BOARD OF DIRECTORS MEETING

DATE: Wednesday, Nov 4, 2026
TIME: 8:30 a.m. – 11:00 a.m.
LOCATION: North Tahoe Event Center
(8318 N Lake Blvd, Kings Beach, CA)

ADDITIONAL TELECONFERENCE LOCATIONS:
5451 Ka Huka Road, Princeville, HI

Each teleconference location is open to the public, and any member of the public has an opportunity to address the Board of Directors from a teleconference location in the same manner as if that person attended the meeting location at 8318 N Lake Blvd, Kings Beach, CA.

BOARD OF DIRECTORS

CHAIR **JILL SCHOTT,** North Shore Lodging/Property Mgmt.
VICE CHAIR **KEVIN DRAKE,** North Tahoe Business Assoc.
SECRETARY **CAROLINE ROSS,** Squaw Valley Business Assoc.
TREASURER **DJ EWAN**, West Shore Lodging/Property Mgmt.
PAST CHAIR **SUE RAE IRELAN**, Placer County Appointee
DANNY SCOTT, F&B At Large
MIKE MARTIN, Palisades Tahoe
SAMIR TUMA, At-Large
JOSH JOHNSON, Ritz-Carlton, Lake Tahoe
CONNOR MCCARTHY, Homewood Mountain Resort
NICOLE GORMAN, Everline Resort & Spa
JIM PHELAN, At-Large Activity Business Sector
DAVE WILDEROTTER, At-Large
AMY KYLBERG, Northstar Business Assoc.
ROBB OLSON, Tahoe City Downtown Assoc.
KELSEY EVERTON, Northstar California Resort

ADVISORY MEMBERS
STEPHANIE HOLLOWAY, Placer County Executive Office
DEVIN MIDDLEBROOK, Tahoe Regional Planning Agency

INSTRUCTIONS FOR PUBLIC PARTICIPATION:

Members of the public may attend the Zoom teleconference by telephone, computer, or mobile device or in-person. To participate via Zoom, join the meeting from the link:

https://us02web.zoom.us/j/84678477385?pwd=SWZtWjRQY1RodVV4K0FNY3hiQ202UT09

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.

8:30 am 1. Call to Order – Establish Quorum

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 the Board may take no action on items addressed under Public Forum.

3. Agenda Amendments and Approval [ACTION]

4. Consent Calendar [ACTION] – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

Page: 4 A. NTCA Board Meeting Minutes from Oct 7, 2026
Page: 8 B. CEO Expense Report from Sept 2026
Page: 11 C. NTCA Financial Statements, July & Preliminary Aug 2026
D. Minutes from the committee meeting from Sept. are available on northtahoecommunityalliance.com
and links to meeting minutes are provided below. Update:

Business and Chamber Advisory Committee from Sept 8, 2026
TBID Advisory Committee from Sept 15, 2026
TOT Advisory Committee from Sept 17, 2026
Finance Committee from Sept 3, 2026
Finance Committee from Sept 30, 2026

8:35 am 5. Action Items:

Page: 35 1. The NTCA BOD recommend to the Placer County Board of Supervisors expenditure of Transient Occupancy Tax (TOT) funds in the total amount of up to $19,326,634 for programs associated with the TOT-TBID Dollars at Work Program 2026 Ongoing Proven Program Cycle, as presented by staff and recommended for funding by the TOT Advisory Committee: [ACTION] - Hetz

i. Workforce Housing Case Management and Direct Assistance Program, Sierra Community House: $1,797,635 through June 30, 2030
ii. Lease to Locals, Placer County: $1,500,000 through June 30, 2030
iii. Workforce Housing Preservation Program (WHPP), Placer County: $3,000,000 through June 30, 2030
iv. Launchpad, Placer County: $4,000,000 through June 30, 2030
v. North Lake Tahoe Parking Management Program, Placer County: $1,140,000 plus annual cost increases through June 30, 2030
vi. North Tahoe Workforce Vanpool, TNT-TMA: $1,107,500 through June 30, 2030

vii. TART Connect Expanded Services, Placer County: $3,884,638 through June 30, 2029
viii. Park and Ride, TNT-TMA: $2,896,861 through June 30, 2030

2. The NTCA BOD recommend to the Placer County Board of Supervisors that the following committee recommendations accompany the funding: [ACTION]

i. Launchpad: re-evaluate the lottery process, other financing and security options so more developers can secure lender financing, the scale of the deed restriction subsidy (scaled per bedroom), and support for additional Placer County housing staff.
ii. TART Connect: Placer County staff to examine how and when to add fares for the TART Connect service per the TART Systems Plan.

6. Presentation/Discussion items:

A. Placer County/UC Davis presentation on BOS approved MOU for potential development of a regional science, education, economic, and community hub on County Properties in Tahoe City - Karwowski

7. Reports – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board Member.

A. Marketing Reports, Sept 2026

B. Destimetrics, Sept 2026

C. Marketing Coop Financials, Sept 2026

D. October Talking Points

8. CEO and Staff Updates

9. Placer County Updates

10. Directors' Comments

11. Request for future agenda items

12. Adjournment

NTCA

BOARD OF DIRECTORS MEETING

DATE: Wednesday, October 7, 2026
TIME: 8:30 a.m. – 12:30 p.m.
LOCATION: Tahoe City PUD
(221 Fairway Dr, Tahoe City, CA)

BOARD OF DIRECTORS

CHAIR JILL SCHOTT, North Shore Lodging/Property
VICE CHAIR KEVIN DRAKE, North Tahoe Business Assoc.
SECRETARY CAROLINE ROSS, Squaw Valley Business Assoc.
TREASURER DJ EWAN, West Shore Lodging/Property Mgmt.
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KELSEY EVERTON, Northstar California Resort

ADVISORY MEMBERS

STEPHANIE HOLLOWAY, Placer County Executive Office
DEVIN MIDDLEBROOK, Tahoe Regional Planning Agency

1. Call to Order – Establish Quorum

The meeting was called to order at 8:35 AM in person and via Zoom.

Board members present

Jill Schott, Caroline Ross, Sue Rae Irelan, Mike Martin, Samir Tuma, Jim Phelan, Robb Olson, and John Johnson. A quorum was not established. Kevin Drake and Kelsey Everton arrived at 8:45 and a quorum was established

Amy Kylberg was on the call but because her location was not posted, her attendance did not count toward the quorum nor could she vote.

Also present were Advisory Members Stephanie Holloway and Devin Middlebrook

Board members absent

DJ Ewan, Connor McCarthy, Nicole Gorman, and Dave Wilderotter

Staff Members in attendance

Tony Karwowski, Adam Wilson, Anna Atwood, Kimberly Brown, Christine Horvath and Lindsey McCandless

Others in attendance

Included Jess Weaver, Lindsay Romack, Jim Marino, Leon Aliski, and Jim Marino.

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval [ACTION]

It was moved by Irelan and seconded by Drake to approve today's agenda as presented. It was agreed items may be taken out of order. Motion carried unanimously.

4. Consent Calendar [ACTION] – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NTCA Board Meeting Minutes from Sept 9, 2026

B. CEO Expense Report from Aug 2026

C. NTCA Preliminary Financial Statements July 2026

D. Minutes from the committee meeting from Aug are available on northtahoecommunityalliance.com and links to meeting minutes are provided below. Update: Business and Chamber Advisory Committee from Aug 11, 2026

It was moved by Phelan and seconded by Everton to approve the items on the Consent Calendar as presented. Motion carried unanimously.

5. Action Items

A. Appoint Anik Wild to Chamber Advisory Committee in KB District Seat

It was moved by Irelan and seconded by Drake to appoint Anik Wild to the Chamber Advisory Committee in the Kings Beach District Seat. Motion carried unanimously.

6. County Updates

Holloway announced the Board of Supervisors is meeting at the Kings Beach Event Center on October 20. She reviewed agenda items, which include consideration of a single-use plastic ban ordinance.

Stephanie Hampton and Heather Segale reported on preliminary conversations with Placer County regarding TERC UC Davis moving into the old fire station in Tahoe City. Tahoe City could provide a visible accessible site to further the goals of the organization. Holloway said opportunities and partnerships continue to be explored for the site.

The County is hosting Discover & Discuss on October 15 at the Event Center.

The SNOW Museum is conducting a virtual informational meeting tonight.

7. Presentation/Discussion items

A. Receive a summary presentation of the 2025 Economic Impact of Travel in North Lake Tahoe Report from Dean Runyan Associates – Karwowski

Leon Aliski from Dean Runyon presented the 2025 Economic Impact report, which is done every other year and includes information from Travel North Tahoe Nevada. He described the methodology used to collect and analyze data. Aliski presented results specific to North Lake Tahoe and said most of the increased visitor spending is due to increased lodging rates.

Key takeaways are that spending has fallen slightly since 2018 and that travel supports 55% of regional jobs. Karwowski said the trends are consistent with peer sets as reported by Visit California. Locally, there are impacts from the Hyatt and Mourelatos being closed. About 600 hotel rooms have been lost over the past 15-20 years and the existing inventory is aging. Short-term rentals have increased.

Discussion followed as the presentation was clarified, including a request to see the results by season. Also, visitors coming through the Sacramento Airport are considered as "drive market," even though they may spend the night in North Tahoe.

B. Receive a summary presentation of the NTCA FY 25/26 Annual TBID Report – Staff
Karwowski presented a recap of the past year's activities, highlighting development of a new three-year Strategic Plan, the 10-year renewal of TBID, and the 10-year renewal of the TOT MOU with Placer County.

Wilson described how approximately $8.6 million was invested in the community and Brown reviewed accomplishments of the North Tahoe Chamber. Horvath discussed the very successful "Dive In" campaign featuring the new branding.

Wilson said looking ahead to FY 2026/27 includes transitioning to the new TBID MDP categories. Staff is working with the County to develop the Economic Heath and Catalyst Roadmap to further refine TOT allocations. The Chamber will be targeting workforce and economic development efforts.

C. Receive a presentation on the Economic and Catalyst Initiatives Road Map Timeline and Workplan Update - Hetz
On behalf of Hetz, Karwowski reviewed the status of the Economic Heath and Catalyst Roadmap which will serve as the guiding document to evaluate and make decisions on TOT investments. It replaces several documents including the Tourism Master Plan.

McCandless described the approach to develop the Roadmap, which includes collecting data, developing a prioritized list of projects and programs, and criteria by which to review proposals. Stakeholder feedback will be solicited through all stages of developing the Roadmap, which should be completed by June 30, 2027 for implementation in the new fiscal year. It will be adopted by this Board and the Board of Supervisors.

Irelan suggested the community be asked to provide input on priorities at the beginning of the process, not toward the end as has been proposed. A conversation followed regarding the importance of community input during the data collection phase as an item missed may be identified early on and people may stay engaged throughout the process.

D. Receive a presentation from Tahoe Transportation District on transportation infrastructure and program updates in the Lake Tahoe Basin – Karwowski/Marino
Jim Marino described what TTD is and the many agencies it partners with to deliver on the Regional Transportation Plan. TTD has secured over $70 million for capital projects in the basin such as the SR 28 Transit Hub and the East Shore Trail. Marino reported on the programs TTD operates, including the South Lake Tahoe fixed route and micro-transit systems and the Emerald Bay shuttle.

TTD has received funds to beta test AI technology to gather data on vehicle counts, types, safety issues, and parking using sensors at basin entry points, major intersections, parking lots, and trailheads. The information will be shared with Caltrans, NDOT, CHP, and NHP for safety improvements and grant applications.

Marino answered questions about the effectiveness of parking lots on the east shore and TTD projects.

8. Reports – The following reports are provided on a monthly or periodic basis by staff and can be pulled for discussion by any Board Member.
A. Marketing Reports, Aug 2026
B. Destimetrics, Aug 2026
C. Marketing Coop Financials, Aug 2026
D. October Talking Points
There were no questions or comments.

9. CEO and Staff Updates
Karwowski provided staffing updates.

Brown said the Tahoe Prosperity Center is looking for volunteers to help with Business Walks in Kings Beach and Tahoe City. She announced the Chamber Mixer tomorrow at Tahoe Longspace in Carnelian Bay.

10. Directors' Comments
Irelan said Phase 1 of the Tahoe Cross-Country Center, which is the parking lot and drainage, should be completed by October 15. Community tours of the site are scheduled for October 24 at 2pm, 3pm, and 4pm. Funds are being raised for Phase 2, which is the actual building construction.

Ross announced the Made In Tahoe Fall Festival is this weekend at the Village at Palisades.

11. Request for future agenda items
No requests were submitted.

12. Adjournment
There being no further business to come before the Board, the meeting adjourned at 11:43 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

Month/Y August 2026
Employe Tony Karwowski

POSTING DATE	DOC REF	VENDOR	RECEIPT OR	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
	A			Phone Reimbuirsement August		50.00	
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J.1						
	K.1						
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	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		149.72	
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					-		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						199.72	

Grand Total 199.72

Signed By: Tony Karwowski Approved By:

Date: 10/26/2026 Date:

ACCOUNTING

DATE RECEIVED	DATE ENTERED	CFO APPROVA	CFO APPROVAL DATE	DATE SCANNED		

EMPLOYEE NAME: Tony Karwowski
REPORT MONTH: Sep-26

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
	2-Sep	Napa	Truckee	163.00		x	Cal ravel Summit
	9-Sep	TC	Granlibakken	4.00	x		BOD meeting
	22-Sep	KB	TC	10.00		x	Chamber coffee connect
	28-Sep	TC	KB	20.00	x		DSC meeting

TOTAL MILES SUBMITTED:	197.00
MILEAGE RATE PER MILE	$ 0.760
TOTAL MILEAGE REIMBURSEMENT DUE	$ 149.72

Date (UTC)	First Name	Last Name	Clean Merchant Name	Amount
10/25/2026 19:15	Tony	Karkwowski	Sierra Community House	($5,250.00)
10/21/2026 11:16	Tony	Karkwowski	Doodle.com	($15.15)
10/16/2026 11:33	Tony	Karkwowski	California Travel Asso	($300.00)
10/14/2026 11:21	Tony	Karkwowski	Ace Hardware	($24.66)

10/29/2026

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Nadia Fuia, Controller

RE: Report on Financial Results for August 31, 2026

Summary of preliminary NTCA financial results for August 31, 2026

- Accounts Receivable TOT – The amount of $300,000 represents the total of the two Placer County reimbursement checks for the FY2024-25 and FY2025-26 Management and Administration of the TOT Advisory Committee and TOT-TBID Dollars At Work Campaign. The checks were received on August 27, 2026, and deposited on September 3rd, 2026.

- Prepaid Expenses – prepayments for video and photo productions, annual subscriptions and insurance.

- 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.

- The TBID reserve accounts will be adjusted based on the allocation to the new MDP categories. We are waiting for the results of the audit for the 2025-2026 year before we make this adjustment.

- The revenue for the month of August 2026 is forecasted based on the budget amounts. We are still waiting for reports from Placer County on the actual revenue earned in the previous fiscal year and the first month of the current fiscal year.

- Salaries & Wages – Two pay periods in August.

- Subscriptions – Includes marketing, accounting and other software subscriptions.

- Insurance/ Boding – the amount represents the payment of the Travelers liability bond.

- Equipment Support – Includes our IT support services

- Market Support – payment for the LT Marketing invoice.

- Lake Tahoe Travel Co-op – includes the NTCA contributions for July and August 2026.

