



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

April 12, 2023~ 2:00pm

Agenda

Join Zoom Meeting

<https://us02web.zoom.us/j/87916641029?pwd=WERrZFovWml6c2tEREJtV1I0akE1QT09>

Meeting ID: 879 1664 1029

Passcode: 473225

Dial by your location

+1 669 900 9128 US (San Jose)

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
Page 1	E.	Motion: Approval of Jan 11, 2023 Coop Meeting Minutes	Chair
Page 4	F.	Leisure Sales and Conference Sales Update	Bart
	G.	Augustine/Mahk presentation of summer campaign concepts	Augustine
	H.	Public Relations/Communication Update	Augustine
	I.	Review of Newly Launched www.VisitingLakeTahoe.com	Chair
Page 12	J.	Review of February 28, 2023 Financial Statements	Chair
	K.	Discussion of Returning to In-Person Coop Meetings	Chair
	L.	New Business	Chair
	M.	Old Business	Chair
	N.	Committee Member Comments	Chair

O. 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 – Wednesday Jan 11, 2023

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

Committee members: Andy Chapman, Paul Raymore, Tyler Gaffaney, Becky Moore, Blane Johnson, Adam Wilson, Tony Karwowsky and Stephanie Hoffman.

Staff members: Kirstin Guinn,

Other in attendance: The Augustine Agency

- A. The meeting was called to order at 2:02pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Andy Chapman, Kirstin Guinn, Claire Marcus, Bart Peterson, Francois Cazalot, Blane Johnson, Becky Moore, Adam Wilson, Tyler Gaffaney, Cathy Nanadiego, Tony Karwowski, Kressa Olguin, Walt McRoberts, Julianna Cisneros, Stephanie Hoffman, Paul Raymore, Lindsay Moore
- E. **Approval of Agenda**
Motion to approve the agenda as presented M/S/C Wilson/Gaffaney/Unanimous
- F. **Approval of Oct 11, 2022 Coop Meeting Minutes**
Motion to approve the Oct 11, 2022 Meeting Minutes M/S/C Johnson/Karwowski/Unanimous
- G. Winter Campaign Update
Nanadiego reviewed the [winter recap](#) with the committee members.

The winter season campaign started on November 15 and all tactics are exceeding benchmarks with paid search, Facebook, and Google Max display leading the charge. Nanadiego spoke to the winter storm messaging strategy and stated they watch the weather, road conditions and Cal-trans very closely. If needed they will post on Social and share link to road conditions or possible road closures. Chapman stated it's critical that this information is shared in a timely manner, not only for our visitors but also for our community.

Wilson requested to see the benchmark numbers from Augustine.

Action to Augustine Agency: Share the benchmark numbers for the winter campaign with Adam Wilson.

- H. Spring Campaign Update

Nanadiego shared the [2022-23 Spring Media Proposal](#) with the committees.

McRoberts emphasized the spring media spend constitutes for 40% of yearly spend. The data collection includes flight data research and Datafy data for the visitors for the Spring season. He shared the age demographic from last year is 45+ along with household income, education level and ethnicity. There is a lot of data supporting where the travelers are coming from, and he reminded the committee members what markets we were in for 2021 and 2022. McRoberts also pulled up the information showing all direct flights (non-stop) into Reno International Airport as well as Sacramento International Airport. He shared the in-state top markets along with out-of-state top markets.

McRoberts presented a few different options for target markets:1) LA, New York, Phoenix 2) LA, Austin, Dallas, Houston. He recommended thinking of these markets with a long-term vision for multiple years.

