
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 | Colin Perry, 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

Join Zoom Meeting

<https://us02web.zoom.us/j/87490025889?pwd=NUQrWGk3WjlvdW5hTW1KdURPb1I2UT09>

Meeting ID: 874 9002 5889

Passcode: 984958

+1 669 900 9128 US (San Jose)

- 8:30 a.m.** 1. Call to Order – Establish Quorum
- 8:30 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
- 8:40 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 Dec 2, 2020 [Link to preliminary online document](#)
- Page: 5** B. Approval of preliminary NLTRA Financial Statements of November 30, 2020
- Page: 22** C. Approval of CEO Expense Reports for Nov 2020

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

- Finance Committee Meeting Jan 9, 2021
- Tourism Development Committee Nov 17, 2020
- In-Market Tourism Development Committee Nov 17, 2020

8:45 a.m.

Page: 27

Page: 29

Page: 30

5. Action Items

- A. NLTRA Fixed Asset Capitalization Policy - Bonnie
- B. Approval of CAP Committee Appointees – Jeff
- C. 2019/20 TOT Funds Surplus Recommendation to County BOS - Bonnie

9:00 a.m.

Page: 31

Page: 41

6. Informational Updates/Verbal Reports

- A. Meeting & Conventions Marketing Campaign and Meeting Guide - Augustine
- B. TBID Formation/Ad-Hoc Committee Update – Jeff
- A. Joint NLTRA/IVCBVB EC meeting update – Jeff
- D. North Lake Tahoe Emergency Rent Relief Program – Jeff/Katie

10:30 a.m.

Page: 43

Page: 44

Page: 46

Page: 62

Page: 87

Page: 102

Page: 104

Page: 105

Page: 111

Page: 112

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

- A. Destimetrics Report Nov 30, 2020
- B. Conference Revenue Statistics Report Nov 2020
- C. Reno- Tahoe Airport Report – January 2021 Flight Schedule
- D. Tourism Development Report on Activities, Nov 2020
- E. Public Relations & Communications, Nov 2020
- F. Event Update – Cancelled/Postponed Events, Dec 2020
- G. Visitor Information Center Visitor Report, Dec 2020
- H. North Lake Tahoe Marketing Coop Financial Statements Dec 2020
- I. Membership Accounts Receivable Report Dec 2020
- J. Financial Key Metrics Report Nov 2020

10:45 a.m.

8. CEO and Staff Updates

10:50 a.m.

9. Directors Comments

10:55 a.m.

10. Meeting Review and Staff Direction

11. Closed Session

12. Adjournment

This meeting is wheelchair accessible

Posted online at nltra.org



north lake tahoe

Chamber | CVB | Resort Association

BOARD OF DIRECTORS MEETING

Date: Wednesday, Dec 2, 2020

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 | **Colin Perry**, 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

1. Call to Order – Establish Quorum at 8:35 AM

Board members in attendance

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

Board members absent

Kevin Mitchell, Greg Gooding, and Stephanie Hoffman

Staff Members in attendance

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

Others in attendance

Included Emily Setzer, Kylee Bigelow, Joy Doyle, Jerusha Hall, Andy Chapman, Lindsay Romack, Michael Murphy, Bill Wood, Colin Perry, Alyssa Reilly, Adam (Sugar Bowl)

2. Public Forum

Tuma had sent an email to Board members recommending protocols to be used during Zoom meetings, including keeping the “video” on. A brief discussion followed and all agreed to the “best practices” he suggested.

3. Agenda Amendments and Approval

Motion to approve today’s agenda as presented. **WILSON/WILLIAMS/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 Nov 4, 2020 [Link to preliminary online document](#)

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

C. Approval of CEO Expense Reports for Oct 2020

D. Approval of the Abbi Agency Scope of Work for the In-Market North Lake Tahoe Shop & Win Holiday Contest campaign.

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

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

5. Action Items

A. Review and Approval of Tourism Development Committee Applications – Sarah

Winters presented the candidate's applications to serve on the Tourism Committee, which were included in today's meeting packets. There are four seats expiring in 2020 and three resignations from those whose terms are not up until 2022.

**Motion to approve the slate of candidates to the Tourism Development Committee as presented.
TESTER/WILLIAMS/UNANIMOUS**

B. Texas Coop Advertising Campaign – Andy/Jeff

Hentz asked the Board to consider the campaign being presented today in particular and consider a position on when it is the appropriate time to engage in advertising in general. The Texas campaign targeting the Dallas and Houston markets was already scheduled, but postponed because of COVID.

Chapman introduced two IVCB Visitors Bureau Board members, Bill Wood and Michael Murphy, who were on today's call. Chapman described the campaign, which would be funded from a Travel Nevada CARES Act grant of \$50,000, plus \$100,000 from both the Coop and Lake Tahoe Visitors Authority (LTVA), for a total of \$250,000. He explained that in order to use the CARES funds, the campaign must begin by the end of the year, but it can then be paused until, say, February 2021 and then push spring travel. The campaign is timely because of non-stop air service from those markets into Reno, which will be promoted by the airlines and RASC. Murphy and Wood acknowledged the optics of pushing travel to the area during COVID. "Responsible travel" would be included in the messaging.

A lengthy discussion followed regarding the pros and cons of the proposed campaign, given the timing. Casey voiced concern that even a soft launch in December could be detrimental to both the County and NLTRA, given all the criticism both organizations dealt with over visitation this summer. Also, stricter travel guidelines are imminent from the state. Others agreed. Chapman stated that IVCB and LTVA may move forward so the CARES funds are not lost. Turner pointed out that what happens in Tahoe impacts everyone and could still be detrimental. It was noted that ski operations are also unknown, given new guidelines from Ski California yesterday. Discussion continued.

There was consensus that the campaign should not move forward right now. Perhaps after the first of the year, the travel situation will be clearer and the campaign can launch in January or February to promote spring skiing. The two Executive Committees and CEOs in the Coop should meet to discuss the issue. Chapman will get clarification from Travel Nevada on the timeline for the CARES funds and will report on the NLTRA discussion to Carol at LTVA. He will advise Hentz of his Board's final decision.

C. Discussion and Possible Approval of a Tourism Business Improvement District Ad-hoc committee

Hentz gave a history of the TBID process and reported the 50%+1 requirement to pass the initiative has been reached. He is now working on Phase 3, which involves County approvals and implementation. All agreed this is an important milestone for the community. Casey described the next steps. The Board of Supervisors could approve the TBID in February and assessments could start to be collected later in the spring or early summer, when all systems are in place.

**Motion to appoint Phelan, Williams, and Tuma to a TBID Ad-hoc Committee to develop the organizational structure.
PHELAN/HORVATH/UNANIMOUS**

6. Informational Updates/Verbal Reports

A. Overview of Winter Toolkit – Liz & Amber

Burke described the Winter Toolkit which promotes responsible travel and urges visitors to plan ahead. Resources

include the Takeout Tahoe guide. Other campaigns in place are the five-week Shop & Win Contest going on now using the Goosechase app with over 100 scavenger hunt-style challenges and the Gift Card Recovery Program. Backcountry Safety Awareness week is December 14 – 18.

Bowling shared press releases regarding safe travel and ski season information as part of the Know Before You Go information. She reported on the media outlets picking it up and how the Winter Toolkit is being shared with partners and on the website.

A number of staff were trained for the Crisis Communications and Public Relations Summit, which will be presented on December 11 by a panel of experts including journalists and representatives from the ski industry.

B. CAP Committee Project Update –Erin/Jeff

Hentz thanked Phelan for all the work he does as Chair of the CAP Committee. At the November 19 meeting, the Committee made recommendations on eight of the nine applications received for TOT funding. The ninth applicant was Placer County DPW for the Kings Beach Western Approach. Peter Kraatz was asked to submit a revised request as the Committee felt not all components were appropriate for TOT funding. Casey will present the recommendations to the Board of Supervisors in January.

Tuma suggested more information on the applications be presented to the NLTRA Board for possible comment. Casey acknowledged Phelan's contributions to the Committee. His efforts have improved the application and review process.

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

- A. Destimetrics Report 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**

Tuma suggested if there is a report staff wants highlighted, the item be marked with an asterisk.

8. CEO and Staff Updates

Hentz welcomed Colin Perry from the Ritz Carlton to the NLTRA Board of Directors.

Hentz has spent an abundance of his time on the TBID and will continue to do so as the initiative moves into Phase 3. The November 13 PPE Giveaway Day was very productive and presented an opportunity to distribute more information on TBID.

A Town Hall was conducted with the retail and restaurant sectors. With Placer County moving into the "purple tier" for COVID restrictions, a second session will be held in cooperation with the Tahoe City Downtown Association and North Tahoe Business Association to continue to support businesses, including personal service providers.

A virtual Tuesday Morning Breakfast Club was held on December 1. There was tremendous participation and great updates and presentations. There is a good team working on programming and promotion. The next one is scheduled for January 5, 2021.

The next NLTRA Board meeting was scheduled for January 13, 2021, a week later than the usual date.

9. Directors Comments

Hentz was thanked for getting the TBID over the finish line. It's a great accomplishment of a difficult task, made even harder because of COVID.

Cowen added his appreciation on behalf of TRPA. He reported the Sustainable Recreation Working Group continues to meet every other week. He described the videos and virtual gatherings planned to support the Backcountry Safety Awareness campaign. TRPA recognized Larry Sevison at the recent Governing Board meeting. Cowen said TRPA continues to identify funds for the Bi-State Transportation Coalition. He commended Joanne Marchetta for creating a safe work environment for TRPA staff.

10. Meeting Review and Staff Direction

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: 12/29/20

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

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

RE: Report of Financial Results at November 30, 2020

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

- Cash balance on November 30, 2020 of \$1,271,000 was \$344,000 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 \$106,000, and an increase to Payroll Liabilities of \$28,000, offset primarily by an increase in Accounts Receivable of \$256,000, and a decrease in Accounts Payable of \$106,000.
- Accounts Receivable (QB) balance of \$3,000 was down relative to last year by \$26,000, primarily due to fewer outstanding commissions owed to the NLTRA.
- The Accounts Receivable – TOT balance of \$480,000 reflected County TOT funding invoices for October and November. The balance at this date last year was \$238,000. We have received payment from the County for both invoices.
- Membership dues receivable totaled \$86,000; an increase of \$68,000 over prior year due to slow pay on membership dues invoices. The Allowance for Doubtful Accounts balance of \$25,000 was \$22,000 greater than prior year to cover potential uncollectible membership fees.
- Accounts Payable of \$32,000 was \$106,000 lower than prior year due primarily to lower expenditures.
- Wages and related liabilities of \$151,000 were \$28,000 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.
- Accrued Expenses totaling \$21,000 were \$12,000 higher than last year due to timing.
- Deferred Revenue-Member Dues of \$33,000 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 \$263,000 at month end November reflected a \$106,000 increase from prior year positive results of \$157,000, and represented Membership's positive net results YTD of \$14,000, and \$249,000 net positive results from TOT funded departments.

- Operating Results YTD – Marketing
 - YTD Revenue from Placer TOT Funding of \$777,000 was lower than budget by \$19,000.
 - Expenses, before overhead allocation, totaled \$399,000 and were \$167,000 below budget largely due to delayed marketing programs as a result of the pandemic.
 - Total net results before overhead allocation of \$380,000 were better than budget by \$151,000.
- Operating Results YTD – Conference
 - TOT revenue of \$158,000 was on budget.
 - Expenses of \$131,000 before allocated overhead were below budget by \$3,000.
 - Net results of \$27,000 before overhead allocation were positive to budget by \$3,000.
- Operating Results YTD – Visitor Center
 - Merchandise sales of \$54,000 were positive to budget by \$13,000. TOT revenue of \$189,000 was on budget.
 - Expenses before overhead allocation of \$194,000 were \$3,000 greater than budget due primarily to the cost of unbudgeted personal protection equipment distributed to local business at a cost of \$58,000, offset by payroll expenses below budget by \$33,000 supply costs below budget by \$13,000, as well as Media/Collateral/Production & Non-NLT Co-Op Marketing costs below budget \$12,000.
 - Net income of \$49,000 before overhead allocation was \$10,000 positive to budget.
- Operating Results YTD – TMPI
 - TOT revenue of \$77,000 was on budget.
 - Expenditures of \$38,000 before overhead were \$23,000 good to budget due to timing.
 - Net results of \$40,000 before overhead allocation were positive to budget \$23,000.
- Operating Results YTD – Membership
 - Membership dues revenue of \$57,000 was \$5,000 over budget, total other revenues of \$2,000 were nearly \$2,000 below budget.
 - Expenses of \$34,000 were \$10,000 below budget primarily due to reduced staffing.
 - Net income of \$25,000 before overhead allocations was positive to budget by \$13,000.
 - Net income of \$14,000 after overhead allocations was \$16,000 favorable to budget.
- Operating Results YTD – Administration
 - Total expenses of \$257,000 were \$70,000 below budget due primarily to staffing (\$20,000) and timing.
- Membership cash position as of November 30, 2020
 - Membership activities resulted in a net income \$14,309.
 - Deferred revenues of \$33,024 less receivables of \$85,760, plus the allowance for uncollectible receivable of \$24,987 resulted in the use of cash in the amount of \$27,749.
 - Tuesday Morning Breakfast Club deferred revenue provided \$1,290 in cash.
 - Accrued Payroll expense provided cash of \$3,783.
 - Prior years' cumulative negative net results totaled \$10,145.
 - Net cash year-to-date was negative \$18,512.

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

- Cash balance at month end of \$660,000 was \$415,000 greater than prior year primarily due to an increase in Equity - Unrestricted Net Assets of \$462,000 (prior year funding reserve), a decrease in Accounts Receivable of \$83,000 offset by Accounts Payable reduction of \$63,000 and reduction in Net Income of \$56,000.
- Accounts Receivable was \$91,000 below prior year due to prior year's November funding being invoiced but not yet received.
- Accounts receivable – Other balance of \$8,000 represents refunds due for cancelled events. These were received in December.
- Accounts payable of \$110,000 were \$63,000 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 \$124,000 was \$56,000 below prior year.

- Year-to-date revenue from NLTRA and IVCBVB of \$524,000 was on budget. Budgeted use of prior year reserves had not been utilized to fund YTD operations.
- Consumer Marketing expenditures of \$215,000 were \$153,000 below budget due to timing.
- Leisure Sales expenditures of \$8,000 were \$9,000 below budget.
- Public Relations expenses of \$61,000 were \$40,000 below budget due to timing.
- Conference Sales expenditures of \$25,000 were \$17,000 below budget.
- Trade Show expenditures of \$7,000 were \$22,000 below budget due to timing.
- Committed & Administrative expenditures of \$44,000 were \$56,000 below budget due to timing.
- Website & Maintenance expenses of \$41,000 were on budget.
- Total Expenses of \$401,000 were \$297,000 below budget.
- Net income of \$124,000 was better than budget by \$124,000.

