

Committee Members:

Treasurer: Dan Tester, Granite Peak Management **Jim Phelan**, Tahoe City Marina
David Brown, CPA | **Ramona Cruz**, Tahoe City Public Utility District
Placer County Representative: Stephanie Holloway

Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Join Zoom

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as authorized by AB 361

Meeting ID: **843 6704 3185**

Passcode: **203540**

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

- | | |
|-----------|--|
| 3:30 p.m. | 1. Call to Order – Establish Quorum |
| 3:35 p.m. | 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 3:40 p.m. | 3. Agenda Amendments and Approval |
| 3:45 p.m. | 4. Approval of Finance Committee Meeting Minutes from Nov 30, 2022 |
| | 5. Review and Approval of Preliminary Financials:
a) Review Staff Report of Financial Performance
b) NLTRA 11/30/22 Financials Review (Motion)
c) NLTMC 11/30/22 Financial Review |
| 4:10 p.m. | 7. CEO Expense Report
a) Review and Approval of Nov 2022 CEO Expense Report |
| 4:15 p.m. | 8. Items for Committee Review, Discussion/or Recommendations |

9. Agenda Input for Next Finance Committee Meeting & Next Meeting Date

10. Committee Member Comments

4:30 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

12/31/2022

To: North Lake Resort Association (NLTRA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for November 30, 2022

Summary of preliminary NLTRA financial results for November 30, 2022

- Cash – I renamed the first two cash accounts for better clarity. TBID Disbursements is the account used for check writing activity. TBID funding is the account where deposits are received from the county. TBID funding is also the account currently used for payroll and the Visitors Center
- Accounts Receivable- \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID – This account exists because of the one-to-three-month lag between the time revenue is assessed to the time cash is actually collected. Also, revenue is estimated for the current month but the actual revenue collected is not know for several months. After my initial reconciliation, I've concluded the 21/22 TBID revenue of \$5.81m should be increased \$310k to a total \$6.12m for the fiscal year. This would increase this AR account to \$1.8m and accurately reflect the 22/23 activity. This adjustment will be reviewed before the 21/22 audited financials are published.
- Accounts Receivable Other -\$10k is related to fraud charges from prior year. We are researching if this is collectable.
- Deposits \$1672 – Most of this is over four years old and should be written off
- Accounts Payable – Other - TBID members that are due refunds
- Revenues – Actual July through October revenue collected so far is \$2,058,500, which corelates with cash collections August through November. Actual revenue is trending \$665,000 or 48% over prior year and \$356,500 under budget for the same period. For the period July through October, we saw 23% of our total revenue in prior year. If we assume \$6,000,000 in total revenue this year, then we have earned 34% of our total revenue so far. The budget was forecasting 40% of total revenue for the same period. December was the third largest revenue month last year, I recommend we wait until December revenue is known before considering if a reforecast is needed.
- Salaries & Wages – reflects two pay period same as October
- Repair and Maintenance - \$6,835 for snow removal.
- Professional Fees - \$17k was consulting for Grant Cycles
- NLTMC Contributions YTD actual is \$159k less than budget due to the returning of excess funds from 21/22 fiscal year. This is recorded in 21/22 on NLTMC's financials. This period adjustment will be reviewed before the 21/22 audited financials are published.

- In-Market/Tourism – \$10k to Augustine for rebrand

Summary of preliminary NLTMC financial results for November 30, 2022

- Accounts Receivable includes \$83,343 due from NLTRA received in December
- Income follows budget
- YTD actual expenses are under budget by \$377k

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

November 30, 2022

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Five Months Ending Wednesday, November 30, 2022

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12/31/2022
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	YTD		
	Nov 2022	Nov 2021	Variance
	2022	2021	
Current Assets			
Cash - TBID Disbursements	3,413,595	0	(3,413,595)
Cash - TBID Funding	3,184,855	1,697,348	(1,487,508)
Special Event Funding	1,514	39,803	38,289
Cash Flow Reserve	101,122	100,976	(146)
Marketing Reserve	50,401	50,356	(45)
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	1,470,399	0	(1,470,399)
Accounts Receivable - TOT	0	432,499	432,499
Accounts Receivable - Chamber	(286)	0	286
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	23,864	26,867	3,003
Gift Cards Outstanding	18	18	0
Prepaid Expenses	5,119	6,500	1,381
Prepaid Postage	100	100	0
Prepaid Insurance	2,754	2,689	(65)
Deposits	1,672	1,150	(522)
Total Current Assets	8,366,363	2,444,456	(5,921,906)
Fixed Assets			
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
Total Fixed Assets	5,805	7,791	1,986
Total Assets	\$8,372,168	\$2,452,247	(\$5,919,921)
Liabilities			
Current Liabilities			
Accounts Payable	215,332	69,892	145,440
Accounts Payable - Other	23,835	22,140	1,695
Salaries & Wages Payable	8,558	41,223	(32,665)
Incentives Payable	53,615	44,055	9,560
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	70,417	200,350	(129,933)
Deferred Revenue - Membership Dues	17,525	20,827	(3,302)
Deferred Revenue - TMBC	1,290	1,290	0
Due To/From BOTW CC	(19,775)	0	(19,775)
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>
Total Current Liabilities	1,598,061	1,947,457	349,397
Sales Tax Payable	274	2,877	(2,603)
Use Tax Payable	25	1,418	(1,393)
Total Tax Payable	299	4,295	3,996
Long-Term Debt			
Total Liabilities	1,598,360	1,951,752	353,393
Marketing Reserve	0	50,018	(50,018)
Cash Flow Reserve	0	100,839	(100,839)
Designated Marketing Reserve	0	331,856	(331,856)
Unrestricted Net Assets	17,493	17,781	(288)
TBID Reserve	4,884,687	0	4,884,687
Net Income	1,871,628	0	1,871,628
Total Equity	6,773,808	500,495	(6,273,313)

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Five Months Ending Wednesday, November 30, 2022

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	YTD		
	Nov 2022	Nov 2021	
	2022	2021	Variance
Liabilities & Shareholder Equity	<u>\$8,372,168</u>	<u>\$2,452,247</u>	<u>(\$5,919,921)</u>

