



Finance Committee
Date: Wednesday April 24th, 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/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

- 2:00 p.m. 1. Call to Order – Establish Quorum
- 2:05 p.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 March 27th, 2024**
- 5. Review and Approval of Preliminary Financials:
 - a) Review Staff Report of Financial Performance
 - b) NLTRA 3/31/24 Financials Review (Motion)**
 - c) NLTMC 3/31/24 Financial Review

- | | | |
|-----------|-----|---|
| 2:30 p.m. | 7. | CEO Expense Report |
| 2:35 p.m. | 8. | Review of 24/25 preliminary budget presentation |
| 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 |



4/24/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for March 31,2024

Summary of preliminary NTCA financial results for March 31, 2024

- Accounts Receivable TBID –Includes the projected collection of March revenue and the remaining portion of February revenue. YTD revenue through January is over budget 6% and trailing prior year by 15%. Historically, March has been our largest revenue period. The results of collections for March revenue will not be known for two more months.
- Money Market – Consideration of additional funds to be transferred into this account will be made once we've completed our cashflow analysis of grant payments.
- 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 were paid to the Hub in April 2024
- 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 \$2m projected to be collected for February and March revenue.
- 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.
- Cost of Goods Sold – Includes an adjustment to true up COGS and Cash-in-Drawer

- Salaries & Wages – there were two pay periods in March.
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.
- Dues & Subscriptions – includes payment for our new chamber software platform.
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design.
- Chamber Activities & Marketing – Includes the new marketing consultant
- 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 March 31, 2024

- The mid-year reforecasting continues to spend down net income. YTD net income reduced to \$142k vs a budget of -\$29k. March net income was -\$115k verse a March budget of -\$151k .

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

March 31, 2024

Balance Sheet - PY Comparison

For the Nine Months Ending Sunday, March 31, 2024

North Lake Tahoe Resort Association

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	YTD		
	Mar 2024	Mar 2023	
	Fiscal 23/2024	Fiscal 22/2023	Variance
Current Assets			
Cash - TBID Disbursements	23,105	1,530,755	1,507,650
Cash - TBID Funding	2,476,978	5,082,519	2,605,540
Payroll	63,098	0	(63,098)
Money Market	4,055,477	0	(4,055,477)
Cash Flow Reserve	101,446	101,192	(254)
Marketing Reserve	50,505	50,424	(81)
Payroll Reserve	45,702	46,429	727
Cash in Drawer	705	4,633	3,928
Petty Cash	136	158	22
Accounts Receivable	1,088	5,000	3,912
Accounts Receivable - TBID	2,125,708	1,071,978	(1,053,730)
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	25,368	25,642	274
Gift Cards Outstanding	0	18	18
Prepaid Expenses	41,962	237,238	195,276
Prepaid Postage	100	100	0
Prepaid Insurance	306	306	0
Deposits	0	1,672	1,672
Total Current Assets	9,014,538	8,202,448	(812,090)
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	(4,896)	(6,430)	(1,534)
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	507,256	0	(507,256)
Total Fixed Assets	550,976	4,583	(546,393)
Total Assets	\$9,565,515	\$8,207,032	(\$1,358,483)
Liabilities			
Current Liabilities			
Accounts Payable	13,714	15,266	(1,552)
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	5,812	(5,812)
Accrued Expenses	1,460	69,417	(67,957)
Deferred Revenue - Membership Dues	5,687	2,489	3,198
Due To/From BOTW CC	50	1,927	(1,877)
Due To/From County	0	1,360,485	(1,360,485)
Due To/From TBID	0	132,453	(132,453)
Operating Lease Liability	158,593	0	158,593
<i>Suspense (may include rounding)</i>	<i>(236)</i>	<i>(12,252)</i>	<i>12,016</i>
Total Current Liabilities	381,768	1,696,281	1,314,513
Sales & Use Tax Payable	367	0	367
Total Tax Payable	367	0	(367)
Long-Term Liabilities			
Operating Lease Liability	367,265	0	367,265
Total Long Term Liabilities	367,265	0	(367,265)
Total Liabilities	749,400	1,696,281	946,881
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	7,372,616	5,187,398	2,185,218
Net Income	1,445,050	1,305,860	139,190
Total Equity	8,816,115	6,510,751	(2,305,364)
Liabilities & Shareholder Equity	\$9,565,515	\$8,207,032	(\$1,358,483)

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 - 3/31/2024
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 3/31/2024

Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info
 Sorted By: Vendor ID
 Due Date
 Print Currency In: Functional (Z-US\$)

Vendor ID:	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:			
20						
		\$1,200.00	\$1,200.00	\$0.00	\$0.00	\$0.00
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY	User-Defined 1:			
42						
		\$268.42	\$268.42	\$0.00	\$0.00	\$0.00
ANTHONY KARWOW	Anthony Karwowski	PRIMARY	User-Defined 1:			
40						
		\$134.84	\$134.84	\$0.00	\$0.00	\$0.00
CRISTINA HENNES	Cristina Hennessey		User-Defined 1:			
9						
		\$180.00	\$180.00	\$0.00	\$0.00	\$0.00
GROWTHZONE & CH	GrowthZone & Chambermaster	PRIMARY	User-Defined 1:			
41						
		\$397.87	\$397.87	\$0.00	\$0.00	\$0.00
MCCLINTOCK	McClintock Accountancy	PRIMARY	User-Defined 1:			
26						
		\$1,008.00	\$1,008.00	\$0.00	\$0.00	\$0.00
PORTER SIMON*	Porter Simon*	PRIMARY	User-Defined 1:			
38						
		\$1,300.00	\$1,300.00	\$0.00	\$0.00	\$0.00
SNAP	Sierra Nevada Ad Partners	PRIMARY	User-Defined 1:			
42						
		\$7,612.62	\$7,612.62	\$0.00	\$0.00	\$0.00
TAHOE ART HAUS	Tahoe Art Haus & Cinema	PRIMARY	User-Defined 1:			
13						
		\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
TARA HETZ	TARA HETZ		User-Defined 1:			
11						
		\$167.67	\$167.67	\$0.00	\$0.00	\$0.00
TTSD	Tahoe Truckee Sierra Disposal*	PRIMARY	User-Defined 1:			
34						
		\$579.70	\$579.70	\$0.00	\$0.00	\$0.00
WELSS FARGO	Wells Fargo Financial Leasing	PRIMARY	User-Defined 1:			
39						
		\$365.01	\$365.01	\$0.00	\$0.00	\$0.00
Vendor Totals:		12	\$13,714.13	\$13,714.13	\$0.00	\$0.00

