



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE AGENDA

April 27th, 2022 at 3:30 PM

Virtual Zoom Meeting

<https://us02web.zoom.us/j/87661880804?pwd=US9JVHZneUxlcmw0SGdDT0draldzUT09>

Meeting ID: 876 6188 0804

Passcode: 187854

Dial by your location

+1 669 900 9128 US (San Jose)

FINANCE COMMITTEE

NLTRA Board

Dan Tester

Treasurer

Jim Phelan

Tahoe City Marina

Kevin Mitchell

Homewood

Mountain Resort

Committee Members

David Brown

CPA

Ramona Cruz

Tahoe City Public

Utility District

Placer County Rep

Stephanie

Holloway

NLTRA Staff

Tony Karwowski

CEO

DeWitt Van Siclen

Accounting

Manager

Quorum

3 Members with 1

being a Board

Member

A. Call to Order – Establish Quorum

B. Roll Call

C. Public Forum

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

D. Agenda Amendments & Approval [MOTION]

E. Approval of Finance Committee Meeting Minutes:

- **03/31/2022 Meeting Minutes [MOTION]** Pg. 1

F. Review and Approval of Preliminary Financials:

- **Review Staff Report of Financial Performance**Pg. 2
- **NLTRA 03/31/2022 Financials Review [MOTION]**.....Pg. 5
- **NLTMC 03/31/2022 Financials Review**Pg. 27

G. Items for Committee Review, Discussion/or Recommendations

H. Supplemental Information

- **March 2022 Dashboard Report**Pg. 35

I. Approval of CEO Expenses March 2022:

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

J. Agenda Input for Next Finance Committee Meeting

K. Next Meeting Date

L. Committee Member Comments

M. Adjourn



north lake tahoe

Chamber | CVB | Resort Association

FINANCE COMMITTEE MEETING - Minutes Draft

Wednesday, March 23rd, 2022 at 3:00 PM

Via Zoom

- A. Call to Order – Establish Quorum – Quorum established 3:03 PM (3)
- B. Roll Call:
 - Members via Zoom: Jim Phelan – Board Member, David Brown, Ramona Cruz
 - Staff in Attendance via Zoom: Tony Karwowski, DeWitt Van Siclen, Aprille Viray
- C. Public Forum – None
- D. Agenda Amendments and Approval
 - **MOTION** to approve the agenda; Ramona Cruz/David Brown, Approved 3-0-0
- E. Approval of Finance Committee Meeting Minutes:
 - **MOTION** to approve February 22nd, 2022 Finance Committee meeting minutes; David Brown/Ramona Cruz, Approved 3-0-0
- F. Review and Approval of Preliminary Financials
 - Review Staff Report – February 28, 2022 financial results
 - **MOTION** to approve February 28, 2022 Preliminary NLTRA Financials; Ramona Cruz/David Brown, Approved 3-0-0
 - Review of NLTMC February 28, 2022 financials
- G. Items for Committee Review, Discussion and/or Recommendations
 - TBID update
 - Review mileage reimbursement rates
 - Request Auditor input on FY21.22 audit
- H. Supplemental Information
 - Review of the February 2022 Dashboard report
- I. Agenda Input for Next Finance Committee Meeting
 - None
- J. Next Meeting Date
 - April 27th, 2022 @ 3:30 PM
- K. Committee Member Comments
 - None
- L. Adjourn 4:09 PM



north lake tahoe

Chamber | CVB | Resort Association

Date: 4/21/2022

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

From: DeWitt Van Sicen, 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 – TMPI
 - 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 NLTMC	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

A/R Aging Summary

As of March 31, 2022

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
County of Placer	315,511.95	0.00	0.00	0.00	0.00	315,511.95
Spartan Race Inc	0.00	0.00	0.00	5,000.00	0.00	5,000.00
TOTAL	315,511.95	0.00	0.00	5,000.00	0.00	320,511.95



