



## Finance Committee

Date: Monday August 5th, 2024

Time: 10:00am

Location: 100 N Lake Blvd. Tahoe City 96145

Teleconference Location: 5160 W Lake Blvd, Homewood, CA 96141

Each teleconference location is open to the public and any member of the public has an opportunity to address the Finance Committee from a teleconference location in the same manner as if that person attended the meeting location at 100 N Lake Blvd., Tahoe City, CA 96145

### Committee Members:

**Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina**

**Harry Hirsch, Homewood Mountain Club | David Brown, CPA | Amy Wood, Tahoe Dave's**

**Placer County Representative: Stephanie Holloway**

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### Instruction for Public Participation:

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

<https://us02web.zoom.us/j/86529477924?pwd=WUlx1M4ekZ0QzI3WXIUM24xK29YQT09>

as authorized by AB 361

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

### AGENDA

- |            |    |   |
|------------|----|---|
| 10:00 a.m. | 1. | Call to Order – Establish Quorum  |
| 10:05 a.m. | 2. | Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 10:10 a.m. | 3. | <b>Agenda Amendments and Approval</b>   |
| 10:15 a.m. | 4. | <b>Approval of Finance Committee Meeting Minutes from May 29th, 2024</b>  |
|            | 5. | Review and Approval of Preliminary Financials: <ul style="list-style-type: none"><li>a) Review Staff Report of Financial Performance</li><li><b>b) NLTRA 5/31/24 &amp; 6/30/24 Financials Review (Motion)</b></li><li>c) NLTMC 5/31/24 &amp; 6/30/24 Financial Review</li></ul>                 |

- |            |     |   |
|------------|-----|---|
| 10:40 a.m. | 7.  | CEO Expense Report  |
| 10:45 a.m. | 9.  | Items for Committee Review, Discussion/or Recommendations           |
|            | 10. | Agenda Input for Next Finance Committee Meeting & Next Meeting Date |
|            | 11. | Committee Member Comments   |
| 11:00 a.m. | 12. | Adjournment   |



7/31/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for June 30,2024

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### **Summary of preliminary NTCA financial results for June 30, 2024**

- Accounts Receivable TBID –Fourth quarter collections have not been received. The majority of collections should be received in August and September
- Accounts Receivable Membership Dues – current amounts due.
- Prepaid Expenses – prepayments for video and photo productions and annual subscriptions.
- Computer Equipment – The Visitor Center exhibits were placed into service in January.
- Operating Lease Right-of-Use Asset – This asset account along with Operating Lease Liability accounts are results from the new lease reporting requirements issued under Accounting Standard Update 842. Under this standard, operating leases longer than 12 months must be reflected on a company’s balance sheet.
- Accrued Expenses – Health insurance MLR rebate, we are currently reviewing the proper distribution of these funds.
- Unrestricted Net Assets – This is a combination of \$5.9k net-book value of our fixed assets at the end of fiscal year 21/22 less the \$7.5k carryover deficit balance from Chamber activities not funded by TBID dollars.
- TBID Revenues – YTD revenue is forecasted to be between \$6.4m and \$6.8m, which is over budget 3-10%, trailing prior year by 3-9%, and better than two years ago 5-12%. A 3% YTD decrease would align with YTD TOT collections
- Retail Revenue – VIC Sales June sales were up 17% over June 2023 and up 39% YTD. People are looking for Tahoe branded items.
- Revenue – Other – YTD \$705 is from Marketing advertising.
- Salaries & Wages – includes bonus accrual at year end
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.
- Equipment Support – Includes our monthly IT support
- Event Sponsorships – multiple events including LT Dance collective, Big Blue adventures, Waterman’s

- NLTMC Contributions – The approved 23/24 budget from NTCA made available \$1.5m in contributions to the Marketing CO-OP. Since then, the two organizations agreed upon contributions totaling \$1.44m, so actual contributions will be less than budget for this fiscal year.
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Grant Funding Sponsorship – Includes the first quarter sponsorship payment to North Lake Tahoe Workforce Vanpool
- Chamber Activities & Marketing – Includes the new marketing consultant

#### **Summary of preliminary NLTMC financial results for June 30, 2024**

- YTD net income is \$31k vs a budget of (\$196k). The marketing team is in the process of reviewing the expense accounts before the June 30<sup>th</sup> financials are finalized

**North Tahoe Community Alliance**

Preliminary

Financial Statements for the Period Ending

June 30, 2024

# Balance Sheet - PY Comparison

For the Twelve Months Ending Sunday, June 30, 2024

North Lake Tahoe Resort Association

1 of 1  
7/26/2024  
3:04 PM

	YTD		
	Jun 2024	Jun 2023	Variance
	Fiscal 23/2024	Fiscal 22/2023	
<b>Current Assets</b>			
Cash - TBID Disbursements	90,502	669,557	579,055
Cash - TBID Funding	1,620,494	5,473,705	3,853,211
Payroll	197,981	172,605	(25,376)
Money Market	5,094,764	0	(5,094,764)
Cash Flow Reserve	101,510	101,256	(254)
Marketing Reserve	50,525	50,444	(81)
Payroll Reserve	45,446	46,201	755
Cash in Drawer	3,018	3,082	64
Petty Cash	136	136	0
Accounts Receivable	1,088	0	(1,088)
Accounts Receivable - TBID	795,956	1,300,645	504,688
Accounts Receivable - Membership Dues	3,775	4,020	245
Allowance for Doubtful Accounts	(920)	(920)	0
Inventory Asset	39,041	23,764	(15,277)
Prepaid Expenses	20,247	120,000	99,753
Prepaid Postage	100	100	0
Prepaid Insurance	0	4,060	4,060
<b>Total Current Assets</b>	<b>8,063,664</b>	<b>7,968,655</b>	<b>(95,009)</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	37,060	39,858	2,798
Accumulated Depreciation - Furnitures & Fixtures	(37,060)	(39,858)	(2,798)
Computer Equipment	48,616	23,600	(25,016)
Accumulated Depreciation - Computer Equipment	(7,321)	(8,735)	(1,415)
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	84,239	24,284	(59,955)
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
Operating Lease Right-of-Use Asset	467,153	623,639	156,486
<b>Total Fixed Assets</b>	<b>568,402</b>	<b>638,503</b>	<b>70,101</b>
<b>Total Assets</b>	<b>\$8,632,066</b>	<b>\$8,607,159</b>	<b>(\$24,907)</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	98,000	217,199	(119,199)
Accounts Payable - Housing Hub	0	23,835	(23,835)
Salaries & Wages Payable	0	27,469	(27,469)
Incentives Payable	135,410	103,941	31,469
PTO Payable	0	41,109	(41,109)
401k Payable	30,707	6,750	23,957
Employer Tax Payable	0	1,932	(1,932)
Retail cc deposits in transit	(3,366)	0	(3,366)
Accrued Expenses	1,460	25,272	(23,812)
Deferred Revenue - Membership Dues	7,249	8,822	(1,574)
Due To/From BOTW CC	50	9,765	(9,715)
Due To/From TBID	0	132,453	(132,453)
Operating Lease Liability	160,278	150,504	9,775
<i>Suspense (may include rounding)</i>	<i>(237)</i>	<i>3</i>	<i>(240)</i>
<b>Total Current Liabilities</b>	<b>429,551</b>	<b>749,054</b>	<b>319,503</b>
Sales & Use Tax Payable	1,843	0	1,843
<b>Total Tax Payable</b>	<b>1,843</b>	<b>0</b>	<b>(1,843)</b>
<b>Long-Term Liabilities</b>			
Operating Lease Liability	325,664	487,040	(161,376)
<b>Total Long Term Liabilities</b>	<b>325,664</b>	<b>487,040</b>	<b>161,376</b>
<b>Total Liabilities</b>	<b>757,058</b>	<b>1,236,094</b>	<b>479,036</b>
Unrestricted Net Assets	(1,551)	(1,551)	0
TBID Reserve	7,372,616	5,212,620	2,159,996
Net Income	503,943	2,159,996	(1,656,053)
<b>Total Equity</b>	<b>7,875,008</b>	<b>7,371,065</b>	<b>(503,943)</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$8,632,066</b>	<b>\$8,607,159</b>	<b>(\$24,907)</b>

# HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

**Ranges:**

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

User-Defined 1: First - Last  
 Posting Date: First - 6/30/2024  
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info  
 Aged By: Document Date Sorted By: Vendor ID  
 Aging Date: 6/30/2024 Due Date  
 Print Currency In: Functional (Z-US\$)

Vendor ID:	Name:	Class ID:	User-Defined 1:			
Voucher(s):	Aged Totals:	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY	User-Defined 1:			
28						
		\$450.00	\$450.00	\$0.00	\$0.00	\$0.00
ACCOCC	Accounting on Computers	PRIMARY	User-Defined 1:			
37						
		\$43.75	\$43.75	\$0.00	\$0.00	\$0.00
ADAM WILSON	ADAM WILSON		User-Defined 1:			
23						
		\$2,553.02	\$2,553.02	\$0.00	\$0.00	\$0.00
ANNE-KARIN ATWO	Anne-Karin Atwood*	PRIMARY	User-Defined 1:			
47						
		\$829.98	\$829.98	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY	User-Defined 1:			
45						
		\$1,050.00	\$1,050.00	\$0.00	\$0.00	\$0.00
ANTHONY KARWOW	Anthony Karwowski	PRIMARY	User-Defined 1:			
44						
		\$510.26	\$510.26	\$0.00	\$0.00	\$0.00
APOLLO PUBLISHE	Apollo Publishers		User-Defined 1:			
1						
		\$84.00	\$84.00	\$0.00	\$0.00	\$0.00
AURORA WORLD, I	Aurora World, Inc.	PRIMARY	User-Defined 1:			
7						
		\$2,252.44	\$2,252.44	\$0.00	\$0.00	\$0.00
BARB KALLESTAD	Barb Kallestad	PRIMARY	User-Defined 1:			
17						
		\$72.50	\$72.50	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY	User-Defined 1:			
94						
		\$350.97	\$350.97	\$0.00	\$0.00	\$0.00
CRISTINA HENNES	Cristina Hennessey		User-Defined 1:			
12						
		\$210.00	\$210.00	\$0.00	\$0.00	\$0.00
CRYSTAL RANGE A	Crystal Range Associates	PRIMARY	User-Defined 1:			
29						
		\$577.20	\$577.20	\$0.00	\$0.00	\$0.00
CYBERLINK	CyberlinkASP Technology	PRIMARY	User-Defined 1:			
44						
		\$542.00	\$542.00	\$0.00	\$0.00	\$0.00
DANIEL CHAVEZ	Daniel Chavez		User-Defined 1:			
3						
		\$750.00	\$750.00	\$0.00	\$0.00	\$0.00
ED MILLER	Ed Miller	PRIMARY	User-Defined 1:			
9						
		\$21.44	\$21.44	\$0.00	\$0.00	\$0.00
ELINE HERMILLE	Eline Hermille		User-Defined 1:			
1						
		\$32.16	\$32.16	\$0.00	\$0.00	\$0.00

# HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

<b>Vendor ID:</b> FRANCOIS CAZALO	<b>Name:</b> Francois Cazalot			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 10	<b>Aged Totals:</b>	\$1,232.95	\$1,232.95	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> GENESEE CANDY	<b>Name:</b> Genesee Candy Land			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 1	<b>Aged Totals:</b>	\$170.04	\$170.04	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> GEO-TOURISM SPE	<b>Name:</b> Geo-Tourism Specialties			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 52	<b>Aged Totals:</b>	\$1,091.49	\$1,091.49	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> GRANLIBAKKEN MA	<b>Name:</b> Granlibakken Management Company, Ltd.			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 21	<b>Aged Totals:</b>	\$2,118.62	\$2,118.62	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> GREAT BASIN WIN	<b>Name:</b> Great Basin Window Cleaning			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> GROWTHZONE & C	<b>Name:</b> GrowthZone & Chambermaster			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 49	<b>Aged Totals:</b>	\$599.00	\$599.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> HIKE AMERICA	<b>Name:</b> Hike America			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 5	<b>Aged Totals:</b>	\$228.90	\$228.90	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> IDSS GLOBAL LLC	<b>Name:</b> iDSS Global LLC			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> ISOLVED	<b>Name:</b> iSolved Benefit Services			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 55	<b>Aged Totals:</b>	\$70.00	\$70.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> JAMIE MINTZ	<b>Name:</b> Jamie Mintz			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 1	<b>Aged Totals:</b>	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> JULIE BARBER	<b>Name:</b> JULIE BARBER			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 27	<b>Aged Totals:</b>	\$1,087.42	\$1,087.42	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> JVP COMM	<b>Name:</b> JVP Communications, LLC			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 46	<b>Aged Totals:</b>	\$6,300.00	\$6,300.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> KIMBERLY BROWN	<b>Name:</b> Kimberly Brown			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 41	<b>Aged Totals:</b>	\$1,005.07	\$1,005.07	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> KIRSTIN GUINN	<b>Name:</b> Kirstin Guinn			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 37	<b>Aged Totals:</b>	\$708.64	\$708.64	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> KYM FABEL	<b>Name:</b> Kym Fabel			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 43	<b>Aged Totals:</b>	\$184.00	\$184.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> LEWIS ROCA	<b>Name:</b> Lewis Roca			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 6	<b>Aged Totals:</b>	\$1,650.00	\$1,650.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> MARYLOU SILL	<b>Name:</b> Marylou Sill			<b>Class ID:</b>	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 5	<b>Aged Totals:</b>	\$51.00	\$51.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> MCCLINTOCK	<b>Name:</b> McClintock Accountancy			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>		<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Voucher(s):</b> 28	<b>Aged Totals:</b>	\$3,150.00	\$3,150.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> MIC MAC	<b>Name:</b> Mic Mac Publishing			<b>Class ID:</b>	<b>User-Defined 1:</b>	



# HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> MTN ALOHA ART	<b>Name:</b> Mountain Aloha Art			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> NTEC	<b>Name:</b> North Tahoe Event Center, Inc.			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 47	<b>Aged Totals:</b>	\$370.00	\$370.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> OFFICE BOSS	<b>Name:</b> The Office Boss*			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 95	<b>Aged Totals:</b>	\$363.36	\$363.36	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> OPENSNOW	<b>Name:</b> OPENSNOW			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 10	<b>Aged Totals:</b>	\$15,217.07	\$15,217.07	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> PATRICK YUN	<b>Name:</b> PATRICK YUN			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 19	<b>Aged Totals:</b>	\$778.54	\$778.54	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> PORTER SIMON*	<b>Name:</b> Porter Simon*			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 40	<b>Aged Totals:</b>	\$6,975.00	\$6,975.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> SARA SMITH ART	<b>Name:</b> Sara L. Smith Fine Art			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> SDBX	<b>Name:</b> SDBX Studio, LLC.			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 52	<b>Aged Totals:</b>	\$3,516.25	\$3,516.25	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> SNAP	<b>Name:</b> Sierra Nevada Ad Partners			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 55	<b>Aged Totals:</b>	\$10,078.61	\$10,078.61	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> SWIFT COMMUNICA	<b>Name:</b> SWIFT COMMUNICATIONS, CA			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 14	<b>Aged Totals:</b>	\$510.00	\$510.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TAHOE BASICS	<b>Name:</b> Tahoe Basics			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 79	<b>Aged Totals:</b>	\$1,985.00	\$1,985.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TAHOE FILM FEST	<b>Name:</b> Tahoe Film Fest			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 1	<b>Aged Totals:</b>	\$7,500.00	\$7,500.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TAHOE FUND	<b>Name:</b> Tahoe Fund			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 15	<b>Aged Totals:</b>	\$1,000.00	\$1,000.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TAHOE TEAS	<b>Name:</b> Tahoe Teas			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$416.00	\$416.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TARA HETZ	<b>Name:</b> TARA HETZ			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 18	<b>Aged Totals:</b>	\$550.48	\$550.48	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TRUCKEE TRAILS	<b>Name:</b> Truckee Trail Foundation			<b>Class ID:</b>	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 1	<b>Aged Totals:</b>	\$6,240.00	\$6,240.00	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> TTSD	<b>Name:</b> Tahoe Truckee Sierra Disposal*			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
<b>Voucher(s):</b> 37	<b>Aged Totals:</b>	\$579.70	\$579.70	\$0.00	\$0.00	\$0.00
		Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
<b>Vendor ID:</b> UBE0	<b>Name:</b> UBE0 formerly RAY MORGAN			<b>Class ID:</b>	<b>User-Defined 1:</b>	

