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**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

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**Join Zoom Meeting**

<https://us02web.zoom.us/j/82488806817?pwd=ZUpLRm1hc1UrMVFqVTk0MjF5dTI5UT09>

Meeting ID: 824 8880 6817

Passcode: 542953

Dial by your location

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|------------------|---|
| <b>8:30 a.m.</b> | 1. Call to Order – Establish Quorum   |
| <b>8:35 a.m.</b> | 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.  |
| <b>8:40 a.m.</b> | 3. Agenda Amendments and Approval   |
| <b>8:45 a.m.</b> | 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. |

- |                 |  |
|-----------------|--|
| <b>Page: 1</b>  | A. NLTRA Board Meeting Minutes from Sept 2, 2020 <a href="#">Link to preliminary online document</a> |
| <b>Page: 4</b>  | B. Approval of preliminary NLTRA Financial Statements of Aug 31, 2020                                |
| <b>Page: 24</b> | C. Approval of CEO Expense Reports for August 2020   |
| <b>Page: 31</b> | D. Approval of Kind Traveler Agreement   |

E. Approval of In-Market Take-out Tahoe Campaign Scope of Work with the Abbi Agency

The Committee Action Summary is provided for informational purposes only. Minutes are available as finalized at [www.nltra.org](http://www.nltra.org)

- Finance Committee Meeting Sept 23, 2020
- Tourism Development Committee Sept 29, 2020
- In-Market Tourism Development Committee Sept 29, 2020

**8:40 a.m.**

5. Action Items

**Page: 82**

- A. 2021 Spartan North American Championships Agreement
- B. Workforce Housing Preservation Program Review and Possible Action – Emily Setzer

**9:00 a.m.**

6. Informational Updates/Verbal Reports

**Page: 83**

- A. Ski Season Update - Liz
- B. Marketing Update – Amber
- C. CAP Committee Update – Erin/Jim/Jeff
- D. TBID Update – Jeff
- E. Audit Update - Bonnie

**10:30 a.m.**

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

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**Page: 136**

- A. Destimetrics Report Aug 31, 2020
- B. Conference Revenue Statistics Report Aug 2020
- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics Aug 2020
- D. Tourism Development Report on Activities, Aug 2020
- E. PR & Communications, Aug 2020
- F. Event Update – Cancelled/Postponed Events, Aug 2020
- G. Visitor Information Center Visitor Report, Aug 2020
- H. North Lake Tahoe Marketing Coop Financial Statements Aug 2020
- I. Financial Key Metrics Report July 2020

**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*

**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

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**Brett Williams**, Agate Bay Realty | **Stephanie Hoffman**, Granlibakken Tahoe | **Tom Turner**, Tahoe Restaurant Collection

**Karen Plank**, Placer County Appointee | **Jeff Cowen**, TRPA

**Advisory Committee:** Erin Casey, Placer County Executive Office

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

**Board members in attendance**

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

**Board members absent**

Andre Priemer and Greg Gooding

**Staff Members in attendance**

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

**Others in attendance**

Included Jerusha Hall and Greg Howey

**2. Public Forum**

Tahoe City Downtown Association Executive Director Kylee Bigelow described the Tahoe City Explorathon, a virtual, app-driven scavenger hunt that TCDA is hosting beginning September 19. The event will run for about one month. The goals of the event are to drive business and raise funds for TCDA.

**3. Agenda Amendments and Approval**

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

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

A. NLTRA Board Meeting Minutes from Aug 5, 2020

B. Approval of preliminary NLTRA Financial Statements of July 31, 2020

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](http://www.nltra.org)

- Finance Committee Meeting Aug 19, 2020

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

Motion to approve the Consent Calendar as presented. WILLIAMS/WILSON/UNANIMOUS

## 5. Action Items- none

## 6. Informational Updates/Verbal Reports

### A. TBID Strategic Discussion and Pathway – Jeff

Hentz presented the TBID Relaunch and Completion Process included in today's meeting packets. When the petition drive was paused in March, 26% of the minimum 50.1% weighted level required for passage had been received. Hentz described the three phased approach to complete the effort. Assuming all goes according to the timeline identified, assessment collections could begin in April 2021. Bowling reviewed the updated collateral material going to business owners, noting priorities may have shifted as a result of COVID.

Discussion followed as the Board weighed in on messaging, timing of the relaunch, and how the current business climate may impact the approval process. It was suggested that Civitas may be able to provide data from other areas on what percentage of the assessment is actually paid for by visitors. NLTRA Counsel and the County will be asked to comment on the updated collateral materials.

### B. North Lake Tahoe Chamber Ambassador Program – Jeff

Hentz noted the press release in today's meeting packets outlining the Ambassador Program, which is a joint effort of NLTRA, TCDA, NTBA, and Placer County. Ten people have volunteered since the launch last week. Casey has spoken with the League to Save Lake Tahoe about their volunteer program and will see how the two programs can compliment each other.

The Board discussed strategies to recruit local and visitor volunteers, the tasks they can address, and ways to educate the public on mitigations being implemented to address trash. In response to a question, Hentz said the success of the program will be measured by the number of volunteers, projects done, and volunteer hours contributed.

### C. Zephyr Community Forums – Zephyr Collaboration – Jeff/Erin

Casey reported Zephyr Collaboration has been selected to facilitate forums to consider issues raised by the community regarding short-term rentals and associated impacts. Zephyr's proposal was included in the meeting packet. The proposal includes the tasks and timelines to conduct a thorough community dialogue. The goal is to identify the issues and a range of solutions that various agencies and organizations can implement. Tuma noted this strategy provides opportunity for conflict resolution and education, as well as demonstrating the NLTRA and Placer County's commitment to bring the community together to address concerns. Discussion followed as the timeline, collection of data, and deliverables were clarified.

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

Tuma announced Karen Plank is moving out of the area and has resigned her NLTRA Board seat. Included in today's packet was a chart showing the composition of the Board. A discussion about filling vacant seats followed. Bavetta suggested the seats be filled sooner rather than later so there is a complete Board, but done with the TBID Management District Plan (MDP) Board make-up in mind. Tuma asked everyone to advise him or Hentz of suggestions for candidates.

### E. Relaunch of Fall Advertising Discussion - Jeff

Hentz noted all advertising efforts were paused in March. The focus then shifted to promoting safe and responsible travel using the Readiness Guide, Know Before You Go, and Mask Up campaigns. Going into fall, there is a significant drop in projected occupancy since there are no groups, events, or international travel that usually drive fall and winter numbers. Burke described the campaign targeting the Bay Area and LA Metro drive markets focused on mid-week, safe and responsible travel, during the "secret season" of fall. Campaigns in the Sacramento and Reno markets were considered, but the feeling was that would drive day visits, not overnight stays.



The Board considered the strategy proposed. There was general agreement that promoting fall visitation would be valuable.

**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 July 31, 2020 page
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- C. Reno- Tahoe Airport Report – Passenger and Cargo Statistics July 2020
- D. Tourism Development Report on Activities, July 2020
- E. Event Update – Cancelled/Postponed Events, July 2020
- F. Visitor Information Center Visitor Report, July 2020
- G. North Lake Tahoe Marketing Coop Financial Statements July 2020
- H. COVID-19 Update

**8. CEO and Staff Updates**

Hentz described the new color-coded opening guidelines instituted by the state. Placer County is still “purple” based on the metrics used, but could move into “red” on September 8 if the numbers remain steady. If so, restaurants can open indoors at 10%, then 25% capacity. Moving through the requirements, indoor dining will not exceed 50% at best. That said, Hentz is working with a coalition of cold-weather tourist areas in the state advocating to the Governor that restaurants be allowed to open with 75% indoor seating if requirements are met. Turner noted all areas around us are open to a greater degree than North Tahoe. He urged Placer County to advocate for North Tahoe as a sub-region of Placer County. Hentz, Tuma, and Casey described the efforts being made along those lines.

NLTRA is hosting a virtual roundtable on September 17 with the ski areas reporting on what can be expected this winter. Hentz is part of an Airbnb Destination Advisory Committee that will consider issues being linked to short-term rentals.

Hentz thanked the Executive Committee for meeting twice a week and Phelan for the work he is doing on the CAP Committee.

**9. Directors Comments**

There were no additional comments.

**10. Meeting Review and Staff Direction**

Staff will follow up on the direction given today regarding the TBID relaunch, filling Board seats, and marketing fall safely and responsibly.

**11. Closed Session**

Closed Session was not convened.

**12. Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:27 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



## north lake tahoe

Chamber | CVB | Resort Association

Date: 09/18/20

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

From: Bonnie Bavetta, CFO

RE: Report for August 2020

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

- Cash balance on July 31, 2020 of \$1,027,000 was \$510,000 greater than prior year. Variances to prior year included a decrease in Accounts Receivables of \$61,000, an increase in Deferred Revenue from the County of \$175,000, an increase in net due to the County of Placer in the amount of approximately \$365,000, and an increase to the Designated Marketing Reserve of \$16,000, offset primarily by increased Inventory of \$13,000, decreased Accounts Payable of \$34,000, decreased Payroll Liabilities of \$44,000, and decreased Accrued Expenses of \$22,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$9,000, primarily due to fewer outstanding commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$445,000 reflected a County TOT funding invoice for July (\$233,000) and one for August (\$212,000). The balance at this date last year was \$555,000.
- Receivable from NLTMC was down \$12,000 relative to last year due to reduced credit card expenses to be reimbursed to the NLTRA.
- Membership dues receivable totaled \$80,000, an increase of \$68,000 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 \$35,000 represents an increase of \$13,000 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 \$1,000 was \$34,000 lower than prior year primarily due to reduced expenditures during the COVID – 19 period and refunds on credit cards from cancelled events and merchandise returns. Prior year also included TBID expenses that we have not incurred this year.
- Wages and related liabilities of \$107,000 were \$44,000 less than prior year, primarily as a result of fewer commissions owed to NLTRA reps and prompt payout of incentives.
- Accrued Expenses of \$21,000 were less than prior year by \$22,000 primarily due to fewer events taking place this year due to COVID-19 concerns.
- Deferred Revenue-Member Dues of \$54,000 was \$1,000 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 income of \$32,000 at month end August reflected a \$20,000 decrease from prior year positive results of \$52,000, and represented Membership's positive net results YTD of \$9,000, and \$23,000 net positive results from TOT funded departments.
- Operating Results YTD – Marketing
  - YTD Revenue from Placer TOT Funding of \$292,000 was on budget.
  - Expenses, before overhead allocation, totaled \$193,000 and was \$16,000 below budget.
  - Total net results before overhead allocation of \$100,000 were better than budget by \$16,000.
- Operating Results YTD – Conference
  - TOT revenue of \$67,000 was on budget.
  - Expenses of \$48,000 before allocated overhead were positive to budget by \$8,000.
  - Net results of \$19,000 before overhead allocation were positive to budget by \$8,000.
- Operating Results YTD – Visitor Center
  - Merchandise sales of \$26,000 were positive to budget by \$11,000. TOT revenue of \$59,000 was below budget \$15,000.
  - Expenses before overhead allocation of \$107,000 were \$31,000 higher than budget, due primarily to the cost of personal protection equipment distributed to local business for free.
  - Net loss of \$21,000 before overhead allocation was \$35,000 negative to budget.
- Operating Results YTD – TMPI
  - TOT revenue of \$26,000 was on budget.
  - Expenditures of \$10,000 before overhead were \$10,000 good to budget.
  - Net results of \$16,000 before overhead allocation were positive to budget \$10,000.
- Operating Results YTD – Membership
  - Membership dues revenue of \$23,000 was \$2,000 over budget.
  - Expenses of \$11,000 were \$7,000 below budget.
  - Net income of \$13,000 before overhead allocations was positive to budget by \$10,000.
  - Net income of \$9,000 after overhead allocations was \$11,000 favorable to budget.
- Operating Results YTD – Administration
  - Total expenses of \$94,000 were \$26,000 below budget due primarily to timing.
- Membership cash position as of August 31, 2020
  - Membership activities resulted in a net income \$9,298.
  - Deferred revenues of \$54,685 less receivables of \$80,025, plus the allowance for uncollectible receivable of \$24,987 provided negative cash of \$353.
  - Accrued Payroll provided \$1,761 in cash.
  - Prior years' cumulative negative net results totaled \$10,145.
  - Net cash was positive \$561 and required no additional funding.

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

- Cash balance at month end of \$514,000 was \$329,000 greater than prior year due to increased Unrestricted Net Assets of \$462,000 (prior year funding reserve) and a decrease in Prepaid Expenses of \$8,000, offset by increased Accounts Receivable of \$21,000, reduced Accounts Payable of \$78,000 and lower Net Income of \$45,000.
- Accounts receivable – Other balance of \$23,000 represents refunds due for cancelled events.
- Accounts payable of \$20,000 were \$78,000 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 \$58,000 was \$45,000 below prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$158,000 was on budget. Prior year reserves had not been utilized to fund YTD operations.
- Consumer Marketing expenditures of \$39,000 were \$81,000 below budget due to timing.
- Leisure Sales expenditures of \$3,000 were \$4,000 below budget.
- Public Relations expenses of \$27,000 were \$6,000 below budget.

- Conference Sales expenditures of \$17,000 were \$9,000 below budget due to timing.
- Trade Show expenditures of \$0 were \$15,000 below budget.
- Committed & Administrative expenditures of \$5,000 were \$20,000 below budget due to timing.
- Website & Maintenance expenses of \$9,000 were \$7,000 below budget.
- Net income of \$58,000 was better than budget by \$58,000.



# **North Lake Tahoe Resort Association**

Preliminary

Financial Statements for the Period Ending

August 31, 2020

11:17 AM

09/18/20

Accrual Basis

## North Lake Tahoe Resort Association

## Balance Sheet

As of August 31, 2020

	Aug 31, 20	Aug 31, 19	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1001-00 · Petty Cash	158	365	(207)	(57)%
1003-00 · Cash - Operations BOTW #6712	763,830	193,335	570,495	295%
1007-00 · Cash - Payroll BOTW #7421	2,285	7,920	(5,636)	(71)%
1008-00 · Marketing Reserve - Plumas	50,321	50,257	65	0%
1009-00 · Cash Flow Reserve - Plumas	100,865	100,685	180	0%
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%
1080-00 · Special Events BOTW #1626	79,311	133,988	(54,677)	(41)%
10950 · Cash in Drawer	169	281	(112)	(40)%
Total Checking/Savings	1,026,520	516,411	510,108	99%
Accounts Receivable				
1200-00 · Quickbooks Accounts Receivable	2,500	11,326	(8,826)	(78)%
1290-00 · A/R - TOT	445,022	555,024	(110,002)	(20)%
Total Accounts Receivable	447,522	566,350	(118,828)	(21)%
Other Current Assets				
1200-99 · AR Other	2,031	99	1,932	1,951%
1201-00 · Member Accounts Receivable				
1201-01 · Member AR - Member Dues	80,025	12,245	67,780	554%
1201-03 · Member AR - Other	1,300	1,700	(400)	(24)%
Total 1201-00 · Member Accounts Receivable	81,325	13,945	67,380	483%
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(801)%
12100 · Inventory Asset				
25300 · Gift Cards Outstanding	18	15	3	18%
12100 · Inventory Asset - Other	35,388	22,475	12,913	58%
Total 12100 · Inventory Asset	35,405	22,490	12,916	57%
1299 · Receivable from NLTC	754	12,375	(11,621)	(94)%
1490-00 · Security Deposits	1,150	1,250	(100)	(8)%
Total Other Current Assets	95,678	47,384	48,295	102%
Total Current Assets	1,569,720	1,130,145	439,575	39%
Fixed Assets				
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%
1740-00 · Computer Equipment	4,270	4,270	0	0%
1741-00 · Accum. Depr. - Computer Equip	(4,270)	(4,269)	(0)	0%
1750-00 · Computer Software	20,493	20,493	0	0%
1751-00 · Accum. Amort. - Software	(20,493)	(19,321)	(1,171)	(6)%
1770-00 · Leasehold Improvements	24,284	24,284	0	0%
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%
Total Fixed Assets	0	1,172	(1,172)	(100)%
Other Assets				
1400-00 · Prepaid Expenses				
1410-00 · Prepaid Insurance	16,381	15,306	1,075	7%
1430-00 · Prepaid 1st Class Postage	100	100	0	0%
1400-00 · Prepaid Expenses - Other	7,651	3,847	3,804	99%
Total 1400-00 · Prepaid Expenses	24,132	19,253	4,879	25%
Total Other Assets	24,132	19,253	4,879	25%
<b>TOTAL ASSETS</b>	<b>1,593,852</b>	<b>1,150,569</b>	<b>443,283</b>	<b>39%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	1,495	35,682	(34,187)	(96)%

11:17 AM

## North Lake Tahoe Resort Association

09/18/20

## Balance Sheet

Accrual Basis

As of August 31, 2020

	Aug 31, 20	Aug 31, 19	\$ Change	% Change
Total Accounts Payable	1,495	35,682	(34,187)	(96)%
Other Current Liabilities				
21000 · Salaries/Wages/Payroll Liabilit				
2100-00 · Salaries / Wages Payable	11,815	10,516	1,299	12%
2101-00 · Incentive Payable	29,676	68,672	(38,996)	(57)%
2102-00 · Commissions Payable	3,500	11,973	(8,473)	(71)%
2120-00 · Empl. Federal Tax Payable	5,078	4,605	473	10%
2175-00 · 401 (k) Plan	2,053	2,039	14	1%
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	4%
Total 21000 · Salaries/Wages/Payroll Liabilit	106,967	150,797	(43,830)	(29)%
2190-00 · Sales and Use Tax Payable				
2195-00 · Use Tax Payable	0	504	(504)	(100)%
25500 · *Sales Tax Payable	1,897	2,063	(166)	(8)%
Total 2190-00 · Sales and Use Tax Payable	1,897	2,567	(670)	(26)%
2250-00 · Accrued Expenses	20,507	42,946	(22,438)	(52)%
2400-60 · Deferred Revenue- Member Dues	54,685	53,939	747	1%
2500-00 · Deferred Revenue - TMBC	1,290	1,170	120	10%
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%
Total Other Current Liabilities	1,095,591	621,595	473,996	76%
Total Current Liabilities	1,097,087	657,277	439,810	67%
Total Liabilities	1,097,087	657,277	439,810	67%
Equity				
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%
3301 · Cash Flow Reserve	100,248	100,248	0	0%
3302 · Marketing Cash Reserve	50,018	50,018	0	0%
Net Income	32,054	51,830	(19,776)	(38)%
Total Equity	496,765	493,292	3,473	1%
TOTAL LIABILITIES & EQUITY	1,593,852	1,150,569	443,283	39%

11:49 AM

09/18/20

**North Lake Tahoe Resort Association**  
**A/R Aging Summary**  
As of August 31, 2020

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>91 - 120</u>	<u>&gt; 120</u>	<u>TOTAL</u>
County of Placer	212,268.20	0.00	232,754.03	0.00	0.00	0.00	445,022.23
Harrah's/Harveys Casino	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL	<u><u>212,268.20</u></u>	<u><u>0.00</u></u>	<u><u>232,754.03</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>445,022.23</u></u>



**North Lake Tahoe Resort Association**  
**A/P Aging Summary**  
As of August 31, 2018

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Accountemps	0.00	0.00	0.00	0.00	-35.00	-35.00
ADP	448.75	0.00	0.00	0.00	0.00	448.75
Adventure Maps, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Adventure Marketing	0.00	0.00	0.00	0.00	0.00	0.00
Amber Burke	108.95	0.00	0.00	0.00	0.00	108.95
Anne-Karin Atwood*	26.16	0.00	0.00	0.00	0.00	26.16
Annie's Cleaning Service	550.00	0.00	0.00	0.00	0.00	550.00
Anthem Blue Cross	8,245.42	0.00	0.00	0.00	0.00	8,245.42
AT & T*	361.62	181.97	0.00	0.00	0.00	543.59
Aurora World, Inc.	0.00	0.00	0.00	0.00	-351.98	-351.98
Bank of the West Bank Card Center	0.00	0.00	0.00	0.00	0.00	0.00
Bison Bookbinding and Letterpre	0.00	0.00	0.00	0.00	0.00	0.00
Center Point Corporate Services	0.00	175.00	0.00	0.00	0.00	175.00
Cindy Gustafson	242.42	0.00	144.97	0.00	0.00	387.39
CoPower	0.00	110.80	0.00	0.00	0.00	110.80
Daphne Lange	109.49	0.00	0.00	0.00	0.00	109.49
David C. Antonucci	0.00	0.00	0.00	0.00	0.00	0.00
Dawn Teran	47.42	0.00	0.00	0.00	0.00	47.42
Dorfman Pacific Co.	0.00	0.00	0.00	0.00	0.00	0.00
Enchanted Leaves	0.00	0.00	0.00	0.00	0.00	0.00
FedEx	66.59	24.71	0.00	0.00	0.00	91.30
FP Mailing Solutions	0.00	0.00	0.00	0.00	-0.18	-0.18
Geo-Tourism Specialties	0.00	0.00	0.00	0.00	0.00	0.00
Globe Pequot Press	0.00	0.00	0.00	0.00	0.00	0.00
Haleigh Hoff	0.00	0.00	0.00	-165.00	165.00	0.00
Hawk's Peak Publishing	0.00	0.00	0.00	0.00	0.00	0.00
Heyday	0.00	0.00	0.00	0.00	0.00	0.00
Independent Technologies	360.00	0.00	0.00	0.00	0.00	360.00
Ingram Publisher Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Jason Neary	25.00	0.00	0.00	0.00	0.00	25.00
Jujuz Treat Company	0.00	0.00	0.00	0.00	0.00	0.00
Kay Dee Designs	0.00	0.00	0.00	0.00	0.00	0.00
Keen Communications	0.00	0.00	0.00	0.00	0.00	0.00
Krista Tranquilla Designs	0.00	0.00	0.00	0.00	0.00	0.00
Kym Fabel	58.60	0.00	0.00	0.00	0.00	58.60
Laser Gifts	0.00	0.00	0.00	0.00	0.00	0.00
LazyOne	0.00	0.00	0.00	0.00	0.00	0.00
Liberty Utilities*	0.00	798.49	0.00	0.00	0.00	798.49
Liz Bowling	60.19	0.00	0.00	0.00	0.00	60.19
Longleaf Services, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
McClintock Accountancy	400.00	0.00	0.00	0.00	0.00	400.00
McSteven's, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Mic Mac Publishing	0.00	0.00	0.00	0.00	0.00	0.00
Native to this Place	0.00	0.00	-374.50	0.00	0.00	-374.50
North Lake Tahoe Marketing Co-op	131,923.00	0.00	0.00	0.00	0.00	131,923.00
Office Boss	239.59	0.00	0.00	0.00	0.00	239.59
Placer County Sheriff's Office	0.00	120.00	0.00	0.00	0.00	120.00
Principal Financial Group	0.00	87.04	0.00	0.00	363.82	450.86
Ricoh USA	1,447.42	0.00	0.00	0.00	0.00	1,447.42
Southwest Gas Corporation*	11.00	0.00	0.00	0.00	0.00	11.00
Specialty Beads	0.00	0.00	0.00	0.00	0.00	0.00
Squaw Valley Ski Museum Foundation, Inc.	0.00	0.00	0.00	0.00	0.00	0.00
Stephen's Farmhouse	0.00	0.00	0.00	0.00	0.00	0.00
Stormtech USA Inc	0.00	0.00	0.00	-1,093.20	1,093.20	0.00
Tahoe Basics	0.00	0.00	0.00	0.00	-198.00	-198.00
Tahoe Blue Bath	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe Eco	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe House, Inc.*	0.00	35.49	0.00	0.00	0.00	35.49
Tahoe Quarterly*	0.00	0.00	168.00	0.00	0.00	168.00
Tahoe Tree Company	0.00	0.00	4.15	0.00	0.00	4.15
The Abbi Agency, Inc.	2,583.33	0.00	0.00	0.00	0.00	2,583.33
The Store...Copies and More	0.00	42.36	0.00	0.00	0.00	42.36
University of Chicago Press	0.00	0.00	0.00	0.00	0.00	0.00
Vail Resorts	7,500.00	0.00	0.00	0.00	0.00	7,500.00
Wholesale Resort Accessories, Inc.	0.00	0.00	0.00	0.00	21.50	21.50
Woodluck Wholesale	0.00	0.00	0.00	0.00	0.00	0.00
YIG Administration	0.00	-42.45	-33.96	-25.47	-42.53	-144.41

North Lake Tahoe Resort Association  
**A/P Aging Summary**  
As of August 31, 2018

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	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
TOTAL	<u>154,814.95</u>	<u>1,533.41</u>	<u>-91.34</u>	<u>-1,283.67</u>	<u>1,015.83</u>	<u>155,989.18</u>

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### All Departments

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
4050-00 • County of Placer TOT Funding	212,268	221,654	(9,386)	445,022	460,336	(15,314)	4,043,822
4200-00 • Membership Dues Revenue	11,316	10,417	899	22,663	20,833	1,830	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
<b>Total 4250-01 • Community Awards</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>58,000</b>
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
<b>Total 4251-00 • Tues AM Breakfast Club</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6,000</b>
4250-00 • Revenues-Membership Activities - Other	1,310	0	1,310	1,360	0	1,360	0
<b>Total 4250-00 • Revenues-Membership Activities</b>	<b>1,310</b>	<b>0</b>	<b>1,310</b>	<b>1,360</b>	<b>0</b>	<b>1,360</b>	<b>72,500</b>
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	390	0	390	1,062	0	1,062	0
4504-00 • Retail Revenue - Other	130	0	130	360	0	360	0
46000 • Merchandise Sales - Other	13,409	9,500	3,909	24,745	15,500	9,245	85,000
<b>Total 46000 • Merchandise Sales</b>	<b>13,929</b>	<b>9,500</b>	<b>4,429</b>	<b>26,167</b>	<b>15,500</b>	<b>10,667</b>	<b>85,000</b>
<b>Total Income</b>	<b>238,823</b>	<b>241,571</b>	<b>(2,748)</b>	<b>495,213</b>	<b>496,670</b>	<b>(1,457)</b>	<b>4,328,822</b>
<b>Gross Profit</b>	<b>238,823</b>	<b>241,571</b>	<b>(2,748)</b>	<b>495,213</b>	<b>496,670</b>	<b>(1,457)</b>	<b>4,328,822</b>
<b>Expense</b>							
5000-00 • Salaries & Wages							
5010-00 • Sales Commissions	137	0	137	137	0	137	0
5020-00 • P/R - Tax Expense	5,313	7,049	(1,736)	11,234	14,098	(2,864)	84,586
5030-00 • P/R - Health Insurance Expense	13,334	11,750	1,584	18,535	23,500	(4,965)	141,000
5040-00 • P/R - Workmans Comp	1,335	1,128	208	2,091	2,255	(165)	13,532
5060-00 • 401 (k)	259	3,308	(3,049)	2,825	6,617	(3,792)	39,700
5070-00 • Other Benefits and Expenses	151	428	(277)	318	856	(538)	5,135
5000-00 • Salaries & Wages - Other	79,908	94,593	(14,685)	165,402	189,187	(23,785)	1,135,121
<b>Total 5000-00 • Salaries &amp; Wages</b>	<b>100,437</b>	<b>118,256</b>	<b>(17,819)</b>	<b>200,540</b>	<b>236,512</b>	<b>(35,972)</b>	<b>1,419,074</b>
5100-00 • Rent							
5110-00 • Utilities	760	957	(196)	1,623	1,938	(315)	11,655
5140-00 • Repairs & Maintenance	0	888	(888)	87	1,777	(1,690)	10,660
5150-00 • Office - Cleaning	725	1,058	(333)	1,325	2,117	(792)	12,700
5100-00 • Rent - Other	13,535	12,648	887	26,865	25,295	1,570	152,798
<b>Total 5100-00 • Rent</b>	<b>15,020</b>	<b>15,551</b>	<b>(531)</b>	<b>29,900</b>	<b>31,127</b>	<b>(1,227)</b>	<b>187,813</b>
5310-00 • Telephone							
5320-00 • Telephone	2,352	1,924	428	4,531	3,848	683	23,088
<b>Total 5310-00 • Telephone</b>	<b>2,352</b>	<b>1,924</b>	<b>428</b>	<b>4,531</b>	<b>3,848</b>	<b>683</b>	<b>23,088</b>
5420-00 • Mail - USPS	0	161	(161)	0	322	(322)	2,080
5510-00 • Insurance/Bonding	269	1,692	(1,423)	538	3,383	(2,846)	20,300
5520-00 • Supplies							
5525-00 • Supplies- Computer <\$1000	0	287	(287)	131	573	(442)	3,440
5520-00 • Supplies - Other	468	7,598	(7,130)	1,357	15,196	(13,839)	91,174
<b>Total 5520-00 • Supplies</b>	<b>468</b>	<b>7,885</b>	<b>(7,417)</b>	<b>1,488</b>	<b>15,769</b>	<b>(14,281)</b>	<b>94,614</b>
5700-00 • Equipment Support & Maintenance	2,366	2,267	99	4,745	4,533	211	27,200
5710-00 • Taxes, Licenses & Fees	495	1,025	(530)	1,641	2,050	(409)	12,300
5740-00 • Equipment Rental/Leasing	433	969	(537)	798	1,938	(1,140)	11,630
5800-00 • Training Seminars	66	1,667	(1,601)	66	3,333	(3,267)	22,000
5850-00 • Artist of Month - Commissions	120	250	(130)	360	500	(140)	3,000
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	620	750	(130)	920	1,500	(580)	9,000
5920-00 • Professional Fees - Accountant	400	0	400	400	0	400	26,000
5921-00 • Professional Fees - Other	6,240	9,500	(3,260)	6,240	12,250	(6,010)	134,000
<b>Total 5900-00 • Professional Fees</b>	<b>7,260</b>	<b>10,250</b>	<b>(2,990)</b>	<b>7,560</b>	<b>13,750</b>	<b>(6,190)</b>	<b>169,000</b>
5941-00 • Research & Planning	0	1,250	(1,250)	0	2,500	(2,500)	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
<b>Total 6020-00 • Programs</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>80,000</b>
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

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09/18/20

Accrual Basis

# North Lake Tahoe Resort Association

## Profit & Loss Budget Performance

### All Departments

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
6421-17 · Enduro	0	0	0	0	0	0	31,500
6421-18 · Sponsorships - Other	0	0	0	0	0	0	240,800
<b>Total 6420-01 · Sponsorships</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>529,000</b>
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
<b>Total 6420-00 · Events</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>565,000</b>
<b>6423-00 · Membership Activities</b>							
6434-00 · Community Awards Dinner	0	0	0	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	583	417	166	1,152	833	318	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	833	82	5,000
<b>Total 6423-00 · Membership Activities</b>	<b>583</b>	<b>833</b>	<b>(250)</b>	<b>2,362</b>	<b>1,667</b>	<b>695</b>	<b>42,000</b>
6730-00 · Marketing Cooperative/Media	56,309	56,309	0	135,748	135,748	0	1,000,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	3,333	(3,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	398	1,000	(602)	797	2,000	(1,203)	232,000
<b>6743-00 · BACC Marketing Programs</b>							
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
<b>Total 6743-00 · BACC Marketing Programs</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>80,000</b>
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	2,500	(2,500)	15,000
8100-00 · Cost of Goods Sold							
51100 · Freight and Shipping Costs	91	125	(34)	470	250	220	1,500
8100-01 · CGS - Other	5,040	0	5,040	48,143	0	48,143	0
8100-00 · Cost of Goods Sold - Other	6,758	4,247	2,511	12,636	6,929	5,707	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>11,890</b>	<b>4,372</b>	<b>7,518</b>	<b>61,248</b>	<b>7,179</b>	<b>54,070</b>	<b>39,500</b>
8200-00 · Associate Relations	250	135	115	413	248	165	1,600
8300-00 · Board Functions	858	500	358	858	500	358	7,000
8500-00 · Credit Card Fees	407	447	(40)	753	729	24	5,850
8600-00 · Additional Opportunitites	3,330	10,000	(6,670)	7,330	20,000	(12,670)	120,000
8700-00 · Automobile Expenses	117	466	(348)	482	795	(312)	5,450
8750-00 · Meals/Meetings	145	763	(618)	145	1,275	(1,130)	8,900
8810-00 · Dues & Subscriptions	500	1,513	(1,013)	890	2,767	(1,878)	17,900
8910-00 · Travel	0	0	0	0	0	0	12,600
<b>Total Expense</b>	<b>204,072</b>	<b>242,399</b>	<b>(38,327)</b>	<b>463,193</b>	<b>498,307</b>	<b>(35,114)</b>	<b>4,299,899</b>
<b>Net Ordinary Income</b>	<b>34,751</b>	<b>(828)</b>	<b>35,579</b>	<b>32,020</b>	<b>(1,637)</b>	<b>33,657</b>	<b>28,924</b>
<b>Other Income/Expense</b>							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	34	0	34	0
<b>Total Other Income</b>	<b>17</b>	<b>0</b>	<b>17</b>	<b>34</b>	<b>0</b>	<b>34</b>	<b>0</b>
Other Expense							
8990-00 · Allocated	0	0	0	0	(0)	0	0
<b>Total Other Expense</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>(0)</b>	<b>0</b>	<b>0</b>
<b>Net Other Income</b>	<b>17</b>	<b>0</b>	<b>17</b>	<b>34</b>	<b>0</b>	<b>34</b>	<b>(0)</b>
<b>Net Income</b>	<b>34,768</b>	<b>(828)</b>	<b>35,597</b>	<b>32,054</b>	<b>(1,637)</b>	<b>33,691</b>	<b>28,924</b>



