

Board of Directors:

Chair: Deirdra Walsh, Northstar California, **Vice Chair:** Sue Rae Irelan, Placer County Appointee
Treasurer: Dan Tester, Squaw Valley Business Assoc. | **Secretary:** Ray Villaman, Northstar Business Assoc.

Past Chair: Samir Tuma, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | **Kevin Mitchell**, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA

Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device or in-person. To participate via Zoom, join the meeting from the link: <https://bit.ly/3veTyLx> as authorized by AB 361.

Pre-registration is required, and members of the public will be admitted into the meeting as an attendee, with audio and video controls disabled. If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item.

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:35a.m.** 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:40 a.m.** 3. Agenda Amendments and Approval **[ACTION]**
- 8:45 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

- Page:1** A. NLTRA Board Meeting Minutes from April 6, 2022 [Link to preliminary online document](#)
- Page:5** B. NLTRA Special Board Meeting Minutes from April 13, 2022
- Page:7** C. NLTRA Financial Statements, Mar 31, 2022
- Page:28** D. CEO Expense Report for March 2022
- Page:36** E. NLTRA CEO Coach agreement
- F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org
 - Finance Committee Meeting Apr 27, 2022
 - Tourism Development Committee Apr 26, 2022
 - In-Market Tourism Development Committee Mar 29, 2022

- 8:50 a.m.** 5. Action Item:
Page:40
Page:62
- A. Lease to Locals Program and TOT expense proposal - Emily Setzer
 - B. North Lake Tahoe Microtransit service TOT expense proposal- Lindsay Romack/Jaime Wright
- 9:30 a.m.** 6. Informational Updates/Verbal Reports:
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- A. Squaw Valley I Alpine Meadows Micro Mass Transit District Renewal Presentation - Joy Doyle
 - B. Fiscal Year 2022.23 Budget Update- DeWitt Van Siclen
 - C. Measure A 2% TOT renewal and NLTRA advocacy - Tony Karwowski
 - D. TOT, TBID Advisory, and Zone 1 advisory committee formation update - Tony Karwowski
 - E. Lake Tahoe Destination Stewardship Plan Update - Gregory Miller
- 10:40 a.m.** 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report, Mar, 2022
 - B. Conference Revenue Statistics Report, Mar 2022
 - C. Tourism Development Report on Activities, Mar 2022
 - D. Reno Tahoe Airport Report, Mar 2022
 - E. Visitor Information Center Report, Mar 2022
 - F. North Lake Tahoe Marketing Coop Financial Statements, Mar 2022
 - G. Membership Accounts Receivable Report Mar 2022
 - H. Financial Key Metrics Report Mar 2022
- 10:40 a.m.** 8. CEO and Staff Updates
- 10:45 a.m.** 9. Directors Comments
- 10:47 a.m.** 10. Meeting Review and Staff Direction
- 10:50 a.m.** 11. Closed Session
- 11:00 a.m.** 12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, April 6, 2022

Time: 8:30 a.m. – 11:00 a.m.

Location: North Tahoe Event Center

Board of Directors – Draft Meeting Minutes – April 6, 2022

Board of Directors:

Chair: **Samir Tuma**, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | **Deirdra Walsh**, Northstar California | **Kevin Mitchell**, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | **Colin Perry**, Ritz-Carlton, Lake Tahoe

Jill Schott, Tahoe Moon Properties | **Stephanie Hoffman**, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | **Tom Turner**, Tahoe Restaurant Collection | **Samir Tuma**, Tahoe City Lodge

Dave Wilderotter, Tahoe Dave's | **Melissa Siig**, TCDA | **Alyssa Reilly**, NTBA | **Ray Villaman**, Northstar Business Assoc.

Dan Tester, Squaw Valley Business Assoc. | **Sue Rae Irelan**, Placer County Appointee

Advisory members: **Stephanie Holloway**, Placer County Executive Office | **Jeff Cowen**, TRPA

1. Call to Order – Establish Quorum at 8:32 AM

Board members in attendance

Samir Tuma, Dave Wilderotter, Jim Phelan, Dan Tester, Deidra Walsh, Jill Schott, Alyssa Reilly, Ray Villaman, Melissa Siig, Stephanie Hoffman, Tom Turner, and Sue Rae Irelan. A quorum was established. Advisory Committee member Stephanie Holloway was also present. Board member Mike DeGross joined the meeting at 9:15 AM.

Board members absent

Colin Perry, Kevin Mitchell, and David Lockard

Staff Members in attendance

Tony Karwowski, Anna Atwood, Amber Burke, and DeWitt Van Sicen

Others in attendance

Included Emily Setzer and Jonn Melrose. There may have been others attending electronically who did not introduce themselves.

2. Public Comment

Tuma welcomed new Board members Jill Schott and Mike DeGross.

3. Agenda Amendments and Approval [ACTION]

Motion to approved today's agenda as presented. PHELAN/TWALSH/UNANIMOUS

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or Will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Mar 2, 2022 Link to preliminary online document

B. NLTRA Financial Statements, Feb 28, 2022

C. CEO Expense Report for February 2022

D. Notification of new NLTRA Marketing Cooperative Committee members

E. Civitas retainer contract

F. The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Mar 22, 2022
- Tourism Development Committee Mar 29, 2022
- In-Market Tourism Development Committee Mar 29, 2022

Motion to approve the Consent Calendar as presented. HOFFMAN/WALSH/UNANIMOUS

5. Action Items

A. Election of NLTRA Board Officers

Tuma thanked previous Executive Committee members Phelan, Tester, Walsh, and Adam Wilson. A slate of officers was presented. Tuma will remain on the Executive Committee as past-President.

Motion to appoint Walsh as Chair, Irelan as Vice-Chair, Tester as Treasurer, and Villaman as Secretary.

PHELAN/SIIG/UNANIMOUS

Karwowski presented gifts of appreciation to outgoing Board officers Tuma and Phelan.

B. Amend CEO authority of execution

Motion to amend CEO Authority of Execution regarding the procedure for approved contracts to be signed.

WILDEROTTER/TUMA/UNANIMOUS

C. Approval of Rebranding Scope of Work with Augustine Agency

Burke presented the proposal from Augustine Agency to rebrand NLTRA as a result of formation of the TBID. She answered questions clarifying the process and a brief discussion followed regarding components and reasons for rebranding.

Motion to approve the scope of work proposed by Augustine Agency for rebranding, not to exceed \$30,000.

WILDEROTTER/SIIG/UNANIMOUS

D. TBID Advisory committee recommendations and appointment

Karwowski reviewed the recommendations from staff and the Executive Committee.

Motion to approve recommendations as presented for appointments to the TBID Advisory Committee.

VILLAMAN/TURNER/UNANIMOUS

E. TBID Zone 1 Advisory committee recommendations and appointment

The recommendations were included in the meeting packet. Discussion followed regarding the tasks of each TBID Committee, noting the need to form them quickly. That said, the composition can be revised at any time to provide for more diversity and inclusion, as was recommended during discussion.

The topic was open to public comment. Setzer supported comments regarding a more public process to solicit members for each committee.

Motion to approve recommendations as presented for appointments to the TBID Zone 1 Advisory Committee.

TUMA/SCHOTT/UNANIMOUS

F. NLTRA Building lease at 100 North Lake Blvd. Tahoe City, CA

Karwowski presented the request to extend the lease for five-years. A discussion followed regarding terms of the lease and options to purchase the building. Karwowski was asked to follow up with the property owner.

Motion to approve the NLTRA building lease as presented, subject to a discussion with the owner to gauge his interest in selling the building prior to the lease being signed. TUMA/SIIG/UNANIMOUS

6. Informational Updates/Verbal Reports

A. New NLTRA Org. Chart

Karwowski presented a new Organization Chart, based on shifting the focus on marketing to stewardship and managing the NLT TBID. He described the tasks for each position and impacts to the budget. Karwowski answered questions clarifying the positions and the anticipated timeline for onboarding new staff.

B. Housing Programs and Projects in Eastern Placer County – Emily Setzer

Setzer presented an update on County initiatives focused on the goals of increasing housing types, reducing Vehicle Miles Traveled (VMT), and addressing overall employment growth in this area. Setzer provided detail on how the County is working with other agencies, its participation in the Workforce Housing Preservation Program that provides financial assistance to qualified applicants, deed restrictions to ensure local workers are being housed, and regulatory recommendations.

Discussion followed as the statistics and recommendations were clarified. Wilderotter suggested NLTRA help promote the programs. Villaman agreed, saying he does not think everyone understands how urgent this issue really is.

Holloway thanked Setzer for the presentation, noting the multi-pronged approach the County is using, including land acquisition and incentives.

C. Summer Media Plan – Amber Burke

Burke presented the media plan based on the stewardship principles adopted. It includes updating the Know Before You Go guides, awareness of transportation options, and promoting local events. The Traveler's Responsibility Pledge will be highlighted again this summer and the Visitor Guide will focus on responsible travel. A new campaign is being developed called "Tag Tahoe" for people to share how they are honoring the Responsibility Pledge.

Burke reviewed campaign strategies based on increasing mid-week and longer stays, as well as in-market spends. The consumer media plan will be flexible so shifts can easily be made if necessary.

Burke answered questions regarding how information is being disseminated both locally and out of the area.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report, Feb 28, 2022**
- B. Conference Revenue Statistics Report, Feb 2022**
- C. Tourism Development Report on Activities, Feb 2022**
- D. Reno Tahoe Airport Report, Feb 2022**
- E. Visitor Information Center Report, Feb 2022**
- F. North Lake Tahoe Marketing Coop Financial Statements, Feb 2022**
- G. Membership Accounts Receivable Report Feb 2022**
- H. Financial Key Metrics Report Feb 2022**

8. CEO and Staff Updates

Karwowski announced Burke's promotion to Director of Tourism Marketing and Sales.

Karwowski will schedule TBID Advisory and Zone 1 Committee meetings with a goal of approving Q4 budgets.

9. Directors Comments

Walsh expressed appreciation to all who volunteered to serve on committees.

Holloway noted Measure A, the 2% TOT renewal initiative, will be on the June ballot. She noted the many initiatives those fund support. Ballots will be mailed to voters May 9 so promotion and education of the measure should begin

soon. Karwowski said NLTRA is listed as a supporter in the voter information book and will continue to advocate for the initiative.

10. Meeting Review and Staff Direction

- Karwowski will follow up with Roger Kahn regarding interest in selling the building.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:10 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Board of Directors - Draft Meeting Minutes - April 13, 2022

Board of Directors:

Chair: Samir Tuma, Tahoe City Lodge

Mike DeGross, Palisades Tahoe | Deidra Walsh, Northstar California | Kevin Mitchell, Homewood Mountain Resort

David Lockard, Resort at Squaw Creek | Colin Perry, Ritz-Carlton, Lake Tahoe

Jill Schott, Tahoe Moon Properties | Stephanie Hoffman, Tahoe Luxury Properties

Jim Phelan, Tahoe City Marina | Tom Turner, Tahoe Restaurant Collection | Samir Tuma, Tahoe City Lodge

Dave Wilderotter, Tahoe Dave's | Melissa Siig, TCDA | Alyssa Reilly, NTBA | Ray Villaman, Northstar Business Assoc.

Dan Tester, Squaw Valley Business Assoc. | Sue Rae Irelan, Placer County Appointee

Advisory members: Stephanie Holloway, Placer County Executive Office | Jeff Cowen, TRPA

1. Call to Order – Establish Quorum at 8:33 AM

Jim Phelan, Dan Tester, Stephanie Hoffman, Melissa Siig, Kevin Mitchell, Dave Wilderotter, Sue Rae Irelan, David Lockard, Alyssa Reilly, Mike DeGross, Tom Turner, Samir Tuma, and Jill Schott. A quorum was established. Advisory Committee member Stephanie Holloway was also present.

Board members absent

Deidra Walsh, Colin Perry, and Ray Villaman

Staff Members in attendance

Tony Karwowski, Anna Atwood, and DeWitt Van Siclen

Bonnie Bavetta was also in attendance.

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval [ACTION]

Motion to approve today's agenda as presented. PHELAN/TESTER/UNANIMOUS

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

No items were presented.

5. Action Items

a) Review and approve TBID Zone 1 committee recommended Q4 expense budget.

Van Siclen presented the proposed budgets recommended for approval by the TBID Zone 1 and TBID Advisory Committees. He explained how the budgets were compiled and what is available based on the re-forecasted budget for each category. Discussion followed as the presentation was clarified.

Motion to approve of FY 2021/22 Q4 Zone 1 TBID funds, with total expenditures of \$150,000, with \$15,000 allocated to overhead and \$135,000 to be spent within Zone 1 boundaries.

TUMA/SIIG/UNANIMOUS

b) Review and approve TBID Advisory committee recommended Q4 expense budget.

Motion to approve allocations of FY 2021/22 Q4 TBID revenues with total expenditures \$1.11 million as recommended by TBID advisory Committee TUMA/WILDEROTTER/UNANIMOUS

6. Adjournment

There being no further business to come before the Board, the meeting adjourned at 8:55 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 4/28/2022

To: North Lake Tahoe Resort Association (NLTRA) Board of Directors

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for March 31, 2022

A summary of preliminary NLTRA financial results for March 31, 2022 follows:

- Cash balance on March 31, 2022 of \$3,824,000 was \$1,789,000 greater than prior year due primarily to an increase in Net Income of \$3,140,000 and an increase in Accrued Expenses of \$216,000 offset primarily by an increase in Receivables of \$1,114,000 and a decrease in the Due To Placer County balance of \$385,000, and a decrease in Payroll Liabilities of \$73,000. Other changes in the cash balance from prior year include an increase in Accounts Payable of \$29,000, 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 \$8,000, an increase in Prepaid Expenses of \$14,000, and a decrease in Deferred Revenue – Member Dues of \$41,000.
- Accounts Receivable (QB) balance of \$5,000 was up relative to last year by \$2,000.
- The Accounts Receivable – TOT balance of \$316,000 reflected County TOT funding invoice for March as well as an invoice for the pay for performance portion of the County Contract for activities through February. The balance at this date last year was \$292,000. Payment has since been made.
- AR Other balance of \$5,000 was \$3,000 greater than prior year.
- Membership dues receivable totaled \$31,000, which reflects a decrease of \$60,000 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 \$1,000 was \$53,000 less than prior year.
- Retail Inventory totaled \$29,000, which reflects an increase of \$8,000 from prior year.
- AR TBID balance of \$1,107,000 reflects the anticipated revenue on TBID assessment collections that have not yet been received.
- Receivable for NLTMC was \$11,000 lower than prior year due to timely payment in current year.
- Prepaid Expenses of \$18,000 increased by \$14,000 from prior year primarily due to the timing of payment on the Business Association Grants as well as accrued health insurance in current year.
- Accounts Payable of \$40,000 was \$6,000 greater than prior year.
- Accounts Payable – Other balance of \$24,000 reflects unrealized revenue due back for member dues invoices paid by TBID-assessed businesses in the prior fiscal year.

- Wages and related liabilities of \$96,000 were \$73,000 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 an increased accrual period over prior year.
- Accrued expenses of \$216,000 were \$216,000 higher than prior year due to events taking place in the next fiscal year whose funds were committed to in the current fiscal year. This balance primarily consists of the Spartan 2022 sponsorship at \$175,000.
- Deferred Revenue-Member Dues of \$39,000 was down \$41,000 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 that has been approved by the board for \$175,000.
- Due To/From County balance of \$0 was \$385,000 lower than prior year. This balance reflects the unspent prior year TOT funding that is due back to Placer County.
- YTD consolidated net income of \$3,898,000 at March 31 reflected a \$3,140,000 increase from prior year positive results of \$758,000, and represents TBID revenues of \$3,681,000 YTD, Membership's net loss of \$4,000, and \$221,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,713,000 was lower than budget by \$475,000 due to the timing of the pay for performance portion of County TOT funding.
 - Expenses before overhead allocation totaled \$1,597,000 and were \$231,000 below budget largely due to a combination of reduced staffing and timing.
 - Total net results before overhead allocation of \$116,000 were below budget by \$244,000 primarily due to timing of the pay for performance portion of County TOT funding.
- Operating Results YTD – Conference
 - TOT revenue of \$360,000 was on budget.
 - Expenses of \$122,000 before allocated overhead were below budget by \$167,000 primarily due to reduced staffing.
 - Net results of \$239,000 before overhead allocation were good to budget by \$167,000.
- Operating Results YTD – Visitor Center
 - Retail sales of \$77,000 were positive to budget by \$18,000. TOT revenue of \$343,000 was on budget.
 - Expenses before overhead allocation of \$227,000 were below budget by \$95,000 primarily due to staffing and reduced expenditures on the visitor guide.
 - Net income of \$193,000 before overhead allocation was \$112,000 positive to budget.
- Operating Results YTD – TMP1
 - TOT revenue of \$133,000 was on budget.
 - Expenditures of \$19,000 before overhead were \$88,000 good to budget primarily due to reduced staffing.
 - Net results of \$114,000 before overhead allocation were positive to budget \$88,000.
- Operating Results YTD – TBID Assessment Revenue
 - Anticipated revenues YTD totaled \$3,681,000 and was good to budget by \$412,000 primarily due to collection on Q1 assessments that weren't anticipated due to reservations made prior to the start of the TBID.
 - Total collections through March totaled \$2,833,000.
 - Total collections reserved for Zone 1 Services are \$478,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$58,000 was \$2,000 good to budget, total other revenues of \$3,000 were bad to budget by \$6,000.
 - Expenses before overhead allocation of \$51,000 were good to budget by \$16,000.

- Net results of \$10,000 before overhead allocation was good to budget by \$11,000.
 - Net loss of \$4,000 after overhead allocations was good to budget \$12,000.
- Operating Results YTD – Business Association Grant Funding
 - TOT Revenue of \$150,000 was on budget.
 - Expenses of \$150,000 was on budget.
 - Net results of \$0 was on budget.
- Operating Results YTD – TOT Housing & Transportation Allocation
 - TOT Revenue of \$122,000 was on budget.
 - Total expense of \$0 before overhead allocation was below budget \$98,000 due to staffing.
 - Net results of \$122,000 before overhead was \$98,000 good to budget.
- Operating Results YTD – Administration
 - Total expenses of \$579,000 were \$1,000 below budget due primarily to unbudgeted professional fees expenses offset by reduced staffing.
- Membership cash position as of March 31, 2022
 - Membership activities YTD resulted in a net loss of \$4,190.
 - Deferred revenues of \$39,211 less receivables of \$31,415, plus the allowance for uncollectible receivables of \$650 resulted in the increase in cash in the amount of \$4,256.
 - 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 \$42,906.

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) preliminary financial results at March 31, 2022

- Cash balance at month end of \$607,000 was \$78,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$8,000, offset by an increase in Net Income of \$108,000, an increase in Accounts Payable of \$96,000, and a decrease in Prepaid Expenses of \$21,000.
- Accounts Receivable balance of \$10,000 was greater than prior year by \$8,000.
- Prepaid Expenses of \$50,000 were \$21,000 lower than prior year.
- Accounts Payable of \$160,000 were \$96,000 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 \$315,000 was \$108,000 higher than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$1,350,000 was below budget \$46,000 to true up NLTRA TOT contributions prior to the transition to TBID funding. This will be caught up in April with TBID funding.
- Consumer Marketing expenditures of \$552,000 were \$114,000 below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$11,000 were \$45,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$144,000 were \$50,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$62,000 were \$1,000 below budget.
- Trade Show expenditures of \$14,000 were \$25,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$123,000 were \$87,000 below budget due to timing.
- Website & Maintenance expenses of \$130,000 were on budget.
- Total Expenses of \$1,035,000 were \$322,000 below budget.
- Net Income of \$315,000 was good to budget by \$276,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

March 31, 2022

North Lake Tahoe Resort Association
Balance Sheet
As of March 31, 2022

Accrual Basis

	Mar 31, 22	Mar 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	158	0	0%
1002-00 · Cash - Operations BOTW #8328	1,035,782	0	1,035,782	100%
1003-00 · Cash - Operations BOTW #6712	0	1,796,102	(1,796,102)	(100)%
1007-00 · Cash - Payroll BOTW #7421	17,079	6,259	10,820	173%
1008-00 · Marketing Reserve - Plumas	50,379	50,347	32	0%
1009-00 · Cash Flow Reserve - Plumas	101,052	100,945	106	0%
1071-00 · Payroll Reserves	25,714	29,582	(3,868)	(13)%
1080-00 · Special Events BOTW #1626	17,290	51,333	(34,043)	(66)%
1090-00 · TBID Account- BOTW #0550	2,574,690	0	2,574,690	100%
10950 · Cash In Drawer	1,376	139	1,237	891%
Total Checking/Savings	3,823,519	2,034,865	1,788,654	88%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	5,000	3,500	1,500	43%
1290-00 · A/R - TOT	315,512	292,229	23,283	8%
Total Accounts Receivable	320,512	295,729	24,783	8%
Other Current Assets				
1200-99 · AR Other	4,644	2,085	2,558	123%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	31,265	91,465	(60,200)	(66)%
1201-03 · Member AR - Other	150	1,205	(1,055)	(88)%
Total 1201-00 · Member Accounts Receivable	31,415	92,670	(61,255)	(66)%
1201-02 · Allowance for Doubtful Accounts	(650)	(53,561)	52,910	99%
12100 · Inventory Asset				
25300 · Gift Cards Outstanding	18	18	0	0%
12100 · Inventory Asset - Other	28,626	20,946	7,681	37%
Total 12100 · Inventory Asset	28,644	20,963	7,681	37%
1220-00 · AR TBID	1,106,567	0	1,106,567	100%
1299 · Receivable from NLTC	265	11,636	(11,371)	(98)%
1490-00 · Security Deposits	1,150	1,150	0	0%
Total Other Current Assets	1,172,034	74,944	1,097,090	1,464%
Total Current Assets	5,316,066	2,405,539	2,910,527	121%
Fixed Assets				
1700-00 · Furniture & Fixtures	43,330	45,289	(1,958)	(4)%
1701-00 · Accum. Depr. - Furn & Fix	(43,330)	(45,289)	1,958	4%
1740-00 · Computer Equipment	11,013	11,013	0	0%
1741-00 · Accum. Depr. - Computer Equip	(4,444)	(2,764)	(1,680)	(61)%
1750-00 · Computer Software	6,206	20,493	(14,287)	(70)%
1751-00 · Accum. Amort. - Software	(6,206)	(20,493)	14,287	70%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	6,569	8,249	(1,680)	(20)%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	7,024	269	6,755	2,512%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	11,350	3,849	7,502	195%
Total 1400-00 · Prepaid Expenses	18,474	4,217	14,257	338%
Total Other Assets	18,474	4,217	14,257	338%
TOTAL ASSETS	5,341,109	2,418,005	2,923,103	121%
LIABILITIES & EQUITY				

