



Finance Committee

Date: Wednesday September 27th, 2023

Time: 2:00pm

Location: 100 N Lake Blvd. Tahoe City 96145

Committee Members:

Chair: Dan Tester, Granite Peak Management | **Treasurer: Jim Phelan**, Tahoe City Marina
Harry Hirsch, Homewood Mountain Club | **David Brown**, CPA
Placer County Representative: Stephanie Holloway

Instruction for Public Participation:

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

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as authorized by AB 361

Meeting ID: 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

- | | | |
|-----------|----|---|
| 2:00 p.m. | 1. | Call to Order – Establish Quorum |
| 2:05 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. |
| 2:10 p.m. | 3. | Agenda Amendments and Approval |
| 2:15 p.m. | 4. | Approval of Finance Committee Meeting Minutes from August 30th, 2023 |
| | 5. | Review and Approval of Preliminary Financials: <ul style="list-style-type: none">a) Review Staff Report of Financial Performanceb) NLTRA 8/31/23 Financials Review (Motion)c) NLTMC 8/31/23 Financial Review |
| 2:35 p.m. | 7. | CEO Expense Report <ul style="list-style-type: none">a) None |

- | | | |
|-----------|-----|---|
| 2:40 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 |
| 2:45 p.m. | 11. | Adjournment |



9/27/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Accounting Manager

RE: Report on Financial Results for August 31, 2023

Summary of preliminary NTCA financial results for August 31, 2023

- Money Market account – Funds in the amount of \$3m were transferred into this account from Cash- TBID Funding in September per board recommendation from August 30th committee meeting
- Accounts Receivable TBID –This account balance decreased nearly \$550k from the previous month reflecting the difference in revenue recorded vs cash collected.
- Accounts Receivable Membership Dues – 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 invoice was prepared in August and paid to the county in September. Beginning in October 2022, the county started withholding their collection fees before depositing funds into our account
- Due To/From TBID – These funds were paid to the county in September 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 – 23/24 TBID revenue is currently record according to budget. We are just beginning to collect revenue for fiscal year 23/24
- Salaries & Wages – there were two pay periods in August
- NLTMC Contributions – The approved 23/24 budget from NTCA made available \$1.5m in contributions to the Marketing CO-OP. Since then, the two organizations agreed upon contributions totaling \$1.44m, so actual contributions will be less than budget for this fiscal year
- Chamber activities – Community Awards Dinner – Additional funds were received from sponsors to offset the total cost of the previously held awards dinner

Summary of preliminary NLTMC financial results for August 31, 2023

- The combined results from July and August 2023 of \$127k are close to the budgeted amount of \$129k
- The 23/24 budget was uploaded to the accounting system

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

August 31, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort Association

For the Two Months Ending Thursday, August 31, 2023

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	YTD		
	Aug 2023	Aug 2022	
	2023	2022	Variance
Current Assets			
Cash - TBID Disbursements	118,839	3,831,275	3,712,436
Cash - TBID Funding	5,854,124	1,578,187	(4,275,937)
Payroll	80,174	0	(80,174)
Money Market	10,010	0	(10,010)
Cash Flow Reserve	101,299	101,077	(222)
Marketing Reserve	50,458	50,386	(71)
Payroll Reserve	46,087	46,633	546
Cash in Drawer	3,082	4,633	1,551
Petty Cash	136	158	22
Accounts Receivable	0	5,000	5,000
Accounts Receivable - TBID	178,058	1,314,911	1,136,853
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	38,050	17,743	(20,307)
Gift Cards Outstanding	0	18	18
Prepaid Expenses	111,000	(7,450)	(118,450)
Prepaid Postage	100	100	0
Prepaid Insurance	3,448	2,754	(694)
Deposits	0	1,672	1,672
Total Current Assets	6,595,897	7,003,411	407,513
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	21,434	11,013	(10,422)
Accumulated Depreciation - Computer Equipment	(1,933)	(5,208)	(3,275)
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	19,501	5,805	(13,696)
Total Assets	\$6,615,399	\$7,009,216	\$393,817
Liabilities			
Current Liabilities			
Accounts Payable	18,115	171,225	(153,110)
Accounts Payable - Other	23,835	23,835	0
Salaries & Wages Payable	8,558	8,558	0
Incentives Payable	0	52,836	(52,836)
PTO Payable	0	35,798	(35,798)
401k Payable	1,391	1,391	0
Employee Tax Payable	3,374	0	3,374
Employer Tax Payable	4,090	4,089	0
Retail Payable	6,557	0	6,557
Accrued Expenses	0	82,917	(82,917)
Deferred Revenue - Membership Dues	6,291	29,525	(23,234)
Deferred Revenue - TMBC	0	1,290	(1,290)
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>(10,739)</i>	<i>(16,172)</i>	<i>5,433</i>
Total Current Liabilities	193,925	1,590,766	1,396,841
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	193,925	1,593,727	1,399,802
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	6,845,449	4,884,687	1,960,762
Net Income	(422,424)	513,309	(935,733)
Total Equity	6,421,474	5,415,489	(1,005,985)
Liabilities & Shareholder Equity	\$6,615,399	\$7,009,216	\$393,817