# North Lake Tahoe Resort Association

## Profit & Loss Prev Year Comparison

### August 2020

	Aug 20	Aug 19	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
4050-00 · County of Placer TOT Funding	212,268	216,947	-4,679	-2%
4200-00 · Membership Dues Revenue	11,316	11,102	214	2%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club	0	635	-635	-100%
4250-00 · Revenues-Membership Activities - Other	1,310	915	395	43%
<b>Total 4250-00 · Revenues-Membership Activities</b>	<b>1,310</b>	<b>1,550</b>	<b>-240</b>	<b>-16%</b>
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	0	0	0%
4600-00 · Commissions - Other	0	3,026	-3,026	-100%
<b>Total 4600-00 · Commissions</b>	<b>0</b>	<b>3,026</b>	<b>-3,026</b>	<b>-100%</b>
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	390	0	390	100%
4504-00 · Retail Revenue - Other	130	0	130	100%
46000 · Merchandise Sales - Other	13,409	14,088	-679	-5%
<b>Total 46000 · Merchandise Sales</b>	<b>13,929</b>	<b>14,088</b>	<b>-159</b>	<b>-1%</b>
<b>Total Income</b>	<b>238,823</b>	<b>246,713</b>	<b>-7,890</b>	<b>-3%</b>
<b>Gross Profit</b>	<b>238,823</b>	<b>246,713</b>	<b>-7,890</b>	<b>-3%</b>
<b>Expense</b>				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	137	4,624	-4,487	-97%
5020-00 · P/R - Tax Expense	5,313	5,768	-455	-8%
5030-00 · P/R - Health Insurance Expense	13,334	11,309	2,025	18%
5040-00 · P/R - Workmans Comp	1,335	1,233	102	8%
5060-00 · 401 (k)	259	2,661	-2,402	-90%
5070-00 · Other Benefits and Expenses	151	149	2	1%
5000-00 · Salaries & Wages - Other	79,908	76,139	3,769	5%
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>100,437</b>	<b>101,883</b>	<b>-1,446</b>	<b>-1%</b>
5100-00 · Rent				
5110-00 · Utilities	760	800	-40	-5%
5140-00 · Repairs & Maintenance	0	207	-207	-100%
5150-00 · Office - Cleaning	725	700	25	4%
5100-00 · Rent - Other	13,535	13,058	477	4%
<b>Total 5100-00 · Rent</b>	<b>15,020</b>	<b>14,765</b>	<b>255</b>	<b>2%</b>
5310-00 · Telephone				
5320-00 · Telephone	2,352	1,937	415	21%
<b>Total 5310-00 · Telephone</b>	<b>2,352</b>	<b>1,937</b>	<b>415</b>	<b>21%</b>
5420-00 · Mail - USPS	0	100	-100	-100%
5510-00 · Insurance/Bonding	269	916	-647	-71%
5520-00 · Supplies				
5525-00 · Supplies- Computer <\$1000	0	110	-110	-100%
5520-00 · Supplies - Other	468	1,303	-835	-64%
<b>Total 5520-00 · Supplies</b>	<b>468</b>	<b>1,413</b>	<b>-945</b>	<b>-67%</b>
5610-00 · Depreciation	0	118	-118	-100%
5700-00 · Equipment Support & Maintenance	2,366	71	2,295	3,233%
5710-00 · Taxes, Licenses & Fees	495	869	-374	-43%
5740-00 · Equipment Rental/Leasing	433	1,089	-656	-60%
5800-00 · Training Seminars	66	649	-583	-90%
5850-00 · Artist of Month - Commissions	120	449	-329	-73%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	620	0	620	100%
5920-00 · Professional Fees - Accountant	400	0	400	100%
5921-00 · Professional Fees - Other	6,240	10,000	-3,760	-38%
<b>Total 5900-00 · Professional Fees</b>	<b>7,260</b>	<b>10,000</b>	<b>-2,740</b>	<b>-27%</b>
6020-00 · Programs				
6016-00 · Special Event Partnership	0	1,250	-1,250	-100%
<b>Total 6020-00 · Programs</b>	<b>0</b>	<b>1,250</b>	<b>-1,250</b>	<b>-100%</b>
6420-00 · Events				
6420-01 · Sponsorships				

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Accrual Basis

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

	Aug 20	Aug 19	\$ Change	% Change
6023-00 • Autumn Food & Wine	0	650	-650	-100%
Total 6420-01 • Sponsorships	0	650	-650	-100%
6424-00 • Event Operation Expenses	0	448	-448	-100%
Total 6420-00 • Events	0	1,098	-1,098	-100%
6423-00 • Membership Activities				
6437-00 • Tuesday Morning Breakfast Club	0	513	-513	-100%
6442-00 • Public Relations/Website	583	1,248	-665	-53%
6423-00 • Membership Activities - Other	0	47	-47	-100%
Total 6423-00 • Membership Activities	583	1,808	-1,225	-68%
6730-00 • Marketing Cooperative/Media	56,309	75,189	-18,880	-25%
6742-00 • Non-NLT Co-Op Marketing Program	398	828	-430	-52%
6743-00 • BACC Marketing Programs				
6743-01 • Shop Local	0	5,450	-5,450	-100%
Total 6743-00 • BACC Marketing Programs	0	5,450	-5,450	-100%
8100-00 • Cost of Goods Sold				
51100 • Freight and Shipping Costs	91	111	-19	-18%
52500 • Purchase Discounts	0	-1	1	100%
59900 • POS Inventory Adjustments	0	-4	4	100%
8100-01 • CGS - Other	5,040	0	5,040	100%
8100-00 • Cost of Goods Sold - Other	6,758	6,989	-231	-3%
Total 8100-00 • Cost of Goods Sold	11,890	7,095	4,795	68%
8200-00 • Associate Relations	250	0	250	100%
8300-00 • Board Functions	858	684	173	25%
8500-00 • Credit Card Fees	407	609	-203	-33%
8600-00 • Additional Opportunites	3,330	0	3,330	100%
8700-00 • Automobile Expenses	117	259	-142	-55%
8750-00 • Meals/Meetings	145	54	91	168%
8810-00 • Dues & Subscriptions	500	1,023	-523	-51%
Total Expense	204,072	229,607	-25,535	-11%
Net Ordinary Income	34,751	17,106	17,645	103%
Other Income/Expense				
Other Income				
4700-00 • Revenues- Interest & Investment	17	24	-6	-27%
Total Other Income	17	24	-6	-27%
Other Expense				
8990-00 • Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	17	24	-6	-27%
Net Income	34,768	17,129	17,639	103%

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

## 11 - Marketing

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	131,984	131,984	0	292,387	292,387	(0)	2,983,637
Total Income	131,984	131,984	0	292,387	292,387	(0)	2,983,637
Gross Profit	131,984	131,984	0	292,387	292,387	(0)	2,983,637
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,750	1,667	1,084	3,967	3,333	634	20,000
5030-00 · P/R - Health Insurance Expense	5,041	4,000	1,041	7,306	8,000	(694)	48,000
5040-00 · P/R - Workmans Comp	417	125	292	547	250	297	1,500
5060-00 · 401 (k)	1,579	833	746	2,313	1,667	646	10,000
5070-00 · Other Benefits and Expenses	33	142	(109)	72	283	(211)	1,700
5000-00 · Salaries & Wages - Other	25,412	22,299	3,113	44,912	44,599	314	267,592
Total 5000-00 · Salaries & Wages	35,233	29,066	6,167	59,117	58,132	985	348,792
5100-00 · Rent							
5110-00 · Utilities	143	140	3	322	305	17	1,855
5140-00 · Repairs & Maintenance	0	75	(75)	0	150	(150)	900
5150-00 · Office - Cleaning	258	250	8	471	500	(29)	3,000
5100-00 · Rent - Other	2,580	2,229	351	5,058	4,459	599	27,777
Total 5100-00 · Rent	2,981	2,694	287	5,851	5,414	438	33,532
5310-00 · Telephone							
5320-00 · Telephone	597	549	48	1,140	1,098	42	6,588
Total 5310-00 · Telephone	597	549	48	1,140	1,098	42	6,588
5420-00 · Mail - USPS	0	34	(34)	0	69	(69)	560
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	100	0	100	0
5520-00 · Supplies - Other	29	1,716	(1,687)	110	3,432	(3,322)	20,594
Total 5520-00 · Supplies	29	1,716	(1,687)	210	3,432	(3,222)	20,594
5700-00 · Equipment Support & Maintenance	1	13	(11)	(3)	25	(28)	150
5710-00 · Taxes, Licenses & Fees	0	13	(13)	48	25	23	150
5740-00 · Equipment Rental/Leasing	108	167	(59)	199	333	(134)	2,000
5800-00 · Training Seminars	0	750	(750)	0	1,500	(1,500)	9,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	0	125	(125)	0	250	(250)	1,500
5921-00 · Professional Fees - Other	0	1,125	(1,125)	0	2,250	(2,250)	13,500
Total 5900-00 · Professional Fees	0	1,250	(1,250)	0	2,500	(2,500)	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	40,087	45,057	(4,970)	119,526	119,526	0	925,000
6742-00 · Non-NLT Co-Op Marketing Program	198	0	198	397	0	397	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	0	23	(23)	32	23	9	250
8600-00 · Additional Opportunities	2,680	7,917	(5,237)	6,030	15,833	(9,803)	95,000
8700-00 · Automobile Expenses	33	136	(103)	90	136	(47)	1,500
8750-00 · Meals/Meetings	16	250	(234)	16	250	(234)	2,750
8810-00 · Dues & Subscriptions	51	259	(208)	93	259	(166)	2,850
8910-00 · Travel	0	0	0	0	0	0	11,100
Total Expense	82,015	89,893	(7,878)	192,747	208,555	(15,808)	2,459,816
Net Ordinary Income	49,969	42,091	7,878	99,640	83,831	15,808	523,821

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Accrual Basis

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

11 - Marketing

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
Other Income/Expense							
Other Income							
4700-00 · Revenues- Interest & Investment	17	0	17	34	0	34	0
Total Other Income	17	0	17	34	0	34	0
Other Expense							
8990-00 · Allocated	32,247	42,125	(9,879)	65,095	83,900	(18,805)	524,426
Total Other Expense	32,247	42,125	(9,879)	65,095	83,900	(18,805)	524,426
Net Other Income	(32,230)	(42,125)	9,896	(65,061)	(83,900)	18,839	(524,426)
Net Income	17,740	(34)	17,774	34,579	(69)	34,647	(605)

**North Lake Tahoe Resort Association**  
**Profit & Loss Budget Performance**  
**30 - Conference**

Accrual Basis

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	36,636.86	36,636.86	0.00	66,946.61	66,946.61	0.00	384,054.23
<b>Total Income</b>	<b>36,636.86</b>	<b>36,636.86</b>	<b>0.00</b>	<b>66,946.61</b>	<b>66,946.61</b>	<b>0.00</b>	<b>384,054.23</b>
<b>Gross Profit</b>	<b>36,636.86</b>	<b>36,636.86</b>	<b>0.00</b>	<b>66,946.61</b>	<b>66,946.61</b>	<b>0.00</b>	<b>384,054.23</b>
<b>Expense</b>							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	136.61	0.00	136.61	136.61	0.00	136.61	0.00
5020-00 · P/R - Tax Expense	522.03	1,157.17	(635.14)	1,592.38	2,314.34	(721.96)	13,886.00
5030-00 · P/R - Health Insurance Expense	1,460.46	2,041.67	(581.21)	1,928.26	4,083.34	(2,155.08)	24,500.00
5040-00 · P/R - Workmans Comp	110.47	166.67	(56.20)	198.65	333.34	(134.69)	2,000.00
5060-00 · 401 (k)	275.57	500.00	(224.43)	865.72	1,000.00	(134.28)	6,000.00
5070-00 · Other Benefits and Expenses	8.49	37.50	(29.01)	55.98	75.00	(19.02)	450.00
5000-00 · Salaries & Wages - Other	8,198.85	14,030.42	(5,831.57)	23,635.43	28,060.84	(4,425.41)	168,365.00
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>10,712.48</b>	<b>17,933.43</b>	<b>(7,220.95)</b>	<b>28,413.03</b>	<b>35,866.86</b>	<b>(7,453.83)</b>	<b>215,201.00</b>
5100-00 · Rent							
5110-00 · Utilities	93.38	75.00	18.38	189.87	150.00	39.87	900.00
5140-00 · Repairs & Maintenance	0.00	21.67	(21.67)	0.00	43.34	(43.34)	260.00
5150-00 · Office - Cleaning	161.11	141.67	19.44	294.44	283.34	11.10	1,700.00
5100-00 · Rent - Other	1,163.27	1,166.67	(3.40)	2,326.54	2,333.34	(6.80)	14,000.00
<b>Total 5100-00 · Rent</b>	<b>1,417.76</b>	<b>1,405.01</b>	<b>12.75</b>	<b>2,810.85</b>	<b>2,810.02</b>	<b>0.83</b>	<b>16,860.00</b>
5310-00 · Telephone							
5320-00 · Telephone	418.19	266.67	151.52	757.52	533.34	224.18	3,200.00
<b>Total 5310-00 · Telephone</b>	<b>418.19</b>	<b>266.67</b>	<b>151.52</b>	<b>757.52</b>	<b>533.34</b>	<b>224.18</b>	<b>3,200.00</b>
5420-00 · Mail - USPS	0.00	16.67	(16.67)	0.00	33.34	(33.34)	200.00
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	45.00	(45.00)	0.00	90.00	(90.00)	540.00
5520-00 · Supplies - Other	21.81	112.50	(90.69)	71.48	225.00	(153.52)	1,350.00
<b>Total 5520-00 · Supplies</b>	<b>21.81</b>	<b>157.50</b>	<b>(135.69)</b>	<b>71.48</b>	<b>315.00</b>	<b>(243.52)</b>	<b>1,890.00</b>
5710-00 · Taxes, Licenses & Fees	0.00	8.33	(8.33)	29.79	16.66	13.13	100.00
5740-00 · Equipment Rental/Leasing	47.58	83.33	(35.75)	87.77	166.66	(78.89)	1,000.00
5800-00 · Training Seminars	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
6730-00 · Marketing Cooperative/Media	16,222.00	11,252.00	4,970.00	16,222.00	16,222.00	0.00	75,000.00
8750-00 · Meals/Meetings	0.00	29.17	(29.17)	0.00	58.34	(58.34)	350.00
8810-00 · Dues & Subscriptions	0.00	62.50	(62.50)	0.00	125.00	(125.00)	750.00
<b>Total Expense</b>	<b>28,839.82</b>	<b>31,214.61</b>	<b>(2,374.79)</b>	<b>48,392.44</b>	<b>56,147.22</b>	<b>(7,754.78)</b>	<b>316,551.00</b>
<b>Net Ordinary Income</b>	<b>7,797.04</b>	<b>5,422.25</b>	<b>2,374.79</b>	<b>18,554.17</b>	<b>10,799.39</b>	<b>7,754.78</b>	<b>67,503.23</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	4,148.99	5,422.27	(1,273.28)	8,375.44	10,799.43	(2,423.99)	67,503.23
<b>Total Other Expense</b>	<b>4,148.99</b>	<b>5,422.27</b>	<b>(1,273.28)</b>	<b>8,375.44</b>	<b>10,799.43</b>	<b>(2,423.99)</b>	<b>67,503.23</b>
<b>Net Other Income</b>	<b>(4,148.99)</b>	<b>(5,422.27)</b>	<b>1,273.28</b>	<b>(8,375.44)</b>	<b>(10,799.43)</b>	<b>2,423.99</b>	<b>(67,503.23)</b>
<b>Net Income</b>	<b>3,648.05</b>	<b>(0.02)</b>	<b>3,648.07</b>	<b>10,178.73</b>	<b>(0.04)</b>	<b>10,178.77</b>	<b>0.00</b>

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Accrual Basis

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

42 - Visitor Center

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	27,144	36,530	(9,386)	59,459	74,773	(15,314)	457,711
46000 · Merchandise Sales							
4502-00 · Non-Retail VIC income	390	0	390	1,062	0	1,062	0
4504-00 · Retail Revenue - Other	130	0	130	360	0	360	0
46000 · Merchandise Sales - Other	13,409	9,500	3,909	24,745	15,500	9,245	85,000
<b>Total 46000 · Merchandise Sales</b>	<b>13,929</b>	<b>9,500</b>	<b>4,429</b>	<b>26,167</b>	<b>15,500</b>	<b>10,667</b>	<b>85,000</b>
<b>Total Income</b>	<b>41,073</b>	<b>46,030</b>	<b>(4,957)</b>	<b>85,626</b>	<b>90,273</b>	<b>(4,647)</b>	<b>542,711</b>
<b>Gross Profit</b>	<b>41,073</b>	<b>46,030</b>	<b>(4,957)</b>	<b>85,626</b>	<b>90,273</b>	<b>(4,647)</b>	<b>542,711</b>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	917	1,292	(375)	2,153	2,583	(431)	15,500
5030-00 · P/R - Health Insurance Expense	1,360	1,583	(224)	1,910	3,167	(1,257)	19,000
5040-00 · P/R - Workmans Comp	528	433	95	936	867	70	5,200
5060-00 · 401 (k)	389	417	(27)	874	833	40	5,000
5070-00 · Other Benefits and Expenses	18	82	(64)	29	164	(134)	982
5000-00 · Salaries & Wages - Other	10,207	15,568	(5,361)	22,772	31,136	(8,365)	186,818
<b>Total 5000-00 · Salaries &amp; Wages</b>	<b>13,419</b>	<b>19,375</b>	<b>(5,956)</b>	<b>28,674</b>	<b>38,750</b>	<b>(10,076)</b>	<b>232,500</b>
5100-00 · Rent							
5110-00 · Utilities	340	583	(243)	713	1,167	(454)	7,000
5140-00 · Repairs & Maintenance	0	458	(458)	0	917	(917)	5,500
5150-00 · Office - Cleaning	0	358	(358)	0	717	(717)	4,300
5100-00 · Rent - Other	6,631	6,721	(90)	13,261	13,442	(180)	80,650
<b>Total 5100-00 · Rent</b>	<b>6,971</b>	<b>8,121</b>	<b>(1,150)</b>	<b>13,974</b>	<b>16,242</b>	<b>(2,267)</b>	<b>97,450</b>
5310-00 · Telephone							
5320-00 · Telephone	328	238	91	591	475	116	2,850
<b>Total 5310-00 · Telephone</b>	<b>328</b>	<b>238</b>	<b>91</b>	<b>591</b>	<b>475</b>	<b>116</b>	<b>2,850</b>
5420-00 · Mail - USPS	0	17	(17)	0	33	(33)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	75	(75)	0	150	(150)	900
5520-00 · Supplies - Other	98	2,917	(2,819)	669	5,833	(5,164)	35,000
<b>Total 5520-00 · Supplies</b>	<b>98</b>	<b>2,992</b>	<b>(2,894)</b>	<b>669</b>	<b>5,983</b>	<b>(5,314)</b>	<b>35,900</b>
5700-00 · Equipment Support & Maintenance	0	4	(4)	0	8	(8)	50
5710-00 · Taxes, Licenses & Fees	0	4	(4)	29	8	21	50
5740-00 · Equipment Rental/Leasing	87	129	(43)	160	258	(99)	1,550
5800-00 · Training Seminars	0	250	(250)	0	500	(500)	3,000
5850-00 · Artist of Month - Commissions	120	250	(130)	360	500	(140)	3,000
6740-00 · Media/Collateral/Production	0	1,667	(1,667)	0	3,333	(3,333)	20,000
6742-00 · Non-NLT Co-Op Marketing Program	200	1,000	(800)	400	2,000	(1,600)	12,000
8100-00 · Cost of Goods Sold							
81100 · Freight and Shipping Costs	91	125	(34)	470	250	220	1,500
8100-01 · CGS - Other	5,040	0	5,040	48,143	0	48,143	0
8100-00 · Cost of Goods Sold - Other	6,758	4,247	2,511	12,636	6,929	5,707	38,000
<b>Total 8100-00 · Cost of Goods Sold</b>	<b>11,890</b>	<b>4,372</b>	<b>7,518</b>	<b>61,248</b>	<b>7,179</b>	<b>54,070</b>	<b>39,500</b>
8200-00 · Associate Relations	0	17	(17)	0	33	(33)	200
8500-00 · Credit Card Fees	387	447	(60)	713	729	(16)	4,000
8700-00 · Automobile Expenses	0	46	(46)	59	92	(33)	550
8750-00 · Meals/Meetings	0	33	(33)	0	67	(67)	400
8810-00 · Dues & Subscriptions	0	8	(8)	0	17	(17)	100
8910-00 · Travel	0	0	0	0	0	0	1,500
<b>Total Expense</b>	<b>33,499</b>	<b>38,968</b>	<b>(5,469)</b>	<b>106,877</b>	<b>76,207</b>	<b>30,670</b>	<b>454,800</b>
<b>Net Ordinary Income</b>	<b>7,575</b>	<b>7,062</b>	<b>512</b>	<b>(21,251)</b>	<b>14,066</b>	<b>(35,317)</b>	<b>87,911</b>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	5,965	7,062	(1,097)	12,041	14,066	(2,025)	87,921
<b>Total Other Expense</b>	<b>5,965</b>	<b>7,062</b>	<b>(1,097)</b>	<b>12,041</b>	<b>14,066</b>	<b>(2,025)</b>	<b>87,921</b>
<b>Net Other Income</b>	<b>(5,965)</b>	<b>(7,062)</b>	<b>1,097</b>	<b>(12,041)</b>	<b>(14,066)</b>	<b>2,025</b>	<b>(87,921)</b>
<b>Net Income</b>	<b>1,610</b>	<b>0</b>	<b>1,610</b>	<b>(33,292)</b>	<b>0</b>	<b>(33,292)</b>	<b>(10)</b>



**North Lake Tahoe Resort Association**  
**Profit & Loss Budget Performance**  
**51 - TMPI**

	Aug 20	Budget	\$ Over Bud...	Jul - Aug 20	YTD Budget	\$ Over Bud...	Annual Bu...
<b>Ordinary Income/Expense</b>							
Income							
4050-00 · County of Placer TOT Funding	16,502.84	16,502.84	0.00	26,230.03	26,230.03	0.00	218,419.46
<b>Total Income</b>	<u>16,502.84</u>	<u>16,502.84</u>	<u>0.00</u>	<u>26,230.03</u>	<u>26,230.03</u>	<u>0.00</u>	<u>218,419.46</u>
<b>Gross Profit</b>	<u>16,502.84</u>	<u>16,502.84</u>	<u>0.00</u>	<u>26,230.03</u>	<u>26,230.03</u>	<u>0.00</u>	<u>218,419.46</u>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	95.39	225.00	(129.61)	203.77	450.00	(246.23)	2,700.00
5030-00 · P/R - Health Insurance Expense	147.82	166.67	(18.85)	295.16	333.34	(38.18)	2,000.00
5040-00 · P/R - Workmans Comp	6.72	175.00	(168.28)	13.49	350.00	(336.51)	2,100.00
5060-00 · 401 (k)	0.00	166.67	(166.67)	0.00	333.34	(333.34)	2,000.00
5070-00 · Other Benefits and Expenses	0.85	16.92	(16.07)	1.70	33.84	(32.14)	203.00
5000-00 · Salaries & Wages - Other	1,585.64	3,835.50	(2,249.86)	3,355.91	7,671.00	(4,315.09)	46,026.00
<b>Total 5000-00 · Salaries &amp; Wages</b>	<u>1,836.42</u>	<u>4,585.76</u>	<u>(2,749.34)</u>	<u>3,870.03</u>	<u>9,171.52</u>	<u>(5,301.49)</u>	<u>55,029.00</u>
5100-00 · Rent							
5110-00 · Utilities	4.66	0.00	4.66	5.97	0.00	5.97	0.00
5150-00 · Office - Cleaning	8.06	0.00	8.06	14.73	0.00	14.73	0.00
<b>Total 5100-00 · Rent</b>	<u>12.72</u>	<u>0.00</u>	<u>12.72</u>	<u>20.70</u>	<u>0.00</u>	<u>20.70</u>	<u>0.00</u>
5310-00 · Telephone							
5320-00 · Telephone	18.66	0.00	18.66	29.91	0.00	29.91	0.00
<b>Total 5310-00 · Telephone</b>	<u>18.66</u>	<u>0.00</u>	<u>18.66</u>	<u>29.91</u>	<u>0.00</u>	<u>29.91</u>	<u>0.00</u>
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0.00	0.00	0.00	3.14	0.00	3.14	0.00
5520-00 · Supplies - Other	1.09	2,083.33	(2,082.24)	2.62	4,166.66	(4,164.04)	25,000.00
<b>Total 5520-00 · Supplies</b>	<u>1.09</u>	<u>2,083.33</u>	<u>(2,082.24)</u>	<u>5.76</u>	<u>4,166.66</u>	<u>(4,160.90)</u>	<u>25,000.00</u>
5710-00 · Taxes, Licenses & Fees	0.00			1.49			
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240.00	6,750.00	(510.00)	6,240.00	6,750.00	(510.00)	100,000.00
<b>Total 5900-00 · Professional Fees</b>	<u>6,240.00</u>	<u>6,750.00</u>	<u>(510.00)</u>	<u>6,240.00</u>	<u>6,750.00</u>	<u>(510.00)</u>	<u>100,000.00</u>
8810-00 · Dues & Subscriptions	5.00	0.00	5.00	5.00	0.00	5.00	0.00
<b>Total Expense</b>	<u>8,113.89</u>	<u>13,419.09</u>	<u>(5,305.20)</u>	<u>10,172.89</u>	<u>20,088.18</u>	<u>(9,915.29)</u>	<u>180,029.00</u>
<b>Net Ordinary Income</b>	<u>8,388.95</u>	<u>3,083.75</u>	<u>5,305.20</u>	<u>16,057.14</u>	<u>6,141.85</u>	<u>9,915.29</u>	<u>38,390.46</u>
<b>Other Income/Expense</b>							
Other Expense							
8990-00 · Allocated	2,360.88	3,083.76	(722.88)	4,765.83	6,141.86	(1,376.03)	38,390.46
<b>Total Other Expense</b>	<u>2,360.88</u>	<u>3,083.76</u>	<u>(722.88)</u>	<u>4,765.83</u>	<u>6,141.86</u>	<u>(1,376.03)</u>	<u>38,390.46</u>
<b>Net Other Income</b>	<u>(2,360.88)</u>	<u>(3,083.76)</u>	<u>722.88</u>	<u>(4,765.83)</u>	<u>(6,141.86)</u>	<u>1,376.03</u>	<u>(38,390.46)</u>
<b>Net Income</b>	<u><u>6,028.07</u></u>	<u><u>(0.01)</u></u>	<u><u>6,028.08</u></u>	<u><u>11,291.31</u></u>	<u><u>(0.01)</u></u>	<u><u>11,291.32</u></u>	<u><u>0.00</u></u>

11:18 AM

09/18/20

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
4200-00 · Membership Dues Revenue	11,316	10,417	899	22,663	20,833	1,830	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	1,310	0	1,310	1,360	0	1,360	0
Total 4250-00 · Revenues-Membership Activities	1,310	0	1,310	1,360	0	1,360	72,500
4253-00 · Revenue- Other	0	0	0	0	0	0	2,500
Total Income	12,626	10,417	2,209	24,023	20,833	3,190	200,000
Gross Profit	12,626	10,417	2,209	24,023	20,833	3,190	200,000
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	(1,131)	458	(1,589)	(936)	917	(1,853)	5,500
5030-00 · P/R - Health Insurance Expense	582	667	(84)	685	1,333	(649)	8,000
5040-00 · P/R - Workmans Comp	82	33	49	99	67	33	400
5060-00 · 401 (k)	(601)	142	(742)	(510)	283	(794)	1,700
5070-00 · Other Benefits and Expenses	12	33	(21)	19	67	(48)	400
5000-00 · Salaries & Wages - Other	3,958	5,333	(1,376)	7,314	10,667	(3,352)	64,000
Total 5000-00 · Salaries & Wages	2,903	6,667	(3,764)	6,671	13,333	(6,663)	80,000
5100-00 · Rent							
5110-00 · Utilities	23	33	(10)	68	67	1	400
5140-00 · Repairs & Maintenance	0	8	(8)	0	17	(17)	100
5150-00 · Office - Cleaning	29	58	(29)	53	117	(64)	700
5100-00 · Rent - Other	748	638	111	1,394	1,275	119	7,650
Total 5100-00 · Rent	800	737	63	1,514	1,475	39	8,850
5310-00 · Telephone							
5320-00 · Telephone	65	121	(56)	147	242	(95)	1,450
Total 5310-00 · Telephone	65	121	(56)	147	242	(95)	1,450
5420-00 · Mail - USPS	0	10	(10)	0	20	(20)	120
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	0	0	2	0	2	0
5520-00 · Supplies - Other	9	167	(157)	31	333	(302)	2,000
Total 5520-00 · Supplies	9	167	(157)	33	333	(300)	2,000
5710-00 · Taxes, Licenses & Fees	0	0	0	9	0	9	0
5740-00 · Equipment Rental/Leasing	65	173	(108)	120	347	(227)	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	0	0	0	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	583	417	166	1,152	833	318	5,000
6423-00 · Membership Activities - Other	0	417	(417)	915	833	82	5,000
Total 6423-00 · Membership Activities	583	833	(250)	2,362	1,667	695	42,000
8200-00 · Associate Relations	0	13	(13)	0	25	(25)	150
8500-00 · Credit Card Fees	20	0	20	40	0	40	1,850
8700-00 · Automobile Expenses	4	33	(29)	28	67	(38)	400
8750-00 · Meals/Meetings	7	33	(27)	7	67	(60)	400
8810-00 · Dues & Subscriptions	73	17	56	73	33	39	200
Total Expense	4,529	8,804	(4,275)	11,003	17,608	(6,605)	140,500
Net Ordinary Income	8,097	1,613	6,484	13,020	3,225	9,795	59,500
Other Income/Expense							
Other Expense							
8990-00 · Allocated	1,844	2,407	(563)	3,722	4,793	(1,071)	29,961
Total Other Expense	1,844	2,407	(563)	3,722	4,793	(1,071)	29,961
Net Other Income	(1,844)	(2,407)	563	(3,722)	(4,793)	1,071	(29,961)
Net Income	6,253	(794)	7,047	9,298	(1,568)	10,866	29,539

11:21 AM

09/18/20

Accrual Basis

# North Lake Tahoe Resort Association Profit & Loss Budget Performance

70 - Administration

	Aug 20	Budget	\$ Over Budget	Jul - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,158	2,250	(92)	4,254	4,500	(246)	27,000
5030-00 · P/R - Health Insurance Expense	4,742	3,292	1,450	6,411	6,583	(172)	39,500
5040-00 · P/R - Workmans Comp	191	194	(4)	296	389	(93)	2,332
5060-00 · 401 (k)	(1,384)	1,250	(2,634)	(717)	2,500	(3,217)	15,000
5070-00 · Other Benefits and Expenses	79	117	(37)	139	233	(94)	1,400
5000-00 · Salaries & Wages - Other	30,547	33,527	(2,980)	63,412	67,053	(3,641)	402,320
Total 5000-00 · Salaries & Wages	36,333	40,629	(4,296)	73,795	81,259	(7,463)	487,552
5100-00 · Rent							
5110-00 · Utilities	156	125	31	325	250	75	1,500
5140-00 · Repairs & Maintenance	0	325	(325)	87	650	(563)	3,900
5150-00 · Office - Cleaning	269	250	19	492	500	(8)	3,000
5100-00 · Rent - Other	2,413	1,893	519	4,826	3,787	1,039	22,720
Total 5100-00 · Rent	2,838	2,593	245	5,729	5,187	542	31,120
5310-00 · Telephone							
5320-00 · Telephone	925	750	175	1,866	1,500	366	9,000
Total 5310-00 · Telephone	925	750	175	1,866	1,500	366	9,000
5420-00 · Mail - USPS	0	83	(83)	0	167	(167)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	538	3,383	(2,846)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer <\$1000	0	167	(167)	27	333	(307)	2,000
5520-00 · Supplies - Other	308	603	(294)	472	1,205	(733)	7,230
Total 5520-00 · Supplies	308	769	(461)	499	1,538	(1,040)	9,230
5700-00 · Equipment Support & Maintenance	2,364	2,250	114	4,748	4,500	248	27,000
5710-00 · Taxes, Licenses & Fees	495	1,000	(505)	1,523	2,000	(477)	12,000
5740-00 · Equipment Rental/Leasing	125	417	(291)	231	833	(602)	5,000
5800-00 · Training Seminars	66	667	(601)	66	1,333	(1,267)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	620	625	(5)	920	1,250	(330)	7,500
5920-00 · Professional Fees - Accountant	400	0	400	400	0	400	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	3,250	(3,250)	19,500
Total 5900-00 · Professional Fees	1,020	2,250	(1,230)	1,320	4,500	(3,180)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	2,500	(2,500)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	2,500	(2,500)	15,000
8200-00 · Associate Relations	250	83	167	381	167	214	1,000
8300-00 · Board Functions	858	500	358	858	500	358	7,000
8600-00 · Additional Opportunit	650	2,083	(1,433)	1,300	4,167	(2,867)	25,000
8700-00 · Automobile Expenses	80	250	(170)	306	500	(195)	3,000
8750-00 · Meals/Meetings	122	417	(294)	122	833	(711)	5,000
8810-00 · Dues & Subscriptions	371	1,167	(795)	719	2,333	(1,614)	14,000
Total Expense	47,076	60,100	(13,024)	94,000	119,700	(25,700)	748,202
Net Ordinary Income	(47,076)	(60,100)	13,024	(94,000)	(119,700)	25,700	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(46,566)	(60,100)	13,535	(94,000)	(119,700)	25,700	(748,202)
Total Other Expense	(46,566)	(60,100)	13,535	(94,000)	(119,700)	25,700	(748,202)
Net Other Income	46,566	60,100	(13,535)	94,000	119,700	(25,700)	748,202
Net Income	(510)	(0)	(510)	0	(0)	0	0

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

Month/Yr August 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
08.18.2020	A	Tahoe Prosperity Center	14256333815	Tahoe Rising Summit	\$66.09		5800-0070
08.25.2020	B	Spindleshanks	163276	Staff meeting after trash pickup in Kings Beach	\$122.18		8750-0070
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
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	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
<b>MILEAGE REIMBURSEMENT</b>							
	Attach 1	Mileage	See Attached Mileage Report			\$0.00	8700-0070
			Mileage Reimbursed Through Payroll				
<b>TOTAL - CREDIT CARD EXPENSES</b>					<b>\$188.27</b>		
<b>TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)</b>						<b>\$0.00</b>	

Signed By: Jeff HentzApproved By: [Signature]Date: 9/8/2020Date: 9-29-20

ACCOUNTING				
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED
		<u>BB</u>	<u>9/8/2020</u>	


**BANK OF THE WEST**  
**BNP PARIBAS**

 BANKCARD CENTER  
 PO BOX 84043  
 COLUMBUS GA 31908-4043

## MEMO STATEMENT

Account Number XXXX-XXXX-0150-4616

Statement Date AUG 28, 2020

Total Activity \$188.27

 \*\* 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	\$188.27		\$0.00		\$0.00		\$188.27

## ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
08-18	08-17	55429500230719006357548	EB TAHOE RISING SUMMI 8014137200 CA Tax ID: 141888467 Mer Ref: 00635754 Mer Zip: 94103 Origin Zip: 94103 Dest Ctry: USA	66.09
08-25	08-24	25247800237002351665637	SPINDLESHANKS AMERICAN KINGS BEACH CA Tax ID: 300346317 Mer Zip: 96143	122.18

For Customer Service, Call:	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$188.27
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	AUG 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$188.27
	\$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.