PL - Budget vs Actual

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

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	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	432,275	432,275	0	2,847,138	2,847,138	0
Chamber Revenue - Member Dues	0	0	0	24,058	20,000	4,058
Retail Revenue	8,387	4,000	4,387	52,075	39,000	13,075
Retail Revenue - Merchandise Sales	100	0	100	1,267	0	1,267
Revenue - Other	60	0	60	60	0	60
Revenue - Interest & Investments						
Total Revenues	440,822	436,275	4,547	2,924,598	2,906,138	18,461
Cost of Goods Sold	4,098	2,375	1,723	26,248	11,875	14,373
Freight & Shipping Costs	224	0	224	459	0	459
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	4,322	2,375	1,947	27,245	11,875	15,370
Gross Profit	436,500	433,900	2,600	2,897,354	2,894,263	3,091
Salaries & Wages	72,539	115,644	(43,105)	364,222	578,221	(213,999)
P/R - Tax Expense	5,905	11,523	(5,618)	30,899	57,614	(26,715)
P/R - Health Insurance Expense	10,584	21,414	(10,830)	32,384	107,072	(74,688)
P/R - Workmans Comp	0	4,086	(4,086)	0	20,428	(20,428)
401(k)	1,760	4,279	(2,519)	9,613	21,395	(11,783)
Other Benefits & Expenses	132	407	(275)	1,508	2,033	(526)
Rent	13,300	13,931	(631)	67,736	69,655	(1,918)
Rent - Other	437	0	437	874	0	874
Utilities	1,191	1,677	(486)	4,630	8,384	(3,755)
Repairs & Maintenance	6,835	1,331	5,504	9,743	6,653	3,090
Telephone & Internet	540	1,644	(1,104)	2,890	8,218	(5,328)
Supplies	471	0	471	848	0	848
Supplies - Office	2,770	1,200	1,570	6,072	6,186	(114)
Supplies - Computer	2,665	0	2,665	11,479	12,700	(1,221)
Mail	0	559	(559)	11,281	2,797	8,483
Mail - USPS	386	0	386	661	0	661
Mail - Fedex/UPS	133	0	133	133	0	133
Taxes, Licenses, Fees	2,677	8,771	(6,094)	15,725	43,854	(28,129)
Credit Card Fees	200	125	75	514	625	(111)
Dues & Subscriptions	1,985	1,317	669	6,338	6,583	(246)
Insurance/Bonding	5,163	1,250	3,913	7,789	6,250	1,539
Associate Relations	0	567	(567)	830	2,833	(2,004)
Training/Seminars	0	692	(692)	4,200	3,458	742
Travel	0	342	(342)	0	1,708	(1,708)
Automobile Expenses	429	417	13	810	2,083	(1,274)
Meals & Meetings	574	633	(59)	621	3,167	(2,546)
Board Functions	5,561	4,000	1,561	14,288	20,000	(5,713)
Professional Fees	17,947	5,750	12,197	47,248	28,750	18,498
Professional Fees - Attorney	1,956	2,500	(544)	6,641	12,500	(5,859)
Professional Fees - Accountant	1,995	25,000	(23,005)	8,620	25,000	(16,380)
Equipment Support & Maintenance	2,852	2,917	(65)	13,317	14,583	(1,266)
Equipment Rental/Leasing	172	718	(546)	802	2,839	(2,037)
Depreciation	0	153	(153)	153	764	(611)
Event Sponsorships	0	0	0	4,000	140,000	(136,000)
Special Event Partnership Funding	0	50,000	(50,000)	1,250	50,000	(48,750)
NLTMC Contributions	50,495	50,495	0	219,834	378,933	(159,099)
Non-NLTMC Marketing	9,150	8,917	233	35,400	44,583	(9,183)
In-Market/Tourism	10,840	0	10,840	33,763	0	33,763
Media/Collateral/Production	938	0	938	1,313	0	1,313
Additional Opportunities	0	155,078	(155,078)	42,550	775,390	(732,840)
Chamber Activities	0	832	(832)	4,750	4,159	591
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,250	(1,250)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	0	96,715	(96,715)	0	414,441	(414,441)
Total Operating Expenses	232,584	595,130	(362,547)	1,025,726	2,919,612	(1,893,886)
Net Operating Income	203,917	(161,231)	365,147	1,871,628	(25,349)	1,896,977

PL - Budget vs Actual

PL - Budget vs Actual

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

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	<u>Nov 2022</u>			<u>Fiscal 2022</u>		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Other Expense/<Income>						
Net Income	<u>203,917</u>	<u>(161,231)</u>	<u>365,147</u>	<u>1,871,628</u>	<u>(25,349)</u>	<u>1,896,977</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	226,945	226,944	1	1,494,748	1,494,747	1
Revenue - Interest & Investments						
Total Revenues	226,945	226,944	1	1,494,748	1,494,747	1
Gross Profit	226,945	226,944	1	1,494,748	1,494,747	1
Salaries & Wages	18,812	34,999	(16,187)	84,935	174,996	(90,061)
P/R - Tax Expense	1,438	3,500	(2,061)	6,981	17,500	(10,518)
P/R - Health Insurance Expense	3,435	7,023	(3,588)	8,411	35,115	(26,703)
P/R - Workmans Comp	0	1,227	(1,227)	0	6,135	(6,135)
401(k)	337	1,327	(990)	2,058	6,633	(4,575)
Other Benefits & Expenses	0	137	(137)	12	683	(671)
Rent	2,227	2,529	(302)	11,135	12,646	(1,511)
Utilities	90	452	(362)	572	2,259	(1,686)
Telephone & Internet	0	468	(468)	125	2,342	(2,217)
Supplies - Office	0	50	(50)	0	436	(436)
Supplies - Computer	0	0	0	134	5,000	(4,866)
Mail	0	126	(126)	0	631	(631)
Taxes, Licenses, Fees	0	63	(63)	0	313	(313)
Dues & Subscriptions	731	125	606	1,381	625	756
Associate Relations	0	83	(83)	63	417	(353)
Travel	0	58	(58)	0	292	(292)
Automobile Expenses	0	83	(83)	0	417	(417)
Meals & Meetings	0	42	(42)	0	208	(208)
Equipment Rental/Leasing	0	241	(241)	0	954	(954)
Event Sponsorships	0	0	0	3,500	140,000	(136,500)
Special Event Partnership Funding	0	50,000	(50,000)	1,250	50,000	(48,750)
NLTMC Contributions	50,495	50,495	0	219,834	378,933	(159,099)
Non-NLTMC Marketing	9,150	6,833	2,317	26,250	34,167	(7,917)
In-Market/Tourism	10,728	0	10,728	21,014	0	21,014
Additional Opportunities	0	35,340	(35,340)	0	176,701	(176,701)
Allocated Administrative Overhead	58,429	36,139	22,290	273,841	154,864	118,977
Total Operating Expenses	155,872	231,341	(75,469)	661,499	1,202,265	(540,766)
Net Operating Income	71,073	(4,397)	75,470	833,249	292,483	540,767
Other Expense/<Income>						
Net Income	71,073	(4,397)	75,470	833,249	292,483	540,767