Vendor ID:	101.5 TRUCKEE T	Name:	101.5 Truckee Tahoe Radio*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$2,700.00	\$2,700.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ADAM WILSON	Name:	ADAM WILSON	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	12	Aged Totals:	\$235.65	\$235.65	\$0.00	\$0.00	\$0.00
Vendor ID:	ANNE-KARIN ATWO	Name:	Anne-Karin Atwood*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	30	Aged Totals:	\$61.25	\$61.25	\$0.00	\$0.00	\$0.00
Vendor ID:	ANTHEM BLUE CRO	Name:	Anthem Blue Cross	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	28	Aged Totals:	-\$27,994.20	-\$27,994.20	\$0.00	\$0.00	\$0.00
Vendor ID:	ANTHONY KARWOW	Name:	Anthony Karwowski	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	27	Aged Totals:	\$141.25	\$0.00	\$71.25	\$70.00	\$0.00
Vendor ID:	AT & T*	Name:	AT & T*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	29	Aged Totals:	\$246.29	\$246.29	\$0.00	\$0.00	\$0.00
Vendor ID:	AYSO	Name:	American Youth Soccer Organization Regio	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$275.00	\$275.00	\$0.00	\$0.00	\$0.00
Vendor ID:	BOTW	Name:	BMO formerly BOTW	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	12	Aged Totals:	\$10,388.88	\$10,388.88	\$0.00	\$0.00	\$0.00
Vendor ID:	CEO FISCAL UNIT	Name:	PLACER COUNTY	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$25,271.75	\$25,271.75	\$0.00	\$0.00	\$0.00
Vendor ID:	FRANCOIS CAZALO	Name:	Francois Cazalot	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	4	Aged Totals:	\$50.00	\$50.00	\$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):	13	Aged Totals:	\$81.88	\$81.88	\$0.00	\$0.00	\$0.00
Vendor ID:	JOHNSON CONTROI	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):	25	Aged Totals:	\$86.75	\$86.75	\$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):	10	Aged Totals:	\$99.88	\$99.88	\$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):	25	Aged Totals:	\$230.63	\$230.63	\$0.00	\$0.00	\$0.00
Vendor ID:	KIRSTIN GUINN	Name:	Kirstin Guinn	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	21	Aged Totals:	\$79.91	\$79.91	\$0.00	\$0.00	\$0.00
Vendor ID:	KYM FABEL	Name:	Kym Fabel	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
Voucher(s): 28	Aged Totals:	\$70.63	\$70.63	\$0.00	\$0.00	\$0.00
Vendor ID: LASTERLING	Name: LAURA ANN STERLING	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 15	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UNIT 2	Name: Liberty Utilities (UNIT 2 -- TABLE B) up	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 10	Aged Totals:	\$500.68	\$500.68	\$0.00	\$0.00	\$0.00
Vendor ID: LIBERTY UTILITI	Name: Liberty Utilities (UNIT 5/6 -- TABLE B)	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 45	Aged Totals:	\$438.46	\$438.46	\$0.00	\$0.00	\$0.00
Vendor ID: MARKEL	Name: MARKEL INSURANCE COMPANY	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 7	Aged Totals:	\$723.00	\$723.00	\$0.00	\$0.00	\$0.00
Vendor ID: OFFICE BOSS	Name: The Office Boss*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 43	Aged Totals:	\$123.10	\$123.10	\$0.00	\$0.00	\$0.00
Vendor ID: PATRICK YUN	Name: PATRICK YUN	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 5	Aged Totals:	\$264.37	\$264.37	\$0.00	\$0.00	\$0.00
Vendor ID: PETE BILLETER	Name: Pete Billeter	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 2	Aged Totals:	\$2,107.00	\$2,107.00	\$0.00	\$0.00	\$0.00
Vendor ID: PORTER SIMON*	Name: Porter Simon*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 25	Aged Totals:	\$1,100.00	\$1,100.00	\$0.00	\$0.00	\$0.00
Vendor ID: SOUTHWEST GAS	Name: Southwest Gas Corporation*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 27	Aged Totals:	\$30.60	\$30.60	\$0.00	\$0.00	\$0.00
Vendor ID: TTSD	Name: Tahoe Truckee Sierra Disposal*	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 21	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:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 9	Aged Totals:	\$206.46	\$206.46	\$0.00	\$0.00	\$0.00
Vendor ID: ULINE	Name: Uline	Class ID: PRIMARY		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 7	Aged Totals:	\$205.79	\$205.79	\$0.00	\$0.00	\$0.00
Vendor ID: VAUGHAN,DEREK	Name: Derek Vaughan	Class ID:		User-Defined 1:		
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s): 15	Aged Totals:	\$50.00	\$50.00	\$0.00	\$0.00	\$0.00
Vendors		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor Totals:	29	\$18,114.86	\$17,973.61	\$71.25	\$70.00	\$0.00

