



Finance Committee

Date: Wednesday April 5th, 2023

Time: 2:00pm

Location: 100 N Lake Blvd. Tahoe City 96145

Committee Members:

Chair: Dan Tester, Granite Peak Management | **Treasurer: Jim Phelan**, Tahoe City Marina
Harry Hirsch, Homewood Mountain Club | **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

1. Call to Order – Establish Quorum
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. **Agenda Amendments and Approval**
4. **Approval of Finance Committee Meeting Minutes from Feb 22, 2023**
5. Review and Approval of Preliminary Financials:
 - a) Review Staff Report of Financial Performance
 - b) NLTRA 2/28/23 Financials Review (Motion)**
 - c) NLTMC 2/28/23 Financial Review
7. CEO Expense Report
 - a) None
8. Items for Committee Review, Discussion/or Recommendations

9. Agenda Input for Next Finance Committee Meeting & Next Meeting Date
10. Committee Member Comments
11. Adjournment



3/29/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for February 28, 2023

Summary of preliminary NTCA financial results for February 28, 2023

- Cash – Total cash remained constant over the prior month. The amount of TBID collections in February were relatively the same as total disbursements for the month.
- Accounts Receivable - \$5k is the Spartan refund from prior year, we are still expecting collection
- Accounts Receivable TBID –This \$1.3m account balance reflects the difference in revenue recorded vs cash collected. We have recorded roughly 70% of our revenue year-to-date based on a total fiscal year budget of \$6m. Actual year-to-date revenue received the prior year was 48% of the total. I believe cash collections will outpace budgeted revenue for the remainder of the year beginning with the March revenue collected in April.
- Accounts Receivable Membership Dues – We are currently reconciling these accounts regarding chamber dues
- Accounts Receivable Membership Activities – We are investigating if these eblast invoices from prior year are collectible
- Deposits \$1672 – Most of these are over four years old and we are determining when they should be written off
- Accounts Payable - The discrepancy between \$78k reported on the balance sheet and \$70k reported on the aging report occurred during our transition to our new accounting system. I am in the process of identifying this discrepancy
- Accounts Payable Other - TBID members that are due refunds, this account will be reduced to zero once chamber dues are reconciled
- Due To/From County – These funds will be returned to the county after the conclusion of the 21/22 fiscal year audit
- Revenues – I continued to follow the budget through February. Revenue appears to be tracking similar to prior year except in the first quarter. The revenue in the first quarter was over \$700k more than prior year. This increase was primarily from Lodging businesses in Zone 1. I believe this increase was due to a combination of improved collection efforts by the county and increases in revenue from these businesses. December revenue (which includes the quarterly payments) was \$1,136,900. Prior December was \$1,137,500. If revenue stays on pace with prior year for the remainder of the year, the projected revenue at fiscal year-end will be \$6.8m.
- Salaries & Wages – reflects two pay periods, same as in January

- Health Insurance Expense – The \$3k credit reflects the employee portion of health insurance that is credited against the expense account. No health insurance payment was made in February due to timing, so the debt portion of this account is missing this month
- Event Sponsorship – included \$58k for WinterWonderGrass and \$50k in TCDA grants
- In-Market Tourism - \$23k for rebranding
- NLTMC Contributions are consistent with budget

Summary of preliminary NLTMC financial results for February 28, 2023

- Income follows budget

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

February 28, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Tuesday, February 28, 2023

1 of 2
3/23/2023
10:11 AM

| | YTD | | |
|---|--------------------|--------------------|----------------------|
| | Feb 2023 | Feb 2022 | Variance |
| | 2022 | 2021 | |
| Current Assets | | | |
| Cash - TBID Disbursements | 2,090,090 | 0 | (2,090,090) |
| Cash - TBID Funding | 4,631,857 | 1,697,348 | (2,934,510) |
| Special Event Funding | 1,514 | 39,803 | 38,289 |
| Cash Flow Reserve | 101,171 | 100,976 | (195) |
| Marketing Reserve | 50,417 | 50,356 | (61) |
| Payroll Reserve | 46,543 | 68,102 | 21,559 |
| Cash in Drawer | 4,633 | 139 | (4,494) |
| Petty Cash | 158 | 158 | 0 |
| Accounts Receivable | 5,000 | 1,000 | (4,000) |
| Accounts Receivable - TBID | 1,300,193 | 0 | (1,300,193) |
| Accounts Receivable - TOT | 0 | 432,499 | 432,499 |
| Accounts Receivable - Membership Dues | 43,206 | 17,025 | (26,181) |
| Accounts Receivable - Membership Activities | 470 | 985 | 515 |
| Allowance for Doubtful Accounts | (794) | (9,632) | (8,837) |
| Accounts Receivable - NLTMC | 0 | 5,932 | 5,932 |
| Accounts Receivable - Other | 0 | 2,442 | 2,441 |
| Inventory Asset | 25,364 | 26,867 | 1,504 |
| Gift Cards Outstanding | 18 | 18 | 0 |
| Prepaid Expenses | 3,088 | 6,500 | 3,412 |
| Prepaid Postage | 100 | 100 | 0 |
| Prepaid Insurance | 612 | 2,689 | 2,077 |
| Deposits | 1,672 | 1,150 | (522) |
| Total Current Assets | 8,305,311 | 2,444,456 | (5,860,854) |
| 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 | (6,277) | (3,222) | 3,055 |
| 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 | 4,736 | 7,791 | 3,055 |
| Total Assets | \$8,310,046 | \$2,452,247 | (\$5,857,799) |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 78,791 | 69,892 | 8,899 |
| Accounts Payable - Other | 23,835 | 22,140 | 1,695 |
| Salaries & Wages Payable | 1,955 | 41,223 | (39,268) |
| 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 | 7,612 | 0 | 7,612 |
| Accrued Expenses | 69,417 | 200,350 | (130,933) |
| Deferred Revenue - Membership Dues | 4,208 | 20,827 | (16,620) |
| Deferred Revenue - TMBC | 1,290 | 1,290 | 0 |
| Due To/From BOTW CC | (8,102) | 0 | (8,102) |
| Due To/From County | 1,360,485 | 1,480,803 | (120,318) |
| 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 | 1,756,097 | 1,947,457 | 191,360 |
| Sales Tax Payable | (1,193) | 2,877 | (4,070) |
| Use Tax Payable | 25 | 1,418 | (1,393) |
| Total Tax Payable | (1,168) | 4,295 | 5,463 |
| Long-Term Debt | | | |
| Total Liabilities | 1,754,929 | 1,951,752 | 196,823 |
| 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 | 5,187,398 | 0 | 5,187,398 |
| Net Income | 1,350,225 | 0 | 1,350,225 |
| Total Equity | 6,555,117 | 500,495 | (6,054,622) |

