

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: Samir Tuma, Tahoe City Lodge | **Vice Chair:** Adam Wilson, Vail Resorts
Secretary: Dan Tester, Granite Peak Management | **Treasurer:** Jim Phelan | Tahoe City Marina
Christine Horvath, Squaw Alpine | Jon Slaughter, Sugar Bowl Resort | Kevin Mitchell, Homewood Mountain Resort
Greg Gooding, Resort at Squaw Creek | Andre Priemer, Ritz-Carlton, Lake Tahoe
Brett Williams, Agate Bay Realty | Stephanie Hoffman, Granlibakken Tahoe | Tom Turner, Tahoe Restaurant Collection
Karen Plank, Placer County Appointee |
Advisory Committee: Erin Casey, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/82143057298?pwd=cy9ncmZsMDR4RHpCVmZTZGx3aWtuUT09>

Meeting ID: 821 4305 7298

Password: 612390

+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** A. NLTRA Board Meeting Minutes from April 1, 2020 [Link to preliminary online document](#)
Page: 5 B. Approval of NLTRA Financial Statements of March 31, 2020
Page: 24 C. Approval of CEO Expense Report for March 2020
Page: 30 D. Squaw Valley Drive in Movie Theater

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

- Finance Committee Meeting April 29, 2020
- Tourism Development Committee April 28, 2020

8:50 a.m.

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6. Action Items

- A. 19/20 Budget Reforecast and Modification Review and Approval

9:30 a.m.

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7. Informational Updates/Verbal Reports

- A. COVID-19 Response and Destination Initiatives
- B. 20/21 County of Placer Contract Update
- C. Marketing Cooperative Budget Update

10:30 a.m.

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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 Mar 31, 2020
- B. Conference Revenue Statistics Report Mar 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Mar 2020
- C. Tourism Development Report on Activities, Mar 2020
- E. Event Update – Cancelled/Postponed Events, Mar 2020
- E. Visitor Information Center Visitor Report, Mar 2020
- F. North Lake Tahoe Marketing Coop Financial Statements Mar 2020
- H. Membership Accounts Receivable Report Mar 2020
- I. Financial Key Metrics Report Mar 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

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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

1. Call to Order at 8:31 AM – Establish Quorum

Board members in attendance

Jim Phelan, Andy Chapman, Samir Tuma, Karen Plank, Christine Horvath, Brett Williams, Aaron Rudnick, Kevin Mitchell, Jon Slaughter, Dan Tester, Greg Gooding, Andre Premier, Stephanie Hoffman, Adam Wilson, and Tom Turner. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

None

Staff Members in attendance

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

Others in attendance

Included Cindy Gustafson and Katie Biggers

2. Public Forum

Supervisor Gustafson thanked NLTRA its leadership in getting the word out about the seriousness of the COVID-19 situation and shelter-in-place orders. The County is participating in calls with many agencies to develop talking points and strategies. She reviewed the timeline of the County's response to the crisis and messaging regarding the prohibition of short-term rentals for now.

Gustafson said she is here to elevate the local business community voice as high as she can as she works with state and federal representatives. She noted some of the local social media regarding the County's response to short-term rentals and second homeowners coming into the area. Gustafson reminded the group the common enemy is the virus

Brett Williams said the collaboration with the County has been exemplary, but he is disappointed by the County's response regarding short-term rentals, which account for 13.5% of the rental inventory. Many in his line of work are receiving threats and unkind comments. Williams suggested a PR campaign is needed to let people know the real story. Second homeowners and day visitors still want to come to Tahoe. The message has been code enforcement and that is not what the focus should be.

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. PHELAN/MITCHELL/UNANIMOUS

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

A. NLTRA Board Meeting Minutes from 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

Motion to approve items on the Consent Calendar as presented. TURNER/TUMA/UNANIMOUS

6. Action Items

A. RFP Update – Andy/Amber/Jeff

Given the disruption to the interview process, Chapman recommended extending the existing contracts the Abby Agency, Augustine, and Richter 7 for one year. Each contract has a 30 day cancellation clause. Burke has notified the five finalists that were to have presented mid-March. Chapman described the co-op funding decisions moving forward. Discussion followed as the existing contracts and recommendation were clarified. Hentz noted the need to be ready get back in the market as soon as possible whenever that may be. Discussion continued regarding strategies to ramp up sales and marketing as soon as the current situation changes.

Motion to approve delaying the RFP process for the next fiscal year and renewing existing contracts with the Abby Agency, Augustine, and Richter 7 for one year with 30-day cancellation clauses. HORVATH/TURNER/UNANIMOUS

B. Appointed BOD Seats

Bavetta reminded the group there are five seats the membership elects to this Board, five seats the Board appoints, and one appointed by the County. The Executive Committee recommends appointing Dan Tester to one of those five seats. The other four will be appointed at a later date. Bavetta was asked to email the Board the criteria she described as a guide when selecting appointees.

Motion to appoint Dan Tester to the NLTRA Board of Directors. PHELAN/TUMA/UNANIMOUS

C. Election/Nomination of Officers

Motion to appoint the following slate of officers:

Chair – Samir Tuma

Vice-Chair – Adam Wilson

Treasurer – Jim Phelan

Secretary – Dan Tester

HOFFMAN/WILLIAMS/UNANIMOUS

Wilson and Williams were thanked for serving the organization and community so well as officers of the Board.

7. Informational Updates/Verbal Reports

A. COVID-19 Response and Action Plan - Jeff

Hentz reviewed the timeline and the pro-active and multi-faceted response to this crisis. He said the entire staff has been involved and the Board can be very proud of the initiative taken. The messaging components have included consumer-facing, media-facing, business-facing, and local community so each segment gets the information it needs. A

central command center has been formed that includes the Executive Committee, NLTRA staff, the County, and community leaders that share information once-a-week. A page on the NLTRA website has been developed with links to resources and additional information.

Bowling reported on the appropriate messaging sent out by NLTRA, South Lake Tahoe, and Truckee about asking visitors not to come now. But a better message is “stronger together” and that campaign is focused on strength in unity during this crisis. It should roll out early next week.

B. Marketing Cooperative Advertising Update – Jeff/Andy/Amber

Burke reported the consumer media is on hold for now. She is working with the agencies to consider short- and long-term messaging for a recovery campaign starting with the drive markets. In the meantime, a positive message is going out about supporting businesses from afar. Chapman agreed that budget forecasts are being re-focused on timeframes for appropriate messages when the area and travelers are ready.

Discussion followed regarding the potential timeframe for visitation to begin again and strategies to be ready with appropriate campaigns. Tuma suggested trying to spread out visitation when travel opens up again. Burke will work with lodging suppliers to offer packages over a longer period of time. During discussion, it was noted there is a need to clarify “essential” versus “non-essential” travel.

C. TBID Update

Hentz reported the decision has been made to suspend active out-reach. Petitions are coming in, but people are highly distracted. Kautz said prior to this, good progress was being made and just over 30% of the weighted vote has been received. Civitas confirmed there is no time frame restricting the process.

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**

9. CEO and Staff Updates

Hentz read a letter going to the Placer County Board of Supervisors about the financial impacts of COVID-19 on the local lodging community and requesting TOT payments be deferred to at least July so businesses can hold on to cash and have a more successful re-entry into the marketplace.

Tuma has been working with the County about deferring property taxes. Individuals can reach out to the tax collector’s office to request penalties and fines be waived on a case-by-case basis. Hentz talked to TCPUD and NTPUD about relief from their bills. Although there are no plans to defer payments, they may waive late fees.

Casey asked everyone to be mindful that TOT collections for the third and fourth quarters will be significantly lower than anticipated, which impacts budgets for this and the next fiscal years. That in turn, could affect the NLTRA budget as well as many other unknowns for projects in eastern Placer County. Wilson suggested having a conversation about expenses that can go into next year’s budget. A brief discussion followed about the need to track the situation closely.

Burke reported Northstar asked for a higher fee for Autumn Food & Wine. The Tourism Development Committee was not comfortable with the amount, so the event was put on hold for this year.

10. Directors Comments

Board members thanked staff for their positive attitudes and pro-active leadership during this difficult time. The “stronger together” message is positive and helpful.

Williams reiterated the need to spread a positive message about short-term rentals, noting lodging will help the recovery. The community needs to understand the real data.

Tuma read a message from Placer County Health Director Dr. Aimee Sisson regarding the importance of sheltering in place and not coming to Tahoe if people have another primary residence, given limited resources in this area.

11. Meeting Review and Staff Direction

Hentz will continue moving forward with COVID-19 messaging. He will evaluate co-op expenditures and cost recovery measures.

Bavetta will email the Board the criteria she described as a guide when selecting Board appointees.

12. Closed Session

Closed Session was not convened.

13. Adjournment

There being no further business to come before the Board, the meeting adjourned at 10:42 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 04/23/20

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

From: Bonnie Bavetta, CFO

RE: Report for March 2020

A summary of preliminary NLTRA financial results for March 31, 2020 follows:

- Cash balance on March 31, 2020 of \$881,000 was \$222,000 or approximately 34% greater than prior year due primarily to greater year-to-date net income (\$111,000), a decrease in total receivables (\$38,000), an increase in Deferred Revenues – Marketing (\$37,000) and the 18/19 year end increase to the marketing reserve (\$32,000)
- The Accounts Receivable – TOT balance of \$230,000 reflected the County TOT funding for March. Payment was received in April. Balance at this date last year was \$327,000.
- Membership dues and other membership related accounts receivable totaled \$75,000, an increase of \$46,000 over prior year
- Accounts payable of \$42,000 were \$9,000 below prior year due to timing.
- Wages and related liabilities of \$119,000 were \$13,000 or 10% lower than prior year, due primarily to a reduction of Incentive and PTO liability as a result of staff vacancies and lower average tenure of staff, offset partially by a longer payroll accrual period.
- Deferred Revenue–Marketing balance of \$37,000 reflects partner commitments to share Mountain Travel Symposium (MTS) sponsorship expenses. The MTS has been cancelled and these funds will be returned to the partners in April.
- Deferred Revenue-Member Dues of \$81,000 was \$3,000 less than prior year.
- Deferred Revenue–County of \$350,000 reflected the 2019/20 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based timing of monthly payments from the County.
- Due To/From County of Placer balance of \$19,871 reflected TOT funds received for fiscal year 2018/19 that were due back to the County. Conversations continue with the County regarding use of these fund.
- YTD consolidated net income of \$170,000 at month end March represented Membership's positive net results YTD of \$35,000, and \$135,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,166,000 was below budget \$186,000, the result of pay for performance expenditures being below budget. The pay for performance elements are event sponsorships many of which will not take place this year.

- Expenses, before overhead allocation, totaled \$1,831,000 and were \$185,000 or approximately 10% under budget, primarily due to timing of the event sponsorships. Most events for the remainder of this year have been cancelled and we have accounted for this in our reforecast for the year.
- Total net results before overhead allocation of \$336,000 were positive to budget \$1,000.
- The reforecast of Marketing expenditures for the fiscal year indicate a reduction from budget of approximately \$252,000 at year end, due primarily to lower payroll and related expenses, event sponsorships, and opportunistic funding. This reforecast includes a partial reclass of the Director of Public Relations wages out of Membership and into Marketing, pending Board of Directors' and County of Placer's approvals.
- Operating Results YTD – Conference
 - Commission & conference dues revenue of \$45,000 was \$16,000 above budget. TOT revenue of \$280,000 was on budget
 - Expenses of \$218,000 before allocated overhead were under budget \$46,000 due to staff vacancies.
 - Net results before overhead allocation were better than budget by \$62,000
 - The reforecast of Conference activity for the fiscal year indicate below budget expenditures of approximately \$66,000 and commission revenues over budget approximately \$16,000 for net results of \$83,000 better than budget.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$84,000 were better than budget by \$3,000. TOT revenue of \$300,000 was on budget.
 - Expenses before overhead allocation of \$296,000 were \$28,000 or 9% below budget.
 - Net results of \$88,000 before overhead allocation were \$31,000 better than budget.
 - Visitor Center operations reforecast indicates year end savings of \$50,000 to budget due to prior staffing, and closure of the center post COVID- 19 restrictions.
- Operating Results YTD – TMPI
 - TOT revenue of \$84,000 was on budget.
 - Expenditures of \$114,000 before overhead were \$40,000 over budget.
 - Net loss of \$31,000 before overhead allocation was negative to budget \$40,000.
 - The reforecast of TMPI indicates an over expenditure of \$61,000 relative to budget. Discussions are taking place with the County of Placer and NLTRA Board of Directors to reallocate budgeted funds in Admin to cover this shortfall.
- Operating Results YTD – Membership
 - Membership dues revenue of \$101,000 was \$4,000 over budget. Other Membership revenue of \$17,000 was on budget.
 - Expenses of \$67,000 were \$26,000 below budget due largely to decrease in staffing.
 - Net income of \$50,000 before overhead allocations was \$30,000 favorable to budget.
 - Net income of \$35,000 after overhead allocations was \$21,000 favorable to budget.
 - The reforecast of Membership indicates breakeven results, which would be \$20,000 below budget. The reforecast includes a pending reclass of wages due to the change in responsibilities of the manager of Membership/Director of Public Relations, as well as an anticipated write-off of membership dues receivable of up to \$50,000.
- Operating Results YTD – Administration
 - Total expenses of \$381,000 were \$86,000 below budget due primarily to staff vacancies and professional fees timing.
 - The reforecast of Administration includes a pending budget adjustment reducing budgeted wages and professional fees by approximately \$70,000. After that adjustment, Administration is projected to end the year with expenditures under budget approximately \$27,000.
- Membership cash position as of March 31, 2020
 - Membership activities resulted in a net income \$34,703
 - Deferred revenues of \$81,245 less receivables of \$74,550 contributed an additional \$6,695 in cash
 - A receivable for the Awards Dinner deposit reduced cash by \$20,000
 - Prior years' cumulative negative net results totaled \$17,007
 - Net cash totaled \$4,391, no other funds were required to support Membership activities

Summary of North Lake Tahoe Marketing Cooperative financial results at March 31, 2020:

- Cash balance at month end of \$232,000 was \$364,000 less than prior year due to the reduction of prior fund surpluses in late FY18/19 (\$165,000), lower Accounts Payable (\$278,000), larger Prepaid Expenses (\$28,000) partially offset by higher net operating results (\$106,000).
- Accounts payable of \$86,000 were \$278,000 less than prior year due to timing
- Unrestricted Net Assets Equity of \$25,000 was \$165,000 less than prior year due to approved expenditures exceeding FY18/19 funding by \$165,000
- Net Income of \$178,000 was \$106,000 greater than prior year

- Year-to-date funding from NLTRA and IVCBVB of \$1,938,000 was on budget
- Consumer Marketing expenditures of \$912,000 were \$74,000 or 7% below budget
- Leisure Sales expenditures of \$129,000 were \$51,000 or 28% below budget
- Public Relations expenses of \$202,000 were \$39,000 or 16% below budget
- Conference Sales expenditures of \$93,000 were \$29,000 or 23% below budget
- Trade Show expenditures of \$62,000 were \$30,000 or 30% below budget
- Committed & Administrative expenditures of \$273,000 were \$33,000 or 13% over budget
- Website & Maintenance expenses of \$90,000 were \$14,000 over budget due primarily to higher than anticipated costs associated with upgrading the website
- Net income of \$178,000 was better than budget by \$178,000
- A reforecast for the fiscal year of the NLT Marketing Cooperative is in process. The duration of travel restrictions and the collection of TOT for our IVCBVB partner will impact the year's expenditures and income. Despite a potential reduction in the funding contribution from IVCBVB TOT, which is dependent on actual receipts, the Coop net results will be significantly underspent relative to budget. NLTRA TOT funding from Placer County is not anticipated to be impacted in this fiscal year.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

March 31, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2020

Accrual Basis

	Mar 31, 20	Mar 31, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	159	(1)	(1%)	116
1003-00 · Cash - Operations BOTW #6712	598,954	339,598	259,356	76%	332,281
1007-00 · Cash - Payroll BOTW #7421	2,949	9,680	(6,731)	(70%)	11,572
1008-00 · Marketing Reserve - Plumas	50,300	50,225	75	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,801	100,600	201	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	98,395	128,553	(30,158)	(23%)	138,243
10950 · Cash in Drawer	139	772	(633)	(82%)	1,678
Total Checking/Savings	881,278	659,169	222,109	34%	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	50,212	10,938	39,274	359%	24,817
1290-00 · A/R - TOT	230,261	327,463	(97,202)	(30%)	57,504
Total Accounts Receivable	280,473	338,401	(57,928)	(17%)	82,321
Other Current Assets					
1200-99 · AR Other	726	112	614	548%	10
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	72,450	27,330	45,120	165%	2,720
1201-03 · Member AR - Other	2,100	0	2,100	100%	3,745
1201-00 · Member Accounts Receivable - Other	0	1,465	(1,465)	(100%)	0
Total 1201-00 · Member Accounts Receivable	74,550	28,795	45,755	159%	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	22,880	23,007	(127)	(1%)	22,015
Total 12100 · Inventory Asset	22,898	23,007	(109)	(0%)	22,030
1299 · Receivable from NLTM	0	27,025	(27,025)	(100%)	15,703
1490-00 · Security Deposits	1,150	1,610	(460)	(29%)	1,250
Total Other Current Assets	96,549	77,774	18,775	24%	43,871
Total Current Assets	1,258,300	1,075,344	182,956	17%	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	(20,147)	(19,759)	(388)	(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	347	1,762	(1,415)	(80%)	1,409
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	11,946	15,424	(3,478)	(23%)	14,312
1430-00 · Prepaid 1st Class Postage	100	500	(400)	(80%)	100
1400-00 · Prepaid Expenses - Other	2,992	7,030	(4,038)	(57%)	3,964

North Lake Tahoe Resort Association

Balance Sheet

As of March 31, 2020

Accrual Basis

	Mar 31, 20	Mar 31, 19	\$ Change	% Change	Jun 30, 19
Total 1400-00 · Prepaid Expenses	15,038	22,954	(7,916)	(34%)	18,376
Total Other Assets	15,038	22,954	(7,916)	(34%)	18,376
TOTAL ASSETS	1,273,685	1,100,060	173,625	16%	810,343
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	41,558	50,428	(8,870)	(18%)	73,556
Total Accounts Payable	41,558	50,428	(8,870)	(18%)	73,556
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	15,983	10,252	5,731	56%	20,922
2101-00 · Incentive Payable	49,860	66,304	(16,444)	(25%)	58,630
2102-00 · Commissions Payable	7,286	1,941	5,345	275%	7,132
2120-00 · Empl. Federal Tax Payable	7,204	4,604	2,600	56%	9,775
2175-00 · 401 (k) Plan	2,299	2,068	231	11%	4,369
2180-00 · Estimated PTO Liability	36,333	46,667	(10,334)	(22%)	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	118,965	131,836	(12,871)	(10%)	153,821
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	10	16	(6)	(38%)	827
25500 · *Sales Tax Payable	1,035	771	264	34%	2,307
2190-00 · Sales and Use Tax Payable - Other	0	64	(64)	(100%)	0
Total 2190-00 · Sales and Use Tax Payable	1,045	851	194	23%	3,134
2250-00 · Accrued Expenses	0	339	(339)	(100%)	59,690
2300-00 · Marketing Cooperative Liabili	8,910	0	8,910	100%	0
2400-11 · Deferred Revenue - Marketing	37,000	0	37,000	100%	0
2400-60 · Deferred Revenue- Member Dues	81,245	83,942	(2,697)	(3%)	57,969
2500-00 · Deferred Revenue - TMBC	1,290	900	390	43%	840
2650-00 · Deferred Rev - Events	2,255	3,001	(746)	(25%)	0
2651-00 · Deferred Rev - Conference	0	1,100	(1,100)	(100%)	0
2700-00 · Deferred Rev. County	350,305	350,305	0	0%	0
2800-00 · Suspense	0	4,137	(4,137)	(100%)	0
2900-00 · Due To/From County of Placer	19,871	0	19,871	100%	19,871
Total Other Current Liabilities	620,886	576,411	44,475	8%	295,325
Total Current Liabilities	662,444	626,839	35,605	6%	368,881
Total Liabilities	662,444	626,839	35,605	6%	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	169,776	58,867	110,909	188%	(5,338)
Total Equity	611,237	473,219	138,018	29%	441,461
TOTAL LIABILITIES & EQUITY	1,273,681	1,100,058	173,623	16%	810,342