## DeWitt Van Siclen

---

**From:** Jeffrey Hentz <jeff@gotahoenorth.com> on behalf of Jeffrey Hentz  
**Sent:** Monday, September 7, 2020 9:18 AM  
**To:** DeWitt Van Siclen  
**Subject:** Fwd: Order Confirmation for Tahoe Rising Summit

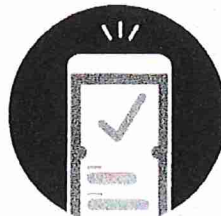
Sent from my iPhone

Begin forwarded message:

**From:** Eventbrite <noreply@order.eventbrite.com>  
**Date:** August 17, 2020 at 2:21:25 PM CDT  
**To:** jeff@gotahoenorth.com  
**Subject:** Order Confirmation for Tahoe Rising Summit  
**Reply-To:** info@tahoeproprosperity.org

eventbrite

**Jeffrey,**  
**your order is confirmed**



Get the app

Tahoe Rising Summit

AD



TAHOE ECONOMIC SUMMIT

# TAHOE RISING



3 x Tickets

Order total: \$66.09

[View event details](#)

[Tahoe Prosperity Center](#)

[Follow](#)

[Questions about this event?](#)

[Contact the organizer](#)

## Order Summary

Order #1425633815 - August 17, 2020

\$66.09 paid by MasterCard  
Last 4 digits: 4616



Appears on your card statement as EB \*Tahoe Rising Summi

jeffrey henz	1 x <b>Early Bird: All Three Sessions</b>
jeffrey henz	1 x <b>Early Bird: All Three Sessions</b>
jeffrey henz	1 x <b>Early Bird: All Three Sessions</b>

**View and manage your order online**

Contact the organizer for any questions related to this purchase.

This order is subject to Eventbrite Terms of Service, Privacy Policy, and Cookie Policy.

## Your tickets

### 3 eTickets

The organizer will follow up with instructions on how to redeem your tickets and access the event.

eventbrite



This email was sent to jeff@gotahoenorth.com

Eventbrite | 155 5th St, 7th Floor | San Francisco, CA 94103

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A

SPINDLESHANKS  
400 Brassie Avenue  
Kings Beach, CA 96143  
(530)-546-2191

SERVER: MARIBEL L  
TABLE: 3  
TICKET #: 163276 08/24/2020 09:55  
GUESTS: 9 SPLIT: 1 of 2

MD OMLETTE	42.00
Qty: 3 @14.00 Ea	
CHILAQUILLES	13.00
EGGS BEN	10.00
FRENCH TOAST AN EGGS	13.00
COFFE	17.50
Qty: 5 @3.50 Ea	
TEA	3.50
SUB TOTAL:	99.00
SALES TAX:	7.18
TOTAL:	106.18

We serve  
BREAKFAST LUNCH  
and DINNER  
Happy Hour 5 to 6 pm  
All night Happy Hour on Tuesday

SPINDLESHANKS AMERICAN BISTRO  
400 BRASSIE AVE  
KINGS BEACH CA 96143  
530-546-2191

Terminal ID: \*\*\*\*\*866 \*\*\*8  
8/24/20 10:50 AM

SERVER #: 3

MASTERCARD - INSERT  
AID: A0000000041010  
ACCT #: \*\*\*\*\*4616

### CREDIT SALE

UID: 023733465327 REF #: 2412  
BATCH #: 295 AUTH #: 031660

AMOUNT \$106.18

TIP \$ 16.00

TOTAL \$ 122.18

**APPROVED**

ARQC - 207F5D78742DEDB2

CUSTOMER COPY

(B)

Anna ATWOOD  
LIZ BOWLING  
AMBER BURKE  
FATIE BIGGERS  
JEFF HENTZ  
DEWITT VAN SICLEN



## MEMORANDUM

Date: October 1, 2020  
TO: NLTRA Board of Directors  
FROM: Amber Burke, Dir. of Marketing  
RE: Kind Traveler & North Lake Tahoe Partnership

---

### Action Requested:

Review and approval to move forward on a one-time Destination Sponsorship agreement with Kind Traveler.

### Background:

Staff has been in communication with Kind Traveler for the last year, building a relationship with the hotel booking (OTA) and sustainable travel media platform. Kind Traveler is the first “Give + Get” hotel booking and media platform that empowers travelers to become a force for good, benefiting the wellbeing of communities involved. Travelers who book through the site give a \$10 nightly donation to a local charity that positively impacts the region. As a reward for donating, travelers unlock exclusive hotel offers and rates. 100% of donations go to the charities in partnership.

NLTMC budgeted to enter a partnership with Kind Traveler in the 20/21 FY. The partnership aligns with the strategic initiative to expand our sustainability and responsible travel pillar. The agreement is to become a Destination sponsor for the launch of NLT being featured on the site. It is a one-time partnership with no commitment for future years. The launch date is fluid depending on hotel sign ups and NLT preferred timing.

The cost is \$10,000 and includes the following:

- NLT hotels featured on Kind Traveler website ([www.KindTraveler.com](http://www.KindTraveler.com))
  - DMO sponsorship reduces individual participating hotel activation fee from \$2,000/property to \$500/property. Each participating hotel receives a promotional package which will mention NLT.
  - NLT region remains on Kind Traveler after the launch with or without additional DMO support
- Designated page with sponsor logo and link
- Kind Traveler Blog Story Inclusion
  - Includes: shared & boosted on FB (1x), Twitter (12x), IG (1x), Newsletter (1x)
- “Win This” Campaign and Website Display on KindTraveler.com/content/win
  - 30-day feature
  - Includes: FB (2x), Twitter (12x), IG (2x), Newsletter (1-3x)
  - Acquisition of entry emails (typically between 10k – 40k)
- Kindness Ambassadors/Influencer Marketing Options (additional costs for press trip/hosting fees)
- Press release announcing partnership with distribution

The Tourism Development committee approved moving forward on this partnership at the September 2020 meeting. IVCBVB is also in agreement to move forward on this contract.

### Fiscal Impact:

\$10,000 – budgeted in the 20/21 fiscal year NLT Marketing Coop budget



## KIND TRAVELER KIND DESTINATION SPONSORSHIP AGREEMENT

September 25, 2020

Dear Amber:

Welcome to Kind Traveler! As a Public Benefit Corporation that's the first Give + Get hotel booking and sustainable travel media platform that empowers travelers to positively impact the communities they visit, we are honored to have you as a Kind Destination partner.

Attached, please find a Memorandum of Understanding a.k.a., Kind Destination/Supporting Sponsor Agreement between Kind Traveler and the North Lake Tahoe Marketing Cooperative, a d.b.a. of the North Lake Tahoe Resort Association, LLC. Please review and sign to officially secure your position as a Kind Destination Sponsor on the Kind Traveler platform.

In the meantime, if there are any questions we can answer or anything we can help you with, please feel free to contact me at [mfrieden@KindTraveler.com](mailto:mfrieden@KindTraveler.com) or 703.864.7576.

Thank you for joining us on our mission to transform everyday travelers into warriors for good.

Kindly,

Mark Frieden



## KIND TRAVELER KIND DESTINATION SPONSORSHIP AGREEMENT

This Supporting Sponsor Agreement (this "Agreement") is entered into, by and between "Company" Kind Traveler, PBC, a Public Benefit Corporation with offices at PO BOX 1164 Malibu, CA 90264, and "Supporting Sponsor/Kind Destination" doing business as the North Lake Tahoe Marketing Cooperative, a d.b.a. of the North Lake Tahoe Resort Association, LLC, 100 N. Lake Blvd., Tahoe City, CA 96145.

1. Company is an online travel platform utilizing an online fundraising campaign (hereinafter referred to as "Promotion") with charity partners under the Kind Traveler digital platform to offer exclusive rates for destination properties.

### 2. SPONSORSHIP AND PROMOTIONAL ACTIVITIES.

#### 2.1 SPONSORSHIP OF THE COMPANY.

Supporting Sponsor shall be prominently featured as such on the Company's public World Wide Web site, located at <http://www.kindtraveler.com> (the "Site"), for the Term of this Agreement. The Company shall prominently feature Supporting Sponsor's logo, hyperlinks, mission and or sponsorship on the Site. KIND TRAVELER agrees that all use of Supporting Sponsor's name, logo(s), mission statement, and/or other brand information shall be consistent with the Supporting Sponsor's graphic standards and subject to Supporting Sponsor's approval. All content appearing on Supporting Sponsor's individual page within the KIND TRAVELER digital platform shall be first approved by Supporting Sponsor. Supporting Sponsor shall be reasonable time to complete its review in order to provide approval (or denial) of all such uses.

2.2 PROMOTION OF THE SITE AND COMPANY SERVICES. Supporting Sponsor shall use reasonable efforts to promote the Site and the Company's services on its Website and in its Marketing Materials and/or Social Media. The exact nature and extent of such promotion, if any, shall be left in the control and discretion of Supporting Sponsor.

2.3 SUPPORTING SPONSOR'S PRODUCTS AND SERVICES. The Company shall use reasonable efforts to promote Supporting Sponsor's products and services related to travel on the Site and in its Marketing Materials and Social Media. The Company and Supporting Sponsor shall cooperate to coordinate the exact nature and extent of such promotion.

3. LICENSES. The Company and Supporting Sponsor each grants to the other a nonexclusive, worldwide, license, with no right to sublicense, to use, reproduce and distribute, in print, on-line and on such other media as the parties may agree from to time, the other party's name, logo and other trademarks and service marks used with respect to such party's products and services for the sole purpose of fulfilling the parties' respective obligations under this Agreement. Any such use shall be in accordance with the guidelines established by the licensing party, as may be in effect from time to time. The Company will use its best efforts to gain approval from Supporting Sponsor on all uses of Supporting Sponsor's brand and logo for activations under this Agreement.

4. SPONSORSHIP FEES. Kind Destination Supporting Sponsor shall pay the Company a sponsorship fee of \$10,000.00. Payment paid in full upon initial signing of agreement.

5. TERM. The term of this Agreement shall become effective on the Effective Date and shall continue for twelve (12) months thereafter (the "Term"). This Agreement shall be effective upon signature by both parties. If the parties sign on different dates, the Agreement will become effective on the latest date on which one of the parties signed ("Effective Date"). After the Term Company will offer additional sponsorship opportunities to the Supporting Sponsor. The Supporting Sponsor will have a right of first refusal on such further sponsorship opportunities.

Notwithstanding the foregoing, either party may terminate this Agreement at any time after thirty days' written notice to the other party of such other party's breach of any of its obligations under this Agreement in any material respect, which breach has not been remedied within such thirty-day period. In the event Supporting Sponsor terminates this Agreement in accordance with the preceding sentence, Supporting Sponsor shall have no obligations to make any further payment of sponsorship fees.

## 6. GENERAL PROVISIONS.

6.1 ENTIRE AGREEMENT. This Agreement represents the entire agreement between the parties with respect to Supporting Sponsor's sponsorship of the Company.

6.2 AMENDMENT AND WAIVER. No amendment to, or waiver of, any provision of this Agreement shall be effective unless in writing and signed by both parties.

6.3 GOVERNING LAW. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California without regard to the conflicts of laws principles thereof.

6.4 SUCCESSORS AND ASSIGNS. Neither party shall assign its rights or obligations under this Agreement without the prior written consent of the other party, except in connection with the merger, sale of substantially all of its assets or other form of substantial transfer of the business.

6.5 REGULATED ENTITY. The Company understands that Supporting Sponsor and its affiliates are regulated entities. Nothing in this Agreement shall require Supporting Sponsor to take any action which in any way violates applicable laws or regulations in sole the opinion of Supporting Sponsor or its counsel.

6.6 ARBITRATION. Any dispute between the parties arising out of or in connection with this Agreement shall be referred for settlement to arbitration in Los Angeles, California in accordance with the Commercial Rules of the American Arbitration Association. The award shall be final and binding upon the parties and judgment of such award may be entered in any court or tribunal having jurisdiction.

### 6.7 ACTIVATIONS.

1. Supporting Sponsor Logo Placement
  - Designated page to include your logo and link to your site
2. Blog: Story Inclusion
  - Editorial inclusion on Kind Traveler's Blog
3. Blog Promotion (Social + Newsletter)
  - Shared + Boosted on Facebook (1x), Twitter (12x), Instagram (1x) and Newsletter Inclusion of the Blog (1x)
4. "Win This" Campaign + Website Display on KindTraveler.com/content/win
  - Campaign to feature for 30 days on website
  - Social Promotion: 'Win This' campaign promoted via Facebook (2x), Twitter (12x), Instagram (2x)
  - Newsletter Promotion (1-3x)
5. Kind Hotel + Charity Inclusion\*
  - Kind Traveler will invite local charities and select hotels in your destination to join Kind Traveler with a reduced marketing/activation fee of \$500.00 (a \$1,500.00 discount from the published \$2,000.00 activation fee per hotel). Marketing activations for each hotel include a combo of newsletter, social, blog, and inclusion in PR efforts.
6. Kindness Ambassadors/Influencer Marketing
  - Opportunity to invite top-tier influencers to participate in the celebration of your Kind Destination campaign (press trip/hosting fees not included in the price).



## 7. Press Release

- Kind Traveler will provide a press release to share your Kind Destination campaign to your media network; Kind Traveler will also share the release with its journalist network.

\*Each hotel will be offered a reduced rate of \$500.00 activation fee (originally \$2,000.00) and receive an individual contract to include requested commission percentages, discounts off of BAR, and up to (6) room nights of trade to be used for promotional opportunities only.

### How You Help Us:

In efforts to optimize the Kind Destination opportunity, Kind Traveler requests your support with the following marketing activations:

- Distribute a press release to announce partnership between city, local charity, and Kind Traveler (Kind Traveler will provide sample for use)
- Create a Sustainable/Responsible Travel section on your website and showcase your Kind Destination Initiative with Kind Traveler
- Logo Use: Promote your Kind Destination Initiative and help travelers identify your destination as committed to sustainability and community impact by displaying the Kind Traveler on the footer of your website and in your communication materials, where it makes sense.
- Follow Kind Traveler on its social channels: Facebook, Twitter, Instagram, LinkedIn
- When Kind Traveler posts about your city, hotels, or local charities on social media, engage (like/comment/share/retweet) with the post
- Connect Kind Traveler with your social media/PR team so that we can share via email once posts have been published on your behalf
- Publish a blog story that celebrates your Kind Destination initiative
- Share the blog story in your newsletter and social media
- If an event takes place between you and the local charity, Kind Traveler requests the option to integrate into the event in some capacity

Kind Destination Supporting Sponsor: North Lake Tahoe Marketing Cooperative

Address: 170 N. Lake Blvd., Tahoe City, CA 96145  
Phone Number: 530-581-8702  
Contact Person: Amber Burke  
Contact Email: [amber@gotahoenorth.com](mailto:amber@gotahoenorth.com)  
Authorizing Contact Names:

Incline Village Crystal Bay Visitors Bureau  
Andy Chapman, CEO  
Email: [andy@gotahoe.com](mailto:andy@gotahoe.com)  
Phone: (775) 832-1612

## AUTHORIZATION

I have seen, read, and understand the terms and conditions of this agreement and agree to be bound by same.

Signature	Date
-----------	------

Signature \_\_\_\_\_ Date \_\_\_\_\_

Sr. Account Director Mark Frieden

---

Signature
Date

5 Initial\_\_\_\_\_Date\_\_\_\_\_ Initial\_\_\_\_\_Date\_\_\_\_\_

## EXHIBIT B

### Collaboration Guiding Principles

As collaborators we agree to recognize the following guiding principles to maintain this relationship and to interpret this Agreement:

#### TRANSPARENCY

We're committed to transparency. We will adopt the principles of openness and transparency in all aspects of operation and communication with each other.

#### WELLBEING

We promote wellbeing and mindful, healthy lifestyles. We believe the kinder you can be to yourself, the better you will be. We encourage each other to provide activities that support overall wellness, including conscious food choices and fitness.

#### ENVIRONMENTAL STEWARDSHIP

We practice and advance choices that support clean air, clean water, resource conservation, and a reduced carbon footprint. We highlight and engage those taking on sustainable standards in travel.

#### HEALTHY LOCAL & GLOBAL COMMUNITIES

We serve and support local and global communities through our digital giving platform. Our Give + Get model inspires and rewards giving back to our network of charities. 100% of public donations benefit community and environmental needs. Charities receive 100% of donations made on the Kind Traveler platform.

#### HUMANE CHOICES

We practice, advance and educate choices that support the humane treatment of animals. We do not believe in animals being used for entertainment or testing. We promote cruelty-free and ethical products, services and lifestyles.

#### ECONOMIC GROWTH

We're committed to proliferating the growth of the travel and tourism sector. We recognize that our property partners are often a cornerstone of their communities—driving tourism, job creation, and prosperity. By pointing customers directly to our travel partner reservation sites, we're able to increase the growth of our travel partners without the hefty commissions associated with OTA's.

#### WIN-WIN PARTNERSHIPS

We create ongoing win-win relationships with our travel and nonprofit participants. We believe in fairness, innovation and honest communications.

#### SMART GIVING

We guide intelligent giving decisions by advancing transparency of top performing charities. Our featured charities have low administration to program ratios, spending 75% or more on programs.

#### HUMAN RIGHTS

We respect and advance diversity and universal human rights. We denounce prejudice and inspire dignity.

#### EDUCATION

Through education of today's most pivotal societal and environmental concerns, we seek to inspire conscious decision-making that keeps the greater good in mind.





# KindTraveler™

Do More Than Travel

---

KIND DESTINATION PROGRAM

CITY/COUNTY





Kind Traveler was launched in 2016 after founders, Jessica Blotter and Sean Krejci, witnessed extreme poverty on a vacation to Belize. Families lived in shacks next to polluted swamps and emaciated dogs roamed the streets. Wishing there was an easy way for their traveler dollars to positively impact the local community and environment, they embarked on the journey to harness their

entrepreneurial skills and passion for travel & giving back to launch Kind Traveler. Realizing that the love of travel cannot be separated from the state of the world, Kind Traveler was launched as the world's 1st Give + Get hotel booking and sustainable travel media platform to empower travelers to positively impact the communities they visit.

---

120+

Kind Hotel members  
and growing

70

approved nonprofit  
partners in 15 countries

\$3.5M

dollars acquired in media  
value through 500+ news  
articles

9M

impressions to date

---

Since then, Kind Traveler has become a recognized global leader in responsible and sustainable tourism.

With the increasing loss of biodiversity, species extinction, and precious natural resources, along with the threats from a changing climate, pollution and poverty - all within the backdrop of a social & racial justice movement and global health pandemic - the need for travel that serves communities and the environment has never been more important.

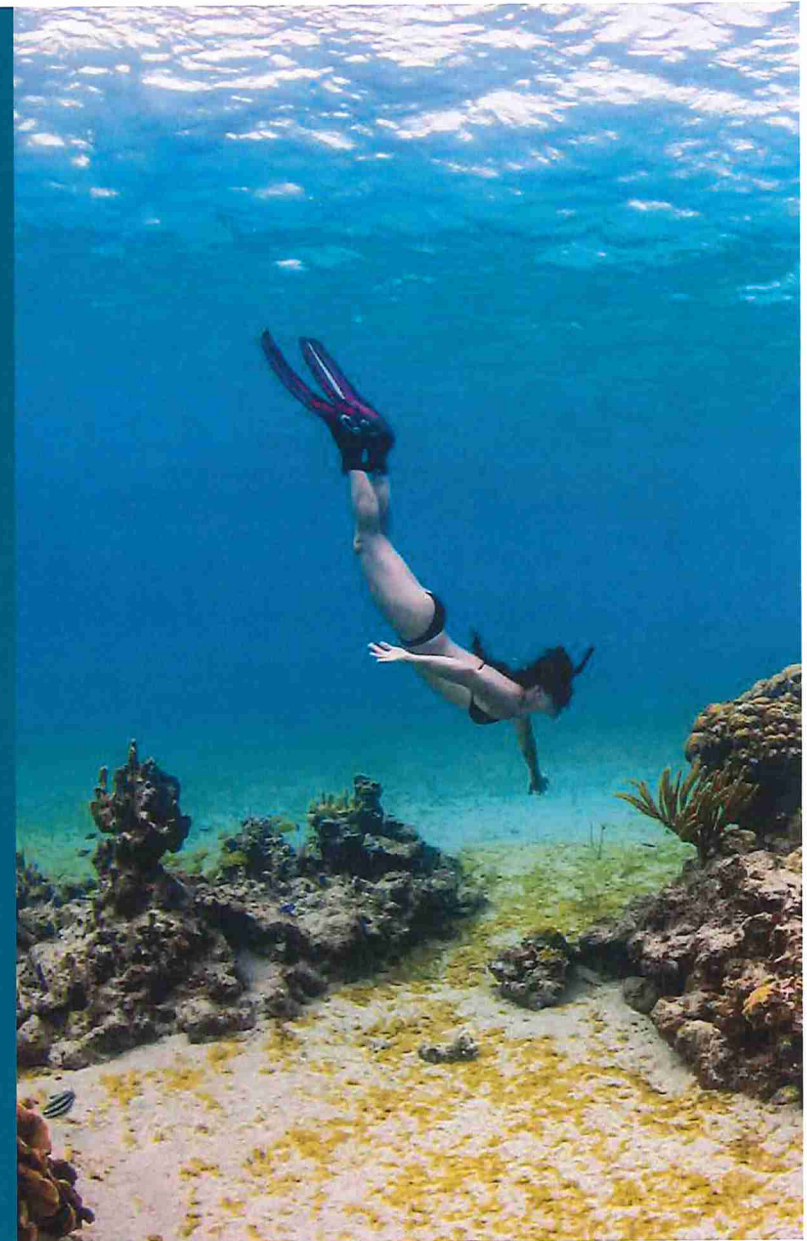
Without the beauty and wonders of a healthy planet - forests, wildlife, oceans, vibrant open and preserved nature, and prosperous and equitable local communities - the joy, adventure, and gladness that travel offers will be greatly diminished.

We invite you to join our mission to empower travelers to #DoMoreThanTravel.

Travel Kindly,

*Jessica Blotter*

*Seafly*







# KIND DESTINATION INVITATION

Kind Traveler is pleased to present the opportunity to join us as a Kind Destination. As we embark on initiatives to promote responsible and sustainable tourism that supports the wellbeing of your destination, we hope you'll become a force for good with us.

Shake up the travel industry for the better by joining the 75% of travelers who express interest in making a difference locally in the places they visit, and the 85% of consumers who show preference to brands associated with a cause.

## Kind Destination Benefits:

- Receive a customized sustainable travel initiative that empowers visitors to positively impact the communities and environment within your destination by uniting curated member hotels and local charities.
- Attract a new and sought-after market of conscious, responsible travelers who view giving back as an essential part of their lifestyle through Kind Traveler's global + local charity network. This consumer market requires purpose with their purchase.
- Help travelers identify your destination as a must-visit destination who cares, where travelers can feel good about their visit.
- Receive a marketing and media partner to help promote your destination's kind initiatives through consistent exposure via Kind Traveler's e-news, social media, website, blog, influencer + media network.
- Grow your e-news subscriber base and build a community of conscious travelers that you can market to in the future.



# SUSTAINABLE TRAVEL:

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.



Source: UNWTO



# THERE'S A SHIFT HAPPENING:

“Consumers now expect companies to be an active participant — if not a driving force — in solving social and environmental issues.”

- 2017 Cone Communications/Echo Global CSR study

71%

will pay more for a socially + environmentally responsible product

82%

agree that supporting a good cause makes them feel better about themselves

84%

consider a company's CSR commitments when they look to which companies they want to do business with

91%

believe companies must operate responsibly to address social + environmental issues

91%

expect companies to do more than make a profit

72%

believe their purchases make a significant impact

90%

are likely to switch to brands associated with a good cause over one that is not, given similar price + quality

84%

say whenever possible they try to purchase products or services that are socially or environmentally responsible

88%

are more loyal to companies that support social + environmental issues

- 2017 Cone Communications/Echo Global CSR study



# WHY?

**72%** of travelers **want** their travel dollars to positively impact the communities they visit.

Good Travels: The Philanthropic Profile of the American Traveler

Phocuswright<sup>P</sup>

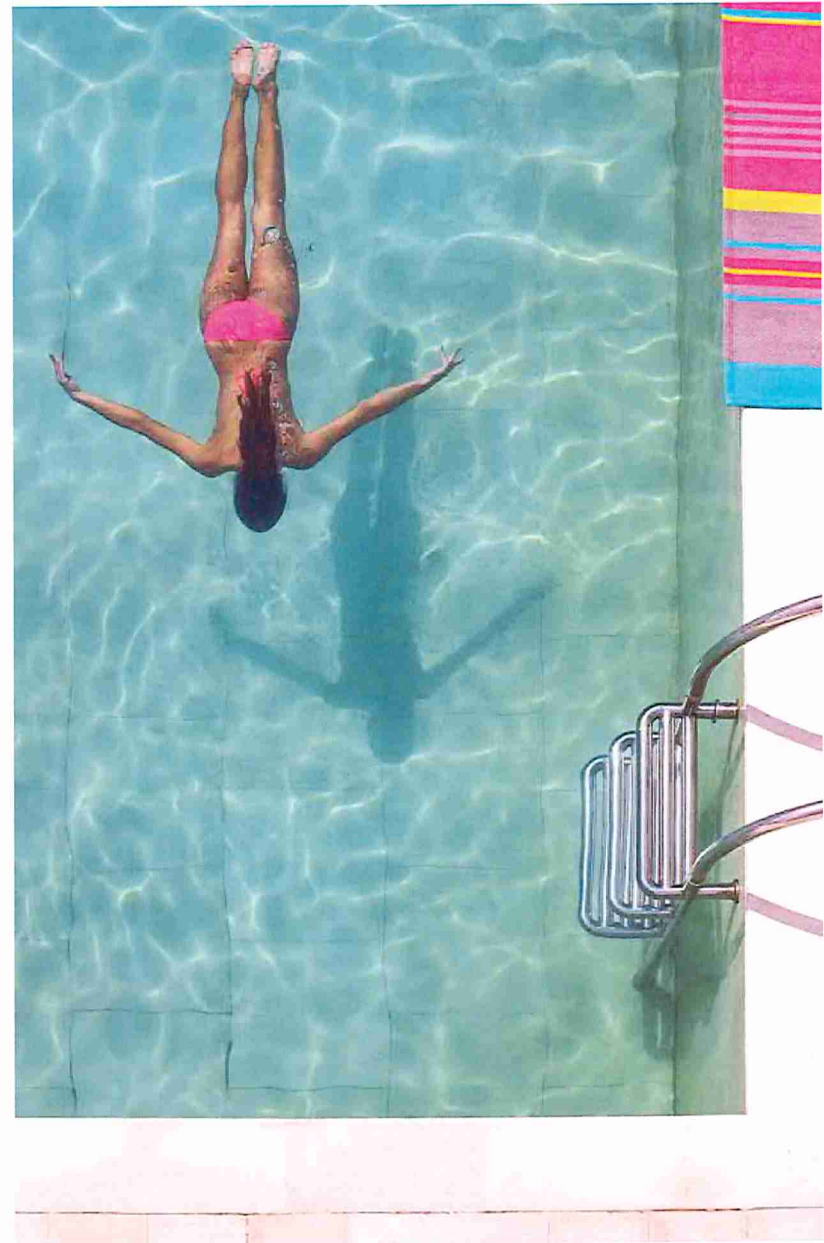


# However...

Of those that want to travel responsibly and sustainably,

**one-third** find it difficult  
**half** don't know how

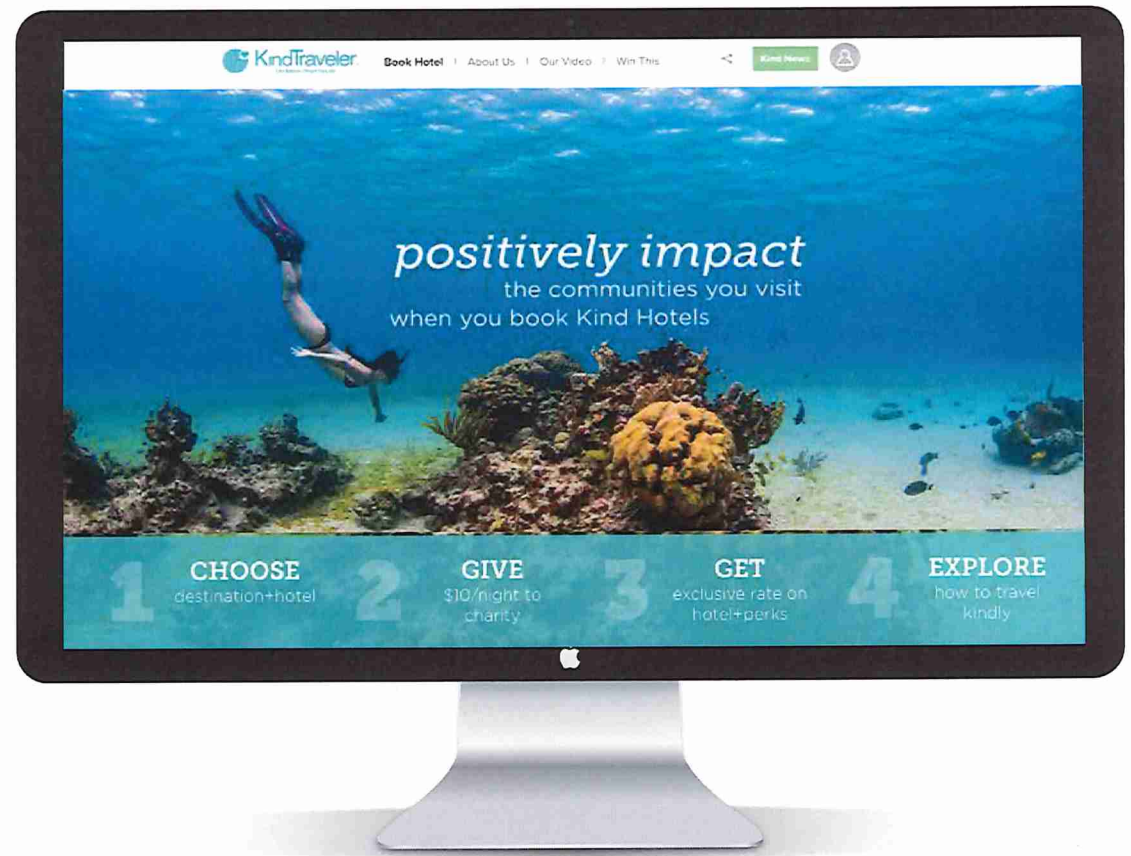
Sustainable Travel Survey - Booking.com, 2019



## KIND TRAVELER IS...

the 1st Give + Get hotel booking and sustainable travel media platform that empowers travelers to positively impact the communities they visit.

