

NLTRA Mission

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

Board of Directors:

Chair: Adam Wilson, Vail Resorts | **Vice Chair:** Samir Tuma, Tahoe City Lodge

Treasurer: Christy Beck, Squaw Alpine | **Secretary:** Brett Williams, Agate Bay Realty

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

AGENDA

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

If unable to attend, join the conference call from your computer,
tablet or smartphone: (712) 770-4010, enter code 775665#
and Log on: <https://global.gotomeeting.com/install/447442925>

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

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- | | |
|------------------|---|
| 8:30 a.m. | 1. Call to Order – Establish Quorum |
| 8:35 a.m. | 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| 8:40 a.m. | 3. Agenda Amendments and Approval |
| 8:45 a.m. | 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions. |
- Page: 1**
Page: 5
Page: 24
Page: 39

A. NLTRA Board Meeting Minutes from Dec 4, 2019 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of Nov 30, 2019

C. Approval of Interim CEO Expense Report for Nov 2019

D. Approval of The Abbi Agency service agreement for event PR in FY 2019/10
- Page 1 | 2

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

- Finance Committee Meeting Dec 30, 2019
- Tourism Development Committee Nov 19, 2019
- In-Market Tourism Development Committee Nov 19, 2019

5. Action Items

- 8:50 a.m. Page: 51** A. Review and Approval of 2020 Spartan North American Championship Sponsorship Contract
- 9:00 a.m. Page: 68** B. Approval of additional Tourism Development Committee Members
- 9:05 a.m. Page: 69** C. Approval of Finance Committee Members for 2020
- 9:10 a.m. Page: 70** D. Selection and Approval of Election Committee Members
- 9:25 a.m.** E. Review and Approval of the North Lake Tahoe TBID Management District Plan & Agreement with the County of Placer

6. Informational Updates/Verbal Reports

- 9:40 a.m.** A. TRPA Regional Transportation Plan Update – Michelle Glickert, TRPA
- 10:10 a.m.** B. Tahoe Transportation District/One Tahoe – Dereck Morse, consultant to TTD & Danielle Hughes, TTD
- One Tahoe is a study initiated by Tahoe Transportation District to identify ways to fill the gap in funding needed for transportation solutions in the Lake Tahoe region.
- 10:40a.m. Page: 71** C. Review of CAP Committee projects approved for recommendation to the Placer County Board of Supervisors
- 10:50 a.m.** 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- Page: 73** A. Destimetrics Report Nov 30, 2019
- Page: 74** B. Conference Revenue Statistics Report Nov 2019
- Page: 77** C. Tourism Development Report on Activities, Nov 2019
- Page: 80** D. Visitor Information Center Visitor Report, Nov 2019
- Page: 81** E. Chamber of Commerce Report, Nov 2019
- Page: 83** E. North Lake Tahoe Marketing Coop Financial Statements Nov 2019
- Page: 88** F. Membership Accounts Receivable Report Nov 2019
- Page: 89** G. Financial Key Metrics Report Nov 2019

10:50 a.m. 8. CEO and Staff Updates

10:55 a.m. 9. Directors Comments

11:00 a.m. 10. Meeting Review and Staff Direction

11. Adjournment

12. Closed Session

This meeting is wheelchair accessible

Posted online at nltra.org

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Resort | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection
Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:33 AM – Quorum established

Board members in attendance

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

Board members absent

Greg Dallas, Aaron Rudnick, Andre Priemer, and Chris Brown

Staff Members in attendance

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

Others in attendance

Kylee Bigelow and Stacie Lyans

2. Public Forum

There were no comments on items not on today's agenda.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. Phelan/Tester/Unanimous

4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

A. NLTRA Board Meeting Minutes from Nov 6, 2019

B. Approval of NLTRA Financial Statements of Oct 31, 2019

C. Approval of Interim CEO Expense Report for Oct 2019

D. Approval of 2019/20 Winter Lakeside Campaign & Year-Round Shopping Campaign Scopes of Work

E. Approval of 2019/20 Partnership Funding Allocations

- F. Approval of 2020 Broken Arrow Skyrace Event Sponsorship**
- G Approval of 2020 Lake Tahoe Lacrosse Tournament Event Sponsorship**
- H. Approval of Abbi Agency TBID Creative Collateral contract**

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

- Finance Committee Meeting Nov 22, 2019
- Tourism Development Committee Nov 19, 2019
- In-Market Tourism Development Committee Nov 19, 2019

Bavetta asked to table Item 4H to a later date.

Motion to approve the Consent Calendar as presented, tabling Item 4H. Davis/Tuma/Unanimous

5. Action Items

A. Approval of Tourism Development Committee Member Recommendations

Winters presented the document in the meeting packet with recommendations for Committee members.

Motion to approve the slate of applicants as presented for the Tourism Development Committee.

Tester/Beck/Unanimous

6. Informational Updates/Verbal Reports

A. 2018/19 SMARI Research Result Presentation – Nick Falkenstein

Burke introduced Falkenstein from SMARI, who presented the 2019 Advertising Effectiveness and Return on Investment (ROI) Report, detailing results of paid video, digital, and outdoor advertising. He described the methodology used to collect data and compared 2017/18 results to 2018/19 numbers and how the results compared with overall trends in the marketplace and specific target demographics. Falkenstein reported the 2018/19 ROI was \$283 for each \$1 invested, compared with \$182 in 2017/18.

Falkenstein and Burke answered questions clarifying the information in the report, how it will be used, and opportunities to share the information with the community and stakeholders. The Board asked for the data to be broken down by month and by season and that a communication plan be submitted. Additional information on competitive ROIs was requested and whether or not people who visited the website were “ad aware” or “unaware.” The Board asked for Sacramento data to be broken out. There was a request to add a clause to the SMARI contract for recommendations to be provided based on the data collected.

B. TBID Update – Rob Kautz

Kautz reminded the Board of last month’s announcement that Vail Resorts will not be supporting the TBID. Because Vail represents 15% of the vote, he has been meeting with lodging providers and others in the business community to ensure the 50% + 1 support is there. In addition, there is on-going discussion with Vail about their participation. Kautz and Bowling described the outreach strategies to garner support for the TBID.

Kautz continues to work with Civitas to complete the Management District Plan (MDP) and Business List. The draft MDP was forwarded to the Board last night. Kautz is reviewing the agreement with County and will send that to the Board. A Special Board meeting may be called to get both documents approved so the petition drive can begin as soon as possible. Kautz will gauge the response after the holidays and do additional outreach if necessary.

C. Election Committee and Board Election Schedule Review

Bavetta reported on the Board election schedule. When the Board was re-organized last February, all elected members were re-elected, but the terms of each seat were unclear. Designated members are not impacted. Bavetta will continue

to research those Board terms. When that information is known, an Election Committee will be formed to address the March election.

7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.

- A. Destimetrics Report Oct 31, 2019
- B. Conference Revenue Statistics Report Oct 2019
- C. Tourism Development Report on Activities, Oct 2019
- D. Visitor Information Center Visitor Report, Oct 2019
- E. North Lake Tahoe Marketing Coop Financial Statements Oct 2019
- F. Membership Accounts Receivable Report Oct 2019
- G. Financial Key Metrics Report Oct 2019

8. CEO and Staff Updates

The next Board meeting will be Wednesday January 8, 2020.

Bavetta reported this has been a busy month. Bowling is working on messaging about snow and road conditions. Several staff members have joined Visit California committees.

The Reno Airport Services Corporation (RASC) is discussing strategies to develop target markets. A representative will be invited to the February meeting to give an update. One Tahoe is working with the Tahoe Transportation District (TTD) to identify funding for transit initiatives in the area. A presentation will be given to this Board in January. TRPA gave a report on the Regional Transportation Plan update at Tuesday Breakfast Club. Larson will schedule a presentation for this Board in January.

Bavetta reported temporary help is being hired for Conference Sales. The Tahoe Film Festival begins tomorrow and runs through the weekend. Burke added this is the 5th year of the event, of which NLTRA is a sponsor. "Out of Bounds," the moving NLTRA assisted with, is featured on Thursday night.

9. Directors Comments

Casey reported the CAP Committee is hearing presentations on December 10 from applicants for TOT grants. Nineteen requests were received, one was pulled, and two were not recommended to continue through the process. Approximately \$4 million is available, which includes the fund balance from 2018/19, and the requests total over \$7 million. A list of the projects and requests will be sent to the Board.

The Placer County Board of Supervisors approved the Short Term Rental Ordinance. Information is being compiled to advise the public of the requirements and the complaint hotline.

TART will be offering free-to-the-rider service beginning December 13.

Tuma noted a tragic near-miss with 13 people in a vacation home subjected to high levels of CO. The home had no CO detectors, which is one of the reasons a Fire Department inspection is required in the Short Term Rental Ordinance.

Turner is hearing comments about too many visitors in the area, but he believes the advertising should continue to drive people to this area. New markets need to be continually identified and people should be encouraged to come to Tahoe.

10. Meeting Review and Staff Direction

- SMARI data be broken down by month and by season. The Sacramento market will also be separated. A communication plan that goes beyond members and stakeholders will be submitted to the board. The full SMARI report will be sent to the Board.
- Terms of elected members will be confirmed.
- A special meeting will be convened to approve the MDP and County agreement.
- Committee recommendations will be submitted in January.
- TOT grant requests being considered by the CAP Committee will be sent to the Board.

11. Closed Session

The Board went into Closed Session at 11:13 AM. Open Session was reconvened at 11:20 (and there was no reportable action or stated motion)

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:21 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 12/30/19

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

From: Bonnie Bavetta, CFO

RE: Report for November 2019

A summary of preliminary NLTRA financial results for November 30, 2019 follows:

- Cash balance on November 30, 2019 of \$926,000 was \$263,000 or approximately 40% greater than prior year primarily due to AR- TOT decrease (\$50,000), AP timing (\$88,000), greater year-to-date net income (lower expenses offset partially by lower revenues, net \$85,000), and the 18/19 year end increase to the marketing reserve (\$32,000).
- The Accounts Receivable – TOT balance of \$238,000 reflected the County TOT funding for November. Payment was received in December. Balance at this date last year was \$288,000.
- Membership dues and other membership related accounts receivable totaled \$19,000, an increase of \$5,000 from prior year.
- Receivable from NLTMC of \$7,000 reflected the credit card charges and other amounts due from NLTMC to NLTRA. Balance was down \$5,000 from prior year.
- Accounts payable, including credit cards, of \$138,000 were \$88,000 greater than prior year due to timing. Expenses were down year-to-date relative to prior year.
- Wages and related liabilities of \$123,000 were \$7,000 or 6% greater than prior year, due primarily to timing of commission payments.
- Accrued Expenses of \$8,000 were \$7,000 greater than prior year and included the balance of contracts entered into during fiscal year 2018/19 with commitments due to be paid in 2019/20.
- Deferred Revenue-Member Dues of \$34,000 was \$3,000 less than prior year.
- Deferred Revenue-County of \$350,000 reflected the 2019/20 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based timing of monthly payments from the County.
- Due To/From County of Placer balance of \$19,871 reflected TOT funds received for fiscal year 2018/19 that were due back to the County. The balance was \$14,711 greater than prior year.
- YTD consolidated net income of \$85,000 at month end November represented Membership's positive net results YTD of \$17,000, and \$68,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$1,138,000 was below budget \$19,000, the result of pay for performance expenditures being below budget.

- Net expenses, before overhead allocation, totaled \$913,000 and were \$57,000 or approximately 6% under budget, primarily due to timing,
 - Total net results before overhead allocation of \$174,000 were positive to budget \$27,000.
- Operating Results YTD – Conference
 - Commission & conference dues revenue of \$34,000 was \$13,000 above budget. TOT revenue of \$150,000 was on budget
 - Expenses of \$138,000 before allocated overhead were under budget \$8,000 due to staff vacancies.
 - Net results were better than budget by \$28,000
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$59,000 were on budget. TOT revenue of \$158,000 was on budget.
 - Expenses before overhead allocation of \$179,000 were \$7,000 below budget.
 - Net results of \$38,000 were \$8,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$72,000 was on budget.
 - Expenditures of \$55,000 before overhead were \$11,000 below budget due primarily to timing.
 - Net results of \$17,000 were positive to budget \$11,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$56,000 was \$2,000 better than budget. Other Membership revenue of \$6,000 was \$2,000 below budget.
 - Expenses of \$37,000 were \$15,000 below budget due primarily to reduced staff expense.
 - Net income of \$25,000 before overhead allocations was \$14,000 favorable to budget.
 - Net income of \$17,000 after overhead allocations was \$17,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$195,000 were \$66,000 below budget due primarily to staff vacancies and professional fees timing.
- Membership cash position as of November 30, 2019
 - Membership activities resulted in a net income \$17,067
 - Deferred revenues of \$33,778 less receivables of \$17,960 contributed an additional \$15,818 in cash
 - Prior years' cumulative negative net results totaled \$17,007
 - Net cash totaled \$15,878, no other funds were required to support Membership activities

Summary of North Lake Tahoe Marketing Cooperative financial results at November 30, 2019:

- Cash balance at month end of \$245,000 was \$223,000 less than prior year due to greater accounts receivable (\$83,000, NLTRA), the reduction of prior fund surpluses in late FY18/19 (\$165,000) and lower net income (\$61,000), offset partially by slower pay on accounts(\$93,000).
- Accounts payable of \$173,000 were \$93,000 greater than prior year due to timing
- Unrestricted Net Assets Equity of \$25,000 was \$165,000 less than prior year due to approved expenditures exceeding FY18/19 funding by \$165,000
- Net Income of \$179,000 was \$61,000 less than prior year due largely to timing
- Year-to-date funding from NLTRA and IVCBVB of \$988,000 was on budget
- Consumer Marketing expenditures of \$359,000 were \$35,000 or 9% below budget due to timing
- Leisure Sales expenditures of \$74,000 were \$28,000 or 27% below budget due to timing
- Public Relations expenses of \$110,000 were \$32,000 or 22% below budget also due to timing
- Conference Sales expenditures of \$51,000 were \$38,000 below budget
- Trade Show expenditures of \$26,000 were \$52,000 below budget
- Committed & Administrative expenditures of \$165,000 were \$24,000 or 17% over budget due to timing
- Website & Maintenance expenses of \$25,000 were \$17,000 below budget due to timing
- Net income of \$179,000 was better than budget by \$179,000

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2017

Open to Public
Inspection

Name of the organization

NORTH LAKE TAHOE RESORT ASSOCIATION

Employer identification number

93-1208751

FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION

MEMBERSHIP IN THE CHAMBER: RESPONSIBLE FOR ANNUAL MEMBERSHIP LUNCHEON, THE TUESDAY MORNING BREAKFAST CLUB MEETINGS, COMMUNITY AWARDS DINNER AND VARIOUS CHAMBER MIXERS.

INFRASTRUCTURE & TRANSPORTATION: IDENTIFIED STATUS OF PROJECTS AND SERVICES IDENTIFIED IN THE 2015 TOURISM MASTER PLAN, FINALIZED PROJECTS AND DELEGATED REMAINING CONTRACT MANAGEMENT TO PLACER COUNTY, SERVED ON THE BOARDS OF PLACER COUNTY TPA, TTD AND TNTTMA.

TOURISM MASTER PLAN IMPLEMENTATION: PROVIDED SUPPORT, COORDINATED EFFORTS, FACILITATED INVOLVEMENT, DEVELOPED STRATEGIC PARTNERSHIPS AND ASSISTED WITH PLANNING TO IMPLEMENT THE TOURISM MASTER PLAN. CO-CHAired THE CAPITAL PROJECTS ADVISORY COMMITTEE.

FORM 990, PART VI, LINE 6 - EXPLANATION OF CLASSES OF MEMBERS OR SHAREHOLDER

MEMBERS ARE PRIMARILY BUSINESS OWNERS IN THE NORTH LAKE TAHOE & TRUCKEE AREA.
MEMBERSHIP IS OPEN TO ANYONE

FORM 990, PART VI, LINE 7A - HOW MEMBERS OR SHAREHOLDERS ELECT GOVERNING BODY

DIRECTORS ARE ELECTED FOR 3 YEARS. CANDIDATES MUST BE MEMBERS OF THE ASSOCIATION TO BE CONSIDERED. ELECTION IS HELD BY WRITTEN BALLOT IN DECEMBER AND NEW BOARD IS SEATED FOR JANUARY BOARD MEETING.

FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS

TAX RETURNS WILL BE REVIEWED BY THE CFO AND CEO PRIOR TO FILING.

FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS

CONFLICTS ARE DISCLOSED AND DISCUSSED ANNUALLY

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period

Ending

November 30, 2019

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2019

Accrual Basis

ASSETS

Current Assets

Checking/Savings

	Nov 30, 19	Nov 30, 18	\$ Change	% Change	Jun 30, 19
1001-00 · Petty Cash	293	409	(116)	(28%)	116
1003-00 · Cash - Operations BOTW #6712	525,812	333,248	192,564	58%	332,281
1007-00 · Cash - Payroll BOTW #7421	5,864	6,548	(684)	(10%)	11,572
1008-00 · Marketing Reserve - Plumas	50,275	50,200	75	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,735	100,533	202	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	211,221	142,461	68,760	48%	138,243
10950 · Cash in Drawer	2,676	950	1,726	182%	1,678
Total Checking/Savings	926,458	663,931	262,527	40%	664,366

Accounts Receivable

1200-00 · Quickbooks Accounts Receivable	28,654	24,650	4,004	16%	24,817
1290-00 · A/R - TOT	238,355	287,990	(49,635)	(17%)	57,504
Total Accounts Receivable	267,009	312,640	(45,631)	(15%)	82,321

Other Current Assets

1200-99 · AR Other	623	248	375	151%	10
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	17,960	13,685	4,275	31%	2,720
1201-03 · Member AR - Other	1,270	0	1,270	100%	3,745
1201-00 · Member Accounts Receivable - Other	0	900	(900)	(100%)	0
Total 1201-00 · Member Accounts Receivable	19,230	14,585	4,645	32%	6,465
1201-02 · Allowance for Doubtful Accounts	(2,775)	(2,775)	0	0%	(1,587)
12100 · Inventory Asset					
25300 · Gift Cards Outstanding	18	0	18	100%	15
12100 · Inventory Asset - Other	30,512	24,130	6,382	26%	22,015
Total 12100 · Inventory Asset	30,530	24,130	6,400	27%	22,030
1299 · Receivable from NLTMC	7,425	12,114	(4,689)	(39%)	15,703
1490-00 · Security Deposits	1,250	1,250	0	0%	1,250
Total Other Current Assets	56,283	49,552	6,731	14%	43,871

Total Current Assets

1,249,750	1,026,123	223,627	22%	790,558
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Fixed Assets

1700-00 · Furniture & Fixtures	45,289	68,768	(23,479)	(34%)	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(68,768)	23,479	34%	(45,289)
1740-00 · Computer Equipment	4,270	8,436	(4,166)	(49%)	4,270
1741-00 · Accum. Depr. - Computer Equip	(4,269)	(8,435)	4,166	49%	(4,269)
1750-00 · Computer Software	20,493	21,520	(1,027)	(5%)	20,493
1751-00 · Accum. Amort. - Software	(19,675)	(19,225)	(450)	(2%)	(19,085)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	819	2,296	(1,477)	(64%)	1,409

Other Assets

1400-00 · Prepaid Expenses

1410-00 · Prepaid Insurance	14,904	17,775	(2,871)	(16%)	14,312
1430-00 · Prepaid 1st Class Postage	100	1,000	(900)	(90%)	100
1400-00 · Prepaid Expenses - Other	7,521	8,836	(1,315)	(15%)	3,964

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2019

Accrual Basis

	Nov 30, 19	Nov 30, 18	\$ Change	% Change	Jun 30, 19
Total 1400-00 • Prepaid Expenses	22,525	27,611	(5,086)	(18%)	18,376
Total Other Assets	22,525	27,611	(5,086)	(18%)	18,376
TOTAL ASSETS	1,273,092	1,056,027	217,065	21%	810,343
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 • Accounts Payable	137,743	49,264	88,479	180%	73,556
Total Accounts Payable	137,743	49,264	88,479	180%	73,556
Other Current Liabilities					
21000 • Salaries/Wages/Payroll Liabilit					
2100-00 • Salaries / Wages Payable	18,109	22,362	(4,253)	(19%)	20,922
2101-00 • Incentive Payable	24,086	25,082	(996)	(4%)	58,630
2102-00 • Commissions Payable	16,486	3,986	12,500	314%	7,132
2120-00 • Empl. Federal Tax Payable	7,023	9,686	(2,663)	(27%)	9,775
2175-00 • 401 (k) Plan	3,928	5,427	(1,499)	(28%)	4,369
2180-00 • Estimated PTO Liability	52,993	49,004	3,989	8%	52,993
Total 21000 • Salaries/Wages/Payroll Liabilit	122,625	115,547	7,078	6%	153,821
2190-00 • Sales and Use Tax Payable					
2195-00 • Use Tax Payable	0	26	(26)	(100%)	827
25500 • *Sales Tax Payable	1,150	1,240	(90)	(7%)	2,307
2190-00 • Sales and Use Tax Payable - Other	0	36	(36)	(100%)	0
Total 2190-00 • Sales and Use Tax Payable	1,150	1,302	(152)	(12%)	3,134
2250-00 • Accrued Expenses	8,451	1,339	7,112	531%	59,690
2400-60 • Deferred Revenue- Member Dues	33,778	37,046	(3,268)	(9%)	57,969
2500-00 • Deferred Revenue - TMBC	675	599	76	13%	840
2651-00 • Deferred Rev - Conference	0	4,904	(4,904)	(100%)	0
2700-00 • Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 • Suspense	0	4,067	(4,067)	(100%)	0
2900-00 • Due To/From County of Placer	19,871	5,160	14,711	285%	19,871
Total Other Current Liabilities	536,855	520,269	16,586	3%	295,325
Total Current Liabilities	674,598	569,533	105,065	18%	368,881
Total Liabilities	674,598	569,533	105,065	18%	368,881
Equity					
32000 • Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46%)	(11,669)
3300-11 • Designated Marketing Reserve	308,202	275,755	32,447	12%	308,202
3301 • Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 • Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	157,034	72,139	84,895	118%	(5,338)
Total Equity	598,495	486,491	112,004	23%	441,461
TOTAL LIABILITIES & EQUITY	1,273,092	1,056,027	217,065	21%	810,343

