



north lake tahoe

Chamber | CVB | Resort Association

11/18/2022

To: North Lake Resort Association (NLTRA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for October 31, 2022

---

### Summary of preliminary NLTRA financial results for October 31, 2022

- Accounts Receivable TBID -The carryover balance of \$989,910 from prior fiscal year is currently being reconciled against cash receipts. The increase of \$903,000 from the beginning of the fiscal year beginning July 1<sup>st</sup> to October 31,2022 represents the difference between the budgeted revenue recorded in those months verse actual cash receipts in the same period. November collections of \$865,000 have been received and are \$433,000 over budget. This will reduce the accounts receivable balance for November. We are currently assessing if revenue should be forecasted for future months
- Accounts Payable – more than half of this balance includes carryover amounts from Quickbooks software and is not reflected on the Accounts Payable aging report, reconciliation is required before financials are finalized
- Revenues **bold**– Budget of \$20,000 should be moved to Chamber Revenue – Member Dues. Correction is in progress
- TBID Revenue -TYD \$6,058 should be moved to Chamber Revenue – Member Dues. Correction is in progress
- Salaries & Wages – reflect two pay period vs three pay periods that fell in September
- Supplies Computer – included in this amount are service fee's from Tahoe Tech
- Event Sponsorship – includes \$3,500 for Tahoe Waterman and \$5,000 for Concours d'Elegance
- NLTMC Contributions follow budget
- Additional Opportunities - \$30,100 is for the NTBA Mural Art Project.
- Comment from previous Finance committee meeting - fixed \$12,450 discrepancy between YTD net income reported on P&L and YTD net income reported on balance sheet. Discrepancy was due to account mapping error within accounting software

### Summary of preliminary NLTMC financial results for October 31, 2022

- Accounts Receivable includes \$132,961 due from NLTRA received in November
- Accounts Payable- \$16,875 to Dean Runyan Associates was paid in November
- Income follows budget

**North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

October 31, 2022

# Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Four Months Ending Monday,  
October 31, 2022

&P of &N  
11/18/2022  
4:19 PM

	YTD		
	Oct 2022	Oct 2021	
	2022	2021	Variance
<b>Current Assets</b>			
Cash - TBID Operations	3,577,882	0	(3,577,882)
Cash - TOT Operations	2,414,636	1,697,348	(717,288)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,077	100,976	(101)
Marketing Reserve	50,386	50,356	(30)
Payroll Reserve	46,633	68,102	21,469
Cash in Drawer	4,633	139	(4,494)
Petty Cash	158	158	0
Accounts Receivable	5,000	1,000	(4,000)
Accounts Receivable - TBID	1,893,744	0	(1,893,744)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Membership Dues	44,155	17,025	(27,130)
Accounts Receivable - Membership Activities	470	985	515
Allowance for Doubtful Accounts	(794)	(9,632)	(8,837)
Accounts Receivable - NLTMC	965	5,932	4,967
Accounts Receivable - Other	10,015	2,442	(7,574)
Inventory Asset	23,388	26,867	3,480
Gift Cards Outstanding	18	18	0
Prepaid Expenses	(4,996)	6,500	11,496
Prepaid Postage	100	100	0
Prepaid Insurance	2,754	2,689	(65)
Deposits	1,672	1,150	(522)
<b>Total Current Assets</b>	<b>8,173,410</b>	<b>2,444,457</b>	<b>(5,728,953)</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	11,013	11,013	0
Accumulated Depreciation - Computer Equipment	(5,208)	(3,222)	1,986
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	24,284	24,284	0
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
<b>Total Fixed Assets</b>	<b>5,805</b>	<b>7,791</b>	<b>1,986</b>
<b>Total Assets</b>	<b>\$8,179,215</b>	<b>\$2,452,248</b>	<b>(\$5,726,967)</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	219,394	69,892	149,502
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	56,491	44,055	12,436
PTO Payable	35,798	62,280	(26,482)
401k Payable	1,391	1,218	173
Employer Tax Payable	4,090	3,379	710
Retail Payable	6,603	0	6,603
Accrued Expenses	77,917	200,350	(122,433)
Deferred Revenue - Membership Dues	35,525	20,827	14,698
Deferred Revenue - Chamber Activities	141,099	0	141,099
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From	(18,251)	0	(18,251)
Due To/From County	1,195,474	1,480,803	(285,329)
<i>Suspense (may include rounding)</i>	<i>(16,092)</i>	<i>0</i>	<i>(16,092)</i>
<b>Total Current Liabilities</b>	<b>1,773,122</b>	<b>1,947,457</b>	<b>174,335</b>
Sales Tax Payable	274	2,877	(2,603)
Use Tax Payable	25	1,418	(1,393)
<b>Total Tax Payable</b>	<b>299</b>	<b>4,295</b>	<b>3,996</b>
Long-Term Debt			
<b>Total Liabilities</b>	<b>1,773,421</b>	<b>1,951,752</b>	<b>178,331</b>
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)

YTD

	Oct 2022	Oct 2021	
	2022	2021	Variance
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	4,884,687	0	4,884,687
Net Income	1,503,612	0	1,503,612
<b>Total Equity</b>	<b>6,405,792</b>	<b>500,494</b>	<b>(5,905,298)</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$8,179,213</b>	<b>\$2,452,246</b>	<b>(\$5,726,967)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:SUMMARY Summary of All Units