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

		<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
Voucher(s): 24	<b>Aged Totals:</b>	\$107.49	\$107.49	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> ULINE	<b>Name:</b> Uline			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
Voucher(s): 13	<b>Aged Totals:</b>	\$268.02	\$268.02	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> VAUGHAN,DEREK	<b>Name:</b> Derek Vaughan			<b>Class ID:</b>	<b>User-Defined 1:</b>	
Voucher(s): 21	<b>Aged Totals:</b>	\$1,394.67	\$1,394.67	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> WELSS FARGO	<b>Name:</b> Wells Fargo Financial Leasing			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
Voucher(s): 45	<b>Aged Totals:</b>	\$365.01	\$365.01	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> XPLOERER	<b>Name:</b> xplorer maps			<b>Class ID:</b>	<b>User-Defined 1:</b>	
Voucher(s): 2	<b>Aged Totals:</b>	\$246.17	\$246.17	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> YIG ADMINISTRAT	<b>Name:</b> YIG Administration			<b>Class ID:</b> PRIMARY	<b>User-Defined 1:</b>	
Voucher(s): 39	<b>Aged Totals:</b>	\$91.89	\$91.89	\$0.00	\$0.00	\$0.00
<b>Vendor Totals:</b>	<b>Vendors</b>	<b>Due</b>	<b>Current Period</b>	<b>31 - 60 Days</b>	<b>61 - 90 Days</b>	<b>91 and Over</b>
	58	\$98,000.11	\$98,000.11	\$0.00	\$0.00	\$0.00

# PL - Budget vs Actual

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

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	826,432	935,308	1,172,720	6,400,010	6,240,000	160,010	7,063,187
Chamber Revenue - Member...	876	2,083	(14,591)	38,252	25,000	13,252	31,608
Retail Revenue	20,353	5,200	15,374	148,975	62,400	86,575	99,871
Revenue - Other	0	665	(350)	705	765	(60)	20
Revenue - Interest & Investm...	14,602	0	27	85,259	0	85,259	236
<b>Total Revenues</b>	<b>862,263</b>	<b>943,257</b>	<b>1,173,18</b>	<b>6,673,201</b>	<b>6,328,165</b>	<b>345,036</b>	<b>7,194,923</b>
<b>Cost of Goods Sold</b>	<b>10,177</b>	<b>2,600</b>	<b>13,097</b>	<b>87,511</b>	<b>31,200</b>	<b>56,311</b>	<b>51,866</b>
Freight & Shipping Costs	0	0	113	663	0	663	1,076
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	(225)	819	0	819	299
<b>Total Cost of Goods S...</b>	<b>10,177</b>	<b>2,600</b>	<b>12,985</b>	<b>88,993</b>	<b>31,200</b>	<b>57,793</b>	<b>53,254</b>
<b>Gross Profit</b>	<b>852,087</b>	<b>940,657</b>	<b>1,160,19</b>	<b>6,584,208</b>	<b>6,296,965</b>	<b>287,243</b>	<b>7,141,669</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	290,166	180,412	265,605	2,028,225	2,150,891	(122,666)	1,424,815
Rent & Utilities	16,513	28,091	28,639	205,523	336,067	(130,545)	198,816
Repairs & Maintenance	2,408	8,122	2,000	35,197	97,450	(62,253)	31,553
Telephone & Internet	2,779	747	1,715	15,125	8,965	6,160	15,441
Supplies & Mail	16,991	3,623	27,523	98,429	38,727	59,702	119,338
Taxes, Licenses, Fees	1,006	12,133	14,593	69,034	148,600	(79,566)	81,841
Credit Card Fees	60	0	(314)	2,534	0	2,534	814
Dues & Subscriptions	9,561	1,803	3,392	73,822	22,452	51,370	42,385
Insurance/Bonding	0	1,300	(6,897)	11,762	15,600	(3,838)	11,328
Associate Relations	91	0	0	648	0	648	8,053
Staff Expenses	6,739	2,990	3,350	50,029	35,880	14,150	23,767
Board Functions	4,967	2,080	2,245	41,528	24,960	16,568	35,948
Professional Fees	17,666	12,047	63,216	117,492	149,560	(32,068)	268,193
Equipment Support & Mainten...	11,611	0	4,226	63,718	3,500	60,218	27,774
Equipment Rental/Leasing	28	0	0	85	0	85	2,666
Depreciation	808	0	153	5,683	0	5,683	3,680
Event Sponsorships	78,750	51,250	203,875	342,995	617,500	(274,505)	478,468
Events & Activities	0	0	0	0	0	0	1,427
NLTMC Contributions	109,728	114,300	109,681	1,440,000	1,500,000	(60,000)	1,440,000
Non-NLTMC Marketing	17,388	0	49,234	120,817	7,000	113,817	191,120
In-Market/Tourism	29,533	12,700	32,386	144,035	157,900	(13,865)	121,034
Media/Collateral/Production	35,553	35,414	0	222,672	425,000	(202,328)	7,468
Business Assn Grant Funding	48,000	33,167	30,000	454,365	437,892	16,473	362,550
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	32,000	0	0	303,850	2,870,000	(2,566,150)	0
Chamber Activities	10,260	33,333	0	42,778	400,000	(357,222)	0
Chamber Activities - Member...	0	0	2,129	4,011	0	4,011	6,879
Chamber Marketing	11,065	6,667	0	38,848	100,000	(61,152)	0
Chamber Activities - Commun...	2,427	0	42,249	(5,064)	0	(5,064)	51,193
Bad Debt	0	0	25,123	0	0	0	25,123
Allocated Administrative Over...	0	0	0	0	7	(7)	0
<b>Total Operating Expe...</b>	<b>756,099</b>	<b>540,177</b>	<b>904,122</b>	<b>6,078,141</b>	<b>9,547,951</b>	<b>(3,469,810)</b>	<b>4,981,674</b>
<b>Net Operating Income</b>	<b>95,987</b>	<b>400,479</b>	<b>256,073</b>	<b>506,067</b>	<b>(3,250,986)</b>	<b>3,757,053</b>	<b>2,159,996</b>
<b>Other Expense/&lt;Inco...</b>							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
<b>Total Other Expense/...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,125</b>	<b>0</b>	<b>2,125</b>	<b>0</b>
<b>Net Income</b>	<b>95,987</b>	<b>400,479</b>	<b>256,073</b>	<b>503,943</b>	<b>(3,250,986)</b>	<b>3,754,929</b>	<b>2,159,996</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 Marketing

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	433,879	491,037	615,679	3,360,003	3,276,000	84,003	3,708,174
Revenue - Other	0	0	0	705	0	705	20
<b>Total Revenues</b>	<b>433,879</b>	<b>491,037</b>	<b>615,679</b>	<b>3,360,708</b>	<b>3,276,000</b>	<b>84,708</b>	<b>3,708,194</b>
<b>Gross Profit</b>	<b>433,879</b>	<b>491,037</b>	<b>615,679</b>	<b>3,360,708</b>	<b>3,276,000</b>	<b>84,708</b>	<b>3,708,194</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	70,522	41,916	50,405	428,230	497,884	(69,654)	293,631
Rent & Utilities	2,612	3,149	4,786	33,092	37,787	(4,695)	31,728
Repairs & Maintenance	0	2,500	0	28	30,000	(29,972)	0
Telephone & Internet	0	0	0	150	0	150	325
Supplies & Mail	7,500	1,292	659	15,473	8,251	7,222	2,301
Taxes, Licenses, Fees	0	0	0	609	0	609	1,379
Dues & Subscriptions	1,790	130	334	4,235	1,560	2,675	8,923
Associate Relations	0	0	0	37	0	37	63
Staff Expenses	741	277	283	8,798	3,328	5,470	758
Professional Fees	1,650	0	0	1,650	0	1,650	35,280
Equipment Support & Mainten...	0	0	0	112	0	112	0
Equipment Rental/Leasing	28	0	0	85	0	85	0
Depreciation	0	0	0	57	0	57	0
Event Sponsorships	114,109	51,250	203,875	325,225	617,500	(292,275)	394,275
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	109,728	114,300	109,681	1,440,000	1,500,000	(60,000)	1,440,000
Non-NLTMC Marketing	17,388	0	49,234	120,817	7,000	113,817	178,985
In-Market/Tourism	29,533	12,700	32,386	135,255	152,900	(17,645)	108,286
Media/Collateral/Production	35,553	35,414	0	217,705	425,000	(207,295)	6,155
Grant Funding - Sponsorship	0	0	0	30,000	150,000	(120,000)	0
Chamber Activities	10,260	33,333	0	34,178	400,000	(365,822)	0
Chamber Marketing	7,065	6,667	0	34,848	100,000	(65,152)	0
Chamber Activities - Commun...	2,427	0	0	2,656	0	2,656	0
Allocated Administrative Over...	43,835	20,840	68,428	551,360	250,085	301,275	715,832
<b>Total Operating Expe...</b>	<b>454,743</b>	<b>323,768</b>	<b>520,070</b>	<b>3,384,601</b>	<b>4,181,295</b>	<b>(796,694)</b>	<b>3,219,327</b>
<b>Net Operating Income</b>	<b>(20,864)</b>	<b>167,269</b>	<b>95,608</b>	<b>(23,894)</b>	<b>(905,295)</b>	<b>881,401</b>	<b>488,867</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(20,864)</b>	<b>167,269</b>	<b>95,608</b>	<b>(23,894)</b>	<b>(905,295)</b>	<b>881,401</b>	<b>488,867</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Zone 1

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	122,312	138,426	173,563	947,199	923,520	23,679	1,045,352
<b>Total Revenues</b>	<b>122,312</b>	<b>138,426</b>	<b>173,563</b>	<b>947,199</b>	<b>923,520</b>	<b>23,679</b>	<b>1,045,352</b>
<b>Gross Profit</b>	<b>122,312</b>	<b>138,426</b>	<b>173,563</b>	<b>947,199</b>	<b>923,520</b>	<b>23,679</b>	<b>1,045,352</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	6,142	5,440	9,131	59,155	65,278	(6,123)	47,328
Rent & Utilities	466	219	851	5,753	2,628	3,125	5,519
Supplies & Mail	0	147	0	0	1,768	(1,768)	134
Dues & Subscriptions	0	17	0	0	208	(208)	0
Staff Expenses	0	147	0	0	1,768	(1,768)	0
Board Functions	0	0	0	902	0	902	0
Event Sponsorships	0	0	0	16,270	0	16,270	50,000
Business Assn Grant Funding	38,400	27,333	4,000	363,492	367,892	(4,400)	87,892
Grant Funding - Sponsorship	0	0	0	92,200	1,829,538	(1,737,338)	0
Allocated Administrative Over...	4,801	11,604	(1,545)	114,136	139,249	(25,113)	42,329
<b>Total Operating Expe...</b>	<b>49,809</b>	<b>44,908</b>	<b>12,437</b>	<b>651,908</b>	<b>2,408,328</b>	<b>(1,756,420)</b>	<b>233,203</b>
<b>Net Operating Income</b>	<b>72,503</b>	<b>93,517</b>	<b>161,126</b>	<b>295,291</b>	<b>(1,484,808)</b>	<b>1,780,099</b>	<b>812,149</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>72,503</b>	<b>93,517</b>	<b>161,126</b>	<b>295,291</b>	<b>(1,484,808)</b>	<b>1,780,099</b>	<b>812,149</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 Visitors Center

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	60,330	68,278	85,609	467,203	455,520	11,683	515,614
Retail Revenue	20,353	5,200	15,374	148,975	62,400	86,575	99,871
<b>Total Revenues</b>	<b>80,683</b>	<b>73,478</b>	<b>100,983</b>	<b>616,178</b>	<b>517,920</b>	<b>98,258</b>	<b>615,486</b>
<b>Cost of Goods Sold</b>	<b>10,177</b>	<b>2,600</b>	<b>13,097</b>	<b>87,511</b>	<b>31,200</b>	<b>56,311</b>	<b>51,866</b>
Freight & Shipping Costs	0	0	113	663	0	663	1,076
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	(225)	819	0	819	299
<b>Total Cost of Goods S...</b>	<b>10,177</b>	<b>2,600</b>	<b>12,985</b>	<b>88,993</b>	<b>31,200</b>	<b>57,793</b>	<b>53,254</b>
<b>Gross Profit</b>	<b>70,507</b>	<b>70,878</b>	<b>87,998</b>	<b>527,186</b>	<b>486,720</b>	<b>40,466</b>	<b>562,232</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	40,452	24,084	41,883	239,591	289,014	(49,422)	219,340
Rent & Utilities	7,298	18,579	13,905	94,709	222,945	(128,235)	89,292
Repairs & Maintenance	1,030	384	0	3,336	4,600	(1,264)	36
Telephone & Internet	0	0	0	50	0	50	200
Supplies & Mail	6,799	494	976	26,781	5,928	20,853	9,119
Taxes, Licenses, Fees	0	0	465	450	0	450	1,997
Credit Card Fees	60	0	(314)	1,731	0	1,731	554
Dues & Subscriptions	0	17	0	55	208	(153)	55
Associate Relations	0	0	0	187	0	187	118
Staff Expenses	346	373	734	2,662	4,472	(1,810)	1,572
Equipment Support & Mainten...	6,417	0	0	6,417	0	6,417	0
Equipment Rental/Leasing	0	0	0	0	0	0	139
Depreciation	570	0	0	2,848	0	2,848	0
Events & Activities	0	0	0	0	0	0	21
Grant Funding - Sponsorship	0	0	0	0	30,000	(30,000)	0
Allocated Administrative Over...	6,718	3,110	3,368	92,284	37,321	54,963	97,489
<b>Total Operating Expe...</b>	<b>69,689</b>	<b>47,041</b>	<b>61,017</b>	<b>471,103</b>	<b>594,488</b>	<b>(123,385)</b>	<b>419,932</b>
<b>Net Operating Income</b>	<b>818</b>	<b>23,836</b>	<b>26,981</b>	<b>56,083</b>	<b>(107,768)</b>	<b>163,851</b>	<b>142,300</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>818</b>	<b>23,836</b>	<b>26,981</b>	<b>56,083</b>	<b>(107,768)</b>	<b>163,851</b>	<b>142,300</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 Business Support

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	45,453	51,442	64,499	351,998	343,200	8,798	388,475
Revenue - Other	0	0	(250)	0	0	0	0
<b>Total Revenues</b>	<b>45,453</b>	<b>51,442</b>	<b>64,249</b>	<b>351,998</b>	<b>343,200</b>	<b>8,798</b>	<b>388,475</b>
<b>Gross Profit</b>	<b>45,453</b>	<b>51,442</b>	<b>64,249</b>	<b>351,998</b>	<b>343,200</b>	<b>8,798</b>	<b>388,475</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	24,080	10,490	26,835	178,436	125,880	52,556	92,163
Rent & Utilities	544	1,105	995	6,704	13,260	(6,556)	6,452
Telephone & Internet	0	0	0	225	0	225	175
Supplies & Mail	0	234	0	1,008	2,808	(1,800)	268
Dues & Subscriptions	1,806	17	398	7,937	208	7,729	3,909
Associate Relations	0	0	0	60	0	60	500
Staff Expenses	270	173	0	6,238	2,080	4,158	138
Board Functions	45	0	0	3,221	0	3,221	0
Professional Fees	1,108	0	9,299	15,679	0	15,679	10,491
Event Sponsorships	0	0	0	1,500	0	1,500	500
Non-NLTMC Marketing	0	0	0	0	0	0	9,150
Media/Collateral/Production	0	0	0	50	0	50	0
Business Assn Grant Funding	9,600	5,833	26,000	90,873	70,000	20,873	274,658
Grant Funding - Sponsorship	0	0	0	0	150,000	(150,000)	0
Chamber Activities - Member...	0	0	2,129	4,011	0	4,011	6,879
Chamber Activities - Commun...	0	0	42,249	(7,720)	0	(7,720)	51,193
Allocated Administrative Over...	3,995	1,952	15,993	68,962	23,427	45,536	89,795
<b>Total Operating Expe...</b>	<b>41,448</b>	<b>19,805</b>	<b>123,898</b>	<b>377,185</b>	<b>387,662</b>	<b>(10,477)</b>	<b>546,271</b>
<b>Net Operating Income</b>	<b>4,005</b>	<b>31,637</b>	<b>(59,649)</b>	<b>(25,187)</b>	<b>(44,462)</b>	<b>19,275</b>	<b>(157,796)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>4,005</b>	<b>31,637</b>	<b>(59,649)</b>	<b>(25,187)</b>	<b>(44,462)</b>	<b>19,275</b>	<b>(157,796)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 Economic Development