- Chamber Events – payments for Premier Lacross, Tremigo Tahoe Inc, Community of Writers and North Lake Tahoe Snow Fest invoices, which are part of our Economic Health and Resiliency programs.

- Zone 1 Sponsorship – includes payment to the North Tahoe PUD for the fourth quarter of the 25-26 grant for Secline Beach.

- TBID Annual 2024-2025 – includes the payment to the Tahoe Housing Hub for the Emergent sponsorship Q4 25-26 grants.

Summary of preliminary NLTMC financial results for August 31, 2026

Key points:

- The AR aging and AP aging reports reflect the outstanding amounts that the Co-op still needed to receive or to pay as of August 31st, 2026.

- The revenue amounts represent the August 2026 contributions from NLTRA and TNTNV.

North Tahoe Community Alliance

Preliminary Financial Statements for the Period Ending

August 31, 2026



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Balance Sheet
End of Aug 2026

Financial Row	Amount
ASSETS	
Current Assets	
Bank	
10002 - Money Out - NTCA	$39,377.17
10010 - Cash - TBID Operations 0550	($51,436.92)
10020 - Cash - TBID Funding/Sweep-8328	$1,503,205.35
10030 - Cash - Payroll 3898	($563.37)
10035 - Cash - Money Market - 6466	$102,191.96
10040 - Cash - Petty Cash 8391	$93.81
10050 - Plumas - Cash Flow Reserve 1939	$102,061.83
10060 - Plumas - Marketing Reserve 1928	$50,700.74
Total Bank	$1,745,630.57
Accounts Receivable	
12100 - Accounts Receivable - TBID	$406,303.02
12200 - Accounts Receivable - TOT	$300,000.00
12900 - Accounts Receivable - Other	($4,450.00)
Total Accounts Receivable	$701,853.02
Other Current Asset	
13000 - Inventory Asset	$37,649.15
14000 - Prepaid Expenses	$35,153.92
NS013 - Undeposited Funds	$1,693.39
Total Other Current Asset	$74,496.46
Total Current Assets	$2,521,980.05
Fixed Assets	
17000 - Fixed Assets	
17100 - Furniture & Fixtures	$57,759.37
17110 - Accumulated Depreciation - Furnitures & Fixtures	($48,430.08)
17200 - Computer Equipment	$48,615.73
17210 - Accumulated Depreciation - Computer Equipment	($28,338.00)
17300 - Computer Software	$6,206.05
17310 - Accumulated Depreciation - Computer Software	($6,206.05)
17400 - Leasehold Improvements	$155,104.71
17410 - Accumulated Depreciation - Leasehold Improvements	($143,183.75)
Total - 17000 - Fixed Assets	$41,527.98
Total Fixed Assets	$41,527.98
Other Assets	
18000 - Other Non-Current Assets	
18100 - Operating Lease Right-of-Use Asset	$113,503.64
Total - 18000 - Other Non-Current Assets	$113,503.64
Total Other Assets	$113,503.64
Total ASSETS	$2,677,011.67
Liabilities & Equity	
Current Liabilities	
Accounts Payable	
20010 - Accounts Payable	
20011 - Accounts Payable - Other	$190,712.09
21004 - 401k Payable	$14,266.54
22000 - Sales & Use Tax Payable	
22001 - Sales Tax Payable	$5,416.29
Total - 22000 - Sales & Use Tax Payable	$5,416.29

Financial Row	Amount
Total - 20010 - Accounts Payable	$210,394.92
Total Accounts Payable	$210,394.92
Other Current Liability	
24000 - Deferred Revenue	
24301 - Deferred Revenue - Chamber Activities	$15,642.97
Total - 24000 - Deferred Revenue	$15,642.97
25000 - Operating Lease Liability - current	$122,546.80
Total Other Current Liability	$138,189.77
Total Current Liabilities	$348,584.69
Equity	
30210 - TBID Reserve	($100.00)
30900 - TBID Marketing Reserve - Old MDP	$3,197,763.14
30901 - TBID Zone 1 Reserve - Old MDP	$1,696,043.59
30902 - TBID Visitor Services Reserve - Old MDP	$516,958.13
30903 - TBID Business Advocacy Reserve - Old MDP	$101,768.53
30904 - TBID Economic Dev Reserve - Old MDP	$913,685.54
30905 - TBID Sustainability Reserve - Old MDP	$275,095.49
30906 - TBID Administrative Reserve - Old MDP	$347,301.63
30907 - TBID County Admin Reserve - Old MDP	$85,532.13
30908 - TBID Contingency Reserve - Old MDP	$263,643.55
30909 - TBID Chamber Zone 1 Reserve - Old MDP	($10,254.72)
30910 - MPSE-000-Zone 1 Reserve - Old MDP	($567,671.71)
30911 - Z1S-000-Zone 1 Reserve - old MDP	($280,057.58)
30912 - VSVC-000-Zone 1 Reserve - old MDP	($59,531.61)
30913 - BSA-000-Zone 1 Reserve - old MDP	($13,574.19)
30914 - EDTO-000-Zone 1 Reserve - Old MDP	($638,581.41)
30915 - SMTI-000-Zone 1 Reserve - old MDP	($181,232.95)
30916 - Admin-000-Zone 1 Reserve - old MDP	$118,282.94
30917 - CAF-000-Zone 1 Reserve - old MDP	$141,149.56
30918 - C/R-000-Zone 1 Reserve - old MDP	$275,234.97
30919 - TOT- H&T-000-Zone 1 Reserve - old MDP	($80,932.77)
30920 - Chamber-000-Zone 1 Reserve - old MDP	$16,674.60
30921 - Admin OH-000-Zone 1 Reserve - old MDP	$28,751.27
30922 - Housing Hub-000-Zone 1 Reserve - old MDP	($130,240.30)
Retained Earnings	($2,232,581.60)
Net Income	($1,454,699.25)
Total Equity	$2,328,426.98
Total Liabilities & Equity	$2,677,011.67



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Budget vs. Actual
Aug 2026

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
Ordinary Income/Expense				
Income				
40000 - Revenues				
40100 - TBID Revenue	$595,228.00	$595,228.00	$0.00	100.00%
40200 - Sponsorship Revenue	$750.00	$4,167.00	($3,417.00)	18.00%
40300 - Chamber membership revenue	$18,013.64	$0.00	$18,013.64	0.00%
40400 - Chamber visitor center revenue	$1,705.10	$6,667.00	($4,961.90)	25.58%
48000 - Revenue - Other	$442.57	$12,500.00	($12,057.43)	3.54%
48001 - Revenue - Interest & Investments	$4,183.71	$6,667.00	($2,483.29)	62.75%
Total - 40000 - Revenues	$620,323.02	$625,229.00	($4,905.98)	99.22%
Total - Income	$620,323.02	$625,229.00	($4,905.98)	99.22%
Cost Of Sales				
50001 - COGS - Retail	$12,520.68	$0.00	$12,520.68	0.00%
Total - Cost Of Sales	$12,520.68	$0.00	$12,520.68	0.00%
Gross Profit	$607,802.34	$625,229.00	($17,426.66)	97.21%
Expense				
50005 - Operating Expenses				
50010 - Salaries & Wages	$151,296.89	$183,334.00	($32,037.11)	82.53%
50020 - P/R - Tax Expense	$11,016.71	$20,834.00	($9,817.29)	52.88%
50030 - P/R - Health Insurance Expense	$19,039.16	$23,334.00	($4,294.84)	81.59%
50040 - P/R - Workmans Comp	$656.00	$0.00	$656.00	0.00%
50050 - 401(k) Retirement contribution - Employer Match	$20,551.87	$8,334.00	$12,217.87	246.60%
50055 - Payroll Service Fees	$852.90	$0.00	$852.90	0.00%
50060 - Health and Wellness	$392.16	$917.00	($524.84)	42.77%
50065 - Employee Relations	$67.65	$4,166.00	($4,098.35)	1.62%
50066 - Other Benefits & Expenses	$16.94	$0.00	$16.94	0.00%
50110 - Rent	$16,001.59	$18,248.00	($2,246.41)	87.69%
50119 - Rent other	$2,098.00	$975.00	$1,123.00	215.18%
50120 - Utilities	$2,338.95	$943.00	$1,395.95	248.03%
50130 - Repairs & Maintenance	$7,970.56	$4,583.00	$3,387.56	173.92%
50140 - Telephone & Internet	$2,519.67	$2,666.00	($146.33)	94.51%
51000 - Supplies & Mail	$1,749.04	$5,166.00	($3,416.96)	33.86%
52000 - Taxes, Licenses, Fees	$3,398.97	$11,251.00	($7,852.03)	30.21%
52001 - Credit Card Fees	$905.04	$417.00	$488.04	217.04%
52002 - Subscriptions				
52003 - Platform Subscriptions	$8,771.50	$8,334.00	$437.50	105.25%
52004 - Tour data subscriptions	$5,025.52	$3,334.00	$1,691.52	150.74%
52005 - Other Subscriptions	$6,973.56	$417.00	$6,556.56	1,672.32%
Total - 52002 - Subscriptions	$20,770.58	$12,085.00	$8,685.58	171.87%
52010 - Leadership Development	$0.00	$6,666.00	($6,666.00)	0.00%
52100 - Insurance/Bonding	$847.76	$2,083.00	($1,235.24)	40.70%
53100 - Training/Seminars	($8,279.88)	$417.00	($8,696.88)	-1,985.58%
53200 - Travel				
53205 - Travel Air	$0.00	$251.00	($251.00)	0.00%
53210 - Travel Hotel	$0.00	$834.00	($834.00)	0.00%
53215 - Travel Car rental	$0.00	$166.00	($166.00)	0.00%
53220 - Travel F&B	$0.00	$251.00	($251.00)	0.00%
53225 - Travel Conferences	$0.00	$417.00	($417.00)	0.00%
Total - 53200 - Travel	$0.00	$1,919.00	($1,919.00)	0.00%
53300 - Business meals	$2,717.08	$1,000.00	$1,717.08	271.71%

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
53301 - Board Functions	$1,079.75	$2,917.00	($1,837.25)	37.02%
54000 - Professional Fees	$10,700.00	$12,500.00	($1,800.00)	85.60%
55000 - Research & Planning	$0.00	$834.00	($834.00)	0.00%
56000 - Equipment Support & Maintenance	$9,579.46	$4,166.00	$5,413.46	229.94%
56100 - Equipment Rental/Leasing	$209.52	$166.00	$43.52	126.22%
56300 - Depreciation	$1,451.18	$0.00	$1,451.18	0.00%
Total - 50005 - Operating Expenses	$279,947.55	$329,921.00	($49,973.45)	84.85%
60000 - Program Services				
60050 - Chamber Programming	$400.00	$2,083.00	($1,683.00)	19.20%
60100 - Shop Local - Love NT	$0.00	$2,500.00	($2,500.00)	0.00%
60150 - Market Support (Chamber,TCDA,KBD,Tahoe Events Calendar)	$17,010.50	$11,250.00	$5,760.50	151.20%
60200 - Tahoe Truckee Leadership Program	($1,766.34)	$4,167.00	($5,933.34)	-42.39%
60250 - Lake Tahoe Travel Co-Op/Tourism Development	$600,000.00	$121,212.00	$478,788.00	495.00%
60305 - Business Recuitment & Retention	$0.00	$4,167.00	($4,167.00)	0.00%
60415 - Chamber Events	$32,673.23	$10,833.00	$21,840.23	301.61%
60505 - Advocacy	$0.00	$2,083.00	($2,083.00)	0.00%
61105 - Community Communications/PR	$10,050.00	$6,300.00	$3,750.00	159.52%
61110 - Content Development	$0.00	$6,250.00	($6,250.00)	0.00%
61120 - Marketing - Web Maint	$10,305.50	$2,083.00	$8,222.50	494.74%
61125 - Media Spend (NTCA/Chamber/TOTTBID)	$8,465.31	$10,417.00	($1,951.69)	81.26%
61150 - Community Activations/Sponsorships	$0.00	$5,417.00	($5,417.00)	0.00%
62010 - Community Engagement	$17,040.10	$0.00	$17,040.10	0.00%
62040 - NTCA Stewardship Programing	$0.00	$6,667.00	($6,667.00)	0.00%
67000 - District Support (KB District & TCDA/West Shore)	$55,814.98	$3,500.00	$52,314.98	1,594.71%
Total - 60000 - Program Services	$749,993.28	$198,929.00	$551,064.28	377.02%
63000 - Grant Cycle				
63010 - Zone1 Sponsorship	$37,298.00	$0.00	$37,298.00	0.00%
63020 - TBID Sponsorship	$2,000.00	$0.00	$2,000.00	0.00%
63510 - TBID Annual 2024-2025	$52,556.02	$0.00	$52,556.02	0.00%
63710 - TBID Annual 2026-2027	$4,958.80	$0.00	$4,958.80	0.00%
Total - 63000 - Grant Cycle	$96,812.82	$0.00	$96,812.82	0.00%
Total - Expense	$1,126,753.65	$528,850.00	$597,903.65	213.06%
Net Ordinary Income	($518,951.31)	$96,379.00	($615,330.31)	-538.45%
Net Income	($518,951.31)	$96,379.00	($615,330.31)	-538.45%

North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)

North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Custom Comparative Income Statement