PL - Budget vs Actual

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

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	Aug 2023			Fiscal 2023/24 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	127,535	127,535	0	256,294	256,294	0
Chamber Revenue - Member Dues	3,792	2,083	1,709	3,792	4,167	(374)
Retail Revenue	19,554	2,600	16,954	40,961	5,200	35,761
Revenue - Other	0	12,500	(12,500)	0	25,000	(25,000)
Revenue - Interest & Investments	67	0	67	67	0	67
Total Revenues	150,948	144,718	6,229	301,114	290,661	10,454
Cost of Goods Sold	9,413	0	9,413	20,270	0	20,270
Freight & Shipping Costs	370	0	370	577	0	577
Total Cost of Goods Sold	9,783	0	9,783	20,847	0	20,847
Gross Profit	141,165	144,718	(3,554)	280,268	290,661	(10,393)
Operating Expenses						
Salaries & Wage Expense	159,063	177,948	(18,884)	285,391	355,896	(70,505)
Rent & Utilities	15,889	27,337	(11,448)	31,039	54,673	(23,634)
Repairs & Maintenance	2,719	3,249	(530)	3,018	6,498	(3,481)
Telephone & Internet	1,784	962	822	3,581	1,925	1,657
Supplies & Mail	4,924	2,964	1,960	7,957	5,928	2,029
Taxes, Licenses, Fees	3,027	12,328	(9,301)	5,882	24,656	(18,774)
Dues & Subscriptions	2,406	1,803	603	5,973	3,605	2,368
Insurance/Bonding	612	1,300	(688)	612	2,600	(1,988)
Staff Expenses	1,739	2,990	(1,251)	4,465	5,980	(1,515)
Board Functions	1,036	2,080	(1,045)	3,600	4,160	(560)
Professional Fees	2,624	12,047	(9,423)	27,585	24,093	3,492
Professional Fees - Attourney	1,100	0	1,100	4,225	0	4,225
Professional Fees - Accountant	0	0	0	306	0	306
Equipment Support & Maintenance	3,888	0	3,888	8,299	0	8,299
Depreciation	239	0	239	239	0	239
Event Sponsorships	0	51,250	(51,250)	39,050	102,500	(63,450)
Event Operations	0	33,333	(33,333)	0	66,666	(66,666)
NLTMC Contributions	81,085	84,464	(3,379)	195,477	203,622	(8,145)
Non-NLTMC Marketing	11,000	48,742	(37,742)	15,196	97,483	(82,288)
In-Market/Tourism	639	8,333	(7,694)	2,538	16,667	(14,129)
Media/Collateral/Production	8,219	0	8,219	17,245	0	17,245
Business Assn Grant Funding	45,000	29,167	15,833	45,000	58,333	(13,333)
Housing Hub	190	0	190	190	0	190
Chamber Activities - PR/Website/Di...	450	0	450	450	0	450
Chamber Activities - Community Aw...	(6,750)	0	(6,750)	(6,750)	0	(6,750)
Total Operating Expenses	340,884	500,295	(159,411)	700,567	1,035,285	(334,719)
Net Operating Income	(199,719)	(355,577)	155,858	(420,299)	(744,625)	324,326
Other Expense/<Income>						
Gain/Loss on Asset Disposal	2,125	0	2,125	2,125	0	2,125
Total Other Expense/<Inco...	2,125	0	2,125	2,125	0	2,125
Net Income	(201,844)	(355,577)	153,733	(422,424)	(744,625)	322,201

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Aug 2023			Fiscal 2023/24 YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenues						
Revenues	66,956	66,956	0	134,554	134,554	0
Total Revenues	66,956	66,956	0	134,554	134,554	0
 Gross Profit	 66,956	 66,956	 0	 134,554	 134,554	 0
 Operating Expenses						
Salaries & Wage Expense	36,030	41,452	(5,421)	64,508	82,903	(18,395)
Rent & Utilities	2,564	3,149	(585)	5,010	6,298	(1,288)
Repairs & Maintenance	0	2,500	(2,500)	0	5,000	(5,000)
Supplies & Mail	258	633	(374)	258	1,265	(1,007)
Dues & Subscriptions	150	130	20	160	260	(100)
Staff Expenses	(30)	277	(307)	(1)	555	(556)
Equipment Support & Maintenance	28	0	28	84	0	84
Event Sponsorships	0	51,250	(51,250)	38,050	102,500	(64,450)
Event Operations	0	33,333	(33,333)	0	66,666	(66,666)
NLTMC Contributions	81,085	84,464	(3,379)	195,477	203,622	(8,145)
Non-NLTMC Marketing	11,000	48,742	(37,742)	15,196	97,483	(82,288)
In-Market/Tourism	639	8,333	(7,694)	2,538	16,667	(14,129)
Media/Collateral/Production	8,219	0	8,219	17,245	0	17,245
Housing Hub	190	0	190	190	0	190
Chamber Activities - PR/Website/Di...	450	0	450	450	0	450
Allocated Administrative Overhead	55,469	20,840	34,629	127,687	41,681	86,006
Total Operating Expenses	196,054	295,103	(99,049)	466,851	624,900	(158,049)
Net Operating Income	(129,098)	(228,147)	99,048	(332,297)	(490,346)	158,049
 Other Expense/<Income>						
Net Income	(129,098)	(228,147)	99,048	(332,297)	(490,346)	158,049