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	62,809	71,083	89,128	486,402	474,240	12,162	536,804
<b>Total Revenues</b>	<b>62,809</b>	<b>71,083</b>	<b>89,128</b>	<b>486,402</b>	<b>474,240</b>	<b>12,162</b>	<b>536,804</b>
<b>Gross Profit</b>	<b>62,809</b>	<b>71,083</b>	<b>89,128</b>	<b>486,402</b>	<b>474,240</b>	<b>12,162</b>	<b>536,804</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	9,456	19,029	10,936	76,904	228,350	(151,447)	61,040
Rent & Utilities	670	511	1,223	8,268	6,132	2,136	7,939
Supplies & Mail	0	195	0	0	2,340	(2,340)	134
Dues & Subscriptions	0	17	0	0	208	(208)	0
Staff Expenses	0	104	0	0	1,248	(1,248)	0
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	32,000	0	0	181,650	580,463	(398,813)	0
Allocated Administrative Over...	4,494	4,363	1,652	69,595	52,355	17,239	19,057
<b>Total Operating Expe...</b>	<b>46,619</b>	<b>24,219</b>	<b>13,811</b>	<b>486,416</b>	<b>871,096</b>	<b>(384,680)</b>	<b>88,170</b>
<b>Net Operating Income</b>	<b>16,190</b>	<b>46,864</b>	<b>75,317</b>	<b>(14)</b>	<b>(396,856)</b>	<b>396,842</b>	<b>448,634</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>16,190</b>	<b>46,864</b>	<b>75,317</b>	<b>(14)</b>	<b>(396,856)</b>	<b>396,842</b>	<b>448,634</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 Sustainability/Mitigation

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	27,272	30,865	38,700	211,201	205,920	5,281	233,084
<b>Total Revenues</b>	<b>27,272</b>	<b>30,865</b>	<b>38,700</b>	<b>211,201</b>	<b>205,920</b>	<b>5,281</b>	<b>233,084</b>
<b>Gross Profit</b>	<b>27,272</b>	<b>30,865</b>	<b>38,700</b>	<b>211,201</b>	<b>205,920</b>	<b>5,281</b>	<b>233,084</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	5,527	7,079	10,936	72,975	84,950	(11,975)	61,040
Rent & Utilities	537	365	982	6,621	4,380	2,241	6,517
Supplies & Mail	0	134	0	0	1,612	(1,612)	134
Dues & Subscriptions	0	17	0	0	208	(208)	0
Staff Expenses	0	104	0	0	1,248	(1,248)	0
Event Sponsorships	0	0	0	0	0	0	33,693
Grant Funding - Sponsorship	0	0	0	0	130,000	(130,000)	0
Allocated Administrative Over...	647	1,190	643	19,737	14,275	5,462	23,840
<b>Total Operating Expe...</b>	<b>6,710</b>	<b>8,889</b>	<b>12,561</b>	<b>99,333</b>	<b>236,673</b>	<b>(137,340)</b>	<b>125,223</b>
<b>Net Operating Income</b>	<b>20,562</b>	<b>21,976</b>	<b>26,139</b>	<b>111,868</b>	<b>(30,753)</b>	<b>142,621</b>	<b>107,861</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>20,562</b>	<b>21,976</b>	<b>26,139</b>	<b>111,868</b>	<b>(30,753)</b>	<b>142,621</b>	<b>107,861</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	41,321	46,765	58,635	320,008	312,000	8,008	353,158
Revenue - Interest & Investm...	14,602	0	0	85,259	0	85,259	0
<b>Total Revenues</b>	<b>55,923</b>	<b>46,765</b>	<b>58,635</b>	<b>405,267</b>	<b>312,000</b>	<b>93,267</b>	<b>353,158</b>
<b>Gross Profit</b>	<b>55,923</b>	<b>46,765</b>	<b>58,635</b>	<b>405,267</b>	<b>312,000</b>	<b>93,267</b>	<b>353,158</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	10	0	0	100	0	100	0
Allocated Administrative Over...	60,150	58,392	124,823	303,782	700,700	(396,918)	246,011
<b>Total Operating Expe...</b>	<b>60,160</b>	<b>58,392</b>	<b>124,823</b>	<b>303,882</b>	<b>700,700</b>	<b>(396,818)</b>	<b>246,011</b>
<b>Net Operating Income</b>	<b>(4,237)</b>	<b>(11,626)</b>	<b>(66,188)</b>	<b>101,385</b>	<b>(388,700)</b>	<b>490,086</b>	<b>107,147</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(4,237)</b>	<b>(11,626)</b>	<b>(66,188)</b>	<b>101,385</b>	<b>(388,700)</b>	<b>490,086</b>	<b>107,147</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
 NLTRA:08 County Admin Fee

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	16,528	18,706	23,454	127,998	124,800	3,198	141,263
<b>Total Revenues</b>	<b>16,528</b>	<b>18,706</b>	<b>23,454</b>	<b>127,998</b>	<b>124,800</b>	<b>3,198</b>	<b>141,263</b>
<b>Gross Profit</b>	<b>16,528</b>	<b>18,706</b>	<b>23,454</b>	<b>127,998</b>	<b>124,800</b>	<b>3,198</b>	<b>141,263</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	0	10,400	11,297	54,084	124,800	(70,716)	62,096
<b>Total Operating Expe...</b>	<b>0</b>	<b>10,400</b>	<b>11,297</b>	<b>54,084</b>	<b>124,800</b>	<b>(70,716)</b>	<b>62,096</b>
<b>Net Operating Income</b>	<b>16,528</b>	<b>8,306</b>	<b>12,156</b>	<b>73,914</b>	<b>0</b>	<b>73,914</b>	<b>79,167</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>16,528</b>	<b>8,306</b>	<b>12,156</b>	<b>73,914</b>	<b>0</b>	<b>73,914</b>	<b>79,167</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
 NLTRA:09 Contingency/Reserve

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	<u>Jun 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
<b>Revenues</b>							
Revenues	16,528	18,706	23,454	127,998	124,800	3,198	141,263
Revenue - Interest & Investm...	0	0	(60)	0	0	0	0
<b>Total Revenues</b>	<b>16,528</b>	<b>18,706</b>	<b>23,394</b>	<b>127,998</b>	<b>124,800</b>	<b>3,198</b>	<b>141,263</b>
<b>Gross Profit</b>	<b>16,528</b>	<b>18,706</b>	<b>23,394</b>	<b>127,998</b>	<b>124,800</b>	<b>3,198</b>	<b>141,263</b>
<b>Operating Expenses</b>							
Rent & Utilities	0	0	(487)	0	0	0	0
Dues & Subscriptions	0	0	(430)	0	430	(430)	0
Allocated Administrative Over...	0	0	(57)	0	0	0	0
<b>Total Operating Expe...</b>	<b>0</b>	<b>0</b>	<b>(974)</b>	<b>0</b>	<b>430</b>	<b>(430)</b>	<b>0</b>
<b>Net Operating Income</b>	<b>16,528</b>	<b>18,706</b>	<b>24,367</b>	<b>127,998</b>	<b>124,370</b>	<b>3,628</b>	<b>141,263</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>16,528</b>	<b>18,706</b>	<b>24,367</b>	<b>127,998</b>	<b>124,370</b>	<b>3,628</b>	<b>141,263</b>

# PL - Budget vs Actual

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

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	16,942	0	0	147,249	53	147,196	0
Telephone & Internet	0	0	0	25	0	25	0
Dues & Subscriptions	652	0	0	5,871	0	5,871	0
Staff Expenses	0	0	0	205	0	205	0
Board Functions	0	0	0	515	0	515	0
Professional Fees	0	0	0	3,738	0	3,738	0
Allocated Administrative Over...	0	0	(29)	0	7	(7)	0
<b>Total Operating Expe...</b>	<b>17,594</b>	<b>0</b>	<b>(29)</b>	<b>157,603</b>	<b>60</b>	<b>157,543</b>	<b>0</b>
<b>Net Operating Income</b>	<b>(17,594)</b>	<b>0</b>	<b>29</b>	<b>(157,603)</b>	<b>(60)</b>	<b>(157,543)</b>	<b>0</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(17,594)</b>	<b>0</b>	<b>29</b>	<b>(157,603)</b>	<b>(60)</b>	<b>(157,543)</b>	<b>0</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Chamber Revenue - Member...	876	2,083	(14,591)	38,252	25,000	13,252	31,608
Revenue - Other	0	665	(100)	0	765	(765)	0
<b>Total Revenues</b>	<b>876</b>	<b>2,748</b>	<b>(14,691)</b>	<b>38,252</b>	<b>25,765</b>	<b>12,487</b>	<b>31,608</b>
<b>Gross Profit</b>	<b>876</b>	<b>2,748</b>	<b>(14,691)</b>	<b>38,252</b>	<b>25,765</b>	<b>12,487</b>	<b>31,608</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	0	0	0	450	0	450	0
Rent & Utilities	0	0	0	0	0	0	158
Telephone & Internet	0	0	0	0	0	0	780
Supplies & Mail	474	0	0	474	0	474	315
Taxes, Licenses, Fees	0	0	0	50	0	50	0
Dues & Subscriptions	0	0	0	0	390	(390)	390
Staff Expenses	0	0	0	0	0	0	71
Board Functions	0	0	0	1,040	0	1,040	0
In-Market/Tourism	0	0	0	0	0	0	113
Chamber Activities	0	0	0	8,600	0	8,600	0
Chamber Marketing	4,000	0	0	4,000	0	4,000	0
Bad Debt	0	0	25,123	0	0	0	25,123
Allocated Administrative Over...	0	0	0	0	0	0	14,255
<b>Total Operating Expe...</b>	<b>4,474</b>	<b>0</b>	<b>25,123</b>	<b>14,614</b>	<b>390</b>	<b>14,224</b>	<b>41,206</b>
<b>Net Operating Income</b>	<b>(3,597)</b>	<b>2,748</b>	<b>(39,814)</b>	<b>23,638</b>	<b>25,375</b>	<b>(1,737)</b>	<b>(9,598)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(3,597)</b>	<b>2,748</b>	<b>(39,814)</b>	<b>23,638</b>	<b>25,375</b>	<b>(1,737)</b>	<b>(9,598)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
 NLTRA:13 Housing Hub

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	<u>Jun 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	4,854	2,000	0	61,705	15,000	46,705	0
Supplies & Mail	0	0	0	0	2,500	(2,500)	0
Taxes, Licenses, Fees	0	0	0	0	3,000	(3,000)	0
Professional Fees	0	0	0	1,615	5,000	(3,385)	0
Equipment Support & Mainten...	0	0	0	0	3,500	(3,500)	0
In-Market/Tourism	0	0	0	8,780	5,000	3,780	0
Media/Collateral/Production	0	0	0	4,918	0	4,918	0
<b>Total Operating Expe...</b>	<b>4,854</b>	<b>2,000</b>	<b>0</b>	<b>77,018</b>	<b>34,000</b>	<b>43,018</b>	<b>0</b>
<b>Net Operating Income</b>	<b>(4,854)</b>	<b>(2,000)</b>	<b>0</b>	<b>(77,018)</b>	<b>(34,000)</b>	<b>(43,018)</b>	<b>0</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(4,854)</b>	<b>(2,000)</b>	<b>0</b>	<b>(77,018)</b>	<b>(34,000)</b>	<b>(43,018)</b>	<b>0</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

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	Jun 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenue - Interest & Investm...	0	0	87	0	0	0	236
<b>Total Revenues</b>	<b>0</b>	<b>0</b>	<b>87</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>236</b>
<b>Gross Profit</b>	<b>0</b>	<b>0</b>	<b>87</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>236</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	112,192	70,374	115,479	763,531	844,482	(80,952)	650,274
Rent & Utilities	4,387	4,163	6,383	50,376	48,936	1,440	51,211
Repairs & Maintenance	1,378	5,238	2,000	31,833	62,850	(31,017)	31,516
Telephone & Internet	2,779	747	1,715	14,675	8,965	5,710	13,961
Supplies & Mail	2,218	1,127	25,888	54,694	13,520	41,174	106,932
Taxes, Licenses, Fees	996	1,733	2,831	13,740	20,800	(7,060)	16,370
Credit Card Fees	0	0	0	803	0	803	260
Dues & Subscriptions	5,313	1,586	3,090	55,723	19,032	36,691	29,108
Insurance/Bonding	0	1,300	(6,897)	11,762	15,600	(3,838)	11,328
Associate Relations	91	0	0	364	0	364	7,371
Staff Expenses	5,383	1,811	2,333	32,125	21,736	10,389	21,229
Board Functions	4,922	2,080	2,245	35,850	24,960	10,890	35,948
Professional Fees	14,909	12,047	53,918	94,810	144,560	(49,750)	222,421
Equipment Support & Mainten...	5,194	0	4,226	57,189	0	57,189	27,774
Equipment Rental/Leasing	0	0	0	0	0	0	2,527
Depreciation	239	0	153	2,778	0	2,778	3,680
Event Sponsorships	(35,359)	0	0	0	0	0	0
Non-NLTMC Marketing	0	0	0	0	0	0	2,985
In-Market/Tourism	0	0	0	0	0	0	12,636
Media/Collateral/Production	0	0	0	0	0	0	1,313
Allocated Administrative Over...	(124,640)	(101,451)	(213,276)	(1,219,857)	(1,217,412)	(2,445)	(1,248,608)
<b>Total Operating Expe...</b>	<b>0</b>	<b>754</b>	<b>87</b>	<b>395</b>	<b>8,029</b>	<b>(7,634)</b>	<b>235</b>
<b>Net Operating Income</b>	<b>0</b>	<b>(754)</b>	<b>0</b>	<b>(395)</b>	<b>(8,029)</b>	<b>7,634</b>	<b>1</b>
<b>Other Expense/&lt;Inco...</b>							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
<b>Total Other Expense/...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,125</b>	<b>0</b>	<b>2,125</b>	<b>0</b>
<b>Net Income</b>	<b>0</b>	<b>(754)</b>	<b>0</b>	<b>(2,520)</b>	<b>(8,029)</b>	<b>5,509</b>	<b>1</b>



**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

June 30, 2024

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

	Jun 30, 24	Jun 30, 23	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash...9347	318,954.13	444,907.70	-125,953.57	-28.3%
<b>Total Checking/Savings</b>	318,954.13	444,907.70	-125,953.57	-28.3%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	93,116.00	10,440.75	82,675.25	791.9%
<b>Total Accounts Receivable</b>	93,116.00	10,440.75	82,675.25	791.9%
<b>Other Current Assets</b>				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
<b>Total Other Current Assets</b>	100.00	100.00	0.00	0.0%
<b>Total Current Assets</b>	412,170.13	455,448.45	-43,278.32	-9.5%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	15,012.66	16,810.37	-1,797.71	-10.7%
<b>Total Other Assets</b>	15,012.66	16,810.37	-1,797.71	-10.7%
<b>TOTAL ASSETS</b>	<b>427,182.79</b>	<b>472,258.82</b>	<b>-45,076.03</b>	<b>-9.5%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	197,133.62	272,903.07	-75,769.45	-27.8%
<b>Total Accounts Payable</b>	197,133.62	272,903.07	-75,769.45	-27.8%
<b>Total Current Liabilities</b>	197,133.62	272,903.07	-75,769.45	-27.8%
<b>Total Liabilities</b>	197,133.62	272,903.07	-75,769.45	-27.8%
<b>Equity</b>				
32000 · Unrestricted Net Assets	199,355.75	86,764.32	112,591.43	129.8%
Net Income	30,693.42	112,591.43	-81,898.01	-72.7%
<b>Total Equity</b>	230,049.17	199,355.75	30,693.42	15.4%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>427,182.79</b>	<b>472,258.82</b>	<b>-45,076.03</b>	<b>-9.5%</b>