Comments:

- Chapman questioned if the agency is confident that we can hit the market with the budget available? McRoberts stated yes, knowing that it's primarily digital will be sufficient but with more funds you can layer in more frequency which would be better.
- Guinn stated that Phoenix performed well from an ad perspective.
- Cazalot questioned if options 1 and options 2 could be combined? McRoberts stated you could possibly switch New York for Houston or maybe Austin, but it depends on the overall population.
- Wilson questioned if there has been consideration of where other organizations are spending their dollars to amplify the spend/awareness? Nanadiego stated they are aware of where Visit California is marketing, but she is not entirely sure where Travel Nevada is advertising. Visit California has a big national and international buy. Wilson stated anytime we can leverage our buy with other organizations, that is an opportunity.
- Wilson stated during Covid years our destination benefited that people were not traveling to Europe or their "normal" vacation spot, have we seen the length of stay or those markets performing any differently? McRoberts stated there hasn't been anything supporting that from Visit California.
- Wilson shared his concerns as it feels like we are abandoning Texas. He likes supporting Phoenix, and he feels the New York market is too soon. He would support LA, Phoenix and one of the cities in Texas.
- Chapman echoed the same concerns about Texas and shared he is a little hesitant about the Phoenix market due to budget constraints. McRoberts stated that Phoenix and Houston are similar in size, and they could be swapped.
- Karwowski commented that if we saw a good engagement and return from Phoenix market last fall, he would recommend that we keep that as an option.
- Moore shared the concern about going into the New York market and prefers continuing our efforts in Texas.
- Gaffaney echoed Moore's comments about continuing efforts in Texas.
- Hoffman also commented not to go into the New York market and continue efforts in the Texas market.
- Wilson recommended keeping in consideration Dallas if that is where Visit California is advertising.

Chapman summarized the committee member's comments to include LA, Texas and Phoenix. The Augustine team will look at the Texas numbers and circle back with the group.

McRoberts stated the media plan is set up to start March 1st but can be adjusted accordingly to snowpack and conditions.

Nandiego stated they plan on continuing the creative with split screen of dual days on social media. They are hoping to have some more video assets so instead of photography they can use videos.

I. Group & Leisure Sales Update

Peterson gave an overview of the Sales Departments performance and also highlighted sales missions and tradeshow he has attended.

Peterson also included Leisure Sales highlights and international efforts with the committee members. He shared the upcoming 22/23 travel schedule and spring is more focused on Leisure.

Comments:

- Wilson questioned if we have seen any results out of investments in CVENT and other partnerships? Peterson stated the organization is being copied on all the CVENT leads. He stated with HPN, ConferenceDirect and HelmsBriscoe there are marketing opportunities.

J. Review of November Financials

Cazalot reviewed the November financials with the committee members. There were no questions specific to the November financials.

K. New Business

Guinn shared the NLTRA has undergone a brand evolution and is changing the name to North Tahoe Community Alliance. This new rebrand of the organization is launching on Feb 1, 2023. The name reflects our new vision, mission and our new focus. Karwowski shared his enthusiasm for this new rebrand and complimented Guinn on her efforts.

Chapman stated he will be attending IMM in New York. This is a media event. He has worked closely with the Augustine team and is looking forward to spreading our message in New York.

L. Old Business

Chapman questioned if this is Hoffman last meeting? Karwowski shared Hoffman terms out on the board at the March meeting. Chapman thanked Hoffman for all her efforts on the coop board. The next meeting is scheduled for April 12th. Cazalot thanked the Incline team for the support of Nevada Nordic.

M. Adjournment

The meeting adjourned at 3:32pm.

Meetings Minutes submitted by Anna Atwood

FY22/23 Marketing Coop Meeting



north lake tahoe

Conference Sales Highlights

- **(25) Programs Turned Definite**
 - \$1,475,522 in room revenue less taxes and fees
 - 6,142 requested rooms
 - Top source states: (6) CA, (3) AZ, (3) CO, (2) IL
 - (11) Association and (12) Corporate (2) Non-Profit
 - **(88) Programs Turned Tentative** - does not include RFP's from CVENT unless adding a property or conducting a site visit
 - \$4,260,775 forecasted room revenue
 - 20,669 requested rooms
 - Top source states: (36) AZ (HPN), (22) CA, (7) IL, (5) VA, (4) CO, (4) TX
 - (31) Association, (53) Corporate, (3) Non-Profit
- (54) Inquiries** - RFP's received in CVENT which did not add a property or conduct a site visit