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through March 2020

	Jul '19 - Mar 20	Jul '18 - Mar 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	2,829,952	2,753,562	76,391	3%
4200-00 · Membership Dues Revenue	101,115	102,085	-970	-1%
4205-00 · Conference Dues	0	5,729	-5,729	-100%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-05 · Sponsorships	1,405	0	1,405	100%
Total 4250-01 · Community Awards	1,405	0	1,405	100%
4250-02 · Chamber Events	0	2,702	-2,702	-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	2,500	825	33%
4251-00 · Tues AM Breakfast Club - Other	4,380	4,262	118	3%
Total 4251-00 · Tues AM Breakfast Club	7,705	6,762	943	14%
4250-00 · Revenues-Membership Activities - Other	7,806	3,498	4,308	123%
Total 4250-00 · Revenues-Membership Activities	16,916	15,585	1,331	9%
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	34,320	31,086	3,235	10%
Total 4600-00 · Commissions	44,459	39,503	4,956	13%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	9,867	2,959	6,908	233%
46000 · Merchandise Sales - Other	73,746	76,094	-2,348	-3%
Total 46000 · Merchandise Sales	83,613	79,053	4,560	6%
Total Income	3,077,055	2,996,123	80,933	3%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	3,077,055	2,996,123	80,933	3%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,512	13,205	2,307	18%
5020-00 · P/R - Tax Expense	55,344	61,573	-6,228	-10%
5030-00 · P/R - Health Insurance Expense	93,438	94,350	-912	-1%
5040-00 · P/R - Workmans Comp	7,187	5,438	1,749	32%
5060-00 · 401 (k)	24,699	26,363	-1,664	-6%
5070-00 · Other Benefits and Expenses	2,685	3,356	-671	-20%
5000-00 · Salaries & Wages - Other	648,217	777,749	-129,532	-17%
Total 5000-00 · Salaries & Wages	847,083	982,035	-134,952	-14%
5100-00 · Rent				
5110-00 · Utilities	7,862	9,159	-1,297	-14%
5140-00 · Repairs & Maintenance	6,459	12,507	-6,048	-48%
5150-00 · Office - Cleaning	6,250	4,790	1,460	31%
5100-00 · Rent - Other	117,585	115,112	2,473	2%
Total 5100-00 · Rent	138,156	141,568	-3,412	-2%
5310-00 · Telephone				
5320-00 · Telephone	17,688	20,157	-2,469	-12%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	17,688	20,182	-2,494	-12%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	84	-84	-100%
5420-00 · Mail - USPS - Other	1,417	2,025	-608	-30%
Total 5420-00 · Mail - USPS	1,417	2,109	-692	-33%
5510-00 · Insurance/Bonding	9,673	5,572	4,101	74%
5520-00 · Supplies				

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through March 2020

	Jul '19 - Mar 20	Jul '18 - Mar 19	\$ Change	% Change
5525-00 · Supplies- Computer <\$1000	794	3,940	-3,146	-80%
5520-00 · Supplies - Other	28,610	10,966	17,644	161%
Total 5520-00 · Supplies	29,405	14,906	14,499	97%
5610-00 · Depreciation	1,062	1,279	-218	-17%
5700-00 · Equipment Support & Maintenance	19,422	2,686	16,736	623%
5710-00 · Taxes, Licenses & Fees	9,482	8,183	1,300	16%
5740-00 · Equipment Rental/Leasing	6,676	11,102	-4,426	-40%
5800-00 · Training Seminars	4,513	7,939	-3,426	-43%
5850-00 · Artist of Month - Commissions	9,927	2,413	7,515	312%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	4,320	1,000	3,320	332%
5920-00 · Professional Fees - Accountant	21,825	21,000	825	4%
5921-00 · Professional Fees - Other	91,498	6,610	84,888	1,284%
Total 5900-00 · Professional Fees	117,643	28,610	89,033	311%
5941-00 · Research & Planning	0	18,720	-18,720	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	19,000	21,000	-2,000	-10%
Total 6020-00 · Programs	19,000	21,000	-2,000	-10%
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%
6421-05 · No Barriers	0	8,400	-8,400	-100%
6421-06 · Spartan	254,019	254,000	19	0%
6421-07 · Tahoe Lacrosse Tournament	6,000	5,000	1,000	20%
6421-08 · Tough Mudder	0	0	0	0%
6421-09 · Wanderlust	0	30,000	-30,000	-100%
6421-10 · WinterWonderGrass - Tahoe	21,120	19,447	1,673	9%
6421-13 · Big Blue Adventure	0	0	0	0%
6421-16 · Mountain Travel Symposium	10,078	5,000	5,078	102%
Total 6420-01 · Sponsorships	350,885	396,125	-45,240	-11%
6421-00 · New Event Development	0	27,500	-27,500	-100%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	2,056	-439	-21%
Total 6420-00 · Events	352,502	425,681	-73,180	-17%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,215	1,115	100	9%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	4,120	-1,396	-34%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	4,179	16,191	-12,012	-74%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	1,894	7,802	-5,908	-76%
Total 6423-00 · Membership Activities	10,645	32,756	-22,111	-68%
6730-00 · Marketing Cooperative/Media	1,190,611	1,094,871	95,740	9%
6740-00 · Media/Collateral/Production	413	1,278	-864	-68%
6742-00 · Non-NLT Co-Op Marketing Program	9,529	19,979	-10,450	-52%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	10,557	7,349	3,208	44%
6743-03 · Touch Lake Tahoe	19,788	8,000	11,788	147%
6743-04 · High Notes	0	0	0	0%
6743-05 · Peak Your Adventure	-1,000	1,000	-2,000	-200%
Total 6743-00 · BACC Marketing Programs	29,345	16,349	12,996	80%
7500-00 · Trade Shows/Travel	3,722	372	3,350	900%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	885	943	-57	-6%
52500 · Purchase Discounts	-101	-40	-60	-150%
59900 · POS Inventory Adjustments	351	28	323	1,148%
8100-00 · Cost of Goods Sold - Other	39,399	41,280	-1,881	-5%
Total 8100-00 · Cost of Goods Sold	40,535	42,210	-1,676	-4%
8200-00 · Associate Relations	1,042	2,185	-1,143	-52%

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

Accrual Basis

July 2019 through March 2020

	Jul '19 - Mar 20	Jul '18 - Mar 19	\$ Change	% Change
8300-00 · Board Functions	21,334	6,178	15,155	245%
8500-00 · Credit Card Fees	4,568	4,822	-254	-5%
8600-00 · Additional Opportunit	0	62	-62	-100%
8700-00 · Automobile Expenses	1,967	4,114	-2,147	-52%
8750-00 · Meals/Meetings	1,346	3,247	-1,901	-59%
8810-00 · Dues & Subscriptions	5,583	6,278	-695	-11%
8910-00 · Travel	0	3,654	-3,654	-100%
8920-00 · Bad Debt	3,199	5,123	-1,924	-38%
Total Expense	2,907,487	2,937,463	-29,976	-1%
Net Ordinary Income	169,568	58,660	110,909	189%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	208	207	0	0%
Total Other Income	208	207	0	0%
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	208	207	0	0%
Net Income	169,776	58,867	110,909	188%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	230,261	269,926	(39,666)	2,829,952	3,015,524	(185,571)	3,914,430
4200-00 - Membership Dues Revenue	11,321	10,833	488	101,115	97,500	3,615	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	1,405	0	1,405	1,405	0	1,405	17,000
4250-01 - Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 - Community Awards	1,405	0	1,405	1,405	0	1,405	50,000
4250-02 - Chamber Events	0	1,300	(1,300)	0	2,500	(2,500)	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	375	636	(261)	4,380	5,091	(711)	7,000
Total 4251-00 - Tues AM Breakfast Club	375	636	(261)	7,705	8,091	(386)	10,000
4250-00 - Revenues-Membership Activities - Other	430	100	330	7,806	3,400	4,406	4,000
Total 4250-00 - Revenues-Membership Activities	2,210	2,036	174	16,916	16,691	225	69,200
4253-00 - Revenue- Other	0	0	0	1,000	0	1,000	0
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 - Commissions - Other	(225)	0	(225)	34,320	28,276	6,044	28,276
Total 4600-00 - Commissions	(225)	0	(225)	44,459	28,276	16,183	28,276
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	2,464	400	2,064	9,867	3,600	6,267	4,800
46000 - Merchandise Sales - Other	468	5,500	(5,032)	73,746	76,600	(2,854)	108,100
Total 46000 - Merchandise Sales	2,932	5,900	(2,968)	83,613	80,200	3,413	112,900
Total Income	246,499	288,696	(42,196)	3,077,055	3,238,190	(161,135)	4,254,806
Gross Profit	246,499	288,696	(42,196)	3,077,055	3,238,190	(161,135)	4,254,806
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	(8)	800	(808)	15,512	7,200	8,312	9,600
5020-00 - P/R - Tax Expense	5,369	7,281	(1,913)	55,344	65,014	(9,669)	84,163
5030-00 - P/R - Health Insurance Expense	7,168	11,868	(4,700)	93,438	106,812	(13,374)	142,416
5040-00 - P/R - Workmans Comp	680	1,149	(469)	7,187	10,550	(3,363)	13,981
5060-00 - 401 (k)	2,153	3,526	(1,373)	24,699	31,416	(6,717)	41,981
5061-00 - 401k Profit Sharing	0	80	(80)	0	720	(720)	960
5070-00 - Other Benefits and Expenses	261	413	(153)	2,685	3,720	(1,035)	5,040
5000-00 - Salaries & Wages - Other	85,562	88,142	(2,580)	648,217	785,228	(137,011)	1,049,304
Total 5000-00 - Salaries & Wages	101,186	113,260	(12,075)	847,083	1,010,659	(163,576)	1,347,445
5100-00 - Rent							
5110-00 - Utilities	872	1,079	(207)	7,862	9,693	(1,831)	12,899
5140-00 - Repairs & Maintenance	1,018	1,494	(476)	6,459	15,469	(9,010)	21,938
5150-00 - Office - Cleaning	550	704	(154)	6,250	6,429	(179)	10,362
5100-00 - Rent - Other	13,079	13,108	(29)	117,585	113,829	3,756	151,529
Total 5100-00 - Rent	15,519	16,385	(866)	138,156	145,419	(7,264)	196,728
5310-00 - Telephone							
5320-00 - Telephone	2,268	2,042	226	17,688	18,608	(920)	24,134
Total 5310-00 - Telephone	2,268	2,042	226	17,688	18,608	(920)	24,134
5420-00 - Mail - USPS	0	213	(213)	1,417	1,938	(521)	2,578
5510-00 - Insurance/Bonding	269	795	(526)	9,673	7,219	2,454	9,604
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	435	(435)	794	8,208	(7,414)	10,442
5520-00 - Supplies - Other	6,010	3,230	2,780	28,610	26,141	2,469	29,248
Total 5520-00 - Supplies	6,010	3,664	2,346	29,405	34,350	(4,945)	39,690
5610-00 - Depreciation	118	158	(40)	1,062	1,418	(356)	1,656
5700-00 - Equipment Support & Maintenance	7,527	2,476	5,051	19,422	22,404	(2,982)	29,952
5710-00 - Taxes, Licenses & Fees	920	1,062	(142)	9,482	9,710	(228)	12,895
5740-00 - Equipment Rental/Leasing	(4,018)	1,241	(5,258)	6,876	11,382	(4,705)	15,104
5800-00 - Training Seminars	0	502	(502)	4,513	9,073	(4,560)	12,835
5850-00 - Artist of Month - Commissions	641	360	281	9,927	3,240	6,687	4,320
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	560	725	(165)	4,320	6,525	(2,205)	9,000
5920-00 - Professional Fees - Accountant	0	0	0	21,825	22,400	(575)	24,900
5921-00 - Professional Fees - Other	17,400	2,983	14,417	91,498	73,850	17,648	81,800
Total 5900-00 - Professional Fees	17,960	3,708	14,252	117,643	102,775	14,868	115,700
5941-00 - Research & Planning	0	1,800	(1,800)	0	16,200	(16,200)	21,600
6020-00 - Programs							
6016-00 - Special Event Partnership	5,000	10,000	(5,000)	19,000	25,000	(6,000)	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

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 · Programs	5,000	10,000	(5,000)	19,000	25,000	(6,000)	80,000
6420-00 · Events							
6420-01 · Sponsorships							
6023-00 · Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 · 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 · Broken Arrow Skyrace	0	0	0	25,000	25,000	0	25,400
6421-06 · Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 · Tahoe Lacrosse Tournament	0	0	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	3,440	0	3,440	21,120	17,900	3,220	21,900
6421-16 · Mountain Travel Symposium	4,553	25,000	(20,447)	10,078	50,000	(39,922)	75,000
Total 6420-01 · Sponsorships	7,993	25,000	(17,007)	350,885	441,295	(90,410)	477,695
6421-00 · New Event Development	(220)	2,500	(2,720)	0	22,500	(22,500)	30,000
6424-00 · Event Operation Expenses	0	667	(667)	1,617	6,003	(4,386)	8,000
Total 6420-00 · Events	7,773	28,167	(20,394)	352,502	469,798	(117,296)	515,695
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	(19,925)	0	(19,925)	1,215	0	1,215	27,500
6436-00 · Membership - Wnu/Sum Rec Lunch	0	0	0	633	3,500	(2,867)	5,000
6437-00 · Tuesday Morning Breakfast Club	0	545	(545)	2,724	4,364	(1,640)	6,000
6442-00 · Public Relations/Website	381	417	(36)	4,179	3,750	429	5,000
6423-00 · Membership Activities - Other	115	2,500	(2,385)	1,894	6,950	(5,056)	8,500
Total 6423-00 · Membership Activities	(19,428)	3,462	(22,891)	10,645	18,564	(7,919)	52,000
6730-00 · Marketing Cooperative/Media	83,462	83,462	0	1,190,611	1,190,611	0	1,503,382
6740-00 · Media/Collateral/Production	29	0	29	413	1,500	(1,087)	3,000
6742-00 · Non-NLT Co-Op Marketing Program	395	2,500	(2,105)	9,529	20,410	(10,881)	27,910
6743-00 · BACC Marketing Programs							
6743-01 · Shop Local	849	535	314	10,557	7,883	2,673	20,000
6743-03 · Touch Lake Tahoe	3,691	3,500	191	19,788	8,000	11,788	20,000
6743-04 · High Notes	0	0	0	0	0	0	20,000
6743-05 · Peak Your Adventure	(1,000)	0	(1,000)	(1,000)	1,000	(2,000)	20,000
Total 6743-00 · BACC Marketing Programs	3,540	4,035	(495)	29,345	16,883	12,461	80,000
7600-00 · Trade Shows/Travel	296	0	296	3,722	3,000	722	3,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	13	20	(7)	885	920	(35)	1,190
52500 · Purchase Discounts	(100)			(101)			
59900 · POS Inventory Adjustments	0			351			
8100-00 · Cost of Goods Sold - Other	1,500	2,750	(1,250)	39,399	38,300	1,099	54,050
Total 8100-00 · Cost of Goods Sold	1,413	2,770	(1,357)	40,535	39,220	1,315	55,240
8200-00 · Associate Relations	0	648	(648)	1,042	5,832	(4,790)	7,766
8300-00 · Board Functions	1,334	500	834	21,334	5,500	15,834	5,950
8500-00 · Credit Card Fees	147	389	(242)	4,568	4,445	122	7,454
8600-00 · Additional Opportunities	0	3,500	(3,500)	0	21,591	(21,591)	32,091
8700-00 · Automobile Expenses	101	543	(442)	1,967	4,808	(2,840)	6,285
8750-00 · Meals/Meetings	(201)	461	(662)	1,346	4,152	(2,805)	5,534
8810-00 · Dues & Subscriptions	59	616	(557)	5,583	5,642	(59)	7,490
8910-00 · Travel	0	1,400	(1,400)	0	6,300	(6,300)	7,800
8920-00 · Bad Debt	300	0	300	3,199	0	3,199	0
Total Expense	232,618	290,118	(57,500)	2,907,487	3,237,650	(330,163)	4,234,808
Net Ordinary Income	13,882	(1,422)	15,304	169,568	540	169,028	19,998
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	22	0	22	208	0	208	0
Total Other Income	22	0	22	208	0	208	0
Other Expense							
8990-00 · Allocated	0	(1)	1	0	(2)	2	0
Total Other Expense	0	(1)	1	0	(2)	2	0
Net Other Income	22	1	21	208	2	206	0
Net Income	13,904	(1,421)	15,325	169,776	542	169,234	19,998