PL - Budget vs Actual

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

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,841,925	1,841,915	368,101	5,478,392	5,209,505	268,887	4,517,457
Chamber Revenue - Member...	2,046	2,083	4,416	35,537	18,750	16,787	42,961
Retail Revenue	5,067	5,200	632	101,304	46,800	54,504	64,633
Revenue - Other	0	0	0	705	0	705	0
Revenue - Interest & Investm...	12,005	0	28	45,828	0	45,828	153
Total Revenues	1,861,043	1,849,198	373,177	5,661,766	5,275,055	386,710	4,625,203
Cost of Goods Sold	(10,621)	2,600	1,014	52,606	23,400	29,206	28,796
Freight & Shipping Costs	0	0	5	663	0	663	559
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...	(10,621)	2,600	1,019	54,087	23,400	30,687	29,892
Gross Profit	1,871,664	1,846,598	372,158	5,607,678	5,251,655	356,023	4,595,311
Operating Expenses							
Salaries & Wage Expense	144,670	179,948	129,623	1,343,883	1,610,584	(266,701)	929,534
Rent & Utilities	19,784	29,301	18,141	149,481	249,741	(100,260)	135,186
Repairs & Maintenance	1,077	8,122	10,184	26,304	73,086	(46,782)	28,741
Telephone & Internet	1,767	747	1,118	9,723	6,724	2,999	6,748
Supplies & Mail	7,267	2,964	16,160	53,802	29,176	24,626	73,187
Taxes, Licenses, Fees	16,924	12,133	3,261	54,099	112,200	(58,101)	22,132
Credit Card Fees	517	0	0	2,334	0	2,334	834
Dues & Subscriptions	13,736	1,803	6,615	46,217	16,654	29,563	26,981
Insurance/Bonding	3,323	1,300	306	10,139	11,700	(1,561)	13,228
Associate Relations	55	0	3,152	60	0	60	8,202
Staff Expenses	6,708	2,990	5,538	28,218	26,910	1,308	17,569
Board Functions	4,824	2,080	3,463	29,671	18,720	10,951	30,996
Professional Fees	10,108	12,047	16,936	74,460	113,420	(38,961)	143,107
Equipment Support & Mainten...	7,888	0	1,116	38,268	3,500	34,768	18,430
Equipment Rental/Leasing	0	0	0	0	0	0	2,666
Depreciation	865	0	153	3,258	0	3,258	1,375
Event Sponsorships	0	51,250	31,001	218,020	463,750	(245,730)	161,843
Events & Activities	0	0	21	0	0	0	1,427
NLTMC Contributions	120,508	125,529	120,508	1,150,347	1,198,278	(47,931)	1,150,387
Non-NLTMC Marketing	34,513	0	36,439	71,276	7,000	64,276	113,236
In-Market/Tourism	7,786	12,700	3,406	88,436	119,800	(31,364)	78,874
Media/Collateral/Production	12,378	35,414	0	160,007	318,758	(158,751)	7,468
Business Assn Grant Funding	65,550	29,167	10,000	383,365	342,392	40,973	312,550
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	2,500	33,333	0	31,303	300,000	(268,697)	0
Chamber Activities - Member...	0	0	0	13	0	13	4,750
Chamber Marketing	7,115	6,667	0	15,312	80,000	(64,688)	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...	489,861	547,493	417,140	4,160,504	7,685,398	(3,524,895)	3,289,451
Net Operating Income	1,381,803	1,299,105	(44,982)	1,447,175	(2,433,743)	3,880,918	1,305,860
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	1,381,803	1,299,105	(44,982)	1,445,050	(2,433,743)	3,878,793	1,305,860

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	967,006	967,005	193,253	2,876,153	2,734,990	141,162	2,371,663
Revenue - Other	0	0	0	705	0	705	0
Total Revenues	967,006	967,005	193,253	2,876,858	2,734,990	141,867	2,371,663
Gross Profit	967,006	967,005	193,253	2,876,858	2,734,990	141,867	2,371,663
Operating Expenses							
Salaries & Wage Expense	33,383	41,452	25,991	281,156	373,065	(91,909)	196,370
Rent & Utilities	3,407	3,149	2,856	24,692	28,340	(3,648)	21,734
Repairs & Maintenance	0	2,500	0	0	22,500	(22,500)	0
Telephone & Internet	0	0	0	150	0	150	325
Supplies & Mail	995	633	0	6,524	5,694	830	1,053
Taxes, Licenses, Fees	0	0	0	609	0	609	1,379
Dues & Subscriptions	735	130	10	1,791	1,170	621	4,633
Associate Relations	0	0	0	0	0	0	63
Staff Expenses	922	277	42	3,557	2,496	1,061	440
Professional Fees	0	0	0	0	0	0	30
Equipment Support & Mainten...	0	0	0	112	0	112	0
Depreciation	57	0	0	57	0	57	0
Event Sponsorships	0	51,250	5,000	200,250	463,750	(263,500)	77,650
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	120,508	125,529	120,508	1,150,347	1,198,278	(47,931)	1,150,387
Non-NLTMC Marketing	34,513	0	36,249	71,276	7,000	64,276	103,301
In-Market/Tourism	6,988	12,700	3,406	85,143	114,800	(29,657)	66,126
Media/Collateral/Production	12,378	35,414	0	155,090	318,758	(163,668)	6,155
Grant Funding - Sponsorship	0	0	0	30,000	135,000	(105,000)	0
Chamber Activities	2,500	33,333	0	31,303	300,000	(268,697)	0
Chamber Marketing	7,115	6,667	0	15,312	80,000	(64,688)	0
Chamber Activities - Commun...	0	0	0	229	0	229	0
Allocated Administrative Over...	0	20,840	98,531	389,765	187,564	202,202	511,436
Total Operating Expe...	223,500	333,874	292,593	2,447,363	3,238,415	(791,052)	2,142,488
Net Operating Income	743,506	633,131	(99,340)	429,495	(503,425)	932,920	229,175
Other Expense/<Inco...							
Net Income	743,506	633,131	(99,340)	429,495	(503,425)	932,920	229,175

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	272,603	272,603	54,479	810,800	771,007	39,794	668,584
Total Revenues	272,603	272,603	54,479	810,800	771,007	39,794	668,584
Gross Profit	272,603	272,603	54,479	810,800	771,007	39,794	668,584
Operating Expenses							
Salaries & Wage Expense	4,688	5,440	3,494	41,819	48,958	(7,140)	30,616
Rent & Utilities	556	219	509	4,256	1,971	2,286	3,741
Supplies & Mail	0	147	0	0	1,326	(1,326)	134
Dues & Subscriptions	0	17	0	0	156	(156)	0
Staff Expenses	0	147	0	0	1,326	(1,326)	0
Event Sponsorships	0	0	25,000	16,270	0	16,270	50,000
Business Assn Grant Funding	52,440	23,333	0	306,692	289,892	16,800	79,892
Grant Funding - Sponsorship	0	0	0	0	1,646,584	(1,646,584)	0
Allocated Administrative Over...	0	11,604	14,725	69,572	104,437	(34,865)	38,703
Total Operating Expe...	57,684	40,908	43,728	438,609	2,094,649	(1,656,040)	203,087
Net Operating Income	214,919	231,695	10,751	372,191	(1,323,642)	1,695,834	465,496
Other Expense/<Inco...							
Net Income	214,919	231,695	10,751	372,191	(1,323,642)	1,695,834	465,496