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Tuesday, February 28, 2023

2 of 2
3/23/2023
10:11 AM

| | YTD | | |
|---|---------------------------|---------------------------|-----------------------------|
| | Feb 2023 | Feb 2022 | |
| | 2022 | 2021 | Variance |
| Liabilities & Shareholder Equity | <u>\$8,310,046</u> | <u>\$2,452,247</u> | <u>(\$5,857,799)</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 - 2/28/2023
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Aged By: Document Date Sorted By: Vendor ID
 Aging Date: 2/28/2023 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 | User-Defined 1: | | | |
| 18 | | | | | | |
| | | \$393.75 | \$393.75 | \$0.00 | \$0.00 | \$0.00 |
| ATOMIC PRINTING | Atomic Printing, Inc. | PRIMARY | User-Defined 1: | | | |
| 3 | | | | | | |
| | | \$1,644.15 | \$1,644.15 | \$0.00 | \$0.00 | \$0.00 |
| AUGUSTINEIDEAS | D. Augustine & Associates | PRIMARY | User-Defined 1: | | | |
| 15 | | | | | | |
| | | \$11,772.50 | \$0.00 | \$0.00 | \$11,772.50 | \$0.00 |
| CHRISTOPHER SEG | Christopher Segal | | User-Defined 1: | | | |
| 1 | | | | | | |
| | | \$1,900.00 | \$1,900.00 | \$0.00 | \$0.00 | \$0.00 |
| CINTAS CORPORAT | Cintas Corporation #623 | PRIMARY | User-Defined 1: | | | |
| 28 | | | | | | |
| | | \$502.97 | \$502.97 | \$0.00 | \$0.00 | \$0.00 |
| CSG DIRECT, INC | CSG Direct, Inc. | PRIMARY | User-Defined 1: | | | |
| 4 | | | | | | |
| | | \$3,525.83 | \$3,525.83 | \$0.00 | \$0.00 | \$0.00 |
| ERIN CASEY | Erin Casey | PRIMARY | User-Defined 1: | | | |
| 7 | | | | | | |
| | | \$9,860.00 | \$9,860.00 | \$0.00 | \$0.00 | \$0.00 |
| FIRED UP BRANDS | Fired Up Brands, Inc | PRIMARY | User-Defined 1: | | | |
| 5 | | | | | | |
| | | \$500.00 | \$500.00 | \$0.00 | \$0.00 | \$0.00 |
| FP MAILING SOLU | FP Mailing Solutions | PRIMARY | User-Defined 1: | | | |
| 10 | | | | | | |
| | | \$292.61 | \$0.00 | \$210.91 | \$81.70 | \$0.00 |
| GIBSON, SHAY | Gibson, Shay | PRIMARY | User-Defined 1: | | | |
| 4 | | | | | | |
| | | \$100.00 | \$100.00 | \$0.00 | \$0.00 | \$0.00 |
| HENNESSEY HEATI | HENNESSEY HEATING & AIR | | User-Defined 1: | | | |
| 1 | | | | | | |
| | | \$750.00 | \$0.00 | \$750.00 | \$0.00 | \$0.00 |
| LIBERTY UTILITI | Liberty Utilities* | PRIMARY | User-Defined 1: | | | |
| 21 | | | | | | |
| | | \$148.11 | \$148.11 | \$0.00 | \$0.00 | \$0.00 |
| OFFICE BOSS | The Office Boss* | PRIMARY | User-Defined 1: | | | |
| 15 | | | | | | |
| | | \$28.70 | \$28.70 | \$0.00 | \$0.00 | \$0.00 |
| PAPER TRAIL | The Paper Trail* | PRIMARY | User-Defined 1: | | | |
| 33 | | | | | | |
| | | \$237.00 | \$237.00 | \$0.00 | \$0.00 | \$0.00 |
| PRINCIPAL | Principal Financial Group | PRIMARY | User-Defined 1: | | | |
| 17 | | | | | | |
| | | \$1,444.79 | \$1,444.79 | \$0.00 | \$0.00 | \$0.00 |
| RAY MORGAN | Ray Morgan Company, LLC | PRIMARY | User-Defined 1: | | | |
| 14 | | | | | | |
| | | \$136.30 | \$136.30 | \$0.00 | \$0.00 | \$0.00 |

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

| Vendor ID: | | Name: | | Class ID: | | User-Defined 1: | |
|-------------------------|--|--|--------------------|-----------------------|---------------------|---------------------|--------------------|
| | | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Vendor ID: ROCK & ROSE | | Name: Rock & Rose Inc. | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 7 | | | | | | | |
| Aged Totals: | | \$1,067.50 | \$1,067.50 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: SNOWFEST! | | Name: SnowFest! | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 1 | | | | | | | |
| Aged Totals: | | \$2,500.00 | \$2,500.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: STEPHEN'S | | Name: Stephen's Farmhouse | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 1 | | | | | | | |
| Aged Totals: | | \$118.00 | \$118.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: STORQUEST | | Name: StorQuest | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 1 | | | | | | | |
| Aged Totals: | | \$305.00 | \$305.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TAHOE MARINE | | Name: Tahoe Marine & Excavating | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 5 | | | | | | | |
| Aged Totals: | | \$5,000.00 | \$5,000.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TAHOE NORDIC | | Name: Tahoe Nordic Search and Rescue | | Class ID: | | User-Defined 1: | |
| Voucher(s): 3 | | | | | | | |
| Aged Totals: | | \$3,500.00 | \$3,500.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TCDA | | Name: Tahoe City Downtown Association* | | Class ID: PRIMARY | | User-Defined 1: | |
| Voucher(s): 11 | | | | | | | |
| Aged Totals: | | \$25,000.00 | \$25,000.00 | \$0.00 | \$0.00 | \$0.00 | |
| | | <u>Vendors</u> | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> |
| Vendor Totals: | | 23 | \$70,727.21 | \$57,912.10 | \$960.91 | \$11,854.20 | \$0.00 |

PL - Budget vs Actual

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

1 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|--|----------------|----------------|------------------|--------------------|------------------|--------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 328,789 | 328,789 | 0 | 4,149,356 | 4,149,355 | 0 |
| Chamber Revenue - Member Dues | 14,487 | 0 | 14,487 | 38,545 | 20,000 | 18,545 |
| Retail Revenue | 1,960 | 2,000 | (40) | 62,583 | 47,000 | 15,583 |
| Retail Revenue - Merchandise Sales | 0 | 0 | 0 | 1,417 | 0 | 1,417 |
| Revenue - Other | 65 | 0 | 65 | 125 | 0 | 125 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 345,301 | 330,789 | 14,512 | 4,252,027 | 4,216,355 | 35,671 |
| Cost of Goods Sold | 1,110 | 2,375 | (1,265) | 27,782 | 19,000 | 8,782 |
| Freight & Shipping Costs | 91 | 0 | 91 | 554 | 0 | 554 |
| 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 | 1,201 | 2,375 | (1,174) | 28,873 | 19,000 | 9,873 |
| Gross Profit | 344,100 | 328,414 | 15,686 | 4,223,153 | 4,197,355 | 25,798 |
| Salaries & Wages | 90,231 | 115,644 | (25,413) | 650,985 | 925,153 | (274,168) |
| P/R - Tax Expense | 8,416 | 11,523 | (3,107) | 55,077 | 92,182 | (37,105) |
| P/R - Health Insurance Expense | (3,062) | 21,414 | (24,477) | 58,043 | 171,315 | (113,271) |
| P/R - Workmans Comp | 1,017 | 4,086 | (3,069) | 3,388 | 32,685 | (29,297) |
| 401(k) | 2,801 | 4,279 | (1,478) | 17,872 | 34,233 | (16,361) |
| Other Benefits & Expenses | 3,062 | 407 | 2,655 | 14,546 | 3,253 | 11,293 |
| Rent | 13,300 | 13,931 | (631) | 107,636 | 111,447 | (3,811) |
| Rent - Other | 305 | 0 | 305 | 2,053 | 0 | 2,053 |
| Utilities | 1,070 | 1,677 | (607) | 7,809 | 13,415 | (5,606) |
| Repairs & Maintenance | 6,068 | 1,331 | 4,737 | 18,558 | 10,645 | 7,913 |
| Telephone & Internet | 217 | 1,644 | (1,427) | 5,630 | 13,149 | (7,520) |
| Supplies | 593 | 0 | 593 | 2,283 | 0 | 2,283 |
| Supplies - Office | 2,125 | 1,200 | 925 | 14,600 | 9,786 | 4,814 |
| Supplies - Computer | 4,073 | 0 | 4,073 | 19,724 | 12,700 | 7,024 |
| Mail | 3,526 | 559 | 2,966 | 19,471 | 4,476 | 14,995 |
| Mail - USPS | 0 | 0 | 0 | 816 | 0 | 816 |
| Mail - Fedex/UPS | 0 | 0 | 0 | 165 | 0 | 165 |
| Taxes, Licenses, Fees | 1,314 | 8,771 | (7,457) | 18,871 | 70,167 | (51,295) |
| Credit Card Fees | 39 | 125 | (87) | 834 | 1,000 | (166) |
| Dues & Subscriptions | 834 | 1,317 | (483) | 20,367 | 10,533 | 9,833 |
| Insurance/Bonding | 2,365 | 1,250 | 1,115 | 12,922 | 10,000 | 2,922 |
| Associate Relations | 0 | 567 | (567) | 5,050 | 4,533 | 516 |
| Training/Seminars | 0 | 692 | (692) | 4,200 | 5,533 | (1,333) |
| Travel | 0 | 342 | (342) | 48 | 2,733 | (2,686) |
| Automobile Expenses | 0 | 417 | (417) | 1,327 | 3,333 | (2,006) |
| Meals & Meetings | 0 | 633 | (633) | 6,457 | 5,067 | 1,390 |
| Board Functions | 3,458 | 4,000 | (542) | 27,534 | 32,000 | (4,466) |
| Professional Fees | 10,390 | 5,750 | 4,640 | 87,156 | 46,000 | 41,156 |
| Professional Fees - Attorney | 1,375 | 2,500 | (1,125) | 14,931 | 20,000 | (5,069) |
| Professional Fees - Accountant | 1,814 | 0 | 1,814 | 24,084 | 35,000 | (10,916) |
| Equipment Support & Maintenance | 365 | 2,917 | (2,552) | 17,446 | 23,333 | (5,887) |
| Equipment Rental/Leasing | 0 | 343 | (343) | 2,666 | 4,242 | (1,576) |
| Depreciation | 153 | 153 | 0 | 1,222 | 1,222 | 0 |
| Event Sponsorships | 123,887 | 100,000 | 23,887 | 127,092 | 300,000 | (172,908) |
| Special Event Partnership Funding | 2,500 | 0 | 2,500 | 3,750 | 50,000 | (46,250) |
| Event Operations | 0 | 0 | 0 | 1,406 | 0 | 1,406 |
| NLTMC Contributions | 73,257 | 73,217 | 40 | 1,029,879 | 1,029,839 | 40 |
| Non-NLTMC Marketing | 15,590 | 8,917 | 6,674 | 76,797 | 101,333 | (24,536) |
| In-Market/Tourism | 22,845 | 0 | 22,845 | 75,468 | 0 | 75,468 |
| Media/Collateral/Production | 0 | 0 | 0 | 7,468 | 0 | 7,468 |
| Additional Opportunities | 0 | 155,078 | (155,078) | 302,550 | 1,240,624 | (938,074) |
| Chamber Activities | 0 | 832 | (832) | 4,750 | 6,654 | (1,904) |
| Chamber Activities - Membership M... | 0 | 0 | 0 | 0 | 4,500 | (4,500) |
| Chamber Activities - TMBC | 0 | 250 | (250) | 0 | 2,000 | (2,000) |
| Chamber Activities - Community Aw... | 0 | 0 | 0 | 0 | 30,000 | (30,000) |
| Allocated Administrative Overhead | 0 | 79,432 | (79,432) | 0 | 670,020 | (670,020) |
| Total Operating Expenses | 393,925 | 625,193 | (231,268) | 2,872,928 | 5,144,107 | (2,271,179) |