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2019

	Jul - Nov 19	Jul - Nov 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	1,517,768	1,609,948	-92,180	-6%
4200-00 · Membership Dues Revenue	55,971	55,366	605	1%
4205-00 · Conference Dues	0	4,262	-4,262	-100%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	0	527	-527	-100%
4250-03 · Summer/Winter Rec Luncheon	0	2,622	-2,622	-100%
4251-00 · Tues AM Breakfast Club	2,340	2,702	-362	-13%
4250-00 · Revenues-Membership Activities - Other	3,576	3,395	181	5%
Total 4250-00 · Revenues-Membership Activities	5,916	9,246	-3,330	-36%
4252-00 · Sponsorships	0	600	-600	-100%
4253-00 · Revenue- Other	0	6	-6	-100%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	6,563	8,618	-2,055	-24%
4600-00 · Commissions - Other	27,597	27,370	227	1%
Total 4600-00 · Commissions	34,160	35,988	-1,828	-5%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	215	2,344	-2,129	-91%
46000 · Merchandise Sales - Other	58,755	58,621	134	0%
Total 46000 · Merchandise Sales	58,970	60,965	-1,995	-3%
Total Income	1,672,785	1,776,381	-103,596	-6%
Gross Profit	1,672,785	1,776,381	-103,596	-6%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	11,445	12,032	-587	-5%
5020-00 · P/R - Tax Expense	29,401	31,627	-2,226	-7%
5030-00 · P/R - Health Insurance Expense	56,258	49,958	6,300	13%
5040-00 · P/R - Workmans Comp	4,151	3,285	866	26%
5060-00 · 401 (k)	15,141	16,969	-1,828	-11%
5070-00 · Other Benefits and Expenses	1,739	1,546	193	13%
5000-00 · Salaries & Wages - Other	359,172	433,173	-74,001	-17%
Total 5000-00 · Salaries & Wages	477,306	548,590	-71,284	-13%
5100-00 · Rent				
5110-00 · Utilities	4,032	4,979	-947	-19%
5140-00 · Repairs & Maintenance	2,387	926	1,461	158%
5150-00 · Office - Cleaning	3,900	2,865	1,035	36%
5100-00 · Rent - Other	65,290	63,826	1,464	2%
Total 5100-00 · Rent	75,609	72,596	3,013	4%
5310-00 · Telephone				
5320-00 · Telephone	9,257	14,972	-5,715	-38%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	9,257	14,997	-5,740	-38%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	54	-54	-100%
5420-00 · Mail - USPS - Other	817	1,315	-498	-38%
Total 5420-00 · Mail - USPS	817	1,368	-551	-40%
5510-00 · Insurance/Bonding	6,889	2,677	4,212	157%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	575	3,204	-2,629	-82%
5520-00 · Supplies - Other	8,008	5,148	2,860	56%
Total 5520-00 · Supplies	8,583	8,352	231	3%
5610-00 · Depreciation	590	745	-156	-21%
5700-00 · Equipment Support & Maintenance	205	650	-445	-68%
5710-00 · Taxes, Licenses & Fees	4,499	4,156	344	8%
5740-00 · Equipment Rental/Leasing	13,536	5,234	8,302	159%
5800-00 · Training Seminars	755	2,278	-1,523	-67%
5850-00 · Artist of Month - Commissions	2,338	1,894	444	23%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	2,000	840	1,160	138%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2019

	Jul - Nov 19	Jul - Nov 18	\$ Change	% Change
5920-00 • Professional Fees - Accountant	18,800	21,000	-2,200	-11%
5921-00 • Professional Fees - Other	50,399	0	50,399	100%
Total 5900-00 • Professional Fees	71,199	21,840	49,359	226%
5941-00 • Research & Planning	0	5,000	-5,000	-100%
6020-00 • Programs				
6016-00 • Special Event Partnership	0	0	0	0%
Total 6020-00 • Programs	0	0	0	0%
6420-00 • Events				
6420-01 • Sponsorships				
6023-00 • Autumn Food & Wine	34,668	34,278	391	1%
6421-04 • Broken Arrow Skyrace	0	20,000	-20,000	-100%
6421-06 • Spartan	254,019	254,000	19	0%
6421-08 • Tough Mudder	0	8,000	-8,000	-100%
6421-10 • WinterWonderGrass - Tahoe	-220	47	-267	-564%
Total 6420-01 • Sponsorships	288,467	316,325	-27,858	-9%
6421-00 • New Event Development	220	0	220	100%
6422-00 • Event Media	0	0	0	0%
6424-00 • Event Operation Expenses	1,617	2,514	-897	-36%
Total 6420-00 • Events	290,304	318,839	-28,535	-9%
6423-00 • Membership Activities				
6434-00 • Community Awards Dinner	1,140	0	1,140	100%
6436-00 • Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 • Tuesday Morning Breakfast Club	1,741	1,632	109	7%
6441-00 • Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 • Public Relations/Website	2,649	6,551	-3,902	-60%
6444-00 • Trades	0	0	0	0%
6423-00 • Membership Activities - Other	1,129	1,788	-658	-37%
Total 6423-00 • Membership Activities	7,292	13,500	-6,208	-46%
6730-00 • Marketing Cooperative/Media	487,145	608,263	-121,118	-20%
6742-00 • Non-NLT Co-Op Marketing Program	5,399	13,759	-8,360	-61%
6743-00 • BACC Marketing Programs				
6743-01 • Shop Local	5,450	7,132	-1,682	-24%
6743-04 • High Notes	0	0	0	0%
6743-05 • Peak Your Adventure	0	1,000	-1,000	-100%
Total 6743-00 • BACC Marketing Programs	5,450	8,132	-2,682	-33%
8100-00 • Cost of Goods Sold				
51100 • Freight and Shipping Costs	729	759	-29	-4%
52500 • Purchase Discounts	-1	-40	40	99%
59900 • POS Inventory Adjustments	116	32	85	268%
8100-00 • Cost of Goods Sold - Other	31,270	31,348	-78	-0%
Total 8100-00 • Cost of Goods Sold	32,115	32,098	17	0%
8200-00 • Associate Relations	489	903	-414	-46%
8300-00 • Board Functions	4,755	4,780	-25	-1%
8500-00 • Credit Card Fees	3,065	3,056	9	0%
8700-00 • Automobile Expenses	1,322	2,397	-1,075	-45%
8750-00 • Meals/Meetings	993	1,211	-217	-18%
8810-00 • Dues & Subscriptions	3,817	2,757	1,060	39%
8920-00 • Bad Debt	2,138	4,287	-2,149	-50%
Total Expense	1,515,867	1,704,357	-188,491	-11%
Net Ordinary Income	156,918	72,024	84,895	118%
Other Income/Expense				
Other Income				
4700-00 • Revenues- Interest & Investment	116	116	0	0%
Total Other Income	116	116	0	0%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 • Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2019

	Jul - Nov 19	Jul - Nov 18	\$ Change	% Change
Net Other Income	116	116	0	0%
Net Income	157,034	72,139	84,895	118%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	238,355	243,002	(4,647)	1,517,768	1,536,699	(18,931)	3,914,430
4200-00 • Membership Dues Revenue	11,086	10,833	253	55,971	54,167	1,805	130,000
4250-00 • Revenues-Membership Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	0	0	0	17,000
4250-05 • Sponsorships	0	0	0	0	0	0	17,000
4250-01 • Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 • Community Awards	0	0	0	0	0	0	50,000
4250-02 • Chamber Events	0	833	(833)	0	833	(833)	2,500
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	2,700	(2,700)	2,700
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	583	(583)	0	2,917	(2,917)	7,000
4251-00 • Tues AM Breakfast Club - Other	910	0	910	2,340	0	2,340	3,000
Total 4251-00 • Tues AM Breakfast Club	910	583	327	2,340	2,917	(577)	10,000
4250-00 • Revenues-Membership Activities - Other	930			3,576			
Total 4250-00 • Revenues-Membership Activities	1,840	1,417	423	5,916	6,450	(534)	65,200
4253-00 • Revenue- Other	0	333	(333)	0	1,667	(1,667)	4,000
4600-00 • Commissions							
4601-00 • Commissions - South Shore	0	0	0	6,563	0	6,563	0
4600-00 • Commissions - Other	3,626	3,626	0	27,597	21,495	6,102	28,276
Total 4600-00 • Commissions	3,626	3,626	0	34,160	21,495	12,666	28,276
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	20	400	(380)	215	2,000	(1,785)	4,800
46000 • Merchandise Sales - Other	10,900	5,000	5,900	58,755	56,400	2,355	108,100
Total 46000 • Merchandise Sales	10,920	5,400	5,520	58,970	58,400	570	112,900
Total Income	265,828	264,612	1,216	1,672,785	1,678,877	(6,092)	4,254,806
Gross Profit	265,828	264,612	1,216	1,672,785	1,678,877	(6,092)	4,254,806
Expense							
5000-00 • Salaries & Wages							
5010-00 • Sales Commissions	631	800	(169)	11,445	4,000	7,445	9,600
5020-00 • P/R - Tax Expense	3,312	7,149	(3,837)	29,401	35,497	(6,095)	84,163
5030-00 • P/R - Health Insurance Expense	12,512	11,868	644	56,258	59,340	(3,082)	142,416
5040-00 • P/R - Workmans Comp	600	1,088	(489)	4,151	5,773	(1,623)	13,981
5060-00 • 401 (k)	2,387	3,472	(1,086)	15,141	17,150	(2,010)	41,981
5061-00 • 401k Profit Sharing	0	80	(80)	0	400	(400)	960
5070-00 • Other Benefits and Expenses	625	413	211	1,739	2,067	(328)	5,040
5000-00 • Salaries & Wages - Other	63,044	86,792	(23,748)	359,172	428,660	(69,488)	1,049,304
Total 5000-00 • Salaries & Wages	83,110	111,663	(28,554)	477,306	552,886	(75,581)	1,347,445
5100-00 • Rent							
5110-00 • Utilities	731	1,039	(307)	4,032	5,075	(1,043)	12,899
5140-00 • Repairs & Maintenance	1,671	1,547	124	2,387	7,402	(5,015)	21,938
5150-00 • Office - Cleaning	675	560	115	3,900	3,003	897	9,505
5100-00 • Rent - Other	13,058	12,514	544	65,290	62,843	2,447	151,529
Total 5100-00 • Rent	16,135	15,660	476	75,609	78,323	(2,714)	195,871
5310-00 • Telephone							
5320-00 • Telephone	1,662	2,084	(422)	9,257	10,433	(1,176)	24,134
Total 5310-00 • Telephone	1,662	2,084	(422)	9,257	10,433	(1,176)	24,134
5420-00 • Mail - USPS	374	213	161	817	1,085	(268)	2,578
5510-00 • Insurance/Bonding	1,682	808	874	6,889	4,025	2,864	9,604
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	435	490	(55)	575	6,468	(5,893)	10,442
5520-00 • Supplies - Other	1,269	1,407	(139)	8,008	17,601	(9,593)	29,248
Total 5520-00 • Supplies	1,704	1,897	(193)	8,583	24,069	(15,486)	39,690
5610-00 • Depreciation	118	150	(32)	590	746	(156)	1,560
5700-00 • Equipment Support & Maintenance	134	2,420	(2,286)	205	12,100	(11,895)	29,280
5710-00 • Taxes, Licenses & Fees	780	1,045	(265)	4,499	5,380	(881)	12,695
5740-00 • Equipment Rental/Leasing	2,251	1,241	1,010	13,536	6,352	7,184	15,104
5800-00 • Training Seminars	17	421	(404)	755	4,713	(3,958)	12,835
5850-00 • Artist of Month - Commissions	1,163	360	803	2,338	1,800	538	4,320
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	1,200	725	475	2,000	3,625	(1,625)	9,000
5920-00 • Professional Fees - Accountant	450	0	450	18,800	22,400	(3,600)	24,900
5921-00 • Professional Fees - Other	10,000	11,983	(1,983)	50,399	59,917	(9,518)	81,800
Total 5900-00 • Professional Fees	11,650	12,708	(1,058)	71,199	85,942	(14,743)	115,700
5941-00 • Research & Planning	0	1,800	(1,800)	0	9,000	(9,000)	21,600
6020-00 • Programs							
6016-00 • Special Event Partnership	(1,250)	0	(1,250)	0	0	0	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 - Programs	(1,250)	0	(1,250)	0	0	0	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6023-00 - Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 - 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 - Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 - Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 - Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-09 - Wanderlust	0	0	0	0	500	(500)	37,500
6421-10 - WinterWonderGrass - Tahoe	(220)	0	(220)	(220)	0	(220)	21,900
6421-16 - Mountain Travel Symposium	0	0	0	0	0	0	75,000
Total 6420-01 - Sponsorships	(220)	0	(220)	288,467	292,395	(3,928)	477,695
6421-00 - New Event Development	0	2,500	(2,500)	220	12,500	(12,280)	30,000
6424-00 - Event Operation Expenses	206	667	(461)	1,617	3,335	(1,718)	8,000
Total 6420-00 - Events	(14)	3,167	(3,181)	290,304	308,230	(17,926)	515,695
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	570	0	570	1,140	0	1,140	27,500
6435-00 - Shop Local Event	0	0	0	0	2,500	(2,500)	5,000
6436-00 - Membership - Wnt/Sum Rec Lunch	315	0	315	633	0	633	0
6437-00 - Tuesday Morning Breakfast Club	0	500	(500)	1,741	2,500	(759)	6,000
6442-00 - Public Relations/Website	379	417	(38)	2,649	2,083	566	5,000
6423-00 - Membership Activities - Other	0	2,683	(2,683)	1,129	2,883	(1,754)	8,500
Total 6423-00 - Membership Activities	1,264	3,600	(2,336)	7,292	9,967	(2,674)	52,000
6730-00 - Marketing Cooperative/Media	89,141	89,141	0	487,145	487,145	0	1,503,362
6740-00 - Media/Collateral/Production	0	0	0	0	0	0	3,000
6742-00 - Non-NLT Co-Op Marketing Program	1,389	2,000	(611)	5,399	11,910	(6,511)	27,910
6743-00 - BACC Marketing Programs							
6743-01 - Shop Local	0	0	0	5,450	7,132	(1,682)	20,000
6743-03 - Touch Lake Tahoe	0	0	0	0	0	0	20,000
6743-04 - High Notes	0	0	0	0	0	0	20,000
6743-05 - Peak Your Adventure	0	550	(550)	0	1,000	(1,000)	20,000
Total 6743-00 - BACC Marketing Programs	0	550	(550)	5,450	8,132	(2,682)	80,000
7500-00 - Trade Shows/Travel	0	0	0	0	1,500	(1,500)	3,000
8100-00 - Cost of Goods Sold							
51100 - Freight and Shipping Costs	171	100	71	729	700	29	1,190
52500 - Purchase Discounts	0			(1)			
59900 - POS Inventory Adjustments	0			116			
8100-00 - Cost of Goods Sold - Other	7,084	2,500	4,584	31,270	28,200	3,070	54,050
Total 8100-00 - Cost of Goods Sold	7,255	2,600	4,655	32,115	28,900	3,215	55,240
8200-00 - Associate Relations	40	648	(608)	489	3,240	(2,751)	7,756
8300-00 - Board Functions	473	250	223	4,755	3,500	1,255	5,950
8500-00 - Credit Card Fees	634	481	154	3,065	3,503	(439)	7,454
8600-00 - Additional Opportunities	0	3,500	(3,500)	0	7,591	(7,591)	32,091
8700-00 - Automobile Expenses	56	546	(490)	1,322	2,730	(1,407)	6,285
8750-00 - Meals/Meetings	240	462	(221)	993	2,307	(1,314)	5,534
8810-00 - Dues & Subscriptions	514	616	(102)	3,817	3,079	738	7,490
8910-00 - Travel	0	1,800	(1,800)	0	1,800	(1,800)	7,800
8920-00 - Bad Debt	95			2,138			
Total Expense	220,618	261,830	(41,212)	1,515,867	1,680,387	(164,520)	4,232,983
Net Ordinary Income	45,210	2,782	42,428	156,918	(1,510)	158,428	21,823
Other Income/Expense							
Other Income							
4700-00 - Revenues-Interest & Investment	23			116			
Total Other Income	23			116			
Other Expense							
8990-00 - Allocated	0	(1)	1	0	(1)	1	0
Total Other Expense	0	(1)	1	0	(1)	1	0
Net Other Income	23	1	22	116	1	115	0
Net Income	45,233	2,783	42,450	157,034	(1,509)	158,543	21,823

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

11 - Marketing

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	164,182	168,830	(4,648)	1,138,323	1,157,256	(18,933)	3,044,007
Total Income	164,182	168,830	(4,648)	1,138,323	1,157,256	(18,933)	3,044,007
Gross Profit	164,182	168,830	(4,648)	1,138,323	1,157,256	(18,933)	3,044,007
Expense							
5000-00 • Salaries & Wages							
5000-01 • In-Market Administration	1,375	1,375	0	6,875	6,875	0	16,500
5020-00 • P/R - Tax Expense	1,391	2,037	(647)	8,404	10,187	(1,783)	21,537
5030-00 • P/R - Health Insurance Expense	4,338	3,667	671	21,255	18,335	2,920	44,004
5040-00 • P/R - Workmans Comp	112	178	(67)	662	891	(229)	2,139
5060-00 • 401 (k)	903	1,019	(115)	4,290	5,093	(804)	12,224
5070-00 • Other Benefits and Expenses	120	160	(40)	487	800	(313)	1,920
5000-00 • Salaries & Wages - Other	23,119	25,467	(2,348)	114,397	127,335	(12,938)	305,604
Total 5000-00 • Salaries & Wages	31,357	33,903	(2,546)	156,369	169,517	(13,147)	403,929
5100-00 • Rent							
5110-00 • Utilities	119	132	(13)	785	713	72	2,001
5140-00 • Repairs & Maintenance	46	80	(34)	46	80	(34)	4,367
5150-00 • Office - Cleaning	252	183	68	1,457	967	491	2,866
5100-00 • Rent - Other	2,442	2,050	392	12,176	10,594	1,582	24,200
Total 5100-00 • Rent	2,858	2,445	413	14,465	12,354	2,111	33,434
5310-00 • Telephone							
5320-00 • Telephone	462	600	(138)	2,569	3,000	(431)	6,600
Total 5310-00 • Telephone	462	600	(138)	2,569	3,000	(431)	6,600
5420-00 • Mail - USPS	34	50	(16)	252	250	2	600
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	100	(100)	0	3,000	(3,000)	3,700
5520-00 • Supplies - Other	89	150	(61)	858	750	108	4,750
Total 5520-00 • Supplies	89	250	(161)	858	3,750	(2,892)	8,450
5700-00 • Equipment Support & Maintenance	0	120	(120)	0	600	(600)	1,440
5710-00 • Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 • Equipment Rental/Leasing	0	315	(315)	1,149	1,575	(426)	3,780
5800-00 • Training Seminars	17	0	17	666	609	57	4,785
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	0	100	(100)	0	500	(500)	1,500
5921-00 • Professional Fees - Other	0	400	(400)	0	2,000	(2,000)	4,800
Total 5900-00 • Professional Fees	0	500	(500)	0	2,500	(2,500)	6,300
5941-00 • Research & Planning	0	1,500	(1,500)	0	7,500	(7,500)	18,000
6020-00 • Programs							
6016-00 • Special Event Partnership	(1,250)	0	(1,250)	0	0	0	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	(1,250)	0	(1,250)	0	0	0	80,000
6420-00 • Events							
6420-01 • Sponsorships							
6023-00 • Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 • 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 • Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 • Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 • Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-09 • Wanderlust	0	0	0	0	500	(500)	37,500
6421-10 • WinterWonderGrass - Tahoe	(220)	0	(220)	(220)	0	(220)	21,900
6421-16 • Mountain Travel Symposium	0	0	0	0	0	0	75,000
Total 6420-01 • Sponsorships	(220)	0	(220)	288,467	292,395	(3,928)	477,695
6421-00 • New Event Development	0	2,500	(2,500)	220	12,500	(12,280)	30,000
6424-00 • Event Operation Expenses	206	667	(461)	1,617	3,335	(1,718)	8,000
Total 6420-00 • Events	(14)	3,167	(3,181)	290,304	308,230	(17,926)	515,695
6730-00 • Marketing Cooperative/Media	78,565	78,565	0	434,262	434,262	0	1,376,446
6742-00 • Non-NLT Co-Op Marketing Program	818	1,000	(182)	4,027	6,910	(2,883)	15,910
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	0	0	0	5,450	7,132	(1,682)	20,000
6743-03 • Touch Lake Tahoe	0	0	0	0	0	0	20,000
6743-04 • High Notes	0	0	0	0	0	0	20,000
6743-05 • Peak Your Adventure	0	550	(550)	0	1,000	(1,000)	20,000
Total 6743-00 • BACC Marketing Programs	0	550	(550)	5,450	8,132	(2,682)	80,000
8200-00 • Associate Relations	25	140	(115)	152	700	(548)	1,660
8500-00 • Credit Card Fees	0	0	0	50	0	50	0
8600-00 • Additional Opportunities	0	3,000	(3,000)	0	5,091	(5,091)	26,091
8700-00 • Automobile Expenses	18	130	(112)	878	650	228	1,560
8750-00 • Meals/Meetings	233	163	70	451	813	(362)	1,950
8810-00 • Dues & Subscriptions	124	250	(126)	917	1,250	(333)	3,000