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	134,460	134,460	26,871	399,924	380,294	19,631	329,775
Retail Revenue	5,067	5,200	632	101,304	46,800	54,504	64,633
Total Revenues	139,527	139,660	27,503	501,228	427,094	74,134	394,408
Cost of Goods Sold	(10,621)	2,600	1,014	52,606	23,400	29,206	28,796
Freight & Shipping Costs	0	0	5	663	0	663	559
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...	(10,621)	2,600	1,019	54,087	23,400	30,687	29,892
Gross Profit	150,148	137,060	26,484	447,141	403,694	43,447	364,516
Operating Expenses							
Salaries & Wage Expense	14,586	24,084	14,747	161,242	216,760	(55,519)	150,670
Rent & Utilities	7,808	18,579	7,195	67,332	167,209	(99,876)	60,855
Repairs & Maintenance	277	384	0	2,306	3,448	(1,142)	36
Telephone & Internet	0	0	0	50	0	50	200
Supplies & Mail	4,479	494	760	17,420	4,446	12,974	4,825
Taxes, Licenses, Fees	0	0	1,399	450	0	450	1,532
Credit Card Fees	220	0	0	1,531	0	1,531	606
Dues & Subscriptions	55	17	55	55	156	(101)	55
Associate Relations	0	0	0	0	0	0	118
Staff Expenses	38	373	94	2,244	3,354	(1,110)	838
Equipment Rental/Leasing	0	0	0	0	0	0	139
Depreciation	570	0	0	1,139	0	1,139	0
Events & Activities	0	0	21	0	0	0	21
Grant Funding - Sponsorship	0	0	0	0	27,000	(27,000)	0
Allocated Administrative Over...	0	3,110	12,205	64,722	27,991	36,731	72,640
Total Operating Expe...	28,031	47,041	36,476	318,490	450,364	(131,873)	292,533
Net Operating Income	122,117	90,018	(9,992)	128,650	(46,670)	175,320	71,982
Other Expense/<Inco...							
Net Income	122,117	90,018	(9,992)	128,650	(46,670)	175,320	71,982

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	101,305	101,305	20,246	301,309	286,523	14,786	248,460
Total Revenues	101,305	101,305	20,246	301,309	286,523	14,786	248,460
Gross Profit	101,305	101,305	20,246	301,309	286,523	14,786	248,460
Operating Expenses							
Salaries & Wage Expense	12,512	10,490	6,854	124,495	94,410	30,085	47,002
Rent & Utilities	642	1,105	591	4,957	9,945	(4,988)	4,378
Telephone & Internet	50	0	0	175	0	175	175
Supplies & Mail	484	234	0	1,008	2,106	(1,098)	268
Dues & Subscriptions	3,339	17	390	5,329	156	5,173	3,121
Associate Relations	55	0	0	60	0	60	500
Staff Expenses	1,100	173	0	5,319	1,560	3,759	138
Board Functions	1,005	0	0	1,520	0	1,520	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	13,110	5,833	10,000	76,673	52,500	24,173	232,658
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	9,052	45,733	17,570	28,163	60,167
Total Operating Expe...	32,298	19,805	26,886	261,699	313,247	(51,548)	362,807
Net Operating Income	69,007	81,500	(6,640)	39,610	(26,724)	66,334	(114,347)
Other Expense/<Inco...							
Net Income	69,007	81,500	(6,640)	39,610	(26,724)	66,334	(114,347)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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4/18/2024
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	<u>Mar 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	139,986	139,986	27,976	416,359	395,922	20,436	343,328
Total Revenues	139,986	139,986	27,976	416,359	395,922	20,436	343,328
Gross Profit	139,986	139,986	27,976	416,359	395,922	20,436	343,328
Operating Expenses							
Salaries & Wage Expense	6,053	19,029	4,593	52,972	171,263	(118,291)	40,149
Rent & Utilities	798	511	734	6,115	4,599	1,516	5,384
Supplies & Mail	0	195	0	0	1,755	(1,755)	134
Dues & Subscriptions	0	17	0	0	156	(156)	0
Staff Expenses	0	104	0	0	936	(936)	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	2,696	4,215	39,267	(35,052)	11,695
Total Operating Expe...	6,851	24,219	8,022	213,302	740,392	(527,090)	57,362
Net Operating Income	133,135	115,766	19,954	203,057	(344,469)	547,526	285,965
Other Expense/<Inco...							
Net Income	133,135	115,766	19,954	203,057	(344,469)	547,526	285,965

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	60,783	60,783	12,147	180,787	171,914	8,873	149,075
Total Revenues	60,783	60,783	12,147	180,787	171,914	8,873	149,075
Gross Profit	60,783	60,783	12,147	180,787	171,914	8,873	149,075
Operating Expenses							
Salaries & Wage Expense	6,053	7,079	4,593	52,972	63,713	(10,740)	40,149
Rent & Utilities	635	365	585	4,897	3,285	1,612	4,468
Supplies & Mail	0	134	0	0	1,209	(1,209)	134
Dues & Subscriptions	0	17	0	0	156	(156)	0
Staff Expenses	0	104	0	0	936	(936)	0
Event Sponsorships	0	0	1,001	0	0	0	33,693
Grant Funding - Sponsorship	0	0	0	0	117,000	(117,000)	0
Allocated Administrative Over...	0	1,190	3,131	13,788	10,706	3,082	17,612
Total Operating Expe...	6,688	8,889	9,309	71,658	197,005	(125,347)	96,057
Net Operating Income	54,095	51,894	2,838	109,129	(25,091)	134,220	53,018
Other Expense/<Inco...							
Net Income	54,095	51,894	2,838	109,129	(25,091)	134,220	53,018