Aging by Revenue Item

As of 3/31/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
Fee Item: 11-20 Employees Membership Dues									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$345.00	\$345.00
1-5 Employees Membership Dues			\$0.00	\$295.00	\$2,645.00	\$885.00	\$0.00	\$7,610.00	\$11,435.00
21-50 Employees Membership Dues			\$540.00	\$540.00	\$2,160.00	\$0.00	\$0.00	\$0.00	\$3,240.00
50-100 Employees Membership Dues			\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$750.00
6-10 Employees Membership Dues			\$0.00	\$0.00	\$4,225.00	\$650.00	\$0.00	\$1,280.00	\$6,155.00
Associate Member Membership Dues			\$100.00	\$50.00	\$0.00	\$50.00	\$0.00	\$150.00	\$350.00
Eblast Totals:			\$170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$700.00
Non-Profit Membership Dues Totals:			\$680.00	\$340.00	\$1,360.00	\$170.00	\$0.00	\$1,530.00	\$4,080.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$415.00	\$0.00	\$0.00	\$0.00	\$415.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$3,625.00	\$0.00	\$0.00	\$0.00	\$3,625.00
1201-01 Member AR Membership			\$2,240.00	\$1,225.00	\$15,130.00	\$1,755.00	\$0.00	\$10,915.00	\$31,265.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
1201-03 Member Accounts Receivable			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
GRAND TOTALS			\$2,390.00	\$1,225.00	\$15,130.00	\$1,755.00	\$0.00	\$10,915.00	\$31,415.00

North Lake Tahoe Resort Association

A/P Aging Summary

As of March 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
About a Boy ...	0.00	0.00	0.00	0.00	535.50	535.50
ADP	146.13	0.00	-15.99	0.00	0.00	130.14
Amber Burke	55.85	0.00	0.00	0.00	0.00	55.85
Anne-Karin Atwood*	111.23	0.00	0.00	0.00	0.00	111.23
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
Anthony Karwowski	218.71	177.53	0.00	0.00	0.00	396.24
Aprille Viray	50.00	0.00	0.00	0.00	0.00	50.00
Atomic Printing, Inc.	155.51	0.00	0.00	0.00	0.00	155.51
Augustineldeas	0.00	3,551.12	0.00	0.00	0.00	3,551.12
Bank of the West Bank Card Center	4,180.02	0.00	0.00	0.00	0.00	4,180.02
Cintas Corporation #623	446.23	0.00	0.00	0.00	0.00	446.23
County Of Placer*	0.00	0.00	0.00	380.15	0.00	380.15
Faire	0.00	0.00	677.50	0.00	0.00	677.50
Gibson, Shay	25.00	0.00	0.00	0.00	0.00	25.00
GrowthZone & Chambermaster	390.07	0.00	0.00	0.00	0.00	390.07
Johnson Controls Fire Protection LP	86.75	0.00	0.00	0.00	0.00	86.75
Karen Colbert	268.50	0.00	0.00	0.00	0.00	268.50
Kay Dee Designs	0.00	0.00	0.00	0.00	3.00	3.00
Kym Fabel	50.00	0.00	0.00	0.00	0.00	50.00
Liberty Utilities*	0.00	633.84	0.00	0.00	0.00	633.84
Live a Tahoe Day	0.00	0.00	0.00	0.00	27.00	27.00
McClintock Accountancy	208.00	0.00	0.00	0.00	0.00	208.00
Northstar California*	15,000.00	0.00	0.00	0.00	0.00	15,000.00
Paige Bechdolt	0.00	0.00	0.00	0.00	8.72	8.72
Ray Morgan Company, LLC	164.05	0.00	0.00	0.00	0.00	164.05
Rock & Rose Inc.	4,549.21	130.00	0.00	0.00	0.00	4,679.21
Romina Branje	372.75	0.00	0.00	0.00	0.00	372.75
Southwest Gas Corporation*	0.00	258.84	0.00	0.00	0.00	258.84
Tahloha	0.00	0.00	0.00	0.00	-195.00	-195.00
Tahoe City Downtown Association*	0.00	400.00	0.00	0.00	0.00	400.00
Tahoe Cross Country Ski Area*	0.00	170.00	0.00	0.00	0.00	170.00
Tahoe Truckee Sierra Disposal*	252.36	0.00	0.00	0.00	0.00	252.36
Tahoe Yacht Club Foundation, Inc.	5,000.00	0.00	0.00	0.00	0.00	5,000.00
The Office Boss*	0.00	0.00	0.00	0.00	-7.94	-7.94
TNT / TMA, Inc.	0.00	450.00	0.00	0.00	0.00	450.00
USPS - Tahoe City	0.00	265.00	0.00	0.00	0.00	265.00
Van Siclen, DeWitt	103.12	0.00	0.00	0.00	0.00	103.12
YIG Administration	49.94	0.00	0.00	0.00	0.00	49.94
TOTAL	<u>32,483.43</u>	<u>6,036.33</u>	<u>661.51</u>	<u>380.15</u>	<u>371.28</u>	<u>39,932.70</u>

