



Finance Committee

Date: Wednesday August 30th, 2023

Time: 12:00pm

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/86529477924?pwd=WUlxalM4ekZOQzI3WXIUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

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*If you wish to make a public comment, use the "Raise Hand" feature in Zoom or *9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.*

AGENDA

- 12:00 p.m.** 1. Call to Order – Establish Quorum
- 12:05 a.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.
- 12:10 p.m.** 3. **Agenda Amendments and Approval**
- 12:15 p.m.** 4. **Approval of Finance Committee Meeting Minutes from July 5th, 2023**
5. Review and Approval of Preliminary Financials:
a) Review Staff Report of Financial Performance
b) NLTRA 6/30/23 Financials Review (Motion)
c) NLTMC 6/30/23 Financial Review
d) NLTRA 7/31/23 Financials Review (Motion)
e) NLTMC 7/31/23 Financial Review
- 12:25 p.m.** 7. CEO Expense Report
a) June 2023 & July 2023

- | | | |
|-------------------|-----------|--|
| 12:30 p.m. | 8. | Approval of Sponsorship funding for TBID projects (Motion) |
| 12:40 p.m. | 9. | Staff proposal to fund existing Money Market account (Motion) |
| 12:50 p.m. | 10. | Recommendation for 22/23 year-end financials Review vs. Audit |
| 12:55 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 |
| 1:00 p.m. | 11. | Adjournment |



8/30/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for June 30,2023 and July 31,2023

Summary of preliminary NTCA financial results for June 30, 2023

- Payroll Cash account – Funds were transferred from the Cash -TBID Funding account to an existing bank account that was not being utilized, easing the reconciliation process and increasing transparency. Funds will be transferred periodically to this account to fund our payroll expenses.
- Accounts Receivable TBID –This account balance decreased nearly \$700k from the previous month reflecting the difference in revenue recorded vs cash collected.
- Accounts Receivable Membership Dues – accurately reflects current amounts due
- Prepaid Expenses – Contributions we have made to organizations for special events that will take place in the upcoming months.
- Accounts Payable Other - TBID members that are due refunds, these funds will be returned once the current TBID member welcome package is delivered
- Accrued Expenses – County administration fees from July 2022 through September 2022 due to the county. This amount will be paid to the county once they provide us with the final invoice. Beginning in October 2022, the county started withholding their collection fees before depositing funds into our account
- Due To/From TBID – We are preparing to return these funds along with the 22/23 accrued county fees
- Unrestricted Net Assets – This is a combination of \$5.9k net book value of our fixed assets at the end of fiscal year 21/22 less the \$7.5k carryover deficit balance from Chamber activities not funded by TBID dollars
- Revenues – 22/23 TBID revenue collected so far is \$6.5m. Up to an additional \$500k could potentially be collected for the 22/23 fiscal year
- Salaries & Wages – there were three pay periods in June
- Professional fees – consists mainly for independent contractor for grant cycle

- Credit Card Fees – Negative \$314 was a year-end adjustment
- Insurance/Bonding – Negative \$6,897 was a year-end adjustment
- Additional opportunities - \$20k for downtown associations
- Chamber activities - \$8630 consists of \$2k breakfast club/leadership conference and \$6.5k write off of chamber dues

Summary of preliminary NLTMC financial results for June 30, 2023

- A/R - \$2k from NLTRA is for a bill paid by NLTMC that should have been paid by NLTRA. NLTMC was reimbursed in July 2023.
- P&L- negative \$7k in 5007-03 was a correcting entry to 7004-00

Summary of preliminary NTCA financial results for July 31, 2023

- AP – The discrepancy between Accounts Payable and the aging report is due to a misposting of the credit card bill. The entry was corrected in August.
- Revenues – We begin our new fiscal year recording revenue based on our 23/24 budget

Summary of preliminary NLTMC financial results for July 31, 2023

- The 23/24 budget will be uploaded to the accounting system upon its completion

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

June 30, 2023

Balance Sheet - PY Comparison

For the Twelve Months Ending Friday, June 30, 2023

North Lake Tahoe Resort Association

1 of 1
8/24/2023
4:49 PM

	YTD		
	Jun 2023 2022	Jun 2022 2021	Variance
Current Assets			
Cash - TBID Disbursements	669,557	4,245,518	3,575,961
Cash - TBID Funding	5,473,705	1,090,808	(4,382,897)
Payroll	172,605	0	(172,605)
Cash Flow Reserve	101,256	101,077	(179)
Marketing Reserve	50,444	50,386	(58)
Payroll Reserve	46,201	46,633	432
Cash in Drawer	3,082	2,190	(892)
Petty Cash	136	158	22
Accounts Receivable	0	5,000	5,000
Accounts Receivable - TBID	724,187	989,911	265,724
Accounts Receivable - Membership Dues	4,020	39,385	35,365
Accounts Receivable - Membership Activities	0	470	470
Allowance for Doubtful Accounts	(827)	(794)	33
Accounts Receivable - NLTMC	0	700	700
Accounts Receivable - Other	0	61,518	61,518
Inventory Asset	28,528	17,853	(10,675)
Gift Cards Outstanding	0	18	18
Prepaid Expenses	120,000	22,164	(97,836)
Prepaid Postage	100	100	0
Prepaid Insurance	4,060	3,060	(1,000)
Deposits	0	1,672	1,672
Total Current Assets	7,397,054	6,677,826	(719,228)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	23,600	11,013	(12,587)
Accumulated Depreciation - Computer Equipment	(8,735)	(5,055)	3,680
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	14,865	5,958	(8,907)
Total Assets	\$7,411,919	\$6,683,785	(\$728,134)
Liabilities			
Current Liabilities			
Accounts Payable	194,589	150,931	43,659
Accounts Payable - Other	23,835	23,835	0
Salaries & Wages Payable	1,955	29,507	(27,552)
Incentives Payable	103,941	45,304	58,638
PTO Payable	35,798	35,798	0
401k Payable	8,141	2,526	5,616
Employer Tax Payable	4,090	4,806	(716)
Retail Payable	2,177	0	2,177
Accrued Expenses	25,272	205,000	(179,728)
Deferred Revenue - Membership Dues	8,822	36,813	(27,991)
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	9,765	0	9,765
Due To/From County	0	1,195,474	(1,195,474)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,738)</i>	<i>(1,563)</i>	<i>(9,175)</i>
Total Current Liabilities	540,100	1,729,721	1,189,621
Sales Tax Payable	0	1,859	(1,859)
Use Tax Payable	0	25	(25)
Total Tax Payable	0	1,884	1,884
Long-Term Debt			
Total Liabilities	540,100	1,731,605	1,191,505
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	5,212,620	4,934,687	277,933
Net Income	1,660,750	0	1,660,750
Total Equity	6,871,819	4,952,180	(1,919,639)
Liabilities & Shareholder Equity	\$7,411,919	\$6,683,785	(\$728,134)

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 - 6/30/2023
 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: 6/30/2023 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
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY	User-Defined 1:			
1		\$450.00	\$450.00	\$0.00	\$0.00	\$0.00
ACCOCC	Accounting on Computers	PRIMARY	User-Defined 1:			
29		\$1,400.00	\$1,400.00	\$0.00	\$0.00	\$0.00
ADAM WILSON	ADAM WILSON		User-Defined 1:			
8		\$135.63	\$135.63	\$0.00	\$0.00	\$0.00
AGNEW BECK	AGNEW BECK		User-Defined 1:			
3		\$6,355.00	\$6,355.00	\$0.00	\$0.00	\$0.00
AMTRUST FINANCI	AmTrust Financial	PRIMARY	User-Defined 1:			
1		\$467.03	\$467.03	\$0.00	\$0.00	\$0.00
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY	User-Defined 1:			
26		\$56.25	\$56.25	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY	User-Defined 1:			
23		\$700.00	\$700.00	\$0.00	\$0.00	\$0.00
ANTHONY KARWOW	Anthony Karwowski	PRIMARY	User-Defined 1:			
25		\$885.13	\$885.13	\$0.00	\$0.00	\$0.00
AT & T*	AT & T*	PRIMARY	User-Defined 1:			
25		\$89.64	\$89.64	\$0.00	\$0.00	\$0.00
AUGUSTINEIDEAS	D. Augustine & Associates	PRIMARY	User-Defined 1:			
22		\$19,951.81	\$21,849.94	\$0.00	\$0.00	-\$1,898.13
AURORA WORLD, I	Aurora World, Inc.	PRIMARY	User-Defined 1:			
3		\$447.89	\$447.89	\$0.00	\$0.00	\$0.00
BLACK, SUSAN	Black, Susan	PRIMARY	User-Defined 1:			
1		\$22.50	\$22.50	\$0.00	\$0.00	\$0.00
CAZOLOT	Francois Cazlot	PRIMARY	User-Defined 1:			
13		\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
CDTFA	CA DEPARTMENT OF TAX AND FEE		User-Defined 1:			
7		\$2,900.51	\$2,900.51	\$0.00	\$0.00	\$0.00
CHRISTOPHER SEG	Christopher Segal		User-Defined 1:			
5		\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY	User-Defined 1:			
45		\$257.35	\$257.35	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Vendor ID: CIVITAS		Name: Civitas		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 22	Aged Totals:	\$4,160.00	\$4,160.00	\$0.00	\$0.00	\$0.00	
Vendor ID: CRYSTAL RANGE A		Name: Crystal Range Associates		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 13	Aged Totals:	\$55.65	\$55.65	\$0.00	\$0.00	\$0.00	
Vendor ID: ED MILLER		Name: Ed Miller		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 5	Aged Totals:	\$10.00	\$10.00	\$0.00	\$0.00	\$0.00	
Vendor ID: ERIC HANSEN		Name: Eric Hansen		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 7	Aged Totals:	\$168.00	\$168.00	\$0.00	\$0.00	\$0.00	
Vendor ID: ERIN CASEY		Name: Erin Casey		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 15	Aged Totals:	\$30,815.00	\$30,815.00	\$0.00	\$0.00	\$0.00	
Vendor ID: FEDEX		Name: FedEx		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 16	Aged Totals:	\$24.30	\$24.30	\$0.00	\$0.00	\$0.00	
Vendor ID: GENERIKAL DESIG		Name: Generikal Design		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 7	Aged Totals:	\$3,700.00	\$3,700.00	\$0.00	\$0.00	\$0.00	
Vendor ID: GEO-TOURISM SPE		Name: Geo-Tourism Specialties		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 22	Aged Totals:	\$164.96	\$164.96	\$0.00	\$0.00	\$0.00	
Vendor ID: GRANLIBAKKEN MA		Name: Granlibakken Management Company, Ltd.		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 6	Aged Totals:	\$1,729.47	\$1,729.47	\$0.00	\$0.00	\$0.00	
Vendor ID: GREAT BASIN WIN		Name: Great Basin Window Cleaning		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$475.00	\$475.00	\$0.00	\$0.00	\$0.00	
Vendor ID: ISOLVED		Name: iSolved Benefit Services		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 21	Aged Totals:	\$70.00	\$70.00	\$0.00	\$0.00	\$0.00	
Vendor ID: J. LEWIS FALCON		Name: J. Lewis Falconer Art & Design		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00	
Vendor ID: JOAN SPELLETICH		Name: JOAN SPELLETICH		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 9	Aged Totals:	\$505.63	\$505.63	\$0.00	\$0.00	\$0.00	
Vendor ID: JOHNSON CONTROL		Name: Johnson Controls Fire Protection LP		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 21	Aged Totals:	\$173.50	\$173.50	\$0.00	\$0.00	\$0.00	
Vendor ID: JULIE BARBER		Name: JULIE BARBER		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 5	Aged Totals:	\$532.25	\$532.25	\$0.00	\$0.00	\$0.00	
Vendor ID: JUST IMAGINE		Name: Just Imagine		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 3	Aged Totals:	\$3,551.82	\$3,551.82	\$0.00	\$0.00	\$0.00	
Vendor ID: JVP COMM		Name: JVP Communications, LLC		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 20	Aged Totals:	\$11,200.00	\$11,200.00	\$0.00	\$0.00	\$0.00	
Vendor ID: KIMBERLY BROWN		Name: Kimberly Brown		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 21	Aged Totals:	\$597.20	\$597.20	\$0.00	\$0.00	\$0.00	
Vendor ID: KIRSTIN GUINN		Name: Kirstin Guinn		Class ID: PRIMARY		User-Defined 1:	

