



Finance Committee
Date: Wednesday February 28th, 2024
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 | Amy Wood, Tahoe Dave's
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=WUlx1M4ekZOQzI3WXIUM24xK29YQT09>

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 January 31st, 2024 |
| | 5. | Review and Approval of Preliminary Financials: <ul style="list-style-type: none">a) Review Staff Report of Financial Performanceb) NLTRA 1/31/24 Financials Review (Motion)c) NLTMC 1/31/24 Financial Review |

- | | | |
|-----------|-----|---|
| 2:35 p.m. | 7. | CEO Expense Report 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 |



2/23/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for January 31,2024

Summary of preliminary NTCA financial results for January 31, 2024

- Cash and Accounts Receivable TBID –Includes the projected collection of December and January revenue. Roughly half of the December revenue has been collected. We are expecting the remaining half will be collected in March.
- Money Market - \$1m was transferred into this account in early February as approved by the finance committee at the previous meeting.
- Accounts Receivable Membership Dues – current amounts due
- Prepaid Expenses – prepayments for video and photo productions and annual subscriptions
- Operating Lease Right-of-Use Asset – This asset account along with Operating Lease Liability accounts are results from the new lease reporting requirements issued under Accounting Standard Update 842. Under this standard, operating leases longer than 12 months must be reflected on a company’s balance sheet.
- Accounts Payable Housing Hub – Contributions received from other organizations to fund the Housing Hub. These amounts will be paid to the Hub periodically based on established criteria
- 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 – YTD revenue includes an additional \$500k projected to be collected for December and \$230k to be collected in January.
- Retail Revenue – Retail is continuing to see strong sales. We are in the planning stage to pivot to more of a discovery center and less focused on retail sales. We are currently touring Kings Beach for a possible site. The back wall is painted, the sandbox and theater are up and running.
- Revenue – Other – YTD \$705 is from Marketing advertising.
- Salaries & Wages – there were two pay periods in January
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.

- Event Sponsorships – Support for the Great Ski Race local event
- Housing Hub Funding – NTCA’s funding of the Tahoe Housing Hub
- Grant funding Sponsorship – The first payment of \$30k of our Sponsorship program was for Wildfire Preparedness Guides. Additional sponsorship funds a projected to be released in March and April.
- 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

Summary of preliminary NLTMC financial results for January 31, 2024

- YTD net income is -\$235k vs budget of -\$110k. January net income was -\$383k verse \$337k in the prior January

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

January 31, 2024

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Seven Months Ending Wednesday, January 31, 2024

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2/23/2024
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| | YTD | | |
|---|--------------------|--------------------|--------------------|
| | Jan 2024 | Jan 2023 | Variance |
| | 2023 | 2022 | |
| Current Assets | | | |
| Cash - TBID Disbursements | 474,954 | 2,732,528 | 2,257,575 |
| Cash - TBID Funding | 2,535,347 | 4,006,153 | 1,470,805 |
| Payroll | 256,608 | 0 | (256,608) |
| Money Market | 3,032,804 | 0 | (3,032,804) |
| Cash Flow Reserve | 101,405 | 101,122 | (282) |
| Marketing Reserve | 50,492 | 50,401 | (91) |
| Payroll Reserve | 45,766 | 46,603 | 837 |
| Cash in Drawer | 3,082 | 4,633 | 1,551 |
| Petty Cash | 136 | 158 | 22 |
| Accounts Receivable | 0 | 5,000 | 5,000 |
| Accounts Receivable - TBID | 1,264,889 | 1,397,260 | 132,372 |
| Accounts Receivable - Membership Dues | 3,775 | 43,206 | 39,431 |
| Accounts Receivable - Membership Activities | 0 | 470 | 470 |
| Allowance for Doubtful Accounts | (920) | (794) | 125 |
| Accounts Receivable - Other | 0 | 11,518 | 11,518 |
| Inventory Asset | 33,905 | 24,314 | (9,591) |
| Gift Cards Outstanding | 0 | 18 | 18 |
| Prepaid Expenses | 28,438 | 28,738 | 300 |
| Prepaid Postage | 100 | 100 | 0 |
| Prepaid Insurance | 918 | 1,224 | 306 |
| Deposits | 0 | 1,672 | 1,672 |
| Total Current Assets | 7,831,697 | 8,454,323 | 622,626 |
| Fixed Assets | | | |
| Furniture & Fixtures | 37,060 | 43,330 | 6,270 |
| Accumulated Depreciation - Furnitures & Fixtures | (37,060) | (43,330) | (6,270) |
| Computer Equipment | 48,616 | 11,013 | (37,603) |
| Accumulated Depreciation - Computer Equipment | (3,279) | (6,124) | (2,845) |
| 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 |
| Operating Lease Right-of-Use Asset | 533,337 | 0 | (533,337) |
| Total Fixed Assets | 578,674 | 4,888 | (573,785) |
| Total Assets | \$8,410,373 | \$8,459,213 | \$48,840 |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 50,017 | 468,842 | (418,825) |
| Accounts Payable - Housing Hub | 202,500 | 23,835 | 178,665 |
| Salaries & Wages Payable | 0 | 1,955 | (1,955) |
| Incentives Payable | 0 | 53,615 | (53,615) |
| PTO Payable | 0 | 35,798 | (35,798) |
| 401k Payable | 0 | 1,391 | (1,391) |
| Employer Tax Payable | 0 | 4,090 | (4,090) |
| Retail Payable | 2,498 | 6,603 | (4,105) |
| Accrued Expenses | 1,460 | 69,417 | (67,957) |
| Deferred Revenue - Membership Dues | 4,442 | 17,525 | (13,083) |
| Deferred Revenue - TMBC | 0 | 1,290 | (1,290) |
| Due To/From BOTW CC | 50 | (2,350) | 2,400 |
| Due To/From County | 0 | 1,354,307 | (1,354,307) |
| Due To/From TBID | 0 | 132,453 | (132,453) |
| Operating Lease Liability | 156,779 | 0 | 156,779 |
| <i>Suspense (may include rounding)</i> | <i>(236)</i> | <i>(12,252)</i> | <i>12,016</i> |
| Total Current Liabilities | 417,510 | 2,156,519 | 1,739,009 |
| Sales Tax Payable | 0 | 274 | (274) |
| Use Tax Payable | 0 | 25 | (25) |
| Total Tax Payable | 0 | 299 | 299 |
| Long-Term Liabilities | | | |
| Operating Lease Liability | 394,116 | 0 | 394,116 |
| Total Long Term Liabilities | 394,116 | 0 | (394,116) |
| Total Liabilities | 811,626 | 2,156,818 | 1,345,192 |
| Unrestricted Net Assets | (1,551) | 17,493 | (19,044) |
| TBID Reserve | 7,372,616 | 4,884,687 | 2,487,929 |
| Net Income | 227,682 | 1,400,215 | (1,172,533) |
| Total Equity | 7,598,747 | 6,302,395 | (1,296,352) |

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Seven Months Ending Wednesday, January 31, 2024

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| | YTD | | |
|---|---------------------------|---------------------------|------------------------|
| | Jan 2024 | Jan 2023 | |
| | 2023 | 2022 | Variance |
| Liabilities & Shareholder Equity | <u>\$8,410,373</u> | <u>\$8,459,213</u> | <u>\$48,840</u> |

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

Ranges:

Vendor ID: First - Last
 Class ID: First - Last
 Payment Priority: First - Last
 Vendor Name: First - Last

