

#### **BOARD OF DIRECTORS MEETING**

Date: Wednesday, Aug 5, 2020 Time: 8:30 a.m. – 11:00 p.m. Virtual Zoom Meeting

#### **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/89021361386?pwd=NzBxdWhWdFhKcFFESE1QYWxmTWxlZz09

Meeting ID: 890 2136 1386 Passcode: 391511 +1 669 900 9128 US (San Jose)

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 June 3, 2020 <u>Link to preliminary online document</u>
Page: 5 B. Approval of CEO Expense Report for June 30,2020

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at <a href="https://www.nltra.org">www.nltra.org</a>

- Finance Committee Meeting June 24, 2020 & July 29, 2020
- Tourism Development Committee June 23, 2020
- In-Market Tourism Development Committee May 26, 2020

8:50 a.m. 5. Action Items Page: 7 A. Mask-Up Campaign Contract Approval **Page: 12** B. Approval of Cvitas TBID Contract – Jeff/Bonnie Page: 20 C. Approval of the 2020/21 NLT Marketing Coop Budget 9:30 a.m. 6. Informational Updates/Verbal Reports A. COVID-19 Update - Know Before You Go Guide - Jeff B. TBID Re-launch – Jeff **Page: 22** C. Consumer Marketing Recovery Campaign - Augustine Agency Team C. Consumer Social Media & Content Update - Abbi Agency Team D. Update on Marketing Cooperative Committee Members - Jeff **Page: 35** E. Responsible Travel & Mask Up Tahoe Content Campaigns - Amber Burke & Liz Bowling 10:15 a.m. 7. Reports/Back up – The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member. Page: 42 A. Destimetrics Report June 30, 2020 **Page: 43** B. Conference Revenue Statistics Report June 2020 **Page: 48** C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics June 2020 D. Tourism Development Report on Activities, June 2020 **Page: 57 Page: 63** E. Event Update – Cancelled/Postponed Events, June 2020 **Page: 67** F. Visitor Information Center Visitor Report, June 2020 G. North Lake Tahoe Resort Association Preliminary Financial Statements June 2020 **Page: 68 Page: 87** H. North Lake Tahoe Marketing Coop Financial Statements June 2020 **Page: 93** I. Membership Accounts Receivable Report June 2020 **Page: 94** J. Financial Key Metrics Report June 2020 **Page: 95** K. Tahoe Regional Planning Agency Updates **Page: 98** L. COVID-19 Updates 10:20 a.m. 8. CEO and Staff Updates 10:25 a.m. 9. Directors Comments 10:30 a.m. 10. Meeting Review and Staff Direction 11.Closed Session 12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



#### BOARD OF DIRECTORS MEETING

Date: Wednesday, June 3, 2020 Time: 8:30 a.m. – 11:00 p.m. Location: Virtual meeting via Zoom

#### **NLTRA Mission**

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

#### **Board of Directors:**

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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

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

#### Board members in attendance

Samir Tuma, Jim Phelan, Dan Tester, Jon Slaughter, Brett Williams, Jeff Cowen, Christine Horvath, Stephanie Hoffman, Kevin Mitchell, Adam Wilson, and Tom Turner. A quorum was established. Advisory Committee Member Erin Casey was also present.

#### Board members absent

Karen Plank, Greg Gooding, and Andre Premier

#### Staff Members in attendance

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

#### Others in attendance

Included Stacie Lyans, Paul Griffith, Shawna Purvines, Lindsay Romack, Greg Howey, Jerusha Hall, Jennifer Merchant, Emily Setzer, and Kylee Bigelow

#### 2. Public Forum

Tuma recognized staff for the great work being done during the COVID-19 restrictions. NLTRA is making a huge difference in the community and it is being noticed.

Stacie Lyans from the Tahoe City Public Utility District described the temporary Commercial Sewer Rate Relief Program being offered, which reduces commercial sewer bills by 50% for June, July, and August. The program offers over \$114,000 in rate relief. Lyans thanked NLTRA for helping to get the word out. It is hoped commercial property owners will pass the savings to their tenants.

Horvath asked for clarification on Stage 3 openings. The information has been limited and unclear. Hentz will contact her as he gets information.

#### 3. Agenda Amendments and Approval

Motion to approve today's agenda as presented. PHELAN/WILSON/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 May 6, 2020 Link to preliminary online document
- B. Approval of NLTRA Financial Statements of April 30, 2020
- C. Approval of \$5,000 sponsorship of the Lake Tahoe Dance Festival virtual event
- D. Approval of \$10,000 Community Marketing Grant for the Squaw Valley Business Association
- E. Approval of \$10,000 Community Marketing Grant for the West Shore Association
- 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 <a href="https://www.nltra.org">www.nltra.org</a>

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

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

#### 5. Action Items

#### A. 20.21 NLTRA Budget Review & Approval – Bonnie/Jeff

Bavetta presented the proposed FY 2020/21 budget. She highlighted changes including the reduction in the contribution to the co-op marketing budget, consistent with the reduction being made by Incline, and costs related to reopening. Discussion followed as line items were clarified.

Motion to approve the FY 2020/21 budget as presented. WILLIAMS/TESTER/UNANIMOUS

#### B. 2020.21 County of Placer Agreement & Scope of Work Review & Approval - Bonnie/Jeff

Bavetta reviewed the FY 2020/21 agreement with the County, which includes a 3.3% increase from last year. Additional changes are a quarterly review of the Scope of Work and documenting that NLTRA will recommend allocation of any surplus dollars.

Motion to approve the FY 2020/21 County of Placer Agreement and Scope of Work as presented. WILSON/PHELAN/UNANIMOUS

C. Housing Deed Restriction & Incentive Program Presentation (possible action) – Emily Setzer/Jennifer Merchant Setzer presented details of the proposed Deed Restriction program, which is modeled after Vail InDEED, a program that has been successful in Vail, Colorado. A similar program is being considered throughout Placer County, but today's presentation is focused on North Lake Tahoe. It will be presented to the Board of Supervisors at its June 23 meeting for a funding request, then adopted 90 days later. NLTRA is being asked to recommend contribution of \$500,000 from TOT Reserve funds dedicated to housing and transportation and the Supervisors will be asked to approve \$500,000, to reach the \$1 million needed to launch the program in the first year. It is anticipated the program will cost approximately \$3 million annually.

Discussion followed as the program was clarified, including impact to sellers and buyers. Questions were raised about incentivizing participants based on property tax basis, which could impact future transactions. The Board also considered how Accessory Dwelling Units (ADUs) may figure into this program.

There was consensus not to take action on this item today, pending more information raised during discussion. Also, the Board asked for a projection of anticipating funding requests. It is understood the Supervisors may consider this item at its June 23 meeting. The idea was positively received by the NLTRA Board, but today was the first presentation on the item and more information has been requested.

Merchant presented the proposed Tahoe Basin TOT Incentive Program as a follow up to the BAE Economic Feasibility Study presented to this Board in March. Although the study indicated that condominium projects are the most feasible for developers, the Board of Supervisors asked for more information on the challenges and opportunities to develop hotels. This program is the result of that request and was developed after meetings with various stakeholders. It would only impact properties within the Tahoe basin. The Programs calls for a 70% reduction in TOT payments for 15 years for new projects and 10 years for renovations. Discussion followed as the Program was clarified. Tuma feels it is a positive overall, but asked whether the incentive is enough to compensate for the additional costs of prevailing wage. The fundamental gap of feasibility given costs in this area needs to be addressed.

#### D. Bank account authorized signers' approval

Motion to take Brett Williams off and add Jim Phelan as Treasurer of the Board to a signatory on the bank account. TESTER/TUMA/Carried with abstention from Phelan

#### 6. Informational Updates/Verbal Reports

#### A. Update on Re-opening - Jeff

Hentz reported safe and responsible protocols and self-certifying programs for all business sectors have been submitted to Public Health Director Aimee Sisson for including in the County's request to the state for reopening. Hentz gave an update on community meetings with Sisson and Supervisor Gustafson since the last NLTRA Board meeting. NLTRA has supported the Supervisor's resolution to accelerate the County to Stage 3, but as of today, there has been no response from the Governor's office.

At this point, leisure travel, which was to be in Stage 3, has been pushed to Stage 4, along with sporting events and large gatherings. Hentz submitted a request to the County CEO and Sisson to allow North Tahoe to participate in a pilot program to open lodging. He continues to work with agencies and stakeholders to develop protocols to get lodging open.

#### B. Visitors Readiness Guide Update - Amber

Burke showed the Know Before You Visit brochure, designed to set expectations for visitors before they come to North Tahoe. It will be available both online and in print. Casey suggested biking, walking, and public transit be encouraged in the piece.

#### C. Marketing Cooperative Update – Jeff/Bonnie

Hentz reported on a meeting with the Executive Committee, Chapman, and his Board Chair to consider revisions to the Cooperative budget. Incline's contribution will be \$100,000 less this year and the NLTRA budget approved today reflects changes from both agencies.

- 7. Reports/Back up The following reports are provided on a monthly basis by staff and can be pulled for discussion by any Board member.
- A. Destimetrics Report 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
- 8. CEO and Staff Updates

Hentz reported most of his and staff's time has been spent on COVID related issues and helping develop initiatives to reopen the area. He has also been working with Bavetta and Casey to develop the budget. Hentz is working with the Prosperity Plan on its resiliency program.

Hentz has joined the Board of the California Travel Association and will be involved in the Legislative and Field Task Force committees.

#### 9. Directors Comments

Hentz noted the July meeting is usually a Board retreat. All agreed that given this extraordinary time, a regular Board meeting should be scheduled and the retreat postponed.

Cowen reported TRPA is in Phase 1 of allowing boats on Tahoe. The Truckee Inspection Station is opening this weekend by appointment for full and part time residents only. All inspection stations will be opened in Phase 2, but there is no date for that.

Many Board members thanked staff for their hard work given the COVID impacts to the business community.

Mitchell announced West Shore Café is open.

Hoffman said Granlibakken is offering 2 for 1 dinners and seating outdoors.

#### 10. Meeting Review and Staff Direction

The main direction is to continue efforts to get the area open.

#### 11. Closed Session

Closed Session was not convened.

#### 12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:41 AM.

Respectfully submitted,
Judy Friedman
Recording Secretary
THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS

## NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA) Employee Expense Report

Month'Yr	June 2020	
<b>Employee</b>	Hentz, Jeff	

POSTING DATE	DOC	VENDOR	RECEIPT OR INVOICE #	PU	RPOSE		PAID BY CC	OUT OF POCKET	BUDGET	
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			BB	7/13/2020						

## DICK'S SPORTING GOODS (775) 636-7838

06/19/20 05:53 PM RECEIPT EXPIRES DN 09/17/20 S-01215 R-43 T-2412 A-0565221 SALE

Your associate today is: Jonathan

Customer Copy

739248825693 038675207608

WLOPROWHIT/W AGGRESSORP/M New Mt. Bille

559,98

ITEM TOTAL SUBTOTAL TOTAL

559.98 46,28 .26

ACCOUNT #: \*\*\*\*\*\*\*\*\*\*\*2627 AUTH# 03370D

AUTH 033700 INSERTED 10800000031010 TVR: 0880008000 IAD: 05021203A02000 TSI: E800

IAD: 05021203A020 TSI: E800 APPL: VISA CREDIT

0:00

\*\*\*\*\*\*\*\*\*\*

ScoreCard #: 633891710019 Points earned on this purchase: 559.98 Current points balance: 901.95 Congratulations! You will be receiving a \$30 Reward in the next few weeks. Check Reward availability on DioksSportingGoods. COM

You need 298.05 more points to earn your next Reward!

The totals above may not reflect all bonus points earned. You can check your points balance anytime at DicksSportingGoods.com., \*\*\*\*\*\*\*\*\*\*

\*\*\*\*\*\*\*\*\*\*

Join DICK'S Text Alerta!

Text HIM to 24001 to get recurring autodialed mktg mags at # used at opt-in. Magadata rates apply. Consent is not read for purchase. STOP 2 cancel.

Terms dicks.com/terms
Privacy Policy dicks.com/privacy

Get \$10 off your next purchase of \$50! Complete our Customer Survey at www.DicksSportingGoods.com/feedback

Survey entry/code: 01215-171-241243-17536 Survey must be completed within 7 days of store visit. DISPONIBLE EN ESPANOL \***\*** 

RP represents the return price for an item based on all discounts that have been applied.



5070-00 alloc

From:

Andria Gutierrez

Ideal Wild

7074803748

andria@idealwlld.com

Bill To:

Liz Bowling

llz@gotahoenorth.com

Project:

NLT Mask Up Tahoe Campaign

Туре

Corporate

Date

Jul 03, 2020

Time

12:00 pm

Location

TBD

#### NLT MASK UP TAHOE CAMPAIGN CONTRACT

Version 2

SERVICE CONTRACT

### Marketing Campaign Agreement

NLT: Mask Up Tahoe

Entered into on June 16, 2020.

Project Date: June 16, 2020 through July 29, 2020

Parties:

Known as "Agency"

IDEAL WILD

andria@ldealwild.com

PO Box 7131, Tahoe City, CA 96145

707-480-3748

and

Known as "Client"

North Lake Tahoe Resort Association

liz@gotahoenorth.com

(530) 583-3494

Collectively, all of the above people or businesses entering this Agreement will be referred to as the "Parties."

#### Purpose of the Agreement

Client wishes to hire Agency to provide services relating to Client's <u>Marketing Campaign</u> as detailed in this Agreement. Agency has agreed to provide such services according to the terms of this Agreement.

#### Recitals

WHEREAS, Client wishes to engage IDEAL WILD for the production of marketing assets, as defined further below;

WHEREAS, Agency has the skills, qualifications, and expertise required to provide the production services ("Services," as defined further below) to Client;

WHEREAS, Agency wishes to render such Services to Client;

NOW, therefore, in consideration of the promises and covenants contained herein, as well as other good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged), the Parties do hereby agree as follows:

#### Article 1 - DEFINITIONS:

As used in this Agreement:

- A) "Services" shall be used to refer to the following specific services that the Agency will provide to the Client under the terms and conditions set forth herein:
  - Marketing Assets, Influencer Management, Pre Production, Creative, Production, Post-Production, Sound Mixing, Coloring, Copywriting, Music, Licensing, Stock Media, Insurance, etc.

The Services will specifically include the ability and responsibility of the Agency to deal with all requisite third parties, including, but not limited to, securing the rights to any intellectual-property needed to complete production of the Work.

- B) "Project" shall be used to refer to the particular project that the Parties will be working on together, specifically:
  - Media production work for a 30-60 second commercial video, 9 x 15-second video clips, 30 edited photo selects, 30 b-roll photos.
- C) "Work" shall be used to refer to the completed work product provided by Agency to Client at the completion of this Project.
- D) "Commencement Date" shall be used to refer to the date the Agency begins work on the Services for the Client. The Commence Date shall be June 16, 2020.
- E) "Completion Date" shall be used to refer to the date that the Agency will complete or cease the provision of Services to the Client. The Completion Date will be July 29, 2020.
- F) "Fees" shall be used to refer to the payment Client will pay to Agency for the rendering of the Services. Specifically, the fees shall be as follows:
  - \$40,900 (forty thousand, nine hundred US dollars), as a fixed fee for all Services rendered.

#### Article 2 - AGREEMENT:

Subject to the terms and conditions of this Agreement, Agency hereby agrees to render the Services to Client, beginning on the Commencement Date and ending on the Completion date and Client agrees to pay Agency the Fees required for the Services.

#### Article 3 - FEES:

The Client agrees to pay the Agency the required Fees, as outlined elsewhere in this Agreement, for the provision of the Services, subject to the following terms and conditions:

- A) Invoice Interval: The Agency will be entitled to invoice the client at the following time period: Before production for Deposit (50%) and completion of services.
- B) Invoice Period: The Client shall have the following time period in which to pay the Agency's invoice: 15 Days
- C) Method of Payment: Agency will accept the following forms of payment: Bank deposit, transfer, check, cash
- D) Expenses: The Agency is responsible for the management and payment of any and all expenses incurred in the rendering of the Services and is not permitted to charge any such expenses back to the Client.
- E) Penalties: If the Client does not pay the invoiced and required amount by the date stated in the invoice or as otherwise provided for in this Agreement, the Agency shall be entitled to:
  - 1. charge interest on the outstanding amount at the rate of 10%, yearly (ten percent, yearly);
  - 2. require Client to pay for the Services, or any remaining part of the Services, in advance;
  - 3. cease performance of the Services completely or until payment is made, at the Agency's sole and exclusive discretion.
- F) Tax Statement: Any and all charges payable under this Agreement are exclusive of taxes, surcharges, or other amounts assessed by state or federal governments. Taxes imposed upon or required to be paid by Client or Agency shall be the sole and exclusive responsibility of each, respectively.

#### Article 4 - INTELLECTUAL PROPERTY:

In accordance with the terms and conditions of this Agreement, the Agency acknowledges and agrees that all work done by Agency for Client, including the finished production Project, shall be considered "work-made-for-hire" and all intellectual property of said project shall be licensed to client for unlimited usage in perpetuity. Client shall maintain unlimited licensing for control and exploitation of the completed Work.

Any intellectual property provided by the Client to the Agency to assist in the provision of Services, which was not created by Agency pursuant to this Agreement, shall belong to the Client.

CREDITS: The Parties may separately agree, in a signed writing, as to the credits that will be visible at the completion of the Work.

#### Article 5 - BUDGET:

The total budget for the Project, exclusive of the compensation paid to Agency under the terms of this Agreement, is as follows: \$40,900 (forty thousand nine hundred US dollars). Agency is entitled to spend the budget as necessary for the Project, in a reasonable manner.

#### Article 6 - WARRANTIES:

The Agency represents and warrants that it will perform the Services using reasonable care and skill for an Agency in their field and that any end products or materials given by the Agency to the Client under the terms and conditions of this Agreement will not infringe on or violate the Intellectual property rights or any other right of any third party.

#### Article 7 - LIMITATION OF LIABILITY:

Except in cases of death or personal injury caused by either party's negligence, either party's liability in contract, tort or otherwise arising through or in connection with this Agreement or through or in connection with the completion of obligations under this Agreement shall be limited to Fees paid by the Client to the Agency.

To the extent it is lawful, neither Party shall be liable to the other Party in contract, tort, negligence, breach of statutory duty or otherwise for any loss, damage, costs or expenses of any nature whatsoever incurred or suffered by that other Party of an indirect or consequential nature including without limitation any economic loss, data loss, loss of goodwill, or other loss of turnover, profits, or business.

#### Article 8 - INDEMNITY:

Client hereby agrees to Indemnify Agency, and all of Agency's agents, employees, and representatives against any and all damage, liability, and loss, as well as legal fees and costs incurred, as a result of any wrongdoing or unlawful acts by the Client, related to or arising out of the Parties' relationship as outlined in this Agreement. Agency hereby agrees to indemnify Client, and all of Client's agents, employees, and

representatives against any and all damage, liability, and loss, as well as legal fees and costs incurred, as a result of any wrongdoing or unlawful acts by the Agency related to or arising out of the Parties' relationship as outlined in this Agreement.

This clause shall not be read to provide indemnification for any Party in the event that a competent court of law, rendering a final judgment, holds that the bad faith, gross negligence, or willful misconduct of the Party caused the damage, liability, or loss.

#### Article 9 - TIME FOR PERFORMANCE:

Time shall be of the essence for the performance by the Agency of its obligations under the Agreement. Any dates, periods or times for performance specified in the Agreement are to be met, and in default, the Agency will be in breach of the Agreement.

#### Article 10 - TERMINATION:

- A) This Agreement may be terminated by either party, upon notice in writing:
  - 1. If the other party commits a material breach of any term of this Agreement that is not capable of being remedied within fourteen (14) days or that should have been remedied within fourteen (14) days after a written request and was not;
  - 2. If the other party becomes unable to perform its duties hereunder, including a duty to pay or a duty to perform;
  - if the other party or its employees or agents engage in any conduct prejudicial to the business of the other, or in the event that either party considers that a conflict or potential conflict of interest has arisen between the parties,
- B) This Agreement may be terminated by the Agency if the Client fails to pay any requisite Fees within seven (7) days after the date they are due. The Agency may terminate the Agreement immediately, with no notice period, in writing.
- C) This Agreement may be terminated by the Client if the Agency fails to meet deadlines or fails render adequate Services (in the Client's sole and exclusive discretion). Client may terminate the Agreement immediately, with no notice period, in writing.

If this Agreement is terminated before the expiration of its natural term, Client hereby agrees to pay for all Services rendered up to the date of termination, and for any and all expenditure due for payment after the date of termination for commitments reasonably made and incurred by Agency related to the rendering of Services prior to the date of termination.

Any termination of under this subpart shall not affect the accrued rights or liabilities of either Party under this Agreement or at law and shall be without prejudice to any rights or remedies either Party may be entitled to. Any provision or subpart of this Agreement which is meant to continue after termination or come into force at or after termination shall not be affected by this subpart.

#### Article 11 - GENERAL PROVISIONS:

A) GOVERNING LAW: This Agreement shall be governed in all respects by the laws of the state of California and any applicable federal law. Both Parties consent to jurisdiction under the state and federal courts within the state of California. The Parties agree that this choice of law, venue, and jurisdiction provision is not permissive, but rather mandatory in nature.

- B) LANGUAGE: All communications made or notices given pursuant to this Agreement shall be in the English language.
- C) ASSIGNMENT: This Agreement, or the rights granted hereunder, may not be assigned, sold, leased or otherwise transferred in whole or part by either Party.
- D) AMENDMENTS: This Agreement may only be amended in writing signed by both Partles.
- E) NO WAIVER: None of the terms of this Agreement shall be deemed to have been waived by any act or acquiescence of either Party. Only an additional written agreement can constitute waiver of any of the terms of this Agreement between the Parties. No waiver of any term or provision of this Agreement shall constitute a waiver of any other term or provision or of the same provision on a future date. Failure of either Party to enforce any term of this Agreement shall not constitute waiver of such term or any other term.
- F) SEVERABILITY: If any provision or term of this Agreement is held to be unenforceable, then this Agreement will be deemed amended to the extent necessary to render the otherwise unenforceable provision, and the rest of the Agreement, valid and enforceable. If a court declines to amend this Agreement as provided herein, the invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of the remaining terms and provisions, which shall be enforced as if the offending term or provision had not been included in this Agreement.
- G) PUBLIC ANNOUNCEMENT. Neither Party will make any public announcement or disclosure about the existence of this Agreement or any of the terms herein without the prior written approval of the other Party.

- H) ENTIRE AGREEMENT: This Agreement constitutes the entire agreement between the Parties and supersedes any prior or contemporaneous understandings, whether written or oral.
- I) HEADINGS: Headings to this Agreement are for convenience only and shall not be construed to limit or otherwise affect the terms of this Agreement.
- J) COUNTERPARTS: This Agreement may be executed in counterparts, all of which shall constitute a single agreement.
- K) FORCE MAJEURE: Agency is not liable for any failure to perform due to causes beyond its reasonable control including, but not limited to, acts of God, acts of civil authorities, acts of milliary authorities, riots, embargoes, acts of nature and natural disasters, and other acts which may be due to unforeseen circumstances.
- L) NOTICES ELECTRONIC COMMUNICATIONS PERMITTED:
  - 1. Any notice to be given under this Agreement shall be in writing and shall be sent by first class mall, air mail, or e-mail, to the address of the relevant Party set out at the head of this Agreement, or to the relevant email address set out below or other email address as that Party may from time to time notify to the other Party in accordance with this clause. The relevant contact information for the Parties is as follows:

Agency: andria@ldealwild.com

Client: liz@gotahoenorth.com

Notices sent as above shall be deemed to have been received 3 working days after the day of posting (in the case of inland first class mail), or 7 working days after the date of posting (in the case of air mail), or next working day after sending (in the case of e-mail). In proving the giving of a notice it shall be sufficient to prove that the notice was left, or that the envelope containing the notice was properly addressed and posted, or that the applicable means of telecommunication was addressed and dispatched and dispatch of the transmission was confirmed and/or acknowledged as the case may be.

Merger. This Agreement constitutes the final, exclusive agreement between the parties relating to the Services contained in this Agreement. All earlier and contemporaneous negotiations and agreements between the parties on the matters contained in this Agreement are expressly merged into and superseded by this Agreement.

Amendment. The parties may amend this Agreement only by the parties' written consent via proper Notice.

andria	TBD
•	
Jeffrey Hentz	Jul 29, 2020

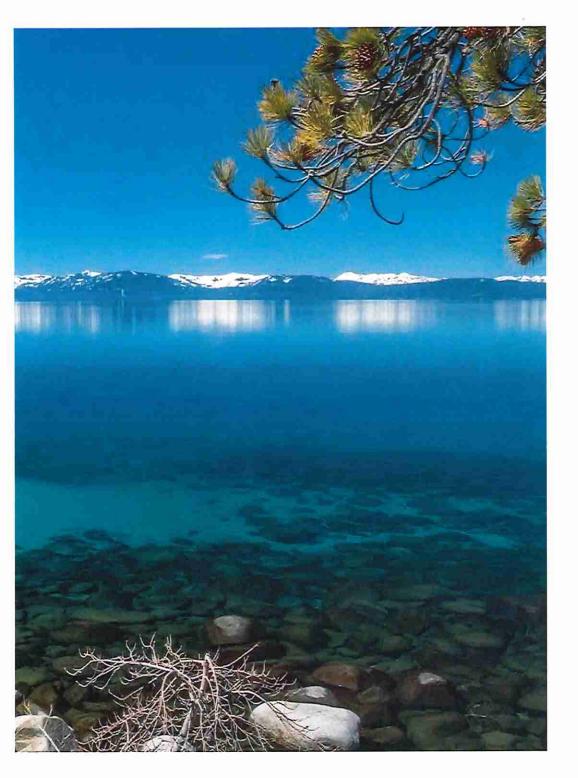


# NORTH LAKE TAHOE TOURISM & BUSINESS IMPROVEMENT DISTRICT CONTINUATION PROPOSAL

Jeffery Hentz, Chief Executive Officer

North Lake Tahoe Resort Association





Dear Mr. Hentz,

I am pleased to present to you our enclosed proposal for services related to the continuation of the formation of the North Lake Tahoe Tourism & Business Improvement District ("NLTTBID). Civitas has formed and renewed a majority of the nation's Tourism & Business Improvement Districts ("TBIDs") and will provide expert advice and guidance throughout the project.

Our process outlined in this proposal is to continue to assist the North Lake Tahoe Resort Association ("NLTRA) to move the proposed NLTTBID to the finish line. The Civitas team will continue the process that includes building and confirming the business data, preparing and modifying legal documents, and attending local government hearings.

Thank you for the opportunity to submit this proposal. I look forward to working with you on this exciting project.

