

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 | **Jeff Cowen**, TRPA
Advisory Committee: **Erin Casey**, Placer County Executive Office

Join Zoom Meeting

<https://us02web.zoom.us/j/85265009883?pwd=TIJpMjZvY2xFZTBXdz5bFQ4MUFHUT09>

Meeting ID: 852 6500 9883

Password: 994967

+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 May 6, 2020 [Link to preliminary online document](#)
Page: 5 B. Approval of NLTRA Financial Statements of April 30, 2020
Page: 24 C. Approval of \$5,000 sponsorship of the Lake Tahoe Dance Festival virtual event
Page: 30 D. Approval of \$10,000 Community Marketing Grant for the Squaw Valley Business Association
Page: 34 E. Approval of \$10,000 Community Marketing Grant for the West Shore Association
Page: 39 F. Approval of \$42,000 In-Market Recovery Campaign

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

- Finance Committee Meeting May 27, 2020
- Tourism Development Committee May 26, 2020
- In-Market Tourism Development Committee May 26, 2020

8:50 a.m.

5. Action Items

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- A. 20.21 NLTRA Budget Review & Approval – Bonnie/Jeff
- B. 20.21 County of Placer Agreement & Scope of Work Review & Approval - Bonnie/Jeff
- C. Housing Deed Restriction & Incentive Program Presentation (possible action) – Emily Setzer/Jennifer Merchant
- D. Bank account authorized signers’ approval

9:30 a.m.

6. Informational Updates/Verbal Reports

- A. Update on Re-opening – Jeff
- B. Visitors Readiness Guide Update – Amber
- C. Marketing Cooperative Update – Jeff/Bonnie

10:30 a.m.

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

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- A. Destimetrics Report Apr 30, 2020
- B. Conference Revenue Statistics Report Apr 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Apr 2020
- D. Tourism Development Report on Activities, Apr 2020
- E. Event Update – Cancelled/Postponed Events, Apr 2020
- F. Visitor Information Center Visitor Report, Apr 2020
- G. North Lake Tahoe Marketing Coop Financial Statements Apr 2020
- H. Membership Accounts Receivable Report Apr 2020
- I. Financial Key Metrics Report Apr 2020
- J. COVID-19 Update

10:35 a.m.

8. CEO and Staff Updates

10:40 a.m.

9. Directors Comments

10:45 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

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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

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

Board members in attendance

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

Board members absent

Aaron Rudnick, Jon Slaughter, and Tom Turner

Staff Members in attendance

Jeffrey Hentz, Bonnie Bavetta, Amber Burke, Liz Bowling, Sarah Winters, and Katie Biggers

Others in attendance

Included Greg Howey, Jeff Cowen, Lindsay Romack, and Jerusha Hall

2. Public Forum

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

3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. **TESTER/PHELAN/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 April 1, 2020 [Link to preliminary online document](#)

B. Approval of NLTRA Financial Statements of March 31, 2020

C. Approval of CEO Expense Report for March 2020

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
- In-Market Tourism Development Committee March 24, 2020

Motion to approve items on the Consent Calendar as presented. WILSON/TESTER/UNANIMOUS

6. Action Items

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

Bavetta presented a budget reforecast of all departments taking into account a number COVID-19 related issues including cancellation of a number of events and lower staff costs. Bavetta explained her recommendations to modify the budget.

Motion to move \$60,000 from administrative salaries to the TMPI budget and secondly to move \$100,000 from marketing to COVID-19 initiatives. WILSON/PHELAN/UNANIMOUS

Casey will present this recommendation to the Board of Supervisors, noting the adjustments are being made due to impacts from COVID and the TBID process.

7. Informational Updates/Verbal Reports

A. COVID-19 Response and Destination Initiatives

Hentz updated the group's ongoing local and regional communications with stakeholders. In addition, NLTRA has hosted well-attended business community workshops, the Business Impact survey, gift card program, and the Stronger Together campaign that led to Smarter Together. The Readiness Program is a three-pronged effort that identifies what the area will need to reopen and suggested guidelines to County officials who will submit a request to the state. Hentz narrated a presentation outlining messaging for the local community and visitors. The Executive Committee will review the presentation for submittal to the County.

Throughout today's meeting, the NLTRA staff was recognized for their hard work and ability to pivot to ensure all community needs are being met. The Board in general, and Tuma in particular, have spent hours and hours addressing the COVID situation and been flexible, communicative, and available.

B. 20/21 County of Placer Contract Update

Bavetta reported the Placer County contract is being renewed for the 20/21 fiscal year with a 3.0% CPI increase. The County contract, scope of work and budget will be presented to this Board in June, then submitted to the Board of Supervisors.

C. Marketing Cooperative Budget Update

Bavetta reported the budget is underspent to date by about \$250,000, and everything is on hold for now. Thought is being given to a potential lower TOT collection in Incline and North Lake Tahoe.

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
- D. Tourism Development Report on Activities, Mar 2020
- E. Event Update – Cancelled/Postponed Events, Mar 2020
- F. Visitor Information Center Visitor Report, Mar 2020
- G. North Lake Tahoe Marketing Coop Financial Statements Mar 2020
- H. Membership Accounts Receivable Report Mar 2020

I. Financial Key Metrics Report Mar 2020

9. CEO and Staff Updates

Hentz has been pushing forward a number of initiatives related to COVID and reopening. Yesterday's Board of Supervisors meeting was focused on reopening Placer County. Hentz and Tuma gave comment regarding waiving penalties and interest on late TOT payments and supported reopening strategies. Hentz sits on a statewide DMO Council discussing how to reopen business communities. NLTRA is being recognized for creative strategies and initiatives.

Hentz, Bavetta, and Casey have been preparing the FY 2020/21 budget.

Burke is working with Chapman on the marketing budget. She is working with partners to consider visitor sentiment on travel once restrictions are lifted. The first messages will target the drive market, then southern California.

Winters is tracking changes to sales numbers related to COVID. International markets have been disengaged for now. Discussion followed regarding what may be anticipated once restrictions are lifted. Businesses, residents, and visitors need to have realistic expectations.

Bowling described the Stronger Together and Smarter Together campaigns. A Tahoe Love campaign is starting for people to upload their own videos showing community spirit.

10. Directors Comments

Mitchell is looking forward to welcoming people back to the West Shore Café and the marina. Homewood is considering operating the chairlift in the summer to provide access to hiking trails. A to-go only food truck will be available for breakfast.

Phelan is getting ready for customers, fielding a lot of calls, and waiting for when Tahoe Only stickered boats can get on the lake. He is seeing a lot of activity on the Lakeside Trail. Phelan also sits on the Historical Society Board and that organization is concerned about summer operations since it sits on State Parks property.

Tester reported Granite Peak Management received PPP funding and were able to bring back much of their staff. They are using this time to address maintenance projects and prepare for when rentals open up.

Horvath said two businesses in the Village are operating. Plans for events are still in the air, pending reopening of the hotel and Village overall.

Hoffman reported Granlibakken is also planning for reopening. She just heard the resort will receive PPP funds. The marketing and business plans are being reconsidered since most of Granlibakken's main business has been conferences. Tree Top Adventures is reworking the course so it can open when possible.

Casey announced 4th of July fireworks and events have been cancelled in Truckee, Kings Beach, and Tahoe City. Crystal Jacobsen has accepted the position of Deputy Director of CDRA.

Tuma encouraged everyone to listen to Hentz's KTK interview. He highlights how NLTRA staff has pivoted to respond to this situation and how supportive Placer County has been. The work NLTRA is doing is being noticed and appreciated.

Gooding said most of his team is furloughed or working from home but he is developing plans for reopening. He hopes to get the golf course open by Memorial Day and one restaurant for take-out. Hopefully the Resort can receive guests in early June.

11. Meeting Review and Staff Direction

- The Executive Committee will review Hentz's Readiness Program presentation, which will be submitted to Placer County
- Preparation of readiness plans will continue and be communicated to the Board

12. Closed Session

Closed Session was not convened.

13. Adjournment

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

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 05/22/20

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

From: Bonnie Bavetta, CFO

RE: Report for April 2020

A summary of preliminary NLTRA financial results for April 30, 2020 follows:

- Cash balance on April 30, 2020 of \$784,000 was \$91,000 or approximately 12% greater than prior year due primarily to greater year-to-date net income (\$88,000), a decrease in total receivables (\$30,000), and the 18/19 year end increase to the marketing reserve (\$32,000) offset partially by accounts payable down \$71,000.
- The Accounts Receivable – TOT balance of \$302,000 reflected the County TOT funding for April. Balance at this date last year was \$393,000.
- Membership dues receivable totaled \$68,000, an increase of \$42,000 over prior year. Other membership related accounts receivable of \$1,000 was down \$13,000 as a result of the Community Awards Dinner cancellation
- Accounts payable of \$9,000 were \$71,000 below prior year due to timing and a decrease in expenditures relative to this time last year.
- Wages and related liabilities of \$127,000 were \$11,000 or 9% 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-Member Dues of \$77,000 was \$4,000 less than prior year.
- Deferred Revenue-County of \$350,000 reflected the 2019/20 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based timing of monthly payments from the County.
- Due To/From County of Placer balance of \$19,871 reflected TOT funds received for fiscal year 2018/19 that were due back to the County. This is to be paid back to the County in May 2020.
- YTD consolidated net income of \$223,000 at month end April represented Membership's positive net results YTD of \$25,000, and \$198,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$2,398,000 was below budget \$229,000, 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 \$1,987,000 and were \$266,000 or approximately 12% under budget, primarily due to timing and/or cancellation of event sponsorships.
 - Total net results before overhead allocation of \$412,000 were positive to budget \$38,000.

- Operating Results YTD – Conference
 - Commission revenue of \$44,000 was \$16,000 above budget. TOT revenue of \$315,000 was on budget.
 - Expenses of \$238,000 before allocated overhead were under budget \$54,000 due to staff vacancies.
 - Net results of \$120,000 before overhead allocation were better than budget by \$70,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$84,000 were negative to budget by \$6,000. TOT revenue of \$333,000 was on budget.
 - Expenses before overhead allocation of \$315,000 were \$44,000 or 12% below budget, due primarily to reduced staffing needs particularly in the closed pandemic period and visitor center enhancements were put on hold.
 - Net results of \$101,000 before overhead allocation were \$38,000 better than budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$85,000 was on budget.
 - Expenditures of \$115,000 before overhead were \$41,000 over budget.
 - Net loss of \$30,000 before overhead allocation was negative to budget \$41,000. Budget adjustments approved by the NLTRA Board of Directors and proposed to County of Placer will correct this variance to budget.
- Operating Results YTD – Membership
 - Membership dues revenue of \$112,000 was \$4,000 over budget. Other Membership revenue of \$16,000 was negative to budget by \$52,000 primarily due to Community Awards Dinner cancellation.
 - Expenses of \$85,000 were \$47,000 below budget due largely to decrease in staffing (\$21,000) and Community Awards Dinner cancellation (\$26,000).
 - Net income of \$43,000 before overhead allocations was negative to budget by \$1000.
 - Net income of \$25,000 after overhead allocations was \$3,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$425,000 were \$95,000 below budget due primarily to staff vacancies and reduced professional fees.
- Membership cash position as of April 30, 2020
 - Membership activities resulted in a net income \$25,090.
 - Deferred revenues of \$77,096 less receivables of \$69,215 contributed an additional \$7,881 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 was negative \$4,036. The \$20,000 Community Awards Dinner deposit is expected to be received in May.

Summary of North Lake Tahoe Marketing Cooperative financial results at April 30, 2020:

- Cash balance at month end of \$316,000 was \$68,000 less than prior year due to the reduction of prior fund surpluses in late FY18/19 (\$165,000), lower Accounts Payable (\$120,000), and larger Prepaid Expenses (\$12,000) partially offset by greater accounts receivable (\$41,000) higher net operating results (\$290,000).
- Accounts receivable balance of \$61,000 was \$44,000 greater than prior year due to the reduced TOT contribution for IVCBVB for the month of April.
- Accounts payable of \$27,000 were \$120,000 less than prior year primarily due to less expenditures as well as agency work that has been placed on hold.
- 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 \$376,000 was \$290,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$2,183,000 was on budget, although as stated above IVCBVB has not funded the full April contribution due to the anticipated reduction in TOT collections.
- Consumer Marketing expenditures of \$924,000 were \$123,000 or 12% below budget.
- Leisure Sales expenditures of \$138,000 were \$74,000 or 35% below budget.

- Public Relations expenses of \$214,000 were \$61,000 or 22% below budget.
- Conference Sales expenditures of \$94,000 were \$42,000 or 31% below budget.
- Trade Show expenditures of \$58,000 were \$42,000 or 41% below budget.
- Committed & Administrative expenditures of \$277,000 were \$55,000 or 16% below budget.
- Website & Maintenance expenses of \$102,000 were \$18,000 over budget due primarily to higher than anticipated costs associated with upgrading the website.
- Net income of \$376,000 was better than budget by \$376,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

April 30, 2020

North Lake Tahoe Resort Association

Accrual Basis

Balance Sheet

As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	137	21	15%	116
1003-00 · Cash - Operations BOTW #6712	502,671	364,750	137,921	38%	332,281
1007-00 · Cash - Payroll BOTW #7421	4,603	3,110	1,493	48%	11,572
1008-00 · Marketing Reserve - Plumas	50,304	50,231	73	0%	50,244
1009-00 · Cash Flow Reserve - Plumas	100,814	100,617	197	0%	100,650
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	95,384	143,631	(48,247)	(34%)	138,243
10950 · Cash in Drawer	139	1,040	(901)	(87%)	1,678
Total Checking/Savings	783,655	693,098	90,557	13%	664,366
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	70,212	25,525	44,687	175%	24,817
1290-00 · A/R - TOT	301,548	393,492	(91,944)	(23%)	57,504
Total Accounts Receivable	371,760	419,017	(47,257)	(11%)	82,321
Other Current Assets					
1200-99 · AR Other	1,353	10	1,343	13,430%	10
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	67,830	25,565	42,265	165%	2,720
1201-03 · Member AR - Other	1,385	14,545	(13,160)	(90%)	3,745
Total 1201-00 · Member Accounts Receivable	69,215	40,110	29,105	73%	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	21,086	1,794	9%	22,015
Total 12100 · Inventory Asset	22,898	21,086	1,812	9%	22,030
1299 · Receivable from NLTM	328	11,968	(11,640)	(97%)	15,703
1490-00 · Security Deposits	1,150	1,610	(460)	(29%)	1,250
Total Other Current Assets	92,169	72,009	20,160	28%	43,871
Total Current Assets	1,247,584	1,184,124	63,460	5%	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	(20,265)	(19,877)	(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	229	1,644	(1,415)	(86%)	1,409
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	11,677	11,914	(237)	(2%)	14,312
1430-00 · Prepaid 1st Class Postage	100	500	(400)	(80%)	100

North Lake Tahoe Resort Association

Balance Sheet

As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change	Jun 30, 19
1400-00 · Prepaid Expenses - Other	583	6,367	(5,784)	(91%)	3,964
Total 1400-00 · Prepaid Expenses	12,360	18,781	(6,421)	(34%)	18,376
Total Other Assets	12,360	18,781	(6,421)	(34%)	18,376
TOTAL ASSETS	1,260,173	1,204,549	55,624	5%	810,343
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	8,708	79,214	(70,506)	(89%)	73,556
Total Accounts Payable	8,708	79,214	(70,506)	(89%)	73,556
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	17,809	11,600	6,209	54%	20,922
2101-00 · Incentive Payable	57,135	72,616	(15,481)	(21%)	58,630
2102-00 · Commissions Payable	5,657	3,534	2,123	60%	7,132
2120-00 · Empl. Federal Tax Payable	7,683	4,916	2,767	56%	9,775
2175-00 · 401 (k) Plan	2,617	2,613	4	0%	4,369
2180-00 · Estimated PTO Liability	36,333	43,126	(6,793)	(16%)	52,993
Total 21000 · Salaries/Wages/Payroll Liabilit	127,234	138,405	(11,171)	(8%)	153,821
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	36	(36)	(100%)	827
25500 · *Sales Tax Payable	0	657	(657)	(100%)	2,307
2190-00 · Sales and Use Tax Payable - Other	0	3	(3)	(100%)	3,134
Total 2190-00 · Sales and Use Tax Payable	0	696	(696)	(100%)	59,690
2250-00 · Accrued Expenses	0	339	(339)	(100%)	0
2300-00 · Marketing Cooperative Liabili	8,910	0	8,910	100%	0
2400-60 · Deferred Revenue- Member Dues	77,096	80,886	(3,790)	(5%)	57,969
2500-00 · Deferred Revenue - TMBC	1,290	855	435	51%	840
2650-00 · Deferred Rev - Events	2,255	0	2,255	100%	0
2651-00 · Deferred Rev - Conference	0	733	(733)	(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	586,961	576,356	10,605	2%	295,325
Total Current Liabilities	595,669	655,570	(59,901)	(9%)	368,881
Total Liabilities	595,669	655,570	(59,901)	(9%)	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	223,040	134,623	88,417	66%	(5,338)
Total Equity	664,501	548,975	115,526	21%	441,461
TOTAL LIABILITIES & EQUITY	1,260,173	1,204,549	55,624	5%	810,343

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	3,131,500	3,075,321	56,179	2%
4200-00 · Membership Dues Revenue	112,305	114,081	-1,777	-2%
4205-00 · Conference Dues	0	6,096	-6,096	-100%
4250-00 · Revenues-Membership Activities				
4250-01 · Community Awards				
4250-04 · Silent Auction	0	12,876	-12,876	-100%
4250-05 · Sponsorships	0	17,165	-17,165	-100%
4250-01 · Community Awards - Other	0	14,646	-14,646	-100%
Total 4250-01 · Community Awards	0	44,687	-44,687	-100%
4250-02 · Chamber Events	0	2,847	-2,847	-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	4,887	-507	-10%
Total 4251-00 · Tues AM Breakfast Club	7,705	7,387	318	4%
4250-00 · Revenues-Membership Activities - Other	7,956	3,453	4,503	130%
Total 4250-00 · Revenues-Membership Activities	15,661	60,996	-45,335	-74%
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	43,832	-9,512	-22%
Total 4600-00 · Commissions	44,459	52,249	-7,791	-15%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC Income	9,867	2,989	6,878	230%
46000 · Merchandise Sales - Other	73,746	85,132	-11,386	-13%
Total 46000 · Merchandise Sales	83,613	88,121	-4,508	-5%
Total Income	3,388,538	3,397,471	-8,933	-0%
Cost of Goods Sold				
52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	3,388,538	3,397,471	-8,933	-0%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	15,326	14,798	527	4%
5020-00 · P/R - Tax Expense	60,200	66,996	-6,796	-10%
5030-00 · P/R - Health Insurance Expense	101,747	104,817	-3,070	-3%
5040-00 · P/R - Workmans Comp	7,035	6,109	927	15%
5060-00 · 401 (k)	26,683	29,415	-2,732	-9%
5070-00 · Other Benefits and Expenses	2,854	3,554	-699	-20%
5000-00 · Salaries & Wages - Other	724,260	855,062	-130,802	-15%
Total 5000-00 · Salaries & Wages	938,106	1,080,751	-142,645	-13%
5100-00 · Rent				
5110-00 · Utilities	8,822	10,120	-1,298	-13%
5140-00 · Repairs & Maintenance	7,011	13,443	-6,431	-48%
5150-00 · Office - Cleaning	7,065	5,340	1,725	32%
5100-00 · Rent - Other	130,664	127,892	2,772	2%
Total 5100-00 · Rent	153,562	156,795	-3,232	-2%
5310-00 · Telephone				
5320-00 · Telephone	20,000	22,457	-2,457	-11%
5350-00 · Internet	0	25	-25	-100%
Total 5310-00 · Telephone	20,000	22,482	-2,482	-11%
5420-00 · Mail - USPS				
5480-00 · Mail - Fed Ex	0	84	-84	-100%
5420-00 · Mail - USPS - Other	1,417	-3,562	4,979	140%
Total 5420-00 · Mail - USPS	1,417	-3,479	4,896	141%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
5510-00 · Insurance/Bonding	9,942	6,296	3,647	58%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	855	6,141	-5,286	-86%
5520-00 · Supplies - Other	29,254	11,701	17,552	150%
Total 5520-00 · Supplies	30,109	17,842	12,267	69%
5610-00 · Depreciation	1,180	1,397	-218	-16%
5700-00 · Equipment Support & Maintenance	22,110	3,406	18,704	549%
5710-00 · Taxes, Licenses & Fees	10,273	8,919	1,354	15%
5740-00 · Equipment Rental/Leasing	7,042	12,902	-5,860	-45%
5800-00 · Training Seminars	4,513	7,939	-3,426	-43%
5850-00 · Artist of Month - Commissions	9,927	2,579	7,348	285%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	4,320	1,000	3,320	332%
5920-00 · Professional Fees - Accountant	21,825	24,250	-2,425	-10%
5921-00 · Professional Fees - Other	91,498	6,610	84,888	1,284%
Total 5900-00 · Professional Fees	117,643	31,860	85,783	269%
5941-00 · Research & Planning	0	28,820	-28,820	-100%
6020-00 · Programs				
6016-00 · Special Event Partnership	20,954	27,750	-6,796	-25%
Total 6020-00 · Programs	20,954	27,750	-6,796	-25%
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	0	27,500	-27,500	-100%
6421-05 · No Barriers	0	8,400	-8,400	-100%
6421-06 · Spartan	254,019	254,353	-335	-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	30,476	-30,476	-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	5,625	4,453	79%
Total 6420-01 · Sponsorships	325,885	405,080	-79,195	-20%
6421-00 · New Event Development	0	27,991	-27,991	-100%
6422-00 · Event Media	0	0	0	0%
6424-00 · Event Operation Expenses	1,617	2,056	-439	-21%
Total 6420-00 · Events	327,502	435,127	-107,625	-25%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	1,222	25,943	-24,720	-95%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,469	-2,836	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	4,714	-1,990	-42%
6441-00 · Membership - Miscellaneous Exp	0	60	-60	-100%
6442-00 · Public Relations/Website	4,555	12,558	-8,003	-64%
6444-00 · Trades	0	1,430	-1,430	-100%
6423-00 · Membership Activities - Other	13,280	13,052	228	2%
Total 6423-00 · Membership Activities	22,414	61,225	-38,812	-63%
6730-00 · Marketing Cooperative/Media	1,344,959	1,216,523	128,436	11%
6740-00 · Media/Collateral/Production	413	1,278	-864	-68%
6742-00 · Non-NLT Co-Op Marketing Program	9,744	23,085	-13,341	-58%
6743-00 · BACC Marketing Programs				
6743-01 · Shop Local	10,557	7,883	2,673	34%
6743-03 · Touch Lake Tahoe	19,788	12,500	7,288	58%
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	21,383	7,961	37%
7500-00 · Trade Shows/Travel	3,722	372	3,350	900%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	885	1,073	-188	-18%
52500 · Purchase Discounts	-101	-40	-60	-150%
59900 · POS Inventory Adjustments	351	-56	407	729%
8100-00 · Cost of Goods Sold - Other	39,399	46,917	-7,518	-16%

