



Finance Committee

Date: Wednesday March 27th, 2024

Time: 1:45pm

Location: 5160 W Lake Blvd. Homewood, CA 96141

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 5160 W Lake Blvd., Homewood, CA 96141

Committee Members:

Chair/Treasurer: Dan Tester, Granite Peak Management | **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

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as authorized by AB 361

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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

- 1:45 p.m. 1. Call to Order – Establish Quorum
- 1:50 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.
- 1:55 p.m. 3. **Agenda Amendments and Approval**
- 2:00 p.m. 4. **Approval of Finance Committee Meeting Minutes from February 28th, 2024**
- 5. Review and Approval of Preliminary Financials:
 - a) Review Staff Report of Financial Performance
 - b) NLTRA 2/29/24 Financials Review (Motion)**
 - c) NLTMC 2/29/24 Financial Review

- | | | |
|-----------|-----|---|
| 2:15 p.m. | 7. | CEO Expense Report |
| 2:20 p.m. | 8. | Review of 24/25 preliminary budget |
| 2:55 p.m. | 9. | Items for Committee Review, Discussion/or Recommendations |
| | 10. | Agenda Input for Next Finance Committee Meeting & Next Meeting Date |
| | 11. | Committee Member Comments |
| 3:00 p.m. | 12. | Adjournment |



3/27/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for February 29, 2024

Summary of preliminary NTCA financial results for February 29, 2024

- Cash and Accounts Receivable TBID –Includes the projected collection of January and February revenue. Second quarter finished with \$1.06m in revenue, trailing budget by 13% and prior year by 18%. YTD revenue through the second quarter is over budget 9% and trailing prior year by 6%.
- Money Market - \$1m was transferred into this account in early February as approved by the finance committee at the January meeting.
- Accounts Receivable Membership Dues – current amounts due.
- Prepaid Expenses – prepayments for video and photo productions and annual subscriptions.
- Computer Equipment – The Visitor Center exhibits were placed into service in January.
- 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 \$350k projected to be collected for January and February.
- 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. The lease for the Kings Beach site began March 1st with a tentative opening in May.
- Revenue – Other – YTD \$705 is from Marketing advertising.
- Salaries & Wages – there were two pay periods in February.

- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.
- Tax, Licenses – includes an adjustment to remove the miscoding of sales tax from retail sales as an expense.
- Dues & Subscriptions – includes payment for Symphony data platform.
- Event Sponsorships – Support for Winter WonderGrass and the World Cup.
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design.
- 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 April.
- Chamber Activities & Marketing – Chamber mixer catering and website design.
- 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 February 29, 2024

- YTD net income is \$256k vs budget of \$122k. February net income was \$21k verse \$11k in the prior February. The Mountain Travel Symposium will be held in April.

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

February 29, 2024

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Thursday, February 29, 2024

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	YTD		
	Feb 2024	Feb 2023	Variance
	2023	2022	
Current Assets			
Cash - TBID Disbursements	312,903	2,109,003	1,796,100
Cash - TBID Funding	2,093,035	4,622,515	2,529,480
Payroll	160,044	0	(160,044)
Money Market	4,043,500	0	(4,043,500)
Cash Flow Reserve	101,425	101,171	(254)
Marketing Reserve	50,498	50,417	(81)
Payroll Reserve	45,702	46,543	841
Cash in Drawer	3,082	4,633	1,551
Petty Cash	136	158	22
Accounts Receivable	0	5,000	5,000
Accounts Receivable - TBID	808,953	1,300,193	491,240
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	1,503	1,503
Inventory Asset	24,509	25,364	855
Gift Cards Outstanding	0	18	18
Prepaid Expenses	49,200	3,088	(46,112)
Prepaid Postage	100	100	0
Prepaid Insurance	612	612	0
Deposits	0	1,672	1,672
Total Current Assets	7,696,553	8,314,869	618,316
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	(4,088)	(6,277)	(2,190)
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	520,312	0	(520,312)
Total Fixed Assets	564,841	4,736	(560,105)
Total Assets	\$8,261,394	\$8,319,608	\$58,214
Liabilities			
Current Liabilities			
Accounts Payable	80,390	89,551	(9,161)
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	0	7,612	(7,612)
Accrued Expenses	1,460	69,417	(67,957)
Deferred Revenue - Membership Dues	4,442	4,208	235
Deferred Revenue - TMBC	0	1,290	(1,290)
Due To/From BOTW CC	50	(8,407)	8,457
Due To/From County	0	1,360,485	(1,360,485)
Due To/From TBID	0	132,453	(132,453)
Operating Lease Liability	157,685	0	157,685
<i>Suspense (may include rounding)</i>	<i>(237)</i>	<i>(12,250)</i>	<i>12,013</i>
Total Current Liabilities	446,290	1,765,043	1,318,753
Sales Tax Payable	0	(1,193)	1,193
Use Tax Payable	0	25	(25)
Total Tax Payable	0	(1,168)	(1,168)
Long-Term Liabilities			
Operating Lease Liability	380,707	0	380,707
Total Long Term Liabilities	380,707	0	(380,707)
Total Liabilities	826,997	1,763,875	936,878
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	7,372,616	5,187,398	2,185,218
Net Income	63,332	1,350,842	(1,287,510)
Total Equity	7,434,397	6,555,733	(878,664)

Balance Sheet - PY Comparison

North Lake Tahoe Resort
Association

For the Eight Months Ending Thursday, February 29, 2024

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	YTD		
	Feb 2024	Feb 2023	
	2023	2022	Variance
Liabilities & Shareholder Equity	<u>\$8,261,394</u>	<u>\$8,319,608</u>	<u>\$58,214</u>

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

Ranges:

