



Finance Committee
Date: Wednesday October 25th, 2023
Time: 2:00pm
Location: 100 N Lake Blvd. Tahoe City 96145

Each teleconference location is open to the public and any member of the public has an opportunity to address the Finance Committee from a teleconference location in the same manner as if that person attended the meeting location at 100 N Lake Blvd., Tahoe City, CA 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

<https://us02web.zoom.us/j/86529477924?pwd=WUlx1M4ekZl3WlUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

Passcode: 059912

Dial by your location

+1 669 900 9128 US (San Jose)

*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 September 27th, 2023 |
| | 5. | Review and Approval of Preliminary Financials: <ul style="list-style-type: none">a) Review Staff Report of Financial Performanceb) NLTRA 9/30/23 Financials Review (Motion)c) NLTMC 9/30/23 Financial Review |

- 2:35 p.m. 7. CEO Expense Report
a) September 2023
- 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



10/25/2023

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for September 30,2023

Summary of preliminary NTCA financial results for September 30, 2023

- Accounts Receivable TBID –This account balance increased over \$880k from the previous month reflecting the difference in revenue recorded vs cash collected.
- Accounts Receivable Membership Dues – current amounts due
- Prepaid Expenses – prepayments for video and photo productions
- 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 – Health insurance MLR rebate, we are currently reviewing the proper distribution of these funds
- 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 – We continue to record 23/24 TBID revenue according to budget. We are just beginning to collect revenue for fiscal year 23/24
- Retail Revenue – First quarter sales is up 54% year over year
- Revenue – Other - \$705 is from Marketing advertising. Budget reflects our total Management fee received from Placer County allocated over 12 months per our 5 year agreement
- Salaries & Wages – there were two pay periods in September
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location
- Professional fees – consulting fees for the continued support of the Community Vitality and Economic Health Investment Program
- Event Sponsorships – \$5,000 for the support for the Broken Arrow Sky Race

- 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 September 30, 2023

- The net income for the first quarter of 23/24 is \$81k verse \$(18k) for budget

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

September 30, 2023

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Three Months Ending Saturday, September 30, 2023

1 of 1
10/19/2023
10:25 PM

	YTD		
	Sep 2023	Sep 2022	Variance
	2023	2022	
Current Assets			
Cash - TBID Disbursements	21,584	3,772,666	3,751,082
Cash - TBID Funding	2,821,766	2,361,982	(459,784)
Payroll	219,538	0	(219,538)
Money Market	3,010,758	0	(3,010,758)
Cash Flow Reserve	101,299	101,077	(222)
Marketing Reserve	50,458	50,386	(71)
Payroll Reserve	46,030	46,633	603
Cash in Drawer	3,082	4,633	1,551
Petty Cash	136	158	22
Accounts Receivable	0	5,000	5,000
Accounts Receivable - TBID	1,059,306	781,343	(277,964)
Accounts Receivable - Membership Dues	3,775	44,155	40,380
Accounts Receivable - Membership Activities	0	470	470
Allowance for Doubtful Accounts	(827)	(794)	33
Accounts Receivable - NLTMC	0	965	965
Accounts Receivable - Other	0	11,518	11,518
Inventory Asset	34,719	19,005	(15,713)
Gift Cards Outstanding	0	18	18
Prepaid Expenses	32,400	8,304	(24,096)
Prepaid Postage	100	100	0
Prepaid Insurance	2,142	2,754	612
Deposits	0	1,672	1,672
Total Current Assets	7,406,264	7,212,044	(194,220)
Fixed Assets			
Furniture & Fixtures	43,330	43,330	0
Accumulated Depreciation - Furnitures & Fixtures	(43,330)	(43,330)	0
Computer Equipment	23,534	11,013	(12,522)
Accumulated Depreciation - Computer Equipment	(2,325)	(5,208)	(2,883)
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	21,210	5,805	(15,405)
Total Assets	\$7,427,475	\$7,217,850	(\$209,625)
Liabilities			
Current Liabilities			
Accounts Payable	40,571	294,346	(253,775)
Accounts Payable - Other	23,835	23,835	0
Salaries & Wages Payable	8,558	8,558	0
Incentives Payable	0	56,977	(56,977)
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	4,090	0
Retail Payable	5,307	0	5,307
Accrued Expenses	1,460	77,917	(76,457)
Deferred Revenue - Membership Dues	5,484	23,525	(18,041)
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	0	(10,086)	10,086
Due To/From County	0	1,354,307	(1,354,307)
<i>Suspense (may include rounding)</i>	<i>(10,977)</i>	<i>(17,604)</i>	<i>6,627</i>
Total Current Liabilities	83,093	1,854,344	1,771,251
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	83,093	1,857,305	1,774,212
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	6,845,449	4,884,687	1,960,762
Net Income	500,484	458,365	42,119
Total Equity	7,344,382	5,360,545	(1,983,837)
Liabilities & Shareholder Equity	\$7,427,475	\$7,217,850	(\$209,625)

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 - 9/30/2023
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 9/30/2023
 Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Sorted By: Vendor ID
 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID: BOTW	Name: BMO formerly BOTW	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): 14	Aged Totals:	\$13,440.90	\$13,440.90	\$0.00	\$0.00

Vendor ID: CYBERLINK	Name: CyberlinkASP Technology	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:	\$522.00	\$522.00	\$0.00	\$0.00