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

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
Total 8100-00 • Cost of Goods Sold	40,535	47,894	-7,359	-15%
8200-00 • Associate Relations	1,042	2,627	-1,585	-60%
8300-00 • Board Functions	21,632	8,053	13,580	169%
8500-00 • Credit Card Fees	4,588	6,496	-1,909	-29%
8600-00 • Additional Opportunit	0	8,500	-8,500	-100%
8700-00 • Automobile Expenses	2,056	4,425	-2,369	-54%
8750-00 • Meals/Meetings	1,369	3,746	-2,377	-64%
8810-00 • Dues & Subscriptions	6,424	7,307	-883	-12%
8910-00 • Travel	0	3,654	-3,654	-100%
8920-00 • Bad Debt	3,199	5,123	-1,924	-38%
Total Expense	3,165,722	3,263,078	-97,356	-3%
Net Ordinary Income	222,816	134,393	88,423	66%
Other Income/Expense				
Other Income				
4700-00 • Revenues- Interest & Investment	224	230	-6	-3%
Total Other Income	224	230	-6	-3%
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	224	230	-6	-3%
Net Income	223,040	134,623	88,417	66%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	301,548	345,215	(43,667)	3,131,500	3,360,739	(229,238)	3,914,430
4200-00 - Membership Dues Revenue	11,189	10,833	356	112,305	108,333	3,971	130,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	17,000	(17,000)	0	17,000	(17,000)	17,000
4250-05 - Sponsorships	(1,405)	17,000	(18,405)	0	17,000	(17,000)	17,000
4250-01 - Community Awards - Other	0	16,000	(16,000)	0	16,000	(16,000)	16,000
Total 4250-01 - Community Awards	(1,405)	50,000	(51,405)	0	50,000	(50,000)	50,000
4250-02 - Chamber Events	0	0	0	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	0	636	(636)	4,380	5,727	(1,347)	7,000
Total 4251-00 - Tues AM Breakfast Club	0	636	(636)	7,705	8,727	(1,022)	10,000
4250-00 - Revenues-Membership Activities - Other	150	200	(50)	7,956	3,600	4,356	4,000
Total 4250-00 - Revenues-Membership Activities	(1,255)	50,836	(52,091)	15,661	67,527	(51,866)	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	0	0	0	34,320	28,276	6,044	28,276
Total 4600-00 - Commissions	0	0	0	44,459	28,276	16,183	28,276
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC Income	0	400	(400)	9,867	4,000	5,867	4,800
46000 - Merchandise Sales - Other	0	9,000	(9,000)	73,746	85,600	(11,854)	108,100
Total 46000 - Merchandise Sales	0	9,400	(9,400)	83,613	89,600	(5,987)	112,900
Total Income	311,483	416,285	(104,802)	3,388,538	3,654,475	(265,937)	4,254,806
Gross Profit	311,483	416,285	(104,802)	3,388,538	3,654,475	(265,937)	4,254,806
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	(186)	800	(986)	15,326	8,000	7,326	9,600
5020-00 - P/R - Tax Expense	4,856	7,183	(2,327)	60,200	72,197	(11,997)	84,163
5030-00 - P/R - Health Insurance Expense	8,309	11,868	(3,559)	101,747	118,680	(16,933)	142,416
5040-00 - P/R - Workmans Comp	(152)	1,104	(1,256)	7,035	11,654	(4,619)	13,981
5060-00 - 401 (k)	1,984	3,486	(1,503)	26,683	34,902	(8,219)	41,981
5061-00 - 401k Profit Sharing	0	80	(80)	0	800	(800)	960
5070-00 - Other Benefits and Expenses	170	413	(244)	2,854	4,133	(1,279)	5,040
5000-00 - Salaries & Wages - Other	76,044	87,142	(11,098)	724,260	872,370	(148,110)	1,049,304
Total 5000-00 - Salaries & Wages	91,023	112,077	(21,054)	938,106	1,122,737	(184,630)	1,347,445
5100-00 - Rent							
5110-00 - Utilities	960	1,078	(117)	8,822	10,770	(1,948)	12,899
5140-00 - Repairs & Maintenance	552	1,542	(989)	7,011	17,010	(9,999)	21,938
5150-00 - Office - Cleaning	815	648	167	7,065	7,077	(12)	10,362
5100-00 - Rent - Other	13,079	13,108	(29)	130,664	126,936	3,728	151,529
Total 5100-00 - Rent	15,407	16,375	(969)	153,562	161,795	(8,232)	196,728
5310-00 - Telephone							
5320-00 - Telephone	2,312	1,842	470	20,000	20,450	(450)	24,134
Total 5310-00 - Telephone	2,312	1,842	470	20,000	20,450	(450)	24,134
5420-00 - Mail - USPS	0	213	(213)	1,417	2,151	(734)	2,578
5510-00 - Insurance/Bonding	269	795	(526)	9,942	8,014	1,928	9,604
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	61	1,389	(1,328)	855	9,597	(8,741)	10,442
5520-00 - Supplies - Other	643	1,080	(436)	29,254	27,221	2,033	29,248
Total 5520-00 - Supplies	704	2,468	(1,764)	30,109	36,818	(6,709)	39,690
5610-00 - Depreciation	118	158	(40)	1,180	1,576	(397)	1,656
5700-00 - Equipment Support & Maintenance	2,689	2,596	93	22,110	25,000	(2,890)	29,952
5710-00 - Taxes, Licenses & Fees	790	1,062	(271)	10,273	10,772	(499)	12,895
5740-00 - Equipment Rental/Leasing	365	1,241	(875)	7,042	12,622	(5,581)	15,104
5800-00 - Training Seminars	0	1,421	(1,421)	4,513	10,494	(5,981)	12,835
5850-00 - Artist of Month - Commissions	0	360	(360)	9,927	3,600	6,327	4,320
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	725	(725)	4,320	7,250	(2,930)	9,000
5920-00 - Professional Fees - Accountant	0	2,500	(2,500)	21,825	24,900	(3,075)	24,900
5921-00 - Professional Fees - Other	0	2,983	(2,983)	91,498	76,833	14,665	81,800
Total 5900-00 - Professional Fees	0	6,208	(6,208)	117,643	108,983	8,660	115,700
5941-00 - Research & Planning	0	1,800	(1,800)	0	18,000	(18,000)	21,600
6020-00 - Programs							
6016-00 - Special Event Partnership	1,954	10,000	(8,046)	20,954	35,000	(14,046)	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

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr ...	YTD Budget	\$ Over Budget	Annual Bud...
Total 6020-00 • Programs	1,954	10,000	(8,046)	20,954	35,000	(14,046)	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	(25,000)	0	(25,000)	0	25,000	(25,000)	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	0	4,000	(4,000)	21,120	21,900	(780)	21,900
6421-16 • Mountain Travel Symposium	0	25,000	(25,000)	10,078	75,000	(64,922)	75,000
Total 6420-01 • Sponsorships	(25,000)	29,000	(54,000)	325,885	470,295	(144,410)	477,695
6421-00 • New Event Development	0	2,500	(2,500)	0	25,000	(25,000)	30,000
6424-00 • Event Operation Expenses	0	667	(667)	1,617	6,670	(5,053)	8,000
Total 6420-00 • Events	(25,000)	32,167	(57,167)	327,502	501,965	(174,463)	515,695
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	7	27,500	(27,493)	1,222	27,500	(26,278)	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	4,909	(2,185)	6,000
6442-00 • Public Relations/Website	376	417	(41)	4,555	4,167	388	5,000
6423-00 • Membership Activities - Other	11,386	500	10,886	13,280	7,450	5,830	8,500
Total 6423-00 • Membership Activities	11,768	28,962	(17,194)	22,414	47,526	(25,112)	52,000
6730-00 • Marketing Cooperative/Media	154,348	154,348	0	1,344,959	1,344,959	0	1,503,362
6740-00 • Media/Collateral/Production	0	0	0	413	1,500	(1,087)	3,000
6742-00 • Non-NLT Co-Op Marketing Program	215	2,500	(2,285)	9,744	22,910	(13,166)	27,910
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	0	0	0	10,557	7,883	2,673	20,000
6743-03 • Touch Lake Tahoe	0	4,500	(4,500)	19,788	12,500	7,288	20,000
6743-04 • High Notes	0	0	0	0	0	0	20,000
6743-05 • Peak Your Adventure	0	0	0	(1,000)	1,000	(2,000)	20,000
Total 6743-00 • BACC Marketing Programs	0	4,500	(4,500)	29,345	21,383	7,961	80,000
7500-00 • Trade Shows/Travel	0	0	0	3,722	3,000	722	3,000
8100-00 • Cost of Goods Sold							
81100 • Freight and Shipping Costs	0	20	(20)	885	940	(55)	1,190
52500 • Purchase Discounts	0			(101)			
59900 • POS Inventory Adjustments	0			351			
8100-00 • Cost of Goods Sold - Other	0	4,500	(4,500)	39,399	42,800	(3,401)	54,050
Total 8100-00 • Cost of Goods Sold	0	4,520	(4,520)	40,535	43,740	(3,205)	55,240
8200-00 • Associate Relations	0	648	(648)	1,042	6,480	(5,438)	7,756
8300-00 • Board Functions	299	150	149	21,632	5,650	15,982	5,950
8500-00 • Credit Card Fees	20	1,829	(1,809)	4,588	6,274	(1,687)	7,454
8600-00 • Additional Opportunities	0	3,500	(3,500)	0	25,091	(25,091)	32,091
8700-00 • Automobile Expenses	89	493	(403)	2,056	5,300	(3,244)	6,285
8750-00 • Meals/Meetings	23	461	(438)	1,369	4,612	(3,243)	5,634
8810-00 • Dues & Subscriptions	841	616	225	6,424	6,258	166	7,490
8910-00 • Travel	0	1,500	(1,500)	0	7,800	(7,800)	7,800
8920-00 • Bad Debt	0	0	0	3,199	0	3,199	0
Total Expense	258,235	394,810	(136,575)	3,165,722	3,632,460	(466,738)	4,234,808
Net Ordinary Income	53,248	21,475	31,773	222,816	22,015	200,801	19,998
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	17	0	17	224	0	224	0
Total Other Income	17	0	17	224	0	224	0
Other Expense							
8990-00 • Allocated	0	0	0	0	(2)	2	0
Total Other Expense	0	0	0	0	(2)	2	0
Net Other Income	17	0	17	224	2	222	0
Net Income	53,264	21,475	31,789	223,040	22,017	201,023	19,998

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

Accrual Basis

11 - Marketing

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	232,490	276,156	(43,667)	2,398,349	2,627,592	(229,242)	3,044,007
4253-00 • Revenue- Other	0	0	0	1,000	0	1,000	0
Total Income	232,490	276,156	(43,667)	2,399,349	2,627,592	(228,242)	3,044,007
Gross Profit	232,490	276,156	(43,667)	2,399,349	2,627,592	(228,242)	3,044,007
Expense							
5000-00 • Salaries & Wages							
5000-01 • In-Market Administration	1,375	1,375	0	13,750	13,750	0	16,500
5020-00 • P/R - Tax Expense	1,420	2,037	(617)	18,454	20,374	(1,920)	21,537
5030-00 • P/R - Health Insurance Expense	3,672	3,667	5	42,259	36,670	5,589	44,004
5040-00 • P/R - Workmans Comp	126	178	(52)	1,360	1,783	(423)	2,139
5060-00 • 401 (k)	895	1,019	(124)	8,585	10,187	(1,602)	12,224
5070-00 • Other Benefits and Expenses	116	160	(44)	1,162	1,600	(438)	1,920
5000-00 • Salaries & Wages - Other	23,180	25,467	(2,287)	231,990	254,670	(22,680)	305,604
Total 5000-00 • Salaries & Wages	30,785	33,903	(3,119)	317,559	339,033	(21,474)	403,929
5100-00 • Rent							
5110-00 • Utilities	184	201	(17)	1,631	1,601	30	2,001
5140-00 • Repairs & Maintenance	46	78	(32)	461	2,367	(1,906)	4,367
5160-00 • Office - Cleaning	304	206	98	2,637	1,866	771	2,866
5100-00 • Rent - Other	2,431	2,386	45	24,352	21,852	2,500	24,200
Total 5100-00 • Rent	2,965	2,871	94	29,081	27,685	1,396	33,434
5310-00 • Telephone							
5320-00 • Telephone	619	400	219	5,577	5,800	(223)	6,600
Total 5310-00 • Telephone	619	400	219	5,577	5,800	(223)	6,600
5420-00 • Mail - USPS	0	50	(50)	458	500	(42)	600
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	100	(100)	0	3,500	(3,500)	3,700
5520-00 • Supplies - Other	98	200	(102)	1,222	4,250	(3,028)	4,750
Total 5520-00 • Supplies	98	300	(202)	1,222	7,750	(6,528)	8,450
5700-00 • Equipment Support & Maintenance	0	120	(120)	0	1,200	(1,200)	1,440
5710-00 • Taxes, Licenses & Fees	0	0	0	60	0	60	0
5740-00 • Equipment Rental/Leasing	91	315	(224)	1,798	3,150	(1,352)	3,780
5800-00 • Training Seminars	0	1,000	(1,000)	4,424	4,285	138	4,785
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	0	100	(100)	0	1,000	(1,000)	1,500
5921-00 • Professional Fees - Other	0	400	(400)	0	4,000	(4,000)	4,800
Total 5900-00 • Professional Fees	0	500	(500)	0	5,000	(5,000)	6,300
5941-00 • Research & Planning	0	1,500	(1,500)	0	15,000	(15,000)	18,000
6020-00 • Programs							
6016-00 • Special Event Partnership	1,954	10,000	(8,046)	20,954	35,000	(14,046)	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	1,954	10,000	(8,046)	20,954	35,000	(14,046)	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	(25,000)	0	(25,000)	0	25,000	(25,000)	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	0	4,000	(4,000)	21,120	21,900	(780)	21,900
6421-16 • Mountain Travel Symposium	0	25,000	(25,000)	10,078	75,000	(64,922)	75,000
Total 6420-01 • Sponsorships	(25,000)	29,000	(54,000)	325,885	470,295	(144,410)	477,695
6421-00 • New Event Development	0	2,500	(2,500)	0	25,000	(25,000)	30,000
6424-00 • Event Operation Expenses	0	667	(667)	1,617	6,670	(5,053)	8,000
Total 6420-00 • Events	(25,000)	32,167	(57,167)	327,502	501,965	(174,463)	515,695
6730-00 • Marketing Cooperative/Media	143,772	143,772	0	1,239,196	1,239,196	0	1,376,446
6742-00 • Non-NLT Co-Op Marketing Program	15	1,500	(1,485)	5,023	12,910	(7,887)	15,910
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	0	0	0	10,557	7,883	2,673	20,000
6743-03 • Touch Lake Tahoe	0	4,500	(4,500)	19,788	12,500	7,288	20,000
6743-04 • High Notes	0	0	0	0	0	0	20,000
6743-05 • Peak Your Adventure	0	0	0	(1,000)	1,000	(2,000)	20,000
Total 6743-00 • BACC Marketing Programs	0	4,500	(4,500)	29,345	21,383	7,961	80,000
7500-00 • Trade Shows/Travel	0			1,525			
8200-00 • Associate Relations	0	140	(140)	191	1,400	(1,210)	1,660
8500-00 • Credit Card Fees	0			50			
8600-00 • Additional Opportunities	0	3,000	(3,000)	0	20,091	(20,091)	26,091
8700-00 • Automobile Expenses	13	130	(117)	1,169	1,300	(131)	1,560

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

Accrual Basis

11 - Marketing

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
8750-00 • Meals/Meetings	0	163	(163)	252	1,625	(1,373)	1,950
8810-00 • Dues & Subscriptions	171	250	(79)	1,193	2,500	(1,307)	3,000
8910-00 • Travel	0	0	0	0	6,300	(6,300)	6,300
Total Expense	155,483	236,580	(81,098)	1,988,576	2,253,074	(266,497)	2,595,931
Net Ordinary Income	77,007	39,576	37,431	412,773	374,518	38,255	448,076
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	17	0	17	224	0	224	0
Total Other Income	17	0	17	224	0	224	0
Other Expense							
8990-00 • Allocated	32,043	38,904	(6,861)	305,961	374,493	(68,532)	448,076
Total Other Expense	32,043	38,904	(6,861)	305,961	374,493	(68,532)	448,076
Net Other Income	(32,026)	(38,904)	6,878	(305,737)	(374,493)	68,756	(448,076)
Net Income	44,981	672	44,309	107,036	25	107,011	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	34,574	34,575	(0)	314,834	314,833	1	383,252
4600-00 - Commissions							
4601-00 - Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 - Commissions - Other	0	0	0	34,320	28,276	6,044	28,276
Total 4600-00 - Commissions	0	0	0	44,459	28,276	16,183	28,276
Total Income	34,574	34,575	(0)	359,293	343,109	16,184	411,528
Gross Profit	34,574	34,575	(0)	359,293	343,109	16,184	411,528
Expense							
5000-00 - Salaries & Wages							
5010-00 - Sales Commissions	(186)	800	(986)	15,326	8,000	7,326	9,600
5020-00 - P/R - Tax Expense	493	1,064	(571)	6,400	10,637	(4,237)	12,764
5030-00 - P/R - Health Insurance Expense	1,281	1,754	(473)	20,357	17,540	2,817	21,048
5040-00 - P/R - Workmans Comp	36	88	(52)	592	876	(284)	1,051
5060-00 - 401 (k)	269	501	(232)	3,046	5,006	(1,959)	6,007
5061-00 - 401k Profit Sharing	0	80	(80)	0	800	(800)	960
5070-00 - Other Benefits and Expenses	8	0	8	300	0	300	0
5000-00 - Salaries & Wages - Other	6,617	12,514	(5,897)	68,672	125,140	(56,468)	150,168
Total 5000-00 - Salaries & Wages	8,517	16,800	(8,283)	114,693	167,999	(53,305)	201,598
5100-00 - Rent							
5110-00 - Utilities	90	66	24	796	660	136	792
5140-00 - Repairs & Maintenance	23	45	(23)	225	450	(225)	540
5150-00 - Office - Cleaning	148	94	54	1,286	940	346	1,128
5100-00 - Rent - Other	1,140	1,025	115	11,425	10,250	1,175	12,300
Total 5100-00 - Rent	1,401	1,230	171	13,732	12,300	1,432	14,760
5310-00 - Telephone							
5320-00 - Telephone	277	300	(23)	2,714	3,000	(286)	3,600
Total 5310-00 - Telephone	277	300	(23)	2,714	3,000	(286)	3,600
5420-00 - Mail - USPS	0	15	(15)	167	150	17	180
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	31	(31)	0	310	(310)	372
5520-00 - Supplies - Other	18	29	(12)	360	578	(217)	594
Total 5520-00 - Supplies	18	60	(43)	360	888	(527)	966
5700-00 - Equipment Support & Maintenance	0	120	(120)	0	240	(240)	240
5710-00 - Taxes, Licenses & Fees	0	0	0	31	0	31	0
5740-00 - Equipment Rental/Leasing	40	125	(84)	797	1,246	(449)	1,496
6730-00 - Marketing Cooperative/Media	10,576	10,576	0	105,763	105,763	0	126,916
8200-00 - Associate Relations	0	80	(80)	54	800	(746)	960
8500-00 - Credit Card Fees	0	0	0	90	0	90	0
8810-00 - Dues & Subscriptions	0	20	(20)	4	200	(196)	240
Total Expense	20,829	29,326	(8,497)	238,406	292,586	(54,180)	350,956
Net Ordinary Income	13,745	5,249	8,496	120,887	50,523	70,364	60,572
Other Income/Expense							
Other Expense							
8990-00 - Allocated	4,323	5,249	(926)	41,277	50,523	(9,246)	60,572
Total Other Expense	4,323	5,249	(926)	41,277	50,523	(9,246)	60,572
Net Other Income	(4,323)	(5,249)	926	(41,277)	(50,523)	9,246	(60,572)
Net Income	9,422	0	9,422	79,610	0	79,610	0

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

Accrual Basis

42 - Visitor Center

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	32,717	32,717	(0)	332,855	332,853	2	398,306
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	0	400	(400)	9,867	4,000	5,867	4,800
46000 • Merchandise Sales - Other	0	9,000	(9,000)	73,746	85,600	(11,854)	108,100
Total 46000 • Merchandise Sales	0	9,400	(9,400)	83,613	89,600	(5,987)	112,900
Total Income	32,717	42,117	(9,400)	416,468	422,453	(5,985)	511,206
Gross Profit	32,717	42,117	(9,400)	416,468	422,453	(5,985)	511,206
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	524	1,274	(750)	12,557	14,304	(1,747)	17,362
5030-00 • P/R - Health Insurance Expense	1,764	2,225	(461)	17,545	22,250	(4,705)	26,700
5040-00 • P/R - Workmans Comp	218	585	(367)	4,601	6,587	(1,986)	7,856
5050-00 • 401 (k)	178	520	(342)	4,869	5,838	(952)	6,984
5070-00 • Other Benefits and Expenses	22	80	(58)	407	800	(393)	960
5000-00 • Salaries & Wages - Other	8,284	13,000	(4,716)	137,929	145,950	(8,021)	174,600
Total 5000-00 • Salaries & Wages	10,990	17,684	(6,694)	177,924	195,709	(17,785)	234,462
5100-00 • Rent							
5110-00 • Utilities	485	600	(115)	4,811	6,400	(1,789)	7,600
5140-00 • Repairs & Maintenance	128	1,000	(872)	2,303	10,000	(7,698)	12,000
5150-00 • Office - Cleaning	30	50	(20)	257	950	(693)	2,500
5100-00 • Rent - Other	6,501	6,500	1	65,010	65,000	10	78,800
Total 5100-00 • Rent	7,143	8,150	(1,007)	72,181	82,350	(10,169)	100,900
5310-00 • Telephone							
5320-00 • Telephone	211	242	(31)	2,283	2,420	(137)	2,804
Total 5310-00 • Telephone	211	242	(31)	2,283	2,420	(137)	2,804
5420-00 • Mail - USPS	0	50	(50)	117	500	(383)	600
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	966	(966)	0	1,310	(1,310)	1,310
5520-00 • Supplies - Other	101	142	(41)	3,249	4,800	(1,551)	4,894
Total 5520-00 • Supplies	101	1,108	(1,007)	3,249	6,110	(2,861)	6,204
5610-00 • Depreciation	118	118	(0)	1,180	1,180	(1)	1,180
5700-00 • Equipment Support & Maintenance	0	100	(100)	41	1,000	(959)	1,200
5710-00 • Taxes, Licenses & Fees	0	0	0	21	155	(134)	155
5740-00 • Equipment Rental/Leasing	73	235	(162)	1,363	2,350	(987)	2,820
5800-00 • Training Seminars	0	0	0	0	2,000	(2,000)	3,000
5850-00 • Artist of Month - Commissions	0	360	(360)	9,927	3,600	6,327	4,320
6740-00 • Media/Collateral/Production	0	0	0	413	1,500	(1,087)	3,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	2,000	10,000	(8,000)	12,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	0	20	(20)	885	940	(55)	1,190
62500 • Purchase Discounts	0	0	0	(101)	0	(101)	0
59900 • POS Inventory Adjustments	0	0	0	351	0	351	0
8100-00 • Cost of Goods Sold - Other	0	4,500	(4,500)	39,399	42,800	(3,401)	54,050
Total 8100-00 • Cost of Goods Sold	0	4,520	(4,520)	40,535	43,740	(3,205)	55,240
8200-00 • Associate Relations	0	58	(58)	176	580	(404)	696
8500-00 • Credit Card Fees	0	329	(329)	3,008	3,138	(130)	3,954
8700-00 • Automobile Expenses	5	50	(45)	350	850	(500)	950
8750-00 • Meals/Meetings	0	65	(65)	214	650	(436)	780
8810-00 • Dues & Subscriptions	0	0	0	55	100	(45)	100
8910-00 • Travel	0	1,500	(1,500)	0	1,500	(1,500)	1,500
Total Expense	18,843	35,569	(16,726)	315,036	359,432	(44,396)	435,965
Net Ordinary Income	13,874	6,548	7,326	101,432	63,021	38,411	75,241
Other Income/Expense							
Other Expense							
8990-00 • Allocated	5,392	6,547	(1,155)	51,490	63,023	(11,533)	75,243
Total Other Expense	5,392	6,547	(1,155)	51,490	63,023	(11,533)	75,243
Net Other Income	(5,392)	(6,547)	1,155	(51,490)	(63,023)	11,533	(75,243)
Net Income	8,481	1	8,480	49,942	(2)	49,944	(2)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