Conference Sales Highlights

- **Sales Missions & Tradeshows**

- Connect Spring Marketplace April 11-13
- CalSAE Elevate April 17-19
- SF All Things Meetings April 24
- Visit California Roadshow to Denver & Seattle April 25-27
- HelmsBriscoe Annual Business Conference May 3-5
- TopGolf Event in Roseville June 1
- Smart Meetings – Austin, TX June 23-25

- **FAMs/Site Visits**

- National Association of Steel Pipe Distributors – March 13-14
- California Police Activities League March 22-24
- Little Caesars March 26-27



Conference Collateral

- Creating bi-monthly and event follow up newsletters to 8,783 planners
 - August 26th - Connect on a Higher Level in North Lake Tahoe – sustainable travel, Granlibakken, Hyatt, GarWoods
 - October 27th - Fall in Love with North Lake Tahoe – Group off site dining and events calendar
 - November 16th - All Things Meetings Thank you Sent to planners who attended the trade show
 - December 5th - Destination Celebration Minneapolis Thank You Sent to planners who attended the trade show
 - December 7th - Seasonal Spectacular 2021 Thank You Sent to planners who attended the trade show
 - December 21st - Season's Greetings from North Lake Tahoe!
 - December 27th - Destination Celebration Indianapolis Thank You Sent to planners who attended the trade show
 - February 23rd - Plan for Winter Wow in North Lake Tahoe
 - April 20th - Spring MCC Newsletter



Mid-Year Leisure Sales Highlights



north lake tahoe

Leisure Sales Highlights

- **Sales Missions & Tradeshows**

- Mexico Sales Mission with Visit California – Jan 24-26
- Visit California Outlook Forum – March 7-8
- Canada Sales Mission with Travel Nevada – March 15-21
- SkiTops – March 19-23
- Mountain Travel Symposium – March 26-31
- California Cup – April 17-21
- Australia Sales Mission – May 9-19
- IPW May 20-24

- **Familiarization Tours (FAMS)**

- Australia Fire & Ice FAM March 5-9
- Trave & Co – March 13
- Reno Tahoe Experience April 27
- Canada FAM – April 30 – May 2



north lake tahoe

COLLATERAL UPDATES

- Creating bi-monthly newsletters to 3,014 travel agents and product managers
 - August 26th - Connect on a Higher Level in North Lake Tahoe – sustainable travel, Granlibakken, Hyatt, GarWoods
 - October 27th - Fall in Love with North Lake Tahoe – Group off site dining and events calendar
 - December 21st - Season's Greetings from North Lake Tahoe!
 - February 23rd - Heighten Your Senses Where Winter Wows
 - April 20th - Spring Leisure Newsletter





THANK YOU

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2023

1:12 PM
 03/20/23
 Accrual Basis

North Lake Tahoe Marketing Cooperative
Balance Sheet Prev Year Comparison
 As of February 28, 2023

	Feb 28, 23	Feb 28, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 • Cash	621,689.96	638,385.58	-16,695.62	-2.6%
Total Checking/Savings	621,689.96	638,385.58	-16,695.62	-2.6%
Accounts Receivable				
1200-00 • Accounts Receivable	3,551.34	7,217.34	-3,666.00	-50.8%
Total Accounts Receivable	3,551.34	7,217.34	-3,666.00	-50.8%
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	625,341.30	645,702.92	-20,361.62	-3.2%
Other Assets				
1400-00 • Prepaid Expenses	41,830.85	66,191.46	-24,360.61	-36.8%
Total Other Assets	41,830.85	66,191.46	-24,360.61	-36.8%
TOTAL ASSETS	667,172.15	711,894.38	-44,722.23	-6.3%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 • Accounts Payable	97,484.04	63,814.73	33,669.31	52.8%
Total Accounts Payable	97,484.04	63,814.73	33,669.31	52.8%
Total Current Liabilities	97,484.04	63,814.73	33,669.31	52.8%
Total Liabilities	97,484.04	63,814.73	33,669.31	52.8%
Equity				
32000 • Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	482,923.79	455,410.92	27,512.87	6.0%
Total Equity	569,688.11	648,079.65	-78,391.54	-12.1%
TOTAL LIABILITIES & EQUITY	667,172.15	711,894.38	-44,722.23	-6.3%