Vendor ID: KAHN	Name: Kahn Investment Company	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): 27	Aged Totals:	\$13,850.00	\$13,850.00	\$0.00	\$0.00

Vendor ID: LIBERTY UNIT 2	Name: Liberty Utilities (UNIT 2 -- TABLE B) up	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): 12	Aged Totals:	\$388.10	\$388.10	\$0.00	\$0.00

Vendor ID: LIBERTY UTILITI	Name: Liberty Utilities (UNIT 5/6 -- TABLE B)	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): 49	Aged Totals:	\$389.97	\$389.97	\$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): 9	Aged Totals:	\$723.00	\$723.00	\$0.00	\$0.00

Vendor ID: MUTUAL OF OMAHA	Name: Mutual of Omaha	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): 1	Aged Totals:	\$8,778.24	\$8,778.24	\$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): 27	Aged Totals:	\$1,025.00	\$1,025.00	\$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): 29	Aged Totals:	\$54.53	\$54.53	\$0.00	\$0.00

Vendor ID: TAHOE PROS CTR	Name: Tahoe Prosperity Center	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): 3	Aged Totals:	\$500.00	\$500.00	\$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): 23	Aged Totals:	\$729.85	\$729.85	\$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): 11	Aged Totals:	\$168.98	\$168.98	\$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:	12	\$40,570.57	\$40,570.57	\$0.00	\$0.00	\$0.00

PL - Budget vs Actual

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

1 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 YTD		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	1,422,985	1,422,985	204,759	1,679,279	1,679,279	1,173,489
Chamber Revenue - Member Du...	2,038	2,083	6,000	5,831	6,250	18,058
Retail Revenue	15,542	2,600	9,331	56,504	7,800	36,722
Revenue - Other	705	12,500	0	705	37,500	0
Revenue - Interest & Investments	748	0	0	815	0	0
Total Revenues	1,442,019	1,440,168	220,090	1,743,133	1,730,829	1,228,268
Cost of Goods Sold	7,153	0	4,470	27,423	0	17,744
Freight & Shipping Costs	80	0	0	657	0	236
POS Inventory Adjustments	0	0	0	0	0	13
Artist of the Month - Consigne...	0	0	0	0	0	524
Total Cost of Goods Sold	7,233	0	4,470	28,080	0	18,517
Gross Profit	1,434,786	1,440,168	215,620	1,715,053	1,730,829	1,209,751
Operating Expenses						
Salaries & Wage Expense	160,292	177,948	117,375	445,683	533,844	267,670
Rent & Utilities	16,191	27,337	14,461	47,231	82,010	43,564
Repairs & Maintenance	300	3,249	0	3,318	9,747	2,583
Telephone & Internet	1,020	962	692	4,602	2,887	2,133
Supplies & Mail	10,375	2,964	703	18,332	8,892	16,428
Taxes, Licenses, Fees	3,763	12,328	670	9,644	36,984	11,729
Credit Card Fees	0	0	0	0	0	314
Dues & Subscriptions	3,640	1,803	912	9,613	5,408	2,585
Insurance/Bonding	2,301	1,300	0	2,913	3,900	306
Associate Relations	0	0	0	0	0	794
Staff Expenses	1,892	2,990	2,100	6,357	8,970	4,511
Board Functions	8,430	2,080	2,972	12,030	6,240	6,212
Professional Fees	21,856	12,047	18,894	49,442	36,140	27,897
Professional Fees - Attorney	1,025	0	0	5,250	0	300
Professional Fees - Accountant	0	0	1,000	306	0	5,550
Equipment Support & Maintenan...	4,285	0	0	12,584	0	8,266
Equipment Rental/Leasing	0	0	139	0	0	629
Depreciation	391	0	0	630	0	153
Event Sponsorships	80,000	51,250	0	119,050	153,750	500
Special Event Partnership Fundi...	500	0	0	500	0	0
Event Operations	0	33,333	0	0	99,999	0
NLTMC Contributions	100,113	104,284	100,113	295,590	307,906	295,590
Non-NLTMC Marketing	3,600	48,742	5,600	18,796	146,225	17,100
In-Market/Tourism	21,319	8,333	4,935	23,856	25,000	22,923
Media/Collateral/Production	24,083	0	0	41,328	0	0
Business Assn Grant Funding	45,000	29,167	0	90,000	87,500	12,450
Housing Hub	2,470	0	0	2,660	0	0
Chamber Activities - PR/Websit...	0	0	0	450	0	0
Chamber Activities - Community...	(970)	0	0	(7,720)	0	0
Total Operating Expenses	511,878	520,116	270,565	1,212,445	1,555,402	750,187
Net Operating Income	922,908	920,052	(54,945)	502,609	175,427	459,565
Other Expense/<Income>						
Gain/Loss on Asset Disposal	0	0	0	2,125	0	0
Total Other Expense/<In...	0	0	0	2,125	0	0
Net Income	922,908	920,052	(54,945)	500,484	175,427	459,565