51 - TMPI

	Apr 20	Budget	\$ Over Bu...	Jul '19 - A...	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	1,767	1,767	0	85,462	85,461	1	88,866
Total Income	1,767	1,767	0	85,462	85,461	1	88,866
Gross Profit	1,767	1,767	0	85,462	85,461	1	88,866
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	49	33	16	184	330	(146)	396
5030-00 - P/R - Health Insurance Expense	(37)	4	(41)	(37)	40	(77)	48
5040-00 - P/R - Workmans Comp	3	4	(1)	11	40	(29)	48
5060-00 - 401 (k)	0	23	(23)	0	230	(230)	276
5000-00 - Salaries & Wages - Other	824	567	257	2,595	5,670	(3,075)	6,804
Total 5000-00 - Salaries & Wages	839	631	208	2,753	6,310	(3,557)	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	0	0	0	19,300	10,510	8,790	10,510
Total 5520-00 - Supplies	0	0	0	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	0	0	0	91,497	55,000	36,497	55,000
Total 5900-00 - Professional Fees	0	0	0	93,217	55,000	38,217	55,000
8700-00 - Automobile Expenses	0	0	0	4	25	(21)	25
8750-00 - Meals/Meetings	0	0	0	1	4	(3)	4
8810-00 - Dues & Subscriptions	0	0	0	4	0	4	0
Total Expense	839	631	208	115,281	74,524	40,757	75,786
Net Ordinary Income	928	1,136	(208)	(29,819)	10,937	(40,756)	13,080
Other Income/Expense							
Other Expense							
8990-00 - Allocated	936	1,136	(200)	8,936	10,937	(2,001)	13,080
Total Other Expense	936	1,136	(200)	8,936	10,937	(2,001)	13,080
Net Other Income	(936)	(1,136)	200	(8,936)	(10,937)	2,001	(13,080)
Net Income	(8)	0	(8)	(38,755)	0	(38,755)	0

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

Accrual Basis

60 - Membership

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 - Membership Dues Revenue	11,189	10,833	356	112,305	108,333	3,971	130,000
4250-00 - Revenues-Membership Activities							
4250-01 - Community Awards							
4250-04 - Silent Auction	0	17,000	(17,000)	0	17,000	(17,000)	17,000
4250-05 - Sponsorships	(1,405)	17,000	(18,405)	0	17,000	(17,000)	17,000
4250-01 - Community Awards - Other	0	16,000	(16,000)	0	16,000	(16,000)	16,000
Total 4250-01 - Community Awards	(1,405)	50,000	(51,405)	0	50,000	(50,000)	50,000
4250-02 - Chamber Events	0	0	0	0	2,500	(2,500)	2,500
4250-03 - Summer/Winter Rec Luncheon	0	0	0	0	2,700	(2,700)	2,700
4251-00 - Tues AM Breakfast Club							
4251-01 - Tues AM Breakfast Club Sponsors	0	0	0	3,325	3,000	325	3,000
4251-00 - Tues AM Breakfast Club - Other	0	636	(636)	4,380	5,727	(1,347)	7,000
Total 4251-00 - Tues AM Breakfast Club	0	636	(636)	7,705	8,727	(1,022)	10,000
4250-00 - Revenues-Membership Activities - Other	150	200	(50)	7,958	3,600	4,358	4,000
Total 4250-00 - Revenues-Membership Activities	(1,255)	50,836	(52,091)	15,661	67,527	(51,866)	69,200
Total Income	9,934	61,670	(51,735)	127,966	175,861	(47,895)	199,200
Gross Profit	9,934	61,670	(51,735)	127,966	175,861	(47,895)	199,200
Expense							
5000-00 - Salaries & Wages							
5000-01 - In-Market Administration	(1,375)	(1,375)	0	(13,750)	(13,750)	0	(16,500)
5020-00 - P/R - Tax Expense	290	434	(144)	4,465	4,343	123	5,211
5030-00 - P/R - Health Insurance Expense	593	849	(256)	6,991	8,490	(1,499)	10,188
5040-00 - P/R - Workmans Comp	26	44	(18)	321	443	(123)	532
5060-00 - 401 (k)	0	253	(253)	2,129	2,532	(402)	3,038
5070-00 - Other Benefits and Expenses	6	13	(7)	88	133	(46)	160
5000-00 - Salaries & Wages - Other	5,052	6,329	(1,277)	44,305	63,290	(18,985)	76,948
Total 5000-00 - Salaries & Wages	4,592	6,548	(1,956)	44,548	65,481	(20,933)	78,577
5100-00 - Rent							
5110-00 - Utilities	43	36	7	378	358	20	430
5140-00 - Repairs & Maintenance	11	44	(33)	107	438	(331)	525
5150-00 - Office - Cleaning	70	98	(28)	611	981	(370)	1,177
5100-00 - Rent - Other	635	497	138	6,357	4,971	1,386	5,965
Total 5100-00 - Rent	758	675	84	7,453	6,747	705	8,097
5310-00 - Telephone							
5320-00 - Telephone	124	150	(27)	1,191	1,500	(309)	1,800
Total 5310-00 - Telephone	124	150	(27)	1,191	1,500	(309)	1,800
5420-00 - Mail - USPS	0	8	(8)	79	83	(4)	100
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	42	(42)	0	417	(417)	500
5520-00 - Supplies - Other	279	83	196	506	833	(327)	1,000
Total 5520-00 - Supplies	279	125	154	506	1,250	(744)	1,500
5610-00 - Depreciation	0	8	(8)	0	80	(80)	96
5700-00 - Equipment Support & Maintenance	0	56	(56)	0	560	(560)	672
5710-00 - Taxes, Licenses & Fees	0	17	(17)	14	167	(153)	200
5740-00 - Equipment Rental/Leasing	55	225	(170)	1,034	2,250	(1,216)	2,700
5800-00 - Training Seminars	0	21	(21)	0	208	(208)	250
5900-00 - Professional Fees							
5921-00 - Professional Fees - Other	0	83	(83)	0	833	(833)	1,000
Total 5900-00 - Professional Fees	0	83	(83)	0	833	(833)	1,000
6423-00 - Membership Activities							
6434-00 - Community Awards Dinner	7	27,500	(27,493)	1,222	27,500	(26,278)	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	4,909	(2,185)	6,000
6442-00 - Public Relations/Website	376	417	(41)	4,555	4,167	388	5,000
6423-00 - Membership Activities - Other	11,386	500	10,886	13,280	7,450	5,830	8,500
Total 6423-00 - Membership Activities	11,768	28,962	(17,194)	22,414	47,526	(25,112)	52,000
6742-00 - Non-NLT Co-Op Marketing Program	0			2,350			
8200-00 - Associate Relations	0	25	(25)	190	250	(60)	300
8500-00 - Credit Card Fees	20	1,500	(1,480)	1,265	3,136	(1,871)	3,500
8700-00 - Automobile Expenses	7	63	(56)	268	625	(357)	750
8750-00 - Meals/Meetings	23	83	(61)	368	833	(465)	1,000
8810-00 - Dues & Subscriptions	50	46	4	124	458	(335)	550
8920-00 - Bad Debt	0	0	0	3,199	0	3,199	0
Total Expense	17,675	38,595	(20,919)	85,003	131,989	(46,986)	153,092
Net Ordinary Income	(7,741)	23,075	(30,816)	42,963	43,872	(909)	46,108
Other Income/Expense							
Other Expense							

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

Accrual Basis

60 - Membership

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
8990-00 - Allocated	1,872	2,273	(401)	17,873	21,878	(4,005)	26,107
Total Other Expense	1,872	2,273	(401)	17,873	21,878	(4,005)	26,107
Net Other Income	(1,872)	(2,273)	401	(17,873)	(21,878)	4,005	(26,107)
Net Income	(9,613)	20,802	(30,415)	25,090	21,994	3,096	20,001

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 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)	18,142	22,210	(4,068)	26,892
5030-00 - P/R - Health Insurance Expense	1,037	3,369	(2,332)	14,633	33,690	(19,057)	40,428
5040-00 - P/R - Workmans Comp	(561)	205	(766)	151	1,945	(1,794)	2,355
5060-00 - 401 (k)	641	1,171	(530)	8,037	11,110	(3,073)	13,452
5070-00 - Other Benefits and Expenses	17	160	(143)	898	1,600	(702)	2,000
5000-00 - Salaries & Wages - Other	32,086	29,265	2,821	238,769	277,650	(38,881)	336,180
Total 5000-00 - Salaries & Wages	35,300	36,511	(1,211)	280,630	348,205	(67,575)	421,307
5100-00 - Rent							
5110-00 - Utilities	159	175	(16)	1,406	1,715	(309)	2,040
5140-00 - Repairs & Maintenance	345	375	(30)	3,916	3,750	166	4,500
5160-00 - Office - Cleaning	263	200	63	2,273	2,300	(27)	2,650
5100-00 - Rent - Other	2,372	2,700	(328)	23,520	24,360	(841)	29,760
Total 5100-00 - Rent	3,139	3,450	(311)	31,115	32,125	(1,010)	38,950
5310-00 - Telephone							
5320-00 - Telephone	1,081	750	331	8,232	7,500	732	9,000
Total 5310-00 - Telephone	1,081	750	331	8,232	7,500	732	9,000
5420-00 - Mail - USPS	0	90	(90)	596	900	(304)	1,080
5510-00 - Insurance/Bonding	269	785	(526)	9,942	7,950	1,992	9,540
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	61	250	(189)	855	2,500	(1,645)	3,000
5520-00 - Supplies - Other	147	625	(478)	4,615	6,250	(1,635)	7,500
Total 5520-00 - Supplies	208	875	(667)	5,471	8,750	(3,279)	10,500
5610-00 - Depreciation	0	32	(32)	0	316	(316)	380
5700-00 - Equipment Support & Maintenance	2,689	2,200	489	22,070	22,000	70	26,400
5710-00 - Taxes, Licenses & Fees	790	1,045	(255)	10,147	10,450	(303)	12,540
5740-00 - Equipment Rental/Leasing	106	341	(235)	2,050	3,410	(1,360)	4,092
5800-00 - Training Seminars	0	400	(400)	89	4,000	(3,911)	4,800
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	625	(625)	2,600	6,250	(3,650)	7,500
5920-00 - Professional Fees - Accountant	0	2,500	(2,500)	21,825	24,900	(3,075)	24,900
5921-00 - Professional Fees - Other	0	2,500	(2,500)	1	17,000	(16,999)	21,000
Total 5900-00 - Professional Fees	0	5,625	(5,625)	24,426	48,150	(23,724)	53,400
5941-00 - Research & Planning	0	300	(300)	0	3,000	(3,000)	3,600
6742-00 - Non-NLT Co-Op Marketing Program	0	0	0	371	0	371	0
7500-00 - Trade Shows/Travel	0	0	0	2,197	3,000	(803)	3,000
8200-00 - Associate Relations	0	345	(345)	432	3,450	(3,018)	4,140
8300-00 - Board Functions	299	150	149	21,632	5,650	15,982	5,950
8500-00 - Credit Card Fees	0	0	0	175	0	175	0
8600-00 - Additional Opportunitites	0	500	(500)	0	5,000	(5,000)	6,000
8700-00 - Automobile Expenses	65	250	(185)	266	2,500	(2,234)	3,000
8750-00 - Meals/Meetings	0	150	(150)	534	1,500	(966)	1,800
8810-00 - Dues & Subscriptions	620	300	320	5,045	3,000	2,045	3,600
Total Expense	44,566	54,109	(9,544)	425,419	520,856	(95,437)	623,079
Net Ordinary Income	(44,566)	(54,109)	9,544	(425,419)	(520,856)	95,437	(623,079)
Other Income/Expense							
Other Expense							
8990-00 - Allocated	(44,566)	(54,109)	9,544	(425,537)	(520,856)	95,319	(623,078)
Total Other Expense	(44,566)	(54,109)	9,544	(425,537)	(520,856)	95,319	(623,078)
Net Other Income	44,566	54,109	(9,544)	425,537	520,856	(95,319)	623,078
Net Income	0	0	0	117	0	117	(1)



MEMORANDUM

Date: June 3, 2020

TO: NLTRA Board of Directors

FROM: Katie Biggers, NLTRA Event Specialist

RE: Lake Tahoe Dance Festival Revised Opportunistic Funds Approval

Action Requested:

Review and approve Lake Tahoe Dance Festivals revised request for \$5000 in support of their online version of the 2020 Festival.

Background:

The Tourism Development committee approved the sponsorship proposal from the Lake Tahoe Dance Collective at the May 25th meeting.

Within the 19.20 fiscal year, the NLTRA committed to funding the 2020 Lake Tahoe Dance Festival with \$20,000 in sponsorship funds - \$10,000 was Marketing Sponsorship funding and \$10,000 from Partnership Funding.

Due to the COVID-19 pandemic, the festival will be announcing that the 2020 event will not take place in person. The LTDF is prepared to return all funding as they have not been spent yet.

However, the event producers are now planning to host a virtual dance festival during the same time period. The producers are hoping that the NLTRA will continue to support the online format as they hope it will provide a unique, quality experience and North Lake Tahoe content, while promoting the 2021 Lake Tahoe Dance Festival and North Lake Tahoe as a whole.

Fiscal Impact:

\$5,000

LAKE TAHOE DANCE FESTIVAL 2020

ONLINE EDITION!



The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination.

PROJECT SUMMARY

Objective

As a result of the Covid-19 Pandemic, the 8th Annual Lake Tahoe Dance Festival will not be able to take place in its traditional fashion. However, we believe that we can still fulfill the festival's mission in 2020 with a limited Young Dancer's Workshop (adhering to full safety protocols & social distancing guidelines) and an online series of videos leading up to three days of live online Festival "performances" featuring unique content from our collaborators from around the world and archival footage of previous Festival performances.

Goals

After an enormous outpouring of support and viral reach from a short film presented in May in place of our Spring Season, we feel we can take advantage of the online platform to reach further than our traditional demographic. Cultural enthusiasts are starved now more than ever for unique, quality content and a connection to the organizations they support and want to see succeed.

Solution

Our content, to be shown starting in mid-June and culminate on the original performance dates (July 22 - 24) will be streamed across social media platforms and our website. The messaging focus is simple: Join us online in 2020, and book your tickets and trip now for 2021. Our format will combine artists interviews and insights in to works shown both from Tahoe performances and elsewhere, continuing to broaden awareness of our annual Festival and North Lake Tahoe as a whole.

Project Outline

Phase 1: Trailer

2-3 min. video montage trailer

This will be the main ad of the Festival. Created with social media in mind for use of Facebook, Instagram, related dance websites, as well as LTDF's home website. It will be made to loop.

Comprised of:

- Testimonials to the camera
- Footage of past LTDF performances
- Possibly footage of students in class

Phase 2: Preview & Review

Selection of past works presented by LTDF which can be dropped individually either daily, every two days or a few week beginning approx. 3 weeks before the 'virtual festival.'

Comprised of:

-Footage from past pieces presented by LTDF

-Possibly footage from dancers/dance companies/other organizations showing work previously scheduled or included in the festival if the controlling entity grants LTDF full license for showing the work.

*These Phase 2 preview and review pieces will also be archived on LTDF's website so viewers will be able to return to them for subsequent viewing at anytime before or through the dates of the virtual festival.

Phase 3: Virtual Dance Fest 2020

Three 30 min. special presentations by LTDF each unique and aired on one of the days the festival was scheduled to have taken place live.

These three virtual "performances" will not be saved online, they will be live streamed only.

Each unique evening will have a different theme, and contrast a work LTDF has presented in the past with a new work previously scheduled to be performed at this year's festival.

Possible Examples:

Balanchine and the Ballerina

(Ashley Boudier Solo from 2018 at Lake Tahoe Dance Festival with Balanchine's Midsummer Night's dream pas de deux - interview with Ashley Boudier and Adrian Danchig-Waring, principal dancers at New York City Ballet)

Mid-century American Masters

(Martha Graham company dancer Lloyd Knight introducing an archival work of Graham's, paired with a previously performed work by Martha's ex-husband Erik Hawkins at LTDF, or early company dancer Paul Taylor, work performed at LTDF)

Order and Disorder

(An examination of improvised performance, structured improvisation performance, and set choreography)

The Male Dancer

(Profile a series of male dancers who have performed with LTDF in the past and a few who would have been coming for the first time this summer.)

European Contemporary

(Lloyd Knight presenting a solo by Belgian choreographer Sidi Larbi Cherkaoui alongside German/Italian choreographer Jacopo Godani's previously presented duet; Italian choreographer Marco Pelle, commissioned for "T+I" in 2018, in discussion/interview)

All Phases of the LTDF's Virtual Dance Fest 2020 will link back to a donation page, which will also be accessible through our website and social media.

Tickets for the three live stream performances may have a fee or suggested donation attached, and/or gift packages available for purchase including LTDF wine glasses, works made by students, T-shirts, etc.)

LAKE TAHOE DANCE FESTIVAL 2020

ONLINE EDITION!

BUDGET

INCOME	W/O NLTRA	WITH NLTRA
GRANTS (TTCF, ACPC)	\$10,000	\$10,000
SPONSORSHIPS (CASH)	\$2,000	\$7,000
SPONSORSHIPS (IN-KIND)	\$5,000	\$5,000
EVENT INCOME (TICKET SALES/DONATIONS, WORKSHOP TUITION)	\$10,000	\$12,000
TOTAL INCOME	\$27,000	\$34,000

EXPENSE	W/O NLTRA	WITH NLTRA
WEBSITE/SEO CONSULTANT FOR ONLINE PERFORMANCE LAUNCH	\$3,000	\$3,000
TRAVEL & MEETINGS (INCLUDES WORKSHOP TEACHERS FLIGHTS & MEALS)	\$8,000	\$8,000
CONTRACT SERVICE EXPENSES (ARTISTS FEES)	\$7,000	\$7,000
RIGHTS AND USAGE FEES	\$2,000	\$2,000
ADVERTISING/MARKETING EXPENSES	\$2,000	\$7,000
SWAG (INCENTIVIZE DONATIONS/TICKET SALES)	\$3,000	\$3,000
SOCIAL MEDIA CONSULTANT	\$2,000	\$2,000
TOTAL EXPENSES	\$27,000	\$32,000

DRAFT MARKETING PLAN - WITHOUT NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Banner	\$75.00
PAID ADVERTISING (INCLUDES PARTIAL MEDIA SPONSORSHIPS/PARTNERSHIPS)	OUT OF MARKET: Conversations on Dance Podcast Sponsorship, SFGate, SF Chronicle/Datebook Picks. LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide, Tahoe Weekly, Tahoe Quarterly	\$600.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads	\$1325.00
TOTAL WITHOUT NLTRA MONIES		\$2000.00

DRAFT MARKETING PLAN - WITH NLTRA SPONSORSHIP MONIES

ITEM	NOTE	COST
MARKETING COLLATERAL	Banner	\$75.00
PAID ADVERTISING (INCLUDES PARTIAL MEDIA SPONSORSHIPS/PARTNERSHIPS)	OUT OF MARKET: Conversations on Dance Podcast Sponsorship, SFGate, SF Chronicle/Datebook Picks, Dance Europe, DIYDancer, Stance On Dance LOCAL/IN-MARKET: Moonshine Ink, NLT Visitor's Guide, Tahoe Weekly, Tahoe Quarterly	\$2925.00
SOCIAL MEDIA/DIGITAL ADVERTISING	Facebook & Instagram post and event promotion; Google targeted ads: Geo-targeted boosts catering to drive (20%) and non-drive markets (80%) with proven culturally-oriented demographic	\$5000.00
TOTAL WITH NLTRA MONIES		\$7000.00



MEMORANDUM

Date: May 29, 2020
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing
RE: Community Marketing Grants – 2019.2020 Fiscal Year

Action Requested:

Approval to fund both Squaw Valley Business Association and West Shore Association \$10,000 each, for their annual Community Marketing Grant.

Background:

The NLTRA allocates \$10,000 annually, per business association, to be used for marketing purposes. The three business associations eligible are Squaw Valley Business Association (SVBA), Northstar California and the West Shore Association (WSA).

Due to staffing changes and then the COVID pandemic, Northstar has not completed their project from the 18.19 fiscal funding, and therefore will forgo the 19.20 funding. They will return to the In-Market Tourism Development committee early in the 20.21 fiscal year with a proposal for their 20.21 funding.

Below/attached are the proposals from both SVBA and WSA for approval. Both were approved during the May In-Market Tourism Development committee.

Squaw Valley Business Association:

- Reproduction and distribution of the Squaw Valley Area Shopping, Dining & Lodging Guide during summer/fall 2020.

West Shore Association:

- Marketing functions including digital marketing including content creation, social media advertising, website updates and newsletters, along with potential advertising campaigns promoting events taking place on the West Shore.

Fiscal Impact:

\$20,000

- Funds were included in the approved 19.20 budget

Attachments:

- Squaw Valley Business Association 19.20 Grant Proposal
- Squaw Valley Business Association 18.19 Grant Recap
- West Shore Association 18.19 Grant Recap & 19.20 Grant Proposal



ROI Prepared for: The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2018-2019

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) membership consists of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

The purpose of the Association is to:

- (a) Promote Squaw Valley as a year-round tourist destination resort, supporting programs that promote long duration visitation year-round.
- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

The Squaw Valley Business Association was awarded \$10,000 in May 2019 from the Community Marketing Program to edit, re-print and distribute 40,000 copies of the Squaw Valley Shopping, Dining during Summer 2019. The piece features a detailed map of the Valley, represents all of the lodging properties and highlights businesses, year-round recreational offerings and calendar of events. With the help of prior grant funding, this collateral received its last major update, reprint and distribution in 2014, so it was great to bring this collaborative piece back.

We distributed 26,000 copies via Certified Public Folder Display Services in Reno, Carson and South Lake Tahoe and 14,000 copies in North Lake Tahoe and here in the Valley. This guide continues to move well and be requested by front line and concierge employees due to its usefulness – good content, detail and is made with paper you can write on for easy note taking. Because the Guide showcases the amazing range in lodging properties available in the Valley, our intent is to capture TOT with interest for future reservations, repeat business and to make sure visitors know we are a great option, off lake during summer months. We have run out of copies.

Thank you for the opportunity to promote our Valley and Summer lodging offerings collaboratively.

Caroline Ross
SVBA Representative
Squaw Valley Business Association
PO Box 2915 Olympic Valley, CA 96146



Proposal for consideration by:
The Business and Chamber Advisory Collaboration
Community Marketing Grant Program
For: FY 2018-2019

SQUAW VALLEY BUSINESS ASSOCIATION OVERVIEW

The Squaw Valley Business Association (SVBA) is made of the following six lodging properties; Olympic Village Inn, PlumpJack Squaw Valley Inn, Red Wolf Lodge, Resort at Squaw Creek, Squaw Valley Lodge and The Village at Squaw Valley and three corporate entities: Squaw Valley Resort, the Squaw Village Neighbourhood Company and the Squaw Valley Public Service District.

