



Finance Committee
Date: Wednesday May 29th, 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: DJ Ewan, Granlibakken | 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 April 24th, 2024**
- 5. Review and Approval of Preliminary Financials:
 - a) Review Staff Report of Financial Performance
 - b) NLTRA 4/30/24 Financials Review (Motion)**
 - c) NLTMC 4/30/24 Financial Review

- 2:30 p.m. 7. CEO Expense Report
- 2:35 p.m. 8. Review of 24/25 preliminary budget
 - a) **Recommend for Board approval the proposed NTCA Budget for FY 2024/25 (Motion)**
- 3:10 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
- 3:15 p.m. 12. Adjournment



5/29/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for April 30,2024

Summary of preliminary NTCA financial results for April 30, 2024

- Accounts Receivable TBID –Includes the projected collection of April revenue and the remaining portion of March revenue. YTD revenue through April is over budget 5% and trailing prior year by 16%. Roughly half of March revenue has been collected. The remaining March revenue should be collected next month.
- Money Market – An additional \$1m was transferred into this account in May per the Finance Committee’s approval in the April meeting. This transfer will be reflected in next month’s financials.
- 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.
- 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 March and April revenue.
- Retail Revenue – Retail is continuing to see strong sales. April sales were up 7% over the previous April and up 50% year to date.
- Revenue – Other – YTD \$705 is from Marketing advertising.
- Salaries & Wages – there were two pay periods in April.
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.
- Professional Fees – Includes catch up of a couple outstanding invoices from our legal advisors.

- Equipment Support – Includes our monthly IT support
- Event Sponsorships – Support for local events from Big Blue Adventures and Adventure Van Expos
- 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.
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Grant Funding Sponsorship – Includes the first quarter payment of BEBOT Beach Cleaning Robot 3-year Deployment & Youth and Adult Education, Outreach and Advocacy in North Lake Tahoe
- Chamber Activities & Marketing – Includes the new marketing consultant

Summary of preliminary NLTMC financial results for April 30, 2024

- The mid-year reforecasting continues to spend down net income, but at a slower pace than budget. YTD net income is \$123k vs a budget of (\$133k).

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

April 30, 2024

Balance Sheet - PY Comparison

For the Ten Months Ending Tuesday, April 30, 2024

North Lake Tahoe Resort Association

1 of 1
5/23/2024
2:15 PM

	YTD		
	Apr 2024	Apr 2023	Variance
	Fiscal 23/2024	Fiscal 22/2023	
Current Assets			
Cash - TBID Disbursements	519,154	1,142,820	623,666
Cash - TBID Funding	1,242,703	5,259,896	4,017,193
Payroll	211,367	0	(211,367)
Money Market	4,067,091	0	(4,067,091)
Cash Flow Reserve	101,446	101,192	(254)
Marketing Reserve	50,505	50,424	(81)
Payroll Reserve	45,574	46,315	741
Cash in Drawer	705	4,633	3,928
Petty Cash	136	136	0
Accounts Receivable	1,088	0	(1,088)
Accounts Receivable - TBID	2,032,223	1,591,260	(440,963)
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	29,982	25,528	(4,455)
Gift Cards Outstanding	0	18	18
Prepaid Expenses	34,723	158,988	124,264
Prepaid Postage	100	100	0
Deposits	0	1,672	1,672
Total Current Assets	8,339,653	8,427,366	87,713
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	(5,704)	(6,583)	(879)
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	494,169	0	(494,169)
Total Fixed Assets	537,080	4,430	(532,650)
Total Assets	\$8,876,733	\$8,431,797	(\$444,936)
Liabilities			
Current Liabilities			
Accounts Payable	8,793	27,377	(18,584)
Accounts Payable - Housing Hub	0	23,835	(23,835)
Salaries & Wages Payable	0	1,955	(1,955)
Incentives Payable	0	53,615	(53,615)
PTO Payable	0	35,798	(35,798)
401k Payable	13,750	1,391	12,359
Employer Tax Payable	0	4,090	(4,090)
Retail Payable	0	(1,204)	1,204
Accrued Expenses	1,460	7,167	(5,707)
Deferred Revenue - Membership Dues	4,630	1,223	3,407
Due To/From BOTW CC	50	9,695	(9,645)
Due To/From County	0	1,360,485	(1,360,485)
Due To/From TBID	0	132,453	(132,453)
Operating Lease Liability	159,503	0	159,503
<i>Suspense (may include rounding)</i>	<i>(239)</i>	<i>(10,738)</i>	<i>10,499</i>
Total Current Liabilities	187,947	1,647,142	1,459,195
Sales & Use Tax Payable	367	0	367
Total Tax Payable	367	0	(367)
Long-Term Liabilities			
Operating Lease Liability	353,789	0	353,789
Total Long Term Liabilities	353,789	0	(353,789)
Total Liabilities	542,103	1,647,142	1,105,039
Unrestricted Net Assets	(1,551)	17,493	(19,044)
TBID Reserve	7,372,616	5,187,398	2,185,218
Net Income	963,565	1,579,764	(616,200)
Total Equity	8,334,630	6,784,655	(1,549,975)
Liabilities & Shareholder Equity	\$8,876,733	\$8,431,797	(\$444,936)

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 - 4/30/2024
 Document Number: First - Last