PL - Budget vs Actual

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

2 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|------------------------|------------------------|-------------------------|-----------------------|-------------------------|-------------------------|-------------------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Net Operating Income | (49,825) | (296,779) | 246,954 | 1,350,225 | (946,751) | 2,296,977 |
| Other Expense/<Income> | | | | | | |
| Net Income | <u>(49,825)</u> | <u>(296,779)</u> | <u>246,954</u> | <u>1,350,225</u> | <u>(946,751)</u> | <u>2,296,977</u> |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

3 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------------|------------------|-----------------|--------------------|------------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 172,614 | 172,614 | 0 | 2,178,410 | 2,178,412 | (2) |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 172,614 | 172,614 | 0 | 2,178,410 | 2,178,412 | (2) |
| Gross Profit | 172,614 | 172,614 | 0 | 2,178,410 | 2,178,412 | (2) |
| Salaries & Wages | 2,917 | 34,999 | (32,082) | 139,056 | 279,993 | (140,937) |
| P/R - Tax Expense | 500 | 3,500 | (2,999) | 12,230 | 27,999 | (15,769) |
| P/R - Health Insurance Expense | 225 | 7,023 | (6,798) | 13,941 | 56,183 | (42,242) |
| P/R - Workmans Comp | 0 | 1,227 | (1,227) | 6 | 9,817 | (9,810) |
| 401(k) | 877 | 1,327 | (450) | 4,734 | 10,613 | (5,879) |
| Other Benefits & Expenses | 0 | 137 | (137) | 411 | 1,093 | (682) |
| Rent | 2,227 | 2,529 | (302) | 17,816 | 20,234 | (2,418) |
| Utilities | 0 | 452 | (452) | 1,062 | 3,614 | (2,551) |
| Telephone & Internet | 0 | 468 | (468) | 325 | 3,747 | (3,422) |
| Supplies | 646 | 0 | 646 | 646 | 0 | 646 |
| Supplies - Office | 0 | 50 | (50) | 273 | 586 | (314) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 5,000 | (4,866) |
| Mail | 0 | 126 | (126) | 0 | 1,009 | (1,009) |
| Taxes, Licenses, Fees | 1,199 | 63 | 1,137 | 1,379 | 500 | 879 |
| Dues & Subscriptions | 660 | 125 | 535 | 4,623 | 1,000 | 3,623 |
| Associate Relations | 0 | 83 | (83) | 63 | 667 | (603) |
| Travel | 0 | 58 | (58) | 48 | 467 | (419) |
| Automobile Expenses | 0 | 83 | (83) | 200 | 667 | (467) |
| Meals & Meetings | 0 | 42 | (42) | 151 | 333 | (183) |
| Professional Fees | 30 | 0 | 30 | 30 | 0 | 30 |
| Equipment Rental/Leasing | 0 | 115 | (115) | 0 | 1,426 | (1,426) |
| Event Sponsorships | 61,500 | 100,000 | (38,500) | 68,900 | 300,000 | (231,100) |
| Special Event Partnership Funding | 2,500 | 0 | 2,500 | 3,750 | 50,000 | (46,250) |
| Event Operations | 0 | 0 | 0 | 1,406 | 0 | 1,406 |
| NLTMC Contributions | 73,257 | 73,217 | 40 | 1,029,879 | 1,029,839 | 40 |
| Non-NLTMC Marketing | 15,115 | 6,833 | 8,282 | 67,053 | 84,667 | (17,614) |
| In-Market/Tourism | 22,845 | 0 | 22,845 | 62,719 | 0 | 62,719 |
| Media/Collateral/Production | 0 | 0 | 0 | 6,155 | 0 | 6,155 |
| Additional Opportunities | 0 | 35,340 | (35,340) | 0 | 282,722 | (282,722) |
| Allocated Administrative Overhead | 25,921 | 29,681 | (3,760) | 412,905 | 250,365 | 162,540 |
| Total Operating Expenses | 210,420 | 297,479 | (87,059) | 1,849,895 | 2,422,540 | (572,645) |
| Net Operating Income | (37,806) | (124,864) | 87,059 | 328,515 | (244,128) | 572,643 |
| Other Expense/<Income> | | | | | | |
| Net Income | (37,806) | (124,864) | 87,059 | 328,515 | (244,128) | 572,643 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

4 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------------|-----------------|----------------|--------------------|-----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 48,661 | 48,661 | 0 | 614,105 | 614,105 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 48,661 | 48,661 | 0 | 614,105 | 614,105 | 0 |
| Gross Profit | 48,661 | 48,661 | 0 | 614,105 | 614,105 | 0 |
| Salaries & Wages | 15,041 | 3,831 | 11,210 | 23,402 | 30,648 | (7,246) |
| P/R - Tax Expense | 1,215 | 383 | 832 | 1,877 | 3,065 | (1,188) |
| P/R - Health Insurance Expense | 1,208 | 616 | 592 | 1,208 | 4,926 | (3,718) |
| P/R - Workmans Comp | 0 | 134 | (134) | 0 | 1,074 | (1,074) |
| 401(k) | 289 | 153 | 136 | 636 | 1,226 | (590) |
| Other Benefits & Expenses | 0 | 10 | (10) | 0 | 80 | (80) |
| Rent | 396 | 174 | 222 | 3,167 | 1,393 | 1,775 |
| Utilities | 0 | 33 | (33) | 65 | 264 | (200) |
| Telephone & Internet | 0 | 34 | (34) | 0 | 274 | (274) |
| Supplies - Office | 0 | 83 | (83) | 0 | 667 | (667) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 700 | (566) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 200 | (200) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 133 | (133) |
| Associate Relations | 0 | 17 | (17) | 0 | 133 | (133) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 333 | (333) |
| Meals & Meetings | 0 | 83 | (83) | 0 | 667 | (667) |
| Equipment Rental/Leasing | 0 | 8 | (8) | 0 | 104 | (104) |
| Event Sponsorships | 50,000 | 0 | 50,000 | 25,000 | 0 | 25,000 |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 3,333 | (3,333) |
| Additional Opportunities | 0 | 68,348 | (68,348) | 79,892 | 546,780 | (466,888) |
| Allocated Administrative Overhead | 9,575 | 8,367 | 1,207 | 23,979 | 70,579 | (46,600) |
| Total Operating Expenses | 77,724 | 82,775 | (5,051) | 159,359 | 666,580 | (507,221) |
| Net Operating Income | (29,063) | (34,115) | 5,052 | 454,746 | (52,476) | 507,221 |
| Other Expense/<Income> | | | | | | |
| Net Income | (29,063) | (34,115) | 5,052 | 454,746 | (52,476) | 507,221 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