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**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of June 30, 2024

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Everline Resort	20,346.00	0.00	0.00	0.00	0.00	20,346.00
Mountain Travel Symposium	0.00	0.00	36,600.00	0.00	0.00	36,600.00
Palisades Tahoe Lodge Rentals	3,956.00	0.00	0.00	0.00	0.00	3,956.00
Palisades Tahoe MTS	28,258.00	0.00	0.00	0.00	0.00	28,258.00
PlumpJack Squaw Valley Inn*	3,956.00	0.00	0.00	0.00	0.00	3,956.00
<b>TOTAL</b>	<b><u>56,516.00</u></b>	<b><u>0.00</u></b>	<b><u>36,600.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>93,116.00</u></b>

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Everline Resort & Spa	41,703.64	0.00	0.00	0.00	0.00	41,703.64
Gate 7 Pty Ltd*	4,630.50	0.00	0.00	0.00	0.00	4,630.50
Granite Peak Management	9,000.00	0.00	0.00	0.00	0.00	9,000.00
MAHK Advertising	40,523.29	0.00	0.00	0.00	0.00	40,523.29
NLTRA	2,366.00	0.00	0.00	0.00	0.00	2,366.00
Palisades Tahoe	85,210.19	0.00	0.00	0.00	0.00	85,210.19
Truckee-North Tahoe TMA	13,700.00	0.00	0.00	0.00	0.00	13,700.00
<b>TOTAL</b>	<b><u>197,133.62</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>197,133.62</u></b>

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07/24/24

Accrual Basis

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

	Jun 24	Jun 23	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	79,166.00	91,174.00	-12,008.00	-13.2%
4001-00 · NLTRA Funding	109,728.00	109,728.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
<b>Total Income</b>	188,894.00	201,402.00	-12,508.00	-6.2%
<b>Gross Profit</b>	188,894.00	201,402.00	-12,508.00	-6.2%
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5002-00 · Consumer Print	11,625.00	0.00	11,625.00	100.0%
5002-01 · Native Display	11,801.11	16,233.33	-4,432.22	-27.3%
5004-00 · Trip Advisor	3,760.09	4,358.17	-598.08	-13.7%
5005-00 · Paid Social	7,739.32	-1.10	7,740.42	703,674.6%
5005-01 · Digital Display / Retargeting	4,161.43	4,272.90	-111.47	-2.6%
5007-00 · Creative Production				
5007-01 · Creative Production	0.00	18,121.57	-18,121.57	-100.0%
5007-02 · Website Production	0.00	2,678.75	-2,678.75	-100.0%
5007-03 · Photo/Video Creative	2,736.42	-7,437.25	10,173.67	136.8%
5007-00 · Creative Production - Other	0.00	407.52	-407.52	-100.0%
<b>Total 5007-00 · Creative Production</b>	2,736.42	13,770.59	-11,034.17	-80.1%
5010-00 · Account Strategy & Management	0.00	8,500.00	-8,500.00	-100.0%
5018-00 · Media Commission	3,852.74	9,690.55	-5,837.81	-60.2%
5018-01 · Digital Ad Serving	53.45	48.30	5.15	10.7%
5020-00 · Search Engine Marketing	4,590.69	8,746.08	-4,155.39	-47.5%
5025-00 · Expedia	0.00	7,373.52	-7,373.52	-100.0%
5029-00 · Television	0.00	6,800.00	-6,800.00	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	50,320.25	79,792.34	-29,472.09	-36.9%
<b>5110-00 · LEISURE SALES</b>				
5111-00 · FAMs - Domestic	953.50	0.00	953.50	100.0%
5112-00 · Training / Sales Calls	4,026.18	2,262.86	1,763.32	77.9%
5120-00 · Domestic - Trade Shows	246.64	3,095.00	-2,848.36	-92.0%
5133-00 · Ski-Tops	794.82	0.00	794.82	100.0%
5137-00 · Co-op Opportunities	0.00	5,000.00	-5,000.00	-100.0%
5143-00 · Mountain Travel Symposium	95,911.54	1,012.02	94,899.52	9,377.2%
5144-00 · IPW - POW WOW	1,113.79	2,608.44	-1,494.65	-57.3%
5147-00 · AUS / Gate 7	4,630.50	0.00	4,630.50	100.0%
5154-00 · Canada	3,000.00	0.00	3,000.00	100.0%
5157-00 · International Efforts	0.00	11,599.82	-11,599.82	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	110,676.97	25,578.14	85,098.83	332.7%

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Accrual Basis

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

	Jun 24	Jun 23	\$ Change	% Change
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	-6,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,748.00	-1,748.00	-100.0%
5204-00 · Media Mission(s)	0.00	484.00	-484.00	-100.0%
5206-00 · Digital Buy/ Social Media Boost	0.00	2,150.00	-2,150.00	-100.0%
5207-00 · Content Campaigns/Tools-My Emma	300.00	900.00	-600.00	-66.7%
5209-00 · Domestic Travel Media FAMS	0.00	5,901.44	-5,901.44	-100.0%
5210-00 · Content Dev - Newsletters	0.00	3,400.00	-3,400.00	-100.0%
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	-6,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	0.00	3,560.02	-3,560.02	-100.0%
5280-00 · PR Meals / Entertainment	0.00	130.41	-130.41	-100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>300.00</b>	<b>30,273.87</b>	<b>-29,973.87</b>	<b>-99.0%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6003-00 · Geo-Fence Targeting	1,500.00	0.00	1,500.00	100.0%
6005-00 · Paid Media	2,561.92	3,765.26	-1,203.34	-32.0%
6007-00 · Creative Production	0.00	2,203.75	-2,203.75	-100.0%
6015-00 · MCC National Memberships	0.00	1,169.00	-1,169.00	-100.0%
6018-00 · MCC Media Commission	489.04	607.20	-118.16	-19.5%
6018-01 · MCC Digital Ad Serving	13.50	8.19	5.31	64.8%
6128-00 · HelmsBriscoe Strategic Partner	612.50	1,750.03	-1,137.53	-65.0%
6152-00 · Client Events / Opportunities	7,115.44	1,187.57	5,927.87	499.2%
6153-00 · Chicago Sales Rep Support	1,133.76	0.00	1,133.76	100.0%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>13,426.16</b>	<b>10,691.00</b>	<b>2,735.16</b>	<b>25.6%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	0.00	1,248.00	-1,248.00	-100.0%
6127-00 · CalSAE Annual	297.96	0.00	297.96	100.0%
6143-00 · Connect Marketplace	4,614.25	0.00	4,614.25	100.0%
6154-00 · HelmsBriscoe ABC	0.00	858.65	-858.65	-100.0%
6155-00 · Connect Trade Shows	0.00	419.12	-419.12	-100.0%
6160-00 · AllThingsMeetings Silcon Valley	0.00	706.00	-706.00	-100.0%
6168-00 · Sacramento/Roseville TopGolf	0.00	938.19	-938.19	-100.0%
6182-00 · Destination Celebration	950.00	0.00	950.00	100.0%
6183-00 · Smart Meetings NorCal	0.00	941.42	-941.42	-100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>5,862.21</b>	<b>5,111.38</b>	<b>750.83</b>	<b>14.7%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	0.00	3,120.00	-3,120.00	-100.0%
5009-00 · Fulfillment / Mail	319.99	957.97	-637.98	-66.6%
5021-00 · RASC-Reno Air Service Corp	8,333.33	0.00	8,333.33	100.0%
5123-00 · HSVC - High Sierra Visitors	0.00	208.33	-208.33	-100.0%
7004-00 · Research	2,685.02	39,856.00	-37,170.98	-93.3%
7007-00 · Destimetrics / DMX	0.00	-8,440.75	8,440.75	100.0%
7008-00 · Opportunistic Funds	0.00	5,508.01	-5,508.01	-100.0%
7009-00 · Tahoe Cam Usage	2,124.00	0.00	2,124.00	100.0%
7010-00 · Photo Management & Storage	0.00	8,688.90	-8,688.90	-100.0%
8700-00 · Automobile Expense*	1,039.92	859.66	180.26	21.0%
8900-00 · bad debt	0.00	3,551.34	-3,551.34	-100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>14,502.26</b>	<b>54,309.46</b>	<b>-39,807.20</b>	<b>-73.3%</b>

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Accrual Basis

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

	Jun 24	Jun 23	\$ Change	% Change
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	5.00	15.00	-10.00	-66.7%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	3,047.00	2,500.00	547.00	21.9%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	14,802.00	14,265.00	537.00	3.8%
<b>Total Expense</b>	209,889.85	220,021.19	-10,131.34	-4.6%
<b>Net Income</b>	<b>-20,995.85</b>	<b>-18,619.19</b>	<b>-2,376.66</b>	<b>-12.8%</b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2024

Accrual Basis	Jun 24	Budget	Jul '23 - Jun 24	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	949,992.00	950,000.04	950,000.04
4001-00 · NLTRA Funding	109,728.00	109,728.00	1,440,000.00	1,440,000.00	1,440,000.00
<b>Total Income</b>	188,894.00	188,894.67	2,389,992.00	2,390,000.04	2,390,000.04
<b>Gross Profit</b>	188,894.00	188,894.67	2,389,992.00	2,390,000.04	2,390,000.04
<b>Expense</b>					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	50,247.94	49,248.00	49,248.00
5002-00 · Consumer Print	11,625.00	0.00	39,185.00	19,425.00	19,425.00
5002-01 · Native Display	11,801.11	0.00	106,624.65	96,500.00	96,500.00
5004-00 · Trip Advisor	3,760.09	5,530.00	44,248.00	44,248.00	44,248.00
5005-00 · Paid Social	7,739.32	2,900.00	137,767.07	143,350.00	143,350.00
5005-01 · Digital Display / Retargeting	4,161.43	3,900.00	138,498.43	137,500.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	0.00	41,250.00	134,489.11	205,000.00	205,000.00
5007-02 · Website Production	0.00	0.00	45,284.94	50,000.00	50,000.00
5007-03 · Photo/Video Creative	2,736.42		38,204.49	20,837.25	20,837.25
<b>Total 5007-00 · Creative Production</b>	2,736.42	41,250.00	217,978.54	275,837.25	275,837.25
5010-00 · Account Strategy & Management	0.00	8,500.00	93,500.00	102,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	103,429.03	110,000.00	110,000.00
5016 · Video Streaming	0.00	0.00	40,959.64	123,846.00	123,846.00
5017-00 · Rich Media	0.00	0.00	47,500.00	47,500.00	47,500.00
5018-00 · Media Commission	3,852.74	2,757.00	119,697.79	124,130.00	124,130.00
5018-01 · Digital Ad Serving	53.45	72.00	3,148.77	2,000.00	2,000.00
5020-00 · Search Engine Marketing	4,590.69	4,464.00	130,950.00	125,000.00	125,000.00
5022-00 · Email	0.00	0.00	25,005.01	25,260.00	25,260.00
5025-00 · Expedia	0.00	0.00	19,404.79	20,000.00	20,000.00
5029-00 · Television	0.00	4,425.00	4,249.99	8,850.00	8,850.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	50,320.25	73,798.00	1,322,394.65	1,454,694.25	1,454,694.25
5016-00 · CDE - Website Programs	0.00	0.00	65,651.12	0.00	0.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	0.00	0.00	1,920.00	1,920.00
5111-00 · FAMS - Domestic	953.50	1,500.00	1,042.30	6,000.00	6,000.00
5112-00 · Training / Sales Calls	4,026.18	0.00	9,941.00	10,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	767.93	10,000.00	10,000.00
5120-00 · Domestic - Trade Shows	246.64	0.00	1,962.64	3,000.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	5,152.68	6,000.00	6,000.00
5133-00 · Ski-Tops	794.82	0.00	2,594.82	3,000.00	3,000.00
5137-00 · Co-op Opportunities	0.00	0.00	2,270.19	20,000.00	20,000.00
5143-00 · Mountain Travel Symposium	95,911.54	0.00	56,516.94	60,000.00	60,000.00
5144-00 · IPW - POW WOW	1,113.79	0.00	8,613.79	10,000.00	10,000.00
5145-00 · TIA Annual Dues	0.00	225.00	2,700.00	2,700.00	2,700.00
5147-00 · AUS / Gate 7	4,630.50	0.00	45,496.19	36,000.00	36,000.00
5154-00 · Canada	3,000.00	2,600.00	34,200.00	31,200.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	0.00	0.00	4,648.53	12,500.00	12,500.00
<b>Total 5110-00 · LEISURE SALES</b>	110,676.97	4,325.00	179,507.01	212,320.00	212,320.00



## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2024

	Jun 24	Budget	Jul '23 - Jun 24	YTD Budget	Annual Budget
<b>5200-00 · PUBLIC RELATIONS</b>					
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	54,000.00	72,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,800.00	22,341.35	21,600.00	21,600.00
5204-00 · Media Mission(s)	0.00	2,000.00	8,311.55	8,000.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	0.00	950.00	9,500.00	11,400.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	300.00	0.00	2,442.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	12,000.00	12,000.00
5208-01 · Int'l FAM Hard Cost	0.00	0.00	10,899.96	0.00	0.00
5209-00 · Domestic Travel Media FAMS	0.00	4,000.00	11,488.76	16,000.00	16,000.00
5210-00 · Content Dev - Newsletters	0.00	1,700.00	16,740.00	20,400.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	60,000.00	72,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	2,000.00	2,000.00
5216-00 · PR Content Development + Distri	0.00	1,200.00	3,600.00	4,800.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	3,000.00	0.00	8,000.00	8,000.00
5221-00 · Photography & Video Asset Dev	0.00	1,750.00	57,425.85	42,000.00	42,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	3,532.00	3,532.08	3,532.08
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	1,000.00	1,000.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	300.00	31,400.00	260,281.47	294,732.08	294,732.08
<b>6000-00 · CONFERENCE SALES</b>					
6003-00 · Geo-Fence Targeting	1,500.00	0.00	5,238.99	7,996.00	7,996.00
6004-00 · Email	0.00	0.00	6,120.00	6,720.00	6,720.00
6005-00 · Paid Media	2,561.92	2,290.00	38,664.04	36,500.00	36,500.00
6006-00 · CVENT	0.00	0.00	12,131.61	10,700.00	10,700.00
6007-00 · Creative Production	0.00	12,920.00	19,837.62	35,000.00	35,000.00
6015-00 · MCC National Memberships	0.00	0.00	10.00	0.00	0.00
6018-00 · MCC Media Commission	489.04	303.15	7,799.14	7,864.23	7,864.23
6018-01 · MCC Digital Ad Serving	13.50	42.00	122.16	504.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	6,996.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.00	8,516.66	6,996.00	6,996.00
6152-00 · Client Events / Opportunities	7,115.44	2,500.00	9,615.44	10,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	1,133.76	0.00	4,423.44	5,000.00	5,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	13,426.16	19,221.15	112,479.10	134,276.23	134,276.23
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	0.00	0.00	2,032.03	6,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	4,459.24	4,000.00	4,000.00
6127-00 · CalSAE Annual	297.96	0.00	297.96	1,500.00	1,500.00
6143-00 · Connect Marketplace	4,614.25	0.00	9,159.86	12,000.00	12,000.00
6151-00 · Destination CA	0.00	0.00	5,032.22	6,000.00	6,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	7,000.00	7,000.00
6155-00 · Connect Trade Shows	0.00	0.00	4,783.62	10,000.00	10,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6157-00 · HPN Partner Conference	0.00	0.00	5,280.97	9,500.00	9,500.00
6160-00 · AllThingsMeetings Silcon Valley	0.00	0.00	0.00	3,000.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6168-00 · Sacramento/Roseville TopGolf	0.00	1,000.00	2,282.52	2,000.00	2,000.00
6182-00 · Destination Celebration	950.00	0.00	1,875.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	6,210.78	7,000.00	7,000.00
<b>Total 6100-00 · TRADE SHOWS</b>	5,862.21	1,000.00	41,414.20	80,000.00	80,000.00

