

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget vs. Actual**  
July 2021 through June 2022

	Total			
	Jul '22 - Jun 23	Jul '21 - Jun 22 Actual	Jul '21 - Jun 22 Budget	\$ Over Budget
<b>Income</b>				
4000-00 · LTIVCBVB Funding	1,094,000.00	518,996.00	692,000.00	-173,004.00
4001-00 · NLTRA Funding	1,440,000.00	824,993.71	1,100,000.00	-275,006.29
4004-00 · IVCBVB Entertainment Account	6,000.00	6,000.00	8,000.00	-2,000.00
4005-00 · Prior Year Net Income	87,032.43	0.00	0.00	0.00
4099-00 · Revenue - Other	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>2,627,032.43</b>	<b>1,349,989.71</b>	<b>1,800,000.00</b>	<b>-450,010.29</b>
<b>Gross Profit</b>	<b>2,627,032.43</b>	<b>1,349,989.71</b>	<b>1,800,000.00</b>	<b>-450,010.29</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5001-00 · Broadcast / Radio - High Notes	0.00	0.00	#VALUE!	#VALUE!
Podcast	25,000.00	0.00	#VALUE!	#VALUE!
5002-00 · Consumer Print	10,125.00	10,125.00		
5002-01 · Native Display	100,372.00	33,833.32	70,000.00	-36,166.68
5004-00 · Trip Advisor	61,947.00	33,757.16	50,000.00	-16,242.84
5005-00 · Paid Social	139,248.00	65,912.11	132,960.00	-67,047.89
5005-01 · Digital Display / Retargeting	110,620.00	64,501.60	79,000.00	-14,498.40
5005-02 · Retargeting Video	0.00	0.00	0.00	0.00
5007-00 · Creative Production	0.00			
5007-01 · Creative Production	149,500.00	60,058.98	150,000.00	-89,941.02
5007-02 · Website Production	34,000.00	1,875.60	0.00	1,875.60
5007-03 · Photo/Video Creative	32,670.00	29,188.33	28,469.00	719.33
5007-00 · Creative Production - Other	0.00	1,020.00	0.00	1,020.00
<b>Total 5007-00 · Creative Production</b>	<b>216,170.00</b>	<b>92,142.91</b>	<b>178,469.00</b>	<b>-86,326.09</b>
5010-00 · Account Strategy & Management	102,000.00	70,000.00	84,000.00	-14,000.00
5010-02 · Website Strategy & Analysis	0.00	0.00	0.00	0.00
5013-00 · Outdoor	100,000.00	0.00	0.00	0.00
5015-00 · Video	0.00	0.00	0.00	0.00
5016 · Video Streaming	126,861.00	91226.93	105,000.00	-13,773.07
5017-00 · Rich Media	30,000.00	600.00	0.00	600.00
5018-00 · Media Commission	119,357.00	39,337.27	71,166.00	-31,828.73
5018-01 · Digital Ad Serving	2,655.00	607.73	6,000.00	-5,392.27
5020-00 · Search Engine Marketing	119,470.00	37,206.93	54,000.00	-16,793.07
5022-00 · Email	20,000.00	14,999.10	20,000.00	-5,000.90
5024-00 · Fusion 7	0.00	5,000.00	24,000.00	-19,000.00
5025-00 · Expedia	15,000.00	0.00	15,000.00	-15,000.00
TravelZoo	50,000.00	10,125.00		
5028-00 · High Impact Media	0.00	0.00	0.00	0.00
5029-00 · Television	17,000.00	0.00	14,000.00	-14,000.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>1,365,825.00</b>	<b>569,375.06</b>	<b>903,595.00</b>	<b>-334,219.94</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	2,000.00	0.00	2,000.00	-2,000.00
5111-00 · FAMS - Domestic	6,000.00	0.00	1,500.00	-1,500.00
5112-00 · Training / Sales Calls	10,000.00	3,567.78	5,000.00	-1,432.22
5113-00 · Additional Opportunities	10,000.00	185.07	9,050.00	-8,864.93
5115-00 · Travel Agent Incentive Program	0.00	0.00	4,750.00	-4,750.00
5120-00 · Domestic - Trade Shows	4,150.00	0.00	0.00	0.00
5131-00 · FAMS -Intl - Travel Trade	6,000.00	0.00	2,250.00	-2,250.00
5133-00 · Ski-Tops	3,350.00	0.00	4,000.00	-4,000.00
5134-00 · Intl Marketing - Additional Opp	0.00	0.00	4,000.00	-4,000.00
5137-00 · Co-op Opportunities	20,000.00	0.00	6,000.00	-6,000.00
5143-00 · Mountain Travel Symposium	5,000.00	2,395.00	6,000.00	-3,605.00
