

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

<https://us02web.zoom.us/j/84367043185?pwd=bndoU0FHMHdrV09hdVdYTVc2emJCUT09>

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 Jan 4, 2023 |
| | 5. Review and Approval of Preliminary Financials: a) Review Staff Report of Financial Performance b) NLTRA 12/31/22 Financials Review (Motion) c) NLTMC 12/31/22 Financial Review |
| 4:10 p.m. | 7. CEO Expense Report a) None |
| 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

1/23/2023

To: North Lake Resort Association (NLTRA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for December 31, 2022

Summary of preliminary NLTRA financial results for December 31, 2022

- Cash – Total cash increased \$378k over prior month to \$6.97m reflecting our continued surplus of collections over expenses
- Accounts Receivable- \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID –My conclusion that the 21/22 TBID revenue of \$5.81m should be increased \$310k to a total \$6.12m for the fiscal year was reviewed by the auditors. They agreed with my calculations and made the adjustment on their audited financials. I will record this adjustment for the 22/23 financials once the audit is complete. This adjustment would increase this AR account to \$1m and accurately reflect the 22/23 activity.
- Accounts Receivable Other -\$10k is related to fraud charges from prior year. We are attempting to collect these funds and are in communications with Bank of the West
- Deposits \$1672 – Most of this is over four years old and should be written off
- Accounts Payable – I moved the 21/22 TBID collections fee of \$132k to its own liability account for better clarity. This fee will be paid after the conclusion of the audit. The discrepancy between the \$37k reported on the balance sheet and \$29k on the aging report are discrepancies from our transition to our new accounting system that I am currently reconciling
- Accounts Payable – Other - TBID members that are due refunds
- Suspense – The reduction from \$16,092 to \$10,740 was the result of my continued effort to reconcile this account
- Revenues – I continued to follow budget through December. Last month I recommended we wait until December revenue is known before considering if a reforecast is needed. I have not seen any indicators in the last month that would persuade me to change my recommendation
- Salaries & Wages – reflects three pay periods, November was two
- 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.

- Additional Opportunities – payments to North Tahoe Business Association and Tahoe City Downtown Association for first six months of their contract
- Event Sponsorships - \$6990 was to the Tahoe Fund for winter billboard

Summary of preliminary NLTMC financial results for December 31, 2022

- Income follows budget

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

December 31, 2022

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Six Months Ending Saturday, December 31, 2022

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1/23/2023
12:00 PM

| | YTD | | |
|---|--------------------|--------------------|----------------------|
| | Dec 2022 | Dec 2021 | Variance |
| | 2022 | 2021 | |
| Current Assets | | | |
| Cash - TBID Disbursements | 2,931,956 | 0 | (2,931,956) |
| Cash - TBID Funding | 4,044,421 | 1,697,348 | (2,347,073) |
| 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 | 46,603 | 68,102 | 21,499 |
| Cash in Drawer | 4,633 | 139 | (4,494) |
| Petty Cash | 158 | 158 | 0 |
| Accounts Receivable | 5,000 | 1,000 | (4,000) |
| Accounts Receivable - TBID | 690,924 | 0 | (690,924) |
| Accounts Receivable - TOT | 0 | 432,499 | 432,499 |
| Accounts Receivable - Chamber | (901) | 0 | 901 |
| 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 | 28,808 | 26,867 | (1,941) |
| Gift Cards Outstanding | 18 | 18 | 0 |
| Prepaid Expenses | 4,388 | 6,500 | 2,112 |
| Prepaid Postage | 100 | 100 | 0 |
| Prepaid Insurance | 1,224 | 2,689 | 1,465 |
| Deposits | 1,672 | 1,150 | (522) |
| Total Current Assets | 7,966,851 | 2,444,456 | (5,522,395) |
| 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 | (5,972) | (3,222) | 2,750 |
| 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 | 5,041 | 7,791 | 2,750 |
| Total Assets | \$7,971,892 | \$2,452,247 | (\$5,519,645) |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 37,488 | 69,892 | (32,403) |
| 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 | 72,917 | 200,350 | (127,433) |
| Deferred Revenue - Membership Dues | 17,525 | 20,827 | (3,302) |
| Deferred Revenue - TMBC | 1,290 | 1,290 | 0 |
| Due To/From BOTW CC | (20,140) | 0 | (20,140) |
| Due To/From County | 1,195,474 | 1,480,803 | (285,329) |
| Due To/From TBID | 132,453 | 0 | 132,453 |
| <i>Suspense (may include rounding)</i> | <i>(10,740)</i> | <i>0</i> | <i>(10,740)</i> |
| Total Current Liabilities | 1,560,157 | 1,947,457 | 387,300 |
| 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 | 1,560,457 | 1,951,752 | 391,296 |
| 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 | 1,509,255 | 0 | 1,509,255 |
| Total Equity | 6,411,436 | 500,495 | (5,910,941) |

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Six Months Ending Saturday, December 31, 2022

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1/23/2023
12:00 PM

| | YTD | | |
|---|---------------------------|---------------------------|-----------------------------|
| | <u>Dec 2022</u> | <u>Dec 2021</u> | <u>Variance</u> |
| | <u>2022</u> | <u>2021</u> | |
| Liabilities & Shareholder Equity | <u>\$7,971,892</u> | <u>\$2,452,247</u> | <u>(\$5,519,645)</u> |

HISTORICAL 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 - 12/31/2022
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 12/31/2022

Exclude: Zero Balance, No Activity, Fully Paid Documents, 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: | | | |
|-----------------------|--------------------------------|------------|-----------------------|---------------------|---------------------|--------------------|
| Voucher(s): | Aged Totals: | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over |
| ACCOC | Accounting on Computers | PRIMARY | | | | |
| 1 | | \$350.00 | \$350.00 | \$0.00 | \$0.00 | \$0.00 |
| ANNE-KARIN ATWO | Anne-Karin Atwood* | PRIMARY | | | | |
| 1 | | \$88.75 | \$88.75 | \$0.00 | \$0.00 | \$0.00 |
| ANTHONY KARWOW | Anthony Karwowski | PRIMARY | | | | |
| 1 | | \$420.00 | \$420.00 | \$0.00 | \$0.00 | \$0.00 |
| BONNIE L BAVETT | Bonnie L Bavetta | PRIMARY | | | | |
| 1 | | \$340.00 | \$340.00 | \$0.00 | \$0.00 | \$0.00 |
| CALIFORNIA TRAV | California Travel Association | PRIMARY | | | | |
| 1 | | \$7,800.00 | \$7,800.00 | \$0.00 | \$0.00 | \$0.00 |
| CIVITAS | Civitas | PRIMARY | | | | |
| 1 | | \$2,080.00 | \$2,080.00 | \$0.00 | \$0.00 | \$0.00 |
| DMAWEST, INC. | DMAwest, Inc. | PRIMARY | | | | |
| 1 | | \$100.00 | \$100.00 | \$0.00 | \$0.00 | \$0.00 |
| JVP COMM | JVP Communications, LLC | PRIMARY | | | | |
| 1 | | \$5,600.00 | \$5,600.00 | \$0.00 | \$0.00 | \$0.00 |
| LAURA MORIARTY | Laura Moriarty | PRIMARY | | | | |
| 1 | | \$5,167.99 | \$5,167.99 | \$0.00 | \$0.00 | \$0.00 |
| NTEC | North Tahoe Event Center, Inc. | PRIMARY | | | | |
| 3 | | \$1,417.18 | \$1,417.18 | \$0.00 | \$0.00 | \$0.00 |
| STERICYCLE, INC | Stericycle, Inc | PRIMARY | | | | |
| 1 | | \$1,405.95 | \$1,405.95 | \$0.00 | \$0.00 | \$0.00 |
| TAHOE MARINE | Tahoe Marine & Excavating | PRIMARY | | | | |
| 1 | | \$800.00 | \$800.00 | \$0.00 | \$0.00 | \$0.00 |
| TIFFANY CONNOLL | Tiffany Connolly | PRIMARY | | | | |
| 1 | | \$3,550.00 | \$3,550.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendors | | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over |
| Vendor Totals: | | 13 | \$29,119.87 | \$29,119.87 | \$0.00 | \$0.00 |