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 YTD		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	747,067	747,067	107,498	881,621	881,621	616,081
Revenue - Other	705	0	0	705	0	0
Total Revenues	747,772	747,067	107,498	882,326	881,621	616,081
Gross Profit	747,772	747,067	107,498	882,326	881,621	616,081
Operating Expenses						
Salaries & Wage Expense	32,053	41,452	22,981	96,561	124,355	55,354
Rent & Utilities	2,523	3,149	2,408	7,532	9,447	7,013
Repairs & Maintenance	0	2,500	0	0	7,500	0
Telephone & Internet	0	0	50	0	0	125
Supplies & Mail	434	633	0	693	1,898	134
Taxes, Licenses, Fees	65	0	0	65	0	0
Dues & Subscriptions	335	130	0	495	390	650
Associate Relations	0	0	0	0	0	28
Staff Expenses	0	277	0	(1)	832	0
Equipment Support & Maintenanc...	0	0	0	84	0	0
Event Sponsorships	80,000	51,250	0	118,050	153,750	0
Event Operations	0	33,333	0	0	99,999	0
NLTMC Contributions	100,113	104,284	100,113	295,590	307,906	295,590
Non-NLTMC Marketing	3,600	48,742	5,600	18,796	146,225	17,100
In-Market/Tourism	21,319	8,333	4,935	23,856	25,000	10,287
Media/Collateral/Production	24,083	0	0	41,328	0	0
Housing Hub	2,470	0	0	2,660	0	0
Chamber Activities - PR/Websit...	0	0	0	450	0	0
Allocated Administrative Overhe...	90,011	20,840	72,279	217,698	62,521	171,723
Total Operating Expenses	357,005	314,923	208,365	823,856	939,823	558,004
Net Operating Income	390,767	432,144	(100,867)	58,470	(58,202)	58,078
Other Expense/<Income>						
Net Income	390,767	432,144	(100,867)	58,470	(58,202)	58,078

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 13
10/19/2023
10:38 PM

	<u>Sep 2023</u>		<u>Prior Year</u>	<u>Fiscal 2023/24 YTD</u>		<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	210,602	210,602	30,304	248,533	248,533	173,676
Total Revenues	210,602	210,602	30,304	248,533	248,533	173,676
Gross Profit	210,602	210,602	30,304	248,533	248,533	173,676
Operating Expenses						
Salaries & Wage Expense	3,996	5,440	1,546	12,886	16,319	4,731
Rent & Utilities	449	219	396	1,340	657	1,188
Supplies & Mail	0	147	0	0	442	134
Dues & Subscriptions	0	17	0	0	52	0
Staff Expenses	0	147	0	0	442	0
Event Sponsorships	0	0	0	1,000	0	0
Business Assn Grant Funding	36,000	23,333	0	72,000	70,000	0
Allocated Administrative Overhe...	13,656	11,604	1,063	31,952	34,812	2,526
Total Operating Expenses	54,102	40,908	3,005	119,179	122,725	8,579
Net Operating Income	156,500	169,694	27,299	129,354	125,809	165,097
Other Expense/<Income>						
Net Income	156,500	169,694	27,299	129,354	125,809	165,097

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 13
10/19/2023
10:38 PM

	<u>Sep 2023</u>		<u>Prior Year</u>	<u>Fiscal 2023/24 YTD</u>		<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	103,880	103,878	14,947	122,589	122,587	85,665
Retail Revenue	15,542	2,600	9,331	56,504	7,800	36,722
Total Revenues	119,422	106,478	24,279	179,093	130,387	122,386
Cost of Goods Sold	7,153	0	4,470	27,423	0	17,744
Freight & Shipping Costs	80	0	0	657	0	236
POS Inventory Adjustments	0	0	0	0	0	13
Artist of the Month - Consignme...	0	0	0	0	0	524
Total Cost of Goods Sold	7,233	0	4,470	28,080	0	18,517
Gross Profit	112,190	106,478	19,809	151,014	130,387	103,869
Operating Expenses						
Salaries & Wage Expense	22,399	24,084	24,383	67,417	72,253	58,323
Rent & Utilities	7,147	18,579	6,650	21,416	55,736	20,236
Repairs & Maintenance	0	383	0	0	1,149	0
Telephone & Internet	0	0	100	0	0	100
Supplies & Mail	890	494	301	2,562	1,482	680
Taxes, Licenses, Fees	410	0	0	410	0	0
Credit Card Fees	0	0	0	0	0	314
Dues & Subscriptions	0	17	0	0	52	0
Associate Relations	0	0	0	0	0	118
Staff Expenses	0	373	0	0	1,118	0
Equipment Rental/Leasing	0	0	139	0	0	139
Allocated Administrative Overhe...	10,415	3,110	12,215	33,478	9,330	29,021
Total Operating Expenses	41,261	47,040	43,787	125,283	141,121	108,930
Net Operating Income	70,929	59,438	(23,979)	25,731	(10,734)	(5,061)
Other Expense/<Income>						
Net Income	70,929	59,438	(23,979)	25,731	(10,734)	(5,061)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 Y...		Prior Year
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	78,264	78,264	11,262	92,360	92,360	64,542
Total Revenues	78,264	78,264	11,262	92,360	92,360	64,542
Gross Profit	78,264	78,264	11,262	92,360	92,360	64,542
Operating Expenses						
Salaries & Wage Expense	16,264	10,490	1,546	40,403	31,470	4,913
Rent & Utilities	524	1,105	464	1,564	3,315	1,392
Supplies & Mail	0	234	0	0	702	268
Dues & Subscriptions	398	17	390	1,194	52	780
Staff Expenses	0	173	0	0	520	0
Special Event Partnership Fundi...	500	0	0	500	0	0
Business Assn Grant Funding	9,000	5,833	0	18,000	17,500	12,450
Chamber Activities - Community...	(970)	0	0	(7,720)	0	0
Allocated Administrative Overhe...	8,683	1,952	1,252	19,468	5,857	2,973
Total Operating Expenses	34,398	19,805	3,651	73,409	59,416	22,777
Net Operating Income	43,866	58,459	7,610	18,951	32,945	41,765
Other Expense/<Income>						
Net Income	43,866	58,459	7,610	18,951	32,945	41,765