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
8910-00 • Travel	0	1,800	(1,800)	0	1,800	(1,800)	6,300
Total Expense	113,336	128,448	(15,112)	912,878	969,491	(56,613)	2,595,931
Net Ordinary Income	50,846	40,382	10,464	225,445	187,765	37,680	448,076
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	23			116			
Total Other Income	23			116			
Other Expense							
8990-00 • Allocated	25,114	36,204	(11,090)	140,095	187,827	(47,732)	448,076
Total Other Expense	25,114	36,204	(11,090)	140,095	187,827	(47,732)	448,076
Net Other Income	(25,091)	(36,204)	11,113	(139,979)	(187,827)	47,848	(448,076)
Net Income	25,755	4,178	21,577	85,466	(63)	85,529	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	30,465	30,464	0	149,927	149,926	1	383,252
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	6,563	0	6,563	0
4600-00 - Commissions - Other	3,626	3,626	0	27,597	21,495	6,102	28,276
Total 4600-00 - Commissions	3,626	3,626	0	34,160	21,495	12,666	28,276
Total Income	34,091	34,091	0	184,087	171,421	12,666	411,528
Gross Profit	34,091	34,091	0	184,087	171,421	12,666	411,528
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	631	800	(169)	11,445	4,000	7,445	9,600
5020-00 - P/R - Tax Expense	324	1,064	(740)	3,266	5,318	(2,053)	12,764
5030-00 - P/R - Health Insurance Expense	3,251	1,754	1,497	13,961	8,770	5,191	21,048
5040-00 - P/R - Workmans Comp	31	88	(57)	325	438	(113)	1,051
5060-00 - 401 (k)	191	501	(309)	1,806	2,503	(697)	6,007
5061-00 - 401k Profit Sharing	0	80	(80)	0	400	(400)	960
5070-00 - Other Benefits and Expenses	56	0	56	258	0	258	0
5000-00 - Salaries & Wages - Other	4,782	12,514	(7,732)	44,586	62,570	(17,984)	150,168
Total 5000-00 - Salaries & Wages	9,266	16,800	(7,534)	75,648	83,999	(8,351)	201,598
5100-00 - Rent							
5110-00 - Utilities	58	66	(8)	383	330	53	792
5140-00 - Repairs & Maintenance	23	45	(23)	23	225	(203)	540
5150-00 - Office - Cleaning	123	94	29	711	470	241	1,128
5100-00 - Rent - Other	1,146	1,025	121	5,713	5,125	588	12,300
Total 5100-00 - Rent	1,349	1,230	119	6,829	6,150	679	14,760
5310-00 - Telephone							
5320-00 - Telephone	200	300	(100)	1,299	1,500	(201)	3,600
Total 5310-00 - Telephone	200	300	(100)	1,299	1,500	(201)	3,600
5420-00 - Mail - USPS	17	15	2	67	75	(8)	180
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	31	(31)	0	155	(155)	372
5520-00 - Supplies - Other	43	30	13	218	195	23	594
Total 5520-00 - Supplies	43	61	(18)	218	350	(132)	966
5700-00 - Equipment Support & Maintenance	0	0	0	0	0	0	240
5710-00 - Taxes, Licenses & Fees	0	0	0	31	0	31	0
5740-00 - Equipment Rental/Leasing	0	125	(125)	507	623	(116)	1,496
6730-00 - Marketing Cooperative/Media	10,576	10,576	0	52,883	52,883	0	126,916
8200-00 - Associate Relations	15	80	(65)	31	400	(369)	960
8500-00 - Credit Card Fees	90			90			
8810-00 - Dues & Subscriptions	0	20	(20)	4	100	(96)	240
Total Expense	21,555	29,207	(7,651)	137,608	146,081	(8,473)	350,956
Net Ordinary Income	12,535	4,884	7,651	46,479	25,340	21,139	60,572
Other Income/Expense							
Other Expense							
8990-00 - Allocated	3,388	4,884	(1,496)	18,900	25,340	(6,440)	60,572
Total Other Expense	3,388	4,884	(1,496)	18,900	25,340	(6,440)	60,572
Net Other Income	(3,388)	(4,884)	1,496	(18,900)	(25,340)	6,440	(60,572)
Net Income	9,147	0	9,147	27,579	0	27,579	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

42 - Visitor Center

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	31,852	31,852	0	157,937	157,937	0	398,306
46000 • Merchandise Sales							
4502-00 • Non-Retail VJC income	20	400	(380)	215	2,000	(1,785)	4,800
46000 • Merchandise Sales - Other	10,900	5,000	5,900	58,755	56,400	2,355	108,100
Total 46000 • Merchandise Sales	10,920	5,400	5,520	58,970	58,400	570	112,900
Total Income	42,773	37,252	5,521	216,907	216,337	570	511,206
Gross Profit	42,773	37,252	5,521	216,907	216,337	570	511,206
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	924	1,240	(316)	7,198	7,150	48	17,362
5030-00 • P/R - Health Insurance Expense	1,980	2,225	(245)	8,522	11,125	(2,603)	26,700
5040-00 • P/R - Workmans Comp	355	569	(214)	2,817	3,282	(465)	7,856
5050-00 • 401 (k)	463	506	(43)	2,881	2,918	(37)	6,984
5070-00 • Other Benefits and Expenses	24	80	(56)	165	400	(235)	950
5000-00 • Salaries & Wages - Other	12,292	12,650	(358)	79,414	72,950	6,464	174,600
Total 5000-00 • Salaries & Wages	16,037	17,270	(1,233)	100,997	97,825	3,172	234,462
5100-00 • Rent							
5110-00 • Utilities	424	650	(226)	2,008	3,000	(992)	7,600
5140-00 • Repairs & Maintenance	1,028	1,000	28	1,148	5,000	(3,852)	12,000
5150-00 • Office - Cleaning	25	50	(25)	142	250	(108)	2,500
5100-00 • Rent - Other	6,502	6,500	2	32,505	32,500	5	78,800
Total 5100-00 • Rent	7,978	8,200	(222)	35,803	40,750	(4,947)	100,900
5310-00 • Telephone							
5320-00 • Telephone	200	242	(42)	1,105	1,210	(105)	2,904
Total 5310-00 • Telephone	200	242	(42)	1,105	1,210	(105)	2,904
5420-00 • Mail - USPS	12	50	(38)	47	250	(203)	600
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	55	(55)	0	307	(307)	1,310
5520-00 • Supplies - Other	641	517	124	1,821	2,607	(786)	4,894
Total 5520-00 • Supplies	641	572	69	1,821	2,914	(1,093)	6,204
5610-00 • Depreciation	118	118	(0)	590	590	(0)	1,180
5700-00 • Equipment Support & Maintenance	0	100	(100)	0	500	(500)	1,200
5710-00 • Taxes, Licenses & Fees	0	0	0	20	155	(135)	155
5740-00 • Equipment Rental/Leasing	0	235	(235)	881	1,175	(294)	2,820
5800-00 • Training Seminars	0	0	0	0	2,000	(2,000)	3,000
5850-00 • Artist of Month - Commissions	1,163	360	803	2,338	1,800	538	4,320
6740-00 • Media/Collateral/Production	0	0	0	0	0	0	3,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,000	5,000	(4,000)	12,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	171	100	71	729	700	29	1,190
52500 • Purchase Discounts	0			(1)			
59900 • POS Inventory Adjustments	0			116			
8100-00 • Cost of Goods Sold - Other	7,084	2,500	4,584	31,270	28,200	3,070	54,050
Total 8100-00 • Cost of Goods Sold	7,255	2,600	4,655	32,115	28,900	3,215	55,240
8200-00 • Associate Relations	0	58	(58)	169	290	(121)	696
8500-00 • Credit Card Fees	354	189	165	1,883	2,045	(162)	3,954
8700-00 • Automobile Expenses	17	100	(83)	221	500	(279)	950
8750-00 • Meals/Meetings	0	65	(65)	145	325	(180)	780
8810-00 • Dues & Subscriptions	0	0	0	0	0	0	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	33,975	31,159	2,816	178,134	186,229	(7,095)	435,965
Net Ordinary Income	8,798	6,093	2,705	37,773	30,108	7,665	75,241
Other Income/Expense							
Other Expense							
8990-00 • Allocated	4,226	6,093	(1,867)	23,576	31,609	(8,033)	75,243
Total Other Expense	4,226	6,093	(1,867)	23,576	31,609	(8,033)	75,243
Net Other Income	(4,226)	(6,093)	1,867	(23,576)	(31,609)	8,033	(75,243)
Net Income	4,571	0	4,571	14,197	(1,501)	15,698	(2)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

51 - TMPI

	Nov 19	Budget	\$ Over Bu...	Jul - Nov 19	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	11,856	11,856	0	71,580	71,580	0	88,866
Total Income	11,856	11,856	0	71,580	71,580	0	88,866
Gross Profit	11,856	11,856	0	71,580	71,580	0	88,866
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	0	33	(33)	0	165	(165)	396
5030-00 · P/R - Health Insurance Expense	0	4	(4)	0	20	(20)	48
5040-00 · P/R - Workmans Comp	0	4	(4)	0	20	(20)	48
5060-00 · 401 (k)	0	23	(23)	0	115	(115)	276
5000-00 · Salaries & Wages - Other	0	567	(567)	0	2,835	(2,835)	6,804
Total 5000-00 · Salaries & Wages	0	631	(631)	0	3,155	(3,155)	7,572
5100-00 · Rent							
5110-00 · Utilities	0	5	(5)	0	28	(28)	36
5140-00 · Repairs & Maintenance	0	3	(3)	0	3	(3)	6
5150-00 · Office - Cleaning	0	6	(6)	0	33	(33)	41
5100-00 · Rent - Other	544	72	472	1,633	288	1,345	504
Total 5100-00 · Rent	544	86	458	1,633	352	1,281	587
5310-00 · Telephone							
5320-00 · Telephone	0	42	(42)	0	223	(223)	230
Total 5310-00 · Telephone	0	42	(42)	0	223	(223)	230
5420-00 · Mail - USPS	0	0	0	0	18	(18)	18
5510-00 · Insurance/Bonding	0	13	(13)	0	50	(50)	64
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	12	(12)	0	1,548	(1,548)	1,560
5520-00 · Supplies - Other	235	2	233	2,763	10,507	(7,744)	10,510
Total 5520-00 · Supplies	235	14	221	2,763	12,055	(9,292)	12,070
5740-00 · Equipment Rental/Leasing	0	0	0	0	149	(149)	216
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	10,000	10,000	0	50,398	50,000	398	55,000
Total 5900-00 · Professional Fees	10,000	10,000	0	50,398	50,000	398	55,000
8700-00 · Automobile Expenses	0	3	(3)	0	17	(17)	25
8750-00 · Meals/Meetings	0	1	(1)	0	3	(3)	4
Total Expense	10,779	10,790	(11)	54,793	66,022	(11,229)	75,786
Net Ordinary Income	1,077	1,066	11	16,787	5,558	11,229	13,080
Other Income/Expense							
Other Expense							
8990-00 · Allocated	734	1,057	(323)	4,092	5,486	(1,394)	13,080
Total Other Expense	734	1,057	(323)	4,092	5,486	(1,394)	13,080
Net Other Income	(734)	(1,057)	323	(4,092)	(5,486)	1,394	(13,080)
Net Income	344	9	335	12,695	72	12,623	0

**North Lake Tahoe Resort Association
Profit & Loss Budget Performance**

Accrual Basis

60 - Membership

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 • Membership Dues Revenue	11,086	10,833	253	55,971	54,167	1,805	130,000
4250-00 • Revenues-Membership Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	0	0	0	17,000
4250-05 • Sponsorships	0	0	0	0	0	0	17,000
4250-01 • Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 • Community Awards	0	0	0	0	0	0	50,000
4250-02 • Chamber Events	0	833	(833)	0	833	(833)	2,500
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	2,700	(2,700)	2,700
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	583	(583)	0	2,917	(2,917)	7,000
4251-00 • Tues AM Breakfast Club - Other	910	0	910	2,340	0	2,340	3,000
Total 4251-00 • Tues AM Breakfast Club	910	583	327	2,340	2,917	(577)	10,000
4250-00 • Revenues-Membership Activities - Other	930			3,576			
Total 4250-00 • Revenues-Membership Activities	1,840	1,417	423	5,916	6,450	(534)	65,200
4253-00 • Revenue- Other	0	333	(333)	0	1,667	(1,667)	4,000
Total Income	12,926	12,583	343	61,887	62,283	(396)	199,200
Gross Profit	12,926	12,583	343	61,887	62,283	(396)	199,200
Expense							
5000-00 • Salaries & Wages							
5000-01 • In-Market Administration	(1,375)	(1,375)	0	(6,875)	(6,875)	0	(16,500)
5020-00 • P/R - Tax Expense	230	434	(204)	2,891	2,171	720	5,211
5030-00 • P/R - Health Insurance Expense	1,112	849	263	3,357	4,245	(888)	10,188
5040-00 • P/R - Workmans Comp	20	44	(25)	184	222	(38)	532
5060-00 • 401 (k)	146	253	(108)	1,644	1,266	378	3,038
5070-00 • Other Benefits and Expenses	8	13	(5)	16	67	(51)	160
5000-00 • Salaries & Wages - Other	4,055	6,329	(2,274)	21,142	31,645	(10,503)	75,948
Total 5000-00 • Salaries & Wages	4,196	6,548	(2,352)	22,360	32,740	(10,381)	78,577
5100-00 • Rent							
5110-00 • Utilities	28	36	(8)	182	179	3	430
5140-00 • Repairs & Maintenance	11	44	(33)	11	219	(208)	525
5150-00 • Office - Cleaning	58	27	32	338	133	204	320
5100-00 • Rent - Other	93	497	(404)	1,546	2,485	(939)	5,965
Total 5100-00 • Rent	190	603	(414)	2,076	3,017	(940)	7,240
5310-00 • Telephone							
5320-00 • Telephone	96	150	(54)	552	750	(198)	1,800
Total 5310-00 • Telephone	96	150	(54)	552	750	(198)	1,800
5420-00 • Mail - USPS	8	8	(0)	32	42	(10)	100
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	42	(42)	0	208	(208)	500
5520-00 • Supplies - Other	21	83	(63)	104	417	(313)	1,000
Total 5520-00 • Supplies	21	125	(104)	104	625	(521)	1,500
5710-00 • Taxes, Licenses & Fees	0	0	0	14	0	14	0
5740-00 • Equipment Rental/Leasing	0	225	(225)	674	1,125	(451)	2,700
5800-00 • Training Seminars	0	21	(21)	0	104	(104)	250
5900-00 • Professional Fees							
5921-00 • Professional Fees - Other	0	83	(83)	0	417	(417)	1,000
Total 5900-00 • Professional Fees	0	83	(83)	0	417	(417)	1,000
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	570	0	570	1,140	0	1,140	27,500
6435-00 • Shop Local Event	0	0	0	0	2,500	(2,500)	5,000
6436-00 • Membership - Wnt/Sum Rec Lunch	315	0	315	633	0	633	0
6437-00 • Tuesday Morning Breakfast Club	0	500	(500)	1,741	2,500	(759)	6,000
6442-00 • Public Relations/Website	379	417	(38)	2,649	2,083	566	5,000
6423-00 • Membership Activities - Other	0	2,683	(2,683)	1,129	2,883	(1,754)	8,500
Total 6423-00 • Membership Activities	1,264	3,600	(2,336)	7,292	9,967	(2,674)	52,000
8200-00 • Associate Relations	0	25	(25)	13	125	(113)	300
8500-00 • Credit Card Fees	145	292	(146)	867	1,458	(591)	3,500
8700-00 • Automobile Expenses	21	63	(42)	201	313	(112)	750
8750-00 • Meals/Meetings	8	83	(76)	245	417	(172)	1,000
8810-00 • Dues & Subscriptions	0	46	(46)	70	229	(159)	550
8920-00 • Bad Debt	95			2,138			
Total Expense	6,043	11,872	(5,829)	36,637	51,328	(14,691)	151,267
Net Ordinary Income	6,883	711	6,172	25,250	10,955	14,295	47,933
Other Income/Expense							
Other Expense							

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	1,467	2,115	(648)	8,184	10,973	(2,789)	26,107
Total Other Expense	1,467	2,115	(648)	8,184	10,973	(2,789)	26,107
Net Other Income	(1,467)	(2,115)	648	(8,184)	(10,973)	2,789	(26,107)
Net Income	5,416	(1,404)	6,820	17,067	(18)	17,084	21,826

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Nov 19	Budget	\$ Over Budget	Jul - Nov 19	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	443	2,341	(1,898)	7,643	10,505	(2,862)	26,892
5030-00 - P/R - Health Insurance Expense	1,831	3,369	(1,538)	9,162	16,845	(7,683)	40,428
5040-00 - P/R - Workmans Comp	83	205	(122)	162	920	(758)	2,355
5050-00 - 401 (k)	684	1,171	(487)	4,520	5,255	(735)	13,452
5070-00 - Other Benefits and Expenses	417	160	257	813	800	13	2,000
5000-00 - Salaries & Wages - Other	18,795	29,265	(10,470)	99,632	131,325	(31,693)	336,180
Total 5000-00 - Salaries & Wages	22,253	36,511	(14,258)	121,932	165,650	(43,718)	421,307
5100-00 - Rent							
5110-00 - Utilities	103	150	(47)	674	825	(151)	2,040
5140-00 - Repairs & Maintenance	563	375	188	1,159	1,875	(716)	4,500
5150-00 - Office - Cleaning	218	200	18	1,252	1,150	102	2,650
5100-00 - Rent - Other	2,332	2,370	(38)	11,718	11,850	(132)	29,760
Total 5100-00 - Rent	3,216	3,095	121	14,803	15,700	(897)	38,950
5310-00 - Telephone							
5320-00 - Telephone	705	750	(45)	3,732	3,750	(18)	9,000
Total 5310-00 - Telephone	705	750	(45)	3,732	3,750	(18)	9,000
5420-00 - Mail - USPS	303	90	213	419	450	(31)	1,080
5510-00 - Insurance/Bonding	1,682	795	887	6,889	3,975	2,914	9,540
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	435	250	185	575	1,250	(675)	3,000
5520-00 - Supplies - Other	240	625	(385)	2,245	3,125	(880)	7,500
Total 5520-00 - Supplies	675	875	(200)	2,820	4,375	(1,555)	10,500
5610-00 - Depreciation	0	32	(32)	0	156	(156)	380
5700-00 - Equipment Support & Maintenance	134	2,200	(2,066)	205	11,000	(10,795)	26,400
5710-00 - Taxes, Licenses & Fees	780	1,045	(265)	4,374	5,225	(851)	12,540
5740-00 - Equipment Rental/Leasing	2,251	341	1,910	10,325	1,705	8,620	4,092
5800-00 - Training Seminars	0	400	(400)	89	2,000	(1,911)	4,800
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	1,200	625	575	2,000	3,125	(1,125)	7,500
5920-00 - Professional Fees - Accountant	450	0	450	18,800	22,400	(3,600)	24,900
5921-00 - Professional Fees - Other	0	1,500	(1,500)	1	7,500	(7,499)	21,000
Total 5900-00 - Professional Fees	1,650	2,125	(475)	20,801	33,025	(12,224)	53,400
5941-00 - Research & Planning	0	300	(300)	0	1,500	(1,500)	3,600
6742-00 - Non-NLT Co-Op Marketing Program	371	0	371	371	0	371	0
7500-00 - Trade Shows/Travel	0	0	0	0	1,500	(1,500)	3,000
8200-00 - Associate Relations	0	345	(345)	125	1,725	(1,600)	4,140
8300-00 - Board Functions	473	250	223	4,755	3,500	1,255	5,950
8500-00 - Credit Card Fees	45			175			
8600-00 - Additional Opportunities	0	500	(500)	0	2,500	(2,500)	6,000
8700-00 - Automobile Expenses	0	250	(250)	22	1,250	(1,228)	3,000
8750-00 - Meals/Meetings	0	150	(150)	153	750	(597)	1,800
8810-00 - Dues & Subscriptions	390	300	90	2,826	1,500	1,326	3,600
Total Expense	34,929	50,354	(15,425)	194,816	261,236	(66,420)	623,079
Net Ordinary Income	(34,929)	(50,354)	15,425	(194,816)	(261,236)	66,420	(623,079)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(34,929)	(50,354)	15,425	(194,846)	(261,236)	66,390	(623,078)
Total Other Expense	(34,929)	(50,354)	15,425	(194,846)	(261,236)	66,390	(623,078)
Net Other Income	34,929	50,354	(15,425)	194,846	261,236	(66,390)	623,078
Net Income	0	0	0	30	0	30	(1)

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr **November 2019**

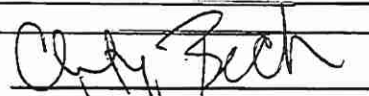
Employee **Bavetta, Bonnie**

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
11.01.2019	A	The River Grill	1439	Associate Relations - birthday gift card Amber Burke	25.00		8200-00/11
11.01.2019	B	Adobe Acrobat	1101946961	Adobe sub for DeWitt Van Siden	14.99		8810-00/70
11.07.2019	C	CA Secretary of State	43426	E-file statement of information for C1962142	20.00		8810-00/70
11.07.2019	D	Microsoft Office	n/a	Microsoft Office subscription	99.99		5525-00/70
11.11.2019	E	Crashplan Pro	68989258800	Server backup monthly fee	9.99		5525-00/70
11.18.2019	F	Adobe Acrobat	1109117798	Adobe sub for Bonnie Bavetta + Katie Biggers	33.98		8810-00/alloc
11.25.2019	G	Constant Contact	249732774	Email toolkit plus	125.00		8810-00/70
11.26.2019	H	USPS	1681909-1	TBID prepaid postage	235.00		5520-00/51
11.27.2019	I	Intermedia.net	227816770	NLTRA office phone system	670.01		5320-00/Alloc C
	J						
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	Q						
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	S						
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	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					1,233.96		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						-	

Signed By:



Approved By:



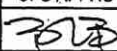
Date:

12/13/19

Date:

1/2/20

ACCOUNTING

DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED
NS 12/13/19	NS 12/13/19		12/13/19	



BANK OF THE WEST
BNP PARIBAS

BANKCARD CENTER
PO BOX 84043
COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0119-2321
Statement Date	NOV 28, 2019
Total Activity	\$1,233.96

**** MEMO STATEMENT ONLY ****
DO NOT REMIT PAYMENT

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

ACCOUNT SUMMARY

BONNIE L BAVETTA XXXX-XXXX-0119-2321	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,233.96		\$0.00		\$0.00		\$1,233.96

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
10-31	10-29	85500599303900018900011	THERIVERGRILL TAHOECITY CA	25.00
		Tax ID: 080477419 Mer Zip: 96145		
10-31	10-30	55310209303026681051301	ADOBE ACROPRO SUBS 8008336687 CA	14.99
		Tran: BL1101946961 Tax ID: 770019522 Mer Ref: BL1101946961 Mer Zip: 95110		
		Origin Zip: 95110 Dest Zip: 96145 Dest City: USA		
11-07	11-06	55436879310263103835538	CA SECRETARY OF STATE 916-6951338 CA	20.00
		Tran: 950110619520522 Tax ID: 680201602 Mer Zip: 95814-5701		
11-07	11-06	55131589310091502008495	MICROSOFT*OFFICE 365 H MSBILL.INFO WA	99.99
		Tran: Z30YNNASQADX Tax ID: 911144442 Mer Ref: Z30YNNASQADX Mer Zip:		
		98052 Dest City: USA		
11-11	11-09	25140619314060362748766	DRI*CRASHPLAN FOR SB MINNETONKA MN	9.99
		Tran: 6035146406 Tax ID: 411901640 Mer Zip: 55343		
11-18	11-16	55310209320026724749688	ADOBE ACROPRO SUBS 8004438158 CA	33.98
		Tran: BL1109117798 Tax ID: 770019522 Mer Ref: BL1109117798 Mer Zip: 95110		
		Origin Zip: 95110 Dest Zip: 94043 Dest City: USA		
11-25	11-22	75418239326083278536649	EIG*CONSTANTCONTACT.C 855-2295506 MA	125.00
		Tran: 1108743637509 Tax ID: 043285398 Mer Zip: 02451		
		Product Code: 100040 Desc: Constant Contact Qty: 1 Unit: EAC Unit Cost: 125 Disc: N		
		Ext Item Aml: 125.00		
11-26	11-25	02305379330000652922458	USPS PO 0576860145 TAHOE CITY CA	235.00
		Tran: None Tax ID: 410760000 Mer Zip: 96145 Origin Zip: 96145		
		Product Code: AIC134Permit Desc: BRM - Annual Fee Qty: 1 Unit: NMB Unit Cost:		
		235.00 Disc: N Ext Item Aml: 235.00		

