



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Jan 11, 2023~ 2:00pm

Agenda

**Join Zoom Meeting
as authorized by AB 361**

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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 may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link above.

- A. Call to Order Chair
- B. Public Comment (Pursuant to NRS 241.020) Chair
- C. Roll Call Chair
- D. Motion: Approval of Agenda Chair**
- E. Motion: Approval of Oct 11, 2022 Coop Meeting Minutes Chair**
- F. Winter Campaign Update Augustine/MAHK
- G. Spring Campaign Update Augustine/MAHK
- H. Group & Leisure Sales Update Bart Peterson
- I. Review of November Financials Francois Cazalot**
- J. New Business Chair
- K. Old Business Chair
- L. Committee Member Comments Chair

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M. 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



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Tuesday Oct 11, 2022

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

Committee members: Andy Chapman, Paul Raymore, Tony Karwowski, Becky Moore, Stephanie Hoffman, Blane Johnson

Committee members not present: Tyler Gaffaney, Adam Wilson

Staff members: Bart Peterson, Francois Cazalot, Greg Long, Kirstin Guinn and Anna Atwood

Other in attendance: Trish Tucker, Hasaan Azam, Walt McRoberts, Yulianna Cisneros, Cathy Nanadiego, Lindsay Moore, Kenzie Wall, Clair Marcus

- A. The meeting was called to order at 3:04pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Andy Chapman, Cathy Nanadiego, Kirstin Guinn, Trish Tucker, Walt McRoberts, Francois Cazalot, Becky Moore, Greg Long, Bart Peterson, Claire Marcus, Yulianna Cisneros, Kenzie Wall, Tony Karwowski, Anna Atwood, Lindsay Moore, Hasaan Azam, Blane Johnson, Stephanie Hoffman
- D. Introduction of New Staff Members
Karwowski introduced Kirstin Guinn as NLTRA's new Marketing and Public Relations Director and Francois Cazalot the new Finance Director to the cooperative committee members.
- E. **Approval of Agenda**
Motion to approve the agenda MOORE/KARWOWSKI/UNANIMOUS
- F. **Approval of August 10th, 2022 Coop Meeting Minutes**
Motion to approve the Aug 10th, 2022 Coop Meeting Minutes JOHNSON/RAYMORE/UNANIMOUS
- G. Reno Tahoe Airport – Winter Air Service Update
Azam and Tucker works for the Reno Air Service Development Team and presented an update on winter air service.

U.S. Airline Industry Update

- Summer 2022 demand was high, and new ticket sales continue to rise
- Corporate and long-haul international demand continue to trail pre-pandemic levels
- Seats capacity has declined due to airline staffing issues
- U.S. load factor is in line with pre-pandemic levels
- Fuel costs are high and average fares are high
- U.S. airlines are expected to post modest profits in 2022
- Air cargo demand, which surged in 2020, reached an all-time high in 2021, remained high during the first half of 2022

Azam shared there is still a shortage of pilots, planes and staffing. Over 50 airports during the pandemic lost at least one to two airlines. Azam shared the domestic seat capacity numbers for the 4th quarter (compare it to the same quarter in 2019) and stated that the big airlines, such as American Airlines, Delta and United have not fully recovered from the pandemic. Some airlines have grown since the pandemic and are adding planes Spirit, Allegiant, Frontier and Hawaiian. A map was shared with all the non-stop flights including seasonal flights, 12 airlines connecting 20+ non-stop destinations. Azam also spoke to passengers' numbers, current numbers are

down 4% compared to pre-pandemic 2019 numbers. The Reno seat capacity remains about 20% down in flights and 10% down in seats compared to 2019 numbers. The airlines have less flights but bigger planes with more seat capacity.

Key Schedules Update:

- Houston: United suspended RNO-IAH on October 2. Returns on December 15
- Chicago: American and United are scheduled to bring back RNO-ORD in March. RNO-MDW is not scheduled in future schedules at this point
- Los Angeles: Southwest, United, Delta and JetBlue operate daily flights. Alaska and American exited the market.
- Orange County and Dallas Love Field: Southwest will operate during the peak Thanksgiving and winter holidays.
- New York: JetBlue suspended the route last week. The flight returns Nov 17-Nov 28, Dec 17-Jan 3 (no flights on Dec 21). Returns on February 17

Tucker shared a map of unserved long-haul flights and shared an upcoming conference in Las Vegas where they talk to the different airlines. She also highlighted some of the construction projects happening at the Reno Airport: Expanded Ticket Lobby, Parking Expansion, Road Improvements and Concourse Redevelopment.

