
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/86978382307?pwd=QzdQcmhudzdWQXpNS2ZyRkZNd25qUT09>

Meeting ID: 869 7838 2307

Passcode: 569516

Dial by your location

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

- | | |
|-----------------|---|
| Page: 1 | A. NLTRA Board Meeting Minutes from Aug 5, 2020 Link to preliminary online document |
| Page: 5 | B. Approval of preliminary NLTRA Financial Statements of July 31, 2020 |
| Page: 25 | C. Approval of CEO Expense Reports for July 2020 |

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

- Finance Committee Meeting Aug 19, 2020
- Tourism Development Committee Aug 25, 2020
- In-Market Tourism Development Committee May 26, 2020

8:40 a.m.

5. Action Items - none

9:00 a.m.

6. Informational Updates/Verbal Reports

Page: 37

A. TBID Strategic Discussion and Pathway – Jeff

Page: 52

B. North Lake Tahoe Ambassador Program – Jeff

Page: 58

C. Zephyr Community Forums – Zephyr collaboration – Jeff/Erin

Page: 66

D. Review of Board of Directors Open Seats – Jeff/Bonnie

E. Relaunch of Fall Advertising Discussion - Jeff

10:30 a.m.

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

Page: 69

A. Destimetrics Report July 31, 2020 page

Page: 70

B. Conference Revenue Statistics Report July 2020

Page: 71

C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics July 2020

Page: 80

D. Tourism Development Report on Activities, July 2020

Page: 88

E. Event Update – Cancelled/Postponed Events, July 2020

Page: 90

F. Visitor Information Center Visitor Report, July 2020

Page: 91

G. North Lake Tahoe Marketing Coop Financial Statements July 2020

Page: 98

H. COVID-19 Update

10:35 a.m.

8. CEO and Staff Updates

10:40 a.m.

9. Directors Comments

10:45 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org

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

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

Board members in attendance

Samir Tuma, Jim Phelan (until 9am), Jon Slaughter, Christine Horvath, Stephanie Hoffman, Karen Plank, Brett Williams, Andre Premier, Tom Turner, and Adam Wilson. A quorum was established. Advisory Committee Member Erin Casey was also present.

Board members absent

Jeff Cowen, Dan Tester, Kevin Mitchell, and Greg Gooding

Staff Members in attendance

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

Others in attendance

Included Cathy Nanadiego, Jerusha Hall, Lindsay Moore, Steven Smith, Brittany Lima, Connie Anderson, and Lindsay Moore

2. Public Forum

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

3. Agenda Amendments and Approval

Motion to adopt today's agenda as presented. WILSON/PHELAN/UNANIMOUS

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

A. NLTRA Board Meeting Minutes from June 3, 2020 [Link to preliminary online document](#)

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 www.nltra.org

- Finance Committee Meeting June 24, 2020 & July 29, 2020

- Tourism Development Committee June 23, 2020
- In-Market Tourism Development Committee May 26, 2020

Motion approve the Consent Calendar as presented. PHELAN/WILSON/UNANIMOUS

5. Action Items

A. Mask-Up Campaign Contract Approval

Hentz is asking for retro-active approval of this contract since there was no meeting in July and time was of the essence to kick off the campaign. Bowling provided details of the contract, which included videos and photos of local influencers use to promote the use of masks. The productions were done in Spanish and English.

Motion approve the Mask Up Campaign contract for \$40,900. PHELAN/HORVATH/UNANIMOUS

B. Approval of Civitas TBID Contract – Jeff/Bonnie

Hentz asked the Board to approve the \$40,000 contract to re-engage Civitas to complete the petition drive for the TBID. Discussion followed as details of the project were clarified.

Motion to approve the \$40,000 contract with Civitas. WILSON/PHELAN/Carried with Slaughter abstaining.

C. Approval of the 2020/21 NLT Marketing Coop Budget

The Board is being asked to approve a budget variance. Bavetta reported the NLTRA contribution is \$1 million and Incline has reduced its contribution to \$600,000. A brief discussion followed as Hentz described the PR costs this year, saying much of the work is being done in-house.

Motion approve the updated 2020/21 NLT Marketing Co-op budget. SLAUGHTER/WILLIAMS/UNANIMOUS

6. Informational Updates/Verbal Reports

A. COVID-19 Update - [Know Before You Go Guide](#) – Jeff

Hentz reported the travel advisory messaging done with partner agencies has been updated. PPE giveaways continue, including outreach to underserved segments of the community. The COVID response information on the website continues to be updated. Hentz said NLTRA focuses on three pillars in the community: businesses, local residents, and visitors.

A virtual Town Hall meeting is scheduled for Thursday August 13 at 10 AM to provide information on Placer Shares, a grant program offering \$5,000 - \$10,000 to small businesses.

The Know Before You Go Guide continues to be extensively distributed through a number of channels informing visitors of how to travel to the area safely and responsibly. The Mask Up Campaign is another component of the regional messaging.

Turner asked about recent press reports asking people not to come to the area. He thinks the message should be to come up and enjoy the area. He is not seeing transmissions from visitors. A brief discussion followed regarding communications from Placer County and Truckee, the differences in what can open in each area given Placer County is on the Governor's Watch List, but Nevada County is not, and what restaurant operations may look like in the fall when the weather cools down. Hentz described the Ambassador Program being developed and asked for additional Board feed back and suggestions on positive outreach to residents and visitors.

B. TBID Re-launch – Jeff

Hentz reviewed the requirements for the TBID petition drive and noted the contract agreed to above to re-engage with Civitas. He suggested that as he reaches out to businesses about PPE, he may have the opportunity to talk about TBID. It was noted that businesses may not be receptive to TBID right now given all the COVID issues they are dealing with. There was agreement that the effort should continue, being mindful of other issues.

C. Consumer Marketing Recovery Campaign - Augustine Agency Team

Buke introduced the principals from Augustine, who described a recovery campaign that will be ready to go when the time is appropriate.

D. Consumer Social Media & Content Update - Abbi Agency Team

Connie Anderson gave an update on the social media strategy that continues to change with the COVID situation. Messaging is released based updates from the State and/or County focused on responsible travel, Mask Up Tahoe, and Pack In Pack Out (trash).

E. Update on Marketing Cooperative Committee Members - Jeff

Stephanie Hoffman is joining this Committee.

F. Responsible Travel & Mask Up Tahoe Content Campaigns - Amber Burke & Liz Bowling

Buke and Bowling described current campaigns and showed examples featuring short messages from local influences about wearing masks. Those videos have been shared by Visit California and regional partners are producing similar campaigns. Over 155,000 impressions have been seen by over 140,000 people. New content will be added for fall. A brief discussion followed about continually getting the word out about wearing masks and Stronger Together to visitors and residents. The opportunity to publicly thank the influencers is another way to enhance the campaign.

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 June 30, 2020
- B. Conference Revenue Statistics Report June 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics June 2020
- D. Tourism Development Report on Activities, June 2020
- E. Event Update – Cancelled/Postponed Events, June 2020
- F. Visitor Information Center Visitor Report, June 2020
- G. North Lake Tahoe Resort Association Preliminary Financial Statements June 2020
- H. North Lake Tahoe Marketing Coop Financial Statements June 2020
- I. Membership Accounts Receivable Report June 2020
- J. Financial Key Metrics Report June 2020
- K. Tahoe Regional Planning Agency Updates
- L. COVID-19 Updates

8. CEO and Staff Updates

Hentz has been working on the Co-op budget, staff reviews, TBID and is working with Erin Casey to develop an Ambassador Program to distribute PPE to underserved communities. His presentation to the Board of Supervisors regarding the NLTRA COVID response, international travel strategies for the next 12-18 months, and group travel was well received.

The Spartan Event has cancelled for this September. Visitor Center traffic is below normal, but revenues are up.

9. Directors Comments

Casey reported Jennifer Merchant has left her position with Placer County and is moving to the coast. Merchant presented the TOT Incentive Program at the last Board of Supervisors, which was approved.

The Supervisors approved an emergency ordinance banning alcohol on the Truckee River through October 15.

Casey reported traffic flaggers are being used on weekends in Kings Beach to control pedestrian crossings at the roundabouts, which should improve traffic flows. A similar program will be instituted in Tahoe City at Grove Street on weekends and for Farmer's Market on Thursdays.

The County is investigating options to increase trash collection in the town centers during peak periods.

Casey is working with the CAP Committee Chair and Vice-Chair on minor changes to the Ranking Sheet and other tools to help evaluate applications.

10. Meeting Review and Staff Direction

Hentz will follow up on the discussion regarding a thank-you for the influencers and the TBID approach.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:28 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 08/28/20

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

From: Bonnie Bavetta, CFO

RE: Report for June and July 2020

Update to June 2020 year end results:

- At the July 29, 2020 Finance Committee meeting it was reported that NLTRA financial results at the end of June were \$489,000 underspent to the County TOT funding budget, and anticipated to come in approximately \$450,000 under budgeted funding after know adjustments. The current preliminary results reflect a \$395,000 underspent position with the significant change being an additional contract put in place in 19/20 in the amount of \$49,000. Changes from the earlier financials include:
 - Event Sponsorship Accruals \$ 8,000
 - Summer Campaign Contract-Abbi \$27,000
 - Marketing Reserve Increase \$17,000
 - Contracted Mask Up Campaign \$49,000
- Additional adjustments to the prior financial statements for June included:
 - Reduction to Membership Accounts Receivable and Membership Deferred Revenue in the amount of \$40,729 for Unearned and Unpaid Membership Fees.
 - Increase in the Allowance for Doubtful Accounts and the Bad Debt Expense of \$22,212, reflecting 70% of the outstanding membership fees earned but not collected.
 - The budget in TMPI for TBID work was increased by \$45,000 and the budget in Administrative wages and professional fees was decreased by \$45,000. Written County approval was received.
 - TOT revenues were reduced to meet actual expenditures and the Due To/From County liability was adjusted to reflect these changes.
 - The County Accounts Receivable was partially reduced by the prepayment received last July from the County. One invoice remains in AR, and partial payment has been received on that invoice. We are waiting on explanation for the short pay before finalizing the County Due To/From account. The balance of the prepayment was moved to the Due To/From the County account.
 - The Marketing Reserve equity account was increased by \$16,388 to bring it to 10% of the last three year's budget for Tourism & Visitor Information as outlined in the contract with the County. This further reduced the Due To/From the County balance.
 - Revised June 2020 financials are attached.

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

- Cash balance on July 31, 2020 of \$1,121,000 was \$44,000 less than prior year. Variances to prior year included a decrease in Accounts Payable of \$458,000 offset by a net due to the County of Placer in the amount of approximately \$493,000, plus numerous smaller variances in accounts.
- Accounts Receivable balance of \$6,000 was up relative to last year by \$6,000, primarily due to outstanding commissions owed to the NLTRA.

- The Accounts Receivable – TOT balance of \$494,000 reflected a County TOT funding invoice for June (\$261,000) and one for July (\$233,000). The balance at this date last year was \$396,000.
- Membership dues receivable totaled \$80,000, an increase of \$66,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$25,000 was \$22,000 greater than prior year to cover potential uncollectible membership fees.
- Inventory of \$41,000 represents an increase of \$16,000 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.
- Accounts Payable of \$58,000 was \$458,000 lower than prior year primarily due to payment due to the Spartan event (\$250,000) and payment due to the NLT Marketing Coop (\$195,000) which checks had not yet been cut.
- Wages and related liabilities of \$172,000 were \$3,000 greater than prior year, as a result of a shorter payroll accrual period (\$26,000) offset by larger accrued incentives (\$32,000), including the new CEO, as well as slightly reduced commission and slightly increased PTO liability.
- Deferred Revenue-Member Dues of \$65,000 was \$2,000 greater than prior year.
- Deferred Revenue-County of \$525,000 reflected the 2020/21 prepayment of TOT funds made at the beginning of the fiscal year to assist with cash flow due to the performance based invoicing on part of the County contract. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled.
- YTD consolidated net loss of \$6,000 at month end July reflected a \$41,000 decrease from prior year positive results of \$35,000, and represented Membership's positive net results YTD of \$3,000, and \$44,000 net negative results from TOT funded departments due largely to the cost of Personal Protection Equipment purchased for distribution to the local businesses.
- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$160,000 was on budget.
 - Expenses, before overhead allocation, totaled \$112,000 and were \$7,000 under budget.
 - Total net results before overhead allocation of \$48,000 were positive to budget \$7,000.
- Operating Results YTD – Conference
 - TOT revenue of \$30,000 was on budget.
 - Expenses of \$20,000 before allocated overhead were over budget \$5,000.
 - Net results of \$10,000 before overhead allocation were less than budget by \$5,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$12,000 were positive to budget by \$6,000. TOT revenue of \$32,000 was on budget.
 - Expenses before overhead allocation of \$74,000 were \$37,000 higher than budget, due primarily to the cost of personal protection equipment distributed to local business at no cost.
 - Net loss of \$30,000 before overhead allocation was \$36,000 negative to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$10,000 was on budget.
 - Expenditures of \$2,000 before overhead were \$5,000 good to budget.
 - Net results of \$8,000 before overhead allocation were positive to budget \$5,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$11,000 was \$1,000 over budget.
 - Expenses of \$7,000 were \$2,000 below budget.
 - Net income of \$4,000 before overhead allocations was positive to budget by \$3,000.
 - Net income of \$3,000 after overhead allocations was \$3,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$47,000 were \$12,000 below budget due primarily timing.
- Membership cash position as of July 31, 2020
 - Membership activities resulted in a net income \$2,686.

- Deferred revenues of \$79,770 less receivables of \$64,576, plus the allowance for uncollectible receivable of \$24,987 provided cash of \$40,181.
- Prior years' cumulative negative net results totaled \$5,341.
- Net cash was positive \$37,526 and no additional funds were required.

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

- Cash balance at month end of \$489,000 was \$165,000 greater than prior year due primarily the NLTRA payment that had not been received in July last year.
- Accounts receivable balance of \$1,000 was \$197,000 less than prior year due outstanding payment from NLTRA.
- 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 \$45,000 were \$421,000 less than prior year primarily due to lower expenditures including agency work that had been placed on hold.
- Unrestricted Net Assets Equity of \$467,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Income of \$20,000 was \$45,000 below prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$79,000 was on budget
- Consumer Marketing expenditures of \$26,000 were \$21,000 below budget due to timing.
- Leisure Sales expenditures of \$1,000 were \$2,000 below budget.
- Public Relations expenses of \$13,000 were on budget.
- Conference Sales expenditures of \$13,000 were \$10,000 or below budget due to timing.
- Trade Show expenditures of \$0 were on budget.
- Committed & Administrative expenditures of \$2,000 were \$18,000 below budget due to timing.
- Website & Maintenance expenses of \$5,000 were \$3,000 below budget.
- Net income of \$59,000 was better than budget by \$59,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

July 31, 2020

North Lake Tahoe Resort Association

Accrual Basis

Balance Sheet

As of July 31, 2020

	Jul 31, 20	Jul 31, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 • Petty Cash	158	400	(242)	(61%)	158
1003-00 • Cash - Operations BOTW #6712	854,330	806,292	48,038	6%	565,602
1007-00 • Cash - Payroll BOTW #7421	1,916	42,282	(40,366)	(95%)	3,200
1008-00 • Marketing Reserve - Plumas	50,317	50,250	67	0%	50,313
1009-00 • Cash Flow Reserve - Plumas	100,852	100,667	185	0%	100,839
1071-00 • Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 • Special Events BOTW #1626	83,308	135,201	(51,893)	(38%)	86,322
10950 • Cash in Drawer	307	392	(85)	(22%)	139
Total Checking/Savings	1,120,770	1,165,066	(44,296)	(4%)	836,155
Accounts Receivable					
1200-00 • Quickbooks Accounts Receivable	0	21,201	(21,201)	(100%)	1,000
1290-00 • A/R - TOT	493,471	395,581	97,890	25%	260,717
Total Accounts Receivable	493,471	416,782	76,689	18%	261,717
Other Current Assets					
1200-99 • AR Other	6,100	30	6,070	20,233%	7,129
1201-00 • Member Accounts Receivable					
1201-01 • Member AR - Member Dues	79,770	13,959	65,811	471%	35,696
1201-03 • Member AR - Other	1,040	2,296	(1,256)	(55%)	1,040
Total 1201-00 • Member Accounts Receivable	80,810	16,255	64,555	397%	36,736
1201-02 • Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
12100 • Inventory Asset					
1210-01 • Inventory - Other	0	0	0	0%	10,371
25300 • Gift Cards Outstanding	18	15	3	20%	18
12100 • Inventory Asset - Other	41,152	24,972	16,180	65%	81,762
Total 12100 • Inventory Asset	41,170	24,987	16,183	65%	92,151
1299 • Receivable from NLTMC	0	5,661	(5,661)	(100%)	0
1490-00 • Security Deposits	1,150	1,250	(100)	(8%)	1,150
Total Other Current Assets	104,243	45,408	58,835	130%	112,179
Total Current Assets	1,718,484	1,627,256	91,228	6%	1,210,051
Fixed Assets					
1700-00 • Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 • Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 • Computer Equipment	4,270	4,270	0	0%	4,270
1741-00 • Accum. Depr. - Computer Equip	(4,270)	(4,269)	(1)	(0%)	(4,270)
1750-00 • Computer Software	20,493	20,493	0	0%	20,493
1751-00 • Accum. Amort. - Software	(20,493)	(19,203)	(1,290)	(7%)	(20,493)
1770-00 • Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 • Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	0	1,291	(1,291)	(100%)	0
Other Assets					
1400-00 • Prepaid Expenses					
1410-00 • Prepaid Insurance	16,468	14,833	1,635	11%	16,326

North Lake Tahoe Resort Association

Accrual Basis

Balance Sheet

As of July 31, 2020

	Jul 31, 20	Jul 31, 19	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	10,669	4,756	5,913	124%	8,751
Total 1400-00 · Prepaid Expenses	27,237	19,689	7,548	38%	25,177
Total Other Assets	27,237	19,689	7,548	38%	25,177
TOTAL ASSETS	1,745,721	1,648,236	97,485	6%	1,235,228
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	57,619	516,031	(458,412)	(89%)	26,683
Total Accounts Payable	57,619	516,031	(458,412)	(89%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	10,906	26,370	(15,464)	(59%)	25,293
2101-00 · Incentive Payable	95,765	63,651	32,114	50%	88,565
2102-00 · Commissions Payable	3,506	9,008	(5,502)	(61%)	3,506
2120-00 · Empl. Federal Tax Payable	4,658	11,473	(6,815)	(59%)	10,829
2175-00 · 401 (k) Plan	1,913	5,379	(3,466)	(64%)	4,340
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	3%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	171,593	168,874	2,719	2%	187,378
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	0	1,331	(1,331)	(100%)	0
25500 · *Sales Tax Payable	887	3,349	(2,462)	(74%)	1,374
Total 2190-00 · Sales and Use Tax Payable	887	4,680	(3,793)	(81%)	1,374
2250-00 · Accrued Expenses	23,007	48,146	(25,139)	(52%)	76,222
2300-00 · Marketing Cooperative Liabili	0	0	0	0%	6,073
2400-60 · Deferred Revenue- Member Dues	64,576	63,325	1,251	2%	28,890
2500-00 · Deferred Revenue - TMBC	1,290	840	450	54%	1,290
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2900-00 · Due To/From County of Placer	437,803	19,871	417,932	2,103%	437,803
Total Other Current Liabilities	1,224,461	656,041	568,420	87%	739,030
Total Current Liabilities	1,282,080	1,172,072	110,008	9%	765,713
Total Liabilities	1,282,080	1,172,072	110,008	9%	765,713
Equity					
32000 · Unrestricted Net Assets	(5,341)	(17,007)	11,666	69%	(17,007)
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%	324,590
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	(5,873)	34,701	(40,574)	(117%)	11,665
Total Equity	463,642	476,162	(12,520)	(3%)	469,514
TOTAL LIABILITIES & EQUITY	1,745,722	1,648,234	97,488	6%	1,235,227

North Lake Tahoe Resort Association

A/R Aging Summary

As of July 31, 2020

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
County of Placer	232,754.03	0.00	260,717.34	0.00	0.00	493,471.37
TOTAL	<u>232,754.03</u>	<u>0.00</u>	<u>260,717.34</u>	<u>0.00</u>	<u>0.00</u>	<u>493,471.37</u>

North Lake Tahoe Resort Association

A/P Aging Summary

As of July 31, 2020

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
ADP	90.51	0.00	0.00	0.00	0.00	90.51
Anne-Karin Atwood*	39.00	0.00	0.00	0.00	0.00	39.00
Annie's Cleaning Service	600.00	0.00	0.00	0.00	0.00	600.00
AT & T*	535.75	295.66	0.00	0.00	0.00	831.41
Cintas Corporation #623	0.00	427.15	0.00	0.00	0.00	427.15
County Of Placer*	4.00	0.00	0.00	0.00	0.00	4.00
Ernest M Brassard	202.50	0.00	0.00	0.00	0.00	202.50
Google LLC	162.00	0.00	0.00	0.00	0.00	162.00
Ideal Wild	0.00	43,400.00	0.00	0.00	0.00	43,400.00
InBloom Marketing	115.00	0.00	0.00	0.00	0.00	115.00
InfiniSource Benefits	70.00	0.00	0.00	0.00	0.00	70.00
Jeffrey Hentz	139.15	0.00	0.00	0.00	0.00	139.15
Kaplowe Studios, LLC.	199.00	0.00	0.00	0.00	0.00	199.00
Karen Colbert	87.00	0.00	0.00	0.00	0.00	87.00
Keith Design Group	0.00	2,925.00	0.00	0.00	0.00	2,925.00
Kym Fabel	58.65	0.00	0.00	0.00	0.00	58.65
Liberty Utilities*	0.00	463.97	0.00	0.00	0.00	463.97
Liz Bowling	81.19	0.00	0.00	0.00	0.00	81.19
Maureen Mullican	37.50	0.00	0.00	0.00	0.00	37.50
North Lake Tahoe Marketing Co-op	5,115.38	0.00	0.00	0.00	0.00	5,115.38
Placer County Tax Collector	0.00	163.86	0.00	0.00	0.00	163.86
Porter Simon*	300.00	0.00	0.00	0.00	0.00	300.00
Sarah Winters	39.00	0.00	0.00	0.00	0.00	39.00
SDBX Studio, LLC.	850.00	0.00	0.00	0.00	0.00	850.00
Southwest Gas Corporation*	11.00	0.00	0.00	0.00	0.00	11.00
Swigard's True Value Hardware, Inc.*	0.00	0.00	7.50	0.00	0.00	7.50
Tahoe Truckee Sierra Disposal*	236.67	0.00	0.00	0.00	0.00	236.67
Uline	324.74	0.00	0.00	0.00	0.00	324.74
Van Siclen, DeWitt	86.02	0.00	0.00	0.00	0.00	86.02
Wells Fargo Financial Leasing	365.37	0.00	0.00	0.00	0.00	365.37
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	78.00	78.00
YIG Administration	108.25	0.00	0.00	0.00	0.00	108.25
TOTAL	9,857.68	47,675.64	7.50	0.00	78.00	57,618.82