A
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G
H

For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0119-2321	Purchases & Other Charges	\$1,233.96
1-866-432-8161	Statement Date	Cash Advances	\$0.00
	NOV 28, 2019	Fees	\$0.00
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Credit Limit	Credits	\$0.00
	\$20,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$1,233.96
	\$0.00		

IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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

Statement Date	NOV 28, 2019	Total Activity	\$1,233.96
Credit Limit	\$20,000	Single Purchase Limit	\$0.00
BONNIE L BAVETTA			
XXXX-XXXX-0119-2321			

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
11-27	11-26	55480779331026482182661	INTERMEDIA.NET INC 6506414000 WA Tran: 6285478 Tax ID: 411816682 Mer Ref: 6285478 Mer Zip: 98007 Origin Zip: 98007 Dest Zip: 96145 Dest Ctry: USA Tax: 59.56 Product Code: DEFAULT Desc: INTERMEDIA HOSTED SERVICES Qty: 1 Unit: ITE Disc: N Ext Item Amt: 610.45	670.01

①



RIVER GRILL
55 West Lake Blvd
Tahoe City, CA 9614
GC

CHECK #: 1439
Date: Oct 29, 2019 Time: 5:12pm
Server: Kendra Table# HER

1-GIFT CERTIFICATE 25.00
=====

Sub Total:	25.00
=====	
Balance:	25.00

RUB

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Amber*

** Customer Copy **

THE RIVER GRILL
55 West Lake Blvd
Tahoe City, CA 96145
530-581-2644

Tuesday, October 29, 2019 5:12:25 PM

Type: M/C Chk: 1439
Acct #: 2321 XX/XX Batch #: 889
Auth #: 051421 Seq: 1 Table: HER
Serv #: Kendra

Sale: \$ 25.00

+Tip _____

Total _____

THANK YOU

(A)

INVOICE

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

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

Federal Tax ID 77-0019522

Reprint Page 1 of 1

Invoice Number: 1101946961

Invoice Date: OCT-29-19

Payment Terms: Credit Card

Due Date: NOV-05-19

Purchase Order: C5011713566

Contract No 00004490

Order Number: 5011713566

Order Date: DEC-29-16

Customer No.: 1452233

Bill to No. 542191345

Adobe Contact Information:

<https://helpx.adobe.com/contact.html>

Bill To:

Bonnie Bayella
100 N Lake Blvd
Tahoe City CA 96145

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65232730 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN 1 YR	EA	14.99	1	14.99
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	1 14.99

Comments:

JB

Confirmation of Receipt

This webpage confirms receipt of the Statement of Information and payment but does not confirm the statement has been approved for filing by the California Secretary of State. See below for [receipt confirmation detail](#). If the statement is not approved for filing, your payment will not be processed and a notice will be sent to the address provided on the form identifying the necessary corrections.

Receipt Confirmation Detail

Date/Time:	10/31/2019 11:42:26 AM	Name:	N Lake Tahoe Resort Assoc Bonnie Bavetta
Amount:	20.00	Address:	PO Box 1757
Confirmation #:	043426		Tahoe City, CA 96145
Charge Description:	E-file Statement of Information for C1962142	Phone:	5305818726
Session ID:	11615415		

[Return to Main Page](#)

Customer Alert

If you are representing a business, we want you to be aware of deceptive solicitations being sent to many entities registered with the Secretary of State. To learn more about these deceptive solicitations, please reference our Customer Alerts webpage at www.sos.ca.gov/business/be/alert-misleading-solicitations.htm

California businesses that receive one of these fraudulent solicitation letters or that have paid the company and received a fraudulent certificate should submit a written complaint along with the entire solicitation (including the solicitation letter, the outer and return envelopes, all related documents if available, and a copy of the fraudulent certificate) to the California Attorney General, Public Inquiry Unit, P.O. Box 944255, Sacramento, California 94244-2550. A complaint form, which can be completed online and printed to mail, is available on the California Attorney General's website at www.oag.ca.gov/consumers.

BBavetta CC
Secretary of State filing fee



north lake tahoe

Chamber | CVB | Resort Association

Admin User <admin@gotahoenorth.com>

Office 365 Home charged successfully

1 message

Microsoft Store <stremail@microsoft.com>

To: msoffice1@gotahoenorth.com

Wed, Nov 6, 2019 at 4:27 AM

Thanks for subscribing



Hi MS,

Thanks for your Office 365 Home subscription.

Your subscription was successfully charged on Wednesday, November 6, 2019. Your recurring billing is scheduled for Friday, November 6, 2020.

Recurring billing will happen every year at \$99.99 plus applicable taxes. You can see your subscription information, change how you pay, or cancel any time.

[Manage subscription](#)

12/13/2019

North Lake Tahoe Resort Association Mail - Office 365 Home charged successfully



Need to make a return? See our Return policy to learn more.

Microsoft respects your privacy. To learn more please read our Privacy Statement.

Account questions? Visit Customer Support.

View the Store Terms of Sale.

Dates are displayed per Coordinated Universal Time. Order date may vary based on your location.

Microsoft Corporation, One Microsoft Way, Redmond, WA 98052 USA



Invoice

Order Date: 11/9/2019

Order Number: 68989258800

Billing Address:

Bonnie Bavetta

North Lake Tahoe Resort

Association

100 N Lake Blvd

Tahoe City, CA 96145

US

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

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



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For Small Business

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(E)

INVOICE

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

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

Federal Tax ID 77-0019522

Bill To:
Bonnie Bavetta
PO Box 1757
CA 96145-1757

Reprint Page 1 of 1

Invoice Number: 1109117798

Invoice Date: NOV-15-19

Payment Terms: Credit Card

Due Date: NOV-22-19

Purchase Order: ADB067740022

Contract No 00004490

Order Number: 7001287628

Order Date: JUL-15-19

Customer No.: 1452233

Bill to No. 1200696926

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

Line No	Material No / Description	UOM	Unit Price	Qty	Extended Price
000010	65265375 Acrobat Pro Subs CC ALL MLP DSP Ret Inv 01 mnth MUN TEAM	EA	16.99	2	33.98
North America		Invoice Totals			
		S & H	Sales Tax	Currency	Qty Shipped Invoice Total
		0.00	0.00	USD	2 33.98

Comments:

(F)

Constant ContactPrint**Billing Activity - Invoices**

N Lake Tahoe Resort Assoc
Attn: Bonnie Bavetta
PO Box 1757
Tahoe City CA 96145
US
P: 5305818726

Today's Date: 12/10/2019
User Name: nltra1

Invoices from 11/10/2019 to 12/10/2019

Date	Description	Charge Amount	Credit Amount
11/27/2019	Invoice #249732774		\$125.00
	Constant Contact Toolkit - Email Plus		
	Contacts		
	5,001 - 10,000 Contacts		
	Maximum Number of Contacts This Billing Period:	\$125.00	
	5224		
	Period from 11/27/2019 to 12/26/2019		

Billing questions? Contact Support

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



TAHOE CITY
950 N LAKE BLVD STE 12
TAHOE CITY, CA 96145-9800
057686-0145
(800)275-8777
11/25/2019 02:50 PM

Product	Qty	Unit Price	Price
BRM - Annual Fee (Permit Type:Business Reply) (Permit Number:259000) (Customer Name:NORTH LAKE TAHOE RESORT ASSOCIATION) (FeeType:BRM Permit) (Fee Amount:\$235.00)			\$235.00
Total:			\$235.00

Credit Card Remitd (Card Name:MasterCard) (Account #:XXXXXXXXXXXX2321) (Approval #:086507) (Transaction #:003) (AID:A0000000041010) (AL:MASTERCARD) (PIN:Not Required)		\$235.00	Chip)
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<https://postalexperience.com/Pos>

840-5890-0161-002-00016-81909-01

or scan this code with
your mobile device:



TBID
Prepaid
Postage
5520.00/51

or call 1-800-410-7420.

YOUR OPINION COUNTS

BUB

(H)

Receipt #: 840-58900161-2-1681909-1
Clerk: 03

ce



Explanation of charges

Get granular information about your charges for a selected transaction.

[Print](#)

Transaction Details

Transaction Detail ID: 227816770
 Service Date*: 11/21/2019 12:00:00 AM
 Processed Date: 11/21/2019 6:11:43 PM
 Service Charges: \$613.93
 Tax Amount: \$56.09
 Total: \$670.02
 User Name: NLTRA
 Billing Cycle: 1 month(s)
 Comment: Voice services 10/21/19-11/21/19

***Note:**

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

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

Transaction Breakdown

Module	Item	Price Type	Quantity	Unit Price	Amount	Prorated Fees	Discount	Item Type
Voice Services	Cloud PBX Resource Lines	recurring	1	\$12.99	\$12.99	\$12.99	0 %	regular
Voice Services	Unified Communications Users	recurring	1	\$413.82	\$413.82	\$413.82	0 %	regular
Voice Services	Local and Toll Free Numbers	recurring	1	\$22.95	\$22.95	\$22.95	0 %	regular
Voice Services	Inbound Toll-Free	one-time	1	\$87.29	\$87.29	\$87.29	0 %	regular
Voice Services	AK/HI/PR/VI Inbound Toll-Free	one-time	1	\$1.22	\$1.22	\$1.22	0 %	regular
Voice Services	Canada Inbound Toll-Free	one-time	1	\$0.05	\$0.05	\$0.05	0 %	regular
Voice Services	Regulatory Cost Recovery Surcharges	recurring	1	\$75.62	\$75.62	\$75.62	0 %	regular
						\$613.93		

Taxes, Fees & Surcharges

Level	Description	Amount	Taxable Amount	Rate	Tax Amount
Other	Government Telecommunications Service Fees	1	1	\$45.28	\$45.28
State/Province	State	1	1	\$9.10	\$9.10
Local	Local	1	1	\$1.71	\$1.71
					\$56.09



MEMORANDUM

Date: January 2, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dr. of Marketing

RE: 2019.2020 Event Scope of Work Agreement with The Abbi Agency

Action Requested:

Review and approval of the agreement with The Abbi Agency for special event specific public relations services for the 19.20 fiscal year in the amount of \$16,000.

Background:

For the last two fiscal years, the NLTRA has hired The Abbi Agency for public relations services for 4-5 major special events. The collaboration has been extremely helpful as we've been able to better serve the events and leverage them being in the region.

For the 19.20 fiscal year, staff's intention is to hire the agency for 4-5 events. The following contract includes two – 2019 Spartan World Championships and the 2019 Autumn Food & Wine Festival. These two events have already taken place and the Abbi Agency already completed the work. Staff is seeking approvals in arrears due to a delay in contracting. Amounts were previously approved in the annual budget and services were mentioned at the time of contract discussions for both Spartan and AF&W.

For the remaining 2-3 events we'd like to have The Abbi Agency assist with, an additional addendum will be presented to the Tourism Development Committee and BOD for those services in conjunction with the sponsorship contracts.

Fiscal Impact:

\$8,000 currently seeking approval

- \$4,000 – 2019 Autumn Food & Wine Festival
- \$4,000 – 2019 Spartan World Championships

\$8,000 seeking approval in the following months upon finalization of contract negotiations

- \$4,000 – 2020 WinterWonderGrass
- \$4,000 – 2020 Wanderlust

Attachments:

- 2019.2020 The Abbi Agency Contract for Event Promotion Services

AGREEMENT TO PROVIDE PUBLIC RELATIONS SERVICES

This Agreement to Provide Public Relations Services ("Agreement") is entered into as of the date last executed below ("Effective Date") by and between THE ABBI AGENCY, a Nevada corporation (collectively, "Consultant") and North Lake Tahoe Resort Association ("Client") for the purpose of providing local event support and public relations under the following terms and conditions:

1. TERM; TERMINATION; EFFECT OF TERMINATION:

- a. The initial term of this Agreement shall be for twelve months, commencing on July 1, 2019 and continuing through June 30, 2020 (the "Initial Term"), and thereafter, shall be reviewed and amended per new term and service.
- b. Either party may terminate this Agreement at any time after the Initial Term, for any reason or no reason, by providing not less than thirty (30) days prior written notice to the other party.
- c. Upon termination, all obligations of the parties shall cease, and Consultant shall provide or return to Client any and all client materials either provided by client, or created for client hereunder.

2. OBLIGATIONS OF THE PARTIES:

- a. Obligations of Consultant. Consultant shall perform the services described in the attached Statement of Work ("SOW") which is made a part of this Agreement (the "Services") in Attachment A:
 - i. Consultant shall at all times cooperate with Client, including but not limited to the timely provision to Client of all necessary information and reports as outlined in SOW.
 - ii. Contract for Services Only. This is a contract only for services to be performed by Consultant in a workmanlike manner according to industry standards. No guarantee is made of any placement, outcome or other result of any nature.
 - iii. Services Include: Public Relations and Social Media services, inclusive.
- b. Obligations of Client.
 - i. Client shall at all times cooperate with Consultant, including but not limited to the timely provision to Consultant of all information necessary for Consultant to perform Consultant's duties hereunder. Consultant is under no obligation to perform services for which Client has not provided such information.

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- ii. In consideration of the performance of the services described in subparagraph 2.a.i., Client shall pay Consultant a net 30-day fee totaling four thousand dollars (\$4,000) per event.
 - iii. Consultant shall provide Client with monthly invoices, such invoices are a courtesy to Client and are not a condition precedent to Client's payment of the aforementioned fee.
 - iv. In consideration of the performance of the Services, Client shall pay Consultant in the amount, and in the manner set forth in Attachment A. Consultant shall provide Client with an invoice on the first day of the month following the completion of an event.
 - v. Additional services beyond the Services shall be discussed and agreed in writing before the consultant begins billing for such work and thereafter be billed at the then current hourly rates or agreed fixed price, and will be memorialized in a separate or revised SOW.
 - vi. Client shall pay Consultant for all necessary expenses incurred in performing the services detailed above, provided such expenses such as meals and incidentals have been pre-approved by Client. For expenses such as travel and lodging that Client has ability to obtain preferable rates, Consultant agrees to allow Client to arrange such expenses and pay providers directly. The Client's billing rate covers all general administrative expenses but does not include travel expenses. All consultant expenses must be approved with written verification from client.
 - vii. Consultant shall bill all hard costs incurred back to the client with a twenty percent (20%) mark up for out of pocket expense management. Documentation sufficient to satisfy IRS deductibility requirements
 - viii. If an invoice is not paid within thirty (30) days of receipt, a carrying charge of 1% per month, compounded monthly, shall be added to Client's outstanding balance.
 - ix. In the event a monthly payment or invoice is not timely paid, Consultant may suspend all work on any or all projects until full payment is made. Client holds Consultant harmless from all liability that may arise as a result of suspension of work due to non-payment.
 - x. Consultant and Client intend this Agreement to be a contract for services and each considers the products and results of the services to be rendered by Consultant hereunder (the "Materials") to be a work made for hire. Consultant acknowledges and agrees that the Materials (and all rights therein, including, without limitation,

copyright and patent) belongs to and shall be the sole and exclusive property of Client.

- xi. If for any reason the Materials would not be considered a work made for hire under applicable law, Consultant does hereby sell, assign, and transfer to Client, its successors and assigns, the entire right, title and interest in and to the copyright and patent in the Materials and any registrations and applications relating thereto and any renewals and extensions thereof, and in and to all Materials based upon, derived from, or incorporating the Materials, and in and to all income, royalties, damages, claims and payments now or hereafter due or payable with respect thereto, and in and to all causes of action, either in law or in equity for past, present, or future infringement based on the copyrights and patents, and in and to all rights corresponding to the foregoing throughout the world.
- xii. Consultant agrees to execute all papers and to perform such other proper acts as Client may deem necessary to secure for Client or its designee the rights herein assigned
- xiii. Consultant agrees not to publish or use or cause to be used in any way any Materials, recording or media done on behalf of Client without the prior written approval of an authorized representative of Client.

3. INDEMNIFICATION

- a. Client shall defend, indemnify and hold Consultant harmless from and against any loss, damage, liability, claim, demand, action, cost and expense (including reasonable attorneys' fees and costs) (collectively "Loss") resulting from claims made against Consultant by any third party, which arise out of or in connection with (i) Client's breach of this Agreement; (ii) information or materials supplied to Consultant by Client; or (iii) any issue arising from Client's products or services.
- b. Consultant shall indemnify, defend and hold Client harmless for all Loss with respect to any third party claim or action against Client arising out of or in connection with (i) material prepared or provided by Consultant on Client's behalf to the extent it asserts a claim for infringement of trademark, copyright, piracy, or plagiarism; (ii) Consultant's failure to follow Client's express written instructions; or (iii) Consultant's breach of this Agreement.
- c. Upon the assertion of any claim or the commencement of any suit or proceeding against either party ("Indemnitee") that may give rise to liability of the other party ("Indemnitor") hereunder, the Indemnitee shall notify the Indemnitor of the existence of such claim and shall give the Indemnitor reasonable opportunity to defend and/or

settle the claim at its own expense and with counsel of its own selection. The Indemnitee shall at all times have the right fully to participate in such defense at its own expense and shall not be obligated, against its consent, to participate in any settlement which it reasonably believes would have an adverse effect on its business. The Indemnitee shall make reasonably available to the Indemnitor all applicable books and records relating to the claim, and the Indemnitee agrees reasonably cooperate with Indemnitor, at Indemnitor's sole cost and expense.

4. GENERAL PROVISIONS:

- a. Representations and Warranties. Each of the parties to this Agreement makes the following representations and warranties to the other party. The persons who have executed this Agreement have been authorized to do so by the party on whose behalf the party is signing. All documents to be delivered under this Agreement will be executed by an authorized person. Each party is under no disability to enter into this Agreement and to perform all covenants contained in this Agreement. None of the warranties, representatives, or statements made by any party in this Agreement contains any untrue statements of material fact or omits a material fact necessary in order to make the statements not misleading.
- b. Binding Effect. Except as specifically provided otherwise by this Agreement, this Agreement is binding upon and shall inure to the benefit of each of the parties and their respective heirs, personal representatives, successors, including without limitation, any corporation, foundation, partnership, or individual(s) which my acquire all or substantially all of any party's assets or with or into which any party may be consolidated, merged or reorganized.
- c. Assignment. Neither party may assign or transfer any of its rights under this Agreement without the prior written consent of the other party. Any such attempted assignment or transfer is void; provided, however, that either party may assign or transfer this agreement to an entity acquiring all or substantially all of its assets or equity, or as part of any business combination.
- d. Waiver. Failure of either party at any time to require performance of any provision of this Agreement shall not limit that party's right to enforce the provision. Waiver of any breach of a provision shall not be a waiver of any succeeding breach of the provision or a waiver of the provision itself or of any other provision.
- e. Cumulative Remedies. All remedies, rights, undertakings, covenants, guarantees and agreements contained in this Agreement, or otherwise provided by law and not specifically waived herein, are cumulative and may be exercised singly or concurrently, and the exercise of anyone or more of them will not be a waiver of any other.

- f. **Integration/Entire Agreement.** This Agreement constitutes the entire integrated agreement among the parties hereto and supersedes and takes the place of any prior written or oral agreement(s) and all understanding(s), discussion(s) and negotiation(s), or instrument(s) purporting to be an agreement of the parties relating to the transactions contemplated herein.
- g. **Survival of Covenant.** Any and all covenants and agreements that this Agreement does not require to be fully performed prior to the date of Termination shall survive the date of Termination and shall be fully enforceable thereafter. Without limiting the foregoing, each party's indemnification obligations shall survive termination of this Agreement.
- h. **Amendment/Waiver.** The terms of this Agreement may not be modified, amended, waived, discharged, or terminated except by a written instrument signed by the party against whom enforcement of the modification, amendment, waiver, discharge, or termination is sought.
- i. **Invalidity of Provisions.** Nothing in this Agreement or the documents contemplated hereby, shall be construed to require the commission of any act contrary to any valid law, and wherever there may be any conflict between any provision of this Agreement, or any application thereof, and any material present or future statute, ordinance, regulation, or other rule of law contrary to which the parties have no legal right to agreement, the valid law shall prevail; but in such event any provision of this Agreement, or any application thereof, is so affected it shall be curtailed and limited only to the extent necessary to bring it within the requirements of such statute, ordinance, regulation or other rule of law, but in no event shall such illegality or invalidity affect any other part of this Agreement.
- j. **Third Party Rights.** This Agreement is solely for the benefit of the specifically undersigned parties. Nothing in this Agreement, express or implied, is intended to confer, nor confers, on any person, other than the parties to this Agreement, any right, remedy or benefit.
- k. **Construction.** The headings, captions and paragraph or section numbers at the beginning of each section and subsection are solely for the convenience of the parties and are not a part of and in no way define, limit or describe the scope or intent of this Agreement and shall not be used in construing this Agreement. All references to days shall be to calendar days, unless specifically provided otherwise. Whenever the context requires, the singular form shall include plural and vice-versa, and the neuter pronoun shall include the masculine and feminine, and vice versa. Unless otherwise indicated, all references to Sections are to the Sections of this Agreement.