Aug 2026

Financial Row	Amount (Aug 2026)	Comparative Amount (Jul 2026 - Aug 2026)	Variance	% Variance
Ordinary Income/Expense				
Income				
40000 - Revenues				
40100 - TBID Revenue	$595,228.00	$743,794.00	($148,566.00)	-19.97%
40200 - Sponsorship Revenue	$750.00	$3,450.00	($2,700.00)	-78.26%
40300 - Chamber membership revenue	$18,013.64	$25,505.17	($7,491.53)	-29.37%
40400 - Chamber visitor center revenue	$1,705.10	$28,383.28	($26,678.18)	-93.99%
48000 - Revenue - Other	$442.57	$442.57	$0.00	0.00%
48001 - Revenue - Interest & Investments	$4,183.71	$10,694.40	($6,510.69)	-60.88%
Total - 40000 - Revenues	**$620,323.02**	**$812,269.42**	**($191,946.40)**	**-23.63%**
NS018 - Sales	$0.00	($11.60)	$11.60	-100.00%
Total - Income	**$620,323.02**	**$812,257.82**	**($191,934.80)**	**-23.63%**
Cost Of Sales				
50001 - COGS - Retail	$12,520.68	$23,151.89	($10,631.21)	-45.92%
Total - Cost Of Sales	**$12,520.68**	**$23,151.89**	**($10,631.21)**	**-45.92%**
Gross Profit	**$607,802.34**	**$789,105.93**	**($181,303.59)**	**-22.98%**
Expense				
50005 - Operating Expenses				
50010 - Salaries & Wages	$151,296.89	$290,370.34	($139,073.45)	-47.90%
50020 - P/R - Tax Expense	$11,016.71	$36,544.44	($25,527.73)	-69.85%
50030 - P/R - Health Insurance Expense	$19,039.16	$42,027.02	($22,987.86)	-54.70%
50040 - P/R - Workmans Comp	$656.00	$1,312.00	($656.00)	-50.00%
50050 - 401(k) Retirement contribution - Employer Match	$20,551.87	$33,326.84	($12,774.97)	-38.33%
50055 - Payroll Service Fees	$852.90	$1,679.16	($826.26)	-49.21%
50060 - Health and Wellness	$392.16	$392.16	$0.00	0.00%
50065 - Employee Relations	$67.65	$1,993.68	($1,926.03)	-96.61%
50066 - Other Benefits & Expenses	$16.94	$13,276.88	($13,259.94)	-99.87%
50110 - Rent	$16,001.59	$49,367.18	($33,365.59)	-67.59%
50119 - Rent other	$2,098.00	$2,620.00	($522.00)	-19.92%
50120 - Utilities	$2,338.95	$3,765.08	($1,426.13)	-37.88%
50130 - Repairs & Maintenance	$7,970.56	$10,579.31	($2,608.75)	-24.66%
50140 - Telephone & Internet	$2,519.67	$5,040.35	($2,520.68)	-50.01%
51000 - Supplies & Mail	$1,749.04	$4,295.06	($2,546.02)	-59.28%
52000 - Taxes, Licenses, Fees	$3,398.97	$13,309.62	($9,910.65)	-74.46%
52001 - Credit Card Fees	$905.04	$905.04	$0.00	0.00%
52002 - Subscriptions				
52003 - Platform Subscriptions	$8,771.50	$23,066.84	($14,295.34)	-61.97%
52004 - Tour data subscriptions	$5,025.52	$6,451.42	($1,425.90)	-22.10%
52005 - Other Subscriptions	$6,973.56	$7,883.74	($910.18)	-11.55%
Total - 52002 - Subscriptions	**$20,770.58**	**$37,402.00**	**($16,631.42)**	**-44.47%**
52100 - Insurance/Bonding	$847.76	$6,352.76	($5,505.00)	-86.66%
53100 - Training/Seminars	($8,279.88)	($8,079.88)	($200.00)	2.48%
53200 - Travel				
53210 - Travel Hotel	$0.00	($568.05)	$568.05	-100.00%
53215 - Travel Car rental	$0.00	$10.00	($10.00)	-100.00%
53225 - Travel Conferences	$0.00	$1,924.26	($1,924.26)	-100.00%
Total - 53200 - Travel	**$0.00**	**$1,366.21**	**($1,366.21)**	**-100.00%**
53300 - Business meals	$2,717.08	$4,943.96	($2,226.88)	-45.04%
53301 - Board Functions	$1,079.75	$1,079.75	$0.00	0.00%
54000 - Professional Fees	$10,700.00	$22,568.07	($11,868.07)	-52.59%
56000 - Equipment Support & Maintenance	$9,579.46	$20,184.79	($10,605.33)	-52.54%
56100 - Equipment Rental/Leasing	$209.52	$209.52	$0.00	0.00%
56300 - Depreciation	$1,451.18	$2,902.36	($1,451.18)	-50.00%
Total - 50005 - Operating Expenses	**$279,947.55**	**$599,733.70**	**($319,786.15)**	**-53.32%**
60000 - Program Services				
60050 - Chamber Programming	$400.00	$454.50	($54.50)	-11.99%
60150 - Market Support (Chamber,TCDA,KBD,Tahoe Events Calendar)	$17,010.50	$18,010.50	($1,000.00)	-5.55%
60200 - Tahoe Truckee Leadership Program	($1,766.34)	($1,766.34)	$0.00	0.00%
60250 - Lake Tahoe Travel Co-Op/Tourism Development	$600,000.00	$600,000.00	$0.00	0.00%
60415 - Chamber Events	$32,673.23	$53,704.54	($21,031.31)	-39.16%
60520 - Workforce Development	$0.00	$56.41	($56.41)	-100.00%

Financial Row	Amount (Aug 2026)	Comparative Amount (Jul 2026 - Aug 2026)	Variance	% Variance
61105 - Community Communications/PR	$10,050.00	$33,078.00	($23,028.00)	-69.62%
61120 - Marketing - Web Maint	$10,305.50	$24,866.75	($14,561.25)	-58.56%
61125 - Media Spend (NTCA/Chamber/TOTTBID)	$8,465.31	$21,111.21	($12,645.90)	-59.90%
61150 - Community Activations/Sponsorships	$0.00	$13,000.00	($13,000.00)	-100.00%
62010 - Community Engagement	$17,040.10	$30,655.69	($13,615.59)	-44.41%
67000 - District Support (KB District & TCDA/West Shore)	$55,814.98	$282,789.35	($226,974.37)	-80.26%
Total - 60000 - Program Services	**$749,993.28**	**$1,075,960.61**	**($325,967.33)**	**-30.30%**
63000 - Grant Cycle				
63010 - Zone1 Sponsorship	$37,298.00	$141,137.27	($103,839.27)	-73.57%
63020 - TBID Sponsorship	$2,000.00	$37,500.00	($35,500.00)	-94.67%
63500 - Zone1 Annual 2024-2025	$0.00	$119,000.00	($119,000.00)	-100.00%
63510 - TBID Annual 2024-2025	$52,556.02	$189,041.10	($136,485.08)	-72.20%
63710 - TBID Annual 2026-2027	$4,958.80	$81,432.64	($76,473.84)	-93.91%
Total - 63000 - Grant Cycle	**$96,812.82**	**$568,111.01**	**($471,298.19)**	**-82.96%**
Total - Expense	**$1,126,753.65**	**$2,243,805.32**	**($1,117,051.67)**	**-49.78%**
Net Ordinary Income	**($518,951.31)**	**($1,454,699.39)**	**$935,748.08**	**-64.33%**
Other Income and Expenses				
Other Expense				
56500 - Reconciliation Discrepancy	$0.00	($0.14)	$0.14	-100.00%
Total - Other Expense	**$0.00**	**($0.14)**	**$0.14**	**-100.00%**
Net Other Income	**$0.00**	**$0.14**	**($0.14)**	**-100.00%**
Net Income	**($518,951.31)**	**($1,454,699.25)**	**$935,747.94**	**-64.33%**

North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance
A/P Payment History by Payment
August 01, 2026 - August 31, 2026

Transaction	Bill Type	Date	Document Number	Amount
Bill Payment #215219023 - Wholesale Resort Accessories Inc.				
	Bill Payment	8/3/2026	215219023	$690.00
	Bill	8/3/2026	43267	($690.00)
Amount Unapplied - Bill Payment #215219023 - Wholesale Resort Accessories Inc.				**$0.00**
Bill Payment #215220099 - FP Mailing Solutions				
	Bill Payment	8/3/2026	215220099	$54.95
	Bill	8/3/2026	fp 7.23.26	($54.95)
Amount Unapplied - Bill Payment #215220099 - FP Mailing Solutions				**$0.00**
Bill Payment #P26080302 - Chango Presents				
	Bill Payment	8/3/2026	P26080302	$2,400.00
	Bill	7/24/2026	1199	($1,200.00)
	Bill	7/28/2026	1200	($1,200.00)
Amount Unapplied - Bill Payment #P26080302 - Chango Presents				**$0.00**
Bill Payment #P26080302 - 3624183 - Theoffice Boss.				
	Bill Payment	8/3/2026	P26080302 - 3624183	$1,118.72
	Bill	7/30/2026	55462-1	($559.36)
	Bill	8/3/2026	111728	($559.36)
Amount Unapplied - Bill Payment #P26080302 - 3624183 - Theoffice Boss.				**$0.00**
Bill Payment #0rp01JNDQZBKQR26wbew - Tahloha				
	Bill Payment	8/4/2026	0rp01JNDQZBKQR26wbew	$959.00
	Bill	7/30/2026	21116	($959.00)
Amount Unapplied - Bill Payment #0rp01JNDQZBKQR26wbew - Tahloha				**$0.00**
Bill Payment #0rp01MRKQRSDYV26wbey - Sierra Nevada Ad Partners				
	Bill Payment	8/4/2026	0rp01MRKQRSDYV26wbey	$125.00
	Bill	7/30/2026	4582	($125.00)
Amount Unapplied - Bill Payment #0rp01MRKQRSDYV26wbey - Sierra Nevada Ad Partners				**$0.00**
Bill Payment #0rp01WIAJCZCHX26wbev - Joy Foundation				
	Bill Payment	8/4/2026	0rp01WIAJCZCHX26wbev	$8,500.00
	Bill	7/28/2026	004-26	($8,500.00)
Amount Unapplied - Bill Payment #0rp01WIAJCZCHX26wbev - Joy Foundation				**$0.00**
Bill Payment #0rp02AVXNRBPET1gq2un - California Tahoe Conservancy				
	Bill Payment	8/4/2026	0rp02AVXNRBPET1gq2un	$110,701.10
	Bill	7/28/2026	4	($110,701.10)
Amount Unapplied - Bill Payment #0rp02AVXNRBPET1gq2un - California Tahoe Conservancy				**$0.00**
Bill Payment #0rp02MEAYBZNJN1gqxw2 - Accounting on Computers				
	Bill Payment	8/4/2026	0rp02MEAYBZNJN1gqxw2	$100.00
	Bill	8/3/2026	363914	($100.00)
Amount Unapplied - Bill Payment #0rp02MEAYBZNJN1gqxw2 - Accounting on Computers				**$0.00**
Bill Payment #0rp02RVBNCJIUA1gpq36 - Tourism Economic LLC				
	Bill Payment	8/4/2026	0rp02RVBNCJIUA1gpq36	$2,450.00
	Bill	7/27/2026	TEIN-9910	($2,450.00)
Amount Unapplied - Bill Payment #0rp02RVBNCJIUA1gpq36 - Tourism Economic LLC				**$0.00**
Bill Payment #21000023020746 - CINTAS				
	Bill Payment	8/4/2026	21000023020746	$764.74
	Bill	7/30/2026	4275944034	($393.42)
	Bill	7/30/2026	4276210082	($371.32)
Amount Unapplied - Bill Payment #21000023020746 - CINTAS				**$0.00**
Bill Payment #9924072165 - Tahoe Novelty				
	Bill Payment	8/4/2026	9924072165	$201.00
	Bill	8/3/2026	659	($201.00)
Amount Unapplied - Bill Payment #9924072165 - Tahoe Novelty				**$0.00**
Bill Payment #9924086460 - TAHOE MUSIC ALIVE				
	Bill Payment	8/4/2026	9924086460	$7,500.00
	Bill	7/28/2026	tma 7.28.26	($7,500.00)
Amount Unapplied - Bill Payment #9924086460 - TAHOE MUSIC ALIVE				**$0.00**
Bill Payment #9924090501 - Sue Pemberton				
	Bill Payment	8/4/2026	9924090501	$56.00
	Bill	7/30/2026	116	($56.00)
Amount Unapplied - Bill Payment #9924090501 - Sue Pemberton				**$0.00**
Bill Payment #9924099740 - Nancy Hardesty				
	Bill Payment	8/4/2026	9924099740	$360.00
	Bill	7/30/2026	6031	($360.00)
Amount Unapplied - Bill Payment #9924099740 - Nancy Hardesty				**$0.00**
Bill Payment #9924103316 - Tahoe Toffee Candy Company				
	Bill Payment	8/4/2026	9924103316	$157.25
	Bill	8/3/2026	12795	($157.25)
Amount Unapplied - Bill Payment #9924103316 - Tahoe Toffee Candy Company				**$0.00**
Bill Payment #9924117175 - Placer County				
	Bill Payment	8/4/2026	9924117175	$35,500.00
	Bill	7/28/2026	Lease to local 7.7.26	($35,500.00)
Amount Unapplied - Bill Payment #9924117175 - Placer County				**$0.00**
Bill Payment #9924122025 - 1078 StorQuest Express				
	Bill Payment	8/4/2026	9924122025	$454.00
	Bill	7/31/2026	46252	($454.00)
Amount Unapplied - Bill Payment #9924122025 - 1078 StorQuest Express				**$0.00**
Bill Payment #9924136097 - Matt Axton				
	Bill Payment	8/4/2026	9924136097	$750.00
	Bill	8/3/2026	1100	($750.00)
Amount Unapplied - Bill Payment #9924136097 - Matt Axton				**$0.00**

Bill Payment #9924142669 - Placer County Public Works Transit Services				
	Bill Payment	8/4/2026	9924142669	$50,904.23
	Bill	7/30/2026	RC2200-2	($50,904.23)
Amount Unapplied - Bill Payment #9924142669 - Placer County Public Works Transit Services				**$0.00**
Bill Payment #9924153358 - Sierra Community House				
	Bill Payment	8/4/2026	9924153358	$41,685.04
	Bill	7/28/2026	NTCA26-Q2	($41,685.04)
Amount Unapplied - Bill Payment #9924153358 - Sierra Community House				**$0.00**
Bill Payment #E-payment - Bill.com - TAHOE CITY DOWNTOWN ASSOCIATION				
	Bill Payment	8/4/2026	E-payment - Bill.com	$219,112.00
	Bill	7/30/2026	3154	($219,112.00)
Amount Unapplied - Bill Payment #E-payment - Bill.com - TAHOE CITY DOWNTOWN ASSOCIATION				**$0.00**
Bill Payment #P26080302 - 3566448 - One West Tourism Alliance				
	Bill Payment	8/4/2026	P26080302 - 3566448	$3,438.50
	Bill	7/27/2026	10886	($3,438.50)
Amount Unapplied - Bill Payment #P26080302 - 3566448 - One West Tourism Alliance				**$0.00**
Bill Payment #9924140415 - Tahoe Fund				
	Bill Payment	8/5/2026	9924140415	$1,000.00
	Bill	7/27/2026	1857	($1,000.00)
Amount Unapplied - Bill Payment #9924140415 - Tahoe Fund				**$0.00**
Bill Payment #P26080302 - 3747423 - Osano				
	Bill Payment	8/5/2026	P26080302 - 3747423	$8,500.00
	Bill	8/3/2026	4TTAVCJ4-0001	($8,500.00)
Amount Unapplied - Bill Payment #P26080302 - 3747423 - Osano				**$0.00**
Bill Payment #9924147115 - Karen Colbert				
	Bill Payment	8/6/2026	9924147115	$66.00
	Bill	7/27/2026	TC07212026	($66.00)
Amount Unapplied - Bill Payment #9924147115 - Karen Colbert				**$0.00**
Bill Payment #9924222137 - CNCML, A California Limited Partnership				
	Bill Payment	8/6/2026	9924222137	$4,856.31
	Bill	7/28/2026	plumpjack 7.7.26	($4,856.31)
Amount Unapplied - Bill Payment #9924222137 - CNCML, A California Limited Partnership				**$0.00**
Bill Payment #P26080802 - Swift Communications LLC and Swift Communications of CA				
	Bill Payment	8/8/2026	P26080802	$2,524.75
	Bill	8/5/2026	IN241345	($1,921.00)
	Bill	8/5/2026	IN241346	($603.75)
Amount Unapplied - Bill Payment #P26080802 - Swift Communications LLC and Swift Communications of CA				**$0.00**
Bill Payment #9924262361 - Tahoe Novelty				
	Bill Payment	8/10/2026	9924262361	$192.50
	Bill	7/30/2026	702	($192.50)
Amount Unapplied - Bill Payment #9924262361 - Tahoe Novelty				**$0.00**
Bill Payment #0rp01FFFCMOUMP274bl7 - CINTAS				
	Bill Payment	8/11/2026	0rp01FFFCMOUMP274bl7	$971.87
	Bill	8/5/2026	4277426344	($971.87)
Amount Unapplied - Bill Payment #0rp01FFFCMOUMP274bl7 - CINTAS				**$0.00**
Bill Payment #0rp01LEELPEMKT274bl2 - Sdbx Studio Llc				
	Bill Payment	8/11/2026	0rp01LEELPEMKT274bl2	$6,061.25
	Bill	8/5/2026	16028	($6,061.25)
Amount Unapplied - Bill Payment #0rp01LEELPEMKT274bl2 - Sdbx Studio Llc				**$0.00**
Bill Payment #0rp02RJLQTGNLI1gzcvr - Civitas Advisors, Inc.				
	Bill Payment	8/11/2026	0rp02RJLQTGNLI1gzcvr	$2,080.00
	Bill	8/5/2026	60326	($2,080.00)
Amount Unapplied - Bill Payment #0rp02RJLQTGNLI1gzcvr - Civitas Advisors, Inc.				**$0.00**
Bill Payment #21000020446775 - Tahoe Tech Group LLC				
	Bill Payment	8/11/2026	21000020446775	$1,822.28
	Bill	8/5/2026	Inv_4660	($1,747.74)
	Bill	8/5/2026	Inv_4665	($74.54)
Amount Unapplied - Bill Payment #21000020446775 - Tahoe Tech Group LLC				**$0.00**
Bill Payment #21000026681634 - Tahoe Prosperity Center				
	Bill Payment	8/11/2026	21000026681634	$14,783.98
	Bill	8/4/2026	2	($14,783.98)
Amount Unapplied - Bill Payment #21000026681634 - Tahoe Prosperity Center				**$0.00**
Bill Payment #21000029152515 - Tahoe Housing Hub				
	Bill Payment	8/11/2026	21000029152515	$18,563.00
	Bill	8/4/2026	3	($18,563.00)
Amount Unapplied - Bill Payment #21000029152515 - Tahoe Housing Hub				**$0.00**
Bill Payment #9924293827 - Security Lock And Alarm				
	Bill Payment	8/11/2026	9924293827	$125.00
	Bill	7/28/2026	371660	($125.00)
Amount Unapplied - Bill Payment #9924293827 - Security Lock And Alarm				**$0.00**
Bill Payment #9924296208 - Keydata™				
	Bill Payment	8/11/2026	9924296208	$13,500.00
	Bill	8/4/2026	3420	($13,500.00)
Amount Unapplied - Bill Payment #9924296208 - Keydata™				**$0.00**
Bill Payment #9924299444 - Pete Billeter				
	Bill Payment	8/11/2026	9924299444	$2,310.00
	Bill	8/5/2026	pete 7.24.26	($2,310.00)
Amount Unapplied - Bill Payment #9924299444 - Pete Billeter				**$0.00**
Bill Payment #9924302992 - Annies Cleaning Service				
	Bill Payment	8/11/2026	9924302992	$1,515.00
	Bill	8/5/2026	3563	($840.00)
	Bill	8/5/2026	3564	($675.00)
Amount Unapplied - Bill Payment #9924302992 - Annies Cleaning Service				**$0.00**
Bill Payment #9924315200 - UBEO West LLC				
	Bill Payment	8/11/2026	9924315200	$209.52
	Bill	8/5/2026	5039571582	($209.52)
Amount Unapplied - Bill Payment #9924315200 - UBEO West LLC				**$0.00**
Bill Payment #9924324255 - Tahoe Cross Country Ski Education				
	Bill Payment	8/11/2026	9924324255	$119,000.00
	Bill	8/4/2026	6	($119,000.00)