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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	<u>Mar 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
Revenues							
Revenues	92,106	92,096	18,405	273,928	260,475	13,453	225,873
Revenue - Interest & Investm...	12,072	0	0	45,828	0	45,828	0
Total Revenues	104,178	92,096	18,405	319,756	260,475	59,281	225,873
Gross Profit	104,178	92,096	18,405	319,756	260,475	59,281	225,873
Operating Expenses							
Taxes, Licenses, Fees	10	0	0	40	0	40	0
Allocated Administrative Over...	100,252	58,392	0	199,505	525,525	(326,020)	111,317
Total Operating Expe...	100,262	58,392	0	199,545	525,525	(325,980)	111,317
Net Operating Income	3,916	33,704	18,405	120,211	(265,050)	385,261	114,556
Other Expense/<Inco...							
Net Income	3,916	33,704	18,405	120,211	(265,050)	385,261	114,556

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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 4/18/2024
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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	36,838	36,838	7,362	109,566	104,190	5,376	90,349
Total Revenues	36,838	36,838	7,362	109,566	104,190	5,376	90,349
Gross Profit	36,838	36,838	7,362	109,566	104,190	5,376	90,349
Operating Expenses							
Taxes, Licenses, Fees	15,953	10,400	0	42,907	93,600	(50,693)	7,167
Total Operating Expe...	15,953	10,400	0	42,907	93,600	(50,693)	7,167
Net Operating Income	20,885	26,438	7,362	66,659	10,590	56,069	83,183
Other Expense/<Inco...							
Net Income	20,885	26,438	7,362	66,659	10,590	56,069	83,183

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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 4/18/2024
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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	36,838	36,838	7,362	109,566	104,190	5,376	90,349
Revenue - Interest & Investm...	0	0	0	0	0	0	60
Total Revenues	36,838	36,838	7,362	109,566	104,190	5,376	90,409
Gross Profit	36,838	36,838	7,362	109,566	104,190	5,376	90,409
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	36,838	36,838	7,362	109,566	103,760	5,806	89,435
Other Expense/<Inco...							
Net Income	36,838	36,838	7,362	109,566	103,760	5,806	89,435

PL - Budget vs Actual

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

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Operating Expenses							
Salaries & Wage Expense	10,894	0	0	103,233	53	103,180	0
Telephone & Internet	0	0	0	25	0	25	0
Dues & Subscriptions	652	0	0	3,914	0	3,914	0
Staff Expenses	0	0	0	205	0	205	0
Board Functions	0	0	0	515	0	515	0
Professional Fees	1,100	0	0	3,738	0	3,738	0
Allocated Administrative Over...	0	0	0	0	7	(7)	29
Total Operating Expe...	12,647	0	0	111,630	60	111,570	29
Net Operating Income	(12,647)	0	0	(111,630)	(60)	(111,570)	(29)
Other Expense/<Inco...							
Net Income	(12,647)	0	0	(111,630)	(60)	(111,570)	(29)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	2,046	2,083	4,416	35,537	18,750	16,787	42,961
Total Revenues	2,046	2,083	4,416	35,537	18,750	16,787	42,961
Gross Profit	2,046	2,083	4,416	35,537	18,750	16,787	42,961
Operating Expenses							
Salaries & Wage Expense	0	0	0	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	520	0	0	1,040	0	1,040	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...	520	0	0	1,540	0	1,540	15,378
Net Operating Income	1,526	2,083	4,416	33,997	18,750	15,247	27,583
Other Expense/<Inco...							
Net Income	1,526	2,083	4,416	33,997	18,750	15,247	27,583

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:13 Housing Hub

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4/18/2024
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	<u>Mar 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 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	4,316	2,000	0	46,061	9,000	37,061	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	190	0	0	1,615	5,000	(3,385)	0
Equipment Support & Mainten...	0	0	0	0	3,500	(3,500)	0
In-Market/Tourism	799	0	0	3,293	5,000	(1,708)	0
Media/Collateral/Production	0	0	0	4,918	0	4,918	0
Total Operating Expe...	5,305	2,000	0	55,886	28,000	27,886	0
Net Operating Income	(5,305)	(2,000)	0	(55,886)	(28,000)	(27,886)	0
Other Expense/<Inco...							
Net Income	(5,305)	(2,000)	0	(55,886)	(28,000)	(27,886)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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	Mar 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	(67)	0	28	0	0	0	93
Total Revenues	(67)	0	28	0	0	0	93
Gross Profit	(67)	0	28	0	0	0	93
Operating Expenses							
Salaries & Wage Expense	52,185	70,374	69,352	479,482	633,362	(153,879)	424,577
Rent & Utilities	5,937	5,373	5,671	37,231	34,392	2,839	33,980
Repairs & Maintenance	800	5,238	10,184	23,998	47,138	(23,140)	28,705
Telephone & Internet	1,717	747	1,118	9,323	6,724	2,599	5,268
Supplies & Mail	1,308	1,127	15,400	28,850	10,140	18,710	66,638
Taxes, Licenses, Fees	960	1,733	1,862	10,042	15,600	(5,558)	12,055
Credit Card Fees	297	0	0	803	0	803	229
Dues & Subscriptions	8,955	1,586	6,160	35,129	14,274	20,855	18,743
Insurance/Bonding	3,323	1,300	306	10,139	11,700	(1,561)	13,228
Associate Relations	0	0	3,152	0	0	0	7,521
Staff Expenses	4,648	1,811	5,402	16,893	16,302	591	16,083
Board Functions	3,299	2,080	3,463	26,597	18,720	7,877	30,996
Professional Fees	8,818	12,047	16,936	66,470	108,420	(41,951)	143,077
Equipment Support & Mainten...	7,888	0	1,116	38,157	0	38,157	18,430
Equipment Rental/Leasing	0	0	0	0	0	0	2,527
Depreciation	239	0	153	2,062	0	2,062	1,375
Non-NLTMC Marketing	0	0	190	0	0	0	785
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...	(100,252)	(101,451)	(140,339)	(787,300)	(913,059)	125,759	(837,912)
Total Operating Expe...	122	1,964	125	(2,125)	3,712	(5,837)	251
Net Operating Income	(189)	(1,964)	(97)	2,125	(3,712)	5,837	(158)
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	(189)	(1,964)	(97)	0	(3,712)	3,713	(158)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2024

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

	<u>Mar 31, 24</u>	<u>Mar 31, 23</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	518,848.02	732,129.92	-213,281.90	-29.1%
Total Checking/Savings	518,848.02	732,129.92	-213,281.90	-29.1%
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	543,948.02	735,781.26	-191,833.24	-26.1%
Other Assets				
1400-00 · Prepaid Expenses	30,114.48	35,372.84	-5,258.36	-14.9%
Total Other Assets	30,114.48	35,372.84	-5,258.36	-14.9%
TOTAL ASSETS	<u>574,062.50</u>	<u>771,154.10</u>	<u>-197,091.60</u>	<u>-25.6%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	232,575.33	173,491.49	59,083.84	34.1%
Total Accounts Payable	232,575.33	173,491.49	59,083.84	34.1%
Total Current Liabilities	232,575.33	173,491.49	59,083.84	34.1%
Total Liabilities	232,575.33	173,491.49	59,083.84	34.1%
Equity				
32000 · Unrestricted Net Assets	199,355.75	86,764.32	112,591.43	129.8%
Net Income	142,131.42	510,898.29	-368,766.87	-72.2%
Total Equity	341,487.17	597,662.61	-256,175.44	-42.9%
TOTAL LIABILITIES & EQUITY	<u>574,062.50</u>	<u>771,154.10</u>	<u>-197,091.60</u>	<u>-25.6%</u>