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- l. No Party Deemed Drafter. The parties hereto agree that all provisions of this Agreement have been negotiated and no party or agent thereof shall be deemed to be the drafter of this Agreement. In the event that this Agreement is ever construed in arbitration or in a court of law, such arbitration or court shall not construe this Agreement, or any provision, term or phrase herein, against any party or agent thereof as drafter.
- m. Further Assurances. Whenever requested to do so by the other party, each party guarantees, warrants and covenants to take whatever actions, in a timely fashion as such other party may reasonably request, including but not limited to executing, acknowledging, and delivering all further conveyances, assignments, confirmations, satisfactions, releases, powers of attorney, instruments of further assurance, approvals, consents, and all further instruments and documents as may be necessary, expedient, or proper in order to complete all conveyances, transfers, sales and assignments under this Agreement, and to do all other acts and to execute, acknowledge, and deliver all documents as requested in order to carry out the intent and purpose of this Agreement, but in all such instances only if such document or action is reasonably necessary to carry out the terms of this Agreement.
- n. Governing Law, Venue. This Agreement, and each other document executed pursuant to this Agreement, is made and shall be interpreted under and governed by the laws of the State of Nevada, including without limitation, its procedural rules, applicable to agreements entered into and entirely performed within the State of Nevada, without reference to conflicts of law or the principles thereof. The parties agree that all actions and proceedings relating directly or indirectly hereto shall be litigated in the State of Nevada Federal Courts in Carson City and the parties each expressly consent to the jurisdiction of any such court and to the venue therein as well as to the convenience of the forum.
- o. Legal Counsel. In executing this Agreement, each of the undersigned parties warrants and represents that it has been fully advised and represented by legal counsel of its own selection, or has had ample opportunity to consult legal counsel and has voluntarily declined to do so; and is fully familiar with all of the circumstances surrounding the subject matter of this Agreement and with all of the terms of this Agreement, and in executing this Agreement, it does so relying wholly on its own judgment or the advice of counsel of its own independent selection, whether or not such counsel is a signatory below, or both, and that it has not been influenced in any manner whatsoever regarding the matters set forth in this Agreement, by any person, individual or entity, or any agent thereof.
- p. Attorneys' Fees and Other Costs. Each party hereto agrees that, in the event of any dispute or controversy between or among any party hereto arising out of or relating to this Agreement, or in the event a party defaults under this Agreement, then the

prevailing party shall be entitled to recover all reasonable attorneys' fees and costs incurred by the prevailing party in connection with the enforcement of its rights hereunder, whether by legal action or proceeding or otherwise, and without regard to whether suit is instituted. Such attorneys' fees and costs shall not be limited to any court fee schedule, but shall rather be awarded on the basis of all fees and costs reasonably incurred in good faith.

- q. COUNTERPARTS: This Agreement may be executed in one or more counterparts, each of which for all purposes shall be deemed an original and all of which taken together shall constitute but one instrument.
- r. NOTICES: Except as specifically provided otherwise herein, any notice, document, payment, demand or communication required or permitted to be given by any provision of this Agreement shall be deemed to have been delivered and given for all purposes on the earliest to occur of:
 - i. the day delivered, if delivered personally to the party to whom the same is directed;
 - ii. the date indicated upon the return receipt, or the date of refusal by the addressee to accept, if sent by United States registered or certified prepaid mail, return receipt requested;
 - iii. the date received according to the tracking records of a nationally recognized overnight courier; or
 - iv. the date shown on a transmission report generated by a facsimile machine reflecting the accurate transmission, if a copy of the notice is also sent by United States registered or certified prepaid mail, return receipt requested, addressed to the party to whom the same is directed at the respective address set forth below:

"Consultant"
The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

"Client"
North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

By: _____

By: _____

Ty Whitaker, COO

Bonnie Baveta, CEO, NLT Resort Association

Date: _____

Date: _____

Attachment A – Scope of Work

Public Relations and Promotions for Marquee Events

North Lake Tahoe is home to a multitude of marquee events. Well-known festivals and competitions have selected the North Shore as their venue, attracting worldwide attention in niche markets that attract our key audience personas (the Wanderlust festival attracts our wellness segment; the Spartan Race appeals to our adventure market; the WinterWonderGrass festival appeals to the experiential family segment).

In turn, The Abbi Agency has dedicated resources to promote each of these events as part of the greater North Lake Tahoe brand story. The Abbi Agency will provide public relations, social media and content services for each event listed below, creating awareness and enthusiasm for each event in the public eye. As each event is different, the promotional objective and scope of services executed for each will vary, as defined below.

Frequency

The Abbi Agency will assist with promotion for five marquee events per Fiscal Year. This will include the following:

- Spartan World Championship (2019)
- Autumn Food & Wine Festival (2019)
- **Event #3: TBD**
- **Event #4: TBD**
- **Event #5: TBD**

NOTE: The two ^{free} "TBD" events listed above will be selected based upon NLTRA contracting and sponsorships. Following event selection, SOW and deliverables will be established per event as addendums.

For each event, The Abbi Agency will execute individual scopes, outlined below. In addition, The Abbi Agency will provide:

- 2-3 pre-event calls with the event team
- 1 recap of features and coverage, to be provided one month after the event.

Specific Event Tactics & Deliverables

1: Spartan World Championship (2019)

Goal & Strategy: Promote North Lake Tahoe as high-altitude training and adventure destination; inspire racers and guests to explore the North Lake Tahoe region and extend their stay.

Tactics & Deliverables

Public Relations

-
- Include racer stories and event feature in summer/fall NLT high altitude training pitches to endemic and local/regional outlets
 - Publish event on 5-10 local/regional event listings
 - Assist in arranging guest passes and accommodations for 1-2 interested media

Content

- Include racer stories, tips and features in “High Altitude Training” guide series of 1-2 blog posts
- Feature event in 1-2 newsletters

Social Media

- 1 pre-event Facebook Live or takeover around “High Altitude Training” theme
- Coordination of one influencer takeover with a highlighted racer (TBD)
- Create a shareable content series: “North Lake Tahoe Alpine Challenge” to showcase a series of NLT-themed workouts to “live like a Spartan.”
- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (*could include blog content promotion)

2: Autumn Food & Wine (2019)

Goal & Strategy: Promote North Lake Tahoe as a fine food & wine destination; promote ticket sales and unique event offerings; encourage event attendees to explore the North Lake Tahoe region and extend their stay.

Tactics & Deliverables

Public Relations

- 4-5 co-management calls or as many as necessary in partnership with Northstar California
- Develop and manage 1 master media list and tracking sheet
- Develop 1 event press release, in partnership with Northstar California
- Pitch the event to local, drive market and Southern California media
- Publish event on 5-10 local/regional event listings
- Assistance in arranging guest passes and accommodations for 4-6 interested media, in partnership with Northstar California
- 1 staff member for 1 day of on-site event support (*Event or NLTRA to provide ticket to event)

Content

- Refresh dedicated blog post, featuring unique experiences of event
- Include in 1-2 newsletters

Social Media

- 2 pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- 2 Flash Ticket Giveaways (on Facebook and Instagram newsfeeds)
- 1 Real-time pre-event promotion (either Facebook Live or Instagram Story)

Total Fiscal Budget: \$8,000

- This covers the two events listed above at \$4,000/event. Once the remaining TBD events are confirmed an additional amendment will be included to this contract with additional costs.

Payment Schedule

Invoices are sent on the 1st of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

All prices may vary +/- 10%. Any deviation from the original project Scope as described in the overview in the document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in price changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

Potential Additional Costs

- Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.
- NLTRA to cover any hard costs requested by journalists



MEMORANDUM

Date: January 2, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dr. of Marketing

RE: 2020 Spartan North American Championships Sponsorship Contract

Action Requested:

Approval of the 2020 Spartan North American Championships Agreement for a sponsorship of \$175,000 to be the official host.

Background:

In November 2019, the NLTRA Board of Directors approved sponsoring the 2020 Spartan North American Championships, taking place at Squaw Valley on September 26 & 27, 2020 with a \$175,000 sponsorship. At that time, a draft contract was included in the board packet. NLTRA legal counsel advised a handful of changes and all were accepted by Spartan.

Staff is seeking approval to sign the final version of the agreement.

Fiscal Impact:

North American Championship Sponsorship

- \$175,000 - Cash Sponsorship

These funds will to come out of the 20.21 fiscal year budget.

Attachment:

- 2020 Spartan North American Championship Agreement

Agreement for Sponsorship and Advertising

This Agreement for Sponsorship and Advertising ("Agreement"), dated this 22nd Day of October, 2019 ("Effective Date"), and is by and between **Spartan Race, Inc.**, a Delaware corporation with a principal business address of 234 Congress street, 5th Fl., Boston, MA 02110 ("Spartan") and **North Lake Tahoe Resort Association, Inc.** with a principal business address of 100 North Lake Blvd, Tahoe City, CA 96145 ("NLTRA" or "Sponsor"). Spartan and NLTRA are each a "Party" and together, the "Parties".

Spartan organizes an annual series ("Season") of timed obstacle course races for adults known as the Spartan Sprint, Spartan Super or Spartan Beast (each a "Race"), each featuring a variety of exhibitions, displays and related marketing and promotional elements. A "Season" shall commence with the first Race of a calendar year and conclude on the last Race of that calendar year. Through this Agreement, the Parties desire to establish a sponsorship and advertising relationship in connection with the Race hosted at **1960 Squaw Valley Rd, Olympic Valley, CA 96146 on September 26 & 27, 2020** which shall be advertised as the **Spartan North American Championship**. The Parties also agree to the terms and conditions contained herein in connection with the 2020 Race of the same nature and of similar dates and location (each of the 2020, 2021 and 2022 events, an "Event"). Furthermore, if Spartan is in partnership with media partner ("Media Partner") in connection with exhibiting and/or broadcasting the Race (each such exhibition, a "Program").

The Parties therefore agree as follows:

1. **Term.** The term of this Agreement shall begin on the Effective Date and expire on December 31, 2020, unless terminated earlier as provided herein (the "Term").
 - a. **Right of First Refusal.** Spartan hereby grants to NLTRA an exclusive right of first refusal ("ROFR") regarding sponsorship of the 2021 and 2022 Event:
 - i. **2021 ROFR:** Spartan shall provide NLTRA with a 2020 Event recap and 2021 Event sponsorship proposal by October 16, 2020. NLTRA shall, in good faith, entertain such sponsorship proposals from Spartan. Should NLTRA and Spartan agree to any such renewal of the sponsorship relationship, such renewal proposal shall be accepted by NLTRA by November 16, 2020. Should NLTRA and Spartan agree to any renewal, the parties shall enter into a new sponsorship agreement with terms substantially similar to this Agreement, and with terms that are no less favorable to Spartan or NLTRA as those provided herein, provided that the parties may reallocate or repurpose the benefits to allow for increased Spartan and/or NLTRA exposure.
 - ii. **2022 ROFR:** Provided that the 2021 Event is hosted in North Lake Tahoe, CA, Spartan shall provide NLTRA with a 2021 Event recap and 2022 Event sponsorship proposal within thirty (30) days following the 2021 Event. NLTRA shall, in good faith, entertain such sponsorship proposals from Spartan. Should NLTRA and Spartan agree to any such renewal of the sponsorship relationship, such renewal proposal shall be accepted by NLTRA within thirty (30) days of receipt of such recap and proposal.

Should NLTRA and Spartan agree to any renewal, the parties shall enter into a new sponsorship agreement with terms substantially similar to this Agreement, and with terms that are no less favorable to Spartan or NLTRA as those provided herein, provided that the parties may reallocate or repurpose the benefits to allow for increased Spartan and/or NLTRA exposure.

iii. The parties hereby agree:

1. that Spartan has the right, but not the obligation, to host the 2021 and 2022 North American Championship Event in North Lake Tahoe, CA;
2. to act in good faith with respect to the application of the foregoing right of first refusal; and
3. that it will not engage in any activity designed to circumvent or otherwise frustrate the purpose of this Section.

2. **Sponsorship Benefits.**

a. Commencing at the beginning of the Term, and subject to the performance of NLTRA's obligations under this Agreement, Spartan is to provide (or cause to be provided, as the case may be) the sponsorship and promotional benefits described in "Exhibit A" attached hereto for each Event (collectively, the "Sponsorship Benefits").

b. Sponsor shall be solely responsible for all production costs, clearances, and licenses related to any commercial units provided hereunder. Furthermore, all activation costs and other expenses related to any exhibition of a Sponsor's products and services at the Event shall be the sole responsibility of that Sponsor, including the cost of tents, signage, personnel to set up staff-designated activation areas, flyers, transportation costs and product costs (for samples or otherwise).

c. The form, content, and presentation of all Sponsorship Benefits (including, without limitation, advertising creative or any material to be designed, constructed, distributed, exhibited, or otherwise published or displayed) is subject to the prior written approval of Spartan, the standard terms and conditions of the platforms on which they are exhibited, the rules and regulations of any relevant governing body or regulatory agency having jurisdiction over the activities or sporting events referenced in this Agreement, Spartan's brand standards and guidelines, and all laws and governmental rules and regulations of any nature as they presently exist or as they will exist in the future, including any modifications or amendments. Approval of the form, content, and presentation of the Sponsorship Benefits will be rendered by Spartan no later than ten (10) days after submission by a Sponsor. Failure by Spartan to communicate disapproval within that 10-day period shall constitute approval.

d. During the Term of this Agreement, Sponsor will provide (or cause to be provided, as the case may be) to Spartan the marketing and trade support labeled as "Co-Marketing & Trade Support" set forth in Exhibit A attached hereto for each Event.

3. **Sponsorship Fees.** Sponsor shall pay to Spartan the following cash incentive fees ("Sponsorship Fees"), to be paid as set forth below. Sponsorship Fees will be paid to Spartan without deduction or setoff of any kind whatsoever, including, without limitation, deductions for advertising agency fees or commissions.

Total Sponsorship Fees	Payment Schedule
\$175,000	<ul style="list-style-type: none">- \$175,000 shall be paid within 30 days of invoice date which shall be no earlier than July 1, 2020, from Spartan, and no later than August 25, 2020.- Spartan will earmark \$5,000 towards hosting entertainment on Sunday evening in an effort to attract attendees to extend their stay.

4. **Refund of Sponsorship Fees.** Although the Parties do not expect any cancellation of the 2020 Event, if it is cancelled and not rescheduled during the Term, NLTRA is entitled to a refund and return of its Sponsorship Fees, as follows:

- a. No later than 15 days after receipt of written notice of cancellation of the 2020 Event, Spartan shall return NLTRA's \$175,000 Sponsorship Fees, less the amount that Spartan claims was already used for the benefit of NLTRA (the "Refund"). For any dollar amounts not returned to NLTRA, Spartan shall provide an accounting with sufficient documents to justify any dollar amounts that have benefitted NLTRA, including how such funds were spent, when they were spent, and why Spartan believes these benefitted NLTRA as a sponsor of the 2020 Event. If Spartan returns \$175,000 to NLTRA, no accounting is necessary.
- b. Within 15 days of receipt of the Refund of the Sponsorship Funds and the detailed accounting provided by Spartan, NLTRA shall provide a written response identifying any dispute in the dollar amounts of the accounting provided for the Refund (the "NLTRA Disputed Amounts"). NLTRA must identify any dollar amounts it alleges should have been refunded to NLTRA and the basis for the refund, including whether it believes certain funds did not benefit NLTRA or any other reason for its dispute.
- c. Within 30 days of receipt of the NLTRA Disputed Amounts, the Parties shall meet and confer in good faith to resolve the pending dispute under the Dispute Resolution provisions provided in Section 11(a) – (d) of this Agreement.
- d. Solely for purposes of the Refund and the NLTRA Disputed Amounts, the Parties agree that if mediation efforts (as stated in Section 11(a) – (d) of this Agreement) are unsuccessful, either party may commence an action in the Superior Court of

California, County of Placer, to adjudicate their claims regarding the Refund and NLTRA Disputed Amounts. This section shall not affect or otherwise change the mediation and arbitration procedure identified for other disputes in Section 11. In an abundance of caution and for clarity, the Parties agree that disputes related to the Refund are not subject to arbitration provision contained in Section 11.

5. **Unavailable Benefits.** Due to events or circumstances beyond the control of a Party, or due to the rules, regulations, or laws of any city, state, country, or other relevant governing body or regulatory agency having jurisdiction over the activities, sporting events, or media platforms referenced in this Agreement, it may be or become impossible or impractical for Spartan to provide a Sponsor with all of the rights and benefits contemplated herein ("Unavailable Benefit"). The occurrence of an Unavailable Benefit will not be deemed a breach of this Agreement and, as Sponsor's sole remedy, the Parties will cooperate, in good faith, to ensure that their respective rights and obligations will be fulfilled by refunding certain dollar amounts (only if Section 4 is applicable), rescheduling, substitution, alternative performance or similar means of comparable value. If a Refund of the Sponsorship Fees is required under Section 4 of this Agreement, Spartan shall be entitled to deduct certain dollar amounts from the Refund provided to NLTRA on account of an Unavailable Benefit.

6. **Intellectual Property.**

a. Sponsor hereby grants to Spartan a limited, non-exclusive, non-transferable, non- sub-licensable license to use any service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, indicia provided by Sponsor ("Sponsor Marks") to Spartan solely for the purpose of exercising its rights or carrying out its obligations set forth herein or any other purpose expressly approved by Sponsor. Spartan shall not acquire any proprietary or other right, title, or interest in or to the Sponsor Marks, or any goodwill associated with the Sponsor Marks, except the right to use the Sponsor Marks as provided hereunder. The Sponsor Marks shall be used only in the form, size and type prescribed and approved by Sponsor without deviation from Sponsor's style guide. Spartan's use of any trade names, logos, trademarks, service marks and other marks of Sponsor are subject to Sponsor's prior written approval. Sponsor will communicate a decision to Spartan no later than ten (10) days after Spartan's request. Failure by the Sponsor to communicate disapproval within that 10-day period shall constitute approval. Any goodwill arising out of the use thereof shall inure to the benefit of the Sponsor.

b. Spartan, in its sole discretion, may re-exhibit or authorize the re-exhibition (via any means and forms of media distribution (now known or hereafter devised) and via any and all devices (now known or hereafter devised)) of any Sponsorship Benefits in any replay, photograph, or video footage of any sporting event or other programming or content in which such Sponsorship Benefits appear. Sponsor acknowledges and agrees that nothing in this Agreement shall preclude the appearance of the Sponsor Marks in photographs, video footage, or programs of the Races, in perpetuity, when used for any reason in any and all forms of media whether now or hereafter developed so long as such use does not, denigrate, tarnish or reflect adversely on Sponsor, or its businesses, officers, directors, executives, employees, events, activities, suppliers and/or the North Lake Tahoe region.

c. As between Spartan on the one hand and Sponsor on the other hand, the copyrights, service marks, logos, trademarks, word marks, symbols, emblems, trademark

designs, indicia, uniforms, identifications, and other intellectual property of Spartan, (collectively, the "Spartan Marks") (the Spartan Marks together with the Sponsor Marks, collectively referred to as "Marks") are the property of Spartan and nothing in this Agreement is intended to convey to Sponsor any ownership rights or, except for the limited license granted in this Section 5(c), other interest in or to the Spartan Marks, whether by implication, estoppel or otherwise, even if such Spartan Marks are included in or on items owned or produced by Sponsor. Subject to the terms and conditions set forth in this Agreement, Spartan hereby grants Sponsor a non-exclusive, non-transferable, non-sub-licensable license to use the Spartan Marks and related designations as provided to Sponsor by Spartan solely in connection with the pre-approved Sponsorship Benefits set forth in Exhibit A or as otherwise agreed amongst the parties. Sponsor shall not display or otherwise use such Spartan Marks or related designations under any circumstances without the prior written consent of Spartan in each instance. The Spartan Marks shall be used only in the exact form, size, style and type prescribed and approved by Spartan without deviation. Sponsor shall not, nor shall Sponsor permit others to, use the Spartan Marks in combination with any other trademark, service mark, logo, prefix, suffix or other modifying words, designs, or symbols without the prior written approval of Spartan. Email notification (as it relates to Spartan, from an officer having an Executive Vice President title or higher) shall suffice for any written consents or approvals required under this subsection. Sponsor agrees that (i) any use of the Spartan Marks shall be in accordance with the approvals provided by Spartan without change, (ii) each use of the Spartan Marks will not disparage, denigrate, tarnish or reflect adversely on the Spartan, or its businesses, officers, directors, executives, employees, events, activities, suppliers and/or products, and (iii) Sponsor shall not use, nor shall Sponsor authorize others to use, the Spartan Marks or any marks confusingly similar thereto for any unauthorized use or in any unauthorized manner. Sponsor shall not transfer, assign or sublicense any of the rights granted under this Section without Spartan's express prior written consent. Sponsor agrees not to apply for any state, federal or foreign trademark or service mark registration pertaining to or including any Spartan Marks or any confusingly similar trademarks. Unless Sponsor receives Spartan's prior written approval, Sponsor shall not depict Spartan, and/or the Spartan Marks in any manner that would suggest and/or indicate endorsement of any product or services by Spartan or any of their affiliated or related entities. Sponsor warrants and represents that Sponsor will not infringe Spartan's right, title or interest in or to the Sponsor Marks or any other of their intellectual property.

d. Sponsor shall not be permitted to use Program footage or images unless Spartan provides its prior written consent which may be withheld in its sole discretion. If such consent is granted, Sponsor shall be solely responsible for obtaining any third-party licenses, consents, and/or releases that are required at any time in connection with Sponsor's use of such footage or images; provided, however Spartan shall provide reasonable assistance to obtain such third-party consents. Additionally, any permitted use of footage or images by Sponsor pursuant to this Agreement is subject to the standard usage and duration guidelines of its Media Partner as they currently exist or may be modified from time to time. Spartan, in its sole discretion, may require execution of a separate Footage Agreement between Media Partner and Sponsor, with the understanding that Sponsor will not have to pay any additional monetary consideration to Media Partner under such Footage Agreement. Notwithstanding the foregoing, Sponsor specifically acknowledges that (i) any use of the names, likenesses or other intellectual property of athletes, musicians, broadcast announcers or spectators which might be construed to constitute an endorsement of Sponsor's products

(either express or implied) will require Sponsor to negotiate for such rights separately with each such party or their agent, and that payment for any such negotiated rights will be the sole responsibility of Sponsor, and (ii) any reuse of music incorporated into the television broadcasts of the Programs will require Sponsor to obtain clearance for the use of such music in the context and media contemplated by Sponsor and payment for such usage will be the sole responsibility of Sponsor.