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- (b) Develop community support for activities in the Valley that enhance the quality of life for Squaw Valley visitors and residents.
- (c) Act as a clearinghouse for requests made by other entities to SVBA member properties for contributions to joint benefit special events.
- (d) Maintain existing funding sources and identify new ones.

SVBA Tax ID # - 68-0471187

Currently the SVBA maintains an annual operating budget of approximately \$45,000. The funding is made up solely by contributions from the above businesses to cover expenses associated with the gateway to our community at the base of Route 89/Squaw Valley Rd, marketing and normal business expenses to operate a non-profit corporation.

In addition to this funding, the SVBA members contribute individual funds towards enhanced operations that will benefit visitors and our community as well as to promote and host numerous events throughout the year. The businesses in Squaw Valley have successfully created a well-rounded calendar of events that draws visitors nationally, regionally and locally.

The Squaw Valley Business Association respectfully requests \$10,000 from the Community Marketing program for FY2019-2020 to reprint and distribute the Squaw Valley Area Shopping, Dining & Lodging Guide this Summer/Fall. Thanks to the support we received over the years, the SVBA has successfully produced and printed over 200,000 copies of this Guide. This collateral has proven great value over the course of the years, not only to the SVBA members but also to our business partners and

visitors alike. We plan to update the guide with new photos and content for Summer/Fall 2020, which will highlight our outdoor shopping, dining and recreational opportunities along with our winter offering. The guides will be distributed via Certified Public Folder Display, to capture interest from our drive market, at 350 sites in Gold Country (Auburn, Grass Valley & Hwy 49 corridor), South Lake Tahoe as well as here in North Lake Tahoe and Squaw Valley.

Project Expense Breakdown:

DYNAGRAPHICS = \$7,500.00

40K – Printing of Brochure

CERTIFIED PUBLIC FOLDER DISPLAY = \$3,000.00

26K – Copies needed for distribution in 350 sites – Gold Country, South and North Lake Tahoe

Six Months of Distribution – May through October 2020

- 2019 International research conducted by Bentley University's Center for Marketing Technology says maps & guides are the #1 influencer of visitors during their trip!

EXTRA COPIES

14K – To be distributed amongst our members for distribution in the Valley

CREATIVE DESIGN/UPDATES TO GUIDE = \$500.00

Total Project Expense = \$11,000.00

NLTRA Grant Request = \$10,000.00

SVBA Expense = \$1,000.00 (10% match)

The project is consistent with the NLT Tourism and Community Investment Plan because it promotes Squaw Valley as a summer and fall destination that offers lodging, shopping, dining, events and recreational activity year-round and off the Lake. The timing of this piece also supports the current TBID initiative in that it will drive more revenue into our valley.

The continued success of the project will be measured by our guest and visitor's pleasure when they are handed the piece, by increased visitation and consumer satisfaction because they will be able to easily find the places they want to go and by increased room nights which some properties are able to track with a unique phone #. New for this print, we plan to add a Tram coupon to drive even more interest in the piece and into the Valley. This will allow us to better track ROI on the piece as well.

Distribution numbers for the map will also speak for themselves.

On behalf of all SVBA members and the Squaw Valley community, we thank you for your consideration and continual support in our marketing efforts.

Sincerely,

Caroline Ross
Squaw Valley Business Association Representative
PO Box 2915 Olympic Valley, CA 96146



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

WELCOME TO THE MAGICAL WEST SHORE.

The mission of the West Shore Association is to promote business interests and the community as a whole on the West Shore of Lake Tahoe, CA. These interests include encouraging tourism and activities, coordinating community project involvement, supporting special events, and active involvement in important issues affecting the membership base and the West Shore region.

2018 – 2019 BACC Grant Request RECAP

WSA Digital Marketing

\$7,520.74 (\$620.74 Roll Over)

Our plan is to continue to grow our email list and send, at the minimum, biannual emails to our visitor list promoting happenings on the West Shore. In addition we plan on running a summer giveaway, similar to our winter giveaway, to encourage sign ups. A portion of this fund will be directed toward content creating for the eblasts including, gathering content from WSA members, blog writing that focuses on the area and other engaging content. Social media ads and website updates continue to remain a focus for us and we plan on allocating a large portion of our money to this avenue.

We recognize that we are small volunteer organization that needs support from outside vendors to continue to reach our audience. Because of this we have decided to increase our spend specifically through digital marketing.

			Allocated	Actual
Social Media	Andria Gutierrez	Social Media Management	\$3,570.74	\$5,800
		Facebook & Instagram Ads	\$1,550	\$0
Website Updates		Member/Event updates	\$1,000	\$692
eBlast Campaigns		Content Creation	\$700	\$700
		Quarterly Newsletters	\$700	\$0
		TOTAL	\$7,520.74	\$7,192
		REMAINING		\$328.74

WSA Advertising Campaigns

\$4,100 (\$1,000 Roll Over)

Similar to the previous year, the WSA will continue focusing print advertising towards marquee West Shore events such as Opening Day at the Lake, Lake Tahoe Music Festival and Lake Tahoe Dance Festival.

Opening Day at the Lake – Memorial Day Weekend

Opening Day at the Lake is a West Shore tradition, an official summer "kick off" that lets visitors know that shops are open and to stop by the West Shore. Advertising focuses on businesses that host deck opening parties and other events around Memorial Day.

Lake Tahoe Music Festival – August 21 – 26, 2018

The Lake Tahoe Music Festival 20-Piece Academy Orchestra is comprised of elite student musicians from across the United States under the direction of Maestro Timm Rolek. Five concerts are held over days during the month of August and consist of music, ballet, food, and wine.

Tahoe Dance Collective – Annual Lake Tahoe Dance Festival



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

The Lake Tahoe Dance Festival is a presentation of the Lake Tahoe Dance Collective, a 501c3 organization, whose mission is to promote classical, modern and contemporary dance of the finest quality in the Lake Tahoe area through performance, education and outreach, enriching the community as a whole and as a cultural destination. <http://www.laketahodancefestival.org/>

WSA Member Event Support

The WSA is interested in supporting events on the West Shore. Public facing events ultimately result in additional traffic to our side of the lake and will help increase business, provide additional impressions and in turn solidify our brand. In order to be considered the organizer must be a current WSA member and the event must include the WSA as a sponsor in all marketing materials. The WSA board will vote on each event proposal.

		Allocated	Actual
Opening Day/Lake	Local Media Placements including: The Weekly Moonshine Ink, Sierra Nevada Media	\$1,100	\$495
			\$500
Tahoe Music Festival	Local Media Placements including: The Weekly Moonshine Ink	\$1,000	\$0
Tahoe Dance Collective	Local Media Placements Including: Sierra Nevada Media, The Weekly,	\$1,000	\$0
WSA Member Event Support	West Shore Café Wine vs Beer Event Sponsor	\$500	\$500
	Other TBD	\$500	\$500
Total		\$4,100	\$1,995

	Allocated	Actual
Total Ask 2018-19	\$10,000	\$9,187
Roll Over 2017-18	\$1,620.74	
Total Budgeted Spend	\$11,620.74	\$9,187
Amount Remaining		\$2,433.74

Social Media & Website Recap

Decreases in impressions YOY due to reallocating efforts to organic posts and content gathering. Notes: Decrease in posts by 23% explains some of the decreases in reach, impressions and engagements.



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

	5/16 – 5/17	5/17 – 4/18	5/18 – 4/19	5/19 - 4/20	Increase YOY
FANS					
Facebook	6,978	8,062	8,932	9,508	6.44%
Instagram	13,400	16,200	17,986	19,785	10%
Twitter	1,297	1,370	1,442	1,482	2.77%
OVERALL METRICS					
POSTS			172	143	-16%
CLICKS TO WEBSITE	1,932	1,053	730	767	5%
REACH (Total)	4,100,000	4,200,000	2,500,000	2,750,000	10%
REACH (Paid)	497,900	206,600	0	0	NA
ENGAGEMENTS			64,253	52,253	-19%
IMPRESSIONS (Total)	7,200,000	7,300,000	5,100,000	4,950,000	-2.9%
IMPRESSIONS (Paid)	500,600	210,300	0	0	NA
ENGAGEMENT RATE	6.70%	7.84%	11.15%	12.60%	13%
PAGE VIEWS	3,131	3,224	5,931	7032	18.4%
TWITTER					
POSTS			294	203	-30%
CLICKS TO WEBSITE	44	39	99	343	61%
IMPRESSIONS (TOTAL)	139,300	141,500	155,400	105700	-31%
Organic	77,141	141,500	155,400	105700	-31%
Paid	62,159	0	0	0	NA
MENTIONS			56	83	48%
RETWEETS	181	245	228	43	-81%
LIKES	662	1,367	1365	460	-66%
INSTAGRAM					
POSTS			168	144	-14%
CLICKS TO WEBSITE	210	751	239	232	-2.92%



West Shore Association

P.O. Box 844 | Homewood, CA 96141 | p 530-525-9920, f 530-525-1439 | TahoeWestShoreAssoc.com

ENGAGEMENTS	52,116	61,000	78,517	68,242	-13%
Average ENGAGEMENT per post	543	642	491	490	0%
IMPRESSIONS	-	-	877,000	1,000,050	14.03%
REACH			N/A	746,000	N/A
WEBSITE					
Sessions	12,522	15,397	17,425	12,406	-28.80%
Users	10,761	13,321	15,282	10,946	-28.37%
Page Views	25,438	29,440	33,409	23,431	-29.86%

2019 – 2020 Grant Request

WSA Digital Marketing

\$10,000 (\$2,433.74 Roll Over)

Ideal Wild (Andria Gutierrez) has been managing the WSA social media accounts for over 5 years and we continue to see a strong following through management efforts. If received, all grant money would allocate towards digital marketing and Ideal Wild.

In addition to growing our social channels Ideal Wild would send out a series of eBlasts and manage a full website update over the next year.

Throughout this next year our organization will take the time to find other West Shore businesses that may be interested in helping with the association. Many members of the organization have moved on or are no longer interested in volunteering and we are now looking for others who can help continue the association.

		Allocated	Actual
Social Media	Social Media Management	\$7,000	
Website Updates		\$3,000	
eBlast Campaigns	Content Creation	\$2,433.74	
	Quarterly Newsletters		
	TOTAL	\$12,433.74	

Ideal Wild Plan Overview

Visitor Email Marketing:

Visitor Email #1

Date: TBD

Focus: Email to visitor list when tourism opens



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Visitor Email #2

Date: End of Summer

Focus: Fall Focus

Visitor Email #3

Date: Mid-November - Early December

Focus: Winter Focus

Visitor Email #4

Date: March

Focus: Spring activities and spring skiing

Member Email Update:

Member Email #1

Date: TBD (ASAP)

Focus:

- "We are here for you."
- COVID-19 Updates and Resources. Including county updates, small business resources.
- Let businesses know that we are the liaison between the business and the WSA. Ask for updates to their profile pages. Ask for specials/offers/deals. Ask about opening hours.

Membership List:

Review the membership list and update.

Website Updates:

Date: May 2020

Details: Review every page of the website and update. Review business pages and update.

COVID-19 Message:

Develop COVID-19 message for re-opening. Craft social media posts.

Social Media:

- Share updates from local businesses.
- Craft social message for COVID-19 reopening



MEMORANDUM

Date: May 29, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: 19.20 COVID-19 In-Market Recovery Campaign

Action Requested:

Approval to move forward on the COVID-19 In-Market Recovery campaign.

Background:

Staff took direction from the In-Market Tourism Development committee to create an in-market recovery campaign. The proposal has two phases – Local Outreach and In-Market Visitor Outreach. The goal is to encourage locals and visitors to support North Lake Tahoe businesses during the first few months of the reopening phases (late June – August/September).

Phase 1 will target Lake Tahoe/Truckee community members to jumpstart the regional economy and to rediscover their own backyard. Phase 2 will target in-market visitors to encourage them to explore the entire region while providing up-to-date information on which businesses are open and what services are currently being provided.

Both North Lake Tahoe Marketing Cooperative agencies (The Abbi Agency and Augustine) have been asked to collaborate on this plan. The Abbi Agency will manage media buys and content strategies while Augustine will provide creative to fully align with the out-of-market creative efforts once they begin.

The media plan includes both social media buys along with a substantial print and radio component to support regional media over the next few months.

The In-Market Tourism Development committee approved the plan in the May 2020 meeting.

Fiscal Impact:

The current proposed plan comes to \$42,000 which is how much is remaining in the 19.20 fiscal year budget for in-market advertising. In the past these funds would have been utilized to promote mountainside activities and summer live music. Staff recommends enhancing the Phase 2 media buy with 20.21 budget once the new fiscal begins. The In-Market Tourism Development Committee will be involved in final plans for Phase 2's completion.

Attachments:

- COVID-19 Recovery Campaign Proposal

IN-MARKET SUMMER CAMPAIGN

NORTH LAKE TAHOE

THE ABBI AGENCY + NORTH LAKE TAHOE

OVERVIEW

As the destination initiates a phased approach to reopening under the directives of state and counties, affected businesses will need to implement safe practices and procedures to ensuring they are reducing the possible spread of Covid-19 (i.e. reduced seating in restaurants, limited capacity for retail, requirements of masks in outlets, likely cancelation of regular events, etc.). The measures will reinforce consumer confidence in the vendors and in the region. As businesses continue to come back online, there is uncertainty of which types of businesses will be the first to open their doors in the region providing a challenge for the in-market campaign to provide up to date and relevant information for visitors.

PROPOSAL

The in-market summer campaign's goal is to support the post recovery message in the region while providing confidence for locals and in-market visitors to spend their dollars at local businesses from both lakeside and mountainside communities.

The campaign will launch in two phases.

Phase 1: Local Outreach

The first phase will target locals to jumpstart the regional economy and reinforce a strong locals solidarity message before marketing to visitors.

This campaign will be done through a mix of digital and traditional advertising outlets using a similar creative to the out-of-market campaign but targeting the message to show locals this campaign is just to them.

Phase 2: In-Market Outreach

Phase two will target in-market visitors with key messages that encourage them to explore the region for a full destination experience built around themed itineraries to support different business verticals.

Advertising will be employed to in-market visitors when visitors are welcomed back to the region and it will be complemented with a strong content marketing strategy. Content will center around an itinerary-drive blog that incorporates businesses either all in one region or vertical to encourage spending at multiple businesses. The blog will be updated weekly to ensure information is up to date for visitors.

PHASE 1 LOCALS CAMPAIGN STRATEGIES & TACTICS

Strategy #1: Target locals in North Lake Tahoe communities with paid social media efforts to encourage spending at businesses in the region to jumpstart the Tahoe economy.

- Craft messaging tailored to locals that indicate that they are the champions of their region.
- Visual elements from the post recovery campaign are integrated into paid social and print ads.
- Ads will be placed on Instagram and Facebook
- Potential Placements:
 - Canvas ads
 - Carousel ads
 - Instant Experience ads

Strategy #2: Show solidarity in supporting local businesses through strategic local media buys.

- Secure local print and radio media buys through local media partners / publishers for runs in June through mid-August.
- Potential partners:
 - Northstar Living
 - Tahoe Donner News
 - Sierra Sun
 - Tahoe Magazine
 - Tahoe Weekly (note: print edition suspended, hopefully resumes in June)
 - KRLT 93.9 and KOWL 1490
- Potential placements:
 - Full page ad
 - Online companion ads, social media posts
 - :15 or :30 ads

PHASE 1 LOCALS CAMPAIGN CREATIVE & MESSAGING

CREATIVE

Creative will have the out-of-market consumer messaging look and feel and will be created by Augustine to ensure cohesion.



MESSAGING

Messaging will tie into the consumer *Get Back to Nature* recovery campaign, but with copy adjustments to speak specifically to the North Lake Tahoe local community. Below is the tone we'd like to take:

- Supporting our local community is of utmost importance, especially during this time.
- We would like to invite members of our community to help jumpstart local businesses as they get back online.
- It's time to get back to nature, and it's in our human nature to want to explore and travel. Let's rediscover our own backyard – our own community – and support our small businesses who make this region what it is.
- It's also time for locals to re-discover all that North Lake Tahoe has to offer.
- To encourage this we'll be running a local-only campaign that will run across radio, print and social.
- Support your neighbors, support your community. Let's get back to business.

PHASE 1 MEDIA MIX

SOCIAL MEDIA

Social media will focus on a supporting local businesses (retail, dining, etc) message with a mix of Facebook and Instagram ads targeting locals in the region.

PRINT

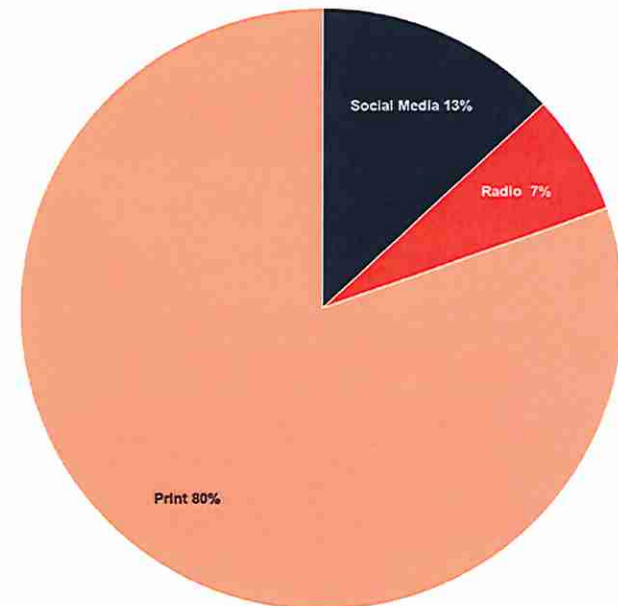
Placements in prominent local publications in Lake Tahoe. Direct locals to the website for more information. Often packaged with a digital component for added value.

RADIO

Gain regional awareness amongst an active, captive commuter audience.

See full recommended media breakdown [here](#).

BUDGET ALLOCATION RECOMMENDATION



PHASE 2 IN-MARKET VISITORS STRATEGIES & TACTICS

Strategy #1: Target and geofence in-market visitors with messages that align with the overall destination post recovery campaign / summer campaign.

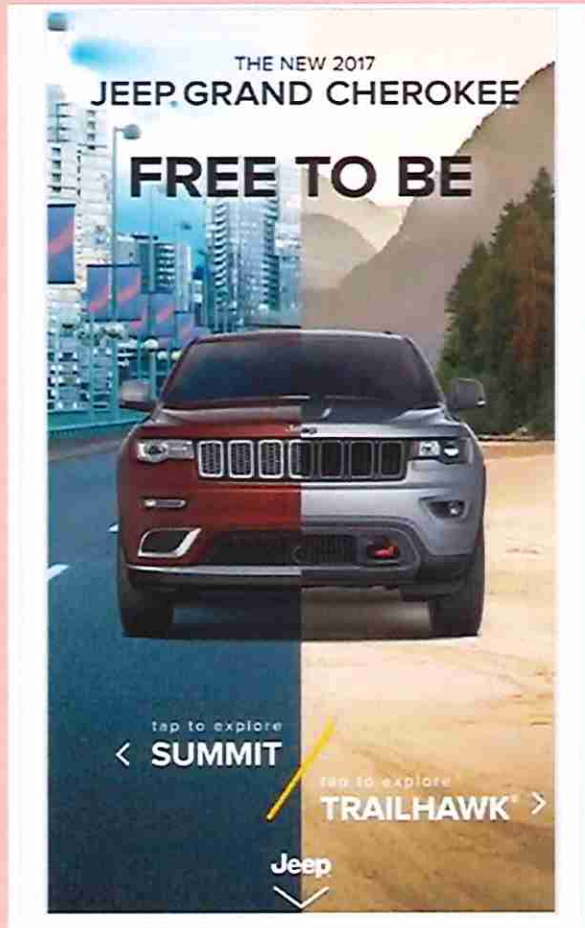
- Explore appropriate messaging areas in North Lake Tahoe and potentially expand reach into South Lake Tahoe.
- Ensure that visual elements from the post recovery campaign or summer campaign are integrated into paid social ads.
- Use the pixel on the gift card page to retarget individuals

Strategy #2: Develop content that highlights the different business verticals (F&B, retail, health and wellness, outdoor recreation) to promote content to in-market visitors.

- Create 2-3 instant experience ads to highlight themed itineraires showcasing different businesses.
- Create 4-5 static ads that pair open lakeside and mountainside businesses / communities together to inspire a full day adventure.
- Content will link to the blog itinerary for up to date information on business operations.

Strategy #3: Promote different lakeside and mountainside businesses through channels that are nimble and adaptable to provide up to date information for visitors.

- Provide social media toolkits for businesses to guide messaging and inclusion in the in-summer market campaign through a unified hashtag and tagging @LakeTahoeNorth (Facebook) and @TahoeNorth (Instagram and Twitter).
- Blog to support itinerary message that can be updated throughout the season with updated business information.



**Instant Experience
Ad Example**

theabbiagency.com

@theabbiagency

PAID AD EXAMPLES

Facebook experience ads are highly visual and engaging ads that are mobile-optimized to help create a story through videos and photos. The Abbi Agency can use current owned videos to create these ads. Click on the instant experience ad example to view demo.

The static ads will pair businesses / communities together coupled with ad copy to encourage exploration throughout lakeside and mountainside communities.

CAMPAIGN IDEAS & THOUGHT STARTERS

Regional Greatest Hits

While many individuals outside of North Lake Tahoe visualize Tahoe as one location, many don't realize that North Lake Tahoe is actually comprised of several smaller towns. We want to provide our guests with activities that pertain to where they are staying specifically. We would build an itinerary of the "top" locations and activities users would can experience based on where they are staying. For example, if a visitor is staying in Incline Village, they would receive a geo-targeted ad providing them with activities they can do within their proximity. Rather than telling visitors to travel from one side of the lake to the next, we would give them "insider tips" of all the great things they can see and do right within the neighborhood they're staying in.

Hashtag Options:

- #TahoeGreatestHits
- #TahoeLikeALocal
- #TahoeSecretSpots



CAMPAIGN IDEAS & THOUGHT STARTERS

Summer “Play” List

As summer ramps up, we would like to take a new spin on summer itineraries. Each itinerary would be geared around a particular pillar (ie. Outdoor Enthusiast, Family Adventure, Road Trips, etc...). Each of these itineraries would be paired with a Spotify playlist to provide users with curated music that matches each of these activities. Based on website data, one of the highest trafficked pages is the “Activities” section of the website. We would start by building our itineraries off of the highest trafficked/searched activities on GTN and then add in relevant businesses within the nearby proximity. The itineraries would be “teased” and advertised on social media, with the goal of pushing users to the website to find the full details of both the activities and the Spotify playlist.

Hashtag Options:

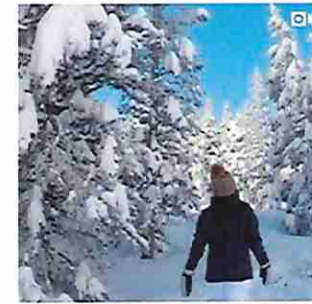
- #TahoePlaylist #PlayTahoe



SOCIAL MEDIA TOOL KIT

A toolkit will be developed and distributed to partners which will outline the following:

- Branding guidelines
- Hashtags and Social Handles
- Sample Posts
- Sample Photos



PHASE 2 MEDIA MIX

SOCIAL MEDIA

Recommended mix of video and photo assets aimed at current visitors in the North Lake Tahoe area for awareness and retargeting. Platforms include Facebook (to target the luxury, middle-aged traveler) and Instagram (to target the aspirational yet budget-conscious younger traveler). Social media will focus on breathing new life into the destination by highlighting fresh and exciting things to do in conjunction with emphasizing traditional experiences.