1 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>0</b>	<b>20,000</b>	<b>(20,000)</b>	<b>0</b>	<b>20,000</b>	<b>(20,000)</b>
Revenues	1,241,374	1,241,374	0	2,414,863	2,414,863	0
TBID Revenue	0	0	0	6,058	0	6,058
Chamber Revenue - Member Dues	6,000	0	6,000	18,000	0	18,000
Retail Revenue	8,068	2,000	6,068	43,688	35,000	8,688
Retail Revenue - Merchandise Sales	66	0	66	1,167	0	1,167
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>1,255,508</b>	<b>1,263,374</b>	<b>(7,866)</b>	<b>2,483,776</b>	<b>2,469,863</b>	<b>13,913</b>
<b>Cost of Goods Sold</b>	<b>4,406</b>	<b>2,375</b>	<b>2,031</b>	<b>22,150</b>	<b>9,500</b>	<b>12,650</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
<b>Total Cost of Goods Sold</b>	<b>4,406</b>	<b>2,375</b>	<b>2,031</b>	<b>22,923</b>	<b>9,500</b>	<b>13,423</b>
<b>Gross Profit</b>	<b>1,251,102</b>	<b>1,260,999</b>	<b>(9,897)</b>	<b>2,460,853</b>	<b>2,460,363</b>	<b>491</b>
Salaries & Wages	67,222	115,644	(48,422)	291,683	462,576	(170,894)
P/R - Tax Expense	5,175	11,523	(6,348)	24,994	46,091	(21,097)
P/R - Health Insurance Expense	5,802	21,414	(15,612)	21,799	85,657	(63,858)
P/R - Workmans Comp	0	4,086	(4,086)	0	16,343	(16,343)
401(k)	1,820	4,279	(2,459)	7,853	17,116	(9,264)
Other Benefits & Expenses	16	407	(391)	1,376	1,627	(251)
Rent	13,300	13,931	(631)	54,436	55,724	(1,288)
Rent - Other	0	0	0	437	0	437
Utilities	1,447	1,677	(229)	3,438	6,707	(3,269)
Repairs & Maintenance	325	1,331	(1,006)	2,908	5,322	(2,414)
Telephone & Internet	217	1,644	(1,427)	2,350	6,575	(4,225)
Supplies	0	0	0	377	0	377
Supplies - Office	1,767	1,200	567	3,302	4,986	(1,685)
Supplies - Computer	5,589	0	5,589	8,814	12,700	(3,886)
Mail	0	559	(559)	11,281	2,238	9,043
Mail - USPS	0	0	0	275	0	275
Taxes, Licenses, Fees	1,319	8,771	(7,452)	13,048	35,083	(22,035)
Credit Card Fees	0	125	(125)	314	500	(186)
Dues & Subscriptions	1,768	1,317	451	4,352	5,267	(915)
Insurance/Bonding	2,321	1,250	1,071	2,627	5,000	(2,373)
Associate Relations	36	567	(531)	830	2,267	(1,437)
Training/Seminars	0	692	(692)	4,200	2,767	1,433
Travel	0	342	(342)	0	1,367	(1,367)
Automobile Expenses	116	417	(301)	380	1,667	(1,286)
Meals & Meetings	0	633	(633)	47	2,533	(2,487)
Board Functions	2,515	4,000	(1,485)	8,727	16,000	(7,273)
Professional Fees	1,404	5,750	(4,346)	29,301	23,000	6,301
Professional Fees - Attorney	4,385	2,500	1,885	4,685	10,000	(5,315)
Professional Fees - Accountant	1,075	0	1,075	6,625	0	6,625
Equipment Support & Maintenance	2,199	2,917	(718)	10,465	11,667	(1,202)
Equipment Rental/Leasing	0	343	(343)	629	2,121	(1,492)
Depreciation	0	153	(153)	153	611	(458)
Event Sponsorships	8,500	20,000	(11,500)	9,000	140,000	(131,000)
Special Event Partnership Funding	1,250	0	1,250	1,250	0	1,250
NLTMC Contributions	32,848	32,848	0	328,438	328,438	0
Non-NLTMC Marketing	9,150	8,917	233	26,250	35,667	(9,417)
In-Market/Tourism	0	0	0	22,923	0	22,923
Media/Collateral/Production	375	0	375	375	0	375
Additional Opportunities	30,100	155,078	(124,978)	42,550	620,312	(577,762)
Chamber Activities	3,550	832	2,718	4,750	3,327	1,423
Chamber Activities - Membership M...	0	4,500	(4,500)	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,000	(1,000)
Chamber Activities - Community Aw...	0	30,000	(30,000)	0	30,000	(30,000)
Allocated Administrative Overhead	0	79,432	(79,432)	0	317,726	(317,726)
<b>Total Operating Expenses</b>	<b>205,589</b>	<b>539,324</b>	<b>(333,735)</b>	<b>957,241</b>	<b>2,324,482</b>	<b>(1,367,241)</b>
<b>Net Operating Income</b>	<b>1,045,513</b>	<b>721,675</b>	<b>323,838</b>	<b>1,503,612</b>	<b>135,881</b>	<b>1,367,731</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:SUMMARY Summary of All Units

2 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Other Expense/<Income>						
<b>Net Income</b>	<b><u>1,045,513</u></b>	<b><u>721,675</u></b>	<b><u>323,838</u></b>	<b><u>1,503,612</u></b>	<b><u>135,881</u></b>	<b><u>1,367,731</u></b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 MPSE

3 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	651,721	651,721	0	1,267,803	1,267,803	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>651,721</b>	<b>651,721</b>	<b>0</b>	<b>1,267,803</b>	<b>1,267,803</b>	<b>0</b>
<b>Gross Profit</b>	<b>651,721</b>	<b>651,721</b>	<b>0</b>	<b>1,267,803</b>	<b>1,267,803</b>	<b>0</b>
Salaries & Wages	21,093	34,999	(13,906)	66,123	139,997	(73,874)
P/R - Tax Expense	1,538	3,500	(1,962)	5,543	14,000	(8,457)
P/R - Health Insurance Expense	0	7,023	(7,023)	4,976	28,092	(23,116)
P/R - Workmans Comp	0	1,227	(1,227)	0	4,908	(4,908)
401(k)	391	1,327	(936)	1,721	5,307	(3,585)
Other Benefits & Expenses	0	137	(137)	12	547	(535)
Rent	2,227	2,529	(302)	8,908	10,117	(1,209)
Utilities	151	452	(301)	483	1,807	(1,324)
Telephone & Internet	0	468	(468)	125	1,873	(1,748)
Supplies - Office	0	50	(50)	0	386	(386)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	505	(505)
Taxes, Licenses, Fees	0	63	(63)	0	250	(250)
Dues & Subscriptions	0	125	(125)	650	500	150
Associate Relations	36	83	(48)	63	333	(270)
Travel	0	58	(58)	0	233	(233)
Automobile Expenses	0	83	(83)	0	333	(333)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	115	(115)	0	713	(713)
Event Sponsorships	8,500	20,000	(11,500)	8,500	140,000	(131,500)
Special Event Partnership Funding	1,250	0	1,250	1,250	0	1,250
NLTMC Contributions	32,848	32,848	0	328,438	328,438	0
Non-NLTMC Marketing	0	6,833	(6,833)	17,100	27,333	(10,233)
In-Market/Tourism	0	0	0	10,287	0	10,287
Additional Opportunities	0	35,340	(35,340)	0	141,361	(141,361)
Allocated Administrative Overhead	43,689	29,681	14,008	215,412	118,724	96,687
<b>Total Operating Expenses</b>	<b>111,721</b>	<b>177,110</b>	<b>(65,388)</b>	<b>669,725</b>	<b>970,923</b>	<b>(301,199)</b>
<b>Net Operating Income</b>	<b>540,000</b>	<b>474,612</b>	<b>65,388</b>	<b>598,078</b>	<b>296,880</b>	<b>301,198</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>540,000</b>	<b>474,612</b>	<b>65,388</b>	<b>598,078</b>	<b>296,880</b>	<b>301,198</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Z1S

4 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	183,723	183,723	0	357,400	357,400	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>183,723</b>	<b>183,723</b>	<b>0</b>	<b>357,400</b>	<b>357,400</b>	<b>0</b>
<b>Gross Profit</b>	<b>183,723</b>	<b>183,723</b>	<b>0</b>	<b>357,400</b>	<b>357,400</b>	<b>0</b>
Salaries & Wages	1,385	3,831	(2,446)	5,591	15,324	(9,733)
P/R - Tax Expense	106	383	(277)	450	1,532	(1,082)
P/R - Health Insurance Expense	0	616	(616)	0	2,463	(2,463)
P/R - Workmans Comp	0	134	(134)	0	537	(537)
401(k)	55	153	(98)	235	613	(378)
Other Benefits & Expenses	0	10	(10)	0	40	(40)
Rent	396	174	222	1,584	696	887
Utilities	0	33	(33)	0	132	(132)
Telephone & Internet	0	34	(34)	0	137	(137)
Supplies - Office	0	83	(83)	0	333	(333)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	83	(83)	0	333	(333)
Equipment Rental/Leasing	0	8	(8)	0	52	(52)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	30,100	68,348	(38,248)	30,100	273,390	(243,290)
Allocated Administrative Overhead	643	8,367	(7,725)	3,168	33,469	(30,300)
<b>Total Operating Expenses</b>	<b>32,684</b>	<b>82,775</b>	<b>(50,091)</b>	<b>41,263</b>	<b>331,820</b>	<b>(290,556)</b>
<b>Net Operating Income</b>	<b>151,039</b>	<b>100,948</b>	<b>50,091</b>	<b>316,136</b>	<b>25,580</b>	<b>290,556</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>151,039</b>	<b>100,948</b>	<b>50,091</b>	<b>316,136</b>	<b>25,580</b>	<b>290,556</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 VSVC