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: KYM FABEL	Name: Kym Fabel					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 15	Aged Totals:	\$90.00	\$90.00	\$0.00	\$0.00	\$0.00
Vendor ID: LASTERLING	Name: LAURA ANN STERLING					
Class ID:	User-Defined 1:					
Voucher(s): 24	Aged Totals:	\$81.56	\$81.56	\$0.00	\$0.00	\$0.00
Vendor ID: LEADERSHIP NORT	Name: LEADERSHIP NORTH LAKE TAHOE-TRUC					
Class ID:	User-Defined 1:					
Voucher(s): 3	Aged Totals:	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UNIT 2	Name: Liberty Utilities (UNIT 2 -- TABLE B) up					
Class ID:	User-Defined 1:					
Voucher(s): 6	Aged Totals:	\$213.25	\$213.25	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UTILITI	Name: Liberty Utilities (UNIT 5/6 -- TABLE B)					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 37	Aged Totals:	\$305.36	\$305.36	\$0.00	\$0.00	\$0.00
Vendor ID: LINDA WILLIAMS*	Name: Linda Williams*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 5	Aged Totals:	\$22.50	\$22.50	\$0.00	\$0.00	\$0.00
Vendor ID: MARKEL	Name: MARKEL INSURANCE COMPANY					
Class ID:	User-Defined 1:					
Voucher(s): 3	Aged Totals:	\$723.00	\$723.00	\$0.00	\$0.00	\$0.00
Vendor ID: MCCLINTOCK	Name: McClintock Accountancy					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 17	Aged Totals:	\$300.00	\$300.00	\$0.00	\$0.00	\$0.00
Vendor ID: NORTHSTAR CA	Name: Northstar California*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 3	Aged Totals:	\$13,500.00	\$13,500.00	\$0.00	\$0.00	\$0.00
Vendor ID: NTEC	Name: North Tahoe Event Center, Inc.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 17	Aged Totals:	\$969.68	\$969.68	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 35	Aged Totals:	\$348.35	\$348.35	\$0.00	\$0.00	\$0.00
Vendor ID: OPENSNOW	Name: OPENSNOW					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$1,087.03	\$1,087.03	\$0.00	\$0.00	\$0.00
Vendor ID: PAPER TRAIL	Name: The Paper Trail*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 62	Aged Totals:	\$937.50	\$937.50	\$0.00	\$0.00	\$0.00
Vendor ID: PATRICK YUN	Name: PATRICK YUN					
Class ID:	User-Defined 1:					
Voucher(s): 1	Aged Totals:	\$76.98	\$76.98	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 21	Aged Totals:	\$1,650.00	\$1,650.00	\$0.00	\$0.00	\$0.00
Vendor ID: ROCK & ROSE	Name: Rock & Rose Inc.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 11	Aged Totals:	\$584.67	\$584.67	\$0.00	\$0.00	\$0.00
Vendor ID: SDBX	Name: SDBX Studio, LLC.					
Class ID: PRIMARY	User-Defined 1:					
Voucher(s): 21	Aged Totals:	\$13,427.76	\$13,427.76	\$0.00	\$0.00	\$0.00
Vendor ID: SIERRA NEVADAAL	Name: SIERRA NEVADA ALLIANCE					
Class ID:	User-Defined 1:					

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 1	Aged Totals:	\$36,374.74	\$36,374.74	\$0.00	\$0.00	\$0.00
Vendor ID: SNAP	Name: Sierra Nevada Ad Partners	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 30	Aged Totals:	\$5,528.93	\$5,528.93	\$0.00	\$0.00	\$0.00
Vendor ID: SOUTHWEST GAS	Name: Southwest Gas Corporation*	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 23	Aged Totals:	\$97.21	\$97.21	\$0.00	\$0.00	\$0.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA	Class ID:		User-Defined 1:		
Voucher(s): 3	Aged Totals:	\$1,300.00	\$1,300.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIGARD'S	Name: Swigard's True Value Hardware, Inc.*	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 26	Aged Totals:	\$28.49	\$28.49	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE BASICS	Name: Tahoe Basics	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 26	Aged Totals:	\$1,909.75	\$1,909.75	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE FUND	Name: Tahoe Fund	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 9	Aged Totals:	\$12,387.00	\$12,387.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE NOVELTY	Name: Tahoe Novelty	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 11	Aged Totals:	\$48.00	\$48.00	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE TECH GRP	Name: Tahoe Tech Group, LLC.	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 45	Aged Totals:	\$1,791.85	\$1,791.85	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE TOFFEE	Name: Tahoe Toffee Candy Company	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 9	Aged Totals:	\$136.25	\$136.25	\$0.00	\$0.00	\$0.00
Vendor ID: TRUCKEEHR	Name: TruckeeHR	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 19	Aged Totals:	\$513.75	\$513.75	\$0.00	\$0.00	\$0.00
Vendor ID: TTSD	Name: Tahoe Truckee Sierra Disposal*	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 17	Aged Totals:	\$267.02	\$267.02	\$0.00	\$0.00	\$0.00
Vendor ID: UBEO	Name: UBEO formerly RAY MORGAN	Class ID:		User-Defined 1:		
Voucher(s): 5	Aged Totals:	\$283.19	\$283.19	\$0.00	\$0.00	\$0.00
Vendor ID: ULINE	Name: Uline	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 5	Aged Totals:	\$557.98	\$557.98	\$0.00	\$0.00	\$0.00
Vendor ID: VAUGHAN,DEREK	Name: Derek Vaughan	Class ID:		User-Defined 1:		
Voucher(s): 11	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendor ID: VIKING CARPET	Name: Viking Carpet Care*	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 1	Aged Totals:	\$680.00	\$680.00	\$0.00	\$0.00	\$0.00
Vendor ID: WELLS, MADISON	Name: Madison Wells	Class ID:		User-Defined 1:		
Voucher(s): 5	Aged Totals:	\$30.00	\$30.00	\$0.00	\$0.00	\$0.00
Vendor ID: WELSS FARGO	Name: Wells Fargo Financial Leasing	Class ID: PRIMARY		User-Defined 1:		
Voucher(s): 23	Aged Totals:	\$365.01	\$365.01	\$0.00	\$0.00	\$0.00
Vendor ID: WHOLESALE RESOF	Name: Wholesale Resort Accessories, Inc.	Class ID: PRIMARY		User-Defined 1:		

HISTORICAL AGED TRIAL BALANCE
 North Lake Tahoe Resort Association

		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 10	Aged Totals:	\$3,023.00	\$3,023.00	\$0.00	\$0.00	\$0.00	
<hr/>							
Vendor ID: YIG ADMINISTRAT	Name: YIG Administration			Class ID: PRIMARY	User-Defined 1:		
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 19	Aged Totals:	\$47.96	\$47.96	\$0.00	\$0.00	\$0.00	
<hr/>							
		<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:	72	\$194,589.29	\$196,487.42	\$0.00	\$0.00	-\$1,898.13	

PL - Budget vs Actual

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

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	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	596,262	109,533	486,730	6,486,730	6,000,000	486,730
Chamber Revenue - Member Dues	(33,121)	0	(33,121)	13,078	20,000	(6,922)
Retail Revenue	16,214	4,000	12,214	100,711	60,000	40,711
Revenue - Other	(350)	0	(350)	20	0	20
Revenue - Interest & Investments	27	0	27	236	0	236
Total Revenues	579,032	113,533	465,500	6,600,775	6,080,000	520,775
Cost of Goods Sold	9,726	2,375	7,351	48,495	28,500	19,995
Freight & Shipping Costs	113	0	113	1,076	0	1,076
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	(225)	0	(225)	299	0	299
Total Cost of Goods Sold	9,614	2,375	7,239	49,883	28,500	21,383
Gross Profit	569,418	111,158	458,260	6,550,892	6,051,500	499,392
Operating Expenses						
Salaries & Wage Expense	244,932	157,353	87,579	1,404,142	1,888,231	(484,090)
Rent & Utilities	14,820	15,608	(788)	184,997	187,293	(2,297)
Repairs & Maintenance	2,000	1,331	669	31,553	15,967	15,586
Telephone & Internet	1,715	1,644	71	15,441	19,724	(4,283)
Supplies & Mail	16,783	1,759	15,024	108,598	34,000	74,598
Taxes, Licenses, Fees	9,613	8,771	843	76,862	105,250	(28,388)
Credit Card Fees	(314)	125	(439)	814	1,500	(686)
Dues & Subscriptions	3,392	1,317	2,075	42,385	15,800	26,585
Insurance/Bonding	(6,897)	1,250	(8,147)	11,328	15,000	(3,672)
Associate Relations	0	567	(567)	8,053	6,800	1,252
Staff Expenses	3,350	2,083	1,267	23,767	25,000	(1,233)
Board Functions	2,245	4,000	(1,755)	35,948	48,000	(12,052)
Professional Fees	44,156	5,750	38,406	200,523	69,000	131,523
Professional Fees - Attorney	1,650	2,500	(850)	22,906	30,000	(7,094)
Professional Fees - Accountant	4,800	0	4,800	32,154	40,000	(7,846)
Equipment Support & Maintenance	4,226	2,917	1,309	27,774	35,000	(7,226)
Equipment Rental/Leasing	0	343	(343)	2,666	6,363	(3,697)
Depreciation	153	153	0	3,680	1,833	1,847
Event Sponsorships	167,500	175,000	(7,500)	438,343	565,000	(126,657)
Special Event Partnership Funding	36,375	0	36,375	40,125	50,000	(9,875)
Event Operations	0	0	0	1,427	0	1,427
NLTMC Contributions	109,681	109,728	(47)	1,440,000	1,440,000	0
Non-NLTMC Marketing	49,234	28,917	20,317	191,120	217,000	(25,880)
In-Market/Tourism	32,386	0	32,386	121,034	0	121,034
Media/Collateral/Production	0	0	0	7,468	0	7,468
Additional Opportunities	20,000	155,078	(135,078)	352,550	1,860,937	(1,508,387)
Chamber Activities	8,630	832	7,798	13,380	9,981	3,399
Chamber Activities - Membership M...	0	1,500	(1,500)	0	6,000	(6,000)
Chamber Activities - TMBC	0	250	(250)	0	3,000	(3,000)
Chamber Activities - Community Aw...	42,249	0	42,249	51,193	10,000	41,193
Allocated Administrative Overhead	(86)	79,432	(79,518)	(86)	987,746	(987,832)
Total Operating Expenses	812,591	758,205	54,386	4,890,142	7,694,425	(2,804,283)
Net Operating Income	(243,173)	(647,047)	403,874	1,660,750	(1,642,925)	3,303,675
Other Expense/<Income>						
Net Income	(243,173)	(647,047)	403,874	1,660,750	(1,642,925)	3,303,675

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	313,038	57,505	255,533	3,405,533	3,150,000	255,533
Revenue - Other	0	0	0	20	0	20
Total Revenues	313,038	57,505	255,533	3,405,553	3,150,000	255,553
Gross Profit	313,038	57,505	255,533	3,405,553	3,150,000	255,553
Operating Expenses						
Salaries & Wage Expense	52,957	48,212	4,745	296,183	578,548	(282,365)
Rent & Utilities	2,458	2,981	(523)	29,400	35,771	(6,372)
Telephone & Internet	0	468	(468)	325	5,620	(5,295)
Supplies & Mail	659	176	483	2,301	7,300	(4,999)
Taxes, Licenses, Fees	0	63	(63)	1,379	750	629
Dues & Subscriptions	334	125	209	8,923	1,500	7,423
Associate Relations	0	83	(83)	63	1,000	(937)
Staff Expenses	283	183	99	758	2,200	(1,442)
Professional Fees	0	0	0	35,280	0	35,280
Equipment Rental/Leasing	0	115	(115)	0	2,138	(2,138)
Event Sponsorships	167,500	175,000	(7,500)	354,150	565,000	(210,850)
Special Event Partnership Funding	36,375	0	36,375	40,125	50,000	(9,875)
Event Operations	0	0	0	1,406	0	1,406
NLTMC Contributions	109,681	109,728	(47)	1,440,000	1,440,000	0
Non-NLTMC Marketing	49,234	26,833	22,400	178,985	192,000	(13,015)
In-Market/Tourism	32,386	0	32,386	108,286	0	108,286
Media/Collateral/Production	0	0	0	6,155	0	6,155
Additional Opportunities	0	35,340	(35,340)	0	424,083	(424,083)
Allocated Administrative Overhead	47,448	29,681	17,766	694,851	369,089	325,762
Total Operating Expenses	499,313	428,990	70,324	3,198,570	3,675,000	(476,431)
Net Operating Income	(186,275)	(371,485)	185,210	206,984	(525,000)	731,984
Other Expense/<Income>						
Net Income	(186,275)	(371,485)	185,210	206,984	(525,000)	731,984

