



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, March 9th, 2022 3 – 5pm

Join Zoom Meeting

<https://us02web.zoom.us/j/86848519409?pwd=YjFZVlh4eXFJVElVVWhOQ2p0YW9FQT09>

Meeting ID: 868 4851 9409

Passcode: 666884

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The March meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, March 9th, 2022 at 3pm via Zoom.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | | |
|-----------------|---|-----------------------|
| | A. Call to Order | Chair |
| | B. Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. Roll Call | Chair |
| | D. Motion: Approval of Agenda | Chair |
| <i>Page:1</i> | E. Motion: Approval of Jan 12th, 2022 Coop Meeting Minutes | Chair |
| <i>Page:3</i> | F. Motion: Summer Media Recommendations & Discussion | Augustine Team |
| <i>Page: 17</i> | G. Update on Expanded Spring Media Markets | Augustine/Mahk |
| <i>Page:20</i> | H. January 2022 Coop Financials Update | Van Siclen |
| | I. New Business | Chair |
| | J. Old Business | Chair |

K. Adjournment

Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



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An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Jan 12, 2022

The North Lake Tahoe Marketing Cooperative Committee Meeting was held via Zoom Video Conferencing.

Committee members: Andy Chapman, Bonnie Bavetta, Brett Williams, Heather Bacon, Ashlee Barton, Blane Johnson

Staff members: Amber Burke, DeWitt Van Siclen, Bart Peterson, Greg Long, Anna Atwood

Other in attendance: Lindsay Moore, Cathy Nanadiego, Walt McRoberts, Claire Marcus, Yulianna Cisneros, Cambi Brown, Kenzie Wall

- A. Call to Order – 3:02pm. A quorum was established.
- B. Public Comment – No public comment
- C. Roll Call: Amber Burke, Andy Chapman, Heather Bacon, Brett Williams, Blane Johnson, Lindsay Moore, Walt McRoberts, Cathy Nanadiego, Claire Marcus, Yulianna Cisneros, Cambi Brown, DeWitt Van Sicklen, Bonnie Bavetta, Anna Atwood
- D. **Approval of agenda.**
Motion to approve today's agenda as presented JOHNSON/BACON/UNANIMOUS
- E. **Approval of April 14th, 2021 Coop Meeting Minutes**
Motion to approve the Coop Meeting Minutes from April 14th, 2021 CHAPMAN/JOHNSON/Carried with Bavetta abstaining.
- F. **Approval of Oct 20th, 2021 Coop Meeting Minutes**
Motion to approve the Coop Meeting Minutes from October 20th, 2021. JOHNSON/CHAPMAN/Carried with Bavetta and Bacon abstaining.
- G. **Approval of Spring Media Recommendation & Discussion**
The Augustine Agency presented the Spring Media Recommendations. The presentation can be viewed [here](#) starting on page 9. McRoberts reminded everyone that the media strategies are focused on Spring and Fall. The data collection is based on Fusion7, Arrivalist, Google Analytics and flight data research. He stated the multiple data sources are pulling very similar results on the top 10 markets. Burke stated the Texas market is trending up and is due to the efforts done, on the last Spring Campaign.

Comments:

- Heather Bacon questioned if the numbers coming out of San Diego were in-line with what was expected? McRoberts stated he expected it to be higher, about 20-30% more on visitation. Williams stated the numbers doesn't surprise him as there are no motivation to leave San Diego that time of year.
- Williams recommended with the Monterey market and other coastal communities there are opportunities to carry it over to early June due to the marine layer. He also shared it's an older more affluent audience than Chico and Fresno. Burke stated when the reforecast is done and if there are opportunities, they will take this in consideration.
- Williams stated he likes the approach and questioned if there are programs available (geographic information) where you can plug in and get for example, cost of advertising is only 10% of the evaluation or something similar? Or length of stay is 40% of the evaluation? McRoberts stated he not seen any program that is that comprehensive but can have to their analytics team maybe build something out. This isn't something that can be built out quickly, but he will investigate.
- Chapman reminded everyone that the Spring spend is the largest piece of the overall budget, about 42% and keeping the plan flexible is an important component of this plan.

- Long shared that the Incline Visitor Center sees a large number of visitors from Texas.

Motion to move forward with Spring media campaign direction to Board of Directors (NLTRA and IVCBVB Board of Directors) and TDC Committee. CHAPMAN/WILLIAMS/UNANIMOUS

H. November 2021 Financial Update

Van Sicklen shared a summary of North Lake Tahoe Marketing Cooperative.

- Cash balance at month end of \$325,000 was \$335,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000, an increase in Prepaid Expenses of \$45,000, and a decrease in Accounts Payable of \$3,000 offset by a decrease in Receivables of \$8,000.
- A/R – Other was \$8,000 lower than prior year due to a refund owed on a cancelled trade show in prior year.
- Prepaid Expenses of \$97,000 were \$45,000 greater than prior year.
- Accounts Payable of \$107,000 were \$3,000 less than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$649,000 was on budget.
- Consumer Marketing expenditures of \$282,000 were \$101,000 below budget due to timing.

Comments:

- Williams questioned what amount is anticipated in reserve at year-end vs. what was forecasted? Van Sicklen stated that a re-forecast after December actuals is in will be completed. Chapman recommended if there are significant opportunities a meeting before March can be scheduled.

I. Mid-Winter Paid Media Update

McRoberts shared a quick update of Mid-Winter Paid Media.

- A little slower tracking out of the LA market than anticipated but he is seeing more engagement now. San Diego has seen good traction and overall, the campaign is performing well.
- Minor tweaks have been made to some of the personas.

J. Mid-Winter PR/Communication Update

Moore with the Augustine Agency introduced their new PR Director Cambi Brown to the committee members and shared a Mid-Winter PR/Communication update.