Best Regards,

Michole Farley

Nichole Farley

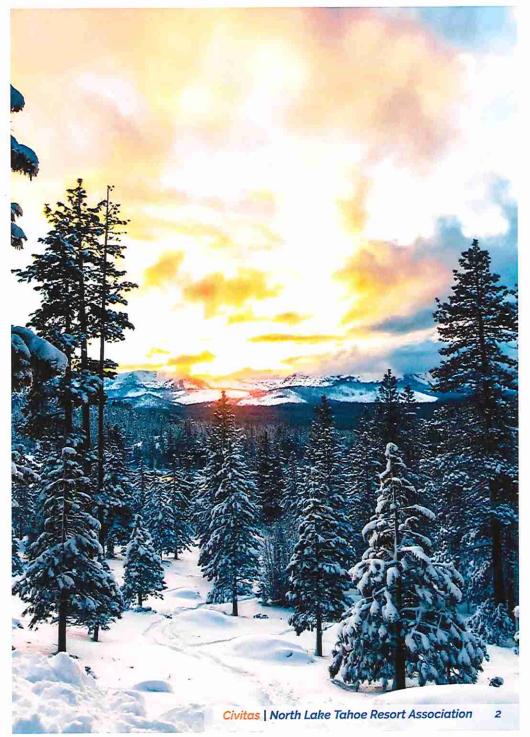
Director of Business Development & Client Engagement

## THE OPPORTUNITY

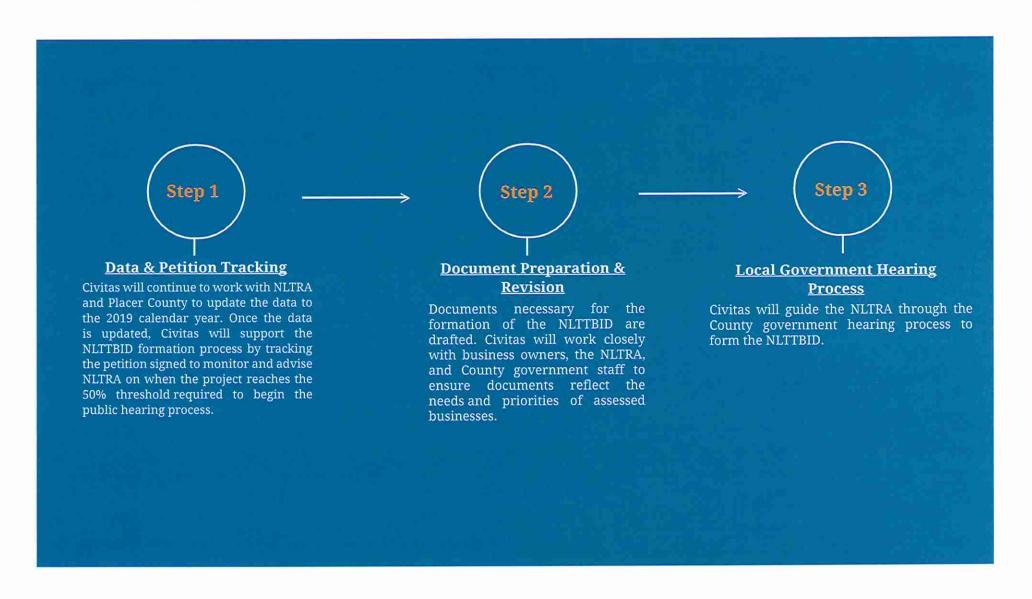
In our recent conversations about the proposed North Lake Tahoe Tourism Business Improvement District ("NLTTBID"), we continue to discuss the need for funding that is more secure and possesses the ability for long-term planning, in addition to researching how to increase your tourism sales and marketing program funding in future years. The TBID can continue to address these needs and provide dependable revenue for marketing and sales efforts. We have already made progress on forming the NLTTBID, and want to successfully get to the finish line!

The services funded by a Tourism Business Improvement District typically include marketing, sales, promotions, website and Internet presence, and group sales. They may even include capital improvements or other projects designed to make the destination more appealing to potential visitors.

Civitas has completed over 150 district formation and renewal projects throughout the world, which has generated over \$1.7 billion in dedicated funding for the specific needs of our clients. Our client portfolio ranges from destinations seeking to establish themselves in the market for the first time, to long-standing iconic destinations that wish to remain competitive and further cement their legacy in the industry.



## **SCOPE OF SERVICES & SCHEDULE**



John Lambeth
President & CEO



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Nichole Farley
Director of Business Development
& Client Engagement



**Gina Reed** Project Manager



Madison Deschamps
Legal Assistant

## **MEET YOUR TEAM**

At Civitas, we specialize in igniting local economies, creating jobs and establishing stable funding for destination promotions and downtown improvements throughout the United States. With more than 20 years of experience, we provide expertise in all aspects of forming, modifying, and renewing improvement districts. With offices in Sacramento, Oakland, Los Angeles, and New York, our team of professionals has guided over 150 districts through the formation, modification or renewal process. With its deep experience and expertise, Civitas has been commissioned by the U.S. Travel Association to conduct nationwide studies.

Civitas also provides research, consulting, and district formation services to destinations located around the world, including Canada, South America, Europe, and Asia. A representative distant high-priced destination is Japan, where Civitas clients include Nomura Research Institute, Japan Area-Based Management Organization Network, Japan Travel Bureau, and Setouchi Tourism Authority. For its groundbreaking work, Civitas has been featured in publications such as Forbes and Skift.

## **INVESTMENT PROVISIONS**

#### Investment

This proposal is based on the understanding that business owners and the NLTRA will provide assistance and time needed to facilitate the process on the local level, including some database work, substantial time devoted to outreach meetings, and gathering support and signed petitions from businesses. The NLTRA's investment for the scope of services and timeline described herein shall be \$36,000. The NLTRA's investment includes two (2) trips to Tahoe City or to Auburn to attend Placer County Board of Supervisors hearings. If additional trips are necessary, we would be happy to make additional trips for a professional fee of \$1,250 per trip, plus expenses.

#### Expenses

The NLTRA will be responsible for all costs and expenses in addition to the professional fees. Ordinary costs and expenses, including telephone charges, postage, and photocopying will be billed at four percent (4%) of professional fees. Other costs, such as travel, overnight shipping, bulk mailing and printing costs (over 100 pages) shall be billed at Civitas' actual cost. Expenses are not expected to exceed \$4,000.

#### **Investment Overview**

Description	Price
Professional Fees	\$36,000
Estimated Expenses	\$4,000

Total	\$40,000
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#### Billing

Civitas proposes a fixed monthly fee of \$6,000 per month for six (6) months, plus expenses. Civitas will send the NLTRA a monthly invoice for fees and costs incurred. Invoices will include fixed professional fee and expenses. The basis of calculation or other methods of determining expenses will be clearly identified by item and amount.

#### Cost Assumptions and Guidelines

We have projected a specific amount of time for the NLTTBID formation continuation. It is assumed that the project will not exceed the budgeted amount of time. If unanticipated matters result in additional time beyond that which has been projected, we would continue billing professional fees of \$6,000 per month, plus expenses, for the project duration. Factors that could increase the scope of work and estimated costs outlined above include additional meetings not described in this proposal, analysis of additional issues above those described in this proposal, or a lack of steering committee and business owner involvement in the project.

When Civitas' services conclude, all unpaid charges will immediately become due and payable. The amount of professional fees set forth in this agreement are a fixed amount for completion of the project within a maximum six (6) month time frame. The total amount of professional fees has been divided over the maximum six (6) month time frame to determine the monthly billing amount. If the project is completed prior to the six (6) month time frame, the remaining balance of professional fees will be due and payable within thirty (30) days of project completion.

As you know, there are many unknown variables in a project of this nature. Although we would work diligently to formation continuation of the NLTTBID, factors outside Civitas and the NLTRA's control could delay or thwart even the best-developed plans. We will work to minimize risks and complete the project at the earliest possible date.

The pricing and scope outlined in this agreement will expire upon sixty (60) days post delivery of this proposal.

#### **Business Information**

The database for this project will rely on information from local government sources. Errors can and will occur in this data. While Civitas will do its utmost to identify and correct any errors, it is acknowledged that data from local government sources may contain errors. We recommend the NLTRA continue to pursue data correction strategies during and after formation continuation, including mailings and error checking by local officials.



## **AGREEMENT**

If you would like to agree to engage our services consistent with this proposal and the following terms, please sign below.

Civitas will send the NLTRA a monthly invoice for fees and costs incurred. Each invoice will be payable within thirty (30) days of its mailing date. Either the NLTRA or Civitas shall have the right to terminate this Agreement upon ten (10) days' notice. If the agreement is terminated prior to the completion of the project, NLTRA shall pay only for the months worked and expenses incurred up to that date. When Civitas' services conclude, all unpaid charges will immediately become due and payable, including the balance of any professional fees if the project is completed prior to the maximum six (6) month time frame.

Nothing in this Agreement and nothing in statements by Civitas personnel to the NLTRA will be construed as a promise or guarantee about the outcome of the matter. Civitas makes no such promises or guarantees.

If any provision of this Agreement is held in whole or in part to be unenforceable for any reason, the remainder of that provision and of the entire Agreement will be severable and remain in effect. This Agreement may be modified by subsequent agreement of the parties only by an instrument in writing signed by both of them or an oral agreement only to the extent that the parties carry it out.

North Lake Tahoe Resort Association by,

The parties agree to accept the terms and conditions herein.

Not yet accepted	SIGNATURE  Jeffery Hentz			
Date	Jeffery Hentz, Chief Executive Officer			
	Civitas Advisors, by			
Jul 29, 2020	Jh G. Lulette			
Date	John Lambeth President & CEO			



#### **MEMORANDUM**

Date: 7/31/20

TO: NLTRA Board of Directors

FROM: Jeffrey Hentz, CEO

RE: Proposed 2020/21 NLT Marketing Cooperative Budget

#### **Action Requested:**

Staff requests Board approval of the 2020/21 NLT Marketing Cooperative Budget.

#### Background:

- The budgeted North Lake Tahoe Resort Association (NLTRA) contribution to the North Lake Tahoe Marketing Cooperative (NLTMC) of \$1,000,000 is decreased by \$503,362 from prior year and the contribution from the Incline Village Crystal Bay Visitors Bureau to the NLTMC is decreased by \$250,000 from prior year budget. There is an anticipated unspent funding balance from fiscal year 2019/20 of approximately \$450,000 and \$410,694 of that is included in funding for this proposed 2020/21 budget. Total Coop funding for the 2020/21 fiscal year budget of \$2,010,694 is \$442,665 less than the budgeted funding for prior year.
- Leisure sales expenses of \$112,000 are \$110,695 less than budgeted last year and \$40,862 less than the actual expenditure projection for 2019/20.
- Public Relations budget of \$233,650 is \$87,930 less than prior year budget and \$11,673 less than projected prior year actual.
- Conference Sales expenses of \$104,291 are \$40,070 less than the 2019/20 budget and \$14,996 greater than the projections for last year.
- Trade Show expenses of \$83,090 are \$23,520 less than prior year budget and \$21,813 greater than projections for the year.
- Committed and Admin budgeted expenditures of \$287,263 are \$65,109 less than prior year and \$204 less than projections.
- Website Content & Maintenance expenses of \$99,000 are \$2,000 less than prior year and \$17,302 less than projected 2019/20 expenditures.
- Total NLT Marketing Cooperative expenditures as proposed in the 2020/21 budget total \$2,010,697, and are \$321,578 less than the 2019/20 budget and \$455,963 less than projected year end 2019/20 actuals.

#### **Fiscal Impact:**

The 2020/21 NLT Marketing Cooperative budget as proposed requires funding from the North Lake Tahoe Resort Association in the amount of \$1,000,000, and that amount is included in the previously approved NLTRA 2020/21 budget.

#### Attachments:

NLT Marketing Cooperative Proposed 2020/21 Budget Summary

## North Lake Tahoe Marketing Cooperative

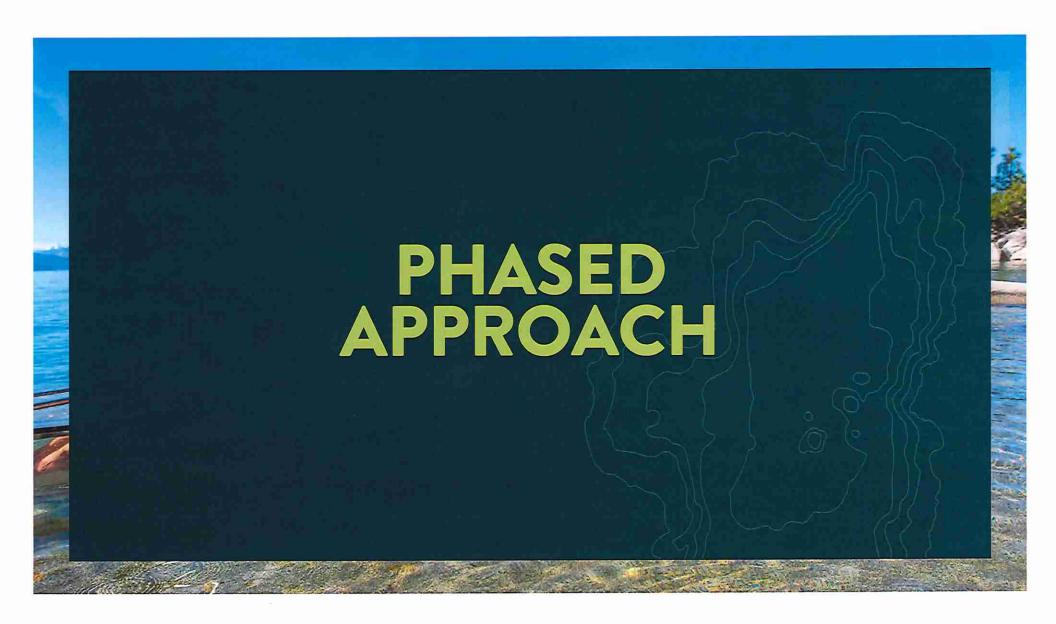
	(Revised 7-31-20)	2020-2021 DRAFT Budget	Prior Year Proj.	Variance	Prior Year Budget Variance
Income		Total	Total	Total	Total Total
	NLTRA	1,000,000	1,503,362	-503,362	1,503,362 (503,362)
	NLTRA - Add On				
	IVCBVB	592,000	842,000	-250,000	942,000 (350,000)
	IVCBVB Entertainment Account	8,000	8,000	0	8,000 -
4004-00	IVCBVB - Add On				
4005	Prior year net assets	410,694		410,694	410,694
	Total Operating Income	2,010,697	2,353,362	-342,665	2,453,362 (442,665)
Operating 5000	Expenses   CONSUMER MARKETING  Total Consumer Marketing	1,091,403	944,909	146,494	1,204,746 (113,343)
5110	LEISURE SALES				
	Total Leisure Sales	112,000	152,826	-40,826	222,695 (110,695)
5200	DESIGNATIONS WAS ASSESSED.				
1	Total Public Relations	233,650	245,323	-11,673	321,580 (87,930)
6000	CONFERENCE SALES	die ny Marie e die george dy drade Autobach va			
6000	Total Conference Sales	104,291	89,295	14,996	144,361 (40,070)
6400	TRADE SHOWS		-		
<u> </u>	Total Trade Shows	83,090	61,277	21,813	106,610 (23,520)
7000	COMMITTED & ADMIN EXPENSES				
7000	Total Committed & Admin	287,263	287,467	-204	352,372 (65,109)
8000	WERSITE CONTENT &		201,401	-2013	
	Total Website	99,000	116,302	-17,302	101,000 (2,000)
I= =					
Total Ex	penses	2,010,697	1,897,399	113,298	2,453,364 (442,667)
Net Res	ults	-	455,963		(2)
					<u> </u>

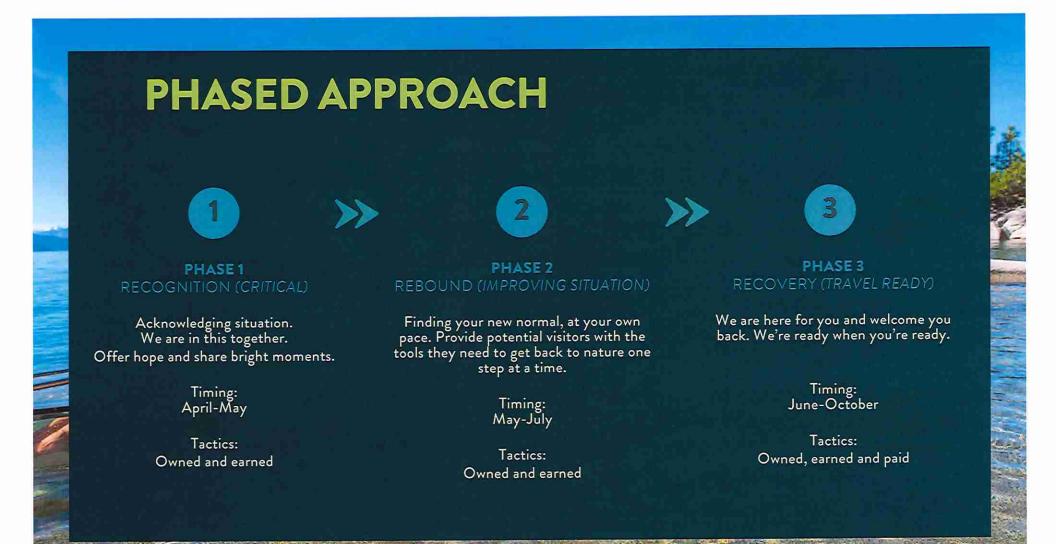


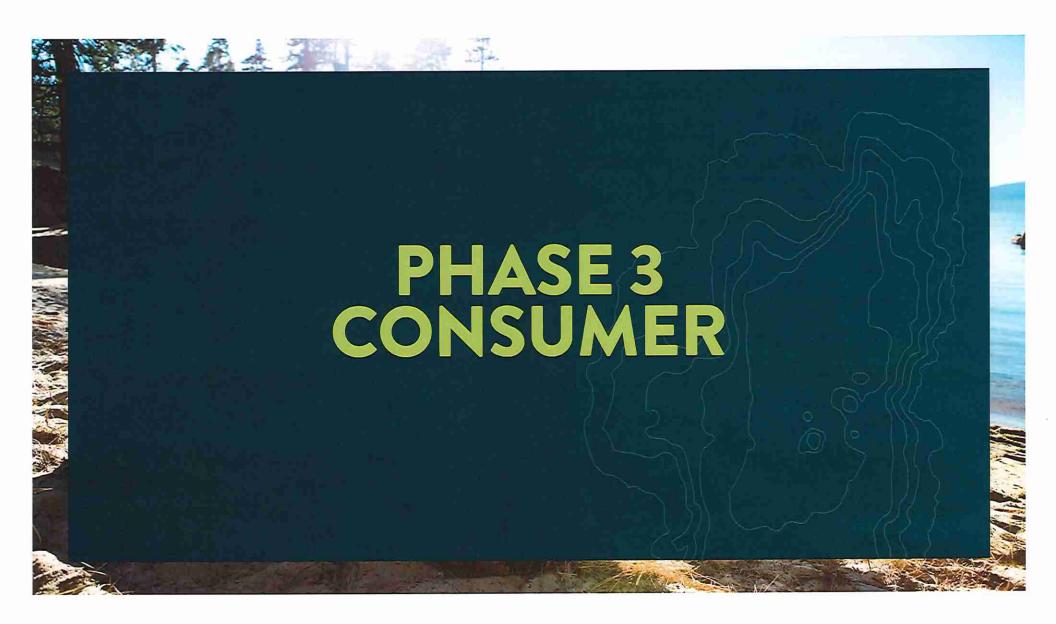




- Develop a phased messaging approach that aligns with the brand while remaining sensitive to our audiences, community and the overall situation.
- Adjust and attach tactics to appropriate phases.
- Provide a recommendation on phase timing/deployment.







# PHASE 3 | CONSUMER

#### **MESSAGING TYPE/TONE:**

- Reconnect with nature (the restorative power of nature, health and wellness).
- · Inviting, confident, caring.
- Proximity (drive market), familiarity, closeness, getaway in your own backyard.
- Outdoor activities for all comfort levels, open space, fresh air, uncrowded.
- We are here for you and welcome you back. We're ready when you're ready.

#### **MESSAGING STRATEGY: GET BACK TO NATURE**

We all have an innate need to explore, wander and revel in the beauty of the world – It's Human Nature to connect with the outdoors. From towering tree-line mountains to crystal blue shorelines, there's no better place to find your new north than North Lake Tahoe. Now is the time we have all been patiently waiting for-lace up your boots, dust off your kayaks and zip up your backpacks. It's time to feel the wind in your hair, smell the pine in the air and see the beauty we were all meant to explore. It's time to get back to nature.

## **PAID TACTICS**

#### PART 1 - MID-JUNE

SACRAMENTO, STOCKTON, MODESTO, SAN FRANCISCO (WHEN OPEN), LA

- Search Marketing
- Retargeting Display and Video
- YouTube Video
- OTT/CTV
- Facebook/Instagram
- TripAdvisor

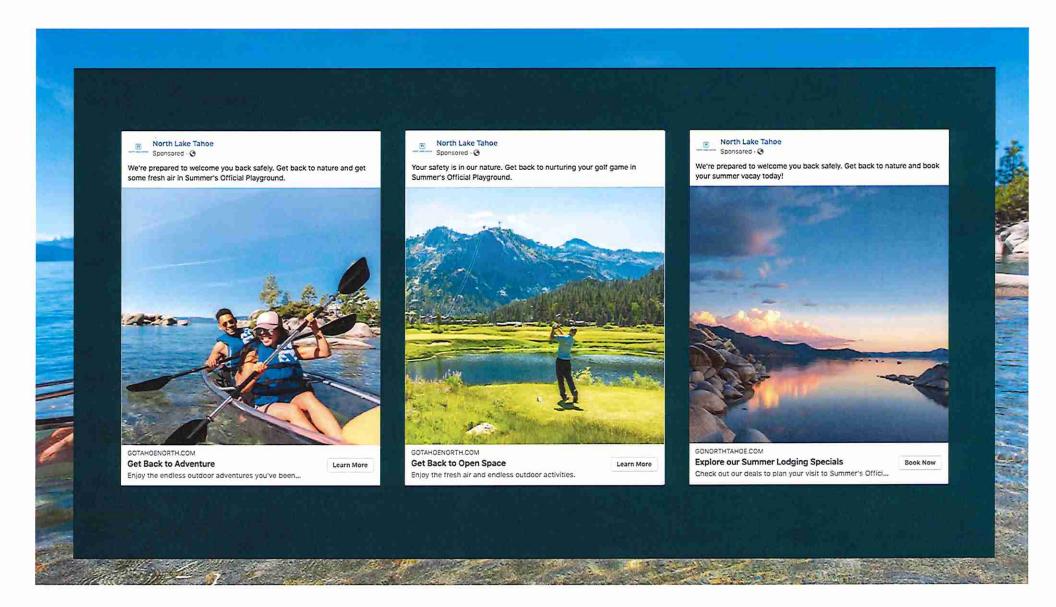
#### PART 2 - SEPTEMBER/OCTOBER

SAN FRANCISCO, LA

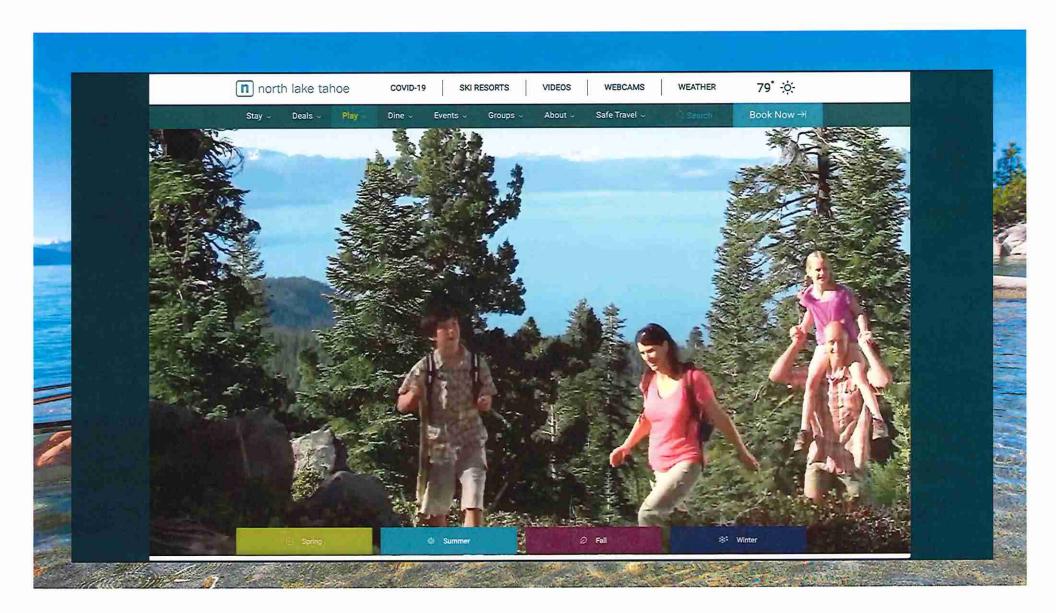
- Search Marketing
- Retargeting Display and Video Twitter
- Native
- Programmatic Display
- YouTube Video
- OTT/CTV
- Facebook/Instagram

- Reddit
- TripAdvisor
- Email
- Weekend Sherpa
- Expedia

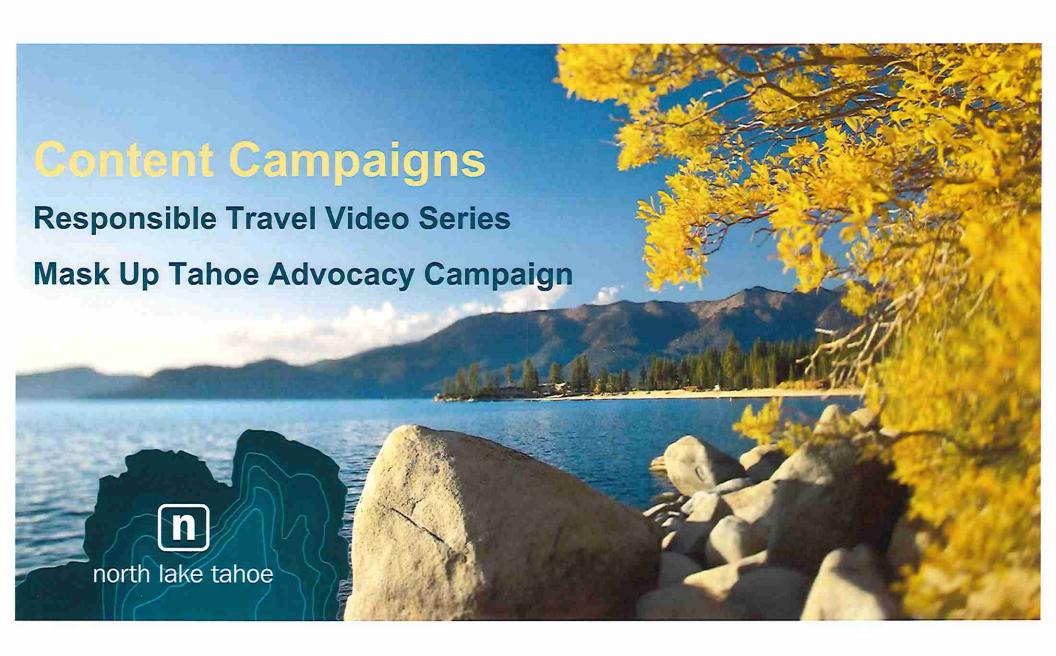






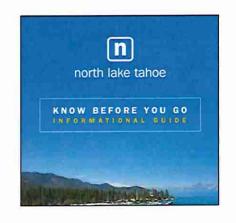






# Responsible Travel Video Series - Overview

- Supplement Know Before You Go Informational Guide
- Highlight how NLT prepared for a safe and responsible reopening by focusing on the following business sectors:
  - Responsible Travel & Tourism Launched: June 24, 2020
  - Lodging Launched: June 26, 2020
  - Restaurants & Retail Launched: June 29, 2020
  - Outdoor Recreation & Public Lands Launched: July 2, 2020



