

BOARD OF DIRECTORS MEETING

Date: Wednesday, December 4, 2019
Time: 8:30 a.m. – 11:00 p.m.
Location: Tahoe City PUD
221 Fairway Dr, Tahoe City, CA

NLTRA Mission

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

Board of Directors:

8:30 a.m.

Chair: Adam Wilson, Vail Resorts | Vice Chair: Samir Tuma, Tahoe City Lodge
Treasurer: Christy Beck, Squaw Alpine | Secretary: Brett Williams, Agate Bay Realty

Aaron Rudnick, Sierra Tahoe Recreation | Drew Conly, Resort at Squaw Creek | Andre Priemer, Ritz-Carlton, Lake Tahoe
Chris Brown, Elevation Law Firm | Dan Tester, Granite Peak Management | Gary Davis, JK Architecture Engineering | Greg Dallas,
Sugar Bowl Resort | Jim Phelan, Tahoe City Marina | Karen Plank, Placer County Appointee | Kevin Mitchell, Homewood Mountain
Resort | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office

AGENDA

NUMBER TO CALL IN: 1-712-770-4010, enter code 775665#

If unable to attend, join the conference call from your computer, tablet or smartphone: (712) 770-4010, enter code 775665# and Log on:

1. Call to Order – Establish Quorum

https://global.gotomeeting.com/join/347396253

First GoToMeeting? Do a quick system check: https://link.gotomeeting.com/system-check

8:35 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.
8:40 a.	m.	3. Agenda Amendments and Approval
8:45 a.	m.	4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
Page:	1	A. NLTRA Board Meeting Minutes from Nov 6, 2019 Link to preliminary online document
Page:	4	B. Approval of NLTRA Financial Statements of Oct 31, 2019
Page:	23	C. Approval of Interim CEO Expense Report for Oct 2019
Page:	39	D. Approval of 2019/20 Winter Lakeside Campaign & Year-Round Shopping Campaign Scopes of Work
Page:	52	E. Approval of 2019/20 Partnership Funding Allocations
Page:	56	F. Approval of 2020 Broken Arrow Skyrace Event Sponsorship
Page:	63	G. Approval of 2020 Lake Tahoe Lacrosse Tournament Event Sponsorship
Page:	69	H. Approval of Abbi Agency TBID Creative Collateral contract

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at www.nltra.org

- Finance Committee Meeting Nov 22, 2019
- Tourism Development Committee Nov 19, 2019
- In-Market Tourism Development Committee Nov 19, 2019
- 5. Action Items
- **8:50 a.m.** Page: 73 A. Approval of Tourism Development Committee Member Recommendations
- **9:10 a.m.** 6. Informational Updates/Verbal Reports
 - A. 2018/19 SMARI Research Result Presentation Nick Falkenstein
 - Page: 74 B. TBID Update Rob Kautz
 - C. Election Committee and Board Election Schedule Review
- **10:40 a.m.** 7. Reports/Back up The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- Page: 79 A. Destimetrics Report Oct 31, 2019
- Page: 80
 Page: 83
 B. Conference Revenue Statistics Report Oct 2019
 C. Tourism Development Report on Activities, Oct 2019
 Page: 86
 D. Visitor Information Center Visitor Report, Oct 2019
- Page: 87 E. North Lake Tahoe Marketing Coop Financial Statements Oct 2019
- Page: 92 F. Membership Accounts Receivable Report Oct 2019
- Page: 93 G. Financial Key Metrics Report Oct 2019
- **10:45 a.m.** 8. CEO and Staff Updates
- **10:50 a.m.** 9. Directors Comments
- **10:55 a.m.** 10. Meeting Review and Staff Direction
 - 11. Closed Session
 - 12. Adjournment



BOARD OF DIRECTORS MEETING

Date: Wednesday, November 6, 2019
Time: 8:30 a.m. – 11:00 p.m.
Location: Tahoe City PUD
221 Fairway Dr, Tahoe City, CA

NLTRA Mission

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Board of Directors:

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Aaron Rudnick, Sierra Tahoe Recreation | Drew Conly, Resort at Squaw Creek | Andre Priemer, Ritz-Carlton, Lake Tahoe
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Resort | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:30 AM – Quorum established Board members in attendance

Christy Beck, Drew Conly, Stephanie Hoffman, Karen Plank, Kevin Mitchell, Jim Phelan, Samir Tuma, Gary Davis, Dan Tester, Brett Williams, Tom Turner, Chris Larson, Chris Brown, and Adam Wilson. Aaron Rudnick attended via conference. A quorum was established. Advisory Member Erin Casey was present.

Board members absent

Greg Dallas and Chris Brown

Staff Members in attendance

Bonnie Bavetta, Amber Burke, Liz Bowling, Sarah Winters, and Interim Co-CEO Rob Kautz

Others in attendance

Lindsay Romack, Cindy Gustafson, Kylee Bigelow, and Jennifer Merchant

2. Public Forum

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. TUMA/WILLIAMS/UNANIMOUS

- 4. Consent Calendar All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.
 - A. NLTRA Board Meeting Minutes from Sept 4, 2019 Link to preliminary online document
 - B. Approval of NLTRA Financial Statements of Sept 31, 2019
 - C. Approval of Interim CEO Expense Report for Sept 2019
 - D. WinterWonderGrass 2020 Event Sponsorship
 - E. Fallon Multimedia Website Content Management Contract

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- Finance Committee Meeting Oct 29, 2019 Link to online document
- Tourism Development Committee Oct 29, 2019
- In-Market Tourism Development Committee Sept 24, 2019 <u>Link to online</u> <u>document</u>

Motion to approve the Consent Calendar as presented. WILLIAMS/PHELAN/UNANIMOUS

5. Action Items

A. NLTRA Independent Auditors' Report and Financials

Kendal Galka and Kelly Altick from McClintock presented the Auditor's Report, including the unmodified, clean opinion.

Motion to accept the NLTRA Independent Auditors' Report and Financials. MITCHELL/BROWN/UNANIMOUS

B. TBID Management District Plan and NLTRA as the Owner's Association

John Lambreth from CIVITAS addressed the group, reviewing the overall legal requirements of a TBID in California, process and details of the proposed TBID. The draft Management District Plan (MDP) was distributed to the Board for review and comment. Discussion followed as components were clarified and revisions suggested.

Kautz reviewed the recommended revisions to Governance and the make-up of the Board and Committees, which may require a change to the NLTRA Bylaws.

The topic was open to public comment. Joy Doyle asked for clarification on how members of the advisory committee will be appointed.

Alex Mourelatos is confused about how funds will be allocated. There is no actual workforce housing plan and although there are transportation plans, there are also other sources of funding. What if the community determines other priorities? He suggested there needs to be a stronger, clearer mission.

Kylee Bigelow from Tahoe City Downtown Association asked for clarification on how TCDA and NTBA will be funded. A question came up about the West Shore Association.

Sarah Coolidge advocated for flexibility in budget allocations. The CAP Committee struggles to allocate dollars to workforce housing and transportation, but runs into challenges with Tourism Master Plan constraints. Coolidge cautioned against "big voices" having "big influence."

Cindy Gustafson agreed with the idea of staying flexible regarding allocation of funds, noting these monies will be much more flexible than TOT. She noted the need to identify local funding sources that local vision controls. The TBID provides equity among businesses and local control of private funds.

Public comment was closed.

Wilson read a statement from Northstar/Vail that it will not support the TBID. The organization understands the need for an independent voice but this is the wrong vehicle. The MDP is unclear about what will be assessed and overstates benefits with the limited funds that will be available and almost 9% going to administrative costs. However, Northstar wants to remain engaged in the discussion.

Discussion followed regarding Northstar's position. Action on the MDP was tabled pending revisions.

Motion to approve NLTRA as the Owners' Association. Williams/Tuma/Carried with Wilson abstaining.

- C. Spartan National Championship 2020 Funding Motion to approve funding Spartan National Championship 2020 in the amount of \$175,000. Tester/Phelan/Unanimous
- 6. Informational Updates/Verbal Reports
- 7. Reports/Back up The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
 - A. Destimetrics Report Sept 31, 2019
 - **B.** Conference Revenue Statistics Report Sept 2019
 - C. Tourism Development Report on Activities, Sept 2019
 - D. Visitor Information Center Visitor Report, Sept 2019
 - E. North Lake Tahoe Marketing Coop Financial Statements Sept 2019
 - F. Membership Accounts Receivable Report Sept 2019
 - G. Financial Key Metrics Report Sept 2019
- 8. CEO and Staff Updates
- 9. Directors Comments
- 10. Meeting Review and Staff Direction

11. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:45 AM.

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



Date: 11/21/19

To: North Lake Tahoe Resort Association (NLTRA) Board of Directors

From: Bonnie Bavetta, CFO

RE: Report for October 2019

A summary of preliminary NLTRA financial results for October 31, 2019 follows:

- Cash balance on October 31, 2019 of \$792,000 was \$65,000 or approximately 8% less than prior year primarily due to outstanding payment due to the County from FY17/18 at Oct 31, 2018 and lower TOT year-to-date in FY18/19, offset partially by lower expenses year-to-date FY18/19.
- The Accounts Receivable TOT balance of \$266,000 reflected the County TOT funding for October. Payment was received in November. Balance at this date last year was \$263,000.
- Membership dues and other membership related accounts receivable totaled \$15,000, down \$1,000 from prior year.
- Receivable from NLTMC of \$8,000 reflected the credit card charges and other amounts due from NLTMC to NLTRA. Balance was down \$14,000 from prior year. Payment was received in November.
- Accounts payable, including credit cards, of \$53,000 were \$16,000 greater than prior year due primarily to higher expenditures in current year.
- Wages and related liabilities of \$115,000 were \$16,000 or 17% greater than prior year, due primarily to timing of commission payments.
- Accrued Expenses of \$15,000 were \$12,000 greater than prior year and included the balance of contracts entered into during fiscal year 2018/19 with commitments due to be paid in 2019/20. This was agreed to in the County contract.
- Deferred Revenue-Member Dues of \$38,000 was \$3,000 less than prior year.
- Deferred Revenue—County of \$350,000 reflected the 2019/20 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based timing of monthly payments from the County.
- Due To/From County of Placer balance of \$19,871 reflected TOT funds received for fiscal year 2018/19 that were due back to the County. The balance was \$201,721 less than prior year balance due of \$221,592. Actual Placer County TOT funding totaled \$3,681,266 for FY18/19 year, \$132,404 less than budget.
- YTD consolidated net income of \$112,000 at month end October represented Membership's positive net results YTD of \$12,000, and \$100,000 net positive results from TOT funded departments.
- Operating Results YTD Marketing

- YTD Revenue from Placer TOT Funding of \$974,000 was below budget \$14,000, the result of pay for performance expenditures being below budget.
- Net expenses, before overhead allocation, totaled \$799,000 and were \$41,000 or approximately 5% under budget,
- Total net results before overhead allocation of \$174,000 were positive to budget \$27,000.

Operating Results YTD – Conference

- Commission & conference dues revenue of \$31,000 was \$13,000 above budget. TOT revenue of \$119,000 was on budget
- Expenses of \$116,000 before allocated overhead were on budget.
- Net results were better than budget by \$13,000

Operating Results YTD – Visitor Center

- Merchandise sales of \$48,000 were \$5,000 below budget. TOT revenue of \$126,000 was on budget.
- o Expenses before overhead allocation of \$145,000 were \$10,000 below budget.
- Net results of \$29,000 were \$5,000 better than budget.

Operating Results YTD – TMPI

- o TOT revenue of \$60,000 was on budget.
- Expenditures of \$44,000 before overhead were \$11,000 below budget due to timing.
- Net results of \$16,000 were positive to budget \$11,000.

Operating Results YTD – Membership

- o Membership dues revenue of \$45,000 was \$2,000 better than budget. Other Membership revenue of \$4,000 was \$2,000 below budget.
- Expenses of \$31,000 were \$9,000 below budget due to staff expense.
- Net income of \$18,000 before overhead allocations was \$8,000 favorable to budget.
- Net income of \$12,000 after overhead allocations was \$10,000 favorable to budget.

Operating Results YTD – Administration

o Total expenses of \$160,000 were \$51,000 below budget due primarily to staff vacancies and professional fees timing.

Membership cash position as of October 31, 2019

- Membership activities resulted in a net income \$11,651
- Deferred revenues of \$38,218 less receivables of \$14,680 contributed an additional \$23,538 in cash
- Prior years' cumulative negative net results totaled \$17,007
- Net cash totaled \$18,182, no other funds were required to support Membership activities

Summary of North Lake Tahoe Marketing Cooperative financial results at October 31, 2019:

- Cash balance at month end of \$355,000 was \$69,000 less than prior year due to the reduction of prior funding surpluses in late FY18/19, offset partially by slower pay on accounts and improved results to date in FY19/20.
- Accounts payable of \$210,000 were \$92,000 greater than prior year due to timing
- Unrestricted Net Assets Equity of \$25,000 was \$165,000 less than prior year due to approved expenditures exceeding FY18/19 funding by \$165,000
- Net Income of \$163,000 was \$7,000 greater than prior year
- Year-to-date funding from NLTRA and IVCBVB of \$819.000 was on budget
- Consumer Marketing expenditures of \$281,000 were \$20,000 or 7% below budget due to timing
- Leisure Sales expenditures of \$62,000 were \$29,000 or 32% below budget due to timing
- Public Relations expenses of \$88,000 were \$19,000 or 18% below budget also due to timing
- Conference Sales expenditures of \$37,000 were \$47,000 below budget
- Trade Show expenditures of \$22,000 were \$44,000 below budget
- Committed & Administrative expenditures of \$146,000 were \$9,000 or 7% over budget due to timing
- Website & Maintenance expenses of \$21,000 were \$13,000 below budget due to timing
- Net income of \$163,000 was better than budget by \$163,000

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period

Ending

October 31, 2019

North Lake Tahoe Resort Association Balance Sheet

As of October 31, 2019

	Oct 31, 19	Oct 31, 18	\$ Change	% Change	Jun 30, 19
ETS					
Current Assets					
Checking/Savings	24.4	400	(05)	(220/.)	110
1001-00 · Petty Cash	314	409	(95)	(23%)	116
1003-00 · Cash - Operations BOTW #6712	393,450	516,091	(122,641)	(24%)	332,281
1007-00 · Cash - Payroll BOTW #7421	4,158	16,618	(12,460)	(75%)	11,572
1008-00 · Marketing Reserve - Plumas	50,269	50,194	75	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,718	100,517	201	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	213,434	141,856	71,578	50%	138,243
10950 · Cash in Drawer	179	1,584	(1,405)	(89%)	1,678
Total Checking/Savings	792,104	856,851	(64,747)	(8%)	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	25,028	21,236	3,792	18%	24,817
1290-00 · A/R - TOT	265,787	263,254	2,533	1%	57,504
Total Accounts Receivable	290,815	284,490	6,325	2%	82,321
Other Current Assets					
1200-99 · AR Other	0	5,945	(5,945)	(100%)	10
12000 · Undeposited Funds	0	75	(75)	(100%)	
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	13,385	14,810	(1,425)	(10%)	2,720
1201-03 · Member AR - Other	1,295	0	1,295	100%	3,745
1201-00 · Member Accounts Receivable - Other	0	1,210	(1,210)	(100%)	(
Total 1201-00 · Member Accounts Receivable	14,680	16,020	(1,340)	(8%)	6,465
1201-02 · Allowance for Doubtful Accounts	(2,775)	(2,775)	0	0%	(1,587
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	0	18	100%	15
12100 · Inventory Asset - Other	21,906	24,561	(2,655)	(11%)	22,015
Total 12100 · Inventory Asset	21,924	24,561	(2,637)	(11%)	22,030
1299 · Receivable from NLTMC	8,371	22,632	(14,261)	(63%)	15,703
1490-00 · Security Deposits	1,250	1,250	0	0%	1,250
Total Other Current Assets	43,450	67,708	(24,258)	(36%)	43,871
Total Current Assets	1,126,369	1,209,049	(82,680)	(7%)	790,558
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	68,768	(23,479)	(34%)	45,289
1701-00 · Accum. Depr Furn & Fix	(45,289)	(68,768)	23,479	34%	(45,289
1740-00 · Computer Equipment	4,270	8,436	(4,166)	(49%)	4,270
1741-00 · Accum. Depr Computer Equip	(4,269)	(8,435)	4,166	49%	(4,269
1750-00 · Computer Software	20,493	21,520	(1,027)	(5%)	20,493
1751-00 · Accum. Amort Software	(19,557)	(19,076)	(481)	(3%)	(19,085
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284
Total Fixed Assets	937	2,445	(1,508)	(62%)	1,409
Other Assets	331	۷,۳۳۵	(1,500)	(0270)	1,703
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Expenses	14,682	17,211	(2,529)	(15%)	14,312
					14 31/

North Lake Tahoe Resort Association Balance Sheet

As of October 31, 2019

	Oct 31, 19	Oct 31, 18	\$ Change	% Change	Jun 30, 19
1400-00 · Prepaid Expenses - Other	4,394	15,586	(11,192)	(72%)	3,964
Total 1400-00 Prepaid Expenses	19,176	33,797	(14,621)	(43%)	18,376
Total Other Assets	19,176	33,797	(14,621)	(43%)	18,376
OTAL ASSETS	1,146,482	1,245,291	(98,809)	(8%)	810,343
IABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	52,648	33,666	18,982	56%	73,556
Total Accounts Payable	52,648	33,666	18,982	56%	73,556
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-15 MC_2339 Liz	0	280	(280)	(100%)	0
2080-16 MC_2321 Bonnie	0	11	(11)	(100%)	0
2080-02 · MC_6765_Jason	0	15	(15)	(100%)	0
2080-10 · MC_9495_AI	0	345	(345)	(100%)	0
2080-11 · MC_3978_Amber	0	451	(451)	(100%)	0
2080-13 · MC_6903_Cindy	0	1,528	(1,528)	(100%)	0
2080-14 · MC_6193_Daphne	0	556	(556)	(100%)	
Total 2080-00 · Bank of the West - Master Cards	0	3,186	(3,186)	(100%)	0
Total Credit Cards	0	3,186	(3,186)	(100%)	0
Other Current Liabilities		-,	(5,122)	(12212)	
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	16,560	16,655	(95)	(1%)	20,922
2101-00 · Incentive Payable	19,269	20,105	(836)	(4%)	58,630
2102-00 · Commissions Payable	15,855	1,330	14,525	1,092%	7,132
2120-00 · Empl. Federal Tax Payable	7,460	8,090	(630)	(8%)	9,775
2175-00 · 401 (k) Plan	3,355	3,727	(372)	(10%)	4,369
2180-00 · Estimated PTO Liability	52,993	49,004	3,989	8%	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	115,492	98,911	16,581	17%	153,821
2190-00 · Sales and Use Tax Payable	,	,	,		,
2195-00 · Use Tax Payable	0	26	(26)	(100%)	827
25500 · *Sales Tax Payable	643	687	(44)	(6%)	2,307
Total 2190-00 · Sales and Use Tax Payable	643	713	(70)	(10%)	3,134
2250-00 · Accrued Expenses	15,201	3,526	11,675	331%	59,690
2400-42 · Marketing Co-op	0	230	(230)	(100%)	0
2400-60 · Deferred Revenue- Member Dues	38,219	41,283	(3,064)	(7%)	57,969
2500-00 · Deferred Revenue - TMBC	840	793	47	6%	840
2651-00 · Deferred Rev - Conference	0	6,233	(6,233)	(100%)	0
26900 · Unbilled Purchases	0	50	(50)	(100%)	·
2700-00 · Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 · Suspense	0	4,067	(4,067)	(100%)	0
2900-00 · Due To/From County of Placer	19,871	221,592	(201,721)	(91%)	19,871
Total Other Current Liabilities	540,571	727,703	(187,132)	(26%)	295,325
Total Current Liabilities	593,219	764,555	(171,336)	(22%)	368,881
	230,210	. 5 1,555	(,000)	(/0)	555,551

North Lake Tahoe Resort Association Accrual Basis

Balance Sheet

As of October 31, 2019

	Oct 31, 19	Oct 31, 18	\$ Change	% Change	Jun 30, 19
32000 · Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46%)	(11,669)
3300-11 · Designated Marketing Reserve	308,202	275,755	32,447	12%	308,202
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	111,801	66,380	45,421	68%	(5,338)
Total Equity	553,262	480,732	72,530	15%	441,461
TOTAL LIABILITIES & EQUITY	1,146,481	1,245,287	(98,806)	(8%)	810,342

July through October 2019

	Jul - Oct 19	Jul - Oct 18	\$ Change	% Change
Ordinary Income/Expense Income				
4050-00 · County of Placer TOT Funding 4200-00 · Membership Dues Revenue 4205-00 · Conference Dues	1,279,413 44,885 0	1,329,875 44,044 3,667	-50,463 841 -3,667	-4% 2% -100%
4250-00 · Revenues-Membership Activities 4250-02 · Chamber Events 4250-03 · Summer/Winter Rec Luncheon 4251-00 · Tues AM Breakfast Club	0 0 1,430	63 2,622 1,656	-63 -2,622 -226	-100% -100% -14%
4250-00 · Revenues-Membership Activities - Other	2,646	1,060	1,586	150%
Total 4250-00 · Revenues-Membership Activities	4,076	5,401	-1,325	-25%
4253-00 · Revenue- Other 4350-00 · Special Events (Marketing) 4600-00 · Commissions 4601-00 · Commissions - South Shore	0 0 6,563	6 0 8,417	-6 0 -1,854	-100% 0% -22%
4600-00 · Commissions - Other	23,971	21,957	2,014	9%
Total 4600-00 · Commissions	30,534	30,374	160	1%
46000 · Merchandise Sales 4502-00 · Non-Retail VIC income 46000 · Merchandise Sales - Other	195 47,854	2,296 51,034	-2,101 -3,179	-92% -6%
Total 46000 · Merchandise Sales	48,049	53,330	-5,281	-10%
Total Income	1,406,957	1,466,698	-59,741	-4%
Gross Profit	1,406,957	1,466,698	-59,741	-4%
Expense 5000-00 · Salaries & Wages 5000-01 · In-Market Administration 5010-00 · Sales Commissions 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	0 10,814 26,090 43,746 3,551 12,754 1,114 296,128	0 9,665 26,230 37,924 3,285 13,790 1,349 345,539	0 1,149 -140 5,822 266 -1,036 -234	0% 12% -1% 15% 8% -8% -17%
Total 5000-00 · Salaries & Wages	394,196	437,782	-43,586	-10%
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	3,301 716 3,225 52,232	3,990 45 2,315 51,212	-690 671 910 1,020	-17% 1,493% 39% 2%
Total 5100-00 · Rent	59,474	57,562	1,912	3%
5310-00 · Telephone 5320-00 · Telephone 5350-00 · Internet	7,594 0	12,077 25	-4,483 -25	-37% -100%
Total 5310-00 · Telephone	7,594	12,102	-4,508	-37%
5420-00 · Mail - USPS 5480-00 · Mail - Fed Ex 5420-00 · Mail - USPS - Other	0 443	54 541	-54 -98	-100% -18%
Total 5420-00 · Mail - USPS	443	594	-151	-26%
5510-00 · Insurance/Bonding 5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	5,206 140 6,739	1,996 2,629 4,387	3,210 -2,489 2,352	161% -95% 54%
Total 5520-00 · Supplies	6,879	7,016	-137	-2%
5610-00 · Depreciation 5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5850-00 · Artist of Month - Commissions 5900-00 · Professional Fees	472 71 3,719 11,285 738 1,175	596 640 3,291 5,212 1,609 499	-124 -569 428 6,073 -871 677	-21% -89% 13% 117% -54% 136%
5910-00 · Professional Fees - Attorneys 5920-00 · Professional Fees - Accountant	800 18,350	840 21,000	-40 -2,650	-5% -13%