- Hosted a freelance writer in November and her article is in progress.
- Continue to focus on pro-active pitching with the journalist with the big storms we had.
- Driving efforts to longer haul high value visitors.
- Content request for Spring is in the works.
- Gearing up to push the Spring season.

K. Leisure/Conference Sales Update

Peterson gave an update on Leisure/Conference Sales activities. The update can be found [here](#) (page 38.)

L. IMM New York Media Event Update

Chapman stated he is signed up to go with Visit California and they are the main sponsor of the event with 25 other destinations. He hopes to end up with 24 media interviews. There will be a media symposium as well. He is looking forward and has been posting a lot on the responsible travel videos.

M. New Business

Chapman shared IVCBVB did a winter campaign last year with LTVA in Texas and they are a finalist the Best Social Media Campaign.

Burke will be out tomorrow doing a Winter focused Tart Connect video.

N. Old Business

None

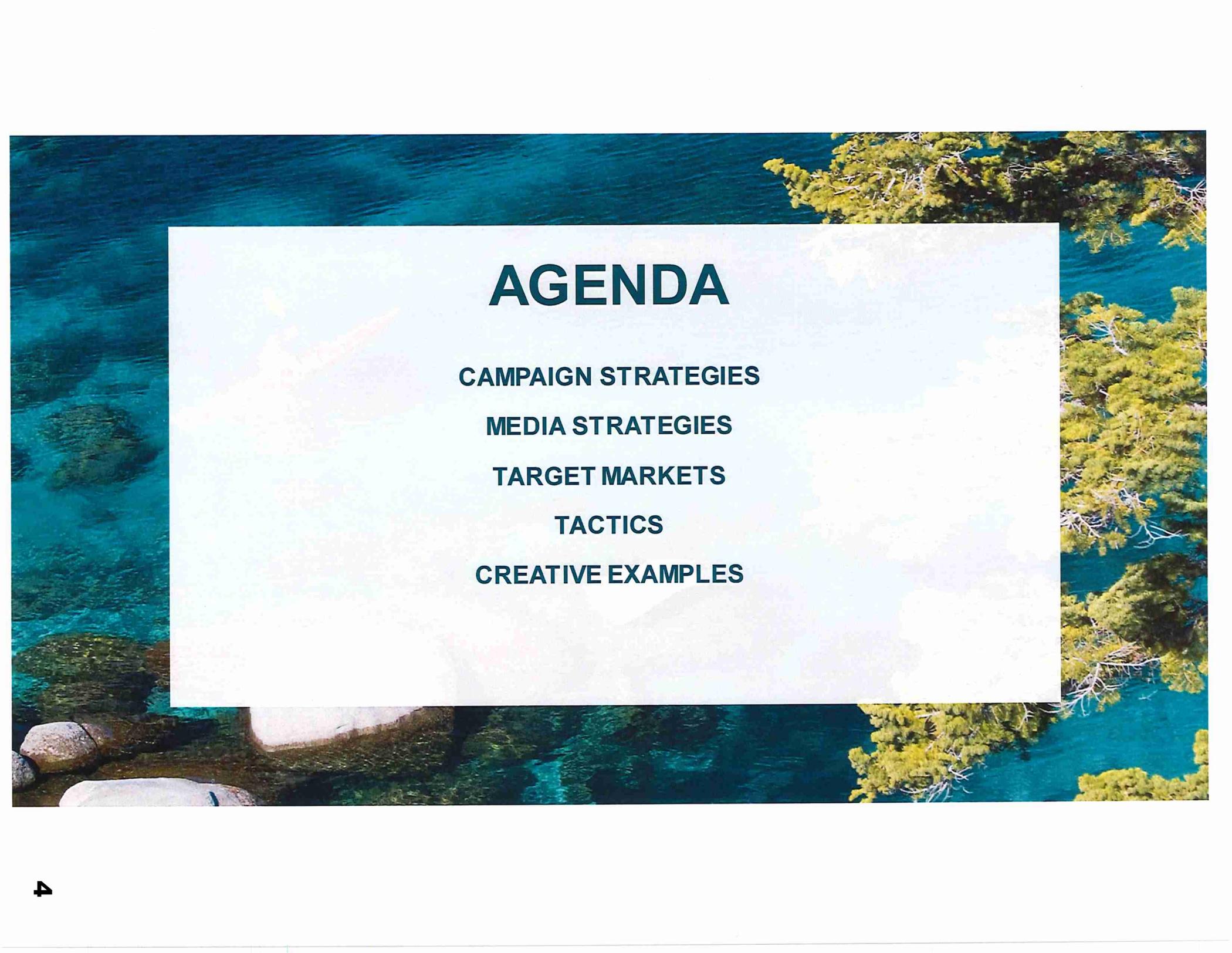
O. Adjournment

Meeting adjourned at 4:14pm.

2021-22 Summer Media Proposal



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An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed beneath the surface. On the right side, the dense, green needles of pine trees are visible, extending over the water's edge. The overall scene is bright and natural, with a clear sky reflected in the water's surface.

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

SUMMER CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts.
- Increase in-market spending and support of local businesses.
- Engage with locals and visitors, promoting positive sentiment and community support.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.