In 2020, 155,000 people migrated to the Reno-Tahoe catchment area with a net population growth of 9,000. In 2021, 310,595 people migrated to the Reno-Tahoe catchment area with a net population growth of 22,397 people.

Comments:

- Chapman questioned the concourse construction and timeline. Tucker stated that the concourse construction is anticipated to last 7 years from start to finish.

Chapman highlighted the marketing efforts RASC is doing and shared that Thunderbird Lodge hosted Jumpstart Air Service Development Conference in June.

H. Winter Media Discussion, Recommendation and Direction

Nanadiego with the Augustine Agency shared the Winter Campaign strategies

- Increase length of stay & increase mid-week visitation
- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.
- Increase in-market spending and support local businesses.
- Engage with locals and visitors, promoting positive sentiment and community support.
- Support Traveler Responsibility Pledge and sustainability efforts.
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy.

Media Strategies:

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences, fly market/3-year visitor and 4+ day stay, midweek, higher household income and higher spending.
- Maintain sustainability messaging.

The following tactics are being utilized: Programmatic display, Native Direct, Search Marketing and Facebook/Instagram, Trip Advisor and Email. This winter media plan starts on November 15th but is flexible if the snow comes earlier or later. Nanadiego shared an example of the creative that ran last year. This year they are looking to bring in more beautiful imagery to inspire. Augustine Agency has specific ad sets to target the different personas.

No committee members comment on the winter media plan.

I. PR & Social Update

The Augustine Team also shared Public Relations and social media plan for 22/23 and highlighted social media & public relations objectives, platform overview and highlighted what they are focusing on looking ahead. Some of the social media objectives include:

- Focus on seasonal content creation for platforms in conjunction with our content creators and influencers

- Concentrate on tailoring content per platform based on 2021-2022 audiences' findings and trends
- Align paid media efforts with organic social content
- Leverage giveaways for experiences. Partner with resorts and businesses for seasonal/quarterly giveaways

Cisneros shared their focus looking ahead. They will be continuing to focus content on a mixture of lifestyle, landscape, and lodging-specific content. Also highlighting seasonality year-round, identifying additional key events and experiences for in-market content creators to attend and secure video/images. PR objective includes Luxury, Top Tier Publications, Target Markets that align with national paid media placements and international to align with sales team and Visit California efforts. Marcus also shared tactics going forward and earned media results.

No committee member's comment.

J. New Business

Chapman shared the Tahoe Film Fest is one of the few events that is sponsored within the cooperative. This year it is being held on Dec 1-4, 2022, and the films are being finalized. He recommended this event being pushed out on social media.

J. Old Business

Chapman shared that Francois is closing Coop August Financials by the end of the week. Peterson shared the recent trip he attended in Texas and shared his October is busy with travel.

K. Future Agenda Item Request – No request at this time.

L. Adjournment

The meeting adjourned at 4:12pm.

Meetings Minutes submitted by Anna Atwood

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2022

8:18 PM

12/27/22

Accrual Basis

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
As of November 30, 2022

	Nov 30, 22	Nov 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	84,464.93	325,104.47	-240,639.54	-74.0%
Total Checking/Savings	84,464.93	325,104.47	-240,639.54	-74.0%
Accounts Receivable				
1200-00 · Accounts Receivable	86,894.34	666.00	86,228.34	12,947.2%
Total Accounts Receivable	86,894.34	666.00	86,228.34	12,947.2%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	171,459.27	325,870.47	-154,411.20	-47.4%
Other Assets				
1400-00 · Prepaid Expenses	59,506.94	97,235.07	-37,728.13	-38.8%
Total Other Assets	59,506.94	97,235.07	-37,728.13	-38.8%
TOTAL ASSETS	230,966.21	423,105.54	-192,139.33	-45.4%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	154,707.83	106,900.53	47,807.30	44.7%
Total Accounts Payable	154,707.83	106,900.53	47,807.30	44.7%
Total Current Liabilities	154,707.83	106,900.53	47,807.30	44.7%
Total Liabilities	154,707.83	106,900.53	47,807.30	44.7%
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	-10,505.94	123,536.28	-134,042.22	-108.5%
Total Equity	76,258.38	316,205.01	-239,946.63	-75.9%
TOTAL LIABILITIES & EQUITY	230,966.21	423,105.54	-192,139.33	-45.4%