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	261,912	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							
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	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	96,257	(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	269	1,250	(981)	9,673	11,250	(1,577)	15,000
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	62,800	(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	3,750	(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	644,689	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	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

July 2021 through March 2022

Accrual Basis

	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/Digita	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				
51100 · Freight and Shipping Costs	1,408	1,118	290	26%
52500 · 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 Opportunitites	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**

Accrual Basis

July 2021 through March 2022

	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	3,897,738	757,604	3,140,134	415%

**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)	961	1,159	(198)	1,159
5060-00 · 401 (k)	459	957	(498)	4,436	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	1,688	602	1,688
5100-00 · 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	28,494	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
6421-15 · 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	62,800	(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	(56,632)	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	(479)	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 Opportunit	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	167	(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	157,268	(119,830)	157,268
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)	2,386	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	667	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
5150-00 · 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	66,643	72,375	(5,732)	72,375
5310-00 · Telephone							
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	(59)	563
5850-00 · Artist of Month - Commissions	641	167	475	1,744	1,500	244	1,500
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
8500-00 · 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
Net 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	<u>16,667</u>	<u>16,667</u>	<u>0</u>	<u>150,000</u>	<u>150,000</u>	<u>(0)</u>	<u>200,000</u>
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	<u>16,667</u>	<u>16,667</u>	<u>0</u>	<u>150,000</u>	<u>150,000</u>	<u>(0)</u>	<u>200,000</u>
Total Expense	<u>16,667</u>	<u>16,667</u>	<u>0</u>	<u>150,000</u>	<u>150,000</u>	<u>(0)</u>	<u>200,000</u>
Net Ordinary Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(0)</u>	<u>(0)</u>	<u>0</u>	<u>(0)</u>
Net Income	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>(0)</u></u>	<u><u>(0)</u></u>	<u><u>0</u></u>	<u><u>(0)</u></u>

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)	2,960
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 Opportunitites	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	98,166	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 Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2022

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of March 31, 2022

Accrual Basis

	Mar 31, 22	Mar 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	607,440	685,045	(77,604)	(11)%
Total Checking/Savings	607,440	685,045	(77,604)	(11)%
Accounts Receivable				
1200-00 · Accounts Receivable	9,551	1,140	8,411	738%
Total Accounts Receivable	9,551	1,140	8,411	738%
Other Current Assets				
1200-99 · Accounts Receivable - Other	0	60	(60)	(100)%
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	100	160	(60)	(38)%
Total Current Assets	617,092	686,345	(69,253)	(10)%
Other Assets				
1400-00 · Prepaid Expenses	50,171	71,225	(21,054)	(30)%
Total Other Assets	50,171	71,225	(21,054)	(30)%
TOTAL ASSETS	667,263	757,570	(90,307)	(12)%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	159,646	63,203	96,443	153%
Total Accounts Payable	159,646	63,203	96,443	153%
Total Current Liabilities	159,646	63,203	96,443	153%
Total Liabilities	159,646	63,203	96,443	153%
Equity				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	314,949	207,384	107,565	52%
Total Equity	507,617	694,367	(186,750)	(27)%
TOTAL LIABILITIES & EQUITY	667,263	757,570	(90,307)	(12)%