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 13
10/19/2023
10:38 PM

	<u>Sep 2023</u>		<u>Prior Year</u>	<u>Fiscal 2023/24 YTD</u>		<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	108,147	108,147	15,562	127,626	127,625	89,185
Total Revenues	108,147	108,147	15,562	127,626	127,625	89,185
Gross Profit	108,147	108,147	15,562	127,626	127,625	89,185
Operating Expenses						
Salaries & Wage Expense	5,361	19,029	1,546	15,508	57,088	4,731
Rent & Utilities	645	511	569	1,927	1,533	1,707
Supplies & Mail	0	195	0	0	585	134
Dues & Subscriptions	0	17	0	0	52	0
Staff Expenses	0	104	0	0	312	0
Allocated Administrative Overhe...	2,028	4,363	1,148	6,363	13,089	2,728
Total Operating Expenses	8,034	24,219	3,263	23,798	72,658	9,300
Net Operating Income	100,113	83,927	12,299	103,828	54,967	79,885
Other Expense/<Income>						
Net Income	100,113	83,927	12,299	103,828	54,967	79,885

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 13
10/19/2023
10:38 PM

	Sep 2023			Fiscal 2023/24 Y...		
	<u>Actual</u>	<u>Budget</u>	<u>Prior Year</u>	<u>Actual</u>	<u>Budget</u>	<u>Prior Year</u>
Revenues						
Revenues	46,959	46,959	6,757	55,417	55,416	38,725
Total Revenues	46,959	46,959	6,757	55,417	55,416	38,725
Gross Profit	46,959	46,959	6,757	55,417	55,416	38,725
Operating Expenses						
Salaries & Wage Expense	5,361	7,079	1,546	15,508	21,238	4,731
Rent & Utilities	517	365	495	1,544	1,095	1,442
Supplies & Mail	0	134	0	0	403	134
Dues & Subscriptions	0	17	0	0	52	0
Staff Expenses	0	104	0	0	312	0
Event Sponsorships	0	0	0	0	0	500
Allocated Administrative Overhe...	1,985	1,190	1,339	6,224	3,569	3,180
Total Operating Expenses	7,863	8,889	3,380	23,276	26,668	9,987
Net Operating Income	39,096	38,069	3,378	32,141	28,748	28,738
Other Expense/<Income>						
Net Income	39,096	38,069	3,378	32,141	28,748	28,738

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 13
10/19/2023
10:38 PM

	<u>Sep 2023</u>		<u>Prior Year</u>	<u>Fiscal 2023/24 YTD</u>		<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>	
Revenues						
Revenues	71,148	71,149	10,238	83,963	83,964	58,674
Revenue - Interest & Investments	748	0	0	748	0	0
Total Revenues	71,896	71,149	10,238	84,711	83,964	58,674
Gross Profit	71,896	71,149	10,238	84,711	83,964	58,674
Operating Expenses						
Allocated Administrative Overhe...	6,674	58,392	4,700	16,590	175,175	11,167
Total Operating Expenses	6,674	58,392	4,700	16,590	175,175	11,167
Net Operating Income	65,222	12,758	5,538	68,121	(91,211)	47,507
Other Expense/<Income>						
Net Income	65,222	12,758	5,538	68,121	(91,211)	47,507

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:08 County Admin Fee

9 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 Y...		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	28,459	28,460	4,095	33,585	33,586	
Total Revenues	28,459	28,460	4,095	33,585	33,586	
Gross Profit	28,459	28,460	4,095	33,585	33,586	
Operating Expenses						
Taxes, Licenses, Fees	2,541	10,400	0	7,054	31,200	
Total Operating Expenses	2,541	10,400	0	7,054	31,200	
Net Operating Income	25,918	18,060	4,095	26,531	2,386	
Other Expense/<Income>						
Net Income	25,918	18,060	4,095	26,531	16,303	

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:09 Contingency/Reserve

10 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 Y...		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Revenues	28,459	28,460	4,095	33,585	33,586	23,470
Total Revenues	28,459	28,460	4,095	33,585	33,586	23,470
Gross Profit	28,459	28,460	4,095	33,585	33,586	23,470
Operating Expenses						
Rent & Utilities	0	0	125	0	0	229
Total Operating Expenses	0	0	125	0	0	229
Net Operating Income	28,459	28,460	3,971	33,585	33,586	23,241
Other Expense/<Income>						
Net Income	28,459	28,460	3,971	33,585	33,586	23,241