North Lake Tahoe Resort Association
Balance Sheet
As of March 31, 2022

Accrual Basis

	Mar 31, 22	Mar 31, 21	\$ Change	% Change
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	39,933	34,387	5,546	16%
Total Accounts Payable	39,933	34,387	5,546	16%
Other Current Liabilities				
2000-01 · Accounts Payable - Other	23,835	0	23,835	100%
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	12,418	16,640	(4,222)	(25)%
2101-00 · Incentive Payable	28,265	85,087	(56,822)	(67)%
2102-00 · Commissions Payable	0	30	(30)	(100)%
2120-00 · Empl. Federal Tax Payable	6,311	7,651	(1,339)	(18)%
2175-00 · 401 (k) Plan	2,690	4,422	(1,732)	(39)%
2180-00 · Estimated PTO Liability	45,948	54,845	(8,896)	(16)%
Total 21000 · Salaries/Wages/Payroll Liabilit	95,632	168,674	(73,041)	(43)%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	21	0	21	100%
25500 · *Sales Tax Payable	1,249	862	387	45%
Total 2190-00 · Sales and Use Tax Payable	1,269	862	407	47%
2250-00 · Accrued Expenses	216,400	0	216,400	100%
2400-60 · Deferred Revenue- Member Dues	39,211	80,233	(41,023)	(51)%
2500-00 · Deferred Revenue - TMBC	1,290	1,290	0	0%
2700-00 · Deferred Rev. County	525,305	525,305	0	0%
2900-00 · Due To/From County of Placer	0	384,939	(384,939)	(100)%
Total Other Current Liabilities	902,943	1,161,303	(258,360)	(22)%
Total Current Liabilities	942,876	1,195,690	(252,814)	(21)%
Total Liabilities	942,876	1,195,690	(252,814)	(21)%
Equity				
32000 · Unrestricted Net Assets	17,781	(10,145)	27,927	275%
3300-11 · Designated Marketing Reserve	331,856	324,590	7,266	2%
3301 · Cash Flow Reserve	100,839	100,248	591	1%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	3,897,738	757,604	3,140,134	415%
Total Equity	4,398,233	1,222,315	3,175,918	260%
TOTAL LIABILITIES & EQUITY	5,341,109	2,418,005	2,923,103	121%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	315,512	281,912	53,600	2,821,514	3,296,801	(475,286)	3,395,286
4100-00 · TBID Assessment Revenue	697,945	415,302	282,643	3,681,354	3,269,120	412,234	9,343,681
4200-00 · Membership Dues Revenue	6,155	6,250	(95)	57,923	56,250	1,673	75,000
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	4,500	(4,500)	6,000
4250-03 · Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 · Tues AM Breakfast Club							
4251-01 · Tues AM Breakfast Club Sponsors	0	550	(550)	0	2,350	(2,350)	3,150
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	1,200	(1,200)	2,850
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	3,550	(3,550)	6,000
4250-00 · Revenues-Membership Activities - Other	500	0	500	3,125	0	3,125	0
Total 4250-00 · Revenues-Membership Activities	500	2,250	(1,750)	3,125	9,550	(6,425)	14,500
4253-00 · Revenue- Other	0	500	(500)	0	1,000	(1,000)	2,500
46000 · Merchandise Sales							
4602-00 · Non-Retail VIC Income	130			1,496	0	1,496	0
46000 · Merchandise Sales - Other	7,129	5,000	2,129	75,543	59,500	16,043	85,000
Total 46000 · Merchandise Sales	7,259	5,000	2,259	77,040	59,500	17,540	85,000
Total Income	1,027,371	691,214	336,157	6,640,957	6,692,221	(51,264)	12,915,967
Gross Profit	1,027,371	691,214	336,157	6,640,957	6,692,221	(51,264)	12,915,967
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	3,664	10,695	(7,032)	41,010	98,257	(55,247)	128,104
5030-00 · P/R - Health Insurance Expense	4,934	13,890	(8,955)	53,226	125,006	(71,780)	163,465
5040-00 · P/R - Workmans Comp	529	1,131	(603)	5,837	10,183	(4,346)	13,574
5060-00 · 401 (k)	1,444	3,834	(2,390)	13,983	34,506	(20,523)	47,129
5061-00 · 401k Profit Sharing	0	0	0	0	0	0	839
5070-00 · Other Benefits and Expenses	189	646	(457)	2,455	5,816	(3,361)	6,625
5000-00 · Salaries & Wages - Other	52,395	108,002	(55,607)	528,178	972,019	(443,842)	1,294,088
Total 5000-00 · Salaries & Wages	63,155	138,199	(75,043)	644,689	1,243,787	(599,099)	1,653,824
5100-00 · Rent							
5110-00 · Utilities	1,496	1,113	383	11,081	10,013	1,069	13,118
5140-00 · Repairs & Maintenance	5,466	1,104	4,362	9,962	9,938	25	13,208
5150-00 · Office - Cleaning	600	929	(329)	6,325	8,363	(2,038)	11,170
5100-00 · Rent - Other	13,732	14,391	(659)	123,349	129,517	(6,169)	172,323
Total 5100-00 · Rent	21,294	17,537	3,757	150,717	157,830	(7,113)	209,819
5310-00 · Telephone							
5320-00 · Telephone	3,627	2,973	654	26,170	26,760	(590)	39,619
5350-00 · Internet	180			360			
5310-00 · Telephone - Other	0			50			
Total 5310-00 · Telephone	3,807	2,973	834	26,580	26,760	(180)	39,619
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	38	(38)	50
5480-00 · Mail - Fed Ex	0	4	(4)	233	38	196	50
5420-00 · Mail - USPS - Other	414	127	287	2,133	1,140	993	1,520
Total 5420-00 · Mail - USPS	414	135	279	2,366	1,215	1,151	1,620
5510-00 · Insurance/Bonding							
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	492	(492)	4,812	9,425	(4,613)	9,650
5520-00 · Supplies - Other	2,015	1,779	236	11,942	21,013	(9,070)	27,600
Total 5520-00 · Supplies	2,015	2,271	(255)	16,754	30,438	(13,683)	37,250
5610-00 · Depreciation	0	153	(153)	1,222	1,375	(153)	2,833
5700-00 · Equipment Support & Maintenance	164	2,933	(2,769)	21,768	26,400	(4,632)	35,200
5710-00 · Taxes, Licenses & Fees	1,968	1,308	660	12,781	11,775	1,006	41,276
5740-00 · Equipment Rental/Leasing	2,364	435	1,928	8,719	3,919	4,800	4,741
5800-00 · Training Seminars	35	500	(465)	684	4,500	(3,816)	6,000
5850-00 · Artist of Month - Commissions	641	167	475	1,744	1,500	244	2,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	750	(750)	8,425	11,750	(3,325)	14,000
5920-00 · Professional Fees - Accountant	208	0	208	20,773	26,000	(5,227)	26,375
5921-00 · Professional Fees - Other	450	1,792	(1,342)	120,958	16,125	104,833	21,125
Total 5900-00 · Professional Fees	658	2,542	(1,884)	150,156	53,875	96,281	61,500
5941-00 · Research & Planning	0	1,250	(1,250)	0	11,250	(11,250)	15,000
6020-00 · Programs							
6016-00 · Special Event Partnership	40,500	0	40,500	45,720	50,000	(4,280)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	30,000
Total 6020-00 · Programs	40,500	0	40,500	55,720	70,000	(14,280)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	100,000	0	100,000	100,000	30,000	70,000	30,000

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

Accrual Basis

All Departments

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
6421-04 · Broken Arrow Skyrace	40,000	0	40,000	45,000	25,400	19,600	25,800
6421-06 · Spartan	175,000			175,000	179,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	400	400	0	50,400	25,400	25,000	25,400
6421-15 · Lake Tahoe Dance Collective	15,000			15,000			
6421-17 · Enduro	0	0	0	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	25,000	0	25,000	39,000	62,600	(23,800)	62,800
Total 6420-01 · Sponsorships	355,400	400	355,000	424,400	411,000	13,400	411,400
6421-00 · New Event Development	(7,000)	0	(7,000)	33,000	102,075	(69,075)	136,100
6424-00 · Event Operation Expenses	254	0	254	543	1,500	(957)	17,500
Total 6420-00 · Events	348,654	400	348,254	457,943	514,575	(56,632)	565,000
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)	1,763	(2,263)	3,000
6442-00 · Public Relations/Website/Digita	990	500	490	7,284	4,500	2,784	6,000
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(150)	417	(567)	253	3,760	(3,497)	5,000
Total 6423-00 · Membership Activities	840	1,329	(489)	7,332	10,513	(3,180)	14,500
6730-00 · Marketing Cooperative/Media	14,782	61,067	(46,284)	824,994	871,278	(46,284)	1,046,155
6740-00 · Media/Collateral/Production	250	1,667	(1,417)	250	15,000	(14,750)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	7,515	6,000	1,515	52,329	54,000	(1,671)	71,100
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	1,776	2,000	(224)	19,448	14,000	5,448	20,000
6743-03 · Winter Lakeside Campaign	1,776	2,000	(224)	19,521	20,000	(479)	20,000
6743-04 · Summerlong Music Campaign	0	0	0	0	0	0	12,000
6743-05 · Summer Mountain Campaign	0	0	0	0	0	0	12,000
Total 6743-00 · BACC Marketing Programs	3,551	4,000	(449)	38,969	34,000	4,969	64,000
6750-00 · Business Association Grant							
6750-01 · Business Assn Grant - NTBA	8,333	8,333	0	75,000	75,000	(0)	100,000
6750-02 · Business Assn Grant - TCDA	8,333	8,333	0	75,000	75,000	(0)	100,000
Total 6750-00 · Business Association Grant	16,667	16,667	0	150,000	150,000	(0)	200,000
7500-00 · Trade Shows/Travel	0	1,667	(1,667)	0	15,000	(15,000)	20,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	23	125	(102)	1,408	1,125	283	1,500
52500 · Purchase Discounts	0			(73)	0	(73)	0
59900 · POS Inventory Adjustments	(125)			(91)	0	(91)	0
8100-01 · CGS - Other	0			580	0	580	0
8100-00 · Cost of Goods Sold - Other	3,582	2,500	1,082	39,401	29,750	9,651	42,500
Total 8100-00 · Cost of Goods Sold	3,480	2,625	855	41,225	30,875	10,350	44,000
8200-00 · Associate Relations	150	195	(45)	1,140	1,755	(615)	2,340
8300-00 · Board Functions	810	583	227	10,591	5,250	5,341	7,000
8500-00 · Credit Card Fees	231	285	(54)	2,395	3,247	(851)	4,600
8600-00 · Additional Opportunites	650	5,833	(5,183)	30,875	52,500	(21,625)	411,500
8700-00 · Automobile Expenses	49	542	(493)	1,010	4,875	(3,865)	6,400
8750-00 · Meals/Meetings	59	642	(583)	6,311	5,775	536	7,700
8810-00 · Dues & Subscriptions	3,110	1,275	1,835	11,986	11,475	511	15,200
8910-00 · Travel	0	417	(417)	303	3,750	(3,447)	5,000
8920-00 · Bad Debt	0			2,089	0	2,089	0
Total Expense	538,083	276,845	261,238	2,743,317	3,439,741	(696,424)	4,710,176
Net Ordinary Income	489,288	414,369	74,918	3,897,640	3,252,480	645,160	8,205,791
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	11			99	0	99	0
Total Other Income	11			99	0	99	0
Other Expense							
8990-00 · Allocated	0	0	0	0	(0)	0	59,321
Total Other Expense	0	0	0	0	(0)	0	59,321
Net Other Income	11	0	11	99	0	99	(59,321)
Net Income	489,299	414,369	74,930	3,897,738	3,252,480	645,259	8,146,470

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

Accrual Basis

July 2021 through March 2022

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,821,514	2,549,282	272,232	11%
4100-00 · TBID Assessment Revenue	3,681,354	0	3,681,354	100%
4200-00 · Membership Dues Revenue	57,923	104,184	(46,261)	(44)%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	0	500	(500)	(100)%
Total 4251-00 · Tues AM Breakfast Club	0	500	(500)	(100)%
4250-00 · Revenues-Membership Activities - Other	3,125	5,490	(2,365)	(43)%
Total 4250-00 · Revenues-Membership Activities	3,125	5,990	(2,865)	(48)%
4253-00 · Revenue- Other	0	1,525	(1,525)	(100)%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,496	1,983	(487)	(25)%
4504-00 · Retail Revenue - Other	0	560	(560)	(100)%
46000 · Merchandise Sales - Other	75,543	68,097	7,446	11%
Total 46000 · Merchandise Sales	77,040	70,640	6,400	9%
4720-00 · Miscellaneous	0	10,278	(10,278)	(100)%
Total Income	6,640,957	2,741,899	3,899,057	142%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	6,640,957	2,741,899	3,899,057	142%
Expense				
5000-00 · Salaries & Wages				
5010-00 · Sales Commissions	0	2,106	(2,106)	(100)%
5020-00 · P/R - Tax Expense	41,010	54,832	(13,823)	(25)%
5030-00 · P/R - Health Insurance Expense	53,226	90,866	(37,639)	(41)%
5040-00 · P/R - Workmans Comp	5,837	8,494	(2,657)	(31)%
5060-00 · 401 (k)	13,983	16,614	(2,631)	(16)%
5070-00 · Other Benefits and Expenses	2,455	3,366	(911)	(27)%
5000-00 · Salaries & Wages - Other	528,178	753,392	(225,214)	(30)%
Total 5000-00 · Salaries & Wages	644,669	929,669	(284,981)	(31)%
5100-00 · Rent				
5110-00 · Utilities	11,081	7,938	3,143	40%
5140-00 · Repairs & Maintenance	9,962	5,877	4,085	70%
5150-00 · Office - Cleaning	6,325	5,275	1,050	20%
5100-00 · Rent - Other	123,349	120,119	3,230	3%
Total 5100-00 · Rent	150,717	139,210	11,508	8%
5310-00 · Telephone				
5320-00 · Telephone	26,170	21,672	4,498	21%
5350-00 · Internet	360	0	360	100%
5310-00 · Telephone - Other	50	0	50	100%
Total 5310-00 · Telephone	26,580	21,672	4,908	23%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	233	0	233	100%
5420-00 · Mail - USPS - Other	2,133	831	1,302	157%
Total 5420-00 · Mail - USPS	2,366	831	1,536	185%
5510-00 · Insurance/Bonding				
5520-00 · Supplies	9,673	8,815	859	10%
5520-00 · Supplies				
5525-00 · Supplies- Computer	4,812	7,221	(2,409)	(33)%
5520-00 · Supplies - Other	11,942	18,525	(6,582)	(36)%
Total 5520-00 · Supplies	16,754	25,745	(8,991)	(35)%
5610-00 · Depreciation	1,222	917	306	33%
5700-00 · Equipment Support & Maintenance	21,768	19,479	2,289	12%
5710-00 · Taxes, Licenses & Fees	12,781	10,929	1,852	17%
5740-00 · Equipment Rental/Leasing	8,719	3,872	4,847	125%
5800-00 · Training Seminars	684	376	308	82%
5850-00 · Artist of Month - Commissions	1,744	1,010	733	73%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	8,425	2,380	6,045	254%

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

Accrual Basis

July 2021 through March 2022

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
5920-00 · Professional Fees - Accountant	20,773	21,800	(1,027)	(5)%
5921-00 · Professional Fees - Other	120,958	48,320	72,638	150%
Total 5900-00 · Professional Fees	150,156	72,500	77,656	107%
6020-00 · Programs				
6016-00 · Special Event Partnership	45,720	(474)	46,195	9,739%
6018-00 · Business Assoc. Grants	10,000	0	10,000	100%
Total 6020-00 · Programs	55,720	(474)	56,195	11,847%
6420-00 · Events				
6420-01 · Sponsorships				
6421-01 · 4th of July Fireworks	100,000	0	100,000	100%
6421-04 · Broken Arrow Skyrace	45,000	0	45,000	100%
6421-06 · Spartan	175,000	0	175,000	100%
6421-10 · WinterWonderGrass - Tahoe	50,400	0	50,400	100%
6421-15 · Lake Tahoe Dance Collective	15,000	0	15,000	100%
6421-18 · Sponsorships - Other	39,000	0	39,000	100%
Total 6420-01 · Sponsorships	424,400	0	424,400	100%
6421-00 · New Event Development	33,000	4,000	29,000	725%
6424-00 · Event Operation Expenses	543	0	543	100%
Total 6420-00 · Events	457,943	4,000	453,943	11,349%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	0	295	(295)	(100)%
6437-00 · Tuesday Morning Breakfast Club	(500)	0	(500)	(100)%
6442-00 · Public Relations/Website/Digital	7,284	5,283	2,001	38%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	253	915	(662)	(72)%
Total 6423-00 · Membership Activities	7,332	6,493	839	13%
6730-00 · Marketing Cooperative/Media	824,994	546,253	278,741	51%
6740-00 · Media/Collateral/Production	250	0	250	100%
6742-00 · Non-NLT Co-Op Marketing Program	52,329	4,116	48,212	1,171%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	19,448	13,409	6,039	45%
6743-03 · Winter Lakeside Campaign	19,521	0	19,521	100%
6743-06 · COVID Summer Recovery Campaign	0	(14,507)	14,507	100%
6743-07 · Winter Regional Campaign	0	17,277	(17,277)	(100)%
Total 6743-00 · BACC Marketing Programs	38,969	16,178	22,791	141%
6750-00 · Business Association Grant				
6750-01 · Business Assn Grant - NTBA	75,000	0	75,000	100%
6750-02 · Business Assn Grant - TCDA	75,000	0	75,000	100%
Total 6750-00 · Business Association Grant	150,000	0	150,000	100%
7500-00 · Trade Shows/Travel	0	395	(395)	(100)%
8100-00 · Cost of Goods Sold				
81100 · Freight and Shipping Costs	1,408	1,118	290	26%
82500 · Purchase Discounts	(73)	0	(73)	(100)%
59900 · POS Inventory Adjustments	(91)	583	(674)	(116)%
8100-01 · CGS - Other	580	247	333	135%
8100-00 · Cost of Goods Sold - Other	39,401	36,097	3,304	9%
Total 8100-00 · Cost of Goods Sold	41,225	38,045	3,180	8%
8200-00 · Associate Relations	1,140	2,338	(1,198)	(51)%
8300-00 · Board Functions	10,591	2,988	7,604	255%
8500-00 · Credit Card Fees	2,395	2,988	(593)	(20)%
8600-00 · Additional Opportunites	30,875	74,453	(43,578)	(59)%
8700-00 · Automobile Expenses	1,010	1,891	(881)	(47)%
8750-00 · Meals/Meetings	6,311	406	5,905	1,453%
8810-00 · Dues & Subscriptions	11,986	10,976	1,011	9%
8910-00 · Travel	303	134	169	126%
8920-00 · Bad Debt	2,089	38,230	(36,141)	(95)%
Total Expense	2,743,317	1,984,436	758,881	38%
Net Ordinary Income	3,897,640	757,464	3,140,176	415%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	99	140	(42)	(30)%

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
 July 2021 through March 2022

Accrual Basis

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
Total Other Income	99	140	(42)	(30)%
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	99	140	(42)	(30)%
Net Income	<u>3,897,738</u>	<u>767,604</u>	<u>3,140,134</u>	<u>415%</u>

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

Accrual Basis

11 - Marketing

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	188,349	134,749	53,600	1,712,794	2,188,080	(475,286)	2,188,080
Total Income	188,349	134,749	53,600	1,712,794	2,188,080	(475,286)	2,188,080
Gross Profit	188,349	134,749	53,600	1,712,794	2,188,080	(475,286)	2,188,080
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	585	2,393	(1,808)	9,870	21,534	(11,664)	21,534
5030-00 · P/R - Health Insurance Expense	1,261	4,120	(2,859)	16,775	37,080	(20,305)	37,080
5040-00 · P/R - Workmans Comp	67	129	(61)	981	1,159	(198)	1,159
5060-00 · 401 (k)	459	957	(498)	4,438	8,614	(4,178)	8,614
5070-00 · Other Benefits and Expenses	61	121	(60)	1,368	1,092	277	1,092
5000-00 · Salaries & Wages - Other	12,313	23,927	(11,614)	132,954	215,344	(82,390)	215,344
Total 5000-00 · Salaries & Wages	14,746	31,647	(16,901)	166,364	284,822	(118,458)	284,822
5100-00 · Rent							
5110-00 · Utilities	225	125	100	2,061	1,125	936	1,125
5140-00 · Repairs & Maintenance	864	75	789	897	675	222	675
5150-00 · Office - Cleaning	228	188	41	2,290	1,888	602	1,888
5160-00 · Rent - Other	2,617	2,083	533	23,245	18,750	4,495	18,750
Total 5100-00 · Rent	3,935	2,471	1,464	26,494	22,237	6,256	22,237
5310-00 · Telephone							
5320-00 · Telephone	946	578	367	6,840	5,205	1,635	5,205
5350-00 · Internet	180			360			
Total 5310-00 · Telephone	1,126	578	547	7,200	5,205	1,995	5,205
5420-00 · Mail - USPS							
5480-00 · Mail - Fed Ex	0			85			
5420-00 · Mail - USPS - Other	88			299	0	299	0
Total 5420-00 · Mail - USPS	88			383	0	383	0
5510-00 · Insurance/Bonding	0			131			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	417	(417)	40	3,750	(3,710)	3,750
5520-00 · Supplies - Other	234	0	234	1,017	0	1,017	0
Total 5520-00 · Supplies	234	417	(183)	1,057	3,750	(2,693)	3,750
5700-00 · Equipment Support & Maintenance	0	13	(13)	0	113	(113)	113
5710-00 · Taxes, Licenses & Fees	0	13	(13)	69	113	(43)	113
5740-00 · Equipment Rental/Leasing	0	83	(83)	1,029	750	279	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	1,125	(1,125)	1,125
5921-00 · Professional Fees - Other	0	125	(125)	0	1,125	(1,125)	1,125
Total 5900-00 · Professional Fees	0	250	(250)	0	2,250	(2,250)	2,250
6020-00 · Programs							
6016-00 · Special Event Partnership	40,500	0	40,500	45,720	50,000	(4,280)	50,000
6018-00 · Business Assoc. Grants	0	0	0	10,000	20,000	(10,000)	20,000
Total 6020-00 · Programs	40,500	0	40,500	55,720	70,000	(14,280)	70,000
6420-00 · Events							
6420-01 · Sponsorships							
6421-01 · 4th of July Fireworks	100,000	0	100,000	100,000	30,000	70,000	30,000
6421-04 · Broken Arrow Skyrace	40,000	0	40,000	45,000	25,400	19,600	25,400
6421-06 · Spartan	175,000			175,000	179,400	(4,400)	179,400
6421-07 · Tahoe Lacrosse Tournament	0			0	8,000	(8,000)	8,000
6421-10 · WinterWonderGrass - Tahoe	400	400	0	50,400	25,400	25,000	25,400
6421-16 · Lake Tahoe Dance Collective	15,000			15,000			
6421-17 · Enduro	0	0	0	0	80,000	(80,000)	80,000
6421-18 · Sponsorships - Other	25,000	0	25,000	39,000	62,800	(23,800)	62,800
Total 6420-01 · Sponsorships	355,400	400	355,000	424,400	411,000	13,400	411,000
6421-00 · New Event Development	(7,000)	0	(7,000)	33,000	102,075	(69,075)	102,075
6424-00 · Event Operation Expenses	254	0	254	543	1,500	(957)	1,500
Total 6420-00 · Events	348,654	400	348,254	457,943	514,575	(58,632)	514,575
6730-00 · Marketing Cooperative/Media	12,909	53,328	(40,419)	761,211	801,630	(40,419)	801,630
6742-00 · Non-NLT Co-Op Marketing Program	8,315	5,000	3,315	51,529	45,000	6,529	45,000
6743-00 · BACC Marketing Programs							
6743-01 · Year Round Shopping Campaign	1,776	2,000	(224)	19,448	14,000	5,448	14,000
6743-03 · Winter Lakeside Campaign	1,776	2,000	(224)	19,521	20,000	(478)	20,000
Total 6743-00 · BACC Marketing Programs	3,551	4,000	(449)	38,969	34,000	4,969	34,000
8200-00 · Associate Relations	0	21	(21)	41	187	(147)	187
8600-00 · Additional Opportunities	0	4,167	(4,167)	25,025	37,500	(12,475)	37,500
8700-00 · Automobile Expenses	17	125	(108)	442	1,125	(683)	1,125
8750-00 · Meals/Meetings	52	42	11	52	375	(323)	375
8810-00 · Dues & Subscriptions	0	83	(83)	510	750	(240)	750

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

Accrual Basis

11 - Marketing

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
8910-00 - Travel	0	417	(417)	303	3,750	(3,447)	3,750
Total Expense	434,126	103,053	331,073	1,597,120	1,828,132	(231,012)	1,828,132
Net Ordinary Income	(245,777)	31,696	(277,473)	115,674	359,948	(244,274)	359,948
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	11			99	0	99	0
Total Other Income	11			99	0	99	0
Other Expense							
8990-00 - Allocated	67,621	31,696	35,925	458,542	359,948	98,594	359,948
Total Other Expense	67,621	31,696	35,925	458,542	359,948	98,594	359,948
Net Other Income	(67,610)	(31,696)	(35,914)	(458,443)	(359,948)	(98,495)	(359,948)
Net Income	(313,386)	0	(313,386)	(342,769)	0	(342,770)	0

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

Accrual Basis

30 - Conference

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	41,930	41,930	0	360,285	360,285	0	360,285
Total Income	41,930	41,930	0	360,285	360,285	0	360,285
Gross Profit	41,930	41,930	0	360,285	360,285	0	360,285
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	190	1,747	(1,557)	2,843	15,727	(12,883)	15,727
5030-00 - P/R - Health Insurance Expense	1,700	2,103	(403)	11,095	18,926	(7,831)	18,926
5040-00 - P/R - Workmans Comp	15	187	(151)	337	1,500	(1,163)	1,500
5060-00 - 401 (k)	82	417	(335)	1,419	3,750	(2,331)	3,750
5070-00 - Other Benefits and Expenses	16	75	(59)	119	675	(556)	675
5000-00 - Salaries & Wages - Other	2,044	17,474	(15,431)	37,438	157,288	(119,830)	157,288
Total 5000-00 - Salaries & Wages	4,047	21,983	(17,936)	53,253	197,846	(144,594)	197,846
5100-00 - Rent							
5110-00 - Utilities	27	83	(57)	266	750	(484)	750
5140-00 - Repairs & Maintenance	0	63	(63)	0	563	(563)	563
5150-00 - Office - Cleaning	0	125	(125)	295	1,125	(830)	1,125
5100-00 - Rent - Other	0	1,333	(1,333)	2,366	12,000	(9,614)	12,000
Total 5100-00 - Rent	27	1,604	(1,577)	2,947	14,437	(11,491)	14,437
5310-00 - Telephone							
5320-00 - Telephone	75	417	(342)	879	3,750	(2,871)	3,750
Total 5310-00 - Telephone	75	417	(342)	879	3,750	(2,871)	3,750
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			137			
5420-00 - Mail - USPS - Other	29	17	13	175	150	25	150
Total 5420-00 - Mail - USPS	29	17	13	312	150	162	150
5510-00 - Insurance/Bonding	0			51			
5520-00 - Supplies	0	113	(113)	80	1,013	(933)	1,013
5710-00 - Taxes, Licenses & Fees	0	8	(8)	44	75	(31)	75
5740-00 - Equipment Rental/Leasing	0	63	(63)	133	563	(429)	563
5800-00 - Training Seminars	0	83	(83)	0	750	(750)	750
6730-00 - Marketing Cooperative/Media	1,873	7,739	(5,865)	63,782	69,648	(5,865)	69,648
8200-00 - Associate Relations	0	13	(13)	80	113	(32)	113
8750-00 - Meals/Meetings	0	29	(29)	0	263	(263)	263
Total Expense	6,051	32,067	(26,016)	121,560	288,607	(167,047)	288,607
Net Ordinary Income	35,879	9,863	26,016	238,725	71,678	167,047	71,678
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(6,414)	9,863	(16,277)	34,976	71,678	(36,702)	71,678
Total Other Expense	(6,414)	9,863	(16,277)	34,976	71,678	(36,702)	71,678
Net Other Income	6,414	(9,863)	16,277	(34,976)	(71,678)	36,702	(71,678)
Net Income	42,293	(0)	42,293	203,749	(0)	203,749	(0)