July through October 2019

	Jul - Oct 19	Jul - Oct 18	\$ Change	% Change
5921-00 · Professional Fees - Other	40,399	0	40,399	100%
Total 5900-00 · Professional Fees	59,549	21,840	37,709	173%
5941-00 · Research & Planning	0	5,000	-5,000	-100%
6020-00 · Programs 6016-00 · Special Event Partnership	1,250	0	1,250	100%
Total 6020-00 · Programs	1,250	0	1,250	100%
6420-00 · Events				
6420-01 · Sponsorships 6023-00 · Autumn Food & Wine	34,668	30,398	4,271	14%
6421-06 · Spartan	254,019	258,000	-3,981	-2%
6421-08 · Tough Mudder 6421-10 · WinterWonderGrass - Tahoe	0 0	8,000 47	-8,000 -47	-100% -100%
Total 6420-01 · Sponsorships	288,687		-7,758	-3%
6421-00 · New Event Development 6422-00 · Event Media	220 0	0	220 0	100% 0%
6424-00 · Event Operation Expenses	1,411	2,222	-811	-37%
Total 6420-00 · Events	290,318	298,667	-8,349	-3%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	570 318	0	570 -2,876	100% -90%
6436-00 · Membership - Wnt/Sum Rec Lunch 6437-00 · Tuesday Morning Breakfast Club	1,741	3,194 1,632	-2,676 109	-90% 7%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	2,270	4,436	-2,165	-49%
6444-00 · Trades 6423-00 · Membership Activities - Other	0 1,129	0 1,230	0 -101	0% -8%
Total 6423-00 · Membership Activities	6,028	10,551	-4,523	-43%
6730-00 · Marketing Cooperative/Media 6742-00 · Non-NLT Co-Op Marketing Program	398,004 4,010	486,611 4,229	-88,607 -219	-18% -5%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	5,450	2,941	2,509	85%
6743-04 · High Notes 6743-05 · Peak Your Adventure	0 0	0 450	0 -450	0% -100%
Total 6743-00 · BACC Marketing Programs	5,450	3,391	2,059	61%
8100-00 · Cost of Goods Sold	550	040	00	4.40/
51100 · Freight and Shipping Costs 52500 · Purchase Discounts	558 -1	648 -40	-90 40	-14% 99%
59900 · POS Inventory Adjustments	116	32	85	268%
8100-00 · Cost of Goods Sold - Other	24,186	27,465	-3,279	-12%
Total 8100-00 ⋅ Cost of Goods Sold	24,860	28,105	-3,245	-12%
8200-00 · Associate Relations	449	678	-230	-34%
8300-00 · Board Functions	4,282	4,708	-426	-9%
8500-00 · Credit Card Fees 8700-00 · Automobile Expenses	2,430 1,266	2,345 1,824	85 -557	4% -31%
8750-00 · Meals/Meetings	753	1,114	-361	-32%
8810-00 · Dues & Subscriptions	3,304	2,173	1,131	52%
8920-00 · Bad Debt	2,043	275	1,768	643%
Total Expense	1,295,249	1,400,411	-105,162	-8%
Net Ordinary Income	111,708	66,286	45,422	69%
Other Income/Expense				
Other Income 4700-00 · Revenues- Interest & Investment	93	93	0	0%
Total Other Income	93	93	0	0%
Other Expense Balancing Adjustments	0	0	0	0%
8990-00 · Allocated				0%
Total Other Expense	0	0	0	0%
Net Other Income	93	93	0	0%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through October 2019

	Jul - Oct 19	Jul - Oct 18	\$ Change	% Change
Net Income	111,801	66,380	45,422	68%

_	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense Income							
4050-00 · County of Placer TOT Funding	200,113	173,799	26,314	974,142	988,426	(14,284)	3,044,007
Total Income	200,113	173,799	26,314	974,142	988,426	(14,284)	3,044,007
Gross Profit	200,113	173,799	26,314	974,142	988,426	(14,284)	3,044,007
Expense 5000-00 · Salaries & Wages 5000-01 · In-Market Administration 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	1,375 1,777 4,592 113 779 127 25,440	1,375 2,037 3,667 178 1,019 160 25,467	0 (260) 925 (65) (240) (34) (27)	5,500 7,013 16,917 551 3,386 367 91,278	5,500 8,149 14,668 713 4,075 640 101,868	0 (1,137) 2,249 (162) (688) (273) (10,590)	16,500 21,537 44,004 2,139 12,224 1,920 305,604
Total 5000-00 · Salaries & Wages	34,202	33,903	299	125,012	135,613	(10,601)	403,929
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	158 0 410 2,410	148 0 183 2,062	9 0 227 347	666 0 1,206 9,734	581 0 783 8,544	85 0 422 1,190	2,001 4,367 2,866 24,200
Total 5100-00 · Rent	2,977	2,394	583	11,606	9,909	1,697	33,434
5310-00 · Telephone 5320-00 · Telephone	545	600	(55)	2,107	2,400	(293)	6,600
Total 5310-00 · Telephone	545	600	(55)	2,107	2,400	(293)	6,600
5420-00 · Mail - USPS	115	50	65	218	200	18	600
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0 357	100 150	(100) 207	0 769	2,900 600	(2,900) 169	3,700 4,750
Total 5520-00 · Supplies	357	250	107	769	3,500	(2,731)	8,450
5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5900-00 · Professional Fees	0 0 277 0	120 315 350	(120) (38) (350)	0 60 1,149 649	480 1,260 609	(480) (111) 40	1,440 3,780 4,785
5910-00 · Professional Fees - Attorneys 5921-00 · Professional Fees - Other	0	100 400	(100) (400)	0 0	400 1,600	(400) (1,600)	1,500 4,800
Total 5900-00 · Professional Fees	0	500	(500)	0	2,000	(2,000)	6,300
5941-00 · Research & Planning 6020-00 · Programs 6016-00 · Special Event Partnership	0	1,500	(1,500)	1,250	6,000	(6,000) 1,250	18,000 50,000
6018-00 · Business Assoc. Grants		0	0	0	0	0	30,000
Total 6020-00 · Programs 6420-00 · Events 6420-01 · Sponsorships 6023-00 · Autumn Food & Wine	0 18	4,000	(3,982)	1,250 34,668	0 37,495	1,250	80,000 37,495
6421-01 · 4th of July Fireworks 6421-04 · Broken Arrow Skyrace 6421-06 · Spartan 6421-07 · Tahoe Lacrosse Tournament 6421-09 · Wanderlust 6421-10 · WinterWonderGrass - Tahoe 6421-16 · Mountain Travel Symposium	0 0 0 0 0	0 0 4,000 0 0 0	0 0 (4,000) 0 0 0	0 0 254,019 0 0 0	0 0 254,400 0 500 0	0 0 (381) 0 (500) 0	20,000 25,400 254,400 6,000 37,500 21,900 75,000
Total 6420-01 · Sponsorships	18	8,000	(7,982)	288,687	292,395	(3,708)	477,695
6421-00 · New Event Development 6424-00 · Event Operation Expenses	220	2,500 667	(2,280)	220 1,411	10,000 2,668	(9,780) (1,257)	30,000 8,000
Total 6420-00 · Events	238	11,167	(10,929)	290,318	305,063	(14,745)	515,695
6730-00 · Marketing Cooperative/Media 6742-00 · Non-NLT Co-Op Marketing Program	71,180 986	71,180 1,410	0 (424)	355,697 3,210	355,697 5,910	0 (2,700)	1,376,446 15,910
6743-00 · BACC Marketing Programs 6743-01 · Shop Local 6743-03 · Touch Lake Tahoe 6743-04 · High Notes 6743-05 · Peak Your Adventure	0 0 0 1,000	4,190 0 0 450	(4,190) 0 0 550	5,450 0 0 0	7,132 0 0 450	(1,682) 0 0 (450)	20,000 20,000 20,000 20,000
Total 6743-00 · BACC Marketing Programs	1,000	4,640	(3,640)	5,450	7,582	(2,132)	80,000
8200-00 · Associate Relations 8500-00 · Credit Card Fees 8600-00 · Additional Opportunites 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions	48 45 0 32 90 211	140 267 130 163 250	(92) (267) (98) (72) (39)	127 50 0 860 218 794	560 2,091 520 650 1,000	(433) (2,091) 340 (432) (206)	1,660 26,091 1,560 1,950 3,000

Accrual Basis

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
8910-00 · Travel	0	0	0	0	0	0	6,300
Total Expense	112,304	129,329	(17,025)	799,543	841,043	(41,501)	2,595,931
Net Ordinary Income	87,808	44,469	43,339	174,599	147,383	27,216	448,076
Other Income/Expense Other Income 4700-00 · Revenues- Interest & Investment	24			93			
Total Other Income	24			93			
Other Expense 8990-00 · Allocated	36,255	46,831	(10,576)	114,981	151,623	(36,642)	448,076
Total Other Expense	36,255	46,831	(10,576)	114,981	151,623	(36,642)	448,076
Net Other Income	(36,232)	(46,831)	10,599	(114,887)	(151,623)	36,736	(448,076)
Net Income	51,577	(2,362)	53,938	59,712	(4,240)	63,952	0

Total 500-00 · Salaries & Wages	al Budget
Total Income 200,113 173,799 28,314 974,142 988,426 (14,284)	
Expense September Septem	3,044,007
Bignores Signores Signores	3,044,007
Selection	3,044,007
S100-00 - Rent	16,500 21,537 44,004 2,139 12,224 1,920 305,604
\$110-00 - Utilities	403,929
S310-00 · Telephone 545 600 (55) 2,107 2,400 (293)	2,001 4,367 2,866 24,200
Total 5310-00 - Telephone	33,434
5420-00 · Mail · USPS 115 50 65 218 200 18 5520-00 · Supplies · Other 357 150 207 769 600 (2,900) 5520-00 · Supplies · Other 357 150 207 769 600 (2,900) Total 5520-00 · Supplies · Other 357 250 107 769 3,500 (2,731) 5700-00 · Equipment Support & Maintenance 0 120 (120) 0 480 (480) 5710-00 · Taxus, Licenses & Fees 0 120 (120) 0 480 (480) 5710-00 · Taxus, Licenses & Fees 0 120 (120) 0 480 (480) 5710-00 · Taxus, Licenses & Fees 0 350 (350) 649 609 400 5710-00 · Taxusing Seminars 0 350 (350) 649 609 40 5910-00 · Professional Fees 0 100 (100) 0 400 (400) 5921-00 · Professional Fees 0 500 (6,600
5520-00 · Supplies 5525-00 · Supplies - Computer <\$1000	6,600
S525-00 - Supplies - Computer <\$1000	600
5700-00 · Equipment Support & Maintenance 0 120 (120) 0 480 (480) 5710-00 · Taxas, Licenses & Fees 0 60 60 60 60 60 5740-00 · Equipment Rental/Leasing 277 315 (38) 1,149 1,260 (111) 5800-00 · Training Seminars 0 350 (350) 649 609 40 5910-00 · Professional Fees 0 100 (100) 0 400 (400) 5921-00 · Professional Fees · Attorneys 0 100 (100) 0 400 (400) 591-00 · Professional Fees · Other 0 500 (500) 0 2,000 (2,000) 5941-00 · Research & Planning 0 1,500 (1,500) 0 6,000 (6,000) 6020-00 · Programs 0 0 0 1,250 0 1,250 6018-00 · Special Event Partnership 0 0 0 1,250 0 1,250 6018-00 · Programs 0 0	3,700 4,750
5710-00 - Taxies, Licenses & Fees 0 60 5740-00 · Equipment Rental/Leasing 277 315 (38) 1,149 1,260 (111) 5800-00 · Training Seminars 0 350 (350) 649 609 40 5910-00 · Professional Fees 4ttorneys 0 100 (100) 0 400 (400) 591-00 · Professional Fees 0 500 (500) 0 400 (2,000) Total 5900-00 · Professional Fees 0 500 (500) 0 2,000 (2,000) 5941-00 · Research & Planning 0 1,500 (1,500) 0 6,000 (6,000) 6020-00 · Programs 0 0 0 1,250 0 1,250 6018-00 · Special Event Partnership 0 0 0 0 1,250 0 1,250 6018-00 · Programs 0 0 0 0 1,250 0 1,250 6020-00 · Programs 0 0 0 0 0	8,450
5921-00 · Professional Fees - Other 0 400 (400) 0 1,600 (1,600) Total 5900-00 · Professional Fees 0 500 (500) 0 2,000 (2,000) 5941-00 · Research & Planning 0 1,500 (1,500) 0 6,000 (6,000) 6016-00 · Special Event Partnership 0 0 0 0 0 0 1,250 0 1,250 6018-00 · Business Assoc. Grants 0 1,250 0 1,250 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 1,250 0 1,250 0 0 0 0 1,250 0 0 1,250 0 0 0	1,440 3,780 4,785
5941-00 · Research & Planning 0 1,500 (1,500) 0 6,000 (6,000) 6020-00 · Programs 6016-00 · Special Event Partnership 0 0 0 0 1,250 0 1,250 6018-00 · Business Assoc. Grants 0 1,250 0 1,250 0 1,250 0 0 0 0 0 0 0 0 0 1,250 0 0 1,250 0 0 1,250 0 1,250 0 1,250 0 0 1,250 0 1,250 0 1,250 0 0 0 0 0 0 0 <t< th=""><th>1,500 4,800</th></t<>	1,500 4,800
6020-00 · Programs 6016-00 · Special Event Partnership 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6,300
6420-00 · Events 6420-01 · Sponsorships 6023-00 · Autumn Food & Wine 18 4,000 (3,982) 34,668 37,495 (2,827) 3 6421-01 · 4th of July Fireworks 0 0 0 0 0 0 0 0 0 0 2 6421-04 · Broken Arrow Skyrace 0 0 0 0 0 0 0 0 0 0 0 2 6421-06 · Spartan 0 4,000 (4,000) 254,019 254,400 (381) 25 6421-07 · Tahoe Lacrosse Tournament 0 0 0 0 0 0 0 0 0 6421-09 · Wanderlust 0 0 0 0 0 500 (500) 3 6421-10 · WinterWonderGrass · Tahoe 0 0 0 0 0 0 0 0 0 6421-10 · WinterWonderGrass · Tahoe 0 0 0 0 0 0 0 0 0 0 7 Total 6420-01 · Sponsorships 18 8,000 (7,982) 288,687 292,395 (3,708)	18,000 50,000 30,000
6420-01 · Sponsorships 6023-00 · Autumn Food & Wine 18 4,000 (3,982) 34,668 37,495 (2,827) 3 6421-01 · 4th of July Fireworks 0 0 0 0 0 0 0 0 2 6421-04 · Broken Arrow Skyrace 0	80,000
6421-04 · Broken Arrow Skyrace 0 0 0 0 0 0 2 6421-06 · Spartan 0 4,000 (4,000) 254,019 254,400 (381) 25 6421-07 · Tahoe Lacrosse Tournament 0 0 0 0 0 0 0 0 0 0 0 0 6421-00 · Wanderlust 0 <t< th=""><th>7,495</th></t<>	7,495
6421-00 · New Event Development 220 2,500 (2,280) 220 10,000 (9,780)	0,000 5,400 4,400 6,000 7,500 1,900 5,000
	477,695
	30,000 8,000
Total 6420-00 · Events 238 11,167 (10,929) 290,318 305,063 (14,745)	515,695
6730-00 · Marketing Cooperative/Media 71,180 71,180 0 355,697 355,697 0 6742-00 · Non-NLT Co-Op Marketing Program 986 1,410 (424) 3,210 5,910 (2,700)	1,376,446 15,910
6743-00 · BACC Marketing Programs 6743-01 · Shop Local 0 4,190 (4,190) 5,450 7,132 (1,682) 6743-03 · Touch Lake Tahoe 0 0 0 0 0 0 6743-04 · High Notes 0 0 0 0 0 0 6743-05 · Peak Your Adventure 1,000 450 550 0 450 (450)	20,000 20,000 20,000 20,000
Total 6743-00 · BACC Marketing Programs 1,000 4,640 (3,640) 5,450 7,582 (2,132)	80,000
8200-00 · Associate Relations 48 140 (92) 127 560 (433) 8500-00 · Credit Card Fees 45 50 8600-00 · Additional Opportunites 0 267 (267) 0 2,091 (2,091) 8700-00 · Automobile Expenses 32 130 (98) 860 520 340 8750-00 · Meals/Meetings 90 163 (72) 218 650 (432) 8810-00 · Dues & Subscriptions 211 250 (39) 794 1,000 (206)	1,660 26,091 1,560 1,950 3,000

Accrual Basis

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
8910-00 · Travel	0	0	0	0	0	0	6,300
Total Expense	112,304	129,329	(17,025)	799,543	841,043	(41,501)	2,595,931
Net Ordinary Income	87,808	44,469	43,339	174,599	147,383	27,216	448,076
Other Income/Expense Other Income 4700-00 · Revenues- Interest & Investment	24			93			
Total Other Income	24			93			
Other Expense 8990-00 · Allocated	50,075	46,831	3,244	128,800	151,623	(22,823)	448,076
Total Other Expense	50,075	46,831	3,244	128,800	151,623	(22,823)	448,076
Net Other Income	(50,051)	(46,831)	(3,220)	(128,707)	(151,623)	22,916	(448,076)
Net Income	37,757	(2,362)	40,119	45,892	(4,240)	50,133	0