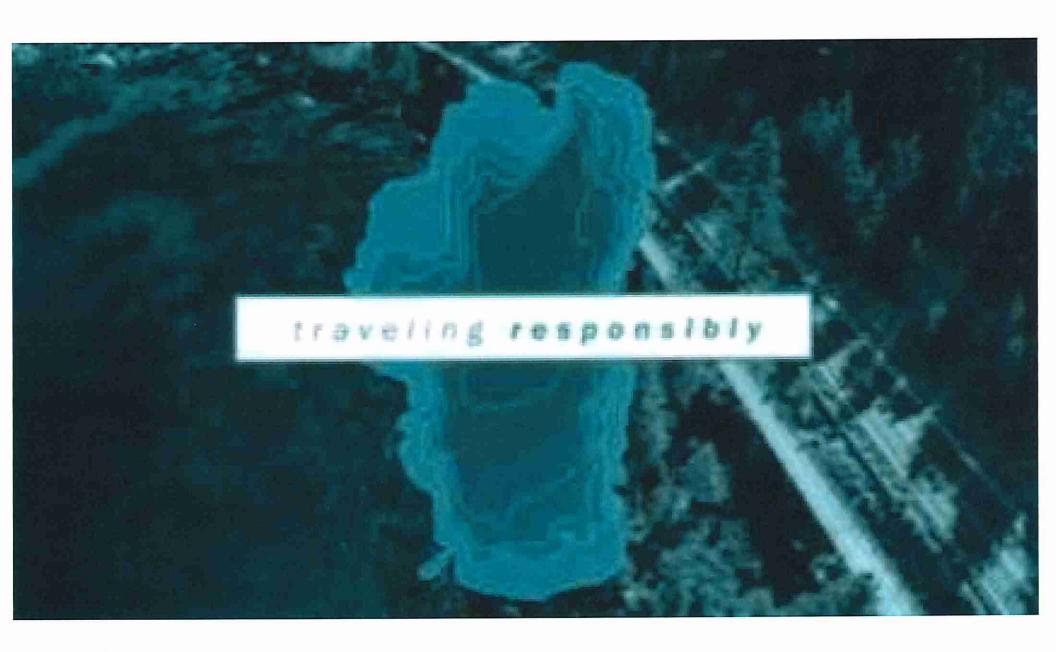












Mask Up Tahoe Advocacy Campaign - Overview

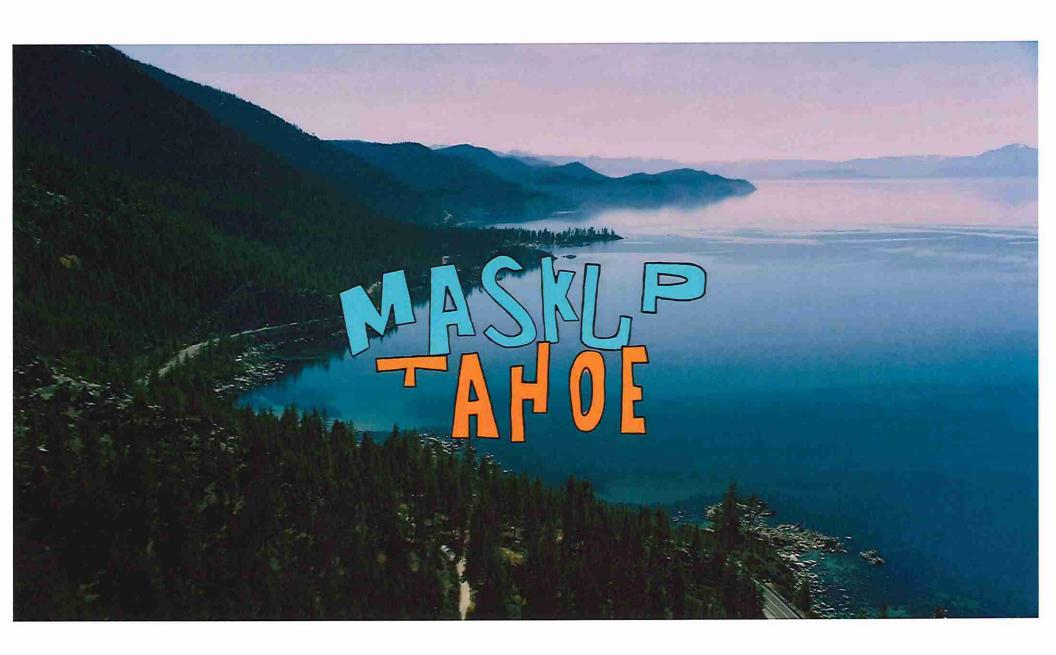
- Utilize local leaders, small business owners and nationally recognized athletes to encourage face coverings
  - 8 Influencers, 1 Montage Video
- Organized a coordinated rollout to most efficiently amplify the message utilizing NLTRA and influencer channels
  - Campaign Launch: July 16, 2020
  - Content: Press Release, Consumer / Local Newsletter & Blog
  - Campaign Assets: Video, Photography

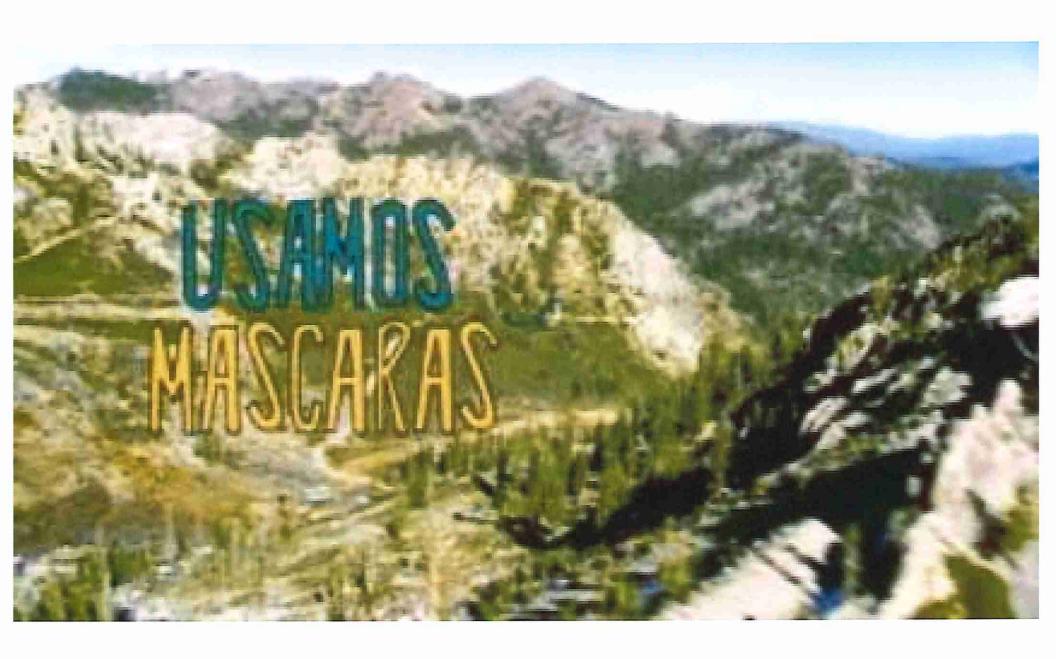


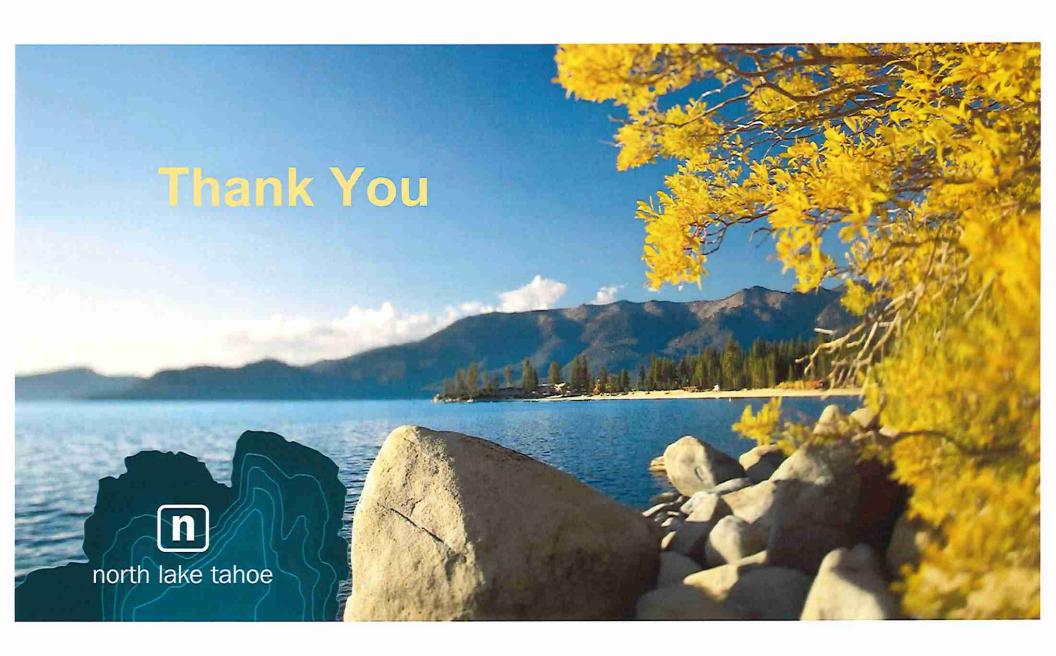
"For North Lake Tahoe to stay open, we all need to do our part and show that we truly care. You wear a mask to protect me and I wear a mask to protect you. When we show up with a mask on, we're showing up for each other.

Mask up. Adventure out."











## **Executive Summary**

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1603 Units ('DestiMetrics Census'\*) and 49.63% of 3229 total units in the North Lake Tahoe destination ('Destination

Census	(**)			
Last Month Performance: Current YTD vs. Previous YTD		2020	2019	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jun) changed by (-47.7%)  North Lake Tahoe ADR for last month (Jun) changed by (24.6%)  North Lake Tahoe RevPAR for last month (Jun) changed by (-34.8%)	Occupancy (Jun) :	27.3%	52.2%	-47.7%
	ADR (Jun) :	\$ 385	\$ 309	24.6%
	RevPAR (Jun) :	\$ 105	\$ 161	-34.8%
Next Month Performance: Current YTD vs. Previous YTD  North Lake Tahoe Occupancy for next month (Jul) changed by (-30.8%)  North Lake Tahoe ADR for next month (Jul) changed by (36.2%)  North Lake Tahoe RevPAR for next month (Jul) changed by (-5.7%)	Occupancy (Jul) :	39.0%	56.3%	-30.8%
	ADR (Jul) :	\$ 530	\$ 389	36.2%
	RevPAR (Jul) :	\$ 207	\$ 219	-5.7%
North Lake Tahoe Occupancy for the past 6 months changed by (-45.4%)  North Lake Tahoe ADR for the past 6 months changed by (20.3%)  North Lake Tahoe RevPAR for the past 6 months changed by (-34.2%)	Occupancy	28.4%	51.9%	-45.4%
	ADR	\$ 394	\$ 327	20.3%
	RevPAR	\$ 112	\$ 170	-34.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD  North Lake Tahoe Occupancy for the future 6 months changed by (-36.4%)  North Lake Tahoe ADR for the future 6 months changed by (27.5%)  North Lake Tahoe RevPAR for the future 6 months changed by (-18.9%)	Occupancy	18.4%	29.0%	-36.4%
	ADR	\$ 422	\$ 331	27.5%
	RevPAR	\$ 78	\$ 96	-18.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jun 30, 2020 vs. Previous Rooms Booked during last month (Jun,20) compared to Rooms Booked during the same period last year (Jun,19) for all arrival dates has changed by (-23.5%)	S Year Booking Pace (Jun)	4.8%	6.3%	-23.5%

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

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i)current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, reasured against an aggregated set of competitive 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 intopia 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 June 2020**

# CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	FY 19/20	FY 18/19	<u>Variance</u>
Total Revenue Booked as of 6/30/20:	\$2,478,417	\$2,150,713	15%
Forecasted Commission for this Revenue:	\$30,371	\$48,944	-38%
Number of Room Nights:	10,160	12052	-16%
Number of Delegates:	6584	15033	-56%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Monthly Detail/Activity	June-20	June-19	-
Number of Groups Booked:	1	6	
Revenue Booked:	\$8,115	\$138,643	-94%
Room Nights:	45	591	-92%
Number of Delegates:	30	335	-91%
		3 Corp, 2 SMF,	
Booked Group Types:	1 CA State	1 Govt.	
Lost Business, # of Groups:	0	28	
Arrived in the month	June-20	June-19	
Number of Groups:	1	8	
Revenue Arrived:	\$2,590	\$359,396	-99%
Room Nights:	14	1666	-99%
Number of Delegates:	7	2160	
		2 Corp, 2	
		Assoc, 2 SMF,	
Arrived Group Types:	1 CA Assoc.	2 Non-Profit	
Monthly Detail/Activity	May-20	May-19	
Number of Groups Booked:	2	2	
Revenue Booked:	\$88,500	\$54,667	62%
Room Nights:	464	445	4%
Number of Delegates:	172	365	-53%
		1 Corp., 1	
Booked Group Types:	2 Assoc.	Assoc.	
Lost Business, # of Groups:	0	6	
Arrived in the month	May-20	<u>May-19</u>	
Number of Groups:	0	3	
Revenue Arrived:	\$0	\$71,961	
Room Nights:	0	394	
Number of Delegates:	0	220	
Arrived Group Types:		2 Corp., 1 SMF	
Monthly Detail/Activity	April-20	April-19	
Number of Groups Booked:	3	3	

	Revenue Booked: Room Nights: Number of Delegates: Booked Group Types: Lost Business, # of Groups:  Arrived in the month	\$164,519 877 510 1 Corp., 1 Assoc., 1 SMF 6	\$34,057 505 269 2 Corp., 1 Assoc. 20	383% 74% 90%
	Number of Groups:	0	1	
	Revenue Arrived:	\$0	\$98,680	
	Room Nights:	0	505	
	Number of Delegates:	0	269	
	Arrived Group Types:		1 Corp.	
Monthly De	tail/Activity	March-20	March-19	
	Number of Groups Booked:	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	
	Arrived in the month	March-20	March-19	
	Number of Groups:	0	2	
	Revenue Arrived:	\$0	\$57,149	
	Room Nights:	0	221	
	Number of Delegates:	0	142	
	Arrived Group Types:		Assoc.	
Monthly De	tail/Activity	February-20	February-19	
Monthly De	Number of Groups Booked:	1	5	
	Revenue Booked:	\$6,519	\$387,531	-98%
	Room Nights:	51	\$2,099	-98%
	Number of Delegates:	17	939	-98%
			3 Corp., 2	
	Booked Group Types:	1 Assoc.	Assoc.	
	Lost Business, # of Groups:	13	12	
	Arrived in the month	February-20	February-19	
	Number of Groups:	4	1	
	Revenue Arrived:	\$222,088	\$5,491	3945%
	Room Nights:	1070	23	4552%
	Number of Delegates:	578	13	4346%
	Arrived Group Types:	Assoc.	1 Corp.	
Monthly De	etail/Activity	January-20	January-19	
	Number of Groups Booked:	4	6	
	Revenue Booked:	\$103,336	\$728,273	-86%
	Room Nights:	418	2998	-86%
	Number of Delegates:	298	3033	-90%
	<u> </u>			

Booked Group Types: Lost Business, # of Groups:	1 Corp., 3 29	3 Corp., 3 0	
Arrived in the month	Jauary 2 <u>020</u>	January-19	
Number of Groups:	4	1	
Revenue Arrived:	\$330,384	\$33,378	890%
Room Nights:	1522	78	1851%
Number of Delegates:	578	60	863%
Number of Delegates.	2 Corp., 2		
Arrived Group Types:	Assoc.	1 Corp.	
Monthly Detail/Activity	December-19	December-18	
Number of Groups Booked:	4	7	
Revenue Booked:	\$155,480	\$357,079	-56%
Room Nights:	687	1994	-66%
Number of Delegates:	197	1145	-83%
	2 Corp., 1	5 Corp., 2	
Booked Group Types:	Assoc., I Govt.	Assoc.	
Booked Group Types.	A3300., 1 GOVI.	71000.	
Lost Business, # of Groups:	22	9	144%
Arrived in the month	December-19	December-18	
Number of Groups:	2	0	
Revenue Arrived:	\$55,138	\$0	
Room Nights:	441	0	
Number of Delegates:	363	0	
	1 Corp., 1		
Arrived Group Types:	Assoc.	0	
Monthly Detail/Activity	November-19	November-18	
Number of Groups Booked:	9	3	0.4007
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,	2.0	
Booked Group Types:	1 TA	3 Corp.	344%
Lost Business, # of Groups:	40	9	34476
Arrived in the month	November-19	November-18	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470 1 Corp. 1	-19%
Arrived Group Types:	2 Corp.	Assoc.	
Monthly Detail/Activity	October-19	October-18	1

	Number of Groups Booked:	7	3	
	Revenue Booked:	\$580,148	\$226,569	156%
	Room Nights:	1106	952	16%
	Number of Delegates:	3212	335	859%
	0	3 Corp., 4	1 Corp., 2	
	Booked Group Types:	Assoc.	Assoc.	
	Lost Business, # of Groups:	48	21	129%
	Lost Dusmoss, " or Groupe.			
	Arrived in the month	October-19	October-18	
	Number of Groups:	4	4	
	Revenue Arrived:	\$167,335	\$183,995	-9%
	Room Nights:	878	1071	-18%
	Number of Delegates:	365	500	-27%
	Transcer of Society.	3 Corp., 1	2 Assoc., 1	
	Arrived Group Types:	Assoc.	SMF, 1 Corp.	
	Annied Group Types.		•	
Monthly De	tail/Activity	September-19	September-18	
•	Number of Groups Booked:	5	4	
	Revenue Booked:	\$233,431	\$124,184	88%
	Room Nights:	1190	586	103%
	Number of Delegates:	705	190	271%
	1			
		4 Corp., 1 Non-	2 Corp., 1 SMF,	
	Booked Group Types:	Profit	1 Seminar	
	Lost Business, # of Groups:	6	21	-71%
	Bost Buomeos, if or Eroupe.			
	Arrived in the month	September-19	September-18	
	Arrived in the month Number of Groups:	<u>September-19</u> 9	<u>September-18</u> 7	
	Number of Groups:	9		124%
	Number of Groups: Revenue Arrived:	9 \$497,069	7	124% 107%
	Number of Groups: Revenue Arrived: Room Nights:	9 \$497,069 2358	7 \$221,430	
	Number of Groups: Revenue Arrived:	9 \$497,069	7 \$221,430 1140	107%
	Number of Groups: Revenue Arrived: Room Nights:	9 \$497,069 2358 763	7 \$221,430 1140	107%
	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:	9 \$497,069 2358 763 5 Corp., 3	7 \$221,430 1140 506	107%
	Number of Groups: Revenue Arrived: Room Nights:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt.	7 \$221,430 1140 506 4 Corp., 3 Assoc.	107%
	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt.	7 \$221,430 1140 506 4 Corp., 3	107%
	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:	9 \$497,069 2358 763 5 Corp., 3	7 \$221,430 1140 506 4 Corp., 3 Assoc.	107%
	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates: Arrived Group Types:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt.	7 \$221,430 1140 506 4 Corp., 3 Assoc. 4 Corp., 3 Assoc.	107%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt.	7 \$221,430 1140 506 4 Corp., 3 Assoc. 4 Corp., 3 Assoc.  August-18	107%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity Number of Groups Booked:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5	7 \$221,430 1140 506 4 Corp., 3 Assoc. 4 Corp., 3 Assoc.  August-18 4	107% 51%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395	107%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity Number of Groups Booked:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159	7 \$221,430 1140 506 4 Corp., 3 Assoc. 4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66	107% 51% -19%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity Number of Groups Booked: Revenue Booked:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147	107% 51% -19% -14%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity Number of Groups Booked: Revenue Booked: Projected Commission:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159	7 \$221,430 1140 506 4 Corp., 3 Assoc. 4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66	107% 51% -19%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307	107% 51% -19% -14%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights: Number of Delegates:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147	107% 51% -19% -14% 41%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433 4 Corp., 1	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307	107% 51% -19% -14%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights: Number of Delegates:  Booked Group Types: Lost Business, # of Groups:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433 4 Corp., 1 Assoc.	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307  3 Corp., 1 SMF 14	-19% -14% -41%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights: Number of Delegates:  Booked Group Types: Lost Business, # of Groups:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433 4 Corp., 1 Assoc. 35	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307  3 Corp., 1 SMF 14  August-18	-19% -14% -41%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights: Number of Delegates:  Booked Group Types: Lost Business, # of Groups:  Arrived in the month Number of Groups:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433 4 Corp., 1 Assoc. 35	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307  3 Corp., 1 SMF 14  August-18 8	107% 51% -19% -14% 41%
Monthly D	Number of Groups: Revenue Arrived: Room Nights: Number of Delegates:  Arrived Group Types:  Arrived Group Types:  etail/Activity  Number of Groups Booked: Revenue Booked: Projected Commission: Room Nights: Number of Delegates:  Booked Group Types: Lost Business, # of Groups:	9 \$497,069 2358 763 5 Corp., 3 Assoc., 1 Govt. 5 Corp., 3 Assoc., 1 Govt. August-19 5 \$200,159 \$0 987 433 4 Corp., 1 Assoc. 35	7 \$221,430 1140 506  4 Corp., 3 Assoc.  4 Corp., 3 Assoc.  August-18 4 \$248,395 \$66 1147 307  3 Corp., 1 SMF 14  August-18	107% 51% -19% -14% 41%

Projected	d Commission:	\$2,524	\$66	
Room Ni		3338	876	281%
	of Delegates:	3293	374	780%
	Group Types:	9 Corp., 1	5 Corp., 1	
Monthly Detail/Activit	y	<u>July-19</u>	<u>July-18</u>	
Number	of Groups Booked:	6	6	
Revenue	Booked:	\$138,643	\$329,030	-58%
Projected	d Commission:	\$2,580	\$3,266	
Room N		591	3405	-83%
Number	of Delegates:	335	3850	-91%
		3 Corp, 2 SMF,	5 Corp, 1	
Booked	Group Types:	1 Govt.	Assoc.	
Lost Bus	siness, # of Groups:	28	4	600%
Arrived	in the month	July-19	<u>July-18</u>	
	of Groups:	8	4	
	Arrived:	\$219,964	\$141,134	56%
	d Commission:	\$7,979	\$0	
Room N		837	714	17%
	of Delegates:	290	13670	-98%
	Group Types:	2 Corp, 2	2 SMF, 2	
		Current Numbers	Goals	
For 202	0/21:	\$1,538,981	\$750,000	
For 202	1/22:	\$892,098	\$500,000	

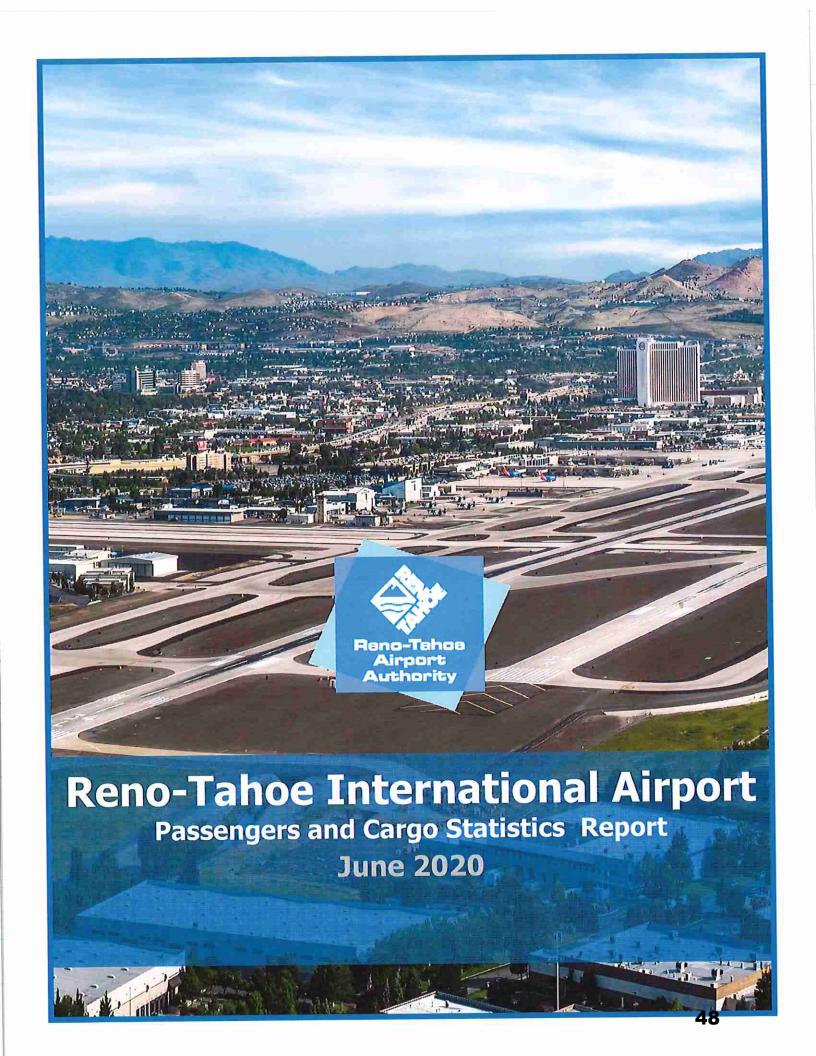
252 NUMBER OF LEADS Generated as of 6/30/20:

343 YTD 6/30/19: 302

YTD 6/30/18:

#### **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



# **U.S. DOMESTIC INDUSTRY OVERVIEW FOR JUNE 2020**

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights \*: Down 65.5% Capacity of Seats \*: Down 64.9%

Crude Oil Average: \$38.31 per barrel in June 2020 \$54.66 per barrel in June 2019

RNO Overview for June 2020 – year over year comparison

Total Passengers: Down 75.2%

Avg. Enplaned Load Factor: 56.2%, down 23.3 pts.

Actual Departures: Down 67.6% Actual Departing Seats: Down 65.3%

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

## **JUNE 2020 SUMMARY**

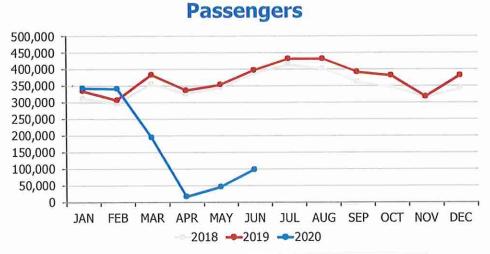
Reno-Tahoe International Airport (RNO) served 98,619 passengers in June 2020, a decrease of 75.2% versus the same period last year. During the first six months of 2020, RNO served 1,041,426 passengers, a decrease of 50.7% when compared to the same period last year.

In June 2020, RNO was served by eight airlines providing 656 departures to 11 non-stop destinations. At RNO, total seat capacity decreased 65.3% and flights decreased 67.6% when compared to June 2019.

RNO handled 12,488,906 pounds of air cargo in June 2020, an increase of 4.2% when compared to June 2019. During the first six months of 2020, RNO handled 67,824,612 pounds of air cargo, a decrease of 4.1% when compared to the same period last year.

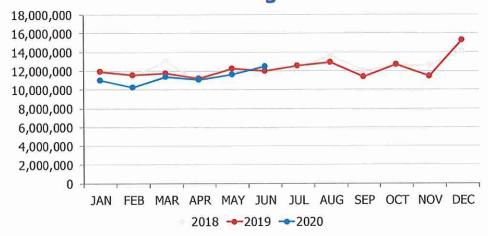






	Total Passengers				
	Jun-20	Jun-19	Difference		
Alaska/Horizon	5,388	37,445	-85.6%		
Allegiant Air	4,022	8,205	-51.0%		
American	20,996	83,967	-75.0%		
Delta	8,370	29,371	-71.5%		
Frontier	1,021	3,064	-66.7%		
JetBlue	1,658	14,240	-88.4%		
Southwest	47,493	152,885	-68.9%		
United	9,671	63,043	-84.7%		
Volaris	0	4,109			

# Cargo

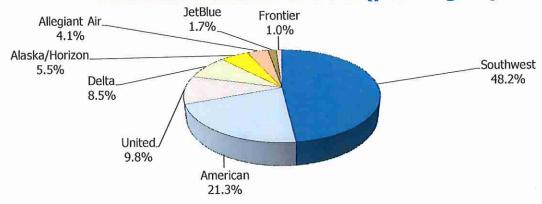


In June 2020, FedEx cargo tonnage was up 14.3% and DHL was up 3.6, when compared to June 2019. UPS was down 6.4% during the same period.



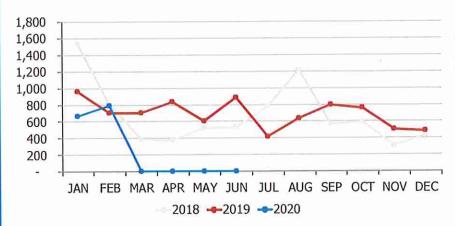


# **AIRLINE MARKET SHARE (passengers)**



	Airline Mar	ket Share	
	Jun-20	Jun-19	YOY Change
Alaska/Horizon	5.5%	9.4%	(4.0)
Allegiant Air	4.1%	2.1%	2.0
American	21.3%	21.1%	0.2
Delta	8.5%	7.4%	1.1
Frontier	1.0%	0.8%	0.3
JetBlue	1.7%	3.6%	(1.9)
Southwest	48.2%	38.5%	9.7
United	9.8%	15.9%	(6.1)
Volaris	n/a	1.0%	n/a
Others	0.0%	0.2%	(0.2)

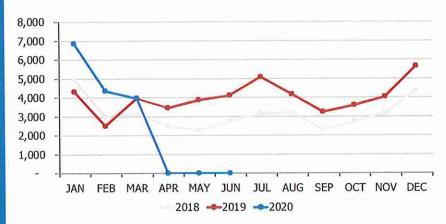
# **TOTAL CHARTER PASSENGERS**



There was no charter activity during June 2020.