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Aug 2023		Variance	Fiscal 2023/24 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	18,875	18,875	(1)	37,931	37,932	(1)
Total Revenues	18,875	18,875	(1)	37,931	37,932	(1)
Gross Profit	18,875	18,875	(1)	37,931	37,932	(1)
Operating Expenses						
Salaries & Wage Expense	5,064	5,440	(376)	8,890	10,880	(1,990)
Rent & Utilities	456	219	237	891	438	453
Supplies & Mail	0	147	(147)	0	295	(295)
Dues & Subscriptions	0	17	(17)	0	35	(35)
Staff Expenses	0	147	(147)	0	295	(295)
Event Sponsorships	0	0	0	1,000	0	1,000
Business Assn Grant Funding	36,000	23,333	12,667	36,000	46,667	(10,667)
Allocated Administrative Overhead	16,382	11,604	4,778	18,296	23,208	(4,912)
Total Operating Expenses	57,902	40,908	16,994	65,077	81,816	(16,739)
Net Operating Income	(39,028)	(22,033)	(16,995)	(27,146)	(43,885)	16,738
Other Expense/<Income>						
Net Income	(39,028)	(22,033)	(16,995)	(27,146)	(43,885)	16,738

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Aug 2023		Variance	Fiscal 2023/24 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	9,310	9,310	0	18,709	18,709	0
Retail Revenue	19,554	2,600	16,954	40,961	5,200	35,761
Total Revenues	28,864	11,910	16,954	59,671	23,909	35,761
Cost of Goods Sold	9,413	0	9,413	20,270	0	20,270
Freight & Shipping Costs	370	0	370	577	0	577
Total Cost of Goods Sold	9,783	0	9,783	20,847	0	20,847
Gross Profit	19,081	11,910	7,171	38,824	23,909	14,915
Operating Expenses						
Salaries & Wage Expense	20,871	24,084	(3,214)	45,019	48,169	(3,150)
Rent & Utilities	7,160	18,579	(11,419)	14,268	37,157	(22,889)
Repairs & Maintenance	0	383	(383)	0	766	(766)
Supplies & Mail	890	494	396	1,672	988	684
Dues & Subscriptions	0	17	(17)	0	35	(35)
Staff Expenses	0	373	(373)	0	745	(745)
Allocated Administrative Overhead	11,411	3,110	8,301	23,062	6,220	16,842
Total Operating Expenses	40,331	47,040	(6,710)	84,022	94,081	(10,059)
Net Operating Income	(21,250)	(35,130)	13,880	(45,198)	(70,171)	24,974
Other Expense/<Income>						
Net Income	(21,250)	(35,130)	13,880	(45,198)	(70,171)	24,974

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Aug 2023		Variance	Fiscal 2023/24 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	7,014	7,014	0	14,096	14,096	0
Total Revenues	7,014	7,014	0	14,096	14,096	0
 Gross Profit	 7,014	 7,014	 0	 14,096	 14,096	 0
Operating Expenses						
Salaries & Wage Expense	13,663	10,490	3,173	24,140	20,980	3,160
Rent & Utilities	532	1,105	(573)	1,040	2,210	(1,170)
Supplies & Mail	0	234	(234)	0	468	(468)
Dues & Subscriptions	398	17	381	796	35	761
Staff Expenses	0	173	(173)	0	347	(347)
Business Assn Grant Funding	9,000	5,833	3,167	9,000	11,667	(2,667)
Chamber Activities - Community Aw...	(6,750)	0	(6,750)	(6,750)	0	(6,750)
Allocated Administrative Overhead	6,646	1,952	4,693	10,785	3,904	6,880
Total Operating Expenses	23,489	19,805	3,683	39,011	39,610	(600)
Net Operating Income	(16,475)	(12,791)	(3,684)	(24,915)	(25,514)	599
 Other Expense/<Income>						
Net Income	(16,475)	(12,791)	(3,684)	(24,915)	(25,514)	599

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Aug 2023		Variance	Fiscal 2023/24 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	9,693	9,693	0	19,479	19,478	0
Total Revenues	9,693	9,693	0	19,479	19,478	0
 Gross Profit	 9,693	 9,693	 0	 19,479	 19,478	 0
 Operating Expenses						
Salaries & Wage Expense	5,136	19,029	(13,894)	10,147	38,058	(27,911)
Rent & Utilities	656	511	145	1,281	1,022	259
Supplies & Mail	0	195	(195)	0	390	(390)
Dues & Subscriptions	0	17	(17)	0	35	(35)
Staff Expenses	0	104	(104)	0	208	(208)
Allocated Administrative Overhead	2,285	4,363	(2,078)	4,335	8,726	(4,391)
Total Operating Expenses	8,077	24,219	(16,142)	15,763	48,439	(32,676)
Net Operating Income	1,616	(14,527)	16,142	3,716	(28,961)	32,676
 Other Expense/<Income>						
Net Income	1,616	(14,527)	16,142	3,716	(28,961)	32,676