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

User-Defined 1: First - Last
 Posting Date: First - 2/29/2024
 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: 2/29/2024 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
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY	User-Defined 1:			
14	\$345.00	\$345.00	\$0.00	\$0.00	\$0.00	
ADAM WILSON	ADAM WILSON		User-Defined 1:			
19	\$1,637.42	\$1,637.42	\$0.00	\$0.00	\$0.00	
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY	User-Defined 1:			
38	\$113.40	\$0.00	\$113.40	\$0.00	\$0.00	
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY	User-Defined 1:			
38	\$1,485.00	\$1,485.00	\$0.00	\$0.00	\$0.00	
AUGUSTINEIDEAS	D. Augustine & Associates	PRIMARY	User-Defined 1:			
39	\$3,833.33	\$3,833.33	\$0.00	\$0.00	\$0.00	
CAL CHAMBER PRO	Cal Chamber Product Services	PRIMARY	User-Defined 1:			
1	\$280.00	\$280.00	\$0.00	\$0.00	\$0.00	
CHICOBAG	ChicoBag		User-Defined 1:			
3	\$10,584.64	\$10,584.64	\$0.00	\$0.00	\$0.00	
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY	User-Defined 1:			
79	\$350.97	\$350.97	\$0.00	\$0.00	\$0.00	
CRISTINA HENNES	Cristina Hennessey		User-Defined 1:			
7	\$180.00	\$180.00	\$0.00	\$0.00	\$0.00	
GRANLIBAKKEN MA	Granlibakken Management Company, Ltd.	PRIMARY	User-Defined 1:			
17	\$2,587.04	\$2,587.04	\$0.00	\$0.00	\$0.00	
JOHNSON CONTROL	Johnson Controls Fire Protection LP	PRIMARY	User-Defined 1:			
37	\$139.42	\$139.42	\$0.00	\$0.00	\$0.00	
JVP COMM	JVP Communications, LLC	PRIMARY	User-Defined 1:			
35	\$6,300.00	\$6,300.00	\$0.00	\$0.00	\$0.00	
KRISTINE BRANJE	Kristine Branje		User-Defined 1:			
1	\$60.00	\$60.00	\$0.00	\$0.00	\$0.00	
MARYLOU SILL	Marylou Sill		User-Defined 1:			
1	\$170.00	\$170.00	\$0.00	\$0.00	\$0.00	
NORTH TAHOE FAN	North Tahoe Fan Club		User-Defined 1:			
1	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00	
OFFICE BOSS	The Office Boss*	PRIMARY	User-Defined 1:			
70	\$2,403.30	\$2,403.30	\$0.00	\$0.00	\$0.00	

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Vendor ID:	Name:	Class ID:	User-Defined 1:			
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Vendor ID: PETE BILLETER	Name: Pete Billeter					
Voucher(s): 6	Aged Totals:	\$2,029.00	\$2,029.00	\$0.00	\$0.00	\$0.00
Vendor ID: SDBX	Name: SDBX Studio, LLC.					
Voucher(s): 39	Aged Totals:	\$13,240.00	\$13,240.00	\$0.00	\$0.00	\$0.00
Vendor ID: SEC LOCK&ALARM	Name: Security Lock and Alarm, Inc.					
Voucher(s): 17	Aged Totals:	\$156.50	\$156.50	\$0.00	\$0.00	\$0.00
Vendor ID: STEPHEN'S	Name: Stephen's Farmhouse					
Voucher(s): 7	Aged Totals:	\$59.00	\$59.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIFT COMMUNICA	Name: SWIFT COMMUNICATIONS, CA					
Voucher(s): 5	Aged Totals:	\$340.00	\$340.00	\$0.00	\$0.00	\$0.00
Vendor ID: SWIGARD'S	Name: Swigard's True Value Hardware, Inc.*					
Voucher(s): 45	Aged Totals:	\$36.43	\$36.43	\$0.00	\$0.00	\$0.00
Vendor ID: TAHOE ART HAUS	Name: Tahoe Art Haus & Cinema					
Voucher(s): 9	Aged Totals:	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
Vendor ID: TCDA	Name: Tahoe City Downtown Association*					
Voucher(s): 35	Aged Totals:	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00
Vendor ID: ULINE	Name: Uline					
Voucher(s): 11	Aged Totals:	\$206.15	\$206.15	\$0.00	\$0.00	\$0.00
Vendor ID: VOGELAAR, DALE	Name: Vogelaar, Dale					
Voucher(s): 3	Aged Totals:	\$203.01	\$203.01	\$0.00	\$0.00	\$0.00
Vendor ID: WONDERGRASS	Name: Wondergrass California, LLC					
Voucher(s): 1	Aged Totals:	\$32,500.00	\$32,500.00	\$0.00	\$0.00	\$0.00

Vendor Totals:	<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>
	27	\$80,389.61	\$80,276.21	\$113.40	\$0.00	\$0.00

PL - Budget vs Actual

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

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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	208,389	208,389	328,789	3,636,467	3,367,591	268,876	4,149,356
Chamber Revenue - Member...	0	2,083	14,487	33,491	16,667	16,824	38,545
Retail Revenue	5,043	5,200	1,960	96,236	41,600	54,636	64,001
Revenue - Other	0	0	0	705	0	705	0
Revenue - Interest & Investm...	10,732	0	65	33,823	0	33,823	125
Total Revenues	224,164	215,672	345,301	3,800,722	3,425,857	374,865	4,252,026
Cost of Goods Sold	18,201	2,600	1,110	63,226	20,800	42,426	27,782
Freight & Shipping Costs	0	0	91	663	0	663	554
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	0	819	0	819	524
Total Cost of Goods S...	18,201	2,600	1,201	64,708	20,800	43,908	28,873
Gross Profit	205,963	213,072	344,100	3,736,014	3,405,057	330,957	4,223,153
Operating Expenses							
Salaries & Wage Expense	130,229	179,948	102,464	1,199,213	1,430,636	(231,423)	799,911
Rent & Utilities	15,223	27,337	14,222	129,697	220,440	(90,743)	117,045
Repairs & Maintenance	3,810	8,121	6,068	25,227	64,964	(39,737)	18,558
Telephone & Internet	150	747	217	7,956	5,977	1,980	5,630
Supplies & Mail	1,965	2,964	10,317	46,535	26,212	20,323	57,027
Taxes, Licenses, Fees	(1,584)	12,133	1,314	37,091	100,067	(62,976)	18,871
Credit Card Fees	0	0	39	1,818	0	1,818	834
Dues & Subscriptions	9,819	1,803	834	32,481	14,851	17,629	20,367
Insurance/Bonding	306	1,300	2,365	6,816	10,400	(3,584)	12,922
Associate Relations	0	0	0	5	0	5	5,050
Staff Expenses	1,690	2,990	0	21,511	23,920	(2,409)	12,031
Board Functions	5,701	2,080	3,458	24,847	16,640	8,207	27,534
Professional Fees	2,905	12,047	13,579	64,352	101,373	(37,022)	126,171
Equipment Support & Mainten...	4,569	0	365	30,380	3,500	26,880	17,314
Equipment Rental/Leasing	0	0	0	0	0	0	2,666
Depreciation	808	0	153	2,393	0	2,393	1,222
Event Sponsorships	55,000	53,750	126,387	218,020	412,500	(194,480)	130,842
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	73,217	76,268	73,257	1,029,839	1,072,749	(42,910)	1,029,879
Non-NLTMC Marketing	5,547	0	15,590	36,763	7,000	29,763	76,797
In-Market/Tourism	7,096	12,700	22,845	80,649	107,100	(26,451)	75,468
Media/Collateral/Production	26,661	35,418	0	147,629	283,344	(135,715)	7,468
Business Assn Grant Funding	20,000	29,167	0	317,815	313,225	4,590	302,550
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	0	0	0	30,000	2,583,000	(2,553,000)	0
Chamber Activities	3,869	33,333	0	28,803	266,667	(237,863)	0
Chamber Activities - Member...	0	0	0	13	0	13	4,750
Chamber Marketing	3,219	6,667	0	8,197	73,333	(65,137)	0
Chamber Activities - Commun...	0	0	0	(7,491)	0	(7,491)	0
Allocated Administrative Over...	0	0	0	0	7	(7)	0
Total Operating Expe...	370,200	498,771	393,472	3,670,558	7,137,905	(3,467,347)	2,872,311
Net Operating Income	(164,236)	(285,699)	(49,372)	65,457	(3,732,847)	3,798,304	1,350,842
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
Total Other Expense/...	0	0	0	2,125	0	2,125	0
Net Income	(164,236)	(285,699)	(49,372)	63,332	(3,732,847)	3,796,179	1,350,842