5 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	90,620	90,620	0	176,285	176,285	0
Retail Revenue	8,068	2,000	6,068	43,688	35,000	8,688
Retail Revenue - Merchandise Sales	66	0	66	1,167	0	1,167
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>98,754</b>	<b>92,620</b>	<b>6,134</b>	<b>221,141</b>	<b>211,285</b>	<b>9,856</b>
<b>Cost of Goods Sold</b>	<b>4,406</b>	<b>2,375</b>	<b>2,031</b>	<b>22,150</b>	<b>9,500</b>	<b>12,650</b>
Freight & Shipping Costs	0	0	0	236	0	236
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
<b>Total Cost of Goods Sold</b>	<b>4,406</b>	<b>2,375</b>	<b>2,031</b>	<b>22,923</b>	<b>9,500</b>	<b>13,423</b>
<b>Gross Profit</b>	<b>94,348</b>	<b>90,245</b>	<b>4,103</b>	<b>198,218</b>	<b>201,785</b>	<b>(3,567)</b>
Salaries & Wages	9,242	13,002	(3,759)	61,050	52,008	9,042
P/R - Tax Expense	867	1,259	(391)	5,979	5,034	945
P/R - Health Insurance Expense	0	2,013	(2,013)	85	8,052	(7,967)
P/R - Workmans Comp	0	487	(487)	0	1,948	(1,948)
401(k)	407	337	71	1,711	1,347	364
Other Benefits & Expenses	0	40	(40)	15	160	(145)
Rent	6,650	6,848	(198)	26,600	27,390	(790)
Utilities	174	465	(291)	460	1,860	(1,400)
Telephone & Internet	0	137	(137)	100	548	(448)
Supplies	0	0	0	377	0	377
Supplies - Office	0	458	(458)	9	1,833	(1,825)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	67	(67)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Credit Card Fees	0	125	(125)	314	500	(186)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	42	(42)	118	167	(49)
Automobile Expenses	0	83	(83)	0	333	(333)
Meals & Meetings	0	8	(8)	0	33	(33)
Equipment Rental/Leasing	0	34	(34)	139	209	(70)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	15,101	(15,101)	0	60,404	(60,404)
Allocated Administrative Overhead	7,383	4,127	3,256	36,404	16,508	19,896
<b>Total Operating Expenses</b>	<b>24,724</b>	<b>45,040</b>	<b>(20,316)</b>	<b>133,654</b>	<b>180,235</b>	<b>(46,580)</b>
<b>Net Operating Income</b>	<b>69,624</b>	<b>45,205</b>	<b>24,419</b>	<b>64,564</b>	<b>21,550</b>	<b>43,013</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>69,624</b>	<b>45,205</b>	<b>24,419</b>	<b>64,564</b>	<b>21,550</b>	<b>43,013</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 BSA

6 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Revenues</b>	<b>0</b>	<b>20,000</b>	<b>(20,000)</b>	<b>0</b>	<b>20,000</b>	<b>(20,000)</b>
Revenues	68,276	68,276	0	132,817	132,817	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>68,276</b>	<b>88,276</b>	<b>(20,000)</b>	<b>132,817</b>	<b>152,817</b>	<b>(20,000)</b>
<b>Gross Profit</b>	<b>68,276</b>	<b>88,276</b>	<b>(20,000)</b>	<b>132,817</b>	<b>152,817</b>	<b>(20,000)</b>
Salaries & Wages	1,385	10,856	(9,471)	5,790	43,424	(37,634)
P/R - Tax Expense	106	1,086	(980)	439	4,342	(3,903)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	11,478	(11,478)
P/R - Workmans Comp	0	381	(381)	0	1,522	(1,522)
401(k)	55	384	(329)	230	1,537	(1,307)
Other Benefits & Expenses	0	43	(43)	0	173	(173)
Rent	464	904	(440)	1,856	3,618	(1,762)
Utilities	0	143	(143)	0	573	(573)
Telephone & Internet	0	149	(149)	0	594	(594)
Supplies - Office	0	150	(150)	0	600	(600)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	1,170	17	1,154	1,950	67	1,884
Associate Relations	0	42	(42)	0	167	(167)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	83	(83)	0	333	(333)
Equipment Rental/Leasing	0	37	(37)	0	226	(226)
Non-NLTMC Marketing	9,150	417	8,733	9,150	1,667	7,483
Additional Opportunities	0	0	0	12,450	0	12,450
Chamber Activities	3,550	832	2,718	4,750	3,327	1,423
Chamber Activities - Membership M...	0	4,500	(4,500)	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,000	(1,000)
Chamber Activities - Community Aw...	0	30,000	(30,000)	0	30,000	(30,000)
Allocated Administrative Overhead	756	2,948	(2,191)	3,730	11,792	(8,062)
<b>Total Operating Expenses</b>	<b>16,637</b>	<b>56,156</b>	<b>(39,520)</b>	<b>40,614</b>	<b>121,906</b>	<b>(81,292)</b>
<b>Net Operating Income</b>	<b>51,639</b>	<b>32,119</b>	<b>19,520</b>	<b>92,204</b>	<b>30,912</b>	<b>61,292</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>51,639</b>	<b>32,119</b>	<b>19,520</b>	<b>92,204</b>	<b>30,912</b>	<b>61,292</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 EDTO

7 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	94,344	94,344	0	183,530	183,530	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>94,344</b>	<b>94,344</b>	<b>0</b>	<b>183,530</b>	<b>183,530</b>	<b>0</b>
<b>Gross Profit</b>	<b>94,344</b>	<b>94,344</b>	<b>0</b>	<b>183,530</b>	<b>183,530</b>	<b>0</b>
Salaries & Wages	1,385	7,429	(6,044)	5,591	29,714	(24,123)
P/R - Tax Expense	106	743	(637)	450	2,971	(2,521)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	5,958	(5,958)
P/R - Workmans Comp	0	260	(260)	0	1,042	(1,042)
401(k)	55	297	(242)	235	1,189	(953)
Other Benefits & Expenses	0	23	(23)	0	93	(93)
Rent	569	406	163	2,276	1,625	652
Utilities	0	77	(77)	0	308	(308)
Telephone & Internet	0	80	(80)	0	320	(320)
Supplies - Office	0	42	(42)	0	167	(167)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	20	(20)	0	122	(122)
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	28,299	(28,299)	0	113,198	(113,198)
Allocated Administrative Overhead	694	4,297	(3,603)	3,421	17,187	(13,765)
<b>Total Operating Expenses</b>	<b>2,809</b>	<b>44,021</b>	<b>(41,212)</b>	<b>12,109</b>	<b>177,877</b>	<b>(165,768)</b>
<b>Net Operating Income</b>	<b>91,535</b>	<b>50,324</b>	<b>41,212</b>	<b>171,420</b>	<b>5,653</b>	<b>165,768</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>91,535</b>	<b>50,324</b>	<b>41,212</b>	<b>171,420</b>	<b>5,653</b>	<b>165,768</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 SMT1