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	<u>Aug 2023</u>			<u>Fiscal 2023/24 YTD</u>		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	4,209	4,209	0	8,458	8,458	0
Total Revenues	4,209	4,209	0	8,458	8,458	0
 Gross Profit	 4,209	 4,209	 0	 8,458	 8,458	 0
 Operating Expenses						
Salaries & Wage Expense	5,136	7,079	(1,944)	10,147	14,158	(4,011)
Rent & Utilities	526	365	161	1,027	730	297
Supplies & Mail	0	134	(134)	0	269	(269)
Dues & Subscriptions	0	17	(17)	0	35	(35)
Staff Expenses	0	104	(104)	0	208	(208)
Allocated Administrative Overhead	2,234	1,190	1,044	4,239	2,379	1,860
Total Operating Expenses	7,896	8,889	(994)	15,413	17,779	(2,366)
Net Operating Income	(3,687)	(4,681)	994	(6,955)	(9,321)	2,366
 Other Expense/<Income>						
Net Income	(3,687)	(4,681)	994	(6,955)	(9,321)	2,366

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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9/21/2023
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	<u>Aug 2023</u>		<u>Variance</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	<u>6,377</u>	<u>6,377</u>	<u>0</u>	<u>12,815</u>	<u>12,815</u>	<u>0</u>
Total Revenues	<u>6,377</u>	<u>6,377</u>	<u>0</u>	<u>12,815</u>	<u>12,815</u>	<u>0</u>
 Gross Profit	 <u>6,377</u>	 <u>6,377</u>	 <u>0</u>	 <u>12,815</u>	 <u>12,815</u>	 <u>0</u>
 Operating Expenses						
Allocated Administrative Overhead	<u>4,970</u>	<u>58,392</u>	<u>(53,422)</u>	<u>9,916</u>	<u>116,783</u>	<u>(106,867)</u>
Total Operating Expenses	<u>4,970</u>	<u>58,392</u>	<u>(53,422)</u>	<u>9,916</u>	<u>116,783</u>	<u>(106,867)</u>
Net Operating Income	<u>1,407</u>	<u>(52,015)</u>	<u>53,422</u>	<u>2,899</u>	<u>(103,969)</u>	<u>106,868</u>
 Other Expense/<Income>						
Net Income	<u>1,407</u>	<u>(52,015)</u>	<u>53,422</u>	<u>2,899</u>	<u>(103,969)</u>	<u>106,868</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

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	<u>Aug 2023</u>			<u>Fiscal 2023/24 YTD</u>		
	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>
Revenues						
Revenues	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
Total Revenues	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
 Gross Profit	 <u>2,551</u>	 <u>2,551</u>	 <u>0</u>	 <u>5,126</u>	 <u>5,126</u>	 <u>0</u>
 Operating Expenses						
Taxes, Licenses, Fees	<u>2,166</u>	<u>10,400</u>	<u>(8,234)</u>	<u>4,513</u>	<u>20,800</u>	<u>(16,287)</u>
Total Operating Expenses	<u>2,166</u>	<u>10,400</u>	<u>(8,234)</u>	<u>4,513</u>	<u>20,800</u>	<u>(16,287)</u>
Net Operating Income	<u>385</u>	<u>(7,849)</u>	<u>8,235</u>	<u>613</u>	<u>(15,674)</u>	<u>16,287</u>
 Other Expense/<Income>						
Net Income	<u>385</u>	<u>(7,849)</u>	<u>8,235</u>	<u>613</u>	<u>(15,674)</u>	<u>16,287</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

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	<u>Aug 2023</u>		<u>Variance</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
Total Revenues	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
Gross Profit	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
Operating Expenses						
Net Operating Income	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>
Other Expense/<Income>						
Net Income	<u>2,551</u>	<u>2,551</u>	<u>0</u>	<u>5,126</u>	<u>5,126</u>	<u>0</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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9/21/2023
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	<u>Aug 2023</u>		<u>Variance</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Chamber Revenue - Member Dues	<u>3,792</u>	<u>2,083</u>	<u>1,709</u>	<u>3,792</u>	<u>4,167</u>	<u>(374)</u>
Total Revenues	<u>3,792</u>	<u>2,083</u>	<u>1,709</u>	<u>3,792</u>	<u>4,167</u>	<u>(374)</u>
Gross Profit	<u>3,792</u>	<u>2,083</u>	<u>1,709</u>	<u>3,792</u>	<u>4,167</u>	<u>(374)</u>
Operating Expenses						
Net Operating Income	<u>3,792</u>	<u>2,083</u>	<u>1,709</u>	<u>3,792</u>	<u>4,167</u>	<u>(374)</u>
Other Expense/<Income>						
Net Income	<u>3,792</u>	<u>2,083</u>	<u>1,709</u>	<u>3,792</u>	<u>4,167</u>	<u>(374)</u>