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

June 2024

Accrual Basis

	Jun 24	Budget	Jul '23 - Jun 24	YTD Budget	Annual Budget
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5009-00 · Fulfillment / Mail	319.99	150.00	1,809.92	1,800.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	8,333.33	0.00	100,000.00	100,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	2,500.00	2,916.70	2,500.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	0.00	833.00	2,500.00	9,996.00	9,996.00
7004-00 · Research	2,685.02	2,850.00	32,745.11	42,200.00	42,200.00
7006-00 · Special Events	0.00	0.00	5,154.87	0.00	0.00
7007-00 · Destimetrics / DMX	0.00	0.00	33,763.00	33,763.00	33,763.00
7008-00 · Opportunistic Funds	0.00	0.00	2,151.20	0.00	0.00
7009-00 · Tahoe Cam Usage	2,124.00	177.00	2,124.00	2,124.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	7,889.00	7,889.00
7020-00 · Collateral Production / Printin	0.00	10,000.00	0.00	10,000.00	10,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	5,000.00	5,000.00
8700-00 · Automobile Expense*	1,039.92	150.00	2,539.11	1,800.00	1,800.00
8900-00 · bad debt	0.00	0.00	-999.00	0.00	0.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>14,502.26</b>	<b>16,660.00</b>	<b>184,704.91</b>	<b>218,072.00</b>	<b>218,072.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	51,000.00	51,000.00	51,000.00
8003-00 · Website Hosting Maintenance	5.00	0.00	2,236.00	2,136.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	90,910.62	90,000.00	90,000.00
8005-00 · Website SEO Strategy/Maint	3,047.00	4,060.00	48,719.50	48,720.00	48,720.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,802.00</b>	<b>15,810.00</b>	<b>192,866.12</b>	<b>191,856.00</b>	<b>191,856.00</b>
<b>Total Expense</b>	<b>209,889.85</b>	<b>162,214.15</b>	<b>2,359,298.58</b>	<b>2,585,950.56</b>	<b>2,585,950.56</b>
<b>Net Income</b>	<b>-20,995.85</b>	<b>26,680.52</b>	<b>30,693.42</b>	<b>-195,950.52</b>	<b>-195,950.52</b>



6/26/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for May 31, 2024

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### **Summary of preliminary NTCA financial results for May 31, 2024**

- Accounts Receivable TBID –Includes the remaining third quarter revenue collected in June. An estimated \$1.1m in revenue is projected to be collected for the fourth quarter
- Money Market – An additional \$1m was transferred into this account in May per the Finance Committee’s approval in the April meeting.
- Accounts Receivable Membership Dues – current amounts due.
- Prepaid Expenses – prepayments for video and photo productions and annual subscriptions.
- Computer Equipment – The Visitor Center exhibits were placed into service in January.
- Operating Lease Right-of-Use Asset – This asset account along with Operating Lease Liability accounts are results from the new lease reporting requirements issued under Accounting Standard Update 842. Under this standard, operating leases longer than 12 months must be reflected on a company’s balance sheet.
- Accrued Expenses – Health insurance MLR rebate, we are currently reviewing the proper distribution of these funds.
- Unrestricted Net Assets – This is a combination of \$5.9k net-book value of our fixed assets at the end of fiscal year 21/22 less the \$7.5k carryover deficit balance from Chamber activities not funded by TBID dollars.
- Revenues – YTD revenue through April is over budget 5%, trailing prior year by 6%, and 12% over two years ago.
- Retail Revenue – Retail is continuing to see strong sales. May sales were up 5% over the previous May and up 43% year to date.
- Revenue – Other – YTD \$705 is from Marketing advertising.
- Salaries & Wages – there were three pay periods in May.
- Rent & utilities – Budget includes the anticipated rent for a new Kings Beach location.
- Equipment Support – Includes our monthly IT support

- Event Sponsorships – Include the remaining balances for World Cup and Wondergrass
- Event & Activities – negative 300 is a correcting entry from April
- NLTMC Contributions – The approved 23/24 budget from NTCA made available \$1.5m in contributions to the Marketing CO-OP. Since then, the two organizations agreed upon contributions totaling \$1.44m, so actual contributions will be less than budget for this fiscal year.
- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Grant Funding Sponsorship – Includes the first quarter sponsorship payment to Sierra Community house, Tahoe City Downtown Access improvements, and Tahoe City Park & Ride
- Chamber Activities & Marketing – Includes the new marketing consultant

#### **Summary of preliminary NLTMC financial results for May 31, 2024**

- The mid-year reforecasting continues to spend down net income, but at a slower pace than budget. YTD net income is \$52k vs a budget of (\$223k).

**North Tahoe Community Alliance**

Preliminary

Financial Statements for the Period Ending

May 31, 2024

# Balance Sheet - PY Comparison

For the Eleven Months Ending Friday, May 31, 2024

North Lake Tahoe Resort Association

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6/24/2024  
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	YTD		
	May 2024	May 2023	Variance
	Fiscal 23/2024	Fiscal 22/2023	
<b>Current Assets</b>			
Cash - TBID Disbursements	184,492	1,023,990	839,498
Cash - TBID Funding	1,269,312	5,574,783	4,305,471
Payroll	54,433	312,448	258,015
Money Market	5,080,200	0	(5,080,200)
Cash Flow Reserve	101,489	101,235	(254)
Marketing Reserve	50,518	50,437	(81)
Payroll Reserve	45,510	46,258	748
Cash in Drawer	601	4,633	4,032
Petty Cash	136	136	0
Accounts Receivable	1,088	0	(1,088)
Accounts Receivable - TBID	945,838	1,417,443	471,605
Accounts Receivable - Membership Dues	3,775	43,206	39,431
Allowance for Doubtful Accounts	(920)	(794)	125
Accounts Receivable - Other	0	1,503	1,503
Inventory Asset	27,735	28,979	1,244
Gift Cards Outstanding	0	18	18
Prepaid Expenses	27,485	153,600	126,115
Prepaid Postage	100	100	0
<b>Total Current Assets</b>	<b>7,791,792</b>	<b>8,757,974</b>	<b>966,183</b>
<b>Fixed Assets</b>			
Furniture & Fixtures	37,060	43,330	6,270
Accumulated Depreciation - Furnitures & Fixtures	(37,060)	(43,330)	(6,270)
Computer Equipment	48,616	11,013	(37,603)
Accumulated Depreciation - Computer Equipment	(6,513)	(8,583)	(2,070)
Computer Software	6,206	6,206	0
Accumulated Depreciation - Computer Software	(6,206)	(6,206)	0
Leasehold Improvements	61,074	24,284	(36,790)
Accumulated Depreciation - Leasehold Improvements	(24,284)	(24,284)	0
Operating Lease Right-of-Use Asset	480,287	0	(480,287)
<b>Total Fixed Assets</b>	<b>559,180</b>	<b>2,430</b>	<b>(556,750)</b>
<b>Total Assets</b>	<b>\$8,350,972</b>	<b>\$8,760,405</b>	<b>\$409,433</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Accounts Payable	50,497	2,794	47,703
Accounts Payable - Housing Hub	0	23,835	(23,835)
Salaries & Wages Payable	0	1,955	(1,955)
Incentives Payable	0	53,615	(53,615)
PTO Payable	0	35,798	(35,798)
401k Payable	15,044	14,062	982
Employer Tax Payable	0	4,090	(4,090)
Retail Payable	0	7,002	(7,002)
Accrued Expenses	1,460	18,954	(17,494)
Deferred Revenue - Membership Dues	5,794	398	5,396
Due To/From BOTW CC	50	7,436	(7,386)
Due To/From County	0	1,354,307	(1,354,307)
Due To/From TBID	0	132,453	(132,453)
Operating Lease Liability	159,232	0	159,232
<i>Suspense (may include rounding)</i>	<i>(236)</i>	<i>(10,739)</i>	<i>10,503</i>
<b>Total Current Liabilities</b>	<b>231,841</b>	<b>1,645,960</b>	<b>1,414,119</b>
Sales & Use Tax Payable	367	0	367
Sales Tax Payable	0	(547)	547
<b>Total Tax Payable</b>	<b>367</b>	<b>(547)</b>	<b>(914)</b>
<b>Long-Term Liabilities</b>			
Operating Lease Liability	339,744	0	339,744
<b>Total Long Term Liabilities</b>	<b>339,744</b>	<b>0</b>	<b>(339,744)</b>
<b>Total Liabilities</b>	<b>571,952</b>	<b>1,645,413</b>	<b>1,073,461</b>
Unrestricted Net Assets	(1,551)	(1,551)	0
TBID Reserve	7,372,616	5,212,620	2,159,996
Net Income	407,955	1,903,923	(1,495,967)
<b>Total Equity</b>	<b>7,779,020</b>	<b>7,114,992</b>	<b>(664,028)</b>
<b>Liabilities &amp; Shareholder Equity</b>	<b>\$8,350,972</b>	<b>\$8,760,405</b>	<b>\$409,433</b>

# HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

Payables Management

**Ranges:**

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

User-Defined 1: First - Last  
 Posting Date: First - 5/31/2024  
 Document Number: First - Last

Print Option: SUMMARY Exclude: Zero Balance, No Activity, Unposted Applied Credit Documents, Multicurrency Info  
 Aged By: Document Date Sorted By: Vendor ID  
 Aging Date: 5/31/2024 Due Date  
 Print Currency In: Functional (Z-US\$)

Vendor ID:	Name:	Class ID:	User-Defined 1:			
Voucher(s):	Aged Totals:	Due	Current Period	31 - 60 Days	61 - 90 Days	91 and Over
101.5 TRUCKEE T	101.5 Truckee Tahoe Radio*	PRIMARY	User-Defined 1:			
25		\$950.00	\$950.00	\$0.00	\$0.00	\$0.00
ABOUT A BOY ...	About a Boy ...	PRIMARY	User-Defined 1:			
17		\$899.50	\$899.50	\$0.00	\$0.00	\$0.00
ANNIE'S CLEANIN	Annie's Cleaning Service	PRIMARY	User-Defined 1:			
43		\$840.00	\$840.00	\$0.00	\$0.00	\$0.00
BEARY TAHOE	BEARY TAHOE		User-Defined 1:			
5		\$245.80	\$245.80	\$0.00	\$0.00	\$0.00
CALIFORNIA TRAV	California Travel Association	PRIMARY	User-Defined 1:			
5		\$300.00	\$300.00	\$0.00	\$0.00	\$0.00
CINTAS CORPORAT	Cintas Corporation #623	PRIMARY	User-Defined 1:			
90		\$350.97	\$350.97	\$0.00	\$0.00	\$0.00
CRYSTAL RANGE A	Crystal Range Associates	PRIMARY	User-Defined 1:			
26		\$233.45	\$233.45	\$0.00	\$0.00	\$0.00
CSG DIRECT, INC	CSG Direct, Inc.	PRIMARY	User-Defined 1:			
12		\$9,963.82	\$9,963.82	\$0.00	\$0.00	\$0.00
DANIEL CHAVEZ	Daniel Chavez		User-Defined 1:			
1		\$150.00	\$150.00	\$0.00	\$0.00	\$0.00
ED MILLER	Ed Miller	PRIMARY	User-Defined 1:			
7		\$20.77	\$20.77	\$0.00	\$0.00	\$0.00
FAIRE	Faire	PRIMARY	User-Defined 1:			
1		\$192.00	\$192.00	\$0.00	\$0.00	\$0.00
GEO-TOURISM SPE	Geo-Tourism Specialties	PRIMARY	User-Defined 1:			
50		\$303.56	\$303.56	\$0.00	\$0.00	\$0.00
JVP COMM	JVP Communications, LLC	PRIMARY	User-Defined 1:			
43		\$13,075.00	\$13,075.00	\$0.00	\$0.00	\$0.00
KIMBERLY BROWN	Kimberly Brown	PRIMARY	User-Defined 1:			
38		\$420.09	\$420.09	\$0.00	\$0.00	\$0.00
KYM FABEL	Kym Fabel	PRIMARY	User-Defined 1:			
41		\$96.57	\$96.57	\$0.00	\$0.00	\$0.00
LTBC	Lake Tahoe Bicycle Coalition		User-Defined 1:			
1		\$8,168.17	\$8,168.17	\$0.00	\$0.00	\$0.00

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

<b>Vendor ID:</b> MTN ALOHA ART	<b>Name:</b> Mountain Aloha Art	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 4	<b>Aged Totals:</b>	\$210.00	\$210.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> NEWMAN	<b>Name:</b> NEUMAN STUDIO	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 3	<b>Aged Totals:</b>	\$126.00	\$126.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> NTEC	<b>Name:</b> North Tahoe Event Center, Inc.	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 45	<b>Aged Totals:</b>	\$1,187.18	\$1,187.18	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> OUR RUSTIC HEAR	<b>Name:</b> OUR RUSTIC HEART	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 7	<b>Aged Totals:</b>	\$475.00	\$475.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> PAPER TRAIL	<b>Name:</b> The Paper Trail*	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 107	<b>Aged Totals:</b>	\$193.75	\$193.75	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> PATRICK YUN	<b>Name:</b> PATRICK YUN	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 17	<b>Aged Totals:</b>	\$116.33	\$116.33	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> SDBX	<b>Name:</b> SDBX Studio, LLC.	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 48	<b>Aged Totals:</b>	\$5,533.75	\$5,533.75	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> STICKER PACK	<b>Name:</b> Sticker Pack	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 16	<b>Aged Totals:</b>	\$914.90	\$914.90	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> SWIFT COMMUNICA	<b>Name:</b> SWIFT COMMUNICATIONS, CA	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 12	<b>Aged Totals:</b>	\$3,202.00	\$3,202.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> TAHOE ART HAUS	<b>Name:</b> Tahoe Art Haus & Cinema	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 17	<b>Aged Totals:</b>	\$500.00	\$500.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> TAHOE BASICS	<b>Name:</b> Tahoe Basics	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 71	<b>Aged Totals:</b>	\$1,079.00	\$1,079.00	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> TARA HETZ	<b>Name:</b> TARA HETZ	<b>Class ID:</b>			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 15	<b>Aged Totals:</b>	\$208.42	\$0.00	\$208.42	\$0.00	\$0.00
<b>Vendor ID:</b> VOGELAAR, DALE	<b>Name:</b> Vogelaar, Dale	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 7	<b>Aged Totals:</b>	\$83.75	\$83.75	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> WELSS FARGO	<b>Name:</b> Wells Fargo Financial Leasing	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 43	<b>Aged Totals:</b>	\$365.01	\$365.01	\$0.00	\$0.00	\$0.00
<b>Vendor ID:</b> YIG ADMINISTRAT	<b>Name:</b> YIG Administration	<b>Class ID:</b> PRIMARY			<b>User-Defined 1:</b>	
	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>	
<b>Voucher(s):</b> 37	<b>Aged Totals:</b>	\$91.89	\$91.89	\$0.00	\$0.00	\$0.00

	<u>Vendors</u>	<u>Due</u>	<u>Current Period</u>	<u>31 - 60 Days</u>	<u>61 - 90 Days</u>	<u>91 and Over</u>
<b>Vendor Totals:</b>	31	\$50,496.68	\$50,288.26	\$208.42	\$0.00	\$0.00



