



## Finance Committee

Date: Monday December 29th, 2025

Time: 10:00am

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

Teleconference address: 27269 E Nova Circle, Aurora, CO 80016

### Committee Members:

**Chair/Treasurer:** DJ Ewan, Granlibakken | **Jim Phelan**, Tahoe City Marina  
| **David Brown**, CPA (inactive) | **Andy Buckley**, Homewood Resort | **Mike DeGross**, Palisades Tahoe  
Placer County Representative: **Stephanie Holloway**

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### Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Join Zoom

<https://us02web.zoom.us/j/86529477924?pwd=WUlx1M4ekZOQzl3WXIUM24xK29YQT09>

as authorized by AB 361

Meeting ID: 865 2947 7924

Passcode: 059912

Dial by your location

+1 669 900 9128 US (San Jose)

*If you wish to make a public comment, use the "Raise Hand" feature in Zoom or \*9 on your telephone. You will be called upon and unmuted when it is your turn to provide comment. Comments must be 3 minutes or less and limited to one comment per item. Teleconference participation via Zoom is not guaranteed and can be disrupted by technical difficulties. If members of the public wish to be guaranteed the ability to observe/make public comments, they should attend in-person.*

### AGENDA

- |            |    |  |
|------------|----|--|
| 10:00 a.m. | 1. | Call to Order – Establish Quorum   |
| 10:05 a.m. | 2. | Public Forum-Any person wishing to address the Finance Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be to three minutes since no action may be taken by the Committee on items addressed under Public Forum. |
| 10:10 a.m. | 3. | <b>Agenda Amendments and Approval</b>  |
| 10:15 a.m. | 4. | <b>Approval of Finance Committee Meeting Minutes from November 24th, 2025</b>  |
| 10:20 a.m. | 5. | Review and Approval of Preliminary Financials:   |

- a) Review Staff Report on Financial Performance
- b) NTCA 11/30/25 Financials Review (Motion)**
- c) NLTMC 11/30/25 Financial Review

- |                   |           |   |
|-------------------|-----------|---|
| <b>10:45 a.m.</b> | <b>6.</b> | <b>Approval of CEO Expense Report (Motion)</b>                      |
| 10:50 a.m.        | 7.        | Items for Committee Review, Discussion/or Recommendations           |
| 10:50 a.m.        | 8.        | Agenda Input for Next Finance Committee Meeting & Next Meeting Date |
| 10:55 a.m.        | 9.        | Committee Member Comments   |
| 11:00 a.m.        | 10.       | Adjournment   |



12/29/2025

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for November 30, 2025

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### **Summary of preliminary NTCA financial results for November 30, 2025**

- Accounts Receivable TBID –Continuing to follow budget for FY 25/26 TBID until December collections are known
- Accounts Receivable Membership Dues – prior fiscal year amounts due.
- Prepaid Expenses – prepayments for video and photo productions, annual subscriptions.
- Fixed Assets – The Kings Beach Visitor Center leasehold improvements are being depreciated over the term of the lease
- 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.
- Salaries & Wages – Two pay periods in November
- Rent & utilities – Following budget
- Supplies & Mail – includes Email Campaign fees
- Taxes, Licenses, Fees – Consists mainly of county collection fees
- Due and Subscriptions – YTD includes subscriptions to Key Data and Symphony data suppliers.
- Staff Expenses – include training, staff outings, meals and travel expenses
- Professional Fees – includes fees for Submittable per contract
- Equipment Support – Includes our monthly IT support
- Event Sponsorships – November payments include funding for concerts on the beach and Van expo
- Events & Activities – Cal Travel expenses not specifically budgeted for

- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Business Assn Grant Funding – Funding of TCDA per contract. The FY 25-26 TCDA contract totals \$360,784
- Grant Funding Sponsorship – Includes funding for Sierra Community House and Kings Beach parking mgmt
- Grant Funding First Annual - Includes funding for Housing Hub
- Grant Funding Second Annual – Includes funding for League to Save Lake Tahoe and Watson Cabin
- Chamber Activities & Marketing – Includes payments to our marketing consultant for TCDA and KB District collaboration and Sunday trash service

#### **Summary of preliminary NLTMC financial results for November 30, 2025**

- 6006 - CVENT invoice, did not account for it on budget because we thought Mahk was going to pay the vendor directly
- 5123 - credit for invoice voided and resent
- 7001 - 62above invoice
- 7007 - sterling valley (market intelligence pack) over budget for the year

**North Tahoe Community Alliance**

Preliminary

Financial Statements for the Period Ending

November 30, 2025

# Balance Sheet - PY Comparison

North Lake Tahoe Resort  
Association

For the Five Months Ending Sunday, November 30, 2025

1 of 1  
12/24/2025  
6:01 PM

	YTD		
	Nov 2025	Nov 2024	
	Fiscal 25/2026	Fiscal 24/2025	Variance
<b>Current Assets</b>			
Cash - TBID Disbursements	(7,464)	81,635	89,099
Cash - TBID Funding	3,789,551	828,761	(2,960,791)
Cash - Payroll	0	245,585	245,585
Cash - Money Market	100,736	5,164,231	5,063,495
Cash - Plumas 1939	101,870	101,616	(254)
Cash - Plumas 1929	50,640	50,559	(81)
Cash - Chamber	0	540	540
Cash in Drawer	531	2,040	1,510
Petty Cash	436	436	0
Accounts Receivable - TBID	668,995	151,409	(517,586)
Accounts Receivable - Chamber	0	4,400	4,400
Allowance for Doubtful Accounts	0	(1,336)	(1,336)
Inventory Asset	55,358	83,492	28,134
Prepaid Expenses	24,313	159,662	135,349
Prepaid Postage	100	100	0
<b>Total Current Assets</b>	<b>4,785,065</b>	<b>6,873,130</b>	<b>2,088,064</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	57,759	57,759	0
Accumulated Depreciation - Furnitures & Fixtures	(44,494)	(38,809)	5,685
Computer Equipment	48,616	48,616	0
Accumulated Depreciation - Computer Equipment	(21,063)	(11,363)	9,700
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	150,772	142,772	(8,000)
Accumulated Depreciation - Leasehold Improvements	(121,230)	(45,827)	75,403
Operating Lease Right-of-Use Asset	238,308	400,992	162,684
<b>Total Fixed Assets</b>	<b>308,669</b>	<b>554,140</b>	<b>245,471</b>
<b>Total Assets</b>	<b>\$5,093,734</b>	<b>\$7,427,270</b>	<b>\$2,333,536</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	701,680	59,716	641,964
Incentives Payable	99,396	0	99,396
401k Payable	6,856	5,352	1,504
Deferred Revenue - Membership Dues	21,986	3,243	18,743
Operating Lease Liability	177,181	165,548	11,633
<i>Suspense (may include rounding)</i>	<i>(788)</i>	<i>(239)</i>	<i>(549)</i>
<b>Total Current Liabilities</b>	<b>1,006,311</b>	<b>233,620</b>	<b>(772,691)</b>
Sales & Use Tax Payable	4,465	0	4,465
<b>Total Tax Payable</b>	<b>4,465</b>	<b>0</b>	<b>(4,465)</b>
<b>Long-Term Liabilities</b>			
Operating Lease Liability	76,879	254,732	(177,852)
<b>Total Long Term Liabilities</b>	<b>76,879</b>	<b>254,732</b>	<b>177,852</b>
<b>Total Liabilities</b>	<b>1,087,655</b>	<b>488,352</b>	<b>(599,303)</b>
Unrestricted	6,420	(5,453)	11,873
Unrestricted Net Assets	0	14,865	(14,865)
TBID Reserve	6,009,387	8,183,321	(2,173,933)
Net Income	(2,009,728)	(1,253,815)	(755,913)
<b>Total Equity</b>	<b>4,006,079</b>	<b>6,938,918</b>	<b>2,932,839</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$5,093,734</b>	<b>\$7,427,270</b>	<b>\$2,333,536</b>

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

User-Defined 1:  
Posting Date: First - 11/30/2025  
Document Number: First - Last

Print Option: SUMMARY  
Aged By: Document Date  
Aging Date: 11/30/2025

Exclude:  
Sorted By: Vendor ID  
Due Date

Zero Balance, No Activity, Fully Paid Documents, Unposted Applied Credit Documents, Multicurrency Info

Print Currency In: Functional (Z-US\$)