8:10 PM

12/27/22

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of November 30, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	50,495.00	32,848.00	0.00	0.00	0.00	83,343.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
TOTAL	<u>50,495.00</u>	<u>32,848.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>86,894.34</u>

8:13 PM

12/27/22

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of November 30, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
CrowdRiff	19,845.00	0.00	0.00	0.00	0.00	19,845.00
Gate 7 Pty Ltd*	17,445.96	0.00	0.00	0.00	0.00	17,445.96
HelmsBriscoe Performance Group, Inc.	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Jeff Dow Photography	0.00	1,222.56	0.00	0.00	0.00	1,222.56
MAHK Advertising	75,783.11	0.00	0.00	0.00	0.00	75,783.11
Regional Air Service Corporation	12,500.00	0.00	12,500.00	0.00	0.00	25,000.00
Ryan Salm Photography	8,131.20	0.00	0.00	0.00	0.00	8,131.20
UC Davis Tahoe Environmental Research Cen	0.00	280.00	0.00	0.00	0.00	280.00
TOTAL	<u>133,705.27</u>	<u>8,502.56</u>	<u>12,500.00</u>	<u>0.00</u>	<u>0.00</u>	<u>154,707.83</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

November 2022

	Nov 22	Nov 21	\$ Change	% Change
Income				
4000-00 - LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 - NLTRA Funding	50,495.00	65,225.98	-14,730.98	-22.6%
4004-00 - IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	142,161.00	122,891.98	19,269.02	15.7%
Gross Profit	142,161.00	122,891.98	19,269.02	15.7%
Expense				
5000-00 - CONSUMER MARKETING				
5004-00 - Trip Advisor	5,499.00	2,985.54	2,513.46	84.2%
5005-00 - Paid Social	13,745.83	3,425.98	10,319.85	301.2%
5005-01 - Digital Display / Retargeting	15,108.63	11,619.22	3,489.41	30.0%
5007-00 - Creative Production				
5007-01 - Creative Production	4,350.00	1,981.20	2,368.80	119.6%
5007-02 - Website Production	1,260.00	0.00	1,260.00	100.0%
5007-03 - Photo/Video Creative	4,638.98	2,480.65	2,158.33	87.0%
Total 5007-00 - Creative Production	10,248.98	4,461.85	5,787.13	129.7%
5010-00 - Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5016 - Video Streaming	16,132.55	17,635.73	-1,503.18	-8.5%
5017-00 - Rich Media	0.00	600.00	-600.00	-100.0%
5018-00 - Media Commission	8,292.45	6,735.34	1,557.11	23.1%
5018-01 - Digital Ad Serving	417.12	102.54	314.58	306.8%
5020-00 - Search Engine Marketing	8,997.95	14,665.41	-5,667.46	-38.7%
Total 5000-00 - CONSUMER MARKETING	86,942.51	69,231.61	17,710.90	25.6%
5110-00 - LEISURE SALES				
5107-00 - Creative Production	360.00	0.00	360.00	100.0%
5111-00 - FAMS - Domestic	280.00	0.00	280.00	100.0%
5112-00 - Training / Sales Calls	3,500.00	550.62	2,949.38	535.7%
5113-00 - Additional Opportunities	0.00	17.13	-17.13	-100.0%