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	232,754	238,682	(5,928)	232,754	238,682	(5,928)	4,043,822
4200-00 • Membership Dues Revenue	11,348	10,417	931	11,348	10,417	931	125,000
4250-00 • Revenues-Membership Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	0	0	0	19,000
4250-05 • Sponsorships	0	0	0	0	0	0	19,000
4250-01 • Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 • Community Awards	0	0	0	0	0	0	58,000
4250-02 • Chamber Events	0	0	0	0	0	0	6,000
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,000
4251-00 • Tues AM Breakfast Club - Other	0	0	0	0	0	0	4,000
Total 4251-00 • Tues AM Breakfast Club	0	0	0	0	0	0	6,000
4250-00 • Revenues-Membership Activities - Other	50	0	50	50	0	50	0
Total 4250-00 • Revenues-Membership Activities	50	0	50	50	0	50	72,500
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
46000 • Merchandise Sales							
4602-00 • Non-Retail VIC Income	672	0	672	672	0	672	0
4604-00 • Retail Revenue - Other	230	0	230	230	0	230	0
46000 • Merchandise Sales - Other	11,336	6,000	5,336	11,336	6,000	5,336	85,000
Total 46000 • Merchandise Sales	12,238	6,000	6,238	12,238	6,000	6,238	85,000
Total Income	256,390	255,099	1,291	256,390	255,099	1,291	4,328,822
Gross Profit	256,390	255,099	1,291	256,390	255,099	1,291	4,328,822
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	5,921	7,049	(1,128)	5,921	7,049	(1,128)	84,586
5030-00 • P/R - Health Insurance Expense	8,353	11,750	(3,397)	8,353	11,750	(3,397)	141,000
5040-00 • P/R - Workmans Comp	755	1,128	(372)	755	1,128	(372)	13,532
5060-00 • 401 (k)	2,565	3,308	(743)	2,565	3,308	(743)	39,700
5070-00 • Other Benefits and Expenses	175	428	(253)	175	428	(253)	5,135
5000-00 • Salaries & Wages - Other	85,493	94,593	(9,100)	85,493	94,593	(9,100)	1,135,121
Total 5000-00 • Salaries & Wages	103,263	118,256	(14,994)	103,263	118,256	(14,994)	1,419,074
5100-00 • Rent							
5110-00 • Utilities	863	982	(119)	863	982	(119)	11,655
5140-00 • Repairs & Maintenance	87	888	(802)	87	888	(802)	10,660
5150-00 • Office - Cleaning	600	1,058	(458)	600	1,058	(458)	12,700
5100-00 • Rent - Other	13,330	12,648	682	13,330	12,648	682	152,798
Total 5100-00 • Rent	14,880	15,576	(696)	14,880	15,576	(696)	187,813
5310-00 • Telephone							
5320-00 • Telephone	2,179	1,924	255	2,179	1,924	255	23,088
Total 5310-00 • Telephone	2,179	1,924	255	2,179	1,924	255	23,088
5420-00 • Mail - USPS	0	161	(161)	0	161	(161)	2,080
5510-00 • Insurance/Bonding	269	1,692	(1,423)	269	1,692	(1,423)	20,300
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	131	287	(155)	131	287	(155)	3,440
5520-00 • Supplies - Other	889	7,598	(6,709)	889	7,598	(6,709)	91,174
Total 5520-00 • Supplies	1,020	7,885	(6,864)	1,020	7,885	(6,864)	94,614
5700-00 • Equipment Support & Maintenance	2,379	2,267	112	2,379	2,267	112	27,200
5710-00 • Taxes, Licenses & Fees	1,146	1,025	121	1,146	1,025	121	12,300
5740-00 • Equipment Rental/Leasing	365	969	(604)	365	969	(604)	11,630
5800-00 • Training Seminars	0	1,667	(1,667)	0	1,667	(1,667)	22,000
5850-00 • Artist of Month - Commissions	240	250	(10)	240	250	(10)	3,000
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	300	750	(450)	300	750	(450)	9,000
5920-00 • Professional Fees - Accountant	0	0	0	0	0	0	26,000
5921-00 • Professional Fees - Other	0	2,750	(2,750)	0	2,750	(2,750)	134,000
Total 5900-00 • Professional Fees	300	3,500	(3,200)	300	3,500	(3,200)	169,000
5941-00 • Research & Planning	0	1,250	(1,250)	0	1,250	(1,250)	55,000
6020-00 • Programs							
6016-00 • Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	0	0	0	0	0	0	80,000
6420-00 • Events							
6420-01 • Sponsorships							
6421-01 • 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 • Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 • Spartan	0	0	0	0	0	0	180,900
6421-07 • Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Bud...
6421-10 • WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 • Enduro	0	0	0	0	0	0	31,500
6421-18 • Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 • Sponsorships	0	0	0	0	0	0	529,000
6421-00 • New Event Development	0	0	0	0	0	0	30,000
6424-00 • Event Operation Expenses	0	0	0	0	0	0	6,000
Total 6420-00 • Events	0	0	0	0	0	0	565,000
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	285	0	285	295	0	295	28,000
6436-00 • Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	1,000
6437-00 • Tuesday Morning Breakfast Club	0	0	0	0	0	0	3,000
6442-00 • Public Relations/Website	569	417	152	569	417	152	5,000
6423-00 • Membership Activities - Other	915	417	498	915	417	498	5,000
Total 6423-00 • Membership Activities	1,779	833	946	1,779	833	946	42,000
6730-00 • Marketing Cooperative/Media	79,439	79,439	0	79,439	79,439	0	1,000,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	1,667	(1,667)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	399	1,000	(601)	399	1,000	(601)	232,000
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	0	0	0	0	0	0	10,000
6743-03 • Touch Lake Tahoe	0	0	0	0	0	0	10,000
6743-04 • High Notes	0	0	0	0	0	0	10,000
6743-05 • Peak Your Adventure	0	0	0	0	0	0	10,000
6743-06 • Regional Reopening	0	0	0	0	0	0	40,000
Total 6743-00 • BACC Marketing Programs	0	0	0	0	0	0	80,000
7500-00 • Trade Shows/Travel	0	1,250	(1,250)	0	1,250	(1,250)	15,000
8100-00 • Cost of Goods Sold							
81100 • Freight and Shipping Costs	379	125	254	379	125	254	1,500
8100-01 • CGS - Other	43,102	0	43,102	43,102	0	43,102	0
8100-00 • Cost of Goods Sold - Other	5,878	2,682	3,196	5,878	2,682	3,196	38,000
Total 8100-00 • Cost of Goods Sold	49,359	2,807	46,552	49,359	2,807	46,552	39,500
8200-00 • Associate Relations	163	113	51	163	113	51	1,600
8300-00 • Board Functions	0	0	0	0	0	0	7,000
8500-00 • Credit Card Fees	346	282	64	346	282	64	5,850
8600-00 • Additional Opportunities	4,000	10,000	(6,000)	4,000	10,000	(6,000)	120,000
8700-00 • Automobile Expenses	365	329	36	365	329	36	5,450
8760-00 • Meals/Meetings	0	513	(513)	0	513	(513)	8,900
8810-00 • Dues & Subscriptions	390	1,254	(864)	390	1,254	(864)	17,900
8910-00 • Travel	0	0	0	0	0	0	12,600
Total Expense	262,280	255,907	6,373	262,280	255,907	6,373	4,299,899
Net Ordinary Income	(5,890)	(808)	(5,082)	(5,890)	(808)	(5,082)	28,924
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	17	0	17	17	0	17	0
Total Other Income	17	0	17	17	0	17	0
Other Expense							
8990-00 • Allocated	0	(0)	0	0	(0)	0	0
Total Other Expense	0	(0)	0	0	(0)	0	0
Net Other Income	17	0	17	17	0	17	(0)
Net Income	(5,873)	(808)	(5,065)	(5,873)	(808)	(5,065)	28,924

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
July 2020

Accrual Basis

	Jul 20	Jul 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 • County of Placer TOT Funding	232,754	588,077	-355,323	-60%
4200-00 • Membership Dues Revenue	11,348	11,069	279	3%
4250-00 • Revenues-Membership Activities	50	600	-550	-92%
4600-00 • Commissions				
4601-00 • Commissions - South Shore	0	6,563	-6,563	-100%
4600-00 • Commissions - Other	0	681	-681	-100%
Total 4600-00 • Commissions	0	7,245	-7,245	-100%
46000 • Merchandise Sales				
4502-00 • Non-Retail VIC income	672	20	652	3,260%
4504-00 • Retail Revenue - Other	230	0	230	100%
46000 • Merchandise Sales - Other	11,336	14,354	-3,018	-21%
Total 46000 • Merchandise Sales	12,238	14,374	-2,136	-15%
Total Income	256,390	621,364	-364,975	-59%
Gross Profit	256,390	621,364	-364,975	-59%
Expense				
5000-00 • Salaries & Wages				
5000-01 • In-Market Administration	0	0	0	0%
5010-00 • Sales Commissions	0	1,876	-1,876	-100%
5020-00 • P/R - Tax Expense	5,921	5,803	118	2%
5030-00 • P/R - Health Insurance Expense	8,353	7,937	416	5%
5040-00 • P/R - Workmans Comp	755	447	308	69%
5060-00 • 401 (k)	2,565	2,752	-187	-7%
5070-00 • Other Benefits and Expenses	175	155	20	13%
5000-00 • Salaries & Wages - Other	85,493	78,597	6,896	9%
Total 5000-00 • Salaries & Wages	103,263	97,568	5,695	6%
5100-00 • Rent				
5110-00 • Utilities	863	977	-114	-12%
5140-00 • Repairs & Maintenance	87	187	-100	-54%
5150-00 • Office - Cleaning	600	550	50	9%
5100-00 • Rent - Other	13,330	13,058	272	2%
Total 5100-00 • Rent	14,880	14,772	108	1%
5310-00 • Telephone				
5320-00 • Telephone	2,179	1,809	370	20%
Total 5310-00 • Telephone	2,179	1,809	370	20%
5420-00 • Mail - USPS	0	100	-100	-100%
5510-00 • Insurance/Bonding	269	730	-461	-63%
5520-00 • Supplies				
5525-00 • Supplies- Computer <\$1000	131	10	121	1,215%
5520-00 • Supplies - Other	889	1,047	-159	-15%
Total 5520-00 • Supplies	1,020	1,057	-37	-4%
5610-00 • Depreciation	0	118	-118	-100%
5700-00 • Equipment Support & Maintenance	2,379	0	2,379	100%
5710-00 • Taxes, Licenses & Fees	1,146	816	330	40%
5740-00 • Equipment Rental/Leasing	365	1,108	-743	-67%
5850-00 • Artist of Month - Commissions	240	726	-486	-67%
5900-00 • Professional Fees				
5910-00 • Professional Fees - Attorneys	300	0	300	100%
5921-00 • Professional Fees - Other	0	10,148	-10,148	-100%
Total 5900-00 • Professional Fees	300	10,148	-9,848	-97%
6420-00 • Events				
6420-01 • Sponsorships				
6421-06 • Spartan	0	250,000	-250,000	-100%
Total 6420-01 • Sponsorships	0	250,000	-250,000	-100%
Total 6420-00 • Events	0	250,000	-250,000	-100%
6423-00 • Membership Activities				
6434-00 • Community Awards Dinner	295	285	10	4%
6436-00 • Membership - Wnt/Sum Rec Lunch	0	318	-318	-100%
6442-00 • Public Relations/Website	569	309	260	84%
6444-00 • Trades	0	0	0	0%

North Lake Tahoe Resort Association
Profit & Loss Prev Year Comparison
July 2020

Accrual Basis

	Jul 20	Jul 19	\$ Change	% Change
6423-00 • Membership Activities - Other	915	570	345	61%
Total 6423-00 • Membership Activities	1,779	1,482	297	20%
6730-00 • Marketing Cooperative/Media	79,439	195,584	-116,145	-59%
6742-00 • Non-NLT Co-Op Marketing Program	399	729	-330	-45%
6743-00 • BACC Marketing Programs				
6743-04 • High Notes	0	0	0	0%
6743-05 • Peak Your Adventure	0	-1,000	1,000	100%
Total 6743-00 • BACC Marketing Programs	0	-1,000	1,000	100%
8100-00 • Cost of Goods Sold				
51100 • Freight and Shipping Costs	379	218	160	74%
59900 • POS Inventory Adjustments	0	10	-10	-100%
8100-01 • CGS - Other	43,102	0	43,102	100%
8100-00 • Cost of Goods Sold - Other	5,878	7,268	-1,390	-19%
Total 8100-00 • Cost of Goods Sold	49,359	7,496	41,863	559%
8200-00 • Associate Relations	163	100	63	63%
8500-00 • Credit Card Fees	346	633	-286	-45%
8600-00 • Additional Opportunitites	4,000	0	4,000	100%
8700-00 • Automobile Expenses	365	220	145	66%
8750-00 • Meals/Meetings	0	121	-121	-100%
8810-00 • Dues & Subscriptions	390	1,181	-791	-67%
8920-00 • Bad Debt	0	1,188	-1,188	-100%
Total Expense	262,280	586,667	-324,407	-55%
Net Ordinary Income	-5,890	34,678	-40,568	-117%
Other Income/Expense				
Other Income				
4700-00 • Revenues- Interest & Investment	17	24	-6	-27%
Total Other Income	17	24	-6	-27%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 • Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	17	24	-6	-27%
Net Income	-5,873	34,701	-40,574	-117%

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

Accrual Basis

11 - Marketing

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Fundng	160,402	160,402	(0)	160,402	160,402	(0)	2,983,637
Total Income	160,402	160,402	(0)	160,402	160,402	(0)	2,983,637
Gross Profit	160,402	160,402	(0)	160,402	160,402	(0)	2,983,637
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	1,217	1,667	(450)	1,217	1,667	(450)	20,000
5030-00 • P/R - Health Insurance Expense	3,598	4,000	(402)	3,598	4,000	(402)	48,000
5040-00 • P/R - Workmans Comp	130	125	5	130	125	5	1,500
5060-00 • 401 (k)	733	833	(100)	733	833	(100)	10,000
5070-00 • Other Benefits and Expenses	44	142	(98)	44	142	(98)	1,700
5000-00 • Salaries & Wages - Other	19,500	22,299	(2,799)	19,500	22,299	(2,799)	267,592
Total 5000-00 • Salaries & Wages	25,222	29,066	(3,844)	25,222	29,066	(3,844)	348,792
5100-00 • Rent							
5110-00 • Utilities	179	165	14	179	165	14	1,855
5140-00 • Repairs & Maintenance	0	75	(75)	0	75	(75)	900
5150-00 • Office - Cleaning	213	250	(37)	213	250	(37)	3,000
5100-00 • Rent - Other	2,478	2,229	248	2,478	2,229	248	27,777
Total 5100-00 • Rent	2,870	2,719	151	2,870	2,719	151	33,532
5310-00 • Telephone							
5320-00 • Telephone	543	549	(6)	543	549	(6)	6,588
Total 5310-00 • Telephone	543	549	(6)	543	549	(6)	6,588
5420-00 • Mail - USPS	0	34	(34)	0	34	(34)	560
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	100	0	100	100	0	100	0
5520-00 • Supplies - Other	80	1,716	(1,636)	80	1,716	(1,636)	20,594
Total 5520-00 • Supplies	180	1,716	(1,536)	180	1,716	(1,536)	20,594
5700-00 • Equipment Support & Maintenance	(4)	13	(17)	(4)	13	(17)	150
5710-00 • Taxes, Licenses & Fees	48	13	35	48	13	35	150
5740-00 • Equipment Rental/Leasing	91	167	(75)	91	167	(75)	2,000
5800-00 • Training Seminars	0	750	(750)	0	750	(750)	9,000
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	0	125	(125)	0	125	(125)	1,500
5921-00 • Professional Fees - Other	0	1,125	(1,125)	0	1,125	(1,125)	13,500
Total 5900-00 • Professional Fees	0	1,250	(1,250)	0	1,250	(1,250)	15,000
5941-00 • Research & Planning	0	0	0	0	0	0	40,000
6020-00 • Programs							
6016-00 • Special Event Partnership	0	0	0	0	0	0	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	0	0	0	0	0	0	80,000
6420-00 • Events							
6420-01 • Sponsorships							
6421-01 • 4th of July Fireworks	0	0	0	0	0	0	20,000
6421-04 • Broken Arrow Skyrace	0	0	0	0	0	0	25,400
6421-06 • Spartan	0	0	0	0	0	0	180,900
6421-07 • Tahoe Lacrosse Tournament	0	0	0	0	0	0	6,000
6421-10 • WinterWonderGrass - Tahoe	0	0	0	0	0	0	24,400
6421-17 • Enduro	0	0	0	0	0	0	31,500
6421-18 • Sponsorships - Other	0	0	0	0	0	0	240,800
Total 6420-01 • Sponsorships	0	0	0	0	0	0	529,000
6421-00 • New Event Development	0	0	0	0	0	0	30,000
6424-00 • Event Operation Expenses	0	0	0	0	0	0	6,000
Total 6420-00 • Events	0	0	0	0	0	0	565,000
6730-00 • Marketing Cooperative/Media	79,439	74,469	4,970	79,439	74,469	4,970	925,000
6742-00 • Non-NLT Co-Op Marketing Program	199	0	199	199	0	199	220,000
6743-00 • BACC Marketing Programs							
6743-01 • Shop Local	0	0	0	0	0	0	10,000
6743-03 • Touch Lake Tahoe	0	0	0	0	0	0	10,000
6743-04 • High Notes	0	0	0	0	0	0	10,000
6743-05 • Peak Your Adventure	0	0	0	0	0	0	10,000
6743-06 • Regional Reopening	0	0	0	0	0	0	40,000
Total 6743-00 • BACC Marketing Programs	0	0	0	0	0	0	80,000
8200-00 • Associate Relations	32	0	32	32	0	32	250
8600-00 • Additional Opportunities	3,350	7,917	(4,567)	3,350	7,917	(4,567)	95,000
8700-00 • Automobile Expenses	57	0	57	57	0	57	1,500
8750-00 • Meals/Meetings	0	0	0	0	0	0	2,750
8810-00 • Dues & Subscriptions	42	0	42	42	0	42	2,850
8910-00 • Travel	0	0	0	0	0	0	11,100

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

Accrual Basis

11 - Marketing

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Total Expense	112,070	118,662	(6,593)	112,070	118,662	(6,593)	2,459,816
Net Ordinary Income	48,333	41,740	6,593	48,333	41,740	6,593	523,821
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	17	0	17	17	0	17	0
Total Other Income	17	0	17	17	0	17	0
Other Expense							
8990-00 - Allocated	32,849	41,775	(8,926)	32,849	41,775	(8,926)	524,426
Total Other Expense	32,849	41,775	(8,926)	32,849	41,775	(8,926)	524,426
Net Other Income	(32,832)	(41,775)	8,943	(32,832)	(41,775)	8,943	(524,426)
Net Income	15,501	(34)	15,536	15,501	(34)	15,536	(605)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	30,310	30,310	0	30,310	30,310	0	384,054
Total Income	30,310	30,310	0	30,310	30,310	0	384,054
Gross Profit	30,310	30,310	0	30,310	30,310	0	384,054
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,070	1,157	(87)	1,070	1,157	(87)	13,886
5030-00 - P/R - Health Insurance Expense	786	2,042	(1,256)	786	2,042	(1,256)	24,500
5040-00 - P/R - Workmans Comp	88	167	(78)	88	167	(78)	2,000
5060-00 - 401 (k)	590	500	90	590	500	90	6,000
5070-00 - Other Benefits and Expenses	47	38	10	47	38	10	450
5000-00 - Salaries & Wages - Other	15,437	14,030	1,406	15,437	14,030	1,406	168,365
Total 5000-00 - Salaries & Wages	18,018	17,933	85	18,018	17,933	85	215,201
5100-00 - Rent							
5110-00 - Utilities	96	75	21	96	75	21	900
5140-00 - Repairs & Maintenance	0	22	(22)	0	22	(22)	260
5150-00 - Office - Cleaning	133	142	(8)	133	142	(8)	1,700
5100-00 - Rent - Other	1,163	1,167	(3)	1,163	1,167	(3)	14,000
Total 5100-00 - Rent	1,393	1,405	(12)	1,393	1,405	(12)	16,860
5310-00 - Telephone							
5320-00 - Telephone	339	267	73	339	267	73	3,200
Total 5310-00 - Telephone	339	267	73	339	267	73	3,200
5420-00 - Mail - USPS	0	17	(17)	0	17	(17)	200
5520-00 - Supplies							
5525-00 - Supplies- Computer <\$1000	0	45	(45)	0	45	(45)	540
5520-00 - Supplies - Other	50	113	(63)	50	113	(63)	1,350
Total 5520-00 - Supplies	50	158	(108)	50	158	(108)	1,890
5710-00 - Taxes, Licenses & Fees	30	8	21	30	8	21	100
5740-00 - Equipment Rental/Leasing	40	83	(43)	40	83	(43)	1,000
5800-00 - Training Seminars	0	0	0	0	0	0	2,000
6730-00 - Marketing Cooperative/Media	0	4,970	(4,970)	0	4,970	(4,970)	75,000
8750-00 - Meals/Meetings	0	29	(29)	0	29	(29)	350
8810-00 - Dues & Subscriptions	0	63	(63)	0	63	(63)	750
Total Expense	19,871	24,933	(5,062)	19,871	24,933	(5,062)	316,551
Net Ordinary Income	10,439	5,377	5,062	10,439	5,377	5,062	67,503
Other Income/Expense							
Other Expense							
8990-00 - Allocated	4,226	5,377	(1,151)	4,226	5,377	(1,151)	67,503
Total Other Expense	4,226	5,377	(1,151)	4,226	5,377	(1,151)	67,503
Net Other Income	(4,226)	(5,377)	1,151	(4,226)	(5,377)	1,151	(67,503)
Net Income	6,213	(0)	6,213	6,213	(0)	6,213	0