PL - Budget vs Actual

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

11 of 13
10/19/2023
10:38 PM

	Sep 2023			Fiscal 2023/24...		
	<u>Actual</u>	<u>Budget</u>	<u>Prior Year</u>	<u>Actual</u>	<u>Budget</u>	<u>Prior Year</u>
Revenues						
Operating Expenses						
Salaries & Wage Expense	0	0	0	0	0	20
Allocated Administrative Overhe...	0	0	10	0	0	23
Total Operating Expenses	0	0	10	0	0	43
Net Operating Income	0	0	(10)	0	0	(43)
Other Expense/<Income>						
Net Income	0	0	(10)	0	0	(43)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24...		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Chamber Revenue - Member Du...	2,038	2,083	6,000	5,831	6,250	18,058
Total Revenues	2,038	2,083	6,000	5,831	6,250	18,058
Gross Profit	2,038	2,083	6,000	5,831	6,250	18,058
Operating Expenses						
Salaries & Wage Expense	0	0	0	0	0	13,104
Rent & Utilities	0	0	40	0	0	74
Total Operating Expenses	0	0	40	0	0	13,178
Net Operating Income	2,038	2,083	5,960	5,831	6,250	4,880
Other Expense/<Income>						
Net Income	2,038	2,083	5,960	5,831	6,250	4,880

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

13 of 13
10/19/2023
10:38 PM

	Sep 2023		Prior Year	Fiscal 2023/24 YTD		Prior Year
	Actual	Budget		Actual	Budget	
Revenues						
Revenue - Other	0	12,500	0	0	37,500	0
Revenue - Interest & Investments	0	0	0	67	0	0
Total Revenues	0	12,500	0	67	37,500	0
Gross Profit	0	12,500	0	67	37,500	0
Operating Expenses						
Salaries & Wage Expense	74,858	70,374	63,827	197,398	211,121	121,763
Rent & Utilities	4,386	3,409	3,314	11,908	10,227	10,283
Repairs & Maintenance	300	366	0	3,318	1,098	2,583
Telephone & Internet	1,020	962	542	4,602	2,887	1,908
Supplies & Mail	9,052	1,127	401	15,078	3,380	14,942
Taxes, Licenses, Fees	747	1,928	670	2,115	5,784	4,563
Dues & Subscriptions	2,908	1,586	522	7,925	4,758	1,154
Insurance/Bonding	2,301	1,300	0	2,913	3,900	306
Associate Relations	0	0	0	0	0	649
Staff Expenses	1,892	1,811	2,100	6,359	5,434	4,511
Board Functions	8,430	2,080	2,972	12,030	6,240	6,212
Professional Fees	21,856	12,047	18,894	49,442	36,140	27,897
Professional Fees - Attorney	1,025	0	0	5,250	0	300
Professional Fees - Accountant	0	0	1,000	306	0	5,550
Equipment Support & Maintenan...	4,285	0	0	12,500	0	8,266
Equipment Rental/Leasing	0	0	0	0	0	491
Depreciation	391	0	0	630	0	153
In-Market/Tourism	0	0	0	0	0	12,636
Allocated Administrative Overhe...	(133,452)	(101,451)	(94,005)	(331,772)	(304,353)	(223,341)
Total Operating Expenses	0	(4,461)	238	1	(13,384)	826
Net Operating Income	0	16,961	(238)	66	50,884	(826)
Other Expense/<Income>						
Gain/Loss on Asset Disposal	0	0	0	2,125	0	0
Total Other Expense/<In...	0	0	0	2,125	0	0
Net Income	0	16,961	(238)	(2,059)	50,884	(826)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

September 30, 2023

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

	<u>Sep 30, 23</u>	<u>Sep 30, 22</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	397,590.74	225,187.72	172,403.02	76.6%
Total Checking/Savings	397,590.74	225,187.72	172,403.02	76.6%
Accounts Receivable				
1200-00 · Accounts Receivable	0.00	103,664.34	-103,664.34	-100.0%
Total Accounts Receivable	0.00	103,664.34	-103,664.34	-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	397,690.74	328,952.06	68,738.68	20.9%
Other Assets				
1400-00 · Prepaid Expenses	22,520.94	36,316.58	-13,795.64	-38.0%
Total Other Assets	22,520.94	36,316.58	-13,795.64	-38.0%
TOTAL ASSETS	<u>420,211.68</u>	<u>365,268.64</u>	<u>54,943.04</u>	<u>15.0%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	142,267.08	146,381.15	-4,114.07	-2.8%
Total Accounts Payable	142,267.08	146,381.15	-4,114.07	-2.8%
Total Current Liabilities	142,267.08	146,381.15	-4,114.07	-2.8%
Total Liabilities	142,267.08	146,381.15	-4,114.07	-2.8%
Equity				
32000 · Unrestricted Net Assets	196,855.75	86,764.32	110,091.43	126.9%
Net Income	81,088.85	132,123.17	-51,034.32	-38.6%
Total Equity	277,944.60	218,887.49	59,057.11	27.0%
TOTAL LIABILITIES & EQUITY	<u>420,211.68</u>	<u>365,268.64</u>	<u>54,943.04</u>	<u>15.0%</u>

2:09 PM

10/18/23

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Cristina Hennessey	855.00	0.00	0.00	0.00	0.00	855.00
MAHK Advertising	141,412.08	0.00	0.00	0.00	0.00	141,412.08
TOTAL	<u><u>142,267.08</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>142,267.08</u></u>