5144-00 · IPW - POW WOW	13,000.00	12,763.67	16,000.00	-3,236.33
5145-00 · TIA Annual Dues	2,700.00	656.25	2,700.00	-2,043.75
5147-00 · AUS / Gate 7	35,000.00	0.00	0.00	0.00
5154-00 · Canada	30,000.00			
5155-00 · California Star Program	3,000.00	0.00	3,000.00	-3,000.00
5157-00 · International Efforts	20,000.00	2,500.00	15,000.00	-12,500.00
<b>Total 5110-00 · LEISURE SALES</b>	<b>170,200.00</b>	<b>22,067.77</b>	<b>81,250.00</b>	<b>-59,182.23</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	72,000.00	48,000.00	55,000.00	-7,000.00
5202-00 · PR Program/ Content Dev - Blogs	18,000.00	7,064.16	12,000.00	-4,935.84
5202-01 · Rich Content Development	0.00	0.00	0.00	0.00
5204-00 · Media Mission(s)	16,000.00	2,967.27	24,000.00	-21,032.73
5206-00 · Digital Buy/ Social Media Boost	11,400.00	8,000.00	9,600.00	-1,600.00
5207-00 · Content Campaigns/Tools-My Emma	3,180.00	2,210.00	2,880.00	-670.00
5208-00 · International Travel Media FAMS	12,000.00	0.00	3,000.00	-3,000.00
5209-00 · Domestic Travel Media FAMS	24,000.00	11,712.00	18,600.00	-6,888.00
5210-00 · Content Dev - Newsletters	20,400.00	10,200.00	21,600.00	-11,400.00
5211-00 · Social Media Strategy & Mgmt	72,000.00	59,000.00	71,000.00	-12,000.00
5212-00 · Social Giveaways & Contests	3,000.00	900.00	7,200.00	-6,300.00

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5216-00 · PR Content Development + Distri	4,800.00	1,680.00	6,000.00	-4,320.00
5218-00 · Crisis Communication / Training	19,000.00	0.00	0.00	0.00
5221-00 · Photography & Video Asset Dev	48,000.00	5,750.00	8,000.00	-2,250.00
5222-00 · Media Tracking / Membership	3,532.00	3,542.97	3,530.00	12.97
5280-00 · PR Meals / Entertainment	1,000.00	202.70	1,500.00	-1,297.30
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>328,312.00</b>	<b>161,336.52</b>	<b>253,910.00</b>	<b>-92,573.48</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	0.00	0.00	0.00	0.00
6003-00 · Geo-Fence Targeting	3,000.00	0.00	0.00	0.00
6004-00 · Email	4,800.00	0.00	#VALUE!	#VALUE!
6005-00 · Paid Media	41,500.00	14,453.60	24,114.00	-9,660.40
6006-00 · CVENT	14,160.00	6,444.96	10,967.00	-4,522.04
6007-00 · Creative Production	12,000.00	14,972.99	10,000.00	4,972.99
6014-00 · MCC Group Incentive Program	6,000.00	0.00	7,000.00	-7,000.00
6015-00 · MCC National Memberships	1,000.00	0.00	779.00	-779.00
6016-00 · MCC Search Engine Marketing	0.00	85.43	0.00	85.43
6018-00 · MCC Media Commission	7,862.43	4,911.64	4,590.00	321.64
6018-01 · MCC Digital Ad Serving	500.00	39.84	500.00	-460.16
6019-00 · Conference Direct Partnership	6,996.00	4,083.32	7,000.00	-2,916.68
6128-00 · HelmsBriscoe Strategic Partner	6,996.00	5,249.97	7,000.00	-1,750.03
6152-00 · Client Events / Opportunities	10,000.00	14,650.00	17,000.00	-2,350.00
6153-00 · Chicago Sales Rep Support	10,000.00	1,670.18	2,500.00	-829.82
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>124,814.43</b>	<b>66,561.93</b>	<b>91,450.00</b>	<b>-24,888.07</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	6,000.00	460.84	6,000.00	-5,539.16
6116-00 · CalSAE Seasonal Spectacular	4,000.00	1,596.53	5,000.00	-3,403.47
6118-00 · ASAE Annual	0.00	0.00	0.00	0.00
6120-01 · Sac River Cats Client Event	0.00	499.90	0.00	499.90
6127-00 · CalSAE Annual	1,500.00	0.00	1,500.00	-1,500.00
6143-00 · Connect Marketplace	5,000.00	7,500.00	6,000.00	1,500.00
6146-00 · UC Vendor Fair	0.00	0.00	0.00	0.00
6151-00 · Destination CA	5,000.00	0.00	0.00	0.00