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

Accrual Basis

11 - Marketing

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	160,574	200,240	(39,667)	2,165,860	2,351,435	(185,576)	3,044,007
4253-00 - Revenue- Other	0	0	0	1,000	0	1,000	0
Total Income	160,574	200,240	(39,667)	2,166,860	2,351,435	(184,576)	3,044,007
Gross Profit	160,574	200,240	(39,667)	2,166,860	2,351,435	(184,576)	3,044,007
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	1,375	1,375	0	12,375	12,375	0	16,500
5020-00 - P/R - Tax Expense	1,635	2,037	(403)	17,034	18,336	(1,303)	21,537
5030-00 - P/R - Health Insurance Expense	4,187	3,667	520	38,587	33,003	5,584	44,004
5040-00 - P/R - Workmans Comp	127	178	(51)	1,233	1,604	(371)	2,139
5060-00 - 401 (k)	783	1,019	(235)	7,690	9,168	(1,478)	12,224
5070-00 - Other Benefits and Expenses	128	160	(32)	1,046	1,440	(394)	1,920
5000-00 - Salaries & Wages - Other	20,537	25,467	(4,930)	208,809	229,203	(20,394)	305,604
Total 5000-00 - Salaries & Wages	28,772	33,903	(5,131)	286,774	305,130	(18,356)	403,929
5100-00 - Rent							
5110-00 - Utilities	142	178	(35)	1,447	1,400	47	2,001
5140-00 - Repairs & Maintenance	92	30	62	415	2,289	(1,874)	4,367
5150-00 - Office - Cleaning	205	262	(57)	2,333	1,660	673	2,866
5100-00 - Rent - Other	2,431	2,386	45	21,921	19,466	2,455	24,200
Total 5100-00 - Rent	2,870	2,855	15	26,117	24,815	1,302	33,434
5310-00 - Telephone							
5320-00 - Telephone	634	600	34	4,958	5,400	(442)	6,600
Total 5310-00 - Telephone	634	600	34	4,958	5,400	(442)	6,600
5420-00 - Mail - USPS	0	50	(50)	458	450	8	600
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	100	(100)	0	3,400	(3,400)	3,700
5520-00 - Supplies - Other	70	1,500	(1,430)	1,124	4,050	(2,926)	4,750
Total 5520-00 - Supplies	70	1,600	(1,530)	1,124	7,450	(6,326)	8,450
5700-00 - Equipment Support & Maintenance	0	120	(120)	0	1,080	(1,080)	1,440
5710-00 - Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 - Equipment Rental/Leasing	132	315	(183)	1,707	2,835	(1,128)	3,780
5800-00 - Training Seminars	0	81	(81)	4,424	3,285	1,138	4,785
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	100	(100)	0	900	(900)	1,500
5921-00 - Professional Fees - Other	0	400	(400)	0	3,600	(3,600)	4,800
Total 5900-00 - Professional Fees	0	500	(500)	0	4,500	(4,500)	6,300
5941-00 - Research & Planning	0	1,500	(1,500)	0	13,500	(13,500)	18,000
6020-00 - Programs							
6016-00 - Special Event Partnership	5,000	10,000	(5,000)	19,000	25,000	(6,000)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	5,000	10,000	(5,000)	19,000	25,000	(6,000)	80,000
6420-00 - Events							
6420-01 - Sponsorships							
6023-00 - Autumn Food & Wine	0	0	0	34,668	37,495	(2,827)	37,495
6421-01 - 4th of July Fireworks	0	0	0	0	20,000	(20,000)	20,000
6421-04 - Broken Arrow Skyrace	0	0	0	25,000	25,000	0	25,400
6421-06 - Spartan	0	0	0	254,019	254,400	(381)	254,400
6421-07 - Tahoe Lacrosse Tournament	0	0	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	3,440	0	3,440	21,120	17,900	3,220	21,900
6421-16 - Mountain Travel Symposium	4,553	25,000	(20,447)	10,078	50,000	(39,922)	75,000
Total 6420-01 - Sponsorships	7,993	25,000	(17,007)	350,885	441,295	(90,410)	477,695
6421-00 - New Event Development	(220)	2,500	(2,720)	0	22,500	(22,500)	30,000
6424-00 - Event Operation Expenses	0	667	(667)	1,617	6,003	(4,386)	8,000
Total 6420-00 - Events	7,773	28,167	(20,394)	352,502	469,798	(117,296)	515,695
6730-00 - Marketing Cooperative/Media	72,886	72,886	0	1,095,424	1,095,424	0	1,376,446
6742-00 - Non-NLT Co-Op Marketing Program	195	1,500	(1,305)	5,008	11,410	(6,402)	15,910
6743-00 - BACC Marketing Programs							
6743-01 - Shop Local	849	535	314	10,557	7,883	2,673	20,000
6743-03 - Touch Lake Tahoe	3,691	3,500	191	19,788	8,000	11,788	20,000
6743-04 - High Notes	0	0	0	0	0	0	20,000
6743-05 - Peak Your Adventure	(1,000)	0	(1,000)	(1,000)	1,000	(2,000)	20,000
Total 6743-00 - BACC Marketing Programs	3,540	4,035	(495)	29,345	16,883	12,461	80,000
7500-00 - Trade Shows/Travel	0			1,525			
8200-00 - Associate Relations	0	140	(140)	191	1,260	(1,070)	1,660
8500-00 - Credit Card Fees	0			50			
8600-00 - Additional Opportunities	0	3,000	(3,000)	0	17,091	(17,091)	26,091
8700-00 - Automobile Expenses	56	130	(74)	1,156	1,170	(14)	1,560

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

Accrual Basis

11 - Marketing

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
8750-00 - Meals/Meetings	(220)	163	(383)	252	1,463	(1,210)	1,950
8810-00 - Dues & Subscriptions	(374)	250	(624)	1,023	2,250	(1,227)	3,000
8910-00 - Travel	0	1,400	(1,400)	0	6,300	(6,300)	6,300
Total Expense	121,334	163,194	(41,861)	1,831,094	2,016,493	(185,400)	2,595,931
Net Ordinary Income	39,240	37,048	2,194	335,766	334,942	824	448,076
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	22	0	22	208	0	208	0
Total Other Income	22	0	22	208	0	208	0
Other Expense							
8990-00 - Allocated	34,863	37,376	(2,513)	273,918	335,589	(61,671)	448,076
Total Other Expense	34,863	37,376	(2,513)	273,918	335,589	(61,671)	448,076
Net Other Income	(34,841)	(37,376)	2,535	(273,711)	(335,589)	61,878	(448,076)
Net Income	4,400	(330)	4,730	62,055	(647)	62,702	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	34,252	34,252	0	280,260	280,258	1	383,252
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 - Commissions - Other	(225)	0	(225)	34,320	28,276	6,044	28,276
Total 4600-00 - Commissions	(225)	0	(225)	44,459	28,276	16,183	28,276
Total Income	34,027	34,252	(224)	324,719	308,534	16,184	411,528
Gross Profit	34,027	34,252	(224)	324,719	308,534	16,184	411,528
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	(8)	800	(808)	15,512	7,200	8,312	9,600
5020-00 - P/R - Tax Expense	376	1,064	(688)	5,907	9,573	(3,666)	12,764
5030-00 - P/R - Health Insurance Expense	1,281	1,754	(473)	19,076	15,786	3,290	21,048
5040-00 - P/R - Workmans Comp	36	88	(52)	556	788	(232)	1,051
5060-00 - 401 (k)	220	501	(281)	2,777	4,505	(1,728)	6,007
5061-00 - 401k Profit Sharing	0	80	(80)	0	720	(720)	960
5070-00 - Other Benefits and Expenses	17	0	17	292	0	292	0
5080-00 - Salaries & Wages - Other	11,593	12,514	(921)	62,055	112,626	(50,571)	150,168
Total 5000-00 - Salaries & Wages	13,514	16,800	(3,286)	106,176	151,199	(45,023)	201,598
5100-00 - Rent							
5110-00 - Utilities	69	66	3	706	594	112	792
5140-00 - Repairs & Maintenance	45	45	0	203	405	(203)	540
5150-00 - Office - Cleaning	100	94	6	1,138	846	292	1,128
5100-00 - Rent - Other	1,140	1,025	115	10,285	9,225	1,060	12,300
Total 5100-00 - Rent	1,355	1,230	125	12,331	11,070	1,261	14,760
5310-00 - Telephone							
5320-00 - Telephone	309	300	9	2,437	2,700	(263)	3,600
Total 5310-00 - Telephone	309	300	9	2,437	2,700	(263)	3,600
5420-00 - Mail - USPS	0	15	(15)	167	135	32	180
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	31	(31)	0	279	(279)	372
5520-00 - Supplies - Other	34	33	1	343	548	(206)	594
Total 5520-00 - Supplies	34	64	(30)	343	827	(485)	966
5700-00 - Equipment Support & Maintenance	0	0	0	0	120	(120)	240
5710-00 - Taxes, Licenses & Fees	0	0	0	31	0	31	0
5740-00 - Equipment Rental/Leasing	60	125	(65)	757	1,122	(365)	1,496
6730-00 - Marketing Cooperative/Media	10,576	10,576	0	95,187	95,187	0	126,916
8200-00 - Associate Relations	0	80	(80)	54	720	(666)	960
8500-00 - Credit Card Fees	0	0	0	90	0	90	0
8810-00 - Dues & Subscriptions	0	20	(20)	4	180	(176)	240
Total Expense	25,848	29,210	(3,362)	217,577	263,260	(45,683)	350,956
Net Ordinary Income	8,180	5,042	3,138	107,141	45,274	61,867	60,572
Other Income/Expense							
Other Expense							
8990-00 - Allocated	4,703	5,042	(339)	36,954	45,274	(8,320)	60,572
Total Other Expense	4,703	5,042	(339)	36,954	45,274	(8,320)	60,572
Net Other Income	(4,703)	(5,042)	339	(36,954)	(45,274)	8,320	(60,572)
Net Income	3,476	0	3,476	70,187	0	70,187	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

Accrual Basis

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	33,712	33,711	1	300,138	300,136	2	398,306
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	2,464	400	2,064	9,867	3,600	6,267	4,800
46000 - Merchandise Sales - Other	468	5,500	(5,032)	73,746	76,600	(2,854)	108,100
Total 46000 - Merchandise Sales	2,932	5,900	(2,968)	83,613	80,200	3,413	112,900
Total Income	36,644	39,611	(2,967)	383,751	380,336	3,415	511,206
Gross Profit	36,644	39,611	(2,967)	383,751	380,336	3,415	511,206
Expense							
5000-00 - Salaries & Wages							
5020-00 - PIR - Tax Expense	936	1,372	(436)	12,032	13,030	(998)	17,362
5030-00 - PIR - Health Insurance Expense	1,816	2,225	(415)	15,781	20,025	(4,244)	26,700
5040-00 - PIR - Workmans Comp	333	630	(297)	4,383	5,982	(1,599)	7,856
5060-00 - 401 (k)	383	560	(177)	4,708	5,318	(610)	6,984
5070-00 - Other Benefits and Expenses	68	80	(11)	385	720	(335)	960
5000-00 - Salaries & Wages - Other	12,710	14,000	(1,290)	129,645	132,950	(3,305)	174,600
Total 5000-00 - Salaries & Wages	16,241	18,867	(2,626)	166,933	178,025	(11,092)	234,462
5100-00 - Rent							
5110-00 - Utilities	505	600	(95)	4,126	5,800	(1,674)	7,600
5140-00 - Repairs & Maintenance	257	1,000	(744)	2,174	9,000	(6,826)	12,000
5150-00 - Office - Cleaning	20	50	(30)	228	900	(672)	2,500
5100-00 - Rent - Other	6,501	6,500	1	58,509	58,500	9	78,800
Total 5100-00 - Rent	7,282	8,150	(868)	65,038	74,200	(9,162)	100,900
5310-00 - Telephone							
5320-00 - Telephone	242	242	0	2,072	2,178	(106)	2,904
Total 5310-00 - Telephone	242	242	0	2,072	2,178	(106)	2,904
5420-00 - Mail - USPS	0	50	(50)	117	450	(333)	600
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	12	(12)	0	344	(344)	1,310
5520-00 - Supplies - Other	485	988	(503)	3,148	4,658	(1,510)	4,894
Total 5520-00 - Supplies	485	1,000	(515)	3,148	5,002	(1,854)	6,204
5610-00 - Depreciation	118	118	(0)	1,062	1,062	(0)	1,180
5700-00 - Equipment Support & Maintenance	0	100	(100)	41	900	(859)	1,200
5710-00 - Taxes, Licenses & Fees	0	0	0	20	155	(135)	155
5740-00 - Equipment Rental/Leasing	87	235	(148)	1,290	2,115	(825)	2,820
5800-00 - Training Seminars	0	0	0	0	2,000	(2,000)	3,000
5850-00 - Artist of Month - Commissions	641	360	281	9,927	3,240	6,687	4,320
6740-00 - Media/Collateral/Production	29	0	29	413	1,500	(1,087)	3,000
6742-00 - Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,800	9,000	(7,200)	12,000
8100-00 - Cost of Goods Sold							
81100 - Freight and Shipping Costs	13	20	(7)	885	920	(35)	1,190
82500 - Purchase Discounts	(100)			(101)			
89900 - POS Inventory Adjustments	0			351			
8100-00 - Cost of Goods Sold - Other	1,500	2,750	(1,250)	39,399	38,300	1,099	54,050
Total 8100-00 - Cost of Goods Sold	1,413	2,770	(1,357)	40,535	39,220	1,315	55,240
8200-00 - Associate Relations	0	58	(58)	176	522	(346)	696
8500-00 - Credit Card Fees	88	207	(119)	3,008	2,809	199	3,954
8700-00 - Automobile Expenses	36	100	(64)	344	800	(456)	950
8750-00 - Meals/Meetings	0	65	(65)	214	585	(371)	780
8810-00 - Dues & Subscriptions	0	0	0	55	100	(45)	100
8910-00 - Travel	0	0	0	0	0	0	1,500
Total Expense	26,862	33,322	(6,460)	296,193	323,863	(27,670)	435,965
Net Ordinary Income	9,782	6,289	3,493	87,558	56,473	31,085	75,241
Other Income/Expense							
Other Expense							
8990-00 - Allocated	5,867	6,290	(423)	46,098	56,476	(10,379)	75,243
Total Other Expense	5,867	6,290	(423)	46,098	56,476	(10,379)	75,243
Net Other Income	(5,867)	(6,290)	423	(46,098)	(56,476)	10,379	(75,243)
Net Income	3,915	(1)	3,916	41,460	(3)	41,463	(2)

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

Accrual Basis

51 - TMPI

	Mar 20	Budget	\$ Over Bu...	Jul '19 - M...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	1,723	1,723	(0)	83,695	83,694	1	88,866
Total Income	1,723	1,723	(0)	83,695	83,694	1	88,866
Gross Profit	1,723	1,723	(0)	83,695	83,694	1	88,866
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	50	33	17	135	297	(162)	396
5030-00 · P/R - Health Insurance Expense	0	4	(4)	0	36	(36)	48
5040-00 · P/R - Workmans Comp	4	4	(1)	8	36	(28)	48
5060-00 · 401 (k)	0	23	(23)	0	207	(207)	276
5000-00 · Salaries & Wages - Other	824	567	257	1,771	5,103	(3,332)	6,804
Total 5000-00 · Salaries & Wages	877	631	246	1,914	5,679	(3,765)	7,572
5100-00 · Rent							
5110-00 · Utilities	0	0	0	0	36	(36)	36
5140-00 · Repairs & Maintenance	0	0	0	0	6	(6)	6
5150-00 · Office - Cleaning	0	0	0	0	41	(41)	41
5100-00 · Rent - Other	0	0	0	0	504	(504)	504
Total 5100-00 · Rent	0	0	0	0	587	(587)	587
5310-00 · Telephone							
5320-00 · Telephone	0	0	0	3	230	(228)	230
Total 5310-00 · Telephone	0	0	0	3	230	(228)	230
5420-00 · Mail - USPS	0	0	0	0	18	(18)	18
5510-00 · Insurance/Bonding	0	0	0	0	64	(64)	64
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	0	1,560	(1,560)	1,560
5520-00 · Supplies - Other	4,959	0	4,959	19,300	10,510	8,790	10,510
Total 5520-00 · Supplies	4,959	0	4,959	19,300	12,070	7,230	12,070
5740-00 · Equipment Rental/Leasing	0	0	0	0	216	(216)	216
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	0	0	1,720	0	1,720	0
5921-00 · Professional Fees - Other	17,400	0	17,400	91,497	55,000	36,497	55,000
Total 5900-00 · Professional Fees	17,400	0	17,400	93,217	55,000	38,217	55,000
8700-00 · Automobile Expenses	0			4	25	(21)	25
8750-00 · Meals/Meetings	0			1	4	(3)	4
8810-00 · Dues & Subscriptions	0			4	0	4	0
Total Expense	23,236	631	22,605	114,442	73,893	40,549	75,786
Net Ordinary Income	(21,513)	1,092	(22,605)	(30,747)	9,801	(40,548)	13,080
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,018	1,092	(74)	8,000	9,801	(1,801)	13,080
Total Other Expense	1,018	1,092	(74)	8,000	9,801	(1,801)	13,080
Net Other Income	(1,018)	(1,092)	74	(8,000)	(9,801)	1,801	(13,080)
Net Income	(22,532)	0	(22,532)	(38,747)	0	(38,747)	0

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

Accrual Basis

60 - Membership

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 · Membership Dues Revenue	11,321	10,833	488	101,115	97,500	3,615	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	1,405	0	1,405	1,405	0	1,405	17,000
4250-01 · Community Awards - Other	0	0	0	0	0	0	16,000
Total 4250-01 · Community Awards	1,405	0	1,405	1,405	0	1,405	50,000
4250-02 · Chamber Events	0	1,300	(1,300)	0	2,500	(2,500)	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	375	636	(261)	4,380	5,091	(711)	7,000
Total 4251-00 · Tues AM Breakfast Club	375	636	(261)	7,705	8,091	(386)	10,000
4250-00 · Revenues-Membership Activities - Other	430	100	330	7,806	3,400	4,406	4,000
Total 4250-00 · Revenues-Membership Activities	2,210	2,036	174	16,916	16,691	225	69,200
Total Income	13,531	12,870	662	118,031	114,191	3,840	199,200
Gross Profit	13,531	12,870	662	118,031	114,191	3,840	199,200
Expense							
5000-00 · Salaries & Wages							
5000-01 · In-Market Administration	(1,375)	(1,375)	0	(12,375)	(12,375)	0	(16,500)
5020-00 · P/R - Tax Expense	291	434	(143)	4,175	3,908	267	5,211
5030-00 · P/R - Health Insurance Expense	914	849	65	6,398	7,641	(1,243)	10,188
5040-00 · P/R - Workmans Comp	26	44	(18)	294	399	(105)	532
5060-00 · 401 (k)	35	253	(218)	2,129	2,279	(149)	3,038
5070-00 · Other Benefits and Expenses	13	13	(1)	81	120	(39)	160
5000-00 · Salaries & Wages - Other	5,052	6,329	(1,277)	39,253	56,961	(17,708)	75,948
Total 5000-00 · Salaries & Wages	4,956	6,548	(1,592)	39,956	58,933	(18,976)	78,577
5100-00 · Rent							
5110-00 · Utilities	33	36	(3)	335	323	13	430
5140-00 · Repairs & Maintenance	21	44	(22)	96	394	(298)	525
5160-00 · Office - Cleaning	48	98	(51)	541	883	(342)	1,177
5100-00 · Rent - Other	635	497	138	5,722	4,474	1,249	5,965
Total 5100-00 · Rent	737	675	62	6,695	6,073	622	8,097
5310-00 · Telephone							
5320-00 · Telephone	139	150	(11)	1,067	1,350	(283)	1,800
Total 5310-00 · Telephone	139	150	(11)	1,067	1,350	(283)	1,800
5420-00 · Mail - USPS	0	8	(8)	79	75	4	100
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	42	(42)	0	375	(375)	500
5520-00 · Supplies - Other	16	83	(67)	227	750	(523)	1,000
Total 5520-00 · Supplies	16	125	(109)	227	1,125	(898)	1,500
5610-00 · Depreciation	0	8	(8)	0	72	(72)	96
5700-00 · Equipment Support & Maintenance	0	56	(56)	0	504	(504)	672
5710-00 · Taxes, Licenses & Fees	0	17	(17)	14	150	(136)	200
5740-00 · Equipment Rental/Leasing	64	225	(161)	979	2,025	(1,046)	2,700
5800-00 · Training Seminars	0	21	(21)	0	187	(187)	250
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	83	(83)	0	750	(750)	1,000
Total 5900-00 · Professional Fees	0	83	(83)	0	750	(750)	1,000
6423-00 · Membership Activities							
6434-00 · Community Awards Dinner	(19,925)	0	(19,925)	1,215	0	1,215	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	0	545	(545)	2,724	4,364	(1,640)	6,000
6442-00 · Public Relations/Website	381	417	(36)	4,179	3,750	429	5,000
6423-00 · Membership Activities - Other	115	2,500	(2,385)	1,894	6,950	(5,056)	8,500
Total 6423-00 · Membership Activities	(19,428)	3,462	(22,891)	10,645	18,564	(7,919)	52,000
6742-00 · Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 · Associate Relations	0	25	(25)	190	225	(35)	300
8500-00 · Credit Card Fees	58	182	(124)	1,245	1,636	(391)	3,500
8700-00 · Automobile Expenses	8	63	(54)	262	563	(301)	750
8750-00 · Meals/Meetings	0	83	(83)	345	750	(405)	1,000
8810-00 · Dues & Subscriptions	0	46	(46)	74	412	(339)	550
8920-00 · Bad Debt	300	0	300	3,199	0	3,199	0
Total Expense	(13,150)	11,777	(24,927)	67,327	93,394	(26,067)	153,092
Net Ordinary Income	26,681	1,093	25,588	50,704	20,797	29,907	46,108
Other Income/Expense							
Other Expense							

