

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

Secretary: Brett Williams, Agate Bay Realty

Christine Horvath, Squaw Alpine | **Greg Gooding**, Resort at Squaw Creek | **Andre Priemer**, Ritz-Carlton, Lake Tahoe
Jon Slaughter, 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

Join Zoom Meeting

<https://zoom.us/j/256988725?pwd=bVJFRmdSbE0yeVdPVVl3YTlF5WlVqUT09>

Meeting ID: 256 988 725

Password: 657119

Call-In Number:

+1(669) 900-9128

-
- | | |
|------------------|---|
| 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: 4

Page: 23

A. NLTRA Board Meeting Minutes from March 11, 2020 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of Feb 29, 2020

C. Approval of CEO Expense Report for Feb 2020

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

- Finance Committee Meeting March 25, 2020
- Tourism Development Committee March 24, 2020
- In-Market Tourism Development Committee March 24, 2020

8:50 a.m.

Page: 42

6. Action Items

- A. RFP Update – Andy/Amber/Jeff
- B. Appointed BOD Seats
- C. Election/Nomination of Officers

9:30 a.m.

Page: 43

7. Informational Updates/Verbal Reports

- A. COVID-19 Response and Action Plan - Jeff
- B. Marketing Cooperative Advertising Update – Jeff/Andy/Amber
- C. TBID Update

10:30 a.m.

Page: 47

Page: 48

Page: 52

Page: 71

Page: 75

Page: 76

Page: 78

Page: 82

Page: 83

8. 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 Feb 29, 2020
- B. Conference Revenue Statistics Report Feb 2020
- C. Reno Tahoe Airport – Flight Schedule April 2020
- D. Tourism Development Report on Activities, Feb 2020
- E. Visitor Information Center Visitor Report, Feb 2020
- F. Chamber of Commerce Report, Feb2020
- G. North Lake Tahoe Marketing Coop Financial Statements Feb 2020
- H. Membership Accounts Receivable Report Feb 2020
- I. Financial Key Metrics Report Feb 2020

10:35 a.m.

9. CEO and Staff Updates

10:40 a.m.

10. Directors Comments

10:45 a.m.

11. Meeting Review and Staff Direction

12. Closed Session

13. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

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 | **Greg Gooding**, 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 | **Jon Slaughter**,
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

1. Call to Order at 8:39 AM – Establish Quorum

Board members in attendance

Stephanie Hoffman, Christy Beck, Jim Phelan, Brett Williams, and Tom Turner. Attending via teleconference were Aaron Rudnick, Samir Tuma, Dan Tester, Greg Gooding, John Slaughter, and Kevin Mitchell. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Chris Brown, Gary Davis, Andre Priemer, Karen Plank, and Adam Wilson

Staff Members in attendance

Jeffrey Hentz, Bonnie Bavetta, Amber Burke, Liz Bowling, Sarah Winters, and Rob Kautz

Others in attendance

Included Emily Setzer, Christine Horvath, Jennifer Merchant, and Joy Doyle

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/HOFFMAN/UNANIMOUS

4. Consent Calendar

- A. NLTRA Board Meeting Minutes from Feb 5, 2020 Link to preliminary online document
- B. NLTRA Special Board Meeting Minutes from January 14, 2020
- C. NLTRA Special Board Meeting Minutes from February 12, 2020
- D. NLTRA Special Board Meeting Minutes from February 14, 2020
- E. Approval of NLTRA Financial Statements of Jan 31, 2020
- F. Approval of CEO Expense Report for Jan 2020
- G. Approval of Interim CEO Expense Report for Jan 2020
- H. Approval of Crux contract for MTS 2020
- I. Approval of Mountain Travel Symposium 2020 Transportation
- J. Approval of 2020 Lake Tahoe Dance Festival Sponsorship
- K. Approval of 2020 Halloweekends Sponsorship

L. Approval of 2020 Independence Day Firework Sponsorships for TCDA and NTBA

M. Approval of 2020 North American Continental Enduro Series Sponsorship

N. Approval of 2020 Big Blue Adventure Race Series Sponsorship

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

- Finance Committee Meeting Feb26 2020
- Tourism Development Committee Feb 25, 2020
- In-Market Tourism Development Committee Nov 19, 2019

Phelan asked for clarification of Item 4 A. Tester asked to pull Items 4 H and I. Winters said that although she is asking for Board approval of the contracts, they will not be executed until details regarding cancellations are clarified.

Motion to approve all items on the Consent Calendar as presented. PHELAN/BECK/UNANIMOUS

6. Action Items

A. Board Election

Bavetta reported Brett Williams, Stephanie Hoffman, Tom Turner, Jim Phelan, and Samir Tuma were elected to the Board. Five appointed positions need to be filled by this Board and a brief discussion followed regarding the types of businesses to be represented. Christine Horvath will fill Christy Beck's position beginning next month.

Motion to approve the election results. TURNER/HOFFMAN/UNANIMOUS

7. Informational Updates/Verbal Reports

A. TBID Update

Kautz reported the petition drive is underway. He explained how the vote is taken and calculated. Kautz estimates approximately 25% potential petitions have been received. He and Bowling described strategies to "get out the vote."

Discussion followed about how larger out-of-the area business are being contacted, including property management companies who are addressing additional costs from the Short Term Rental Ordinance. Kautz will send an update at the end of next week.

B. BAE Urban Economics Presentation – Jennifer Merchant/Placer County

Merchant presented the findings of Bay Area Economics (BAE) Tahoe Town Center Feasibility Study, which identified challenges to development in the Kings Beach and Tahoe City town centers. She noted regulatory and seasonality barriers to investment, development trends, and what is most cost effective for this area. The study considered four types of development and concluded condominiums and condo-hotels have the best potential for ROI. The Placer County Board of Supervisors asked staff to submit recommendations in the next 90 days, which could include economic incentives such as reduced or delayed TOT, modified requirements for parking and workforce housing, and a more streamlined permitting process.

Merchant was asked to provide this Board with statistics on new development throughout Placer County.

Discussion followed as the report's finding were clarified, the challenges in the current process, and ways to attract development were considered. Williams asked that the NLTRA Board vet the recommendations County staff is making prior to the presentation to the Supervisors. A public meeting would be important also, as those who have faced the hurdles identified can provide first hand observations.

C. Review of NLTRA 6-month report – Amber/Sarah/Liz

Winters presented highlights of the semi-annual report submitted to the County for the period July – December 2019, which included domestic and international conference sales efforts.

Burke presented the Marketing Report that included advertising results and website and social media statistics.

Bowling discussed NLTRA communication efforts, collateral used to promote the TBID, Chamber accomplishments and programs, and Visitor Service statistics.

The Board considered the impact Coronavirus may have on group and IT visitation. It was agreed that following Visit California's lead and citing sources will help ensure credibility in messaging. Discussion continued regarding how different lodging properties are handling cancellations.

D. CAP Committee Update – Erin Casey

Casey reminded the group of the CAP Committee recommendation for TOT allocations and the alternative she presented to the Board of Supervisors, which included three groups of projects. Six projects were in the second group and the CAP Committee has asked for additional information from the applicants to ensure they align with the Tourism Master Plan strategies. NLTRA Tourism Development Committee has been asked to review four of the applications and report recommendations to the CAP Committee.

E. Fire Protection District Letter and Response

Hentz shared a letter regarding the NLT TBID received from the North Tahoe Fire Protection District (NTFPD) Chief and the response from NLTRA sent to the chief and board of NTFPD.

8. 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 Jan 31, 2020**
- B. Conference Revenue Statistics Report Jan 2020**
- C. Reno Tahoe Airport – Passenger and Cargo Statistics Report Jan 2020**
- D. Reno Tahoe Airport – Flight Schedule March 2020**
- E. Tourism Development Report on Activities, Jan 2020**
- F. Visitor Information Center Visitor Report, Jan 2020**
- G. Chamber of Commerce Report, Jan 2020**
- H. North Lake Tahoe Marketing Coop Financial Statements Jan 2020**
- I. Membership Accounts Receivable Report Jan 2020**
- J. Financial Key Metrics Report Jan 2020**

9. CEO and Staff Updates

Hentz provided an update on events, a report from the recent RASC board meeting, an status update on the RFP process for agency work beginning Fiscal Year 2020/21, and an update on the TBID process.

10. Directors Comments

Beck stated this was her last board meeting and Christine Horvath will be assuming her seat on the board representing Squaw Valley.

11. Meeting Review and Staff Direction

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:34 AM.

13. Closed Session

Closed Session was not convened.

Respectfully submitted,
Judy Friedman
Recording Secretary



north lake tahoe

Chamber | CVB | Resort Association

Date: 03/26/20

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

From: Bonnie Bavetta, CFO

RE: Report for February 2020

A summary of preliminary NLTRA financial results for February 29, 2020 follows:

- Cash balance on February 29, 2020 of \$804,000 was \$94,000 or approximately 13% greater than prior year due primarily to greater year-to-date net income (\$120,000), an increase in Deferred Revenues (\$37,000) and the 18/19 year end increase to the marketing reserve (\$32,000), offset partially by an increase in Accounts Receivable - TOT (\$21,000) and an increase in Member Accounts Receivable (\$27,000) and reduced Salaries & Wages Payable (\$59,000).
- The Accounts Receivable – TOT balance of \$293,000 reflected the County TOT funding for February. Payment was received in March. Balance at this date last year was \$285,000.
- Membership dues and other membership related accounts receivable totaled \$69,000, an increase of \$25,000 from prior year
- Accounts payable, including credit cards, of \$50,000 were \$1,000 greater prior year.
- Wages and related liabilities of \$104,000 were \$59,000 or 36% lower than prior year, due primarily to a shorter payroll accrual period, and a reduction of Incentive and PTO liability as a result of staff vacancies and lower average tenure of staff.
- Deferred Revenue–Marketing balance of \$37,000 reflects partner commitments to share Mountain Travel Symposium sponsorship expenses which have been invoiced.
- Deferred Revenue-Member Dues of \$86,000 was \$4,000 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.
- YTD consolidated net income of \$156,000 at month end February represented Membership's positive net results YTD of \$10,000, and \$146,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,005,000 was below budget \$146,000, the result of pay for performance expenditures being below budget. The pay for performance elements are event sponsorships which funding will take place later than budgeted.
 - Expenses, before overhead allocation, totaled \$1,710,000 and were \$144,000 or approximately 8% under budget, primarily due to timing of the event sponsorships.

- Events are being cancelled and we will be evaluating reallocation of these funds.
 - Total net results before overhead allocation of \$297,000 were positive to budget \$1,000.
- Operating Results YTD – Conference
 - Commission & conference dues revenue of \$45,000 was \$16,000 above budget. TOT revenue of \$246,000 was on budget
 - Expenses of \$192,000 before allocated overhead were under budget \$42,000 due to staff vacancies.
 - Net results before overhead allocation were better than budget by \$59,000
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$81,000 were better than budget by \$6,000. TOT revenue of \$266,000 was on budget.
 - Expenses before overhead allocation of \$269,000 were \$21,000 or 7% below budget.
 - Net results of \$78,000 before overhead allocation were \$28,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$82,000 was on budget.
 - Expenditures of \$91,000 before overhead were \$18,000 over budget.
 - Net loss of \$9,000 before overhead allocation was negative to budget \$18,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$90,000 was \$3,000 over budget. Other Membership revenue of \$15,000 was on budget.
 - Expenses of \$80,000 were \$1,000 below budget due timing. Timing accounts for various over and under budget line items.
 - Net income of \$24,000 before overhead allocations was \$4,000 favorable to budget.
 - Net income of \$10,000 after overhead allocations was \$8,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$332,000 were \$82,000 below budget due primarily to staff vacancies and professional fees timing.
- Membership cash position as of February 29, 2020
 - Membership activities resulted in a net income \$10,058
 - Deferred revenues of \$86,268 less receivables of \$69,315 contributed an additional \$16,953 in cash
 - Prior years' cumulative negative net results totaled \$17,007
 - Net cash totaled \$10,004, no other funds were required to support Membership activities

Summary of North Lake Tahoe Marketing Cooperative financial results at February 29, 2020:

- Cash balance at month end of \$294,000 was \$146,000 less than prior year due to the reduction of prior fund surpluses in late FY18/19 (\$165,000) and greater Prepaid Expenses (\$22,000) partially offset by higher net operating results (\$49,000).
- Accounts payable of \$215,000 were \$5,000 greater than prior year
- 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 \$109,000 was \$49,000 greater than prior year due largely to timing
- Year-to-date funding from NLTRA and IVCBVB of \$1,759,000 was on budget
- Consumer Marketing expenditures of \$877,000 were \$13,000 or 2% below budget due to timing
- Leisure Sales expenditures of \$119,000 were \$42,000 or 26% below budget due to timing
- Public Relations expenses of \$178,000 were \$40,000 or 18% below budget also due to timing
- Conference Sales expenditures of \$91,000 were \$20,000 below budget
- Trade Show expenditures of \$62,000 were \$26,000 below budget
- Committed & Administrative expenditures of \$237,000 were \$14,000 or 6% over budget due to timing
- Website & Maintenance expenses of \$86,000 were \$18,000 over budget due primarily to higher than anticipated costs associated with upgrading the website. Reforecast in the next month will determine needs.
- Net income of \$109,000 was better than budget by \$109,000

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

February 29, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of February 29, 2020

Accrual Basis

	Feb 29, 20	Feb 28, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	236	(78)	(33%)	116
1003-00 · Cash - Operations BOTW #6712	516,085	342,616	173,469	51%	332,281
1007-00 · Cash - Payroll BOTW #7421	4,872	56,771	(51,899)	(91%)	11,572
1008-00 · Marketing Reserve - Plumas	50,294	50,219	75	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,785	100,583	202	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	102,104	129,268	(27,164)	(21%)	138,243
10950 · Cash in Drawer	276	459	(183)	(40%)	1,678
Total Checking/Savings	804,156	709,734	94,422	13%	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	25,031	10,925	14,106	129%	24,817
1290-00 · A/R - TOT	292,999	285,250	7,749	3%	57,504
Total Accounts Receivable	318,030	296,175	21,855	7%	82,321
Other Current Assets					
1200-99 · AR Other	726	140	586	419%	10
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	69,315	44,040	25,275	57%	2,720
1201-03 · Member AR - Other	2,555	0	2,555	100%	3,745
1201-00 · Member Accounts Receivable - Other	0	1,125	(1,125)	(100%)	0
Total 1201-00 · Member Accounts Receivable	71,870	45,165	26,705	59%	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	23,544	24,780	(1,236)	(5%)	22,015
Total 12100 · Inventory Asset	23,562	24,780	(1,218)	(5%)	22,030
1299 · Receivable from NLTCM	17,488	12,012	5,476	46%	15,703
1490-00 · Security Deposits	1,150	1,610	(460)	(29%)	1,250
Total Other Current Assets	112,021	80,932	31,089	38%	43,871
Total Current Assets	1,234,207	1,086,841	147,366	14%	790,558
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	68,768	(23,479)	(34%)	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(68,768)	23,479	34%	(45,289)
1740-00 · Computer Equipment	4,270	8,436	(4,166)	(49%)	4,270
1741-00 · Accum. Depr. - Computer Equip	(4,269)	(8,435)	4,166	49%	(4,269)
1750-00 · Computer Software	20,493	21,520	(1,027)	(5%)	20,493
1751-00 · Accum. Amort. - Software	(20,029)	(19,642)	(387)	(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	465	1,879	(1,414)	(75%)	1,409
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	12,215	16,148	(3,933)	(24%)	14,312
1430-00 · Prepaid 1st Class Postage	100	1,000	(900)	(90%)	100
1400-00 · Prepaid Expenses - Other	4,215	4,698	(483)	(10%)	3,964

North Lake Tahoe Resort Association

Balance Sheet

As of February 29, 2020

Accrual Basis

	Feb 29, 20	Feb 28, 19	\$ Change	% Change	Jun 30, 19
Total 1400-00 · Prepaid Expenses	16,530	21,846	(5,316)	(24%)	18,376
Total Other Assets	16,530	21,846	(5,316)	(24%)	18,376
TOTAL ASSETS	1,251,202	1,110,566	140,636	13%	810,343
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	50,147	48,822	1,325	3%	73,556
Total Accounts Payable	50,147	48,822	1,325	3%	73,556
Credit Cards					
2080-00 · Bank of the West - Master Cards					
2080-11 · MC_3978_Amber	0	0	0	0%	0
Total 2080-00 · Bank of the West - Master Cards	0	0	0	0%	0
Total Credit Cards	0	0	0	0%	0
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	11,059	32,362	(21,303)	(66%)	20,922
2101-00 · Incentive Payable	42,109	59,760	(17,651)	(30%)	58,630
2102-00 · Commissions Payable	7,294	1,654	5,640	341%	7,132
2120-00 · Empl. Federal Tax Payable	5,426	14,367	(8,941)	(62%)	9,775
2175-00 · 401 (k) Plan	1,894	6,315	(4,421)	(70%)	4,369
2180-00 · Estimated PTO Liability	36,333	49,004	(12,671)	(26%)	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	104,115	163,462	(59,347)	(36%)	153,821
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	10	16	(6)	(38%)	827
25500 · *Sales Tax Payable	822	348	474	136%	2,307
Total 2190-00 · Sales and Use Tax Payable	832	364	468	129%	3,134
2250-00 · Accrued Expenses	0	339	(339)	(100%)	59,690
2300-00 · Marketing Cooperative Liabili	2,050	0	2,050	100%	0
2400-11 · Deferred Revenue - Marketing	37,000	0	37,000	100%	0
2400-60 · Deferred Revenue- Member Dues	86,287	90,518	(4,231)	(5%)	57,969
2500-00 · Deferred Revenue - TMBC	1,485	930	555	60%	840
2650-00 · Deferred Rev - Events	2,055	450	1,605	357%	0
2651-00 · Deferred Rev - Conference	0	1,467	(1,467)	(100%)	0
2700-00 · Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 · Suspense	(193)	4,137	(4,330)	(105%)	0
2900-00 · Due To/From County of Placer	19,871	0	19,871	100%	19,871
Total Other Current Liabilities	603,807	611,972	(8,165)	(1%)	295,325
Total Current Liabilities	653,954	660,794	(6,840)	(1%)	368,881
Total Liabilities	653,954	660,794	(6,840)	(1%)	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	155,784	35,419	120,365	340%	(5,338)
Total Equity	597,245	449,771	147,474	33%	441,461
TOTAL LIABILITIES & EQUITY	1,251,202	1,110,566	140,636	13%	810,343

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through February 2020

	Jul '19 - Feb 20	Jul '18 - Feb 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,599,692	2,427,085	172,607	7%
4200-00 · Membership Dues Revenue	89,794	90,144	-351	-0%
4205-00 · Conference Dues	0	5,362	-5,362	-100%
4250-00 · Revenues-Membership Activities				
4250-02 · Chamber Events	0	1,684	-1,684	-100%
4250-03 · Summer/Winter Rec Luncheon	0	2,622	-2,622	-100%
4251-00 · Tues AM Breakfast Club				
4251-01 · Tues AM Breakfast Club Sponsors	3,325	2,000	1,325	66%
4251-00 · Tues AM Breakfast Club - Other	4,005	3,677	328	9%
Total 4251-00 · Tues AM Breakfast Club	7,330	5,677	1,653	29%
4250-00 · Revenues-Membership Activities - Other	7,376	3,708	3,668	99%
Total 4250-00 · Revenues-Membership Activities	14,706	13,692	1,014	7%
4252-00 · Sponsorships	0	600	-600	-100%
4253-00 · Revenue- Other	1,000	6	994	16,567%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	10,138	8,417	1,721	21%
4600-00 · Commissions - Other	34,545	30,537	4,009	13%
Total 4600-00 · Commissions	44,684	38,954	5,730	15%
46000 · Merchandise Sales				
4602-00 · Non-Retail VIC Income	7,403	2,959	4,443	150%
46000 · Merchandise Sales - Other	73,278	70,458	2,820	4%
Total 46000 · Merchandise Sales	80,681	73,417	7,263	10%
Total Income	2,830,556	2,649,261	181,295	7%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	2,830,556	2,649,261	181,295	7%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,520	12,919	2,601	20%
5020-00 · P/R - Tax Expense	49,976	56,334	-6,358	-11%
5030-00 · P/R - Health Insurance Expense	86,270	82,950	3,320	4%
5040-00 · P/R - Workmans Comp	6,507	4,428	2,079	47%
5060-00 · 401 (k)	22,546	23,534	-988	-4%
5070-00 · Other Benefits and Expenses	2,424	2,894	-469	-16%
5000-00 · Salaries & Wages - Other	562,655	700,796	-138,142	-20%
Total 5000-00 · Salaries & Wages	745,897	883,855	-137,957	-16%
5100-00 · Rent				
5110-00 · Utilities	6,989	8,207	-1,217	-15%
5140-00 · Repairs & Maintenance	5,441	11,948	-6,507	-55%
5150-00 · Office - Cleaning	5,700	4,090	1,610	39%
5100-00 · Rent - Other	104,506	102,332	2,174	2%
Total 5100-00 · Rent	122,636	126,577	-3,940	-3%
5310-00 · Telephone				
5320-00 · Telephone	15,420	18,348	-2,928	-16%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	15,420	18,373	-2,953	-16%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	84	-84	-100%
5420-00 · Mail - USPS - Other	1,417	1,525	-108	-7%
Total 5420-00 · Mail - USPS	1,417	1,609	-192	-12%
5510-00 · Insurance/Bonding	9,404	4,848	4,556	94%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	794	4,466	-3,671	-82%
5520-00 · Supplies - Other	22,600	9,683	12,917	133%
Total 5520-00 · Supplies	23,395	14,149	9,246	65%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through February 2020

