



Finance Committee
Date: Wednesday September 25th, 2024
Time: 10:00am
Location: 100 N Lake Blvd. Tahoe City 96145

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

Committee Members:

**Chair/Treasurer: DJ Ewan, Granlibakken | Jim Phelan, Tahoe City Marina
Harry Hirsch, Homewood Mountain Club | David Brown, CPA |
Placer County Representative: Stephanie Holloway**

Instruction for Public Participation:

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

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as authorized by AB 361

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

AGENDA

- 10:00 a.m. 1. Call to Order – Establish Quorum
- 10:05 a.m. 2. Public Forum-Any person wishing to address the Finance Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be to three minutes since no action may be taken by the Committee on items addressed under Public Forum.
- 10:10 a.m. 3. **Agenda Amendments and Approval**
- 10:15 a.m. 4. **Approval of Finance Committee Meeting Minutes from August 28th, 2024**
- 5. Review and Approval of Preliminary Financials:
 - a) Review Staff Report of Financial Performance
 - b) NLTRA 8/31/24 Financials Review (Motion)**
 - c) NLTMC 8/31/24 Financial Review

- 10:40 a.m. 6. CEO Expense Report
- 10:45 a.m. 7. Items for Committee Review, Discussion/or Recommendations
- 8. Agenda Input for Next Finance Committee Meeting & Next Meeting Date
- 9. Committee Member Comments
- 11:00 a.m. 10. Adjournment



9/25/2024

To: North Tahoe Community Alliance (NTCA) Finance Committee

From: Derek Vaughan, Controller

RE: Report on Financial Results for August 31,2024

Summary of preliminary NTCA financial results for August 31, 2024

- Accounts Receivable TBID –Fourth quarter FY 23/24 collections have been received and FY 24/25 assessments are starting to be collected
- 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 – Total FY23-24 revenue in the amount of \$6.73m has been collected, down year-over-year by 5%, up 8% over budget, and 10% over FY21/22.
- Salaries & Wages – There were two pay periods in August
- Rent & utilities – Includes rent for the new Kings Beach location.
- Due and Subscriptions – Include subscriptions to Key Data and Symphony data suppliers
- Staff Expenses – include meals and travel expenses
- Equipment Support – Includes our monthly IT support
- Event Sponsorships – includes Labor Day Drone show remaining balance, Tahoe City Food and Wine, Reggae Fest, and Wondergrass final payment

- Marketing/In Market/Media – includes monthly communications retainer, marketing swag, ongoing website graphic design
- Business Assn Grant Funding – Funding to the downtown associations per contracts
- Grant Funding Sponsorship – Includes the second quarter payments for multiple projects including North Lake Tahoe Parking MGMT program, Workforce Vanpool, and Tahoe City Access Improvements
- Grant Funding 1st Annual – Includes funding for Housing Hub and the Mural Project
- Chamber Activities & Marketing – Includes membership to the California Travel Association

Summary of preliminary NLTMC financial results for August 31, 2024

- Summer typically has lower expenses, the variance to budget for the first two months of the fiscal year is due more to the allocation of the budget rather than an overspend of expenses

North Tahoe Community Alliance

Preliminary

Financial Statements for the Period Ending

August 31, 2024

Balance Sheet - PY Comparison

For the Two Months Ending Saturday, August 31, 2024

North Lake Tahoe Resort Association

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9/17/2024
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| | YTD | | |
|---|--------------------|--------------------|------------------|
| | Aug 2024 | Aug 2023 | Variance |
| | Fiscal 23/2024 | Fiscal 22/2023 | |
| Current Assets | | | |
| Cash - TBID Disbursements | 251,166 | 116,408 | (134,758) |
| Cash - TBID Funding | 426,656 | 5,854,124 | 5,427,468 |
| Payroll | 293,916 | 80,174 | (213,742) |
| Money Market | 5,124,989 | 10,010 | (5,114,979) |
| Cash Flow Reserve | 101,553 | 101,299 | (254) |
| Marketing Reserve | 50,539 | 50,458 | (81) |
| Payroll Reserve | 799 | 46,087 | 45,288 |
| Cash in Drawer | 224 | 3,082 | 2,858 |
| Petty Cash | 436 | 136 | (300) |
| Accounts Receivable | 1,088 | 0 | (1,088) |
| Accounts Receivable - TBID | 508,364 | 754,515 | 246,152 |
| Accounts Receivable - Membership Dues | 3,775 | 2,830 | (945) |
| Accounts Receivable - Membership Activities | 0 | (970) | (970) |
| Allowance for Doubtful Accounts | (920) | (920) | 0 |
| Inventory Asset | 78,647 | 26,683 | (51,964) |
| Prepaid Expenses | 25,346 | 111,000 | 85,654 |
| Prepaid Postage | 100 | 100 | 0 |
| Prepaid Insurance | 0 | 3,448 | 3,448 |
| Total Current Assets | 6,866,678 | 7,158,464 | 291,786 |
| Fixed Assets | | | |
| Furniture & Fixtures | 43,425 | 39,858 | (3,567) |
| Accumulated Depreciation - Furnitures & Fixtures | (37,060) | (39,858) | (2,798) |
| Computer Equipment | 48,616 | 21,434 | (27,181) |
| Accumulated Depreciation - Computer Equipment | (8,938) | (1,933) | 7,005 |
| Computer Software | 6,206 | 6,206 | 0 |
| Accumulated Depreciation - Computer Software | (6,206) | (6,206) | 0 |
| Leasehold Improvements | 157,106 | 24,284 | (132,823) |
| Accumulated Depreciation - Leasehold Improvements | (24,284) | (24,284) | 0 |
| Operating Lease Right-of-Use Asset | 440,787 | 623,639 | 182,851 |
| Total Fixed Assets | 619,653 | 643,140 | 23,487 |
| Total Assets | \$7,486,330 | \$7,801,604 | \$315,274 |
| Liabilities | | | |
| Current Liabilities | | | |
| Accounts Payable | 70,233 | 18,115 | 52,118 |
| Accounts Payable - Housing Hub | 0 | 23,835 | (23,835) |
| Incentives Payable | 1 | 0 | 1 |
| 401k Payable | 4,390 | 0 | 4,390 |
| Employee Tax Payable | 0 | 3,374 | (3,374) |
| Retail cc deposits in transit | 0 | 4,380 | (4,380) |
| Accrued Expenses | 1,460 | 0 | 1,460 |
| Deferred Revenue - Membership Dues | 1,847 | 6,291 | (4,444) |
| Due To/From BOTW CC | 50 | 0 | 50 |
| Due To/From TBID | 0 | 132,453 | (132,453) |
| Operating Lease Liability | 162,378 | 150,504 | 11,874 |
| <i>Suspense (may include rounding)</i> | <i>(238)</i> | <i>0</i> | <i>(238)</i> |
| Total Current Liabilities | 240,121 | 338,952 | 98,831 |
| Sales & Use Tax Payable | 1,843 | 0 | 1,843 |
| Total Tax Payable | 1,843 | 0 | (1,843) |
| Long-Term Liabilities | | | |
| Operating Lease Liability | 297,398 | 487,040 | (189,642) |
| Total Long Term Liabilities | 297,398 | 487,040 | 189,642 |
| Total Liabilities | 539,362 | 825,992 | 286,630 |
| Unrestricted Net Assets | (1,551) | (1,551) | 0 |
| TBID Reserve | 8,222,907 | 7,372,616 | 850,291 |
| Net Income | (1,274,388) | (395,453) | (878,934) |
| Total Equity | 6,946,968 | 6,975,612 | 28,644 |
| Liabilities & Shareholder Equity | \$7,486,330 | \$7,801,604 | \$315,274 |