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

Accrual Basis

42 - Visitor Center

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOY Funding	32,315	38,243	(5,928)	32,315	38,243	(5,928)	457,711
46000 • Merchandise Sales							
4502-00 • Non-Retail VJC Income	672	0	672	672	0	672	0
4504-00 • Retail Revenue - Other	230	0	230	230	0	230	0
46000 • Merchandise Sales - Other	11,336	6,000	5,336	11,336	6,000	5,336	85,000
Total 46000 • Merchandise Sales	12,238	6,000	6,238	12,238	6,000	6,238	85,000
Total Income	44,553	44,243	310	44,553	44,243	310	542,711
Gross Profit	44,553	44,243	310	44,553	44,243	310	542,711
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	1,235	1,292	(56)	1,235	1,292	(56)	15,560
5030-00 • P/R - Health Insurance Expense	1,168	1,583	(416)	1,168	1,583	(416)	19,000
5040-00 • P/R - Workmans Comp	408	433	(25)	408	433	(25)	5,200
5060-00 • 401 (k)	485	417	68	485	417	68	5,000
5070-00 • Other Benefits and Expenses	13	82	(68)	13	82	(68)	982
5000-00 • Salaries & Wages - Other	12,565	15,568	(3,003)	12,565	15,568	(3,003)	186,818
Total 5000-00 • Salaries & Wages	15,875	19,375	(3,500)	15,875	19,375	(3,500)	232,500
5100-00 • Rent							
5110-00 • Utilities	373	583	(211)	373	583	(211)	7,000
5140-00 • Repairs & Maintenance	0	458	(458)	0	458	(458)	5,500
5150-00 • Office - Cleaning	0	358	(358)	0	358	(358)	4,300
5100-00 • Rent - Other	6,631	6,721	(90)	6,631	6,721	(90)	80,650
Total 5100-00 • Rent	7,003	8,121	(1,117)	7,003	8,121	(1,117)	97,450
5310-00 • Telephone							
5320-00 • Telephone	263	238	25	263	238	25	2,850
Total 5310-00 • Telephone	263	238	25	263	238	25	2,850
5420-00 • Mail - USPS	0	17	(17)	0	17	(17)	200
5520-00 • Supplies							
5525-00 • Supplies - Computer <\$1000	0	75	(75)	0	75	(75)	906
5520-00 • Supplies - Other	571	2,917	(2,346)	571	2,917	(2,346)	35,000
Total 5520-00 • Supplies	571	2,992	(2,421)	571	2,992	(2,421)	35,900
5700-00 • Equipment Support & Maintenance	0	4	(4)	0	4	(4)	50
5710-00 • Taxes, Licenses & Fees	29	4	25	29	4	25	50
5740-00 • Equipment Rental/Leasing	73	129	(56)	73	129	(56)	1,550
5800-00 • Training Seminars	0	250	(250)	0	250	(250)	3,000
5850-00 • Artist of Month - Commissions	240	250	(10)	240	250	(10)	3,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	1,667	(1,667)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	200	1,000	(800)	12,000
8100-00 • Cost of Goods Sold							
81100 • Freight and Shipping Costs	379	125	254	379	125	254	1,500
8100-01 • CGS - Other	43,102	0	43,102	43,102	0	43,102	0
8100-00 • Cost of Goods Sold - Other	5,878	2,682	3,196	5,878	2,682	3,196	38,000
Total 8100-00 • Cost of Goods Sold	49,359	2,807	46,552	49,359	2,807	46,552	39,500
8200-00 • Associate Relations	0	17	(17)	0	17	(17)	200
8500-00 • Credit Card Fees	326	282	44	326	282	44	4,000
8700-00 • Automobile Expenses	59	46	13	59	46	13	550
8750-00 • Meals/Meetings	0	33	(33)	0	33	(33)	400
8810-00 • Dues & Subscriptions	0	8	(8)	0	8	(8)	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	73,998	37,239	36,759	73,998	37,239	36,759	454,800
Net Ordinary Income	(29,445)	7,004	(36,449)	(29,445)	7,004	(36,449)	87,911
Other Income/Expense							
Other Expense							
8950-00 • Allocated	6,076	7,004	(927)	6,076	7,004	(927)	87,921
Total Other Expense	6,076	7,004	(927)	6,076	7,004	(927)	87,921
Net Other Income	(6,076)	(7,004)	927	(6,076)	(7,004)	927	(87,921)
Net Income	(35,521)	0	(35,521)	(35,521)	0	(35,521)	(10)

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

Accrual Basis

51 - TMPI

	Jul 20	Budget	\$ Over Bu...	Jul 20	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	9,727	9,727	0	9,727	9,727	0	218,419
Total Income	9,727	9,727	0	9,727	9,727	0	218,419
Gross Profit	9,727	9,727	0	9,727	9,727	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	108	225	(117)	108	225	(117)	2,700
5030-00 · P/R - Health Insurance Expense	163	167	(4)	163	167	(4)	2,000
5040-00 · P/R - Workmans Comp	7	175	(168)	7	175	(168)	2,100
5060-00 · 401 (k)	0	167	(167)	0	167	(167)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	1	17	(16)	203
5000-00 · Salaries & Wages - Other	1,770	3,836	(2,065)	1,770	3,836	(2,065)	46,026
Total 5000-00 · Salaries & Wages	2,049	4,586	(2,537)	2,049	4,586	(2,537)	55,029
5100-00 · Rent							
5110-00 · Utilities	1	0	1	1	0	1	0
5150-00 · Office - Cleaning	7	0	7	7	0	7	0
Total 5100-00 · Rent	8	0	8	8	0	8	0
5310-00 · Telephone							
5320-00 · Telephone	11	0	11	11	0	11	0
Total 5310-00 · Telephone	11	0	11	11	0	11	0
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	3	0	3	3	0	3	0
5520-00 · Supplies - Other	2	2,083	(2,082)	2	2,083	(2,082)	25,000
Total 5520-00 · Supplies	5	2,083	(2,079)	5	2,083	(2,079)	25,000
5710-00 · Taxes, Licenses & Fees	1			1			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	0	0	0	0	0	0	100,000
Total 5900-00 · Professional Fees	0	0	0	0	0	0	100,000
Total Expense	2,074	6,669	(4,595)	2,074	6,669	(4,595)	180,029
Net Ordinary Income	7,653	3,058	4,595	7,653	3,058	4,595	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,405	3,058	(653)	2,405	3,058	(653)	38,390
Total Other Expense	2,405	3,058	(653)	2,405	3,058	(653)	38,390
Net Other Income	(2,405)	(3,058)	653	(2,405)	(3,058)	653	(38,390)
Net Income	5,248	0	5,248	5,248	0	5,248	0

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

Accrual Basis

60 - Membership

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 • Membership Dues Revenue	11,348	10,417	931	11,348	10,417	931	125,000
4250-00 • Revenues-Membership Activities							
4250-01 • Community Awards							
4250-04 • Silent Auction	0	0	0	0	0	0	19,000
4250-05 • Sponsorships	0	0	0	0	0	0	19,000
4250-01 • Community Awards - Other	0	0	0	0	0	0	20,000
Total 4250-01 • Community Awards	0	0	0	0	0	0	58,000
4250-02 • Chamber Events	0	0	0	0	0	0	6,000
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	0	0	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	0	0	0	0	0	2,000
4251-00 • Tues AM Breakfast Club - Other	0	0	0	0	0	0	4,000
Total 4251-00 • Tues AM Breakfast Club	0	0	0	0	0	0	6,000
4250-00 • Revenues-Membership Activities - Other	50	0	50	50	0	50	0
Total 4250-00 • Revenues-Membership Activities	50	0	50	50	0	50	72,500
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
Total Income	11,398	10,417	981	11,398	10,417	981	200,000
Gross Profit	11,398	10,417	981	11,398	10,417	981	200,000
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	194	458	(264)	194	458	(264)	5,500
5030-00 • P/R - Health Insurance Expense	459	667	(208)	459	667	(208)	8,000
5040-00 • P/R - Workmans Comp	17	33	(16)	17	33	(16)	400
5060-00 • 401 (k)	90	142	(51)	90	142	(51)	1,700
5070-00 • Other Benefits and Expenses	9	33	(24)	9	33	(24)	400
5000-00 • Salaries & Wages - Other	3,357	5,333	(1,977)	3,357	5,333	(1,977)	64,000
Total 5000-00 • Salaries & Wages	4,127	6,667	(2,540)	4,127	6,667	(2,540)	80,000
5100-00 • Rent							
5110-00 • Utilities	45	33	11	45	33	11	400
5140-00 • Repairs & Maintenance	0	8	(8)	0	8	(8)	100
5150-00 • Office - Cleaning	24	58	(34)	24	58	(34)	700
5100-00 • Rent - Other	646	638	8	646	638	8	7,650
Total 5100-00 • Rent	714	737	(23)	714	737	(23)	8,850
5310-00 • Telephone							
5320-00 • Telephone	82	121	(39)	82	121	(39)	1,450
Total 5310-00 • Telephone	82	121	(39)	82	121	(39)	1,450
5420-00 • Mail - USPS	0	10	(10)	0	10	(10)	120
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	2	0	2	2	0	2	0
5520-00 • Supplies - Other	22	167	(145)	22	167	(145)	2,000
Total 5520-00 • Supplies	24	167	(143)	24	167	(143)	2,000
5710-00 • Taxes, Licenses & Fees	9	0	9	9	0	9	0
5740-00 • Equipment Rental/Leasing	55	173	(119)	55	173	(119)	2,080
5900-00 • Professional Fees							
5921-00 • Professional Fees - Other	0	0	0	0	0	0	1,000
Total 5900-00 • Professional Fees	0	0	0	0	0	0	1,000
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	295	0	295	295	0	295	28,000
6436-00 • Membership - Wnt/Sum Rec Lunch	0	0	0	0	0	0	1,000
6437-00 • Tuesday Morning Breakfast Club	0	0	0	0	0	0	3,000
6442-00 • Public Relations/Website	569	417	152	569	417	152	5,000
6423-00 • Membership Activities - Other	915	417	498	915	417	498	5,000
Total 6423-00 • Membership Activities	1,779	833	946	1,779	833	946	42,000
8200-00 • Associate Relations	0	13	(13)	0	13	(13)	150
8500-00 • Credit Card Fees	20	0	20	20	0	20	1,850
8700-00 • Automobile Expenses	24	33	(9)	24	33	(9)	400
8750-00 • Meals/Meetings	0	33	(33)	0	33	(33)	400
8810-00 • Dues & Subscriptions	0	17	(17)	0	17	(17)	200
Total Expense	6,833	8,804	(1,971)	6,833	8,804	(1,971)	140,500
Net Ordinary Income	4,564	1,613	2,952	4,564	1,613	2,952	59,500
Other Income/Expense							
Other Expense							
8990-00 • Allocated	1,878	2,387	(508)	1,878	2,387	(508)	29,961
Total Other Expense	1,878	2,387	(508)	1,878	2,387	(508)	29,961
Net Other Income	(1,878)	(2,387)	508	(1,878)	(2,387)	508	(29,961)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Net Income	2,686	(774)	3,460	2,686	(774)	3,460	29,539

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

70 - Administration

Accrual Basis

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	2,095	2,250	(155)	2,095	2,250	(155)	27,000
5030-00 • P/R - Health Insurance Expense	2,180	3,292	(1,112)	2,180	3,292	(1,112)	39,500
5040-00 • P/R - Workmans Comp	105	194	(89)	105	194	(89)	2,332
5060-00 • 401 (k)	667	1,250	(583)	667	1,250	(583)	15,000
5070-00 • Other Benefits and Expenses	60	117	(57)	60	117	(57)	1,400
5000-00 • Salaries & Wages - Other	32,865	33,527	(662)	32,865	33,527	(662)	402,320
Total 5000-00 • Salaries & Wages	37,972	40,629	(2,657)	37,972	40,629	(2,657)	487,552
5100-00 • Rent							
5110-00 • Utilities	169	125	44	169	125	44	1,500
5140-00 • Repairs & Maintenance	87	325	(238)	87	325	(238)	3,900
5150-00 • Office - Cleaning	223	250	(27)	223	250	(27)	3,000
5100-00 • Rent - Other	2,413	1,893	519	2,413	1,893	519	22,720
Total 5100-00 • Rent	2,891	2,593	298	2,891	2,593	298	31,120
5310-00 • Telephone							
5320-00 • Telephone	941	750	191	941	750	191	9,000
Total 5310-00 • Telephone	941	750	191	941	750	191	9,000
5420-00 • Mail - USPS	0	83	(83)	0	83	(83)	1,000
5510-00 • Insurance/Bonding	269	1,692	(1,423)	269	1,692	(1,423)	20,300
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	27	167	(140)	27	167	(140)	2,000
5520-00 • Supplies - Other	164	603	(439)	164	603	(439)	7,230
Total 5520-00 • Supplies	191	769	(579)	191	769	(579)	9,230
5700-00 • Equipment Support & Maintenance	2,383	2,250	133	2,383	2,250	133	27,000
5710-00 • Taxes, Licenses & Fees	1,028	1,000	28	1,028	1,000	28	12,000
5740-00 • Equipment Rental/Leasing	106	417	(311)	106	417	(311)	5,000
5800-00 • Training Seminars	0	667	(667)	0	667	(667)	8,000
5800-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	300	625	(325)	300	625	(325)	7,500
5920-00 • Professional Fees - Accountant	0	0	0	0	0	0	26,000
5921-00 • Professional Fees - Other	0	1,625	(1,625)	0	1,625	(1,625)	19,500
Total 5900-00 • Professional Fees	300	2,250	(1,950)	300	2,250	(1,950)	53,000
5941-00 • Research & Planning	0	1,250	(1,250)	0	1,250	(1,250)	15,000
7500-00 • Trade Shows/Travel	0	1,250	(1,250)	0	1,250	(1,250)	15,000
8200-00 • Associate Relations	131	83	48	131	83	48	1,000
8300-00 • Board Functions	0	0	0	0	0	0	7,000
8600-00 • Additional Opportunitites	650	2,083	(1,433)	650	2,083	(1,433)	25,000
8700-00 • Automobile Expenses	225	250	(25)	225	250	(25)	3,000
8750-00 • Meals/Meetings	0	417	(417)	0	417	(417)	5,000
8810-00 • Dues & Subscriptions	347	1,167	(819)	347	1,167	(819)	14,000
Total Expense	47,435	59,600	(12,165)	47,435	59,600	(12,165)	748,202
Net Ordinary Income	(47,435)	(59,600)	12,165	(47,435)	(59,600)	12,165	(748,202)
Other Income/Expense							
Other Expense							
8990-00 • Allocated	(47,435)	(59,600)	12,165	(47,435)	(59,600)	12,165	(748,202)
Total Other Expense	(47,435)	(59,600)	12,165	(47,435)	(59,600)	12,165	(748,202)
Net Other Income	47,435	59,600	(12,165)	47,435	59,600	(12,165)	748,202
Net Income	0	(0)	0	0	(0)	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr July 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
07.08.2020	A	Apple	10192	USB Ethernet Adapter	\$31.40		5525-00/Alloc
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$139.15	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$31.40		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$139.15	

Signed By: Jeff Hentz
 Date: 8/12/2020

Approved By: Jim Phelan
 Date: 8/20/2020

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
		<u>BB</u>	<u>8/12/2020</u>		

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
MILEAGE REIMBURSEMENT

EMPLOYEE NAME: Hentz, Jeff

REPORT MONTH: Jul-20

[illegible]


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	JUL 28, 2020
Total Activity	\$60.12

 ** MEMO STATEMENT ONLY **
 DO NOT REMIT PAYMENT

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

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$60.12		\$0.00		\$0.00		\$60.12

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
07-08	07-07	55432860190200829601107	APPLE STORE #R186 RENO NV	31.40
		Tax ID: 942404110 Mer Ref: R186625090824 Mer Zip: 89511		
07-23	07-22	02305370204100090641058	TST* THE DAM CAFE TAHOE CITY CA	7.96
		Tax ID: 593057272 Mer Zip: 96145 Origin Zip: 96145		
07-23	07-22	02305370204100090641132	TST* THE DAM CAFE 530-581-0278 CA	20.76
		Tax ID: 593057272 Mer Zip: 96145 Origin Zip: 96145		

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For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$60.12
1-866-432-8161	Statement Date	Cash Advances	\$0.00
	JUL 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Disputed Amount	Total Activity	\$60.12
	\$0.00		

IMPORTANT INFORMATION ABOUT THIS STATEMENT

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

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

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



Apple Summit Sierra
13925 S. Virginia St Space # 220
Reno, NV 89511
summitsierra@apple.com
775-333-5460
www.apple.com/retail

July 07, 2020 04:55 PM

APPLE USB ETHERNET ADAPTER-USA \$ 29.00
Part Number: MC704LL/A
Return Date: Jul. 21, 2020
For Support, Visit: www.apple.com/support

Sub-Total \$ 29.00

Tax@8.26% \$ 2.40

Total \$ 31.40

Payment Method

Amount Paid Via MASTERCARD (Chip) \$ 31.40

---- 4616

010192



* R 1 8 6 6 2 5 0 9 0 8 *

Please debit my account ---- 4616 by \$ 31.40 (Sale)

Card Number: ---- 4616

Date/Time: 2020/07/07 16:54:45

Application ID: A0000000041010

Terminal ID: xxxx0018

Application PAN Sequence Number: 0

Device Id: 0018

Card Type: Credit

TVR: 0000008000

TSI: E800

No CVM

<http://apple.com/legal/sales-support/sales-policies/retail.html>
Get one year free* Apple TV+ when you buy a new iPhone, iPad, iPod
touch, Apple TV, or Mac. For details go to [https://www.apple.com/](https://www.apple.com/promo/)
promo/ *\$4.99 p/mo. after free trial. Plan auto-renews until cancelled.

A

NORTH LAKE TAHOE MARKETING COOP (NLTMC)

Employee Expense Report

Month/Yr July 2020

Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
07.23.2020	A	The Dam Café	n/a	lunch meeting with Kind Traveler	\$7.96		5280-00/91
07.23.2020	B	The Dam Café	97	lunch meeting with Kind Traveler	\$20.76		5280-00/91
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$28.72		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
 Date: 8/10/2020

Approved By: Jim Phelan
 Date: 8/20/2020

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
7/10/2020		BB	8/11/2020		


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	JUL 28, 2020
Total Activity	\$60.12

 ** MEMO STATEMENT ONLY **
 DO NOT REMIT PAYMENT

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

ACCOUNT MESSAGES

Your Bank of the West Mastercard includes an additional benefit: Mastercard ID Theft Protection with access to complimentary Identity Theft resolution services. The benefit also helps prevent identity theft by monitoring the Internet to identify compromised and potentially damaging use of personal information. To enroll your card, please visit: <https://mastercardus.idprotectiononline.com>.

ACCOUNT SUMMARY

JEFFREY HENTZ XXXX-XXXX-0150-4616	Purchases & Other Debits	+	Cash Advances	-	Credits	=	Total Activity
Account Total	\$60.12		\$0.00		\$0.00		\$60.12

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
07-08	07-07	55432860190200929601107	APPLE STORE #R186 RENO NV	31.40
		Tax ID: 942404110 Mer Ref: R186625090824 Mer Zip: 89511		
07-23	07-22	02305370204100090641058	TST* THE DAM CAFE TAHOE CITY CA	7.96
		Tax ID: 593057272 Mer Zip: 96145 Origin Zip: 96145		
07-23	07-22	02305370204100090641132	TST* THE DAM CAFE 530-581-0278 CA	20.76
		Tax ID: 593057272 Mer Zip: 96145 Origin Zip: 96145		

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 (B)

For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$60.12
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	JUL 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$60.12
	\$0.00		

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DeWitt Van Siclen

From: Jeffrey Hentz <jeff@gotahoenorth.com> on behalf of Jeffrey Hentz
Sent: Monday, August 10, 2020 12:25 PM
To: DeWitt Van Siclen
Subject: Re: Dam Cafe receipt for \$7.96 posted 7/21 or 7/22

Yes, it was and they didn't have the receipt available because charged on site versus the other was thru the APP they required.

It was for the same travel media group I was hosting ...it was for large water bottle and scone

Jeffrey Hentz
Chief Executive Officer

Phone: 530.581.8739
Cell: 407.466.1320

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



From: DeWitt Van Siclen <dewitt@gotahoenorth.com>
Date: Monday, August 10, 2020 at 11:56 AM
To: Jeffrey Hentz <jeff@gotahoenorth.com>
Subject: Dam Cafe receipt for \$7.96 posted 7/21 or 7/22

Hey Jeff, could you check your emails for a Dam Café receipt for \$7.96? I see two charges on your card and have one of the receipts. I tried calling them but they aren't answering their phone. I'm guessing it is for the same lunch meeting.

Thanks,

DeWitt Van Siclen
Staff Accountant | HR Assistant
North Lake Tahoe Resort Association
530.581.8706



north lake tahoe
Chamber | CVB | Resort Association

A

Sent from my iPhone

Begin forwarded message:

From: The Dam Cafe <no-reply@toasttab.com>
Date: July 21, 2020 at 12:13:33 PM PDT
To: "jeff@gotahoenorth.com" <jeff@gotahoenorth.com>
Subject: Online Order Receipt for \$20.76 at The Dam Cafe
Reply-To: "no-reply@toasttab.com" <no-reply@toasttab.com>

Powered by Toast

The Dam Cafe - 530-581-0278
Check #97 for Jeff Hentz
Pick up 12:23 PM PDT



The Dam Cafe
55 W Lake Blvd
Tahoe City, CA 96145
530-581-0278

**Online Ordering
- Takeout
Information**

When you RECEIVE A TEXT saying
order is complete, PICK UP @ FRONT
DOOR. THANK YOU!!