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Aug 2023		Variance	Fiscal 2023/24 YTD		Variance
	Actual	Budget		Actual	Budget	
Revenues						
Revenue - Other	0	12,500	(12,500)	0	25,000	(25,000)
Revenue - Interest & Investments	67	0	67	67	0	67
Total Revenues	67	12,500	(12,433)	67	25,000	(24,933)
Gross Profit	67	12,500	(12,433)	67	25,000	(24,933)
Operating Expenses						
Salaries & Wage Expense	73,165	70,374	2,791	122,540	140,747	(18,207)
Rent & Utilities	3,994	3,409	585	7,521	6,818	703
Repairs & Maintenance	2,719	366	2,353	3,018	732	2,285
Telephone & Internet	1,784	962	822	3,581	1,925	1,657
Supplies & Mail	3,776	1,127	2,650	6,026	2,253	3,773
Taxes, Licenses, Fees	862	1,928	(1,066)	1,368	3,856	(2,488)
Dues & Subscriptions	1,858	1,586	272	5,017	3,172	1,845
Insurance/Bonding	612	1,300	(688)	612	2,600	(1,988)
Staff Expenses	1,768	1,811	(43)	4,466	3,623	844
Board Functions	1,036	2,080	(1,045)	3,600	4,160	(560)
Professional Fees	2,624	12,047	(9,423)	27,585	24,093	3,492
Professional Fees - Attourney	1,100	0	1,100	4,225	0	4,225
Professional Fees - Accountant	0	0	0	306	0	306
Equipment Support & Maintenance	3,861	0	3,861	8,215	0	8,215
Depreciation	239	0	239	239	0	239
Allocated Administrative Overhead	(99,397)	(101,451)	2,054	(198,320)	(202,902)	4,582
Total Operating Expenses	0	(4,461)	4,462	1	(8,923)	8,924
Net Operating Income	66	16,961	(16,895)	66	33,923	(33,857)
Other Expense/<Income>						
Gain/Loss on Asset Disposal	2,125	0	2,125	2,125	0	2,125
Total Other Expense/<Inco...	2,125	0	2,125	2,125	0	2,125
Net Income	(2,058)	16,961	(19,020)	(2,059)	33,923	(35,982)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2023

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09/20/23

Accrual Basis

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

	Aug 31, 23	Aug 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	357,520.63	327,270.38	30,250.25	9.2%
Total Checking/Savings	357,520.63	327,270.38	30,250.25	9.2%
Accounts Receivable				
1200-00 · Accounts Receivable	0.00	290,694.34	-290,694.34	-100.0%
Total Accounts Receivable	0.00	290,694.34	-290,694.34	-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	357,620.63	618,064.72	-260,444.09	-42.1%
Other Assets				
1400-00 · Prepaid Expenses	29,473.20	23,927.81	5,545.39	23.2%
Total Other Assets	29,473.20	23,927.81	5,545.39	23.2%
TOTAL ASSETS	387,093.83	641,992.53	-254,898.70	-39.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	63,630.81	407,071.37	-343,440.56	-84.4%
Total Accounts Payable	63,630.81	407,071.37	-343,440.56	-84.4%
Total Current Liabilities	63,630.81	407,071.37	-343,440.56	-84.4%
Total Liabilities	63,630.81	407,071.37	-343,440.56	-84.4%
Equity				
32000 · Unrestricted Net Assets	196,855.75	86,764.32	110,091.43	126.9%
Net Income	126,607.27	148,156.84	-21,549.57	-14.6%
Total Equity	323,463.02	234,921.16	88,541.86	37.7%
TOTAL LIABILITIES & EQUITY	387,093.83	641,992.53	-254,898.70	-39.7%

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Augustine Agency	0.00	7,000.00	0.00	0.00	0.00	7,000.00
First Tracks Productions	4,250.00	0.00	0.00	0.00	0.00	4,250.00
MAHK Advertising	27,358.31	0.00	0.00	0.00	0.00	27,358.31
NLTRA	22.50	0.00	0.00	0.00	0.00	22.50
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
TOTAL	<u>56,630.81</u>	<u>7,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>63,630.81</u>