5 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|--|-----------------|-----------------|----------------|--------------------|-----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 24,002 | 24,002 | 0 | 302,904 | 302,903 | 1 |
| Retail Revenue | 1,960 | 2,000 | (40) | 62,583 | 47,000 | 15,583 |
| Retail Revenue - Merchandise Sales | 0 | 0 | 0 | 1,417 | 0 | 1,417 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 25,962 | 26,002 | (40) | 366,905 | 349,903 | 17,002 |
| Cost of Goods Sold | 1,110 | 2,375 | (1,265) | 27,782 | 19,000 | 8,782 |
| Freight & Shipping Costs | 91 | 0 | 91 | 554 | 0 | 554 |
| 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 | 1,201 | 2,375 | (1,174) | 28,873 | 19,000 | 9,873 |
| Gross Profit | 24,761 | 23,627 | 1,134 | 338,032 | 330,903 | 7,129 |
| Salaries & Wages | 27,566 | 13,002 | 14,564 | 118,115 | 104,015 | 14,099 |
| P/R - Tax Expense | 2,765 | 1,259 | 1,507 | 11,578 | 10,068 | 1,510 |
| P/R - Health Insurance Expense | 2,403 | 2,013 | 390 | 2,487 | 16,104 | (13,616) |
| P/R - Workmans Comp | 0 | 487 | (487) | 0 | 3,896 | (3,896) |
| 401(k) | 777 | 337 | 440 | 3,662 | 2,694 | 968 |
| Other Benefits & Expenses | 0 | 40 | (40) | 82 | 320 | (238) |
| Rent | 6,650 | 6,848 | (198) | 53,200 | 54,781 | (1,581) |
| Utilities | 148 | 465 | (317) | 608 | 3,720 | (3,112) |
| Repairs & Maintenance | 0 | 0 | 0 | 36 | 0 | 36 |
| Telephone & Internet | 0 | 137 | (137) | 200 | 1,097 | (897) |
| Supplies | 0 | 0 | 0 | 1,133 | 0 | 1,133 |
| Supplies - Office | 760 | 458 | 302 | 2,637 | 3,667 | (1,029) |
| Supplies - Computer | 0 | 0 | 0 | 294 | 0 | 294 |
| Mail | 0 | 17 | (17) | 0 | 133 | (133) |
| Taxes, Licenses, Fees | 30 | 25 | 5 | 133 | 200 | (67) |
| Credit Card Fees | 0 | 125 | (125) | 606 | 1,000 | (394) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 133 | (133) |
| Associate Relations | 0 | 42 | (42) | 118 | 333 | (215) |
| Automobile Expenses | 0 | 83 | (83) | 201 | 667 | (465) |
| Meals & Meetings | 0 | 8 | (8) | 542 | 67 | 476 |
| Equipment Rental/Leasing | 0 | 34 | (34) | 139 | 417 | (279) |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 3,333 | (3,333) |
| Additional Opportunities | 0 | 15,101 | (15,101) | 0 | 120,807 | (120,807) |
| Allocated Administrative Overhead | 5,774 | 4,127 | 1,647 | 60,434 | 34,813 | 25,622 |
| Total Operating Expenses | 46,873 | 45,040 | 1,833 | 256,205 | 362,265 | (106,060) |
| Net Operating Income | (22,112) | (21,414) | (699) | 81,826 | (31,362) | 113,189 |
| Other Expense/<Income> | | | | | | |
| Net Income | (22,112) | (21,414) | (699) | 81,826 | (31,362) | 113,189 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

6 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|--------------------------------------|-----------------|----------------|-----------------|--------------------|----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 18,083 | 18,083 | 0 | 228,214 | 228,215 | 0 |
| Chamber Revenue - Member Dues | 0 | 0 | 0 | 0 | 20,000 | (20,000) |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 18,083 | 18,083 | 0 | 228,214 | 248,215 | (20,000) |
| Gross Profit | 18,083 | 18,083 | 0 | 228,214 | 248,215 | (20,000) |
| Salaries & Wages | 25,573 | 10,856 | 14,717 | 34,132 | 86,848 | (52,716) |
| P/R - Tax Expense | 2,087 | 1,086 | 1,001 | 2,738 | 8,685 | (5,947) |
| P/R - Health Insurance Expense | 2,415 | 2,869 | (454) | 2,415 | 22,955 | (20,540) |
| P/R - Workmans Comp | 0 | 381 | (381) | 0 | 3,045 | (3,045) |
| 401(k) | 523 | 384 | 139 | 864 | 3,074 | (2,210) |
| Other Benefits & Expenses | 0 | 43 | (43) | 0 | 347 | (347) |
| Rent | 464 | 904 | (440) | 3,712 | 7,235 | (3,524) |
| Utilities | 0 | 143 | (143) | 76 | 1,146 | (1,070) |
| Telephone & Internet | 0 | 149 | (149) | 175 | 1,188 | (1,013) |
| Supplies - Office | 0 | 150 | (150) | 0 | 1,200 | (1,200) |
| Supplies - Computer | 0 | 0 | 0 | 268 | 700 | (432) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 200 | (200) |
| Dues & Subscriptions | 0 | 17 | (17) | 2,730 | 133 | 2,597 |
| Associate Relations | 0 | 42 | (42) | 500 | 333 | 167 |
| Automobile Expenses | 0 | 42 | (42) | 138 | 333 | (196) |
| Meals & Meetings | 0 | 83 | (83) | 0 | 667 | (667) |
| Equipment Rental/Leasing | 0 | 37 | (37) | 0 | 452 | (452) |
| Event Sponsorships | 0 | 0 | 0 | 500 | 0 | 500 |
| Non-NLTMC Marketing | 0 | 417 | (417) | 9,150 | 3,333 | 5,817 |
| Additional Opportunities | 0 | 0 | 0 | 222,658 | 0 | 222,658 |
| Chamber Activities | 0 | 832 | (832) | 4,750 | 6,654 | (1,904) |
| Chamber Activities - Membership M... | 0 | 0 | 0 | 0 | 4,500 | (4,500) |
| Chamber Activities - TMBC | 0 | 250 | (250) | 0 | 2,000 | (2,000) |
| Chamber Activities - Community Aw... | 0 | 0 | 0 | 0 | 30,000 | (30,000) |
| Allocated Administrative Overhead | 4,364 | 2,948 | 1,416 | 51,116 | 24,866 | 26,250 |
| Total Operating Expenses | 35,426 | 21,656 | 13,769 | 335,921 | 209,895 | 126,026 |
| Net Operating Income | (17,343) | (3,573) | (13,769) | (107,706) | 38,320 | (146,026) |
| Other Expense/<Income> | | | | | | |
| Net Income | (17,343) | (3,573) | (13,769) | (107,706) | 38,320 | (146,026) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

7 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|----------------|-----------------|-----------------|--------------------|-----------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenues | 24,988 | 24,988 | 0 | 315,352 | 315,351 | 1 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 24,988 | 24,988 | 0 | 315,352 | 315,351 | 1 |
| Gross Profit | 24,988 | 24,988 | 0 | 315,352 | 315,351 | 1 |
| Salaries & Wages | 22,878 | 7,429 | 15,449 | 31,238 | 59,428 | (28,190) |
| P/R - Tax Expense | 1,828 | 743 | 1,086 | 2,490 | 5,943 | (3,452) |
| P/R - Health Insurance Expense | 1,151 | 1,490 | (339) | 1,151 | 11,916 | (10,766) |
| P/R - Workmans Comp | 0 | 260 | (260) | 0 | 2,084 | (2,084) |
| 401(k) | 331 | 297 | 34 | 677 | 2,377 | (1,700) |
| Other Benefits & Expenses | 0 | 23 | (23) | 0 | 187 | (187) |
| Rent | 569 | 406 | 163 | 4,553 | 3,250 | 1,303 |
| Utilities | 0 | 77 | (77) | 97 | 617 | (520) |
| Telephone & Internet | 0 | 80 | (80) | 0 | 640 | (640) |
| Supplies - Office | 0 | 42 | (42) | 0 | 333 | (333) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 1,750 | (1,616) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 200 | (200) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 133 | (133) |
| Associate Relations | 0 | 17 | (17) | 0 | 133 | (133) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 333 | (333) |
| Meals & Meetings | 0 | 42 | (42) | 0 | 333 | (333) |
| Equipment Rental/Leasing | 0 | 20 | (20) | 0 | 243 | (243) |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 3,333 | (3,333) |
| Additional Opportunities | 0 | 28,299 | (28,299) | 0 | 226,395 | (226,395) |
| Allocated Administrative Overhead | 3,759 | 4,297 | (537) | 8,999 | 36,243 | (27,244) |
| Total Operating Expenses | 30,516 | 44,021 | (13,505) | 49,340 | 355,873 | (306,533) |
| Net Operating Income | (5,528) | (19,033) | 13,505 | 266,011 | (40,522) | 306,534 |
| Other Expense/<Income> | | | | | | |
| Net Income | (5,528) | (19,033) | 13,505 | 266,011 | (40,522) | 306,534 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

