	1,790	0
Total Expense	7,662	7,597	66	48,987	59,323	(10,336)	66,919
Net Ordinary Income	(622)	1,403	(2,025)	5,407	(1,523)	6,929	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,152	1,078	1,074	16,498	14,184	2,313	16,521
Total Other Expense	2,152	1,078	1,074	16,498	14,184	2,313	16,521
Net Other Income	(2,152)	(1,078)	(1,074)	(16,498)	(14,184)	(2,313)	(16,521)
Net Income	(2,773)	326	(3,099)	(11,091)	(15,707)	4,616	(16,640)

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

Accrual Basis

61 - Business Association Grant Funding

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,667	16,667	(0)	133,333	133,333	(0)	200,000
Total Income	16,667	16,667	(0)	133,333	133,333	(0)	200,000
Gross Profit	16,667	16,667	(0)	133,333	133,333	(0)	200,000
Expense							
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	66,667	66,667	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	66,667	66,667	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	133,333	133,333	(0)	200,000
Total Expense	16,667	16,667	0	133,333	133,333	(0)	200,000
Net Ordinary Income	0	0	(0)	(0)	(0)	0	0
Net Income	0	0	(0)	(0)	(0)	0	0

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

70 - Administration

Accrual Basis

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,540	3,202	(662)	15,505	25,614	(10,109)	28,816
5030-00 · P/R - Health Insurance Expense	1,984	3,750	(1,766)	16,811	30,000	(13,190)	33,750
5040-00 · P/R - Workmans Comp	127	194	(68)	1,101	1,555	(453)	1,749
5060-00 · 401 (k)	508	1,323	(814)	4,125	10,582	(6,456)	11,904
5070-00 · Other Benefits and Expenses	47	183	(136)	573	1,462	(889)	1,645
5000-00 · Salaries & Wages - Other	29,027	33,068	(4,041)	215,244	264,542	(49,298)	297,610
Total 5000-00 · Salaries & Wages	34,233	41,719	(7,487)	253,360	333,754	(80,395)	375,474
5100-00 · Rent							
5110-00 · Utilities	275	167	109	2,288	1,333	955	1,500
5140-00 · Repairs & Maintenance	2,017	417	1,600	4,453	3,333	1,120	3,750
5150-00 · Office - Cleaning	300	292	8	2,539	2,333	205	2,625
5100-00 · Rent - Other	3,639	3,093	545	27,500	24,747	2,753	27,840
Total 5100-00 · Rent	6,231	3,968	2,263	36,779	31,747	5,033	35,715
5310-00 · Telephone							
5320-00 · Telephone	2,160	1,234	926	11,074	9,873	1,201	11,108
5310-00 · Telephone - Other	43			43			
Total 5310-00 · Telephone	2,202	1,234	968	11,117	9,873	1,243	11,108
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			12	0	12	0
5420-00 · Mail - USPS - Other	61	83	(22)	1,163	667	496	750
Total 5420-00 · Mail - USPS	61	83	(22)	1,175	667	508	750
5510-00 · Insurance/Bonding	269	1,250	(981)	9,142	10,000	(858)	11,250
5520-00 · Supplies							
5525-00 · Supplies - Computer	612			4,163	2,500	1,663	2,500
5520-00 · Supplies - Other	2,223	500	1,723	5,170	4,000	1,170	4,500
Total 5520-00 · Supplies	2,835	500	2,335	9,333	6,500	2,833	7,000
5610-00 · Depreciation	153	153	0	1,222	1,222	0	1,375
5700-00 · Equipment Support & Maintenance	252	2,917	(2,665)	21,604	23,333	(1,730)	26,250
5710-00 · Taxes, Licenses & Fees	794	1,250	(456)	10,315	10,000	315	11,250
5740-00 · Equipment Rental/Leasing	2,437	125	2,312	4,151	1,000	3,151	1,125
5800-00 · Training Seminars	0	417	(417)	0	3,333	(3,333)	3,750
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	925	625	300	8,425	5,000	3,425	5,625
5920-00 · Professional Fees - Accountant	1,220			20,565	26,000	(5,435)	26,000
5921-00 · Professional Fees - Other	4,793	833	3,959	108,554	6,667	101,888	7,500
Total 5900-00 · Professional Fees	6,938	1,458	5,479	137,544	37,667	99,878	39,125
5941-00 · Research & Planning	0	1,250	(1,250)	0	10,000	(10,000)	11,250
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	13,333	(13,333)	15,000
8200-00 · Associate Relations	248	125	123	438	1,000	(562)	1,125
8300-00 · Board Functions	7,426	583	6,843	9,781	4,667	5,114	5,250
8500-00 · Credit Card Fees	7			41			
8600-00 · Additional Opportunitites	650	833	(183)	5,200	6,667	(1,467)	7,500
8700-00 · Automobile Expenses	155	250	(95)	275	2,000	(1,725)	2,250
8750-00 · Meals/Meetings	1,640	417	1,224	6,142	3,333	2,808	3,750
8810-00 · Dues & Subscriptions	2,092	1,000	1,092	8,222	8,000	222	9,000
8920-00 · Bad Debt	0			299	0	299	0
Total Expense	68,622	61,200	7,422	526,139	518,097	8,042	579,296
Net Ordinary Income	(68,622)	(61,200)	(7,422)	(526,139)	(518,097)	(8,042)	(579,296)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(68,622)	(61,200)	(7,422)	(526,139)	(518,097)	(8,042)	(579,296)
Total Other Expense	(68,622)	(61,200)	(7,422)	(526,139)	(518,097)	(8,042)	(579,296)
Net Other Income	68,622	61,200	7,422	526,139	518,097	8,042	579,296
Net Income	0	0	0	0	0	0	0