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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3/21/2024
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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	109,404	109,404	172,614	1,909,147	1,767,985	141,161	2,178,410
Revenue - Other	0	0	0	705	0	705	0
Total Revenues	109,404	109,404	172,614	1,909,852	1,767,985	141,866	2,178,410
Gross Profit	109,404	109,404	172,614	1,909,852	1,767,985	141,866	2,178,410
Operating Expenses							
Salaries & Wage Expense	32,787	41,452	4,519	247,773	331,613	(83,840)	170,379
Rent & Utilities	2,601	3,149	2,227	21,285	25,191	(3,906)	18,878
Repairs & Maintenance	0	2,500	0	0	20,000	(20,000)	0
Telephone & Internet	0	0	0	150	0	150	325
Supplies & Mail	0	633	646	5,529	5,061	467	1,053
Taxes, Licenses, Fees	0	0	1,199	609	0	609	1,379
Dues & Subscriptions	55	130	660	1,056	1,040	16	4,623
Associate Relations	0	0	0	0	0	0	63
Staff Expenses	0	277	0	2,635	2,219	417	398
Professional Fees	0	0	30	0	0	0	30
Equipment Support & Mainten...	0	0	0	112	0	112	0
Event Sponsorships	55,000	53,750	64,000	200,250	412,500	(212,250)	72,650
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	73,217	76,268	73,257	1,029,839	1,072,749	(42,910)	1,029,879
Non-NLTMC Marketing	5,547	0	15,115	36,763	7,000	29,763	67,053
In-Market/Tourism	7,096	12,700	22,845	78,156	102,100	(23,944)	62,719
Media/Collateral/Production	22,215	35,418	0	142,712	283,344	(140,632)	6,155
Grant Funding - Sponsorship	0	0	0	30,000	135,000	(105,000)	0
Chamber Activities	3,869	33,333	0	28,803	266,667	(237,863)	0
Chamber Marketing	3,219	6,667	0	8,197	73,333	(65,137)	0
Chamber Activities - Commun...	0	0	0	229	0	229	0
Allocated Administrative Over...	0	20,840	25,921	389,765	166,723	223,042	412,905
Total Operating Expe...	205,606	287,117	210,420	2,223,863	2,904,541	(680,678)	1,849,895
Net Operating Income	(96,202)	(177,712)	(37,806)	(314,011)	(1,136,556)	822,544	328,515
Other Expense/<Inco...							
Net Income	(96,202)	(177,712)	(37,806)	(314,011)	(1,136,556)	822,544	328,515

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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3/21/2024
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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	30,842	30,842	48,661	538,197	498,403	39,794	614,105
Total Revenues	30,842	30,842	48,661	538,197	498,403	39,794	614,105
Gross Profit	30,842	30,842	48,661	538,197	498,403	39,794	614,105
Operating Expenses							
Salaries & Wage Expense	4,739	5,440	17,753	37,131	43,518	(6,388)	27,122
Rent & Utilities	463	219	396	3,700	1,752	1,949	3,232
Supplies & Mail	0	147	0	0	1,179	(1,179)	134
Dues & Subscriptions	0	17	0	0	139	(139)	0
Staff Expenses	0	147	0	0	1,179	(1,179)	0
Event Sponsorships	0	0	50,000	16,270	0	16,270	25,000
Business Assn Grant Funding	16,000	23,333	0	254,252	266,559	(12,307)	79,892
Grant Funding - Sponsorship	0	0	0	0	1,646,584	(1,646,584)	0
Allocated Administrative Over...	0	11,604	9,575	69,572	92,833	(23,261)	23,979
Total Operating Expe...	21,202	40,908	77,724	380,925	2,053,741	(1,672,816)	159,359
Net Operating Income	9,640	(10,067)	(29,063)	157,272	(1,555,338)	1,712,610	454,746
Other Expense/<Inco...							
Net Income	9,640	(10,067)	(29,063)	157,272	(1,555,338)	1,712,610	454,746