8 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | Variance | Fiscal 2022/23 YTD | | Variance |
|-------------------------------------|-----------------|----------------|-----------------|--------------------|-----------------|-----------------|
| | Actual | Budget | | Actual | Budget | |
| Revenues | | | | | | |
| Revenues | 10,850 | 10,850 | 0 | 136,929 | 136,929 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 10,850 | 10,850 | 0 | 136,929 | 136,929 | 0 |
| Gross Profit | 10,850 | 10,850 | 0 | 136,929 | 136,929 | 0 |
| Salaries & Wages | 22,878 | 6,095 | 16,783 | 31,238 | 48,761 | (17,523) |
| P/R - Tax Expense | 1,828 | 610 | 1,219 | 2,490 | 4,876 | (2,386) |
| P/R - Health Insurance Expense | 1,151 | 1,036 | 115 | 1,151 | 8,290 | (7,140) |
| P/R - Workmans Comp | 0 | 214 | (214) | 0 | 1,710 | (1,710) |
| 401(k) | 331 | 244 | 87 | 677 | 1,950 | (1,273) |
| Other Benefits & Expenses | 0 | 17 | (17) | 0 | 133 | (133) |
| Rent | 458 | 290 | 168 | 3,662 | 2,321 | 1,341 |
| Utilities | 0 | 55 | (55) | 222 | 441 | (219) |
| Telephone & Internet | 0 | 57 | (57) | 0 | 457 | (457) |
| Supplies - Office | 0 | 42 | (42) | 0 | 333 | (333) |
| Supplies - Computer | 0 | 0 | 0 | 134 | 1,050 | (916) |
| Taxes, Licenses, Fees | 0 | 25 | (25) | 0 | 200 | (200) |
| Dues & Subscriptions | 0 | 17 | (17) | 0 | 133 | (133) |
| Associate Relations | 0 | 17 | (17) | 0 | 133 | (133) |
| Automobile Expenses | 0 | 42 | (42) | 0 | 333 | (333) |
| Meals & Meetings | 0 | 42 | (42) | 0 | 333 | (333) |
| Equipment Rental/Leasing | 0 | 14 | (14) | 0 | 174 | (174) |
| Event Sponsorships | 12,387 | 0 | 12,387 | 32,692 | 0 | 32,692 |
| Non-NLTMC Marketing | 0 | 417 | (417) | 0 | 3,333 | (3,333) |
| Additional Opportunities | 0 | 7,990 | (7,990) | 0 | 63,919 | (63,919) |
| Allocated Administrative Overhead | 5,484 | 1,866 | 3,618 | 14,482 | 15,737 | (1,256) |
| Total Operating Expenses | 44,517 | 19,087 | 25,429 | 86,748 | 154,621 | (67,873) |
| Net Operating Income | (33,667) | (8,237) | (25,429) | 50,180 | (17,692) | 67,872 |
| Other Expense/<Income> | | | | | | |
| Net Income | (33,667) | (8,237) | (25,429) | 50,180 | (17,692) | 67,872 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

9 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|----------------|-----------------|-----------------|--------------------|-----------------|------------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 16,439 | 16,439 | 0 | 207,468 | 207,468 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 16,439 | 16,439 | 0 | 207,468 | 207,468 | 0 |
| | | | | | | |
| Gross Profit | 16,439 | 16,439 | 0 | 207,468 | 207,468 | 0 |
| | | | | | | |
| Allocated Administrative Overhead | 19,696 | 28,146 | (8,450) | 111,317 | 237,416 | (126,099) |
| Total Operating Expenses | 19,696 | 28,146 | (8,450) | 111,317 | 237,416 | (126,099) |
| Net Operating Income | (3,257) | (11,707) | 8,449 | 96,151 | (29,948) | 126,099 |
| | | | | | | |
| Other Expense/<Income> | | | | | | |
| Net Income | (3,257) | (11,707) | 8,449 | 96,151 | (29,948) | 126,099 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

10 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|---------------|---------------|-----------------|--------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 6,576 | 6,576 | 0 | 82,987 | 82,987 | 0 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 6,576 | 6,576 | 0 | 82,987 | 82,987 | 0 |
| | | | | | | |
| Gross Profit | 6,576 | 6,576 | 0 | 82,987 | 82,987 | 0 |
| | | | | | | |
| Taxes, Licenses, Fees | 0 | 7,333 | (7,333) | 7,167 | 58,667 | (51,500) |
| Total Operating Expenses | 0 | 7,333 | (7,333) | 7,167 | 58,667 | (51,500) |
| Net Operating Income | 6,576 | (758) | 7,334 | 75,821 | 24,320 | 51,500 |
| | | | | | | |
| Other Expense/<Income> | | | | | | |
| Net Income | 6,576 | (758) | 7,334 | 75,821 | 24,320 | 51,500 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

11 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|---------------|---------------|-----------------|--------------------|---------------|-----------------|
| | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> | <u>Actual</u> | <u>Budget</u> | <u>Variance</u> |
| Revenues | | | | | | |
| Revenues | 6,576 | 6,576 | 0 | 82,987 | 82,987 | 0 |
| Revenue - Other | 0 | 0 | 0 | 60 | 0 | 60 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 6,576 | 6,576 | 0 | 83,047 | 82,987 | 60 |
| | | | | | | |
| Gross Profit | 6,576 | 6,576 | 0 | 83,047 | 82,987 | 60 |
| | | | | | | |
| Utilities | 0 | 0 | 0 | 487 | 0 | 487 |
| Dues & Subscriptions | 0 | 0 | 0 | 430 | 0 | 430 |
| Allocated Administrative Overhead | 0 | 0 | 0 | 57 | 0 | 57 |
| Total Operating Expenses | 0 | 0 | 0 | 974 | 0 | 974 |
| Net Operating Income | 6,576 | 6,576 | 0 | 82,073 | 82,987 | (914) |
| | | | | | | |
| Other Expense/<Income> | | | | | | |
| Net Income | 6,576 | 6,576 | 0 | 82,073 | 82,987 | (914) |

PL - Budget vs Actual

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

12 of 14
3/23/2023
11:16 AM

| | <u>Feb 2023</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 | (53) | 0 | (53) | 0 | 0 | 0 |
| P/R - Tax Expense | 22 | 0 | 22 | 0 | 0 | 0 |
| 401(k) | 11 | 0 | 11 | 0 | 0 | 0 |
| Allocated Administrative Overhead | 0 | 0 | 0 | 29 | 0 | 29 |
| Total Operating Expenses | <u>(20)</u> | <u>0</u> | <u>(20)</u> | <u>29</u> | <u>0</u> | <u>29</u> |
| Net Operating Income | <u>20</u> | <u>0</u> | <u>20</u> | <u>(29)</u> | <u>0</u> | <u>(29)</u> |
| Other Expense/<Income> | | | | | | |
| Net Income | <u>20</u> | <u>0</u> | <u>20</u> | <u>(29)</u> | <u>0</u> | <u>(29)</u> |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

13 of 14
3/23/2023
11:16 AM

| | <u>Feb 2023</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 | | | | | | |
| Chamber Revenue - Member Dues | 14,487 | 0 | 14,487 | 38,545 | 0 | 38,545 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 14,487 | 0 | 14,487 | 38,545 | 0 | 38,545 |
| | | | | | | |
| Gross Profit | 14,487 | 0 | 14,487 | 38,545 | 0 | 38,545 |
| | | | | | | |
| Salaries & Wages | (53,961) | 0 | (53,961) | 0 | 0 | 0 |
| P/R - Tax Expense | (5,607) | 0 | (5,607) | 0 | 0 | 0 |
| P/R - Health Insurance Expense | (10,161) | 0 | (10,161) | 0 | 0 | 0 |
| 401(k) | (1,497) | 0 | (1,497) | 0 | 0 | 0 |
| Utilities | 0 | 0 | 0 | 158 | 0 | 158 |
| Telephone & Internet | 0 | 0 | 0 | 780 | 0 | 780 |
| Automobile Expenses | 0 | 0 | 0 | 15 | 0 | 15 |
| Meals & Meetings | 0 | 0 | 0 | 56 | 0 | 56 |
| In-Market/Tourism | 0 | 0 | 0 | 113 | 0 | 113 |
| Allocated Administrative Overhead | 0 | 0 | 0 | 14,255 | 0 | 14,255 |
| Total Operating Expenses | (71,226) | 0 | (71,226) | 15,378 | 0 | 15,378 |
| Net Operating Income | 85,713 | 0 | 85,713 | 23,168 | 0 | 23,168 |
| | | | | | | |
| Other Expense/<Income> | | | | | | |
| Net Income | 85,713 | 0 | 85,713 | 23,168 | 0 | 23,168 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
3/23/2023
11:16 AM