2:15 PM

10/18/23

Accrual Basis

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

	Sep 23	Sep 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	100,113.00	100,113.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	179,279.00	191,779.00	-12,500.00	-6.5%
Gross Profit	179,279.00	191,779.00	-12,500.00	-6.5%
Expense				
5000-00 · CONSUMER MARKETING				
5001-01 · Podcast	3,016.62	0.00	3,016.62	100.0%
5002-00 · Consumer Print	855.00	0.00	855.00	100.0%
5002-01 · Native Display	7,966.13	4,500.00	3,466.13	77.0%
5004-00 · Trip Advisor	3,752.60	12,371.99	-8,619.39	-69.7%
5005-00 · Paid Social	18,773.46	22,424.70	-3,651.24	-16.3%
5005-01 · Digital Display / Retargeting	25,297.12	22,688.59	2,608.53	11.5%
5007-00 · Creative Production				
5007-01 · Creative Production	21,567.68	20,403.01	1,164.67	5.7%
5007-02 · Website Production	1,512.50	7,050.00	-5,537.50	-78.6%
5007-03 · Photo/Video Creative	1,653.75	1,417.50	236.25	16.7%
5007-00 · Creative Production - Other	0.00	330.00	-330.00	-100.0%
Total 5007-00 · Creative Production	24,733.93	29,200.51	-4,466.58	-15.3%
5010-00 · Account Strategy & Management	8,500.00	8,500.00	0.00	0.0%
5016 · Video Streaming	26,836.91	14,606.70	12,230.21	83.7%
5018-00 · Media Commission	13,378.21	12,580.72	797.49	6.3%
5018-01 · Digital Ad Serving	288.51	232.25	56.26	24.2%
5020-00 · Search Engine Marketing	20,808.87	21,494.26	-685.39	-3.2%
5022-00 · Email	4,745.01	4,999.70	-254.69	-5.1%
Total 5000-00 · CONSUMER MARKETING	158,952.37	153,599.42	5,352.95	3.5%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	360.00	-360.00	-100.0%
5111-00 · FAMS - Domestic	0.00	2,703.14	-2,703.14	-100.0%
5112-00 · Training / Sales Calls	2,687.70	1,243.63	1,444.07	116.1%
5131-00 · FAMS -Intl - Travel Trade	0.00	474.10	-474.10	-100.0%
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
5157-00 · International Efforts	750.00	0.00	750.00	100.0%
Total 5110-00 · LEISURE SALES	3,437.70	4,999.62	-1,561.92	-31.2%
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	1,215.00	2,992.95	-1,777.95	-59.4%
5204-00 · Media Mission(s)	2,764.78	0.00	2,764.78	100.0%

2:15 PM

10/18/23

Accrual Basis

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

	<u>Sep 23</u>	<u>Sep 22</u>	<u>\$ Change</u>	<u>% Change</u>
5206-00 · Digital Buy/ Social Media Boost	950.00	2,850.00	-1,900.00	-66.7%
5207-00 · Content Campaigns/Tools-My Emma	300.00	265.00	35.00	13.2%
5209-00 · Domestic Travel Media FAMS	1,524.12	3,690.00	-2,165.88	-58.7%
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	0.00	480.00	-480.00	-100.0%
Total 5200-00 · PUBLIC RELATIONS	20,453.90	23,977.95	-3,524.05	-14.7%
6000-00 · CONFERENCE SALES				
6003-00 · Geo-Fence Targeting	467.99	0.00	467.99	100.0%
6004-00 · Email	0.00	360.00	-360.00	-100.0%
6005-00 · Paid Media	2,170.20	1,523.36	646.84	42.5%
6006-00 · CVENT	12,131.61	711.87	11,419.74	1,604.2%
6007-00 · Creative Production	480.00	0.00	480.00	100.0%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	1,249.71	-1,249.71	-100.0%
6018-00 · MCC Media Commission	1,773.06	347.99	1,425.07	409.5%
6018-01 · MCC Digital Ad Serving	5.78	0.00	5.78	100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	17,028.64	4,716.93	12,311.71	261.0%
6100-00 · TRADE SHOWS				
6116-00 · CalSAE Seasonal Spectacular	2,136.00	0.00	2,136.00	100.0%
6143-00 · Connect Marketplace	4,545.61	0.00	4,545.61	100.0%
6155-00 · Connect Trade Shows	0.00	3,250.00	-3,250.00	-100.0%
6157-00 · HPN Partner Conference	668.40	0.00	668.40	100.0%
Total 6100-00 · TRADE SHOWS	7,350.01	3,250.00	4,100.01	126.2%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	219.99	217.99	2.00	0.9%
5021-00 · RASC-Reno Air Service Corp	4,166.66	0.00	4,166.66	100.0%
5123-00 · HSVC - High Sierra Visitors	0.00	208.33	-208.33	-100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	175.15	-175.15	-100.0%
7004-00 · Research	1,131.85	2,377.00	-1,245.15	-52.4%
8700-00 · Automobile Expense*	128.80	35.28	93.52	265.1%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	5,647.30	3,013.75	2,633.55	87.4%
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	5.00	5.00	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	4,172.50	2,500.00	1,672.50	66.9%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	15,927.50	14,255.00	1,672.50	11.7%

2:15 PM
10/18/23
Accrual Basis

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

	Sep 23	Sep 22	\$ Change	% Change
Total Expense	228,797.42	207,812.67	20,984.75	10.1%
Net Income	<u>-49,518.42</u>	<u>-16,033.67</u>	<u>-33,484.75</u>	<u>-208.8%</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2023