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

Accrual Basis

80 - TOT Housing & Transportation

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	12,296	12,296	0	108,402	108,402	0	162,914
Total Income	12,296	12,296	0	108,402	108,402	0	162,914
Gross Profit	12,296	12,296	0	108,402	108,402	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	4,933	(4,933)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	8,000	(8,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	167	(167)	250
5060-00 · 401 (k)	0	247	(247)	0	1,973	(1,973)	2,960
5070-00 · Other Benefits and Expenses	0	42	(42)	0	335	(335)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	49,333	(49,333)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	64,741	(64,741)	97,112
5100-00 · Rent							
5110-00 · Utilities	0	21	(21)	0	167	(167)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	100	(100)	150
5150-00 · Office - Cleaning	0	33	(33)	0	267	(267)	400
5100-00 · Rent - Other	0	313	(313)	0	2,500	(2,500)	3,750
Total 5100-00 · Rent	0	379	(379)	0	3,033	(3,033)	4,550
5310-00 · Telephone							
5320-00 · Telephone	0	58	(58)	0	467	(467)	700
Total 5310-00 · Telephone	0	58	(58)	0	467	(467)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	33	(33)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	33	(33)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	67	(67)	100
5510-00 · Insurance/Bonding	0			0			
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	0	1,250	(1,250)	1,250
5520-00 · Supplies - Other	0	417	(417)	0	3,333	(3,333)	5,000
Total 5520-00 · Supplies	0	417	(417)	0	4,583	(4,583)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	0	133	(133)	200
5740-00 · Equipment Rental/Leasing	0	63	(63)	0	500	(500)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	6,667	(6,667)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	6,667	(6,667)	10,000
8200-00 · Associate Relations	0	5	(5)	0	40	(40)	60
8600-00 · Additional Opportunitites	0	833	(833)	0	6,667	(6,667)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	333	(333)	500
8750-00 · Meals/Meetings	0	21	(21)	0	167	(167)	250
Total Expense	0	10,768	(10,768)	0	87,398	(87,398)	130,472
Net Ordinary Income	12,296	1,528	10,768	108,402	21,004	87,398	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	0	1,528	(1,528)	(1)	21,004	(21,005)	32,442
Total Other Expense	0	1,528	(1,528)	(1)	21,004	(21,005)	32,442
Net Other Income	0	(1,528)	1,528	1	(21,004)	21,005	(32,442)
Net Income	12,296	0	12,296	108,403	0	108,403	0