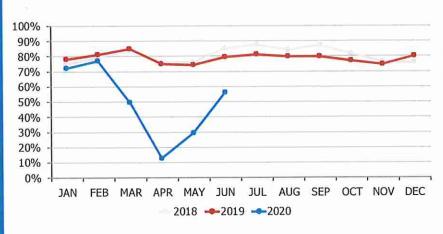


# **TOTAL INTERNATIONAL PASSENGERS**

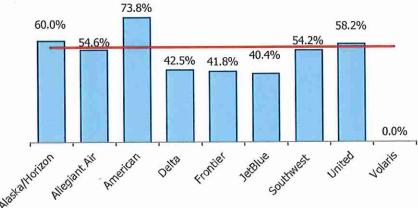


There was no international passenger activity at RNO in June 2020.

## AVERAGE ENPLANED LOAD FACTOR



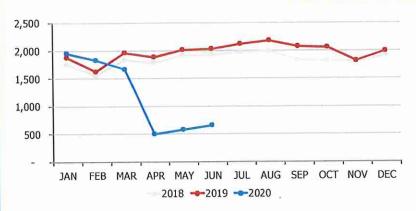
In June 2020, the average enplaned load factor at RNO was 56.2%, a decrease of 23.3 pts. versus June 2019.



Red horizontal line represents the average enplaned load factor.

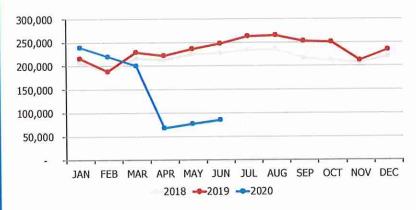


# **DEPARTURES**



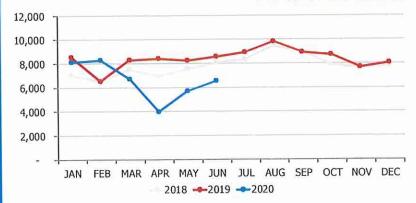
In June 2020, RNO handled 656 departures on eight commercial airlines, a decrease of 67.6% when compared to June 2019.

# **DEPARTING SEATS**



In June 2020, RNO offered 85,945 departing seats, a decrease of 65.3% when compared to June 2019.

# **TOTAL OPERATIONS**



A total of 6,558 operations were handled at RNO in June 2020, a decrease of 23.6% when compared to June 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



# Flight Schedule

#### **Alaska Airlines**

- On July 15, 2020, Alaska Airlines increased non-stop flights between RNO and Seattle (SEA) from three times a day to four times a day.
- Starting August 1, 2020, Alaska Airlines will increase non-stop flights between RNO and Portland (PDX) from once a day to twice a day.

## Allegiant Air

 Allegiant Air offers non-stop flights between RNO and Las Vegas (LAS) four days a week (Monday, Thursday, Friday, Sunday).

#### **American Airlines**

- On July 9, 2020, American Airlines increased non-stop flights between RNO and Dallas (DFW) from twice a day to three times a day.
- On July 9, 2020, American Airlines resumed non-stop flights between RNO and Chicago (ORD) as a four days a week service (Monday, Thursday, Friday and Sunday).
- On July 8, 2020, the airline increased non-stop flight between RNO and Phoenix (PHX) from once a day to twice a day.
- The airline suspended non-stop flights from RNO to Los Angeles (LAX) due to COVID-19.

#### **Delta Air Lines**

- Starting August 1, 2020, Delta Air Lines will increase non-stop flights between RNO and Salt Lake City (SLC) from three times a day to four times a day.
- The airline suspended non-stop flights between RNO and Atlanta (ATL) due to COVID-19.
- The non-stop seasonal flights between RNO and Minneapolis (MSP) will not return this summer due to COVID-19.

#### **Frontier Airlines**

- Starting August 1, 2020, Frontier Airlines will offer non-stop flights between RNO and LAS three times a week (flights fluctuate between Monday, Friday, Saturday and Sunday).
- The non-stop seasonal flight between RNO and Denver (DEN) operate twice a week (Monday and Friday).

## JetBlue Airways

- JetBlue offers non-stop flights between RNO and Long Beach (LGB) four times a week (Thursday, Friday, Saturday and Sunday).
- The non-stop flights between RNO and New York City (JFK) will resume on August 1, 2020, as a three times a week service (Wednesday, Saturday, Sunday).





# **Flight Schedule**

#### **Southwest Airlines**

- On July 19, 2020, Southwest Airlines increased non-stop flights between RNO and DEN from twice a day to three times a day.
- Southwest Airlines offers non-stop flights between RNO and PHX twice a day. From July 20, through July 25, the airline will offer this service three times a day.
- On July 25, 2020, Southwest Airlines will increase non-stop flights between RNO and LAS from five times a day to six times a day. Starting August 7, 2020, the airline will increase this service by one flight a day.
- Starting August 11, 2020, Southwest Airline will increase non-stop flights between RNO and San Diego (SAN) from once a day to twice a day.
- Southwest Airlines offers non-stop flights between RNO and LAX once a day.
- Starting August 11, 2020, Southwest Airlines will resume non-stop flights between RNO and Oakland (OAK) as a twice a day service.
- The airline suspended non-stop flights from RNO to Dallas (DAL), Chicago (MDW), and SJC due to COVID-19.

#### **United Airlines**

- Starting August 4, 2020, United Airlines will increase non-stop flights between RNO and DEN from twice a day to three times a day.
- United Airlines offers non-stop flights between RNO and San Francisco (SFO) twice a day.
- Starting August 4, 2020, United Airlines will increase non-stop flights between RNO and LAX from once a day to twice a day.
- The airline suspended non-stop flights from RNO to Houston (IAH) and ORD due to COVID-19.

#### **Volaris**

 In March 2020, Volaris temporarily suspended non-stop flights between RNO and Guadalajara (GDL) due to COVID-19. This flight returns as a twice a week service (Monday and Friday) on August 3, 2020.





			Passengers un-20		
	Passe	ngers	% Diff.	Passengers	% Diff.
	2018	2019	70 Dill.	2020	70 Dilli
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%	46,015	-87.0%
JUN	389,103	397,211	2.1%	98,619	-75.2%
2nd QTR	1,060,271	1,088,584	2.7%	161,899	-85.1%
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	
ОСТ	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		2,113,694		1,041,426	-50.7%

	Total Cargo Volume in Pounds Jun-20						
	2018	2019	0/ Dies	20	20	% Diff.	
	Cargo in	Pounds	% Diff.	Pounds	<b>Metric Tons</b>	70 Dill.	
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%	11,613,489	5,267	-5.4%	
JUN	12,225,509	11,988,693	-1.9%	12,488,906	5,664	4.2%	
2nd QTR	35,297,409	35,470,102	0.5%	35,193,184	15,961	-0.8%	
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		70,740,659		67,824,612	30,759	-4.1%	

Total Enplaned Passengers Jun-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	22,807	-87.0%	
JUN	193,777	197,397	48,274	-75.5%	
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	522,276		
YTD Total		1,056,846	522,276	-50.6%	

_					
		Total Deplan	ed Passenge		
	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	23,208	-87.0%
	JUN	195,326	199,814	50,345	-74.8%
	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	519,150	
	YTD Total	Kindy Table	1,056,848	519,150	-50.9%

Airline	Enplaned PAX	Jun-20	Jun-19	Diff.
Alaska/Horizon	2,734	60.0%	80.0%	-20.1
Allegiant Air	1,993	54.6%	86.0%	-31.4
American	10,037	73.8%	85.9%	-12.1
Delta	4,117	42.5%	89.7%	-47.2
Frontier	527	41.8%	97.2%	-55.4
JetBlue	788	40.4%	92.7%	-52.3
Southwest	23,296	54.2%	71.5%	-17.3
United	4,782	58.2%	84.3%	-26.2
Volaris	0	n/a	84.6%	n/a





# NLTRA Board of Directors Report August 4, 2020 Board Meeting June 2020 Overview

Paid Media | Social Media | Communications | Earned Media | Leisure & Conference Sales

#### **Advertising I Promotions I Media**

- We began a small paid consumer campaign on June 22nd, focusing on the *Get Back to Nature* recovery message. However, the campaign was put on hold July 3rd after seeing the natural demand for the region.
  - o Ran on Facebook, Instagram and Paid Search
  - Targeted Sacramento the idea was to start close geographically and then move out as consumers became more comfortable with travel.
- Paid search played a key role in the campaign success, providing the highest CTR (5.78%) and the most TOS (281) and Book Now (54) conversions. The average session duration was 1:51 and the average pages per session was 2.6.
- Website sessions (97K) are at an all-time high, surpassing each month throughout the entire fiscal year.
- Within paid social, high TOS conversions in prospecting and story ads suggested an overall
  eagerness for people to begin travelling to the NLT region, and presents an opportunity to find
  new customers.
  - Instagram drove the majority of Book Now and TOS conversions at a lower cost per conversion.
- Our Millennial and Family audiences were visiting the site more often, suggesting an eagerness
  to travel. The Boomer audience was much less engaged, likely due to fears of traveling during
  COVID. Once the campaign is turned back on, we'll look to optimize impressions to the Family
  and Millennial audiences to make a more efficient use of spend and increase conversions.
- MCC paid media remained paused.

#### **Content (Blogs + Newsletters + Rich Content)**

- Key Themes: Responsible Travel, COVID-19 Crisis Communications, Sentimental Thank You
- Campaigns: Ropening Responsibly
- Newsletters Posted: 1
  - North Lake Tahoe Get Back to Nature
    - 22.5% Open Rate (8.7% growth), 1.1% Click Through Rate
- Blogs Posted: 1
  - Get Back to Nature as North Lake Tahoe Reopens

- 935 Page Views, 2:23 average minutes spent on page
- Created and launched Reopening Responsibly Video Series
  - 4 videos highlighting various business sectors, using local business representatives to convey the message.
    - Responsible Travel: Amy Berry, Tahoe Fund
    - Lodging Safe Practices: Ashlee Barton, Hyatt-Regency Lake Tahoe | Bill Dietz, Tahoe Luxury Properties | Alex Mourelatos, Mourelatos Lakeshore Resort
    - Restaurant & Retail: Alibi Ale Works | Muse
    - Outdoor Activities & Public Lands: Via Ferrata | Nevada Dept. of Conservation & Natural Resources

#### **Social Media**

- Total Followers: 228,822
  - Total audience increased by 0.4% with total net audience growth increasing by 43.9% compared to the previous month.
- Total Impressions: 2,724,610 (+ 165% month over month)
- Total Engagements: 121,266 (+51% month over month)
  - Overall engagement is up compared to the previous month by 51%. An increased posting schedule benefited the engagement and impressions on our page, with impressions seeing the highest analytical spike.
- COVID-19 Messaging
  - Know Before You Go
    - We incorporated the Know Before You Go Guide into social media messaging. Links to the guide were regularly included and other messaging was pulled directly from the guide. We continued to utilize aspirational images to ensure the messages were seen, as those perform best across our channels.
  - Reopening Responsibly Video Series
    - Promoted the 4-part video series both organically and through the boosting budget across all social channels.
    - $\blacksquare$  As of 7/29 the campaign saw the following results:

• Impressions: 84,156

• Reach: 70,392

Engagements: 3,998

• Comments: 90

- Local Business Promotion
  - Increased promotion of local businesses in a variety of sectors. Lead with safety and educational messaging.

#### **Event Marketing**

 Spartan has officially announced the cancellation of the 2020 North American Championships in North Lake Tahoe at Squaw Valley. NLTRA is in communication with Spartan regarding 2021 and will bring information to the Tourism Development committee in August and the NLTRA Board of Directors in September.

#### **Communications (NLTRA / Local)**

Initiatives

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging, and campaign updates (1x per week)
- Placer County/Executive Board Core Call: continued participation on leadership team calls to discuss current NLTRA and Placer County COVID response initiatives (3x per week)
- Facilitated communications with the local lodging community on reopening support to Placer County Public Health Officer, Dr. Sisson, ahead of the June 9 BOS meeting and in conjunction with state reopening guidance for lodging on June 12
- Campaigns: continued Stronger Together messaging; began to discuss Mask Up Tahoe advocacy campaign
- Began development of COVID response infographic to report on combined local and consumer efforts
- Developed Town Hall presentation for June 16 meeting to share regional approach on reopening; crafted key talking points for NLTRA portion
- Facilitated BACC meeting with regional partners on June 18
- NLTRA Newsletters: Seven newsletters were sent throughout the month of June with focus on business reopening guidance, Free Personal Protection Equipment, responsible travel resources and community Town Hall meeting information
  - Average Open Rate: 42%
  - Database Sends: 4,100 (196 organic referrals since March)

#### **Earned Media (Domestic + International)**

- Overview: completed budget recommendations for FY 20-21 scope and determined metrics tool for media database and placement tracking/reporting. Organized calls with multiple tracking service providers to determine best plan for Public Relations in the upcoming Fiscal Year.
- Media Inquiries & Pitch Angles: focus remained on responsible tourism how to access the North Lake Tahoe destination and recreate responsibly with Know Before You Go content. Safe travel was also a key point how businesses have adjusted policies/practices to safely reopen.
- Media Relations & FAMs:
  - Began working with Weidinger PR on regional golf media tour for August 10
  - CNN Travel: How lodging has reopened safely; why consumers continue summer travel
  - o Forbes: Responsible travel in outdoor mountain destinations
  - Began working with Amy Whitley for fall Pacific Northwest road trip story
  - Crafted wellness travel pitch for Marin Magazine

#### • Press Releases:

- Worked with regional DMO partners (South Lake Tahoe and Truckee) on reopening press release and corresponding media videos for distribution on Friday, June 12
- Worked with regional DMO partners (South Lake Tahoe and Truckee) on responsible travel/Know Before You Go press release ahead of July 4 holiday weekend for distribution on Thursday, June 25

#### • Placements:

- o KTVN Channel 2: <u>Lake Tahoe-Truckee Communities Reopening Ahead of Summer Season</u>
- Sierra Sun: <u>Lake Tahoe-Truckee Move Further into Reopening</u>
- o RGJ: <u>Truckee-Tahoe Reopening Businesses</u>
- Visit California Newsletter (distribution: 163,000)

Sierra Sun: North Tahoe Town Hall focuses on Reopening

• Tahoe Ski World: <u>Responsible Travel over July 4 Holiday</u>

o 7x7.com: 25 Things to do in Tahoe Summer 2020

#### **Conference / Group Sales**

- Group Sales Booking Pace:
  - Due to the COVID-19 outbreak, the number of leads generated for the months of March, April, May and June have decreased dramatically. The month of March was down 50% compared to last year, April was down 73%, and May was down 87% compared to the same months in 2019. The number of leads in June 2020 was at 50% as compared to June 2019
- RFPs/Leads Distributed:
  - 10 leads distributed
  - Estimated: 4,488 room nights
- Definite Bookings:
  - 1 definite booking California Association of Code Enforcement Officers, October 202,
     45 room nights
- Site Visits Conducted:
  - Virtual site inspection completed for the American Bar Association
  - Hosted an in person site inspection for Search Ministries looking for a program in July
     2021
- Group Cancellations due to Covid-19:
  - 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
  - Masons of California Masters & Wardens Leadership Retreat, May 1-3, 2020, 224 room nights, \$31,136.00 room revenue, Hyatt Regency Lake Tahoe.
  - California Special Districts Association-General Manager Leadership Summit 2020, 6/27/2020-7/3/2020-410 room nights, \$76,146.00 room revenue, Resort at Squaw Creek
  - California Association of Code Enforcement Officers Annual Semiar, October 19-23, 2020, 680 room nights \$120,000 room revenue, Resort at Squaw Creek, Rebooked October 3-7, 2021

#### • Projects:

- Created MCC Newsletter with updated MCC and Covid-19 information
- Started bi-weekly sales reports going out to all DOS's in the region
- Participated in CALSAE Annual Town Hall Meetings
- IDSS CRM Clean up is well underway

- Conducted analysis of MCC markets and reassigned markets within the existing sales team.
  - Sarah Winters Northeast
  - Freg Howey West Coast, focusing on CA and Pacific Northwest
  - Bart Peterson Mountain/Midwest/Southeast
- Chicago Efforts
  - Our in-market representative, Denise, hosted virtual zoom classes and has been hosting meeting planners in the region for complimentary delivery of pizzas and take-out options.

## **Travel Trade / Leisure Sales**

- Trade Shows/Sales calls:
  - Attended German IPW Breakfast
  - Participated in Date A Destination with Australia Tour Operators with 6 high level tour operators.
  - Participated in Virtual Domestic Travel Agent Roadshow with over 150 domestic travel agents.
- International Update:
  - Key Changes: For 20/21, we will only be contracting with Gate 7/Australia and DCI/Canada due to COVID-19 and the slow return of international travel.
- Projects:
  - NLT travel trade newsletter went out
  - An International Audit on airline seats and capacities was completed. This has been dispersed to all DOS's in the region.
  - Finalized budget making for 20/21
- Meetings attended:
  - Visit CA International Committee
  - Visit CA Rural Committee
  - Attended High Sierra Visit CA planning meeting
- Visa Vue:
  - Please see attached for the domestic VisaVue and international VisaVue annual summaries
- Next up:
  - 20/21 goal setting

#### **Reno-Tahoe International Airport**

- June 2020 vs. June 2019
  - Passengers were down 75.2%
  - Average enplaned load factor was 56.2%, down 23.3 points
  - Departures were down 67.6%
  - Seats were down 65.3%
  - Cargo was up 4.2%
- Year-to-Date June 2020 vs. the same period last year
  - Passengers were down 50.7%
  - Cargo was down 4.1%
- Fiscal Year 2019-2020 vs. Fiscal Year 2018-2019
  - o Passengers were down 21.4%

- O Cargo was down 2.7%
- Volaris will resume service at RNO on August 3 with a Monday and Friday schedule for the month of August. Plans are being worked out with CBP to provide more social distancing in the Federal Inspection Facility (FIS). The last flight operated by Volaris was on March 30.



# **NLTRA Supported 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 TBD
- 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 I June 19-21 I Squaw Valley / Cancelled

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

Marlette 50K and 10 Miler | Sunday August 9

Squaw Valley Half Marathon and Run to Squaw 8 Miler | Sunday August 30

Emerald Bay Trail Run | Saturday September 12

XTERRA Tahoe City/Tahoe Off-road Triathlon & Tahoe City Swim | Saturday September 19

Tahoe Adventure Challenge | Sunday September 20

Burton Creek Trail Run | Sunday September 20

Truckee Half Marathon and 5K | Saturday September 26

Great Trail Race | Sunday October 4

Tahoe Film Fest | December 3-6, 2020

## 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 I August 1 2 I Kings Beach → Cancelled
- 2020 Lake Tahoe Music Festival | August 12 14 | North Lake Tahoe/Truckee →
   Cancelled
- 2020 Skate the Lake I August 28-29 I 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
- 2020 Lake Tahoe Summit Classic Lacrosse Tournament | June 20-21 → August 1-2,
  2020 | North Lake Tahoe/Truckee → Cancelled
- Enduro Continental Series | August 22-23 | Northstar Resort → Cancelled
- 2020 Spartan National Championships | September 26-27 | Squaw Valley→ Cancelled

# 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 → Cancelled
- Outdoor Movies | Cancelled
- Yoga Squaw'd

•	July 22	Chris Seega
0	July 29	Kate Liest
0	August 5	Kellee Rich



- August 12 Sherry McConkey
- August 19 Kellee Rich
- August 26 Nikki Dean
- Art Wine & Music Festival July 11-12 | Cancelled
- Brews Jazz & Funk August 8-9 → August 14-15, 2021
- Foam Fest September 5 | Cancelled
- Alpen Wine Fest Cancelled
- Guitar Strings vs Chicken Wings Cancelled
- Oktoberfest September 19 | Cancelled

# 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 → July 18
- Craft Beer and Food Truck Festival Sept 7
- Tahoe 200 Running Festival Sept 11
- Pacific Fine Arts Fairs
  - o July 3 5- Cancelled
  - o August 7 9- Cancelled
- Beth Weber's Arts and Crafts Fairs
  - o June 26 28- Cancelled
  - July 17-19- Cancelled
  - July 31 Aug 2 Cancelled
  - Aug 21 23 Cancelled

## Cancelled/Postponed Events - TCDA

- Wine Walk- Cancelled
- Oktoberfest September 26th Cancelled
- Fireworks July 4th- Cancelled

## Cancelled/Postponed Events- NTBA/KB

Fireworks- July 3rd- Cancelled



- Music on the Beach Pivoting to Virtual Streamed Event
  - July 24th Vokab Kompany https://www.facebook.com/events/246000696697125/
  - August 7th The Blues Monsters https://www.facebook.com/events/305313337150332/
  - August 28th Sneaky Creatures https://www.facebook.com/events/675497973291122/
- Kings Beach Art Tour August 8&9

#### Cancelled/Postponed Events- IVGID

Fireworks - Cancelled

## Cancelled/Postponed Events - TDMA/Town of Truckee

- Truckee Thursdays Cancelled
- Truckee 4th of July Firecracker Mile Run Cancelled
- Truckee 4th of July Parade Cancelled
- Art and Soul Artwalk September 12th
- Truckee follies Postponed to 2021
- Barracuda Championships → July 30-August 2



# **North Lake Tahoe Visitor Information Center Visitor Report: June 2020**

VISITORS SERVED:

June 2020 May 2020 June 2019

Total TC Walk-ins: 1,461 Total TC Walk-ins: 0 Total TC Walk-ins: 5,447 **Total Phone Calls:** 644 353 **Total Phone Calls:** 255 **Total Phone Calls:** 2,105

5,702 Total 353

#### REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events	
232	71	40	39	
Tours	Surrounding Towns (SLT / Truckee)	Shopping	Transportation	
14	38	61	21	
Services	Activities Mountain / Trails	Activities / Lake	Maps / Directions	
9	405	332	426	

TOTAL: 1,688 = 56 referrals per day

Visitor Surveys Gathered: 0 in June with total of 434 since Sept 2018 + 9 from revised survey started 2/20 Note: People are not comfortable touching screens even though staff demonstrates sanitizing

#### June 2020 Highlights:

- Opened Kings Beach Visitor Kiosk two weeks earlier than last year; fully staffed at 7 days/week through September
- Inventoried and sold Personal Protection Equipment (PPE) to local businesses
- Received almost twice as many calls in the VIC due to Covid-19 questions pertaining to what businesses are open and what types of restrictions there are in Tahoe
- Wrote and trained summer staff on PPE policies and procedures
- Visitor Center, merchandise and conference room completely sanitized
- Brought in one new line of merchandise from a local vendor (Tahoe Heartbeat); designed and brought in a new line of Trivets and Christmas ornaments
- Completed a successful end of year inventory



Date: 07/24/20

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

From: Bonnie Bavetta, CFO

RE: Report for June 2020

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

- Cash balance on June 30, 2020 of \$836,000 was \$172,000 or approximately 26% greater than prior year due primarily to greater year-to-date net income (\$313,000), an increase in payroll liabilities (\$19,000), an increase in deferred revenue member dues (\$12,000), and an increase in deferred revenue from the county (\$350,000); offset by an increase in total receivables (\$310,000), an increase in inventory (\$60,000), larger prepaid expense (\$17,000), a decrease in accounts payable (\$51,000), a decrease in accrued expenses (\$60,000), and a decrease in funds due to the county (\$20,000).
- Accounts Receivable balance of \$6,000 was down relative to last year by \$19,000, primarily due to reduced commissions owed to the NLTRA.
- The Accounts Receivable TOT balance of \$330,000 reflected the County TOT funding for June. Balance at this date last year was \$58,000. Before closing the fiscal year, the Deferred Revenue-County liability balance of \$350,000 will be reduced to offset this amount due from the County.
- Membership dues receivable totaled \$76,000, an increase of \$74,000 over prior year due to slow pay on membership dues invoices as well as the pending year end adjustment for future periods' membership revenue. Other membership related accounts receivable of \$1,000 was down \$3,000 as a result of the Community Awards Dinner cancellation.
- Inventory of \$82,000 represents an increase of \$60,000 over prior year due to the purchase of Personal Protection Equipment for sale to the local business community in the post pandemic tourism re-opening.
- Receivable from NLTMC was down \$16,000 due to reduced expenses caused by pandemic.
- Prepaid Expenses of \$19,000 was up \$15,000 primarily due to recent in-transit inventory purchases of PPE that have not yet been received in inventory or returned to vendor.
- Accounts Payable of \$22,000 was \$51,000 lower than prior year primarily due to reduced spending caused by pandemic and putting TBID efforts on hold.
- Wages and related liabilities of \$173,000 were \$19,000 or 12% greater than prior year, due primarily to accrual of incentives, including the new CEO, as well as a slightly longer payroll accrual period.
- Deferred Revenue-Member Dues of \$70,000 was \$12,000 greater than prior year due to unpaid invoices not yet being adjusted or written off.
- 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. Prior to closing the fiscal year, this will offset balances due from the County at June 30.

■ YTD consolidated net income of \$307,000 at month end June was \$313,000 greater than prior year and represented Membership's positive net results YTD of \$40,000, and \$267,000 net positive results from TOT funded departments. Approximately \$222,000 of the TOT funding contracted with the County has not been invoiced and was not reflected as revenue in the financials. That amount plus the \$267,000 positive results indicates NLTRA was approximately \$489,000 underspent to budget. Pending year end entries will reduce that somewhat and it is estimated the underspent balance will be approximately \$450,000.

Operating Results YTD – Marketing

 YTD Revenue from Placer TOT Funding of \$2,822,000 was below budget \$222,000, primarily the result of pay for performance expenditures being below budget. The pay for performance elements are event sponsorships, many of which did not take place this year.

Special Events (Marketing) revenue of \$89,000 was a result of Autumn Food and Wine and

offset by the same expense of \$89,000.

 Expenses, before overhead allocation, totaled \$2,365,000 and were \$231,000 or approximately 10% under budget, primarily due to timing and/or cancellation of event sponsorships.

Total net results before overhead allocation of \$547,000 were positive to budget \$99,000.

Operating Results YTD – Conference

- Commission revenue of \$38,000 was \$10,000 above budget. TOT revenue of \$383,000 was on budget.
- Expenses of \$283,000 before allocated overhead were under budget \$68,000 due to staff vacancies.
- Net results of \$138,000 before overhead allocation were better than budget by \$77,000.

Operating Results YTD – Visitor Center

Merchandise sales of \$103,000 were negative to budget by \$10,000. TOT revenue of \$398,000 was on budget.

 Expenses before overhead allocation of \$389,000 were \$47,000 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 \$112,000 before overhead allocation were \$37,000 better than budget.

Operating Results YTD – TMPI

TOT revenue of \$89,000 was on budget.

Expenditures of \$117,000 before overhead were \$42,000 over budget.

 Net loss of \$29,000 before overhead allocation was negative to budget \$42,000. 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 \$135,000 was \$5,000 over budget. Other Membership revenue of \$16,000 was negative to budget by \$53,000 primarily due to Community Awards Dinner cancellation.
- Expenses of \$89,000 were \$64,000 below budget due largely to decrease in staffing (\$23,000) and Community Awards Dinner cancellation (\$26,000).
- Net income of \$62,000 before overhead allocations was positive to budget by \$16,000.
- Net income of \$40,000 after overhead allocations was \$20,000 favorable to budget.
- Bad debt calculation and write down for uncollectible membership dues is pending. Total uncollected, recognized membership fees is \$35,000.

Operating Results YTD – Administration

- Total expenses of \$524,000 were \$99,000 below budget due primarily to staff vacancies and reduced professional fees.
- Membership cash position as of June 30, 2020

Membership activities resulted in a net income \$40,473.

o Deferred revenues of \$69,620 less receivables of \$77,465 reduced cash by \$7,845.

o Prior years' cumulative negative net results totaled \$17,007.

Net cash was positive \$15,621 and no additional funds were required.