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	15,212	15,212	24,002	265,464	245,834	19,630	302,904
Retail Revenue	5,043	5,200	1,960	96,236	41,600	54,636	64,001
Total Revenues	20,255	20,412	25,962	361,701	287,434	74,267	366,905
Cost of Goods Sold	18,201	2,600	1,110	63,226	20,800	42,426	27,782
Freight & Shipping Costs	0	0	91	663	0	663	554
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	0	819	0	819	524
Total Cost of Goods S...	18,201	2,600	1,201	64,708	20,800	43,908	28,873
Gross Profit	2,054	17,812	24,761	296,993	266,634	30,358	338,032
Operating Expenses							
Salaries & Wage Expense	14,788	24,084	33,511	146,656	192,676	(46,020)	135,923
Rent & Utilities	7,456	18,579	6,650	59,525	148,630	(89,105)	53,660
Repairs & Maintenance	2,029	383	0	2,029	3,064	(1,035)	36
Telephone & Internet	0	0	0	50	0	50	200
Supplies & Mail	1,490	494	760	12,941	3,952	8,989	4,065
Taxes, Licenses, Fees	(6,141)	0	30	450	0	450	133
Credit Card Fees	0	0	0	1,311	0	1,311	606
Dues & Subscriptions	0	17	0	0	139	(139)	0
Associate Relations	0	0	0	0	0	0	118
Staff Expenses	203	373	0	2,206	2,981	(776)	744
Equipment Rental/Leasing	0	0	0	0	0	0	139
Depreciation	570	0	0	570	0	570	0
Grant Funding - Sponsorship	0	0	0	0	27,000	(27,000)	0
Allocated Administrative Over...	0	3,110	5,774	64,722	24,881	39,841	60,434
Total Operating Expe...	20,395	47,040	46,725	290,459	403,322	(112,863)	256,057
Net Operating Income	(18,341)	(29,228)	(21,964)	6,533	(136,688)	143,222	81,974
Other Expense/<Inco...							
Net Income	(18,341)	(29,228)	(21,964)	6,533	(136,688)	143,222	81,974

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	<u>Feb 2024</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							
Revenues	11,461	11,461	18,083	200,004	185,217	14,786	228,214
Total Revenues	11,461	11,461	18,083	200,004	185,217	14,786	228,214
Gross Profit	11,461	11,461	18,083	200,004	185,217	14,786	228,214
Operating Expenses							
Salaries & Wage Expense	12,669	10,490	30,598	111,982	83,920	28,062	40,149
Rent & Utilities	539	1,105	464	4,315	8,840	(4,525)	3,787
Telephone & Internet	0	0	0	125	0	125	175
Supplies & Mail	0	234	0	524	1,872	(1,348)	268
Dues & Subscriptions	0	17	0	1,989	139	1,851	2,730
Associate Relations	0	0	0	5	0	5	500
Staff Expenses	0	173	0	4,219	1,387	2,832	138
Board Functions	0	0	0	515	0	515	0
Professional Fees	0	0	0	2,638	0	2,638	0
Event Sponsorships	0	0	0	1,500	0	1,500	500
Non-NLTMC Marketing	0	0	0	0	0	0	9,150
Business Assn Grant Funding	4,000	5,833	0	63,563	46,667	16,896	222,658
Grant Funding - Sponsorship	0	0	0	0	135,000	(135,000)	0
Chamber Activities - Member...	0	0	0	13	0	13	4,750
Chamber Activities - Commun...	0	0	0	(7,720)	0	(7,720)	0
Allocated Administrative Over...	0	1,952	4,364	45,733	15,618	30,115	51,116
Total Operating Expe...	17,209	19,805	35,426	229,400	293,442	(64,041)	335,921
Net Operating Income	(5,748)	(8,344)	(17,343)	(29,397)	(108,224)	78,827	(107,706)
Other Expense/<Inco...							
Net Income	(5,748)	(8,344)	(17,343)	(29,397)	(108,224)	78,827	(107,706)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	15,838	15,838	24,988	276,373	255,937	20,436	315,352
Total Revenues	15,838	15,838	24,988	276,373	255,937	20,436	315,352
Gross Profit	15,838	15,838	24,988	276,373	255,937	20,436	315,352
Operating Expenses							
Salaries & Wage Expense	6,104	19,029	26,188	46,920	152,234	(105,314)	35,557
Rent & Utilities	665	511	569	5,316	4,088	1,228	4,650
Supplies & Mail	0	195	0	0	1,560	(1,560)	134
Dues & Subscriptions	0	17	0	0	139	(139)	0
Staff Expenses	0	104	0	0	832	(832)	0
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	0	0	0	0	522,417	(522,417)	0
Allocated Administrative Over...	0	4,363	3,759	4,215	34,904	(30,689)	8,999
Total Operating Expe...	6,769	24,219	30,516	206,451	716,172	(509,722)	49,340
Net Operating Income	9,069	(8,382)	(5,528)	69,922	(460,235)	530,158	266,011
Other Expense/<Inco...							
Net Income	9,069	(8,382)	(5,528)	69,922	(460,235)	530,158	266,011

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:06 Sustainability/Mitigation

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 3/21/2024
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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	6,877	6,877	10,850	120,004	111,130	8,874	136,928
Total Revenues	6,877	6,877	10,850	120,004	111,130	8,874	136,928
Gross Profit	6,877	6,877	10,850	120,004	111,130	8,874	136,928
Operating Expenses							
Salaries & Wage Expense	6,104	7,079	26,188	46,920	56,634	(9,714)	35,557
Rent & Utilities	533	365	458	4,262	2,920	1,342	3,884
Supplies & Mail	0	134	0	0	1,075	(1,075)	134
Dues & Subscriptions	0	17	0	0	139	(139)	0
Staff Expenses	0	104	0	0	832	(832)	0
Event Sponsorships	0	0	12,387	0	0	0	32,692
Grant Funding - Sponsorship	0	0	0	0	117,000	(117,000)	0
Allocated Administrative Over...	0	1,190	5,484	13,788	9,517	4,272	14,482
Total Operating Expe...	6,637	8,889	44,517	64,970	188,115	(123,146)	86,748
Net Operating Income	240	(2,013)	(33,667)	55,034	(76,985)	132,019	50,180
Other Expense/<Inco...							
Net Income	240	(2,013)	(33,667)	55,034	(76,985)	132,019	50,180

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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3/21/2024
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	<u>Feb 2024</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							
Revenues	10,419	10,419	16,439	181,822	168,380	13,442	207,468
Revenue - Interest & Investm...	10,732	0	0	33,757	0	33,757	0
Total Revenues	21,151	10,419	16,439	215,578	168,380	47,199	207,468
Gross Profit	21,151	10,419	16,439	215,578	168,380	47,199	207,468
Operating Expenses							
Taxes, Licenses, Fees	10	0	0	30	0	30	0
Allocated Administrative Over...	68,315	58,392	19,696	99,253	467,133	(367,880)	111,317
Total Operating Expe...	68,325	58,392	19,696	99,283	467,133	(367,850)	111,317
Net Operating Income	(47,174)	(47,972)	(3,257)	116,295	(298,754)	415,049	96,151
Other Expense/<Inco...							
Net Income	(47,174)	(47,972)	(3,257)	116,295	(298,754)	415,049	96,151