Print Option: SUMMARY
 Aged By: Document Date
 Aging Date: 4/30/2024

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:			
22						
		\$450.00	\$450.00	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY	User-Defined 1:			
41						
		\$1,890.00	\$1,890.00	\$0.00	\$0.00	\$0.00
ANTHONY KARWOW	Anthony Karwowski	PRIMARY	User-Defined 1:			
42						
		\$1,903.76	\$1,903.76	\$0.00	\$0.00	\$0.00
AT & T*	AT & T*	PRIMARY	User-Defined 1:			
45						
		\$250.32	\$250.32	\$0.00	\$0.00	\$0.00
CHEF YORKEY	Chef Yorkey		User-Defined 1:			
5						
		\$615.00	\$615.00	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY	User-Defined 1:			
87						
		\$350.97	\$350.97	\$0.00	\$0.00	\$0.00
FP MAILING SOLU	FP Mailing Solutions	PRIMARY	User-Defined 1:			
22						
		\$447.26	\$447.26	\$0.00	\$0.00	\$0.00
ISOLVED	iSolved Benefit Services	PRIMARY	User-Defined 1:			
50						
		\$368.94	\$368.94	\$0.00	\$0.00	\$0.00
PAPER TRAIL	The Paper Trail*	PRIMARY	User-Defined 1:			
104						
		\$231.25	\$231.25	\$0.00	\$0.00	\$0.00
PATRICK YUN	PATRICK YUN		User-Defined 1:			
15						
		\$126.25	\$126.25	\$0.00	\$0.00	\$0.00
PEPS PLACE	PEPS PLACE		User-Defined 1:			
1						
		\$121.05	\$121.05	\$0.00	\$0.00	\$0.00
SWIFT COMMUNICA	SWIFT COMMUNICATIONS, CA		User-Defined 1:			
9						
		\$255.00	\$255.00	\$0.00	\$0.00	\$0.00
TAHOE ART HAUS	Tahoe Art Haus & Cinema	PRIMARY	User-Defined 1:			
15						
		\$500.00	\$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>
	13	\$7,509.80	\$7,509.80	\$0.00	\$0.00	\$0.00

PL - Budget vs Actual

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

1 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	56,229	56,229	823,043	5,534,621	5,265,735	268,886	5,340,500
Chamber Revenue - Member...	1,057	2,083	1,554	36,594	20,833	15,761	44,515
Retail Revenue	8,309	5,200	7,202	109,613	52,000	57,613	71,835
Revenue - Other	0	100	100	705	100	605	100
Revenue - Interest & Investm...	11,635	0	0	57,463	0	57,463	153
Total Revenues	77,230	63,612	831,899	5,738,996	5,338,668	400,328	5,457,103
Cost of Goods Sold	4,155	2,600	3,550	56,760	26,000	30,760	32,346
Freight & Shipping Costs	0	0	218	663	0	663	777
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...	4,155	2,600	3,768	58,242	26,000	32,242	33,660
Gross Profit	73,075	61,012	828,131	5,680,754	5,312,668	368,086	5,423,442
Operating Expenses							
Salaries & Wage Expense	190,775	179,948	111,866	1,534,657	1,790,532	(255,874)	1,041,400
Rent & Utilities	16,514	30,095	18,747	165,995	279,836	(113,841)	153,933
Repairs & Maintenance	5,430	8,122	725	31,733	81,207	(49,474)	29,466
Telephone & Internet	1,234	747	3,709	11,007	7,471	3,536	10,457
Supplies & Mail	7,623	2,964	12,636	61,424	32,140	29,284	85,823
Taxes, Licenses, Fees	6,899	12,133	30,488	60,998	124,333	(63,335)	52,620
Credit Card Fees	90	0	31	2,424	0	2,424	866
Dues & Subscriptions	8,840	1,803	8,347	55,057	18,457	36,600	35,329
Insurance/Bonding	699	1,300	1,326	10,838	13,000	(2,162)	14,554
Associate Relations	37	0	(149)	97	0	97	8,053
Staff Expenses	5,669	2,990	1,924	35,741	29,900	5,841	19,493
Board Functions	3,447	2,080	499	33,118	20,800	12,318	31,496
Professional Fees	8,830	12,047	35,218	83,290	125,467	(42,177)	178,324
Equipment Support & Mainten...	5,276	0	494	43,544	3,500	40,044	18,924
Equipment Rental/Leasing	28	0	0	28	0	28	2,666
Depreciation	808	0	153	4,067	0	4,067	1,528
Event Sponsorships	7,523	51,250	112,750	225,543	515,000	(289,457)	274,593
Events & Activities	300	0	0	300	0	300	1,427
NLTMC Contributions	165,931	172,845	165,938	1,316,278	1,371,123	(54,845)	1,316,325
Non-NLTMC Marketing	13,600	0	6,068	84,876	7,000	77,876	119,304
In-Market/Tourism	6,395	12,700	9,174	94,831	132,500	(37,669)	88,048
Media/Collateral/Production	12,775	35,414	0	172,783	354,172	(181,390)	7,468
Business Assn Grant Funding	0	33,167	20,000	383,365	375,559	7,806	332,550
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	79,700	0	0	109,700	2,583,000	(2,473,300)	0
Chamber Activities	615	33,333	0	31,918	333,333	(301,415)	0
Chamber Activities - Member...	0	0	0	13	0	13	4,750
Chamber Marketing	3,621	6,667	0	18,933	86,667	(67,734)	0
Chamber Activities - Commun...	0	0	14,283	(7,491)	0	(7,491)	14,283
Allocated Administrative Over...	0	0	0	0	7	(7)	0
Total Operating Expe...	552,657	599,604	554,227	4,715,065	8,285,002	(3,569,937)	3,843,678
Net Operating Income	(479,582)	(538,591)	273,904	965,689	(2,972,334)	3,938,023	1,579,764
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	(479,582)	(538,591)	273,904	963,565	(2,972,334)	3,935,899	1,579,764