Accrual Basis

30 - Conference

		Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
	4050-00 · County of Placer TOT Funding	22,082	22,082	0	119,462	119,461	1	383,252
Total Income				-		-		•
Section Sect	Total 4600-00 · Commissions	13,091	13,480	(389)	30,534	17,869	12,666	28,276
Expense S000-0- Salaries & Wages 1,883 800 1,083 10,814 3,200 7,614 9,800 1,600 5,900-0- 10,000 1,000	Total Income	35,173	35,561	(388)	149,996	137,330	12,666	411,528
	Gross Profit	35,173	35,561	(388)	149,996	137,330	12,666	411,528
5150-00 · Office - Cleaning 5100-00 · Rent - Other 200 1,000	5000-00 · Salaries & Wages 5010-00 · Sales Commissions 5020-00 · P/R · Tax Expense 5030-00 · P/R · Health Insurance Expense 5040-00 · P/R · Workmans Comp 5060-00 · 401 (k) 5061-00 · 401k Profit Sharing 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages · Other Total 5000-00 · Salaries & Wages	348 3,293 35 192 0 56 5,146 10,953	1,064 1,754 88 501 80 0 12,514 16,800	(716) 1,539 (53) (308) (80) 56 (7,368) (5,847)	2,942 10,710 295 1,615 0 202 39,804 66,382	4,255 7,016 350 2,002 320 0 50,056 67,199	(1,913) 3,694 (56) (387) (320) 202 (10,252) (817)	12,764 21,048 1,051 6,007 960 0 150,168 201,598
S310-00 · Telephone S320-00 · Supplies S320-00 · Supplies S320-00 · Supplies - Omputer <\$1000	5150-00 · Office - Cleaning	200	94	106	588	376	`21Ź	1,128
5320-00 · Telephone 240 300 (60) 1,100 1,200 (100) 3,600 Total 5310-00 · Telephone 240 300 (60) 1,100 1,200 (100) 3,600 5420-00 · Mail · USPS 0 15 (15) 50 60 (10) 180 5520-00 · Supplies 5520-00 · Supplies · Other 55 67 (12) 175 165 10 594 Total 5520-00 · Supplies · Other 55 67 (12) 175 165 10 594 Total 5520-00 · Supplies · Other 55 67 (12) 175 289 (114) 966 5700-00 · Supplies · Other 55 98 (43) 175 289 (114) 966 5700-00 · Supplies · Other 55 98 (43) 175 289 (114) 966 5700-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 0 0 0 0 14 0 <th>Total 5100-00 · Rent</th> <td>1,407</td> <td>1,230</td> <td>177</td> <td>5,480</td> <td>4,920</td> <td>560</td> <td>14,760</td>	Total 5100-00 · Rent	1,407	1,230	177	5,480	4,920	560	14,760
5420-00 · Mail - USPS 0 15 (15) 50 60 (10) 180 5520-00 · Supplies - Computer <\$1000 0 31 (31) 0 124 (124) 372 5520-00 · Supplies - Other 55 67 (12) 175 165 10 594 Total 5520-00 · Supplies - Other 55 98 (43) 175 289 (114) 966 5700-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 0 240 5710-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 0 0 240 5710-00 · Taxes, Licenses & Fees 0 0 0 0 0 0 0 0 0 0 0 0 240 0 0 0 0 0 1 4 0 0 1 1 4 0 0 1 1 0 0 0 <th></th> <td>240</td> <td>300</td> <td>(60)</td> <td>1,100</td> <td>1,200</td> <td>(100)</td> <td>3,600</td>		240	300	(60)	1,100	1,200	(100)	3,600
5520-00 · Supplies 5525-00 · Supplies · Computer <\$1000 0 31 (31) 0 124 (124) 372 5520-00 · Supplies · Other 55 67 (12) 175 165 10 594 Total 5520-00 · Supplies 55 98 (43) 175 289 (114) 966 5700-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 240 5710-00 · Taxes, Licenses & Fees 0 0 0 0 31 49 9 9 1,496 42,907 0 12,90	Total 5310-00 · Telephone	240	300	(60)	1,100	1,200	(100)	3,600
5525-00 · Supplies - Computer <\$1000 0 31 (31) 0 124 (124) 372 5520-00 · Supplies - Other 55 67 (12) 175 165 10 594 Total 5520-00 · Supplies 55 98 (43) 175 289 (114) 966 5700-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 0 0 240 5700-00 · Equipment Support & Maintenance 0 0 0 0 0 0 0 0 31 0 31 0 5740-00 · Equipment Rental/Leasing 122 125 (3) 507 499 9 9 1,496 6730-00 · Marketing Cooperative/Media 10,576 10,576 0 42,307 42,307 0 126,916 8200-00 · Associate Relations 15 80 (65) 15 320 (305) 960 8810-00 · Dues & Subscriptions 2 20 (18) 4	5420-00 · Mail - USPS	0	15	(15)	50	60	(10)	180
5700-00 · Equipment Support & Maintenance 0 0 0 0 0 240 5710-00 · Taxes, Licenses & Fees 0 0 0 31 0 31 0 5740-00 · Equipment Rental/Leasing 122 125 (3) 507 499 9 1,496 6730-00 · Marketing Cooperative/Media 10,576 10,576 0 42,307 42,307 0 126,916 8200-00 · Associate Relations 15 80 (65) 15 320 (305) 960 8810-00 · Dues & Subscriptions 2 20 (18) 4 80 (76) 240 Total Expense 23,370 29,243 (5,873) 116,052 116,874 (822) 350,956 Net Ordinary Income 11,803 6,318 5,485 33,944 20,456 13,488 60,572 Other Income/Expense 6 6 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Total Other Expense 4,891 6,318 <th>5525-00 · Supplies- Computer <\$1000</th> <th>55</th> <th>67</th> <th>(12)</th> <th>175</th> <th>165</th> <th>10</th> <th>594</th>	5525-00 · Supplies- Computer <\$1000	55	67	(12)	175	165	10	594
5710-00 · Taxes, Licenses & Fees 0 0 0 31 0 31 0 5740-00 · Equipment Rental/Leasing 122 125 (3) 507 499 9 1,496 6730-00 · Marketing Cooperative/Media 10,576 10,576 0 42,307 42,307 0 126,916 8200-00 · Associate Relations 15 80 (65) 15 320 (305) 960 8810-00 · Dues & Subscriptions 2 20 (18) 4 80 (76) 240 Total Expense 23,370 29,243 (5,873) 116,052 116,874 (822) 350,956 Net Ordinary Income 11,803 6,318 5,485 33,944 20,456 13,488 60,572 Other Income/Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Total Other Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Net Other Income 4,891	Total 5520-00 · Supplies			(43)			(114)	
Net Ordinary Income 11,803 6,318 5,485 33,944 20,456 13,488 60,572 Other Income/Expense Other Expense 8990-00 · Allocated 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Total Other Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Net Other Income (4,891) (6,318) 1,427 (15,512) (20,456) 4,944 (60,572)	5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 6730-00 · Marketing Cooperative/Media 8200-00 · Associate Relations	0 122 10,576 15	0 125 10,576 80	0 (3) 0 (65)	31 507 42,307 15	0 499 42,307 320	31 9 0 (305)	0 1,496 126,916 960
Other Income/Expense Other Expense 8990-00 · Allocated 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Total Other Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Net Other Income (4,891) (6,318) 1,427 (15,512) (20,456) 4,944 (60,572)	Total Expense	23,370	29,243	(5,873)	116,052	116,874	(822)	350,956
Other Expense 8990-00 · Allocated 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Total Other Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Net Other Income (4,891) (6,318) 1,427 (15,512) (20,456) 4,944 (60,572)	Net Ordinary Income	11,803	6,318	5,485	33,944	20,456	13,488	60,572
Total Other Expense 4,891 6,318 (1,427) 15,512 20,456 (4,944) 60,572 Net Other Income (4,891) (6,318) 1,427 (15,512) (20,456) 4,944 (60,572)								
Net Other Income (4,891) (6,318) 1,427 (15,512) (20,456) 4,944 (60,572)								
	·	4,891	6,318		15,512			
Net Income 6,912 0 6,912 18,432 0 18,432 0								
	Net Income	6,912		6,912	18,432		18,432	

Accrual Basis

42 - Visitor Center

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense Income							
4050-00 · County of Placer TOT Funding 46000 · Merchandise Sales	31,465	31,465	0	126,085	126,085	0	398,306
4502-00 · Non-Retail VIC income 46000 · Merchandise Sales - Other	175 8,700	400 9,000	(225) (300)	195 47,854	1,600 51,400	(1,405) (3,546)	4,800 108,100
Total 46000 · Merchandise Sales	8,875	9,400	(525)	48,049	53,000	(4,951)	112,900
Total Income	40,340	40,865	(525)	174,134	179,085	(4,951)	511,206
Gross Profit	40,340	40,865	(525)	174,134	179,085	(4,951)	511,206
Expense 5000-00 · Salaries & Wages 5020-00 · P/R · Tax Expense 5030-00 · P/R · Health Insurance Expense 5040-00 · P/R · Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages · Other	1,062 1,508 386 565 42 14,898	1,240 2,225 569 506 80 12,650	(178) (717) (183) 59 (38) 2,248	6,274 6,542 2,462 2,418 141 67,122	5,910 8,900 2,713 2,412 320 60,300	364 (2,358) (251) 6 (179) 6,822	17,362 26,700 7,856 6,984 960 174,600
Total 5000-00 · Salaries & Wages	18,462	17,270	1,192	84,959	80,555	4,404	234,462
5100-00 · Rent 5110-00 · Utilitities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	387 0 40 6,499	650 1,000 50 6,500	(263) (1,000) (10) (1)	1,584 120 118 26,003	2,350 4,000 200 26,000	(766) (3,880) (82) 3	7,600 12,000 2,500 78,800
Total 5100-00 · Rent	6,926	8,200	(1,274)	27,825	32,550	(4,725)	100,900
5310-00 · Telephone 5320-00 · Telephone	228	242	(14)	905	968	(63)	2,904
Total 5310-00 · Telephone	228	242	(14)	905	968	(63)	2,904
5420-00 · Mail - USPS	0	50	(50)	35	200	(165)	600
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0 348	1 256	(1) 92	0 1,179	252 2,090	(252) (911)	1,310 4,894
Total 5520-00 · Supplies	348	257	91	1,179	2,342	(1,163)	6,204
5610-00 · Depreciation 5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5850-00 · Artist of Month - Commissions 6740-00 · Media/Collateral/Production 6742-00 · Non-NLT Co-Op Marketing Program	118 0 0 222 0 0 0 200	118 100 0 235 1,500 360 0 1,000	(0) (100) 0 (13) (1,500) (360) (800)	472 0 20 881 0 1,175 0 800	472 400 155 940 2,000 1,440 0	(0) (400) (135) (59) (2,000) (265) 0 (3,200)	1,180 1,200 155 2,820 3,000 4,320 3,000 12,000
8100-00 · Cost of Goods Sold 51100 · Freight and Shipping Costs 52500 · Purchase Discounts 59900 · POS Inventory Adjustments 8100-00 · Cost of Goods Sold - Other	217 0 46 4,614	100 4,500	117 114	558 (1) 116 24,186	600 25,700	(42) (1,514)	1,190 54,050
Total 8100-00 · Cost of Goods Sold	4,876	4,600	276	24,860	26,300	(1,440)	55,240
8200-00 · Associate Relations 8500-00 · Credit Card Fees 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions 8910-00 · Travel	169 334 44 104 0	58 329 100 65 0	111 5 (56) 39 0	169 1,529 205 145 0	232 1,856 400 260 0	(63) (327) (195) (115) 0	696 3,954 950 780 100 1,500
Total Expense	32,030	34,484	(2,454)	145,159	155,070	(9,911)	435,965
Net Ordinary Income	8,310	6,381	1,929	28,976	24,015	4,961	75,241
Other Income/Expense Other Expense 8990-00 · Allocated	6,101	7,881	(1,780)	19,350	25,516	(6,166)	75,243
Total Other Expense	6,101	7,881	(1,780)	19,350	25,516	(6,166)	75,243
Net Other Income	(6,101)	(7,881)	1,780	(19,350)	(25,516)	6,166	(75,243)
Net Income	2,209	(1,500)	3,709	9,626	(1,501)	11,127	(2)

Accrual Basis

51 - TMPI

	Oct 19	Budget	\$ Over Bu	Jul - Oct 19	YTD Budget	\$ Over Bu	Annual Bu
Ordinary Income/Expense							
Income 4050-00 · County of Placer TOT Funding	12,127	12,127	0	59,724	59,724	0	88,866
Total Income	12,127	12,127	0	59,724	59,724	0	88,866
Gross Profit	12,127	12,127	0	59,724	59,724	0	88,866
Expense 5000-00 · Salaries & Wages 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5000-00 · Salaries & Wages - Other	0 0 0 0	33 4 4 23 567	(33) (4) (4) (23) (567)	0 0 0 0	132 16 16 92 2,268	(132) (16) (16) (92) (2,268)	396 48 48 276 6,804
Total 5000-00 · Salaries & Wages	0	631	(631)	0	2,524	(2,524)	7,572
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	0 0 0 544	7 0 6 0	(7) 0 (6) 544	0 0 0 1,088	23 0 27 216	(23) 0 (27) 872	36 6 41 504
Total 5100-00 · Rent	544	13	531	1,088	266	822	587
5310-00 · Telephone 5320-00 · Telephone	0	22	(22)	0	181	(181)	230
Total 5310-00 · Telephone	0	22	(22)	0	181	(181)	230
5420-00 · Mail - USPS	0	9	(9)	0	18	(18)	18
5510-00 · Insurance/Bonding	0	10	(10)	0	37	(37)	64
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0	12 5	(12) (5)	0 2,528	1,536 10,505	(1,536) (7,977)	1,560 10,510
Total 5520-00 · Supplies	0	17	(17)	2,528	12,041	(9,513)	12,070
5740-00 · Equipment Rental/Leasing	0	33	(33)	0	149	(149)	216
5900-00 · Professional Fees 5921-00 · Professional Fees - Other	10,250	10,000	250	40,398	40,000	398	55,000
Total 5900-00 · Professional Fees	10,250	10,000	250	40,398	40,000	398	55,000
8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions	0 0 0	6 1 (46)	(6) (1) 46	0 0 0	14 2 0	(14) (2) 0	25 4 0
Total Expense	10,794	10,696	98	44,014	55,232	(11,218)	75,786
Net Ordinary Income	1,333	1,431	(98)	15,710	4,492	11,218	13,080
Other Income/Expense							
Other Expense 8990-00 · Allocated	1,059	1,368	(309)	3,358	4,429	(1,071)	13,080
Total Other Expense	1,059	1,368	(309)	3,358	4,429	(1,071)	13,080
r · · · · · · · · · · · · · · · · · · ·							
Net Other Income	(1,059)	(1,368)	309	(3,358)	(4,429)	1,071	(13,080)

Accrual Basis

60 - Membership

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income 4200-00 · Membership Dues Revenue 4250-00 · Revenues-Membership Activities	11,618	10,833	785	44,885	43,333	1,552	130,000
4250-01 · Community Awards 4250-04 · Silent Auction 4250-05 · Sponsorships 4250-01 · Community Awards - Other	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	17,000 17,000 16,000
Total 4250-01 · Community Awards		0	0	0	0	0	50,000
4250-02 · Chamber Events	0	0	0	0	0	0	2,500
4250-03 · Summer/Winter Rec Luncheon 4251-00 · Tues AM Breakfast Club 4251-01 · Tues AM Breakfast Club Sponsors	0	2,700 583	(2,700) (583)	0	2,700 2,333	(2,700)	2,700 7,000
4251-00 · Tues AM Breakfast Club - Other	540	0	540	1,430	0	1,430	3,000
Total 4251-00 · Tues AM Breakfast Club	540	583	(43)	1,430	2,333	(903)	10,000
4250-00 · Revenues-Membership Activities - Other	170			2,646			
Total 4250-00 · Revenues-Membership Activities	710	3,283	(2,573)	4,076	5,033	(957)	65,200
4253-00 · Revenue- Other	0	333	(333)	0	1,333	(1,333)	4,000
Total Income	12,328	14,450	(2,122)	48,961	49,700	(739)	199,200
Gross Profit	12,328	14,450	(2,122)	48,961	49,700	(739)	199,200
Expense 5000-00 · Salaries & Wages 5000-01 · In-Market Administration 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp	(1,375) 290 551 22	(1,375) 434 849 44	0 (145) (298) (23)	(5,500) 2,661 2,245 164	(5,500) 1,737 3,396 177	0 924 (1,151) (13)	(16,500) 5,211 10,188 532
5060-00 · 0401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	179 (0) 4,735	253 13 6,329	(74) (14) (1,594)	1,498 8 17,087	1,013 53 25,316	486 (46) (8,229)	3,038 160 75,948
Total 5000-00 · Salaries & Wages	4,402	6,548	(2,146)	18,164	26,192	(8,029)	78,577
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	37 0 95 86	36 44 27 497	1 (44) 68 (411)	154 0 279 1,453	143 175 107 1,988	11 (175) 173 (535)	430 525 320 5,965
Total 5100-00 · Rent	217	603	(386)	1,887	2,413	(527)	7,240
5310-00 · Telephone 5320-00 · Telephone	115	150	(35)	456	600	(144)	1,800
Total 5310-00 · Telephone	115	150	(35)	456	600	(144)	1,800
5420-00 · Mail - USPS	0	8	(8)	24	33	(9)	100
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0 26	42 83	(42) (57)	0 83	167 333	(167) (250)	500 1,000
Total 5520-00 · Supplies	26	125	(99)	83	500	(417)	1,500
5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5900-00 · Professional Fees	0 166 0	0 225 21	0 (59) (21)	14 674 0	900 83	(226) (83)	2,700 250
5921-00 · Professional Fees - Other	0	83	(83)	0	333	(333)	1,000
Total 5900-00 · Professional Fees	0	83	(83)	0	333	(333)	1,000
6423-00 · Membership Activities 6434-00 · Community Awards Dinner 6435-00 · Shop Local Event 6436-00 · Membership · Wnt/Sum Rec Lunch 6437-00 · Tuesday Morning Breakfast Club 6442-00 · Public Relations/Website 6423-00 · Membership Activities · Other	285 0 0 710 375 135	0 2,500 0 500 417 50	285 (2,500) 0 210 (42) 85	570 0 318 1,741 2,270 1,129	0 2,500 0 2,000 1,667 200	570 (2,500) 318 (259) 604 929	27,500 5,000 0 6,000 5,000 8,500
Total 6423-00 · Membership Activities	1,504	3,467	(1,963)	6,028	6,367	(339)	52,000
8200-00 · Associate Relations 8500-00 · Credit Card Fees 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions 8920-00 · Bad Debt	13 125 19 0 0 570	25 292 63 83 46	(13) (166) (44) (83) (46)	13 722 180 237 70 2,043	100 1,167 250 333 183	(88) (445) (70) (97) (113)	300 3,500 750 1,000 550
Total Expense	7,157	11,739	(4,582)	30,594	39,456	(8,862)	151,267
Net Ordinary Income	5,171	2,711	2,460	18,367	10,244	8,123	47,933

Other Income/Expense Other Expense

Accrual Basis

60 - Membership

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
8990-00 · Allocated	2,118	2,736	(618)	6,717	8,858	(2,141)	26,107
Total Other Expense	2,118	2,736	(618)	6,717	8,858	(2,141)	26,107
Net Other Income	(2,118)	(2,736)	618	(6,717)	(8,858)	2,141	(26,107)
Net Income	3,053	(25)	3,078	11,651	1,386	10,264	21,826

Accrual Basis

70 - Administration

	Oct 19	Budget	\$ Over Budget	Jul - Oct 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense Expense							
5000-00 · Salaries & Wages 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	3,011 1,796 192 1,593 17 22,296	2,341 3,369 205 1,171 160 29,265	670 (1,573) (13) 422 (143) (6,969)	7,200 7,331 79 3,836 396 80,836	8,164 13,476 715 4,084 640 102,060	(964) (6,145) (636) (248) (244) (21,224)	26,892 40,428 2,355 13,452 2,000 336,180
Total 5000-00 · Salaries & Wages	28,905	36,511	(7,606)	99,679	129,139	(29,460)	421,307
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	136 236 355 2,390	180 375 200 2,370	(44) (139) 155 20	571 596 1,034 9,386	675 1,500 950 9,480	(104) (904) 84 (94)	2,040 4,500 2,650 29,760
Total 5100-00 · Rent	3,117	3,125	(8)	11,587	12,605	(1,018)	38,950
5310-00 · Telephone 5320-00 · Telephone	779	750	29	3,027	3,000	27	9,000
Total 5310-00 · Telephone	779	750	29	3,027	3,000	27	9,000
5420-00 · Mail - USPS	0	90	(90)	116	360	(244)	1,080
5510-00 · Insurance/Bonding 5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000	3,249 10	795 250	2,454 (240)	5,206 140	3,180 1,000	2,026 (860)	9,540 3,000
5520-00 · Supplies - Other	225	625	(400)	2,005	2,500	(495)	7,500
Total 5520-00 · Supplies	235	875	(640)	2,145	3,500	(1,355)	10,500
5610-00 · Depreciation 5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5900-00 · Professional Fees	0 1,062 2,572 0	32 2,200 1,045 341 400	(32) (2,200) 17 2,231 (400)	0 71 3,594 8,074	124 8,800 4,180 1,364 1,600	(124) (8,729) (586) 6,710 (1,511)	380 26,400 12,540 4,092 4,800
5910-00 · Professional Fees - Attorneys 5920-00 · Professional Fees - Accountant 5921-00 · Professional Fees - Other	0 7,250 1	625 12,000 1,500	(625) (4,750) (1,499)	800 18,350 1	2,500 22,400 6,000	(1,700) (4,050) (5,999)	7,500 24,900 21,000
Total 5900-00 · Professional Fees	7,251	14,125	(6,874)	19,151	30,900	(11,749)	53,400
5941-00 · Research & Planning 7500-00 · Trade Shows/Travel 8200-00 · Associate Relations 8300-00 · Board Functions 8500-00 · Credit Card Fees	0 0 0 2,687 85	300 1,500 345 1,500	(300) (1,500) (345) 1,187	0 0 125 4,282 130	1,200 1,500 1,380 3,250	(1,200) (1,500) (1,255) 1,032	3,600 3,000 4,140 5,950
8600-00 · Additional Opportunites 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions	0 0 113 370	500 250 150 300	(500) (250) (37) 70	0 22 153 2,436	2,000 1,000 600 1,200	(2,000) (978) (447) 1,236	6,000 3,000 1,800 3,600
Total Expense	50,425	65,134	(14,709)	159,887	210,882	(50,995)	623,079
Net Ordinary Income	(50,425)	(65,134)	14,709	(159,887)	(210,882)	50,995	(623,079)
Other Income/Expense Other Expense 8990-00 · Allocated	(50,425)	(65,134)	14,709	(159,917)	(210,882)	50,965	(623,078)
Total Other Expense	(50,425)	(65,134)	14,709	(159,917)	(210,882)	50,965	(623,078)
Net Other Income	50,425	65,134	(14,709)	159,917	210,882	(50,965)	623,078
Net Income	0	0	0	30	0	30	(1)

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month'Yr October 2019 Employee Bavetta, Bonnie

-	PAID BY CC OUT OF BUDGET	8			~					00 00	0//00-00/9 88:89																02.00.0028 100.0	1	149:97	66.69			
RECEIPT OR	INVOICE # PURPOSE	1088494528 Acrobat Pro subscription for DeWitt	67705193600 server backup monthly fee	61648 Associate Relations - Anna Atwood bday gift card	278896 Associate Relations - Liz Bowling bday gift card	1095729197 Acrobat Pro subscription for Bonnie & Katie	227202681 NLTRA office phone system	245541935 Email toolkit plus	190601 Lodging for CEO Candidate	6506 TBID meeting with Rob Kautz, Cindy Gustafson. Bonnie Bavetta																	Mileage See Attached Mileage Report	Mileage Reimbursed Through Payroll	LLAXI		Approved by:	INTING	GOATTNOWN OF ORD APPROVAL DATE DATE SCANNED
a Octiva V	VENDOR	Adobe Acrobat	Crashplan Pro	Tahoe House Bakery	New Moon Natural Foods	Adobe Acrobat	Intermedia.net	Constant Contact	Plumpjack Squaw Valley	Tahoe Tap Haus																		on out of the out	TOTAL - EXPENSES TO BE REIMBIRSED JOIT OF POCKETY	A Company	61/4	DATE ENTERED	11/12/12 044
DOC	REF	W L	œ (ن ا	۵	ш	Ъ	U	Ξ	_	ſ	Х	 Σ	Z	0	d.	ø	æ	S.	-	⊃	>	×.	×	>	7	Attach 1	Fig	TOTAL - EXPENSES TO BE REIMBI	A		EIVED	
POSTING	DATE	10.01.2019	10.10.2019	10.15.2019	10.15.2019	10.17.2019	10.21.2019	10.23.2019	10.28.2019	10.18.2019																		IVI	OTAL - EXF	Signed By.	Date:	DATE RECEIVED	11/1

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BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043

MEMO STATEMENT

T 28, 2019
\$1,116.39

** MEMO STATEMENT ONLY ** DO NOT REMIT PAYMENT

BONNIE L BAVETTA N LAKE TAHOE RESORT PO BOX 1757 TAHOE CITY CA 96145-1757

	ACCO	TNU	SUMMARY				
BONNIE L BAVETTA XXXX-XXXX-0119-2321	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,116.39		\$0.00		\$0.00		\$1,116.39

		ACCOUNT ACTIVITY	
Posting	Transaction		• 10.6 (10.0
Date	Date	Reference Number Transaction Description	Amount
09-30	09-29	55310209272026594867337 ADOBE *ACROPRO SUBS 8008336687 CA Tran: BL1088494528 Tax ID: 770019522 Mer Ref: BL1088494528 Mer Zip: 95110 Origin Zip: 95110 Dest Zip: 96145 Dest Ctry: USA	14.99
10-10	10-09	15270219282000810424941 DRI*CrashPlan for SB 8883148842 MN Tax ID: 411901640 Mer Zip: 55343	9.99
10-15	10-14	55432869287200193446952 SQU*SQ *TAHOE HOUSE BA Tahoe City CA Tran: 00011529215088409 Tax ID: 800429876 Mer Ref: 00011529215088409 Mer Zip: 96145 Origin Zip: 96145 Dest Zip: 96145 Dest Ctry: USA Product Code: 099 Desc: Bakery Food1571090543387 Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 25.00	25.00
10-15	10-14	55500369288837000192548 NEW MOON NATURAL FOODS TAHOE CITY CA Tax ID: 911775206 Mer Ref: 00019254 Mer Zip: 96145 Origin Zip: 96145 Dest Ctry: USA	25.00
10-17	10-16	55310209289026640679349 ADOBE ACROPRO SUBS 8004438158 CA Tran: BL1095729197 Tax ID: 770019522 Mer Ref: BL1095729197 Mer Zip: 95110 Origin Zip: 95110 Dest Zip: 94043 Dest Ctry: USA	33.98
10-22	10-21	55480779295026464778605 INTERMEDIA.NET INC 6506414000 WA Tran: 6104809 Tax ID: 411816682 Mer Ref: 6104809 Mer Zip: 98007 Origin Zip: 98007 Dest Zip: 96145 Dest Ctry: USA Tax: 59.75 Product Code: DEFAULT Desc: INTERMEDIA HOSTED SERVICES Qty: 1 Unit: ITE Disc: N Ext Item Amt: 628.43	688.18

	Account Number	Account Sur	nmary
For Customer Service, Call:	XXXX-XXXX-0119-2321	Purchases &	
1-866-432-8161	Statement Date	Other Charges	\$1,116.39
	OCT 28, 2019	Cash Advances	\$0.00
Send Billing Inquiries to:	Credit Limit	Fees	\$0.00
BANKCARD CENTER PO BOX 84043	\$20,000	Credits	\$0.00
COLUMBUS GA 31908-4043	Disputed Amount	Payments	\$0.00
p .	\$0.00	Total Activity	\$1,116.39

Page 24 of 93 Page 1 of 4

IMPORTANT INFORMATION ABOUT THIS STATEMENT

Payments. You must pay at least the "Amount Due" by the "Payment Due Date." Charges, payments and credits received after the "Closing Date" will be included in your next statement. The letters "CR" following the "New Balance" amount indicate a credit balance - do not pay this amount. Payments must reach our BankCard Center during our regular business day in order to be credited on that date. Payments received after the cutoff times of 6:00 p.m. on a Friday (or Thursday if we are closed on Friday) or 4:00 p.m. on any other business day that we are open, or on a day we are not open, or at a branch open on Saturday, Sunday or bank holiday, are credited as of the following business day. Later cutoff times generally apply at branches with extended hours. Business days shall mean Monday through Friday, except for bank holidays. If you fail to properly make payments, crediting such payments may be delayed.