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Jun 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	88,247	16,211	72,036	960,036	888,000	72,036
Total Revenues	88,247	16,211	72,036	960,036	888,000	72,036
Gross Profit	88,247	16,211	72,036	960,036	888,000	72,036
Operating Expenses						
Salaries & Wage Expense	8,910	5,127	3,783	47,107	61,528	(14,421)
Rent & Utilities	437	207	230	5,105	2,486	2,620
Telephone & Internet	0	34	(34)	0	411	(411)
Supplies & Mail	0	83	(83)	134	1,700	(1,566)
Taxes, Licenses, Fees	0	25	(25)	0	300	(300)
Dues & Subscriptions	0	17	(17)	0	200	(200)
Associate Relations	0	17	(17)	0	200	(200)
Staff Expenses	0	125	(125)	0	1,500	(1,500)
Equipment Rental/Leasing	0	8	(8)	0	156	(156)
Event Sponsorships	0	0	0	50,000	0	50,000
Non-NLTMC Marketing	0	417	(417)	0	5,000	(5,000)
Additional Opportunities	4,000	68,348	(64,348)	87,892	820,170	(732,278)
Allocated Administrative Overhead	(2,163)	8,367	(10,531)	41,711	104,048	(62,337)
Total Operating Expenses	11,184	82,775	(71,591)	231,950	997,700	(765,750)
Net Operating Income	77,063	(66,564)	143,627	728,086	(109,700)	837,786
Other Expense/<Income>						
Net Income	77,063	(66,564)	143,627	728,086	(109,700)	837,786

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Jun 2023		Variance	Fiscal 2022/23 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	43,528	7,996	35,532	473,533	438,000	35,533
Retail Revenue	16,214	4,000	12,214	100,711	60,000	40,711
Total Revenues	59,741	11,996	47,746	574,244	498,000	76,244
Cost of Goods Sold	9,726	2,375	7,351	48,495	28,500	19,995
Freight & Shipping Costs	113	0	113	1,076	0	1,076
POS Inventory Adjustments	0	0	0	13	0	13
Artist of the Month - Consignment E...	(225)	0	(225)	299	0	299
Total Cost of Goods Sold	9,614	2,375	7,239	49,883	28,500	21,383
Gross Profit	50,127	9,621	40,506	524,360	469,500	54,860
Operating Expenses						
Salaries & Wage Expense	32,268	17,137	15,131	209,725	205,646	4,079
Rent & Utilities	6,953	7,313	(360)	82,339	87,751	(5,412)
Repairs & Maintenance	0	0	0	36	0	36
Telephone & Internet	0	137	(137)	200	1,645	(1,445)
Supplies & Mail	976	475	501	9,119	5,700	3,419
Taxes, Licenses, Fees	465	25	440	1,997	300	1,697
Credit Card Fees	(314)	125	(439)	554	1,500	(946)
Dues & Subscriptions	0	17	(17)	55	200	(145)
Associate Relations	0	42	(42)	118	500	(382)
Staff Expenses	734	92	643	1,572	1,100	472
Equipment Rental/Leasing	0	34	(34)	139	626	(487)
Event Operations	0	0	0	21	0	21
Non-NLTMC Marketing	0	417	(417)	0	5,000	(5,000)
Additional Opportunities	0	15,101	(15,101)	0	181,211	(181,211)
Allocated Administrative Overhead	1,464	4,127	(2,663)	95,585	51,321	44,264
Total Operating Expenses	42,546	45,040	(2,495)	401,460	542,500	(141,039)
Net Operating Income	7,581	(35,419)	43,001	122,900	(73,000)	195,900
Other Expense/<Income>						
Net Income	7,581	(35,419)	43,001	122,900	(73,000)	195,900

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	32,794	6,024	26,770	356,770	330,000	26,770
Chamber Revenue - Member Dues	0	0	0	0	20,000	(20,000)
Revenue - Other	(250)	0	(250)	0	0	0
Total Revenues	32,544	6,024	26,520	356,770	350,000	6,770
Gross Profit	32,544	6,024	26,520	356,770	350,000	6,770
Operating Expenses						
Salaries & Wage Expense	26,720	15,619	11,101	92,049	187,430	(95,382)
Rent & Utilities	510	1,048	(537)	5,967	12,571	(6,604)
Telephone & Internet	0	149	(149)	175	1,782	(1,607)
Supplies & Mail	0	150	(150)	268	2,500	(2,232)
Taxes, Licenses, Fees	0	25	(25)	0	300	(300)
Dues & Subscriptions	398	17	381	3,909	200	3,708
Associate Relations	0	42	(42)	500	500	0
Staff Expenses	0	125	(125)	138	1,500	(1,363)
Professional Fees	0	0	0	1,193	0	1,193
Equipment Rental/Leasing	0	37	(37)	0	678	(678)
Event Sponsorships	0	0	0	500	0	500
Non-NLTMC Marketing	0	417	(417)	9,150	5,000	4,150
Additional Opportunities	16,000	0	16,000	264,658	0	264,658
Chamber Activities	2,129	832	1,298	6,879	9,981	(3,102)
Chamber Activities - Membership M...	0	1,500	(1,500)	0	6,000	(6,000)
Chamber Activities - TMBC	0	250	(250)	0	3,000	(3,000)
Chamber Activities - Community Aw...	42,249	0	42,249	51,193	10,000	41,193
Allocated Administrative Overhead	11,915	2,948	8,967	85,716	36,658	49,058
Total Operating Expenses	99,921	23,156	76,765	522,294	278,100	244,193
Net Operating Income	(67,377)	(17,132)	(50,245)	(165,524)	71,900	(237,424)
Other Expense/<Income>						
Net Income	(67,377)	(17,132)	(50,245)	(165,524)	71,900	(237,424)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	45,316	8,324	36,992	492,993	456,000	36,993
Total Revenues	45,316	8,324	36,992	492,993	456,000	36,993
Gross Profit	45,316	8,324	36,992	492,993	456,000	36,993
Operating Expenses						
Salaries & Wage Expense	11,027	10,242	785	61,131	122,902	(61,772)
Rent & Utilities	628	483	145	7,344	5,800	1,544
Telephone & Internet	0	80	(80)	0	960	(960)
Supplies & Mail	0	42	(42)	134	2,250	(2,116)
Taxes, Licenses, Fees	0	25	(25)	0	300	(300)
Dues & Subscriptions	0	17	(17)	0	200	(200)
Associate Relations	0	17	(17)	0	200	(200)
Staff Expenses	0	83	(83)	0	1,000	(1,000)
Equipment Rental/Leasing	0	20	(20)	0	365	(365)
Non-NLTMC Marketing	0	417	(417)	0	5,000	(5,000)
Additional Opportunities	0	28,299	(28,299)	0	339,593	(339,593)
Allocated Administrative Overhead	1,111	4,297	(3,186)	18,517	53,430	(34,913)
Total Operating Expenses	12,766	44,021	(31,255)	87,125	532,000	(444,875)
Net Operating Income	32,551	(35,696)	68,247	405,868	(76,000)	481,868
Other Expense/<Income>						
Net Income	32,551	(35,696)	68,247	405,868	(76,000)	481,868

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	19,677	3,615	16,062	214,061	198,000	16,061
Total Revenues	19,677	3,615	16,062	214,061	198,000	16,061
Gross Profit	19,677	3,615	16,062	214,061	198,000	16,061
Operating Expenses						
Salaries & Wage Expense	11,027	8,215	2,812	61,130	98,582	(37,452)
Rent & Utilities	504	345	158	6,038	4,143	1,895
Telephone & Internet	0	57	(57)	0	685	(685)
Supplies & Mail	0	42	(42)	134	1,550	(1,416)
Taxes, Licenses, Fees	0	25	(25)	0	300	(300)
Dues & Subscriptions	0	17	(17)	0	200	(200)
Associate Relations	0	17	(17)	0	200	(200)
Staff Expenses	0	83	(83)	0	1,000	(1,000)
Equipment Rental/Leasing	0	14	(14)	0	261	(261)
Event Sponsorships	0	0	0	33,693	0	33,693
Non-NLTM Marketing	0	417	(417)	0	5,000	(5,000)
Additional Opportunities	0	7,990	(7,990)	0	95,879	(95,879)
Allocated Administrative Overhead	109	1,866	(1,757)	23,305	23,200	105
Total Operating Expenses	11,639	19,087	(7,448)	124,301	231,000	(106,699)
Net Operating Income	8,038	(15,473)	23,510	89,760	(33,000)	122,760
Other Expense/<Income>						
Net Income	8,038	(15,473)	23,510	89,760	(33,000)	122,760

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Jun 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	29,813	5,477	24,336	324,336	300,000	24,336
Total Revenues	29,813	5,477	24,336	324,336	300,000	24,336
Gross Profit	29,813	5,477	24,336	324,336	300,000	24,336
Operating Expenses						
Allocated Administrative Overhead	123,319	28,146	95,173	244,507	350,000	(105,493)
Total Operating Expenses	123,319	28,146	95,173	244,507	350,000	(105,493)
Net Operating Income	(93,506)	(22,669)	(70,837)	79,829	(50,000)	129,829
Other Expense/<Income>						
Net Income	(93,506)	(22,669)	(70,837)	79,829	(50,000)	129,829

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Jun 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	<u>11,925</u>	<u>2,191</u>	<u>9,734</u>	<u>129,734</u>	<u>120,000</u>	<u>9,734</u>
Total Revenues	<u>11,925</u>	<u>2,191</u>	<u>9,734</u>	<u>129,734</u>	<u>120,000</u>	<u>9,734</u>
Gross Profit	11,925	2,191	9,734	129,734	120,000	9,734
Operating Expenses						
Taxes, Licenses, Fees	<u>6,317</u>	<u>7,333</u>	<u>(1,016)</u>	<u>57,116</u>	<u>88,000</u>	<u>(30,884)</u>
Total Operating Expenses	<u>6,317</u>	<u>7,333</u>	<u>(1,016)</u>	<u>57,116</u>	<u>88,000</u>	<u>(30,884)</u>
Net Operating Income	<u>5,607</u>	<u>(5,143)</u>	<u>10,750</u>	<u>72,618</u>	<u>32,000</u>	<u>40,618</u>
Other Expense/<Income>						
Net Income	<u>5,607</u>	<u>(5,143)</u>	<u>10,750</u>	<u>72,618</u>	<u>32,000</u>	<u>40,618</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	Jun 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	11,925	2,191	9,734	129,734	120,000	9,734
Revenue - Interest & Investments	(60)	0	(60)	0	0	0
Total Revenues	11,865	2,191	9,674	129,734	120,000	9,734
Gross Profit	11,865	2,191	9,674	129,734	120,000	9,734
Operating Expenses						
Rent & Utilities	(487)	0	(487)	0	0	0
Dues & Subscriptions	(430)	0	(430)	0	0	0
Allocated Administrative Overhead	(57)	0	(57)	0	0	0
Total Operating Expenses	(974)	0	(974)	0	0	0
Net Operating Income	12,839	2,191	10,648	129,734	120,000	9,734
Other Expense/<Income>						
Net Income	12,839	2,191	10,648	129,734	120,000	9,734

PL - Budget vs Actual

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

11 of 13
8/25/2023
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	Jun 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Operating Expenses						
Allocated Administrative Overhead	<u>(29)</u>	<u>0</u>	<u>(29)</u>	<u>0</u>	<u>0</u>	<u>0</u>
Total Operating Expenses	<u>(29)</u>	<u>0</u>	<u>(29)</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Operating Income	<u>29</u>	<u>0</u>	<u>29</u>	<u>0</u>	<u>0</u>	<u>0</u>
Other Expense/<Income>						
Net Income	<u><u>29</u></u>	<u><u>0</u></u>	<u><u>29</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>0</u></u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 13
8/25/2023
12:24 PM