User-Defined 1: First - Last
 Posting Date: First - 1/31/2024
 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: 1/31/2024 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 |
| ABOUT A BOY ... | About a Boy ... | PRIMARY | User-Defined 1: | | | |
| 15 | | \$401.50 | \$401.50 | \$0.00 | \$0.00 | \$0.00 |
| ALPEN SIERRA CO | Alpen Sierra Coffee Roasting Company, In | PRIMARY | User-Defined 1: | | | |
| 11 | | \$133.75 | \$133.75 | \$0.00 | \$0.00 | \$0.00 |
| ANTHONY KARWOW | Anthony Karwowski | PRIMARY | User-Defined 1: | | | |
| 37 | | \$797.82 | \$797.82 | \$0.00 | \$0.00 | \$0.00 |
| AT PIECE QUILTS | At Piece Quilts and Things | | User-Defined 1: | | | |
| 3 | | \$84.00 | \$84.00 | \$0.00 | \$0.00 | \$0.00 |
| AUGUSTINEIDEAS | D. Augustine & Associates | PRIMARY | User-Defined 1: | | | |
| 37 | | \$3,833.37 | \$3,833.37 | \$0.00 | \$0.00 | \$0.00 |
| BARB KALLESTAD | Barb Kallestad | PRIMARY | User-Defined 1: | | | |
| 13 | | \$72.50 | \$72.50 | \$0.00 | \$0.00 | \$0.00 |
| CINTAS CORPORAT | Cintas Corporation #623 | PRIMARY | User-Defined 1: | | | |
| 74 | | \$85.14 | \$85.14 | \$0.00 | \$0.00 | \$0.00 |
| CRISTINA HENNES | Cristina Hennessey | | User-Defined 1: | | | |
| 5 | | \$240.00 | \$240.00 | \$0.00 | \$0.00 | \$0.00 |
| D'LISH CATERING | D'lish Catering* | PRIMARY | User-Defined 1: | | | |
| 3 | | \$1,500.00 | \$1,500.00 | \$0.00 | \$0.00 | \$0.00 |
| DBR HOSPITALITY | DBR Hospitality LLC dba Tahoe National B | | User-Defined 1: | | | |
| 1 | | \$3,817.50 | \$3,817.50 | \$0.00 | \$0.00 | \$0.00 |
| FP MAILING SOLU | FP Mailing Solutions | PRIMARY | User-Defined 1: | | | |
| 19 | | \$128.73 | \$128.73 | \$0.00 | \$0.00 | \$0.00 |
| GRANLIBAKKEN MA | Granlibakken Management Company, Ltd. | PRIMARY | User-Defined 1: | | | |
| 15 | | \$476.72 | \$476.72 | \$0.00 | \$0.00 | \$0.00 |
| ISOLVED | iSolved Benefit Services | PRIMARY | User-Defined 1: | | | |
| 34 | | \$140.00 | \$140.00 | \$0.00 | \$0.00 | \$0.00 |
| JOAN SPELLETICH | JOAN SPELLETICH | | User-Defined 1: | | | |
| 19 | | \$566.22 | \$566.22 | \$0.00 | \$0.00 | \$0.00 |
| JOHNSON CONTROL | Johnson Controls Fire Protection LP | PRIMARY | User-Defined 1: | | | |
| 35 | | \$1,554.61 | \$1,554.61 | \$0.00 | \$0.00 | \$0.00 |
| KATHRYN REED | Kathryn Reed | PRIMARY | User-Defined 1: | | | |
| 1 | | \$40.67 | \$40.67 | \$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: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 34 | Aged Totals: | \$69.65 | \$69.65 | \$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): 30 | Aged Totals: | \$1,133.06 | \$1,133.06 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: MONA SCHULTE | Name: Mona Schulte | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 3 | Aged Totals: | \$264.00 | \$264.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: NTEC | Name: North Tahoe Event Center, Inc. | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 37 | Aged Totals: | \$360.76 | \$360.76 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: PAPER TRAIL | Name: The Paper Trail* | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 93 | Aged Totals: | \$260.00 | \$260.00 | \$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): 11 | Aged Totals: | \$50.00 | \$50.00 | \$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): 34 | Aged Totals: | \$200.00 | \$200.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: ROCK & ROSE | Name: Rock & Rose Inc. | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 13 | Aged Totals: | \$4,035.00 | \$4,035.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: SF MERCANTILE | Name: SF Mercantile | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 9 | Aged Totals: | \$302.04 | \$302.04 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: SNAP | Name: Sierra Nevada Ad Partners | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 37 | Aged Totals: | \$312.50 | \$312.50 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TAHOE BASICS | Name: Tahoe Basics | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 59 | Aged Totals: | \$490.00 | \$490.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TARA HETZ | Name: TARA HETZ | Class ID: | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 7 | Aged Totals: | \$313.52 | \$313.52 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TCDA | Name: Tahoe City Downtown Association* | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 30 | Aged Totals: | \$21,115.00 | \$21,115.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: TRAVEL N TAHOE | Name: Travel North Tahoe Nevada | Class ID: | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 1 | Aged Totals: | \$2,198.00 | \$2,198.00 | \$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): 30 | Aged Totals: | \$289.85 | \$289.85 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: UBE0 | Name: UBE0 formerly RAY MORGAN | Class ID: | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 18 | Aged Totals: | \$210.62 | \$210.62 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: UC DAVIS TERC | Name: UC Davis TERC | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 1 | Aged Totals: | \$3,660.00 | \$3,660.00 | \$0.00 | \$0.00 | \$0.00 |
| Vendor ID: WELSS FARGO | Name: Wells Fargo Financial Leasing | Class ID: PRIMARY | | | User-Defined 1: | |
| | Due | Current Period | 31 - 60 Days | 61 - 90 Days | 91 and Over | |
| Voucher(s): 37 | Aged Totals: | \$730.02 | \$730.02 | \$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): 21 | Aged Totals: | \$150.00 | \$150.00 | \$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: | 35 | \$50,016.55 | \$50,016.55 | \$0.00 | \$0.00 | \$0.00 |