| | Feb 2023 | | | Fiscal 2022/23 YTD | | |
|-------------------------------------|-----------|-----------------|-----------------|--------------------|------------------|------------------|
| | Actual | Budget | Variance | Actual | Budget | Variance |
| Revenues | | | | | | |
| Revenue - Other | 65 | 0 | 65 | 65 | 0 | 65 |
| Revenue - Interest & Investments | | | | | | |
| Total Revenues | 65 | 0 | 65 | 65 | 0 | 65 |
| Gross Profit | 65 | 0 | 65 | 65 | 0 | 65 |
| Salaries & Wages | 27,392 | 39,432 | (12,040) | 273,803 | 315,459 | (41,656) |
| P/R - Tax Expense | 3,777 | 3,943 | (166) | 21,673 | 31,546 | (9,873) |
| P/R - Health Insurance Expense | (1,453) | 6,368 | (7,821) | 35,690 | 50,940 | (15,250) |
| P/R - Workmans Comp | 1,017 | 1,383 | (366) | 3,382 | 11,060 | (7,678) |
| 401(k) | 1,158 | 1,537 | (379) | 6,623 | 12,298 | (5,675) |
| Other Benefits & Expenses | 3,062 | 137 | 2,925 | 14,053 | 1,093 | 12,960 |
| Rent | 2,536 | 2,779 | (243) | 21,526 | 22,234 | (708) |
| Rent - Other | 305 | 0 | 305 | 2,053 | 0 | 2,053 |
| Utilities | 922 | 452 | 470 | 5,034 | 3,614 | 1,421 |
| Repairs & Maintenance | 6,068 | 1,331 | 4,737 | 18,521 | 10,645 | 7,877 |
| Telephone & Internet | 217 | 718 | (501) | 4,149 | 5,747 | (1,597) |
| Supplies | (53) | 0 | (53) | 504 | 0 | 504 |
| Supplies - Office | 1,365 | 375 | 990 | 11,690 | 3,000 | 8,690 |
| Supplies - Computer | 4,073 | 0 | 4,073 | 18,625 | 3,500 | 15,125 |
| Mail | 3,526 | 417 | 3,109 | 19,471 | 3,333 | 16,137 |
| Mail - USPS | 0 | 0 | 0 | 816 | 0 | 816 |
| Mail - Fedex/UPS | 0 | 0 | 0 | 165 | 0 | 165 |
| Taxes, Licenses, Fees | 85 | 1,250 | (1,165) | 10,193 | 10,000 | 193 |
| Credit Card Fees | 39 | 0 | 39 | 229 | 0 | 229 |
| Dues & Subscriptions | 174 | 1,108 | (934) | 12,584 | 8,867 | 3,717 |
| Insurance/Bonding | 2,365 | 1,250 | 1,115 | 12,922 | 10,000 | 2,922 |
| Associate Relations | 0 | 350 | (350) | 4,369 | 2,800 | 1,569 |
| Training/Seminars | 0 | 692 | (692) | 4,200 | 5,533 | (1,333) |
| Travel | 0 | 283 | (283) | 0 | 2,267 | (2,267) |
| Automobile Expenses | 0 | 83 | (83) | 773 | 667 | 107 |
| Meals & Meetings | 0 | 333 | (333) | 5,707 | 2,667 | 3,041 |
| Board Functions | 3,458 | 4,000 | (542) | 27,534 | 32,000 | (4,466) |
| Professional Fees | 10,360 | 5,750 | 4,610 | 87,126 | 46,000 | 41,126 |
| Professional Fees - Attorney | 1,375 | 2,500 | (1,125) | 14,931 | 20,000 | (5,069) |
| Professional Fees - Accountant | 1,814 | 0 | 1,814 | 24,084 | 35,000 | (10,916) |
| Equipment Support & Maintenance | 365 | 2,917 | (2,552) | 17,446 | 23,333 | (5,887) |
| Equipment Rental/Leasing | 0 | 115 | (115) | 2,527 | 1,426 | 1,101 |
| Depreciation | 153 | 153 | 0 | 1,222 | 1,222 | 0 |
| Non-NLTMC Marketing | 475 | 0 | 475 | 595 | 0 | 595 |
| 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 | (74,573) | 0 | (74,573) | (697,573) | 0 | (697,573) |
| Total Operating Expenses | 0 | 79,656 | (79,656) | 595 | 676,250 | (675,655) |
| Net Operating Income | 65 | (79,656) | 79,720 | (530) | (676,250) | 675,719 |
| Other Expense/<Income> | | | | | | |
| Net Income | 65 | (79,656) | 79,720 | (530) | (676,250) | 675,719 |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2023

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of February 28, 2023

| | Feb 28, 23 | Feb 28, 22 | \$ Change | % Change |
|---------------------------------------|-------------------|-------------------|-------------------|--------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 · Cash | 621,689.96 | 638,385.58 | -16,695.62 | -2.6% |
| Total Checking/Savings | 621,689.96 | 638,385.58 | -16,695.62 | -2.6% |
| Accounts Receivable | | | | |
| 1200-00 · Accounts Receivable | 3,551.34 | 7,217.34 | -3,666.00 | -50.8% |
| Total Accounts Receivable | 3,551.34 | 7,217.34 | -3,666.00 | -50.8% |
| 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 | 625,341.30 | 645,702.92 | -20,361.62 | -3.2% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | 41,830.85 | 66,191.46 | -24,360.61 | -36.8% |
| Total Other Assets | 41,830.85 | 66,191.46 | -24,360.61 | -36.8% |
| TOTAL ASSETS | 667,172.15 | 711,894.38 | -44,722.23 | -6.3% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 97,484.04 | 63,814.73 | 33,669.31 | 52.8% |
| Total Accounts Payable | 97,484.04 | 63,814.73 | 33,669.31 | 52.8% |
| Total Current Liabilities | 97,484.04 | 63,814.73 | 33,669.31 | 52.8% |
| Total Liabilities | 97,484.04 | 63,814.73 | 33,669.31 | 52.8% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 86,764.32 | 192,668.73 | -105,904.41 | -55.0% |
| Net Income | 482,923.79 | 455,410.92 | 27,512.87 | 6.0% |
| Total Equity | 569,688.11 | 648,079.65 | -78,391.54 | -12.1% |
| TOTAL LIABILITIES & EQUITY | 667,172.15 | 711,894.38 | -44,722.23 | -6.3% |

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
 As of February 28, 2023

| | <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> |

1:17 PM

03/20/23

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of February 28, 2023

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|------------------|-------------------------|-------------------------|--------------------|--------------------|--------------------|-------------------------|
| Cvent, Inc. | 200.00 | 0.00 | 0.00 | 0.00 | 0.00 | 200.00 |
| MAHK Advertising | 29,125.33 | 68,158.71 | 0.00 | 0.00 | 0.00 | 97,284.04 |
| TOTAL | <u>29,325.33</u> | <u>68,158.71</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>97,484.04</u> |