**Online Ordering - Takeout
(Online)**

Jeff Hentz 530-522-3223
jeff@gotahoenorth.com

Server: Default O

Check #97

Ordered: 07/21/20 12:13 PM

Due: 07/21/20 12:23 PM

JH
COOP
JESSICA BLOTTER
+
BUSINESS
PARTNER

How was your visit?



2 VEGGIE
BREAKFAST \$16.98
BURRITO
PEPPERJACK
CHEESE
Hot sauce

Subtotal \$16.98
Tax \$1.23
Tip \$2.55
Total \$20.76

Mastercard xxxxxxxx4616

Transaction Type Sale
Authorization Approved
Approval Code
Payment ID hmdWwWJrntPh

Thank You!

Come again soon!

Download the Toast TakeOut app

Food you love without the wait.



[Privacy Policy](#) | [Terms of Service](#) | [Refer a Restaurant & Earn \\$500](#)

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DeWitt Van Siclen

From: Jeffrey Hentz <jeff@gotahoenorth.com> on behalf of Jeffrey Hentz
Sent: Tuesday, July 21, 2020 1:59 PM
To: DeWitt Van Siclen
Subject: Re: Online Order Receipt for \$20.76 at The Dam Cafe

No worries and will include both next time.

I hosted for a lunch/snack over at Dam Café the founders of Kind Traveler that is an organization that is focused on connect sustainable travel consumers with destinations seeking same.

Jessica Blotter and spouse/biz partner I bought lunch and discussed our community and destination..

I would code entertainment with media/trade company reps.

Jeffrey Hentz
Chief Executive Officer

Phone: 530.581.8739
Cell: 407.466.1320

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



north lake tahoe

Chamber | CVB | Resort Association

From: DeWitt Van Siclen <dewitt@gotahoenorth.com>
Date: Tuesday, July 21, 2020 at 12:47 PM
To: Jeffrey Hentz <jeff@gotahoenorth.com>
Subject: RE: Online Order Receipt for \$20.76 at The Dam Cafe

Hey Jeff, when you forward receipts to me, could you provide info on what they are for so I know where to code them?

Also, with food receipts the county requires the names of those who are included in the bill.

Thanks!

DeWitt

From: Jeffrey Hentz [mailto:jeff@gotahoenorth.com]
Sent: Tuesday, July 21, 2020 12:35 PM
To: DeWitt Van Siclen <dewitt@gotahoenorth.com>
Subject: Fwd: Online Order Receipt for \$20.76 at The Dam Cafe



TBID Re-launch & Completion Process

The background of the slide is a scenic photograph of a lake. In the foreground, there are large, smooth, grey rocks. The water is a deep blue-green color, reflecting the sky. On the right side, there are green evergreen trees. The overall scene is peaceful and natural.

Overview

The TBID petition drive launched on Feb. 28, 2020 and was paused in late March due to COVID-19. The initial petition signing period produced a good quantity of signatures from a cross section of eligible business sectors that equated to 26% of the minimum 50.1% weighted level.

With the TBID petition signature process paused since March, the NLTRA's current objective is to "re-launch" the petition drive on Sept. 9 with a goal of reaching the 50.1% signature level minimum by Nov. 15, 2020.

The TBID re-launch has three (3) phases that will include the following tactics...

Phase 1

Completed:

- Re-engage Civitas on TBID process; finalize contract/fees for all services to completion
- Outreach to key NLT business owners on TBID re-launch timing
- Review TBID creative materials and refresh messaging
- Development of an additional education piece that clarifies differences of TOT and TBID funding structures
- Review TBID packet and final strategic approach (9/2 discussion with NLTRA Board of Directors)
- Ascertain signed petitions that were received since initial TBID launch and assign current weighted percentage (26%) for all signatures YTD

Next Steps:

- **Identify remaining businesses with unsigned TBID petitions; organize by sector and weighted average**
- **Finalize updated TBID signature packet**

The background of the slide is a scenic photograph of a lake. In the foreground, there are large, smooth, grey rocks. The water is a deep blue-green color, with some ripples visible. In the background, there are lush green trees, possibly evergreens, that line the shore. The overall scene is peaceful and natural.

Phase 2

Re-engage TBID petition signature efforts with all North Lake Tahoe business sectors

- CEO to conduct email and phone outreach over the next 4 weeks to unsigned businesses
- CEO to conduct personal meetings with key businesses that remain unsigned
- NLTRA to work with NTBA & TCDA on member outreach for TBID signatures
- NLTRA Board of Directors to conduct industry outreach with unsigned businesses
- Send separate letter to businesses that signed the petition with an update on TBID process, re-launch strategy, updated timeline, and enlist their help in communication with other businesses
- Conduct a Virtual Town Hall with the North Lake Tahoe business community; provide process update, timeline, and explain sense of urgency to sign petition

Phase 3

- Civitas to ascertain signatures at or above 50.1%
- Civitas submits signed petition to Placer County officials (Nov/Dec)
- Resolution of Intention (ROI) Filed with Placer County (Dec.)
- Notice of Public Hearing (Dec.)
- Placer County Board of Supervisors 1st Public Hearing (Jan. 2021)
- Placer County Board of Supervisors 2nd Public Hearing (Feb. 2021)
- **If no delays, TBID District begins collections of assessment in April 2021**

What A **TBID** Means For North Lake Tahoe



**Additional
Dollars**
for Infrastructure



**LOCAL
CONTROL**
of Funds



MAINTAIN
NLTRA'S Mission



Permits the region to
COMPETE WITH
Other Destinations
more Effectively



**STRONG
INDEPENDENT**
Voice for
North Lake Tahoe

What a TBID Means for North Lake Tahoe



Local Control

North Tahoe businesses control what, when and how TBID funds are spent.



Achievable Workforce Housing Solutions

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing.



Transportation Management & Improvements

Redirected TOT dollars will enhance and expand public transportation and improve traffic circulation.



Tourism Impact Offsets

TBID funds will be utilized to reduce tourism impacts on local communities.



Market The Region

TBID funding will help market the North Lake Tahoe region more effectively



Dear Business Owner,

The North Lake Tahoe Resort Association / Chamber of Commerce (NLTRA) is leading an effort to form a Tourism Business Improvement District (TBID) for the North Lake Tahoe region.

Enclosed is a Petition to form the North Lake Tahoe TBID. The formation of a TBID will provide resources to improve our local business communities, including:

\$4.1 Million

In Transient Occupancy Tax will be redirected to the North Tahoe region for transportation solutions, traffic management projects and workforce housing initiatives.

\$6 Million

In TBID revenues will bolster a year-round economy, offset tourism impacts and support local businesses.

What a TBID Means for North Lake Tahoe



Local Control

North Tahoe businesses control what, when and how TBID funds are spent.



Achievable Workforce Housing Solutions

Redirected TOT dollars will finance initiatives that increase the inventory of workforce housing.



Transportation Management & Improvements

Redirected TOT dollars will enhance and expand public transportation and improve traffic circulation.



Tourism Impact Offsets

TBID funds will be utilized to reduce tourism impacts on local communities.



Market The Region

TBID funding will help market the North Lake Tahoe region more effectively

Thank you,

Board of Directors, North Lake Tahoe Resort Association

For detailed information about the TBID and resources to learn more, please visit:

NLTRA.org/Resources/TBID Resources.

The NLTRA is hoping to receive signed petitions by March 16 to ensure votes are counted in a timely manner.

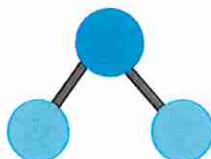
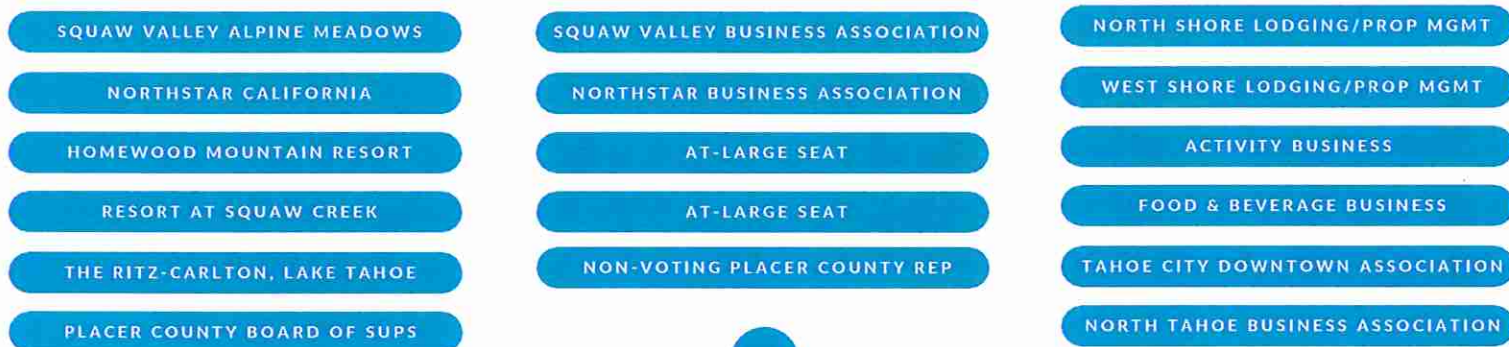
Rob Kautz
TBID Specialist

North Lake Tahoe Resort Association
NLTRA.org | GoTahoeNorth.com
Rob@GoTahoeNorth.com
P: 530.913.7101

GOVERNANCE STRUCTURE FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT

NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS

16 elected members comprise the Owners' Association for the NLTTBID, charged with responsibility to implement the Management District Plan



NORTH LAKE TAHOE TBID ADVISORY COMMITTEE

7-9 members, majority from assessed businesses, to advise NLTRA Board on implementation of the Management District Plan



ZONE ONE ADVISORY COMMITTEE

5-7 members, majority from assessed Zone One Lodging, recommend to NLTRA Board the use of Zone One specific funds



The North Tahoe TBID

AN INVESTMENT IN NORTH TAHOE'S FUTURE



north lake tahoe

Chamber | CVB | Resort Association

With **Your Support**
North Tahoe Secures



Two Funding Sources

\$4.1 Million

in Transient Occupancy Tax will be redirected to the North Tahoe region for transportation/traffic management projects and workforce housing initiatives.

\$6.3 Million

in TBID revenues will bolster a year-round North Tahoe economy, offset tourism impacts and support local businesses.

What a Tourism Business Improvement District Means for North Lake Tahoe

LOCAL CONTROL

North Tahoe businesses control what, when and how TBID funds are spent.

TRANSPORTATION & TRAFFIC MANAGEMENT IMPROVEMENTS

TOT dollars will be utilized to enhance and expand public transportation, and for projects and measures that reduce traffic congestion and improve traffic circulation.

ACHIEVABLE WORKFORCE HOUSING SOLUTIONS

TOT funding will provide financing for initiatives that increase the inventory of workforce housing.

TOURISM IMPACT OFFSETS

TBID funds will be utilized to reduce tourism impacts on local businesses and local communities.

Local Business Support

FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE

Bill Dietz

TAHOE LUXURY PROPERTIES

"Stable and strategic investment in our local housing, transportation and business infrastructure is critical. A TBID vote achieves this, and sets up our community, and our lodging properties, for a bright future."



Dan Tester

GRANITE PEAK MANAGEMENT

"We are at a critical crossroad and have a unique opportunity with a TBID. We are in favor of increased funding for transportation, affordable housing and marketing initiatives."



Andre Priemer

THE RITZ-CARLTON,
LAKE TAHOE

"A vote for the North Tahoe TBID is a step in ensuring the long-term vitality of our economy and community. Investments like this will ensure North Tahoe continues to be a world-class community, and a destination that supports vibrant businesses in all seasons."



Kylee Bigelow

TAHOE CITY DOWNTOWN
ASSOCIATION

"Tahoe City Downtown Association is supporting the TBID as we see it having great benefit for our community. This includes: local control over funds raised, \$4.1M freed up for workforce housing and transportation initiatives across the region, and a TBID that funds the NLTRA's and Business Associations' united support for our business community."



Alex Mourelatos

MOURELATOS
LAKESHORE RESORT

"Housing is, and has been, perhaps the most critical issue that our communities and our businesses face. Without adequate housing businesses struggle to operate and our communities become more transient and unstable. A vote for the North Tahoe TBID puts the wheels in motion to address this critical issue head on."



Brett Williams

AGATE BAY REALTY

"There's a reason why over 100 TBIDs have been successful in California. A TBID allows the local business community to retain locally generated funds, and make spending decisions, versus the municipality, which doesn't specialize in tourism."



Stephen Lamb

PLUMPOCK SQUAW
VALLEY INN

"PlumpJack Squaw Valley Inn is supportive of the TBID because funds will allow independence for local operators with a much needed focus on transportation, affordable workforce housing and traffic improvements for both full-time residents and visitors."



Ron Cohen

SQUAW VALLEY
ALPINE MEADOWS

"My experience with TBIDs (Mammoth Lakes, Olympic Valley) has been very positive. Revenues generated from TBIDs benefit businesses, residents and visitors, and enhance local communities."



Dave Wilderotter

TAHOE DAVE'S

"After being on the fence I've decided to full heartedly support the TBID process. I'm convinced we're not losing money as a community. We are gaining more control over more discretionary income. The county will continue to run transportation and add a trust for achievable housing through the current TOT process. The extra \$6 million in TBID funds plus \$4.1 million in TOT funds will be directed and spent by us, locally! Let's support this."



Tom Turner

TAHOE RESTAURANT
COLLECTION

"My three restaurants in the Lake Tahoe Basin are impacted by visitation fluctuations caused by weather, visitor preferences and traffic challenges. A TBID would focus on strategic marketing initiatives during these periods, supporting a year-round local economy."



Brendan Madigan

ALPENGLOW SPORTS

"Our North Lake community has long-standing and dire infrastructure shortcomings, ones that the current structure of governance has been unable to solve. This TBID opportunity is not only a chance to rally our community around one vision, but more importantly, allow locally generated funds and directives to be managed by those who understand our needs the most - the North Lake community. The change could be comprehensive and we'd be remiss not to support it."



Douglas Dale

WOLFDAL'S CUISINE UNIQUE

"The TBID vote is a unique two-for-one deal that allows us to implement transportation and housing solutions, while continuing to invest in our local business community. As a business that is directly affected by traffic and housing issues, this investment unlocks our ability to solve a critical issue that must be addressed for our community to thrive."





COVID RESPONSE: CONSUMER CHANNELS & VISITOR COMMUNICATIONS



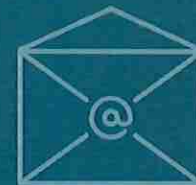
SOCIAL MEDIA

All channels on simmer with focus on safety and responsible travel



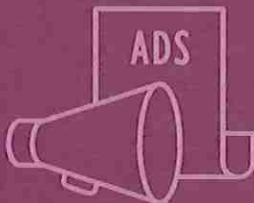
WEBSITE UPDATES

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



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 guidance



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 resources



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



Transient Occupancy Tax (TOT) is a rental tax paid by the guest for short-term rentals and hotel room nights up to 30 days. The tax paid by visitors helps fund projects that benefit Placer County as a whole. **TOT dollars generated go into a Placer County general fund and are controlled at the County level.** It is an added source of non-property tax revenue to Placer County. The current TOT percentage is at 10%.

A Tourism Business Improvement District (TBID) is a funding mechanism that activates all business sectors driven by tourism, not just lodging. **Dollars are controlled locally by the tourism-related businesses that agree to an assessment on their customers.** The North Lake Tahoe TBID would establish a 1 percent assessment of all gross revenues on tourism related businesses, including restaurants, retail and recreation. (Gas and grocery stores are excluded.) Lodging will have a 2 percent assessment, except for those in Squaw Valley Alpine Meadows and Northstar, which will be 1 percent since those areas already have assessments in place to fund transportation, such as the Mountaineer in Squaw Valley and Alpine. These assessments will be passed on to the customer at the point of sale.

Differences Between TOT & TBID Funding Structures

- 42% of visitors to North Lake Tahoe are only here for the day. These consumers avoid TOT contributions, eliminating their ability to support dire infrastructure needs. With a TBID in place, day visitors contribute to North Lake Tahoe's vitality through purchases at activity providers, restaurants, and retailers.
- A TBID provides local control over funds and independence from County control. North Lake Tahoe's Tourism industry has been seeking more local control over funding for a long time to address critical community needs including housing, traffic and trash mitigation.
- Unlike TOT funds, which can go into the Placer County general fund and are not guaranteed to be spent in North Tahoe, TBID funds must be spent on programs and activities that directly benefit the businesses paying the assessment. Again, this means more local control, more money spent on projects that are important to TBID members.
- If TBID doesn't pass, the likelihood that Placer County will RAISE TOT is almost a certainty in the next 12-18 months, which places more funds out of local control.

TBID's - A Proven Success Story

- There are currently more than 150 TBIDs, with the vast majority located in California, where the first TBID was created in West Hollywood in the early 1990s. Our neighbors, South Lake Tahoe and Truckee, formed TBIDs in 2006 and 2015, respectively.
- A TBID establishes more local control. The TBID, which is expected to generate over \$6 million per year, would replace County funding for the North Lake Tahoe Resort Association (NLTRA), as well as for the Tahoe City Down Association (TCDA) and North Tahoe Business Association (NTBA). This allows these organizations to advocate for the local business community in a much stronger way, eliminate membership dues, and give North Tahoe businesses a more independent voice.

- Placer County has committed to redirecting the \$4.1 million it currently allocates to the NLTRA and business associations to fund transportation solutions, tourism impact offsets and workforce housing initiatives.
- An anticipated \$6.3 Million in TBID revenues will bolster a year-round North Tahoe economy, offset tourism impacts and support local businesses.



FOR IMMEDIATE RELEASE

North Lake Tahoe Recruits Volunteers for Ambassador Program

Extending messages of safety and destination stewardship, Ambassadors will help foster overall community health

NORTH LAKE TAHOE, Calif. (Aug. 26, 2020) – North Lake Tahoe is seeking ambassadors to help expand education on destination stewardship and community safety. Local business organizations and Placer County officials have launched an Ambassador Program to assist with trash clean-up, distribution of personal protection equipment (PPE) and peer-to-peer communication in an effort to establish long-term solutions among North Lake Tahoe communities.

"Our hope is that coordinated clean-up efforts, combined with increased trash pickup service and the placement of additional receptacles and signage will evoke permanent change across eastern Placer County," explained Erin Casey, principal management analyst for Placer County. "Community outreach and visitor education will further support the infrastructure updates we have implemented to address these issues."

The North Lake Tahoe Ambassador Program will support existing community clean-up days while also focusing on safety messaging to help keep businesses open. Following two free PPE distribution days where hand sanitizer, face masks and yard signs were made available to businesses and community members at no cost, there are still ample supplies to share.

"We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open," explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Our goal is to provide opportunities for full-time residents to participate in and also educate and activate visitors and part-time residents to support these efforts and get involved with various aspects of destination stewardship – taking care of the environment as if it was their own home. While we are not promoting travel to North Lake Tahoe, we know there is an overwhelming desire for people to get outside and enjoy nature – we want to ensure they are doing so responsibly. Through a variety of content campaigns and the newly launched Ambassador Program, we are committed to ongoing efforts that support the region as a whole."

For more information on the Ambassador Program visit the blog on www.nltra.org. Volunteers will be asked to fill out a form and review a short training video. They will be provided with proper personal protection equipment (PPE) and education materials. Ambassadors select hours and days they want to volunteer and will be asked to log their time each week. The program will run year-round and is open to full and part-time residents and visitors.

Throughout the phased reopening process, the North Lake Tahoe Resort Association developed reopening toolkits for select business industries in the region, hosted Town Hall meetings to communicate effectively across each business sector, and worked closely with regional partners to advocate for safety messaging on trails and in front of high-trafficked areas. Coming soon is a facilitated Community Town Hall to address regional issues that have

surfaced amid COVID, which include increased day visitation and recreation usage across the Lake Tahoe basin. The solution-oriented approach will be formatted to take community feedback and identify various ways to address critical needs.

“We continue to listen to feedback from our local constituents,” continued Casey. “We are committed to the health and safety of North Lake Tahoe to ensure our community is a beautiful place to live, visit, work and play.”