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

Accrual Basis

60 - Membership

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	2,037	2,183	(146)	16,001	19,605	(3,604)	26,107
Total Other Expense	2,037	2,183	(146)	16,001	19,605	(3,604)	26,107
Net Other Income	(2,037)	(2,183)	146	(16,001)	(19,605)	3,604	(26,107)
Net Income	24,645	(1,090)	25,735	34,703	1,192	33,511	20,001

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	2,080	2,341	(261)	16,061	19,869	(3,808)	26,892
5030-00 - P/R - Health Insurance Expense	(1,024)	3,369	(4,393)	13,596	30,321	(16,725)	40,428
5040-00 - P/R - Workmans Comp	196	205	(49)	713	1,740	(1,027)	2,355
5060-00 - 401 (k)	733	1,171	(438)	7,395	9,939	(2,544)	13,452
5070-00 - Other Benefits and Expenses	34	160	(126)	881	1,440	(559)	2,000
5000-00 - Salaries & Wages - Other	34,847	29,265	5,582	206,683	248,385	(41,702)	336,180
Total 5000-00 - Salaries & Wages	36,825	36,511	314	245,329	311,694	(66,365)	421,307
5100-00 - Rent							
5110-00 - Utilities	123	200	(77)	1,247	1,540	(293)	2,040
5140-00 - Repairs & Maintenance	603	375	228	3,571	3,375	196	4,500
5160-00 - Office - Cleaning	178	200	(23)	2,010	2,100	(90)	2,650
5100-00 - Rent - Other	2,372	2,700	(328)	21,147	21,660	(513)	29,760
Total 5100-00 - Rent	3,276	3,475	(199)	27,975	28,675	(700)	38,950
5310-00 - Telephone							
5320-00 - Telephone	944	750	194	7,151	6,750	401	9,000
Total 5310-00 - Telephone	944	750	194	7,151	6,750	401	9,000
5420-00 - Mail - USPS	0	90	(90)	596	810	(214)	1,080
5510-00 - Insurance/Bonding	269	795	(526)	9,673	7,155	2,518	9,540
5520-00 - Supplies							
5525-00 - Supplies - Computer <\$1000	0	250	(250)	794	2,250	(1,456)	3,000
5520-00 - Supplies - Other	446	625	(179)	4,468	5,625	(1,157)	7,500
Total 5520-00 - Supplies	446	875	(429)	5,263	7,875	(2,612)	10,500
5610-00 - Depreciation	0	32	(32)	0	284	(284)	380
5700-00 - Equipment Support & Maintenance	7,527	2,200	5,327	19,381	19,800	(419)	26,400
5710-00 - Taxes, Licenses & Fees	920	1,045	(125)	9,357	9,405	(48)	12,540
5740-00 - Equipment Rental/Leasing	(4,361)	341	(4,702)	1,944	3,069	(1,125)	4,082
5800-00 - Training Seminars	0	400	(400)	89	3,600	(3,511)	4,800
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	560	625	(65)	2,600	5,625	(3,025)	7,500
5920-00 - Professional Fees - Accountant	0	0	0	21,825	22,400	(575)	24,908
5921-00 - Professional Fees - Other	0	2,500	(2,500)	1	14,500	(14,499)	21,000
Total 5900-00 - Professional Fees	560	3,125	(2,565)	24,426	42,525	(18,099)	53,400
5941-00 - Research & Planning	0	300	(300)	0	2,700	(2,700)	3,600
6742-00 - Non-NLT Co-Op Marketing Program	0	0	0	371	0	371	0
7500-00 - Trade Shows/Travel	296	0	296	2,197	3,000	(803)	3,000
8200-00 - Associate Relations	0	345	(345)	432	3,105	(2,673)	4,140
8300-00 - Board Functions	1,334	500	834	21,334	5,500	15,834	5,950
8500-00 - Credit Card Fees	0	0	0	175	0	175	0
8600-00 - Additional Opportunities	0	500	(500)	0	4,500	(4,500)	6,000
8700-00 - Automobile Expenses	0	250	(250)	201	2,250	(2,049)	3,000
8750-00 - Meals/Meetings	19	150	(131)	534	1,350	(816)	1,800
8810-00 - Dues & Subscriptions	433	300	133	4,425	2,700	1,725	3,600
Total Expense	48,488	51,984	(3,496)	380,854	466,747	(85,893)	623,079
Net Ordinary Income	(48,488)	(51,984)	3,496	(380,854)	(466,747)	85,893	(623,079)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(48,488)	(51,984)	3,496	(380,971)	(466,747)	85,776	(623,078)
Total Other Expense	(48,488)	(51,984)	3,496	(380,971)	(466,747)	85,776	(623,078)
Net Other Income	48,488	51,984	(3,496)	380,971	466,747	(85,776)	623,078
Net Income	0	0	0	117	0	117	(1)

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month/Yr Hentz, Jeff
Employee Mar-20

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
03.06.2020	A	Southwest Airlines	Q6YBXL	IPW 2020	\$245.96		7500-00/70
03.06.2020	B	Southwest Airlines	Q6YBXL	IPW 2020	\$25.00		7500-00/70
03.06.2020	C	Southwest Airlines	Q6YBXL	IPW 2020	\$25.00		7500-00/70
03.13.2020	D	Blue Lake Bear Inc	N/A	No Receipt	\$18.67		8750-00/70
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	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					\$314.63		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
Date: 4/13/2020

Approved By: [Signature]
Date: 4-29-20

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
4/10/20 DS		BB	4/13/2020		


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	MAR 28, 2020
Total Activity	\$314.63

**** 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	\$314.63		\$0.00		\$0.00		\$314.63

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
03-06	03-04	55432860065200650556597	SOUTHWES 5262178331492 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5262178331492 Mer Zip: 75235 Passenger Name: HENTZ/JEFFREY Ticket Number: 5262178331492 Dep Date: 05/31/20 Orig Airport: RNO Serv Class: G Carrier Code: WN Dest Airport: LAS Dep Date: 06/03/20 Orig Airport: LAS Serv Class: G Carrier Code: WN Dest Airport: RNO	245.96
03-06	03-04	55432860065200650556605	SOUTHWES 5269865381655 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5269865381655 Mer Zip: 75235 Passenger Name: HENTZ/JEFFREY Ticket Number: 5269865381655 Dep Date: 03/04/20 Orig Airport: RNO Serv Class: Y Carrier Code: WN Dest Airport: LAS	25.00
03-06	03-04	55432860065200650556613	SOUTHWES 5269865381656 800-435-9792 TX Tax ID: 741563240 Mer Ref: 5269865381656 Mer Zip: 75235 Passenger Name: HENTZ/JEFFREY Ticket Number: 5269865381656 Dep Date: 03/04/20 Orig Airport: LAS Serv Class: Y Carrier Code: WN Dest Airport: RNO	25.00
03-13	03-12	55310200073091148000116	BLUE LAKE BEAR INC TAHOE CITY CA Tax ID: 811831275 Mer Zip: 96145	18.67

For Customer Service, Call:

1-866-432-8161

 Send Billing Inquiries to:
 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

Account Number

XXXX-XXXX-0150-4616

Statement Date

MAR 28, 2020

Credit Limit

\$10,000

Disputed Amount

\$0.00

Account Summary

Purchases & Other Charges	\$314.63
Cash Advances	\$0.00
Fees	\$0.00
Credits	\$0.00
Payments	\$0.00
Total Activity	\$314.63

IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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

DeWitt Van Siclen

From: Jeffrey Hentz <jeff@gotahoenorth.com> on behalf of Jeffrey Hentz
Sent: Thursday, April 2, 2020 10:44 AM
To: dewitt@gotahoenorth.com
Subject: FW: Jeffrey Hentz's 05/31 Las Vegas trip (Q6YBXL): Your reservation is confirmed.

For CC

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: Southwest Airlines <southwestairlines@ifly.southwest.com>
Reply-To: Southwest Airlines <no-reply@ifly.southwest.com>
Date: Wednesday, March 4, 2020 at 8:08 AM
To: "jeff@gotahoenorth.com" <jeff@gotahoenorth.com>
Subject: Jeffrey Hentz's 05/31 Las Vegas trip (Q6YBXL): Your reservation is confirmed.

Here's your itinerary and other important travel information.
[View our mobile site](#) | [View in browser](#)

[Manage Flight](#) | [Flight Status](#) | [My Account](#)



Hi Jeffrey,

We're looking forward to flying together! It can't come soon enough. Below you'll find your itinerary, important travel information, and trip receipt. See you onboard soon!

MAY 31 - JUNE 3

(A) (B) (C)

RNO  **LAS**

Reno/Tahoe to Las Vegas

Confirmation # **Q6YBXL**


Confirmation date: 03/04/2020

PASSENGER **Jeffrey Hentz**
RAPID REWARDS # 20785285721
TICKET # 5262178331492
EXPIRATION¹ March 4, 2021
EST. POINTS EARNED 1,212


Rapid Rewards® points are only estimations.

Your itinerary

Flight 1: Sunday, 05/31/2020 Est. Travel Time: 1h 15m [Wanna Get Away®](#)

FLIGHT # 3304	DEPARTS RNO 01:50PM Reno/Tahoe		ARRIVES LAS 03:05PM Las Vegas
--------------------------------	--	---	---

Flight 2: Wednesday, 06/03/2020 Est. Travel Time: 1h 20m [Wanna Get Away®](#)

FLIGHT # 0536	DEPARTS LAS 06:40PM Las Vegas		ARRIVES RNO 08:00PM Reno/Tahoe
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Payment information

Total cost

Air - Q6YBXL		
Base Fare	\$	202.00
U.S. Transportation Tax	\$	15.16
U.S. 9/11 Security Fee	\$	11.20
U.S. Flight Segment Tax	\$	8.60
U.S. Passenger Facility Chg	\$	9.00
EarlyBird	\$	50.00
Total	\$	295.96

Payment

Mastercard ending in 4616
 Date: March 4, 2020

Payment Amount: \$245.96

Mastercard ending in 4616
 Date: March 4, 2020

Payment Amount: \$25.00

Mastercard ending in 4616
 Date: March 4, 2020

Payment Amount: \$25.00

Fare Rules: If you decide to make a change to your current itinerary it may result in a fare increase. In the case you're left with travel funds from this confirmation number, you're in luck! We're happy to let you use them towards a future flight for the individual named on the ticket, as long as the new travel is completed by the expiration date.

(A) (B) 2 (C)

Your ticket number: 5262178331492

Prepare for takeoff



24 hours before your departure:

Check-in on Southwest.com® or using the Southwest Mobile App. Use your mobile device and receive a mobile boarding pass.



30 minutes before your departure:

Arrive at the gate prepared to board.



10 minutes before your departure:

This is the last opportunity to board your flight if you are present in the gate area and have met all check-in requirements.

If you do not plan to travel on your flight: Things happen, we understand! Please let us know at least 10 minutes prior to your flight's scheduled departure if you won't be traveling. If you don't notify us, you may be subject to our No Show Policy.

[See more travel tips](#)



A B C
3



MEMORANDUM

Date: May 1, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dr. of Marketing

RE: Squaw Valley Drive-In Theater Event – Sponsorship Funding Request

Action Requested:

Review and approve a \$5,000 event sponsorship for phase 1 of the Squaw Valley Drive-In Theater event weekend.

Background:

Squaw Valley has created a drive-in theater concept event that will adhere to social distancing measures. The mission of the event is to support the local community, regional event businesses and to ultimately provide an event that could drive TOT when appropriate during the first phases of community opening.

The event will have two phases once the statewide stay-at-home order has been lifted, and all parties involved feel it's safe and responsible to begin events again. Squaw Valley will work with Placer County on permits and will only operate the events with their approvals.

Phase 1

This phase is outlined in the attached event deck. It is a 3-day trial event. Tentative dates are June 19-21 or July 3-5. There will be 2 movies/day for 3 days, accommodating 100 cars/showing. If phase 1 goes well, and everyone is comfortable that attendees adhered to social distancing requirements, the plan would then roll out to phase 2. Phases 1 and 2 will be under two different County permits and essentially the second permit is based on success of the first.

Phase 2

If phase 1 goes well, Squaw will then submit a permit for the event to take place in July and potentially August. Of course, dates are fluid, and these are estimates. The idea for phase 2 is to offer a socially distanced event which would be a good message/activity for the region's measured re-opening. Squaw anticipates playing movies and having speakers via the screen, approximately 4 days per week.

The Tourism Development committee approved the \$5k funding at the April committee meeting.

Fiscal Impact:

- \$5,000 funding request for Phase 1.
 - If Phase 1 is successful, the committee will be approached regarding additional Phase 2 funding.

Attachments:


- Phase 1 Event Overview Deck
- 19.20 FY NLTRA Event Sponsorship Budget



DRIVE IN MOVIE



DRIVE-IN MOVIES




This Event has been Rated:

Covid19:

SD

Social Distancing Required
Remaining in Car is Required
Donations greatly appreciated


SQUAW VALLEY
ALPINE MEADOWS

Mission:

Provide entertainment to the local community in a safe and socially distant manner while providing an opportunity for community engagement to support the laid off Squaw Valley Alpine Meadows staff due to Covid19. The 3-day trial would also provide a test event to see if it can be rolled out as a visitor initiative once the community and businesses begin to open back up.

Goal:

This family-friendly event will provide a complete cinema experience from the safety of your own vehicle. Squaw Valley Alpine Meadows and the Squaw Village Neighborhood Company will seek partnerships for production, logistics, and fundraising support.

Strategy:

Show 6 Drive-In movies over 3 days to 100 cars per show in the Squaw Valley parking lot. If shows prove successful offer additional programming over the summer.

Tactics:

Charge \$20 per car and request donations, all proceeds will cover hard expenses associated to putting on the event. Left over proceeds will be donated to a Squaw Valley Alpine Meadows Employee Support Fund.

Each car will be parked with an open-parking space between to promote social distancing. Participants may only be allowed to leave their car in order to use the restrooms.

The Village at Squaw Valley restaurant tenants could provide online ordering with food delivery.

Squaw Valley Resort and The Village at Squaw Valley will provide the space, event staff, and security, to enforce all State, Country, and Local Social Distancing requirements.

Crux will provide the stage, sound, and screen at a significantly reduced rate.

NLTR is highly interested in sponsoring the 3 day trial for \$3000-\$5000. They will decide May 28th on the final amount.

Placer county has given verbal support but we will need to apply for a 3 day temporary outdoor event permit for final approval.



Event:	Drive-IN 3 Day Trial
Date:	TBD
Location:	Squaw Parking

Donation Request			
Entries	Price	# of Cars	Total
Revenue is based on \$20 per Car	\$ 20.00	600	\$ 12,000.00
Asking each partner for \$1000 per day	\$ 1,000.00	3	\$ 3,000.00
		Total Event Donations	\$ 15,000.00

Expenses			
Event Labor		Total Hours	Total
Event Day	\$ 19.00	24	\$ 456.00
Security	\$ 22.00	24	\$ 528.00
Set up	\$ 19.00	10	\$ 190.00
Tear Down	\$ 18.09	5	\$ 90.45
Parking	\$ 19.00	24	\$ 456.00
Marketing	\$ 19.00	4	\$ 76.00
HR Support	\$ 20.00	24	\$ 480.00
		Total Labor	\$ 2,276.45

MISC	Price	Count	Total
Stage / Screen	\$ 1,000.00	3	\$ 3,000.00
Sound Streaming	\$ 2,500.00	1	\$ 2,500.00
Movie License	\$ 800.00	6	\$ 4,800.00
		Total Misc Expense	\$ 10,300.00

Admissions \$ 12,000.00

Partnership \$ 3,000.00

Total Event Revenue \$ 15,000.00

Total Event Expense \$ 12,576.45

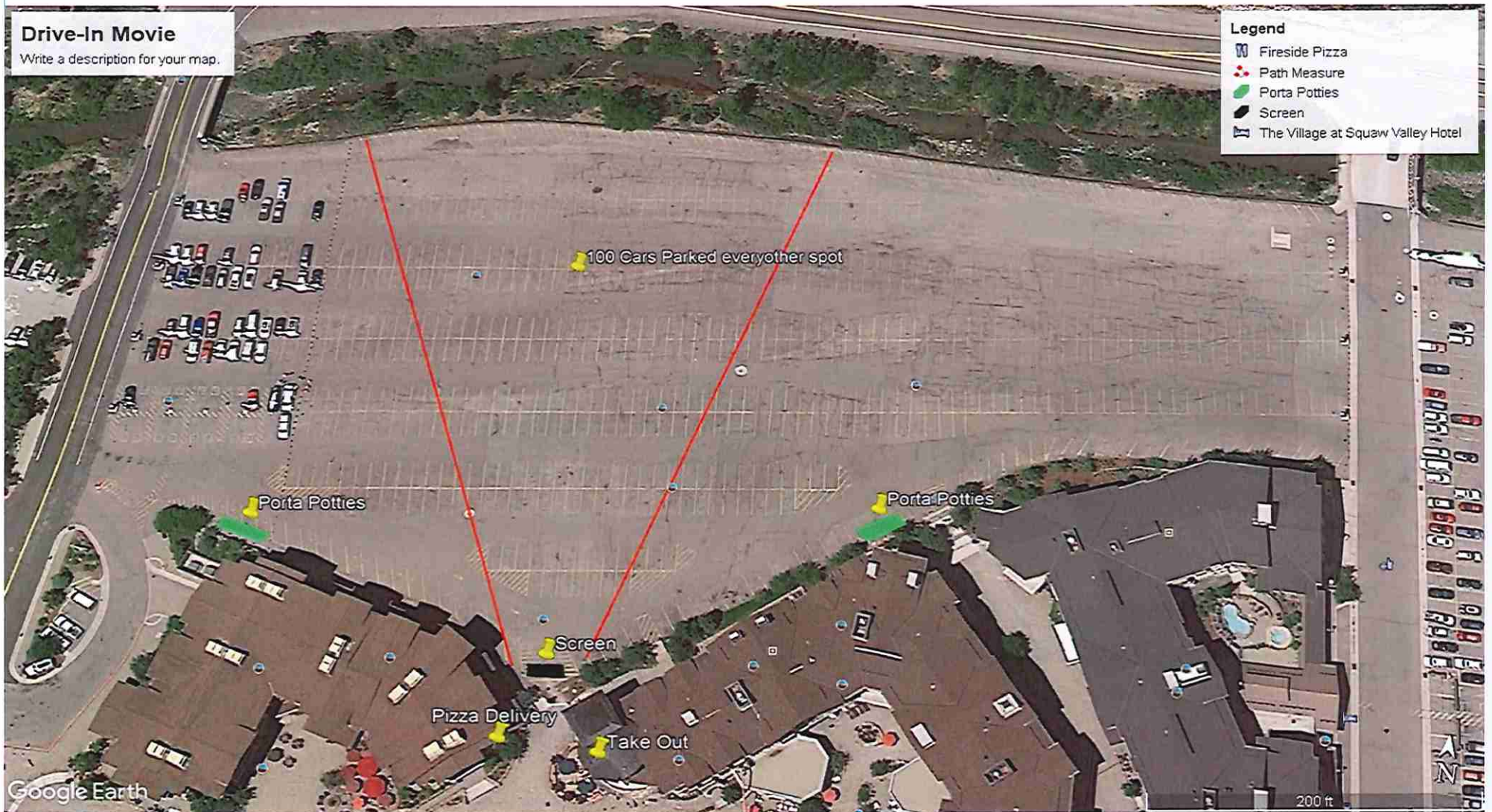
Event GOP \$ 2,423.55

Drive-In Movie

Write a description for your map.