8 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	40,965	40,965	0	79,690	79,690	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>40,965</b>	<b>40,965</b>	<b>0</b>	<b>79,690</b>	<b>79,690</b>	<b>0</b>
<b>Gross Profit</b>	<b>40,965</b>	<b>40,965</b>	<b>0</b>	<b>79,690</b>	<b>79,690</b>	<b>0</b>
Salaries & Wages	1,385	6,095	(4,711)	5,591	24,381	(18,789)
P/R - Tax Expense	106	610	(504)	450	2,438	(1,988)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	4,145	(4,145)
P/R - Workmans Comp	0	214	(214)	0	855	(855)
401(k)	55	244	(188)	235	975	(740)
Other Benefits & Expenses	0	17	(17)	0	67	(67)
Rent	458	290	168	1,831	1,161	670
Utilities	31	55	(24)	100	220	(120)
Telephone & Internet	0	57	(57)	0	228	(228)
Supplies - Office	0	42	(42)	0	167	(167)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	100	(100)
Dues & Subscriptions	0	17	(17)	0	67	(67)
Associate Relations	0	17	(17)	0	67	(67)
Automobile Expenses	0	42	(42)	0	167	(167)
Meals & Meetings	0	42	(42)	0	167	(167)
Equipment Rental/Leasing	0	14	(14)	0	87	(87)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	0	1,667	(1,667)
Additional Opportunities	0	7,990	(7,990)	0	31,960	(31,960)
Allocated Administrative Overhead	809	1,866	(1,057)	3,989	7,463	(3,474)
<b>Total Operating Expenses</b>	<b>2,844</b>	<b>19,087</b>	<b>(16,243)</b>	<b>12,831</b>	<b>77,429</b>	<b>(64,598)</b>
<b>Net Operating Income</b>	<b>38,121</b>	<b>21,878</b>	<b>16,243</b>	<b>66,859</b>	<b>2,261</b>	<b>64,598</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>38,121</b>	<b>21,878</b>	<b>16,243</b>	<b>66,859</b>	<b>2,261</b>	<b>64,598</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

9 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues	62,069	62,069	0	120,743	120,743	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b><u>62,069</u></b>	<b><u>62,069</u></b>	<b><u>0</u></b>	<b><u>120,743</u></b>	<b><u>120,743</u></b>	<b><u>0</u></b>
<b>Gross Profit</b>	<b><u>62,069</u></b>	<b><u>62,069</u></b>	<b><u>0</u></b>	<b><u>120,743</u></b>	<b><u>120,743</u></b>	<b><u>0</u></b>
Allocated Administrative Overhead	<u>2,841</u>	<u>28,146</u>	<u>(25,305)</u>	<u>14,008</u>	<u>112,584</u>	<u>(98,576)</u>
<b>Total Operating Expenses</b>	<b><u>2,841</u></b>	<b><u>28,146</u></b>	<b><u>(25,305)</u></b>	<b><u>14,008</u></b>	<b><u>112,584</u></b>	<b><u>(98,576)</u></b>
<b>Net Operating Income</b>	<b><u>59,228</u></b>	<b><u>33,923</u></b>	<b><u>25,305</u></b>	<b><u>106,735</u></b>	<b><u>8,159</u></b>	<b><u>98,576</u></b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b><u>59,228</u></b>	<b><u>33,923</u></b>	<b><u>25,305</u></b>	<b><u>106,735</u></b>	<b><u>8,159</u></b>	<b><u>98,576</u></b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:08 CAF

10 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues	24,827	24,827	0	48,297	48,297	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b><u>24,827</u></b>	<b><u>24,827</u></b>	<b><u>0</u></b>	<b><u>48,297</u></b>	<b><u>48,297</u></b>	<b><u>0</u></b>
<b>Gross Profit</b>	<b><u>24,827</u></b>	<b><u>24,827</u></b>	<b><u>0</u></b>	<b><u>48,297</u></b>	<b><u>48,297</u></b>	<b><u>0</u></b>
Taxes, Licenses, Fees	<u>0</u>	<u>7,333</u>	<u>(7,333)</u>	<u>7,167</u>	<u>29,333</u>	<u>(22,167)</u>
<b>Total Operating Expenses</b>	<b><u>0</u></b>	<b><u>7,333</u></b>	<b><u>(7,333)</u></b>	<b><u>7,167</u></b>	<b><u>29,333</u></b>	<b><u>(22,167)</u></b>
<b>Net Operating Income</b>	<b><u>24,827</u></b>	<b><u>17,494</u></b>	<b><u>7,333</u></b>	<b><u>41,131</u></b>	<b><u>18,964</u></b>	<b><u>22,167</u></b>
<b>Other Expense/&lt;Income&gt;</b>	<u></u>	<u></u>	<u></u>	<u></u>	<u></u>	<u></u>
<b>Net Income</b>	<b><u>24,827</u></b>	<b><u>17,494</u></b>	<b><u>7,333</u></b>	<b><u>41,131</u></b>	<b><u>18,964</u></b>	<b><u>22,167</u></b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:09 C/R

11 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues	24,827	24,827	0	48,297	48,297	0
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>24,827</b>	<b>24,827</b>	<b>0</b>	<b>48,297</b>	<b>48,297</b>	<b>0</b>
<b>Gross Profit</b>	<b>24,827</b>	<b>24,827</b>	<b>0</b>	<b>48,297</b>	<b>48,297</b>	<b>0</b>
Utilities	104	0	104	333	0	333
Dues & Subscriptions	430	0	430	430	0	430
<b>Total Operating Expenses</b>	<b>534</b>	<b>0</b>	<b>534</b>	<b>763</b>	<b>0</b>	<b>763</b>
<b>Net Operating Income</b>	<b>24,293</b>	<b>24,827</b>	<b>(534)</b>	<b>47,534</b>	<b>48,297</b>	<b>(763)</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>24,293</b>	<b>24,827</b>	<b>(534)</b>	<b>47,534</b>	<b>48,297</b>	<b>(763)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:10 TOT- H&T

12 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenue - Interest & Investments						
Salaries & Wages	0	0	0	53	0	53
P/R - Tax Expense	0	0	0	(22)	0	(22)
401(k)	0	0	0	(11)	0	(11)
Allocated Administrative Overhead	6	0	6	29	0	29
<b>Total Operating Expenses</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>49</b>	<b>0</b>	<b>49</b>
<b>Net Operating Income</b>	<b>(6)</b>	<b>0</b>	<b>(6)</b>	<b>(49)</b>	<b>0</b>	<b>(49)</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>(6)</b>	<b>0</b>	<b>(6)</b>	<b>(49)</b>	<b>0</b>	<b>(49)</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