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 - 8/31/2024
 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: 8/31/2024 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 | PRIMARY | | | |
| 33 | | \$450.00 | \$450.00 | \$0.00 | \$0.00 | \$0.00 |
| ANNIE'S CLEANIN | Annie's Cleaning Service | PRIMARY | PRIMARY | | | |
| 50 | | \$2,085.00 | \$2,085.00 | \$0.00 | \$0.00 | \$0.00 |
| AURORA WORLD, I | Aurora World, Inc. | PRIMARY | PRIMARY | | | |
| 9 | | \$106.08 | \$106.08 | \$0.00 | \$0.00 | \$0.00 |
| CINTAS CORPORAT | Cintas Corporation #623 | PRIMARY | PRIMARY | | | |
| 105 | | \$834.51 | \$834.51 | \$0.00 | \$0.00 | \$0.00 |
| CIVITAS | Civitas | PRIMARY | PRIMARY | | | |
| 47 | | \$2,080.00 | \$2,080.00 | \$0.00 | \$0.00 | \$0.00 |
| CRISTINA HENNES | Cristina Hennessey | | | | | |
| 18 | | \$240.00 | \$240.00 | \$0.00 | \$0.00 | \$0.00 |
| DIRK YURICICH | Dirk Yuricich | PRIMARY | PRIMARY | | | |
| 10 | | \$250.00 | \$250.00 | \$0.00 | \$0.00 | \$0.00 |
| GOOD VIBEZ | Good Vibez Presents LLC | | | | | |
| 5 | | \$7,500.00 | \$7,500.00 | \$0.00 | \$0.00 | \$0.00 |
| GRANLIBAKKEN MA | Granlibakken Management Company, Ltd. | PRIMARY | PRIMARY | | | |
| 25 | | \$542.32 | \$542.32 | \$0.00 | \$0.00 | \$0.00 |
| GREAT BASIN WIN | Great Basin Window Cleaning | PRIMARY | PRIMARY | | | |
| 5 | | \$350.00 | \$350.00 | \$0.00 | \$0.00 | \$0.00 |
| JVP COMM | JVP Communications, LLC | PRIMARY | PRIMARY | | | |
| 50 | | \$6,300.00 | \$6,300.00 | \$0.00 | \$0.00 | \$0.00 |
| KIRSTIN GUINN | Kirstin Guinn | PRIMARY | PRIMARY | | | |
| 42 | | \$658.91 | \$658.91 | \$0.00 | \$0.00 | \$0.00 |
| OFFICE BOSS | The Office Boss* | PRIMARY | PRIMARY | | | |
| 106 | | \$30.46 | \$30.46 | \$0.00 | \$0.00 | \$0.00 |
| OUR RUSTIC HEAR | OUR RUSTIC HEART | | | | | |
| 9 | | \$592.00 | \$592.00 | \$0.00 | \$0.00 | \$0.00 |
| PAPER TRAIL | The Paper Trail* | PRIMARY | PRIMARY | | | |
| 115 | | \$807.50 | \$807.50 | \$0.00 | \$0.00 | \$0.00 |
| PATRICK YUN | PATRICK YUN | | | | | |
| 23 | | \$152.47 | \$152.47 | \$0.00 | \$0.00 | \$0.00 |

HISTORICAL AGED TRIAL BALANCE

North Lake Tahoe Resort Association

| | | | | | | | |
|-----------------------------------|---------------------|---|-----------------------|--------------------------|---------------------|------------------------|--------------------|
| Vendor ID: SDBX | | Name: SDBX Studio, LLC. | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 58 | Aged Totals: | \$8,133.26 | \$8,133.26 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: SEC LOCK&ALARM | | Name: Security Lock and Alarm, Inc. | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 23 | Aged Totals: | \$1,959.94 | \$1,959.94 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: STARBARD | | Name: Starbard Enterprises* | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 9 | Aged Totals: | \$30,847.50 | \$30,847.50 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: SWIFT COMMUNICA | | Name: SWIFT COMMUNICATIONS, CA | | Class ID: | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 18 | Aged Totals: | \$1,020.00 | \$1,020.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: SWIGARD'S | | Name: Swigard's True Value Hardware, Inc.* | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 55 | Aged Totals: | \$96.06 | \$96.06 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TAHOE ART HAUS | | Name: Tahoe Art Haus & Cinema | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 19 | Aged Totals: | \$500.00 | \$500.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TAHOE BASICS | | Name: Tahoe Basics | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 93 | Aged Totals: | \$666.00 | \$666.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TAHOE NOVELTY | | Name: Tahoe Novelty | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 27 | Aged Totals: | \$257.25 | \$257.25 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TC NORDIC | | Name: Tahoe Cross Country Ski Education Associ | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 1 | Aged Totals: | \$2,500.00 | \$2,500.00 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: TTSD | | Name: Tahoe Truckee Sierra Disposal* | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 42 | Aged Totals: | \$438.82 | \$438.82 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: UBEO | | Name: UBEO formerly RAY MORGAN | | Class ID: | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 29 | Aged Totals: | \$328.87 | \$328.87 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: WELSS FARGO | | Name: Wells Fargo Financial Leasing | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 49 | Aged Totals: | \$413.69 | \$413.69 | \$0.00 | \$0.00 | \$0.00 | |
| Vendor ID: YIG ADMINISTRAT | | Name: YIG Administration | | Class ID: PRIMARY | | User-Defined 1: | |
| | | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> | |
| Voucher(s): 41 | Aged Totals: | \$91.89 | \$0.00 | \$91.89 | \$0.00 | \$0.00 | |
| | | <u>Vendors</u> | <u>Due</u> | <u>Current Period</u> | <u>31 - 60 Days</u> | <u>61 - 90 Days</u> | <u>91 and Over</u> |
| Vendor Totals: | 29 | \$70,232.53 | \$70,140.64 | \$91.89 | \$0.00 | \$0.00 | |

PL - Budget vs Actual

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

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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|------------------|------------------|--------------------|--------------------|----------------|------------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 127,454 | 127,454 | 127,535 | 312,146 | 312,146 | 0 | 256,294 |
| Chamber Revenue - Member... | 351 | 2,133 | 3,792 | 1,558 | 4,267 | (2,709) | 3,792 |
| Retail Revenue | 22,000 | 5,333 | 19,554 | 47,955 | 10,667 | 37,288 | 40,961 |
| Revenue - Other | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Revenue - Interest & Investm... | 15,176 | 8,750 | 67 | 30,308 | 17,500 | 12,808 | 67 |
| Total Revenues | 164,982 | 156,171 | 150,948 | 391,967 | 369,579 | 22,387 | 301,114 |
| Cost of Goods Sold | 11,000 | 2,667 | 9,413 | 23,978 | 5,333 | 18,644 | 20,270 |
| Freight & Shipping Costs | 0 | 0 | 370 | 0 | 0 | 0 | 577 |
| Total Cost of Goods S... | 11,000 | 2,667 | 9,783 | 23,978 | 5,333 | 18,644 | 20,847 |
| Gross Profit | 153,982 | 153,504 | 141,165 | 367,989 | 364,246 | 3,743 | 280,268 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 221,961 | 180,695 | 159,063 | 389,455 | 361,390 | 28,065 | 256,990 |
| Rent & Utilities | 17,772 | 21,902 | 15,889 | 34,341 | 43,803 | (9,462) | 31,369 |
| Repairs & Maintenance | 5,415 | 8,464 | 2,719 | 5,415 | 16,929 | (11,514) | 3,018 |
| Telephone & Internet | 1,329 | 1,652 | 1,784 | 2,799 | 3,304 | (505) | 3,581 |
| Supplies & Mail | 4,471 | 2,879 | 4,924 | 13,551 | 5,758 | 7,793 | 7,957 |
| Taxes, Licenses, Fees | 5,329 | 11,132 | 3,027 | 23,301 | 22,265 | 1,036 | 5,882 |
| Credit Card Fees | 421 | 0 | 572 | 561 | 0 | 561 | 1,101 |
| Dues & Subscriptions | 6,292 | 1,817 | 2,406 | 17,605 | 3,635 | 13,970 | 5,973 |
| Insurance/Bonding | 1,270 | 1,334 | 612 | 2,394 | 2,668 | (274) | 612 |
| Staff Expenses | 1,666 | 4,149 | 1,739 | 5,718 | 9,170 | (3,452) | 4,465 |
| Board Functions | 2,070 | 1,087 | 1,036 | 3,365 | 3,348 | 17 | 3,600 |
| Professional Fees | 6,268 | 5,416 | 3,724 | 9,164 | 10,832 | (1,669) | 32,117 |
| Equipment Support & Mainten... | 7,123 | 7,532 | 4,413 | 12,316 | 15,064 | (2,748) | 8,299 |
| Equipment Rental/Leasing | 0 | 0 | 0 | 327 | 0 | 327 | 0 |
| Depreciation | 808 | 1,250 | 239 | 1,617 | 2,500 | (883) | 239 |
| Event Sponsorships | 172,690 | 51,250 | 0 | 227,690 | 102,500 | 125,190 | 39,050 |
| NLTMC Contributions | 113,750 | 131,666 | 81,085 | 227,500 | 263,332 | (35,832) | 195,477 |
| Non-NLTMC Marketing | 668 | 17,683 | 11,000 | 69,962 | 35,367 | 34,596 | 15,196 |
| In-Market/Tourism | 31,006 | 14,900 | 639 | 40,546 | 29,800 | 10,746 | 2,538 |
| Media/Collateral/Production | 4,951 | 20,292 | 8,219 | 15,679 | 40,583 | (24,905) | 17,245 |
| Business Assn Grant Funding | 122,510 | 50,000 | 45,000 | 142,910 | 100,000 | 42,910 | 45,000 |
| Housing Hub In-kind | 0 | 0 | 190 | 0 | 0 | 0 | 190 |
| Housing Hub Funding | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Grant Funding - Sponsorship | 202,259 | 97,139 | 0 | 237,559 | 194,278 | 43,280 | 0 |
| Grant Funding - First Annual | 91,840 | 136,556 | 0 | 128,840 | 273,111 | (144,271) | 0 |
| Chamber Activities | 0 | 33,333 | 0 | 778 | 66,667 | (65,889) | 0 |
| Chamber Activities - Member... | 0 | 0 | 0 | 8,000 | 0 | 8,000 | 0 |
| Chamber Marketing | 6,450 | 8,333 | 450 | 20,788 | 16,667 | 4,121 | 450 |
| Chamber Activities - Commun... | 0 | 0 | (6,750) | 195 | 0 | 195 | (6,750) |
| Total Operating Expe... | 1,028,318 | 822,962 | 341,981 | 1,642,377 | 1,647,971 | (5,594) | 673,596 |
| Net Operating Income | (874,336) | (669,457) | (200,816) | (1,274,388) | (1,283,725) | 9,338 | (393,329) |
| Other Expense/<Inco... | | | | | | | |
| (Gain)/Loss on Asset Disposal | 0 | 0 | 2,125 | 0 | 0 | 0 | 2,125 |
| Total Other Expense/... | 0 | 0 | 2,125 | 0 | 0 | 0 | 2,125 |
| Net Income | (874,336) | (669,457) | (202,941) | (1,274,388) | (1,283,725) | 9,338 | (395,453) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:01 Marketing