North Lake Tahoe Resort Association

Preliminary

Financial Statements for the Period Ending

November 30, 2020

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2020

Accrual Basis

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1001-00 · Petty Cash	158	293	(135)	(46%)	158
1003-00 · Cash - Operations BOTW #6712	1,016,464	525,812	490,652	93%	565,602
1007-00 · Cash - Payroll BOTW #7421	4,065	5,864	(1,799)	(31%)	3,200
1008-00 · Marketing Reserve - Plumas	50,333	50,275	58	0%	50,313
1009-00 · Cash Flow Reserve - Plumas	100,902	100,735	167	0%	100,839
1071-00 · Payroll Reserves BOTW #8163	29,582	29,582	0	0%	29,582
1080-00 · Special Events BOTW #1626	69,301	211,221	(141,920)	(67%)	86,322
10950 · Cash in Drawer	139	2,676	(2,537)	(95%)	139
Total Checking/Savings	1,270,944	926,458	344,486	37%	836,155
Accounts Receivable					
1200-00 · Quickbooks Accounts Receivable	2,500	28,654	(26,154)	(91%)	3,500
1290-00 · A/R - TOT	480,122	238,355	241,767	101%	201,387
Total Accounts Receivable	482,622	267,009	215,613	81%	204,887
Other Current Assets					
1200-99 · AR Other	1,420	623	797	128%	12,881
1201-00 · Member Accounts Receivable					
1201-01 · Member AR - Member Dues	85,760	17,960	67,800	378%	35,696
1201-03 · Member AR - Other	1,550	1,270	280	22%	1,040
Total 1201-00 · Member Accounts Receivable	87,310	19,230	68,080	354%	36,736
1201-02 · Allowance for Doubtful Accounts	(24,987)	(2,775)	(22,212)	(800%)	(24,987)
12100 · Inventory Asset					
1210-01 · Inventory - Other	0	0	0	0%	4,236
25300 · Gift Cards Outstanding	18	18	0	0%	18
12100 · Inventory Asset - Other	25,396	30,512	(5,116)	(17%)	81,762
Total 12100 · Inventory Asset	25,414	30,530	(5,116)	(17%)	86,016
1299 · Receivable from NLTMC	1,790	7,425	(5,635)	(76%)	0
1490-00 · Security Deposits	1,150	1,250	(100)	(8%)	1,150
Total Other Current Assets	92,097	56,283	35,814	64%	111,796
Total Current Assets	1,845,663	1,249,750	595,913	48%	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	(2,041)	(4,269)	2,228	52%	(4,270)
1750-00 · Computer Software	20,493	20,493	0	0%	20,493
1751-00 · Accum. Amort. - Software	(20,493)	(19,675)	(818)	(4%)	(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	5,633	819	4,814	588%	0
Other Assets					
1400-00 · Prepaid Expenses					
1410-00 · Prepaid Insurance	14,723	14,904	(181)	(1%)	16,326

North Lake Tahoe Resort Association

Balance Sheet

As of November 30, 2020

Accrual Basis

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
1430-00 · Prepaid 1st Class Postage	100	100	0	0%	100
1400-00 · Prepaid Expenses - Other	11,429	7,521	3,908	52%	8,751
Total 1400-00 · Prepaid Expenses	26,252	22,525	3,727	17%	25,177
Total Other Assets	26,252	22,525	3,727	17%	25,177
TOTAL ASSETS	1,877,548	1,273,094	604,454	47%	1,178,015
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	32,204	137,743	(105,539)	(77%)	26,683
Total Accounts Payable	32,204	137,743	(105,539)	(77%)	26,683
Other Current Liabilities					
21000 · Salaries/Wages/Payroll Liabilit					
2100-00 · Salaries / Wages Payable	23,603	18,109	5,494	30%	39,445
2101-00 · Incentive Payable	53,328	24,086	29,242	121%	88,359
2102-00 · Commissions Payable	3,500	16,486	(12,986)	(79%)	3,506
2120-00 · Empl. Federal Tax Payable	10,478	7,023	3,455	49%	1,551
2175-00 · 401 (k) Plan	5,342	3,928	1,414	36%	2,626
2180-00 · Estimated PTO Liability	54,845	52,993	1,852	3%	54,845
Total 21000 · Salaries/Wages/Payroll Liabilit	151,096	122,625	28,471	23%	190,332
2190-00 · Sales and Use Tax Payable					
2195-00 · Use Tax Payable	551	0	551	100%	0
25500 · *Sales Tax Payable	1,797	1,150	647	56%	1,374
2190-00 · Sales and Use Tax Payable - Other	(496)	0	(496)	(100%)	1,374
Total 2190-00 · Sales and Use Tax Payable	1,852	1,150	702	61%	73,722
2250-00 · Accrued Expenses	20,507	8,451	12,056	143%	6,073
2400-60 · Deferred Revenue- Member Dues	33,024	33,778	(754)	(2%)	28,890
2500-00 · Deferred Revenue - TMBC	1,290	675	615	91%	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	1,118,013	536,855	581,158	108%	686,620
Total Current Liabilities	1,150,217	674,598	475,619	71%	713,303
Total Liabilities	1,150,217	674,598	475,619	71%	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	262,619	157,034	105,585	67%	6,862
Total Equity	727,330	598,495	128,835	22%	464,711
TOTAL LIABILITIES & EQUITY	1,877,548	1,273,094	604,454	47%	1,178,015

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

All Departments

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Bud...
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	234,082	240,332	(6,250)	1,201,425	1,219,926	(18,501)	4,043,867
4200-00 • Membership Dues Revenue	11,308	10,417	891	56,660	52,083	4,577	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	1,500	(1,500)	0	1,500	(1,500)	6,000
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	200	(200)	0	400	(400)	2,000
4251-00 • Tues AM Breakfast Club - Other	0	250	(250)	0	500	(500)	4,000
Total 4251-00 • Tues AM Breakfast Club	0	450	(450)	0	900	(900)	6,000
4250-00 • Revenues-Membership Activities - Other	250	0	250	2,255	0	2,255	0
Total 4250-00 • Revenues-Membership Activities	250	1,950	(1,700)	2,255	3,900	(1,645)	72,500
4253-00 • Revenue- Other	0	0	0	1,525	0	1,525	2,500
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC income	5	0	5	1,255	0	1,255	0
4504-00 • Retail Revenue - Other	90	0	90	560	0	560	0
46000 • Merchandise Sales - Other	6,081	6,000	81	52,513	41,500	11,013	85,000
Total 46000 • Merchandise Sales	6,176	6,000	176	54,328	41,500	12,828	85,000
Total Income	251,816	258,699	(6,883)	1,316,192	1,317,409	(1,217)	4,328,867
Gross Profit	251,816	258,699	(6,883)	1,316,192	1,317,409	(1,217)	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	5,235	7,049	(1,814)	27,709	35,244	(7,535)	84,586
5030-00 • P/R - Health Insurance Expense	9,400	11,750	(2,350)	49,542	58,750	(9,208)	141,000
5040-00 • P/R - Workmans Comp	(573)	1,128	(1,701)	2,924	5,638	(2,714)	13,532
5060-00 • 401 (k)	2,401	3,308	(907)	7,517	16,542	(9,024)	39,700
5070-00 • Other Benefits and Expenses	575	428	147	1,964	2,140	(176)	5,135
5000-00 • Salaries & Wages - Other	80,841	94,593	(13,753)	415,059	472,967	(57,908)	1,135,121
Total 5000-00 • Salaries & Wages	97,878	118,256	(20,378)	506,822	591,281	(84,459)	1,419,074
5100-00 • Rent							
5110-00 • Utilities	803	937	(133)	4,007	4,798	(792)	11,655
5140-00 • Repairs & Maintenance	403	888	(485)	750	4,442	(3,691)	10,660
5150-00 • Office - Cleaning	0	1,058	(1,058)	2,750	5,292	(2,542)	12,700
5100-00 • Rent - Other	13,349	12,648	701	66,912	63,238	3,674	152,798
Total 5100-00 • Rent	14,556	15,531	(975)	74,419	77,770	(3,351)	187,813
5310-00 • Telephone							
5320-00 • Telephone	2,312	1,924	388	11,469	9,620	1,849	23,088
Total 5310-00 • Telephone	2,312	1,924	388	11,469	9,620	1,849	23,088
5420-00 • Mail - USPS	274	127	147	431	633	(203)	1,520
5510-00 • Insurance/Bonding	269	1,692	(1,423)	4,583	8,458	(3,876)	20,300
5520-00 • Supplies							
5525-00 • Supplies- Computer	0	287	(287)	1,610	1,433	177	3,440
5520-00 • Supplies - Other	846	7,598	(6,752)	6,018	37,989	(31,971)	91,174
Total 5520-00 • Supplies	846	7,885	(7,038)	7,629	39,423	(31,794)	94,614
5610-00 • Depreciation	97	0	97	194	0	194	0
5700-00 • Equipment Support & Maintenance	265	2,267	(2,001)	14,035	11,333	2,701	27,200
5710-00 • Taxes, Licenses & Fees	378	1,025	(647)	4,107	5,125	(1,018)	12,300
5740-00 • Equipment Rental/Leasing	399	969	(570)	2,173	4,846	(2,673)	11,630
5800-00 • Training Seminars	0	1,667	(1,667)	66	8,333	(8,267)	22,000
5850-00 • Artist of Month - Commissions	0	250	(250)	918	1,250	(332)	3,000
5900-00 • Professional Fees							
5910-00 • Professional Fees - Attorneys	180	750	(570)	1,380	3,750	(2,370)	9,000
5920-00 • Professional Fees - Accountant	1,935	2,000	(65)	17,000	26,000	(9,000)	26,000
5921-00 • Professional Fees - Other	6,240	9,500	(3,260)	24,960	40,750	(15,790)	134,000
Total 5900-00 • Professional Fees	8,355	12,250	(3,895)	43,340	70,500	(27,160)	169,000
5941-00 • Research & Planning	0	6,250	(6,250)	0	16,250	(16,250)	55,000
6020-00 • Programs							
6016-00 • Special Event Partnership	131	1,250	(1,119)	131	5,000	(4,869)	50,000
6018-00 • Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 • Programs	131	1,250	(1,119)	131	5,000	(4,869)	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

	Nov 20	Budget	\$ Over Budget	Jul - Nov 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	0	0	4,000	2,500	1,500	30,000
6424-00 • Event Operation Expenses	0	0	0	0	1,000	(1,000)	6,000
Total 6420-00 • Events	0	0	0	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	0	0	0	500	(500)	1,000
6437-00 • Tuesday Morning Breakfast Club	0	188	(188)	0	375	(375)	3,000
6442-00 • Public Relations/Website	734	417	317	3,154	2,083	1,071	5,000
6423-00 • Membership Activities - Other	0	417	(417)	915	2,083	(1,168)	5,000
Total 6423-00 • Membership Activities	734	1,021	(287)	4,364	5,042	(677)	42,000
6730-00 • Marketing Cooperative/Media	35,066	35,066	0	263,148	263,148	0	1,000,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	275	23,000	(22,725)	1,652	71,000	(69,348)	232,000
6743-00 • BACC Marketing Programs							
6743-01 • Year Round Shopping Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-03 • Winter Lakeside Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-04 • Summerlong Music Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-05 • Summer Mountain Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-06 • COVID Summer Recovery Campaign	0	4,000	(4,000)	0	12,000	(12,000)	40,000
Total 6743-00 • BACC Marketing Programs	0	8,000	(8,000)	0	24,000	(24,000)	80,000
7500-00 • Trade Shows/Travel	0	1,250	(1,250)	395	6,250	(5,855)	15,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	162	125	37	997	625	372	1,500
59900 • POS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 • CGS - Other	1,451	0	1,451	58,178	0	58,178	0
8100-00 • Cost of Goods Sold - Other	3,567	2,682	885	27,796	18,551	9,245	38,000
Total 8100-00 • Cost of Goods Sold	5,180	2,807	2,373	87,449	19,176	68,273	39,500
8200-00 • Associate Relations	356	135	221	1,260	653	607	1,600
8300-00 • Board Functions	348	500	(153)	1,914	3,500	(1,586)	7,000
8500-00 • Credit Card Fees	765	282	483	2,238	1,951	288	5,850
8600-00 • Additional Opportunit	1,375	10,000	(8,625)	11,760	50,000	(38,240)	120,000
8700-00 • Automobile Expenses	478	466	13	1,289	2,191	(902)	5,450
8750-00 • Meals/Meetings	40	763	(722)	247	3,563	(3,316)	8,900
8810-00 • Dues & Subscriptions	635	1,513	(878)	3,342	7,307	(3,965)	17,900
8910-00 • Travel	0	0	0	0	0	0	12,600
8920-00 • Bad Debt	285	0	285	285	0	285	0
Total Expense	171,297	257,811	(86,513)	1,053,657	1,319,436	(265,779)	4,299,338
Net Ordinary Income	80,518	888	79,630	262,535	(2,027)	264,562	29,529
Other Income/Expense							
Other Income							
4700-00 • Revenues- Interest & Investment	16	0	16	84	0	84	0
Total Other Income	16	0	16	84	0	84	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	16	0	16	84	0	84	(0)
Net Income	80,534	888	79,646	262,619	(2,027)	264,646	29,529

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2020

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
4050-00 • County of Placer TOT Funding	1,201,425	1,517,768	(316,343)	(21)%
4200-00 • Membership Dues Revenue	56,660	55,971	689	1%
4250-00 • Revenues-Membership Activities				
4251-00 • Tues AM Breakfast Club	0	2,340	(2,340)	(100)%
4250-00 • Revenues-Membership Activities - Other	2,255	3,576	(1,321)	(37)%
Total 4250-00 • Revenues-Membership Activities	2,255	5,916	(3,661)	(62)%
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	27,597	(27,597)	(100)%
Total 4600-00 • Commissions	0	34,160	(34,160)	(100)%
46000 • Merchandise Sales				
4502-00 • Non-Retail VIC income	1,255	215	1,040	484%
4504-00 • Retail Revenue - Other	560	0	560	100%
46000 • Merchandise Sales - Other	52,513	58,755	(6,242)	(11)%
Total 46000 • Merchandise Sales	54,328	58,970	(4,642)	(8)%
Total Income	1,316,192	1,672,785	(356,593)	(21)%
Gross Profit	1,316,192	1,672,785	(356,593)	(21)%
Expense				
5000-00 • Salaries & Wages				
5000-01 • In-Market Administration	0	0	0	0%
5010-00 • Sales Commissions	2,106	11,445	(9,339)	(82)%
5020-00 • P/R - Tax Expense	27,709	29,401	(1,692)	(6)%
5030-00 • P/R - Health Insurance Expense	49,542	56,258	(6,716)	(12)%
5040-00 • P/R - Workmans Comp	2,924	4,151	(1,226)	(30)%
5060-00 • 401 (k)	7,517	15,141	(7,623)	(50)%
5070-00 • Other Benefits and Expenses	1,964	1,739	225	13%
5000-00 • Salaries & Wages - Other	415,059	359,172	55,888	16%
Total 5000-00 • Salaries & Wages	506,822	477,306	29,516	6%
5100-00 • Rent				
5110-00 • Utilities	4,007	4,032	(26)	(1)%
5140-00 • Repairs & Maintenance	750	2,387	(1,636)	(69)%
5150-00 • Office - Cleaning	2,750	3,900	(1,150)	(30)%
5100-00 • Rent - Other	66,912	65,290	1,622	3%
Total 5100-00 • Rent	74,419	75,609	(1,190)	(2)%
5310-00 • Telephone				
5320-00 • Telephone	11,469	9,257	2,212	24%
Total 5310-00 • Telephone	11,469	9,257	2,212	24%
5420-00 • Mail - USPS	431	817	(386)	(47)%
5510-00 • Insurance/Bonding	4,583	6,889	(2,306)	(34)%
5520-00 • Supplies				
5525-00 • Supplies- Computer	1,610	575	1,035	180%
5520-00 • Supplies - Other	6,018	8,008	(1,989)	(25)%
Total 5520-00 • Supplies	7,629	8,583	(954)	(11)%
5610-00 • Depreciation	194	590	(396)	(67)%
5700-00 • Equipment Support & Maintenance	14,035	205	13,829	6,741%
5710-00 • Taxes, Licenses & Fees	4,107	4,499	(393)	(9)%
5740-00 • Equipment Rental/Leasing	2,173	13,536	(11,363)	(84)%
5800-00 • Training Seminars	66	755	(689)	(91)%
5850-00 • Artist of Month - Commissions	918	2,338	(1,420)	(61)%
5900-00 • Professional Fees				
5910-00 • Professional Fees - Attorneys	1,380	2,000	(620)	(31)%
5920-00 • Professional Fees - Accountant	17,000	18,800	(1,800)	(10)%
5921-00 • Professional Fees - Other	24,960	50,399	(25,439)	(51)%
Total 5900-00 • Professional Fees	43,340	71,199	(27,859)	(39)%
6020-00 • Programs				
6016-00 • Special Event Partnership	131	0	131	100%