PL - Budget vs Actual

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

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3:28 PM

| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|------------------|--------------------|--------------------|----------------|---------------------|--------------------|--------------------|------------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 260,214 | 260,214 | 0 | 778,392 | 3,428,078 | 3,159,202 | 268,876 | 3,820,567 |
| Chamber Revenue... | 900 | 2,083 | (1,184) | 0 | 33,491 | 14,583 | 18,908 | 24,058 |
| Retail Revenue | 4,702 | 5,200 | (498) | 3,064 | 91,193 | 36,400 | 54,793 | 62,041 |
| Revenue - Other | 0 | 0 | 0 | 0 | 705 | 0 | 705 | 0 |
| Revenue - Interest... | 8,993 | 0 | 8,993 | 0 | 23,091 | 0 | 23,091 | 60 |
| Total Revenu... | 274,808 | 267,497 | 7,311 | 781,456 | 3,576,558 | 3,210,185 | 366,373 | 3,906,726 |
| Cost of Goo... | 2,351 | 2,600 | (249) | 197 | 45,025 | 18,200 | 26,825 | 26,672 |
| Freight & Shipping... | 0 | 0 | 0 | 4 | 663 | 0 | 663 | 464 |
| POS Inventory Adj... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| Artist of the Month... | 0 | 0 | 0 | 0 | 819 | 0 | 819 | 524 |
| Total Cost of... | 2,351 | 2,600 | (249) | 202 | 46,507 | 18,200 | 28,307 | 27,672 |
| Gross Profit | 272,457 | 264,897 | 7,560 | 781,255 | 3,530,051 | 3,191,985 | 338,066 | 3,879,053 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 148,215 | 177,948 | (29,733) | 108,118 | 1,068,984 | 1,245,688 | (176,704) | 697,447 |
| Rent & Utilities | 15,885 | 28,211 | (12,326) | 15,429 | 114,474 | 193,104 | (78,630) | 102,823 |
| Repairs & Mainten... | 11,033 | 8,121 | 2,913 | 1,220 | 21,417 | 56,844 | (35,427) | 12,490 |
| Telephone & Inter... | 825 | 747 | 78 | 1,403 | 7,706 | 5,230 | 2,477 | 5,413 |
| Supplies & Mail | 4,208 | 2,964 | 1,244 | 14,316 | 44,570 | 20,748 | 23,822 | 46,710 |
| Taxes, Licenses,... | 11,533 | 12,133 | (600) | 903 | 38,675 | 84,933 | (46,258) | 17,558 |
| Credit Card Fees | 506 | 0 | 506 | 190 | 1,818 | 0 | 1,818 | 796 |
| Dues & Subscripti... | 3,956 | 1,803 | 2,153 | 12,190 | 22,661 | 13,049 | 9,613 | 19,533 |
| Insurance/Bonding | 306 | 1,300 | (994) | 1,238 | 6,510 | 9,100 | (2,590) | 10,557 |
| Associate Relations | 0 | 0 | 0 | 2,066 | 5 | 0 | 5 | 5,050 |
| Staff Expenses | 2,847 | 2,990 | (143) | 3,622 | 19,807 | 20,930 | (1,123) | 12,031 |
| Board Functions | 2,416 | 2,080 | 336 | 4,830 | 19,146 | 14,560 | 4,586 | 24,076 |
| Professional Fees | 361 | 12,047 | (11,685) | 26,634 | 61,447 | 84,327 | (22,880) | 112,592 |
| Equipment Suppo... | 3,815 | 0 | 3,815 | 767 | 25,812 | 0 | 25,812 | 16,949 |
| Equipment Rental/... | 0 | 0 | 0 | 1,864 | 0 | 0 | 0 | 2,666 |
| Depreciation | 239 | 0 | 239 | 153 | 1,585 | 0 | 1,585 | 1,069 |
| Event Sponsorshi... | 3,500 | 51,250 | (47,750) | 16,715 | 163,020 | 358,750 | (195,730) | 4,455 |
| Events & Activities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,406 |
| NLTMC Contributi... | 436,480 | 454,667 | (18,187) | 436,480 | 956,622 | 996,481 | (39,859) | 956,622 |
| Non-NLTMC Mark... | (1,700) | 0 | (1,700) | 10,000 | 31,217 | 7,000 | 24,217 | 61,207 |
| In-Market/Tourism | 15,885 | 12,700 | 3,185 | 12,619 | 73,553 | 89,400 | (15,847) | 52,623 |
| Media/Collateral/P... | 25,525 | 35,418 | (9,893) | 6,155 | 120,968 | 247,926 | (126,958) | 7,468 |
| Business Assn Gr... | 97,515 | 44,487 | 53,028 | 80,000 | 297,815 | 284,059 | 13,756 | 302,550 |
| Housing Hub Fun... | 0 | 0 | 0 | 0 | 150,000 | 0 | 150,000 | 0 |
| Grant Funding - S... | 0 | 1,148,000 | (1,148,000) | 0 | 30,000 | 2,583,000 | (2,553,000) | 0 |
| Chamber Activities | 11,509 | 33,333 | (21,824) | 0 | 24,934 | 233,333 | (208,399) | 0 |
| Chamber Activitie... | 0 | 0 | 0 | 0 | 13 | 0 | 13 | 4,750 |
| Chamber Marketing | 828 | 6,667 | (5,839) | 0 | 4,978 | 66,667 | (61,689) | 0 |
| Chamber Activitie... | 0 | 0 | 0 | 0 | (7,491) | 0 | (7,491) | 0 |
| Allocated Administ... | 0 | 0 | 0 | 0 | 0 | 7 | (7) | 0 |
| Total Operati... | 795,687 | 2,036,864 | (1,241,177) | 756,910 | 3,300,245 | 6,615,134 | (3,314,889) | 2,478,838 |
| Net Operatin... | (523,229) | (1,771,967) | 1,248,737 | 24,345 | 229,806 | (3,423,149) | 3,652,955 | 1,400,215 |
| Other Expen... | | | | | | | | |
| (Gain)/Loss on As... | 0 | 0 | 0 | 0 | 2,125 | 0 | 2,125 | 0 |
| Total Other E... | 0 | 0 | 0 | 0 | 2,125 | 0 | 2,125 | 0 |
| Net Income | (523,229) | (1,771,967) | 1,248,737 | 24,345 | 227,682 | (3,423,149) | 3,650,830 | 1,400,215 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 136,612 | 136,612 | 0 | 408,654 | 1,799,743 | 1,658,581 | 141,162 | 2,005,796 |
| Revenue - Other | 0 | 0 | 0 | 0 | 705 | 0 | 705 | 0 |
| Total Revenue... | 136,612 | 136,612 | 0 | 408,654 | 1,800,448 | 1,658,581 | 141,867 | 2,005,796 |
| Gross Profit | 136,612 | 136,612 | 0 | 408,654 | 1,800,448 | 1,658,581 | 141,867 | 2,005,796 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 32,074 | 41,452 | (9,378) | 31,489 | 214,986 | 290,162 | (75,176) | 165,859 |
| Rent & Utilities | 2,595 | 3,149 | (553) | 2,583 | 18,684 | 22,043 | (3,358) | 16,651 |
| Repairs & Mainten... | 0 | 2,500 | (2,500) | 0 | 0 | 17,500 | (17,500) | 0 |
| Telephone & Inter... | 150 | 0 | 150 | 50 | 150 | 0 | 150 | 325 |
| Supplies & Mail | 450 | 633 | (183) | 0 | 5,529 | 4,429 | 1,100 | 407 |
| Taxes, Licenses,... | 0 | 0 | 0 | 0 | 609 | 0 | 609 | 180 |
| Dues & Subscripti... | 301 | 130 | 171 | 1,750 | 1,001 | 910 | 91 | 3,963 |
| Associate Relations | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 63 |
| Staff Expenses | 572 | 277 | 294 | 121 | 2,635 | 1,941 | 694 | 398 |
| Equipment Suppo... | 28 | 0 | 28 | 0 | 112 | 0 | 112 | 0 |
| Event Sponsorshi... | 3,500 | 51,250 | (47,750) | 3,900 | 145,250 | 358,750 | (213,500) | 8,650 |
| Events & Activities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,406 |
| NLTMC Contributi... | 436,480 | 454,667 | (18,187) | 436,480 | 956,622 | 996,481 | (39,859) | 956,622 |
| Non-NLTMC Mark... | (1,700) | 0 | (1,700) | 10,000 | 31,217 | 7,000 | 24,217 | 51,938 |
| In-Market/Tourism | 13,391 | 12,700 | 691 | 12,619 | 71,059 | 89,400 | (18,341) | 39,874 |
| Media/Collateral/P... | 25,525 | 35,418 | (9,893) | 6,155 | 120,497 | 247,926 | (127,429) | 6,155 |
| Grant Funding - S... | 0 | 60,000 | (60,000) | 0 | 30,000 | 135,000 | (105,000) | 0 |
| Chamber Activities | 11,509 | 33,333 | (21,824) | 0 | 24,934 | 233,333 | (208,399) | 0 |
| Chamber Marketing | 828 | 6,667 | (5,839) | 0 | 4,978 | 66,667 | (61,689) | 0 |
| Chamber Activitie... | 0 | 0 | 0 | 0 | 229 | 0 | 229 | 0 |
| Allocated Administ... | 60,158 | 20,840 | 39,317 | 69,650 | 389,765 | 145,883 | 243,883 | 386,984 |
| Total Operati... | 585,859 | 723,016 | (137,157) | 574,797 | 2,018,257 | 2,617,424 | (599,167) | 1,639,475 |
| Net Operatin... | (449,247) | (586,403) | 137,156 | (166,143) | (217,810) | (958,843) | 741,034 | 366,321 |
| Other Expen... | | | | | | | | |
| Net Income | (449,247) | (586,403) | 137,156 | (166,143) | (217,810) | (958,843) | 741,034 | 366,321 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|-----------------|------------------|------------------|----------------|---------------------|--------------------|--------------------|----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 38,512 | 38,512 | 0 | 115,202 | 507,355 | 467,562 | 39,793 | 565,444 |
| Total Revenue... | 38,512 | 38,512 | 0 | 115,202 | 507,355 | 467,562 | 39,793 | 565,444 |
| Gross Profit | 38,512 | 38,512 | 0 | 115,202 | 507,355 | 467,562 | 39,793 | 565,444 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 4,822 | 5,440 | (618) | 0 | 32,392 | 38,079 | (5,687) | 9,369 |
| Rent & Utilities | 462 | 219 | 243 | 461 | 3,238 | 1,533 | 1,705 | 2,836 |
| Supplies & Mail | 0 | 147 | (147) | 0 | 0 | 1,031 | (1,031) | 134 |
| Dues & Subscripti... | 0 | 17 | (17) | 0 | 0 | 121 | (121) | 0 |
| Staff Expenses | 0 | 147 | (147) | 0 | 0 | 1,031 | (1,031) | 0 |
| Event Sponsorshi... | 0 | 0 | 0 | 0 | 16,270 | 0 | 16,270 | (25,000) |
| Business Assn Gr... | 78,012 | 38,653 | 39,359 | 15,320 | 238,252 | 243,225 | (4,973) | 79,892 |
| Grant Funding - S... | 0 | 731,815 | (731,815) | 0 | 0 | 1,646,584 | (1,646,584) | 0 |
| Allocated Administ... | 9,532 | 11,604 | (2,072) | 2,176 | 69,572 | 81,229 | (11,657) | 14,404 |
| Total Operati... | 92,827 | 788,043 | (695,216) | 17,957 | 359,723 | 2,012,833 | (1,653,110) | 81,635 |
| Net Operatin... | (54,315) | (749,532) | 695,217 | 97,245 | 147,632 | (1,545,271) | 1,692,903 | 483,808 |
| Other Expen... | | | | | | | | |
| Net Income | (54,315) | (749,532) | 695,217 | 97,245 | 147,632 | (1,545,271) | 1,692,903 | 483,808 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|-----------------|-----------------|-----------------|---------------|---------------------|------------------|-----------------|----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 18,996 | 18,996 | 0 | 56,823 | 250,252 | 230,622 | 19,631 | 278,902 |
| Retail Revenue | 4,702 | 5,200 | (498) | 3,064 | 91,193 | 36,400 | 54,793 | 62,041 |
| Total Revenue... | 23,698 | 24,196 | (498) | 59,887 | 341,446 | 267,022 | 74,424 | 340,943 |
| Cost of Goo... | 2,351 | 2,600 | (249) | 197 | 45,025 | 18,200 | 26,825 | 26,672 |
| Freight & Shipping... | 0 | 0 | 0 | 4 | 663 | 0 | 663 | 464 |
| POS Inventory Adj... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 13 |
| Artist of the Month... | 0 | 0 | 0 | 0 | 819 | 0 | 819 | 524 |
| Total Cost of... | 2,351 | 2,600 | (249) | 202 | 46,507 | 18,200 | 28,307 | 27,672 |