North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023

| | Feb 23 | Feb 22 | \$ Change | % Change |
|--|------------|------------|------------|----------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 91,166.00 | 57,666.00 | 33,500.00 | 58.1% |
| 4001-00 · NLTRA Funding | 73,217.00 | 85,731.27 | -12,514.27 | -14.6% |
| 4004-00 · IVCBVB Entertainment | 500.00 | 0.00 | 500.00 | 100.0% |
| Total Income | 164,883.00 | 143,397.27 | 21,485.73 | 15.0% |
| Gross Profit | 164,883.00 | 143,397.27 | 21,485.73 | 15.0% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5002-00 · Consumer Print | 6,000.00 | 0.00 | 6,000.00 | 100.0% |
| 5002-01 · Native Display | 0.00 | 7,500.00 | -7,500.00 | -100.0% |
| 5004-00 · Trip Advisor | 5,357.97 | 2,483.35 | 2,874.62 | 115.8% |
| 5005-00 · Paid Social | 2,777.45 | 2,931.84 | -154.39 | -5.3% |
| 5005-01 · Digital Display / Retargeting | 2,818.16 | 2,260.00 | 558.16 | 24.7% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 7,821.77 | 1,567.60 | 6,254.17 | 399.0% |
| 5007-03 · Photo/Video Creative | 3,828.35 | 7,644.38 | -3,816.03 | -49.9% |
| 5007-00 · Creative Production - Other | 101.88 | 127.50 | -25.62 | -20.1% |
| Total 5007-00 · Creative Production | 11,752.00 | 9,339.48 | 2,412.52 | 25.8% |
| 5010-00 · Account Strategy & Management | 8,500.00 | 7,000.00 | 1,500.00 | 21.4% |
| 5018-00 · Media Commission | 3,173.73 | 2,492.24 | 681.49 | 27.3% |
| 5018-01 · Digital Ad Serving | 44.69 | 29.84 | 14.85 | 49.8% |
| 5020-00 · Search Engine Marketing | 4,701.36 | 1,593.03 | 3,108.33 | 195.1% |
| Total 5000-00 · CONSUMER MARKETING | 45,125.36 | 35,629.78 | 9,495.58 | 26.7% |
| 5110-00 · LEISURE SALES | | | | |
| 5112-00 · Training / Sales Calls | 0.00 | 748.28 | -748.28 | -100.0% |
| 5145-00 · TIA Annual Dues | 0.00 | 437.50 | -437.50 | -100.0% |
| 5154-00 · Canada | 5,200.00 | 0.00 | 5,200.00 | 100.0% |
| Total 5110-00 · LEISURE SALES | 5,200.00 | 1,185.78 | 4,014.22 | 338.5% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,635.90 | 750.00 | 885.90 | 118.1% |
| 5206-00 · Digital Buy/ Social Media Boost | 1,000.00 | 800.00 | 200.00 | 25.0% |
| 5207-00 · Content Campaigns/Tools-My Emma | 0.00 | 265.00 | -265.00 | -100.0% |
| 5210-00 · Content Dev - Newsletters | 1,700.00 | 1,500.00 | 200.00 | 13.3% |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5212-00 · Social Giveaways & Contests | 0.00 | 900.00 | -900.00 | -100.0% |
| 5218-00 · Crisis Communication / Training | 6,540.00 | 0.00 | 6,540.00 | 100.0% |
| 5221-00 · Photography & Video Asset Dev | 0.00 | 5,750.00 | -5,750.00 | -100.0% |

North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023

| | Feb 23 | Feb 22 | \$ Change | % Change |
|--|------------------|------------------|-----------------|--------------|
| Total 5200-00 · PUBLIC RELATIONS | 22,875.90 | 21,965.00 | 910.90 | 4.2% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6004-00 · Email | 1,200.00 | 0.00 | 1,200.00 | 100.0% |
| 6005-00 · Paid Media | 3,104.00 | 1,506.14 | 1,597.86 | 106.1% |
| 6006-00 · CVENT | 0.00 | 711.87 | -711.87 | -100.0% |
| 6007-00 · Creative Production | 1,170.00 | 1,560.00 | -390.00 | -25.0% |
| 6018-00 · MCC Media Commission | 571.33 | 275.45 | 295.88 | 107.4% |
| 6018-01 · MCC Digital Ad Serving | 1.12 | 6.32 | -5.20 | -82.3% |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.33 | 0.00 | 0.0% |
| 6152-00 · Client Events / Opportunities | 200.00 | 0.00 | 200.00 | 100.0% |
| 6153-00 · Chicago Sales Rep Support | 0.00 | 125.00 | -125.00 | -100.0% |
| Total 6000-00 · CONFERENCE SALES | 6,829.78 | 4,768.11 | 2,061.67 | 43.2% |
| 6100-00 · TRADE SHOWS | | | | |
| 6116-00 · CalSAE Seasonal Spectacular | 0.00 | 250.00 | -250.00 | -100.0% |
| 6155-00 · Connect Trade Shows | 0.00 | -575.43 | 575.43 | 100.0% |
| 6180-00 · Conference Direct CA | 0.00 | 583.33 | -583.33 | -100.0% |
| Total 6100-00 · TRADE SHOWS | 0.00 | 257.90 | -257.90 | -100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5008-00 · Cooperative Programs | 0.00 | -3,000.00 | 3,000.00 | 100.0% |
| 5009-00 · Fulfillment / Mail | 0.00 | 317.99 | -317.99 | -100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 208.33 | 166.67 | 41.66 | 25.0% |
| 7001-00 · Miscellaneous | 0.00 | 836.91 | -836.91 | -100.0% |
| 7002-00 · CRM Subscription | 833.33 | 833.33 | 0.00 | 0.0% |
| 7004-00 · Research | 880.00 | 2,704.76 | -1,824.76 | -67.5% |
| 7007-00 · Destimetrics / DMX | 0.00 | 2,369.58 | -2,369.58 | -100.0% |
| 7010-00 · Photo Management & Storage | 0.00 | 620.75 | -620.75 | -100.0% |
| 8700-00 · Automobile Expense* | 0.00 | 219.96 | -219.96 | -100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES - Other | 0.00 | 188.18 | -188.18 | -100.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 1,921.66 | 5,258.13 | -3,336.47 | -63.5% |
| 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 | 243.00 | -243.00 | -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% |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,250.00 | 14,493.00 | -243.00 | -1.7% |
| Total Expense | 96,202.70 | 83,557.70 | 12,645.00 | 15.1% |
| Net Income | 68,680.30 | 59,839.57 | 8,840.73 | 14.8% |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2023

| | Feb 23 | Budget | Jul '22 - Feb 23 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|---------------------|---------------------|---------------------|
| Income | | | | | |
| 4000-00 · LTIVCBVB Funding | 91,166.00 | 91,166.00 | 729,328.00 | 729,328.00 | 1,094,000.00 |
| 4001-00 · NLTRA Funding | 73,217.00 | 73,217.00 | 1,029,839.00 | 1,029,839.00 | 1,440,000.00 |
| 4004-00 · IVCBVB Entertainment | 500.00 | 500.00 | 4,000.00 | 4,000.00 | 6,000.00 |
| 4005-00 · Prior Year Net Income | 0.00 | | 0.00 | 0.00 | 0.00 |
| Total Income | 164,883.00 | 164,883.00 | 1,763,167.00 | 1,763,167.00 | 2,540,000.00 |
| Gross Profit | 164,883.00 | 164,883.00 | 1,763,167.00 | 1,763,167.00 | 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 | 6,000.00 | 0.00 | 18,495.00 | 0.00 | 10,125.00 |
| 5002-01 · Native Display | 0.00 | 11,100.00 | 33,083.90 | 61,870.00 | 100,372.00 |
| 5004-00 · Trip Advisor | 5,357.97 | 1,916.00 | 41,062.34 | 33,221.00 | 61,947.00 |
| 5005-00 · Paid Social | 2,777.45 | 2,270.00 | 68,651.53 | 76,670.00 | 139,248.00 |
| 5005-01 · Digital Display / Retargeting | 2,818.16 | 2,600.00 | 76,043.51 | 62,195.00 | 110,620.00 |
| 5007-00 · Creative Production | | | | | |
| 5007-01 · Creative Production | 7,821.77 | 5,000.00 | 72,566.90 | 99,500.00 | 149,500.00 |
| 5007-02 · Website Production | 0.00 | 2,500.00 | 14,940.00 | 22,000.00 | 34,000.00 |
| 5007-03 · Photo/Video Creative | 3,828.35 | 2,775.00 | 22,034.03 | 21,570.00 | 32,670.00 |
| 5007-00 · Creative Production - Other | 101.88 | | 6,965.64 | 0.00 | 0.00 |
| Total 5007-00 · Creative Production | 11,752.00 | 10,275.00 | 116,506.57 | 143,070.00 | 216,170.00 |
| 5010-00 · Account Strategy & Management | 8,500.00 | 8,500.00 | 68,000.00 | 68,000.00 | 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 | 0.00 | 0.00 | 47,500.00 | 30,000.00 | 30,000.00 |
| 5018-00 · Media Commission | 3,173.73 | 15,870.00 | 59,778.21 | 76,129.00 | 119,357.00 |
| 5018-01 · Digital Ad Serving | 44.69 | 220.00 | 1,242.61 | 1,760.00 | 2,655.00 |
| 5020-00 · Search Engine Marketing | 4,701.36 | 3,976.00 | 70,940.80 | 68,977.00 | 119,470.00 |
| 5022-00 · Email | 0.00 | 0.00 | 9,249.70 | 10,000.00 | 20,000.00 |
| 5024-00 · Fusion 7 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 5025-00 · Expedia | 0.00 | 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 | 20,000.00 | 50,000.00 | 50,000.00 |
| Total 5000-00 · CONSUMER MARKETING | 45,125.36 | 56,727.00 | 700,780.53 | 772,834.00 | 1,365,825.00 |
| 5110-00 · LEISURE SALES | | | | | |
| 5107-00 · Creative Production | 0.00 | 0.00 | 1,080.00 | 1,500.00 | 2,000.00 |
| 5111-00 · FAMS - Domestic | 0.00 | 0.00 | 3,686.04 | 4,500.00 | 6,000.00 |
| 5112-00 · Training / Sales Calls | 0.00 | 0.00 | 6,424.22 | 7,500.00 | 10,000.00 |
| 5113-00 · Additional Opportunities | 0.00 | 0.00 | 0.00 | 7,500.00 | 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 | 250.00 | 0.00 | 3,900.00 | 4,150.00 |
| 5131-00 · FAMS -Intl - Travel Trade | 0.00 | 0.00 | 512.00 | 4,500.00 | 6,000.00 |
| 5133-00 · Ski-Tops | 0.00 | 0.00 | 0.00 | 2,350.00 | 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 | 4,000.00 | 5,000.00 |
| 5144-00 · IPW - POW WOW | 0.00 | 0.00 | 0.00 | 10,000.00 | 13,000.00 |
| 5145-00 · TIA Annual Dues | 0.00 | 0.00 | 3,937.50 | 0.00 | 2,700.00 |
| 5147-00 · AUS / Gate 7 | 0.00 | 0.00 | 26,645.96 | 35,000.00 | 35,000.00 |
| 5154-00 · Canada | 5,200.00 | 0.00 | 5,200.00 | 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 | 15,000.00 | 20,000.00 |
| Total 5110-00 · LEISURE SALES | 5,200.00 | 250.00 | 49,935.72 | 135,750.00 | 170,200.00 |
| 5200-00 · PUBLIC RELATIONS | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 48,000.00 | 48,000.00 | 72,000.00 |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,635.90 | 1,500.00 | 14,380.65 | 12,000.00 | 18,000.00 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2023