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	63,977	63,977	0	421,377	421,376	0
Revenue - Interest & Investments						
Total Revenues	63,977	63,977	0	421,377	421,376	0
Gross Profit	63,977	63,977	0	421,377	421,376	0
Salaries & Wages	1,385	3,831	(2,446)	6,976	19,155	(12,179)
P/R - Tax Expense	106	383	(277)	556	1,916	(1,359)
P/R - Health Insurance Expense	0	616	(616)	0	3,078	(3,078)
P/R - Workmans Comp	0	134	(134)	0	672	(672)
401(k)	55	153	(98)	291	766	(475)
Other Benefits & Expenses	0	10	(10)	0	50	(50)
Rent	396	174	222	1,980	870	1,109
Utilities	0	33	(33)	0	165	(165)
Telephone & Internet	0	34	(34)	0	171	(171)
Supplies - Office	0	83	(83)	0	417	(417)
Supplies - Computer	0	0	0	134	700	(566)
Taxes, Licenses, Fees	0	25	(25)	0	125	(125)
Dues & Subscriptions	0	17	(17)	0	83	(83)
Associate Relations	0	17	(17)	0	83	(83)
Automobile Expenses	0	42	(42)	0	208	(208)
Meals & Meetings	0	83	(83)	0	417	(417)
Equipment Rental/Leasing	0	18	(18)	0	70	(70)
Non-NLTMC Marketing	0	417	(417)	0	2,083	(2,083)
Additional Opportunities	0	68,348	(68,348)	30,100	341,738	(311,638)
Allocated Administrative Overhead	1,164	10,188	(9,024)	4,332	43,657	(39,324)
Total Operating Expenses	3,106	84,605	(81,499)	44,369	416,425	(372,056)
Net Operating Income	60,871	(20,628)	81,500	377,008	4,952	372,056
Other Expense/<Income>						
Net Income	60,871	(20,628)	81,500	377,008	4,952	372,056

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	31,556	31,556	0	207,841	207,841	0
Retail Revenue	8,387	4,000	4,387	52,075	39,000	13,075
Retail Revenue - Merchandise Sales	100	0	100	1,267	0	1,267
Revenue - Interest & Investments						
Total Revenues	40,043	35,556	4,487	261,184	246,841	14,343
Cost of Goods Sold	4,098	2,375	1,723	26,248	11,875	14,373
Freight & Shipping Costs	224	0	224	459	0	459
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	0	0	0	524	0	524
Total Cost of Goods Sold	4,322	2,375	1,947	27,245	11,875	15,370
Gross Profit	35,721	33,181	2,540	233,939	234,966	(1,027)
Salaries & Wages	8,967	13,002	(4,034)	70,017	65,010	5,008
P/R - Tax Expense	686	1,259	(573)	6,665	6,293	372
P/R - Health Insurance Expense	0	2,013	(2,013)	85	10,065	(9,980)
P/R - Workmans Comp	0	487	(487)	0	2,435	(2,435)
401(k)	359	337	22	2,070	1,684	386
Other Benefits & Expenses	0	40	(40)	15	200	(185)
Rent	6,650	6,848	(198)	33,250	34,238	(988)
Utilities	0	465	(465)	460	2,325	(1,865)
Telephone & Internet	50	137	(87)	150	685	(535)
Supplies	471	0	471	848	0	848
Supplies - Office	613	458	154	621	2,292	(1,670)
Supplies - Computer	0	0	0	294	0	294
Mail	0	17	(17)	0	83	(83)
Taxes, Licenses, Fees	0	25	(25)	0	125	(125)
Credit Card Fees	200	125	75	514	625	(111)
Dues & Subscriptions	0	17	(17)	0	83	(83)
Associate Relations	0	42	(42)	118	208	(90)
Automobile Expenses	201	83	118	201	417	(215)
Meals & Meetings	542	8	534	542	42	501
Equipment Rental/Leasing	0	71	(71)	139	279	(141)
Non-NLTMC Marketing	0	417	(417)	0	2,083	(2,083)
Additional Opportunities	0	15,101	(15,101)	0	75,505	(75,505)
Allocated Administrative Overhead	11,236	5,025	6,211	47,640	21,533	26,107
Total Operating Expenses	29,975	45,975	(16,000)	163,630	226,210	(62,580)
Net Operating Income	5,746	(12,794)	18,540	70,309	8,756	61,553
Other Expense/<Income>						
Net Income	5,746	(12,794)	18,540	70,309	8,756	61,553