North Lake Tahoe Resort Association Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2020

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Total 6020-00 · Programs	131	0	131	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)%
6421-10 · WinterWonderGrass - Tahoe	0	(220)	220	100%
Total 6420-01 · Sponsorships	0	288,467	(288,467)	(100)%
6421-00 · New Event Development	4,000	220	3,780	1,718%
6424-00 · Event Operation Expenses	0	1,617	(1,617)	(100)%
Total 6420-00 · Events	4,000	290,304	(286,304)	(99)%
6423-00 · Membership Activities				
6434-00 · Community Awards Dinner	295	1,140	(845)	(74)%
6436-00 · Membership - Wnt/Sum Rec Lunch	0	633	(633)	(100)%
6437-00 · Tuesday Morning Breakfast Club	0	1,741	(1,741)	(100)%
6442-00 · Public Relations/Website	3,154	2,649	505	19%
6444-00 · Trades	0	0	0	0%
6423-00 · Membership Activities - Other	915	1,129	(214)	(19)%
Total 6423-00 · Membership Activities	4,364	7,292	(2,928)	(40)%
6730-00 · Marketing Cooperative/Media	263,148	487,145	(223,997)	(46)%
6742-00 · Non-NLT Co-Op Marketing Program	1,652	5,399	(3,747)	(69)%
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	997	729	268	37%
52500 · Purchase Discounts	0	(1)	1	100%
59900 · POS Inventory Adjustments	478	116	362	311%
8100-01 · CGS - Other	58,178	0	58,178	100%
8100-00 · Cost of Goods Sold - Other	27,796	31,270	(3,475)	(11)%
Total 8100-00 · Cost of Goods Sold	87,449	32,115	55,334	172%
8200-00 · Associate Relations	1,260	489	771	158%
8300-00 · Board Functions	1,914	4,755	(2,841)	(60)%
8500-00 · Credit Card Fees	2,238	3,065	(826)	(27)%
8600-00 · Additional Opportunites	11,760	0	11,760	100%
8700-00 · Automobile Expenses	1,289	1,322	(33)	(3)%
8750-00 · Meals/Meetings	247	993	(747)	(75)%
8810-00 · Dues & Subscriptions	3,342	3,817	(475)	(13)%
8920-00 · Bad Debt	285	2,138	(1,853)	(87)%
Total Expense	1,053,657	1,515,867	(462,209)	(31)%
Net Ordinary Income	262,535	156,918	105,616	67%
Other Income/Expense				
Other Income				
4700-00 · Revenues- Interest & Investment	84	116	(32)	(28)%
Total Other Income	84	116	(32)	(28)%
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	84	116	(32)	(28)%
Net Income	262,619	157,034	105,584	67%

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

Accrual Basis

11 - Marketing

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 - County of Placer TOT Funding	151,212	157,462	(6,250)	777,484	795,984	(18,500)	2,983,682
4253-00 - Revenue- Other	0	0	0	1,525	0	1,525	0
Total Income	151,212	157,462	(6,250)	779,009	795,984	(16,975)	2,983,682
Gross Profit	151,212	157,462	(6,250)	779,009	795,984	(16,975)	2,983,682
Expense							
5000-00 - Salaries & Wages							
5020-00 - P/R - Tax Expense	1,183	1,667	(483)	6,570	8,333	(1,764)	20,000
5030-00 - P/R - Health Insurance Expense	(1,811)	4,000	(5,811)	11,899	20,000	(8,101)	48,000
5040-00 - P/R - Workmans Comp	165	125	40	1,056	625	431	1,500
5060-00 - 401 (k)	708	833	(125)	3,964	4,167	(203)	10,000
5070-00 - Other Benefits and Expenses	437	142	295	578	708	(131)	1,700
5000-00 - Salaries & Wages - Other	19,489	22,299	(2,810)	108,050	111,497	(3,446)	267,592
Total 5000-00 - Salaries & Wages	20,173	29,066	(8,893)	132,117	145,330	(13,213)	348,792
5100-00 - Rent							
5110-00 - Utilities	111	120	(9)	720	715	5	1,855
5140-00 - Repairs & Maintenance	37	75	(38)	37	375	(338)	900
5150-00 - Office - Cleaning	0	250	(250)	935	1,250	(315)	3,000
5100-00 - Rent - Other	2,022	2,229	(207)	11,124	11,147	(23)	27,777
Total 5100-00 - Rent	2,170	2,674	(504)	12,815	13,487	(671)	33,532
5310-00 - Telephone							
5320-00 - Telephone	488	549	(61)	2,719	2,745	(26)	6,588
Total 5310-00 - Telephone	488	549	(61)	2,719	2,745	(26)	6,588
5420-00 - Mail - USPS	0	0	0	29	0	29	0
5520-00 - Supplies							
5525-00 - Supplies- Computer	0	0	0	1,403	0	1,403	0
5520-00 - Supplies - Other	59	1,716	(1,658)	356	8,581	(8,225)	20,594
Total 5520-00 - Supplies	59	1,716	(1,658)	1,759	8,581	(6,822)	20,594
5700-00 - Equipment Support & Maintenance	0	13	(13)	(3)	63	(65)	150
5710-00 - Taxes, Licenses & Fees	0	13	(13)	79	63	17	150
5740-00 - Equipment Rental/Leasing	100	167	(67)	548	833	(285)	2,000
5800-00 - Training Seminars	0	750	(750)	0	3,750	(3,750)	9,000
5900-00 - Professional Fees							
5910-00 - Professional Fees - Attorneys	0	125	(125)	0	625	(625)	1,500
5921-00 - Professional Fees - Other	0	1,125	(1,125)	0	5,625	(5,625)	13,500
Total 5900-00 - Professional Fees	0	1,250	(1,250)	0	6,250	(6,250)	15,000
5941-00 - Research & Planning	0	5,000	(5,000)	0	10,000	(10,000)	40,000
6020-00 - Programs							
6016-00 - Special Event Partnership	131	1,250	(1,119)	131	5,000	(4,869)	50,000
6018-00 - Business Assoc. Grants	0	0	0	0	0	0	30,000
Total 6020-00 - Programs	131	1,250	(1,119)	131	5,000	(4,869)	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	0	0	4,000	2,500	1,500	30,000
6424-00 - Event Operation Expenses	0	0	0	0	1,000	(1,000)	6,000
Total 6420-00 - Events	0	0	0	4,000	3,500	500	565,000
6730-00 - Marketing Cooperative/Media	32,903	32,903	0	234,577	234,577	0	925,000
6742-00 - Non-NLT Co-Op Marketing Program	75	22,000	(21,925)	652	66,000	(65,348)	220,000
6743-00 - BACC Marketing Programs							
6743-01 - Year Round Shopping Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-03 - Winter Lakeside Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-04 - Summerlong Music Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-05 - Summer Mountain Campaign	0	1,000	(1,000)	0	3,000	(3,000)	10,000
6743-06 - COVID Summer Recovery Campaign	0	4,000	(4,000)	0	12,000	(12,000)	40,000
Total 6743-00 - BACC Marketing Programs	0	8,000	(8,000)	0	24,000	(24,000)	80,000
7500-00 - Trade Shows/Travel	0			395			0
8200-00 - Associate Relations	0	23	(23)	145	91	54	250
8600-00 - Additional Opportunites	725	7,917	(7,192)	8,510	39,583	(31,073)	95,000
8700-00 - Automobile Expenses	38	136	(98)	236	545	(309)	1,500
8750-00 - Meals/Meetings	0	250	(250)	16	1,000	(984)	2,750
8810-00 - Dues & Subscriptions	32	259	(227)	184	1,036	(853)	2,850
8910-00 - Travel	0	0	0	0	0	0	11,100
Total Expense	56,892	113,935	(57,042)	398,908	566,434	(167,525)	2,459,256
Net Ordinary Income	94,319	43,527	50,792	380,101	229,550	150,550	524,426
Other Income/Expense							
Other Income							
4700-00 - Revenues- Interest & Investment	16	0	16	84	0	84	0
Total Other Income	16	0	16	84	0	84	0
Other Expense							
8990-00 - Allocated	30,369	43,527	(13,158)	177,991	229,550	(51,559)	524,426
Total Other Expense	30,369	43,527	(13,158)	177,991	229,550	(51,559)	524,426
Net Other Income	(30,353)	(43,527)	13,174	(177,907)	(229,550)	51,643	(524,426)
Net Income	63,966	0	63,966	202,193	(0)	202,193	0

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

30 - Conference

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	27,728	27,728	0	157,931	157,931	0	384,054
Total Income	27,728	27,728	0	157,931	157,931	0	384,054
Gross Profit	27,728	27,728	0	157,931	157,931	0	384,054
Expense							
5000-00 · Salaries & Wages							
5010-00 · Sales Commissions	0	0	0	2,106	0	2,106	0
5020-00 · P/R - Tax Expense	1,107	1,157	(50)	4,988	5,786	(798)	13,886
5030-00 · P/R - Health Insurance Expense	6,772	2,042	4,731	10,972	10,208	764	24,500
5040-00 · P/R - Workmans Comp	97	167	(69)	487	833	(346)	2,000
5060-00 · 401 (k)	600	500	100	2,713	2,500	213	6,000
5070-00 · Other Benefits and Expenses	47	38	10	198	188	11	450
5000-00 · Salaries & Wages - Other	16,059	14,030	2,029	71,040	70,152	888	168,365
Total 5000-00 · Salaries & Wages	24,683	17,933	6,750	92,505	89,667	2,837	215,201
5100-00 · Rent							
5110-00 · Utilities	82	75	7	460	375	85	900
5140-00 · Repairs & Maintenance	28	22	6	28	108	(81)	260
5150-00 · Office - Cleaning	0	142	(142)	611	708	(97)	1,700
5100-00 · Rent - Other	1,422	1,167	255	6,592	5,833	759	14,000
Total 5100-00 · Rent	1,531	1,405	126	7,691	7,025	666	16,860
5310-00 · Telephone							
5320-00 · Telephone	403	267	136	1,967	1,333	633	3,200
Total 5310-00 · Telephone	403	267	136	1,967	1,333	633	3,200
5420-00 · Mail - USPS	0	17	(17)	18	83	(65)	200
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	45	(45)	0	225	(225)	540
5520-00 · Supplies - Other	43	113	(69)	250	563	(313)	1,350
Total 5520-00 · Supplies	43	158	(114)	250	788	(538)	1,890
5710-00 · Taxes, Licenses & Fees	45	8	37	120	42	78	100
5740-00 · Equipment Rental/Leasing	44	83	(39)	248	417	(169)	1,000
5800-00 · Training Seminars	0	0	0	0	0	0	2,000
6730-00 · Marketing Cooperative/Media	2,163	2,163	0	28,571	28,571	0	75,000
8750-00 · Meals/Meetings	0	29	(29)	0	146	(146)	350
8810-00 · Dues & Subscriptions	0	63	(63)	0	313	(313)	750
Total Expense	28,912	22,126	6,787	131,368	128,384	2,984	316,551
Net Ordinary Income	(1,184)	5,603	(6,787)	26,563	29,547	(2,984)	67,503
Other Income/Expense							
Other Expense							
8990-00 · Allocated	3,907	5,603	(1,695)	22,901	29,547	(6,646)	67,503
Total Other Expense	3,907	5,603	(1,695)	22,901	29,547	(6,646)	67,503
Net Other Income	(3,907)	(5,603)	1,695	(22,901)	(29,547)	6,646	(67,503)
Net Income	(5,091)	(0)	(5,091)	3,662	(0)	3,662	0