	Jul '19 - Feb 20	Jul '18 - Feb 19	\$ Change	% Change
5610-00 · Depreciation	944	1,161	-218	-19%
5700-00 · Equipment Support & Maintenance	11,894	2,684	9,210	343%
5710-00 · Taxes, Licenses & Fees	8,649	6,912	1,737	25%
5740-00 · Equipment Rental/Leasing	10,694	9,877	817	8%
5800-00 · Training Seminars	4,513	7,747	-3,234	-42%
5850-00 · Artist of Month - Commissions	9,287	2,413	6,874	285%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	3,760	960	2,800	292%
5920-00 · Professional Fees - Accountant	21,825	21,000	825	4%
5921-00 · Professional Fees - Other	74,098	6,610	67,488	1,021%
Total 5900-00 · Professional Fees	99,683	28,570	71,113	249%
5941-00 · Research & Planning	0	18,720	-18,720	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	14,000	10,500	3,500	33%
Total 6020-00 · Programs	14,000	10,500	3,500	33%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	34,668	34,278	391	1%
6421-01 · 4th of July Fireworks	0	20,000	-20,000	-100%
6421-04 · Broken Arrow Skyrace	25,000	20,000	5,000	25%
6421-06 · Spartan	254,019	254,000	19	0%
6421-07 · Tahoe Lacrosse Tournament	6,000	0	6,000	100%
6421-08 · Tough Mudder	0	8,000	-8,000	-100%
6421-09 · Wanderlust	0	30,000	-30,000	-100%
6421-10 · WinterWonderGrass - Tahoe	17,680	47	17,633	37,145%
6421-16 · Mountain Travel Symposium	5,525	5,000	525	11%
Total 6420-01 · Sponsorships	342,892	371,325	-28,433	-8%
6421-00 · New Event Development	220	800	-580	-73%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	2,514	-897	-36%
Total 6420-00 · Events	344,729	374,639	-29,910	-8%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	21,140	0	21,140	100%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	2,550	174	7%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	3,798	7,637	-3,839	-50%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	1,779	5,585	-3,806	-68%
Total 6423-00 · Membership Activities	30,074	19,300	10,773	56%
6730-00 · Marketing Cooperative/Media	1,107,149	973,219	133,930	14%
6740-00 · Media/Collateral/Production	384	1,278	-894	-70%
6742-00 · Non-NLT Co-Op Marketing Program	9,134	22,948	-13,814	-60%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	9,708	7,132	2,576	36%
6743-03 · Touch Lake Tahoe	16,097	4,500	11,597	258%
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	25,805	12,632	13,173	104%
7500-00 · Trade Shows/Travel	3,426	372	3,054	820%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	872	943	-70	-7%
52500 · Purchase Discounts	-1	-40	40	99%
59900 · POS Inventory Adjustments	351	28	323	1,148%
8100-00 · Cost of Goods Sold - Other	37,899	37,986	-87	-0%
Total 8100-00 · Cost of Goods Sold	39,121	38,917	205	1%
8200-00 · Associate Relations	1,042	2,093	-1,051	-50%
8300-00 · Board Functions	19,999	6,018	13,982	232%
8500-00 · Credit Card Fees	4,421	4,484	-63	-1%
8700-00 · Automobile Expenses	1,866	3,666	-1,800	-49%
8750-00 · Meals/Meetings	1,548	2,521	-973	-39%
8810-00 · Dues & Subscriptions	5,525	5,673	-149	-3%
8910-00 · Travel	0	3,688	-3,688	-100%

**North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2019 through February 2020

	Jul '19 - Feb 20	Jul '18 - Feb 19	\$ Change	% Change
8920-00 · Bad Debt	2,899	4,583	-1,684	-37%
Total Expense	2,674,957	2,614,026	60,931	2%
Net Ordinary Income	155,599	35,235	120,364	342%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	185	184	1	1%
Total Other Income	185	184	1	1%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	185	184	1	1%
Net Income	155,784	35,419	120,365	340%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	292,999	345,242	(52,243)	2,599,692	2,745,597	(145,906)	3,914,430
4200-00 - Membership Dues Revenue	11,349	10,833	516	89,794	86,667	3,127	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	0	0	0	1,200	(1,200)	2,500
4250-03 - Summer/Winter Rec Luncheon	0			0	2,700	(2,700)	2,700
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	0	0	3,325	3,000	325	3,000
4251-00 - Tues AM Breakfast Club - Other	525	636	(111)	4,005	4,455	(450)	7,000
Total 4251-00 - Tues AM Breakfast Club	525	636	(111)	7,330	7,455	(125)	10,000
4250-00 - Revenues-Membership Activities - Other	1,440	100	1,340	7,376	3,300	4,076	4,000
Total 4250-00 - Revenues-Membership Activities	1,965	736	1,229	14,706	14,655	51	69,200
4253-00 - Revenue- Other	0	0	0	1,000	0	1,000	0
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0			10,138	0	10,138	0
4600-00 - Commissions - Other	0	0	0	34,545	28,276	6,269	28,276
Total 4600-00 - Commissions	0	0	0	44,684	28,276	16,408	28,276
46000 - Merchandise Sales							
4602-00 - Non-Retail VIC Income	567	400	167	7,403	3,200	4,203	4,800
46000 - Merchandise Sales - Other	5,703	4,000	1,703	73,278	71,100	2,178	108,100
Total 46000 - Merchandise Sales	6,270	4,400	1,870	80,681	74,300	6,381	112,900
Total Income	312,583	361,211	(48,628)	2,830,556	2,949,494	(118,939)	4,254,806
Gross Profit	312,583	361,211	(48,628)	2,830,556	2,949,494	(118,939)	4,254,806
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	218	800	(582)	15,520	6,400	9,120	9,600
5020-00 - P/R - Tax Expense	6,038	7,281	(1,244)	49,976	57,732	(7,757)	84,163
5030-00 - P/R - Health Insurance Expense	10,482	11,868	(1,386)	86,270	94,944	(8,674)	142,416
5040-00 - P/R - Workmans Comp	677	1,149	(472)	6,507	9,401	(2,894)	13,981
5060-00 - 401 (k)	2,242	3,526	(1,284)	22,546	27,889	(5,343)	41,981
5061-00 - 401k Profit Sharing	0	80	(80)	0	640	(640)	960
5070-00 - Other Benefits and Expenses	316	413	(98)	2,424	3,307	(882)	5,040
5000-00 - Salaries & Wages - Other	77,913	88,142	(10,229)	582,655	697,086	(134,431)	1,049,304
Total 5000-00 - Salaries & Wages	97,886	113,260	(15,375)	745,897	897,399	(151,502)	1,347,445
5100-00 - Rent							
5110-00 - Utilities	877	1,360	(484)	6,989	8,613	(1,624)	12,899
5140-00 - Repairs & Maintenance	1,018	3,472	(2,454)	5,441	13,975	(8,534)	21,938
5150-00 - Office - Cleaning	700	698	2	5,700	5,725	(25)	10,362
5100-00 - Rent - Other	13,079	12,850	229	104,506	100,721	3,785	151,529
Total 5100-00 - Rent	15,674	18,380	(2,707)	122,636	129,034	(6,398)	196,728
5310-00 - Telephone							
5320-00 - Telephone	2,115	2,042	73	15,420	16,566	(1,146)	24,134
Total 5310-00 - Telephone	2,115	2,042	73	15,420	16,566	(1,146)	24,134
5420-00 - Mail - USPS	400	213	187	1,417	1,725	(308)	2,578
5510-00 - Insurance/Bonding	269	795	(526)	9,404	6,424	2,980	9,604
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	200	435	(235)	794	7,773	(6,979)	10,442
5520-00 - Supplies - Other	11,757	2,464	9,293	22,600	22,912	(312)	29,248
Total 5520-00 - Supplies	11,956	2,898	9,058	23,395	30,685	(7,291)	39,690
5610-00 - Depreciation	118	158	(40)	944	1,260	(316)	1,656
5700-00 - Equipment Support & Maintenance	175	2,476	(2,301)	11,894	19,928	(8,034)	29,952
5710-00 - Taxes, Licenses & Fees	922	1,062	(140)	8,649	8,648	1	12,895
5740-00 - Equipment Rental/Leasing	2,616	1,241	1,376	10,694	10,141	553	15,104
5800-00 - Training Seminars	2,306	1,420	886	4,513	8,571	(4,059)	12,835
5850-00 - Artist of Month - Commissions	0	360	(360)	9,287	2,880	6,407	4,320
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	100	725	(625)	3,760	5,800	(2,040)	9,000
5920-00 - Professional Fees - Accountant	3,025	0	3,025	21,825	22,400	(575)	24,900
5921-00 - Professional Fees - Other	5,000	1,983	3,017	74,098	70,867	3,231	81,800
Total 5900-00 - Professional Fees	8,125	2,708	5,417	99,683	99,067	616	115,700
5941-00 - Research & Planning	0	1,800	(1,800)	0	14,400	(14,400)	21,600
6020-00 - Programs							
6016-00 - Special Event Partnership	11,500	5,000	6,500	14,000	15,000	(1,000)	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

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 - Programs	11,500	5,000	6,500	14,000	15,000	(1,000)	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6023-00 - Autumn Food & Wine	0			34,668	37,495	(2,827)	37,495
6421-01 - 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	25,000	0	25,000	25,000	25,000	0	25,400
6421-06 - Spartan	0			254,019	254,400	(381)	254,400
6421-07 - Tahoe Lacrosse Tournament	6,000	6,000	0	6,000	6,000	0	8,000
6421-09 - Wanderlust	0	0	0	0	30,500	(30,500)	37,500
6421-10 - WinterWonderGrass - Tahoe	0	17,500	(17,500)	17,680	17,900	(220)	21,900
6421-16 - Mountain Travel Symposium	0	25,000	(25,000)	5,525	25,000	(19,475)	75,000
Total 6420-01 - Sponsorships	31,000	68,500	(37,500)	342,892	416,295	(73,403)	477,695
6421-00 - New Event Development	0	2,500	(2,500)	220	20,000	(19,780)	30,000
6424-00 - Event Operation Expenses	0	667	(667)	1,617	5,336	(3,719)	8,000
Total 6420-00 - Events	31,000	71,667	(40,667)	344,729	441,631	(96,902)	515,695
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	15,000	0	15,000	21,140	0	21,140	27,500
6436-00 - Membership - Wnt/Sum Rec Lunch	0	0	0	633	3,500	(2,867)	5,000
6437-00 - Tuesday Morning Breakfast Club	513	545	(32)	2,724	3,818	(1,095)	6,000
6442-00 - Public Relations/Website	334	417	(83)	3,798	3,333	464	5,000
6423-00 - Membership Activities - Other	650	100	550	1,779	4,450	(2,671)	8,500
Total 6423-00 - Membership Activities	16,497	1,062	15,435	30,074	15,101	14,972	52,000
6730-00 - Marketing Cooperative/Media	117,009	117,009	0	1,107,149	1,107,149	0	1,503,362
6740-00 - Media/Collateral/Production	0	0	0	384	1,500	(1,116)	3,000
6742-00 - Non-NLT Co-Op Marketing Program	355	2,000	(1,645)	9,134	17,910	(8,776)	27,910
6743-00 - BACC Marketing Programs							
6743-01 - Shop Local	1,808	217	1,591	9,708	7,349	2,359	20,000
6743-03 - Touch Lake Tahoe	5,763	4,500	1,263	16,097	4,500	11,597	20,000
6743-04 - High Notes	0	0	0	0	0	0	20,000
6743-05 - Peak Your Adventure	0	0	0	0	1,000	(1,000)	20,000
Total 6743-00 - BACC Marketing Programs	7,571	4,717	2,854	25,805	12,849	12,956	80,000
7500-00 - Trade Shows/Travel	2,834	0	2,834	3,426	3,000	426	3,000
8100-00 - Cost of Goods Sold							
51100 - Freight and Shipping Costs	119	50	69	872	900	(28)	1,190
52500 - Purchase Discounts	0			(1)			
59900 - POS Inventory Adjustments	0			351			
8100-00 - Cost of Goods Sold - Other	3,014	2,000	1,014	37,899	35,550	2,349	54,050
Total 8100-00 - Cost of Goods Sold	3,133	2,050	1,083	39,121	36,450	2,671	55,240
8200-00 - Associate Relations	49	648	(599)	1,042	5,184	(4,142)	7,756
8300-00 - Board Functions	2,941	1,000	1,941	19,999	5,000	14,999	5,950
8500-00 - Credit Card Fees	359	336	23	4,421	4,057	364	7,454
8600-00 - Additional Opportunities	0	3,500	(3,500)	0	18,091	(18,091)	32,091
8700-00 - Automobile Expenses	126	493	(367)	1,866	4,265	(2,399)	6,285
8750-00 - Meals/Meetings	403	461	(58)	1,548	3,691	(2,143)	5,534
8810-00 - Dues & Subscriptions	811	616	195	5,525	5,027	498	7,490
8910-00 - Travel	0	2,100	(2,100)	0	4,900	(4,900)	7,800
8920-00 - Bad Debt	164	0	164	2,899	0	2,899	0
Total Expense	337,313	361,472	(24,159)	2,674,957	2,947,533	(272,576)	4,234,808
Net Ordinary Income	(24,729)	(260)	(24,469)	155,599	1,962	153,638	19,998
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	22			185			
Total Other Income	22			185			
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	22	(1)	23	185	1	184	0
Net Income	(24,707)	(261)	(24,446)	155,784	1,963	153,822	19,998

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

Accrual Basis

11 - Marketing

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	223,425	275,668	(52,242)	2,005,286	2,151,195	(145,909)	3,044,007
4253-00 - Revenue- Other	0			1,000			
Total Income	223,425	275,668	(52,242)	2,006,286	2,151,195	(144,909)	3,044,007
Gross Profit	223,425	275,668	(52,242)	2,006,286	2,151,195	(144,909)	3,044,007
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	1,375	1,375	0	11,000	11,000	0	16,500
5020-00 - P/R - Tax Expense	1,826	2,037	(211)	15,399	16,299	(900)	21,537
5030-00 - P/R - Health Insurance Expense	4,819	3,667	1,152	34,400	29,336	5,064	44,004
5040-00 - P/R - Workmans Comp	128	178	(50)	1,107	1,426	(320)	2,139
5060-00 - 401 (k)	811	1,019	(208)	6,906	8,149	(1,243)	12,224
5070-00 - Other Benefits and Expenses	153	160	(7)	918	1,280	(362)	1,920
5000-00 - Salaries & Wages - Other	23,991	25,467	(1,476)	188,272	203,736	(15,464)	305,604
Total 5000-00 - Salaries & Wages	33,103	33,903	(801)	258,002	271,226	(13,224)	403,929
5100-00 - Rent							
5110-00 - Utilities	147	258	(111)	1,305	1,223	82	2,001
5140-00 - Repairs & Maintenance	92	2,009	(1,916)	323	2,259	(1,936)	4,367
5150-00 - Office - Cleaning	261	206	55	2,128	1,398	731	2,866
5100-00 - Rent - Other	2,431	2,386	45	19,490	17,080	2,410	24,200
Total 5100-00 - Rent	2,931	4,859	(1,927)	23,246	21,959	1,287	33,434
5310-00 - Telephone							
5320-00 - Telephone	592	600	(8)	4,323	4,800	(477)	6,600
Total 5310-00 - Telephone	592	600	(8)	4,323	4,800	(477)	6,600
5420-00 - Mail - USPS	137	50	87	458	400	58	600
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	100	(100)	0	3,300	(3,300)	3,700
5520-00 - Supplies - Other	73	1,500	(1,427)	1,054	2,550	(1,496)	4,750
Total 5520-00 - Supplies	73	1,600	(1,527)	1,054	5,850	(4,796)	8,450
5700-00 - Equipment Support & Maintenance	0	120	(120)	0	960	(960)	1,440
5710-00 - Taxes, Licenses & Fees	0			60			
5740-00 - Equipment Rental/Leasing	91	315	(224)	1,575	2,520	(945)	3,780
5800-00 - Training Seminars	2,306	999	1,307	4,424	3,205	1,219	4,785
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	100	(100)	0	800	(800)	1,500
5921-00 - Professional Fees - Other	0	400	(400)	0	3,200	(3,200)	4,800
Total 5900-00 - Professional Fees	0	500	(500)	0	4,000	(4,000)	6,300
5941-00 - Research & Planning	0	1,500	(1,500)	0	12,000	(12,000)	18,000
6020-00 - Programs							
6016-00 - Special Event Partnership	11,500	5,000	6,500	14,000	15,000	(1,000)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	11,500	5,000	6,500	14,000	15,000	(1,000)	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6023-00 - Autumn Food & Wine	0			34,668	37,495	(2,827)	37,495
6421-01 - 4th of July Fireworks	0	20,000	(20,000)	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	25,000	0	25,000	25,000	25,000	0	25,400
6421-06 - Spartan	0			254,019	254,400	(381)	254,400
6421-07 - Tahoe Lacrosse Tournament	6,000	6,000	0	6,000	6,000	0	6,000
6421-09 - Wanderlust	0	0	0	0	30,500	(30,500)	37,500
6421-10 - WinterWonderGrass - Tahoe	0	17,500	(17,500)	17,680	17,900	(220)	21,900
6421-16 - Mountain Travel Symposium	0	25,000	(25,000)	5,525	25,000	(19,475)	75,000
Total 6420-01 - Sponsorships	31,000	68,500	(37,500)	342,892	416,295	(73,403)	477,695
6421-00 - New Event Development	0	2,500	(2,500)	220	20,000	(19,780)	30,000
6424-00 - Event Operation Expenses	0	667	(667)	1,617	5,336	(3,719)	8,000
Total 6420-00 - Events	31,000	71,667	(40,667)	344,729	441,631	(96,902)	515,695
6730-00 - Marketing Cooperative/Media	106,433	106,433	0	1,022,538	1,022,538	0	1,376,446
6742-00 - Non-NLT Co-Op Marketing Program	155	1,000	(845)	4,813	9,910	(5,097)	15,910
6743-00 - BACC Marketing Programs							
6743-01 - Shop Local	1,808	217	1,591	9,708	7,349	2,359	20,000
6743-03 - Touch Lake Tahoe	5,763	4,500	1,263	16,097	4,500	11,597	20,000
6743-04 - High Notes	0	0	0	0	0	0	20,000
6743-05 - Peak Your Adventure	0	0	0	0	1,000	(1,000)	20,000
Total 6743-00 - BACC Marketing Programs	7,571	4,717	2,854	25,805	12,849	12,956	80,000
7500-00 - Trade Shows/Travel	1,525			1,525			
8200-00 - Associate Relations	0	140	(140)	191	1,120	(930)	1,660
8500-00 - Credit Card Fees	0			50			
8600-00 - Additional Opportunities	0	3,000	(3,000)	0	14,091	(14,091)	26,091
8700-00 - Automobile Expenses	44	130	(86)	1,100	1,040	60	1,560

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

Accrual Basis

11 - Marketing

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
8760-00 - Meals/Meetings	14	163	(149)	472	1,300	(828)	1,950
8810-00 - Dues & Subscriptions	126	250	(124)	1,397	2,000	(603)	3,000
8910-00 - Travel	0	2,100	(2,100)	0	4,900	(4,900)	6,300
Total Expense	197,600	239,045	(41,446)	1,709,760	1,853,299	(143,539)	2,595,931
Net Ordinary Income	25,826	36,623	(10,797)	296,526	297,896	(1,370)	448,076
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	22			185			
Total Other Income	22			185			
Other Expense							
8990-00 - Allocated	73,991	36,852	37,139	239,055	298,213	(59,158)	448,076
Total Other Expense	73,991	36,852	37,139	239,055	298,213	(59,158)	448,076
Net Other Income	(73,969)	(36,852)	(37,117)	(238,870)	(298,213)	59,343	(448,076)
Net Income	(48,143)	(230)	(47,913)	57,656	(317)	57,973	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	34,177	34,178	(0)	246,008	246,007	1	383,252
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0			10,138	0	10,138	0
4600-00 - Commissions - Other	0	0	0	34,545	28,276	6,269	28,276
Total 4600-00 - Commissions	0	0	0	44,684	28,276	16,408	28,276
Total Income	34,177	34,178	(0)	290,691	274,283	16,409	411,528
Gross Profit	34,177	34,178	(0)	290,691	274,283	16,409	411,528
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	218	800	(582)	15,520	6,400	9,120	9,600
5020-00 - P/R - Tax Expense	342	1,064	(722)	5,531	8,510	(2,978)	12,764
5030-00 - P/R - Health Insurance Expense	1,334	1,754	(420)	17,798	14,032	3,764	21,048
5040-00 - P/R - Workmans Comp	36	88	(52)	520	701	(180)	1,051
5060-00 - 401 (k)	200	501	(301)	2,558	4,004	(1,447)	6,007
5061-00 - 401k Profit Sharing	0	80	(80)	0	640	(640)	960
5070-00 - Other Benefits and Expenses	8			275	0	275	0
5000-00 - Salaries & Wages - Other	4,991	12,514	(7,523)	50,462	100,112	(49,650)	150,168
Total 5000-00 - Salaries & Wages	7,127	16,800	(9,672)	92,662	134,399	(41,737)	201,598
5100-00 - Rent							
5110-00 - Utilities	72	66	8	637	528	109	792
5140-00 - Repairs & Maintenance	45	45	0	158	360	(203)	540
5150-00 - Office - Cleaning	127	94	33	1,038	752	286	1,128
5100-00 - Rent - Other	1,140	1,025	115	9,144	8,200	944	12,300
Total 5100-00 - Rent	1,384	1,230	154	10,977	9,840	1,137	14,760
5310-00 - Telephone							
5320-00 - Telephone	288	300	(12)	2,128	2,400	(272)	3,600
Total 5310-00 - Telephone	288	300	(12)	2,128	2,400	(272)	3,600
5420-00 - Mail - USPS	67	15	52	167	120	47	180
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	31	(31)	0	248	(248)	372
5520-00 - Supplies - Other	36	29	6	308	515	(207)	594
Total 5520-00 - Supplies	36	60	(25)	308	763	(455)	966
5700-00 - Equipment Support & Maintenance	0	0	0	0	120	(120)	240
5710-00 - Taxes, Licenses & Fees	0			31	0	31	0
5740-00 - Equipment Rental/Leasing	40	125	(84)	697	997	(300)	1,496
6730-00 - Marketing Cooperative/Media	10,576	10,576	0	84,611	84,611	0	126,916
8200-00 - Associate Relations	0	80	(80)	54	640	(586)	960
8500-00 - Credit Card Fees	0			90			
8810-00 - Dues & Subscriptions	0	20	(20)	4	160	(156)	240
Total Expense	19,518	29,206	(9,688)	191,729	234,051	(42,321)	350,956
Net Ordinary Income	14,659	4,972	9,687	98,962	40,232	58,730	60,572
Other Income/Expense							
Other Expense							
8990-00 - Allocated	9,982	4,972	5,010	32,251	40,232	(7,981)	60,572
Total Other Expense	9,982	4,972	5,010	32,251	40,232	(7,981)	60,572
Net Other Income	(9,982)	(4,972)	(5,010)	(32,251)	(40,232)	7,981	(60,572)
Net Income	4,677	0	4,677	66,711	0	66,711	0