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04/18/24

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of March 31, 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	0.00	10,000.00	0.00	10,000.00
Visit California*	0.00	0.00	15,000.00	0.00	0.00	15,000.00
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>15,000.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>25,000.00</u>

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04/18/24

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
MAHK Advertising	227,420.46	0.00	0.00	0.00	0.00	227,420.46
Sierra Nevada Ad Partners	352.03	4,802.84	0.00	0.00	0.00	5,154.87
TOTAL	<u>227,772.49</u>	<u>4,802.84</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>232,575.33</u>

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04/19/24

Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

March 2024

	Mar 24	Mar 23	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	120,508.00	120,508.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	199,674.00	212,174.00	-12,500.00	-5.9%
Gross Profit	199,674.00	212,174.00	-12,500.00	-5.9%
Expense				
5000-00 · CONSUMER MARKETING				
5001-01 · Podcast	8,044.95	0.00	8,044.95	100.0%
5002-01 · Native Display	7,935.66	16,811.11	-8,875.45	-52.8%
5004-00 · Trip Advisor	5,463.83	5,850.67	-386.84	-6.6%
5005-00 · Paid Social	16,342.64	12,738.29	3,604.35	28.3%
5005-01 · Digital Display / Retargeting	19,102.79	11,871.66	7,231.13	60.9%
5007-00 · Creative Production				
5007-01 · Creative Production	16,526.70	22,938.29	-6,411.59	-28.0%
5007-02 · Website Production	0.00	1,447.06	-1,447.06	-100.0%
5007-03 · Photo/Video Creative	1,736.42	5,828.35	-4,091.93	-70.2%
5007-00 · Creative Production - Other	0.00	101.88	-101.88	-100.0%
Total 5007-00 · Creative Production	18,263.12	30,315.58	-12,052.46	-39.8%
5010-00 · Account Strategy & Management	8,500.00	8,500.00	0.00	0.0%
5013-00 · Outdoor	103,429.03	0.00	103,429.03	100.0%
5016 · Video Streaming	0.00	15,153.16	-15,153.16	-100.0%
5018-00 · Media Commission	24,347.87	9,399.02	14,948.85	159.1%
5018-01 · Digital Ad Serving	293.19	104.40	188.79	180.8%
5020-00 · Search Engine Marketing	18,982.51	6,856.47	12,126.04	176.9%
5022-00 · Email	5,000.00	4,250.00	750.00	17.7%
Total 5000-00 · CONSUMER MARKETING	235,705.59	121,850.36	113,855.23	93.4%
5016-00 · CDE - Website Programs	14,553.82	0.00	14,553.82	100.0%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	360.00	-360.00	-100.0%
5112-00 · Training / Sales Calls	-7,500.00	0.00	-7,500.00	-100.0%
5133-00 · Ski-Tops	0.00	300.00	-300.00	-100.0%
5143-00 · Mountain Travel Symposium	9,755.00	0.00	9,755.00	100.0%
5144-00 · IPW - POW WOW	7,500.00	0.00	7,500.00	100.0%
5154-00 · Canada	2,600.00	0.00	2,600.00	100.0%
5157-00 · International Efforts	0.00	224.19	-224.19	-100.0%
Total 5110-00 · LEISURE SALES	12,355.00	884.19	11,470.81	1,297.3%

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04/19/24

Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

March 2024

	Mar 24	Mar 23	\$ Change	% Change
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	556.25	772.95	-216.70	-28.0%
5204-00 · Media Mission(s)	0.00	4,544.86	-4,544.86	-100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	0.00	0.0%
5207-00 · Content Campaigns/Tools-My Emma	0.00	300.00	-300.00	-100.0%
5208-00 · International Travel Media FAMS	0.00	1,650.00	-1,650.00	-100.0%
5209-00 · Domestic Travel Media FAMS	0.00	4,503.26	-4,503.26	-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%
5221-00 · Photography & Video Asset Dev	3,529.50	1,928.95	1,600.55	83.0%
Total 5200-00 · PUBLIC RELATIONS	18,735.75	28,350.02	-9,614.27	-33.9%
6000-00 · CONFERENCE SALES				
6004-00 · Email	0.00	1,200.00	-1,200.00	-100.0%
6005-00 · Paid Media	3,895.41	3,498.79	396.62	11.3%
6018-00 · MCC Media Commission	535.79	488.69	47.10	9.6%
6018-01 · MCC Digital Ad Serving	10.17	2.12	8.05	379.7%
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.33	29.17	5.0%
6152-00 · Client Events / Opportunities	1,500.00	4,239.92	-2,739.92	-64.6%
Total 6000-00 · CONFERENCE SALES	6,553.87	10,012.85	-3,458.98	-34.6%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	1,896.96	0.00	1,896.96	100.0%
6155-00 · Connect Trade Shows	0.00	607.42	-607.42	-100.0%
6183-00 · Smart Meetings NorCal	0.00	6,100.00	-6,100.00	-100.0%
Total 6100-00 · TRADE SHOWS	1,896.96	6,707.42	-4,810.46	-71.7%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	217.99	-217.99	-100.0%
5123-00 · HSVC - High Sierra Visitors	0.00	208.33	-208.33	-100.0%
7002-00 · CRM Subscription	0.00	833.34	-833.34	-100.0%
7004-00 · Research	2,685.02	880.00	1,805.02	205.1%
7006-00 · Special Events	5,154.87	0.00	5,154.87	100.0%
8700-00 · Automobile Expense*	0.00	0.00	0.00	0.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	7,839.89	2,139.66	5,700.23	266.4%

9:30 AM

04/19/24

Accrual Basis

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

	Mar 24	Mar 23	\$ Change	% Change
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	5.00	-5.00	-100.0%
8004-00 · Website Strategy & Maintenance	7,764.71	7,500.00	264.71	3.5%
8005-00 · Website SEO Strategy/Maint	4,172.50	2,500.00	1,672.50	66.9%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	16,187.21	14,255.00	1,932.21	13.6%
Total Expense	313,828.09	184,199.50	129,628.59	70.4%
Net Income	-114,154.09	27,974.50	-142,128.59	-508.1%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2024

