
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 | Chris Southwick, Ritz-Carlton, Lake Tahoe

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

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

Join Zoom Meeting

<https://us02web.zoom.us/j/81979740806?pwd=dDZwUGsvdEVqbIRMWmluUmxoTCszUT09>

Meeting ID: 819 7974 0806

Passcode: 217949

Dial by your location

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:32 a.m.** 2. Public Forum – Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 8:35 a.m.** 3. Agenda Amendments and Approval
- 8:37 a.m.** 4. Consent Calendar – All items listed under the consent calendar are considered to be routine and/or have been or will be reviewed by the Board and approved by one motion. There will not be a separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar motions.

- Page: 1** A. NLTRA Board Meeting Minutes from Nov 4, 2020 [Link to preliminary online document](#)
- Page: 5** B. Approval of preliminary NLTRA Financial Statements of Oct 31, 2020
- Page: 22** C. Approval of CEO Expense Reports for Oct 2020
- Page: 26** D. Approval of the Abbi Agency Scope of Work for the In-Market North Lake Tahoe Shop & Win Holiday Contest campaign.
- Page: 31** E. Approval of Partnership Funding Event Sponsorship Recommendations

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

- Finance Committee Meeting Nov 24, 2020
- Tourism Development Committee Nov 17, 2020
- In-Market Tourism Development Committee Nov 17, 2020

8:40 a.m.

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5. Action Items

- A. Review and Approval of Tourism Development Committee Applications - Sarah
- B. Texas Coop Advertising Campaign – Andy/Jeff
- C. Discussion and Possible Approval of a Tourism Business Improvement District Ad-hoc committee

10:00 a.m.

6. Informational Updates/Verbal Reports

- A. Overview of Winter Toolkit – Liz & Amber
- B. CAP Committee Project Update –Erin/Jeff

10:45 a.m.

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

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

10:50 a.m.

8. CEO and Staff Updates

10:55 a.m.

9. Directors Comments

11:00 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Nov 4, 2020

Time: 8:30 a.m. – 11:00 a.m.

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 | Chris Southwick, Ritz-Carlton, Lake Tahoe

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

Jeff Cowen, TRPA

Advisory Committee: Erin Casey, Placer County Executive Office

1. Call to Order at 8:32 AM – Establish Quorum

Board members in attendance

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

Board members absent

Andre Priemer, Kevin Mitchell, Greg Gooding, and Jon Slaughter

Staff Members in attendance

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

Others in attendance

Included Jerusha Hall, Kendall Galka, Kelley Altick, Nevo Waintraub, Peter Kraatz, and Stephanie Holloway

2. Public Forum

There were no comments in items no on today's agenda.

3. Agenda Amendments and Approval

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

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

A. NLTRA Board Meeting Minutes from Sept 2, 2020 [Link to preliminary online document](#)

B. Approval of preliminary NLTRA Financial Statements of Sept 30, 2020

C. Approval of CEO Expense Reports for Sept 2020

D. Approval of NLTRMC Agreement with CrowdRiff

E. Approval of NLTRA Event Sponsorship for the 2021 NLT Lacrosse Tournament

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

- Finance Committee Meeting Oct 28, 2020
- Tourism Development Committee Oct 27, 2020

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

5. Action Items

A. NLTRA Independent Auditor's Report and 2019/20 Financials – McClintock Accountancy

Kendall Galka and Kelley Altick from McClintock Accountancy presented the audit for the year ended June 30, 2020, which has been reviewed by the Finance Committee. They issued a "clean audit" and NLTRA staff was commended for the procedures that are in place.

Motion to approve the Independent Auditor's Report and 2019/20 Financials. PHELAN/WILLIAMS/UNANIMOUS

B. Arrivalist – Nevo Waintraub

Hentz provided background on Arrivalist, a company that can provide a variety of tourism data that will support NLTRA's efforts to manage the destination. Burke provided an overview of the 21-month contract for \$40,000, which will be paid from Marketing Cooperative funds. The action today is approval of the contract. The Incline Village/Crystal Bay Board has approved the contract. It has been reviewed by the Tourism Development Committee, which recommends approval.

Nevo Waintraub from Arrivalist presented more detail about the company, what data is collected, and how it is analyzed. Discussion followed as the terms of the contract and collection methods were clarified. The contract calls for data going back 12-month. To compare current data with that of 18-month ago would cost an additional \$6,000. Phelan asked that the contract be revised to clarify the term of the contract. Tumas asked for more information on the ratio of actual data to extrapolated data.

Motion to approve the 21-month contract with Arrivalist with a 12-month lookback window, subject to the timeframe of the contract being adjusted. WILSON/TESTER/UNANIMOUS

6. Informational Updates/Verbal Reports

A. Resort Triangle Transportation Plan – Stephanie Holloway

Tuma asked for this presentation because with TBID, this body will be advising on transit. Holloway presented the RTTP, which was approved by the Placer County Board of Supervisors. Holloway explained discussions in and out of the basin led to development of the plan. She presented details and how it aligns with the TRPA Regional Transportation Plan goals. Discussion followed as components were clarified, including vehicle miles traveled (VMT) and the projects to improve traffic flows on SR 89 and Highway 267. The funding for Phases 1 and 2 of the traffic flow component is in place and Phase 3 is partially funded.

Peter Kraatz from Placer County DPW added Caltrans is supportive of the 3-laning proposals on SR 89 and Highway 267. Signal improvements will come first, but with Caltrans approval of the "managed lane" concept, it will be implemented as quickly as possible.

Discussion continued. At this time, there are no plans for the west shore, other than Emerald Bay. Completion of the east shore trail is also a priority.

The second element of the Plan is Parking Management. The recommendation is for paid parking in the town centers of Tahoe City and Kings Beach and restricted parking in the residential areas. Phelan and Turner voiced concern about their commercial parking being used by those who do not want to pay to park. Turner emphasized the need for better transit. Hoffman noted the consideration of micro-transit, similar to what is being done in Squaw Valley, to help alleviate the situation. It could provide an on-demand, free fare system that would connect the neighborhoods to TART, which services town centers and recreational areas.

Hoffman and Kraatz answered questions clarifying the Plan, implementation, and coordination with other agencies including Caltrans and the California Highway Patrol. Kraatz described the One Tahoe effort from the Tahoe

Transportation District (TTD). Supervisor Gustafson supports the idea that regional revenues are worth pursuing to fill the gaps. With so many plans coming up at once, the messaging and funding need to be clear.

Holloway asked to come back to this Board when the Implementation Plan is finalized.

B. TBID Update

Hentz described the renewed outreach to get the TBID passed. It's a challenge getting in front of business owners right now because of COVID and how busy everyone is, but Hentz is confident the project will successfully get to the finish line this month. He recently heard from CIVITAS that they were working with a larger weighted average budget than Hentz was working with, so the projected weight of average business signatures is lower. Also, lodging will make up only 45% of TBID collections so more is needed food and beverage and activity sectors.

Hentz said meeting with businesses has provided an opportunity to hear how they want to be involved in governances and challenges with Placer County's CDRA. He is working with Casey and Gustafson to increase the dialog and resolve some of these issues. Hentz was asked to send the list of businesses by tier that have not yet signed on.

A PPE give-away day is scheduled for November 13 at the old Tahoe City firehouse. That will provide another opportunity to talk about TBID.

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

8. CEO and Staff Updates

Hentz has been spending a significant amount of time on TBID.

The Placer Shares grant program has been extended. An additional \$5 million from the CARES Act will be available to businesses and non-profits. NLTRA will coordinate with SBC and the County to conduct a webinar promoting and educating the business community on how to apply for the additional funds.

It is likely Placer County will be going back into the Red COVID tier next week. NLTRA will focus on support to restaurants, retail, gyms, and other businesses that will be impacted.

The CAP Committee met last week to narrow the applicants for TOT grants to nine. Those nine will give presentations to the Committee on November 10.

Take Out Tahoe Eats will run through December and focus on restaurants in six regions of north shore during the six-week promotion.

Zephyr Collaborative has been facilitating robust community forums to consider the results of a survey and input about issues raised this summer. Tuma agreed. Some good data has been presented and there is more work to be done as it is analyzed. That information, combined with Arrivalist, should be interesting.

9. Directors Comments

Everyone is looking forward to the snow predicted for this weekend.

Cowen is working with backcountry outfitters to put on a Winter Backcountry Safety Workshop December 14 – 18.

10. Meeting Review and Staff Direction

Hentz will send the tiered TBID list to Board owners.

11. Closed Session

Closed Session was not convened.

12. Adjournment

There being no further business to come before the Board, the meeting adjourned at 11:06 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS



north lake tahoe

Chamber | CVB | Resort Association

Date: 11/19/20

To: North Lake Tahoe Resort Association (NLTRA) Finance Committee

From: Bonnie Bavetta, CFO
DeWitt Van Siclen, Sr. Accountant

RE: Report for October 2020

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

- Cash balance on October 31, 2020 of \$1,445,000 was \$653,000 greater than prior year due primarily to a net due to the County of Placer increase in the amount of approximately \$365,000, an increase in Deferred Revenue from the County of \$175,000, higher Net Income by \$70,000, and increase to Payroll Liabilities of \$24,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$23,000, primarily due to fewer outstanding commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$246,000 reflected a County TOT funding invoice for October. The balance at this date last year was \$266,000. Invoicing for the month of October was delayed and we have not yet received payment from the County.
- Membership dues receivable totaled \$85,000, an increase of \$70,000 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.
- Accounts Payable of \$55,000 was \$3,000 lower than prior year.
- Wages and related liabilities of \$139,000 were \$24,000 higher than prior year, primarily as a result of a longer accrual period at month end and new incentive accrual for the CEO not paid at fiscal year-end, offset by fewer commissions owed to NLTRA reps.
- Deferred Revenue-Member Dues of \$39,000 was similar to 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, and exceeded prior year by \$175,000. The prepayment anticipated a payment to Spartan in July in the amount of \$175,000. The event was cancelled and payment was not made.
- Due To/From County balance of \$385,000 was \$365,000 greater than prior year and represents the balance due to the County of Placer for unspent fiscal year 2019/20 TOT funding.
- YTD consolidated net income of \$182,000 at month end October reflected a \$70,000 increase from prior year positive results of \$112,000, and represented Membership's positive net results YTD of \$13,000, and \$169,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$626,000 was lower than budget by \$12,000.
 - Expenses, before overhead allocation, totaled \$342,000 and were \$110,000 below budget.
 - Total net results before overhead allocation of \$286,000 were better than budget by \$100,000.
- Operating Results YTD – Conference
 - TOT revenue of \$130,000 was on budget.
 - Expenses of \$102,000 before allocated overhead were positive to budget by \$4,000.
 - Net results of \$28,000 before overhead allocation were positive to budget by \$4,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$48,000 were positive to budget by \$13,000. TOT revenue of \$150,000 was on budget.
 - Expenses before overhead allocation of \$169,000 were \$15,000 higher than budget, due primarily to the cost of unbudgeted personal protection equipment distributed to local business at a cost of \$57,000 offset by payroll expenses below budget by \$24,000 and supply costs below budget by \$11,000.
 - Net income of \$29,000 before overhead allocation was \$2,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$61,000 was on budget.
 - Expenditures of \$29,000 before overhead were \$18,000 good to budget.
 - Net results of \$31,000 before overhead allocation were positive to budget \$18,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$45,000 was \$4,000 over budget, other revenues were on budget.
 - Expenses of \$26,000 were \$10,000 below budget primarily due to staffing.
 - Net income of \$21,000 before overhead allocations was positive to budget by \$12,000.
 - Net income of \$13,000 after overhead allocations was \$16,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$213,000 were \$52,000 below budget due primarily to staffing (\$13,000) and timing.
- Membership cash position as of October 31, 2020
 - Membership activities resulted in a net income \$12,938.
 - Deferred revenues of \$38,581 less receivables of \$84,505, plus the allowance for uncollectible receivable of \$24,987 provided negative cash of \$20,937.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$3,558.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$13,296.

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

- Cash balance at month end of \$679,000 was \$323,000 greater than prior year primarily due to an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve) offset by Accounts Payable reduction of \$97,000 and reduction in Net Income of \$35,000.
- Accounts receivable – Other balance of \$8,000 represents refunds due for cancelled events. These were received by the NLTRA in October, and are due to NLTMC.
- Accounts payable of \$114,000 were \$97,000 less than prior year primarily due to lower expenditures including agency work that had been placed on hold.
- Unrestricted Net Assets Equity of \$487,000 was \$462,000 greater than prior year due to unspent funding from 2019/20 fiscal year.
- Net Income of \$128,000 was \$35,000 below prior year.
- Year-to-date revenue from NLTRA and IVCBVB of \$411,000 was on budget. Budgeted use of prior year reserves had not been utilized to fund YTD operations.
- Consumer Marketing expenditures of \$156,000 were \$100,000 below budget due to timing.
- Leisure Sales expenditures of \$7,000 were \$9,000 below budget.
- Public Relations expenses of \$50,000 were \$39,000 below budget due to timing.
- Conference Sales expenditures of \$22,000 were \$19,000 below budget.

- Trade Show expenditures of \$6,000 were \$19,000 below budget due to timing.
- Committed & Administrative expenditures of \$26,000 were \$69,000 below budget due to timing.
- Website & Maintenance expenses of \$23,000 were \$10,000 below budget.
- Total Expenses of \$288,000 were \$266,000 below budget.
- Net income of \$128,000 was better than budget by \$128,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

October 31, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2020

Accrual Basis

	Oct 31, 20	Oct 31, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	314	(156)	(50%)	158
1003-00 · Cash - Operations BOTW #6712	1,187,253	393,450	793,803	202%	565,602
1007-00 · Cash - Payroll BOTW #7421	2,629	4,158	(1,529)	(37%)	3,200
1008-00 · Marketing Reserve - Plumas	50,330	50,269	61	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,890	100,718	172	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	72,570	213,434	(140,864)	(66%)	86,322
10950 · Cash in Drawer	1,781	179	1,602	895%	139
Total Checking/Savings	1,445,193	792,104	653,089	82%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	2,500	25,028	(22,528)	(90%)	3,500
1290-00 · A/R - TOT	246,040	265,787	(19,747)	(7%)	201,387
Total Accounts Receivable	248,540	290,815	(42,275)	(15%)	204,887
Other Current Assets					
1200-99 · AR Other	1,407	0	1,407	100%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	83,105	13,385	69,720	521%	35,696
1201-03 · Member AR - Other	1,400	1,295	105	8%	1,040
Total 1201-00 · Member Accounts Receivable	84,505	14,680	69,825	476%	36,736
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
12100 · Inventory Asset					
12100 · Inventory Asset	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	25,893	21,906	3,987	18%	81,762
Total 12100 · Inventory Asset	25,911	21,924	3,987	18%	86,016
1299 · Receivable from NLTM	4,900	8,371	(3,471)	(41%)	0
1490-00 · Security Deposits	1,150	1,250	(100)	(8%)	1,150
Total Other Current Assets	92,886	43,450	49,436	114%	111,796
Total Current Assets	1,786,619	1,126,369	660,250	59%	1,152,838
Fixed Assets					
1700-00 · Furniture & Fixtures	45,289	45,289	0	0%	45,289
1701-00 · Accum. Depr. - Furn & Fix	(45,289)	(45,289)	0	0%	(45,289)
1740-00 · Computer Equipment	7,674	4,270	3,404	80%	4,270
1741-00 · Accum. Depr. - Computer Equip	(1,944)	(4,269)	2,325	54%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(19,557)	(936)	(5%)	(20,493)
1770-00 · Leasehold Improvements	24,284	24,284	0	0%	24,284
1771-00 · Accum. Amort - Leasehold Impr	(24,284)	(24,284)	0	0%	(24,284)
Total Fixed Assets	5,730	937	4,793	512%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	15,843	14,682	1,161	8%	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of October 31, 2020

Accrual Basis

	Oct 31, 20	Oct 31, 19	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	4,300	4,394	(94)	(2%)	8,751
Total 1400-00 · Prepaid Expenses	20,243	19,176	1,067	6%	25,177
Total Other Assets	20,243	19,176	1,067	6%	25,177
TOTAL ASSETS	1,812,592	1,146,482	666,110	58%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	55,209	52,648	2,561	5%	26,683
Total Accounts Payable	55,209	52,648	2,561	5%	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	21,792	16,560	5,232	32%	39,445
2101-00 · Incentive Payable	45,444	19,269	26,175	136%	88,359
2102-00 · Commissions Payable	3,500	15,855	(12,355)	(78%)	3,506
2120-00 · Empl. Federal Tax Payable	9,528	7,460	2,068	28%	1,551
2175-00 · 401 (k) Plan	4,001	3,355	646	19%	2,626
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	3%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	139,110	115,492	23,618	20%	190,332
2190-00 · Sales and Use Tax Payable					
25500 · *Sales Tax Payable	854	643	211	33%	1,374
Total 2190-00 · Sales and Use Tax Payable	854	643	211	33%	1,374
2250-00 · Accrued Expenses	20,507	15,201	5,306	35%	73,722
2300-00 · Marketing Cooperative Liabili	0	0	0	0%	6,073
2400-60 · Deferred Revenue- Member Dues	38,581	38,219	362	1%	28,890
2500-00 · Deferred Revenue - TMBC	1,290	840	450	54%	1,290
2700-00 · Deferred Rev. County	525,305	350,305	175,000	50%	0
2900-00 · Due To/From County of Placer	384,939	19,871	365,068	1,837%	384,939
Total Other Current Liabilities	1,110,586	540,571	570,015	105%	686,620
Total Current Liabilities	1,165,795	593,219	572,576	97%	713,303
Total Liabilities	1,165,795	593,219	572,576	97%	713,303
Equity					
32000 · Unrestricted Net Assets	(10,145)	(17,007)	6,862	40%	(17,007)
3300-11 · Designated Marketing Reserve	324,590	308,202	16,388	5%	324,590
3301 · Cash Flow Reserve	100,248	100,248	0	0%	100,248
3302 · Marketing Cash Reserve	50,018	50,018	0	0%	50,018
Net Income	182,084	111,801	70,283	63%	6,862
Total Equity	646,795	553,262	93,533	17%	464,711
TOTAL LIABILITIES & EQUITY	1,812,592	1,146,482	666,110	58%	1,178,015

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	246,040	230,859	15,181	967,343	979,594	(12,251)	4,043,867
4200-00 • Membership Dues Revenue	11,334	10,417	918	45,353	41,667	3,686	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	1,500	(1,500)	0	1,500	(1,500)	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	200	(200)	0	200	(200)	2,000
4251-00 • Tues AM Breakfast Club - Other	0	250	(250)	0	250	(250)	4,000
Total 4251-00 • Tues AM Breakfast Club	0	450	(450)	0	450	(450)	6,000
4250-00 • Revenues-Membership Activities - Other	225	0	225	2,005	0	2,005	0
Total 4250-00 • Revenues-Membership Activities	225	1,950	(1,725)	2,005	1,950	55	72,500
4253-00 • Revenue- Other	1,525	0	1,525	1,525	0	1,525	2,500
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC Income	118	0	118	1,250	0	1,250	0
4504-00 • Retail Revenue - Other	20	0	20	470	0	470	0
46000 • Merchandise Sales - Other	11,734	9,000	2,734	46,432	35,500	10,932	85,000
Total 46000 • Merchandise Sales	11,872	9,000	2,872	48,152	35,500	12,652	85,000
Total Income	270,996	252,226	18,770	1,064,377	1,058,710	5,666	4,328,867
Gross Profit	270,996	252,226	18,770	1,064,377	1,058,710	5,666	4,328,867
Expense							
5000-00 • Salaries & Wages							
5010-00 • Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 • P/R - Tax Expense	5,310	7,049	(1,739)	22,474	28,195	(5,721)	84,586
5030-00 • P/R - Health Insurance Expense	10,739	11,750	(1,011)	40,142	47,000	(6,858)	141,000
5040-00 • P/R - Workmans Comp	674	1,128	(454)	3,497	4,511	(1,013)	13,532
5060-00 • 401 (k)	2,435	3,308	(874)	5,116	13,233	(8,117)	39,700
5070-00 • Other Benefits and Expenses	571	428	143	1,389	1,712	(323)	5,135
5000-00 • Salaries & Wages - Other	82,224	94,593	(12,369)	334,219	378,374	(44,155)	1,135,121
Total 5000-00 • Salaries & Wages	101,953	118,256	(16,303)	408,944	473,025	(64,081)	1,419,074
5100-00 • Rent							
5110-00 • Utilities	791	967	(176)	3,203	3,862	(658)	11,655
5140-00 • Repairs & Maintenance	87	888	(802)	347	3,553	(3,206)	10,660
5150-00 • Office - Cleaning	775	1,058	(283)	2,750	4,233	(1,483)	12,700
5100-00 • Rent - Other	13,554	12,648	906	53,563	50,591	2,972	152,798
Total 5100-00 • Rent	15,206	15,561	(355)	59,863	62,239	(2,376)	187,813
5310-00 • Telephone							
5320-00 • Telephone	2,310	1,924	386	9,156	7,696	1,460	23,088
Total 5310-00 • Telephone	2,310	1,924	386	9,156	7,696	1,460	23,088
5420-00 • Mail - USPS	57	24	33	157	507	(350)	1,520
5510-00 • Insurance/Bonding	1,149	1,692	(543)	4,314	6,767	(2,453)	20,300
5520-00 • Supplies							
5525-00 • Supplies- Computer	1,303	287	1,016	1,610	1,147	463	3,440
5520-00 • Supplies - Other	2,891	7,598	(4,707)	5,172	30,391	(25,219)	91,174
Total 5520-00 • Supplies	4,194	7,885	(3,691)	6,782	31,538	(24,756)	94,614
5610-00 • Depreciation	97	0	97	97	0	97	0
5700-00 • Equipment Support & Maintenance	6,628	2,267	4,361	13,769	9,067	4,703	27,200
5710-00 • Taxes, Licenses & Fees	1,214	1,025	189	3,728	4,100	(372)	12,300
5740-00 • Equipment Rental/Leasing	492	969	(477)	1,774	3,877	(2,103)	11,630
5800-00 • Training Seminars	0	1,667	(1,667)	66	6,667	(6,601)	22,000
5850-00 • Artist of Month - Commissions	0	250	(250)	918	1,000	(82)	3,000
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	120	750	(630)	1,200	3,000	(1,800)	9,000
5920-00 • Professional Fees - Accountant	12,675	1,500	11,175	15,065	24,000	(8,935)	26,000
5921-00 • Professional Fees - Other	6,240	9,500	(3,260)	18,720	31,250	(12,530)	134,000
Total 5900-00 • Professional Fees	19,035	11,750	7,285	34,985	58,250	(23,265)	169,000
5941-00 • Research & Planning	0	6,250	(6,250)	0	10,000	(10,000)	55,000
6020-00 • Programs							
6016-00 • Special Event Partnership	0	2,500	(2,500)	0	3,750	(3,750)	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	0	2,500	(2,500)	0	3,750	(3,750)	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

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Bud...
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
6420-01 • 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	2,500	(2,500)	4,000	2,500	1,500	30,000
6424-00 • Event Operation Expenses	0	1,000	(1,000)	0	1,000	(1,000)	6,000
Total 6420-00 • Events	0	3,500	(3,500)	4,000	3,500	500	565,000
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	500	(500)	0	500	(500)	1,000
6437-00 • Tuesday Morning Breakfast Club	0	188	(188)	0	188	(188)	3,000
6442-00 • Public Relations/Website	577	417	160	2,420	1,667	754	5,000
6423-00 • Membership Activities - Other	0	417	(417)	915	1,667	(752)	5,000
Total 6423-00 • Membership Activities	577	1,521	(944)	3,630	4,021	(391)	42,000
6730-00 • Marketing Cooperative/Media	22,811	22,811	0	228,082	228,082	0	1,000,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	200	23,000	(22,800)	1,377	48,000	(46,623)	232,000
6743-00 • BACC Marketing Programs							
6743-01 • Year Round Shopping Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-03 • Winter Lakeside Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-04 • Summerlong Music Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-05 • Summer Mountain Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-06 • COVID Summer Recovery Campaign	0	4,000	(4,000)	0	8,000	(8,000)	40,000
Total 6743-00 • BACC Marketing Programs	0	8,000	(8,000)	0	16,000	(16,000)	80,000
7500-00 • Trade Shows/Travel	395	1,250	(855)	395	5,000	(4,605)	15,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	234	125	109	836	500	336	1,500
59900 • POS Inventory Adjustments	478	0	478	478	0	478	0
8100-01 • CGS - Other	4,397	0	4,397	56,727	0	56,727	0
8100-00 • Cost of Goods Sold - Other	6,208	4,023	2,185	24,228	15,869	8,360	38,000
Total 8100-00 • Cost of Goods Sold	11,317	4,148	7,169	82,269	16,369	65,901	39,500
8200-00 • Associate Relations	382	135	247	904	518	386	1,600
8300-00 • Board Functions	299	500	(201)	1,567	3,000	(1,433)	7,000
8500-00 • Credit Card Fees	371	423	(52)	1,474	1,669	(195)	5,850
8600-00 • Additional Opportunites	1,480	10,000	(8,520)	10,385	40,000	(29,615)	120,000
8700-00 • Automobile Expenses	264	466	(202)	810	1,726	(915)	5,450
8750-00 • Meals/Meetings	6	763	(756)	206	2,800	(2,594)	8,900
8810-00 • Dues & Subscriptions	1,179	1,513	(334)	2,707	5,794	(3,087)	17,900
8910-00 • Travel	0	0	0	0	0	0	12,600
Total Expense	191,616	251,715	(60,098)	882,360	1,061,626	(179,266)	4,299,338
Net Ordinary Income	79,380	511	78,868	182,017	(2,915)	184,932	29,529
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	17	0	17	68	0	68	0
Total Other Income	17	0	17	68	0	68	0
Other Expense							
8990-00 • Allocated	0	0	0	0	(0)	0	0
Total Other Expense	0	0	0	0	(0)	0	0
Net Other Income	17	0	17	68	0	68	(0)
Net Income	79,397	511	78,886	182,084	(2,915)	185,000	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through October 2020