Kind Hotels offer exclusive rates and perks upon a \$10 nightly donation to a charity that positively impacts the local community. 100% to charity.

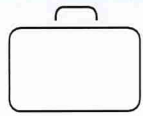




# TRAVELER BEHAVIOR

Based on the latest research from Tourism Cares + Phocuswright on the behavior of the philanthropic traveler, here is look at what a meaningful trip looks like, from planning to unpacking.

Giving creates a more meaningful travel experience, and greater support for destination communities.



## PRE-TRIP



## TRAVELING



## POST-TRIP

34%

say a company's commitment to social responsibility influences their buying decisions

41%

had some form of meaningful interactions with the local community

40%

stayed involved in a cause and 31% gave again

75%

feel it's important or very important for their spending + donations to benefit communities

64%

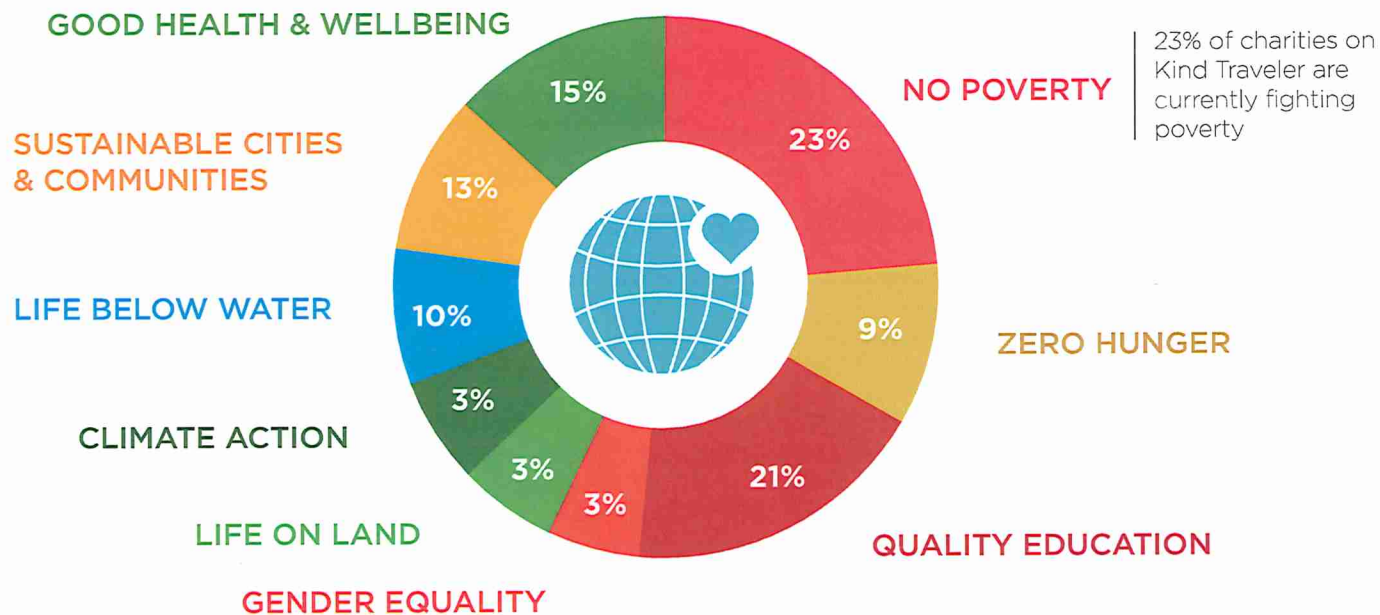
felt giving back greatly contributed to trip satisfaction

32%

plan to increase their future travel giving opportunities

# TODAY:

**120+ HOTELS & 70 CHARITIES IN 15 COUNTRIES AIMED TO EMPOWER TRAVELERS TO ADDRESS THE UNITED NATIONS' GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT:**





# KIND TRAVELERS ARE...

Influential, educated global citizens who understand that living and giving cannot be separated as we build a better world.

They understand that traveling and discovering the world are part of an intimately connected, mutually dependent, global community.

## CORE TARGETS:

### MILLENNIALS

The new generous generation

- 2X the volunteer hours
- 3X the cash
- 4.5X the supplies

### THE AFFLUENT

Placing a premium on social responsibility

- +7% higher desire for their travel dollars to make a difference.
- +47% higher value on company social responsibility

### FAMILIES

Giving and learning together

- 38 volunteer hours (+12 from average)
- 49% plan to engage their children more
- 47% intend to discuss community needs together

## DEMOGRAPHICS

35 ▶ 65  
TARGET AGE

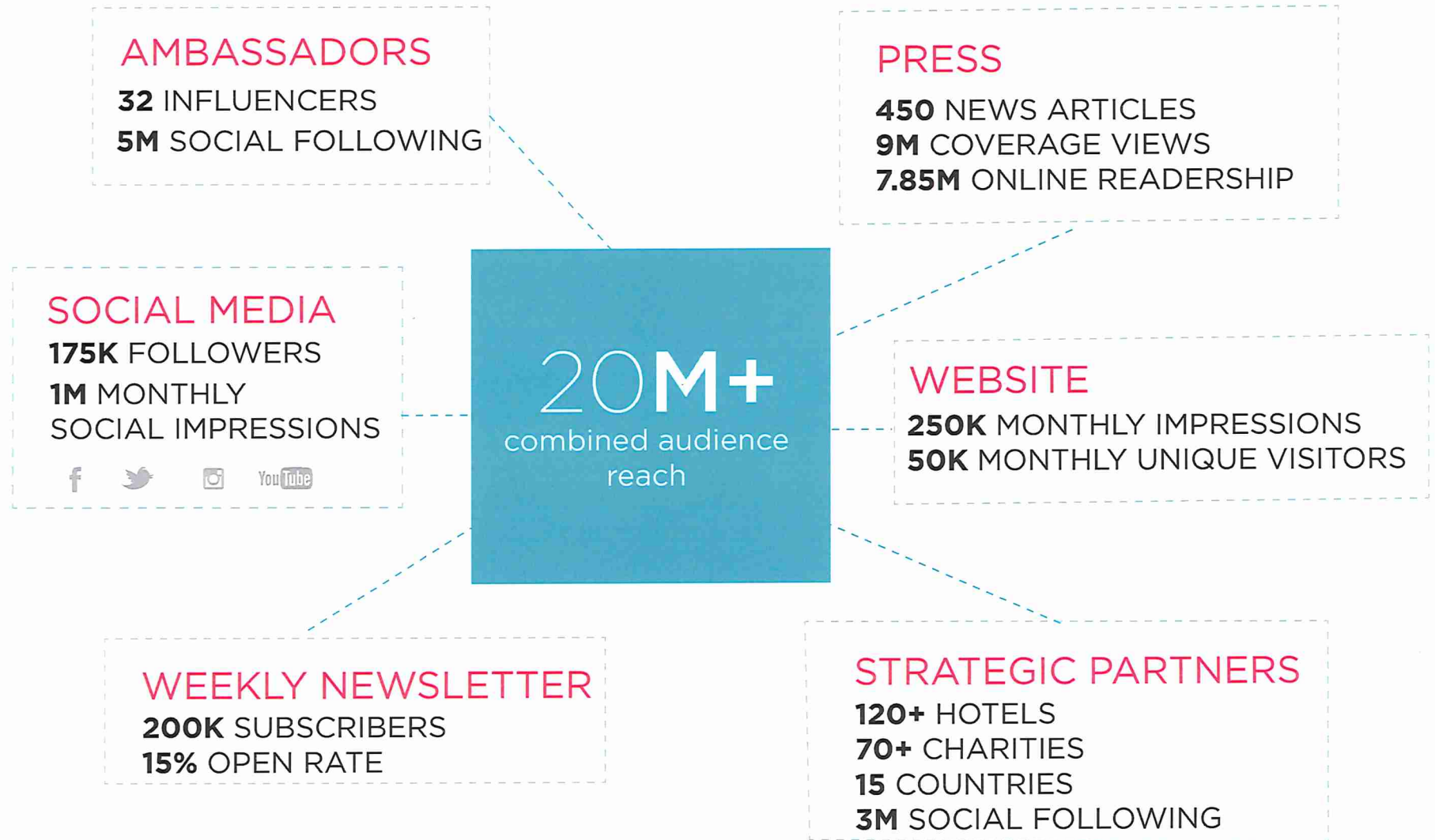
76%  
COLLEGE  
GRADUATES

\$92K  
MEDIAN HHI



-TourismCares.org/GoodTravelsResearch 2015





## PREMIER SPONSORS

SONOMA COUNTY  
- CALIFORNIA -  
LIFE OPENS UP



Gensler

## SUPPORTING SPONSORS



## LOCAL CHARITIES:



THE LOWER EASTSIDE  
GIRLS CLUB

Big Medium



Fundación  
BRISAS



BCSPCA



## HOTELS:



THE JAMES

HOTEL ERWIN



KA'ANA

MONDRIAN  
LOS ANGELES



THE BENJAMIN

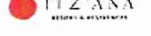


HOTEL G



Angeleno

HOTEL ASPEN



BETSY

Arlo



NEW WATERLOO

Loden  
HOTEL

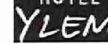


IL BORRO  
TOSCANA

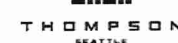
SOUTH CONGRESS  
HOTEL



HOTEL Ella



BAKER'S CAY  
RESORT



THE MAYFAIR HOTEL

450+ NEWS ARTICLES  
9M COVERAGE VIEWS  
8B ONLINE READERSHIP

3.5M  
Ad Value

## PRESS

The New York Times

Los Angeles Times

The Washington Post

TRAVEL+  
LEISURE

CONDÉ NAST  
Traveler

THE  
HUFFINGTON  
POST

AMERICAN EXPRESS  
essentials

the knot

msn

Stay Boutique

Forbes

SB SUSTAINABLE  
BRANDS

U.S. News & WORLD REPORT

YAHOO!  
TRAVEL

Points Guy

iHeart  
RADIO

TEDx

BRIDES

USA  
TODAY

LODGING

SFGATE

REWARDEXPERT

The Seattle Times

StarTribune

SKIFT

FAST  
COMPANY

TRAVEL  
PULSE

YAHOO!  
FINANCE

Spa Week

TRAVELAGE  
WEST

american spa

HN hospitalitynet

AFAR

REAL SIMPLE

GE  
FIRST

pebble

Virgin  
HOTELS

greenlodgingnews

abc  
7

HOTELS

NEW FRONTIER  
Chronicle

RUDY MAXA'S  
WORLD  
OF CAREERS

SOCALPULSE

cause  
artist.

TRAVEL  
MASSIVE

TRAVEL+LEISURE  
ADVENTURE  
SHOW

Independent  
Traveler.com

springwise  
DISCOVERING INNOVATION

psfk

family vacation  
critic

URBANDADDY

Patch

American  
Red Cross

BELLA  
LOS ANGELES

BRIT+CO

HM HOTEL MANAGEMENT

# WHAT KIND OF IMPACT HAS KIND TRAVELER MADE?

## CLIMATE ACTION



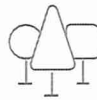
**162**

individuals in underserved communities received tool sets for a compost bin



**4300**

pounds of trash removed from local waterways



**270**

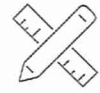
trees were planted in U.S. National forests affected by fires + natural disasters

## EDUCATION



**750**

students received free English classes



**116**

students received school supplies



**3,950**

pieces of educational materials about breast cancer prevention were distributed



**630**

days of music lessons provided for students in underserved schools

## PREVENTING POVERTY



**1700**

in-need individuals received meals

## LIFE ON LAND + SEA



**476**

homeless dogs were fed



**834**

days of care provided for rescued animals



**600**

rescued sick or injured seals & sea lions received care

## HEALTH



**1000**

immunization shots provided for low-income or homeless individuals

## DISASTER RELIEF



**22**

families affected by natural disasters received emergency water containers



# WHERE WE ARE



# KIND DESTINATION ACTIVATIONS

**1.**

THIRD-PARTY SEAL OF  
RECOGNITION

**2.**

CUSTOMIZED  
MICROSITE/URL

**3.**

KIND HOTEL  
INVITATIONS

**4.**

BLOG: STORY  
INCLUSION

**5.**

INFLUENCER  
MARKETING

**6.**

PRESS RELEASE

**7.**

IMPACT REPORT

# 1. THIRD-PARTY SEAL OF RECOGNITION

**Today's traveler wants to know that you're committed to helping the planet.**

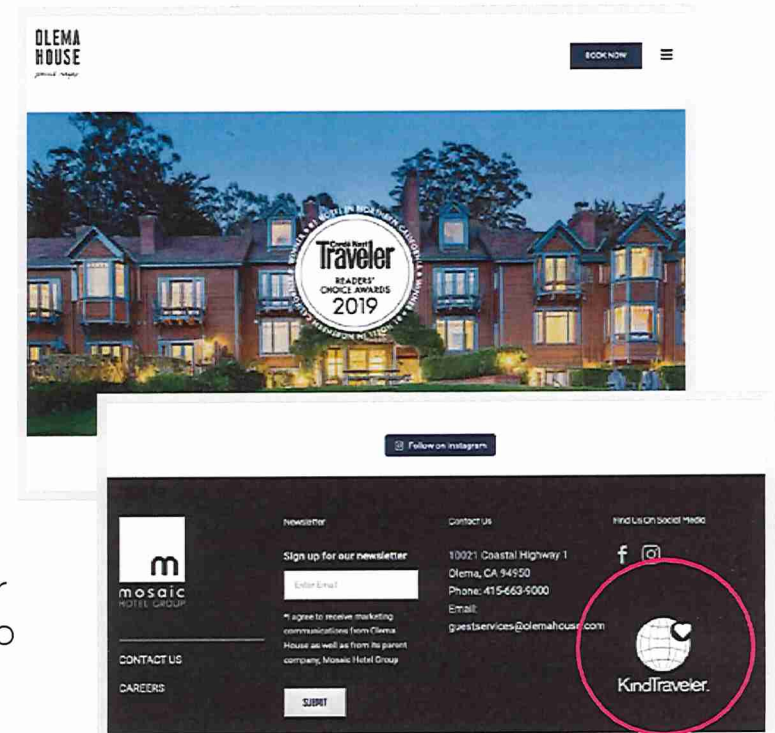
*Promoting your Kind Destination is a great opportunity to show your customers that you share their values.*

## ► Share your story:

Promote your community impact story of how you are empowering travelers to support the destinations they love, through your social media, in your newsletters and emails, at meetings and sales pitches, with your employees, and honestly anyone who will listen. Let the world know that you're not just here to do business, you're here to do good.

## ► Leverage our logo:

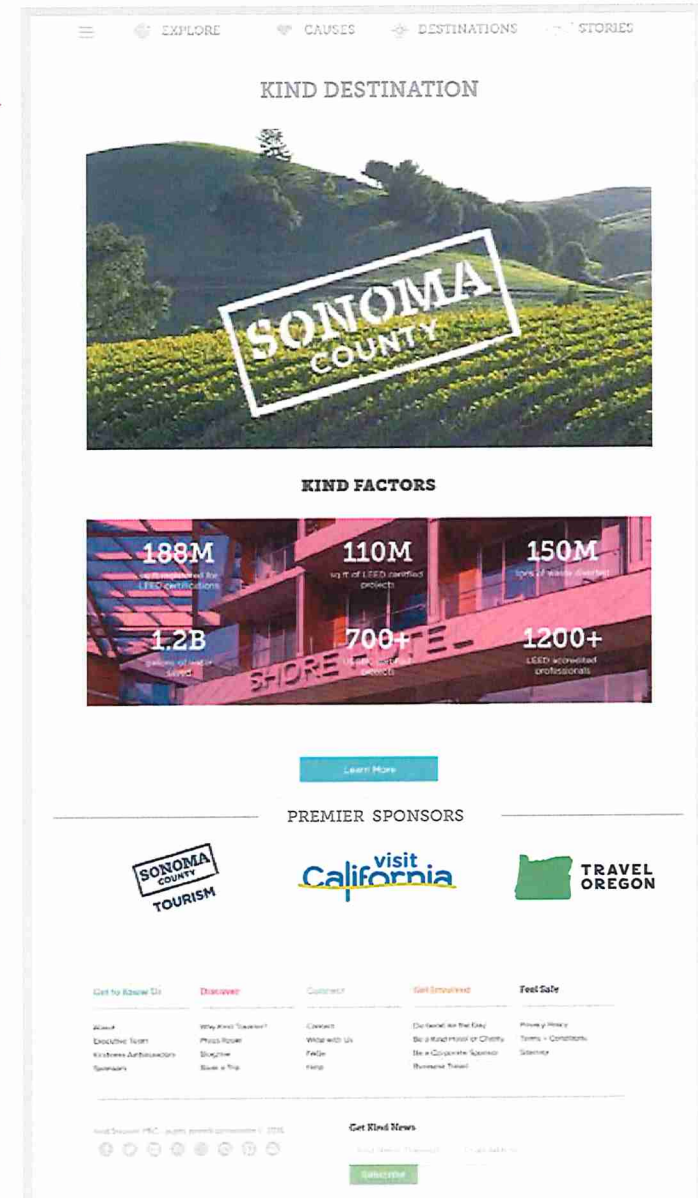
One of the easiest ways to communicate your commitment to the planet is by harnessing the power of the Kind Traveler logo. As a Kind Destination, you'll have the licensing rights to add the Kind Traveler logo to your website, communication materials, and more.



## 2. CUSTOMIZED MICROSITE

- Your Kind Destination will have its own designated microsite (clickable from 400+ pages on Kind Traveler) to celebrate your destination's natural environments and culture while also spotlighting your Kind Traveler sustainable travel initiative.

KIND DESTINATION PAGE





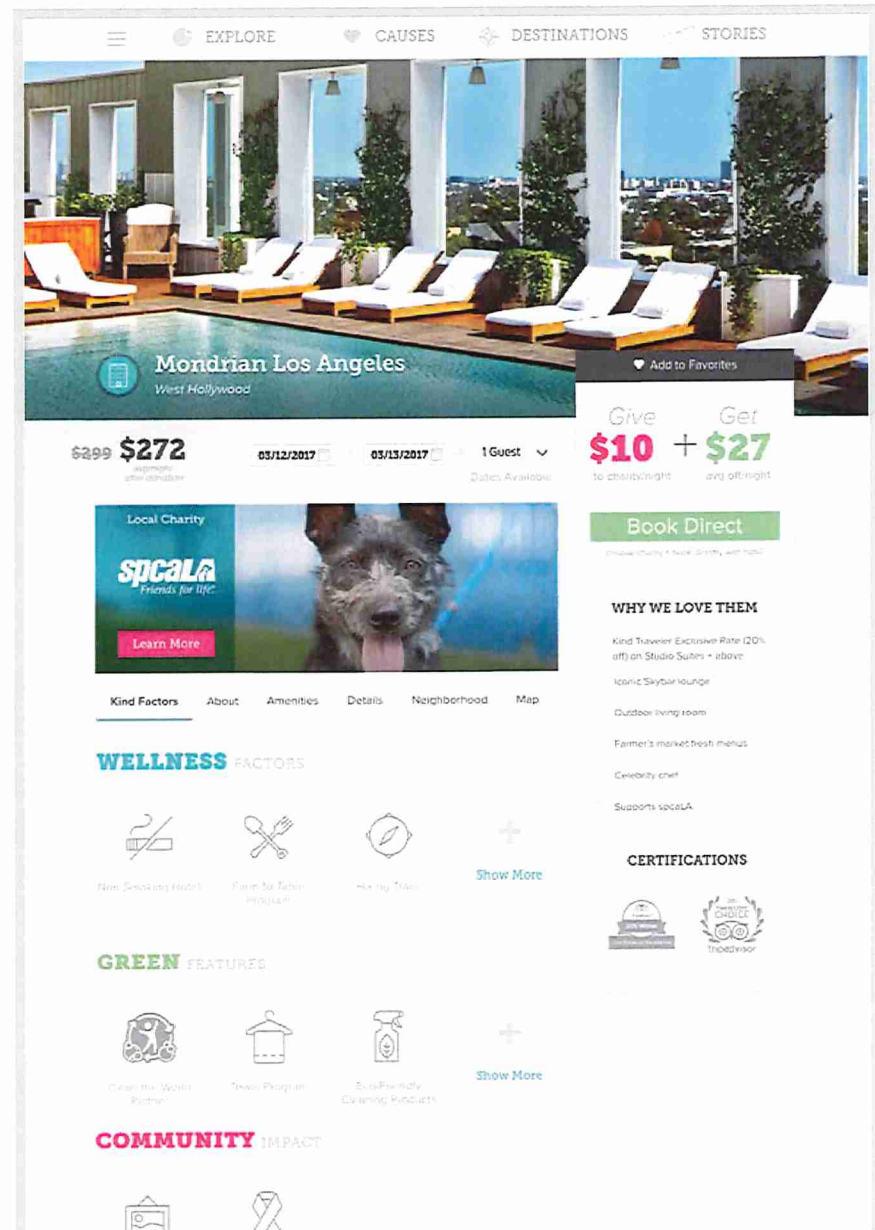
3.

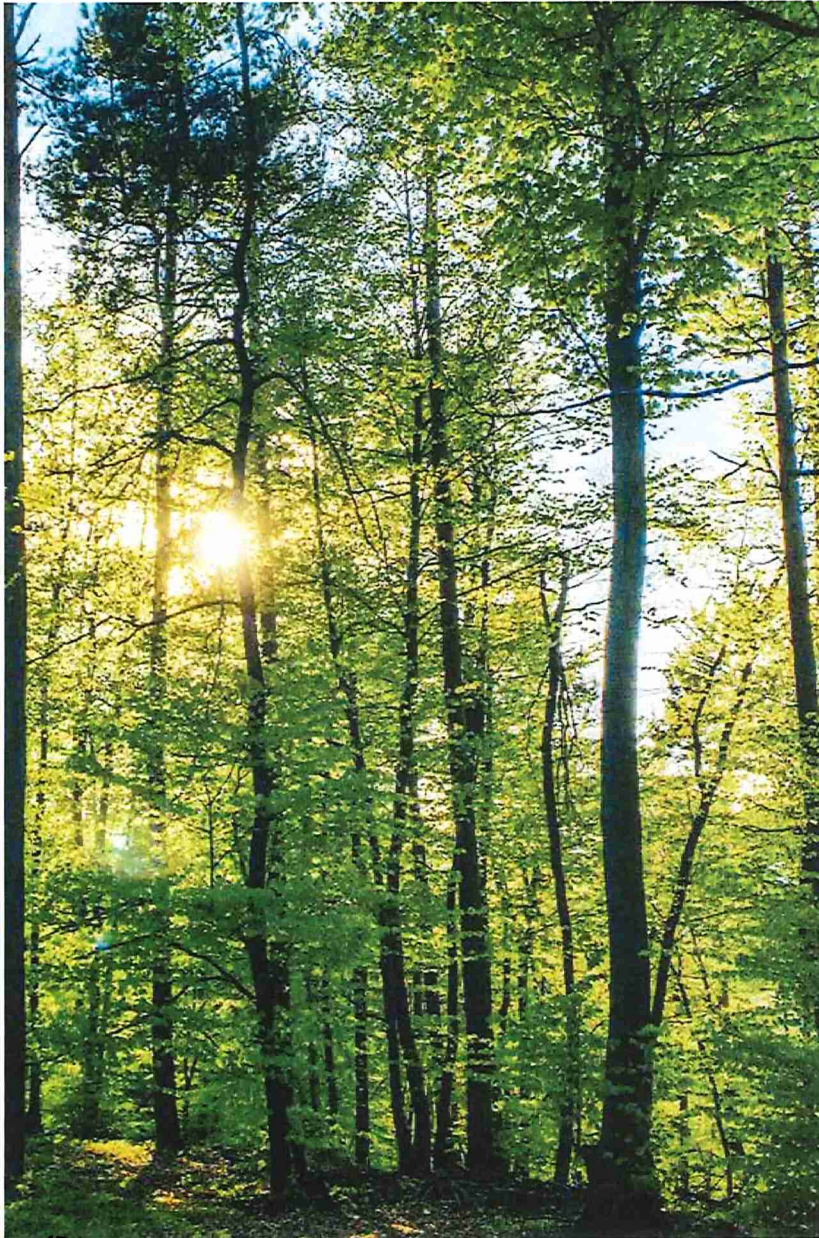
HOTEL MICROSITE

## KIND HOTEL + CHARITY INVITATION

Included in our program, Kind Traveler will invite your designated charity beneficiary and hotels that demonstrate initiatives to advance environmental sustainability, community impact, and individual wellness, in your city to join the Kind Traveler platform. The hotels will receive an exclusive rate that is only available when the Kind Destination Program is in place (\$1K activation fee reduced from \$2K).

Each hotel will have the opportunity to designate its local charity beneficiary from the charities the destination has selected. Each hotel will have its own unique sustainable travel initiative and will receive a variety of marketing activations on Kind Traveler to celebrate the impact opportunity.





## HOW DO WE DO IT?

- ▶ We invite hotels with key initiatives in place to advance community impact, sustainability and individual wellness to make it easy for travelers to make sustainable travel decisions.
- ▶ Hotels designate a local charity beneficiary to empower travelers to create a positive community or environmental impact within the host destination.
- ▶ We collaborate with you for storytelling to celebrate your community impact and sustainability.
- ▶ Membership with Kind Traveler is simple and provides a framework to help travelers identify your destination as a leader in sustainable and responsible tourism.



## 4.

# BLOG: DESTINATION STEWARDSHIP

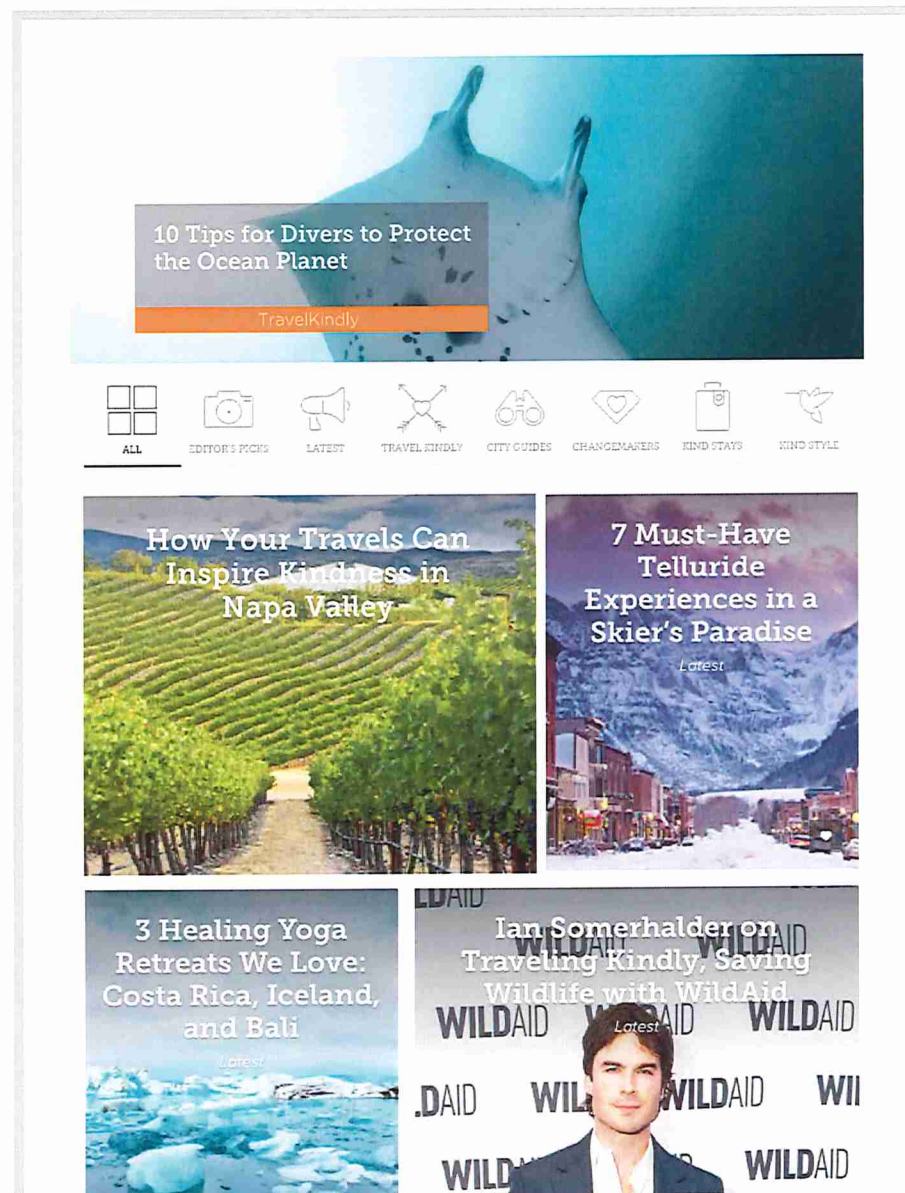
### CURATED LOCAL CONTENT

We will highlight your destinations proudest stewardship initiatives to a community of conscious travelers that care. Celebrate the outdoors and state parks, responsible travel education opportunities, and volunteer initiatives on the Kind Traveler Blog.

Build credibility, consumer confidence and relationships with travelers that are looking to vote with their dollars with companies that are actively solving social and environmental issues.

In partnership with our network of travel writers and bloggers, we'll bring out the best of your destination through a unique angle that shows how your destination is creating a kinder place to live and travel.

- Editorial inclusion on blogzine (1x/Year)



# TESTIMONIAL

“Our partnership with Kind Traveler has been one of the very best uses of our marketing dollars. They’ve been an excellent CSR marketing partner, and they’ve helped us grow our database by more than 40K with just one ‘Win This’ campaign. Their team is accessible, knowledgeable, creative and innovative in their approach to destination marketing.”

## TOTAL METRICS

(1) 'Win This' campaign, 30-days

Impressions	6.2M
Visits	60.1K
Entries	40.1K

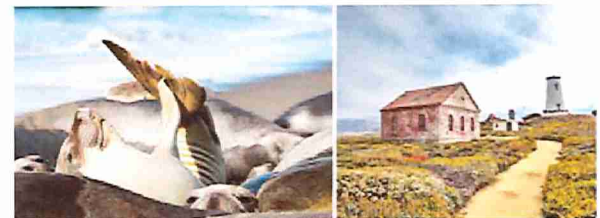
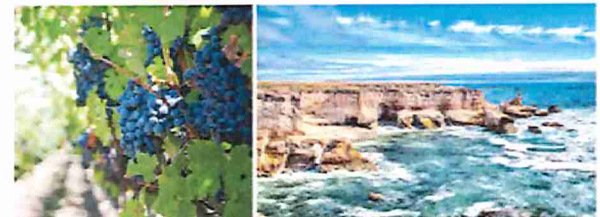


Cheryl Cuming | Chief Administrative Officer  
Unincorporated San Luis Obispo County  
Tourism Business Improvement District  
[Highway1DiscoveryRoute.com](http://Highway1DiscoveryRoute.com)



## WIN THIS

WIN a dream getaway to the Highway 1 Discovery Route region during the 2019 Coastal Discovery & Stewardship Celebration. Choose from 36 Coastal Discovery Events and Stewardship Activities along California's Highway 1 in beautiful San Luis Obispo County (SLO CAL).