11:59 AM
03/20/23

North Lake Tahoe Marketing Cooperative
A/R Aging Summary
As of February 28, 2023

	<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*	0.00	0.00	0.00	0.00	0.00	0.00
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>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>3,551.34</u>

1:17 PM
03/20/23

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of February 28, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Cvent, Inc.	200.00	0.00	0.00	0.00	0.00	200.00
MAHK Advertising	29,125.33	68,158.71	0.00	0.00	0.00	97,284.04
TOTAL	<u>29,325.33</u>	<u>68,158.71</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>97,484.04</u>

1:14 PM

03/20/23

Accrual Basis

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023**

	Feb 23	Feb 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	73,217.00	85,731.27	-12,514.27	-14.6%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
Total Income	164,883.00	143,397.27	21,485.73	15.0%
Gross Profit	164,883.00	143,397.27	21,485.73	15.0%
Expense				
5000-00 · CONSUMER MARKETING				
5002-00 · Consumer Print	6,000.00	0.00	6,000.00	100.0%
5002-01 · Native Display	0.00	7,500.00	-7,500.00	-100.0%
5004-00 · Trip Advisor	5,357.97	2,483.35	2,874.62	115.8%
5005-00 · Paid Social	2,777.45	2,931.84	-154.39	-5.3%
5005-01 · Digital Display / Retargeting	2,818.16	2,260.00	558.16	24.7%
5007-00 · Creative Production				
5007-01 · Creative Production	7,821.77	1,567.60	6,254.17	399.0%
5007-03 · Photo/Video Creative	3,828.35	7,644.38	-3,816.03	-49.9%
5007-00 · Creative Production - Other	101.88	127.50	-25.62	-20.1%
Total 5007-00 · Creative Production	11,752.00	9,339.48	2,412.52	25.8%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 · Media Commission	3,173.73	2,492.24	681.49	27.3%
5018-01 · Digital Ad Serving	44.69	29.84	14.85	49.8%
5020-00 · Search Engine Marketing	4,701.36	1,593.03	3,108.33	195.1%
Total 5000-00 · CONSUMER MARKETING	45,125.36	35,629.78	9,495.58	26.7%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	0.00	748.28	-748.28	-100.0%
5145-00 · TIA Annual Dues	0.00	437.50	-437.50	-100.0%
5154-00 · Canada	5,200.00	0.00	5,200.00	100.0%
Total 5110-00 · LEISURE SALES	5,200.00	1,185.78	4,014.22	338.5%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5202-00 · PR Program/ Content Dev - Blogs	1,635.90	750.00	885.90	118.1%
5206-00 · Digital Buy/ Social Media Boost	1,000.00	800.00	200.00	25.0%
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	-265.00	-100.0%
5210-00 · Content Dev - Newsletters	1,700.00	1,500.00	200.00	13.3%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	0.00	900.00	-900.00	-100.0%
5218-00 · Crisis Communication / Training	6,540.00	0.00	6,540.00	100.0%
5221-00 · Photography & Video Asset Dev	0.00	5,750.00	-5,750.00	-100.0%