	Jul - Oct 20	Jul - Oct 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 · County of Placer TOT Funding	967,343	1,279,413	-312,070	-24%
4200-00 · Membership Dues Revenue	45,353	44,885	468	1%
4250-00 · Revenues-Membership Activities				
4251-00 · Tues AM Breakfast Club	0	1,430	-1,430	-100%
4250-00 · Revenues-Membership Activities - Other	2,005	2,646	-641	-24%
Total 4250-00 · Revenues-Membership Activities	2,005	4,076	-2,071	-51%
4253-00 · Revenue- Other	1,525	0	1,525	100%
4350-00 · Special Events (Marketing)	0	0	0	0%
4600-00 · Commissions				
4601-00 · Commissions - South Shore	0	6,563	-6,563	-100%
4600-00 · Commissions - Other	0	23,971	-23,971	-100%
Total 4600-00 · Commissions	0	30,534	-30,534	-100%
46000 · Merchandise Sales				
4502-00 · Non-Retail VIC income	1,250	195	1,055	541%
4504-00 · Retail Revenue - Other	470	0	470	100%
46000 · Merchandise Sales - Other	46,432	47,854	-1,423	-3%
Total 46000 · Merchandise Sales	48,152	48,049	102	0%
Total Income	1,064,377	1,406,957	-342,580	-24%
Gross Profit	1,064,377	1,406,957	-342,580	-24%
Expense				
5000-00 · Salaries & Wages				
5000-01 · In-Market Administration	0	0	0	0%
5010-00 · Sales Commissions	2,106	10,814	-8,709	-81%
5020-00 · P/R - Tax Expense	22,474	26,090	-3,615	-14%
5030-00 · P/R - Health Insurance Expense	40,142	43,746	-3,603	-8%
5040-00 · P/R - Workmans Comp	3,497	3,551	-53	-2%
5060-00 · 401 (k)	5,116	12,754	-7,637	-60%
5070-00 · Other Benefits and Expenses	1,389	1,114	275	25%
5000-00 · Salaries & Wages - Other	334,219	296,128	38,091	13%
Total 5000-00 · Salaries & Wages	408,944	394,196	14,748	4%
5100-00 · Rent				
5110-00 · Utilities	3,203	3,301	-97	-3%
5140-00 · Repairs & Maintenance	347	716	-369	-52%
5150-00 · Office - Cleaning	2,750	3,225	-475	-15%
5100-00 · Rent - Other	53,563	52,232	1,331	3%
Total 5100-00 · Rent	59,863	59,474	390	1%
5310-00 · Telephone				
5320-00 · Telephone	9,156	7,594	1,562	21%
Total 5310-00 · Telephone	9,156	7,594	1,562	21%
5420-00 · Mail - USPS	157	443	-286	-65%
5510-00 · Insurance/Bonding	4,314	5,206	-893	-17%
5520-00 · Supplies				
5525-00 · Supplies- Computer	1,610	140	1,470	1,051%
5520-00 · Supplies - Other	5,172	6,739	-1,567	-23%
Total 5520-00 · Supplies	6,782	6,879	-97	-1%
5610-00 · Depreciation	97	472	-375	-79%
5700-00 · Equipment Support & Maintenance	13,769	71	13,698	19,296%
5710-00 · Taxes, Licenses & Fees	3,728	3,719	9	0%
5740-00 · Equipment Rental/Leasing	1,774	11,285	-9,511	-84%
5800-00 · Training Seminars	66	738	-672	-91%
5850-00 · Artist of Month - Commissions	918	1,175	-257	-22%
5900-00 · Professional Fees				
5910-00 · Professional Fees - Attorneys	1,200	800	400	50%
5920-00 · Professional Fees - Accountant	15,065	18,350	-3,285	-18%
5921-00 · Professional Fees - Other	18,720	40,399	-21,679	-54%
Total 5900-00 · Professional Fees	34,985	59,549	-24,564	-41%
6020-00 · Programs				
6016-00 · Special Event Partnership	0	1,250	-1,250	-100%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through October 2020

	Jul - Oct 20	Jul - Oct 19	\$ Change	% Change
Total 6020-00 · Programs	0	1,250	-1,250	-100%
6420-00 · Events				
6420-01 · Sponsorships				
6023-00 · Autumn Food & Wine	0	34,668	-34,668	-100%
6421-06 · Spartan	0	254,019	-254,019	-100%
Total 6420-01 · Sponsorships	0	288,687	-288,687	-100%
6421-00 · New Event Development	4,000	220	3,780	1,718%
6424-00 · Event Operation Expenses	0	1,411	-1,411	-100%
Total 6420-00 · Events	4,000	290,318	-286,318	-99%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	570	-275	-48%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	318	-318	-100%
6437-00 · Tuesday Morning Breakfast Club	0	1,741	-1,741	-100%
6442-00 · Public Relations/Website	2,420	2,270	150	7%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,129	-214	-19%
Total 6423-00 · Membership Activities	3,630	6,028	-2,398	-40%
6730-00 · Marketing Cooperative/Media	228,082	398,004	-169,922	-43%
6742-00 · Non-NLT Co-Op Marketing Program	1,377	4,010	-2,633	-66%
6743-00 · BACC Marketing Programs				
6743-01 · Year Round Shopping Campaign	0	5,450	-5,450	-100%
6743-04 · Summerlong Music Campaign	0	0	0	0%
6743-05 · Summer Mountain Campaign	0	0	0	0%
Total 6743-00 · BACC Marketing Programs	0	5,450	-5,450	-100%
7500-00 · Trade Shows/Travel	395	0	395	100%
8100-00 · Cost of Goods Sold				
51100 · Freight and Shipping Costs	836	558	277	50%
52500 · Purchase Discounts	0	-1	1	100%
59900 · POS Inventory Adjustments	478	116	362	311%
8100-01 · CGS - Other	56,727	0	56,727	100%
8100-00 · Cost of Goods Sold - Other	24,228	24,186	43	0%
Total 8100-00 · Cost of Goods Sold	82,269	24,860	57,409	231%
8200-00 · Associate Relations	904	449	455	101%
8300-00 · Board Functions	1,567	4,282	-2,715	-63%
8500-00 · Credit Card Fees	1,474	2,430	-957	-39%
8600-00 · Additional Opportunitites	10,385	0	10,385	100%
8700-00 · Automobile Expenses	810	1,266	-456	-36%
8750-00 · Meals/Meetings	206	753	-547	-73%
8810-00 · Dues & Subscriptions	2,707	3,304	-597	-18%
8920-00 · Bad Debt	0	2,043	-2,043	-100%
Total Expense	882,360	1,295,249	-412,889	-32%
Net Ordinary Income	182,017	111,708	70,309	63%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	68	93	-25	-27%
Total Other Income	68	93	-25	-27%
Other Expense				
Balancing Adjustments	0	0	0	0%
8990-00 · Allocated	0	0	0	0%
Total Other Expense	0	0	0	0%
Net Other Income	68	93	-25	-27%
Net Income	182,084	111,801	70,283	63%

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

11 - Marketing

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	137,090	148,090	(11,000)	626,272	638,522	(12,250)	2,983,682
4253-00 - Revenue- Other	1,525	0	1,525	1,525	0	1,525	0
Total Income	138,615	148,090	(9,475)	627,797	638,522	(10,725)	2,983,682
Gross Profit	138,615	148,090	(9,475)	627,797	638,522	(10,725)	2,983,682
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,273	1,667	(394)	5,386	6,667	(1,280)	20,000
5030-00 - P/R - Health Insurance Expense	3,080	4,000	(920)	13,710	16,000	(2,290)	48,000
5040-00 - P/R - Workmans Comp	172	125	47	891	500	391	1,500
5060-00 - 401 (k)	770	833	(64)	3,256	3,333	(78)	10,000
5070-00 - Other Benefits and Expenses	33	142	(108)	140	567	(426)	1,700
5000-00 - Salaries & Wages - Other	21,022	22,299	(1,277)	88,561	89,197	(636)	267,592
Total 5000-00 - Salaries & Wages	26,350	29,066	(2,716)	111,944	116,264	(4,320)	348,792
5100-00 - Rent							
5110-00 - Utilities	136	150	(14)	609	595	14	1,855
5140-00 - Repairs & Maintenance	0	75	(75)	0	300	(300)	900
5150-00 - Office - Cleaning	233	250	(18)	935	1,000	(65)	3,000
5100-00 - Rent - Other	2,124	2,229	(105)	9,102	8,917	185	27,777
Total 5100-00 - Rent	2,493	2,704	(211)	10,645	10,812	(167)	33,532
5310-00 - Telephone							
5320-00 - Telephone	517	549	(32)	2,231	2,196	35	6,588
Total 5310-00 - Telephone	517	549	(32)	2,231	2,196	35	6,588
5420-00 - Mail - USPS	0	(103)	103	29	0	29	0
5520-00 - Supplies							
5525-00 - Supplies - Computer	1,303	0	1,303	1,403	0	1,403	0
5520-00 - Supplies - Other	104	1,716	(1,612)	298	6,865	(6,567)	20,594
Total 5520-00 - Supplies	1,407	1,716	(309)	1,701	6,865	(5,164)	20,594
5700-00 - Equipment Support & Maintenance	0	13	(13)	(3)	50	(53)	150
5710-00 - Taxes, Licenses & Fees	0	13	(13)	79	50	29	150
5740-00 - Equipment Rental/Leasing	123	167	(44)	448	667	(218)	2,000
5800-00 - Training Seminars	0	750	(750)	0	3,000	(3,000)	9,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	500	(500)	1,500
5921-00 - Professional Fees - Other	0	1,125	(1,125)	0	4,500	(4,500)	13,500
Total 5900-00 - Professional Fees	0	1,250	(1,250)	0	5,000	(5,000)	15,000
5941-00 - Research & Planning	0	5,000	(5,000)	0	5,000	(5,000)	40,000
6020-00 - Programs							
6016-00 - Special Event Partnership	0	2,500	(2,500)	0	3,750	(3,750)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	0	2,500	(2,500)	0	3,750	(3,750)	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
6420-01 - 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	2,500	(2,500)	4,000	2,500	1,500	30,000
6424-00 - Event Operation Expenses	0	1,000	(1,000)	0	1,000	(1,000)	6,000
Total 6420-00 - Events	0	3,500	(3,500)	4,000	3,500	500	565,000
6730-00 - Marketing Cooperative/Media	19,102	19,102	0	201,674	201,674	0	925,000
6742-00 - Non-NLT Co-Op Marketing Program	0	22,000	(22,000)	577	44,000	(43,423)	220,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	2,000	(2,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	8,000	(8,000)	40,000
Total 6743-00 - BACC Marketing Programs	0	8,000	(8,000)	0	16,000	(16,000)	80,000
7500-00 - Trade Shows/Travel	395			395			0
8200-00 - Associate Relations	17	23	(6)	145	68	76	250
8600-00 - Additional Opportunites	830	7,917	(7,087)	7,785	31,687	(23,882)	95,000
8700-00 - Automobile Expenses	98	136	(38)	198	409	(211)	1,500
8750-00 - Meals/Meetings	0	250	(250)	16	750	(734)	2,750
8810-00 - Dues & Subscriptions	15	259	(244)	151	777	(626)	2,850
8910-00 - Travel	0	0	0	0	0	0	11,100
Total Expense	51,346	104,811	(53,465)	342,016	452,499	(110,483)	2,459,256
Net Ordinary Income	87,269	43,279	43,990	285,781	186,023	99,758	524,426
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	17	0	17	68	0	68	0
Total Other Income	17	0	17	68	0	68	0
Other Expense							
8990-00 - Allocated	47,490	43,177	4,313	147,622	186,023	(38,401)	524,426
Total Other Expense	47,490	43,177	4,313	147,622	186,023	(38,401)	524,426
Net Other Income	(47,473)	(43,177)	(4,296)	(147,554)	(186,023)	38,469	(524,426)
Net Income	39,796	103	39,694	138,227	(0)	138,227	0

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

Accrual Basis

30 - Conference

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	29,229	29,229	0	130,203	130,203	0	384,054
Total Income	<u>29,229</u>	<u>29,229</u>	<u>0</u>	<u>130,203</u>	<u>130,203</u>	<u>0</u>	<u>384,054</u>
Gross Profit	<u>29,229</u>	<u>29,229</u>	<u>0</u>	<u>130,203</u>	<u>130,203</u>	<u>0</u>	<u>384,054</u>
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	1,020	1,157	(137)	3,881	4,629	(748)	13,886
5030-00 · P/R - Health Insurance Expense	1,098	2,042	(944)	4,200	8,167	(3,967)	24,500
5040-00 · P/R - Workmans Comp	96	167	(70)	390	667	(277)	2,000
5060-00 · 401 (k)	562	500	62	2,113	2,000	113	6,000
5070-00 · Other Benefits and Expenses	47	38	10	151	150	1	450
5000-00 · Salaries & Wages - Other	15,123	14,030	1,093	54,981	56,122	(1,141)	168,365
Total 5000-00 · Salaries & Wages	<u>17,947</u>	<u>17,933</u>	<u>14</u>	<u>67,821</u>	<u>71,734</u>	<u>(3,912)</u>	<u>215,201</u>
5100-00 · Rent							
5110-00 · Utilities	90	75	15	378	300	78	900
5140-00 · Repairs & Maintenance	0	22	(22)	0	87	(87)	260
5150-00 · Office - Cleaning	172	142	31	611	567	44	1,700
5100-00 · Rent - Other	1,422	1,167	255	5,170	4,667	503	14,000
Total 5100-00 · Rent	<u>1,684</u>	<u>1,405</u>	<u>279</u>	<u>6,159</u>	<u>5,620</u>	<u>539</u>	<u>16,860</u>
5310-00 · Telephone							
5320-00 · Telephone	403	267	136	1,564	1,067	497	3,200
Total 5310-00 · Telephone	<u>403</u>	<u>267</u>	<u>136</u>	<u>1,564</u>	<u>1,067</u>	<u>497</u>	<u>3,200</u>
5420-00 · Mail - USPS	0	17	(17)	18	67	(49)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	45	(45)	0	180	(180)	540
5520-00 · Supplies - Other	77	113	(36)	207	450	(243)	1,350
Total 5520-00 · Supplies	<u>77</u>	<u>158</u>	<u>(81)</u>	<u>207</u>	<u>630</u>	<u>(423)</u>	<u>1,890</u>
5710-00 · Taxes, Licenses & Fees	45	8	37	75	33	41	100
5740-00 · Equipment Rental/Leasing	54	83	(29)	204	333	(130)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	3,709	3,709	0	26,408	26,408	0	75,000
8750-00 · Meals/Meetings	0	29	(29)	0	117	(117)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	250	(250)	750
Total Expense	<u>23,918</u>	<u>23,672</u>	<u>247</u>	<u>102,456</u>	<u>106,258</u>	<u>(3,803)</u>	<u>316,551</u>
Net Ordinary Income	<u>5,311</u>	<u>5,558</u>	<u>(247)</u>	<u>27,747</u>	<u>23,945</u>	<u>3,803</u>	<u>67,503</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	6,110	5,558	553	18,994	23,945	(4,951)	67,503
Total Other Expense	<u>6,110</u>	<u>5,558</u>	<u>553</u>	<u>18,994</u>	<u>23,945</u>	<u>(4,951)</u>	<u>67,503</u>
Net Other Income	<u>(6,110)</u>	<u>(5,558)</u>	<u>(553)</u>	<u>(18,994)</u>	<u>(23,945)</u>	<u>4,951</u>	<u>(67,503)</u>
Net Income	<u>(799)</u>	<u>(0)</u>	<u>(799)</u>	<u>8,753</u>	<u>(0)</u>	<u>8,754</u>	<u>0</u>

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

Accrual Basis

42 - Visitor Center

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	63,141	36,960	26,181	150,323	150,324	(1)	457,711
46000 - Merchandise Sales							
4502-00 - Non-Retail VIC income	118	0	118	1,250	0	1,250	0
4504-00 - Retail Revenue - Other	20	0	20	470	0	470	0
46000 - Merchandise Sales - Other	11,734	9,000	2,734	46,432	35,500	10,932	85,000
Total 46000 - Merchandise Sales	11,872	9,000	2,872	48,152	35,500	12,652	85,000
Total Income	75,012	45,960	29,053	198,475	185,824	12,651	542,711
Gross Profit	75,012	45,960	29,053	198,475	185,824	12,651	542,711
Expense							
5000-00 - Salaries & Wages							
5020-00 - PIR - Tax Expense	573	1,292	(719)	3,641	5,167	(1,526)	15,500
5030-00 - PIR - Health Insurance Expense	1,234	1,583	(350)	4,378	6,333	(1,956)	19,000
5040-00 - PIR - Workmans Comp	299	433	(135)	1,596	1,733	(137)	5,200
5060-00 - 401 (k)	313	417	(104)	1,597	1,667	(70)	5,000
5070-00 - Other Benefits and Expenses	417	82	335	463	327	136	982
5000-00 - Salaries & Wages - Other	8,276	15,568	(7,292)	41,770	62,273	(20,503)	186,818
Total 5000-00 - Salaries & Wages	11,111	19,375	(8,264)	53,444	77,500	(24,056)	232,500
5100-00 - Rent							
5110-00 - Utilities	387	583	(196)	1,446	2,333	(887)	7,000
5140-00 - Repairs & Maintenance	0	458	(458)	0	1,833	(1,833)	5,500
5160-00 - Office - Cleaning	0	358	(358)	0	1,433	(1,433)	4,300
5100-00 - Rent - Other	6,398	6,721	(323)	26,057	26,883	(826)	80,650
Total 5100-00 - Rent	6,785	8,121	(1,336)	27,503	32,483	(4,980)	97,450
5310-00 - Telephone							
5320-00 - Telephone	313	238	75	1,217	950	267	2,850
Total 5310-00 - Telephone	313	238	75	1,217	950	267	2,850
5420-00 - Mail - USPS	0	17	(17)	18	67	(49)	200
5520-00 - Supplies							
5525-00 - Supplies - Computer	0	75	(75)	0	300	(300)	900
5520-00 - Supplies - Other	449	2,917	(2,468)	1,456	11,667	(10,211)	35,000
Total 5520-00 - Supplies	449	2,992	(2,543)	1,456	11,967	(10,511)	35,900
5700-00 - Equipment Support & Maintenance	0	4	(4)	0	17	(17)	50
5710-00 - Taxes, Licenses & Fees	(6)	4	(10)	23	17	6	50
5740-00 - Equipment Rental/Leasing	98	129	(31)	353	517	(164)	1,550
5800-00 - Training Seminars	0	250	(250)	0	1,000	(1,000)	3,000
5850-00 - Artist of Month - Commissions	0	250	(250)	918	1,000	(82)	3,000
6740-00 - Media/Collateral/Production	0	1,667	(1,667)	0	6,667	(6,667)	20,000
6742-00 - Non-NLT Co-Op Marketing Program	200	1,000	(800)	800	4,000	(3,200)	12,000
8100-00 - Cost of Goods Sold							
51100 - Freight and Shipping Costs	234	125	109	836	500	336	1,500
59900 - POS Inventory Adjustments	478	0	478	478	0	478	0
8100-01 - CGS - Other	4,397	0	4,397	56,727	0	56,727	0
8100-00 - Cost of Goods Sold - Other	6,208	4,023	2,185	24,228	15,869	8,360	38,000
Total 8100-00 - Cost of Goods Sold	11,317	4,148	7,169	82,269	16,369	65,901	39,500
8200-00 - Associate Relations	0	17	(17)	0	67	(67)	200
8500-00 - Credit Card Fees	351	423	(72)	1,360	1,669	(308)	4,000
8700-00 - Automobile Expenses	24	46	(21)	83	183	(100)	550
8750-00 - Meals/Meetings	0	33	(33)	0	133	(133)	400
8810-00 - Dues & Subscriptions	0	8	(8)	0	33	(33)	100
8910-00 - Travel	0	0	0	0	0	0	1,500
Total Expense	30,641	38,721	(8,080)	169,445	154,637	14,808	454,800
Net Ordinary Income	44,371	7,239	37,133	29,030	31,187	(2,157)	87,911
Other Income/Expense							
Other Expense							
8990-00 - Allocated	8,785	7,239	1,546	27,307	31,187	(3,880)	87,921
Total Other Expense	8,785	7,239	1,546	27,307	31,187	(3,880)	87,921
Net Other Income	(8,785)	(7,239)	(1,546)	(27,307)	(31,187)	3,880	(87,921)
Net Income	35,587	0	35,587	1,722	0	1,722	(10)

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

51 - TMPI

	Oct 20	Budget	\$ Over Bu...	Jul - Oct 20	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,580	16,580	0	60,544	60,544	0	218,419
Total Income	16,580	16,580	0	60,544	60,544	0	218,419
Gross Profit	16,580	16,580	0	60,544	60,544	0	218,419
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	137	225	(88)	441	900	(459)	2,700
5030-00 · P/R - Health Insurance Expense	154	167	(13)	602	667	(64)	2,000
5040-00 · P/R - Workmans Comp	7	175	(168)	27	700	(673)	2,100
5060-00 · 401 (k)	0	167	(167)	0	667	(667)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	3	68	(64)	203
5000-00 · Salaries & Wages - Other	2,140	3,836	(1,696)	7,143	15,342	(8,199)	46,026
Total 5000-00 · Salaries & Wages	2,437	4,586	(2,148)	8,216	18,343	(10,127)	55,029
5100-00 · Rent							
5110-00 · Utilities	4	0	4	15	0	15	0
5150-00 · Office - Cleaning	9	0	9	31	0	31	0
5100-00 · Rent - Other	71	0	71	142	0	142	0
Total 5100-00 · Rent	84	0	84	188	0	188	0
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	66	0	66	0
Total 5310-00 · Telephone	18	0	18	66	0	66	0
5420-00 · Mail - USPS	0	0	0	1	0	1	0
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	0	0	3	0	3	0
5520-00 · Supplies - Other	1,804	2,083	(279)	2,049	8,333	(6,284)	25,000
Total 5520-00 · Supplies	1,804	2,083	(279)	2,053	8,333	(6,281)	25,000
5710-00 · Taxes, Licenses & Fees	0			1			
5740-00 · Equipment Rental/Leasing	0	0	0	1	0	1	0
5900-00 · Professional Fees							
5921-00 · Professional Fees - Other	6,240	6,750	(510)	18,720	20,250	(1,530)	100,000
Total 5900-00 · Professional Fees	6,240	6,750	(510)	18,720	20,250	(1,530)	100,000
8810-00 · Dues & Subscriptions	0	0	0	47	0	47	0
Total Expense	10,583	13,419	(2,836)	29,293	46,926	(17,633)	180,029
Net Ordinary Income	5,997	3,161	2,836	31,251	13,618	17,633	38,390
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,477	3,161	316	10,808	13,618	(2,810)	38,390
Total Other Expense	3,477	3,161	316	10,808	13,618	(2,810)	38,390
Net Other Income	(3,477)	(3,161)	(316)	(10,808)	(13,618)	2,810	(38,390)
Net Income	2,520	0	2,520	20,443	(0)	20,443	0

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

Accrual Basis

60 - Membership

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 • Membership Dues Revenue	11,334	10,417	918	45,353	41,667	3,686	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	1,500	(1,500)	0	1,500	(1,500)	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	200	(200)	0	200	(200)	2,000
4251-00 • Tues AM Breakfast Club - Other	0	250	(250)	0	250	(250)	4,000
Total 4251-00 • Tues AM Breakfast Club	0	450	(450)	0	450	(450)	6,000
4250-00 • Revenues-Membership Activities - Other	225	0	225	2,005	0	2,005	0
Total 4250-00 • Revenues-Membership Activities	225	1,950	(1,725)	2,005	1,950	55	72,500
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
Total Income	11,559	12,367	(808)	47,358	43,617	3,741	200,000
Gross Profit	11,559	12,367	(808)	47,358	43,617	3,741	200,000
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	267	458	(191)	927	1,833	(906)	5,500
5030-00 • P/R - Health Insurance Expense	312	667	(355)	1,491	2,667	(1,176)	8,000
5040-00 • P/R - Workmans Comp	20	33	(14)	139	133	5	400
5060-00 • 401 (k)	106	142	(36)	420	567	(146)	1,700
5070-00 • Other Benefits and Expenses	13	33	(21)	43	133	(90)	400
5000-00 • Salaries & Wages - Other	4,054	5,333	(1,280)	15,248	21,333	(6,085)	64,000
Total 5000-00 • Salaries & Wages	4,771	6,667	(1,896)	18,269	26,667	(8,398)	80,000
5100-00 • Rent							
5110-00 • Utilities	23	33	(10)	116	133	(18)	400
5140-00 • Repairs & Maintenance	0	8	(8)	0	33	(33)	100
5150-00 • Office - Cleaning	73	58	15	152	233	(81)	700
5100-00 • Rent - Other	809	638	172	2,807	2,550	257	7,650
Total 5100-00 • Rent	905	737	168	3,075	2,950	125	8,850
5310-00 • Telephone							
5320-00 • Telephone	118	121	(3)	328	483	(155)	1,450
Total 5310-00 • Telephone	118	121	(3)	328	483	(155)	1,450
5420-00 • Mail - USPS	0	10	(10)	3	40	(37)	120
5520-00 • Supplies							
5525-00 • Supplies- Computer	0	0	0	2	0	2	0
5520-00 • Supplies - Other	33	167	(134)	89	667	(578)	2,000
Total 5520-00 • Supplies	33	167	(134)	90	667	(576)	2,000
5710-00 • Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 • Equipment Rental/Leasing	74	173	(100)	252	693	(441)	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	500	(500)	0	500	(500)	1,000
6437-00 • Tuesday Morning Breakfast Club	0	188	(188)	0	188	(188)	3,000
6442-00 • Public Relations/Website	577	417	160	2,420	1,667	754	5,000
6423-00 • Membership Activities - Other	0	417	(417)	915	1,667	(752)	5,000
Total 6423-00 • Membership Activities	577	1,521	(944)	3,630	4,021	(391)	42,000
8200-00 • Associate Relations	0	13	(13)	13	50	(37)	150
8500-00 • Credit Card Fees	20	0	20	113	0	113	1,850
8700-00 • Automobile Expenses	42	33	9	71	133	(63)	400
8750-00 • Meals/Meetings	0	33	(33)	7	133	(127)	400
8810-00 • Dues & Subscriptions	10	17	(6)	104	67	37	200
Total Expense	6,550	9,492	(2,942)	25,978	35,904	(9,927)	140,500
Net Ordinary Income	5,009	2,875	2,134	21,380	7,713	13,667	59,500
Other Income/Expense							
Other Expense							
8990-00 • Allocated	2,716	2,467	249	8,442	10,628	(2,186)	29,961
Total Other Expense	2,716	2,467	249	8,442	10,628	(2,186)	29,961
Net Other Income	(2,716)	(2,467)	(249)	(8,442)	(10,628)	2,186	(29,961)