# PL - Budget vs Actual

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

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	38,957	38,957	549,968	5,573,578	5,304,692	268,886	5,890,468
Chamber Revenue - Member...	781	2,083	1,684	37,375	22,917	14,459	46,199
Retail Revenue	19,009	5,200	12,662	128,622	57,200	71,422	84,497
Revenue - Other	0	0	270	705	100	605	370
Revenue - Interest & Investm...	13,147	0	56	70,658	0	70,658	209
<b>Total Revenues</b>	<b>71,895</b>	<b>46,240</b>	<b>564,640</b>	<b>5,810,938</b>	<b>5,384,908</b>	<b>426,030</b>	<b>6,021,743</b>
<b>Cost of Goods Sold</b>	<b>16,420</b>	<b>2,600</b>	<b>6,423</b>	<b>77,334</b>	<b>28,600</b>	<b>48,734</b>	<b>38,769</b>
Freight & Shipping Costs	0	0	185	663	0	663	963
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	0	819	0	819	524
<b>Total Cost of Goods S...</b>	<b>16,420</b>	<b>2,600</b>	<b>6,608</b>	<b>78,816</b>	<b>28,600</b>	<b>50,216</b>	<b>40,269</b>
<b>Gross Profit</b>	<b>55,475</b>	<b>43,640</b>	<b>558,032</b>	<b>5,732,122</b>	<b>5,356,308</b>	<b>375,814</b>	<b>5,981,474</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	203,402	179,948	117,810	1,738,059	1,970,479	(232,420)	1,159,210
Rent & Utilities	19,980	28,141	16,244	189,009	307,977	(118,967)	170,176
Repairs & Maintenance	1,057	8,122	87	32,790	89,329	(56,539)	29,553
Telephone & Internet	1,540	747	3,269	12,346	8,218	4,128	13,726
Supplies & Mail	20,015	2,964	5,992	81,439	35,104	46,335	91,815
Taxes, Licenses, Fees	7,020	12,133	14,628	68,028	136,467	(68,439)	67,248
Credit Card Fees	50	0	263	2,474	0	2,474	1,128
Dues & Subscriptions	9,125	2,193	3,665	64,261	20,649	43,612	38,994
Insurance/Bonding	924	1,300	3,672	11,762	14,300	(2,538)	18,226
Associate Relations	460	0	0	557	0	557	8,053
Staff Expenses	7,391	2,990	924	43,290	32,890	10,400	20,417
Board Functions	3,443	2,080	2,208	36,561	22,880	13,681	33,703
Professional Fees	16,536	12,047	26,652	99,825	137,513	(37,688)	204,976
Equipment Support & Mainten...	8,563	0	4,624	52,107	3,500	48,607	23,548
Equipment Rental/Leasing	28	0	0	57	0	57	2,666
Depreciation	808	0	2,000	4,875	0	4,875	3,528
Event Sponsorships	38,702	51,250	0	264,245	566,250	(302,005)	274,593
Events & Activities	(300)	0	0	0	0	0	1,427
NLTMC Contributions	13,994	14,577	13,994	1,330,272	1,385,700	(55,428)	1,330,319
Non-NLTMC Marketing	18,553	0	22,582	103,429	7,000	96,429	141,886
In-Market/Tourism	19,671	12,700	600	114,502	145,200	(30,698)	88,648
Media/Collateral/Production	14,336	35,414	0	187,119	389,586	(202,467)	7,468
Business Assn Grant Funding	23,000	29,167	0	406,365	404,725	1,640	332,550
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	162,150	287,000	0	271,850	2,870,000	(2,598,150)	0
Chamber Activities	600	33,333	0	32,518	366,667	(334,148)	0
Chamber Activities - Member...	3,998	0	0	4,011	0	4,011	4,750
Chamber Marketing	8,850	6,667	0	27,783	93,333	(65,551)	0
Chamber Activities - Commun...	0	0	(5,339)	(7,491)	0	(7,491)	8,944
Allocated Administrative Over...	0	0	0	0	7	(7)	0
<b>Total Operating Expe...</b>	<b>603,895</b>	<b>722,771</b>	<b>233,873</b>	<b>5,322,042</b>	<b>9,007,774</b>	<b>(3,685,732)</b>	<b>4,077,551</b>
<b>Net Operating Income</b>	<b>(548,420)</b>	<b>(679,131)</b>	<b>324,158</b>	<b>410,080</b>	<b>(3,651,465)</b>	<b>4,061,545</b>	<b>1,903,923</b>
<b>Other Expense/&lt;Inco...</b>							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
<b>Total Other Expense/...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,125</b>	<b>0</b>	<b>2,125</b>	<b>0</b>
<b>Net Income</b>	<b>(548,420)</b>	<b>(679,131)</b>	<b>324,158</b>	<b>407,955</b>	<b>(3,651,465)</b>	<b>4,059,421</b>	<b>1,903,923</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:01 Marketing

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	20,452	20,452	288,733	2,926,124	2,784,963	141,160	3,092,495
Revenue - Other	0	0	20	705	0	705	20
<b>Total Revenues</b>	<b>20,452</b>	<b>20,452</b>	<b>288,753</b>	<b>2,926,829</b>	<b>2,784,963</b>	<b>141,865</b>	<b>3,092,515</b>
<b>Gross Profit</b>	<b>20,452</b>	<b>20,452</b>	<b>288,753</b>	<b>2,926,829</b>	<b>2,784,963</b>	<b>141,865</b>	<b>3,092,515</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	44,065	41,452	25,135	357,708	455,968	(98,260)	243,225
Rent & Utilities	2,537	3,149	2,550	30,480	34,638	(4,158)	26,942
Repairs & Maintenance	28	2,500	0	28	27,500	(27,472)	0
Telephone & Internet	0	0	0	150	0	150	325
Supplies & Mail	665	633	0	7,973	6,959	1,014	1,642
Taxes, Licenses, Fees	0	0	0	609	0	609	1,379
Dues & Subscriptions	455	130	1,798	2,446	1,430	1,016	8,590
Associate Relations	0	0	0	37	0	37	63
Staff Expenses	1,360	277	35	8,057	3,051	5,007	475
Professional Fees	0	0	17,625	0	0	0	35,280
Equipment Support & Mainten...	0	0	0	112	0	112	0
Equipment Rental/Leasing	28	0	0	57	0	57	0
Depreciation	0	0	0	57	0	57	0
Event Sponsorships	9,202	51,250	0	211,116	566,250	(355,134)	190,400
Events & Activities	0	0	0	0	0	0	1,406
NLTMC Contributions	13,994	14,577	13,994	1,330,272	1,385,700	(55,428)	1,330,319
Non-NLTMC Marketing	18,553	0	20,382	103,429	7,000	96,429	129,752
In-Market/Tourism	14,279	12,700	600	105,722	140,200	(34,478)	75,900
Media/Collateral/Production	14,336	35,414	0	182,151	389,586	(207,435)	6,155
Grant Funding - Sponsorship	0	15,000	0	30,000	150,000	(120,000)	0
Chamber Activities	(8,000)	33,333	0	23,918	366,667	(342,748)	0
Chamber Marketing	8,850	6,667	0	27,783	93,333	(65,551)	0
Chamber Activities - Commun...	0	0	0	229	0	229	0
Allocated Administrative Over...	44,630	20,840	60,948	507,525	229,245	278,281	647,403
<b>Total Operating Expe...</b>	<b>164,983</b>	<b>237,922</b>	<b>143,066</b>	<b>2,929,858</b>	<b>3,857,527</b>	<b>(927,669)</b>	<b>2,699,256</b>
<b>Net Operating Income</b>	<b>(144,531)</b>	<b>(217,470)</b>	<b>145,687</b>	<b>(3,030)</b>	<b>(1,072,564)</b>	<b>1,069,534</b>	<b>393,259</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(144,531)</b>	<b>(217,470)</b>	<b>145,687</b>	<b>(3,030)</b>	<b>(1,072,564)</b>	<b>1,069,534</b>	<b>393,259</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:02 Zone 1

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	5,766	5,766	81,395	824,887	785,094	39,793	871,789
<b>Total Revenues</b>	<b>5,766</b>	<b>5,766</b>	<b>81,395</b>	<b>824,887</b>	<b>785,094</b>	<b>39,793</b>	<b>871,789</b>
<b>Gross Profit</b>	<b>5,766</b>	<b>5,766</b>	<b>81,395</b>	<b>824,887</b>	<b>785,094</b>	<b>39,793</b>	<b>871,789</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	6,524	5,440	4,048	53,013	59,838	(6,825)	38,197
Rent & Utilities	452	219	454	5,288	2,409	2,879	4,668
Supplies & Mail	0	147	0	0	1,621	(1,621)	134
Dues & Subscriptions	0	17	0	0	191	(191)	0
Staff Expenses	0	147	0	0	1,621	(1,621)	0
Board Functions	0	0	0	902	0	902	0
Event Sponsorships	0	0	0	16,270	0	16,270	50,000
Business Assn Grant Funding	18,400	23,333	0	325,092	340,559	(15,467)	83,892
Grant Funding - Sponsorship	12,500	182,954	0	92,200	1,829,538	(1,737,338)	0
Allocated Administrative Over...	14,046	11,604	3,341	109,335	127,645	(18,310)	43,874
<b>Total Operating Expe...</b>	<b>51,922</b>	<b>223,862</b>	<b>7,843</b>	<b>602,099</b>	<b>2,363,420</b>	<b>(1,761,321)</b>	<b>220,766</b>
<b>Net Operating Income</b>	<b>(46,156)</b>	<b>(218,097)</b>	<b>73,552</b>	<b>222,788</b>	<b>(1,578,325)</b>	<b>1,801,114</b>	<b>651,023</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(46,156)</b>	<b>(218,097)</b>	<b>73,552</b>	<b>222,788</b>	<b>(1,578,325)</b>	<b>1,801,114</b>	<b>651,023</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:03 Visitors Center

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	2,844	2,844	40,148	406,873	387,242	19,631	430,005
Retail Revenue	19,009	5,200	12,662	128,622	57,200	71,422	84,497
<b>Total Revenues</b>	<b>21,853</b>	<b>8,044</b>	<b>52,810</b>	<b>535,495</b>	<b>444,442</b>	<b>91,053</b>	<b>514,502</b>
<b>Cost of Goods Sold</b>	<b>16,420</b>	<b>2,600</b>	<b>6,423</b>	<b>77,334</b>	<b>28,600</b>	<b>48,734</b>	<b>38,769</b>
Freight & Shipping Costs	0	0	185	663	0	663	963
POS Inventory Adjustments	0	0	0	0	0	0	13
Artist of the Month - Consign...	0	0	0	819	0	819	524
<b>Total Cost of Goods S...</b>	<b>16,420</b>	<b>2,600</b>	<b>6,608</b>	<b>78,816</b>	<b>28,600</b>	<b>50,216</b>	<b>40,269</b>
<b>Gross Profit</b>	<b>5,434</b>	<b>5,444</b>	<b>46,202</b>	<b>456,679</b>	<b>415,842</b>	<b>40,837</b>	<b>474,234</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	24,688	24,084	12,054	199,140	264,929	(65,789)	177,457
Rent & Utilities	11,073	18,579	7,293	87,411	204,366	(116,955)	75,387
Repairs & Maintenance	0	384	0	2,306	4,216	(1,910)	36
Telephone & Internet	0	0	0	50	0	50	200
Supplies & Mail	1,188	494	2,354	19,983	5,434	14,549	8,143
Taxes, Licenses, Fees	0	0	0	450	0	450	1,532
Credit Card Fees	50	0	263	1,671	0	1,671	868
Dues & Subscriptions	0	17	0	55	191	(136)	55
Associate Relations	187	0	0	187	0	187	118
Staff Expenses	73	373	0	2,317	4,099	(1,783)	838
Equipment Rental/Leasing	0	0	0	0	0	0	139
Depreciation	570	0	0	2,279	0	2,279	0
Events & Activities	0	0	0	0	0	0	21
Grant Funding - Sponsorship	0	3,000	0	0	30,000	(30,000)	0
Allocated Administrative Over...	14,028	3,110	16,301	85,567	34,211	51,355	94,121
<b>Total Operating Expe...</b>	<b>51,857</b>	<b>50,041</b>	<b>38,264</b>	<b>401,414</b>	<b>547,446</b>	<b>(146,032)</b>	<b>358,915</b>
<b>Net Operating Income</b>	<b>(46,423)</b>	<b>(44,597)</b>	<b>7,938</b>	<b>55,265</b>	<b>(131,604)</b>	<b>186,869</b>	<b>115,319</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(46,423)</b>	<b>(44,597)</b>	<b>7,938</b>	<b>55,265</b>	<b>(131,604)</b>	<b>186,869</b>	<b>115,319</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:04 Business Support

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	2,143	2,143	30,248	306,545	291,758	14,787	323,975
Revenue - Other	0	0	250	0	0	0	250
<b>Total Revenues</b>	<b>2,143</b>	<b>2,143</b>	<b>30,498</b>	<b>306,545</b>	<b>291,758</b>	<b>14,787</b>	<b>324,225</b>
<b>Gross Profit</b>	<b>2,143</b>	<b>2,143</b>	<b>30,498</b>	<b>306,545</b>	<b>291,758</b>	<b>14,787</b>	<b>324,225</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	17,398	10,490	11,318	154,356	115,390	38,966	65,328
Rent & Utilities	528	1,105	528	6,160	12,155	(5,995)	5,457
Telephone & Internet	0	0	0	225	0	225	175
Supplies & Mail	0	234	0	1,008	2,574	(1,566)	268
Dues & Subscriptions	803	17	0	6,131	191	5,941	3,511
Associate Relations	0	0	0	60	0	60	500
Staff Expenses	290	173	0	5,968	1,907	4,061	138
Board Functions	354	0	0	3,176	0	3,176	0
Professional Fees	11,934	0	0	14,571	0	14,571	1,193
Event Sponsorships	0	0	0	1,500	0	1,500	500
Non-NLTMC Marketing	0	0	0	0	0	0	9,150
Media/Collateral/Production	0	0	0	50	0	50	0
Business Assn Grant Funding	4,600	5,833	0	81,273	64,167	17,106	248,658
Grant Funding - Sponsorship	0	15,000	0	0	150,000	(150,000)	0
Chamber Activities - Member...	3,998	0	0	4,011	0	4,011	4,750
Chamber Activities - Commun...	0	0	(5,339)	(7,720)	0	(7,720)	8,944
Allocated Administrative Over...	14,798	1,952	4,829	64,967	21,474	43,493	73,802
<b>Total Operating Expe...</b>	<b>54,702</b>	<b>34,805</b>	<b>11,336</b>	<b>335,737</b>	<b>367,857</b>	<b>(32,120)</b>	<b>422,373</b>
<b>Net Operating Income</b>	<b>(52,559)</b>	<b>(32,663)</b>	<b>19,162</b>	<b>(29,193)</b>	<b>(76,099)</b>	<b>46,906</b>	<b>(98,147)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(52,559)</b>	<b>(32,663)</b>	<b>19,162</b>	<b>(29,193)</b>	<b>(76,099)</b>	<b>46,906</b>	<b>(98,147)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:05 Economic Development

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	2,961	2,961	41,798	423,593	403,157	20,436	447,677
<b>Total Revenues</b>	<b>2,961</b>	<b>2,961</b>	<b>41,798</b>	<b>423,593</b>	<b>403,157</b>	<b>20,436</b>	<b>447,677</b>
<b>Gross Profit</b>	<b>2,961</b>	<b>2,961</b>	<b>41,798</b>	<b>423,593</b>	<b>403,157</b>	<b>20,436</b>	<b>447,677</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	8,451	19,029	5,324	67,448	209,321	(141,873)	50,104
Rent & Utilities	650	511	651	7,598	5,621	1,977	6,716
Supplies & Mail	0	195	0	0	2,145	(2,145)	134
Dues & Subscriptions	0	17	0	0	191	(191)	0
Staff Expenses	0	104	0	0	1,144	(1,144)	0
Housing Hub Funding	0	0	0	150,000	0	150,000	0
Grant Funding - Sponsorship	149,650	58,046	0	149,650	580,463	(430,813)	0
Allocated Administrative Over...	58,869	4,363	4,435	65,101	47,992	17,108	17,405
<b>Total Operating Expe...</b>	<b>217,620</b>	<b>82,265</b>	<b>10,409</b>	<b>439,796</b>	<b>846,877</b>	<b>(407,080)</b>	<b>74,359</b>
<b>Net Operating Income</b>	<b>(214,659)</b>	<b>(79,305)</b>	<b>31,389</b>	<b>(16,204)</b>	<b>(443,720)</b>	<b>427,516</b>	<b>373,317</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(214,659)</b>	<b>(79,305)</b>	<b>31,389</b>	<b>(16,204)</b>	<b>(443,720)</b>	<b>427,516</b>	<b>373,317</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:06 Sustainability/Mitigation