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

2 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	29,520	29,520	432,099	2,905,672	2,764,511	141,161	2,803,762
Revenue - Other	0	0	0	705	0	705	0
Total Revenues	29,520	29,520	432,099	2,906,377	2,764,511	141,866	2,803,762
Gross Profit	29,520	29,520	432,099	2,906,377	2,764,511	141,866	2,803,762
Operating Expenses							
Salaries & Wage Expense	32,486	41,452	21,721	313,643	414,517	(100,874)	218,091
Rent & Utilities	2,743	3,149	2,658	27,435	31,489	(4,054)	24,392
Repairs & Maintenance	0	2,500	0	0	25,000	(25,000)	0
Telephone & Internet	0	0	0	150	0	150	325
Supplies & Mail	784	633	589	7,308	6,327	981	1,642
Taxes, Licenses, Fees	0	0	0	609	0	609	1,379
Dues & Subscriptions	200	130	2,160	1,991	1,300	691	6,792
Associate Relations	37	0	0	37	0	37	63
Staff Expenses	3,140	277	0	6,697	2,773	3,924	440
Professional Fees	0	0	17,625	0	0	0	17,655
Equipment Support & Mainten...	0	0	0	112	0	112	0
Equipment Rental/Leasing	28	0	0	28	0	28	0
Depreciation	0	0	0	57	0	57	0
Event Sponsorships	1,664	51,250	112,750	201,914	515,000	(313,086)	190,400
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	165,931	172,845	165,938	1,316,278	1,371,123	(54,845)	1,316,325
Non-NLTMC Marketing	13,600	0	6,068	84,876	7,000	77,876	109,369
In-Market/Tourism	6,300	12,700	9,174	91,443	127,500	(36,057)	75,300
Media/Collateral/Production	12,725	35,414	0	167,815	354,172	(186,357)	6,155
Grant Funding - Sponsorship	0	0	0	30,000	135,000	(105,000)	0
Chamber Activities	615	33,333	0	31,918	333,333	(301,415)	0
Chamber Marketing	3,621	6,667	0	18,933	86,667	(67,734)	0
Chamber Activities - Commun...	0	0	0	229	0	229	0
Allocated Administrative Over...	73,130	20,840	75,020	462,895	208,404	254,491	586,456
Total Operating Expe...	317,005	381,190	413,702	2,764,368	3,619,605	(855,237)	2,556,190
Net Operating Income	(287,485)	(351,670)	18,397	142,009	(855,094)	997,104	247,572
Other Expense/<Inco...							
Net Income	(287,485)	(351,670)	18,397	142,009	(855,094)	997,104	247,572

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

3 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	8,322	8,322	121,810	819,122	779,329	39,793	790,394
Total Revenues	8,322	8,322	121,810	819,122	779,329	39,793	790,394
Gross Profit	8,322	8,322	121,810	819,122	779,329	39,793	790,394
Operating Expenses							
Salaries & Wage Expense	4,670	5,440	3,533	46,489	54,398	(7,909)	34,149
Rent & Utilities	488	219	473	4,745	2,190	2,555	4,215
Supplies & Mail	0	147	0	0	1,473	(1,473)	134
Dues & Subscriptions	0	17	0	0	173	(173)	0
Staff Expenses	0	147	0	0	1,473	(1,473)	0
Board Functions	902	0	0	902	0	902	0
Event Sponsorships	0	0	0	16,270	0	16,270	50,000
Business Assn Grant Funding	0	27,333	4,000	306,692	317,225	(10,533)	83,892
Grant Funding - Sponsorship	79,700	0	0	79,700	1,646,584	(1,566,884)	0
Allocated Administrative Over...	25,717	11,604	1,829	95,289	116,041	(20,752)	40,533
Total Operating Expe...	111,478	44,908	9,835	550,087	2,139,558	(1,589,471)	212,922
Net Operating Income	(103,156)	(36,586)	111,975	269,035	(1,360,229)	1,629,264	577,471
Other Expense/<Inco...							
Net Income	(103,156)	(36,586)	111,975	269,035	(1,360,229)	1,629,264	577,471

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

4 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	4,105	4,105	60,082	404,029	384,399	19,631	389,857
Retail Revenue	8,309	5,200	7,202	109,613	52,000	57,613	71,835
Total Revenues	12,414	9,305	67,284	513,642	436,399	77,244	461,692
Cost of Goods Sold	4,155	2,600	3,550	56,760	26,000	30,760	32,346
Freight & Shipping Costs	0	0	218	663	0	663	777
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...	4,155	2,600	3,768	58,242	26,000	32,242	33,660
Gross Profit	8,260	6,705	63,516	455,400	410,399	45,002	428,032
Operating Expenses							
Salaries & Wage Expense	13,210	24,084	14,733	174,451	240,845	(66,393)	165,402
Rent & Utilities	7,489	18,579	7,239	74,821	185,787	(110,966)	68,094
Repairs & Maintenance	0	384	0	2,306	3,832	(1,526)	36
Telephone & Internet	0	0	0	50	0	50	200
Supplies & Mail	1,375	494	965	18,795	4,940	13,855	5,790
Taxes, Licenses, Fees	0	0	0	450	0	450	1,532
Credit Card Fees	90	0	0	1,621	0	1,621	606
Dues & Subscriptions	0	17	0	55	173	(118)	55
Associate Relations	0	0	0	0	0	0	118
Staff Expenses	0	373	0	2,244	3,727	(1,483)	838
Equipment Rental/Leasing	0	0	0	0	0	0	139
Depreciation	570	0	0	1,709	0	1,709	0
Events & Activities	0	0	0	0	0	0	21
Grant Funding - Sponsorship	0	0	0	0	27,000	(27,000)	0
Allocated Administrative Over...	6,817	3,110	5,181	71,539	31,101	40,438	77,820
Total Operating Expe...	29,549	47,041	28,117	348,040	497,405	(149,365)	320,651
Net Operating Income	(21,290)	(40,337)	35,399	107,361	(87,006)	194,367	107,381
Other Expense/<Inco...							
Net Income	(21,290)	(40,337)	35,399	107,361	(87,006)	194,367	107,381