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of March 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	999.00	0.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	0.00	0.00	0.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe North Tahoe Trans Mgmt Assoc.	3,000.00	0.00	0.00	0.00	0.00	3,000.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	1,276.17	0.00	1,276.17
The Village of Palisades	0.00	0.00	0.00	1,276.17	0.00	1,276.17
Truckee North Tahoe Trans Mgmt Assoc	0.00	0.00	3,000.00	0.00	0.00	3,000.00
TOTAL	<u>3,000.00</u>	<u>0.00</u>	<u>3,000.00</u>	<u>3,551.34</u>	<u>0.00</u>	<u>9,551.34</u>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Amber Burke	18.72	0.00	0.00	0.00	0.00	18.72
AugustineIdeas	35,571.10	0.00	0.00	0.00	0.00	35,571.10
Just Imagine	10,125.00	0.00	0.00	0.00	0.00	10,125.00
MAHK Advertising	112,165.78	0.00	0.00	0.00	0.00	112,165.78
NLTRA	265.00	0.00	0.00	0.00	0.00	265.00
Sierra Business Council	1,500.00	0.00	0.00	0.00	0.00	1,500.00
TOTAL	<u>159,645.60</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>159,645.60</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2022

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	57,667	57,666	1	518,996	518,994	2	692,000
4001-00 · NLTRA Funding	14,782	61,067	(46,284)	824,994	871,278	(46,284)	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	72,449	118,733	(46,283)	1,349,990	1,396,272	(46,282)	1,800,000
Gross Profit	72,449	118,733	(46,283)	1,349,990	1,396,272	(46,282)	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-00 · Consumer Print	10,125			10,125			
5002-01 · Native Display	0	13,500	(13,500)	33,833	53,000	(19,167)	70,000
5004-00 · Trip Advisor	13,539	10,000	3,539	33,757	35,000	(1,243)	50,000
5005-00 · Paid Social	20,593	24,000	(3,407)	65,912	98,660	(32,748)	132,960
5005-01 · Digital Display / Retargeting	5,663	12,860	(7,197)	64,502	58,250	6,252	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	30,557	0	30,557	60,059	112,500	(52,441)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	3,182	2,372	810	29,188	21,353	7,835	28,469
5007-00 · Creative Production - Other	128	0	128	1,020	0	1,020	0
Total 5007-00 · Creative Production	33,866	2,372	31,494	92,143	133,853	(41,710)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	63,000	63,000	0	84,000
5016 · Video Streaming	38,634	23,000	15,634	91,227	75,000	16,227	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	11,504	14,151	(2,647)	39,337	52,025	(12,688)	71,166
5018-01 · Digital Ad Serving	90	1,000	(910)	608	4,300	(3,692)	6,000
5020-00 · Search Engine Marketing	10,950	10,000	950	37,207	38,000	(793)	54,000
5022-00 · Email	5,000	0	5,000	14,999	15,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	18,000	(13,000)	24,000
5025-00 · Expedia	0	15,000	(15,000)	0	15,000	(15,000)	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	156,963	134,883	22,080	552,250	666,088	(113,838)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	500	(500)	0	1,500	(1,500)	2,000
5111-00 · FAMS - Domestic	0	1,000	(1,000)	0	1,500	(1,500)	1,500
5112-00 · Training / Sales Calls	0	3,000	(3,000)	3,568	5,000	(1,432)	5,000
5113-00 · Additional Opportunities	0	0	0	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	4,750	(4,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	2,250	(2,250)	2,250
5133-00 · Ski-Tops	0	2,150	(2,150)	0	4,000	(4,000)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	3,000	(3,000)	0	6,000	(6,000)	6,000
5143-00 · Mountain Travel Symposium	0	1,500	(1,500)	2,395	4,500	(2,105)	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	219	2,700	(2,481)	656	2,700	(2,044)	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	5,000	(5,000)	0	10,000	(10,000)	15,000
Total 5110-00 · LEISURE SALES	219	18,850	(18,631)	11,138	56,200	(45,062)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	42,000	40,000	2,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,606	1,500	106	5,128	9,000	(3,872)	12,000
5204-00 · Media Mission(s)	0	0	0	2,967	24,000	(21,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	7,200	7,200	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	2,210	2,160	50	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	2,791	3,100	(309)	11,712	12,400	(688)	18,600
5210-00 · Content Dev - Newsletters	840	1,800	(960)	8,850	16,200	(7,350)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	53,000	53,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	900	5,400	(4,500)	7,200
5214-00 · Social Takeover	0	2,500	(2,500)	107	7,500	(7,393)	10,000
5216-00 · PR Content Development + Distri	0	1,500	(1,500)	1,320	4,500	(3,180)	6,000
5221-00 · Photography & Video Asset Dev	0	2,000	(2,000)	5,750	6,000	(250)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	2,660	2,646	14	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,250	(1,047)	1,500
Total 5200-00 · PUBLIC RELATIONS	18,302	24,984	(6,682)	144,008	194,256	(50,248)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	5,673	6,512	(839)	14,454	16,578	(2,124)	24,114
6006-00 · CVENT	712	916	(204)	6,445	8,218	(1,773)	10,967
6007-00 · Creative Production	1,320	5,000	(3,680)	14,973	10,000	4,973	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	5,000	(5,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6016-00 · MCC Search Engine Marketing	85			85	0	85	0
6018-00 · MCC Media Commission	697	459	238	4,912	3,213	1,699	4,590
6018-01 · MCC Digital Ad Serving	7	41	(34)	40	377	(337)	500
6019-00 · Conference Direct Partnership	583	0	583	4,083	7,000	(2,917)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,250	7,000	(1,750)	7,000
6152-00 · Client Events / Opportunities	8,000	1,000	7,000	9,650	4,000	5,650	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,670	1,250	420	2,500