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	<u>May 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
<b>Revenues</b>							
Revenues	1,286	1,286	18,149	183,929	175,055	8,874	194,384
<b>Total Revenues</b>	<b>1,286</b>	<b>1,286</b>	<b>18,149</b>	<b>183,929</b>	<b>175,055</b>	<b>8,874</b>	<b>194,384</b>
<b>Gross Profit</b>	<b>1,286</b>	<b>1,286</b>	<b>18,149</b>	<b>183,929</b>	<b>175,055</b>	<b>8,874</b>	<b>194,384</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	8,451	7,079	5,324	67,448	77,871	(10,423)	50,104
Rent & Utilities	521	365	521	6,084	4,015	2,070	5,534
Supplies & Mail	0	134	0	0	1,478	(1,478)	134
Dues & Subscriptions	0	17	0	0	191	(191)	0
Staff Expenses	0	104	0	0	1,144	(1,144)	0
Event Sponsorships	0	0	0	0	0	0	33,693
Grant Funding - Sponsorship	0	13,000	0	0	130,000	(130,000)	0
Allocated Administrative Over...	3,327	1,190	4,338	19,091	13,085	6,005	23,197
<b>Total Operating Expe...</b>	<b>12,299</b>	<b>21,889</b>	<b>10,183</b>	<b>92,623</b>	<b>227,784</b>	<b>(135,160)</b>	<b>112,662</b>
<b>Net Operating Income</b>	<b>(11,013)</b>	<b>(20,604)</b>	<b>7,966</b>	<b>91,306</b>	<b>(52,729)</b>	<b>144,035</b>	<b>81,722</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(11,013)</b>	<b>(20,604)</b>	<b>7,966</b>	<b>91,306</b>	<b>(52,729)</b>	<b>144,035</b>	<b>81,722</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:07 Admin

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	<u>May 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
<b>Revenues</b>							
Revenues	1,948	1,948	27,498	278,687	265,235	13,452	294,523
Revenue - Interest & Investm...	13,147	0	0	70,658	0	70,658	0
<b>Total Revenues</b>	<b>15,095</b>	<b>1,948</b>	<b>27,498</b>	<b>349,344</b>	<b>265,235</b>	<b>84,110</b>	<b>294,523</b>
<b>Gross Profit</b>	<b>15,095</b>	<b>1,948</b>	<b>27,498</b>	<b>349,344</b>	<b>265,235</b>	<b>84,110</b>	<b>294,523</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	20	0	0	90	0	90	0
Allocated Administrative Over...	7,879	58,392	4,957	243,632	642,308	(398,676)	121,188
<b>Total Operating Expe...</b>	<b>7,899</b>	<b>58,392</b>	<b>4,957</b>	<b>243,722</b>	<b>642,308</b>	<b>(398,586)</b>	<b>121,188</b>
<b>Net Operating Income</b>	<b>7,196</b>	<b>(56,444)</b>	<b>22,541</b>	<b>105,622</b>	<b>(377,074)</b>	<b>482,696</b>	<b>173,335</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>7,196</b>	<b>(56,444)</b>	<b>22,541</b>	<b>105,622</b>	<b>(377,074)</b>	<b>482,696</b>	<b>173,335</b>



# PL - Budget vs Actual

North Lake Tahoe Resort Association  
 NLTRA:08 County Admin Fee

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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenues	779	779	10,999	111,470	106,094	5,376	117,809
<b>Total Revenues</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>106,094</b>	<b>5,376</b>	<b>117,809</b>
<b>Gross Profit</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>106,094</b>	<b>5,376</b>	<b>117,809</b>
<b>Operating Expenses</b>							
Taxes, Licenses, Fees	5,314	10,400	13,339	54,084	114,400	(60,316)	50,799
<b>Total Operating Expe...</b>	<b>5,314</b>	<b>10,400</b>	<b>13,339</b>	<b>54,084</b>	<b>114,400</b>	<b>(60,316)</b>	<b>50,799</b>
<b>Net Operating Income</b>	<b>(4,535)</b>	<b>(9,621)</b>	<b>(2,340)</b>	<b>57,386</b>	<b>(8,306)</b>	<b>65,692</b>	<b>67,011</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(4,535)</b>	<b>(9,621)</b>	<b>(2,340)</b>	<b>57,386</b>	<b>(8,306)</b>	<b>65,692</b>	<b>67,011</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
 NLTRA:09 Contingency/Reserve

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 6/24/2024  
 9:53 AM

	<u>May 2024</u>		<u>Prior Y...</u>	<u>Fiscal 2023/24 YTD</u>		<u>Variance</u>	<u>Prior Year</u>
	<u>Actual</u>	<u>Budget</u>		<u>Actual</u>	<u>Budget</u>		
<b>Revenues</b>							
Revenues	779	779	10,999	111,470	106,094	5,376	117,809
Revenue - Interest & Investm...	0	0	0	0	0	0	60
<b>Total Revenues</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>106,094</b>	<b>5,376</b>	<b>117,869</b>
<b>Gross Profit</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>106,094</b>	<b>5,376</b>	<b>117,869</b>
<b>Operating Expenses</b>							
Rent & Utilities	0	0	0	0	0	0	487
Dues & Subscriptions	0	0	0	0	430	(430)	430
Allocated Administrative Over...	0	0	0	0	0	0	57
<b>Total Operating Expe...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>430</b>	<b>(430)</b>	<b>974</b>
<b>Net Operating Income</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>105,664</b>	<b>5,806</b>	<b>116,895</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>779</b>	<b>779</b>	<b>10,999</b>	<b>111,470</b>	<b>105,664</b>	<b>5,806</b>	<b>116,895</b>

# PL - Budget vs Actual

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

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 6/24/2024  
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	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	16,180	0	0	130,307	53	130,254	0
Telephone & Internet	0	0	0	25	0	25	0
Dues & Subscriptions	652	0	0	5,219	0	5,219	0
Staff Expenses	0	0	0	205	0	205	0
Board Functions	0	0	0	515	0	515	0
Professional Fees	0	0	0	3,738	0	3,738	0
Allocated Administrative Over...	0	0	0	0	7	(7)	29
<b>Total Operating Expe...</b>	<b>16,832</b>	<b>0</b>	<b>0</b>	<b>140,009</b>	<b>60</b>	<b>139,949</b>	<b>29</b>
<b>Net Operating Income</b>	<b>(16,832)</b>	<b>0</b>	<b>0</b>	<b>(140,009)</b>	<b>(60)</b>	<b>(139,949)</b>	<b>(29)</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(16,832)</b>	<b>0</b>	<b>0</b>	<b>(140,009)</b>	<b>(60)</b>	<b>(139,949)</b>	<b>(29)</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:11 Chamber

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6/24/2024  
9:53 AM

	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Chamber Revenue - Member...	781	2,083	1,684	37,375	22,917	14,459	46,199
Revenue - Other	0	0	0	0	100	(100)	100
<b>Total Revenues</b>	<b>781</b>	<b>2,083</b>	<b>1,684</b>	<b>37,375</b>	<b>23,017</b>	<b>14,359</b>	<b>46,299</b>
<b>Gross Profit</b>	<b>781</b>	<b>2,083</b>	<b>1,684</b>	<b>37,375</b>	<b>23,017</b>	<b>14,359</b>	<b>46,299</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	0	0	0	450	0	450	0
Rent & Utilities	0	0	0	0	0	0	158
Telephone & Internet	0	0	0	0	0	0	780
Supplies & Mail	0	0	0	0	0	0	315
Taxes, Licenses, Fees	0	0	0	50	0	50	0
Dues & Subscriptions	0	390	390	0	390	(390)	390
Staff Expenses	0	0	0	0	0	0	71
Board Functions	0	0	0	1,040	0	1,040	0
In-Market/Tourism	0	0	0	0	0	0	113
Chamber Activities	8,600	0	0	8,600	0	8,600	0
Allocated Administrative Over...	0	0	0	0	0	0	14,255
<b>Total Operating Expe...</b>	<b>8,600</b>	<b>390</b>	<b>390</b>	<b>10,140</b>	<b>390</b>	<b>9,750</b>	<b>16,083</b>
<b>Net Operating Income</b>	<b>(7,819)</b>	<b>1,693</b>	<b>1,294</b>	<b>27,235</b>	<b>22,627</b>	<b>4,609</b>	<b>30,216</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(7,819)</b>	<b>1,693</b>	<b>1,294</b>	<b>27,235</b>	<b>22,627</b>	<b>4,609</b>	<b>30,216</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:13 Housing Hub

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6/24/2024  
9:53 AM

	<b>May 2024</b>		<b>Prior Y...</b>	<b>Fiscal 2023/24 YTD</b>		<b>Variance</b>	<b>Prior Year</b>
	<b>Actual</b>	<b>Budget</b>		<b>Actual</b>	<b>Budget</b>		
<b>Revenues</b>							
<b>Operating Expenses</b>							
Salaries & Wage Expense	6,474	2,000	0	56,851	13,000	43,851	0
Supplies & Mail	0	0	0	0	2,500	(2,500)	0
Taxes, Licenses, Fees	0	0	0	0	3,000	(3,000)	0
Professional Fees	0	0	0	1,615	5,000	(3,385)	0
Equipment Support & Mainten...	0	0	0	0	3,500	(3,500)	0
In-Market/Tourism	5,393	0	0	8,780	5,000	3,780	0
Media/Collateral/Production	0	0	0	4,918	0	4,918	0
<b>Total Operating Expe...</b>	<b>11,866</b>	<b>2,000</b>	<b>0</b>	<b>72,163</b>	<b>32,000</b>	<b>40,163</b>	<b>0</b>
<b>Net Operating Income</b>	<b>(11,866)</b>	<b>(2,000)</b>	<b>0</b>	<b>(72,163)</b>	<b>(32,000)</b>	<b>(40,163)</b>	<b>0</b>
<b>Other Expense/&lt;Inco...</b>							
<b>Net Income</b>	<b>(11,866)</b>	<b>(2,000)</b>	<b>0</b>	<b>(72,163)</b>	<b>(32,000)</b>	<b>(40,163)</b>	<b>0</b>

# PL - Budget vs Actual

North Lake Tahoe Resort Association  
NLTRA:12 Admin OH

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9:53 AM

	May 2024		Prior Y...	Fiscal 2023/24 YTD		Variance	Prior Year
	Actual	Budget		Actual	Budget		
<b>Revenues</b>							
Revenue - Interest & Investm...	0	0	56	0	0	0	149
<b>Total Revenues</b>	<b>0</b>	<b>0</b>	<b>56</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>149</b>
<b>Gross Profit</b>	<b>0</b>	<b>0</b>	<b>56</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>149</b>
<b>Operating Expenses</b>							
Salaries & Wage Expense	71,170	70,374	54,607	651,339	774,109	(122,770)	534,795
Rent & Utilities	4,220	4,213	4,248	45,989	44,773	1,216	44,828
Repairs & Maintenance	1,028	5,238	87	30,456	57,613	(27,157)	29,516
Telephone & Internet	1,540	747	3,269	11,896	8,218	3,678	12,246
Supplies & Mail	18,162	1,127	3,638	52,475	12,393	40,082	81,044
Taxes, Licenses, Fees	1,685	1,733	1,289	12,744	19,067	(6,323)	13,538
Credit Card Fees	0	0	0	803	0	803	260
Dues & Subscriptions	7,215	1,586	1,477	50,410	17,446	32,964	26,018
Insurance/Bonding	924	1,300	3,672	11,762	14,300	(2,538)	18,226
Associate Relations	273	0	0	273	0	273	7,371
Staff Expenses	5,668	1,811	889	26,743	19,925	6,818	18,895
Board Functions	3,088	2,080	2,208	30,927	22,880	8,047	33,703
Professional Fees	4,602	12,047	9,027	79,902	132,513	(52,612)	168,504
Equipment Support & Mainten...	8,563	0	4,624	51,995	0	51,995	23,548
Equipment Rental/Leasing	0	0	0	0	0	0	2,527
Depreciation	239	0	2,000	2,539	0	2,539	3,528
Event Sponsorships	29,500	0	0	35,359	0	35,359	0
Events & Activities	(300)	0	0	0	0	0	0
Non-NLTMC Marketing	0	0	2,200	0	0	0	2,985
In-Market/Tourism	0	0	0	0	0	0	12,636
Media/Collateral/Production	0	0	0	0	0	0	1,313
Allocated Administrative Over...	(157,577)	(101,451)	(99,149)	(1,095,217)	(1,115,961)	20,744	(1,035,332)
<b>Total Operating Expe...</b>	<b>0</b>	<b>804</b>	<b>(5,915)</b>	<b>395</b>	<b>7,275</b>	<b>(6,880)</b>	<b>148</b>
<b>Net Operating Income</b>	<b>0</b>	<b>(804)</b>	<b>5,971</b>	<b>(395)</b>	<b>(7,275)</b>	<b>6,880</b>	<b>0</b>
<b>Other Expense/&lt;Inco...</b>							
(Gain)/Loss on Asset Disposal	0	0	0	2,125	0	2,125	0
<b>Total Other Expense/...</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,125</b>	<b>0</b>	<b>2,125</b>	<b>0</b>
<b>Net Income</b>	<b>0</b>	<b>(804)</b>	<b>5,971</b>	<b>(2,520)</b>	<b>(7,275)</b>	<b>4,755</b>	<b>0</b>

**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

May 31, 2024

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

	May 31, 24	May 31, 23	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash...9347	199,226.98	424,934.00	-225,707.02	-53.1%
<b>Total Checking/Savings</b>	199,226.98	424,934.00	-225,707.02	-53.1%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	125,766.00	3,551.34	122,214.66	3,441.4%
<b>Total Accounts Receivable</b>	125,766.00	3,551.34	122,214.66	3,441.4%
<b>Other Current Assets</b>				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
<b>Total Other Current Assets</b>	100.00	100.00	0.00	0.0%
<b>Total Current Assets</b>	325,092.98	428,585.34	-103,492.36	-24.2%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	28,379.93	24,123.50	4,256.43	17.6%
<b>Total Other Assets</b>	28,379.93	24,123.50	4,256.43	17.6%
<b>TOTAL ASSETS</b>	<b>353,472.91</b>	<b>452,708.84</b>	<b>-99,235.93</b>	<b>-21.9%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	102,427.89	234,733.90	-132,306.01	-56.4%
<b>Total Accounts Payable</b>	102,427.89	234,733.90	-132,306.01	-56.4%
<b>Total Current Liabilities</b>	102,427.89	234,733.90	-132,306.01	-56.4%
<b>Total Liabilities</b>	102,427.89	234,733.90	-132,306.01	-56.4%
<b>Equity</b>				
32000 · Unrestricted Net Assets	199,355.75	86,764.32	112,591.43	129.8%
Net Income	51,689.27	131,210.62	-79,521.35	-60.6%
<b>Total Equity</b>	251,045.02	217,974.94	33,070.08	15.2%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>353,472.91</b>	<b>452,708.84</b>	<b>-99,235.93</b>	<b>-21.9%</b>



4:02 PM

06/18/24

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of June 18, 2024

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Mountain Travel Symposium	0.00	0.00	36,600.00	0.00	0.00	36,600.00
NLTRA*	0.00	79,166.00	0.00	0.00	0.00	79,166.00
Travel Nevada	0.00	0.00	0.00	0.00	10,000.00	10,000.00
<b>TOTAL</b>	<b><u>0.00</u></b>	<b><u>79,166.00</u></b>	<b><u>36,600.00</u></b>	<b><u>0.00</u></b>	<b><u>10,000.00</u></b>	<b><u>125,766.00</u></b>

1:25 PM

06/18/24

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

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Gate 7 Pty Ltd*	0.00	13,340.69	0.00	0.00	0.00	13,340.69
MAHK Advertising	89,087.20	0.00	0.00	0.00	0.00	89,087.20
<b>TOTAL</b>	<b><u>89,087.20</u></b>	<b><u>13,340.69</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>102,427.89</u></b>