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

5 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	3,093	3,093	45,267	304,402	289,615	14,786	293,727
Total Revenues	3,093	3,093	45,267	304,402	289,615	14,786	293,727
Gross Profit	3,093	3,093	45,267	304,402	289,615	14,786	293,727
Operating Expenses							
Salaries & Wage Expense	12,464	10,490	7,008	136,959	104,900	32,059	54,010
Rent & Utilities	569	1,105	551	5,526	11,050	(5,524)	4,929
Telephone & Internet	50	0	0	225	0	225	175
Supplies & Mail	0	234	0	1,008	2,340	(1,332)	268
Dues & Subscriptions	0	17	390	5,329	173	5,155	3,511
Associate Relations	0	0	0	60	0	60	500
Staff Expenses	359	173	0	5,678	1,733	3,945	138
Board Functions	1,302	0	0	2,822	0	2,822	0
Professional Fees	0	0	1,193	2,638	0	2,638	1,193
Event Sponsorships	0	0	0	1,500	0	1,500	500
Non-NLTMC Marketing	0	0	0	0	0	0	9,150
Media/Collateral/Production	50	0	0	50	0	50	0
Business Assn Grant Funding	0	5,833	16,000	76,673	58,333	18,340	248,658
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	14,283	(7,720)	0	(7,720)	14,283
Allocated Administrative Over...	4,436	1,952	8,805	50,169	19,522	30,647	68,972
Total Operating Expe...	19,230	19,805	48,229	280,929	333,052	(52,123)	411,037
Net Operating Income	(16,137)	(16,713)	(2,962)	23,473	(43,437)	66,909	(117,309)
Other Expense/<Inco...							
Net Income	(16,137)	(16,713)	(2,962)	23,473	(43,437)	66,909	(117,309)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

6 of 14
5/23/2024
3:19 PM

	<u>Apr 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	4,273	4,273	62,551	420,632	400,196	20,436	405,879
Total Revenues	4,273	4,273	62,551	420,632	400,196	20,436	405,879
Gross Profit	4,273	4,273	62,551	420,632	400,196	20,436	405,879
Operating Expenses							
Salaries & Wage Expense	6,024	19,029	4,631	58,997	190,292	(131,295)	44,780
Rent & Utilities	703	511	681	6,818	5,110	1,708	6,065
Supplies & Mail	0	195	0	0	1,950	(1,950)	134
Dues & Subscriptions	0	17	0	0	173	(173)	0
Staff Expenses	0	104	0	0	1,040	(1,040)	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...	2,017	4,363	1,276	6,232	43,630	(37,398)	12,971
Total Operating Expe...	8,745	24,219	6,588	222,046	764,611	(542,565)	63,950
Net Operating Income	(4,472)	(19,946)	55,963	198,586	(364,415)	563,001	341,928
Other Expense/<Inco...							
Net Income	(4,472)	(19,946)	55,963	198,586	(364,415)	563,001	341,928

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

7 of 14
5/23/2024
3:19 PM

	<u>Apr 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	1,856	1,856	27,160	182,643	173,769	8,874	176,235
Total Revenues	1,856	1,856	27,160	182,643	173,769	8,874	176,235
Gross Profit	1,856	1,856	27,160	182,643	173,769	8,874	176,235
Operating Expenses							
Salaries & Wage Expense	6,024	7,079	4,631	58,997	70,792	(11,795)	44,780
Rent & Utilities	562	365	545	5,459	3,650	1,809	5,013
Supplies & Mail	0	134	0	0	1,343	(1,343)	134
Dues & Subscriptions	0	17	0	0	173	(173)	0
Staff Expenses	0	104	0	0	1,040	(1,040)	0
Event Sponsorships	0	0	0	0	0	0	33,693
Grant Funding - Sponsorship	0	0	0	0	117,000	(117,000)	0
Allocated Administrative Over...	1,975	1,190	1,246	15,764	11,896	3,868	18,859
Total Operating Expe...	8,562	8,889	6,422	80,220	205,894	(125,675)	102,479
Net Operating Income	(6,706)	(7,034)	20,738	102,423	(32,125)	134,548	73,756
Other Expense/<Inco...							
Net Income	(6,706)	(7,034)	20,738	102,423	(32,125)	134,548	73,756