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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	Feb 2024		Prior Y...	Fiscal 2023/234 Y...		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,168	4,168	6,576	72,728	67,352	5,376	82,987
Total Revenues	4,168	4,168	6,576	72,728	67,352	5,376	82,987
Gross Profit	4,168	4,168	6,576	72,728	67,352	5,376	82,987
Operating Expenses							
Taxes, Licenses, Fees	3,772	10,400	0	26,954	83,200	(56,246)	7,167
Total Operating Expe...	3,772	10,400	0	26,954	83,200	(56,246)	7,167
Net Operating Income	396	(6,232)	6,576	45,774	(15,848)	61,622	75,821
Other Expense/<Inco...							
Net Income	396	(6,232)	6,576	45,774	(15,848)	61,622	75,821

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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	Feb 2024		Prior Y...	Fiscal 2023/234 Y...		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,168	4,168	6,576	72,728	67,352	5,376	82,987
Revenue - Interest & Investm...	0	0	0	0	0	0	60
Total Revenues	4,168	4,168	6,576	72,728	67,352	5,376	83,047
Gross Profit	4,168	4,168	6,576	72,728	67,352	5,376	83,047
Operating Expenses							
Rent & Utilities	0	0	0	0	0	0	487
Dues & Subscriptions	0	0	0	0	430	(430)	430
Allocated Administrative Over...	0	0	0	0	0	0	57
Total Operating Expe...	0	0	0	0	430	(430)	974
Net Operating Income	4,168	4,168	6,576	72,728	66,922	5,806	82,073
Other Expense/<Inco...							
Net Income	4,168	4,168	6,576	72,728	66,922	5,806	82,073

PL - Budget vs Actual

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

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	<u>Feb 2024</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 Expenses							
Salaries & Wage Expense	10,883	0	(20)	92,339	53	92,286	0
Telephone & Internet	0	0	0	25	0	25	0
Dues & Subscriptions	652	0	0	3,262	0	3,262	0
Staff Expenses	0	0	0	205	0	205	0
Board Functions	0	0	0	515	0	515	0
Professional Fees	0	0	0	2,638	0	2,638	0
Allocated Administrative Over...	0	0	0	0	7	(7)	29
Total Operating Expe...	11,535	0	(20)	98,984	60	98,924	29
Net Operating Income	(11,535)	0	20	(98,984)	(60)	(98,924)	(29)
Other Expense/<Inco...							
Net Income	(11,535)	0	20	(98,984)	(60)	(98,924)	(29)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Feb 2024		Prior Y...	Fiscal 2023/234 Y...		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	0	2,083	14,487	33,491	16,667	16,824	38,545
Total Revenues	0	2,083	14,487	33,491	16,667	16,824	38,545
Gross Profit	0	2,083	14,487	33,491	16,667	16,824	38,545
Operating Expenses							
Salaries & Wage Expense	0	0	(71,226)	450	0	450	0
Rent & Utilities	0	0	0	0	0	0	158
Telephone & Internet	0	0	0	0	0	0	780
Taxes, Licenses, Fees	0	0	0	50	0	50	0
Staff Expenses	0	0	0	0	0	0	71
Board Functions	0	0	0	520	0	520	0
In-Market/Tourism	0	0	0	0	0	0	113
Allocated Administrative Over...	0	0	0	0	0	0	14,255
Total Operating Expe...	0	0	(71,226)	1,020	0	1,020	15,378
Net Operating Income	0	2,083	85,713	32,471	16,667	15,804	23,168
Other Expense/<Inco...							
Net Income	0	2,083	85,713	32,471	16,667	15,804	23,168

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

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	<u>Feb 2024</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 Expenses							
Salaries & Wage Expense	4,304	2,000	0	41,745	7,000	34,745	0
Supplies & Mail	0	0	0	0	2,500	(2,500)	0
Taxes, Licenses, Fees	0	0	0	0	3,000	(3,000)	0
Professional Fees	0	0	0	1,425	5,000	(3,575)	0
Equipment Support & Mainten...	0	0	0	0	3,500	(3,500)	0
In-Market/Tourism	0	0	0	2,494	5,000	(2,506)	0
Media/Collateral/Production	4,446	0	0	4,918	0	4,918	0
Total Operating Expe...	8,751	2,000	0	50,581	26,000	24,581	0
Net Operating Income	(8,751)	(2,000)	0	(50,581)	(26,000)	(24,581)	0
Other Expense/<Inco...							
Net Income	(8,751)	(2,000)	0	(50,581)	(26,000)	(24,581)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Feb 2024		Prior Y...	Fiscal 2023/234 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	65	67	0	67	65
Total Revenues	0	0	65	67	0	67	65
Gross Profit	0	0	65	67	0	67	65
Operating Expenses							
Salaries & Wage Expense	37,849	70,374	34,953	427,297	562,988	(135,691)	355,225
Rent & Utilities	2,967	3,409	3,458	31,294	29,019	2,274	28,308
Repairs & Maintenance	1,781	5,238	6,068	23,198	41,900	(18,702)	18,521
Telephone & Internet	150	747	217	7,606	5,977	1,630	4,149
Supplies & Mail	475	1,127	8,910	27,542	9,013	18,528	51,239
Taxes, Licenses, Fees	775	1,733	85	8,998	13,867	(4,869)	10,193
Credit Card Fees	0	0	39	506	0	506	229
Dues & Subscriptions	9,112	1,586	174	26,174	12,688	13,486	12,584
Insurance/Bonding	306	1,300	2,365	6,816	10,400	(3,584)	12,922
Associate Relations	0	0	0	0	0	0	4,369
Staff Expenses	1,487	1,811	0	12,245	14,491	(2,245)	10,681
Board Functions	5,701	2,080	3,458	23,297	16,640	6,657	27,534
Professional Fees	2,905	12,047	13,549	57,652	96,373	(38,722)	126,141
Equipment Support & Mainten...	4,569	0	365	30,268	0	30,268	17,314
Equipment Rental/Leasing	0	0	0	0	0	0	2,527
Depreciation	239	0	153	1,823	0	1,823	1,222
Non-NLTMC Marketing	0	0	475	0	0	0	595
In-Market/Tourism	0	0	0	0	0	0	12,636
Media/Collateral/Production	0	0	0	0	0	0	1,313
Allocated Administrative Over...	(68,315)	(101,451)	(74,573)	(687,048)	(811,608)	124,560	(697,573)
Total Operating Expe...	0	0	(305)	(2,332)	1,748	(4,080)	126
Net Operating Income	0	0	370	2,398	(1,748)	4,147	(61)
Other Expense/<Inco...							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
Total Other Expense/...	0	0	0	2,125	0	2,125	0
Net Income	0	0	370	274	(1,748)	2,022	(61)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 29, 2024