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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|------------------|------------------|--------------------|------------------|-----------------|------------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 66,913 | 66,914 | 66,956 | 163,876 | 163,877 | (1) | 134,554 |
| Total Revenues | 66,913 | 66,914 | 66,956 | 163,876 | 163,877 | (1) | 134,554 |
| Gross Profit | 66,913 | 66,914 | 66,956 | 163,876 | 163,877 | (1) | 134,554 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 35,823 | 37,088 | 36,030 | 73,047 | 74,176 | (1,129) | 57,556 |
| Rent & Utilities | 3,228 | 3,225 | 2,564 | 5,931 | 6,449 | (518) | 5,010 |
| Repairs & Maintenance | 0 | 2,690 | 0 | 0 | 5,380 | (5,380) | 0 |
| Telephone & Internet | 0 | 498 | 0 | 0 | 996 | (996) | 0 |
| Supplies & Mail | 0 | 647 | 258 | 3,317 | 1,294 | 2,023 | 258 |
| Taxes, Licenses, Fees | 0 | 66 | 0 | 0 | 132 | (132) | 0 |
| Dues & Subscriptions | 105 | 188 | 150 | 1,005 | 377 | 628 | 160 |
| Staff Expenses | 563 | 251 | (30) | 777 | 535 | 242 | (1) |
| Equipment Support & Mainten... | 0 | 0 | 28 | 0 | 0 | 0 | 84 |
| Equipment Rental/Leasing | 0 | 0 | 0 | 327 | 0 | 327 | 0 |
| Event Sponsorships | 57,500 | 26,250 | 0 | 112,500 | 52,500 | 60,000 | 38,050 |
| NLTMC Contributions | 113,750 | 131,666 | 81,085 | 227,500 | 263,332 | (35,832) | 195,477 |
| Non-NLTMC Marketing | 668 | 17,683 | 11,000 | 69,962 | 35,367 | 34,596 | 15,196 |
| In-Market/Tourism | 31,006 | 14,900 | 639 | 40,546 | 29,800 | 10,746 | 2,538 |
| Media/Collateral/Production | 4,951 | 20,292 | 8,219 | 15,679 | 40,583 | (24,905) | 17,245 |
| Housing Hub In-kind | 0 | 0 | 190 | 0 | 0 | 0 | 190 |
| Grant Funding - First Annual | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Chamber Activities | 0 | 33,333 | 0 | 778 | 66,667 | (65,889) | 0 |
| Chamber Marketing | 6,450 | 8,333 | 450 | 20,788 | 16,667 | 4,121 | 450 |
| Chamber Activities - Commun... | 0 | 0 | 0 | 195 | 0 | 195 | 0 |
| Allocated Administrative Over... | 17,951 | 26,388 | 55,469 | 60,904 | 52,776 | 8,128 | 127,687 |
| Total Operating Expe... | 271,996 | 335,999 | 196,054 | 633,256 | 672,031 | (38,775) | 459,899 |
| Net Operating Income | (205,083) | (269,085) | (129,098) | (469,380) | (508,154) | 38,774 | (325,345) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (205,083) | (269,085) | (129,098) | (469,380) | (508,154) | 38,774 | (325,345) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:02 Zone 1

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9/17/2024
8:41 PM

| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|------------------|-----------------|--------------------|------------------|------------------|-----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 18,863 | 18,863 | 18,875 | 46,197 | 46,198 | (1) | 37,931 |
| Total Revenues | 18,863 | 18,863 | 18,875 | 46,197 | 46,198 | (1) | 37,931 |
| Gross Profit | 18,863 | 18,863 | 18,875 | 46,197 | 46,198 | (1) | 37,931 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 10,956 | 6,026 | 5,064 | 15,327 | 12,052 | 3,275 | 8,098 |
| Rent & Utilities | 578 | 224 | 456 | 1,060 | 448 | 612 | 891 |
| Repairs & Maintenance | 0 | 225 | 0 | 0 | 450 | (450) | 0 |
| Staff Expenses | 0 | 150 | 0 | 0 | 300 | (300) | 0 |
| Event Sponsorships | 52,440 | 20,833 | 0 | 52,440 | 41,667 | 10,773 | 1,000 |
| Business Assn Grant Funding | 87,520 | 40,000 | 36,000 | 103,840 | 80,000 | 23,840 | 36,000 |
| Grant Funding - Sponsorship | 0 | 58,333 | 0 | 35,300 | 116,666 | (81,366) | 0 |
| Grant Funding - First Annual | 0 | 51,824 | 0 | 0 | 103,648 | (103,648) | 0 |
| Allocated Administrative Over... | 10,705 | 15,826 | 16,382 | 18,325 | 31,653 | (13,327) | 18,296 |
| Total Operating Expe... | 162,198 | 193,442 | 57,902 | 226,291 | 386,883 | (160,592) | 64,285 |
| Net Operating Income | (143,335) | (174,578) | (39,028) | (180,094) | (340,685) | 160,591 | (26,355) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (143,335) | (174,578) | (39,028) | (180,094) | (340,685) | 160,591 | (26,355) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:03 Visitors Center

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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------------|-----------------|-----------------|--------------------|-----------------|-----------------|-----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 9,304 | 9,304 | 9,310 | 22,787 | 22,787 | 0 | 18,709 |
| Retail Revenue | 22,000 | 5,333 | 19,554 | 47,955 | 10,667 | 37,288 | 40,961 |
| Total Revenues | 31,304 | 14,638 | 28,864 | 70,742 | 33,454 | 37,288 | 59,671 |
| Cost of Goods Sold | 11,000 | 2,667 | 9,413 | 23,978 | 5,333 | 18,644 | 20,270 |
| Freight & Shipping Costs | 0 | 0 | 370 | 0 | 0 | 0 | 577 |
| Total Cost of Goods S... | 11,000 | 2,667 | 9,783 | 23,978 | 5,333 | 18,644 | 20,847 |
| Gross Profit | 20,304 | 11,971 | 19,081 | 46,765 | 28,120 | 18,644 | 38,824 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 29,704 | 28,508 | 20,871 | 54,262 | 57,016 | (2,754) | 39,287 |
| Rent & Utilities | 7,280 | 12,931 | 7,160 | 14,581 | 25,862 | (11,281) | 14,268 |
| Repairs & Maintenance | 1,565 | 56 | 0 | 1,565 | 112 | 1,453 | 0 |
| Telephone & Internet | 0 | 146 | 0 | 0 | 292 | (292) | 0 |
| Supplies & Mail | 1,873 | 505 | 890 | 6,747 | 1,010 | 5,737 | 1,672 |
| Credit Card Fees | 40 | 0 | 572 | 40 | 0 | 40 | 1,101 |
| Staff Expenses | 0 | 392 | 0 | 31 | 784 | (753) | 0 |
| Depreciation | 570 | 834 | 0 | 1,139 | 1,668 | (529) | 0 |
| Grant Funding - First Annual | 0 | 4,167 | 0 | 0 | 8,333 | (8,333) | 0 |
| Allocated Administrative Over... | 2,899 | 4,689 | 11,411 | 7,937 | 9,379 | (1,442) | 23,062 |
| Total Operating Expe... | 43,931 | 52,228 | 40,903 | 86,302 | 104,456 | (18,155) | 79,391 |
| Net Operating Income | (23,627) | (40,257) | (21,822) | (39,537) | (76,336) | 36,799 | (40,566) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (23,627) | (40,257) | (21,822) | (39,537) | (76,336) | 36,799 | (40,566) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:04 Business Support