PL - Budget vs Actual

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

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1/23/2023
12:02 PM

| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|--|----------------|----------------|------------------|--------------------|------------------|--------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 195,037 | 195,037 | 0 | 3,042,175 | 3,042,174 | 0 |
| Chamber Revenue - Member Dues | 0 | 0 | 0 | 24,058 | 20,000 | 4,058 |
| Retail Revenue | 5,634 | 2,000 | 3,634 | 57,709 | 41,000 | 16,709 |
| Retail Revenue - Merchandise Sales | 0 | 0 | 0 | 1,267 | 0 | 1,267 |
| Revenue - Other | 0 | 0 | 0 | 60 | 0 | 60 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 200,671 | 197,037 | 3,634 | 3,125,269 | 3,103,174 | 22,095 |
| Cost of Goods Sold | 226 | 2,375 | (2,149) | 26,474 | 14,250 | 12,224 |
| Freight & Shipping Costs | 0 | 0 | 0 | 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 | 226 | 2,375 | (2,149) | 27,471 | 14,250 | 13,221 |
| Gross Profit | 200,445 | 194,662 | 5,784 | 3,097,799 | 3,088,924 | 8,874 |
| Salaries & Wages | 123,797 | 115,644 | 8,153 | 488,019 | 693,865 | (205,846) |
| P/R - Tax Expense | 6,961 | 11,523 | (4,562) | 37,859 | 69,136 | (31,277) |
| P/R - Health Insurance Expense | 14,021 | 21,414 | (7,393) | 46,405 | 128,486 | (82,081) |
| P/R - Workmans Comp | 1,457 | 4,086 | (2,628) | 1,457 | 24,514 | (23,057) |
| 401(k) | 2,638 | 4,279 | (1,641) | 12,250 | 25,675 | (13,424) |
| Other Benefits & Expenses | 1,830 | 407 | 1,424 | 3,338 | 2,440 | 898 |
| Rent | 13,300 | 13,931 | (631) | 81,036 | 83,585 | (2,549) |
| Rent - Other | 0 | 0 | 0 | 874 | 0 | 874 |
| Utilities | 854 | 1,677 | (823) | 5,484 | 10,061 | (4,577) |
| Repairs & Maintenance | 1,527 | 1,331 | 197 | 11,270 | 7,983 | 3,287 |
| Telephone & Internet | 1,120 | 1,644 | (523) | 4,010 | 9,862 | (5,852) |
| Supplies | 471 | 0 | 471 | 1,319 | 0 | 1,319 |
| Supplies - Office | 1,846 | 1,200 | 646 | 7,918 | 7,386 | 531 |
| Supplies - Computer | 0 | 0 | 0 | 11,479 | 12,700 | (1,221) |
| Mail | 0 | 559 | (559) | 11,281 | 3,357 | 7,924 |
| Mail - USPS | 318 | 0 | 318 | 979 | 0 | 979 |
| Mail - Fedex/UPS | 0 | 0 | 0 | 133 | 0 | 133 |
| Taxes, Licenses, Fees | 929 | 8,771 | (7,841) | 16,654 | 52,625 | (35,971) |
| Credit Card Fees | 91 | 125 | (34) | 606 | 750 | (144) |
| Dues & Subscriptions | 1,005 | 1,317 | (311) | 7,343 | 7,900 | (557) |
| Insurance/Bonding | 1,530 | 1,250 | 280 | 9,319 | 7,500 | 1,819 |
| Associate Relations | 2,154 | 567 | 1,587 | 2,984 | 3,400 | (416) |
| Training/Seminars | 0 | 692 | (692) | 4,200 | 4,150 | 50 |
| Travel | 48 | 342 | (294) | 48 | 2,050 | (2,002) |
| Automobile Expenses | 395 | 417 | (21) | 1,205 | 2,500 | (1,295) |
| Meals & Meetings | 2,336 | 633 | 1,703 | 2,957 | 3,800 | (843) |
| Board Functions | 4,959 | 4,000 | 959 | 19,246 | 24,000 | (4,754) |
| Professional Fees | 15,913 | 5,750 | 10,163 | 63,161 | 34,500 | 28,661 |
| Professional Fees - Attorney | 4,835 | 2,500 | 2,335 | 11,476 | 15,000 | (3,524) |
| Professional Fees - Accountant | 2,700 | 10,000 | (7,300) | 11,320 | 35,000 | (23,680) |
| Equipment Support & Maintenance | 2,865 | 2,917 | (52) | 16,182 | 17,500 | (1,318) |
| Equipment Rental/Leasing | 0 | 343 | (343) | 802 | 3,181 | (2,380) |
| Depreciation | 764 | 153 | 611 | 917 | 917 | 0 |
| Event Sponsorships | 7,490 | 40,000 | (32,510) | 11,490 | 180,000 | (168,510) |
| Special Event Partnership Funding | 0 | 0 | 0 | 1,250 | 50,000 | (48,750) |
| Event Operations | 1,406 | 0 | 1,406 | 1,406 | 0 | 1,406 |
| NLTMC Contributions | 141,209 | 141,209 | 0 | 361,043 | 520,142 | (159,099) |
| Non-NLTMC Marketing | 15,807 | 38,917 | (23,110) | 51,207 | 83,500 | (32,293) |
| In-Market/Tourism | 6,241 | 0 | 6,241 | 40,004 | 0 | 40,004 |
| Media/Collateral/Production | 0 | 0 | 0 | 1,313 | 0 | 1,313 |
| Additional Opportunities | 180,000 | 155,078 | 24,922 | 222,550 | 930,468 | (707,918) |
| Chamber Activities | 0 | 832 | (832) | 4,750 | 4,991 | (241) |
| Chamber Activities - Membership M... | 0 | 0 | 0 | 0 | 4,500 | (4,500) |
| Chamber Activities - TMBC | 0 | 250 | (250) | 0 | 1,500 | (1,500) |
| Chamber Activities - Community Aw... | 0 | 0 | 0 | 0 | 30,000 | (30,000) |
| Allocated Administrative Overhead | 0 | 96,715 | (96,715) | 0 | 511,156 | (511,156) |
| Total Operating Expenses | 562,818 | 690,469 | (127,652) | 1,588,544 | 3,610,081 | (2,021,538) |

PL - Budget vs Actual

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

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1/23/2023
12:02 PM

| | <u>Dec 2022</u> | | | <u>Fiscal 2022/23 YTD</u> | | |
|------------------------|-------------------------|-------------------------|-----------------------|---------------------------|-------------------------|-------------------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Net Operating Income | (362,372) | (495,808) | 133,435 | 1,509,255 | (521,157) | 2,030,412 |
| Other Expense/<Income> | | | | | | |
| Net Income | <u>(362,372)</u> | <u>(495,808)</u> | <u>133,435</u> | <u>1,509,255</u> | <u>(521,157)</u> | <u>2,030,412</u> |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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1/23/2023
12:02 PM

| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|------------------|------------------|-----------------|--------------------|------------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 102,394 | 102,394 | 0 | 1,597,142 | 1,597,142 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 102,394 | 102,394 | 0 | 1,597,142 | 1,597,142 | 0 |
| Gross Profit | 102,394 | 102,394 | 0 | 1,597,142 | 1,597,142 | 0 |
| Salaries & Wages | 28,534 | 34,999 | (6,465) | 113,468 | 209,995 | (96,527) |
| P/R - Tax Expense | 2,107 | 3,500 | (1,393) | 9,088 | 20,999 | (11,912) |
| P/R - Health Insurance Expense | 0 | 7,023 | (7,023) | 8,411 | 42,138 | (33,726) |
| P/R - Workmans Comp | 0 | 1,227 | (1,227) | 0 | 7,362 | (7,362) |
| 401(k) | 934 | 1,327 | (393) | 2,992 | 7,960 | (4,968) |
| Other Benefits & Expenses | 399 | 137 | 262 | 411 | 820 | (409) |
| Rent | 2,227 | 2,529 | (302) | 13,362 | 15,175 | (1,814) |
| Utilities | 133 | 452 | (318) | 706 | 2,710 | (2,004) |
| Telephone & Internet | 150 | 468 | (318) | 275 | 2,810 | (2,535) |
| Supplies - Office | 273 | 50 | 223 | 273 | 486 | (214) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 5,000 | (4,866) |
| Mail | 0 | 126 | (126) | 0 | 757 | (757) |
| Taxes, Licenses, Fees | 180 | 63 | 118 | 180 | 375 | (195) |
| Dues & Subscriptions | 831 | 125 | 706 | 2,213 | 750 | 1,463 |
| Associate Relations | 0 | 83 | (83) | 63 | 500 | (437) |
| Travel | 48 | 58 | (11) | 48 | 350 | (302) |
| Automobile Expenses | 130 | 83 | 47 | 130 | 500 | (370) |
| Meals & Meetings | 99 | 42 | 58 | 99 | 250 | (151) |
| Equipment Rental/Leasing | 0 | 115 | (115) | 0 | 1,069 | (1,069) |
| Event Sponsorships | 0 | 40,000 | (40,000) | 3,500 | 180,000 | (176,500) |
| Special Event Partnership Funding | 0 | 0 | 0 | 1,250 | 50,000 | (48,750) |
| Event Operations | 1,406 | 0 | 1,406 | 1,406 | 0 | 1,406 |
| NLTMC Contributions | 141,209 | 141,209 | 0 | 361,043 | 520,142 | (159,099) |
| Non-NLTMC Marketing | 15,688 | 36,833 | (21,146) | 41,938 | 71,000 | (29,062) |
| In-Market/Tourism | 6,241 | 0 | 6,241 | 27,256 | 0 | 27,256 |
| Additional Opportunities | 0 | 35,340 | (35,340) | 0 | 212,042 | (212,042) |
| Allocated Administrative Overhead | 43,494 | 36,139 | 7,355 | 317,335 | 191,003 | 126,332 |
| Total Operating Expenses | 244,082 | 341,929 | (97,848) | 905,580 | 1,544,194 | (638,614) |
| Net Operating Income | (141,688) | (239,535) | 97,847 | 691,562 | 52,948 | 638,614 |
| Other Expense/<Income> | | | | | | |
| Net Income | (141,688) | (239,535) | 97,847 | 691,562 | 52,948 | 638,614 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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12:02 PM

| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------------|-----------------|-----------------|--------------------|-----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 28,865 | 28,865 | 0 | 450,242 | 450,242 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 28,865 | 28,865 | 0 | 450,242 | 450,242 | 0 |
| Gross Profit | 28,865 | 28,865 | 0 | 450,242 | 450,242 | 0 |
| Salaries & Wages | 1,385 | 3,831 | (2,446) | 8,361 | 22,986 | (14,625) |
| P/R - Tax Expense | 106 | 383 | (277) | 662 | 2,299 | (1,637) |
| P/R - Health Insurance Expense | 0 | 616 | (616) | 0 | 3,694 | (3,694) |
| P/R - Workmans Comp | 0 | 134 | (134) | 0 | 806 | (806) |
| 401(k) | 55 | 153 | (98) | 346 | 919 | (573) |
| Other Benefits & Expenses | 0 | 10 | (10) | 0 | 60 | (60) |
| Rent | 396 | 174 | 222 | 2,375 | 1,045 | 1,331 |
| Utilities | 0 | 33 | (33) | 0 | 198 | (198) |
| Telephone & Internet | 0 | 34 | (34) | 0 | 206 | (206) |
| Supplies - Office | 0 | 83 | (83) | 0 | 500 | (500) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 700 | (566) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 150 | (150) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 100 | (100) |
| Associate Relations | 0 | 17 | (17) | 0 | 100 | (100) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 250 | (250) |
| Meals & Meetings | 0 | 83 | (83) | 0 | 500 | (500) |
| Equipment Rental/Leasing | 0 | 8 | (8) | 0 | 78 | (78) |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 2,500 | (2,500) |
| Additional Opportunities | 34,472 | 68,348 | (33,876) | 64,572 | 410,085 | (345,513) |
| Allocated Administrative Overhead | 7,896 | 10,188 | (2,292) | 12,228 | 53,845 | (41,616) |
| Total Operating Expenses | 44,310 | 84,596 | (40,286) | 88,679 | 501,021 | (412,342) |
| Net Operating Income | (15,445) | (55,730) | 40,286 | 361,563 | (50,779) | 412,342 |
| Other Expense/<Income> | | | | | | |
| Net Income | (15,445) | (55,730) | 40,286 | 361,563 | (50,779) | 412,342 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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1/23/2023
12:02 PM

| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|--|----------------|-----------------|-----------------|--------------------|-----------------|-----------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 14,238 | 14,238 | 0 | 222,079 | 222,079 | 0 |
| Retail Revenue | 5,634 | 2,000 | 3,634 | 57,709 | 41,000 | 16,709 |
| Retail Revenue - Merchandise Sales | 0 | 0 | 0 | 1,267 | 0 | 1,267 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 19,872 | 16,238 | 3,634 | 281,056 | 263,079 | 17,977 |
| Cost of Goods Sold | 226 | 2,375 | (2,149) | 26,474 | 14,250 | 12,224 |
| Freight & Shipping Costs | 0 | 0 | 0 | 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 | 226 | 2,375 | (2,149) | 27,471 | 14,250 | 13,221 |
| Gross Profit | 19,646 | 13,863 | 5,784 | 253,585 | 248,829 | 4,756 |
| Salaries & Wages | 12,174 | 13,002 | (828) | 82,191 | 78,011 | 4,180 |
| P/R - Tax Expense | 942 | 1,259 | (317) | 7,606 | 7,551 | 55 |
| P/R - Health Insurance Expense | 0 | 2,013 | (2,013) | 85 | 12,078 | (11,993) |
| P/R - Workmans Comp | 0 | 487 | (487) | 0 | 2,922 | (2,922) |
| 401(k) | 481 | 337 | 144 | 2,551 | 2,020 | 530 |
| Other Benefits & Expenses | 0 | 40 | (40) | 15 | 240 | (225) |
| Rent | 6,650 | 6,848 | (198) | 39,900 | 41,085 | (1,185) |
| Utilities | 0 | 465 | (465) | 460 | 2,790 | (2,330) |
| Telephone & Internet | 0 | 137 | (137) | 150 | 822 | (672) |
| Supplies | 268 | 0 | 268 | 1,116 | 0 | 1,116 |
| Supplies - Office | 753 | 458 | 294 | 1,374 | 2,750 | (1,376) |
| Supplies - Computer | 0 | 0 | 0 | 294 | 0 | 294 |
| Mail | 0 | 17 | (17) | 0 | 100 | (100) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 150 | (150) |
| Credit Card Fees | 91 | 125 | (34) | 606 | 750 | (144) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 100 | (100) |
| Associate Relations | 0 | 42 | (42) | 118 | 250 | (132) |
| Automobile Expenses | 0 | 83 | (83) | 201 | 500 | (299) |
| Meals & Meetings | 0 | 8 | (8) | 542 | 50 | 492 |
| Equipment Rental/Leasing | 0 | 34 | (34) | 139 | 313 | (174) |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 2,500 | (2,500) |
| Additional Opportunities | 0 | 15,101 | (15,101) | 0 | 90,606 | (90,606) |
| Allocated Administrative Overhead | 4,631 | 5,025 | (394) | 52,271 | 26,558 | 25,713 |
| Total Operating Expenses | 25,989 | 45,938 | (19,949) | 189,618 | 272,148 | (82,530) |
| Net Operating Income | (6,342) | (32,076) | 25,733 | 63,967 | (23,319) | 87,286 |
| Other Expense/<Income> | | | | | | |
| Net Income | (6,342) | (32,076) | 25,733 | 63,967 | (23,319) | 87,286 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|--------------------------------------|------------------|-----------------|------------------|--------------------|----------------|-----------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 10,727 | 10,727 | 0 | 167,319 | 167,320 | 0 |
| Chamber Revenue - Member Dues | 0 | 0 | 0 | 0 | 20,000 | (20,000) |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 10,727 | 10,727 | 0 | 167,319 | 187,320 | (20,000) |
| Gross Profit | 10,727 | 10,727 | 0 | 167,319 | 187,320 | (20,000) |
| Salaries & Wages | 1,385 | 10,856 | (9,471) | 8,559 | 65,136 | (56,577) |
| P/R - Tax Expense | 106 | 1,086 | (980) | 651 | 6,514 | (5,863) |
| P/R - Health Insurance Expense | 0 | 2,869 | (2,869) | 0 | 17,216 | (17,216) |
| P/R - Workmans Comp | 0 | 381 | (381) | 0 | 2,284 | (2,284) |
| 401(k) | 55 | 384 | (329) | 341 | 2,305 | (1,965) |
| Other Benefits & Expenses | 0 | 43 | (43) | 0 | 260 | (260) |
| Rent | 464 | 904 | (440) | 2,784 | 5,426 | (2,643) |
| Utilities | 0 | 143 | (143) | 0 | 859 | (859) |
| Telephone & Internet | 0 | 149 | (149) | 175 | 891 | (716) |
| Supplies - Office | 0 | 150 | (150) | 0 | 900 | (900) |
| Supplies - Computer | 0 | 0 | 0 | 268 | 700 | (432) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 150 | (150) |
| Dues & Subscriptions | 0 | 17 | (17) | 2,730 | 100 | 2,630 |
| Associate Relations | 0 | 42 | (42) | 0 | 250 | (250) |
| Automobile Expenses | 0 | 42 | (42) | 138 | 250 | (113) |
| Meals & Meetings | 0 | 83 | (83) | 0 | 500 | (500) |
| Equipment Rental/Leasing | 0 | 37 | (37) | 0 | 339 | (339) |
| Event Sponsorships | 500 | 0 | 500 | 500 | 0 | 500 |
| Non-NLTMC Marketing | 0 | 417 | (417) | 9,150 | 2,500 | 6,650 |
| Additional Opportunities | 145,528 | 0 | 145,528 | 157,978 | 0 | 157,978 |
| Chamber Activities | 0 | 832 | (832) | 4,750 | 4,991 | (241) |
| Chamber Activities - Membership M... | 0 | 0 | 0 | 0 | 4,500 | (4,500) |
| Chamber Activities - TMBC | 0 | 250 | (250) | 0 | 1,500 | (1,500) |
| Chamber Activities - Community Aw... | 0 | 0 | 0 | 0 | 30,000 | (30,000) |
| Allocated Administrative Overhead | 32,099 | 3,589 | 28,510 | 37,690 | 18,970 | 18,720 |
| Total Operating Expenses | 180,137 | 22,298 | 157,839 | 225,714 | 166,542 | 59,173 |
| Net Operating Income | (169,410) | (11,571) | (157,839) | (58,395) | 20,778 | (79,173) |
| Other Expense/<Income> | | | | | | |
| Net Income | (169,410) | (11,571) | (157,839) | (58,395) | 20,778 | (79,173) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|---------------|-----------------|-----------------|--------------------|-----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 14,823 | 14,823 | 0 | 231,206 | 231,205 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 14,823 | 14,823 | 0 | 231,206 | 231,205 | 0 |
| Gross Profit | 14,823 | 14,823 | 0 | 231,206 | 231,205 | 0 |
| Salaries & Wages | 1,385 | 7,429 | (6,044) | 8,361 | 44,571 | (36,210) |
| P/R - Tax Expense | 106 | 743 | (637) | 662 | 4,457 | (3,795) |
| P/R - Health Insurance Expense | 0 | 1,490 | (1,490) | 0 | 8,937 | (8,937) |
| P/R - Workmans Comp | 0 | 260 | (260) | 0 | 1,563 | (1,563) |
| 401(k) | 55 | 297 | (242) | 346 | 1,783 | (1,437) |
| Other Benefits & Expenses | 0 | 23 | (23) | 0 | 140 | (140) |
| Rent | 569 | 406 | 163 | 3,415 | 2,437 | 977 |
| Utilities | 0 | 77 | (77) | 0 | 463 | (463) |
| Telephone & Internet | 0 | 80 | (80) | 0 | 480 | (480) |
| Supplies - Office | 0 | 42 | (42) | 0 | 250 | (250) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 1,750 | (1,616) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 150 | (150) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 100 | (100) |
| Associate Relations | 0 | 17 | (17) | 0 | 100 | (100) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 250 | (250) |
| Meals & Meetings | 0 | 42 | (42) | 0 | 250 | (250) |
| Equipment Rental/Leasing | 0 | 20 | (20) | 0 | 183 | (183) |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 2,500 | (2,500) |
| Additional Opportunities | 0 | 28,299 | (28,299) | 0 | 169,797 | (169,797) |
| Allocated Administrative Overhead | 459 | 5,232 | (4,773) | 5,148 | 27,650 | (22,502) |
| Total Operating Expenses | 2,574 | 44,956 | (42,382) | 18,066 | 267,810 | (249,744) |
| Net Operating Income | 12,249 | (30,133) | 42,382 | 213,140 | (36,605) | 249,744 |
| Other Expense/<Income> | | | | | | |
| Net Income | 12,249 | (30,133) | 42,382 | 213,140 | (36,605) | 249,744 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|----------------|-----------------|----------------|--------------------|-----------------|-----------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 6,436 | 6,436 | 0 | 100,392 | 100,392 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 6,436 | 6,436 | 0 | 100,392 | 100,392 | 0 |
| Gross Profit | 6,436 | 6,436 | 0 | 100,392 | 100,392 | 0 |
| Salaries & Wages | 1,385 | 6,095 | (4,711) | 8,361 | 36,571 | (28,210) |
| P/R - Tax Expense | 106 | 610 | (504) | 662 | 3,657 | (2,995) |
| P/R - Health Insurance Expense | 0 | 1,036 | (1,036) | 0 | 6,218 | (6,218) |
| P/R - Workmans Comp | 0 | 214 | (214) | 0 | 1,282 | (1,282) |
| 401(k) | 55 | 244 | (188) | 346 | 1,463 | (1,117) |
| Other Benefits & Expenses | 0 | 17 | (17) | 0 | 100 | (100) |
| Rent | 458 | 290 | 168 | 2,747 | 1,741 | 1,006 |
| Utilities | 28 | 55 | (27) | 146 | 330 | (184) |
| Telephone & Internet | 0 | 57 | (57) | 0 | 343 | (343) |
| Supplies - Office | 0 | 42 | (42) | 0 | 250 | (250) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 1,050 | (916) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 150 | (150) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 100 | (100) |
| Associate Relations | 0 | 17 | (17) | 0 | 100 | (100) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 250 | (250) |
| Meals & Meetings | 0 | 42 | (42) | 0 | 250 | (250) |
| Equipment Rental/Leasing | 0 | 14 | (14) | 0 | 130 | (130) |
| Event Sponsorships | 6,990 | 0 | 6,990 | 7,490 | 0 | 7,490 |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 2,500 | (2,500) |
| Additional Opportunities | 0 | 7,990 | (7,990) | 0 | 47,940 | (47,940) |
| Allocated Administrative Overhead | 1,956 | 2,272 | (316) | 7,157 | 12,006 | (4,849) |
| Total Operating Expenses | 10,977 | 19,493 | (8,516) | 27,043 | 116,431 | (89,388) |
| Net Operating Income | (4,541) | (13,057) | 8,516 | 73,349 | (16,039) | 89,388 |
| Other Expense/<Income> | | | | | | |
| Net Income | (4,541) | (13,057) | 8,516 | 73,349 | (16,039) | 89,388 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------------|-----------------|-----------------|--------------------|-----------------|------------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 9,752 | 9,752 | 0 | 152,109 | 152,109 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 9,752 | 9,752 | 0 | 152,109 | 152,109 | 0 |
| | | | | | | |
| Gross Profit | 9,752 | 9,752 | 0 | 152,109 | 152,109 | 0 |
| | | | | | | |
| Allocated Administrative Overhead | 28,141 | 34,270 | (6,129) | 53,778 | 181,124 | (127,346) |
| Total Operating Expenses | 28,141 | 34,270 | (6,129) | 53,778 | 181,124 | (127,346) |
| Net Operating Income | (18,389) | (24,518) | 6,129 | 98,331 | (29,016) | 127,347 |
| | | | | | | |
| Other Expense/<Income> | | | | | | |
| Net Income | (18,389) | (24,518) | 6,129 | 98,331 | (29,016) | 127,347 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|---------------|----------------|-----------------|--------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 3,901 | 3,901 | 0 | 60,843 | 60,843 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 3,901 | 3,901 | 0 | 60,843 | 60,843 | 0 |
| Gross Profit | 3,901 | 3,901 | 0 | 60,843 | 60,843 | 0 |
| Taxes, Licenses, Fees | 0 | 7,333 | (7,333) | 7,167 | 44,000 | (36,833) |
| Total Operating Expenses | 0 | 7,333 | (7,333) | 7,167 | 44,000 | (36,833) |
| Net Operating Income | 3,901 | (3,433) | 7,334 | 53,677 | 16,844 | 36,833 |
| Other Expense/<Income> | | | | | | |
| Net Income | 3,901 | (3,433) | 7,334 | 53,677 | 16,844 | 36,833 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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| | <u>Dec 2022</u> | | | <u>Fiscal 2022/23 YTD</u> | | |
|-------------------------------------|-----------------|---------------|-----------------|---------------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 3,901 | 3,901 | 0 | 60,843 | 60,843 | 0 |
| Revenue - Other | 0 | 0 | 0 | 60 | 0 | 60 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 3,901 | 3,901 | 0 | 60,903 | 60,843 | 60 |
| Gross Profit | 3,901 | 3,901 | 0 | 60,903 | 60,843 | 60 |
| Utilities | 92 | 0 | 92 | 487 | 0 | 487 |
| Dues & Subscriptions | 0 | 0 | 0 | 430 | 0 | 430 |
| Allocated Administrative Overhead | 20 | 0 | 20 | 57 | 0 | 57 |
| Total Operating Expenses | 112 | 0 | 112 | 974 | 0 | 974 |
| Net Operating Income | 3,789 | 3,901 | (112) | 59,929 | 60,843 | (914) |
| Other Expense/<Income> | | | | | | |
| Net Income | 3,789 | 3,901 | (112) | 59,929 | 60,843 | (914) |