Order of Application. We will apply your payments first to any membership fee or other fees, next to any finance charge or late charge, next to any Cash Advances included in your "Previous Balance," then to Purchases in your "Previous Balances."

Unauthorized Use. In the event of possible loss, theft or unauthorized use, Company agrees to notify us immediately. Company may be liable for the unauthorized use of any Card issued under the Corporate Credit Card Agreement. If 10 or more cards are issued pursuant to the Corporate Credit Card Agreement, Company shall be strictly liable for any unauthorized use. If fewer than 10 Cards are issued pursuant to the Corporate Credit Card Agreement, Company will not be liable for unauthorized use of the Card which occurs after it notifies us orally at 1-866-432-8161, or in writing at BANKCARD CENTER, PO BOX 84043, COLUMBUS, GA 31908-4043 of loss, theft, or possible unauthorized use, and Company's liability for unauthorized use of the Card will not exceed \$50.00 per Card for use of a Card by anyone other than an Employee prior to notice to us. However, a Card in the possession and control of an Employee, even after his or her authority to use the Card has been revoked by Company, is not considered lost or stolen, and its use by such Employee is not unauthorized. Company must recover the Card from the Employee. Company agrees to assist us in determining the facts and circumstances relating to any unauthorized use of

Statement Date	OCT 28, 2019	Total Activity	* , *	\$1,116.39
Credit Limit	\$20,000	Single Purchase Limit		\$0.00
	BONNIE L	BAVETTA	er o	e: .
	XXXX-XXX	X-0119-2321		

	ACCOUNT ACTIVITY									
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount						
10-23	10-22		061 EIG*CONSTANTCONTACT.C 855-2295506 MA k ID: 043285398 Mer Zip: 02451 esc: Constant Contact Qty: 1 Unit: EAC Unit Cost: 125 Disc: N	125.00						
10-28	10-26	554602993000060010117	732 PLUMPJACK SQUAW VLLY I OLYMPIC VALLECA parture Date: 10/26/19 Invoice Number: 0000099595 in: 96146	194.25						





INVOICE



Remit To: Adobe Inc. 29322 Network Place Chicago, IL 60673-1293

Wires To:

Bank: JPM Chase/ Acct#: 100081931 ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Bill To: Bonnie Bavetta 100 N Lake Blvd Tahoe City CA 96145

Reprint Page 1 of 1 Invoice Number: 1088494528 Invoice Date: SEP-28-19 Payment Terms: Credit Card **Due Date:** OCT-05-19 Purchase Order: C5011713566 **Contract No** 00004490 **Order Number:** 5011713566 Order Date: DEC-29-16 **Customer No.:** 1452233 Bill to No. 542191345 **Adobe Contact Information:** https://helpx.adobe.com/contact.html

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730	EA	14.99	1	14.99
	Acrobat Pro Subs CC ALL MLP DSP Ret Inv	01 mnth MUN 1 YR			

North America

| Invoice Totals | S & H | Sales Tax | Currency | Qty Shipped | Invoice Total | 0.00 | 0.00 | USD | 1 | 14.99 |

Comments:



Invoice

Order Date: 10/9/2019

Order Number: 67705193600

Billing Address:

Bonnie Bavetta

North Lake Tahoe Resort

Association

100 N Lake Blvd

Tahoe City, CA 96145

US

Qty Product Name Price Extended F			
1	CrashPlan for Small Business Unlimited Per PC Monthly	\$9.99	\$9.99
		Sub- Total	\$9.99
		Tax	\$0.00
		Total	\$9.99

Digital River, Inc. is the authorized reseller and merchant of the products and services offered within this store.



CrashPlan offers the most comprehensive online backup solution to hundreds of thousands of consumers and tens of thousands of businesses around the world. Our highly secure, automatic and continuous service provides our customers the peace of mind that their digital life is protected and easily accessible.

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north lake tahoe

Chamber | CVB | Resort Association

Receipt from Tahoe House Bakery & Gourmet

1 message

Fahoe House Bakery & Gourmet via Square <receipts@messaging.squareup.com> Reply-To: Tahoe House Bakery & Gourmet via Square

Mon, Oct 14, 2019 at 12:13 PM

Bonnie Bavetta <bonnie@gotahoenorth.com>

<CAÉSONIAGixyX21memdrbjNsamJzZWNtZGNsYmh3eXMzc2t2Y3cycWtqaWZ6ZXU1c25peSIIZGIhbG9ndWUiIP8yWGBn00DGInab8cbXNqXe9Dos3j04GCgc4DsNgYQD@reply2.squareup.com> To: bonnie@gotahoenorth.com

Square automatically sends receipts to the email address you used at any Square seller. Learn more

Tahoe House Bakery & Gourmet

Page 30 of 93

How was your experience?

Gift Card

\$25.00

Total

\$25.00

505 W. Lake Blvd. Tahoe City, CA 96145 (530) 5B3-7426

Mon-Sat 9-7 Sun 10-6

12:08 PM 10/14/19 O1 CINNABON 7808177000444 Gift Card New Gift 25.00 Card 25.00 SUBTOTAL 25.00 TOTAL. 25.00 **25.0**0 Credit Card 25.00 TOTAL TENDERED

0.00

Bal @ 12:08 10/14/2019 = \$25.00 Authorization # 902

Change

CARD INFORMATION:

Name::

BAVETTA/BONNIE

Card Type:

Maste 2321

Account: Amount:

USD \$25.00

Approval #: 036317

10/14/19

Date:

Reference #: 000278896001

MID:

**0560 Issuer

Made:

Card Name: MASTERCARD

AID:

A0000000041010

We will happily refund or exchange any item if you aren't 100% satisfied, within 90 days of purchase.

Original receipt required.



INVOICE



Remit To: Adobe Inc. 29322 Network Place Chicago, IL 60673-1293

Wires To:

Bank: JPM Chase/ Acct#: 100081931 ABA: 021000021/ SWIFT: CHASUS33

Federal Tax ID 77-0019522

Bill To: Bonnie Bavetta PO Box 1757 CA 96145-1757 Reprint Page 1 of 1
Invoice Number: 1095729197
Invoice Date: OCT-15-19
Payment Terms: Credit Card
Due Date: OCT-22-19
Purchase Order: ADB067740022
Contract No 00004490
Order Number: 7001287628
Order Date: JUL-15-19

Adobe Contact Information: https://helpx.adobe.com/contact.html

Customer No.:

Bill to No.

1452233

1200696926

Line No	Material No / Description		UOM	Unit Price	Qty	Extended Price
000010	65265375	2 2	EA	16.99	2	33.98
	Acrobat Pro Subs CC ALL MLP DSP F	Ret Inv 01 mnth MU	JN TEAM			

lorth America	Invoice Totals					
	S & H Sales Tax Currency Qty Shipped Invoice T					

Comments:





Explanation of charges

Get granular information about your charges for a selected transaction.



Transaction Details

Transaction Detail ID:

Service Date*: Processed Date:

Service Charges: Tax Amount:

Total: User Name:

Billing Cycle: Comment:

227202681

10/21/2019 12:00:00 AM 10/21/2019 7:10:38 AM

\$628.61 \$59.56 \$688.18 **NLTRA**

1 month(s)

Voice services 09/21/19-10/21/19

*Note:

Service date is a date of creation a transaction in the system, it can be different from the "Date processed" in case if transaction was processed with time lag.

For voice services transactions the charges include (1) one-time fees and prorated charges for new services added during the prior month, (2) full charges for the next month, (3) applicable usage charges, as well as (4) associated taxes and fees.

Transaction Breakdown

Module	Item	Price Type	Quantity	Unit Price	Amount	Prorated Fees	Discount	Item Type
Voice Services	Cloud PBX Resource Lines	recurring	1	\$12.99	\$12.99	\$12.99	0 %	regular
Voice Services	Unified Communications Users	recurring	1	\$413.82	\$413.82	\$413.82	0 %	regular
Voice Services	Local and Toll Free Numbers	recurring	1	\$22.95	\$22.95	\$22.95	0 %	regular
Voice Services	Inbound Toll-Free	one-time	1	\$100.43	\$100.43	\$100.43	0 %	regular
Voice Services	AK/HI/PR/VI Inbound Toll-Free	one-time	1	\$2.62	\$2.62	\$2.62	0 %	regular
Voice Services	Canada Inbound Toll-Free	one-time	1	\$0.18	\$0.18	\$0.18	0 %	regular
Voice Services	Regulatory Cost Recovery Surcharges	recurring	1	\$75.62	\$75.62	\$75.62	0 %	regular
						\$628.61	8 00	

Taxes, Fees & Surcharges

Level	Description	Amount	Taxable Amount	Rate	Tax Amount
Other	Government Telecommunications Service Fees	. 1	· 1	\$48.75	\$48.75
State/Province	State	1	1.	\$9.10	\$9.10
Local	Local	1	1	\$1.71	\$1.71
					\$59.56



Constant Contact

Print

Billing Activity - Invoices

N Lake Tahoe Resort Assoc

Attn: Bonnie Bavetta PO Box 1757 Tahoe City CA 96145 US P.: 5305818726 Today's Date: 11/07/2019 User Name: nltra1

Invoices from 10/07/2019 to 11/07/2019

Date

Description

Charge Amount Credit Amount

10/27/2019 Invoice #245541935

\$125.00

Constant Contact Toolkit - Email Plus

Contacts

5,001 - 10,000 Contacts

Maximum Number of Contacts This Billing Period:

\$125.00

5229

Period from 10/27/2019 to 11/26/2019

Billing questions? Contact Support

Constant Contact - 1601 Trapelo Road - Waltham, MA 02451 US

Bonnie Bavetta <bonnie@gotahoenorth.com>

Fri, Oct 25, 2019 at 9:50 AM



north lake tahoe Chamber I CVB I Resort Association

Changing your reservation at PlumpJack Squaw Valley Inn

1 message

To: Jeffrey Hentz <bonnie_- 96146001-190601@gotahoenorth.com> Reply-To: PlumpJack Squaw Valley Inn <SVI@plumpjack.com> PlumpJack Squaw Valley Inn <SVI@plumpjack.com>

view your reservation online

Changing your reservation at PlumpJack Squaw Valley Inn





Dear Jeffrey Hentz,

Thank you for contacting us to modify your reservation at PlumpJack Squaw Valley Inn. Your booking has been updated, so please verify that the information below is correct.

Name: Guest

ceo Candidate

2019-10-31 Confirmation 190601 Number: Arrival:

2019-11-01 Departure: 1/3

Number of

Nights:

SUPERIOR KING 2ND FLO Room:

Adults:

Children:

Average

Daily Rate:

155.00

fotal Rate:

\$20 per night plus tax. Group reservation resort fees are subject to the Resort Fee:

contracted rate.

All Reservations must be Guaranteed with a Major Credit Card All

Cancellation: the arrival date. Holidays require a 14 day cancellation, holidays include reservations must be cancelled 7 days prior to arrival to avoid fee of full room deposit. Cancellations must be made prior to 6pm, 7 days before 12/20/19-1/4/20, 1/17-19/2020, and 2/14-22/2020. Group reservations require a 30 day cancellation unless otherwise defined in the group contract. No Shows are charged at a 100%.

A valid credit card and photo ID must be presented upon arrival for verification and incidentals. We unfortunately are unable to authorize debit cards at check in. We look forward to welcoming you here in beautiful Olympic Valley, CA. And remember, if there is anything we can do to make your stay more comfortable, please don't hesitate to contact us.

Warm Regards,

General Manager Steve Lamb



1920 Squaw Valley Road Post Office Box 2407 Olympic Valley, CA 96146 svi@plumpjack.com North Lake Tahoe

https://mail.google.com/mail/u/0?ik=6ab3c5d3f6&view=pt&search=all&permthid=thread-f%3A1648384758170609737&simpl=msg-f%3A1648384758170609737

530.583.1576 Tel 800.323.ROOM Toll Free 530.583.1734 Fax (Hotel)

Forward this email | Unsubscribe



TAHOE TAP HAUS TAHUE CITY, CA

CHECK II: 6506

6ate:Oct 18, 2019 Fime: 1:45pm

ecriticace.

Table# 21

Guests: 3

-HAUS BURGER 15.00 CAFFIR 17.00 HILAME STEAK NAAWI 16.00

-HOT LEA 4.00

1-TCED TEA

Halance:

3.00

----Sub Total: 55.00 Sales Tax: 0.99

----58.99

THANK YOU

*** Tip Calculator ***

	the control teremi	1-1-1
Percentage	Tip	Total
.16	9.90	68.89
.20	11.00	69,99
.22	12.10	71.09

** Customer Copy **

Tahoe Tap Haus 47E NORTH LAKE BLVD TAHOE CITY, CA 530-584-2886

Friday, October 18, 2019 1:49:36 PM

Type: VISA

Chk: 6506

Acct #: 8096 XX(/XX Eatch #: 274 Auth #: 154384 Seq: 7 Table: 21

Serv #: Grace

Sale:

58.99

4 Tip

Total

THANK YOU tahoetaphas.com

Roh

Rob



MEMORANDUM

Date: November 22, 2019

TO: NLTRA Board of Directors

FROM: Amber Burke, Dr. of Marketing

RE: 19.20 Winter Lakeside Campaign & 19.20 Year-Round Shopping Campaign – Scopes of Work

Action Requested:

Approval of the 19.20 Year-Round Shopping Campaign and 19.20 Winter Lakeside Campaign Scopes of Work.

Background:

At the September In-Market Tourism Development Committee meeting, staff along with The Abbi Agency, presented ideas for both the Year-Rounds Shopping Campaign and the Winter Lakeside Campaign. Staff and Agency took committee feedback and direction and created Scopes of Work for both campaigns.

Staff and The Abbi Agency presented both SOW's to the In-Market Tourism Development Committee at the November meeting and both scopes were approved.

- MOTION to approve Year-Round Shopping Scope of Work M/S/C Calegari/Gaffaney (13/0/0)
- MOTION to approve Winter Lakeside Campaign Scope of Work M/S/C Moore/Calegari (13/0/0)

Fiscal Impact:

• Year Rounds Shopping: \$14,550

Winter Lakeside Campaign: \$21,000

Both amounts were included in the 19.20 fiscal year budget, approved by Placer County.

Attachments:

- 2019/2020 In-Market Budget
- 2019/2020 Year-Round Shopping Campaign Scope of Work
- 2019/2020 Winter Lakeside Campaign Scope of Work

In-Market Tourism Development 2019.2020 Budget

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	\$20,000	\$0	Account Code: 6743-04
Summer Mountain Campaign	\$21,000	0\$	Account Code: 6743-05
Winter Lakeside Campaign	\$21,000	0\$	Account Code: 6743-03
Year Round Shopping Campaign	\$20,000	\$5,450	Account Code: 6743-01
Total Spend	\$82,000	\$5,450	

REVENUES

Page 40 of 93

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music Campaign	0\$	\$0	
Summer Mountain Campaign	\$1,000	0\$	
Winter Lake Campaign	\$1,000	0\$	
Shopping Campaign	0\$	\$0	
Total Revenue	\$2,000	0\$	

	Forecast	Actual
Additional Revenues	\$2,000	0\$
Allocated Budget	\$80,000	\$80,000
Expenses	\$82,000	\$5,450
Remaining Budget	\$0	\$74,550

In-Market Tourism Development 2019.2020 Budget

North Lake Tahoe Summerlong Music Campaign (Summer 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summerlong Music - Summer 2020			
TAA Campaign	\$20,000		
Advertising	\$0		
NLT Visitor Guide			
Moonshine Ink - Summer Lovin' Issue			
South Lake Tahoe Rack Card Distribution			
Таһое.сот			
Rack Card Printing Costs			
Total Spend	\$20,000	\$0	

Page 41		
of S	Forecast	Actual
Additional Revenues	0\$	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$20,000	\$0
Remaining Budget	0\$	\$20,000

1/26/2019

In-Market Tourism Development 2019.2020 Budget Summer Mountain Campaign (Summer 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Summer Mtn. Campaign - Summer 2020			
TAA Campaign	\$19,200		
NLT Visitor's Guide	\$1,800		
Total Spend	\$21,000	\$0	

REVENUES

Line Item	Forecast Amount	Actual Amount	Notes
Incline Community Business Association	\$1,000		
<mark>p</mark> Total Revenue	\$1,000	0\$	
ge ·			
42			
of !			
93			

In-Market Tourism Development 2019.2020 Budget Shopping Campaign (July 2019 - June 2020)

EXPENSES

Line Item	Forecast Amount	Actual Amount	Notes
Year Rounds Shopping			
July - September Campaign	\$5,450	\$5,450	
Social Media Ads	\$3,450	\$3,450	\$3,450 8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
Carousel Ads	\$1,000	\$1,000	\$1,000 8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
Agency Management	\$1,000	\$1,000	\$1,000 8/1 submitted Invoice #6832, 9/1 submitted invoice #6887
January - August Campaign	\$14,550		
Agency Management	000'£\$		
Creative Development	005'8\$		
Digital Ad Spend	050'9\$		
Shopping Video Ad Spend	\$2,000		
Total Spend	\$20,000	\$5,450	

Additional Revenues \$20,000 Expenses \$20,000 \$	i otal sperid	000,026	,55,45U
Additional Revenues Allocated Budget Expenses Remaining Budget			
l Revenues Budget ing Budget		Forecast	Actual
Budget ing Budget	Additional Revenues	0\$	\$0
ing Rudget	Allocated Budget	\$20,000	\$20,000
Remaining Rudget	Expenses	\$20,000	\$5,450
33955 9	Remaining Budget	t \$0	\$14,550

In-Market Tourism Development

2019.2020 Budget Winter Lakeside Campaign (December 2019 - April 2020)

EXPENSES

Line Item	Forecast Amount Actu	Actual Amount	Notes
Winter Lakeside Campaign - Winter 19/20			
The Abbi Agency Campaign	\$21,000		
Project Management	\$4,000		
Creative Development	000'5\$		
Social Media Contest	\$1,500		
Social Media Boosting	005\$		
Advertising Spend	\$10,000		
Total Spend	\$21,000	0\$	

_				
	KEVENUES			
Pag	Line Item	Forecast Amount Actual Amount	Actual Amount	Notes
ge 4	Incline Community Business Association	\$1,000		
14 c				
of 9				
	Total Revenue	\$1,000	0\$	

	Forecast	Actual
Additional Revenues	\$1,000	\$0
Allocated Budget	\$20,000	\$20,000
Expenses	\$21,000	\$0
Remaining Budget	\$0	\$20,000

In-Market Tourism Development 2019.2020 Budget - Community Marketing Grants

EXPENSES

		Actual			Actual	
Line Item	Forecast Amount	Amount	Account Code	Account Code Forecast Month	Month	Notes
Tahoe City Downtown Association	0\$					
North Tahoe Business Association	0\$					
Northstar California	\$10,000		6018-00-11	April		
Squaw Valley Business Association	\$10,000		6018-00-11	April		
West Shore Association	\$10,000		6018-00-11	April		
Total Spend	\$30,000	0\$				

	Forecast	Actual
Allocated Budget	\$30,000	\$30,000
Expenses	\$30,000	\$0
Remaining Budget	\$0	\$30,000

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NLT In-Market Winter Lakeside Campaign SCOPE OF WORK, Nov. 2019

Client and/or Project Name: North Lake Tahoe In-market Winter WOW moments

Completed by: Jessica Pauletto, Brand Manager, The Abbi Agency

Point of Contact: Amber Burke, Director of Marketing

Project Dates: Campaign run: Dec. 15, 2019 - March, 15 2020

Timeline:

Internal review - Dec 4, 2019Client Review - Dec 5, 2019

• Winter ad launch - Dec. 15, 2019 - March 15 2020 (4 mos)

*timeline is contingent upon SOW approval

Goal

Bring visitors from mountain to lakeside communities in winter to increase spending in lakeside restaurants, retailers and experience providers.

Description

Leveraging North Lake Tahoe's Winter WOW campaign, The Abbi Agency will define a series of seven (7) #WinterWOW "moments" that can only be experienced lakeside. They will advertise these "moments" to in-market visitors by way of a social media ad campaign and contest. The digital advertising strategy will maximize marketing dollars, and drive traffic to the winter landing page.