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

Accrual Basis

42 - Visitor Center

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	33,689	33,689	(0)	266,426	266,425	1	398,306
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC income	567	400	167	7,403	3,200	4,203	4,800
46000 - Merchandise Sales - Other	5,703	4,000	1,703	73,278	71,100	2,178	108,100
Total 46000 - Merchandise Sales	6,270	4,400	1,870	80,681	74,300	6,381	112,900
Total Income	39,959	38,089	1,870	347,107	340,725	6,382	511,206
Gross Profit	39,959	38,089	1,870	347,107	340,725	6,382	511,206
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	971	1,372	(401)	11,096	11,658	(562)	17,362
5030-00 - P/R - Health Insurance Expense	1,993	2,225	(232)	13,970	17,800	(3,830)	26,700
5040-00 - P/R - Workmans Comp	329	630	(302)	4,051	5,352	(1,301)	7,856
5060-00 - 401 (k)	428	550	(132)	4,325	4,758	(433)	6,984
5070-00 - Other Benefits and Expenses	84	80	4	316	640	(324)	950
5000-00 - Salaries & Wages - Other	11,480	14,000	(2,520)	116,935	118,950	(2,015)	174,600
Total 5000-00 - Salaries & Wages	15,284	18,867	(3,583)	150,693	159,158	(8,465)	234,462
5100-00 - Rent							
5110-00 - Utilities	496	750	(254)	3,622	5,200	(1,578)	7,600
5140-00 - Repairs & Maintenance	257	1,000	(744)	1,918	8,000	(6,082)	12,000
5150-00 - Office - Cleaning	25	50	(25)	208	650	(642)	2,500
5100-00 - Rent - Other	6,501	6,500	1	52,009	52,000	9	76,800
Total 5100-00 - Rent	7,279	8,300	(1,021)	57,756	66,050	(8,294)	100,900
5310-00 - Telephone							
5320-00 - Telephone	244	242	2	1,830	1,936	(106)	2,904
Total 5310-00 - Telephone	244	242	2	1,830	1,936	(106)	2,904
5420-00 - Mail - USPS	47	50	(3)	117	400	(283)	600
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	12	(12)	0	332	(332)	1,310
5520-00 - Supplies - Other	311	226	85	2,663	3,670	(1,007)	4,894
Total 5520-00 - Supplies	311	238	73	2,663	4,002	(1,339)	6,204
5610-00 - Depreciation	118	118	(0)	944	944	(0)	1,180
5700-00 - Equipment Support & Maintenance	41	100	(59)	41	800	(759)	1,200
5710-00 - Taxes, Licenses & Fees	0			20	155	(135)	155
5740-00 - Equipment Rental/Leasing	73	235	(162)	1,203	1,880	(677)	2,820
5800-00 - Training Seminars	0	0	0	0	2,000	(2,000)	3,000
5850-00 - Artist of Month - Commissions	0	360	(360)	9,287	2,880	6,407	4,320
6740-00 - Media/Collateral/Production	0	0	0	384	1,500	(1,116)	3,000
6742-00 - Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,600	8,000	(6,400)	12,000
8100-00 - Cost of Goods Sold							
8110 - Freight and Shipping Costs	119	50	69	672	900	(28)	1,190
8250 - Purchase Discounts	0			(1)			
8980 - POS Inventory Adjustments	0			351			
8100-00 - Cost of Goods Sold - Other	3,014	2,000	1,014	37,899	35,550	2,349	54,050
Total 8100-00 - Cost of Goods Sold	3,133	2,050	1,083	39,121	36,450	2,671	55,240
8200-00 - Associate Relations	0	58	(58)	176	464	(288)	696
8500-00 - Credit Card Fees	284	154	130	2,920	2,502	318	3,954
8700-00 - Automobile Expenses	48	50	(2)	308	700	(392)	950
8760-00 - Meals/Meetings	14	65	(52)	214	520	(306)	780
8810-00 - Dues & Subscriptions	55			55	100	(45)	100
8810-00 - Travel	0	0	0	0	0	0	1,500
Total Expense	27,129	31,887	(4,758)	269,331	290,541	(21,210)	435,965
Net Ordinary Income	12,830	6,202	6,628	77,776	50,184	27,592	75,241
Other Income/Expense							
Other Expense							
8990-00 - Allocated	12,452	6,202	6,250	40,230	50,186	(9,956)	75,243
Total Other Expense	12,452	6,202	6,250	40,230	50,186	(9,956)	75,243
Net Other Income	(12,452)	(6,202)	(6,250)	(40,230)	(50,186)	9,956	(75,243)
Net Income	378	0	378	37,545	(2)	37,547	(2)

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

Accrual Basis

51 - TMPI

	Feb 20	Budget	\$ Over Bu...	Jul '19 - Fe...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	1,707	1,707	0	81,972	81,971	1	88,866
Total Income	1,707	1,707	0	81,972	81,971	1	88,866
Gross Profit	1,707	1,707	0	81,972	81,971	1	88,866
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	62	33	29	84	264	(180)	396
5030-00 · P/R - Health Insurance Expense	0	4	(4)	0	32	(32)	48
5040-00 · P/R - Workmans Comp	4	4	(1)	4	32	(28)	48
5060-00 · 401 (k)	0	23	(23)	0	184	(184)	276
5000-00 · Salaries & Wages - Other	762	567	195	948	4,536	(3,588)	6,804
Total 5000-00 · Salaries & Wages	828	631	197	1,036	5,048	(4,012)	7,572
5100-00 · Rent							
5110-00 · Utilities	0	0	0	0	36	(36)	36
5140-00 · Repairs & Maintenance	0			0	6	(6)	6
5150-00 · Office - Cleaning	0			0	41	(41)	41
5100-00 · Rent - Other	0	72	(72)	0	504	(504)	504
Total 5100-00 · Rent	0	72	(72)	0	587	(587)	587
5310-00 · Telephone							
5320-00 · Telephone	3	0	3	3	230	(228)	230
Total 5310-00 · Telephone	3	0	3	3	230	(228)	230
5420-00 · Mail - USPS	0			0	18	(18)	18
5510-00 · Insurance/Bonding	0			0	64	(64)	64
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0			0	1,560	(1,560)	1,560
5520-00 · Supplies - Other	10,256	0	10,256	14,342	10,510	3,832	10,510
Total 5520-00 · Supplies	10,256	0	10,256	14,342	12,070	2,272	12,070
5740-00 · Equipment Rental/Leasing	0	0	0	0	216	(216)	216
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	100			1,720			
5921-00 · Professional Fees - Other	5,000			74,097	55,000	19,097	55,000
Total 5900-00 · Professional Fees	5,100			75,817	55,000	20,817	55,000
8700-00 · Automobile Expenses	0			4	25	(21)	25
8750-00 · Meals/Meetings	1			1	4	(3)	4
8810-00 · Dues & Subscriptions	4			4	0	4	0
Total Expense	16,191	703	15,488	91,206	73,262	17,944	75,786
Net Ordinary Income	(14,483)	1,004	(15,487)	(9,234)	8,709	(17,943)	13,080
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,161	1,076	1,085	6,982	8,709	(1,727)	13,080
Total Other Expense	2,161	1,076	1,085	6,982	8,709	(1,727)	13,080
Net Other Income	(2,161)	(1,076)	(1,085)	(6,982)	(8,709)	1,727	(13,080)
Net Income	(16,644)	(72)	(16,572)	(16,216)	0	(16,216)	0

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

Accrual Basis

60 - Membership

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 - Membership Dues Revenue	11,349	10,833	516	89,794	86,667	3,127	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	0	0	0	1,200	(1,200)	2,500
4250-03 - Summer/Winter Rec Luncheon	0			0	2,700	(2,700)	2,700
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	0	0	3,325	3,000	325	3,000
4251-00 - Tues AM Breakfast Club - Other	525	636	(111)	4,005	4,455	(450)	7,000
Total 4251-00 - Tues AM Breakfast Club	525	636	(111)	7,330	7,455	(125)	10,000
4250-00 - Revenues-Membership Activities - Other	1,440	100	1,340	7,376	3,300	4,076	4,000
Total 4250-00 - Revenues-Membership Activities	1,965	736	1,229	14,706	14,655	51	69,200
Total Income	13,314	11,570	1,744	104,500	101,321	3,179	199,200
Gross Profit	13,314	11,570	1,744	104,500	101,321	3,179	199,200
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	(1,375)	(1,375)	0	(11,000)	(11,000)	0	(16,500)
5020-00 - P/R - Tax Expense	259	434	(175)	3,884	3,474	410	5,211
5030-00 - P/R - Health Insurance Expense	489	849	(360)	5,484	6,792	(1,308)	10,188
5040-00 - P/R - Workmans Comp	26	44	(18)	268	355	(87)	532
5060-00 - 401 (k)	139	253	(114)	2,095	2,025	69	3,038
5070-00 - Other Benefits and Expenses	53	13	40	69	107	(38)	160
5000-00 - Salaries & Wages - Other	4,644	6,329	(1,685)	34,201	50,632	(16,431)	75,948
Total 5000-00 - Salaries & Wages	4,235	6,548	(2,314)	35,000	52,385	(17,385)	78,577
5100-00 - Rent							
5110-00 - Utilities	34	36	(2)	302	287	16	430
5140-00 - Repairs & Maintenance	21	44	(22)	75	350	(275)	525
5150-00 - Office - Cleaning	60	98	(38)	493	785	(292)	1,177
5100-00 - Rent - Other	635	497	138	5,088	3,977	1,111	5,985
Total 5100-00 - Rent	751	675	76	5,958	5,398	560	8,097
5310-00 - Telephone							
5320-00 - Telephone	129	150	(21)	929	1,200	(272)	1,800
Total 5310-00 - Telephone	129	150	(21)	929	1,200	(272)	1,800
5420-00 - Mail - USPS	32	8	23	79	67	13	100
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	42	(42)	0	333	(333)	500
5520-00 - Supplies - Other	23	83	(60)	211	667	(456)	1,000
Total 5520-00 - Supplies	23	125	(102)	211	1,000	(789)	1,500
5610-00 - Depreciation	0	8	(8)	0	64	(64)	96
5700-00 - Equipment Support & Maintenance	0	56	(56)	0	448	(448)	672
5710-00 - Taxes, Licenses & Fees	0	17	(17)	14	133	(120)	200
5740-00 - Equipment Rental/Leasing	55	225	(170)	915	1,800	(885)	2,700
5800-00 - Training Seminars	0	21	(21)	0	167	(167)	250
5900-00 - Professional Fees							
5921-00 - Professional Fees - Other	0	83	(83)	0	667	(667)	1,000
Total 5900-00 - Professional Fees	0	83	(83)	0	667	(667)	1,000
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	15,000	0	15,000	21,140	0	21,140	27,500
6436-00 - Membership - Wnt/Sum Rec Lunch	0	0	0	633	3,500	(2,867)	5,000
6437-00 - Tuesday Morning Breakfast Club	513	545	(32)	2,724	3,818	(1,095)	6,000
6442-00 - Public Relations/Website	334	417	(83)	3,798	3,333	464	5,000
6423-00 - Membership Activities - Other	650	100	550	1,779	4,450	(2,671)	8,500
Total 6423-00 - Membership Activities	16,497	1,062	15,435	30,074	15,101	14,972	52,000
6742-00 - Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 - Associate Relations	0	25	(25)	190	200	(10)	300
8500-00 - Credit Card Fees	75	182	(106)	1,187	1,455	(268)	3,500
8700-00 - Automobile Expenses	34	63	(29)	253	500	(247)	750
8750-00 - Meals/Meetings	73	83	(10)	345	667	(321)	1,000
8810-00 - Dues & Subscriptions	4	48	(42)	74	367	(293)	550
8920-00 - Bad Debt	164	0	164	2,899	0	2,899	0
Total Expense	22,071	9,377	12,694	80,477	81,617	(1,140)	153,092
Net Ordinary Income	(8,757)	2,193	(10,950)	24,022	19,704	4,319	46,108
Other Income/Expense							
Other Expense							

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

Accrual Basis

60 - Membership

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	4,322	2,153	2,169	13,964	17,422	(3,458)	26,107
Total Other Expense	4,322	2,153	2,169	13,964	17,422	(3,458)	26,107
Net Other Income	(4,322)	(2,153)	(2,169)	(13,964)	(17,422)	3,458	(26,107)
Net Income	(13,079)	40	(13,119)	10,058	2,282	7,776	20,001

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

70 - Administration

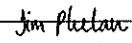
Accrual Basis

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	2,577	2,341	236	13,981	17,528	(3,547)	26,892
5030-00 - P/R - Health Insurance Expense	1,849	3,369	(1,520)	14,621	26,952	(12,331)	40,428
5040-00 - P/R - Workmans Comp	156	205	(49)	557	1,535	(978)	2,355
5060-00 - 401 (k)	665	1,171	(506)	6,662	8,768	(2,106)	13,452
5070-00 - Other Benefits and Expenses	17	160	(143)	847	1,280	(433)	2,000
5000-00 - Salaries & Wages - Other	32,046	29,265	2,781	171,836	219,120	(47,284)	336,180
Total 5000-00 - Salaries & Wages	37,309	36,511	798	208,504	275,183	(66,679)	421,307
5100-00 - Rent							
5110-00 - Utilities	127	250	(123)	1,124	1,340	(216)	2,040
5140-00 - Repairs & Maintenance	603	375	228	2,968	3,000	(32)	4,500
5160-00 - Office - Cleaning	226	250	(24)	1,833	1,900	(67)	2,650
5100-00 - Rent - Other	2,372	2,370	2	18,775	18,960	(185)	29,750
Total 5100-00 - Rent	3,329	3,245	84	24,700	25,200	(500)	38,950
5310-00 - Telephone							
5320-00 - Telephone	860	750	110	6,208	6,000	208	9,000
Total 5310-00 - Telephone	860	750	110	6,208	6,000	208	9,000
5420-00 - Mail - USPS	118	90	28	596	720	(124)	1,080
5510-00 - Insurance/Bonding	269	795	(526)	9,404	6,360	3,044	9,540
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	200	250	(50)	794	2,000	(1,206)	3,000
5520-00 - Supplies - Other	1,058	625	433	4,022	5,000	(978)	7,500
Total 5520-00 - Supplies	1,258	875	383	4,817	7,000	(2,183)	10,500
5610-00 - Depreciation	0	32	(32)	0	252	(252)	380
5700-00 - Equipment Support & Maintenance	134	2,200	(2,066)	11,854	17,600	(5,746)	26,400
5710-00 - Taxes, Licenses & Fees	922	1,045	(123)	8,524	8,360	164	12,540
5740-00 - Equipment Rental/Leasing	2,357	341	2,016	6,305	2,728	3,577	4,092
5800-00 - Training Seminars	0	400	(400)	89	3,200	(3,111)	4,800
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	625	(625)	2,040	5,000	(2,960)	7,500
5920-00 - Professional Fees - Accountant	3,025	0	3,025	21,825	22,400	(575)	24,800
5921-00 - Professional Fees - Other	0	1,500	(1,500)	1	12,000	(11,999)	21,000
Total 5900-00 - Professional Fees	3,025	2,125	900	23,866	39,400	(15,534)	53,400
5941-00 - Research & Planning	0	300	(300)	0	2,400	(2,400)	3,600
6742-00 - Non-NLT Co-Op Marketing Program	0	0	0	371	0	371	0
7500-00 - Trade Shows/Travel	1,309	0	1,309	1,901	3,000	(1,099)	3,000
8200-00 - Associate Relations	49	345	(296)	432	2,760	(2,328)	4,140
8300-00 - Board Functions	2,941	1,000	1,941	19,999	5,000	14,999	5,950
8500-00 - Credit Card Fees	0	0	0	175	0	175	0
8600-00 - Additional Opportunities	0	500	(500)	0	4,000	(4,000)	6,000
8700-00 - Automobile Expenses	0	250	(250)	201	2,000	(1,799)	3,000
8750-00 - Meals/Meetings	302	150	152	515	1,200	(685)	1,800
8810-00 - Dues & Subscriptions	623	300	323	3,992	2,400	1,592	3,600
Total Expense	54,804	51,254	3,550	332,453	414,763	(82,310)	623,079
Net Ordinary Income	(54,804)	(51,254)	(3,550)	(332,453)	(414,763)	82,310	(623,079)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(102,908)	(51,254)	(51,654)	(332,483)	(414,763)	82,280	(623,078)
Total Other Expense	(102,908)	(51,254)	(51,654)	(332,483)	(414,763)	82,280	(623,078)
Net Other Income	102,908	51,254	51,654	332,483	414,763	(82,280)	623,078
Net Income	48,104	0	48,104	30	0	30	(1)

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
Employee Expense Report


Month/Yr February 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
02.04.2020	A	Bank of the West		Rush card delivery fee	\$20.00		5710-00/70
02.06.2020	B	West Shore Market & Deli	542268	Staff Meeting Andy Chapman, Bonnie Bavetta, Jeff Hentz	\$51.70		8750-00/70
02.07.2020	C	Staples	1953990	Office Supplies	\$16.00		5520-00/70
02.10.2020	D	McDonald's	34248	Food during VisitCA Outlook Forum travel	\$7.88		7500-00/70
02.11.2020	E	Lyft	N/A	Taxi during VisitCA Outlook Forum	\$8.55		7500-00/70
02.12.2020	F	Marriott	77737	Food during VisitCA Outlook Forum travel	\$14.06		7500-00/70
02.11.2020	G	Visit California	47393544	VisitCA Outlook Forum Registration	\$999.00		7500-00/70
02.11.2020	H	Reno-Tahoe Airport	7068/0609/609	Parking during VisitCA Outlook Forum	\$24.00		7500-00/70
02.12.2020	I	Marriott	721360279	Lodging during VisitCA Outlook Forum	\$239.14		7500-00/70
02.12.2020	J	Lyft	N/A	Taxi during VisitCA Outlook Forum	\$15.88		7500-00/70
02.18.2020	K	Microsoft Store	N/A	Microsoft Office 365	\$69.99		8810-00/Alloc
02.21.2020	L	Moe's Original BBQ	66277	Meeting with Liz, Kylee, & Alyssa (NTBA & TCDA)	\$68.28		8750-00/70
02.21.2020	M	Tremigo Mexican Kitchen	73763	Meeting with Christy Beck	\$20.97		8750-00/70
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	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					\$1,555.45		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Approved By: 

DocuSigned by:

Date: 3-13-20Date: 3/23/2020 2:44...**ACCOUNTING**

DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED
			<u>3/13/20</u>	


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	FEB 28, 2020
Total Activity	\$1,555.45

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

 JEFFREY HENTZ
 N LAKE TAHOE RESORT
 PO BOX 5459
 TAHOE CITY CA 96145-5459

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,555.45		\$0.00		\$0.00		\$1,555.45

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-04	02-04		RUSH CARD DELIVERY FEE	ok 20.00 (A)
02-08	02-05	55500360037837000245638	WEST SHORE MARKET & DE TAHOE CITY CA Tax ID: 471441305 Mer Ref: 00024563 Mer Zip: 96145 Origin Zip: 96145 Dest Ctry: USA	51.70 (B)
02-07	02-06	05410190038105001751317	STAPLES 00114702 RENO NV Tran: 000175131 Tax ID: 042898127 Mer Ref: 000175131 Mer Zip: 89503 Dest Zip: 89503 Dest Ctry: USA Tax: 1.22 Product Code: 077914066928 Desc: BOSTITCH DYNAMO FULLASTD Qty: 1 Unit: ST Disc: N Ext Item Amt: 12.49 Product Code: 718103316637 Desc: TR HL TANK GRIP AST 2PK Qty: 1 Unit: ST Disc: N Ext Item Amt: 2.29	✓ 16.00 (C)
02-10	02-09	05140480040720215568071	MCDONALD'S F36256 RENO NV Tax ID: 812169269 Mer Zip: 89502	✓ 7.88 (D)
02-11	02-10	55500360041400962678498	LYFT *RIDE MON 3PM 855-865-9553 CA Tran: 13704095514132885 Tax ID: 208809830 Mer Ref: DewUUr6Rx0 Mer Zip: 94107 Origin Zip: 94107 Dest Ctry: USA Tax: 0.10	✓ 8.65 (E)
02-12	02-10	55432860042200825246940	MARRIOTT 337J8 SD MARI 866-435-7627 CA Arrival Date: 02/10/20 Departure Date: 02/10/20 Invoice Number: M04353 Tax ID: 521953953 Mer Ref: 083176 Mer Zip: 92101	✓ 14.08 (F)

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$1,535.45
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	FEB 28, 2020	Fees	\$20.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
Disputed Amount		Total Activity	\$1,555.45
\$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 1-888-432-8181, 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.


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number XXXX-XXXX-0150-4616

Statement Date FEB 28, 2020

Total Activity \$1,555.45

 ** MEMO STATEMENT ONLY **
 DO NOT REMIT PAYMENT

 JEFFREY HENTZ
 N LAKE TAHOE RESORT
 PO BOX 5459
 TAHOE CITY CA 96145-5459

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$1,555.45		\$0.00		\$0.00		\$1,555.45

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount	
02-04	02-04		RUSH CARD DELIVERY FEE	20.00	(A)
02-06	02-05	55500360037837000245638	WEST SHORE MARKET & DE TAHOE CITY CA	51.70	(B)
		Tax ID: 471441305 Mer Ref: 00024563 Mer Zip: 96145 Origin Zip: 96145 Dest City: USA			
02-07	02-06	05410190038105001751317	STAPLES 00114702 RENO NV	16.00	(C)
		Tran: 000175131 Tax ID: 042896127 Mer Ref: 000175131 Mer Zip: 89503 Dest Zip: 89503 Dest City: USA Tax: 1.22			
		Product Code: 077914056928 Desc: BOSTITCH DYNAMO FULL ASTD Qty: 1 Unit: ST Disc: N Ext Item Amt: 12.49			
		Product Code: 718103316637 Desc: TR HL TANK GRIP AST 2PK Qty: 1 Unit: ST Disc: N Ext Item Amt: 2.29			
02-10	02-09	05140480040720215568071	MCDONALD'S F36256 RENO NV	7.88	(D)
		Tax ID: 812169269 Mer Zip: 89502			
02-11	02-10	55500360041400982678496	LYFT *RIDE MON 3PM 855-865-9553 CA	8.55	(E)
		Tran: 13704095514132885 Tax ID: 208809830 Mer Ref: DewUU6Rx0 Mer Zip: 94107 Origin Zip: 94107 Dest City: USA Tax: 0.10			
02-12	02-10	55432860042200025246940	MARRIOTT 337J8 SD MARI 866-435-7627 CA	14.06	(F)
		Arrival Date: 02/10/20 Departure Date: 02/10/20 Invoice Number: M04353 Tax ID: 521953953 Mer Ref: 083176 Mer Zip: 92101			

For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$1,535.45
1-866-432-8161	Statement Date	Cash Advances	\$0.00
	FEB 28, 2020	Fees	\$20.00
Send Billing Inquiries to:	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$1,555.45
	\$0.00		

Statement Date	FEB 28, 2020	Total Activity	\$1,555.45
Credit Limit	\$10,000	Single Purchase Limit	\$5,000.00
JEFFREY HENTZ			
XXXX-XXXX-0150-4616			

ACCOUNT ACTIVITY				
Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
02-11	02-10	55432860041200546896081	SQ *VISIT CALIFORNIA San Diego CA Tran: 00023058430127505 Tax ID: 800429876 Mer Ref: 00023058430127505 Mer Zip: 92101 Origin Zip: 92101 Dest Zip: 92101 Dest City: USA Product Code: 099 Desc: Cultural Attraction Item15813641222 Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 999.00	999.00
02-11	02-10	55460770042091593000367	RENO-TAHOE AIRPORT AUT RENO NV Tax ID: 880156921 Mer Ref: 59300036 Mer Zip: 89502 Origin Zip: 89502 Dest City: USA	✓ 24.00
02-12	02-11	55432860042200825176998	MARRIOTT GASLAMP QUART SAN DIEGO CA Arrival Date: 02/09/20 Departure Date: 02/11/20 Invoice Number: 002708 Tax ID: 330853328 Mer Ref: 003878 Mer Zip: 92101	239.14
02-12	02-11	55500360042400963988042	LYFT *RIDE MON 4PM 855-865-9553 CA Tran: 13704185332099722 Tax ID: 208809830 Mer Ref: DgfukYNSPC Mer Zip: 94107 Origin Zip: 94107 Dest City: USA Tax: 3.60	✓ 15.88
02-18	02-17	55131580048400559014488	MICROSOFT*STORE MSBILL.INFO WA Tran: Z312U24DH1RC Tax ID: 911144442 Mer Ref: Z312U24DH1RC Mer Zip: 98052 Dest City: USA	69.99
02-21	02-19	25247800051002027549556	MOES ORIGINAL BBQ TAHO TAHOE CITY CA Tax ID: 272243351 Mer Zip: 96145	✓ 68.28
02-21	02-20	02308630052000576348005	TREMIGO MEXICAN KITCHEN OLYMPIG VALLECA Tax ID: 842696515 Mer Zip: 98146 Origin Zip: 96146	✓ 20.97

G

H

I

J

K

L

M

- office NOC

ITEMIZED?