| Gross Profit | 21,347 | 21,596 | (249) | 59,686 | 294,938 | 248,822 | 46,117 | 313,271 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 15,199 | 24,084 | (8,885) | 9,965 | 131,868 | 168,591 | (36,723) | 102,412 |
| Rent & Utilities | 7,440 | 18,579 | (11,139) | 6,650 | 52,069 | 130,051 | (77,982) | 47,010 |
| Repairs & Mainten... | 0 | 383 | (383) | 36 | 0 | 2,681 | (2,681) | 36 |
| Telephone & Inter... | 50 | 0 | 50 | 50 | 50 | 0 | 50 | 200 |
| Supplies & Mail | 3,030 | 494 | 2,536 | 520 | 11,450 | 3,458 | 7,992 | 3,304 |
| Taxes, Licenses,... | 2,045 | 0 | 2,045 | 104 | 6,591 | 0 | 6,591 | 104 |
| Credit Card Fees | 0 | 0 | 0 | 0 | 1,311 | 0 | 1,311 | 606 |
| Dues & Subscripti... | 0 | 17 | (17) | 0 | 0 | 121 | (121) | 0 |
| Associate Relations | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 118 |
| Staff Expenses | 1,873 | 373 | 1,501 | 0 | 2,003 | 2,609 | (606) | 744 |
| Equipment Rental/... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 139 |
| Grant Funding - S... | 0 | 12,000 | (12,000) | 0 | 0 | 27,000 | (27,000) | 0 |
| Allocated Administ... | 3,392 | 3,110 | 281 | 2,389 | 64,722 | 21,771 | 42,951 | 54,660 |
| Total Operati... | 33,029 | 59,040 | (26,011) | 19,714 | 270,064 | 356,282 | (86,218) | 209,332 |
| Net Operatin... | (11,682) | (37,445) | 25,762 | 39,972 | 24,874 | (107,460) | 132,335 | 103,939 |
| Other Expen... | | | | | | | | |
| Net Income | (11,682) | (37,445) | 25,762 | 39,972 | 24,874 | (107,460) | 132,335 | 103,939 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|-----------------|-----------------|-----------------|-----------------|---------------------|-----------------|-----------------|-----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 14,312 | 14,312 | 0 | 42,812 | 188,543 | 173,756 | 14,787 | 210,131 |
| Total Revenue... | 14,312 | 14,312 | 0 | 42,812 | 188,543 | 173,756 | 14,787 | 210,131 |
| Gross Profit | 14,312 | 14,312 | 0 | 42,812 | 188,543 | 173,756 | 14,787 | 210,131 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 13,359 | 10,490 | 2,869 | 0 | 99,313 | 73,430 | 25,883 | 9,551 |
| Rent & Utilities | 538 | 1,105 | (567) | 540 | 3,776 | 7,735 | (3,959) | 3,323 |
| Telephone & Inter... | 50 | 0 | 50 | 0 | 125 | 0 | 125 | 175 |
| Supplies & Mail | 0 | 234 | (234) | 0 | 524 | 1,638 | (1,114) | 268 |
| Dues & Subscripti... | 0 | 17 | (17) | 0 | 1,989 | 121 | 1,868 | 2,730 |
| Associate Relations | 0 | 0 | 0 | 500 | 5 | 0 | 5 | 500 |
| Staff Expenses | 55 | 173 | (119) | 0 | 4,219 | 1,213 | 3,005 | 138 |
| Board Functions | 238 | 0 | 238 | 0 | 515 | 0 | 515 | 0 |
| Professional Fees | 0 | 0 | 0 | 0 | 2,638 | 0 | 2,638 | 0 |
| Event Sponsorshi... | 0 | 0 | 0 | 0 | 1,500 | 0 | 1,500 | 500 |
| Non-NLTMC Mark... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9,150 |
| Business Assn Gr... | 19,503 | 5,833 | 13,670 | 64,680 | 59,563 | 40,833 | 18,730 | 222,658 |
| Grant Funding - S... | 0 | 60,000 | (60,000) | 0 | 0 | 135,000 | (135,000) | 0 |
| Chamber Activitie... | 0 | 0 | 0 | 0 | 13 | 0 | 13 | 4,750 |
| Chamber Activitie... | 0 | 0 | 0 | 0 | (7,720) | 0 | (7,720) | 0 |
| Allocated Administ... | 3,861 | 1,952 | 1,909 | 9,062 | 45,733 | 13,666 | 32,067 | 46,752 |
| Total Operati... | 37,605 | 79,805 | (42,200) | 74,781 | 212,192 | 273,636 | (61,445) | 300,495 |
| Net Operatin... | (23,293) | (65,493) | 42,201 | (31,969) | (23,649) | (99,880) | 76,231 | (90,364) |
| Other Expen... | | | | | | | | |
| Net Income | (23,293) | (65,493) | 42,201 | (31,969) | (23,649) | (99,880) | 76,231 | (90,364) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|---------------|------------------|------------------|---------------|---------------------|------------------|------------------|----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 19,776 | 19,776 | 0 | 59,158 | 260,535 | 240,099 | 20,435 | 290,364 |
| Total Revenue... | 19,776 | 19,776 | 0 | 59,158 | 260,535 | 240,099 | 20,435 | 290,364 |
| Gross Profit | 19,776 | 19,776 | 0 | 59,158 | 260,535 | 240,099 | 20,435 | 290,364 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 6,228 | 19,029 | (12,801) | 0 | 40,815 | 133,204 | (92,389) | 9,369 |
| Rent & Utilities | 663 | 511 | 152 | 666 | 4,652 | 3,577 | 1,075 | 4,081 |
| Supplies & Mail | 0 | 195 | (195) | 0 | 0 | 1,365 | (1,365) | 134 |
| Dues & Subscripti... | 0 | 17 | (17) | 0 | 0 | 121 | (121) | 0 |
| Staff Expenses | 0 | 104 | (104) | 0 | 0 | 728 | (728) | 0 |
| Housing Hub Fun... | 0 | 0 | 0 | 0 | 150,000 | 0 | 150,000 | 0 |
| Grant Funding - S... | 0 | 232,185 | (232,185) | 0 | 0 | 522,417 | (522,417) | 0 |
| Allocated Administ... | 789 | 4,363 | (3,574) | 92 | 4,215 | 30,541 | (26,326) | 5,240 |
| Total Operati... | 7,680 | 256,404 | (248,725) | 758 | 199,682 | 691,953 | (492,271) | 18,824 |
| Net Operatin... | 12,096 | (236,628) | 248,724 | 58,400 | 60,853 | (451,853) | 512,706 | 271,540 |
| Other Expen... | | | | | | | | |
| Net Income | 12,096 | (236,628) | 248,724 | 58,400 | 60,853 | (451,853) | 512,706 | 271,540 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|--------------|-----------------|-----------------|---------------|---------------------|-----------------|------------------|----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 8,587 | 8,587 | 0 | 25,687 | 113,127 | 104,254 | 8,873 | 126,078 |
| Total Revenue... | 8,587 | 8,587 | 0 | 25,687 | 113,127 | 104,254 | 8,873 | 126,078 |
| Gross Profit | 8,587 | 8,587 | 0 | 25,687 | 113,127 | 104,254 | 8,873 | 126,078 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 6,228 | 7,079 | (851) | 0 | 40,816 | 49,554 | (8,739) | 9,369 |
| Rent & Utilities | 532 | 365 | 167 | 533 | 3,729 | 2,555 | 1,174 | 3,426 |
| Supplies & Mail | 0 | 134 | (134) | 0 | 0 | 940 | (940) | 134 |
| Dues & Subscripti... | 0 | 17 | (17) | 0 | 0 | 121 | (121) | 0 |
| Staff Expenses | 0 | 104 | (104) | 0 | 0 | 728 | (728) | 0 |
| Event Sponsorshi... | 0 | 0 | 0 | 12,815 | 0 | 0 | 0 | 20,305 |
| Grant Funding - S... | 0 | 52,000 | (52,000) | 0 | 0 | 117,000 | (117,000) | 0 |
| Allocated Administ... | 774 | 1,190 | (416) | 1,840 | 13,788 | 8,327 | 5,461 | 8,998 |
| Total Operati... | 7,533 | 60,889 | (53,356) | 15,189 | 58,333 | 179,226 | (120,893) | 42,232 |
| Net Operatin... | 1,054 | (52,302) | 53,356 | 10,498 | 54,794 | (74,972) | 129,767 | 83,847 |
| Other Expen... | | | | | | | | |
| Net Income | 1,054 | (52,302) | 53,356 | 10,498 | 54,794 | (74,972) | 129,767 | 83,847 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|---------------|-----------------|-----------------|---------------|---------------------|------------------|------------------|----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 13,011 | 13,011 | 0 | 38,920 | 171,403 | 157,960 | 13,443 | 191,029 |
| Revenue - Interest... | 8,993 | 0 | 8,993 | 0 | 23,024 | 0 | 23,024 | 0 |
| Total Revenu... | 22,004 | 13,011 | 8,993 | 38,920 | 194,427 | 157,960 | 36,467 | 191,029 |
| | | | | | | | | |
| Gross Profit | 22,004 | 13,011 | 8,993 | 38,920 | 194,427 | 157,960 | 36,467 | 191,029 |
| | | | | | | | | |
| Operating Ex... | | | | | | | | |
| Taxes, Licenses,... | 10 | 0 | 10 | 0 | 20 | 0 | 20 | 0 |
| Allocated Administ... | 4,132 | 58,392 | (54,260) | 37,843 | 30,938 | 408,742 | (377,804) | 91,621 |
| Total Operati... | 4,142 | 58,392 | (54,250) | 37,843 | 30,958 | 408,742 | (377,784) | 91,621 |
| Net Operatin... | 17,862 | (45,381) | 63,243 | 1,077 | 163,469 | (250,782) | 414,251 | 99,408 |
| | | | | | | | | |
| Other Expen... | | | | | | | | |
| Net Income | 17,862 | (45,381) | 63,243 | 1,077 | 163,469 | (250,782) | 414,251 | 99,408 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 Y... | | Variance | Prior Year |
|-------------------------|----------------|----------------|----------------|---------------|----------------------|----------------|-----------------|---------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,411 |
| Total Revenu... | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,411 |
| Gross Profit | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,411 |
| Operating Ex... | | | | | | | | |
| Taxes, Licenses,... | 7,920 | 10,400 | (2,480) | 0 | 23,182 | 72,800 | (49,618) | 7,167 |
| Total Operati... | 7,920 | 10,400 | (2,480) | 0 | 23,182 | 72,800 | (49,618) | 7,167 |
| Net Operatin... | (2,716) | (5,196) | 2,479 | 15,568 | 45,378 | (9,616) | 54,994 | 69,245 |
| Other Expen... | | | | | | | | |
| Net Income | (2,716) | (5,196) | 2,479 | 15,568 | 45,378 | (9,616) | 54,994 | 69,245 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 Y... | | Variance | Prior Year |
|-------------------------|--------------|--------------|----------|---------------|----------------------|---------------|--------------|---------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenues | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,411 |
| Revenue - Interest... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 60 |
| Total Revenu... | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,471 |
| | | | | | | | | |
| Gross Profit | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 63,184 | 5,376 | 76,471 |
| | | | | | | | | |
| Operating Ex... | | | | | | | | |
| Rent & Utilities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 487 |
| Dues & Subscripti... | 0 | 0 | 0 | 0 | 0 | 430 | (430) | 430 |
| Allocated Administ... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 57 |
| Total Operati... | 0 | 0 | 0 | 0 | 0 | 430 | (430) | 974 |
| Net Operatin... | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 62,754 | 5,806 | 75,497 |
| | | | | | | | | |
| Other Expen... | | | | | | | | |
| Net Income | 5,204 | 5,204 | 0 | 15,568 | 68,560 | 62,754 | 5,806 | 75,497 |