The Abbi Agency will develop a social media ad series on Facebook and Instagram. Each of the seven (7) total ads will target major ski resorts and hotels to encourage lakeside visitation. The Abbi Agency will geofence each ad, based on content and location. For example, visitors of Squaw-Alpine will be targeted with a Tahoe City advertisement, while visitors of Northstar will be targeted to Kings Beach, etc.

Target Audience

In-market visitors to North Lake Tahoe; high median income. Visitors at ski resorts and mountain lodges.

Strategies and Tactics

The Abbi Agency will create micro messages that are customized for each mountain market. Since experiential travel is trending, the ad content will align with an aspirational moment that every traveler wants to experience. It will play upon a "well rounded Lake Tahoe trip," in that your winter experience is not complete until you've seen the lake.

Social Media Ad Series - Facebook & Instagram

The Abbi Agency will develop the creative concept for seven ads, with two sizes per ad for the appropriate platform (14 ads total). The Abbi Agency will source imagery from owned assets in Libris, or those provided by North Lake Tahoe. The Agency will also develop ad copy for the series. Each ad will



NLT In-Market Winter Lakeside Campaign SCOPE OF WORK, Nov. 2019

correspond with one of the following lakeside communities:

- West Shore
- Tahoe City
- Carnelian Bay
- Kings Beach

Ad themes may include the following:

- 1. **Catch the alpenglow** (best places to watch a sunset)
- 2. **Sip a Tahoe Toddy** (favorite bars and cocktails)
- 3. Buy a handcrafted souvenir (feature local artisans)
- 4. **Capture the Deep Blue** (best lookout points along the lake)
- 5. **Snowshoe on the Beach** (best spots for lakeside treks)
- 6. **Catch a live show** (entertainment at CBC or Snowfest)
- 7. Walk a winter pier (best snow-covered scenic views)

Social Media "WinterWOW" Contest

The Abbi Agency will develop a social media engagement campaign asking followers to share their #WinterWOW moment for a prize incentive (prize to be determined by North Lake Tahoe). The Agency will create a social media graphic for the campaign and use \$500 of the budget for boosting.

Agency Management + Reporting: The Abbi Agency will manage all partner coordination, implementation and reporting for the campaign. The Agency will provide a recap of campaign performance within 30 days of the campaign completion.

Measurements of Success

- Awareness & Engagement
 - Number of ad impressions (Goal: this is completely based on the ad spend, number of people in each market and duration of the campaign)
 - Number of ad clicks to the landing page (Goal: above 1 percent is good!)
 - Amount of entries on FB and Instagram through the #WinterWow moments campaign (Goal: This is completely dependent on the prize. Through other giveaway campaigns, we've received between 25-100 entries, whereas event-based ticket giveaways have struggled to get even 10 entries).
 - Amount of Social Media engagement (Goal: 3,000 likes on Instagram; 50-75 engagements on Facebook)

Campaign Budget

Project	Description	Cost
Project	Client relations & communications	\$4,200



NLT In-Market Winter Lakeside Campaign SCOPE OF WORK, Nov. 2019

	 Creative Management & Trafficking Creative Concepting 	
Creative	 Ad Creation: fourteen (14) total ads (Each of the 7 ad iterations will have two sizes for Facebook and Instagram) 	
Development		\$5,000
Social Media Contest	 Strategy and Concepting (find your #winterwow moment) Social Graphic creation Implementation & communication with followers Reporting 	\$1,500
Social Media Boosting	This will be used to boost the #winterwow social graphic	\$500
Advertising Spend	Total amount used to push social media ads	\$9,800
CAMPAIGN TOTAL		\$21,000

Approvals

[Bonnie Bavetta, Chief Executive Officer, NLTRA]	(Sign/Date)
[Ty Whitaker, CEO, The Abbi Agency]	(Sign/Date)



NLT In-Market Year-Round Shopping Campaign SCOPE OF WORK, Nov. 2019

Client and/or Project Name: North Lake Tahoe In-market year-round shopping

Completed by: Jessica Pauletto, Brand Manager, The Abbi Agency

Point of Contact: Amber Burke, Director of Marketing

Project Dates: Campaign run: Jan 15 2019 - March 15 2020; June 15, 2020 - Aug 15, 2020

Timeline:

Internal review (winter ads) - Dec. 18, 2019
Client Review (winter ads) - Dec. 19, 2019

• Winter ad launch - Jan. 15, 2019

• Internal review (summer ads) - May 8

- Client Review (summer ads) May 15
- Summer ad launch June 15, 2020

Goal

Promote and encourage local shopping, artisan goods and regional expertise to visitors to North Lake Tahoe while they are in-market.

Strategy

Leverage North Lake Tahoe's experts and artisans to be the figure heads of each shopping district. This strategy weaves in a level of personality and culture, and integrates the visitor with the region's vibe. Consumers tend to trust people over brands, and this strategy is meant to generate a higher number of clicks through relatability.

Description

The Abbi Agency will develop a social media ad campaign on Facebook and Instagram—two (2) winter ads and two (2) summer ads for each platform (8 ads total). The "mixed placement" ad series will promote shopping to North Lake Tahoe's five shopping districts by highlighting local artisans and experts. The call to action is: "Shop Local" and/or "Buy from an expert." All ads will click through to the "Shopping Page" on the GTN website. The campaign will also pepper in video advertisements from the pre-filmed shopping videos (3 for instagram / 3 for Facebook)

Target Audience

In-market visitors to North Lake Tahoe; high median income.

Strategies and Tactics

The Abbi Agency chose the two most trafficked seasons (winter / summer) to target in-market visitors for the highest engagement and travel spending. Ads will geo-fence the North Lake Tahoe region, including Truckee. We chose to kick off the winter campaign in January, as to not compete with our "WinterWOW" campaign, and the expensive ad chatter of holiday shopping that many other ads will be competing for. Since the bulk of winter travelers come between January - March, we are right on target.



NLT In-Market Year-Round Shopping Campaign SCOPE OF WORK, Nov. 2019

DIGITAL AD SERIES - FACEBOOK & INSTAGRAM

Winter - Ad run: Jan - March, 2020

• WINTER AD #1 - Meet a Winter Gear Guide! [Photo: TBD, Tahoe Dave's Skis & Boards , Kings Beach]

Copy: TBD is an expert boot fitter and will get you, and your feet, ready to take on powder days.

- o Geofence: North Lake Tahoe, Truckee
- WINTER AD #2 Meet an Artist! [Photo: Jaclyn Woznicki, Trunk Show, Tahoe City]
 Amanda is a master of ceramics and one of many local artisans who will give you a piece of Tahoe to treasure forever.
 - Geofence: North Lake Tahoe, Truckee

Summer - Ad run: June - Aug, 2020

• SUMMER AD #3 - Meet an Artist! [Photo: Keoki Flagg]

Copy: Keoki Is a world-renowned fine art and extreme sports photographer who calls North Lake Tahoe Home and is proud to capture the region's magic and unique culture.

- Geofence: North Lake Tahoe, Truckee
- **SUMMER AD #4 Meet a Wellness Guru!** [Photo: Walter Lightner, Tahoe Yoga & Wellness, Northstar California]

Walter is a mind-body-spirit sage who will help you find balance and rejuvenation after a day in the mountains.

• Geofence: North Lake Tahoe, Truckee

SHOPPING VIDEO ADS

The Abbi Agency will strategically boost shopping videos (provided by NLTRA) intermittently throughout the ad run (3 Facebook / 3 Instagram)

AGENCY MANAGEMENT & REPORTING: The Abbi Agency will manage all partner coordination, implementation and reporting for the campaign. The Agency will provide a recap of campaign performance within 30 days of the campaign completion.

Measurements of Success

- Awareness & Engagement
 - a. **Number of ad impressions** (Goal: this is completely based on the ad spend, number of people in each market and duration of the campaign)
 - b. Number of ad clicks to the landing page (Goal: above 1 percent is good!)
 - c. Amount of Social Media engagement (Goal: 3,000 likes on Instagram; 50-75



NLT In-Market Year-Round Shopping Campaign SCOPE OF WORK, Nov. 2019

- engagements on Facebook)
- d. Increase traffic to GTN.com shopping blog page. (Goal: 10% increase in page traffic for year-over-year timeframes)

Campaign Budget

Project	Description	Cost
	Digital ad placement and management	
	Social video placement and management	
Project	Client relations and comms Reporting	
management	reporting	\$3,000
	- 4 Facebook Ads	
	- 4 Instagram Ads	
Creative	- Copywriting	
development		\$3,500
		\$6,050
Digital Ad Spend	Hard Cost - FB / IG ads	
	Hard Cost - shopping videos social media	
Shopping Video ad	promotion/boosting	
spend		\$2,000
CAMPAIGN TOTAL		\$14,550



MEMORANDUM

Date: December 4, 2019

TO: NLTRA Board of Directors

FROM: Katie Biggers, Event Specialist

RE: 2020 Special Event Partnership Funding Allocation Recommendations

Action Requested:

Review and approval of 2020 Special Event Partnership Funding allocation recommendations.

Background:

Applications for funding of events taking place in 2020 were submitted on October 18th. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. There were 17 applications submitted, a total of \$98,000 being requested. The Panel suggested funding 12 of those applications, 3 being new events. All applications can be found here:

 $\underline{https://www.dropbox.com/sh/ibsrlec0szg1r5x/AADYdWZfwbf7EOFiu88bD8GEa?dl=0}$

2020 Partnership Funding Selection Panel

Caroline Ross - Squaw Valley Neighbourhood Company Judith Kline- Tahoe Luxury Properties Emily McCallister -Northstar Kylee Bigelow - Tahoe City Downtown Association Stephanie Hoffman- Granlibakken Tahoe Amber Burke - NLTRA Katie Biggers- NLTRA

The In-Market Tourism Development committee unanimously approved the funding allocation recommendations at the November 19, 2019 meeting.

MOTION to approve Partnership Funding Allocations M/S/C Bowling/Gaffaney (13/0/0)

Fiscal Impact:

- \$50,000
- The approved 2019/20 NLTRA budget has a line item of \$50,000 allocated for this program.
- The panel also made recommendations for a few events to receive some of the remaining Opportunistic Funds. However, this needs to be further vetted by the Tourism Development committee, so no official funding recommendations are being made at this time.

Attachments:

Partnership Funding Recommendations Spreadsheet

		2020 Partne	2020 Partnership Funding Recommendations	ommendation	SL	
Event	Presenter	Event Dates	Location	Amount Requested	Amount Awarded	Notes
			FUNDED			
Alpenglow Mountain Festival	Brendan Madigan	February 15-23, 2020	North Lake Tahoe	\$10,000	\$5,000	Dates are not ideal as it falls over President's week. However, panel felt this is a good event for the NLTRA to be associated with for reach into the festivals audience. The event is also putting \$20k into completely redoing the website so the panel felt it would be good to support these efforts. NLT would like explore options to attend to get assets during the week.
Snowfest	Bryn Merrell	February 28-March 8,2020	North Shore - Lakeside	\$8,000	000'\$\$	Love the direction they're going in and would like to support again. Impressed in taking the organization from being in the red to having \$14K in the bank. Shows they should be able to be self-sustaining soon if they continue in that direction. They still have a large opportunity to expand marketing reach and have plans to further engage participating businesses and utilize their resources to expend reach.
Page 53 0	Lisa Nigon	March 28-29, 2020	Homewood Mountain Resort	\$5,000	\$5,000	LGBTQ event, not much like this in the region. Talked about incorporatino of community events as the event progresses - turn it into a week. Panel would like to see them move in that direction. Panel recommends \$0 in opp funds.
Wild and Scenic Film Festival	Lynn Baumgartner	April 17-18, 2020	Tahoe City, Tap Haus	\$3,500	\$750	The panel fully supports the event and loves that they are including small events in Northstar and Tahoe City. However, the panel felt these will likely sell out with or without the funding so allocated a small amount to help specifically push the Placer County events that are new this year. Panel recommends the event to apply next year if they decide to expand and have a full film fest date in Placer County. NLTRA, Northstar and Squaw have committed to including this event in their Earth Day messaging as in-kind support.
Tahoe Spark	KC Kent	May 2-3, 2020	Kings Beach, Event Center	\$1,000	\$500	Panel was inspired by the producers passion for the event. It's a small second year event that could use a boost. The panel is conserned that the evnet is too niche to be able to draw a large audience but was impressed with the health and wellnes influencers assocated with the event. It's good timing and fits into the Health & Wellness pillar.
Lake Tahoe Paddle Racing Series	Jay & Anik Wild	May 30, July 25, August 22, September 19	Donner Lake, Carnelian Bay	\$10,000	\$5,000	The event has a new marketing staff member with new ideas for the series. Even though they are technically single day events, marketing will include info on 2-3 day adult camps which will take place immediately prior to the race. Panel like this direction to drive more overnight lodging.

Lake Tahoe Dance Collective	Christin Hanna	July 22-24, 2020	Gatekeeper's Museum	\$20,000	\$10,000	Aligns with NLT cultural pillar. Timing is not ideal as a lot of lodging is already booked during this time frame but the event is midweek which is positive. Contributed \$5K from PF in 2019 and \$15K from opp funds. Committee recommends supporting the event at a similar level to keep the momentum of growth going. Will ask Christin to present in Feb. to TD regarding opp funds.
TaHoeNalu	Ernie Brassard	August 1-2, 2020	Kings Beach State Recreation Area	\$5,000	\$5,000	The panel appreciate that the producer is taking into account outside forces that could be hampering the event, therefore picking a new date (even though it's earlier in the summer). The event will help to get the NLT message out to avid paddlers and the panel recommends taking advantage of that with broader NLT messaging through this partnership.
Lake Tahoe Music Festival	Sue Rae Irelan	August 12-16, 2020	West Shore Café, Skylandia Park, West End Beach	\$2,500	\$2,500	Shifted dates to be able to get back to venues the event took place in the past. They say a decline in 2019 ticket sales and attribute it to new venues and that their messaging wasn't accurately telling their story. They plan to spend the PF funds on new messaging collateral/branding and some digital. They are also including some new events to appeal to a younger audience with the panel appreciated.
Page 54 of 93 kale the Lake	Jen/Lisa	August/Early September	Commons Beach	\$12,000	\$5,000	Recommend moving forward but want to make it contingent on date change which the producer was wide open to - the last two weekends of August. GoPro produced a video for them after the 2019 event and the panel would like to see them push the video with funds. Recommend moving more of their marketing funds to social media. Event needs to show lodging success.
Homewood - Tahoe 200 Running Festival	Lisa Nigon	September 11-13, 2020	Homewood Mountain Resort	\$3,100	\$1,250	The panel recommends supporting this event for a second year but at a lower level. They feel it's a saturated market for this region so wonder how much it can expand. It's only the second year, so the panel would still like to support it to see if it can take off.
Homewood - Halloweekends at Homewood	lisa Nigon	October 23-25, 2020	Homewood Mountain Resort	000.9\$	000'55	Panel would like to continue supporting this event in it's second year. Now that there are good marketing assets including video, panel recommneds focusing on visuals in marketing push. Also discussed opportunities in attracing teenagers, kids, teams. Also promoting a full fall weekend. A little concerned about the pricing, proposal mentioned a possible entry fee, don't want to price people out. Would also recommenda a tie in to pass sales. Recommends \$5K of opp funds.
			NOT FUNDED	/	1-1	

Kids Adventure Games	Helene Mattison	June 19-21, 2020	Squaw Valley or Northstar California	\$10,000	0\$	The event does not have a signed venue contract at this time. If it happens at Northstar (they are in talks), the panel felt confident that Northstar would put proper resources behind getting the message out. PF has funded this event in the past and haven't seen traction in tracking lodging and timely follow up.
Powabunga	Austin Gavlak	March 20-22, 2020	Homewood Mountain Resort	005′2\$	0\$	The event does not have a signed venue contract at this time. They are in talks with Homewood. If the event is confirmed, the panel recommends they come back and apply for opp funds. The data from the 2019 Vail event were impressive. There were some logistical concerns regarding traffic, parking, etc. but the panel was impressed by the scope of the Vail opperations and feel those can be remedied once they get into further planning.
Adventure Van Expo	Neil Morse	September 16-17, 2020	Homewood Mountain Resort	\$5,000	0\$	Didn't make the presentation. Panel was impressed with the continued growth of the event and was glad they could sponsor it for the first two years.
Big BLUE Grass	Denise Tran	August 7, 2020	Sugar Pine Park	\$2,500	0\$	Unfortunately the date for this event doesn't fall into a need period, a Friday in August on the lake. It's a small number of attendees and is essentially a day event. NLT will help to push the message in-kind. Panel reocmmenda some type of bounceback deal for attendees to push them to state parks in the fall. If they come up with a package, NLT can certainly help to get the word out and that would be more appealing to the PF panel.
Shred the love	Jen/Lisa	March 28, 2020	Alpine Meadows	\$7,000	0\$	The panel saw this more as an activation versus an event. And don't see that it will drive much additional overnight stays. They work with buses but they arrive and leave on the same day. NLTRA is also putting quite a bit of money into WWG that takes place the same weekend along with the recommended funds for Homewood's Pride event.
Total				\$98,100	\$50,000	



MEMORANDUM

Date: December 4, 2019

TO: NLTRA Board of Directors

FROM: Katie Biggers, Event Specialist

RE: 2020 Broken Arrow Skyrace Sponsorship Contract

Action Requested:

Review and possible approval of an agreement with Alpenglow Mountain Racing, LLC to sponsor the 2020 Broken Arrow Skyrace taking place at Squaw Valley, June 19 - 21, 2020 with a \$25,000 sponsorship.

Background:

The Broken Arrow Skyrace is owned and operated by local business owner Brendan Madigan, owner of Alpenglow Sports. The race will be in its fifth year in 2020 and the NLTRA has been a sponsor since its inception.

Broken Arrow Skyrace represents a unique style of European-inspired mountain running characterized by off-trail scrambling, steep terrain, and massive amounts of vertical gain and loss. The majority of this takes place above 6,000 feet – above treeline – and consists of five iconic distances, each distance showcasing the beauty of Lake Tahoe, "The Jewel of the Sierra Nevada."

The Tourism Development Committee approved sponsoring the event at the \$25,000 level at the November meeting.

- Motion to approve 2020 Broken Arrow Skyrace Sponsorship (Williams/Kline) (5-0-1 Horvath abstained)
 - o A number of committee members commented how impressed they were with the event growth over the past few years. They love how they have a kid's race, had over 200 racers, and they added an 11k, shorter distance to add a less extreme race.

Fiscal Impact:

\$25,000

Staff allocated \$25,000 in the 19.20 Special Event Budget.



2020 Broken Arrow Skyrace Contract Summary

Duration & Timing

• 1-Year Contract

Event Date: June 19 -21, 2020Location: Squaw Valley

Cash Sponsorship

• Currently Allocated: \$25,000 (Payment – 100% March 2020)

Sponsorship History

• 2019: \$27,500

o Was originally funded at \$20K. Allocated \$7.5K of additional opportunistic funds to help the race become sanctioned in the World Mountain Running Association World Tour.

2018: \$15,0002017: \$20,0002016: \$10,000

Key Sponsorship Terms (based on \$25,000 funding)

- NLTRA to receive
 - o Prominent logo inclusion on all branding and communications
 - o Brand specific social post announcing NLTRA as a premier sponsor
 - o Five (5) race entries (any distance)
 - 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram)during 10 months leading to the event
 - FB: 3,108 Broken Arrow Skyrace followers/8,285 Alpenglow Sports followers
 - Instagram: 3,636 Broken Arrow Skyrace followers/3,868 Alpenglow Sports followers
 - Twitter: 257 Broken Arrow Skyrace followers/1,172 Alpenglow Sports followers
 - 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony and after party
 - o Presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley
 - o Inclusion of NLTRA logo in the Broken Arrow annual video
 - o Dedicated email to non-Western US states and international registrants with NLTRA desired messaging
 - o Logo/link on event website in a prominent location

2019 Event Recap

June 21-23, 2019 Funded: \$27,500

Attendance: 1,605 (participants), 1,500 – 2,000 additional attendees

Out of Town Participants: 1,380
Average Night Stay: 2.8
Average Economic Impact: \$226,495
ROI: 8:1

Event Stats

- 2019 race saw another 42% growth in participation.
- Registered Runners: 1,605 (versus 1027 in 2018 = 55% YOY growth)
- 61.5% male, 38.5% female
- Added a kids race, had over 200 racers
- Added an 11k, shorter distance to add a less extreme race
- 37 states represented (versus 32 states in 2018)
- 19 countries represented (versus 12 countries in 2018 = 58% growth)
- ALL 58 California counties represented
- Outstanding net promoter score of 90 (from post event survey)
- NLT's logo was featured in a video showcasing Mirna Valerio called Par for the Course that has now been selected for the Banff Film Festival.

2018 Event Recap

June 15 – 17, 2018 Funded: \$15,000

Attendance: 1,106 (participants), 1,500 – 2,000 additional attendees

Out of Town Participants: 940
Average Night Stay: 2.4
Average Economic Impact: \$129,734
ROI: 9:1

Results:

The 2018 Broken Arrow Skyrace saw a 43% increase to participant number over 2017. New in 2018 was the 10k event and the kids race. Within the original distances (VK/26/52) they saw 32% growth in the VK category and 79% growth in the 26k category. The event had a 3-day vendor village, celebrity appearances and book signings, and the Trailsin Motion Film Festival.

Stats:

- Over 1100 registered runners (1020 online, 100+ day-of)
- 64% male 36% female
- 104 10k runners
- 159 VK runners (32% growth)
- 450 26k runners (79% growth)
- 333 52k runners
- 60 youth runners
- 309 runners from 32 states (does not include CA, which was nearly 700)
- All 58 California counties represented
- 21 international runners from 12 countries
- Net promoter score of 88 (from post event survey)

2017 Event Recap

June 16 & 17, 2017 Funded: \$20,000

Attendance: 772 (participants), 1,500 – 2,000 additional attendees

Out of Town Participants: 730
Average Night Stay: 2.5
Average Economic Impact: \$94,329
ROI: 5:1

Results:

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon's global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue.

The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented.

The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.



Broken Arrow Skyrace EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Alpenglow Mountain Racing LLC ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on December 4, 2020.