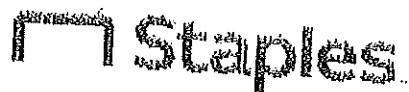
→ N+BA
TCDA

Store : HQ WEST SHORE MARKET & DELI
 Cashier : 200 : Alexandra (All) Start : 02/05/2020 12:03:54 PM End : 02/05/2020 12:05:55 PM
 Terminal : 2 : POS2 Customer Number :
 Receipt Number : 542268 Invoice Number : HQ02542268 Customer Name :
 Customer Association Method : None

Store : HQ WEST SHORE MARKET & DELI
 Cashier : 200 : Alexandra (All) Start : 02/05/2020 12:03:54 PM End : 02/05/2020 12:05:55 PM
 Terminal : 2 : POS2 Customer Number :
 Receipt Number : 542268 Invoice Number : HQ02542268 Customer Name :
 Customer Association Method : None

Item ID	Receipt Alias	Quantity Sold	Unit Price	Extended Price
361	CLUB	1.000	1	\$12.00
	Name: BONNIE			
	-- NO CHEESE			
FOUNTAIN	PEPSI 24 OZ SODA	1.000	1	\$2.50
083791520010	Sea Salt Potato Chlps	1.000	1	\$1.50
364	TUNA MELT	1.000	1	\$11.00
360	BUILD YOUR OWN SANDO \$10	1.000	1	\$10.00
390	-ADD PROTEIN	1.000	1	\$4.00
00391	-ADD SPROUTS	1.000	1	\$5.00
01215908	AQUAFINA	1.000	1	\$1.69
	CRV \$.05 (CRV05)	1.000	1	\$.05
	Tippling via Pinpad			\$6.74
	Credit Card			\$51.70
	Fountain Soda+Chlps Combo			(\$1.00)
	SUBTOTAL			\$48.98
	Sales Tax 7.25%			\$2.72
	TOTAL			\$51.70
	TOTAL TENDERED			\$51.70
	Change			\$0.00
	--- Card Information ---			
	HENTZ/JEFFREY			
	Card Type: Master Insert			
	Account #: XXXXXXXXXXXX4616			
	Exp Date : 0623			
	Amount: \$1.70			
	Approval #: 057682			
	Date: 2/5/20 12:05:53 PM PST			
	Reference #: 000542268001			
	Signature Captured			

(B)



10350 North McCarran Blvd.
 Reno, NV 89503
 (775) 787-3460

QTY	SKU	PRICE
1	BOSTITCH DYNAMO FU 077914056928	12.49
1	TR III TANK GRIP AS 718103316637	2.29
SUBTOTAL		14.78
Standard Tax 8.2650%		1.22
TOTAL		\$16.00

MASTERCARD USD\$16.00
 Card No.: XXXXXXXXXXXX4616 [C]
 Chip Read
 auth No.: 059680
 AID.: A0000000041010

TOTAL ITEMS 2

TRU REE

Business essentials designed
 thoughtfully to work beautifully.

Shop Smarter. Get Rewarded.
 Staples Rewards members get up to 5%
 back in Rewards in store only.
 Exclusions Apply. See an associate for
 full program details or to enroll.

THANK YOU FOR SHOPPING AT STAPLES!



14700206207513101

(C)

383

America's Best First Job!
APPLY ONLINE mcdonalds.com/careers
Survey Code:
36256-03830-20920-11453-00078-B

McDonald's Restaurant #136256
E PLUMB LANE
RENO, NV 89502
TEL# 1(775)324-7756

KS# 3 02/09/2020 11:45 AM
Side# Order 83

1 Sausage Egg McMuffin	4.39
NO American Cheese	
1 S Non Fat Hot Choc	2.89
Subtotal	7.28
Tax	0.60
Take-Out Total	7.88
Cashless	7.88
Change	0.00

MER# 330499
CARD ISSUER ACCOUNT#
Master SALE *****4616
TRANSACTION AMOUNT 7.88
CHIP READ
AUTHORIZATION CODE - 034248
SEQ# 211147
AID: A0000000041010

Complete the Survey and receive
A FREE CONE or APPLE PIE!
Go to www.mcdvoice.com within 7 days
and tell us about your visit.
Validation Code: _____

(D)

DeWitt Van Sichen

From: Jeffrey Hentz <jeff@gotahoenorth.com> on behalf of Jeffrey Hentz
Sent: Thursday, March 12, 2020 5:25 PM
To: dewitt@gotahoenorth.com
Subject: FW: Your ride with Talat on February 10

Jeffrey Hentz
Chief Executive Officer
Phone: 530.581.8739
Cell: 407.466.1320

Jeff@GoTahoeNorth.com
www.GoTahoeNorth.com
www.nltra.org



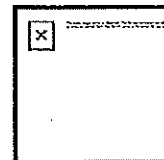
north lake tahoe
Chamber | CVB | Resort Association

From: Lyft Ride Receipt <no-reply@lyftmail.com>
Date: Monday, February 10, 2020 at 4:05 PM
To: "jeff@gotahoenorth.com" <jeff@gotahoenorth.com>
Subject: Your ride with Talat on February 10



FEBRUARY 10, 2020 AT 3:32 PM

Thanks for riding with Talat!




100% of tips go to drivers. [Add a tip](#)

Lyft fare (0.55mi, 4m 25s)

\$6.16

Tip

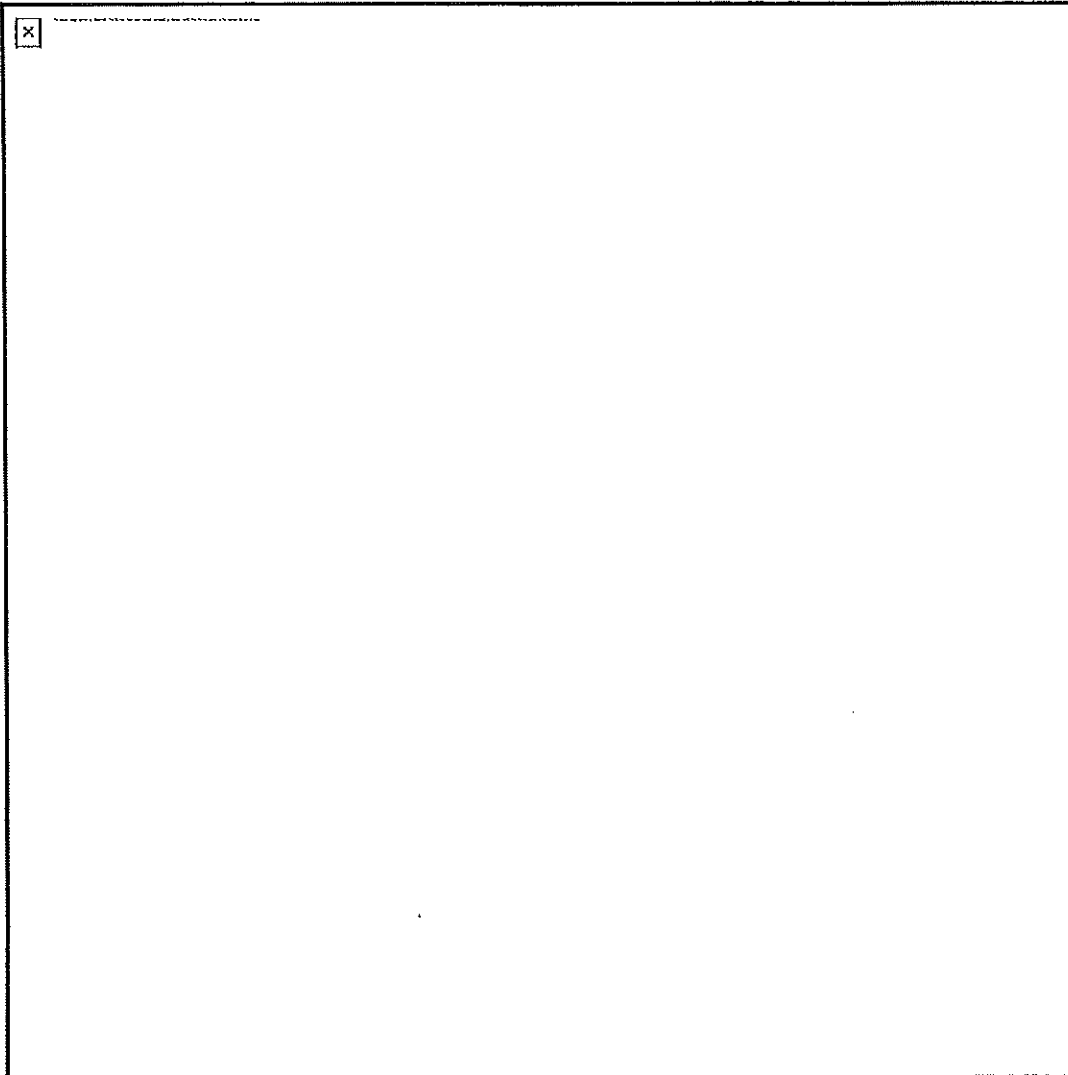
\$3.00

 10% off Mon. - Fri.

-\$0.61

☒ MasterCard *4616

\$8.55



☒ **Pickup 3:32 PM**
109 W Harbor Dr, San Diego, CA

☒ **Drop-off 3:37 PM**
315 7th Ave, San Diego, CA

FAVORITE DRIVER

(E)

TIP DRIVER

FIND LOST ITEM

REQUEST REVIEW

Review price in the Lyft app help tab

Help Center

Receipt #1370409551413288536

We never share your address with your driver after a ride.
[Learn more](#) about our commitment to safety.

[© Mapbox](#) [© OpenStreetMap](#) [Improve this map](#)

© 2020 Lyft, Inc.
548 Market St., P.O. Box 68514
San Francisco, CA 94104
CPUC ID No. TCP0032513 - P

Work at Lyft
Become a Driver



(E)

& & & 502 & &
San Diego Marriott
Marquis & Marina
**** Starbucks ****
/7737 KARLA

CHK 8161
10 Feb'20 8:37 AM

1 GRND COFFEE	3.20
1 GRND CARM MACCHIATO	5.35
1 BLUEBERRY SCONE	3.75
1 ADD SOY	0.75

SUBTOTAL	\$13.05
TAX	\$1.01
PAYMENT	\$14.06
Change Due	\$0.00
MASTERCARD	\$14.06
*****4616	

----- Check Closed -----
10 Feb'20 8:39 AM

(F)

Receipt

3/12/20, 6:12 PM

2020 VISIT CALIFORNIA
Outlook
 FORUM

Receipt

Reference Number 47393544

Date Registered Monday, February 10th, 2020

Statement Date Monday, February 10th, 2020

Event 2020 Visit California Outlook Forum

Event Details Marriott Marquis San Diego Marina
 333 West Harbor Drive
 San Diego California 92101

Event Date Monday, February 10th - Tuesday, February 11th, 2020

Selection	Cost
Industry Attendee: Jeffrey Hentz	\$999.00
DMO	
Sub Total:	\$999.00
Total	\$999.00

Billed To

Billing Company North Lake Tahoe

Name Jeffrey Hentz

Email Address JEFF@GOTAHOKENORTH.COM

Date	Transaction Type	
Monday, February 10th, 2020	Transaction Amount	\$999.00
Monday, February 10th, 2020	Credit Card Payment	\$-999.00
	Balance	\$0.00

Cancellation PolicyCancellation Policy

All cancellations must be in writing and are subject to a \$10 cancellation fee.

- More than 60 days prior to event: full refund, minus cancellation fee
- 31-60 days prior to event: 50% of registration, minus cancellation fee
- 0-30 days prior to event: no refund



R E C E I P T

Reno-Tahoe Intl Airpt

PO BOX 12490
Reno NV 89510
775-328-6566

Receipt 7068/0609/609 02/10/20 20:34:54

010100 Pay Parking Ticket\$ 24.00
02/09/20 11:24 - 02/10/20 20:34
Length of stay: 1 Days, 09:10
02991867851011020040410450??

Total Amount \$ 24.00

Credit Mastercard \$ 24.00

Tax 0.00 \$ 0.00

AID HASTERCARD
A0000000041010
APP LABEL HASTERCARD
CARD *****4616
PAN SEQ Number 01
AUTHORIZATION 025110
TOTAL USD\$24.00

APPROVED
UID 4753
TRAN 0000000b625fef09

** Thank you **
** Open 24 hours **

(H)



MARRIOTT

SAN DIEGO MARRIOTT GASLAMP QTR

GUEST FOLIO

2101	HENTZ/JEFFREY	212.00	02/10/20	DUPLICATE 9:38	2708
ROOM	NAME	RATE	DEPART	TIME	ACCT#
CKA	100 N. LAKE BLVD		02/09/20		
TYPE	TAHOE CITY CA		ARRIVE	TIME	
	96145				
ROOM		MCXXXXXXXXXXXX4616			
CLERK	ADDRESS	PAYMENT			MB#: 721360279
DATE	REFERENCES	CHARGES	CREDITS	BALANCES DUE	
02/09	BASEHSIA	FREEHSIA			
02/09	ROOM	2101, 1	.00		
02/09	ROOM TAX	2101, 1	212.00		
02/09	SD TMDA	2101, 1	22.26		
02/09	CA FEE	2101, 1	4.24		
02/10	CCARD-MC	2101, 1	.64		
	MCXXXXXXXXXXXX4616			239.14	
					.00



MARRIOTT

SAN DIEGO MARRIOTT GASLAMP QTR
 860 K STREET
 SAN DIEGO CA 92101
 619-696-0234

(I)

Treat yourself to the comfort of Marriott Hotels in your home. Visit ShopMarriott.com.

This statement is your only receipt. You have agreed to pay in cash or by approved personal check or to authorize us to charge your credit card for all amounts charged to you. The amounts shown in the credit column opposite any credit card entry in the reference column above will be charged to the credit card number set forth above. (The credit card company will bill in the usual manner.) If for any reason the credit card company does not make payment on this account, you will owe us such amount. If you are directly billed, in the event payment is not made within 25 days after check-out, you will owe us interest from the check-out date on any unpaid amount at the rate of 1.5% per month (ANNUAL RATE 18%), or the maximum allowed by law, plus the reasonable cost of collection, including attorney fees.

Signature X

Tuesday, February 11, 2020 at 4:32:08 PM Pacific Standard Time

Subject: Your ride with Eduardo on February 10

Date: Tuesday, February 11, 2020 at 4:20:33 PM Pacific Standard Time

From: Lyft Ride Receipt

To: jeff@gotahoenorth.com

lyft

FEBRUARY 10, 2020 AT 4:05 PM

**Thanks for riding with
Eduardo!**

Lyft fare (3.64mi, 14m 35s)

\$12.88

Tip

\$3.00

MasterCard *4616

\$15.88

Ride Map

Pickup 4:05 PM

644 K St, San Diego, CA

Drop-off 4:19 PM

San Diego Int'l Airport, San Diego, CA



Thursday, March 12, 2020 at 5:19:30 PM Pacific Daylight Time

Subject: Your purchase of Office 365 Personal
Date: Monday, February 17, 2020 at 7:01:17 PM Pacific Standard Time
From: Microsoft Store
To: jeff@gotahoenorth.com
Attachments: OrderQuickResponseCode.gif

Thanks for subscribing!

Microsoft logo

Hi Jeffrey,

Thanks for subscribing to Office 365 Personal. We're happy you're here.

We've charged \$69.99 to MasterCard **4616 for your year of Office 365 Personal. For a full breakdown of charges, see your [order details](#).

You'll be billed every year at \$69.99 plus applicable taxes. We'll email you ahead of time if that price ever changes.

[Manage your subscription](#) to review the latest info, change how you pay, or cancel at any time to stop future charges. Enjoy!

Discover benefits

Install Office



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

(K)

MTBA / TCDA
WE

Moe's Original BBQ - Tahoe City
120 Grove St
Tahoe City, CA 96145
ph (530) 583-4227

Thank You for Visiting

TABLE: Kyle - 1 Guest
Your Server was Milenka
2/19/2020 12:23:20 PM - ID #: 0362521
Subtotal \$59.00
Total Taxes \$4.28
Grand Total \$63.28

Credit Purchase

Name: MIENTE/JEFFREY
CC Type: MasterCard
CC Num: :xxxx xxxx xxxx 4616
Reference: :005038782481
Approval: :066277
Server: :Milenka
Ticket Name: :Kyle

Payment Amount: \$63.28

Tip: 5

Total: 68.28

X
15% 20% 25%
\$9.49 \$12.66 \$15.82

CUSTOMER COPY

I agree to pay the amount shown above.

Please Come Back!
www.moesoriginalbbq.com

2

Christy Beck

Split

Tremigo Mexican Kitchen
1850 Village South Rd #52
Squaw Valley, Ca 96146
(530) 584-6021

Server: Jacqui 02/20/2020
Table 4/1 12:56 PM
Guests: 2

#30006

Quesadilla Ap 12.00
Chicken 3.00
Taco Board 16.00

Subtotal 31.00
Tax 2.47
Village Fee 0.47

Total 33.94

Balance Due 33.94

== Suggested Tips ==
18% 5.58
20% 6.20
25% 7.75

Tremigo thanks you!
We look forward to
your next visit!
www.tremigotahoe.com

Tremigo Mexican Kitchen
1850 Village South Rd #52
Squaw Valley, Ca 96146
(530) 584-6021

Server: Jacqui DOB: 02/20/2020
01:17 PM 02/20/2020
Table 4/1 3/30006

SALE

MC 3145734
Card #XXXXXXXXXXXX4616
Magnetic card present: HENTZ
JEFFREY
Card Entry Method: S

Approval: 073763

Amount: \$16.97

+ Tip: 4

= Total: 20.97

I agree to pay the above
total amount according to the
card issuer agreement.

== Suggested Tips ==

18% 5.58
20% 6.20
25% 7.75

Tremigo thanks you!
We look forward to
your next visit!
www.tremigotahoe.com

>Rest Copy-Please Sign<

M



MEMORANDUM

Date: March 27, 2020
TO: NLTRA Board of Directors
FROM: Amber Burke, Dr. of Marketing
RE: North Lake Tahoe Marketing Coop – Agency RFP Delay and Agency Contract Extensions

Action Requested:

Discussion to delay of the current North Lake Tahoe Marketing Coop agency RFP process due to the COVID-19 situation and approval to extend current agency contracts into the start of the 20.21 FY.

Background:

NLTMC issued an RFP in Dec. 2019 for agency services to take place July 2020 - June 2023. The services included were marketing, advertising, communications, social media and website. Submissions were received on Feb. 18th. The selection panel, comprised of staff and NLTRA and IVCBVB board members, reviewed all submissions and narrowed it down to nine (9) finalist agencies. In person presentations were scheduled for March 17th and 18th however they were cancelled due to the current shelter in place requirements.

Staff is proposing to indefinitely pause the RFP process due to COVID-19. The intention is to pick up the process where left off by re-inviting the 9 finalists to an in-person presentation when appropriate. Staff is also asking to extend the existing NLTMC agency contracts (Augustine, Richter 7, The Abbi Agency) into the next fiscal year. All three agencies are currently in contract with NLTMC through June 2020.

The reasoning behind extensions includes the following:

- Staff would like to work with current agencies to plan and implement a recovery campaign when appropriate. The planning process needs to begin now but the time of implementation is uncertain.
- Current agencies are fully immersed in the NLT brand and strategy, and have been immensely helpful over the past few weeks with messaging. We benefit from having agency partners fully up to speed on the NLT brand/community, that have relationships with our partners/stakeholders, and understand our full scope of work and the many aspects of our business.
- There are significant expenses when first contracting with new agencies including the discovery phase and potential agency overlaps during the transition period.
- This time period also allows for NLTRA and IVCBVB to explore a few internal staffing structure options which could impact RFP services.

At the IVCBVB board of directors meeting in March, they voted in favor of delaying the RFP process and signing extension contracts with current agencies.

Fiscal Impact:

- *Delay RFP Process:* No direct fiscal impact.
- *Sign Extension Contracts with Current Agencies:* Budgets would be discussed prior to signing contracts and would be run through both the NLTRA and IVCBVB boards. All contracts have a 30-day cancellation clause.

North Lake Tahoe Communications Report

COVID-19

Consumer Channels

- A [COVID-19 Travel](#) landing page was loaded to the GoTahoeNorth.com consumer website, linking to CDC information and local resources. The page also includes directives from Public Health and Government Officials.
- A headline banner was added to the homepage of GoTahoeNorth.com discouraging travel amid the COVID-19 pandemic: "We ask you to keep loving North Lake Tahoe from a distance".
- A public destination statement was crafted on March 18 asking visitors to refine travel plans and come at a later date. Destination Statement Distribution Channels:
 - A press release was sent to regional media on March 19
 - A [blog](#) post was added to the GTN site on March 20
 - A [blog](#) post was added to the NLTRA site on March 20
 - A consumer newsletter went out on March 24
 - The statement has been shared across consumer and local social channels
- Social channels are on "simmer" -- we are not promoting travel to the region, rather sharing inspirational posts and virtual videos. We want to offer a delightful distraction on social media with a overarching "Dream Now, Visit Later" message.
- All paid media is paused.
- Earned media outreach (public relations) is focusing on stories of business resilience. The team is also focusing on long-lead outreach for late summer/fall travel. Rather than blasting pitches to multiple media partners, the team is calling direct and working with journalists we already have relationships with.
- We are working with local media to ensure our efforts are conveyed to community members as well with an overarching message of: Stronger Together.