5144-00 - IPW - POW WOW	0.00	4,333.67	-4,333.67	-100.0%
5145-00 - TIA Annual Dues	218.75	0.00	218.75	100.0%
5147-00 - AUS / Gate 7	17,445.96	0.00	17,445.96	100.0%
Total 5110-00 - LEISURE SALES	21,804.71	4,901.42	16,903.29	344.9%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	5,000.00	1,000.00	20.0%
5202-00 - PR Program/ Content Dev - Blogs	2,032.95	360.00	1,672.95	464.7%
5206-00 - Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 - Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5210-00 - Content Dev - Newsletters	900.00	1,110.00	-210.00	-18.9%
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	620.02	0.00	620.02	100.0%
5221-00 - Photography & Video Asset Dev	5,620.10	0.00	5,620.10	100.0%
5222-00 - Media Tracking / Membership	1,766.00	1,766.00	0.00	0.0%
Total 5200-00 - PUBLIC RELATIONS	23,889.07	15,276.00	8,613.07	56.4%
6000-00 - CONFERENCE SALES				
6004-00 - Email	600.00	0.00	600.00	100.0%
6005-00 - Paid Media	7,146.02	1,773.60	5,372.42	302.9%
6006-00 - CVENT	0.00	711.87	-711.87	-100.0%
6007-00 - Creative Production	0.00	9,160.06	-9,160.06	-100.0%
6018-00 - MCC Media Commission	910.61	313.90	596.71	190.1%
6018-01 - MCC Digital Ad Serving	23.33	5.63	17.70	314.4%
6128-00 - HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 - Client Events / Opportunities	0.00	150.00	-150.00	-100.0%
6153-00 - Chicago Sales Rep Support	125.00	83.33	41.67	50.0%
Total 6000-00 - CONFERENCE SALES	9,388.29	12,781.72	-3,393.43	-26.6%
6100-00 - TRADE SHOWS				
6111-00 - Site Inspections	0.00	323.04	-323.04	-100.0%
6116-00 - CalSAE Seasonal Spectacular	0.00	1,889.34	-1,889.34	-100.0%
6154-00 - HelmsBriscoe ABC	0.00	227.39	-227.39	-100.0%
6155-00 - Connect Trade Shows	0.00	1,203.64	-1,203.64	-100.0%
6157-00 - HPN Partner Conference	2,975.00	0.00	2,975.00	100.0%
6180-00 - Conference Direct CA	0.00	583.33	-583.33	-100.0%
6182-00 - Destination Celebration	0.00	1,115.62	-1,115.62	-100.0%
Total 6100-00 - TRADE SHOWS	2,975.00	5,342.36	-2,367.36	-44.3%
7000-00 - COMMITTED & ADMIN EXPENSES				
5009-00 - Fulfillment / Mail	0.00	1,310.91	-1,310.91	-100.0%
5123-00 - HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7002-00 - CRM Subscription	1,250.00	833.34	416.66	50.0%
7003-00 - IVCBVB Entertainment Fund	0.00	211.23	-211.23	-100.0%
7004-00 - Research	880.00	5,104.76	-4,224.76	-82.8%
7008-00 - Opportunistic Funds	593.08	0.00	593.08	100.0%
7010-00 - Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 - Automobile Expense*	0.00	183.68	-183.68	-100.0%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	2,931.41	8,431.34	-5,499.93	-65.2%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 - Website Hosting Maintenance	0.00	65.00	-65.00	-100.0%