**Enter To Win**



## CASE STUDY:

42,434	58,000	4.4M	61%
Entries	Visits	Impressions	Open Rate



### Kind Traveler Los Cabos Wellness Getaway

32,000	46,000	8.4M	76%
Entries	Visits	Impressions	Open Rate



29,000	42,000	3.1M	70%
Entries	Visits	Impressions	Open Rate



## 5.

# INFLUENCER MARKETING

### KINDNESS AMBASSADORS

We're not the only ones who believe there is a way to harness the power of everyday travelers to create a better world. Our Kindness Ambassadors are a seasoned group of top influencers, industry insiders and thought leaders committed to sharing Kind Traveler's mission.

### CURATE AN INFLUENCER CAMPAIGN


Influencer marketing has become a staple tactic in any marketing campaign as a way to reach new markets, improve brand awareness, enrich your content strategy, and generate new interests and leads. Whether it's a press trip, blog post, or other social media activations, curate your own influencer campaign with Kind Traveler's Kindness Ambassadors.

- \* press trips or other hosted events are not included in the price; selected Kindness Ambassadors are not guaranteed as they must first accept the proposal


[EXPLORE](#) [CAUSES](#) [DESTINATIONS](#) [STORIES](#)

---


### KINDNESS AMBASSADORS




**Jon Huertas**  
Actor, ABC's *Castle*, NBC's *This Is Us*




**Daniel Hall**  
Actor, CBS, *The Young & The Restless*




**Rachel Rudwall**  
TV Host, Producer, and EMMY-Nominated Camera Operator



**Spencer Spellman**  
Content Producer



**Juliana Dever**  
Travel Host, Producer, Writer



**Justin Walter**  
Travel Host, Producer, Writer

[See More](#)





atwjustin  
37K Followers

CELEBRATING WORLD OCEANS DAY WITH  
KIND TRAVELER AT TERRANEA RESORT



coupleawanderers  
22K Followers

*Kindness Matters: Travel with a Positive  
Impact through Kind Traveler*



kind\_effect  
36K Followers



Hotel Deals for Being Kind?

'Tis The Season: Kind Traveler, A  
Company That Keeps Giving



**Trips + Giggles Hotel  
Picks: The Terranea  
Resort**



**Terranea is L.A.'s Ocar  
Resort**



swimsuit photo: The Ocean Photo credit: Kind Traveler / Justin Arago

<b>TOTAL SOCIAL MEDIA REACH</b>	<b>1M</b>
<b>TOTAL BLOG REACH</b>	<b>1M</b>
<b>TOTAL REACH</b>	<b>2M</b>

6.

## PRESS RELEASE

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### CELEBRATE YOUR IMPACT

We'll share a press release to announce our sustainable travel initiative together. Kind Traveler will distribute on PRWeb as well as with its journalist network

“Kind Traveler is a seamless way to make sure your travel dollars support causes you care about.”

— Los Angeles Times



## 7.

# IMPACT REPORT

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At the end of Year 1, Kind Traveler will create an impact report to celebrate the impact of our partnership. You'll receive a Coverage Book that will detail the media impressions and views generated. We will also detail the community impact metrics garnered from charity donations.





## Deliverables

## Description

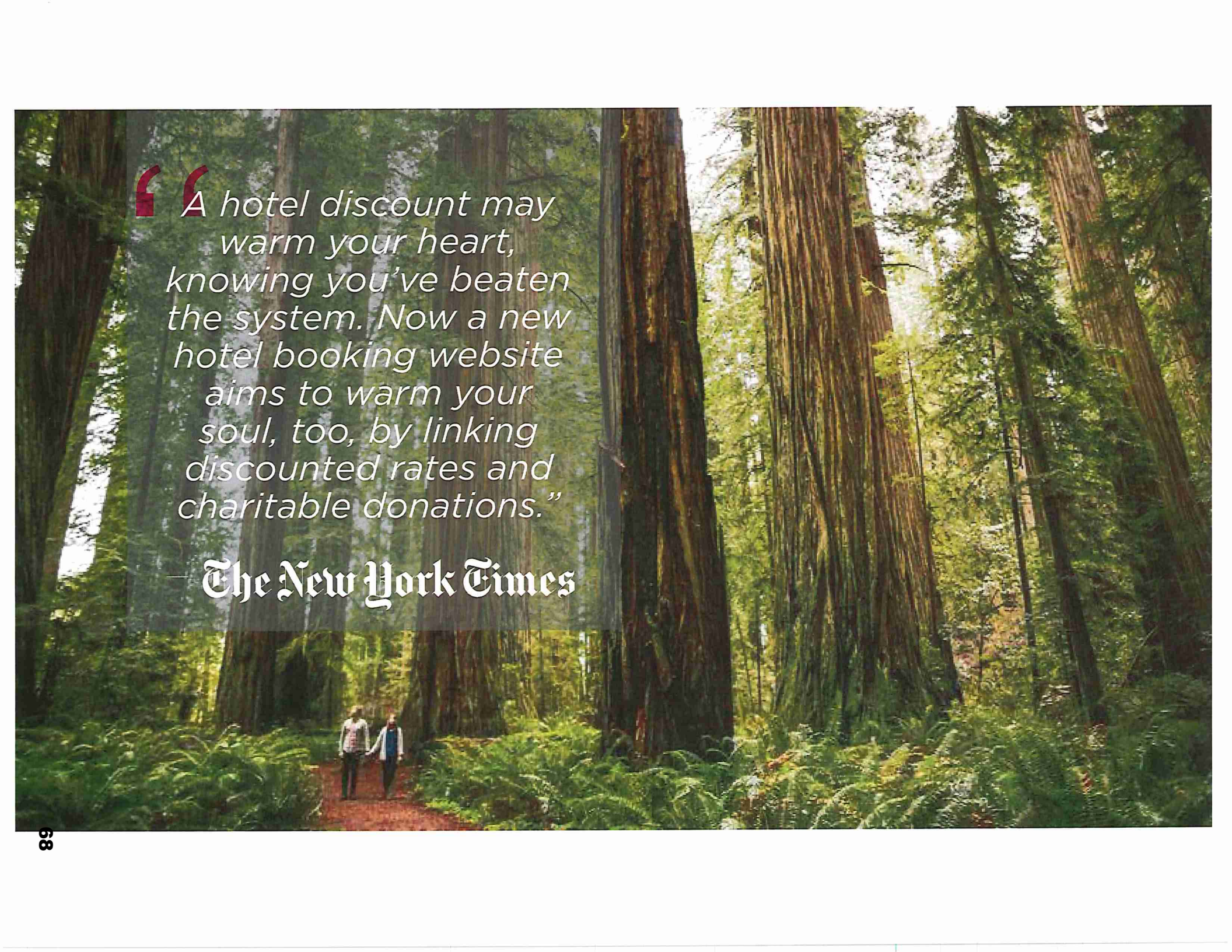
## Reach

1. Third-Party Membership Seal of Recognition	<ul style="list-style-type: none"> <li>Access to use the Kind Traveler logo to help future visitors identify your commitment to community impact as a Kind Destination</li> </ul>	N/A
2. Customized Microsite	<ul style="list-style-type: none"> <li>Kind Destination will have its own designated microsite that includes info about your destination and your sustainability initiatives</li> </ul>	50,000 Unique Visitors Monthly/250,000 Monthly Impressions
3. Kind Hotel Invitations	<ul style="list-style-type: none"> <li>Invited hotels in your destination will receive an exclusive rate that is only available when the Kind Destination Program is in place (\$1K activation fee reduced from \$2K)</li> </ul>	N/A
4. Blog: Story Inclusion Blog Promotion (Social + Newsletter)	<ul style="list-style-type: none"> <li>Editorial inclusion on blogzine (1x)</li> <li>Each Blog Shared on Facebook (1x), Twitter (6x), Instagram (1x), LinkedIn(1x), Pinterest (1x)</li> <li>Newsletter inclusion (1x)</li> </ul>	50,000 Unique Visitors Monthly/250,000 Monthly Impressions
5. Influencer Marketing	<ul style="list-style-type: none"> <li>Invite Kindness Ambassadors to participate in the celebration of your unique Kind Destination campaign (accomodation only included in price) (1X, max 1 influencer)</li> </ul>	Varies: 500K-5M impressions per influencer campaign, depending on influencer/type of trip
6. Press Release	<ul style="list-style-type: none"> <li>Kind Traveler will provide a press release to share your Kind Destination campaign to your media network; Kind Traveler also will share the release with its journalist network. Additional press releases will be provided for the launch of every Kind City DMO launch.</li> </ul>	Varies: 1M-10M, depending on media pick-up
7. Impact Report	<ul style="list-style-type: none"> <li>Receive a coverage book detailing media impressions along with an impact report from charity donations</li> </ul>	

Kind Destination Program: **1-Year Duration**

<b>Total Value:</b>	<b>\$20,000</b>
<b>COVID-19 Reduced Pricing:</b>	<b>\$10,000</b>



A photograph of a dense forest of tall redwood trees. The trees are massive, with thick, textured bark and green foliage at the top. A dirt path leads through the forest, and two people are walking away from the camera on the path. The scene is lush and green, with sunlight filtering through the canopy.

*“ A hotel discount may warm your heart, knowing you’ve beaten the system. Now a new hotel booking website aims to warm your soul, too, by linking discounted rates and charitable donations.”*

*The New York Times*

THANK YOU

As a Public Benefit Corporation,  
Kind Traveler always gives

100%

of donations to its charitable  
partners.

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hello@kindtraveler.com



kindtraveler.com



P.O. BOX 1164 Malibu, CA 90264





north lake tahoe

Chamber | CVB | Resort Association

## MEMORANDUM

Date: October 1, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: Takeout Tahoe In-Market Campaign Scope of Work

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### Action Requested:

Review and approval of the Takeout Tahoe in-market campaign scope of work.

### Background:

Staff proposed an initiative to support the regional dining partners of North Lake Tahoe to create an awareness marketing campaign to promote takeout offerings to both locals and visitors during the fall season. The goal is to encourage takeout while highlighting each NLT region and their unique offerings. The campaign will consist of social media advertising, banners in key locations around the region, the creation of a North Lake Tahoe Restaurant Facebook page, and a Takeout Guide listing all restaurants.

The hope is to launch the campaign in the middle of October and have it run through the end of November at a minimum. If the campaign is successful, the committee will explore expanding it through the winter.

The Abbi Agency will assist with the brand creation, printable PDF guides, and social media advertising. NLTRA staff will handle the landing page, creation of an NLT Restaurant Facebook group, Facebook Lives, the prize package and regional banners.

The In-Market Tourism Development and Tourism Development committees approved moving forward on this campaign and scope of work during the September 2020 meeting. The committees were unanimously in favor.

### Fiscal Impact:

\$20,200 – budgeted in the 20/21 fiscal year In-Market budget

### Attachments:

- The Abbi Agency Scope of Work
- Overview of Takeout Tahoe campaign

**Client Name:** North Lake Tahoe

**Services:** Creative, Media Buying

**Timeline:** October - November 2020

**Completed by:** Connie Anderson

## **BACKGROUND**

### **SITUATIONAL ANALYSIS**

"Takeout Tahoe" Initiative: This initiative is in an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing.

### **GOALS**

- Encourage takeout options to both visitors and locals
- Highlight each dining "region" in North Lake Tahoe
- Provide information to make takeout an easy option
- Create a collateral piece for lodging properties and STR's to put in rooms encouraging takeout

### **OBJECTIVES**

- Achieve substantial reach via advertising
- Create conversation and engagement about takeout options in North Lake Tahoe
- Create assets that can help to support restaurant businesses in encouraging takeout in Fall 2020

### **TARGET AUDIENCE**

The target audience is two-fold:

- Locals
- In-market visitors

## **PROJECT OVERVIEW**

### **STRATEGIES / TACTICS**

- Downloadable PDF's with Restaurant Information
  - 1 North Lake Tahoe PDF or 7 "Town" PDF's
  - Information Included:
    - Restaurant Name, Address, Phone, Website, How to Order, Hours/Meals Served
  - Promotions?
- In-Market Social Media Advertising
  - Target Locals & Visitors in North Lake Tahoe / Truckee Region
- Organic Social Media Activation



- Example: Facebook Live, Q&A with Restaurants, Food Chat

## TIMELINE

- Campaign Launch: October 12
  - Week 1: Oct. 12 - Oct. 18 - West Shore
  - Week 2: Oct. 19 - Oct. 25 - Tahoe City
  - Week 3: Oct. 26 - Nov. 1 - Olympic Valley
  - Week 4: Nov. 2 - Nov. 8 - Kings Beach & Tahoe Vista
  - Week 5: Nov. 9 - Nov. 15 - Incline Village & Crystal Bay
  - Week 6: Nov. 16 - Nov. 22 - Northstar

## BUDGET

By signing this Scope of Work, North Lake Tahoe agrees to the Scope of Work plan set forth by The Abbi Agency. Your signature allows The Abbi Agency to execute on the plan herein.

### Brand Creation

Logo & Style Sheet	\$3,000
<i>Total</i>	<i>\$3,000</i>

### PDF Guides

Initial Guide Concept & Design	\$1,800
Design for each additional Guide produced	\$1,200 (per guide)

\*Note on design: To include one concept and two rounds of revisions. Each guide to not exceed 6 pages.

Copywriting for guides	\$1,000
<i>Total:</i>	<i>\$8,800</i>

### Advertising

Social Media ad design	\$1,000
Social Media ad copywriting	\$500



Social Media Advertising	\$4,500
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\*This accounts for \$750 per region per week

Ad Management, Planning, Optimization	\$900
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<i>Total:</i>	<i>\$6,900</i>
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#### **Project Management**

Project Management & Reporting	\$1,500
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<i>Total:</i>	<i>\$1,500</i>
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<b><i>Project Total:</i></b>	<b><i>\$20,200</i></b>
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#### **BILLING**

Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices be paid within 7 days of receipt. Invoices are officially due 30 days from their receipt.

#### **Potential Additional Costs**

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

#### **APPROVALS**

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Jeffrey Hentz, North Lake Tahoe

(Sign/Date)

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Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)



# Takeout Tahoe Initiative



north lake tahoe





# Restaurant Survey

- **Regional Restaurant Survey Sent 7/13**
- **25 Respondents**
  - **96% Currently offering takeout**
  - **100% Want help promoting takeout offerings via a social media campaign**
  - **87% Support the creation of a NLT Restaurant Facebook Group where they could post information, deals, etc.**
  - **76% Interested in receiving an outdoor banner stating they're open with a phone number**

The background of the slide is a scenic photograph of a lake with clear, turquoise water. In the foreground, there are large, smooth, light-colored rocks. On the right side, there are evergreen trees with green needles. The water shows some ripples and reflections of the sky and trees.

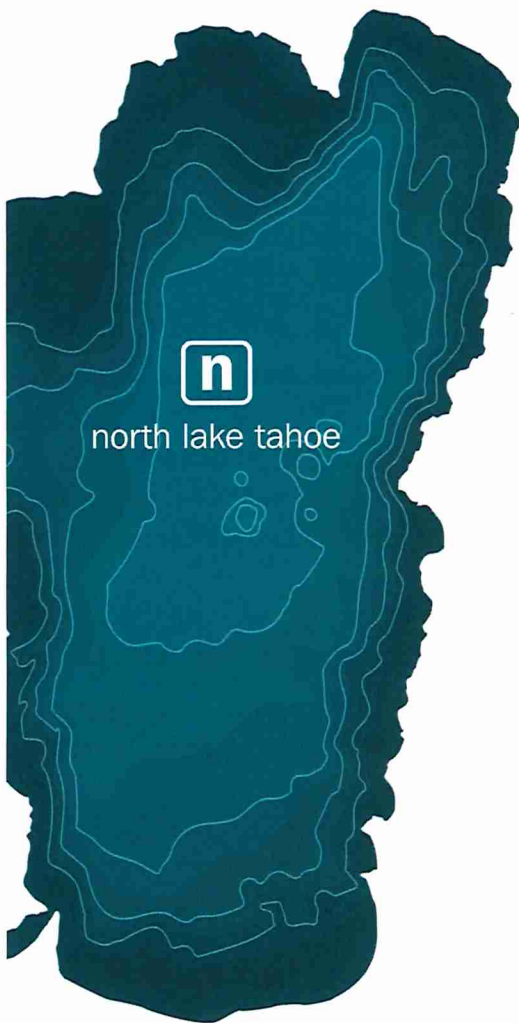
# **“Takeout Tahoe” Initiative**

**This initiative is in an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing.**

## **Goals**

- **Encourage takeout options to both visitors and locals**
- **Highlight each dining “region” in North Lake Tahoe**
- **Provide information to make takeout an easy option**
- **Create a collateral piece for lodging properties and STR’s to put in rooms encouraging takeout**





## HIGHLIGHTED REGIONS

Each region will be promoted for one (1) week during the campaign. Messaging focus will be on restaurants, menu items, promotions, chefs, etc.


1. West Shore (Homewood, Tahoma, Sunnyside, Granlibakken)
2. Tahoe City
3. Carnelian Bay, Tahoe Vista & Kings Beach
4. Incline Village & Crystal Bay
5. Olympic Valley & Alpine Meadows
6. Northstar

## TACTICS

- **Landing Page on GTN.com**
- **Downloadable PDF's with Restaurant Information**
  - 1 North Lake Tahoe PDF or 6 "Town" PDF's
  - Information Included:
    - Restaurant Name, Address, Phone, Website, How to Order, Hours/Meals Served
- **In-Market Social Media Advertising**
  - Target Locals & Visitors in North Lake Tahoe / Truckee Region
- **Prize Incentive**
  - Bring a takeout receipt to either IVCBVB or NLT Visitor Center and be entered into a drawing to win a \$300 regional dining gift certificate package.
- **Facebook Lives**
- **Create a North Lake Tahoe Restaurant Facebook Page**
- **Community Banners for Each Region**
- **Press Release Announcing Program to Local Media**



Roseville, Rocklin, Lincoln and Loomis Chambers of Commerce Present



**PLACER VALLEY EATS**

4 weekends + 4 cities = a whole lot of takeout

**TAKEOUT ROSEVILLE** SEPT. 11-13  
@rosevillechamber

**TAKEOUT ROCKLIN** SEPT. 18-20  
@rocklinchamber

**TAKEOUT LINCOLN** SEPT. 25-27

## 4 Weekends + 4 Cities = a Whole Lot of Takeout

COVID-19 has dramatically impacted our business community, especially the operations of our restaurants, caterers, breweries & wineries.

In an effort to support and boost the traffic for these businesses, the Roseville Area Chamber is proud to partner with Rocklin Area Chamber of Commerce, Lincoln Area Chamber of Commerce and Loomis Basin Chamber of Commerce and bring you "Placer Valley Eats."

## RESTAURANTS

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone, Online or In Person

**TAKEOUT PROMOS**

**\$20** Burger & Beer To-Go

**50% Off** one appetizer w/ entree purchase -  
Dine in only

### BOISSET WINE LIVING WITH LESLEY

Granite Bay, CA 95746

**(916) 834-7788**

<https://my.boissetcollection.com/lesleyallen>

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone or Online

**TAKEOUT PROMOS**

**\$45/\$36 for members:** Buena Vista Sheriff  
Red Blend

**\$28/\$22.40 for members:** JCB No 69  
Sparkling Rose

**\$28/\$22.40 for members:** Deloach  
Rose of Pinot

**\$54/\$43.20 for members:** Wattle Creek  
Cabernet Sauvignon

**ORDER:** By Phone, In Person, DoorDash, UberEats

**TAKEOUT PROMOS**

**\$60-65** Family Meal for 4

**\$19** Prime Rib French Dip

**\$16** 50/1/50 Sliders

**\$32** Thai Chili Halibut

### BUCK & SADIE'S

2030 Douglas Blvd., Roseville, CA 95661

**(916) 749-3394**

[www.buckandsadies.com](http://www.buckandsadies.com)

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone, In Person or Online

**TAKEOUT PROMOS**

**\$14** The Clucker

**\$5** The Crownie

**\$5** Buck Beers

### FOURSCORE COFFEE

325 Lincoln St. Roseville CA 95678

**(916) 390-0367**

[www.fourscorecoffee.com](http://www.fourscorecoffee.com)

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone, In Person, Online

**TAKEOUT PROMO**

**\$4.75** Spiced Latte

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone, In Person or Online

**TAKEOUT PROMOS**

**\$7.99** Lamb & Beef Gyro Wrap

**\$7.99** Falafel Wrap

**\$13.99** Combo Platter (Chicken, lam & beef  
gyro, rice, salad & hummus)

**\$10.99** Badmash Burger

### FLAME & FIRE BRAZILIAN STEAKHOUSE

963 Pleasant Grove Blvd., Ste. 100  
Roseville, CA 95678

**(916) 790-5750**

[www.flameandfire.com](http://www.flameandfire.com)

**TAKEOUT DATES:** SEPT. 11-13

**ORDER:** By Phone, In Person, Online, DoorDash

**TAKEOUT PROMOS**

**\$42** Takeout Family Meal (3 Meats, bean  
stew, Rice & Salad)

**\$49.95** Churrasco (Endless servings)  
patio only

**\$9** Brigadeirao Dessert



## TIMING (tentative)

- **Campaign Launch: October 12**
  - **Week 1:** Oct. 12 - Oct. 18 - West Shore
  - **Week 2:** Oct. 19 - Oct. 25 - Tahoe City
  - **Week 3:** Oct. 26 - Nov. 1 - Olympic Valley
  - **Week 4:** Nov. 2 - Nov. 8 - Kings Beach & Tahoe Vista
  - **Week 5:** Nov. 9 - Nov. 15 - Incline Village & Crystal Bay
  - **Week 6:** Nov. 16 - Nov. 22 - Northstar



north lake tahoe

## BUDGET

Tactic	Cost
Landing Page	\$0 - In House
Brand Creation <ul style="list-style-type: none"> <li>Logo &amp; Style Sheet</li> </ul>	\$3,000
Printable PDF Guides (6 Guides)	\$8,800
Social Media In-Market Advertising <ul style="list-style-type: none"> <li>Ad Design &amp; Copywriting (\$1,500)</li> <li>Advertising Spend (\$4,500)</li> <li>Management &amp; Optimization (\$900)</li> </ul>	\$6,900
TAA Project Management & Reporting	\$1,500
Facebook Lives	\$0 - In House
Dining Gift Card Prize Package	\$300
Regional Banners (Qty: 12)	\$2,000
<b>TOTAL</b>	<b>\$22,500</b>



north lake tahoe



## MEMORANDUM

Date: October 6, 2020

TO: NLTRA Board of Directors

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Spartan North American Championships Sponsorship Contract

---

### Action Requested:

Review and approval of a sponsorship for the 2021 Spartan North American Championships taking place at Squaw Valley September 25-26, 2021. The NLTRA would sponsor the event with \$175,000 to be the official host.

### Background:

For three years, the NLTRA has supported the Spartan World Championships with a \$250,000 annual sponsorship, ensuring the event would take place in North Lake Tahoe at Squaw Valley. In July 2019, Spartan notified NLTRA that an international location was bidding on the 2020 World Championships and that they were prepared to outbid North Lake Tahoe significantly.

As an alternative, staff provided both the Tourism Development Committee and the Board of Directors information on hosting the North American Championships and comparative information regarding marketing and public relations benefits. After evaluation and discussion, staff was directed to pursue the 2020 North American Championships.

NLTRA and Spartan entered into an agreement for a \$175,000 sponsorship to host the 2020 North American Championships at Squaw Valley September 26 & 27, 2020. Due to complications with COVID-19, the 2020 race was cancelled in July. The attached contract is the 2021 contract, with similar terms, but new verbiage regarding the cancellation policy. The contract grants the NLTRA the first right of refusal for the North American Championships through 2022 with similar terms. We are now looking for approval for the 2021 North American Championships at Squaw Valley.

### Fiscal Impact:

North American Championship Sponsorship

- \$175,000 - Cash Sponsorship

These funds will come out of the 20.21 fiscal year budget. They are essentially the same funds we had allocated for the 2020 event which were never paid.



north lake tahoe

Chamber | CVB | Resort Association

## 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.

The TBID is a funding mechanism that is controlled by tourism-related businesses that agree to assess themselves - these assessments are passed on to the customer at the point of sale, it is not a fee paid for by your business.

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



### Traffic Management

Redirected TOT dollars will improve traffic circulation and enhance programs that address congestion in peak periods



### Offsetting Tourism Impacts

TBID funds will be utilized to reduce tourism impacts on local communities and support trash mitigation efforts across the region



### Destination Management

TBID funding will help market the region in need periods and manage responsible travel initiatives for incoming visitors

## 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](https://NLTRA.org/Resources/TBIDResources).

The NLTRA is hoping to receive signed petitions no later than October 30 to ensure votes are counted in a timely manner.

## Jeffrey Hentz

CEO

### North Lake Tahoe Resort Association

NLTRA.org | GoTahoeNorth.com

Jeff@GoTahoeNorth.com

P: 530.581.8739

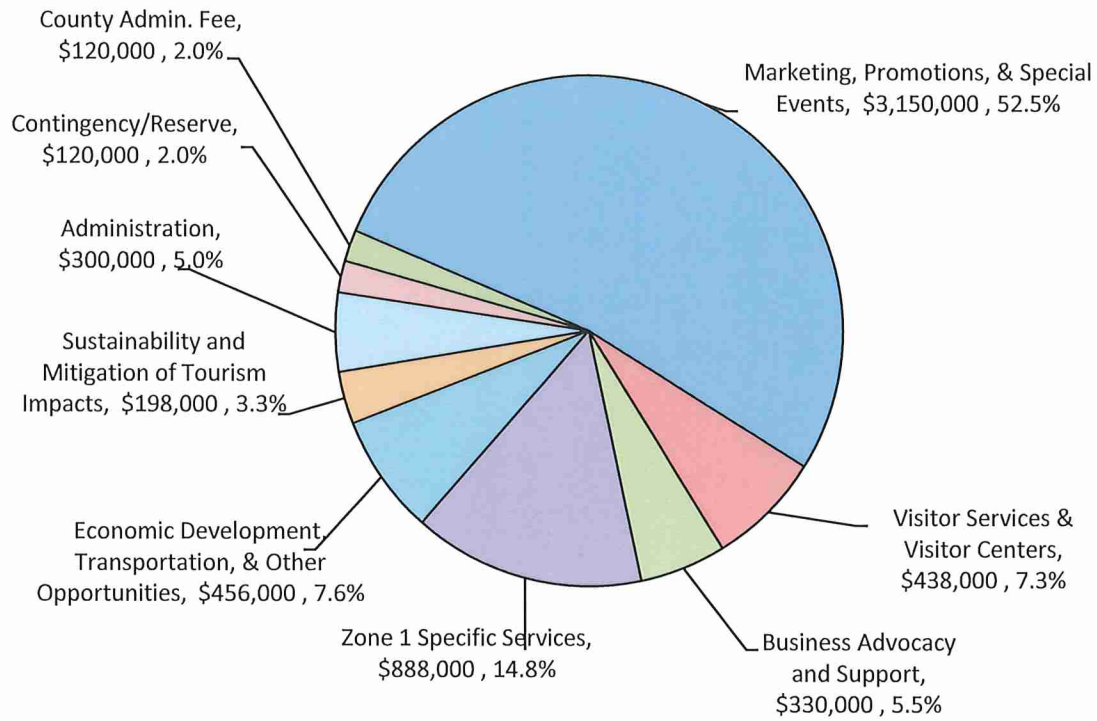




north lake tahoe  
Chamber | CVB | Resort Association

# TBID Budget & Governance Structure

## Initial Annual Budget - \$6,000,000



# 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

SQUAW VALLEY ALPINE MEADOWS

NORTHSTAR CALIFORNIA

HOMWOOD MOUNTAIN RESORT

RESORT AT SQUAW CREEK

THE RITZ-CARLTON, LAKE TAHOE

PLACER COUNTY BOARD OF SUPS

SQUAW VALLEY BUSINESS ASSOCIATION

NORTHSTAR BUSINESS ASSOCIATION

AT-LARGE SEAT

AT-LARGE SEAT

NON-VOTING PLACER COUNTY REP

NORTH SHORE LODGING/PROP MGMT

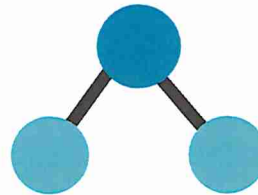
WEST SHORE LODGING/PROP MGMT

ACTIVITY BUSINESS

FOOD & BEVERAGE BUSINESS

TAHOE CITY DOWNTOWN ASSOCIATION

NORTH TAHOE BUSINESS ASSOCIATION



## NORTH LAKE TAHOE TBID ADVISORY COMMITTEE

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

SQUAW VALLEY ALPINE MEADOWS

NORTHSTAR CALIFORNIA

ZONE ONE REGION

4-6 AT-LARGE MEMBERS

## ZONE ONE ADVISORY COMMITTEE

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

ZONE ONE LODGING

AT-LARGE MEMBERS





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## 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%.

VS

## 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.**



Local Control | Achievable Workforce Housing Solutions  
Transportation Management & Improvements  
Tourism Impact Offsets | Market the Region

## 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 solutions, traffic and trash mitigation.



Unlike TOT funds, which 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, and more money spent on projects that are important to TBID members.



If the 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.





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# Local Business Support

# Local Business Support

## FOR AN INVESTMENT IN NORTH TAHOE'S FUTURE



**Bill & Kelly 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."



**Jaclyn Woznicki**

TAHOE TRUNK SHOW

"The NLTRA was instrumental in helping me reopen my retail business after COVID closures in March. With their support, I had access to state guidance and free personal protective equipment (PPE), communicated safety expectations with clients, and was able to navigate grant funding opportunities with ease. I am confident in their ability to lead our local business community and am therefore supporting the TBID."



**Melissa Sigg**

TAHOE TAP HAUS &  
TAHOE ART HAUS

"The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment."



**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."



**Jill Schott**

TAHOE MOON PROPERTIES

"This past summer has emphasized the great need for a TBID in North Lake Tahoe. Locally generated funds collected through this assessment will allow our community to have control of the things that need to be done to minimize the impact of tourism and for us to be good stewards of our Lake and surrounding areas. It will also allow us to work towards affordable housing options that are greatly needed in our area."



**Katie & Kevin Hickey**

TAHOE ADVENTURE  
COMPANY

"Supporting the TBID is not only a chance to rally our community around one vision, but more importantly, it allows locally generated funds and directives to be managed by those who understand our needs the most - the North Lake Tahoe community."



**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."



**Douglas Dale**

WOLFDALE'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."



**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."

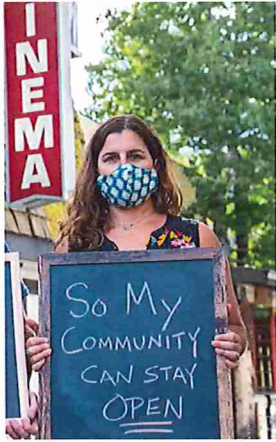


**Tom Turner**

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."





## **OPINION: In This Election Year, Vote for the TBID**

*By Melissa Sigg, Tahoe Art Haus & Tahoe Tap Haus*

As a young reporter back in the early 2000s covering North Lake Tahoe, it didn't take long for me to realize that a lot of the stories I was writing had a common theme – a lack of autonomy for the area. Whether it was a debate about workforce housing or a new rec center or the old fire station, the bottom line was that all major decisions had to come from Placer County since North Tahoe is unincorporated. As a resident, I have found this extremely frustrating at times.

Now the North Lake Tahoe Resort Association, in cooperation with Placer County, has found a way to give the area more local control. The solution? A Tourism Business Improvement District, or TBID. A TBID is a funding mechanism that is controlled by the tourism-related businesses that agree to assess themselves. In the United States, 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. 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 sales 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 can be passed on to the customer at the point of sale.

How does the TBID provide more local control? First, it gets the NLTRA and our business associations out from under Placer County's thumb. The Resort Association is currently funded wholly by Placer County with transient occupancy tax (TOT) dollars, a lodging tax that is collected by the county. The TBID, which is expected to generate \$6 million a year, would replace county funding for the NLTRA, as well as for the Tahoe City Downtown Association and North Tahoe Business Association. This allows these organizations to advocate for the local business community in a much stronger way, and gives North Tahoe businesses a more independent voice.