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

- Cash balance at month end of \$492,000 was \$129,000 greater than prior year due primarily to higher net operating results (\$621,000), offset by the reduction of prior fund surpluses in late FY18/19 (\$165,000), and lower Accounts Payable (\$314,000).
- Accounts receivable balance of \$3,000 was \$7,000 less than prior year due to the prompt payment from partners.
- Accounts receivable Other balance of \$23,000 represents refunds due for cancelled events.
- Reimbursements receivable of \$6,000 represents a reimbursement due on an advertising expense from IVCBVB.
- Accounts payable of \$51,000 were \$314,000 less than prior year primarily due to lower expenditures including 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 \$456,000 was \$621,000 greater than prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$2,353,000 was below budget \$100,000 due to reduced funding from IVCBVB in April, May, and June as a result of their reduced TOT collections during the pandemic.
- Consumer Marketing expenditures of \$945,000 were \$260,000 or 22% below budget.
- Leisure Sales expenditures of \$153,000 were \$70,000 or 31% below budget.
- Public Relations expenses of \$245,000 were \$76,000 or 24% below budget.
- Conference Sales expenditures of \$89,000 were \$55,000 or 38% below budget.
- Trade Show expenditures of \$61,000 were \$45,000 or 43% below budget.
- Committed & Administrative expenditures of \$287,000 were \$65,000 or 18% below budget.
- Website & Maintenance expenses of \$116,000 were \$15,000 over budget due primarily to higher than anticipated costs associated with upgrading the website.
- Net income of \$456,000 was better than budget by \$456,000.

# **North Lake Tahoe Resort Association**

# Preliminary

Financial Statements for the Period Ending
June 30, 2020

# North Lake Tahoe Resort Association Balance Sheet

**Accrual Basis** 

As of June 30, 2020

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings	450	116	42	36%
1001-00 · Petty Cash	158 565,602	332,281	233,321	70%
1003-00 · Cash - Operations BOTW #6712	3,200	11,572	(8,372)	(72)%
1007-00 - Cash - Payroll BOTW #7421	50,313	50,244	69	` ó%
1008-00 · Marketing Reserve - Plumas 1009-00 · Cash Flow Reserve - Plumas	100,839	100,650	189	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	86,322	138,243	(51,920)	(38)%
10950 · Cash in Drawer	139	1,678	(1,539)	(92)%
Total Checking/Savings	836,155	664,366	171,789	26%
Accounts Receivable	0.057	04.047	(18,760)	(76)%
1200-00 · Quickbooks Accounts Receivable	6,057	24,817	272,384	474%
1290-00 · A/R - TOT	329,888	57,504		
Total Accounts Receivable	335,945	82,321	253,624	308%
Other Current Assets	1,101	10	1,091	10,921%
1200-99 · AR Other	1,101	10	1,001	
1201-00 · Member Accounts Receivable 1201-01 · Member AR - Member Dues	76,425	2,720	73,705	2,710%
1201-01 · member AR - member Dues 1201-03 · Member AR - Other	1,040	3,745	(2,705)	(72)%
Total 1201-00 · Member Accounts Receivable	77,465	6,465	71,000	1,098%
1201-02 · Allowance for Doubtful Accounts	(2,775)	(1,587)	(1,188)	(75)%
12100 · Inventory Asset	18	15	3	18%
25300 · Gift Cards Outstanding 12100 · Inventory Asset - Other	82,083	22,015	60,068	273%
Total 12100 · Inventory Asset	82,100	22,030	60,071	273%
1299 · Receivable from NLTMC	132	15,703	(15,572)	(99)%
1490-00 · Security Deposits	1,150	1,250	(100)	(8)%
Total Other Current Assets	159,173	43,871	115,302	263%
Total Current Assets	1,331,273	790,559	540,714	68%
Fixed Assets				0.0
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%
1701-00 · Accum. Depr Furn & Fix	(45,289)	(45,289)	0	09 09
1740-00 · Computer Equipment	4,270	4,270	0 (0)	0%
1741-00 · Accum. Depr Computer Equip	(4,270)	(4,269) 20,493	(0)	09
1750-00 · Computer Software	20,493	(19,085)	(1,407)	(7)%
1751-00 · Accum. Amort Software	(20,493) 24,284	24,284	(1,101)	09
1770-00 · Leasehold Improvements 1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	09
Total Fixed Assets	0	1,407	(1,407)	(100)%
Other Assets				
1400-00 · Prepaid Expenses		44.040	2011	14%
1410-00 · Prepaid Insurance	16,326	14,312	2,014 0	0%
1430-00 - Prepaid 1st Class Postage 1400-00 - Prepaid Expenses - Other	100 19,122	100 3,964	15,158	382%
Total 1400-00 · Prepaid Expenses	35,548	18,376	17,172	949
Total Other Assets	35,548	18,376	17,172	949
TOTAL ASSETS	1,366,821	810,343	556,479	69%
TOTAL AGGLIG				

LIABILITIES & EQUITY

Liabilities

Current Liabilities
Accounts Payable

# North Lake Tahoe Resort Association Balance Sheet

### Accrual Basis

As of June 30, 2020

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
2000-00 · Accounts Payable	22,493	73,556	(51,063)	(69)%
Total Accounts Payable	22,493	73,556	(51,063)	(69)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	25,293	20,922	4,372	21%
2101-00 - Incentive Payable	71,537	58,630	12,907	22%
2102-00 · Commissions Payable	5,657	7,132	(1,475)	(21)%
2120-00 · Empl. Federal Tax Payable	10,829	9,775	1,054	11%
2175-00 · 401 (k) Plan	4,340	4,369	(29)	(1)%
2180-00 Estimated PTO Liability	54,845	52,993	1,852	4%
Total 21000 · Salaries/Wages/Payroll Liabilit	172,501	153,821	18,681	12%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	0	827	(827)	(100)%
25500 · *Sales Tax Payable	1,374	2,307	(932)	(40)%
Total 2190-00 · Sales and Use Tax Payable	1,374	3,134	(1,759)	(56)%
2250-00 · Accrued Expenses	0	59,690	(59,690)	(100)%
2400-60 Deferred Revenue- Member Dues	69,620	57,969	11,650	20%
2500-00 · Deferred Revenue - TMBC	1,290	840	450	54%
2700-00 · Deferred Rev. County	350,305	(0)	350,305	129,742,593%
2800-00 · Suspense	566	0	566	100%
2900-00 · Due To/From County of Placer	0	19,871	(19,871)	(100)%
Total Other Current Liabilities	595,656	295,325	300,331	102%
Total Current Liabilities	618,149	368,881	249,268	68%
Total Liabilities	618,149	368,881	249,268	68%
Equity				
32000 · Unrestricted Net Assets	(17,007)	(11,669)	(5,338)	(46)%
3300-11 · Designated Marketing Reserve	308,202	308,202	0	0%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 - Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	307,211	(5,338)	312,549	5,856%
Total Equity	748,672	441,461	307,211	70%
TOTAL LIABILITIES & EQUITY	1,366,821	810,343	556,479	69%

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

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
Ordinary Income/Expense				
Income	3,692,889	3,681,266	11,623	0%
4050-00 · County of Placer TOT Funding 4200-00 · Membership Dues Revenue 4205-00 · Conference Dues	134,936 0	138,421 6,829	-3,485 -6,829	-3% -100%
4250-00 · Revenues-Membership Activities 4250-01 · Community Awards				
4250-04 · Silent Auction	0	12,586 17,165	-12,586 -17,165	-100% -100%
4250-05 · Sponsorships 4250-01 · Community Awards - Other	0 0	14,646	-14,646	-100%
Total 4250-01 · Community Awards	0	44,397	-44,397	-100%
4250-02 · Chamber Events 4250-03 · Summer/Winter Rec Luncheon	0 0	2,892 2,622	-2,892 -2,622	-100% -100%
4251-00 · Tues AM Breakfast Club 4251-01 · Tues AM Breakfast Club Sponsors 4251-00 · Tues AM Breakfast Club - Other	3,325 4,380	2,500 6,087	825 -1,707	33% -28%
Total 4251-00 - Tues AM Breakfast Club	7,705	8,587	-882	-10%
4250-00 · Revenues-Membership Activities - Other	8,541	4,793	3,748	78%
Total 4250-00 · Revenues-Membership Activities	16,246	63,292	-47,046	-74%
4252-00 ⋅ Sponsorships	0	600 6	-600 994	-100% 16,567%
4253-00 · Revenue- Other 4350-00 · Special Events (Marketing)	1,000 88,889	82,598	6,292	8%
4600-00 · Commissions	40.420	22,859	-12,721	-56%
4601-00 · Commissions - South Shore 4600-00 · Commissions - Other	10,138 27,701	49,615	-21,913	-44%
Total 4600-00 · Commissions	37,840	72,474	-34,634	-48%
46000 · Merchandise Sales	9,867	3,212	6,655	207%
4502-00 · Non-Retail VIC income 4504-00 · Retail Revenue - Other	15,240	0	15,240	100%
46000 · Merchandise Sales - Other	77,460	107,672	-30,212	-28%
Total 46000 · Merchandise Sales	102,567	110,884	-8,317	-8% -100%
4720-00 · Miscellaneous	0	5,822	-5,822	-2%
Total Income	4,074,367	4,162,191	-87,824	270
Cost of Goods Sold 52900 · Purchases - Resale Items	0	0	0	0%
Total COGS	0	0	0	0%
Gross Profit	4,074,367	4,162,191	-87,824	-2%
Expense				
5000-00 · Salaries & Wages 5000-01 · In-Market Administration	0	0	0	0% -23%
5010-00 · Sales Commissions	15,326 70,018	19,878 76,828	-4,552 -6,810	-23% -9%
5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense	125,091	120,087	5,004	4%
5040-00 · P/R - Workmans Comp	8,455	7,908	547	7%
5060-00 · 401 (k)	30,939	34,677	-3,737 822	-11% 21%
5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	4,686 893,875	3,864 1,009,329	-115,453	-11%
Total 5000-00 · Salaries & Wages	1,148,390	1,272,570	-124,180	-10%
5100-00 · Rent				-14%
5110-00 · Utilities	10,035	11,649 14,222	-1,614 -7,037	-50%
5140-00 · Repairs & Maintenance	7,185 10,240	7,570	2,670	35%
5150-00 · Office - Cleaning 5100-00 · Rent - Other	157,324	153,525	3,799	3%
Total 5100-00 · Rent	184,784	186,966	-2,182	-1%
5310-00 · Telephone	A. A.A	00 505	-2,376	-9%
5320-00 · Telephone 5350-00 · Internet	24,219 0	26,595 25	-2,376	-100%
Total 5310-00 · Telephone	24,219	26,620	-2,401	-9%
5420-00 · Mail - USPS			60	-76%
5480-00 · Mail - Fed Ex	21	84	-63	-/676

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

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
5420-00 · Mail - USPS - Other	1,957	2,360	-403	-17%
Total 5420-80 · Mail - USPS	1,978	2,444	-466	-19%
5510-00 · Insurance/Bonding 5520-00 · Supplies	10,480	10,838	-358	-3%
5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	855 32,487	7,013 21,956	-6,158 10,531	-88% 48%
Fotal 5520-00 · Supplies	33,342	28,969	4,373	15%
610-00 · Depreciation	1,407	1,633	-226	-14%
700-00 · Equipment Support & Maintenance	25,203	3,471	21,732	626%
710-00 · Taxes, Licenses & Fees	11,572 10,142	10,850 15,118	722 -4,976	7% -33%
740-00 · Equipment Rental/Leasing 800-00 · Training Seminars	4,513	9,748	-5,235	-54%
850-00 · Artist of Month - Commissions 900-00 · Professional Fees	9,927	2,769	7,159	259%
5910-00 · Professional Fees - Attorneys	5,060	2,600	2,460	95%
5920-00 · Professional Fees - Accountant	21,825	24,250	-2,425	-10%
5921-00 · Professional Fees - Other	91,498	70,230	21,268	30%
otal 5900-00 - Professional Fees	118,383	97,080	21,303	22%
941-00 · Research & Planning 920-00 · Programs	0	19,080	-19,080	-100%
6016-00 · Special Event Partnership 6018-00 · Business Assoc. Grants	22,204 20,000	50,500 30,000	-28,296 -10,000	-56% -33%
otal 6020-00 · Programs	42,204	80,500	-38,296	-48%
6420-00 · Events				
6420-01 · Sponsorships 6023-00 · Autumn Food & Wine	123,558	116,875	6,682	6%
6421-01 · 4th of July Fireworks	0	20,085	-20,085	-100%
6421-04 · Broken Arrow Skyrace	0	27,500	-27,500	-100%
6421-05 ⋅ No Barriers 6421-06 ⋅ Spartan	0 254,019	13,779 254,353	-13,779 -335	-100% -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	38,816	-38,816	-100%
6421-10 - WinterWonderGrass - Tahoe	21,120 0	19,447 0	1,673 0	9% 0%
6421-13 · Big Blue Adventure 6421-16 · Mountain Travel Symposium	10,078	5,625	4,453	79%
6420-01 · Sponsorships - Other	0	0	0	0%
Total 6420-01 · Sponsorships	414,774	501,482	-86,708	-17%
6421-00 · New Event Development 6422-00 · Event Media	16,000 0	85,591 0	-69,591 0	-81% 0%
6424-00 · Event Operation Expenses	1,617	8,530	-6.913	-81%
·			-163,212	-27%
Total 6420-00 · Events	432,391	595,603	-103 <sub>1</sub> 212	-217
6423-00 · Membership Activities 6434-00 · Community Awards Dinner	1,222	27,155	-25,933	-96%
6436-00 · Membership - Wnt/Sum Rec Lunch	633	3,492	-2,859	-82%
6437-00 · Tuesday Morning Breakfast Club	2,724	5,436	-2,712	-50%
6441-00 · Membership - Miscellaneous Exp 6442-00 · Public Relations/Website	0 5,502	60 14,275	-60 -8,773	-100% -62%
6444-00 · Trades	295	0	295	100%
6423-00 · Membership Activities - Other	1,894	16,266	-14,372	-88%
Total 6423-00 · Membership Activities	12,270	66,685	-54,415	-82%
6730-00 ⋅ Marketing Cooperative/Media	1,503,362	1,459,827	43,535	39
6740-00 · Media/Collateral/Production 6742-00 · Non-NLT Co-Op Marketing Program	413 10,384	1,278 25,509	-864 -15,126	-68% -59%
6743-00 · BACC Marketing Programs	40 FET	44.000	750	70/
6743-01 · Shop Local	10,557 19,788	11,308 17,000	-752 2,788	-7% 16%
6743-03 · Touch Lake Tahoe 6743-04 · High Notes	19,100	20,545	-20,545	-100%
6743-05 · Peak Your Adventure	-1,000	20,970	-21,970	-105%
6743-66 · Regional Reopening	14,611		14,611	100%
Total 6743-00 · BACC Marketing Programs	43,955	69,823	-25,868	-37%
7500-00 · Trade Shows/Travel	3,476	372	3,104	834%

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

Accrual Basis

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
8100-00 · Cost of Goods Sold	2,761	1,316	1,446	110%
51100 · Freight and Shipping Costs	-101	-40	-60	-149%
52500 · Purchase Discounts	614	12	602	5,151%
59900 - POS Inventory Adjustments 8100-81 - CGS - Other	19,289	0	19,289	100%
8100-00 - Cost of Goods Sold - Other	41,395	59,984	-18,588	-31%
Total 8100-00 · Cost of Goods Sold	63,959	61,271	2,688	4%
8200-00 · Associate Relations	1,042	3,880	-2,838	-73%
8300-00 - Board Functions	23,342	18,433	4,910	27%
8500-00 - Credit Card Fees	5,194	7,874	-2,680	-34%
8600-00 · Additional Opportunites	24,647	51,500	-26,852	-52%
8700-00 · Automobile Expenses	2,499	5,446	-2,946	-54%
8750-00 · Meals/Meetings	1,369	4,372	-3,003	-69%
8810-00 · Dues & Subscriptions	9,079	7,436	1,644	22%
8910-00 · Travel	0	4,820	-4,820	-100%
8920-00 - Bad Debt	3,484	15,022	-11,537	-77%
Total Expense	3,767,414	4,167,805	-400,392	-10%
Net Ordinary Income	306,953	-5,614	312,567	5,568%
Other Income/Expense				
Other Income 4700-00 · Revenues- Interest & Investment	258	276	-19	-7%
Total Other Income	258	276	-19	-7%
Other Expense		0	0	0%
Balancing Adjustments	0	0	Õ	0%
8990-00 · Allocated	U		,	
Total Other Expense	0	0	0	0%
Net Other Income	258	276	-19	-7%
Net Income	307,211	-5,338	312,549	5,856%

Accrual Basis

All Departments

	•						
	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun	YTD Budget	\$ Over Budget	Annual Bud
Ordinary Income/Expense Income							
4050-00 · County of Placer TOT Funding 4200-00 · Membership Dues Revenue 4250-00 · Revenues-Membership Activities 4250-01 · Community Awards	329,888 11,341	282,525 10,833	47,364 508	3,692,889 134,936	3,914,430 130,000	(221,541) 4,936	3,914,430 130,000
4250-04 - Silent Auction 4250-05 - Sponsorships 4250-01 - Community Awards - Other	0 0 0	0 0 0	0 0 0	0 0 0	17,000 17,000 16,000	(17,000) (17,000) (16,000)	17,000 17,000 16,000
Total 4250-01 · Community Awards	0	0	0	0	50,000	(50,000)	50,000
·		0	0	0	2,500	(2,500)	2,500
4250-02 · Chamber Events 4250-03 · Summer/Minter Rec Luncheon 4251-00 · Tues AM Breakfast Club 4251-01 · Tues AM Breakfast Club Sponsors	0 0	0	o o	3,325	2,700 3,000	(2,700)	2,700 3,000
4251-00 · Tues AM Breakfast Club - Other		636	(636)	4,380	7,000	(2,620)	7,000
Total 4251-00 · Tues AM Breakfast Club	o	636	(636)	7,705	10,000	(2,295)	10,000
4250-00 · Revenues-Membership Activities - Other	435	200	235	8,541	4,000	4,541	4,000
Total 4250-00 - Revenues-Membership Activities	435	836	(401)	16,246	69,200	(52,954)	69,200
4253-00 · Revenue- Other 4350-00 · Special Events (Marketing)	0 88,889	0	0 88,88	1,000 88,889	0	1,000 88,889	0
4600-00 · Commissions 4601-00 · Commissions - South Shore	0	0	0	10,138	0	10,138	0
4600-00 · Commissions · Other	(6,619)	0	(6,619)	27,701	28,276	(575)	28,276
Total 4600-00 · Commissions	(6,619)	0	(6,619)	37,840	28,276	9,564	28,276
46000 · Merchandise Sales 4502-00 · Non-Retall VIC Income	0	400	(400)	9,867	4,800	5,067	4,800
4504-00 · Retail Revenue - Other 46000 · Merchandise Sales - Other	6,256 3,714	0 12,000	6,256 (8,286)	15,240 77,460	0 108,100	15,240 (30,640)	0 108,100
Total 46000 · Merchandise Sales	9,971	12,400	(2,429)	102,567	112,900	(10,333)	112,900
Total Income	433,906	306,594	127,311	4,074,367	4,254,806	(180,439)	4,254,806
Gross Profit	433,906	306,594	127,311	4,074,367	4,254,806	(180,439)	4,254,806
Expense 5000-00 · Salaries & Wages 5010-00 · Sales Commissions 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5061-00 · 4014 Profit Sharing 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages - Other	0 5,165 9,846 884 2,306 0 864 96,840	800 4,816 11,868 1,239 3,606 80 493 90,142	(800) 348 (2,022) (355) (1,300) (80) 371 6,698	15,326 70,018 125,091 8,455 30,939 0 4,686 893,875	9,600 84,163 142,416 13,981 41,981 960 5,040 1,049,304	5,726 (14,145) (17,325) (5,526) (11,042) (960) (354) (155,429)	9,600 84,163 142,416 13,981 41,981 960 5,040 1,049,304
Total 5000-00 · Salaries & Wages	115,906	113,045	2,860	1,148,390	1,347,445	(199,055)	1,347,445
5100-00 · Rent	,	,	-,			, , ,	
5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office · Cleaning 5100-00 · Rent - Other	616 87 1,050 13,330	1,127 2,464 2,392 11,122	(510) (2,377) (1,342) 2,208	10,035 7,185 10,240 157,324	12,899 21,938 10,362 151,529	(2,864) (14,753) (122) 5,795	12,899 21,938 10,362 151,529
Total 5100-00 · Rent	15,083	17,105	(2,022)	184,784	196,728	(11,944)	196,728
5310·00 · Telephone 5320·00 · Telephone	2,170	1,842	328	24,219	24,134	85	24,134
Total 5310-00 · Telephone	2,170	1,842			24,134	85	24,134
5420-00 · Mail - USPS 5480-00 · Mail - Fed Ex 5420-00 · Mail - USPS - Other	21 0	213	(213)	21 1,957	2,578	(621)	2,578
Total 5420-00 · Mail - USPS		213			2,578		2,578
5510-00 · Insurance/Bonding	269	795			9,604	876	
5520-00 · Supplies 5525-00 · Supplies · Computer <\$1000 5520-00 · Supplies · Other	0 923	423 958	(423) (35)	855 32,487	10,442 29,248	(9,587) 3,239	10,442 29,248
Total 5520-00 · Supplies	923	1,381	(458)	33,342	39,690	(6,348)	39,690
5610-00 · Depreciation 5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5850-00 · Artist of Month - Commissions	110 2,844 1,051 484 0	40 2,476 1,062 1,241 1,421 360	368 (10) (756) (1,421)	25,203 11,572 10,142 4,513	1,656 29,952 12,895 15,104 12,835 4,320	(4,749) (1,323) (4,961) (8,323)	
5900-00 · Professional Fees 5910-00 · Professional Fees - Attorneys 5920-00 · Professional Fees - Accountant 5921-00 · Professional Fees - Other	340 0 0	1,025 0 1,983	(685) 0 (1,983)	5,060 21,825 91,498	9,000 24,900 81,800	(3,940) (3,075) 9,698	9,000 24,900 81,800

Accrual Basis

All Departments

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun	YTO Budget	\$ Over Budget	Annual Bud
Total 5900-00 · Professional Fees	340	3,008	(2,668)	118,383	115,700	2,683	115,700
5941-00 - Research & Planning	0	1,800	(1,800)	0	21,600	(21,600)	21,600
6020-00 · Programs 6016-00 · Special Event Partnership 6018-00 · Business Assoc, Grants	3,750 20,000	10,000 0	(6,250) 20,000	22,204 20,000	50,000 30,000	(27,796) (10,000)	50,000 30,000
Total 6020-00 · Programs	23,750	10,000	13,750	42,204	80,000	(37,796)	80,000
6420-00 · Events 6420-01 · Sponsorships 6023-00 · Autumn Food & Wine	88,889	0	88,889	123,558	37,495	86,063	37,495
6421-01 - 4th of July Fireworks 6421-04 - Broken Arrow Skyrace 6421-06 - Spartan 6421-07 - Tahoe Lacrosse Tournament 6421-09 - Wanderlust 6421-10 - WinterWonderGrass - Tahoe 6421-16 - Mountain Travel Symposium 6420-01 - Sponsorships - Other	0 0 0 0 0 0 0 0 0 0	0 400 0 0 7,000 0 0	(400) 0 0 (7,000) 0 (5,000)	0 0 254,019 6,000 0 21,120 10,078	20,000 25,400 254,400 6,000 37,500 21,900 75,000	(20,000) (25,400) (381) 0 (37,500) (780) (64,922)	20,000 25,400 254,400 6,000 37,500 21,900 75,000
Total 6420-01 · Sponsorships	83,889	7,400	76,489	414,774	477,695	(62,921)	477,695
6421-00 · New Event Development 6424-00 · Event Operation Expenses	16,000	2,500 663	13,500 (663)	16,000 1,617	30,000 8,000	(14,000) (6,383)	30,000 8,000
Total 6420-60 · Events	99,889	10,563	89,326	432,391	515,695	(83,304)	515,695
6423-00 · Membership Activities 6434-00 · Community Awards Dinner 6436-00 · Membership · WritSum Rec Lunch 6437-00 · Tuesday Morning Breakfast Club 6442-00 · Public Relations/Website 6444-00 · Trades 6423-00 · Membership Activities · Other	0 0 0 477 295	0 1,500 546 417 550	0 (1,500) (546) 60 (550)	1,222 633 2,724 5,502 295 1,894	27,500 5,000 6,000 5,000 8,500	(26,278) (4,367) (3,276) 502 (6,606)	27,500 5,000 6,000 5,000
Total 6423-00 - Membership Activities	772	3,012	(2,241)	12,270	52,000	(39,730)	52,000
6730-00 · Marketing Cooperative/Media 6740-00 · Media/Collateral/Production 6742-00 · Non-NLT Co-Op Marketing Program	81,918 0 380	81,918 1,500 2,500	0 (1,500) (2,120)	1,503,362 413 10,384	1,503,362 3,000 27,910	0 (2,587) (17,526)	1,503,362 3,000 27,910
6743-00 · BACC Marketing Programs 6743-01 · Shop Local 6743-03 · Touch Lake Tahoe 6743-04 · High Notes 6743-05 · Peak Your Adventure 6743-06 · Regional Reopening	0 0 0 0 14,611	0 3,000 10,000 15,365	(3,000) (10,000) (15,365)	10,557 19,788 0 (1,000) 14,611	20,000 20,000 20,000 20,000	(9,443) (212) (20,000) (21,000)	20,000 20,000 20,000 20,000
Total 6743-00 · BACC Marketing Programs	14,611	28,365	(13,754)	43,955	80,000	(36,045)	000,08
7500-00 · Trade Shows/Travel 8100-00 · Cost of Goods Sold 51100 · Freight and Shipping Costs 52500 · Purchase Discounts 59900 · POS Inventory Adjustments 8100-01 · CGS · Other 8100-00 · Cost of Goods Sold · Other	357 0 263 10,635 1,996	0 100 0 0 0 6,000	257 0 263 10,635 (4,004)	3,476 2,761 (101) 614 19,289 41,395	3,000 1,190 0 0 0 54,050	476 1,571 (101) 614 19,289 (12,655)	3,000 1,190 0 0 0 54,050
Total 8100-00 · Cost of Goods Sold	13,251	6,100	7,151	63,959	55,240	8,719	55,240
8200-00 · Associate Relations 8300-00 · Board Functions 8500-00 · Credit Card Fees 8600-00 · Additional Opportunites 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions 8910-00 · Travel 8920-00 · Bad Debt	0 1,710 338 3,631 123 0 455 0	628 150 616 3,500 493 461 616 0	(461) (161) 0	23,342 5,194 24,647 2,499 1,369 9,079	7,756 5,950 7,454 32,091 6,285 5,534 7,490 7,800	17,392 (2,260) (7,444) (3,786) (4,165) 1,589 (7,800)	7,756 5,950 7,454 32,091 6,285 5,534 7,490 7,800
Total Expense	380,079	296,210	83,869	3,767,414	4,234,808	(467,394)	4,234,808
Net Ordinary Income	53,827	10,384		306,953	19,998	286,955	19,998
Other Income/Expense Other Income 4700-00 · Revenues- Interest & Investment	17						0
Total Other Income	17	C	17	7 258	(	) 258	0
Other Expense 8990-00 - Allocated	0	2	. (2	) 0		0	0
Total Other Expense	0	- 2	(2	)0		0	
Net Other Income	17	(2	19	258		258	
Net Income	53,844	10,382	43,46	307,211	19,99	287,213	19,998