MEDIA STRATEGIES

- Keep spending geographically close to allow flexibly in the current COVID-19 environment.
 - Use lower budgets to target CA fly markets.
- Target national High-Value audiences.
 - Fly market / 3-year visitor.
 - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
 - TV: Bay Area
 - FB / Insta: In-Market Travelers 75%; Locals 25%



FUSION7 & ARRIVALIST DATA – 2020 & 2021

DMA Name	Arrivalist 2021 Visitor %s	Fusion7 2021 Visitors %
San Francisco/Oakland/San Jose	43.80%	34%
Sacramento/Stockton/Modesto	33.00%	35%
Los Angeles	11.20%	15%
San Diego	2.90%	4%
Monterey/Salinas	2.20%	3%
Fresno/Visalia	2.20%	3%
Chico/Redding	2.00%	3%
Santa Barbara/Santa Maria/ San Luis Obispo	1.00%	1%
Bakersfield	0.50%	1%
Palm Springs	0.50%	1%
Reno	0.40%	0%
Eureka	0.10%	0%
Medford/Klamath Falls	0.10%	0%

DMA Name	Arrivalist 2020 Visitor %s	Fusion7 2020 Visitors %
San Francisco/Oakland/San Jose	46.80%	34%
Sacramento/Stockton/Modesto	35.20%	36%
Los Angeles	8.90%	15%
San Diego	2.30%	4%
Monterey/Salinas	2.00%	2%
Chico/Redding	1.60%	2%
Fresno/Visalia	1.30%	2%
Santa Barbara/Santa Maria/ San Luis Obispo	0.80%	2%
Bakersfield	0.40%	1%
Reno	0.40%	0%
Palm Springs	0.10%	0%
Eureka	0.10%	0%
Medford/Klamath Falls	0.00%	0%

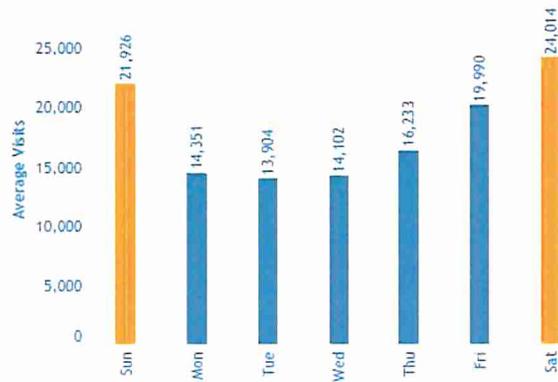


FUSION7: IN-STATE ONLY – SUMMER 2020

DMAs

Sacramnto-Stkton-M..	250,318
San Francisco-Oak-San Jose	234,642
Los Angeles	101,724
San Diego	29,069
Monterey-Salinas	16,980
Fresno-Visalia	16,744
Chico-Redding	15,833
SantaBarbra-SanMar..	10,759
Bakersfield	7,152
Palm Springs	2,800
Reno	1,671
Eureka	990
Medford-Klamath Falls	367
Yuma-El Centro	334

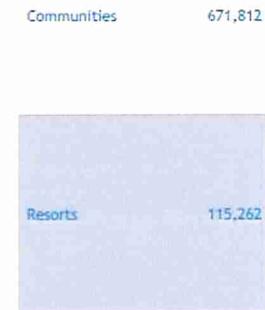
Weekday vs Weekend



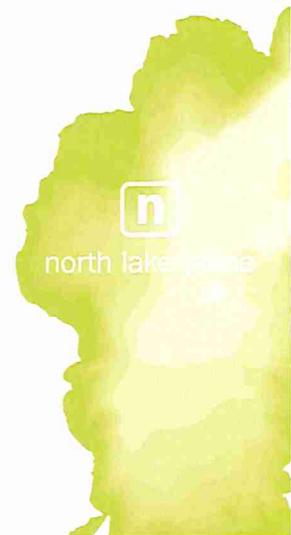
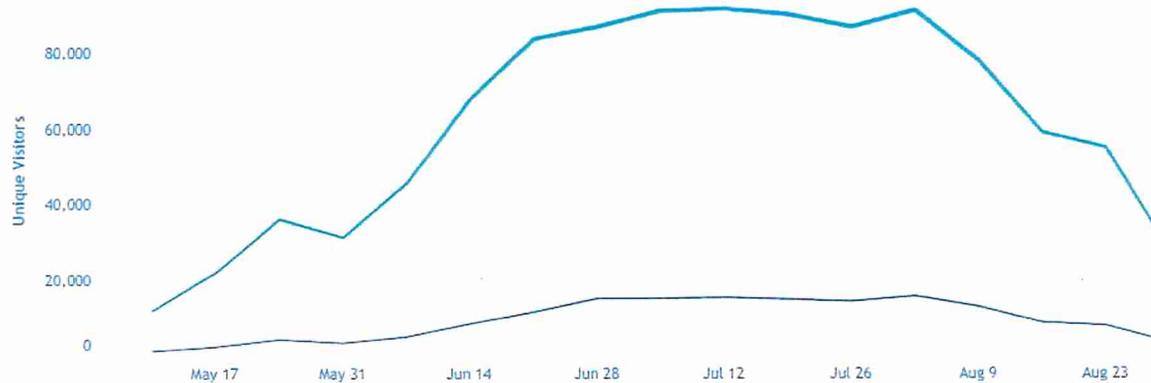
Trip Length



Cluster Breakdown



Weekly Activity Unique Visitors

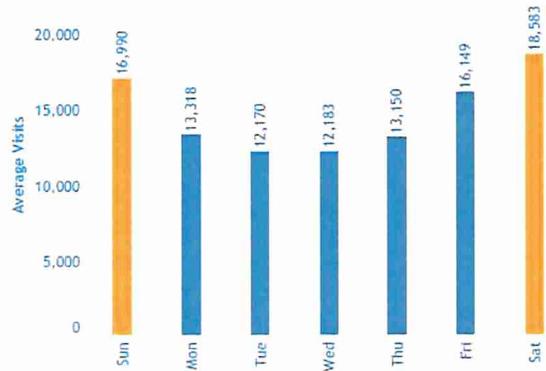


FUSION7: IN-STATE ONLY – SUMMER 2021

DMAs

Sacramnto-Stkton-M..	154,108
San Francisco-Oak-San Jose	148,861
Los Angeles	67,597
San Diego	17,466
Chico-Redding	12,986
Fresno-Visalia	12,671
Monterey-Salinas	11,798
SantaBarbra-SanMar..	6,382
Bakersfield	4,729
Palm Springs	2,363
Reno	1,480
Eureka	839
Medford-Klamath Falls	443
Yuma-El Centro	257