13 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
TBID Revenue	0	0	0	6,058	0	6,058
Chamber Revenue - Member Dues	6,000	0	6,000	18,000	0	18,000
Revenue - Interest & Investments						
<b>Total Revenues</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>24,058</b>	<b>0</b>	<b>24,058</b>
<b>Gross Profit</b>	<b>6,000</b>	<b>0</b>	<b>6,000</b>	<b>24,058</b>	<b>0</b>	<b>24,058</b>
Salaries & Wages	9,385	0	9,385	21,115	0	21,115
P/R - Tax Expense	718	0	718	2,091	0	2,091
401(k)	652	0	652	652	0	652
Utilities	34	0	34	108	0	108
<b>Total Operating Expenses</b>	<b>10,789</b>	<b>0</b>	<b>10,789</b>	<b>23,967</b>	<b>0</b>	<b>23,967</b>
<b>Net Operating Income</b>	<b>(4,789)</b>	<b>0</b>	<b>(4,789)</b>	<b>91</b>	<b>0</b>	<b>91</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>(4,789)</b>	<b>0</b>	<b>(4,789)</b>	<b>91</b>	<b>0</b>	<b>91</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

14 of 14  
11/18/2022  
4:06 PM

	Oct 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue - Interest & Investments						
Salaries & Wages	21,964	39,432	(17,469)	120,778	157,729	(36,952)
P/R - Tax Expense	1,629	3,943	(2,314)	9,613	15,773	(6,160)
P/R - Health Insurance Expense	5,802	6,368	(566)	16,739	25,470	(8,731)
P/R - Workmans Comp	0	1,383	(1,383)	0	5,530	(5,530)
401(k)	148	1,537	(1,389)	2,843	6,149	(3,306)
Other Benefits & Expenses	16	137	(121)	1,349	547	802
Rent	2,536	2,779	(243)	11,381	11,117	264
Rent - Other	0	0	0	437	0	437
Utilities	954	452	502	1,955	1,807	148
Repairs & Maintenance	325	1,331	(1,006)	2,908	5,322	(2,414)
Telephone & Internet	217	718	(502)	2,125	2,873	(749)
Supplies - Office	1,767	375	1,392	3,293	1,500	1,793
Supplies - Computer	5,589	0	5,589	7,714	3,500	4,214
Mail	0	417	(417)	11,281	1,667	9,614
Mail - USPS	0	0	0	275	0	275
Taxes, Licenses, Fees	1,319	1,250	69	5,882	5,000	882
Dues & Subscriptions	167	1,108	(941)	1,322	4,433	(3,111)
Insurance/Bonding	2,321	1,250	1,071	2,627	5,000	(2,373)
Associate Relations	0	350	(350)	649	1,400	(751)
Training/Seminars	0	692	(692)	4,200	2,767	1,433
Travel	0	283	(283)	0	1,133	(1,133)
Automobile Expenses	116	83	32	380	333	47
Meals & Meetings	0	333	(333)	47	1,333	(1,287)
Board Functions	2,515	4,000	(1,485)	8,727	16,000	(7,273)
Professional Fees	1,404	5,750	(4,346)	29,301	23,000	6,301
Professional Fees - Attorney	4,385	2,500	1,885	4,685	10,000	(5,315)
Professional Fees - Accountant	1,075	0	1,075	6,625	0	6,625
Equipment Support & Maintenance	2,199	2,917	(718)	10,465	11,667	(1,202)
Equipment Rental/Leasing	0	115	(115)	491	713	(222)
Depreciation	0	153	(153)	153	611	(458)
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	375	0	375	375	0	375
Allocated Administrative Overhead	(56,821)	0	(56,821)	(280,162)	0	(280,162)
<b>Total Operating Expenses</b>	<b>0</b>	<b>79,656</b>	<b>(79,655)</b>	<b>1,091</b>	<b>322,375</b>	<b>(321,284)</b>
<b>Net Operating Income</b>	<b>0</b>	<b>(79,656)</b>	<b>79,655</b>	<b>(1,091)</b>	<b>(322,375)</b>	<b>321,284</b>
<b>Other Expense/&lt;Income&gt;</b>						
<b>Net Income</b>	<b>0</b>	<b>(79,656)</b>	<b>79,655</b>	<b>(1,091)</b>	<b>(322,375)</b>	<b>321,284</b>

**AGED TRIAL BALANCE**  
 North Lake Tahoe Resort Association  
 Payables Management

Ranges:  
 Vendor ID: First - Last  
 Class ID: First - Last  
 Payment Priority: First - Last  
 Vendor Name: First - Last  
 User-Defined 1: First - Last  
 Posting Date: First - Last  
 Document Number: First - Last

Print Option: SUMMARY  
 Age By: Document Date  
 Aging Date: 10/31/2022  
 Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info  
 Sorted By: Vendor ID  
 Due Date  
 Print Currency In: Functional (Z-US\$)

Vendor ID	Name	Class ID	User-Defined 1:				
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
ALPEN SIERRA CO	Alpen Sierra Coffee Roasting Company, Inc	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$130.50	\$130.50	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$725.00	\$725.00	\$0.00	\$0.00	\$0.00
AUGUSTINEIDEAS	D. Augustine & Associates	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$10,727.50	\$10,727.50	\$0.00	\$0.00	\$0.00
AURORA WORLD, I	Aurora World, Inc.	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$364.89	\$364.89	\$0.00	\$0.00	\$0.00
CORAGGIO GROUP	Coraggio Group	PRIMARY					
Voucher(s): 2	<b>Aged Totals:</b>		\$2,106.04	\$2,106.04	\$0.00	\$0.00	\$0.00
ED MILLER	Ed Miller	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$20.00	\$20.00	\$0.00	\$0.00	\$0.00
ERIN CASEY	Erin Casey	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$16,945.00	\$16,945.00	\$0.00	\$0.00	\$0.00
FEDEX	FedEx	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$35.59	\$35.59	\$0.00	\$0.00	\$0.00
GROWTHZONE & CH	GrowthZone & Chambermaster	PRIMARY					
Voucher(s): 3	<b>Aged Totals:</b>		\$1,170.21	\$1,170.21	\$0.00	\$0.00	\$0.00
HUB INSURANCE	HUB International Insurance Services, Inc	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$516.25	\$516.25	\$0.00	\$0.00	\$0.00
HYATT.	Hyatt						
Voucher(s): 1	<b>Aged Totals:</b>		\$3,435.36	\$3,435.36	\$0.00	\$0.00	\$0.00
KAHN	Kahn Investment Company	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$14,630.00	\$14,630.00	\$0.00	\$0.00	\$0.00
KAREN COLBERT	Karen Colbert	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$84.00	\$84.00	\$0.00	\$0.00	\$0.00
KYM FABEL	Kym Fabel	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$66.25	\$66.25	\$0.00	\$0.00	\$0.00
LT DANCE COLLEC	Lake Tahoe Dance Collective*	PRIMARY					
Voucher(s): 1	<b>Aged Totals:</b>		\$1,250.00	\$1,250.00	\$0.00	\$0.00	\$0.00