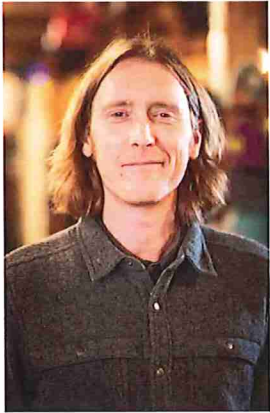
Even better, Placer County has committed to redirecting the \$4.1 million it currently allocates to fund the NLTRA and business associations, to fund transportation solutions, and workforce housing initiatives – important issues that are on the top of everyone's minds right now. This additional money will help to expand public transportation and ensure that more employees can afford to live here. Best of all, we get to decide where those funds are spent, and who knows what a community needs better than the people who live and work there? 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.



The TBID process moves to the Placer County Board of Supervisors for next steps once 51 percent of North Tahoe businesses sign petitions in favor of it. The weight of each petition, or its total value, is based on the estimated assessment the business will pay so for example, a larger business represents a larger portion of the whole. The NLTRA hopes that all petitions, which each business will receive, are returned to them as soon as possible so that they can move forward as planned for a potential TBID start date of April 2021.

I know change can be scary, but not changing can be even scarier. The TBID offers an opportunity to regain control of our future, and create solutions to some of our biggest problems. In my 20 years in Tahoe, this is the first time I have seen Placer County offer North Tahoe a chance for some independence. Let's not pass up this moment.





## **OPINION: Why my business supports NLTRA's proposed Tourism Business Improvement District**

*By Brendan Madigan, Alpenglowl Sports*

Our North Lake Tahoe communities have long-standing and dire infrastructure shortcomings, extending from traffic congestion in peak seasons to a lack of achievable housing options for the workforce that sustains our local businesses. As a retailer located in Tahoe City since 1979, we are also affected by the dips in visitation during spring and fall, having to amend staffing, inventory and revenue goals to account for months of slow business.

There is an opportunity for local business owners that benefit from tourism (activity providers, retailers, restaurants) and TOT certificate holders (lodging properties, vacation rentals) to implement change, offering solutions to the challenges outlined above. The proposed Tourism Business Improvement District (TBID) is a chance to not only rally our North Shore community around one vision, but more importantly, allows locally generated funds and directives to be managed by those who understand our needs the most -- the North Lake Tahoe business community.

The formation of a Tourism Business Improvement District would provide an abundance of resources to improve our region, and with 109 successful TBID's in California, we know it is a model that works. By definition, a TBID is a mechanism for funding tourism promotion and economic development activities that are designed to increase revenues for the assessed businesses. TBID member businesses will essentially collect a small assessment from customers which will then be utilized to fund programs and initiatives that support economic vitality and directly promote the assessed businesses. As an additional benefit to the formation of a TBID, over \$4 Million of TOT dollars will be freed up and redirected to workforce housing and transportation initiatives in the North Lake Tahoe region -- with all funds being managed by the local business community.

Over the past twelve months, the North Lake Tahoe Resort Association (NLTRA) has worked with Civitas Advisors to develop a Management District Plan that will guide operation of the TBID with a wide range of input from local stakeholders. The plan has been approved (and is available to download on [NLTRA.org](http://NLTRA.org)), and the North Lake Tahoe Resort Association has initiated a TBID petition drive. I encourage business owners, lodging properties and property management companies to support this effort wholeheartedly by signing the petition.

TBID dollars will be managed by the NLTRA with oversight from the NLTRA Board of Directors and corresponding committees. Having served as President of the Tahoe City Downtown Association as well as on the NLTRA Board of Directors, I have full confidence that the range of industries in North Lake Tahoe will be adequately represented and our business community will have a voice like never before.



As a 41-year old specialty mountain shop, Alpenglow Sports exists as a community anchor in Tahoe City. We employ a community-centric business model that actively seeks to give back to those who have supported the shop for over four decades. This is done through a litany of free events, such as our nine-day Alpenglow Mountain Festival, in-store Tailgate Talks and our very popular Winter Speaker Series. We derive so much fulfillment through these events, many of which have been financially supported by the NLTRA. These are events that both locals AND visitors get to enjoy for free, and we're excited to grow these for the benefit of the North Lake community by having the opportunity to utilize more funds that originate right here, in our own community.

I think it is paramount that we gain control of the money we generate and infuse those dollars more effectively into our community. With a solid governance structure in place that is reflective of businesses large and small, this is our chance to make a positive change for North Lake Tahoe.



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# NLTRA's COVID Response Efforts





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## NORTH LAKE TAHOE RESORT ASSOCIATION SUPPORTS LOCAL BUSINESS

Dear Business Partner,

At the onset of COVID-19, the North Lake Tahoe Resort Association / Chamber of Commerce responded immediately with a multi-pronged communications approach that included local and visitor outreach, business advocacy and community support. Promoting travel to the region shifted dramatically and instead focused on responsible travel content rooted in public safety and environmental stewardship. The NLTRA team worked closely with Take Care Tahoe on public signage, coordinated with Placer County on trash mitigation efforts and distribution of personal protection equipment (PPE), and developed a number of content pieces that aligned regional Know Before You Go information. Prior to COVID the NLTRA organization had various levels of marketing focus, yet we were able to shift quickly and instead move to more of a destination management role.

The local business community was at the forefront of our efforts to reopen North Lake Tahoe safely -- myself and the NLTRA Board of Directors advocated at the State level for lodging to reopen on June 12 and restart our tourism-centric economy. We made every effort to educate the local community on the importance of tourism and also provide background on the split between full-time and part-time residents. The NLTRA hosted Town Hall meetings (by industry) to ensure communication lines were open and concurrently, developed reopening toolkits that outlined guidance, checklists, and consumer facing signage.

A Stronger Together video series was created in March to share messages of positivity with the local community. Videos were created on behalf of the local emergency workforce, school district, ski resorts, public agencies, and business leaders. We also launched a gift card purchasing portal on the NLTRA.org website where a collection of regional businesses who offer a gift card product are listed. This was an effort to put dollars into the hands of our local business community during a time when many were required to shut down. We have seen media placements in the Bay Area and Reno to highlight this program and it quickly became the second highest trafficked page on NLTRA's website.

By July we deemed it necessary to elevate our safety messaging even further and launched the bilingual Mask Up Tahoe campaign with the help of local leaders, small business owners and nationally recognized athletes. Through videos and still photography, visitors and residents alike are reminded that wearing a face covering is a simple act, but a grand gesture to help keep North Lake Tahoe open.

The following infographics describe NLTRA's crisis response efforts. Our nimble team continues to work tirelessly and adjust quickly to the ever-changing travel landscape we are confronted with. We prioritize your business needs in all of our marketing and management tactics, and we will be able to continue this work with your support of a Tourism Business Improvement District.

Thank you for your continued resilience during these difficult times. Our commitment to your business is unwavering support, resource sharing and frequent communications to help navigate the uncharted territory ahead.

All my best,

Jeffrey Hentz  
CEO, North Lake Tahoe Resort Association

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## COVID RESPONSE: BUSINESS ADVOCACY, COMMUNICATIONS & READINESS

|                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>BUSINESS ADVOCACY</b><br><p>The NLTRA and Placer County continue to work side by side in reopening local businesses safely</p>                                       | <br><b>STAKEHOLDER CALLS</b><br><p>9 virtual meetings were held to ensure collaboration and safety compliance, resulting in positive engagement in the reopening process</p> | <br><b>PERSONAL PROTECTION EQUIPMENT</b><br><p>Sourced PPE supplies and social distancing graphic tools for local businesses to safely reopen</p>                                                | <br><b>READINESS TOOL KITS</b><br><p>Assembled to help each business sector reopen in accordance with state and county guidance</p>                                                                    | <br><b>ONLINE SURVEYS</b><br><p>Issued to local businesses to ensure NLTRA is up to date on impacts and business operations</p>                                          |
| <br><b>EMAIL NEWSLETTERS</b><br><p>Weekly emails ensure business community is engaged with updates, safety compliance and tools to assist with visitor communications</p> | <br><b>SHOP LOCAL SHOP SMALL</b><br><p>A revenue generating Gift Card program was initiated to highlight local businesses</p>                                              | <br><b>WEBSITE UPDATES</b><br><p>Community page was added with a range of resources to help small businesses understand public health directives, virtual offerings and recovery resources</p> | <br><b>BLOG POSTS</b><br><p>Real-time updates to help local business community understand reopening guidance, public health directives, revenue recovery programs, campaign initiatives and more</p> | <br><b>SOCIAL MEDIA</b><br><p>Daily updates to engage with the local community and highlight 'Stronger Together', 'Know Before You Go' and 'Mask UP Tahoe' content</p> |



## COVID RESPONSE: CONSUMER CHANNELS & VISITOR COMMUNICATIONS



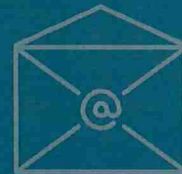
### SOCIAL MEDIA

All channels on simmer with focus on safety and responsible travel



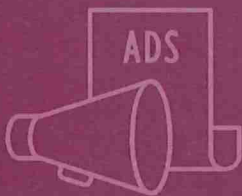
### WEBSITE UPDATES

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





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FOR IMMEDIATE RELEASE

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

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

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

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

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

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

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

Community updates, including how to support local businesses, will continue to be updated at [www.nltra.org/north-lake-tahoe-covid-19-community-update](http://www.nltra.org/north-lake-tahoe-covid-19-community-update).

###

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[liz@gotahoenorth.com](mailto:liz@gotahoenorth.com) or (303) 726-7104





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 Mask UP Tahoe campaign features local leaders with global reach who share a unified message that is rooted in adventure and responsible travel. Through a montage video that anchors campaign messaging, the sentiment is clear: "For North Lake Tahoe to stay open, we all need to do our part and show that we truly care. You wear a mask to protect me and I wear a mask to protect you. When we show up with a mask on, we're showing up for each other. It's pretty easy to wear a mask." Local community leaders featured in the series include:

**Travis Ganong, Olympic Skier:** North Lake Tahoe's own Travis Ganong, 2014 Winter Olympics athlete, is a World Cup alpine ski racer in downhill and super-G with six top 10 World Cup finishes. He is passionate about the wellbeing of the North Lake Tahoe



community and believes we should all have fun while pursuing our goals. Travis wears a mask to protect his beloved community and family.

**Michelle Parker, Professional Skier:** Whether it's big mountain skiing, cruising over technical single track with ease, or cleaning problem pitches and crags, North Lake Tahoe native and Red Bull athlete, Michelle Parker, shows up full force as a formidable opponent in any outdoor sport. She has big game and an even bigger heart. She's the co-founder of S.A.F.E.A.S. (Skiers Advocating and Fostering Education for Avalanche and Snow Safety) and sits on the board for High Fives Foundation. Michelle wears a mask because she loves North Lake Tahoe and wants to continue to share it.

**Sherry McConkey, Shane McConkey Foundation:** Sherry McConkey, founder of The Shane McConkey Foundation, and her daughter Ayla are dedicated to protecting the environment while carrying on the legacy of free skiing pioneer, Shane McConkey, Sherry's late husband and Ayla's father. They hope to inspire others to live by Shane's philosophy that, "You have one life, live it. You have one world, protect it." Sherry and Ayla wear masks to protect the small business community and to get back to school this fall.

Additional videos will launch through North Lake Tahoe's website ([www.gotahoenorth.com/maskuptahoe](http://www.gotahoenorth.com/maskuptahoe)) and social channels in coming weeks. Stay tuned for videos from professional athletes Jim Morrison, Hilaree Nelson, JT Holmes and Rory Bosio; Jessi, Jenni and daughter Mable of the Dead Winter Carpenters; award-winning photographer, Ming Poon; professional skiers, Elise Saugstad and Cody Townsend, and small business owner, Brendan Madigan.

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

Here are six ways to provide immediate support to North Lake Tahoe businesses and families:

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

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-tahoe-covid-19-community-update](http://www.nltra.org/north-lake-tahoe-covid-19-community-update).

###

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## Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1619 Units ("DestiMetrics Census\*\*") and 50.13% 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 (Aug) changed by (-27.9%)                                                                                      | Occupancy (Aug) :  | 49.3%   | 68.3%   | -27.9%                    |
| North Lake Tahoe ADR for last month (Aug) changed by (24.1%)                                                                                             | ADR (Aug) :        | \$ 479  | \$ 386  | 24.1%                     |
| North Lake Tahoe RevPAR for last month (Aug) changed by (-10.5%)                                                                                         | RevPAR (Aug) :     | \$ 236  | \$ 264  | -10.5%                    |
| Next Month Performance: Current YTD vs. Previous YTD                                                                                                     |                    |         |         |                           |
| North Lake Tahoe Occupancy for next month (Sep) changed by (-40.1%)                                                                                      | Occupancy (Sep) :  | 30.5%   | 51.0%   | -40.1%                    |
| North Lake Tahoe ADR for next month (Sep) changed by (41.6%)                                                                                             | ADR (Sep) :        | \$ 402  | \$ 284  | 41.6%                     |
| North Lake Tahoe RevPAR for next month (Sep) changed by (-15.2%)                                                                                         | RevPAR (Sep) :     | \$ 123  | \$ 145  | -15.2%                    |
| Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD                                                                          |                    |         |         |                           |
| North Lake Tahoe Occupancy for the past 6 months changed by (-52.7%)                                                                                     | Occupancy          | 26.1%   | 55.0%   | -52.7%                    |
| North Lake Tahoe ADR for the past 6 months changed by (31.4%)                                                                                            | ADR                | \$ 443  | \$ 338  | 31.4%                     |
| North Lake Tahoe RevPAR for the past 6 months changed by (-37.8%)                                                                                        | RevPAR             | \$ 116  | \$ 186  | -37.8%                    |
| Future 6 Month On The Books Performance: Current YTD vs. Previous YTD                                                                                    |                    |         |         |                           |
| North Lake Tahoe Occupancy for the future 6 months changed by (-48.4%)                                                                                   | Occupancy          | 11.2%   | 21.7%   | -48.4%                    |
| North Lake Tahoe ADR for the future 6 months changed by (31.4%)                                                                                          | ADR                | \$ 400  | \$ 304  | 31.4%                     |
| North Lake Tahoe RevPAR for the future 6 months changed by (-32.3%)                                                                                      | RevPAR             | \$ 45   | \$ 66   | -32.3%                    |
| Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2020 vs. Previous Year                                                      |                    |         |         |                           |
| Rooms Booked during last month (Aug,20) compared to Rooms Booked during the same period last year (Aug,19) for all arrival dates has changed by (-30.2%) | Booking Pace (Aug) | 3.5%    | 5.0%    | -30.2%                    |

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

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

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## Monthly Report August 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 8/31/20: | \$1,068,796     | \$3,249,864     | -67%            |
| Number of Room Nights:              | 5,024           | 15096           | -67%            |
| Number of Delegates:                | 1943            | 7267            | -73%            |
| Annual Revenue Goal:                | \$2,000,000     | \$2,500,000     | -20%            |

| Monthly Detail/Activity         | <u>August-20</u> | <u>August-19</u> |      |
|---------------------------------|------------------|------------------|------|
| <u>Number of Groups Booked:</u> | <b>2</b>         | <b>5</b>         |      |
| Revenue Booked:                 | \$61,662         | \$200,159        | -69% |
| Room Nights:                    | 353              | 987              | -64% |
| Number of Delegates:            | 317              | 433              | -27% |
| Booked Group Types:             | 1 Corp. 1 SMF    | 4 Corp., 1 Assn. |      |
| Lost Business, # of Groups:     | 14               | 35               | -60% |

|                             |                  |                  |      |
|-----------------------------|------------------|------------------|------|
| <u>Arrived in the month</u> | <u>August-20</u> | <u>August-19</u> |      |
| Number of Groups:           | <b>1</b>         | <b>10</b>        |      |
| Revenue Arrived:            | \$5,907          | \$875,661        | -99% |
| Room Nights:                | 53               | 3335             | -98% |
| Number of Delegates:        | 17               | 2141             |      |
| Arrived Group Types:        | 1 Corp           | 9 Corp., 1 Assn. |      |

| Monthly Detail/Activity         | <u>July-20</u> | <u>July-19</u> |       |
|---------------------------------|----------------|----------------|-------|
| <u>Number of Groups Booked:</u> | <b>0</b>       | <b>6</b>       |       |
| Revenue Booked:                 | \$0            | \$138,643      | -100% |
| Room Nights:                    | 0              | 591            | -100% |
| Number of Delegates:            | 0              | 335            | -100% |
| Booked Group Types:             | 0              | 3 Corp, 2 SMF, |       |
| Lost Business, # of Groups:     | 0              | 1 Govt.        |       |
|                                 |                | 28             |       |

|                             |                |                                      |      |
|-----------------------------|----------------|--------------------------------------|------|
| <u>Arrived in the month</u> | <u>July-20</u> | <u>July-19</u>                       |      |
| Number of Groups:           | <b>2</b>       | <b>8</b>                             |      |
| Revenue Arrived:            | \$21,415       | \$359,396                            | -94% |
| Room Nights:                | 80             | 1666                                 | -95% |
| Number of Delegates:        | 39             | 2160                                 |      |
| Arrived Group Types:        | 1 CA Assoc.    | 2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit |      |

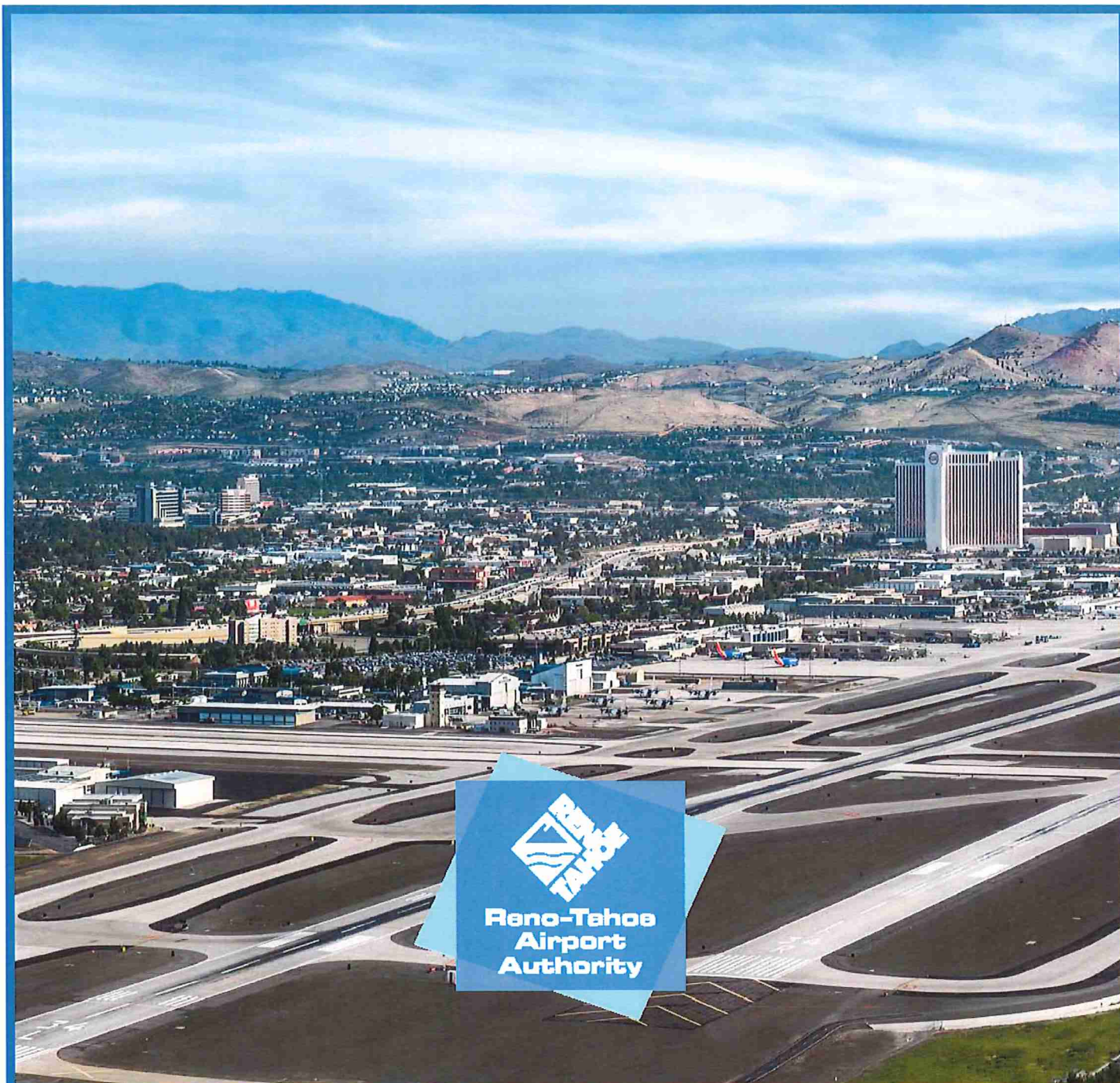
|              | <u>Current Numbers</u> | <u>Goals</u> |
|--------------|------------------------|--------------|
| For 2021/22: | \$997,375              | \$1,200,000  |
| For 2022/23: | \$116,002              | \$500,000    |

|                                          |    |
|------------------------------------------|----|
| NUMBER OF LEADS Generated as of 8/31/20: | 15 |
| YTD 8/30/19:                             | 61 |
| YTD 8/31/18:                             | 67 |

**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 |
| 2012/2013: | 171 |
| 2011/2012: | 119 |
| 2010/2011: | 92  |
| 2009/2010: | 107 |
| 2008/2009: | 151 |
| 2007/2008: | 209 |
| 2006/2007: | 205 |





# **Reno-Tahoe International Airport**

## **Passengers and Cargo Statistics Report**

### **August 2020**





## U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2020

### Systemwide RNO Airlines Domestic Flights – year over year comparison

|                      |                                   |
|----------------------|-----------------------------------|
| Number of Flights *: | Down 44.4%                        |
| Capacity of Seats *: | Down 43.0%                        |
| Crude Oil Average:   | \$42.34 per barrel in August 2020 |
|                      | \$54.81 per barrel in August 2019 |

### RNO Overview for August 2020 – year over year comparison

|                            |                       |
|----------------------------|-----------------------|
| Total Passengers:          | Down 57.5%            |
| Avg. Enplaned Load Factor: | 59.5%, down 20.4 pts. |
| Actual Departures:         | Down 42.6%            |
| Actual Departing Seats:    | Down 41.0%            |

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

## AUGUST 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 183,343 passengers in August 2020, a decrease of 57.5% versus the same period last year. During the first eight months of 2020, RNO served 1,365,755 passengers, a decrease of 54.1% when compared to the same period last year.

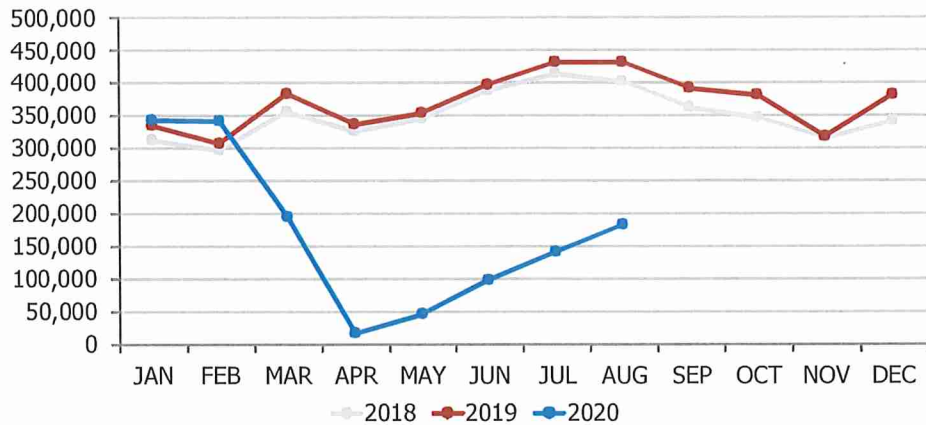
In August 2020, RNO was served by nine airlines providing 1,245 departures to 15 non-stop destinations. At RNO, the total seat capacity decreased 41.0% and flights decreased 42.6% when compared to August 2019.

RNO handled 12,563,172 pounds of air cargo in August 2020, a decrease of 2.7% when compared to August 2019. During the first eight months of 2020, RNO handled 93,774,886 pounds of air cargo, a decrease of 2.5% when compared to the same period last year.

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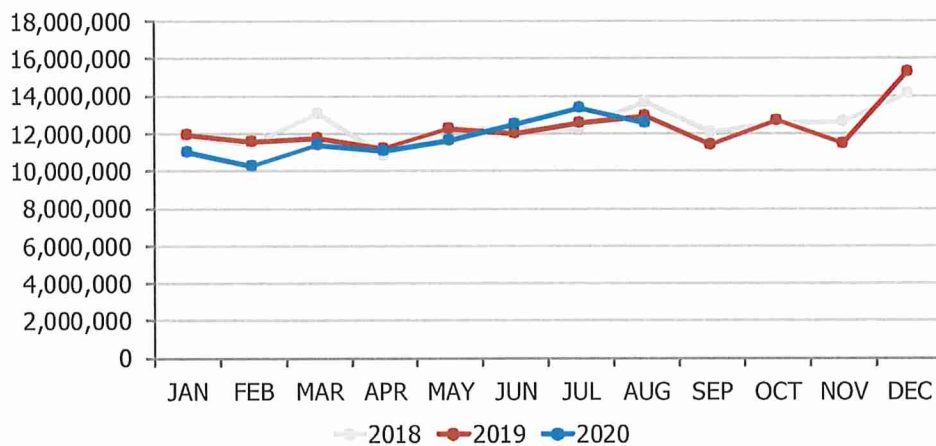


## Passengers



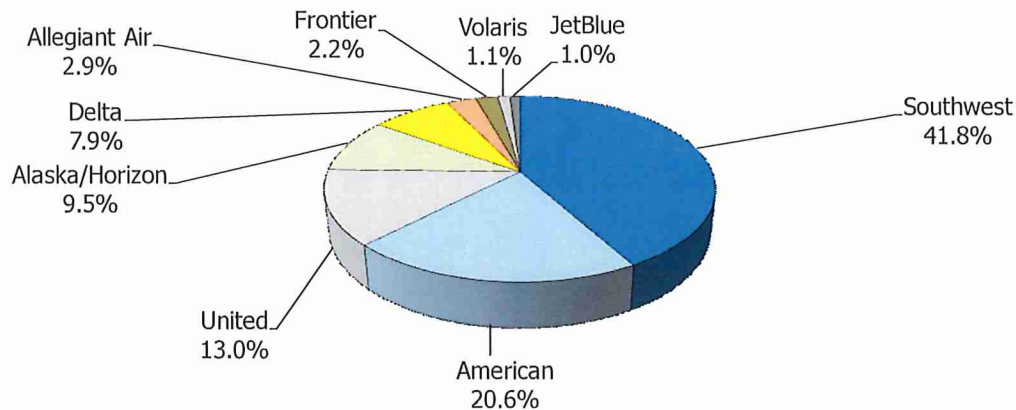
| Total Passengers |        |         |            |
|------------------|--------|---------|------------|
|                  | Aug-20 | Aug-19  | Difference |
| Alaska/Horizon   | 17,373 | 46,391  | -62.6%     |
| Allegiant Air    | 5,281  | 8,465   | -37.6%     |
| American         | 37,742 | 89,860  | -58.0%     |
| Delta            | 14,451 | 30,379  | -52.4%     |
| Frontier         | 4,014  | 3,880   | 3.5%       |
| JetBlue          | 1,866  | 16,535  | -88.7%     |
| Southwest        | 76,550 | 161,471 | -52.6%     |
| United           | 23,751 | 69,852  | -66.0%     |
| Volaris          | 2,077  | 4,175   | -50.3%     |

## Cargo



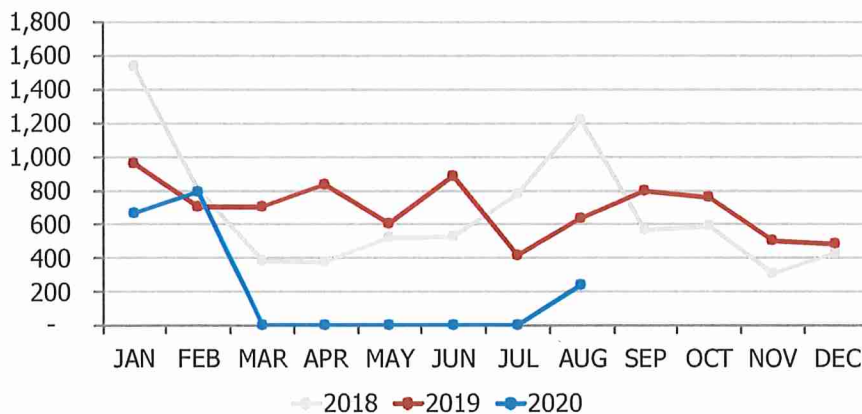
In August 2020, FedEx cargo tonnage was up 8.2%, when compared to August 2019. UPS was down 12.5% and DHL was down 17.6% during the same period.

## AIRLINE MARKET SHARE (passengers)



| Airline Market Share |        |        |            |
|----------------------|--------|--------|------------|
|                      | Aug-20 | Aug-19 | YOY Change |
| Alaska/Horizon       | 9.5%   | 10.7%  | (1.3)      |
| Allegiant Air        | 2.9%   | 2.0%   | 0.9        |
| American             | 20.6%  | 20.8%  | (0.2)      |
| Delta                | 7.9%   | 7.0%   | 0.8        |
| Frontier             | 2.2%   | 0.9%   | 1.3        |
| JetBlue              | 1.0%   | 3.8%   | (2.8)      |
| Southwest            | 41.8%  | 37.4%  | 4.3        |
| United               | 13.0%  | 16.2%  | (3.2)      |
| Volaris              | 1.1%   | 1.0%   | 0.2        |
| Others               | 0.1%   | 0.1%   | (0.0)      |

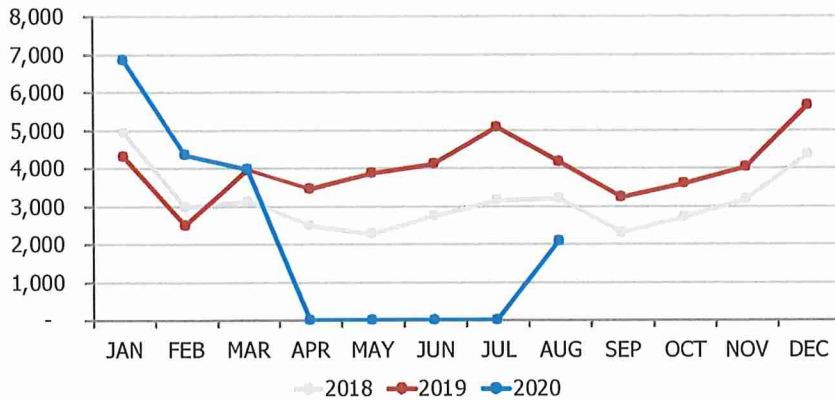
## TOTAL CHARTER PASSENGERS



In August 2020, RNO served 238 passengers on charter flights, a decrease of 62.3% when compared to August 2019.

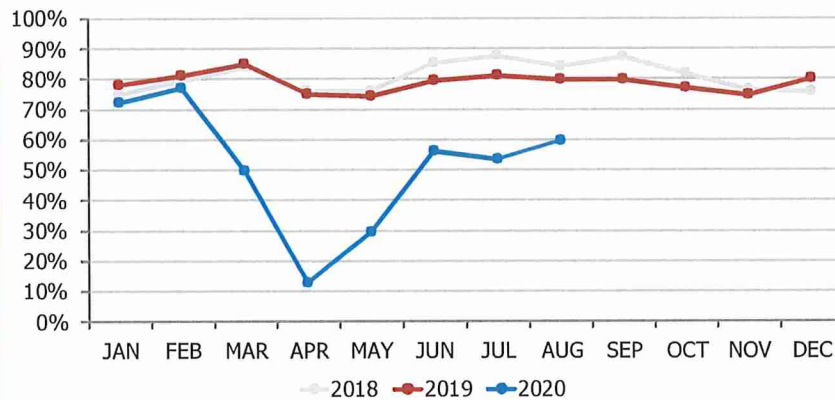


## TOTAL INTERNATIONAL PASSENGERS

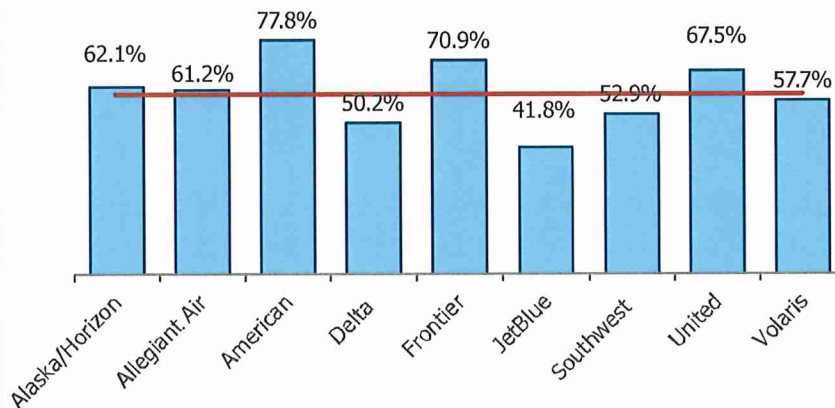


In August 2020, RNO served 2,077 international passengers, a decrease of 50.3% when compared to August 2019. Volaris resumed non-stop flights between RNO and Guadalajara on August 3, as a twice a week service.