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9/17/2024
8:42 PM

| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|-----------------|-----------------|--------------------|-----------------|-----------------|-----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 7,010 | 7,010 | 7,014 | 17,168 | 17,168 | 0 | 14,096 |
| Total Revenues | 7,010 | 7,010 | 7,014 | 17,168 | 17,168 | 0 | 14,096 |
| Gross Profit | 7,010 | 7,010 | 7,014 | 17,168 | 17,168 | 0 | 14,096 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 18,781 | 11,324 | 13,663 | 30,437 | 22,648 | 7,789 | 22,597 |
| Rent & Utilities | 675 | 1,132 | 532 | 1,238 | 2,264 | (1,026) | 1,040 |
| Repairs & Maintenance | 0 | 61 | 0 | 0 | 122 | (122) | 0 |
| Telephone & Internet | 0 | 159 | 0 | 0 | 318 | (318) | 0 |
| Supplies & Mail | 0 | 239 | 0 | 35 | 478 | (443) | 0 |
| Dues & Subscriptions | 803 | 0 | 398 | 1,605 | 0 | 1,605 | 796 |
| Staff Expenses | 0 | 177 | 0 | 1,262 | 354 | 908 | 0 |
| Board Functions | 0 | 0 | 0 | 264 | 0 | 264 | 0 |
| Professional Fees | 3,168 | 0 | 0 | 3,168 | 0 | 3,168 | 0 |
| Event Sponsorships | 62,750 | 0 | 0 | 62,750 | 0 | 62,750 | 0 |
| Business Assn Grant Funding | 34,990 | 10,000 | 9,000 | 39,070 | 20,000 | 19,070 | 9,000 |
| Grant Funding - Sponsorship | 0 | 8,333 | 0 | 0 | 16,667 | (16,667) | 0 |
| Grant Funding - First Annual | 0 | 2,802 | 0 | 0 | 5,603 | (5,603) | 0 |
| Chamber Activities - Commun... | 0 | 0 | (6,750) | 0 | 0 | 0 | (6,750) |
| Allocated Administrative Over... | 8,562 | 3,224 | 6,646 | 11,080 | 6,447 | 4,633 | 10,785 |
| Total Operating Expe... | 129,728 | 37,451 | 23,489 | 150,908 | 74,901 | 76,007 | 37,468 |
| Net Operating Income | (122,718) | (30,441) | (16,475) | (133,740) | (57,733) | (76,007) | (23,372) |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (122,718) | (30,441) | (16,475) | (133,740) | (57,733) | (76,007) | (23,372) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:05 Economic Development

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9/17/2024
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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------------|-----------------|--------------|--------------------|------------------|------------------|---------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 9,687 | 9,687 | 9,693 | 23,724 | 23,723 | 1 | 19,479 |
| Total Revenues | 9,687 | 9,687 | 9,693 | 23,724 | 23,723 | 1 | 19,479 |
| Gross Profit | 9,687 | 9,687 | 9,693 | 23,724 | 23,723 | 1 | 19,479 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 12,404 | 21,333 | 5,136 | 18,449 | 42,666 | (24,217) | 9,095 |
| Rent & Utilities | 838 | 524 | 656 | 1,533 | 1,048 | 485 | 1,281 |
| Repairs & Maintenance | 0 | 33 | 0 | 0 | 66 | (66) | 0 |
| Telephone & Internet | 0 | 85 | 0 | 0 | 170 | (170) | 0 |
| Supplies & Mail | 0 | 199 | 0 | 0 | 398 | (398) | 0 |
| Staff Expenses | 0 | 106 | 0 | 0 | 212 | (212) | 0 |
| Housing Hub Funding | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Grant Funding - Sponsorship | 202,259 | 25,000 | 0 | 202,259 | 50,000 | 152,259 | 0 |
| Grant Funding - First Annual | 91,840 | 26,503 | 0 | 128,840 | 53,006 | 75,834 | 0 |
| Allocated Administrative Over... | 21,718 | 8,236 | 2,285 | 27,620 | 16,471 | 11,149 | 4,335 |
| Total Operating Expe... | 329,059 | 94,519 | 8,077 | 378,699 | 189,037 | 189,662 | 14,712 |
| Net Operating Income | (319,372) | (84,832) | 1,616 | (354,975) | (165,314) | (189,661) | 4,767 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (319,372) | (84,832) | 1,616 | (354,975) | (165,314) | (189,661) | 4,767 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:06 Sustainability/Mitigation

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9/17/2024
8:42 PM

| | <u>Aug 2024</u> | | <u>Prior Y...</u> | <u>Fiscal 2024/25 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|----------------------------------|-----------------|-----------------|-------------------|---------------------------|-----------------|-----------------|-------------------|
| | <u>Actual</u> | <u>Budget</u> | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | |
| Revenues | 4,206 | 4,206 | 4,209 | 10,301 | 10,301 | 0 | 8,458 |
| Total Revenues | 4,206 | 4,206 | 4,209 | 10,301 | 10,301 | 0 | 8,458 |
| Gross Profit | 4,206 | 4,206 | 4,209 | 10,301 | 10,301 | 0 | 8,458 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 12,404 | 0 | 5,136 | 18,449 | 0 | 18,449 | 9,096 |
| Rent & Utilities | 667 | 374 | 526 | 1,223 | 748 | 475 | 1,027 |
| Repairs & Maintenance | 0 | 24 | 0 | 0 | 48 | (48) | 0 |
| Supplies & Mail | 0 | 137 | 0 | 0 | 274 | (274) | 0 |
| Staff Expenses | 0 | 106 | 0 | 0 | 212 | (212) | 0 |
| Event Sponsorships | 0 | 4,167 | 0 | 0 | 8,333 | (8,333) | 0 |
| Grant Funding - Sponsorship | 0 | 5,473 | 0 | 0 | 10,946 | (10,946) | 0 |
| Grant Funding - First Annual | 0 | 21,100 | 0 | 0 | 42,201 | (42,201) | 0 |
| Allocated Administrative Over... | 924 | 3,550 | 2,234 | 1,814 | 7,101 | (5,286) | 4,239 |
| Total Operating Expe... | 13,996 | 34,931 | 7,896 | 21,486 | 69,862 | (48,376) | 14,362 |
| Net Operating Income | (9,790) | (30,725) | (3,687) | (11,185) | (59,562) | 48,376 | (5,904) |
| Other Expense/Inco... | | | | | | | |
| Net Income | (9,790) | (30,725) | (3,687) | (11,185) | (59,562) | 48,376 | (5,904) |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:07 Admin