| | Feb 23 | Budget | Jul '22 - Feb 23 | YTD Budget | Annual Budget |
|---|------------------|------------------|-------------------|-------------------|-------------------|
| 5204-00 · Media Mission(s) | 0.00 | 0.00 | 8,451.69 | 12,000.00 | 16,000.00 |
| 5206-00 · Digital Buy/ Social Media Boost | 1,000.00 | 950.00 | 7,600.00 | 7,600.00 | 11,400.00 |
| 5207-00 · Content Campaigns/Tools-My Emma | 0.00 | 265.00 | 795.00 | 2,120.00 | 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 | 0.00 | 0.00 | 8,107.56 | 12,000.00 | 24,000.00 |
| 5210-00 · Content Dev - Newsletters | 1,700.00 | 1,700.00 | 10,400.00 | 13,600.00 | 20,400.00 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 48,000.00 | 48,000.00 | 72,000.00 |
| 5212-00 · Social Giveaways & Contests | 0.00 | 750.00 | 1,550.04 | 2,250.00 | 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 | 2,220.00 | 2,400.00 | 4,800.00 |
| 5218-00 · Crisis Communication / Training | 6,540.00 | 0.00 | 6,540.00 | 19,000.00 | 19,000.00 |
| 5221-00 · Photography & Video Asset Dev | 0.00 | 4,000.00 | 10,464.90 | 32,000.00 | 48,000.00 |
| 5222-00 · Media Tracking / Membership | 0.00 | 0.00 | 2,649.02 | 2,649.00 | 3,532.00 |
| 5280-00 · PR Meals / Entertainment | 0.00 | 0.00 | 269.76 | 750.00 | 1,000.00 |
| Total 5200-00 · PUBLIC RELATIONS | 22,875.90 | 21,165.00 | 169,428.62 | 220,369.00 | 328,312.00 |
| 6000-00 · CONFERENCE SALES | | | | | |
| 6003-00 · Geo-Fence Targeting | 0.00 | 0.00 | 475.73 | 1,500.00 | 3,000.00 |
| 6004-00 · Email | 1,200.00 | 1,200.00 | 4,470.00 | 3,600.00 | 4,800.00 |
| 6005-00 · Paid Media | 3,104.00 | 4,292.00 | 25,987.30 | 23,328.00 | 41,500.00 |
| 6006-00 · CVENT | 0.00 | 0.00 | 14,185.43 | 10,700.00 | 14,160.00 |
| 6007-00 · Creative Production | 1,170.00 | 0.00 | 9,105.92 | 11,500.00 | 12,000.00 |
| 6014-00 · MCC Group Incentive Program | 0.00 | 500.00 | 0.00 | 4,000.00 | 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 | 571.33 | 797.00 | 4,847.33 | 5,246.01 | 7,862.43 |
| 6018-01 · MCC Digital Ad Serving | 1.12 | 42.00 | 48.05 | 336.00 | 500.00 |
| 6019-00 · Conference Direct Partnership | 0.00 | 583.00 | 7,000.01 | 4,664.00 | 6,996.00 |
| 6128-00 · HelmsBriscoe Strategic Partner | 583.33 | 583.00 | 2,916.65 | 4,664.00 | 6,996.00 |
| 6152-00 · Client Events / Opportunities | 200.00 | 0.00 | 1,345.05 | 7,500.00 | 10,000.00 |
| 6153-00 · Chicago Sales Rep Support | 0.00 | 0.00 | 5,390.79 | 7,500.00 | 10,000.00 |
| Total 6000-00 · CONFERENCE SALES | 6,829.78 | 7,997.00 | 77,551.96 | 85,538.01 | 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 | 4,500.00 | 6,000.00 |
| 6116-00 · CalSAE Seasonal Spectacular | 0.00 | 0.00 | 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 | 1,500.00 | 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 | 0.00 | 0.00 | 16,908.90 | 57,000.00 | 75,000.00 |
| 6106-00 · CalSAE Seasonal Spectacular | 0.00 | 0.00 | 1,575.00 | 0.00 | 0.00 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | |
| 5008-00 · Cooperative Programs | 0.00 | 0.00 | 0.00 | 7,500.00 | 10,000.00 |
| 5009-00 · Fulfillment / Mail | 0.00 | 200.00 | 553.97 | 1,600.00 | 2,400.00 |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 0.00 | 75,000.00 | 75,000.00 | 100,000.00 |
| 5123-00 · HSVC - High Sierra Visitors | 208.33 | 166.67 | 1,583.28 | 1,333.36 | 2,000.04 |
| 5124-00 · Reno Tahoe Territory Membership | 0.00 | 0.00 | 0.00 | 1,000.00 | 1,000.00 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2023

| | Feb 23 | Budget | Jul '22 - Feb 23 | YTD Budget | Annual Budget |
|--|------------------|-------------------|---------------------|---------------------|---------------------|
| 7002-00 · CRM Subscription | 833.33 | 833.33 | 6,666.66 | 8,166.64 | 11,499.96 |
| 7003-00 · IVCBVB Entertainment Fund | 0.00 | 500.00 | 236.15 | 4,000.00 | 6,000.00 |
| 7004-00 · Research | 880.00 | 3,820.00 | 12,730.15 | 61,620.00 | 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 | 25,322.25 | 25,322.25 | 33,763.00 |
| 7008-00 · Opportunistic Funds | 0.00 | 50,000.00 | 2,158.50 | 50,000.00 | 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 | 7,899.00 | 5,350.00 | 8,233.00 |
| 7012-00 · Sponsorships | 0.00 | 0.00 | 0.00 | 0.00 | 25,000.00 |
| 7020-00 · Collateral Production / Printin | 0.00 | 0.00 | 0.00 | 10,750.00 | 11,000.00 |
| 8600-00 · Staff Industry Travel | 0.00 | 0.00 | 0.00 | 7,500.00 | 10,000.00 |
| 8700-00 · Automobile Expense* | 0.00 | 400.00 | 401.52 | 3,200.00 | 4,800.00 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 1,921.66 | 56,578.25 | 147,551.48 | 277,342.25 | 389,720.00 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | |
| 8002-00 · Content Manager Contractor | 4,250.00 | 4,250.00 | 34,000.00 | 34,000.00 | 51,000.00 |
| 8003-00 · Website Hosting Maintenance | 0.00 | 0.00 | 2,511.00 | 1,602.00 | 2,161.00 |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 7,500.00 | 60,000.00 | 60,000.00 | 90,000.00 |
| 8005-00 · Website SEO Strategy/Maint | 2,500.00 | 2,500.00 | 20,000.00 | 20,000.00 | 30,000.00 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,250.00 | 14,250.00 | 116,511.00 | 115,602.00 | 173,161.00 |
| Total Expense | 96,202.70 | 156,967.25 | 1,280,243.21 | 1,664,435.26 | 2,627,032.43 |
| Net Income | 68,680.30 | 7,915.75 | 482,923.79 | 98,731.74 | -87,032.43 |