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

42 - Visitor Center

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	40,553	40,553	0	342,770	342,770	0	342,770
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	130			1,496	0	1,496	0
46000 - Merchandise Sales - Other	7,129	5,000	2,129	75,543	59,500	16,043	59,500
Total 46000 - Merchandise Sales	7,259	5,000	2,259	77,040	59,500	17,540	59,500
Total Income	47,812	45,553	2,259	419,809	402,270	17,540	402,270
Gross Profit	47,812	45,553	2,259	419,809	402,270	17,540	402,270
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	848	1,551	(703)	8,573	13,959	(5,386)	13,959
5030-00 - P/R - Health Insurance Expense	100	1,583	(1,484)	4,743	14,250	(9,507)	14,250
5040-00 - P/R - Workmans Comp	278	583	(306)	2,999	5,250	(2,251)	5,250
5060-00 - 401 (k)	350	417	(67)	3,315	3,750	(435)	3,750
5070-00 - Other Benefits and Expenses	16	83	(67)	89	750	(661)	750
5000-00 - Salaries & Wages - Other	9,060	15,510	(6,450)	85,292	139,591	(54,299)	139,591
Total 5000-00 - Salaries & Wages	10,651	19,728	(9,077)	105,010	177,550	(72,539)	177,550
5100-00 - Rent							
5110-00 - Utilities	771	587	104	5,450	6,000	(550)	6,000
5140-00 - Repairs & Maintenance	2,275	500	1,775	2,275	4,500	(2,225)	4,500
5160-00 - Office - Cleaning	0	208	(208)	225	1,875	(1,650)	1,875
5100-00 - Rent - Other	6,522	6,667	(145)	58,694	60,000	(1,307)	60,000
Total 5100-00 - Rent	9,567	8,042	1,525	68,643	72,375	(5,732)	72,375
5310-00 - Telephones							
5320-00 - Telephone	519	413	106	3,398	3,713	(315)	3,713
Total 5310-00 - Telephone	519	413	106	3,398	3,713	(315)	3,713
5420-00 - Mail - USPS	59	17	42	204	150	54	150
5510-00 - Insurance/Bonding	0			51			
5520-00 - Supplies							
5525-00 - Supplies-Computer	0	75	(75)	0	675	(675)	675
5520-00 - Supplies - Other	662	583	78	4,343	5,250	(907)	5,250
Total 5520-00 - Supplies	662	658	3	4,343	5,925	(1,582)	5,925
5700-00 - Equipment Support & Maintenance	0	4	(4)	0	38	(38)	38
5710-00 - Taxes, Licenses & Fees	0	4	(4)	366	38	329	38
5740-00 - Equipment Rental/Leasing	0	63	(63)	503	563	(60)	563
5850-00 - Artist of Month - Commissions	641	167	475	1,744	1,500	244	1,600
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	15,000	(15,000)	15,000
6742-00 - Non-NLT Co-Op Marketing Program	(800)	1,000	(1,800)	800	9,000	(8,200)	9,000
8100-00 - Cost of Goods Sold							
51100 - Freight and Shipping Costs	23	125	(102)	1,408	1,125	283	1,125
52500 - Purchase Discounts	0			(73)	0	(73)	0
59900 - POS Inventory Adjustments	(125)			(91)	0	(91)	0
8100-01 - CGS - Other	0			580	0	580	0
8100-00 - Cost of Goods Sold - Other	3,582	2,500	1,082	39,401	29,750	9,651	29,750
Total 8100-00 - Cost of Goods Sold	3,480	2,625	855	41,225	30,875	10,350	30,875
8200-00 - Associate Relations	0	25	(25)	232	225	7	225
8600-00 - Credit Card Fees	172	235	(63)	1,997	2,797	(799)	2,797
8700-00 - Automobile Expenses	0	42	(42)	77	375	(298)	375
8750-00 - Meals/Meetings	0	17	(17)	0	150	(150)	150
8810-00 - Dues & Subscriptions	0	133	(133)	55	1,200	(1,145)	1,200
Total Expense	24,950	34,838	(9,888)	226,649	321,471	(94,822)	321,471
Net Ordinary Income	22,861	10,715	12,146	193,160	80,798	112,362	80,798
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(6,607)	10,715	(17,322)	65,172	80,798	(15,626)	80,798
Total Other Expense	(6,607)	10,715	(17,322)	65,172	80,798	(15,626)	80,798
Not Other Income	6,607	(10,715)	17,322	(65,172)	(80,798)	15,626	(80,798)
Net Income	29,468	(0)	29,468	127,988	(0)	127,988	(0)

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

Accrual Basis

51 - TMPI

	Mar 22	Budget	\$ Over Bu...	Jul '21 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	13,933	13,933	0	133,183	133,183	0	141,237
Total Income	13,933	13,933	0	133,183	133,183	0	141,237
Gross Profit	13,933	13,933	0	133,183	133,183	0	141,237
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	125	768	(643)	442	6,910	(6,468)	7,363
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	133	9,000	(8,867)	9,590
5040-00 · P/R - Workmans Comp	8	25	(17)	65	225	(160)	240
5060-00 · 401 (k)	0	307	(307)	0	2,764	(2,764)	2,945
5070-00 · Other Benefits and Expenses	0	88	(88)	1	790	(790)	842
5000-00 · Salaries & Wages - Other	1,922	7,677	(5,755)	5,076	69,096	(64,020)	73,628
Total 5000-00 · Salaries & Wages	2,055	9,865	(7,810)	5,716	88,785	(83,068)	94,608
5100-00 · Rent							
5110-00 · Utilities	10	25	(15)	20	225	(205)	238
5140-00 · Repairs & Maintenance	0	17	(17)	0	150	(150)	158
5150-00 · Office - Cleaning	0	42	(42)	9	375	(366)	396
5100-00 · Rent - Other	0	375	(375)	82	3,375	(3,293)	3,563
Total 5100-00 · Rent	10	458	(448)	110	4,125	(4,015)	4,354
5310-00 · Telephone							
5320-00 · Telephone	10	134	(124)	119	1,208	(1,089)	1,275
5310-00 · Telephone - Other	0			5			
Total 5310-00 · Telephone	10	134	(124)	124	1,208	(1,084)	1,275
5420-00 · Mail - USPS	6			13			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	0	0	406	1,250	(844)	1,250
5520-00 · Supplies - Other	35	0	35	37	5,000	(4,963)	5,000
Total 5520-00 · Supplies	35	0	35	443	6,250	(5,807)	6,250
5710-00 · Taxes, Licenses & Fees	0	13	(13)	2	113	(110)	120
5740-00 · Equipment Rental/Leasing	0	19	(19)	308	169	139	178
5800-00 · Training Seminars	4			4			
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	2	42	(40)	15	375	(360)	400
8750-00 · Meals/Meetings	0	83	(83)	0	750	(750)	1,000
8810-00 · Dues & Subscriptions	0	42	(42)	5	375	(370)	400
Total Expense	2,122	10,655	(8,533)	18,694	107,149	(88,455)	113,584
Net Ordinary Income	11,810	3,277	8,533	114,489	26,034	88,455	27,653
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(186)	3,277	(3,464)	5,365	26,034	(20,669)	27,653
Total Other Expense	(186)	3,277	(3,464)	5,365	26,034	(20,669)	27,653
Net Other Income	186	(3,277)	3,464	(5,365)	(26,034)	20,669	(27,653)
Net Income	11,997	(0)	11,997	109,124	(0)	109,124	(0)

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

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4100-00 - TBID Assessment Revenue	697,945	415,302	282,643	3,681,354	3,269,120	412,234	4,689,362
Total Income	697,945	415,302	282,643	3,681,354	3,269,120	412,234	4,689,362
Gross Profit	697,945	415,302	282,643	3,681,354	3,269,120	412,234	4,689,362
Net Ordinary Income	697,945	415,302	282,643	3,681,354	3,269,120	412,234	4,689,362
Net Income	697,945	415,302	282,643	3,681,354	3,269,120	412,234	4,689,362

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

Accrual Basis

60 - Membership

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	6,155	6,250	(95)	57,923	56,250	1,673	56,250
4250-00 · Revenues-Membership Activities							
4250-02 · Chamber Events	0	1,500	(1,500)	0	4,500	(4,500)	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	550	(550)	0	2,350	(2,350)	2,350
4251-00 · Tues AM Breakfast Club - Other	0	200	(200)	0	1,200	(1,200)	1,200
Total 4251-00 · Tues AM Breakfast Club	0	750	(750)	0	3,550	(3,550)	3,550
4250-00 · Revenues-Membership Activities - Other	500	0	500	3,125	0	3,125	0
Total 4250-00 · Revenues-Membership Activities	500	2,250	(1,750)	3,125	9,550	(6,425)	9,550
4253-00 · Revenue- Other	0	500	(500)	0	1,000	(1,000)	1,000
Total Income	6,655	9,000	(2,345)	61,048	66,800	(5,752)	66,800
Gross Profit	6,655	9,000	(2,345)	61,048	66,800	(5,752)	66,800
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1	418	(417)	1,860	3,761	(1,901)	3,761
5030-00 · P/R - Health Insurance Expense	19	333	(315)	1,815	3,000	(1,185)	3,000
5040-00 · P/R - Workmans Comp	15	13	3	229	113	116	113
5060-00 · 401 (k)	0	167	(167)	135	1,504	(1,370)	1,504
5070-00 · Other Benefits and Expenses	0	54	(54)	207	488	(280)	488
5000-00 · Salaries & Wages - Other	(920)	4,179	(5,099)	24,199	37,611	(13,412)	37,611
Total 5000-00 · Salaries & Wages	(885)	5,164	(6,049)	28,445	46,477	(18,032)	46,477
5100-00 · Rent							
5110-00 · Utilities	39	25	14	573	225	348	225
5140-00 · Repairs & Maintenance	273	21	252	283	187	96	187
5150-00 · Office - Cleaning	72	42	30	667	375	292	375
5100-00 · Rent - Other	921	527	394	7,770	4,740	3,030	4,740
Total 5100-00 · Rent	1,305	614	691	9,293	5,528	3,766	5,528
5310-00 · Telephone							
5320-00 · Telephone	257	139	117	2,039	1,253	786	1,253
5310-00 · Telephone - Other	0			3			
Total 5310-00 · Telephone	257	139	117	2,041	1,253	789	1,253
5420-00 · Mail - USPS	29	10	19	77	90	(13)	90
5510-00 · Insurance/Bonding	0			31			
5520-00 · Supplies							
5525-00 · Supplies - Computer	0			203			
5520-00 · Supplies - Other	70	167	(96)	281	1,500	(1,219)	1,500
Total 5520-00 · Supplies	70	167	(96)	484	1,500	(1,016)	1,500
5710-00 · Taxes, Licenses & Fees	0	4	(4)	16	38	(22)	38
5740-00 · Equipment Rental/Leasing	0	21	(21)	231	187	44	187
5800-00 · Training Seminars	2			2			
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)	1,763	(2,263)	1,763
6442-00 · Public Relations/Website/Digita	990	500	490	7,284	4,500	2,784	4,500
6444-00 · Trades	0			295	0	295	0
6423-00 · Membership Activities - Other	(150)	417	(567)	253	3,750	(3,497)	3,750
Total 6423-00 · Membership Activities	840	1,329	(489)	7,332	10,513	(3,180)	10,513
8200-00 · Associate Relations	0	7	(7)	199	60	139	60
8500-00 · Credit Card Fees	59	50	9	357	450	(93)	450
8700-00 · Automobile Expenses	1	42	(41)	173	375	(202)	375
8750-00 · Meals/Meetings	0	33	(33)	111	300	(189)	300
8810-00 · Dues & Subscriptions	0	17	(17)	84	150	(66)	150
8920-00 · Bad Debt	0			1,790	0	1,790	0
Total Expense	1,678	7,597	(5,919)	50,665	66,919	(16,254)	66,919
Net Ordinary Income	4,977	1,403	3,573	10,383	(119)	10,503	(119)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(1,925)	2,336	(4,261)	14,573	16,521	(1,948)	16,521
Total Other Expense	(1,925)	2,336	(4,261)	14,573	16,521	(1,948)	16,521
Net Other Income	1,925	(2,336)	4,261	(14,573)	(16,521)	1,948	(16,521)
Net Income	6,901	(933)	7,834	(4,190)	(16,640)	12,450	(16,640)

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

Accrual Basis

61 - Business Association Grant Funding

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	16,667	16,667	0	150,000	150,000	(0)	200,000
Total Income	16,667	16,667	0	150,000	150,000	(0)	200,000
Gross Profit	16,667	16,667	0	150,000	150,000	(0)	200,000
Expense							
6750-00 - Business Association Grant							
6750-01 - Business Assn Grant - NTBA	8,333	8,333	0	75,000	75,000	(0)	100,000
6750-02 - Business Assn Grant - TCDA	8,333	8,333	0	75,000	75,000	(0)	100,000
Total 6750-00 - Business Association Grant	16,667	16,667	0	150,000	150,000	(0)	200,000
Total Expense	16,667	16,667	0	150,000	150,000	(0)	200,000
Net Ordinary Income	0	0	0	(0)	(0)	0	(0)
Net Income	0	0	0	(0)	(0)	0	(0)

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

Accrual Basis

80 - TOT Housing & Transportation

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	14,081	14,081	0	122,483	122,483	0	162,914
Total Income	14,081	14,081	0	122,483	122,483	0	162,914
Gross Profit	14,081	14,081	0	122,483	122,483	0	162,914
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	617	(617)	0	5,550	(5,550)	7,400
5030-00 · P/R - Health Insurance Expense	0	1,000	(1,000)	0	9,000	(9,000)	12,000
5040-00 · P/R - Workmans Comp	0	21	(21)	0	187	(187)	250
5060-00 · 401 (k)	0	247	(247)	0	2,220	(2,220)	2,980
5070-00 · Other Benefits and Expenses	0	42	(42)	0	376	(376)	502
5000-00 · Salaries & Wages - Other	0	6,167	(6,167)	0	55,500	(55,500)	74,000
Total 5000-00 · Salaries & Wages	0	8,093	(8,093)	0	72,834	(72,834)	97,112
5100-00 · Rent							
5110-00 · Utilities	0	21	(21)	0	187	(187)	250
5140-00 · Repairs & Maintenance	0	13	(13)	0	113	(113)	150
5150-00 · Office - Cleaning	0	33	(33)	0	300	(300)	400
5100-00 · Rent - Other	0	313	(313)	0	2,813	(2,813)	3,750
Total 5100-00 · Rent	0	379	(379)	0	3,412	(3,412)	4,550
5310-00 · Telephone							
5320-00 · Telephone	0	58	(58)	0	525	(525)	700
Total 5310-00 · Telephone	0	58	(58)	0	525	(525)	700
5420-00 · Mail - USPS							
5470-00 · Mail - UPS	0	4	(4)	0	38	(38)	50
5480-00 · Mail - Fed Ex	0	4	(4)	0	38	(38)	50
Total 5420-00 · Mail - USPS	0	8	(8)	0	75	(75)	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	3,750	(3,750)	5,000
Total 5520-00 · Supplies	0	417	(417)	0	5,000	(5,000)	6,250
5710-00 · Taxes, Licenses & Fees	0	17	(17)	0	150	(150)	200
5740-00 · Equipment Rental/Leasing	0	63	(63)	0	563	(563)	750
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	833	(833)	0	7,500	(7,500)	10,000
Total 5900-00 · Professional Fees	0	833	(833)	0	7,500	(7,500)	10,000
8200-00 · Associate Relations	0	5	(5)	0	45	(45)	60
8600-00 · Additional Opportunites	0	833	(833)	0	7,500	(7,500)	10,000
8700-00 · Automobile Expenses	0	42	(42)	0	375	(375)	500
8750-00 · Meals/Meetings	0	21	(21)	0	187	(187)	250
Total Expense	0	10,768	(10,768)	0	98,166	(98,166)	130,472
Net Ordinary Income	14,081	3,312	10,768	122,483	24,316	88,166	32,442
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1	3,312	(3,311)	0	24,316	(24,316)	32,442
Total Other Expense	1	3,312	(3,311)	0	24,316	(24,316)	32,442
Net Other Income	(1)	(3,312)	3,311	0	(24,316)	24,316	(32,442)
Net Income	14,080	0	14,080	122,483	0	122,483	0

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

70 - Administration

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar 22	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,015	3,202	(1,286)	17,421	28,616	(11,395)	38,504
5030-00 - P/R - Health Insurance Expense	1,855	3,750	(1,895)	18,655	33,750	(15,095)	45,000
5040-00 - P/R - Workmans Comp	145	194	(50)	1,246	1,749	(503)	2,332
5050-00 - 401 (K)	554	1,323	(769)	4,679	11,904	(7,225)	15,975
5070-00 - Other Benefits and Expenses	67	183	(86)	670	1,645	(975)	2,193
5000-00 - Salaries & Wages - Other	27,976	33,068	(5,092)	243,220	297,610	(54,390)	404,497
Total 5000-00 - Salaries & Wages	32,541	41,719	(9,178)	285,901	375,474	(89,573)	509,501
5100-00 - Rent							
5110-00 - Utilities	424	167	257	2,712	1,500	1,212	2,153
5140-00 - Repairs & Maintenance	2,054	417	1,637	6,507	3,750	2,757	5,000
5160-00 - Office - Cleaning	390	292	8	2,839	2,625	214	3,448
5100-00 - Rent - Other	3,673	3,093	578	31,173	27,640	3,333	36,744
Total 5100-00 - Rent	6,450	3,968	2,482	43,230	35,715	7,515	47,345
5310-00 - Telephone							
5320-00 - Telephone	1,822	1,234	588	12,896	11,108	1,789	16,913
5310-00 - Telephone - Other	0			43			
Total 5310-00 - Telephone	1,822	1,234	588	12,939	11,108	1,831	16,913
5420-00 - Mail - USPS							
5480-00 - Mail - Fed Ex	0			12	0	12	0
5420-00 - Mail - USPS - Other	203	83	120	1,366	750	616	1,000
Total 5420-00 - Mail - USPS	203	83	120	1,378	750	628	1,000
5510-00 - Insurance/Bonding	269	1,250	(981)	9,411	11,250	(1,839)	15,000
5520-00 - Supplies							
5525-00 - Supplies - Computer	0			4,163	2,500	1,663	2,500
5520-00 - Supplies - Other	1,015	500	515	6,185	4,500	1,685	6,000
Total 5520-00 - Supplies	1,015	500	515	10,348	7,000	3,348	8,500
5610-00 - Depreciation	0	153	(153)	1,222	1,375	(153)	2,833
5700-00 - Equipment Support & Maintenance	164	2,917	(2,753)	21,769	28,250	(4,482)	35,000
5710-00 - Taxes, Licenses & Fees	1,968	1,250	718	12,284	11,250	1,034	15,000
5740-00 - Equipment Rental/Leasing	2,384	125	2,239	6,515	1,125	5,390	1,500
6800-00 - Training Seminars	30	417	(387)	30	3,750	(3,720)	5,000
6900-00 - Professional Fees							
6910-00 - Professional Fees - Attorneys	0	625	(625)	8,425	5,625	2,800	7,500
6920-00 - Professional Fees - Accountant	208			20,773	26,000	(5,227)	26,000
6921-00 - Professional Fees - Other	450	833	(383)	109,004	7,500	101,504	10,000
Total 6900-00 - Professional Fees	658	1,458	(800)	138,202	39,125	99,077	43,500
5941-00 - Research & Planning	0	1,250	(1,250)	0	11,250	(11,250)	15,000
6740-00 - Media/Collateral/Production	250			250			
7600-00 - Trade Shows/Travel	0	1,667	(1,667)	0	15,000	(15,000)	20,000
8200-00 - Associate Relations	150	125	25	569	1,125	(537)	1,500
8300-00 - Board Functions	810	583	227	10,591	5,250	5,341	7,000
8500-00 - Credit Card Fees	0			41			
8600-00 - Additional Opportunities	650	833	(183)	5,850	7,500	(1,650)	10,000
8700-00 - Automobile Expenses	29	250	(221)	304	2,250	(1,946)	3,000
8750-00 - Meals/Meetings	7	417	(410)	6,148	3,750	2,398	5,000
8810-00 - Dues & Subscriptions	3,110	1,000	2,110	11,332	8,000	2,332	12,000
8920-00 - Bad Debt	0			299	0	299	0
Total Expense	52,489	61,200	(8,710)	578,628	579,296	(668)	774,592
Net Ordinary Income	(52,489)	(61,200)	8,710	(578,628)	(579,296)	668	(774,592)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(52,489)	(61,200)	8,710	(578,628)	(579,296)	668	(774,592)
Total Other Expense	(52,489)	(61,200)	8,710	(578,628)	(579,296)	668	(774,592)
Net Other Income	52,489	61,200	(8,710)	578,628	579,296	(668)	774,592
Net Income	0	0	0	0	0	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

Month/Yr _____
Employee _____

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
3/16/2022	A	Tahoe House Bakery	41010	Coffee meeting - Tony Karwowski & Brett Williams	\$6.66		8750-00/Alloc
02.06.2022	B	Swigard's Hardware	131897	paint supplies - CEO office		\$14.55	5520-00/Alloc
02.06.2022	C	Swigard's Hardware	131838	paint supplies - CEO office		\$183.10	5520-00/Alloc
	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		\$21.06	8700-00-70
TOTAL - CREDIT CARD EXPENSES					\$6.66		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$218.71	

Signed By: Anthony Karwowski
Date: 4/13/2022

Approved By: Don Peter
Date: 4/28/2022

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	
		<u>DWS</u>	4/12/2022		



BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	MAR 28, 2022
Total Activity	\$6.66

**** MEMO STATEMENT ONLY **
 DO NOT REMIT PAYMENT**

ANTHONY 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

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$6.66		\$0.00		\$0.00		\$6.66

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-17	03-16	55432862075200910432161	SQ *TAHOE HOUSE BAKERY Tahoe City CA Tran: 00023058430153279 Tax ID: 800429876 Mer Ref: 00023058430153279 Mer Zip: 96145 Origin Zip: 96145 Dest Zip: 96145 Dest Ctry: USA Tax: 0.42 Product Code: 099 Desc: Macchiato Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 3.28 Product Code: 099 Desc: Small Coffee Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 2.27	6.66

A

For Customer Service, Call: 1-866-432-8161	Account Number	XXXX-XXXX-0183-4849	Account Summary	
	Statement Date	MAR 28, 2022	Purchases & Other Charges	\$6.66
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	\$10,000	Cash Advances	\$0.00
	Disputed Amount	\$0.00	Fees	\$0.00
			Credits	\$0.00
			Payments	\$0.00
			Total Activity	\$6.66

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.

From: [Tony Karwowski](#)
To: [DeWitt Van Sieten](#)
Subject: FW: Receipt from Tahoe House Bakery & Gourmet
Date: Tuesday, March 29, 2022 1:26:16 PM

Tony Karwowski

CEO/PRESIDENT
North Lake Tahoe Resort Association
Office: 530-581-8739
Cell: 530-448-2796
www.GoTahoeNorth.com
www.NLTRA.org



From: Tahoe House Bakery & Gourmet via Square <receipts@messaging.squareup.com>
Sent: Wednesday, March 16, 2022 2:43 PM
To: Tony Karwowski <tony@gotahoenorth.com>
Subject: Receipt from Tahoe House Bakery & Gourmet

A green survey form with a white border. At the top center is a square placeholder for a profile picture with a question mark icon. Below this is the text 'Tahoe House Bakery & Gourmet'. Underneath is the question 'Let Tahoe House Bakery & Gourmet know how your experience was'. At the bottom are two buttons: 'Positive' and 'Negative', each with a question mark icon inside a square box.