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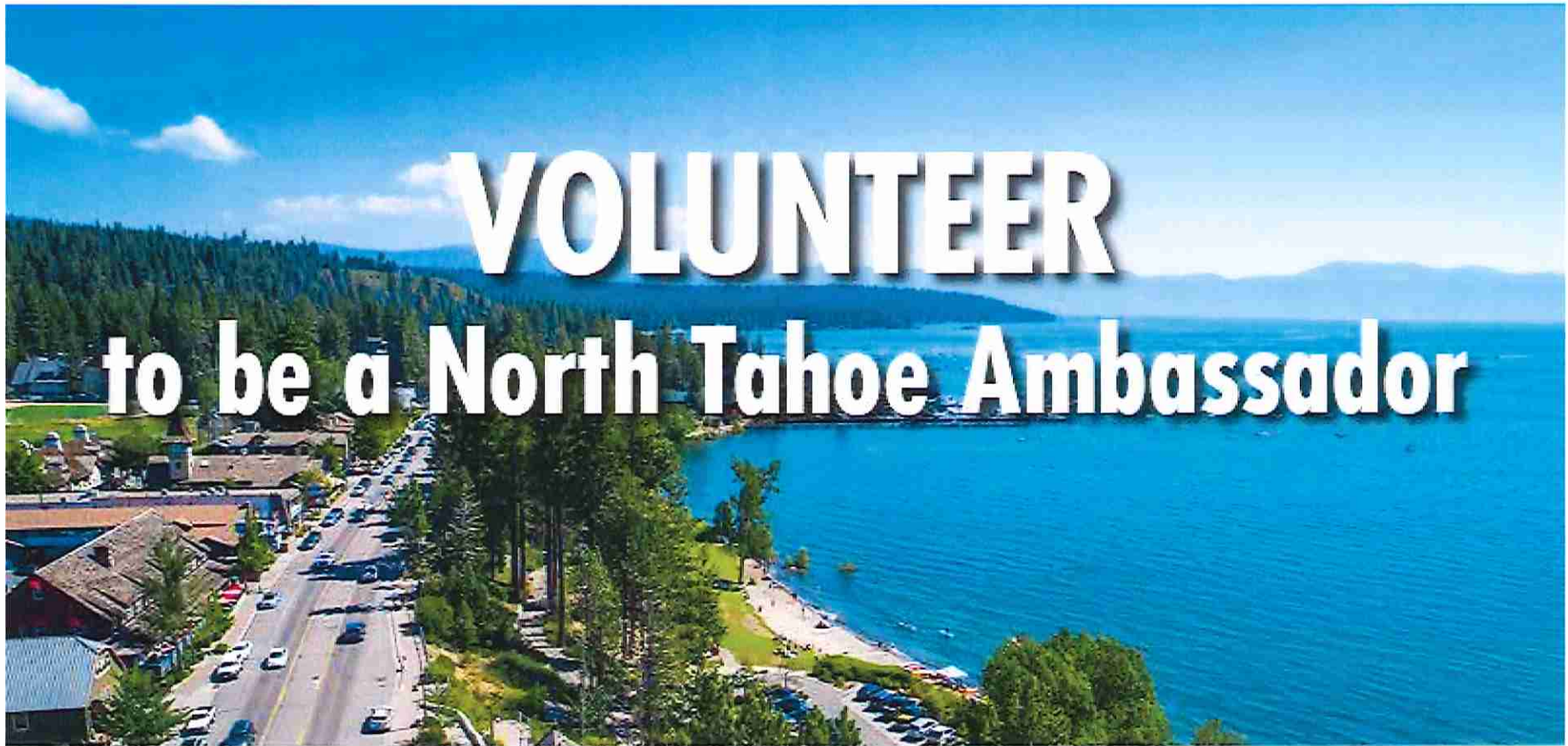
Press Contacts:

Liz Bowling, North Lake Tahoe Resort Association

liz@gotahoenorth.com or (303) 726-7104

Stephanie Herrera, Placer County

SHerrera@placer.ca.gov or (530) 889-4080



Masks/sanitizer handout | Trash bag giveaway | Litter pickup



Join today to become a North Lake Tahoe Ambassador

* Required



VOLUNTEER
to be a Tahoe Ambassador

Masks/sanitizer handout | Trash bag giveaway | Litter pickup

 north lake tahoe
Chamber & Resort Association

 NTRA
north tahoe tourism association

 TOGETHER

 COUNTY OF
Placer

 TAHOE
CITY

Thank you for volunteering to become a North Lake Tahoe Ambassador. We appreciate your time and energy to help keep our community clean, safe and continue to educate our visitors. Please fill out the application, read the job descriptions and your availability, and read and sign the safety protocols and volunteer liability forms. If you have any questions or concerns please feel free to reach out to us at info@northtahoebusiness.org. Otherwise our team will be in touch shortly in regards to our training session and getting you scheduled to be out as an Ambassador and leader in our community. Thank you

Application

1. Applicant Name (First, Last) *

2. Address (Street, City, State, Zip code) *

3. Phone *

4. Email address *

5. Emergency Contact (Name) *

6. Emergency Contact Phone *

.....

VOLUNTEERS UNDER THE AGE OF 18, PLEASE PROVIDE:

7. Guardian Name (First, Last)

.....

8. Guardian Address (Street, City, State, Zip code)

.....

9. Guardian Phone

.....

10. Do you have any health limitations that may restrict your performance of assigned duties *

Check all that apply.

☐ Yes

☐ No

Volunteer Duties and Descriptions

Volunteer Job descriptions

1. PPE handouts

Description:

- Get to know your local businesses by handing out face masks, hand sanitizer, gloves to local businesses
- Staff PPE giveaway booths
- Walk downtown and distribute PPE to businesses

Days/Times:

- 10 a.m. - 5 p.m. (choose times that work for you)
- PPE booths will be scheduled as supplies are distributed (Kings Beach Visitor Information Kiosk or North Lake Tahoe Visitors Center in Tahoe City)
- Downtown business distribution can be anytime during business hours

2. Trash bag giveaway

Description:

- Help clean up our communities and prized beaches by distributing free trash bags to visitors and asking them to pack their trash out
- Encourage visitors to take their trash home with them or find a trash receptacle that isn't full/has capacity
- Key locations: Speedboat Beach, Kings Beach SRA, Secline Beach, Moondunes Beach, Carnelian West Beach, North Tahoe Beach, Sandy Beach, Commons Beach, Skylandia, Chambers Landing

Days/Times:

- Monday-Sunday, weekends especially
- 10 a.m. -4 p.m. (choose times that work for you)

3. Litter Pickup

Description:

- Help clean up our communities and prized beaches by picking up litter in downtown corridors and popular areas
- Dispose of trash in dumpsters (not smaller trash receptacles) that have sufficient capacity
- Key locations: Downtown Kings Beach, Downtown Tahoe City, Speedboat Beach, Kings Beach SRA, Secline Beach, Moondunes Beach, Carnelian West Beach, North Tahoe Beach, Sandy Beach, Commons Beach, Skylandia, Chambers Landing

Days/Times:

- Monday-Sunday, weekends especially
- 10 a.m. -4 p.m. (choose times that work for you)

11. Which volunteer positions are you interested in? (select all that apply) *

Check all that apply.

☐ PPE Handout

☐ Trash Bag Giveaway

☐ Litter Pickup

12. Which NLT community locations are you able to serve? *

.....

13. What days of the week are you available to volunteer? (select all that apply)

Check all that apply.

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday

Safety Protocols and Agreements

Ambassador Program Safety Protocols

Thank you for volunteering! We want you to feel safe at all times. All volunteer ambassadors shall adhere to the following while volunteering:

1. Wear comfortable clothing, practical shoes, and use sun protection
2. Wear mask at all times while volunteering
3. Physically distance at least six feet from people
4. Use hand sanitizer and wash hands frequently
5. Wear gloves if handing out supplies
6. Wear gloves if picking up trash; don't handle anything without gloves; watch for sharp objects including but not limited to needles, glass shards, knives
7. Do not remove mask at any time while handling trash, even if you are working with family member
8. If you come across any items that appear to be of value (e.g. wallets, money, jewelry, prescription drugs, etc.) please contact the North Lake Tahoe Visitor Center at (530) 581-6900.
9. Please do not use public trash bins for hazardous or explosive items (e.g. batteries, fire crackers, dead animals, hypodermic needles, guns, ammunition, etc.). If you come across these items, please contact Placer County's Hazardous Materials Team at (530) 745-2300.
10. Please be friendly and helpful to members of the public. These volunteer tasks are not intended to serve as enforcement

14. I have carefully read, agree and understand by entering my name below I agree to the Ambassador Program safety protocols (enter full name below): *

.....

Placer County Short-Term Volunteer - Agreement and release regarding voluntary services (non-disaster service worker)

I, hereby acknowledge that I have voluntarily applied to participate in performing certain services for the County of Placer. I am voluntarily participating in these activities with the knowledge that there is some risk that I may be injured in the course of performing these services. I have been advised that, by Resolution of the Board of Supervisors, it is the policy of the County of Placer to cover volunteers as employees of the County for purposes of Workers Compensation Benefits. I also understand that, under Workers Compensation laws, Workers Compensation benefits will be the sole and exclusive remedy in the event I am injured while performing these volunteer activities and services.

With the exception of Workers' Compensation benefits as set out above, I hereby agree that, I, my heirs, guardians, legal representatives and assigns will not make a claim against or file an action against the County of Placer, or any of its agents, officers, or employees, for injury or damage resulting from negligence, howsoever caused, by any employee, agent, or officer of the County of Placer as a result of my participation in this volunteer activity or services. In addition, I hereby release and discharge the County of Placer, its agents, officers and employees from all actions, claims, and demands that I, my heirs, guardians, legal representatives or assigns now have or may hereafter have for injury or damage resulting from my participation in these volunteer activities or services.

15. I have carefully read this agreement and fully understand its contents. I am aware that this is a partial release of liability and a contract between myself and the County of Placer and sign it at my own free will. I understand that by entering my name below I am digitally signing and agreeing to the volunteer agreement and release information above: *

.....

This content is neither created nor endorsed by Google.

Google Forms



Zephyr Collaboration Proposal
Placer County Community Dialogues
August 18, 2020

Zephyr Collaboration is pleased to provide this proposal for the design and delivery of a community forum which supports creative discussions about the challenges most on the minds of Placer County residents such as tourism, trash and short-term rentals during a pandemic.

Zephyr Collaboration: Overview

Zephyr Collaboration provides facilitation and mediation services to government agencies and communities to address complex public policy challenges through collaborative public processes, conflict resolution, strategic planning and training.

Key Services Include:

- Assessment of stakeholder interests and perspectives
- Mediation and management of stakeholder working groups
- Facilitation of public meetings, events and workshops: online + in-person
- Engaging hard-to-reach constituencies and communities
- Project management
- Design and management of simple project websites and portals
- Training and capacity development

Project Timeline: Three Phases of a Community Dialogue

The following phases of activities are proposed as part of the Placer County Community Dialogues Scope of Work:

Phase One: Preparing (August - September)

- Develop project goals, timeline and engagement strategy
- Identify stakeholders and collect contact information
- Develop online survey questions and tools
- Plan for early key stakeholder interviews
- Design, schedule and dry run focus group sessions



Phase Two: Listening (August - September)

- Circulate invitations to participate in online surveys
- Conduct virtual focus groups with 6-8 interest groups
- Review and assess public input from surveys and focus groups
- Design public workshop agenda and materials
- Assess if additional outreach strategies are needed

Phase Three: Deliberating (October - November)

- Conduct 1-2 virtual public workshops with small group breakout sessions for community members to deliberate solutions, priorities, trade-offs, actions and next steps
- Debrief with Placer County about key themes and next steps

Project Tasks: Activities + Deliverables

Task 1 - Project Coordination

Weekly or bi-weekly coordination meetings help keep the project on track and on time.

Activities:

- Develop project goals and engagement plan
- Brand project, set up project website and develop project messaging
- Create Key Stakeholder list, outreach strategies and invitations to participate
- Translate project website and materials to Spanish
- As appropriate, identify a local, Spanish-speaking project intern (youth leader, community college student or recent graduate) to assist with community engagement in the survey, focus groups and community workshops

Deliverables:

- Engagement Plan
- Project webpage/site in English and Spanish
- Key Stakeholder invitations to participate in English and Spanish

Task 2 - Virtual Focus Groups

Interviews with diverse stakeholder groups are organized to achieve targeted outreach across Placer County. Key stakeholders can help identify potential participants.

Activities:

- Schedule virtual focus groups and set up RSVP system
- Develop meeting materials and agendas
- Translate materials to Spanish



- Facilitate up to eight focus groups, one or more in Spanish only as desired
- Summarize focus group input and integrate into interim and final community input summary reports

Deliverables:

- Focus Group Interview Questions and Materials in English and Spanish
- Summary of Stakeholder Input Themes

Task 3 - Online Survey

An online survey allows a different and broader group of participants than the focus groups. Survey content is developed to align to the focus group interview questions to ensure a valid basis for comparison of input.

Activities:

- Create survey content and questions consistent with focus groups
- Translate materials to Spanish
- Set up surveys online
- Work with Placer County and stakeholders to publicize and circulate the survey
- Summarize survey input and integrate into interim and final community input summary reports

Deliverables:

- Online Survey Content and Questions
- Summary of Stakeholder Input

Task 4 - Virtual Public Workshops

Public workshops build upon stakeholder concerns, interests, priorities and ideas. Breakout sessions and online interactive polling engage participants to work together to deliberate and further refine community interests, priorities, actions and next steps.

We envision the workshop design as follows:

1. Present the results of the focus group interviews and online survey
2. Facilitate breakout sessions for participants to hear each other's perspectives and deliberate options. Offer facilitation in Spanish for breakout sessions.
3. Engage in a real time assessment of the topics and proposed recommendations using online, interactive polling where results are instantly available to view
4. Discuss action items and next steps

Activities:

- Coordinate technology and logistics for two (2) virtual public workshops



- Develop and circulate invitations to participate
- Manage RSVPs and meeting registrations
- Develop agenda, facilitation plan and meeting materials
- Facilitate public workshops in English and Spanish as needed
- Document and summarize public workshop input and integrate into final community input summary report

Deliverables:

- Public Workshop Invitations and Materials
- Public Workshop Summary

Task 5 - Final Project Report

Input and demographics from the focus group interviews, online surveys and community workshops are summarized into a final report in consultation with Placer County staff. This ensures the themes and priorities heard from the community are contextualized within viable options and alternatives for actions and next steps.

Deliverables:

- Final Summary of Public Involvement and Input with Themes and Priorities

Professional Rates	
<u>Team Member + Role</u>	<u>Rate</u>
Jen Mair, Senior Facilitator + Project Lead	\$200
Caelan McGee, Senior Mediator + Project Consultant	\$200
Isabella Guzman, Facilitator + Translator	\$115
Local Youth Leader / Student Intern	\$25

Estimated Budget



Task 1 - Planning Meetings and Preparation <ul style="list-style-type: none"> ▪ Develop project goals and engagement plan ▪ Brand project, set up project website and develop project messaging ▪ Create Key Stakeholder list, outreach strategies and invitations to participate ▪ Translate project website and materials to Spanish ▪ As appropriate, identify a local, Spanish-speaking project intern (youth leader, community college student or recent graduate) to assist with community engagement in the survey, focus groups and community workshops 	\$6,000
Task 2 - Eight Focus Groups <ul style="list-style-type: none"> ▪ Schedule virtual focus groups and set up RSVP system ▪ Develop meeting materials and agendas ▪ Translate materials to Spanish ▪ Facilitate up to eight focus groups, one or more in Spanish as desired ▪ Summarize focus group input and integrate into interim and final community input summary reports 	\$8,000
Task 3 - Online Survey <ul style="list-style-type: none"> ▪ Create survey content and questions consistent with focus groups ▪ Translate materials to Spanish ▪ Set up surveys online ▪ Work with Placer County and stakeholders to publicize and circulate the survey ▪ Summarize survey input and integrate into interim and final community input summary reports 	\$3,000
Task 4 - Public Workshops <ul style="list-style-type: none"> • Coordinate technology and logistics for one - two virtual public workshops • Develop and circulate invitations to participate • Manage RSVPs and meeting registrations • Develop agenda, facilitation plan and meeting materials • Facilitate public workshops in English and Spanish as needed • Document and summarize public workshop input and integrate into final community input summary report 	\$8,000
Task 5 - Project Report	\$3,600



▪ Final Summary of Public Involvement and Input with Themes and Priorities	
Total Estimated Cost	= \$26,600

Zephyr Collaboration bills clients on a time and materials basis. The cost of the project outlined in this proposal and work plan shall not exceed \$26,600 unless written authorization for additional work is provided by the client.

PROPOSED TIMELINE August - December 2020

*Timeline can adjust to specific project needs and goals as they evolve.

August - September

- Contracting
- Initiate planning meetings and preparation
- Schedule and facilitate focus groups
- Launch online survey
- Begin documenting results

September - October

- Schedule and facilitate additional focus groups as needed
- Update online survey as needed
- Continue to document results and determine next best steps

October - December

- Close online survey
- Design and facilitate public workshops
- Begin preparation of Final Project Report
- Finalize Project Report

Zephyr Collaboration Project Team

Zephyr Collaboration was started in 2016 by veteran mediator and facilitator, Caelan McGee and joined by Jen Mair in 2018. Based in Reno, Nevada, Zephyr associates have decades of experience working in California and across the U.S. on conflict resolution, collaborative problem solving, and stakeholder engagement for pressing land-use, environmental and organizational issues. Our team members are veterans at managing inclusive discussions among agencies, key stakeholders and communities on technically complex and controversial questions. For a full list of projects each of our team members have worked on, visit <https://www.zephyrcollaboration.com/team>.



Jen Mair, Senior Facilitator and Project Manager

Jen Mair brings 12 years of experience providing facilitation services, public engagement, stakeholder engagement, situation and stakeholder assessment, collaborative strategic planning and design, as well as training services to local and state agencies and organizations. Jen develops and implements public outreach and involvement plans, and provides project management for stakeholder-driven public policy planning processes. She facilitates collaborative decision-making and dispute-resolution processes in many contexts, with extensive experience working in government, corporate, small business, non-profit, and educational environments. She is committed to providing creative platforms for diverse stakeholders to voice their interests and perspectives.

Jen holds a M.A. in Communication Studies, and a Dialogue, Deliberation and Public Engagement Certification with Fielding University. She works as a Senior Facilitator with Zephyr Collaboration, a Lead Facilitator with the Center for Collaborative Policy, and as a Lead Consultant and Executive Director for Public Dialogue Consortium.

Caelan McGee, Senior Mediator and Principal

Caelan McGee is the Principal of Zephyr Collaboration and is a Senior Mediator with 17 years of experience helping stakeholders develop more effective policy for land use, environmental, public health and security issues. Mr. McGee has extensive practice working on high conflict and technically complex projects in transportation and forest planning. He has worked nationally and internationally on public policy issues regarding mining, fisheries management, air quality, and environmental justice. He also has extensive experience in strategic planning and interagency coordination.

Caelan is a skilled practitioner for interpersonal and intra-organizational dispute resolution and strategic planning, as well as an effective and engaging trainer in interest-based negotiation, public involvement and communication skills. He has a B.A. in Biology from The Colorado College and an M.A. in Energy and Environmental Analysis from Boston University. He is a native of Northern Nevada and Northern California.

Isabella Guzman, Associate Facilitator and Translator

Isabella Guzman has over eight years of translation experience ranging from facilitating small community groups to translation for large-scale governmental agency contracts. Whether it's interpreting for Spanish-speaking community members in public meetings or translating for official training videos in Francophone Africa for the Millennium Challenge Corporation, Isabella bridges communication in diverse situations and communities. Isabella's work in local and international community initiatives has equipped her with the skills necessary to connect with others across diverse backgrounds, as well as to effectively utilize digital tools to manage



campaigns. Isabella's experience includes small to mid-size group facilitation, advocacy, community organizing, and collaboration with local and international policymakers.



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 8/31/2020

TO: NLTRA Board of Directors

FROM: Jeffrey Hentz, CEO

RE: NLTRA Board Composition and Vacant Seats

Action Requested:

None. Requesting discussion to aid in search of candidates to fill vacant board seats.

Background:

The current NLTRA board structure was established in the amended Bylaws of 2018. The board is composed of 11 to 17 members. Five seats are elected by the membership. There are an additional six designated seats that represent the ski resorts and a Squaw and a Northstar hotel property. Up to five more seats are appointed by the board. One additional seat is appointed by the County of Placer. Two of the elected seats are specifically identified to represent Placer County/Tahoe Basin lodging or property management (TOT collectors), with one from the area east of Dollar Hill and one from west of Dollar Hill. The overall intention of the board composition is to attain the maximum geographic and business type and size diversity.

Elected and appointed directors hold office for a term of two years, with a maximum of three full consecutive terms. The current elected board members and one appointed member took office in April 2020. There are four vacancies in the appointed seats whose term would also have begun in April 2020.

A chart of the current board structure with the members' specific geographic location and business type and size is attached. The composition of the board would have more specific representation requirements under the governance outlined in the proposed North Lake Tahoe TBID. An outline of the TBID board structure and how current membership aligns with those requirements is also attached. The four vacant seats would be filled by members selected by the four business districts – Tahoe City Downtown Association, North Lake Tahoe Business Association, Squaw Valley Business Association and Northstar Business Association –if the board were to be organized as outlined in the NLT TBID governance.

It is proposed that the current board engage in discussion regarding the desired representation to be filled in the appointment of the available board seats, and the approach to be taken in soliciting new members.