1:14 PM

03/20/23

Accrual Basis

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
February 2023**

	Feb 23	Feb 22	\$ Change	% Change
Total 5200-00 · PUBLIC RELATIONS	22,875.90	21,965.00	910.90	4.2%
6000-00 · CONFERENCE SALES				
6004-00 · Email	1,200.00	0.00	1,200.00	100.0%
6005-00 · Paid Media	3,104.00	1,506.14	1,597.86	106.1%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	1,170.00	1,560.00	-390.00	-25.0%
6018-00 · MCC Media Commission	571.33	275.45	295.88	107.4%
6018-01 · MCC Digital Ad Serving	1.12	6.32	-5.20	-82.3%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 · Client Events / Opportunities	200.00	0.00	200.00	100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	6,829.78	4,768.11	2,061.67	43.2%
6100-00 · TRADE SHOWS				
6116-00 · CalSAE Seasonal Spectacular	0.00	250.00	-250.00	-100.0%
6155-00 · Connect Trade Shows	0.00	-575.43	575.43	100.0%
6180-00 · Conference Direct CA	0.00	583.33	-583.33	-100.0%
Total 6100-00 · TRADE SHOWS	0.00	257.90	-257.90	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	0.00	-3,000.00	3,000.00	100.0%
5009-00 · Fulfillment / Mail	0.00	317.99	-317.99	-100.0%
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7001-00 · Miscellaneous	0.00	836.91	-836.91	-100.0%
7002-00 · CRM Subscription	833.33	833.33	0.00	0.0%
7004-00 · Research	880.00	2,704.76	-1,824.76	-67.5%
7007-00 · Destimetrics / DMX	0.00	2,369.58	-2,369.58	-100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 · Automobile Expense*	0.00	219.96	-219.96	-100.0%
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0.00	188.18	-188.18	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	1,921.66	5,258.13	-3,336.47	-63.5%
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	243.00	-243.00	-100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,250.00	14,493.00	-243.00	-1.7%
Total Expense	96,202.70	83,557.70	12,645.00	15.1%
Net Income	68,680.30	59,839.57	8,840.73	14.8%