PL - Budget vs Actual

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

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| | <u>Dec 2022</u> | | | <u>Fiscal 2022/23...</u> | | |
|-------------------------------------|-----------------|---------------|-----------------|--------------------------|---------------|-----------------|
| | <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

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| | <u>Dec 2022</u> | | <u>Variance</u> | <u>Fiscal 2022/23 YTD</u> | | <u>Variance</u> |
|-------------------------------------|-----------------|---------------|-----------------|---------------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | | <u>Actual</u> | <u>Budget</u> | |
| 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 | 14,077 | 0 | 14,077 | 44,577 | 0 | 44,577 |
| P/R - Tax Expense | 1,714 | 0 | 1,714 | 4,452 | 0 | 4,452 |
| P/R - Health Insurance Expense | 5,080 | 0 | 5,080 | 7,621 | 0 | 7,621 |
| 401(k) | 469 | 0 | 469 | 1,122 | 0 | 1,122 |
| Utilities | 30 | 0 | 30 | 158 | 0 | 158 |
| Telephone & Internet | 390 | 0 | 390 | 390 | 0 | 390 |
| Automobile Expenses | 15 | 0 | 15 | 15 | 0 | 15 |
| In-Market/Tourism | 0 | 0 | 0 | 113 | 0 | 113 |
| Allocated Administrative Overhead | 4,722 | 0 | 4,722 | 12,339 | 0 | 12,339 |
| Total Operating Expenses | 26,497 | 0 | 26,497 | 70,785 | 0 | 70,785 |
| Net Operating Income | (26,497) | 0 | (26,497) | (46,727) | 0 | (46,727) |
| Other Expense/<Income> | | | | | | |
| Net Income | (26,497) | 0 | (26,497) | (46,727) | 0 | (46,727) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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1/23/2023
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| | Dec 2022 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------|-----------------|-----------------|--------------------|------------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenue - Interest & Investments | | | | | | |
| Salaries & Wages | 63,474 | 39,432 | 24,042 | 214,088 | 236,594 | (22,506) |
| P/R - Tax Expense | 1,775 | 3,943 | (2,168) | 14,099 | 23,659 | (9,561) |
| P/R - Health Insurance Expense | 8,941 | 6,368 | 2,573 | 30,288 | 38,205 | (7,917) |
| P/R - Workmans Comp | 1,457 | 1,383 | 75 | 1,457 | 8,295 | (6,838) |
| 401(k) | 533 | 1,537 | (1,004) | 4,218 | 9,224 | (5,005) |
| Other Benefits & Expenses | 1,431 | 137 | 1,295 | 2,912 | 820 | 2,092 |
| Rent | 2,536 | 2,779 | (243) | 16,454 | 16,675 | (222) |
| Rent - Other | 0 | 0 | 0 | 874 | 0 | 874 |
| Utilities | 571 | 452 | 120 | 3,527 | 2,710 | 817 |
| Repairs & Maintenance | 1,527 | 1,331 | 197 | 11,270 | 7,983 | 3,287 |
| Telephone & Internet | 580 | 718 | (138) | 3,020 | 4,310 | (1,290) |
| Supplies | 203 | 0 | 203 | 203 | 0 | 203 |
| Supplies - Office | 820 | 375 | 445 | 6,271 | 2,250 | 4,021 |
| Supplies - Computer | 0 | 0 | 0 | 10,379 | 3,500 | 6,879 |
| Mail | 0 | 417 | (417) | 11,281 | 2,500 | 8,781 |
| Mail - USPS | 318 | 0 | 318 | 979 | 0 | 979 |
| Mail - Fedex/UPS | 0 | 0 | 0 | 133 | 0 | 133 |
| Taxes, Licenses, Fees | 749 | 1,250 | (501) | 9,308 | 7,500 | 1,808 |
| Dues & Subscriptions | 174 | 1,108 | (934) | 1,970 | 6,650 | (4,680) |
| Insurance/Bonding | 1,530 | 1,250 | 280 | 9,319 | 7,500 | 1,819 |
| Associate Relations | 2,154 | 350 | 1,804 | 2,803 | 2,100 | 703 |
| Training/Seminars | 0 | 692 | (692) | 4,200 | 4,150 | 50 |
| Travel | 0 | 283 | (283) | 0 | 1,700 | (1,700) |
| Automobile Expenses | 250 | 83 | 167 | 721 | 500 | 221 |
| Meals & Meetings | 2,237 | 333 | 1,903 | 2,315 | 2,000 | 315 |
| Board Functions | 4,959 | 4,000 | 959 | 19,246 | 24,000 | (4,754) |
| Professional Fees | 15,913 | 5,750 | 10,163 | 63,161 | 34,500 | 28,661 |
| Professional Fees - Attorney | 4,835 | 2,500 | 2,335 | 11,476 | 15,000 | (3,524) |
| Professional Fees - Accountant | 2,700 | 10,000 | (7,300) | 11,320 | 35,000 | (23,680) |
| Equipment Support & Maintenance | 2,865 | 2,917 | (52) | 16,182 | 17,500 | (1,318) |
| Equipment Rental/Leasing | 0 | 115 | (115) | 663 | 1,069 | (406) |
| Depreciation | 764 | 153 | 611 | 917 | 917 | 0 |
| Non-NLTMC Marketing | 119 | 0 | 119 | 119 | 0 | 119 |
| In-Market/Tourism | 0 | 0 | 0 | 12,636 | 0 | 12,636 |
| Media/Collateral/Production | 0 | 0 | 0 | 1,313 | 0 | 1,313 |
| Allocated Administrative Overhead | (123,417) | 0 | (123,417) | (498,032) | 0 | (498,032) |
| Total Operating Expenses | 0 | 89,656 | (89,656) | 1,091 | 516,812 | (515,721) |
| Net Operating Income | 0 | (89,656) | 89,656 | (1,091) | (516,812) | 515,721 |
| Other Expense/<Income> | | | | | | |
| Net Income | 0 | (89,656) | 89,656 | (1,091) | (516,812) | 515,721 |