Legend

- Fireside Pizza
- Path Measure
- Porta Potties
- Screen
- The Village at Squaw Valley Hotel



THANK YOU

SQUAW VALLEY  ALPINE MEADOWS



Special Event/Sponsorship Budget
July 2019 - June 2020

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Remaining	Notes
Sponsorships						
2019 Spartan World Championships	September 27 - 29, 2019	\$254,400	\$254,013	\$0	\$387	Approved - Contract Executed
2020 Mountain Travel Symposium	March 28 - April 5, 2020	\$75,000	\$5,078	\$0	\$69,922	Approved - Event Cancelled mid-March due to COVID-19
Sponsorship/Operation Costs		\$75,000	\$10,078			
Squaw Valley/Village at Squaw - Expense Reimbursement			\$0			NLTRA is covering all costs
Resort at Squaw Creek - Expense Reimbursement			\$0			NLTRA is covering all costs
Squaw Valley Lodge - Expense Reimbursement			\$0			NLTRA is covering all costs
MTS Reimbursement for Farewell Party Sponsorship			(\$5,000)			MTS is sending a reimbursement check since the party didn't take place
2020 WinterWonderGrass Tahoe	March 27 - 29, 2020	\$21,900	\$21,120	\$0	\$780	Approved - Event Cancelled mid-March due to COVID-19
2019 Autumn Food & Wine Festival	September 20 - 22, 2019	\$37,495	\$34,648	\$0	\$2,847	Approved: 2017 - 2019 Contract
2020 Broken Arrow Skyrace	June 2020	\$25,400	\$0	\$0	\$25,400	Event cancelled for 2020 - postponed to 2021
2020 Tahoe Lacrosse Tournament	June 2020	\$6,000	\$6,000	\$0	\$0	Event postponed to August 1-2, 2020 due to COVID-19
4th of July Fireworks Sponsorship	July 3-4, 2020	\$20,000	\$0	\$20,000	\$0	Waiting to send out contracts/invoices but have been approved by TD and BOD
2020 Tahoe City Fireworks		\$10,000		\$10,000		
2020 Kings Beach Fireworks		\$10,000		\$10,000		
2020 Wanderlust		\$37,500	\$0	\$0	\$37,500	
New Event Development		\$30,000	\$0	\$36,000	(\$6,000)	
Lake Tahoe Dance Festival	July 22-24, 2020			\$10,000		Waiting to send out contract and collect the invoice but has been approved by TD and BOD
2020 EWS North American Continental Series	August 22-23 2020			\$20,000		Approved
Halloweekends at Homewood	October 23-25, 2020			\$6,000		Approved
Sponsorship Totals		\$507,695	\$320,859	\$56,000	\$130,836	
Operations						
Operations		\$8,000	\$1,617	\$1,445	\$4,938	
Operations Totals		\$8,000	\$1,617	\$1,445	\$4,938	
Total Spend		\$515,695	\$322,476	\$57,445	\$135,774	

Approved Budget	\$515,695
Spent	\$322,476
Allocated (Not Yet Paid)	\$57,445
Remaining Budget	\$135,774



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 5/1/2020

TO: NLTRA Board of Directors

FROM: Bonnie Bavetta

RE: Proposed Adjustments to the Fiscal Year 2019/20 Budget

Action Requested:

Board approval of two modifications to the NLTRA fiscal year 2019/20 budget as it relates to the contract with County of Placer. First, a modification to move budgeted funds from administrative salaries and related payroll expense in the amount of \$60,000 to the TMPI budget to cover informational materials, Civitas consulting fees and outside contractor fees related to the TBID formation project. Second, a modification to move \$50,000 from budgeted marketing department G&A Indirect costs to a Covid-19 Initiatives budget.

Background:

NLTRA has completed a reforecast of the 2019/20 fiscal year utilizing the actual financial results through March 2020 and the anticipated financial impact to NLTRA from the COVID- 19 crisis through the balance of this year. Current projections indicate we will end the year underspent to budget by approximately \$350,000. The marketing department is expected to be underspent to budget by \$220,000 due primarily to the cancelation of numerous events. Conference and group sales department is forecast to be down \$83,000 in expense due largely to a vacant staff position over the full year. The Visitor Information Center is expected to have a savings of approximately \$50,000 due to lower staffing expense, especially during the last quarter of the year with the center being closed. Administrative expenses are projected to be underspent by approximately \$97,000 largely due to a vacancy in the CEO position for a large part of the year. The TMPI budget, which provides funding for the TBID project, is projected to be over spent to budget by approximately \$60,000 through year end. A significant portion of the TBID consulting expenses would have been covered by a CEO had that position been filled earlier.

The proposed budget modifications stated above provide funding for the additional work related to the TBID process and unanticipated work being performed in close coordination with Placer County on the Covid-19 initiatives.

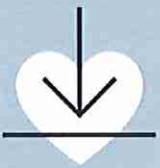
Fiscal Impact:

Although additional expenditures for the Covid-19 initiatives and TBID project were not originally budgeted, NLTRA will be underspent to budget at year-end.



JOIN THE STRONGER TOGETHER MOVEMENT

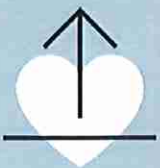
Share messages of **positivity**, **strength** and **hope** with fellow community members, colleagues and friends. Each week a random submission will be rewarded with a \$25 gift card to be used at a local North Lake Tahoe business.



SHARE a video message or photo and post on social media with the hashtag #TahoeLove. Tell us how you are - show us your current reality.



SUPPORT a local business and purchase a sign from Printart or a t-shirt at the Visitor Center by Tahoe Logowear.



UPLOAD a video message or photo to the NLTRA.org #TahoeLove Community Page. Share with friends and family and join the Stronger Together movement.



FOR IMMEDIATE RELEASE

NORTH LAKE TAHOE LAUNCHES 'STRONGER TOGETHER' CAMPAIGN TO IGNITE COMMUNITY SPIRIT AND SUPPORT BUSINESS RESILIENCY

Business leaders, first responders, healthcare, tourism and government officials unite to highlight the importance of working together and staying home amid COVID-19 pandemic

NORTH LAKE TAHOE, Calif. (April 22, 2020) - In an effort to evoke community spirit and support business resiliency, the North Lake Tahoe Resort Association (NLTRA) and Placer County have joined together to launch "Stronger Together." The video series was designed to encourage the North Lake Tahoe community to rally together in support of one another during this time of crisis and uncertainty, with an underlying message that encourages residents to stay home and shelter in place. A video montage containing words of hope and comfort from community leaders will kick off the effort, with residents and those who love Tahoe invited to participate in the movement and share their own words of encouragement for the tight knit community.

"What makes our community special is that it is made up of not only those who live and work here full-time, but those who love this place enough to own second homes here, and those who visit. While efforts to encourage adherence to Governor Newsom's Executive Order to stay at home continue, this situation presents an opportunity for every one of us to take personal responsibility for our own actions in the fight to reduce the spread of COVID-19," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Now is the time to unite as a community and actively show the world what brings us together -- our positivity. Our integrity. Our strength. Our compassion."

A series of videos comprising the "Stronger Together" campaign are shared through NLTRA's digital channels including its website, newsletter and Facebook page, with messages from community leaders focused on business and community recovery, local media, health officials, emergency responders, and business owners eliciting hope and optimism. The series also reiterates a very important shelter in place and stay home directive from local health officials as the best way to slow the spread of COVID-19.

The community can get involved in multiple ways to share their own messages of positivity with colleagues and friends, with details shared online at www.nltra.org/COVID-19. Videos demonstrating how we are "Stronger Together" can also be posted online by using the hashtag #TahoeLove.

"Despite the vast and ongoing challenges ahead of us, so many in our community have already shown their commitment and resolve to ensuring North Lake Tahoe rebounds from this crisis in a position that is stronger than when it started. Staying home and actively making the choice *not* to participate in activities that will put themselves or others at risk is what is going to make the difference and allow us to get through this faster," said Cindy Gustafson, Placer County District 5 Supervisor. "I'm very optimistic that together, we can focus our attention on taking care of ourselves and our loved ones, while demonstrating care and compassion for others who love North Lake Tahoe. In this situation we all find ourselves in, it's important to remember that the real enemy we need to fight is the virus -- not each other."

Community updates, including how to support local businesses, will continue to be updated at www.nltra.org/north-lake-tahoecovid-19-community-update.

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Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
liz@gotahoenorth.com or (303) 726-7104



FOR IMMEDIATE RELEASE

North Lake Tahoe Launches Gift Card Program to Support Local Businesses

More than 70 locally owned retailers, restaurants, lodging properties and activity providers are participating in the North Lake Tahoe gift card program.

NORTH LAKE TAHOE, Calif./Nev. (April 20, 2020) — Supporting small businesses in North Lake Tahoe has never been easier due to a recently launched gift card program on www.NLTRA.org. A new purchasing portal on the website fosters a *Shop Local; Shop Small* message and features gift cards from more than 70 local businesses, including lodging properties, retailers, activity providers and restaurants. The program is a simple but effective way to support the north shore business community.

"Economic impacts from the COVID-19 pandemic are far-reaching within our local business industries; we felt compelled to put a revenue generating program in place to help support them through this difficult time," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "We are asking visitors and locals alike to consider purchasing gift cards to their favorite local business. There has never been a more important time to participate in the shop small movement."

The North Lake Tahoe Resort Association/Chamber of Commerce joined together with Placer County, North Tahoe Business Association and Tahoe City Downtown Association to launch the gift card program. The purchasing portal will have a list of businesses that currently sell gift cards online or by phone. Customers can then click on the "Purchase a Gift Card" button and be linked directly to the business website where gift cards are available.

For additional information, visit NLTRA.org and GoTahoeNorth.com. For businesses who don't have a gift card program in place, find a DIY toolkit on NLTRA.org. If a business is not signed up for the North Lake Tahoe gift card program, please contact Sarah@GoTahoeNorth.com to be included.

###

Media Contact

Liz Bowling, North Lake Tahoe
Liz@GoTahoeNorth.com
303-726-7104



FOR IMMEDIATE RELEASE

Media Contact

Liz Bowling, North Lake Tahoe

Liz@GoTahoeNorth.com

303-726-7104

North Lake Tahoe Asks Visitors to Refine Travel Plans Amid COVID-19 Pandemic

NORTH LAKE TAHOE, Calif./Nev. (March 19, 2020) — The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, more than 60 percent of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19, and while several lodging properties, retailers and restaurants remain open with restricted operations given the Shelter in Place directive by Placer County, large-scale events are cancelled, and the majority of ski resorts are closed.

For the safety of full-time residents and second homeowners, 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.

For additional information, visit [GoTahoeNorth.com](https://www.gotahoenorth.com) and view the [North Lake Tahoe Safe Travel Toolkit](#).

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FOR IMMEDIATE RELEASE

VISITORS AND NON-PRIMARY RESIDENTS ASKED TO RESCHEDULE TRAVEL TO NORTH LAKE TAHOE AFTER COVID-19 PANDEMIC SUBSIDES

Healthcare officials report the number of positive COVID-19 cases in the region is growing; Placer County supports statewide 'Stay Home' order by requesting second homeowners stay in their primary residence and short-term rental operators to adhere to the Governor's order.

NORTH LAKE TAHOE, Calif. (April 2, 2020) - As the statewide order to shelter-in-place continues and COVID-19 impacts mount in the region, the North Lake Tahoe Resort Association is actively asking visitors and those whose primary residences are not in the area to adhere to Governor Gavin Newsom's Executive Order to stay at home. To comply with the governor's order, Placer County is enforcing short-term rental restrictions. These restrictions come in addition to event cancellations and the closure of lodging properties, retail businesses, ski resorts, recreation services, state parks, restaurant, bars and other "non-essential" business.

"Although it is difficult to ask those who support our tourism-driven economy not to visit now, their selfless decision to stay home and revisit their travel plans when travel is deemed safe is critical to the health and future of our mountain community," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "The reality is that continuing to receive an influx of people to the region -- whether they're coming for a day-trip or an extended stay -- puts tremendous strain on our limited community resources and healthcare system during these challenging times."

Placer County Health Officer Dr. Aimee Sisson underscored the message earlier this week by asking day-trip visitors and non-primary residents to heed the call to stay at home and not travel to Tahoe during this crisis. "Please recognize that Tahoe, as a small community, has very limited hospital capacity; Tahoe Forest Hospital serves at least four counties. There are confirmed cases of COVID-19 in the Tahoe region and evidence of community spread, so any impression that there is a 'safe' haven from virus transmission is false," said Sisson.

Travel to the region for a non-essential purpose will contribute to the spread of COVID-19 and has the potential to overwhelm local health systems. It is also contributing to the struggle local stores are faced with in keeping shelves stocked with basic needs and produce. Pharmacies are also at risk of being overwhelmed, and emergency response crews are compromised when they are required to travel into the backcountry to extract those unable to get out themselves. With winter storms in the extended forecast, what some may anticipate as a short trip to North Lake Tahoe could easily turn into a longer stay due to weather, further stretching local resources.

"Most Tahoe area businesses are closed, and a high percentage of full-time residents have been impacted by the resulting, unexpected layoffs," said Cindy Gustafson, Placer County District 5 Supervisor. "In collaboration with the North Lake Tahoe Resort Association, the County is working for and with the local business community to provide

resources for recovery so that together, we can come back stronger and welcome visitors and second homeowners back to Tahoe with open arms when travel is both safe and appropriate.”

The travel and leisure industries comprise over 60 percent of the jobs in North Lake Tahoe, and visitor spending averages over \$835 million annually. Visit California already anticipates unprecedented economic impacts to the statewide travel industry, eclipsing the impact of the September 11, 2001, terrorist attacks by sevenfold. The organization estimates a statewide loss of \$10.9 billion in revenue, a decline in direct visitor spending by \$54.5 billion, and a loss of 554,000 jobs this year.

“We realize that for many, the Sierra region is a place that feels comfortable to ‘escape to.’ We want this destination to still be that for people, but not until travel is deemed safe. This is in everyone’s best interest,” said Hentz. “So instead of visiting now, we hope visitors and non-primary residents will stay home to help protect our community and theirs, flatten the curve, and find other ways to support North Lake Tahoe area businesses that are reliant on tourism.”

Here are seven ways to provide immediate support to Tahoe area small businesses:

1. Donate to the [Boys and Girls Club of North Lake Tahoe’s COVID-19 Relief Efforts](#) in support of local families
2. [Purchase gift cards from Tahoe area businesses](#) to be used at a later date
3. Contribute to the Tahoe Truckee Community Foundation’s [Emergency Response Fund](#) to support local nonprofit organizations assisting the community
4. Buy a [family-friendly activity box](#) packed with locally-made goods
5. [Live stream an exercise class](#) offered by one of our local fitness or yoga instructors
6. Participate in a [virtual field trip or tour](#)
7. Postpone travel plans and visit when North Lake Tahoe is back in business

The North Lake Tahoe Resort Association and Chamber of Commerce is collaborating with local business associations, the Sierra Business Council and Placer County Economic Development to provide additional resources for local business and community recovery. Community updates, including how to support local businesses will continue to be updated at www.nltra.org/north-lake-tahoecovid-19-community-update.

###

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
liz@gotahoenorth.com or (303) 726-7104

North Lake Tahoe COVID-19 Response Report

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 (open rate: 15%)
 - 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 an overarching "Dream Now, Visit Later" message.
- All paid media is paused.
- Earned media outreach (public relations) is focusing on stories of business resilience, gift card initiative, and travel advisories to stay home and shelter in place. 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. This includes:
 - Three media interviews on KTKE
 - Placements in Sierra Sun (Gift Card)
 - Educational information – visitor profile, housing allocations in Moonshine Ink
- A secondary press release was issued to drive market media on April 2 along with video messages from Placer County District 5 Supervisor, Cindy Gustafson, President & CEO of Tahoe Forest Health System, Harry Weis, and NLTRA CEO, Jeffrey Hentz re-stating that Shelter in Place and Stay Home directives need to be followed, even for second homeowners.
- A third travel advisory was sent to regional media on April 30 warning travelers that non-essential travel to North Lake Tahoe was still prohibited under the Governor's orders.

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.

March Placements:

<u>Date Published</u>	<u>Outlet</u>	<u>Media Market</u>	<u>Headline</u>
3/15	Moonshine Ink	Tahoe	How the Coronavirus Has Already Affected Tahoe
3/24	Merced Sun-Star	Bay Area	California tourist towns demand outsiders stay home. 'Someone is going to get shot'
3/24	The Modesto Bee	Bay Area	California tourist towns demand outsiders stay home. 'Someone is going to get shot'
3/24	The Sacramento Bee	Sacramento	California tourist towns demand outsiders stay home. 'Someone is going to get shot'
3/24	Fresno Bee	Bay Area	California tourist towns demand outsiders stay home. 'Someone is going to get shot'
3/24	San Luis Obispo Tribune	Bay Area	California tourist towns demand outsiders stay home. 'Someone is going to get shot'
3/25	KFBK	KFBK	Radio Interview with Jeff
3/27	Sierra Sun	Tahoe	Truckee, Nevada, Placer counties limit short-term rentals to 'critical' functions during coronavirus pandemic
3/27	KQED	KQED	Why It's Not a Great Idea To Run From the Virus
3/28	CNN Travel	National	The wealthy forge ahead with (slightly altered) travel plans in spite of 'stay at home' directives
3/29	The Union Grass Valley	Northern CA	Truckee, Nevada, Placer counties limit short-term rentals to 'critical' functions during coronavirus pandemic
3/30	KCBS	Bay Area	Radio Interview: NLT urging non-visitors to stay away

Local Channels

A stakeholder group was organized right away to ensure ongoing response efforts were coordinated. This included the NLTRA Board of Directors Executive Committee, NLTRA CEO and Communications Director, and key representatives from Placer County, including District 5 Supervisor, Cindy Gustafson, Economic Development leaders, and the local team based in Tahoe City. We have spoken 3 times per week since mid-March.