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	23,775	23,775	0	156,592	156,593	0
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Revenue - Interest & Investments						
Total Revenues	23,775	23,775	0	156,592	176,593	(20,000)
Gross Profit	23,775	23,775	0	156,592	176,593	(20,000)
Salaries & Wages	1,385	10,856	(9,471)	7,175	54,280	(47,105)
P/R - Tax Expense	106	1,086	(980)	545	5,428	(4,883)
P/R - Health Insurance Expense	0	2,869	(2,869)	0	14,347	(14,347)
P/R - Workmans Comp	0	381	(381)	0	1,903	(1,903)
401(k)	55	384	(329)	285	1,921	(1,636)
Other Benefits & Expenses	0	43	(43)	0	217	(217)
Rent	464	904	(440)	2,320	4,522	(2,202)
Utilities	0	143	(143)	0	716	(716)
Telephone & Internet	175	149	27	175	743	(568)
Supplies - Office	0	150	(150)	0	750	(750)
Supplies - Computer	0	0	0	268	700	(432)
Taxes, Licenses, Fees	0	25	(25)	0	125	(125)
Dues & Subscriptions	780	17	763	2,730	83	2,647
Associate Relations	0	42	(42)	0	208	(208)
Automobile Expenses	138	42	96	138	208	(71)
Meals & Meetings	0	83	(83)	0	417	(417)
Equipment Rental/Leasing	0	77	(77)	0	303	(303)
Non-NLTMC Marketing	0	417	(417)	9,150	2,083	7,067
Additional Opportunities	0	0	0	12,450	0	12,450
Chamber Activities	0	832	(832)	4,750	4,159	591
Chamber Activities - Membership M...	0	0	0	0	4,500	(4,500)
Chamber Activities - TMBC	0	250	(250)	0	1,250	(1,250)
Chamber Activities - Community Aw...	0	0	0	0	30,000	(30,000)
Allocated Administrative Overhead	1,861	3,589	(1,728)	5,591	15,381	(9,790)
Total Operating Expenses	4,964	22,338	(17,374)	45,577	144,244	(98,667)
Net Operating Income	18,811	1,437	17,374	111,015	32,349	78,667
Other Expense/<Income>						
Net Income	18,811	1,437	17,374	111,015	32,349	78,667

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	32,853	32,853	0	216,383	216,382	0
Revenue - Interest & Investments						
Total Revenues	32,853	32,853	0	216,383	216,382	0
Gross Profit	32,853	32,853	0	216,383	216,382	0
Salaries & Wages	1,385	7,429	(6,044)	6,976	37,143	(30,167)
P/R - Tax Expense	106	743	(637)	556	3,714	(3,158)
P/R - Health Insurance Expense	0	1,490	(1,490)	0	7,448	(7,448)
P/R - Workmans Comp	0	260	(260)	0	1,302	(1,302)
401(k)	55	297	(242)	291	1,486	(1,195)
Other Benefits & Expenses	0	23	(23)	0	117	(117)
Rent	569	406	163	2,846	2,031	815
Utilities	0	77	(77)	0	386	(386)
Telephone & Internet	0	80	(80)	0	400	(400)
Supplies - Office	0	42	(42)	0	208	(208)
Supplies - Computer	0	0	0	134	1,750	(1,616)
Taxes, Licenses, Fees	0	25	(25)	0	125	(125)
Dues & Subscriptions	0	17	(17)	0	83	(83)
Associate Relations	0	17	(17)	0	83	(83)
Automobile Expenses	0	42	(42)	0	208	(208)
Meals & Meetings	0	42	(42)	0	208	(208)
Equipment Rental/Leasing	0	41	(41)	0	163	(163)
Non-NLTMC Marketing	0	417	(417)	0	2,083	(2,083)
Additional Opportunities	0	28,299	(28,299)	0	141,497	(141,497)
Allocated Administrative Overhead	1,268	5,232	(3,964)	4,689	22,418	(17,729)
Total Operating Expenses	3,383	44,977	(41,594)	15,492	222,854	(207,362)
Net Operating Income	29,470	(12,124)	41,594	200,890	(6,472)	207,362
Other Expense/<Income>						
Net Income	29,470	(12,124)	41,594	200,890	(6,472)	207,362

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

8 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	14,265	14,265	0	93,956	93,956	0
Revenue - Interest & Investments						
Total Revenues	14,265	14,265	0	93,956	93,956	0
Gross Profit	14,265	14,265	0	93,956	93,956	0
Salaries & Wages	1,385	6,095	(4,711)	6,976	30,476	(23,500)
P/R - Tax Expense	106	610	(504)	556	3,048	(2,492)
P/R - Health Insurance Expense	0	1,036	(1,036)	0	5,182	(5,182)
P/R - Workmans Comp	0	214	(214)	0	1,069	(1,069)
401(k)	55	244	(188)	291	1,219	(928)
Other Benefits & Expenses	0	17	(17)	0	83	(83)
Rent	458	290	168	2,289	1,451	838
Utilities	19	55	(36)	118	275	(157)
Telephone & Internet	0	57	(57)	0	286	(286)
Supplies - Office	0	42	(42)	0	208	(208)
Supplies - Computer	0	0	0	134	1,050	(916)
Taxes, Licenses, Fees	0	25	(25)	0	125	(125)
Dues & Subscriptions	0	17	(17)	0	83	(83)
Associate Relations	0	17	(17)	0	83	(83)
Automobile Expenses	0	42	(42)	0	208	(208)
Meals & Meetings	0	42	(42)	0	208	(208)
Equipment Rental/Leasing	0	29	(29)	0	116	(116)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	0	2,083	(2,083)
Additional Opportunities	0	7,990	(7,990)	0	39,950	(39,950)
Allocated Administrative Overhead	1,212	2,272	(1,060)	5,201	9,734	(4,533)
Total Operating Expenses	3,234	19,509	(16,274)	16,066	96,938	(80,872)
Net Operating Income	11,031	(5,243)	16,274	77,890	(2,982)	80,872
Other Expense/<Income>						
Net Income	11,031	(5,243)	16,274	77,890	(2,982)	80,872

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

9 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	21,614	21,614	0	142,357	142,357	0
Revenue - Interest & Investments						
Total Revenues	21,614	21,614	0	142,357	142,357	0
Gross Profit	21,614	21,614	0	142,357	142,357	0
Allocated Administrative Overhead	11,629	34,270	(22,641)	25,637	146,854	(121,217)
Total Operating Expenses	11,629	34,270	(22,641)	25,637	146,854	(121,217)
Net Operating Income	9,985	(12,656)	22,641	116,720	(4,497)	121,217
Other Expense/<Income>						
Net Income	9,985	(12,656)	22,641	116,720	(4,497)	121,217