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2022

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of February 28, 2022

Accrual Basis

	Feb 28, 22	Feb 28, 21	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	638,386	740,282	(101,896)	(14%)	216,621
Total Checking/Savings	638,386	740,282	(101,896)	(14%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	7,217	390	6,827	1,751%	0
Total Accounts Receivable	7,217	390	6,827	1,751%	0
Other Current Assets					
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	100	100	0	0%	100
Total Current Assets	645,703	740,772	(95,069)	(13%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	66,191	68,118	(1,927)	(3%)	40,310
Total Other Assets	66,191	68,118	(1,927)	(3%)	40,310
TOTAL ASSETS	711,894	808,890	(96,996)	(12%)	257,031
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	63,815	32,066	31,749	99%	64,362
Total Accounts Payable	63,815	32,066	31,749	99%	64,362
Total Current Liabilities	63,815	32,066	31,749	99%	64,362
Total Liabilities	63,815	32,066	31,749	99%	64,362
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	455,411	289,841	165,570	57%	(294,315)
Total Equity	648,080	776,824	(128,744)	(17%)	192,668
TOTAL LIABILITIES & EQUITY	711,895	808,890	(96,995)	(12%)	257,030

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of February 28, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	999.00	0.00	0.00	999.00
IVCBVB	666.00	0.00	0.00	0.00	0.00	666.00
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
Truckee North Tahoe Trans Mgmt Assoc	3,000.00	0.00	0.00	0.00	0.00	3,000.00
TOTAL	<u>3,666.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>0.00</u>	<u>0.00</u>	<u>7,217.34</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of February 28, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	219.96	0.00	0.00	0.00	0.00	219.96
AugustineIdeas	41,745.08	0.00	0.00	0.00	0.00	41,745.08
MAHK Advertising	20,507.78	0.00	0.00	0.00	0.00	20,507.78
NLTRA	1,101.91	240.00	0.00	0.00	0.00	1,341.91
TOTAL	<u>63,574.73</u>	<u>240.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>63,814.73</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

February 2022

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	461,329	461,328	1	692,000
4001-00 · NLTRA Funding	85,731	85,731	0	810,211	810,211	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	143,397	143,397	0	1,277,540	1,277,539	1	1,800,000
Gross Profit	143,397	143,397	0	1,277,540	1,277,539	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	7,500	6,000	1,500	33,833	39,500	(5,667)	70,000
5004-00 · Trip Advisor	2,483	2,000	483	20,218	25,000	(4,782)	50,000
5005-00 · Paid Social	2,932	4,700	(1,768)	45,319	74,660	(29,341)	132,960
5005-01 · Digital Display / Retargeting	2,260	2,250	10	58,839	45,390	13,449	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	1,568	0	1,568	29,502	112,500	(82,998)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	7,644	2,372	5,272	26,006	18,981	7,025	28,469
5007-00 · Creative Production - Other	128	0	128	893	0	893	0
Total 5007-00 · Creative Production	9,339	2,372	6,967	58,277	131,481	(73,204)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	56,000	56,000	0	84,000
5016 · Video Streaming	0	2,000	(2,000)	52,593	52,000	593	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	2,492	3,516	(1,024)	27,833	37,874	(10,041)	71,166
5018-01 · Digital Ad Serving	30	100	(70)	518	3,300	(2,782)	6,000
5020-00 · Search Engine Marketing	1,593	4,000	(2,407)	26,257	28,000	(1,743)	54,000
5022-00 · Email	0	5,000	(5,000)	9,999	15,000	(5,001)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	16,000	(11,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	35,630	40,938	(5,308)	395,288	531,205	(135,917)	903,595
5110-00 · LEISURE SALES							
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	748	0	748	3,568	2,000	1,568	5,000
5113-00 · Additional Opportunities	0	0	0	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	3,000	(3,000)	0	4,750	(4,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	1,500	(1,500)	0	2,250	(2,250)	2,250
5133-00 · Ski-Tops	0	1,000	(1,000)	0	1,850	(1,850)	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	3,000	(3,000)	2,395	3,000	(605)	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	438	0	438	438	0	438	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	0	0	0	5,000	(5,000)	15,000
Total 5110-00 · LEISURE SALES	1,186	8,500	(7,314)	10,919	37,350	(26,431)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	36,000	35,000	1,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	750	750	0	3,522	7,500	(3,978)	12,000
5204-00 · Media Mission(s)	0	7,000	(7,000)	2,967	24,000	(21,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	6,400	6,400	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	1,945	1,920	25	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	3,100	(3,100)	8,921	9,300	(379)	18,600
5210-00 · Content Dev - Newsletters	1,500	1,800	(300)	8,010	14,400	(6,390)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	47,000	47,000	0	71,000
5212-00 · Social Giveaways & Contests	900	1,800	(900)	900	5,400	(4,500)	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	5,750	0	5,750	5,750	4,000	1,750	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	2,660	2,352	308	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	1,000	(797)	1,500
Total 5200-00 · PUBLIC RELATIONS	21,965	26,784	(4,819)	125,706	169,272	(43,566)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,506	2,511	(1,005)	8,780	10,066	(1,286)	24,114
6006-00 · CVENT	712	916	(204)	5,733	7,302	(1,569)	10,967
6007-00 · Creative Production	1,560	0	1,560	13,653	5,000	8,653	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	4,000	(4,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	275	459	(184)	4,215	2,754	1,461	4,590
6018-01 · MCC Digital Ad Serving	6	42	(36)	33	336	(303)	500
6019-00 · Conference Direct Partnership	0	0	0	3,500	7,000	(3,500)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,667	7,000	(2,333)	7,000
6152-00 · Client Events / Opportunities	0	0	0	1,650	3,000	(1,350)	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,545	1,250	295	2,500
Total 6000-00 · CONFERENCE SALES	4,768	4,928	(160)	43,775	47,708	(3,933)	91,450
6100-00 · TRADE SHOWS							