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9/17/2024
8:42 PM

| | <u>Aug 2024</u> | | <u>Prior Y...</u> | <u>Fiscal 2024/25 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|----------------------------------|-----------------|-----------------|-------------------|---------------------------|-----------------|-----------------|-------------------|
| | <u>Actual</u> | <u>Budget</u> | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | |
| Revenues | 6,373 | 6,373 | 6,377 | 15,607 | 15,607 | 0 | 12,815 |
| Revenue - Interest & Investm... | 15,176 | 8,750 | 0 | 30,308 | 17,500 | 12,808 | 0 |
| Total Revenues | 21,549 | 15,123 | 6,377 | 45,915 | 33,107 | 12,808 | 12,815 |
| | | | | | | | |
| Gross Profit | 21,549 | 15,123 | 6,377 | 45,915 | 33,107 | 12,808 | 12,815 |
| Operating Expenses | | | | | | | |
| Taxes, Licenses, Fees | 10 | 0 | 0 | 27 | 0 | 27 | 0 |
| Grant Funding - First Annual | 0 | 17,660 | 0 | 0 | 35,320 | (35,320) | 0 |
| Allocated Administrative Over... | 51,416 | 39,410 | 4,970 | 82,119 | 78,820 | 3,299 | 9,916 |
| Total Operating Expe... | 51,426 | 57,070 | 4,970 | 82,146 | 114,140 | (31,994) | 9,916 |
| Net Operating Income | (29,876) | (41,947) | 1,407 | (36,230) | (81,033) | 44,803 | 2,899 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (29,876) | (41,947) | 1,407 | (36,230) | (81,033) | 44,803 | 2,899 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:08 County Admin Fee

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 9/17/2024
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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|----------------|----------------|--------------|--------------------|-----------------|----------------|--------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenues | 2,549 | 2,549 | 2,551 | 6,243 | 6,243 | 0 | 5,126 |
| Total Revenues | 2,549 | 2,549 | 2,551 | 6,243 | 6,243 | 0 | 5,126 |
| Gross Profit | 2,549 | 2,549 | 2,551 | 6,243 | 6,243 | 0 | 5,126 |
| Operating Expenses | | | | | | | |
| Taxes, Licenses, Fees | 3,664 | 10,649 | 2,166 | 16,530 | 21,298 | (4,768) | 4,513 |
| Total Operating Expe... | 3,664 | 10,649 | 2,166 | 16,530 | 21,298 | (4,768) | 4,513 |
| Net Operating Income | (1,115) | (8,100) | 385 | (10,287) | (15,055) | 4,768 | 613 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (1,115) | (8,100) | 385 | (10,287) | (15,055) | 4,768 | 613 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:09 Contingency/Reserve

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 9/17/2024
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| | <u>Aug 2024</u> | | <u>Prior Y...</u> | <u>Fiscal 2024/25 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|----------------------------------|---------------------|---------------------|---------------------|---------------------------|---------------------|-----------------|---------------------|
| | <u>Actual</u> | <u>Budget</u> | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | |
| Revenues | <u>2,549</u> | <u>2,549</u> | <u>2,551</u> | <u>6,243</u> | <u>6,243</u> | <u>0</u> | <u>5,126</u> |
| Total Revenues | <u>2,549</u> | <u>2,549</u> | <u>2,551</u> | <u>6,243</u> | <u>6,243</u> | <u>0</u> | <u>5,126</u> |
| Gross Profit | <u>2,549</u> | <u>2,549</u> | <u>2,551</u> | <u>6,243</u> | <u>6,243</u> | <u>0</u> | <u>5,126</u> |
| Operating Expenses | | | | | | | |
| Net Operating Income | <u>2,549</u> | <u>2,549</u> | <u>2,551</u> | <u>6,243</u> | <u>6,243</u> | <u>0</u> | <u>5,126</u> |
| Other Expense/<Inco... | | | | | | | |
| Net Income | <u><u>2,549</u></u> | <u><u>2,549</u></u> | <u><u>2,551</u></u> | <u><u>6,243</u></u> | <u><u>6,243</u></u> | <u><u>0</u></u> | <u><u>5,126</u></u> |

PL - Budget vs Actual

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

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 9/17/2024
 8:42 PM

| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------------|---------------|------------|--------------------|---------------|-----------------|------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenue - Other | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Total Revenues | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Gross Profit | 0 | 12,500 | 0 | 0 | 25,000 | (25,000) | 0 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 16,157 | 0 | 0 | 27,083 | 0 | 27,083 | 0 |
| Dues & Subscriptions | 652 | 0 | 0 | 1,305 | 0 | 1,305 | 0 |
| Total Operating Expe... | 16,809 | 0 | 0 | 28,388 | 0 | 28,388 | 0 |
| Net Operating Income | (16,809) | 12,500 | 0 | (28,388) | 25,000 | (53,388) | 0 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (16,809) | 12,500 | 0 | (28,388) | 25,000 | (53,388) | 0 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:11 Chamber

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9/17/2024
8:42 PM

| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|------------|--------------|--------------|--------------------|--------------|-----------------|--------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Chamber Revenue - Member... | 351 | 2,133 | 3,792 | 1,558 | 4,267 | (2,709) | 3,792 |
| Total Revenues | 351 | 2,133 | 3,792 | 1,558 | 4,267 | (2,709) | 3,792 |
| Gross Profit | 351 | 2,133 | 3,792 | 1,558 | 4,267 | (2,709) | 3,792 |
| Operating Expenses | | | | | | | |
| Taxes, Licenses, Fees | 0 | 0 | 0 | 4 | 0 | 4 | 0 |
| Board Functions | 360 | 0 | 0 | 360 | 0 | 360 | 0 |
| Chamber Activities - Member... | 0 | 0 | 0 | 8,000 | 0 | 8,000 | 0 |
| Total Operating Expe... | 360 | 0 | 0 | 8,364 | 0 | 8,364 | 0 |
| Net Operating Income | (9) | 2,133 | 3,792 | (6,806) | 4,267 | (11,073) | 3,792 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (9) | 2,133 | 3,792 | (6,806) | 4,267 | (11,073) | 3,792 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
 NLTRA:13 Housing Hub

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| | <u>Aug 2024</u> | | <u>Prior Y...</u> | <u>Fiscal 2024/25 YTD</u> | | <u>Variance</u> | <u>Prior Year</u> |
|----------------------------------|-----------------|---------------|-------------------|---------------------------|---------------|-----------------|-------------------|
| | <u>Actual</u> | <u>Budget</u> | | <u>Actual</u> | <u>Budget</u> | | |
| Revenues | | | | | | | |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 5,153 | 0 | 0 | 10,007 | 0 | 10,007 | 0 |
| Total Operating Expe... | 5,153 | 0 | 0 | 10,007 | 0 | 10,007 | 0 |
| Net Operating Income | (5,153) | 0 | 0 | (10,007) | 0 | (10,007) | 0 |
| Other Expense/<Inco... | | | | | | | |
| Net Income | (5,153) | 0 | 0 | (10,007) | 0 | (10,007) | 0 |

PL - Budget vs Actual

North Lake Tahoe Resort Association
NLTRA:12 Admin OH

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9/17/2024
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| | Aug 2024 | | Prior Y... | Fiscal 2024/25 YTD | | Variance | Prior Year |
|----------------------------------|-----------|----------------|----------------|--------------------|-----------------|-----------------|-----------------|
| | Actual | Budget | | Actual | Budget | | |
| Revenues | | | | | | | |
| Revenue - Interest & Investm... | 0 | 0 | 67 | 0 | 0 | 0 | 67 |
| Total Revenues | 0 | 0 | 67 | 0 | 0 | 0 | 67 |
| Gross Profit | 0 | 0 | 67 | 0 | 0 | 0 | 67 |
| Operating Expenses | | | | | | | |
| Salaries & Wage Expense | 80,578 | 76,416 | 73,165 | 142,396 | 152,832 | (10,436) | 111,260 |
| Rent & Utilities | 4,507 | 3,492 | 3,994 | 8,777 | 6,984 | 1,793 | 7,851 |
| Repairs & Maintenance | 3,850 | 5,375 | 2,719 | 3,850 | 10,751 | (6,901) | 3,018 |
| Telephone & Internet | 1,329 | 764 | 1,784 | 2,799 | 1,528 | 1,271 | 3,581 |
| Supplies & Mail | 2,597 | 1,152 | 3,776 | 3,453 | 2,304 | 1,149 | 6,026 |
| Taxes, Licenses, Fees | 1,655 | 417 | 862 | 6,740 | 835 | 5,905 | 1,368 |
| Credit Card Fees | 381 | 0 | 0 | 521 | 0 | 521 | 0 |
| Dues & Subscriptions | 4,732 | 1,629 | 1,858 | 13,691 | 3,258 | 10,433 | 5,017 |
| Insurance/Bonding | 1,270 | 1,334 | 612 | 2,394 | 2,668 | (274) | 612 |
| Staff Expenses | 1,103 | 2,967 | 1,768 | 3,648 | 6,773 | (3,125) | 4,466 |
| Board Functions | 1,710 | 1,087 | 1,036 | 2,741 | 3,348 | (607) | 3,600 |
| Professional Fees | 3,100 | 5,416 | 3,724 | 5,996 | 10,832 | (4,836) | 32,117 |
| Equipment Support & Mainten... | 7,123 | 7,532 | 4,386 | 12,316 | 15,064 | (2,748) | 8,215 |
| Depreciation | 239 | 416 | 239 | 477 | 832 | (355) | 239 |
| Allocated Administrative Over... | (114,175) | (101,323) | (99,397) | (209,799) | (202,647) | (7,152) | (198,320) |
| Total Operating Expe... | 0 | 6,674 | 525 | 0 | 15,363 | (15,362) | (10,949) |
| Net Operating Income | 0 | (6,674) | (459) | 0 | (15,363) | 15,362 | 11,016 |
| Other Expense/<Inco... | | | | | | | |
| (Gain)/Loss on Asset Disposal | 0 | 0 | 2,125 | 0 | 0 | 0 | 2,125 |
| Total Other Expense/... | 0 | 0 | 2,125 | 0 | 0 | 0 | 2,125 |
| Net Income | 0 | (6,674) | (2,583) | 0 | (15,363) | 15,362 | 8,891 |