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Net Income	2,294	408	1,885	12,938	(2,915)	15,853	29,539

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	2,041	2,250	(209)	8,197	9,000	(803)	27,000
5030-00 · P/R - Health Insurance Expense	4,863	3,292	1,571	15,761	13,167	2,595	39,500
5040-00 · P/R - Workmans Comp	80	194	(114)	455	777	(322)	2,332
5060-00 · 401 (k)	684	1,250	(566)	(2,269)	5,000	(7,269)	15,000
5070-00 · Other Benefits and Expenses	60	117	(57)	588	467	121	1,400
5000-00 · Salaries & Wages - Other	31,610	33,527	(1,917)	126,517	134,107	(7,590)	402,320
Total 5000-00 · Salaries & Wages	39,338	40,629	(1,291)	149,248	162,517	(13,269)	487,552
5100-00 · Rent							
5110-00 · Utilities	150	125	25	639	500	139	1,500
5140-00 · Repairs & Maintenance	87	325	(238)	347	1,300	(953)	3,800
5150-00 · Office - Cleaning	288	250	38	1,022	1,000	22	3,000
5100-00 · Rent - Other	2,729	1,893	836	10,285	7,573	2,711	22,720
Total 5100-00 · Rent	3,255	2,593	661	12,293	10,373	1,919	31,120
5310-00 · Telephone							
5320-00 · Telephone	942	750	192	3,750	3,000	750	9,000
Total 5310-00 · Telephone	942	750	192	3,750	3,000	750	9,000
5420-00 · Mail - USPS	57	83	(27)	87	333	(246)	1,000
5510-00 · Insurance/Bonding	1,149	1,692	(543)	4,314	6,767	(2,453)	20,300
5520-00 · Supplies							
5525-00 · Supplies - Computer	0	167	(167)	202	667	(464)	2,000
5520-00 · Supplies - Other	425	603	(177)	1,074	2,410	(1,336)	7,230
Total 5520-00 · Supplies	425	769	(344)	1,277	3,077	(1,800)	9,230
5610-00 · Depreciation	97	0	97	97	0	97	0
5700-00 · Equipment Support & Maintenance	6,628	2,250	4,378	13,772	9,000	4,772	27,000
5710-00 · Taxes, Licenses & Fees	1,175	1,000	175	3,527	4,000	(473)	12,000
5740-00 · Equipment Rental/Leasing	143	417	(274)	516	1,667	(1,151)	5,000
5800-00 · Training Seminars	0	667	(667)	66	2,667	(2,601)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	120	625	(505)	1,200	2,500	(1,300)	7,500
5920-00 · Professional Fees - Accountant	12,675	1,500	11,175	15,065	24,000	(8,935)	28,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	6,500	(6,500)	19,500
Total 5900-00 · Professional Fees	12,795	3,750	9,045	16,265	33,000	(16,735)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	5,000	(5,000)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	5,000	(5,000)	15,000
8200-00 · Associate Relations	365	83	282	746	333	413	1,000
8300-00 · Board Functions	299	500	(201)	1,567	3,000	(1,433)	7,000
8600-00 · Additional Opportunities	650	2,083	(1,433)	2,600	8,333	(5,733)	25,000
8700-00 · Automobile Expenses	99	250	(151)	459	1,000	(541)	3,000
8750-00 · Meals/Meetings	6	417	(410)	184	1,667	(1,483)	5,000
8810-00 · Dues & Subscriptions	1,153	1,167	(13)	2,405	4,667	(2,262)	14,000
Total Expense	68,577	61,600	6,977	213,173	265,401	(52,228)	748,202
Net Ordinary Income	(68,577)	(61,600)	(6,977)	(213,173)	(265,401)	52,228	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(68,577)	(61,600)	(6,977)	(213,173)	(265,401)	52,228	(748,202)
Total Other Expense	(68,577)	(61,600)	(6,977)	(213,173)	(265,401)	52,228	(748,202)
Net Other Income	68,577	61,600	6,977	213,173	265,401	(52,228)	748,202
Net Income	0	(0)	0	0	(0)	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr October 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE
10.19.2020	A	Blue Lake Bear (Oyars Pagers)	100061	meeting with lodging owners	\$6.47		8750-00/70
	B						
	C						
	D						
	E						
	F						
	G						
	H						
	I						
	J						
	K						
	L						
	M						
	N						
	O						
	P						
	Q						
	R						
	S						
	T						
	U						
	V						
	W						
	X						
	Y						
	Z						
MILEAGE REIMBURSEMENT							
	Attach 1		Mileage	See Attached Mileage Report		\$0.00	8700-00-70
				Mileage Reimbursed Through Payroll			
TOTAL - CREDIT CARD EXPENSES					\$6.47		
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$0.00	

Signed By: Jeff Hentz
 Date: 11/10/2020

Approved By: _____
 Date: _____

ACCOUNTING					
DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
11/4/20 04		BB	11/11/2020		


BANK OF THE WEST
BNP PARIBAS

 BANKCARD CENTER
 PO BOX 84043
 COLUMBUS GA 31908-4043

MEMO STATEMENT

Account Number	XXXX-XXXX-0150-4616
Statement Date	OCT 28, 2020
Total Activity	\$6.47

 ** 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	\$6.47		\$0.00		\$0.00		\$6.47

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
10-19	10-16	55310200291091149000590 Tax ID: 811831275 Mer Zip: 96145	BLUE LAKE BEAR INC TAHOE CITY CA	6.47

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$6.47
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	OCT 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
	Disputed Amount	Total Activity	\$6.47
	\$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.

Mts Rob Hentz
TBID

Zuri Coffee Co.

11357 Donner Pass Road, Oct 28, 2020
Suite G 9:55 AM
Truckee, CA 96161

PURCHASE

Authorization 027910
Receipt HhzC

MASTERCARD
AID A0 00 00 00 04 10 10

TO GO

Cooler Drinks \$1.55
Water \$0.00

Latte \$5.35
12 oz, Extra Flavor (\$0.50), Soy Milk (\$0.60)

Apple Strudel \$4.75

Coffee \$2.95
16 oz

Subtotal \$14.60
Tip \$2.19

Total \$16.79
MasterCard 4616 (Chlp) \$16.79
Jeffrey Hentz

ON NOV 2020 STATEMENT

TBID Mts w/ Lodging General

BLUE LAKE BEAR INC

660 N LAKE BLVD
TAHOE CITY, CA 96145
8182070287

SID'S

BAGELRY

DINE IN

jeff

Cashier: C.h.
16-Oct-2020 11:29:20A

Transaction 100061

1 Caramel Latte \$4.60
Soy Milk \$0.75

Subtotal \$5.25
Sales 7.25000% \$0.38

Total \$5.63
Tip \$0.84

CREDIT CARD SALE \$6.47

MASTERCARD 4616

Station: pos counter

16-Oct-2020 11:30:53A

\$6.47 | Method: EMV

MASTERCARD XXXXXXXXXXXXX4616

JEFFREY HENTZ

Reference ID: 029000668028 | Auth ID:
097980

MID: *****3886

AID: A0000000041010

AthNtwkNm: MASTERCARD

SIGNATURE VERIFIED

Order VY42ZC6SRAAM0
Payment 95YEQRJCF9ZM8

Clover Privacy Policy
<https://clover.com/privacy>

A



MEMORANDUM

Date: November 20, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: North Tahoe Shop & Win Holiday Contest

Action Requested:

Approval of The Abbi Agency scope of work for the in-market North Tahoe Shop & Win Holiday Contest campaign.

Background:

The In-Market Tourism Development and Tourism Development Committees have a \$20,000 annual budget dedicated to promoting shopping within the region. The committees asked staff to move forward on a holiday shopping promotion utilizing the Goosechase App which was funded with NLTRA event funding to support the summer TCDA Explorathon event. The goals of the contest are to encourage shopping during the holiday season to both visitors and locals, to educate on the importance of shopping locally, to encompass as many business sectors as possible and to create an engaging "event" that lasts for the holiday season.

The North Tahoe Shop & Win scavenger hunt will take place from Nov. 28, 2020 (Small Business Saturday) through the end of the holiday season, Jan. 3, 2021. Participants can join the free contest at any time, where they will access 100+ challenges designed to drive them throughout the region and encourage shopping both with traditional retail locations and with other lines of business via gift cards and online shopping. Prizes will be awarded on a weekly basis and the team with the most points at the end will win a prize. Prizes will be a mix of donated product and purchased gift cards.

The scope of work includes creative design of business and consumer education collateral, social media ad design, a radio script, media placement (social and local radio) and management. Staff is creating content and will distribute through all owned channels.

Both the In-Market Tourism Development and Tourism Development Committees have approved the plan and scope of work.

Fiscal Impact:

The budget has already been approved in the 20.21 FY annual budget and has been allocated for shopping initiatives. The contest scope of work is valued at \$12,700.

Attachments:

The Abbi Agency North Tahoe Shop & Win Holiday Contest Scope of Work Agreement

Client Name: North Lake Tahoe Resort Association
Project Name: North Tahoe Shop & Win Holiday Contest
Service: Creative, Social Media
Timeline: November 2020 - January 2021
Completed by: Connie Anderson

BACKGROUND

SITUATIONAL ANALYSIS

North Lake Tahoe looks to encourage local shopping in 2020 by providing a more interactive experience for locals and in-market visitors via the Goosechase application. Additionally, the 2020 campaign seeks to bring back many tactics of the in-market holiday shopping contests that benefits local businesses. These businesses may include:

- Retailers
- Non-traditional retailers (ex. entertainment venues, restaurants, health & wellness outlets, etc. – anyone who sells gift cards or virtual experiences)

GOAL

The North Lake Tahoe in-market shopping campaign aims to highlight the unique shopping experiences of local retailers in North Lake Tahoe while encouraging purchases.

OBJECTIVES

1. App Participation
2. Social Media Engagement
3. Ad Impressions or Engagement

TARGET AUDIENCE

The target audience will be in-market visitors, second homeowners and locals.

Critical to the success of the campaign will also be engaging local stakeholders such as business owners and employees to share information about the campaign.

PROJECT OVERVIEW

STRATEGIES / TACTICS

Creative Execution:

- In-shop flyer: One 8x11" flyer to provide campaign overview and instructions with QR code (TAA to create QR code) for app download. "Holiday Shopping Contest" to be laid out in a typographic expression to be used throughout all campaign elements. Content to be written by NLTRA staff with creative design by TAA. 1 concept, 2 rounds of edits. Final file will be delivered as a print-ready .pdf
 - Budget: \$1,000
 - Timeline: 1-2 weeks from signature approval
 - 1 week for management and content
 - 1 week for design
- Edits to be turned around within 1-2 days after feedback is received

-
- Campaign Sign: 8x11" printable sign that messages "I shop in North Lake Tahoe" to encourage social sharing and to be utilized in Contest challenges
 - Budget: \$500
 - Timeline: 1-2 weeks from signature approval
 - Note: budget includes design, not lamination or printing.
- Toolkit: Digital toolkit for local business associations and shop owners with graphic assets for use, FAQ consumer messaging. Client to provide content for FAQ. Abbi Agency to edit and add as needed.
 - Budget: \$1,500
 - Timeline: 1-2 weeks from signature approval
 - 1 week for management and content
 - 1 week for design

Edits to be turned around within 1-2 days after feedback is received
- Splash Page: The Goosechase Splash Page is the first full screen item they see when they enter the contest and will be designed to reflect the campaign design.
 - Budget: \$150
- Square Event Image: The square event image in Goosechase will help represent the campaign while searching for events.
 - Budget: \$150
-

Advertising:

- Radio Scripting: Draft of a 30 second radio script
 - Budget: \$600
 - Timeline: 1 week from signature approval

Social Media:

- Graphic Design, Digital Ad Creation: Creation of social media ads to encourage download and participation in the contest. Design will include a carousel ad featuring different contests and ways to support local businesses. It may also include highlighted story ads.
 - Budget: \$1,200
 - Timeline:
 - 1 week for development
 - 1 week for client approval

Project Management:

- Reporting and ongoing communications with client re: project progress and success
 - Budget: \$1,500



EVALUATION

The Abbi Agency will create a series of UTMs to track the traffic of various outreach methods to the app, these UTMs include:

1. Partner referral links
2. In-store links
3. Boosted posts & paid advertising
4. Organic posting/traffic from Go Tahoe North

TIMELINE

The contest will run from November 28, 2020 (Small Business Saturday) to January 3, 2021. However, promotions for the contest will begin earlier in mid-November to encourage early app downloads as well as bring awareness and excitement to the contest.

BUDGET

By signing this Scope of Work, NLTRA 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.

Creative Execution

In-shop flyer	\$1,000
Campaign Sign	\$500
Toolkit	\$1,500
Splash Page	\$150
Square Event Image	\$150

Advertising

Radio Script	\$600
Media Buy	\$6,100
<i>Radio: KTKE</i>	\$2,600
<i>Social Media</i>	\$3,500

Social Media

Social Media Ads	\$1,200
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Project Management

Reporting, Management	\$1,500
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Total Budget	\$12,700
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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

Jeffrey Hentz, CEO, North Lake Tahoe Resort Association

(Sign/Date)

Ty Whitaker, CEO, The Abbi Agency

(Sign/Date)



MEMORANDUM

Date: November 20, 2020

TO: NLTRA Board of Directors

FROM: Katie Biggers, Sr. Event Specialist

RE: 2021 Special Event Partnership Funding Allocation Recommendations

Action Requested:

Review and approval of 2021 Special Event Partnership Funding allocation recommendations.

Background:

Applications for funding of events taking place in 2021 were submitted on October 16th. A selection panel reviewed applications and met with all applicants before making funding recommendations based on existing criteria. All applications can be found here:

https://www.dropbox.com/sh/kgbu9d35bwqhtmd/AACW93E0pv_vE7HlahSHsm9xa?dl=0

2020-21 Panel

Cameron Calvert- Squaw Valley Neighbourhood Company (NEW)
Kristen Bartlett- Squaw Valley/Alpine Meadows (NEW)
Stephanie Hoffman- Granlibakken
Wendy Hummer- EXL Media (NEW)
Sean Chango - Chango Presents
Karin Schwarz -Tahoe Getaways (NEW)

Fiscal Impact:

\$40,000 per the Partnership Funding

The current budget has a line item of \$50,000 budgeted for this purpose.

The panel also made recommendations on events to receive some Opportunistic Funds but this needs to be further vetted by the Tourism Development committee, so no official funding recommendations are being made at this time. We will bring those individually to the TD committee.

Attachments:

- Partnership Funding Recommendations Spreadsheet

2021 Partnership Funding Presentations										
	Event	Presenter	Event Dates	Location	Amount Requested 19	Awarded 19	Amount Requested 20	Awarded 20	Amount Requested 21	Amount Requested 21- Panel Projected
1	Homewood - Pride	Lisa Nigon	March 26-28, 2021	Homewood Mountain Resort			\$5,000	\$5,000	\$5,000	\$5,000
2	Homewood - Halloweekends at Homewood	Lisa Nigon	October 22-24, 2021	Homewood Mountain Resort	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
3	Homewood - Tahoe 200 Running Festival	Lisa Nigon	September 10-12, 2021	Homewood Mountain Resort	\$10,000	\$2,500	\$3,100	\$2,500	\$3,100	\$0
4	Snowfest	Bryn Merrell	February 26-March 7, 2021	North Shore - Lakeside	\$5,000	\$5,000	\$8,000	\$5,000	\$5,000	\$0
5	High Sierra Archery	Justin Stang	June 12-13th, 2021	Homewood Mountain Resort					\$8,000	\$5,000
6	Lake Tahoe Dance Collective	Christin Hanna	July 28-30, 2021	Gatekeeper's Museum/Homewood	\$20,000	\$5,000	\$20,000	5000, 15k Opps	\$25,000	\$5,000
7	Tahoe XC - Alpenglowl 20k Race	Meghan Robins	February 21, 2021	Tahoe XC					\$4,300	\$0
8	TCDA Golf Scramble Event	Kylee Bigelow	Sept/Oct 2021	Tahoe City					\$5,000	\$5,000
9	Lake Tahoe Paddle Racing Series	Jay & Anik Wild	July 24 - August 28&29 - September 18&19 2021	Carnelian Bay, Sunnyside, Meeks Bay, Tahoe Vista	\$10,000	\$5,000	\$10,000	\$5,000	\$8,000	\$5,000
10	TaHoeNalu	Ernie Brassard	August 7-8, 2021	Kings Beach State Recreation Area	\$5,000	\$2,500	\$5,000	\$2,500	\$5,000	\$3,000
11	Skate the Lake	Kim/Lisa	August 2021	Commons Beach	\$10,410	\$5,000	\$12,000	\$5,000	\$12,000	\$6,000
12	Hike for Parks	Denise Tran	Memorial day - July 4	NLT					\$2,500	\$0
	Total				\$147,895	\$53,000	\$49,100		\$88,900	\$40,000

2020-2021 Partnership Funding Panel										
Cameron Calvert- Squaw Valley Neighbourhood Company - Squaw/Heavy Event Opps										
Kristen Bartlett- Squaw Valley/Alpine Meadows (NEW) - SVAM/Event Sponsorship										
Stephanie Hoffman- Granlibakken -BOD / West Shore/Lodging										
Wendy Hummer- EXL Media (NEW) -TD/Mkt										
Sean Chango - Chango Presents- (NEW) NTBA/KB/Event Professional										
Karin Schwarz -Tahoe Getaways (NEW) - Northstar Background/Event Background										



MEMORANDUM

Date: 12.2.2020

TO: North Lake Tahoe Resort Association Board of Directors

FROM: Sarah Winters

RE: Tourism Development Committee Applications & Open Seats

Action Requested:

On November 17, 2020, the Tourism Development Committee reviewed all applications for open and expiring seats on the committee. The below recommendations have been reviewed and voted on by the Tourism Development Committee. Today, we are looking for the Board of Directors to review and approve the below recommendations.

- Pool A: The current seats are set to expire in December 2020.
 - (4) seats
- Pool C: There are open seats due to committee members resigning early.
 - (3) open seats for the two-year term

The North Lake Tahoe Tourism Development Committee is recommending:

- Pool A:
 - Three out of the four committee members expressed interest in renewing their terms. The committee is recommending renewal for:
 - Seat 1: Christine Horvath, Squaw Valley | Alpine Meadows
 - Seat 2: Brit Crezee, Sierra Sotheby's
 - Seat 3: Carlynne Fajkos, Tahome Marketing
 - That leaves (1) vacant seat:
 - Seat 4: New applicant, Susan Whitman, Northstar California
- Pool C:
 - Seat 1: Kressa Olguin, Hyatt Regency, Lake Tahoe
 - Seat 2: Ray Villaman, Tahoe Restaurant Group
 - Seat 3: Melisaa Burin, The Ritz-Carlton, Lake Tahoe
 - Adding a new 4th seat: Vinton Hawkins, MJD Capital Partners

Attachments:

Please see the attached applications for review.

2021 Tourism Development Committee Members with Term Lengths

Pool A – Expire at the end of 2023

1. Christine Horvath – Squaw Valley | Alpine Meadows (Marketing, Events)
2. Carlynne Fajkos – Tahome Marketing Agency (Marketing)
3. Brit Creeze – Sierra Sotheby's (PR, Marketing, Sales)
4. Susan Whitman – Northstar California (PR)

Pool B – Expire at the end of 2021

5. Amber Kennedy – Tahoe Getaways (Marketing)
6. Becky Moore – Granite Peak/Squaw Valley Lodge (Sales, Marketing)
7. Wendy Hummer – EXL Media (Marketing)
8. Tyler Gaffaney – Biltmore (Marketing, Sales)

Pool C – Expire at end of 2022

9. Kressa Olguin, Hyatt Regency, Lake Tahoe (Marketing, PR)
10. Ray Villaman, Tahoe Restaurant Group (Small Business Representation/Ownership)
11. Melissa Burin, The Ritz-Carlton (Marketing/PR)
12. Vinton Hawkins, MJD Capital Partners representing Inn at the Boatworks (Law and Small Business representation)

Board Members

13. Brett Williams – Agate Bay Reality (Marketing, Sales)

In light of Susan Redding's resignation from her position on the Tourism Development Committee, I'd like to submit my resume for consideration of her chair position for 2021.

I have been with Hyatt Hotels for almost 14 years, specifically with Hyatt Regency Lake Tahoe Resort Spa, and Casino for nearly 3 years of those years. I've enjoyed getting to know the many businesses and people within our community and hearing the different opinions of how tourism affects our North Lake Tahoe town. Being a large link in that tourism chain I'm deeply interested in learning more about our own growth and understanding how I can participate in regional standpoint to contribute to the growth of our community with care and consideration.

While my role with Hyatt has been a Marketing Manager working closely with our public relations team for the past 5 years, I have previous experience in both the Leisure and Group sides of sales for hotels and resorts. I feel an understanding of leisure business and the contractual side of business may help me serve as an excellent member of this committee.

I thank you for your time and consideration. Should you have any questions about my intentions or qualifications, please do not hesitate to reach out.

Kressa Olguin

KRESSA OLGUIN

918 Wendy Lane #2, Incline Village, NV 89451 | 209.605.8333 | kressa.olguin@hyatt.com

SUMMARY

Highly personable individual with a strong work ethic looking to utilize expertise and passion for marketing, sales and the community for the North Lake Tahoe destination.

QUALIFICATIONS

- Motivated self-starter with active social presence and familiarity with relevant social platforms
- Strong communicator with public, colleagues, clients and Leadership Committee members
- Passionate about discussions and interactions on social platforms to promote North Lake Tahoe
- Easily adapts to changes in strategies, brand standards and co-op initiatives

Hyatt Regency Lake Tahoe Resort, Incline Village, NV

Marketing Manager, 2017-Current

- Partnered closely with revenue director and sales managers to create successful room generating strategies
- Liaised with contracted partners such as public relations, strategic SEO partners, and social media advisory to ensure resort is staying at the forefront of resort reputations
- Entrusted with developing and deploying marketing strategies including budgeting, ROI/ROAS analysis, and processing monthly expenses
- Coordinated all media and FAM itineraries and ensure flawless executed stays, distributed site alerts, and other PR/social marketing materials to operational teams

Hyatt Regency Austin, Austin, TX

Marketing Manager, 2016-2017

- Actively engaged in weekly strategy meetings to plan for hotel's need periods and promotions
- Support sales and events efforts through collateral needs and special promotions
- Effectively communicate upcoming events to hotel team such as FAM's, filming or photography shoots
- Conduct monthly meetings to keep managers advised of ongoing marketing efforts
- Collaborate with public relations team to ensure hotel stays in the forefront of Austin reputations
- Monitor all online content to ensure accurate, updated information is presented and reviews are responded to
- Closely work with the F&B team to promote local events, new menus and daily specials
- Create and deploy local marketing tactics in accordance with corporate branding and tracking strategies
- Design and distribute collateral for all departments using Adobe programs: InDesign, Illustrator & Photoshop
- Liaise with digital marketing team to ensure hotel webpage is performing at optimal levels and content is relevant
- Build local relationships with Austin businesses to ensure hotel remains in good standing with community

Hyatt Regency Monterey Hotel & Spa, Monterey, CA

Sales Manager, Groups, 2015-2016

- Design, distribute and implement best practices for hotel communication
- Coordinate on-property Familiarization tours to educate potential clients & partners on hotel's selling points
- Facilitate in-market events and visits to open introductions for potential clients and partners
- Solicit and book business with new and repeat groups for needed dates
- Utilized understanding of rate tiers, need periods, revenue tools, and historical data in quoting group rates to best revenue manage

Hyatt Regency Maui Resort & Spa, Lahaina, HI

Sales Manager, Leisure /Social Media 2013-2015

- Worked with Marketing Manager to put best practices in place to comply with Corporate standards
- Responsible for managing online travel website content, rates and promotions
- Forge new relationships with individual travel agents, wholesale accounts, product managers, and potential corporate accounts while managing current relationships
- Issue monthly sales recap for Hyatt directors and hotel owners for all transient business
- Collaborate with Hawaiian Tourism Authority on Familiarization Tours to generate hotel and island-wide growth

Hyatt Regency Maui Resort & Spa, Lahaina, HI

Administrative Assistant, Sales, 2010-2013

- Provided support and open communication open between travel agents and a team composed of 3 mainland sales managers and 2 on-property sales managers
- Entrusted with temporary assistance to the General Manager in his administrative's absence
- Aided hotel with graphic/printing support in the absence of a Marketing/Graphics manager

Hi Anna,

Attached is my bio and description of our local involvement with various non-profits. I currently own, Tahoe Restaurant Group, consisting of : Fireside Pizza - Squaw Valley, Rubicon Pizza - Northstar, Base Camp Pizza - Heavenly Village, and Azul Latin Kitchen - Heavenly Village.