	Jun 2023			Fiscal 2022/23 YTD		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Chamber Revenue - Member Dues	(33,121)	0	(33,121)	13,078	0	13,078
Revenue - Other	(100)	0	(100)	0	0	0
Total Revenues	(33,221)	0	(33,221)	13,078	0	13,078
Gross Profit	(33,221)	0	(33,221)	13,078	0	13,078
Operating Expenses						
Rent & Utilities	0	0	0	158	0	158
Telephone & Internet	0	0	0	780	0	780
Supplies & Mail	0	0	0	315	0	315
Dues & Subscriptions	0	0	0	390	0	390
Staff Expenses	0	0	0	71	0	71
In-Market/Tourism	0	0	0	113	0	113
Chamber Activities	6,500	0	6,500	6,500	0	6,500
Allocated Administrative Overhead	0	0	0	14,255	0	14,255
Total Operating Expenses	6,500	0	6,500	22,583	0	22,583
Net Operating Income	(39,722)	0	(39,722)	(9,505)	0	(9,505)
Other Expense/<Income>						
Net Income	(39,722)	0	(39,722)	(9,505)	0	(9,505)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

13 of 13
8/25/2023
12:24 PM

	Jun 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Interest & Investments	87	0	87	236	0	236
Total Revenues	87	0	87	236	0	236
Gross Profit	87	0	87	236	0	236
Operating Expenses						
Salaries & Wage Expense	102,022	52,800	49,222	636,816	633,595	3,222
Rent & Utilities	3,818	3,231	587	48,645	38,771	9,874
Repairs & Maintenance	2,000	1,331	669	31,516	15,967	15,550
Telephone & Internet	1,715	718	996	13,961	8,620	5,340
Supplies & Mail	15,148	792	14,357	96,192	13,000	83,192
Taxes, Licenses, Fees	2,831	1,250	1,581	16,370	15,000	1,370
Credit Card Fees	0	0	0	260	0	260
Dues & Subscriptions	3,090	1,108	1,982	29,108	13,300	15,808
Insurance/Bonding	(6,897)	1,250	(8,147)	11,328	15,000	(3,672)
Associate Relations	0	350	(350)	7,371	4,200	3,171
Staff Expenses	2,333	1,392	942	21,229	16,700	4,529
Board Functions	2,245	4,000	(1,755)	35,948	48,000	(12,052)
Professional Fees	44,156	5,750	38,406	164,050	69,000	95,050
Professional Fees - Attorney	1,650	2,500	(850)	22,906	30,000	(7,094)
Professional Fees - Accountant	4,800	0	4,800	32,154	40,000	(7,846)
Equipment Support & Maintenance	4,226	2,917	1,309	27,774	35,000	(7,226)
Equipment Rental/Leasing	0	115	(115)	2,527	2,138	389
Depreciation	153	153	0	3,680	1,833	1,847
Non-NLTMC Marketing	0	0	0	2,985	0	2,985
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	(183,201)	0	(183,201)	(1,218,533)	0	(1,218,533)
Total Operating Expenses	88	79,656	(79,568)	236	1,000,124	(999,888)
Net Operating Income	0	(79,656)	79,655	0	(1,000,124)	1,000,124
Other Expense/<Income>						
Net Income	0	(79,656)	79,655	0	(1,000,124)	1,000,124

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

June 30, 2023

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of June 30, 2023

	Jun 30, 23	Jun 30, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	444,907.70	437,650.81	7,256.89	1.7%
Total Checking/Savings	444,907.70	437,650.81	7,256.89	1.7%
Accounts Receivable				
1200-00 · Accounts Receivable	10,440.75	3,551.34	6,889.41	194.0%
Total Accounts Receivable	10,440.75	3,551.34	6,889.41	194.0%
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	455,448.45	441,302.15	14,146.30	3.2%
Other Assets				
1400-00 · Prepaid Expenses	14,310.37	21,253.38	-6,943.01	-32.7%
Total Other Assets	14,310.37	21,253.38	-6,943.01	-32.7%
TOTAL ASSETS	469,758.82	462,555.53	7,203.29	1.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	272,903.07	375,791.21	-102,888.14	-27.4%
Total Accounts Payable	272,903.07	375,791.21	-102,888.14	-27.4%
Total Current Liabilities	272,903.07	375,791.21	-102,888.14	-27.4%
Total Liabilities	272,903.07	375,791.21	-102,888.14	-27.4%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	110,091.43	-105,904.41	215,995.84	204.0%
Total Equity	196,855.75	86,764.32	110,091.43	126.9%
TOTAL LIABILITIES & EQUITY	469,758.82	462,555.53	7,203.29	1.6%

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08/22/23

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of June 30, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
INNTOPIA.	8,440.75	0.00	0.00	0.00	0.00	8,440.75
NLTRA*	2,000.00	0.00	0.00	0.00	0.00	2,000.00
TOTAL	<u>10,440.75</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,440.75</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of June 30, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Agency	22,297.46	0.00	0.00	0.00	0.00	22,297.46
MAHK Advertising	62,999.58	120,412.87	0.00	0.00	0.00	183,412.45
NLTRA	0.00	76.71	0.00	0.00	0.00	76.71
SmarInsigts	24,500.00	0.00	0.00	0.00	0.00	24,500.00
Travel North Tahoe Nevada	17,916.32	24,700.13	0.00	0.00	0.00	42,616.45
TOTAL	<u>127,713.36</u>	<u>145,189.71</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>272,903.07</u>

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08/22/23

Accrual Basis

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

	Jun 23	Jun 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,174.00	-43,408.87	134,582.87	310.0%
4001-00 · NLTRA Funding	109,728.00	-99,005.79	208,733.79	210.8%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	201,402.00	-142,414.66	343,816.66	241.4%
Gross Profit	201,402.00	-142,414.66	343,816.66	241.4%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	16,233.33	10,000.00	6,233.33	62.3%
5004-00 · Trip Advisor	4,358.17	1,264.31	3,093.86	244.7%
5005-00 · Paid Social	-1.10	8,219.39	-8,220.49	-100.0%
5005-01 · Digital Display / Retargeting	4,272.90	2,641.23	1,631.67	61.8%
5007-00 · Creative Production				
5007-01 · Creative Production	18,121.57	9,894.58	8,226.99	83.2%
5007-02 · Website Production	2,678.75	0.00	2,678.75	100.0%
5007-03 · Photo/Video Creative	-7,437.25	4,491.36	-11,928.61	-265.6%
5007-00 · Creative Production - Other	407.52	127.50	280.02	219.6%
Total 5007-00 · Creative Production	13,770.59	14,513.44	-742.85	-5.1%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 · Media Commission	9,690.55	5,046.78	4,643.77	92.0%
5018-01 · Digital Ad Serving	48.30	68.70	-20.40	-29.7%
5020-00 · Search Engine Marketing	8,746.08	3,915.53	4,830.55	123.4%
5025-00 · Expedia	7,373.52	0.00	7,373.52	100.0%
5029-00 · Television	6,800.00	12,179.45	-5,379.45	-44.2%
Total 5000-00 · CONSUMER MARKETING	79,792.34	64,848.83	14,943.51	23.0%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	2,262.86	0.00	2,262.86	100.0%
5113-00 · Additional Opportunities	0.00	-693.09	693.09	100.0%
5120-00 · Domestic - Trade Shows	3,095.00	0.00	3,095.00	100.0%
5137-00 · Co-op Opportunities	5,000.00	0.00	5,000.00	100.0%
5143-00 · Mountain Travel Symposium	1,012.02	0.00	1,012.02	100.0%
5144-00 · IPW - POW WOW	2,608.44	4,171.16	-1,562.72	-37.5%
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
5157-00 · International Efforts	11,599.82	0.00	11,599.82	100.0%
Total 5110-00 · LEISURE SALES	25,578.14	3,696.82	21,881.32	591.9%
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	1,748.00	3,370.00	-1,622.00	-48.1%
5204-00 · Media Mission(s)	484.00	0.00	484.00	100.0%
5206-00 · Digital Buy/ Social Media Boost	2,150.00	800.00	1,350.00	168.8%
5207-00 · Content Campaigns/Tools-My Emma	900.00	265.00	635.00	239.6%
5209-00 · Domestic Travel Media FAMS	5,901.44	709.22	5,192.22	732.1%
5210-00 · Content Dev - Newsletters	3,400.00	2,970.00	430.00	14.5%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	216.50	-216.50	-100.0%
5216-00 · PR Content Development + Distri	0.00	76.47	-76.47	-100.0%
5221-00 · Photography & Video Asset Dev	3,560.02	0.00	3,560.02	100.0%

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

	Jun 23	Jun 22	\$ Change	% Change
5280-00 · PR Meals / Entertainment	130.41	0.00	130.41	100.0%
Total 5200-00 · PUBLIC RELATIONS	30,273.87	20,407.19	9,866.68	48.4%
6000-00 · CONFERENCE SALES				
6005-00 · Paid Media	3,765.26	1,315.38	2,449.88	186.3%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	2,203.75	0.00	2,203.75	100.0%
6015-00 · MCC National Memberships	1,169.00	0.00	1,169.00	100.0%
6016-00 · MCC Search Engine Marketing	0.00	85.43	-85.43	-100.0%
6018-00 · MCC Media Commission	607.20	171.64	435.56	253.8%
6018-01 · MCC Digital Ad Serving	8.19	7.16	1.03	14.4%
6019-00 · Conference Direct Partnership	0.00	583.33	-583.33	-100.0%
6128-00 · HelmsBriscoe Strategic Partner	1,750.03	583.33	1,166.70	200.0%
6152-00 · Client Events / Opportunities	1,187.57	-1,883.00	3,070.57	163.1%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	10,691.00	1,700.14	8,990.86	528.8%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	1,248.00	0.00	1,248.00	100.0%
6151-00 · Destination CA	0.00	530.79	-530.79	-100.0%
6154-00 · HelmsBriscoe ABC	858.65	514.67	343.98	66.8%
6155-00 · Connect Trade Shows	419.12	0.00	419.12	100.0%
6160-00 · AllThingsMeetings Silcon Valley	706.00	0.00	706.00	100.0%
6168-00 · Sacramento/Roseville TopGolf	938.19	551.01	387.18	70.3%
6183-00 · Smart Meetings NorCal	941.42	0.00	941.42	100.0%
Total 6100-00 · TRADE SHOWS	5,111.38	1,596.47	3,514.91	220.2%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	3,120.00	0.00	3,120.00	100.0%
5009-00 · Fulfillment / Mail	957.97	435.98	521.99	119.7%
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%
7001-00 · Miscellaneous	0.00	8.60	-8.60	-100.0%
7002-00 · CRM Subscription	2,500.00	0.00	2,500.00	100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	617.92	-617.92	-100.0%
7004-00 · Research	39,856.00	19,579.76	20,276.24	103.6%
7007-00 · Destimetrics / DMX	-8,440.75	0.00	-8,440.75	-100.0%
7008-00 · Opportunistic Funds	5,508.01	0.00	5,508.01	100.0%
7010-00 · Photo Management & Storage	8,688.90	620.75	8,068.15	1,299.7%
8700-00 · Automobile Expense*	859.66	485.22	374.44	77.2%
8900-00 · bad debt	3,551.34	0.00	3,551.34	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	56,809.46	46,914.90	9,894.56	21.1%
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	15.00	10.00	5.00	50.0%
8004-00 · Website Strategy & Maintenance	7,500.00	8,076.49	-576.49	-7.1%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
8000-00 · WEBSITE CONTENT & MAINTENANCE - Other	0.00	534.00	-534.00	-100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,265.00	15,370.49	-1,105.49	-7.2%
Total Expense	222,521.19	154,534.84	67,986.35	44.0%

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08/22/23

Accrual Basis

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

	Jun 23	Jun 22	\$ Change	% Change
Net Income	<u>-21,119.19</u>	<u>-296,949.50</u>	<u>275,830.31</u>	<u>92.9%</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2023