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

10 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	8,645	8,646	(1)	56,942	56,943	0
Revenue - Interest & Investments						
Total Revenues	8,645	8,646	(1)	56,942	56,943	0
Gross Profit	8,645	8,646	(1)	56,942	56,943	0
Taxes, Licenses, Fees	0	7,333	(7,333)	7,167	36,667	(29,500)
Total Operating Expenses	0	7,333	(7,333)	7,167	36,667	(29,500)
Net Operating Income	8,645	1,312	7,333	49,776	20,276	29,500
Other Expense/<Income>						
Net Income	8,645	1,312	7,333	49,776	20,276	29,500

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

11 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	8,645	8,646	(1)	56,942	56,943	0
Revenue - Other	60	0	60	60	0	60
Revenue - Interest & Investments						
Total Revenues	8,705	8,646	60	57,002	56,943	60
Gross Profit	8,705	8,646	60	57,002	56,943	60
Utilities	62	0	62	395	0	395
Dues & Subscriptions	0	0	0	430	0	430
Allocated Administrative Overhead	37	0	37	37	0	37
Total Operating Expenses	99	0	99	862	0	862
Net Operating Income	8,606	8,646	(39)	56,140	56,943	(802)
Other Expense/<Income>						
Net Income	8,606	8,646	(39)	56,140	56,943	(802)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:10 CAP/TOT/ Housing&Trans

12 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
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	0	0	0	29	0	29
Total Operating Expenses	<u>0</u>	<u>0</u>	<u>0</u>	<u>49</u>	<u>0</u>	<u>49</u>
Net Operating Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(49)</u>	<u>0</u>	<u>(49)</u>
Other Expense/<Income>						
Net Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>(49)</u>	<u>0</u>	<u>(49)</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

13 of 14
12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Chamber Revenue - Member Dues	0	0	0	24,058	0	24,058
Revenue - Interest & Investments						
Total Revenues	0	0	0	24,058	0	24,058
Gross Profit	0	0	0	24,058	0	24,058
Salaries & Wages	9,385	0	9,385	30,500	0	30,500
P/R - Tax Expense	647	0	647	2,738	0	2,738
P/R - Health Insurance Expense	2,540	0	2,540	2,540	0	2,540
401(k)	0	0	0	652	0	652
Utilities	20	0	20	128	0	128
In-Market/Tourism	113	0	113	113	0	113
Allocated Administrative Overhead	7,617	0	7,617	7,617	0	7,617
Total Operating Expenses	20,321	0	20,321	44,288	0	44,288
Net Operating Income	(20,321)	0	(20,321)	(20,230)	0	(20,230)
Other Expense/<Income>						
Net Income	(20,321)	0	(20,321)	(20,230)	0	(20,230)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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12/31/2022
11:19 AM

	Nov 2022			Fiscal 2022		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Interest & Investments						
Salaries & Wages	29,837	39,432	(9,596)	150,614	197,162	(46,548)
P/R - Tax Expense	2,710	3,943	(1,233)	12,324	19,716	(7,393)
P/R - Health Insurance Expense	4,609	6,368	(1,759)	21,348	31,838	(10,490)
P/R - Workmans Comp	0	1,383	(1,383)	0	6,913	(6,913)
401(k)	843	1,537	(695)	3,686	7,686	(4,001)
Other Benefits & Expenses	132	137	(5)	1,481	683	797
Rent	2,536	2,779	(243)	13,917	13,896	21
Rent - Other	437	0	437	874	0	874
Utilities	1,001	452	549	2,956	2,258	697
Repairs & Maintenance	6,835	1,331	5,504	9,743	6,653	3,090
Telephone & Internet	315	718	(403)	2,440	3,592	(1,152)
Supplies - Office	2,158	375	1,783	5,451	1,875	3,576
Supplies - Computer	2,665	0	2,665	10,379	3,500	6,879
Mail	0	417	(417)	11,281	2,083	9,197
Mail - USPS	386	0	386	661	0	661
Mail - Fedex/UPS	133	0	133	133	0	133
Taxes, Licenses, Fees	2,677	1,250	1,427	8,558	6,250	2,308
Dues & Subscriptions	474	1,108	(634)	1,796	5,542	(3,746)
Insurance/Bonding	5,163	1,250	3,913	7,789	6,250	1,539
Associate Relations	0	350	(350)	649	1,750	(1,101)
Training/Seminars	0	692	(692)	4,200	3,458	742
Travel	0	283	(283)	0	1,417	(1,417)
Automobile Expenses	91	83	7	471	417	54
Meals & Meetings	32	333	(302)	78	1,667	(1,588)
Board Functions	5,561	4,000	1,561	14,288	20,000	(5,713)
Professional Fees	17,947	5,750	12,197	47,248	28,750	18,498
Professional Fees - Attourney	1,956	2,500	(544)	6,641	12,500	(5,859)
Professional Fees - Accountant	1,995	25,000	(23,005)	8,620	25,000	(16,380)
Equipment Support & Maintenance	2,852	2,917	(65)	13,317	14,583	(1,266)
Equipment Rental/Leasing	172	241	(69)	663	954	(291)
Depreciation	0	153	(153)	153	764	(611)
In-Market/Tourism	0	0	0	12,636	0	12,636
Media/Collateral/Production	938	0	938	1,313	0	1,313
Allocated Administrative Overhead	(94,453)	0	(94,453)	(374,615)	0	(374,615)
Total Operating Expenses	0	104,782	(104,782)	1,091	427,157	(426,066)
Net Operating Income	0	(104,782)	104,782	(1,091)	(427,157)	426,066
Other Expense/<Income>						
Net Income	0	(104,782)	104,782	(1,091)	(427,157)	426,066