1:15 PM
03/20/23

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

Accrual Basis

February 2023

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
Income					
4000-00 - LTIVCBVB Funding	91,166.00	91,166.00	729,328.00	729,328.00	1,094,000.00
4001-00 - NLTRA Funding	73,217.00	73,217.00	1,029,839.00	1,029,839.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	4,000.00	4,000.00	6,000.00
4005-00 - Prior Year Net Income	0.00		0.00	0.00	0.00
Total Income	164,883.00	164,883.00	1,763,167.00	1,763,167.00	2,540,000.00
Gross Profit	164,883.00	164,883.00	1,763,167.00	1,763,167.00	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	6,000.00	0.00	18,485.00	0.00	10,125.00
5002-01 - Native Display	0.00	11,100.00	33,083.90	61,870.00	100,372.00
5004-00 - Trip Advisor	5,357.97	1,916.00	41,652.34	33,221.00	61,947.00
5005-00 - Paid Social	2,777.45	2,270.00	68,651.63	76,670.00	139,248.00
5005-01 - Digital Display / Retargeting	2,818.16	2,600.00	76,043.51	62,185.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	7,821.77	5,000.00	72,566.90	99,500.00	149,500.00
5007-02 - Website Production	0.00	2,500.00	14,940.00	22,000.00	34,000.00
5007-03 - Photo/Video Creative	3,828.35	2,775.00	22,034.03	21,570.00	32,670.00
5007-00 - Creative Production - Other	101.88		6,965.64	0.00	0.00
Total 5007-00 - Creative Production	11,752.00	10,275.00	116,506.57	143,070.00	216,170.00
5010-00 - Account Strategy & Management	8,500.00	8,500.00	68,000.00	68,000.00	102,000.00
5013-00 - Outdoor	0.00	0.00	0.00	0.00	100,000.00
5016 - Video Streaming	0.00	0.00	62,841.77	63,441.00	126,861.00
5017-00 - Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 - Media Commission	3,173.73	15,870.00	59,778.21	76,129.00	119,357.00
5018-01 - Digital Ad Servicing	44.69	220.00	1,242.61	1,769.00	2,655.00
5020-00 - Search Engine Marketing	4,701.36	3,976.00	70,940.80	68,977.00	119,470.00
5022-00 - Email	0.00	0.00	9,249.70	10,000.00	20,000.00
5024-00 - Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 - Expedia	0.00	0.00	7,584.59	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	20,000.00	50,000.00	50,000.00
Total 5000-00 - CONSUMER MARKETING	45,125.36	56,727.00	700,760.53	772,834.00	1,365,825.00
5110-00 - LEISURE SALES					
5107-00 - Creative Production	0.00	0.00	1,080.00	1,500.00	2,000.00
5111-00 - FAMs - Domestic	0.00	0.00	3,686.04	4,500.00	6,000.00
5112-00 - Training / Sales Calls	0.00	0.00	6,424.22	7,500.00	10,000.00
5113-00 - Additional Opportunities	0.00	0.00	0.00	7,500.00	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	250.00	0.00	3,900.00	4,150.00
5131-00 - FAMs Intl - Travel Trade	0.00	0.00	512.00	4,500.00	6,000.00
5133-00 - Ski-Tops	0.00	0.00	0.00	2,350.00	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	0.00	0.00	10,000.00	20,000.00
5143-00 - Mountain Travel Symposium	0.00	0.00	2,450.00	4,000.00	5,000.00
5144-00 - IPW - POW WOW	0.00	0.00	0.00	10,000.00	13,000.00
5145-00 - TIA Annual Dues	0.00	0.00	3,937.50	0.00	2,700.00
5147-00 - AUS / Gate 7	0.00	0.00	28,645.86	35,000.00	35,000.00
5164-00 - Canada	5,200.00	0.00	5,200.00	30,000.00	30,000.00
5165-00 - California Star Program	0.00	0.00	0.00	0.00	3,000.00
5167-00 - International Efforts	0.00	0.00	0.00	15,000.00	20,000.00
Total 5110-00 - LEISURE SALES	5,200.00	250.00	49,935.72	135,750.00	170,200.00
5200-00 - PUBLIC RELATIONS					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5202-00 - PR Program/ Content Dev - Blogs	1,635.90	1,500.00	14,380.65	12,000.00	18,000.00