**AGED TRIAL BALANCE**  
 North Lake Tahoe Resort Association

<b>Vendor ID:</b> MCCLINTOCK	<b>Name:</b> McClintock Accountancy	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$425.00	\$425.00	\$0.00	\$0.00
<b>Vendor ID:</b> NLTMC	<b>Name:</b> North Lake Tahoe Marketing Co-op	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$32,848.00	\$32,848.00	\$0.00	\$0.00
<b>Vendor ID:</b> OFFICE BOSS	<b>Name:</b> The Office Boss*	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$29.98	\$29.98	\$0.00	\$0.00
<b>Vendor ID:</b> PAPER TRAIL	<b>Name:</b> The Paper Trail*	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 2</b>	<b>Aged Totals:</b>	\$592.50	\$592.50	\$0.00	\$0.00
<b>Vendor ID:</b> PORTER SIMON*	<b>Name:</b> Porter Simon*	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$1,675.00	\$1,675.00	\$0.00	\$0.00
<b>Vendor ID:</b> RAY MORGAN	<b>Name:</b> Ray Morgan Company, LLC	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$172.39	\$172.39	\$0.00	\$0.00
<b>Vendor ID:</b> SDBX	<b>Name:</b> SDBX Studio, LLC.	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$937.50	\$937.50	\$0.00	\$0.00
<b>Vendor ID:</b> SF MERCANTILE	<b>Name:</b> SF Mercantile	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$502.27	\$502.27	\$0.00	\$0.00
<b>Vendor ID:</b> SNOWFEST	<b>Name:</b> Snowfest	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$2,500.00	\$2,500.00	\$0.00	\$0.00
<b>Vendor ID:</b> TAHOE BASICS	<b>Name:</b> Tahoe Basics	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$506.00	\$506.00	\$0.00	\$0.00
<b>Vendor ID:</b> TTSD	<b>Name:</b> Tahoe Truckee Sierra Disposal*	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$805.14	\$805.14	\$0.00	\$0.00
<b>Vendor ID:</b> USPS - TC	<b>Name:</b> USPS - Tahoe City	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$318.00	\$318.00	\$0.00	\$0.00
<b>Vendor ID:</b> WACE	<b>Name:</b> Western Association of Chamber Executives	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$430.00	\$430.00	\$0.00	\$0.00
<b>Vendor ID:</b> WOODLUCK LLC	<b>Name:</b> Woodluck LLC	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$980.65	\$980.65	\$0.00	\$0.00
<b>Vendor ID:</b> YIG ADMINISTRAT	<b>Name:</b> YIG Administration	<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>		
	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
<b>Voucher(s): 1</b>	<b>Aged Totals:</b>	\$15.98	\$15.98	\$0.00	\$0.00

	<u>Vendor(s)</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Vendor Totals:</b>	30	\$94,945.00	\$94,945.00	\$0.00	\$0.00	\$0.00

**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

October 31, 2022

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet Prev Year Comparison**  
**As of October 31, 2022**

	<u>Oct 31, 22</u>	<u>Oct 31, 21</u>	<u>\$ Change</u>	<u>% Change</u>
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash	306,471.76	370,713.89	-64,242.13	-17.3%
<b>Total Checking/Savings</b>	306,471.76	370,713.89	-64,242.13	-17.3%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	136,512.34	1,333.00	135,179.34	10,141.0%
<b>Total Accounts Receivable</b>	136,512.34	1,333.00	135,179.34	10,141.0%
<b>Other Current Assets</b>				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
<b>Total Other Current Assets</b>	100.00	100.00	0.00	0.0%
<b>Total Current Assets</b>	443,084.10	372,146.89	70,937.21	19.1%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	31,235.35	71,769.78	-40,534.43	-56.5%
<b>Total Other Assets</b>	31,235.35	71,769.78	-40,534.43	-56.5%
<b>TOTAL ASSETS</b>	<b><u>474,319.45</u></b>	<b><u>443,916.67</u></b>	<b><u>30,402.78</u></b>	<b><u>6.9%</u></b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	365,541.08	120,324.19	245,216.89	203.8%
<b>Total Accounts Payable</b>	365,541.08	120,324.19	245,216.89	203.8%
<b>Total Current Liabilities</b>	365,541.08	120,324.19	245,216.89	203.8%
<b>Total Liabilities</b>	365,541.08	120,324.19	245,216.89	203.8%
<b>Equity</b>				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	22,014.05	130,923.75	-108,909.70	-83.2%
<b>Total Equity</b>	108,778.37	323,592.48	-214,814.11	-66.4%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>474,319.45</u></b>	<b><u>443,916.67</u></b>	<b><u>30,402.78</u></b>	<b><u>6.9%</u></b>

## North Lake Tahoe Marketing Cooperative A/R Aging Summary

As of October 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	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*	32,848.00	0.00	100,113.00	0.00	0.00	132,961.00
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
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	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
<b>TOTAL</b>	<b><u>32,848.00</u></b>	<b><u>0.00</u></b>	<b><u>100,113.00</u></b>	<b><u>0.00</u></b>	<b><u>3,551.34</u></b>	<b><u>136,512.34</u></b>

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

---

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustineldeas	0.00	60,733.48	0.00	0.00	0.00	60,733.48
Dean Runyan Associates	0.00	0.00	0.00	0.00	16,875.00	16,875.00
Fallon Multimedia	0.00	4,250.00	0.00	0.00	0.00	4,250.00
IVCB Visitors Bureau	10,235.67	5,518.29	0.00	0.00	0.00	15,753.96
MAHK Advertising	133,381.99	118,796.65	0.00	0.00	0.00	252,178.64
Regional Air Service Corporation	0.00	12,500.00	0.00	0.00	0.00	12,500.00
Tarsus Connect, LLC	0.00	0.00	3,250.00	0.00	0.00	3,250.00
<b>TOTAL</b>	<b><u>143,617.66</u></b>	<b><u>201,798.42</u></b>	<b><u>3,250.00</u></b>	<b><u>0.00</u></b>	<b><u>16,875.00</u></b>	<b><u>365,541.08</u></b>