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

Accrual Basis

42 - Visitor Center

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4050-00 • County of Placer TOT Funding	38,536	38,536	0	188,860	188,861	(1)	457,711
46000 • Merchandise Sales							
4502-00 • Non-Retail VIC income	5	0	5	1,255	0	1,255	0
4504-00 • Retail Revenue - Other	90	0	90	560	0	560	0
46000 • Merchandise Sales - Other	6,081	6,000	81	52,513	41,500	11,013	85,000
Total 46000 • Merchandise Sales	6,176	6,000	176	54,328	41,500	12,828	85,000
Total Income	44,712	44,536	176	243,187	230,361	12,827	542,711
Gross Profit	44,712	44,536	176	243,187	230,361	12,827	542,711
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	620	1,292	(672)	4,261	6,458	(2,198)	15,500
5030-00 • P/R - Health Insurance Expense	1,247	1,583	(337)	5,624	7,917	(2,292)	19,000
5040-00 • P/R - Workmans Comp	291	433	(143)	1,887	2,167	(280)	5,200
5060-00 • 401 (k)	317	417	(100)	1,914	2,083	(170)	5,000
5070-00 • Other Benefits and Expenses	17	82	(65)	480	409	71	982
5000-00 • Salaries & Wages - Other	8,390	15,568	(7,179)	50,159	77,841	(27,681)	186,818
Total 5000-00 • Salaries & Wages	10,881	19,375	(8,494)	64,325	96,875	(32,550)	232,500
5100-00 • Rent							
5110-00 • Utilities	434	583	(150)	1,880	2,917	(1,037)	7,000
5140-00 • Repairs & Maintenance	124	458	(335)	124	2,292	(2,168)	5,500
5150-00 • Office - Cleaning	0	358	(358)	0	1,792	(1,792)	4,300
5100-00 • Rent - Other	6,398	6,721	(323)	32,455	33,604	(1,149)	80,650
Total 5100-00 • Rent	6,955	8,121	(1,165)	34,459	40,604	(6,145)	97,450
5310-00 • Telephone							
5320-00 • Telephone	313	238	75	1,530	1,188	342	2,850
Total 5310-00 • Telephone	313	238	75	1,530	1,188	342	2,850
5420-00 • Mail - USPS	0	17	(17)	18	83	(65)	200
5520-00 • Supplies							
5525-00 • Supplies - Computer	0	75	(75)	0	375	(375)	900
5520-00 • Supplies - Other	520	2,917	(2,397)	1,975	14,583	(12,608)	35,000
Total 5520-00 • Supplies	520	2,992	(2,472)	1,975	14,958	(12,983)	35,900
5610-00 • Depreciation	97	0	97	97	0	97	0
5700-00 • Equipment Support & Maintenance	0	4	(4)	0	21	(21)	50
5710-00 • Taxes, Licenses & Fees	0	4	(4)	23	21	2	50
5740-00 • Equipment Rental/Leasing	80	129	(49)	432	646	(213)	1,550
5800-00 • Training Seminars	0	250	(250)	0	1,250	(1,250)	3,000
5850-00 • Artist of Month - Commissions	0	250	(250)	918	1,250	(332)	3,000
6740-00 • Media/Collateral/Production	0	1,667	(1,667)	0	8,333	(8,333)	20,000
6742-00 • Non-NLT Co-Op Marketing Program	200	1,000	(800)	1,000	5,000	(4,000)	12,000
8100-00 • Cost of Goods Sold							
51100 • Freight and Shipping Costs	162	125	37	997	625	372	1,500
59900 • POS Inventory Adjustments	0	0	0	478	0	478	0
8100-01 • CGS - Other	1,451	0	1,451	58,178	0	58,178	0
8100-00 • Cost of Goods Sold - Other	3,567	2,682	885	27,796	18,551	9,245	38,000
Total 8100-00 • Cost of Goods Sold	5,180	2,807	2,373	87,449	19,176	68,273	39,500
8200-00 • Associate Relations	54	17	37	54	83	(29)	200
8500-00 • Credit Card Fees	695	282	413	2,055	1,951	105	4,000
8700-00 • Automobile Expenses	0	46	(46)	83	229	(146)	550
8750-00 • Meals/Meetings	0	33	(33)	0	167	(167)	400
8810-00 • Dues & Subscriptions	0	8	(8)	0	42	(42)	100
8910-00 • Travel	0	0	0	0	0	0	1,500
Total Expense	24,974	37,239	(12,265)	194,419	191,876	2,543	454,800
Net Ordinary Income	19,738	7,297	12,441	48,768	38,485	10,284	87,911
Other Income/Expense							
Other Expense							
8990-00 • Allocated	5,618	7,297	(1,680)	32,925	38,485	(5,560)	87,921
Total Other Expense	5,618	7,297	(1,680)	32,925	38,485	(5,560)	87,921
Net Other Income	(5,618)	(7,297)	1,680	(32,925)	(38,485)	5,560	(87,921)
Net Income	14,121	0	14,121	15,843	0	15,843	(10)

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

Accrual Basis

51 - TMPI

	Nov 20	Budget	\$ Over Bu...	Jul - Nov 20	YTD Budget	\$ Over Bu...	Annual Bu...
Ordinary Income/Expense							
Income							
4050-00 · County of Placer TOT Funding	16,605	16,605	0	77,150	77,150	0	218,419
Total Income	<u>16,605</u>	<u>16,605</u>	<u>0</u>	<u>77,150</u>	<u>77,150</u>	<u>0</u>	<u>218,419</u>
Gross Profit	<u>16,605</u>	<u>16,605</u>	<u>0</u>	<u>77,150</u>	<u>77,150</u>	<u>0</u>	<u>218,419</u>
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	97	225	(128)	538	1,125	(587)	2,700
5030-00 · P/R - Health Insurance Expense	156	167	(11)	758	833	(75)	2,000
5040-00 · P/R - Workmans Comp	7	175	(168)	34	875	(841)	2,100
5060-00 · 401 (k)	0	167	(167)	0	833	(833)	2,000
5070-00 · Other Benefits and Expenses	1	17	(16)	4	85	(80)	203
5000-00 · Salaries & Wages - Other	1,586	3,836	(2,250)	8,728	19,178	(10,449)	46,026
Total 5000-00 · Salaries & Wages	<u>1,846</u>	<u>4,586</u>	<u>(2,740)</u>	<u>10,063</u>	<u>22,929</u>	<u>(12,866)</u>	<u>55,029</u>
5100-00 · Rent							
5110-00 · Utilities	4	0	4	19	0	19	0
5140-00 · Repairs & Maintenance	1	0	1	1	0	1	0
5150-00 · Office - Cleaning	0	0	0	31	0	31	0
5100-00 · Rent - Other	71	0	71	213	0	213	0
Total 5100-00 · Rent	<u>77</u>	<u>0</u>	<u>77</u>	<u>265</u>	<u>0</u>	<u>265</u>	<u>0</u>
5310-00 · Telephone							
5320-00 · Telephone	18	0	18	84	0	84	0
Total 5310-00 · Telephone	<u>18</u>	<u>0</u>	<u>18</u>	<u>84</u>	<u>0</u>	<u>84</u>	<u>0</u>
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	2	2,083	(2,081)	2,052	10,417	(8,365)	25,000
Total 5520-00 · Supplies	<u>2</u>	<u>2,083</u>	<u>(2,081)</u>	<u>2,055</u>	<u>10,417</u>	<u>(8,362)</u>	<u>25,000</u>
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)	24,960	27,000	(2,040)	100,000
Total 5900-00 · Professional Fees	<u>6,240</u>	<u>6,750</u>	<u>(510)</u>	<u>24,960</u>	<u>27,000</u>	<u>(2,040)</u>	<u>100,000</u>
8700-00 · Automobile Expenses	30	0	30	30	0	30	0
8810-00 · Dues & Subscriptions	2	0	2	49	0	49	0
Total Expense	<u>8,215</u>	<u>13,419</u>	<u>(5,205)</u>	<u>37,508</u>	<u>60,345</u>	<u>(22,838)</u>	<u>180,029</u>
Net Ordinary Income	<u>8,391</u>	<u>3,186</u>	<u>5,205</u>	<u>39,642</u>	<u>16,804</u>	<u>22,838</u>	<u>38,390</u>
Other Income/Expense							
Other Expense							
8990-00 · Allocated	2,223	3,186	(963)	13,031	16,804	(3,773)	38,390
Total Other Expense	<u>2,223</u>	<u>3,186</u>	<u>(963)</u>	<u>13,031</u>	<u>16,804</u>	<u>(3,773)</u>	<u>38,390</u>
Net Other Income	<u>(2,223)</u>	<u>(3,186)</u>	<u>963</u>	<u>(13,031)</u>	<u>(16,804)</u>	<u>3,773</u>	<u>(38,390)</u>
Net Income	<u>6,168</u>	<u>(0)</u>	<u>6,168</u>	<u>26,611</u>	<u>(0)</u>	<u>26,611</u>	<u>0</u>

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

Accrual Basis

60 - Membership

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4200-00 • Membership Dues Revenue	11,308	10,417	891	56,660	52,083	4,577	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	1,500	(1,500)	0	1,500	(1,500)	6,000
4250-03 • Summer/Winter Rec Luncheon	0	0	0	0	1,500	(1,500)	2,500
4251-00 • Tues AM Breakfast Club							
4251-01 • Tues AM Breakfast Club Sponsors	0	200	(200)	0	400	(400)	2,000
4251-00 • Tues AM Breakfast Club - Other	0	250	(250)	0	500	(500)	4,000
Total 4251-00 • Tues AM Breakfast Club	0	450	(450)	0	900	(900)	6,000
4250-00 • Revenues-Membership Activities - Other	250	0	250	2,255	0	2,255	0
Total 4250-00 • Revenues-Membership Activities	250	1,950	(1,700)	2,255	3,900	(1,645)	72,500
4253-00 • Revenue- Other	0	0	0	0	0	0	2,500
Total Income	11,558	12,367	(809)	58,915	55,983	2,932	200,000
Gross Profit	11,558	12,367	(809)	58,915	55,983	2,932	200,000
Expense							
5000-00 • Salaries & Wages							
5020-00 • P/R - Tax Expense	334	458	(124)	1,262	2,292	(1,030)	5,500
5030-00 • P/R - Health Insurance Expense	526	667	(141)	2,017	3,333	(1,316)	8,000
5040-00 • P/R - Workmans Comp	27	33	(7)	165	167	(1)	400
5060-00 • 401 (k)	165	142	23	585	708	(123)	1,700
5070-00 • Other Benefits and Expenses	12	33	(21)	55	167	(111)	400
5000-00 • Salaries & Wages - Other	5,242	5,333	(91)	20,490	26,667	(6,176)	64,000
Total 5000-00 • Salaries & Wages	6,306	6,667	(361)	24,575	33,333	(8,758)	80,000
5100-00 • Rent							
5110-00 • Utilities	35	33	2	150	167	(16)	400
5140-00 • Repairs & Maintenance	12	8	3	12	42	(30)	100
5150-00 • Office - Cleaning	0	58	(58)	152	292	(140)	700
5100-00 • Rent - Other	707	638	69	3,514	3,188	326	7,650
Total 5100-00 • Rent	753	737	16	3,828	3,687	141	8,850
5310-00 • Telephone							
5320-00 • Telephone	147	121	26	475	604	(129)	1,450
Total 5310-00 • Telephone	147	121	26	475	604	(129)	1,450
5420-00 • Mail - USPS	0	10	(10)	3	50	(47)	120
5520-00 • Supplies							
5525-00 • Supplies- Computer	0	0	0	2	0	2	0
5520-00 • Supplies - Other	18	167	(148)	107	833	(726)	2,000
Total 5520-00 • Supplies	18	167	(148)	109	833	(725)	2,000
5710-00 • Taxes, Licenses & Fees	0	0	0	23	0	23	0
5740-00 • Equipment Rental/Leasing	60	173	(113)	312	867	(555)	2,080
5900-00 • Professional Fees							
5921-00 • Professional Fees - Other	0	0	0	0	0	0	1,000
Total 5900-00 • Professional Fees	0	0	0	0	0	0	1,000
6423-00 • Membership Activities							
6434-00 • Community Awards Dinner	0	0	0	295	0	295	28,000
6436-00 • Membership - Wnt/Sum Rec Lunch	0	0	0	0	500	(500)	1,000
6437-00 • Tuesday Morning Breakfast Club	0	188	(188)	0	375	(375)	3,000
6442-00 • Public Relations/Website	734	417	317	3,154	2,083	1,071	5,000
6423-00 • Membership Activities - Other	0	417	(417)	915	2,083	(1,168)	5,000
Total 6423-00 • Membership Activities	734	1,021	(287)	4,364	5,042	(677)	42,000
8200-00 • Associate Relations	0	13	(13)	13	63	(49)	150
8500-00 • Credit Card Fees	70	0	70	183	0	183	1,850
8700-00 • Automobile Expenses	66	33	32	136	167	(31)	400
8750-00 • Meals/Meetings	0	33	(33)	7	167	(160)	400
8810-00 • Dues & Subscriptions	11	17	(6)	115	83	31	200
8920-00 • Bad Debt	285	0	285	285	0	285	0
Total Expense	8,450	8,992	(542)	34,427	44,896	(10,468)	140,500
Net Ordinary Income	3,108	3,375	(267)	24,488	11,088	13,400	59,500
Other Income/Expense							
Other Expense							
8990-00 • Allocated	1,737	2,487	(750)	10,178	13,114	(2,936)	29,961
Total Other Expense	1,737	2,487	(750)	10,178	13,114	(2,936)	29,961

North Lake Tahoe Resort Association
Profit & Loss Budget Performance

Accrual Basis

60 - Membership

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Net Other Income	(1,737)	(2,487)	750	(10,178)	(13,114)	2,936	(29,961)
Net Income	1,371	888	483	14,309	(2,027)	16,336	29,539

North Lake Tahoe Resort Association Profit & Loss Budget Performance

Accrual Basis

70 - Administration

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Expense							
5000-00 · Salaries & Wages							
5020-00 · P/R - Tax Expense	1,894	2,250	(356)	10,091	11,250	(1,159)	27,000
5030-00 · P/R - Health Insurance Expense	2,510	3,292	(782)	18,271	16,458	1,812	39,500
5040-00 · P/R - Workmans Comp	(1,160)	194	(1,354)	(705)	972	(1,677)	2,332
5060-00 · 401 (k)	611	1,250	(639)	(1,658)	6,250	(7,908)	15,000
5070-00 · Other Benefits and Expenses	60	117	(57)	648	583	64	1,400
5000-00 · Salaries & Wages - Other	30,075	33,527	(3,452)	156,591	167,633	(11,042)	402,320
Total 5000-00 · Salaries & Wages	33,989	40,629	(6,640)	183,238	203,147	(19,909)	487,552
5100-00 · Rent							
5110-00 · Utilities	138	125	13	777	625	152	1,500
5140-00 · Repairs & Maintenance	202	325	(123)	549	1,625	(1,076)	3,900
5150-00 · Office - Cleaning	0	250	(250)	1,022	1,250	(228)	3,000
5100-00 · Rent - Other	2,729	1,893	836	13,014	9,467	3,547	22,720
Total 5100-00 · Rent	3,069	2,593	476	15,362	12,967	2,395	31,120
5310-00 · Telephone							
5320-00 · Telephone	945	750	195	4,695	3,750	945	9,000
Total 5310-00 · Telephone	945	750	195	4,695	3,750	945	9,000
5420-00 · Mail - USPS	274	83	191	361	417	(55)	1,000
5510-00 · Insurance/Bonding	269	1,692	(1,423)	4,583	8,458	(3,876)	20,300
5520-00 · Supplies							
5525-00 · Supplies- Computer	0	167	(167)	202	833	(631)	2,000
5520-00 · Supplies - Other	204	603	(399)	1,278	3,013	(1,734)	7,230
Total 5520-00 · Supplies	204	769	(565)	1,481	3,846	(2,365)	9,230
5610-00 · Depreciation	0	0	0	97	0	97	0
5700-00 · Equipment Support & Maintenance	265	2,250	(1,985)	14,038	11,250	2,788	27,000
5710-00 · Taxes, Licenses & Fees	333	1,000	(667)	3,860	5,000	(1,140)	12,000
5740-00 · Equipment Rental/Leasing	116	417	(301)	632	2,083	(1,452)	5,000
5800-00 · Training Seminars	0	667	(667)	66	3,333	(3,267)	8,000
5900-00 · Professional Fees							
5910-00 · Professional Fees - Attorneys	180	625	(445)	1,380	3,125	(1,745)	7,500
5920-00 · Professional Fees - Accountant	1,935	2,000	(65)	17,000	26,000	(9,000)	26,000
5921-00 · Professional Fees - Other	0	1,625	(1,625)	0	8,125	(8,125)	19,500
Total 5900-00 · Professional Fees	2,115	4,250	(2,135)	18,380	37,250	(18,870)	53,000
5941-00 · Research & Planning	0	1,250	(1,250)	0	6,250	(6,250)	15,000
7500-00 · Trade Shows/Travel	0	1,250	(1,250)	0	6,250	(6,250)	15,000
8200-00 · Associate Relations	302	83	219	1,048	417	631	1,000
8300-00 · Board Functions	348	500	(153)	1,914	3,500	(1,586)	7,000
8600-00 · Additional Opportunitites	650	2,083	(1,433)	3,250	10,417	(7,167)	25,000
8700-00 · Automobile Expenses	345	250	95	804	1,250	(446)	3,000
8750-00 · Meals/Meetings	40	417	(376)	224	2,083	(1,859)	5,000
8810-00 · Dues & Subscriptions	590	1,167	(577)	2,995	5,833	(2,838)	14,000
Total Expense	43,854	62,100	(18,246)	257,027	327,501	(70,474)	748,202
Net Ordinary Income	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Other Income/Expense							
Other Expense							
8990-00 · Allocated	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Total Other Expense	(43,854)	(62,100)	18,246	(257,027)	(327,501)	70,474	(748,202)
Net Other Income	43,854	62,100	(18,246)	257,027	327,501	(70,474)	748,202
Net Income	0	(0)	0	0	(0)	0	0

NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)

Employee Expense Report

Month/Yr November 2020Employee Hentz, Jeff

POSTING DATE	DOC REF	VENDOR	RECEIPT OR INVOICE #	PURPOSE	PAID BY CC	OUT OF POCKET	BUDGET CODE	
11.01.2020	A	Zuri Coffee Co.		TBID Meeting with Rob Kautz	\$16.79		8750-00/70	
11.09.2020	B	The Auld Dubliner		TBID Meeting with owner	\$23.59		8750-00/70	
11.16.2020	C	Jason's Beachside Grill		Team meeting after PPE distribution	\$168.55		8200-00/70	
	D							
	E							
	F							
	G							
	H							
	I							
	J							
	K							
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	V							
	W							
	X							
	Y							
	Z							
MILEAGE REIMBURSEMENT								
	Attach 1		Mileage	See Attached Mileage Report		\$299.58	8700-00-70	
				Mileage Reimbursed Through Payroll				
TOTAL - CREDIT CARD EXPENSES					\$208.93			
TOTAL - EXPENSES TO BE REIMBURSED (OUT OF POCKET)						\$299.58		

DocuSigned by:

Signed By: Jeff Hentz

Approved By: _____

Date: 12/14/2020

Date: _____

ACCOUNTING

DATE RECEIVED	DATE ENTERED	CFO APPROVAL	CFO APPROVAL DATE	DATE SCANNED	
		BB	12/14/2020		

**NORTH LAKE TAHOE RESORT ASSOCIATION (NLTRA)
MILEAGE REIMBURSEMENT**

EMPLOYEE NAME: Jeffrey Hentz

REPORT MONTH: Sept-October-Nov, 20

REF	DATE	START	END	# MILES	ROUND TRIP		REASON FOR TRAVEL
					YES	NO	
A	18-Sep	Tahoe City - TC	Incline Village CVB	38.00	x		Meet w/Andy/Check Coop signatures
	22-Sep	TC	Kings Beach area	28.00	x		Sierra Community House - PPE & TBID packet handouts
	25-Sep	TC	Truckee region Area	22.00			TBID PM -Turnkey marketing Meeting
	29-Sep	TC	Truckee & 267 region	42.00	x		TBID meetings
	2-Oct	TC	Kings beach; Northstar/Ritz	28.00			TBID Meetings
	8-Oct	TC	TC/West shore area	10.00	x		TBID mtgs
	9-Oct	TC	Ritz Northstar	22.00			TBID
	14-Oct	TC	Carnelian Bay/KB	24.00	x		TBID meetings
	15-Oct	TC	Schaffers Mill/Truckee	36.00	x		" " "
	16-Oct	TC	Carnelian Bay/KB	25.00	x		Tbid Mtgs
	21-Oct	TC	Truckee	18.00			TBID meetings
	22-Oct	TC	Carnelian Bay/Tahoe Vista	12.00			" "
	27-Oct	TC	Kings Beach for BOS Mtgx2	36.00	x		BOS Meetings In KB ; returned to office and back for pm meetings
	30-Oct	TC	Truckee/Incline	42.00			TBID Meeting & Check Signatures for Coop
	4-Nov	TC	TC/West shore area	8.00	x		Tbid packet dropoff & meetings
	5-Nov	TC	Truckee & 267 region	44.00	x		Meetings w/ Northstar business and CB
	13-Nov	TC	Kings Beach x2	58.00	x		PPE Day in KB & TC; travel between the 2 and TBID meetings
	20-Nov	TC	Carnelian Bay/Incline	28.00			Tbid Meeting & Meeting w/Incline CVB; Coop checks signed
TOTAL MILES SUBMITTED:				521.00			
MILEAGE RATE PER MILE				\$ 0.575			
TOTAL MILEAGE REIMBURSEMENT DUE				\$ 299.58			


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	NOV 28, 2020
Total Activity	\$208.93

 ** 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	\$208.93		\$0.00		\$0.00		\$208.93

ACCOUNT ACTIVITY

Posting Date	Transaction Date	Reference Number	Transaction Description	Amount
10-29	10-28	55432860302200790801476	SQ *ZURI COFFEE CO. Truckee CA Tran: 00011529215096091 Tax ID: 800429876 Mer Ref: 00011529215096091 Mer Zip: 96161 Origin Zip: 96161 Dest Zip: 96161 Dest Ctry: USA Tax: 1.19 Product Code: 099 Desc: Cooler Drinks Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 1.55 Product Code: 099 Desc: Latte Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 5.35 Product Code: 099 Desc: Apple Strudel Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 4.75 Product Code: 099 Desc: Coffee Qty: 100.00 Unit: NMB Disc: N Ext Item Amt: 2.95	16.79
11-09	11-07	02306630313000474121194	THE AULD DUBLINER SQUA OLYMPIC VALLECA Tax ID: 201826457 Mer Zip: 96146 Origin Zip: 96146	23.59
11-16	11-14	55506290320091609000171	JASON'S BEACHSIDE GRIL KINGS BEACH CA Tax ID: 880193789 Mer Zip: 96143	168.55

For Customer Service, Call: 1-866-432-8161	Account Number	Account Summary	
	XXXX-XXXX-0150-4616	Purchases & Other Charges	\$208.93
Send Billing Inquiries to: BANKCARD CENTER PO BOX 84043 COLUMBUS GA 31908-4043	Statement Date	Cash Advances	\$0.00
	NOV 28, 2020	Fees	\$0.00
	Credit Limit	Credits	\$0.00
	\$10,000	Payments	\$0.00
Disputed Amount		Total Activity	\$208.93
\$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.

TRA TEAM puts
prela

tomer Copy **

Jason's
orth Lake Blvd
each, CA 96143
0-546-3315

er 13, 2020 2:45:59 PM

Chk: 3231
/XX Batch #: 827
Seq: 17 Table: 7

\$ 140.55

28-

168.5

IANK YOU

Tip	Total
:: \$21.08 = \$161.63	
:: \$25.30 = \$165.85	
:: \$28.11 = \$168.66	

(C)

LIZ
SARAH
KATIE
ANNA
JEFFJASON'S
8338 N. LAKE BLVD
KINGS BEACH CA 96143CHECK #: 3231
Date: Nov 13, 2020 Time: 2:45pm
Server: Ken W Table# 7
Guests: 10

2-ARNIE PALMER	7.00
1-SODA WATER	1.00
1-GRILLED ARTICHOKE	11.95
1-NACHO PLATTER	11.95
ADD GUACAMOLE	4.95
ADD SOUR CREAM	1.00
1-PORTABELLO BURGER	14.95
1-TAHOE BURGER	13.95
AMERICAN \$\$	1.00
2 BACON \$\$	1.00
1-CHICKEN SANDWICH	14.95
2-REUBEN	29.90
1-FRIED CALAMARI	12.95
1-CUP OF SOUP	4.50

Sub Total: 131.05
Sales Tax: 9.50

Balance: 140.55

THANK YOU

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

Apple Strudel \$4.75

Coffee \$2.95
16 ozSubtotal \$14.60
Tip \$2.19Total \$16.79
MasterCard 4616 (Chip) \$16.79
Jeffrey Hentz

(A)

THE AUD DUBLINER TAHOE
1850 Village South Road
Server: Alley
03:11 PM
Table 9/1
DOB: 11/07/2020
11/07/2020
2/20054

SALE

M/C
Card #XXXXXXXXXX4616
Magnetic card present: HENTZ, JEFFREY
Card Entry Method: S
2097162

Approval: 082316

Amount: \$19.59
+ Tip: 44
= Total: 2359I agree to pay the above
total amount according to the
card issuer's agreement.PLEASE TIP ON FULL
AMOUNT BEFORE DISCOUNT
530-584-60411850 Village South Rd #41
Olympic Valley, CA 96146
www.auduboninterior.com

*****CUSTOMER COPY*****

(B)



north lake tahoe

Chamber | CVB | Resort Association

MEMORANDUM

Date: 1/8/21

TO: NLTRA Board of Directors
CC: Jeffrey Hentz, CEO

FROM: Bonnie Bavetta, CFO

RE: Proposed NLTRA Capitalization Policy

Action Requested:

Staff requests Board approval of a NLTRA Fixed Asset Capitalization Policy as presented herer.

Background:

The North Lake Tahoe Resort Association fixed asset capitalization policy should be formally stated and approved by the board of directors. A capitalization policy clarifies when asset purchases are capitalized and depreciated over a period of years, versus being expensed at the time of purchase. IRS guidelines state that under a safe harbor capitalization policy an asset with a useful life of greater than one year may be expensed upon purchase if its cost is below the dollar amount specified in the organization's capitalization policy, not to exceed \$5,000. It is recommended that the capitalization threshold for the North Lake Tahoe Resort Association be set at \$5,000, in line with the IRS guidelines.

The Finance Committee reviewed the proposed Fixed Asset Capitalization Policy at their November 24, 2020 meeting and recommended Board of Director approval of the Policy as presented. McClintock Accountancy also reviewed and approved the Policy.

Fiscal Impact:

As the NLTRA has very infrequent capital asset purchases, the fiscal impact will be minimal.

Attachments:

NLTRA Proposed NLTRA Capitalization Policy



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association Fixed Asset Capitalization Policy

A fixed asset is any tangible asset purchased for use in the day-to-day operations of the North Lake Tahoe Resort Association from which an economic benefit will be derived over a period greater than one year. Fixed assets include items of property and equipment such as buildings, leasehold improvements, office furniture, fixtures, computers and other related technology equipment. At the time a fixed asset with a useful life of greater than one year is acquired, its cost is capitalized unless it has a value of five thousand dollars (\$5,000) or less in which case the asset is expensed in the period acquired. Amounts paid for property with an estimated useful life of 12 months or less are expensed in the period acquired. Management will periodically review these levels and make any modifications necessary.

This policy was approved by: North Lake Tahoe Resort Association Board of Directors

Signed: _____

Title: _____

Date: _____



north lake tahoe

Chamber | CVB | Resort Association

Date: 1/8/2021

TO: NLTRA Board of Directors

FROM: Jeff Hentz

RE: Capital Projects Advisory Committee Appointment Renewal – Jim Phelan and Ron Parson & Replacement of Drew Conly

Action(s) Requested:

Board appointment renewal of Jim Phelan and Ron Parson to the NLTRA seats on the Capital Projects Advisory Committee (CAP) and Greg Gooding replacing Drew Conly.

Background:

In 2017, through negotiations with NLTRA, Placer County formed a new Capital Projects Advisory Committee (CAP) to make recommendations on expenditure of the TOT funds dedicated to infrastructure projects. There are 13 seats on the CAP Committee through agreement with the County CEO's office, the NLTRA has two appointments as representatives of the NLTRA. Additionally, it was agreed that the NLTRA would recommend the appointment for the "lodging" seat. Currently the NLTRA seats are filled by former NLTRA Board Member: Ron Parson, Granlibakken Tahoe Resort and current NLTRA Board Member: Jim Phelan, Tahoe City Marina.

Drew Conly from the Resort at Squaw Creek served in the dedicated Lodging Seat and has requested that Greg Gooding from the Resort at Squaw Creek take over his seat.

Fiscal Impact:

There is no fiscal impact by taking this action.

Attachments:

None



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MEMORANDUM

Date: 01/08/2021

TO: NLTRA Board of Directors

FROM: Jeffrey Hentz, CEO

RE: NLTRA 2019/20 TOT Funding Surplus

Action(s) Requested:

Staff requests the NLTRA Board make a recommendation to the Placer County Board of Supervisors to direct that the NLTRA 2019/20 TOT funding surplus be contributed to the existing County account established specifically for workforce housing and transportation projects, and that the contribution of these funds and any 2020/21 surplus be specified in the update to the existing five year agreement between NLTRA and Placer County which is anticipated to be completed in March 2021.

Background:

NLTRA ended fiscal year 2019/20 with an excess in Placer County TOT funding in the amount of \$384,939.38. This balance must be returned to the County, and staff recommends that the NLTRA board request these funds and any surplus from NLTRA 2020/21 funding be contributed to the existing County account that has been established specifically to fund workforce housing and transportation. The current five year agreement between NLTRA and Placer County specifies that NLTRA will assist the County in evaluating projects and recommending expenditures from this account. With the potential negative impacts to TOT collections in 2019/20 and 2020/21 due to COVID-19, normally anticipated funding for this account could be limited from those years. Directing the NLTRA surplus funds to this account could mitigate some of the potential negative impact.

The five year agreement between NLTRA and the County is due to be updated in March 2021, which provides an opportunity to have this specific funding identified in the revised agreement.

Fiscal Impact:

The 2019/20 fund surplus of \$384,939.38 and any surplus from the 2020/21 funding would contribute to the balance of the County fund specifically established for workforce housing and transportation projects. The cash balance of NTLRA will be reduced by the surplus funds returned to the County as directed in the contract with the County.

Attachments:

None.

MCC Campaign



north lake tahoe

An aerial photograph of a calm lake with a person in a kayak on the left. A white dog is lying on a large rock in the foreground. The water is a deep blue-green, and the surrounding forest is visible on the right side.

AGENDA

- Objectives
- Paid Media Tactics
- Creative
- Resources



OBJECTIVES

- Utilize funds provided from the Travel NV grant.
- Promote responsible travel and safety.
- Continue to position North Lake Tahoe as a four-season destination.
- Showcase all venue types and group-focused activities offered.
- Increase midweek travel and/or extended overnight stays.
- Increase brand loyalty and positive sentiment.
- Highlight differentiating factors of destination, supporting North Lake Tahoe's positioning as an ideal location.
- Leverage travel trends and consumer journey insights.