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding					
4000-01 · LTIVCBVB Funding Add-On	0.00	0.00	0.00	0.00	0.00
4000-00 · LTIVCBVB Funding - Other	79,166.00	79,166.67	712,494.00	712,500.03	950,000.04
Total 4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	712,494.00	712,500.03	950,000.04
4001-00 · NLTRA Funding					
4001-01 · NLTRA Funding Add-On	0.00	0.00	0.00	0.00	0.00
4001-00 · NLTRA Funding - Other	120,508.00	120,508.00	1,150,347.00	1,150,347.00	1,440,000.00
Total 4001-00 · NLTRA Funding	120,508.00	120,508.00	1,150,347.00	1,150,347.00	1,440,000.00
4004-00 · IVCBVB Entertainment	0.00	0.00	0.00	0.00	0.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
4099-00 · Revenue - Other	0.00	0.00	0.00	0.00	0.00
Total Income	199,674.00	199,674.67	1,862,841.00	1,862,847.03	2,390,000.04
Gross Profit	199,674.00	199,674.67	1,862,841.00	1,862,847.03	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0.00	0.00	0.00	0.00	0.00
5001-01 · Podcast	8,044.95	10,267.00	30,168.83	32,391.00	49,248.00
5002-00 · Consumer Print	0.00	0.00	21,560.00	19,425.00	19,425.00
5002-01 · Native Display	7,935.66	4,500.00	73,316.11	67,334.00	96,500.00
5004-00 · Trip Advisor	5,463.83	5,530.00	30,059.77	32,074.00	44,248.00
5005-00 · Paid Social	16,342.64	22,645.00	91,225.16	100,228.00	143,350.00
5005-01 · Digital Display / Retargeting	19,102.79	19,547.00	98,336.46	98,904.00	137,500.00
5005-02 · Retargeting Video	0.00	0.00	0.00	0.00	0.00
5007-00 · Creative Production					
5007-01 · Creative Production	16,526.70	13,650.00	101,873.29	110,950.00	205,000.00
5007-02 · Website Production	0.00	0.00	34,212.44	43,000.00	50,000.00
5007-03 · Photo/Video Creative	1,736.42	0.00	31,995.23	20,837.25	20,837.25
5007-00 · Creative Production - Other	0.00	0.00	0.00	0.00	0.00
Total 5007-00 · Creative Production	18,263.12	13,650.00	168,080.96	174,787.25	275,837.25
5010-00 · Account Strategy & Management	8,500.00	8,500.00	76,500.00	76,500.00	102,000.00
5010-01 · Digital Management & Reporting	0.00	0.00	0.00	0.00	0.00
5010-02 · Website Strategy & Analysis	0.00	0.00	0.00	0.00	0.00
5013-00 · Outdoor	103,429.03	110,000.00	103,429.03	110,000.00	110,000.00
5015-00 · Video	0.00	0.00	0.00	0.00	0.00
5016 · Video Streaming	0.00	22,517.00	40,959.64	84,440.00	123,846.00
5017-00 · Rich Media	0.00	0.00	47,500.00	47,500.00	47,500.00
5018-00 · Media Commission	24,347.87	28,364.00	89,426.86	94,844.00	124,130.00
5018-01 · Digital Ad Serving	293.19	291.00	2,572.33	1,390.00	2,000.00
5018-03 · Strategic Marketing Plan	0.00	0.00	0.00	0.00	0.00
5019-00 · Experiential	0.00	0.00	0.00	0.00	0.00
5020-00 · Search Engine Marketing	18,982.51	22,727.00	95,930.15	91,477.00	125,000.00
5022-00 · Email	5,000.00	5,000.00	25,005.01	25,260.00	25,260.00
5023-00 · Additional Opportunities	0.00	0.00	0.00	0.00	0.00
5024-00 · Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 · Expedia	0.00	0.00	19,404.79	20,000.00	20,000.00
5026-00 · Consumer Research	0.00	0.00	0.00	0.00	0.00
5027-00 · Consumer Retargeting Video	0.00	0.00	0.00	0.00	0.00
5028-00 · High Impact Media	0.00	0.00	0.00	0.00	0.00
5029-00 · Television	0.00	0.00	4,249.99	0.00	8,850.00
5030-00 · TravelZoo	0.00	0.00	0.00	0.00	0.00
5000-00 · CONSUMER MARKETING - Other	0.00	0.00	0.00	0.00	0.00
Total 5000-00 · CONSUMER MARKETING	235,705.59	273,538.00	1,017,725.09	1,076,554.25	1,454,694.25
5016-00 · CDE - Website Programs	14,553.82	0.00	22,618.00	0.00	0.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2024

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
6156-01 · Connect CA Sponsorship	0.00	0.00	0.00	0.00	0.00
6156-02 · Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6156-03 · Connect New England	0.00	0.00	0.00	0.00	0.00
6156-04 · Connect Georgia	0.00	0.00	0.00	0.00	0.00
6156-05 · Connect Northwest	0.00	0.00	0.00	0.00	0.00
6157-00 · HPN Partner Conference	0.00	0.00	5,280.97	2,000.00	9,500.00
6157-01 · HPN Spring Training CE (RSCVA)	0.00	0.00	0.00	0.00	0.00
6157-02 · HPN Partner Conference Post FAM	0.00	0.00	0.00	0.00	0.00
6158-00 · NorCal DMO Reps	0.00	0.00	0.00	0.00	0.00
6160-00 · AllThingsMeetings Silcon Valley	0.00	0.00	0.00	1,500.00	3,000.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	0.00	0.00	0.00
6160-02 · AllThingsMeetings - SF	0.00	0.00	0.00	0.00	0.00
6161-00 · Connect Southwest	0.00	0.00	0.00	0.00	0.00
6162-00 · Connect Tech & Medical	0.00	0.00	0.00	0.00	0.00
6163-00 · Connect Financial	0.00	0.00	0.00	0.00	0.00
6164-00 · Connect Mountain Incentive	0.00	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	0.00	2,500.00	0.00	5,000.00	5,000.00
6166-00 · Sports Commission	0.00	0.00	0.00	0.00	0.00
6167-00 · Nor Cal DMO	0.00	0.00	0.00	0.00	0.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	2,282.52	0.00	2,000.00
6169-00 · Prestige Meetings SF	0.00	0.00	0.00	0.00	0.00
6171-00 · Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6172-00 · Prestige Meetings Seattle	0.00	0.00	0.00	0.00	0.00
6173-00 · Connect NYC	0.00	0.00	0.00	0.00	0.00
6180-00 · Conference Direct CA	0.00	0.00	0.00	0.00	0.00
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00	0.00
6182-00 · Destination Celebration	0.00	1,000.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	6,210.78	7,000.00	7,000.00
6100-00 · TRADE SHOWS - Other	0.00	0.00	0.00	0.00	0.00
Total 6100-00 · TRADE SHOWS	1,896.96	5,000.00	35,551.99	64,000.00	80,000.00
6100-90 · Visit California MMC Roadshow	0.00	0.00	0.00	0.00	0.00
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.00	0.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0.00	0.00	0.00	0.00	0.00
5009-00 · Fulfillment / Mail	0.00	150.00	1,269.94	1,350.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	75,000.00	75,000.00	100,000.00
5122-00 · SSMC Shipping - Sierra Ski Mkt	0.00	0.00	0.00	0.00	0.00
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	7,497.00	9,996.00
7003-00 · IVCBVB Entertainment Fund	0.00	0.00	0.00	0.00	0.00
7004-00 · Research	2,685.02	2,850.00	24,690.05	33,650.00	42,200.00
7005-00 · Film Festival	0.00	0.00	0.00	0.00	0.00
7006-00 · Special Events	5,154.87	0.00	5,154.87	0.00	0.00
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	1,593.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	7,889.00	7,889.00
7011-00 · TrendKite PR Software	0.00	0.00	0.00	0.00	0.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	0.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	0.00	10,000.00
7030-00 · Contract Review	0.00	0.00	0.00	0.00	0.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	3,750.00	5,000.00
8700-00 · Automobile Expense*	0.00	150.00	1,421.91	1,350.00	1,800.00
8900-00 · bad debt	0.00	0.00	-999.00	0.00	0.00
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	0.00	0.00	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	7,839.89	4,160.00	139,427.92	158,399.00	218,072.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