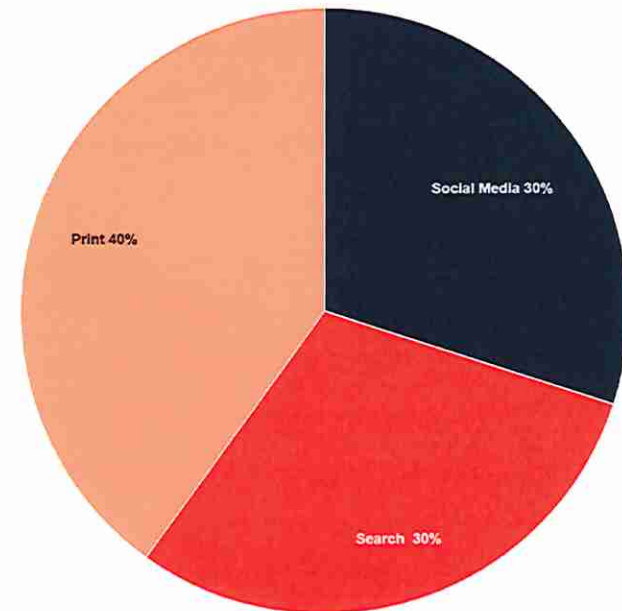
PRINT

Placements in prominent travel publications in Lake Tahoe. Direct individuals to the website for more information. Often packaged with a digital component for added value.

SEM

Gain positioning in search while audiences are actively searching for things to do in Lake Tahoe.

BUDGET ALLOCATION RECOMMENDATION



MEASUREMENT PLAN

Channel	Channel Objective	KPI Benchmarks	Measurable Metrics
Social Media	Raise awareness, drive traffic to the itinerary blog page	Maintain CPM below \$10, CPC below \$1.00 and CPE below \$0.90.	Impressions, Reach, Engagements, CTR, CPM, etc.
SEM	Raise awareness in those actively searching for activities drive traffic	Maintain top of page presence, maintain conversion rate above 1%, maintain CPC below \$2.00	Impressions, Reach, Engagements, CTR, CPM, etc
Print	Raise awareness, drive traffic and interest to the website	Varies by publication, TBD at time of IO signing	Circulation, Impressions, etc.
Retargeting	Retarget gift card page visitors to encourage purchase / spend gift card	Maintain CPM below \$10, CPC below \$1.00 and CPE below \$0.90.	Impressions, Reach, Engagements, CTR, CPM, etc.

Specific quantitative KPI benchmarks including exponential growth of impressions, engagement, clicks etc. will be determined upon confirmation of budget, duration and placements.

THANK YOU

CONTACT

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MEMO

TO: North Lake Tahoe Resort Association Board of Directors
ATTN: Samir Tuma, Chair
FROM: Jennifer Merchant, Deputy County Executive Officer
RE: Potential Tahoe Basin Lodging Incentive Program
DATE: May 28, 2020

Thank you for providing the opportunity to present to your Board a status update on the potential addition of a TOT Rebate Incentive Program to Placer County's Tahoe Basin Economic Sustainability Incentive Program. As you may recall, I presented the findings and recommendations of the recent BAE Analysis to your Board on March 10, 2020 as well as direction given to county staff about its priorities. While there are many priority actions being considered as a result of the study, the Board directed county staff to return within 90 days with a concept for its consideration.

I look forward to reviewing the status of the potential program, including feedback received to date a brief overview of concepts we are currently developing, and accepting your feedback so that it can be shared with the Board of Supervisors later in June.

ISSUE BRIEF

The concept of adding a TOT Incentive Program component to Placer County's existing Tahoe Basin Economic Incentives Program was first presented to the Board on March 9, 2020 as a recommended outcome of the recent Tahoe Basin Town Center Economic Sustainability Needs Analysis. The study analyzed four development prototypes, including mixed use, condominiums, condotel and limited service hotel and found that only condominiums met financial feasibility metrics and that condotels were feasible only in perfect market conditions. Mixed use and lodging are the foundation of the Tahoe Basin Area Plan, which seeks to relocate development into the Town Centers, coupled with associated environmental improvements, including air and water quality among, to revitalize dated commercial development in favor of modern development that also achieves economic development and community sustainability. Similar to findings from a 2014 analysis by EPS on barriers to investment in the Tahoe basin, the analysis found the reasons for lack of investment and environmentally beneficial development to be the lengthy and complex project review and entitlement process, including policies, standards and other requirements, land and construction costs and market challenges related to generally substandard commercial development and seasonality. In response to the presentation, which included multiple recommendations on how to address the diverse suite of challenges, the Board directed staff to return with a program concept for consideration and also encouraged staff to engage the public for input on potential program components. Since the March 9, 2020 meeting, staff has provided informational presentations to the North Lake Tahoe Resort Association board of directors (twice), the Placer County Planning Commission, the North Tahoe Regional Advisory Council, North Tahoe Business Association and Tahoe City Downtown Association. County staff has also reached out to 10 development stakeholders with hotel development experience in the Tahoe Basin, where the incentive program would be focused. Sample TOT incentive programs from various other California

jurisdictions (cities and one county) and a copy of the BAE Analysis were emailed to the stakeholders for review, along with a request to participate in an online survey and a virtual interview with CEO Tahoe and Economic Development staff. Staff is currently working to develop concepts based on all feedback for the Board of Supervisor's consideration on June 23, 2020.



north lake tahoe

Chamber | CVB | Resort Association

Date: May 29, 2020

TO: Board of Directors

FROM: Bonnie Bavetta, CFO

RE: Resolutions Appointing Signatories for NLTRA and NLTMC Bank Accounts

Action Requested:

With the appointment of new NLTRA officers it is requested that the board approve a resolution to appoint new signers to the bank accounts as outlined below.

Recommendation:

It is recommended by staff that Brett Williams, former Secretary, be removed as an authorized signer and that Jim Phelan, current Treasurer, be added as a signer on the bank accounts. Jeffrey Hentz, Elizabeth Bowling, Amber Burke and Jim Phelan will then be the approved as signers on the NLTRA accounts.

Jeffrey Hentz, Elizabeth Bowling, Amber Burke, Jim Phelan and Andy Chapman will be the approved as signers on the NLTRA accounts.



north lake tahoe

Chamber | CVB | Resort Association

Resolution 2019.02: Appointing Bank Signatories

WHEREAS, at its May 8, 2019 North Lake Tahoe Resort Association Board of Directors meeting, the Board removed Cindy Gustafson as an official signer for company bank accounts, and confirmed the following individuals as designated signatories for all company bank accounts:

- Bonnie Bavetta, Chief Financial Officer;
- Elizabeth Bowling, Director of Communications;
- Amber Burke, Marketing and Events Manager; and
- Brett Williams, Secretary.

WHEREAS, the Board of Directors has determined it to be in the best interest of the Corporation to remove terminated employees and keep the noted employees as signers for checking accounts through a banking resolution with The Bank of the West and Plumas Bank, be it:

RESOLVED, that the Corporation execute and deliver to said bank a duly signed original of the completed banking resolution as is annexed thereto, and that the authority and or removal of authority to transact business, including but not limited to the maintenance of savings and checking accounts of the Corporation, shall be as contained in said resolution with the named officers therein authorized to so act on behalf of the Corporation as specified hereto.

The undersigned hereby certifies that he/she is the duly elected and qualified Secretary and the custodian of the books and records and seal of North Lake Tahoe Resort Association, Inc., a corporation duly formed pursuant to the laws of the state of California and that the foregoing is a true record of a resolution duly adopted at a meeting of the Board of Directors of North Lake Tahoe Resort Association, Inc. and that said meeting was held in accordance with state law and the Bylaws of the above-named Corporation on May 8, 2019, and that said resolution is now in full force and effect without modification or rescission.

IN WITNESS WHEREOF, I have executed my name as Secretary this ____ day of May, 2019.

Brett Williams
Secretary of North Lake Tahoe Resort Association, Inc.

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1669 Units ('DestiMetrics Census**') and 51.68% 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 (Apr) changed by (-99.5%)	Occupancy (Apr) :	0.2%	44.2%	-99.5%
North Lake Tahoe ADR for last month (Apr) changed by (43.1%)	ADR (Apr) :	\$ 348	\$ 243	43.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (-99.3%)	RevPAR (Apr) :	\$ 1	\$ 107	-99.3%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (-96.5%)	Occupancy (May) :	1.1%	32.2%	-96.5%
North Lake Tahoe ADR for next month (May) changed by (64.4%)	ADR (May) :	\$ 365	\$ 222	64.4%
North Lake Tahoe RevPAR for next month (May) changed by (-94.3%)	RevPAR (May) :	\$ 4	\$ 71	-94.3%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-28.9%)	Occupancy	36.7%	51.6%	-28.9%
North Lake Tahoe ADR for the past 6 months changed by (12.4%)	ADR	\$ 402	\$ 358	12.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-20.1%)	RevPAR	\$ 148	\$ 185	-20.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-40.1%)	Occupancy	17.7%	29.6%	-40.1%
North Lake Tahoe ADR for the future 6 months changed by (14.2%)	ADR	\$ 365	\$ 320	14.2%
North Lake Tahoe RevPAR for the future 6 months changed by (-31.7%)	RevPAR	\$ 65	\$ 95	-31.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2020 vs. Previous Year				
Rooms Booked during last month (Apr,20) compared to Rooms Booked during the same period last year (Apr,19) for all arrival dates has changed by (-146.2%)	Booking Pace (Apr)	-2.5%	5.5%	-146.2%

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

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

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Monthly Report April 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 4/30/20:	\$2,560,928	\$2,151,664	19%
Forecasted Commission for this Revenue:	\$30,371	\$48,938	-38%
Number of Room Nights:	10,564	11864	-11%
Number of Delegates:	6736	14735	-54%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>April-20</u>	<u>April-19</u>	
<u>Number of Groups Booked:</u>	3	3	
Revenue Booked:	\$164,519	\$34,057	383%
Room Nights:	877	505	74%
Number of Delegates:	510	269	90%
	1 Corp., 1	2 Corp., 1	
Booked Group Types:	Assoc., 1 SMF	Assoc.	
Lost Business, # of Groups:	6	20	

<u>Arrived in the month</u>	<u>April-20</u>	<u>April-19</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$98,680	
Room Nights:	0	505	
Number of Delegates:	0	269	
Arrived Group Types:		1 Corp.	

<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%

Monthly Detail/Activity	<u>November-19</u>	<u>November-18</u>	
<u>Number of Groups Booked:</u>	9	3	
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,		
Booked Group Types:	1 TA	3 Corp.	
Lost Business, # of Groups:	40	9	344%
 <u>Arrived in the month</u>	 <u>November-19</u>	 <u>November-18</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470	-19%
		1 Corp. 1	
Arrived Group Types:	2 Corp.	Assoc.	
 Monthly Detail/Activity	 <u>October-19</u>	 <u>October-18</u>	
<u>Number of Groups Booked:</u>	7	3	
Revenue Booked:	\$580,148	\$226,569	156%
Room Nights:	1106	952	16%
Number of Delegates:	3212	335	859%
	3 Corp., 4	1 Corp., 2	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	48	21	129%
 <u>Arrived in the month</u>	 <u>October-19</u>	 <u>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
	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-	2 Corp., 1 SMF,	
	Profit	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 LEADS Generated as of 4/30/20:	240
YTD 3/31/19:	291
YTD 3/31/18:	243

Total Number of Leads Generated in Previous Years:

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



**RENO
TAHOE**
Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

April 2020

U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 48.5%
Capacity of Seats *:	Up 48.6%
Crude Oil Average:	\$16.55 per barrel in April 2020 \$63.86 per barrel in April 2019

RNO Overview for April 2020 – year over year comparison

Total Passengers:	Down 94.9%
Avg. Enplaned Load Factor:	12.7%, down 62.3 pts.
Actual Departures:	Down 73.4%
Actual Departing Seats:	Down 69.2%

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

APRIL 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 17,265 passengers in April 2020, a decrease of 94.9% versus the same period last year. During the first four months of 2020, RNO served 896,792 passengers, a decrease of 34.2% when compared to the same period last year.

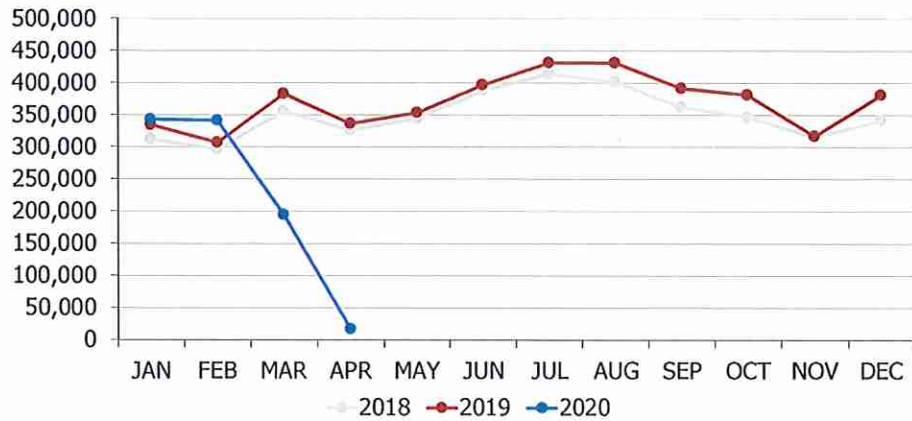
In April 2020, RNO was served by seven airlines providing 499 departures to 10 non-stop destinations. At RNO, total seat capacity decreased 69.2% and flights decreased 73.4% when compared to April 2019.

RNO handled 11,090,789 pounds of air cargo in April 2020, a decrease of 1.0% when compared to April 2019. During the first four months of 2020, RNO handled 43,722,217 pounds of air cargo, a decrease of 5.9% when compared to the same period last year.

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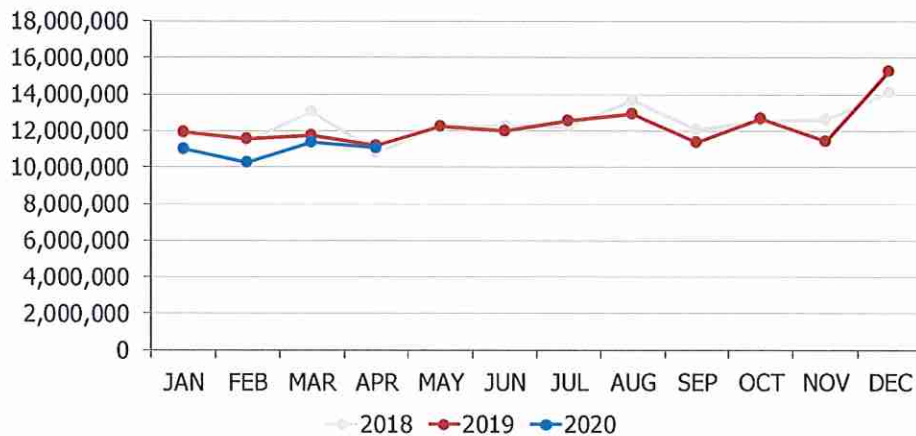


Passengers



	April-20	April-19	Difference
Alaska/Horizon	1,305	32,146	-95.9%
Allegiant Air	0	7,661	
American	3,991	59,913	-93.3%
Delta	2,057	26,226	-92.2%
Frontier	97	2,123	-95.4%
JetBlue	124	13,168	-99.1%
Southwest	8,335	145,618	-94.3%
United	1,356	45,903	-97.0%
Volaris	0	3,467	

Cargo

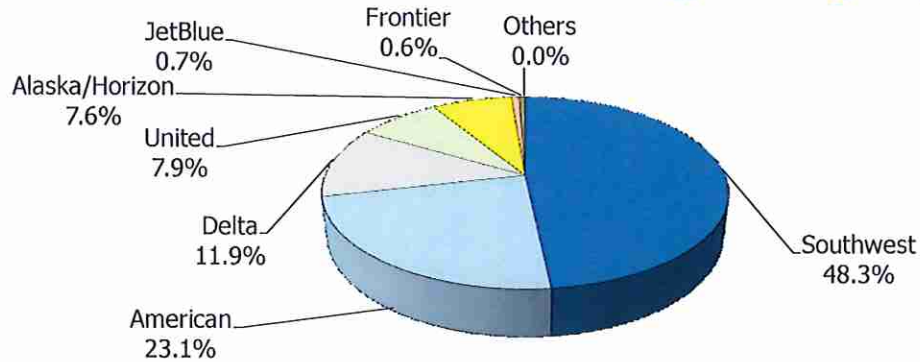


In April 2020, FedEx cargo tonnage was up 6.9% when compared to April 2019. UPS was down 11.4% and DHL was down 12.9% during the same period.

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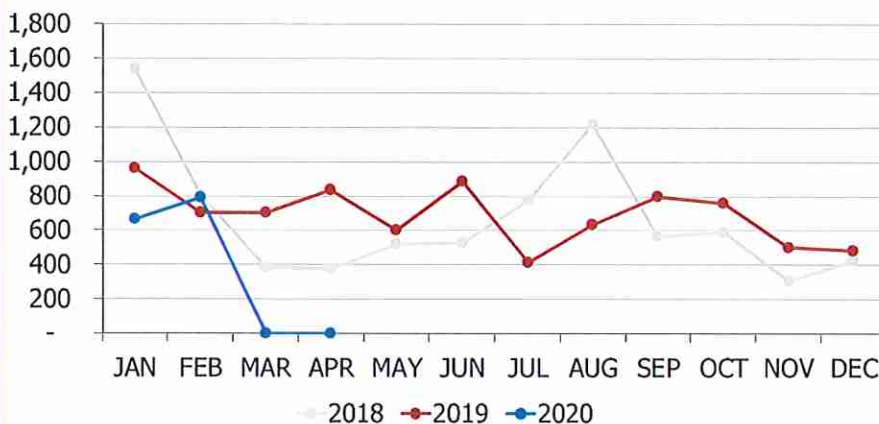


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	April-20	April-19	YOY Change
Alaska/Horizon	7.6%	9.5%	(2.0)
Allegiant Air	n/a	2.3%	n/a
American	23.1%	17.8%	5.3
Delta	11.9%	7.8%	4.1
Frontier	0.6%	0.6%	(0.1)
JetBlue	0.7%	3.9%	(3.2)
Southwest	48.3%	43.2%	5.1
United	7.9%	13.6%	(5.8)
Volaris	n/a	1.0%	n/a
Others	0.0%	0.2%	(0.2)

TOTAL CHARTER PASSENGERS

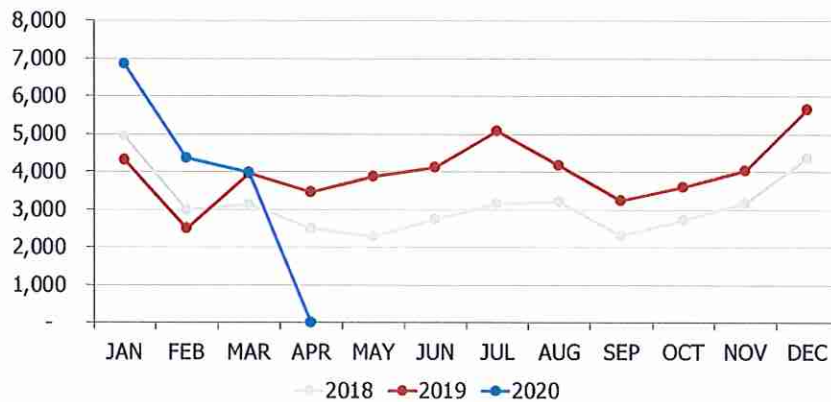


There were no charter activity during the month of April 2020.

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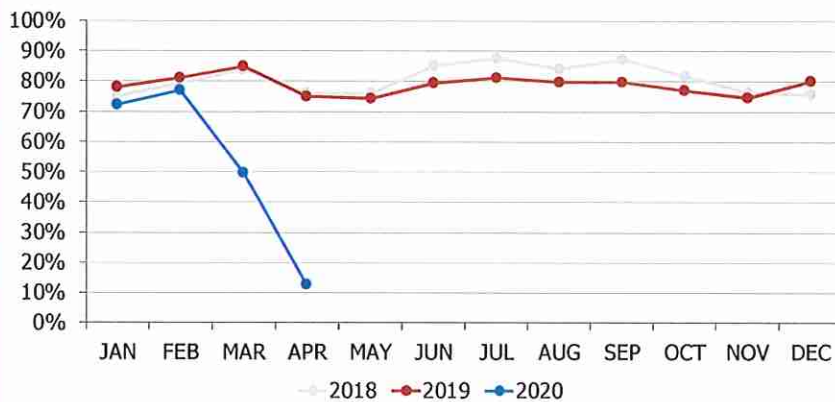


TOTAL INTERNATIONAL PASSENGERS

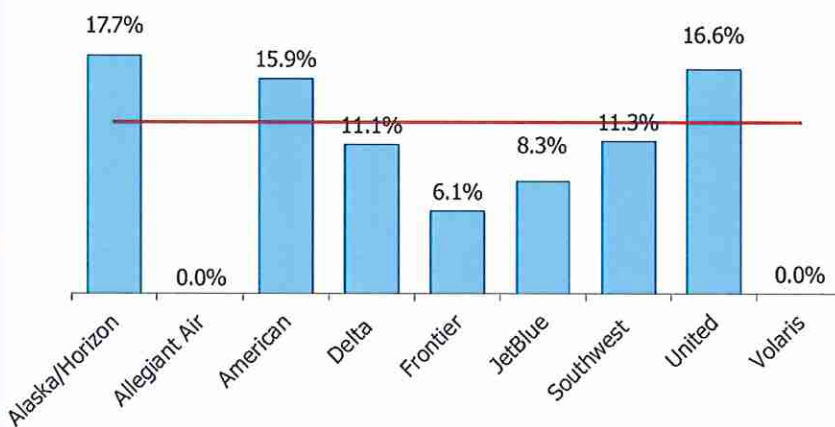


There was no international passenger activity at RNO in April 2020.

AVERAGE ENPLANED LOAD FACTOR



In April 2020, the average enplaned load factor at RNO was 12.7%, a decrease of 62.3 pts. versus April 2019.

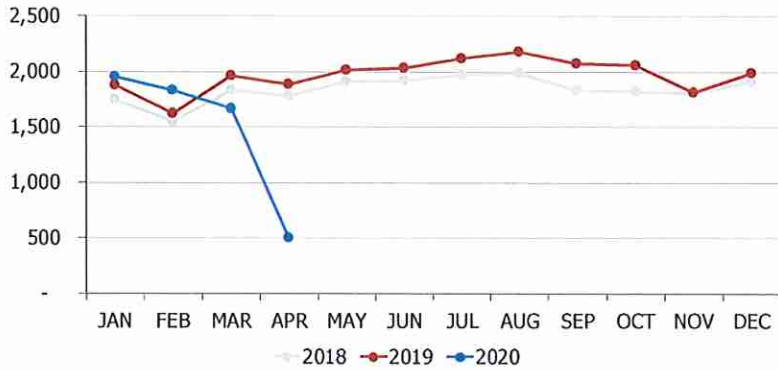


Red horizontal line represents the average enplaned load factor.