PAID MEDIA TACTICS

Tactics

- Search Marketing
- Native Display
- Programmatic Display
- LinkedIn
- Emails
- Programmatic Video
- Lead Generation
- Social Audience Matching
- eHandbook

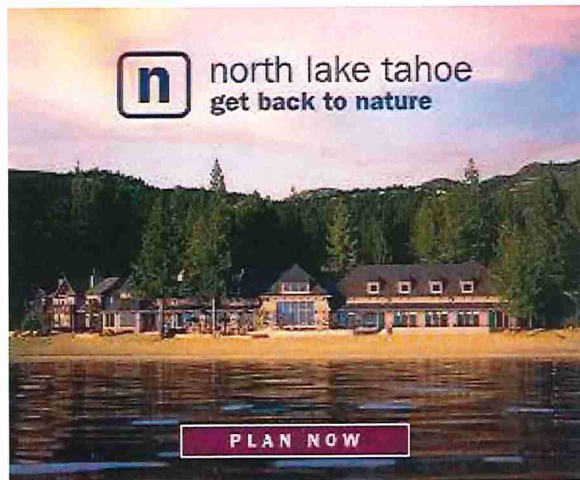
Timing

- Late November/early December through Q1 2021
- Future timing TBD



north lake tahoe

CREATIVE - DISPLAY



CREATIVE - EMAILS

LOCATIONS | THINGS TO DO | MEETINGS



WE CALL THIS MEETING ROOM "NATURE"

Mix your time together with a change of scenery. With nature as your backdrop, the beauty of North Lake Tahoe is just one inspiring part of a professionally built and sophisticated. This can also be used with those enjoying the area's rich, beautiful scenery to inspire outdoor or your work and a host of group activities. More opportunities to discover. Start planning your next meeting or event before what you'll see top all previous proposals.

START PLANNING NOW



30
MEETING FACILITIES



200,000+
SQ. FT. OF MEETING SPACE



7,000+
ROOMS



150+
RESTAURANTS

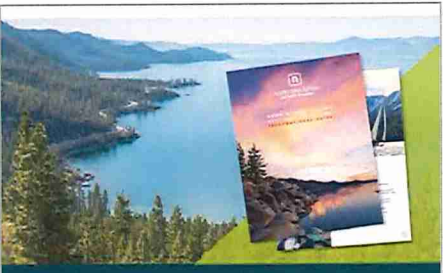


14
GOLF COURSES



BOOK YOUR NEXT MEETING
IN NORTH LAKE TAHOE


SUBMIT AN RFP



TRAVEL SAFELY

Your safety is our top priority. Check out our Know Before You Go Meetings & Conventions guide for tips on how your clients can meet in the region safely and responsibly.


GET MY GUIDE



FREE GUIDE

DOWNLOAD YOUR FREE
CONFERENCE PLANNING GUIDE


DOWNLOAD FREE GUIDE



GETTING HERE

There's a lot of ways to get to North Lake Tahoe. It's easy getting to North Lake Tahoe, all you need is a car.

Check out our map of North Lake Tahoe. It's easy to find your way to North Lake Tahoe. It's easy to find your way to North Lake Tahoe. It's easy to find your way to North Lake Tahoe.

facebook twitter instagram linkedin

CREATIVE – MEETINGS TODAY



MEET

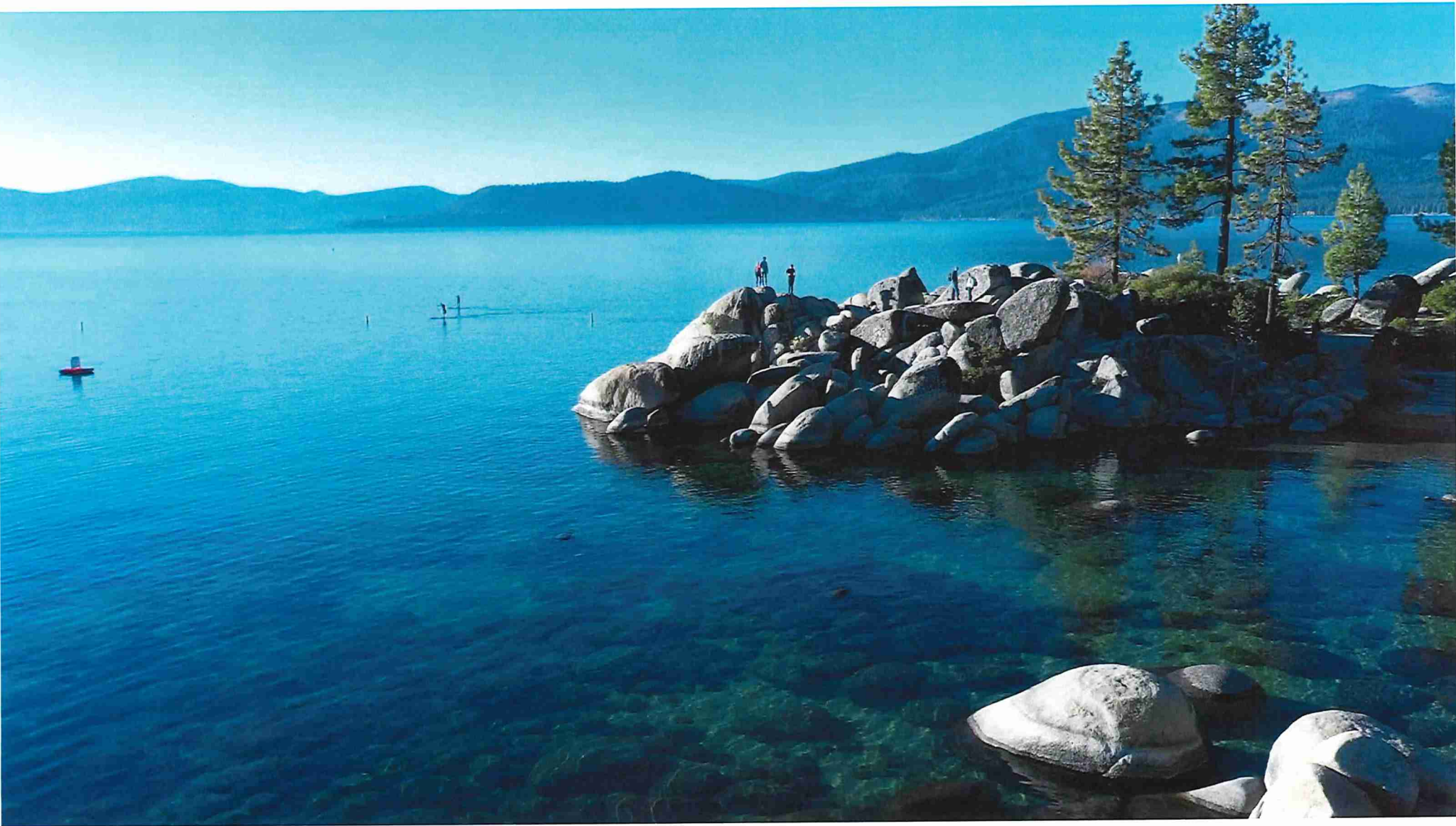
outside of four walls

n
north lake tahoe
get back to nature

It's time to get back to meeting and back to sparking the creativity that only collaborating in-person can provide. Motivate your group with a change of scenery in breathtaking North Lake Tahoe.

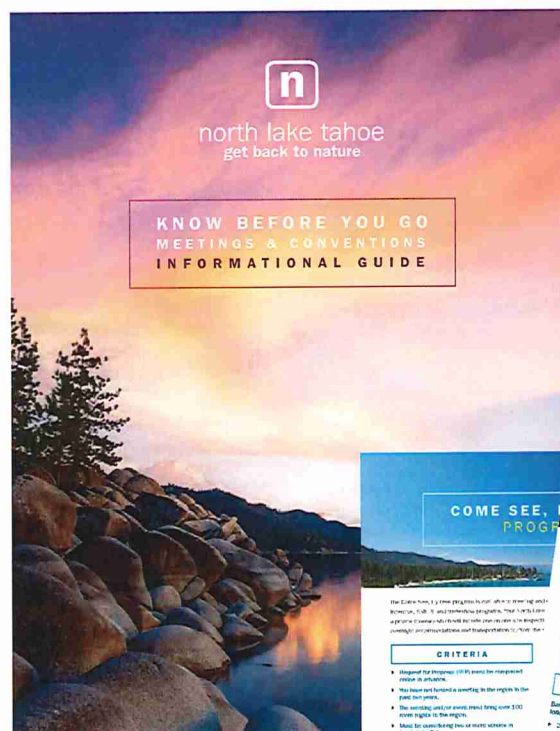
Visit gotahoenorth.com/meetings or call 1-800-462-5196 to learn more and book your next event.





RESOURCES

- Know Before You Go Guide
 - Responsible Travel and Tourism Tips
 - Team Building Suggestions
 - Venue Information
 - Travel
 - Resources
- Come See Fly Free Flyer
- Incentive Program Flyer





Thank you!



FOR IMMEDIATE RELEASE

North Lake Tahoe Emergency Rent Relief Program Offers Eligible Small Businesses up to \$5,000 in Financial Support

NORTH LAKE TAHOE, Calif. (Jan. 7, 2020) – The Placer County Board of Supervisors has approved an additional grant program to financially assist small businesses that have been impacted by COVID-19 public health restrictions. The North Lake Tahoe Emergency Rent Relief Fund will be facilitated by the North Lake Tahoe Resort Association (NLTRA); eligible businesses located in Eastern Placer County can apply for emergency rental assistance starting Friday, Jan. 8, 2021.

“We have worked closely with Placer County to advocate for local business support, recognizing the crippling financial challenges this public health crisis has caused our communities,” explained Jeffrey Hentz, CEO of North Lake Tahoe Resort Association. “Our continued collaboration with Placer County, Business Associations and Sierra Small Business Council’s Small Business Development Center is focused on local business resilience and long-term economic vitality. We are excited to launch this program and get dollars into the hands of local business owners.”

The North Lake Tahoe Emergency Rent Relief Fund will offer eligible small businesses up to \$5,000 in rental assistance, starting with businesses that fit within several criteria levels. **Businesses that have faced closures throughout the pandemic and adhered to State of California stay at home order reopening requirements will be prioritized.**

The application can be found on NLTRA.org and the deadline to apply is Friday, Jan. 22, 2021 (the submittal process is not first come/first served). Grant recipients will be determined by Feb. 1, 2021 and awarded funds must be expended by Mar. 31, 2021. The NLTRA will work closely with North Tahoe Business Association, Tahoe City Downtown Association, Squaw Valley Business Association and Sierra Small Business Development Center to review applications and select eligible businesses. A total of \$200,000 is anticipated to be awarded to the region, from summit to basin. For more information visit www.NLTRA.org.

###

About North Lake Tahoe Resort Association:

The North Lake Tahoe Chamber I Resort Association I CVB has supported small businesses and major resorts for over 65 years, ultimately enhancing the strong and vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce and Destination Marketing services to assist local businesses and connect community leaders. Guided by directives outlined in the Tourism Master Plan, the team is focused on midweek and shoulder season visitation, transportation and housing solutions, and visitor services. The North Lake Tahoe Resort Association ultimately provides a collective voice for the local community.

Press Contact:

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

Good morning,

Attached above is the final press release for the North Lake Tahoe Emergency Rent Relief Program. The updated online application can be found [here](#). As far as distribution, I have sent the release to local media to secure space in upcoming issues, the information is also posted on the NLTRA blog [here](#). I've noted a tentative timeline below, please feel free to provide feedback on next steps.

I am working on a newsletter that will include all of this information for the local business community, and per our Exec Board and Placer County, we have also been asked to include information about the vaccine roll out and stay home order. As soon as that newsletter is complete, I will send you the link to share out through your own channels.

We have suggested a joint review period from Monday, Jan. 25 through EOD Wednesday, Jan. 27. Katie will send a file of applications and a google sheet on Monday, Jan. 25. The google sheet will have all applicants listed, organized by region and tier (aka, Squaw, Tahoe City, Kings Beach, etc.). At this point, you will be able to go in and provide any notes to ensure all businesses that will be awarded funds have followed the rules. On Thursday, Jan. 28 we will share recommendations with SBDC (and likely Placer County) and letters to businesses will go out on Monday, Feb. 1.

Timeline:

Application period opens: Friday, Jan. 8

Deadline to apply: Friday, Jan. 22

Review Period: Monday, Jan. 25 - Wednesday (EOD), Jan. 27

Final Recommendations to SBDC: Thursday, Jan. 28

Business Notifications on awarded funds: Monday, Feb. 1

Kristin -- any idea how long it will take to turn checks around?

Does anyone have any feedback on this process? Please feel free to weigh in!

Thanks again,

Liz

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1599 Units ('DestiMetrics Census**') and 49.53% 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 (Nov) changed by (-32.5%)	Occupancy (Nov) :	26.7%	39.6%	-32.5%
North Lake Tahoe ADR for last month (Nov) changed by (46.6%)	ADR (Nov) :	\$ 338	\$ 231	46.6%
North Lake Tahoe RevPAR for last month (Nov) changed by (-1.0%)	RevPAR (Nov) :	\$ 90	\$ 91	-1.0%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Dec) changed by (-24.7%)	Occupancy (Dec) :	30.2%	40.1%	-24.7%
North Lake Tahoe ADR for next month (Dec) changed by (35.9%)	ADR (Dec) :	\$ 603	\$ 444	35.9%
North Lake Tahoe RevPAR for next month (Dec) changed by (2.4%)	RevPAR (Dec) :	\$ 182	\$ 178	2.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-23.7%)	Occupancy	41.5%	54.3%	-23.7%
North Lake Tahoe ADR for the past 6 months changed by (26.4%)	ADR	\$ 415	\$ 328	26.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-3.5%)	RevPAR	\$ 172	\$ 178	-3.5%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-33.2%)	Occupancy	14.5%	21.7%	-33.2%
North Lake Tahoe ADR for the future 6 months changed by (30.9%)	ADR	\$ 475	\$ 363	30.9%
North Lake Tahoe RevPAR for the future 6 months changed by (-12.5%)	RevPAR	\$ 69	\$ 79	-12.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Nov 30, 2020 vs. Previous Year				
Rooms Booked during last month (Nov,20) compared to Rooms Booked during the same period last year (Nov,18) for all arrival dates has changed by (-58.1%)	Booking Pace (Nov)	3.2%	7.7%	-58.1%

* Inttopia Census: Total number of rooms reported by participating Inttopia 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 Inttopia's other participants. As is the case in all Inttopia 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 November 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 11/30/20:	\$1,132,263	\$3,430,172	-67%
Number of Room Nights:	5,052	16238	-69%
Number of Delegates:	2261	7989	-72%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>November-20</u>	<u>November-19</u>	
<u>Number of Groups Booked:</u>	1	9	
Revenue Booked:	\$33,881	\$587,681	-94%
Room Nights:	94	2328	-96%
Number of Delegates:	65	1151	-94%
		3 Corp., 5	
Booked Group Types:	1 CA Assoc.	Assoc., 1 SMF	
Lost Business, # of Groups:	2	40	-95%
 <u>Arrived in the month</u>	 <u>November-20</u>	 <u>November-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$66,659	-100%
Room Nights:	0	380	-100%
Number of Delegates:	0	447	
Arrived Group Types:		2 Corp.	