Accrual Basis

	Jun 23	Budget	Jul '22 - Jun 23	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	91,174.00	91,174.00	1,094,000.00	1,094,000.00	1,094,000.00
4001-00 · NLTRA Funding	109,728.00	109,728.00	1,440,000.00	1,440,000.00	1,440,000.00
4004-00 · IVCBVB Entertainment	500.00	500.00	6,000.00	6,000.00	6,000.00
4005-00 · Prior Year Net Income	0.00		0.00	0.00	0.00
Total Income	201,402.00	201,402.00	2,540,000.00	2,540,000.00	2,540,000.00
Gross Profit	201,402.00	201,402.00	2,540,000.00	2,540,000.00	2,540,000.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	25,000.00	25,000.00
5002-00 · Consumer Print	0.00	0.00	40,145.00	10,125.00	10,125.00
5002-01 · Native Display	16,233.33	13,890.00	86,405.01	100,372.00	100,372.00
5004-00 · Trip Advisor	4,358.17	5,527.00	62,446.98	61,947.00	61,947.00
5005-00 · Paid Social	-1.10	2,527.00	126,202.87	139,248.00	139,248.00
5005-01 · Digital Display / Retargeting	4,272.90	3,290.00	135,223.60	110,620.00	110,620.00
5007-00 · Creative Production					
5007-01 · Creative Production	18,121.57	25,000.00	153,827.65	149,500.00	149,500.00
5007-02 · Website Production	2,678.75	3,500.00	19,065.81	34,000.00	34,000.00
5007-03 · Photo/Video Creative	-7,437.25	2,775.00	28,081.83	32,670.00	32,670.00
5007-00 · Creative Production - Other	407.52		7,678.80	0.00	0.00
Total 5007-00 · Creative Production	13,770.59	31,275.00	208,654.09	216,170.00	216,170.00
5010-00 · Account Strategy & Management	8,500.00	8,500.00	102,000.00	102,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	152,000.00	100,000.00	100,000.00
5016 · Video Streaming	0.00	0.00	77,794.93	126,861.00	126,861.00
5017-00 · Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 · Media Commission	9,690.55	3,854.00	124,352.67	119,357.00	119,357.00
5018-01 · Digital Ad Serving	48.30	235.00	1,718.96	2,655.00	2,655.00
5020-00 · Search Engine Marketing	8,746.08	4,180.00	121,794.50	119,470.00	119,470.00
5022-00 · Email	0.00	0.00	18,499.71	20,000.00	20,000.00
5024-00 · Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 · Expedia	7,373.52	0.00	14,958.11	15,000.00	15,000.00
5029-00 · Television	6,800.00	0.00	6,800.00	17,000.00	17,000.00
5030-00 · TravelZoo	0.00	0.00	20,000.00	50,000.00	50,000.00
Total 5000-00 · CONSUMER MARKETING	79,792.34	73,278.00	1,346,496.43	1,365,825.00	1,365,825.00
5016-00 · CDE - Website Programs	0.00		48,253.26		
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	1,920.00	2,000.00	2,000.00
5111-00 · FAMS - Domestic	0.00	0.00	3,875.21	6,000.00	6,000.00
5112-00 · Training / Sales Calls	2,262.86	0.00	11,338.55	10,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	1,935.45	10,000.00	10,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 · Domestic - Trade Shows	3,095.00	0.00	3,744.00	4,150.00	4,150.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	5,523.37	6,000.00	6,000.00
5133-00 · Ski-Tops	0.00	0.00	2,100.00	3,350.00	3,350.00
5134-00 · Intl Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 · Co-op Opportunities	5,000.00	0.00	5,000.00	20,000.00	20,000.00
5143-00 · Mountain Travel Symposium	1,012.02	0.00	3,807.08	5,000.00	5,000.00
5144-00 · IPW - POW WOW	2,608.44	0.00	8,073.44	13,000.00	13,000.00
5145-00 · TIA Annual Dues	0.00	0.00	3,937.50	2,700.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	36,609.14	35,000.00	35,000.00
5154-00 · Canada	0.00	0.00	15,633.62	30,000.00	30,000.00
5155-00 · California Star Program	0.00	0.00	0.00	3,000.00	3,000.00
5157-00 · International Efforts	11,599.82	0.00	20,192.46	20,000.00	20,000.00
Total 5110-00 · LEISURE SALES	25,578.14	0.00	123,689.82	170,200.00	170,200.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	72,000.00	72,000.00	72,000.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2023

	Jun 23	Budget	Jul '22 - Jun 23	YTD Budget	Annual Budget
5202-00 · PR Program/ Content Dev - Blogs	1,748.00	1,500.00	21,004.55	18,000.00	18,000.00
5204-00 · Media Mission(s)	484.00	4,000.00	14,942.14	16,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	2,150.00	950.00	12,600.00	11,400.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	900.00	265.00	3,125.00	3,180.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	0.00	2,340.00	12,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	5,901.44	0.00	23,169.12	24,000.00	24,000.00
5210-00 · Content Dev - Newsletters	3,400.00	1,700.00	20,600.00	20,400.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	72,000.00	72,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	1,550.04	3,000.00	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	3,420.00	4,800.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	6,540.00	19,000.00	19,000.00
5221-00 · Photography & Video Asset Dev	3,560.02	4,000.00	24,176.46	48,000.00	48,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	3,532.04	3,532.00	3,532.00
5280-00 · PR Meals / Entertainment	130.41	0.00	400.17	1,000.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	30,273.87	25,615.00	281,399.52	328,312.00	328,312.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	0.00	658.29	3,000.00	3,000.00
6004-00 · Email	0.00	0.00	8,190.00	4,800.00	4,800.00
6005-00 · Paid Media	3,765.26	3,296.00	44,428.46	41,500.00	41,500.00
6006-00 · CVENT	0.00	917.00	14,185.43	14,160.00	14,160.00
6007-00 · Creative Production	2,203.75	0.00	12,274.26	12,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	6,000.00	6,000.00
6015-00 · MCC National Memberships	1,169.00	0.00	1,568.00	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	607.20	433.00	7,585.18	7,862.43	7,862.43
6018-01 · MCC Digital Ad Serving	8.19	40.00	88.14	500.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	7,000.01	6,996.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	1,750.03	583.00	6,416.67	6,996.00	6,996.00
6152-00 · Client Events / Opportunities	1,187.57	0.00	7,620.43	10,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	5,390.79	10,000.00	10,000.00
Total 6000-00 · CONFERENCE SALES	10,691.00	6,352.00	116,786.36	124,814.43	124,814.43
6100-00 · TRADE SHOWS					
6102-00 · Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 · Site Inspections	1,248.00	0.00	1,290.70	6,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	2,098.18	4,000.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	1,500.00	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	858.65	0.00	6,707.00	6,500.00	6,500.00
6155-00 · Connect Trade Shows	419.12	0.00	10,854.78	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	11,035.83	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	706.00	0.00	1,381.00	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	938.19	0.00	938.19	2,000.00	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	8,000.00	8,000.00
6182-00 · Destination Celebration	0.00	0.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	941.42	0.00	7,041.42	5,000.00	5,000.00
Total 6100-00 · TRADE SHOWS	5,111.38	0.00	48,795.67	75,000.00	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	3,120.00	0.00	6,840.00	10,000.00	10,000.00
5009-00 · Fulfillment / Mail	957.97	200.00	2,419.88	2,400.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	100,000.00	100,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	2,416.60	2,000.04	2,000.04

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2023

	Jun 23	Budget	Jul '22 - Jun 23	YTD Budget	Annual Budget
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7001-00 · Miscellaneous	0.00		71.17		
7002-00 · CRM Subscription	2,500.00	833.33	12,500.00	11,499.96	11,499.96
7003-00 · IVCBVB Entertainment Fund	0.00	500.00	1,882.46	6,000.00	6,000.00
7004-00 · Research	39,856.00	3,820.00	61,804.15	76,900.00	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	14,718.48	20,000.00	20,000.00
7007-00 · Destimetrics / DMX	-8,440.75	0.00	33,763.00	33,763.00	33,763.00
7008-00 · Opportunistic Funds	5,508.01	0.00	12,666.51	50,000.00	50,000.00
7009-00 · Tahoe Cam Usage	0.00	0.00	2,124.00	2,124.00	2,124.00
7010-00 · Photo Management & Storage	8,688.90	658.25	16,587.90	8,233.00	8,233.00
7012-00 · Sponsorships	0.00	0.00	0.00	25,000.00	25,000.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	11,000.00	11,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	10,000.00	10,000.00
8700-00 · Automobile Expense*	859.66	400.00	2,417.02	4,800.00	4,800.00
8900-00 · bad debt	3,551.34		3,551.34		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	56,809.46	6,578.25	288,762.51	389,720.00	389,720.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	51,000.00	51,000.00	51,000.00
8003-00 · Website Hosting Maintenance	15.00	0.00	3,150.00	2,161.00	2,161.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	90,000.00	90,000.00	90,000.00
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	30,000.00	30,000.00	30,000.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,265.00	14,250.00	174,150.00	173,161.00	173,161.00
Total Expense	222,521.19	126,073.25	2,429,908.57	2,627,032.43	2,627,032.43
Net Income	-21,119.19	75,328.75	110,091.43	-87,032.43	-87,032.43

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

July 31, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the One Month Ending Monday, July 31, 2023

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	YTD		
	Jul 2023 2023	Jul 2022 2022	Variance
Current Assets			
Cash - TBID Disbursements	310,159	4,130,294	3,820,134
Cash - TBID Funding	5,534,274	1,088,281	(4,445,993)
Payroll	38,508	0	(38,508)
Money Market	10,000	0	(10,000)
Cash Flow Reserve	101,256	101,077	(179)
Marketing Reserve	50,444	50,386	(58)
Payroll Reserve	46,201	46,633	432
Cash in Drawer	3,082	4,633	1,551
Petty Cash	136	158	22
Accounts Receivable	0	5,000	5,000
Accounts Receivable - TBID	741,203	1,381,202	639,999
Accounts Receivable - Membership Dues	2,830	44,155	41,325
Accounts Receivable - Membership Activities	(970)	470	1,440
Allowance for Doubtful Accounts	(827)	(794)	33
Accounts Receivable - NLTMC	0	965	965
Accounts Receivable - Other	0	11,518	11,518
Inventory Asset	27,807	18,017	(9,790)
Gift Cards Outstanding	0	18	18
Prepaid Expenses	159,600	5,850	(153,750)
Prepaid Postage	100	100	0
Prepaid Insurance	4,060	2,754	(1,306)
Deposits	0	1,672	1,672
Total Current Assets	7,027,862	6,892,389	(135,474)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	23,600	11,013	(12,587)
Accumulated Depreciation - Computer Equipment	(8,735)	(5,208)	3,528
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	14,865	5,805	(9,060)
Total Assets	\$7,042,728	\$6,898,194	(\$144,534)
Liabilities			
Current Liabilities			
Accounts Payable	83,820	311,450	(227,630)
Accounts Payable - Other	23,835	23,835	0
Salaries & Wages Payable	1,955	8,558	(6,603)
Incentives Payable	103,941	50,168	53,773
PTO Payable	0	35,798	(35,798)
401k Payable	8,047	1,391	6,656
Employer Tax Payable	4,090	4,089	0
Retail Payable	711	0	711
Accrued Expenses	25,272	84,667	(59,395)
Deferred Revenue - Membership Dues	8,822	35,525	(26,703)
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	8,486	0	8,486
Due To/From County	0	1,195,474	(1,195,474)
Due To/From TBID	132,453	0	132,453
<i>Suspense (may include rounding)</i>	<i>(10,740)</i>	<i>(1,421)</i>	<i>(9,319)</i>
Total Current Liabilities	390,692	1,750,824	1,360,132
Sales Tax Payable	0	2,936	(2,936)
Use Tax Payable	0	25	(25)
Total Tax Payable	0	2,961	2,961
Long-Term Debt			
Total Liabilities	390,692	1,753,785	1,363,093
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	6,873,370	4,884,687	1,988,682
Net Income	(219,783)	242,229	(462,012)
Total Equity	6,652,036	5,144,409	(1,507,627)
Liabilities & Shareholder Equity	\$7,042,728	\$6,898,194	(\$144,534)