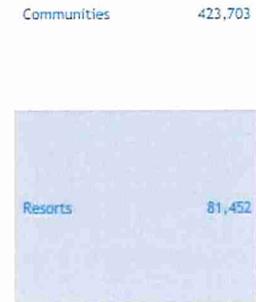
Weekday vs Weekend



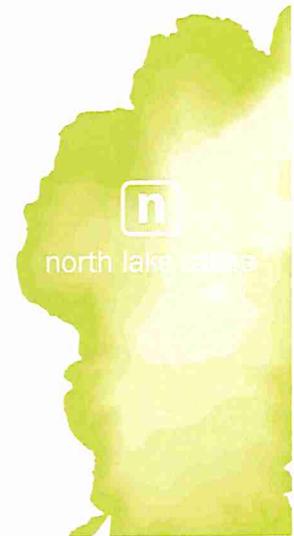
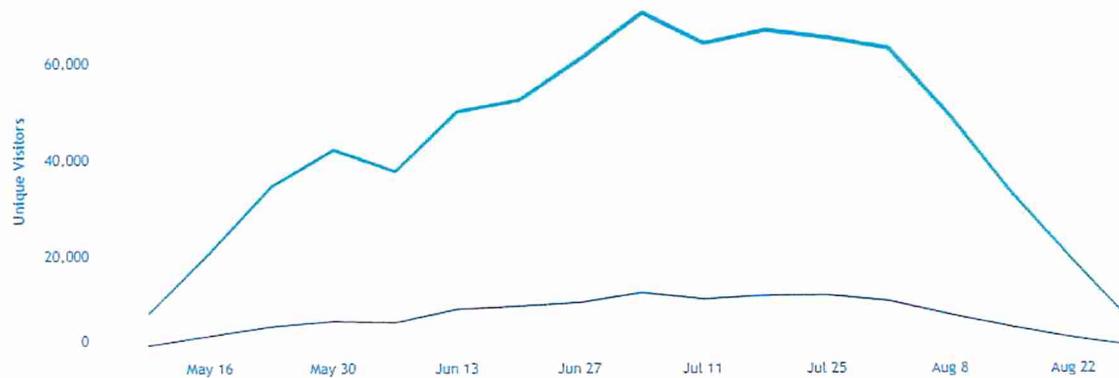
Trip Length



Cluster Breakdown

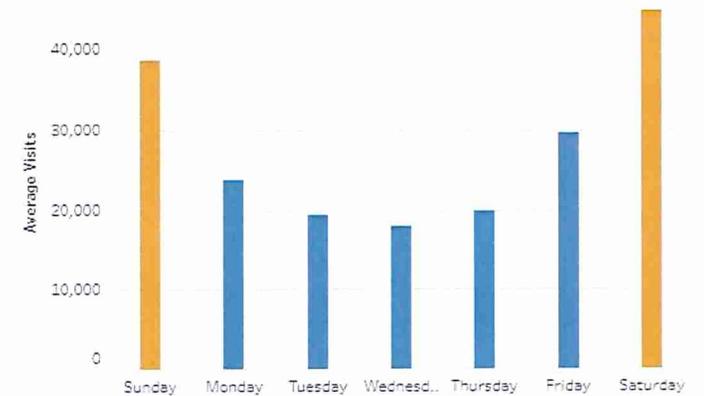
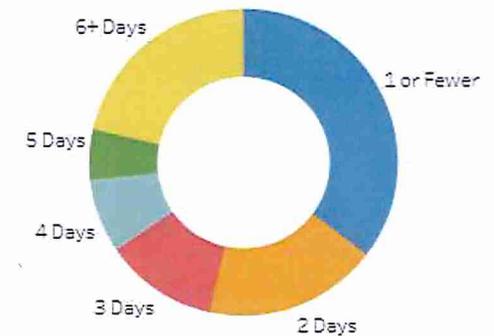


Weekly Activity Unique Visitors



High Value Visitors

- Length of stay = 4+ nights.
- Includes some mid-week.
- Origin city = any fly market (national).
- Has higher spending percentage.



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SUMMER TARGET MARKETS

- Los Angeles, CA
- National Fly Markets / 3 Years Visitor (High Value)