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2022

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2022

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of November 30, 2022

	<u>Nov 30, 22</u>	<u>Nov 30, 21</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	84,464.93	325,104.47	-240,639.54	-74.0%
Total Checking/Savings	84,464.93	325,104.47	-240,639.54	-74.0%
Accounts Receivable				
1200-00 · Accounts Receivable	86,894.34	666.00	86,228.34	12,947.2%
Total Accounts Receivable	86,894.34	666.00	86,228.34	12,947.2%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	171,459.27	325,870.47	-154,411.20	-47.4%
Other Assets				
1400-00 · Prepaid Expenses	59,506.94	97,235.07	-37,728.13	-38.8%
Total Other Assets	59,506.94	97,235.07	-37,728.13	-38.8%
TOTAL ASSETS	<u>230,966.21</u>	<u>423,105.54</u>	<u>-192,139.33</u>	<u>-45.4%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	154,707.83	106,900.53	47,807.30	44.7%
Total Accounts Payable	154,707.83	106,900.53	47,807.30	44.7%
Total Current Liabilities	154,707.83	106,900.53	47,807.30	44.7%
Total Liabilities	154,707.83	106,900.53	47,807.30	44.7%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	-10,505.94	123,536.28	-134,042.22	-108.5%
Total Equity	76,258.38	316,205.01	-239,946.63	-75.9%
TOTAL LIABILITIES & EQUITY	<u>230,966.21</u>	<u>423,105.54</u>	<u>-192,139.33</u>	<u>-45.4%</u>

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of November 30, 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	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*	50,495.00	32,848.00	0.00	0.00	0.00	83,343.00
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
TOTAL	<u>50,495.00</u>	<u>32,848.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>86,894.34</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of November 30, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
CrowdRiff	19,845.00	0.00	0.00	0.00	0.00	19,845.00
Gate 7 Pty Ltd*	17,445.96	0.00	0.00	0.00	0.00	17,445.96
HelmsBriscoe Performance Group, Inc.	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Jeff Dow Photography	0.00	1,222.56	0.00	0.00	0.00	1,222.56
MAHK Advertising	75,783.11	0.00	0.00	0.00	0.00	75,783.11
Regional Air Service Corporation	12,500.00	0.00	12,500.00	0.00	0.00	25,000.00
Ryan Salm Photography	8,131.20	0.00	0.00	0.00	0.00	8,131.20
UC Davis Tahoe Environmental Research Cen	0.00	280.00	0.00	0.00	0.00	280.00
TOTAL	<u>133,705.27</u>	<u>8,502.56</u>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>154,707.83</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

November 2022

	Nov 22	Nov 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	50,495.00	65,225.98	-14,730.98	-22.6%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	142,161.00	122,891.98	19,269.02	15.7%
Gross Profit	142,161.00	122,891.98	19,269.02	15.7%
Expense				
5000-00 · CONSUMER MARKETING				
5004-00 · Trip Advisor	5,499.00	2,985.54	2,513.46	84.2%
5005-00 · Paid Social	13,745.83	3,425.98	10,319.85	301.2%
5005-01 · Digital Display / Retargeting	15,108.63	11,619.22	3,489.41	30.0%
5007-00 · Creative Production				
5007-01 · Creative Production	4,350.00	1,981.20	2,368.80	119.6%
5007-02 · Website Production	1,260.00	0.00	1,260.00	100.0%
5007-03 · Photo/Video Creative	4,638.98	2,480.65	2,158.33	87.0%
Total 5007-00 · Creative Production	10,248.98	4,461.85	5,787.13	129.7%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5016 · Video Streaming	16,132.55	17,635.73	-1,503.18	-8.5%
5017-00 · Rich Media	0.00	600.00	-600.00	-100.0%
5018-00 · Media Commission	8,292.45	6,735.34	1,557.11	23.1%
5018-01 · Digital Ad Serving	417.12	102.54	314.58	306.8%
5020-00 · Search Engine Marketing	8,997.95	14,665.41	-5,667.46	-38.7%
Total 5000-00 · CONSUMER MARKETING	86,942.51	69,231.61	17,710.90	25.6%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	360.00	0.00	360.00	100.0%
5111-00 · FAMs - Domestic	280.00	0.00	280.00	100.0%
5112-00 · Training / Sales Calls	3,500.00	550.62	2,949.38	535.7%
5113-00 · Additional Opportunities	0.00	17.13	-17.13	-100.0%
5144-00 · IPW - POW WOW	0.00	4,333.67	-4,333.67	-100.0%
5145-00 · TIA Annual Dues	218.75	0.00	218.75	100.0%
5147-00 · AUS / Gate 7	17,445.96	0.00	17,445.96	100.0%
Total 5110-00 · LEISURE SALES	21,804.71	4,901.42	16,903.29	344.9%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	5,000.00	1,000.00	20.0%
5202-00 · PR Program/ Content Dev - Blogs	2,032.95	360.00	1,672.95	464.7%
5206-00 · Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 · Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5210-00 · Content Dev - Newsletters	900.00	1,110.00	-210.00	-18.9%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	620.02	0.00	620.02	100.0%
5221-00 · Photography & Video Asset Dev	5,620.10	0.00	5,620.10	100.0%
5222-00 · Media Tracking / Membership	1,766.00	1,766.00	0.00	0.0%
Total 5200-00 · PUBLIC RELATIONS	23,889.07	15,276.00	8,613.07	56.4%
6000-00 · CONFERENCE SALES				
6004-00 · Email	600.00	0.00	600.00	100.0%
6005-00 · Paid Media	7,146.02	1,773.60	5,372.42	302.9%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	0.00	9,160.06	-9,160.06	-100.0%
6018-00 · MCC Media Commission	910.61	313.90	596.71	190.1%
6018-01 · MCC Digital Ad Serving	23.33	5.63	17.70	314.4%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 · Client Events / Opportunities	0.00	150.00	-150.00	-100.0%
6153-00 · Chicago Sales Rep Support	125.00	83.33	41.67	50.0%
Total 6000-00 · CONFERENCE SALES	9,388.29	12,781.72	-3,393.43	-26.6%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	0.00	323.04	-323.04	-100.0%
6116-00 · CalSAE Seasonal Spectacular	0.00	1,889.34	-1,889.34	-100.0%
6154-00 · HelmsBriscoe ABC	0.00	227.39	-227.39	-100.0%
6155-00 · Connect Trade Shows	0.00	1,203.64	-1,203.64	-100.0%
6157-00 · HPN Partner Conference	2,975.00	0.00	2,975.00	100.0%
6180-00 · Conference Direct CA	0.00	583.33	-583.33	-100.0%
6182-00 · Destination Celebration	0.00	1,115.62	-1,115.62	-100.0%
Total 6100-00 · TRADE SHOWS	2,975.00	5,342.36	-2,367.36	-44.3%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	1,310.91	-1,310.91	-100.0%
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7002-00 · CRM Subscription	1,250.00	833.34	416.66	50.0%
7003-00 · IVCBVB Entertainment Fund	0.00	211.23	-211.23	-100.0%
7004-00 · Research	880.00	5,104.76	-4,224.76	-82.8%
7008-00 · Opportunistic Funds	593.08	0.00	593.08	100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 · Automobile Expense*	0.00	183.68	-183.68	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	2,931.41	8,431.34	-5,499.93	-65.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	65.00	-65.00	-100.0%