- 1. <u>Event</u>. Alpenglow Mountain Racing LLC, is the organizer, owner and operator of "Broken Arrow Sky Race" which will take place on June 19-21, 2020 at Squaw Valley, Placer County, California (the "Event"). Sponsor desires to obtain, and Alpenglow Mountain Racing LLC desires to grant, sponsorship rights to the Event, as set forth in this Agreement.
- 2. <u>Obligations of Producer/Event to Sponsor</u>: Sponsor will be incorporated into the Event marketing and will receive the following benefits:
 - a) Sponsor's logo/web address/social handles/hash tags shall be included in all Event collateral, posters, websites, social media, videos, on-site signage, etc. where applicable. Sponsor is to be mentioned as a sponsor of the event wherever possible with links to GoTahoeNorth.
 - b) 100+ mentions over all social media outlets to highlight sponsorship (FB, Twitter, Instagram) during the 10 months leading up to the event.
 - c) 25+ Public address recognition at start/finish during pre-race meeting, race announcements, awards ceremony, and after party.
 - d) NLT will have a presence within Vendor Village during the 3-day event expo in The Village at Squaw Valley.
 - e) List 2019 Broken Arrow Skyrace on the event calendar on the NLTRA website (www.GoTahoeNorth.com).
 - f) Dedicated email to non-Western US states and international registrants with NLTRA desired messaging.
 - g) Alpenglow Mountain Racing LLC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
 - h) Alpenglow Mountain Racing LLC will provide Sponsor with images and video for use in promoting both the event and the region.
 - i) Sponsor shall receive five (5) race entries (any distance) which can be used for giveaways and/or staff.
 - j) Alpenglow Mountain Racing LLC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
 - k) Prior to the Event, Alpenglow Mountain Racing LLC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. Alpenglow Mountain Racing LLC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
 - Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, Alpenglow Mountain Racing LLC shall return to Sponsor all the sponsorship funding which has not been spent by Alpenglow Mountain Racing LLC. Upon cancelation or postponement, Sponsor's obligations to Alpenglow Mountain Racing LLC per this Agreement shall terminate.
- 3. <u>Obligations of Sponsor to Producer/Event:</u>

- a) Sponsor shall provide a\$25,000 cash sponsorship to the Event.
- b) For any and all joint marketing efforts to promote the Event, both organizations will work together on the materials and will have joint approvals.
- 4. Use of Alpenglow Mountain Racing LLC's Intellectual Property by Sponsor. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Alpenglow Mountain Racing LLC, including, without limitation, the Event Marks; the Event (collectively Alpenglow Mountain Racing LLC Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Alpenglow Mountain Racing LLC, (ii) Sponsor is hereby provided a limited license to use Alpenglow Mountain Racing LLC Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such Alpenglow Mountain Racing LLC Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Alpenglow Mountain Racing LLC Property, (iv) all uses of Alpenglow Mountain Racing LLC Property by Sponsor, and all goodwill therefrom, inure to the benefit of Alpenglow Mountain Racing LLC, (v) any permitted use of Alpenglow Mountain Racing LLC Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Alpenglow Mountain Racing LLC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.
- 5. <u>Use of Sponsor's Intellectual Property by Producer</u>. Alpenglow Mountain Racing LLC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hash tags, and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) Alpenglow Mountain Racing LLC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Alpenglow Mountain Racing LLC to use Sponsor Property shall immediately cease, (iii) Alpenglow Mountain Racing LLC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property by Alpenglow Mountain Racing LLC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.
- 6. <u>Relationship of the Parties</u>. The relationship of Sponsor and Alpenglow Mountain Racing LLC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and Alpenglow Mountain Racing LLC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.
- 7. <u>Indemnity</u>. Alpenglow Mountain Racing LLC agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from Alpenglow Mountain Racing LLC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of Alpenglow Mountain Racing LLC, and Alpenglow Mountain Racing LLC further agrees that is will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.
- 8. <u>Governing Law, Venue and Attorney Fees</u>. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement,

the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

- 9. <u>Sole Agreement/Amendment: This Agreement represents the entire agreement between Association and Alpenglow Mountain Racing LLC</u> and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by Alpenglow Mountain Racing LLC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.
- 10. <u>Counterparts; Scan/Facsimile</u>. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.	ALPENGLOW MOUNTAIN RACING, LLC
Ву:	Ву:
Name:	Name:
Title:	Title:
Date:	Date:



MEMORANDUM

Date: December 4, 2019

TO: NLTRA Board of Directors

FROM: Katie Biggers, Event Specialist

RE: 2020 Lake Tahoe Summit Classic Sponsorship

Action Requested:

Review and possible approval of an agreement with ADVNC Lacrosse and Summit Lacrosse Ventures to sponsor the 2020 Lake Tahoe Summit Classic Lacrosse Tournament taking place in North Lake Tahoe and Truckee, June 19-21, 2020 with a \$6,000 sponsorship.

Background:

The NLTRA has sponsored the Lake Tahoe Summit Lacrosse Tournament since it's inception in 2014. The event has consistently drawn large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Teams attend from all over CA, including San Francisco Bay Area, Napa Valley, Sacramento and Los Angeles, and also OR, ID, TX and CO.

The Tourism Development Committee approved sponsoring the event at the \$6,000 level at the November meeting.

- Motion to approve 2020 Tahoe Lacrosse Tournament Sponsorship (Williams/Horvath) (6/0)
 - Tourism Development Committee wants us to pitch the idea of an awards ceremony at a facility on the lake (NTEC) to get one more night of lodging at the end
 - o Explore how we can better facilitate welcoming messaging at businesses (and airport) solicit deals from businesses in advance to distribute to players/teams
 - o Look into welcome banners in Tahoe City and Kings Beach

Fiscal Impact:

\$6,000

Staff allocated a \$6,000 cash sponsorship in the 19.20 Special Event Budget.

Lake Tahoe Summit Classic Lacrosse Tournament Contract Summary

Duration& Timing

• 1-Year Contract (June 2020 Event)

• Event Date: June 19-21, 2020

• Location: North Lake Tahoe & Truckee

Cash Sponsorship

• \$6,000 (Payment –100% March)

Key Sponsorship Terms

- NLTRA to receive
 - o Custom branding on the LTSC lodging page, linked to GTN.com
 - o Logo/link on North Lake Tahoe Summit Classic website and emails
 - On-site signage during event
 - o Ability to provide collateral to participants upon arrival
 - o NLT crafted message sent to all team and individuals after registration. Provide activity and region information to encourage additional room nights.
- NLTRA to provide
 - O Assistance on a "Passport Program" in which information/discounts/special rates from local businesses are provided to participants

2019 Lake Tahoe Lacrosse Tournament

June 21 − 23, 2019

Location: North Lake Tahoe & Truckee

Funded: \$5,000

Attendance: 6,000 (participants and attendees – 100 teams)

Avg. Night Stay: 2.5

Results:

The 6^{th} year of the Lake Tahoe Lacrosse Tournament was a success with 100 teams, the largest in the tournament history. The event took place across 5 venues in the North Tahoe and Truckee region and operationally went very smoothly. The event was pushed back a weekend in June to deconflicts with local high school graduations, allowing maximum usage of the high school facilities to increase team capacity which proved to be fruitful. The new dates also avoided a conflict with two other 'regional' lacrosse tournaments in SoCal and Denver. Organizers intend to keep the event in the North Tahoe region moving forward and have already selected the dates of June 19-21, 2020.

2018 Event Recap

North Lake Tahoe/Truckee, June 15 – 17, 2018

Funded: \$5,000 + \$670 (not including Northstar) = \$5,670

Attendance: 4,858 (1,659 players)

Out of Town Participants: 87% (CA, OR, ID, TX and CO)

Average Night Stay: 2.5

Average Economic Impact: \$850,575 ROI: \$50.1 Tracked Lodging: 134 rooms

• The Resort at Squaw Creek: 70

• Northstar California: No Results Yet (requested multiple times – estimate 70 not included)

The Village at Squaw Valley: 17
 Granlibakken Tahoe: 12
 Squaw Valley Lodge: 35

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2018 was the fifth year of the tournament. They had 88 teams, 12 of which were local (Tahoe/Reno), making 76 teams from out of town. They had many returning teams and operationally the flow of getting teams around the region, to multiple venues, went very smoothly. A major obstacle was conflicting with both North Tahoe and Truckee graduations which limited field use and ultimately impacted overall team capacity. The event will be the following weekend in 2019 and will not conflict with graduations which the producers believe will make it so they can accommodate additional teams.

2017 Event Recap

North Lake Tahoe/Truckee, June 16 – 18, 2017

Funded: \$5,000 + \$1,050 = \$6,050

Attendance: 4,747 (1,549 players)

Out of Town Participants: 100% (CA, OR, ID, TX and CO)

Average Night Stay: 2.5
Average Economic Impact: \$955,344
ROI: 158:1

Results:

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled approximate 16 teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.



Lake Tahoe Summit Classic EVENT SPONSORSHIP AGREEMENT

This EVENT SPONSORSHIP AGREEMENT (this "Agreement") is made and entered into between Lake Tahoe Summit Classicowned and operated by, ADVNC Lacrosse and Summit Lacrosse Ventures ("Producer"), and the NORTH LAKE TAHOE RESORT ASSOCIATION, INC., a California nonprofit corporation ("Sponsor") on November 25th, 2019.

1. <u>Event</u>. ADVNC Lacrosse and Summit Lacrosse Ventures arethe organizers, owners and operators of "Lake Tahoe Summit Classic" which will take place on June 19-21, 2020 at North Tahoe High School / Riverview Sports Park / Truckee High School/Squaw Valley Park Fields/Alder Creek Middle School, Placer County, California(the "Event"). Sponsor desires to obtain, and Producer desires to grant, sponsorship rights to the Event, as set forth in this Agreement.

2. <u>Obligations of LTSC to Sponsor</u>:

Sponsor will be incorporated into the Event marketing and will receive the following benefits:

- a) Sponsor's name and logo shall be includedondigital, print and grassroots media pertaining to the event where applicable.
- b) Sponsor's logo/web address/social handles/hashtags shall be included in all LTSC Event collateral, posters, websites, social media, on-site signage, etc. where applicable. Sponsors is to be mentioned as a sponsor of the event wherever possible.
- c) Sponsor's name and logoshall be included on the LTSC Event website home page and sponsor page, listed as a partner, with a link to GoTahoeNorth.com.
- d) LTSC will include regional information on event website and in participant communications, promoting additional activities in the region to encourage longer regional stays.
- e) LTSC will highlight the North Lake Tahoe destination in a minimum of two (2) destination specific posts on Lake Tahoe Lax event social media channels. Content will be created collaboratively and approved by both parties.
- f) LTSC will list event on GoTahoeNorth.com event calendar no later than 90 days prior to event.
- g) LTSC will make reasonable efforts to partner with lodging properties within Placer County in regard to the event and track overnight lodging as a result of the event.
- h) LTSC will provide Sponsor with images and video for use in promoting both the event and the region.
- i) LTSC will conduct a post-event survey including the NLTRA specific questions and include results in the post-event report.
- j) Prior to the Event, LTSC will procure and maintain, through the end of the Event, liability insurance in amounts not less than \$1,000,000 per occurrence, \$2,000,000 general aggregate that provides coverage for the Event. LTSC will name Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers as additional insureds on said policy or policies and provide Sponsor with an endorsement or endorsements to said policy or policies evidencing such coverage.
- k) Should the Event be canceled or postponed for a period of six months or more after the above-stated Date of Event, immediately upon such cancellation or postponement, LTSC shall return to Sponsor all the sponsorship funding which has not been spent by Producer. Upon cancelation or postponement, Sponsor's obligations to LTSC per this Agreement shall terminate.

3. Obligations of Sponsor to Producer/Event:

- a) Sponsor shall provide a\$6,000 cash sponsorship to the Event.
- b) Support the development and promotion of the Lake Tahoe Summit Classic through NLTRA marketing and development resources.
- c) Provide monthly (and by request) updates on room numbers as well as a post-event report of total numbers per property.
- d) Work to develop a 'passport' program in which information/discounts/special rates from local businesses are provided to LTSC participants in order to attract them to great-off field activities, sights, etc. while in the area for the event.
- 4. <u>Use of Producer's Intellectual Property by Sponsor</u>. Sponsor hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of LTSC, including, without limitation, the Event Marks; the Event (collectively Producer Property"); and all accounts, descriptions, pictures, videos, audio, reproductions, recordings, memorialization or other information concerning or in connection with the Event, belong exclusively to Producer, (ii) Sponsor is hereby provided a limited license to use LTSC Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of Sponsor to use such LTSC Property shall immediately cease, (iii) Sponsor will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to LTSC Property, (iv) all uses of LTSC Property by Sponsor, and all goodwill therefrom, inure to the benefit of LTSC, (v) any permitted use of LTSC Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by LTSC, and (vi) Event Marks must be used in a complete format, and no abbreviated uses are permitted.
- 5. <u>Use of Sponsor's Intellectual Property by LTSC</u>. LTSC hereby acknowledges and agrees that (i) all right, title and interest in the name, logos, trademarks, copyrights and other intellectual property rights of Sponsor, including, without limitation, web addresses, social hashtags and social handles (collectively "Sponsor Property"), belong exclusively to Sponsor, (ii) LTSC is hereby provided a limited license to use Sponsor Property only in the manner and for the uses expressly permitted hereunder, and upon expiration or termination of this Agreement, all rights of LTSC to use SponsorProperty shall immediately cease, (iii) LTSC will not adopt or use any term, work, mark or designation which is in any respect confusingly similar to Sponsor Property, (iv) all uses of Sponsor Property byLTSC, and all goodwill therefrom, inure to the benefit of Sponsor and (v) any permitted use of Sponsor Property may be used only to indicate a sponsor relationship with the Event and will use ownership marks (such as ® or ™) and designations (such as "An Official Sponsor") as directed by Sponsor.
- 6. <u>Relationship of the Parties</u>. The relationship of Sponsor and LTSC hereunder shall be solely that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, partnership, joint venture or any relationship other than that of independent contractors. Sponsor and LTSC acknowledge and agree that each of them is engaged in a separate and independent business and neither shall state, represent or imply any interest in or control over the business of the other.
- 7. <u>Indemnity</u>. Producer agrees to defend, indemnify and hold harmless Sponsor, its members, directors, officers, employees, agents, attorneys, representatives and volunteers, from and against any and all expenses, liabilities, damages and claims ("Claims") arising from LTSC's use of the sponsorship funding provided under this Agreement or from any other term or provision of the Agreement, including without limitation, all attorneys, accountants, and other professional fees incurred by Sponsor in defense of any action, suit or other proceeding which may be brought against the Sponsor as a result of any action or inaction of LTSC, and LTSC further agrees that is will pay or satisfy any judgment which may be rendered against Sponsor arising from such claims.
- 8. <u>Governing Law, Venue and Attorney Fees</u>. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California. Any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement shall be commenced and maintained only in the Superior Court in and for the County of Placer, State of California. In any lawsuit, proceeding or other attempt to enforce, construe or to determine the validity of this Agreement,

the prevailing party shall be entitled to an award of its attorneys' fees, costs, expert witness fees, fees of consultants and court costs incurred in connection therewith, in addition to any other relief awarded.

- 9. <u>Sole Agreement/Amendment: This Agreement represents the entire agreement between Association and LTSC</u> and supersedes any and all or prior agreements, negotiations or proposals related to the subject matter of this Agreement. This Agreement shall not be amended except by written agreement signed by both parties. No consent to any departure by LTSC from the limitations on use of the Funding contained in this Agreement shall be effective unless in writing and signed by an officer of Association and then only in the specific instance and for the specific purpose given.
- 10. <u>Counterparts; Scan/Facsimile</u>. This Agreement may be executed in any number of counterparts, each of which shall be deemed an original but all of which taken together shall constitute one and the same instrument. This Agreement may be executed and delivered by exchange of scanned or facsimile copies showing the signatures of the parties hereto. Such copies showing the signatures of all Parties hereto shall constitute originally signed copies of the same Agreement requiring no further execution. This Agreement may be enforced by any of the Parties upon scanned or facsimile signatures.

IN WITNESS WHEREOF, the parties have caused this document to be executed on the date indicated by their signatures below

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.	LAKE TAHOE SUMMIT CLASSIC
Ву:	Ву:
Name:	Name:
Title:	Title:
Date:	Date:



MEMORANDUM

Date: 11/26/19

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Abbi Agency Contract for TBID Campaign

Action(s) Requested:

Board approval of a contract with The Abbi Agency for TBID campaign materials including development of a pre-petition informational postcard and infographic for mailing with the TBID petition.

Background:

To further the informational campaign surrounding the development of a TBID, The Abbi Agency is being engaged to develop appropriate materials for mailing to all potentially assessed businesses. Public meetings and discussions with local community members has informed us of the need for this informational campaign.

Fiscal Impact:

Expense of \$13,600 against budgeted TBID costs. Although this contract can be accommodated in the TMPI budget for TBID development, it is anticipated NLTRA will work with the County of Placer to increase the TMPI budget, potentially with surplus funds from 2018/19, to fund any additional TBID related expenditures.

Attachments:

The Abbi Agency contract for services



NLTRA & The Abbi Agency ESTIMATE

Client Name: NLTRA

Project Name: TBID Creative Collateral

Client Contact: Liz Bowling Internal Contact: Chani Knight

Deadline: ASAP

Client Timeline: ASAP

PROJECT OVERVIEW & PURPOSE

The Abbi Agency will deliver the following deliverables:

Phase 1: Due by 11/18

Direct Mail Postcard

Phase 2: Due by 11/22

- One infographic
- Petition Envelope
- Cover Letter One-Sheet
- Testimonial One-Sheet
- One hero image for the web page

Phase 3: Due date TBD

Vision & Mission One-Sheet

Each deliverable is allotted 1 round of edits. The creative process will goes as follows: One concept will be presented per deliverable for round 1. These will be discussed and feedback will be applied to round 2. On this round, one final concept will be chosen to finalize and send to print or web.

This estimate does NOT include printing, illustration or images.

DETAILS AND SPECS

Copy/Content: Copy will be provided by TAA via David Bunker* *Exception, Copy for the cover letter will be provided by the client.

Imagery/Illustration: Images Provided by Client



Specs:

• Direct Mail Postcard

Specs: 6x9; 4-color

• Infographics - TBD depending on content

• Petition Envelope:

Specs: 4 1/8 x 9 1/2; 4-color (no bleed; ½" gutters all around) Address will be printed on the outside via Bulk Mail service

- Cover letter One-Sheet 8.5x11
- Testimonial One-Sheet 8.5x11
- Hero Image for Web TBD by Web team
- Vision & Mission One-Sheet 8.5x11

BUDGET PHASE 1

Project Management	\$600.00
Direct Mail Postcard	\$750.00
Rush Fee:	\$250.00

Phase 1 Total	\$1,600.00
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BUDGET PHASE 2

Copywriting Fees	\$3,000.00
Project Management	\$4,000.00
One Infographic	\$900.00
Envelope	\$150.00
Cover Letter One-Sheet	\$400.00
Testimonial One-Sheet	\$750.00
Hero Image	\$300.00
Rush fee	\$1,500.00

Phase 2 Total:	\$11,000.00
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BUDGET PHASE 3

Project Management \$250.00 Vision & Mission One-Sheet \$750.00

Phase 3 Total: \$1,000.00



*Note: If a project in budget phase 3 falls within a 2 week timeline once client information has been provided, client is subject to a rush fee that will be submitted via a change order form and discussed with the client before billing.

DESIGN DIRECTION OR CAMPAIGN ALIGNMENT

NLT Website

APPROVALS

Liz Bowling, Director of Communications & Membership, NLTRA

(Sign/Date)

Patrick Ty Whitaker

11/13/2019

Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)



MEMORANDUM

Date: 12/4/2019

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Tourism Development Committee Appointment

•

Action(s) Requested:

Board to approve Tourism Development Committee recommendations for open seats, effective January 2020

Background:

Due to terms ending and committee member turnover, the NLTRA did a call for applicants. Below are the recommendations put forth by the Tourism Development Committee from the November meeting selected from the applicant pool.

Pool A:

One year term, ending December 2020 Three open seats

- 1. Christine Horvath, Director of Marketing for Squaw Valley | Alpine Meadows. Christine is an existing committee member and valuable contributor to this committee. She is asking to extend for a (1) year term, which aligns with her co-chairing the NLT Marketing Co-operative Committee.
- 2. Lisa Nigon: Homewood Mountain & West Shore Café, Lisa is the Director of Marketing & Events. She would be the only representative with an event background and the only representative from the west shore.
- 3. Jenny Kendrick East West PR recommended to join as she has over 17 years of PR experience and has worked with tourism destinations such as RSCVA & Mono County.

Pool C:

Three year term, ending in December 2022 Three open seats

- 1. Judith Kline, Director of Marketing for Tahoe Luxury Properties. The committee asks to renew Judith's term to the committee. She is a dedicated and contributing member to the committee and holds historic knowledge and expertise in the vacation rental industry.
- 2. Susan Redding, Director of Leisure Sales for the Hyatt, Lake Tahoe. Susan brings over 20 years of leisure sales and international sales/marketing experience.
- 3. Shawna Faris, Marketing & Communication Manager at the Ritz-Carlton. Shawna oversees all of the Ritz Carltons PR and Marketing at the Ritz-Carlton, she would bring valuable PR experience to the committee.

Financial Impact: None



TBID Educational Campaign: Project Scope

What / Who: Digital and direct mail campaign that is highly targeted to the TBID assessment industries in North Lake Tahoe/Eastern Placer County (retail, activity provider, lodging, F&B).

Deliverables: Educational materials that explain benefits of a TBID:

- Post Card (sent prior to petition mailer)
- Cover Letter / Infographic (in petition mailing)
- Testimonials (in petition mailing)
- Customized Envelope for Petition Mailing
- Landing Page via NLTRA.org
- Organization Chart (shared at in-person meetings)
- Dedicated e-blasts
- NLTRA Staff Email Signatures (directing to TBID Resources page on NLTRA.org)
- Petition Drive Task Force

Digital communication pieces will be tailored to each industry, addressing their beneficial gain. All creative components will be linked within each e-blast and two dedicated blasts will follow to highlight: infographic and testimonials. NLTRA staff will update email signatures with resources to learn more. A task force will be assembled to continue in-person education.

The Abbi Agency (TAA) will complete copywriting, project management and design services; a Bulk Mailing service will manage printing and a dual mailing (1 – postcard; 2 – petition drive).

Direct Mail Campaign

Post Card: This piece is designed to alert businesses that the TBID petition is coming, key educational messages, and a list of resources to learn more.