I recently spoke to Jeffrey regarding the TBID and various board roles, and thought I would start supporting NLTRA by volunteering on this committee. I am open to either the 2 year or 4 year seat.

Our Tahoe Restaurant Group is one of the top employers in this region, with more than 400 team members and over \$20 million in revenue (2019). I have extensive experience in restaurant marketing and PR for the past 25 years.

Please feel free to contact me at : 530.448.9333, should you have any questions.

Thank you,

Ray Villaman

Ray Villaman is currently the President/CEO and owner of Tahoe Restaurant Group, including Base Camp Pizza, which was recently named one of the top 25 pizzerias in the country by USA Today (#4).

Additionally, Ray has a Board of Director role with:

- The California Restaurant Association,
- Aaware, Inc. (specializing in Voice technology),
- Rockless Table, LLC,
- and is an advisor to SpotOn, Inc. (a next gen Point of Sale provider)

Ray was recently a board member with United Enterprise Fund (NYC), a private equity fund specializing in restaurant franchise investments. Ray has assisted with deal flow, due diligence, and participated with deal structure/ financing for numerous investments.

Ray is also a recognized national speaker and has presented in Chicago, Scottsdale, Los Angeles, Las Vegas and Orlando. Ray delivered the keynote address at the Restaurant Leadership Conference, guest speaker at the National Restaurant Convention (5 of the last 10 years), and will be presenting at the Nightclub & Bar convention this year.

In 2005, Ray was the CEO/President for Blimpie International (over \$300 million in revenues), a 1600 unit franchisor based in Atlanta, Georgia (and board member 2003-2006). Ray was responsible for Blimpie's corporate restructuring, return to a cash flow positive position, and sale of Blimpie franchising assets to Kahala Corporation.

As a veteran restaurant executive, Ray's twenty-five plus years in operations include more than 200 store openings and direct responsibility for strategic growth. Ray has held corporate and management positions with several national chains: Bennigan's, California Pizza Kitchen, Boston Market, Blimpie International and World Wrapps. As an active angel investor, Ray has also been co-founder or invested in: The Customer's View, Inc., FreshTxt, Inc., Menus.com, and Mobi Munch.

Based in Lake Tahoe, Ray lives with his wife, Christine, and two boys – Jacob (19) and Nicholas (17). Ray is very active with the local International Rotary chapter as well as numerous non-profits including: Tahoe Women Services, Big Brother/Big Sister, Project Mana, Family Resource Center, Adventure Risk Challenge, High Fives and many others. To date, these organizations have received over \$100,000 in support from the Tahoe Restaurant Group.

November 9, 2020

To the NLTRA organization and the Tourism Development Committee,

As vital part of the North Lake Tahoe community, The North Lake Tahoe Resort Association is a catalyst for sharing the region's vibrancy and generating demand. As a hospitality expert, with thirteen years of hospitality experience, I believe I would be an ideal member of the NLTRA Tourism Committee.

I am the Senior Marketing Manager supporting The Ritz-Carlton, Lake Tahoe. With my experience, I will lend a unique perspective to the committee. I have worked as an on-property marketing manager and most recently, a regional marketing position supporting luxury hotels across the Midwest. In my regional positions, I maintained strong partnerships with local Chamber of Commerce to ensure I was driving the correct messaging for my hotel's and the region.

With connections to the Marriott and The Ritz-Carlton corporate teams and my strong marketing and sales background I would be the ideal candidate for the NLTRA Tourism Committee.

I appreciate your consideration.

Kind Regards,

Melissa Burin

Senior Marketing Manager, The Ritz-Carlton, Lake Tahoe

Melissa.Burin@marriott.com

847.436.3586

IVENESSA A. BURIN
440 North Wabash Chicago, IL 60611 847.436.3586

SUMMARY OF QUALIFICATIONS

A marketing professional specializing in the development and execution of strategic marketing plans, implementation of data driven marketing tactics, and driving brand awareness.

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Marriott International

- Manages a portfolio of three Ritz Carlton hotels
- Manages and executes property specific marketing plans, robust digital strategies, PR and Social media strategies
- Oversees on property activations and food and beverage strategies

Luxury Account Manager

June 2019-September 2020

Marriott International

Chicago, IL

- Executed and delivered marketing strategies for seven luxury properties in the Midwest with a combined marketing budget of \$18M
- Established luxury brand team partnership to grow brand awareness nationally/internationally
- Grew digital paid media performance by 35% with an attributed revenue of \$4.6M
- Managed and executed robust digital marketing tactics for portfolio
- Executed robust B2B and B2C regional/national campaigns
- Grew hotel loyalty contribution by 45% across portfolio
- Managed a team including digital, creative, and content marketing team members

Marketing Manager

November 2016-December 2017

Marriott International

Chicago, IL

- Executed and delivered marketing strategies for 24 properties in the Midwest, combined marketing budget of \$8.5M
- Assisted in leading regional team with hotel integration during Starwood/Marriott merger
- Reached hotel's year end KPIs and grew overall digital performance by +32 YOY
- Managed a team including digital, creative, and content marketing team members
- Launched new hotel loyalty marketing program post company integration
- Executed robust B2B and B2C regional/national campaigns

Marketing Coordinator

March 2015- November 2016

Renaissance Chicago Downtown Hotel

Chicago, IL

- Led team through a \$32 million renovation
- Developed and executed several large-scale events, growing hotel/brand awareness by +110%
- Increased hotel's digital presence by +300%

EDUCATION

B.S. Family Studies and Human Development

2010

University of Arizona

IVIESSA A. BURIN
440 North Wabash Chicago, IL 60611 847.436.3586

MBA, Integrated Marketing Communications
Roosevelt University Chicago, IL

2016

NOTABLE AWARDS/RECOGNITIONS

2017 Employee of the Year- Renaissance Chicago Downtown Hotel
2017 J.W. Willard Excellence Award Nominee
2019 100% Stakeholder Satisfaction Survey- Personal Portfolio

Dear Anna,

I am very interested and excited to throw my hat in the ring for the opportunity to vie for a seat on the NLTRA Tourism Development Committee. As one of representatives and equity partners in the ownership entity of the Tahoe City Inn (now The Inn at Boatworks) and the Boatworks Mall and commercial condo I feel it is important that I reach out to the community that gives so much to me. Being on this committee will provide the opportunity for me "to pay it forward". I believe I can add value based on my past experience and the local experience gained from our existing operations and the future redevelopment plans we are bringing forward with Placer County and TRPA.

My family has been visiting the Tahoe basin since the early 1900s setting roots down in 1924 when my great grandfather bought his first property on the East shore. Generations of my family have enjoyed and celebrated being a part of the Tahoe community since before I can remember. I carry on that love of the area and community and live and work here full time.

I sincerely hope the NLTRA Board will consider me for a seat on the Committee.

Vinton Hawkins

General Counsel, Project Manager, MJD Capital Partners

e: vinton@mjdcp.com | w: www.mjdcp.com

a: The Boatworks at Lake Tahoe, 760 N Lake Blvd, Tahoe City, CA 96145

P.O. Box 796, Tahoe City, CA, 96145



Vinton Hawkins: MJD Development / MJD Capital Partners

Vinton began his legal and real estate career working as General Counsel for a national commercial surplus lines insurance company specializing in developer, general contractor and sub-contractor liability insurance. He was responsible for a multi-million dollar legal budget and litigated and mediated complex construction defect cases over his twenty plus year legal profession. He managed and counseled the organization's multi-state real property department handling all company acquisitions. Before leaving to focus exclusively on real estate development he was the Senior Vice President/General Counsel helping grow the Company annual revenue from \$5 million to over \$100 million.

Vinton worked the next twelve years predominately in the Sacramento area as a partner in a development and mitigation banking firm and was responsible for real property acquisitions, development planning, contract formation, and land entitlement, management and sales.

In 2019 Vinton joined MJD Development/Capital Partners as General Counsel for the focused acquisition of the Boatworks Mall and adjacent properties. He is a partner and equity stakeholder in the Boatworks at Tahoe, LLC owner entity and oversees acquisitions, entitlements and project management.

Vinton holds a B.A. from University of Southern California Marshall School of Business and a J.D. from University of the Pacific, McGeorge School of Law. He is licensed to practice in California and Nevada.



November 6, 2020

To Whom It May Concern,

I am writing to express my strong interest in joining the NLTRA Tourism Development Committee. As the Communications Manager for the Tahoe Region of Vail Resorts, based at Northstar, I am looking forward to the opportunity of joining the committee and lending my perspective to help drive tourism to the North Lake Tahoe region. Given my experience as part of the Northstar leadership team and background in public relations and communications, I would be a strong fit for this role.

As Northstar's Communications Manager, I support the resort's communications strategy and contribute to Heavenly and Kirkwood's, as part of the Tahoe Region of Vail Resorts. My responsibilities include earning media coverage in key target markets, managing press inquiries, developing proactive and reactive statements, serving as a company spokesperson, providing PR counsel on social media and web channels, and advising resort leadership on all communication matters. I work directly with members of the media to ensure the greater Vail Resorts' corporate narrative is reflected in coverage, and the resorts are represented fairly in critical markets, such as San Francisco, Los Angeles, Sacramento, Reno, and Tahoe. My daily tasks position me well as a member of the NLTRA Tourism Development Committee. I'd be delighted to collaborate with community stakeholders to help assess opportunities and increase awareness for the North Lake Tahoe Region.

Thank you for your consideration. I look forward to discussing the opportunity with you further.

Sincerely,

Susan Whitman

Manager, Communications – Tahoe Region

Heavenly | Northstar | Kirkwood

sswhitman@vailresorts.com

(203)918-6584

SUSAN WHITMAN

Public Relations Professional

+1 203 918 6584

susan.whitman922@gmail.com

Truckee, CA 96161

Linkedin.com/in/susan-s-whitman



EDUCATION

Boston University
College of Communication
B.S. Communication
Public Relations Specialization
Class of 2016

SKILLS

PROFESSIONAL

Media Relations
Public Speaking
Professional Writing
Creative Writing
Event Planning
Social Media Content Creation
Blogging
Editing
Account Management
Research
Problem Solving

TECHNICAL

Microsoft Office
Adobe Photoshop
Cision
Mellwater
Campaign Monitor

AFFILIATIONS

Member
Senior Leadership Team
Northstar California Resort

Captain
Vail Resorts Diversity, Equity and
Inclusion Committee
Northstar California Resort

Member
Head of School's Visiting Council
Williston Northampton School

Member
New York Women in
Communications (NYWICI)

INTERESTS

Outdoor Recreation
Wellness
Women in Leadership
Photography
Social Impact
Business
Travel
Music
Literature and Writing

ABOUT

Experienced public relations professional who is passionate about using communication tactics to tell stories about the businesses, leaders, and programs driving positive change in today's world. Areas of expertise include strategic media relations, internal and external communications, reputation and brand management, and crisis public relations. Background in business public relations for industries such as social impact and sustainability, financial technology, healthcare, lifestyle, consumer goods, and hospitality. Strong media relationships and understanding of the media landscape. Uses a global perspective to inform decision making. Authentically demonstrates and encourages leadership, collaboration, and mentorship within teams.

WORK EXPERIENCE

Communications Manager, Tahoe Region Vail Resorts | Truckee, CA | July 2019 - Present

Manages the communications strategy for the Tahoe Region of Vail Resorts, based at Northstar California Resort. Successfully drives positive media coverage by earning media placements and building relationships with journalists in key markets such as the San Francisco Bay Area, Los Angeles, Sacramento, Reno, and Tahoe. Serves as company spokesperson and media trains internal stakeholders to be prepared and feel confident during interviews. Advises leadership on all media and communications matters. Provides PR perspective to social and web channels.

- Successfully places multiple stories in KPI outlets such as [ABC 10](#), [San Francisco Chronicle](#), [Forbes](#), and [Sierra Sun](#)
- Develops and executes communications strategies such as a companywide internal communications plan for all of Vail Resorts in the wake of the novel COVID-19 crisis
- Implements visible leadership plans to promote vice presidents and general managers of resorts, which result in positive story placements, such as this [ABC \(KOLO 8\)](#) story
- Leads communications efforts such as Northstar's updated parking management plan, spearheading the 'Parking Innovation Team,' and works closely with resort and company stakeholders to control the public message
- Creates tailored media trips and visits for journalists to experience each resort, and itineraries that highlight key brand messages
- Collaborates with brand equity and brand experience teams to ensure communication channels are streamlined

Senior Account Executive, Corporate Executive freuds | New York, NY | October 2017 - June 2019

Managed teams on the Mars, Inc., Gerson Lehrman Group, and Ernst & Young global, corporate accounts as well as multiple other special projects for companies in the brand and reputation hub such as sbe Hospitality Group, Anheuser Busch InBev, and Evian. Focused on clients' sustainability, social impact, and executive visibility public relations efforts. Supported the growth of freuds NYC office by developing the culture and supporting new business pitches as the first U.S. hire. Effectively worked with clients, team members, and agency partners across countries, continents, and time zones, and played an integral client-facing role on account teams as a lead agency liaison. Promoted within first year.

- Built relationships and collaborated with members of media to land successful coverage for clients in global publications including [New York Times](#), [Forbes](#), and [USA Today](#)
- Successfully drove the 'Women of Mars' campaign each year, which showcased the stories of women across the Mars business units and was timed with Women's History Month and International Women in Science Day. The campaign garnered significant qualitative and quantitative results annually
- Supported clients with media training, event coordination, and media inquiries around the United Nations General Assembly, a critical event for clients to demonstrate purpose initiatives and connect with international stakeholders, which took place annually at the UN Headquarters in New York City

Assistant Account Executive Ogilvy | New York, NY | December 2016 - October 2017

Supported leadership on the executive visibility and Opdivo work streams of Ogilvy's flagship healthcare account, Bristol-Myers Squibb. Assisted in the coordination of Bristol-Myers Squibb's sponsorship in *The Atlantic's* AtlanticLIVE event series, [Cancer and the Community](#), as well as other high-profile events for corporate thought leadership.

Account Coordinator

Wachsmann | New York, NY | June 2016 - December 2016

Supported all client accounts for Wall Street's leading financial technology communications firm through assisting teams with media relations, social media, and event planning.

Internship Experience | Boston, MA

Gained invaluable public relations and communications experience during undergraduate career:

- Andonia PR | January 2014 - April 2016
- People Making Good PR | January 2016 - April 2016
- O'Neill and Associates | May 2013 - August 2013

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1616 Units ('DestiMetrics Census**') and 50.04% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2020/21	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Oct) changed by (-13.7%)	Occupancy (Oct) :	35.2%	40.8%	-13.7%
North Lake Tahoe ADR for last month (Oct) changed by (37.2%)	ADR (Oct) :	\$ 291	\$ 212	37.2%
North Lake Tahoe RevPAR for last month (Oct) changed by (18.5%)	RevPAR (Oct) :	\$ 103	\$ 87	18.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Nov) changed by (-1.9%)	Occupancy (Nov) :	25.3%	25.8%	-1.9%
North Lake Tahoe ADR for next month (Nov) changed by (56.7%)	ADR (Nov) :	\$ 362	\$ 231	56.7%
North Lake Tahoe RevPAR for next month (Nov) changed by (53.7%)	RevPAR (Nov) :	\$ 92	\$ 60	53.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-29.1%)	Occupancy	39.0%	55.1%	-29.1%
North Lake Tahoe ADR for the past 6 months changed by (29.4%)	ADR	\$ 424	\$ 328	29.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-8.3%)	RevPAR	\$ 166	\$ 181	-8.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-24.3%)	Occupancy	14.8%	19.6%	-24.3%
North Lake Tahoe ADR for the future 6 months changed by (36.3%)	ADR	\$ 462	\$ 339	36.3%
North Lake Tahoe RevPAR for the future 6 months changed by (3.1%)	RevPAR	\$ 69	\$ 66	3.1%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2020 vs. Previous Year				
Rooms Booked during last month (Oct,20) compared to Rooms Booked during the same period last year (Oct,18) for all arrival dates has changed by (12.8%)	Booking Pace (Oct)	9.0%	7.9%	12.8%

* 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 October 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 10/31/20:	\$1,098,382	\$3,375,698	-67%
Number of Room Nights:	4,958	16108	-69%
Number of Delegates:	2196	7934	-72%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>October-20</u>	<u>October-19</u>	
<u>Number of Groups Booked:</u>	<u>2</u>	<u>7</u>	
Revenue Booked:	\$136,331	\$580,148	-77%
Room Nights:	569	1106	-49%
Number of Delegates:	250	3212	-92%
		3 Corp., 4	
Booked Group Types:	2 Corp.	Assoc.	
Lost Business, # of Groups:	0	48	-100%

<u>Arrived in the month</u>	<u>October-20</u>	<u>October-19</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$166,169	-100%
Room Nights:	0	825	-100%
Number of Delegates:	0	365	
		3 Corp., 1	
Arrived Group Types:		Assoc.	

<u>Monthly Detail/Activity</u>	<u>September-20</u>	<u>September-19</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>5</u>	
Revenue Booked:	\$57,355	\$233,431	-75%
Room Nights:	345	1190	-71%
Number of Delegates:	120	705	-83%
		4 Corp., 1 Non-	
Booked Group Types:	1 Assoc.	Profit	
Lost Business, # of Groups:	2	35	-94%

<u>Arrived in the month</u>	<u>September-20</u>	<u>September-19</u>	
Number of Groups:	2	9	
Revenue Arrived:	\$73,873	\$493,612	-85%
Room Nights:	343	2281	-85%
Number of Delegates:	175	697	
	1 Corp, 1 Non-	5 Corp., 3	
Arrived Group Types:	Profit	Assoc., 1 Govt.	

<u>Monthly Detail/Activity</u>	<u>August-20</u>	<u>August-19</u>	
<u>Number of Groups Booked:</u>	<u>2</u>	<u>5</u>	

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:	1	10	
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.
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Monthly Detail/Activity

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

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

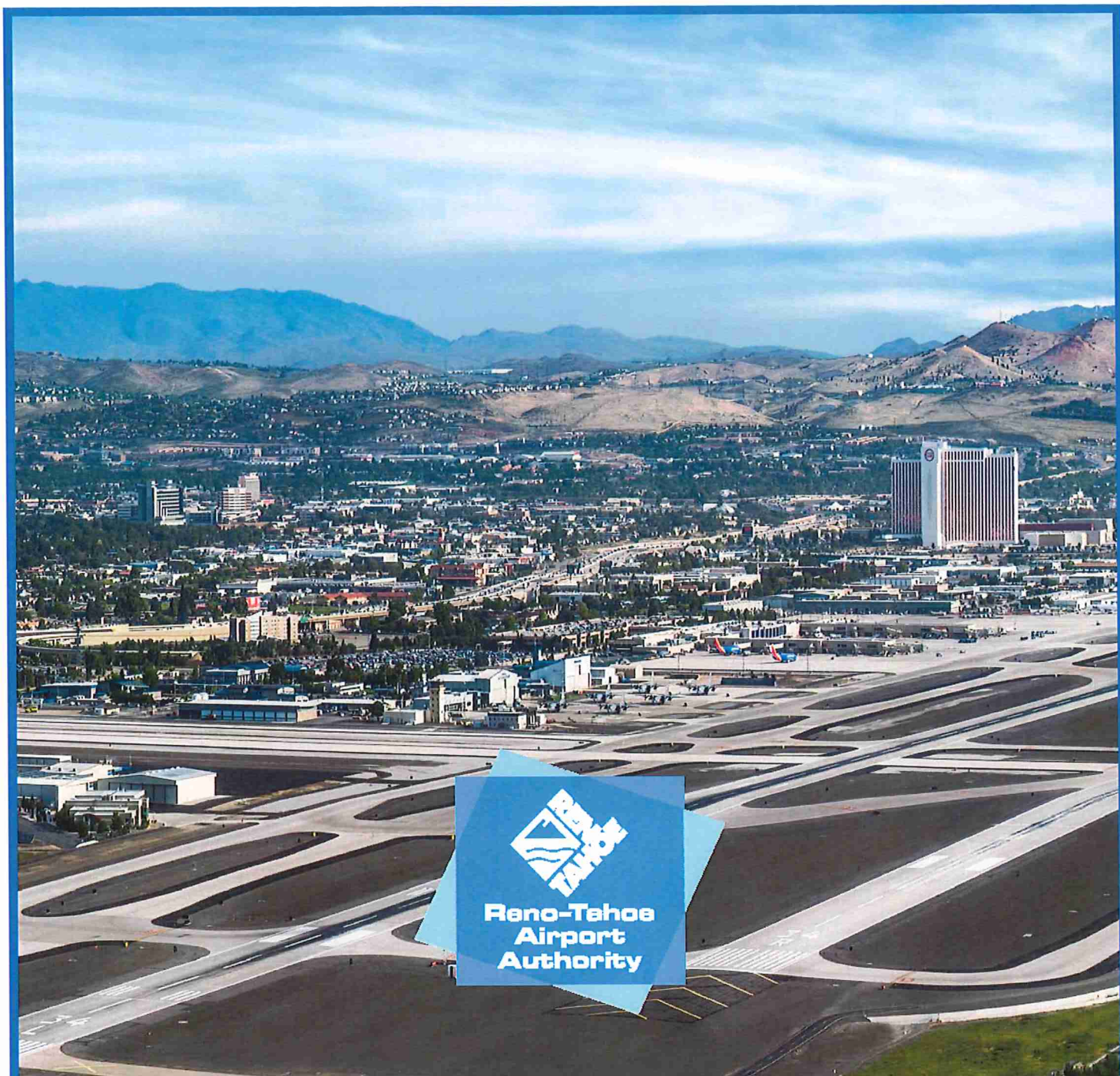
	<u>Current Numbers</u>	<u>Goals</u>
For 2021/22:	\$1,189,560	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 10/31/20:	35
YTD 9/30/19:	124
YTD 9/31/18:	

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
Airport
Authority**

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

September 2020



U.S. DOMESTIC INDUSTRY OVERVIEW FOR SEPTEMBER 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Down 47.2%
Capacity of Seats *:	Down 47.1%
Crude Oil Average:	\$39.63 per barrel in September 2020 \$56.95 per barrel in September 2019

RNO Overview for September 2020 – year over year comparison

Total Passengers:	Down 58.2%
Avg. Enplaned Load Factor:	63.5%, down 16.4 pts.
Actual Departures:	Down 47.8%
Actual Departing Seats:	Down 48.6%

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

SEPTEMBER 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 164,103 passengers in September 2020, a decrease of 58.2% versus the same period last year. During the first nine months of 2020, RNO served 1,529,176 passengers, a decrease of 54.6% when compared to the same period last year.

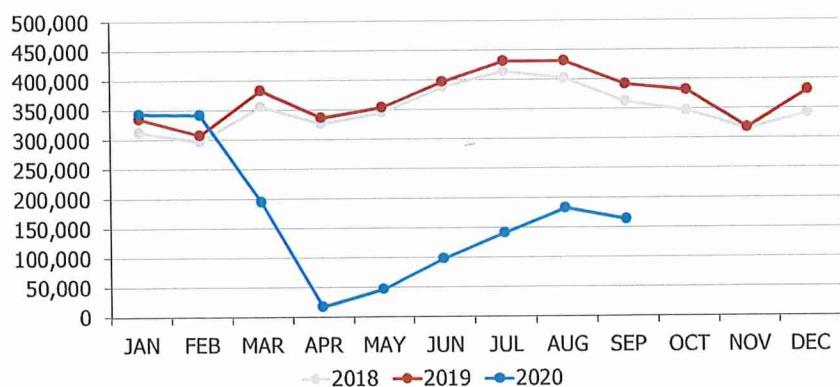
In September 2020, RNO was served by nine airlines providing 1,079 departures to 15 non-stop destinations. At RNO, the total seat capacity decreased 48.6% and flights decreased 47.8% when compared to September 2019.