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 - 7/31/2023
 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: 7/31/2023 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				
30		\$1,706.25	\$306.25	\$1,400.00	\$0.00	\$0.00
ADAM WILSON	ADAM WILSON					
10		\$163.15	\$163.15	\$0.00	\$0.00	\$0.00
AGNEW BECK	AGNEW BECK					
3		\$6,355.00	\$0.00	\$6,355.00	\$0.00	\$0.00
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY				
28		\$291.98	\$291.98	\$0.00	\$0.00	\$0.00
ANTHEM BLUE CRO	Anthem Blue Cross	PRIMARY				
25		\$9,980.46	\$9,980.46	\$0.00	\$0.00	\$0.00
ANTHONY KARWOW	Anthony Karwowski	PRIMARY				
27		\$141.25	\$71.25	\$70.00	\$0.00	\$0.00
AT & T*	AT & T*	PRIMARY				
27		\$245.18	\$245.18	\$0.00	\$0.00	\$0.00
AUGUSTINEIDEAS	D. Augustine & Associates	PRIMARY				
25		\$21,849.94	\$0.00	\$21,849.94	\$0.00	\$0.00
BOTW	Bank of the West					
10		\$8,513.90	\$8,513.90	\$0.00	\$0.00	\$0.00
CAZOLOT	Francois Cazlot	PRIMARY				
15		\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
CDTFA	CA DEPARTMENT OF TAX AND FEE					
7		\$2,900.51	\$0.00	\$2,900.51	\$0.00	\$0.00
CIVITAS	Civitas	PRIMARY				
24		\$4,160.00	\$2,080.00	\$2,080.00	\$0.00	\$0.00
ERIN CASEY	Erin Casey	PRIMARY				
19		\$16,750.00	\$16,750.00	\$0.00	\$0.00	\$0.00
JOAN SPELLETICH	JOAN SPELLETICH					
11		\$91.25	\$91.25	\$0.00	\$0.00	\$0.00
JOHNSON CONTROI	Johnson Controls Fire Protection LP	PRIMARY				
23		\$173.50	\$86.75	\$86.75	\$0.00	\$0.00
JULIE BARBER	JULIE BARBER					
7		\$58.56	\$58.56	\$0.00	\$0.00	\$0.00

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Vendor ID: KIMBERLY BROWN		Name: Kimberly Brown		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 23	Aged Totals:	\$256.25	\$256.25	\$0.00	\$0.00	\$0.00	
Vendor ID: KIRSTIN GUINN		Name: Kirstin Guinn		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 18	Aged Totals:	\$77.50	\$50.00	\$27.50	\$0.00	\$0.00	
Vendor ID: KYM FABEL		Name: Kym Fabel		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 26	Aged Totals:	\$131.25	\$131.25	\$0.00	\$0.00	\$0.00	
Vendor ID: LASTERLING		Name: LAURA ANN STERLING		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 13	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00	
Vendor ID: MARKEL		Name: MARKEL INSURANCE COMPANY		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 5	Aged Totals:	\$723.00	\$723.00	\$0.00	\$0.00	\$0.00	
Vendor ID: PATRICK YUN		Name: PATRICK YUN		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 3	Aged Totals:	\$778.75	\$778.75	\$0.00	\$0.00	\$0.00	
Vendor ID: PORTER SIMON*		Name: Porter Simon*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 23	Aged Totals:	\$3,125.00	\$3,125.00	\$0.00	\$0.00	\$0.00	
Vendor ID: SDBX		Name: SDBX Studio, LLC.		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 22	Aged Totals:	\$12,187.76	\$0.00	\$12,187.76	\$0.00	\$0.00	
Vendor ID: SNAP		Name: Sierra Nevada Ad Partners		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 33	Aged Totals:	\$595.52	\$595.52	\$0.00	\$0.00	\$0.00	
Vendor ID: SOUTHWEST GAS		Name: Southwest Gas Corporation*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 25	Aged Totals:	\$36.64	\$36.64	\$0.00	\$0.00	\$0.00	
Vendor ID: SWIGARD'S		Name: Swigard's True Value Hardware, Inc.*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 31	Aged Totals:	\$33.93	\$33.93	\$0.00	\$0.00	\$0.00	
Vendor ID: TTSD		Name: Tahoe Truckee Sierra Disposal*		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 19	Aged Totals:	\$289.85	\$289.85	\$0.00	\$0.00	\$0.00	
Vendor ID: UBEO		Name: UBEO formerly RAY MORGAN		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 7	Aged Totals:	\$173.68	\$173.68	\$0.00	\$0.00	\$0.00	
Vendor ID: VAUGHAN,DEREK		Name: Derek Vaughan		Class ID:		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 13	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WELSS FARGO		Name: Wells Fargo Financial Leasing		Class ID: PRIMARY		User-Defined 1:	
		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
Voucher(s): 25	Aged Totals:	\$365.01	\$365.01	\$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:		31	\$92,305.07	\$45,347.61	\$46,957.46	\$0.00	\$0.00

PL - Budget vs Actual

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

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8/25/2023
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	Jul 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	128,759	128,759	0	128,759	128,759	0
Chamber Revenue - Member Dues	0	2,083	(2,083)	0	2,083	(2,083)
Retail Revenue	21,408	2,600	18,808	21,408	2,600	18,808
Revenue - Other	0	12,500	(12,500)	0	12,500	(12,500)
Total Revenues	150,167	145,942	4,224	150,167	145,942	4,224
Cost of Goods Sold						
Freight & Shipping Costs	207	0	207	207	0	207
Total Cost of Goods Sold	11,064	0	11,064	11,064	0	11,064
Gross Profit	139,103	145,942	(6,839)	139,103	145,942	(6,839)
Operating Expenses						
Salaries & Wage Expense	131,638	177,948	(46,310)	131,638	177,948	(46,310)
Rent & Utilities	15,151	27,337	(12,186)	15,151	27,337	(12,186)
Repairs & Maintenance	298	3,249	(2,951)	298	3,249	(2,951)
Telephone & Internet	1,797	962	835	1,797	962	835
Supplies & Mail	3,033	2,964	69	3,033	2,964	69
Taxes, Licenses, Fees	2,854	12,328	(9,474)	2,854	12,328	(9,474)
Dues & Subscriptions	3,567	1,803	1,764	3,567	1,803	1,764
Insurance/Bonding	0	1,300	(1,300)	0	1,300	(1,300)
Staff Expenses	2,726	2,990	(264)	2,726	2,990	(264)
Board Functions	2,565	2,080	485	2,565	2,080	485
Professional Fees	18,854	12,047	6,807	18,854	12,047	6,807
Professional Fees - Attorney	3,125	0	3,125	3,125	0	3,125
Professional Fees - Accountant	306	0	306	306	0	306
Equipment Support & Maintenance	4,410	0	4,410	4,410	0	4,410
Event Sponsorships	1,000	51,250	(50,250)	1,000	51,250	(50,250)
Special Event Partnership Funding	38,050	29,167	8,883	38,050	29,167	8,883
Event Operations	0	33,333	(33,333)	0	33,333	(33,333)
NLTMC Contributions	114,392	119,158	(4,766)	114,392	119,158	(4,766)
Non-NLTMC Marketing	4,196	48,742	(44,546)	4,196	48,742	(44,546)
In-Market/Tourism	1,898	8,333	(6,435)	1,898	8,333	(6,435)
Media/Collateral/Production	9,026	0	9,026	9,026	0	9,026
Total Operating Expenses	358,886	534,990	(176,104)	358,886	534,990	(176,104)
Net Operating Income	(219,783)	(389,048)	169,265	(219,783)	(389,048)	169,265
Other Expense/<Income>						
Net Income	(219,783)	(389,048)	169,265	(219,783)	(389,048)	169,265

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Jul 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	67,599	67,598	0	67,599	67,598	0
Total Revenues	67,599	67,598	0	67,599	67,598	0
Gross Profit	67,599	67,598	0	67,599	67,598	0
Operating Expenses						
Salaries & Wage Expense	28,478	41,452	(12,974)	28,478	41,452	(12,974)
Rent & Utilities	2,446	3,149	(703)	2,446	3,149	(703)
Repairs & Maintenance	0	2,500	(2,500)	0	2,500	(2,500)
Supplies & Mail	0	633	(633)	0	633	(633)
Dues & Subscriptions	10	130	(120)	10	130	(120)
Staff Expenses	29	277	(249)	29	277	(249)
Equipment Support & Maintenance	56	0	56	56	0	56
Event Sponsorships	0	51,250	(51,250)	0	51,250	(51,250)
Event Operations	0	33,333	(33,333)	0	33,333	(33,333)
NLTMC Contributions	114,392	119,158	(4,766)	114,392	119,158	(4,766)
Non-NLTMC Marketing	4,196	48,742	(44,546)	4,196	48,742	(44,546)
In-Market/Tourism	1,898	8,333	(6,435)	1,898	8,333	(6,435)
Media/Collateral/Production	9,026	0	9,026	9,026	0	9,026
Allocated Administrative Overhead	53,673	20,840	32,832	53,673	20,840	32,832
Total Operating Expenses	214,202	329,797	(115,595)	214,202	329,797	(115,595)
Net Operating Income	(146,603)	(262,199)	115,595	(146,603)	(262,199)	115,595
Other Expense/<Income>						
Net Income	(146,603)	(262,199)	115,595	(146,603)	(262,199)	115,595

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Jul 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	19,056	19,056	0	19,056	19,056	0
Total Revenues	19,056	19,056	0	19,056	19,056	0
Gross Profit	19,056	19,056	0	19,056	19,056	0
Operating Expenses						
Salaries & Wage Expense	3,827	5,440	(1,613)	3,827	5,440	(1,613)
Rent & Utilities	435	219	216	435	219	216
Supplies & Mail	0	147	(147)	0	147	(147)
Dues & Subscriptions	0	17	(17)	0	17	(17)
Staff Expenses	0	147	(147)	0	147	(147)
Event Sponsorships	1,000	0	1,000	1,000	0	1,000
Special Event Partnership Funding	0	23,333	(23,333)	0	23,333	(23,333)
Allocated Administrative Overhead	1,759	11,604	(9,845)	1,759	11,604	(9,845)
Total Operating Expenses	7,021	40,908	(33,887)	7,021	40,908	(33,887)
Net Operating Income	12,036	(21,852)	33,887	12,036	(21,852)	33,887
Other Expense/<Income>						
Net Income	12,036	(21,852)	33,887	12,036	(21,852)	33,887

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Jul 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	9,399	9,399	0	9,399	9,399	0
Retail Revenue	21,408	2,600	18,808	21,408	2,600	18,808
Total Revenues	30,807	11,999	18,808	30,807	11,999	18,808
Cost of Goods Sold	10,857	0	10,857	10,857	0	10,857
Freight & Shipping Costs	207	0	207	207	0	207
Total Cost of Goods Sold	11,064	0	11,064	11,064	0	11,064
Gross Profit	19,743	11,999	7,744	19,743	11,999	7,744
Operating Expenses						
Salaries & Wage Expense	29,459	24,084	5,374	29,459	24,084	5,374
Rent & Utilities	7,109	18,579	(11,470)	7,109	18,579	(11,470)
Repairs & Maintenance	0	383	(383)	0	383	(383)
Supplies & Mail	783	494	289	783	494	289
Dues & Subscriptions	0	17	(17)	0	17	(17)
Staff Expenses	0	373	(373)	0	373	(373)
Allocated Administrative Overhead	12,488	3,110	9,378	12,488	3,110	9,378
Total Operating Expenses	49,838	47,040	2,798	49,838	47,040	2,798
Net Operating Income	(30,095)	(35,041)	4,946	(30,095)	(35,041)	4,946
Other Expense/<Income>						
Net Income	(30,095)	(35,041)	4,946	(30,095)	(35,041)	4,946