	Sep 23	Budget	Jul - Sep 23	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	237,498.00	237,500.01	950,000.04
4001-00 · NLTRA Funding	100,113.00	100,113.00	295,590.00	295,590.00	1,440,000.00
Total Income	179,279.00	179,279.67	533,088.00	533,090.01	2,390,000.04
Gross Profit	179,279.00	179,279.67	533,088.00	533,090.01	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	3,016.62	10,056.00	3,016.62	10,056.00	49,248.00
5002-00 · Consumer Print	855.00	0.00	855.00	0.00	19,425.00
5002-01 · Native Display	7,966.13	41,000.00	7,966.13	41,000.00	96,500.00
5004-00 · Trip Advisor	3,752.60	5,530.00	3,752.60	5,530.00	44,248.00
5005-00 · Paid Social	18,773.46	27,938.00	26,535.46	35,288.00	143,350.00
5005-01 · Digital Display / Retargeting	25,297.12	32,541.00	43,122.54	39,363.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	21,567.68	15,650.00	23,241.43	21,550.00	205,000.00
5007-02 · Website Production	1,512.50	10,000.00	12,146.25	23,000.00	50,000.00
5007-03 · Photo/Video Creative	1,653.75	0.00	9,313.13	0.00	20,837.25
Total 5007-00 · Creative Production	24,733.93	25,650.00	44,700.81	44,550.00	275,837.25
5010-00 · Account Strategy & Management	8,500.00	8,500.00	25,500.00	25,500.00	102,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	110,000.00
5016 · Video Streaming	26,836.91	28,147.00	26,836.91	28,147.00	123,846.00
5017-00 · Rich Media	0.00	0.00	0.00	0.00	47,500.00
5018-00 · Media Commission	13,378.21	23,561.00	17,645.53	26,712.00	124,130.00
5018-01 · Digital Ad Serving	288.51	250.00	424.94	450.00	2,000.00
5020-00 · Search Engine Marketing	20,808.87	18,182.00	30,646.19	24,432.00	125,000.00
5022-00 · Email	4,745.01	5,000.00	4,745.01	5,000.00	25,260.00
5025-00 · Expedia	0.00	9,091.00	0.00	9,091.00	20,000.00
5029-00 · Television	0.00	0.00	0.00	0.00	8,850.00
Total 5000-00 · CONSUMER MARKETING	158,952.37	235,446.00	235,747.74	295,119.00	1,454,694.25
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	0.00	480.00	1,920.00
5111-00 · FAMS - Domestic	0.00	1,500.00	59.80	1,500.00	6,000.00
5112-00 · Training / Sales Calls	2,687.70	2,500.00	2,687.70	4,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	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	5,000.00	0.00	5,000.00	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	675.00	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	7,800.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	750.00	1,500.00	750.00	2,500.00	12,500.00
Total 5110-00 · LEISURE SALES	3,437.70	13,325.00	24,556.54	33,455.00	212,320.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	18,000.00	18,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,215.00	1,800.00	2,667.50	5,400.00	21,600.00
5204-00 · Media Mission(s)	2,764.78	0.00	2,764.78	0.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	2,850.00	2,850.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	300.00	0.00	600.00	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	0.00	0.00	7,000.00	0.00	0.00
5209-00 · Domestic Travel Media FAMS	1,524.12	0.00	3,214.02	3,000.00	16,000.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2023

	Sep 23	Budget	Jul - Sep 23	YTD Budget	Annual Budget
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	3,400.00	5,100.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	18,000.00	18,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	500.00	0.00	500.00	2,000.00
5216-00 · PR Content Development + Distri	0.00	1,200.00	0.00	1,200.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	5,000.00	0.00	5,000.00	8,000.00
5221-00 · Photography & Video Asset Dev	0.00	2,250.00	941.20	4,500.00	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	20,453.90	25,400.00	60,320.52	64,433.02	294,732.08
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	467.99	0.00	467.99	1,500.00	7,996.00
6004-00 · Email	0.00	0.00	0.00	480.00	6,720.00
6005-00 · Paid Media	2,170.20	2,290.00	6,121.86	6,870.00	36,500.00
6006-00 · CVENT	12,131.61	0.00	12,131.61	0.00	10,700.00
6007-00 · Creative Production	480.00	9,360.00	480.00	9,360.00	35,000.00
6018-00 · MCC Media Commission	1,773.06	303.15	2,248.13	1,104.44	7,864.23
6018-01 · MCC Digital Ad Serving	5.78	42.00	13.08	126.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	1,749.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.00	8,516.66	1,749.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	2,500.00	1,000.00	2,500.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	1,250.00	0.00	1,250.00	5,000.00
Total 6000-00 · CONFERENCE SALES	17,028.64	16,911.15	30,979.33	26,688.44	134,276.23
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	0.00	135.07	1,500.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	2,136.00	0.00	2,136.00	0.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	4,545.61	0.00	4,545.61	6,000.00	12,000.00
6151-00 · Destination CA	0.00	2,000.00	0.00	6,000.00	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	668.40	1,000.00	3,863.40	2,000.00	9,500.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	1,500.00	0.00	1,500.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	2,500.00	0.00	2,500.00	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	1,000.00	0.00	1,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	6,500.00	0.00	6,500.00	7,000.00
Total 6100-00 · TRADE SHOWS	7,350.01	14,500.00	13,685.40	27,000.00	80,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	219.99	150.00	639.98	450.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	4,166.66	0.00	20,833.34	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	2,499.00	9,996.00
7004-00 · Research	1,131.85	2,850.00	5,473.60	16,550.00	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	531.00	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*	128.80	150.00	318.75	450.00	1,800.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	5,647.30	4,160.00	38,623.12	56,170.00	218,072.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	12,750.00	12,750.00	51,000.00
8003-00 · Website Hosting Maintenance	5.00	0.00	544.00	534.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	22,500.00	22,500.00	90,000.00