A business impact survey was sent to local businesses to determine economic impacts as a result of COVID-19. Results are located on the Stakeholders tab within the COVID-19 page.

NLTRA Newsletter

- March 11: [What You Need to Know About COVID-19 and the North Lake Tahoe Travel Industry](#) (open rate: 33%)
- March 16: [An Important Message to Our Partners About Covid-19](#) (open rate: 42%)
- March 21: [Lodging Survey](#) (sent only to local lodging partners) (open rate: 48%)
- March 21: [Your COVID-19 Update from North Lake Tahoe](#) (open rate: 45%)
- March 25: [Community Resources & Small Business Recovery Tools](#) (open rate: 36%)

NLTRA Blog

- March 12: [What You Need to Know About COVID-19 and the North Lake Tahoe Travel Industry](#)
- March 16: [An Important Message to our Partners About COVID-19](#)
- March 16: [Business Recovery Resources](#)
- March 17: [Crisis Recovery: Small Business & Nonprofit Webinar Series](#)
- March 19: [Placer County Issues Shelter In Place Directive](#)
- March 20: [North Lake Tahoe Asks Visitors to Refine Travel Plans Amid COVID-19 Pandemic](#)
- March 20: [Governor Gavin Newsom Issues Stay at Home Order](#)
- March 24: [Placer County Health Officer Provides Clarity for Short-Term Rental Operations](#)

NLTRA.org

A new COVID-19 landing page was launched on March 24 with information for small businesses, employees and residents. In addition to a banner on the website homepage directing viewers to the page, there will also be a pop-up function to alert users of immediate information (stakeholder calls, etc.). The site was shared on the NLTRA Facebook page and sent direct to:

- Stacy Caldwell, Tahoe Truckee Community Foundation
- Heidi Hill Drum, Tahoe Prosperity Center
- Jess Carr & Kristin York, Sierra Small Business Development Center
- Becca Loux, Alex Hoeft & Mayumi Elegado, Moonshine Ink
- Don Rogers & Brian Hamilton, Sierra Sun
- Placer County, NTBA, TCDA
- Truckee Tahoe People Facebook Page Admins
- KTKE 101.5 radio – resulted in a PSA

Google Analytics Highlights:

- 74% increase in sessions over the past 30 days with over 3,800 sessions
- 43% increase in page views – over 16,000 page views
- Top referrals: Facebook, local media, Constant Contact
- Most viewed pages: COVID-19 landing page, gift card purchasing portal

NLTRA Facebook

Posting multiple times per day with content themes around community updates, business openings, health resources, and directives from Public Health and Government Officials. The page highlights Stronger Together messaging and direct links to the NLTRA.org website for business and community recovery resources.

Stronger Together

In an effort to evoke community spirit and support business resiliency, the North Lake Tahoe Resort Association (NLTRA) and Placer County joined together to launch Stronger Together, a video series designed to encourage the local community to rally together in support of one another during this time of crisis and uncertainty, with an underlying message that encourages residents to Stay Home and Shelter in Place.

The series is featured on NLTRA.org and videos are posted through digital channels, including the newsletter and Facebook. We have seen the local community embrace the message with painted rocks around town, signage in store windows, and North Tahoe Fire Department updated their LED board to communicate this message. If you are interested in purchasing signage or shirts from a local business, please contact Liz Bowling.

The next phase is all about community participation. Please consider uploading your own Stronger Together video on the [#TahoeLove community page](#). Share your own words of encouragement and positivity with fellow community members, colleagues and friends. Every week the NLTRA will reward one submission with a \$25 gift card to a local business.

Gift Card Recovery Program

Supporting small businesses in North Lake Tahoe has never been easier due to a recently launched gift card program on www.NLTRA.org. A new purchasing portal on the website fosters a *Shop Local; Shop Small* message and features gift cards from close to 100 local businesses, including lodging properties, retailers, activity providers and restaurants. The program is a simple but effective way to support the north shore business community.

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 through COVID-19

Weeks of April 20 & 27: Business Industry Stakeholder calls: Retailers, Restaurants, Outdoor Activity Providers, Lodging, Public Lands. As a result of these roundtable discussions, the NLTRA will compile information and present recommendations by industry to Placer County for reopening to help inform policy. The team will also compile business and visitor readiness toolkits so the community is prepared as possible to reopen the North Lake Tahoe Destination

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 965 Units ("DestiMetrics Census**") and 29.90% 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 (Mar) changed by (-43.2%)	Occupancy (Mar) :	32.2%	56.7%	-43.2%
North Lake Tahoe ADR for last month (Mar) changed by (-5.7%)	ADR (Mar) :	\$ 355	\$ 376	-5.7%
North Lake Tahoe RevPAR for last month (Mar) changed by (-46.5%)	RevPAR (Mar) :	\$ 114	\$ 213	-46.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (-97.6%)	Occupancy (Apr) :	0.7%	28.7%	-97.6%
North Lake Tahoe ADR for next month (Apr) changed by (23.9%)	ADR (Apr) :	\$ 321	\$ 259	23.9%
North Lake Tahoe RevPAR for next month (Apr) changed by (-97.0%)	RevPAR (Apr) :	\$ 2	\$ 74	-97.0%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-11.5%)	Occupancy	46.1%	52.1%	-11.5%
North Lake Tahoe ADR for the past 6 months changed by (6.2%)	ADR	\$ 387	\$ 365	6.2%
North Lake Tahoe RevPAR for the past 6 months changed by (-6.0%)	RevPAR	\$ 179	\$ 190	-6.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-30.0%)	Occupancy	18.5%	26.5%	-30.0%
North Lake Tahoe ADR for the future 6 months changed by (29.3%)	ADR	\$ 446	\$ 345	29.3%
North Lake Tahoe RevPAR for the future 6 months changed by (-9.4%)	RevPAR	\$ 83	\$ 91	-9.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2020 vs. Previous Year				
Rooms Booked during last month (Mar,20) compared to Rooms Booked during the same period last year (Mar,19) for all arrival dates has changed by (-160.5%)	Booking Pace (Mar)	-5.4%	9.0%	-160.5%

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

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

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Monthly Report March 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 3/31/20:	\$2,652,761	\$2,159,006	23%
Forecasted Commission for this Revenue:	\$30,371	\$45,705	-34%
Number of Room Nights:	10,938	12224	-11%
Number of Delegates:	6956	14946	-53%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>March-20</u>	<u>March-19</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$247,127	\$157,345	57%
Room Nights:	830	717	16%
Number of Delegates:	314	350	-10%
		2 Assoc., 1	
Booked Group Types:	4 Corp.	Corp	
Lost Business, # of Groups:	10	8	

<u>Arrived in the month</u>	<u>March-20</u>	<u>March-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$57,149	
Room Nights:	0	221	
Number of Delegates:	0	142	
		1 Corp., 1	
Arrived Group Types:		Assoc.	

<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	3945%
Room Nights:	1070	23	4552%
Number of Delegates:	578	13	4346%
	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	890%
Room Nights:	1522	78	1851%
Number of Delegates:	578	60	863%
	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%

Arrived Group Types:	2 Corp.	1 Corp. 1 Assoc.
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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%
	3 Corp., 1	2 Assoc., 1	
Arrived Group Types:	Assoc.	SMF, 1 Corp.	

Monthly Detail/Activity	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$233,431	\$124,184	88%
Room Nights:	1190	586	103%
Number of Delegates:	705	190	271%
	4 Corp., 1 Non-Profit	2 Corp., 1 SMF, 1 Seminar	
Booked Group Types:			
Lost Business, # of Groups:	6	21	-71%
 <u>Arrived in the month</u>	 <u>September-19</u>	 <u>September-18</u>	
Number of Groups:	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
	5 Corp., 3	4 Corp., 3	
Arrived Group Types:	Assoc., 1 Govt.	Assoc.	
	5 Corp., 3	4 Corp., 3	
Arrived Group Types:	Assoc., 1 Govt.	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%
	4 Corp., 1		
Booked Group Types:	Assoc.	3 Corp., 1 SMF	

Lost Business, # of Groups:	35	14	150%
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<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%
	9 Corp., 1	5 Corp., 1	
Arrived Group Types:	Assoc.	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%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	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:	\$1,654,290	\$750,000
For 2021/22:	\$543,222	\$500,000

NUMBER OF LEADS Generated as of 3/31/20:	234
YTD 3/31/19:	266
YTD 3/31/18:	223

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



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

March 2020



U.S. DOMESTIC INDUSTRY OVERVIEW FOR MARCH 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 1.4%
Capacity of Seats *:	Up 1.5%
Crude Oil Average:	\$29.21 per barrel in March 2020
	\$58.15 per barrel in March 2019

RNO Overview for March 2020 – year over year comparison

Total Passengers:	Down 49.2%
Avg. Enplaned Load Factor:	49.8%, down 35.3 pts.
Actual Departures:	Down 15.0%
Actual Departing Seats:	Down 12.4%

*Source: Airline Activity and Performance Reports; * Cirium Flight Schedules via Diio mi*

MARCH 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 194,796 passengers in March 2020, a decrease of 49.2% versus the same period last year. During the first quarter of 2020, RNO served 879,527 passengers, a decrease of 14.2% when compared to the same period last year.

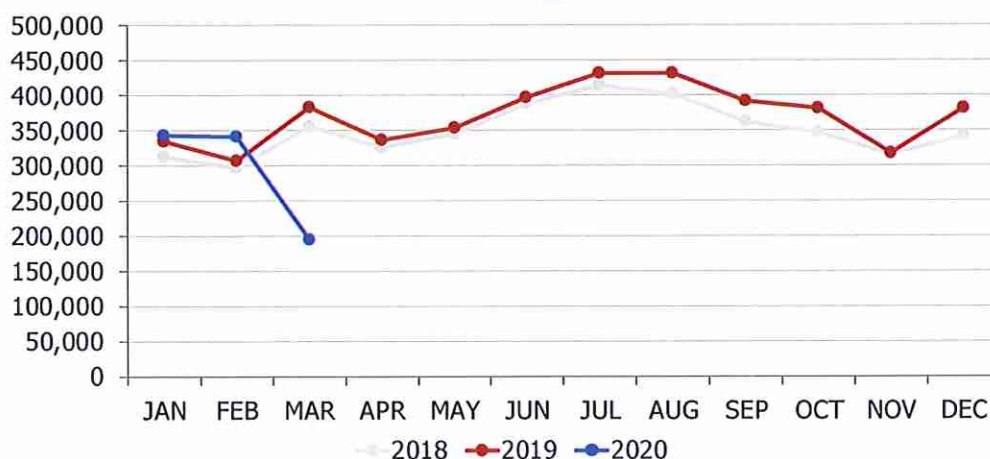
In March 2020, RNO was served by nine airlines providing 1,666 departures to 19 non-stop destinations. At RNO, total seat capacity decreased 12.4% and flights decreased 15.0% when compared to March 2019.

RNO handled 11,356,256 pounds of air cargo in March 2020, a decrease of 3.5% when compared to March 2019. During the first quarter of 2020, RNO handled 32,631,428 pounds of air cargo, a decrease of 7.5% when compared to the same period last year.

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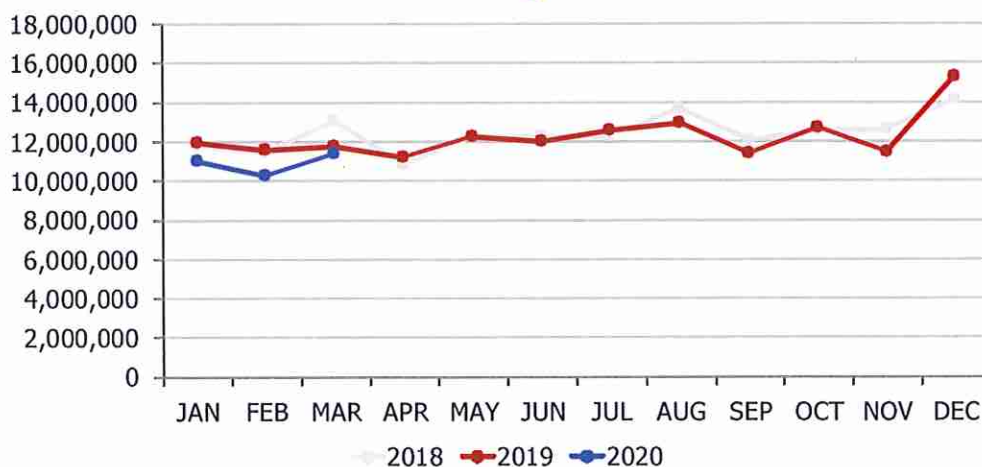
Passengers



Southwest Airlines, the largest carrier at RNO, served 69,779 passengers during the month of March 2020, a decrease of 58.3% when compared to March 2019.

In March 2020, Frontier Airlines passenger traffic was up 20.3% and Volaris reported an increase of 0.9% when compared to March 2019. Allegiant Air was down 61.7%, JetBlue Airways was down 59.9%, Alaska Airlines was down 52.5%, United Airlines was down 45.6%, Delta Air Lines was down 44.0% and American Airlines reported a decrease of 29.8% during the same period.

Cargo

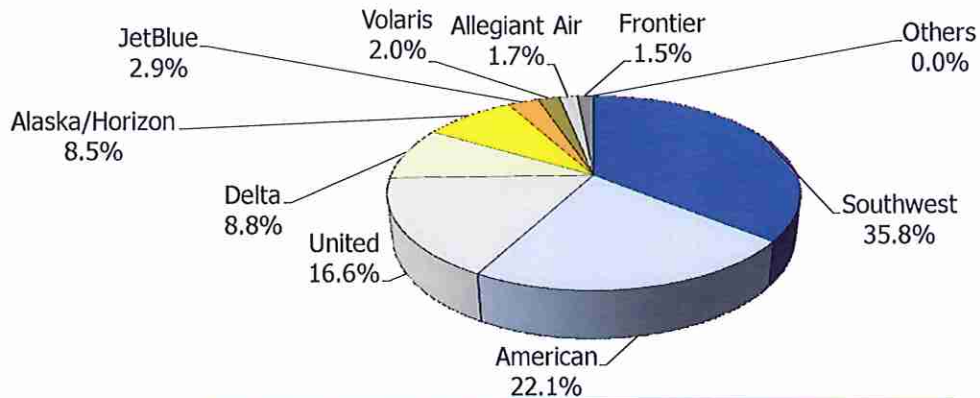


In March 2020, DHL cargo tonnage was up 12.6% and UPS reported an increase of 1.5% when compared to March 2019. FedEx was down 7.5% during the same period.

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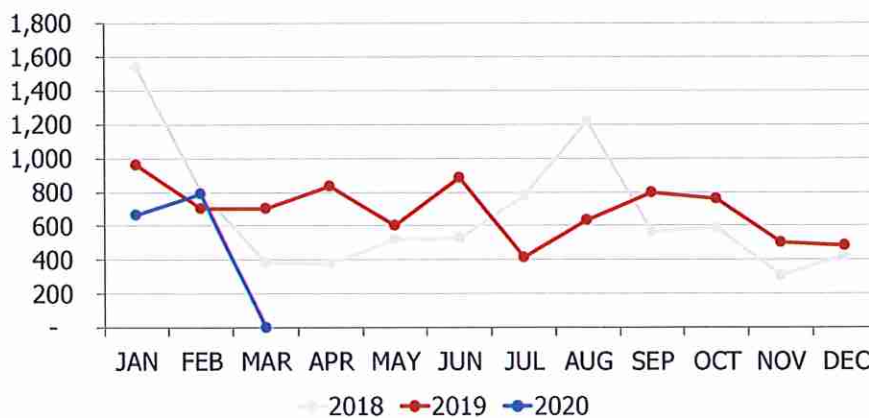


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	March-20	March-19	YOY Change
Alaska/Horizon	8.5%	9.1%	(0.6)
Allegiant Air	1.7%	2.2%	(0.5)
American	22.1%	16.0%	6.1
Delta	8.8%	8.0%	0.8
Frontier	1.5%	0.6%	0.9
JetBlue	2.9%	3.7%	(0.8)
Southwest	35.8%	43.7%	(7.8)
United	16.6%	15.6%	1.1
Volaris	2.0%	1.0%	1.0
Others	0.0%	0.1%	(0.1)

TOTAL CHARTER PASSENGERS

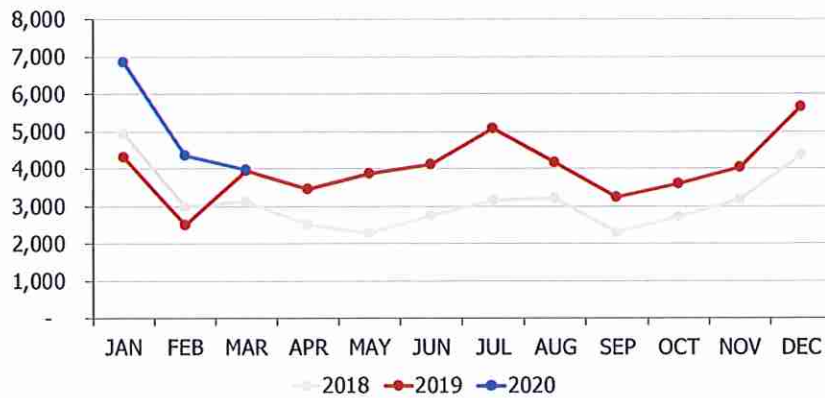


There were no charter activity during the month of March 2020.

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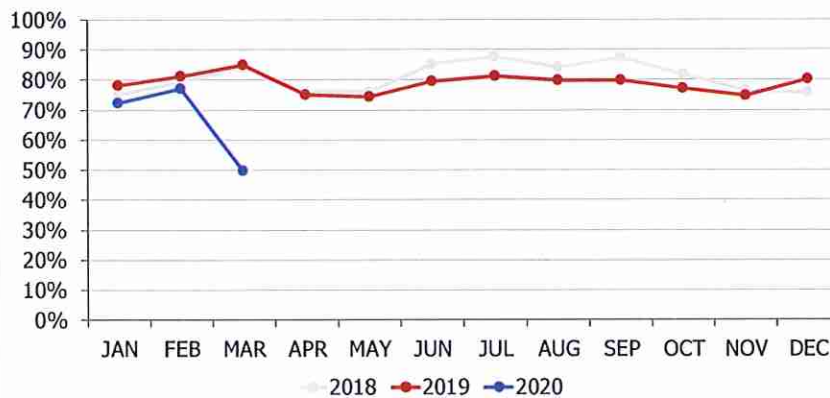


TOTAL INTERNATIONAL PASSENGERS

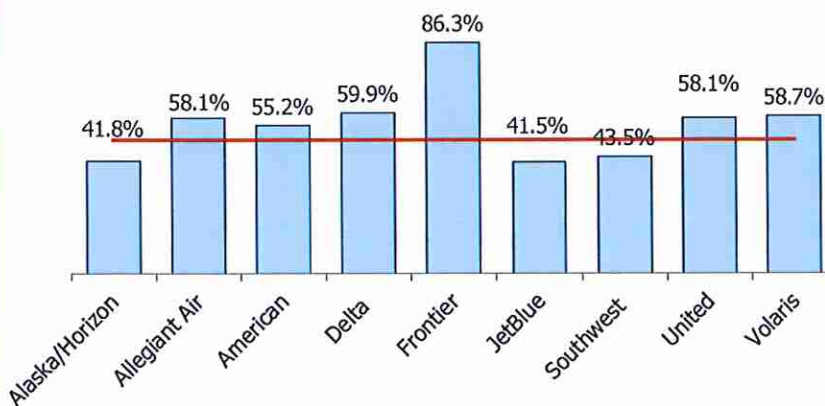


In March 2020, RNO served a total of 3,979 international passengers, an increase of 0.9% when compared to March 2019.