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TACTICS

Programmatic Display

- Prospecting and retargeting
- High value / national audiences

Native Direct

Search Marketing

Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

KRON TV Segment

TripAdvisor

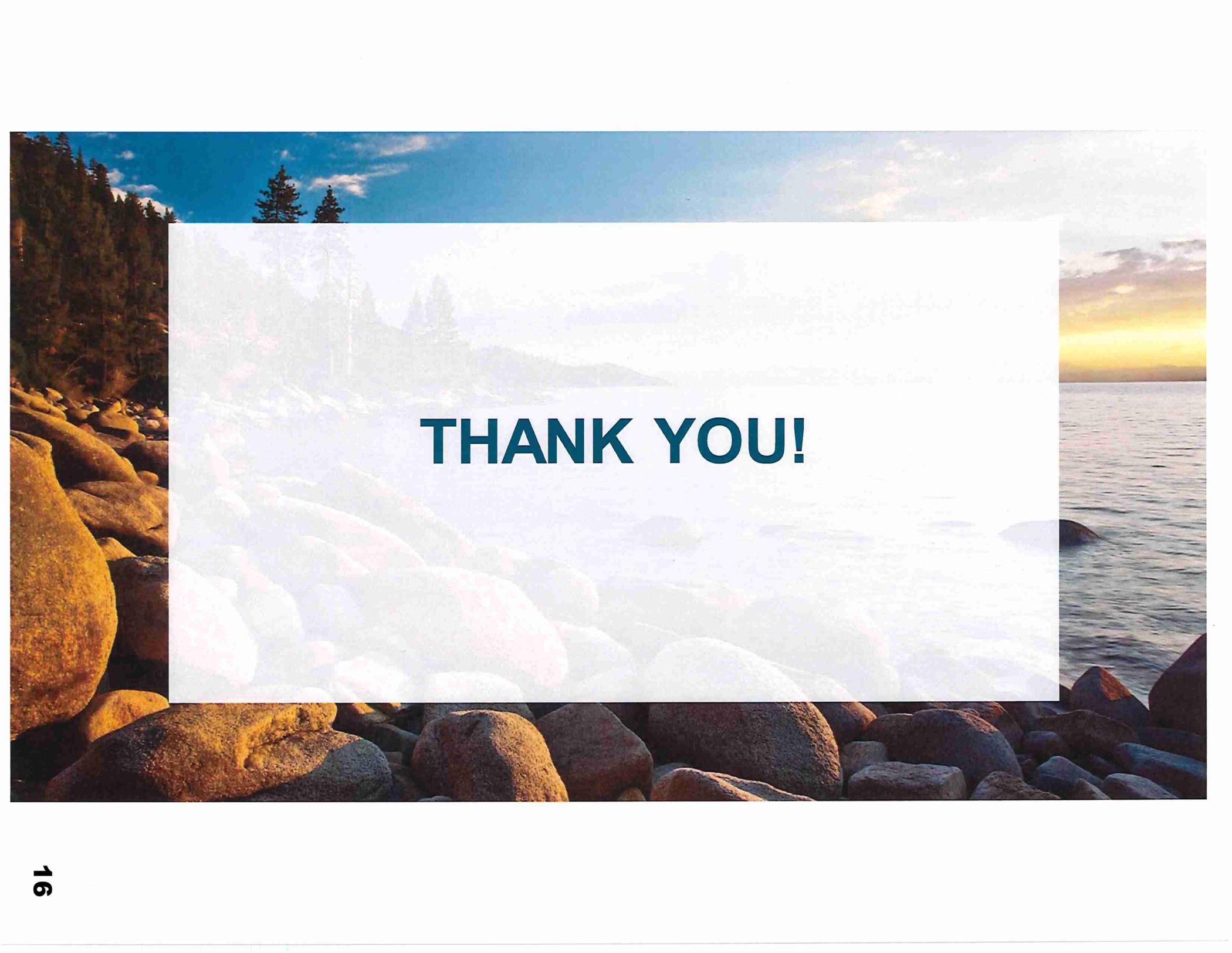
Email



Consumer Flowcharts



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THANK YOU!

2021-22 Spring Expanded Markets



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DATA COLLECTION

- Markets were selected per Fusion7 In-state data
- Budget split 63/37 per attendance percentages.

FUSION7: IN STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>	
• San Fran	• Sacramento	• San Fran	129k
• Sacramento	• San Fran	• Sacramento	89k
• LA	• LA	• LA	31k
• Monterey	• Chico	• San Diego	9.6k
• San Diego	• Monterey	• Monterey	9.1k
• Fresno	• San Diego	• Chico	6.8k
• Chico	• Chico	• Fresno	5.3k
• Santa Barb	• Santa Barb	• Santa Barb	3.5k

County

Monterey Co. CA

San Benito Co. CA

Santa Cruz Co. CA

County

Fresno Co. CA

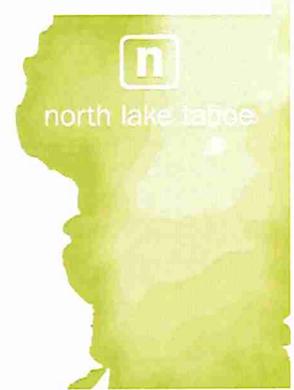
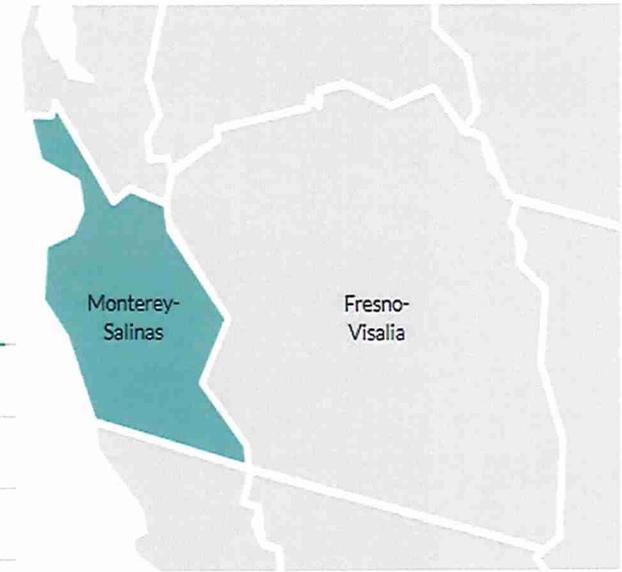
Kings Co. CA