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

8 of 14
5/23/2024
3:19 PM

	<u>Apr 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	2,811	2,811	41,152	276,739	263,287	13,452	267,025
Revenue - Interest & Investm...	11,635	0	0	57,463	0	57,463	0
Total Revenues	14,446	2,811	41,152	334,202	263,287	70,915	267,025
Gross Profit	14,446	2,811	41,152	334,202	263,287	70,915	267,025
Operating Expenses							
Taxes, Licenses, Fees	20	0	0	60	0	60	0
Allocated Administrative Over...	36,248	58,392	4,914	235,753	583,917	(348,163)	116,231
Total Operating Expe...	36,268	58,392	4,914	235,813	583,917	(348,103)	116,231
Net Operating Income	(21,823)	(55,580)	36,238	98,389	(320,630)	419,018	150,794
Other Expense/<Inco...							
Net Income	(21,823)	(55,580)	36,238	98,389	(320,630)	419,018	150,794

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

9 of 14
 5/23/2024
 3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenues	1,125	1,125	16,461	110,691	105,315	5,376	106,810
Total Revenues	1,125	1,125	16,461	110,691	105,315	5,376	106,810
Gross Profit	1,125	1,125	16,461	110,691	105,315	5,376	106,810
Operating Expenses							
Taxes, Licenses, Fees	5,862	10,400	30,293	48,770	104,000	(55,230)	37,460
Total Operating Expe...	5,862	10,400	30,293	48,770	104,000	(55,230)	37,460
Net Operating Income	(4,737)	(9,275)	(13,832)	61,921	1,315	60,606	69,351
Other Expense/<Inco...							
Net Income	(4,737)	(9,275)	(13,832)	61,921	1,315	60,606	69,351

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

10 of 14
 5/23/2024
 3:19 PM

	<u>Apr 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	1,125	1,125	16,461	110,691	105,315	5,376	106,810
Revenue - Interest & Investm...	0	0	0	0	0	0	60
Total Revenues	1,125	1,125	16,461	110,691	105,315	5,376	106,870
Gross Profit	1,125	1,125	16,461	110,691	105,315	5,376	106,870
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	1,125	1,125	16,461	110,691	104,885	5,806	105,896
Other Expense/<Inco...							
Net Income	1,125	1,125	16,461	110,691	104,885	5,806	105,896

PL - Budget vs Actual

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

11 of 14
 5/23/2024
 3:19 PM

	<u>Apr 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	10,894	0	0	114,127	53	114,074	0
Telephone & Internet	0	0	0	25	0	25	0
Dues & Subscriptions	652	0	0	4,566	0	4,566	0
Staff Expenses	0	0	0	205	0	205	0
Board Functions	0	0	0	515	0	515	0
Professional Fees	0	0	0	3,738	0	3,738	0
Allocated Administrative Over...	0	0	0	0	7	(7)	29
Total Operating Expe...	11,547	0	0	123,177	60	123,117	29
Net Operating Income	(11,547)	0	0	(123,177)	(60)	(123,117)	(29)
Other Expense/<Inco...							
Net Income	(11,547)	0	0	(123,177)	(60)	(123,117)	(29)

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

12 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Chamber Revenue - Member...	1,057	2,083	1,554	36,594	20,833	15,761	44,515
Revenue - Other	0	100	100	0	100	(100)	100
Total Revenues	1,057	2,183	1,654	36,594	20,933	15,661	44,615
Gross Profit	1,057	2,183	1,654	36,594	20,933	15,661	44,615
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
Supplies & Mail	0	0	315	0	0	0	315
Taxes, Licenses, Fees	0	0	0	50	0	50	0
Staff Expenses	0	0	0	0	0	0	71
Board Functions	0	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...	0	0	315	1,540	0	1,540	15,693
Net Operating Income	1,057	2,183	1,339	35,054	20,933	14,121	28,922
Other Expense/<Inco...							
Net Income	1,057	2,183	1,339	35,054	20,933	14,121	28,922

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

13 of 14
 5/23/2024
 3:19 PM

	<u>Apr 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	50,377	11,000	39,377	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	1,615	5,000	(3,385)	0
Equipment Support & Mainten...	0	0	0	0	3,500	(3,500)	0
In-Market/Tourism	95	0	0	3,388	5,000	(1,613)	0
Media/Collateral/Production	0	0	0	4,918	0	4,918	0
Total Operating Expe...	4,411	2,000	0	60,297	30,000	30,297	0
Net Operating Income	(4,411)	(2,000)	0	(60,297)	(30,000)	(30,297)	0
Other Expense/<Inco...							
Net Income	(4,411)	(2,000)	0	(60,297)	(30,000)	(30,297)	0

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

14 of 14
5/23/2024
3:19 PM

	Apr 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
Revenues							
Revenue - Interest & Investm...	0	0	0	0	0	0	93
Total Revenues	0	0	0	0	0	0	93
Gross Profit	0	0	0	0	0	0	93
Operating Expenses							
Salaries & Wage Expense	100,686	70,374	55,611	580,169	703,735	(123,567)	480,188
Rent & Utilities	3,959	6,168	6,600	41,190	40,560	630	40,580
Repairs & Maintenance	5,430	5,238	725	29,427	52,375	(22,948)	29,430
Telephone & Internet	1,184	747	3,709	10,557	7,471	3,086	8,977
Supplies & Mail	5,463	1,127	10,767	34,313	11,267	23,047	77,406
Taxes, Licenses, Fees	1,016	1,733	195	11,059	17,333	(6,275)	12,249
Credit Card Fees	0	0	31	803	0	803	260
Dues & Subscriptions	7,987	1,586	5,798	43,116	15,860	27,256	24,541
Insurance/Bonding	699	1,300	1,326	10,838	13,000	(2,162)	14,554
Associate Relations	0	0	(149)	0	0	0	7,371
Staff Expenses	2,170	1,811	1,924	20,917	18,113	2,804	18,007
Board Functions	1,243	2,080	499	27,839	20,800	7,039	31,496
Professional Fees	8,830	12,047	16,400	75,300	120,467	(45,167)	159,477
Equipment Support & Mainten...	5,276	0	494	43,432	0	43,432	18,924
Equipment Rental/Leasing	0	0	0	0	0	0	2,527
Depreciation	239	0	153	2,301	0	2,301	1,528
Event Sponsorships	5,859	0	0	5,859	0	5,859	0
Events & Activities	300	0	0	300	0	300	0
Non-NLTMC Marketing	0	0	0	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...	(150,340)	(101,451)	(98,271)	(937,640)	(1,014,510)	76,870	(936,183)
Total Operating Expe...	0	2,759	5,812	(221)	6,471	(6,692)	6,063
Net Operating Income	0	(2,759)	(5,812)	221	(6,471)	6,692	(5,970)
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	(2,759)	(5,812)	(1,904)	(6,471)	4,567	(5,970)