KEY METRICS FOR Dec 2022 FINANCIAL STATEMENTS

| Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Dec 2022) | | | | | |
|---|----------------|----------------|----------------|----------------|---------------|
| Fiscal Year | Q1 (Jul - Sep) | Q2 (Oct - Dec) | Q3 (Jan - Mar) | Q4 (Apr - Jun) | Total |
| 2014 - 2015 | 4,560,065 | 2,415,022 | 3,428,514 | 1,742,210 | \$ 12,145,811 |
| 2015 - 2016 | 4,729,061 | 3,755,563 | 5,332,084 | 2,201,370 | \$ 16,018,078 |
| 2016 - 2017 | 5,335,081 | 3,217,765 | 5,991,509 | 3,175,348 | \$ 17,719,703 |
| 2017 - 2018 | 6,083,237 | 3,298,036 | 5,504,277 | 3,020,130 | \$ 17,905,680 |
| 2018 - 2019 | 7,078,827 | 4,106,174 | 7,023,486 | 3,629,322 | \$ 21,837,809 |
| 2019 - 2020 | 7,276,168 | 4,177,014 | 6,020,533 | 1,227,562 | \$ 18,701,277 |
| 2020 - 2021 | 7,612,455 | 3,517,962 | 6,406,055 | 5,274,142 | \$ 22,810,614 |
| 2021 - 2022 | 8,244,463 | 5,699,960 | 9,628,318 | 12,602,065 | \$ 36,174,806 |
| 2022 - 2023 | | | | | \$ - |

| Total NLTTBID Revenues by Quarter 2021 - 2026 (as reported thru Sept 2022) | | | | | |
|--|----------------|----------------|----------------|----------------|--------------|
| Fiscal Year | Q1 (Jul - Sep) | Q2 (Oct - Dec) | Q3 (Jan - Mar) | Q4 (Apr - Jun) | Total |
| 2021 - 2022 | 1,348,605 | 1,224,413 | 2,312,733 | 1,233,271 | \$ 6,119,022 |
| 2022 - 2023 | 2,036,225 | | | | \$ 2,036,225 |
| 2023 - 2024 | | | | | \$ - |
| 2024 - 2025 | | | | | \$ - |
| 2025 - 2026 | | | | | \$ - |

| Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Dec 2022) | | | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| Referrals - | 2019-20 | 2020-21 | 2021-22 | 2022-23 | YOY % Change |
| Tahoe City: | | | | | |
| Walk In | 290168 | 17046 | 18066 | 24708 | 36.77% |
| Phone | 1710 | 1630 | 1603 | 1227 | -23.46% |
| Email | 249 | 251 | 309 | 652 | 111.00% |
| Kings Beach (Walk In) | 8322 | 5408 | 3998 | 4161 | 4.08% |
| NLT - Event Traffic | 2916 | 749 | 1604 | 896 | -44.14% |
| Total | 303,365 | 25,084 | 25,580 | 31,644 | 23.71% |

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

| Destimetrics Reservations Activity | 2022/23 | 2021/22 | YOY % Change |
|------------------------------------|---------|---------|--------------|
| Occupancy | 52.7% | 52.6% | 0.3% |
| ADR (Average Daily Rate) | \$ 490 | \$ 489 | 0.3% |
| RevPAR (Rev per Available Room) | \$ 258 | \$ 257 | 0.6% |
| Occupancy 1 Mth Forecast | 49.0% | 49.1% | -0.1% |
| ADR 1 Mth Forecast | \$ 407 | \$ 378 | 7.7% |
| RevPAR 1 Mth Forecast | \$ 200 | \$ 186 | -3.8% |
| Occupancy (prior 6 months) | 51.5% | 45.4% | 13.4% |
| ADR (prior 6 months) | \$ 436 | \$ 441 | -1.1% |
| RevPAR (prior 6 months) | \$ 224 | \$ 200 | 15.2% |
| Occupancy (next 6 months) | 28.1% | 29.6% | -5.1% |
| ADR (next 6 months) | \$ 397 | \$ 376 | 5.6% |
| RevPAR (next 6 months) | \$ 111 | \$ 112 | 0.1% |

| Unemployment Rates - EDD | Nov |
|------------------------------|------|
| California (pop. 38,332,521) | 4.1% |
| Placer County (367,309) | 2.8% |
| Dollar Point (1,215) | 0.0% |
| Kings Beach (3,893) | 1.0% |
| Sunnyside/Tahoe City (1,557) | 0.0% |
| Tahoe Vista (1,433) | 0.0% |

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

| Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 12/31/2022 | | | | | |
|--|-------------|--------------|--------------------|---------------------|-----------------------------|
| FORWARD LOOKING | 2021-22 | 2021-22 | 2022-23 | YOY % | Change |
| Total Revenue Booked | \$1,942,031 | \$ 1,759,314 | \$ 1,332,044 | -24.29% | |
| Commission for this Revenue | \$ - | | \$ - | | |
| Number of Room Nights | 9,088 | 8,216 | 5,861 | -28.66% | |
| Number of Bookings | 29 | 24 | 24 | 0.00% | |
| Conference Revenue And Percentage by County: | | | | | |
| | 20-21 | 21-22 | | | |
| Placer | 100% | | \$1,518,371 | \$ 1,207,882 | \$ 1,189,866 -1.49% |
| Washoe | 0% | | \$423,660 | \$ 551,432 | \$ 142,178 |
| South Lake | 0% | | \$0 | \$ - | |
| Nevada County | 0% | 0% | | | |
| Total Conference Revenue | 100% | 100% | \$1,942,031 | \$ 1,759,314 | \$ 1,332,044 -32.08% |
| CURRENT | | | | | |
| NLT - Annual Revenue Goal | | | \$ 2,500,000 | \$ 2,500,000 | 0.00% |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

December 31, 2022

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

| | Dec 31, 22 | Dec 31, 21 | \$ Change | % Change |
|---------------------------------------|--------------------------|--------------------------|---------------------------|----------------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 · Cash | 176,810.08 | 380,640.11 | -203,830.03 | -53.6% |
| Total Checking/Savings | 176,810.08 | 380,640.11 | -203,830.03 | -53.6% |
| Accounts Receivable | | | | |
| 1200-00 · Accounts Receivable | 3,551.34 | 2,552.34 | 999.00 | 39.1% |
| Total Accounts Receivable | 3,551.34 | 2,552.34 | 999.00 | 39.1% |
| Other Current Assets | | | | |
| 1300 · Reimbursements Receivable | 0.00 | 999.00 | -999.00 | -100.0% |
| 1350-00 · Security Deposits | 100.00 | 100.00 | 0.00 | 0.0% |
| Total Other Current Assets | 100.00 | 1,099.00 | -999.00 | -90.9% |
| Total Current Assets | 180,461.42 | 384,291.45 | -203,830.03 | -53.0% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | 54,788.52 | 88,072.86 | -33,284.34 | -37.8% |
| Total Other Assets | 54,788.52 | 88,072.86 | -33,284.34 | -37.8% |
| TOTAL ASSETS | <u>235,249.94</u> | <u>472,364.31</u> | <u>-237,114.37</u> | <u>-50.2%</u> |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 71,164.58 | 94,402.66 | -23,238.08 | -24.6% |
| Total Accounts Payable | 71,164.58 | 94,402.66 | -23,238.08 | -24.6% |
| Total Current Liabilities | 71,164.58 | 94,402.66 | -23,238.08 | -24.6% |
| Total Liabilities | 71,164.58 | 94,402.66 | -23,238.08 | -24.6% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 86,764.32 | 192,668.73 | -105,904.41 | -55.0% |
| Net Income | 77,321.04 | 185,292.92 | -107,971.88 | -58.3% |
| Total Equity | 164,085.36 | 377,961.65 | -213,876.29 | -56.6% |
| TOTAL LIABILITIES & EQUITY | <u>235,249.94</u> | <u>472,364.31</u> | <u>-237,114.37</u> | <u>-50.2%</u> |

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

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|------------------------------|--------------------|--------------------|--------------------|--------------------|------------------------|------------------------|
| Augustine Ideas* | 0.00 | 0.00 | 0.00 | 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* | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Northstar California | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sierra Ski Marketing Council | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>3,551.34</u> | <u>3,551.34</u> |

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01/17/23

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

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|-------------------------|-------------------------|--------------------|--------------------|--------------------|--------------------|-------------------------|
| Cvent, Inc. | 336.99 | 0.00 | 0.00 | 0.00 | 0.00 | 336.99 |
| Gate 7 Pty Ltd* | 500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 500.00 |
| MAHK Advertising | 68,509.86 | 0.00 | 0.00 | 0.00 | 0.00 | 68,509.86 |
| NLTRA | 1,068.73 | 0.00 | 0.00 | 0.00 | 0.00 | 1,068.73 |
| Truckee-North Tahoe TMA | 749.00 | 0.00 | 0.00 | 0.00 | 0.00 | 749.00 |
| TOTAL | <u>71,164.58</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>71,164.58</u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