8:21 PM

12/27/22

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

November 2022

	Nov 22	Nov 21	\$ Change	% Change
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,315.00	-65.00	-0.5%
Total Expense	162,180.99	130,279.45	31,901.54	24.5%
Net Income	-20,019.99	-7,387.47	-12,632.52	-171.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

Accrual Basis	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	91,166.00	91,166.00	455,830.00	455,830.00	1,094,000.00
4001-00 · NLTRA Funding	50,495.00	50,495.00	378,933.00	378,933.00	1,440,000.00
4004-00 · IVCBVB Entertainment	500.00	500.00	2,500.00	2,500.00	6,000.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
Total Income	142,161.00	142,161.00	837,263.00	837,263.00	2,540,000.00
Gross Profit	142,161.00	142,161.00	837,263.00	837,263.00	2,540,000.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	12,501.00	25,000.00
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	10,125.00
5002-01 · Native Display	0.00	1,340.00	24,500.00	36,880.00	100,372.00
5004-00 · Trip Advisor	5,499.00	4,908.00	27,493.99	26,994.00	61,947.00
5005-00 · Paid Social	13,745.83	10,056.00	61,364.56	69,645.00	139,248.00
5005-01 · Digital Display / Retargeting	15,108.63	9,970.00	66,940.09	53,895.00	110,620.00
5007-00 · Creative Production					
5007-01 · Creative Production	4,350.00	10,000.00	39,961.54	74,500.00	149,500.00
5007-02 · Website Production	1,260.00	2,500.00	12,120.00	13,500.00	34,000.00
5007-03 · Photo/Video Creative	4,638.98	2,775.00	18,447.98	13,245.00	32,670.00
5007-00 · Creative Production - Other	0.00	0.00	2,160.00	0.00	0.00
Total 5007-00 · Creative Production	10,248.98	15,275.00	72,689.52	101,245.00	216,170.00
5010-00 · Account Strategy & Management	8,500.00	8,500.00	42,500.00	42,500.00	102,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	100,000.00
5016 · Video Streaming	16,132.55	11,230.00	62,641.77	63,441.00	126,861.00
5017-00 · Rich Media	0.00	0.00	0.00	30,000.00	30,000.00
5018-00 · Media Commission	8,292.45	6,309.00	41,357.25	54,729.00	119,357.00
5018-01 · Digital Ad Serving	417.12	220.00	1,108.43	1,100.00	2,655.00
5020-00 · Search Engine Marketing	8,997.95	10,808.00	59,060.28	56,555.00	119,470.00
5022-00 · Email	0.00	0.00	4,999.70	5,000.00	20,000.00
5024-00 · Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 · Expedia	0.00	0.00	15,000.00	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	0.00	0.00	50,000.00	50,000.00
Total 5000-00 · CONSUMER MARKETING	86,942.51	78,616.00	479,655.59	619,485.00	1,365,825.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	360.00	0.00	720.00	1,000.00	2,000.00
5111-00 · FAMS - Domestic	280.00	0.00	2,937.04	3,000.00	6,000.00
5112-00 · Training / Sales Calls	3,500.00	0.00	6,424.22	5,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	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	650.00	0.00	650.00	4,150.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	512.00	3,000.00	6,000.00
5133-00 · Ski-Tops	0.00	850.00	0.00	850.00	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	10,000.00	20,000.00
5143-00 · Mountain Travel Symposium	0.00	2,500.00	2,450.00	2,500.00	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	1,093.75	0.00	2,700.00
5147-00 · AUS / Gate 7	17,445.96	0.00	17,445.96	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	0.00	0.00	10,000.00	20,000.00
Total 5110-00 · LEISURE SALES	21,804.71	9,000.00	31,582.97	106,000.00	170,200.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	2,032.95	1,500.00	9,038.85	7,500.00	18,000.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
5204-00 · Media Mission(s)	0.00	0.00	3,958.84	4,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	4,750.00	4,750.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	795.00	1,325.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	6,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	0.00	6,000.00	4,650.00	12,000.00	24,000.00
5210-00 · Content Dev - Newsletters	900.00	1,700.00	6,000.00	8,500.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5212-00 · Social Giveaways & Contests	620.02	750.00	620.02	1,500.00	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	1,200.00	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	5,620.10	4,000.00	9,253.70	20,000.00	48,000.00
5222-00 · Media Tracking / Membership	1,766.00	0.00	1,766.00	1,766.00	3,532.00
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	500.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	23,889.07	30,165.00	102,032.41	148,041.00	328,312.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	0.00	0.00	1,500.00	3,000.00
6004-00 · Email	600.00	1,200.00	960.00	1,200.00	4,800.00
6005-00 · Paid Media	7,146.02	3,292.00	15,801.24	12,452.00	41,500.00
6006-00 · CVENT	0.00	0.00	14,185.43	10,700.00	14,160.00
6007-00 · Creative Production	0.00	0.00	6,675.92	11,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	2,500.00	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	0.00	0.00	1,380.70	0.00	0.00
6018-00 · MCC Media Commission	910.61	668.59	2,967.06	3,270.59	7,862.43
6018-01 · MCC Digital Ad Serving	23.33	42.00	31.94	210.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.01	2,915.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.00	1,166.66	2,915.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	808.06	5,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	125.00	0.00	3,124.12	5,000.00	10,000.00
Total 6000-00 · CONFERENCE SALES	9,388.29	6,868.59	47,500.14	59,662.59	124,814.43
6100-00 · TRADE SHOWS					
6102-00 · Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 · Site Inspections	0.00	0.00	0.00	3,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	2,000.00	0.00	2,000.00	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	0.00	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	2,975.00	0.00	3,300.20	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	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	1,000.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	5,000.00	5,000.00
Total 6100-00 · TRADE SHOWS	2,975.00	3,000.00	15,840.17	52,000.00	75,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0.00	0.00	0.00	5,000.00	10,000.00
5009-00 · Fulfillment / Mail	0.00	200.00	553.97	1,000.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	50,000.00	50,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	958.29	833.35	2,000.04
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	1,250.00	833.33	3,750.00	4,166.65	11,499.96