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

April 30, 2024

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of April 30, 2024

	<u>Apr 30, 24</u>	<u>Apr 30, 23</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	444,790.76	712,881.20	-268,090.44	-37.6%
Total Checking/Savings	444,790.76	712,881.20	-268,090.44	-37.6%
Accounts Receivable				
1200-00 · Accounts Receivable	10,000.00	3,551.34	6,448.66	181.6%
Total Accounts Receivable	10,000.00	3,551.34	6,448.66	181.6%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	454,890.76	716,532.54	-261,641.78	-36.5%
Other Assets				
1400-00 · Prepaid Expenses	25,080.54	35,372.84	-10,292.30	-29.1%
Total Other Assets	25,080.54	35,372.84	-10,292.30	-29.1%
TOTAL ASSETS	<u>479,971.30</u>	<u>751,905.38</u>	<u>-271,934.08</u>	<u>-36.2%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	157,682.86	304,203.12	-146,520.26	-48.2%
Total Accounts Payable	157,682.86	304,203.12	-146,520.26	-48.2%
Other Current Liabilities				
2700-00 · Due to NLTRA	0.00	70,206.17	-70,206.17	-100.0%
Total Other Current Liabilities	0.00	70,206.17	-70,206.17	-100.0%
Total Current Liabilities	157,682.86	374,409.29	-216,726.43	-57.9%
Total Liabilities	157,682.86	374,409.29	-216,726.43	-57.9%
Equity				
32000 · Unrestricted Net Assets	199,355.75	86,764.32	112,591.43	129.8%
Net Income	122,932.69	290,731.77	-167,799.08	-57.7%
Total Equity	322,288.44	377,496.09	-55,207.65	-14.6%
TOTAL LIABILITIES & EQUITY	<u>479,971.30</u>	<u>751,905.38</u>	<u>-271,934.08</u>	<u>-36.2%</u>

1:02 PM

05/21/24

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of April 30, 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	0.00	10,000.00	10,000.00
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>10,000.00</u>	<u>10,000.00</u>

2:21 PM

05/21/24

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of April 30, 2024

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Canuckiwi LTD	0.00	7,934.69	0.00	0.00	0.00	7,934.69
Fallon Multimedia	0.00	4,250.00	0.00	0.00	0.00	4,250.00
MAHK Advertising	145,498.17	0.00	0.00	0.00	0.00	145,498.17
TOTAL	<u>145,498.17</u>	<u>12,184.69</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>157,682.86</u>

2:32 PM

05/21/24

Accrual Basis

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

	Apr 24	Apr 23	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	165,931.00	165,931.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	245,097.00	257,597.00	-12,500.00	-4.9%
Gross Profit	245,097.00	257,597.00	-12,500.00	-4.9%
Expense				
5000-00 · CONSUMER MARKETING				
5001-01 · Podcast	16,056.13	0.00	16,056.13	100.0%
5002-01 · Native Display	16,191.04	0.00	16,191.04	100.0%
5004-00 · Trip Advisor	5,199.61	5,557.03	-357.42	-6.4%
5005-00 · Paid Social	22,356.82	28,537.09	-6,180.27	-21.7%
5005-01 · Digital Display / Retargeting	22,534.78	27,367.51	-4,832.73	-17.7%
5007-00 · Creative Production				
5007-01 · Creative Production	8,514.65	19,991.82	-11,477.17	-57.4%
5007-02 · Website Production	9,240.00	0.00	9,240.00	100.0%
5007-03 · Photo/Video Creative	1,736.42	0.00	1,736.42	100.0%
Total 5007-00 · Creative Production	19,491.07	19,991.82	-500.75	-2.5%
5010-00 · Account Strategy & Management	8,500.00	8,500.00	0.00	0.0%
5013-00 · Outdoor	0.00	152,000.00	-152,000.00	-100.0%
5018-00 · Media Commission	15,301.03	31,939.57	-16,638.54	-52.1%
5018-01 · Digital Ad Serving	342.55	0.00	342.55	100.0%
5020-00 · Search Engine Marketing	19,302.87	19,664.52	-361.65	-1.8%
Total 5000-00 · CONSUMER MARKETING	145,275.90	293,557.54	-148,281.64	-50.5%
5016-00 · CDE - Website Programs	28,771.70	30,912.28	-2,140.58	-6.9%
5110-00 · LEISURE SALES				
5137-00 · Co-op Opportunities	134.69	0.00	134.69	100.0%
5143-00 · Mountain Travel Symposium	10,978.50	0.00	10,978.50	100.0%
5147-00 · AUS / Gate 7	13,340.69	9,963.18	3,377.51	33.9%
5154-00 · Canada	7,800.00	7,933.62	-133.62	-1.7%
Total 5110-00 · LEISURE SALES	32,253.88	17,896.80	14,357.08	80.2%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	-6,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	2,162.50	1,680.00	482.50	28.7%
5204-00 · Media Mission(s)	1,172.66	720.00	452.66	62.9%
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	0.00	0.0%
5209-00 · Domestic Travel Media FAMS	5,208.52	1,290.00	3,918.52	303.8%
5210-00 · Content Dev - Newsletters	1,700.00	3,400.00	-1,700.00	-50.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5216-00 · PR Content Development + Distri	1,200.00	1,200.00	0.00	0.0%
5221-00 · Photography & Video Asset Dev	12,780.50	8,222.59	4,557.91	55.4%
5222-00 · Media Tracking / Membership	882.94	883.02	-0.08	0.0%
Total 5200-00 · PUBLIC RELATIONS	32,057.12	30,345.61	1,711.51	5.6%
6000-00 · CONFERENCE SALES				
6003-00 · Geo-Fence Targeting	0.00	182.56	-182.56	-100.0%