RNO handled 13,014,081 pounds of air cargo in September 2020, an increase of 14.7% when compared to September 2019. During the first nine months of 2020, RNO handled 106,788,967 pounds of air cargo, a decrease of 0.7% when compared to the same period last year.

wemoveyou

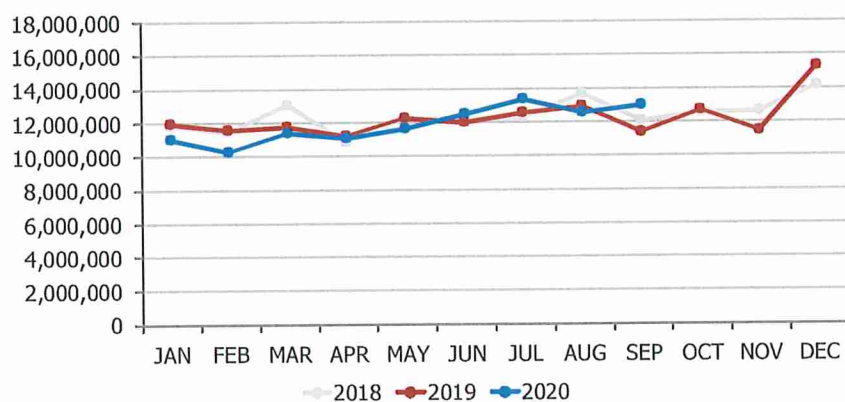


Passengers



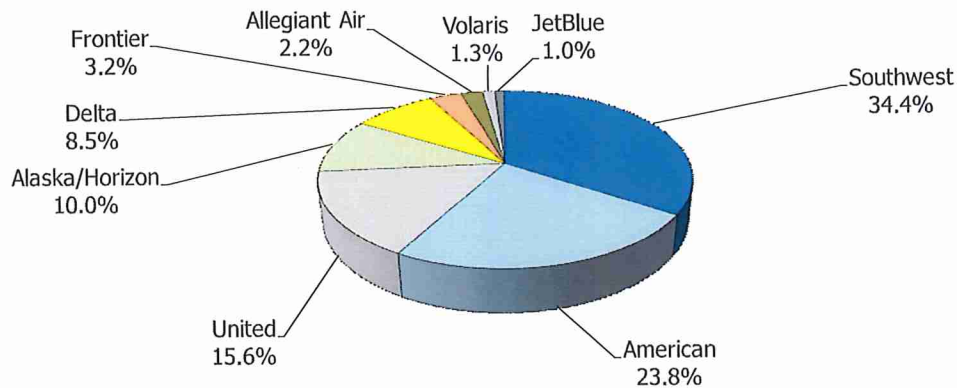
Total Passengers			
	Sep-20	Sep-19	Difference
Alaska/Horizon	16,414	43,640	-62.4%
Allegiant Air	3,692	7,933	-53.5%
American	38,836	79,312	-51.0%
Delta	13,947	27,196	-48.7%
Frontier	5,265	3,831	37.4%
JetBlue	1,570	10,963	-85.7%
Southwest	56,161	156,114	-64.0%
United	25,536	59,318	-57.0%
Volaris	2,075	3,246	-36.1%

Cargo



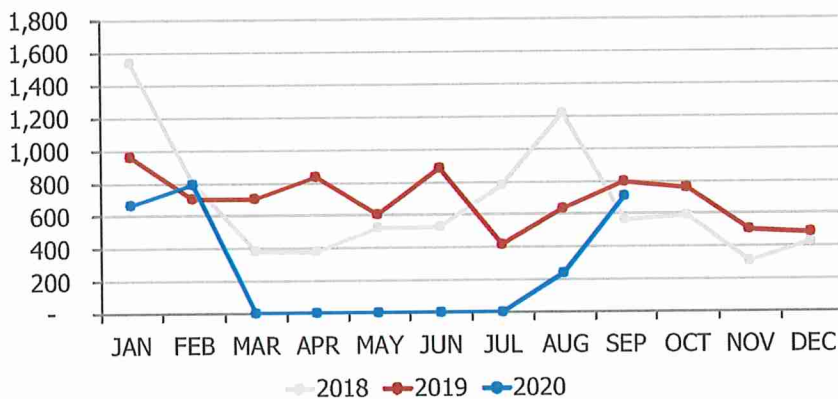
In September 2020, FedEx cargo tonnage was up 29.9% and UPS was up 0.8% when compared to September 2019. DHL was down 5.1% during the same period.

AIRLINE MARKET SHARE (passengers)



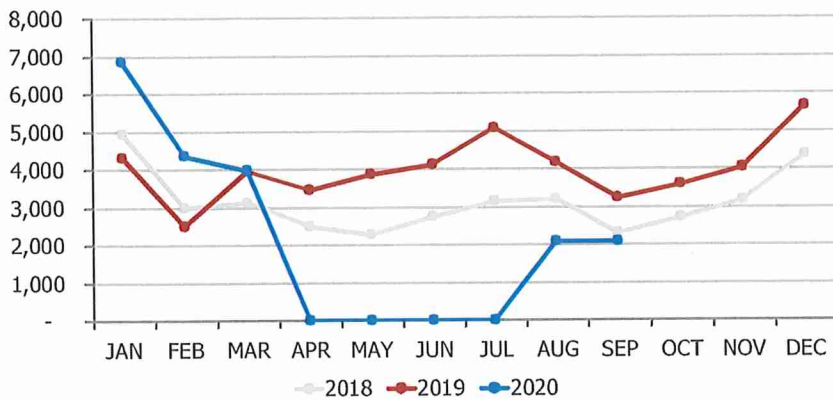
Airline Market Share			
	Sep-20	Sep-19	YOY Change
Alaska/Horizon	10.0%	11.1%	(1.1)
Allegiant Air	2.2%	2.0%	0.2
American	23.7%	20.2%	3.5
Delta	8.5%	6.9%	1.6
Frontier	3.2%	1.0%	2.2
JetBlue	1.0%	2.8%	(1.8)
Southwest	34.2%	39.8%	(5.6)
United	15.6%	15.1%	0.4
Volaris	1.3%	0.8%	0.4
Others	0.4%	0.2%	0.2

TOTAL CHARTER PASSENGERS



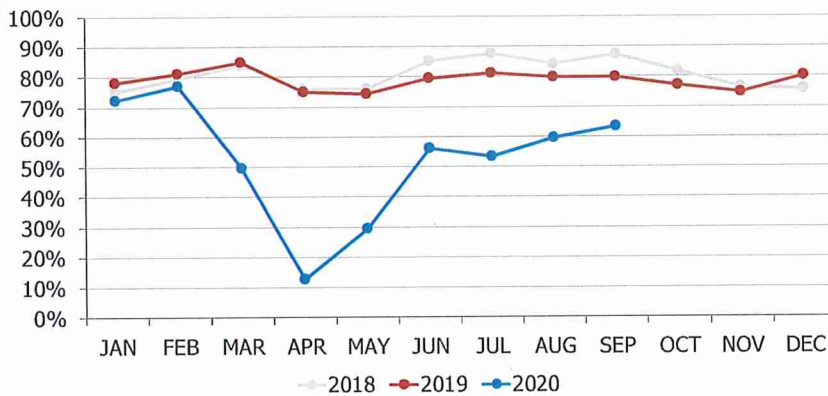
In September 2020, RNO served 707 passengers on charter flights, a decrease of 11.6% when compared to September 2019.

TOTAL INTERNATIONAL PASSENGERS

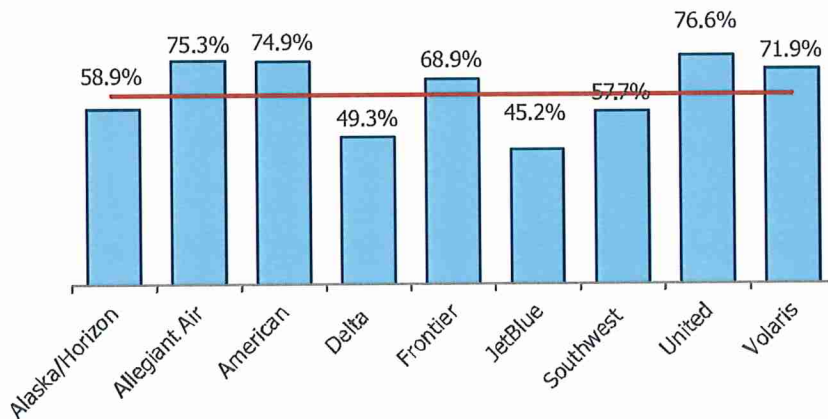


In September 2020, RNO served 2,075 international passengers, a decrease of 36.1% when compared to September 2019.

AVERAGE ENPLANED LOAD FACTOR



In September 2020, RNO's average enplaned load factor was 63.5%, a decrease of 16.4 pts. versus September 2019.

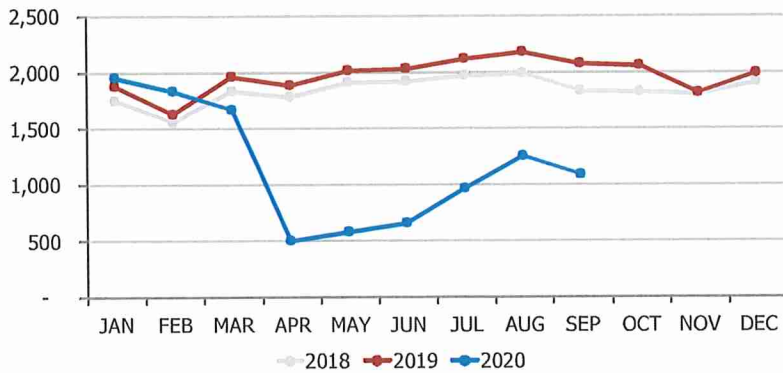


The red horizontal line on the left represents RNO's average enplaned load factor.

wemoveyou

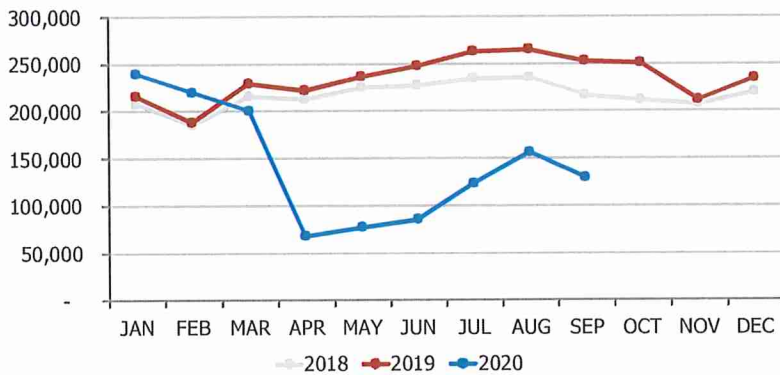


DEPARTURES



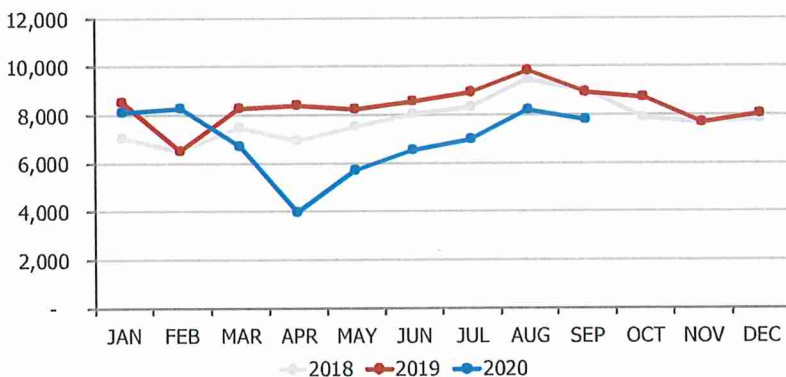
In September 2020, RNO handled 1,079 departures on nine commercial airlines, a decrease of 47.8% when compared to September 2019.

DEPARTING SEATS



In September 2020, RNO offered 130,021 departing seats, a decrease of 48.6% when compared to September 2019.

TOTAL OPERATIONS



A total of 7,814 operations were handled at RNO in September 2020, a decrease of 12.6% when compared to September 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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Schedule Highlights

Alaska Airlines

On December 17, 2020, Alaska Airlines will begin non-stop seasonal flights between RNO and Palm Springs (PSP).

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). From November 18, through November 30, the airline will offer this flight on a daily basis.

American Airlines

On November 2, 2020, American Airlines will suspend non-stop flights between RNO and Chicago (ORD).

Delta Air Lines

On November 8, 2020, Delta Air Lines will resume non-stop seasonal flights between RNO and Atlanta (ATL) five days a week (Monday, Thursday, Friday, Saturday, Sunday). Starting December 17, 2020, this flight will be upgraded to a daily service.

On November 20, 2020, Delta Air Lines will offer non-stop flights between RNO and LAX three times a day.

Frontier Airlines

Frontier Airlines offers non-stop flights between RNO and LAS four times a week (Monday, Thursday, Friday and Sunday).

In November 2020, Frontier will offer non-stop seasonal flight between RNO and Denver (DEN) on the 2nd, 20th, 23rd, 27th and the 30th.

JetBlue Airways

In November, 2020, JetBlue will offer non-stop flights between RNO and LAX three to four times a week.

On September 26, 2020, JetBlue suspended non-stop flights between RNO and New York City (JFK). This flight is expected to return in late December.

Southwest Airlines

In November 2020, Southwest Airlines will offer limited service to Dallas Love Field (DAL), Long Beach (LGB), Houston Hobby (HOU) and San Diego (SAN).

Volaris

In November 2020, Volaris will offer non-stop flights between RNO and Guadalajara (GDL) four times a week (Monday, Tuesday, Wednesday and Friday).

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Total Passengers Sep-20					
	Passengers		% Diff.	Passengers	
	2018	2019		2020	% Diff.
JAN	312,125	335,095	7.4%	342,796	2.3%
FEB	296,726	306,800	3.4%	341,935	11.5%
MAR	356,112	383,215	7.6%	194,796	-49.2%
1st QTR	964,963	1,025,110	6.2%	879,527	-14.2%
APR	325,428	337,062	3.6%	17,265	-94.9%
MAY	345,740	354,311	2.5%	46,015	-87.0%
JUN	389,103	397,211	2.1%	98,619	-75.2%
2nd QTR	1,060,271	1,088,584	2.7%	161,899	-85.1%
JUL	414,529	432,188	4.3%	140,986	-67.4%
AUG	402,794	431,640	7.2%	182,661	-57.7%
SEP	362,831	392,353	8.1%	164,103	-58.2%
3rd QTR	1,180,154	1,256,181	6.4%	487,750	-61.2%
OCT	347,591	380,879	9.6%		
NOV	315,833	318,022	0.7%		
DEC	341,283	381,897	11.9%		
4th QTR	1,004,707	1,080,798	7.6%	0	
TOTAL	4,210,095	4,450,673	5.7%		
YTD		3,369,875		1,529,176	-54.6%

Total Cargo Volume in Pounds Sep-20					
	Cargo in Pounds		% Diff.	Cargo in Pounds	
	2018	2019		2020	% Diff.
JAN	11,795,775	11,940,830	1.2%	11,008,444	-7.8%
FEB	11,417,480	11,559,065	1.2%	10,266,728	-11.2%
MAR	13,053,097	11,770,662	-9.8%	11,356,256	-3.5%
1st QTR	36,266,352	35,270,557	-2.7%	32,631,428	-7.5%
APR	10,826,085	11,208,216	3.5%	11,090,789	-1.0%
MAY	12,245,815	12,273,193	0.2%	11,613,489	-5.4%
JUN	12,225,509	11,988,693	-1.9%	12,488,906	4.2%
2nd QTR	35,297,409	35,470,102	0.5%	35,193,184	-0.8%
JUL	12,233,364	12,537,938	2.5%	13,387,102	6.8%
AUG	13,689,777	12,909,571	-5.7%	12,563,172	-2.7%
SEP	12,052,727	11,350,614	-5.8%	13,014,081	14.7%
3rd QTR	37,975,868	36,798,123	-3.1%	38,964,355	5.9%
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		107,538,782		106,788,967	-0.7%

Total Enplaned Passengers Sep-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	82,844	-59.0%
OCT	174,084	193,859		
NOV	158,100	158,558		
DEC	166,795	187,914		
TOTAL	2,105,489	2,224,741	764,174	
YTD Total		1,684,410	764,174	-54.6%

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	81,259	-57.2%
OCT	173,507	187,020		
NOV	157,733	159,464		
DEC	174,488	193,983		
TOTAL	2,104,606	2,225,932	765,684	
YTD Total		1,685,465	765,684	-54.6%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Sep-20	Sep-19	Diff.
Alaska/Horizon	8,230	58.9%	77.1%	-18.3
Allegiant Air	1,896	75.3%	86.4%	-11.1
American	19,537	74.9%	86.2%	-11.3
Delta	6,978	49.3%	87.9%	-38.6
Frontier	2,728	68.9%	89.4%	-20.5
JetBlue	814	45.2%	72.7%	-27.5
Southwest	28,455	57.7%	76.2%	-18.5
United	12,873	76.6%	81.2%	-4.6
Volaris	1,030	71.9%	72.4%	-0.5

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Public Relations + Communications October Report

Communications

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging and campaign updates (1x per week). Discussions continue to be centered around holiday programming, a *Leave No Trace* message for fall and winter and Backcountry Safety Awareness Week (12/14-12/18).
- Presented COVID response efforts and a ski season preview (press release and video) to the Community Collaborative on Oct. 6.
- 16 Newsletters were issued in October with an average open rate of 35%. Focus remained on reopening guidance from the State of California's Blueprint for a Safer Economy, TBID Communications, the Takeout Tahoe campaign and funding opportunities for local businesses.
- Created a What's New Google Form for partners to weigh in on key pitch angles, story ideas and new information for the '20-21 winter season. 11 businesses and stakeholders participated; content will help drive the What's New Winter press release (distribution: November).
- Participated in the Visit California PR Committee Meeting on Oct. 8.
- Began planning for the bi-annual PR Summit; focus will be Crisis Communications. Save the date: Friday, Dec. 11 from 1-2:30pm
- A Welcome to Winter press release and video was distributed on Oct. 15 to media and local partners detailing the importance of planning ahead and checking resort websites in advance of winter travel. The video was shared across consumer digital channels and to date has the following results:
 - Impressions: 41,488
 - Engagements: 1,918
 - Views: 13,255

Earned Media

- Conducted a series of interviews for Women of Winter article in Moonshine Ink's November Issue. The article includes interviews with Deirdra Walsh (Northstar California), Michelle Parker (Professional Athlete; Mask UP Tahoe influencer), Kari Brandt (Diamond Peak), Jen Gurecki (Coalition Snow).
- Media Inquiries & Pitch Angles: ski season trend inquiries started to come through from a variety of media outlets and freelancers who were focused on operational updates from the destination.

- Content, Media Relations & FAMs:
 - Conducted a number of virtual media desksides with National, Southern California and Pacific Northwest media to talk about winter travel and FAM opportunities.
 - Crafted three story ideas for the Visit California content submission; focused on holiday travel, shop local and non-ski activities (two were featured on Visit CA channels as of Nov. 11).
 - Media pitches: Fall Getaway; Holiday Round-up, January FAMs, Cross Country Skiing options, Halloween Activities.
 - Press Release Development and Distribution: Incline Village Visitor Center Renaming; Welcome to Winter.

- Placements:
 - Oct. 2, 2020: Visit California Podcast (Episode 44)
 - [Future Hotel Deals Blog Post](#)
 - [23 Fall 2020 Events in California](#)
 Sends: 157K Opens: 23.6K

 - Oct. 10, 2020: Business Insider
 - [How California Ski Towns Will Welcome Back Visitors](#)
 UVM: 75,530,833; Domain Authority: 94

 - Oct. 16, 2020: Rocklin Roseville Today
 - [NORTH LAKE TAHOE PREPARES FOR SAFE WINTER SKI SEASON](#)
 UVM: 125,000

 - Oct. 16, 2020: Los Angeles Times
 - [Insiders call it the 'Secret Season,' when travel bargains are everywhere: It's happening now](#)
 UVM: 31,800,607; Domain Authority: 93

 - Oct. 20, 2020: The Mercury News (syndicated across multiple news outlets)
 - [Coronavirus changes at Lake Tahoe ski resorts will be mostly indoors](#)
 UVM: 6,380,368; Domain Authority: 91

 - Oct. 23, 2020: Diablo Magazine
 - [One Fine Weekend in West Lake Tahoe](#)
 UVM: 12,156; Domain Authority: 55

 - Oct. 28, 2020: Los Angeles Times
 - [It's not too late. Last call for fall color in these California locations](#)

 - Pending Placements: Marie Claire Magazine (print date: November) San Joaquin Magazine (print date: December), Edible Reno-Tahoe (print date: December)



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FOR IMMEDIATE RELEASE

WHAT'S NEW AND HOW TO SAFELY ENJOY NORTH LAKE TAHOE THIS WINTER

New and familiar experiences have been bolstered by significant investments designed to ensure the health and safety for residents and visitors

NORTH LAKE TAHOE, Calif. (winter 2020-21) - The resilient businesses and communities that make up the North Lake Tahoe region are prepared to welcome visitors this winter with a variety of outdoor activities that provide an opportunity to take a deep breath, spread out and reconnect with nature. New and familiar experiences have been bolstered by significant investments designed to ensure health and safety. To help slow the spread of COVID-19 and keep businesses open, face coverings are required, and responsible recreation and leave no trace ethics are strongly encouraged. Guests are also asked to maintain physical distance from others while at Tahoe area ski resorts, businesses, on trails, public lands and other recreational areas.

"Despite the challenges the world has faced over the past nine months, our business community, residents and visitors have quickly adapted to new protocols in support of our tourism-based economy," said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "The businesses in our region are incredibly resilient and have put tremendous thought and effort into ensuring they can operate safely this winter."

What's New for Winter 2020-21

- Takeout Tahoe is a new initiative to support and promote local restaurants, the campaign includes a downloadable guide to help visitors and locals navigate the 150+ restaurant options in the region, a North Tahoe EATS Facebook Page, and a contest element that will award restaurant gift cards to further support eating local. gotahoenorth.com
- Starting on Nov. 28 (Small Business Saturday), North Lake Tahoe will kick off a five-week shopping challenge, encouraging locals and visitors to shop local. The free shopping contest will run through the Goosechase App, awarding players points as they shop through five distinct districts in the region. gotahoenorth.com
- A coalition of avalanche safety, nonprofit and winter backcountry organizations have established Dec. 14 - 18 as Tahoe Backcountry Safety Awareness Week to amplify messaging around backcountry safety and avalanche education opportunities. This week-long series of educational videos will lead up to a live panel of local professional athletes who will provide learning opportunities and resources for the public. takecaretahoe.org
- Free backcountry or avalanche clinics hosted by Alpenglow Expeditions on select dates in The Village at Squaw Valley. alpenglowexpeditions.com
- A full lineup of intimate, seated and socially distanced live music concerts at the Crystal Bay Club Casino. crystalbaycasino.com
- Dining reservations and cashless transactions at Diamond Peak. diamondpeak.com
- New technology and on-mountain upgrades including RFID ticketing and scanning, online food and beverage ordering and cashless transactions at Homewood Mountain Resort. skihomewood.com
- Guided hikes and outdoor activities for resort guests staying at the Hyatt Regency Lake Tahoe Resort, Spa and Casino including morning meditation, "Paint and Sip in the Pines" art class, and a pinecone hunt for families. hyatt.com
- New snowmaking and a refreshed Kids Adventure Zone near Powder Bowl with wood carved animals including bears and pine martens at Northstar California Resort. northstarcalifornia.com

- Nearly \$5 million in upgrades at Mt. Rose Ski Tahoe, including new snowmaking and a snowmaking storage tank, new first aid facility, a winch cat and trail grading to offer a high quality snow surface all season long. skirose.com
- Enjoy an al fresco Après Ski Experience at The Ritz-Carlton, Lake Tahoe, featuring Moët & Chandon Ice Imperial, Blanc and Rose, and a raw bar of chef favorites. ritzcarlton.com/laketahoe
- Online ordering and covered outdoor dining on the patio at River Ranch. riverranchlodge.com
- Find new hand-sanitizing stations, more outdoor seating and mobile food ordering at Squaw Valley Alpine Meadows. A fleet of electrostatic sanitizing sprayers were also purchased, with the resort investing nearly \$1 million in health and safety measures. squawalpine.com
- Sugar Bowl Resort installed RFID lift gates to provide touchless scanning, and will introduce its new “Care Team” this winter, responsible for resort sanitation and cleanliness and communicating with guests about the resort’s COVID-19 policies. sugarbowl.com
- Advance reservations and face coverings are required for ice skating, the sled hill, cross country ski and snowshoeing at the Tahoe City Winter Sports Park. tcpud.org/winter

Resort Opening Dates (weather and conditions permitting)

- Boreal Mountain California: Nov. 23, 2020
- Diamond Peak: Dec. 10, 2020
- Donner Ski Ranch: TBD
- Granlibakken Tahoe Resort: Dec. 18, 2020
- Homewood Mountain Resort: Dec. 11, 2020
- Mt. Rose Ski Tahoe: TBD
- Northstar California: Nov. 20, 2020
- Royal Gorge: Nov. 27, 2020
- Soda Springs: Nov. 27, 2020
- Squaw Valley Alpine Meadows: Nov. 25, 2020
- Sugar Bowl: Nov. 27, 2020
- Tahoe City Winter Sports Park: TBD
- Tahoe Donner Downhill Ski Resort Dec. 11, 2020
- Tahoe Donner Cross-Country Ski Center: Nov. 27, 2020
- Tahoe XC: TBD

Learn or Do Something New

- Take an AIARE 1 avalanche course with Alpenglow Expeditions. Learn in a digital classroom before spending two full days outdoors with experienced guides in small groups. Teen classes offered over the holidays. alpenglowexpeditions.com
- Go sledding at Granlibakken Tahoe. Tickets available in 1.5-hour time blocks will only be sold online in advance. granlibakken.com
- Explore the forest under your own power by learning to skate, cross country ski or snowshoe at Tahoe XC. tahoexc.org
- Take a relaxing stroll along one of the paved, plowed paths along Lake Tahoe and the Truckee River. tcpud.org/trails

Access & Recreate in North Lake Tahoe Safely

“Know Before You Go” has become the mantra and best practice adopted by businesses large and small in North Lake Tahoe. As the region responds to ever-changing protocols required by local, state and federal health officials, patrons are encouraged to review the region’s [Know Before You Go guide](#) and check directly with resorts, businesses and lodging properties before visiting to understand current procedures as they are subject to change. Many resorts and outdoor activity providers are requiring advance reservations or tickets to manage visitation levels that allow for physical distancing, and are not offering the ability to purchase on-site.

With an uptick in backcountry gear sales indicating more people may venture out this year than ever before, the Know Before You Go concept also applies to backcountry exploration. Plan to take an AIARE 1 avalanche course beforehand, frequently check resources like the Sierra Avalanche Center for conditions updates, and be prepared

for changing weather before heading out. First responders may not be able to locate those in backcountry areas quickly, so being prepared and remembering there's always more to learn about recreating safely in the backcountry is critical.