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2022

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
Total 6000-00 · CONFERENCE SALES	17,787	14,928	2,859	61,562	62,636	(1,074)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,500	(1,500)	461	4,500	(4,039)	6,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,597	5,000	(3,403)	5,000
6120-01 · Sac River Cats Client Event	0			500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0			991			
6156-00 · Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	0			1,167	0	1,167	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	0	3,000	(3,000)	13,558	38,395	(24,837)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	(3,000)	3,000	(6,000)	(6,000)	21,000	(27,000)	30,000
5009-00 · Fulfillment / Mail	0	200	(200)	1,696	1,800	(104)	2,400
5021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	50,000	75,000	(25,000)	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,500	0	1,500	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 · Miscellaneous	0			837	0	837	0
7002-00 · CRM Subscription	833	885	(52)	7,167	7,965	(798)	10,620
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	303	6,000	(5,697)	8,000
7004-00 · Research	2,705	2,750	(45)	27,803	24,750	3,053	83,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	2,370	8,338	(5,968)	14,217	25,014	(10,797)	33,352
7008-00 · Opportunistic Funds	1,500			3,000	25,000	(22,000)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,593	(1,593)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	5,587	5,625	(38)	7,757
7020-00 · Collateral Production / Printin	0			724	0	724	0
8700-00 · Automobile Expense*	19			448	0	448	0
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0			188			
Total 7000-00 · COMMITTED & ADMIN EXPENSES	5,214	42,975	(37,761)	122,539	209,747	(87,208)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	38,250	38,250	0	51,000
8003-00 · Website Hosting Maintenance	178	25	153	1,737	1,627	110	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	67,500	67,500	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	22,500	22,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,428	14,275	153	129,987	129,877	110	173,161
Total Expense	212,912	253,895	(40,983)	1,035,041	1,357,199	(322,158)	1,897,514
Net Income	(140,462)	(135,162)	(5,300)	314,949	39,073	275,876	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2021 through March 2022