2:12 PM

10/18/23

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

September 2023

Accrual Basis

	<u>Sep 23</u>	<u>Budget</u>	<u>Jul - Sep 23</u>	<u>YTD Budget</u>	<u>Annual Budget</u>
8005-00 · Website SEO Strategy/Maint	4,172.50	4,060.00	12,292.50	12,180.00	48,720.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	15,927.50	15,810.00	48,086.50	47,964.00	191,856.00
Total Expense	228,797.42	325,552.15	451,999.15	550,829.46	2,585,950.56
Net Income	<u>-49,518.42</u>	<u>-146,272.48</u>	<u>81,088.85</u>	<u>-17,739.45</u>	<u>-195,950.52</u>

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month*Yr September 2023
 Employee TONY KARWOWSKI

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
Sept 18-20	A	Hotel Pacific		Cal Travel Annual Summit	1,196.05		
9/26	B	Cal Travel		Cal Travel PAC Auction		3,700.00	
	C						
	D			August Phone Reimbursement		50.00	10-12-230-50140
	E						
	F						
	G						
	H						
	I						
	J.1						
	K.1			EXCEL	1,196.05		
	L			CREDIT CARD			
	M			DIFFERENCE	1,196.05		
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		408.72	53201
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES							
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						4,158.72	

Signed By: Tony Karwowski

Approved By: _____

Date: 10/17/2023

Date: _____

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

Tony Karwowski

From: Hotel Pacific <reservations@hotelpacific.com>
Sent: Friday, August 11, 2023 9:55 AM
To: Tony Karwowski
Subject: anthony, Thank You for Choosing Us

[View In Browser](#)



Reservation Confirmation

Thank you for choosing Hotel Pacific

Confirmation Number:

Guest Name:	anthony karwowski
Arrival Date:	September 19, 2023
Departure Date:	September 22, 2023
Average Room Rate:	\$259.00
Total Includes:	\$985.17
Local Taxes 16.15%	
Rate Type Description:	GROUP~
Room Type:	STREET SIDE JUNIOR SUITE TWO DOUBLES
Check-in Time:	4:00 PM

Confirmation Number: **42253SE010570**

Guest Name: **Anthony Karwowski**

Arrival Date: **September 18, 2023**

Departure Date: **September 19, 2023**

Average Room Rate: **\$158.00**

Total Includes: **\$210.88**
Local Taxes 16.15%

Rate Type Description: **BOOK DIRECT & SAVE**

Room Type: **STREET SIDE JUNIOR SUITE TWO
DOUBLES**

Check-in Time: **4:00 PM**

Check-out Time: **11:00 AM**

Cancellation Policy: All cancellations made within 72 hours of arrival will be charged the first night's room rate. Credit card used to guarantee reservation will be charged for the first night room and tax prior to arrival.

Hotel Terms and Conditions: Special events, holidays, group* and online promotional bookings have their own cancellation policies, which may include prepayment and/or non-cancellation clauses. Any bookings with 10 or more room nights- requires a group contract.

Special Event Policy AUG 15, 2023 - AUG 21,2023 and SEP 28 to OCT 1, 2023 Any reservation that includes these dates will follow a non-refundable, non-changeable, non-cancellable and fully pre-paid policy at time of booking.

Parking: Covered, self park available for \$22.00

Family Policy: Children under 17 years of age stay free in existing bedding with an accompanied adult.

Pet Policy: Must book directly with hotel, \$50.00 fee per pet per stay.

Early Checkout: Available - \$100.00

Late Checkout: Available -Check out 12-2pm \$50 charge. Check out 2pm to 4pm half day rate.

Any time after 4pm is full rate.

Extra Adult : Available \$20.00

- All fees are subject to local taxes

[Click to Modify](#)

Please let us know if there is anything we can do to help you prepare for your upcoming visit by [calling](#) or [emailing](#) us.

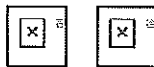
We look forward to welcoming you to Hotel Pacific.

Hotel Pacific | 300 Pacific Street, Monterey, CA, 93940, USA

Reservations@HotelPacific.com | [831-373-5700](tel:831-373-5700) | www.hotelpacific.com

[Unsubscribe](#) from our marketing emails.

[Privacy Policy](#) | [Terms & Conditions](#)



CAUTION: This message was received from outside your organization!



Karwowski, Tony

Phone Number: (530) 448-3908

E-mail Address: tony@northtahoecommunityalliance.com

California Travel Association CalTravel Summit 2023

09-21-2023

Item #	Item Name	Value	Amount
--------	-----------	-------	--------

Live Auction Items

203	Sandcastles in Santa Monica	\$4,535.00	\$3,700.00
-----	-----------------------------	------------	------------

Payment History	Amount	Method	Status	Trans. Time
-----------------	--------	--------	--------	-------------

ANTHONY KARWOWSKI	\$3,700.00	VISA -3480 exp. 08/24	Approved	09-26-2023 12:20 PM
-------------------	------------	-----------------------	----------	---------------------

Total Charges: \$3,700.00

Total Payments: \$3,700.00

Balance Due: \$0.00

Thank you for supporting California Travel Association!