Madera Co. CA

Mariposa Co. CA

Merced Co. CA

Tulare Co. CA



CONSUMER MEDIA FLOWCHART – MONTEREY/SALINAS & FRESNO

NLT 2021-22 MEDIA PLAN		Q3 SPRING										Gross Total			
CAMPAIGN: CONSUMER		March			April			May							
		14	21	28	7	14	21	28	4	11	18		25	2	9
Houston, Dallas & LA // Monterey/Salinas & Fresno															
MONTEREY/SALINAS & FRESNO EXPANDED MARKETS (63/37 Budget Split)															
DIGITAL															
Programmatic Display PT															
Programmatic Display RT															
Search Marketing															
Digital Total															\$17,189
SOCIAL - MONTEREY/SALINAS & FRESNO															
FB/IG PT															
FB/IG RT															
Social Total															\$7,868
VIDEO - MONTEREY/SALINAS & FRESNO															
OTT.CTV															
Facebook Video															
TikTok															
Youtube PT															
Youtube RT															
Video Total															\$31,811
OTA's - MONTEREY/SALINAS & FRESNO															
TripAdvisor (Desktop/Mobile/Audience/etc)															
OTA's Total															\$11,973
MISC - MONTEREY/SALINAS & FRESNO															
Email															
MISC Total															\$5,650
Adserving - MONTEREY/SALINAS & FRESNO															\$508
MONTEREY/SALINAS & FRESNO EXPANDED MARKETS															\$75,000



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Chamber | CVB | Resort Association

Date: 3/4/2022

To: North Lake Tahoe Marketing Cooperative (NLTMC) Committee

From: DeWitt Van Siclen, Accounting Manager

RE: Report of Financial Results for January 31, 2022

Summary of North Lake Tahoe Marketing Cooperative (NLTMC) preliminary financial results at January 31, 2021

- Cash balance at month end of \$340,000 was \$494,000 lower than prior year primarily due to a decrease in Unrestricted Net Assets of \$294,000 and an increase in Accounts Receivable of \$260,000, and in increase in Prepaid Expenses of \$31,000 offset by an increase in Net Income of \$42,000 and an increase in Accounts Payable of \$52,000.
- Accounts Receivable balance of \$263,000 was greater than prior year by \$262,000 and was primarily due to the amount owed by the NLTRA on January contributions. Payment has since been made.
- Prepaid Expenses of \$72,000 were \$31,000 greater than prior year.
- Accounts Payable of \$86,000 were \$52,000 greater than prior year primarily due to timing.
- Unrestricted Net Assets Equity of \$193,000 was \$294,000 less than prior year due to the use of unspent FY19.20 funds in the prior fiscal year.
- Net Income of 396,000 was \$42,000 higher than prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$1,134,000 was on budget.
- Consumer Marketing expenditures of \$360,000 were \$131,000 below budget due to timing as well as lower than anticipated expenditures.
- Leisure Sales expenditures of \$10,000 were \$19,000 below budget due to a combination of cancelled events/activities and timing.
- Public Relations expenses of \$104,000 were \$39,000 below budget due to timing as well as lower than anticipated expenditures.
- Conference Sales expenditures of \$39,000 were \$4,000 below budget due to timing.
- Trade Show expenditures of \$13,000 were \$22,000 below budget due to anticipated trade shows and client events being cancelled.
- Committed & Administrative expenditures of \$112,000 were \$47,000 below budget due to timing.
- Website & Maintenance expenses of \$101,000 were on budget.
- Total Expenses of \$739,000 were \$262,000 below budget.
- Net Income of \$396,000 was good to budget by \$262,000.
- The reforecast of the North Lake Tahoe Marketing Cooperative indicates a net loss of \$9,000 at the end of the fiscal year or \$88,000 better than budget primarily due to lower than anticipated expenditures in Consumer Marketing of \$59,000, Leisure Sales of \$10,000, Public Relations of \$14,000, and Trade Shows of \$23,000, offset primarily by anticipated overages in Committed & Admin Expenses of \$15,000.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

January 31, 2022

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of January 31, 2022

	Jan 31, 22	Jan 31, 21	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	339,786	833,746	(493,960)	(59%)	216,621
Total Checking/Savings	339,786	833,746	(493,960)	(59%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	262,564	390	262,174	67,224%	0
Total Accounts Receivable	262,564	390	262,174	67,224%	0
Other Current Assets					
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	100	100	0	0%	100
Total Current Assets	602,450	834,236	(231,786)	(28%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	71,555	40,467	31,088	77%	40,310
Total Other Assets	71,555	40,467	31,088	77%	40,310
TOTAL ASSETS	674,005	874,703	(200,698)	(23%)	257,031
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	85,766	33,815	51,951	154%	64,362
Total Accounts Payable	85,766	33,815	51,951	154%	64,362
Total Current Liabilities	85,766	33,815	51,951	154%	64,362
Total Liabilities	85,766	33,815	51,951	154%	64,362
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	395,571	353,905	41,666	12%	(294,315)
Total Equity	588,240	840,888	(252,648)	(30%)	192,668
TOTAL LIABILITIES & EQUITY	674,006	874,703	(200,697)	(23%)	257,030