Amount Unapplied - Bill Payment #9924324255 - Tahoe Cross Country Ski Education				**$0.00**
Bill Payment #9924333754 - Tahoe City Arthaus And Cinema Llc				
	Bill Payment	8/11/2026	9924333754	$500.00
	Bill	8/5/2026	1033	($500.00)
Amount Unapplied - Bill Payment #9924333754 - Tahoe City Arthaus And Cinema Llc				**$0.00**
Bill Payment #9924348114 - FOX CULTURAL HALL				
	Bill Payment	8/11/2026	9924348114	$11,000.00
	Bill	8/4/2026	2	($11,000.00)
Amount Unapplied - Bill Payment #9924348114 - FOX CULTURAL HALL				**$0.00**
Bill Payment #996LMTWJW17OD9W - ADMINISTRATION				
	Bill Payment	8/11/2026	996LMTWJW17OD9W	$53.94
	Bill	8/5/2026	49138	($53.94)
Amount Unapplied - Bill Payment #996LMTWJW17OD9W - ADMINISTRATION				**$0.00**
Bill Payment #9924324339 - William Alexander Jaoua				
	Bill Payment	8/12/2026	9924324339	$175.00
	Bill	7/27/2026	Billy 7.27.26	($175.00)
Amount Unapplied - Bill Payment #9924324339 - William Alexander Jaoua				**$0.00**
Bill Payment #9924377540 - North Tahoe Public Utility District				
	Bill Payment	8/12/2026	9924377540	$37,298.00
	Bill	8/10/2026	PM2580-F	($37,298.00)
Amount Unapplied - Bill Payment #9924377540 - North Tahoe Public Utility District				**$0.00**
Bill Payment #9924388350 - PAPER TRAIL				
	Bill Payment	8/13/2026	9924388350	$255.50
	Bill	8/10/2026	6668	($255.50)
Amount Unapplied - Bill Payment #9924388350 - PAPER TRAIL				**$0.00**
Bill Payment #P26081402 - PORTER SIMON				
	Bill Payment	8/14/2026	P26081402	$1,050.00
	Bill	8/10/2026	14013	($1,050.00)
Amount Unapplied - Bill Payment #P26081402 - PORTER SIMON				**$0.00**
Bill Payment #0rp01SIHALPJWM279oa5 - Cyberlink ASP Technology Inc				
	Bill Payment	8/17/2026	0rp01SIHALPJWM279oa5	$584.44
	Bill	8/5/2026	INV0000080194	($584.44)
Amount Unapplied - Bill Payment #0rp01SIHALPJWM279oa5 - Cyberlink ASP Technology Inc				**$0.00**
Bill Payment #0rp01YXJGUMAIE279m5o - Fired Up Culture				
	Bill Payment	8/17/2026	0rp01YXJGUMAIE279m5o	$1,070.00
	Bill	8/3/2026	2608-140	($1,070.00)
Amount Unapplied - Bill Payment #0rp01YXJGUMAIE279m5o - Fired Up Culture				**$0.00**
Bill Payment #0rp02NUYSJDDRP1h5ck2 - Eco-Clean Solutions				
	Bill Payment	8/17/2026	0rp02NUYSJDDRP1h5ck2	$11,250.00
	Bill	8/4/2026	1108	($11,250.00)
Amount Unapplied - Bill Payment #0rp02NUYSJDDRP1h5ck2 - Eco-Clean Solutions				**$0.00**
Bill Payment #9924459622 - Truckee Tahoe Workforce Housing Agency				
	Bill Payment	8/17/2026	9924459622	$17,182.62
	Bill	8/4/2026	TTWHA-2-20260630	($17,182.62)
Amount Unapplied - Bill Payment #9924459622 - Truckee Tahoe Workforce Housing Agency				**$0.00**
Bill Payment #9924462046 - PLACER COUNTY TAX COLLECTOR				
	Bill Payment	8/17/2026	9924462046	$443.54
	Bill	7/30/2026	860-002-233-000-2	($443.54)
Amount Unapplied - Bill Payment #9924462046 - PLACER COUNTY TAX COLLECTOR				**$0.00**
Bill Payment #9924474707 - PLACER COUNTY TAX COLLECTOR				
	Bill Payment	8/17/2026	9924474707	$521.12
	Bill	7/30/2026	800-019-952-000	($521.12)
Amount Unapplied - Bill Payment #9924474707 - PLACER COUNTY TAX COLLECTOR				**$0.00**
Bill Payment #9924496655 - PAPER TRAIL				
	Bill Payment	8/18/2026	9924496655	$824.25
	Bill	8/14/2026	6672	($347.75)
	Bill	8/14/2026	6674	($476.50)
Amount Unapplied - Bill Payment #9924496655 - PAPER TRAIL				**$0.00**
Bill Payment #9924521012 - GREAT BASIN window cleaning				
	Bill Payment	8/18/2026	9924521012	$200.00
	Bill	8/5/2026	1521	($200.00)
Amount Unapplied - Bill Payment #9924521012 - GREAT BASIN window cleaning				**$0.00**
Bill Credit #california 8.18.26 - California State Parks				
	Bill Credit	8/18/2026	california 8.18.26	$10,850.00
	Bill	8/18/2026	california 8.18.26	($10,850.00)
Amount Unapplied - Bill Credit #california 8.18.26 - California State Parks				**$0.00**
Bill Payment #0rp02ZHEXSFPFH1h8q48 - Tahoe Housing Hub				
	Bill Payment	8/19/2026	0rp02ZHEXSFPFH1h8q48	$52,556.02
	Bill	8/3/2026	thh q4	($52,556.02)
Amount Unapplied - Bill Payment #0rp02ZHEXSFPFH1h8q48 - Tahoe Housing Hub				**$0.00**
Bill Payment #9924556286 - Security Lock And Alarm				
	Bill Payment	8/19/2026	9924556286	$224.25
	Bill	8/5/2026	371828	($224.25)
Amount Unapplied - Bill Payment #9924556286 - Security Lock And Alarm				**$0.00**
Bill Payment #P26082102 - Theoffice Boss.				
	Bill Payment	8/21/2026	P26082102	$244.16
	Bill	8/18/2026	55734-1	($244.16)
Amount Unapplied - Bill Payment #P26082102 - Theoffice Boss.				**$0.00**
Bill Payment #021000024836992 - Sierra Business Council				
	Bill Payment	8/24/2026	021000024836992	$56.41
	Bill	7/20/2026	111832	($56.41)
Amount Unapplied - Bill Payment #021000024836992 - Sierra Business Council				**$0.00**
Bill Payment #0rp01TCWZRQLSH27hmxd - Fired Up Culture				
	Bill Payment	8/24/2026	0rp01TCWZRQLSH27hmxd	$1,070.00
	Bill	8/18/2026	2607-140	($1,070.00)
Amount Unapplied - Bill Payment #0rp01TCWZRQLSH27hmxd - Fired Up Culture				**$0.00**
Bill Payment #21000024833176 - Chango Presents				
	Bill Payment	8/24/2026	21000024833176	$4,800.00
	Bill	8/18/2026	1201	($1,200.00)
	Bill	8/18/2026	1202	($1,200.00)

	Bill	8/18/2026	1203	($1,200.00)
	Bill	8/18/2026	1204	($1,200.00)
Amount Unapplied - Bill Payment #21000024833176 - Chango Presents				**$0.00**
Bill Payment #9924726183 - WonderWild				
	Bill Payment	8/24/2026	9924726183	$240.00
	Bill	8/17/2026	wonder 7.1.26	($240.00)
Amount Unapplied - Bill Payment #9924726183 - WonderWild				**$0.00**
Bill Payment #21000023604462 - Clean Up The Lake				
	Bill Payment	8/25/2026	21000023604462	$40,728.22
	Bill	8/10/2026	3	($40,728.22)
Amount Unapplied - Bill Payment #21000023604462 - Clean Up The Lake				**$0.00**
Bill Payment #9924741657 - Abigail Osborn				
	Bill Payment	8/25/2026	9924741657	$800.00
	Bill	8/10/2026	2026	($800.00)
Amount Unapplied - Bill Payment #9924741657 - Abigail Osborn				**$0.00**
Bill Payment #3641 - GREAT BASIN window cleaning				
	Bill Payment	8/26/2026	3641	$600.00
	Bill	8/2/2026	1521-2	($600.00)
Amount Unapplied - Bill Payment #3641 - GREAT BASIN window cleaning				**$0.00**
Bill Payment #P26082502 - 9573147 - PLACER COUNTY TAX COLLECTOR				
	Bill Payment	8/26/2026	P26082502 - 9573147	$485.24
	Bill	1/1/2026	981-003-828-000 24-25	$0.00
	Journal	9/14/2026	JE35	($485.24)
Amount Unapplied - Bill Payment #P26082502 - 9573147 - PLACER COUNTY TAX COLLECTOR				**$0.00**
Bill Payment #P26082502 - 9573156 - Moonshine Ink				
	Bill Payment	8/26/2026	P26082502 - 9573156	$13,000.00
	Bill	7/29/2026	2026ci-2186	($13,000.00)
Amount Unapplied - Bill Payment #P26082502 - 9573156 - Moonshine Ink				**$0.00**
Bill Payment #P26082502 - 9573711 - PLACER COUNTY TAX COLLECTOR				
	Bill Payment	8/26/2026	P26082502 - 9573711	$130.80
	Bill	1/1/2026	980-003-828-000 23-24	$0.00
	Journal	9/15/2026	JE40	($130.80)
Amount Unapplied - Bill Payment #P26082502 - 9573711 - PLACER COUNTY TAX COLLECTOR				**$0.00**
Bill Payment #P26082502 - 9573781 - Sky Elements				
	Bill Payment	8/26/2026	P26082502 - 9573781	$45,000.00
	Bill	8/21/2026	4634	($45,000.00)
Amount Unapplied - Bill Payment #P26082502 - 9573781 - Sky Elements				**$0.00**
Bill Payment #P26082602 - 9931638 - Sierra Nevada Ad Partners				
	Bill Payment	8/27/2026	P26082602 - 9931638	$5,114.73
	Bill	7/28/2026	4592	($5,114.73)
Amount Unapplied - Bill Payment #P26082602 - 9931638 - Sierra Nevada Ad Partners				**$0.00**
Bill Payment #P26082602 - 9931753 - CORAGGIO GROUP LLC				
	Bill Payment	8/27/2026	P26082602 - 9931753	$3,850.00
	Bill	8/18/2026	134775	($3,850.00)
Amount Unapplied - Bill Payment #P26082602 - 9931753 - CORAGGIO GROUP LLC				**$0.00**
Bill Payment #P26082602 - 9931845 - CINTAS				
	Bill Payment	8/27/2026	P26082602 - 9931845	$431.88
	Bill	8/13/2026	4278941883	($431.88)
Amount Unapplied - Bill Payment #P26082602 - 9931845 - CINTAS				**$0.00**
Bill Payment #P26082602 - 9932006 - JVP Communications				
	Bill Payment	8/27/2026	P26082602 - 9932006	$6,300.00
	Bill	7/31/2026	2198	($6,300.00)
Amount Unapplied - Bill Payment #P26082602 - 9932006 - JVP Communications				**$0.00**
Bill Payment #P26082602 - 9932085 - Alibi Ale Works LLC				
	Bill Payment	8/28/2026	P26082602 - 9932085	$126.00
	Bill	8/14/2026	2039	($126.00)
Amount Unapplied - Bill Payment #P26082602 - 9932085 - Alibi Ale Works LLC				**$0.00**
Bill Payment #P26082702 - 0150647 - Eric Hansen				
	Bill Payment	8/28/2026	P26082702 - 0150647	$660.00
	Bill	8/26/2026	140009	($660.00)
Amount Unapplied - Bill Payment #P26082702 - 0150647 - Eric Hansen				**$0.00**
Bill Payment #P26082702 - 0358322 - PREMIER LACROSS				
	Bill Payment	8/28/2026	P26082702 - 0358322	$6,000.00
	Bill	8/25/2026	017	($6,000.00)
Amount Unapplied - Bill Payment #P26082702 - 0358322 - PREMIER LACROSS				**$0.00**
Bill Payment #P26082702 - 0362306 - Isolved Inc.				
	Bill Payment	8/28/2026	P26082702 - 0362306	$70.00
	Bill	8/9/2026	1155777281	($70.00)
Amount Unapplied - Bill Payment #P26082702 - 0362306 - Isolved Inc.				**$0.00**
Bill Payment #P26082702 - 0364139 - Community of Writers				
	Bill Payment	8/28/2026	P26082702 - 0364139	$2,500.00
	Bill	8/25/2026	2026 Event Funding	($2,500.00)
Amount Unapplied - Bill Payment #P26082702 - 0364139 - Community of Writers				**$0.00**
Amount Unapplied				**$0.00**