6154-00 · HelmsBriscoe ABC	6,500.00	227.39	5,500.00	-5,272.61
6155-00 · Connect Trade Shows	10,000.00	990.76		
6156-00 · Connect California	0.00	0.00	5,500.00	-5,500.00
6156-02 · Connect Chicago	5,000.00	0.00	4,700.00	-4,700.00
6156-05 · Connect Northwest	0.00	0.00	5,500.00	-5,500.00
6160-00 · AllThingsMeetings Silcon Valley	5,000.00	0.00	1,500.00	-1,500.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	1,500.00	-1,500.00
6164-00 · Connect Mountain Incentive	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	5,000.00	0.00	4,500.00	-4,500.00
6166-00 · Sports Commission	0.00	0.00	420.00	-420.00
6168-00 · Sacramento/Roseville TopGolf	2,000.00	0.00	2,500.00	-2,500.00
6169-00 · Prestige Meetings SF	0.00	0.00	0.00	0.00
6171-00 · Outdoor Retailer	0.00	0.00	1,500.00	-1,500.00
6173-00 · Connect NYC	0.00	0.00	0.00	0.00
6180-00 · Conference Direct CA	8,000.00	1,166.66	0.00	1,166.66
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00
6182-00 · Destination Celebration	2,000.00	1,115.62	2,275.00	-1,159.38
HPN Annual Conference	5,000.00			
Smart Meetings Northern California	5,000.00			
<b>Total 6100-00 · TRADE SHOWS</b>	<b>75,000.00</b>	<b>13,557.70</b>	<b>53,895.00</b>	<b>-40,337.30</b>
<b>6106-00 · CalSAE Seasonal Spectacular</b>		0.00		
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	10,000.00	-3,000.00	30,000.00	-33,000.00
5009-00 · Fulfillment / Mail	2,400.00	1,724.24	2,400.00	-675.76
5021-00 · RASC-Reno Air Service Corp	100,000.00	75,000.00	100,000.00	-25,000.00
5123-00 · HSVC - High Sierra Visitors	2,000.04	1,500.03	2,000.00	-499.97
5124-00 · Reno Tahoe Territory Membership	1,000.00	0.00	1,000.00	-1,000.00
7002-00 · CRM Subscription	11,499.96	7,166.67	10,620.00	-3,453.33
7003-00 · IVCBVB Entertainment Fund	6,000.00	302.62	8,000.00	-7,697.38
7004-00 · Research	76,900.00	27,802.84	83,000.00	-55,197.16
7005-00 · Film Festival	15,000.00	15,000.00	15,000.00	0.00
Sponsorships	25,000.00			
7006-00 · Special Events	20,000.00	70.00	20,000.00	-19,930.00
7007-00 · Destimetrics / DMX	33,763.00	28,434.99	33,352.00	-4,917.01
7008-00 · Opportunistic Funds	50,000.00	3,000.00	25,000.00	-22,000.00
7009-00 · Tahoe Cam Usage	2,124.00	2,124.00	2,124.00	0.00
7010-00 · Photo Management & Storage	8,233.00	5,586.75	7,757.00	-2,170.25
7020-00 · Collateral Production / Printin	11,000.00	723.94	0.00	723.94
7030-00 · Contract Review	0.00	0.00	0.00	0.00

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	Total			
	Jul '22 - Jun 23	Jul '21 - Jun 22 Actual	Jul '21 - Jun 22 Budget	\$ Over Budget
Staff Industry Travel	10,000.00			
8700-00 · Automobile Expense*	4,800.00	448.09	0.00	448.09
7000-00 · COMMITTED & ADMIN EXPENSES - Othe	0.00	188.18		
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>389,720.00</b>	<b>166,909.26</b>	<b>340,253.00</b>	<b>-173,343.74</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	51,000.00	42,500.00	51,000.00	-8,500.00
8003-00 · Website Hosting Maintenance	2,161.00	1,737.00	2,161.00	-424.00
8004-00 · Website Strategy & Maintenance	90,000.00	75,000.00	90,000.00	-15,000.00
8005-00 · Website SEO Strategy/Maint	30,000.00	25,000.00	30,000.00	-5,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>173,161.00</b>	<b>144,237.00</b>	<b>173,161.00</b>	<b>-28,924.00</b>
<b>Total Expense</b>	<b>2,627,032.43</b>	<b>1,144,045.24</b>	<b>1,897,514.00</b>	<b>-753,468.76</b>
<b>Net Income</b>	<b>0.00</b>	<b>205,944.47</b>	<b>-97,514.00</b>	<b>303,458.47</b>