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2024

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

| | Aug 31, 24 | Aug 31, 23 | \$ Change | % Change |
|---------------------------------------|-------------------|-------------------|-------------------|--------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| 1000-00 · Cash...9347 | 184,635.14 | 361,520.63 | -176,885.49 | -48.9% |
| Total Checking/Savings | 184,635.14 | 361,520.63 | -176,885.49 | -48.9% |
| Accounts Receivable | | | | |
| 1200-00 · Accounts Receivable | 157,412.00 | 0.00 | 157,412.00 | 100.0% |
| Total Accounts Receivable | 157,412.00 | 0.00 | 157,412.00 | 100.0% |
| Other Current Assets | | | | |
| 1350-00 · Security Deposits | 100.00 | 100.00 | 0.00 | 0.0% |
| Total Other Current Assets | 100.00 | 100.00 | 0.00 | 0.0% |
| Total Current Assets | 342,147.14 | 361,620.63 | -19,473.49 | -5.4% |
| Other Assets | | | | |
| 1400-00 · Prepaid Expenses | 36,014.48 | 31,973.20 | 4,041.28 | 12.6% |
| Total Other Assets | 36,014.48 | 31,973.20 | 4,041.28 | 12.6% |
| TOTAL ASSETS | 378,161.62 | 393,593.83 | -15,432.21 | -3.9% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| 2000-00 · Accounts Payable | 157,004.72 | 63,630.81 | 93,373.91 | 146.7% |
| Total Accounts Payable | 157,004.72 | 63,630.81 | 93,373.91 | 146.7% |
| Total Current Liabilities | 157,004.72 | 63,630.81 | 93,373.91 | 146.7% |
| Total Liabilities | 157,004.72 | 63,630.81 | 93,373.91 | 146.7% |
| Equity | | | | |
| 32000 · Unrestricted Net Assets | 131,210.07 | 199,355.75 | -68,145.68 | -34.2% |
| Net Income | 89,946.83 | 130,607.27 | -40,660.44 | -31.1% |
| Total Equity | 221,156.90 | 329,963.02 | -108,806.12 | -33.0% |
| TOTAL LIABILITIES & EQUITY | 378,161.62 | 393,593.83 | -15,432.21 | -3.9% |

9:02 AM

09/17/24

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of August 31, 2024

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|---|-------------------------|--------------------|--------------------|-------------------------|-------------------------|--------------------------|
| Everline Resort | 0.00 | 0.00 | 0.00 | 42,230.04 | 0.00 | 42,230.04 |
| Mountain Travel Symposium | 0.00 | 0.00 | 0.00 | 0.00 | 36,600.00 | 36,600.00 |
| Palisades Tahoe Lodge Rentals | 0.00 | 0.00 | 0.00 | 3,899.73 | 0.00 | 3,899.73 |
| Palisades Tahoe MTS | 0.00 | 0.00 | 0.00 | 24,729.50 | 0.00 | 24,729.50 |
| PlumpJack Squaw Valley Inn* | 0.00 | 0.00 | 0.00 | 4,119.73 | 0.00 | 4,119.73 |
| Travel North Tahoe Nevada formerly IVCBVB | 45,833.00 | 0.00 | 0.00 | 0.00 | 0.00 | 45,833.00 |
| TOTAL | <u>45,833.00</u> | <u>0.00</u> | <u>0.00</u> | <u>74,979.00</u> | <u>36,600.00</u> | <u>157,412.00</u> |

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

| | <u>Current</u> | <u>1 - 30</u> | <u>31 - 60</u> | <u>61 - 90</u> | <u>> 90</u> | <u>TOTAL</u> |
|-------------------------------|-------------------------|-------------------------|-------------------------|--------------------|--------------------|--------------------------|
| AirDNA, LLC | 0.00 | 10,560.00 | 0.00 | 0.00 | 0.00 | 10,560.00 |
| Augustine Agency | 0.00 | 32,953.58 | 0.00 | 0.00 | 0.00 | 32,953.58 |
| Jigsaw Travel/Mogul Ski World | 2,967.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,967.00 |
| MAHK Advertising | 5,411.63 | 4,492.32 | 0.00 | 0.00 | 0.00 | 9,903.95 |
| Palisades Tahoe | 0.00 | 0.00 | 85,210.19 | 0.00 | 0.00 | 85,210.19 |
| SmarInsigts | 5,750.00 | 0.00 | 0.00 | 0.00 | 0.00 | 5,750.00 |
| Sterling Valley Systems, Inc. | 9,660.00 | 0.00 | 0.00 | 0.00 | 0.00 | 9,660.00 |
| TOTAL | <u>23,788.63</u> | <u>48,005.90</u> | <u>85,210.19</u> | <u>0.00</u> | <u>0.00</u> | <u>157,004.72</u> |

9:35 AM

09/17/24

Accrual Basis

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

| | Aug 24 | Aug 23 | \$ Change | % Change |
|--|------------|------------|------------|----------|
| Income | | | | |
| 4000-00 · LTIVCBVB Funding | 45,833.00 | 79,166.00 | -33,333.00 | -42.1% |
| 4001-00 · NLTRA Funding | 113,750.00 | 81,085.00 | 32,665.00 | 40.3% |
| Total Income | 159,583.00 | 160,251.00 | -668.00 | -0.4% |
| Gross Profit | 159,583.00 | 160,251.00 | -668.00 | -0.4% |
| Expense | | | | |
| 5000-00 · CONSUMER MARKETING | | | | |
| 5005-00 · Paid Social | 2,297.45 | 5,363.30 | -3,065.85 | -57.2% |
| 5005-01 · Digital Display / Retargeting | 2,057.00 | 13,096.03 | -11,039.03 | -84.3% |
| 5007-00 · Creative Production | | | | |
| 5007-01 · Creative Production | 0.00 | 1,673.75 | -1,673.75 | -100.0% |
| 5007-02 · Website Production | 0.00 | 10,633.75 | -10,633.75 | -100.0% |
| 5007-03 · Photo/Video Creative | 1,736.42 | 5,903.75 | -4,167.33 | -70.6% |
| Total 5007-00 · Creative Production | 1,736.42 | 18,211.25 | -16,474.83 | -90.5% |
| 5010-00 · Account Strategy & Management | 0.00 | 17,000.00 | -17,000.00 | -100.0% |
| 5018-00 · Media Commission | 524.22 | 2,679.72 | -2,155.50 | -80.4% |
| 5018-01 · Digital Ad Serving | 14.13 | 103.39 | -89.26 | -86.3% |
| 5020-00 · Search Engine Marketing | 0.00 | 3,768.39 | -3,768.39 | -100.0% |
| 5024-00 · Fusion 7 | 1,647.10 | 0.00 | 1,647.10 | 100.0% |
| Total 5000-00 · CONSUMER MARKETING | 8,276.32 | 60,222.08 | -51,945.76 | -86.3% |
| 5110-00 · LEISURE SALES | | | | |
| 5113-00 · Additional Opportunities | 7,251.35 | 0.00 | 7,251.35 | 100.0% |
| 5137-00 · Co-op Opportunities | 2,967.00 | 0.00 | 2,967.00 | 100.0% |
| 5144-00 · IPW - POW WOW | 614.12 | 0.00 | 614.12 | 100.0% |
| 5147-00 · AUS / Gate 7 | 9,624.50 | 0.00 | 9,624.50 | 100.0% |
| Total 5110-00 · LEISURE SALES | 20,456.97 | 0.00 | 20,456.97 | 100.0% |
| 5200-00 · PUBLIC RELATIONS | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,495.00 | 1,452.50 | 42.50 | 2.9% |
| 5206-00 · Digital Buy/ Social Media Boost | 700.00 | 950.00 | -250.00 | -26.3% |
| 5207-00 · Content Campaigns/Tools-My Emma | 300.00 | 0.00 | 300.00 | 100.0% |
| 5208-01 · Int'l FAM Hard Cost | 0.00 | 7,000.00 | -7,000.00 | -100.0% |
| 5209-00 · Domestic Travel Media FAMS | 2,311.48 | 1,689.90 | 621.58 | 36.8% |
| 5210-00 · Content Dev - Newsletters | 3,400.00 | 1,700.00 | 1,700.00 | 100.0% |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 0.00 | 0.0% |
| 5216-00 · PR Content Development + Distri | 1,200.00 | 0.00 | 1,200.00 | 100.0% |
| 5221-00 · Photography & Video Asset Dev | 0.00 | 941.20 | -941.20 | -100.0% |
| Total 5200-00 · PUBLIC RELATIONS | 21,406.48 | 25,733.60 | -4,327.12 | -16.8% |
| 6000-00 · CONFERENCE SALES | | | | |
| 6005-00 · Paid Media | 459.10 | 2,094.22 | -1,635.12 | -78.1% |
| 6018-00 · MCC Media Commission | 55.59 | 251.51 | -195.92 | -77.9% |
| 6018-01 · MCC Digital Ad Serving | 4.14 | 1.75 | 2.39 | 136.6% |
| 6152-00 · Client Events / Opportunities | 1,285.00 | 1,000.00 | 285.00 | 28.5% |
| Total 6000-00 · CONFERENCE SALES | 1,803.83 | 3,347.48 | -1,543.65 | -46.1% |