North Lake Tahoe Marketing Cooperative

Preliminary Financial Statements for the Period Ending

August 31, 2026



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Balance Sheet
End of Aug 2026

Financial Row	Amount
ASSETS	
Current Assets	
Bank	
1000-00 - Cash - NLTMC 9347	$58,469.48
Total Bank	$58,469.48
Accounts Receivable	
1200-00 - Accounts Receivables	$116,715.39
Total Accounts Receivable	$116,715.39
Other Current Asset	
1400-00 - Prepaid Expenses - NLTMC	$22,500.26
Total Other Current Asset	$22,500.26
Total Current Assets	$197,685.13
Total ASSETS	$197,685.13
Liabilities & Equity	
Current Liabilities	
Accounts Payable	
2000-00 - Accounts Payables	$153,404.76
Total Accounts Payable	$153,404.76
Total Current Liabilities	$153,404.76
Equity	
3300-00 - Unrestricted Net Assets-NLTMC	$16,182.78
Retained Earnings	($103,301.47)
Net Income	$131,399.06
Total Equity	$44,280.37
Total Liabilities & Equity	$197,685.13

North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative
A/R Aging Detail
As of August 31, 2026

Customer	Transaction Type	Date	Document Number	P.O. No.	Due Date	Age	Open Balance
	Journal	6/30/2026	JE02		6/30/2026	118	($85,000.00)
	Journal	6/30/2026	JE84		6/30/2026	118	$121,715.39
	Journal	6/30/2026	JE86		6/30/2026	118	($21,715.39)
Total - No Customer/Project -							$15,000.00
62ABOVE, LLC							
	Invoice	6/30/2026	INV20		6/30/2026	118	$10,909.00
Total - 62ABOVE, LLC							$10,909.00
North Lake Tahoe Resort Association							
	Invoice	6/30/2026	INV19		6/30/2026	118	$5,250.00
Total - North Lake Tahoe Resort Association							$5,250.00
Travel North Tahoe Nevada							
	Invoice	7/1/2026	INV13		7/1/2026	117	$15,000.00
	Invoice	8/1/2026	INV12		8/1/2026	86	$65,000.00
Total - Travel North Tahoe Nevada							$80,000.00
Visit California							
	Invoice	6/30/2026	INV18		6/30/2026	118	$5,556.39
Total - Visit California							$5,556.39
Total							$116,715.39

North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative
A/P Aging Detail
As of August 31, 2026

Vendor	Transaction Type	Date	Document Number	Due Date	Age	Open Balance
Vendor						
62ABOVE, LLC						
	Bill	8/1/2026	INV1768170	8/31/2026	56	$145,654.76
Total - 62ABOVE, LLC						$145,654.76
Fallon Multimedia						
	Bill	8/26/2026	1680	9/26/2026	30	$4,000.00
Total - Fallon Multimedia						$4,000.00
Satisfi Labs						
	Bill	8/26/2026	T10297	9/26/2026	30	$3,750.00
Total - Satisfi Labs						$3,750.00
Total - Vendor						$153,404.76
Total						$153,404.76



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Budget vs. Actual
Aug 2026

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000-00 - TNTNV Funding	$65,000.00	$65,000.00	$0.00	100.00%
4001-00 - NLTRA Funding	$300,000.00	$300,000.00	$0.00	100.00%
Total - Income	$365,000.00	$365,000.00	$0.00	100.00%
Gross Profit	$365,000.00	$365,000.00	$0.00	100.00%
Expense				
5000-00 - CONSUMER MARKETING				
5001-00 - Paid Media (net)	$123,806.55	$123,806.55	$0.00	100.00%
5007-03 - Photo/Video Creative	$20,000.00	$0.00	$20,000.00	0.00%
5010-00 - Account Strategy & Management	$7,350.00	$7,350.00	$0.00	100.00%
5018-00 - Media Commission	$22,353.77	$22,353.78	($0.01)	100.00%
5021-01 - Stewarship Campaign (Creative)	$2,864.86	$2,864.86	$0.00	100.00%
Total - 5000-00 - CONSUMER MARKETING	$176,375.18	$156,375.19	$19,999.99	112.79%
5110-00 - LEISURE SALES				
5112-00 - Training / Sales Calls	$5,333.84	$1,000.00	$4,333.84	533.38%
5157-00 - International Efforts	$0.00	$5,000.00	($5,000.00)	0.00%
Total - 5110-00 - LEISURE SALES	$5,333.84	$6,000.00	($666.16)	88.90%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	$7,350.00	$7,350.00	$0.00	100.00%
5206-00 - Digital Buy/ Social Media Boost	$750.00	$750.00	$0.00	100.00%
5210-00 - Content Dev - Newsletters	$500.00	$500.00	$0.00	100.00%
5211-00 - Social Media Strategy & Mgmt	$5,250.00	$5,250.00	$0.00	100.00%
5222-00 - Media Tracking / Membership	$250.00	$250.00	$0.00	100.00%
Total - 5200-00 - PUBLIC RELATIONS	$14,100.00	$14,100.00	$0.00	100.00%
6000-00 - CONFERENCE SALES				
6005-00 - MCC Paid Media (net)	$20,000.00	$0.00	$20,000.00	0.00%
6007-00 - MCC Creative Production	$0.00	$20,000.00	($20,000.00)	0.00%
Total - 6000-00 - CONFERENCE SALES	$20,000.00	$20,000.00	$0.00	100.00%
6100-00 - TRADE SHOWS				
6155-00 - Connect Trade Shows	$0.00	$2,000.00	($2,000.00)	0.00%
Total - 6100-00 - TRADE SHOWS	$0.00	$2,000.00	($2,000.00)	0.00%
7000-00 - COMMITTED & ADMIN EXPENSES				
5009-00 - Fulfillment / Mail	$0.00	$14,684.00	($14,684.00)	0.00%
7002-00 - CRM Subscription	$1,294.00	$0.00	$1,294.00	0.00%
7004-00 - Research	$0.00	$15,000.00	($15,000.00)	0.00%
7009-00 - Tahoe Cam Usage	$0.00	$2,900.00	($2,900.00)	0.00%
Total - 7000-00 - COMMITTED & ADMIN EXPENSES	$1,294.00	$32,584.00	($31,290.00)	3.97%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8001-00 - Website Refresh	$40,000.00	$61,750.00	($21,750.00)	64.78%
8002-00 - Content Manager Contractor	$0.00	$4,000.00	($4,000.00)	0.00%
8003-00 - Website Hosting Maintenance	$21,750.00	$0.00	$21,750.00	0.00%
8004-00 - Website Strategy & Maintenance	$9,583.33	$5,833.33	$3,750.00	164.29%
Total - 8000-00 - WEBSITE CONTENT & MAINTENANCE	$71,333.33	$71,583.33	($250.00)	99.65%
Total - Expense	$288,436.35	$302,642.52	($14,206.17)	95.31%
Net Ordinary Income	$76,563.65	$62,357.48	$14,206.17	122.78%
Net Income	$76,563.65	$62,357.48	$14,206.17	122.78%



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Income Statement
Aug 2026

Financial Row	Amount
Ordinary Income/Expense	
Income	
4000-00 - TNTNV Funding	$65,000.00
4001-00 - NLTRA Funding	$300,000.00
Total - Income	$365,000.00
Gross Profit	$365,000.00
Expense	
5000-00 - CONSUMER MARKETING	
5001-00 - Paid Media (net)	$123,806.55
5007-03 - Photo/Video Creative	$20,000.00
5010-00 - Account Strategy & Management	$7,350.00
5018-00 - Media Commission	$22,353.77
5021-01 - Stewarship Campaign (Creative)	$2,864.86
Total - 5000-00 - CONSUMER MARKETING	$176,375.18
5110-00 - LEISURE SALES	
5112-00 - Training / Sales Calls	$5,333.84
Total - 5110-00 - LEISURE SALES	$5,333.84
5200-00 - PUBLIC RELATIONS	
5200-01 - Strategy, Reporting, Mgmt, Etc.	$7,350.00
5206-00 - Digital Buy/ Social Media Boost	$750.00
5210-00 - Content Dev - Newsletters	$500.00
5211-00 - Social Media Strategy & Mgmt	$5,250.00
5222-00 - Media Tracking / Membership	$250.00
Total - 5200-00 - PUBLIC RELATIONS	$14,100.00
6000-00 - CONFERENCE SALES	
6005-00 - MCC Paid Media (net)	$20,000.00
Total - 6000-00 - CONFERENCE SALES	$20,000.00
7000-00 - COMMITTED & ADMIN EXPENSES	
7002-00 - CRM Subscription	$1,294.00
Total - 7000-00 - COMMITTED & ADMIN EXPENSES	$1,294.00
8000-00 - WEBSITE CONTENT & MAINTENANCE	
8001-00 - Website Refresh	$40,000.00
8003-00 - Website Hosting Maintenance	$21,750.00
8004-00 - Website Strategy & Maintenance	$9,583.33
Total - 8000-00 - WEBSITE CONTENT & MAINTENANCE	$71,333.33
Total - Expense	$288,436.35
Net Ordinary Income	$76,563.65
Net Income	$76,563.65

North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)

North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Custom Comparative Income Statement

Aug 2026

Financial Row	Amount (Aug 2026)	Comparative Amount (Jul 2026 - Aug 2026)	Variance	% Variance
Ordinary Income/Expense				
Income				
4000-00 - TNTNV Funding	$65,000.00	$100,000.00	($35,000.00)	-35.00%
4001-00 - NLTRA Funding	$300,000.00	$600,000.00	($300,000.00)	-50.00%
4099-00 - Revenue - Other	$0.00	$15,000.00	($15,000.00)	-100.00%
Total - Income	**$365,000.00**	**$715,000.00**	**($350,000.00)**	**-48.95%**
Gross Profit	**$365,000.00**	**$715,000.00**	**($350,000.00)**	**-48.95%**
Expense				
5000-00 - CONSUMER MARKETING				
5001-00 - Paid Media (net)	$123,806.55	$281,044.64	($157,238.09)	-55.95%
5007-01 - Creative Production	$0.00	$7,500.00	($7,500.00)	-100.00%
5007-03 - Photo/Video Creative	$20,000.00	$30,000.00	($10,000.00)	-33.33%
5010-00 - Account Strategy & Management	$7,350.00	$14,700.00	($7,350.00)	-50.00%
5018-00 - Media Commission	$22,353.77	$32,198.95	($9,845.18)	-30.58%
5018-03 - Strategic Account Planning	$0.00	$2,500.00	($2,500.00)	-100.00%
5021-01 - Stewarship Campaign (Creative)	$2,864.86	$21,549.26	($18,684.40)	-86.71%
Total - 5000-00 - CONSUMER MARKETING	**$176,375.18**	**$389,492.85**	**($213,117.67)**	**-54.72%**
5110-00 - LEISURE SALES				
5112-00 - Training / Sales Calls	$5,333.84	$5,333.84	$0.00	0.00%
Total - 5110-00 - LEISURE SALES	**$5,333.84**	**$5,333.84**	**$0.00**	**0.00%**
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	$7,350.00	$14,700.00	($7,350.00)	-50.00%
5206-00 - Digital Buy/ Social Media Boost	$750.00	$1,500.00	($750.00)	-50.00%
5210-00 - Content Dev - Newsletters	$500.00	$1,000.00	($500.00)	-50.00%
5211-00 - Social Media Strategy & Mgmt	$5,250.00	$10,500.00	($5,250.00)	-50.00%
5222-00 - Media Tracking / Membership	$250.00	$500.00	($250.00)	-50.00%
Total - 5200-00 - PUBLIC RELATIONS	**$14,100.00**	**$28,200.00**	**($14,100.00)**	**-50.00%**
6000-00 - CONFERENCE SALES				
6005-00 - MCC Paid Media (net)	$20,000.00	$20,000.00	$0.00	0.00%
Total - 6000-00 - CONFERENCE SALES	**$20,000.00**	**$20,000.00**	**$0.00**	**0.00%**
6100-00 - TRADE SHOWS				
6151-00 - Destination CA	$0.00	$5,500.00	($5,500.00)	-100.00%
Total - 6100-00 - TRADE SHOWS	**$0.00**	**$5,500.00**	**($5,500.00)**	**-100.00%**
7000-00 - COMMITTED & ADMIN EXPENSES				
5123-00 - HSVC - High Sierra Visitors	$0.00	$2,500.00	($2,500.00)	-100.00%
7002-00 - CRM Subscription	$1,294.00	$1,784.92	($490.92)	-27.50%
7004-00 - Research	$0.00	$30,000.00	($30,000.00)	-100.00%
7007-00 - Destimetrics / DMX	$0.00	$5,172.00	($5,172.00)	-100.00%
Total - 7000-00 - COMMITTED & ADMIN EXPENSES	**$1,294.00**	**$39,456.92**	**($38,162.92)**	**-96.72%**
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8001-00 - Website Refresh	$40,000.00	$61,750.00	($21,750.00)	-35.22%
8003-00 - Website Hosting Maintenance	$21,750.00	$24,284.00	($2,534.00)	-10.43%
8004-00 - Website Strategy & Maintenance	$9,583.33	$9,583.33	$0.00	0.00%
Total - 8000-00 - WEBSITE CONTENT & MAINTENANCE	**$71,333.33**	**$95,617.33**	**($24,284.00)**	**-25.40%**
Total - Expense	**$288,436.35**	**$583,600.94**	**($295,164.59)**	**-50.58%**
Net Ordinary Income	**$76,563.65**	**$131,399.06**	**($54,835.41)**	**-41.73%**
Net Income	**$76,563.65**	**$131,399.06**	**($54,835.41)**	**-41.73%**

North Tahoe Community Alliance

Final Financial Statements for the Period Ending

July 31, 2026



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Balance Sheet
End of Jul 2026