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

	Apr 24	Apr 23	\$ Change	% Change
6004-00 · Email	1,200.00	1,650.00	-450.00	-27.3%
6005-00 · Paid Media	3,944.82	5,783.93	-1,839.11	-31.8%
6007-00 · Creative Production	360.00	214.59	145.41	67.8%
6018-00 · MCC Media Commission	669.53	911.01	-241.48	-26.5%
6018-01 · MCC Digital Ad Serving	8.76	3.22	5.54	172.1%
6128-00 · HelmsBriscoe Strategic Partner	612.50	0.00	612.50	100.0%
Total 6000-00 · CONFERENCE SALES	6,795.61	8,745.31	-1,949.70	-22.3%
6100-00 · TRADE SHOWS				
6157-00 · HPN Partner Conference	0.00	7,500.00	-7,500.00	-100.0%
Total 6100-00 · TRADE SHOWS	0.00	7,500.00	-7,500.00	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	0.00	3,720.00	-3,720.00	-100.0%
5021-00 · RASC-Reno Air Service Corp	0.00	25,000.00	-25,000.00	-100.0%
7004-00 · Research	2,685.02	6,578.00	-3,892.98	-59.2%
7006-00 · Special Events	0.00	14,718.48	-14,718.48	-100.0%
7007-00 · Destimetrics / DMX	0.00	16,881.50	-16,881.50	-100.0%
7008-00 · Opportunistic Funds	0.00	5,000.00	-5,000.00	-100.0%
7009-00 · Tahoe Cam Usage	0.00	2,124.00	-2,124.00	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	2,685.02	74,021.98	-71,336.96	-96.4%
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	534.00	534.00	0.00	0.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	4,172.50	2,500.00	1,672.50	66.9%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	16,456.50	14,784.00	1,672.50	11.3%
Total Expense	264,295.73	477,763.52	-213,467.79	-44.7%
Net Income	-19,198.73	-220,166.52	200,967.79	91.3%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2024

Accrual Basis	Apr 24	Budget	Jul '23 - Apr 24	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	791,660.00	791,666.70	950,000.04
4001-00 · NLTRA Funding	165,931.00	165,931.00	1,316,278.00	1,316,278.00	1,440,000.00
Total Income	245,097.00	245,097.67	2,107,938.00	2,107,944.70	2,390,000.04
Gross Profit	245,097.00	245,097.67	2,107,938.00	2,107,944.70	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	16,056.13	12,834.00	46,224.96	45,225.00	49,248.00
5002-00 · Consumer Print	0.00	0.00	21,560.00	19,425.00	19,425.00
5002-01 · Native Display	16,191.04	29,166.00	89,507.15	96,500.00	96,500.00
5004-00 · Trip Advisor	5,199.61	4,424.00	35,259.38	36,498.00	44,248.00
5005-00 · Paid Social	22,356.82	28,083.00	113,581.98	128,311.00	143,350.00
5005-01 · Digital Display / Retargeting	22,534.78	23,917.00	120,871.24	122,821.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	8,514.65	32,650.00	110,387.94	143,600.00	205,000.00
5007-02 · Website Production	9,240.00	1,000.00	43,452.44	44,000.00	50,000.00
5007-03 · Photo/Video Creative	1,736.42		33,731.65	20,837.25	20,837.25
Total 5007-00 · Creative Production	19,491.07	33,650.00	187,572.03	208,437.25	275,837.25
5010-00 · Account Strategy & Management	8,500.00	8,500.00	85,000.00	85,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	103,429.03	110,000.00	110,000.00
5016 · Video Streaming	0.00	28,147.00	40,959.64	112,587.00	123,846.00
5017-00 · Rich Media	0.00	0.00	47,500.00	47,500.00	47,500.00
5018-00 · Media Commission	15,301.03	19,321.00	104,727.89	114,165.00	124,130.00
5018-01 · Digital Ad Serving	342.55	364.00	2,914.88	1,754.00	2,000.00
5020-00 · Search Engine Marketing	19,302.87	18,182.00	115,233.02	109,659.00	125,000.00
5022-00 · Email	0.00	0.00	25,005.01	25,260.00	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	145,275.90	206,588.00	1,163,000.99	1,283,142.25	1,454,694.25
5016-00 · CDE - Website Programs	28,771.70	0.00	51,389.70	0.00	0.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	0.00	1,440.00	1,920.00
5111-00 · FAMs - Domestic	0.00	0.00	88.80	4,500.00	6,000.00
5112-00 · Training / Sales Calls	0.00	0.00	5,203.29	7,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	2,500.00	0.00	10,000.00	10,000.00
5120-00 · Domestic - Trade Shows	0.00	0.00	1,698.00	3,000.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	5,152.68	6,000.00	6,000.00
5133-00 · Ski-Tops	0.00	1,000.00	0.00	3,000.00	3,000.00
5137-00 · Co-op Opportunities	134.69	5,000.00	2,270.19	20,000.00	20,000.00
5143-00 · Mountain Travel Symposium	10,978.50	30,000.00	-5,513.28	60,000.00	60,000.00
5144-00 · IPW - POW WOW	0.00	0.00	7,500.00	8,000.00	10,000.00
5145-00 · TIA Annual Dues	0.00	225.00	0.00	2,250.00	2,700.00
5147-00 · AUS / Gate 7	13,340.69	9,000.00	40,865.69	36,000.00	36,000.00
5154-00 · Canada	7,800.00	2,600.00	31,200.00	26,000.00	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	5,000.00	4,648.53	7,500.00	12,500.00
Total 5110-00 · LEISURE SALES	32,253.88	55,325.00	96,713.90	194,690.00	212,320.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	54,000.00	60,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	2,162.50	1,800.00	22,341.35	18,000.00	21,600.00
5204-00 · Media Mission(s)	1,172.66	0.00	8,311.55	6,000.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	9,500.00	9,500.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	0.00	1,810.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	9,000.00	12,000.00
5208-01 · Int'l FAM Hard Cost	0.00	0.00	10,899.96	0.00	0.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2024