A [business operations list](#) was compiled in google sheets to reflect North Lake Tahoe business openings and virtual offerings. NTBA, TCDA and Placer County also have access to the document so they can update accordingly. This is updated daily and shared on GoTahoeNorth.com and NLTRA.org.

Stakeholder Calls

March 17 @ 3:30pm. Speakers included:

- Jeffrey Hentz: Chief Executive Officer, North Lake Tahoe Resort Association, CVB, Chamber of Commerce
- Aimee Sisson: Placer County Health & Human Services
- Caroline Beteta: President & Chief Executive Officer, Visit California
- Bethany Drysdale: Chief Communications Officer, Travel Nevada
- Hassan Azam: Manager of Air Service Development, Reno-Tahoe International Airport
- Andy Chapman: Chief Executive Officer, Incline Village Crystal Bay Visitors Bureau

Week of March 30: Securing a financial lifeline throughout COVID-19

Week of April 6: Tourism Economics Fallout – What You Need To Know; Recovery Efforts

Jeffrey Hentz & Liz Bowling are participating on calls with NLTRA Board of Directors Executive Committee and Senior Staff with Placer County to discuss combined efforts of COVID-19; meetings take place Monday, Wednesday and Friday.

Community Resilience Campaign: Stronger Together

Concept, Creative & Tactics to be rolled out week of March 30

Destination Statement

The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, over 60% of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19 and given state directives from both Nevada and California Governors' to stay home and shutter non-essential businesses, large scale events have been cancelled and the majority of ski resorts are closed.

For the safety of full-time residents, the North Lake Tahoe destination is asking visitors to refine travel plans and come again when travel is safe and viable. While social distancing practices are evident in our outdoor communities, the reality of an influx of visitors to the region will severely impact the small but mighty health care system, front-line service workers, and the overall inventory of necessary supplies.

"The impacts of this pandemic will be far-reaching for months to come," explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "To support local businesses reliant on tourism, we are asking people who hold North Lake Tahoe close to their hearts to consider making donations, purchase gift cards or go to online e-commerce sites, and write words of encouragement on small business social pages. Equally important is that you not cancel your trip completely, but rather postpone to a time when travel is viable again."

"The region relies on multiple sources of visitor traffic, including conference and group sales, special events, and visitors who enjoy an abundance of natural resources," stated Andy Chapman, President and CEO of the Incline Village Crystal Bay Visitors Bureau. "Not encouraging travel is an extremely difficult message to send but for the safety of those who live and work in North Lake Tahoe, it is the responsible request to put forth. By working together and adhering to shelter in place policies, we will move past this health crisis and visitors can once again enjoy all the Sierra has to offer."

The destination will continue to monitor the COVID-19 outbreak with guidance from Placer County Public Health, Washoe County Health District and state officials, along with tourism industry partners including Visit California, Travel Nevada and U.S. Travel to ensure the most accurate and timely information is provided to visitors on this topic.

North Lake Tahoe will welcome visitors back with the same open arms we've always had – but for now, for the safety of our communities, please stay home. We encourage you to enjoy our destination from afar – plan a future trip using resources on our website (www.gotahoenorth.com), enjoy Lake Tahoe's tranquility through our social pages @TahoeNorth, and we'll see you when this is all over.

Marketing Efforts

Our region's destination management organization - the North Lake Tahoe Resort Association (NLTRA) and Incline Village Crystal Bay Visitors Bureau - proactively responded prior to state-wide "shelter in place" and "stay at home" directives with pre-emptive messaging to consumers throughout California and the globe to refrain from travel to North Lake Tahoe until the COVID-19 health crisis is over. Every consumer touch point relayed this message front and center, including website, social media, public relations outreach, and the local Visitor Center.

Moreover, North Lake Tahoe suspended all advertising, promotions and sales efforts at the same time to ensure the safety of our local community and the greater North Lake Tahoe region.

NLTRA is committed to balancing economic activity to the region with a healthy and robust local community that enhances quality of life for all.

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1389 Units ("DestiMetrics Census**") and 43.01% 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 (Feb) changed by (-4.3%)	Occupancy (Feb) :	61.9%	64.7%	-4.3%
North Lake Tahoe ADR for last month (Feb) changed by (5.9%)	ADR (Feb) :	\$ 435	\$ 411	5.9%
North Lake Tahoe RevPAR for last month (Feb) changed by (1.3%)	RevPAR (Feb) :	\$ 269	\$ 266	1.3%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Mar) changed by (-11.9%)	Occupancy (Mar) :	38.8%	44.0%	-11.9%
North Lake Tahoe ADR for next month (Mar) changed by (6.9%)	ADR (Mar) :	\$ 362	\$ 338	6.9%
North Lake Tahoe RevPAR for next month (Mar) changed by (-5.8%)	RevPAR (Mar) :	\$ 140	\$ 149	-5.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-5.9%)	Occupancy	48.9%	52.0%	-5.9%
North Lake Tahoe ADR for the past 6 months changed by (6.9%)	ADR	\$ 375	\$ 350	6.9%
North Lake Tahoe RevPAR for the past 6 months changed by (0.6%)	RevPAR	\$ 183	\$ 182	0.6%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (11.7%)	Occupancy	26.5%	23.8%	11.7%
North Lake Tahoe ADR for the future 6 months changed by (7.7%)	ADR	\$ 394	\$ 366	7.7%
North Lake Tahoe RevPAR for the future 6 months changed by (20.3%)	RevPAR	\$ 105	\$ 87	20.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 29, 2020 vs. Previous Year				
Rooms Booked during last month (Feb,20) compared to Rooms Booked during the same period last year (Feb,19) for all arrival dates has changed by (-12.2%)	Booking Pace (Feb)	5.7%	6.5%	-12.2%

* 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.

© 2020 Sterling Valley Systems, Inc. All rights reserved. No parts of this work may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping or information storage and retrieval systems - without the written permission of the copyright holder. Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these Trademarks. While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher and the author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Monthly Report February 2020

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 2/29/20:	\$3,357,219	\$2,159,176	55%
Forecasted Commission for this Revenue:	\$41,087	\$45,705	-10%
Number of Room Nights:	14,646	12114	21%
Number of Delegates:	7851	14946	-47%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>February-20</u>	<u>February-19</u>	
<u>Number of Groups Booked:</u>	1	5	
Revenue Booked:	\$6,519	\$387,531	-98%
Room Nights:	51	\$2,099	-98%
Number of Delegates:	17	939	-98%
		3 Corp., 2	
Booked Group Types:	1 Assoc.	Assoc.	
Lost Business, # of Groups:	13	12	

<u>Arrived in the month</u>	<u>February-20</u>	<u>February-19</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$222,088	\$5,491	
Room Nights:	1070	23	
Number of Delegates:	578	13	
	3 Corp., 1		
Arrived Group Types:	Assoc.	1 Corp.	

<u>Monthly Detail/Activity</u>	<u>January-20</u>	<u>January-19</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$103,336	\$728,273	-86%
Room Nights:	418	2998	-86%
Number of Delegates:	298	3033	-90%
	1 Corp., 3	3 Corp., 3	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	29	0	

<u>Arrived in the month</u>	<u>January 2020</u>	<u>January-19</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$330,384	\$33,378	
Room Nights:	1522	78	
Number of Delegates:	578	60	
	2 Corp., 2		
Arrived Group Types:	Assoc.	1 Corp.	

Monthly Detail/Activity	<u>December-19</u>	<u>December-18</u>	
<u>Number of Groups Booked:</u>	4	7	
Revenue Booked:	\$155,480	\$357,079	-56%
Room Nights:	687	1994	-66%
Number of Delegates:	197	1145	-83%
	2 Corp., 1	5 Corp., 2	
Booked Group Types:	Assoc., 1 Govt.	Assoc.	
Lost Business, # of Groups:	22	9	144%
<u>Arrived in the month</u>	<u>December-19</u>	<u>December-18</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$55,138	\$0	
Room Nights:	441	0	
Number of Delegates:	363	0	
	1 Corp., 1		
Arrived Group Types:	Assoc.	0	
Monthly Detail/Activity	<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>November-18</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470	-19%
		1 Corp. 1	
Arrived Group Types:	2 Corp.	Assoc.	
Monthly Detail/Activity	<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>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
Arrived Group Types:	3 Corp., 1	2 Assoc., 1	

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%
Booked Group Types:	4 Corp., 1 Non-Profit	2 Corp., 1 SMF, 1 Seminar	
Lost Business, # of Groups:	6	21	-71%
<u>Arrived in the month</u>	<u>September-19</u>	<u>September-18</u>	
Number of Groups:	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
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%
Booked Group Types:	4 Corp., 1 Assoc.	3 Corp., 1 SMF	
Lost Business, # of Groups:	35	14	150%
<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
Number of Groups:	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%
Arrived Group Types:	9 Corp., 1 Assoc.	5 Corp., 1 Assoc., 2 SMF	
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, 1 Govt.	5 Corp, 1 Assoc.	

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:	\$1,558,997	\$750,000
For 2021/22:	\$543,222	\$500,000

NUMBER OF LEADS Generated as of 2/29/20:	217
YTD 2/28/19:	234
YTD 2/28/18:	203

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

Interoffice Memo

DATE: March 4, 2020
TO: Marily Mora, A.A.E., Dean Schultz, A.A.E., Executive Forum
FROM: Hasaan Azam, Manager of Air Service & Cargo Business Development
SUBJECT: March 2020 Flight Schedule

The March 2020 Flight Schedule at the Reno-Tahoe International Airport (RNO) provides 72 peak-day and less than daily non-stop departures to 19 destinations on nine commercial airlines.

In March 2020, RNO will offer a total of 2,049 scheduled departures, an increase of 2.3% when compared to the March 2019 schedule. Monthly scheduled seat capacity is up 6.3% at 250,213 departing seats for the same period.

Due to Max 8 adjustments, in March 2020, Southwest Airlines flights are down 5.9% and seats are down 6.8% when compared to March 2019.

On May 8, 2020, JSX will start non-stop flights from RNO. Formerly known as JetSuiteX, the airline will operate from Stellar Aviation Group located at 485 South Rock Blvd in Reno with two daily roundtrip flights from Burbank and up to four daily roundtrip flights from Las Vegas.

On February 14, 2020, Delta Air Lines upgraded the non-stop flights between RNO and Atlanta, from seasonal to a year-round service. Daily flights begin on June 4, 2020.

Starting May 13, 2020, Allegiant Air will increase non-stop flights between RNO and Las Vegas from once a day to twice a day.

On May 15, 2020, Frontier Airlines will resume non-stop flights between RNO and Denver (Monday, Wednesday, Friday, Saturday).

Starting May 21, 2020, Alaska Airlines will offer three of the four daily non-stop flights between RNO and Seattle on mainline aircraft (Boeing 737 and Airbus 320).

Recent and Upcoming Schedule Changes

✈ Alaska Airlines

- ✈ On January 7, 2020, Alaska Airlines suspended all flights between RNO and Boise.
- ✈ On January 8, 2020, Alaska Airlines reduced the number of non-stop flights between RNO and San Jose from twice a day to once a day.
- ✈ Starting May 21, 2020, Alaska Airlines will increase the non-stop flights between RNO and Portland from three times a day to four times a day.
- ✈ Alaska Airlines offers non-stop flights between RNO and Seattle four times a day. The airline will offer this service five times a day from January 7, 2020, until May 20, 2020.

✈ American Airlines

- ✈ On October 20, 2019, American Airlines temporarily suspended non-stop seasonal flights between RNO and Chicago O'Hare. This flight returns on June 4, 2020.
- ✈ Starting June 4, 2020, American Airlines will increase the non-stop flights between RNO and Dallas from three times a day to four times a day.

✈ Delta Air Lines

- ✈ Delta Air Lines' non-stop flight between RNO and Atlanta will operate on the following schedule:
 - Four times a week from February 14, 2020, until April 29, 2020 (Monday, Wednesday, Friday, Saturday).
 - Five times a week from May 1, 2020, until June 1, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
 - Daily starting June 4, 2020
- ✈ Non-stop seasonal flights between RNO and Minneapolis will return on June 14, 2020, as a Sunday only service for the summer season.

✈ Frontier Airlines

- ✈ Frontier Airlines offers non-stop flights between RNO and Las Vegas four days a week (Monday, Thursday, Friday, Sunday).

✈ JetBlue Airways

- ✈ JetBlue Airways' non-stop flights between RNO and New York City will operate on the following schedule:

March 2020 Flight Schedule

- Five times a week from February 13, 2020, until April 26, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
- Three times a week from April 27, 2020, until June 4, 2020 (Monday, Thursday, Sunday).
- Daily starting June 11, 2020.

✈ Southwest Airlines

- ✈ Southwest Airlines' non-stop seasonal flight between RNO and Dallas Love Field was temporarily suspended on August 4, 2019. This flight will return as a Saturday/Sunday service on March 7, 2020.
- ✈ Southwest Airlines temporarily suspended non-stop seasonal flights between RNO and Chicago Midway on October 27, 2019. This flight will return on June 7, 2020, for the summer season.

✈ Volaris

- ✈ Volaris offers non-stop flights between RNO and Guadalajara, Mexico, four days a week (Monday, Wednesday, Thursday and Friday).

Flights to/from Reno-Tahoe International Airport



Airline Codes		Airport Codes	
AA	American Airlines	ATL	Atlanta, GA
AS	Alaska Airlines	BOI	Boise, ID
B6	JetBlue Airways	DEN	Denver, CO
CP	Compass Airlines	DFW	Dallas/Ft. Worth, TX
DL	Delta Air Lines	DAL	Dallas Love Field, TX
F9	Frontier Airlines	GDL	Guadalajara, MX
G4	Allegiant Air	IAH	Houston, TX
MQ	American Eagle	JFK	New York City, NY
OO	SkyWest Airlines	LAS	Las Vegas, NV
QX	Horizon Air	LGB	Long Beach, CA
UA	United Airlines	LAX	Los Angeles, CA
WN	Southwest Airlines	MDW	Chicago, IL (Midway)
YV	Mesa Airlines	MSP	Minneapolis, MN
Y4	Volaris Airlines	OAK	Oakland, CA
		ORD	Chicago, IL (O'Hare)
		PDX	Portland, OR
		PHX	Phoenix, AZ
		SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SLC	Salt Lake City, UT
		SJC	San Jose, CA
		Operating Days	
		1	Monday
		2	Tuesday
		3	Wednesday
		4	Thursday
		5	Friday
		6	Saturday
		7	Sunday
Equipment Codes			
319	Airbus A319		
320	Airbus A320		
733, 735, 738, 73G	Boeing 737 (all variants)		
757	Boeing 757		
CRJ, CR7, CR9	Canadair Regional Jet (all variants)		
DH4	DeHavilland Dash 8 Q400		
M80, M83	McDonnell Douglas MD-80		
ERD, ERJ	Embraer Regional Jet		

Peak Day Non-Stop Departures (including less than daily flights)

March 2020

Airport	Code	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Atlanta, GA	ATL				1						1	1%	199
Denver, CO	DEN					0		2	3		5	7%	760
Dallas/Ft. Worth, TX	DFW			3							3	4%	480
Dallas Love Field, TX	DAL							1			1	1%	175
Guadalajara, MX	GDL									1	1	1%	179
Houston, TX	IAH								1		1	1%	76
New York City, NY	JFK						1				1	1%	162
Las Vegas, NV	LAS		1			1		10			12	17%	1,804
Long Beach, CA	LGB						1				1	1%	162
Los Angeles, CA	LAX			5				3	3		11	15%	985
Chicago, IL (Midway)	MDW							0			0	0%	0
Minneapolis, MN	MSP				0						0	0%	0
Oakland, CA	OAK							2			2	3%	286
Chicago, IL (O'Hare)	ORD			0					1		1	1%	150
Portland, OR	PDX	3									3	4%	228
Phoenix, AZ	PHX			6				2			8	11%	1,216
San Diego, CA	SAN							3			3	4%	429
Seattle, WA	SEA	5									5	7%	482
San Francisco, CA	SFO								5		5	7%	328
Salt Lake City, UT	SLC				5						5	7%	530
San Jose, CA	SJC	1						2			3	4%	426
Total		9	1	14	6	1	2	25	13	1	72	100%	9,057

For details, please refer to the "Recent and Upcoming Schedule Changes" section

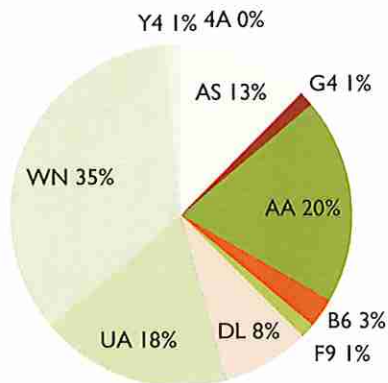
Peak Day Non-Stop Departures (including less than daily flights)															
Airline/Destination	Code	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights									Seats						
Alaska - (AS)		9	9	10	0	-1	0.0%	-10.0%	786	786	760	0	26	0.0%	3.4%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Portland, OR	PDX	3	3	3	0	0	0.0%	0.0%	228	228	228	0	0	0.0%	0.0%
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	482	482	304	0	178	0.0%	58.6%
San Jose, CA	SJC	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Allegiant - (G4)		1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines (AA)		14	12	11	1	1	16.7%	27.3%	1,758	1,353	1,146	405	612	29.9%	53.4%
Dallas/Ft. Worth, TX	DFW	3	2	2	1	1	50.0%	50.0%	480	320	320	160	160	50.0%	50.0%
Los Angeles, CA	LAX	5	5	5	0	0	0.0%	0.0%	380	369	374	11	6	3.0%	1.6%
Chicago, IL (O'Hare)	ORD	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Phoenix	PHX	6	5	4	1	2	20.0%	50.0%	898	664	452	234	446	35.2%	98.7%
Delta Airlines (DL)		6	6	6	0	0	0.0%	0.0%	729	735	747	-6	-18	-0.8%	-2.4%
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Salt Lake City, UT	SLC	5	5	5	0	0	0.0%	0.0%	530	536	548	-6	-18	-1.1%	-3.3%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Frontier Airlines (F9)		1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
Austin, TX	AUS	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	0	0	1	0	-1	-	-100.0%	0	0	180	0	-180	-	-100.0%
Las Vegas, NV	LAS	1	1	0	0	1	0.0%	-	186	186	0	0	186	0.0%	-
JetBlue Airways (B6)		2	2	2	0	0	0.0%	0.0%	324	312	300	12	24	3.8%	8.0%
Long Beach, CA	LGB	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%
New York City, NY	JFK	1	1	1	0	0	0.0%	0.0%	162	150	150	12	12	8.0%	8.0%
Southwest Airlines (WN)		25	23	26	2	-1	8.7%	-3.8%	3,767	3,385	3,910	382	-143	11.3%	-3.7%
Dallas Love Field, TX	DAL	1	0	1	1	0	-	0.0%	175	0	143	175	32	-	22.4%
Denver, CO	DEN	2	1	2	1	0	100.0%	0.0%	318	143	350	175	-32	122.4%	-9.1%
Las Vegas, NV	LAS	10	10	10	0	0	0.0%	0.0%	1,462	1,430	1,462	32	0	2.2%	0.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	429	429	429	0	0	0.0%	0.0%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	175	0	-175	-	-100.0%
Oakland, CA	OAK	2	1	3	1	-1	100.0%	-33.3%	286	175	461	111	-175	63.4%	-38.0%
Phoenix, AZ	PHX	2	2	2	0	0	0.0%	0.0%	318	286	286	32	32	11.2%	11.2%
San Diego, CA	SAN	3	3	2	0	1	0.0%	50.0%	429	429	318	0	111	0.0%	34.9%
San Jose, CA	SJC	2	3	2	-1	0	-33.3%	0.0%	350	493	286	-143	64	-29.0%	22.4%
United Airlines (UA)		13	13	14	0	-1	0.0%	-7.1%	1,172	1,136	1,236	36	-64	3.2%	-5.2%
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	442	406	376	36	66	8.9%	17.6%
Houston, TX	IAH	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	176	150	202	26	-26	17.3%	-12.9%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	150	128	126	22	24	17.2%	19.0%
San Francisco, CA	SFO	5	5	5	0	0	0.0%	0.0%	328	376	380	-48	-52	-12.8%	-13.7%
Volaris Airlines (Y4)		1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
AIRPORT TOTALS		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%

Peak Day Non-Stop Departures (including less than daily flights)

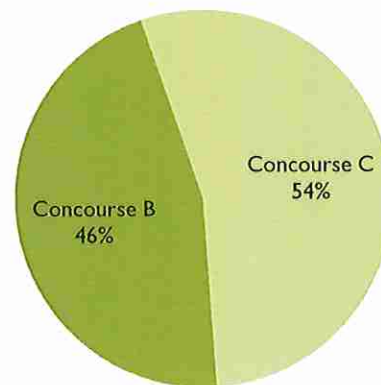
Airline/Destination	Code	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS															
Flights								Seats							
Alaska Airlines	AS	9	9	10	0	-1	0.0%	-10.0%	786	786	760	0	26	0.0%	3.4%
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines	AA	14	12	11	2	3	16.7%	27.3%	1,758	1,353	1,146	405	612	29.9%	53.4%
Delta Air Lines	DL	6	6	6	0	0	0.0%	0.0%	729	735	747	-6	-18	-0.8%	-2.4%
Frontier Airlines	F9	1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
JetBlue Airways	B6	2	2	2	0	0	0.0%	0.0%	324	312	300	12	24	3.8%	8.0%
Southwest Airlines	WN	25	23	26	2	-1	8.7%	-3.8%	3,767	3,385	3,910	382	-143	11.3%	-3.7%
United Airlines	UA	13	13	14	0	-1	0.0%	-7.1%	1,172	1,136	1,236	36	-64	3.2%	-5.2%
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Grand Total - All Airlines		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%
TOTALS BY CITY															
Flights								Seats							
Austin, TX	AUS	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Denver, CO	DEN	5	4	6	1	-1	25.0%	-16.7%	760	549	906	211	-146	38.4%	-16.1%
Dallas/Ft. Worth, TX	DFW	3	2	2	1	1	50.0%	50.0%	480	320	320	160	160	50.0%	50.0%
Dallas Love Field	DAL	1	0	1	1	0	-	0.0%	175	0	143	175	32	-	22.4%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Houston, TX	IAH	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Las Vegas, NV	LAS	12	12	11	0	1	0.0%	9.1%	1,804	1,772	1,618	32	186	1.8%	11.5%
Long Beach, CA	LGB	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%
Los Angeles, CA	LAX	11	11	11	0	0	0.0%	0.0%	985	948	1,005	37	-20	3.9%	-2.0%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	175	0	-175	-	-100.0%
Oakland, CA	OAK	2	1	3	1	-1	100.0%	-33.3%	286	175	461	111	-175	63.4%	-38.0%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	150	128	126	22	24	17.2%	19.0%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
New York City	JFK	1	1	1	0	0	0.0%	0.0%	162	150	150	12	12	8.0%	8.0%
Portland, OR	PDX	3	3	3	0	0	0.0%	0.0%	228	228	228	0	0	0.0%	0.0%
Phoenix, AZ	PHX	8	7	6	1	2	14.3%	33.3%	1,216	950	738	266	478	28.0%	64.8%
San Diego, CA	SAN	3	3	2	0	1	0.0%	50.0%	429	429	318	0	111	0.0%	34.9%
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	482	482	304	0	178	0.0%	58.6%
San Francisco, CA	SFO	5	5	5	0	0	0.0%	0.0%	328	376	380	-48	-52	-12.8%	-13.7%
Salt Lake City, UT	SLC	5	5	5	0	0	0.0%	0.0%	530	536	548	-6	-18	-1.1%	-3.3%
San Jose, CA	SJC	3	4	4	-1	-1	-25.0%	-25.0%	426	569	438	-143	-12	-25.1%	-2.7%
Grand Total - All Cities		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
March 2020							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
CA Pacific	4A	0	0.0%	0.0%	0	0.0%	0.0%
Delta	DL	6	18.2%	8.3%	729	15.1%	8.0%
JetBlue	B6	2	6.1%	2.8%	324	6.7%	3.6%
Southwest	WN	25	75.8%	34.7%	3,767	78.2%	41.6%
B-Concourse		33	100.0%	45.8%	4,820	100.0%	53.2%
Alaska	AS	9	23.1%	12.5%	786	18.6%	8.7%
Allegiant	G4	1	2.6%	1.4%	156	3.7%	1.7%
American	AA	14	35.9%	19.4%	1,758	41.5%	19.4%
Frontier	F9	1	2.6%	1.4%	186	4.4%	2.1%
United	UA	13	33.3%	18.1%	1,172	27.7%	12.9%
Volaris	Y4	1	2.6%	1.4%	179	4.2%	2.0%
C-Concourse		39	100.0%	54.2%	4,237	100.0%	46.8%
Grand Total		72		100.0%	9,057		100.0%