PL - Budget vs Actual

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

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| | <u>Jan 2024</u> | | <u>Variance</u> | <u>Prior Y...</u> | <u>Fiscal 2023/234 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|-------------------------|-----------------|---------------|-----------------|-------------------|----------------------------|---------------|-----------------|-------------------|
| | <u>Actual</u> | <u>Budget</u> | | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | | |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 10,883 | 0 | 10,883 | 0 | 81,456 | 53 | 81,403 | 20 |
| Telephone & Inter... | 0 | 0 | 0 | 0 | 25 | 0 | 25 | 0 |
| Dues & Subscripti... | 652 | 0 | 652 | 0 | 2,609 | 0 | 2,609 | 0 |
| Staff Expenses | 0 | 0 | 0 | 0 | 205 | 0 | 205 | 0 |
| Board Functions | 238 | 0 | 238 | 0 | 515 | 0 | 515 | 0 |
| Professional Fees | 0 | 0 | 0 | 0 | 2,638 | 0 | 2,638 | 0 |
| Allocated Administ... | 0 | 0 | 0 | 0 | 0 | 7 | (7) | 29 |
| Total Operati... | 11,773 | 0 | 11,773 | 0 | 87,449 | 60 | 87,389 | 49 |
| Net Operatin... | (11,773) | 0 | (11,773) | 0 | (87,449) | (60) | (87,389) | (49) |
| Other Expen... | | | | | | | | |
| Net Income | (11,773) | 0 | (11,773) | 0 | (87,449) | (60) | (87,389) | (49) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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2/23/2024
3:28 PM

| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 Y... | | Variance | Prior Year |
|-------------------------|------------|--------------|----------------|-----------------|----------------------|---------------|---------------|-----------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Chamber Revenue... | 900 | 2,083 | (1,184) | 0 | 33,491 | 14,583 | 18,908 | 24,058 |
| Total Revenue... | 900 | 2,083 | (1,184) | 0 | 33,491 | 14,583 | 18,908 | 24,058 |
| Gross Profit | 900 | 2,083 | (1,184) | 0 | 33,491 | 14,583 | 18,908 | 24,058 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 0 | 0 | 0 | 13,456 | 450 | 0 | 450 | 71,226 |
| Rent & Utilities | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 158 |
| Telephone & Inter... | 0 | 0 | 0 | 390 | 0 | 0 | 0 | 780 |
| Taxes, Licenses,... | 0 | 0 | 0 | 0 | 50 | 0 | 50 | 0 |
| Staff Expenses | 0 | 0 | 0 | 56 | 0 | 0 | 0 | 71 |
| Board Functions | 520 | 0 | 520 | 0 | 520 | 0 | 520 | 0 |
| In-Market/Tourism | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 113 |
| Allocated Administ... | 0 | 0 | 0 | 1,917 | 0 | 0 | 0 | 14,255 |
| Total Operati... | 520 | 0 | 520 | 15,819 | 1,020 | 0 | 1,020 | 86,604 |
| Net Operatin... | 380 | 2,083 | (1,704) | (15,819) | 32,471 | 14,583 | 17,888 | (62,546) |
| Other Expen... | | | | | | | | |
| Net Income | 380 | 2,083 | (1,704) | (15,819) | 32,471 | 14,583 | 17,888 | (62,546) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

13 of 14
 2/23/2024
 3:28 PM

| | <u>Jan 2024</u> | | <u>Variance</u> | <u>Prior Y...</u> | <u>Fiscal 2023/234 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|-------------------------|-----------------|---------------|-----------------|-------------------|----------------------------|---------------|-----------------|-------------------|
| | <u>Actual</u> | <u>Budget</u> | | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | | |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 4,304 | 0 | 4,304 | 0 | 37,440 | 0 | 37,440 | 0 |
| Professional Fees | 0 | 0 | 0 | 0 | 1,425 | 0 | 1,425 | 0 |
| In-Market/Tourism | 2,494 | 0 | 2,494 | 0 | 2,494 | 0 | 2,494 | 0 |
| Media/Collateral/P... | 0 | 0 | 0 | 0 | 471 | 0 | 471 | 0 |
| Total Operati... | 6,798 | 0 | 6,798 | 0 | 41,830 | 0 | 41,830 | 0 |
| Net Operatin... | (6,798) | 0 | (6,798) | 0 | (41,830) | 0 | (41,830) | 0 |
| Other Expen... | | | | | | | | |
| Net Income | (6,798) | 0 | (6,798) | 0 | (41,830) | 0 | (41,830) | 0 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
2/23/2024
3:28 PM

| | Jan 2024 | | Variance | Prior Y... | Fiscal 2023/234 YTD | | Variance | Prior Year |
|-------------------------|----------|--------------|--------------|-------------|---------------------|----------------|----------------|--------------|
| | Actual | Budget | | | Actual | Budget | | |
| Revenues | | | | | | | | |
| Revenue - Interest... | 0 | 0 | 0 | 0 | 67 | 0 | 67 | 0 |
| Total Revenue... | 0 | 0 | 0 | 0 | 67 | 0 | 67 | 0 |
| Gross Profit | 0 | 0 | 0 | 0 | 67 | 0 | 67 | 0 |
| Operating Ex... | | | | | | | | |
| Salaries & Wage... | 55,119 | 70,374 | (15,254) | 53,209 | 389,448 | 492,615 | (103,167) | 320,272 |
| Rent & Utilities | 3,654 | 4,283 | (629) | 3,996 | 28,327 | 25,611 | 2,716 | 24,850 |
| Repairs & Mainten... | 11,033 | 5,238 | 5,796 | 1,183 | 21,417 | 36,663 | (15,246) | 12,454 |
| Telephone & Inter... | 575 | 747 | (172) | 913 | 7,356 | 5,230 | 2,127 | 3,932 |
| Supplies & Mail | 728 | 1,127 | (398) | 13,795 | 27,067 | 7,887 | 19,180 | 42,328 |
| Taxes, Licenses,... | 1,558 | 1,733 | (175) | 800 | 8,223 | 12,133 | (3,911) | 10,108 |
| Credit Card Fees | 506 | 0 | 506 | 190 | 506 | 0 | 506 | 190 |
| Dues & Subscripti... | 3,003 | 1,586 | 1,417 | 10,440 | 17,062 | 11,102 | 5,960 | 12,410 |
| Insurance/Bonding | 306 | 1,300 | (994) | 1,238 | 6,510 | 9,100 | (2,590) | 10,557 |
| Associate Relations | 0 | 0 | 0 | 1,566 | 0 | 0 | 0 | 4,369 |
| Staff Expenses | 347 | 1,811 | (1,464) | 3,445 | 10,744 | 12,679 | (1,935) | 10,681 |
| Board Functions | 1,419 | 2,080 | (661) | 4,830 | 17,596 | 14,560 | 3,036 | 24,076 |
| Professional Fees | 361 | 12,047 | (11,685) | 26,634 | 54,747 | 84,327 | (29,580) | 112,592 |
| Equipment Suppo... | 3,787 | 0 | 3,787 | 767 | 25,700 | 0 | 25,700 | 16,949 |
| Equipment Rental/... | 0 | 0 | 0 | 1,864 | 0 | 0 | 0 | 2,527 |
| Depreciation | 239 | 0 | 239 | 153 | 1,585 | 0 | 1,585 | 1,069 |
| Non-NLTMC Mark... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 119 |
| In-Market/Tourism | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12,636 |
| Media/Collateral/P... | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,313 |
| Allocated Administ... | (82,636) | (101,451) | 18,815 | (124,968) | (618,733) | (710,157) | 91,424 | (623,000) |
| Total Operati... | 0 | 874 | (874) | 53 | (2,445) | 1,748 | (4,194) | 431 |
| Net Operatin... | 0 | (874) | 874 | (53) | 2,512 | (1,748) | 4,260 | (431) |
| Other Expen... | | | | | | | | |
| (Gain)/Loss on As... | 0 | 0 | 0 | 0 | 2,125 | 0 | 2,125 | 0 |
| Total Other E... | 0 | 0 | 0 | 0 | 2,125 | 0 | 2,125 | 0 |
| Net Income | 0 | (874) | 874 | (53) | 387 | (1,748) | 2,136 | (431) |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