Vendor ID:	101.5 TRUCKEE T	Name:	101.5 Truckee Tahoe Radio*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	3	Aged Totals:	\$1,100.00	\$1,100.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ANNE-KARIN ATWO	Name:	Anne-Karin Atwood*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$324.67	\$0.00	\$0.00	\$0.00	\$324.67
Vendor ID:	ANNIE'S CLEANIN	Name:	Annie's Cleaning Service	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	4	Aged Totals:	\$3,105.00	\$3,105.00	\$0.00	\$0.00	\$0.00
Vendor ID:	ASPEN CARRILLO	Name:	Aspen Carrillo	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CEDAR HOUSE PUB	Name:	Cedar House Pub	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CHAMBERS LANDIN	Name:	Chambers Landing LLC	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,585.00	\$0.00	\$0.00	\$0.00	\$2,585.00
Vendor ID:	CHANGO PRESENTS	Name:	Chango Presents	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CINTAS CORPORAT	Name:	Cintas Corporation #623	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	4	Aged Totals:	\$2,377.03	\$2,377.03	\$0.00	\$0.00	\$0.00
Vendor ID:	CIVITAS	Name:	Civitas	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$3,120.00	\$3,120.00	\$0.00	\$0.00	\$0.00
Vendor ID:	COUNTY OF PLACE	Name:	County Of Placer	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Vendor ID:	CRYSTAL RANGE A	Name:	Crystal Range Associates	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$14.99	\$0.00	\$14.99	\$0.00	\$0.00
Vendor ID:	CSG DIRECT, INC	Name:	CSG Direct, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$4,105.91	\$4,105.91	\$0.00	\$0.00	\$0.00
Vendor ID:	CYBERLINK	Name:	CyberlinkASP Technology	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$1,125.60	\$1,125.60	\$0.00	\$0.00	\$0.00
Vendor ID:	D'LISH CATERING	Name:	D'lish Catering*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	DIRK YURICICH	Name:	Dirk Yuricich	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$124.50	\$0.00	\$124.50	\$0.00	\$0.00
Vendor ID:	EATS COOKING CO	Name:	EATS Cooking Company	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	EVERLINE RESORT	Name:	Everline Resort Spa	Class ID:		User-Defined 1:	

System: 12/24/2025		5:35:17 PM		360 MONTH AGED TRIAL BALANCE		Page: 2	
User Date: 12/24/2025				North Lake Tahoe Resort Association		User ID: derek	



Vendor ID:	LEAGUE TO SAVE	Name:	League to Save Lake Tahoe	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$58,760.40	\$22,652.00	\$36,108.40	\$0.00	\$0.00
Vendor ID:	LT MARKETING	Name:	LT Marketing	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$6,064.23	\$6,064.23	\$0.00	\$0.00	\$0.00
Vendor ID:	MEGAN ADAMS	Name:	Megan Adams	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	MELODY QUEVEDO	Name:	Meleody Quevedo	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	MOGROG ROTISSEF	Name:	MOGROG Rotisserie	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	MTN ALOHA ART	Name:	Mountain Aloha Art	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$150.00	\$0.00	\$0.00	\$0.00	\$150.00
Vendor ID:	NLTHS	Name:	North Lake Tahoe Historical Society	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$210,920.00	\$210,920.00	\$0.00	\$0.00	\$0.00
Vendor ID:	NTEC	Name:	North Tahoe Event Center, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$80.00	\$80.00	\$0.00	\$0.00	\$0.00
Vendor ID:	OFFICE BOSS	Name:	The Office Boss*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	6	Aged Totals:	\$1,816.11	\$1,740.07	\$76.04	\$0.00	\$0.00
Vendor ID:	ONEBOAT INC	Name:	OneBoat, Inc	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$4,146.00	\$0.00	\$4,146.00	\$0.00	\$0.00
Vendor ID:	PAPER TRAIL	Name:	The Paper Trail*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	8	Aged Totals:	\$2,886.25	\$1,788.00	\$1,098.25	\$0.00	\$0.00
Vendor ID:	PEPS PLACE	Name:	PEPS PLACE	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$250.00	\$250.00	\$0.00	\$0.00	\$0.00
Vendor ID:	PETE BILLETER	Name:	Pete Billeter	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,559.00	\$1,559.00	\$0.00	\$0.00	\$0.00
Vendor ID:	PORTER SIMON*	Name:	Porter Simon*	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$1,975.00	\$1,975.00	\$0.00	\$0.00	\$0.00
Vendor ID:	PRA EVENTS INC	Name:	PRA Events, Inc	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$11,092.50	\$11,092.50	\$0.00	\$0.00	\$0.00
Vendor ID:	PRINTART	Name:	Printart	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$920.21	\$920.21	\$0.00	\$0.00	\$0.00
Vendor ID:	RENOTYPE	Name:	Reno Type	Class ID:		User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	1	Aged Totals:	\$2,290.06	\$0.00	\$2,290.06	\$0.00	\$0.00
Vendor ID:	SEC LOCK&ALARM	Name:	Security Lock and Alarm, Inc.	Class ID:	PRIMARY	User-Defined 1:	
			Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
Voucher(s):	2	Aged Totals:	\$198.50	\$198.50	\$0.00	\$0.00	\$0.00
Vendor ID:	SHANICE TURTLE	Name:	Shanice Raven Turtle	Class ID:		User-Defined 1:	

System: 12/24/2025 5:35:17 PM		31 - 60 Days				Page: 4	
User Date: 12/24/2025		North Lake Tahoe Resort Association				User ID: derek	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Vendor ID: SIERRA NEVADAAL		Name: SIERRA NEVADA ALLIANCE		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$2,000.00		\$2,000.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: SPINDLESHANKS		Name: Spindleshanks		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$250.00		\$250.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: STORQUEST		Name: StorQuest		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$396.00		\$396.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: SWIFT COMMUNICA		Name: SWIFT COMMUNICATIONS, CA		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 4		Aged Totals:		\$6,029.85		\$6,029.85	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: SWIGARD'S		Name: Swigard's True Value Hardware, Inc.*		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 5		Aged Totals:		\$93.02		\$14.14	
				\$37.07		\$12.86	
				\$28.95			
Vendor ID: TAHOE ART HAUS		Name: Tahoe Art Haus & Cinema		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 2		Aged Totals:		\$1,000.00		\$1,000.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TAHOE HOUSING H		Name: Tahoe Housing Hub		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 2		Aged Totals:		\$110,420.56		\$65,882.56	
				\$0.00		\$0.00	
				\$0.00		\$44,538.00	
Vendor ID: TAHOE NOVELTY		Name: Tahoe Novelty		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$209.00		\$209.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TAHOE SUN		Name: Tahoe Sun		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$100.00		\$0.00	
				\$0.00		\$0.00	
				\$0.00		\$100.00	
Vendor ID: TAHOE TAP HOUSE		Name: Tahoe Tap House		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$250.00		\$250.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TAHOE TEAS		Name: Tahoe Teas		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$250.00		\$250.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TCDA		Name: Tahoe City Downtown Association*		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 2		Aged Totals:		\$94,428.00		\$94,428.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TCFM		Name: Tahoe City Farmers Market		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$867.64		\$0.00	
				\$0.00		\$0.00	
				\$0.00		\$867.64	
Vendor ID: TERRA ALMA		Name: Terra Alma		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$250.00		\$250.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: THE FAN CLUB		Name: The Fan Club		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$400.00		\$400.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TNTTMA		Name: TNT / TMA, Inc.		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$568.84		\$568.84	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TREEHOUSE CAFE		Name: Treehouse Cafe		Class ID:		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 1		Aged Totals:		\$250.00		\$250.00	
				\$0.00		\$0.00	
				\$0.00		\$0.00	
Vendor ID: TTSD		Name: Tahoe Truckee Sierra Disposal*		Class ID: PRIMARY		User-Defined 1:	
		Due		Current Period		31 - 60 Days	
						61 - 90 Days	
						91 and Over	
Voucher(s): 2		Aged Totals:		\$641.16		\$641.16	
				\$0.00		\$0.00	
				\$0.00		\$0.00	

**HISTORICAL AGED TRIAL BALANCE**  
North Lake Tahoe Resort Association

Vendor ID: UBEO		Name: UBEO formerly RAY MORGAN		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$407.63	\$407.63	\$0.00	\$0.00	\$0.00	
Vendor ID: URBAN 3 LLC		Name: Urban 3, LLC		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$7,688.80	\$0.00	\$0.00	\$7,688.80	\$0.00	
Vendor ID: WACE		Name: Western Association of Chamber Executive		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$600.00	\$600.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WILD WEST COMML		Name: Wild West Communications		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 1	Aged Totals:	\$100.00	\$100.00	\$0.00	\$0.00	\$0.00	
Vendor ID: WOBLE BOND DICK		Name: Woble Bond Dickinson		Class ID:		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$2,262.00	\$2,262.00	\$0.00	\$0.00	\$0.00	
Vendor ID: YIG ADMINISTRAT		Name: YIG Administration		Class ID: PRIMARY		User-Defined 1:	
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over	
Voucher(s): 2	Aged Totals:	\$375.54	\$375.54	\$0.00	\$0.00	\$0.00	
		<u>Vendors</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Vendor Totals:		78	\$701,679.79	\$586,656.06	\$46,802.36	\$7,701.66	\$60,519.71