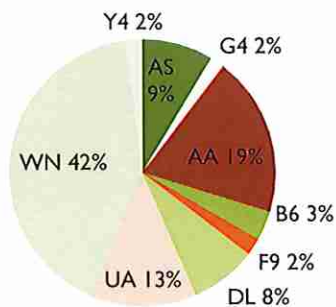
Percent of Scheduled Flights
by Airlines



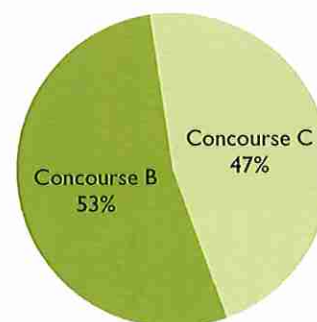
Percent of Scheduled Flights
by Concourse



Percent of Scheduled Seats
by Airline



Percent of Scheduled Seats
by Concourse



Non-Stop Departures									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	RNO	DFW	2895	738	160	0100	0611	12.4567
UA	UA	RNO	DEN	371	319	126	0530	0841	1.3....
UA	UA	RNO	DEN	371	320	150	0530	08416.
UA	UA	RNO	DEN	371	738	166	0530	0841	.2.45..
UA	UA	RNO	DEN	371	739	179	0530	08417
WN	WN	RNO	LAX	2026	73W	143	0550	07306.
WN	WN	RNO	SJC	1486	73H	175	0550	0700	12345..
AA	AA	RNO	PHX	868	320	150	0600	0749	1234567
DL	DL	RNO	SLC	2882	738	160	0600	08306.
DL	DL	RNO	SLC	2882	738	160	0600	0832	12345.7
UA	OO	RNO	LAX	5908	E7W	76	0600	0740	1234567
WN	WN	RNO	LAS	1649	73W	143	0600	0720	12345..
WN	WN	RNO	LAS	5954	73W	143	0605	07207
AA	AA	RNO	DFW	1361	738	160	0608	1126	1234567
WN	WN	RNO	DEN	3706	73H	175	0615	09206.
WN	WN	RNO	LAX	2651	73W	143	0615	0750	12345..
UA	OO	RNO	SFO	5664	E7W	76	0620	0748	1...56.
UA	UA	RNO	SFO	2005	320	150	0625	0749	.234...
AS	OO	RNO	SEA	3341	E75	76	0630	0835	123....
WN	WN	RNO	PHX	3656	73W	143	0630	08157
WN	WN	RNO	DAL	4193	73H	175	0635	11406.
WN	WN	RNO	DEN	961	73H	175	0635	0940	12345..
WN	WN	RNO	LAS	5677	73W	143	0645	08006.
WN	WN	RNO	LAX	4815	73W	143	0645	08207
AS	OO	RNO	SEA	3330	E75	76	0700	0856	...567
WN	WN	RNO	PHX	5481	73W	143	0705	08506.
WN	WN	RNO	SAN	4174	73W	143	0710	08407
WN	WN	RNO	DAL	3576	73H	175	0720	12257
WN	WN	RNO	SAN	1545	73W	143	0720	0855	12345..
WN	WN	RNO	PHX	743	73H	175	0730	0925	12345..
WN	WN	RNO	LAS	1173	73H	175	0745	09007
AA	CP	RNO	LAX	6080	E75	76	0747	0939	1234567
WN	WN	RNO	LAS	3566	73W	143	0820	09356.
WN	WN	RNO	LAS	2379	73H	175	0825	0935	12345..
G4	G4	RNO	LAS	91	319	156	0826	0938	...4...
WN	WN	RNO	OAK	2696	73W	143	0845	0950	12345..
AS	QX	RNO	PDX	2431	E75	76	0905	1038	...4567
AS	QX	RNO	PDX	2706	E75	76	0920	1101	123....
WN	WN	RNO	LAS	1371	73W	143	0930	1055	12345..
UA	OO	RNO	SFO	5899	E7W	76	0938	11066.
UA	OO	RNO	SFO	5899	E7W	76	0945	1113	12345.7
WN	WN	RNO	LAS	1283	73W	143	0950	11157
WN	WN	RNO	LAS	4030	73W	143	0955	11156.
AA	AA	RNO	PHX	2110	319	128	0959	11426.
AA	AA	RNO	PHX	2110	320	150	1002	1145	12345.7
WN	WN	RNO	SAN	1333	73W	143	1005	11357
AA	CP	RNO	LAX	6021	E75	76	1013	1150	1234567
AS	QX	RNO	SEA	2252	DH4	76	1020	1225	123....

Non-Stop Departures									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AS	QX	RNO	SEA	2442	DH4	76	1025	1238	...4567
DL	OO	RNO	SLC	4155	E7W	76	1030	12596.
DL	OO	RNO	SLC	4155	E7W	70	1030	1301	12345.7
WN	WN	RNO	DEN	950	73W	143	1030	1340	12345..
UA	OO	RNO	SFO	5332	CRJ	50	1100	1220	1234567
WN	WN	RNO	SAN	1642	73W	143	1105	1240	12345..
WN	WN	RNO	LAS	1674	73W	143	1120	1240	12345..
WN	WN	RNO	LAS	5814	73W	143	1125	12456.
WN	WN	RNO	LAX	3589	73W	143	1150	13307
WN	WN	RNO	SJC	1227	73H	175	1150	12557
F9	F9	RNO	LAS	2174	320	186	1201	13207
AA	AA	RNO	DFW	1223	738	160	1208	1720	12345.7
AS	OO	RNO	SEA	3485	E75	76	1215	1410	...4567
AS	OO	RNO	SEA	3499	E75	76	1220	1425	123....
B6	B6	RNO	LGB	43	320	150	1245	1407	12....7
B6	B6	RNO	LGB	43	320	162	1245	1407	..345..
AA	AA	RNO	PHX	546	738	160	1248	1431	1234567
B6	B6	RNO	LGB	43	320	150	1250	14126.
UA	YV	RNO	IAH	6215	E7W	76	1253	18306.
AS	OO	RNO	PDX	3496	E75	76	1305	1435	...4567
AS	OO	RNO	PDX	3434	E75	76	1305	1446	123....
WN	WN	RNO	LAS	1702	73W	143	1310	1425	12345..
DL	DL	RNO	ATL	969	757	199	1315	2030	1.3.5..
WN	WN	RNO	DEN	4670	73W	143	1315	16256.
DL	DL	RNO	ATL	969	757	199	1316	20306.
WN	WN	RNO	LAX	2684	73W	143	1320	1455	12345..
Y4	Y4	RNO	GDL	999	320	179	1320	1814	1...5..
Y4	Y4	RNO	GDL	999	32N	186	1320	1814	..34...
UA	UA	RNO	DEN	401	320	150	1323	1634	1234567
DL	DL	RNO	SLC	2182	738	160	1330	15586.
DL	DL	RNO	SLC	2182	738	160	1330	1559	12345.7
AA	CP	RNO	LAX	6014	E75	76	1332	1512	1234567
UA	OO	RNO	SFO	5817	CRJ	50	1344	1505	1234567
WN	WN	RNO	LAS	5433	73W	143	1420	15457
AS	OO	RNO	PDX	3353	E75	76	1435	1608	...4567
WN	WN	RNO	LAS	1306	73W	143	1500	1615	12345..
WN	WN	RNO	LAS	4106	73W	143	1515	16306.
UA	OO	RNO	LAX	5801	CRJ	50	1516	1706	1234567
G4	G4	RNO	LAS	91	319	156	1523	1635	1...5..
G4	G4	RNO	LAS	91	319	156	1547	1659	.2.....
WN	WN	RNO	LAS	4528	73W	143	1555	17157
WN	WN	RNO	DEN	2211	73W	143	1610	19207
UA	UA	RNO	DEN	1001	319	126	1614	19256.
UA	UA	RNO	DEN	1227	319	126	1614	1925	1.345.7
UA	UA	RNO	DEN	1227	320	150	1614	1925	.2.....
AS	AS	RNO	SEA	474	73J	178	1620	1825	...4567
AA	AA	RNO	PHX	1573	319	128	1625	1809	12345..
WN	WN	RNO	LAS	2650	73W	143	1625	1740	12345..

Non-Stop Departures									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	CP	RNO	LAX	6013	E75	76	1626	1801	1234567
F9	F9	RNO	LAS	2176	320	186	1628	1747	1...5..
AS	AS	RNO	SEA	474	73H	159	1635	1840	.23....
AS	AS	RNO	SEA	474	739	178	1635	1840	1.....
WN	WN	RNO	PHX	4695	73W	143	1645	18306.
WN	WN	RNO	PHX	4969	73W	143	1650	18407
DL	OO	RNO	SLC	3523	E7W	70	1705	19376.
WN	WN	RNO	PHX	1104	73W	143	1705	1850	12345..
DL	OO	RNO	SLC	3523	E7W	70	1710	1944	12345.7
WN	WN	RNO	LAS	4240	73W	143	1720	18406.
UA	OO	RNO	LAX	5904	CRJ	50	1725	1915	1234567
WN	WN	RNO	SAN	4158	73H	175	1735	19057
UA	OO	RNO	SFO	5267	CRJ	50	1740	19007
UA	OO	RNO	SFO	5267	E7W	76	1800	1919	.2.....
UA	OO	RNO	SFO	5267	CRJ	50	1800	19206.
F9	F9	RNO	LAS	2174	320	186	1803	1922	...4...
UA	OO	RNO	SFO	5267	E7W	76	1810	1929	...45..
UA	OO	RNO	SFO	5267	E7W	76	1814	1933	1.3....
WN	WN	RNO	LAS	5842	73W	143	1815	19257
WN	WN	RNO	SJC	5632	73H	175	1815	19156.
AS	QX	RNO	SJC	2485	E75	76	1820	1925	...4567
WN	WN	RNO	SJC	2303	73H	175	1825	1925	12345..
G4	G4	RNO	LAS	91	319	156	1826	1938	..3....
AS	OO	RNO	SJC	3463	E75	76	1830	1940	123....
WN	WN	RNO	LAX	5012	73W	143	1830	19557
WN	WN	RNO	LAS	3315	73W	143	1835	1950	12345..
WN	WN	RNO	LAS	1550	73W	143	1850	20006.
WN	WN	RNO	LAX	3584	73W	143	1850	20206.
DL	OO	RNO	SLC	4096	E7W	70	1855	2128	12345.7
AA	CP	RNO	LAX	6064	E75	76	1857	2048	1234567
AA	AA	RNO	PHX	421	320	150	1933	2113	1234567
WN	WN	RNO	SAN	4841	73W	143	1950	21206.
AS	QX	RNO	SEA	2448	DH4	76	2000	2211	...4567
WN	WN	RNO	OAK	2716	73W	143	2000	2105	12345..
AA	AA	RNO	PHX	2284	738	160	2005	2149	...4...
AA	AA	RNO	PHX	2436	738	160	2005	2149	...567
WN	WN	RNO	LAS	1118	73W	143	2005	2115	12345..
WN	WN	RNO	OAK	4539	73W	143	2020	21157
AS	QX	RNO	SEA	2448	E75	76	2030	2233	123....
WN	WN	RNO	LAS	4387	73W	143	2030	21456.
AS	QX	RNO	PDX	2264	DH4	76	2045	2224	123....
WN	WN	RNO	LAS	3815	73W	143	2045	21557
WN	WN	RNO	SAN	1690	73W	143	2100	2225	12345..
G4	G4	RNO	LAS	91	319	156	2128	22406.
WN	WN	RNO	LAS	813	73W	143	2135	2250	12345..
WN	WN	RNO	LAS	1392	73W	143	2150	23007
WN	WN	RNO	LAX	1776	73W	143	2215	2340	12345..
G4	G4	RNO	LAS	91	319	156	2216	23287

Non-Stop Departures									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	RNO	ORD	5368	E7W	76	2324	05186.
UA	UA	RNO	ORD	2432	320	150	2325	05085..
UA	UA	RNO	ORD	2432	319	126	2326	0509	..3...7
UA	UA	RNO	ORD	2432	73G	126	2326	0509	.2.....
UA	UA	RNO	ORD	2432	320	150	2326	0509	1..4...
UA	OO	RNO	IAH	5818	E7W	76	2357	0534	.23....
UA	YV	RNO	IAH	6228	E7W	76	2357	0534	1..4567
B6	B6	RNO	JFK	80	320	150	2359	0806	1.....7
B6	B6	RNO	JFK	80	320	162	2359	0806	...456.

Non-Stop Arrivals									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	SFO	RNO	5308	E7W	76	2245	0001	...45.7
AA	AA	PHX	RNO	2253	738	160	2255	0044	...4567
WN	WN	LAS	RNO	4423	73H	175	0530	0645	12345..
G4	G4	LAS	RNO	9	319	156	0615	0736	...4...
WN	WN	SJC	RNO	2379	73H	175	0640	0740	12345..
WN	WN	LAS	RNO	3564	73W	143	0625	07456.
WN	WN	LAS	RNO	2696	73W	143	0655	0815	12345..
AS	QX	SJC	RNO	2287	E75	76	0720	0823	...4567
AS	QX	SJC	RNO	2775	E75	76	0730	0836	123....
WN	WN	OAK	RNO	1371	73W	143	0805	0900	12345..
UA	OO	SFO	RNO	5900	E7W	76	0753	09026.
UA	OO	SFO	RNO	5900	E7W	76	0800	0909	12345.7
AA	AA	PHX	RNO	2110	319	128	0722	09146.
AA	AA	PHX	RNO	2110	320	150	0722	0914	12345.7
WN	WN	LAS	RNO	4384	73W	143	0755	09206.
WN	WN	LAS	RNO	4278	73W	143	0800	09207
DL	OO	SLC	RNO	4155	E7W	76	0839	09246.
DL	OO	SLC	RNO	4155	E7W	70	0839	0925	12345.7
WN	WN	SAN	RNO	3700	73W	143	0740	09257
AS	QX	SEA	RNO	2622	DH4	76	0740	0932	123....
AA	CP	LAX	RNO	6021	E75	76	0800	0933	1234567
AS	QX	SEA	RNO	2441	DH4	76	0745	0944	...4567
WN	WN	PHX	RNO	950	73W	143	0800	0955	12345..
WN	WN	LAX	RNO	1640	73W	143	0900	1025	12345..
UA	OO	LAX	RNO	5414	CRJ	50	0847	1030	1234567
WN	WN	LAX	RNO	5814	73W	143	0915	10406.
WN	WN	LAS	RNO	610	73W	143	0915	1045	12345..
AA	AA	DFW	RNO	1223	738	160	0903	1049	12345.7
WN	WN	LAS	RNO	1227	73H	175	0940	11057
WN	WN	LAX	RNO	4986	73W	143	0945	11107
F9	F9	LAS	RNO	2175	320	186	0946	11117
AS	OO	SEA	RNO	3485	E75	76	0945	1135567
AS	OO	SEA	RNO	3480	E75	76	0945	1137	123....
Y4	Y4	GDL	RNO	998	320	179	0812	1140	1...5..
Y4	Y4	GDL	RNO	998	32N	186	0812	1140	..34...
AA	AA	PHX	RNO	546	738	160	0958	1153	1234567
DL	DL	SLC	RNO	978	738	160	1125	1155	1234567
B6	B6	LGB	RNO	42	320	150	1036	1200	12....7
B6	B6	LGB	RNO	42	320	162	1036	1200	..345..
B6	B6	LGB	RNO	42	320	150	1046	12106.
DL	DL	ATL	RNO	969	757	199	1006	1215	1.3.5..
UA	YV	IAH	RNO	6142	E7W	76	1000	12156.
DL	DL	ATL	RNO	969	757	199	1010	12166.
AS	OO	PDX	RNO	3434	E75	76	1050	1222	123....
AS	OO	PDX	RNO	3496	E75	76	1055	1225	...4567
WN	WN	SAN	RNO	1702	73W	143	1055	1235	12345..
WN	WN	SAN	RNO	4670	73W	143	1100	12356.
UA	UA	DEN	RNO	2141	320	150	1115	1237	1234567
WN	WN	LAS	RNO	2684	73W	143	1115	1245	12345..

Non-Stop Arrivals									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	CP	LAX	RNO	6014	E75	76	1121	1252	1234567
UA	OO	SFO	RNO	5934	CRJ	50	1200	1312	1234567
WN	WN	LAS	RNO	5441	73W	143	1215	13457
AS	OO	PDX	RNO	3353	E75	76	1225	1355	...4567
WN	WN	LAS	RNO	4609	73W	143	1250	14156.
WN	WN	LAS	RNO	1604	73W	143	1255	1425	12345..
G4	G4	LAS	RNO	9	319	156	1312	1433	1...5..
UA	OO	SFO	RNO	5469	CRJ	50	1334	1446	1234567
G4	G4	LAS	RNO	9	319	156	1336	1457	.2.....
UA	UA	DEN	RNO	295	319	126	1345	15076.
UA	UA	DEN	RNO	1485	319	126	1345	1507	1.345.7
UA	UA	DEN	RNO	1485	320	150	1345	1507	.2.....
WN	WN	LAS	RNO	4526	73W	143	1345	15157
AS	AS	SEA	RNO	475	73J	178	1335	1525	...4567
F9	F9	LAS	RNO	2177	320	186	1400	1525	1...5..
WN	WN	DEN	RNO	5587	73W	143	1405	15257
AS	AS	SEA	RNO	475	73H	159	1340	1533	.23....
AS	AS	SEA	RNO	475	739	178	1340	1533	1.....
AA	AA	PHX	RNO	1573	319	128	1350	1540	12345..
AA	CP	LAX	RNO	6013	E75	76	1414	1546	1234567
WN	WN	LAS	RNO	2656	73W	143	1425	1550	12345..
WN	WN	LAS	RNO	1672	73W	143	1445	16056.
WN	WN	LAS	RNO	4969	73W	143	1450	16157
WN	WN	DEN	RNO	2004	73W	143	1505	1630	12345..
DL	OO	SLC	RNO	3523	E7W	70	1556	16356.
DL	OO	SLC	RNO	3523	E7W	70	1559	1640	1234..7
DL	OO	SLC	RNO	3523	E7W	70	1600	16405..
WN	WN	DEN	RNO	4240	73W	143	1515	16406.
WN	WN	SJC	RNO	4158	73H	175	1555	16507
UA	OO	LAX	RNO	5786	CRJ	50	1515	1651	1234567
F9	F9	LAS	RNO	2175	320	186	1541	1706	...4...
UA	OO	SFO	RNO	5642	CRJ	50	1604	17107
UA	OO	SFO	RNO	5642	E7W	76	1615	1720	.2.....
UA	OO	SFO	RNO	5642	CRJ	50	1615	17216.
WN	WN	SJC	RNO	4195	73H	175	1630	17306.
UA	OO	SFO	RNO	5642	E7W	76	1629	1734	1.345..
WN	WN	SJC	RNO	2530	73H	175	1630	1735	12345..
G4	G4	LAS	RNO	9	319	156	1615	1736	..3....
AS	QX	PDX	RNO	2494	E75	76	1605	1738	...4567
WN	WN	PHX	RNO	5842	73W	143	1550	17407
AS	OO	PDX	RNO	3394	E75	76	1615	1745	123....
WN	WN	LAX	RNO	5010	73W	143	1630	18007
WN	WN	LAX	RNO	3581	73W	143	1635	18006.
WN	WN	LAS	RNO	1910	73W	143	1640	1805	12345..
DL	OO	SLC	RNO	4096	E7W	70	1725	1806	12345.7
AA	CP	LAX	RNO	6064	E75	76	1646	1817	1234567
WN	WN	LAS	RNO	562	73W	143	1655	18206.
AA	AA	DFW	RNO	2913	738	160	1649	1828	1234567
AA	AA	PHX	RNO	421	320	150	1648	1838	1234567

Non-Stop Arrivals									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AS	QX	SEA	RNO	2255	DH4	76	1725	1920	...4567
WN	WN	DAL	RNO	4841	73W	143	1745	19206.
WN	WN	LAS	RNO	2716	73W	143	1800	1920	12345..
WN	WN	SAN	RNO	1118	73W	143	1805	1935	12345..
WN	WN	LAS	RNO	4539	73W	143	1820	19457
AS	QX	SEA	RNO	2255	E75	76	1800	1947	123....
WN	WN	OAK	RNO	4412	73W	143	1850	19506.
AS	QX	PDX	RNO	2257	DH4	76	1830	2000	123....
WN	WN	SAN	RNO	3815	73W	143	1830	20107
WN	WN	LAS	RNO	3807	73W	143	1900	20156.
AA	AA	DFW	RNO	2448	738	160	1840	2022	1.34567
WN	WN	LAS	RNO	1690	73W	143	1915	2030	12345..
G4	G4	LAS	RNO	9	319	156	1917	20386.
UA	UA	DEN	RNO	1869	319	126	1920	2046	.2.....
UA	UA	DEN	RNO	1869	320	150	1920	20465..
UA	UA	DEN	RNO	1869	738	166	1920	2046	1.34..7
UA	UA	DEN	RNO	1869	739	179	1920	20466.
WN	WN	OAK	RNO	813	73W	143	2005	2105	12345..
DL	DL	SLC	RNO	1308	738	160	2035	21096.
WN	WN	OAK	RNO	1392	73W	143	2020	21207
G4	G4	LAS	RNO	9	319	156	2015	21367
WN	WN	LAS	RNO	3866	73W	143	2025	2145	12345..
AA	AA	PHX	RNO	867	320	150	2008	2158	1234567
AS	OO	SEA	RNO	3341	E75	76	2010	2158	...4567
WN	WN	DAL	RNO	3586	73H	175	2030	22007
WN	WN	LAS	RNO	2876	73W	143	2035	22006.
UA	OO	IAH	RNO	5954	E7W	76	1955	2201	.23....
UA	YV	IAH	RNO	6332	E7W	76	1955	2201	1..4567
WN	WN	LAS	RNO	1652	73W	143	2055	22207
UA	UA	ORD	RNO	2431	73G	126	1950	2228	.2.....
UA	UA	ORD	RNO	2431	320	150	1950	2228	1..45..
UA	UA	ORD	RNO	2431	319	126	1958	2236	..3...7
B6	B6	JFK	RNO	81	320	150	1917	2239	1.....7
B6	B6	JFK	RNO	81	320	162	1917	2239	...456.
WN	WN	PHX	RNO	1579	73W	143	2055	22406.
UA	OO	ORD	RNO	5345	E7W	76	1950	22426.
AA	CP	LAX	RNO	6098	E75	76	2114	2243	1234567
WN	WN	SJC	RNO	2399	73H	175	2155	2255	12345..
WN	WN	SAN	RNO	4608	73W	143	2125	23006.
WN	WN	DEN	RNO	3577	73H	175	2140	23056.
WN	WN	LAX	RNO	420	73W	143	2145	2305	12345..
DL	DL	SLC	RNO	2722	738	160	2235	2307	12345.7
WN	WN	SAN	RNO	4521	73W	143	2140	23107
UA	OO	LAX	RNO	5360	E7W	76	2147	2315	1234567
WN	WN	LAS	RNO	4292	73H	175	2155	23156.
AS	OO	SEA	RNO	3360	E75	76	2130	2317	123....
WN	WN	SAN	RNO	1349	73W	143	2205	2335	12345..
WN	WN	DEN	RNO	2509	73H	175	2220	2340	12345..
WN	WN	PHX	RNO	1184	73H	175	2150	23407

Non-Stop Arrivals									
March 2020									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	PHX	RNO	958	73W	143	2155	2345	12345..
WN	WN	LAX	RNO	4508	73W	143	2220	23507
UA	UA	SFO	RNO	833	320	150	2245	2358	123....