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of February 29, 2024

	<u>Feb 29, 24</u>	<u>Feb 28, 23</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	591,015.27	622,912.52	-31,897.25	-5.1%
Total Checking/Savings	591,015.27	622,912.52	-31,897.25	-5.1%
Accounts Receivable				
1200-00 · Accounts Receivable	25,000.00	3,551.34	21,448.66	604.0%
Total Accounts Receivable	25,000.00	3,551.34	21,448.66	604.0%
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	616,115.27	626,563.86	-10,448.59	-1.7%
Other Assets				
1400-00 · Prepaid Expenses	37,748.42	41,830.85	-4,082.43	-9.8%
Total Other Assets	37,748.42	41,830.85	-4,082.43	-9.8%
TOTAL ASSETS	<u>653,863.69</u>	<u>668,394.71</u>	<u>-14,531.02</u>	<u>-2.2%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	198,222.43	98,706.60	99,515.83	100.8%
Total Accounts Payable	198,222.43	98,706.60	99,515.83	100.8%
Total Current Liabilities	198,222.43	98,706.60	99,515.83	100.8%
Total Liabilities	198,222.43	98,706.60	99,515.83	100.8%
Equity				
32000 · Unrestricted Net Assets	199,355.75	86,764.32	112,591.43	129.8%
Net Income	256,285.51	482,923.79	-226,638.28	-46.9%
Total Equity	455,641.26	569,688.11	-114,046.85	-20.0%
TOTAL LIABILITIES & EQUITY	<u>653,863.69</u>	<u>668,394.71</u>	<u>-14,531.02</u>	<u>-2.2%</u>

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03/20/24

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of February 29, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Travel Nevada	0.00	0.00	10,000.00	0.00	0.00	10,000.00
Visit California*	0.00	15,000.00	0.00	0.00	0.00	15,000.00
TOTAL	<u>0.00</u>	<u>15,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>25,000.00</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
 As of February 29, 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	51,750.06	0.00	0.00	0.00	51,750.06
Crux Events	0.00	7,331.50	0.00	0.00	0.00	7,331.50
Fallon Multimedia	4,250.00	0.00	4,250.00	0.00	0.00	8,500.00
MAHK Advertising	42,725.28	51,782.44	0.00	0.00	0.00	94,507.72
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
Sterling Valley Systems, Inc.	8,440.75	0.00	0.00	0.00	0.00	8,440.75
Travel North Tahoe Nevada	0.00	2,692.40	0.00	0.00	0.00	2,692.40
TOTAL	<u>80,416.03</u>	<u>113,556.40</u>	<u>4,250.00</u>	<u>0.00</u>	<u>0.00</u>	<u>198,222.43</u>

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

	Feb 24	Feb 23	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	73,217.00	73,217.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	152,383.00	164,883.00	-12,500.00	-7.6%
Gross Profit	152,383.00	164,883.00	-12,500.00	-7.6%
Expense				
5000-00 · CONSUMER MARKETING				
5002-00 · Consumer Print	6,000.00	6,000.00	0.00	0.0%
5002-01 · Native Display	8,500.00	0.00	8,500.00	100.0%
5004-00 · Trip Advisor	6,851.36	5,357.97	1,493.39	27.9%
5005-00 · Paid Social	4,028.26	2,777.45	1,250.81	45.0%
5005-01 · Digital Display / Retargeting	4,259.33	2,818.16	1,441.17	51.1%
5007-00 · Creative Production				
5007-01 · Creative Production	3,892.50	7,821.77	-3,929.27	-50.2%
5007-02 · Website Production	2,830.07	0.00	2,830.07	100.0%
5007-03 · Photo/Video Creative	1,736.42	3,828.35	-2,091.93	-54.6%
5007-00 · Creative Production - Other	0.00	101.88	-101.88	-100.0%
Total 5007-00 · Creative Production	8,458.99	11,752.00	-3,293.01	-28.0%
5010-00 · Account Strategy & Management	8,500.00	8,500.00	0.00	0.0%
5018-00 · Media Commission	4,252.70	3,173.73	1,078.97	34.0%
5018-01 · Digital Ad Serving	83.63	44.69	38.94	87.1%
5020-00 · Search Engine Marketing	3,315.66	4,701.36	-1,385.70	-29.5%
Total 5000-00 · CONSUMER MARKETING	54,249.93	45,125.36	9,124.57	20.2%
5110-00 · LEISURE SALES				
5143-00 · Mountain Travel Symposium	-2,668.50	0.00	-2,668.50	-100.0%
5154-00 · Canada	2,600.00	5,200.00	-2,600.00	-50.0%
Total 5110-00 · LEISURE SALES	-68.50	5,200.00	-5,268.50	-101.3%
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	1,797.15	1,635.90	161.25	9.9%
5204-00 · Media Mission(s)	3,354.18	0.00	3,354.18	100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	1,000.00	-50.00	-5.0%
5207-00 · Content Campaigns/Tools-My Emma	289.00	0.00	289.00	100.0%
5208-01 · Int'l FAM Hard Cost	3,338.99	0.00	3,338.99	100.0%
5209-00 · Domestic Travel Media FAMS	415.30	0.00	415.30	100.0%
5210-00 · Content Dev - Newsletters	2,180.00	1,700.00	480.00	28.2%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%