December 2022

| | Dec 22 | Dec 21 | \$ Change | % Change |
|---|-------------------|-------------------|-------------------|----------------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 91,166.00 | 57,667.00 | 33,499.00 | 58.1% |
| 4001-00 · NLTRA Funding | 141,209.00 | 110,365.83 | 30,843.17 | 28.0% |
| 4004-00 · IVCBVB Entertainment | 500.00 | 0.00 | 500.00 | 100.0% |
| Total Income | 232,875.00 | 168,032.83 | 64,842.17 | 38.6% |
| Gross Profit | 232,875.00 | 168,032.83 | 64,842.17 | 38.6% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5004-00 · Trip Advisor | 2,173.72 | 3,320.55 | -1,146.83 | -34.5% |
| 5005-00 · Paid Social | 2,051.14 | 3,809.39 | -1,758.25 | -46.2% |
| 5005-01 · Digital Display / Retargeting | 2,912.08 | 819.08 | 2,093.00 | 255.5% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 3,360.00 | 6,859.72 | -3,499.72 | -51.0% |
| 5007-02 · Website Production | 90.00 | 1,755.60 | -1,665.60 | -94.9% |
| 5007-03 · Photo/Video Creative | 3,828.35 | 4,201.90 | -373.55 | -8.9% |
| 5007-00 · Creative Production - Other | 4,601.88 | 127.50 | 4,474.38 | 3,509.3% |
| Total 5007-00 · Creative Production | 11,880.23 | 12,944.72 | -1,064.49 | -8.2% |
| 5010-00 · Account Strategy & Management | 8,500.00 | 7,000.00 | 1,500.00 | 21.4% |
| 5017-00 · Rich Media | 47,500.00 | 0.00 | 47,500.00 | 100.0% |
| 5018-00 · Media Commission | 7,889.19 | 1,714.93 | 6,174.26 | 360.0% |
| 5018-01 · Digital Ad Serving | 38.40 | 0.00 | 38.40 | 100.0% |
| 5020-00 · Search Engine Marketing | 3,901.64 | 2,439.62 | 1,462.02 | 59.9% |
| 5022-00 · Email | 4,250.00 | 0.00 | 4,250.00 | 100.0% |
| 5025-00 · Expedia | -7,415.41 | 0.00 | -7,415.41 | -100.0% |
| Total 5000-00 · CONSUMER MARKETING | 83,680.99 | 32,048.29 | 51,632.70 | 161.1% |
| 5110-00 · LEISURE SALES | | | | |
| 5111-00 · FAMs - Domestic | 749.00 | 0.00 | 749.00 | 100.0% |
| 5112-00 · Training / Sales Calls | 0.00 | 649.00 | -649.00 | -100.0% |
| 5143-00 · Mountain Travel Symposium | 0.00 | 2,395.00 | -2,395.00 | -100.0% |
| 5145-00 · TIA Annual Dues | 218.75 | 0.00 | 218.75 | 100.0% |
| 5147-00 · AUS / Gate 7 | 500.00 | 0.00 | 500.00 | 100.0% |
| Total 5110-00 · LEISURE SALES | 1,467.75 | 3,044.00 | -1,576.25 | -51.8% |
| 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 | 1,072.95 | 150.00 | 922.95 | 615.3% |
| 5204-00 · Media Mission(s) | 4,492.85 | 2,145.77 | 2,347.08 | 109.4% |
| 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% |
| 5209-00 · Domestic Travel Media FAMS | 3,457.56 | 0.00 | 3,457.56 | 100.0% |
| 5210-00 · Content Dev - Newsletters | 1,000.00 | 3,600.00 | -2,600.00 | -72.2% |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| Total 5200-00 · PUBLIC RELATIONS | 22,973.36 | 17,935.77 | 5,037.59 | 28.1% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6003-00 · Geo-Fence Targeting | 475.73 | 0.00 | 475.73 | 100.0% |
| 6005-00 · Paid Media | 3,708.75 | 2,116.51 | 1,592.24 | 75.2% |
| 6006-00 · CVENT | 0.00 | 711.87 | -711.87 | -100.0% |
| 6007-00 · Creative Production | 1,260.00 | 2,602.93 | -1,342.93 | -51.6% |
| 6018-00 · MCC Media Commission | 664.83 | 357.19 | 307.64 | 86.1% |
| 6018-01 · MCC Digital Ad Serving | 8.06 | 0.00 | 8.06 | 100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.33 | 0.00 | 0.0% |
| 6152-00 · Client Events / Opportunities | 336.99 | 0.00 | 336.99 | 100.0% |
| 6153-00 · Chicago Sales Rep Support | 2,225.00 | 83.33 | 2,141.67 | 2,570.1% |
| Total 6000-00 · CONFERENCE SALES | 9,262.69 | 6,455.16 | 2,807.53 | 43.5% |
| 6100-00 · TRADE SHOWS | | | | |
| 6116-00 · CalSAE Seasonal Spectacular | 1,068.73 | -2,045.81 | 3,114.54 | 152.2% |
| 6143-00 · Connect Marketplace | 0.00 | 3,500.00 | -3,500.00 | -100.0% |
| 6155-00 · Connect Trade Shows | 0.00 | 362.55 | -362.55 | -100.0% |
| 6180-00 · Conference Direct CA | 0.00 | 583.34 | -583.34 | -100.0% |
| Total 6100-00 · TRADE SHOWS | 1,068.73 | 2,400.08 | -1,331.35 | -55.5% |
| 6106-00 · CalSAE Seasonal Spectacular | 0.00 | 1,503.00 | -1,503.00 | -100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 · Fulfillment / Mail | 0.00 | 17.99 | -17.99 | -100.0% |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 25,000.00 | -25,000.00 | -100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 208.33 | 166.67 | 41.66 | 25.0% |
| 7002-00 · CRM Subscription | 1,250.00 | 833.33 | 416.67 | 50.0% |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 91.39 | -91.39 | -100.0% |
| 7004-00 · Research | 880.00 | 1,904.76 | -1,024.76 | -53.8% |
| 7007-00 · Destimetrics / DMX | 8,440.75 | 0.00 | 8,440.75 | 100.0% |
| 7008-00 · Opportunistic Funds | 1,565.42 | 0.00 | 1,565.42 | 100.0% |
| 7010-00 · Photo Management & Storage | 0.00 | 620.75 | -620.75 | -100.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 12,344.50 | 28,634.89 | -16,290.39 | -56.9% |
| 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 | 5.00 | -5.00 | -100.0% |
| 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% |

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North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

December 2022

| | Dec 22 | Dec 21 | \$ Change | % Change |
|--|------------------|------------------|------------------|--------------|
| Total 8000-00 · WEBSITE CONTENT & MAINTENAN... | 14,250.00 | 14,255.00 | -5.00 | 0.0% |
| Total Expense | 145,048.02 | 106,276.19 | 38,771.83 | 36.5% |
| Net Income | <u>87,826.98</u> | <u>61,756.64</u> | <u>26,070.34</u> | <u>42.2%</u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