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
7003-00 · IVCBVB Entertainment Fund	0.00	500.00	236.15	2,500.00	6,000.00
7004-00 · Research	880.00	3,820.00	10,090.15	50,160.00	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	0.00	0.00	16,881.50	16,881.50	33,763.00
7008-00 · Opportunistic Funds	593.08	0.00	593.08	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	3,375.25	8,233.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	10,500.00	11,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	5,000.00	10,000.00
8700-00 · Automobile Expense*	0.00	400.00	401.52	2,000.00	4,800.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	2,931.41	6,578.25	98,464.66	167,416.75	389,720.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	21,250.00	21,250.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	1,443.00	1,068.00	2,161.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	37,500.00	37,500.00	90,000.00
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	12,500.00	12,500.00	30,000.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,250.00	72,693.00	72,318.00	173,161.00
Total Expense	162,180.99	148,477.84	847,768.94	1,224,923.34	2,627,032.43
Net Income	-20,019.99	-6,316.84	-10,505.94	-387,660.34	-87,032.43

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr November 2022
 Employee Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A	Rosies Café	23	Lunch with Board member - Jim Phelan	70.72		
	B	Ikon Pass	1997875	Health and wellness benefit 22/23		\$400.00	
	C						
	D						
	E						
	F						
	G						
	H						
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	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$20.00	
TOTAL - CREDIT CARD EXPENSES					\$70.72		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$420.00	

Signed By: Tony Karwowski

Approved By: _____

Date: 11/27/2022

Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	Accounting Manager APPROVAL	Accounting Manager APPROVAL DATE	DATE SCANNED	



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0183-4849
Statement Date	NOV 28, 2022
Total Activity	\$70.72

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

ANTHONY KARWOWSKI
N LAKE TAHOE RESORT
ATTN: DEWITT VN SICLEN
100 N LAKE BLVD
N LAKE TAHOE RESORT ASSOC
TAHOE CITY CA 96145-2273

ACCOUNT MESSAGES

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

ACCOUNT SUMMARY

ANTHONY KARWOWSKI XXXX-XXXX-0183-4849	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$70.72		\$0.00		\$0.00		\$70.72

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
11-08	11-07	55432862312209583067256	TST* Everything is Ros Tahoe City CA Tax ID: 454168768 Mer Ref: 00008588009247003 Mer Zip: 96145	70.72

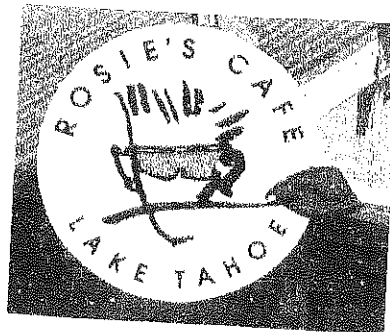
For Customer Service, Call: 1-866-432-8161	Account Number XXXX-XXXX-0183-4849	Account Summary	
	Statement Date NOV 28, 2022	Purchases & Other Charges	\$70.72
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit \$10,000	Cash Advances	\$0.00
	Disputed Amount \$0.00	Fees	\$0.00
		Credits	\$0.00
		Payments	\$0.00
		Total Activity	\$70.72

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.



Everything Is Rosie
 571 N Lake Blvd
 Tahoe City, CA 96145
 530-583-8504

Server: Lindsey L
 Check #23
 Guest Count: 3
 Ordered: 11/7/22 12:05 PM

Table 14

Input Type C (EMV Chip Read)
 MASTERCARD xxxxxxxx4849
 Time 12:40 PM

Transaction Type Sale
 Authorization Approved
 Approval Code 013094
 Payment ID hLfdyLmjj7m
 Application ID A0000000041010
 Application Label MASTERCARD
 Terminal ID
 Card Reader HAGTEK_EPYNANO

Amount \$58.72

+ Tip: 12.00

= Total: 70.72

X
 ANTHONY KARWOWSKI

AK

Suggested Tip:
 20%: (Tip \$11.74 Total \$70.46)
 18%: (Tip \$10.57 Total \$69.29)
 15%: (Tip \$8.81 Total \$67.53)
 Tip percentages are based on the check price after taxes.

Customer Copy

Powered by Toast



USD / EN



- Shop passes
- Destinations
- FAQ

Welcome, Tony!

- USD / EN
- English / FRANÇAIS
- Privacy Policy
- Web Terms of Use

-
-
-

[Back to Order History](#)

ORDER #1997875

April 21, 2022 18:56 PM

22/23 IKON PASS

TONY KARWOWSKI

Adult (Age 23+)	\$1,079.00
	\$1,079.00

22/23 IKON PASS

SETH KARWOWSKI

Child (Ages 5-12)	\$339.00
Child Discount	-\$100.00

\$239.00

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GRIFFIN KARWOWSKI

Child (Ages 5-12)

\$339.00

Child Discount

- \$100.00

\$239.00

22/23 IKON PASS

DANIELLE KARWOWSKI

Adult (Age 23+)

\$1,079.00

\$1,079.00

BILLING & PAYMENT

SHIPPING ADDRESS

10417 Royal Crest Drive
Truckee, California
United States, 96161
+1 (530) 448-3908

BILLING ADDRESS

PO Box 1312
Truckee, California
United States, 96160
+1 (530) 448-3908

PAYMENT METHOD

MASTER ENDING IN 3323
EXPIRES 10/25

ORDER SUMMARY