Leave No Trace

Whether it's food waste or a broken sled, to keep Tahoe beautiful remember to pack out what you pack in--it's the right thing to do. North Lake Tahoe has animal proof trash and recycle bins throughout the region. If one is full, find another and help keep the animals that live here wild.

Learn more about what to expect and how to travel and recreate responsibly in North Lake Tahoe at gotahoenorth.com/knowbeforeyougo.

###

About North Lake Tahoe

North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts (the highest concentration of resorts in North America), hundreds of miles of trails, half a dozen communities, and a growing number of nationally recognized human-powered activities. With mindfulness and environmental sustainability at its core, this year-round playground is an ideal setting for adventure-bound travelers to reconnect with natural beauty. Learn more at GoTahoeNorth.com and explore [Know Before You Go](#) content that includes a [guide](#) to help navigate the region safely, and offers sample itineraries, road trip suggestions and points of interest across North Lake Tahoe.

Press Contact:

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

North Lake Tahoe Resort Association Presents:

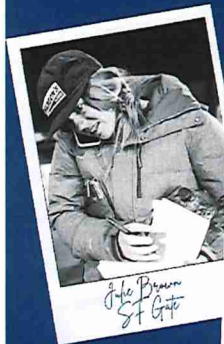
PUBLIC RELATIONS & CRISIS COMMUNICATIONS SUMMIT



*Ryan Becker
Visit California*

Discover crisis communications tools, metrics and insights from Visit California.

Learn best practices, industry tips and more from our panel of experts, comprised of journalists, ski industry leaders and public relations pros. A live Q&A will conclude the virtual summit.



*Jolie Brown
Ski Gate*



*Megan Michelson
Freelance Writer*



*Michael Reitzel
Ski California*



*Stephanie Herrera
Placer County PIO*



*Abby Whitaker
The Abby Agency*



*Jacy Weaver
JWP Communications*

Friday, December 11
1:00pm - 2:30pm



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October 2020

Social Media & Content Recap



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THE ABBI
AGENCY™

Social Media Approach

Strategy

- Based upon county restrictions, North Lake Tahoe has adopted a limited posting strategy of three posts per week (optimized for each platform) focusing on responsible travel/education.
- General consumer sentiment has improved so select messages around fall and winter travel and the in-market campaign have been included.

Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **231,837**
 - Total audience increased by **0.1%** with total net audience growth decreasing by **15%** compared to the previous month.
- Total Impressions: **4,020,727 (+152%)**
- Total Engagement: **86,610 (+43%)**

Insights:

- Engagements and impressions grew over the course of October. We believe this had to do with a shift back to posting beautiful scenic photos connected with safety messaging.
- Infrequent posting and lack of paid media, boosting campaigns is leading to decreased following. The boosting budget is planned to resume in November to assist.



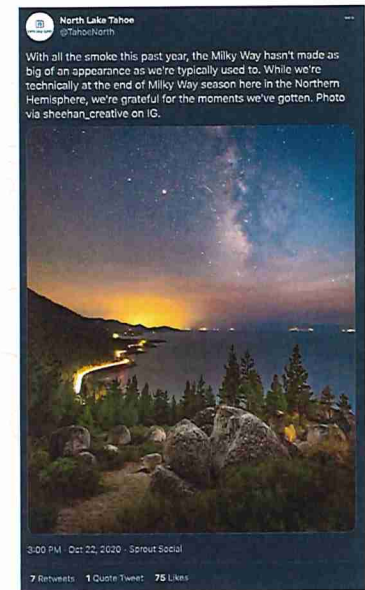
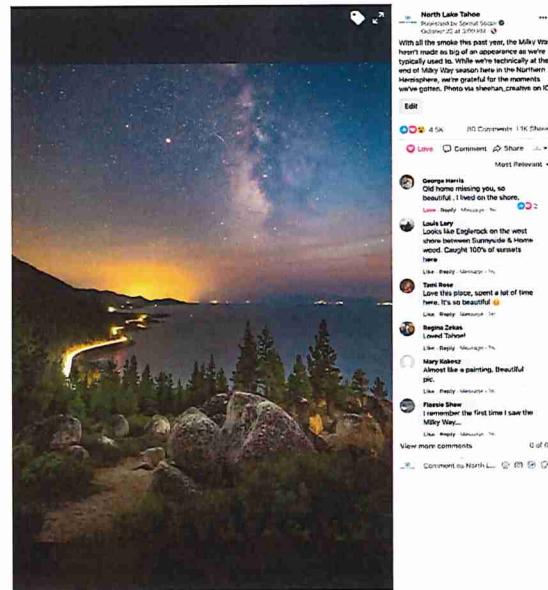
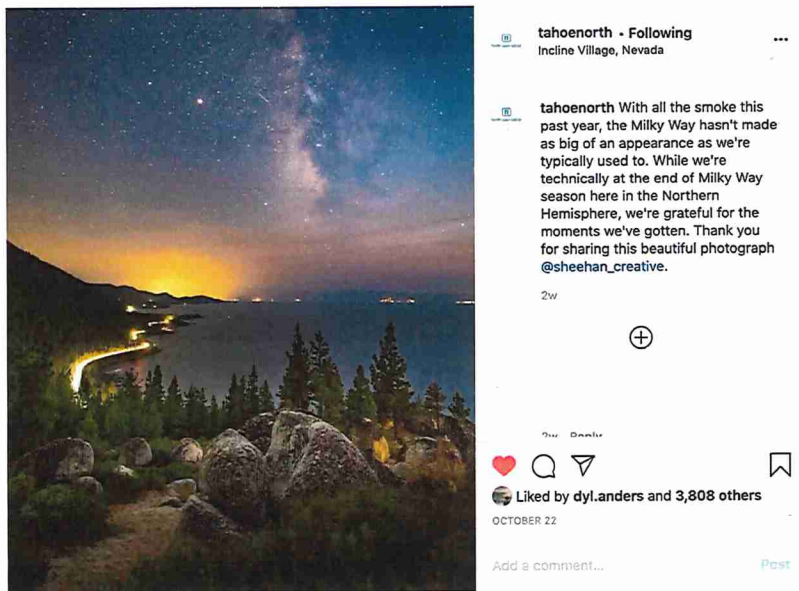
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Top Posts by Engagement

#1 Instagram Post: 48k impressions, 47k reach, 3.9k engagements, 8.3% engagement rate

#1 Facebook Post: 102K impressions, 94k reach, 10k engagements, 9.8% engagement rate

#1 Twitter Post: 6,048 impressions, 443 engagements, 7.3% engagement rate



Supplementary Messaging

Across all of North Lake Tahoe's social media channels, our team continues to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses.

Take Out Tahoe:

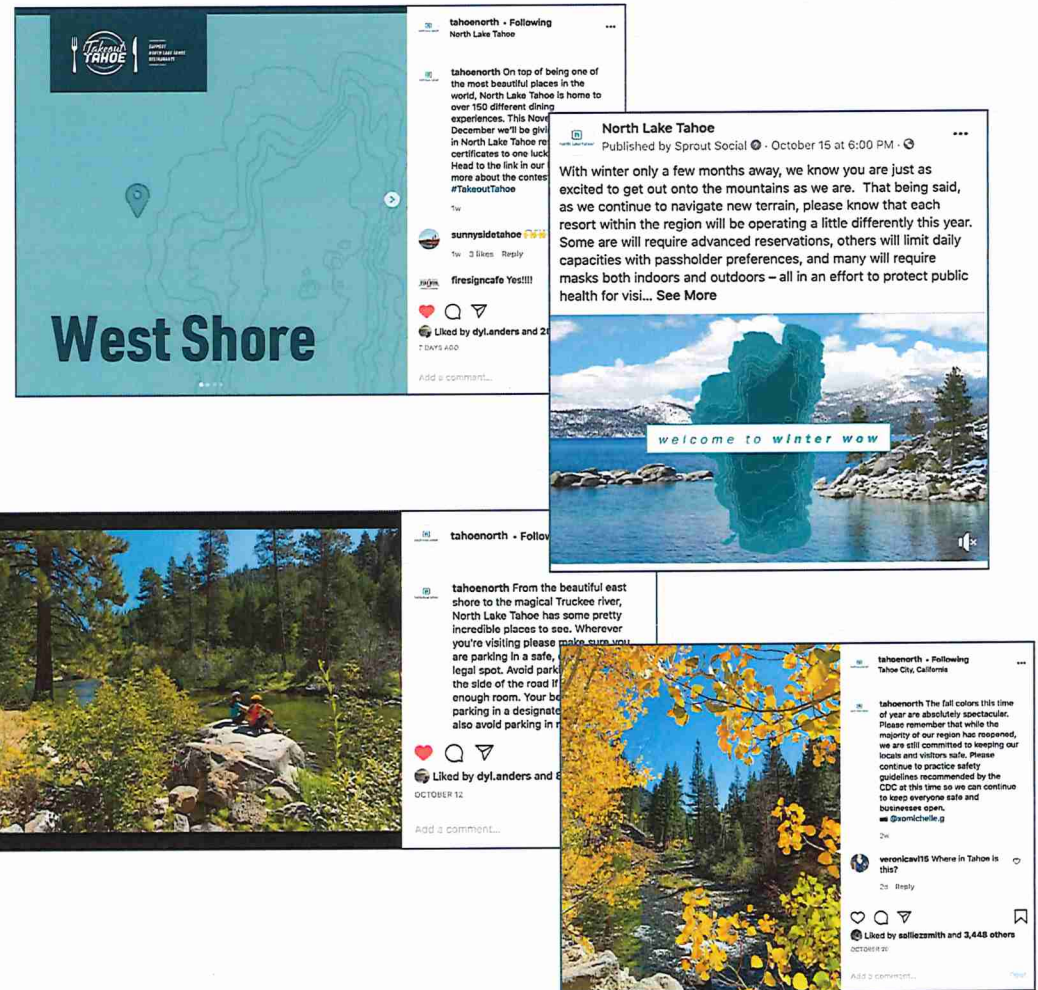
- The Take Out Tahoe campaign kicked off on social media. The campaign not only promotes local restaurants, but incentivizes users to participate.

Winter Resort Messaging

- Our Winter Resort messaging video went live on social media, informing the public of what they should expect this winter. The video is currently being boosted and promoted across social media to drive markets and local audiences.

Fall Responsible Recreation

- Encouraging followers to respect nature, respect others, and wear a mask while participating in fall activities.
- Keeping the audience up to date with information about fires, road closures, and air quality.
- Safe and responsible parking messaging has also been shared across NLT's social channels.



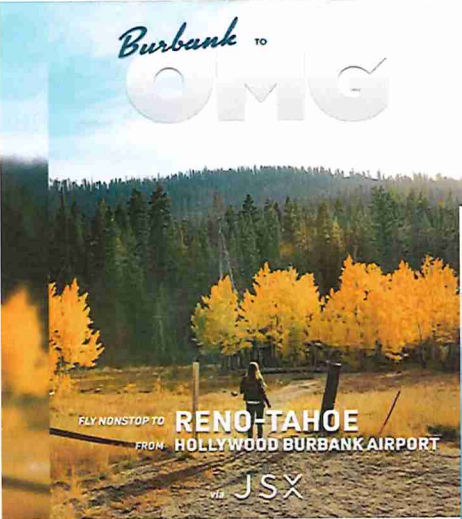
JSX Launch

In conjunction with RASC's promotion of the recent JSX Burbank to Reno-Tahoe flight launch, North Lake Tahoe promoted this via targeted ads on social media. The ads were targeted to those living within the Los Angeles and Burbank area. These promoted posts ran across Facebook and Instagram during the month of October yielding:

- 716,410 Impressions
- 407,617 Reach
- 1,000 Link Clicks

North Lake Tahoe
Published by Steven Smith · October 13 at 10:37 AM ·

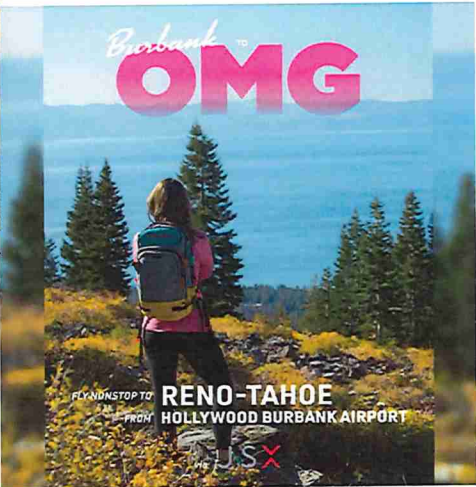
Alpine autumn dreamscapes are waiting for you in North Lake Tahoe. JSX now flies to Reno-Tahoe International Airport from Burbank. Enjoy luxury hop-on jet service at an affordable price. Book your fall getaway now.



JSX.COM
Burbank to OMG

North Lake Tahoe
Published by Steven Smith · October 13 at 10:43 AM ·

Are you ready for fall adventures? JSX now offers quick, comfortable flights to Reno-Tahoe International Airport from Burbank. Hop-on and land at your mountain escape in North Lake Tahoe. We'll meet you in the mountains.



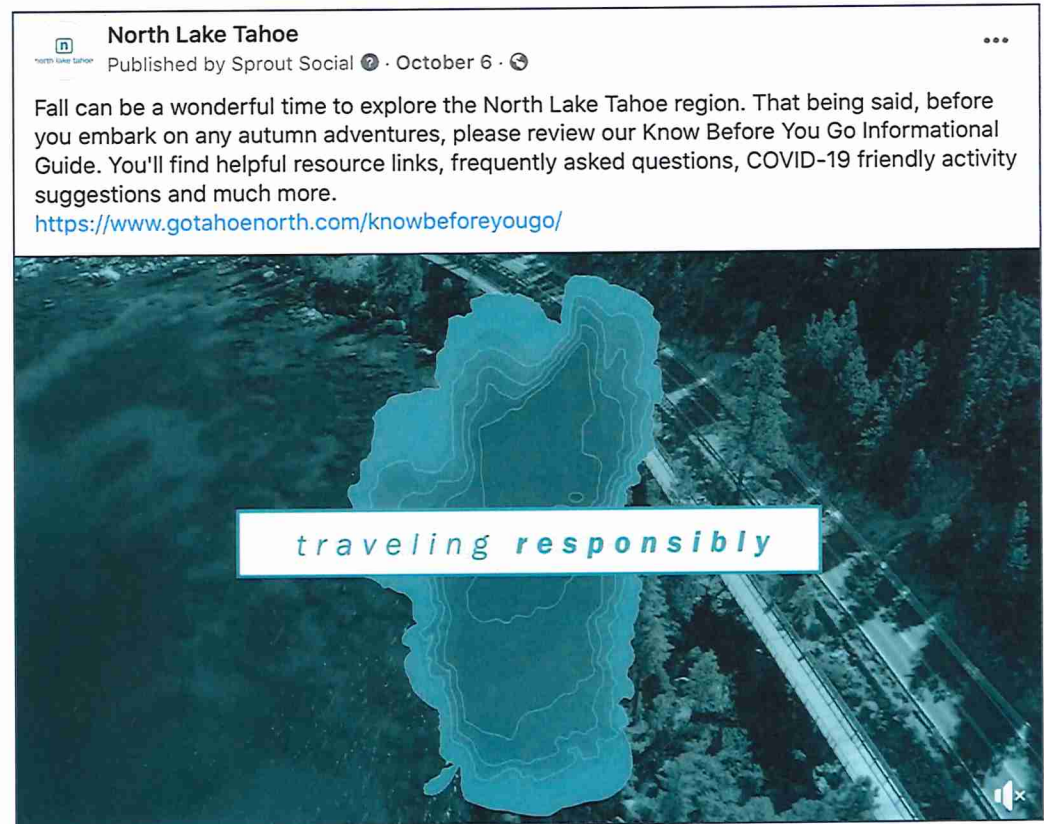
JSX.COM
JSX | Book Non-Stop Flights & Airfare

Learn More

Fall Responsible Travel

In order to properly promote responsible fall travel in North Lake Tahoe, the responsible fall travel video was promoted on Facebook and Instagram. The post was targeted to our drive markets, encouraging them to check out our “Know Before You Go” guide before they visit. The post performed incredibly well, with the following results:

- 104,032 Impressions
- 50,913 Reach
- 1,505 Link Clicks



Blogs & Newsletters

Key Themes:

- Sustainability
- Safety
- Support local businesses: Adaptive Tahoe Dining
- Winter Travel

Campaigns:

- Take Out Tahoe, new flight market, sustainability.

Newsletters Posted: 1

- *Explore Tahoe Flavors—Then Get Ready for Winter*
 - Open Rate 23.1% | CTR 0.9 %

Blogs Posted: 1

- *Takeout Tahoe: Exploring Inspiring Spots to Dine On-the-Go in North Lake Tahoe*
 - Page views: 131 | Avg. time on page: 02:34 (above average of 01:23)

In-Market Campaign: Take Out Tahoe

- *Take Out Tahoe Landing Page & Guide*
 - Page views: 529 (Blog + Landing Page combined)
 - Downloadable content [here](#).



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OCTOBER 2020 REPORT



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Executive Summary

- October saw an increase in traffic as well as conversions. The new influx of visitors has allowed for optimizing personas and performance in the current COVID-19 environment.
- Time on Site (TOS) conversions have increased substantially, suggesting high quality traffic, targeting, creative, messaging and that consumers are looking for more information during the COVID-19 pandemic.
- Mobile traffic has a commanding presence and continues to perform well.
- Average CPC of \$1.01 suggests a good balance between quality traffic and efficient audience acquisition.



Overview by Campaign

Report Date
10/1/2020 to 10/31/2020

4,572,676
IMPRESSIONS

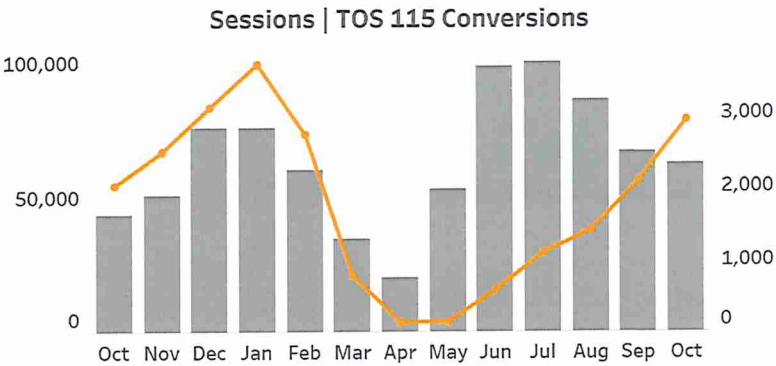
34,641
CLICKS

\$1.01
COST PER CLICK

2,991
PRIMARY
CONVERSIONS

\$11.65
PRIMARY CPC

- October saw a large increase in impressions with high TOS conversions, confirming high quality and efficient targeting.
- A CTR of 0.76% is average among large audience numbers.



Campaign Name	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Consumer	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	76
Total	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	76

Website Performance

Report Date
10/1/2020 to 10/31/2020

20,306
SESSIONS

00:00:28
SESSION DURATION

1.4
PAGES PER SESSION

Mobile
38,145


Desktop
21,780

Tablet
2,069

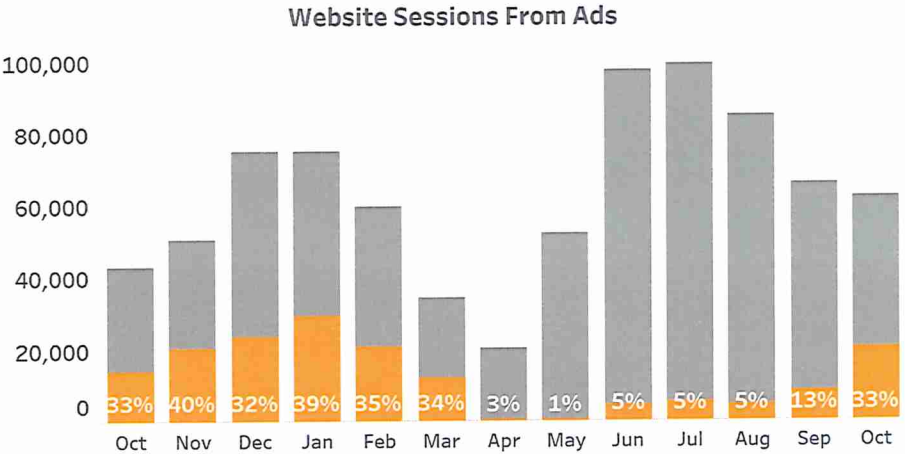
78.92%

18.23%

Top Regions	Sessions
California	43,226
Nevada	4,189
Texas	1,532
Washington	1,330
Colorado	1,145



© Mapbox © OSM



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	185	240	00:00:23	1.3	81.62%
Email	3,072	3,579	00:00:23	1.2	89.55%
Native	8	18	00:00:54	2.3	25.00%
Paid Search	5,700	11,383	00:01:01	2.0	66.30%
Paid Social	11,341	13,137	00:00:13	1.2	92.69%
Total	20,306	28,357	00:00:28	1.4	84.68%

Overview by Medium

Report Date
10/1/2020 to 10/31/2020

4,572,676
IMPRESSIONS

34,641
CLICKS

\$1.01
COST PER CLICK

2,991
PRIMARY
CONVERSIONS

\$11.65
PRIMARY CPC

- Display continues to have the highest impressions filling the upper funnel.
- Paid Search is driving the highest conversions at the bottom of the funnel.
- Paid Social is driving the middle and bottom of the funnel quite well with high TOS conversions.

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Display	2,787,343	6,084	0.22%	\$2.32	\$14,118.74	456	\$30.96	13
Paid Search	406,553	5,867	1.44%	\$2.07	\$12,132.02	1,352	\$8.97	124
Paid Social	1,378,780	22,690	1.65%	\$0.38	\$8,601.03	1,183	\$7.27	63
Total	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	200

Display Performance by Placement

Report Date
10/1/2020 to 10/31/2020

2,787,343
IMPRESSIONS

6,084
CLICKS

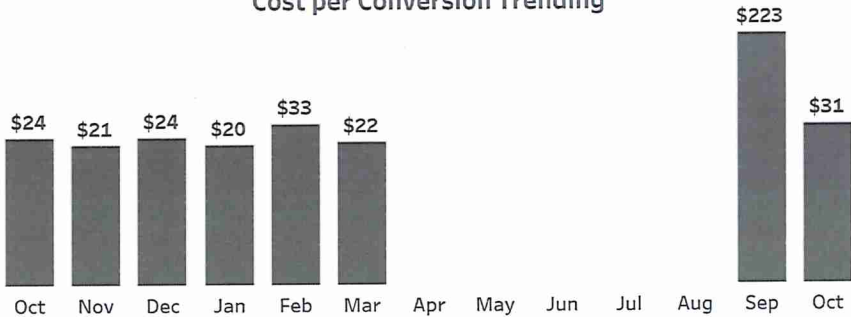
456
TOS 115
CONVERSIONS

13
BOOK NOW
CONVERSIONS

\$31
COST PER
TOS CONVERSION

- October Display saw an above average CTR of 0.23%.
- Our TOS conversions are slightly below average and pre-COVID-19 levels.
- TripAdvisor is performing at average conversion levels.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Programmatic Display	2,567,043	5,814	0.23%	\$2.43	\$14,118.74	391	\$36.11	5
Trip Advisor	220,300	270	0.12%	\$5.71	\$1,542	65	\$23.72	8
Total	2,787,343	6,084	0.22%	\$4.01	\$15,660.74	456	\$29.92	13

Display Performance by Creative

Report Date
10/1/2020 to 10/31/2020

2,787,343
IMPRESSIONS

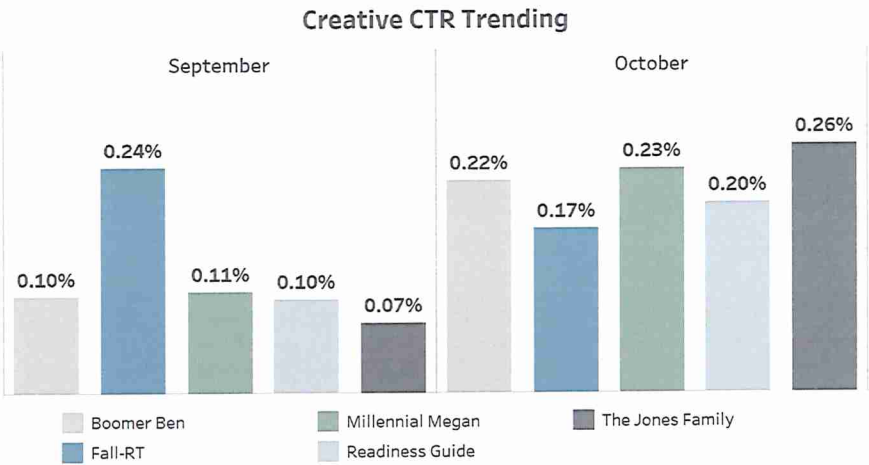
6,084
CLICKS

456
TOS 115
CONVERSIONS

13
BOOK NOW
CONVERSIONS

\$31
COST PER
TOS CONVERSION

- The Jones Family target has the highest CTR at 0.26%, growing from the lowest CTR last month.
- The Know Before You Go guide has the highest number of conversions by far.
- Retargeting (RT) conversions are providing the lowest CTR at .17%.
- All display ads surpassed industry benchmarks (0.08%-0.1%).



Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Boomer Ben	582,629	1,288	0.22%	\$2.24	\$2,890.92	86	\$33.62	5
Millennial Megan	443,266	1,037	0.23%	\$2.03	\$2,106.32	58	\$36.32	1
The Jones Family	542,769	1,402	0.26%	\$2.05	\$2,872.21	95	\$30.23	
Readiness Guide	1,005,492	1,992	0.20%	\$2.55	\$5,076.76	148	\$34.30	3
Fall-RT	213,187	365	0.17%	\$3.21	\$1,172.53	69	\$16.99	4
Total	2,787,343	6,084	0.22%	\$2.32	\$14,118.74	456	\$30.96	13

Display Ad Examples

Boomer Ben

WE'RE
PREPARED
TO WELCOME
YOU BACK
SAFELY



north lake tahoe
get back to nature

PLAN NOW

Imp: 583K
Clicks: 1,288
CTR: 0.22%
TOS Conv: 86
CVR: 6.68%

Millennial Megan

YOUR
SAFETY IS
IN OUR
NATURE



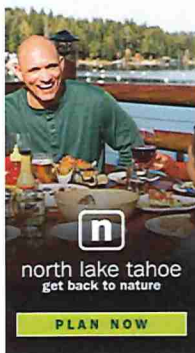
north lake tahoe
get back to nature

PLAN NOW

Imp: 443K
Clicks: 1,037
CTR: 0.23%
TOS Conv: 58
CVR: 5.59%

The Jones Family

WE GIVE
SAFE
TRAVELS
NEW
MEANING



north lake tahoe
get back to nature

PLAN NOW

Imp: 543K
Clicks: 1,402
CTR: 0.26%
TOS Conv: 95
CVR: 6.78%

Readiness Guide

VIEW OUR

KNOW
BEFORE
YOU GO

INFORMATIONAL
GUIDE



north lake tahoe
get back to nature

PLAN NOW

Imp: 1M
Clicks: 1,992
CTR: 0.20%
TOS Conv: 148
CVR: 7.43%

Paid Search Performance

Report Date
10/1/2020 to 10/31/2020

The Evergreen and General ad sets had click through rates that exceeded the 1.9-2% industry average.

Ad Group Performance

406,554
IMPRESSIONS

5,867
CLICKS

		Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Book Now Conversions
Consumer 2020-21	Evergreen - Local	3,799	323	8.50%	\$267.72	\$1.21	140	13
	Evergreen - Vacation	40,537	837	2.06%	\$943.85	\$0.89	299	27
	General	16,390	987	6.02%	\$943.91	\$1.05	305	28
	LA	274,700	2,629	0.96%	\$4,975.27	\$0.53	439	40
	MB	6,906	98	1.42%	\$979.56	\$0.10	8	1
	SanFran	41,005	677	1.65%	\$3,001.39	\$0.23	129	12
	SB	23,216	316	1.36%	\$1,020.32	\$0.31	32	3

1,351
TOS 115
CONVERSIONS

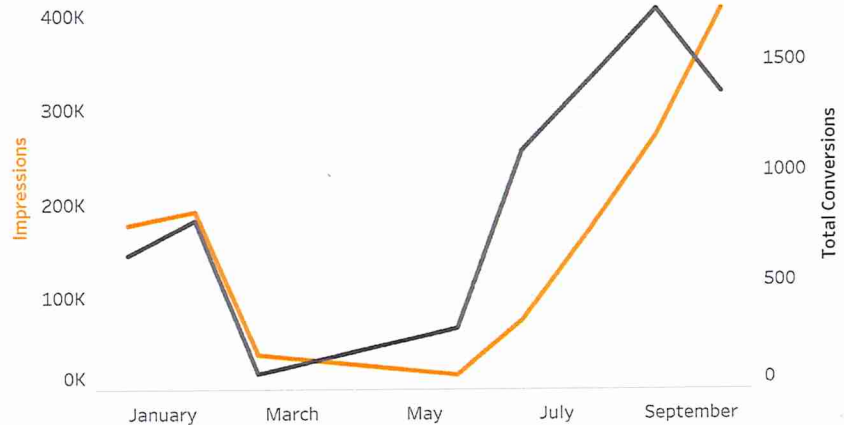
122
BOOK NOW
CONVERSIONS

\$0.48
PRIMARY CPC

Impressions | Clicks



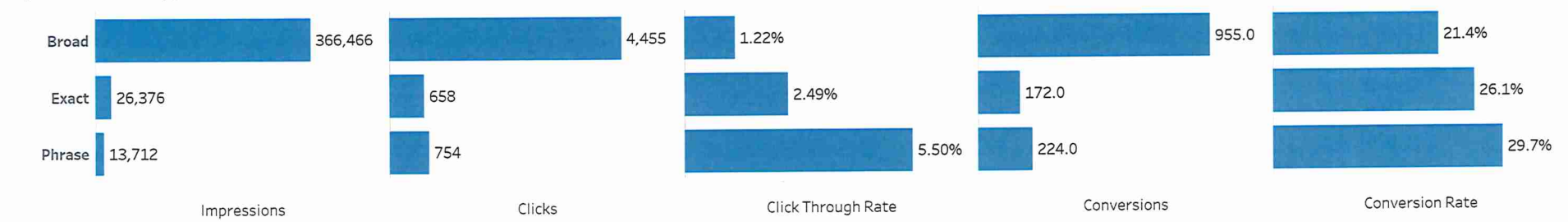
Impressions | Conversions



Paid Search Summary

Report Date
10/1/2020 to 10/31/2020

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
Evergreen - Local	3,799	268	323	\$1.21	8.50%	140
Evergreen - Vacation	40,537	944	837	\$0.89	2.06%	299
Fall 2020-2021	345,827	9,977	3,720	\$0.37	1.08%	608
General	16,390	944	987	\$1.05	6.02%	305

Paid Search by Keyword

Report Date
10/1/2020 to 10/31/2020

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	168,861	536	\$0.45	0.32%	\$1,187.02	85	15.9%	\$14.04
+hiking	45,900	267	\$0.23	0.58%	\$1,147.52	61	22.8%	\$18.08
+kayaking	19,867	231	\$0.35	1.16%	\$650.99	38	16.5%	\$17.89
+beaches	16,070	224	\$0.26	1.39%	\$867.18	23	10.3%	\$29.72
lake tahoe	13,712	754	\$1.08	5.50%	\$696.24	224	29.7%	\$3.09
+mountain +biking	13,611	125	\$0.39	0.92%	\$317.62	13	10.4%	\$20.75
+boating	11,553	195	\$0.39	1.69%	\$495.49	28	14.4%	\$14.95
+camping +California	10,370	757	\$0.40	7.30%	\$1,883.08	127	16.8%	\$14.56
fishing	10,134	35	\$1.00	0.35%	\$34.83	5	14.3%	\$13.52
+hotel	5,606	11	\$1.01	0.20%	\$10.85	4	36.4%	\$4.45
+hotels	5,362	10	\$0.88	0.19%	\$11.39	1	10.0%	\$4.45
+vacation	4,975	49	\$0.94	0.98%	\$51.86	16	32.7%	\$3.34
mountain biking	4,425	30	\$0.81	0.68%	\$36.99	4	13.3%	\$19.10
+best +camping	4,410	304	\$0.43	6.89%	\$707.62	40	13.2%	\$14.56
+vacations	4,378	42	\$0.93	0.96%	\$45.17	14	33.3%	\$3.34
+horseback +riding	4,345	168	\$0.45	3.87%	\$374.92	16	9.5%	\$22.76
+paddle +boarding	4,082	45	\$0.27	1.10%	\$165.14	12	26.7%	\$16.79
+casinos	3,876	12	\$2.40	0.31%	\$5.01	1	8.3%	\$4.38
+lodging	3,760	12	\$0.81	0.32%	\$14.76	6	50.0%	\$2.24
+outdoor +hiking	2,746	0		0.00%	\$0.00			\$14.76
+north +tahoe	2,701	278	\$0.96	10.29%	\$289.31	126	45.3%	\$2.56
+beaches +California	2,485	19	\$0.46	0.76%	\$41.03	7	36.8%	\$25.35
+stand +up +paddle +boar..	2,198	6	\$0.33	0.27%	\$18.06			\$11.81
+resort	2,026	41	\$0.88	2.02%	\$46.74	11	26.8%	\$4.32
+fishing +California	1,773	22	\$0.31	1.24%	\$71.24	2	9.1%	\$14.04

Social Ad Performance

Report Date
10/1/2020 to 10/31/2020

1,378,780
IMPRESSIONS

22,690
CLICKS

1,183
PRIMARY
CONVERSIONS

63
SECONDARY
CONVERSIONS

\$7.27
PRIMARY CPC

- The Know Before You Go guide performed well on social and had the highest conversion rate from all the prospecting groups at 3.09%.
- The MaskUp campaign had great engagement and the highest conversion rate amongst all ad groups.
- All ad groups are by far surpassing the average CTR of .89%. Boomer Ben had the highest CTR, but the Retargeting ads have the most conversions.

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button	Conversion Rate
Prospecting	Boomer Ben	355,465	8,461	2.38%	\$0.29	\$2,466.93	92	\$26.81		1.09%
	Millennial Megan	231,548	3,413	1.47%	\$0.43	\$1,453.20	44	\$33.03	3	1.29%
	The Jones Family	173,232	2,030	1.17%	\$0.44	\$887.00	54	\$16.43	7	2.66%
	Readiness Guide	304,645	3,401	1.12%	\$0.32	\$1,077.02	105	\$10.26	9	3.09%
Retargeting	Fall-RT	207,940	3,763	1.81%	\$0.51	\$1,915.75	468	\$4.09	36	12.44%
	Maskup	105,950	1,622	1.53%	\$0.49	\$801.13	420	\$1.91	8	25.89%
Total		1,378,780	22,690	1.65%	\$0.38	\$8,601.03	1,183	\$7.27	63	5.21%

Social Ad Examples

Boomer Ben

 **North Lake Tahoe** Sponsored ·  ...

Vibrant colors, fresh air, smaller crowds and special mid-week pricing. Nothing compares to the magic of fall during our Secret Season.





GOTAHONORTH.COM
Get Back to Nature
Safely plan the perfect fall getaway...

[LEARN MORE](#)

Impressions: 355K
Clicks: 8,461
CTR: 2.38%
TOS Conversions: 92
CVR: 1.09%

Millennial Megan

 **North Lake Tahoe** Sponsored ·  ...

Work less and play more. Discover fewer crowds and more mid-week specials during North Lake Tahoe's Secret Season.



GOTAHONORTH.COM
Your Safety Is In Our Nature
Plan the perfect fall getaway.

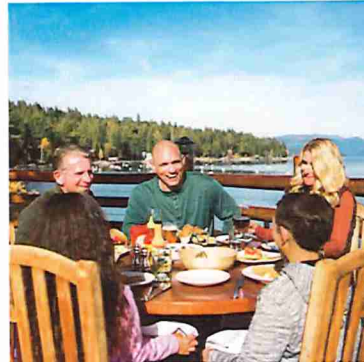
[BOOK NOW](#)

Impressions: 231K
Clicks: 3,413
CTR: 1.47%
TOS Conversions: 44
CVR: 1.29%

The Jones Family

 **North Lake Tahoe** Sponsored ·  ...

We're prepared to welcome you back safely. Reconnect with loved ones, indulge in fall flavors and get back to nature.





GOTAHONORTH.COM
Savor the Secret Season
Plan the perfect fall getaway.

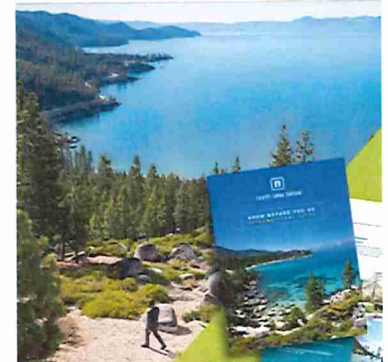
[BOOK NOW](#)

Impressions: 173K
Clicks: 2,030
CTR: 1.17%
TOS Conversions: 54
CVR: 2.66%

Readiness Guide

 **North Lake Tahoe** Sponsored ·  ...

Know before you go – check out our informational guide to safely plan your getaway during our Secret Season.



GOTAHONORTH.COM
Your Safety Matters
Get back to nature this fall.

[BOOK NOW](#)

Impressions: 304K
Clicks: 3,401
CTR: 1.12%
TOS Conversions: 105
CVR: 3.09%

Paid Social Creative Performance

Report Date
10/1/2020 to 10/31/2020

Creative Performance

		Impressions	Clicks	Click Through Rate	Cost	TOS 115	Book Now Button
1,378,780 IMPRESSIONS	Facebook	Boomer Ben	354,347	8,450	2.38%	\$2,461	91
		Millennial Megan	219,533	3,311	1.51%	\$1,395	41
		The Jones Family	168,894	1,980	1.17%	\$860	47
		Readiness Guide	278,099	3,232	1.16%	\$1,003	100
		Fall-RT	193,004	3,612	1.87%	\$1,797	417
		Maskup	100,499	1,565	1.56%	\$737	397
22,690 CLICKS	Instagram	Boomer Ben	1,118	11	0.98%	\$6	1
		Millennial Megan	12,015	102	0.85%	\$58	3
		The Jones Family	4,338	50	1.15%	\$27	7
		Readiness Guide	26,546	169	0.64%	\$74	5
		Fall-RT	14,936	151	1.01%	\$119	51
		Maskup	5,451	57	1.05%	\$65	23
1,183 PRIMARY CONVERSIONS							
63 SECONDARY CONVERSIONS							
\$7.27 PRIMARY CPC							

Email Performance by Placement

Report Date
10/1/2020 to 10/31/2020

31,223
OPENS

2,963
CLICKS

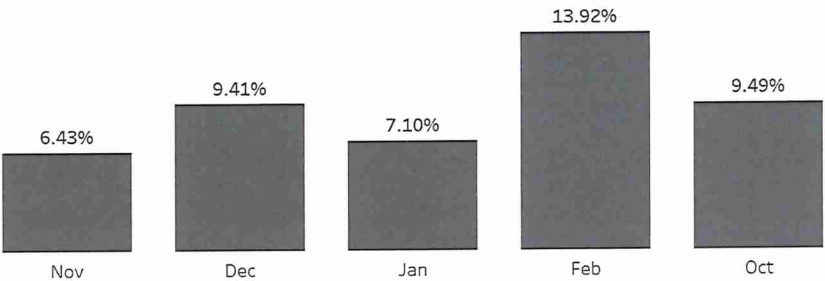
789
TOS 115
CONVERSIONS

4
BOOK NOW
CONVERSIONS

\$5.28
COST PER
TOS CONVERSION

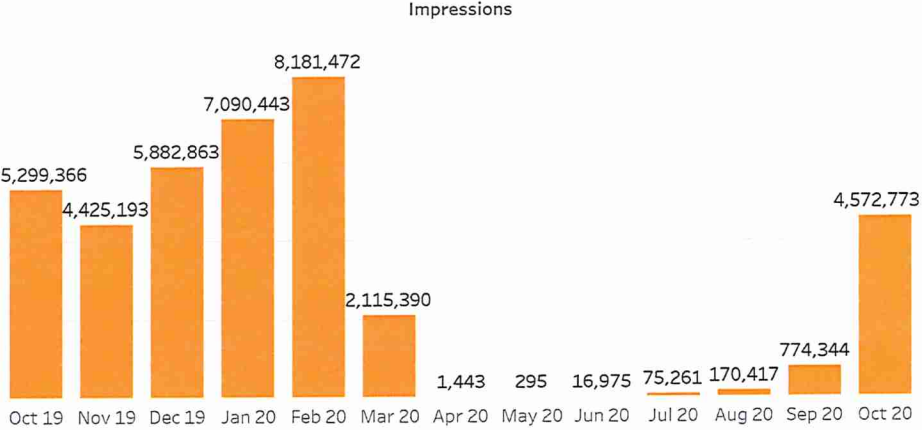
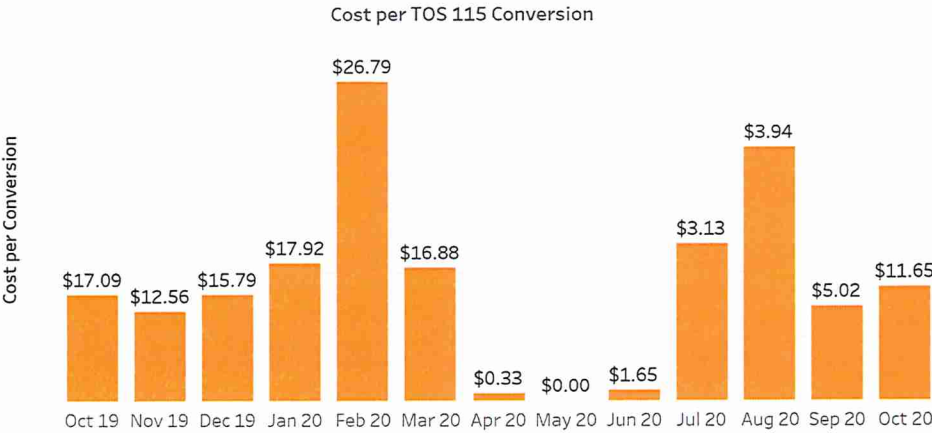
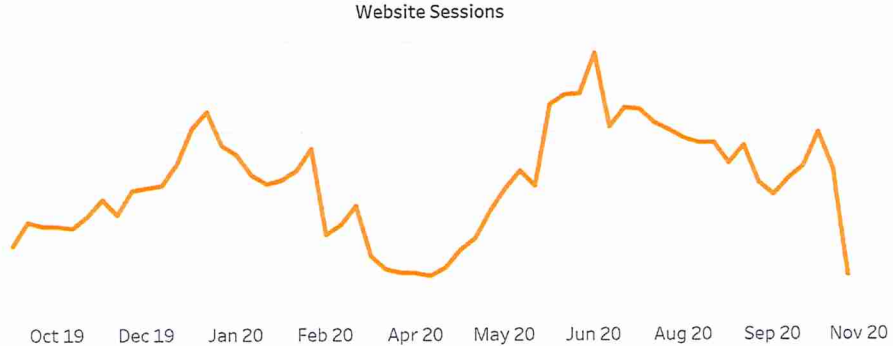
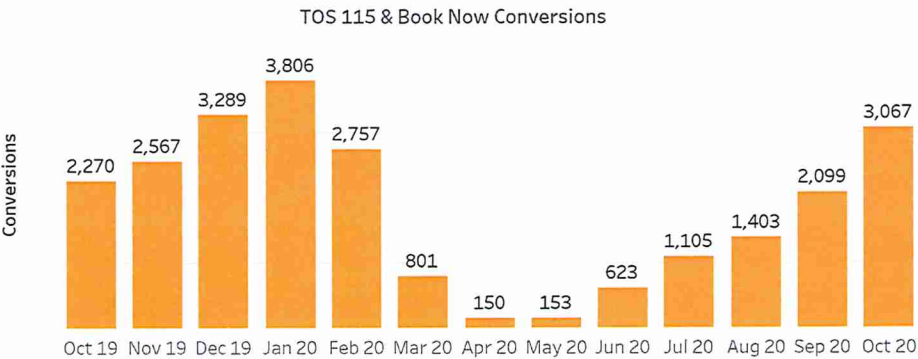
- October had one paid email that performed above average with the lowest cost per conversion in all media channels.
- High open rates and high conversion rates show good quality in traffic from email.
- The CTR was 9.49%, well above the industry average of 2-2.25% CTR.

Email CTR by Send Date



Campaign	Delivered	Opens	Open Rate	Clicks	CTR	TOS 115 Conversions	Conversion Rate	Spend	Cost per TOS Conversion	Book Now Conversions
Consumer	208,150	31,223	15.00%	2,963	9.49%	789	26.63%	\$4,163.00	\$5.28	4
Total	208,150	31,223	15.00%	2,963	9.49%	789	26.63%	\$4,163.00	\$5.28	4

Trending Performance



RECOMMENDATIONS

OVERALL

- Continue using mobile-friendly content and load times to optimize for our high-tech audience.

SOCIAL

- Continue to highlight the Know Before You Go visitor readiness guide and include COVID-19 friendly winter activities.
- Develop and promote winter Mask Up campaign assets.

DISPLAY

- Display is performing well and above average. Continue to optimize through targeting.

SEARCH

- Phrase Keywords are performing well. Continue adding more long tailed phrases.
- CPA's and conversion rates are performing well and we will use the same messaging types and examples when switch from fall to winter.





THANK YOU!

Events Update

Katie Biggers | September 2020

Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- North Tahoe '20/21 Ski Season Roundtable Event - Created Agendas and promoted event region wide
- Attended Quarterly Meetings with Squaw, Homewood regarding Events
- Nevada County - Moving to Orange Webinars/Outside Dining

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - - Brought to September 24th TD meeting for Final Approval, and Prepped for October BOD Meeting
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Promotion and messaging for Safe and Responsible Travel

Winter Events Sponsored by the North Lake Tahoe Marketing Cooperative

Tahoe Film Fest | December 3-6, 2020 | Working with producers on expansion into Tahoe City. Contract finalized, Assisting with Risk Mitigation Plans regarding COVID-19, and Sponsorship ideas.

North Lake Tahoe Partnership Funding Grants- (Marketing Sponsorships) Worked 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 - Finalizing Post Event Reports and invoicing
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivoted to Virtual - Finalizing post event reporting with new staff member from their organization
- 2020 Wild and Scenic Film Festival - Pivoted to Virtual. Working with producers on Radio spots, promotion and NLTRA Messaging on Safe travel

Canceled, Worked with Producers to Return Funds

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

Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign -Facebook Research, Looking at TakeoutTahoe/Tahoe Eats "Event" Assisting Marketing Director with projects as needed
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed
- Continually working with NT Fire on Fire Preparedness and Awareness Campaigns regarding Fire Safety in the Basin.
- Creation of Tahoe Connect- Tahoe Peer 2 Peer Networking Groups - Working with NTBA/TCDA to give community members an opportunity to voice their opinions and collaborate, as well as the ability to

share victories and challenges they may currently be dealing with. (promotion, messaging, outreach, etc.)