## AVERAGE ENPLANED LOAD FACTOR



In August 2020, RNO's average enplaned load factor was 59.5%, a decrease of 20.4 pts. versus August 2019.

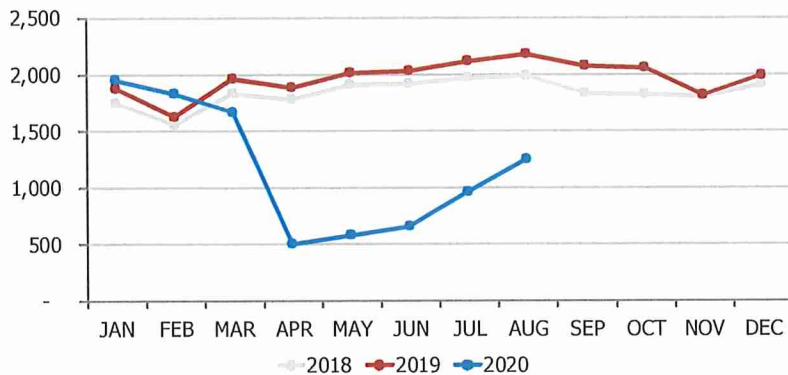


The red horizontal line on the left represents RNO's average enplaned load factor.

wemoveyou

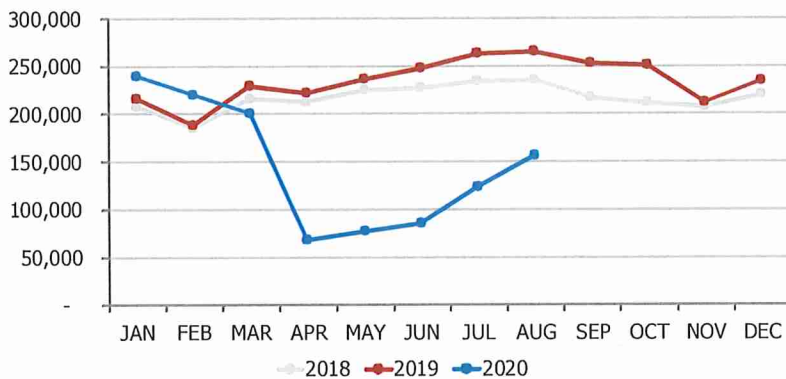


## DEPARTURES



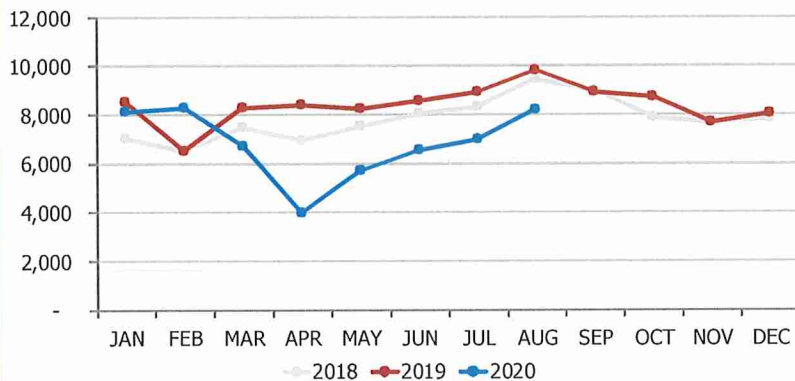
In August 2020, RNO handled 1,245 departures on nine commercial airlines, a decrease of 42.6% when compared to August 2019.

## DEPARTING SEATS



In August 2020, RNO offered 156,079 departing seats, a decrease of 41.0% when compared to August 2019.

## TOTAL OPERATIONS



A total of 8,214 operations were handled at RNO in August 2020, a decrease of 16.3% when compared to August 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

# Flight Schedule

## Alaska Airlines

- On July 15, 2020, Alaska Airlines increased non-stop flights between RNO and Seattle (SEA) from three times a day to four times a day.
- On August 1, 2020, Alaska Airlines increased non-stop flights between RNO and Portland (PDX) from once a day to twice a day.
- On December 17, 2020, Alaska Airlines will begin non-stop seasonal flights between RNO and Palm Springs (PSP). The airline will offer this service five times a week.
- On December 17, 2020, Alaska Airlines will begin non-stop daily flights between RNO and Los Angeles (LAX).

## 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 increased non-stop flights between RNO and Dallas (DFW) from three times a day to four times a day.
- In October 2020, American Airlines will offer non-stop flights between RNO and Chicago (ORD) four to six days a week.
- On September 9, 2020, the airline increased 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 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.
- On November 20, 2020, Delta Air Lines will start non-stop seasonal flights between RNO and LAX as a daily service.
- On November 21, 2020, Delta Air Lines will resume non-stop seasonal flights between RNO and Atlanta (ATL) as a daily service.
- The airline suspended non-stop flights to Minneapolis (MSP) due to COVID-19.

## Frontier Airlines

- Frontier Airlines offers non-stop flights between RNO and LAS four times a week (Monday, Thursday, Friday and Sunday).
- The non-stop seasonal flight between RNO and Denver (DEN) operates twice a week (Monday and Friday).



# Flight Schedule

## JetBlue Airways

- JetBlue will end non-stop flights between RNO and Long Beach (LGB) on October 4, 2020.
- Starting October 8, 2020, JetBlue will offer non-stop flights between RNO and LAX four times a week (Monday, Thursday, Friday and Sunday).
- On September 26, 2020, JetBlue will suspend non-stop flights between RNO and New York City (JFK). This flight is expected to return in late November.

## Southwest Airlines

- Southwest Airlines offers non-stop flights between RNO and DEN three times a day.
- On September 9, 2020, Southwest Airlines decreased non-stop flights between RNO and LAS from six times a day to three times a day.
- On September 6, 2020, Southwest Airlines decreased non-stop flights between RNO and PHX from twice a day to once a day.
- On September 6, 2020, Southwest Airline suspended non-stop flights between RNO and San Diego (SAN). The flight is expected to return in November.
- Southwest Airlines offers daily non-stop flights between RNO and LAX.
- Southwest Airlines offers daily 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

- United Airlines offers non-stop flights between RNO and DEN three times a day.
- On October 7, 2020, United Airlines will increase non-stop flights between RNO and San Francisco (SFO) from twice a day to three times 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<br>Aug-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%        |
| <b>1st QTR</b>             | <b>964,963</b>   | <b>1,025,110</b> | <b>6.2%</b> | <b>879,527</b>   | <b>-14.2%</b> |
| 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%        |
| <b>2nd QTR</b>             | <b>1,060,271</b> | <b>1,088,584</b> | <b>2.7%</b> | <b>161,899</b>   | <b>-85.1%</b> |
| JUL                        | 414,529          | 432,188          | 4.3%        | 140,986          | -67.4%        |
| AUG                        | 402,794          | 431,640          | 7.2%        | 183,343          | -57.5%        |
| SEP                        | 362,831          | 392,353          | 8.1%        |                  |               |
| <b>3rd QTR</b>             | <b>1,180,154</b> | <b>1,256,181</b> | <b>6.4%</b> |                  |               |
| OCT                        | 347,591          | 380,879          | 9.6%        |                  |               |
| NOV                        | 315,833          | 318,022          | 0.7%        |                  |               |
| DEC                        | 341,283          | 381,897          | 11.9%       |                  |               |
| <b>4th QTR</b>             | <b>1,004,707</b> | <b>1,080,798</b> | <b>7.6%</b> | <b>0</b>         |               |
| <b>TOTAL</b>               | <b>4,210,095</b> | <b>4,450,673</b> | <b>5.7%</b> |                  |               |
| <b>YTD</b>                 |                  | <b>2,977,522</b> |             | <b>1,365,755</b> | <b>-54.1%</b> |

| Total Cargo Volume in Pounds<br>Aug-20 |                 |             |         |            |             |         |
|----------------------------------------|-----------------|-------------|---------|------------|-------------|---------|
|                                        | 2018            | 2019        | % Diff. | 2020       |             | % Diff. |
|                                        | Cargo in Pounds |             |         | Pounds     | Metric Tons |         |
| JAN                                    | 11,795,775      | 11,940,830  | 1.2%    | 11,008,444 | 4,992       | -7.8%   |
| FEB                                    | 11,417,480      | 11,559,065  | 1.2%    | 10,266,728 | 4,656       | -11.2%  |
| MAR                                    | 13,053,097      | 11,770,662  | -9.8%   | 11,356,256 | 5,150       | -3.5%   |
| 1st QTR                                | 36,266,352      | 35,270,557  | -2.7%   | 32,631,428 | 14,799      | -7.5%   |
| APR                                    | 10,826,085      | 11,208,216  | 3.5%    | 11,090,789 | 5,030       | -1.0%   |
| MAY                                    | 12,245,815      | 12,273,193  | 0.2%    | 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%   | 12,563,172 | 5,698       | -2.7%   |
| 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                                    |                 | 96,188,168  |         | 93,774,886 | 42,528      | -2.5%   |

| Total Enplaned Passengers<br>Aug-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          | 93,015         | -56.1%        |
| SEP                                 | 189,886          | 202,280          |                |               |
| OCT                                 | 174,084          | 193,859          |                |               |
| NOV                                 | 158,100          | 158,558          |                |               |
| DEC                                 | 166,795          | 187,914          |                |               |
| <b>TOTAL</b>                        | <b>2,105,489</b> | <b>2,224,741</b> | <b>681,330</b> |               |
| <b>YTD Total</b>                    |                  | <b>1,482,130</b> | <b>681,330</b> | <b>-54.0%</b> |

| 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          | 90,328         | -58.9%        |
| SEP                       | 172,945          | 190,073          |                |               |
| OCT                       | 173,507          | 187,020          |                |               |
| NOV                       | 157,733          | 159,464          |                |               |
| DEC                       | 174,488          | 193,983          |                |               |
| <b>TOTAL</b>              | <b>2,104,606</b> | <b>2,225,932</b> | <b>684,425</b> |               |
| <b>YTD Total</b>          |                  | <b>1,495,392</b> | <b>684,425</b> | <b>-54.2%</b> |

| Enplaned Passengers & Load Factor |              |        |        |       |
|-----------------------------------|--------------|--------|--------|-------|
| Airline                           | Enplaned PAX | Aug-20 | Aug-19 | Diff. |
| Alaska/Horizon                    | 8,688        | 62.1%  | 80.0%  | -17.8 |
| Allegiant Air                     | 2,749        | 61.2%  | 90.6%  | -29.4 |
| American                          | 19,051       | 77.8%  | 85.4%  | -7.5  |
| Delta                             | 7,338        | 50.2%  | 89.4%  | -39.2 |
| Frontier                          | 2,043        | 70.9%  | 95.4%  | -24.4 |
| JetBlue                           | 1,003        | 41.8%  | 88.2%  | -46.4 |
| Southwest                         | 38,975       | 52.9%  | 76.2%  | -23.2 |
| United                            | 11,914       | 67.5%  | 76.4%  | -8.9  |
| Volaris                           | 1,136        | 57.7%  | 62.3%  | -4.6  |

wemoveyou





# north lake tahoe

Chamber | CVB | Resort Association

## NLTRA Board of Directors Report October 7, 2020 Board Meeting

### August 2020 Overview

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

#### Advertising | Promotions | Media

- Consumer Search ads were the only tactic that ran in the month of August.
  - Impressions: 170,273
  - Clicks: 5,000+
  - Time on Site Conversions: 1,400+
    - Cost per TOS conversion was \$3.95, remaining well below the \$7 average.
  - Book Now Conversions: 353
- The high TOS conversions and corresponding Book Now conversions suggest consumers are spending more time planning their trips and researching lodging.
- Overall click-through rate saw a drastic increase in August, with an average of 2.97% compared to 1.9%, nearly doubling the average CTR.
- Website sessions remained well above average, however decreased slightly in comparison to July.
  - Total Sessions: 4,398
  - Avg. Session Duration: 1:44
  - Pages per Session: 2.6
    - Suggests people are actively seeking out specific content that is easy to find.

#### Content (Blogs + Newsletters)

- Key Themes: Responsible Travel, COVID-19 crisis communications
- Newsletters Posted: One (1)
  - Peace and Tranquility in North Lake Tahoe
    - Open Rate: 30.9%
    - CTR: 2.2%
- Blogs Posted: Two (2)
  - Peace and Tranquility in North Lake Tahoe's Secret Season
    - Page Views: 131
    - Avg. Time on Page: 1:47 minutes

## Social Media

- Total Followers: 231,383 (+0.1%)
- Total Impressions: 463,798 (-48%)
- Total Engagements: 21,864 (-32%)
  - Both impressions and engagements were down significantly in August as a result of a reduced posting schedule. We strategically limited posts to 2x-3x/week due to the high levels of visitation to the region, local pushback and negative comments. The strategy allowed pages to return to an overall more neutral/positive sentiment, so we continued the limited posting schedule into the beginning of September.
- Messaging
  - Across all NLT social media channels, we continued to curate a blend of aspirational tour-imagery along with educational messaging focusing on responsible travel. Content included the Know Before You Go Guide, Leave No Trace verbiage, the Mask Up campaign and other facets of responsible travel.

## Event Marketing

- Tahoe City Explorathon
  - Worked with TCDA to provide them all deliverables from our agreement and to help with NLTRA specific challenges and direct messaging to players.
- Prepared Partnership Funding documents for 2021 application process.
- Researched and presented Virtual/Hybrid Event Strategy document to the Tourism Development committee for input. Decision was to not sponsor virtual only events moving forward.
- 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 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 with small in person component
  - [2020 Tahoe 200 Running Festival](#) | September 11-13 | Homewood Resort - Cancelled
  - [2020 Halloweekends at Homewood](#) | October 23-25 | Homewood Resort - taking place as planned
  - [Tahoe Film Fest](#) | December 3 - 6 | North Lake Tahoe

## Communications (NLTRA / Local)

### Overview:

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging, and campaign updates (1x per week).
- Facilitated communications and public relations for the North Lake Tahoe Ambassador Program and shared content with Business Associations to promote. Efforts resulted in a placement with Sierra Sun.



- Facilitated communications and meeting logistics for a Virtual Town Hall to promote the Placer Shares Grant Funding program to local businesses. Sierra Sun promoted the event.
- Newsletters: 10 newsletters were distributed in August with content related to lodging occupancy, business features, [trash mitigation efforts and solutions](#), [emergency resources](#), and business reopening information. Average open rate is 32%.
- Blogs: 5 blogs were posted to the NLTRA.org website, highlighting important resources for the business community.
- Revised [TBID creative materials](#) to reflect updated information and feedback from the NLTRA Board.

The *Mask Up Tahoe* advocacy campaign continued to run across 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. In total, 11 videos were produced and 13 influencers were featured. A full page *Thank You* ad ran in Tahoe Weekly ahead of Labor Day weekend to thank influencers for their involvement in the campaign. Results:

#### All Platforms:

Total Impressions: 407,483

Total Engagements: 16,998

Total Views: 140,078

Total IG: Impressions: 132,671

Total IG Engagements: 6,141

Total IG Views: 65,226

Total FB Impressions: 243,595

Total FB Engagements: 11,167

Total FB Views: 69,493

Total TW Impressions: 31,217

Total TW Engagements: 310

Total TW Views: 5,359

#### Public Relations (Domestic + International)

Overview: conducted training with Muck Rack to understand placement metrics and media database.

Media inquiries and pitch angles continued to focus on responsible travel - how to access the North Lake Tahoe destination and recreate responsibly with Know Before You Go content.

#### Media Relations & FAMs:

- FAM support for Marie Claire Magazine (in market: September 12-14)
- FAM support for National Geographic (in market: September 12)
- FAM support for Conde Nast Traveler (in market: September 15-18)
- Provided tourism business update for Entrepreneur Magazine
- Facilitated call with NLTRA CEO and San Francisco Chronicle to respond to tourism/trash protests
- Discussion with About Town San Diego for January travel feature
- Facilitated meeting with Placer County, NLTRA and the Wall Street Journal to discuss trash mitigation efforts
- Results from Regional Golf Media FAM:
  - Audience Reached: 13,056,789
  - Publicity Value: \$140,781
  - [Critical Mention Report](#) listing and detailing the exposure



Content:

- Crafted destination response for the San Francisco Chronicle regarding Squaw Valley's name change
- Crafted Ski Season preview for Conde Nast Traveler
- Worked with Placer County PIO and executive team to outline occupancy data for local publications reporting on summer visitation
- Crafted pitch for Crush Global on outdoor travel piece; provided photos

Placements:

Jul/Aug: Marin Magazine

Tahoe State of Mind

UVM: 13,592; Domain Authority: 52

July 30: Carfulofkids.com

[35 things to do at Lake Tahoe with kids in the summer](#)

UVM: 12,000

Aug. 6: Sierra Sun

[North Tahoe town hall set for Aug. 13 to help small businesses, nonprofits seek support](#)

Reach: 147,216

UVM: 53,624; Domain Authority: 59

Aug. 11: CNN Travel

[The Best Lakes in California](#)

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

Aug. 13: Visit California Newsletter

[Join the summer fun in Lake Tahoe](#)

Distribution: 163,000

Aug. 14: SF Chronicle

['Stop disrespecting our home.' Overtourism sparks protests in Tahoe](#)

UVM: 6,271,922; Domain Authority: 86

Aug. 19: Vogue

[Looking for a Socially Distanced Escape? Go to a River](#)

UVM: 6,229,717

Audience: 1,222,069; Domain Authority: 87

Aug. 23: crafted occupancy data response for local publications to reference along with Placer County PIO (pending placements: Moonshine Ink, Tahoe Weekly)

Aug. 24: conducted call with journalist on assignment for Marie Claire - Instagram focused piece to highlight fall activities (run date: mid Sept.)

Aug. 24: Trivago Magazine

[Beyond Vegas: 8 Places That You Need to See in Nevada](#)

UVM: 138,901; Domain Authority: 77

Aug. 24: Thrillist:

[Head Out Of Vegas For These Scenic Road Trips](#)

UVM: 9,184,540; Domain Authority: 87

Aug. 24: Fit Golfer Girl YouTube

[On location at Mourelatos Lakeshore Resort](#)

Via Golf Media Tour

Aug. 25: Nevada Sports Net

[Reno Tahoe Golf Tour: The Links at Squaw Creek](#)

UVM: 42,524; Domain Authority: 37

Aug. 26: Crafted destination response to Squaw Valley changing its name for SF Chronicle:

[Squaw Valley ski resort to drop 'racist, sexist' term from its name](#)

UVM: 6,271,922; Domain Authority: 86

Aug. 26: Wall Street Journal

[Lake Tahoe, Vail Aren't Just for Vacation Anymore as Homebound Families Move In](#)

UVM: 30,649,544; Domain Authority: 94

Aug. 27: Moonshine Ink

[Is Tahoe Actually More Crowded Than Summers Past?](#)

UVM: 4,054; Domain Authority: 47

Aug. 31: Forbes

[Responsible Road-Tripping: Rent A Lake Tahoe House With Tahoe Luxury Properties](#)

UVM: 83,656,374; Domain Authority: 95

Reach: 33,734,080

## 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**

August 2020 vs. August 2019

- Total Passengers: Down 57.5%

- Avg. Enplaned Load Factor: 59.5%, Down 20.4 pts.
- Actual Flight Departures: Down 42.6%
- Actual Departing Seats: Down 41%
- Total Cargo Volume: Down 2.7%



# EMERGENCY RESOURCES FOR YOUR BUSINESS

To ensure the local business community has readily available resources in the event of an emergency, The NLTRA/Chamber worked with local Agencies and Business Associations to create a quick reference toolkit. Should North Lake Tahoe be directly impacted by a wildfire, our combined goal is to ensure your business is prepared.

## GET PREPARED

### Step One:

Sign up for a County alert system to be notified of critical, real-time emergency information:

- Placer County via Placer Alert: <https://bit.ly/2yiOGYB>
- Nevada County via CodeRED: <https://bit.ly/2oLesSE>
- El Dorado County via CodeRED: <https://ready.edso.org/>
- Washoe County via CodeRED: <https://bit.ly/2kvjhfc>

### Step Two:

Ensure that your home and business are compliant by removing flammable materials and schedule a FREE defensible space inspection through your local fire department.

### Step Three:

Plan ahead. Back up your records, have an evacuation plan with your family and employees, create a 1-minute, 10-minute and 30-minute list of personal items you will take with you. Practice your plan with periodic drills with your family and staff. Watch the weather and be on high alert.

## DIGITAL RESOURCES

### Evacuation Routes:

Follow Twitter and Facebook pages of **CHP Truckee**, **Caltrans District 3** and **Placer County Sheriff**; tune into **AM 1630**

### Road Closures:

Follow Twitter and Facebook Pages for **CHP Truckee** and **Caltrans**; download the **Caltrans QuickMap App**

### Power Outages:

**Liberty Utilities**

### Weather:

**NOAA, Reno NV**

### Apps to Download for Real-Time Updates:

**CAL FIRE Ready Set Go**  
**Caltrans QuickMap**

## BUSINESS RESOURCES

**Create a Business Recovery Plan:** <https://www.ready.gov/business-toolkit>

**Read the Guide to Small Business Preparedness:** <https://www.uschamberfoundation.org/node/43155>

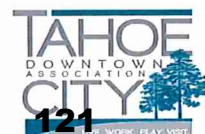
**Outline Action Items to Prepare for Wildfire:** <https://resilientbusiness.org/wildfire/>

**Establish Step-by-Step Planning:** <https://www.readyforwildfire.org/>

**Read Lake Tahoe Specific Action Plans:** <https://tahoe.livingwithfire.info/>

**Create an Emergency Response Plan:** <https://www.ready.gov/business/implementation/emergency>

**Plan for Workplace Emergencies and Evacuations:** <https://www.osha.gov/Publications/osh3088.html>







# EMERGENCY RESOURCES FOR YOUR BUSINESS

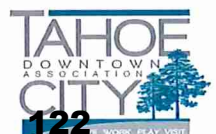
## VISITOR & CUSTOMER TALKING POINTS

- In summer and fall, the Sierra region experiences higher temperatures with little precipitation and occasional high winds, making it a 'Dry' season.
- In preparation for a potential power shutoff, it's recommended that residents and visitors have backup phone charging methods.
- During the "Dry" season, visitors planning a trip anywhere in California may check Visit California's website at VisitCalifornia.com or contact their hotel as well as NOAA, Reno NV for all pertinent updates.
- Anyone sensitive to air quality impacts should consult real-time resources to determine if smoke levels in the state could impact their travel experience. Resources include: [AirNow Fire & Smoke Map](#) and a [Smoke Map](#) developed by Tahoe Regional Planning Agency.
- Be aware of [Red Flag Warnings](#), stay informed on [regional fire season restrictions](#), and consider the [Air Quality Index](#) before heading outside.

## CONSUMER MESSAGING via VISIT CALIFORNIA

### Public Safety Power Shutoffs:

- Wildfires started by power lines in California the last three years have prompted public utilities to sometimes initiate public safety power shutoffs – temporary actions in targeted areas when weather conditions are deemed especially conducive to wildfires.
- These public safety power shutoffs are precautionary, meant to increase safety for communities by lowering the likelihood of fire caused by power lines.
- Many of California's hotels, restaurants and attractions have back-up generators in place to provide electricity in the event of an outage and should operate normally when these situations occur.
- Utilities strive to give public notice as much as 48 hours before a public safety power shutoff to help residents and businesses plan. The notices are transmitted widely through local news media, on social media accounts of utilities and directly to customers via text message.
- If you think your hotel or business may be in an area subject to a public safety power shutoff, call ahead for more information. If you are staying in a private vacation rental in a wildfire-prone area, ask the owner to provide utility company information and a flashlight.





## 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](http://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.”

###

**Press Contacts:**

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

Stephanie Herrera, Placer County  
[SHerrera@placer.ca.gov](mailto:SHerrera@placer.ca.gov) or (530) 889-4080



## Events Update

Katie Biggers | August 2020

### Webinars/Meetings

- NTRAC Discussion @ Granlibakken - Leadership Program Event - 8/4
- Mountain Travel Symposium - Recovery Road: A Look Inside Lodging -8/12
- North Lake Tahoe Town Hall: Placer Shares- 8/13
- Targeted Impact: Helping Membership Organizations- 8/13
- CPC Roundtable Session - 8/20
- CalFest-Reopening Your Event In the Time of Covid-19 - 8/25

### Event Sponsorships (Can be utilized for Operations/Marketing)

#### Summer Events Sponsorships

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - Presented to Tourism Development Committee on Amount and Date Approval - 8/13
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Working with producers to get deliverables made and to make NLTRA specific challenges, and direct messaging for players

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

#### Big Blue Adventure Race Series | North Lake Tahoe/Truckee

- Worked on messaging, contract negotiations, discussions with Big Blue Adventure on ROI and Marketing deliverables.

Big Chief 50K July 12 → Postponing September 13 (Tentative) | 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

Tahoe Film Fest | December 3-6, 2020 | Working with producers on expanding reach to different regions of North Lake (Tahoe City). Contract Negotiations, Deliverables, Assisting with Risk Mitigation Plans regarding COVID-19, and Sponsorship ideas.

**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 | 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivoted to Virtual

Canceled, Worked with Producers to Return Funds

- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort
- 2020 HalloweenWeekends at Homewood | October 23-25 | Homewood Resort -Canceled

### Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign
  - Facebook Research, Looking at TakeoutTahoe/Tahoe Eats “Event” Switch different regions of NLT over a month long period and highlight their offerings/takeout.
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed
- Creation and Presentation of Virtual/Hybrid Event Strategy Document for Event Resource Kits and Guidelines for Funding for Tourism Development Committees.
- Worked with NT Fire and NTBA/TCDA on Awareness Campaign regarding Fire Safety in the Basin



north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center Visitor Report: August 2020

### VISITORS SERVED:

#### July 2020

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

#### Aug 2019

Total TC & KB Walk-ins: 9,877  
Total Phone Calls: 274  
Total **10,151**

#### Aug 2020

Total TC Walk-ins: 5,934  
Total Phone Calls: 305  
Total **6,239**

### REFERRALS GIVEN TO VISITORS:

|                                                                             |                                                               |                                            |                                             |
|-----------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------|---------------------------------------------|
| <b>Restaurants</b><br><br><b>380</b>                                        | <b>Lodging</b><br><br><b>147</b>                              | <b>Historic / Museum</b><br><br><b>47</b>  | <b>Events</b><br><br><b>27</b>              |
| <b>Tours</b><br><br><b>20</b>                                               | <b>Surrounding Towns<br/>(SLT / Truckee)</b><br><br><b>88</b> | <b>Shopping</b><br><br><b>87</b>           | <b>Transportation</b><br><br><b>49</b>      |
| <b>Services – Covid 19<br/>Air Quality &amp; Closures</b><br><br><b>116</b> | <b>Activities Mountain /<br/>Trails</b><br><br><b>907</b>     | <b>Activities / Lake</b><br><br><b>760</b> | <b>Maps / Directions</b><br><br><b>1042</b> |

**TOTAL: 3,670 = 118 referrals per day**

### August 2020 Highlights:

- Since the beginning of our new fiscal year, the TC Visitor Center is down 38% in visitors but only down 1% in sales
- Received 19% more calls in the VIC wanting information on to Covid-19, air quality and closures in Tahoe
- Inventories and gave away \$5,030 in PPE to local businesses.
- Kings Beach gave away over 300 PPE masks in August. People aren't thinking about PPE when they are doing outside activities. We've got appreciative comments for providing the masks.
- Kings Beach could not open 3 days due to smoke and very bad air quality for staff.
- Partnered with TCDA with participating in the marketing of Commons Beach concerts and free give-aways of coozys.
- Helped 303 people at the farmers market with directions, restaurant referrals, hiking, shopping and more



# **North Lake Tahoe Marketing Cooperative**

## **Preliminary**

Financial Statements for the Period Ending

August 31, 2020

# North Lake Tahoe Marketing Cooperative

## Balance Sheet

### As of August 31, 2020

|                                       | Aug 31, 20     | Aug 31, 19     | \$ Change      | % Change    |
|---------------------------------------|----------------|----------------|----------------|-------------|
| <b>ASSETS</b>                         |                |                |                |             |
| Current Assets                        |                |                |                |             |
| Checking/Savings                      |                |                |                |             |
| 1000-00 · Cash                        | 514,300        | 185,402        | 328,899        | 177%        |
| Total Checking/Savings                | 514,300        | 185,402        | 328,899        | 177%        |
| Accounts Receivable                   |                |                |                |             |
| 1200-00 · Accounts Receivable         | 1,335          | 3,115          | (1,780)        | (57)%       |
| Total Accounts Receivable             | 1,335          | 3,115          | (1,780)        | (57)%       |
| Other Current Assets                  |                |                |                |             |
| 1200-99 · Accounts Receivable - Other | 22,820         | 0              | 22,820         | 100%        |
| 1300 · Reimbursements Receivable      | 132            | 0              | 132            | 100%        |
| 1350-00 · Security Deposits           | 100            | 3,325          | (3,225)        | (97)%       |
| Total Other Current Assets            | 23,052         | 3,325          | 19,727         | 593%        |
| Total Current Assets                  | 538,687        | 191,842        | 346,846        | 181%        |
| Other Assets                          |                |                |                |             |
| 1400-00 · Prepaid Expenses            | 26,700         | 34,489         | (7,789)        | (23)%       |
| Total Other Assets                    | 26,700         | 34,489         | (7,789)        | (23)%       |
| <b>TOTAL ASSETS</b>                   | <b>565,387</b> | <b>226,331</b> | <b>339,056</b> | <b>150%</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                |                |                |             |
| Liabilities                           |                |                |                |             |
| Current Liabilities                   |                |                |                |             |
| Accounts Payable                      |                |                |                |             |
| 2000-00 · Accounts Payable            | 20,038         | 97,716         | (77,678)       | (80)%       |
| Total Accounts Payable                | 20,038         | 97,716         | (77,678)       | (80)%       |
| Total Current Liabilities             | 20,038         | 97,716         | (77,678)       | (80)%       |
| Total Liabilities                     | 20,038         | 97,716         | (77,678)       | (80)%       |
| Equity                                |                |                |                |             |
| 32000 · Unrestricted Net Assets       | 486,983        | 24,842         | 462,141        | 1,860%      |
| Net Income                            | 58,366         | 103,773        | (45,407)       | (44)%       |
| Total Equity                          | 545,349        | 128,615        | 416,734        | 324%        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>565,387</b> | <b>226,331</b> | <b>339,056</b> | <b>150%</b> |

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of October 31, 2018

|                                     | Current       | 1 - 30      | 31 - 60       | 61 - 90         | > 90            | TOTAL           |
|-------------------------------------|---------------|-------------|---------------|-----------------|-----------------|-----------------|
| Beach Retreat & Lodge               | 0.00          | 0.00        | 0.00          | 0.00            | 0.00            | 0.00            |
| Black Diamond Agency Ltd*           | 0.00          | 0.00        | 249.82        | 2,000.00        | 0.00            | 2,249.82        |
| IVGID*                              | 0.00          | 0.00        | 0.00          | 0.00            | 0.00            | 0.00            |
| National Air Filtration Association | 1,177.61      | 0.00        | 0.00          | 0.00            | 0.00            | 1,177.61        |
| NLTRA*                              | 0.00          | 0.00        | (10.00)       | 10.00           | 0.00            | 0.00            |
| Northstar California                | 0.00          | 0.00        | 0.00          | 0.00            | 0.00            | 0.00            |
| Resort at Squaw Creek*              | 0.00          | 0.00        | 0.00          | 0.00            | 3,286.11        | 3,286.11        |
| Sierra Ski Marketing Council        | 0.00          | 0.00        | 0.00          | 0.00            | 0.00            | 0.00            |
| Tahoe Mountain Lodging              | (375.00)      | 0.00        | 0.00          | 0.00            | 0.00            | (375.00)        |
| The Cottage Inn                     | 0.00          | 0.00        | 0.00          | 0.00            | 500.00          | 500.00          |
| The Landing Resort & Spa            | 0.00          | 0.00        | 0.00          | 0.00            | 1,279.91        | 1,279.91        |
| The Resort at Squaw Creek           | 0.00          | 0.00        | 0.00          | 0.00            | 0.00            | 0.00            |
| <b>TOTAL</b>                        | <b>802.61</b> | <b>0.00</b> | <b>239.82</b> | <b>2,010.00</b> | <b>5,066.02</b> | <b>8,118.45</b> |