**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Prev Year Comparison**  
**October 2022**

	Oct 22	Oct 21	\$ Change
<b>Income</b>			
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00
4001-00 · NLTRA Funding	32,848.00	59,817.65	-26,969.65
4004-00 · IVCBVB Entertainment	500.00	2,000.00	-1,500.00
<b>Total Income</b>	124,514.00	119,483.65	5,030.35
<b>Gross Profit</b>	124,514.00	119,483.65	5,030.35
<b>Expense</b>			
<b>5000-00 · CONSUMER MARKETING</b>			
5002-01 · Native Display	0.00	4,500.00	-4,500.00
5004-00 · Trip Advisor	10,777.76	11,428.87	-651.11
5005-00 · Paid Social	31,845.71	11,129.33	20,716.38
5005-01 · Digital Display / Retargeting	0.00	18,680.62	-18,680.62
5007-00 · Creative Production			
5007-01 · Creative Production	48,713.53	360.00	48,353.53
5007-02 · Website Production	2,970.00	0.00	2,970.00
5007-03 · Photo/Video Creative	1,657.50	2,244.40	-586.90
5007-00 · Creative Production - Other	0.00	127.50	-127.50
<b>Total 5007-00 · Creative Production</b>	53,341.03	2,731.90	50,609.13
5010-00 · Account Strategy & Management	0.00	7,000.00	-7,000.00
5016 · Video Streaming	0.00	34,957.41	-34,957.41
5018-00 · Media Commission	0.00	10,992.14	-10,992.14
5018-01 · Digital Ad Serving	444.88	181.04	263.84
5020-00 · Search Engine Marketing	16,620.83	4,077.29	12,543.54
5022-00 · Email	22,400.00	4,999.70	17,400.30
<b>Total 5000-00 · CONSUMER MARKETING</b>	135,430.21	110,678.30	24,751.91
5016-00 · CDE - Website Programs	35,730.85	0.00	35,730.85
<b>5110-00 · LEISURE SALES</b>			
5111-00 · FAMs - Domestic	-46.10	0.00	-46.10
5112-00 · Training / Sales Calls	1,680.59	0.00	1,680.59
5131-00 · FAMs -Intl - Travel Trade	37.90	0.00	37.90
5143-00 · Mountain Travel Symposium	2,450.00	0.00	2,450.00
5145-00 · TIA Annual Dues	218.75	0.00	218.75
<b>Total 5110-00 · LEISURE SALES</b>	4,341.14	0.00	4,341.14
<b>5200-00 · PUBLIC RELATIONS</b>			
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	5,000.00	-5,000.00
5202-00 · PR Program/ Content Dev - Blogs	0.00	402.36	-402.36
5204-00 · Media Mission(s)	200.00	262.66	-62.66
5206-00 · Digital Buy/ Social Media Boost	0.00	800.00	-800.00
5207-00 · Content Campaigns/Tools-My Emma	265.00	240.00	25.00
5210-00 · Content Dev - Newsletters	0.00	1,320.00	-1,320.00
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	-6,000.00
5214-00 · Social Takeover	0.00	107.42	-107.42
5221-00 · Photography & Video Asset Dev	1,741.80	0.00	1,741.80
<b>Total 5200-00 · PUBLIC RELATIONS</b>	2,206.80	14,132.44	-11,925.64
<b>6000-00 · CONFERENCE SALES</b>			
6005-00 · Paid Media	2,859.02	1,489.75	1,369.27
6006-00 · CVENT	13,410.37	711.87	12,698.50
6007-00 · Creative Production	6,675.92	0.00	6,675.92
6016-00 · MCC Search Engine Marketing	22.78	0.00	22.78
6018-00 · MCC Media Commission	392.23	265.59	126.64
6018-01 · MCC Digital Ad Serving	4.44	6.50	-2.06
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.33	-583.33
6152-00 · Client Events / Opportunities	808.06	1,500.00	-691.94
6153-00 · Chicago Sales Rep Support	2,665.79	83.33	2,582.46
<b>Total 6000-00 · CONFERENCE SALES</b>	26,838.61	4,640.37	22,198.24
<b>6100-00 · TRADE SHOWS</b>			
6157-00 · HPN Partner Conference	325.20	0.00	325.20
6160-00 · AllThingsMeetings Silicon Valley	675.00	0.00	675.00
6180-00 · Conference Direct CA	0.00	583.33	-583.33
<b>Total 6100-00 · TRADE SHOWS</b>	1,000.20	583.33	416.87
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>			
5009-00 · Fulfillment / Mail	17.99	0.00	17.99
5021-00 · RASC-Reno Air Service Corp	12,500.00	0.00	12,500.00
5123-00 · H SVC - High Sierra Visitors	208.33	166.67	41.66

12:45 PM

11/18/22

Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Prev Year Comparison**  
**October 2022**

	Oct 22	Oct 21	\$ Change
7002-00 · CRM Subscription	0.00	833.33	-833.33
7003-00 · IVCBVB Entertainment Fund	16.00	0.00	16.00
7004-00 · Research	2,377.00	1,904.76	472.24
7005-00 · Film Festival	0.00	15,000.00	-15,000.00
7007-00 · Destimetrics / DMX	8,440.75	0.00	8,440.75
7010-00 · Photo Management & Storage	0.00	620.75	-620.75
8700-00 · Automobile Expense*	366.24	16.80	349.44
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>23,926.31</b>	<b>18,542.31</b>	<b>5,384.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>			
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00
8003-00 · Website Hosting Maintenance	899.00	534.00	365.00
8004-00 · Website Strategy & Maintenance	0.00	7,500.00	-7,500.00
8005-00 · Website SEO Strategy/Maint	0.00	2,500.00	-2,500.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENAN...</b>	<b>5,149.00</b>	<b>14,784.00</b>	<b>-9,635.00</b>
<b>Total Expense</b>	<b>234,623.12</b>	<b>163,360.75</b>	<b>71,262.37</b>
<b>Net Income</b>	<b>-110,109.12</b>	<b>-43,877.10</b>	<b>-66,232.02</b>

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

Accrual Basis

October 2022

	Oct 22	Budget	Jul - Oct 22	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	91,166.00	91,166.00	364,664.00	364,664.00	1,094,000.00
4001-00 · NLTRA Funding	32,848.00	32,848.00	328,438.00	328,438.00	1,440,000.00
4004-00 · IVCBVB Entertainment	500.00	500.00	2,000.00	2,000.00	6,000.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>124,514.00</b>	<b>124,514.00</b>	<b>695,102.00</b>	<b>695,102.00</b>	<b>2,540,000.00</b>
<b>Gross Profit</b>	<b>124,514.00</b>	<b>124,514.00</b>	<b>695,102.00</b>	<b>695,102.00</b>	<b>2,540,000.00</b>
<b>Expense</b>					
<b>5000-00 · CONSUMER MARKETING</b>					
5001-01 · Podcast	0.00	6,943.00	0.00	12,501.00	25,000.00
5002-00 · Consumer Print	0.00		0.00		10,125.00
5002-01 · Native Display	0.00	3,350.00	5,040.00	35,540.00	100,372.00
5004-00 · Trip Advisor	10,777.76	12,270.00	24,634.39	22,086.00	61,947.00
5005-00 · Paid Social	31,845.71	27,654.00	73,788.35	59,589.00	139,248.00
5005-01 · Digital Display / Retargeting	0.00	18,675.00	37,591.19	43,925.00	110,620.00
5007-00 · Creative Production					
5007-01 · Creative Production	48,713.53	27,000.00	73,321.54	64,500.00	149,500.00
5007-02 · Website Production	2,970.00	3,500.00	10,860.00	11,000.00	34,000.00
5007-03 · Photo/Video Creative	1,657.50	2,617.50	13,809.00	10,470.00	32,670.00
5007-00 · Creative Production - Other	0.00	0.00	330.00	0.00	0.00
<b>Total 5007-00 · Creative Production</b>	<b>53,341.03</b>	<b>33,117.50</b>	<b>98,320.54</b>	<b>85,970.00</b>	<b>216,170.00</b>
5010-00 · Account Strategy & Management	0.00	8,500.00	25,500.00	34,000.00	102,000.00
5013-00 · Outdoor	0.00		0.00		100,000.00
5016 · Video Streaming	0.00	28,981.00	16,364.12	52,211.00	126,861.00
5017-00 · Rich Media	0.00	30,000.00	0.00	30,000.00	30,000.00
5018-00 · Media Commission	0.00	25,040.00	565.46	48,420.00	119,357.00
5018-01 · Digital Ad Serving	444.88	220.00	774.28	880.00	2,655.00
5020-00 · Search Engine Marketing	16,620.83	21,750.00	56,069.82	45,747.00	119,470.00
5022-00 · Email	22,400.00	0.00	27,999.66	5,000.00	20,000.00
5024-00 · Fusion 7	0.00	0.00		0.00	0.00
5025-00 · Expedia	0.00	15,000.00	16,800.00	15,000.00	15,000.00
5029-00 · Television	0.00	0.00	0.00	0.00	17,000.00
5030-00 · TravelZoo	0.00	27,780.00	0.00	50,000.00	50,000.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>135,430.21</b>	<b>259,280.50</b>	<b>383,447.81</b>	<b>540,869.00</b>	<b>1,365,825.00</b>
5016-00 · CDE - Website Programs	35,730.85		35,730.85		
<b>5110-00 · LEISURE SALES</b>					
5107-00 · Creative Production	0.00	500.00	360.00	1,000.00	2,000.00
5111-00 · FAMS - Domestic	-46.10	1,500.00	2,657.04	3,000.00	6,000.00
5112-00 · Training / Sales Calls	1,680.59	2,500.00	2,924.22	5,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	2,500.00	0.00	5,000.00	10,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	4,150.00
5131-00 · FAMS -Intl - Travel Trade	37.90	1,500.00	512.00	3,000.00	6,000.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	3,350.00
5134-00 · Intl Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 · Co-op Opportunities	0.00	5,000.00	0.00	5,000.00	20,000.00
5143-00 · Mountain Travel Symposium	2,450.00	0.00	2,450.00	0.00	5,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	13,000.00
5145-00 · TIA Annual Dues	218.75	0.00	875.00	0.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	0.00	35,000.00	35,000.00
5154-00 · Canada	0.00	0.00	0.00	30,000.00	30,000.00
5155-00 · California Star Program	0.00	0.00	0.00	0.00	3,000.00
5157-00 · International Efforts	0.00	5,000.00	0.00	10,000.00	20,000.00
<b>Total 5110-00 · LEISURE SALES</b>	<b>4,341.14</b>	<b>18,500.00</b>	<b>9,778.26</b>	<b>97,000.00</b>	<b>170,200.00</b>
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	18,000.00	24,000.00	72,000.00