# PL - Budget vs Actual

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

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	721,071	721,071	53,902	2,553,062	2,553,061	1	2,017,497
Special Events Revenue	8,280	0	0	61,464	0	61,464	0
Chamber Revenue - Member...	4,006	2,083	500	16,777	6,194	10,583	2,970
Retail Revenue	16,000	13,333	11,877	96,764	53,304	43,460	96,857
Revenue - Other	0	12,500	0	0	37,426	(37,426)	0
Revenue - Interest & Investm...	9,637	4,167	12,145	40,291	12,408	27,883	69,671
<b>Total Revenues</b>	<b>758,995</b>	<b>753,154</b>	<b>78,424</b>	<b>2,768,358</b>	<b>2,662,393</b>	<b>105,964</b>	<b>2,186,996</b>
<b>Cost of Goods Sold</b>	<b>8,160</b>	<b>6,667</b>	<b>6,251</b>	<b>49,675</b>	<b>33,333</b>	<b>16,342</b>	<b>46,007</b>
COGS - Events	2,996	0	0	57,709	0	57,709	0
<b>Total Cost of Goods S...</b>	<b>11,156</b>	<b>6,667</b>	<b>6,251</b>	<b>107,384</b>	<b>33,333</b>	<b>74,051</b>	<b>46,007</b>
<b>Gross Profit</b>	<b>747,839</b>	<b>746,487</b>	<b>72,173</b>	<b>2,660,973</b>	<b>2,629,060</b>	<b>31,913</b>	<b>2,140,988</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	212,268	240,016	147,745	1,147,512	1,200,080	(52,568)	896,007
Rent & Utilities	17,564	19,839	19,581	97,450	101,997	(4,547)	95,567
Repairs & Maintenance	7,073	4,556	2,228	18,872	22,269	(3,397)	12,173
Telephone & Internet	2,491	1,796	1,701	12,599	8,978	3,621	8,716
Supplies	4,079	3,112	11,198	26,170	15,561	10,609	39,862
Mail	4,187	0	27	9,522	0	9,522	122
Taxes, Licenses, Fees	18,664	11,559	4,854	71,597	57,797	13,800	42,601
Credit Card Fees	0	0	80	2	0	2	1,209
Dues & Subscriptions	9,159	1,898	9,315	64,832	9,492	55,341	55,005
Insurance/Bonding	1,749	1,368	2,315	16,866	6,840	10,026	7,563
Associate Relations	645	0	1,326	2,882	0	2,882	1,391
Staff Expenses	9,733	4,102	9,604	33,003	20,511	12,492	33,313
Board Functions	2,011	2,185	1,164	10,541	10,927	(386)	11,506
Professional Fees	9,591	12,500	11,530	77,608	62,500	15,108	38,852
Research & Planning	0	0	0	0	0	0	5,250
Equipment Support & Mainten...	7,972	4,000	5,634	54,488	20,000	34,488	29,393
Equipment Rental/Leasing	0	0	28	57	0	57	1,982
Depreciation	6,631	4,167	6,631	38,544	20,833	17,711	27,334
Event Sponsorships	15,000	59,250	5,000	219,750	494,250	(274,500)	448,039
Events & Activities	93,387	0	1,693	112,873	0	112,873	3,129
NLTMC Contributions	61,053	61,053	113,750	839,202	839,206	(3)	568,750
Non-NLTMC Marketing	400	18,883	2,950	116,121	89,017	27,104	80,035
In-Market/Tourism	24,260	13,383	14,356	89,314	66,917	22,398	80,289
Media/Collateral/Production	10,613	18,750	18,292	80,783	93,750	(12,967)	46,071
Signage	0	6,156	0	372	30,780	(30,408)	0
Business Assn Grant Funding	87,075	36,333	37,000	225,016	181,667	43,349	218,710
Grant Funding - Sponsorship	52,085	87,176	133,153	448,085	435,880	12,205	423,639
Grant Funding - Flex	0	18,334	0	106,145	91,670	14,475	0
Grant Funding - First Annual	65,883	74,523	10,548	302,891	372,615	(69,724)	145,388
Grant Funding - Second Annu...	269,680	65,467	0	269,680	327,337	(57,656)	0
Chamber Activities	1,890	32,917	7,538	71,743	164,584	(92,841)	8,316
Chamber Activities - Member...	0	0	0	0	0	0	8,000
Chamber Activities - Leaders...	0	4,167	0	0	20,833	(20,833)	0
Chamber PR / Marketing	6,064	7,083	15,244	106,181	35,417	70,764	56,396
Chamber Activities - Commun...	0	0	0	0	0	0	195
<b>Total Operating Expe...</b>	<b>1,001,207</b>	<b>814,576</b>	<b>594,485</b>	<b>4,670,702</b>	<b>4,801,706</b>	<b>(131,004)</b>	<b>3,394,804</b>
<b>Net Operating Income</b>	<b>(253,368)</b>	<b>(68,088)</b>	<b>(522,312)</b>	<b>(2,009,728)</b>	<b>(2,172,646)</b>	<b>162,918</b>	<b>(1,253,815)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(253,368)</b>	<b>(68,088)</b>	<b>(522,312)</b>	<b>(2,009,728)</b>	<b>(2,172,646)</b>	<b>162,918</b>	<b>(1,253,815)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 Marketing

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	378,562	378,563	28,299	1,340,358	1,340,358	0	1,059,187
<b>Total Revenues</b>	<b>378,562</b>	<b>378,563</b>	<b>28,299</b>	<b>1,340,358</b>	<b>1,340,358</b>	<b>0</b>	<b>1,059,187</b>
 <b>Gross Profit</b>	 <b>378,562</b>	 <b>378,563</b>	 <b>28,299</b>	 <b>1,340,358</b>	 <b>1,340,358</b>	 <b>0</b>	 <b>1,059,187</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	49,924	52,709	28,934	278,726	263,546	15,180	177,281
Rent & Utilities	2,432	3,308	2,417	15,561	16,542	(980)	13,729
Repairs & Maintenance	0	195	675	0	974	(974)	1,089
Telephone & Internet	0	512	350	350	2,559	(2,209)	350
Supplies	244	665	3,875	2,626	3,323	(698)	8,608
Mail	38	0	27	121	0	121	80
Taxes, Licenses, Fees	0	68	0	127	342	(215)	0
Credit Card Fees	0	0	0	0	0	0	90
Dues & Subscriptions	483	137	808	11,485	683	10,803	2,318
Associate Relations	0	0	0	1,393	0	1,393	65
Staff Expenses	1,610	291	4,466	10,643	1,457	9,186	15,284
Board Functions	104	0	219	402	0	402	980
Professional Fees	2,262	0	0	17,028	0	17,028	616
Research & Planning	0	0	0	0	0	0	5,250
Equipment Rental/Leasing	0	0	28	57	0	57	1,982
Event Sponsorships	15,000	32,250	5,000	214,750	278,250	(63,500)	393,699
Events & Activities	93,387	0	1,693	112,873	0	112,873	1,693
NLTMC Contributions	61,053	61,053	113,750	839,202	839,206	(3)	568,750
Non-NLTMC Marketing	400	18,883	2,950	116,121	89,017	27,104	80,035
In-Market/Tourism	24,260	13,383	14,356	89,314	66,917	22,398	80,289
Media/Collateral/Production	10,613	18,750	18,292	80,783	93,750	(12,967)	46,071
Signage	0	6,156	0	372	30,780	(30,408)	0
Business Assn Grant Funding	147	3,333	0	6,517	16,667	(10,150)	0
Grant Funding - First Annual	0	6,250	0	0	31,250	(31,250)	0
Grant Funding - Second Annu...	0	6,250	0	0	31,250	(31,250)	0
Chamber Activities	1,890	25,417	6,949	70,505	127,084	(56,578)	7,727
Chamber Activities - Leaders...	0	4,167	0	0	20,833	(20,833)	0
Chamber PR / Marketing	6,064	0	15,244	105,651	0	105,651	56,396
Chamber Activities - Commun...	0	0	0	0	0	0	195
Allocated Administrative Over...	29,278	0	27,442	271,204	0	271,204	204,476
<b>Total Operating Expe...</b>	<b>299,189</b>	<b>253,777</b>	<b>247,475</b>	<b>2,245,811</b>	<b>1,914,428</b>	<b>331,384</b>	<b>1,667,054</b>
<b>Net Operating Income</b>	<b>79,373</b>	<b>124,785</b>	<b>(219,176)</b>	<b>(905,453)</b>	<b>(574,069)</b>	<b>(331,384)</b>	<b>(607,867)</b>
 <b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>79,373</b>	<b>124,785</b>	<b>(219,176)</b>	<b>(905,453)</b>	<b>(574,069)</b>	<b>(331,384)</b>	<b>(607,867)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Zone 1

