North Lake Tahoe Resort Association

July 2021 - June 2022 NLTRA Proposed Budget

ATTACHMENT C

TOURISM and VISITOR INFORMATION	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs	$ 796,493	$ 660,218
G+A Cap - Indirect Costs	$ 1,031,965	$ 687,064
Research and Planning	$ 40,000	$ -
Direct Marketing/Programs/BACC	$ 1,312,000	$ 959,278
Special Event Funding	$ 565,000	$ 514,575
Community Marketing Fund	$ 80,000	$ 70,000
TOTAL - RESORT ASSOC CONTRACT	$ 3,825,458	$ 2,891,135

TOURISM MASTER PLAN IMPLEMENTATION	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs	$ 55,029	$ 94,608
G+A Cap - Indirect Costs	$ 163,390	$ 46,629
	$ 218,419	$ 141,237

TOTAL CONTRACT	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs	$ 851,522	$ 851,939
G+A Cap - Indirect Costs	$ 1,195,355	$ 799,494
Research and Planning	$ 40,000	$ -
Direct Marketing/Programs	$ 1,312,000	$ 959,278
Special Event Funding	$ 565,000	$ 514,575
Community Marketing Fund	$ 80,000	$ 70,000
Business Associations Grant Funds		$ 200,000
Housing & Transportation Project Funds		$ 848,592
TOTAL - RESORT ASSOC CONTRACT	$ 4,043,877	$ 4,243,878

TOT Allocation - Housing & Transportation	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
Personnel/Overhead Cap - Direct Costs	$ -	$ 97,112
G+A Cap - Indirect Costs	$ -	$ 65,802
	$ -	$ 162,914

Business Associations Grant	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
TCDA Grant Funding	$ -	$ 100,000
NTBA Grant Funding	$ -	$ 100,000
	$ -	$ 200,000

Freed-up TOT	Original	Proposed
	7/1/2020 - 6/30/2021	7/1/2021 - 6/30/2022
RESORT ASSOCIATION CONTRACT:		
Housing & Transportation Project Funds*	$ -	$ 848,592
	$ -	$ 848,592

*Housing & Transportation Project funds to be kept in the County Treasury and are to only be used on Housing & Transportation Projects