Accrual Basis

11 - Marketing

ACCIVAL BASIS		T - IVIDI	cung		<u> </u>		
_	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budgel	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income 4050-00 · County of Placer TOT Funding 4253-00 · Revenue- Other	257,663 0	210,294 0	47,369 0	2,822,466 1,000	3,044,007 0	(221,540) 1,000	3,044,007 0
4350-00 • Special Events (Marketing)	88,889	0	88,889	88,889	0	88,889	o
Total Income	346,553	210,294	136,259	2,912,356	3,044,007	(131,651)	3,044,007
Gross Profit	346,553	210,294	136,259	2,912,356	3,044,007	(131,651)	3,044,007
Expense 5000-00 · Salaries & Wages 5000-01 · In-Market Administration 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses	1,375 1,499 3,422 186 880 104	1,375 (874) 3,667 178 1,019	0 2,373 (245) 10 (138) (56)	16,500 21,380 50,494 1,674 10,288 1,753	16,500 21,537 44,004 2,139 12,224 1,920	0 (158) 6,490 (465) (1,936) (167)	16,500 21,537 44,004 2,139 12,224 1,920
5000-00 · Salaries & Wages - Other	29,402	25,467	3,935	284,267	305,604	(21,337)	305,604
Total 5000-00 · Salaries & Wages	36,870	30,992	5,878	386,356	403,929	(17,573)	403,929
5100-00 · Rent 5110-00 · Utilitles 5140-00 · Repairs & Maintenance 5150-00 · Office · Cleaning 5100-00 · Rent - Other	101 0 312 2,478	200 1,000 500 0	(99) (1,000) (188) 2,478	1,829 461 3,525 29,307	2,001 4,367 2,866 24,200	(172) (3,906) 659 5,107	2,001 4,367 2,866 24,200
Total 5100-00 - Rent	2,890	1,700	1,190	35,123	33,434	1,689	33,434
5310-00 · Telephone 5320-00 · Telephone	621	400	221	6,823	6,600	223	6,600
Total 5310-00 · Telephone	621	400	221	6,823	6,600	223	6,600
5420-00 · Mail - USPS	0	50	(50)	560	600	(40)	600
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0 130	100 250	(100) (120)	0 1,454	3,700 4,750	(3,700) (3,296)	3,700 4,750
Total 5520-00 · Supplies	130	350	(220)	1,454	8,450	(6,996)	8,450
5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars	0 0 132 0	120 0 315 0	(120) 0 (183) 0	0 60 2,021 4,424	1,440 0 3,780 4,785	(1,440) 60 (1,759) (362)	1,440 0 3,780 4,785
5900-00 · Professional Fees 5910-00 · Professional Fees - Attorneys 5921-00 · Professional Fees - Other	0	400 400	(400) (400)	0	1,500 4,800	(1,500) (4,800)	1,500 4,800
Total 5900-00 · Professional Fees	0	800	(008)		6,300	(6,300)	6,300
5941-00 · Research & Planning 6020-00 · Programs	0	1,500	(1,500)	0	18,000	(18,000)	18,000
6016-00 • Special Event Partnership 6018-00 • Business Assoc. Grants	3,750 20,000	10,868 0	(6,250) 20,000	22,204 20,000	50,000 30,000	(27,796) (10,000)	50,000 30,000
Total 6020-00 · Programs	23,750	10,000	13,750	42,204	80,000	(37,796)	80,000
6420-00 · Events 6420-01 · Sponsorships 6023-00 · Autumn Food & Wine	88,889	0	88,889	123,558	37,495	86,063	37,495
6421-01 - 4th of July Fireworks 6421-04 - Broken Arrow Skyrace 6421-06 - Spartan 6421-07 - Tahoe Lacrosse Tournament 6421-09 - Wanderfust 6421-10 - WinterWonderGrass - Tahoe 6421-16 - Mountain Travel Symposium 6420-01 - Sponsorships - Other	0 0 0 0 0 0 0 0 0 0 0	0 400 0 0 7,000 0	(400) 0 0 (7,000) 0 (5,000)	0 0 254,019 6,000 0 21,120 10,078	20,000 25,400 254,400 6,000 37,500 21,900 75,000	(20,000) (25,400) (381) 0 (37,500) (780) (64,922)	20,000 25,400 254,400 6,000 37,500 21,900 75,000
Total 6420-01 · Sponsorships	83,889	7,400	76,489	414,774	477,695	(62,921)	477,695
6421-00 · New Event Development 6424-00 · Event Operation Expenses	16,000	2,500 663	13,500 (663)	16,000 1,617	30,000 8,000	(14,000) (6,383)	30,000 8,000
Total 6420-00 · Events	99,889	10,563	89,326	432,391	515,695	(83,304)	515,69
6730-00 • Marketing Cooperative/Media 6742-00 • Non-NLT Co-Op Marketing Program	71,342 180	71,342 1,500	0 (1,320)		1,376,446 15,910		
6743-00 • BACC Marketing Programs 6743-01 • Shop Local 6743-03 • Touch Lake Tahoe 6743-04 • High Notes 6743-05 • Peak Your Adventure 6743-06 • Regional Reopening	0 0 0 0 14,611	3,000 10,000 15,365	(3,000) (10,000) (15,365)	10,557 19,788 0 (1,000) 14,611	20,000 20,000 20,000 20,000	(9,443) (212) (20,000) (21,000)	20,000 20,000 20,000 20,000
Total 6743-00 - BACC Marketing Programs	14,611	28,365	(13,754)	43,955	80,000	(36,045)	80,00
7500-00 · Trade Shows/Travel 8200-00 · Associate Relations	0 0	120	(120)	1,525 191	1,660	(1,470)	1,66

Accrual Basis

### 11 - Marketing

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
8500-00 · Credit Card Fees	0	0	0	50	0	50	0
8600-00 · Additional Opportunites	2,981	3,000	(19)	23,347	26,091	(2,744)	26,091
8700-00 - Automobile Expenses	13	130	(117)	1,213	1,560	(347)	1,560
8750-00 · Meals/Meetings	0	163	(163)	252	1,950	(1,698)	1,950
8810-00 · Dues & Subscriptions	126	250	(124)	1,445	3,000	(1,555)	3,000
8910-00 · Travel	0	0	0	0	6,300	(6,300)	6,300
Total Expense	253,534	161,660	91,875	2,365,071	2,595,931	(230,859)	2,595,931
Net Ordinary Income	93,018	48,634	44,384	547,284	448,076	99,208	448,076
Other Income/Expense							
Other Income 4700-00 - Revenues- Interest & Investment	17	0	17	258	0	258	0
	17	0	17	258	C	258	0
Total Other Income	#1	v	3.6	200	J	240	•
Other Expense							(10.070
8990-00 · Allocated	37,570	36,530	1,040	376,742	448,076	(71,334)	448,076
Total Other Expense	37,570	36,530	1,040	376,742	448,076	(71,334)	448,076
Net Other Income	(37,554)	(36,530)	(1,024)	(376,484)	(448,076)	71,592	(448,076)
			43,360	170,800		170,800	0

Accrual Basis

30 - Conference

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income 4550-00 · County of Placer TOT Funding	34,226	34,227	(O)	383,252	383,252	1	383,252
4600-00 · Commissions 4601-00 · Commissions - South Shore 4600-00 · Commissions - Other	0 (6,619)	a 0	0 (6,619)	10,138 27,701	0 28,276	10,138 (575)	0 28,276
Total 4600-00 · Commissions	(6,619)	0	(6,619)	37,840	28,276	9,564	28,276
Total Income	27,607	34,227	(6,619)	421,092	411,528	9,564	411,528
Gross Profit	27,607	34,227	(6,619)	421,092	411,528	9,564	411,52
Expense 5000-00 · Salaries & Wages 5010-00 · Sales Commissions 5020-00 · P/R - Tax Expense	0 521 1,204	800 1,064 1,754	(800) (543) (550)	15,326 7,418 22,868	9,600 12,764 21.048	5,726 (5,347) 1,820	9,600 12,764 21,048
5030-00 · P/R · Health Insurance Expense 5040-00 · P/R · Workmans Comp 5060-00 · 401 (k) 5061-00 · 401k Profit Sharing 5070-00 · Other Benefits and Expenses	52 285 0 8	88 501 80 0	(35) (215) (80) 8	680 3,604 0 314	1,051 6,007 960 0	(371) (2,403) (960) 314	1,051 6,007 960 0
5000-00 - Salaries & Wages - Other	9,084	12,514	(3,430)	84,563	150,168	(65,605)	150,168
Total 5000-00 · Salaries & Wages	11,154	16,800	(5,645)	134,772	201,598	(66,826)	201,59
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office - Cleaning 5100-00 · Rent - Other	49 0 152 1,163	66 45 94 1,025	(17) (45) 58 138	892 225 1,720 13,752	792 540 1,128 12,300	100 (315) 592 1,452	792 540 1,128 12,300
Total 5100-00 - Rent	1,365	1,230	135	16,589	14,760	1,829	14,7
5310-00 · Telephone 5320-00 · Telephone	278	300	(22)	3,272	3,600	(328)	3,600
Total 5310-00 · Telephone	278	300	(22)	3,272	3,600	(328)	3,6
5420-00 · Mall - USPS	o	15	(15)	217	180	37	•
5520-00 · Supplies 5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	0 37	31 0	(31) 37	434	372 594	(372) (160)	372 594
Total 5520-00 · Supplies	37	31	6	434	966	(532)	!
5769-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 6730-00 · Marketing Cooperative/Media 8200-00 · Associate Relations 8500-00 · Credit Card Fees 8810-00 · Dues & Subscriptions	0 60 10,576 0 0	0 0 125 10,576 80 0 20	0 0 (65) 0 (80) 0 (20)	31 897 126,916 54 90 4	240 0 1,496 126,916 960 0 240	(240) 31 (598) 0 (906) 90 (236)	1,4 126,9 9
Total Expense	23,470	29,177	(5,707)	283,275	350,956	(67,680)	350,9
Net Ordinary Income	4,137	5,050	(913)	137,817	60,572	77,245	60,8
Other Income/Expense Other Expense 8990-00 · Allocated	5,069	5,050	19	50,826	60,572	(9,746)	60,
Total Other Expense	5,069	5,050	19	50,826	60,572		60,
Net Other Income	(5,069)	(5,050)	(19	(50,826)	(60,572)		(60,5
let income	(931)	0	(931)	86,991	0	86,991	

rual Basis		42 - Visito	r Center				
	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income 4050-00 • County of Placer TOT Funding 46000 • Merchandise Sales	36,308	36,312	(4)	398,304	398,306	(2)	398,30 4,800
4502-00 - Non-Retail VIC income 4504-00 - Retail Revenue - Other	0 6,256	400 0	(400) 6,256 (8,286)	9,867 15,240 77,460	4,890 0 108,100	5,067 15,240 (30,640)	4,600 0 108,100
46000 · Merchandise Sales - Other	3,714	12,000	(2,429)	102,567	112,900	(10,333)	112,9
Total 46000 - Merchandise Sales	9,971	48,712	(2,433)	500,872	511,206	(10,335)	511,2
Total Income	46,279	48,712	(2,433)	500,872	511,206	(10,335)	511,2
Gross Profit	10,213	40,, 12	(=,,				
Expense 5000-00 - Salaries & Wages 5000-00 - P.R - Tax Expense 5000-00 - P.R - Health Insurance Expense 5000-00 - P.R - Workmans Comp 5060-00 - P.A - Workmans Comp 5060-00 - 401 (k) 5070-00 - Other Benefits and Expenses 5000-00 - Salaries & Wages - Other	932 1,259 409 452 168 15,823	1,818 2,225 720 640 80 16,000	(886) (966) (311) (178) 88 (177)	14,107 20,536 5,228 5,632 1,020 163,162	17,362 26,700 7,856 6,984 960 174,600	(3,255) (6,164) (2,628) (1,352) 60 (11,438)	17,362 26,700 7,856 6,984 960 174,600
Total 5000-00 - Salaries & Wages	19,053	21,483	(2,430)	209,685	234,462	(24,777)	234,
5100-00 - Rent 5110-00 - Utilities 5140-00 - Repairs & Maintenance 5150-00 - Office - Cleaning 5100-00 - Rent - Other	356 0 243 6,631	650 1,000 1,500 6,900	(294) (1,000) (1,257) (269)	5,313 2,303 1,136 78,271	7,600 12,000 2,500 78,800	(2,288) (9,698) (1,364) (529)	7,600 12,000 2,500 78,800
Total 5100-00 · Rent	7,230	10,050	(2,820)	87,023	100,900	(13,877)	100
5310-00 · Telephone 5320-00 · Telephone	212	242	(30)	2,709	2,904	(195)	2,904
Total 5310-00 · Telephone	212	242	(30)	2,709	2,904	(195)	2
5420-00 · Mail - USPS	G	50	(50)	152	600	(448)	
5520-00 · Supplies 5525-00 · Supplies - Camputer <\$1000 5520-00 · Supplies - Other	0 365	0	0 355	0 5,204	1,310 4,894	(1,310) 310	1,310 4,894
Total 5520-00 - Supplies	355	0	355	5,204	6,204	(1,000)	6
5610-00 - Depreciation 5700-00 - Equipment Support & Maintenance 5710-00 - Taxes, Licenses & Fees 5740-00 - Equipment Rental/Leasing 5800-00 - Training Seminars 5850-00 - Artist of Month - Commissions 6740-00 - Media/Collateral/Production 6742-00 - Non-NLT Co-Op Marketing Program	110 0 0 87 0 0 0	0 100 0 235 1,000 360 1,500 1,000	(100) (100) (149) (1,000) (360) (1,500) (800)	1,407 41 21 1,523 0 9,927 413 2,430	1,180 1,200 155 2,820 3,000 4,320 3,000 12,000	227 (1,159) (134) (1,297) (3,000) 5,607 (2,587) (9,570)	1 1 2 3 4 3 12
8100-00 - Cost of Goods Sold \$1100 - Freight and Shipping Costs \$2500 - Purchase Discounts \$9900 - POS Inventory Adjustments 8100-01 - COS - Other 8100-00 - Cost of Goods Sold - Other	357 0 263 10,635 1,996	100 0 0 0 6,000	257 0 263 10,635 (4,004)	2,761 (101) 614 19,289 41,395	1,190 0 0 0 54,050	1,571 (101) 614 19,289 (12,655)	1,190 0 0 0 54,050
Total 8100-00 · Cost of Goods Sold	13,251	6,100	7,151	63,959	55,240	8,719	5
8200-00 - Associate Relations 8500-00 - Credit Card Fees 8700-00 - Automobile Expenses 8780-00 - Mcals/Meetings 8810-00 - Dues & Subscriptions 6910-00 - Travel 8920-00 - Bad Debt	0 268 46 0 0 0 50	58 434 50 65 0	(58) (166) (4) (65) 0	176 3,495 524 214 55 0 50	696 3,954 950 780 100 1,500	(520) (459) (426) (566) (45) (1,500)	:
Total Expense	40,862	42,727	(1,865)	389 006	435,965	(46,959)	43
Net Ordinary Income	5,417	5,985	(568)	111,866	75,241	36,625	7
Other Income/Expense Other Expense	6,323	5,984	339	63,402	75,243	(11,841)	;
8990-00 · Allocated Total Other Expense	6,323	5,984	339	63,402	75,243	(11,841)	-
Net Other Income	(6,323)	(5,984)	(339)	(63,402)	(75,243)	11,841	- 7
let Income	(906)	1	(907)	48,464	(2)	48,466	

Accrual Basis

51 - TMPI

Jun 20	Budget					
	Duaget	\$ Over Bu	Jul '19 - Ju	YTD Budget	\$ Over Bu	Annual Bu
1,690	1,692	(2)	88,866	88,866	0	88,866
1,690	1,692	(2)	88,866	88,866	0	88,866
1,690	1,692	(2)	88,866	88,866	0	88,866
50	33	17	281	396	(115)	396
70 5	4	1	202 19	48	(29)	48 48
0	23	(23)	0	276	(276)	276
20 1,058	567	491	21 4,446	6,804	(2,358)	6,804
1,203	631	572	4,969	7,572	(2,603)	7,572
0	0	0	O	36	(36)	36
0	0	0	0	6	(6)	6
0	0	0 0	0 0	41 504	(41) (504)	41 504
0	0	0	0	587	(587)	587
0	0	0	3	230	(228)	230
0	0	0	3	230	(228)	230
0	0	0	0	18	(18)	18
0	0	0	0	64	(64)	64
0 0	0	0 0	0 19,300	1,560 10,510	(1,560) 8,790	1,560 10,510
0	0	0	19,300	12,070	7,230	12,070
0	0	0	0	216	(216)	216
0	0	0	1,720 91,497	55,000	1,720 36,497	0 55,000
0	0	0	93,217	55,000	38,217	55,000
0	0	0	4	25 4	(21) (3)	25 4
0	0	0	4	0	4	0
1,203	631	572	117,497	75,786	41,711	75,786
487	1,061	(574)	(28,631)	13,080	(41,711)	13,080
4.007	4.004	20	44.004	12.000	(2.076)	13,080
<del></del>					<del> </del>	
		· · · · · · · · · · · · · · · · · · ·				13,080
				<u>-</u>		(13,080)
(610)	0	(610)	(39,635)	0	(39,635)	
	1,690 1,690 1,690 1,690 1,690 50 70 5 0 20 1,058 1,203 0 0 0 0 0 0 0 0 0 0 0 0 0 1,203	1,690 1,692 1,690 1,692 1,690 1,692 1,690 1,692  50 33 70 4 5 4 0 23 20 1,058 567 1,203 631  0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1,690         1,692         (2)           1,690         1,692         (2)           1,690         1,692         (2)           50         33         17           70         4         66           5         4         1           0         23         (23)           20         1,058         567         491           1,203         631         572           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0         0         0           0         0	1,690         1,692         (2)         88,866           1,690         1,692         (2)         88,866           1,690         1,692         (2)         88,866           50         33         17         281           70         4         66         202           5         4         1         19           0         23         (23)         0           20         21         1,588         567         491         4,446           1,203         631         572         4,969           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         0           0         0         0         0         19,300           0	1,690         1,692         (2)         88,866         88,866           1,690         1,692         (2)         88,866         88,866           1,690         1,692         (2)         88,866         88,866           50         33         17         281         396           70         4         66         202         48           0         23         (23)         0         276           20         23         (23)         0         276           20         23         (23)         0         276           20         21         4,969         7,572           0         0         0         0         36           0         0         0         0         36           0         0         0         0         36           0         0         0         0         36           0         0         0         0         36           0         0         0         0         36           0         0         0         0         36           0         0         0         3         230	1,690

Accrual Basis

60 - Membership

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense Income							
4200-00 · Membership Dues Revenue 4250-00 · Revenues-Membership Activities	11,341	10,833	508	134,936	130,000	4,936	130,000
4250-01 · Community Awards 4250-04 · Silent Auction	G	0	0	0	17,000	(17,000)	17,000
4250-05 · Sponsorships 4250-01 · Community Awards - Other	0	0	0	0	17,000 16,000	(17,000) (16,000)	17,000 16,000
Total 4250-01 · Community Awards	0	0	0	0	50,000	(50,000)	50,000
4250-02 · Chamber Events 4250-03 · Summer/Winter Rec Luncheon 4251-00 · Tues AM Breakfast Club	0 0	0 0	0	0 0	2,500 2,700	(2,500) (2,700)	2,500 2,700
4251-01 · Tues AM Breakfast Club Sponsors 4251-00 · Tues AM Breakfast Club · Other	0 0	0 636	0 (636)	3,325 4,380	3,000 7,000	325 (2,620)	3,000 7,000
Total 4251-00 · Tues AM Breakfast Club	0	636	(636)	7,705	10,000	(2,295)	10,000
4250-00 · Revenues-Membership Activities - Other	435	200	235	8,541	4,000	4,541	4,000
Total 4250-00 · Revenues-Membership Activities	435	836	(401)	16,246	69,200	(52,954)	69,200
Total income	11,776	11,670	107	151,182	199,200	(48,018)	199,200
Gross Profit	11,776	11,670	107	151,182	199,200	(48,018)	199,200
Expense 5000-00 · Salaries & Wages 5000-01 · In-Market Administration 5020-00 · P/R - Tax Expense 5030-00 · P/R - Health Insurance Expense 5040-00 · P/R - Workmans Comp 5060-00 · 401 (k) 5070-00 · Other Benefits and Expenses 5000-00 · Salaries & Wages · Other	(1,375) 290 1,001 39 153 178 6,674	(1,375) 434 849 44 253 13 6,329	0 (144) 152 (5) (101) 165 345	(16,500) 5,033 8,605 386 2,351 270 55,827	(16,500) 5,211 10,188 532 3,038 160 75,948	0 (178) (1,583) (146) (687) 110 (20,121)	(16,500) 5,211 10,188 532 3,038 160 75,948
Total 5000-00 - Salaries & Wages	6,959	6,548	411	55,972	78,577	(22,605)	78,577
5100-00 · Rent 5110-00 · Utilities 5140-00 · Repairs & Maintenance 5150-00 · Office · Cleaning 5100-00 · Rent · Other	23 0 72 646	36 44 98 497	(13) (44) (26) 148	424 107 817 7,648	430 525 1,177 5,965	(6) (418) (360) 1,683	430 525 1,177 5,965
Total 5100-00 · Rent	741	675	66	8,996	8,097	899	8,097
5310-00 · Telephone 5320-00 · Telephone	124	150	(26)	1,439	1,800	(361)	1,800
Total 5310-00 · Telephone	124	150	(26)	1,439	1,800	(361)	1,800
5420-00 · Maii · USPS	0	8	(8)	103	100	3	100
5520-00 · Supplies 5525-00 · Supplies · Computer <\$1000 5520-00 · Supplies · Other	0 26	42 83	(42) (57)	0 604	500 1,000	(500) (396)	500 1,000
Total 5520-00 - Supplies	26	125	(99)	604	1,500	(896)	1,500
5610-00 · Depreciation 5700-00 · Equipment Support & Maintenance 5710-00 · Taxes, Licenses & Fees 5740-00 · Equipment Rental/Leasing 5800-00 · Training Seminars 5900-00 · Professional Fees 5921-00 · Professional Fees - Other	0 0 0 64 0	8 56 17 225 21	(56) (17)	0 0 14 1,153 0	96 672 200 2,700 250 1,000	(672) (186) (1,547)	672 200 2,700
Total 5900-00 · Professional Fees	0	83	(83)	0	1,000	(1,000)	1,000
6423-00 · Membership Activities 6434-00 · Community Awards Dinner 6436-00 · Membership - Wnt/Sum Rec Lunch 6437-00 · Tuesday Morning Breakfast Club 6442-00 · Public Relations/Website 6444-00 · Trades 6423-00 · Membership Activities - Other	0 0 0 477 295 0	0 1,500 546 417 550	0 (1,500) (546) 60 (550)	1,222 633 2,724 5,502 295 1,894	27,500 5,000 6,000 5,000	(26,278) (4,367) (3,276) 502 (6,606)	27,500 5,000 6,000 5,000 8,500
Total 6423-00 · Membership Activities	772	3,012		12,270	52,000	(39,730	52,000
6742-00 · Non-NLT Co-Op Marketing Program	0	-,	, ,	2,350			
8200-00 · Associate Relations 8500-00 · Credit Card Fees 8700-00 · Automobile Expenses 8750-00 · Meals/Meetings 8810-00 · Dues & Subscriptions 8920-00 · Bad Debt	0 78 0 0 0	63 83 46	(112) (63) (83) (46)	1,385 299 368 124	366 3,500 750 1,000 550	) (2,115 ) (451 ) (632 ) (427	3,500 ) 750 ) 1,000 ) 550
Total Expense	8,756	11,327	(2,571)	88,701	153,092		
Net Ordinary income	3,020	343	2,677	62,481	46,108	3 16,37	3 46,108
Other Income/Expense							

Accrual Basis

60 - Membership

	Jun 20	Budget	\$ Over Budget	Jul '19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Other Expense 8990-00 - Allocated	2,195	2,065	130	22,007	26,107	(4,100)	26,107
Total Other Expense	2,195	2,065	130	22,007	26,107	(4,100)	26,107
Net Other Income	(2,195)	(2,065)	(130)	(22,007)	(26,107)	4,100	(26,107)
Net Income	826	(1,722)	2,548	40,473	20,001	20,472	20,001

Accrual Basis

70 - Administration

	Jun 20	Budget	\$ Over Budget	Jul *19 - Jun 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 - Salaries & Wages 5020-00 - P/R - Tax Expense	1,873	2,341	(468)	21,800	26,892	(5,092)	26,892
5030-00 • P/R - Health Insurance Expense	2,892	3,369	(477)	22,385	40,428	(18,043)	40,428
5040-00 • P/R • Workmans Comp 5060-00 • 401 (k)	190 526	205 1,171	(15) (645)	468 9,065	2,355 13.452	(1,887) (4,387)	2,355 13,452
5070-00 • Other Benefits and Expenses	385	240	145	1,307	2,000	(693)	2,000
5000-00 · Salaries & Wages - Other	34,800	29,265	5,535	301,612	336,180	(34,568)	336,180
Total 5000-00 - Salaries & Wages	40,666	36,591	4,075	356,637	421,307	(64,670)	421,307
5100-00 · Rent	47	175	1001		0.010	(403)	2,040
5110-00 - Utilities 5140-00 - Repairs & Maintenance	87 87	175 375	(88) (288)	1,577 4,089	2,040 4,500	(463) (411)	4,500
5150-00 · Office - Cleaning	270	200	70	3,042	2,650	392	2,650
5100-00 · Rent - Other	2,413	2,700	(287)	28,345	29,760	(1,415)	29,760
Total 5100-00 · Rent	2,857	3,450	(593)	37,054	38,950	(1,896)	38,950
5310-00 · Telephone 5320-00 · Telephone	936	750	186	9,974	9,080	974	9,000
Total 5310-00 - Telephone	936	750	186	9,974	9,000	974	9,000
5420-90 · Mail - USPS							
5480-00 • Mail - Fed Ex 5420-00 • Mail - USPS - Other	2† 0	90	(90)	21 925	1,080	(155)	1,080
Total 5420-00 • Mail - USPS	21	90	(69)	945	1,080	(135)	1,080
5510-00 · Insurance/Bonding	269	795	(526)	10,480	9,540	940	9,540
5520-00 · Supplies	0	250	(250)	855	3,000	(2,145)	3,000
5525-00 · Supplies- Computer <\$1000 5520-00 · Supplies - Other	375	625	(250)	5,491	7,500	(2,009)	7,500
Total 5520-00 - Supplies	375	875	(500)	6,346	10,500	(4,154)	10,500
5610-00 · Depreciation	0	32	(32)	0	380	(380)	380
5700-00 ⋅ Equipment Support & Maintenance 5710-00 ⋅ Taxes, Licenses & Fees	2,844 1.051	2,200 1,045	644 6	25,162 11,447	26,400 12,540	(1,238) (1,093)	26,400 12,540
5740-00 · Equipment Rental/Leasing	141	341	(200)	4,548	4,092	456	4,092
5800-00 · Training Seminars 5900-00 · Professional Fees	0	400	(400)	89	4,800	(4,711)	4,800
5910-00 · Professional Fees - Attorneys	340	625	(285)	3,340	7,500	(4,160)	7,500
5920-00 - Professional Fees - Accountant	0	e e	0	21,825	24,900	(3,075)	24,900
5921-00 · Professional Fees - Other	- 1-	1,500	(1,500)	1	21,000	(20,999)	21,000
Total 5900-00 - Professional Fees	340	2,125 300	(1,785)	25,166 0	53,400	(28,234)	53,400
5941-00 · Research & Planning 6742-00 · Non-NLT Co-Op Marketing Program	0 0	0	(300) G	371	3,600 0	(3,600) 371	3,600 0
7500-00 · Trade Shows/Travel	0	0	0	1,951	3,000	(1,049)	3,000
8200-00 · Associate Relations 8300-00 · Board Functions	0 1,710	345 150	(345) 1,560	432 23,342	4,140 5,950	(3,708) 17,392	4,140 5,950
8500-00 · Gredit Card Fees	1,710	150	1,360	175	0,820	17,332	5,530 D
8600-60 · Additional Opportunites	650	500	150	1,300	6,000	(4,700)	6,000
8700-00 · Automobile Expenses 8750-00 · Meals/Meetings	65	250 150	(185) (150)	459 534	3,000 1,800	(2,541) (1,266)	3,000 1,800
8610-00 • Dues & Subscriptions	329	300	29	7,449	3,600	3,849	3,600
8920-00 • Bad Debt	1			1			
Total Expense	52,254	50,689	1,565	523,863	623,079	(99,216)	623,079
Net Ordinary Income	(52,254)	(50,689)	(1,565)	(523,863)	(623,079)	99,216	(623,079)
Other Income/Expense							
Other Expense 8990-00 - Allocated	(52,254)	(50,688)	(1,586)	(523,981)	(623,078)	99,097	(623,078)
Total Other Expense	(52,254)	(50,688)	(1,566)	(523,981)	(623,978)	99,097	(623,078)
Net Other Income	52,254	50,688	1,566	523,981	623,078	(99,097)	623,078
Net Income	0	(1)	1	117	(1)	118	(1)
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# North Lake Tahoe Marketing Cooperative