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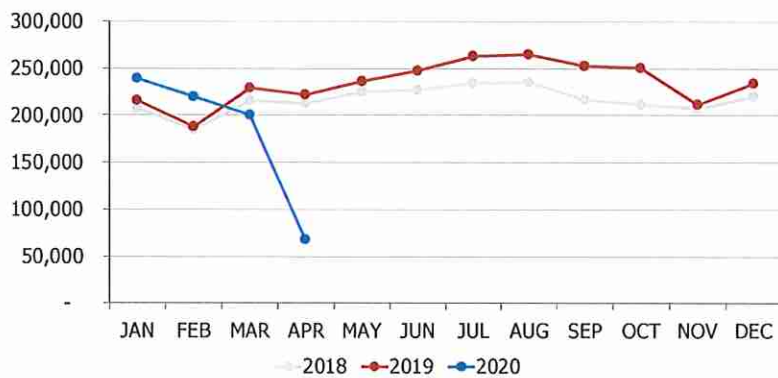


DEPARTURES



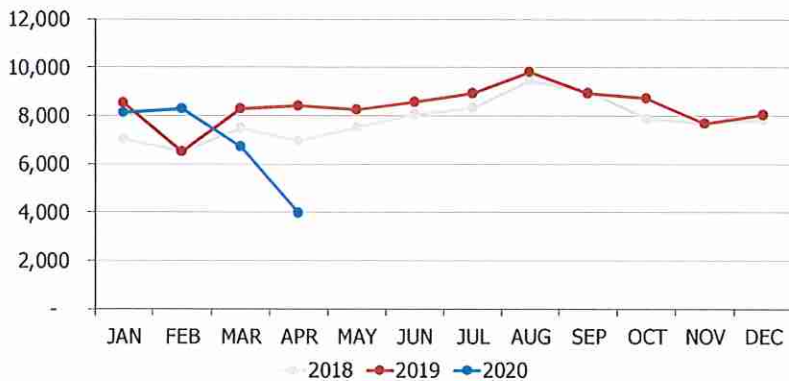
In April 2020, RNO handled 499 departures on seven commercial airlines, a decrease of 73.4% when compared to April 2019.

DEPARTING SEATS



In April 2020, commercial airlines provided 68,261 departing seats, a decrease of 69.2% when compared to April 2019.

TOTAL OPERATIONS



A total of 3,967 operations were handled at RNO in April 2020, a decrease of 52.9% when compared to April 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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Total Passengers April-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	-14.2%
APR	325,428	337,062	3.6%	17,265	-94.9%
MAY	345,740	354,311	2.5%		
JUN	389,103	397,211	2.1%		
2nd QTR	1,060,271	1,088,584	2.7%	17,265	
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		1,362,172		896,792	-34.2%

Total Cargo April-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%	11,090,789	5,030	-1.0%
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%	11,090,789	5,030	-68.7%
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		46,478,773		43,722,217	19,829	-5.9%

Total Enplaned Passengers April-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	8,690	-94.8%
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	451,195	
YTD Total		683,828	451,195	-34.0%

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	8,575	-95.0%
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	445,597	
YTD Total		678,344	445,597	-34.3%

Enplaned Passengers & Load Factor				
Airline	Enplaned	Apr-20	Apr-19	Diff.
Alaska/Horizon	671	17.7%	76.9%	-59.3
Allegiant Air	0	n/a	83.8%	n/a
American	2,027	15.9%	80.0%	-64.1
Delta	952	11.1%	83.8%	-72.8
Frontier	44	6.1%	80.2%	-74.0
JetBlue	62	8.3%	80.8%	-72.5
Southwest	4,226	11.3%	69.5%	-58.2
United	708	16.6%	80.5%	-63.9
Volaris	0	n/a	61.7%	n/a

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

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

PR Highlights

- Media Placements: 11
 - Coverage book: <https://coveragebook.com/b/d55444ae>
- Publication Highlights: Style Magazine, Visit California, Meetings Today, KOLO 8 News Now, KCBS Radio Bay Area, KRNV Channel 4, Travel Awaits
- Estimated Impressions: 3,044,086
- Combined Domain Rank: 59 (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: all media efforts on hold
- 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 Apr. 2 in conjunction with Placer County)
- Influencers: on hold amid COVID-19 pandemic

Blog & Newsletter Content Review

- No newsletters or blogs were posted in April. We had a consumer newsletter/blog go out at the very beginning of May encouraging visitors to stay connected with Tahoe from afar.
- We collectively decided to halt on communications until we had a cohesive message after our destination statement at the end of March. The landscape was changing so rapidly that we wanted to have some positive information to convey. During the month of April, staff created the gift card program, virtual jigsaw puzzles and the Stronger Together messaging which was all shared in the early May newsletter/blog.

Social Media Update

- Social media strategy shifted throughout the month of April due to COVID-19. In mid-March we drastically decreased our frequency of posting to approximately 2-3x/week across all social platforms, and focused on informational posts. Then as the weeks went on, we slowly increased posting to 4-5x/week with a focus on a few programs - Share Your Tahoe Memories, aspirational imagery, videos of the region, NLT jigsaw puzzles, the NLT gift card program and informational updates. We also increased posting on Pinterest to 10 images per week as we saw this platform as a passive space to promote NLT and inspire travel.
- Total Followers: 227,114

- Increased 0.1% from previous month
- Total Impressions: 633,825
- Total Engagements: 38,988
 - Down 50% from previous month, mostly due to our decrease in posting frequency. However engagement per individual post was still relatively high.
- The aspirational images and videos are performing great. Many of them are performing 200% to 300% above average for our regular posts. The consumer is clearly looking for relaxing and serene imagery during this chaotic time.

Paid Media Update

- No paid media ran in the month of April.
- Staff worked with Augustine and Richter 7 on a multi-pronged plan for a recovery campaign from both the creative aspect and the media buy perspective.

Leisure Sales Efforts

- Tourism Cares 2020 North American Conference - Postponed.
 - New Dates: June 2-4, 2021
- Best Day Mexico Webinar conducted to 185 agents April 30th
- With each international office:
 - Implementing recovery plans, scheduling webinars, newsletters to distribute NLT assets to align with tour operator's hashtag campaigns to dream now to be ready to book when travel bans are lifted
 - Each office has provided and individual recovery plan that has been approved for April-June
 - Sarah to manage implementation of all recovery plans and will report back monthly
- Germany, Austria, Switzerland:
 - Travel trade activities are currently paused and on hold
 - Prepare and send out trade newsletter for April/May. Newsletter sent on April 29, 2020 to 183 subscribers. Open Rate: 40.9 %. Click Rate: 12.7 %
 - Received 6 travel trade and 73 consumer requests
 - Distributed registration login for High Sierra Webinar for May 11
 - CRD has announced insolvency
- UK/Ireland:
 - Distributed a tour operator questionnaire on travel trends
 - Trailfinders started pushing the sales messaging and has shared packages deals for end of 2020 and early 2021 on its Facebook page
 - Flight Centre is in the second week of #OpenMyWorld, which aims to spotlight a destination or theme
 - (15) calls conducted with Bon Voyage, British Airways, Charitable Travel, Elegant Resorts, Flight Centre, Kuoni, Ocean Holidays, Purely America, Quintessentially, Scott Dunn, Trailfinders, Travel Bulletin, Turquoise Holidays, United Airlines, USAirtours – Travelplanners
- Australia:
 - (17) meetings and events completed with Luxury Escapes, Mogul Ski, Flight Centre, Destination Webinars, DMO Australia and New Zealand update Brand USA, Expedia and United Airlines
 - Distributed quarterly newsletter
 - Distributed questionnaire to tour operators on travel trends
- Canada Update:
 - Working on Fall dates for Travel Masters Incentive FAM
 - Working on brochure analysis due in June
 - Worked on schedule webinars (*all of which have been postponed at this time*)
 - In Canada predicts easing of travel restrictions for international short-haul (mid- to late-August) and long-haul travel (into the fall)

Conference Sales Efforts

- All travel and work events are on hold
- Group Sales Booking Pace:
 - As of May 22, 2020, the Conference Sales Team has booked 73% of our 2019-2020 Booked Room Night Goal of 17,397 room nights.
 - Year-to-date bookings are pacing 5% behind FY 2018-2019. We have secured 52 Bookings which puts us at 79% of our goal.
 - Due to the COVID-19 outbreak, the number of leads generated for the months of March, April and May have decreased dramatically. The month of March was down 50% compared to last year and April was down 73% compared to April 2019. No leads have been generated in May 2020 so far.
- No new room revenue booked since May 8th
- No new leads sent out since May 8th
- Group Bookings cancelled since May 8th - room revenue total - \$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.
- June - September 2020 Group Bookings - room revenue total \$675,575



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 2022/2023
- 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 / Pivoted to Virtual Event
- 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

Squaw Valley Half Marathon and Run to Squaw 8 Miler postponed June 7 → August 30 |
 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 | 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 → Cancelled
- 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!

- Olympic Valley Drive In | July 3-5 | Squaw Valley - (Tentative)
- 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 | July 14th- September 15th

Outdoor Movies | Cancelled - working on a modified plan
Yoga Squaw'd - July (tentative)

- Art Wine & Music Festival - July 11-12 | Cancelled
- Brews Jazz & Funk - August 8-9
- Foam Fest - September 5 | Cancelled
- 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- Cancelled
- Oktoberfest - September 26th
- Fireworks - July 4th- Cancelled

Cancelled/Postponed Events- NTBA

- Fireworks- July 3rd- Cancelled

Cancelled/Postponed Events- IVGID

- Fireworks - Cancelled

Cancelled/Postponed Events - TDMA/Town of Truckee

- Truckee Thursdays - Postponed to August until further notice
- Truckee 4th of July Firecracker Mile Run - Canceled
- Truckee 4th of July Parade - Canceled
- Art and Soul Artwalk - September 14th
- Truckee follies - Postponed to 2021



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North Lake Tahoe Visitor Information Center Visitor Report: April 2020

VISITORS SERVED:

March 2020

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

April 2019

Total TC Walk-ins: 3,032
Total Phone Calls: 169
Total 3,201

April 2020

Total TC Walk-ins: 0
Total Phone Calls: 120
Total 120

REFERRALS GIVEN TO VISITORS:

Restaurants 10	Lodging 0	Historic / Museum 0	Events 0
Tours 0	Surrounding Towns (SLT / Truckee) 0	Shopping 0	Transportation 0
Services 45	Activities Mountain / Trails 0	Activities / Lake 35	Maps / Directions 42

April 2020 Highlights

- Updating Visitor Information Sheets for 2020
- Deep clean to Visitor Center

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

April 30, 2020

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of April 30, 2020

	<u>Apr 30, 20</u>	<u>Apr 30, 19</u>	<u>\$ Change</u>	<u>% Change</u>	<u>Jun 30, 19</u>
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	315,532	383,717	(68,185)	(18%)	363,031
Total Checking/Savings	<u>315,532</u>	<u>383,717</u>	<u>(68,185)</u>	<u>(18%)</u>	<u>363,031</u>
Accounts Receivable					
1200-00 · Accounts Receivable	60,791	16,336	44,455	272%	10,196
Total Accounts Receivable	<u>60,791</u>	<u>16,336</u>	<u>44,455</u>	<u>272%</u>	<u>10,196</u>
Other Current Assets					
1300 · Reimbursements Receivable	16,600	2,312	14,288	618%	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Total Other Current Assets	<u>19,925</u>	<u>2,412</u>	<u>17,513</u>	<u>726%</u>	<u>4,462</u>
Total Current Assets	<u>396,248</u>	<u>402,465</u>	<u>(6,217)</u>	<u>(2%)</u>	<u>377,689</u>
Other Assets					
1400-00 · Prepaid Expenses	32,024	19,951	12,073	61%	12,340
Total Other Assets	<u>32,024</u>	<u>19,951</u>	<u>12,073</u>	<u>61%</u>	<u>12,340</u>
TOTAL ASSETS	<u>428,272</u>	<u>422,416</u>	<u>5,856</u>	<u>1%</u>	<u>390,029</u>
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	26,975	146,601	(119,626)	(82%)	365,187
Total Accounts Payable	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
Total Current Liabilities	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
Total Liabilities	<u>26,975</u>	<u>146,601</u>	<u>(119,626)</u>	<u>(82%)</u>	<u>365,187</u>
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	376,455	86,383	290,072	336%	(164,591)
Total Equity	<u>401,297</u>	<u>275,816</u>	<u>125,481</u>	<u>45%</u>	<u>24,842</u>
TOTAL LIABILITIES & EQUITY	<u>428,272</u>	<u>422,416</u>	<u>5,856</u>	<u>1%</u>	<u>390,029</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2019 through April 2020

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
Income				
4000-00 • LTIVCBVB Funding	831,877.00	829,877.00	2,000.00	0.2%
4001-00 • NLTRA Funding	1,344,959.00	1,216,523.00	128,436.00	10.6%
4004-00 • IVCBVB Entertainment	6,000.00	8,000.00	-2,000.00	-25.0%
Total Income	2,182,836.00	2,054,400.00	128,436.00	6.3%
Gross Profit	2,182,836.00	2,054,400.00	128,436.00	6.3%
Expense				
5000-00 • CONSUMER MARKETING				
5001-00 • Broadcast / Radio - High Notes	5,104.00	13,471.65	-8,367.65	-62.1%
5002-00 • Consumer Print	0.00	40,500.00	-40,500.00	-100.0%
5002-01 • Native Display	9,250.00	13,713.00	-4,463.00	-32.6%
5004-00 • Trip Advisor	66,400.69	88,095.03	-21,694.34	-24.6%
5005-00 • Paid Social	101,950.14	111,180.80	-9,230.66	-8.3%
5005-01 • Digital Display	155,778.15	121,865.95	33,912.20	27.8%
5005-02 • Retargeting Video	14,972.28	0.00	14,972.28	100.0%
5007-00 • Creative Production	154,055.21	150,855.43	3,199.78	2.1%
5010-00 • Account Strategy & Management	67,000.00	70,000.00	-3,000.00	-4.3%
5010-01 • Digital Management & Reporting	18,000.00	30,000.00	-12,000.00	-40.0%
5010-02 • Website Strategy & Analysis	11,400.00	20,000.00	-8,600.00	-43.0%
5013-00 • Outdoor	115,000.00	111,000.00	4,000.00	3.6%
5015-00 • Video	20,176.21	13,993.42	6,182.79	44.2%
5017-00 • Rich Media	34,987.64	45,000.00	-10,012.36	-22.3%
5018-00 • Media Commission	77,333.06	77,068.52	264.54	0.3%
5018-01 • Digital Ad Serving	2,194.45	609.25	1,585.20	260.2%
5020-00 • Search Engine Marketing	43,847.92	40,346.61	3,501.31	8.7%
5022-00 • Email	26,476.66	28,177.50	-1,700.84	-6.0%
Total 5000-00 • CONSUMER MARKETING	923,926.41	975,877.16	-51,950.75	-5.3%
5110-00 • LEISURE SALES				
5107-00 • Creative Production	3,944.12	12,536.35	-8,592.23	-68.5%
5111-00 • FAMs - Domestic	0.00	946.97	-946.97	-100.0%
5112-00 • Training / Sales Calls	6,928.20	1,575.29	5,352.91	339.8%
5113-00 • Additional Opportunities	3,392.02	5,694.31	-2,302.29	-40.4%
5115-00 • Travel Agent Incentive Program	1,500.00	0.00	1,500.00	100.0%
5120-00 • Domestic - Trade Shows	5,504.87	2,843.02	2,661.85	93.6%
5131-00 • FAMs - Intl - Travel Trade	1,683.75	339.15	1,344.60	396.5%
5132-00 • FAMs - Intl - Media	35.08	6,190.27	-6,155.19	-99.4%
5133-00 • Ski-Tops	0.00	536.99	-536.99	-100.0%
5134-00 • Intl Marketing - Additional Opp	4,526.92	3,555.00	971.92	27.3%
5136-00 • Tour Operator Brochure Support	2,000.00	5,500.00	-3,500.00	-63.6%
5137-00 • Co-op Opportunities	8,266.41	6,139.00	2,127.41	34.7%
5141-00 • Australian Sales Mission	0.00	2,455.55	-2,455.55	-100.0%
5142-00 • UK Sales Mission	2,176.93	4,750.00	-2,573.07	-54.2%
5143-00 • Mountain Travel Symposium	37.93	4,978.01	-4,940.08	-99.2%
5144-00 • IPWV - POW WOW	257.16	5,483.74	-5,226.58	-95.3%
5145-00 • TIA Annual Dues	2,655.00	2,655.00	0.00	0.0%
5146-00 • UK / Black Diamond	24,166.67	32,107.07	-7,940.40	-24.7%
5147-00 • AUS / Gate 7	26,469.00	38,732.72	-10,263.72	-27.9%
5149-00 • Mexico Program	2,490.81	4,860.03	-2,369.22	-46.8%
5150-00 • China Program	154.17	5,238.35	-5,084.18	-97.1%
5151-00 • RTO West	0.00	2,689.57	-2,689.57	-100.0%
5152-00 • Go West	0.00	1,815.87	-1,815.87	-100.0%
5154-00 • Canada				
5154-01 • Canada Sales Mission	6,409.18	7,233.15	-823.97	-11.4%
5154-00 • Canada - Other	16,859.94	27,456.16	-10,596.22	-38.6%
Total 5154-00 • Canada	23,269.12	34,689.31	-11,420.19	-32.9%
5155-00 • California Star Program	1,750.01	3,500.00	-1,749.99	-50.0%
5156-00 • German Trade Representation	16,393.63	0.00	16,393.63	100.0%
Total 5110-00 • LEISURE SALES	137,641.80	187,791.57	-50,149.77	-26.7%
5200-00 • PUBLIC RELATIONS				
5200-01 • Strategy, Reporting, Mgmt, Etc.	21,000.00	22,000.00	-1,000.00	-4.6%
5201-00 • National, Regional, & Local PR	48,500.00	50,000.00	-1,500.00	-3.0%
5202-00 • PR Program/ Content Dev - Blogs	19,000.00	18,000.00	1,000.00	5.6%
5202-01 • Rich Content Development	4,975.00	0.00	4,975.00	100.0%
5204-00 • Media Mission(s)	8,823.11	6,691.30	2,131.81	31.9%
5205-00 • Digital Buy/ Social Media Boost	4,086.00	5,000.00	-914.00	-18.3%
5207-00 • Content Campaigns/Tools-My Emma	3,000.00	3,000.00	0.00	0.0%
5208-00 • International Travel Media FAMS	5,252.35	9,052.60	-3,800.25	-42.0%
5208-01 • Int'l FAM Hard Cost	2,107.97	0.00	2,107.97	100.0%
5208-02 • Int'l Media Retainer	2,650.00	0.00	2,650.00	100.0%
5209-00 • Domestic Travel Media FAMS	19,773.06	22,890.82	-3,117.76	-13.6%
5210-00 • Content Dev - Newsletters	18,000.00	20,000.00	-2,000.00	-10.0%
5211-00 • Social Media Strategy & Mgmt	40,000.00	40,000.00	0.00	0.0%
5212-00 • Social Giveaways & Contests	6,153.62	5,700.00	453.62	8.0%
5213-00 • Facebook Live	2,500.00	1,500.00	1,000.00	66.7%
5214-00 • Social Takeover	7,951.75	6,688.34	1,263.41	18.9%
5215-00 • Content Campaign-Local Luminary	0.00	27,000.00	-27,000.00	-100.0%
5200-00 • PUBLIC RELATIONS - Other	0.00	326.43	-326.43	-100.0%
Total 5200-00 • PUBLIC RELATIONS	213,772.86	237,849.49	-24,076.63	-10.1%
6000-00 • CONFERENCE SALES				
6002-00 • Destination Print	17,260.00	12,300.00	4,960.00	40.3%
6003-00 • Geo-Fence Targeting	0.00	3,000.00	-3,000.00	-100.0%
6004-00 • Email	2,550.00	10,100.00	-7,550.00	-74.8%
6005-00 • Paid Media	6,276.18	7,104.89	-828.71	-11.7%
6006-00 • CVENT	11,289.76	13,196.46	-1,906.70	-14.5%
6007-00 • Creative Production	14,536.11	24,906.75	-10,370.64	-41.6%
6008-00 • Conference PR / Social Outreach	8,400.00	10,000.00	-1,600.00	-16.0%
6016-00 • MCC Search Engine Marketing	3,408.21	0.00	3,408.21	100.0%
6018-00 • MCC Media Commission	5,640.88	7,507.76	-1,866.88	-22.2%
6018-01 • MCC Digital Ad Serving	1.26	35.95	-34.69	-96.5%
6128-00 • HelmsBriscoe Strategic Partner	5,749.97	5,000.00	749.97	15.0%
6152-00 • Client Events / Opportunities	10,789.44	15,304.09	-4,514.65	-29.5%
6153-00 • Chicago Sales Rep Support	8,082.79	7,758.03	324.76	4.2%
Total 6000-00 • CONFERENCE SALES	94,184.60	116,213.93	-22,029.33	-19.0%
6100-00 • TRADE SHOWS				
6111-00 • Site Inspections	2,328.67	5,326.52	-2,997.85	-56.3%
6115-00 • Chicago Holiday Showcase	0.00	0.00	0.00	0.0%

North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison
July 2019 through April 2020