January 31, 2024

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of January 31, 2024

| | Jan 31, 24 | Jan 31, 23 | \$ Change | % Change |
|---------------------------------------|-------------------|-------------------|-------------------|---------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 · Cash...9347 | 432,842.51 | 98,702.89 | 334,139.62 | 338.5% |
| Total Checking/Savings | 432,842.51 | 98,702.89 | 334,139.62 | 338.5% |
| Accounts Receivable | | | | |
| 1200-00 · Accounts Receivable | 32,500.00 | 440,031.34 | -407,531.34 | -92.6% |
| Total Accounts Receivable | 32,500.00 | 440,031.34 | -407,531.34 | -92.6% |
| 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 | 465,442.51 | 538,834.23 | -73,391.72 | -13.6% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | 45,382.36 | 48,288.85 | -2,906.49 | -6.0% |
| Total Other Assets | 45,382.36 | 48,288.85 | -2,906.49 | -6.0% |
| TOTAL ASSETS | 510,824.87 | 587,123.08 | -76,298.21 | -13.0% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 76,183.43 | 86,115.27 | -9,931.84 | -11.5% |
| Total Accounts Payable | 76,183.43 | 86,115.27 | -9,931.84 | -11.5% |
| Total Current Liabilities | 76,183.43 | 86,115.27 | -9,931.84 | -11.5% |
| Total Liabilities | 76,183.43 | 86,115.27 | -9,931.84 | -11.5% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 199,355.75 | 86,764.32 | 112,591.43 | 129.8% |
| Net Income | 235,285.69 | 414,243.49 | -178,957.80 | -43.2% |
| Total Equity | 434,641.44 | 501,007.81 | -66,366.37 | -13.3% |
| TOTAL LIABILITIES & EQUITY | 510,824.87 | 587,123.08 | -76,298.21 | -13.0% |

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
 As of January 31, 2024

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|---|-------------------------|-------------------------|--------------------|--------------------|--------------------|-------------------------|
| Reno Sparks Convention and Vistor Authori | 0.00 | 5,000.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| Travel Nevada | 0.00 | 10,000.00 | 0.00 | 0.00 | 0.00 | 10,000.00 |
| Visit California* | 15,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| Visit Truckee | 0.00 | 2,500.00 | 0.00 | 0.00 | 0.00 | 2,500.00 |
| TOTAL | <u>15,000.00</u> | <u>17,500.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>32,500.00</u> |

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of January 31, 2024

| | <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 | 378.62 | 0.00 | 0.00 | 0.00 | 378.62 |
| Fallon Multimedia | 0.00 | 4,250.00 | 0.00 | 0.00 | 0.00 | 4,250.00 |
| MAHK Advertising | 51,782.44 | 0.00 | 0.00 | 0.00 | 0.00 | 51,782.44 |
| Sterling Valley Systems, Inc. | 8,440.75 | 0.00 | 0.00 | 0.00 | 0.00 | 8,440.75 |
| Travel North Tahoe Nevada | 11,331.62 | 0.00 | 0.00 | 0.00 | 0.00 | 11,331.62 |
| TOTAL | <u>71,554.81</u> | <u>4,628.62</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>76,183.43</u> |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison January 2024

| | Jan 24 | Jan 23 | \$ Change | % Change |
|--|------------|------------|------------|----------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 79,166.00 | 91,166.00 | -12,000.00 | -13.2% |
| 4001-00 · NLTRA Funding | 436,480.00 | 436,480.00 | 0.00 | 0.0% |
| 4004-00 · IVCBVB Entertainment | 0.00 | 500.00 | -500.00 | -100.0% |
| Total Income | 515,646.00 | 528,146.00 | -12,500.00 | -2.4% |
| Gross Profit | 515,646.00 | 528,146.00 | -12,500.00 | -2.4% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5001-01 · Podcast | 7,039.22 | 0.00 | 7,039.22 | 100.0% |
| 5002-00 · Consumer Print | 0.00 | 12,495.00 | -12,495.00 | -100.0% |
| 5002-01 · Native Display | 11,000.00 | 28,583.90 | -17,583.90 | -61.5% |
| 5004-00 · Trip Advisor | 5,590.53 | 6,036.66 | -446.13 | -7.4% |
| 5005-00 · Paid Social | 2,985.27 | 2,458.38 | 526.89 | 21.4% |
| 5005-01 · Digital Display / Retargeting | 3,344.23 | 3,373.18 | -28.95 | -0.9% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 8,036.25 | 21,423.59 | -13,387.34 | -62.5% |
| 5007-02 · Website Production | 1,393.26 | 2,730.00 | -1,336.74 | -49.0% |
| 5007-03 · Photo/Video Creative | 1,736.42 | -4,070.65 | 5,807.07 | 142.7% |
| 5007-00 · Creative Production - Other | 0.00 | 101.88 | -101.88 | -100.0% |
| Total 5007-00 · Creative Production | 11,165.93 | 20,184.82 | -9,018.89 | -44.7% |
| 5010-00 · Account Strategy & Management | 8,500.00 | 8,500.00 | 0.00 | 0.0% |
| 5018-00 · Media Commission | 5,741.60 | 7,358.04 | -1,616.44 | -22.0% |
| 5018-01 · Digital Ad Serving | 69.24 | 51.09 | 18.15 | 35.5% |
| 5020-00 · Search Engine Marketing | 4,136.06 | 3,277.52 | 858.54 | 26.2% |
| 5022-00 · Email | 5,000.00 | -20,000.00 | 25,000.00 | 125.0% |
| 5030-00 · TravelZoo | 0.00 | 20,000.00 | -20,000.00 | -100.0% |
| Total 5000-00 · CONSUMER MARKETING | 64,572.08 | 92,318.59 | -27,746.51 | -30.1% |
| 5110-00 · LEISURE SALES | | | | |
| 5107-00 · Creative Production | 0.00 | 360.00 | -360.00 | -100.0% |
| 5112-00 · Training / Sales Calls | 7,683.87 | 0.00 | 7,683.87 | 100.0% |
| 5120-00 · Domestic - Trade Shows | 1,698.00 | 0.00 | 1,698.00 | 100.0% |
| 5137-00 · Co-op Opportunities | 2,000.00 | 0.00 | 2,000.00 | 100.0% |
| 5143-00 · Mountain Travel Symposium | -31,631.21 | 0.00 | -31,631.21 | -100.0% |
| 5145-00 · TIA Annual Dues | 0.00 | 2,625.00 | -2,625.00 | -100.0% |
| 5147-00 · AUS / Gate 7 | 9,175.00 | 8,700.00 | 475.00 | 5.5% |
| 5154-00 · Canada | 2,600.00 | 0.00 | 2,600.00 | 100.0% |
| Total 5110-00 · LEISURE SALES | -8,474.34 | 11,685.00 | -20,159.34 | -172.5% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 3,075.45 | 2,632.95 | 442.50 | 16.8% |
| 5206-00 · Digital Buy/ Social Media Boost | 950.00 | 900.00 | 50.00 | 5.6% |
| 5207-00 · Content Campaigns/Tools-My Emma | 332.00 | 0.00 | 332.00 | 100.0% |
| 5208-01 · Int'l FAM Hard Cost | 560.97 | 0.00 | 560.97 | 100.0% |
| 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% |
| 5212-00 · Social Giveaways & Contests | 0.00 | 930.02 | -930.02 | -100.0% |