AVERAGE ENPLANED LOAD FACTOR



In March 2020, the average enplaned load factor at RNO was 49.8%, a decrease of 35.3 pts. versus March 2019.

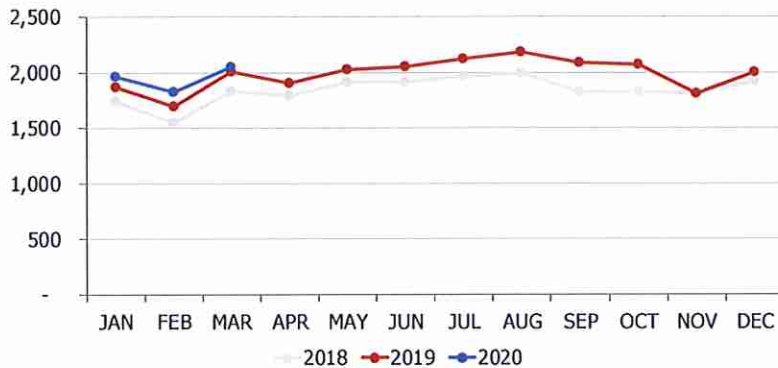


Red horizontal line represents the average enplaned load factor.

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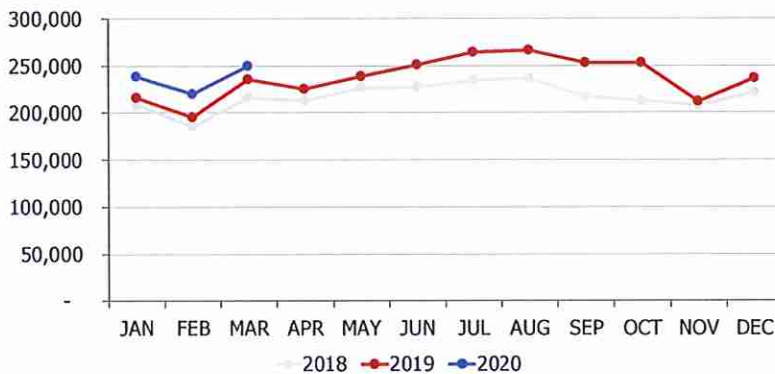
DEPARTURES



In March 2020, RNO handled 1,666 departures on nine commercial airlines, a decrease of 15.0% when compared to March 2019.

The graph on the left represents the pre COVID-19 scheduled flights for March 2020. Due to daily spot cancellations, the actual flights were 18.7% below schedule. This doesn't include charter operations on non-incumbent carriers.

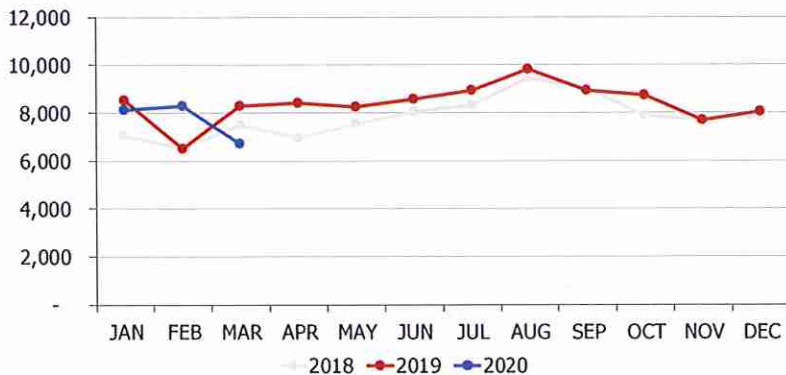
DEPARTING SEATS



In March 2020, nine airlines provided 200,954 departing seats, a decrease of 12.4% when compared to March 2019.

The graph on the left represents the pre COVID-19 scheduled seats for March 2020. Due to daily spot cancellations, the actual seats were 19.7% below schedule. This doesn't include charter operations on non-incumbent carriers.

TOTAL OPERATIONS



A total of 6,696 operations were handled at RNO in March 2020, a decrease of 19.3% when compared to March 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

Note: graphs on this page show scheduled departures, seats and operations

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Total Passengers March-20					
	Passengers		% Diff.	Passengers	
	2018	2019		2020	% Diff.
JAN	312,125	335,095	7.4%	342,796	2.3%
FEB	296,726	306,800	3.4%	341,935	11.5%
MAR	356,112	383,215	7.6%	194,796	-49.2%
1st QTR	964,963	1,025,110	6.2%	879,527	
APR	325,428	337,062	3.6%		
MAY	345,740	354,311	2.5%		
JUN	389,103	397,211	2.1%		
2nd QTR	1,060,271	1,088,584	2.7%	0	
JUL	414,529	432,188	4.3%		
AUG	402,794	431,640	7.2%		
SEP	362,831	392,353	8.1%		
3rd QTR	1,180,154	1,256,181	6.4%	0	
OCT	347,591	380,879	9.6%		
NOV	315,833	318,022	0.7%		
DEC	341,283	381,897	11.9%		
4th QTR	1,004,707	1,080,798	7.6%	0	
TOTAL	4,210,095	4,450,673	5.7%		
YTD Total		1,025,110		879,527	-14.2%

Total Cargo March-20						
	2018	2019	% Diff.	2019		% Diff.
	Cargo in Pounds			Pounds	Metric Tons	
JAN	11,795,775	11,940,830	1.2%	11,008,444	4,992	-7.8%
FEB	11,417,480	11,559,065	1.2%	10,266,728	4,656	-11.2%
MAR	13,053,097	11,770,662	-9.8%	11,356,256	5,150	-3.5%
1st QTR	36,266,352	35,270,557	-2.7%	32,631,428	14,799	-7.5%
APR	10,826,085	11,208,216	3.5%			
MAY	12,245,815	12,273,193	0.2%			
JUN	12,225,509	11,988,693	-1.9%			
2nd QTR	35,297,409	35,470,102	0.5%	0		
JUL	12,233,364	12,537,938	2.5%			
AUG	13,689,777	12,909,571	-5.7%			
SEP	12,052,727	11,350,614	-5.8%			
3rd QTR	37,975,868	36,798,123	-3.1%	0		
OCT	12,548,739	12,662,270	0.9%			
NOV	12,645,887	11,428,318	-9.6%			
DEC	14,128,422	15,270,324	8.1%			
4th QTR	39,323,048	39,360,912	0.1%	0		
TOTAL	148,862,677	146,899,694	-1.3%			
YTD Total		35,270,557		32,631,428	14,799	-7.5%

Total Enplaned Passengers March-20				
Month	2018	2019	2020	% Diff.
JAN	156,747	168,909	172,452	2.1%
FEB	147,568	152,933	170,067	11.2%
MAR	181,141	195,310	99,986	-48.8%
APR	161,913	166,676		
MAY	171,430	175,621		
JUN	193,777	197,397		
JUL	205,174	213,326		
AUG	198,874	211,958		
SEP	189,886	202,280		
OCT	174,084	193,859		
NOV	158,100	158,558		
DEC	166,795	187,914		
TOTAL	2,105,489	2,224,741	442,505	
YTD Total		517,152	442,505	-14.4%

Total Deplaned Passengers				
Month	2018	2019	2020	% Diff.
JAN	155,378	166,186	170,344	2.5%
FEB	149,158	153,867	171,868	11.7%
MAR	174,971	187,905	94,810	-49.5%
APR	163,515	170,386		
MAY	174,310	178,690		
JUN	195,326	199,814		
JUL	209,355	218,862		
AUG	203,920	219,682		
SEP	172,945	190,073		
OCT	173,507	187,020		
NOV	157,733	159,464		
DEC	174,488	193,983		
TOTAL	2,104,606	2,225,932	437,022	
YTD Total		507,958	437,022	-14.0%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Mar-20	Mar-19	Diff.
Alaska/Horizon	8,562	41.8%	81.8%	-39.9
Allegiant Air	1,813	58.1%	84.4%	-26.3
American	22,358	55.2%	93.1%	-37.9
Delta	9,231	59.9%	89.0%	-29.1
Frontier	1,553	86.3%	81.0%	5.3
JetBlue	2,798	41.5%	88.4%	-46.9
Southwest	35,410	43.5%	80.6%	-37.1
United	16,495	58.1%	90.6%	-32.6
Volaris	1,766	58.7%	81.5%	-22.8

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north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors Report

Marketing | Sales | Public Relations: March Results

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

COVID - 19 Timeline

- March 13, 2020 - U.S. declares a national state of emergency
- March 13, 2020 - Placer County issued a Stay in Placer order
- March 16, 2020 - All NLT paid media (leisure and MCC) was paused
- March 20, 2020 - NY issued a Stay in Place order

PR Highlights

- Media Placements: 11
 - Coverage book: <https://coveragebook.com/b/d55444ae>
- Publication Highlights: Forbes, NBC Los Angeles, Mountain Living, Washington Post, Style Magazine
 - Key Insights: one placement was a result of media FAM coordination highlighting family travel, many journalists have shifted coverage to only focus on COVID-19.
- Total Impressions: 268,291,496
- Combined Domain Rank: 62 (GTN.com Domain Rank: 56)
- Media FAM Update:
 - Domestic:
 - Spring and summer FAMs have been postponed amid the COVID-19 outbreak. Looking ahead, we will focus on drive-market media and the option to host virtual FAMs.
 - International: put on hold ALL international media efforts.
- Media Desksides:
 - Looking ahead, we are discussing options for hosting virtual desksides
- Content:
 - Visit California monthly content submission
 - Destination Release: Travel Advisory (issued to drive market media on March 19)
 - NLTRA + Placer County Press Release + video segments from Jeffrey Hentz, Cindy Gustafson and Harry Weis: Travel Advisory (issued to drive market media on April 2)
- Influencers: on hold amid COVID-19 pandemic

Blog & Newsletter Content Review

- March Key Themes: COVID-19 related crisis communications
- One(1) Newsletter Posted
 - NLT COVID-19 Newsletter
 - 15% Open Rate, 0.3% CTR
 - Open rate was 6% higher than the previous month. Consumers were craving information.
- One (1) Blog Posted
 - North Lake Tahoe Destination Statement regarding COVID-19
 - 514 page views

Social Media Update

- Total followers increased by 0.2% from the previous month, with Instagram seeing the highest growth with a .5% increase. Overall engagement is down 24% from the previous month, mostly due to the decrease in posting frequency based on our COVID-19 strategy. We immediately decreased the frequency of posting to 3-4 times per week.
- Social Media Total Followers: 226,945
- COVID-19 Messaging
 - 303k Impressions, 19.7k Engagements
 - Across all North Lake Tahoe's social media channels, we posted a blend of aspirational tour-imagery along with educational messaging around COVID-19. Messaging was a mix of telling our audience to stay away until the time is right along, informational updates on closures and cancellations, along with how locals can safely support NLT businesses.
 - Instagram stories for the month of March included news updates regarding the closures of ski resorts, travel/road updates, and a redistribution of our general COVID-19 messaging found across our other social channels.

Paid Media Update

- Both the Consumer and MCC campaigns ran from 3/5 - 3/15 and were then paused due to COVID-19.
- Combined, the MCC and the Consumer campaigns generated 3.29M impressions, which resulted in 8.6k clicks and 10.4k sessions, as well as 780 Time on Site (TOS) conversions and 26 Book Now conversions.
- With the winter and MCC campaigns being paused while site migration adjustments took place, little snowfall at the end of February and beginning of March, and COVID-19 beginning to take effect on the region and the nation, we saw little volume this month.
- However, even with lower levels of ad spend we saw similar return on results, measured as cost per click and cost per time on site conversion. Overall, we spent less than ¼ of the money we had spent in February and received about ¼ the amount of impressions, indicating similar returns based on spend.

Consumer

- 3.27M Impressions, 10.3k Website Visits, 759 TOS Conversions, \$20.1K Spend, 26 Book Now Conversions
- Although both organic and paid website traffic was down, our paid ads still made up a normal 30% percent of total website traffic.
- Cost per TOS conversion was slightly above average at \$32
- High impact site skins performed very well, showing a high clickthrough rate and low cost per click.
- Overall click-through rates trended down with travel uncertainty.
- General creative continued to outperform other persona creatives.
- Trip Advisor performed well and returned to stable levels. We feel lower inventory and competitive levels along with optimizations drove this improvement.
- Video view rates continued to trend up, despite the shorter time for running advertising on social platforms. The average view rate was 31% versus an annual average of 28%.
- In terms of search performance, cost per TOS Conversion was much higher which is attributed to the lack of snowfall as well as COVID-19. Search marketing declined immediately as less consumers were looking for places to travel, thus impacting our results.

MCC

- 24.6k Impressions, 147 Website Visits, 21 TOS Conversions, \$236 Spend, 0 Book Now Conversions
- Nearly all website sessions came from paid social.
- Although search impressions were down sharply, engagement from those few sessions was high.

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
- All Upcoming Travel FAMs have been cancelled
- 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
- International Representation Highlights
 - All offices have put together an international recovery plandch
 - Each office is going to continue to work through the end of this fiscal year with discounted rates and altered scope of work

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 postponed
- Group Sales Booking Pace:
 - The Conference Sales Team has booked 70% of our 2019-2020 Booked Room Night Goal of 17,397 room nights.
 - Year-to-date bookings are pacing 10% behind FY 2018-2019. We have secured 50 Bookings which puts us at 75% of our goal.
 - Due to the COVID-19 outbreak, the number of leads generated for the months of March and April have decreased dramatically. The month of March was down 50% compared to last year and April is down 84% compared to April of 2019
- Cancelled group programs since March 15 - \$815,170
 - American Wood Protection Association - Annual Meeting 2020 4/23/2020 - 5/1/2020, 670 room nights, \$107,166 room revenue, Hyatt Regency Lake Tahoe
 - Coalitions & Collaboratives, Inc (COCO) - After the Flames Workshop and Conference, 4/5/2020 - 4/9/2020, 400 room nights, \$66,000 room revenue, Granlibakken Tahoe
 - Northstar Travel Media - Mountain Travel Symposium 2020, 3/29/2020 - 4/4/2020, 2672 room nights, \$596,375.00 room revenue, Resort at Squaw Creek, Village at Squaw Valley and Squaw Valley Lodge.
 - US Ski & Snowboard Association - U.S. Freestyle Championships 2020, 3/18/2020 - 3/22/2020, 55 room nights, \$7,623.00 room revenue, Granlibakken Tahoe
 - THERMO FISHER SCIENTIFIC, Thermo Fisher Scientific Meeting Lake Tahoe, 5/4/2020, 5/6/2020, 20 room nights, \$6,870.00 room revenue, Ritz Carlton Lake Tahoe

- Mason of California - Masters & Wardens Leadership Retreat, May 1-3, 2020, 224 room nights, \$31,136.00 room revenue, Hyatt Regency Lake Tahoe.

Reno Tahoe International Airport Update

March 2020 vs. March 2019

- Passengers were down 49.2%
- Flights were down 15.0%
- Seats were down 12.4%
- Load Factor was 49.8%, down 35.3 points
- Cargo was down 3.5%

NLTRA Cancelled/Postponed Events

- 2020 WinterWonderGrass Squaw | March 27-29 | Squaw Valley → April 9-11, 2021
- Mountain Travel Symposium | March 29-April 4 | Squaw Valley/North Lake Tahoe --> Postponing 2023/24
- 2020 Wanderlust Festival | July 16-19 | Squaw Valley / Cancelled
- Tourism Cares Sustainability Conference | May 13-15 | Squaw Valley/North Lake Tahoe / Postponed→ June 2-4, 2021
- 2020 Homewood - Pride Ride | March 28-29 | Homewood Resort / Cancelled
- 2020 Tahoe Spark | April 4-5 | Kings Beach / Pivoting to Virtual Event (Same dates)
- 2020 Wild and Scenic Film Fest | April 17-18 | Tahoe City, Tap Haus Postponed- November 7th
- 2020 Broken Arrow Skyrace | June 19-21 | Squaw Valley / Cancelled

Upcoming Spring/Summer Events Sponsored by the North Lake Tahoe Marketing Cooperative Big Blue Adventure Race Series | North Lake Tahoe/Truckee

Truckee Running Festival May 31 | Squaw Valley Half Marathon and Run to Squaw 8 Miler June 7 |
Lake Tahoe Mountain Bike Race June 20 | Burton Creek Trail Runs June 21 |
Tahoe Off-road Triathlon June 27 | Tahoe City Swim June 27 | Run to The Beach July 4 |
Big Chief 50K July 12 | Donner Lake Kids Triathlon July 18 |
Donner Lake Triathlon July 18th & 19th | Alpine Fresh Water Swim July 19th |
Truckee Half Marathon & 5K August 1 | Marlette 50K and 10 Miler August 9 |
XTERRA Trail Run 5K & 10K August 15 | XTERRA Lake Tahoe August 15 |
Lake Tahoe Triathlon August 22nd & 23rd | Lake Tahoe Open Water Swim August 23 |
Emerald Bay Trail Run September 12 | Lederhosen 5K September 19 |
Tahoe Adventure Challenge September 20 | Great Trail Race October 4

Special Event Marketing Sponsorships

A committee reviewed all applications that were submitted in November for the Special Event Partnership Funding and we are happy to share the following events are receiving funding:

- 2020 Tahoe Paddle Racing Series | 5/30, 7/25, 8/29, 9/19, 9/20 (weather) |
- Tahoe Donner, Waterman's Landing- Carnelian Bay & West Shore
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee
- 2020 TaHoeNalu | August 1 - 2 | Kings Beach
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley
- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort

Summer 2020 Events Sponsored by the North Lake Tahoe Resort Association to date!

- 2020 Lake Tahoe Summit Classic Lacrosse Tournament | June 20-21 → August 1-2, 2020 | North Lake Tahoe/Truckee
- Enduro Continental Series | August 22-23 | Northstar Resort
- 2020 Spartan National Championships | September 26-27 | Squaw Valley

Community Wide - Cancelled/Postponed Events

Cancelled/Postponed Events - SVNC

Tahoe Truckee Earthday Festival | April 18 cancelled next years date is April 24, 2021
Made in Tahoe | May 23 & 24 → October 10-11 (postponed to Columbus Day Weekend)

Bluesdays | plan to start up June 16 and runs through September 8.