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

February 2022

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
6111-00 · Site Inspections	0	0	0	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	250	0	250	1,597	5,000	(3,403)	5,000
6120-01 · Sac River Cats Client Event	0			500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	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	(575)			991			
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 Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	583			1,167	0	1,167	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	258	0	258	13,558	35,395	(21,837)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	(3,000)	3,000	(6,000)	(3,000)	18,000	(21,000)	30,000
5009-00 · Fulfillment / Mail	318	200	118	1,696	1,600	96	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	1,333	0	1,333	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 · Miscellaneous	837			837	0	837	0
7002-00 · CRM Subscription	833	885	(52)	6,333	7,080	(747)	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	303	4,000	(3,697)	8,000
7004-00 · Research	2,705	2,750	(45)	25,098	22,000	3,098	83,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	2,370	0	2,370	11,848	16,676	(4,828)	33,352
7008-00 · Opportunistic Funds	0			1,500	25,000	(23,500)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,416	(1,416)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	4,966	5,000	(34)	7,757
7020-00 · Collateral Production / Printin	0			724	0	724	0
8700-00 · Automobile Expense*	220			429	0	429	0
7000-00 · COMMITTED & ADMIN EXPENSES - Other	188			188			
Total 7000-00 · COMMITTED & ADMIN EXPENSES	5,258	7,637	(2,379)	117,325	166,772	(49,447)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	34,000	34,000	0	51,000
8003-00 · Website Hosting Maintenance	243	0	243	1,559	1,602	(43)	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	60,000	60,000	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	20,000	20,000	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,493	14,250	243	115,559	115,602	(43)	173,161
Total Expense	83,558	103,037	(19,479)	822,129	1,103,304	(281,175)	1,897,514
Net Income	59,840	40,360	19,479	455,411	174,235	281,176	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2021 through February 2022