7. Territory; Local and Re-Exhibition Commercial Inventory; Athletes; Non-Compete.

a. The Sponsorship Benefits shall be provided solely in the Territory. For purposes hereof, the "Territory" (x) as it relates to Media Benefits shall mean the United States, its possessions, and territories and (y) as it relates to any other Sponsorship Benefits shall mean the continental United States. The appearance of any signage, content, features, and other Sponsorship Benefits in any exhibition of the Programs shall be limited to the exhibition of such Programs in the Territory, and Sponsorship Benefits may be removed, obscured covered over or replaced during distribution of the Programs outside the Territory, at the sole discretion of Spartan or its Media Partner.

b. Any exclusivity provided herein shall apply only within the Territory and shall not apply to (i) any contractually allotted advertising inventory allocated to distribution and/or broadcast affiliates (the "Local Commercial Inventory") of any network or other platform on which the sporting events or other activities referenced this Agreement may be exhibited or re-exhibited, or (ii) advertising inventory during any re-exhibition of or any Program following the initial exhibition ("Re-Exhibition Commercial Inventory"). Spartan shall have no liability to Sponsor as a result of the sale of Local or Re-Exhibition Commercial Inventory even if sold to advertisers that compete with Sponsor and such occurrence shall not be deemed an Unavailable Benefit.

c. Spartan is not granting Sponsor any right to use the names, signatures, photographs, footage, or likenesses of any athlete or other Race participants in connection with any Sponsorship Benefit, and any use by Sponsor must be approved by the individual athlete or Race participant in each instance. Sponsor expressly understands and agrees that any athlete or other Race participant has the right to use, accept, or endorse any product from anyone in competition with Sponsor.

d. During the Term, Sponsor shall not enter into any agreement with Tough Mudder or Warrior Dash (or any of their respective affiliate races) to partner with, sponsor, or promote 45 days prior or 45 days after the Spartan Race. Furthermore, Sponsor shall not enter into an agreement to receive onsite activation benefits with any obstacle course racing event that is 45 days prior or 45 days after the Event.

8. Termination. In addition to any other rights and remedies which may be available to the Parties, this Agreement may be terminated by Spartan or NLTRA if the other Party materially breaches this Agreement. If such a breach occurs, the non-breaching Party shall provide the breaching Party with written notice of the breach, including specific details regarding the nature of the breach. The non-breaching Party's obligations under this Agreement may be suspended when such notice is provided and will not be resumed until the breach is cured; provided, however, that all payments under this Agreement which were due before or on the date of receipt of the written notice of breach, shall be made. If the breaching Party does not cure the breach within 30 days of

receipt of notice of the breach, then the non-breaching Party may provide the breaching Party with written notice of the immediate termination of this Agreement. In the event that Sponsor terminates this Agreement in accordance with this Section 7, the Parties agree to comply with the Refund procedures in Section 4 of this Agreement, which include good faith discussions to determine which obligations under this Agreement were fulfilled prior to the termination date and assess the dollar amount of any pro-rated portions of the Sponsorship Fees paid to Spartan under the Agreement should be refunded to Sponsor.

9. **LIMITATION OF DAMAGES.** EACH PARTY AND THEIR AFFILIATED AND RELATED ENTITIES WILL NOT BE LIABLE UNDER ANY CIRCUMSTANCES FOR CONSEQUENTIAL (INCLUDING WITHOUT LIMITATION, ANY PAYMENT FOR LOST BUSINESS, FUTURE PROFITS, LOSS OF GOODWILL, REIMBURSEMENT FOR EXPENDITURES OR INVESTMENTS MADE OR COMMITMENTS ENTERED INTO, TERMINATION OF EMPLOYEES OR EMPLOYEE SALARIES, OR OVERHEAD OR COSTS INCURRED OR ANTICIPATED UNDER THIS AGREEMENT, WHETHER FORESEEABLE OR NOT), INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES IN CONNECTION WITH THE PERFORMANCE OR FAILURE TO PERFORM THIS AGREEMENT REGARDLESS OF WHETHER SUCH LIABILITY ARISES FROM BREACH OF CONTRACT, TORT, OR ANY OTHER THEORY OF LIABILITY. THE AGGREGATE AMOUNT OF DAMAGES RECOVERABLE BY EITHER PARTY WITH RESPECT TO ANY AND ALL BREACHES, PERFORMANCE, NONPERFORMANCE, ACTS OR OMISSIONS HEREUNDER WILL NOT EXCEED THE CASH AMOUNTS ACTUALLY PAID TO SPARTAN BY SPONSOR UNDER THIS AGREEMENT. THE PARTIES ACKNOWLEDGE THAT ANY MONETARY VALUE ASSIGNED TO PROMOTIONAL CONSIDERATIONS PROVIDED HEREIN IS NOT INTENDED TO BE USED AS A MEASURE OF DAMAGES IN CONNECTION WITH THIS AGREEMENT. NOTWITHSTANDING THE FOREGOING, NOTHING IN THE AGREEMENT SHALL LIMIT THE LIABILITY OF THE PARTIES FOR (I) THE INDEMNIFICATION OBLIGATIONS SET OUT UNDER SECTION 9, (II) BREACHES OF CONFIDENTIALITY, (III) DEATH OR PERSONAL INJURY RESULTING FROM NEGLIGENCE, (IV) GROSS AND WILLFUL MISCONDUCT OF DIRECTORS AND OFFICES, (V) FRAUD OR FRAUDULENT MISREPRESENTATION, AND (VI) ANY OTHER LIABILITY WHICH CANNOT BE EXCLUDED BY LAW.

10. **Indemnification.** Each Party (the "Indemnifying Party") will at all times indemnify and hold the other Parties and each of their respective affiliates, owners, members, directors, shareholders, officers, employees, servants, agents, sponsors, contractors and media partners together with each of the foregoing's heirs, successors and assigns the "Indemnified Parties", harmless from and against any and all third-party claims, controversies, damages, causes of action, judgments, liens, losses, costs, fines, penalties, and liabilities including, without limitation, attorneys' fees, consulting fees, and other dispute resolution expenses (collectively "Claims and Losses") arising out of or related to: (a) any breach or alleged breach by the Indemnifying Party of any warranty, representation, covenant, obligation or agreement made by the Indemnifying Party hereunder, (b) any acts, omissions, or intentional misconduct by the Indemnifying Party (or the Indemnifying Party's employees, representatives, agents, contractors, or volunteers), (c) any use of the Indemnified Party's service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, content, or other materials supplied by or on behalf of the Indemnified Parties in a manner inconsistent with this Agreement, or (d) any claim by a third party that the Indemnifying Party's performance hereunder or the Indemnified Party's use of the Indemnifying Party's service marks, logos, trademarks, word marks, symbols, emblems, trademark designs, content or other materials infringes upon, misappropriates or otherwise violates the intellectual property rights or other proprietary rights of such third party. Notwithstanding anything herein to the contrary, Sponsor further specifically agrees to indemnify and hold Spartan and its Indemnified Parties, harmless from and against all Claims and Losses arising out of or related to (x) the exhibition or display of Sponsor

Content, Sponsor's commercial units, or other material provided by or on behalf of Sponsor and (y) Sponsor's administration of any sweepstakes or contest held in connection with this Agreement and the awarding by Sponsor, or use by any prize winner, of any prize in connection therewith. Notwithstanding anything herein to the contrary, Spartan further specifically agrees to indemnify and hold Sponsor and its Indemnified Parties, harmless from and against all Claims and Losses arising out of the negligent or willful acts or omissions of Spartan or its directors, officers, employees, contractors or agents related to any Race or Event. Each Party's indemnification obligations shall survive the expiration or early termination of this Agreement.

11. Insurance.

a. Each Party shall carry at all times during the Term and for two (2) years after the expiration of the Term:

i. Commercial General Liability Insurance with a minimum of \$1,000,000 per occurrence covering bodily injury, property damage, and personal, and advertising liability insurance, a \$500,000 limit per occurrence covering damage to rented premises, with a combined single limit of \$2,000,000 general aggregate and \$2,000,000 products and completed operations aggregate. Such policy shall be written on an occurrence basis

ii. Automobile Liability Insurance with a limit not less than \$500,000 per occurrence and covering all owned, non-owned, and hired vehicles operated by Sponsor and Spartan onsite;

iii. Statutory Workers' Compensation including employer's Liability Insurance, subject to limits of not less than \$500,000 affording coverage under the workers' compensation laws of the applicable state of operation with respect to employees operating on site at a Race; and

iv. Media Errors and Omissions Liability Insurance. If either Party is providing commercial units or other content for exhibition in connection with this Agreement, that party shall carry Media Errors and Omissions Liability Insurance with a minimum of \$2,000,000 per occurrence, including content liability;

b. Each Party shall deliver to the other Party satisfactory evidence of the aforementioned insurance coverage in form of a certificate of insurance and any policy endorsements as may be requested. Failure by a Party to request a certificate shall not be construed as waiver of the obligations outlined above. Each shall list the other as additional insured(s), and each of their respective parents, subsidiaries, affiliates, officers, directors, employees, representative and agents and the heirs, successors and assigns of each of the foregoing. To the extent permitted by law, each required insurance policy shall provide a waiver of subrogation. All required insurance will be placed with reputable carriers licensed to do business in the applicable state. Notice of cancellation will be given in accordance with policy provisions, and each will promptly notify the other of any change to its insurance program which results in non-compliance with this Agreement. Failure by a party to request a certificate shall not be construed as waiver of the obligations outlined above.

c. In the event that any required policy is cancelled, reduced, or non-renewed during the Term of this Agreement, the party shall immediately notify the other party, and the non-insured party shall suspend participation in the Race until insurance has been placed in compliance with all insurance requirements. If Sponsor's on-site exhibition includes the use of vehicles or if other mobile equipment is driven, operated, or displayed in connection with Sponsor's presence onsite, then the required Automobile and Commercial General Liability insurance shall be increased to an amount not less than \$2,000,000 per occurrence and \$5,000,000 aggregate, which may be met by any combination of primary and excess insurance policies. Spartan, in its reasonable discretion and upon written notice to Sponsor, reserves the right to increase or decrease the amount of insurance required by Sponsor or require additional coverages based on the nature of Sponsor's activities in or around each Event, or as may be required by any local venue or authority having jurisdiction over each Event. Spartan must provide Sponsor with 60 days' notice before any demand to increase or decrease the amount of insurance required by Sponsor or require additional coverages.

12. Dispute Resolution.

a. This Agreement shall be governed by and construed in accordance with the internal laws of the State of California, without regard to the conflicts of law principles thereof. The Parties shall resolve any dispute, controversy or claim arising out of or relating to the Agreement, or the breach, termination or invalidity hereof (each, a "Dispute"), under the provisions of this section 11. The procedures in this section shall be the exclusive mechanism for resolving any Dispute that may arise from time to time.

b. The Parties shall first attempt in good faith to resolve any Dispute by negotiation and consultation between themselves. In the event that such dispute is not resolved on an informal basis within fourteen days after one party provides notice to the other party of such Dispute ("Dispute Notice"), either party may, by written notice to the other party ("Escalation to Executive Notice"), refer such dispute to the executives of each party. If the executives cannot resolve any Dispute during the time period ending fourteen days after the date of the Escalation to Executive Notice (the last day of such time period, the "Mediation Escalation Date"), either party may initiate mediation.

c. The Parties may, at any time after the Mediation Escalation Date, submit the Dispute to any mutually agreed to mediation service in Placer County, California for mediation by providing the mediation service a joint, written request for mediation, setting forth the subject matter of the dispute and the relief requested. The Parties shall cooperate with the mediation service and with one another in selecting a neutral mediator and in scheduling the mediation proceedings. The Parties covenant that they will use commercially reasonable efforts in participating in the mediation. The Parties agree that the mediator's fees and expenses and the costs incidental to the mediation will be shared equally between the Parties.

d. The Parties further agree that all offers, promises, conduct and statements, whether oral or written, made in the course of the mediation by any of the Parties, their agents, employees, experts and attorneys, and by the mediator and any employees of the mediation service are confidential, privileged and inadmissible for any purpose, including impeachment, in any litigation, arbitration or other proceeding involving the Parties,

provided that evidence that is otherwise admissible or discoverable shall not be rendered inadmissible or non-discoverable as a result of its use in the mediation.

e. If the Parties cannot resolve for any reason, including but not limited to, the failure of either party to agree to enter into mediation or agree to any settlement proposed by the mediator, any Dispute within thirty days after the Mediation Escalation Date, either party may commence arbitration.

f. Except for a dispute regarding the Refund as provided in Section 4 of this Agreement, the Parties hereby agree that any arbitration will be conducted in Placer County, California pursuant to the Commercial Arbitration Rules of the American Arbitration Association by an arbitrator agreed upon by the Parties or, in the absence of such agreement, selected in accordance with such rules. The Parties acknowledge that any monetary value assigned to promotional considerations provided herein is not intended to be used as a measure of damages in connection with this Agreement. Neither the Parties nor the arbitrator shall disclose, describe, or characterize any proceeding hereunder, including, without limitation, any demand, discovery, testimony, evidence, settlement, or award therein, to any other person or entity, except as may be required in any judicial proceeding brought to enforce this paragraph or any award rendered in a proceeding hereunder. The record of any proceeding shall be sealed.

g. The prevailing party in any arbitration or other action or suit commenced to interpret or enforce this Agreement shall be entitled to an award of its reasonable attorneys' fees, expert witness fees, and costs.

13. Entire Agreement; Amendment; Conflict Assignment.

a. This Agreement constitutes the entire agreement between the Parties and supersedes all prior agreements, understandings and representations relating to the subject matter hereof, whether written or oral. All exhibits attached hereto are incorporated into this Agreement by reference. This Agreement may only be amended, modified or supplemented by a written agreement duly executed by the Parties. To the extent that any of the terms and conditions of Spartan's agreement(s) with, or related to, a Race, (the "Venue Contracts") conflict or are otherwise incompatible with the terms and conditions of this Agreement, Spartan shall uphold the terms and conditions of the applicable Venue Contracts, and such Venue Contracts' applicable terms and conditions shall supersede the conflicting terms and conditions of this Agreement without any liability owing to Sponsor.

b. This Agreement will be binding upon and inure to the benefit of the Parties and their respective successors and permitted assigns. A Party may not assign this Agreement or any part hereof or any benefit or interest therein without the prior written consent of the other Parties; provided, that (i) a Spartan may assign its rights and obligations under this Agreement to any successor to substantially all of the business of such Spartan, and (ii) a Spartan may assign its rights and obligations under this Agreement to any of its affiliates.

14. Relationship of the Parties. The relationship of the Parties under this Agreement is that of independent contractors and nothing herein or in any related document or representation shall be construed to create or imply any relationship of employment, agency, joint venture, partnership or any other relationship other than that of independent contractors. The Parties

acknowledge and agree that each is engaged in a separate and independent business and neither will state, represent or imply any interest in or control over the business of the other.

15. **Force Majeure.** A Party will not be in breach of this Agreement if any performance required under this Agreement, or the presentation or exhibition of the any Race is prevented or preempted because of an act of God, natural disaster, inclement weather, catastrophe, accident, fire, labor dispute, lockout, strike, riot or civil commotion, act of public enemy, governmental act, regulation or rule, failure of technical facilities, a day of national mourning, emergency or other circumstance or event beyond the control of such Party. If any event of the type described in the preceding sentence constitutes an Unavailable Benefit, then the provisions of Section 4 hereof shall apply.

16. **Confidentiality.** The Parties agree that the terms of this Agreement shall be kept confidential (except as may be required by law, rule or regulation of any governmental authority) and will not be disclosed to any individual or entity, except that a Party may disclose such terms as are reasonably necessary to their respective affiliates, members, lenders, officers, directors, employees, accountants, counsel and agents with a reasonable need to know such information in their representative capacities, and all persons-acting by, through, under or in concert with any of them. Spartan understands and agrees that Sponsor's board and committee meetings and agendas are public and any discussion of this Agreement including the terms and conditions herein may be disclosed in a board meeting and/or agenda in which case such disclosure shall not be a breach of the confidentiality obligations set forth herein.

17. **Remedies.** All rights and remedies of the Parties under this Agreement are cumulative, and none shall exclude any other right or remedy available at law or in equity and such rights or remedies may be exercised and enforced concurrently. The Parties may seek emergency relief (including injunctive relief) in a court of competent jurisdiction seated in Placer County, CA, without first resorting to the appointment of an arbitrator; provided, however, that no monetary relief of any kind may be sought or awarded through such proceedings except for monies that consist of the Refund as contemplated by Section 4 of this Agreement.

18. **Waiver.** The waiver of any breach of this Agreement shall not constitute a waiver of any other prior or subsequent breach of this Agreement. No waiver is effective unless made in writing and signed by the Parties. The failure of any Party hereto to insist upon strict compliance with this Agreement, or any of the terms and conditions hereof, shall not be deemed a waiver of any rights or remedies that such Party may have.

19. **Severability.** In the event that any provision of this Agreement shall be held invalid or unenforceable, such provision shall be severed and the remainder of the Agreement shall continue in full force and effect.

20. **Notices.** Unless otherwise expressly provided, any notice, request, demand, waiver or other communication required or permitted to be given under this Agreement shall be by (a) PDF with confirmation of transmission, (b) registered or certified mail, or (c) overnight courier to the receiving Party at the address set forth below:

To Spartan:

Spartan Race, Inc.
234 Congress Street, 5th Floor
Boston, MA 02110

Attn: General Counsel
Email: darrenb@spartan.com

To NLTRA: North Lake Tahoe Resort Association, Inc.
100 North Lake Blvd
Tahoe City, CA 96145
Attn: Bonnie Bavetta
Email: bonnie@gotahoenorth.com

Any Party may change the address to which notices are required to be sent by giving notice of such change in accordance with this Section to the other Parties.

21. **No Construction against Drafting Party.** The Parties and their respective counsel have had the opportunity to review this Agreement, and this Agreement will not be construed against any Party merely because any provisions of the Agreement were prepared by a particular Party.

22. **Agency Representation.** If this Agreement is executed by an agent on behalf of Sponsor ("Agency"), Agency represents and warrants that it is the duly authorized agent of Sponsor for the purposes of this Agreement and the matters contemplated hereby and that its arrangements with Sponsor specifically contemplate the placement of the Sponsorship Benefits herein. Agency and Spartan acknowledges that all Sponsorship Benefits provided hereunder are exercisable by Agency, acting as agent on behalf of its principal Sponsor. Sponsor and Agency shall be jointly and severally liable for all liabilities and obligations hereunder.

23. **Survival.** The terms of the Agreement and any exhibits and attachments that by reasonable implication contemplate continued performance, rights, or compliance beyond expiration or termination of the Agreement survive the Agreement and will continue to be enforceable.

24. **Representations and Warranties.**

a. Each Party represents and warrants to the others that it (i) is duly incorporated or organized and validly existing under the laws of its jurisdiction of incorporation or organization and it has the legal capacity to enter into this Agreement and to perform each of its obligations hereunder, (ii) has duly authorized, executed and delivered this Agreement and this Agreement constitutes a legally valid and binding obligation of it enforceable against it in accordance with its terms, and (iii) shall comply with all applicable federal, state and local laws, rules and regulations in connection with its performance hereunder.

b. Sponsor represents and warrants to Spartan that (i) the Sponsor Marks, Sponsor Content, Sponsor's commercial units, or other material provided by or on behalf of Sponsor (collectively, "Sponsor Materials"), shall not infringe upon, misappropriate or otherwise violate the intellectual property rights or other proprietary rights of Spartan or any third party, (ii) Sponsor has obtained all licenses, agreements, permits, waivers, releases, registrations, approvals, authorizations and clearances necessary in connection with the Sponsor Materials, and that such licenses, agreements, permits, waivers, releases, registrations, approvals and/or authorizations will be valid and sufficient for the performance

of its obligations hereunder and (iii) there are no additional costs, royalties, residuals, license fees, or other third party expenses associated with the use of the Sponsor Materials.

25. **Counterparts.** This Agreement may be executed in one or more counterparts, each of which will be deemed to be an original copy of this Agreement and all of which, when taken together, will be deemed to constitute one and the same agreement. Signatures of the Parties transmitted by PDF shall be deemed to be their original signatures for all purposes.

[signature page follows]

The Parties are signing this Agreement on the Effective Date stated in the introductory clause.

NORTH LAKE TAHOE RESORT ASSOCIATION, INC.

By: _____

Name: _____

Title: _____

SPARTAN RACE, INC.

By: _____

Name: Jeffrey Connor

Title: COO

EXHIBIT A
CO-MARKETING AND TRADE SUPPORT, SPONSORSHIP BENEFITS

1. **CO-MARKETING AND TRADE SUPPORT.** NLTRA agrees that it will provide to Spartan or will ensure that the applicable local Sponsor provides to Spartan, for each of the 2020, 2021 and 2022 events, at no additional cost to Spartan (unless otherwise specified below) co-marketing and trade support, as defined in this Exhibit
2. **SPONSORSHIP BENEFITS.** Spartan will provide for each Event, at no additional cost to NLTRA (unless otherwise specified below):
 - a. **Host Destination Media Rights.** Spartan shall designate NLTRA as the host of the “Spartan Race North American Championship” in applicable media and mentions, including, but not limited to:
 1. E-mail marketing of the Event to all emails recipients in Spartan’s marketing database;
 2. The Spartan Race North American Championship Race page on www.spartan.com
 3. Facebook posts promoting the Event; and
 4. Co-branded marketing collateral which promote the Event.
 - b. **Logo.** Display of destination name, as provided by Sponsor, in or around official Spartan Race North American Championship logo lock-up.
 1. Sponsor-approved logo/destination name to appear on Spartan website for the North American Championship page, marketing and advertising materials and other collateral where other World Championship sponsors receive mentions.
 - c. **Online/Social Media Promotion.**
 1. Spartan will mention, tag or incorporate Sponsor in applicable social media posts, email blasts, and blog posts relating to the Event.
 2. Spartan will collaborate with NLTRA to promote North Lake Tahoe, as well as activities located near the Event, including but not limited to:
 - i. Inclusion in Event course map
 - ii. Social media promotion; including at least:
 1. 5 destination specific posts (NLTRA must provide content)
 2. 10 likes;
 3. 10 shares;
 - iii. Distribution of travel guide(s); and

- iv. Distribution including vacation options/"things to do" in the identified regions during the week leading up to the Event and during Event weekend.
- d. **TV/Media Promotion.** Spartan will provide NLTRA with the following television benefits with the same or equal coverage to ESPN, highlighting North Lake Tahoe as the host of the Spartan Race North American Championship Series and as a travel destination. The television/media benefits may include:
 - 1. Two (2) 30-second television commercials advertisements to be aired during the ESPN broadcast of the Spartan Race North American Championship Event;
 - 2. One (1) Live Segment during the Spartan Race North American Championship Event. Segment shall be a 10-second location b-roll;
 - 3. One (1) Live Segment during Spartan Race North American Championship Event. Segment shall be a pre-show segment; and
 - 4. One (1) Live Segment during Spartan Race North American Championship Event. Segment shall feature location graphics.