Reno-Tahoe International Airport																																			
Hourly schedule arrivals, departures, and related seats																																			
Sample: 16th - 22nd March 2020																																			
C o n c o u r s e	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday										
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats						
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0						
B	0	0	100	0	0	0	100	0	0	0	100	0	0	0	100	0	0	0	100	0	0	0	100	0	0	0	0	100	0	0					
	0	0	200	0	0	0	200	0	0	0	200	0	0	0	200	0	0	0	200	0	0	0	200	0	0	0	0	200	0	0					
	0	0	300	0	0	0	300	0	0	0	300	0	0	0	300	0	0	0	300	0	0	0	300	0	0	0	0	300	0	0					
	0	0	400	0	0	0	400	0	0	0	400	0	0	0	400	0	0	0	400	0	0	0	400	0	0	0	0	400	0	0					
	0	0	500	1	175	0	0	500	1	175	0	0	500	1	175	0	0	0	500	1	175	0	0	500	1	143	0	0	500	0	0				
	175	1	600	4	621	175	1	600	4	621	175	1	600	4	621	175	1	600	4	621	175	1	600	4	621	0	0	600	4	653	0	0			
	175	1	700	2	318	175	1	700	2	318	175	1	700	2	318	175	1	700	2	318	175	1	700	2	318	143	1	700	1	143	0	0			
	143	1	800	2	318	143	1	800	2	318	143	1	800	2	318	143	1	800	2	318	143	1	800	2	318	0	0	800	1	143	0	0			
	356	3	900	1	143	356	3	900	1	143	356	3	900	1	143	356	3	900	1	143	356	3	900	1	143	219	2	900	1	143	356	3	900	1	143
	286	2	1000	2	213	286	2	1000	2	213	286	2	1000	2	213	286	2	1000	2	213	286	2	1000	2	213	143	1	1000	1	76	0	0	1000	2	213
	160	1	1100	2	286	160	1	1100	2	286	160	1	1100	2	286	160	1	1100	2	286	160	1	1100	2	286	160	1	1100	1	143	664	4	1100	2	318
	635	4	1200	1	150	436	3	1200	1	150	647	4	1200	1	162	448	3	1200	1	162	647	4	1200	1	162	492	3	1200	1	150	150	1	1200	2	336
	0	0	1300	4	645	0	0	1300	3	445	0	0	1300	4	645	0	0	1300	3	445	0	0	1300	4	645	0	0	1300	3	502	143	1	1300	1	160
	143	1	1400	0	0	143	1	1400	0	0	143	1	1400	0	0	143	1	1400	0	0	143	1	1400	0	0	143	1	1400	0	0	0	0	1400	1	143
	329	2	1500	1	143	143	1	1500	1	143	143	1	1500	1	143	143	1	1500	1	143	329	2	1500	1	143	0	0	1500	1	143	286	2	1500	1	143
	213	2	1600	2	329	213	2	1600	1	143	213	2	1600	1	143	213	2	1600	1	143	213	2	1600	2	329	356	3	1600	1	143	358	3	1600	2	286
	175	1	1700	2	213	175	1	1700	2	213	175	1	1700	2	213	361	2	1700	2	213	175	1	1700	2	213	175	1	1700	2	213	143	1	1700	2	245
	213	2	1800	3	358	213	2	1800	3	358	213	2	1800	3	358	213	2	1800	4	574	213	2	1800	3	358	286	2	1800	3	461	213	2	1800	3	356
	286	2	1900	0	0	286	2	1900	0	0	286	2	1900	0	0	286	2	1900	0	0	286	2	1900	0	0	286	2	1900	1	143	143	1	1900	0	0
	143	1	2000	2	286	143	1	2000	2	286	143	1	2000	2	286	143	1	2000	2	286	143	1	2000	2	286	143	1	2000	1	143	143	1	2000	2	286
	286	2	2100	2	286	286	2	2100	2	286	286	2	2100	2	286	286	2	2100	2	286	286	2	2100	2	286	160	1	2100	0	0	143	1	2100	1	143
	325	2	2200	1	143	175	1	2200	1	143	175	1	2200	1	143	337	2	2200	1	143	337	2	2200	1	143	448	3	2200	0	0	468	3	2200	0	0
	764	5	2300	1	150	764	5	2300	0	0	764	5	2300	0	0	764	5	2300	1	162	764	5	2300	1	162	493	3	2300	1	162	621	4	2300	1	150
	4,897 33 33 4,897 4,272 30 30 4,272 4,483 31 31 4,483 4,632 32 32 4,632 4,831 33 33 4,831 3,647 25 24 3,564 3,461 27 28 4,894																																		
C o n c o u r s e	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday										
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats						
	0	0	0000	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	236	2	0000	0	0	236	2	0000	0	0	160	1	0000	0	0	
C	0	0	0100	1	160	0	0	0100	1	160	0	0	0100	0	0	0	0	0100	1	160	0	0	0100	1	160	0	0	0100	1	160	0	0	0100	1	160
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
	0	0	0500	1	126	0	0	0500	1	166	0	0	0500	1	126	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	150	0	0	0500	1	179
	0	0	0600	5	538	0	0	0600	5	612	0	0	0600	5	612	0	0	0600	4	536	0	0	0600	4	462	0	0	0600	4	462	0	0	0600	3	365
	0	0	0700	1	76	0	0	0700	1	76	0	0	0700	1	76	155	1	0700	1	76	0	0	0700	2	152	0	0	0700	2	152	0	0	0700	2	152
	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	1	156	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0
	378	4	0900	2	152	378	4	0900	2	152	378	4	0900	2	152	378	4	0900	2	152	378	4	0900	2	152	356	4	0900	3	280	378	4	0900	2	152
	210	2	1000	3	302	210	2	1000	3	302	210	2	1000	3	302	210	2	1000	3	302	210	2	1000	3	302	50	1	1000	2	152	210	2	1000	3	302
	415	3	1100	1	50	236	2	1100	1	50	422	3	1100	1	50	346	2	1100	1	50	415	3	1100	1	50	236	2	1100	1	50	236	2	1100	1	50
	302	3	1200	3	396	302	3	1200	3	396	302	3	1200	3	396	302	3	1200	3	396	302	3	1200	3	396	378	4	1200	3	312	302	3	1200	3	396
	50	1	1300	5	531	50	1	1300	4	352	50	1	1300	5	538	126	2	1300	5	531	126	2	1300	5	531	126	2	1300	4	352	126	2	1300	4	352
	206	2	1400	0	0	206	2	1400	0	0	50	1	1400	0	0	50	1	1400	1	76	206	2	1400	1	76	50	1	1400	1	76	50	1	1400	1	76
	508	4	1500	2	206	513	4	1500	2	206	489	4	1500	1	50	508	4	1500	1	50	508	4	1500	2	206	380	3	1500	1	50	380	3	1500	1	50
	50	1	1600	4	508	50	1	1600	4	513	50	1	1600	4	459	50	1	1600	4	508	50	1	1600	4	508	50	1	1600	3	380	50	1	1600	3	380
	152	2	1700	1	50	152	2	1700	1	50	308	3	1700	1	50	152	2	1700	1	50	152	2	1700	1	50	126	2	1700	1	50	126	2	1700	2	100
	336	3	1800	3	228	336	3	1800	3	228	336	3	1800	4	384	336	3	1800	3	228	336	3	1800	3	228	366	3	1800	3	202	366	3	1800	2	152
76	1	1900	1	150	76	1	1900	1	150	76	1	1900	1	150	76	1	1900	1	150	76	1	1900	1	150	76	1	1900	1	150	76	1	1900	1	150	
402	3	2000	2	152	202																														

Reno-Tahoe International Airport																																												
Hourly schedule arrivals, departures, and related seats																																												
Sample: 16th - 22nd March 2020																																												
A i r p o r t T o t a l s	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday													
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats									
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	235	2	0	0	0	235	2	0	0	0	160	1	0	0	0				
	0	0	100	1	160	0	0	0	100	1	160	0	0	0	100	1	160	0	0	0	100	1	160	0	0	0	100	1	160	0	0	0	100	1	160	0	0	0	100	1	160			
	0	0	200	0	0	0	0	0	200	0	0	0	0	0	200	0	0	0	0	0	200	0	0	0	0	0	0	200	0	0	0	0	0	200	0	0	0	0	0	200	0	0		
	0	0	300	0	0	0	0	0	300	0	0	0	0	0	300	0	0	0	0	0	300	0	0	0	0	0	0	300	0	0	0	0	0	300	0	0	0	0	0	300	0	0		
	0	0	400	0	0	0	0	0	400	0	0	0	0	0	400	0	0	0	0	0	400	0	0	0	0	0	0	400	0	0	0	0	0	400	0	0	0	0	0	400	0	0		
	0	0	500	2	301	0	0	0	500	2	341	0	0	0	500	2	301	0	0	0	500	2	341	0	0	0	500	2	341	0	0	0	500	2	293	0	0	0	500	1	179	0	0	
	175	1	600	9	1,159	175	1	600	9	1,233	175	1	600	9	1,233	175	1	600	8	1,157	175	1	600	8	1,083	175	1	600	8	1,115	143	0	600	8	1,115	0	0	600	7	975	0	0		
	175	1	700	3	394	175	1	700	3	394	175	1	700	3	394	331	2	700	3	394	175	1	700	4	470	143	1	700	3	295	0	0	700	3	295	0	0	700	5	645	0	0		
219	2	800	2	318	219	2	800	2	318	219	2	800	2	318	219	2	800	3	474	219	2	800	2	318	76	1	800	1	141	76	1	800	1	141	76	1	800	0	0	76	1	800	0	0
734	7	900	3	295	734	7	900	3	295	734	7	900	3	295	734	7	900	3	295	734	7	900	3	295	575	6	900	4	423	734	7	900	3	295	575	6	900	3	295	575	6	900	3	295
496	4	1000	5	515	496	4	1000	5	515	496	4	1000	5	515	496	4	1000	5	515	496	4	1000	5	515	193	2	1000	3	228	210	2	1000	5	515	193	2								



north lake tahoe

Chamber | CVB | Resort Association

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

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

PR Highlights

- Media Placements: 14
 - Coverage book: <https://coveragebook.com/b/d55444ae>
- Publication Highlights: Forbes, NBC Los Angeles, 5280, Red Tricycle, Outward Magazine
 - Key Insights: there was an increase of coverage in statewide California media, specifically related to events (WinterWonderGrass, SnowFest).
- Total Impressions: 182,887,891
- Combined Domain Rank: 67 (GTN.com Domain Rank: 56)
- Media FAM Update:
 - Domestic:
 - Spring FAMs have been postponed amid the COVID-19 outbreak
 - International:
 - 6 Month Update (July-December)
 - Hosted (2) media and (3) influencer FAMs from Mexico, Australia, Canada and the UK
 - Key Highlights: Canada Ottawa Live TV Report and the HelloWorld TV episode
 - Total of 10 placements with a reach of over 1,054,169 and over 150+ social shares
 - No hosted international media in February of 2020.
 - As of March 2020, all international media is postponed.
 - In the planning process for spring 2020:
 - Postponed - April - UK Influencer FAM with Travel NV
 - Postponed - Brooke Wilson & Jennifer East, digital influencers from Calgary, Canada
- Media Desksides:
 - Met with Leslie Oh - local journalist who writes for a majority of outdoor magazines
- Content:
 - Visit California monthly content submission
 - Finalized spring 2020 What's New press release
- Influencers: on hold amid COVID-19 pandemic

Blog & Newsletter Content Review

- Feb. Key Themes: Spring break, visitor insights, Snowfest, spring in NLT
- Three (3) Newsletter Posted
 - NLT Visitor Insights Survey #1
 - 9% Open Rate, 1.1% CTR
 - This is an effort to gain additional information about newsletter subscribers including zip codes so we segment our database and send more tailored messaging
 - NLT Visitor Insights Survey #2 - follow-up for non-opens from the first blast
 - 10.8% Open Rate, 1.4% CTR
 - NLT Romantic Mountain Giveaways

- 6.8% Open Rate, 1.1% CTR
- Three (3) Blogs Posted
 - 5 Reasons Your Spring Vacation Belongs in NLT - 62 pageviews
 - WinterWonderGrass 2020: The Bluegrass Lover's Guide to North Lake Tahoe (Content Refresh) - 21 pageviews
 - Love in Lake Tahoe: Six Valentine's Day Dates for You and Your Sweetheart - 112 Pageviews

Social Media Update

- Monthly Impressions: 7.4M, Monthly Engagements: 110k
- Total followers increased by 0.3% from the previous month, with Instagram seeing the highest growth with a .6% increase. Overall engagement is down 11% from the previous month, potentially due to a number of high performing posts last month, including the Food Travel Chat.
- Social Media Growth:
 - Facebook: 122 Fans, Instagram: 458 Followers, Twitter: 41 Followers
- Valentine's Giveaway
 - 34.1k Impressions, 987 Engagements, 133 Entries
 - Using the poll feature on Instagram Stories, the @tahoenorth audience voted on which romantic getaways they would do in North Lake Tahoe. A winner was chosen from those who voted in the poll to receive a nights stay dining certificate from The River Ranch.
- WinterWonderGrass Giveaway
 - 22.3K Impressions, 441 Engagements, 39 Entries
 - Followers were asked to comment with what song they'd like to hear at the NLT WinterWonderGrass event and then those songs were used to create a NLT WWG playlist on spotify. One winner who commented was chosen to receive a pair of tickets.
- Treasures of Tahoe Poppy Award Highlight
 - 20.5k Impressions, 660 Engagements, 6k Video Views
 - To highlight North Lake Tahoe's recent Poppy Award win for Treasures of Tahoe, The Abbi Agency created a recap video showcasing all of the most memorable moments from all of the Treasures videos. The video was posted across all of our social media platforms, and received the best performance on Facebook.

Paid Media Update

- Combined, the MCC and the Consumer campaigns generated 11.45M impressions, which resulted in 36.4k clicks and 18.6k sessions, as well as 3.3k Time on Site (TOS) conversions and 311 Book Now conversions.
- Although we received lower precipitation than average, optimizations helped to maintain an overall YOY performance for the Consumer winter campaign. Optimizations especially improved impressions in display, continuing good performance in Twitter and lowering costs in Reddit.
- The MCC Campaign saw an increase in YOY website sessions.

Consumer

- 11.4M Impressions, 17.9k Website Visits, 3k TOS Conversions, \$86.9K Spend, 307 Book Now Conversions
- Website sessions were down just slightly below the annual monthly average despite the lack of snow.
- Paid Search visitors had the longest TOS and the highest average page views per session.
- Digital display ad prospecting showed strong performance with the highest click through rate and was cost effective compared to Retargeting. We saw high impressions in retargeting in comparison to last month, but the Retargeting audience was less engaged, likely due to the transition into spring months and low levels of snowfall.

- With a strong performance last month in the general persona, we optimized towards the higher performing general ads and thereby maximized conversions, leading to an 11.3% TOS conversion rate.
- Instagram led the way with 60% of impressions with a lower cost per click level and the most Book Now conversions. Once again, Twitter had the highest click through rate, and a below average cost per click. We have found a great audience on Twitter. Facebook continues to perform at standard engagement levels and provided the most TOS conversions.
- In February we ran a paid email titled "Escape to a Winter that Wows". Both cost per click and cost per time on site conversions were less expensive than other channels. The CTR was an impressive 2.45%, surpassing the industry average of 1.4%.

MCC

- 91k Impressions, 760 Website Visits, 297 TOS Conversions, \$2.3K Spend, 4 Book Now Conversions
- Email drove 80% of this month's website sessions. Paid Search is driving the highest session durations. Sessions continue to outperform year over year.
- Although search impressions were relatively small, performance was strong, with people being highly engaged on the website.

Leisure Sales Efforts

- Mountain Travel Symposium Update: CANCELLED
 - Looking at recovering all costs we can.
 - Estimated total spend, including partner costs: \$10,000
 - Budgeted: \$75,000
 - Looking at booking this conference for 2022 or 2024
- Tourism Cares 2020 North American Conference - Postponed.
 - New Dates: June 2-4, 2021
- Sales Missions
 - Attended the Visit California Outlook Forum
 - All other travel was cancelled and/or postponed.
- All Upcoming Travel FAMs have been cancelled:
 - March - MTS Pre FAM
 - May - Travel Masters Canada
 - May - Volaris Mexico FAM
 - June - Post IPW FAM
- Marketing Collaboratives
 - Results of a successful campaign: Visit USA Parks
 - Impressions - **133.9k** - We estimated 50k-75k for a campaign of this size.
 - Engagement Rate - **20.1%** - We measure success at anything above 8%. (Tourism/Hospitality industry average is 4%)
 - Website leads generated from retargeting - **724** - Based on the budget for the promotional/distribution components of this campaign, we estimated around 500 leads driven to your site.
 - All other domestic and international sales marketing campaigns are on hold:
 - CANUSA, German
 - British Airways, UK
 - Karry On, Australia
 - Air Canada, Canada
 - Expedia, USA
- International Representation Highlights
 - Germany, Austria, Switzerland (MSI):
 - (7) meetings conducted
 - (350) Agents trained at the Visit USA Switzerland Event on February 5th

- ITB Cancelled due to COVID-19
- Featured North Lake Tahoe in the February Newsletter:
 - 41% open rate
 - 5.5% click rate
- Canada (DCI):
 - (4) key meetings conducted
 - (1) travel agents trained at Renshaw Travel
- UK/Ireland Update (Black Diamond):
 - Black Diamond is blacked out for trainings during this month
 - (4) Meetings conducted
 - (306) agents trained at the Aer Lingus Roadshow
- Australia (Gate 7)
 - (7) Meetings conducted
 - (65) agents trained at Qantas - Brisbane office

Conference Sales Efforts

- All current travel is on hold and many trade shows have been cancelled
- All partner events, such as TopGolf, Elton John, SF Giants are on hold
- (4) Groups turn definite in February with an estimated \$123,403 in estimated revenue
- (20) RFPs went out to local properties
- Key Site Visit conducted with:
 - Zillow Group
 - Rotary International District
 - Coming up: Google
- Conference FAMs conducted:
 - RSCVA & NLT partnered on a Conference Direct FAM. In addition to this FAM, additional site visits were provided from two associates out of Nebraska and Maryland to Squaw Valley & Hyatt properties.
 - Coming up: March Conference Direct FAM with the Hyatt and Resort at Squaw Creek
- Planning underway for (2) FAMs:
 - Conference Direct FAM with the RSCVA in February
 - Conference Direct FAM with Hyatt in March
- Trade shows/sales missions attended:
 - Bart Peterson attended Connect Financial Feb 20-22nd in Kissimmee, Florida
 - 28 meeting planner appointments
 - Denise Cmiel attended Connect Chicago Feb 24 -25th
 - 25 meeting planner appointments
 - One Lead sent out for the National Association of African Americans in Human Resources

Reno Tahoe International Airport Update

March 2020 vs. March 2019

- Flights are up 2.3%
- Seats are up 6.3%

Highlights

- Southwest Airlines: Due to Max 8 adjustments, flights are down 5.9% seats are down 6.8% during March 2020
- JSX begins non-stop flights to Las Vegas and Burbank on May 8
- Delta's non-stop flights to Atlanta was upgraded to year-round service in February
- Allegiant increase non-stop flights to Las Vegas to twice a day in May
- Frontier resumes non-stop flights to Las Vegas in May
- Alaska Airlines will offer three of the four daily non-stop flights to Seattle on mainline aircraft



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: February 2020

VISITORS SERVED:

January 2020

Total TC Walk-ins: 2,338
Total Phone Calls: 234
Total 2,572

February 2019

Total TC Walk-ins: 527
Total Phone Calls: 185
Total 712

February 2020

Total TC Walk-ins: 3,095
Total Phone Calls: 221
Total 3,316

REFERRALS GIVEN TO VISITORS:

Restaurants 421	Lodging 70	Historic / Museum 100	Events 81
Tours 9	Surrounding Towns (SLT / Truckee) 25	Shopping 42	Transportation 26
Services 5	Activities Mountain / Trails 438	Activities / Lake 76	Maps / Directions 514

TOTAL: 1,807 = 62 referrals per day

Visitor Surveys Gathered: 30 in February with total of 434 since Sept 2018

February 2020 Highlights

- Guest Book Signatures: 44 (data collected is added to North Lake Tahoe's consumer database)
- Biggest February sales month in five years: sales up 413% compared to February 2019
- Entered into consignment agreement with SnowFest to sell branded merchandise
- Hosted Carla Platt as the local monthly artist
- Hosted three avalanche training classes, one leadership class, and a community business meeting in the Visitor Center conference room
- Replaced faded Visitor Center flags; added NLT marketing videos to TV's on the sales floor for connectivity with bigger brand campaigns



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association/Chamber of Commerce Board Report: February 2020

Communications Update

Creative development continued for the TBID educational campaign, with a goal of educating 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). In February, the petition drive officially kicked off.