9:35 AM

09/17/24

Accrual Basis

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

| | Aug 24 | Aug 23 | \$ Change | % Change |
|--|------------------|------------------|------------------|--------------|
| 6100-00 · TRADE SHOWS | | | | |
| 6127-00 · CalSAE Annual | 939.10 | 0.00 | 939.10 | 100.0% |
| 6151-00 · Destination CA | 0.00 | 0.00 | 0.00 | 0.0% |
| 6154-00 · HelmsBriscoe ABC | 282.56 | 0.00 | 282.56 | 100.0% |
| 6183-00 · Smart Meetings NorCal | 5,750.00 | 0.00 | 5,750.00 | 100.0% |
| Total 6100-00 · TRADE SHOWS | 6,971.66 | 0.00 | 6,971.66 | 100.0% |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | |
| 5009-00 · Fulfillment / Mail | 119.99 | 0.00 | 119.99 | 100.0% |
| 5021-00 · RASC-Reno Air Service Corp | 8,333.33 | 16,666.68 | -8,333.35 | -50.0% |
| 7004-00 · Research | 12,980.83 | 2,114.75 | 10,866.08 | 513.8% |
| 7007-00 · Destimetrics / DMX | 9,660.00 | 0.00 | 9,660.00 | 100.0% |
| 8700-00 · Automobile Expense* | 658.00 | 22.50 | 635.50 | 2,824.4% |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 31,752.15 | 18,803.93 | 12,948.22 | 68.9% |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | |
| 8002-00 · Content Manager Contractor | 4,000.00 | 4,250.00 | -250.00 | -5.9% |
| 8003-00 · Website Hosting Maintenance | 5.00 | 0.00 | 5.00 | 100.0% |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 7,500.00 | 0.00 | 0.0% |
| 8005-00 · Website SEO Strategy/Maint | 2,700.00 | 4,060.00 | -1,360.00 | -33.5% |
| Total 8000-00 · WEBSITE CONTENT & MAINTENANCE | 14,205.00 | 15,810.00 | -1,605.00 | -10.2% |
| Total Expense | 104,872.41 | 123,917.09 | -19,044.68 | -15.4% |
| Net Income | 54,710.59 | 36,333.91 | 18,376.68 | 50.6% |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2024

| | Aug 24 | Budget | Jul - Aug 24 | YTD Budget | Annual Budget |
|--|------------|------------|--------------|------------|---------------|
| Income | | | | | |
| 4000-00 · LTIVCBVB Funding | | | | | |
| 4000-01 · LTIVCBVB Funding Add-On | 0.00 | 20,000.00 | 0.00 | 20,000.00 | 20,000.00 |
| 4000-00 · LTIVCBVB Funding - Other | 45,833.00 | 45,833.00 | 91,666.00 | 91,666.00 | 550,000.00 |
| Total 4000-00 · LTIVCBVB Funding | 45,833.00 | 65,833.00 | 91,666.00 | 111,666.00 | 570,000.00 |
| 4001-00 · NLTRA Funding | | | | | |
| 4001-01 · NLTRA Funding Add-On | 0.00 | 80,000.00 | 0.00 | 80,000.00 | 80,000.00 |
| 4001-00 · NLTRA Funding - Other | 113,750.00 | 113,750.00 | 227,500.00 | 227,500.00 | 1,365,000.00 |
| Total 4001-00 · NLTRA Funding | 113,750.00 | 193,750.00 | 227,500.00 | 307,500.00 | 1,445,000.00 |
| Total Income | 159,583.00 | 259,583.00 | 319,166.00 | 419,166.00 | 2,015,000.00 |
| Gross Profit | 159,583.00 | 259,583.00 | 319,166.00 | 419,166.00 | 2,015,000.00 |
| Expense | | | | | |
| 5000-00 · CONSUMER MARKETING | | | | | |
| 5001-00 · Broadcast / Radio - High Notes | 0.00 | 0.00 | 0.00 | 0.00 | 4,424.00 |
| 5002-00 · Consumer Print | 0.00 | 0.00 | 0.00 | 0.00 | 12,566.00 |
| 5002-01 · Native Display | 0.00 | 0.00 | 0.00 | 0.00 | 93,589.00 |
| 5005-00 · Paid Social | 2,297.45 | 3,906.00 | 3,811.40 | 7,812.00 | 189,557.00 |
| 5005-01 · Digital Display / Retargeting | 2,057.00 | 1,770.00 | 4,032.03 | 3,540.00 | 115,044.00 |
| 5007-00 · Creative Production | | | | | |
| 5007-01 · Creative Production | 0.00 | 0.00 | 19,275.75 | 0.00 | 137,700.00 |
| 5007-02 · Website Production | 0.00 | 0.00 | 4,158.75 | 0.00 | 20,000.00 |
| 5007-03 · Photo/Video Creative | 1,736.42 | 0.00 | 3,472.84 | 0.00 | 21,879.00 |
| Total 5007-00 · Creative Production | 1,736.42 | 0.00 | 26,907.34 | 0.00 | 179,579.00 |
| 5010-00 · Account Strategy & Management | 0.00 | 7,000.00 | 7,000.00 | 14,000.00 | 84,000.00 |
| 5016 · Video Streaming | 0.00 | 0.00 | 0.00 | 0.00 | 135,018.00 |
| 5017-00 · Rich Media | 0.00 | 0.00 | 0.00 | 0.00 | 47,500.00 |
| 5018-00 · Media Commission | 524.22 | 738.00 | 1,706.50 | 1,476.00 | 95,250.00 |
| 5018-01 · Digital Ad Serving | 14.13 | 0.00 | 27.97 | 0.00 | 8,851.00 |
| 5020-00 · Search Engine Marketing | 0.00 | 0.00 | 12.12 | 0.00 | 126,172.00 |
| 5024-00 · Fusion 7 | 1,647.10 | 0.00 | 1,647.10 | 0.00 | 0.00 |
| Total 5000-00 · CONSUMER MARKETING | 8,276.32 | 13,414.00 | 45,144.46 | 26,828.00 | 1,091,550.00 |
| 5021-01 · Stewardship Campaign | 0.00 | 0.00 | 0.00 | 0.00 | 100,000.00 |
| 5110-00 · LEISURE SALES | | | | | |
| 5107-00 · Creative Production | 0.00 | 480.00 | 0.00 | 480.00 | 1,920.00 |
| 5111-00 · FAMS - Domestic | 0.00 | 0.00 | 0.00 | 1,000.00 | 4,000.00 |
| 5112-00 · Training / Sales Calls | 0.00 | 0.00 | 4,000.00 | 2,500.00 | 11,500.00 |
| 5113-00 · Additional Opportunities | 7,251.35 | 0.00 | 7,251.35 | 0.00 | 5,000.00 |
| 5120-00 · Domestic - Trade Shows | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 5131-00 · FAMS -Intl - Travel Trade | 0.00 | 0.00 | 0.00 | 2,500.00 | 7,500.00 |
| 5133-00 · Ski-Tops | 0.00 | 0.00 | 0.00 | 0.00 | 2,800.00 |
| 5137-00 · Co-op Opportunities | 2,967.00 | 5,000.00 | 7,967.00 | 10,000.00 | 15,000.00 |
| 5143-00 · Mountain Travel Symposium | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 5144-00 · IPW - POW WOW | 614.12 | 0.00 | 614.12 | 0.00 | 10,000.00 |
| 5145-00 · TIA Annual Dues | 0.00 | 0.00 | 0.00 | 0.00 | 2,700.00 |
| 5147-00 · AUS / Gate 7 | 9,624.50 | 0.00 | 9,624.50 | 9,624.00 | 38,496.00 |
| 5154-00 · Canada | 0.00 | 0.00 | 7,800.00 | 7,800.00 | 31,200.00 |
| 5155-00 · California Star Program | 0.00 | 0.00 | 0.00 | 3,600.00 | 3,600.00 |
| 5157-00 · International Efforts | 0.00 | 0.00 | 0.00 | 0.00 | 15,000.00 |
| Total 5110-00 · LEISURE SALES | 20,456.97 | 5,480.00 | 37,256.97 | 37,504.00 | 158,716.00 |