If Media Partner chooses to re-air episode(s), the television commercial(s), set forth in 2(d)(1) above, aired in the original episode(s) will be included in the re-air. Segment creative shall be developed by Spartan and the Media Partner, with the goal of being naturally integrated into the respective episode theme.
- e. **Lodging Promotion:** Spartan will provide a direct link from the Spartan website to participating North Lake Tahoe lodging properties via a microsite. Links and discount codes, if any, must be provided to Spartan at least three (3) months prior to the Event.
- f. **E-mail Promotion.** A least one (1) Event-related email blast to the e-mail recipients in Spartan's Event specific marketing database to promote North Lake Tahoe, with content to be mutually approved by the parties
- g. **Post-Event Survey.** Spartan will include demographic, geographic, spending patterns and lodging questions into the post-race survey in order to gain an accurate ROI analysis of the annual Event. Sponsor will develop survey questions in coordination with Spartan and tailor subsequent annual marketing plans accordingly. Spartan agrees to provide the response data to NLTRA to such questions, however NLTRA understands and agrees that such response data shall be aggregated and anonymized in compliance with all applicable consumer protection and data privacy laws before Spartan provides the data to Sponsor. Sponsor acknowledges and agrees that Spartan shall own such data provided to Sponsor and in no instance shall Sponsor license, sell, or otherwise make such data available to any third party unless approved by Spartan in writing.
- h. **Media Wall.** Spartan will incorporate Sponsor logo and destination identifier in StepnRepeat media wall and other locations to be mutually agreed upon by the parties at least sixty (60) days out from Event.

- i. **Exhibit Space.** Spartan will grant NLTRA one 20 foot x 20 foot exhibit space in a high traffic area at the festival associated with each Event for NLTRA's use (the "Tent"). NLTRA will keep exhibit open and staffed at all times during Event hours. NLTRA acknowledges that set-up hours are on Friday between 8:00 AM - 3:00 PM. Furthermore, set up before Friday is by appointment only and set up on Saturday is prohibited. Event hours will be Saturday from 7:00 AM - 7:00 PM and Sunday from 7:00 AM - 7:00 PM, or until last racer exits the Event. Depending on the number of participants at the Event, the Event may end as early as 4pm on Sunday. Event tear down begins on the last day of the Event as soon as the last participant exits the Event. Early tear down is not allowed.
- j. **Barrier Jackets.** NLTRA shall provide a minimum of four (4) and up to eight (8) 6x3 barrier jackets banners to be installed in the festival area at the Event and/or on the race course. Content and design to be reasonably approved by Spartan. Except as otherwise provided in this Agreement, NLTRA shall be responsible for the initial production of on-site barrier jackets and comparable signage. Any changes or alterations desired by NLTRA during the Term following initial production, including, without limitation, logo or slogan changes, shall be at the sole cost and expense of NLTRA.
- k. **Race Entries.** Spartan will provide NLTRA with up to ten (10) complimentary Event race entries to use for promotional purposes. NLTRA may request more entries at anytime. The start times for such race entries shall be determined in Spartan's sole discretion. The race entries shall be provided at Spartan's sole expense; provided, that any person registering for the race using such race entries shall be responsible for the cost and purchase of the individual supplemental race insurance offered through the race registration platform.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/8/2020

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Tourism Development Committee Appointment

Action Requested:

Board approval of two additional Tourism Development Committee members, Britt Crezee and Carlynne Fajkos, effective January 2020

Background:

Due to terms ending and committee member turnover, the NLTRA did a call for applicants. At the December meeting, the Board of Directors approved the proposed applicants presented by the staff and the Tourism Development Committee. After reviewing the committee structure, it has come to our attention that the committee can accommodate up to fifteen committee members. Currently, there are ten committee members. Due to the high volume of qualified applicants, we are proposing that two additional applicants get added to Pool A, this is not only because they are qualified and would be a contribution to the committee, but with committee member turn over and attendance, we believe this would enhance the productivity of the committee.

Pool A:

One-year term, ending December 2020

Three open seats

1. Britt Crezee, Director of Marketing for Sierra Sotheby's International Realty. Britt comes with both public relations and marketing experience and over 20+ years of living in the destination. Britt has experience working with organizations including, Tahoe TV, Tahoe Quarterly and JMA Ventures. She came highly recommended by the members currently on the Tourism Development Committee.
2. Carlynne Fajkos, Owner of Tahome Marketing. Carlynne was a previous member of this committee during her employment with Northstar California. Recently, Carlynne opened her own marketing firm, Tahome Marketing. With historic knowledge of the committee, her experience in marketing and tourism, she would be an asset to the committee.
- 3.

Fiscal Impact:

None



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MEMORANDUM

Date: 1/8/2020

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Finance Committee Member Appointments for 2020

Action Requested:

Board approval of four Finance Committee members for 2020.

Background:

Finance Committee members are appointed for a one year term. It is recommended that the board reappoint the four appointed members of the current Finance Committee for another one year term. The current members are Jim Phelan, NLTRA Board Member, David Brown, CPA, Mike Salmon, Tahoe Donner Association Director of Finance, and Ramona Cruz, Tahoe City Public Utility District CFO/District Treasurer/District Accountant. Additionally, the NLTRA Treasurer serves on the committee. All members are very knowledgeable in their fields and have been valuable members of the committee. It is recommended that all four members be reappointed.

Fiscal Impact:

None



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MEMORANDUM

Date: 1/8/20

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Appointment of Election Committee

Action Requested:

Appointment of NLTRA/Chamber Election Committee and adding duties as described below.

Background:

The Bylaws require the Board of Directors to appoint an Election Committee.

Duties (as required by Bylaws)

- a. To solicit qualified candidates for nomination.
- b. To give notice of the election.
- c. To conduct the election.
- d. To appoint an impartial party as inspector of election to tally the ballots and announce the results to the Board.

Staff recommends requesting the Committee to add these duties:

- e. To review the election results and make recommendations to the Board on desired business type and geographic diversity for the appointed seats.
- f. To solicit qualified candidates for the appointed seats.

Committee make-up

- 3-7 members
- At least one current member of the Board (not up for election)
- At least one member not currently serving on the Board (and not running for election).

The Executive Committee is discussing nominations and will bring recommendations to the board meeting.

Fiscal Impact:

There is no fiscal impact resulting from this action.



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MEMORANDUM

Date: 1/8/2020

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: CAP Committee Project Recommendations 2019/20

Action Requested:

No action requested. Informational purpose.

Background:

The CAP Committee received 19 proposals for FY 19/20 funding totaling \$7.2 million. The projects were diverse and were submitted by many entities including special districts, county, and nonprofit organizations. Projects were reviewed to ensure they fit the Tourism Master Plan direction. Fourteen projects totaling \$6,449,553.74 were ultimately presented to the CAP committee for consideration. At that time \$3,800,000 in CAP 19/20 funding was available. Applicants were asked to review their projects prior to presenting to the committee to consider a lower level of finding than originally requested due to the large discrepancy between funds requested and funds available. The revised requests for these projects totaled \$4,583,574.02. Interviews were held on December 10th with all applicants, and committee members completed ranking sheets for each project. The committee then met on December 12th to deliberate on the projects and form a recommendation for funding to present to the County Board of Supervisors. Prior to deliberation, a \$1,000,000 grant to the Squaw Valley Public Service District (purchase of land in the Valley) from a prior funding period was returned to the fund. One proposed project was not funded and the remaining 13 projects were approved for recommendation to the BOS. The projects being recommended totaled \$4,463,537 in funding, leaving a balance of \$336,463 in CAP funds. The list of projects and their recommended funding levels is attached.

Attachment:

FY 19-20 Fall Ranking Sheet Results

FY 19-20 Fall Ranking Sheet Results							
Ranking Number	Applicant	Project Name	Accumulative Project Ranking Total	Project Average	Original Request	Grant Request	TOT Funds Recommended by CAP Committee
1	Placer County DPW	Resort Triangle Trail System Projects	1843	142	\$ 2,000,000.00	\$ 1,600,000.00	\$ 1,600,000.00
2	NCSD	Martis Valley Trail	1754	146	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00
3	Truckee Trails Foundation	North Tahoe Recreational Signage and Trailhead Improvements	1719	132	\$ 202,856.46	\$ 202,856.46	\$ 202,856.46
4	TDLT	Donner Lake Rim Trail/Memorial Overland Emigrant Trail	1609	124	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00
5	DSA	Trail and History Hub at Donner Summit Phase II	1589	132	\$ 136,882.00	\$ 136,882.00	\$ 136,882.00
6	Placer County DPW	North Tahoe Recreation Access Plan	1517	117	\$ 51,198.54	\$ 51,198.54	\$ 51,198.54
7	NTPUD	North Tahoe Regional Park Sports Facilities Enhancement & Expansion (reduced budget)	1388	116	\$ 2,136,254.00	\$ 700,000.00	\$ 825,000.00
8	TRAF	The Stages at Northstar	1233	95	\$ 535,000.00	\$ 535,000.00	\$ 535,000.00
9	TCPUD	Kilner Park Master Plan	1224	94	\$ 50,000.00	\$ 50,000.00	\$ 50,000.00
10	SVSMF	Project SNOW - Phase 2020	1209	93	\$ 225,000.00	\$ 225,000.00	\$ 225,000.00
11	TCDA	Tahoe City Community Tree	1202	100	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00
12	UC Davis	Lake Tahoe in Depth Touchscreen Exhibit Upgrades	1168	90	\$ 250,478.00	\$ 250,478.00	\$ -
13	Clean Up Cayes	Clean Up the Lake - 72 Mile Clean Up (reduced budget)	1164	90	\$ 65,784.74	\$ 36,059.02	\$ 41,500.00
14	NTBA/TPA	Kings Beach Murals Projects	1077	83	\$ 30,100.00	\$ 30,100.00	\$ 30,100.00
Total Grant Requests					\$ 6,449,553.74	\$ 4,583,574.02	
TOT Funds Available to be Allocated					\$ 3,800,000.00		
SVPSD return of funds***					\$ 1,000,000.00		
Total TOT Fund Recommend by CAP Committee						\$ 4,463,537.00	
Remaining TOT Funds						\$ 336,463.00	

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1372 Units ('DestiMetrics Census'**) and 42.47% of 3229 total units in the North Lake Tahoe destination ('Destination Census'**)

Last Month Performance: Current YTD vs. Previous YTD		2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Nov) changed by (-11.6%)	Occupancy (Nov) :	36.2%	41.0%	-11.6%
North Lake Tahoe ADR for last month (Nov) changed by (2.8%)	ADR (Nov) :	\$ 243	\$ 237	2.8%
North Lake Tahoe RevPAR for last month (Nov) changed by (-9.1%)	RevPAR (Nov) :	\$ 88	\$ 97	-9.1%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Dec) changed by (-12.5%)	Occupancy (Dec) :	35.0%	40.1%	-12.5%
North Lake Tahoe ADR for next month (Dec) changed by (15.6%)	ADR (Dec) :	\$ 513	\$ 444	15.6%
North Lake Tahoe RevPAR for next month (Dec) changed by (1.2%)	RevPAR (Dec) :	\$ 180	\$ 178	1.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-5.3%)	Occupancy	52.8%	55.8%	-5.3%
North Lake Tahoe ADR for the past 6 months changed by (3.3%)	ADR	\$ 346	\$ 335	3.3%
North Lake Tahoe RevPAR for the past 6 months changed by (-2.2%)	RevPAR	\$ 183	\$ 187	-2.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-14.0%)	Occupancy	18.6%	21.7%	-14.0%
North Lake Tahoe ADR for the future 6 months changed by (16.5%)	ADR	\$ 422	\$ 363	16.5%
North Lake Tahoe RevPAR for the future 6 months changed by (0.1%)	RevPAR	\$ 79	\$ 79	0.1%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Nov 30, 2019 vs. Previous Year				
Rooms Booked during last month (Nov,19) compared to Rooms Booked during the same period last year (Nov,18) for all arrival dates has changed by (-23.2%)	Booking Pace (Nov)	5.7%	7.4%	-23.2%

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

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report November 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/19:	\$3,430,172	\$2,001,617	71%
Forecasted Commission for this Revenue:	\$41,920	\$35,672	18%
Number of Room Nights:	16,238	11091	46%
Number of Delegates:	7989	8436	-5%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>November-19</u>	<u>November-18</u>	
<u>Number of Groups Booked:</u>	9	3	
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,		
Booked Group Types:	1 TA	3 Corp.	
Lost Business, # of Groups:	40	9	344%

<u>Arrived in the month</u>	<u>November-19</u>	<u>*Est.</u>	<u>November-18</u>	
Number of Groups:	2		2	
Revenue Arrived:	\$66,659		\$236,962	-72%
Room Nights:	380		1473	-74%
Number of Delegates:	447		470	-5%
			1 Corp. 1	
Arrived Group Types:	2 Corp.		Assoc.	

<u>Monthly Detail/Activity</u>	<u>October-19</u>	<u>October-18</u>	
<u>Number of Groups Booked:</u>	7	3	
Revenue Booked:	\$580,148	\$226,569	156%
Room Nights:	1106	952	16%
Number of Delegates:	3212	335	859%
	3 Corp., 4	1 Corp., 2	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	48	21	129%

<u>Arrived in the month</u>	<u>October-19</u>	<u>*Est.</u>	<u>October-18</u>	
Number of Groups:	4		4	
Revenue Arrived:	\$166,169		\$183,995	-10%
Room Nights:	825		1071	-23%
Number of Delegates:	365		500	-27%
	3 Corp., 1		2 Assoc., 1	
Arrived Group Types:	Assoc.		SMF, 1 Corp.	

Monthly Detail/Activity	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$233,431	\$124,184	88%
Room Nights:	1190	586	103%
Number of Delegates:	705	190	271%
	4 Corp., 1 Non-Profit	2 Corp., 1 SMF, 1 Seminar	
Booked Group Types:			
Lost Business, # of Groups:	6	21	-71%
<u>Arrived in the month</u>	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups:</u>	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
Arrived Group Types:			
	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
Arrived Group Types:			
Monthly Detail/Activity	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$200,159	\$248,395	-19%
Projected Commission:	\$0	\$66	
Room Nights:	987	1147	-14%
Number of Delegates:	433	307	41%
	4 Corp., 1 Assoc.	3 Corp., 1 SMF	
Booked Group Types:			
Lost Business, # of Groups:	35	14	150%
<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups:</u>	10	8	
Revenue Arrived:	\$881,024	\$154,661	470%
Projected Commission:	\$2,524	\$66	
Room Nights:	3338	876	281%
Number of Delegates:	3293	374	780%
	9 Corp., 1 Assoc.	5 Corp., 1 Assoc., 2 SMF	
Arrived Group Types:			
Monthly Detail/Activity	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	6	6	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
Booked Group Types:	3 Corp, 2 SMF,	5 Corp, 1	
Lost Business, # of Groups:	28	4	600%

<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$219,964	\$141,134	56%
Projected Commission:	\$7,979	\$0	
Room Nights:	837	714	17%
Number of Delegates:	290	13670	-98%
	2 Corp, 2		
	Assoc, 2 SMF,	2 SMF, 2	
Arrived Group Types:	2 Non-Profit	Assoc.	
	<u>Current Numbers</u>	<u>Goals</u>	
For 2020/21:	\$1,252,795	\$750,000	
For 2021/22:	\$394,612	\$500,000	

NUMBER OF LEADS Generated as of 11/30/19:	143
YTD 11/30/18:	152
YTD 11/30/17:	123

Total Number of Leads Generated in Previous Years:

2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



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

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

PR Highlights

- Media Placements: 164 (17 were secured by TAA; 147 were a result of PR Wire for the What's New winter press release)
 - (coverage book: <https://coveragebook.com/b/d55444ae>)
- Publication Highlights: Southwest: The Magazine, Visit California, The Mercury News, TravelPulse, STRUNG Magazine, San Francisco Chronicle, Thrillist
- Pending Placements (MCC specific): Cvent - *Eco-Friendly Spaces in NLT*; Meetings Today - *Top NLT Venues for Meetings*; Tahoe Film Fest placements as a result of dedicated event outreach
- Total Impressions: 48,135,147
- Media FAM Update:
 - Domestic:
 - Deanne Revel + Rachael Jones (Travel Channel): Nov. 1-4 (itinerary focus: discovering North Lake Tahoe's "Secret Season," - unique Tahoe secrets and unique secret season spots
 - Coordinating two December FAMs: Mountain Living Magazine, Paste Magazine
 - International:
 - Hosted HelloWorld TV, Australia with Travel Nevada. North Lake Tahoe will be featured in an independent segment on the HelloWorld Travel show and will be teased on Channel 7 news. Expected to run February - April 2020
- Media Desksides:
 - Planning for January 2020: TravMedia's International Media Marketplace, NYC. Desksides will be added, targeting key travel national publications
 - Spring 2020: Houston, Dallas, Austin
- Content:
 - What's New Winter Press Release
 - Visit California monthly content submission (resulted in Wolfdales mention)
- Influencers: reviewing options for spring

Blog & Newsletter Content Review

- Nov. Themes: Shopping, Winter Celebration/Preview, Holiday Planning, Learn to Ski & Ride
- One (1) Newsletter Posted
 - Winter is Coming to NLT - Are You Ready?
- Two (2) Blogs Posted
 - Looking Forward to Winter in NLT
 - Shop 'til You Drop: Where to go for Holiday Shopping in NLT

Social Media Update

- Monthly Impressions: 5.2M (31% increase from previous month), Monthly Engagements: 111.6k (20% increase from previous month)
- Total followers increased by 0.5% from the previous month, with Instagram seeing the highest growth with a 1.4% increase. Overall engagements are up 20% with Facebook engagements in particular up 50% .
- In November, @tahoenorth received more engagements (69.5k) than both @tahoesouth (38.2k) and @visitmammoth (62.1k). Additionally, Tahoe North has the largest following of both of our competitors.
- Social Media Growth:
 - Facebook: 68 Fans, Instagram: 1,028 Followers, Twitter: 116 Followers
- Friendsgiving Contest - Ran in Nov., gift card to restaurant of choice
 - 36K Impressions, 1,049 Engagements, 227 Entries, 388 New Followers
 - Performed better on Instagram
- Top post on Facebook and Instagram were images from a snowstorm on 11/21

Paid Media Update

- Overall, the MCC and Consumer campaigns showed a significant increase in sessions in comparison with November 2018, nearly quadrupling the amount. The two campaigns generated 6.3M impressions, which resulted in 28K clicks and 20K sessions, as well as 2.8K TOS conversions and over 300 Book Now conversions.
- Consumer
 - 6.25M Impressions, 19.7K Website Visits, 2.8K Time on Site Conversions, \$42.5K Spend
 - Website sessions from the paid campaign are up month over month, with sessions being 5x the amount of sessions from November last year.
 - Users from Paid Search ads continue to outperform most media channels. These users viewed the most pages and had the lowest bounce rate (63%).
 - Consumers from the email campaigns also performed at high levels providing the highest session duration (1:07) and a low bounce rate (66%).
 - The Consumer campaign ran creative for the fall and winter campaigns throughout November.
 - As we moved from summer, fall and into the winter, click through rate have steadily increased.
 - Click through rates have more than quadrupled when compared to November of last year due to optimizations, whitelisting (identify preferred sites for ads to appear on) and creative.
 - The General creative provided the most TOS and Book Now conversions, plus the highest CTR (.26%).
 - In regards to paid search, as we moved from fall to winter campaigns, we saw a significant increase in TOS conversions (125 for winter compared to 18 for fall). Adjusting to the winter message with the lack of early snowfall proved successful.
- MCC
 - 75.8K Impressions, 396 Website Visits, 18 Time on Site Conversions, \$1.4K Spend
 - Users from Paid Search ads spent the most time on site (:53).
 - Overall website sessions are beginning to return to higher levels as we continue to optimize the social placements.
 - In our third month of running search, cost per TOS conversion has lowered significantly in comparison with last month. (Oct: \$61 vs. Nov: \$24)

Upcoming Sponsored Events

- [2020 Alpenglouw Mountain Festival](#) | February 15 - 23 | North Lake Tahoe
- [2020 Snowfest!](#) | February 28 - March 10 | North Lake Tahoe
- [2020 Homewood - Pride Ride](#) | March 28-29 | Homewood Resort

- [2020 Wild and Scenic Film Fest](#) | April 17-18 | Tahoe City, Tap Haus

Leisure Sales Efforts

- Sales Missions
 - Travel Nevada Global TOURism Summit in Las Vegas, NV. Individual tour operator meetings and international media meetings were conducted
 - Southern California Receptive Tour Operator Sales Calls with the RSCVA
- Site Visits conducted with Expedia
- Site Visits conducted for the Tourism Cares Conference
- New Marketing Campaign: TravelZoo
 - launching in December to drive bookings to their 20K membership database
- International Representation Highlights
 - Germany, Austria, Switzerland:
 - (7) key meetings conducted with CRD, America Unlimited, Faszination Fernweh, Fairflight Touristik, CANUSA, Visit USA Switzerland and MESO Reisen
 - MSI attended the following events: MESO Reisen Informational Event with 103 agents/clients
 - Attended the Reiselust Bremen/America Unlimited Tradeshow
 - Germany, Austria, Switzerland:
 - (4) key meetings held with Huntington Travel, New Wave Travel, Voyages, and Vision Canada
 - Completed a follow up survey to the Air Canada FAM
 - UK/Ireland Update:
 - (30) agents trained at Flight Centre, Gold Medal, Kenwood Travel & Travel Counsellors Liverpool Takeover Day
 - (3) Meetings conducted with American Sky, Lime Management, Vacations to America
 - Key Events: our Black Diamond team attended the British Travel Awards and the California Live event on our behalf. In addition, the Black Diamond team attended the Major Travel Agency office launch, the Travel Counselors Conference, and World Travel Market (WTM).
 - Australia October Update
 - (8) Meetings conducted with: Adventure World, United Airlines, Visit USA, Infinity Holidays, Flight Centre, etc.
 - (16) agents trained
 - In-market rep, Penny Brand hosted Thanksgiving with California with multiple CA sponsors, including North Lake Tahoe

Conference Sales Efforts

- (7) Groups turn definite in November with an estimated \$281,411 in estimated revenue
- (18) RFPs went out to local properties
- Trade shows/sales missions attended:
 - Attended Connect Georgia and conducted over 20 meetings resulting in 5 RFPs
- Site Visits
 - Hosted (3) site visits for the following:
 - American Society of Mechanical Engineers
 - Johnson Controls
 - Herff Travel/Ben Keith Foods
- Chicago Updates:
 - Conducted 25 client meetings
 - Attended the PCMA Signature Event and MPI Signature Luncheon



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North Lake Tahoe Visitor Information Center Visitor Report: December 2019

VISITORS SERVED:

November 2019

Total TC Walk-ins: 3,345
Total Phone Calls: 394
Events: 0
Total 3,740

December 2018

Total TC Walk-ins: 2,161
Total Phone Calls: 167
Events: 75
Total 2,403

December 2019

Total TC Walk-ins: 3,191
Total Phone Calls: 325
Events: 20
Total 3,536

REFERRALS GIVEN TO VISITORS:

Restaurants 289	Lodging 53	Historic / Museum 82	Events 26
Tours 16	Surrounding Towns (SLT / Truckee) 35	Shopping 49	Transportation 23
Services 289	Activities Mountain / Trails 299	Activities / Lake 41	Maps / Directions 494

TOTAL: 1,696 = 57 referrals per day

Visitor Surveys Gathered: 13 in December with total of 385 since Sept 2018

Guest Book Signatures: 34

- Domestic Visitation top states CA, FL, TX, NV, WA
- International visitation included Ireland, Tanzania, Singapore
- Comments: Love the fresh air, Awesome place, Kym was great, great resource, great guys-thank you

December 2019 Highlights

- Partnered with USFS to sell 150 Christmas Tree Permits
- Artist Reception for Ernie Brassard and Maureen Millican
- Added information table about TBID and chamber events
- Added new area for "Fun Fireside Reading" with entertaining reads in the cabin for wintery days or night
- The Visitor Center Conference room was used by 2 community groups this month



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North Lake Tahoe Resort Association/Chamber of Commerce Board Report: November 2019

Communications Update

A formal creative campaign was developed in November to further educate the business community in Eastern Placer County about fundamentals of NLTRA's proposed TBID. The campaign scope includes digital and direct mail components, highly targeted to the TBID assessment industries (retail, activity provider, lodging, F&B). Campaign elements include:

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

Deployment of these items is based on final approval of the Management District Plan. All elements will go through legal council for approval to ensure materials are educational vs. advocacy. Two advocacy pieces were paid for by the Chamber of Commerce (TBID Postcard and Testimonials). Educational materials are funded by Placer County.