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

	Feb 24	Feb 23	\$ Change	% Change
5218-00 · Crisis Communication / Training	0.00	6,540.00	-6,540.00	-100.0%
Total 5200-00 · PUBLIC RELATIONS	24,324.62	22,875.90	1,448.72	6.3%
6000-00 · CONFERENCE SALES				
6004-00 · Email	1,200.00	1,200.00	0.00	0.0%
6005-00 · Paid Media	3,905.16	3,104.00	801.16	25.8%
6007-00 · Creative Production	480.00	1,170.00	-690.00	-59.0%
6018-00 · MCC Media Commission	663.87	571.33	92.54	16.2%
6018-01 · MCC Digital Ad Serving	4.18	1.12	3.06	273.2%
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.33	29.17	5.0%
6152-00 · Client Events / Opportunities	0.00	200.00	-200.00	-100.0%
6153-00 · Chicago Sales Rep Support	1,189.68	0.00	1,189.68	100.0%
Total 6000-00 · CONFERENCE SALES	8,055.39	6,829.78	1,225.61	18.0%
6100-00 · TRADE SHOWS				
6116-00 · CalSAE Seasonal Spectacular	488.03	0.00	488.03	100.0%
6183-00 · Smart Meetings NorCal	110.78	0.00	110.78	100.0%
Total 6100-00 · TRADE SHOWS	598.81	0.00	598.81	100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	269.99	0.00	269.99	100.0%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	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%
8700-00 · Automobile Expense*	339.92	0.00	339.92	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	28,294.93	1,921.66	26,373.27	1,372.4%
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	0.00	5.00	100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	4,173.00	2,500.00	1,673.00	66.9%
Total 8000-00 · WEBSITE CONTENT & MAINTENAN...	15,928.00	14,250.00	1,678.00	11.8%
Total Expense	131,383.18	96,202.70	35,180.48	36.6%
Net Income	20,999.82	68,680.30	-47,680.48	-69.4%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2024

Accrual Basis

	Feb 24	Budget	Jul '23 - Feb 24	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	633,328.00	633,333.36	950,000.04
4001-00 · NLTRA Funding	73,217.00	73,217.00	1,029,839.00	1,029,839.00	1,440,000.00
Total Income	152,383.00	152,383.67	1,663,167.00	1,663,172.36	2,390,000.04
Gross Profit	152,383.00	152,383.67	1,663,167.00	1,663,172.36	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	22,123.88	22,124.00	49,248.00
5002-00 · Consumer Print	6,000.00	6,930.00	21,560.00	19,425.00	19,425.00
5002-01 · Native Display	8,500.00	0.00	65,380.45	62,834.00	96,500.00
5004-00 · Trip Advisor	6,851.36	4,424.00	24,595.94	26,544.00	44,248.00
5005-00 · Paid Social	4,028.26	2,330.00	74,882.52	77,583.00	143,350.00
5005-01 · Digital Display / Retargeting	4,259.33	2,947.00	79,233.67	79,357.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	3,892.50	6,150.00	85,346.59	97,300.00	205,000.00
5007-02 · Website Production	2,830.07	1,500.00	34,212.44	43,000.00	50,000.00
5007-03 · Photo/Video Creative	1,736.42		30,258.81	20,837.25	20,837.25
Total 5007-00 · Creative Production	8,458.99	7,650.00	149,817.84	161,137.25	275,837.25
5010-00 · Account Strategy & Management	8,500.00	8,500.00	68,000.00	68,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	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	4,252.70	2,602.00	65,078.99	66,480.00	124,130.00
5018-01 · Digital Ad Serving	83.63	53.00	2,279.14	1,099.00	2,000.00
5020-00 · Search Engine Marketing	3,315.66	3,333.00	76,947.64	68,750.00	125,000.00
5022-00 · Email	0.00	0.00	20,005.01	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	54,249.93	38,769.00	782,019.50	803,016.25	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	480.00	0.00	1,440.00	1,920.00
5111-00 · FAMS - Domestic	0.00	0.00	88.80	3,000.00	6,000.00
5112-00 · Training / Sales Calls	0.00	0.00	12,703.29	7,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	0.00	7,500.00	10,000.00
5120-00 · Domestic - Trade Shows	0.00	1,000.00	1,698.00	2,500.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	3,000.00	5,152.68	3,000.00	6,000.00
5133-00 · Ski-Tops	0.00	0.00	0.00	1,000.00	3,000.00
5137-00 · Co-op Opportunities	0.00	0.00	2,135.50	15,000.00	20,000.00
5143-00 · Mountain Travel Symposium	-2,668.50	15,000.00	-26,246.78	15,000.00	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	1,800.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	27,525.00	27,000.00	36,000.00
5154-00 · Canada	2,600.00	2,600.00	20,800.00	20,800.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	0.00	0.00	4,648.53	2,500.00	12,500.00
Total 5110-00 · LEISURE SALES	-68.50	22,305.00	52,105.02	113,040.00	212,320.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,797.15	1,800.00	19,622.60	14,400.00	21,600.00
5204-00 · Media Mission(s)	3,354.18	4,000.00	7,138.89	6,000.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	7,600.00	7,600.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	289.00	0.00	1,810.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	0.00	0.00	6,000.00	12,000.00
5208-01 · Int'l FAM Hard Cost	3,338.99	0.00	10,899.96	0.00	0.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2024

Accrual Basis

	Feb 24	Budget	Jul '23 - Feb 24	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	415.30	0.00	6,280.24	9,000.00	16,000.00
5210-00 · Content Dev - Newsletters	2,180.00	1,700.00	12,860.00	13,600.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	500.00	0.00	1,500.00	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	0.00	2,250.00	22,107.53	33,500.00	42,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	2,649.06	2,649.06	3,532.08
5280-00 · PR Meals / Entertainment	0.00	500.00	0.00	750.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	24,324.62	23,700.00	189,368.28	198,399.06	294,732.08
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	0.00	3,738.99	4,996.00	7,996.00
6004-00 · Email	1,200.00	1,680.00	4,440.00	5,040.00	6,720.00
6005-00 · Paid Media	3,905.16	3,956.00	24,787.23	23,330.00	36,500.00
6006-00 · CVENT	0.00	0.00	12,131.61	10,700.00	10,700.00
6007-00 · Creative Production	480.00	0.00	19,477.62	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	663.87	675.71	5,646.37	5,584.83	7,864.23
6018-01 · MCC Digital Ad Serving	4.18	42.00	69.80	336.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	4,664.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.00	6,066.66	4,664.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	1,000.00	7,500.00	10,000.00
6153-00 · Chicago Sales Rep Support	1,189.68	0.00	3,289.68	3,750.00	5,000.00
Total 6000-00 · CONFERENCE SALES	8,055.39	7,519.71	80,657.96	85,284.83	134,276.23
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	0.00	135.07	4,500.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	488.03	0.00	4,459.24	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	4,000.00	4,545.61	10,000.00	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	0.00	0.00	5,500.00	7,000.00
6155-00 · Connect Trade Shows	0.00	0.00	4,783.62	10,000.00	10,000.00
6156-02 · Connect Chicago	0.00	0.00	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	110.78	0.00	6,210.78	7,000.00	7,000.00
Total 6100-00 · TRADE SHOWS	598.81	4,000.00	33,655.03	59,000.00	80,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	269.99	150.00	1,269.94	1,200.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	25,000.00	25,000.00	75,000.00	75,000.00	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	6,664.00	9,996.00
7004-00 · Research	2,685.02	2,850.00	22,005.03	30,800.00	42,200.00
7007-00 · Destimetrics / DMX	0.00	0.00	25,322.25	25,320.00	33,763.00
7008-00 · Opportunistic Funds	0.00	0.00	2,151.20	0.00	0.00
7009-00 · Tahoe Cam Usage	0.00	177.00	0.00	1,416.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	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	0.00	0.00	3,750.00	5,000.00
8700-00 · Automobile Expense*	339.92	150.00	1,421.91	1,200.00	1,800.00
8900-00 · bad debt	0.00	0.00	-999.00	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	28,294.93	29,160.00	131,588.03	154,239.00	218,072.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2024