8:21 PM

12/27/22

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

November 2022

	Nov 22	Nov 21	\$ Change	% Change
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,315.00	-65.00	-0.5%
Total Expense	162,180.99	130,279.45	31,901.54	24.5%
Net Income	-20,019.99	-7,387.47	-12,632.52	-171.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	91,166.00	91,166.00	455,830.00	455,830.00	1,094,000.00
4001-00 · NLTRA Funding	50,495.00	50,495.00	378,933.00	378,933.00	1,440,000.00
4004-00 · IVCBVB Entertainment	500.00	500.00	2,500.00	2,500.00	6,000.00
4005-00 · Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
Total Income	142,161.00	142,161.00	837,263.00	837,263.00	2,540,000.00
Gross Profit	142,161.00	142,161.00	837,263.00	837,263.00	2,540,000.00
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	12,501.00	25,000.00
5002-00 · Consumer Print	0.00		0.00		10,125.00
5002-01 · Native Display	0.00	1,340.00	24,500.00	36,880.00	100,372.00
5004-00 · Trip Advisor	5,499.00	4,908.00	27,493.99	26,994.00	61,947.00
5005-00 · Paid Social	13,745.83	10,056.00	61,364.56	69,645.00	139,248.00
5005-01 · Digital Display / Retargeting	15,108.63	9,970.00	66,940.09	53,895.00	110,620.00
5007-00 · Creative Production					
5007-01 · Creative Production	4,350.00	10,000.00	39,961.54	74,500.00	149,500.00
5007-02 · Website Production	1,260.00	2,500.00	12,120.00	13,500.00	34,000.00
5007-03 · Photo/Video Creative	4,638.98	2,775.00	18,447.98	13,245.00	32,670.00
5007-00 · Creative Production - Other	0.00	0.00	2,160.00	0.00	0.00
Total 5007-00 · Creative Production	10,248.98	15,275.00	72,689.52	101,245.00	216,170.00
5010-00 · Account Strategy & Management	8,500.00	8,500.00	42,500.00	42,500.00	102,000.00
5013-00 · Outdoor	0.00		0.00		100,000.00
5016 · Video Streaming	16,132.55	11,230.00	62,641.77	63,441.00	126,861.00
5017-00 · Rich Media	0.00	0.00	0.00	30,000.00	30,000.00
5018-00 · Media Commission	8,292.45	6,309.00	41,357.25	54,729.00	119,357.00
5018-01 · Digital Ad Serving	417.12	220.00	1,108.43	1,100.00	2,855.00
5020-00 · Search Engine Marketing	8,997.95	10,808.00	59,060.28	56,555.00	119,470.00
5022-00 · Email	0.00	0.00	4,999.70	5,000.00	20,000.00
5024-00 · Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 · Expedia	0.00	0.00	15,000.00	15,000.00	15,000.00
5029-00 · Television	0.00	0.00	0.00	0.00	17,000.00
5030-00 · TravelZoo	0.00	0.00	0.00	50,000.00	50,000.00
Total 5000-00 · CONSUMER MARKETING	86,942.51	78,616.00	479,655.59	619,485.00	1,365,825.00
5110-00 · LEISURE SALES					
5107-00 · Creative Production	360.00	0.00	720.00	1,000.00	2,000.00
5111-00 · FAMs - Domestic	280.00	0.00	2,937.04	3,000.00	6,000.00
5112-00 · Training / Sales Calls	3,500.00	0.00	6,424.22	5,000.00	10,000.00
5113-00 · Additional Opportunities	0.00	0.00	0.00	5,000.00	10,000.00
5115-00 · Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 · Domestic - Trade Shows	0.00	650.00	0.00	650.00	4,150.00
5131-00 · FAMs -Intl - Travel Trade	0.00	0.00	512.00	3,000.00	6,000.00
5133-00 · Ski-Tops	0.00	850.00	0.00	850.00	3,350.00
5134-00 · Intl Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 · Co-op Opportunities	0.00	5,000.00	0.00	10,000.00	20,000.00
5143-00 · Mountain Travel Symposium	0.00	2,500.00	2,450.00	2,500.00	5,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	13,000.00
5145-00 · TIA Annual Dues	218.75	0.00	1,093.75	0.00	2,700.00
5147-00 · AUS / Gate 7	17,445.96	0.00	17,445.96	35,000.00	35,000.00
5154-00 · Canada	0.00	0.00	0.00	30,000.00	30,000.00
5155-00 · California Star Program	0.00	0.00	0.00	0.00	3,000.00
5157-00 · International Efforts	0.00	0.00	0.00	10,000.00	20,000.00
Total 5110-00 · LEISURE SALES	21,804.71	9,000.00	31,582.97	106,000.00	170,200.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	2,032.95	1,500.00	9,038.85	7,500.00	18,000.00