Additional Communications & Public Relations Projects:

- Attended Visit California Public Relations Committee Meeting on Sunday, Feb. 9 in San Diego.
- Attended the Visit California Outlook Forum Monday, Feb. 10 – Wednesday, Feb. 12 with emphasis on crisis communications and public relations strategies.
- Met with in-market journalist about content for an upcoming piece in DuJour Magazine, highlighting dining and ski experiences in North Lake Tahoe.
- Secured interview with CNN Travel Editor about DMO's working with Influencers (expert positioning piece).
- Secured MCC placement in Corporate Meetings & Events Magazine about experiential team building in North Lake Tahoe.
- Press Release: What's New Spring.
- Press Release: NLT Wins Big at Visit California Poppy Awards (placements: Moonshine Ink, Sierra Sun)

NLTRA Newsletter:

- February Breakfast Club Promotion: Feb. 3 (26% open rate)
- Community Awards Information: Feb. 10 (35% open rate)
- February Chamber Mixer: Feb. 18 (23% open rate)
- Member to Member: Feb. 27 (27% open rate)
- Dedicated eBlast (paid advertising) – Getaway Reno-Tahoe

Social Media: February posts highlighted the NLT Co-Op Marketing win at the Visit California Poppy Awards, NLTRA sponsored events and programs, SnowFest, and support from local business leaders about the TBID along with an infographic to show how TBID funds will be allocated for the local business community. Two Facebook Live's were conducted:

1. Introduction of Jeffrey Hentz, NLTRA CEO
2. SnowFest Kick-Off at the Tahoe City Winter Sports Park

Chamber of Commerce Updates, Events & Partnerships

- First Tuesday Breakfast Club: the focus was on ONE Tahoe; Derek W. Morse of Morse Associates Consulting presented on behalf of TTD about funding solutions to enhance local transportation choices (transit, bike/pedestrian trails) and experiences. Because the presentation warrants discussion, feedback and questions, this was our only presentation.
- A Chamber Mixer was held on Feb. 18 at Jakes on the Lake welcoming NLTRA's new CEO, Jeffrey Hentz. The featured nonprofit organization was Achieve Tahoe. Many local businesses and community members were in attendance.
- Attended NTBA Economic Vitality Committee Meeting and heard about new development projects in the community core.
- Hosted meet-and-greet with NLTRA CEO and ED's from NTBA and TCDA.
- Attended NTBA and TCDA Board Meetings to provide a TBID update.
- Worked on editorial content and opinion pieces to highlight the kick-off of NLTRA's TBID Petition Drive.

- Facilitated BACC Meeting on Feb. 27. Discussion topics included a TBID update, introduction to Jeffrey Hentz, an update on Chamber programs (Business Builder Workshop Series, Community Awards), and future BACC initiatives.
- New for 2020 is a co-branded small business training series in conjunction with Placer County and Sierra Small Business Development Center (*Business Builder*). Brand and content development continued in February. The goal is to encourage stronger attendance and co-create a series that includes not only marketing topics, but business basics. Trainings will continue to be held in shoulder seasons: six in spring; six in fall.
- Sponsor outreach and award nomination requests continued for the 66th Annual Community Awards Dinner.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 29, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of February 29, 2020

	Feb 29, 20	Feb 28, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	283,992	430,243	(146,251)	(34%)	363,031
Total Checking/Savings	283,992	430,243	(146,251)	(34%)	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	6,285	10,696	(4,411)	(41%)	10,196
Total Accounts Receivable	6,285	10,696	(4,411)	(41%)	10,196
Other Current Assets					
1300 · Reimbursements Receivable	5,500	984	4,516	459%	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Total Other Current Assets	8,825	1,084	7,741	714%	4,462
Total Current Assets	299,102	442,023	(142,921)	(32%)	377,689
Other Assets					
1400-00 · Prepaid Expenses	49,690	27,923	21,767	78%	12,340
Total Other Assets	49,690	27,923	21,767	78%	12,340
TOTAL ASSETS	348,792	469,946	(121,154)	(26%)	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	214,619	220,084	(5,465)	(2%)	365,187
Total Accounts Payable	214,619	220,084	(5,465)	(2%)	365,187
Total Current Liabilities	214,619	220,084	(5,465)	(2%)	365,187
Total Liabilities	214,619	220,084	(5,465)	(2%)	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	109,331	60,429	48,902	81%	(164,591)
Total Equity	134,173	249,862	(115,689)	(46%)	24,842
TOTAL LIABILITIES & EQUITY	348,792	469,946	(121,154)	(26%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

February 2020

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	76,000	76,000	0	648,057	648,057	0	942,000
4001-00 · NLTRA Funding	117,009	117,009	0	1,107,149	1,107,149	0	1,503,362
4004-00 · IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
Total Income	193,009	193,009	0	1,759,206	1,759,206	0	2,453,362
Gross Profit	193,009	193,009	0	1,759,206	1,759,206	0	2,453,362
Expense							
5000-00 · CONSUMER MARKETING							
5001-00 · Broadcast / Radio - High Notes	0	0	0	5,104	10,320	(5,216)	16,720
5002-01 · Native Display	0	7,000	(7,000)	9,250	48,000	(38,750)	68,000
5004-00 · Trip Advisor	13,879	8,333	5,546	63,686	66,664	(2,978)	100,000
5005-00 · Paid Social	15,892	19,797	(3,905)	104,650	115,629	(10,979)	139,000
5005-01 · Digital Display	18,354	9,000	9,354	144,771	60,000	84,771	85,000
5005-02 · Retargeting Video	0	2,500	(2,500)	12,473	20,000	(7,527)	30,000
5007-00 · Creative Production	19,254	13,250	6,004	146,523	106,000	40,523	158,219
5010-00 · Account Strategy & Management	7,000	7,000	0	56,000	56,000	0	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	0	16,000	16,000	0	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	0	9,600	9,600	0	14,400
5013-00 · Outdoor	0	0	0	115,000	115,000	0	115,000
5015-00 · Video	0	5,000	(5,000)	4,373	27,500	(23,127)	35,000
5017-00 · Rich Media	800	12,500	(11,700)	34,988	50,000	(15,012)	50,000
5018-00 · Media Commission	11,017	10,291	726	73,818	74,694	(876)	103,607
5018-01 · Digital Ad Serving	827	504	323	2,060	4,034	(1,974)	6,050
5020-00 · Search Engine Marketing	6,398	5,000	1,398	42,481	40,000	2,481	60,000
5022-00 · Email	13,734	3,500	10,234	36,460	28,000	8,460	35,000
5025-00 · Expedia	0	0	0	0	0	0	20,000
5026-00 · Consumer Research	0	0	0	0	750	(750)	750
5027-00 · Consumer Retargeting Video	0	1,250	(1,250)	0	10,000	(10,000)	15,000
5028-00 · High Impact Media	0	5,000	(5,000)	0	32,000	(32,000)	45,000
Total 5000-00 · CONSUMER MARKETING	110,355	113,125	(2,770)	877,236	890,191	(12,955)	1,204,746
5110-00 · LEISURE SALES							
5107-00 · Creative Production	210	0	210	2,775	4,000	(1,225)	6,000
5112-00 · Training / Sales Calls	299	3,000	(2,701)	6,882	5,500	1,382	6,500
5113-00 · Additional Opportunities	50	0	50	2,996	3,500	(504)	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	2,682	1,500	1,182	5,066	6,450	(1,384)	6,450
5131-00 · FAMS -Intl - Travel Trade	(1,000)	1,000	(2,000)	1,684	3,000	(1,316)	10,500
5132-00 · FAMS -Intl - Media	0	0	0	35	0	35	0
5133-00 · Ski-Tops	0	0	0	0	845	(845)	845
5134-00 · Intl Marketing - Additional Opp	0	0	0	4,527	5,500	(973)	11,000
5136-00 · Tour Operator Brochure Support	0	0	0	2,000	2,000	0	2,000
5137-00 · Co-op Opportunities	3,340	0	3,340	6,266	10,000	(3,734)	15,000
5141-00 · Australian Sales Mission	0	0	0	0	0	0	6,550
5142-00 · UK Sales Mission	0	0	0	2,177	3,000	(823)	3,000
5143-00 · Mountain Travel Symposium	25	0	25	535	0	535	1,500
5144-00 · IPW - POW WOW	(789)	2,000	(2,789)	325	12,000	(11,675)	11,000
5145-00 · TIA Annual Dues	0	0	0	2,695	2,650	45	2,650
5146-00 · UK / Black Diamond	2,500	0	2,500	20,000	23,250	(3,250)	31,000
5147-00 · AUS / Gate 7	0	0	0	23,775	23,775	0	31,700
5149-00 · Mexico Program	0	0	0	2,491	6,500	(4,009)	6,500
5150-00 · China Program	0	0	0	154	3,500	(3,346)	3,500
5154-00 · Canada							
5154-01 · Canada Sales Mission	0	0	0	6,409	6,000	409	6,000
5154-00 · Canada - Other	0	0	0	16,860	19,750	(2,890)	26,000
Total 5154-00 · Canada	0	0	0	23,269	25,750	(2,481)	32,000
5155-00 · California Star Program	292	0	292	1,167	3,500	(2,333)	3,500
5156-00 · German Trade Representation	804	0	804	10,060	16,250	(6,190)	23,000
Total 5110-00 · LEISURE SALES	8,413	7,500	913	118,879	160,970	(42,091)	222,695
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	0	17,600	17,600	0	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	0	40,000	40,000	0	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	0	16,000	16,000	0	24,000
5202-01 · Rich Content Development	0	0	0	4,975	16,500	(11,525)	22,000
5204-00 · Media Mission(s)	0	5,300	(5,300)	8,144	10,600	(2,456)	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	0	4,000	4,000	0	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	0	2,400	2,400	0	3,600
5208-00 · International Travel Media FAMS	907	0	907	3,856	8,500	(4,644)	13,600
5208-01 · Int'l FAM Hard Cost	360	0	360	1,941	7,500	(5,559)	12,000
5208-02 · Int'l Media Retainer	300	300	0	2,400	2,400	0	3,600
5209-00 · Domestic Travel Media FAMS	28	3,500	(3,472)	13,666	28,000	(14,334)	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	0	14,400	14,400	0	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	0	32,000	32,000	0	48,000
5212-00 · Social Giveaways & Contests	1,100	1,100	0	6,154	5,700	454	9,200
5213-00 · Facebook Live	0	1,620	(1,620)	2,500	4,860	(2,360)	6,480
5214-00 · Social Takeover	0	0	0	7,952	8,000	(48)	16,000
Total 5200-00 · PUBLIC RELATIONS	18,495	27,620	(9,125)	177,988	218,460	(40,472)	321,580
6000-00 · CONFERENCE SALES							
6002-00 · Destination Print	4,520	0	4,520	17,260	23,850	(6,590)	23,850

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

February 2020

	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
6003-00 - Geo-Fence Targeting	0			0	2,500	(2,500)	2,500
6004-00 - Email	850	850	0	2,550	4,250	(1,700)	7,650
6005-00 - Paid Media	1,281	833	448	6,072	6,664	(592)	10,000
6006-00 - CVENT	123			11,290	13,500	(2,210)	13,500
6007-00 - Creative Production	1,910	1,500	410	14,536	23,500	(8,964)	30,000
6008-00 - Conference PR / Social Outreach	1,000	1,000	0	8,000	8,000	0	12,000
6016-00 - MCC Search Engine Marketing	0			3,402			
6018-00 - MCC Media Commission	920	330	590	5,737	7,540	(1,803)	8,861
6018-01 - MCC Digital Ad Serving	1			1			
6019-00 - Conference Direct Partnership	0			0	5,000	(5,000)	5,000
6128-00 - HelmsBriscoe Strategic Partner	583			4,583	6,000	(1,417)	6,000
6152-00 - Client Events / Opportunities	588	0	568	10,789	9,000	1,789	15,000
6153-00 - Chicago Sales Rep Support	(1,185)	0	(1,185)	7,054	1,500	5,554	10,000
Total 6000-00 - CONFERENCE SALES	10,570	4,513	6,057	91,275	111,304	(20,029)	144,361
6100-00 - TRADE SHOWS							
6111-00 - Site Inspections	213	500	(287)	2,103	4,850	(2,747)	7,000
6116-00 - CalSAE Seasonal Spectacular	0	(3,500)	3,500	1,936	4,250	(2,314)	4,250
6118-00 - ASAE Annual	0			6,036	6,000	36	6,000
6120-00 - AFW Client Event	200			200	2,500	(2,300)	2,500
6120-01 - Sac River Cals Client Event	0			2,392	2,500	(108)	2,500
6127-00 - CalSAE Annual	0	0	0	6,022	5,000	1,022	6,700
6143-00 - Connect Marketplace	0			3,815	11,000	(7,185)	11,000
6144-00 - ASAE XDP	0	0	0	0	2,500	(2,500)	4,000
6151-00 - Destination CA	0	0	0	0	0	0	1,500
6154-00 - HelmsBriscoe ABC	5,317	4,500	817	5,317	4,500	817	6,500
6156-00 - Connect California	281	0	281	281	3,750	(3,469)	5,250
6156-02 - Connect Chicago	0	500	(500)	0	4,250	(4,250)	4,250
6156-04 - Connect Georgia	0			5,733	5,250	483	5,250
6157-00 - HPN Partner Conference	0			4,299	3,195	1,104	3,195
6160-00 - AllThingsMeetings Silicon Valley	0			511	1,000	(489)	1,000
6160-01 - AllThingsMeetings East Bay	0			0	1,625	(1,625)	1,625
6161-00 - Connect Southwest	0			5,057	5,250	(193)	5,250
6162-00 - Connect Tech & Medical	0			4,749	5,250	(501)	5,250
6163-00 - Connect Financial	7,961	1,500	6,461	7,961	5,250	2,711	5,250
6164-00 - Connect Mountain Incentive	0	0	0	0	3,750	(3,750)	5,250
6165-00 - Bay Area Client Appreciation	2,250	0	2,250	5,000	0	5,000	5,000
6167-00 - Nor Cal DMO	0			489	0	489	0
6168-00 - Sacramento/Roseville TopGolf	(106)			(106)	2,500	(2,606)	2,500
6169-00 - Prestige Meetings SF	0			0	2,395	(2,395)	2,395
6171-00 - Outdoor Retailer	105	0	105	105	600	(495)	600
6172-00 - Prestige Meetings Seattle	0	0	0	0	1,095	(1,095)	2,595
6173-00 - Connect NYC	325			325			
Total 6100-00 - TRADE SHOWS	16,546	3,500	13,046	62,227	88,260	(26,033)	106,610
7000-00 - COMMITTED & ADMIN EXPENSES							
5008-00 - Cooperative Programs	5,355	0	5,355	30,227	25,000	5,227	50,000
5009-00 - Fulfillment / Mail	524	1,000	(476)	8,796	8,000	796	12,000
5021-00 - RASC-Reno Air Service Corp	25,000	0	25,000	75,000	75,000	0	100,000
5122-00 - SSMC Shipping - Sierra Ski Mkt	0			5			
5123-00 - HSVC - High Sierra Visitors	167			1,333	2,000	(667)	2,000
7001-00 - Miscellaneous	0			253	0	253	0
7002-00 - CRM Subscription	833	833	0	6,667	6,664	3	9,998
7003-00 - IVCBVB Entertainment Fund	111	0	111	2,211	4,000	(1,789)	8,000
7004-00 - Research	0	0	0	26,530	0	26,530	24,000
7005-00 - Film Festival	0			15,000	15,000	0	15,000
7006-00 - Special Events	0	0	0	0	0	0	30,000
7007-00 - Destimetrics / DMX	25,013	0	25,013	25,013	25,014	(2)	33,352
7008-00 - Opportunistic Funds	1,828	25,000	(23,172)	37,395	50,000	(12,605)	50,000
7009-00 - Tahoe Cam Usage	2,124	177	1,947	2,124	1,416	708	2,124
7010-00 - Photo Management & Storage	0	592	(592)	0	4,736	(4,736)	7,104
7011-00 - TrendKite PR Software	357	333	24	2,500	2,664	(164)	3,995
8700-00 - Automobile Expense*	318	400	(82)	3,390	3,200	190	4,800
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0			160			
Total 7000-00 - COMMITTED & ADMIN EXPENSES	61,630	28,335	33,295	236,603	222,694	13,909	352,372
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	34,000	34,000	0	51,000
8003-00 - Website Hosting Maintenance	0	4,166	(4,166)	51,668	33,328	18,340	50,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	4,250	8,416	(4,166)	85,668	67,328	18,340	101,000
Total Expense	230,259	193,009	37,250	1,649,875	1,759,207	(109,332)	2,453,364
Net Income	(37,250)	0	(37,250)	109,331	(1)	109,332	(2)

Aging by Revenue Item

As of 2/29/2020

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	\$0.00	\$0.00	\$0.00	\$940.00	\$0.00	\$940.00
11-20 Employees Membership Dues			\$345.00	\$345.00	\$0.00	\$0.00	\$335.00	\$335.00	\$1,360.00
1-5 Employees Membership Dues			\$2,360.00	\$2,360.00	\$855.00	\$570.00	\$285.00	\$2,850.00	\$9,280.00
21-50 Employees Membership Dues			\$540.00	\$3,780.00	\$835.00	\$1,560.00	\$0.00	\$1,040.00	\$7,755.00
50-100 Employees Membership Dues			\$0.00	\$1,500.00	\$0.00	\$725.00	\$0.00	\$0.00	\$2,225.00
6-10 Employees Membership Dues			\$325.00	\$11,025.00	\$315.00	\$0.00	\$0.00	\$945.00	\$12,610.00
Financial Institutions Membership			\$0.00	\$2,100.00	\$700.00	\$0.00	\$0.00	\$0.00	\$2,800.00
Non-Profit Membership Dues Totals:			\$340.00	\$1,870.00	\$330.00	\$0.00	\$0.00	\$660.00	\$3,200.00
PUD Membership Dues Totals:			\$0.00	\$830.00	\$0.00	\$0.00	\$0.00	\$0.00	\$830.00
Ski Resorts Membership Dues Totals:			\$0.00	\$28,315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$28,315.00
1201-01 Member AR Membership			\$3,910.00	\$52,125.00	\$3,035.00	\$2,855.00	\$1,560.00	\$5,830.00	\$69,315.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$710.00	\$175.00	\$0.00	\$0.00	\$0.00	\$175.00	\$1,060.00
Tahoe LOVE Stickers Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$165.00	\$0.00	\$0.00	\$0.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$1,130.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,130.00
1201-03 Member Accounts Receivable			\$710.00	\$1,305.00	\$165.00	\$0.00	\$0.00	\$375.00	\$2,555.00
GRAND TOTALS			\$4,620.00	\$53,430.00	\$3,200.00	\$2,855.00	\$1,560.00	\$6,205.00	\$71,870.00

KEY METRICS FOR February 29, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru November 2019)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876
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	6,140,970	3,358,687	\$ 18,323,453
2017 - 2018	6,279,704	3,454,080	5,638,622	3,197,138	\$ 18,569,544
2018 - 2019	7,068,928	4,033,301	6,982,816	3,526,106	\$ 21,611,151
2019 - 2020	7,020,546	51,424	150		\$ 7,072,120

updated

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Feb 2020)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	27498	30845	28430	34601	21.71%
Phone	2466	2209	2012	2165	7.60%
Email	249	257	276	312	13.04%
Kings Beach (Walk In)	3455	7883	11439	8322	-27.25%
NLT - Event Traffic	4,195	3127	3295	2913	-11.59%
Total	37,863	44,321.00	45,452.00	48,313.00	6.29%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2016	2017	2018	2019	YOY % Change
First (Jan - Mar)	\$ 699,157	\$ 820,233	\$ 762,370	\$ 874,230	14.67%
Second (Apr - June)	\$ 558,566	\$ 716,779	\$ 627,831	\$ 672,108	7.05%
Third (Jul - Sept)	\$ 943,574	\$ 1,001,144	\$ 1,018,271		
Fourth (Oct - Dec)	\$ 629,807	\$ 641,261	\$ 671,770		
Total	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242		

Unemployment Rates - EDD	Jan 2020
California (pop. 38,332,521)	3.9%
Placer County (367,309)	3.3%
Dollar Point (1,215)	2.3%
Kings Beach (3,893)	1.2%
Sunnyside/Tahoe City (1,557)	5.2%
Tahoe Vista (1,433)	0.7%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	64.7%	61.9%	-4.3%
ADR (Average Daily Rate)	\$ 411	\$ 435	5.9%
RevPAR (Rev per Available Room)	\$ 266	\$ 269	1.3%
Occupancy 1 Mth Forecast	44.0%	38.8%	-11.9%
ADR 1 Mth Forecast	\$ 338	\$ 362	6.9%
RevPAR 1 Mth Forecast	\$ 149	\$ 140	-5.8%
Occupancy (prior 6 months)	52.0%	48.9%	-5.9%
ADR (prior 6 months)	\$ 350	\$ 375	6.9%
RevPAR (prior 6 months)	\$ 182	\$ 183	0.6%
Occupancy (next 6 months)	23.8%	26.5%	11.7%
ADR (next 6 months)	\$ 366	\$ 394	7.7%
RevPAR (next 6 months)	\$ 87	\$ 105	20.3%

Total Chamber Membership	
June 2015	474
June 2016	508
June 2017	424
June 2018	378
June 2019	371

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 2/29/2020						
	2018-19		2018-19	2019-20	YOY %	
FORWARD LOOKING	Actuals		Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,890,990		\$ 2,851,350	\$ 3,527,414	23.71%	
Commission for this Revenue	\$ 79,949		\$ 75,322	\$ 51,238	-31.97%	
Number of Room Nights	14,165		15,136	15,988	5.63%	
Number of Bookings	72		64	63	-1.56%	
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	66%	79%	\$1,850,907	\$ 1,871,342	\$ 2,776,577	48.37%
Washoe	10%	16%	\$314,610	\$ 287,833	\$ 580,641	101.73%
South Lake	24%	5%	\$725,473	\$ 692,175	\$ 170,196	-75.41%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,851,350	\$ 3,527,414	23.71%
CURRENT						
NLT - Annual Revenue Goal				\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal				\$ 70,000	\$ 50,000	-28.57%