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	461,329.00	328,800.00	132,529.00	40.3%
4001-00 · NLTRA Funding	810,211.38	546,252.63	263,958.75	48.3%
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%
Total Income	1,277,540.38	926,252.63	351,287.75	37.9%
Gross Profit	1,277,540.38	926,252.63	351,287.75	37.9%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	33,833.32	4,166.65	29,666.67	712.0%
5004-00 · Trip Advisor	20,218.31	5,902.93	14,315.38	242.5%
5005-00 · Paid Social	45,319.33	18,881.83	26,437.50	140.0%
5005-01 · Digital Display / Retargeting	58,838.72	40,052.28	18,786.44	46.9%
5007-00 · Creative Production				
5007-01 · Creative Production	29,502.15	37,103.87	-7,601.72	-20.5%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	26,006.43	5,301.63	20,704.80	390.5%
5007-00 · Creative Production - Other	892.50	1,147.50	-255.00	-22.2%
Total 5007-00 · Creative Production	58,276.68	46,395.50	11,881.18	25.6%
5010-00 · Account Strategy & Management	56,000.00	48,000.00	8,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	12,816.00	-12,816.00	-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	27,833.24	30,400.34	-2,567.10	-8.4%
5018-01 · Digital Ad Serving	518.14	332.89	185.25	55.7%
5020-00 · Search Engine Marketing	26,257.23	34,744.30	-8,487.07	-24.4%
5022-00 · Email	9,999.40	4,162.45	5,836.95	140.2%
5024-00 · Fusion 7	5,000.00	16,000.00	-11,000.00	-68.8%
5029-00 · Television	0.00	10,154.30	-10,154.30	-100.0%
Total 5000-00 · CONSUMER MARKETING	395,287.51	272,009.47	123,278.04	45.3%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	3,567.78	119.88	3,447.90	2,876.1%
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%
5145-00 · TIA Annual Dues	437.50	0.00	437.50	100.0%
5147-00 · AUS / Gate 7	0.00	6,241.22	-6,241.22	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	10,919.02	17,677.78	-6,758.76	-38.2%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	36,000.00	12,000.00	24,000.00	200.0%
5202-00 · PR Program/ Content Dev - Blogs	3,522.36	8,500.00	-4,977.64	-58.6%
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	6,400.00	4,000.00	2,400.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,945.00	2,400.00	-455.00	-19.0%
5209-00 · Domestic Travel Media FAMS	8,920.83	5,865.75	3,055.08	52.1%
5210-00 · Content Dev - Newsletters	8,010.00	12,600.00	-4,590.00	-36.4%
5211-00 · Social Media Strategy & Mgmt	47,000.00	32,000.00	15,000.00	46.9%
5212-00 · Social Giveaways & Contests	900.00	0.00	900.00	100.0%
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	5,750.00	1,500.00	4,250.00	283.3%
5222-00 · Media Tracking / Membership	2,659.95	1,816.00	843.95	46.5%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	125,705.53	113,860.49	11,845.04	10.4%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	8,780.16	23,123.00	-14,342.84	-62.0%
6006-00 · CVENT	5,733.09	10,678.00	-4,944.91	-46.3%
6007-00 · Creative Production	13,652.99	14,308.19	-655.20	-4.6%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	853.36	-853.36	-100.0%
6018-00 · MCC Media Commission	4,214.83	4,772.84	-558.01	-11.7%
6018-01 · MCC Digital Ad Serving	32.53	0.00	32.53	100.0%
6019-00 · Conference Direct Partnership	3,499.99	5,333.36	-1,833.37	-34.4%
6128-00 · HelmsBriscoe Strategic Partner	4,666.64	4,666.64	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	1,545.18	1,551.11	-5.93	-0.4%
Total 6000-00 · CONFERENCE SALES	43,775.41	68,294.04	-24,518.63	-35.9%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	1,596.53	1,099.00	497.53	45.3%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%

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

Accrual Basis

July 2021 through February 2022

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
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	990.76	0.00	990.76	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	13,557.70	8,661.56	4,896.14	56.5%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	-3,000.00	0.00	-3,000.00	-100.0%
5009-00 · Fulfillment / Mail	1,695.59	1,225.85	469.74	38.3%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,333.36	1,000.02	333.34	33.3%
7001-00 · Miscellaneous	836.91	0.00	836.91	100.0%
7002-00 · CRM Subscription	6,333.33	8,124.98	-1,791.65	-22.1%
7003-00 · IVCBVB Entertainment Fund	302.62	891.95	-589.33	-66.1%
7004-00 · Research	25,098.08	6,667.67	18,430.41	276.4%
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	11,847.91	19,550.85	-7,702.94	-39.4%
7008-00 · Opportunistic Funds	1,500.00	131.19	1,368.81	1,043.4%
7009-00 · Tahoe Cam Usage	0.00	2,124.00	-2,124.00	-100.0%
7010-00 · Photo Management & Storage	4,966.00	4,816.64	149.36	3.1%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
7030-00 · Contract Review	0.00	2,300.00	-2,300.00	-100.0%
8700-00 · Automobile Expense*	429.37	309.02	120.35	39.0%
7000-00 · COMMITTED & ADMIN EXPENSES - ...	188.18	0.00	188.18	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	117,325.29	97,398.62	19,926.67	20.5%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	34,000.00	34,051.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	1,559.00	24,457.75	-22,898.75	-93.6%
8004-00 · Website Strategy & Maintenance	60,000.00	0.00	60,000.00	100.0%
8005-00 · Website SEO Strategy/Maint	20,000.00	0.00	20,000.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	115,559.00	58,509.69	57,049.31	97.5%
Total Expense	822,129.46	636,411.65	185,717.81	29.2%
Net Income	455,410.92	289,840.98	165,569.94	57.1%