March 2024

	Mar 24	Budget	Jul '23 - Mar 24	YTD Budget	Annual Budget
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	38,250.00	38,250.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	1,692.00	1,602.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,764.71	7,500.00	68,341.20	67,500.00	90,000.00
8005-00 · Website SEO Strategy/Maint	4,172.50	4,060.00	37,327.50	36,540.00	48,720.00
8000-00 · WEBSITE CONTENT & MAINTENANCE - Oth...	0.00	0.00	0.00	0.00	0.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	16,187.21	15,810.00	145,610.70	143,892.00	191,856.00
Total Expense	313,828.09	350,705.00	1,720,709.58	1,891,766.14	2,585,950.56
Net Income	-114,154.09	-151,030.33	142,131.42	-28,919.11	-195,950.52

**NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
MILEAGE REIMBURSEMENT**

EMPLOYEE NAME: Tony Karwowski
REPORT MONTH: March

REF	DATE	START	END	Miles	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
	5-Mar	TC	Granlibakken	4.00	x		TOT/CAP
	7-May	TC	Granlibakken	4.00	x		Chairs/Vice Chairs meeting for aannual grant process
	10-Mar	Truckee	Reno	34.00		x	Drive to Airport for outlook forum
	13-Mar	Reno	Truckee	34.00		x	Drive from airport for Outlook Forum
	14-Mar	TC	Granlibakken	4.00		x	TBID Zone 1 Final recommendation annual grants
TOTAL MILES SUBMITTED:				80.00			
MILEAGE RATE PER MILE				\$ 0.670			
TOTAL MILEAGE REIMBURSEMENT DUE				\$ 53.60			

COMMERCIAL CARD

Account Number XXXX XXXX XXXX 4849
Account Name ANTHONY KARWOWSKI

Statement Date	Mar 28, 2024
Purchases	+1,953.06
Cash Advances	+0.00
Fees	+0.00
Adjustments	+0.00
Payments	-0.00
Closing Balance	\$1,953.06
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

Feb 29, 2024 - Mar 28, 2024

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Mar 6	Mar 7	ZAS LAKEFRONT TAHOE CITY CA	114.37
Mar 10	Mar 11	UBER TRIP 8005928996 CA	39.67
Mar 10	Mar 12	MARRIOTT DESERT SPR F& PALM DESERT CA	130.83
Mar 11	Mar 12	LYFT 1 RIDE 03-10 8558659553 CA	27.34
Mar 11	Mar 11	UBER TRIP 8005928996 CA	17.53
Mar 11	Mar 11	UBER TRIP 8005928996 CA	29.27
Mar 12	Mar 13	LYFT 1 RIDE 03-11 8558659553 CA	21.59
Mar 13	Mar 14	LYFT 2 RIDES 03-12 8558659553 CA	57.62

Continued on next page

Account Number XXXX XXXX XXXX 4849
Account Name ANTHONY KARWOWSKI

Statement Date: Mar 28, 2024

TRANS DATE	POSTING DATE	DESCRIPTION	AMOUNT (\$)
Mar 13	Mar 14	RENO-TAHOE AIRPORT AUT RENO NV	44.00
Mar 14	Mar 15	LYFT 1 RIDE 03-13 8558659553 CA	36.84
Mar 15	Mar 18	RECPRO.ORG EVERGREEN CO	275.00
Mar 16	Mar 18	CALIFORNIA TRAVEL ASSO WOODSIDE CA	300.00
Mar 25	Mar 27	PLACER BUSINESS ALLIAN 916-6752110 CA	859.00

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

Zas Lakefront
120 Grove Street
TAHOE CITY, CA 96145
(530) 583-9292

Zas Lakefront
120 Grove Street
TAHOE CITY, CA 96145
(530) 583-9292

Dine In
Server: Mandy D. Mar 6, 2024
Receipt: ZGQ9-3 11:40 AM
Ticket #: 3 Table: 8

Item(s)		
Iced Tea		\$4.00
Pellegrino Sparkling - 2 glasses with ice		\$6.00
Coffee		\$4.00
Smk Chicken \$19.00 x 3		\$57.00
Salad		\$17.00
Fish And Chips		
Lunch Sides		
- Fries		
Subtotal		\$88.00
Sales Tax - NLT TBID Assessment (8...)		\$7.33
CA Tourism (0.04%)		\$0.04
Total		\$95.37

Customer Copy

zaslakefront.com

Dine In
Server: Mandy D. Mar 6, 2024
Receipt: ZGQ9-3 11:40 AM
Ticket #: 3 Table: 8

Subtotal	\$88.00
Sales Tax - NLT TBID Assessment (8...)	\$7.33
CA Tourism (0.04%)	\$0.04
Total	\$95.37

Amount Charged \$95.37

Tip 19.00

Total 114.37

MasterCard Credit - CHIP
Card #: *****4849
Auth Code: 081074

Approved

SIGNATURE REQUIRED

IMPORTANT - RETAIN FOR
YOUR RECORDS

Suggested Tip Amounts		
Tip	Tip Amount	Total
18%	\$17.17	\$112.54
20%	\$19.07	\$114.44
25%	\$23.84	\$119.21

03/06/2024 12:16:52

Customer Copy

zaslakefront.com

Tony Karwowski

From: cherri@placerbusiness.com
Sent: Monday, March 25, 2024 6:24 PM
To: Tony Karwowski
Subject: Placer Business Alliance Transaction Receipt

Placer Business Alliance



Your Card Sale is complete! Below is your receipt with all relevant transaction information.