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	106,719	106,719	7,978	377,854	377,854	0	298,589
<b>Total Revenues</b>	<b>106,719</b>	<b>106,719</b>	<b>7,978</b>	<b>377,854</b>	<b>377,854</b>	<b>0</b>	<b>298,589</b>
 <b>Gross Profit</b>	 <b>106,719</b>	 <b>106,719</b>	 <b>7,978</b>	 <b>377,854</b>	 <b>377,854</b>	 <b>0</b>	 <b>298,589</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	8,752	14,646	5,292	36,106	73,231	(37,126)	31,888
Rent & Utilities	433	230	430	2,387	1,150	1,236	2,450
Repairs & Maintenance	0	57	0	0	114	(114)	0
Telephone & Internet	0	37	0	0	187	(187)	0
Supplies	0	155	0	0	774	(774)	0
Taxes, Licenses, Fees	0	27	0	0	137	(137)	0
Dues & Subscriptions	0	18	0	0	91	(91)	0
Staff Expenses	0	155	0	0	774	(774)	0
Event Sponsorships	0	25,000	0	0	187,500	(187,500)	52,840
Business Assn Grant Funding	69,542	0	29,600	174,800	0	174,800	164,480
Grant Funding - Sponsorship	26,043	21,311	32,272	201,068	106,555	94,513	80,072
Grant Funding - First Annual	0	13,272	9,884	50,871	66,360	(15,489)	52,884
Grant Funding - Second Annu...	0	18,333	0	0	91,667	(91,667)	0
Chamber PR / Marketing	0	7,083	0	0	35,417	(35,417)	0
Allocated Administrative Over...	11,365	0	9,663	57,400	0	57,400	38,564
<b>Total Operating Expe...</b>	<b>116,136</b>	<b>100,326</b>	<b>87,141</b>	<b>522,631</b>	<b>563,957</b>	<b>(41,326)</b>	<b>423,177</b>
<b>Net Operating Income</b>	<b>(9,417)</b>	<b>6,393</b>	<b>(79,163)</b>	<b>(144,777)</b>	<b>(186,104)</b>	<b>41,326</b>	<b>(124,588)</b>
 <b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(9,417)</b>	<b>6,393</b>	<b>(79,163)</b>	<b>(144,777)</b>	<b>(186,104)</b>	<b>41,326</b>	<b>(124,588)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 Visitors Center

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	52,639	52,639	3,935	186,375	186,375	0	147,279
Retail Revenue	16,000	13,333	11,877	96,764	53,304	43,460	96,857
<b>Total Revenues</b>	<b>68,639</b>	<b>65,972</b>	<b>15,812</b>	<b>283,139</b>	<b>239,679</b>	<b>43,460</b>	<b>244,136</b>
<b>Cost of Goods Sold</b>	<b>8,160</b>	<b>6,667</b>	<b>6,251</b>	<b>49,675</b>	<b>33,333</b>	<b>16,342</b>	<b>46,007</b>
<b>Total Cost of Goods S...</b>	<b>8,160</b>	<b>6,667</b>	<b>6,251</b>	<b>49,675</b>	<b>33,333</b>	<b>16,342</b>	<b>46,007</b>
<b>Gross Profit</b>	<b>60,479</b>	<b>59,305</b>	<b>9,560</b>	<b>233,464</b>	<b>206,346</b>	<b>27,118</b>	<b>198,128</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	20,145	31,019	18,512	140,043	155,097	(15,054)	125,191
Rent & Utilities	9,263	10,638	11,470	46,861	53,188	(6,327)	49,196
Repairs & Maintenance	3,149	2,557	0	6,591	12,785	(6,194)	2,105
Telephone & Internet	0	150	50	50	749	(699)	50
Supplies	3,135	519	1,856	10,678	2,595	8,083	12,741
Taxes, Licenses, Fees	0	27	0	1,024	137	888	0
Credit Card Fees	0	0	0	0	0	0	187
Dues & Subscriptions	0	18	0	0	91	(91)	0
Associate Relations	0	0	115	272	0	272	115
Staff Expenses	241	144	344	874	720	154	663
Equipment Support & Mainten...	0	0	0	0	0	0	536
Depreciation	6,393	4,167	6,393	37,112	20,833	16,279	26,141
Events & Activities	0	0	0	0	0	0	1,436
Grant Funding - Sponsorship	0	2,083	0	0	10,415	(10,415)	0
Grant Funding - First Annual	0	5,918	0	0	29,590	(29,590)	0
Grant Funding - Second Annu...	0	4,167	0	0	20,835	(20,835)	0
Allocated Administrative Over...	4,591	0	4,832	34,057	0	34,057	31,888
<b>Total Operating Expe...</b>	<b>46,917</b>	<b>61,407</b>	<b>43,572</b>	<b>277,564</b>	<b>307,035</b>	<b>(29,471)</b>	<b>250,250</b>
<b>Net Operating Income</b>	<b>13,562</b>	<b>(2,102)</b>	<b>(34,011)</b>	<b>(44,100)</b>	<b>(100,689)</b>	<b>56,589</b>	<b>(52,122)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>13,562</b>	<b>(2,102)</b>	<b>(34,011)</b>	<b>(44,100)</b>	<b>(100,689)</b>	<b>56,589</b>	<b>(52,122)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 Business Support

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	39,659	39,659	2,965	140,418	140,417	0	110,962
<b>Total Revenues</b>	<b>39,659</b>	<b>39,659</b>	<b>2,965</b>	<b>140,418</b>	<b>140,417</b>	<b>0</b>	<b>110,962</b>
<b>Gross Profit</b>	<b>39,659</b>	<b>39,659</b>	<b>2,965</b>	<b>140,418</b>	<b>140,417</b>	<b>0</b>	<b>110,962</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	17,684	20,468	13,833	90,003	102,340	(12,338)	73,480
Rent & Utilities	506	1,161	503	2,784	5,805	(3,021)	2,863
Repairs & Maintenance	0	62	0	0	309	(309)	0
Telephone & Internet	0	162	50	0	811	(811)	50
Supplies	10	246	0	34	1,229	(1,195)	0
Mail	43	0	0	50	0	50	35
Taxes, Licenses, Fees	0	27	0	42	137	(95)	0
Credit Card Fees	0	0	0	0	0	0	30
Dues & Subscriptions	887	18	803	5,250	91	5,159	4,013
Staff Expenses	362	182	1,554	1,111	910	200	3,060
Board Functions	0	0	134	0	0	0	398
Professional Fees	0	0	1,980	0	0	0	5,148
Event Sponsorships	0	0	0	0	0	0	1,500
Business Assn Grant Funding	17,386	30,083	7,400	43,699	150,417	(106,717)	54,230
Grant Funding - Sponsorship	0	2,083	0	0	10,415	(10,415)	0
Grant Funding - Second Annu...	0	2,083	0	0	10,415	(10,415)	0
Chamber Activities	0	2,500	0	0	12,500	(12,500)	0
Allocated Administrative Over...	4,000	0	3,275	18,990	0	18,990	12,578
<b>Total Operating Expe...</b>	<b>40,877</b>	<b>59,076</b>	<b>29,531</b>	<b>161,962</b>	<b>295,379</b>	<b>(133,417)</b>	<b>157,383</b>
<b>Net Operating Income</b>	<b>(1,218)</b>	<b>(19,417)</b>	<b>(26,567)</b>	<b>(21,545)</b>	<b>(154,962)</b>	<b>133,417</b>	<b>(46,422)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(1,218)</b>	<b>(19,417)</b>	<b>(26,567)</b>	<b>(21,545)</b>	<b>(154,962)</b>	<b>133,417</b>	<b>(46,422)</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 Economic Development