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2024

| | Aug 24 | Budget | Jul - Aug 24 | YTD Budget | Annual Budget |
|---|------------|------------|--------------|------------|---------------|
| 5200-00 · PUBLIC RELATIONS | | | | | |
| 5200-01 · Strategy, Reporting, Mgmt, Etc. | 6,000.00 | 6,000.00 | 6,000.00 | 12,000.00 | 72,000.00 |
| 5202-00 · PR Program/ Content Dev - Blogs | 1,495.00 | 1,208.00 | 3,400.00 | 2,416.00 | 14,496.00 |
| 5204-00 · Media Mission(s) | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 5206-00 · Digital Buy/ Social Media Boost | 700.00 | 700.00 | 700.00 | 1,400.00 | 8,400.00 |
| 5207-00 · Content Campaigns/Tools-My Emma | 300.00 | 0.00 | 300.00 | 0.00 | 0.00 |
| 5209-00 · Domestic Travel Media FAMS | 2,311.48 | 0.00 | 4,593.42 | 0.00 | 12,000.00 |
| 5210-00 · Content Dev - Newsletters | 3,400.00 | 1,700.00 | 5,100.00 | 3,400.00 | 20,400.00 |
| 5211-00 · Social Media Strategy & Mgmt | 6,000.00 | 6,000.00 | 6,000.00 | 12,000.00 | 72,000.00 |
| 5216-00 · PR Content Development + Distri | 1,200.00 | 0.00 | 1,200.00 | 1,200.00 | 4,800.00 |
| 5222-00 · Media Tracking / Membership | 0.00 | 0.00 | 13,583.02 | 883.00 | 3,532.00 |
| Total 5200-00 · PUBLIC RELATIONS | 21,406.48 | 15,608.00 | 40,876.44 | 33,299.00 | 212,628.00 |
| 6000-00 · CONFERENCE SALES | | | | | |
| 6003-00 · Geo-Fence Targeting | 0.00 | 0.00 | 0.00 | 0.00 | 9,000.00 |
| 6004-00 · Email | 0.00 | 480.00 | 0.00 | 480.00 | 1,920.00 |
| 6005-00 · Paid Media | 459.10 | 430.00 | 943.00 | 860.00 | 23,800.00 |
| 6006-00 · CVENT | 0.00 | 0.00 | 0.00 | 12,980.00 | 12,980.00 |
| 6007-00 · Creative Production | 0.00 | 5,000.00 | 0.00 | 5,000.00 | 20,000.00 |
| 6014-00 · MCC Group Incentive Program | 0.00 | 0.00 | 0.00 | 0.00 | 4,000.00 |
| 6015-00 · MCC National Memberships | 0.00 | 0.00 | 0.00 | 500.00 | 1,000.00 |
| 6018-00 · MCC Media Commission | 55.59 | 0.00 | 150.07 | 0.00 | 5,997.00 |
| 6018-01 · MCC Digital Ad Serving | 4.14 | 30.00 | 16.29 | 60.00 | 350.00 |
| 6128-00 · HelmsBriscoe Strategic Partner | 0.00 | 0.00 | 7,350.00 | 0.00 | 7,000.00 |
| 6152-00 · Client Events / Opportunities | 1,285.00 | 0.00 | 1,285.00 | 0.00 | 2,500.00 |
| 6153-00 · Chicago Sales Rep Support | 0.00 | 0.00 | 476.81 | 0.00 | 3,500.00 |
| Total 6000-00 · CONFERENCE SALES | 1,803.83 | 5,940.00 | 10,221.17 | 19,880.00 | 92,047.00 |
| 6100-00 · TRADE SHOWS | | | | | |
| 6111-00 · Site Inspections | 0.00 | 0.00 | 0.00 | 1,000.00 | 2,000.00 |
| 6116-00 · CalSAE Seasonal Spectacular | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 6127-00 · CalSAE Annual | 939.10 | 0.00 | 939.10 | 0.00 | 0.00 |
| 6143-00 · Connect Marketplace | 0.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| 6151-00 · Destination CA | 0.00 | 5,000.00 | 9,000.00 | 5,000.00 | 10,000.00 |
| 6154-00 · HelmsBriscoe ABC | 282.56 | 0.00 | 282.56 | 0.00 | 6,775.00 |
| 6182-00 · Destination Celebration | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 |
| 6183-00 · Smart Meetings NorCal | 5,750.00 | 0.00 | 5,750.00 | 0.00 | 7,000.00 |
| Total 6100-00 · TRADE SHOWS | 6,971.66 | 5,000.00 | 15,971.66 | 6,000.00 | 37,775.00 |
| 7000-00 · COMMITTED & ADMIN EXPENSES | | | | | |
| 5009-00 · Fulfillment / Mail | 119.99 | 150.00 | 119.99 | 300.00 | 1,800.00 |
| 5021-00 · RASC-Reno Air Service Corp | 8,333.33 | 0.00 | 16,666.67 | 0.00 | 50,000.00 |
| 5123-00 · HSVC - High Sierra Visitors | 0.00 | 0.00 | 2,500.00 | 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 | 0.00 | 0.00 | 2,500.00 | 10,000.00 |
| 7004-00 · Research | 12,980.83 | 0.00 | 16,954.81 | 0.00 | 40,410.00 |
| 7007-00 · Destimetrics / DMX | 9,660.00 | 0.00 | 9,660.00 | 8,441.00 | 33,766.00 |
| 7009-00 · Tahoe Cam Usage | 0.00 | 0.00 | 0.00 | 0.00 | 2,100.00 |
| 7010-00 · Photo Management & Storage | 0.00 | 0.00 | 0.00 | 0.00 | 7,889.00 |
| 8700-00 · Automobile Expense* | 658.00 | 0.00 | 658.00 | 0.00 | 0.00 |
| Total 7000-00 · COMMITTED & ADMIN EXPENSES | 31,752.15 | 150.00 | 46,559.47 | 14,741.00 | 149,465.00 |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE | | | | | |
| 8002-00 · Content Manager Contractor | 4,000.00 | 4,000.00 | 12,250.00 | 8,000.00 | 48,000.00 |
| 8003-00 · Website Hosting Maintenance | 5.00 | 0.00 | 539.00 | 0.00 | 2,136.00 |
| 8004-00 · Website Strategy & Maintenance | 7,500.00 | 7,500.00 | 15,000.00 | 15,000.00 | 90,910.00 |
| 8005-00 · Website SEO Strategy/Maint | 2,700.00 | 2,700.00 | 5,400.00 | 5,400.00 | 32,400.00 |
| Total 8000-00 · WEBSITE CONTENT & MAINTENAN... | 14,205.00 | 14,200.00 | 33,189.00 | 28,400.00 | 173,446.00 |
| Total Expense | 104,872.41 | 59,792.00 | 229,219.17 | 166,652.00 | 2,015,627.00 |
| Net Income | 54,710.59 | 199,791.00 | 89,946.83 | 252,514.00 | -627.00 |