Transaction Receipt



Mar 25, 2024
8:24:18 PM CDT
\$859.00

Type	Card Sale
Transaction ID	9348663671
Auth Code	006809

Product Information

1x	DC Summit 2024 General Registration @ \$859.00		\$859.00
		Subtotal	\$859.00
		Total	\$859.00

Billing Details

Tony Karwowski

100 North Lake Blvd
Tahoe City, CA 96145
US

tony@northtahoecommunityalliance.com

Shipping Details

Tony Karwowski

100 North Lake Blvd
Tahoe City, CA 96145
US

2024 National Outdoor Recreation Conference beginning 05-06-2024.

Details of your registration(s) are as follows:

Location:

Tahoe Blue Event Center, 75 Highway 50, Stateline, NV, 89449, US

Registration For:

Tony Karwowski \$275.00

Payment:

Status: Paid in Full

Amount Paid: \$275.00

Amount Due: \$0.00

Please send any amount due to:

Society of Outdoor Recreation Professionals

PO Box 3004

Evergreen, CO 80437

See the online event listing for full details:

<http://2024norc.org>

Please bring questions and requests for changes to your registration to the attention of the contact for the event:

Candace Gallagher - candace@americantrails.org

Tony Karwowski

From: Auto-Receipt <noreply@mail.authorize.net>
Sent: Wednesday, April 19, 2023 9:34 AM
To: Tony Karwowski
Subject: Transaction Receipt from CALIFORNIA TRAVEL ASSOCIATION for \$300.00 (USD)

Transaction Information

Description: CVENT Transaction
Invoice Number GNN6C7PFVTF PO Number Tourism Advocacy Day & Su
Customer ID VTNDSH7NF8F

Billing Information

Anthony Karwowski
North Tahoe Community Alliance
PO Box 157
Tahoe City, CA 96145
USA
tony@northtahoecommunityalliance.com

Shipping Information

Total: \$300.00 (USD)

Payment Information

Date/Time: 19-Apr-2023 9:34:04 PDT
Transaction ID: 64318538871
Payment Method: MasterCard xxxx4849
Transaction Type: Purchase
Auth Code: 091147

Merchant Contact Information

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

Courtyard Palm Desert

Reservation receipt

74895 Frank Sinatra Drive, Palm Desert (CA), United States, 92211

Your reservation receipt

Confirmation code	710732846
Guest name	Anthony Karwowski
Stay dates	Mar 10, 2024 - Mar 13, 2024
Room type	Guest room, 2 Queen
Number of rooms	1
Length of stay	3 nights
Status	Stay Completed - Fully Paid

Payment information

Average nightly room rate

Actual price per night may vary

Mar 10, 2024 room rate	\$306.59 USD
Taxes and fees	\$53.47 USD
Mar 11, 2024 room rate	\$306.60 USD
Taxes and fees	\$53.47 USD
Mar 12, 2024 room rate	\$306.60 USD
Taxes and fees	\$53.47 USD
Grand Total	\$1,080.20 USD
Total Charged	\$1,080.20 USD
Card	VISA ending in 3480
Payment status	Paid in full on Mar 5, 2024

The above charges will appear on your card from RTI*ROCKET TRAVEL Courtya.

Cancellation Fee	\$0.00 USD
------------------	------------

Let us know if we can make your next Rocketmiles experience even more rewarding.

Your concierge

concierge@rocketmiles.com

[\(773\) 257-7680](tel:(773)257-7680)

[\(855\) 355-7625](tel:(855)355-7625)

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You're going to Palm Springs, CA on 03/10 (48AO2Y)!

Flight 2: Wednesday, 03/13/2024 Est. Travel Time: 3h 10m Wanna Get Away®

FLIGHT # 0469	DEPARTS	✈	ARRIVES
	PSP 06:30AM Palm Springs, CA		OAK 08:00AM Oakland
Stop: ✈✈ Change planes			

FLIGHT # 0573	DEPARTS	✈	ARRIVES
	OAK 08:45AM Oakland		RNO 09:40AM Reno/Tahoe

Payment information

Total cost

Air - 48AO2Y		
Base Fare	\$	605.36
U.S. Transportation Tax	\$	45.40
U.S. 9/11 Security Fee	\$	11.20
U.S. Flight Segment Tax	\$	20.00
U.S. Passenger Facility Chg	\$	18.00
EarlyBird	\$	20.00
Total	\$	719.96

Payment

Visa ending in 3480
Date: March 4, 2024
Payment Amount: \$699.96

Visa ending in 3480
Date: March 4, 2024
Payment Amount: \$20.00

Fare rules: If you decide to make a change to your current itinerary it may result in a fare increase.

Your ticket number: 5262264605735

All your perks, all in one place. (Plus a few reminders.)



Anytime fare: Your two bags fly free®, no change or cancel fees, 10X Rapid Rewards® points, refundable, and EarlyBird automatic check-in. [Learn more.](#)



Make sure you know when to arrive at your airport. Times vary by city.



If your plans change, cancel your reservation at least 10 minutes before original scheduled departure time and request your refund. If you don't cancel your reservation in time, you'll receive a Transferable Flight Credit™.

Prepare for takeoff

Use our app to make changes to

Check Detail

Check	Table	Check Opened	Minutes	Check Closed	Guests	Reference Info	Location	Employee
3196		3/10/2024 7:38 PM	55.47	3/10/2024 8:33 PM	2		CTDCA JW Desert Springs	ANDRES ACOSTA
		3/10 7:38 PM	1	BACARDI LIGHT		15.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	DIET COLA			CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	KIRIN ICHIBAN		10.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	DRAGON ROLL		24.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	CALIFORNIA ROLL		14.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	SPICY TUNA VEGETABLES		16.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 7:38 PM	1	RAINBOW ROLL		22.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 8:33 PM		Mastercard		130.83	CTDCA MIKADO	ANDRES ACOSTA
		3/10 8:33 PM		CHARGE TIP \$		22.0	CTDCA MIKADO	ANDRES ACOSTA
		3/10 8:33 PM		XXXXXXXXXXXX4849			CTDCA MIKADO	ANDRES ACOSTA

Sub Total	101.0
Tax	7.83
Service Charge	22.0
Check Total	130.83