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	54,802	54,802	4,097	194,035	194,035	0	153,332
<b>Total Revenues</b>	<b>54,802</b>	<b>54,802</b>	<b>4,097</b>	<b>194,035</b>	<b>194,035</b>	<b>0</b>	<b>153,332</b>
<b>Gross Profit</b>	<b>54,802</b>	<b>54,802</b>	<b>4,097</b>	<b>194,035</b>	<b>194,035</b>	<b>0</b>	<b>153,332</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	10,275	37,193	6,741	45,052	185,964	(140,912)	39,644
Rent & Utilities	621	537	618	3,434	5,484	(2,051)	3,534
Repairs & Maintenance	0	100	0	0	299	(299)	0
Telephone & Internet	0	87	0	0	437	(437)	0
Supplies	0	205	0	0	1,024	(1,024)	0
Taxes, Licenses, Fees	0	27	0	0	137	(137)	0
Dues & Subscriptions	0	18	0	0	91	(91)	0
Staff Expenses	0	109	0	0	546	(546)	0
Grant Funding - Sponsorship	26,042	25,000	100,881	247,017	125,000	122,017	343,567
Grant Funding - Flex	0	9,167	0	106,145	45,835	60,310	0
Grant Funding - First Annual	65,883	15,833	664	252,020	79,165	172,855	92,504
Grant Funding - Second Annu...	269,680	16,667	0	269,680	83,335	186,345	0
Allocated Administrative Over...	40,406	0	13,582	111,235	0	111,235	53,962
<b>Total Operating Expe...</b>	<b>412,908</b>	<b>104,943</b>	<b>122,486</b>	<b>1,034,583</b>	<b>527,318</b>	<b>507,265</b>	<b>533,211</b>
<b>Net Operating Income</b>	<b>(358,106)</b>	<b>(50,142)</b>	<b>(118,389)</b>	<b>(840,548)</b>	<b>(333,283)</b>	<b>(507,265)</b>	<b>(379,879)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(358,106)</b>	<b>(50,142)</b>	<b>(118,389)</b>	<b>(840,548)</b>	<b>(333,283)</b>	<b>(507,265)</b>	<b>(379,879)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 Sustainability/Mitigation

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	23,795	23,795	1,779	84,251	84,251	0	66,578
<b>Total Revenues</b>	<b>23,795</b>	<b>23,795</b>	<b>1,779</b>	<b>84,251</b>	<b>84,251</b>	<b>0</b>	<b>66,578</b>
<b>Gross Profit</b>	<b>23,795</b>	<b>23,795</b>	<b>1,779</b>	<b>84,251</b>	<b>84,251</b>	<b>0</b>	<b>66,578</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	8,007	8,118	6,741	41,688	40,588	1,100	39,644
Rent & Utilities	499	384	496	2,748	1,918	830	2,827
Repairs & Maintenance	0	71	0	0	214	(214)	0
Telephone & Internet	0	62	0	0	312	(312)	0
Supplies	0	141	0	0	706	(706)	0
Taxes, Licenses, Fees	0	27	0	0	137	(137)	0
Dues & Subscriptions	0	18	0	0	91	(91)	0
Staff Expenses	0	109	0	0	546	(546)	0
Event Sponsorships	0	2,000	0	0	28,500	(28,500)	0
Grant Funding - Sponsorship	0	7,500	0	0	37,500	(37,500)	0
Grant Funding - Flex	0	9,167	0	0	45,835	(45,835)	0
Allocated Administrative Over...	923	0	903	5,792	0	5,792	5,626
<b>Total Operating Expe...</b>	<b>9,428</b>	<b>27,598</b>	<b>8,139</b>	<b>50,229</b>	<b>156,347</b>	<b>(106,118)</b>	<b>48,098</b>
<b>Net Operating Income</b>	<b>14,367</b>	<b>(3,802)</b>	<b>(6,361)</b>	<b>34,022</b>	<b>(72,095)</b>	<b>106,118</b>	<b>18,480</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>14,367</b>	<b>(3,802)</b>	<b>(6,361)</b>	<b>34,022</b>	<b>(72,095)</b>	<b>106,118</b>	<b>18,480</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	36,053	36,053	2,695	127,651	127,651	0	100,873
Revenue - Interest & Investm...	9,637	4,167	12,145	40,291	12,408	27,883	69,671
<b>Total Revenues</b>	<b>45,690</b>	<b>40,220</b>	<b>14,840</b>	<b>167,943</b>	<b>140,059</b>	<b>27,883</b>	<b>170,545</b>
<b>Gross Profit</b>	<b>45,690</b>	<b>40,220</b>	<b>14,840</b>	<b>167,943</b>	<b>140,059</b>	<b>27,883</b>	<b>170,545</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	0	0	0	0	0	0	54
Grant Funding - Sponsorship	0	7,500	0	0	37,500	(37,500)	0
Grant Funding - First Annual	0	7,500	0	0	37,500	(37,500)	0
Grant Funding - Second Annu...	0	8,333	0	0	41,665	(41,665)	0
Allocated Administrative Over...	50,163	0	29,724	232,725	0	232,725	172,102
<b>Total Operating Expe...</b>	<b>50,163</b>	<b>23,333</b>	<b>29,724</b>	<b>232,725</b>	<b>116,665</b>	<b>116,060</b>	<b>172,156</b>
<b>Net Operating Income</b>	<b>(4,473)</b>	<b>16,887</b>	<b>(14,884)</b>	<b>(64,783)</b>	<b>23,394</b>	<b>(88,177)</b>	<b>(1,612)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(4,473)</b>	<b>16,887</b>	<b>(14,884)</b>	<b>(64,783)</b>	<b>23,394</b>	<b>(88,177)</b>	<b>(1,612)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:08 County Admin Fee

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	14,421	14,421	1,078	51,060	51,060	0	40,349
<b>Total Revenues</b>	<b>14,421</b>	<b>14,421</b>	<b>1,078</b>	<b>51,060</b>	<b>51,060</b>	<b>0</b>	<b>40,349</b>
 <b>Gross Profit</b>	 <b>14,421</b>	 <b>14,421</b>	 <b>1,078</b>	 <b>51,060</b>	 <b>51,060</b>	 <b>0</b>	 <b>40,349</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	8,819	10,927	3,344	42,642	54,633	(11,991)	34,124
Grant Funding - Sponsorship	0	6,250	0	0	31,250	(31,250)	0
Grant Funding - First Annual	0	6,250	0	0	31,250	(31,250)	0
<b>Total Operating Expe...</b>	<b>8,819</b>	<b>23,427</b>	<b>3,344</b>	<b>42,642</b>	<b>117,133</b>	<b>(74,491)</b>	<b>34,124</b>
<b>Net Operating Income</b>	<b>5,602</b>	<b>(9,006)</b>	<b>(2,266)</b>	<b>8,418</b>	<b>(66,073)</b>	<b>74,491</b>	<b>6,225</b>
 <b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>5,602</b>	<b>(9,006)</b>	<b>(2,266)</b>	<b>8,418</b>	<b>(66,073)</b>	<b>74,491</b>	<b>6,225</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:09 Contingency/Reserve

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	14,421	14,421	1,078	51,060	51,060	0	40,349
<b>Total Revenues</b>	<b>14,421</b>	<b>14,421</b>	<b>1,078</b>	<b>51,060</b>	<b>51,060</b>	<b>0</b>	<b>40,349</b>
 <b>Gross Profit</b>	 <b>14,421</b>	 <b>14,421</b>	 <b>1,078</b>	 <b>51,060</b>	 <b>51,060</b>	 <b>0</b>	 <b>40,349</b>
<b>Operating Expenses</b>							
Grant Funding - Sponsorship	0	15,449	0	0	77,245	(77,245)	0
Grant Funding - First Annual	0	19,500	0	0	97,500	(97,500)	0
Grant Funding - Second Annu...	0	9,634	0	0	48,170	(48,170)	0
<b>Total Operating Expe...</b>	<b>0</b>	<b>44,583</b>	<b>0</b>	<b>0</b>	<b>222,915</b>	<b>(222,915)</b>	<b>0</b>
<b>Net Operating Income</b>	<b>14,421</b>	<b>(30,162)</b>	<b>1,078</b>	<b>51,060</b>	<b>(171,855)</b>	<b>222,915</b>	<b>40,349</b>
 <b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>14,421</b>	<b>(30,162)</b>	<b>1,078</b>	<b>51,060</b>	<b>(171,855)</b>	<b>222,915</b>	<b>40,349</b>