Financial Row	Amount
ASSETS	
Current Assets	
Bank	
10010 - Cash - TBID Operations 0550	($1,820.28)
10020 - Cash - TBID Funding/Sweep-8328	$1,961,848.44
10035 - Cash - Money Market - 6466	$102,025.76
10040 - Cash - Petty Cash 8391	$229.11
10050 - Plumas - Cash Flow Reserve 1939	$101,975.89
10060 - Plumas - Marketing Reserve 1928	$50,673.40
Total Bank	$2,214,932.32
Accounts Receivable	
12100 - Accounts Receivable - TBID	$1,082,549.87
12200 - Accounts Receivable - TOT	$300,000.00
12300 - Accounts Receivable - Chamber	$1,200.00
12900 - Accounts Receivable - Other	$1,100.00
Total Accounts Receivable	$1,384,849.87
Other Current Asset	
13000 - Inventory Asset	$43,266.02
14000 - Prepaid Expenses	$69,126.92
NS013 - Undeposited Funds	$2,606.23
Total Other Current Asset	$114,999.17
Total Current Assets	$3,714,781.36
Fixed Assets	
17000 - Fixed Assets	
17100 - Furniture & Fixtures	$57,759.37
17110 - Accumulated Depreciation - Furnitures & Fixtures	($47,992.79)
17200 - Computer Equipment	$48,615.73
17210 - Accumulated Depreciation - Computer Equipment	($27,529.65)
17300 - Computer Software	$6,206.05
17310 - Accumulated Depreciation - Computer Software	($6,206.05)
17400 - Leasehold Improvements	$155,104.71
17410 - Accumulated Depreciation - Leasehold Improvements	($142,978.21)
Total - 17000 - Fixed Assets	$42,979.16
Total Fixed Assets	$42,979.16
Other Assets	
18000 - Other Non-Current Assets	
18100 - Operating Lease Right-of-Use Asset	$127,519.61
Total - 18000 - Other Non-Current Assets	$127,519.61
Total Other Assets	$127,519.61
Total ASSETS	$3,885,280.13
Liabilities & Equity	
Current Liabilities	
Accounts Payable	
20010 - Accounts Payable	
20011 - Accounts Payable - Other	$882,857.12
21004 - 401k Payable	($906.03)
22000 - Sales & Use Tax Payable	
22001 - Sales Tax Payable	$4,349.17
Total - 22000 - Sales & Use Tax Payable	$4,349.17
Total - 20010 - Accounts Payable	$886,300.26

Financial Row	Amount
Total Accounts Payable	$886,300.26
Other Current Liability	
24000 - Deferred Revenue	
24301 - Deferred Revenue - Chamber Activities	$13,908.40
Total - 24000 - Deferred Revenue	$13,908.40
25000 - Operating Lease Liability - current	$137,693.18
Total Other Current Liability	$151,601.58
Total Current Liabilities	$1,037,901.84
Equity	
30210 - TBID Reserve	($100.00)
30900 - TBID Marketing Reserve - Old MDP	$3,197,763.14
30901 - TBID Zone 1 Reserve - Old MDP	$1,696,043.59
30902 - TBID Visitor Services Reserve - Old MDP	$516,958.13
30903 - TBID Business Advocacy Reserve - Old MDP	$101,768.53
30904 - TBID Economic Dev Reserve - Old MDP	$913,685.54
30905 - TBID Sustainability Reserve - Old MDP	$275,095.49
30906 - TBID Administrative Reserve - Old MDP	$347,301.63
30907 - TBID County Admin Reserve - Old MDP	$85,532.13
30908 - TBID Contingency Reserve - Old MDP	$263,643.55
30909 - TBID Chamber Zone 1 Reserve - Old MDP	($10,254.72)
30910 - MPSE-000-Zone 1 Reserve - Old MDP	($567,671.71)
30911 - Z1S-000-Zone 1 Reserve - old MDP	($280,057.58)
30912 - VSVC-000-Zone 1 Reserve - old MDP	($59,531.61)
30913 - BSA-000-Zone 1 Reserve - old MDP	($13,574.19)
30914 - EDTO-000-Zone 1 Reserve - Old MDP	($638,581.41)
30915 - SMTI-000-Zone 1 Reserve - old MDP	($181,232.95)
30916 - Admin-000-Zone 1 Reserve - old MDP	$118,282.94
30917 - CAF-000-Zone 1 Reserve - old MDP	$141,149.56
30918 - C/R-000-Zone 1 Reserve - old MDP	$275,234.97
30919 - TOT- H&T-000-Zone 1 Reserve - old MDP	($80,932.77)
30920 - Chamber-000-Zone 1 Reserve - old MDP	$16,674.60
30921 - Admin OH-000-Zone 1 Reserve - old MDP	$28,751.27
30922 - Housing Hub-000-Zone 1 Reserve - old MDP	($130,240.30)
Retained Earnings	($2,232,581.60)
Net Income	($935,747.94)
Total Equity	$2,847,378.29
Total Liabilities & Equity	$3,885,280.13



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Income Statement

Jul 2026

Financial Row	Amount
Ordinary Income/Expense	
Income	
40000 - Revenues	
40100 - TBID Revenue	$148,566.00
40200 - Sponsorship Revenue	$2,700.00
40300 - Chamber membership revenue	$7,491.53
40400 - Chamber visitor center revenue	$26,678.18
48001 - Revenue - Interest & Investments	$6,510.69
Total - 40000 - Revenues	$191,946.40
NS018 - Sales	($11.60)
Total - Income	$191,934.80
Cost Of Sales	
50001 - COGS - Retail	$10,631.21
Total - Cost Of Sales	$10,631.21
Gross Profit	$181,303.59
Expense	
50005 - Operating Expenses	
50010 - Salaries & Wages	$139,073.45
50020 - P/R - Tax Expense	$25,527.73
50030 - P/R - Health Insurance Expense	$22,987.86
50040 - P/R - Workmans Comp	$656.00
50050 - 401(k) Retirement contribution - Employer Match	$12,774.97
50055 - Payroll Service Fees	$826.26
50065 - Employee Relations	$1,926.03
50066 - Other Benefits & Expenses	$13,259.94
50110 - Rent	$33,365.59
50119 - Rent other	$522.00
50120 - Utilities	$1,426.13
50130 - Repairs & Maintenance	$2,608.75
50140 - Telephone & Internet	$2,520.68
51000 - Supplies & Mail	$2,546.02
52000 - Taxes, Licenses, Fees	$9,910.65
52002 - Subscriptions	
52003 - Platform Subscriptions	$14,295.34
52004 - Tour data subscriptions	$1,425.90
52005 - Other Subscriptions	$910.18
Total - 52002 - Subscriptions	$16,631.42
52100 - Insurance/Bonding	$5,505.00
53100 - Training/Seminars	$200.00
53200 - Travel	
53210 - Travel Hotel	($568.05)
53215 - Travel Car rental	$10.00
53225 - Travel Conferences	$1,924.26
Total - 53200 - Travel	$1,366.21
53300 - Business meals	$2,226.88
54000 - Professional Fees	$11,868.07
56000 - Equipment Support & Maintenance	$10,605.33
56300 - Depreciation	$1,451.18
Total - 50005 - Operating Expenses	$319,786.15
60000 - Program Services	

Financial Row	Amount
60050 - Chamber Programming	$54.50
60150 - Market Support (Chamber,TCDA,KBD,Tahoe Events Calendar)	$1,000.00
60415 - Chamber Events	$21,031.31
60520 - Workforce Development	$56.41
61105 - Community Communications/PR	$23,028.00
61120 - Marketing - Web Maint	$14,561.25
61125 - Media Spend (NTCA/Chamber/TOTTBID)	$12,645.90
61150 - Community Activations/Sponsorships	$13,000.00
62010 - Community Engagement	$13,615.59
67000 - District Support (KB District & TCDA/West Shore)	$226,974.37
Total - 60000 - Program Services	$325,967.33
63000 - Grant Cycle	
63010 - Zone1 Sponsorship	$103,839.27
63020 - TBID Sponsorship	$35,500.00
63500 - Zone1 Annual 2024-2025	$119,000.00
63510 - TBID Annual 2024-2025	$136,485.08
63710 - TBID Annual 2026-2027	$76,473.84
Total - 63000 - Grant Cycle	$471,298.19
Total - Expense	$1,117,051.67
Net Ordinary Income	($935,748.08)
Other Income and Expenses	
Other Expense	
56500 - Reconciliation Discrepancy	($0.14)
Total - Other Expense	($0.14)
Net Other Income	$0.14
Net Income	($935,747.94)



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Tahoe Community Alliance

Budget vs. Actual
Jul 2026

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
Ordinary Income/Expense				
Income				
40000 - Revenues				
40100 - TBID Revenue	$148,566.00	$148,566.00	$0.00	100.00%
40200 - Sponsorship Revenue	$2,700.00	$4,167.00	($1,467.00)	64.79%
40300 - Chamber membership revenue	$7,491.53	$0.00	$7,491.53	0.00%
40400 - Chamber visitor center revenue	$26,678.18	$6,667.00	$20,011.18	400.15%
48000 - Revenue - Other	$0.00	$12,500.00	($12,500.00)	0.00%
48001 - Revenue - Interest & Investments	$6,510.69	$6,667.00	($156.31)	97.66%
Total - 40000 - Revenues	$191,946.40	$178,567.00	$13,379.40	107.49%
NS018 - Sales	($11.60)	$0.00	($11.60)	0.00%
Total - Income	$191,934.80	$178,567.00	$13,367.80	107.49%
Cost Of Sales				
50001 - COGS - Retail	$10,631.21	$0.00	$10,631.21	0.00%
Total - Cost Of Sales	$10,631.21	$0.00	$10,631.21	0.00%
Gross Profit	$181,303.59	$178,567.00	$2,736.59	101.53%
Expense				
50005 - Operating Expenses				
50010 - Salaries & Wages	$139,073.45	$183,334.00	($44,260.55)	75.86%
50020 - P/R - Tax Expense	$25,527.73	$20,834.00	$4,693.73	122.53%
50030 - P/R - Health Insurance Expense	$22,987.86	$23,334.00	($346.14)	98.52%
50040 - P/R - Workmans Comp	$656.00	$0.00	$656.00	0.00%
50050 - 401(k) Retirement contribution - Employer Match	$12,774.97	$8,334.00	$4,440.97	153.29%
50055 - Payroll Service Fees	$826.26	$0.00	$826.26	0.00%
50060 - Health and Wellness	$0.00	$917.00	($917.00)	0.00%
50065 - Employee Relations	$1,926.03	$4,166.00	($2,239.97)	46.23%
50066 - Other Benefits & Expenses	$13,259.94	$0.00	$13,259.94	0.00%
50110 - Rent	$33,365.59	$18,248.00	$15,117.59	182.85%
50119 - Rent other	$522.00	$975.00	($453.00)	53.54%
50120 - Utilities	$1,426.13	$943.00	$483.13	151.23%
50130 - Repairs & Maintenance	$2,608.75	$4,583.00	($1,974.25)	56.92%
50140 - Telephone & Internet	$2,520.68	$2,666.00	($145.32)	94.55%
51000 - Supplies & Mail	$2,546.02	$5,166.00	($2,619.98)	49.28%
52000 - Taxes, Licenses, Fees	$9,910.65	$11,251.00	($1,340.35)	88.09%
52001 - Credit Card Fees	$0.00	$417.00	($417.00)	0.00%
52002 - Subscriptions				
52003 - Platform Subscriptions	$14,295.34	$8,334.00	$5,961.34	171.53%
52004 - Tour data subscriptions	$1,425.90	$3,334.00	($1,908.10)	42.77%
52005 - Other Subscriptions	$910.18	$417.00	$493.18	218.27%
Total - 52002 - Subscriptions	$16,631.42	$12,085.00	$4,546.42	137.62%
52010 - Leadership Development	$0.00	$6,666.00	($6,666.00)	0.00%
52100 - Insurance/Bonding	$5,505.00	$2,083.00	$3,422.00	264.28%
53100 - Training/Seminars	$200.00	$417.00	($217.00)	47.96%
53200 - Travel				
53205 - Travel Air	$0.00	$251.00	($251.00)	0.00%
53210 - Travel Hotel	($568.05)	$834.00	($1,402.05)	-68.11%
53215 - Travel Car rental	$10.00	$166.00	($156.00)	6.02%
53220 - Travel F&B	$0.00	$251.00	($251.00)	0.00%
53225 - Travel Conferences	$1,924.26	$417.00	$1,507.26	461.45%
Total - 53200 - Travel	$1,366.21	$1,919.00	($552.79)	71.19%

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
53300 - Business meals	$2,226.88	$1,000.00	$1,226.88	222.69%
53301 - Board Functions	$0.00	$2,917.00	($2,917.00)	0.00%
54000 - Professional Fees	$11,868.07	$12,500.00	($631.93)	94.94%
55000 - Research & Planning	$0.00	$834.00	($834.00)	0.00%
56000 - Equipment Support & Maintenance	$10,605.33	$4,166.00	$6,439.33	254.57%
56100 - Equipment Rental/Leasing	$0.00	$166.00	($166.00)	0.00%
56300 - Depreciation	$1,451.18	$0.00	$1,451.18	0.00%
Total - 50005 - Operating Expenses	$319,786.15	$329,921.00	($10,134.85)	96.93%
60000 - Program Services				
60050 - Chamber Programming	$54.50	$2,083.00	($2,028.50)	2.62%
60100 - Shop Local - Love NT	$0.00	$2,500.00	($2,500.00)	0.00%
60150 - Market Support (Chamber,TCDA,KBD,Tahoe Events Calendar)	$1,000.00	$11,250.00	($10,250.00)	8.89%
60200 - Tahoe Truckee Leadership Program	$0.00	$4,167.00	($4,167.00)	0.00%
60250 - Lake Tahoe Travel Co-Op/Tourism Development	$0.00	$266,668.00	($266,668.00)	0.00%
60305 - Business Recuitment & Retention	$0.00	$4,167.00	($4,167.00)	0.00%
60415 - Chamber Events	$21,031.31	$10,833.00	$10,198.31	194.14%
60505 - Advocacy	$0.00	$2,083.00	($2,083.00)	0.00%
60520 - Workforce Development	$56.41	$0.00	$56.41	0.00%
61105 - Community Communications/PR	$23,028.00	$6,300.00	$16,728.00	365.52%
61110 - Content Development	$0.00	$6,250.00	($6,250.00)	0.00%
61120 - Marketing - Web Maint	$14,561.25	$2,083.00	$12,478.25	699.05%
61125 - Media Spend (NTCA/Chamber/TOTTBID)	$12,645.90	$10,417.00	$2,228.90	121.40%
61150 - Community Activations/Sponsorships	$13,000.00	$5,417.00	$7,583.00	239.99%
62010 - Community Engagement	$13,615.59	$0.00	$13,615.59	0.00%
62040 - NTCA Stewardship Programing	$0.00	$6,667.00	($6,667.00)	0.00%
67000 - District Support (KB District & TCDA/West Shore)	$226,974.37	$220,000.00	$6,974.37	103.17%
Total - 60000 - Program Services	$325,967.33	$560,885.00	($234,917.67)	58.12%
63000 - Grant Cycle				
63010 - Zone1 Sponsorship	$103,839.27	$0.00	$103,839.27	0.00%
63020 - TBID Sponsorship	$35,500.00	$0.00	$35,500.00	0.00%
63500 - Zone1 Annual 2024-2025	$119,000.00	$0.00	$119,000.00	0.00%
63510 - TBID Annual 2024-2025	$136,485.08	$0.00	$136,485.08	0.00%
63710 - TBID Annual 2026-2027	$76,473.84	$130,000.00	($53,526.16)	58.83%
Total - 63000 - Grant Cycle	$471,298.19	$130,000.00	$341,298.19	362.54%
Total - Expense	$1,117,051.67	$1,020,806.00	$96,245.67	109.43%
Net Ordinary Income	($935,748.08)	($842,239.00)	($93,509.08)	111.10%
Other Income and Expenses				
Other Expense				
56500 - Reconciliation Discrepancy	($0.14)	$0.00	($0.14)	0.00%
Total - Other Expense	($0.14)	$0.00	($0.14)	0.00%
Net Other Income	$0.14	$0.00	$0.14	0.00%
Net Income	($935,747.94)	($842,239.00)	($93,508.94)	111.10%

North Tahoe Community Alliance
Staff Memo
November 4, 2026, NTCA Board Meeting

To: NTCA Board of Directors **Date:** Oct. 30, 2026

From: Tara Hetz

Subject: Recommendation of Transient Occupancy Tax (TOT) funds for the programs in the TOT-TBID Dollars at Work 2026 Ongoing Proven Program Cycle consistent with the program guidelines per the TOT Advisory Committee's recommendations.