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

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|                      | Current          | 1 - 30      | 31 - 60     | 61 - 90     | > 90        | TOTAL            |
|----------------------|------------------|-------------|-------------|-------------|-------------|------------------|
| Augustineldeas       | 1,943.96         | 0.00        | 0.00        | 0.00        | 0.00        | 1,943.96         |
| Greg Howey           | 65.54            | 0.00        | 0.00        | 0.00        | 0.00        | 65.54            |
| Ideal Wild           | 100.00           | 0.00        | 0.00        | 0.00        | 0.00        | 100.00           |
| IVCB Visitors Bureau | 323.98           | 0.00        | 0.00        | 0.00        | 0.00        | 323.98           |
| Liz Bowling          | 25.30            | 0.00        | 0.00        | 0.00        | 0.00        | 25.30            |
| NLTRA                | 754.46           | 0.00        | 0.00        | 0.00        | 0.00        | 754.46           |
| Richter7             | 5,500.00         | 0.00        | 0.00        | 0.00        | 0.00        | 5,500.00         |
| SDBX Studio, LLC     | 875.00           | 0.00        | 0.00        | 0.00        | 0.00        | 875.00           |
| The Abbi Agency, Inc | 10,450.00        | 0.00        | 0.00        | 0.00        | 0.00        | 10,450.00        |
| <b>TOTAL</b>         | <b>20,038.24</b> | <b>0.00</b> | <b>0.00</b> | <b>0.00</b> | <b>0.00</b> | <b>20,038.24</b> |



**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
**August 2020**

|                                            | Aug 20        | Budget         | \$ Over Budget  | Jul - Aug 20   | YTD Budget     | \$ Over Budget  | Annual Budget    |
|--------------------------------------------|---------------|----------------|-----------------|----------------|----------------|-----------------|------------------|
| <b>Income</b>                              |               |                |                 |                |                |                 |                  |
| 4000-00 · LTIVCBVB Funding                 | 20,200        | 20,200         | 0               | 20,200         | 20,200         | 0               | 592,000          |
| 4001-00 · NLTRA Funding                    | 56,309        | 56,309         | 0               | 135,748        | 135,748        | 0               | 1,000,000        |
| 4004-00 · IVCBVB Entertainment             | 2,000         | 2,000          | 0               | 2,000          | 2,000          | 0               | 8,000            |
| 4005-00 · Prior Year Net Income            | 0             | 34,903         | (34,903)        | 0              | 69,806         | (69,806)        | 410,697          |
| <b>Total Income</b>                        | <b>78,509</b> | <b>113,412</b> | <b>(34,903)</b> | <b>157,948</b> | <b>227,754</b> | <b>(69,806)</b> | <b>2,010,697</b> |
| <b>Gross Profit</b>                        | <b>78,509</b> | <b>113,412</b> | <b>(34,903)</b> | <b>157,948</b> | <b>227,754</b> | <b>(69,806)</b> | <b>2,010,697</b> |
| <b>Expense</b>                             |               |                |                 |                |                |                 |                  |
| 5000-00 · CONSUMER MARKETING               |               |                |                 |                |                |                 |                  |
| 5001-00 · Broadcast / Radio - High Notes   | 0             | 0              | 0               | 0              | 0              | 0               | 5,000            |
| 5002-01 · Native Display                   | 0             | 4,000          | (4,000)         | 0              | 4,000          | (4,000)         | 42,501           |
| 5004-00 · Trip Advisor                     | 0             | 9,800          | (9,800)         | 0              | 11,600         | (11,600)        | 86,800           |
| 5005-00 · Paid Social                      | 0             | 24,172         | (24,172)        | 961            | 32,472         | (31,511)        | 120,000          |
| 5005-01 · Digital Display / Retargeting    | 0             | 2,000          | (2,000)         | 0              | 3,200          | (3,200)         | 87,000           |
| 5005-02 · Retargeting Video                | 0             | 1,000          | (1,000)         | 0              | 2,000          | (2,000)         | 10,000           |
| 5007-00 · Creative Production              |               |                |                 |                |                |                 |                  |
| 5007-01 · Creative Production              | 1,755         |                |                 | 13,425         |                |                 |                  |
| 5007-02 · Website Production               | 0             |                |                 | 889            |                |                 |                  |
| 5007-03 · Photo/Video Creative             | 100           |                |                 | 100            |                |                 |                  |
| 5007-00 · Creative Production - Other      | 128           | 7,628          | (7,501)         | 255            | 22,756         | (22,501)        | 105,364          |
| <b>Total 5007-00 · Creative Production</b> | <b>1,983</b>  | <b>7,628</b>   | <b>(5,646)</b>  | <b>14,668</b>  | <b>22,756</b>  | <b>(8,088)</b>  | <b>105,364</b>   |
| 5010-00 · Account Strategy & Management    | 6,000         | 6,000          | 0               | 12,000         | 12,000         | 0               | 72,000           |
| 5010-02 · Website Strategy & Analysis      | 0             | 3,117          | (3,117)         | 0              | 6,234          | (6,234)         | 37,400           |
| 5013-00 · Outdoor                          | 0             | 0              | 0               | 0              | 0              | 0               | 115,000          |
| 5015-00 · Video                            | 0             | 4,000          | (4,000)         | 0              | 6,650          | (6,650)         | 115,000          |
| 5017-00 · Rich Media                       | 0             | 0              | 0               | 0              | 0              | 0               | 35,000           |
| 5018-00 · Media Commission                 | 69            | 5,871          | (5,802)         | 598            | 8,031          | (7,433)         | 98,211           |
| 5018-01 · Digital Ad Serving               | 0             | 250            | (250)           | 0              | 500            | (500)           | 3,000            |
| 5020-00 · Search Engine Marketing          | 5,500         | 5,500          | 0               | 8,947          | 8,300          | 647             | 65,000           |
| 5022-00 · Email                            | 0             | 0              | 0               | 0              | 0              | 0               | 35,000           |
| 5024-00 · Fusion 7                         | 0             | 2,000          | (2,000)         | 2,000          | 4,000          | (2,000)         | 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           |
| <b>Total 5000-00 · CONSUMER MARKETING</b>  | <b>13,552</b> | <b>75,338</b>  | <b>(61,786)</b> | <b>39,175</b>  | <b>121,743</b> | <b>(82,568)</b> | <b>1,106,276</b> |
| 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             | 2,695          | (2,695)         | 0              | 2,695          | (2,695)         | 2,695            |
| 5147-00 · AUS / Gate 7                     | 1,013         | 0              | 1,013           | 2,025          | 0              | 2,025           | 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           |
| <b>Total 5154-00 · Canada</b>              | <b>0</b>      | <b>0</b>       | <b>0</b>        | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>18,000</b>    |
| 5155-00 · California Star Program          | 292           | 0              | 292             | 583            | 3,500          | (2,917)         | 3,500            |
| <b>Total 5110-00 · LEISURE SALES</b>       | <b>1,304</b>  | <b>2,695</b>   | <b>(1,391)</b>  | <b>2,608</b>   | <b>6,195</b>   | <b>(3,587)</b>  | <b>112,000</b>   |
| 5200-00 · PUBLIC RELATIONS                 |               |                |                 |                |                |                 |                  |
| 5200-01 · Strategy, Reporting, Mgmt, Etc.  | 1,500         | 1,500          | 0               | 3,000          | 3,000          | 0               | 18,000           |
| 5202-00 · PR Program/ Content Dev - Blogs  | 1,750         | 1,000          | 750             | 3,500          | 3,500          | 0               | 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               | 1,000          | 1,000          | 0               | 6,000            |
| 5207-00 · Content Campaigns/Tools-My Emma  | 300           | 300            | 0               | 600            | 600            | 0               | 3,600            |
| 5209-00 · Domestic Travel Media FAMs       | 4,085         | 2,000          | 2,085           | 5,001          | 2,000          | 3,001           | 20,000           |
| 5210-00 · Content Dev - Newsletters        | 1,800         | 1,800          | 0               | 3,600          | 3,600          | 0               | 21,600           |
| 5211-00 · Social Media Strategy & Mgmt     | 4,000         | 4,000          | 0               | 8,000          | 8,000          | 0               | 48,000           |
| 5212-00 · Social Giveaways & Contests      | 0             | 0              | 0               | 0              | 0              | 0               | 10,500           |
| 5213-00 · Facebook Live                    | 0             | 0              | 0               | 0              | 150            | (150)           | 150              |
| 5214-00 · Social Takeover                  | 0             | 3,750          | (3,750)         | 0              | 3,750          | (3,750)         | 15,000           |
| 5216-00 · PR Content Development + Distri  | 600           | 700            | (100)           | 600            | 1,400          | (800)           | 8,400            |
| 5218-00 · Crisis Communication / Training  | 0             | 0              | 0               | 0              | 0              | 0               | 4,900            |
| 5221-00 · Photography & Video Asset Dev    | 0             | 3,750          | (3,750)         | 0              | 3,750          | (3,750)         | 15,000           |
| 5222-00 · Media Tracking / Membership      | 0             | 1,166          | (1,166)         | 1,800          | 2,332          | (532)           | 14,000           |
| 5280-00 · PR Meals / Entertainment         | 0             |                |                 | 29             |                |                 |                  |
| <b>Total 5200-00 · PUBLIC RELATIONS</b>    | <b>14,535</b> | <b>20,466</b>  | <b>(5,931)</b>  | <b>27,130</b>  | <b>33,082</b>  | <b>(5,952)</b>  | <b>233,650</b>   |
| 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            |
| 6005-00 · Paid Media                       | 0             | 0              | 0               | 0              | 0              | 0               | 6,000            |
| 6006-00 · CVENT                            | 0             | 24             | 0               | 10,678         | 11,200         | (522)           | 11,200           |

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Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Profit & Loss Budget Performance**  
**August 2020**

|                                                          | Aug 20        | Budget          | \$ Over Budget  | Jul - Aug 20  | YTD Budget      | \$ Over Budget   | Annual Budget    |
|----------------------------------------------------------|---------------|-----------------|-----------------|---------------|-----------------|------------------|------------------|
| 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                       | 379           | 1,680           | (1,301)         | 379           | 1,680           | (1,301)          | 3,773            |
| 6016-00 • MCC Search Engine Marketing                    | 0             | 416             | (416)           | 0             | 832             | (832)            | 5,000            |
| 6018-00 • MCC Media Commission                           | 120           | 0               | 120             | 1,401         | 0               | 1,401            | 6,526            |
| 6019-00 • Conference Direct Partnership                  | 2,417         | 0               | 2,417           | 2,833         | 5,000           | (2,167)          | 5,000            |
| 6128-00 • HelmsBriscoe Strategic Partner                 | 583           | 0               | 583             | 1,167         | 7,000           | (5,833)          | 7,000            |
| 6152-00 • Client Events / Opportunities                  | 0             | 0               | 0               | 0             | 0               | 0                | 6,570            |
| 6153-00 • Chicago Sales Rep Support                      | 147           | 0               | 147             | 295           | 0               | 295              | 1,000            |
| <b>Total 6000-00 • CONFERENCE SALES</b>                  | <b>3,646</b>  | <b>2,096</b>    | <b>1,550</b>    | <b>16,752</b> | <b>25,712</b>   | <b>(8,960)</b>   | <b>104,813</b>   |
| 6100-00 • TRADE SHOWS                                    |               |                 |                 |               |                 |                  |                  |
| 6111-00 • Site Inspections                               | 194           | 500             | (306)           | 194           | 500             | (306)            | 4,500            |
| 6116-00 • CalSAE Seasonal Spectacular                    | 0             | 0               | 0               | 0             | 0               | 0                | 3,700            |
| 6118-00 • ASAE Annual                                    | 0             | 795             | (795)           | 0             | 795             | (795)            | 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             | 11,250          | (11,250)        | 0             | 11,250          | (11,250)         | 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             | 795             | (795)           | 0             | 795             | (795)            | 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             | 1,000           | (1,000)         | 0             | 1,000           | (1,000)          | 1,000            |
| 6181-00 • Conference Direct PNW                          | 0             | 1,000           | (1,000)         | 0             | 1,000           | (1,000)          | 1,000            |
| <b>Total 6100-00 • TRADE SHOWS</b>                       | <b>194</b>    | <b>15,340</b>   | <b>(15,146)</b> | <b>194</b>    | <b>15,340</b>   | <b>(15,146)</b>  | <b>83,090</b>    |
| 7000-00 • COMMITTED & ADMIN EXPENSES                     |               |                 |                 |               |                 |                  |                  |
| 5008-00 • Cooperative Programs                           | 0             | 2,500           | (2,500)         | 0             | 5,000           | (5,000)          | 30,000           |
| 5009-00 • Fulfillment / Mail                             | 336           | 1,000           | (664)           | 336           | 2,000           | (1,664)          | 12,000           |
| 5021-00 • RASC-Reno Air Service Corp                     | 0             | 0               | 0               | 0             | 0               | 0                | 50,000           |
| 5123-00 • HSVC - High Sierra Visitors                    | 0             | 0               | 0               | 0             | 2,000           | (2,000)          | 2,000            |
| 7002-00 • CRM Subscription                               | 833           | 0               | 833             | 1,667         | 2,499           | (832)            | 9,996            |
| 7003-00 • IVCBVB Entertainment Fund                      | 0             | 0               | 0               | 14            | 0               | 14               | 8,000            |
| 7004-00 • Research                                       | 0             | 0               | 0               | 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             | 0               | 0               | 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             | 354             | (354)            | 2,124            |
| 7010-00 • Photo Management & Storage                     | 676           | 592             | 84              | 1,267         | 1,184           | 83               | 7,099            |
| 7020-00 • Collateral Production / Printin                | 875           | 0               | 875             | 1,250         | 0               | 1,250            | 8,000            |
| 8700-00 • Automobile Expense*                            | 91            | 350             | (259)           | 130           | 700             | (570)            | 4,200            |
| <b>Total 7000-00 • COMMITTED &amp; ADMIN EXPENSES</b>    | <b>2,811</b>  | <b>4,619</b>    | <b>(1,808)</b>  | <b>4,663</b>  | <b>24,575</b>   | <b>(19,912)</b>  | <b>287,258</b>   |
| 8000-00 • WEBSITE CONTENT & MAINTENANCE                  |               |                 |                 |               |                 |                  |                  |
| 8002-00 • Content Manager Contractor                     | 4,250         | 4,250           | 0               | 8,526         | 8,500           | 26               | 51,000           |
| 8003-00 • Website Hosting Maintenance                    | 0             | 4,000           | (4,000)         | 534           | 8,000           | (7,466)          | 48,000           |
| <b>Total 8000-00 • WEBSITE CONTENT &amp; MAINTENANCE</b> | <b>4,250</b>  | <b>8,250</b>    | <b>(4,000)</b>  | <b>9,060</b>  | <b>16,500</b>   | <b>(7,440)</b>   | <b>99,000</b>    |
| <b>Total Expense</b>                                     | <b>40,292</b> | <b>128,804</b>  | <b>(88,512)</b> | <b>99,582</b> | <b>243,147</b>  | <b>(143,565)</b> | <b>2,026,087</b> |
| <b>Net Income</b>                                        | <b>38,217</b> | <b>(15,392)</b> | <b>53,609</b>   | <b>58,366</b> | <b>(15,393)</b> | <b>73,759</b>    | <b>(15,390)</b>  |

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09/18/20

Accrual Basis

# North Lake Tahoe Marketing Cooperative

## Profit & Loss Prev Year Comparison

### August 2020

|                                            | Aug 20           | Aug 19            | \$ Change         | % Change       |
|--------------------------------------------|------------------|-------------------|-------------------|----------------|
| <b>Income</b>                              |                  |                   |                   |                |
| 4000-00 · LTIVCBVB Funding                 | 20,200.00        | 78,898.00         | -58,698.00        | -74.4%         |
| 4001-00 · NLTRA Funding                    | 56,309.00        | 75,189.00         | -18,880.00        | -25.1%         |
| 4004-00 · IVCBVB Entertainment             | 2,000.00         | 0.00              | 2,000.00          | 100.0%         |
| <b>Total Income</b>                        | <b>78,509.00</b> | <b>154,087.00</b> | <b>-75,578.00</b> | <b>-49.1%</b>  |
| <b>Gross Profit</b>                        | <b>78,509.00</b> | <b>154,087.00</b> | <b>-75,578.00</b> | <b>-49.1%</b>  |
| <b>Expense</b>                             |                  |                   |                   |                |
| 5000-00 · CONSUMER MARKETING               |                  |                   |                   |                |
| 5001-00 · Broadcast / Radio - High Notes   | 0.00             | 2,044.00          | -2,044.00         | -100.0%        |
| 5004-00 · Trip Advisor                     | 0.00             | 3,437.08          | -3,437.08         | -100.0%        |
| 5005-00 · Paid Social                      | 0.00             | 16,807.02         | -16,807.02        | -100.0%        |
| 5005-01 · Digital Display / Retargeting    | 0.00             | 12,919.66         | -12,919.66        | -100.0%        |
| 5007-00 · Creative Production              |                  |                   |                   |                |
| 5007-01 · Creative Production              | 1,755.00         | 0.00              | 1,755.00          | 100.0%         |
| 5007-03 · Photo/Video Creative             | 100.00           | 0.00              | 100.00            | 100.0%         |
| 5007-00 · Creative Production - Other      | 127.50           | 5,385.45          | -5,257.95         | -97.6%         |
| <b>Total 5007-00 · Creative Production</b> | <b>1,982.50</b>  | <b>5,385.45</b>   | <b>-3,402.95</b>  | <b>-63.2%</b>  |
| 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                 | 69.37            | 5,143.91          | -5,074.54         | -98.7%         |
| 5020-00 · Search Engine Marketing          | 5,500.00         | 3,713.25          | 1,786.75          | 48.1%          |
| 5022-00 · Email                            | 0.00             | 3,750.20          | -3,750.20         | -100.0%        |
| <b>Total 5000-00 · CONSUMER MARKETING</b>  | <b>13,551.87</b> | <b>63,400.57</b>  | <b>-49,848.70</b> | <b>-78.6%</b>  |
| 5110-00 · LEISURE SALES                    |                  |                   |                   |                |
| 5107-00 · Creative Production              | 0.00             | 1,400.00          | -1,400.00         | -100.0%        |
| 5112-00 · Training / Sales Calls           | 0.00             | 30.00             | -30.00            | -100.0%        |
| 5113-00 · Additional Opportunities         | 0.00             | 329.25            | -329.25           | -100.0%        |
| 5120-00 · Domestic - Trade Shows           | 0.00             | 649.00            | -649.00           | -100.0%        |
| 5131-00 · FAMS -Intl - Travel Trade        | 0.00             | 595.54            | -595.54           | -100.0%        |
| 5134-00 · Intl Marketing - Additional Opp  | 0.00             | 381.94            | -381.94           | -100.0%        |
| 5137-00 · Co-op Opportunities              | 0.00             | 800.00            | -800.00           | -100.0%        |
| 5142-00 · UK Sales Mission                 | 0.00             | 60.00             | -60.00            | -100.0%        |
| 5143-00 · Mountain Travel Symposium        | 0.00             | 509.75            | -509.75           | -100.0%        |
| 5144-00 · IPW - POW WOW                    | 0.00             | -600.00           | 600.00            | 100.0%         |
| 5147-00 · AUS / Gate 7                     | 1,012.50         | 0.00              | 1,012.50          | 100.0%         |
| 5154-00 · Canada                           |                  |                   |                   |                |
| 5154-01 · Canada Sales Mission             | 0.00             | 955.19            | -955.19           | -100.0%        |
| 5154-00 · Canada - Other                   | 0.00             | 1,666.67          | -1,666.67         | -100.0%        |
| <b>Total 5154-00 · Canada</b>              | <b>0.00</b>      | <b>2,621.86</b>   | <b>-2,621.86</b>  | <b>-100.0%</b> |
| 5155-00 · California Star Program          | 291.67           | 0.00              | 291.67            | 100.0%         |
| <b>Total 5110-00 · LEISURE SALES</b>       | <b>1,304.17</b>  | <b>6,777.34</b>   | <b>-5,473.17</b>  | <b>-80.8%</b>  |
| 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%         |
| 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%           |
| 5208-02 · Int'l Media Retainer             | 0.00             | 300.00            | -300.00           | -100.0%        |
| 5209-00 · Domestic Travel Media FAMS       | 4,085.39         | 0.00              | 4,085.39          | 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%           |
| 5216-00 · PR Content Development + Distrib | 600.00           | 0.00              | 600.00            | 100.0%         |
| <b>Total 5200-00 · PUBLIC RELATIONS</b>    | <b>14,535.39</b> | <b>16,100.00</b>  | <b>-1,564.61</b>  | <b>-9.7%</b>   |
| 6000-00 · CONFERENCE SALES                 |                  |                   |                   |                |
| 6004-00 · Email                            | 0.00             | 850.00            | -850.00           | -100.0%        |
| 6005-00 · Paid Media                       | 0.00             | 869.12            | -869.12           | -100.0%        |
| 6007-00 · Creative Production              | 0.00             | 4,736.11          | -4,736.11         | -100.0%        |
| 6008-00 · Conference PR / Social Outreach  | 0.00             | 1,000.00          | -1,000.00         | -100.0%        |
| 6015-00 · MCC National Memberships         | 379.00           | 0.00              | 379.00            | 100.0%         |
| 6018-00 · MCC Media Commission             | 119.59           | 206.30            | -86.71            | -42.0%         |
| 6019-00 · Conference Direct Partnership    | 2,416.67         | 0.00              | 2,416.67          | 100.0%         |
| 6128-00 · HelmsBriscoe Strategic Partner   | 583.33           | 583.33            | 0.00              | 0.0%           |
| 6152-00 · Client Events / Opportunities    | 0.00             | 379.00            | -379.00           | -100.0%        |
| 6153-00 · Chicago Sales Rep Support        | 147.25           | 32.34             | 114.91            | 355.3%         |
| <b>Total 6000-00 · CONFERENCE SALES</b>    | <b>3,645.84</b>  | <b>8,656.20</b>   | <b>-5,010.36</b>  | <b>-57.9%</b>  |
| 6100-00 · TRADE SHOWS                      |                  |                   |                   |                |
| 6111-00 · Site Inspections                 | 194.13           | 1,006.57          | -812.44           | -80.7%         |
| 6118-00 · ASAE Annual                      | 0.00             | 5,584.70          | -5,584.70         | -100.0%        |
| 6143-00 · Connect Marketplace              | 0.00             | 2,494.72          | -2,494.72         | -100.0%        |
| 6157-00 · HPN Partner Conference           | 0.00             | 2,450.00          | -2,450.00         | -100.0%        |
| 6160-00 · AllThingsMeetings Silicon Valley | 0.00             | 17.45             | -17.45            | -100.0%        |
| <b>Total 6100-00 · TRADE SHOWS</b>         | <b>194.13</b>    | <b>11,553.44</b>  | <b>-11,359.31</b> | <b>-98.3%</b>  |
| 7000-00 · COMMITTED & ADMIN EXPENSES       |                  |                   |                   |                |
| 5009-00 · Fulfillment / Mail               | 335.92           | 323.98            | 11.94             | 3.7%           |
| 5123-00 · H SVC - High Sierra Visitors     | 0.00             | 166.67            | -166.67           | -100.0%        |

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Accrual Basis

North Lake Tahoe Marketing Cooperative  
**Profit & Loss Prev Year Comparison**  
 August 2020

|                                                          | Aug 20           | Aug 19            | \$ Change         | % Change      |
|----------------------------------------------------------|------------------|-------------------|-------------------|---------------|
| 7001-00 · Miscellaneous                                  | 0.00             | 1.00              | -1.00             | -100.0%       |
| 7002-00 · CRM Subscription                               | 833.33           | 833.33            | 0.00              | 0.0%          |
| 7003-00 · IVCBVB Entertainment Fund                      | 0.00             | 154.77            | -154.77           | -100.0%       |
| 7004-00 · Research                                       | 0.00             | 421.67            | -421.67           | -100.0%       |
| 7008-00 · Opportunistic Funds                            | 0.00             | 1,579.22          | -1,579.22         | -100.0%       |
| 7010-00 · Photo Management & Storage                     | 675.58           | 0.00              | 675.58            | 100.0%        |
| 7020-00 · Collateral Production / Printin                | 875.00           | 0.00              | 875.00            | 100.0%        |
| 8700-00 · Automobile Expense*                            | 90.84            | 199.06            | -108.22           | -54.4%        |
| 7000-00 · COMMITTED & ADMIN EXPENSES - Other             | 0.00             | 160.44            | -160.44           | -100.0%       |
| <b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>    | <b>2,810.67</b>  | <b>3,840.14</b>   | <b>-1,029.47</b>  | <b>-26.8%</b> |
| 8000-00 · WEBSITE CONTENT & MAINTENANCE                  |                  |                   |                   |               |
| 8002-00 · Content Manager Contractor                     | 4,250.00         | 4,250.00          | 0.00              | 0.0%          |
| 8003-00 · Website Hosting Maintenance                    | 0.00             | 534.00            | -534.00           | -100.0%       |
| <b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b> | <b>4,250.00</b>  | <b>4,784.00</b>   | <b>-534.00</b>    | <b>-11.2%</b> |
| <b>Total Expense</b>                                     | <b>40,292.07</b> | <b>115,111.69</b> | <b>-74,819.62</b> | <b>-65.0%</b> |
| <b>Net Income</b>                                        | <b>38,216.93</b> | <b>38,975.31</b>  | <b>-758.38</b>    | <b>-2.0%</b>  |



# KEY METRICS FOR July 30, 2020 FINANCIAL STATEMENTS

| Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru May 2020) |                |                |                |                |               |
|-------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|---------------|
| Fiscal Year                                                                         | Q1 (Jul - Sep) | Q2 (Oct - Dec) | Q3 (Jan - Mar) | Q4 (Apr - Jun) | Total         |
| 2011 - 2012                                                                         | 3,578,859      | 1,708,682      | 3,083,886      | 1,461,499      | \$ 9,832,926  |
| 2012 - 2013                                                                         | 3,767,648      | 2,018,857      | 4,199,290      | 1,352,487      | \$ 11,338,282 |
| 2013 - 2014                                                                         | 4,401,773      | 2,048,674      | 3,497,093      | 1,639,259      | \$ 11,586,799 |
| 2014 - 2015                                                                         | 4,560,065      | 2,415,022      | 3,428,514      | 1,742,210      | \$ 12,145,811 |
| 2015 - 2016                                                                         | 4,729,061      | 3,755,563      | 5,332,084      | 2,201,370      | \$ 16,018,078 |
| 2016 - 2017                                                                         | 5,335,081      | 3,217,765      | 5,991,509      | 3,175,348      | \$ 17,719,703 |
| 2017 - 2018                                                                         | 6,083,237      | 3,298,036      | 5,504,277      | 3,020,130      | \$ 17,905,680 |
| 2018 - 2019                                                                         | 6,865,753      | 3,832,273      | 6,816,271      | 3,346,850      | \$ 20,861,147 |
| 2019 - 2020                                                                         | 7,006,544      | 3,949,418      | 5,217,807      |                | \$ 16,173,769 |

updated

| Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru June 2020) |           |           |           |           |              |
|----------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|--------------|
| Referrals -                                                                            | 2016-2017 | 2017-2018 | 2018-2019 | 2019-2020 | YOY % Change |
| Tahoe City:                                                                            |           |           |           |           |              |
| Walk In                                                                                | 41841     | 44438     | 42292     | 37510     | -11.31%      |
| Phone                                                                                  | 3297      | 3074      | 2806      | 3452      | 23.02%       |
| Email                                                                                  | 343       | 378       | 404       | 463       | 14.60%       |
| Kings Beach (Walk In)                                                                  | 3926      | 8733      | 11881     | 8251      | -30.55%      |
| NLT - Event Traffic                                                                    | 6,800     | 6509      | 5113      | 3467      | -32.19%      |
| Total                                                                                  | 56,207    | 63,132.00 | 62,496.00 | 53,143.00 | -14.97%      |

| Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe ( 6 mth lag) |              |              |              |              |              |
|------------------------------------------------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Quarter                                                                      | 2016         | 2017         | 2018         | 2019         | YOY % Change |
| First (Jan - Mar)                                                            | \$ 699,157   | \$ 820,233   | \$ 762,370   | \$ 875,360   | 14.82%       |
| Second (Apr - June)                                                          | \$ 558,566   | \$ 716,779   | \$ 627,831   | \$ 674,366   | 7.41%        |
| Third (Jul - Sept)                                                           | \$ 943,574   | \$ 1,001,144 | \$ 1,018,271 | \$ 1,058,279 |              |
| Fourth (Oct - Dec)                                                           | \$ 629,807   | \$ 641,261   | \$ 671,770   |              |              |
| Total                                                                        | \$ 2,831,104 | \$ 3,179,417 | \$ 3,080,242 | \$ 2,608,005 |              |

| Unemployment Rates - EDD     | July 2020 |
|------------------------------|-----------|
| California (pop. 38,332,521) | 13.5%     |
| Placer County (367,309)      | 7.7%      |
| Dollar Point (1,215)         | 5.2%      |
| Kings Beach (3,893)          | 3.0%      |
| Sunnyside/Tahoe City (1,557) | 11.7%     |
| Tahoe Vista (1,433)          | 1.6%      |

| Destimetrics Reservations Activity | FYTD 2019/20 | FYTD 2020/21 | YOY % Change |
|------------------------------------|--------------|--------------|--------------|
| Occupancy                          | 68.3%        | 49.3%        | -27.9%       |
| ADR (Average Daily Rate)           | \$ 386       | \$ 479       | 24.1%        |
| RevPAR (Rev per Available Room)    | \$ 264       | \$ 236       | -10.5%       |
| Occupancy 1 Mth Forecast           | 51.0%        | 30.5%        | -40.1%       |
| ADR 1 Mth Forecast                 | \$ 284       | \$ 402       | 41.6%        |
| RevPAR 1 Mth Forecast              | \$ 145       | \$ 123       | -15.2%       |
| Occupancy (prior 6 months)         | 55.0%        | 26.1%        | -52.7%       |
| ADR (prior 6 months)               | \$ 338       | \$ 443       | 31.4%        |
| RevPAR (prior 6 months)            | \$ 186       | \$ 116       | -37.8%       |
| Occupancy (next 6 months)          | 21.7%        | 11.2%        | -48.4%       |
| ADR (next 6 months)                | \$ 304       | \$ 400       | 31.4%        |
| RevPAR (next 6 months)             | \$ 66        | \$ 45        | -32.3%       |

| Total Chamber Membership |     |  |
|--------------------------|-----|--|
| June 2016                | 508 |  |
| June 2017                | 424 |  |
| June 2018                | 378 |  |
| June 2019                | 371 |  |
| June 2020                | 362 |  |

| Conference Revenue Statistics Comparison FYTD 19/20 vs. FYTD 20/21 at 8/30/2020 |             |              |              |              |                      |
|---------------------------------------------------------------------------------|-------------|--------------|--------------|--------------|----------------------|
|                                                                                 | 2019-20     | 2019-20      | 2020-21      | YOY %        |                      |
| FORWARD LOOKING                                                                 | Actuals     | Forecasted   | Forecasted   | Change       |                      |
| Total Revenue Booked                                                            | \$2,685,035 | \$ 3,344,505 | \$ 1,104,796 | -66.97%      |                      |
| Commission for this Revenue                                                     | \$ 36,962   | \$ 47,908    | \$ -         | -100.00%     |                      |
| Number of Room Nights                                                           | 12,075      | 15,988       | 5,024        | -68.58%      |                      |
| Number of Bookings                                                              | 53          | 53           | 17           | -67.92%      |                      |
| Conference Revenue And Percentage by County:                                    |             |              |              |              |                      |
|                                                                                 | 19-20       | 20-21        |              |              |                      |
| Placer                                                                          | 80%         | 83%          | \$2,096,775  | \$ 2,660,497 | \$ 913,164 -65.68%   |
| Washoe                                                                          | 15%         | 17%          | \$381,642    | \$ 514,448   | \$ 191,632 -62.75%   |
| South Lake                                                                      | 5%          | 0%           | \$206,618    | \$ 169,560   | -100.00%             |
| Nevada County                                                                   | 0%          | 0%           |              |              |                      |
| Total Conference Revenue                                                        | 100%        | 100%         | \$2,685,035  | \$ 3,344,505 | \$ 1,104,796 -66.97% |
| CURRENT                                                                         |             |              |              |              |                      |
| NLT - Annual Revenue Goal                                                       |             |              | \$ 2,500,000 | \$ 2,500,000 | 0.00%                |