<u>Monthly Detail/Activity</u>	<u>October-20</u>	<u>October-19</u>	
<u>Number of Groups Booked:</u>	2	7	
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>	1	5	
Revenue Booked:	\$57,355	\$233,431	-75%
Room Nights:	345	1190	-71%

Number of Delegates:	120	705	-83%
Booked Group Types:	1 Assoc.	4 Corp., 1 Non-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	
Arrived Group Types:	1 Corp, 1 Non-Profit	5 Corp., 3 Assoc., 1 Govt.	

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

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%
Booked Group Types:	0	3 Corp, 2 SMF, 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	
Arrived Group Types:	1 CA Assoc.	2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit	

Interoffice Memo

DATE: December 31, 2020
TO: Daren Griffin, A.A.E., Executive Team
FROM: Hasaan Azam, Manager of Air Service & Cargo Business Development
SUBJECT: January 2021 Flight Schedule

In January 2021, Reno-Tahoe International Airport (RNO) will offer a total of 1,311 scheduled departures, a decrease of 33.1% when compared to the January 2020 schedule. Monthly scheduled seat capacity is down 40.4% at 142,146 departing seats for the same period.

On December 3, 2020, JSX started non-stop flights between RNO and Orange County Airport (SNA), four times a week using a 30-seat Embraer 135/145 aircraft. The airline also provides non-stop flights between RNO and Hollywood Burbank Airport (BUR) four times a week. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd. The January flight schedule mentioned above does not include JSX information.

Schedule Highlights

Alaska Airlines

- On December 17, 2020, Alaska Airlines began non-stop seasonal flights between RNO and Palm Springs (PSP).
- On December 17, 2020, Alaska Airlines began non-stop daily flights between RNO and Los Angeles (LAX). Starting January 5, 2021, the airline will offer this service twice a day.
- In January 2021, Alaska Airlines will offer non-stop flights between RNO and Portland (PDX) on the following schedule:
 - January 1, through January 4 – three times a day
 - January 5, through January 13 – once a day
 - Twice a day for the remainder of the month

Allegiant Air

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

American Airlines

- On November 2, 2020, American Airlines suspended non-stop flights between RNO and Chicago (ORD).
- On December 17, 2020, American Airlines increased non-stop flights between RNO and Phoenix (PHX) from twice a day to three times a day.

Delta Air Lines

- Delta Air Lines offers non-stop seasonal flights between RNO and Atlanta (ATL) four days a week (Thursday, Friday, Saturday, Sunday).
- On November 20, 2020, Delta Air Lines started non-stop flights between RNO and LAX three times a day.

Frontier Airlines

- Frontier Airlines offers non-stop flights between RNO and LAS twice a week (Thursday and Sunday).
- Frontier Airlines suspended non-stop seasonal flight between RNO and Denver (DEN) on November 30, 2020.

JetBlue Airways

- In January 2021, JetBlue will offer non-stop flights between RNO and LAX

twice a week (Thursday and Sunday).

- On January 3, 2021, JetBlue will suspend non-stop flights between RNO and New York City (JFK). This flight will return on March 7, 2021.

Southwest Airlines

- Starting January 5, 2021, Southwest Airlines will offer non-stop daily flights between RNO and Dallas Love Field (DAL).
- In January 2021, Southwest Airlines will offer limited service to Long Beach (LGB), Houston Hobby (HOU) and San Diego (SAN).
- On January 7, 2021, Southwest Airlines will reduce non-stop flights between RNO and DEN from three times a day to twice a day.
- Southwest Airlines offers non-stop flights between RNO and LAS three times a day.
- On January 6, 2021, Southwest Airlines will suspend non-stop flights between RNO and LAX. This flight will return on March 7, 2021.

United Airlines

- On December 18, 2020, United Airlines resumed non-stop daily flights between RNO and Houston Intercontinental Airport (IAH).
- On December 17, 2020, United Airlines increased non-stop flights between RNO and LAX from twice a day to three times a day.

Volaris

- Volaris offers non-stop flights between RNO and Guadalajara (GDL) four times a week (Monday, Tuesday, Wednesday and Friday).

Airline Codes		Airport Codes	
		ATL	Atlanta, GA
AA	American Airlines	BOI	Boise, ID
AS	Alaska Airlines	DEN	Denver, CO
B6	JetBlue Airways	DFW	Dallas/Ft. Worth, TX
DL	Delta Air Lines	DAL	Dallas Love Field, TX
F9	Frontier Airlines	GDL	Guadalajara, MX
G4	Allegiant Air	IAH	Houston, TX
MQ	American Eagle	JFK	New York City, NY
OO	SkyWest Airlines	LAS	Las Vegas, NV
QX	Horizon Air	LGB	Long Beach, CA
UA	United Airlines	LAX	Los Angeles, CA
WN	Southwest Airlines	MDW	Chicago, IL (Midway)
YV	Mesa Airlines	MSP	Minneapolis, MN
Y4	Volaris Airlines	OAK	Oakland, CA
		ORD	Chicago, IL (O'Hare)
		PDX	Portland, OR
		PHX	Phoenix, AZ
		PSP	Palm Springs, CA
		SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SLC	Salt Lake City, UT
		SJC	San Jose, CA
Equipment Codes		Operating Days	
319	Airbus A319	1	Monday
320	Airbus A320	2	Tuesday
733, 735, 738, 73G	Boeing 737 (all variants)	3	Wednesday
757	Boeing 757	4	Thursday
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	5	Friday
DH4	DeHavilland Dash 8 Q400	6	Saturday
M80, M83	McDonnell Douglas MD-80	7	Sunday
ERD, ERJ	Embraer Regional Jet		

Peak Day Non-Stop Departures (including less than daily flights)													
January 2021													
Airport	Code	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Atlanta, GA	ATL				1						1	2%	199
Denver, CO	DEN					0		2	3		5	11%	637
Dallas/Ft. Worth, TX	DFW			4							4	9%	580
Dallas Love Field, TX	DAL							1			1	2%	143
Guadalajara, MX	GDL									1	1	2%	179
Houston, TX	IAH								1		1	2%	70
New York City, NY	JFK						0				0	0%	0
Las Vegas, NV	LAS		1			1		3			5	11%	867
Long Beach, CA	LGB						0				0	0%	0
Los Angeles, CA	LAX	2		0	3		1	0	3		9	19%	674
Chicago, IL (Midway)	MDW							0			0	0%	0
Minneapolis, MN	MSP				0						0	0%	0
Oakland, CA	OAK							1			1	2%	143
Chicago, IL (O'Hare)	ORD			0					0		0	0%	0
Palm Springs, CA	PSP	1									1	2%	76
Portland, OR	PDX	2									2	4%	152
Phoenix, AZ	PHX			3				1			4	9%	475
San Diego, CA	SAN							1			1	2%	143
Seattle, WA	SEA	4						0			4	9%	304
San Francisco, CA	SFO								3		3	6%	190
Salt Lake City, UT	SLC				4						4	9%	304
San Jose, CA	SJC	0						0			0	0%	0
Total		9	1	7	8	1	1	9	10	1	47	100%	5,136

New York (JFK), Long Beach and Houston Hobby will be offered on a limited basis. These flights are not included in the Matrix above.

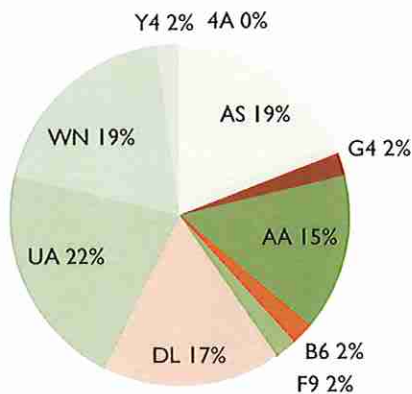
Peak Day Non-Stop Departures (including less than daily flights)															
Airline/Destination	Code	January 2021	December 2020	January 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	January 2021	December 2020	January 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights									Seats						
Alaska - (AS)		9	9	10	0	-1	0.0%	-10.0%	684	684	862	0	-178	0.0%	-20.6%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Los Angeles, CA	LAX	2	1	0	1	2	100.0%	-	152	76	0	76	152	100.0%	-
Portland, OR	PDX	2	3	3	-1	-1	-33.3%	-33.3%	152	228	228	-76	-76	-33.3%	-33.3%
Palm Springs, CA	PSP	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Seattle, WA	SEA	4	4	5	0	-1	0.0%	-20.0%	304	304	482	0	-178	0.0%	-36.9%
San Jose, CA	SJC	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Allegiant - (G4)		1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines (AA)		7	6	12	1	-3	16.7%	-41.7%	912	828	1,374	84	-462	10.1%	-33.6%
Dallas/Ft. Worth, TX	DFW	4	3	2	1	2	33.3%	100.0%	580	504	320	76	260	15.1%	81.3%
Los Angeles, CA	LAX	0	0	5	0	-5	-	-100.0%	0	0	380	0	-380	-	-100.0%
Chicago, IL (O'Hare)	ORD	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Phoenix	PHX	3	3	5	0	-2	0.0%	-40.0%	332	324	674	8	-342	2.5%	-50.7%
Delta Airlines (DL)		8	8	7	0	1	0.0%	14.3%	713	881	867	-168	-154	-19.1%	-17.8%
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Los Angeles, CA	LAX	3	3	0	0	3	0.0%	-	210	210	0	0	210	0.0%	-
Salt Lake City, UT	SLC	4	4	5	0	-1	0.0%	-20.0%	304	472	536	-168	-232	-35.6%	-43.3%
Minneapolis, MN	MSP	0	0	1	0	-1	-	-100.0%	0	0	132	0	-132	-	-100.0%
Frontier Airlines (F9)		1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
JetBlue Airways (B6)		1	2	2	-1	-1	-50.0%	-50.0%	162	350	300	-188	-138	-53.7%	-46.0%
Long Beach, CA	LGB	0	0	1	0	-1	-	-100.0%	0	0	150	0	-150	-	-100.0%
Los Angeles, CA	LAX	1	1	0	0	1	0.0%	-	162	200	0	-38	162	-19.0%	-
New York City, NY	JFK	0	1	1	-1	-1	-100.0%	-100.0%	0	150	150	-150	-150	-100.0%	-100.0%
Southwest Airlines (WN)		9	14	22	-5	-13	-35.7%	-59.1%	1,415	2,098	3,306	-683	-1,891	-32.6%	-57.2%
Dallas Love Field, TX	DAL	1	0	0	1	1	-	-	143	0	0	143	143	-	-
Denver, CO	DEN	2	3	1	-1	1	-33.3%	100.0%	318	461	143	-143	175	-31.0%	122.4%
Las Vegas, NV	LAS	3	7	10	-4	-7	-57.1%	-70.0%	525	1,033	1,462	-508	-937	-49.2%	-64.1%
Los Angeles, CA	LAX	0	1	3	-1	-3	-100.0%	-100.0%	0	143	429	-143	-429	-100.0%	-100.0%
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	143	143	175	0	-32	0.0%	-18.3%
Phoenix, AZ	PHX	1	2	2	-1	-1	-50.0%	-50.0%	143	318	318	-175	-175	-55.0%	-55.0%
San Diego, CA	SAN	1	0	3	1	-2	-	-66.7%	143	0	429	143	-286	-	-66.7%
San Jose, CA	SJC	0	0	2	0	-2	-	-100.0%	0	0	350	0	-350	-	-100.0%
United Airlines (UA)		10	10	12	0	-2	0.0%	-16.7%	729	812	1,214	-83	-485	-10.2%	-40.0%
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	319	402	482	-83	-163	-20.6%	-33.8%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	70	70	76	0	-6	0.0%	-7.9%
Los Angeles, CA	LAX	3	3	2	0	1	0.0%	50.0%	150	170	100	-20	50	-11.8%	50.0%
Chicago, IL (O'Hare)	ORD	0	0	1	0	-1	-	-100.0%	0	0	128	0	-128	-	-100.0%
San Francisco, CA	SFO	3	3	5	0	-2	0.0%	-40.0%	190	170	428	20	-238	11.8%	-55.6%
Volaris Airlines (Y4)		1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
AIRPORT TOTALS		47	52	68	-5	-21	-9.6%	-30.9%	5,136	6,174	8,438	-1,038	-3,302	-16.8%	-39.1%

Peak Day Non-Stop Departures (including less than daily flights)

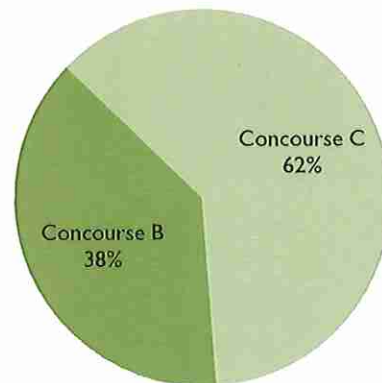
Airline/Destination	Code	January 2021	December 2020	January 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	January 2021	December 2020	January 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS		Flights								Seats					
Alaska Airlines	AS	9	9	10	0	-1	0.0%	-10.0%	684	684	862	0	-178	0.0%	-20.6%
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines	AA	7	6	12	1	-5	16.7%	-41.7%	912	828	1,374	84	-462	10.1%	-33.6%
Delta Air Lines	DL	8	8	7	0	1	0.0%	14.3%	713	881	867	-168	-154	-19.1%	-17.8%
Frontier Airlines	F9	1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
JetBlue Airways	B6	1	2	2	-1	-1	-50.0%	-50.0%	162	350	300	-188	-138	-53.7%	-46.0%
Southwest Airlines	WN	9	14	22	-5	-13	-35.7%	-59.1%	1,415	2,098	3,306	-683	-1,891	-32.6%	-57.2%
United Airlines	UA	10	10	12	0	-2	0.0%	-16.7%	729	812	1,214	-83	-485	-10.2%	-40.0%
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Grand Total - All Airlines		47	52	68	-5	-21	-9.6%	-30.9%	5,136	6,174	8,438	-1,038	-3,302	-16.8%	-39.1%
TOTALS BY CITY		Flights								Seats					
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Denver, CO	DEN	5	6	4	-1	1	-16.7%	25.0%	637	863	625	-226	12	-26.2%	1.9%
Dallas/Ft. Worth, TX	DFW	4	3	2	1	2	33.3%	100.0%	580	504	320	76	260	15.1%	81.3%
Dallas Love Field	DAL	1	0	0	1	1	-	-	143	0	0	143	143	-	-
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	70	70	76	0	-6	0.0%	-7.9%
Las Vegas, NV	LAS	5	9	12	-4	-7	-44.4%	-58.3%	867	1,375	1,798	-508	-931	-36.9%	-51.8%
Long Beach, CA	LGB	0	0	1	0	-1	-	-100.0%	0	0	150	0	-150	-	-100.0%
Los Angeles, CA	LAX	9	9	10	0	-1	0.0%	-10.0%	674	799	909	-125	-235	-15.6%	-25.9%
Chicago, IL (Midway)	MDW	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	143	143	175	0	-32	0.0%	-18.3%
Chicago, IL (O'Hare)	ORD	0	0	1	0	-1	-	-100.0%	0	0	128	0	-128	-	-100.0%
Minneapolis, MN	MSP	0	0	1	0	-1	-	-100.0%	0	0	132	0	-132	-	-100.0%
New York City	JFK	0	1	1	-1	-1	-100.0%	-100.0%	0	150	150	-150	-150	-100.0%	-100.0%
Palm Springs, CA	PSP	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Portland, OR	PDX	2	3	3	-1	-1	-33.3%	-33.3%	152	228	228	-76	-76	-33.3%	-33.3%
Phoenix, AZ	PHX	4	5	7	-1	-3	-20.0%	-42.9%	475	642	992	-167	-517	-26.0%	-52.1%
San Diego, CA	SAN	1	0	3	1	-2	-	-66.7%	143	0	429	143	-286	-	-66.7%
Seattle, WA	SEA	4	4	5	0	-1	0.0%	-20.0%	304	304	482	0	-178	0.0%	-36.9%
San Francisco, CA	SFO	3	3	5	0	-2	0.0%	-40.0%	190	170	428	20	-238	11.8%	-55.6%
Salt Lake City, UT	SLC	4	4	5	0	-1	0.0%	-20.0%	304	472	536	-168	-232	-35.6%	-43.3%
San Jose, CA	SJC	0	0	3	0	-3	-	-100.0%	0	0	426	0	-426	-	-100.0%
Grand Total - All Cities		47	52	68	-5	-21	-9.6%	-30.9%	5,136	6,174	8,438	-1,038	-3,302	-16.8%	-39.1%