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Jul 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	7,082	7,082	0	7,082	7,082	0
Total Revenues	7,082	7,082	0	7,082	7,082	0
Gross Profit	7,082	7,082	0	7,082	7,082	0
Operating Expenses						
Salaries & Wage Expense	10,477	10,490	(13)	10,477	10,490	(13)
Rent & Utilities	508	1,105	(597)	508	1,105	(597)
Supplies & Mail	0	234	(234)	0	234	(234)
Dues & Subscriptions	398	17	381	398	17	381
Staff Expenses	0	173	(173)	0	173	(173)
Special Event Partnership Funding	38,050	5,833	32,217	38,050	5,833	32,217
Allocated Administrative Overhead	16,528	1,952	14,576	16,528	1,952	14,576
Total Operating Expenses	65,960	19,805	46,155	65,960	19,805	46,155
Net Operating Income	(58,879)	(12,723)	(46,155)	(58,879)	(12,723)	(46,155)
Other Expense/<Income>						
Net Income	(58,879)	(12,723)	(46,155)	(58,879)	(12,723)	(46,155)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Jul 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	9,786	9,786	0	9,786	9,786	0
Total Revenues	9,786	9,786	0	9,786	9,786	0
Gross Profit	9,786	9,786	0	9,786	9,786	0
Operating Expenses						
Salaries & Wage Expense	5,011	19,029	(14,018)	5,011	19,029	(14,018)
Rent & Utilities	625	511	114	625	511	114
Supplies & Mail	0	195	(195)	0	195	(195)
Dues & Subscriptions	0	17	(17)	0	17	(17)
Staff Expenses	0	104	(104)	0	104	(104)
Allocated Administrative Overhead	1,884	4,363	(2,479)	1,884	4,363	(2,479)
Total Operating Expenses	7,521	24,219	(16,699)	7,521	24,219	(16,699)
Net Operating Income	2,265	(14,434)	16,699	2,265	(14,434)	16,699
Other Expense/<Income>						
Net Income	2,265	(14,434)	16,699	2,265	(14,434)	16,699

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Jul 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	4,249	4,249	0	4,249	4,249	0
Total Revenues	4,249	4,249	0	4,249	4,249	0
Gross Profit	4,249	4,249	0	4,249	4,249	0
Operating Expenses						
Salaries & Wage Expense	5,011	7,079	(2,068)	5,011	7,079	(2,068)
Rent & Utilities	501	365	136	501	365	136
Supplies & Mail	0	134	(134)	0	134	(134)
Dues & Subscriptions	0	17	(17)	0	17	(17)
Staff Expenses	0	104	(104)	0	104	(104)
Allocated Administrative Overhead	1,843	1,190	654	1,843	1,190	654
Total Operating Expenses	7,356	8,889	(1,534)	7,356	8,889	(1,534)
Net Operating Income	(3,107)	(4,640)	1,534	(3,107)	(4,640)	1,534
Other Expense/<Income>						
Net Income	(3,107)	(4,640)	1,534	(3,107)	(4,640)	1,534

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	Jul 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	<u>6,438</u>	<u>6,438</u>	<u>0</u>	<u>6,438</u>	<u>6,438</u>	<u>0</u>
Total Revenues	<u>6,438</u>	<u>6,438</u>	<u>0</u>	<u>6,438</u>	<u>6,438</u>	<u>0</u>
Gross Profit	<u>6,438</u>	<u>6,438</u>	<u>0</u>	<u>6,438</u>	<u>6,438</u>	<u>0</u>
Operating Expenses						
Allocated Administrative Overhead	<u>4,641</u>	<u>58,392</u>	<u>(53,751)</u>	<u>4,641</u>	<u>58,392</u>	<u>(53,751)</u>
Total Operating Expenses	<u>4,641</u>	<u>58,392</u>	<u>(53,751)</u>	<u>4,641</u>	<u>58,392</u>	<u>(53,751)</u>
Net Operating Income	<u>1,797</u>	<u>(51,954)</u>	<u>53,751</u>	<u>1,797</u>	<u>(51,954)</u>	<u>53,751</u>
Other Expense/<Income>						
Net Income	<u>1,797</u>	<u>(51,954)</u>	<u>53,751</u>	<u>1,797</u>	<u>(51,954)</u>	<u>53,751</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	Jul 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	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Total Revenues	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Gross Profit	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Operating Expenses						
Taxes, Licenses, Fees	<u>2,348</u>	<u>10,400</u>	<u>(8,052)</u>	<u>2,348</u>	<u>10,400</u>	<u>(8,052)</u>
Total Operating Expenses	<u>2,348</u>	<u>10,400</u>	<u>(8,052)</u>	<u>2,348</u>	<u>10,400</u>	<u>(8,052)</u>
Net Operating Income	<u>228</u>	<u>(7,825)</u>	<u>8,052</u>	<u>228</u>	<u>(7,825)</u>	<u>8,052</u>
Other Expense/<Income>						
Net Income	<u>228</u>	<u>(7,825)</u>	<u>8,052</u>	<u>228</u>	<u>(7,825)</u>	<u>8,052</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	Jul 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	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Total Revenues	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Gross Profit	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Operating Expenses						
Net Operating Income	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>
Other Expense/<Income>						
Net Income	<u>2,575</u>	<u>2,575</u>	<u>0</u>	<u>2,575</u>	<u>2,575</u>	<u>0</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	<u>Jul 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	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>
Total Revenues	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>
Gross Profit	0	2,083	(2,083)	0	2,083	(2,083)
Operating Expenses						
Net Operating Income	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>
Other Expense/<Income>						
Net Income	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>	<u>0</u>	<u>2,083</u>	<u>(2,083)</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Jul 2023			Fiscal 2022/23 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenue - Other	0	12,500	(12,500)	0	12,500	(12,500)
Total Revenues	0	12,500	(12,500)	0	12,500	(12,500)
Gross Profit	0	12,500	(12,500)	0	12,500	(12,500)
Operating Expenses						
Salaries & Wage Expense	49,376	70,374	(20,998)	49,376	70,374	(20,998)
Rent & Utilities	3,527	3,409	118	3,527	3,409	118
Repairs & Maintenance	298	366	(68)	298	366	(68)
Telephone & Internet	1,797	962	835	1,797	962	835
Supplies & Mail	2,250	1,127	1,123	2,250	1,127	1,123
Taxes, Licenses, Fees	507	1,928	(1,421)	507	1,928	(1,421)
Dues & Subscriptions	3,159	1,586	1,573	3,159	1,586	1,573
Insurance/Bonding	0	1,300	(1,300)	0	1,300	(1,300)
Staff Expenses	2,698	1,811	886	2,698	1,811	886
Board Functions	2,565	2,080	485	2,565	2,080	485
Professional Fees	18,854	12,047	6,807	18,854	12,047	6,807
Professional Fees - Attorney	3,125	0	3,125	3,125	0	3,125
Professional Fees - Accountant	306	0	306	306	0	306
Equipment Support & Maintenance	4,354	0	4,354	4,354	0	4,354
Allocated Administrative Overhead	(92,816)	(101,451)	8,635	(92,816)	(101,451)	8,635
Total Operating Expenses	0	(4,461)	4,461	0	(4,461)	4,461
Net Operating Income	0	16,961	(16,961)	0	16,961	(16,961)
Other Expense/<Income>						
Net Income	0	16,961	(16,961)	0	16,961	(16,961)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2023

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of July 31, 2023

	Jul 31, 23	Jul 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	337,218.12	506,856.13	-169,638.01	-33.5%
Total Checking/Savings	337,218.12	506,856.13	-169,638.01	-33.5%
Accounts Receivable				
1200-00 · Accounts Receivable	0.00	117,943.34	-117,943.34	-100.0%
Total Accounts Receivable	0.00	117,943.34	-117,943.34	-100.0%
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	337,318.12	624,899.47	-287,581.35	-46.0%
Other Assets				
1400-00 · Prepaid Expenses	24,908.38	15,281.73	9,626.65	63.0%
Total Other Assets	24,908.38	15,281.73	9,626.65	63.0%
TOTAL ASSETS	362,226.50	640,181.20	-277,954.70	-43.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	52,406.53	435,340.21	-382,933.68	-88.0%
Total Accounts Payable	52,406.53	435,340.21	-382,933.68	-88.0%
Total Current Liabilities	52,406.53	435,340.21	-382,933.68	-88.0%
Total Liabilities	52,406.53	435,340.21	-382,933.68	-88.0%
Equity				
32000 · Unrestricted Net Assets	196,855.75	86,764.32	110,091.43	126.9%
Net Income	112,964.22	118,076.67	-5,112.45	-4.3%
Total Equity	309,819.97	204,840.99	104,978.98	51.3%
TOTAL LIABILITIES & EQUITY	362,226.50	640,181.20	-277,954.70	-43.4%

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
 As of July 31, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Agency	0.00	0.00	5,342.36	0.00	0.00	5,342.36
Canuckiwi LTD	0.00	7,800.00	0.00	0.00	0.00	7,800.00
Gate 7 Pty Ltd*	9,175.00	0.00	0.00	0.00	0.00	9,175.00
High Sierra Visitors Council, Inc	2,500.00	0.00	0.00	0.00	0.00	2,500.00
Julie Barber	30.81	0.00	0.00	0.00	0.00	30.81
MAHK Advertising	16,904.21	2,213.40	0.00	0.00	0.00	19,117.61
Sterling Valley Systems, Inc.	8,440.75	0.00	0.00	0.00	0.00	8,440.75
TOTAL	<u>37,050.77</u>	<u>10,013.40</u>	<u>5,342.36</u>	<u>0.00</u>	<u>0.00</u>	<u>52,406.53</u>

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

	Jul 23	Jul 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	78,666.00	91,166.00	-12,500.00	-13.7%
4001-00 · NLTRA Funding	114,392.00	114,392.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	500.00	500.00	0.00	0.0%
Total Income	193,558.00	206,058.00	-12,500.00	-6.1%
Gross Profit	193,558.00	206,058.00	-12,500.00	-6.1%
Expense				
5000-00 · CONSUMER MARKETING				
5005-00 · Paid Social	2,398.70	3,322.04	-923.34	-27.8%
5005-01 · Digital Display / Retargeting	4,729.39	6,907.20	-2,177.81	-31.5%
5007-00 · Creative Production				
5007-03 · Photo/Video Creative	1,755.63	1,417.50	338.13	23.9%
Total 5007-00 · Creative Production	1,755.63	1,417.50	338.13	23.9%
5010-00 · Account Strategy & Management	0.00	8,500.00	-8,500.00	-100.0%
5018-00 · Media Commission	1,587.60	2,406.51	-818.91	-34.0%
5018-01 · Digital Ad Serving	33.04	41.86	-8.82	-21.1%
5020-00 · Search Engine Marketing	6,068.93	7,985.79	-1,916.86	-24.0%
Total 5000-00 · CONSUMER MARKETING	16,573.29	30,580.90	-14,007.61	-45.8%
5110-00 · LEISURE SALES				
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
5147-00 · AUS / Gate 7	9,175.00	0.00	9,175.00	100.0%
5154-00 · Canada	7,800.00	0.00	7,800.00	100.0%
Total 5110-00 · LEISURE SALES	16,975.00	218.75	16,756.25	7,660.0%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	0.00	950.00	100.0%
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	-265.00	-100.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5222-00 · Media Tracking / Membership	883.02	0.00	883.02	100.0%
Total 5200-00 · PUBLIC RELATIONS	13,833.02	12,265.00	1,568.02	12.8%
6000-00 · CONFERENCE SALES				
6005-00 · Paid Media	1,857.44	1,794.98	62.46	3.5%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	85.43	-85.43	-100.0%
6018-00 · MCC Media Commission	223.56	0.00	223.56	100.0%
6018-01 · MCC Digital Ad Serving	5.55	2.30	3.25	141.3%
6019-00 · Conference Direct Partnership	0.00	0.01	-0.01	-100.0%
6128-00 · HelmsBriscoe Strategic Partner	1,166.66	583.33	583.33	100.0%