Tahoe House Bakery & Gourmet

Let Tahoe House Bakery & Gourmet know how your experience was

Positive Negative

\$6.66


A

Macchiato × 1	\$3.25
Small Coffee × 1	\$2.25
<hr/>	
Purchase Subtotal	\$5.50
Tax included - included, \$0.37	
NLT/TBID Assessment (1%)	\$0.05
Tip	\$1.11
<hr/>	
Total	\$6.66



Tahoe House Bakery & Gourmet
[530-583-1377](tel:530-583-1377)



MasterCard 4849 (Chip)

ANTHONY KARWOWSKI

Mar 16
2022 at
2:42
PM
#9Oa5
Auth
code:
058069

AID: A0000000041010
Signature Verified

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San Francisco, CA 94103

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TAHOE CITY, CA 96145
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200 NORTH LAKE BLVD.
TAHOE CITY, CA 96145
(530) 583-3738

02/06/22 11:59AM MJS	561	SALE
1388925	1 EA	\$44.99 EA
BEN INT EGG 1X 1G		\$44.99
FEE75	1 EA	.75 EA *
CAL. PAINT FEE GALLON		\$.75
1389014	1 EA	\$44.99 EA
BEN INT EGG 2X 1G		\$44.99
FEE75	1 EA	.75 EA *
CAL. PAINT FEE GALLON		\$.75
13972	2 EA	\$1.99 EA
MULTI-MIX CONTAINER QT		\$3.98
11868	2 EA	\$3.49 EA
9X12 INIL DROP CLOTH		\$6.98
12102	4 EA	\$3.99 EA
ACE ROLLER 9"3/8" NAP		\$15.96
1006707	1 EA	\$1.99 EA
DISPSL PNT TRY BK 15"x9"		\$1.99
1006703	1 EA	\$4.59 EA
PNT TRAY SL 15"x9" 1PK		\$4.59
1389014	1 EA	\$44.99 EA
BEN INT EGG 2X 1G		\$44.99
FEE75	1 EA	.75 EA *
CAL. PAINT FEE GALLON		\$.75
SUB-TOTAL:\$	170.72	TAX: \$ 12.38
		TOTAL: \$ 183.10
	DB AMT:	\$ 183.10
DEBIT/ATM:	\$	183.10
DEBIT/ATM: XXXXXXXXXXXX3323		
MID:*****1884	TID:***4838	
AUTH: 000950	AMT: \$	183.10
Debit network id:17		
Host reference #:131838	Bat#	
Trace#	081897	

Authorizing Network: STAR

Chip Read
CARD TYPE:DEBIT
AID : A0000000042203
TVR : 0000048000
EXPR: XXXX

02/06/22 2:03PM MJS	560	SALE
18159	1 EA	\$4.59 EA
PAD REPLACE TRIMLINE2PK		\$4.59
18158	1 EA	\$4.99 EA
PAINT EDGER		\$4.99
18157	1 EA	\$3.99 EA
MINI-TRIM-PAD-SL		\$3.99
SUB-TOTAL:\$	13.57	TAX: \$.98
		TOTAL: \$ 14.55
	BC AMT:	\$ 14.55

BK CARD#: XXXXXXXXXXXX3323
MID:*****1884 TID:***4838
AUTH: 160304 AMT: \$ 14.55
Host reference #:131897 Bat#

Authorizing Network: MASTERCARD

Chip Read
CARD TYPE:MASTERCARD EXPR: XXXX
AID : A0000000041010
TVR : 0000048000
IAD : 0110607003220000AE1000000000000
TSI : E800
ARC : 00
MODE : Issuer
CVM : Verified by PIN
Name :
ATC :00C3
AC : 954A14806D4BC77B
TxnID/ValCode: 081932

Bank card USD\$ 14.55

Total Items: 3



==>> JRNL#B31897/1
CUST NO:45

<<===

THANK YOU ANTHONY KARWOWSKI
FOR YOUR PATRONAGE
Today's Clerk Michael James Stuth

Acct: CASH

Customer Copy

C

B



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: May 4, 2022

TO: NLTRA Board of Directors

FROM: Tony Karwowski, CEO/President

RE: COE Coach Agreement

Action Requested

Requesting the Board of Directors approve the attached contract for CEO coaching services with Linda John, VP of Fired Up Culture, for a six-month coaching contract. Coaching services will include Birkman Assessment, determine areas for professional development, team development, resources for industry peer connection, and consultation as needed.

Background

During the offer process for the new CEO, the hiring committee determined a short-term contract with an experienced DMO CEO coach may benefit the new CEO from a professional and organizational development perspective.

Fiscal Impact:

The 6 month contract is a \$6,300 expense

Attachments:

Letter and contract from Linda John, VP
Fired Up Culture



April 27, 2022

Mr. Tony Karwowski
CEO/President
North Lake Tahoe Resort Association

Dear Tony,

We are excited to explore the opportunity to partner with you to build on your solid foundation of exceptional leadership through customized coaching and advising. I enjoyed learning more about your professional growth goals during our introduction call last week, and it would be my pleasure to work with you as your leadership coach to pursue those goals.

I would like to reiterate that this engagement is one of trust. The information you share, assessment results, advice given and any action you take will remain confidential.

The focus of our activities will evolve throughout this agreement, dependent upon circumstances and your needs. The frequency of coaching sessions will be bi-weekly, according to schedule availability. We will use the Birkman Assessment as a key resource in coaching activities. We will also include the L360 assessment to be delivered in the final month of this engagement. No travel costs will be incurred as our coaching sessions can be done via telephone or video call.

Please do not hesitate to let me know how we can be of service.

Thank you for the opportunity to present Fired-Up! Culture and our recommended solutions for you.

All the best,

A handwritten signature in black ink that reads "Linda John".

Linda John, CDME
Vice President
Destination & Travel Practice



About Fired Up! Culture

Fired-Up! Culture is a business management and human resource consulting firm with corporate headquarters in the Pacific Northwest. Over the past several decades, our team has partnered with organizations and leaders around the globe to build business cultures that engage people and maximize potential.

Fired-Up! Culture's mission is to equip and build leadership capacity through Talent Management-focused consulting services that provide relevant and timely resources for our clients. Fired-Up's commitment to excellence supports a focused and intentional investment in the people and systems of these organizations to achieve breakthrough results.

Our leadership development and change management processes are used by a diverse client base around the world. We have had the privilege of shaping the philosophies, practices and skills of thousands of dynamic leaders, managers and teams. Our tools have been successfully used by hundreds of organizations and their team members. Our coaching, consulting and facilitation services provide the focus and insight needed to drive lasting change.



Linda John, CDME

Linda John is Vice President
Destination & Travel Practice of Fired-Up! Culture

Linda is a Certified Destination Marketing Executive (CDME) and a Certified Executive Coach (ACC) specializing in the use of the Birkman Assessments to help both individuals and teams. She holds memberships with Destinations International and the International Coaching Federation and serves on the Board of Trustees for the Destinations International Foundation. Linda served as Executive Director for Visit Eau Claire from 1993-2020. During her tenure at Visit Eau Claire, Linda served as Chair of the WI Association of Convention & Visitors Bureaus along with numerous leadership roles within the association. Additionally, she served four governors over the course of twelve years as a member of the Wisconsin Governor's Council on Tourism.

Linda has a Bachelor of Science degree in Business Administration from Minnesota State University in Mankato, and a Master of Science degree in Training and Human Resource Development from the University of Wisconsin Stout.



INVESTMENT SPECIFICS:

Executive Coaching Agreement	\$7,500
Birkman Assessment	<i>Included</i>
L360	<i>Included</i>
Bi-weekly coaching sessions	<i>Included</i>
<i>Destinations International/Friend of Firm Discount</i>	<i><1,200></i>
Contract Investment	\$6,300

PRICING & TERMS OF AGREEMENT:

- Agreement will be invoiced in three equal payments, as follows:
 - Payment 1 at program start (May)
 - Payment 2 at month 3 (July)
 - Payment 3 at month 5 (September)
- Scope of service is designed as a consulting relationship that is flexible and designed to meet the changing needs of the client over the period of the contract.

Proposal Acceptance

Signed: _____ Date: _____
 Tony Karwowski

Please confirm billing information:

Billing Contact:
Company Name:
Address:

Contact Phone:
Billing Email:

Proposal Contact Information

Client Relationship Manager: Linda John, CDME
Email: ljohn@firedupculture.com
Cell Phone: 727.272.7296



MEMORANDUM

DATE: May 4, 2022

TO: North Lake Tahoe Resort Association Board

FROM: Emily Setzer, Senior Management Analyst

SUBJECT: Lease to Locals Program

With the goal of increasing housing options for local workers, Placer County is proposing launching a Lease to Locals program, run by Landing Locals, a Truckee-based home-matching company which has been operating in Truckee for over one year and recently implemented new programs in South Lake Tahoe and Summit County, Colorado. The program has been effective at converting otherwise vacant homes or short-term rentals into long-term rentals for local workers.

LEASE TO LOCALS GRANT PROGRAM

In October 2020, the Town of Truckee implemented an initial Lease to Locals Grant Program and extended the program in August 2021 for five years with some modifications. The program provides a financial subsidy (grant) to homeowners who agree to rent their home to local workers with the goal of unlocking the existing housing stock and incentivizing short-term rental and vacation homeowners to rent their homes to the local workforce. Landing Locals manages the program by working with the homeowner to guide them through the process of qualifying for the grant, listing the property on the Landing Locals website, screening tenants, and securing a qualifying tenant. The lease agreement is between the homeowner and the tenant. Half the grant is provided once the lease is signed with the other half provided at the end of the lease upon verification of tenancy. Applications are accepted on an ongoing basis, contingent on available funding. Truckee's goal was to unlock 25 housing units since its launch. As of February 2022, the program has provided 55 grants since inception (32% short-term 6- to 12-month leases and 68% long-term 12+ month leases). The program has housed 80 local employees and 111 total people (including partners and minors) with an average income of 80% to 100% of Nevada County's AMI. The program has been considered a success as 89% of homeowners participating in the first year renewed their leases.

PROPOSED EAST PLACER LEASE TO LOCALS GRANT PROGRAM

County staff are proposing implementing this program to meet the unmet need for rental housing for workers in the East Placer region. The East Placer Lease to Locals Grant Program is based on Landing Locals' lessons learned from the existing programs in Truckee and other mountain locations. Under the Program, homeowners would receive grants for converting their second homes or short-term rentals to

local worker housing for five-month (seasonal) or 12-month (long-term) leases, per bedroom or per house. Landing Locals will manage the program and verify the tenants work at an employment site within the Tahoe Truckee Unified School District geographical boundaries. The Program is a one-year pilot program to test the concept in East Placer. It is designed to provide immediate housing solutions while other projects finalize and accept residents, such as Meadow View Place and Hopkins Village, and while the Workforce Housing Preservation Program gains traction in the community and assists homebuyers to purchase homes in the region. If the pilot Program is successful and funding is available, the Board of Supervisors, through a future action, may decide to extend beyond the pilot program first year.

Landing Locals is responsible for providing customer service, securing homes and tenants, processing applications per Program Guidelines, matching tenants with homes located in East Placer, verifying worker employment sites within the Tahoe Truckee Unified School District, and marketing the program to prospective homeowners. Additionally, Landing Locals will also manage lease compliance at the 6- and 12-month milestones and provide reports to the County for grant compliance and payments. Placer County staff will administer payments to Landing Locals and homeowners.

NEXT STEPS

Staff are bringing this item to the Placer County Board of Supervisors for consideration of adoption on June 14, 2022. If approved by the Board of Supervisors, the Program will be funded via \$500,000 from unallocated reserve TOT funds allocated to the FY 2021-22 Housing Program Work Plan budget for the program. The Program will provide \$405,000 in incentives to homeowners. Remaining funds will cover Landing Locals administrative and marketing costs.

Staff request that the North Lake Tahoe Resort Association board provide a recommendation for use of these funds to the Placer County Board of Supervisors.



Lease to Locals

North Lake Tahoe Resort Assoc.

May 4, 2022

Emily Setzer
Senior Management Analyst

Colin Frolich
Landing Locals

LEASE TO LOCALS PROGRAM OVERVIEW

- Cash incentives to East Placer homeowners who rent to local workers
- Seasonal lease (5+ months): \$2,500/local worker
- Long-term lease (12+ months): \$6,000/local worker
- 50% of all adult tenants over 18 must be locally employed at least 20 hours a week at an employment site in the Tahoe Truckee Unified School District and serving the North Lake Tahoe-Truckee area
- Max gross Household income (averaged between tenants): 245% AMI
- June 14 BOS
- If approved, one year pilot program begins August 1, 2022



Lease to Locals Incentive Program

May 2022





Landing Locals Mission Statement:

Landing Locals is helping solve the housing crisis in vacation towns by unlocking new housing opportunities for local employees.

Through our trusted online platform, we connect local tenants with homeowners who have underutilized properties available for rent. To bolster this effort, we partner with local governments to incentivize property owners who convert their units into seasonal and long-term rentals for locals.

Landing Locals Company Evolution

Proof of Concept

Partnering with Tahoe Truckee Community Foundation piloted our local housing matching website in Truckee, California

**March
2019**

**October
2020**

**Lease to Locals
Pilot in Truckee, Ca**

Launched first of its kind public-private partnerships providing cash incentives to property owners who convert their units into long-term rentals for local employees

Expand to Other Markets

Developed and rolled out Lease to Locals incentive program in Summit County, CO and South Lake Tahoe, CA

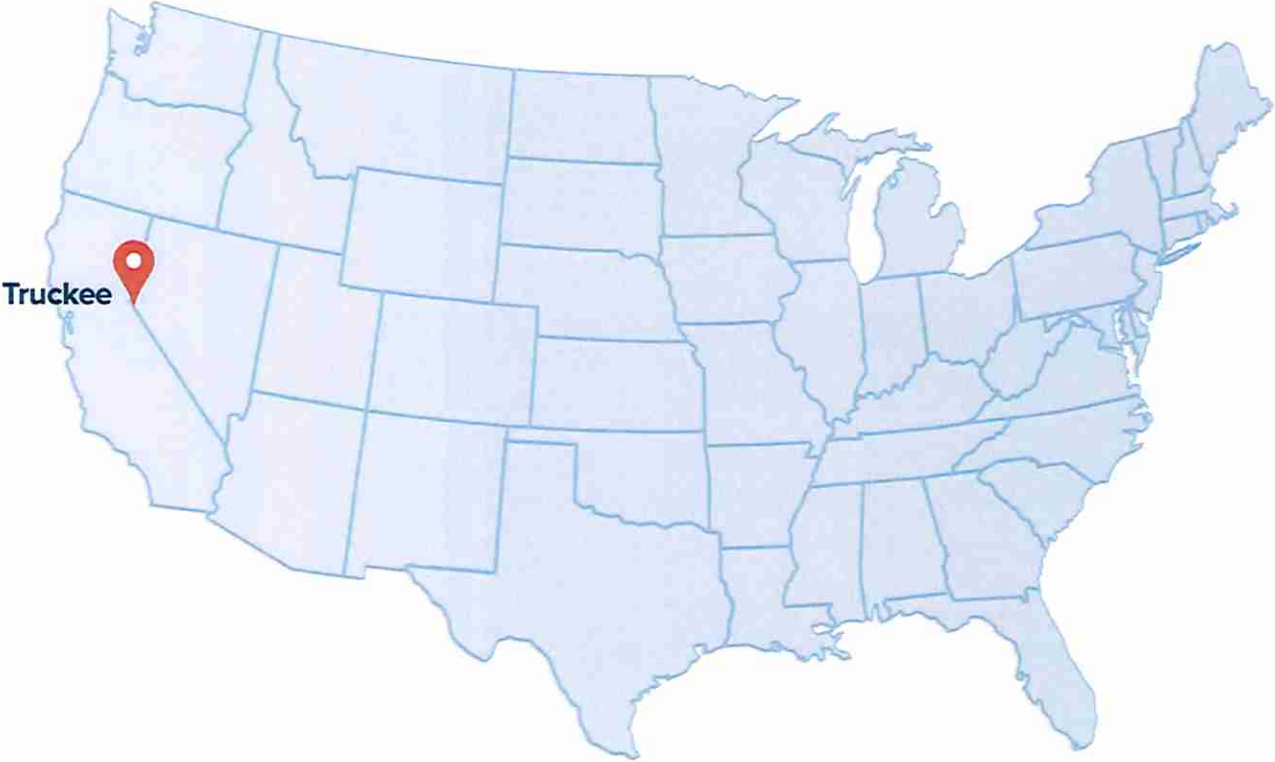
**Fall
2021**

**2022 and
beyond**

Rollout Nationally

Building on success of Lease to Locals and demand from tourist-towns across the nation, expanding nationally starting with other Western Mountain towns

Market Deep Dive — Truckee, Ca.



Truckee Pilot Program (Nov 2020)

Truckee Pilot Program – Guidelines



- 1) Property must be located in Town of Truckee and can not be existing long-term rental.
- 2) Only whole home rentals and permitted ADUs



- 1) Leases have to be long-term (12+ mo.)
- 2) Flat incentive of \$3,000 per unit converted



- 1) Tenant must be locally employed (N. Lake Tahoe school district boundaries)
- 2) Household gross annual income can not exceed 120% of the area median income

Truckee Pilot Program – Results

Program Results

- **Time Period:** Nov. 2020 - Aug. 2021
- **Properties:** 21 Units / 39 bedrooms
- **People Housed:** 39
- **Average Rent:** \$1,057 / bedroom
- **Incentive Costs:** \$1,537 / bedroom

Tenant Data

- **Avg. Rent:** \$1,057 / bedroom
- **Avg. Income:** \$43,173 / year
- **Avg. Rent/Income:** 39%

Breakdown of Unit Sizes

Unit Size	Count
1 bedroom	8
2 bedroom	7
3 bedroom	5
4 bedroom	1

Truckee Expanded Program (August 2021)

Truckee Workforce Housing Grant Program – Guidelines



- 1) Property must be located in Town of Truckee and can not be existing long-term rental.
- 2) Whole home rentals, ADUs, and **rooms allowed**



- 1) Leases can be **short-term (3-6 mo.), mid-term (6+ mo.),** or long-term (12+ mo.)
- 2) **Incentive amount vary based on length of lease and # of employees housed, up to \$10,000**



- 1) **At least 50% of the household** must be locally employed (N. Lake Tahoe school district boundaries)
- 2) Annual gross annual Income must **average below 150%** of the area median income (\$97,050).

Truckee Workforce Housing Grant Program – Incentives

Grant Amounts by lease length

Lease Length	1 Regional Employee	2 Regional Employees or 1 Regional Employee with a child or children	3 Regional Employees or 2 Regional Employee with a child or children
Shorter term (3-6 month)	\$1,000	\$1,500	\$3,000
Mid term (6-12month)	\$2,100	\$3,500	\$4,500
Long term (12+ month)	\$4,500	\$7,500	\$10,000

Truckee Workforce Housing Grant Program – Results*

Program Results

- **Time Period:** Aug. 2021 - Mar. 2022
- **Properties:** 35 units / 65 bedrooms
- **People Housed:** 73
- **Incentive Cost:** \$3,031 / bedroom

Tenant Data

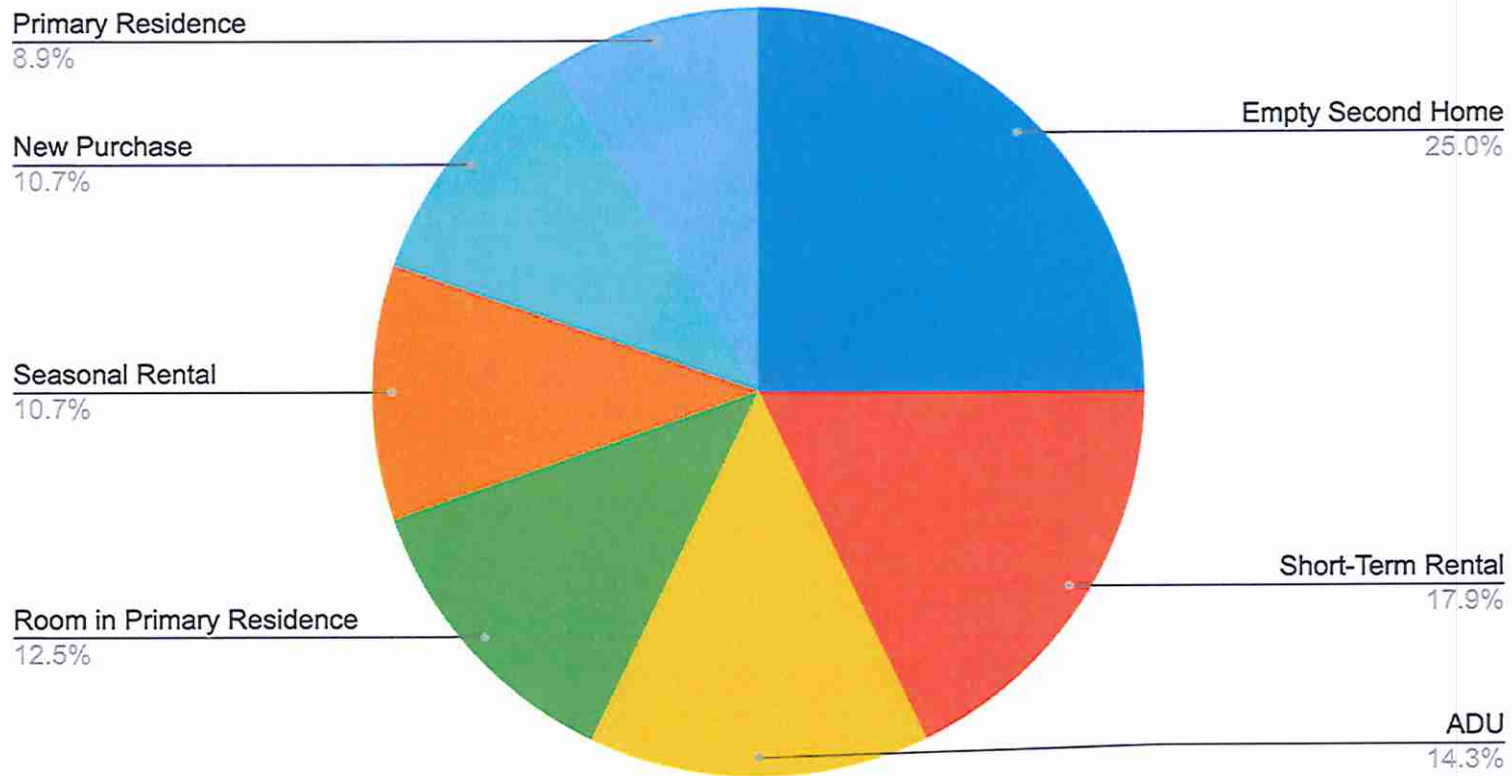
- **Avg. Lease:** 10.6 months
- **Avg. Rent:** \$1,047 / bedroom
- **Avg. Income:** \$40,648 / year
- **Avg. Rent/Income:** 29%

Breakdown of Unit Sizes

Unit Size	Count
Room	9
Studio / 1 bedroom	8
2 bedroom	7
3 bedroom	10
4 bedroom	1

* Results as of 3/31/2022

Former Usages of Units Converted*



* Results as of 3/31/2022



Program Goals



Convert existing housing stock to new longer-term rentals for the local workforce in tourist towns



Provide property owners cash incentives to convert their second home or STR properties into seasonal and long-term rentals



Allows local governments to quickly and efficiently address critical “missing middle” housing needs

Program Guidelines



- 1) Property must be located in East Placer County and can not be existing long-term rental.
- 2) Single family homes and rooms can be converted



- 1) Leases can be seasonal (5-11 mo.), or long-term (12+ mo.)
- 2) Incentive amount vary based on length of lease and # of employees housed, up to \$24,000



- 1) At least 50% of the household must be locally employed (N. Lake Tahoe school district boundaries)
- 2) Gross household income can not exceed 245% of the area median income

Property Owner Incentives

	1 employee	2 employees or 1 employee + children	3 employees or 2 employees + children	4 employees or 3 employees + children
Seasonal lease	\$2,500	\$5,000	\$7,500	\$10,000
Long-term lease	\$6,000	\$12,000	\$18,000	\$24,000

Tenant Income Restrictions

Household size	1	2	3	4	5
Gross Annual Income Limit	\$156,188	\$178,605	\$200,900	\$223,195	\$241,080

FEEDBACK, QUESTIONS

esetzer@placer.ca.gov
colin@landinglocals.com





MEMORANDUM

DATE: May 4, 2022

TO: North Lake Tahoe Resort Association Board

FROM: Placer County Staff

SUBJECT: TART Connect Microtransit Funding for FY22-23

TART Connect

Placer County implemented the TART Connect Microtransit Program in summer of 2021. The program was designed to reduce dependency on personal vehicles throughout Eastern Placer County and improve efficiency of transportation. TART Connect is an on-demand shuttle service that utilizes smaller transit vehicles and a mobility app to allow passengers to request rides. The on-demand service works as a first mile/last mile alternative for those traveling further distances and connecting to TART fixed route services as well as providing direct connections within zones.