- Working on Chamber onboarding New members, and Media Kits
- Messaging to North Lake Tahoe Ambassador Program Members. Worked on creation of projects, and an incentive program with NTBA Marketing Associate.
- Pushed out a great amount of messaging on all lakeside/river Labor Day cleanup efforts. (NLTRA Cals, Partners, FB, Etc).
- Launched Partnership Funding Applications for Event Sponsorship funds for 21-22 Fiscal Year.
- 2021 Snowfest Meetings regarding Contingency plans, and ways to pivot
- Quarterly Email to producers with event updates
- Placer Shares Outreach throughout the community - Kings Beach door to door
- Placer Eats and Drinks outreach throughout the community - emails and calls
- Led TBID Outreach for Tier 1 - Non Lodging Businesses
- Tier 3 TBID Contact Organization and outreach



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: October 2020

VISITORS SERVED:

Sep 2020

Total TC & KB Walk-ins: 4,047
Total Phone Calls: 313
Total 4,360

Oct 2019

Total TC & KB Walk-ins: 4,052
Total Phone Calls: 167
4,219

Oct 2020

Total TC Walk-ins: 3,082
Total Phone Calls: 219
3,301

REFERRALS GIVEN TO VISITORS:

Restaurants 267	Lodging 47	Historic / Museum 33	Events 3
Tours 202	Surrounding Towns (SLT / Truckee) 9	Shopping 44	Transportation 22
Services – Covid 19 Air Quality & Closures 51	Activities Mountain / Trails 408	Activities / Lake 175	Maps / Directions 409

TOTAL: 1,489 = 48 referrals per day

October

- We had a record sales month in October. Bigger than any previous year since we have moved to this location in 2014.
- Since the beginning of our new fiscal year, the TC Visitor Center is down 36% in walk-in visitors but we are 12% above last year in sales.
- Received 25% more calls during the new fiscal year in the VIC wanting information about Covid-19 and park closures in Tahoe
- Continued servicing our local businesses by being a distribution center for 3 ply & KN95 masks, sanitizer, funnels, pumps, signs, gloves, and floor decals

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

October 31, 2020

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of October 31, 2020

	Oct 31, 20	Oct 31, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	678,530	355,428	323,102	91%	491,681
Total Checking/Savings	678,530	355,428	323,102	91%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	1,335	1,984	(649)	(33%)	1,335
Total Accounts Receivable	1,335	1,984	(649)	(33%)	1,335
Other Current Assets					
1200-99 · Accounts Receivable - Other	7,970	0	7,970	100%	25,720
1300 · Reimbursements Receivable	0	0	0	0%	11,705
1350-00 · Security Deposits	100	3,325	(3,225)	(97%)	100
Total Other Current Assets	8,070	3,325	4,745	143%	37,525
Total Current Assets	687,935	360,737	327,198	91%	530,541
Other Assets					
1400-00 · Prepaid Expenses	40,328	37,586	2,742	7%	8,321
Total Other Assets	40,328	37,586	2,742	7%	8,321
TOTAL ASSETS	728,263	398,323	329,940	83%	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	113,696	210,477	(96,781)	(46%)	51,879
Total Accounts Payable	113,696	210,477	(96,781)	(46%)	51,879
Total Current Liabilities	113,696	210,477	(96,781)	(46%)	51,879
Total Liabilities	113,696	210,477	(96,781)	(46%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	127,583	163,004	(35,421)	(22%)	462,141
Total Equity	614,566	187,846	426,720	227%	486,983
TOTAL LIABILITIES & EQUITY	728,263	398,323	329,940	83%	538,862

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

October 2020

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	79,600	79,600	0	182,600	182,600	0	592,000
4001-00 - NLTRA Funding	22,811	22,811	0	228,082	228,082	0	1,000,000
4004-00 - IVCBVB Entertainment	2,000	2,000	0	4,000	4,000	0	8,000
4005-00 - Prior Year Net Income	0	34,903	(34,903)	0	139,612	(139,612)	410,697
4099-00 - Revenue - Other	0			1,200			
Total Income	104,411	139,314	(34,903)	415,882	554,294	(138,412)	2,010,697
Gross Profit	104,411	139,314	(34,903)	415,882	554,294	(138,412)	2,010,697
Expense							
5000-00 - CONSUMER MARKETING							
5001-00 - Broadcast / Radio - High Notes	0	0	0	0	0	0	5,000
5002-01 - Native Display	833	2,000	(1,167)	833	10,000	(9,167)	42,501
5004-00 - Trip Advisor	3,558	1,200	2,358	3,558	20,800	(17,242)	85,000
5005-00 - Paid Social	9,899	(4,340)	14,239	13,014	60,632	(47,618)	112,660
5005-01 - Digital Display / Retargeting	31,616	9,200	22,416	32,538	15,400	17,138	85,800
5005-02 - Retargeting Video	0	(250)	250	0	2,750	(2,750)	9,000
5007-00 - Creative Production							
5007-01 - Creative Production	1,173			25,454			
5007-02 - Website Production	0			1,818			
5007-03 - Photo/Video Creative	852			952			
5007-00 - Creative Production - Other	128	5,128	(5,001)	638	38,094	(37,457)	105,364
Total 5007-00 - Creative Production	2,152	5,128	(2,976)	28,860	38,094	(9,234)	105,364
5010-00 - Account Strategy & Management	6,000	6,000	0	24,000	24,000	0	72,000
5010-02 - Website Strategy & Analysis	0	3,117	(3,117)	0	12,468	(12,468)	37,400
5013-00 - Outdoor	0	0	0	0	0	0	115,000
5015-00 - Video	0	5,800	(5,800)	0	18,950	(18,950)	112,350
5017-00 - Rich Media	0	0	0	0	0	0	35,000
5018-00 - Media Commission	7,777	3,364	4,413	10,291	19,027	(8,736)	96,631
5018-01 - Digital Ad Serving	150	250	(100)	161	1,000	(839)	3,000
5020-00 - Search Engine Marketing	13,873	3,200	10,673	30,192	19,000	11,192	65,700
5022-00 - Email	4,162	850	3,312	4,162	1,700	2,462	35,000
5024-00 - Fusion 7	2,000	2,000	0	8,000	8,000	0	24,000
5025-00 - Expedia	0	0	0	0	0	0	20,000
5028-00 - High Impact Media	0	3,900	(3,900)	0	3,900	(3,900)	30,000
Total 5000-00 - CONSUMER MARKETING	82,020	41,419	40,601	155,611	255,721	(100,110)	1,091,406
5110-00 - LEISURE SALES							
5107-00 - Creative Production	0	0	0	150	5,250	(5,100)	7,250
5111-00 - FAMs - Domestic	0	0	0	0	0	0	4,500
5112-00 - Training / Sales Calls	0	1,000	(1,000)	120	1,000	(880)	5,000
5113-00 - Additional Opportunities	0	1,000	(1,000)	0	1,000	(1,000)	10,000
5115-00 - Travel Agent Incentive Program	0	0	0	0	0	0	2,000
5120-00 - Domestic - Trade Shows	0	1,000	(1,000)	0	1,000	(1,000)	6,500
5131-00 - FAMs -Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 - Ski-Tops	0	845	(845)	0	845	(845)	2,545
5134-00 - Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 - Co-op Opportunities	0	0	0	0	0	0	12,000
5143-00 - Mountain Travel Symposium	0	0	0	0	0	0	5,350
5144-00 - IPW - POW WOW	0	0	0	0	0	0	11,000
5145-00 - TIA Annual Dues	0	0	0	0	2,695	(2,695)	2,695
5147-00 - AUS / Gate 7	2,054	0	2,054	5,170	0	5,170	12,150
5154-00 - Canada							
5154-01 - Canada Sales Mission	0	0	0	0	0	0	6,000
5154-00 - Canada - Other	0	0	0	0	0	0	12,000
Total 5154-00 - Canada	0	0	0	0	0	0	18,000
5155-00 - California Star Program	292	0	292	1,167	3,500	(2,333)	3,500
Total 5110-00 - LEISURE SALES	2,346	3,845	(1,499)	6,607	15,290	(8,683)	112,000
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	6,000	6,000	0	18,000
5202-00 - PR Program/ Content Dev - Blogs	1,000	1,000	0	4,500	6,500	(2,000)	18,500
5204-00 - Media Mission(s)	0	0	0	747	10,000	(9,253)	30,000
5206-00 - Digital Buy/ Social Media Boost	500	500	0	2,000	2,000	0	6,000
5207-00 - Content Campaigns/Tools-My Emma	300	300	0	1,200	1,200	0	3,600
5209-00 - Domestic Travel Media FAMS	0	2,000	(2,000)	5,707	9,000	(3,293)	20,000
5210-00 - Content Dev - Newsletters	1,800	1,800	0	5,400	7,200	(1,800)	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	16,000	16,000	0	48,000
5212-00 - Social Giveaways & Contests	0	0	0	0	3,500	(3,500)	10,500
5213-00 - Facebook Live	0	0	0	0	150	(150)	150
5214-00 - Social Takeover	0	3,750	(3,750)	0	7,500	(7,500)	15,000
5216-00 - PR Content Development + Distri	5,000	700	4,300	6,334	2,800	3,534	8,400
5218-00 - Crisis Communication / Training	0	0	0	0	4,900	(4,900)	4,900
5221-00 - Photography & Video Asset Dev	(3,500)	3,750	(7,250)	0	7,500	(7,500)	15,000
5222-00 - Media Tracking / Membership	0	1,166	(1,166)	1,800	4,664	(2,864)	14,000
5280-00 - PR Meals / Entertainment	0			29			
Total 5200-00 - PUBLIC RELATIONS	10,600	20,466	(9,866)	49,717	88,914	(39,197)	233,650
6000-00 - CONFERENCE SALES							
6002-00 - Destination Print	2,500	0	2,500	2,500	5,000	(2,500)	20,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

October 2020

Accrual Basis

	Oct 20	Budget	\$ Over Budget	Jul - Oct 20	YTD Budget	\$ Over Budget	Annual Budget
6003-00 · Geo-Fence Targeting	0	0	0	0	750	(750)	3,000
6004-00 · Email	0	0	0	0	1,250	(1,250)	5,000
6005-00 · Paid Media	0	0	0	0	1,500	(1,500)	6,000
6006-00 · CVENT	0	(522)	522	10,678	10,678	0	10,678
6007-00 · Creative Production	0	0	0	144	3,686	(3,542)	14,744
6014-00 · MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 · MCC National Memberships	0	0	0	379	2,430	(2,051)	3,773
6016-00 · MCC Search Engine Marketing	0	416	(416)	0	1,664	(1,664)	5,000
6018-00 · MCC Media Commission	300	0	300	1,701	1,631	70	6,526
6019-00 · Conference Direct Partnership	417	0	417	3,667	5,000	(1,333)	5,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	2,333	7,000	(4,667)	7,000
6152-00 · Client Events / Opportunities	0	0	0	54	0	54	6,570
6153-00 · Chicago Sales Rep Support	147	500	(353)	589	500	89	1,000
Total 6000-00 · CONFERENCE SALES	3,947	394	3,553	22,044	41,089	(19,045)	104,291
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,000	(1,000)	194	1,500	(1,306)	4,500
6116-00 · CalSAE Seasonal Spectacular	0	0	0	0	1,200	(1,200)	3,700
6118-00 · ASAE Annual	0	0	0	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	4,900	3,600	1,300	4,900	14,850	(9,950)	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
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	675	0	675	0
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	2,000
6164-00 · Connect Mountain Incentive	0	0	0	0	0	0	5,750
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	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	3,750	(3,750)	0	3,750	(3,750)	6,250
6180-00 · Conference Direct CA	0	0	0	0	1,000	(1,000)	1,000
6181-00 · Conference Direct PNW	0	0	0	0	1,000	(1,000)	1,000
Total 6100-00 · TRADE SHOWS	4,900	8,350	(3,450)	5,769	24,890	(19,121)	83,090
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	2,500	(2,500)	0	10,000	(10,000)	30,000
5009-00 · Fulfillment / Mail	112	1,000	(888)	560	4,000	(3,440)	12,000
5021-00 · RASC-Reno Air Service Corp	0	0	0	0	0	0	50,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	333	2,000	(1,667)	2,000
7002-00 · CRM Subscription	833	2,499	(1,666)	3,458	4,998	(1,540)	9,996
7003-00 · IVCBVB Entertainment Fund	0	0	0	14	2,000	(1,986)	8,000
7004-00 · Research	0	2,500	(2,500)	0	5,000	(5,000)	29,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	2,667	8,338	(5,671)	2,667	16,676	(14,009)	33,352
7008-00 · Opportunistic Funds	0	23,243	(23,243)	0	23,243	(23,243)	46,487
7009-00 · Tahoe Cam Usage	0	177	(177)	0	708	(708)	2,124
7010-00 · Photo Management & Storage	592	592	(0)	2,450	2,368	82	7,099
7020-00 · Collateral Production / Printin	0	0	0	1,250	8,000	(6,750)	8,000
8700-00 · Automobile Expense*	0	350	(350)	296	1,400	(1,104)	4,200
Total 7000-00 · COMMITTED & ADMIN EXPENSES	4,370	41,199	(36,829)	26,028	95,393	(69,365)	287,258
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	17,026	17,000	26	51,000
8003-00 · Website Hosting Maintenance	4,963	4,000	963	5,497	16,000	(10,503)	48,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	9,213	8,250	963	22,523	33,000	(10,477)	99,000
Total Expense	117,396	123,923	(6,527)	288,299	554,297	(265,998)	2,010,695
Net Income	(12,985)	15,391	(28,376)	127,583	(3)	127,586	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through October 2020

	Jul - Oct 20	Jul - Oct 19	\$ Change	% Change
Income				
4000-00 • LTIVCBVB Funding	182,600.00	419,468.00	-236,868.00	-56.5%
4001-00 • NLTRA Funding	228,082.00	398,004.00	-169,922.00	-42.7%
4004-00 • IVCBVB Entertainment	4,000.00	2,000.00	2,000.00	100.0%
4099-00 • Revenue - Other	1,200.00	0.00	1,200.00	100.0%
Total Income	415,882.00	819,472.00	-403,590.00	-49.3%
Gross Profit	415,882.00	819,472.00	-403,590.00	-49.3%
Expense				
5000-00 • CONSUMER MARKETING				
5001-00 • Broadcast / Radio - High Notes	0.00	5,104.00	-5,104.00	-100.0%
5002-01 • Native Display	833.33	0.00	833.33	100.0%
5004-00 • Trip Advisor	3,558.17	11,175.12	-7,616.95	-68.2%
5005-00 • Paid Social	13,014.32	33,466.97	-20,452.65	-61.1%
5005-01 • Digital Display / Retargeting	32,538.28	46,406.78	-13,868.50	-29.9%
5005-02 • Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 • Creative Production				
5007-01 • Creative Production	25,453.79	0.00	25,453.79	100.0%
5007-02 • Website Production	1,817.50	0.00	1,817.50	100.0%
5007-03 • Photo/Video Creative	951.63	0.00	951.63	100.0%
5007-00 • Creative Production - Other	637.50	84,514.62	-83,877.12	-99.3%
Total 5007-00 • Creative Production	28,860.42	84,514.62	-55,654.20	-65.9%
5010-00 • Account Strategy & Management	24,000.00	28,000.00	-4,000.00	-14.3%
5010-01 • Digital Management & Reporting	0.00	8,000.00	-8,000.00	-100.0%
5010-02 • Website Strategy & Analysis	0.00	4,800.00	-4,800.00	-100.0%
5015-00 • Video	0.00	4,373.48	-4,373.48	-100.0%
5018-00 • Media Commission	10,290.74	17,085.76	-6,795.02	-39.8%
5018-01 • Digital Ad Serving	160.54	629.11	-468.57	-74.5%
5020-00 • Search Engine Marketing	30,192.45	14,362.77	15,829.68	110.2%
5022-00 • Email	4,162.45	10,625.85	-6,463.40	-60.8%
5024-00 • Fusion 7	8,000.00	0.00	8,000.00	100.0%
Total 5000-00 • CONSUMER MARKETING	155,610.70	281,017.28	-125,406.58	-44.6%
5110-00 • LEISURE SALES				
5107-00 • Creative Production	150.00	2,565.00	-2,415.00	-94.2%
5112-00 • Training / Sales Calls	119.88	1,650.55	-1,530.67	-92.7%
5113-00 • Additional Opportunities	0.00	2,253.78	-2,253.78	-100.0%
5120-00 • Domestic - Trade Shows	0.00	1,439.87	-1,439.87	-100.0%
5131-00 • FAMS -Intl - Travel Trade	0.00	2,683.75	-2,683.75	-100.0%
5132-00 • FAMS -Intl - Media	0.00	35.08	-35.08	-100.0%
5134-00 • Intl Marketing - Additional Opp	0.00	4,526.92	-4,526.92	-100.0%
5136-00 • Tour Operator Brochure Support	0.00	2,000.00	-2,000.00	-100.0%
5137-00 • Co-op Opportunities	0.00	800.00	-800.00	-100.0%
5142-00 • UK Sales Mission	0.00	2,176.83	-2,176.83	-100.0%
5143-00 • Mountain Travel Symposium	0.00	509.75	-509.75	-100.0%
5144-00 • IPW - POWWOW	0.00	600.00	-600.00	-100.0%
5146-00 • UK / Black Diamond	0.00	10,000.00	-10,000.00	-100.0%
5147-00 • AUS / Gate 7	5,170.00	15,850.00	-10,680.00	-67.4%
5149-00 • Mexico Program	0.00	1,606.99	-1,606.99	-100.0%
5150-00 • China Program	0.00	154.17	-154.17	-100.0%
5154-00 • Canada				
5154-01 • Canada Sales Mission	0.00	5,340.61	-5,340.61	-100.0%
5154-00 • Canada - Other	0.00	5,452.17	-5,452.17	-100.0%
Total 5154-00 • Canada	0.00	10,792.78	-10,792.78	-100.0%
5155-00 • California Star Program	1,166.68	0.00	1,166.68	100.0%
5156-00 • German Trade Representation	0.00	3,329.11	-3,329.11	-100.0%
Total 5110-00 • LEISURE SALES	6,606.56	61,774.68	-55,168.12	-89.3%
5200-00 • PUBLIC RELATIONS				
5200-01 • Strategy, Reporting, Mgmt, Etc.	6,000.00	8,800.00	-2,800.00	-31.8%
5201-00 • National, Regional, & Local PR	0.00	20,000.00	-20,000.00	-100.0%
5202-00 • PR Program/ Content Dev - Blogs	4,500.00	8,000.00	-3,500.00	-43.8%
5202-01 • Rich Content Development	0.00	4,675.00	-4,675.00	-100.0%
5204-00 • Media Mission(s)	746.96	2,807.09	-2,060.13	-73.4%
5206-00 • Digital Buy/ Social Media Boost	2,000.00	2,000.00	0.00	0.0%
5207-00 • Content Campaigns/Tools-My Emma	1,200.00	1,200.00	0.00	0.0%
5208-01 • International Travel Media FAMS	0.00	1,949.12	-1,949.12	-100.0%
5208-02 • Int'l FAM Hard Cost	0.00	1,300.62	-1,300.62	-100.0%
5209-00 • Domestic Travel Media FAMS	0.00	1,200.00	-1,200.00	-100.0%
5210-00 • Content Dev - Newsletters	5,706.88	3,687.73	2,019.15	54.8%
5211-00 • Social Media Strategy & Mgmt	5,400.00	7,200.00	-1,800.00	-25.0%
5212-00 • Social Giveaways & Contests	16,000.00	16,000.00	0.00	0.0%
5213-00 • Facebook Live	0.00	53.62	-53.62	-100.0%
5214-00 • Social Takeover	0.00	1,000.00	-1,000.00	-100.0%
5216-00 • PR Content Development + Distri	0.00	7,951.75	-7,951.75	-100.0%
5221-00 • Photography & Video Asset Dev	6,334.06	0.00	6,334.06	100.0%
5222-00 • Media Tracking / Membership	0.00	0.00	0.00	0.0%
5280-00 • PR Meals / Entertainment	1,800.00	0.00	1,800.00	100.0%
Total 5200-00 • PUBLIC RELATIONS	49,716.62	87,824.93	-38,108.31	-43.4%
6000-00 • CONFERENCE SALES				
6002-00 • Destination Print	2,500.00	2,500.00	0.00	0.0%
6004-00 • Email	0.00	850.00	-850.00	-100.0%
6005-00 • Paid Media	0.00	2,521.72	-2,521.72	-100.0%
6006-00 • CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 • Creative Production	143.75	8,226.11	-8,082.36	-98.3%
6008-00 • Conference PR / Social Outreach	0.00	4,000.00	-4,000.00	-100.0%
6015-00 • MCC National Memberships	379.00	0.00	379.00	100.0%
6016-00 • MCC Search Engine Marketing	0.00	445.59	-445.59	-100.0%
6018-00 • MCC Media Commission	1,700.95	2,098.10	-397.15	-18.9%
6019-00 • Conference Direct Partnership	3,666.68	0.00	3,666.68	100.0%
6128-00 • HelmsBriscoe Strategic Partner	2,333.32	2,249.99	83.33	3.7%
6152-00 • Client Events / Opportunities	53.54	3,951.29	-3,897.75	-98.6%
6153-00 • Chicago Sales Rep Support	589.00	-605.28	1,194.28	197.3%
Total 6000-00 • CONFERENCE SALES	22,044.24	37,404.33	-15,360.09	-41.1%
6100-00 • TRADE SHOWS				
6111-00 • Site Inspections	194.13	1,422.38	-1,228.25	-86.4%
6116-00 • CalSAE Seasonal Spectacular	0.00	1,279.91	-1,279.91	-100.0%

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through October 2020

	Jul - Oct 20	Jul - Oct 19	\$ Change	% Change
6118-00 • ASAE Annual	0.00	5,584.70	-5,584.70	-100.0%
6120-01 • Sac River Cats Client Event	0.00	1,187.41	-1,187.41	-100.0%
6143-00 • Connect Marketplace	4,900.00	3,814.74	1,085.26	28.5%
6156-04 • Connect Georgia	0.00	3,750.00	-3,750.00	-100.0%
6157-00 • HPN Partner Conference	0.00	4,299.45	-4,299.45	-100.0%
6160-00 • AllThingsMeetings Silicon Valley	675.00	510.76	164.24	32.2%
6162-00 • Connect Tech & Medical	0.00	1,048.61	-1,048.61	-100.0%
6165-00 • Bay Area Client Appreciation	0.00	-1,000.00	1,000.00	100.0%
Total 6100-00 • TRADE SHOWS	5,769.13	21,897.96	-16,128.83	-73.7%
7000-00 • COMMITTED & ADMIN EXPENSES				
5008-00 • Cooperative Programs	0.00	11,121.60	-11,121.60	-100.0%
5009-00 • Fulfillment / Mail	559.90	7,847.96	-7,288.06	-92.9%
5021-00 • RASC-Reno Air Service Corp	0.00	50,000.00	-50,000.00	-100.0%
5122-00 • SSMC Shipping - Sierra Ski Mkt	0.00	5.03	-5.03	-100.0%
5123-00 • HSVC - High Sierra Visitors	333.34	666.68	-333.34	-50.0%
7001-00 • Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 • CRM Subscription	3,458.32	3,055.55	402.77	13.2%
7003-00 • IVCBVB Entertainment Fund	13.78	911.39	-897.61	-98.5%
7004-00 • Research	0.00	25,686.68	-25,686.68	-100.0%
7005-00 • Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 • Destimetrics / DMX	2,666.67	0.00	2,666.67	100.0%
7008-00 • Opportunistic Funds	0.00	28,215.57	-28,215.57	-100.0%
7010-00 • Photo Management & Storage	2,450.32	0.00	2,450.32	100.0%
7011-00 • TrendKite PR Software	0.00	1,071.43	-1,071.43	-100.0%
7020-00 • Collateral Production / Printin	1,250.00	0.00	1,250.00	100.0%
8700-00 • Automobile Expense'	296.07	1,815.81	-1,519.74	-83.7%
7000-00 • COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 • COMMITTED & ADMIN EXPENSES	26,028.40	145,811.18	-119,782.78	-82.2%
8000-00 • WEBSITE CONTENT & MAINTENANCE				
8002-00 • Content Manager Contractor	17,025.91	17,000.00	25.91	0.2%
8003-00 • Website Hosting Maintenance	5,497.00	3,738.00	1,759.00	47.1%
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	22,522.91	20,738.00	1,784.91	8.6%
Total Expense	288,298.56	656,468.36	-368,169.80	-56.1%
Net Income	127,583.44	163,003.64	-35,420.20	-21.7%

Aging by Revenue Item

As of 10/31/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
101-200 Employees Membership Dues			\$975.00	\$0.00	\$0.00	\$0.00	\$0.00	\$940.00	\$1,915.00
11-20 Employees Membership Dues			\$345.00	\$0.00	\$0.00	\$690.00	\$0.00	\$2,050.00	\$3,085.00
1-5 Employees Membership Dues			\$295.00	\$1,180.00	\$295.00	\$2,950.00	\$2,950.00	\$15,590.00	\$23,260.00
21-50 Employees Membership Dues			\$0.00	\$1,080.00	\$0.00	\$0.00	\$540.00	\$9,600.00	\$11,220.00
50-100 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,475.00	\$1,475.00
6-10 Employees Membership Dues			\$0.00	\$325.00	\$325.00	\$325.00	\$325.00	\$11,990.00	\$13,290.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$340.00	\$0.00	\$510.00	\$340.00	\$340.00	\$4,220.00	\$5,750.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$830.00	\$995.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$18,615.00	\$18,615.00
1201-01 Member AR Membership Dues			\$1,955.00	\$2,585.00	\$1,130.00	\$4,305.00	\$4,320.00	\$68,810.00	\$83,105.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$410.00	\$85.00	\$0.00	\$0.00	\$0.00	\$175.00	\$670.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$165.00	\$165.00
Tuesday Morning Breakfast Club			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$565.00	\$565.00
1201-03 Member Accounts Receivable			\$410.00	\$85.00	\$0.00	\$0.00	\$0.00	\$905.00	\$1,400.00
GRAND TOTALS			\$2,365.00	\$2,670.00	\$1,130.00	\$4,305.00	\$4,320.00	\$69,715.00	\$84,505.00

KEY METRICS FOR September 31, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru Sept 2020)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
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	7,260,420	4,181,364	5,899,039	1,174,531	\$ 18,515,354
2020 - 2021	1,450,294				\$ 1,450,294

updated

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Oct 2020)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	21533	21331	22632	14549	-35.71%
Phone	1025	1137	991	1246	25.73%
Email	163	157	183	182	-0.55%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.04%
NLT - Event Traffic	3087	3080	2893	749	-74.11%
Total	33,691.00	37,144.00	35,021.00	22,132.00	-36.80%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2017	2018	2019	2020	YOY % Change
First (Jan - Mar)	\$ 820,233	\$ 762,370	\$ 875,360	\$ 740,357	-15.42%
Second (Apr - June)	\$ 716,779	\$ 627,831	\$ 674,366	\$ 418,033	-38.01%
Third (Jul - Sept)	\$ 1,001,144	\$ 1,018,271	\$ 1,058,279	\$ -	
Fourth (Oct - Dec)	\$ 641,261	\$ 671,770	\$ 770,185	\$ -	
Total	\$ 3,179,417	\$ 3,080,242	\$ 3,378,190	\$ 1,158,390	

Unemployment Rates - EDD					Sept 2020
California (pop. 38,332,521)					11.0%
Placer County (367,309)					7.1%
Dollar Point (1,215)					4.8%
Kings Beach (3,893)					2.7%
Sunnyside/Tahoe City (1,557)					10.8%
Tahoe Vista (1,433)					1.4%

Destimetrics Reservations Activity	FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	40.8%	35.2%	-13.7%
ADR (Average Daily Rate)	\$ 212	\$ 291	37.2%
RevPAR (Rev per Available Room)	\$ 87	\$ 103	18.5%
Occupancy 1 Mth Forecast	25.8%	25.3%	-1.9%
ADR 1 Mth Forecast	\$ 231	\$ 362	56.7%
RevPAR 1 Mth Forecast	\$ 60	\$ 92	53.7%
Occupancy (prior 6 months)	55.1%	39.0%	-29.1%
ADR (prior 6 months)	\$ 328	\$ 424	29.4%
RevPAR (prior 6 months)	\$ 181	\$ 166	-8.3%
Occupancy (next 6 months)	19.6%	14.8%	-24.3%
ADR (next 6 months)	\$ 339	\$ 462	36.3%
RevPAR (next 6 months)	\$ 66	\$ 69	3.1%

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 9/30/2020					
	2019-20	2019-20	2020-21	YOY %	
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change	
Total Revenue Booked	\$2,685,035	\$ 3,470,265	\$ 1,098,382	-68.35%	
Commission for this Revenue	\$ 36,962	\$ 47,519	\$ -	-100.00%	
Number of Room Nights	12,075	17,049	4,958	-70.92%	
Number of Bookings	53	57	16	-71.93%	
Conference Revenue And Percentage by County:					
	19-20	20-21			
Placer	80%	83%	\$2,096,775	\$ 2,765,435	\$ 913,269 -66.98%
Washoe	15%	17%	\$381,642	\$ 535,270	\$ 185,113 -65.42%
South Lake	5%	0%	\$206,618	\$ 169,560	
Nevada County	0%	0%			
Total Conference Revenue	100%	100%	\$2,685,035	\$ 3,470,265	\$ 1,098,382 -68.35%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%