# Preliminary

Financial Statements for the Period Ending
June 30, 2020

# North Lake Tahoe Marketing Cooperative Balance Sheet

Accrual Basis

As of June 30, 2020

	Jun 30, 20	Jun 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings	404 604	363,031	128,650	35%
1000-00 · Cash	491,681	303,031	· · · · · · · · · · · · · · · · · · ·	
Total Checking/Savings	491,681	363,031	128,650	35%
Accounts Receivable	3,285	10,196	(6,910)	(68)%
1200-00 · Accounts Receivable			<u>.</u>	
Total Accounts Receivable	3,285	10,196	(6,910)	(68)%
Other Current Assets	00.000	0	22,820	100%
1200-99 · Accounts Receivable - Other	22,820	0 4,362	1,138	26%
1300 · Reimbursements Receivable	5,500 100	4,362 100	0	0%
1350-00 · Security Deposits	100	100		
Total Other Current Assets	28,420	4,462	23,958	537%
Total Current Assets	523,386	377,688	145,698	39%
Other Assets		10.010	(4.000)	(33)%
1400-00 · Prepaid Expenses	8,321	12,340	(4,020)	(33)
Total Other Assets	8,321	12,340	(4,020)	(33)
TOTAL ASSETS	531,707	390,029	141,678	369
LIABILITIES & EQUITY	<del></del>			
Liabilities				
Current Liabilities				
Accounts Payable	50,904	365,187	(314,283)	(86)
2000-00 · Accounts Payable				(00)
Total Accounts Payable	50,904	365,187	(314,283)	(86)
Total Current Liabilities	50,904	365,187	(314,283)	(86)
Total Liabilities	50,904	365,187	(314,283)	(86)
Equity				(07)
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87)
Net Income	455,961	(164,591)	620,552	377
Total Equity	480,803	24,842	455,961	1,835
TOTAL LIABILITIES & EQUITY	531,707	390,029	141,678	36
TOTAL LINDICTUES & EGOLIT	1			

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accruel Basis July 2019 through June 2020

	Jul '19 - Jun 20	Jul '18 - Jun 19	\$ Change	% Change
Income 4000-00 · LTIVCBVB Funding	842,000.00	942,000.00	-100,000.00	-10.6
4001-00 · NLTRA Funding	1,503,362,00	1,459,827.00	43,535.00	3.0
4004-00 - IVCBVB Entertainment	8,000.00	8,000,8	0.00	0.0
	2,353,362.00	2,409,827.00	-56,465.00	-2.3
Total Income	2.353.362.00	2,409,827.00	-56,465.00	-2.3
ross Profit				
Expense 5000-00 · CONSUMER MARKETING	5,104.00	20,716.81	-15,612.81	-75.4%
5001-00 • Broadcast / Radio - High Notes 5002-00 • Consumer Print	0.00	47,775.00	-47,775.00 -19,463.00	-100.0% -67.8%
5002-01 · Native Display	9,250,00 66,400,69	28,713.00 106,302.07	-39,901,38	-37.5%
5004-00 • Trip Advisor 5005-00 • Paid Social	105,596,70	176,025.38 178,963.32	-70,428.68 -23.185.17	-40.0% -13.0%
5005-01 · Digital Display 5005-02 · Retargeting Video	155,778.15 14,972.28	0.00	14,972.28	100.0% -11,8%
5007-00 · Creative Production	160,810.21 74,000,00	182,363.65 84,000.00	-21,553.44 -10,000.00	-11.9%
5010-00 • Account Strategy & Management 5010-01 • Digital Management & Reporting	19,000.00	36,000.00	-17,000.00 -11,600.00	-47.2% -48.3%
5010-02 • Website Strategy & Analysis	12,400.00 115,000.00	24,000.00 111,000,00	4,000.00	3.6%
5013-00 • Outdoor 5015-00 • Video	20,176.21	15,636,55 70,000,00	4,539.66 -35,012.36	29.0% -50.0%
5017-00 • Rich Media 5018-00 • Media Commission	34,987.64 77,939.44	106,174,28	-28,234.84	-26.6% 5.9%
5018-01 - Digital Ad Serving	2,194.45 44,823.15	2,073.00 50,147.62	121.45 -5,324.47	-19.6%
5025-00 - Search Engine Marketing 5022-00 - Email	26,476.66	44,999.00	-18,522.34	-41.2%
Total 5000-00 · CONSUMER MARKETING	944,909,58	1,284,889.68	-339,980.10	~26.5
5110-00 - LEISURE SALES			0 500 77	-68.5%
5107-90 · Creative Production	3,944.12 0.00	12,536.35 946.97	-8,592.23 -946.97	-100.0%
5111-00 · FAMs · Domestic 5112-00 · Training / Sales Calls	6,928.20	2,013.16	4,915.04 -2,802.29	244.2% -45.2%
5113-00 • Additional Opportunities 5115-00 • Travel Agent Incentive Program	3,392.02 1,500.00	6,194.31 1,000.00	500.00	50.0% 93.6%
5120-00 • Domestic • Trade Shows	5,504.87 2,392.35	2,843,02 4,289.85	2,661.85 -1,897.50	44.2%
5131-00 · FAMS -Intl · Travel Trade 5132-00 · FAMS -Intl · Media	35,08	11,690.48	-11,655,40 -1,226,34	-99.7% -100.0%
5133-00 · Ski-Tops	0,00 11,921,32	1,226.34 3,835.00	8,086,32	210.9%
5134-00 - Inti Marketing - Additional Opp 5136-00 - Tour Operator Brochure Support	2,000,00	5,500.00	-3,500,00 -672,59	-63.6% -7.5%
5137-00 - Co-op Opportunities 5141-00 - Australian Sales Mission	8,266,41 0,00	8,939.00 2,455.55	-2,455.55	-100.0%
5142-00 · UK Sales Mission	2,176,93	7,765.18 4,978.01	-5,588,25 -4,940.08	-72.0% -99.2%
5143-00 • Mountain Travel Symposium 5144-00 • IPW • POW WOW	37,93 257,16	13,452.02	-13,194.86 60,00	-98,1% 2,3%
5145-00 · TfA Annual Dues	2,695.00 27,500.01	2,635.00 35,107.07	-7,607.06	-21,7%
5145-00 - UK / Black Diamond 5147-00 - AUS / Gate 7	26,469.00	48,565,18	-22,096.18 -2,369.22	-45,5% -48.8%
5149-00 · Mexico Program	2,490.81 154.17	4,860.03 5,238.35	-5,084.18	-97.1%
5150-00 • China Program 5151-00 • RTO West	0.00	4,275.46 1,815.87	-4,275.46 -1,815.87	-100.0% -100.0%
5152-00 - Go West 5154-00 - Canada	0.00			-16,4%
5154-01 - Canada Sales Mission	6,409.18 16,859.94	7,664.93 27,456.16	-1,255.75 -10,596.22	-38.6%
5154-00 · Canada · Other	23,269.12	35,121,09	-11,851.97	-33,8%
Total 5154-00 · Canada	2,333.35	3,500.00	-1,166.65	-33.3%
5155-00 - California Star Program 5156-00 - German Trade Representation	19,560.31	0.00	19,560.31	100.0%
Total 5110-90 · LEISURE SALES	152,828.16	230,783.29	-77,955.13	-33
5200-00 - PUBLIC RELATIONS	02.400.00	26,400.00	-3,000,00	-11.4%
5200-01 - Strategy, Reporting, Mgmt, Etc. 5201-00 - National, Regional, & Local PR	23,400,00 49,250,00	60,000.00	-10,750,00 -600,00	-17.9% -2.8%
5202-00 · PR Program/ Content Dev - Blogs	21,000.00 18,975.00	21,600.00 0.00	18,975,00	100.0%
5202-01 • Rich Content Development 5204-00 • Media Mission(s)	8,823,11	6,691.30 6,000.00	2,131,81 -1,714.00	31.9% -28.6%
5206-00 - Digital Buy/ Social Media Boost	4,286.00 3,600.00	3,600.00	0.00	0,0%
5207-00 · Content Campaigns/Tools-My Emma 5208-00 · International Travel Media FAMS	5,252.35	\$2,052.60 0,00	-6,800,25 2,107,97	-56,4% 100,0%
5208-01 - Int'l FAM Hard Cost 5208-02 - Int'l Media Retainer	2,107.97 2,650.00	0,00	2,650.00	100,0% -38.6%
5209-00 · Domestic Travel Media FAMS	19,773.06 21,600.00	32,215,60 24,000,00	-12,442.54 -2,400.00	-10.0%
5210-00 - Content Dev - Newsletters 5211-00 - Social Media Strategy & Mgmt	48,000.00	48,000.00	0.00 -3,046.38	0.0% -33.1%
5212-00 · Social Giveaways & Contests	6,153.62 2,500.00	9,200.00 6,000.00	-3,500.00	-58.3%
5213-00 · Facebook Live 5214-08 · Social Takeover	7,951.75	13,000.00 27,000.00	-5,048.25 -27,000.00	-38.8% -100.0%
5215-00 · Content Campaign-Local Luminary 5200-00 · PUBLIC RELATIONS - Other	0.00 0.00	326.43	-326.43	-100.0%
Total 5200-00 - PUBLIC RELATIONS	245,322.86	296,085.93	-50,763.07	-1
6000-00 - CONFERENCE SALES			-3,540.00	-17,0%
6002-00 - Destination Print	17,260,00 0,00	20,800.00 3,000.00	-3,000,00	-100,0%
6003-00 - Geo-Fence Targeting 6004-00 - Email	2,550.00	15,300.00 12,036.95	-12,750.00 -5,760,77	-83,3% -47,9%
6005-00 · Paid Media	6,276,18 11,289,76	13,195.46	-1,906.70	-14,5% -70,2%
6006-00 - CVENT 6007-00 - Creative Production	14,536,14 8,400,00	48,832.38 12,000.00	-34,296,27 -3,600,00	-30,0%
6008-00 • Conference PR / Social Outreach 6016-00 • MCC Search Engine Marketing	3,408.21	0.00	3,408,21	100,0% -40,1%
6018-00 · MCC Media Commission	5,840.88 1,26	9,743.61 35.95	-3,902,73 -34.69	-96,5%
6018-01 • MCC Digital Ad Serving 6128-00 • HelmsBriscoe Strategic Partner	8,915.63	6,000.00	916.63 -10,523.50	15,3% -49,4%
	10,789.44	21,312.94 8,982.34	-6,955.05	-77.4%
6152-00 - Client Events / Opportunities	2.027.29			
6152-00 · Client Events / Opportunities 6153-00 · Chicago Sales Rep Support	2,027.29	171,240,63	-81,944.87	-4
6152-00 - Client Events / Opportunities	2,027.29 89,295.76		-81,944.87 -3,290.75	-57.2%

# North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

	Jul '19 - Jun 20	Jul *18 - Jun 19	\$ Change	% Change
	5.161.06	1,604.68	3,556.38	221.6%
6116-00 · CalSAE Seasonal Spectacular	6,036.38	5,945,97	90.41	1.5%
6118-00 - ASAE Annual	1,168,39	820.83	347.56	42.3%
6120-00 · AFW Client Event	2,392.41	2,556.29	-163.88	-6.4%
6120-01 · Sac River Cats Cilent Event	1.022.07	6,900,39	-5,878.32	-65.2 <sup>1</sup> /s
6127-00 · CalSAE Annual	0.00	673.50	-673.50	٠100.0%
6136-00 · Mountain Travel Symposium	3,814.74	9,802.34	-5,987.60	-61.1%
6143-00 · Connect Marketplace	0.00	3,646.88	-3,646.88	-100.0%
6144-00 - ASAE XDP	0.00	3,086,06	-3,086.06	-100.0%
6150-01 · Luxury Meeting Summit Northwest	0.00	5,769,33	-5,769.33	-100.0%
6150-02 · Luxury Summit Meeting Texas	0.00	1,650.00	-1,650,00	-100.0%
6150-03 · Luxury Meeting Summit NorCal	0.00	5,741.10	-5,741.10	-100.0%
6150-05 · Luxury Meeting Summit PHX/SD/OC	0.00	1,396.31	-1,396.31	-100.0%
6151-00 · Destination CA	5,316,80	5,960.76	-643.96	-10.8%
6154-00 · HelmsBriscoa ABC	280.96	4.207.88	-3,926.92	-93.3%
6158-00 · Connect California	0.00	3,700.00	-3,760.00	-100.0%
5156-02 · Connect Chicago	0.00	5,322.96	-5,322.96	-100,0%
6156-03 - Connect New England	5,733.39	4,876.75	856.64	17.6%
6156-04 · Connect Georgia	4.299.45	3,717.80	581.65	15,7%
6157-00 · HPN Partner Conference	510.76	1,663.15	-1,152.39	-69,3%
6160-00 · AllThingsMeetings Silcon Valley	0.00	1,756.44	-1,756.44	-100,6%
6160-01 · AllThingsMeetings East Bay	5.057.32	3.700.00	1,357.32	36.7%
6151-08 · Connect Southwest	4.748.61	4,745,85	2.76	0.1%
6162-00 · Connect Tech & Medical		4,696.57	3.264.62	69.5%
6163-00 · Connect Financial	7,961,19	5,298,63	-5.298.63	-100.0%
6164-00 · Connect Mountain Incentive	0.00	4,422.18	-1.172.18	-26.5%
6185-00 · Bay Area Client Appreciation	3,250,00	3,638.61	-3,638,61	-100.0%
6166-00 · Sports Commission	00,0	429.00	60.00	14.0%
6167-00 · Nor Cal DMO	489.00	0.00	1,144.42	100.0%
6168-00 - Sacramento/Roseville TopGolf	1,144,42	0.00	105.10	100.0%
6171-00 - Outdoor Retailer	105,10	0.00	324,96	100.0%
6173-00 · Connect NYC	324,96	1,422.90	-1,422.90	-100.0%
6100-00 · TRADE SHOWS - Other	0.00	114,904.16	-53,626.90	-46,7%
Total 6100-00 · TRADE SHOWS	61,277.26	114,904.16	0.00	0.0%
6106-00 - CalSAE Seasonal Speciacular	0.00	0.00	0.00	
7000-00 · COMMITTED & ADMIN EXPENSES	33,558.60	44,634,98	-11.076.38	-24.8%
5008-00 - Cooperative Programs	9.131.89	11,137,31	-2,005,42	-18.0%
5009-00 • Fulfillment / Mail	75,000,00	100,000,00	-25,000,00	-25.0%
5021-00 - RASC-Reno Air Service Corp	5,03	0.00	5.03	100.0%
5122-00 - SSMC Shipping - Sierra Ski Mkt	2,000,04	2.000.00	0.04	0.0%
5123-00 · HSVC - High Sierra Visitors	253.04	599.13	-346,09	-57.8%
7001-00 · Miscellaneous	7,499,98	9,999,96	-2,499,98	-25.0%
7002-00 · CRM Subscription	2,258.40	6.229.37	-3,970.97	-63.8%
7003-00 · IVCBVB Entertainment Fund	30.030.02	29.203.74	826,28	2.8%
7004-00 · Research	15,000.00	15,000.00	0.00	0,0%
7005-00 • Film Festival	30,000.00	35,000.00	-5.000.00	-14.3%
7006-00 · Special Events	33,350.00	33,350,00	0.00	0,0%
7007-00 · Destimetrics / DMX		100,619.72	-66,246.45	-65,8%
7008-00 · Opportunistic Funds	34,373.27	1.062.00	1,062,00	100.0%
7009-00 - Tahoe Cam Usage	2,124.00	0.00	6,599.04	100.0%
7010-00 · Photo Management & Storage	6,599.04	0.00	2,499.99	100.0%
7011-00 • TrendKite PR Software	2,499.99	6,633,96	-3.177.40	-47.9%
8700-00 · Automobile Expense* 7000-00 · COMMITTED & ADMIN EXPENSES - Other	3,456.56 324.99	-5,779.00	6,103.99	105.6%
Total 7009-00 - COMMITTED & ADMIN EXPENSES	287,464,85	389,691.17	-102,226,32	-26.23
8000-00 - WEBSITE CONTENT & MAINTENANCE				10.527
	51,000,00	42,999.96	8,000.04	18.6% 49.0%
page 66 - Content Hanagar Confession			21,479.38	49.0%
8002-00 - Content Manager Contractor 8003-00 - Website Hosting Maintenance	65,302.26	43,822.88		
		86,822.84	29,479.42	34.0
8003-00 · Website Hosting Maintenance	65,302.26			34.0° -26.3° 377.0°

### North Lake Tahoe Marketing Cooperative **Profit & Loss Budget Performance**

6000-00 · CONFERENCE SALES

6002-00 · Destination Print

June 2020 Accrual Basis Annual Budget Jul '19 - Jun ... YTD Budget \$ Over Budget \$ Over Budget Jun 20 Budget Income (100,000) 942,000 842,000 942.000 64,504 (100,000) (35.496)4000-00 · LTIVGBVB Funding 1,503,362 0 1.503.362 1,503,362 81,918 81,918 0 4001-00 · NLTRA Funding Û 8.000 ٥ 8,000 8,000 2,000 2.000 4004-00 · IVCBVB Entertainment (100,000) 2,453,362 48,422 148,422 (100,000) 2,353,362 2,453,362 2,353,362 2,453,362 (100,000) 2,453,362 (100,000)48,422 148,422 Gross Profit Expense 5000-00 · CONSUMER MARKETING 16,720 16,720 (11,616) 5.104 6 400 (6.400) 5001-00 · Broadcast / Radio · High Notes 9,250 68,000 (58,750) (33,599) 68.000 (5,250) 5.250 5002-01 · Native Display Ð 100,000 (8.337) 66,401 100 000 8,337 5004-00 · Trip Advisor 139,000 139,000 (33,403)8,788 (5,141) (6,750) 105.597 5005-00 Paid Social 155,778 85,000 70,778 85,000 5005-01 · Digital Display 6.750 30,000 (15,028)2,500 (2,500) 14,972 30,000 5005-02 · Retargeting Video 158,219 2,591 158,219 128 12,469 (12,342) 160.810 5007-00 · Creative Production 84,000 (10,000)84.000 74,000 7,000 7.000 5010-00 · Account Strategy & Management 24,000 24,000 14,400 (5,000) (1,000) 19,000 1,000 2,000 5010-01 · Digital Management & Reporting (2,000) 14,400 1,200 (200)12,400 5010-02 · Website Strategy & Analysis 1,000 115,000 115 000 115,000 Ð 5013-00 · Outdoor (14.824) 35,000 (3,750) 20,176 35,000 3,750 0 5015-00 - Video 50,000 (15,012) 50,000 34.988 5017-00 · Rich Media 103,607 (25,668)103.607 (11,741)77,939 12,347 5018-00 · Media Commission 606 6,050 (3.856) 504 (504) 2,194 6,050 5018-01 · Digital Ad Serving (15,177) 60,000 60,000 5,000 (4.025) 44 823 5020-00 · Search Engine Marketing (8,523)35.000 26,477 35,000 n 3.500 (3.500)5022-00 · Emall (20,000) 20,000 20,000 5025-00 · Expedia (750)750 5026-00 · Consumer Research (1,250) (3,750) 15,000 (15,000) 15,000 n 1,250 5027-00 · Consumer Retargeting Video ۵ 45,000 (45,000)45.000 3,750 5028-00 · High Impact Media 0 1.204,746 (259,836)1,204,746 (76, 439)944,910 14.356 90,795 Total 5000-00 - CONSUMER MARKETING 5110-00 · LEISURE SALES 6.000 3,944 6.000 (2,056)û 0 5107-00 · Creative Production 428 6,500 6.928 5112-00 · Training / Sales Calls 7,000 (3,608)7,000 3,392 (1,750)n 1.750 5113-00 · Additional Opportunities 1.500 1.500 1.500 5115-00 · Travel Agent Incentive Program 6,450 (945) 6.450 5.505 5120-00 · Domestic - Trade Shows (8,108)10,500 2,392 10,500 2.500 (2.500)5131-00 · FAMS -Intl - Travel Trade 35 5132-00 · FAMS -Intl - Media 845 845 (845) 5133-00 · Ski-Tops 921 11.000 11,921 11,000 5134-00 - Intl Marketing - Additional Opp 7,394 2,750 4.644 2,000 2,000 2,000 5136-00 · Tour Operator Brochure Support 0 (6,734)15,000 8.266 5137-00 · Co-op Opportunities 6,550 3,000 6,550 (6,550)(1,800)a 1,800 5141-00 · Australian Sales Mission 2,177 3,000 (823) 5142-00 · UK Sales Mission 1,500 (1,462)38 1.500 5143-00 · Mountain Travel Symposium 11,000 (10,743)11,000 4,000 257 (4,000)5144-00 - IPW - POW WOW 0 2.650 2,695 2,650 5145-00 · TIA Annual Dues (3,500)31,000 1.667 27,500 31,000 1.667 5146-00 • UK / Black Diamond 26,469 31,700 (5,231) 31,700 n 5147-00 · AUS / Gate 7 6.500 6,500 (4.009) 0 2,491 5149-00 · Mexico Program 0 (3,346)3,500 3.500 0 o 154 0 5150-00 · China Program 5154-00 · Canada 6.000 0 0 6,409 6,000 409 5154-01 · Canada Sales Mission ۵ (9,140) 26,000 0 0 16,860 26.000 ٥ 5154-00 · Canada - Other 23,269 32,000 (8,731)32,000 0 0 0 Total 5154-00 · Canada 3,500 (1.167) 3,500 292 5155-00 · Catifornia Star Program 292 (3,440) 23,000 1,000 583 19.560 23 000 1,583 5156-00 · German Trade Representation (69,867) 222,695 152,828 222,695 10,936 5,800 5,136 Total 5110-00 · LEISURE SALES 5200-00 · PUBLIC RELATIONS (3,000)26,400 26,400 1,200 2,200 (1,000) 23 400 5200-01 · Strategy, Reporting, Mgmt, Etc. 5201-00 · National, Regional, & Local PR 60,000 24,000 (10,750)60,000 49,250 750 5.000 (4,250)21,000 24,000 (3.000)5202-00 · PR Program/ Content Dev - Blogs 2,000 2,000 (3,025)22,000 14,000 18.975 22,000 14,000 5202-01 · Rich Content Development 10,600 (1,777)10,600 8.823 5204-00 · Media Mission(s) n 6.000 4,286 6,000 3,600 (1,714)(300)500 200 5206-00 · Digital Buy/ Social Media Boost 3,600 3,600 300 5207-00 - Content Campaigns/Tools-My Emma 5,252 (8,348)13,600 (1.700) 13,600 1.700 5208-00 · International Travel Media FAMS (9,892) 12,000 2,108 12,000 (1,500)1,500 5208-01 - Int'l FAM Hard Cost 0 3,600 (950)3,600 300 (300)2.650 5208-02 · Int'l Media Retainer 38,500 21,600 (18,727) 19,773 38,500 5209-00 · Domestic Travel Media FAMS 21,600 21,600 1,800 5210-00 - Content Dev - Newsletters 1.800 48,000 48,000 4,000 Λ 48,000 4,000 5211-00 · Social Media Strategy & Momt 9,200 6,480 6,154 9,200 (3,046)Đ 0 5212-00 · Social Giveaways & Contests Ö 2,500 6.480 (3.980)5213-00 · Facebook Live 16,000 (8,048) 0 7.952 16,000 5214-00 · Social Takeover 245,323 321,580 (76, 257)321,580 4,950 24,250 19,300 Total 5200-00 - PUBLIC RELATIONS

0

23,850

(6,590)

17 260

23.850

# North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance June 2020

Accrual Basis

Net Income

\$ Over Budget Annual Budget \$ Over Budget Jul '19 - Jun ... YTD Budget Jun 20 Budget 2,500 2.500 (2.500) Ð 6003-00 · Geo-Fence Targeting (5.100) 7,650 (850)2.550 7.650 850 6004-00 - Email 10,000 (3,724)10,000 6.276 0 837 (837)6005-00 - Paid Media (2,210) 11,290 13,500 13.500 6006-00 - CVENT ٥ 0 30,000 1,000 (1,000)14,536 30.000 6007-00 · Creative Production 12,000 12,000 (3.600)1,000 (1,000)8.400 6008-00 - Conference PR / Social Outreach 3,408 6016-00 · MCC Search Engine Marketing 0 8,861 (3,020)8,861 331 (331)5,841 6018-00 · MCC Media Commission 6018-01 · MCC Digital Ad Serving 6019-00 · Conference Direct Partnership O 5 000 5,000 (5.000)0 Û 0 6,000 583 6,917 6 000 917 583 0 6128-00 · HelmsBriscoe Strategic Partner 6152-00 · Client Events / Opportunities (4,211)15,000 10.789 15,000 10,000 (7.973)10,000 (453) 2,027 600 147 6153-00 · Chicago Sales Rep Support 144,361 144,361 (55,065) (3,887)89,296 731 4,618 Total 6000-00 · CONFERENCE SALES 6100-00 · TRADE SHOWS (518) 2,460 7,000 (4,540)7.000 650 132 6111-00 · Site Inspections 4,250 911 0 5,161 4 250 6116-00 · CalSAE Seasonal Spectacular 0 6,000 6,000 ٥ 0 0 6.036 6118-00 - ASAF Annual 0 1,168 2,500 (1,332)2,500 n ٥ 6120-00 · AFW Client Event 2,500 (108) 2,392 2.500 0 6120-01 · Sac River Cats Client Event 6,700 (5,678) 6,700 n 1.022 6127-00 · CalSAE Annual 11,000 (7,185)11,000 3,815 ٥ Q. 6143-00 · Connect Marketplace 4,000 ŏ 4,000 1,500 (4.000)6144-00 · ASAE XDP (1,500) 1,500 0 0 6151-00 · Destination CA 6,500 (1,183) 6.500 5,317 0 6154-00 · HelmsBriscoe ABC 0 0 5,250 5,250 4,250 (4.969) ō 281 6156-00 · Connect California (4,250)4,250 0 6156-02 · Connect Chicago 6156-04 · Connect Georgia 5,250 3,195 5,733 5,250 483 0 o Û 1,104 4,299 3,195 6157-00 - HPN Partner Conference 1,000 (489)1.000 6160-00 · AllThingsMeetings Silcon Valley 6160-01 · AllThingsMeetings East Bay 511 1,625 (1,625) 1.625 0 5.250 5,057 5,250 (193)0 6161-00 · Connect Southwest (501) 5,250 0 Ω 4,749 5.250 6162-00 · Connect Tech & Medical 5,250 2,711 5,250 7,961 0 6163-00 · Connect Financial 0 0 5,250 5,250 (5.250) 6164-00 · Connect Mountain Incentive (1,750) 5,000 1,000 3.250 5,000 (1,000)6165-00 · Bay Area Client Appreciation 6167-00 · Nor Cal DMO 489 489 ٥ n (1.356) 2.500 1,144 2.500 Ò 6168-00 · Sacramento/Roseville TopGolf 2,395 2,395 (2,395)n 6169-00 · Prestige Meetings SF (495)600 105 6171-00 Outdoor Retailer ٥ 0 0 2,595 (2,595)2,595 n 0 6172-00 · Prestige Meetings Seattle 0 325 6173-00 · Connect NYC 0 106,610 (45, 333)106,610 61,277 (1,518)Total 6100-00 - TRADE SHOWS 132 1,650 7000-00 · COMMITTED & ADMIN EXPENSES 50,000 50,000 (16,441) 12,500 (12,500)33 559 5008-00 · Cooperative Programs 5009-00 · Fulfillment / Mail (2,868) 12,000 9,132 12,000 112 1,000 (888) 100,000 75,000 100,000 (25,000)5021-00 · RASC-Reno Air Service Corp 0 5122-00 · SSMC Shipping - Sierra Ski Mkt 5123-00 · HSVC - High Sierra Visitors 2,000 2,000 Λ 2,000 167 167 O 253 253 7001-00 · Miscellaneous 0 9,996 9,996 (2,496)7,500 833 (833) 7002-00 · CRM Subscription 7003-00 · IVCBVB Entertainment Fund (5,742) 2,258 8,000 8,000 0 2 000 (2.000)24.000 30,030 24,000 6.030 7004-00 · Research 0 15,000 15,000 n 15,000 7005-00 · Film Festival 7006-00 · Special Events 30,000 30,000 30,000 O 33,352 33,350 33,352 8,338 7007-00 Destimetrics / DMX 8.338 (15,627) 50,000 34,373 50.000 7008-00 · Opportunistic Funds 7009-00 · Tahoe Cam Usage 2,124 2,124 (177)177 (505)(42) 6,599 7,104 7,104 592 550 7010-00 · Photo Management & Storage (1,496) 3.996 333 (333) 2.500 3.996 7011-00 - TrendKite PR Software (1,343) 4,800 4,800 3,457 66 400 (334)8700-00 · Automobile Expense 325 ٥ 325 0 0 7000-00 · COMMITTED & ADMIN EXPENSES · Other 0 352,372 287,465 352,372 (64,907)17,835 (8,603)Total 7080-00 - COMMITTED & ADMIN EXPENSES 9,232 8000-00 · WEBSITE CONTENT & MAINTENANCE 51,000 51,000 4,250 51,000 4.250 8002-00 - Content Manager Contractor 15,302 50,000 1,210 65,302 50,000 5,384 4,174 8003-00 · Website Hosting Maintenance 116,302 101,000 15,302 101,000 1,210 9,634 8,424 Total 8000-00 · WEBSITE CONTENT & MAINTENANCE 2,453,364 (555,963) (79,152) 1,897,401 2,453,364 148,422 69,270 Total Expense