TART Connect has been operating daily with varying seasonal schedules since implementation on June 24, 2021. Year to date, TART Connect zones within Placer County have carried more than 100,000 passenger trips with an average five to seven passengers per vehicle service hour. Placer County plans continued operation of the TART Connect service in FY22-23 providing sustainable travel options for residents and visitors alike in addition to building upon the large ridership base and connection with fixed route transit service, resulting in car free travel.

TART Connect Budget

The first-year pilot program has been mainly funded with TOT funds that were available from TOT reserve funds (at the time called "freed-up TOT), savings from other TART services, and additional funds budgeted in the Tahoe Tourism and Promotions budget. The total budget for FY21-22 is \$1.63million.

Placer County staff will be bringing the second-year pilot program contract for FY22-23 to Board of Supervisors at the June 14 meeting. For FY22-23, Placer County staff has budgeted \$1.65million from the Tahoe Tourism and Promotions budget to fund this service. While this will allow service to continue year-round, due to increased operating costs, it will not be sufficient to fund service at the same level as FY21-22 nor will it allow for some of the additions and improvements that could make the system more efficient.

Because of this, Placer County staff is seeking a recommendation from the NLTRA Board to the Placer County Board of Supervisors to allocate \$350,000 in unallocated TOT reserves for the FY22-23 Microtransit program. The breakdown of the \$350,000 is as follows:

- **\$262,000** to supplement county budgeted dollars of \$1.65m to continue FY22-23 service at the same level as 21-22 with additional service to Olympic Valley and Northstar in the summer:
 - Peak Summer: 8am-12midnight in Zones 1 (TC to West Shore) and 2 (Carnelian Bay to Kings Beach/Crystal Bay). 6pm – 11pm for Zone 3 (Olympic Valley to Tahoe City) and Zone 4 (Northstar to Kings Beach)
 - Shoulder Season Fall and Spring: 6pm-10pm in Zones 1 and 2 and expanded to include Olympic Valley and Northstar
 - Peak Winter: 8am-12midnight in Zones 1 and 2, 6:00-11:00pm on Fri and Sat in Zone 3 (OV to TC) and Zone 4 (Northstar to KB)
- **\$29,000** for technology upgrades
 - This would tie the TART Connect app into the main TART service to show connection points and best routes to travel on
- **\$59,000** for special event expanded hours
 - Expanded TART Connect hours for NLTRA sponsored special events or holidays
 - Extended service would be dependent on staffing availability and would need to be coordinated with the operator at least two months in advance



TART Connect Pilot Project FY 2021-22



TART Connect Branding & Marketing



Service Dates and Hours:
June 24–September 6, 2021
8am–Midnight

TART connect
Offers a free and easy way to get around North Lake Tahoe. Use TART connect to get to and from restaurants, shopping, bus connections, work, beaches and anywhere else within the service areas.

Zone 1 Service:
Dollar Point, Tahoe City, Sunnyside, Homewood, and Tahoe.

Zone 2 Service:
Brockway, Kings Beach, Tahoe Vista.


Zone 3 Service:
Incline Village and Crystal Bay.

Request an on-demand ride using the TART connect app and get picked up in as little as 15 minutes!

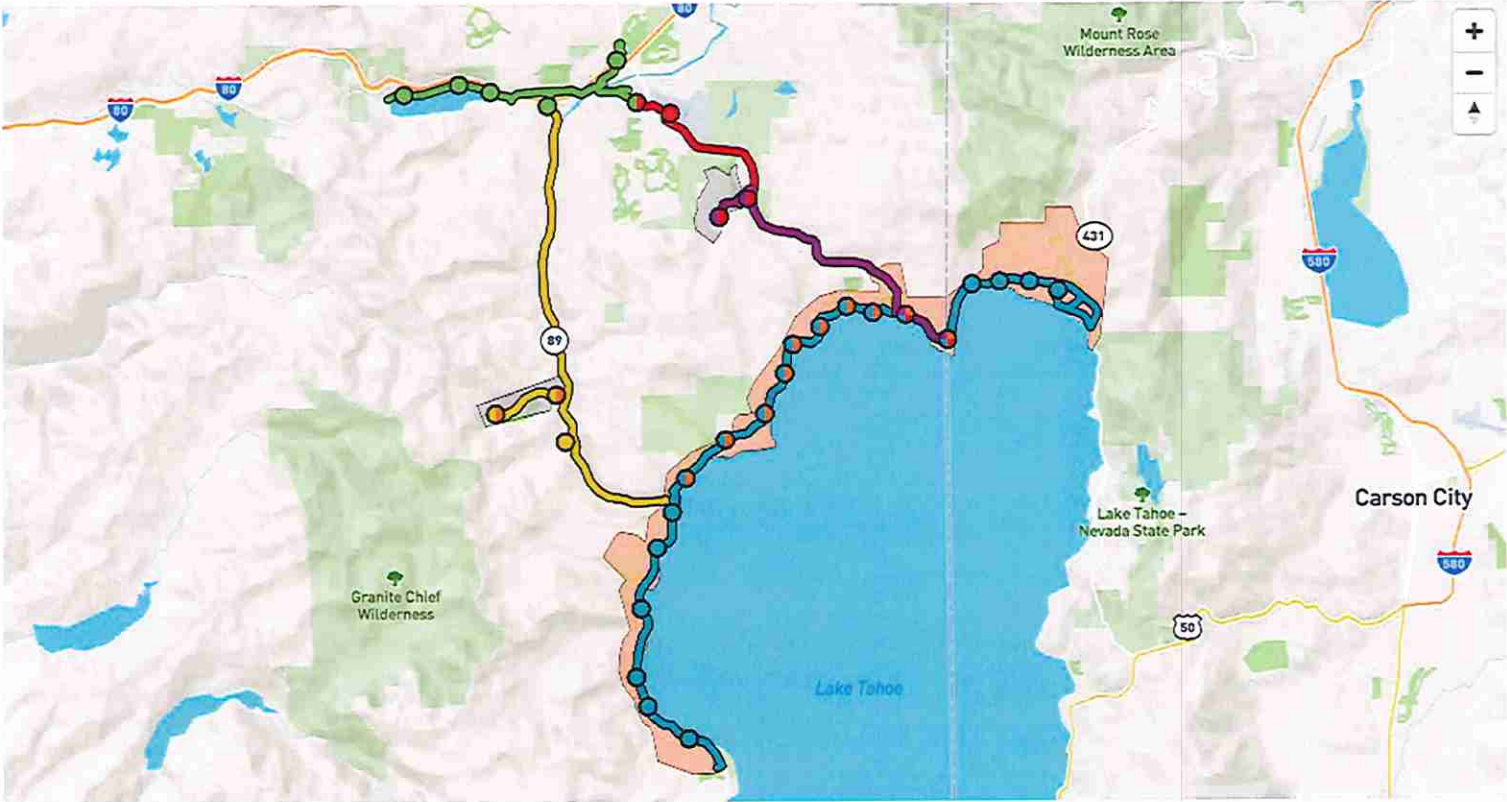


Get the App!
Just tap, relax and go.

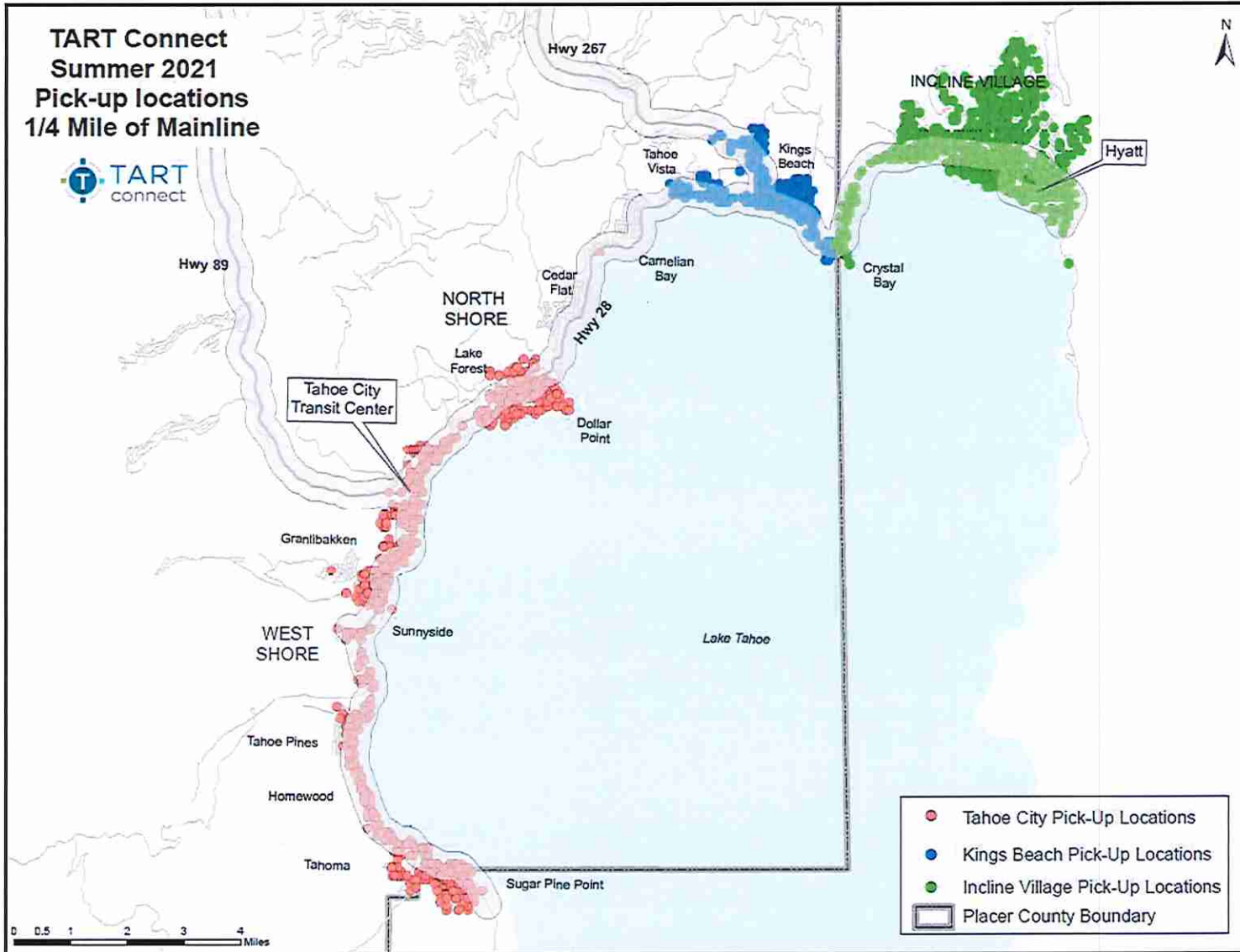
TahoeTruckeeTransit.com/summer21
(530) 214-5811


TART Connect Zone Map



**TART Connect
Summer 2021
Pick-up locations
1/4 Mile of Mainline**



Peak – Season Summer Microtransit Pilot Information

- Provided by Downtowner, LLC – Operator of Mountaineer in Olympic Valley/Alpine
- Days of operation: June 24 – September 6, 2021
- Hours of operation: 8:00AM-Midnight
- 11 vehicles in maximum service
- Two Zones In Placer, One in Washoe:
 - Kings Beach/Tahoe Vista/Brockway
 - Tahoe City/Dollar Point/Westshore
 - Incline Village (Separate Contract with TNT/TMA)
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up
- Point-to-Point & Connections to Regional TART
- Branded as a service of TART
- Operating Cost = \$589,516 (actual contract charges that includes Washoe County)
- Placer Funding = Transient Occupancy Tax
- Washoe County = Incline Village-Crystal Bay CVB Funding Partnership





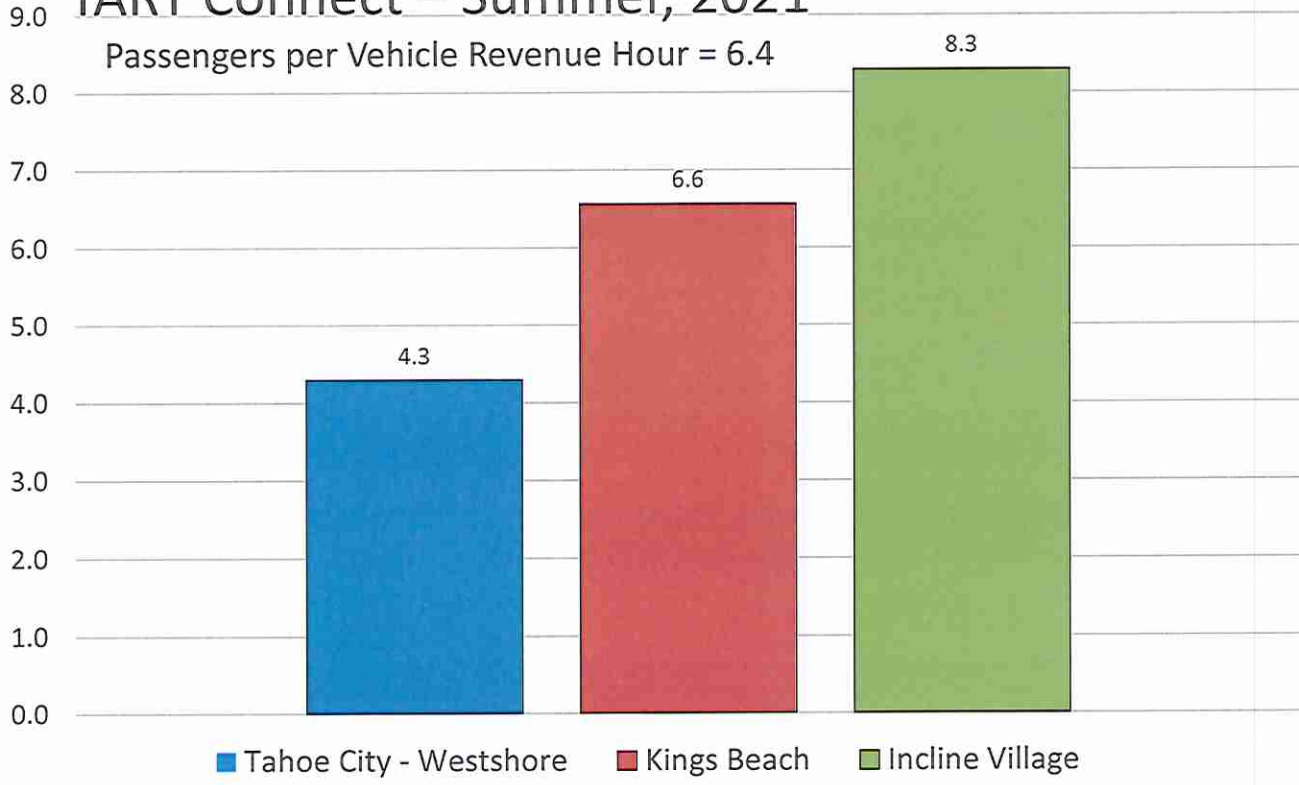
TART Connect – Summer, 2021

Total Passengers = 49,490



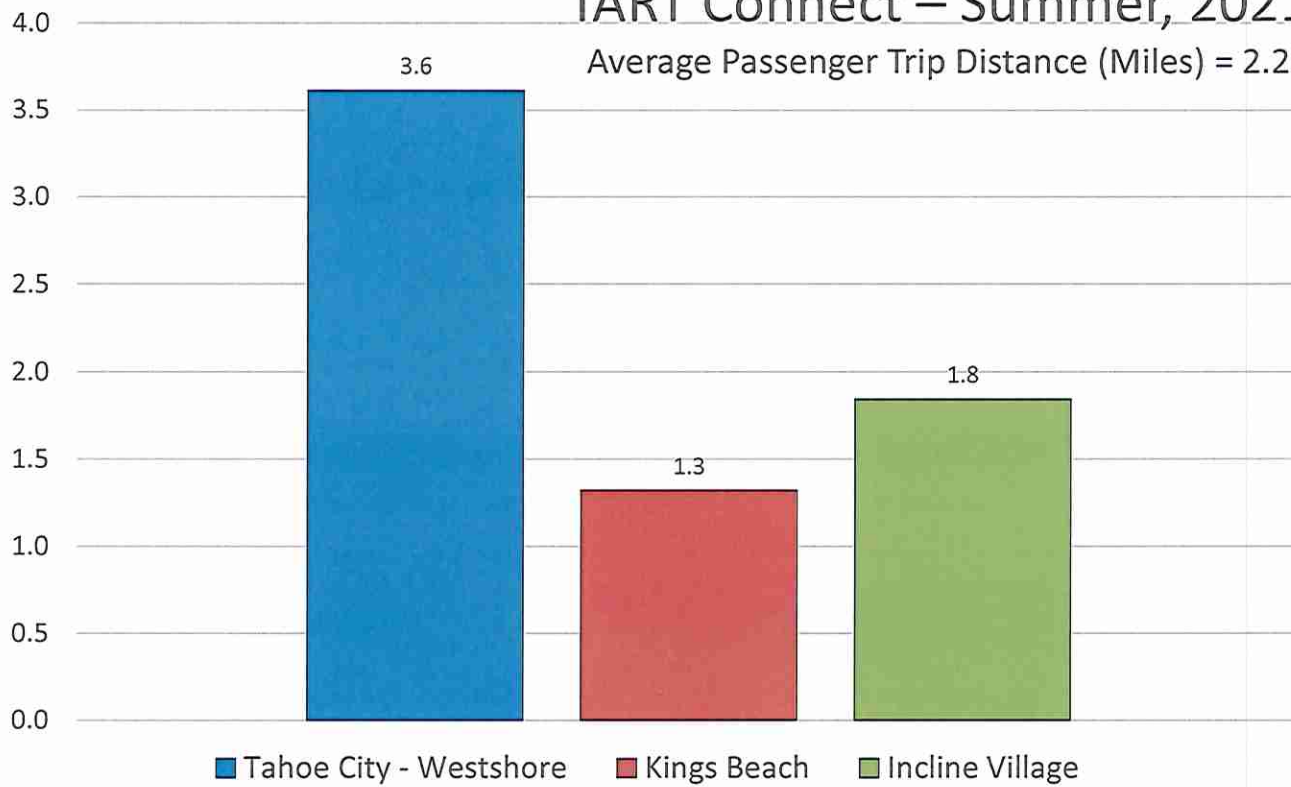
TART Connect – Summer, 2021

Passengers per Vehicle Revenue Hour = 6.4

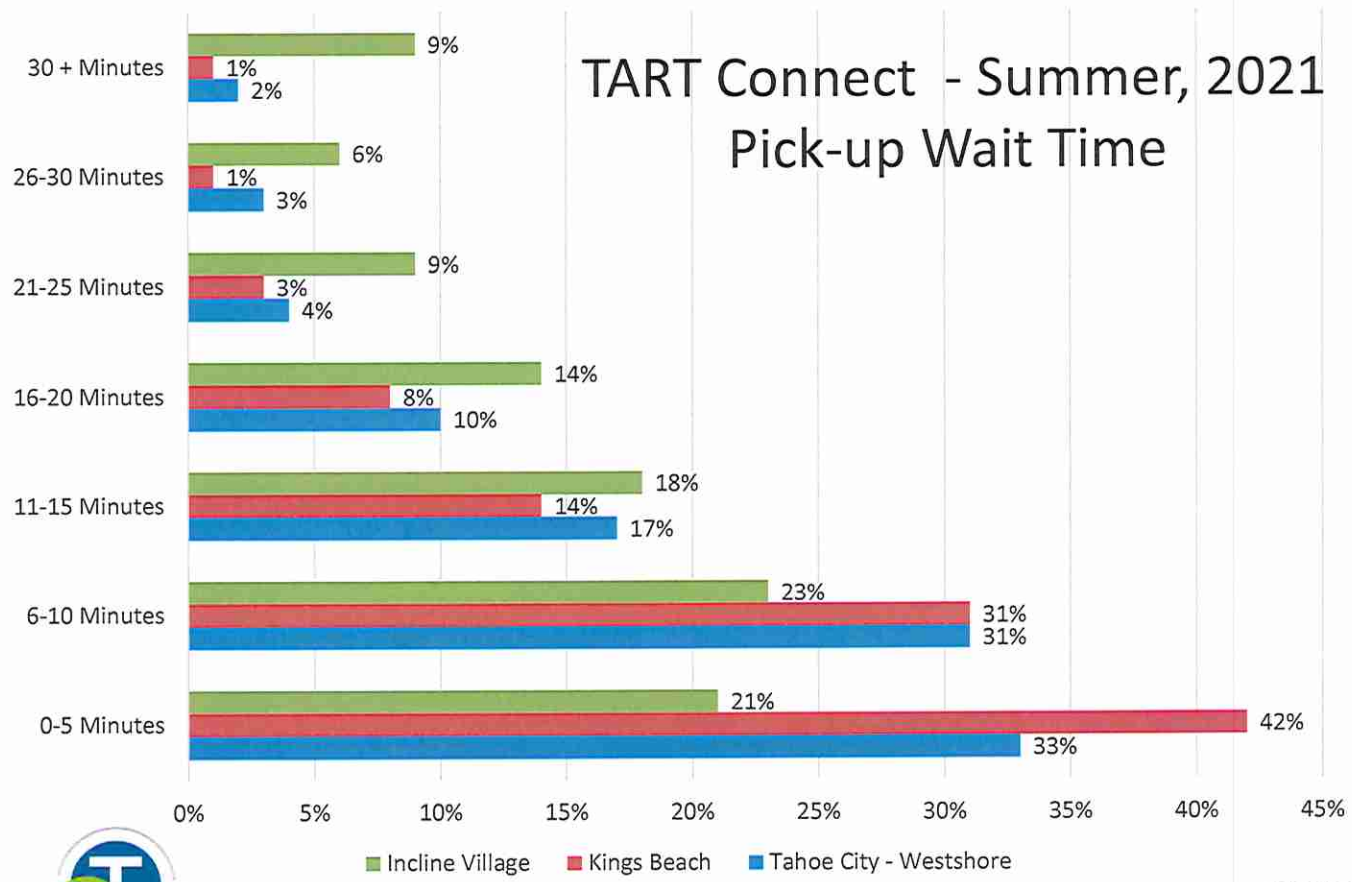


TART Connect – Summer, 2021

Average Passenger Trip Distance (Miles) = 2.2



TART Connect - Summer, 2021 Pick-up Wait Time



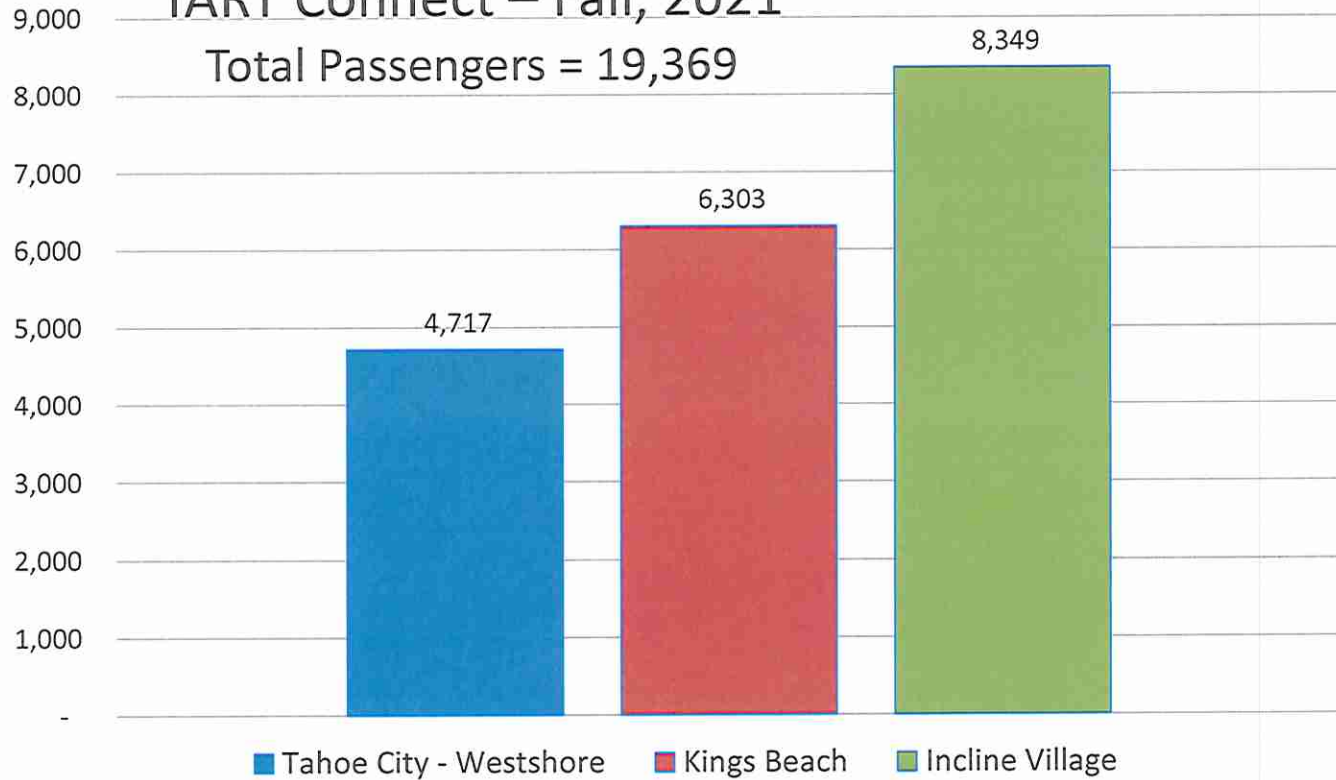
Non-Peak Fall Microtransit Pilot Information