Accrual Basis

	Jul '19 - Apr 20	Jul '18 - Apr 19	\$ Change	% Change
6116-00 • CalSAE Seasonal Spectacular	1,936.06	4,141.82	-2,205.76	-53.3%
6118-00 • ASAE Annual	6,036.38	5,945.97	90.41	1.5%
6120-00 • AFW Client Event	1,168.39	820.83	347.56	42.3%
6120-01 • Sac River Cats Client Event	2,392.41	2,002.97	389.44	19.4%
6127-00 • CalSAE Annual	1,022.07	5,630.01	-4,607.94	-81.9%
6136-00 • Mountain Travel Symposium	0.00	673.50	-673.50	-100.0%
6143-00 • Connect Marketplace	3,814.74	2,402.34	1,412.40	58.8%
6144-00 • ASAE XDP	0.00	3,646.88	-3,646.88	-100.0%
6150-01 • Luxury Meeting Summit Northwest	0.00	3,086.06	-3,086.06	-100.0%
6150-02 • Luxury Summit Meeting Texas	0.00	5,769.33	-5,769.33	-100.0%
6150-03 • Luxury Meeting Summit NorCal	0.00	1,650.00	-1,650.00	-100.0%
6150-05 • Luxury Meeting Summit PHX/SD/OC	0.00	5,741.10	-5,741.10	-100.0%
6151-00 • Destination CA	0.00	1,396.31	-1,396.31	-100.0%
6154-00 • HelmsBriscoe ABC	5,316.80	4,786.65	530.15	11.1%
6156-00 • Connect California	280.96	4,162.88	-3,881.92	-93.3%
6156-02 • Connect Chicago	0.00	3,700.00	-3,700.00	-100.0%
6156-03 • Connect New England	0.00	1,414.24	-1,414.24	-100.0%
6156-04 • Connect Georgia	5,733.39	4,876.75	856.64	17.6%
6157-00 • HPN Partner Conference	4,299.45	3,717.80	581.65	15.7%
6160-00 • AllThingsMeetings Silicon Valley	510.76	1,038.15	-527.39	-50.8%
6160-01 • AllThingsMeetings East Bay	0.00	1,756.44	-1,756.44	-100.0%
6161-00 • Connect Southwest	5,057.32	3,700.00	1,357.32	36.7%
6162-00 • Connect Tech & Medical	4,748.61	4,745.85	2.76	0.1%
6163-00 • Connect Financial	7,961.19	4,696.57	3,264.62	69.5%
6164-00 • Connect Mountain Incentive	0.00	5,298.63	-5,298.63	-100.0%
6165-00 • Bay Area Client Appreciation	3,250.00	0.00	3,250.00	100.0%
6166-00 • Sports Commission	0.00	795.00	-795.00	-100.0%
6167-00 • Nor Cal DMO	489.00	429.00	60.00	14.0%
6168-00 • Sacramento/Roseville TopGolf	1,144.42	0.00	1,144.42	100.0%
6171-00 • Outdoor Retailer	105.10	0.00	105.10	100.0%
6173-00 • Connect NYC	324.96	0.00	324.96	100.0%
Total 6100-00 • TRADE SHOWS	57,920.68	93,351.60	-35,430.92	-38.0%
6106-00 • CalSAE Seasonal Spectacular	0.00	-2,537.14	2,537.14	100.0%
7000-00 • COMMITTED & ADMIN EXPENSES				
5008-00 • Cooperative Programs	33,558.60	25,850.57	7,708.03	29.8%
5009-00 • Fulfillment / Mail	9,019.96	10,359.14	-1,339.24	-12.9%
5021-00 • RASC-Reno Air Service Corp	75,000.00	100,000.00	-25,000.00	-25.0%
5122-00 • SSMC Shipping - Sierra Ski Mkt	5.03	0.00	5.03	100.0%
5123-00 • HSVC - High Sierra Visitors	1,666.70	2,000.00	-333.30	-16.7%
7001-00 • Miscellaneous	253.04	311.36	-58.32	-18.7%
7002-00 • CRM Subscription	7,499.98	8,333.30	-833.32	-10.0%
7003-00 • IVCBVB Entertainment Fund	2,258.40	3,738.76	-1,480.36	-39.6%
7004-00 • Research	29,030.02	6,860.40	22,169.62	323.2%
7005-00 • Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 • Special Events	30,000.00	0.00	30,000.00	100.0%
7007-00 • Destimetrics / DMX	25,012.50	33,350.00	-8,337.50	-25.0%
7008-00 • Opportunistic Funds	34,373.27	98,366.79	-63,993.52	-65.1%
7009-00 • Tahoe Cam Usage	2,124.00	1,062.00	1,062.00	100.0%
7010-00 • Photo Management & Storage	5,499.20	0.00	5,499.20	100.0%
7011-00 • TrendKite PR Software	2,499.99	0.00	2,499.99	100.0%
8700-00 • Automobile Expense*	3,390.20	4,113.20	-723.00	-17.6%
7000-00 • COMMITTED & ADMIN EXPENSES - Other	324.99	-5,779.00	6,103.99	105.6%
Total 7000-00 • COMMITTED & ADMIN EXPENSES	276,515.82	303,566.52	-27,050.70	-8.9%
8000-00 • WEBSITE CONTENT & MAINTENANCE				
8002-00 • Content Manager Contractor	42,500.00	35,833.30	6,666.70	18.6%
8003-00 • Website Hosting Maintenance	59,918.76	20,070.63	39,848.13	198.5%
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	102,418.76	55,903.93	46,514.83	83.2%
Total Expense	1,806,380.93	1,958,017.06	-161,636.13	-8.2%
Net Income	376,455.07	86,382.94	290,072.13	335.8%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

April 2020

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	90,820	90,820	0	831,877	831,877	0	942,000
4001-00 - NLTRA Funding	154,348	154,348	0	1,344,959	1,344,959	0	1,503,362
4004-00 - IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	245,168	245,168	0	2,182,836	2,182,836	0	2,453,362
Gross Profit	245,168	245,168	0	2,182,836	2,182,836	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	4,250	(4,250)	9,250	57,500	(48,250)	68,000
5004-00 - Trip Advisor	0	8,333	(8,333)	66,401	83,330	(16,929)	100,000
5005-00 - Paid Social	0	3,500	(3,500)	101,950	126,712	(24,762)	139,000
5005-01 - Digital Display	0	5,750	(5,750)	155,778	72,500	83,278	85,000
5005-02 - Retargeting Video	0	2,500	(2,500)	14,972	25,000	(10,028)	30,000
5007-00 - Creative Production	7,405	13,250	(5,845)	154,055	132,500	21,555	158,219
5010-00 - Account Strategy & Management	4,000	7,000	(3,000)	67,000	70,000	(3,000)	84,000
5010-01 - Digital Management & Reporting	0	2,000	(2,000)	18,000	20,000	(2,000)	24,000
5010-02 - Website Strategy & Analysis	600	1,200	(600)	11,400	12,000	(600)	14,400
5013-00 - Outdoor	0	0	0	115,000	115,000	0	115,000
5015-00 - Video	0	0	0	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	233	3,254	(3,021)	77,333	85,877	(8,544)	103,607
5018-01 - Digital Ad Serving	0	504	(504)	2,194	5,042	(2,848)	6,050
5020-00 - Search Engine Marketing	0	5,000	(5,000)	43,848	50,000	(6,152)	60,000
5022-00 - Email	0	0	0	26,477	31,500	(5,023)	35,000
5025-00 - Expedia	0	0	0	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	12,500	(12,500)	15,000
5028-00 - High Impact Media	0	2,750	(2,750)	0	38,500	(38,500)	45,000
Total 5000-00 - CONSUMER MARKETING	12,238	60,541	(48,303)	923,926	1,046,531	(122,605)	1,204,746
5110-00 - LEISURE SALES							
5107-00 - Creative Production	0	0	0	3,944	5,000	(1,056)	6,000
5112-00 - Training / Sales Calls	46	0	46	6,928	6,500	428	6,500
5113-00 - Additional Opportunities	396	0	396	3,392	5,250	(1,858)	7,000
5115-00 - Travel Agent Incentive Program	0	0	0	1,500	0	1,500	1,500
5120-00 - Domestic - Trade Shows	439	0	439	5,505	6,450	(945)	6,450
5131-00 - FAMS -Intl - Travel Trade	0	0	0	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	0	0	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	0	0	0	8,266	15,000	(6,734)	15,000
5141-00 - Australian Sales Mission	0	4,750	(4,750)	0	4,750	(4,750)	6,550
5142-00 - UK Sales Mission	0	0	0	2,177	3,000	(823)	3,000
5143-00 - Mountain Travel Symposium	0	0	0	38	1,500	(1,462)	1,500
5144-00 - IPW - POW WOW	(68)	0	(68)	257	12,000	(11,743)	11,000
5145-00 - TIA Annual Dues	0	0	0	2,695	2,650	45	2,650
5146-00 - UK / Black Diamond	1,667	7,750	(6,083)	24,167	31,000	(6,833)	31,000
5147-00 - AUS / Gate 7	0	7,925	(7,925)	26,469	31,700	(5,231)	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	6,250	(6,250)	16,860	26,000	(9,140)	26,000
Total 5154-00 - Canada	0	6,250	(6,250)	23,269	32,000	(8,731)	32,000
5155-00 - California Star Program	292	0	292	1,750	3,500	(1,750)	3,500
5156-00 - German Trade Representation	6,333	4,750	1,583	16,394	22,000	(5,606)	23,000
Total 5110-00 - LEISURE SALES	9,105	31,425	(22,320)	137,642	211,395	(73,753)	222,695
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,200	2,200	(1,000)	21,000	22,000	(1,000)	26,400
5201-00 - National, Regional, & Local PR	3,500	5,000	(1,500)	48,500	50,000	(1,500)	60,000
5202-00 - PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	19,000	20,000	(1,000)	24,000
5202-01 - Rich Content Development	0	5,500	(5,500)	4,975	22,000	(17,025)	22,000
5204-00 - Media Mission(s)	0	0	0	8,823	10,600	(1,777)	10,600
5206-00 - Digital Buy/ Social Media Boost	0	500	(500)	4,086	5,000	(914)	6,000
5207-00 - Content Campaigns/Tools-My Emma	300	300	0	3,000	3,000	0	3,600
5208-00 - International Travel Media FAMS	46	0	46	5,252	10,200	(4,948)	13,600
5208-01 - Int'l FAM Hard Cost	0	0	0	2,108	9,000	(6,892)	12,000
5208-02 - Int'l Media Retainer	0	300	(300)	2,650	3,000	(350)	3,600
5209-00 - Domestic Travel Media FAMS	0	3,500	(3,500)	19,773	35,000	(15,227)	38,500
5210-00 - Content Dev - Newsletters	1,800	1,800	0	18,000	18,000	0	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	40,000	40,000	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	4,660	(2,360)	6,480
5214-00 - Social Takeover	0	8,000	(8,000)	7,952	16,000	(8,048)	16,000
Total 5200-00 - PUBLIC RELATIONS	11,846	33,100	(21,254)	213,773	274,360	(60,587)	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

April 2020

	Apr 20	Budget	\$ Over Budget	Jul '19 - Apr 20	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	5,950	(3,400)	7,650
6005-00 - Paid Media	0	833	(833)	6,276	8,330	(2,054)	10,000
6006-00 - CVENT	0			11,290	13,500	(2,210)	13,500
6007-00 - Creative Production	0	3,000	(3,000)	14,536	28,000	(13,464)	30,000
6008-00 - Conference PR / Social Outreach	0	1,000	(1,000)	8,400	10,000	(1,600)	12,000
6016-00 - MCC Search Engine Marketing	0			3,408			
6018-00 - MCC Media Commission	2	330	(328)	5,841	8,200	(2,359)	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			5,750	6,000	(250)	6,000
6152-00 - Client Events / Opportunities	0	6,000	(6,000)	10,789	15,000	(4,211)	15,000
6153-00 - Chicago Sales Rep Support	881	1,500	(619)	8,083	9,400	(1,317)	10,000
Total 6000-00 - CONFERENCE SALES	1,467	13,513	(12,046)	94,185	135,730	(41,545)	144,361
6100-00 - TRADE SHOWS							
6111-00 - Site Inspections	0	500	(500)	2,329	5,850	(3,521)	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	0			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	(5,000)	0	(5,000)	1,022	6,700	(5,678)	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	1,500	(1,500)	281	5,250	(4,969)	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	0	0	0	5,250	(5,250)	5,250
6165-00 - Bay Area Client Appreciation	0	4,000	(4,000)	3,250	4,000	(750)	5,000
6167-00 - Nor Cal DMO	0			489	0	489	0
6168-00 - Sacramento/Roseville TopGolf	1,250			1,144	2,500	(1,356)	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	1,500	(1,500)	0	2,595	(2,595)	2,595
6173-00 - Connect NYC	0			325			
Total 6100-00 - TRADE SHOWS	(3,750)	7,500	(11,250)	57,921	99,460	(41,539)	106,610
7000-00 - COMMITTED & ADMIN EXPENSES							
5008-00 - Cooperative Programs	0	0	0	33,559	37,500	(3,941)	50,000
5009-00 - Fulfillment / Mail	224	1,000	(776)	9,020	10,000	(980)	12,000
5021-00 - RASC-Reno Air Service Corp	0	25,000	(25,000)	75,000	100,000	(25,000)	100,000
5122-00 - SSMC Shipping - Sierra Ski Mkt	0			5			
6123-00 - HSVC - High Sierra Visitors	167			1,667	2,000	(333)	2,000
7001-00 - Miscellaneous	0			253	0	253	0
7002-00 - CRM Subscription	0	833	(833)	7,500	8,330	(830)	9,996
7003-00 - IVCBVB Entertainment Fund	0	0	0	2,258	6,000	(3,742)	8,000
7004-00 - Research	2,500	24,000	(21,500)	29,030	24,000	5,030	24,000
7005-00 - Film Festival	0			15,000	15,000	0	15,000
7006-00 - Special Events	0	30,000	(30,000)	30,000	30,000	0	30,000
7007-00 - Destimetrics / DMX	0	8,338	(8,338)	25,013	33,352	(8,340)	33,352
7008-00 - Opportunistic Funds	0	0	0	34,373	50,000	(15,627)	50,000
7009-00 - Tahoe Cam Usage	0	177	(177)	2,124	1,770	354	2,124
7010-00 - Photo Management & Storage	550	592	(42)	5,499	5,920	(421)	7,104
7011-00 - TrendKite PR Software	0	333	(333)	2,500	3,330	(830)	3,996
8700-00 - Automobile Expense*	0	400	(400)	3,390	4,000	(610)	4,800
7000-00 - COMMITTED & ADMIN EXPENSES - Other	0			325			
Total 7000-00 - COMMITTED & ADMIN EXPENSES	3,441	90,673	(87,232)	276,516	331,202	(54,686)	352,372
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,250	4,250	0	42,500	42,500	0	51,000
8003-00 - Website Hosting Maintenance	8,251	4,166	4,085	59,919	41,660	18,259	50,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	12,501	8,416	4,085	102,419	84,160	18,259	101,000
Total Expense	46,848	245,168	(198,320)	1,808,381	2,182,838	(376,457)	2,453,364
Net Income	198,320	0	198,320	376,455	(2)	376,457	(2)



north lake tahoe

Chamber | CVR | Resort Association

Aging by Revenue Item

As of 4/30/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
101-200 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$940.00	\$940.00
11-20 Employees Membership Dues			\$690.00	\$0.00	\$345.00	\$345.00	\$0.00	\$670.00	\$2,050.00
1-5 Employees Membership Dues			\$5,605.00	\$0.00	\$2,360.00	\$2,360.00	\$855.00	\$3,420.00	\$14,600.00
21-50 Employees Membership Dues			\$1,620.00	\$0.00	\$540.00	\$3,780.00	\$520.00	\$2,600.00	\$9,060.00
50-100 Employees Membership Dues			\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$725.00	\$2,225.00
6-10 Employees Membership Dues			\$325.00	\$0.00	\$325.00	\$10,050.00	\$315.00	\$945.00	\$11,960.00
Financial Institutions Membership			\$700.00	\$0.00	\$0.00	\$2,100.00	\$700.00	\$0.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$1,020.00	\$0.00	\$340.00	\$1,700.00	\$330.00	\$660.00	\$4,050.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$830.00	\$0.00	\$0.00	\$830.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$18,615.00	\$0.00	\$0.00	\$18,615.00
1201-01 Member AR Membership Dues			\$11,460.00	\$0.00	\$3,910.00	\$39,780.00	\$2,720.00	\$9,960.00	\$67,830.00
Eblast Totals:			\$0.00	\$195.00	\$285.00	\$0.00	\$0.00	\$175.00	\$655.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$0.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$565.00	\$0.00	\$0.00	\$565.00
1201-03 Member Accounts Receivable -			\$0.00	\$195.00	\$285.00	\$565.00	\$165.00	\$175.00	\$1,385.00
GRAND TOTALS			\$11,460.00	\$195.00	\$4,195.00	\$40,345.00	\$2,885.00	\$10,135.00	\$69,215.00

KEY METRICS FOR April 30, 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 April 2020)					
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change
Tahoe City:					
Walk In	32268	35244	33578	36049	7.36%
Phone	2793	2582	2354	2455	4.29%
Email	296	315	338	372	10.06%
Kings Beach (Walk In)	3455	7883	11439	8322	-27.25%
NLT - Event Traffic	4,945	4495	3491	3243	-7.10%
Total	43,757	50,519.00	51,200.00	50,441.00	-1.48%

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	\$ 875,360	14.82%
Second (Apr - June)	\$ 558,566	\$ 716,779	\$ 627,831	\$ 674,366	7.41%
Third (Jul - Sept)	\$ 943,574	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	
Fourth (Oct - Dec)	\$ 629,807	\$ 641,261	\$ 671,770		
Total	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242	\$ 2,608,005	

Unemployment Rates - EDD					April 2020
California (pop. 38,332,521)					15.5%
Placer County (367,309)					13.3%
Dollar Point (1,215)					9.1%
Kings Beach (3,893)					5.3%
Sunnyside/Tahoe City (1,557)					19.5%
Tahoe Vista (1,433)					3.0%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	56.7%	32.2%	-99.5%
ADR (Average Daily Rate)	\$ 376	\$ 355	43.1%
RevPAR (Rev per Available Room)	\$ 213	\$ 114	-99.3%
Occupancy 1 Mth Forecast	28.7%	0.7%	-96.5%
ADR 1 Mth Forecast	\$ 259	\$ 321	64.4%
RevPAR 1 Mth Forecast	\$ 74	\$ 2	-94.3%
Occupancy (prior 6 months)	52.1%	46.1%	-28.9%
ADR (prior 6 months)	\$ 365	\$ 387	12.4%
RevPAR (prior 6 months)	\$ 190	\$ 179	-20.1%
Occupancy (next 6 months)	26.5%	18.5%	-40.1%
ADR (next 6 months)	\$ 345	\$ 446	14.2%
RevPAR (next 6 months)	\$ 91	\$ 83	-31.7%

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 %	
	Actuals	Forecasted	Forecasted	Change	
FORWARD LOOKING					
Total Revenue Booked	\$2,890,990	\$ 2,843,819	\$ 2,767,546	-2.68%	
Commission for this Revenue	\$ 79,949	\$ 81,885	\$ 46,373	-43.37%	
Number of Room Nights	14,165	14,886	11,906	-20.02%	
Number of Bookings	72	63	54	-14.29%	
Conference Revenue And Percentage by County:					
	18-19	19-20			
Placer	66%	79%	\$1,850,907	\$ 1,864,000	\$ 2,179,286 16.91%
Washoe	10%	14%	\$314,610	\$ 287,644	\$ 381,642 32.68%
South Lake	24%	7%	\$725,473	\$ 692,175	\$ 206,618 -70.15%
Nevada County	0%	0%			
Total Conference Revenue	100%	100%	\$2,890,990	\$ 2,843,819	\$ 2,767,546 -2.68%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%
Annual Commission Goal			\$ 70,000	\$ 50,000	-28.57%

North Lake Tahoe COVID-19 Response Report

Consumer Channels

- The banner on the homepage of GoTahoeNorth.com discouraging travel amid the COVID-19 pandemic, “We ask you to keep loving North Lake Tahoe from a distance”, continued to remain in place throughout April. Additional messaging was added to relevant pages including Dining and Events.
- Social channels frequency increased slightly from March. We continued to discourage travel to the region, rather sharing inspirational posts and virtual videos. We continued our strategy of offering a serene distraction on social media with an overarching “Dream Now, Visit Later” message.
- All paid media remained paused.
- Staff worked with agencies on preliminary recovery campaign strategy including messaging and future media allocations.
- Earned media outreach (public relations) continued to focus on stories of business resilience, the gift card and online sales initiative, and the Stronger Together community campaign. A secondary travel advisory was issued in partnership with Placer County on Apr. 2, advising visitors and non-primary residents to reschedule travel and stay home per Governor Newsom’s statewide order. The agency team researched long-lead editorial opportunities for late summer/fall however many publications are operating with reduced staff and focused primarily on COVID related story angles.
- NLTRA is working with local media partners to ensure advocacy efforts are conveyed to community members with an overarching message of *Stronger Together*. This includes:
 - Three media interviews on KTKE
 - Moonshine Ink Business Feature
 - Moonshine Ink My Shot
- PR Results: see enclosed presentation

The [business operations list](#) to reflect North Lake Tahoe business openings and virtual offerings continues to be updated daily and shared through both GoTahoeNorth.com and NLTRA.org.

SMARI Consumer Sentiment Study

NLT purchased research results from SMARI Insights survey intended to track consumer sentiment regarding the pandemic. A few key takeaways were:

- Respondents are more likely to take road trips and stay close to home when they are comfortable traveling again.
- Mountain and lake destinations are viewed as more safe than other options. They both were viewed as the safest among options provided.
- Messaging on what a destination is doing to provide a safe and clean environment will be very important on influencing travel. 31% of respondents said knowing all the precautions destinations are putting in place (cleanliness/social distancing/etc.) was a determining factor of when they’d feel safe to travel versus 4% who said they’d feel safe when authorities announce clearance to travel.
- There were a number of data points indicating deals will be influential in future travel.
- Consumer messaging insights validated many of our already in use tactics via social media.

Local Channels

Stakeholder Core Calls

Core calls continue to be held three times per week. This includes the NLTRA Board of Directors Executive Committee, NLTRA CEO and staff, and key representatives from Placer County, including District 5 Supervisor, Cindy Gustafson, Economic Development leaders, and the local team based in Tahoe City. This group has spoken three-times per week since mid-March.

Virtual Roundtable Discussions & Stakeholder Calls

- April 2: Securing a Financial Lifeline Through COVID-19
 - Overview of small business resources available; update from Sierra Small Business Development Center
 - Speakers: Jeffrey Hentz; Kristin York
- Week of April 20 & 27: Virtual Industry Roundtables (business segments include: retailers, lodging, restaurants, outdoor activity providers, public lands)
 - Reviewed results from Business Impact Survey; SBDC provided an update on business recovery resources; discussed next steps and requirements for business readiness and destination reopening; requested input from each business sector to guide reopening policies
 - Speakers: Jeffrey Hentz; Kristin York

NLTRA Newsletter

- April 1: [Your COVID-19 Update from North Lake Tahoe](#) (open rate: 43.5%)
- April 3: [North Lake Tahoe: We're Stronger Together](#) (open rate: 39.4%)
- April 11: [North Lake Tahoe Launches Gift Card Program to Support Local Business](#) (open rate: 35.9%)
- April 13: [COVID-19 Business Impact Survey](#) (open rate: 42.6%)
- April 17: [Small Business Grants Available -- Application Process Begins Mon., Apr. 20](#) (open rate: 45.8%)
- April 22: Industry Roundtable Meetings (business segments include: retailers, lodging, restaurants, outdoor activity providers, public lands)
- April 27: [TOT Deferral on May 5 Placer County Board of Supervisors Agenda](#) (open rate: 67%)
- April 30: [Navigating COVID-19 Resources on NLTRA.org](#) (open rate: 40%)

Organic subscribers to the NTLRA newsletter increased from 29 to 154 since February 2020 with a total distribution database of over 4,000 contacts. Open rates have increased by over 10%.

NLTRA Blog

- April 1: Understanding The \$2.2 Trillion CARES Act
- April 2: Placer County Public Health Officer advises part-time residents to stay home
- April 2: Governor Gavin Newsom signs new order to postpone taxes
- April 2: Mortgage assistance for Californians and other COVID-19 resources
- April 3: North Lake Tahoe: We're Stronger Together
- April 6: Key Messages from local Public Utility Districts
- April 6: Doctors Need Your Ski Goggles
- April 8: Better Business Bureau: Top 6 Coronavirus Scams
- April 8: How Travel is affected by the COVID-19 outbreak
- April 9: Assistance for Small Businesses and Displaced Workers
- April 11: Required documentation, recordkeeping for new federal paid leave
- April 14: Update from District 5 Placer County Supervisor, Cindy Gustafson
- April 14: Communicating through the COVID-19 Crisis

- April 22: US Chamber Foundation Launches Grant Program
- April 23: Senate approves \$484 Billion in aid for small businesses
- April 28: Unemployment Insurance: a guide for employers with newly displaced workers
- April 28: COVID-19 update at Placer County BOS meeting
- April 28: PPP FAQ's for lenders and borrowers
- April 28: FAQ's for renters out of work due to coronavirus
- April 28: Resilience Fund: resources to improve, adapt and recover
- April 29: Financial Literacy 101: workshop for Tahoe residents

NLTRA.org

The COVID-19 community resource page continued to be updated with information for small businesses, employees and residents. This landing page continues to be the top visited page on the website. Content is shared regularly on NLTRA's Facebook and Newsletter platforms. Top 3 Referral Sources:

1. 44% of traffic came direct (went to nltra.org and visited page)
2. 19.8% of traffic came from social campaign (#TahoeLove and Stronger Together)
3. 19.2% of traffic found page organically

NLTRA Facebook

During the Stronger Together campaign, we saw a 77% increase in page engagement and a 66% increase total reach. The page saw a 70% increase in average likes and collected 124 new page likes during the campaign as compared to the total 25 likes in Jan & Feb.