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

Accrual Basis

January 2022

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	403,663	403,662	1	692,000
4001-00 · NLTRA Funding	257,680	257,680	0	724,480	724,480	0	1,100,000
4004-00 · IVCBVB Entertainment	2,000	2,000	0	6,000	6,000	0	8,000
Total Income	317,346	317,346	0	1,134,143	1,134,142	1	1,800,000
Gross Profit	317,346	317,346	0	1,134,143	1,134,142	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	19,333	6,000	13,333	26,333	33,500	(7,167)	70,000
5004-00 · Trip Advisor	0	2,000	(2,000)	17,735	23,000	(5,265)	50,000
5005-00 · Paid Social	4,622	4,100	522	42,387	69,960	(27,573)	132,960
5005-01 · Digital Display / Retargeting	3,514	2,500	1,014	56,579	43,140	13,439	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	0	37,500	(37,500)	27,935	112,500	(84,565)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	2,462	2,372	90	18,362	16,609	1,753	28,469
5007-00 · Creative Production - Other	128	0	128	765	0	765	0
Total 5007-00 · Creative Production	2,589	39,872	(37,283)	48,937	129,109	(80,172)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	49,000	49,000	0	84,000
5010-02 · Website Strategy & Analysis	(2,500)			0	0	0	0
5016 · Video Streaming	0	0	0	52,593	50,000	2,593	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	4,090	3,744	346	25,341	34,358	(9,017)	71,166
5018-01 · Digital Ad Serving	65	200	(135)	488	3,200	(2,712)	6,000
5020-00 · Search Engine Marketing	2,385	2,000	385	24,664	24,000	664	54,000
5022-00 · Email	5,000	5,000	(0)	9,999	10,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	14,000	(9,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	7,000	(7,000)	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	46,099	81,416	(35,317)	359,658	490,267	(130,609)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	1,000	(1,000)	2,000
5111-00 · FAMs - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	0	0	0	2,820	2,000	820	5,000
5113-00 · Additional Opportunities	0	3,000	(3,000)	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,750	(1,750)	4,750
5131-00 · FAMs -Intl - Travel Trade	0	0	0	0	750	(750)	2,250
5133-00 · Ski-Tops	0	0	0	0	850	(850)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	0	0	0	3,000	(3,000)	6,000
5143-00 · Mountain Travel Symposium	0	0	0	2,395	0	2,395	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	0	0	0	0	0	0	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	5,000	(5,000)	0	5,000	(5,000)	15,000
Total 5110-00 · LEISURE SALES	0	8,000	(8,000)	9,733	28,850	(19,117)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	10,000	5,000	5,000	30,000	30,000	0	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,500	750	750	2,772	6,750	(3,978)	12,000
5204-00 · Media Mission(s)	0	10,000	(10,000)	2,967	17,000	(14,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	5,600	5,600	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	240	240	0	1,680	1,680	0	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	8,921	0	8,921	8,921	6,200	2,721	18,600
5210-00 · Content Dev - Newsletters	0	1,800	(1,800)	6,510	12,600	(6,090)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	41,000	41,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	0	3,600	(3,600)	7,200
5214-00 · Social Takeover	0	0	0	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distri	0	0	0	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	0	0	0	0	4,000	(4,000)	8,000
5222-00 · Media Tracking / Membership	883	294	589	2,660	2,058	602	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,000	(797)	1,500
Total 5200-00 · PUBLIC RELATIONS	28,344	25,134	3,210	103,741	142,488	(38,747)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,894	1,511	383	7,274	7,555	(281)	24,114
6006-00 · CVENT	712	916	(204)	5,021	6,386	(1,365)	10,967
6007-00 · Creative Production	0	0	0	12,093	5,000	7,093	10,000

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
January 2022

Accrual Basis

	Jan 22	Budget	\$ Over Bu...	Jul '21 - J...	YTD Budget	\$ Over Bu...	Annual B...
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	3,000	(3,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	314	459	(145)	3,939	2,295	1,644	4,590
6018-01 · MCC Digital Ad Serving	14	42	(28)	26	294	(268)	500
6019-00 · Conference Direct Partnership	1,750	0	1,750	3,500	7,000	(3,500)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,083	7,000	(2,917)	7,000
6152-00 · Client Events / Opportunities	0	1,000	(1,000)	1,650	3,000	(1,350)	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,420	1,250	170	2,500
Total 6000-00 · CONFERENCE SALES	5,393	4,928	465	39,007	42,780	(3,773)	91,450
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	0	0	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	1,503	0	1,503	1,347	5,000	(3,653)	5,000
6120-01 · Sac River Cats Client Event	0			500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	4,000	0	4,000	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0			1,566			
6156-00 · Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	(1,167)			583	0	583	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	4,336	1,500	2,836	13,300	35,395	(22,095)	53,895
6106-00 · CalSAE Seasonal Spectacular	(1,503)			0			
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	3,000	(3,000)	0	15,000	(15,000)	30,000
5009-00 · Fulfillment / Mail	49	200	(151)	1,378	1,400	(22)	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,167	0	1,167	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	(7,109)	885	(7,994)	5,500	6,195	(695)	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	303	4,000	(3,697)	8,000
7004-00 · Research	7,765	2,750	5,015	22,393	19,250	3,143	83,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	9,478	8,338	1,140	9,478	16,676	(7,198)	33,352
7008-00 · Opportunistic Funds	1,500			1,500	25,000	(23,500)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,239	(1,239)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	4,345	4,375	(30)	7,757
7020-00 · Collateral Production / Printin	0			724	0	724	0
8700-00 · Automobile Expense*	0			209	0	209	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	12,470	15,975	(3,505)	112,067	159,135	(47,068)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	29,750	29,750	0	51,000
8003-00 · Website Hosting Maintenance	(7,322)	534	(7,856)	1,316	1,602	(286)	2,161
8004-00 · Website Strategy & Maintenance	15,000	7,500	7,500	52,500	52,500	0	90,000
8005-00 · Website SEO Strategy/Maint	0	2,500	(2,500)	17,500	17,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	11,928	14,784	(2,856)	101,066	101,352	(286)	173,161
Total Expense	107,067	151,737	(44,670)	738,572	1,000,267	(261,695)	1,897,514
Net Income	210,278	165,609	44,670	395,571	133,875	261,696	(97,514)