Accrual Basis

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	518,996.00	328,800.00	190,196.00	57.9%
4001-00 · NLTRA Funding	824,993.71	546,252.63	278,741.08	51.0%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
Total Income	1,349,989.71	926,252.63	423,737.08	45.8%
Gross Profit	1,349,989.71	926,252.63	423,737.08	45.8%
Expense				
5000-00 · CONSUMER MARKETING				
5002-00 · Consumer Print	10,125.00	0.00	10,125.00	100.0%
5002-01 · Native Display	33,833.32	4,999.98	28,833.34	576.7%
5004-00 · Trip Advisor	33,757.16	5,902.93	27,854.23	471.9%
5005-00 · Paid Social	65,912.11	18,881.83	47,030.28	249.1%
5005-01 · Digital Display / Retargeting	64,501.60	40,052.28	24,449.32	61.0%
5007-00 · Creative Production				
5007-01 · Creative Production	60,058.98	45,825.56	14,233.42	31.1%
5007-02 · Website Production	1,875.60	4,012.50	-2,136.90	-53.3%
5007-03 · Photo/Video Creative	29,188.33	6,501.63	22,686.70	348.9%
5007-00 · Creative Production - Other	1,020.00	1,275.00	-255.00	-20.0%
Total 5007-00 · Creative Production	92,142.91	57,614.69	34,528.22	59.9%
5010-00 · Account Strategy & Management	63,000.00	54,000.00	9,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	16,020.00	-16,020.00	-100.0%
5016 · Video Streaming	91,226.93	0.00	91,226.93	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	39,337.27	30,468.43	8,868.84	29.1%
5018-01 · Digital Ad Serving	607.73	332.89	274.84	82.6%
5020-00 · Search Engine Marketing	37,206.93	34,744.30	2,462.63	7.1%
5022-00 · Email	14,999.10	4,162.45	10,836.65	260.3%
5024-00 · Fusion 7	5,000.00	18,000.00	-13,000.00	-72.2%
5029-00 · Television	0.00	10,154.30	-10,154.30	-100.0%
Total 5000-00 · CONSUMER MARKETING	552,250.06	295,334.08	256,915.98	87.0%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	3,567.78	119.88	3,447.90	2,876.1%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5131-00 · FAMS -Intl - Travel Trade	0.00	600.00	-600.00	-100.0%
5137-00 · Co-op Opportunities	0.00	10,000.00	-10,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	995.00	1,400.00	140.7%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5145-00 · TIA Annual Dues	656.25	0.00	656.25	100.0%
5147-00 · AUS / Gate 7	0.00	7,253.72	-7,253.72	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	11,137.77	20,285.28	-9,147.51	-45.1%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	42,000.00	13,500.00	28,500.00	211.1%
5202-00 · PR Program/ Content Dev - Blogs	5,128.26	9,500.00	-4,371.74	-46.0%
5202-01 · Rich Content Development	0.00	20,500.00	-20,500.00	-100.0%
5204-00 · Media Mission(s)	2,967.27	763.95	2,203.32	288.4%
5206-00 · Digital Buy/ Social Media Boost	7,200.00	4,500.00	2,700.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	2,210.00	2,700.00	-490.00	-18.2%
5209-00 · Domestic Travel Media FAMS	11,712.00	6,226.27	5,485.73	88.1%
5210-00 · Content Dev - Newsletters	8,850.00	14,400.00	-5,550.00	-38.5%
5211-00 · Social Media Strategy & Mgmt	53,000.00	36,000.00	17,000.00	47.2%
5212-00 · Social Giveaways & Contests	900.00	403.95	496.05	122.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	8,846.81	-7,526.81	-85.1%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	5,750.00	10,000.00	-4,250.00	-42.5%
5222-00 · Media Tracking / Membership	2,659.95	1,816.00	843.95	46.5%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	144,007.60	134,185.70	9,821.90	7.3%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	14,453.60	28,348.03	-13,894.43	-49.0%
6006-00 · CVENT	6,444.96	10,678.00	-4,233.04	-39.6%
6007-00 · Creative Production	14,972.99	14,895.69	77.30	0.5%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	85.43	1,475.78	-1,390.35	-94.2%
6018-00 · MCC Media Commission	4,911.64	5,519.54	-607.90	-11.0%
6018-01 · MCC Digital Ad Serving	39.84	0.00	39.84	100.0%
6019-00 · Conference Direct Partnership	4,083.32	5,750.03	-1,666.71	-29.0%
6128-00 · HelmsBriscoe Strategic Partner	5,249.97	5,249.97	0.00	0.0%
6152-00 · Client Events / Opportunities	9,650.00	108.54	9,541.46	8,790.7%
6153-00 · Chicago Sales Rep Support	1,670.18	1,709.44	-39.26	-2.3%
Total 6000-00 · CONFERENCE SALES	61,561.93	76,634.02	-15,072.09	-19.7%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2021 through March 2022