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison January 2024

| | Jan 24 | Jan 23 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|---------------|
| 5216-00 · PR Content Development + Distri | 0.00 | 1,020.00 | -1,020.00 | -100.0% |
| 5221-00 · Photography & Video Asset Dev | 15,571.38 | 1,211.20 | 14,360.18 | 1,185.6% |
| 5222-00 · Media Tracking / Membership | 883.02 | 883.02 | 0.00 | 0.0% |
| 5280-00 · PR Meals / Entertainment | 0.00 | 269.76 | -269.76 | -100.0% |
| Total 5200-00 · PUBLIC RELATIONS | 35,072.82 | 21,546.95 | 13,525.87 | 62.8% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6003-00 · Geo-Fence Targeting | 352.10 | 0.00 | 352.10 | 100.0% |
| 6004-00 · Email | 1,560.00 | 2,310.00 | -750.00 | -32.5% |
| 6005-00 · Paid Media | 4,437.12 | 3,373.31 | 1,063.81 | 31.5% |
| 6007-00 · Creative Production | 1,156.25 | 0.00 | 1,156.25 | 100.0% |
| 6018-00 · MCC Media Commission | 812.86 | 644.11 | 168.75 | 26.2% |
| 6018-01 · MCC Digital Ad Servng | 0.00 | 6.93 | -6.93 | -100.0% |
| 6019-00 · Conference Direct Partnership | 0.00 | 7,000.00 | -7,000.00 | -100.0% |
| 6128-00 · HelmsBriscoe Strategic Partner | 612.50 | 583.33 | 29.17 | 5.0% |
| 6153-00 · Chicago Sales Rep Support | 2,100.00 | 41.67 | 2,058.33 | 4,939.6% |
| Total 6000-00 · CONFERENCE SALES | 11,030.83 | 13,959.35 | -2,928.52 | -21.0% |
| 6100-00 · TRADE SHOWS | | | | |
| 6116-00 · CalSAE Seasonal Spectacular | 1,226.21 | 0.00 | 1,226.21 | 100.0% |
| 6155-00 · Connect Trade Shows | 110.82 | 0.00 | 110.82 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 1,337.03 | 0.00 | 1,337.03 | 100.0% |
| 6106-00 · CalSAE Seasonal Spectacular | 0.00 | 1,575.00 | -1,575.00 | -100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 · Fulfillment / Mail | 119.99 | 0.00 | 119.99 | 100.0% |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 25,000.00 | -25,000.00 | -100.0% |
| 5123-00 · HSVC - High Sierra Visitors | 0.00 | 208.33 | -208.33 | -100.0% |
| 7002-00 · CRM Subscription | 0.00 | 833.33 | -833.33 | -100.0% |
| 7004-00 · Research | 2,685.02 | 880.00 | 1,805.02 | 205.1% |
| 7007-00 · Destimetrics / DMX | 8,440.75 | 0.00 | 8,440.75 | 100.0% |
| 7008-00 · Opportunistic Funds | 1,075.60 | 0.00 | 1,075.60 | 100.0% |
| 7010-00 · Photo Management & Storage | 0.00 | 7,899.00 | -7,899.00 | -100.0% |
| 8700-00 · Automobile Expense* | 137.76 | 0.00 | 137.76 | 100.0% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 12,459.12 | 34,820.66 | -22,361.54 | -64.2% |
| 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 | 599.00 | 534.00 | 65.00 | 12.2% |
| 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 & MAINTENANCE | 16,521.50 | 14,784.00 | 1,737.50 | 11.8% |
| Total Expense | 132,519.04 | 190,689.55 | -58,170.51 | -30.5% |
| Net Income | 383,126.96 | 337,456.45 | 45,670.51 | 13.5% |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

January 2024

| | Jan 24 | Budget | Jul '23 - Jan 24 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|---------------------|---------------------|---------------------|
| Income | | | | | |
| 4000-00 · LTIVCBVB Funding | 79,166.00 | 79,166.67 | 554,162.00 | 554,166.69 | 950,000.04 |
| 4001-00 · NLTRA Funding | 436,480.00 | 436,480.00 | 956,622.00 | 956,622.00 | 1,440,000.00 |
| Total Income | 515,646.00 | 515,646.67 | 1,510,784.00 | 1,510,788.69 | 2,390,000.04 |
| Gross Profit | 515,646.00 | 515,646.67 | 1,510,784.00 | 1,510,788.69 | 2,390,000.04 |
| Expense | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | |
| 5001-01 · Podcast | 7,039.22 | 0.00 | 22,123.88 | 22,124.00 | 49,248.00 |
| 5002-00 · Consumer Print | 0.00 | 0.00 | 15,560.00 | 12,495.00 | 19,425.00 |
| 5002-01 · Native Display | 11,000.00 | 21,834.00 | 56,880.45 | 62,834.00 | 96,500.00 |
| 5004-00 · Trip Advisor | 5,590.53 | 5,530.00 | 17,744.58 | 22,120.00 | 44,248.00 |
| 5005-00 · Paid Social | 2,985.27 | 2,750.00 | 70,854.26 | 75,253.00 | 143,350.00 |
| 5005-01 · Digital Display / Retargeting | 3,344.23 | 3,683.00 | 74,974.34 | 76,410.00 | 137,500.00 |
| 5007-00 · Creative Production | | | | | |
| 5007-01 · Creative Production | 8,036.25 | 21,150.00 | 81,454.09 | 91,150.00 | 205,000.00 |
| 5007-02 · Website Production | 1,393.26 | 4,500.00 | 31,382.37 | 41,500.00 | 50,000.00 |
| 5007-03 · Photo/Video Creative | 1,736.42 | | 28,522.39 | 20,837.25 | 20,837.25 |
| Total 5007-00 · Creative Production | 11,165.93 | 25,650.00 | 141,358.85 | 153,487.25 | 275,837.25 |
| 5010-00 · Account Strategy & Management | 8,500.00 | 8,500.00 | 59,500.00 | 59,500.00 | 102,000.00 |
| 5013-00 · Outdoor | 0.00 | 0.00 | 0.00 | 0.00 | 110,000.00 |
| 5016 · Video Streaming | 0.00 | 0.00 | 40,959.64 | 61,923.00 | 123,846.00 |
| 5017-00 · Rich Media | 0.00 | 0.00 | 47,500.00 | 47,500.00 | 47,500.00 |
| 5018-00 · Media Commission | 5,741.60 | 5,598.00 | 60,826.29 | 63,878.00 | 124,130.00 |
| 5018-01 · Digital Ad Serving | 69.24 | 100.00 | 2,195.51 | 1,046.00 | 2,000.00 |
| 5020-00 · Search Engine Marketing | 4,136.06 | 3,333.00 | 55,705.30 | 65,417.00 | 125,000.00 |
| 5022-00 · Email | 5,000.00 | 5,000.00 | 37,931.69 | 20,260.00 | 25,260.00 |
| 5025-00 · Expedia | 0.00 | 0.00 | 19,404.79 | 20,000.00 | 20,000.00 |
| 5029-00 · Television | 0.00 | 0.00 | 4,249.99 | 0.00 | 8,850.00 |
| Total 5000-00 · CONSUMER MARKETING | 64,572.08 | 81,978.00 | 727,769.57 | 764,247.25 | 1,454,694.25 |
| 5016-00 · CDE - Website Programs | 0.00 | 0.00 | 8,064.18 | 0.00 | 0.00 |
| 5110-00 · LEISURE SALES | | | | | |
| 5107-00 · Creative Production | 0.00 | 0.00 | 0.00 | 960.00 | 1,920.00 |
| 5111-00 · FAMs - Domestic | 0.00 | 0.00 | 88.80 | 3,000.00 | 6,000.00 |
| 5112-00 · Training / Sales Calls | 7,683.87 | 0.00 | 12,703.29 | 7,000.00 | 10,000.00 |
| 5113-00 · Additional Opportunities | 0.00 | 2,500.00 | 0.00 | 7,500.00 | 10,000.00 |
| 5120-00 · Domestic - Trade Shows | 1,698.00 | 0.00 | 1,698.00 | 1,500.00 | 3,000.00 |
| 5131-00 · FAMS -Intl - Travel Trade | 0.00 | 0.00 | 5,152.68 | 0.00 | 6,000.00 |
| 5133-00 · Ski-Tops | 0.00 | 1,000.00 | 0.00 | 1,000.00 | 3,000.00 |
| 5137-00 · Co-op Opportunities | 2,000.00 | 5,000.00 | 2,135.50 | 15,000.00 | 20,000.00 |
| 5143-00 · Mountain Travel Symposium | -31,631.21 | 0.00 | -23,578.28 | 0.00 | 60,000.00 |
| 5144-00 · IPW - POW WOW | 0.00 | 0.00 | 0.00 | 5,500.00 | 10,000.00 |
| 5145-00 · TIA Annual Dues | 0.00 | 225.00 | 0.00 | 1,575.00 | 2,700.00 |
| 5147-00 · AUS / Gate 7 | 9,175.00 | 9,000.00 | 27,525.00 | 27,000.00 | 36,000.00 |
| 5154-00 · Canada | 2,600.00 | 2,600.00 | 18,200.00 | 18,200.00 | 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 | 0.00 | 4,648.53 | 2,500.00 | 12,500.00 |
| Total 5110-00 · LEISURE SALES | -8,474.34 | 20,325.00 | 52,173.52 | 90,735.00 | 212,320.00 |
| 5200-00 · PUBLIC RELATIONS | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 42,000.00 | 42,000.00 | 72,000.00 |
| 5202-00 · PR Program/ Content Dev - Blogs | 3,075.45 | 1,800.00 | 17,825.45 | 12,600.00 | 21,600.00 |
| 5204-00 · Media Mission(s) | 0.00 | 0.00 | 3,784.71 | 2,000.00 | 8,000.00 |
| 5206-00 · Digital Buy/ Social Media Boost | 950.00 | 950.00 | 6,650.00 | 6,650.00 | 11,400.00 |
| 5207-00 · Content Campaigns/Tools-My Emma | 332.00 | 0.00 | 1,521.00 | 0.00 | 0.00 |
| 5208-00 · International Travel Media FAMS | 0.00 | 3,000.00 | 0.00 | 6,000.00 | 12,000.00 |
| 5208-01 · Int'l FAM Hard Cost | 560.97 | 0.00 | 7,560.97 | 0.00 | 0.00 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