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09/20/23

Accrual Basis

North Lake Tahoe Marketing Cooperative

Profit & Loss Prev Year Comparison

August 2023

	Aug 23	Aug 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	81,085.00	81,085.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	160,251.00	172,751.00	-12,500.00	-7.2%
Gross Profit	160,251.00	172,751.00	-12,500.00	-7.2%
Expense				
5000-00 · CONSUMER MARKETING				
5005-00 · Paid Social	5,363.30	11,702.05	-6,338.75	-54.2%
5005-01 · Digital Display / Retargeting	13,096.03	3,971.93	9,124.10	229.7%
5007-00 · Creative Production				
5007-01 · Creative Production	1,673.75	4,205.00	-2,531.25	-60.2%
5007-02 · Website Production	10,633.75	840.00	9,793.75	1,165.9%
5007-03 · Photo/Video Creative	5,903.75	9,316.50	-3,412.75	-36.6%
Total 5007-00 · Creative Production	18,211.25	14,361.50	3,849.75	26.8%
5010-00 · Account Strategy & Management	17,000.00	8,500.00	8,500.00	100.0%
5018-00 · Media Commission	2,679.72	5,089.61	-2,409.89	-47.4%
5018-01 · Digital Ad Serving	103.39	19.99	83.40	417.2%
5020-00 · Search Engine Marketing	3,768.39	5,742.26	-1,973.87	-34.4%
5025-00 · Expedia	0.00	15,000.00	-15,000.00	-100.0%
Total 5000-00 · CONSUMER MARKETING	60,222.08	64,387.34	-4,165.26	-6.5%
5110-00 · LEISURE SALES				
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
Total 5110-00 · LEISURE SALES	0.00	218.75	-218.75	-100.0%
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	1,452.50	2,482.95	-1,030.45	-41.5%
5204-00 · Media Mission(s)	0.00	3,758.84	-3,758.84	-100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	0.00	950.00	100.0%
5208-01 · Int'l FAM Hard Cost	7,000.00	0.00	7,000.00	100.0%
5209-00 · Domestic Travel Media FAMS	1,689.90	960.00	729.90	76.0%
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	0.00	0.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5221-00 · Photography & Video Asset Dev	941.20	1,411.80	-470.60	-33.3%
Total 5200-00 · PUBLIC RELATIONS	25,733.60	22,313.59	3,420.01	15.3%
6000-00 · CONFERENCE SALES				
6005-00 · Paid Media	2,094.22	2,784.19	-689.97	-24.8%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%

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09/20/23

Accrual Basis

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

	Aug 23	Aug 22	\$ Change	% Change
6016-00 · MCC Search Engine Marketing	0.00	22.78	-22.78	-100.0%
6018-00 · MCC Media Commission	251.51	13.23	238.28	1,801.1%
6018-01 · MCC Digital Ad Serving	1.75	2.35	-0.60	-25.5%
6152-00 · Client Events / Opportunities	1,000.00	0.00	1,000.00	100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	3,347.48	3,659.42	-311.94	-8.5%
6100-00 · TRADE SHOWS				
6102-00 · Miscellaneous	0.00	23.57	-23.57	-100.0%
6151-00 · Destination CA	4,000.00	0.00	4,000.00	100.0%
6155-00 · Connect Trade Shows	0.00	1,166.40	-1,166.40	-100.0%
6182-00 · Destination Celebration	0.00	925.00	-925.00	-100.0%
Total 6100-00 · TRADE SHOWS	4,000.00	2,114.97	1,885.03	89.1%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	317.99	-317.99	-100.0%
5021-00 · RASC-Reno Air Service Corp	16,666.68	25,000.00	-8,333.32	-33.3%
5123-00 · HSVC - High Sierra Visitors	0.00	166.63	-166.63	-100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	45.00	-45.00	-100.0%
7004-00 · Research	2,114.75	1,751.39	363.36	20.8%
7007-00 · Destimetrics / DMX	0.00	8,440.75	-8,440.75	-100.0%
8700-00 · Automobile Expense*	22.50	0.00	22.50	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,803.93	35,721.76	-16,917.83	-47.4%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	5.00	-5.00	-100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	4,060.00	2,500.00	1,560.00	62.4%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	15,810.00	14,255.00	1,555.00	10.9%
Total Expense	127,917.09	142,670.83	-14,753.74	-10.3%
Net Income	32,333.91	30,080.17	2,253.74	7.5%

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09/20/23

Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2023

	Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	158,332.00	158,333.34	950,000.04
4001-00 · NLTRA Funding	81,085.00	81,085.00	195,477.00	195,477.00	1,440,000.00
Total Income	160,251.00	160,251.67	353,809.00	353,810.34	2,390,000.04
Gross Profit	160,251.00	160,251.67	353,809.00	353,810.34	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	0.00	49,248.00
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	19,425.00
5002-01 · Native Display	0.00	0.00	0.00	0.00	96,500.00
5004-00 · Trip Advisor	0.00	0.00	0.00	0.00	44,248.00
5005-00 · Paid Social	5,363.30	3,300.00	7,762.00	7,350.00	143,350.00
5005-01 · Digital Display / Retargeting	13,096.03	3,022.00	17,825.42	6,822.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	1,673.75	5,900.00	1,673.75	5,900.00	205,000.00
5007-02 · Website Production	10,633.75	13,000.00	10,633.75	13,000.00	50,000.00
5007-03 · Photo/Video Creative	5,903.75	0.00	7,659.38	0.00	20,837.25
Total 5007-00 · Creative Production	18,211.25	18,900.00	19,966.88	18,900.00	275,837.25
5010-00 · Account Strategy & Management	17,000.00	8,500.00	17,000.00	17,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	110,000.00
5016 · Video Streaming	0.00	0.00	0.00	0.00	123,846.00
5017-00 · Rich Media	0.00	0.00	0.00	0.00	47,500.00
5018-00 · Media Commission	2,679.72	1,338.00	4,267.32	3,151.00	124,130.00
5018-01 · Digital Ad Serving	103.39	100.00	136.43	200.00	2,000.00
5020-00 · Search Engine Marketing	3,768.39	2,778.00	9,837.32	6,250.00	125,000.00
5022-00 · Email	0.00	0.00	0.00	0.00	25,260.00
5025-00 · Expedia	0.00	0.00	0.00	0.00	20,000.00
5029-00 · Television	0.00	0.00	0.00	0.00	8,850.00
Total 5000-00 · CONSUMER MARKETING	60,222.08	37,938.00	76,795.37	59,673.00	1,454,694.25
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	480.00	0.00	480.00	1,920.00
5111-00 · FAMS - Domestic	0.00	0.00	59.80	0.00	6,000.00
5112-00 · Training / Sales Calls	0.00	1,500.00	0.00	1,500.00	10,000.00
5113-00 · Additional Opportunities	0.00	2,500.00	0.00	2,500.00	10,000.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	484.04	0.00	6,000.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	3,000.00
5137-00 · Co-op Opportunities	0.00	0.00	0.00	0.00	20,000.00
5143-00 · Mountain Travel Symposium	0.00	0.00	0.00	0.00	60,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	10,000.00
5145-00 · TIA Annual Dues	0.00	225.00	0.00	450.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	9,175.00	9,000.00	36,000.00
5154-00 · Canada	0.00	2,600.00	7,800.00	5,200.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	0.00	1,000.00	0.00	1,000.00	12,500.00
Total 5110-00 · LEISURE SALES	0.00	8,305.00	21,118.84	20,130.00	212,320.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	12,000.00	12,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,452.50	1,800.00	1,452.50	3,600.00	21,600.00
5204-00 · Media Mission(s)	0.00	0.00	0.00	0.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	1,900.00	1,900.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	0.00	300.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	0.00	0.00	0.00	12,000.00
5208-01 · Int'l FAM Hard Cost	7,000.00	0.00	7,000.00	0.00	0.00
5209-00 · Domestic Travel Media FAMS	1,689.90	3,000.00	1,689.90	3,000.00	16,000.00