- Provided by Downtowner, LLC – Operator of Mountaineer in Olympic Valley/Alpine
- Days of operation: September 7 – December 9, 2021
- Hours of operation: 6:00PM-10:00PM
- 11 vehicles in maximum service
- Two Zones In Placer, One in Washoe:
 - Kings Beach/Tahoe Vista/Brockway/Carnelian Bay/Northstar
 - Tahoe City/Dollar Point/Westshore/Olympic Valley
 - Incline Village (Separate Contract with TNT/TMA)
- Goal of 60-minute max wait time for pick-up
- Operating Cost = \$329,848 (actual contract charges that includes Washoe County)
- Placer Funding = Transient Occupancy Tax
- Washoe County = Incline Village-Crystal Bay CVB Funding Partnership



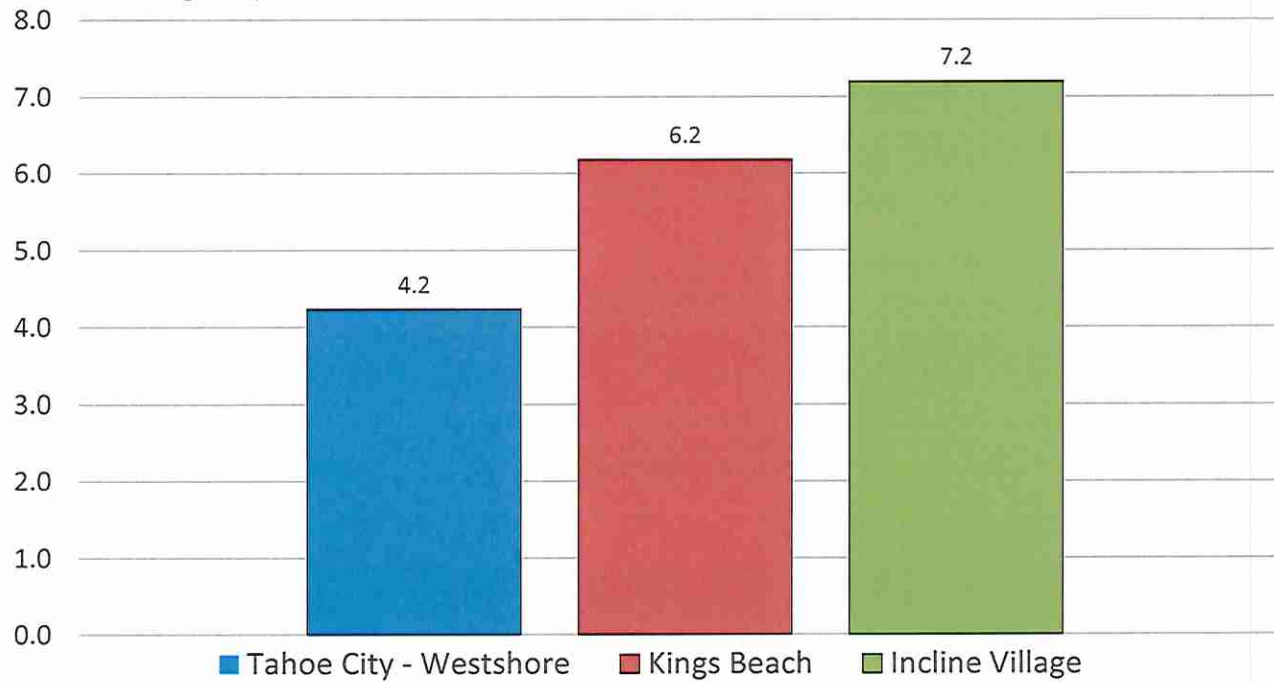
TART Connect – Fall, 2021

Total Passengers = 19,369



TART Connect – Fall, 2021

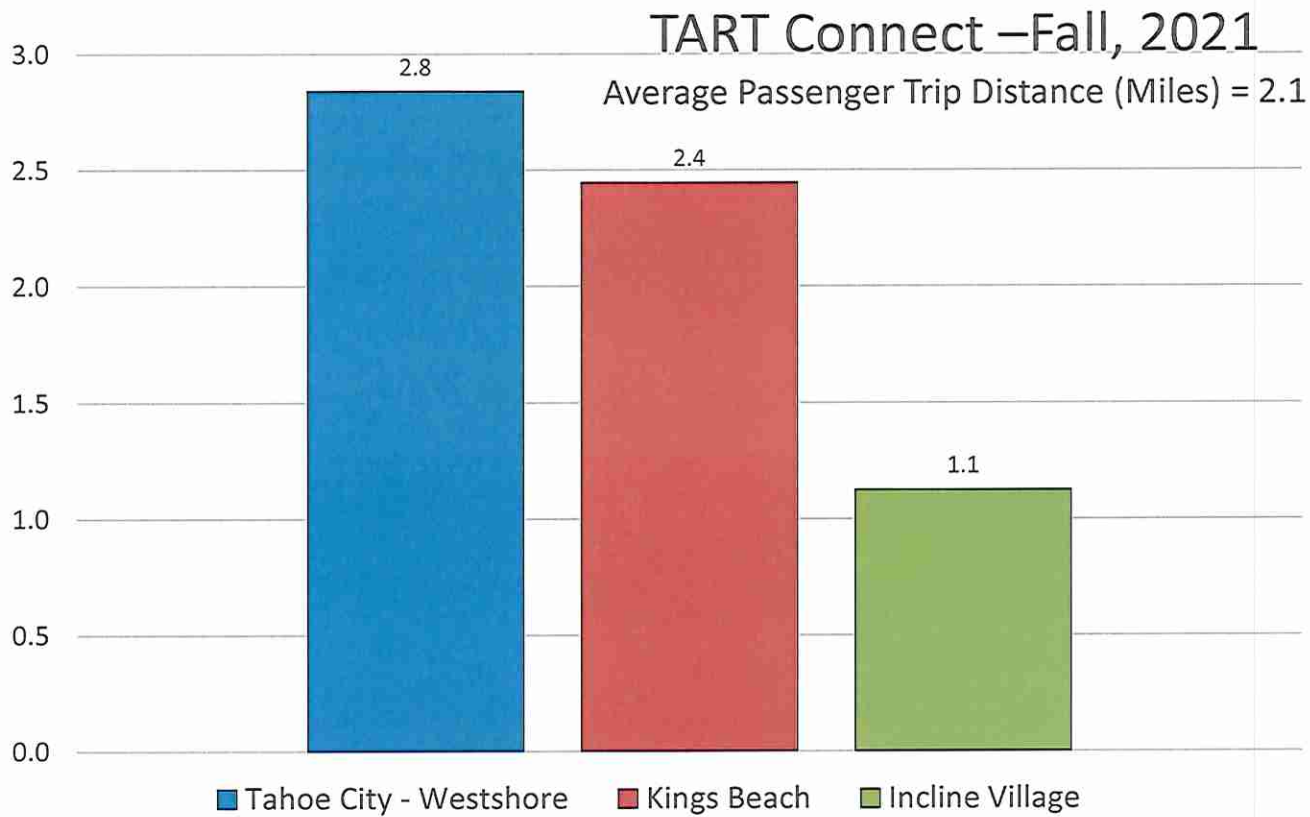
Passengers per Vehicle Revenue Hour = 6.0



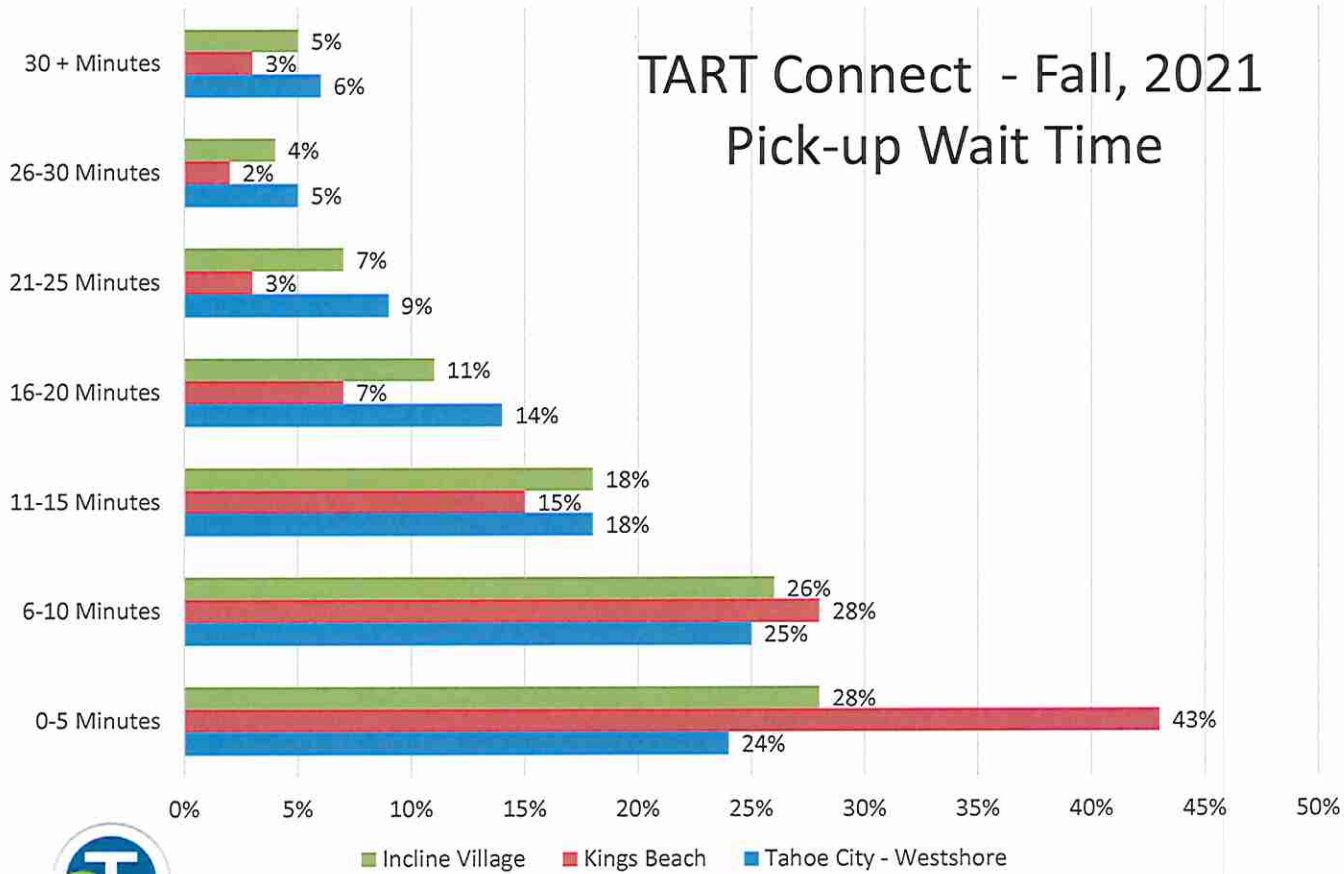


13

76



TART Connect - Fall, 2021 Pick-up Wait Time



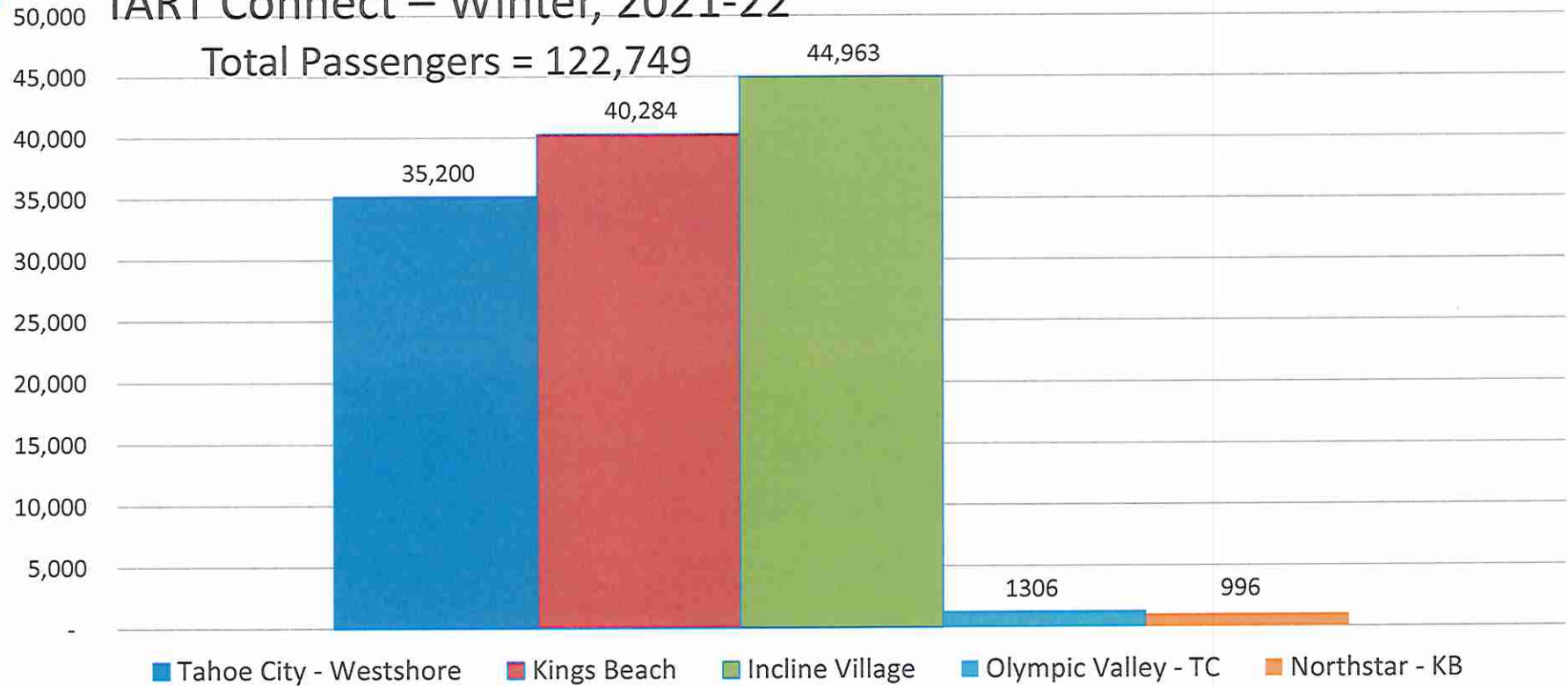
Peak-Season Winter Microtransit Pilot Information

- Provided by Downtowner, LLC – Operator of Mountaineer in Olympic Valley/Alpine
- Days of operation: December 10, 2021 – April 10, 2022
- Hours of operation: Lakeside Zones: Daily, 8:00AM-Midnight. Resort Zones: Friday & Saturday 5:30pm – 10:30pm
- 15 vehicles in maximum service
- Four Zones In Placer, One in Washoe:
 - Kings Beach/Tahoe Vista/Brockway
 - Tahoe City/Dollar Point/Westshore
 - Olympic Valley/Tahoe City
 - Northstar/Kings Beach
 - Incline Village (Contracted by Placer County via Interlocal Agreement with Washoe County)
- App-Based On-Demand with Goal of 15-minute max wait time for pick-up
- Operating Cost = \$1,391,741 (actual contract charges including Washoe County)
- Placer Funding = Transient Occupancy Tax
- Washoe County = Incline Village-Crystal Bay CVB Funding Partnership



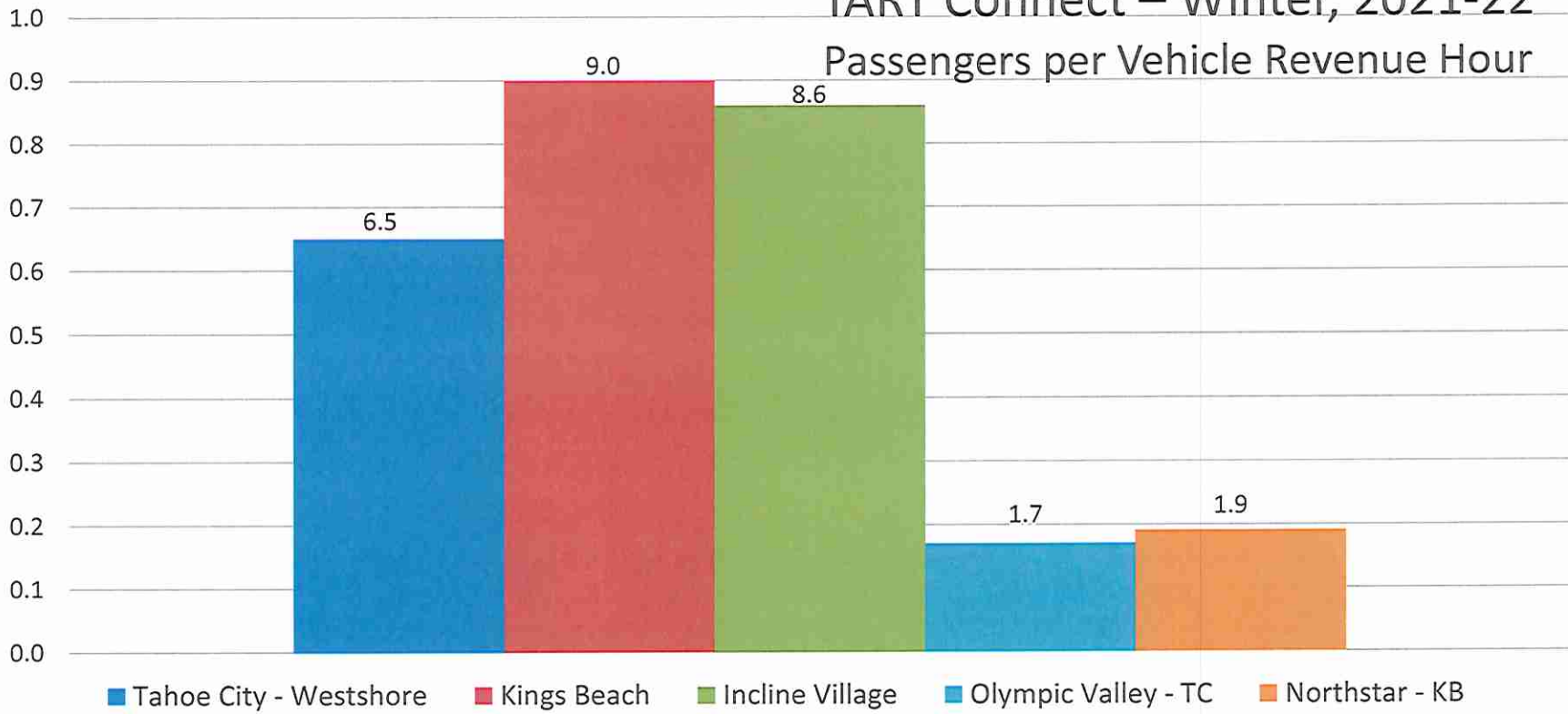
TART Connect – Winter, 2021-22

Total Passengers = 122,749



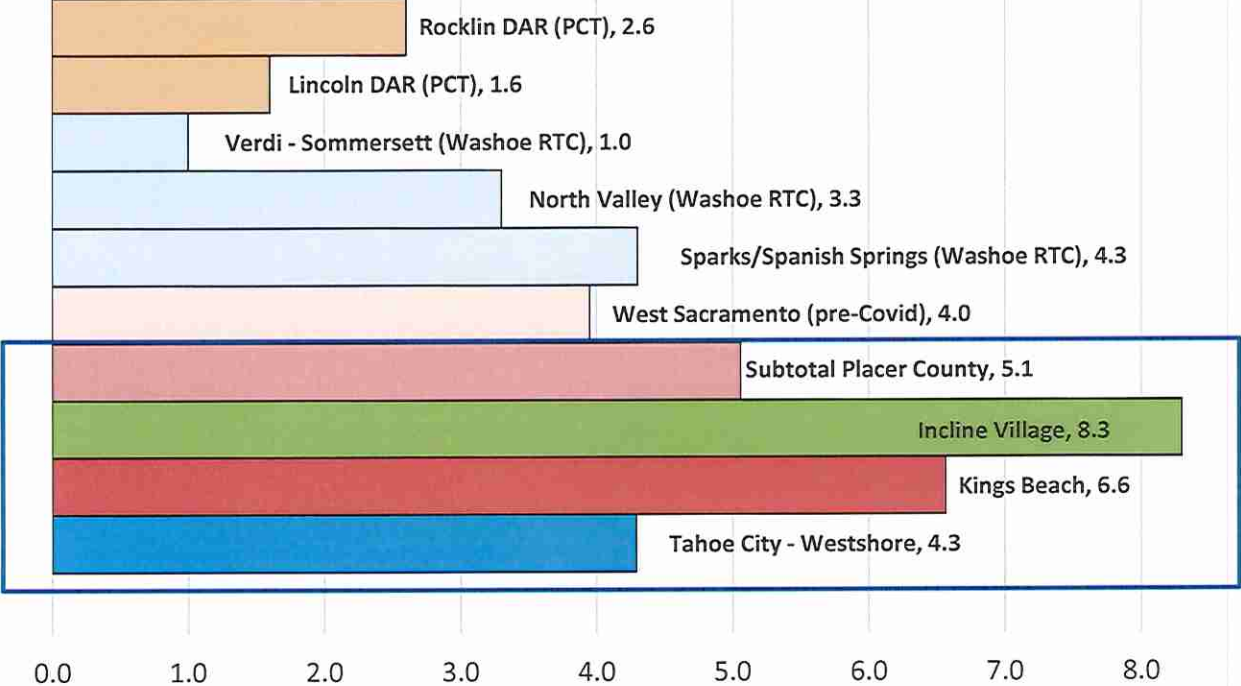
TART Connect – Winter, 2021-22

Passengers per Vehicle Revenue Hour



TART Connect Comparison

Passengers per Vehicle Revenue Hour



Summer 2021 TART Connect



FY22-23 Proposed Service

- **Peak Summer:** 8am-12midnight in Zones 1 (TC to West Shore) and 2 (Carnelian Bay to Kings Beach/Crystal Bay). 6pm – 11pm for Zone 3 (Olympic Valley to Tahoe City) and Zone 4 (Northstar to Kings Beach)
- **Shoulder Season Fall and Spring:** 6pm-10pm in Zones 1 and 2 and expanded to include Olympic Valley and Northstar
- **Peak Winter:** 8am-12midnight in Zones 1 and 2, 6:00-11:00pm on Fri and Sat in Zone 3 (OV to TC) and Zone 4 (Northstar to KB)
- Technology upgrades
- Special Event expanded hours and/days





Questions/Comments

Jaime Wright

Jaimewright@placer.ca.gov



Squaw Alpine Transit Company
SV | AM MMTD Renewal Plan
Presentation to
NLTRA Board of Directors
May 4, 2022

Presented by Joy M. Doyle
Executive Director
Squaw Alpine Transit Company (SATCo)

SATCo Overview

- **Mission:** To provide transit within Olympic Valley and Alpine Meadows to assessed businesses' guests, employees, owners, and visitors to improve resort traffic congestion, guests' experience, and safety.
- **Pioneers of TBIDs + Microtransit in North Tahoe**
- **Volunteer Board + 1 Part-time Staff**



Funding – SV | AM MMTD

1% Assessment paid for by patrons within the District boundaries on

- ✓ **Lodging including short-term rentals in Olympic Valley | Alpine Meadows**
- ✓ **Palisades Tahoe daily lift tickets**
- ✓ **Palisades Tahoe frequency products**



Mountaineer On-Demand Shuttle Service



- Mountaineer Operates 10 vehicles within the Olympic Valley and Alpine Meadows for the guests and residents of both valleys
- Palisades Tahoe Shuttle provides fixed-route service between Palisades Tahoe Olympic Valley & Alpine Meadows base areas

Mountaineer Accomplishments

- 207,476 Passengers
- 103,046 Rides
- 50% Shared Rides
- 486 Average Daily Passengers
- 7-Minute Wait Time
- 21,277 App Downloads
- 92 Net Promoter Score



SATCo's Commitment to TART

“SATCo is committed to coordinating and connecting Mountaineer with Placer County's TART service . . . and it will consider disestablishing or combining its District and resources with a comprehensive regional transit service system in the future.”