Fiscal Impact:

None

2020 NLTRA Board of Directors

North Lake Tahoe Resort Association Board of Directors at 8/31/20								
				Size of Business	Business Type	Term Start	Term Length	
Name	Organization	Type of Seat	Geography					
DESIGNATED:								
Horvath, Christine	Squaw Valley	Designated Seat-Squaw/Alpine	Squaw Valley	Large	Rec/Lodging			
Slaughter, Jon	Sugar Bowl	Designated Seat-Resort at Sugar Bowl	Summit	Large	Recreation			
Mitchell, Kevin	Homewood	Designated Seat-Homewood	West Shore	Large	Rec/Lodging			
Gooding, Greg	Resort at Squaw Creek	Designated Seat-Resort at Squaw Creek	Squaw Valley	Large	Lodging			
Priemer, Andre	Ritz Carlton	Designated Seat-Ritz Carlton	Northstar	Large	Lodging			
Wilson, Adam	Northstar	Designated Seat-Northstar	Northstar	Large	Rec/Lodging			
ELECTED:								
Williams, Brett	Agate Bay Realty	Elected Lodging/Prop Mgmt-North Shore	Carnelian Bay	Small	Lodging	4/1/2020	2 years	
Hoffman, Stephanie	Granlibakken Tahoe	Elected Lodging/Property Mgmt-West of Dollar Hill	West Shore	Medium	Lodging	4/1/2020	2 years	
Turner, Tom	Tahoe Restaurant Collect	Elected At large, any type of Business	Carn. Bay, Kings Beach	Medium	Restaurant	4/1/2020	2 years	
Pheilan, Jim	Tahoe City Marina	Elected At large, any type of Business	Tahoe City	Medium	Recreation	4/1/2020	2 years	
Tuma, Samir	Kila Tahoe Properties	Elected At large, any type of Business	Tahoe City	Medium	Lodging	4/1/2020	2 years	
APPOINTED:								
Tester, Dan	Granite Peak Mgmt.	Appointed by the Board	Squaw Valley	Medium	Lodging	4/1/2020	2 years	
Vacant		Appointed by the Board				4/1/2020	2 years	
Vacant		Appointed by the Board				4/1/2020	2 years	
Vacant		Appointed by the Board				4/1/2020	2 years	
Vacant		Appointed by the Board				4/1/2020	2 years	
COUNTY:								
Vacant	County of Placer	Designated						

North Lake Tahoe Resort Association Board of Directors at 08/31/20
Comparison to potential NLT TBID Board Requirements

NLTRA Board Composition Current

DESIGNATED:

Designated Seat-Squaw/Alpine
 Designated Seat-Homewood
 Designated Seat-Northstar
 Designated Seat-Resort at Squaw Creek
 Designated Seat-Ritz Carlton
 Designated Seat-Resort at Sugar Bowl

Current Board Members

Squaw/Alpine
 Homewood
 Northstar
 Resort at Squaw Creek
 Ritz Carlton
 Sugar Bowl

ELECTED:

Elected Lodging/Prop Mgmt-North Shore
 Elected Lodging/Property Mgmt-West of Dollar Hill
 Elected At large, any type of Business
 Elected At large, any type of Business
 Elected At large, any type of Business

Agate Bay Realty
 Granlibakken
 Tahoe City Marina
 Tahoe Restaurant Collection
 Kila Tahoe Properties

APPOINTED:

Appointed by the Board, any type of Business
 Appointed by the Board, any type of Business
 Appointed by the Board, any type of Business
 Appointed by the Board, any type of Business
 Appointed by the Board, any type of Business

Granite Peak Management
 Vacant
 Vacant
 Vacant
 Vacant

COUNTY DESIGNATED SEAT:

County of Placer Appointed

Vacant

Non-voting Advisors:

County of Placer
 TRPA

Potential NLTRA Board Composition with TBID

NOMINATED BY ORG, ELECTED BY MEMBERS:

Squaw/Alpine Ski Area
 Homewood
 Northstar
 Resort at Squaw Creek
 Ritz Carlton
 Placer County Board of Supervisors

Current Board Members

Squaw/Alpine
 Homewood
 Northstar
 Resort at Squaw Creek
 Ritz Carlton

ELECTED:

Lodging/Property Mgmt - North Shore
 Lodging/Property Mgmt - West Shore Shore
 At large - Activity business
 At large - F&B business
 TCDA - selected by its board of directors
 NTBA - selected by its board of directors
 Squaw Village Business Assoc - selected by its board
 Northstar Business Association - selected by its board
 At Large
 At Large

Agate Bay Realty
 Granlibakken
 Tahoe City Marina
 Tahoe Restaurant Collection

Kila Tahoe Properties
 Granite Peak Management

Non-voting Advisors:

County of Placer CEO or Designee

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1631 Units ('DestiMetrics Census**') and 50.50% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2020/21	2019/20	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (-19.6%)	Occupancy (Jul) :	53.8%	67.0%	-19.6%
North Lake Tahoe ADR for last month (Jul) changed by (18.9%)	ADR (Jul) :	\$ 485	\$ 408	18.9%
North Lake Tahoe RevPAR for last month (Jul) changed by (-4.4%)	RevPAR (Jul) :	\$ 261	\$ 273	-4.4%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Aug) changed by (-38.7%)	Occupancy (Aug) :	36.8%	60.1%	-38.7%
North Lake Tahoe ADR for next month (Aug) changed by (33.8%)	ADR (Aug) :	\$ 506	\$ 378	33.8%
North Lake Tahoe RevPAR for next month (Aug) changed by (-17.9%)	RevPAR (Aug) :	\$ 186	\$ 227	-17.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-47.9%)	Occupancy	28.0%	53.7%	-47.9%
North Lake Tahoe ADR for the past 6 months changed by (25.9%)	ADR	\$ 426	\$ 338	25.9%
North Lake Tahoe RevPAR for the past 6 months changed by (-34.4%)	RevPAR	\$ 119	\$ 182	-34.4%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-43.8%)	Occupancy	14.6%	26.1%	-43.8%
North Lake Tahoe ADR for the future 6 months changed by (28.5%)	ADR	\$ 413	\$ 321	28.5%
North Lake Tahoe RevPAR for the future 6 months changed by (-27.8%)	RevPAR	\$ 60	\$ 84	-27.8%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2020 vs. Previous Year				
Rooms Booked during last month (Jul,20) compared to Rooms Booked during the same period last year (Jul,19) for all arrival dates has changed by (-35.0%)	Booking Pace (Jul)	4.5%	6.9%	-35.0%

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

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

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Monthly Report July 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 20/21

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/20:	\$1,595,907	\$2,150,713	-26%
Number of Room Nights:	6,986	12052	-42%
Number of Delegates:	3073	15033	-80%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>June-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	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	

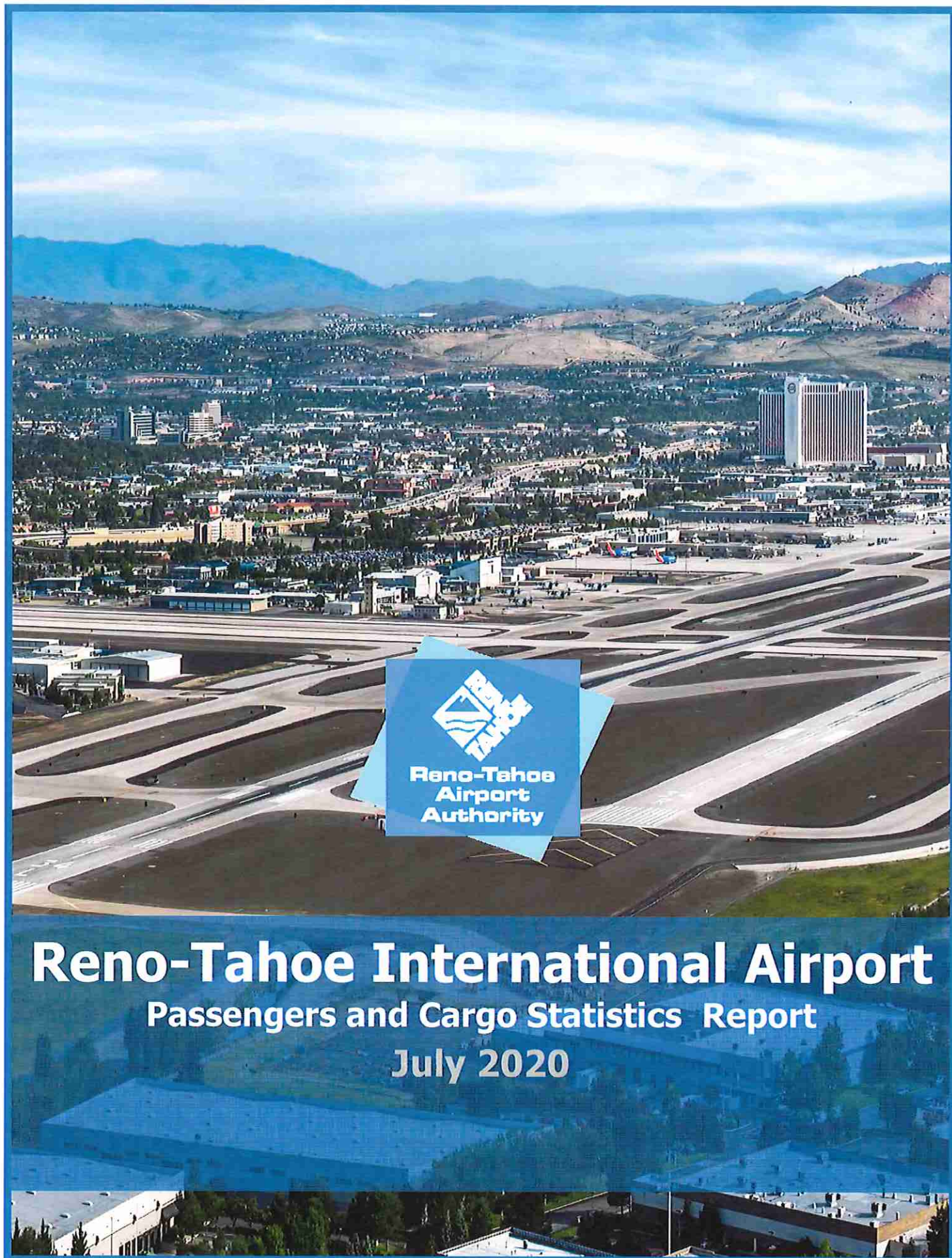
<u>Arrived in the month</u>	<u>June-20</u>	<u>July-19</u>	
Number of Groups:	1	8	
Revenue Arrived:	\$2,590	\$359,396	-99%
Room Nights:	14	1666	-99%
Number of Delegates:	7	2160	
		2 Corp, 2	
		Assoc, 2 SMF,	
Arrived Group Types:	1 CA Assoc.	2 Non-Profit	

	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$892,098	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 7/30/20:	9
YTD 7/30/19:	33
YTD 7/30/18:	27

Total Number of Leads Generated in Previous Years:

2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172



**Reno-Tahoe
Airport
Authority**

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

July 2020

U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Down 49.2%
Capacity of Seats *:	Down 48.4%
Crude Oil Average:	\$40.71 per barrel in July 2020 \$57.35 per barrel in July 2019

RNO Overview for July 2020 – year over year comparison

Total Passengers:	Down 67.4%
Avg. Enplaned Load Factor:	53.4%, down 27.6 pts.
Actual Departures:	Down 54.5%
Actual Departing Seats:	Down 53.0%

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

JULY 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 140,986 passengers in July 2020, a decrease of 67.4% versus the same period last year. During the first seven months of 2020, RNO served 1,182,412 passengers, a decrease of 53.6% when compared to the same period last year.

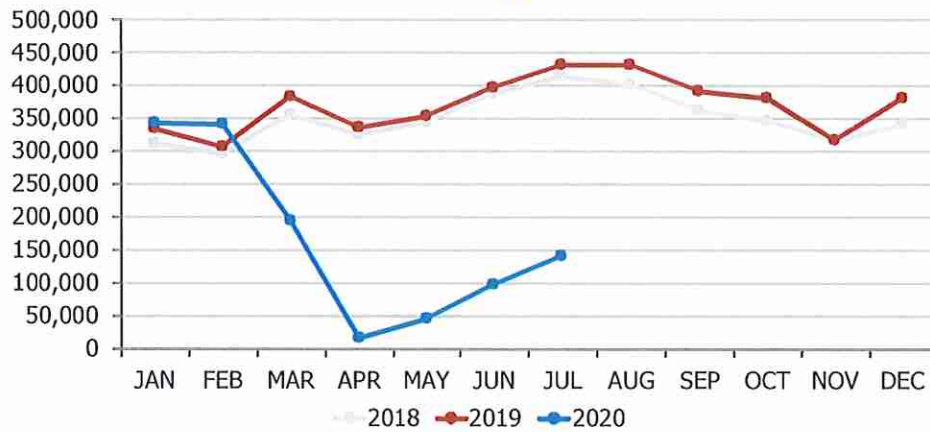
In July 2020, RNO was served by eight airlines providing 959 departures to 13 non-stop destinations. At RNO, total seat capacity decreased 53.0% and flights decreased 54.5% when compared to July 2019.

RNO handled 13,387,102 pounds of air cargo in July 2020, an increase of 6.8% when compared to July 2019. During the first seven months of 2020, RNO handled 81,211,714 pounds of air cargo, a decrease of 2.5% when compared to the same period last year.

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Passengers



Total Passengers			
	Jul-20	Jul-19	Difference
Alaska/Horizon	13,641	42,224	-67.7%
Allegiant Air	4,203	8,775	-52.1%
American	27,866	93,034	-70.0%
Delta	12,290	29,993	-59.0%
Frontier	1,860	2,556	-27.2%
JetBlue	2,169	15,879	-86.3%
Southwest	64,561	166,359	-61.2%
United	14,396	67,872	-78.8%
Volaris	0	5,079	

Cargo

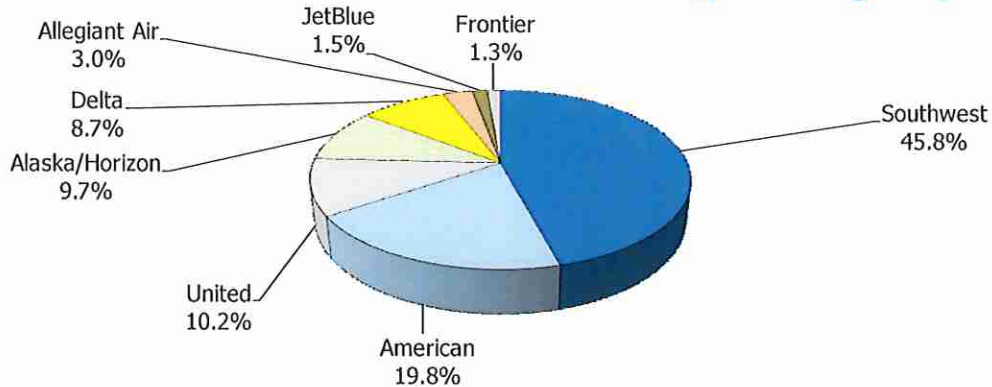


In July 2020, FedEx cargo tonnage was up 13.6%, when compared to July 2019. UPS was down 3.4% and DHL was down 0.2% during the same period.

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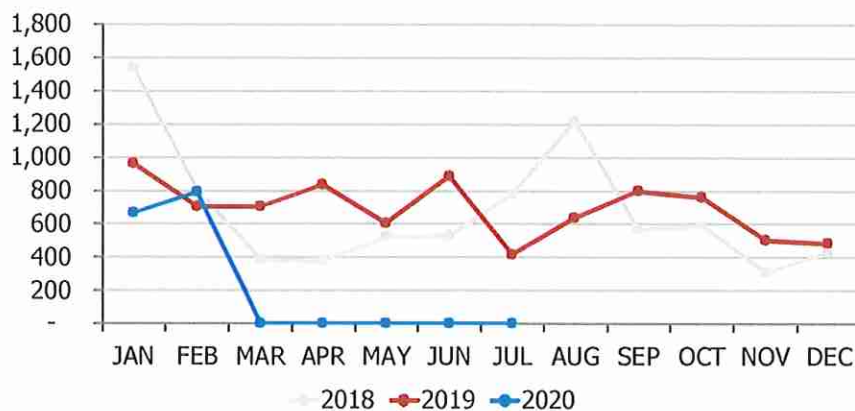


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Jul-20	Jul-19	YOY Change
Alaska/Horizon	9.7%	9.8%	(0.1)
Allegiant Air	3.0%	2.0%	1.0
American	19.8%	21.5%	(1.8)
Delta	8.7%	6.9%	1.8
Frontier	1.3%	0.6%	0.7
JetBlue	1.5%	3.7%	(2.1)
Southwest	45.8%	38.5%	7.3
United	10.2%	15.7%	(5.5)
Volaris	n/a	1.2%	n/a
Others	0.0%	0.1%	(0.1)

TOTAL CHARTER PASSENGERS



There was no charter activity during July 2020.

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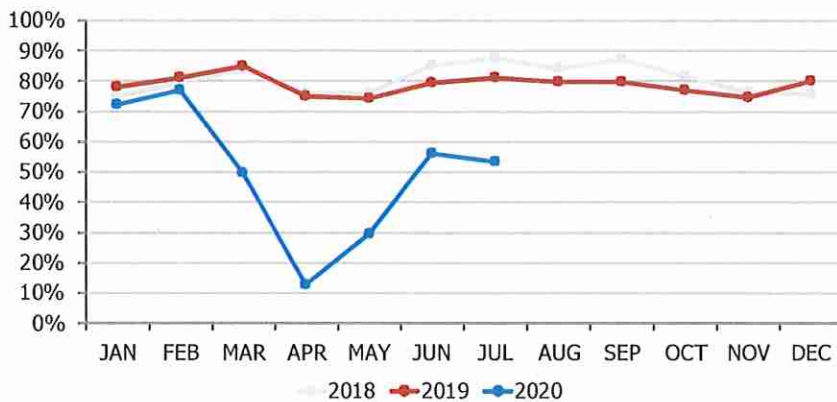


TOTAL INTERNATIONAL PASSENGERS

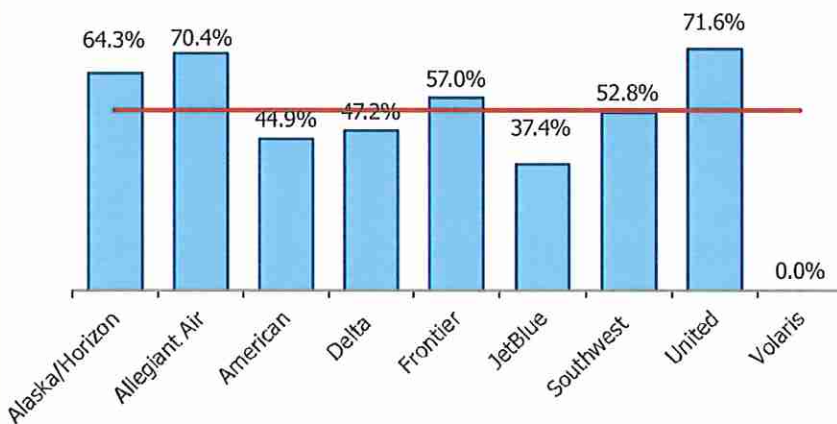


There was no international passenger activity at RNO in July 2020.

AVERAGE ENPLANED LOAD FACTOR



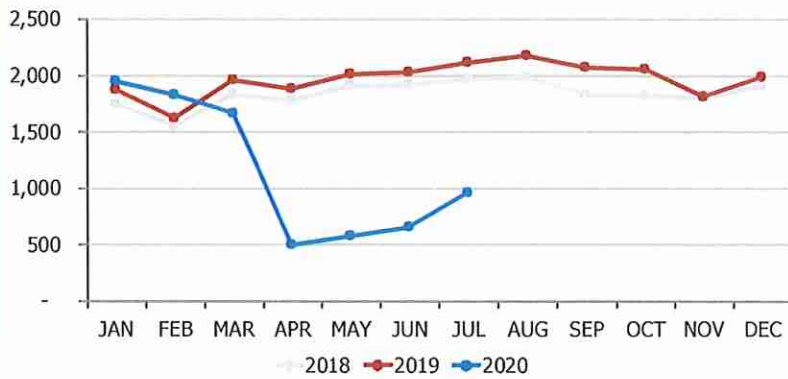
In July 2020, the average enplaned load factor at RNO was 53.4%, a decrease of 27.6 pts. versus July 2019.



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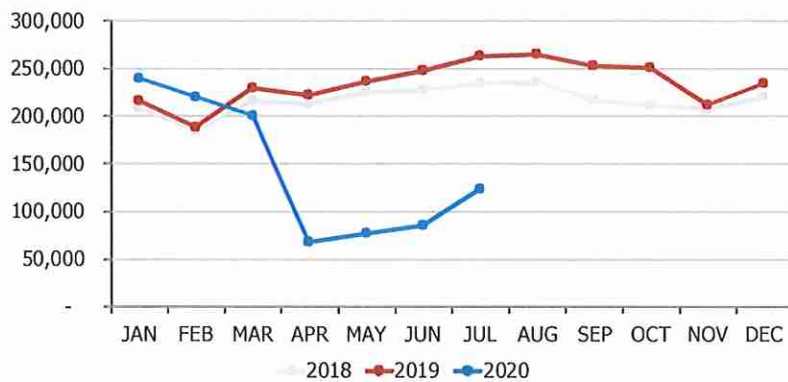


DEPARTURES



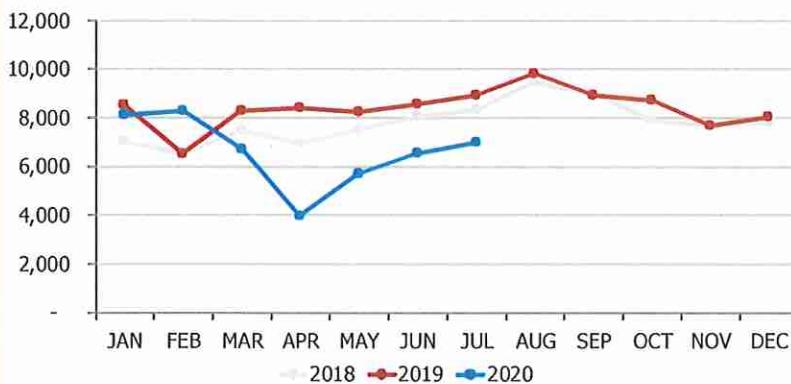
In July 2020, RNO handled 959 departures on eight commercial airlines, a decrease of 54.5% when compared to July 2019.

DEPARTING SEATS



In July 2020, RNO offered 123,639 departing seats, a decrease of 53.0% when compared to July 2019.

TOTAL OPERATIONS



A total of 6,983 operations were handled at RNO in July 2020, a decrease of 22.0% when compared to July 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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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.
- On August 1, 2020, Alaska Airlines increased 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 September 9, 2020, American Airlines will increase non-stop flights between RNO and Dallas (DFW) from three times a day to four 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 September 9, 2020, the airline will increase non-stop flight between RNO and Phoenix (PHX) from twice a day to three times a day.
- The airline suspended non-stop flights between RNO and Los Angeles (LAX) due to COVID-19.

Delta Air Lines

- On August 1, 2020, Delta Air Lines increased 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 to Atlanta (ATL) and Minneapolis (MSP) due to COVID-19.

Frontier Airlines

- On August 1, 2020, Frontier Airlines resumed 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) twice a week (Thursday and Sunday).
- Starting September 5, 2020, JetBlue will increase the non-stop flights between RNO and New York City (JFK) from once a week to twice a week (Wednesday and Saturday).

Flight Schedule

Southwest Airlines

- Starting September 6, 2020, Southwest Airlines will decrease non-stop flights between RNO and DEN from four times a day to three times a day.
- Starting September 9, 2020, Southwest Airlines will decrease non-stop flights between RNO and LAS from six times a day to three times a day.
- Starting September 6, 2020, Southwest Airlines will decrease non-stop flights between RNO and PHX from twice a day to once a day.
- On September 6, 2020, Southwest Airline will suspend non-stop flights between RNO and San Diego (SAN) for the month of September.
- Southwest Airlines offers non-stop flights between RNO and LAX once a day.
- Southwest Airlines offers once a day non-stop flights between RNO and Oakland (OAK).
- The airline suspended non-stop flights from RNO to Dallas (DAL), Chicago (MDW), and SJC due to COVID-19.

United Airlines

- On August 4, 2020, United Airlines increased 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.
- On August 4, 2020, United Airlines increased 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 returned as a twice a week service (Monday and Friday) on August 3, 2020.