Specs: 6x9; 4-color

Quantity: 2,500

Timeline:

Copy approval: 11/13

• Design approval: 11/18 (am)

Approved files to Bulk Mail service: 11/18 (pm)

Print production: 11/19Bulk Mailing: 11/20

Petition Drive Mailer

Envelope: Exterior design will reflect the post card for branding consistency, and to ensure voting documents stand out.

Infographic: This piece will visually demonstrate TBID benefits. The infographic will be included in the cover letter and sent twice via e-blast.

Testimonials: Designed with headshots and clear, concise messages, this one-sheet will highlight quotes from the local business community, including:

- Ron Cohen, SVAM (activity provider; experienced success with TBIDs) pending approval
- Dave Wilderotter, Tahoe Dave's (achievable housing solutions TBID \$\$ can help)
- Alex Mourelatos, MLR (achievable housing solutions TBID \$\$ can help)
- Douglas Dale, Wolfdales (traffic mitigation, management and solutions) pending approval
- Dan Tester, Granite Peak Management (lodging community support)
- Bill Dietz, Tahoe Luxury Properties (lodging community support) pending approval
- Andre Priemer, The Ritz-Carlton (lodging community support)
- Cindy Gustafson, Placer County (unified support)
- Kylee Bigelow, TCDA (streamlined efforts for the business community)
- Tom Turner, Tahoe Restaurant Collection (year-round economic vitality)

Timeline:

• Design Approval on all elements: 12/2

Approved files to Bulk Mail service: 12/3

Bulk Mailing: 12/4

Digital Campaign

Educational content pieces (Infographic, Timeline, Testimonials, Org Chart) will also be shared digitally through targeted e-communications and housed on the NLTRA.org website with a landing page dedicated to TBID Resources.

E-communications will be segmented by business industry so copy is tailored to their specific benefit. This will be simple and clear, while also alerting recipients that the petition drive is coming by mail and opportunities to learn more - via linked materials, a request for a 1:1, the TBID landing page. NLTRA will request that business associations utilize Member lists to also share this information digitally – NLTRA to create/send materials.

NLTRA.org > Resources > TBID Resources -- this landing page will serve as a hub of educational information for all things related to the TBID. It will house key messages, content materials, and detailed information if businesses want to learn more (FAQs, past presentations, receipt example, MDP). A header image will be created for the page that outlines key reasons to support.

Updated email signature for NLTRA staff that points to business resources - event calendar, TBID resource page, latest news/placements, visitor resources.

Governance Chart: This piece will demonstrate how public and private interests work together to utilize funds generated from TOT and TBID assessments which will fund infrastructure improvements and other measures that will enhance the experience for both visitors and residents, as well as improve the economic vitality of the region.

Timeline: This simple chart will clearly call out the voting deadline and what happens after a TBID passes – the implementation timeframe (Jan-Mar), which includes an educational series to assist businesses with reprograming their POS systems.

Timeline:

NLTRA.org Landing Page: 12/2

• Email Signatures: 12/2

• Targeted digital communications: 12/10

Task Force

A team of NLTRA staff and TBID ambassadors (inclusive of TCDA) will be assembled to help with outreach. In-person updates will also be made at upcoming TCDA, NTBA and NLTRA Board Meetings.

Timeline:

TCDA + NTBA Board Meetings: 11/20
Task Force 1:1 Meetings: 12/3-12/13

NLTRA Board Meeting: 12/8

The North Tahoe TBID

AN INVESTMENT IN NORTH TAHOE'S FUTURE



north lake tahoe

Chamber | CVB | Resort Association

With **Your Support**North Tahoe Secures

Two Funding Sources

\$4.1 Million

in Transient Occupancy Tax will be redirected to the North Tahoe region for transportation/traffic management projects and workforce housing initiatives.

\$6.3 Million

in TBID revenues will bolster a year-round North Tahoe economy, offset tourism impacts and support local businesses.

What a Tourism Business Improvement District Means for North Lake Tahoe

LOCAL CONTROL

North Tahoe businesses control what, when and how TBID funds are spent.

TRANSPORTATION & TRAFFIC MANAGEMENT IMPROVEMENTS

TOT dollars will be utilized to enhance and expand public transportation, and for projects and measures that reduce traffic congestion and improve traffic circulation.

ACHIEVABLE WORKFORCE HOUSING SOLUTIONS

TOT funding will provide financing for initiatives that increase the inventory of workforce housing.

TOURISM IMPACT OFFSETS

TBID funds will be utilized to reduce tourism impacts on local businesses and local communities.

Page 77 of 93

Sign the Petition

of a Tourism Business Improvement by Dec. 13 to support the formation District (TBID), funding the future of North Lake Tahoe

The TBID will provide significant resources to improve the viability of the North Tahoe business community. t is a critical opportunity for North Lake Tahoe transportation, workforce/affordable housing to use and control its own funds. Supporting the North Tahoe TBID is a vote for improved solutions and a vibrant, year-round North ahoe economy.

Learn More at:

NLTRA.org/Resources/TBID-Resources

Petitions will be sent out by:

November 29TH

December 20TH and must be returned by:

Executive Summary

Res Activity Outlook as of Oct 31, 2019

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1397 Units ('DestiMetrics Census'*) and 43.28% of 3229 total units in the North Lake Tahoe destination ('Destination

Census...)

Last Month Performance: Current YTD vs. Previous YTD		2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Oct) changed by (-7.1%) North Lake Tahoe ADR for last month (Oct) changed by (4.2%) North Lake Tahoe RevPAR for last month (Oct) changed by (-3.2%)	Occupancy (Oct) : ADR (Oct) : RevPAR (Oct) :	37.6% \$ 227 \$ 85	40.5% \$ 218 \$ 88	-7.1% 4.2% -3.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Nov) changed by (15.5%)	Occupancy (Nov) :	29.8%	25.8%	15.5%
North Lake Tahoe ADR for next month (Nov) changed by (3.4%)	ADR (Nov):	\$ 239	\$ 231	3.4%
North Lake Tahoe RevPAR for next month (Nov) changed by (19.5%)	RevPAR (Nov):	\$ 71	\$ 60	19.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-4.5%)	Occupancy	52.7%	55.2%	-4.5%
North Lake Tahoe ADR for the past 6 months changed by (3.6%)	~	\$ 344	\$ 332	3.6%
8 North Lake Tahoe RevPAR for the past 6 months changed by (-1.0%)	RevPAR	\$ 181	\$ 183	-1.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the furture 6 months changed by (-7.5%)	Occupancy	18.1%	19.6%	-7.5%
North Lake Tahoe ADR for the future 6 months changed by (15.0%)	~	\$ 390	\$ 339	15.0%
North Lake Tahoe RevPAR for the future 6 months changed by (6.3%)	PAR	\$ 71	\$ 66	%8.9
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2019 vs. Previous Year				
Rooms Booked during last month (Oct,19) compared to Rooms Booked during the same period Book last year (Oct,18) for all arrival dates has changed by (6.2%)	Booking Pace (Oct)	7.7%	7.3%	6.2%

^{*} Inntopia Cersus: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including; i)current YTD occupancy, ii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month wide view that features three data sets (providing that sufficient information is a acceptancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month paticipating a valid set of other participating to a cooperative manner, and representation activity of their properties as a result. Report resulting properties that they choose from amongst Inntopia's other participants. As is the case in all Information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report October 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

		FY 19/20	FY 18/19	<u>Variance</u>
	e Booked as of 10/31/19:	\$3,375,698	\$1,882,985	79%
Forecasted Co	ommission for this Revenue:	\$41,115	\$33,483	23%
	Number of Room Nights:	16,108	10731	50%
	Number of Delegates:	7934	8236	-4%
Annual Rever		\$2,500,000	\$2,500,000	0%
Annual Comr	nission Goal:	\$50,000	\$50,000	0%
Monthly Deta	nil/Activity	October-19	October-18	
	Number of Groups Booked:	7	3	
	Revenue Booked:	\$580,148	\$226,569	156%
	Room Nights:	1106	952	16%
	Number of Delegates:	3212	335	859%
		3 Corp., 4	1 Corp., 2	
	Booked Group Types:	Assoc.	Assoc.	
	Lost Business, # of Groups:	48	21	129%
	Arrived in the month	October-19	October-18	
	Number of Groups:	4	4	
	Revenue Arrived:	\$166,169	\$183,995	-10%
	Room Nights:	825	1071	-23%
	Number of Delegates:	365	500	-27%
	_	3 Corp., 1	2 Assoc., 1	
	Arrived Group Types:	Assoc.	SMF, 1 Corp.	
Monthly Deta	nil/Activity	September-19	September-18	
•	Number of Groups Booked:	5	4	
	Revenue Booked:	\$233,431	\$124,184	88%
	Room Nights:	1190	586	103%
	Number of Delegates:	705	190	271%
		4 Corp., 1 Non-	2 Corp., 1 SMF,	
	Booked Group Types:	Profit	1 Seminar	
	Lost Business, # of Groups:	6	21	-71%
	Arrived in the month	September-19	September-18	
	Number of Groups:	9	7	
	Revenue Arrived:	\$493,612	\$221,430	123%
	Room Nights:	2281	1140	100%
	Number of Delegates:	697	506	38%
		5 Cama 2	4 Cama 2	
		5 Corp., 3	4 Corp., 3	

		5 Corp., 3	4 Corp., 3	
	Arrived Group Types:	Assoc., 1 Govt.	Assoc.	
Monthly Deta		August-19	August-18	
	Number of Groups Booked:	5	4	400/
	Revenue Booked:	\$200,159	\$248,395	-19%
	Projected Commission:	\$0 30 7	\$66	4.40/
	Room Nights:	987	1147	-14%
	Number of Delegates:	433	307	41%
		4 Corp., 1		
	Booked Group Types:	Assoc.	3 Corp., 1 SMF	
	Lost Business, # of Groups:	35	14	150%
	Arrived in the month	August-19	August-18	
	Number of Groups:	10	8	
	Revenue Arrived:	\$875,661	\$154,661	466%
	Projected Commission:	\$2,524	\$66	
	Room Nights:	3335	876	281%
	Number of Delegates:	3241	374	767%
	rumoer of Belegates.	9 Corp., 1	5 Corp., 1	70770
	Arrived Group Types:	Assoc.	Assoc., 2 SMF	
	Affived Gloup Types.	Assoc.	Assoc., 2 SWI	
Monthly Deta	ail/Activity	<u>July-19</u>	<u>July-18</u>	
•	Number of Groups Booked:	6	6	
	Revenue Booked:	\$138,643	\$329,030	-58%
	Projected Commission:	\$2,580	\$3,266	
	Room Nights:	591	3405	-83%
	Number of Delegates:	335	3850	-91%
	C	3 Corp, 2 SMF,	5 Corp, 1	
	Booked Group Types:	1 Govt.	Assoc.	
	Lost Business, # of Groups:	28	4	600%
	, 1			
	Arrived in the month	<u>July-19</u>	<u>July-18</u>	
	Number of Groups:	8	4	
	Revenue Arrived:	\$359,396	\$141,134	155%
	Projected Commission:	\$7,979	\$0	
	Room Nights:	1666	714	133%
	Number of Delegates:	2160	13670	-84%
	č	2 Corp, 2		
		Assoc, 2 SMF,	2 SMF, 2	
	Arrived Group Types:	2 Non-Profit	Assoc.	
		Current Numbers	Goals Goals	
	For 2020/21:	\$997,442	\$750,000	
	For 2021/22:	\$88,242	\$750,000 \$500,000	
	FUI 2021/22:	Φ00,∠4∠	φ 500,000	

NUMBER OF LEADS Generated as of 10/31/19:

YTD 10/31/18: 124 YTD 10/31/17: 98

Total Number of Leads Generated in Previous Years: 2017/2018 302

2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



NLTRA Board of Directors Report Marketing | Sales | Public Relations: October Results

Departmental Reports Posted: https://www.nltra.org/about/meetings-minutes-agendas/nltra-board-of-directors/

PR Highlights

- Media Placements: 10 (coverage book: https://coveragebook.com/b/d55444ae)
- Publication Highlights: Reader's Digest, Meetings Today, Departures Magazine, Adventure Sports Network, Trip Savvy, Endless Vacation
- Total Impressions: 31,476,783
- Media FAM Update:
 - o Domestic:
 - Hosted Dr. Cacinda Maloney (@pointsandtravel): luxury travel, arts & culture, wellness, boomer experiences: Oct. 29-31
 - Planning for Deanne Revel + Rachael Jones (Travel Channel): Nov. 1-4
 - o International
 - Hosted Angelia Liguori & Matthew Mas z1sa from Vancouver, Canada alongside Mammoth Lakes and Yosemite Tourism
 - Hosted Flizabeth Santana & Luis Gabriel Flizondo from Bleu & Blanc Mexico
- Media Desksides:
 - o Seattle, Oct. 28-30 in conjunction with Out of Bounds premiere. Met with Alaska Airlines Magazine, Beyond to secure spring placement and two additional media contacts to pitch travel stories
 - January 2020: TravMedia's International Media Marketplace, NYC. Desksides will be added, targeting key travel national publications
 - o March 2020: Houston, Dallas, Austin
- Content:
 - o What's New Winter Press Release
 - o Visit California monthly content submission

Content Review

- Two (2) Blogs Posted
 - o 3 Things to do this Halloween in North Lake Tahoe
 - o Your Guide to Autumn Arts and Culture in North Lake Tahoe

Social Media Update

- Monthly Impressions: 3.9M, Monthly Engagements: 92k
- Social Media Growth:
 - Facebook: 0 Fans, Instagram: 1,007 Followers, Twitter: 49 Followers
- Facebook Live: Ghost Stories from the Tahoe Biltmore
 - o Impressions: 5.9k, Engagement: 306, Live Views: 1,597
- Instagram Stories

o Impressions: 79k

Paid Media Update

- Consumer
 - o 4.77M Impressions, 13.8K Website Visits, 2.01K Time on Site Conversions
 - Website Sessions increased 74% YOY for October. Organic traffic has decreased compared to this time last year but paid traffic has seen an increase. Better targeting and optimization helped drive this increase.
 - For Digital ads, the general ad creative was most effective, resulting in 891 TOS conversions and 38 Book
 Now conversions. The workaholic ad creative had the highest click through rate at 0.20%.
 - o In Paid Search, the cost per TOS conversion for October was \$3.97. This is the third month in a row with a cost around \$4 the annual average is \$7.
 - Display ads were highly effective, accounting for 53% of TOS conversions. Display had 1,065 TOS conversions at \$24.59 per conversion, the highest this month.
 - On Facebook, retargeting ads were most effective creative resulting in 390 TOS conversions and 212
 Book Now conversions.
- MCC
 - o 11.4K Impressions, 79 Website Visits
 - 10.13% of all visitors from MCC digital ads spent more than 115 seconds on site (TOS conversions)
 - o In October we only ran a small amount of retargeting ads on FB and didn't run on Linked In.

Asset Collection

Planning MCC Asset Collection - outdoor recreation & team building activities - October 2019

Upcoming Sponsored Events

- Dec. 5 8 | Tahoe Film Fest | Northstar, Incline Village, Crystal Bay Club
 - o December 8th is the regional premier of the Out of Bounds IMAX film the NLTMC sponsored

Leisure Sales Efforts

- Sales Missions
 - o Seattle Leisure Sales Event
- Site Visits with HotelBeds
- (4) FAMS Hosted:
 - Air Canada FAM
 - o DCI Immersion Trip
 - o RSCVA China FAM
 - Shanghai Travel FAM
- International Representation Highlights
 - Germany:
 - (11) Agents Trained, (6) meetings conducted, brochures created in German, signed up to attend (5) consumer shows, and NLT was featured in German newsletter with a 43.5% open rate
 - Canada:
 - (6) agents trained, (5) key meetings conducted, Air Canada FAM hosted, and our new DCI rep was in North Lake Tahoe doing site visits to over 10 properties
 - UK/Ireland
 - (22) agents trained, (3) key meetings conducted, attended (3) major industry events, and NLT was the newsletter feature of the month
 - Australia

- (7) key meetings conducted and attended the new United Airlines launch for the new direct flight into SFO
- Launched the new Travel Trade Tourism Industry newsletter

Conference Sales Efforts

- (7) Groups turn definite in September with an estimated \$522,447 in estimated revenue
- (32) RFPs went out to local properties
- Tradeshows/sales missions attended:
 - o HPN Annual Partner Conference
 - Sales Calls in Seattle
 - Connect Tech & Medical
 - o Dallas Sales calls
- Chicago Updates:
 - Hosted the Carrie Underwood event with (2) NLT partners RSC & The Village at Squaw Valley 16
 meeting planners joined for the event
 - o (9) hosted client meetings and sales calls
 - o attended Destination Celebrations Show 67 clients attended



North Lake Tahoe Visitor Information Center Visitor Report: October 2019

VISITORS SERVED:

October 2018 September 2019 October 2019 Total TC Walk-ins: Total TC Walk-ins: Total TC Walk-ins: 5,106 3,077 4,052 Total Phone Calls: Total Phone Calls: 224 172 Total Phone Calls: 167 Events: 685 Events: 65 Events: 53 Total 6,015 3,314 4,272

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
668	110	153	80
Tours	Surrounding Towns (SLT / Truckee)	Shopping	Transportation
44	47	81	23
Services	Activities Mountain / Trails	Activities / Lake	Maps / Directions
49	771	246	783

TOTAL: 3,055 = 99 referrals per day

Visitor Surveys Gathered: 39 in October with total of 360 since Sept 2018

Guest Book Signatures: 98

- Domestic Visitation included: CA, TX, FL, VA, WA, CO
- International visitation included: France, Australia, Canada, Germany, Costa Rica, Norway, Guatemala
- Comments: Very Helpful, Thanks Tahoe VC, excellent help

October 2019 Highlights

- Participated in TCDA Scarecrow event
- Hosted two local business meetings in conference room
- Added two additional local artists as vendors

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending
October 31, 2019

North Lake Tahoe Marketing Cooperative Balance Sheet

Accrual Basis

As of October 31, 2019

Current Assets		Oct 31, 19	Oct 31, 18	\$ Change	% Change	Jun 30, 19
Checking/Savings	ASSETS					
1000-00 - Cash	Current Assets					
Total Checking/Savings	Checking/Savings					
	1000-00 · Cash	355,428	424,227	(68,799)	(16%)	363,031
1,984 8,118 (6,134) (76%) 10,196 Total Accounts Receivable 1,984 8,118 (6,134) (76%) 10,196 Other Current Assets 1,380 0 0 0 0 0 0 1350-06 Security Deposits 3,325 100 3,225 3,225% 100 Total Other Current Assets 3,325 100 3,225 3,225% 4,462 Total Other Current Assets 3,325 100 3,225 3,225% 4,462 Total Other Current Assets 3,325 100 3,225 3,225% 4,462 Total Other Assets 360,737 432,445 (71,708 (17%) 377,689 Other Assets 37,586 42,444 (4,859 (11%) 12,340 Total Other Assets 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Credit Cards 0 1,871 (1,871 (1,978	Total Checking/Savings	355,428	424,227	(68,799)	(16%)	363,031
Total Accounts Receivable 1,984 8,118 (6,134) (76%) 10,196 Other Current Assets 300 · Reimbursements Receivable 0 0 0 0 % 4,362 1300 · Reimbursements Receivable 0 0 0 3,225 3,225% 100 Total Other Current Assets 3,325 100 3,225 3,225% 4,462 Total Current Assets 360,737 432,445 (71,708) (17%) 377,689 Other Assets 37,586 42,444 (4,858) (11%) 12,340 Total Other Assets 37,586 42,444 (4,858) (11%) 12,340 Total Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 - 9 ank of the West Credi	Accounts Receivable					
Other Current Assets 0 0 0 0 4,362 1300 · Security Deposits 3,325 100 3,225 3,225% 100 Total Other Current Assets 36,0737 432,445 (71,708) (17%) 377,688 Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Liabilities Variant Current Liabilities Variant Current Liabilities Variant Current Liabilities Variant Current Cu	1200-00 · Accounts Receivable	1,984	8,118	(6,134)	(76%)	10,196
1300 - Relimbursements Receivable 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Total Accounts Receivable	1,984	8,118	(6,134)	(76%)	10,196
1350-00 - Security Deposits 3,325 100 3,225 3,225% 4,462 Total Other Current Assets 360,737 432,445 (71,708) (17%) 377,689 Other Assets 360,737 432,445 (71,708) (17%) 377,689 Other Assets 37,586 42,444 (4,858) (11%) 12,340 Total Other Assets 37,586 42,444 (4,858) (11%) 390,029 LIABILITIES & EQUITY	Other Current Assets					
Total Other Current Assets 3,325 100 3,225 3,225% 4,462 Total Current Assets 360,737 432,445 (71,708) (17%) 377,689 Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 - Bank of the West Credit Cards 2080 - Bank of the West Credit Cards 2080-09 · MC_3126 Sarah 0 241 (241) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-09 · MC_3126 Sarah	1300 · Reimbursements Receivable	0	0	0	0%	4,362
Total Current Assets 360,737 432,445 (71,708) (17%) 377,689 Other Assets 1400-00 - Prepaid Expenses 37,586 42,444 (4,858) (11%) 12,340 TOTAL Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 388,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 200-00 - Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2808 · Bank of the West Credit Cards 2080 · Bank of the West Credit Cards 241 (241) (100%) 0 2080 · 9c MC_4222 Jason 0 241 (241) (100%) 0 2080 · 9c MC_2126 Sarah 0 6,766 6,766 (100%) 0<	1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Other Assets 37,586 42,444 (4,858) (11%) 12,340 Total Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080 · Bank of the West Credit Cards 2080 · 92 · MC_4222 Jason 0 241 (241) (100%) 0 2080 · 93 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080 · 99 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080 · 99 · MC_3126 Sarah 0 11,678 (11,678) (100%) 0 2080 · 99 · MC_4129 Jophn	Total Other Current Assets	3,325	100	3,225	3,225%	4,462
1400-00 · Prepaid Expenses 37,586 42,444 (4,858) (11%) 12,340 Total Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Current Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Ceredit Cards 2080 · Bank of the West Credit Cards 2080 · Bank of the West Credit Cards 2080 · 9. MC_3126 Sarah 0 241 (241) (10%) 0 2080 · 9. MC_3126 Sarah 0 1,871 (1,871) (10%) 0 2080 · 9. MC_3126 Sarah 0 2,800 (2,800) (100%) 0 Total 2080 · 9. MC_3126 Sarah 0 1,678 (11,678) (100%) 0 Total	Total Current Assets	360,737	432,445	(71,708)	(17%)	377,689
Total Other Assets 37,586 42,444 (4,858) (11%) 12,340 TOTAL ASSETS 398,323 474,889 (76,566) (16%) 390,029 LIABILITIES & EQUITY Current Liabilities Accounts Payable 2000-00 · Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-03 · MC_6193 Daphne 0 6,766 (6,766) (100%) 0 Case of Cardit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 </td <td>Other Assets</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Other Assets					
TOTAL ASSETS 398,323 474,889 76,566 (16%) 390,029	1400-00 · Prepaid Expenses	37,586	42,444	(4,858)	(11%)	12,340
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 Case0-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 <th< td=""><td>Total Other Assets</td><td>37,586</td><td>42,444</td><td>(4,858)</td><td>(11%)</td><td>12,340</td></th<>	Total Other Assets	37,586	42,444	(4,858)	(11%)	12,340
Liabilities Current Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7	TOTAL ASSETS	398,323	474,889	(76,566)	(16%)	390,029
Current Liabilities Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080 · Death of the West Credit Cards 400 241 (241) (100%) 0 2080 · Death of the West Credit Cards 0 1,871 (1,871) (100%) 0 2080 · Death of the West Credit Cards 0 1,871 (1,871) (100%) 0 2080 · Death of the West Credit Cards 0 6,766 (6,766) (100%) 0 2080 · Death of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Equity 3200	LIABILITIES & EQUITY			·		
Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total Z080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) <td>Liabilities</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Liabilities					
2000-00 · Accounts Payable 210,477 118,053 92,424 78% 365,187 Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%)	Current Liabilities					
Total Accounts Payable 210,477 118,053 92,424 78% 365,187 Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278	Accounts Payable					
Credit Cards 2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2000-00 · Accounts Payable	210,477	118,053	92,424	78%	365,187
2080 · Bank of the West Credit Cards 2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Total Accounts Payable	210,477	118,053	92,424	78%	365,187
2080-02 · MC_4222 Jason 0 241 (241) (100%) 0 2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Credit Cards					
2080-05 · MC_2107 Greg 0 1,871 (1,871) (100%) 0 2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2080 · Bank of the West Credit Cards					
2080-09 · MC_3126 Sarah 0 6,766 (6,766) (100%) 0 2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2080-02 · MC_4222 Jason	0	241	(241)	(100%)	0
2080-13 · MC_6193 Daphne 0 2,800 (2,800) (100%) 0 Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2080-05 · MC_2107 Greg	0	1,871	(1,871)	(100%)	0
Total 2080 · Bank of the West Credit Cards 0 11,678 (11,678) (100%) 0 Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2080-09 · MC_3126 Sarah	0	6,766	(6,766)	(100%)	0
Total Credit Cards 0 11,678 (11,678) (100%) 0 Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	2080-13 · MC_6193 Daphne	0	2,800	(2,800)	(100%)	0
Total Current Liabilities 210,477 129,731 80,746 62% 365,187 Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Total 2080 · Bank of the West Credit Cards	0	11,678	(11,678)	(100%)	0
Total Liabilities 210,477 129,731 80,746 62% 365,187 Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Total Credit Cards	0	11,678	(11,678)	(100%)	0
Equity 32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Total Current Liabilities	210,477	129,731	80,746	62%	365,187
32000 · Unrestricted Net Assets 24,842 189,433 (164,591) (87%) 189,433 Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Total Liabilities	210,477	129,731	80,746	62%	365,187
Net Income 163,004 155,726 7,278 5% (164,591) Total Equity 187,846 345,159 (157,313) (46%) 24,842	Equity					
Total Equity 187,846 345,159 (157,313) (46%) 24,842	32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
	Net Income	163,004	155,726	7,278	5%	(164,591)
TOTAL LIABILITIES & EQUITY 398,323 474,890 (76,567) (16%) 390,029	Total Equity	187,846	345,159	(157,313)	(46%)	24,842
	TOTAL LIABILITIES & EQUITY	398,323	474,890	(76,567)	(16%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance October 2019