Accrual Basis	Apr 24	Budget	Jul '23 - Apr 24	YTD Budget	Annual Budget
5209-00 · Domestic Travel Media FAMS	5,208.52	3,000.00	11,488.76	12,000.00	16,000.00
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	16,260.00	17,000.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	60,000.00	60,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	1,500.00	2,000.00
5216-00 · PR Content Development + Distri	1,200.00	1,200.00	3,600.00	3,600.00	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	12,780.50	2,250.00	38,417.53	38,000.00	42,000.00
5222-00 · Media Tracking / Membership	882.94	883.02	3,532.00	3,532.08	3,532.08
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	750.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	32,057.12	26,783.02	240,161.15	243,882.08	294,732.08
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	1,500.00	3,738.99	6,496.00	7,996.00
6004-00 · Email	1,200.00	1,200.00	5,640.00	6,240.00	6,720.00
6005-00 · Paid Media	3,944.82	6,290.00	32,627.46	31,920.00	36,500.00
6006-00 · CVENT	0.00	0.00	12,131.61	10,700.00	10,700.00
6007-00 · Creative Production	360.00	4,000.00	19,837.62	22,080.00	35,000.00
6015-00 · MCC National Memberships	0.00	0.00	10.00	0.00	0.00
6018-00 · MCC Media Commission	669.53	1,174.11	6,851.69	7,062.94	7,864.23
6018-01 · MCC Digital Ad Serving	8.76	42.00	88.73	420.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	5,830.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.00	7,291.66	5,830.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	2,500.00	7,500.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	1,250.00	3,289.68	5,000.00	5,000.00
Total 6000-00 · CONFERENCE SALES	6,795.61	16,622.11	94,007.44	109,078.94	134,276.23
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	1,500.00	2,032.03	6,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	4,459.24	4,000.00	4,000.00
6127-00 · CalSAE Annual	0.00	500.00	0.00	1,500.00	1,500.00
6143-00 · Connect Marketplace	0.00	2,000.00	4,545.61	12,000.00	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	6,000.00	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	7,500.00	5,280.97	9,500.00	9,500.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	1,500.00	0.00	3,000.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6168-00 · Sacramento/Roseville TopGolf	0.00	1,000.00	2,282.52	1,000.00	2,000.00
6182-00 · Destination Celebration	0.00	0.00	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
Total 6100-00 · TRADE SHOWS	0.00	14,000.00	35,551.99	78,000.00	80,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	0.00	150.00	1,269.94	1,500.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	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	8,330.00	9,996.00
7004-00 · Research	2,685.02	2,850.00	27,375.07	36,500.00	42,200.00
7006-00 · Special Events	0.00	0.00	5,154.87	0.00	0.00
7007-00 · Destimetrics / DMX	0.00	8,443.00	25,322.25	33,763.00	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	1,770.00	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	1,250.00	0.00	5,000.00	5,000.00
8700-00 · Automobile Expense*	0.00	150.00	1,421.91	1,500.00	1,800.00
8900-00 · bad debt	0.00	0.00	-999.00	0.00	0.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	2,685.02	13,853.00	142,112.94	172,252.00	218,072.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

April 2024

	Apr 24	Budget	Jul '23 - Apr 24	YTD Budget	Annual Budget
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	42,500.00	42,500.00	51,000.00
8003-00 · Website Hosting Maintenance	534.00	534.00	2,226.00	2,136.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	75,841.20	75,000.00	90,000.00
8005-00 · Website SEO Strategy/Maint	4,172.50	4,060.00	41,500.00	40,600.00	48,720.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	16,456.50	16,344.00	162,067.20	160,236.00	191,856.00
Total Expense	264,295.73	349,515.13	1,985,005.31	2,241,281.27	2,585,950.56
Net Income	-19,198.73	-104,417.46	122,932.69	-133,336.57	-195,950.52