(20,848)

(20.848)

455,961

455,963

(2)

(2)



# Aging by Revenue Item As of 6/30/2020

GRAND TOTALS	1201-03 Member Accounts Receivable ·	Tuesday Morning Breakfast Club	Tuesday Morning Breakfast Club		Fhlast Totals:	Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member Accounts Receivable)	1201-01 Member AR Membership Dues	Ski Resorts Membership Dues Totals:	PUD Membership Dues Totals:	Non-Profit Membership Dues Totals:	Financial Institutions Membership	6-10 Employees Membership Dues	50-100 Employees Membership Dues	24 50 Employees Membership Dues	1 5 Employees Membership Diles	44 20 Employees Membership Diles	404 200 Employees Membership Dijes	1201_01 Member A	Invoice ID Invoice Date Due Date
\$4,700.00	\$85.00	\$0.00	60.00	# O	\$85.00	eivable - Other (	\$4,615.00	\$0.00	\$165.00	\$340.00	\$0.00	\$325.00	\$0.00	\$540.00	\$3.245.00	\$0.00	\$0.00	in Dues (Membe	Not Yet Due
\$4,570.00	\$0.00	\$0.00	9 6	<b>₹</b> 0 00	\$0.00	Member Accou	\$4,570.00	\$0.00	\$0.00	\$170.00	\$0.00	\$325.00	\$0.00	\$1,620.00	\$2,455.00	\$0.00	\$0.00	r Accounts Rec	<u>0-30</u>
\$11,165.00	\$0.00	\$0.00	9 6	\$0.00	\$0.00	nts Receivable:Me	\$11,165.00	\$0.00	\$0.00	\$1,020.00	\$700.00	\$325.00	\$1,500.00	\$1,620.00	\$5,310.00	\$690.00	\$0.00	eivable:Member A	<u>31-60</u>
\$0.00	\$0.00	<b>\$0.00</b>	9000	\$0.00	\$0.00	0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	R - Member Dues	61-90
\$3,800.00	\$30.00	0.00	<b>₽</b> 0 00	\$0.00	\$50.00		\$3,910.00	\$0.00	\$0.00	\$340.00	\$0.00	\$325.00	\$0.00	\$540.00	\$2,360.00	\$345.00	\$0.00	es)	91-120
\$00,070.00	\$50,000	#00F 00	# JOJ 00	\$165.00	\$1/5.00		\$52,165.00	\$18,615.00	\$830.00	\$2,690.00	\$2,800.00	\$11,015.00	\$725.00	\$6,900.00	\$6,635.00	\$1,015.00	\$940.00		120+
W. 1, 100.00	\$77,040.00	94 040 00	\$565.00	\$165.00	\$310.00		\$/6,425.00	\$10,010.00	9880.00	\$4,000.00	\$3,500.00	\$12,315.00	\$2,225.00	\$11,220.00	\$20,005.00	\$2,050.00	\$940.00		Total

# KEY METRICS FOR June 30, 2020 FINANCIAL STATEMENTS

-14.9/%	53,143.00	62,496.00	63,132.00	56,207	Total
-32.19%			6509	6,800	NLT - Event Traffic
-30.00%			8733	3926	Kings Beach (Walk in)
14.00/0			378	343	Email
23.02%	6		3074	3297	Phone
-11.31%	w	2	44438	41841	Walk in
44 040					Tahoe City:
YOY % Change	2019-2020	2018-2019	2017-2018	2016-2017	Referrals -
e 2020)	Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru June 2020)	r FYTD 2016/17	ve Statistics Fo	ation Comparat	Visitor Inform
updated					
\$ 16,1/3,/69		5,217,807	3,949,418	7,006,544	2019 - 2020
\$ 20,001,147	3,346,850	6,816,2/1	3,832,273	6,865,753	2018 - 2019
0 0000,000	3,020,130	5,504,2//	3,298,036	6,083,237	2017 - 2018
6 17 905 680	0, -, 0, 0, 0, 0	0,881,008	3,217,765	5,335,081	2016 - 2017
\$ 17719703	2 4 7 5 3 4 8	0,000,000	0,700,000	4,/29,061	2015 - 2016
\$ 16.018.078	2 201 370	5 330 084	0 7 7 7 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	1,000,000	2014 - 2015
\$ 12,145,811	1,742,210	3.428.514	2 415 022	A 550 055	2017 2018
\$ 11,586,799	1,639,259	3,497,093	2,048,674	4 401 773	2013 - 2014
\$ 11,338,282	1,352,48/	4,199,290	2,018,857	3,767,648	2012 - 2013
\$ 9,832,926	1,461,499	3,083,886	1,708,682	3,578,859	2011 - 2012
	Q4 (Apr - Jun)	Q1 (Jul - Sep)   Q2 (Oct - Dec)   Q3 (Jan - Mar)   Q4 (Apr - Jun)	Q2 (Oct - Dec)	Q1 (Jul - Sep)	Fiscal Year
	Old District a 101 collections of warren	The second secon	0110 0) 0,000.00.	ירט וכן סטוונינים	ו טומו טומוויי

3	Ucuc anul
യ	June 2019
œ	June 2018
7	June 2017
	June 2016
ami	Total Chamber Members

Sounty (367,309)  Sint (1,215)  Sach (3,893)  de/Tahoe City (1,557)  Sta (1,433)	ia (pop. 38,332,521)	Ovment Rates - FDD		\$ 2	\$ 629,807 \$ 641,261 \$	\$ 943,574 \$ 1,	ne) \$ 558,566 \$ 716,779 \$	Ian - Mar) \$ 699,157 \$ 820,233 \$ 762,370 \$	2016 2017 2018	Sales Tax Revenue by Calendar rear quarterly - Notus Lake same (ormanics)	. O	
71.2% 7.8% 4.4% 16.6% 2.4%	14.9%	June 2020		2,608,005		1,058,279	674,366 7.41%	875,360 14.82%	SLOZ	alloe (o ilitii itay)	shoe (6 mth lan)	
	Nevada County	South Lake	Placer	Conterence Revenue And Felcentage by County	Number of Bookings	Number of Room Nights	Commission for this Revenue	lotal Revenue Booked	CONTRACTO	EOBWARD LOOKING		Conference Revenue Str
1 11	0% 0% 100% \$2.890.990 \$ 2.818,476 \$ 2,685,035	8%	66% 78% \$1,850,907 11% 14% \$314,610	8_19 19-20	The by Collety:	1 <del>1</del> ,165	22 100	8 1,000,000 8 1,000,000		Actuals	2018-19	Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 6/30/2020
\$ 2,500,000 \$ 70,000	\$ 2,818,476	\$ 651,503	\$ 1,852,363 \$ 314,610		ç	67	13,900	000 18	\$ 2818.476	Forecasted	2018-19	18/19 vs. FYTD
\$ 2,500,000 \$ 50,000	\$ 2,685,035	\$ 206,618	\$ 2,096,775 \$ 381,642			53	11 502	\$ 46.373	\$ 2 685 035	Forecasted	2019-20	19/20 at 6/30/20
1 1 1	4.73%	-68.29%	13.19% 21.31%			-20.90%	-12.94%	43 38%	4 73%	Change	YOY %	20

Unemployment Rates - EDD
California (pop. 38,332,521)
Placer County (367,309)
Dollar Point (1,215)
Kings Beach (3,893)
Sunnyside/Tahoe City (1,557)
Tahoe Vista (1,433)

Fourth (Oct - Dec)
Total

Second (Apr - June) Third (Jul - Sept) First (Jan - Mar)

Quarter

Destimetrics Reservations Activity	FYTD 2019	FYTD 2020	YOY % Change
Occupancy	52.2%	27.3%	-47.7%
ADR (Average Daily Rate)	\$ 309	\$ 385	24.6%
RevPAR (Rev per Available Room)	\$ 161	\$ 105	-34.8%
Occupancy 1 Mth Forecast	56.3%	39.0%	-30.8%
ADR 1 Mth Forecast	\$ 389	\$ 530	36.2%
RevPAR 1 Mth Forecast	\$ 219	\$ 207	-5.7%
Occupancy (prior 6 months)	51.9%	28.4%	-45.4%
ADR (prior 6 months)	\$ 327	\$ 394	20.3%
RevPAR (prior 6 months)	\$ 170	\$ 112	-34.2%
Occupancy (next 6 months)	29.0%	18.4%	-36.4%
ADR (next 6 months)	\$ 331	\$ 422	27.5%
RevPAR (next 6 months)	\$ 96	\$ 78	-18.9%



Mail PO Box 5310 Stateline, NV 89449-5310 Location 128 Market Street Stateline, NV 89449 Contact

Phone: 775-588-4547 Fax: 775-588-4527 www.trpa.org

Date: July 31, 2020

To: North Lake Tahoe Resort Association Board of Directors

Subject: Tahoe Regional Planning Agency Updates

Dear Chair Tuma, Director Hentz, and members of the Board:

Since I'm unable to attend the upcoming board meeting, on behalf of TRPA, I am providing a brief summary of the agency's initiatives that you might find useful, topical, or informative. Since this board did not meet in July, and since the world is changing at a frenetic pace, I assume your meeting will be brimming already. I appreciate the opportunity to submit this update in writing.

# Convening Basin Partners in Response to COVID

Since the first COVID-19 pandemic stay-at-home orders in March, Tahoe has been seeing intense visitation. Early on, pressure fell upon recreation site land managers who had to navigate quickly the new world of closure orders, new hygiene and operating protocols, and now re-opening that may or may not be uniform across all jurisdictions. The Tahoe Interagency Sustainable Recreation Working Group mobilized in early March with an incident command structure to address challenges related to recreation site management and public land access under new COVID health and safety protocols. A management team and a public information/communication team each meet once a week to discuss ongoing challenges, share solutions, and coordinate communications. Both teams have excellent representation form North Lake Tahoe organizations.

This group has been successful in elevating key issues quickly and amplifying messages to help manage heavy and erratic visitation pressure. The working group will continue to meet through summer as needed. The rapid response of the recreation group underscores the value of collaboration and partnerships in the Region.

### **Boat Inspections**

Record numbers of boaters are being served at inspection stations, but there is not enough capacity to handle the demand and boaters are being asked to be patient and flexible with their plans. An appointment system is in place in accordance with CDC and OSHA COVID guidelines to allow more time to sanitize surfaces, to communicate clearly with boaters, and to avoid crowding and congestion. All boat ramps and marinas in the region are open and experiencing an unprecedented number of boaters as well. Most of these are "Tahoe Only" boats that need no inspection and are free to launch as long as they still have an intact inspection seal from their last haulout from Lake Tahoe.

Inspectors are working to get a fourth inspection station (at Alpine Meadows) open as quickly as possible, however staffing issues persist. Even though the inspection appointment system is full most of the time, TRPA staff and inspectors work hard to slot boaters in when cancellations and openings occur and are working to formalize a waiting list system to overlay the appointments to offer a hopeful solution to boaters arriving with no knowledge of the appointment system.

The inspection program remains a critical element of the Basin's environmental and economic safeguards. So far this year, eight boats have been intercepted with live invasive species onboard. Only six were intercepted all of last year.

### TRPA Online Services and Permitting To Continue Through 2020

Most application processes, file requests, parcel records, and permit approvals are available or conducted online. TRPA has been going down this road for some time and COVID is bringing us closer to our goal of prioritizing digital services over traditional. All Governing Board and auxiliary public meetings are conducted as webinars with public participation protocols in place. Looking at our 2<sup>nd</sup> quarter comparisons, online services have not slowed our work at all:

- o Parcel Information Website Visitors
  - **2019: 2,400**
  - **2020: 6,400**
- Tree Removal Permit Applications
  - 2019: 340
  - **2020: 485**
- Residential Permit Applications
  - 2019: 230
  - 2020: 234

### Tahoe In Depth and the Agency's 50th Anniversary

TRPA published a <u>special issue of Tahoe In Depth</u> in June commemorating the agency's 50th anniversary. The issue covers many of the agency's historic wins, and some of the people behind them, over the course of a half-century of work to protect one of America's national treasures.

### 24th Annual Lake Tahoe Environmental Summit

The event will be held virtually August 25 and is themed "Resilient Tahoe." The annual legislative summit is hosted this year by US Senator Catherine Cortez Masto. Details will be available closer to the date.

### **Future of Tourism**

TRPA made international news as a signatory on the new <u>Future of Tourism coalition</u>, calling on tourism agencies and travel companies to commit to responsible tourism in the wake of COVID-19.

### Ongoing Plans and Public Engagement Processes

- Meeks Bay Restoration Project
- o Washoe County Area Plan
- o State Route 89 Corridor Plan
- o Tahoe Keys Weeds Control Methods Test

imagine, plan, achieve.

# o Lake Tahoe West Forest and Watershed Health Restoration Partnership

This is a 59,000-acre fuel treatment partnership along the West Shore.

I look forward to re-joining you at the next meeting. Please reach out to TRPA Deputy Director and Chief of External Affairs <u>Julie Regan</u> if you need anything in my absence.

---End---

The Tahoe Regional Planning Agency leads the cooperative effort to preserve, restore, and enhance the unique natural and human environment of the Lake Tahoe Region, while improving local communities, and people's interactions with our irreplaceable environment.



June 8, 2020

Dear Dr. Sisson,

On behalf of the North Lake Tahoe business community, thank you for your leadership and guidance during the COVID-19 crisis.

While everyone is impacted by COVID-19, from an economic perspective, the tourism industry has suffered more damage than most. Visit California shared data on June 4 that predicted a \$1.9 billion loss to California's tourism economy by July 4. As a result, the Tahoe economy is in free fall. We are almost entirely dependent on tourism, we do not have a diverse economy, and Tahoe lodging has been shut down since mid-March. Most businesses in Tahoe are run by local residents, who do not have substantial resources to weather a prolonged economic shutdown.

As you know, on June 5, the state of California issued new guidance for short-term rentals, hotels and lodging including a reopening date of June 12 contingent on approval by the public health officer. The North Lake Tahoe lodging community has been tirelessly preparing to reopen and we request your support and approval of the June 12, 2020 reopening date consistent with state guidance.

If we do not reopen lodging soon, businesses will fail, and several properties belonging to or rented by lodging operators will go back to the banks. Permanent job loss will decimate our communities, and the community fabric will be torn apart as people leave these communities in hopes of finding a job in more economically viable locations. Our businesses, livelihoods, and the jobs of thousands of employees—our friends and neighbors—remain in peril. Additionally, out-of-area visitors are already coming to the Lake Tahoe region as USFS campgrounds opened over Memorial Day weekend and lodging reopened in Nevada on June 4.

Understanding the importance of supporting public health objectives, we've worked closely with businesses in response to local and state COVID-19 guidance. Specifically, we've taken the following steps to ensure the safety and health of our community, workforce and visitors:

- Convened virtual focus groups with over 300 businesses to develop tourism-specific guidelines
- Surveyed over 400 businesses on PPE needs, COVID-19 impacts and reopening strategies
- Ordered masks, gloves and hand sanitizer in large quantities, and distributed to our local businesses
- Developed a messaging campaign to unify the community around COVID-19 response

We believe these steps have prepared our lodging partners to reopen in a safe and responsible manner. If we succeed in reopening in a responsible way, businesses and jobs, along with the benefits of these activities will have a fighting chance. Employers will need to rehire, so jobs will come back and businesses will begin to stabilize.

Thank you for considering our request.

Sincerely,

Jeffrey Hentz: CEO, North Lake Tahoe Resort Association/Chamber of Commerce



# COVID RESPONSE: BUSINESS ADVOCACY, COMMUNICATIONS & READINESS



# BUSINESS ADVOCACY

The NLTRA and Placer County continue to work side by side in reopening local businesses safely



### STAKEHOLDER CALLS

9 virtual meetings were held to ensure collaboration and safety compliance, resulting in positive engagement in the reopening process



# PERSONAL PROTECTION EQUIPMENT

Sourced PPE supplies and social distancing graphic tools for local businesses to safely reopen



### READINESS TOOL KITS

Assembled to help each business sector reopen in accordance with state and county



# ONLINE SURVEYS

Issued to local businesses to ensure NLTRA is up to date on impacts and business operations



### EMAIL NEWSLETTERS

Weekly emails ensure business community is engaged with updates, safety compliance and tools to assist with visitor communications



# SHOP LOCAL SHOP SMALL

A revenue generating Gift Card program was initiated to highlight local businesses



# WEBSITE UPDATES

Community page was added with a range of resources to help small businesses understand public health directives, virtual offerings and recovery



## BLOG POSTS

Real-time updates
to help local
business community
understand
reopening guidance,
public health
directives, revenue
recovery programs,
campaign initiatives
and more



# SOCIAL MEDIA

Daily updates to engage with the local community and highlight 'Stronger Together', 'Know Before You Go' and 'Mask UP Tahoe' content



# n north lake tahoe

# COVID RESPONSE: CONSUMER CHANNELS & VISITOR COMMUNICATIONS



# SOCIAL MEDIA

All channels on simmer with focus on safety and responsible travel



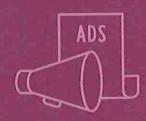
# WEBSITE UPDATES

Real-time updates on travel advisories and 'Know Before You Go' content



# EMAIL NEWSLETTERS

Regular updates to consumer audience with pertinent travel information



# PAID MEDIA

All paid media is paused during this time period



# EARNED MEDIA

Focus on business resilience, public health advisories and 'Know Before You Go' information



# READINESS GUIDE

New publication to communicate safety, responsible travel, itineraries and FAQ's









### FOR IMMEDIATE RELEASE

# SIX WAYS TO ENJOY LAKE TAHOE-TRUCKEE OVER JULY 4 HOLIDAY WEEKEND

Amid the COVID-19 pandemic, Lake Tahoe and Truckee communities appeal to travelers to wear masks to help keep businesses open and outline how to prepare in advance to make the most of time in the mountains this summer

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 25, 2020) — Ahead of the July 4 weekend, the communities surrounding Lake Tahoe and Truckee are asking visitors planning travel to the region to adhere to mandates from the governors of California and Nevada to wear masks in order to keep businesses open amid an increasing number of positive COVID-19 cases across the country. The communities are also sharing six ways visitors can plan ahead and enjoy a socially distanced holiday weekend in the mountains.

Although annual holiday events, parades and fireworks displays have been canceled in response to the pandemic, Tahoe-Truckee is still expected be a popular place for travelers to spend the holiday weekend. Mid-week travel continues to be encouraged by destination officials and advance booking of experiences and lodging is highly recommended.

Here are six ways to enjoy Lake Tahoe-Truckee this summer and beyond:

- Know Before You Go. To help travelers navigate current information across state and county lines
  and plan ahead, "Know Before You Go" details have been compiled by North Lake Tahoe, South
  Lake Tahoe and Truckee specific to their regions. Visitors are also encouraged to call hotel
  properties and other businesses directly for clarity on their individual policies and guidelines.
- 2. Spread out on over 40 public beaches. Explore little known hidden gems, find out how to get there and which beaches have exactly what you're looking for. Learn about Lake Tahoe's beaches at <a href="tahoepublicbeaches.org">tahoepublicbeaches.org</a>, and about lakes, reservoirs and rivers in Truckee at <a href="truckee.com">truckee.com</a>.
- 3. Go for a hike. Venture out and consider seeking out some of Tahoe-Truckee's less traveled trails. Whether you're looking for an easy stroll for the whole family, or a longer trek with steep switchbacks and stunning views, there's something for everyone. Find the perfect hike in North Lake Tahoe, South Lake Tahoe or Truckee.
- 4. Explore on two wheels. Whether you prefer paved paths or dirt trails, Lake Tahoe and Truckee have an extensive trail network for cycling enthusiasts of all experience levels to enjoy. From the new Tahoe East Shore Trail to paved trails that surround the lake and the Truckee Legacy Trail, to mountain bike trails throughout the region, make a plan and ride in North Lake Tahoe, South Lake Tahoe or Truckee.
- Get on the water. Whether you want to get on Lake Tahoe or Donner Lake, there are plenty of ways to experience the region's high alpine lakes. Kayak. Standup paddleboard. Wakesurf. Water

- ski. Parasail. Jet ski. Explore the Lake Tahoe Water Trail. Human powered or not, the options are extensive. Rental operators and experiences are linked on destination websites: <u>South Lake Tahoe</u>, <u>North Lake Tahoe</u> and <u>Truckee</u>.
- 6. Hit the links. Lake Tahoe and Truckee are home to some of the finest golf courses in the High Sierra. Gather your family foursome and schedule a tee time at one of the area's courses. Find a variety of mountain courses on destination websites: <u>Truckee</u>, <u>South Lake Tahoe</u> and <u>North Lake Tahoe</u>.

Curious to try other outdoor adventure activities like the Tahoe Via Ferrata, Treetop Adventure Parks, or Heavenly's Ridge Rider Mountain Coaster? Advance reservations are recommended. In addition, reservations for watercraft inspections are also opening ahead of the holiday weekend. Appointments can be scheduled June 26-30. For July 1-5, inspections will be offered on a first-come, first-served basis. The appointment reservation system will resume for inspections July 6 onward. Appointments can be scheduled at <a href="https://www.tahoeboatinspections.com">www.tahoeboatinspections.com</a>.

Fire safety remains a top priority for the region and many restrictions went into effect June 1. This includes the suspension of all solid fuel recreational fires and open burning. Campfires continue to be the leading cause of wildfires in the Tahoe Basin; it is important for visitors and residents alike to know that open-flame devices and all fireworks, including sparklers and firecrackers are not permitted.

Other rules and regulations are changing fast, but one thing remains the same – whether recreating at the beach, on the trail or elsewhere in Tahoe and Truckee, visitors are reminded to help Take Care of Tahoe by packing out and securing trash, cleaning up after dogs, not leaving cigarette butts behind, or allowing any kind of pollutant into the lake. Visitors are invited to learn how to keep Tahoe and each other healthy and safe at takecaretahoe.org.

As Tahoe-Truckee area businesses continue to reopen, travelers are strongly encouraged to help slow the spread of COVID-19 by following the recommendations of health experts and wearing a mask in any indoor public space, and outdoors when social distancing cannot be maintained—including while at area businesses, on trails, public lands and other recreational areas. Regional officials also advise visitors to be aware that different requirements may exist as six counties, a city, a town, two states and the federal government all govern the Tahoe-Truckee region.

###

### About the Lake Tahoe Visitors Authority

Designated by Travel + Leisure "The Best Places to Travel in July," (June 2, 2020) Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe's timeless splendor and diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality. For information about lodging, recreation, packages, and healthy travel at Tahoe South, call 1-800-288-2463 or log onto <a href="https://www.tahoesouth.com">www.tahoesouth.com</a>.

About North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking and hiking trails, and communities filled with local artisans and shopping experiences. North Lake Tahoe is a 45-minute drive from the Reno-Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor Information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit: GoTahoeNorth.com/KnowBeforeYouGo.

### About Visit Truckee

Truckee, California located just 15 minutes from Lake Tahoe and 40 minutes from the Reno-Tahoe International Airport is an authentic mountain town with convenient access to alpine outdoor recreation. Locals and visitors enjoy nearby downhill and Nordic resorts including Squaw Valley | Alpine Meadows, Sugar Bowl | Royal Gorge, Northstar and Tahoe Donner, as well as hundreds of scenic dirt and road miles that are also used as a training base camp for athletes from around the world. With a charming historic downtown dating back to the 1800's and a vibrant Cultural District, there is plenty to do from shopping to craft brew tastings to walking along the Truckee River. Learn more and plan to Visit Truckee at <a href="https://www.Truckee.com/knowbeforeyougo">www.Truckee.com/knowbeforeyougo</a>.

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### FOR IMMEDIATE RELEASE

# LAKE TAHOE-TRUCKEE COMMUNITIES REOPENING AHEAD OF SUMMER SEASON Businesses and Recreation Areas in Compliance with State and County COVID-19 Safety Guidelines Approved to Reopen and Welcome Visitors

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 12, 2020) – Ahead of the official start of the summer season, the communities surrounding Lake Tahoe and Truckee are celebrating new directives from state and county health officials that permit the return of leisure and recreational travel and allow businesses, inclusive of gaming, lodging and short-term rentals to reopen and welcome visitors back to the region. Visitors are encouraged to support responsible tourism efforts and continue to slow the spread of COVID-19 by wearing masks, recreating responsibly and maintaining physical distancing while at Tahoe area businesses, on trails, public lands and other recreational areas.

"To say our business community is excited to welcome visitors back to the lake and mountains would be an understatement," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "While we continue to take a cautious reopening approach to ensure the health and safety of our residents and guests, local businesses have implemented new operational guidelines that adhere to county and state protocols. Alongside our public land operators, they continue to demonstrate resilience in their varying business models and like us, are confident in our entire region's ability to safely welcome visitors."

"Lake Tahoe is the perfect destination for visitors to begin to venture out and our communities are ready to offer the ultimate 'travel therapy' experience with everything visitors love about our region including the wide open outdoors, unparalleled beauty and the ideal environment to celebrate being together again," said Carol Chaplin, CEO and president of the Lake Tahoe Visitors Authority.

The character of the Lake Tahoe - Truckee region is unique in that it comprises two states (California and Nevada) and five counties including Nevada, El Dorado, Placer, Washoe and Douglas. When visitors travel to the area, they may not realize they cross county and state lines that have different requirements. This can present extra challenges for the entire region, despite both states and all counties' efforts to diligently incorporate thoughtful reopening processes.

To help travelers navigate differing information across state and county lines, "Know Before You Go" information about current guidelines and what's open in Lake Tahoe communities can be found online at the destination website for each area: North Lake Tahoe, South Lake Tahoe, Truckee. Visitors are encouraged to call hotel properties and other businesses directly for clarity on their latest policies and guidelines prior to travel.

"Truckee hotels, short-term rentals, shops and restaurants have been preparing for this historic day for over a month with the highest degree of safety and health precautions. Many Truckee businesses stayed open, working through new Covid-19 workflow and training requirements. We realize that for many visitors, dreaming about coming back to the mountains and into nature is what kept hopes high. Finally, we're ready to say now IS the time to visit," said Colleen Dalton, director of tourism and economic programs for VISIT TRUCKEE. "The CEO of the Tahoe Forest Health System, Harry

Weis, supports the County decision for lodging to reopen safely, and we are happy that travelers can now come visit to spend time outdoors in the mountains this summer."

"With an abundance of outdoor recreation opportunities in the Sierra, we are happy to help guide the visitor experience to best connect with nature, culinary offerings, locally-owned shops, and more," explained Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "Remember to recreate responsibly, maintain a safe social distance and consider wearing a face covering in public. North Lake Tahoe has created a comprehensive *Know Before You Go* guide that provides tips and recommendations for incoming visitors to best prepare for their trip."

In this new landscape of life during and after the COVID-19 pandemic, being a responsible traveler is now more important than ever. Before embarking on a journey to the Sierra region, visitors are encouraged to prepare and embrace the mindset of a responsible traveler. This means thinking not only of your travel footprint, but also the safety and compassion required during this unprecedented time.

Lake Tahoe watercraft inspection stations remain closed, and only vessels with intact Lake Tahoe inspection seals can launch at this time. Updates related to the opening of launch facilities and inspection stations will be posted at <a href="https://www.TahoeBoatInspections.com">www.TahoeBoatInspections.com</a>.

###

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