1:15 PM

03/20/23

Accrual Basis

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

February 2023

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
5204-00 - Media Mission(s)	0.00	0.00	8,451.69	12,000.00	16,000.00
5206-00 - Digital Buy/ Social Media Boost	1,000.00	950.00	7,600.00	7,600.00	11,400.00
5207-00 - Content Campaigns/Foots-My Emma	0.00	265.00	785.00	2,120.00	3,180.00
5208-00 - International Travel Media FAMS	0.00	0.00	0.00	6,000.00	12,000.00
5209-00 - Domestic Travel Media FAMS	0.00	0.00	8,107.55	12,000.00	24,000.00
5210-00 - Content Dev - Newsletters	1,700.00	1,700.00	10,400.00	13,600.00	20,400.00
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	48,000.00	48,000.00	72,000.00
5212-00 - Social Giveaways & Contests	0.00	750.00	1,550.04	2,250.00	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	2,220.00	2,400.00	4,800.00
5218-00 - Crisis Communication / Training	6,540.00	0.00	6,540.00	19,000.00	19,000.00
5221-00 - Photography & Video Asset Dev	0.00	4,000.00	10,464.90	32,000.00	48,000.00
5222-00 - Media Tracking / Membership	0.00	0.00	2,649.02	2,649.00	3,532.00
5280-00 - PR Meals / Entertainment	0.00	0.00	269.76	750.00	1,000.00
Total 5200-00 - PUBLIC RELATIONS	22,875.90	21,165.00	169,428.62	220,369.00	328,312.00
6000-00 - CONFERENCE SALES					
6003-00 - Geo-Fence Targeting	0.00	0.00	475.73	1,500.00	3,000.00
6004-00 - Email	1,200.00	1,200.00	4,470.00	3,600.00	4,800.00
6005-00 - Paid Media	3,104.00	4,292.00	25,987.30	23,328.00	41,500.00
6006-00 - EVENT	0.00	0.00	14,185.43	10,700.00	14,160.00
6007-00 - Creative Production	1,170.00	0.00	9,105.92	11,500.00	12,000.00
6014-00 - MCC Group Incentive Program	0.00	500.00	0.00	4,000.00	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	571.33	797.00	4,847.33	5,246.01	7,862.43
6018-01 - MCC Digital Ad Servng	1.12	42.00	46.05	350.00	500.00
6019-00 - Conference Direct Partnership	0.00	583.00	7,000.01	4,684.00	6,996.00
6128-00 - HelmsBriscoe Strategic Partner	583.33	583.00	2,916.65	4,684.00	6,996.00
6152-00 - Client Events / Opportunities	200.00	0.00	1,345.05	7,500.00	10,000.00
6153-00 - Chicago Sales Rep Support	0.00	0.00	5,390.79	7,500.00	10,000.00
Total 6000-00 - CONFERENCE SALES	6,829.78	7,897.00	77,551.96	85,538.01	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	4,500.00	6,000.00
6116-00 - CalSAE Seasonal Spectacular	0.00	0.00	1,068.73	4,000.00	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	0.00	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	1,500.00	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	0.00	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	0.00	0.00	16,908.90	57,000.00	75,000.00
6106-00 - CalSAE Seasonal Spectacular	0.00	0.00	1,575.00	0.00	0.00
7000-00 - COMMITTED & ADMIN EXPENSES					
5008-00 - Cooperative Programs	0.00	0.00	0.00	7,500.00	10,000.00
5009-00 - Fulfillment / Mail	0.00	200.00	553.97	1,600.00	2,400.00
5021-00 - RASC-Reno Air Service Corp	0.00	0.00	75,000.00	75,000.00	100,000.00
5123-00 - HSVC - High Sierra Visitors	208.33	166.67	1,583.28	1,333.36	2,000.04
5124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00

1:15 PM
03/20/23

North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance

February 2023

Accrual Basis

	Feb 23	Budget	Jul '22 - Feb 23	YTD Budget	Annual Budget
7002-00 - CRM Subscription	833.33	833.33	6,666.66	8,166.64	11,499.96
7003-00 - IVCBVB Entertainment Fund	0.00	500.00	236.15	4,000.00	6,000.00
7004-00 - Research	680.00	3,820.00	12,730.15	61,620.00	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 - Deslmetrics / DMX	0.00	0.00	25,322.25	25,322.25	33,763.00
7008-00 - Opportunistic Funds	0.00	50,000.00	2,158.50	50,000.00	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	7,899.00	5,350.00	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	10,750.00	11,000.00
8500-00 - Staff Industry Travel	0.00	0.00	0.00	7,500.00	10,000.00
8700-00 - Automobile Expense*	0.00	400.00	401.52	3,200.00	4,800.00
Total 7000-00 - COMMITTED & ADMIN EXPENSES	1,921.66	56,578.25	147,551.48	277,342.25	399,720.00
8000-00 - WEBSITE CONTENT & MAINTENANCE					
8002-00 - Content Manager Contractor	4,250.00	4,250.00	34,000.00	34,000.00	51,000.00
8003-00 - Website Hosting Maintenance	0.00	0.00	2,511.00	1,602.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	60,000.00	60,000.00	90,000.00
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	20,000.00	20,000.00	30,000.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	14,250.00	14,250.00	116,511.00	115,602.00	173,161.00
Total Expense	96,202.70	156,967.25	1,280,243.21	1,664,435.26	2,627,032.43
Net Income	68,680.30	7,915.75	482,923.79	98,731.74	-87,032.43