Accrual Basis

	Feb 24	Budget	Jul '23 - Feb 24	YTD Budget	Annual Budget
8002-00 · Content Manager Contractor	4,250.00	4,250.00	34,000.00	34,000.00	51,000.00
8003-00 · Website Hosting Maintenance	5.00	0.00	1,692.00	1,602.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	60,576.49	60,000.00	90,000.00
8005-00 · Website SEO Strategy/Maint	4,173.00	4,060.00	33,155.00	32,480.00	48,720.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	15,928.00	15,810.00	129,423.49	128,082.00	191,856.00
Total Expense	131,383.18	141,263.71	1,406,881.49	1,541,061.14	2,585,950.56
Net Income	20,999.82	11,119.96	256,285.51	122,111.22	-195,950.52

COMMERCIAL CARD

Account Number XXXX XXXX XXXX 4849
 Account Name ANTHONY KARWOWSKI

Statement Date	Jan 28, 2024
Purchases	+74.52
Cash Advances	+0.00
Fees	+0.00
Adjustments	+0.00
Payments	-0.00
Closing Balance	\$74.52
Credit Limit	\$10,000.00

CONTACT	TOLL FREE CALLS US & CANADA	OUTSIDE US & CANADA (CALL COLLECT)
General Inquiries	1-855-825-9234	262-780-8662
Lost/Stolen Cards	1-844-227-0528	262-780-8662

Important Messages

All transactions have been billed to the Corporate Account statement. Call the phone number on the back of your card to gain the most accurate view of your available credit. The Corporate Account limit is shared among the Individual cards, other activity on the Corporate Account may cause your available credit to be lower than the amount displayed on this statement or online.

PERIOD COVERED BY THIS STATEMENT

Dec 29, 2023 - Jan 28, 2024

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Dec 28	Dec 29	WEST SHORE MARKET & DE TAHOE CITY CA	62.35
Dec 28	Dec 29	WEST SHORE MARKET & DE TAHOE CITY CA	12.17

Report any items which do not agree with your records within 30 days of the statement date.

COMMERCIAL CARD

Account Number XXXX XXXX XXXX 4849
 Account Name ANTHONY KARWOWSKI

Statement Date	Feb 28, 2024
Purchases	+2,374.19
Cash Advances	+0.00
Fees	+0.00
Adjustments	+0.00
Payments	-0.00
Closing Balance	\$2,374.19
Credit Limit	\$10,000.00

CONTACT	TOLL FREE CALLS US & CANADA	OUTSIDE US & CANADA (CALL COLLECT)
General Inquiries	1-855-825-9234	262-780-8662
Lost/Stolen Cards	1-844-227-0528	262-780-8662

Important Messages

All transactions have been billed to the Corporate Account statement. Call the phone number on the back of your card to gain the most accurate view of your available credit. The Corporate Account limit is shared among the Individual cards, other activity on the Corporate Account may cause your available credit to be lower than the amount displayed on this statement or online.

PERIOD COVERED BY THIS STATEMENT

Jan 29, 2024 - Feb 28, 2024

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Feb 1	Feb 5	PETE N PETERS TAHOE CITY CA	24.59
Feb 13	Feb 15	TST* SUGAR PINE CAKERY Tahoe City CA	51.60
Feb 15	Feb 16	CALIFORNIA TRAVEL ASSO WOODSIDE CA	999.00
Feb 20	Feb 21	EVENT* VISIT CALIFORNIA TYSONS CORNERVA	1,299.00

Report any items which do not agree with your records within 30 days of the statement date.

Order Information

Description: CVENT Transaction
Invoice Number 75NTB3MNX3R PO Number 2024 CalTravel Summit
Customer ID GRNK9V83KDJ

Billing Information

Anthony Karwowski
North Tahoe Community Alliance
100 North Lake Blvd
Tahoe City, CA 96145
USA
tony@northtahoecommunityalliance.com

Shipping Information

Total: \$999.00 (USD)

Payment Information

Date/Time: 15-Feb-2024 8:46:39 PST
Transaction ID: 120281335072
Payment Method: MasterCard xxx4849
Transaction Type: Purchase
Auth Code: 089484

Merchant Contact Information

CALIFORNIA TRAVEL ASSOCIATION
Redwood City, CA 94061
US
bnewton@caltravel.org

Tony Karwowski
North Tahoe Community Alliance
100 North Lake Blvd, Tahoe City

Outlook Forum & Winter Board Meeting

The Westin Rancho Mirage Golf Resort
& Spa

communications@visitcalifornia.com
VisitCalifornia

Confirmation Number: 9XNLQWHXLQB
tony@northtahoecommunityalliance.com

Invoice

of2024-022024-0370-0346

Order

GXNY544DFWZ

Invoice Date

February 20, 2024 / 9:48 AM
PT

Item	Price	Quantity	Amount
Outlook Forum & Winter Board Meeting 2024	\$1,299.00	1	\$1,299.00
Order Total:			\$1,299.00

Payment Instructions

Pay By Electronic Funds Transfer:

Please remit payment to the following:
Bank Name: PNC BANK, N.A.
Beneficiary Name: California Travel and Tourism Commission
Swift Code: PNCCUS33
Account Number: 3914708332
ACH Routing Number: 083009060
Wire Routing Number: 043000096

Pay By Check:

Please include the Confirmation Number and Invoice Number in the memo and send to:
Visit California
Attn: Finance Department
555 Capitol Mall, Ste 1100
Sacramento, CA 95814

For questions, please reach out via email at accountsreceivable@visitcalifornia.com.