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	403,663.00	328,800.00	74,863.00	22.8%
4001-00 · NLTRA Funding	724,480.11	546,252.63	178,227.48	32.6%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
Total Income	1,134,143.11	926,252.63	207,890.48	22.4%
Gross Profit	1,134,143.11	926,252.63	207,890.48	22.4%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	26,333.32	3,333.32	23,000.00	690.0%
5004-00 · Trip Advisor	17,734.96	5,902.93	11,832.03	200.4%
5005-00 · Paid Social	42,387.49	18,896.35	23,491.14	124.3%
5005-01 · Digital Display / Retargeting	56,578.72	40,052.28	16,526.44	41.3%
5007-00 · Creative Production				
5007-01 · Creative Production	27,934.55	37,103.87	-9,169.32	-24.7%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	18,362.05	4,101.63	14,260.42	347.7%
5007-00 · Creative Production - Other	765.00	1,020.00	-255.00	-25.0%
Total 5007-00 · Creative Production	48,937.20	45,068.00	3,869.20	8.6%
5010-00 · Account Strategy & Management	49,000.00	42,000.00	7,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	9,612.00	-9,612.00	-100.0%
5016 · Video Streaming	52,593.14	0.00	52,593.14	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	25,341.00	29,823.23	-4,482.23	-15.0%
5018-01 · Digital Ad Serving	488.30	332.89	155.41	46.7%
5020-00 · Search Engine Marketing	24,664.20	34,744.30	-10,080.10	-29.0%
5022-00 · Email	9,999.40	4,162.45	5,836.95	140.2%
5024-00 · Fusion 7	5,000.00	14,000.00	-9,000.00	-64.3%
5029-00 · Television	0.00	5,330.55	-5,330.55	-100.0%
Total 5000-00 · CONSUMER MARKETING	359,657.73	253,258.30	106,399.43	42.0%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	2,819.50	119.88	2,699.62	2,251.9%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5137-00 · Co-op Opportunities	0.00	10,000.00	-10,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	0.00	2,395.00	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5147-00 · AUS / Gate 7	0.00	8,266.22	-8,266.22	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	9,733.24	19,702.78	-9,969.54	-50.6%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	30,000.00	10,500.00	19,500.00	185.7%
5202-00 · PR Program/ Content Dev - Blogs	2,772.36	7,500.00	-4,727.64	-63.0%
5202-01 · Rich Content Development	0.00	20,000.00	-20,000.00	-100.0%
5204-00 · Media Mission(s)	2,967.27	746.96	2,220.31	297.3%
5206-00 · Digital Buy/ Social Media Boost	5,600.00	3,500.00	2,100.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,680.00	2,100.00	-420.00	-20.0%
5209-00 · Domestic Travel Media FAMS	8,920.83	5,865.75	3,055.08	52.1%
5210-00 · Content Dev - Newsletters	6,510.00	10,800.00	-4,290.00	-39.7%
5211-00 · Social Media Strategy & Mgmt	41,000.00	28,000.00	13,000.00	46.4%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	7,403.06	-6,083.06	-82.2%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	0.00	1,500.00	-1,500.00	-100.0%
5222-00 · Media Tracking / Membership	2,659.95	1,800.00	859.95	47.8%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	103,740.53	104,744.49	-1,003.96	-1.0%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	7,274.02	18,995.32	-11,721.30	-61.7%
6006-00 · CVENT	5,021.22	10,678.00	-5,656.78	-53.0%
6007-00 · Creative Production	12,092.99	14,308.19	-2,215.20	-15.5%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	477.72	-477.72	-100.0%
6018-00 · MCC Media Commission	3,939.38	4,037.71	-98.33	-2.4%
6018-01 · MCC Digital Ad Serving	26.21	0.00	26.21	100.0%
6019-00 · Conference Direct Partnership	3,499.99	4,916.69	-1,416.70	-28.8%
6128-00 · HelmsBriscoe Strategic Partner	4,083.31	4,083.31	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	108.54	1,541.46	1,420.2%
6153-00 · Chicago Sales Rep Support	1,420.18	1,205.65	214.53	17.8%
Total 6000-00 · CONFERENCE SALES	39,007.30	61,710.13	-22,702.83	-36.8%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	1,346.53	1,099.00	247.53	22.5%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	1,566.19	0.00	1,566.19	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%

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

Accrual Basis

July 2021 through January 2022

	Jul '21 - Jan 22	Jul '20 - Jan 21	\$ Change	% Change
6160-00 · AllThingsMeetings Silcon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	583.33	0.00	583.33	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	13,299.80	8,661.56	4,638.24	53.6%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	1,377.60	1,045.87	331.73	31.7%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,166.69	833.35	333.34	40.0%
7002-00 · CRM Subscription	5,500.00	5,124.98	375.02	7.3%
7003-00 · IVCBVB Entertainment Fund	302.62	398.08	-95.46	-24.0%
7004-00 · Research	22,393.32	0.00	22,393.32	100.0%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	9,478.33	11,775.43	-2,297.10	-19.5%
7008-00 · Opportunistic Funds	1,500.00	131.19	1,368.81	1,043.4%
7010-00 · Photo Management & Storage	4,345.25	4,225.06	120.19	2.8%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
8700-00 · Automobile Expense*	209.41	309.02	-99.61	-32.2%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	112,067.16	74,099.43	37,967.73	51.2%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	29,750.00	29,801.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	1,316.00	20,369.00	-19,053.00	-93.5%
8004-00 · Website Strategy & Maintenance	52,500.00	0.00	52,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	17,500.00	0.00	17,500.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	101,066.00	50,170.94	50,895.06	101.4%
Total Expense	738,571.76	572,347.63	166,224.13	29.0%
Net Income	395,571.35	353,905.00	41,666.35	11.8%