Accrual Basis

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	1,596.53	1,099.00	497.53	45.3%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6127-00 · CalSAE Annual	0.00	2,500.00	-2,500.00	-100.0%
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	990.76	0.00	990.76	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	13,557.70	11,161.56	2,396.14	21.5%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	-6,000.00	5,809.00	-11,809.00	-203.3%
5009-00 · Fulfillment / Mail	1,695.59	1,225.85	469.74	38.3%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,500.03	1,166.69	333.34	28.6%
7001-00 · Miscellaneous	836.91	0.00	836.91	100.0%
7002-00 · CRM Subscription	7,166.67	8,124.98	-958.31	-11.8%
7003-00 · IVCBVB Entertainment Fund	302.62	891.95	-589.33	-66.1%
7004-00 · Research	27,802.84	7,778.75	20,024.09	257.4%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	14,217.49	20,217.52	-6,000.03	-29.7%
7008-00 · Opportunistic Funds	3,000.00	131.19	2,868.81	2,186.8%
7009-00 · Tahoe Cam Usage	0.00	2,124.00	-2,124.00	-100.0%
7010-00 · Photo Management & Storage	5,586.75	5,408.22	178.53	3.3%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
7030-00 · Contract Review	0.00	9,517.84	-9,517.84	-100.0%
8700-00 · Automobile Expense*	448.09	396.27	51.82	13.1%
7000-00 · COMMITTED & ADMIN EXPENSES - ...	188.18	0.00	188.18	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	122,539.11	113,048.71	9,490.40	8.4%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	38,250.00	38,301.94	-51.94	-0.1%
8003-00 · Website Hosting Maintenance	1,737.00	29,917.75	-28,180.75	-94.2%
8004-00 · Website Strategy & Maintenance	67,500.00	0.00	67,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	22,500.00	0.00	22,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	129,987.00	68,219.69	61,767.31	90.5%
Total Expense	1,035,041.17	718,869.04	316,172.13	44.0%
Net Income	314,948.54	207,383.59	107,564.95	51.9%

KEY METRICS FOR Mar 31, 2022 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Feb 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,980,215	5,806,012	1,085,367	\$ 17,900,415
2020 - 2021	7,366,171	3,326,055	6,224,822	4,997,463	\$ 21,914,511
2021 - 2022	7,801,691	5,230,008	658,891	-	\$ 13,690,590

Total NLTTBID Revenues by Quarter 2021 - 2026 (as reported thru March 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,338,300	1,183,951	310,554		\$ 2,832,804
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Mar 2022)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	38546	36049	19635	23197	18.14%
Phone	2185	2335	2072	2052	-0.97%
Email	311	361	369	424	14.91%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3295	3243	749	1604	114.15%
Total	48,776	50,310	28,233	31,275	10.77%