Total Passengers Jul-20					
	Passengers		% Diff.	Passengers	
	2018	2019		2020	% Diff.
JAN	312,125	335,095	7.4%	342,796	2.3%
FEB	296,726	306,800	3.4%	341,935	11.5%
MAR	356,112	383,215	7.6%	194,796	-49.2%
1st QTR	964,963	1,025,110	6.2%	879,527	-14.2%
APR	325,428	337,062	3.6%	17,265	-94.9%
MAY	345,740	354,311	2.5%	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%	140,986	-67.4%
AUG	402,794	431,640	7.2%		
SEP	362,831	392,353	8.1%		
3rd QTR	1,180,154	1,256,181	6.4%		
OCT	347,591	380,879	9.6%		
NOV	315,833	318,022	0.7%		
DEC	341,283	381,897	11.9%		
4th QTR	1,004,707	1,080,798	7.6%	0	
TOTAL	4,210,095	4,450,673	5.7%		
YTD		2,545,882		1,182,412	-53.6%

Total Enplaned Passengers Jul-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	66,039	-69.0%
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	588,315	
YTD Total		1,270,172	588,315	-53.7%

Total Deplaned Passengers				
Month	2018	2019	2020	% Diff.
JAN	155,378	166,186	170,344	2.5%
FEB	149,158	153,867	171,868	11.7%
MAR	174,971	187,905	94,810	-49.5%
APR	163,515	170,386	8,575	-95.0%
MAY	174,310	178,690	23,208	-87.0%
JUN	195,326	199,814	50,345	-74.8%
JUL	209,355	218,862	74,947	-65.8%
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	594,097	
YTD Total		1,275,710	594,097	-53.4%

Total Cargo Volume in Pounds Jul-20						
	Cargo in Pounds		% Diff.	2020		% Diff.
	2018	2019		Pounds	Metric Tons	
JAN	11,795,775	11,940,830	1.2%	11,008,444	4,992	-7.8%
FEB	11,417,480	11,559,065	1.2%	10,266,728	4,656	-11.2%
MAR	13,053,097	11,770,662	-9.8%	11,356,256	5,150	-3.5%
1st QTR	36,266,352	35,270,557	-2.7%	32,631,428	14,799	-7.5%
APR	10,826,085	11,208,216	3.5%	11,090,789	5,030	-1.0%
MAY	12,245,815	12,273,193	0.2%	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%	13,387,102	6,071	6.8%
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%			
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		83,278,597		81,211,714	36,831	-2.5%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Jul-20	Jul-19	Diff.
Alaska/Horizon	6,840	64.3%	81.3%	-17.0
Allegiant Air	2,086	70.4%	89.6%	-19.2
American	10,037	44.9%	87.4%	-42.4
Delta	5,944	47.2%	89.8%	-42.6
Frontier	787	57.0%	86.3%	-29.3
JetBlue	1,009	37.4%	85.0%	-47.7
Southwest	32,272	52.8%	74.7%	-21.9
United	7,064	71.6%	85.0%	-13.5
Volaris	0	n/a	72.1%	n/a

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north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors Report September 2, 2020 Board Meeting

July 2020 Overview

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

Advertising | Promotions | Media

- Consumer social ads ran the first week of July, pausing again on July 4. Search Ran the entire month and continues to run. MCC continues to be paused.
- Consumer Campaign
 - Impressions: 343K
 - TOS Conversions: 1K
 - Book Now Conversions: 265
- Overall website traffic is at a 12-month high with consumers conducting more careful research about COVID-19 rules and regulations and wanting to satisfy their innate need to get out and explore.
 - Total Sessions: 99K
 - Avg. Session Duration: 2:03
- Messaging for getting back to traveling and traveling safely resonated well with our audience on social media platforms and resulted in high performance.
 - Retargeting saw a good click through rate of 1.05%, despite the small number of impressions due to the short run time.
 - Although they had the highest click-through rate, our Boomer audience, still more cautious about COVID-19, saw no conversions. Moving forward, we'll focus paid efforts more on Millennials and Families once the campaign turns back on.
- Paid search continues to perform well, showing significant increases in conversions month over month.
 - CTR: 4.85%
 - TOS Conversion Rate: 30%.

Content (Blogs + Newsletters)

- Key Themes: Responsible Travel, COVID-19 crisis communications
- Newsletters Posted: One (1)
 - Getting Back to Nature, Safely
 - Open Rate: 11.5%

- CTR: 0.4%
- Blogs Posted: Two (2)
 - Getting Back to Nature in North Lake Tahoe - Safely
 - Page Views: 429
 - Social Shares: 38
 - Avg. Time on Page: 2:50 minutes (77% growth)
 - Mask Up Tahoe
 - Page Views: 86
 - Avg. Time on Page: 0:42 minutes

Social Media

- Total Followers: 230,631 (+0.8%)
 - Total net audience growth increased 77.2% month over month
- Total Impressions: 2,880,422 (+5.7%)
- Total Engagements: 132,143 (+8.9%)
- Messaging
 - Across all NLT social media channels, we continued to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses. Content included the Know Before You Go Guide, Responsible Travel videos, the roll out of the Mask Up campaign (7/10) and local business promotion.
 - The Mask Up campaign received a large amount of negative feedback and comments which the NLT team has continued to monitor and delete when necessary to keep positive and respectful social media channels.

Event Marketing

- Discussions with Spartan and Squaw Valley teams on the status of 2020 North American Championships took place. Ultimately, the event (and the entire 2020 season) was cancelled.
- July 22 - 24: Lake Tahoe Dance Festival took place virtually. NLTRA worked with producers to ensure all deliverables were met.
 - Each night showcased different past performances and new interviews introducing and highlighting the performances.
 - Website Pageviews: 6,094 (79.2% were new visitors)
 - 33,160 Views of the programs, trailers and pre-show talk videos
 - Viewers in 49 countries
 - Social Media
 - Impressions: 79K
 - Profile Visits: 1K
 - Website & LinkedIn Bio Clicks: 214
 - 53 Pieces of PR Coverage
- Distributed NLT assets to all event producers including the Know Before You Go Guide, Mask Up Campaign assets, Responsible Travel videos, NLT Gift Card page, etc.
- Current Events Sponsored by NLTRA
 - 2020 Tahoe Paddle Racing Series | 7/25, 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore (Postponed 5/30 race to 7/25)
 - 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee- Pivot to Virtual

- 2020 TaHoeNalu | August 1 - 2 | Kings Beach - Cancelled → Postponing - August 7-8, 2021
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee - Cancelled
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivot to Virtual
- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - Cancelled
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort - taking place as planned

Communications (NLTRA / Local)

Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging, and campaign updates (1x per week).

Continued collaboration with the Placer County PIO team on trash mitigation efforts, PPE distribution and Ambassador Program development.

Newsletters: 12 newsletters were distributed in July with content related to lodging occupancy, Member to Member features, new restaurant reopening guidance and free PPE distribution days for the local business community. Average open rate is 37%.

The Mask Up Tahoe advocacy campaign launched on July 10 and is running on all consumer digital channels. The campaign features local influencers with global reach to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. Visit California, Visit Reno-Tahoe, California Travel Association, Getaway Reno/Tahoe, Visit Placer and Powder Magazine have shared campaign assets through their digital channels; locally the campaign has been featured in Sierra Sun and across partner platforms, including: Tahoe Regional Planning Agency, North Tahoe Public Utility District, and Tahoe Truckee Media. In total, 11 videos will be shared (the campaign will run through September) and there are a number of photography assets local partners have access to for their own use. Results:

All Platforms:

Total Impressions: 373,973

Total Engagements: 11,391

Total Views: 133,073

Facebook:

Total Impressions: 213,594

Total Reactions: 3,406

Total Comments: 392

Total Shares: 298

Total Views: 62,302

* The highest performing post on Facebook is a photo of Sherry McConkey with her daughter, but among videos the Montage has the most impressions and the most views. The Ming Poon video has the most reactions and comments.

Instagram:

Total Impressions: 131,055

Total Likes: 6,409

Total Comments: 197

Total Saves: 83

Total Views: 64,977

* On Instagram, the Travis Ganong video has the most impressions and the most likes, the Sherry McConkey video has the most video views.

Twitter:

Total Impressions: 29,324

Total Likes: 553

Total Replies: 6

Total Retweets: 47

Total Views: 4,893

* On Twitter, the Sherry McConkey video has the most impressions and the most video views, and the Travis Ganong video has the most likes.

Public Relations (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
- FAM support for CNN Travel: How lodging has reopened safely; why consumers continue summer travel
- FAM support for Forbes: Responsible travel in outdoor mountain destinations
- FAM support for Las Vegas based writer on assignment for Thrillist and Trivago: Nevada Road Trips
- FAM support for Vogue Magazine: Socially Distanced Outdoor Recreation
- Began working with freelance journalist, Amy Whitley: Fall Road Trips in the Pacific Northwest
- Crafted wellness travel pitch for Marin Magazine

Content:

- 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
- Mask Up Tahoe Press Release to launch campaign; also provided blog and newsletter content for consumer channels

Placements:

FOX40 (Sacramento)

[Tahoe, Truckee to welcome visitors for Fourth of July weekend but officials stress safety](#)

UVM: 479,179; Domain Authority: 78

FOX40 (Sacramento)

[Enjoying Lake Tahoe, Truckee over the holiday weekend](#)

UVM: 479,179; Domain Authority: 78

KTVN Channel 2 (Reno)

[Lake Tahoe-Truckee Communities Reopening Ahead of Summer Season](#)

UVM: 358,182; Domain Authority: 66

Sierra Sun (Truckee-Tahoe)

[Lake Tahoe-Truckee Move Further into Reopening](#)

UVM: 53,624; Domain Authority: 59

Reno Gazette Journal (Reno)

[Truckee-Tahoe Reopening Businesses](#)

UVM: 1,033,029; Domain Authority: 79

Tahoe Ski World (National)

[Responsible Travel over July 4 Holiday](#)

7x7.com (Bay Area)

[25 Things to do in Tahoe Summer 2020](#)

UVM: 134,490; Domain Authority: 63

CNN Travel (National)

[Summer vacation plans stay the course in spite of Covid-19 spikes](#)

UVM: 170,889,861; Domain Authority: 95

Visit California Newsletter (National)

Know Before You Go

Distribution: 163,000

Visit California Instagram (National)

Mask Up Tahoe Assets

Followers: 533,000

Sierra Sun (Truckee Tahoe)

[Challenging and frustrating: Tahoe Truckee takes another blow with closure of some businesses](#)

UVM: 53,624; Domain Authority: 59

Powder Magazine (National)

[Tahoe Leaders and Pro Skiers Ask Their Community to Wear Masks](#)

UVM: 137,916; Domain Authority: 63

Sierra Sun (Truckee Tahoe)

[Mask UP Tahoe campaign expands North Tahoe's efforts to encourage safe, responsible travel](#)

UVM: 53,624; Domain Authority: 59

California Travel Association (CalTravel)

[Mask UP Campaign; Free PPE Days](#)

Tourism Industry Website -- UVM stats are not available

Conference / Group Sales

- Group Sales Booking Pace
 - Due to the COVID 19 outbreak the number of leads generated in July have decreased dramatically. The number of leads generated in July 2020 was down 73% as compared to July 2019. Two programs did actualize in July generating 80 room nights and \$21,415 room nights.
- RFP/Leads Distributed
 - Total: Nine (9) leads distributed
 - Room Nights: 3,874 estimated
- Definite Bookings
 - No definite bookings reported in July 2020
- Site Visits Conducted
 - August 14, 2020 is an upcoming Site Inspection for the Experiment Station Section Annual Meeting. This program is 345 room nights, 120 people for September or October 2021. This program is considering Resort at Squaw Creek, the Hyatt Lake Tahoe, Granlibakken Tahoe and the Village at Squaw Valley
- Projects
 - Summer MCC Newsletter sent: Tahoe Love - Together, We Stand Strong. Featured updates on lodging and business openings and Know Before You Go information. Sent to 1,700+ planners in NV, CA, WA, OR.
 - Average Open Rate: 15%
 - SoCal planners had the highest open rate at 30%.
 - iDSS clean up project began and focused on cleaning up the Association primary markets and reassigning 277 association business designated accounts to new active primary markets.
 - Attended webinar on "Meetings Happening Right Now. Here's What They Look Like" conducted by the Connect organization.

- NLT hosted a virtual presentation via a coffee chat format through the Chicago based destination rep group. Close to 40 clients attended from all market segments and heard NLT updates.
- Group Cancellations due to Covid-19, Eight (8) Booking, 4,815 room nights:
 - 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.
 - State Farm Mutual Automobile Insurance Company - NCST Agent Meeting-August 4-5, 2020-147 room nights, \$35,133 room revenue, The Ritz-Carlton Lake Tahoe (Has booking credit to re-book by December 2021)
 - Architectural Woodwork Institute - Annual Convention 2020, 9/28/2020-10/3/2020, 627 room nights, \$123,088.00 room revenue, Resort at Squaw Creek (Looking to Re-book for October 2021)
- Postponed & Rebooked Groups due to Covid-19, Seven (7) Bookings, 1,989 Room Nights
 - HPN Global - 69328 President's Club, 5/2/2020 - 5/5/2020, 75 room nights, \$18,335.00 room revenue. Re-booked May 1-4, 2021
 - Partsmaster-2020 Incentive, 6/24/2020-6/28/2020, 203 room nights, \$60,697.00 room revenue, Hyatt Regency Lake Tahoe Resort. Re-booked June 24-29, 2021
 - Ben E. Keith Foods-Incentive Dinner & Reception, 7/13/2020, 250 people, \$36,000.00 food & beverage revenue, Gar Woods Grill & Pier. Re-booked for June 28, 2021
 - California Special District Association - General Manager Leadership Summit, June 24-29, 2021, 464 room nights, \$85,960 room revenue, Resort at Squaw Creek
 - HPN Global-72193 - Planning Meeting, 7/12/2020-7/15/2020, 45 room nights, \$8,955.00 room revenue, Village at Squaw Valley
 - UCSF, Office of Continuing Medical Ed - Essentials of Primary Care, 8/1/2020-8/9/2020, 522 room nights \$116,002.50 room revenue, Resort at Squaw Creek. Rebooked 8/1/2021-8/6/2021
 - California Association of Code Enforcement Officers - Annual Seminar, October 19-23, 2020, 680 room nights \$120,000 room revenue, Resort at Squaw Creek, Rebooked October 3-7, 2021

Travel Trade / Leisure Sales

- Trade Shows/Sales Calls/FAMs
 - Attended TravPro's Virtual Roadshow
 - Met with over 150 domestic travel agents

- Attended “Date A Destination” with Tour Operators of Australia
 - Meetings included: SkiMax, Luxury Escapes, Travel World, HelloWorld, and Trip.com
- All FAMs have been postponed and/or cancelled
- International Update
 - Moving forward, NLT will be working with just (2) international offices for 20/21: Canada and Australia:
 - Canada Scope of Work for 20/21 starts in September and will include:
 - Planning and execution of (6) tour operator and travel agent virtual webinars
 - Plan, coordinate and execute 3-5 sales calls per quarter to key tour operators
 - Plan a spring 2021 sales mission – should this be an option
 - Australia Scope of work for 20/21 includes:
 - Strategic planning for 20/21
 - Travel Trade Outreach -including maintaining a regular training schedule, interactive exposure, and more.
 - Quarterly EDM inclusions in Gate 7’s database
 - FAM planning as needed
 - Australia July report:
 - (103) agents trained
 - (9) meetings conducted via ‘Date a Destination’ with Skimax Holidays, Luxury Escapes, Adventure World, Helloworld/Viva Holidays, Trip.com, Flight Centre, The Travel Corporation, Destination Webinars and Sno’nSki

Reno International Airport Update

July 2020 vs. July 2019

- Total Passengers: Down 67.4%
- Avg. Enplaned Load Factor: 53.4%, down 27.6 pts.
- Actual Departures: Down 54.5%
- Actual Departing Seats: Down 53.0%
- Total Cargo Volume: Up 6.8%

Events Update

Katie Biggers | July 2020

Webinars/Meetings

Mountain Travel Symposium - Recovery Road: Through the eyes of the DMO - 7/8

- Met with Caroline Casey- Director of Mammoth Events regarding hybrid/virtual events -7/15
- Mountain Travel Symposium - Recovery Road: The View from the Mountain -7/22
- Lets Chat Virtual Events - Winspire Q&A 7/29
- The Future of the Event Industry - Event MB/Skift -7/30

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - Status meetings July 10 (Squaw Valley Alpine Meadows) 15, 31 (Spartan Race Sponsorship Team)
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee - Working with producers to ensure all deliverables are met from all parties. Event took place 22-24 Virtually
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Worked with producers to get proposals ready to send to TD Committees for additional funding

Upcoming Spring/Summer Events Sponsored by the North Lake Tahoe Marketing Cooperative

Big Blue Adventure Race Series | North Lake Tahoe/Truckee

- Working on marketing plans, contract negotiations, discussions with Big Blue Adventure on ROI and Marketing deliverables.

Big Chief 50K July 12 → Postponing September 13 (Tentative) | Donner Lake Kids Triathlon July 18 |
Donner Lake Triathlon July 18th & 19th | Alpine Fresh Water Swim July 19th |
Truckee , Half Marathon & 5K August 1 | Marlette 50K and 10 Miler August 9 |
XTERRA Trail Run 5K & 10K August 15 | XTERRA Lake Tahoe August 15 |
Lake Tahoe Triathlon August 22nd & 23rd | Lake Tahoe Open Water Swim August 23 |
Emerald Bay Trail Run September 12 | Lederhosen 5K September 19 |
Tahoe Adventure Challenge September 20 | Great Trail Race October 4

North Lake Tahoe Partnership Funding Grants- (Marketing Sponsorships) Working with all producers to promote MaskUp Campaigns, Know Before You Go Guides, Gift Card Campaigns, etc.

- 2020 Tahoe Paddle Racing Series | 7/25, 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore (Postponed 5/30 race to 7/25)
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee- Pivot to Virtual
- 2020 TaHoeNalu | August 1 - 2 | Kings Beach - Event cancelled → Postponing - August 7-8, 2021
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee - Event Cancelled
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivot to Virtual
- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - taking place as planned
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort - taking place as planned

Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign
 - Create surveys for the local business community, price out banners, etc.
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Assisted with Distribution of free PPE to the Business Community -7/24
- Responsible for all NLTRA website updates as needed
 - Ensure all MaskUp Tahoe content/videos are uploaded appropriately
- Working on Virtual/Hybrid Event Strategy Document for Event Resource Kits and Guidelines for Funding for Tourism Development Committees.

North Lake Tahoe Visitor Information Center Visitor Report: July 2020

VISITORS SERVED:

June 2020

Total TC & KB Walk-ins: 2,390
 Total Phone Calls: 644
Total 3,034

July 2019

Total TC & KB Walk-ins: 11,029
 Total Phone Calls: 326
Total 11,355

July 2020

Total TC Walk-ins: 6,894
 Total Phone Calls: 409
Total 7,303

REFERRALS GIVEN TO VISITORS:

Restaurants	Lodging	Historic / Museum	Events
370	159	74	189
Tours	Surrounding Towns (SLT / Truckee)	Shopping	Transportation
17	150	134	91
Services – Covid 19	Activities Mountain / Trails	Activities / Lake	Maps / Directions
47	1235	1145	1404

TOTAL: 5,015 = 162 referrals per day

July 2020 Highlights:

- Although we were down 41% in visitors at the Tahoe City Visitor Center, we were only down 15% in sales
- Inventoried and sold Personal Protection Equipment (PPE) to local businesses.
- Attended 2 Free PPE give away days to businesses at Tahoe City and Kings Beach
- Received many 25% more calls in the VIC wanting information on to Covid-19 questions pertaining to what businesses are open and what types of restrictions there are in Tahoe
- Additional training for staff regarding what to do if a person refuses to wear a mask due to medical exemptions.
- Kings Beach is giving away lots of PPE masks. People aren't thinking about them when they are doing outside activities. We've got appreciative comments for providing the masks.