ACTIONS REQUESTED:

1. The NTCA BOD recommend to the Placer County Board of Supervisors expenditure of Transient Occupancy Tax (TOT) funds in the total amount of up to $19,326,634 for programs associated with the TOT-TBID Dollars at Work Program 2026 Ongoing Proven Program Cycle, as presented by staff and recommended for funding by the TOT Advisory Committee: [ACTION]
    i. Workforce Housing Case Management and Direct Assistance Program, Sierra Community House: $1,797,635 through June 30, 2030
    ii. Lease to Locals, Placer County: $1,500,000 through June 30, 2030
    iii. Workforce Housing Preservation Program (WHPP), Placer County: $3,000,000 through June 30, 2030
    iv. Launchpad, Placer County: $4,000,000 through June 30, 2030
    v. North Lake Tahoe Parking Management Program, Placer County: $1,140,000 plus annual cost increases through June 30, 2030
    vi. North Tahoe Workforce Vanpool, TNT-TMA: $1,107,500 through June 30, 2030
    vii. TART Connect Expanded Services, Placer County: $3,884,638 through June 30, 2029
    viii. Park and Ride, TNT-TMA: $2,896,861 through June 30, 2030

2. The NTCA BOD recommend to the Placer County Board of Supervisors that the following committee recommendations accompany the funding: **[ACTION]**

    i. Launchpad: re-evaluate the lottery process, other financing and security options so more developers can secure lender financing, the scale of the deed restriction subsidy (scaled per bedroom), and support for additional Placer County housing staff.
    ii. TART Connect: Placer County staff to examine how and when to add fares for the TART Connect service per the TART Systems Plan.

BACKGROUND:

The purpose of the TOT-TBID Dollars at Work Program is to invest in programs, projects, services, and limited maintenance activities to achieve economic health, community vitality, and environmental stewardship that benefit residents, businesses, and visitors in the North Lake Tahoe region. The program continues under the renewed TBID and a new 10 year TOT Memorandum of Understanding (MOU) between Placer County and NTCA, which runs from July 1, 2026 through June 30, 2036. Under the MOU, 41 percent of TOT collected in the North Lake Tahoe area is set aside each year for the TOT Advisory Committee to recommend on: 21 percent for workforce housing and transportation and 20 percent for critical quality of life services, subject to County Board appropriations (Sections 3.4 and 3.5 of the MOU).

The MOU provides for three funding types: ongoing, annual, and emergent. The Ongoing Proven Program Cycle is the ongoing funding types (Section 4.4.1): "longer term (3 to 5 year) funding for local housing and transportation programs that have been proven effective through an initial pilot and/or County Board action, with bi-annual reporting and an annual status update to the TOT Committee and/or NTCA Board of Directors".

NTCA and Placer County invited eight programs to the 2026 Ongoing Proven Program Cycle. There were a total of four housing programs and four transportation programs. The total request for all 8 programs was $24,454,174 in TOT funding until June 30, 2030.

The MOU asks for programs proven to be effective, and the Roadmap identifies high impact work. NTCA worked with the TOT Advisory Committee on working definitions of both, brought them to the July convenings on housing and transportation facilitated by Sierra Business Council, and used them to guide applicants toward stronger metrics for measuring program success.

- Effective: How well a program delivers on its intended purpose, through successful implementation and achievement of its scope of work and services in a timely and accountable manner.
- High impact: The durable, measurable benefit a program provides for the North Lake Tahoe community, reflecting the depth, breadth, and equity of outcomes achieved.

2026 Ongoing Proven Program Cycle Process

The following summarizes the key steps taken from the convenings through the committee's recommendations:

1. **July 21 and 22, 2026, Convenings:**
   Housing and transportation metrics convenings, focused around effectiveness and impact, with implementors and outside experts, facilitated by Sierra Business Council.
2. **July to Sept. 2026, Invitations and applications:**
   NTCA invited eight housing and transportation programs to apply. All eight submitted applications.
3. **Sept. 17, 2026, TOT Advisory Committee review:**
   The TOT Advisory committee reviewed the applications, developed questions for each applicant, and heard the Tahoe Economic and Community Enhancement (TECE) Fund from Placer County staff.
4. **Oct. 22, 2026, Applicant presentations, deliberation and recommendation:**
   The TOT Advisory committee heard applicant presentations, deliberated each request, and voted on a recommendation for each program.
5. **Nov. 4, 2026, NTCA Board of Directors Meeting:**
   Staff present the TOT Advisory committee's recommendations. If approved, NTCA will recommend them to the Placer County Board of Supervisors, expected in early December 2026.

Basis for TOT Advisory Committee Recommendations

The TOT Advisory committee's recommendations were informed by applicant presentations and written responses to committee questions, the program snapshots and committee questions (Attachment 1), the working definitions of effective and high impact, MOU Section 4.4.1 and the parameters for use of these funds, the funding projection (Attachment 2), and committee deliberation on each program.

TOT Advisory Committee Recommendations by Program

The TOT committee voted on each program on October 22, 2026. Six of the eight programs are recommended at their full request. TART Connect and Parking Management are recommended at a reduced scope.

Program	Requested	TOT Committed Recommendation	Committee vote
Workforce Housing Case Management and Direct Assistance (Sierra Community House)	$1,797,635	$1,797,635	Unanimous, 1 recusal
Lease to Locals	$1,500,000	$1,500,000	Unanimous
Workforce Housing Preservation Program	$3,000,000	$3,000,000	Carried, 1 no, 1 abstention
Launchpad	$4,000,000	$4,000,000	Unanimous
Parking Management Program	$2,165,000	$1,140,000 plus annual cost increases	Unanimous
North Tahoe Workforce Vanpool	$1,107,500	$1,107,500	Unanimous
TART Connect Expanded Services	$7,987,178	$3,884,638 (Years 1 and 2)	Carried, 1 no
Park and Ride	$2,896,861	$2,896,861	Carried, 3 recusals
Total	**$24,454,174**	**$19,326,634**	

TOT Advisory Committee discussion on the programs with notable comments:

- Lease to Locals: Recommended in full. Overall support.
  - Members asked for more data on who remains in the program and what happens after the first year, including whether properties are converting short term rentals or unused second homes, where the properties are, resident demographics, and rents after exit.
- Workforce Housing Preservation Program: Recommended in full. General support, with consensus that the guidelines need to be reviewed to strengthen homebuyer protection, because the deed restriction risk may be why the program is undersubscribed.
  - Homebuyer protection: A committee member with direct experience said the intent and strategy are right, but certain guidelines do not protect the homebuyer, such as what happens when the homeowner falls ill or is seriously injured, and the details do not fairly balance risk between the County and home buyers.

- Launchpad: Recommended in full. Members were supportive of a program that is still iterating and learning, and asked Placer County to re-evaluate the lottery process, other financing and security, the scale of the deed restriction subsidy, and support for additional Placer County housing staff.
- Parking Management: Recommended for the Kings Beach Parking Management program only, for three years ($360,000 per year plus annual cost increases) plus $60,000 for outreach with Dixon consulting. The TOT Advisory committee supports continuing the Kings Beach Parking Management program, still considered a pilot, and tracking operating costs and subsidy before any expansion into Tahoe City. The TOT committee recommended outreach funding supports a deeper understanding of planning needs with Placer County DPW before any expansion is considered in the Annual Grant Cycle.
- TART Connect: Recommended for Years 1 and 2 only ($3,884,638 through June 30, 2029). The committee asked PC staff to explore turning on fares for the service, as recommended in the TART Systems Plan Update.
- Park and Ride: Recommended in full. The committee recommends continuing the conversation to increase the match from partners.

Letters of Support for the Parking Management Program

NTCA received three letters of support for the Placer County's Parking Management program (Attachment 3): from Christian Strobel, owner of Pepper Tree Inn (October 20, 2026), the UC Davis Tahoe Environmental Research Center (October 29, 2026), and the Tahoe Transportation District (October 29, 2026). All three letters were received after the deadline for TOT Advisory committee materials.

Funding Projection

NTCA staff built a conservative projection (Attachment 2) using a three-year average of TOT collections. After the $336,964 annual management fee for NTCA and Placer County, $10,952,103 a year is available for FY 26/27 through FY 29/30.

Proposed Accountability Language for TOT Funds

NTCA and Placer County staff are proposing the following language for contracts and interdepartmental memos to improve accountability for TOT funds:

Programs funded through the 2026 Ongoing Proven Program cycle will receive an annual budget for each fiscal year until June 30, 2030. All allocated funds must be spent (or reserved in the case of Launchpad and/or Lease to Locals) within the fiscal year for which they are awarded. Unused funds will expire on June 30 of the corresponding fiscal year and will not roll over into the next fiscal year.

This language has not been finalized with Placer County legal counsel. It reflects the intention and commitment to redirect unused TOT funds for reallocation on an annual basis.

Conclusion

The current recommendation includes funding for eight programs through the 2026 Ongoing Proven Program Cycle. NTCA staff recommends the approval of the TOT Advisory committee recommended allocations as outlined above. NTCA staff recognizes and appreciates the time and thoughtful engagement TOT Advisory committee members contributed throughout this process.

Attachments:

Attachment 1 - program snapshots, committee questions and written responses for each application.
Attachment 2 - the funding projection.
Attachment 3 - the letters of support for the Parking Management Program.

ATTACHMENT A

2026 ONGOING PROVEN PROGRAM CYCLE

Program Snapshots

This packet contains the snapshot for each of the eight applications presented to the TOT Advisory Committee on October 22, 2026.

APPLICATIONS IN THIS PACKET

HOUSING

SCH Workforce Housing Case Management and Direct Assistance Program.....$1,797,635
Sierra Community House

Lease to Locals.....$1,500,000
Placer County with Placemate

Workforce Housing Preservation Program (WHPP).....$3,000,000
Placer County

Launchpad Program.....$4,000,000
Placer County

TRANSPORTATION

Resort Triangle Transportation Plan: North Lake Tahoe Parking Management Program... $2,165,000
Placer County

North Tahoe Workforce Vanpool.....$1,107,500
TNT/TMA

TART Connect Expanded Services..... $7,987,178
Placer County

Park and Ride..... $2,896,861
TNT/TMA

Housing subtotal.....$10,297,635
Transportation subtotal.....$14,156,539
Total TOT requested..... $24,454,174

Totals are the sum of the TOT request on each application and include continuation funding already approved through June 30, 2027 where applicable.

SCH Workforce Housing Case Management and Direct Assistance Program

Sierra Community House | Katrina Midgley | Housing: retention

PROGRAM SNAPSHOT

TOT request	$1,797,635
Match	$1,324,853 (committed plus anticipated; could reach $2,269,853 with CA OES and Sally Fund)
Request by year	Year 0: $235,242 | Year 1: $505,482 | Year 2: $520,646 | Year 3: $536,265
What it does	Rent, security deposit and utility assistance (once in a 12 month period), plus housing case management and legal support, for workforce households earning up to 120% AMI. Services are free and offered in English and Spanish.
Effective metrics	At least 125 households assisted Leverage at least $1,324,853 in other funding Track demand for housing help Referrals for at least 100 households
Impact metrics	75% stably housed at 6 months, 50% at 12 months, 30% at 24 months 75% connected to at least one additional support 80% report decreased housing stress
Track record	Nearly 2,400 households and more than $3,000,000 in assistance since 2019. Previous three year sponsorship: 278 households and $450,000 in direct assistance.
Previous funding	3-Year Sponsorship Grant: $900,000 (450,000TOT + 450,000TBID) 25-26 Annual Grant Cycle: $350,000 (TOT)

Lease to Locals

Placer County with Placemate | Tim Cussen | Housing: activation

PROGRAM SNAPSHOT

TOT request	$1,500,000 (continuation funding of $500,000 already approved through June 30, 2027)
Match	$35,300 (County staff time, in kind)
Request by year	Year 0: $0 | Year 1: $500,000 | Year 2: $500,000 | Year 3: $500,000
What it does	Cash incentives to homeowners who rent to members of the local workforce, administered by Placemate. Grants are awarded per qualified tenant and based on lease length.
Effective metrics	Unlock 20 or more homes per year Average of 2 or more people housed per home Average of $4,500 or less in program cost per person housed per year
Impact metrics	20 or more homes available to local workers 60% or more of homeowners continue renting long term or seasonally
Track record	Over four years, 151 properties unlocked and 367 people housed. 69% of completed properties are still rented. 28 homes unlocked in the most recent period.
Previous funding	3-Year Sponsorship Grant: $500,000 (TBID) 2025 Emergent Grant: $500,000 (TOT) 2026 Off-Cycle Continuance Funding: $500,000 (TOT)

Workforce Housing Preservation Program (WHPP)

Placer County | Tim Cussen | Housing: empowerment

PROGRAM SNAPSHOT

TOT request	$3,000,000 (100% to deed restrictions)
Match	$72,320 (County and contracted administration, in kind)
Request by year	Year 0: $0 | Year 1: $1,000,000 | Year 2: $1,000,000 | Year 3: $1,000,000
What it does	Incentives to homebuyers in eastern Placer County who meet local employment requirements, in exchange for a 55 year deed restriction. As of June 2026, local businesses and multifamily properties with more than 4 units are also eligible.
Effective metrics	4 housing units preserved per year 100% of transactions close on or before the contractual closing date Host or join 2 or more education events per year
Impact metrics	4 or more units preserved per year 100% participant compliance with deed restriction terms
Track record	18 properties and 20 units deed restricted to date, housing 33 local workers and family members. Previous period: 4 properties and 5 units. 100% compliance in every annual monitoring cycle.
Previous funding	3-Year Sponsorship Grant: $3,000,000 (TOT) [Extension until 6.30.28]

Launchpad Program

Placer County | Tim Cussen | Housing: supply creation

PROGRAM SNAPSHOT

TOT request	$4,000,000 (100% to developer incentives)
Match	$103,180 (County staff time, in kind)
Request by year	Year 0: $1,000,000 | Year 1: $1,000,000 | Year 2: $1,000,000 | Year 3: $1,000,000
What it does	Grant funding to developers in exchange for deed restricting new or converted housing units for long term rental to the local workforce. Supports new construction and conversion of commercial or non-residential space.
Effective metrics	Reserve funding for at least 5 housing units per year At least 80% of reserved projects complete construction and record a deed restriction Funds requested through each NOFA meet available funding
Impact metrics	15 or more deed restricted units completed from reservations made during this period 100% compliance with deed restriction terms
Track record	First NOFA after Board approval in February 2026: 13 applications, 11 eligible, $8,550,000 requested against $3,275,000 available. Four projects reserved $3,250,000 for 15 multifamily units and 2 ADUs. No units completed yet.
Previous Funding	25-26 Annual Grant Cycle: $3,000,000 (TOT)