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

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	60.1%	56.7%	6.00%
ADR (Average Daily Rate)	\$ 421	\$ 351	19.94%
RevPAR (Rev per Available Room)	\$ 253	\$ 199	27.14%
Occupancy 1 Mth Forecast	36.8%	29.8%	23.49%
ADR 1 Mth Forecast	\$ 311	\$ 308	0.97%
RevPAR 1 Mth Forecast	\$ 114	\$ 92	23.91%
Occupancy (prior 6 months)	51.6%	38.0%	35.79%
ADR (prior 6 months)	\$ 452	\$ 374	20.86%
RevPAR (prior 6 months)	\$ 233	\$ 142	64.08%
Occupancy (next 6 months)	33.0%	27.5%	20.00%
ADR (next 6 months)	\$ 422	\$ 451	-6.43%
RevPAR (next 6 months)	\$ 139	\$ 124	12.10%

Unemployment Rates - EDD	Mar 2022
California (pop. 38,332,521)	5.3%
Placer County (367,309)	2.8%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.0%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

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

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 3/31/2022				
	2020-21	2020-21	2021-22	YOY %
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change
Total Revenue Booked	\$ 257,997	\$ 423,363	\$ 1,962,035	363.44%
Commission for this Revenue	\$ -		\$ -	
Number of Room Nights	1,287	2,423	9,228	280.85%
Number of Bookings	8	11	28	154.55%
Conference Revenue And Percentage by County:				
	<u>20-21</u>	<u>21-22</u>		
Placer	100%		\$ 257,997 \$ 353,786 \$ 1,359,251	284.20%
Washoe	0%		\$ 0 \$ 69,577 \$ 602,784	
South Lake	0%		\$ 0 \$ -	
Nevada County	0%	0%		
Total Conference Revenue	100%	100%	\$257,997 \$ 423,363 \$ 1,962,035	78.42%
CURRENT				
NLT - Annual Revenue Goal			\$ 2,500,000 \$ 2,500,000	0.00%

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
			Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES				\$6.66		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)					\$218.71	

Signed By: Anthony Karwowski
35596ABDC399464...
Date: 4/13/2022

Approved By: _____
Date: _____

ACCOUNTING

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

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

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

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

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

ACCOUNT SUMMARY

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

IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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

From: [Tony Karwowski](#)
To: [DeWitt Van Siclen](#)
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



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**

Purchase Subtotal \$5.50
Tax included - included, \$0.37
NLT/TBID Assessment (1%) \$0.05
Tip \$1.11

Total **\$6.66**



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



MasterCard 4849 (Chip) Mar 16
2022 at
ANTHONY KARWOWSKI 2:42
PM
#9Oa5
Auth
code:
058069

AID: A0000000041010
Signature Verified



Receipt Settings

[Not your receipt?](#)

[Manage preferences](#)

© 2022 Block, Inc. [Privacy Policy](#)
1455 Market Street, Suite 600
San Francisco, CA 94103

THANK YOU FOR SHOPPING AT
SWIGARD'S HARDWARE
P.O. BOX 5189
200 NORTH LAKE BLVD.
TAHOE CITY, CA 96145
(530) 583-3738

THANK YOU FOR SHOPPING AT
SWIGARD'S HARDWARE
P.O. BOX 5189
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 1MIL 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: XXXXXXXXXX3323		
MID:*****1884	TID:***4838	
AUTH: 000950	AMT: \$	183.10
Debit network id:17		
Host reference #:131838	Bat#	
Trace#	081897	

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#: XXXXXXXXXX3323		
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 : 0110607003220000AE10000000000000
TSI : E800
ARC : 00
MODE : Issuer
CVM : Verified by PIN
Name :
ATC :00C3
AC : 954A148D6D4BC77B
TxnID/ValCode: 081932

Bank card USD\$ 14.55

Total Items: 3



==>> JRNL#B31897/1
CUST.ND:*5

<<==

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

Acct: CASH

Customer Copy

C

B