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

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
5204-00 · Media Mission(s)	0.00	0.00	3,958.84	4,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	4,750.00	4,750.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	795.00	1,325.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	6,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	0.00	6,000.00	4,650.00	12,000.00	24,000.00
5210-00 · Content Dev - Newsletters	900.00	1,700.00	6,000.00	8,500.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5212-00 · Social Giveaways & Contests	620.02	750.00	620.02	1,500.00	3,000.00
5214-00 · Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 · PR Content Development + Distri	0.00	0.00	1,200.00	1,200.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	19,000.00	19,000.00
5221-00 · Photography & Video Asset Dev	5,620.10	4,000.00	9,253.70	20,000.00	48,000.00
5222-00 · Media Tracking / Membership	1,766.00	0.00	1,766.00	1,766.00	3,532.00
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	500.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	23,889.07	30,165.00	102,032.41	148,041.00	328,312.00
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	0.00	0.00	1,500.00	3,000.00
6004-00 · Email	600.00	1,200.00	960.00	1,200.00	4,800.00
6005-00 · Paid Media	7,146.02	3,292.00	15,801.24	12,452.00	41,500.00
6006-00 · CVENT	0.00	0.00	14,185.43	10,700.00	14,160.00
6007-00 · Creative Production	0.00	0.00	6,675.92	11,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	2,500.00	6,000.00
6015-00 · MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 · MCC Search Engine Marketing	0.00	0.00	1,380.70	0.00	0.00
6018-00 · MCC Media Commission	910.61	668.59	2,967.06	3,270.59	7,862.43
6018-01 · MCC Digital Ad Serving	23.33	42.00	31.94	210.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.01	2,915.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.00	1,166.66	2,915.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	808.06	5,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	125.00	0.00	3,124.12	5,000.00	10,000.00
Total 6000-00 · CONFERENCE SALES	9,388.29	6,868.59	47,500.14	59,662.59	124,814.43
6100-00 · TRADE SHOWS					
6102-00 · Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 · Site Inspections	0.00	0.00	0.00	3,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	2,000.00	0.00	2,000.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	0.00	0.00	6,500.00	5,000.00	5,000.00
6151-00 · Destination CA	0.00	0.00	0.00	5,000.00	5,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,500.00
6155-00 · Connect Trade Shows	0.00	0.00	4,416.40	10,000.00	10,000.00
6156-00 · Connect California	0.00	0.00	0.00	0.00	0.00
6156-02 · Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6156-05 · Connect Northwest	0.00	0.00	0.00	0.00	0.00
6157-00 · HPN Partner Conference	2,975.00	0.00	3,300.20	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	675.00	5,000.00	5,000.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6166-00 · Sports Commission	0.00	0.00	0.00	0.00	0.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	0.00	0.00	2,000.00
6171-00 · Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00	8,000.00
6182-00 · Destination Celebration	0.00	1,000.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	5,000.00	5,000.00
Total 6100-00 · TRADE SHOWS	2,975.00	3,000.00	15,840.17	52,000.00	75,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0.00	0.00	0.00	5,000.00	10,000.00
5009-00 · Fulfillment / Mail	0.00	200.00	553.97	1,000.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	50,000.00	50,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	958.29	833.35	2,000.04
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	1,250.00	833.33	3,750.00	4,166.65	11,499.96

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

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	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
7003-00 · IVCBVB Entertainment Fund	0.00	500.00	236.15	2,500.00	6,000.00
7004-00 · Research	880.00	3,820.00	10,090.15	50,160.00	76,900.00
7005-00 · Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	20,000.00
7007-00 · Destimetrics / DMX	0.00	0.00	16,881.50	16,881.50	33,763.00
7008-00 · Opportunistic Funds	593.08	0.00	593.08	0.00	50,000.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,124.00
7010-00 · Photo Management & Storage	0.00	658.25	0.00	3,375.25	8,233.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	10,500.00	11,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	5,000.00	10,000.00
8700-00 · Automobile Expense*	0.00	400.00	401.52	2,000.00	4,800.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	2,931.41	6,578.25	98,464.66	167,416.75	389,720.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	21,250.00	21,250.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	1,443.00	1,068.00	2,161.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	37,500.00	37,500.00	90,000.00
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	12,500.00	12,500.00	30,000.00
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,250.00	72,693.00	72,318.00	173,161.00
Total Expense	162,180.99	148,477.84	847,768.94	1,224,923.34	2,627,032.43
Net Income	-20,019.99	-6,316.84	-10,505.94	-387,660.34	-87,032.43