January 2024

| | Jan 24 | Budget | Jul '23 - Jan 24 | YTD Budget | Annual Budget |
|---|------------------|------------------|-------------------|-------------------|-------------------|
| 5209-00 · Domestic Travel Media FAMS | 0.00 | 0.00 | 5,864.94 | 9,000.00 | 16,000.00 |
| 5210-00 · Content Dev - Newsletters | 1,700.00 | 1,700.00 | 10,680.00 | 11,900.00 | 20,400.00 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 42,000.00 | 42,000.00 | 72,000.00 |
| 5212-00 · Social Giveaways & Contests | 0.00 | 0.00 | 0.00 | 1,000.00 | 2,000.00 |
| 5216-00 · PR Content Development + Distri | 0.00 | 0.00 | 2,400.00 | 2,400.00 | 4,800.00 |
| 5218-00 · Crisis Communication / Training | 0.00 | 0.00 | 0.00 | 5,000.00 | 8,000.00 |
| 5221-00 · Photography & Video Asset Dev | 15,571.38 | 2,250.00 | 22,107.53 | 31,250.00 | 42,000.00 |
| 5222-00 · Media Tracking / Membership | 883.02 | 883.02 | 2,649.06 | 2,649.06 | 3,532.08 |
| 5280-00 · PR Meals / Entertainment | 0.00 | 0.00 | 0.00 | 250.00 | 1,000.00 |
| Total 5200-00 · PUBLIC RELATIONS | 35,072.82 | 22,583.02 | 165,043.66 | 174,699.06 | 294,732.08 |
| 6000-00 · CONFERENCE SALES | | | | | |
| 6003-00 · Geo-Fence Targeting | 352.10 | 0.00 | 3,738.99 | 4,996.00 | 7,996.00 |
| 6004-00 · Email | 1,560.00 | 1,200.00 | 3,240.00 | 3,360.00 | 6,720.00 |
| 6005-00 · Paid Media | 4,437.12 | 3,956.00 | 20,882.07 | 19,374.00 | 36,500.00 |
| 6006-00 · CVENT | 0.00 | 0.00 | 12,131.61 | 10,700.00 | 10,700.00 |
| 6007-00 · Creative Production | 1,156.25 | 0.00 | 18,997.62 | 14,720.00 | 35,000.00 |
| 6015-00 · MCC National Memberships | 0.00 | 0.00 | 10.00 | 0.00 | 0.00 |
| 6018-00 · MCC Media Commission | 812.86 | 675.71 | 4,982.50 | 4,909.12 | 7,864.23 |
| 6018-01 · MCC Digital Ad Serving | 0.00 | 42.00 | 65.62 | 294.00 | 504.00 |
| 6019-00 · Conference Direct Partnership | 0.00 | 583.00 | 0.00 | 4,081.00 | 6,996.00 |
| 6128-00 · HelmsBriscoe Strategic Partner | 612.50 | 583.00 | 5,454.16 | 4,081.00 | 6,996.00 |
| 6152-00 · Client Events / Opportunities | 0.00 | 2,500.00 | 1,000.00 | 7,500.00 | 10,000.00 |
| 6153-00 · Chicago Sales Rep Support | 2,100.00 | 1,250.00 | 2,100.00 | 3,750.00 | 5,000.00 |
| Total 6000-00 · CONFERENCE SALES | 11,030.83 | 10,789.71 | 72,602.57 | 77,765.12 | 134,276.23 |
| 6100-00 · TRADE SHOWS | | | | | |
| 6111-00 · Site Inspections | 0.00 | 1,500.00 | 135.07 | 4,500.00 | 6,000.00 |
| 6116-00 · CalSAE Seasonal Spectacular | 1,226.21 | 0.00 | 3,971.21 | 4,000.00 | 4,000.00 |
| 6127-00 · CalSAE Annual | 0.00 | 0.00 | 0.00 | 0.00 | 1,500.00 |
| 6143-00 · Connect Marketplace | 0.00 | 0.00 | 4,545.61 | 6,000.00 | 12,000.00 |
| 6151-00 · Destination CA | 0.00 | 0.00 | 5,032.22 | 6,000.00 | 6,000.00 |
| 6154-00 · HelmsBriscoe ABC | 0.00 | 5,500.00 | 0.00 | 5,500.00 | 7,000.00 |
| 6155-00 · Connect Trade Shows | 110.82 | 1,000.00 | 4,783.62 | 10,000.00 | 10,000.00 |
| 6156-02 · Connect Chicago | 0.00 | 1,000.00 | 0.00 | 5,000.00 | 5,000.00 |
| 6157-00 · HPN Partner Conference | 0.00 | 0.00 | 5,280.97 | 2,000.00 | 9,500.00 |
| 6160-00 · AllThingsMeetings Silicon Valley | 0.00 | 0.00 | 0.00 | 1,500.00 | 3,000.00 |
| 6165-00 · Bay Area Client Appreciation | 0.00 | 0.00 | 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 | 0.00 | 925.00 | 1,000.00 | 2,000.00 |
| 6183-00 · Smart Meetings NorCal | 0.00 | 0.00 | 6,100.00 | 7,000.00 | 7,000.00 |
| Total 6100-00 · TRADE SHOWS | 1,337.03 | 9,000.00 | 33,056.22 | 55,000.00 | 80,000.00 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | |
| 5009-00 · Fulfillment / Mail | 119.99 | 150.00 | 999.95 | 1,050.00 | 1,800.00 |
| 5021-00 · RASC-Reno Air Service Corp | 0.00 | 0.00 | 50,000.00 | 50,000.00 | 100,000.00 |
| 5123-00 · HSVC - High Sierra Visitors | 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 | 2,500.00 | 5,831.00 | 9,996.00 |
| 7004-00 · Research | 2,685.02 | 2,850.00 | 19,320.01 | 27,950.00 | 42,200.00 |
| 7007-00 · Destimetrics / DMX | 8,440.75 | 8,440.00 | 25,322.25 | 25,320.00 | 33,763.00 |
| 7008-00 · Opportunistic Funds | 1,075.60 | 0.00 | 2,151.20 | 0.00 | 0.00 |
| 7009-00 · Tahoe Cam Usage | 0.00 | 177.00 | 0.00 | 1,239.00 | 2,124.00 |
| 7010-00 · Photo Management & Storage | 0.00 | 7,889.00 | 0.00 | 7,889.00 | 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 | 1,250.00 | 0.00 | 3,750.00 | 5,000.00 |
| 8700-00 · Automobile Expense* | 137.76 | 150.00 | 1,081.99 | 1,050.00 | 1,800.00 |
| 8900-00 · bad debt | 0.00 | 0.00 | -999.00 | 0.00 | 0.00 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 12,459.12 | 21,739.00 | 103,293.10 | 125,079.00 | 218,072.00 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

January 2024

Accrual Basis

| | Jan 24 | Budget | Jul '23 - Jan 24 | YTD Budget | Annual Budget |
|--|-------------------|-------------------|---------------------|---------------------|---------------------|
| 8002-00 · Content Manager Contractor | 4,250.00 | 4,250.00 | 29,750.00 | 29,750.00 | 51,000.00 |
| 8003-00 · Website Hosting Maintenance | 599.00 | 534.00 | 1,687.00 | 1,602.00 | 2,136.00 |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 7,500.00 | 53,076.49 | 52,500.00 | 90,000.00 |
| 8005-00 · Website SEO Strategy/Maint | 4,172.50 | 4,060.00 | 28,982.00 | 28,420.00 | 48,720.00 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 16,521.50 | 16,344.00 | 113,495.49 | 112,272.00 | 191,856.00 |
| Total Expense | 132,519.04 | 182,758.73 | 1,275,498.31 | 1,399,797.43 | 2,585,950.56 |
| Net Income | 383,126.96 | 332,887.94 | 235,285.69 | 110,991.26 | -195,950.52 |