Accrual Basis

	Oct 19	Budget	Jul - Oct 19	YTD Budget	Annual Budget
Income 4000-00 · LTIVCBVB Funding	133,000	133,000	419,468	419,468	942.000
4001-00 · NLTRA Funding	81,756	81,756	398,004	398,004	1,503,362
4004-00 · IVCBVB Entertainment	0	0	2,000	2,000	8,000
Total Income	214,756	214,756	819,472	819,472	2,453,362
Gross Profit	214,756	214,756	819,472	819,472	2,453,362
Expense					
5000-00 · CONSUMER MARKETING 5001-00 · Broadcast / Radio - High Notes	0	0	5,104	10,320	16,720
5002-01 · Native Display	0	5,250	0	21,000	68,000
5004-00 · Trip Advisor 5005-00 · Paid Social	4,241 7,454	8,333 5,054	11,175 33,467	33,332 26,130	100,000 139,000
5005-00 • Faid Social 5005-01 • Digital Display	20,149	5,750	46,407	25,000	85,000
5005-02 · Retargeting Video	0	2,500	12,473	10,000	30,000
5007-00 · Creative Production	11,024	13,250	84,515	53,000	158,219
5010-00 · Account Strategy & Management 5010-01 · Digital Management & Reporting	7,000 2,000	7,000 2,000	28,000 8,000	28,000 8,000	84,000 24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	4,800	4,800	14,400
5013-00 · Outdoor	0	0	0	0	115,000
5015-00 · Video	4,373	0	4,373	7,500	35,000
5017-00 · Rich Media 5018-00 · Media Commission	0 4,801	0 3,104	0 17,086	0 19,052	50,000 103,607
5018-01 · Digital Ad Serving	207	504	629	2,016	6,050
5020-00 · Search Engine Marketing	1,734	5,000	14,363	20,000	60,000
5022-00 · Email	3,125	3,500	10,626	14,000	35,000
5025-00 · Expedia 5026-00 · Consumer Research	0	0 0	0	0 750	20,000 750
5027-00 · Consumer Retargeting Video	0	1,250	0	5,000	15,000
5028-00 · High Impact Media	0	2,750	0	13,000	45,000
Total 5000-00 · CONSUMER MARKETING	67,308	66,445	281,017	300,900	1,204,746
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0	0	2,565	2,000	6,000
5112-00 · Training / Sales Calls 5113-00 · Additional Opportunities	929 697	500 0	1,651 2,254	500 1,750	6,500 7,000
5115-00 · Travel Agent Incentive Program	0	Ö	0	0	1,500
5120-00 · Domestic - Trade Shows	449	2,000	1,440	3,250	6,450
5131-00 · FAMS -Intl - Travel Trade	2,080 35	1,500 0	2,684 35	2,000 0	10,500
5132-00 · FAMS -Intl - Media 5133-00 · Ski-Tops	0	845	0	845	0 845
5134-00 · Intl Marketing - Additional Opp	2,000	0	4,527	2,750	11,000
5136-00 · Tour Operator Brochure Support	0	0	2,000	2,000	2,000
5137-00 · Co-op Opportunities	0	0	800	5,000	15,000
5141-00 · Australian Sales Mission 5142-00 · UK Sales Mission	0 0	0 0	0 2,177	0 3,000	6,550 3,000
5143-00 · Mountain Travel Symposium	0	0	510	0,000	1,500
5144-00 · IPW - POW WOW	0	0	(600)	0	11,000
5145-00 · TIA Annual Dues	0	0	0	0	2,650
5146-00 · UK / Black Diamond 5147-00 · AUS / Gate 7	2,500 7,925	7,750 7,925	10,000 15,850	15,500 15,850	31,000 31,700
5149-00 · Mexico Program	0	0	1,607	0	6,500
5150-00 · China Program	154	0	154	3,500	3,500
5154-00 · Canada 5154-01 · Canada Sales Mission	977	2,000	5,341	6,000	6,000
5154-00 · Canada - Other	0	6,250	5,452	13,500	26,000
Total 5154-00 · Canada	977	8,250	10,793	19,500	32,000
5155-00 ⋅ California Star Program	0	0	0	3,500	3,500
5156-00 · German Trade Representation	3,329	4,750	3,329	10,500	23,000
Total 5110-00 · LEISURE SALES	21,075	33,520	61,775	91,445	222,695
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	8,800	8,800	26,400 60,000
5201-00 · National, Regional, & Local PR 5202-00 · PR Program/ Content Dev - Blogs	5,000 2,000	5,000 2,000	20,000 8,000	20,000 8,000	24,000
5202-01 · Rich Content Development	0	5,500	4,675	11,000	22,000
5204-00 · Media Mission(s)	1,162	0	2,807	5,300	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	2,000	2,000	6,000
5207-00 · Content Campaigns/Tools-My Emma 5208-00 · International Travel Media FAMS	300 1,196	300 1,700	1,200 1,949	1,200 5,100	3,600 13,600
5208-01 · Int'l FAM Hard Cost	1,013	1,500	1,301	4,500	12,000
	.,0.0	.,555	.,	.,000	,000

	Oct 19	Budget	Jul - Oct 19	YTD Budget	Annual Budget
5208-02 · Int'l Media Retainer	300	300	1,200	1,200	3,600
5209-00 · Domestic Travel Media FAMS	0	3,500	3,688	14,000	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	7,200	7,200	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	16,000	16,000	48,000
5212-00 · Social Giveaways & Contests	0	0	54	1,100	9,200
5213-00 · Facebook Live 5214-00 · Social Takeover	1,000 3,595	0 0	1,000 7,952	1,620 0	6,480 16,000
Total 5200-00 · PUBLIC RELATIONS	24,065	28,300	87,825	107,020	321,580
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	2,500	0	2,500	23,850	23,850
6003-00 · Geo-Fence Targeting 6004-00 · Email	0	0 0	0 850	2,500 1,700	2,500 7,650
6005-00 · Paid Media	0	833	2,522	3,332	10,000
6006-00 · CVENT	Õ	0	11,167	13,500	13,500
6007-00 · Creative Production	1,396	2,000	8,226	13,000	30,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	4,000	4,000	12,000
6016-00 · MCC Search Engine Marketing	423	040	446	0.004	0.004
6018-00 · MCC Media Commission 6019-00 · Conference Direct Partnership	351 0	219 0	2,098 0	6,331 5,000	8,861 5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	2,250	6,000	6,000
6152-00 · Client Events / Opportunities	2,194	3,000	3,951	3,000	15,000
6153-00 Chicago Sales Rep Support	0	600	(605)	1,500	10,000
Total 6000-00 · CONFERENCE SALES	8,447	7,652	37,404	83,713	144,361
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections 6116-00 · CalSAE Seasonal Spectacular	310 0	750 5,000	1,422 1,280	3,000 5,250	7,000 4,250
6118-00 · ASAE Annual	0	0,000	5,585	6,000	6,000
6120-00 · AFW Client Event	Ö	0	0	2,500	2,500
6120-01 · Sac River Cats Client Event	0	0	1,187	2,500	2,500
6127-00 · CalSAE Annual	0	0	0	0	6,700
6143-00 · Connect Marketplace 6144-00 · ASAE XDP	0	0 0	3,815 0	11,000 0	11,000 4,000
6151-00 · Destination CA	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	6,500
6156-00 · Connect California	0	0	0	3,750	5,250
6156-02 · Connect Chicago	0	0	0	3,750	4,250
6156-04 · Connect Georgia 6157-00 · HPN Partner Conference	3,750 1,619	0 1,500	3,750 4,299	3,750 3,195	5,250 3,195
6160-00 · AllThingsMeetings Silcon Valley	0	0	511	1,000	1,000
6160-01 · AllThingsMeetings East Bay	0	0	0	625	1,625
6161-00 · Connect Southwest	0	0	0	3,750	5,250
6162-00 · Connect Tech & Medical 6163-00 · Connect Financial	1,049 0	1,500 0	1,049 0	5,250 3,750	5,250 5,250
6164-00 · Connect Mountain Incentive	0	0	0	3,750	5,250
6165-00 · Bay Area Client Appreciation	Õ	Ö	(1,000)	0	5,000
6168-00 · Sacramento/Roseville TopGolf	0	0	0	2,500	2,500
6169-00 · Prestige Meetings SF	0	0	0	895	2,395
6171-00 · Outdoor Retailer 6172-00 · Prestige Meetings Seattle	0		0 0		600 2,595
Total 6100-00 · TRADE SHOWS	6,728	8,750	21,898	66,215	106,610
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	11,122	0	11,122	12,500	50,000
5009-00 · Fulfillment / Mail	212	1,000	7,848	4,000	12,000
5021-00 · RASC-Reno Air Service Corp 5122-00 · SSMC Shipping - Sierra Ski Mkt	25,000 5	25,000	50,000 5	50,000	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	667	2,000	2,000
7001-00 · Miscellaneous	0	0	253	0	0
7002-00 · CRM Subscription	556	833	3,056	3,332	9,996
7003-00 · IVCBVB Entertainment Fund	540	0	911	2,000	8,000
7004-00 · Research 7005-00 · Film Festival	422 0	0 0	25,687 15,000	0 15,000	24,000 15,000
7006-00 · Special Events	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	0	8,338	0	16,676	33,352
7008-00 · Opportunistic Funds	25,537	25,000	28,216	25,000	50,000
7009-00 · Tahoe Cam Usage	0	177 592	0	708 2,368	2,124 7,104
7010-00 · Photo Management & Storage 7011-00 · TrendKite PR Software	357	333	1,071	2,366 1,332	7,104 3,996
8700-00 · Automobile Expense*	457	400	1,816	1,600	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		160		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	64,373	61,673	145,811	136,516	352,372

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance October 2019

Accrual Basis

	Oct 19	Budget	Jul - Oct 19	YTD Budget	Annual Budget
8000-00 · WEBSITE CONTENT & MAINTENANCE	4.250	4.250	17.000	17.000	51,000
8002-00 · Content Manager Contractor 8003-00 · Website Hosting Maintenance	534	4,166	3,738	16,664	50,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,784	8,416	20,738	33,664	101,000
Total Expense	196,780	214,756	656,468	819,473	2,453,364
Net Income	17,976	0	163,004	(1)	(2)



Aging by Revenue Item As of 10/31/2019

Total		\$940.00	\$670.00	\$6,840.00	\$2,080.00	\$470.00	\$1,285.00	\$275.00	\$825.00	\$13,385.00		\$180.00	\$685.00	\$65.00	\$200.00	\$165.00	\$1,295.00	\$14,680.00
120+		\$0.00	\$0.00	\$2,565.00	\$1,040.00	\$470.00	\$630.00	\$0.00	\$165.00	\$4,870.00		\$180.00	\$80.00	\$65.00	\$0.00	\$165.00	\$490.00	\$5,360.00
91-120	Dues)	\$0.00	\$0.00	\$1,425.00	\$520.00	\$0.00	\$0.00	\$0.00	\$165.00	\$2,110.00	ther)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,110.00
61-90	er AR - Member	\$0.00	\$335.00	\$1,995.00	\$0.00	\$0.00	\$0.00	\$0.00	\$330.00	\$2,660.00	Receivable:Member AR - Other	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,660.00
31-60	r Accounts Receivable: Member AR - Member Dues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00	\$345.00	\$0.00	\$200.00	\$0.00	\$545.00	\$545.00
0-30		\$0.00	\$0.00	\$570.00	\$520.00	\$0.00	\$315.00	\$0.00	\$0.00	\$1,405.00	r (Member Accounts	\$0.00	\$260.00	\$0.00	\$0.00	\$0.00	\$260.00	\$1,665.00
Not Yet Due	Account: 1201-01 Member AR Membership Dues (Membe	\$940.00	\$335.00	\$285.00	\$0.00	\$0.00	\$340.00	\$275.00	\$165.00	\$2,340.00	Account: 1201-03 Member Accounts Receivable - Other (\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,340.00
Due Date	er AR Member	pership Dues	pership Dues	pership Dues	pership Dues	ership Dues	ership Dues	or FY Totals:	Dues Totals:	pership Dues	er Accounts R	icket Totals:	Eblast Totals:	ward Totals:	ckers Totals:	eakfast Club	Receivable ·	GRAND TOTALS
Invoice ID Invoice Date	1201-01 Memb	101-200 Employees Membership Dues	11-20 Employees Membership Dues	1-5 Employees Membership Dues	21-50 Employees Membership Dues	50-100 Employees Membership Dues	6-10 Employees Membership Dues	Member dues prior FY Totals:	Non-Profit Membership Dues Totals:	1201-01 Member AR Membership Dues	201-03 Memb	Community Awards Ticket Totals:	Ш	Employee of the Year Award Totals:	Tahoe LOVE Stickers Totals:	Tuesday Morning Breakfast Club	1201-03 Member Accounts Receivable	GRA
Invoice ID	Account: 1	101-200 Em	11-20 Em	1-5 Em	21-50 Em	50-100 Em	6-10 Em	Me	Non-Profit	1201-01 Men	Account: 1	Commu		Employee	Та	Tuesd	1201-03 Men	

KEY METRICS FOR October 31, 2019 FINANCIAL STATEMENTS

pdated	롸	•		•		
21,496,111	↔	3,421,260	6,976,003	4,032,171	7,066,677	2018 - 2019
18,565,344	₩	3,196,960	5,636,806	3,453,729	6,277,849	2017 - 2018
18,322,920	₩	3,358,360	6,140,764	3,319,046	5,504,750	2016 - 2017
16,532,998	₩	2,349,451	5,436,080	3,874,544	4,872,923	2015 - 2016
12,603,558	₩	1,868,483	3,513,439	2,527,728	4,693,908	2014 - 2015
11,992,238	₩	1,751,001	3,569,535	2,145,820	4,525,882	2013 - 2014
11,701,279	₩	1,447,976	4,263,868	2,106,483	3,882,952	2012 - 2013
10,191,876	8	1,554,224	3,159,674	1,794,633	3,683,345	2011 - 2012
Total		Q4 (Apr - Jun)	Q3 (Jan - Mar) Q4 (Apr - Jun)	Q2 (Oct - Dec)	Q1 (Jul - Sep)	Fiscal Year
2019)	per	Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru September 2019)	10 - 2018 (as rep	s by Quarter 20'	5 TOT Collection	Total District

9) % Cha 6.10% 12.84%	YOY % Chan 6.10% -12.84%	5 2 2	2019/20 (thru 2019-2020 22,632 991	or FYTD 2016/17 2018-2019 21,331	tive Statistics F 2017-2018 21,533 1,025	Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Oct 2019) Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Oct 2019) Position Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Oct 2019) VOY 9 Info 1026 21,533 21,331 22,632 6 1,104 1,025 1,137 991 -1,14	Visitor Inforn Referrals - Tahoe City: Walk In Phone
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Visitor Inform	nation Comparat	ive Statistics Fo	or FYTD 2016/17	Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Oct 2019)	ct 2019)	RevPAR (next 6 montl
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change	
Tahoe City:						
Walk In	20,967	21,533	21,331	22,632	6.10%	
Phone	1,104	1,025	1,137	991	-12.84%	
Email	151	163	157	183	16.56%	
Kings Beach (Walk In)	3,455	7,883	11,439	8,322	-27.25%	
NLT - Event Traffic	4,150	3,087	3,080	2,893	-6.07%	
Total	29,827	33,691	37,144	35,021	-5.72%	
3						

Sales Ta	x Re	venue by Ca	alen	dar Year Qu	arte	rly - North L	ake	Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)	lag)
Quarter		2015		2016		2017		2018	YOY % Change
First (Jan - Mar)	\$	573,778	\$	699,157	\$	820,233	\$	762,370	-2.05%
Second (Apr - June)	s	495,699	\$	558,566	s	716,779	\$	627,831	-12.41%
Third (Jul - Sept)	s	875,768	\$	943,574	s	1,001,144	s	1,018,271	1.71%
Fourth (Oct - Dec)	8	596,985	\$	629,807	s	641,261	\$	671,770	4.76%
Total	\$	2,542,230	\$	2,831,104	ઝ	3,179,417	\$	3,080,242	-3.12%

Unemployment Rates - EDD)	Oct 2019
California (pop. 38,332,521)		3.9%
Placer County (367,309)		2.8%
Dollar Point (1,215)		1.5%
Kings Beach (3,893)		1.6%
Sunnyside/Tahoe City (1,557)		3.6%
Tahoe Vista (1,433)		2.2%

Destimetrics Reservations Activity	FYT	J 18/19	FYTD	19/20	FYTD 18/19 FYTD 19/20 YOY % Change
Occupancy		40.5%		37.6%	-7.1%
ADR (Average Daily Rate)	s	218	↔	227	4.2%
RevPAR (Rev per Available Room)	s	88	↔	85	-3.2%
Occupancy 1 Mth Forecast		25.8%		29.8%	15.5%
ADR 1 Mth Forecast	s	231	⇔	239	3.4%
RevPAR 1 Mth Forecast	s	90	↔	71	19.5%
Occupancy (prior 6 months)		55.2%		52.7%	-4.5%
ADR (prior 6 months)	s	332	⇔	344	3.6%
RevPAR (prior 6 months)	s	183	⇔	181	-1.0%
Occupancy (next 6 months)		19.6%		18.1%	-7.5%
ADR (next 6 months)	s	339	↔	390	15.0%
RevPAR (next 6 months)	\$	99	↔	71	6.3%

Total Chamber Membersl	ship.
June 2014 457	
June 2015 474	
June 2016 508	
June 2017 42	
Jun 2018 378	

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 10/31/2019	cs Comp	arison FYTD	18/1	9 vs. FYTD	19/2	0 at 10/31/20	119
		2018-19		2018-19		2019-20	% AOA
FORWARD LOOKING		Actuals	ŭ	Forecasted	Ľ	Forecasted	Change
Total Revenue Booked		\$2,890,990	s	\$ 2,466,752	S	3,470,265	40.68%
Commission for this Revenue		\$ 79,949	s	77,975	s	47,690	-38.84%
Number of Room Nights		14,165		13,523		17,049	26.07%
Number of Bookings		72		54		09	11.11%
Conference Revenue And Percentage by County:	by County						
18-19	19-20						
Placer 67%		80% \$1,850,907	s	1,641,610	s	2,829,956	72.39%
Washoe 10%	, 15%	\$314,610	s	241,375	S	545,742	126.10%
South Lake 24%	2%	\$725,473	s	583,767	S	169,560	-70.95%
Nevada County 0%	%0 %						
Total Conference Revenue 100%		100% \$2,890,990 \$ 2,466,752 \$ 3,545,258	ઝ	2,466,752	s	3,545,258	43.72%
CURRENT							
NLT - Annual Revenue Goal			\$	2,500,000 \$ 2,500,000	\$	2,500,000	%00'0
Annual Commission Goal			()	\$ 000,07	↔	50,000	50,000 -28.57%