# PL - Budget vs Actual

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

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenue - Other	0	12,500	0	0	37,426	(37,426)	0
<b>Total Revenues</b>	<b>0</b>	<b>12,500</b>	<b>0</b>	<b>0</b>	<b>37,426</b>	<b>(37,426)</b>	<b>0</b>
<b>Gross Profit</b>	<b>0</b>	<b>12,500</b>	<b>0</b>	<b>0</b>	<b>37,426</b>	<b>(37,426)</b>	<b>0</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	17,928	0	12,683	88,112	0	88,112	70,150
Supplies	0	0	0	345	0	345	0
Dues & Subscriptions	822	0	652	4,253	0	4,253	3,262
Staff Expenses	0	0	1,312	256	0	256	1,312
Board Functions	0	0	0	2,703	0	2,703	0
<b>Total Operating Expe...</b>	<b>18,749</b>	<b>0</b>	<b>14,647</b>	<b>95,669</b>	<b>0</b>	<b>95,669</b>	<b>74,723</b>
<b>Net Operating Income</b>	<b>(18,749)</b>	<b>12,500</b>	<b>(14,647)</b>	<b>(95,669)</b>	<b>37,426</b>	<b>(133,095)</b>	<b>(74,723)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(18,749)</b>	<b>12,500</b>	<b>(14,647)</b>	<b>(95,669)</b>	<b>37,426</b>	<b>(133,095)</b>	<b>(74,723)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Special Events Revenue	8,280	0	0	61,464	0	61,464	0
Chamber Revenue - Member...	4,006	2,083	500	16,777	6,194	10,583	2,970
<b>Total Revenues</b>	<b>12,286</b>	<b>2,083</b>	<b>500</b>	<b>78,241</b>	<b>6,194</b>	<b>72,046</b>	<b>2,970</b>
COGS - Events	2,996	0	0	57,709	0	57,709	0
<b>Total Cost of Goods S...</b>	<b>2,996</b>	<b>0</b>	<b>0</b>	<b>57,709</b>	<b>0</b>	<b>57,709</b>	<b>0</b>
<b>Gross Profit</b>	<b>9,290</b>	<b>2,083</b>	<b>500</b>	<b>20,531</b>	<b>6,194</b>	<b>14,337</b>	<b>2,970</b>
<b>Operating Expenses</b>							
Rent & Utilities	0	0	0	449	0	449	0
Supplies	19	0	52	2,630	0	2,630	52
Taxes, Licenses, Fees	0	0	0	976	0	976	90
Dues & Subscriptions	0	0	0	225	0	225	0
Staff Expenses	64	0	0	838	0	838	0
Board Functions	0	0	0	0	0	0	720
Chamber Activities	0	5,000	589	1,238	25,000	(23,763)	589
Chamber Activities - Member...	0	0	0	0	0	0	8,000
Chamber PR / Marketing	0	0	0	530	0	530	0
<b>Total Operating Expe...</b>	<b>83</b>	<b>5,000</b>	<b>641</b>	<b>6,886</b>	<b>25,000</b>	<b>(18,114)</b>	<b>9,451</b>
<b>Net Operating Income</b>	<b>9,207</b>	<b>(2,917)</b>	<b>(141)</b>	<b>13,645</b>	<b>(18,806)</b>	<b>32,451</b>	<b>(6,481)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>9,207</b>	<b>(2,917)</b>	<b>(141)</b>	<b>13,645</b>	<b>(18,806)</b>	<b>32,451</b>	<b>(6,481)</b>

## PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:13 Housing Hub

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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	0	0	4,007	0	0	0	25,176
<b>Total Operating Expe...</b>	<b>0</b>	<b>0</b>	<b>4,007</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>25,176</b>
<b>Net Operating Income</b>	<b>0</b>	<b>0</b>	<b>(4,007)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(25,176)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>0</b>	<b>0</b>	<b>(4,007)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(25,176)</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

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12/24/2025  
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	Nov 2025		Prior Y...	Fiscal 2025/26 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	79,554	75,863	51,002	427,783	379,313	48,470	313,552
Rent & Utilities	3,809	3,582	3,647	23,227	17,911	5,316	20,969
Repairs & Maintenance	3,924	1,515	1,553	12,281	7,574	4,707	8,979
Telephone & Internet	2,491	785	1,251	12,199	3,923	8,276	8,266
Supplies	670	1,182	5,415	9,857	5,909	3,948	18,460
Mail	4,106	0	0	9,352	0	9,352	8
Taxes, Licenses, Fees	9,845	428	1,511	26,786	2,140	24,647	8,333
Credit Card Fees	0	0	80	2	0	2	901
Dues & Subscriptions	6,967	1,671	7,052	43,618	8,353	35,266	45,413
Insurance/Bonding	1,749	1,368	2,315	16,866	6,840	10,026	7,563
Associate Relations	645	0	1,211	1,216	0	1,216	1,211
Staff Expenses	7,456	3,112	1,928	19,282	15,558	3,725	12,993
Board Functions	1,907	2,185	811	7,436	10,927	(3,491)	9,408
Professional Fees	7,329	12,500	9,550	60,580	62,500	(1,920)	33,089
Equipment Support & Mainten...	7,972	4,000	5,634	54,488	20,000	34,488	28,857
Depreciation	239	0	239	1,432	0	1,432	1,193
Event Sponsorships	0	0	0	5,000	0	5,000	0
Business Assn Grant Funding	0	2,917	0	0	14,583	(14,583)	0
Allocated Administrative Over...	(140,727)	0	(89,420)	(731,404)	0	(731,404)	(519,196)
<b>Total Operating Expe...</b>	<b>(2,064)</b>	<b>111,106</b>	<b>3,778</b>	<b>0</b>	<b>555,530</b>	<b>(555,530)</b>	<b>0</b>
<b>Net Operating Income</b>	<b>2,064</b>	<b>(111,106)</b>	<b>(3,778)</b>	<b>0</b>	<b>(555,530)</b>	<b>555,530</b>	<b>0</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>2,064</b>	<b>(111,106)</b>	<b>(3,778)</b>	<b>0</b>	<b>(555,530)</b>	<b>555,530</b>	<b>0</b>

**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

November 30, 2025

# Balance Sheet Comparison

## NORTH LAKE TAHOE MARKETING COOPERATIVE

As of November 30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	AS OF NOVEMBER 30, 2025	AS OF NOVEMBER 30, 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
<b>Assets</b>				
Current Assets				
Bank Accounts				
1000-00 Cash...9347	54,686.99	288,584.80	-233,897.81	-81.05 %
<b>Total for Bank Accounts</b>	<b>\$54,686.99</b>	<b>\$288,584.80</b>	<b>-\$233,897.81</b>	<b>-81.05 %</b>
Accounts Receivable				
1200-00 Accounts Receivable	0.00	91,962.77	-91,962.77	-100.0 %
<b>Total for Accounts Receivable</b>	<b>\$0.00</b>	<b>\$91,962.77</b>	<b>-\$91,962.77</b>	<b>-100.0 %</b>
Other Current Assets				
1200-99 Accounts Receivable - Other	0.00	4,470.16	-4,470.16	-100.0 %
1350-00 Security Deposits	100.00	100.00	0.00	0.0 %
<b>Total for Other Current Assets</b>	<b>\$100.00</b>	<b>\$4,570.16</b>	<b>-\$4,470.16</b>	<b>-97.81 %</b>
<b>Total for Current Assets</b>	<b>\$54,786.99</b>	<b>\$385,117.73</b>	<b>-\$330,330.74</b>	<b>-85.77 %</b>
Fixed Assets				
Other Assets				
1400-00 Prepaid Expenses	14,666.67	45,334.94	-30,668.27	-67.65 %
<b>Total for Other Assets</b>	<b>\$14,666.67</b>	<b>\$45,334.94</b>	<b>-\$30,668.27</b>	<b>-67.65 %</b>
<b>Total for Assets</b>	<b>\$69,453.66</b>	<b>\$430,452.67</b>	<b>-\$360,999.01</b>	<b>-83.86 %</b>
<b>Liabilities and Equity</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 Accounts Payable	96,480.54	320,769.25	-224,288.71	-69.92 %
<b>Total for Accounts Payable</b>	<b>\$96,480.54</b>	<b>\$320,769.25</b>	<b>-\$224,288.71</b>	<b>-69.92 %</b>
Credit Cards				
Other Current Liabilities				
2650-00 Unearned Revenue	0.00	113,750.00	-113,750.00	-100.0 %
<b>Total for Other Current Liabilities</b>	<b>\$0.00</b>	<b>\$113,750.00</b>	<b>-\$113,750.00</b>	<b>-100.0 %</b>
<b>Total for Current Liabilities</b>	<b>\$96,480.54</b>	<b>\$434,519.25</b>	<b>-\$338,038.71</b>	<b>-77.8 %</b>
Long-term Liabilities				
<b>Total for Liabilities</b>	<b>\$96,480.54</b>	<b>\$434,519.25</b>	<b>-\$338,038.71</b>	<b>-77.8 %</b>
Equity				
32000 Unrestricted Net Assets	14,757.78	93,869.11	-79,111.33	-84.28 %
Net Income	-41,784.66	-97,935.69	56,151.03	57.33 %
<b>Total for Equity</b>	<b>-\$27,026.88</b>	<b>-\$4,066.58</b>	<b>-\$22,960.30</b>	<b>-564.61 %</b>
<b>Total for Liabilities and Equity</b>	<b>\$69,453.66</b>	<b>\$430,452.67</b>	<b>-\$360,999.01</b>	<b>-83.86 %</b>

A/P Aging Summary Report  
NORTH LAKE TAHOE MARKETING COOPERATIVE  
As of November 30, 2025

VENDOR	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
62ABOVE, LLC	66,820.54					66,820.54
CrowdRiff	16,000.00					16,000.00
Fallon Multimedia	4,000.00					4,000.00
Sterling Valley Systems, Inc. dba Inntopia	9,660.00					9,660.00
<b>TOTAL</b>	<b>96,480.54</b>					<b>\$96,480.54</b>