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

Accrual Basis

October 2022

	Oct 22	Budget	Jul - Oct 22	YTD Budget	Annual Budget
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,500.00	5,475.90	6,000.00	18,000.00
5204-00 · Media Mission(s)	200.00	2,000.00	3,958.84	4,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	0.00	950.00	2,850.00	3,800.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	265.00	265.00	795.00	1,060.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	3,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	0.00	6,000.00	4,650.00	6,000.00	24,000.00
5210-00 · Content Dev - Newsletters	0.00	1,700.00	3,400.00	6,800.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	18,000.00	24,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	750.00	3,000.00
5214-00 · Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 · PR Content Development + Distri	0.00	0.00	0.00	1,200.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	19,000.00	19,000.00
5221-00 · Photography & Video Asset Dev	1,741.80	4,000.00	3,633.60	16,000.00	48,000.00
5222-00 · Media Tracking / Membership	0.00	883.00	0.00	1,766.00	3,532.00
5280-00 · PR Meals / Entertainment	0.00	250.00	0.00	500.00	1,000.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>2,206.80</b>	<b>32,548.00</b>	<b>60,763.34</b>	<b>117,876.00</b>	<b>328,312.00</b>
<b>6000-00 · CONFERENCE SALES</b>					
6003-00 · Geo-Fence Targeting	0.00	0.00	0.00	1,500.00	3,000.00
6004-00 · Email	0.00	0.00	360.00	0.00	4,800.00
6005-00 · Paid Media	2,859.02	2,292.00	9,511.05	9,160.00	41,500.00
6006-00 · CVENT	13,410.37	0.00	15,545.98	10,700.00	14,160.00
6007-00 · Creative Production	6,675.92	500.00	6,675.92	11,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	2,000.00	6,000.00
6015-00 · MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 · MCC Search Engine Marketing	22.78	0.00	1,380.70		
6018-00 · MCC Media Commission	392.23	303.00	753.45	2,602.00	7,862.43
6018-01 · MCC Digital Ad Serving	4.44	42.00	9.65	168.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.01	2,332.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.00	583.33	2,332.00	6,996.00
6152-00 · Client Events / Opportunities	808.06	2,500.00	808.06	5,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	2,665.79	2,500.00	2,999.12	5,000.00	10,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>26,838.61</b>	<b>9,803.00</b>	<b>39,026.27</b>	<b>52,794.00</b>	<b>124,814.43</b>
<b>6100-00 · TRADE SHOWS</b>					
6102-00 · Miscellaneous	0.00		23.57		
6111-00 · Site Inspections	0.00	1,500.00	0.00	3,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	0.00	0.00	6,500.00	5,000.00	5,000.00
6151-00 · Destination CA	0.00	0.00	0.00	5,000.00	5,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,500.00
6155-00 · Connect Trade Shows	0.00	0.00	4,416.40	10,000.00	10,000.00
6156-00 · Connect California	0.00	0.00	0.00	0.00	0.00
6156-02 · Connect Chicago	0.00	5,000.00	0.00	5,000.00	5,000.00
6156-05 · Connect Northwest	0.00	0.00	0.00	0.00	0.00
6157-00 · HPN Partner Conference	325.20	0.00	325.20	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silcon Valley	675.00	0.00	675.00	5,000.00	5,000.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6166-00 · Sports Commission	0.00	0.00	0.00	0.00	0.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	0.00	0.00	2,000.00
6171-00 · Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00	8,000.00
6182-00 · Destination Celebration	0.00	0.00	925.00	1,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	5,000.00	5,000.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>1,000.20</b>	<b>6,500.00</b>	<b>12,865.17</b>	<b>49,000.00</b>	<b>75,000.00</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	0.00	2,500.00	0.00	5,000.00	10,000.00
5009-00 · Fulfillment / Mail	17.99	200.00	553.97	800.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	12,500.00	25,000.00	37,500.00	50,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	749.96	666.68	2,000.04
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00

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

Accrual Basis

October 2022

	Oct 22	Budget	Jul - Oct 22	YTD Budget	Annual Budget
7002-00 · CRM Subscription	0.00	833.33	2,500.00	3,333.32	11,499.96
7003-00 · IVCBVB Entertainment Fund	16.00	500.00	236.15	2,000.00	6,000.00
7004-00 · Research	2,377.00	3,820.00	9,210.15	46,340.00	76,900.00
7005-00 · Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	20,000.00
7007-00 · Destimetrics / DMX	8,440.75	8,440.75	16,881.50	16,881.50	33,763.00
7008-00 · Opportunistic Funds	0.00	0.00	0.00	0.00	50,000.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,124.00
7010-00 · Photo Management & Storage	0.00	658.25	0.00	2,717.00	8,233.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 · Collateral Production / Printin	0.00	250.00	0.00	10,500.00	11,000.00
8600-00 · Staff Industry Travel	0.00	2,500.00	0.00	5,000.00	10,000.00
8700-00 · Automobile Expense*	366.24	400.00	401.52	1,600.00	4,800.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>23,926.31</b>	<b>45,269.00</b>	<b>83,033.25</b>	<b>160,838.50</b>	<b>389,720.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	17,000.00	17,000.00	51,000.00
8003-00 · Website Hosting Maintenance	899.00	534.00	1,443.00	1,068.00	2,161.00
8004-00 · Website Strategy & Maintenance	0.00	7,500.00	22,500.00	30,000.00	90,000.00
8005-00 · Website SEO Strategy/Maint	0.00	2,500.00	7,500.00	10,000.00	30,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>5,149.00</b>	<b>14,784.00</b>	<b>48,443.00</b>	<b>58,068.00</b>	<b>173,161.00</b>
<b>Total Expense</b>	<b>234,623.12</b>	<b>386,684.50</b>	<b>673,087.95</b>	<b>1,076,445.50</b>	<b>2,627,032.43</b>
<b>Net Income</b>	<b>-110,109.12</b>	<b>-262,170.50</b>	<b>22,014.05</b>	<b>-381,343.50</b>	<b>-87,032.43</b>