KEY METRICS FOR Feb 28, 2022 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Jan 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,980,215	5,806,012	1,085,367	\$ 17,900,415
2020 - 2021	7,366,171	3,326,055	6,223,703	4,997,244	\$ 21,913,173
2021 - 2022	7,783,991	3,506,504	946	-	\$ 11,291,441

Total NLTBID Revenues by Quarter 2021 - 2026 (as reported thru February 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,335,001	1,160,428	79,359		\$ 2,574,787
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
Tahoe City:					
Walk In	27903	31506	17669	19218	8.77%
Phone	1827	1944	1774	1711	-3.55%
Email	250	284	290	348	20.00%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3295	2913	749	1604	114.15%
Total	37,714	44,969	25,890	26,879	3.82%

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

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	63.5%	56.0%	13.39%
ADR (Average Daily Rate)	\$ 573	\$ 456	25.66%
RevPAR (Rev per Available Room)	\$ 364	\$ 256	42.19%
Occupancy 1 Mth Forecast	53.1%	36.6%	45.08%
ADR 1 Mth Forecast	\$ 412	\$ 374	10.16%
RevPAR 1 Mth Forecast	\$ 219	\$ 137	59.85%
Occupancy (prior 6 months)	46.1%	35.5%	29.86%
ADR (prior 6 months)	\$ 444	\$ 379	17.15%
RevPAR (prior 6 months)	\$ 204	\$ 134	52.24%
Occupancy (next 6 months)	32.4%	22.9%	41.48%
ADR (next 6 months)	\$ 434	\$ 444	-2.25%
RevPAR (next 6 months)	\$ 141	\$ 102	38.24%

Unemployment Rates - EDD	Jan 2022
California (pop. 38,332,521)	5.8%
Placer County (367,309)	3.7%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.2%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

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

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 2/28/2022				
	2020-21	2020-21	2021-22	YOY %
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 257,997	\$ 290,287	\$ 1,962,035	575.89%
Commission for this Revenue	\$ -		\$ -	
Number of Room Nights	1,287	1,361	9,228	578.03%
Number of Bookings	8	6	28	366.67%
Conference Revenue And Percentage by County:				
	<u>20-21</u>	<u>21-22</u>		
Placer	100%		\$ 257,997 \$ 290,287 \$ 1,359,251	368.24%
Washoe	0%		\$ 0 \$ 602,784	
South Lake	0%		\$ 0 \$ -	
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$257,997 \$ 290,287 \$ 1,962,035	85.20%
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000 \$ 2,500,000	0.00%

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month*Yr February 2022
Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
2/8/2022	A	Bank of the West		Rush Card Delivery Fee	\$20.00		5710-00/70
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						

MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$127.53	8700-00-70
TOTAL - CREDIT CARD EXPENSES					\$20.00		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$127.53	

Signed By: Anthony Karwowski
35596ABDC099464...
 Date: 3/10/2022

Approved By: _____
 Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		DS	3/10/2022		

**BANK OF THE WEST**
BNP PARIBASBANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043**MEMO STATEMENT**

Account Number	XXXX-XXXX-0183-4849
Statement Date	FEB 28, 2022
Total Activity	\$20.00

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENTANTHONY KARWOWSKI
N LAKE TAHOE RESORT
ATTN: DEWITT VN SICLEN
100 N LAKE BLVD
N LAKE TAHOE RESORT ASSOC
TAHOE CITY CA 96145-2273**ACCOUNT MESSAGES**

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

ACCOUNT SUMMARY							
ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$20.00		\$0.00		\$0.00		\$20.00

ACCOUNT ACTIVITY

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-08	02-08		RUSH CARD DELIVERY FEE	20.00

For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0183-4849	Account Summary Purchases & Other Charges \$0.00 Cash Advances \$0.00 Fees \$20.00 Credits \$0.00 Payments \$0.00 Total Activity \$20.00
	Statement Date FEB 28, 2022	
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	
	Disputed Amount \$0.00	

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of a Card.