2:07 PM

08/22/23

Accrual Basis

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

	Jul 23	Jul 22	\$ Change	% Change
6153-00 · Chicago Sales Rep Support	0.00	83.33	-83.33	-100.0%
Total 6000-00 · CONFERENCE SALES	3,253.21	3,261.25	-8.04	-0.3%
6100-00 · TRADE SHOWS				
6143-00 · Connect Marketplace	0.00	6,500.00	-6,500.00	-100.0%
Total 6100-00 · TRADE SHOWS	0.00	6,500.00	-6,500.00	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5123-00 · HSVC - High Sierra Visitors	2,916.70	166.67	2,750.03	1,650.0%
7002-00 · CRM Subscription	0.00	2,500.00	-2,500.00	-100.0%
7004-00 · Research	2,227.00	2,704.76	-477.76	-17.7%
7005-00 · Film Festival	0.00	15,000.00	-15,000.00	-100.0%
7007-00 · Destimetrics / DMX	8,440.75	0.00	8,440.75	100.0%
8700-00 · Automobile Expense*	30.81	0.00	30.81	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	13,615.26	20,371.43	-6,756.17	-33.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	534.00	534.00	0.00	0.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	4,060.00	2,500.00	1,560.00	62.4%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	16,344.00	14,784.00	1,560.00	10.6%
Total Expense	80,593.78	87,981.33	-7,387.55	-8.4%
Net Income	112,964.22	118,076.67	-5,112.45	-4.3%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance July 2023

	Jul 23	Budget	Jul 23	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	78,666.00	0.00	78,666.00	0.00	0.00
4001-00 · NLTRA Funding	114,392.00	0.00	114,392.00	0.00	0.00
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	0.00	0.00
Total Income	193,558.00	0.00	193,558.00	0.00	0.00
Gross Profit	193,558.00	0.00	193,558.00	0.00	0.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	0.00	0.00
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	0.00
5002-01 · Native Display	0.00	0.00	0.00	0.00	0.00
5004-00 · Trip Advisor	0.00	0.00	0.00	0.00	0.00
5005-00 · Paid Social	2,398.70	0.00	2,398.70	0.00	0.00
5005-01 · Digital Display / Retargeting	4,729.39	0.00	4,729.39	0.00	0.00
5007-00 · Creative Production					
5007-01 · Creative Production	0.00	0.00	0.00	0.00	0.00
5007-02 · Website Production	0.00	0.00	0.00	0.00	0.00
5007-03 · Photo/Video Creative	1,755.63	0.00	1,755.63	0.00	0.00
Total 5007-00 · Creative Production	1,755.63	0.00	1,755.63	0.00	0.00
5010-00 · Account Strategy & Management	0.00	0.00	0.00	0.00	0.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	0.00
5016 · Video Streaming	0.00	0.00	0.00	0.00	0.00
5017-00 · Rich Media	0.00	0.00	0.00	0.00	0.00
5018-00 · Media Commission	1,587.60	0.00	1,587.60	0.00	0.00
5018-01 · Digital Ad Serving	33.04	0.00	33.04	0.00	0.00
5020-00 · Search Engine Marketing	6,068.93	0.00	6,068.93	0.00	0.00
5022-00 · Email	0.00	0.00	0.00	0.00	0.00
5025-00 · Expedia	0.00	0.00	0.00	0.00	0.00
5029-00 · Television	0.00	0.00	0.00	0.00	0.00
5030-00 · TravelZoo	0.00	0.00	0.00	0.00	0.00
Total 5000-00 · CONSUMER MARKETING	16,573.29	0.00	16,573.29	0.00	0.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	0.00	0.00	0.00
5111-00 · FAMs - Domestic	0.00	0.00	0.00	0.00	0.00
5112-00 · Training / Sales Calls	0.00	0.00	0.00	0.00	0.00
5113-00 · Additional Opportunities	0.00	0.00	0.00	0.00	0.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	0.00
5131-00 · FAMs -Intl - Travel Trade	0.00	0.00	0.00	0.00	0.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	0.00
5137-00 · Co-op Opportunities	0.00	0.00	0.00	0.00	0.00
5143-00 · Mountain Travel Symposium	0.00	0.00	0.00	0.00	0.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	0.00
5145-00 · TIA Annual Dues	0.00	0.00	0.00	0.00	0.00
5147-00 · AUS / Gate 7	9,175.00	0.00	9,175.00	0.00	0.00
5154-00 · Canada	7,800.00	0.00	7,800.00	0.00	0.00
5155-00 · California Star Program	0.00	0.00	0.00	0.00	0.00
5157-00 · International Efforts	0.00	0.00	0.00	0.00	0.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance July 2023

	Jul 23	Budget	Jul 23	YTD Budget	Annual Budget
Total 5110-00 · LEISURE SALES	16,975.00	0.00	16,975.00	0.00	0.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	0.00	6,000.00	0.00	0.00
5202-00 · PR Program/ Content Dev - Blogs	0.00	0.00	0.00	0.00	0.00
5204-00 · Media Mission(s)	0.00	0.00	0.00	0.00	0.00
5206-00 · Digital Buy/ Social Media Boost	950.00	0.00	950.00	0.00	0.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	0.00	0.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	0.00	0.00	0.00	0.00
5209-00 · Domestic Travel Media FAMS	0.00	0.00	0.00	0.00	0.00
5210-00 · Content Dev - Newsletters	0.00	0.00	0.00	0.00	0.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	0.00	6,000.00	0.00	0.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	0.00	0.00
5216-00 · PR Content Development + Distri	0.00	0.00	0.00	0.00	0.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	0.00	0.00
5221-00 · Photography & Video Asset Dev	0.00	0.00	0.00	0.00	0.00
5222-00 · Media Tracking / Membership	883.02	0.00	883.02	0.00	0.00
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	0.00	0.00
Total 5200-00 · PUBLIC RELATIONS	13,833.02	0.00	13,833.02	0.00	0.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	0.00	0.00	0.00	0.00
6004-00 · Email	0.00	0.00	0.00	0.00	0.00
6005-00 · Paid Media	1,857.44	0.00	1,857.44	0.00	0.00
6006-00 · CVENT	0.00	0.00	0.00	0.00	0.00
6007-00 · Creative Production	0.00	0.00	0.00	0.00	0.00
6014-00 · MCC Group Incentive Program	0.00	0.00	0.00	0.00	0.00
6015-00 · MCC National Memberships	0.00	0.00	0.00	0.00	0.00
6018-00 · MCC Media Commission	223.56	0.00	223.56	0.00	0.00
6018-01 · MCC Digital Ad Serving	5.55	0.00	5.55	0.00	0.00
6019-00 · Conference Direct Partnership	0.00	0.00	0.00	0.00	0.00
6128-00 · HelmsBriscoe Strategic Partner	1,166.66	0.00	1,166.66	0.00	0.00
6152-00 · Client Events / Opportunities	0.00	0.00	0.00	0.00	0.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	0.00	0.00	0.00
Total 6000-00 · CONFERENCE SALES	3,253.21	0.00	3,253.21	0.00	0.00
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	0.00	0.00	0.00	0.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.00	0.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	0.00
6143-00 · Connect Marketplace	0.00	0.00	0.00	0.00	0.00
6151-00 · Destination CA	0.00	0.00	0.00	0.00	0.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	0.00
6155-00 · Connect Trade Shows	0.00	0.00	0.00	0.00	0.00
6156-02 · Connect Chicago	0.00	0.00	0.00	0.00	0.00
6157-00 · HPN Partner Conference	0.00	0.00	0.00	0.00	0.00
6160-00 · AllThingsMeetings Silcon Valley	0.00	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	0.00	0.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	0.00	0.00	0.00
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00	0.00
6182-00 · Destination Celebration	0.00	0.00	0.00	0.00	0.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	0.00	0.00
Total 6100-00 · TRADE SHOWS	0.00	0.00	0.00	0.00	0.00

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
July 2023**

	Jul 23	Budget	Jul 23	YTD Budget	Annual Budget
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0.00	0.00	0.00	0.00	0.00
5009-00 · Fulfillment / Mail	0.00	0.00	0.00	0.00	0.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	0.00	0.00	0.00
5123-00 · HSVC - High Sierra Visitors	2,916.70	0.00	2,916.70	0.00	0.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	0.00	0.00
7002-00 · CRM Subscription	0.00	0.00	0.00	0.00	0.00
7003-00 · IVCBVB Entertainment Fund	0.00	0.00	0.00	0.00	0.00
7004-00 · Research	2,227.00	0.00	2,227.00	0.00	0.00
7005-00 · Film Festival	0.00	0.00	0.00	0.00	0.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	0.00
7007-00 · Destimetrics / DMX	8,440.75	0.00	8,440.75	0.00	0.00
7008-00 · Opportunistic Funds	0.00	0.00	0.00	0.00	0.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	0.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	0.00	0.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	0.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	0.00	0.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	0.00	0.00
8700-00 · Automobile Expense*	30.81	0.00	30.81	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	13,615.26	0.00	13,615.26	0.00	0.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	0.00	4,250.00	0.00	0.00
8003-00 · Website Hosting Maintenance	534.00	0.00	534.00	0.00	0.00
8004-00 · Website Strategy & Maintenance	7,500.00	0.00	7,500.00	0.00	0.00
8005-00 · Website SEO Strategy/Maint	4,060.00	0.00	4,060.00	0.00	0.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	16,344.00	0.00	16,344.00	0.00	0.00
Total Expense	80,593.78	0.00	80,593.78	0.00	0.00
Net Income	112,964.22	0.00	112,964.22	0.00	0.00

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report

N/A by BOB

Month'Yr June 2023
Employee TONY KARWOWSKI

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PAID BY CC	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A	Fireside Pizza			Pizzaa for team lunch - Tahoe Community Awards set up	181.37		5320
	B	Save Mart			Water tfor team meetings	11.67		53300
	C	Cal Travel						
	D				June Phone Reimbursement		50.00	10-12-230-50140
	E	Parking			King's beacjh parking fro meeting	10.00		53201
	F	Cal Travel			Cal Travel Annual Summit registration	1,398.00		
	G							
	H							
	I							
	J.1							
	K.1					EXCEL	1,601.04	
	L					CREDIT CARD		
	M					DIFFERENCE	1,601.04	
	N							
	O							
	P							
	Q							
	R							
	S							
	T							
	U							
	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage		See Attached Mileage Report		20.00	53201
					Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES								
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)								70.00

RECEIVED
8/11/23

POSTED
June 30 2023

Signed By: *TK*
Date: 8/15/23

Approved By: _____
Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	

Karwowski, Tony - Invitee

Orders & Payments

Order Details

Item	Registrant	Fee	Qty	Amount Ordered (USD)	Amount Paid (USD)	Amount Due (USD)
Order Number: MBNTZM46RNS (Submitted on 6/1/2023)				Invoice Number: CTS23-062023-0311		
Member Registration	<input checked="" type="checkbox"/> Karwowski, Tony	\$999.00	1	\$999.00	\$999.00	\$0.00
PAC Fundraising Dinner	<input checked="" type="checkbox"/> Karwowski, Tony	\$300.00	1	\$300.00	\$300.00	\$0.00
TID Forum & Lunch	<input checked="" type="checkbox"/> Karwowski, Tony	\$99.00	1	\$99.00	\$99.00	\$0.00
Total				\$1,398.00	\$1,398.00	\$0.00

Payments & Refunds

Need help refunding registrants?

Type	Method	Date	Ref #	Amount (USD)
Online Payment	<input checked="" type="checkbox"/> Mastercard	6/1/2023 ET	4849	\$1,398.00
Total				\$1,398.00

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

8/11/23
✓ Not/Approve
by BOB

Month'Yr July 2023
Employee TONY KARWOWSKI

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A	Dam Café		Lunch with Truckee Chamber ED		46.68	53300
	B	West Shore Café		Lunch with Employee - Anna		38.10	53300
	C						
	D			July Phone Reimbursement		50.00	10-12-230-50140
	E						
	F						
	G						
	H						
	I						
	J.1						
	K.1				EXCEL	84.78	
	L				CREDIT CARD		
	M				DIFFERENCE	84.78	
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
REIMBURSEMENT				MILEAGE REIMBURSEMENT			
	Attach 1		Mileage	See Attached Mileage Report		21.25	53201
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES							
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						71.25	71.25

POSTED
July 23 sheet #3

7/31/23

Signed By: [Signature]
Date: 8/28/23

Approved By: _____
Date: _____

ACCOUNTING		ACCOUNTING		ACCOUNTING	
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	

21

21

16.00

10.00

3-46

35.45

2.32

0.32

38.10

38.10

0.00

Charge

Card Income

MONTHLY STATEMENT

Hostile

4885

USD \$30.10

17/8/93

17/7/93

10/5/93

10/2/93

10/1/93

10/1/93

10/1/93

10/1/93

10/1/93