# Profit and Loss Comparison

## NORTH LAKE TAHOE MARKETING COOPERATIVE

November 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	NOV 1 - NOV 30 2025	NOV 1 - NOV 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Income				
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	0.0 %
4001-00 NLTRA Funding	61,053.00	113,750.00	-52,697.00	-46.33 %
<b>Total for Income</b>	<b>\$106,886.00</b>	<b>\$159,583.00</b>	<b>-\$52,697.00</b>	<b>-33.02 %</b>
Cost of Goods Sold				
<b>Gross Profit</b>	<b>\$106,886.00</b>	<b>\$159,583.00</b>	<b>-\$52,697.00</b>	<b>-33.02 %</b>
Expenses				
5000-00 CONSUMER MARKETING				
5001-00 Broadcast / Radio - High Notes	4,554.00		4,554.00	
5007-00 Creative Production				
5007-01 Creative Production	15,000.00	20,109.70	-5,109.70	-25.41 %
5007-03 Photo/Video Creative	8,156.57	1,823.25	6,333.32	347.36 %
<b>Total for 5007-00 Creative Production</b>	<b>\$23,156.57</b>	<b>\$21,932.95</b>	<b>\$1,223.62</b>	<b>5.58 %</b>
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	0.0 %
5018-00 Media Commission	804.00	5,130.38	-4,326.38	-84.33 %
5005-00 Paid Social		7,592.50	-7,592.50	-100.0 %
5005-01 Digital Display / Retargeting		7,167.69	-7,167.69	-100.0 %
5018-01 Digital Ad Serving		39.18	-39.18	-100.0 %
5020-00 Search Engine Marketing		13,926.83	-13,926.83	-100.0 %
5021-01 Stewardship Campaign		14,940.29	-14,940.29	-100.0 %
<b>Total for 5000-00 CONSUMER MARKETING</b>	<b>\$35,514.57</b>	<b>\$77,729.82</b>	<b>-\$42,215.25</b>	<b>-54.31 %</b>
5110-00 LEISURE SALES				
5143-00 Mountain Travel Symposium	2,945.00		2,945.00	
<b>Total for 5110-00 LEISURE SALES</b>	<b>\$2,945.00</b>		<b>\$2,945.00</b>	
5200-00 PUBLIC RELATIONS				
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	6,000.00	1,000.00	16.67 %
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,365.00	-365.00	-26.74 %
5206-00 Digital Buy/ Social Media Boost	700.00	700.00	0.00	0.0 %
5207-00 Content Campaigns/Tools-My Emma	300.00		300.00	
5209-00 Domestic Travel Media FAMS	484.92	2,768.05	-2,283.13	-82.48 %
5211-00 Social Media Strategy & Mgmt	5,000.00	6,000.00	-1,000.00	-16.67 %
5221-00 Photography & Video Asset Dev	6,250.00		6,250.00	
5222-00 Media Tracking / Membership	250.00		250.00	
5210-00 Content Dev - Newsletters		1,700.00	-1,700.00	-100.0 %
<b>Total for 5200-00 PUBLIC RELATIONS</b>	<b>\$20,984.92</b>	<b>\$18,533.05</b>	<b>\$2,451.87</b>	<b>13.23 %</b>

# Profit and Loss Comparison

## NORTH LAKE TAHOE MARKETING COOPERATIVE

November 1-30, 2025

DISTRIBUTION ACCOUNT	TOTAL			
	NOV 1 - NOV 30 2025	NOV 1 - NOV 30 2024 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
6000-00 CONFERENCE SALES				
6005-00 Paid Media	2,940.88	2,302.21	638.67	27.74 %
6006-00 CVENT	13,889.48		13,889.48	
6018-00 MCC Media Commission	518.98	1,223.86	-704.88	-57.59 %
6153-00 Chicago Sales Rep Support	810.99		810.99	
6003-00 Geo-Fence Targeting		2,607.67	-2,607.67	-100.0 %
6007-00 Creative Production		2,602.16	-2,602.16	-100.0 %
6018-01 MCC Digital Ad Serving		16.95	-16.95	-100.0 %
<b>Total for 6000-00 CONFERENCE SALES</b>	<b>\$18,160.33</b>	<b>\$8,752.85</b>	<b>\$9,407.48</b>	<b>107.48 %</b>
6100-00 TRADE SHOWS				
6151-00 Destination CA	1,272.13		1,272.13	
6155-00 Connect Trade Shows	4,450.00		4,450.00	
<b>Total for 6100-00 TRADE SHOWS</b>	<b>\$5,722.13</b>		<b>\$5,722.13</b>	
7000-00 COMMITTED & ADMIN EXPENSES				
5009-00 Fulfillment / Mail	120.99		120.99	
5123-00 HSVC - High Sierra Visitors	-2,500.00		-2,500.00	
7001-00 Miscellaneous	1,889.76		1,889.76	
7002-00 CRM Subscription	402.72		402.72	
7007-00 Destimetrics / DMX	9,660.00		9,660.00	
5021-00 RASC-Reno Air Service Corp		16,666.66	-16,666.66	-100.0 %
7004-00 Research		2,420.83	-2,420.83	-100.0 %
<b>Total for 7000-00 COMMITTED &amp; ADMIN EXPENSES</b>	<b>\$9,573.47</b>	<b>\$19,087.49</b>	<b>-\$9,514.02</b>	<b>-49.84 %</b>
8000-00 WEBSITE CONTENT & MAINTENANCE				
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	0.0 %
8003-00 Website Hosting Maintenance	178.00		178.00	
8004-00 Website Strategy & Maintenance	7,250.00	32,206.50	-24,956.50	-77.49 %
8005-00 Website SEO Strategy/Maint	1,000.00	2,700.00	-1,700.00	-62.96 %
<b>Total for 8000-00 WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>\$12,428.00</b>	<b>\$38,906.50</b>	<b>-\$26,478.50</b>	<b>-68.06 %</b>
<b>Total for Expenses</b>	<b>\$105,328.42</b>	<b>\$163,009.71</b>	<b>-\$57,681.29</b>	<b>-35.39 %</b>
<b>Net Operating Income</b>	<b>\$1,557.58</b>	<b>-\$3,426.71</b>	<b>\$4,984.29</b>	<b>145.45 %</b>
Other Income				
Other Expenses				
<b>Net Other Income</b>				
<b>Net Income</b>	<b>\$1,557.58</b>	<b>-\$3,426.71</b>	<b>\$4,984.29</b>	<b>145.45 %</b>