SV | AM MMTD Renewal

Assessments Increase to 1.5% (from 1%)

Lodging | Lift Tickets | Frequency Products
To continue and expand Mountaineer Services

Renewal Efforts and New Collection Timing

July – Nov 2022 >> Petition Drive, Public Hearing & BOS Approval
Dec 1, 2022 >> New Assessment Collections Begin

District Term Duration

5-years >> Dec 1, 2022 – Nov 30, 2027

New District Name

Olympic Valley | Alpine Meadows Microtransit District



MOUNTAINEER

**NEW
NAME
and
URL**

Mountaineer Transit Company

MountaineerTransit.org



MOUNTAINEER

Please Support SATCo's District Renewal Plan



MOUNTAINEER

visit: SquawAlpineTransit.org
email: ED@SquawAlpineTransit.org

Thank you!

NLT TBID 2022/23 Preliminary Budget Figures



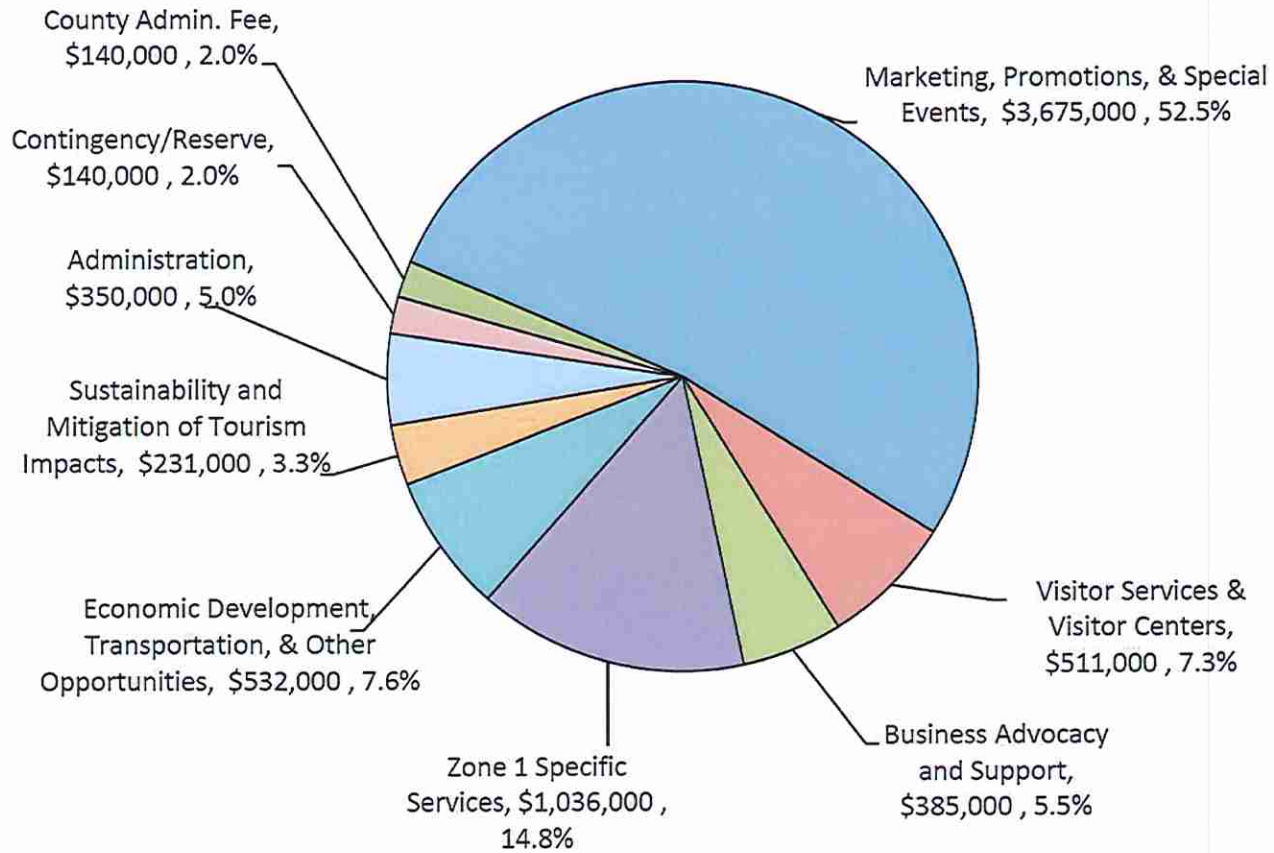
north lake tahoe

- **Budgeted / Forecasted Collection of TBID Assessment**
 - MDP assumes approximately \$6 million in annual assessments
 - Given the lack of historical data, collections for FY2022/23 are assumed to follow the MDP
- **Budgeted Expenditures NLT TBID**
 - Budgeted expenditures total \$7 million
 - Higher than forecasted collections on assessments, lower than budgeted expenditures in FY 2021/22



north lake tahoe

North Lake Tahoe Tourism Business Improvement District Initial Annual Budget - \$7,000,000



TBID Budget Summary Fiscal Year 2022/23

Budget		Known expenditures	Available TBID funds
7,000,000	Total	4,877,000	2,123,000
3,675,000	Marketing	3,150,000	525,000
511,000	Visitor Center & Services	352,000	159,000
532,000	Economic Dev, Trans, + Sustainability, Mitigation of Tourism Impact	188,000	344,000
231,000		133,000	98,000
385,000	Business Advocacy & Support	509,000	(124,000)
1,036,000	Zone 1	171,000	865,000
350,000	Admin	350,000	-
140,000	County Admin	20,000	120,000
140,000	Contingency	4,000	136,000
	15% allowed adjustment	\$1,050,000	

TBID Revenue	6,000,000
TOT Revenue	122,386
VIC Revenue (net of CGS)	30,000
Membership Dues & Activities	95,000
Total Revenue:	6,247,386
Salaries & Wages	1,963,608
Rent & Utilities	193,922
Phone/Internet	20,820
Supplies & Mail	37,500
Maintenance, Support, Repairs, Etc.	59,580
Insurance	15,000
Taxes, Licenses, Fees	37,500
Dues, Subscriptions, etc	16,000
Board Functions	48,000
Staff expenses	23,000
Professional Fees	130,000
Events	565,000
Coop Contributions	1,440,000
Non-coop marketing	197,000
NTBA/TCDA Funding	200,000
Membership Luncheon	6,000
Community Awards Dinner	30,000
Membership Activities	2,400
eBlasts	7,200
TMBC	3,000
Add'l Opportunities	2,131,000
Total expenditures:	7,126,530
Net results:	(879,144)

TOT & Administrative Overhead Budget Summary Fiscal Year 2022/23

- **CAP/TOT Senior Specialist – 80% funded from “freed up” TOT**
 - **Payroll & related (\$97,000)**
 - **Overhead/Miscellaneous (\$25,000)**
- **Administrative Overhead budgeted expenditures total \$972,000**
 - **Payroll & Related (\$625,000)**
 - **Professional Fees (lawyer, accountant, other) (\$130,000)**
 - **Miscellaneous (\$217,000)**
 - **\$350,000 of total expenditures are offset by the Administration budget category, the remaining \$622,000 is allocated among the remaining budget categories based on expenditures.**

TBID Assessment Cash Flow

- Assessments collected by businesses during the quarter
- Assessments submitted to the County in the month following the quarter, and into the following month (some businesses do pay monthly)
- NLTRA receives funds the month following receipt by County (1 ½ to 2 months following end of quarter)



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Marketing, Promotions, & Special Events

- **Assessments collected and allocated for FY 2022/23 budgeted at \$3,150,000**
- **Budgeted expenditures total \$3,675,000**
 - **Marketing Coop contributions (\$1,440,000)**
 - **Payroll & Related (\$571,000)**
 - **Events (\$565,000)**
 - **Non-coop Marketing (\$172,000)**
 - **Overhead/Miscellaneous (\$402,000)**
 - **Unallocated funds (\$525,000)**



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Visitor Services & Visitor Centers

- Retail revenues net of Cost of Goods Sold \$30,000
- Budgeted Expenditures total \$511,000
 - Payroll & related (\$201,000)
 - Overhead/Miscellaneous (\$151,000)
 - Unallocated funding (\$159,000)



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Business Advocacy & Support

- **Membership Revenues of \$95,000 from non-TBID member dues and membership activities**
- **Budgeted expenditures total \$509,000**
 - **Payroll & related (\$187,000)**
 - **NTBA & TCDA funding (\$200,000)**
 - **Membership Activities (\$54,000)**
 - **Overhead/Miscellaneous (\$68,000)**
 - **Exceeds allocated funding by \$29,000, will require either a budget adjustment or use of Contingency/Reserve funds**



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Zone 1 Specific Services

- Funding comprised of additional 1% assessment on lodging businesses within Zone 1 boundary
- Budgeted expenditures total \$1,036,000
 - Payroll & related (\$61,000)
 - Overhead/Miscellaneous (\$109,000)
 - Unallocated funding (\$865,000)



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Economic Development, Transportation, & Other Opportunities

- Budgeted expenditures total \$532,000
 - Payroll & related (\$122,000)
 - Overhead/Miscellaneous (\$66,000)
 - Unallocated funding (\$344,000)



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Sustainability & Mitigation of Tourism Impacts

- Expenditures based on reforecast total \$231,000
 - Payroll & related (\$98,000)
 - Overhead/miscellaneous (\$35,000)
 - Additional opportunities (\$98,000)



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Administration

- **Budgeted Expenditures total \$350,000**
 - **Expenditures consist of administrative overhead**
 - **Additional admin overhead is allocated among the remaining budget categories based on actual expenditures**



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County Admin Fee

- **Budgeted expenditures total \$20,000**
 - **Allocated funds total \$140,000.**
 - **Estimated annual costs are much lower than anticipated in the MDP. A budget adjustment will go against this allocation to help offset the higher-than-allocated Business Advocacy & Support expenditures.**



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Contingency/Reserve

- Budgeted funds total \$140,000



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	Total	Marketing/Pro mo/Events	Visitor Services	Business Advocacy	Zone 1	Econ Dev/Trans/Other	Sustainabilit y	Administ ration	County Admin Fee	Contingenc y/Reserve	CAP/TOT Housing & Transportation	Admin
TBID Revenue	6,000,000	3,150,000	438,000	330,000	888,000	456,000	198,000	300,000	120,000	120,000	-	-
TOT Revenue	122,386	-	-	-	-	-	-	-	-	-	122,386	-
VIC Revenue (net of CGS)	30,000	-	30,000	-	-	-	-	-	-	-	-	-
Membership Dues & Activities	95,000	-	-	95,000	-	-	-	-	-	-	-	-
TOTAL REVENUE	6,247,386	3,150,000	468,000	425,000	888,000	456,000	198,000	300,000	120,000	120,000	122,386	-
Salaries & Wages	1,963,608	570,985	201,328	187,317	61,415	122,082	97,762	-	-	-	97,280	625,438
Rent/Utilities/Phone/Etc.	581,322	56,280	97,822	20,231	6,953	11,075	8,339	-	20,000	-	13,592	347,030
Events	565,000	565,000	-	-	-	-	-	-	-	-	-	-
Coop Contributions	1,440,000	1,440,000	-	-	-	-	-	-	-	-	-	-
Non-coop marketing	197,000	172,000	5,000	5,000	5,000	5,000	5,000	-	-	-	-	-
NTBA/TCDA Funding	200,000	-	-	200,000	-	-	-	-	-	-	-	-
Membership Activities	18,600	-	-	48,600	-	-	-	-	-	-	-	-
Add'l Opportunities	2,131,000	525,000	159,000	-	865,000	344,000	98,000	-	-	140,000	-	-
TOTAL EXPENDITURES BEFORE OVERHEAD ALLOCATION	7,096,530	3,329,265	463,150	461,149	938,369	482,157	209,101	-	20,000	140,000	110,872	972,468
Admin Overhead Allocation	-	345,735	48,097	47,889	97,447	50,071	21,715	350,000	-	-	11,514	(972,468)
TOTAL EXPENDITURES	7,096,530	3,675,001	511,247	509,038	1,035,816	532,228	230,816	350,000	20,000	140,000	122,386	-
NET RESULTS	(849,144)	(525,001)	(43,247)	(84,038)	(147,816)	(76,228)	(32,816)	(50,000)	100,000	(20,000)	-	-



Thank you

Measure A - TOT 2% Renewal

An imperative for
the Eastern Placer
County community



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What is Measure A - 2% TOT renewal

- Measure A on the June 7th ballot is a renewal of the existing 2% Transient Occupancy Tax (TOT) set to expire on Sept. 30, 2022. Measure A has no sunset unless repealed by vote
- The TOT is paid ONLY by lodging guests who spend a night in a North Lake Tahoe short-term rental or hotel
- Will generate about \$4 million annually to fund local projects and services like workforce housing, traffic congestion reduction, bike paths, and trash/litter in public places
- The CAP committee co-convened by the NLTRA and Placer County consists of local community voices who make recommendation of the 2% TOT project funds to Placer County Board of Supervisors
 - Since 1996, these funds have generated \$300 million in matching project funds for community projects
 - These funds have supported projects like:
 - State Route 89/Fanny Bridge Revitalization Project phase 2
 - Class 1 multi use trails including the Martis Valley Trail
 - regional trailhead improvements including bike racks, fixit stations and shade structures, and a snow sports museum to commemorate the 1960 Winter Olympics in the North Lake Tahoe Region.



Measure A

- The NLTRA realizes the value of the TOT 2% funds as a destination stewardship tool
- The NLTRA is committed to providing advocacy to ensure the 2% TOT is renewed
- What Happens if the 2% TOT is not renewed?
 - The North Lake Tahoe region will lose \$4M in annual project improvement funding and matching project funding.
 - The \$4M in freed up TOT funds generated by the Tourism Business Improvement District (TBID) currently set to fund workforce housing and transportation projects in the region would be jeopardized.
 - The annual impact of locally controlled self-help project funds would amount to tens of millions of dollars in lost opportunity and locally prioritized projects that improve infrastructure, quality of life, and sustainability of our community.



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Thank You for Supporting!

NLTRA Board TBID Advisory, TBID Zone 1, and TOT Committee Updates

5/4/22



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TBID Advisory and TBID Zone 1 Updates

- TBID Advisory Committee inaugural meeting on 4/11/22, Z1 on 4/8/22
- Inaugural meetings focused on general orientation of TBID/NLTRA history, committee purpose, election of Chair (Jim Phelan-Advisory & Z1) and Vice Chair (John Melrose – Advisory, EJ Ewan Z1)
- Q4 budget review and recommendation
- Follow up meeting on 4/28/22 for both committees, deciding on 2 yr seat terms, no term limits, education of each TBID budget category per MDP details and high level FY22/23 budget review for commentary and questions
 - Next two meeting dates of May 18th and June 15th set for both groups



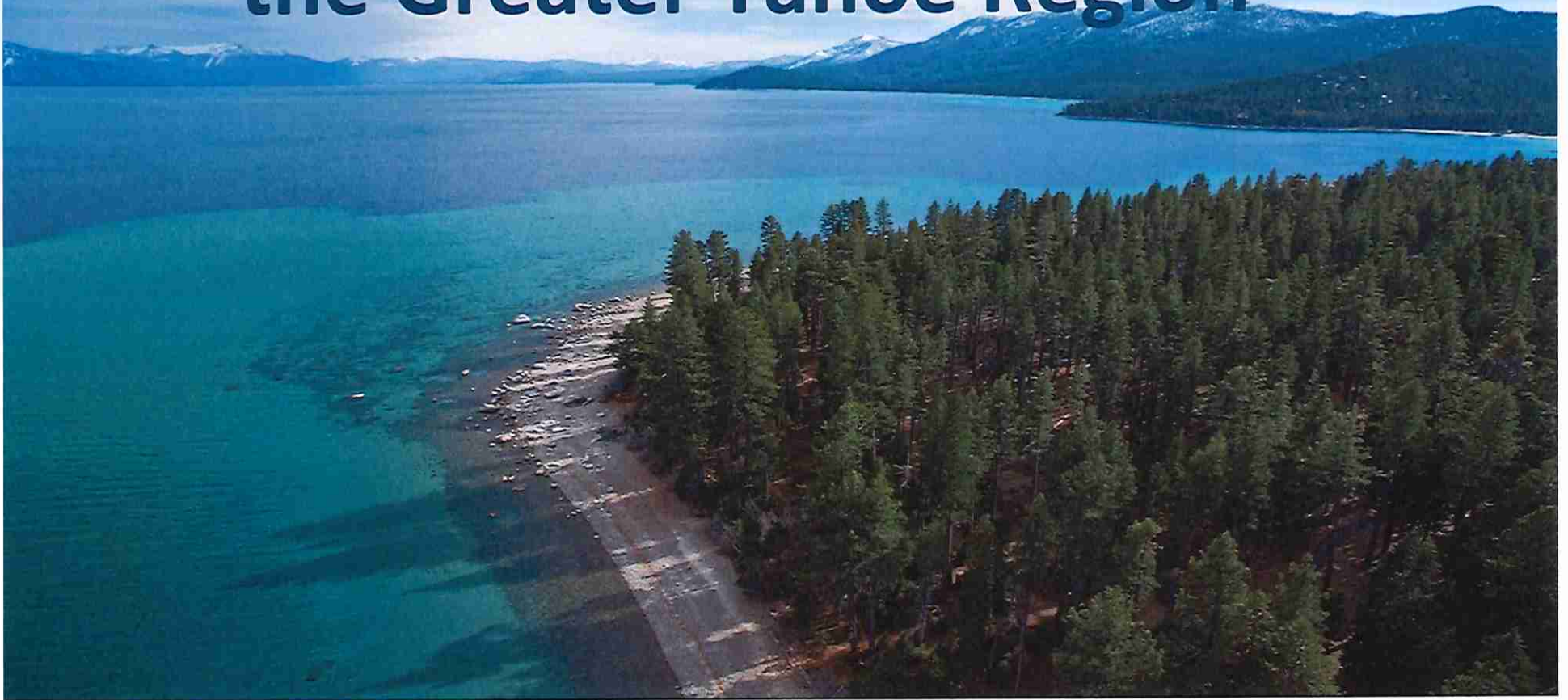
TOT Committee formation Update

- To make sure we are gathering a diversified pool of applicants, the deadline for applying to be on the TOT Committee has been extended to Tuesday May 10th
- We are seeking committee members who have workforce housing experience specifically in: real estate finance, permitting and regulatory policy, basin specific regulatory policy, deed restrictions, end user experience and needs, design, development, transportation and transit
- EC will review applicants, discuss subject matter gaps in pool, potentially identify additional candidates, and recommend appointments at June board NLTRA meeting
 - Placer County has named advisory appointees:
Shawna Purvines/Workforce Housing
Stephanie Holloway/Transportation



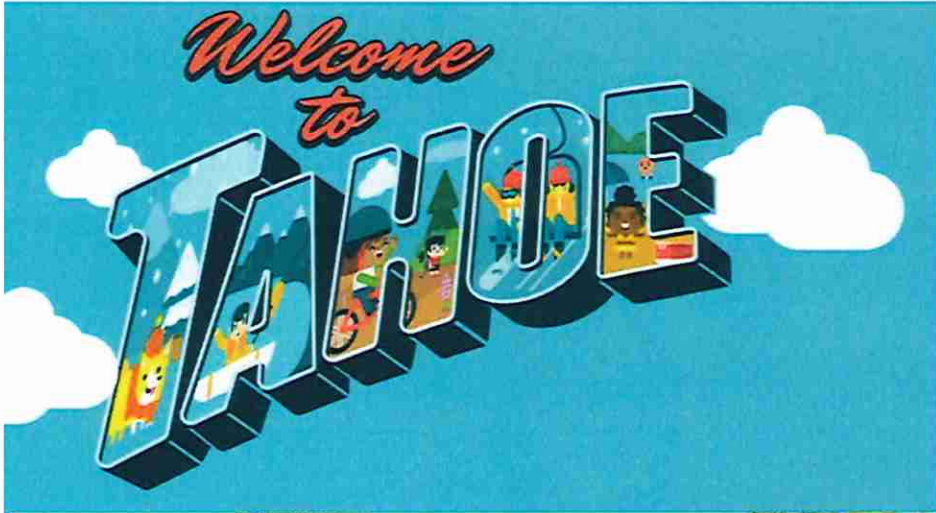
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Destination Stewardship Plan for the Greater Tahoe Region



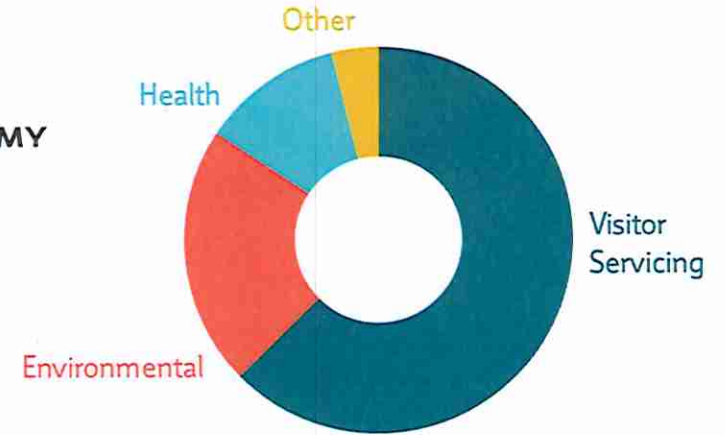
CENTER FOR
RESPONSIBLE TRAVEL

Gregory Miller, Ph.D.
Executive Director



TOTAL ECONOMY

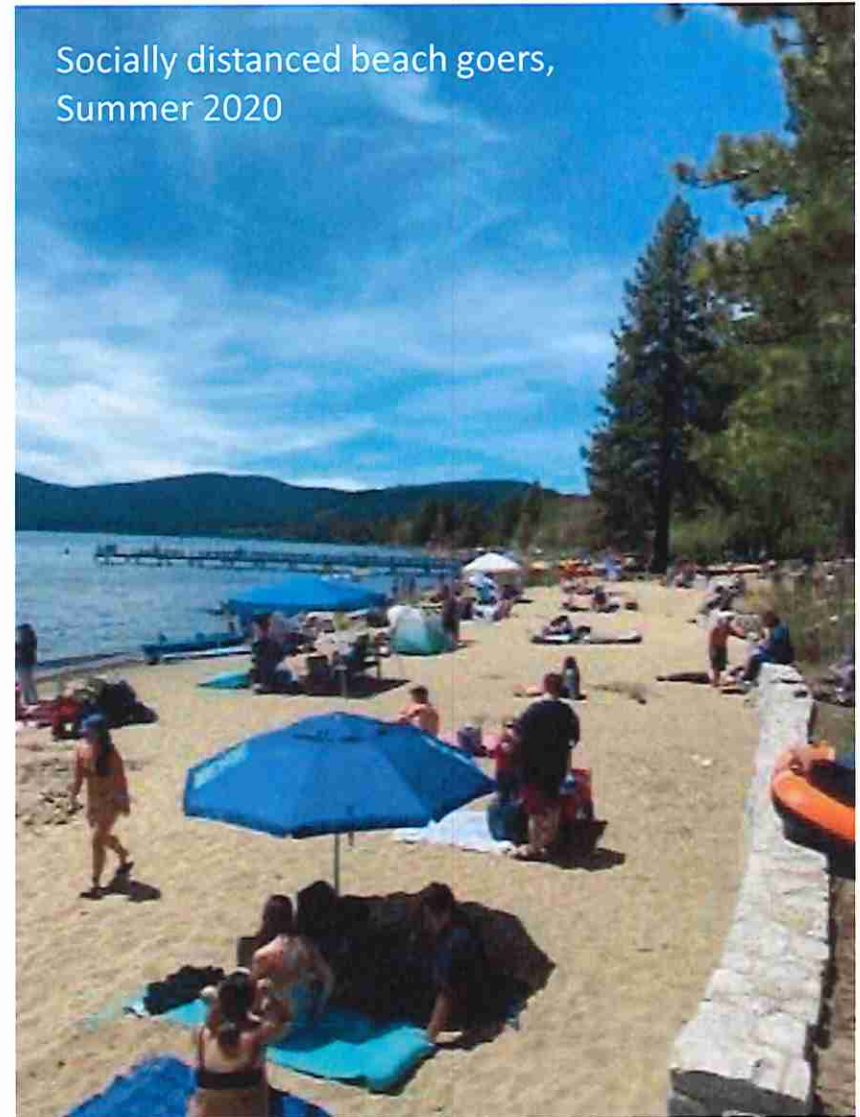
\$5.1
Billion



Est 15 million visitors

Lake Tahoe Outdoor Recreation Trends

- Tourism and outdoor recreation use continues to climb
- Day trippers and drive market for Tahoe remain high
- Continued increase of first-time users
- High visitation on forest lands and in wilderness areas
- Staffing, funding, and transportation options are not keeping pace





Overtourism takes a toll on Lake Tahoe's recreational resources

Efforts underway to better educate visitors on reducing travel impacts

By Tim Hauserman - April 29, 2021



www.sierranevadaally.org

TAHOE MOUNTAIN NEWS



"Overtourism"

In this month's Cover Story, editor Heather Gould explores the recent phenomena of "overtourism," its impact on Tahoe, and what experts are doing to control it.