Content: Posting multiple times per day with 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 | Smarter Together

Stronger Together: Two secondary videos were filmed in April, the first to highlight the importance of tourism in North Lake Tahoe communities and the second to highlight leadership from North Lake Tahoe area ski resorts who closed in mid-March for community safety. Results:

- 92.5k impressions served | Served to 64.1k people
- 28.8k unique video views
- Top 3 Watched Videos:
 - **Ski Resort Video** - this video also had a very high CTR (4.87%); the average video CTR was 2.39% so viewers found this content very engaging.
 - **Emergency Workforce** - this was the first video released in the series. We believe this received more views because content was highly relevant and timely. Again, a high CTR here (2.48%).
 - **Harry Weis Video** – this post saw 2.2k engagements and a CTR of 1.15%.

Overall Engagement (number of people who engaged with the NLTRA Page. Engagement includes any click or story created)

- 23.6k engagements in March (48% of total engagement came from posts after March 21)
- 69.6k engagements in April
- 59.5k engagements in May

Reach (number of people of who saw our content in their feed)

- 277.8k total reach in March (56% of reach came from posts after March 21)
- 1.03M total reach in April
- 714.8k reach in May

Smarter Together: To educate the local community on the importance tourism for the business community, several creative pieces were developed:

- Stronger Together/Smarter Together Video
- Infographic: housing allocations in North Lake Tahoe
- Infographic: annual visitors to North Lake Tahoe

Gift Card Recovery Program

The Gift Card purchasing portal was updated to include businesses offering an online ecommerce option. Both NLTRA.org and GoTahoeNorth.com foster a *Shop Local; Shop Small* message. The program is a simple but effective way to support the north shore business community.

North Lake Tahoe & The Abbi Agency
COVID-19 Media Landscape One Sheet
As of April 27, 2020

Media Overview

The Abbi Agency has been reaching out to media outlets and contacts to get a feel for the media landscape during COVID-19. Right now, we've found that the media is heavily following COVID-19 trends and the curve of the spread; many journalists' beats have shifted and others have been let go or furloughed.

Journalist Responses

- Most freelancers are still interested in receiving pitches as they are planning for future stories. At this time, they are holding ideas until they can pitch to outlets.
- Advice from freelance writers has been to reach out only to those contacts we have relationships with versus freelancers that we do not. It feels disingenuous at this time.
- Travel stories that were in the hopper have been pushed tentatively to summer and fall.
- Stories on how to make travel relevant to the current situation are being considered. For example, taking people who operate a department within a hotel and turning them into experts on gardening, keeping your home clean, as a way to stay relevant.
- Freelancers who typically write for Travel & Leisure have not heard from the publication in weeks.
- Some freelancers are interested in virtual desk-side meetings.
- Many freelancers are being cut from publications.
- Freelancers are looking for pitches regarding current situations and climate, emails designated for future stories are not being reviewed or looked over by editors.
- Journalists are ready and waiting for "reopening date" stories and interviews.

Media Outlet Responses

- Inflight magazines:
 - Last week, MSP Communications announced the closure of Southwest Magazine
 - Last week, Pace Communications announced the closure of Delta Sky
 - Airlines have removed in-flight magazines to facilitate cleaning. Some may not be back.
- National Outlets:
 - New York Times paused travel section.
 - Gannett announced pay cuts and furloughs across the entire media company including USA Today and all local markets. Journalists will be taking off one week per month with other journalists covering their beats.
 - Most Tegna (local TV station owner throughout the country) employees will be given a week-long furlough between the week of April 20 and the week of June 26.
 - New York Times - holding on assigning new travel stories because of COVID-19, and is dedicating more team members to specifically cover the virus instead of other beats.

North Lake Tahoe & The Abbi Agency
COVID-19 Media Landscape One Sheet
As of April 27, 2020

Editorial Calendars

- Media outlets are trying to stay true to editorial calendars but shifting the angles to potentially focus on a recovery message.
- Seeing a shift in some editorial calendars as plans, content and staff changes.

Virtual Travel

- Becoming an extremely saturated market. Journalists are looking for the *untravel* story — food & beverage that gives you the feel of a place, how to do a unique shopping experience from home, tours and educational experiences.

Positive Give-back Stories

- National publications are looking to feature community stories highlighting what each community is doing during this time.



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.

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COVID-19 Messaging Public Relations Analysis

Completed: May 21, 2020



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THE ABBEY
AGENCY™

EXECUTIVE SUMMARY

North lake Tahoe set out to analyze its media coverage surrounding COVID-19 to determine key message pull through, media market, and share of voice in order to understand the full extent and success of the DMO's communications efforts to protect its community throughout the pandemic.



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MEDIA PLACEMENTS OVERVIEW

During the timeframe of March 14 to May 15, 2020, 78 media placements mentioned North Lake Tahoe resulting in **2,356,653 estimated coverage views**.

[Click here](#) for a full list of North Lake Tahoe media placements.

[Click here](#) for a full list of all COVID-19 media Placements.



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TOTAL MEDIA PLACEMENTS WITH NLT QUOTE

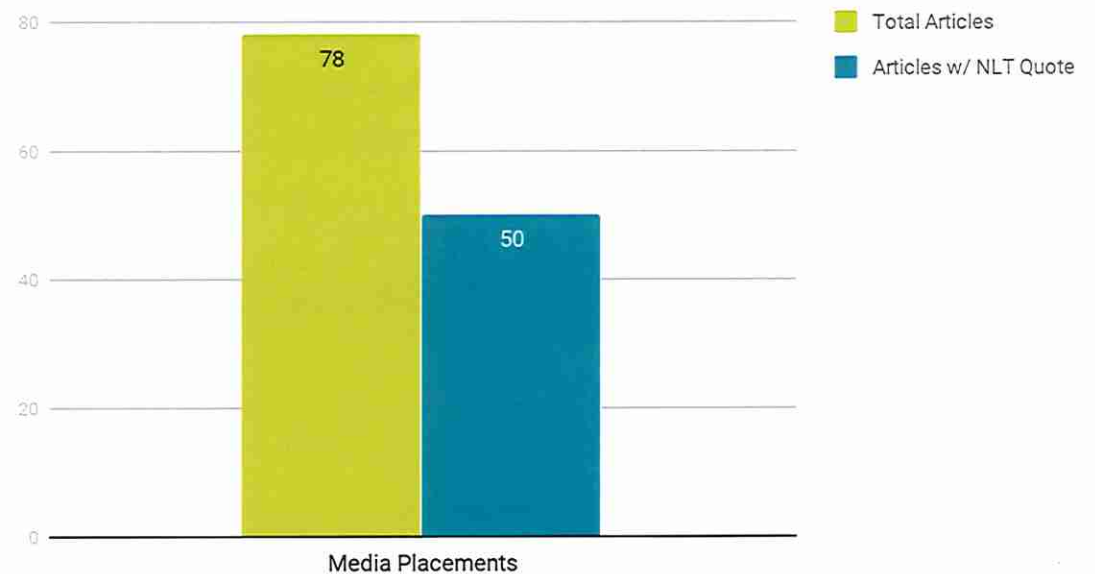
The analysis included a review of media placements that included a quote from a North Lake Tahoe representative against total number of placements.

Of the 78 media placements that mention North Lake Tahoe, 50 placements included a quote from a North Lake Tahoe representative.



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Total Media Placements vs NLT Quoted

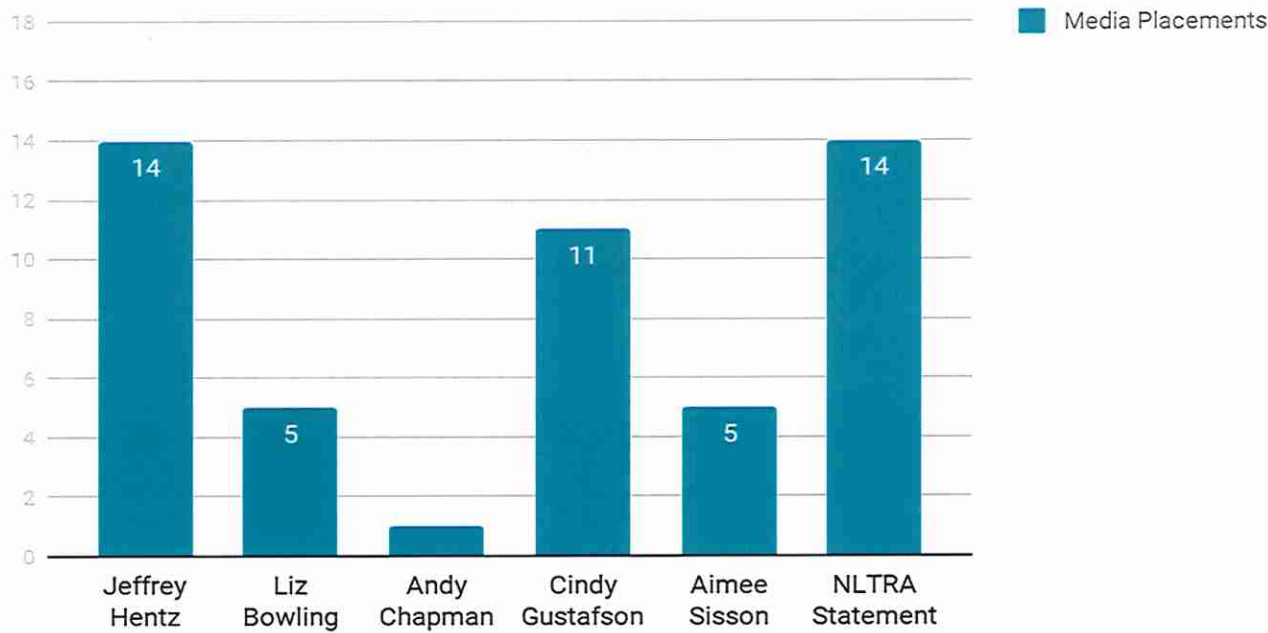


NLT QUOTED BREAKDOWN

Of the placements that included a quote from a NLT representative, the following individuals were quoted.

- Jeffrey Hentz: 14
- Liz Bowling: 5
- Andy Chapman: 1
- Cindy Gustafson: 11
- Aimee Sisson: 5
- NLTRA Statement: 14

North Lake Tahoe Quoted



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KEY MESSAGE BREAKDOWN

The analysis reviewed two main key message buckets **Business Support** and **Public Health**.

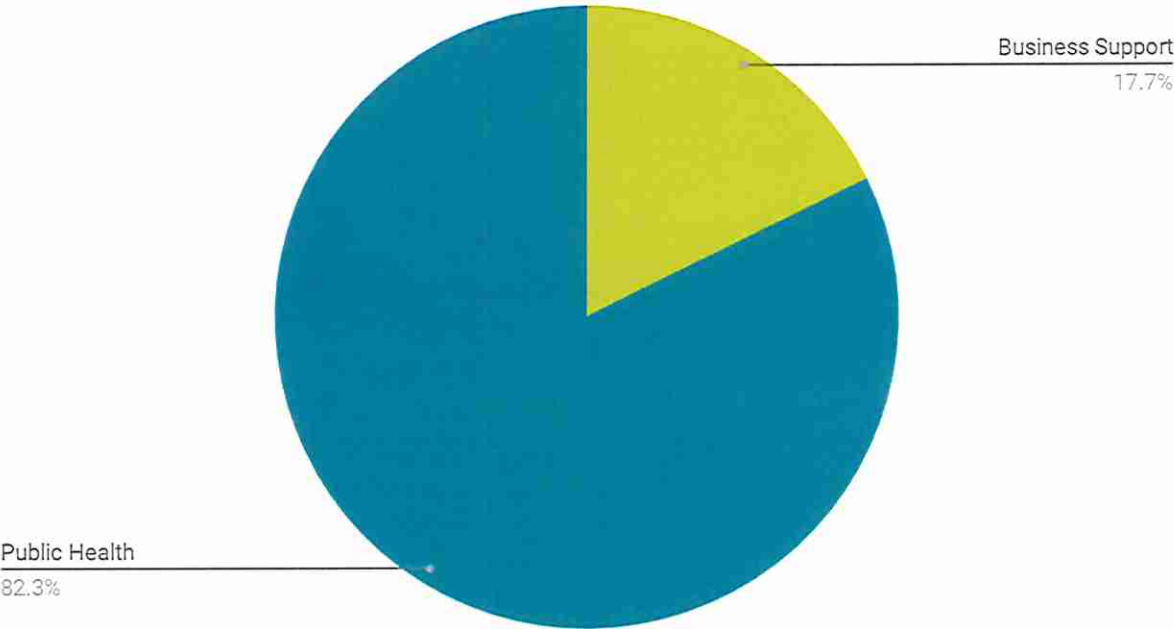
Business Support

Accounted for 14 media placements resulting in 17.7% of the total number of media placements.

Public Health

Accounted for 65 media placements resulting in 82.3% of the total number of media placements.

Key Message Breakdown



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SUB KEY MESSAGE BREAKDOWN

Within the two message buckets (**Business Support** and **Public Health**), the analysis included specific pull through of the following sub messages.

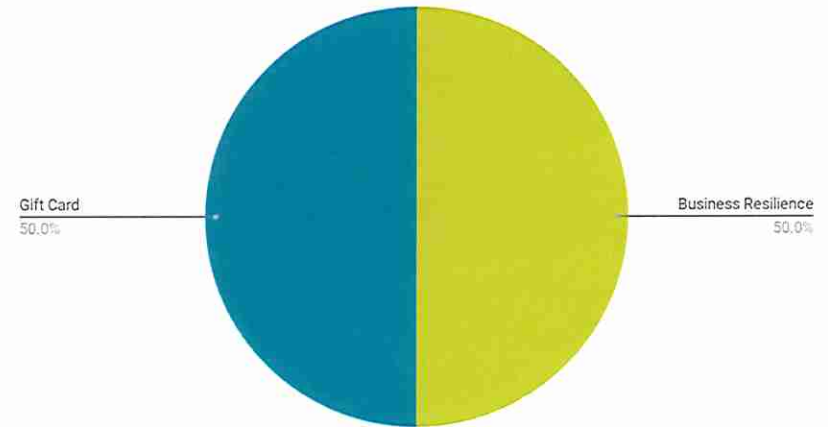
Business Support:

- **Business Resilience:** Accounted for 7 media placements resulting in 50% of the total number of media placements in this bucket.
- **Gift Card:** Accounted for 7 media placements resulting in 50% of the total number of media placements in this bucket.

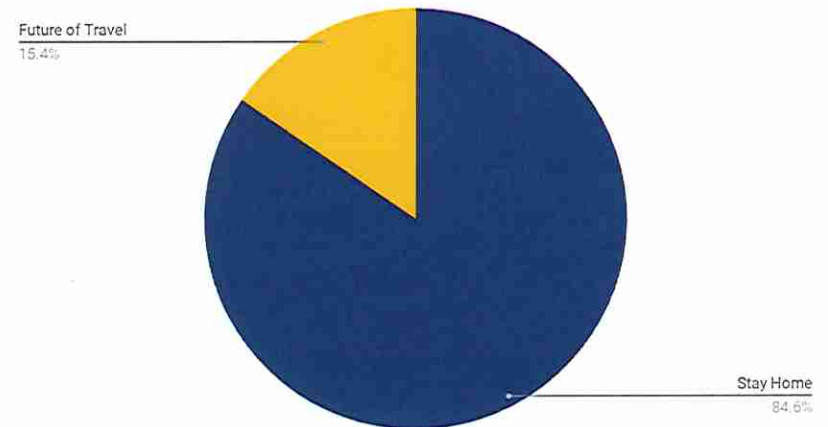
Public Health:

- **Stay Home:** Accounted for 55 media placements resulting in 84.6% of the total number of media placements in this bucket.
- **Future of Travel:** Accounted for 10 media placements resulting in 15.4% of the total number of media placements in this bucket.

Business Support Key Message Breakdown



Public Health Key Message Breakdown



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MEDIA MARKET

Placements were included in the following markets:

Media Markets Placements:

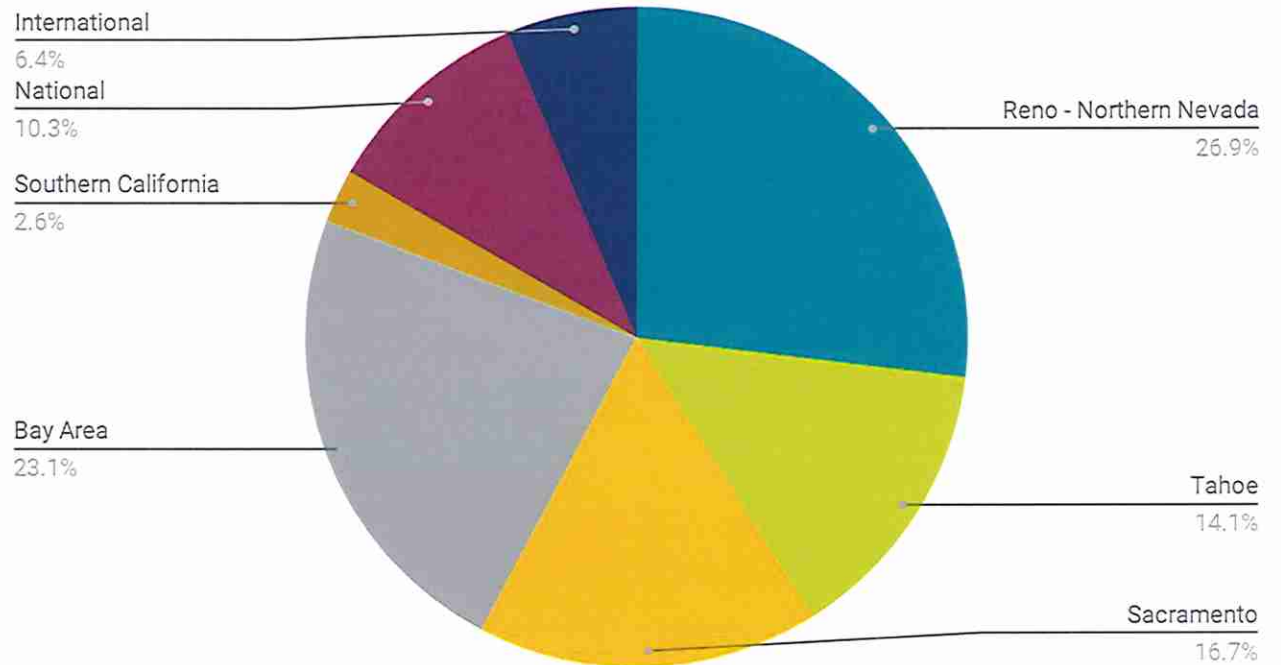
- Reno - Northern Nevada: 21
- Tahoe: 11
- Sacramento: 13
- Bay Area: 18
- Southern California: 2
- National: 8
- International: 5



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100

Media Market



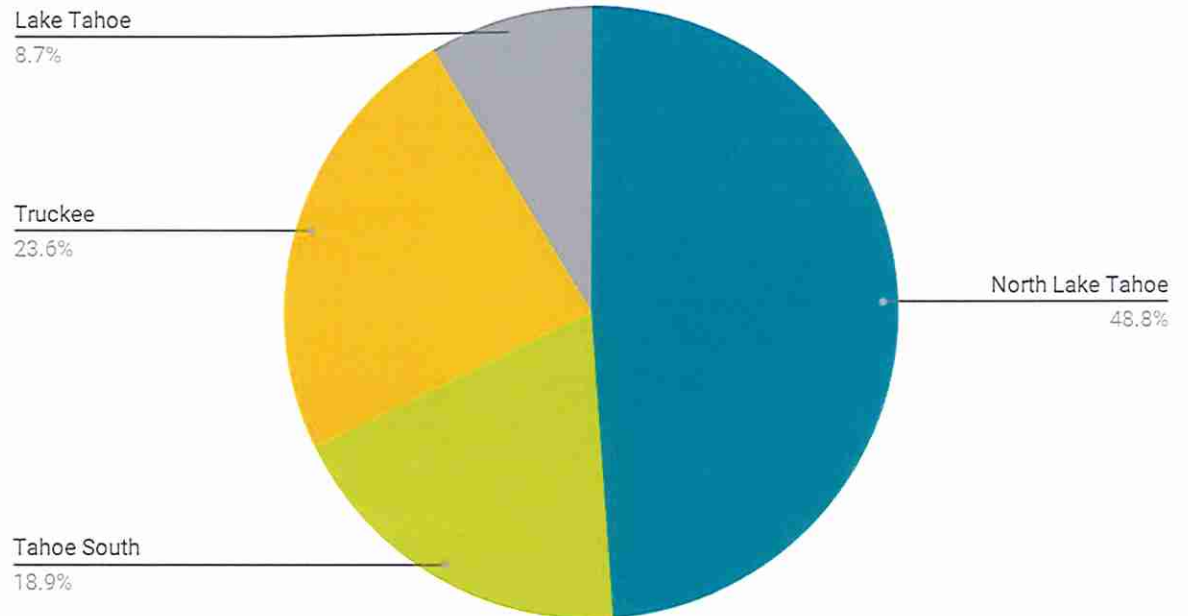
SHARE OF VOICE

The analysis also included share of voice against similar destinations.

SOV Placement Breakdown:

- North Lake Tahoe: 62
- Tahoe South: 24
- Truckee: 30
- Lake Tahoe: 11

Share of Voice



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Thank You!

HOUSING INVENTORY ALLOCATIONS

25,569 TOTAL HOUSING UNITS



Source: Mountain Housing Council; Placer County

ANNUAL VISITORS TO NORTH LAKE TAHOE

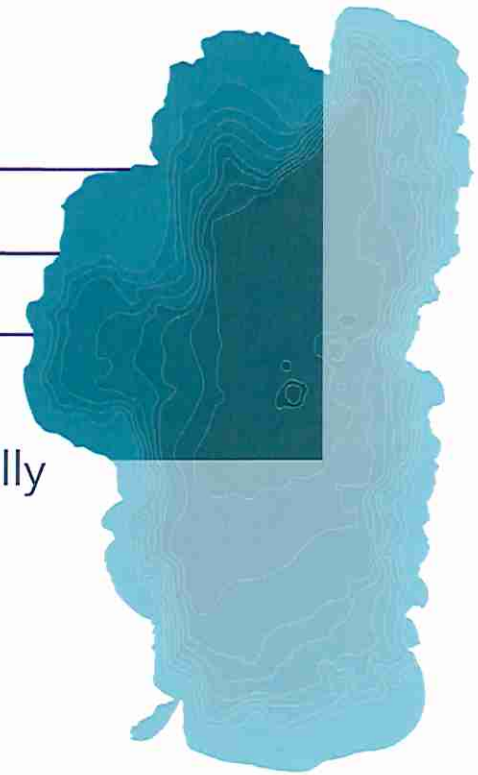


60% are from California

30% are from other states

10% are from international destinations

Visitors spend **\$835 million** annually



Source: 2016 Dean Runyan Data



THIS BUSINESS IS COVID COMPLIANT



RISK ASSESSMENT

We have performed a detailed risk assessment to ensure the safety of our customers.

EMPLOYEE SAFETY

We have trained employees on how to limit the spread of COVID, screen for symptoms, and stay home if they are sick.

CLEANLINESS

We have implemented disinfecting protocols and require facial coverings.

PHYSICAL DISTANCE

We have implemented physical distancing guidelines.

PROTECTION PLAN

We have implemented a site-specific protection plan to ensure compliance with state guidelines.

SCREENING

We have implemented individual control measures and screening procedures.



The North Lake Tahoe business community is committed to the health and safety of our visitors and residents. This business is compliant with State guidelines and has taken additional steps to ensure your wellbeing.