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Accrual Basis

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5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	1,700.00	3,400.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	12,000.00	12,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	0.00	2,000.00
5216-00 · PR Content Development + Distri	0.00	0.00	0.00	0.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	0.00	8,000.00
5221-00 · Photography & Video Asset Dev	941.20	2,250.00	941.20	2,250.00	42,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	883.02	883.02	3,532.08
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	0.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	25,733.60	21,700.00	39,866.62	39,033.02	294,732.08
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	1,500.00	0.00	1,500.00	7,996.00
6004-00 · Email	0.00	480.00	0.00	480.00	6,720.00
6005-00 · Paid Media	2,094.22	2,290.00	3,951.66	4,580.00	36,500.00
6006-00 · CVENT	0.00	0.00	0.00	0.00	10,700.00
6007-00 · Creative Production	0.00	0.00	0.00	0.00	35,000.00
6018-00 · MCC Media Commission	251.51	498.14	475.07	801.29	7,864.23
6018-01 · MCC Digital Ad Serving	1.75	42.00	7.30	84.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	1,166.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.00	8,516.66	1,166.00	6,996.00
6152-00 · Client Events / Opportunities	1,000.00	0.00	1,000.00	0.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	0.00	0.00	5,000.00
Total 6000-00 · CONFERENCE SALES	3,347.48	5,976.14	13,950.69	9,777.29	134,276.23
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	1,500.00	135.07	1,500.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	0.00	2,000.00	0.00	6,000.00	12,000.00
6151-00 · Destination CA	4,000.00	0.00	4,000.00	4,000.00	6,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	7,000.00
6155-00 · Connect Trade Shows	0.00	0.00	722.80	0.00	10,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	0.00	5,000.00
6157-00 · HPN Partner Conference	0.00	0.00	3,195.00	1,000.00	9,500.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	0.00	0.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	0.00	5,000.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	2,282.52	0.00	2,000.00
6182-00 · Destination Celebration	0.00	0.00	0.00	0.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	0.00	7,000.00
Total 6100-00 · TRADE SHOWS	4,000.00	3,500.00	10,335.39	12,500.00	80,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	0.00	150.00	419.99	300.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	16,666.68	25,000.00	16,666.68	25,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,916.70	0.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	0.00	833.00	0.00	1,666.00	9,996.00
7004-00 · Research	2,114.75	2,850.00	4,341.75	13,700.00	42,200.00
7007-00 · Destimetrics / DMX	0.00	0.00	8,440.75	8,440.00	33,763.00
7009-00 · Tahoe Cam Usage	0.00	177.00	0.00	354.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	0.00	7,889.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	0.00	10,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	1,250.00	5,000.00
8700-00 · Automobile Expense*	22.50	150.00	189.95	300.00	1,800.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,803.93	29,160.00	32,975.82	52,010.00	218,072.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	8,500.00	8,500.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	539.00	534.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	15,000.00	15,000.00	90,000.00

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8005-00 · Website SEO Strategy/Maint	4,060.00	4,060.00	8,120.00	8,120.00	48,720.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	15,810.00	15,810.00	32,159.00	32,154.00	191,856.00
Total Expense	127,917.09	122,389.14	227,201.73	225,277.31	2,585,950.56
Net Income	32,333.91	37,862.53	126,607.27	128,533.03	-195,950.52