AT&T M-Cell 7:29 PM Bruce Toy Jr. > Incline Village 6m

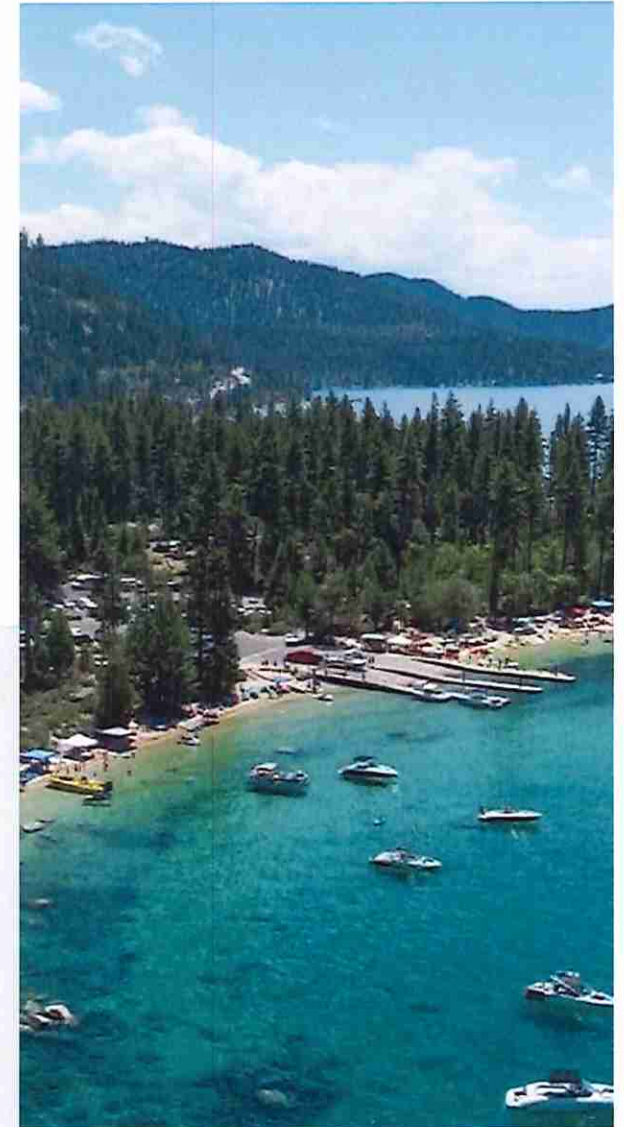
Is this acceptable? We didn't think so. After a false alarm call at Secret Cove, the North Lake Tahoe Fire Dept, Engine and Medic 11 crews cleaned all of this up. We all can do better.



Photo by: Paula Peterson, South Tahoe Now

Responsible Tourism Strategy Builds on Past Work

- Creates a shared vision for the future of tourism
- Develops strategies to influence stewardship
- Provides baseline information and performance measures, economic analysis
- Sets the course for coordinated action and decision making



Related Initiatives:

- *Bi-State Sustainable Transportation Funding, Transportation Equity Study*
- *Regional Trails Plan*
- *Tahoe Prosperity Center Envision Tahoe*

Destination Stewardship CORE Team



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VISIT
**TRUCKEE
TAHOE®**



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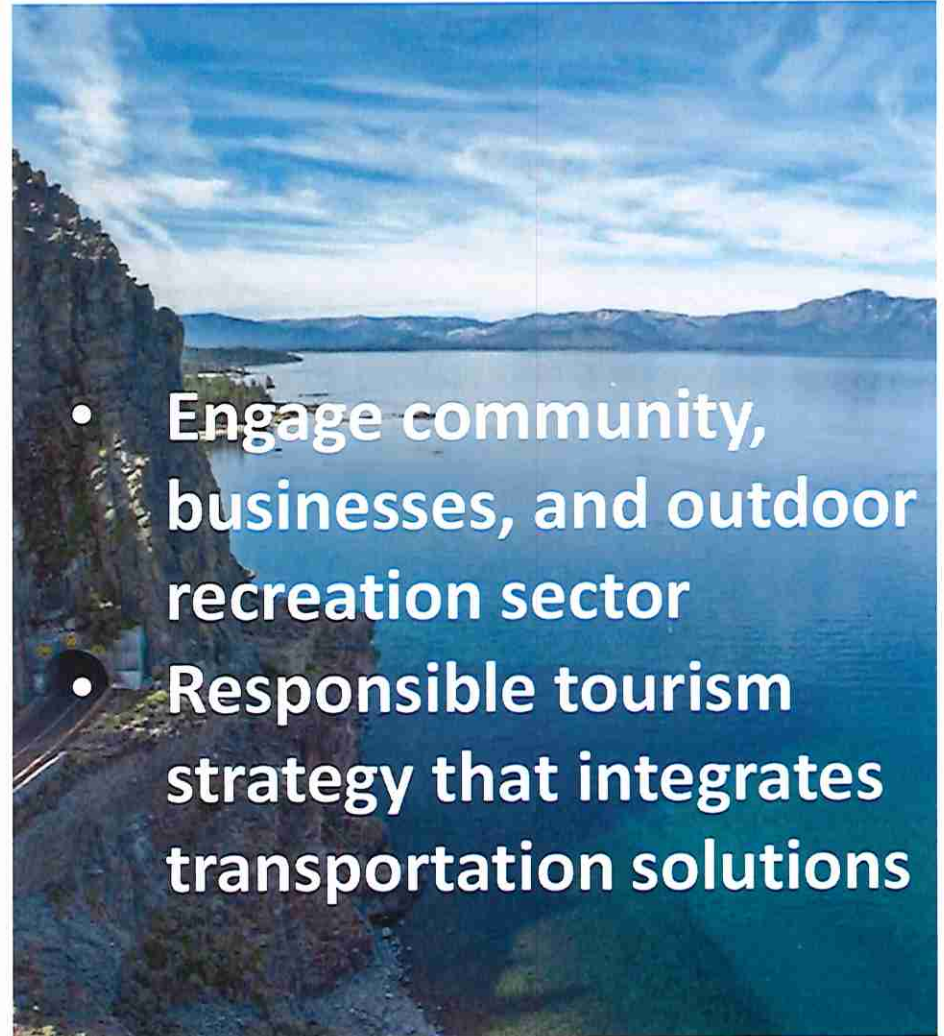
Incline Village | Crystal Bay Visitors Bureau



Nevada Department of
**CONSERVATION &
NATURAL RESOURCES**



**CITY OF
SOUTH LAKE TAHOE**



- Engage community, businesses, and outdoor recreation sector
- Responsible tourism strategy that integrates transportation solutions

HELP SHAPE TOURISM IN THE TETONS.

Nobody knows
than the people
Herein lies the
shape our future
way of life.



STEWARD VAIL

Home > Vail Destination Stewardship Plan

Vail Destination Stewardship

Over the next nine months, The Town of Vail will be...

- Managing the growth of our tourism economy
- Protecting our way of life and the natural environment
- Maintaining a world-class experience for our visitors

Why Is This a Priority?

There's no doubt that we've reached a critical juncture...

PORT ARANSAS



The Port A Way

DESTINATION STEWARDSHIP IN PORT ARANSAS

The Port Aransas Tourism Bureau & Chamber of Commerce...



DESTINATION STEWARDSHIP | TIMELINE | COMMUNITY PROCESS
UPDATES + RESOURCES | FAQs | CONSULTANTS

Destination Stewardship



In September, Glacier Country Tourism (GCT) kicked off a year-long destination stewardship planning process needed to balance visitor growth with the long-term health and vibrancy of Montana's communities.

Resort Destinations are reinventing tourism post-Covid

Destination Stewardship

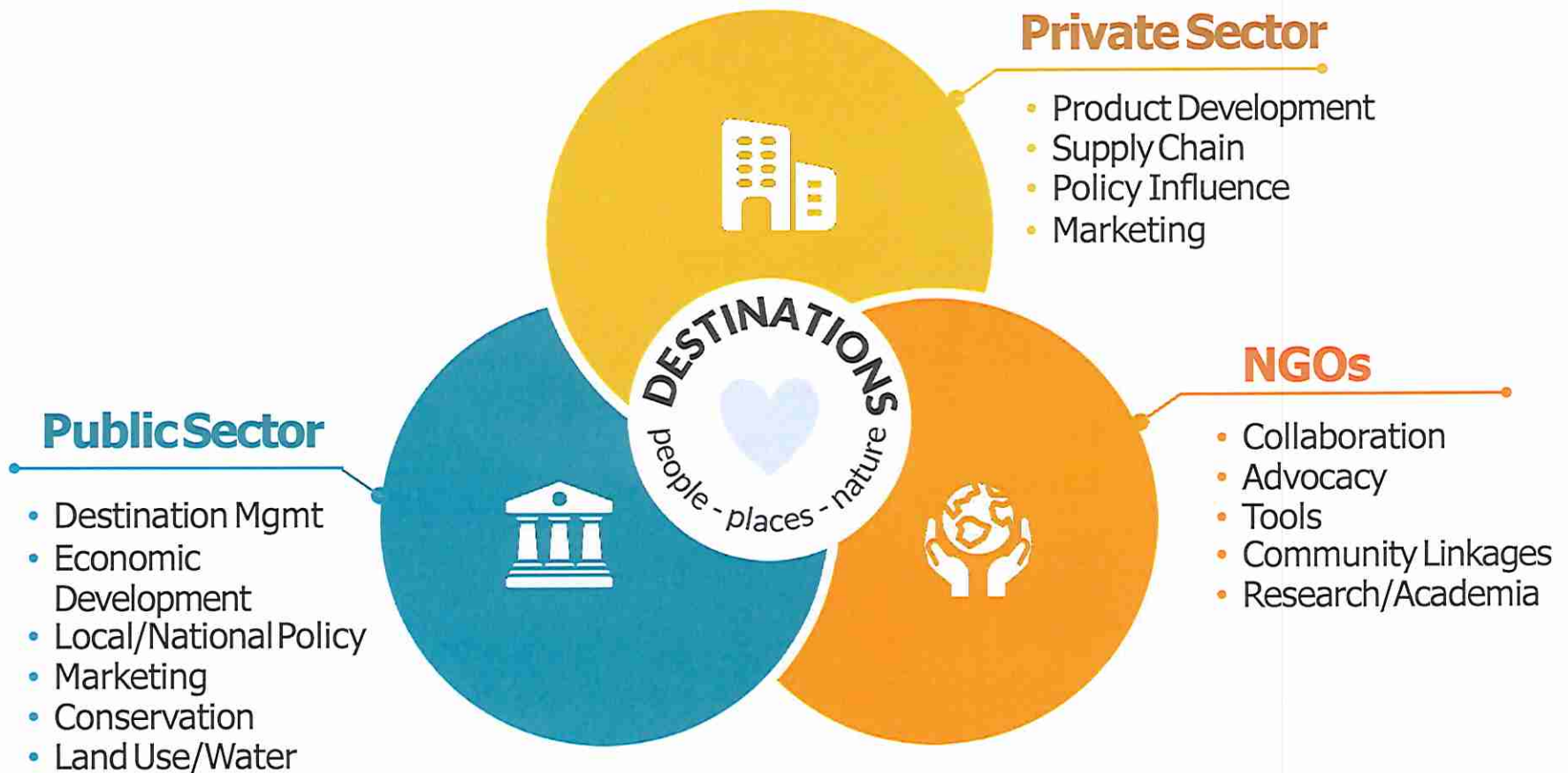
Destination Stewardship is an approach that balances and meets the needs of a destination and its communities and operates with legitimacy and consent under a participatory governance model.

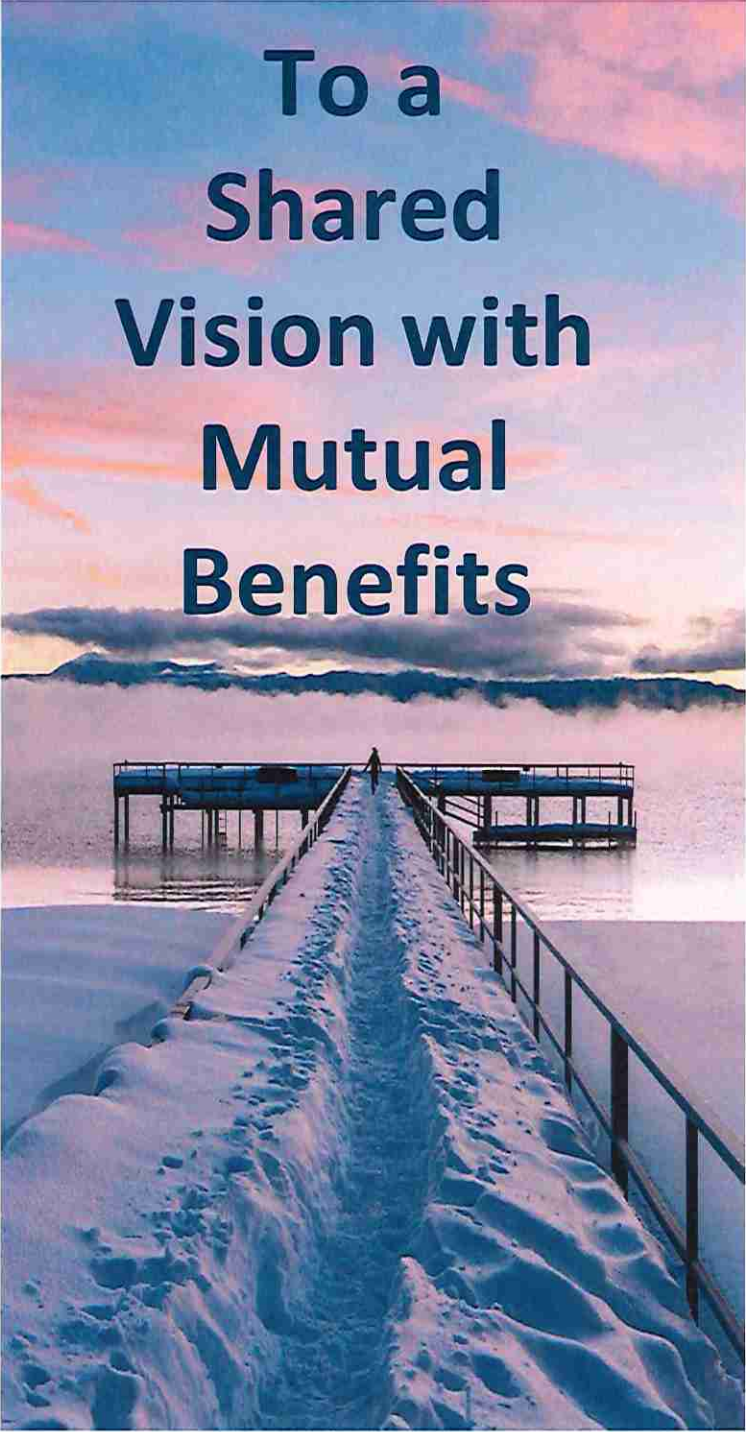
It requires a clear mandate, good knowledge and data and the identification of mutual interests and priorities, particularly between the public and private sectors.



Destination &
 Communities at the
 Center of Tourism
 Resilience
 Metrics That Matter

Tourism and Outdoor Recreation as Inputs to Sustainability & Responsible Recovery



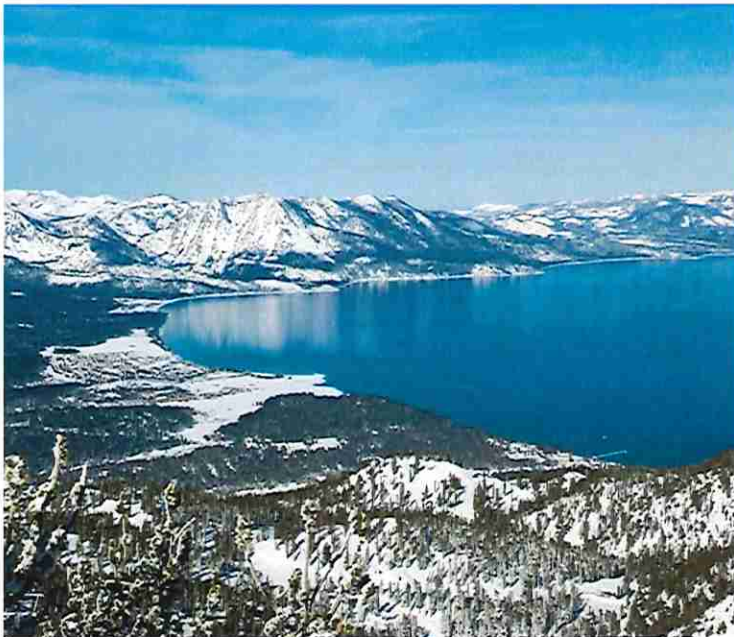


To a Shared Vision with Mutual Benefits

- **Collaboration & Partnership, NOT Competition**
- **Destination and Communities:** at the Center of Sustainable Tourism
- **Intentionality to Sustainability**
- **Better Tourism for all**
- **Transportation and Affordable Housing**
- **Under-Resourced Communities**

Desired Conditions for Success

- **Sustain Local Economies and Ecosystem Health**
- **Promote Social Equity** – access and distribution of benefits from tourism
- **Strengthen Stewardship Values** among residents and visitors
- **Increase the Diversity of Activities, Experiences and Settings** while protecting natural and cultural resources
- **Improve Ability to Respond & Predict how Visitors:** Evaluate, Envision, and Attach Meaning to Tahoe as a Destination





 north lake tahoe

MESSAGE FROM THE CEO

TOP 5 THINGS TO KNOW RIGHT NOW

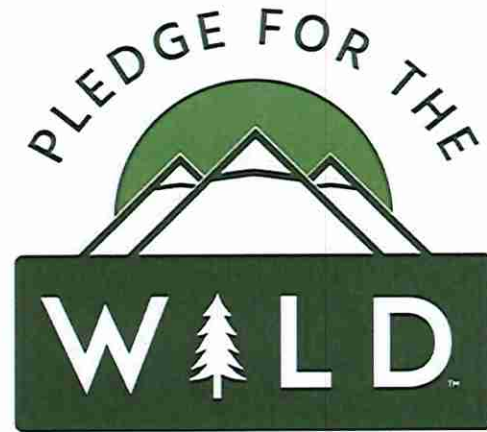
Dear North Lake Tahoe community member, business owner, supporter:

“we are shifting our focus from destination marketing to destination stewardship and management.”

- Tony Karwowski



Lake Tahoe Take Care Travel Pledge



STAY PLAY DINE PLAN

 north lake tahoe



Become a Steward of Lake Tahoe



Respect the Environment



Stay Educated



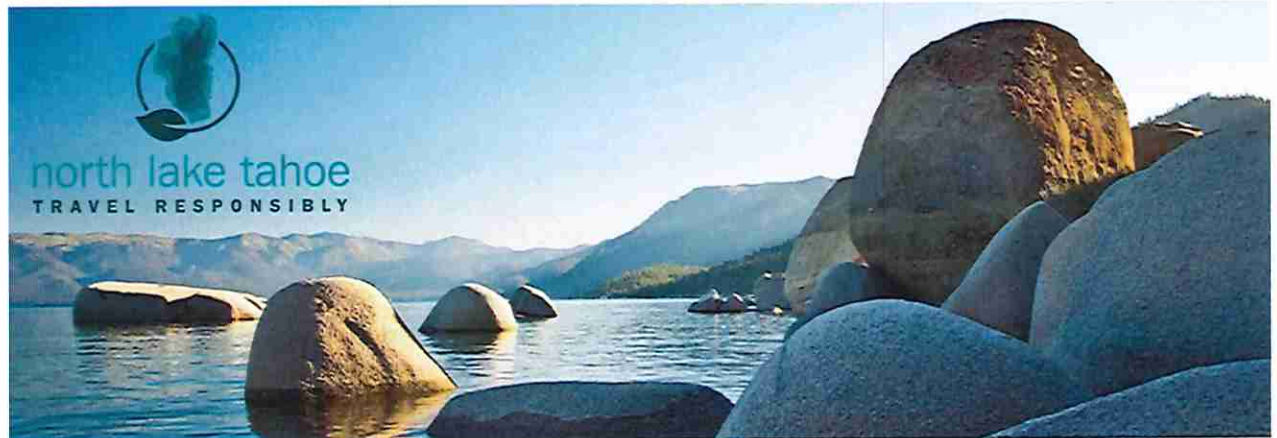
Keep Wildlife Wild



Be Fire Safe



Demonstrate Mindful Travel



Home - Sustainable Travel

SUSTAINABLE TRAVEL... YOU CAN HELP US PROTECT LAKE TAHOE



LAKE TAHOE DESTINATION STEWARDSHIP PLAN

TAKING CARE OF TAHOE

Visioning Workshops

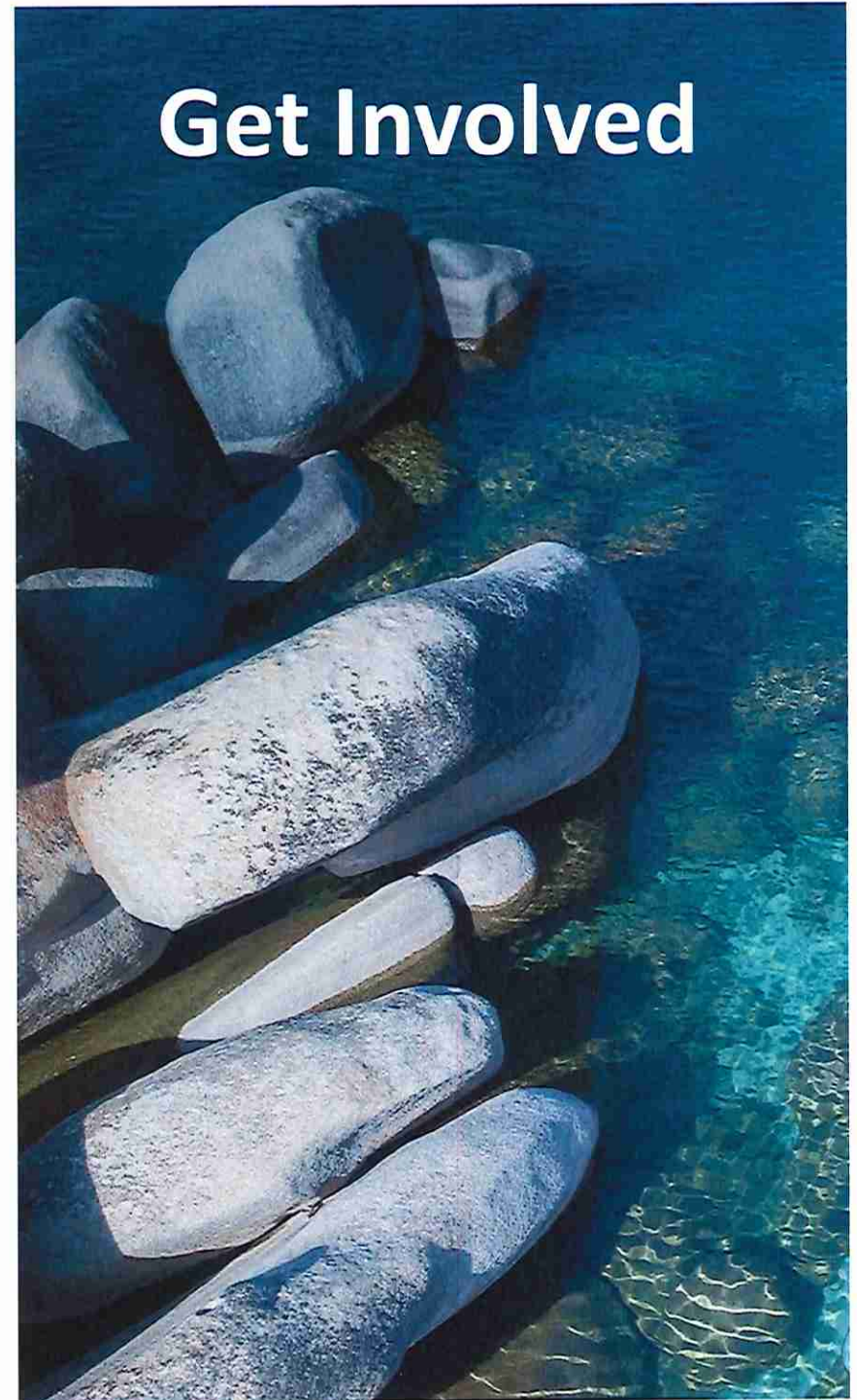
First round of workshops will be held in May throughout the region.

North Shore workshops

May 16 – Kings Beach 5:30 p.m.

May 17 – Truckee 11:30 a.m. to 1:30 p.m.

May 17 – Incline Village, NV – 5:30 p.m.



Visioning Workshops

South Shore workshops

May 18 – Lake Tahoe Community College, 11:30 a.m. to 1:30 p.m.

May 18 – Stateline, 5:30 p.m.

These are all in-person events.

A sixth workshop will be entirely virtual after the May workshops