December 2022

| | Dec 22 | Budget | Jul - Dec 22 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|---------------------|---------------------|---------------------|
| Income | | | | | |
| 4000-00 · LTIVCBVB Funding | 91,166.00 | 91,166.00 | 546,996.00 | 546,996.00 | 1,094,000.00 |
| 4001-00 · NLTRA Funding | 141,209.00 | 141,209.00 | 520,142.00 | 520,142.00 | 1,440,000.00 |
| 4004-00 · IVCBVB Entertainment | 500.00 | 500.00 | 3,000.00 | 3,000.00 | 6,000.00 |
| 4005-00 · Prior Year Net Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 232,875.00 | 232,875.00 | 1,070,138.00 | 1,070,138.00 | 2,540,000.00 |
| Gross Profit | 232,875.00 | 232,875.00 | 1,070,138.00 | 1,070,138.00 | 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 | 0.00 | 4,500.00 | 36,880.00 | 100,372.00 |
| 5004-00 · Trip Advisor | 2,173.72 | 1,916.00 | 29,667.71 | 28,910.00 | 61,947.00 |
| 5005-00 · Paid Social | 2,051.14 | 2,200.00 | 63,415.70 | 71,845.00 | 139,248.00 |
| 5005-01 · Digital Display / Retargeting | 2,912.08 | 2,600.00 | 69,852.17 | 56,495.00 | 110,620.00 |
| 5007-00 · Creative Production | | | | | |
| 5007-01 · Creative Production | 3,360.00 | 5,000.00 | 43,321.54 | 79,500.00 | 149,500.00 |
| 5007-02 · Website Production | 90.00 | 2,500.00 | 12,210.00 | 16,000.00 | 34,000.00 |
| 5007-03 · Photo/Video Creative | 3,828.35 | 2,775.00 | 22,276.33 | 16,020.00 | 32,670.00 |
| 5007-00 · Creative Production - Other | 4,601.88 | 0.00 | 6,761.88 | 0.00 | 0.00 |
| Total 5007-00 · Creative Production | 11,880.23 | 10,275.00 | 84,569.75 | 111,520.00 | 216,170.00 |
| 5010-00 · Account Strategy & Management | 8,500.00 | 8,500.00 | 51,000.00 | 51,000.00 | 102,000.00 |
| 5013-00 · Outdoor | 0.00 | 0.00 | 0.00 | 0.00 | 100,000.00 |
| 5016 · Video Streaming | 0.00 | 0.00 | 62,641.77 | 63,441.00 | 126,861.00 |
| 5017-00 · Rich Media | 47,500.00 | 0.00 | 47,500.00 | 30,000.00 | 30,000.00 |
| 5018-00 · Media Commission | 7,889.19 | 2,068.00 | 49,246.44 | 56,797.00 | 119,357.00 |
| 5018-01 · Digital Ad Serving | 38.40 | 220.00 | 1,146.83 | 1,320.00 | 2,655.00 |
| 5020-00 · Search Engine Marketing | 3,901.64 | 3,976.00 | 62,961.92 | 60,531.00 | 119,470.00 |
| 5022-00 · Email | 4,250.00 | 5,000.00 | 29,249.70 | 10,000.00 | 20,000.00 |
| 5024-00 · Fusion 7 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 5025-00 · Expedia | -7,415.41 | 0.00 | 7,584.59 | 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 | 83,680.99 | 36,755.00 | 563,336.58 | 656,240.00 | 1,365,825.00 |
| 5110-00 · LEISURE SALES | | | | | |
| 5107-00 · Creative Production | 0.00 | 0.00 | 720.00 | 1,000.00 | 2,000.00 |
| 5111-00 · FAMS - Domestic | 749.00 | 0.00 | 3,686.04 | 3,000.00 | 6,000.00 |
| 5112-00 · Training / Sales Calls | 0.00 | 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 | 0.00 | 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 | 0.00 | 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 | 0.00 | 0.00 | 10,000.00 | 20,000.00 |
| 5143-00 · Mountain Travel Symposium | 0.00 | 0.00 | 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 | 1,312.50 | 0.00 | 2,700.00 |
| 5147-00 · AUS / Gate 7 | 500.00 | 0.00 | 17,945.96 | 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 | 1,467.75 | 0.00 | 33,050.72 | 106,000.00 | 170,200.00 |
| 5200-00 · PUBLIC RELATIONS | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 36,000.00 | 36,000.00 | 72,000.00 |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,072.95 | 1,500.00 | 10,111.80 | 9,000.00 | 18,000.00 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

December 2022

| | Dec 22 | Budget | Jul - Dec 22 | YTD Budget | Annual Budget |
|---|------------------|------------------|-------------------|-------------------|-------------------|
| 5204-00 · Media Mission(s) | 4,492.85 | 0.00 | 8,451.69 | 4,000.00 | 16,000.00 |
| 5206-00 · Digital Buy/ Social Media Boost | 950.00 | 950.00 | 5,700.00 | 5,700.00 | 11,400.00 |
| 5207-00 · Content Campaigns/Tools-My Emma | 0.00 | 265.00 | 795.00 | 1,590.00 | 3,180.00 |
| 5208-00 · International Travel Media FAMS | 0.00 | 0.00 | 0.00 | 6,000.00 | 12,000.00 |
| 5209-00 · Domestic Travel Media FAMS | 3,457.56 | 0.00 | 8,107.56 | 12,000.00 | 24,000.00 |
| 5210-00 · Content Dev - Newsletters | 1,000.00 | 1,700.00 | 7,000.00 | 10,200.00 | 20,400.00 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 36,000.00 | 36,000.00 | 72,000.00 |
| 5212-00 · Social Giveaways & Contests | 0.00 | 0.00 | 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 | 1,200.00 | 1,200.00 | 2,400.00 | 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 | 0.00 | 4,000.00 | 9,253.70 | 24,000.00 | 48,000.00 |
| 5222-00 · Media Tracking / Membership | 0.00 | 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 | 22,973.36 | 21,615.00 | 125,005.77 | 169,656.00 | 328,312.00 |
| 6000-00 · CONFERENCE SALES | | | | | |
| 6003-00 · Geo-Fence Targeting | 475.73 | 0.00 | 475.73 | 1,500.00 | 3,000.00 |
| 6004-00 · Email | 0.00 | 0.00 | 960.00 | 1,200.00 | 4,800.00 |
| 6005-00 · Paid Media | 3,708.75 | 3,292.00 | 19,509.99 | 15,744.00 | 41,500.00 |
| 6006-00 · CVENT | 0.00 | 0.00 | 14,185.43 | 10,700.00 | 14,160.00 |
| 6007-00 · Creative Production | 1,260.00 | 0.00 | 7,935.92 | 11,000.00 | 12,000.00 |
| 6014-00 · MCC Group Incentive Program | 0.00 | 500.00 | 0.00 | 3,000.00 | 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 | 0.00 | 0.00 | 1,380.70 | 0.00 | 0.00 |
| 6018-00 · MCC Media Commission | 664.83 | 511.00 | 3,631.89 | 3,781.59 | 7,862.43 |
| 6018-01 · MCC Digital Ad Serving | 8.06 | 42.00 | 40.00 | 252.00 | 500.00 |
| 6019-00 · Conference Direct Partnership | 0.00 | 583.00 | 0.01 | 3,498.00 | 6,996.00 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.00 | 1,749.99 | 3,498.00 | 6,996.00 |
| 6152-00 · Client Events / Opportunities | 336.99 | 0.00 | 1,145.05 | 5,000.00 | 10,000.00 |
| 6153-00 · Chicago Sales Rep Support | 2,225.00 | 0.00 | 5,349.12 | 5,000.00 | 10,000.00 |
| Total 6000-00 · CONFERENCE SALES | 9,262.69 | 5,511.00 | 56,762.83 | 65,173.59 | 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 | 1,068.73 | 2,000.00 | 1,068.73 | 4,000.00 | 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 | 0.00 | 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 | 0.00 | 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 | 1,068.73 | 2,000.00 | 16,908.90 | 54,000.00 | 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 | 1,200.00 | 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 | 1,166.62 | 1,000.02 | 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 | 5,000.00 | 4,999.98 | 11,499.96 |

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North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

December 2022

| | Dec 22 | Budget | Jul - Dec 22 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|-------------------|---------------------|---------------------|
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 500.00 | 236.15 | 3,000.00 | 6,000.00 |
| 7004-00 · Research | 880.00 | 3,820.00 | 10,970.15 | 53,980.00 | 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 | 0.00 | 25,322.25 | 16,881.50 | 33,763.00 |
| 7008-00 · Opportunistic Funds | 1,565.42 | 0.00 | 2,158.50 | 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 | 4,033.50 | 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 | 2,400.00 | 4,800.00 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 12,344.50 | 6,578.25 | 110,809.16 | 173,995.00 | 389,720.00 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | |
| 8002-00 · Content Manager Contractor | 4,250.00 | 4,250.00 | 25,500.00 | 25,500.00 | 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 | 45,000.00 | 45,000.00 | 90,000.00 |
| 8005-00 · Website SEO Strategy/Maint | 2,500.00 | 2,500.00 | 15,000.00 | 15,000.00 | 30,000.00 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,250.00 | 14,250.00 | 86,943.00 | 86,568.00 | 173,161.00 |
| Total Expense | 145,048.02 | 86,709.25 | 992,816.96 | 1,311,632.59 | 2,627,032.43 |
| Net Income | 87,826.98 | 146,165.75 | 77,321.04 | -241,494.59 | -87,032.43 |