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2020

North Lake Tahoe Marketing Cooperative

Balance Sheet

As of July 31, 2020

Accrual Basis

	Jul 31, 20	Jul 31, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	489,420	324,594	164,826	51%	491,681
Total Checking/Savings	489,420	324,594	164,826	51%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	1,335	198,504	(197,169)	(99%)	1,335
Total Accounts Receivable	1,335	198,504	(197,169)	(99%)	1,335
Other Current Assets					
1200-99 · Accounts Receivable - Other	22,820	0	22,820	100%	25,720
1300 · Reimbursements Receivable	6,205	391	5,814	1,487%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	29,125	3,716	25,409	684%	37,525
Total Current Assets	519,880	526,814	(6,934)	(1%)	530,541
Other Assets					
1400-00 · Prepaid Expenses	32,704	29,771	2,933	10%	8,321
Total Other Assets	32,704	29,771	2,933	10%	8,321
TOTAL ASSETS	552,584	556,585	(4,001)	(1%)	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	45,452	466,945	(421,493)	(90%)	51,879
Total Accounts Payable	45,452	466,945	(421,493)	(90%)	51,879
Total Current Liabilities	45,452	466,945	(421,493)	(90%)	51,879
Total Liabilities	45,452	466,945	(421,493)	(90%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	20,149	64,797	(44,648)	(69%)	462,141
Total Equity	507,132	89,639	417,493	466%	486,983
TOTAL LIABILITIES & EQUITY	552,584	556,584	(4,000)	(1%)	538,862

North Lake Tahoe Marketing Cooperative

A/R Aging Summary

As of July 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	390.00	390.00
Northstar California	0.00	0.00	0.00	0.00	945.30	945.30
TOTAL	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,335.30</u>	<u>1,335.30</u>

North Lake Tahoe Marketing Cooperative
A/P Aging Summary
As of July 31, 2020

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
ASAE The Center for Assn Leadership	0.00	475.00	0.00	0.00	0.00	475.00
AugustineIdeas	12,558.38	0.00	0.00	0.00	0.00	12,558.38
Liz Bowling	38.93	0.00	0.00	0.00	0.00	38.93
NLTRA	958.04	0.00	0.00	0.00	0.00	958.04
PlumpJack Squaw Valley Inn	0.00	250.00	0.00	0.00	0.00	250.00
Richter7	18,896.26	0.00	0.00	0.00	0.00	18,896.26
SDBX Studio, LLC	375.00	0.00	0.00	0.00	0.00	375.00
Tahoe Mountain Lodging*	0.00	250.00	0.00	0.00	0.00	250.00
The Abbi Agency, Inc	11,650.00	0.00	0.00	0.00	0.00	11,650.00
TOTAL	<u>44,476.61</u>	<u>975.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>45,451.61</u>

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2020

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	0	0	0	0	0	0	592,000
4001-00 - NLTRA Funding	79,439	79,439	0	79,439	79,439	0	1,000,000
4004-00 - IVCBVB Entertainment	0	0	0	0	0	0	8,000
4005-00 - Prior Year Net Income	0	34,903	(34,903)	0	34,903	(34,903)	424,286
Total Income	79,439	114,342	(34,903)	79,439	114,342	(34,903)	2,024,286
Gross Profit	79,439	114,342	(34,903)	79,439	114,342	(34,903)	2,024,286
Expense							
5000-00 - CONSUMER MARKETING							
5001-00 - Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 - Native Display	0	0	0	0	0	0	42,501
5004-00 - Trip Advisor	0	1,800	(1,800)	0	1,800	(1,800)	85,000
5005-00 - Paid Social	961	8,300	(7,339)	961	8,300	(7,339)	120,000
5005-01 - Digital Display / Retargeting	0	1,200	(1,200)	0	1,200	(1,200)	87,000
5005-02 - Retargeting Video	0	1,000	(1,000)	0	1,000	(1,000)	10,000
5007-00 - Creative Production							
5007-01 - Creative Production	11,670			11,670			
5007-02 - Website Production	889			889			
5007-00 - Creative Production - Other	128	15,128	(15,001)	128	15,128	(15,001)	105,364
Total 5007-00 - Creative Production	12,686	15,128	(2,442)	12,686	15,128	(2,442)	105,364
5010-00 - Account Strategy & Management	6,000	6,000	0	6,000	6,000	0	72,000
5010-02 - Website Strategy & Analysis	0	3,117	(3,117)	0	3,117	(3,117)	37,400
5013-00 - Outdoor	0	0	0	0	0	0	115,000
5015-00 - Video	0	2,650	(2,650)	0	2,650	(2,650)	115,000
5017-00 - Rich Media	0	0	0	0	0	0	35,000
5018-00 - Media Commission	529	2,160	(1,631)	529	2,160	(1,631)	98,211
5018-01 - Digital Ad Serving	0	250	(250)	0	250	(250)	3,000
5020-00 - Search Engine Marketing	3,447	2,800	647	3,447	2,800	647	65,000
5022-00 - Email	0	0	0	0	0	0	35,000
5024-00 - Fusion 7	2,000	2,000	0	2,000	2,000	0	24,000
5025-00 - Expedia	0	0	0	0	0	0	20,000
5028-00 - High Impact Media	0	0	0	0	0	0	30,000
Total 5000-00 - CONSUMER MARKETING	25,623	46,405	(20,782)	25,623	46,405	(20,782)	1,104,476
5110-00 - LEISURE SALES							
5107-00 - Creative Production	0	0	0	0	0	0	7,250
5111-00 - FAMs - Domestic	0	0	0	0	0	0	4,500
5112-00 - Training / Sales Calls	0	0	0	0	0	0	5,000
5113-00 - Additional Opportunities	0	0	0	0	0	0	10,000
5115-00 - Travel Agent Incentive Program	0	0	0	0	0	0	2,000
5120-00 - Domestic - Trade Shows	0	0	0	0	0	0	6,500
5131-00 - FAMs - Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 - Ski-Tops	0	0	0	0	0	0	2,545
5134-00 - Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 - Co-op Opportunities	0	0	0	0	0	0	12,000
5143-00 - Mountain Travel Symposium	0	0	0	0	0	0	5,350
5144-00 - IPW - POW WOW	0	0	0	0	0	0	11,000
5145-00 - TIA Annual Dues	0	0	0	0	0	0	2,695
5147-00 - AUS / Gate 7	1,013	0	1,013	1,013	0	1,013	12,150
5154-00 - Canada							
5154-01 - Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 - Canada - Other	0	0	0	0	0	0	12,000
Total 5154-00 - Canada	0	0	0	0	0	0	18,000
5155-00 - California Star Program	292	3,500	(3,208)	292	3,500	(3,208)	3,500
Total 5110-00 - LEISURE SALES	1,304	3,500	(2,196)	1,304	3,500	(2,196)	112,000
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	1,500	1,500	0	18,000
5202-00 - PR Program/ Content Dev - Blogs	1,750	2,500	(750)	1,750	2,500	(750)	18,500
5204-00 - Media Mission(s)	0	0	0	0	0	0	30,000
5206-00 - Digital Buy/ Social Media Boost	500	500	0	500	500	0	6,000
5207-00 - Content Campaigns/Tools-My Emma	300	300	0	300	300	0	3,600
5209-00 - Domestic Travel Media FAMs	916	0	916	916	0	916	20,000
5210-00 - Content Dev - Newsletters	1,800	1,800	0	1,800	1,800	0	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	4,000	4,000	0	48,000
5212-00 - Social Giveaways & Contests	0	0	0	0	0	0	10,500
5213-00 - Facebook Live	0	150	(150)	0	150	(150)	150
5214-00 - Social Takeover	0	0	0	0	0	0	15,000
5216-00 - PR Content Development + Distri	0	700	(700)	0	700	(700)	8,400
5218-00 - Crisis Communication / Training	0	0	0	0	0	0	4,900
5221-00 - Photography & Video Asset Dev	0	0	0	0	0	0	15,000
5222-00 - Media Tracking / Membership	1,800	1,166	634	1,800	1,166	634	14,000
5280-00 - PR Meals / Entertainment	29			29			
Total 5200-00 - PUBLIC RELATIONS	12,594	12,616	(22)	12,594	12,616	(22)	233,650
6000-00 - CONFERENCE SALES							
6002-00 - Destination Print	0	0	0	0	0	0	20,000
6003-00 - Geo-Fence Targeting	0	0	0	0	0	0	3,000
6004-00 - Email	0	0	0	0	0	0	5,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2020

	Jul 20	Budget	\$ Over Budget	Jul 20	YTD Budget	\$ Over Budget	Annual Budget
6005-00 - Paid Media	0	0	0	0	0	0	6,000
6006-00 - CVENT	10,678	11,200	(522)	10,678	11,200	(522)	11,200
6007-00 - Creative Production	0	0	0	0	0	0	14,744
6014-00 - MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 - MCC National Memberships	0	0	0	0	0	0	3,773
6016-00 - MCC Search Engine Marketing	0	416	(416)	0	416	(416)	5,000
6018-00 - MCC Media Commission	1,281	0	1,281	1,281	0	1,281	6,526
6019-00 - Conference Direct Partnership	417	5,000	(4,583)	417	5,000	(4,583)	5,000
6128-00 - HelmsBriscoe Strategic Partner	583	7,000	(6,417)	583	7,000	(6,417)	7,000
6152-00 - Client Events / Opportunities	0	0	0	0	0	0	6,570
6153-00 - Chicago Sales Rep Support	147	0	147	147	0	147	1,000
Total 6000-00 - CONFERENCE SALES	13,107	23,616	(10,509)	13,107	23,616	(10,509)	104,813
6100-00 - TRADE SHOWS							
6111-00 - Site Inspections	0	0	0	0	0	0	4,500
6116-00 - CalSAE Seasonal Spectacular	0	0	0	0	0	0	3,700
6118-00 - ASAE Annual	0	0	0	0	0	0	795
6120-01 - Sac River Cats Client Event	0	0	0	0	0	0	1,000
6127-00 - CalSAE Annual	0	0	0	0	0	0	6,700
6143-00 - Connect Marketplace	0	0	0	0	0	0	14,850
6146-00 - UC Vendor Fair	0	0	0	0	0	0	5,250
6151-00 - Destination CA	0	0	0	0	0	0	1,500
6154-00 - HelmsBriscoe ABC	0	0	0	0	0	0	6,500
6156-00 - Connect California	0	0	0	0	0	0	5,250
6156-02 - Connect Chicago	0	0	0	0	0	0	5,750
6160-01 - AllThingsMeetings East Bay	0	0	0	0	0	0	2,000
6164-00 - Connect Mountain Incentive	0	0	0	0	0	0	5,750
6165-00 - Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 - Sports Commission	0	0	0	0	0	0	795
6168-00 - Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 - Prestige Meetings SF	0	0	0	0	0	0	2,500
6171-00 - Outdoor Retailer	0	0	0	0	0	0	1,000
6173-00 - Connect NYC	0	0	0	0	0	0	6,250
6180-00 - Conference Direct CA	0	0	0	0	0	0	1,000
6181-00 - Conference Direct PNW	0	0	0	0	0	0	1,000
Total 6100-00 - TRADE SHOWS	0	0	0	0	0	0	83,090
7000-00 - COMMITTED & ADMIN EXPENSES							
5008-00 - Cooperative Programs	0	2,500	(2,500)	0	2,500	(2,500)	30,000
5009-00 - Fulfillment / Mail	0	1,000	(1,000)	0	1,000	(1,000)	12,000
5021-00 - RASC-Reno Air Service Corp	0	0	0	0	0	0	50,000
5123-00 - HSVC - High Sierra Visitors	0	2,000	(2,000)	0	2,000	(2,000)	2,000
7002-00 - CRM Subscription	833	2,499	(1,666)	833	2,499	(1,666)	9,995
7003-00 - IVCBVB Entertainment Fund	14	0	14	14	0	14	8,000
7004-00 - Research	0	2,500	(2,500)	0	2,500	(2,500)	29,000
7005-00 - Film Festival	0	0	0	0	0	0	15,000
7006-00 - Special Events	0	0	0	0	0	0	30,000
7007-00 - Destimetrics / DMX	0	8,338	(8,338)	0	8,338	(8,338)	33,352
7008-00 - Opportunistic Funds	0	0	0	0	0	0	46,487
7009-00 - Tahoe Cam Usage	0	177	(177)	0	177	(177)	2,124
7010-00 - Photo Management & Storage	592	592	(0)	592	592	(0)	7,099
7020-00 - Collateral Production / Printin	375	0	375	375	0	375	8,000
8700-00 - Automobile Expense*	39	350	(311)	39	350	(311)	4,200
Total 7000-00 - COMMITTED & ADMIN EXPENSES	1,853	19,956	(18,103)	1,853	19,956	(18,103)	287,258
8000-00 - WEBSITE CONTENT & MAINTENANCE							
8002-00 - Content Manager Contractor	4,276	4,250	26	4,276	4,250	26	51,000
8003-00 - Website Hosting Maintenance	534	4,000	(3,466)	534	4,000	(3,466)	48,000
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	4,810	8,250	(3,440)	4,810	8,250	(3,440)	99,000
Total Expense	59,290	114,343	(55,053)	59,290	114,343	(55,053)	2,024,287
Net Income	20,149	(1)	20,150	20,149	(1)	20,150	(1)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July 2020

Accrual Basis

	Jul 20	Jul 19	\$ Change	% Change
Income				
4000-00 - LTIVCBVB Funding	0.00	67,070.00	-67,070.00	-100.0%
4001-00 - NLTRA Funding	79,439.00	195,584.00	-116,145.00	-59.4%
Total Income	79,439.00	262,654.00	-183,215.00	-69.8%
Gross Profit	79,439.00	262,654.00	-183,215.00	-69.8%
Expense				
5000-00 - CONSUMER MARKETING				
5001-00 - Broadcast / Radio - High Notes	0.00	2,044.00	-2,044.00	-100.0%
5005-00 - Paid Social	960.97	8,879.24	-7,918.27	-89.2%
5005-01 - Digital Display / Retargeting	0.00	119.20	-119.20	-100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	11,669.63	0.00	11,669.63	100.0%
5007-02 - Website Production	888.75	0.00	888.75	100.0%
5007-00 - Creative Production - Other	127.50	34,259.46	-34,131.96	-99.6%
Total 5007-00 - Creative Production	12,685.88	34,259.46	-21,573.58	-63.0%
5010-00 - Account Strategy & Management	6,000.00	7,000.00	-1,000.00	-14.3%
5010-01 - Digital Management & Reporting	0.00	2,000.00	-2,000.00	-100.0%
5010-02 - Website Strategy & Analysis	0.00	1,200.00	-1,200.00	-100.0%
5018-00 - Media Commission	528.95	2,351.16	-1,822.21	-77.5%
5018-01 - Digital Ad Serving	0.00	45.95	-45.95	-100.0%
5020-00 - Search Engine Marketing	3,446.98	6,168.31	-2,721.33	-44.1%
5024-00 - Fusion 7	2,000.00	0.00	2,000.00	100.0%
Total 5000-00 - CONSUMER MARKETING	25,622.78	64,067.32	-38,444.54	-60.0%
5110-00 - LEISURE SALES				
5112-00 - Training / Sales Calls	0.00	192.08	-192.08	-100.0%
5113-00 - Additional Opportunities	0.00	784.28	-784.28	-100.0%
5131-00 - FAMS -Intl - Travel Trade	0.00	8.45	-8.45	-100.0%
5134-00 - Intl Marketing - Additional Opp	0.00	2,000.00	-2,000.00	-100.0%
5136-00 - Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
5142-00 - UK Sales Mission	0.00	2,116.93	-2,116.93	-100.0%
5146-00 - UK / Black Diamond	0.00	7,500.00	-7,500.00	-100.0%
5147-00 - AUS / Gate 7	1,012.50	7,925.00	-6,912.50	-87.2%
5154-00 - Canada				
5154-01 - Canada Sales Mission	0.00	3,000.00	-3,000.00	-100.0%
5154-00 - Canada - Other	0.00	2,118.83	-2,118.83	-100.0%
Total 5154-00 - Canada	0.00	5,118.83	-5,118.83	-100.0%
5155-00 - California Star Program	291.67	0.00	291.67	100.0%
Total 5110-00 - LEISURE SALES	1,304.17	27,645.57	-26,341.40	-95.3%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,500.00	2,200.00	-700.00	-31.8%
5201-00 - National, Regional, & Local PR	0.00	5,000.00	-5,000.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	1,750.00	2,000.00	-250.00	-12.5%
5204-00 - Media Mission(s)	0.00	1,550.00	-1,550.00	-100.0%
5206-00 - Digital Buy/ Social Media Boost	500.00	500.00	0.00	0.0%
5207-00 - Content Campaigns/Tools-My Emma	300.00	300.00	0.00	0.0%
5208-00 - International Travel Media FAMS	0.00	53.34	-53.34	-100.0%
5208-02 - Int'l Media Retainer	0.00	300.00	-300.00	-100.0%
5209-00 - Domestic Travel Media FAMS	915.54	0.00	915.54	100.0%
5210-00 - Content Dev - Newsletters	1,800.00	1,800.00	0.00	0.0%
5211-00 - Social Media Strategy & Mgmt	4,000.00	4,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	0.00	53.62	-53.62	-100.0%
5222-00 - Media Tracking / Membership	1,800.00	0.00	1,800.00	100.0%
5280-00 - PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 - PUBLIC RELATIONS	12,594.26	17,756.96	-5,162.70	-29.1%
6000-00 - CONFERENCE SALES				
6005-00 - Paid Media	0.00	15.16	-15.16	-100.0%
6006-00 - CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 - Creative Production	0.00	1,973.75	-1,973.75	-100.0%
6008-00 - Conference PR / Social Outreach	0.00	1,000.00	-1,000.00	-100.0%
6018-00 - MCC Media Commission	1,281.36	1,341.83	-60.47	-4.5%
6019-00 - Conference Direct Partnership	416.67	0.00	416.67	100.0%
6128-00 - HelmsBriscoe Strategic Partner	583.33	500.00	83.33	16.7%
6152-00 - Client Events / Opportunities	0.00	784.29	-784.29	-100.0%
6153-00 - Chicago Sales Rep Support	147.25	-637.62	784.87	123.1%
Total 6000-00 - CONFERENCE SALES	13,106.61	16,144.22	-3,037.61	-18.8%
6100-00 - TRADE SHOWS				
6120-01 - Sac River Cats Client Event	0.00	1,187.41	-1,187.41	-100.0%
6160-00 - AllThingsMeetings Silicon Valley	0.00	493.31	-493.31	-100.0%
6165-00 - Bay Area Client Appreciation	0.00	-1,000.00	1,000.00	100.0%
Total 6100-00 - TRADE SHOWS	0.00	680.72	-680.72	-100.0%
7000-00 - COMMITTED & ADMIN EXPENSES				
7021-00 - RASC-Reno Air Service Corp	0.00	25,000.00	-25,000.00	-100.0%
7123-00 - HSVC - High Sierra Visitors	0.00	166.67	-166.67	-100.0%
7001-00 - Miscellaneous	0.00	252.04	-252.04	-100.0%
7002-00 - CRM Subscription	833.33	833.33	0.00	0.0%
7003-00 - IVCBVB Entertainment Fund	13.78	59.60	-45.72	-76.8%
7004-00 - Research	0.00	24,421.67	-24,421.67	-100.0%
7005-00 - Film Festival	0.00	15,000.00	-15,000.00	-100.0%
7008-00 - Opportunistic Funds	0.00	549.92	-549.92	-100.0%
7010-00 - Photo Management & Storage	591.58	0.00	591.58	100.0%
7020-00 - Collateral Production / Printin	375.00	0.00	375.00	100.0%
8700-00 - Automobile Expense*	38.93	494.62	-455.69	-92.1%
Total 7000-00 - COMMITTED & ADMIN EXPENSES	1,852.62	66,777.75	-64,925.13	-97.2%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8002-00 - Content Manager Contractor	4,275.91	4,250.00	25.91	0.6%
8003-00 - Website Hosting Maintenance	534.00	534.00	0.00	0.0%
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	4,809.91	4,784.00	25.91	0.5%
Total Expense	59,290.35	197,856.54	-138,566.19	-70.0%
Net Income	20,148.65	64,797.46	-44,648.81	-68.9%



FOR IMMEDIATE RELEASE

'Mask UP Tahoe' Advocacy Campaign Further Extends North Lake Tahoe's Efforts to Encourage Safe, Responsible Travel

Local community leaders, small business owners and nationally recognized athletes share a unified message rooted in adventure and personal responsibility: Mask UP Tahoe.

NORTH LAKE TAHOE, Calif. (July 22, 2020) – The North Lake Tahoe destination continues to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. The 'Mask Up Tahoe' advocacy campaign is their latest effort to communicate the importance of personal responsibility to an audience determined to recreate through summer months and beyond.

"We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open," explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Our role is to manage tourism responsibly and ensure we are proactively communicating with incoming visitors about the importance of washing hands, social distancing and wearing masks. While we are not promoting travel to the destination, we know there is an overwhelming desire for people to get outside and enjoy nature. We want to ensure they are doing so responsibly and through a variety of content campaigns, are sharing that message across all of our platforms."

At the onset of business closures and stay at home orders in March, the North Lake Tahoe Resort Association (NLTRA) and Placer County partnered to convey a "Stronger Together" message for the local business community. The video series evoked messages of positivity during a time when many small business owners were concerned about their survival. Throughout the phased reopening process, the NLTRA developed reopening toolkits for select business industries in the region, hosted Town Hall meetings to communicate effectively across each business sector, and Personal Protective Equipment (PPE) was sourced free of charge for local businesses to share with customers and staff. In conjunction, the North Lake Tahoe Marketing Cooperative produced multiple safe-travel content pieces and worked closely with regional partners to advocate for safety messaging on trails and in front of high-trafficked areas.

"Placer County remains vigilant on all aspects of the COVID-19 pandemic," stated Erin Casey, Principal Management Analyst for Placer County. "We continue to work closely with public health officials, the NLTRA and local business associations to decipher state guidance and maintain safety compliance among the business community. We know there is a lot of work ahead, but we feel confident in how far we've come and the new, collaborative systems in place. Personal responsibility is critical during this time. If we practice responsible distancing and safety measures, it shouldn't matter who is in the house down the street, at the grocery store, at the lake, or on the trail. We are committed to the health and safety of North Lake Tahoe to ensure our community is a beautiful place to live, visit, work and play."

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

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Press Contact:

Liz Bowling, North Lake Tahoe Resort Association

liz@gotahoenorth.com or (303) 726-7104

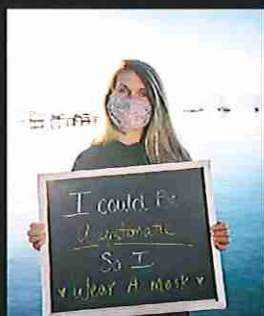
THANK YOU to the North Lake Tahoe community leaders, small business owners and globally recognized athletes who shared a unified message rooted in adventure and personal responsibility: **Mask UP Tahoe.**
Find the full advocacy campaign at NLTRA.org

#MASK UP TAHOE

"We wear a mask to keep our communities safe and our small businesses thriving. We wear them so you can enjoy North Lake Tahoe. We all need to do our part. Wearing a mask is a simple act but a **GRAND** gesture. Mask up. Adventure out."



Travis Ganong, Olympic Skier
Follow him at: [@TravisGanong](https://www.instagram.com/TravisGanong)



Michelle Parker, Professional Skier
Follow her at: [@MyshelParker](https://www.instagram.com/MyshelParker)



Brendan Madigan, Owner Alpen Glow Sports
Follow him at: [@alpenglowsports](https://www.instagram.com/alpenglowsports)



Sherry McConkey, Shane McConkey Foundation
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Ming Poon, Professional Photographer
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Cody Townsend, Professional Skier & Arcade Bells
Follow him at: [@codytownsend](https://www.instagram.com/@codytownsend)



Elyse Saugstad, Professional Skier
Follow her at: [@elysesaugstad](https://www.instagram.com/@elysesaugstad)



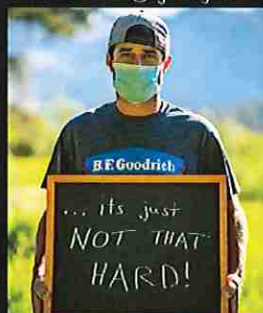
Rory Bosio, Ultra Runner and Nurse
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Jim Morrison, The North Face Athlete
Follow him at: [@jimwmorrison](https://www.instagram.com/@jimwmorrison)



JT Holmes, Professional Athlete
Follow him at: [@jtholmesj](https://www.instagram.com/@jtholmesj)

#USA TU MÁSCARA TAHOE