*Waiting until May 15 to make a call on June dates - June 16, June 23 and June 30.
Contemplating a less crowded space to use for the concerts...*

Outdoor Movies - July (tentative)

Yoga Squaw'd - July (tentative)

- Art Wine & Music Festival - July 11-12
- Brews Jazz & Funk - August 8-9
- Foam Fest - September 5
- Alpen Wine Fest - September 6
- Guitar Strings vs Chicken Wings - September 11
- Oktoberfest - September 19

Cancelled/Postponed Events - Northstar

- 2020 Beerfest & Bluegrass Festival....postponed from July to September. (Still TBD)

Cancelled/Postponed Events- Homewood

- High Sierra Archery Shoot - June 20
- Craft Beer and Food Truck Festival - Sept 7
- Tahoe 200 Running Festival - Sept 11
- Pacific Fine Arts Fairs
 - July 3 - 5
 - August 7 - 9
- Beth Weber's Arts and Crafts Fairs
 - June 26 - 28
 - July 17-19
 - July 31 - Aug 2
 - Aug 21 - 23

Cancelled/Postponed Events - TCDA

- Wine Walk- Postponed from June date (tbd)
- Oktoberfest - September 26th

Cancelled/Postponed Events- IVGID

- Fireworks - Cancelled

Cancelled/Postponed Events - TDMA

- Truckee Thursdays still happening - may be postponed until July
- Art and Soul Artwalk - September 14th
- Truckee follies - September 30th



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center

Visitor Report: March 2020

Open 17 days

VISITORS SERVED:

February 2020

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

March 2019

Total TC Walk-ins: 2,116
Total Phone Calls: 173
Total 2,289

March 2020 (17 days)

Total TC Walk-ins: 1,448
Total Phone Calls: 170
Total 1,618

REFERRALS GIVEN TO VISITORS:

Restaurants 227	Lodging 38	Historic / Museum 55	Events 69
Tours 6	Surrounding Towns (SLT / Truckee) 14	Shopping 30	Transportation 24
Services 17	Activities Mountain / Trails 222	Activities / Lake 49	Maps / Directions 270

TOTAL: 1,021 = 60 referrals per day (open 17 days)

Visitor Surveys Gathered: 30 in March with total of 464 since Sept 2018

March 2020 Highlights

- Successful Squaw Dogs fundraiser, which brought 330 people into the Visitor Center. We collected over \$400 for Squaw Dog Avalanche Rescue and Education Foundation
- Consignment SnowFest branded merchandise sold in the VIC and resulted in \$500 for SnowFest
- New Vendor: specially made Tahoe Trivets, Ornaments and Magnets
- On March 18, 2020 we closed the visitor center with Visitor Center calls redirected to VIC Manager

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

March 31, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of March 31, 2020

Accrual Basis

	Mar 31, 20	Mar 31, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	232,378	596,054	(363,676)	(61%)	363,031
Total Checking/Savings	232,378	596,054	(363,676)	(61%)	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	5,285	13,946	(8,661)	(62%)	10,196
Total Accounts Receivable	5,285	13,946	(8,661)	(62%)	10,196
Other Current Assets					
1300 · Reimbursements Receivable	5,500	1,150	4,350	378%	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Total Other Current Assets	8,825	1,250	7,575	606%	4,462
Total Current Assets	246,488	611,250	(364,762)	(60%)	377,689
Other Assets					
1400-00 · Prepaid Expenses	42,490	14,687	27,803	189%	12,340
Total Other Assets	42,490	14,687	27,803	189%	12,340
TOTAL ASSETS	288,978	625,937	(336,959)	(54%)	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	86,002	363,922	(277,920)	(76%)	365,187
Total Accounts Payable	86,002	363,922	(277,920)	(76%)	365,187
Total Current Liabilities	86,002	363,922	(277,920)	(76%)	365,187
Total Liabilities	86,002	363,922	(277,920)	(76%)	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	178,135	72,583	105,552	145%	(164,591)
Total Equity	202,977	262,016	(59,039)	(23%)	24,842
TOTAL LIABILITIES & EQUITY	288,978	625,937	(336,959)	(54%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2020

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	93,000	93,000	0	741,057	741,057	0	942,000
4001-00 - NLTRA Funding	83,462	83,462	0	1,190,611	1,190,611	0	1,503,362
4004-00 - JVCBVB Entertainment	2,000	2,000	0	6,000	6,000	0	8,000
Total Income	178,462	178,462	0	1,937,668	1,937,668	0	2,453,362
Gross Profit	178,462	178,462	0	1,937,668	1,937,668	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	5,250	(5,250)	9,250	53,250	(44,000)	68,000
5004-00 - Trip Advisor	2,715	8,333	(5,618)	66,401	74,997	(8,596)	100,000
5005-00 - Paid Social	(2,700)	7,583	(10,283)	101,950	123,212	(21,262)	139,000
5005-01 - Digital Display	11,007	6,750	4,257	155,778	66,750	89,028	85,000
5005-02 - Retargeting Video	2,499	2,500	(1)	14,972	22,500	(7,528)	30,000
5007-00 - Creative Production	128	13,250	(13,123)	146,650	119,250	27,400	158,219
5010-00 - Account Strategy & Management	7,000	7,000	0	63,000	63,000	0	84,000
5010-01 - Digital Management & Reporting	2,000	2,000	0	18,000	18,000	0	24,000
5010-02 - Website Strategy & Analysis	1,200	1,200	0	10,800	10,800	0	14,400
5013-00 - Outdoor	0	0	0	115,000	115,000	0	115,000
5015-00 - Video	15,803	0	15,803	20,176	27,500	(7,324)	35,000
5017-00 - Rich Media	0	0	0	34,988	50,000	(15,012)	50,000
5018-00 - Media Commission	3,282	7,929	(4,647)	77,100	82,623	(5,523)	103,607
5018-01 - Digital Ad Serving	135	504	(369)	2,194	4,538	(2,344)	6,050
5020-00 - Search Engine Marketing	1,367	5,000	(3,633)	43,848	45,000	(1,152)	60,000
5022-00 - Email	(9,984)	3,500	(13,484)	26,477	31,500	(5,023)	35,000
5025-00 - Expedia	0	20,000	(20,000)	0	20,000	(20,000)	20,000
5026-00 - Consumer Research	0	0	0	0	750	(750)	750
5027-00 - Consumer Retargeting Video	0	1,250	(1,250)	0	11,250	(11,250)	15,000
5028-00 - High Impact Media	0	3,750	(3,750)	0	35,750	(35,750)	45,000
Total 5000-00 - CONSUMER MARKETING	34,452	95,799	(61,347)	911,688	985,990	(74,302)	1,204,746
5110-00 - LEISURE SALES							
5107-00 - Creative Production	1,169	1,000	169	3,944	5,000	(1,056)	6,000
5112-00 - Training / Sales Calls	0	1,000	(1,000)	6,882	6,500	382	6,500
5113-00 - Additional Opportunities	0	1,750	(1,750)	2,996	5,250	(2,254)	7,000
5115-00 - Travel Agent Incentive Program	1,500	0	1,500	1,500	0	1,500	1,500
5120-00 - Domestic - Trade Shows	0	0	0	5,066	6,450	(1,384)	6,450
5131-00 - FAMS - Intl - Travel Trade	0	5,000	(5,000)	1,684	8,000	(6,316)	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	2,750	(2,750)	4,527	8,250	(3,723)	11,000
5136-00 - Tour Operator Brochure Support	0	0	0	2,000	2,000	0	2,000
5137-00 - Co-op Opportunities	2,000	5,000	(3,000)	8,266	15,000	(6,734)	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	(497)	1,500	(1,997)	38	1,500	(1,462)	1,500
5144-00 - IPW - POW WOW	0	0	0	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	2,503	0	2,500	22,500	23,250	(750)	31,000
5147-00 - AUS / Gate 7	2,694	0	2,694	26,469	23,775	2,694	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	1,458	3,500	(2,042)	3,500
5156-00 - German Trade Representation	0	1,000	(1,000)	10,060	17,250	(7,190)	23,000
Total 5110-00 - LEISURE SALES	9,658	19,000	(9,342)	128,537	179,970	(51,433)	222,695
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	2,200	2,200	0	19,800	19,800	0	26,400
5201-00 - National, Regional, & Local PR	5,000	5,000	0	45,000	45,000	0	60,000
5202-00 - PR Program/ Content Dev - Blogs	2,000	2,000	0	18,000	18,000	0	24,000
5202-01 - Rich Content Development	0	0	0	4,975	16,500	(11,525)	22,000
5204-00 - Media Mission(s)	679	0	679	8,823	10,600	(1,777)	10,600
5206-00 - Digital Buy/ Social Media Boost	86	500	(414)	4,086	4,500	(414)	6,000
5207-00 - Content Campaigns/Tools-My Emma	300	300	0	2,700	2,700	0	3,600
5208-00 - International Travel Media FAMS	1,350	1,700	(350)	5,206	10,200	(4,994)	13,600
5208-01 - Int'l FAM Hard Cost	167	1,500	(1,333)	2,108	9,000	(6,892)	12,000
5208-02 - Int'l Media Retainer	250	300	(50)	2,650	2,700	(50)	3,600
5209-00 - Domestic Travel Media FAMS	6,107	3,500	2,607	19,773	31,500	(11,727)	38,500
5210-00 - Content Dev - Newsletters	1,800	1,800	0	16,200	16,200	0	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	36,000	36,000	0	48,000
5212-00 - Social Giveaways & Contests	0	0	0	6,154	5,700	454	9,200
5213-00 - Facebook Live	0	0	0	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	23,939	22,800	1,139	201,927	241,260	(39,333)	321,580
6000-00 - CONFERENCE SALES							
6002-00 - Destination Print	0	0	0	17,260	23,850	(6,590)	23,850

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

March 2020

	Mar 20	Budget	\$ Over Budget	Jul '19 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
6003-00 - Geo-Fence Targeting	0			0	2,500	(2,500)	2,500
6004-00 - Email	0	850	(850)	2,550	5,100	(2,550)	7,650
6005-00 - Paid Media	204	833	(629)	6,276	7,497	(1,221)	10,000
6006-00 - CVENT	0			11,290	13,500	(2,210)	13,500
6007-00 - Creative Production	0	1,500	(1,500)	14,536	25,000	(10,464)	30,000
6008-00 - Conference PR / Social Outreach	400	1,000	(600)	8,400	9,000	(600)	12,000
6016-00 - MCC Search Engine Marketing	7			3,408			
6018-00 - MCC Media Commission	102	330	(228)	5,839	7,870	(2,031)	8,861
6018-01 - MCC Digital Ad Serving	0			1			
6019-00 - Conference Direct Partnership	0			0	5,000	(5,000)	5,000
6128-00 - HelmsBriscoe Strategic Partner	583			5,167	6,000	(833)	6,000
6152-00 - Client Events / Opportunities	0	0	0	10,789	9,000	1,789	15,000
6153-00 - Chicago Sales Rep Support	147	6,400	(6,253)	7,201	7,900	(699)	10,000
Total 6000-00 - CONFERENCE SALES	1,443	10,913	(9,470)	92,718	122,217	(29,499)	144,361
6100-00 - TRADE SHOWS							
6111-00 - Site Inspections	226	500	(274)	2,329	5,350	(3,021)	7,000
6116-00 - CalSAE Seasonal Spectacular	0	0	0	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	968			1,168	2,500	(1,332)	2,500
6120-01 - Sac River Cats Client Event	0			2,392	2,500	(108)	2,500
6127-00 - CalSAE Annual	0	1,700	(1,700)	6,022	6,700	(678)	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	0	0	0	5,317	4,500	817	6,500
6156-00 - Connect California	0	0	0	281	3,750	(3,469)	5,250
6156-02 - Connect Chicago	0	0	0	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	0	0	0	7,961	5,250	2,711	5,250
6164-00 - Connect Mountain Incentive	0	1,500	(1,500)	0	5,250	(5,250)	5,250
6165-00 - Bay Area Client Appreciation	(1,750)	0	(1,750)	3,250	0	3,250	5,000
6167-00 - Nor Cal DMO	0			489	0	489	0
6168-00 - Sacramento/Roseville TopGolf	0			(106)	2,500	(2,606)	2,500
6169-00 - Prestige Meetings SF	0			0	2,395	(2,395)	2,395
6171-00 - Outdoor Retailer	0	0	0	105	600	(495)	600
6172-00 - Prestige Meetings Seattle	0	0	0	0	1,095	(1,095)	2,595
6173-00 - Connect NYC	0			325			
Total 6100-00 - TRADE SHOWS	(556)	3,700	(4,256)	61,671	91,960	(30,289)	106,610
7000-00 - COMMITTED & ADMIN EXPENSES							
5006-00 - Cooperative Programs	3,332	12,500	(9,168)	33,559	37,500	(3,941)	50,000
5009-00 - Fulfillment / Mail	0	1,000	(1,000)	8,796	9,000	(204)	12,000
5021-00 - RASC-Reno Air Service Corp	0	0	0	75,000	75,000	0	100,000
5122-00 - SSMC Shipping - Sierra Ski Mkt	0			5			
5123-00 - HSVC - High Sierra Visitors	167			1,500	2,000	(500)	2,000
7001-00 - Miscellaneous	0			253	0	253	0
7002-00 - CRM Subscription	833	833	0	7,500	7,497	3	9,996
7003-00 - IVCBVB Entertainment Fund	48	2,000	(1,952)	2,258	6,000	(3,742)	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	30,000	0	30,000	30,000	0	30,000	30,000
7007-00 - Destimetrics / DMX	0	0	0	25,013	25,014	(2)	33,352
7008-00 - Opportunistic Funds	(3,021)	0	(3,021)	34,373	50,000	(15,627)	50,000
7009-00 - Tahoe Cam Usage	0	177	(177)	2,124	1,593	531	2,124
7010-00 - Photo Management & Storage	4,949	592	4,357	4,949	5,328	(379)	7,104
7011-00 - TrendKite PR Software	0	333	(333)	2,500	2,997	(497)	3,996
8700-00 - Automobile Expense*	0	400	(400)	3,390	3,600	(210)	4,800
7000-00 - COMMITTED & ADMIN EXPENSES - Other	165			325			
Total 7000-00 - COMMITTED & ADMIN EXPENSES	36,472	17,835	18,637	273,075	240,529	32,546	352,372
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	38,250	38,250	0	51,000
8003-00 - Website Hosting Maintenance	0	4,166	(4,166)	51,668	37,494	14,174	50,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	4,250	8,416	(4,166)	89,918	75,744	14,174	101,000
Total Expense	109,658	178,463	(68,805)	1,759,533	1,937,670	(178,137)	2,453,364
Net Income	68,804	(1)	68,805	178,135	(2)	178,137	(2)

Aging by Revenue Item

As of 3/31/2020

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	\$0.00	\$940.00	\$940.00
11-20 Employees Membership Dues			\$1,035.00	\$345.00	\$345.00	\$0.00	\$0.00	\$670.00	\$2,395.00
1-5 Employees Membership Dues			\$2,360.00	\$2,360.00	\$2,360.00	\$855.00	\$570.00	\$2,850.00	\$11,355.00
21-50 Employees Membership Dues			\$540.00	\$540.00	\$3,780.00	\$835.00	\$1,560.00	\$1,040.00	\$8,295.00
50-100 Employees Membership Dues			\$750.00	\$0.00	\$0.00	\$0.00	\$725.00	\$0.00	\$1,475.00
6-10 Employees Membership Dues			\$0.00	\$325.00	\$10,050.00	\$315.00	\$0.00	\$945.00	\$11,635.00
Financial Institutions Membership			\$700.00	\$0.00	\$2,100.00	\$700.00	\$0.00	\$0.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$680.00	\$340.00	\$1,700.00	\$330.00	\$0.00	\$660.00	\$3,710.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$830.00	\$0.00	\$0.00	\$0.00	\$830.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$28,315.00	\$0.00	\$0.00	\$0.00	\$28,315.00
1201-01 Member AR Membership Dues			\$6,065.00	\$3,910.00	\$49,480.00	\$3,035.00	\$2,855.00	\$7,105.00	\$72,450.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$235.00	\$585.00	\$175.00	\$0.00	\$0.00	\$175.00	\$1,170.00
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	\$0.00	\$165.00	\$0.00	\$0.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$565.00	\$0.00	\$0.00	\$0.00	\$565.00
1201-03 Member Accounts Receivable -			\$235.00	\$585.00	\$740.00	\$165.00	\$0.00	\$375.00	\$2,100.00
GRAND TOTALS			\$6,300.00	\$4,495.00	\$50,220.00	\$3,200.00	\$2,855.00	\$7,480.00	\$74,550.00

KEY METRICS FOR March 31, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru March 2020)					
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	6,141,161	3,359,626	\$ 18,324,583
2017 - 2018	6,281,807	3,455,332	5,640,608	3,198,834	\$ 18,576,581
2018 - 2019	7,070,973	4,035,182	6,988,430	3,560,348	\$ 21,654,933
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	29419	32320	30546	36049	18.02%
Phone	2648	2418	2185	2335	6.86%
Email	273	290	311	361	16.08%
Kings Beach (Walk In)	3455	7883	11439	8322	-27.25%
NLT - Event Traffic	4,820	4310	3295	3243	-1.58%
Total	40,615	47,221.00	47,776.00	50,310.00	5.30%

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	March 2020
California (pop. 38,332,521)	5.3%
Placer County (367,309)	4.0%
Dollar Point (1,215)	2.7%
Kings Beach (3,893)	1.5%
Sunnyside/Tahoe City (1,557)	6.2%
Tahoe Vista (1,433)	0.9%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	56.7%	32.2%	-43.2%
ADR (Average Daily Rate)	\$ 376	\$ 355	-5.7%
RevPAR (Rev per Available Room)	\$ 213	\$ 114	-46.5%
Occupancy 1 Mth Forecast	28.7%	0.7%	-97.6%
ADR 1 Mth Forecast	\$ 259	\$ 321	23.9%
RevPAR 1 Mth Forecast	\$ 74	\$ 2	-97.0%
Occupancy (prior 6 months)	52.1%	46.1%	-11.5%
ADR (prior 6 months)	\$ 365	\$ 387	6.2%
RevPAR (prior 6 months)	\$ 190	\$ 179	-6.0%
Occupancy (next 6 months)	26.5%	18.5%	-30.0%
ADR (next 6 months)	\$ 345	\$ 446	29.3%
RevPAR (next 6 months)	\$ 91	\$ 83	-160.5%

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 3/31/2020						
	2018-19		2018-19	2019-20	YOY %	
FORWARD LOOKING	Actuals		Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,890,990		\$ 2,851,161	\$ 2,859,379	0.29%	
Commission for this Revenue	\$ 79,949		\$ 75,322	\$ 46,373	-38.43%	
Number of Room Nights	14,165		15,246	12,061	-20.89%	
Number of Bookings	72		64	56	-12.50%	
Conference Revenue And Percentage by County:						
	18-19	19-20				
Placer	66%	76%	\$1,850,907	\$ 1,871,342	\$ 2,179,286	16.46%
Washoe	10%	17%	\$314,610	\$ 287,644	\$ 473,475	64.60%
South Lake	24%	7%	\$725,473	\$ 692,175	\$ 206,618	-70.15%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,851,161	\$ 2,859,379	0.29%
CURRENT						
NLT - Annual Revenue Goal				\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal				\$ 70,000	\$ 50,000	-28.57%