Additional Communications & Public Relations Projects:

- Presented low-snow PR strategy to IVCB Board of Directors on Nov. 20.
- The 2019/20 Winter Visitor Guide was distributed to various regional locations on Nov. 22.
- Review and approval of the What's New Winter Press Release, shared across PR Wire, resulted in 147 placements.
- Met in-market journalists from the Travel Channel to promote North Lake Tahoe's secret season.
- Followed up with Seattle-based media for future story placements in Alaska Airlines Magazine, Beyond. A pending placement was secured in the March print issue.
- Planning and Promotion of the NLT PR Summit, featuring presentations by Visit California, TravelNevada, NLTRA and The Abbi Agency (date: Dec. 12).
- Assisted with promotion of the Tahoe Film Festival and worked with TAA on Paste Magazine itinerary (in-market journalist to cover the festival Dec. 5-8).
- Completed itinerary and hosting logistics for Mountain Living Magazine on behalf of the NLT Marketing Coop (in-market journalist Dec. 6-8 to cover lakeside and mountainside experiences, pending placement in the spring print issue and digital newsletter).

NLTRA Newsletter:

- Breakfast Club Promotional Email: Nov. 1 (30% open rate)
- Business Training Promotional Email: Nov. 11 (27% open rate)
- Member to Member Advertising: Nov. 20 (28% open rate)
- Dedicated Member Advertising: Candy Cane Express; Truckee Tahoe Leadership

Social Media:

November posts highlighted local business trainings, NLTRA sponsored events and programs, Member events and anniversaries, and recent press coverage.

Chamber of Commerce Updates, Events & Partnerships

- First Tuesday Breakfast Club was themed around *What's New Winter* and featured regional ski resorts (11 of the 12 NLT area resorts were represented); Liz Bowling presented on behalf of Visit California and Amber Burke presented on behalf of the NLT Marketing Coop. 74 people were in attendance.
- To assist Chamber Members and the local business community with their media buying strategies, the Chamber of Commerce, in conjunction with Sierra Small Business Development Center, hosted a training workshop on Wed., Nov 13 from 8:30 a.m. to 10 a.m. at Tahoe City PUD: *Effective Marketing & Advertising Strategies*. The training was filmed by Tahoe Truckee Television so attendees have access to information post-seminar. A total of 14 people attended the training, which was led by Christie Osborne of Mountainside Media, a Mammoth based marketing company. The training resulted in \$340 for the Chamber.
- Attended TCDA Board Meeting on Nov. 20 and presented updates on the TBID; Rob Kautz attended NTBA Board Meeting and presented a visioning document prepared with input from Cindy Gustafson and Alex Mourelatos.
- A Chamber Mixer was held on Nov. 21 at the Tahoe City Winter Sports Park and Café Zenon. 16 Chamber Members were in attendance.
- Sponsorship and involvement opportunities are available for the 66th Annual Community Awards Dinner; save the date for Thursday, April 23 at Olympic Village Lodge in Squaw Valley. Award nominations will be promoted in January.
Suggested Board participation:
 - Purchase tickets to the event
 - Donate a bottle of wine for the wine pull
 - Nominate a volunteer or employee
 - Raffle Tickets – each Board Member will be asked to purchase/sell 10 raffle tickets
 - Sponsorship (various categories/levels)
 - Promote via social media
 - Donate an item to the Silent Auction

Looking Ahead

- First Tuesday Breakfast Club: Jan. 7, 2020 at Granlibakken Tahoe Resort
- Development of the 2020 Chamber Calendar is underway, stay tuned for training dates, mixers and more at the February BOD meeting
- 66th Annual Community Awards: Thursday, Apr.23 @ Olympic Village Lodge in Squaw Valley

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

November 30, 2019

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of November 30, 2019

Accrual Basis

	Nov 30, 19	Nov 30, 18	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	244,962	467,469	(222,507)	(48%)	363,031
Total Checking/Savings	244,962	467,469	(222,507)	(48%)	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	91,125	7,816	83,309	1,066%	10,196
Total Accounts Receivable	91,125	7,816	83,309	1,066%	10,196
Other Current Assets					
1300 · Reimbursements Receivable	0	166	(166)	(100%)	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Total Other Current Assets	3,325	266	3,059	1,150%	4,462
Total Current Assets	339,412	475,551	(136,139)	(29%)	377,689
Other Assets					
1400-00 · Prepaid Expenses	37,812	34,346	3,466	10%	12,340
Total Other Assets	37,812	34,346	3,466	10%	12,340
TOTAL ASSETS	377,224	509,897	(132,673)	(26%)	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	172,897	79,845	93,052	117%	365,187
Total Accounts Payable	172,897	79,845	93,052	117%	365,187
Total Current Liabilities	172,897	79,845	93,052	117%	365,187
Total Liabilities	172,897	79,845	93,052	117%	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	179,486	240,619	(61,133)	(25%)	(164,591)
Total Equity	204,328	430,052	(225,724)	(52%)	24,842
TOTAL LIABILITIES & EQUITY	377,225	509,897	(132,672)	(26%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2019

	Nov 19	Budget	Jul - Nov 19	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,705	79,705	499,173	499,173	942,000
4001-00 · NLTRA Funding	89,141	89,141	487,145	487,145	1,503,362
4004-00 · IVCBVB Entertainment	0	0	2,000	2,000	8,000
Total Income	168,846	168,846	988,318	988,318	2,453,362
Gross Profit	168,846	168,846	988,318	988,318	2,453,362
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0	0	5,104	10,320	16,720
5002-01 · Native Display	0	6,000	0	27,000	68,000
5004-00 · Trip Advisor	3,480	8,333	14,655	41,665	100,000
5005-00 · Paid Social	9,841	10,108	43,308	36,238	139,000
5005-01 · Digital Display	19,096	8,000	65,503	33,000	85,000
5005-02 · Retargeting Video	0	2,500	12,473	12,500	30,000
5007-00 · Creative Production	19,740	13,250	104,255	66,250	158,219
5010-00 · Account Strategy & Management	7,000	7,000	35,000	35,000	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	10,000	10,000	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	6,000	6,000	14,400
5013-00 · Outdoor	0	0	0	0	115,000
5015-00 · Video	0	5,000	4,373	12,500	35,000
5017-00 · Rich Media	6,872	12,500	6,872	12,500	50,000
5018-00 · Media Commission	5,521	6,867	22,606	25,919	103,607
5018-01 · Digital Ad Serving	264	504	893	2,520	6,050
5020-00 · Search Engine Marketing	3,139	5,000	17,502	25,000	60,000
5022-00 · Email	0	0	10,626	14,000	35,000
5025-00 · Expedia	0	0	0	0	20,000
5026-00 · Consumer Research	0	0	0	750	750
5027-00 · Consumer Retargeting Video	0	1,250	0	6,250	15,000
5028-00 · High Impact Media	0	4,000	0	17,000	45,000
Total 5000-00 · CONSUMER MARKETING	78,153	93,512	359,170	394,412	1,204,746
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0	1,000	2,565	3,000	6,000
5112-00 · Training / Sales Calls	1,823	2,000	3,473	2,500	6,500
5113-00 · Additional Opportunities	692	0	2,946	1,750	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	685	1,200	2,125	4,450	6,450
5131-00 · FAMS -Intl - Travel Trade	0	0	2,684	2,000	10,500
5132-00 · FAMS -Intl - Media	0	0	35	0	0
5133-00 · Ski-Tops	0	0	0	845	845
5134-00 · Intl Marketing - Additional Opp	0	0	4,527	2,750	11,000
5136-00 · Tour Operator Brochure Support	0	0	2,000	2,000	2,000
5137-00 · Co-op Opportunities	0	0	800	5,000	15,000
5141-00 · Australian Sales Mission	0	0	0	0	6,550
5142-00 · UK Sales Mission	0	0	2,177	3,000	3,000
5143-00 · Mountain Travel Symposium	0	0	510	0	1,500
5144-00 · IPW - POW WOW	0	0	(600)	0	11,000
5145-00 · TIA Annual Dues	2,695	0	2,695	0	2,650
5146-00 · UK / Black Diamond	2,500	0	12,500	15,500	31,000
5147-00 · AUS / Gate 7	0	0	15,850	15,850	31,700
5149-00 · Mexico Program	0	6,500	1,607	6,500	6,500
5150-00 · China Program	0	0	154	3,500	3,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	1,069	0	6,409	6,000	6,000
5154-00 · Canada - Other	1,408	0	6,860	13,500	26,000
Total 5154-00 · Canada	2,476	0	13,269	19,500	32,000
5155-00 · California Star Program	0	0	0	3,500	3,500
5156-00 · German Trade Representation	1,583	0	4,912	10,500	23,000
Total 5110-00 · LEISURE SALES	12,455	10,700	74,229	102,145	222,695
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	11,000	11,000	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	25,000	25,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	10,000	10,000	24,000
5202-01 · Rich Content Development	0	0	4,675	11,000	22,000
5204-00 · Media Mission(s)	1,156	0	3,963	5,300	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	2,500	2,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	1,500	1,500	3,600
5208-00 · International Travel Media FAMS	1,000	1,700	2,949	6,800	13,600
5208-01 · Int'l FAM Hard Cost	280	1,500	1,581	6,000	12,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2019

	Nov 19	Budget	Jul - Nov 19	YTD Budget	Annual Budget
5208-02 • Int'l Media Retainer	300	300	1,500	1,500	3,600
5209-00 • Domestic Travel Media FAMS	3,060	3,500	6,748	17,500	38,500
5210-00 • Content Dev - Newsletters	1,800	1,800	9,000	9,000	21,600
5211-00 • Social Media Strategy & Mgmt	4,000	4,000	20,000	20,000	48,000
5212-00 • Social Giveaways & Contests	1,100	3,500	1,154	4,600	9,200
5213-00 • Facebook Live	0	1,620	1,000	3,240	6,480
5214-00 • Social Takeover	0	8,000	7,952	8,000	16,000
Total 5200-00 • PUBLIC RELATIONS	22,696	35,920	110,521	142,940	321,580
6000-00 • CONFERENCE SALES					
6002-00 • Destination Print	7,020	0	9,520	23,850	23,850
6003-00 • Geo-Fence Targeting	0	0	0	2,500	2,500
6004-00 • Email	0	850	850	2,550	7,650
6005-00 • Paid Media	1,250	833	3,771	4,165	10,000
6006-00 • CVENT	0	0	11,167	13,500	13,500
6007-00 • Creative Production	905	2,000	9,131	15,000	30,000
6008-00 • Conference PR / Social Outreach	1,000	1,000	5,000	5,000	12,000
6016-00 • MCC Search Engine Marketing	120		565		
6018-00 • MCC Media Commission	1,007	330	3,105	6,661	8,861
6019-00 • Conference Direct Partnership	0	0	0	5,000	5,000
6128-00 • HelmsBriscoe Strategic Partner	583	0	2,833	6,000	6,000
6152-00 • Client Events / Opportunities	555	0	4,506	3,000	15,000
6153-00 • Chicago Sales Rep Support	718	0	113	1,500	10,000
Total 6000-00 • CONFERENCE SALES	13,158	5,013	50,562	88,726	144,361
6100-00 • TRADE SHOWS					
6111-00 • Site Inspections	468	450	1,890	3,450	7,000
6116-00 • CalSAE Seasonal Spectacular	128	0	1,408	5,250	4,250
6118-00 • ASAE Annual	452	0	6,036	6,000	6,000
6120-00 • AFW Client Event	0	0	0	2,500	2,500
6120-01 • Sac River Cats Client Event	0	0	1,187	2,500	2,500
6127-00 • CalSAE Annual	0	5,000	0	5,000	6,700
6143-00 • Connect Marketplace	0	0	3,815	11,000	11,000
6144-00 • ASAE XDP	0	2,500	0	2,500	4,000
6151-00 • Destination CA	0	0	0	0	1,500
6154-00 • HelmsBriscoe ABC	0	0	0	0	6,500
6156-00 • Connect California	0	0	0	3,750	5,250
6156-02 • Connect Chicago	0	0	0	3,750	4,250
6156-04 • Connect Georgia	1,983	1,500	5,733	5,250	5,250
6157-00 • HPN Partner Conference	0	0	4,299	3,195	3,195
6160-00 • AllThingsMeetings Silicon Valley	0	0	511	1,000	1,000
6160-01 • AllThingsMeetings East Bay	0	1,000	0	1,625	1,625
6161-00 • Connect Southwest	235	0	235	3,750	5,250
6162-00 • Connect Tech & Medical	0	0	1,049	5,250	5,250
6163-00 • Connect Financial	0	0	0	3,750	5,250
6164-00 • Connect Mountain Incentive	0	0	0	3,750	5,250
6165-00 • Bay Area Client Appreciation	0	0	(1,000)	0	5,000
6167-00 • Nor Cal DMO	489	0	489	0	0
6168-00 • Sacramento/Roseville TopGolf	0	0	0	2,500	2,500
6169-00 • Prestige Meetings SF	0	1,500	0	2,395	2,395
6171-00 • Outdoor Retailer	0	0	0	0	600
6172-00 • Prestige Meetings Seattle	0	0	0	0	2,595
Total 6100-00 • TRADE SHOWS	3,755	11,950	25,653	78,165	106,610
6106-00 • CalSAE Seasonal Spectacular	(11)		(11)		
7000-00 • COMMITTED & ADMIN EXPENSES					
5008-00 • Cooperative Programs	13,750	0	24,872	12,500	50,000
5009-00 • Fulfillment / Mail	212	1,000	8,060	5,000	12,000
5021-00 • RASC-Reno Air Service Corp	0	0	50,000	50,000	100,000
5122-00 • SSMC Shipping - Sierra Ski Mkt	0		5		
5123-00 • HSVC - High Sierra Visitors	167	0	833	2,000	2,000
7001-00 • Miscellaneous	0	0	253	0	0
7002-00 • CRM Subscription	1,111	833	4,167	4,165	9,996
7003-00 • IVCBVB Entertainment Fund	648	0	1,560	2,000	8,000
7004-00 • Research	422	0	26,108	0	24,000
7005-00 • Film Festival	0	0	15,000	15,000	15,000
7006-00 • Special Events	0	0	0	0	30,000
7007-00 • Destimetrics / DMX	0	0	0	16,676	33,352
7008-00 • Opportunistic Funds	751	0	28,967	25,000	50,000
7009-00 • Tahoe Cam Usage	0	177	0	885	2,124
7010-00 • Photo Management & Storage	0	592	0	2,960	7,104
7011-00 • TrendKite PR Software	357	333	1,429	1,665	3,996
8700-00 • Automobile Expense*	491	400	2,307	2,000	4,800
7000-00 • COMMITTED & ADMIN EXPENSES - Other	0	0	160	0	0

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2019

	Nov 19	Budget	Jul - Nov 19	YTD Budget	Annual Budget
Total 7000-00 · COMMITTED & ADMIN EXPENSES	17,909	3,335	163,720	139,851	352,372
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250	4,250	21,250	21,250	51,000
8003-00 · Website Hosting Maintenance	0	4,166	3,738	20,830	50,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,250	8,416	24,988	42,080	101,000
Total Expense	152,364	168,846	808,832	988,319	2,453,364
Net Income	16,482	0	179,486	(1)	(2)



north lake tahoe
Chamber / CVB / Resort Association

Aging by Revenue Item

As of 11/30/2019

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
101-200 Employees Membership Dues			\$0.00	\$940.00	\$0.00	\$0.00	\$0.00	\$0.00	\$940.00
11-20 Employees Membership Dues			\$0.00	\$335.00	\$0.00	\$0.00	\$335.00	\$0.00	\$670.00
1-5 Employees Membership Dues			\$1,995.00	\$285.00	\$570.00	\$0.00	\$1,425.00	\$3,135.00	\$7,410.00
21-50 Employees Membership Dues			\$3,075.00	\$0.00	\$520.00	\$0.00	\$0.00	\$1,040.00	\$4,635.00
50-100 Employees Membership Dues			\$1,450.00	\$0.00	\$0.00	\$0.00	\$0.00	\$470.00	\$1,920.00
6-10 Employees Membership Dues			\$315.00	\$25.00	\$315.00	\$0.00	\$0.00	\$630.00	\$1,285.00
Member dues prior FY Totals:			\$0.00	\$275.00	\$0.00	\$0.00	\$0.00	\$0.00	\$275.00
Non-Profit Membership Dues Totals:			\$0.00	\$165.00	\$0.00	\$0.00	\$330.00	\$330.00	\$825.00
1201-01 Member AR Membership			\$6,835.00	\$2,025.00	\$1,405.00	\$0.00	\$2,090.00	\$5,605.00	\$17,960.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Community Awards Ticket Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$180.00	\$180.00
Eblast Totals:			\$235.00	\$0.00	\$0.00	\$345.00	\$0.00	\$80.00	\$660.00
Employee of the Year Award Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$65.00	\$65.00
Tahoe LOVE Stickers Totals:			\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$200.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
1201-03 Member Accounts Receivable			\$235.00	\$0.00	\$0.00	\$545.00	\$0.00	\$490.00	\$1,270.00
GRAND TOTALS			\$7,070.00	\$2,025.00	\$1,405.00	\$545.00	\$2,090.00	\$6,095.00	\$19,230.00

KEY METRICS FOR November 30, 2019 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru October 2019)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,483	\$ 12,603,558
2015 - 2016	4,872,923	3,874,544	5,436,080	2,349,584	\$ 16,533,131
2016 - 2017	5,504,750	3,319,046	6,165,635	3,361,008	\$ 18,350,439
2017 - 2018	6,280,057	3,456,462	5,639,664	3,199,746	\$ 18,575,929
2018 - 2019	7,067,783	4,032,538	6,978,180	3,475,656	\$ 21,554,157
2019 - 2020	5,511,978				\$ 5,511,978

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Nov 2019)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	23356	24,546	24,443	25,979	6.28%
Phone	1638	1,652	1,501	1,385	-7.73%
Email	173	186	180	212	17.78%
Kings Beach (Walk In)	3455	7,883	11,439	8,322	-27.25%
NLT - Event Traffic	4,150	3,127	3,220	2,893	-10.16%
Total	32,772	37,394	40,783	38,791	-4.88%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2015	2016	2017	2018	YOY % Change
First (Jan - Mar)	\$ 573,778	\$ 699,157	\$ 820,233	\$ 762,370	-7.05%
Second (Apr - June)	\$ 495,699	\$ 558,566	\$ 716,779	\$ 627,831	-12.41%
Third (Jul - Sept)	\$ 875,768	\$ 943,574	\$ 1,001,144	\$ 1,018,271	1.71%
Fourth (Oct - Dec)	\$ 596,985	\$ 629,807	\$ 641,261	\$ 671,770	4.76%
Total	\$ 2,542,230	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	-3.12%

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

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	41.0%	36.2%	-11.6%
ADR (Average Daily Rate)	\$ 237	\$ 243	2.8%
RevPAR (Rev per Available Room)	\$ 97	\$ 88	-9.1%
Occupancy 1 Mth Forecast	40.1%	35.0%	-12.5%
ADR 1 Mth Forecast	\$ 444	\$ 513	15.6%
RevPAR 1 Mth Forecast	\$ 178	\$ 180	1.2%
Occupancy (prior 6 months)	55.8%	52.8%	-5.3%
ADR (prior 6 months)	\$ 335	\$ 346	3.3%
RevPAR (prior 6 months)	\$ 187	\$ 183	-2.2%
Occupancy (next 6 months)	21.7%	18.6%	-14.0%
ADR (next 6 months)	\$ 363	\$ 422	16.5%
RevPAR (next 6 months)	\$ 79	\$ 79	0.1%

Total Chamber Membership	
June 2014	457
June 2015	474
June 2016	508
June 2017	424
Jun 2018	378

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 11/30/2019						
	2018-19		2018-19	2019-20	YOY %	
FORWARD LOOKING	Actuals		Forecasted	Forecasted	Change	
Total Revenue Booked	\$ 2,890,990		\$ 2,585,767	\$ 3,470,265	34.21%	
Commission for this Revenue	\$ 79,949		\$ 58,165	\$ 47,690	-18.01%	
Number of Room Nights	14,165		13,883	17,049	22.80%	
Number of Bookings	72		55	60	9.09%	
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	68%	80%	\$ 1,850,907	\$ 1,760,243	\$ 2,865,315	62.78%
Washoe	9%	16%	\$ 314,610	\$ 241,375	\$ 564,857	134.02%
South Lake	23%	5%	\$ 725,473	\$ 584,149	\$ 169,560	-70.97%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$ 2,890,990	\$ 2,585,767	\$ 3,599,732	39.21%
CURRENT						
NLT - Annual Revenue Goal				\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal				\$ 70,000	\$ 50,000	-28.57%