Resort Triangle Transportation Plan: North Lake Tahoe Parking Management Program

Placer County | Jared Deck | Transportation: parking management

PROGRAM SNAPSHOT

TOT request	$2,165,000 (scope of services tasks total $2,265,000)
Match	$1,714,100 (projected Tahoe City parking revenue $1,070,000; Caltrans grant upon approval $600,000; County staffing in kind $44,100)
Request by year	Year 0: $360,000 | Year 1: $880,000 | Year 2: $440,000 | Year 3: $485,000
What it does	Phase Two builds on the Kings Beach paid parking program and expands toward Tahoe City, with shared enforcement and maintenance agreements with regional partners, mobility planning and new parking technology.
Effective metrics	Consistent staffing 7 days a week, May 1 to September 30 Parking utilization data for paid lots and SR 28 One downtown mobility plan and one shared enforcement or usage agreement Tahoe City business outreach and 4 public events in 2027; kiosks installed at newly approved lots
Impact metrics	One additional public or active transportation option 150 on street educational engagements and 10 community impact responses per year A complete set of parking data analytics each season
Track record	Phase One in Kings Beach: parking implementation plan finalized, 4 paid lots installed, 50+ stakeholder events, 500+ on street engagements, and a dedicated TART Connect route in the Kings Beach grid.
Previous funding	3-Year Sponsorship Grant: $1,012,000 (TOT + TBID)

North Tahoe Workforce Vanpool

TNT/TMA | Sara Van Siclen | Transportation: commuting

PROGRAM SNAPSHOT

TOT request	$1,107,500
Match	$494,400 (Washoe RTC, cash)
Request by year	Year 0: $141,240 | Year 1: $302,940 | Year 2: $318,140 | Year 3: $345,180
What it does	An $800 per month subsidy per vanpool through Commute with Enterprise, layered with other subsidies such as Washoe RTC Smart Trips. Remaining costs are split by riders or covered by employers.
Effective metrics	Average subsidy of $8 or less per one way passenger trip Average monthly subsidy of $145 or less per rider Average of 5 or more passengers per vehicle trip
Impact metrics	Reduce VMT and CO2 emissions 10% annually $12,000 or more in average annual savings per employee More than 65% of participants report they can work in the region because of the program Net promoter score of 60 or higher
Track record	August 2025 to July 2026: 1,230,213 VMT reduced. Spring 2026: a monthly average of 14.3 vanpools serving 87 employees.
Previous funding	3-Year Sponsorship: $602,754 (TOT) + $155,000 (TBID) for study

TART Connect Expanded Services

Placer County | Jaime Wright | Transportation: microtransit

PROGRAM SNAPSHOT

TOT request	$7,987,178 (continuation funding of $869,922 already approved through June 30, 2027)
Match	$5,924,059 (County TOT for base service, County staff time, TNT/TMA marketing contract)
Request by year	Year 0: $0 | Year 1: $1,894,920 | Year 2: $1,989,718 | Year 3: $4,102,541
What it does	Free, year round microtransit connecting neighborhoods to TART fixed routes. TOT funds service beyond the County base level: an additional 21,310 vehicle revenue hours a year, more vehicles and evening resort corridor service.
Effective metrics	Average cost per passenger of $14 to $15 5 to 6 passengers per vehicle service hour Average wait time of 30 minutes or less 56% or more shared rides
Impact metrics	Rider app rating of 4.8 or higher 35% or more of surveyed riders use TART Connect 66% or more transfer between TART Connect and fixed route
Track record	FY21/22 through FY25/26: 863,196 passengers, 6.06 passengers per service hour, $14.55 per passenger, 21 minute average wait. Transit ridership up 86% compared to before COVID.
Previous funding	3-Year Sponsorship Grant: $1,425,000 (TOT) 2026 Off-Cycle Continuance Funding: $869,992 (TOT)

Park and Ride

TNT/TMA | Sara Van Siclen | Transportation: shuttles and event service

PROGRAM SNAPSHOT

TOT request	$2,896,861 (continuation funding of $559,255 already approved through June 30, 2027)
Match	$534,027 (Palisades Tahoe, Sugar Bowl, Northstar, Homewood; cash and in kind)
Request by year	Year 0: $0 | Year 1: $911,887 | Year 2: $960,424 | Year 3: $1,024,550
What it does	Free parking and shuttle service to Palisades, Sugar Bowl, Northstar and now Homewood, plus special event shuttles in Tahoe City, Kings Beach and Palisades. Consolidates winter and summer service into one program.
Effective metrics	Operating subsidy per passenger trip: good at $30 or less ($50 or less for Sugar Bowl) 6 or more passengers per vehicle service hour Year over year event ridership comparison Top three daily ridership totals by route
Impact metrics	Net promoter score of 50 or higher VMT and CO2 reduction estimates
Track record	2025/26 season: 13,828 riders, down 14% in a low snow year (Palisades 10,464, Northstar 1,895, Sugar Bowl 1,469). 85% of winter riders rated the service 5 out of 5.
Previous funding:	3-Year Sponsorship Grant: $165,558 (TBID)--Tahoe City Park and Ride Winter Operation (USFS 64 Acres Parking Lot Snow Removal) 24-25 Annual Grant Cycle: $230,782 (TOT)-- Park and Ride Expansion (includes Sugarbowl Pilot) 2025 Emergent Grant: $431,732.60 (TOT)-- Park and Ride Expansion (includes Sugarbowl Service) 25-26 Annual Grant Cycle: $92,840 (TOT)--Tahoe City Events Pilot 2026 Off-Cycle Continuance Funding: $559,255 (TOT)--Year-round Park and Ride Service (Summer Events + Winter Resort Shuttles)

2026 Ongoing Proven Program Cycle

Category	Cycle	Organization/Entity	Project	Request per Fiscal year: Year 0 (Jan 1, 2027 – June 30, 2027)	Year 1 (July 1, 2027 – June 30, 2028)	Year 2 (July 1, 2028 – June 30, 2029)	Year 3 (July 1, 2029 – June 30, 2030)	Total Request	Match
TRANS	Ongoing Proven Program	PC-DPW	RTTP- Parking Management	$ 360,000	$ 880,000	$ 440,000	$ 485,000	$ 2,165,000	$ 2,165,000
TRANS	Ongoing Proven Program	PC- Transit	TART Connect Expanded Services	$ -	$ 1,894,920	$ 1,989,718	$ 4,102,541	$ 7,987,178	$ 5,924,059
TRANS	Ongoing Proven Program	TNTTMA	Park and Ride	$ -	$ 911,887	$ 960,424	$ 1,024,550	$ 2,896,861	$ 534,027
TRANS	Ongoing Proven Program	TNTTMA	Vanpool	$ 141,240	$ 302,940	$ 318,140	$ 345,180	$ 1,107,500	$ 494,400
WH	Ongoing Proven Program	PC HOUSING	WHPP	$ -	$ 1,000,000	$ 1,000,000	$ 1,000,000	$ 3,000,000	$ 72,320
WH	Ongoing Proven Program	PC HOUSING	Launchpad	$ 1,000,000	$ 1,000,000	$ 1,000,000	$ 1,000,000	$ 4,000,000	$ 103,180
WH	Ongoing Proven Program	PC HOUSING	Lease to Locals	$ -	$ 500,000	$ 500,000	$ 500,000	$ 1,500,000	$ 35,300
WH	Ongoing Proven Program	SCH	Sierra Community House	$ 235,242	$ 505,482	$ 520,646	$ 536,265	$ 1,797,635	$ 1,324,853
			Total	$ 1,736,482	$ 6,995,229	$ 6,728,928	$ 8,993,536	$ 24,454,174	$ 10,653,139

Projection of Available TOT Funding

		25/26 Known Amount	26/27 3YR AVG	27/28 3YR AVG	28/29 3YR AVG	29/30 3YR AVG
TOTAL TOT		$ 27,395,372.00	$ 27,534,309.00	$ 27,534,309.00	$ 27,534,309.00	$ 27,534,309.00
TOT- HT (21%)		$ 5,753,028.12	$ 5,782,204.89	$ 5,782,204.89	$ 5,782,204.89	$ 5,782,204.89
CAP- CS (20%)		$ 5,479,074.40	$ 5,506,861.80	$ 5,506,861.80	$ 5,506,861.80	$ 5,506,861.80
		$ 11,232,102.52	$ 11,289,066.69	$ 11,289,066.69	$ 11,289,066.69	$ 11,289,066.69
Minus Management Fee for NTCA and PC	$ 336,964.00	$ 10,895,138.52	$ 10,952,102.69	$ 10,952,102.69	$ 10,952,102.69	$ 10,952,102.69

STROBEL
DEVELOPMENT

October 20, 2026

North Tahoe Community Alliance — Board of Directors
c/o Jared D. Deck, PE, Deputy Director
Placer County Department of Public Works | Tahoe Engineering

Re: Letter of support — North Lake Tahoe Parking Program grant renewal and Tahoe City expansion

Dear Members of the Board,

I am writing in strong support of Placer County's request to renew the North Lake Tahoe Parking Program grant for three years and expand the program fully into Tahoe City. As a hotel owner and developer in North Lake Tahoe, I believe a managed, shared-use parking program is the most practical way to serve businesses and visitors while limiting the amount of new pavement in the Basin.

Why I support parking programs

My own properties show what even simple parking management does. At the commercial lot I own in Kings Beach, moving to paid parking with a QR code made the lot far more useful: turnover went up and cars that used to sit for a week at a time disappeared. At Basecamp Tahoe City, guest parking passes have deterred beach-goers from filling the lot. Signage, permits and consistent enforcement change behavior quickly, and they work best when they are part of a program run across the whole community, not lot by lot.

I have also seen why individual businesses can't solve this alone. When I tried to expand Basecamp, a neighboring retailer was happy to share its lot at night, since its demand and ours are complementary. But a private year-to-year agreement could not give the long-term certainty a planning approval requires, and the expansion did not happen. A county-run program can provide that certainty in a way private agreements cannot.

Doing more with the asphalt we already have

North Lake Tahoe has hundreds of parking spaces that sit empty overnight. Putting that capacity to work through shared-use agreements is far better for the community and the lake than requiring every project to build structured or underground parking. It lowers development costs and community impact, and it makes better use of public investments like the expanded Grove Street lot, with roughly 92 spaces, EV charging and new trail connections, scheduled for construction in 2027.

A specific example: Pepper Tree Inn and the Grove Street lot

Pepper Tree Inn, next to the Grove Street lot, is ready to be the first test case. The hotel has 44 rooms and roughly 30 on-site spaces, part of them in an aging underground garage. Its overnight demand is heaviest on about 30 sold-out weekends and 20 other peak nights a year. Even then, actual demand is often lower than room count suggests, because families and groups often share a car across rooms. The Grove Street lot's demand is lowest at exactly those overnight hours.

I would support a one-year pilot of overnight shared-use parking, starting in fall 2027 once the Grove Street improvements are complete:

- **Pilot scope.** About 10 overnight spaces at Grove Street for Pepper Tree guests, identified with county-issued hang tags.
- **Rates.** Time during the pilot to verify actual demand and negotiate rates that work for both the business and the County.
- **Enforcement.** Expanded evening and overnight enforcement in Tahoe City, which the grant makes possible and which the pilot depends on.
- **Data.** A clear record of guest use, demand by season and how enforcement works in practice, to shape a lasting agreement.
- **A model for others.** A template other Tahoe City businesses can use to expand, or to avoid the capital cost of building and maintaining parking they only need a few nights a year.

For a pilot to turn into a long-term arrangement, businesses will need confidence that shared parking can count toward their entitlements over the long term. The grant's consultant and outreach work is the right place to define that framework. I look forward to working with the County on it.

None of this is possible in Tahoe City without the grant renewal and program expansion. I urge the Board to approve it, and I am glad to be a partner in making the pilot a success.

Sincerely,

Christian Strobel
Owner, Pepper Tree Inn
Strobel Development
christian@strobeldevelopment.com

Tahoe Transportation DISTRICT

Connecting our communities

October 29, 2026

North Tahoe Community Alliance — Board of Directors

Re: Letter of Support for North Lake Tahoe Parking Program Grant Application

Dear Members of the Board,

The Tahoe Transportation District (TTD) recognizes that a regional and unified approach to parking management is integral in managing congestion, roadway safety, and recreation access. TTD encourages local agencies to participate in continuing the development of parking management strategies and programs that establish regional continuity for the parking experience throughout the Tahoe Basin.

Due to the extreme amount of congestion that sometimes occurs in the Tahoe region, parking management and real-time occupancy data will be an important component in influencing trip-planning and effectively managing congestion, while promoting consistency, cohesiveness, and predictability around the basin. Placer County has undertaken extensive work in developing parking management initiatives, and advocating for policies that support broader parking, transportation, and mobility frameworks locally and in the region.

The Tahoe Transportation District (TTD) staff are in full support of Placer County's request to renew the North Lake Tahoe Parking Program grant for a period of three years. The appropriation of funds will help bring the region one step closer to a cohesive and unified parking management framework.

Sincerely,

Digitally signed by Jim Marino
DN: C=US,
E=jmarino@tahoetransportation.org,
O=Tahoe Transportation District,
OU="Capital Program ", CN=Jim Marino
Date: 2026.10.29 13:26:30-07'00'

Jim Marino
Executive Director
Tahoe Transportation District
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Board of Directors City of South Lake Tahoe El Dorado County Placer County Washoe County Douglas County Carson City CalTrans
Truckee-North Tahoe Transportation Management Association South Shore Transportation Management Association Member At Large NDOT

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TAHOE ENVIRONMENTAL RESEARCH CENTER

ONE SHIELDS AVENUE
DAVIS, CALIFORNIA 95616-8527

October 29, 2026

North Tahoe Community Alliance — Board of Directors
Re: Letter of support — North Lake Tahoe Parking Program grant renewal and Tahoe City expansion

Dear Members of the Board,

As the Director of the UC Davis Tahoe Environmental Research Center (TERC), I am writing in support of Placer County's North Lake Tahoe Parking Program and its expansion into Tahoe City. As TERC continues to explore the possibility of expanding its presence in Tahoe City, we recognize the importance of thoughtfully managing parking to support both existing community needs and future development. A coordinated parking management approach can help ensure that Tahoe City remains accessible to all while making the most of existing parking resources.

I am very excited as we are embarking on discussions around a new TERC facility in Tahoe City and recognize that parking will be an important consideration in both the planning and long-term operation of the site. Participation in a coordinated parking management program could create opportunities to explore shared parking strategies, maximize the use of existing parking supply and reduce the need for additional parking infrastructure. Aligning future facility needs with a broader community parking strategy would allow us to consider how parking resources could serve multiple users at different times of day while supporting accessibility and minimizing impacts on the surrounding community.

Effective parking management is also an important part of protecting the environmental health and character of the Lake Tahoe region. By encouraging alternative modes of transportation and improving parking turnover in key commercial areas, the program can help reduce unnecessary vehicle trips and support more efficient use of limited land. These strategies align with the broader goal of balancing access to Tahoe's communities and recreational amenities with the need to protect the natural environment that makes this region so special.

Expanding the North Lake Tahoe Parking Program into Tahoe City would provide an opportunity to build on the county's existing efforts and take a more comprehensive, regionally coordinated approach to parking and transportation challenges. We support continuation of this program as a practical step toward improving mobility, supporting local businesses and residents, and preserving the long-term sustainability of the Tahoe region.

Sincerely,

Stephanie E. Hampton
Director, Tahoe Environmental Research Center
Professor, Environmental Science & Policy