	Nov 2025				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
4000-00 LTIVCBVB Funding	45,833.00	45,833.00	0.00	100.00%	229,165.00	229,165.00	0.00	100.00%
4001-00 NLTRA Funding	61,053.00	61,053.00	0.00	100.00%	839,202.25	839,205.50	-3.25	100.00%
Total Income	\$ 106,886.00	\$ 106,886.00	\$ 0.00	100.00%	\$ 1,068,367.25	\$ 1,068,370.50	-\$ 3.25	100.00%
Gross Profit	\$ 106,886.00	\$ 106,886.00	\$ 0.00	100.00%	\$ 1,068,367.25	\$ 1,068,370.50	-\$ 3.25	100.00%
Expenses								
5000-00 CONSUMER MARKETING								
5001-00 Broadcast / Radio - High Notes	4,554.00	4,554.00	0.00	100.00%	319,258.79	310,780.00	8,478.79	102.73%
5007-00 Creative Production			0.00		0.00	0.00	0.00	
5007-01 Creative Production	15,000.00	15,000.00	0.00	100.00%	56,953.88	35,000.00	21,953.88	162.73%
5007-03 Photo/Video Creative	8,156.57	5,000.00	3,156.57	163.13%	127,803.05	120,000.00	7,803.05	106.50%
Total 5007-00 Creative Production	\$ 23,156.57	\$ 20,000.00	\$ 3,156.57	115.78%	\$ 184,756.93	\$ 155,000.00	\$ 29,756.93	119.20%
5010-00 Account Strategy & Management	7,000.00	7,000.00	0.00	100.00%	38,556.25	35,000.00	3,556.25	110.16%
5018-00 Media Commission	804.00	804.00	0.00	100.00%	51,861.46	59,567.00	-7,705.54	87.06%
5018-03 Strategic Marketing Plan		0.00	0.00		10,000.00	10,000.00	0.00	100.00%
5021-01 Stewardship Campaign		0.00	0.00		23,232.44	36,775.00	-13,542.56	63.17%
Total 5000-00 CONSUMER MARKETING	\$ 35,514.57	\$ 32,358.00	\$ 3,156.57	109.76%	\$ 627,665.87	\$ 607,122.00	\$ 20,543.87	103.38%
5110-00 LEISURE SALES								
5107-00 Creative Production			0.00		480.00	0.00	480.00	
5111-00 FAMS - Domestic		0.00	0.00		6,521.18	4,000.00	2,521.18	163.03%
5112-00 Training / Sales Calls		1,500.00	-1,500.00	0.00%	0.00	1,500.00	-1,500.00	0.00%
5131-00 FAMS -Intl - Travel Trade		0.00	0.00		827.37	1,000.00	-172.63	82.74%
5137-00 Co-op Opportunities		30,000.00	-30,000.00	0.00%	34,062.00	60,000.00	-25,938.00	56.77%
5143-00 Mountain Travel Symposium	2,945.00	0.00	2,945.00		2,945.00	2,945.00	0.00	100.00%
5145-00 TIA Annual Dues		0.00	0.00		0.00	2,775.00	-2,775.00	0.00%
5147-00 AUS / Gate 7		0.00	0.00		19,826.50	19,826.00	0.50	100.00%
5154-00 Canada		0.00	0.00		15,600.00	15,600.00	0.00	100.00%
5155-00 California Star Program		0.00	0.00		0.00	3,600.00	-3,600.00	0.00%
5157-00 International Efforts		0.00	0.00		1,462.90	1,500.00	-37.10	97.53%
Total 5110-00 LEISURE SALES	\$ 2,945.00	\$ 31,500.00	-\$ 28,555.00	9.35%	\$ 81,724.95	\$ 112,746.00	-\$ 31,021.05	72.49%
5200-00 PUBLIC RELATIONS								
5200-01 Strategy, Reporting, Mgmt, Etc.	7,000.00	7,000.00	0.00	100.00%	35,000.00	35,000.00	0.00	100.00%
5202-00 PR Program/ Content Dev - Blogs	1,000.00	1,000.00	0.00	100.00%	6,756.00	5,000.00	1,756.00	135.12%
5204-00 Media Mission(s)		0.00	0.00		5,000.00	0.00	5,000.00	
5206-00 Digital Buy/ Social Media Boost	700.00	700.00	0.00	100.00%	3,500.00	3,500.00	0.00	100.00%
5207-00 Content Campaigns/Tools-My Emma	300.00		300.00		900.00	0.00	900.00	
5209-00 Domestic Travel Media FAMS	484.92	0.00	484.92		3,372.20	12,800.00	-9,427.80	26.35%
5210-00 Content Dev - Newsletters		0.00	0.00		1,700.00	1,700.00	0.00	100.00%
5211-00 Social Media Strategy & Mgmt	5,000.00	5,000.00	0.00	100.00%	25,000.00	25,000.00	0.00	100.00%
5221-00 Photography & Video Asset Dev	6,250.00	6,250.00	0.00	100.00%	12,500.00	12,500.00	0.00	100.00%
5222-00 Media Tracking / Membership	250.00	250.00	0.00	100.00%	1,250.00	1,250.00	0.00	100.00%
Total 5200-00 PUBLIC RELATIONS	\$ 20,984.92	\$ 20,200.00	\$ 784.92	103.89%	\$ 94,978.20	\$ 96,750.00	-\$ 1,771.80	98.17%
6000-00 CONFERENCE SALES								
6004-00 Email			0.00		480.00	0.00	480.00	
6005-00 Paid Media	2,940.88	8,713.00	-5,772.12	33.75%	10,542.76	17,426.00	-6,883.24	60.50%
6006-00 CVENT	13,889.48	0.00	13,889.48		13,889.48	12,980.00	909.48	107.01%
6007-00 Creative Production		0.00	0.00		20,000.00	20,000.00	0.00	100.00%
6014-00 MCC Group Incentive Program		0.00	0.00		2,000.00	2,000.00	0.00	100.00%
6015-00 MCC National Memberships		0.00	0.00		125.00	1,000.00	-875.00	12.50%
6018-00 MCC Media Commission	518.98	1,538.00	-1,019.02	33.74%	1,914.55	3,076.00	-1,161.45	62.24%
6153-00 Chicago Sales Rep Support	810.99	0.00	810.99		983.08	0.00	983.08	
Total 6000-00 CONFERENCE SALES	\$ 18,160.33	\$ 10,251.00	\$ 7,909.33	177.16%	\$ 49,934.87	\$ 56,482.00	-\$ 6,547.13	88.41%
6100-00 TRADE SHOWS								

6111-00 Site Inspections		0.00	0.00		0.00	1,000.00	-1,000.00	0.00%
6143-00 Connect Marketplace			0.00		4,450.00	0.00	4,450.00	
6151-00 Destination CA	1,272.13	0.00	1,272.13		6,272.13	5,000.00	1,272.13	125.44%
6155-00 Connect Trade Shows	4,450.00	0.00	4,450.00		4,450.00	5,000.00	-550.00	89.00%
6182-00 Destination Celebration		0.00	0.00		0.00	2,000.00	-2,000.00	0.00%
<b>Total 6100-00 TRADE SHOWS</b>	<b>\$ 5,722.13</b>	<b>\$ 0.00</b>	<b>\$ 5,722.13</b>		<b>\$ 15,172.13</b>	<b>\$ 13,000.00</b>	<b>\$ 2,172.13</b>	<b>116.71%</b>
<b>7000-00 COMMITTED &amp; ADMIN EXPENSES</b>								
5009-00 Fulfillment / Mail	120.99	150.00	-29.01	80.66%	462.97	750.00	-287.03	61.73%
5021-00 RASC-Reno Air Service Corp			0.00		0.50	0.00	0.50	
5123-00 HSVC - High Sierra Visitors	-2,500.00	0.00	-2,500.00		0.00	2,500.00	-2,500.00	0.00%
5124-00 Reno Tahoe Territory Membership		0.00	0.00		0.00	1,000.00	-1,000.00	0.00%
7001-00 Miscellaneous	1,889.76	0.00	1,889.76		2,333.83	0.00	2,333.83	
7002-00 CRM Subscription	402.72	0.00	402.72		4,753.02	5,000.00	-246.98	95.06%
7004-00 Research		0.00	0.00		31,823.39	36,500.00	-4,676.61	87.19%
7007-00 Destimetrics / DMX	9,660.00	0.00	9,660.00		24,570.00	16,882.00	7,688.00	145.54%
7008-00 Opportunistic Funds		0.00	0.00		48,831.00	50,000.00	-1,169.00	97.66%
8600-00 Staff Industry Travel		0.00	0.00		10,605.89	7,500.00	3,105.89	141.41%
8700-00 Automobile Expense*			0.00		77.29	0.00	77.29	
<b>Total 7000-00 COMMITTED &amp; ADMIN EXPENSES</b>	<b>\$ 9,573.47</b>	<b>\$ 150.00</b>	<b>\$ 9,423.47</b>	<b>6382.31%</b>	<b>\$ 123,457.89</b>	<b>\$ 120,132.00</b>	<b>\$ 3,325.89</b>	<b>102.77%</b>
<b>8000-00 WEBSITE CONTENT &amp; MAINTENANCE</b>								
8001-00 Social Media Contractor		0.00	0.00		50,000.00	50,000.00	0.00	100.00%
8002-00 Content Manager Contractor	4,000.00	4,000.00	0.00	100.00%	24,000.00	20,000.00	4,000.00	120.00%
8003-00 Website Hosting Maintenance	178.00	178.00	0.00	100.00%	1,968.00	890.00	1,078.00	221.12%
8004-00 Website Strategy & Maintenance	7,250.00	7,250.00	0.00	100.00%	36,250.00	36,250.00	0.00	100.00%
8005-00 Website SEO Strategy/Maint	1,000.00	1,000.00	0.00	100.00%	5,000.00	5,000.00	0.00	100.00%
<b>Total 8000-00 WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>\$ 12,428.00</b>	<b>\$ 12,428.00</b>	<b>\$ 0.00</b>	<b>100.00%</b>	<b>\$ 117,218.00</b>	<b>\$ 112,140.00</b>	<b>\$ 5,078.00</b>	<b>104.53%</b>
<b>Total Expenses</b>	<b>\$ 105,328.42</b>	<b>\$ 106,887.00</b>	<b>-\$ 1,558.58</b>	<b>98.54%</b>	<b>\$ 1,110,151.91</b>	<b>\$ 1,118,372.00</b>	<b>-\$ 8,220.09</b>	<b>99.26%</b>
<b>Net Operating Income</b>	<b>\$ 1,557.58</b>	<b>-\$ 1.00</b>	<b>\$ 1,558.58</b>	<b>-155758.00%</b>	<b>-\$ 41,784.66</b>	<b>-\$ 50,001.50</b>	<b>\$ 8,216.84</b>	<b>83.57%</b>
<b>Net Income</b>	<b>\$ 1,557.58</b>	<b>-\$ 1.00</b>	<b>\$ 1,558.58</b>	<b>-155758.00%</b>	<b>-\$ 41,784.66</b>	<b>-\$ 50,001.50</b>	<b>\$ 8,216.84</b>	<b>83.57%</b>