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

	May 24	May 23	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding				
4001-01 · NLTRA Funding Add-On	0.00	0.00	0.00	0.0%
4001-00 · NLTRA Funding - Other	13,994.00	13,994.00	0.00	0.0%
<b>Total 4001-00 · NLTRA Funding</b>	<b>13,994.00</b>	<b>13,994.00</b>	<b>0.00</b>	<b>0.0%</b>
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
<b>Total Income</b>	<b>93,160.00</b>	<b>105,660.00</b>	<b>-12,500.00</b>	<b>-11.8%</b>
<b>Gross Profit</b>	<b>93,160.00</b>	<b>105,660.00</b>	<b>-12,500.00</b>	<b>-11.8%</b>
<b>Expense</b>				
5000-00 · CONSUMER MARKETING				
5001-01 · Podcast	4,022.98	0.00	4,022.98	100.0%
5002-00 · Consumer Print	6,000.00	21,650.00	-15,650.00	-72.3%
5002-01 · Native Display	5,316.39	20,276.67	-14,960.28	-73.8%
5004-00 · Trip Advisor	5,228.53	5,618.77	-390.24	-7.0%
5005-00 · Paid Social	16,445.77	16,277.06	168.71	1.0%
5005-01 · Digital Display / Retargeting	13,465.76	15,668.02	-2,202.26	-14.1%
5007-00 · Creative Production				
5007-01 · Creative Production	24,101.17	20,209.07	3,892.10	19.3%
5007-02 · Website Production	1,832.50	0.00	1,832.50	100.0%
5007-03 · Photo/Video Creative	1,736.42	7,656.70	-5,920.28	-77.3%
5007-00 · Creative Production - Other	0.00	203.76	-203.76	-100.0%
<b>Total 5007-00 · Creative Production</b>	<b>27,670.09</b>	<b>28,069.53</b>	<b>-399.44</b>	<b>-1.4%</b>
5010-00 · Account Strategy & Management	8,500.00	8,500.00	0.00	0.0%
5018-00 · Media Commission	11,117.16	13,545.32	-2,428.16	-17.9%
5018-01 · Digital Ad Serving	180.44	323.65	-143.21	-44.3%
5020-00 · Search Engine Marketing	11,126.29	15,586.63	-4,460.34	-28.6%
5022-00 · Email	0.00	5,000.01	-5,000.01	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>109,073.41</b>	<b>150,515.66</b>	<b>-41,442.25</b>	<b>-27.5%</b>
5016-00 · CDE - Website Programs	14,261.42	17,340.98	-3,079.56	-17.8%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	480.00	-480.00	-100.0%
5111-00 · FAMS - Domestic	0.00	189.17	-189.17	-100.0%
5112-00 · Training / Sales Calls	711.53	2,651.47	-1,939.94	-73.2%
5113-00 · Additional Opportunities	767.93	1,935.45	-1,167.52	-60.3%
5120-00 · Domestic - Trade Shows	18.00	649.00	-631.00	-97.2%
5131-00 · FAMS -Intl - Travel Trade	0.00	5,011.37	-5,011.37	-100.0%
5133-00 · Ski-Tops	1,800.00	1,800.00	0.00	0.0%
5143-00 · Mountain Travel Symposium	-33,881.32	345.06	-34,226.38	-9,919.0%
5144-00 · IPW - POW WOW	0.00	5,465.00	-5,465.00	-100.0%
5145-00 · TIA Annual Dues	2,700.00	0.00	2,700.00	100.0%
5154-00 · Canada	0.00	2,500.00	-2,500.00	-100.0%
5157-00 · International Efforts	0.00	8,368.45	-8,368.45	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>-27,883.86</b>	<b>29,394.97</b>	<b>-57,278.83</b>	<b>-194.9%</b>

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

	May 24	May 23	\$ Change	% Change
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	-6,000.00	-100.0%
5202-00 · PR Program/ Content Dev - Blogs	0.00	2,422.95	-2,422.95	-100.0%
5204-00 · Media Mission(s)	0.00	741.59	-741.59	-100.0%
5206-00 · Digital Buy/ Social Media Boost	0.00	950.00	-950.00	-100.0%
5207-00 · Content Campaigns/Tools-My Emma	332.00	1,130.00	-798.00	-70.6%
5208-00 · International Travel Media FAMS	0.00	690.00	-690.00	-100.0%
5209-00 · Domestic Travel Media FAMS	0.00	3,366.86	-3,366.86	-100.0%
5210-00 · Content Dev - Newsletters	480.00	1,700.00	-1,220.00	-71.8%
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	-6,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	19,008.32	0.00	19,008.32	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>19,820.32</b>	<b>23,001.40</b>	<b>-3,181.08</b>	<b>-13.8%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6004-00 · Email	480.00	870.00	-390.00	-44.8%
6005-00 · Paid Media	3,474.66	5,393.18	-1,918.52	-35.6%
6007-00 · Creative Production	0.00	750.00	-750.00	-100.0%
6018-00 · MCC Media Commission	458.41	730.95	-272.54	-37.3%
6018-01 · MCC Digital Ad Serving	19.93	26.56	-6.63	-25.0%
6128-00 · HelmsBriscoe Strategic Partner	612.50	1,166.66	-554.16	-47.5%
6152-00 · Client Events / Opportunities	0.00	847.89	-847.89	-100.0%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>5,045.50</b>	<b>9,785.24</b>	<b>-4,739.74</b>	<b>-48.4%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	0.00	42.70	-42.70	-100.0%
6116-00 · CalSAE Seasonal Spectacular	0.00	1,029.45	-1,029.45	-100.0%
6154-00 · HelmsBriscoe ABC	0.00	5,848.35	-5,848.35	-100.0%
6155-00 · Connect Trade Shows	0.00	5,411.84	-5,411.84	-100.0%
6157-00 · HPN Partner Conference	0.00	235.63	-235.63	-100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>0.00</b>	<b>12,567.97</b>	<b>-12,567.97</b>	<b>-100.0%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	219.99	689.95	-469.96	-68.1%
5021-00 · RASC-Reno Air Service Corp	16,666.67	0.00	16,666.67	100.0%
5123-00 · HSVC - High Sierra Visitors	0.00	416.66	-416.66	-100.0%
7001-00 · Miscellaneous	0.00	71.17	-71.17	-100.0%
7002-00 · CRM Subscription	0.00	2,500.00	-2,500.00	-100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	1,646.31	-1,646.31	-100.0%
7004-00 · Research	2,685.02	1,760.00	925.02	52.6%
7007-00 · Destimetrics / DMX	8,440.75	0.00	8,440.75	100.0%
8700-00 · Automobile Expense*	77.28	1,155.84	-1,078.56	-93.3%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>28,089.71</b>	<b>8,239.93</b>	<b>19,849.78</b>	<b>240.9%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	5.00	85.00	-80.00	-94.1%
8004-00 · Website Strategy & Maintenance	7,569.42	7,500.00	69.42	0.9%
8005-00 · Website SEO Strategy/Maint	4,172.50	2,500.00	1,672.50	66.9%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>15,996.92</b>	<b>14,335.00</b>	<b>1,661.92</b>	<b>11.6%</b>
<b>Total Expense</b>	<b>164,403.42</b>	<b>265,181.15</b>	<b>-100,777.73</b>	<b>-38.0%</b>
<b>Net Income</b>	<b>-71,243.42</b>	<b>-159,521.15</b>	<b>88,277.73</b>	<b>55.3%</b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance May 2024

	May 24	Budget	Jul '23 - May 24	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	870,826.00	870,833.37	950,000.04
4001-00 · NLTRA Funding	13,994.00	13,994.00	1,330,272.00	1,330,272.00	1,440,000.00
<b>Total Income</b>	<u>93,160.00</u>	<u>93,160.67</u>	<u>2,201,098.00</u>	<u>2,201,105.37</u>	<u>2,390,000.04</u>
<b>Gross Profit</b>	93,160.00	93,160.67	2,201,098.00	2,201,105.37	2,390,000.04
<b>Expense</b>					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	4,022.98	4,023.00	50,247.94	49,248.00	49,248.00
5002-00 · Consumer Print	6,000.00	0.00	27,560.00	19,425.00	19,425.00
5002-01 · Native Display	5,316.39	0.00	94,823.54	96,500.00	96,500.00
5004-00 · Trip Advisor	5,228.53	2,220.00	40,487.91	38,718.00	44,248.00
5005-00 · Paid Social	16,445.77	12,139.00	130,027.75	140,450.00	143,350.00
5005-01 · Digital Display / Retargeting	13,465.76	10,779.00	134,337.00	133,600.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	24,101.17	20,150.00	134,489.11	163,750.00	205,000.00
5007-02 · Website Production	1,832.50	6,000.00	45,284.94	50,000.00	50,000.00
5007-03 · Photo/Video Creative	1,736.42		35,468.07	20,837.25	20,837.25
<b>Total 5007-00 · Creative Production</b>	<u>27,670.09</u>	<u>26,150.00</u>	<u>215,242.12</u>	<u>234,587.25</u>	<u>275,837.25</u>
5010-00 · Account Strategy & Management	8,500.00	8,500.00	93,500.00	93,500.00	102,000.00
5013-00 · Outdoor	0.00	0.00	103,429.03	110,000.00	110,000.00
5016 · Video Streaming	0.00	11,259.00	40,959.64	123,846.00	123,846.00
5017-00 · Rich Media	0.00	0.00	47,500.00	47,500.00	47,500.00
5018-00 · Media Commission	11,117.16	7,208.00	115,845.05	121,373.00	124,130.00
5018-01 · Digital Ad Serving	180.44	174.00	3,095.32	1,928.00	2,000.00
5020-00 · Search Engine Marketing	11,126.29	10,877.00	126,359.31	120,536.00	125,000.00
5022-00 · Email	0.00	0.00	25,005.01	25,260.00	25,260.00
5025-00 · Expedia	0.00	0.00	19,404.79	20,000.00	20,000.00
5029-00 · Television	0.00	4,425.00	4,249.99	4,425.00	8,850.00
<b>Total 5000-00 · CONSUMER MARKETING</b>	<u>109,073.41</u>	<u>97,754.00</u>	<u>1,272,074.40</u>	<u>1,380,896.25</u>	<u>1,454,694.25</u>
5016-00 · CDE - Website Programs	14,261.42	0.00	65,651.12	0.00	0.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	480.00	0.00	1,920.00	1,920.00
5111-00 · FAMs - Domestic	0.00	0.00	88.80	4,500.00	6,000.00
5112-00 · Training / Sales Calls	711.53	3,000.00	5,914.82	10,000.00	10,000.00
5113-00 · Additional Opportunities	767.93	0.00	767.93	10,000.00	10,000.00
5120-00 · Domestic - Trade Shows	18.00	0.00	1,716.00	3,000.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	5,152.68	6,000.00	6,000.00
5133-00 · Ski-Tops	1,800.00	0.00	1,800.00	3,000.00	3,000.00
5137-00 · Co-op Opportunities	0.00	0.00	2,270.19	20,000.00	20,000.00
5143-00 · Mountain Travel Symposium	-33,881.32	0.00	-39,394.60	60,000.00	60,000.00
5144-00 · IPW - POW WOW	0.00	2,000.00	7,500.00	10,000.00	10,000.00
5145-00 · TIA Annual Dues	2,700.00	225.00	2,700.00	2,475.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	40,865.69	36,000.00	36,000.00
5154-00 · Canada	0.00	2,600.00	31,200.00	28,600.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	0.00	5,000.00	4,648.53	12,500.00	12,500.00
<b>Total 5110-00 · LEISURE SALES</b>	<u>-27,883.86</u>	<u>13,305.00</u>	<u>68,830.04</u>	<u>207,995.00</u>	<u>212,320.00</u>
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	0.00	6,000.00	54,000.00	66,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	0.00	1,800.00	22,341.35	19,800.00	21,600.00
5204-00 · Media Mission(s)	0.00	0.00	8,311.55	6,000.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	0.00	950.00	9,500.00	10,450.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	332.00	0.00	2,142.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	0.00	0.00	9,000.00	12,000.00
5208-01 · Int'l FAM Hard Cost	0.00	0.00	10,899.96	0.00	0.00
5209-00 · Domestic Travel Media FAMS	0.00	0.00	11,488.76	12,000.00	16,000.00
5210-00 · Content Dev - Newsletters	480.00	1,700.00	16,740.00	18,700.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	0.00	6,000.00	60,000.00	66,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	500.00	0.00	2,000.00	2,000.00
5216-00 · PR Content Development + Distri	0.00	0.00	3,600.00	3,600.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	5,000.00	8,000.00
5221-00 · Photography & Video Asset Dev	19,008.32	2,250.00	57,425.85	40,250.00	42,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	3,532.00	3,532.08	3,532.08
5280-00 · PR Meals / Entertainment	0.00	250.00	0.00	1,000.00	1,000.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<u>19,820.32</u>	<u>19,450.00</u>	<u>259,981.47</u>	<u>263,332.08</u>	<u>294,732.08</u>

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance May 2024

	May 24	Budget	Jul '23 - May 24	YTD Budget	Annual Budget
<b>6000-00 · CONFERENCE SALES</b>					
6003-00 · Geo-Fence Targeting	0.00	1,500.00	3,738.99	7,996.00	7,996.00
6004-00 · Email	480.00	480.00	6,120.00	6,720.00	6,720.00
6005-00 · Paid Media	3,474.66	2,290.00	36,102.12	34,210.00	36,500.00
6006-00 · CVENT	0.00	0.00	12,131.61	10,700.00	10,700.00
6007-00 · Creative Production	0.00	0.00	19,837.62	22,080.00	35,000.00
6015-00 · MCC National Memberships	0.00	0.00	10.00	0.00	0.00
6018-00 · MCC Media Commission	458.41	498.14	7,310.10	7,561.08	7,864.23
6018-01 · MCC Digital Ad Serving	19.93	42.00	108.66	462.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	6,413.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	612.50	583.00	7,904.16	6,413.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	2,500.00	7,500.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	3,289.68	5,000.00	5,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>5,045.50</b>	<b>5,976.14</b>	<b>99,052.94</b>	<b>115,055.08</b>	<b>134,276.23</b>
<b>6100-00 · TRADE SHOWS</b>					
6111-00 · Site Inspections	0.00	0.00	2,032.03	6,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	4,459.24	4,000.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	1,500.00	1,500.00
6143-00 · Connect Marketplace	0.00	0.00	4,545.61	12,000.00	12,000.00
6151-00 · Destination CA	0.00	0.00	5,032.22	6,000.00	6,000.00
6154-00 · HelmsBriscoe ABC	0.00	1,000.00	0.00	7,000.00	7,000.00
6155-00 · Connect Trade Shows	0.00	0.00	4,783.62	10,000.00	10,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6157-00 · HPN Partner Conference	0.00	0.00	5,280.97	9,500.00	9,500.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	0.00	3,000.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	2,282.52	1,000.00	2,000.00
6182-00 · Destination Celebration	0.00	0.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	6,210.78	7,000.00	7,000.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>0.00</b>	<b>1,000.00</b>	<b>35,551.99</b>	<b>79,000.00</b>	<b>80,000.00</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5009-00 · Fulfillment / Mail	219.99	150.00	1,489.93	1,650.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	16,666.67	25,000.00	91,666.67	100,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,916.70	0.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	0.00	833.00	2,500.00	9,163.00	9,996.00
7004-00 · Research	2,685.02	2,850.00	30,060.09	39,350.00	42,200.00
7006-00 · Special Events	0.00	0.00	5,154.87	0.00	0.00
7007-00 · Destimetrics / DMX	8,440.75	0.00	33,763.00	33,763.00	33,763.00
7008-00 · Opportunistic Funds	0.00	0.00	2,151.20	0.00	0.00
7009-00 · Tahoe Cam Usage	0.00	177.00	0.00	1,947.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	7,889.00	7,889.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	0.00	10,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	5,000.00	5,000.00
8700-00 · Automobile Expense*	77.28	150.00	1,499.19	1,650.00	1,800.00
8900-00 · bad debt	0.00	0.00	-999.00	0.00	0.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>28,089.71</b>	<b>29,160.00</b>	<b>170,202.65</b>	<b>201,412.00</b>	<b>218,072.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	46,750.00	46,750.00	51,000.00
8003-00 · Website Hosting Maintenance	5.00	0.00	2,231.00	2,136.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,569.42	7,500.00	83,410.62	82,500.00	90,000.00
8005-00 · Website SEO Strategy/Maint	4,172.50	4,060.00	45,672.50	44,660.00	48,720.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>15,996.92</b>	<b>15,810.00</b>	<b>178,064.12</b>	<b>176,046.00</b>	<b>191,856.00</b>
<b>Total Expense</b>	<b>164,403.42</b>	<b>182,455.14</b>	<b>2,149,408.73</b>	<b>2,423,736.41</b>	<b>2,585,950.56</b>
<b>Net Income</b>	<b>-71,243.42</b>	<b>-89,294.47</b>	<b>51,689.27</b>	<b>-222,631.04</b>	<b>-195,950.52</b>