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
January 2021							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
Delta	DL	8	44.4%	17.0%	713	31.1%	13.9%
JetBlue	B6	1	5.6%	2.1%	162	7.1%	3.2%
Southwest	WN	9	50.0%	19.1%	1,415	61.8%	27.6%
B-Concourse		18	100.0%	38.3%	2,290	100.0%	44.6%
Alaska	AS	9	31.0%	19.1%	684	24.0%	13.3%
Allegiant	G4	1	3.4%	2.1%	156	5.5%	3.0%
American	AA	7	24.1%	14.9%	912	32.0%	17.8%
Frontier	F9	1	3.4%	2.1%	186	6.5%	3.6%
United	UA	10	34.5%	21.3%	729	25.6%	14.2%
Volaris	Y4	1	3.4%	2.1%	179	6.3%	3.5%
C-Concourse		29	100.0%	61.7%	2,846	100.0%	55.4%
Grand Total		47		100.0%	5,136		100.0%

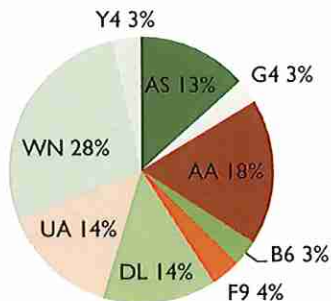
Percent of Scheduled Flights
by Airlines



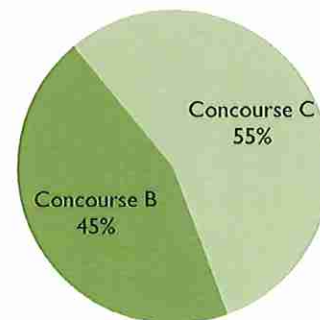
Percent of Scheduled Flights
by Concourse



Percent of Scheduled Seats
by Airline



Percent of Scheduled Seats
by Concourse



Non-Stop Departures									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	RNO	DFW	2356	738	172	0040	0601	1.....
UA	UA	RNO	DEN	2415	738	166	0530	0846	.2.....
UA	UA	RNO	DEN	2415	739	179	0530	0846	..34567
UA	UA	RNO	DEN	2415	738	166	0530	0847	1.....
AA	AA	RNO	DFW	1361	738	172	0600	1127	.234567
UA	OO	RNO	LAX	5835	CRJ	50	0600	0740	..34567
UA	OO	RNO	LAX	5835	CR7	70	0600	0740	1.....
WN	WN	RNO	PHX	1340	73W	143	0600	0850	123....
AS	QX	RNO	SEA	2252	E75	76	0605	0805	.234567
AA	AA	RNO	DFW	1361	738	172	0608	1134	1.....
DL	DL	RNO	SLC	1623	738	160	0609	0840	1.....
AS	QX	RNO	SEA	2252	E75	76	0610	0816	1.....
DL	OO	RNO	SLC	3740	E7W	76	0614	0855	.234567
WN	WN	RNO	OAK	3991	73W	143	0615	07256.
UA	OO	RNO	SFO	5998	E7W	70	0625	0747	.234567
UA	OO	RNO	SFO	5998	CRJ	50	0627	0750	1.....
WN	WN	RNO	OAK	4756	73W	143	0635	0745	...45.7
WN	WN	RNO	PHX	4002	73H	175	0640	09306.
AA	AA	RNO	PHX	2767	738	172	0642	0943	1.....
AA	YV	RNO	PHX	5755	CR9	76	0643	0950	..34567
WN	WN	RNO	OAK	412	73H	175	0650	0800	1.....
WN	WN	RNO	OAK	1328	73H	175	0650	0800	.23....
WN	WN	RNO	DEN	1335	73W	143	0700	1020	123....
DL	OO	RNO	LAX	3834	E7W	70	0701	0835	.234567
DL	OO	RNO	LAX	3834	E7W	70	0701	0840	1.....
AS	QX	RNO	LAX	2555	E75	76	0730	0908	.234567
UA	YV	RNO	IAH	6178	E7W	70	0745	1332	1.....
WN	WN	RNO	DEN	1305	73W	143	0755	1105	...45.7
AS	QX	RNO	LAX	2555	E75	76	0800	0937	1.....
AA	YV	RNO	DFW	5776	CR9	76	0815	1340	..34567
AA	AA	RNO	DFW	1976	738	172	0815	1341	.2.....
WN	WN	RNO	LAS	2531	73H	175	0825	0945	...45.7
WN	WN	RNO	LAS	3985	73W	143	0905	10256.
UA	OO	RNO	DEN	5278	E7W	70	0915	1238	.234567
UA	OO	RNO	DEN	5390	E7W	70	0915	1238	1.....
WN	WN	RNO	LAS	790	73W	143	0915	1035	123....
WN	WN	RNO	DEN	6800	73W	143	0935	1255	1.....
AS	QX	RNO	PDX	2250	DH4	76	0945	1131	1.....
AS	QX	RNO	SEA	2442	E75	76	1000	1200	..3....
AS	QX	RNO	SEA	2442	DH4	76	1000	1205	.2.4567
WN	WN	RNO	DAL	454	73W	143	1000	1505	.23....
WN	WN	RNO	DAL	1402	73W	143	1000	15056.
AS	QX	RNO	SEA	2385	DH4	76	1015	1239	1.....
DL	OO	RNO	SLC	3737	E7W	76	1020	1249	.234567
UA	OO	RNO	LAX	4756	CRJ	50	1023	1205	1.....
UA	OO	RNO	LAX	5790	CRJ	50	1024	1205	.234567
DL	OO	RNO	SLC	3737	E7W	76	1025	1250	1.....
WN	WN	RNO	DAL	488	73W	143	1025	1530	...45.7

Non-Stop Departures									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	SAN	1426	73W	143	1035	12056.
UA	OO	RNO	SFO	5899	CRJ	50	1045	1208	1.....
UA	OO	RNO	SFO	5899	E7W	70	1049	1210	.2.4567
WN	WN	RNO	LAX	52	73W	143	1100	1230	123....
AA	AA	RNO	PHX	2861	319	128	1105	1347	...45.7
AA	YV	RNO	PHX	5869	CR9	76	1105	1352	1.....
WN	WN	RNO	LAS	6958	73W	143	1105	1220	1.....
WN	WN	RNO	DEN	895	73W	143	1110	1415	123....
WN	WN	RNO	LAS	3106	73H	175	1115	12356.
WN	WN	RNO	DEN	3595	73H	175	1140	14506.
B6	B6	RNO	LAX	943	320	150	1149	1315	...4...
B6	B6	RNO	LAX	943	320	162	1149	13157
DL	OO	RNO	LAX	3501	E7W	70	1200	1329	1.....
DL	OO	RNO	LAX	3501	E7W	70	1213	1345	.234567
AA	AA	RNO	DFW	2209	738	172	1218	1731	1.....
AA	AA	RNO	DFW	2897	738	172	1218	17315.7
AS	QX	RNO	PDX	2091	DH4	76	1235	1421	1.....
WN	WN	RNO	PHX	4591	73H	175	1240	15256.
UA	YV	RNO	IAH	6057	E7W	70	1300	1842	.234567
WN	WN	RNO	DEN	2846	73H	175	1300	1605	...45.7
WN	WN	RNO	LAS	3413	73H	175	1310	1430	...45.7
Y4	Y4	RNO	GDL	999	320	179	1322	1908	123.5..
DL	OO	RNO	SLC	3755	E7W	76	1325	1552	.234567
WN	WN	RNO	DEN	792	73W	143	1325	1635	123....
DL	DL	RNO	ATL	705	757	199	1330	2041	...4567
F9	F9	RNO	LAS	2174	320	186	1338	1454	1.....
AA	AA	RNO	DFW	2897	738	172	1340	1853	.234.6.
DL	DL	RNO	SLC	1569	738	160	1340	1559	1.....
UA	UA	RNO	DEN	548	320	150	1341	1651	..345..
UA	UA	RNO	DEN	374	738	166	1341	1652	1.....
UA	OO	RNO	DEN	5383	E7W	70	1341	170467
UA	OO	RNO	DEN	5383	CRJ	50	1341	1707	.2.....
AS	QX	RNO	SEA	2168	E75	76	1345	1545	.234567
WN	WN	RNO	LAS	1209	73H	175	1400	1520	123....
AS	QX	RNO	SEA	2449	DH4	76	1410	1620	1.....
G4	G4	RNO	LAS	89	319	156	1441	1552	1.....
WN	WN	RNO	LAS	2981	73H	175	1445	16006.
AA	AA	RNO	DFW	2360	738	160	1446	19555.7
AA	AA	RNO	DFW	2360	738	160	1449	2004	1.....
G4	G4	RNO	LAS	89	319	156	1449	16025..
UA	OO	RNO	LAX	5844	CRJ	50	1528	1710	1.....
UA	OO	RNO	LAX	5844	CR7	70	1540	1719	...4...
UA	OO	RNO	LAX	5844	E7W	70	1540	17205..
UA	OO	RNO	LAX	5844	CRJ	50	1540	17227
F9	F9	RNO	LAS	2174	320	186	1541	1659	...4..7
UA	OO	RNO	LAX	5844	CR7	70	1541	17206.
WN	WN	RNO	PHX	4809	73W	143	1555	1835	...45.7
DL	OO	RNO	LAX	3531	E7W	70	1606	1735	1.....

Non-Stop Departures									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	RNO	SFO	5814	E7W	70	1615	1736	1.....
UA	OO	RNO	SFO	5315	CRJ	50	1618	1741	.234567
AA	YV	RNO	PHX	5929	CR9	76	1631	1918	1.....
AA	AA	RNO	PHX	1287	319	128	1633	1915	.234567
WN	WN	RNO	LAS	3446	73H	175	1655	18106.
DL	OO	RNO	LAX	3531	E7W	70	1659	1830	.234567
AS	QX	RNO	LAX	2136	E75	76	1710	1848	.234567
WN	WN	RNO	LAS	3418	73H	175	1730	1850	...45.7
DL	OO	RNO	SLC	3523	E7W	76	1742	2010	.234567
DL	OO	RNO	SLC	3523	E7W	76	1744	2010	1.....
WN	WN	RNO	LAS	1469	73W	143	1750	1905	123....
AS	QX	RNO	SEA	2082	E75	76	1755	2004	1.....
AS	QX	RNO	SEA	2082	DH4	76	1810	2015	.234567
AS	QX	RNO	PDX	2446	DH4	76	1905	2053	1.....
G4	G4	RNO	LAS	89	319	156	1917	2030	..3....
AS	QX	RNO	PDX	2446	DH4	76	1935	2117	.234567
G4	G4	RNO	LAS	89	319	156	2145	2258	...4...
G4	G4	RNO	LAS	89	319	156	2150	23037
DL	DL	RNO	ATL	705	757	199	2300	0609	1.....

Non-Stop Arrivals									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	LAS	RNO	789	73W	143	0715	0840	123....
AS	QX	SEA	RNO	2441	E75	76	0715	0855	..3....
AS	QX	PDX	RNO	2253	DH4	76	0730	0904	1.....
AS	QX	SEA	RNO	2441	DH4	76	0715	0916	.2.4567
DL	OO	SLC	RNO	3737	E7W	76	0845	0919	1.....
DL	OO	SLC	RNO	3737	E7W	76	0845	0928	.234567
WN	WN	LAS	RNO	3101	73H	175	0810	09306.
AS	QX	SEA	RNO	2384	DH4	76	0730	0931	1.....
UA	OO	LAX	RNO	5223	CRJ	50	0815	0949	1.....
WN	WN	SAN	RNO	889	73W	143	0810	09506.
UA	OO	LAX	RNO	4751	CRJ	50	0820	0954	.234567
UA	OO	SFO	RNO	5983	E7W	70	0900	1009	.2.4567
UA	OO	SFO	RNO	5983	CRJ	50	0900	1010	1.3....
WN	WN	DEN	RNO	3593	73H	175	0845	10106.
AA	YV	PHX	RNO	5824	CR9	76	0922	1025	1.....
AA	AA	PHX	RNO	2861	319	128	0923	1025	.234567
WN	WN	PHX	RNO	902	73W	143	0935	1025	123....
WN	WN	LAS	RNO	6001	73W	143	0905	1030	1.....
WN	WN	DEN	RNO	994	73W	143	0915	1035	123....
DL	OO	LAX	RNO	3500	E7W	70	0920	1045	1.....
B6	B6	LAX	RNO	942	320	150	0934	1051	...4...
B6	B6	LAX	RNO	942	320	162	0934	10517
DL	OO	LAX	RNO	3500	E7W	70	0920	1053	.234567
AA	AA	DFW	RNO	2897	738	172	0910	1101	.234567
AA	AA	DFW	RNO	2897	738	172	0910	1103	1.....
WN	WN	DEN	RNO	2843	73H	175	0950	1115	...45.7
Y4	Y4	GDL	RNO	998	320	179	0940	1142	123.5..
AS	QX	PDX	RNO	2090	DH4	76	1020	1154	1.....
WN	WN	LAS	RNO	4591	73H	175	1030	11556.
DL	DL	ATL	RNO	525	757	199	1000	1210	...4567
WN	WN	LAS	RNO	3408	73H	175	1050	1215	...45.7
UA	YV	IAH	RNO	6303	E7W	70	1000	1217	.234567
DL	DL	SLC	RNO	1569	738	160	1159	1225	1.....
DL	OO	SLC	RNO	3755	E7W	76	1150	1228	.234567
UA	UA	DEN	RNO	2141	320	150	1120	1245	..345..
UA	UA	DEN	RNO	2141	738	166	1120	1246	1.....
WN	WN	LAS	RNO	1498	73W	143	1125	1250	123....
F9	F9	LAS	RNO	2175	320	186	1130	1253	1.....
UA	OO	DEN	RNO	5284	E7W	70	1120	125667
AS	QX	SEA	RNO	2560	E75	76	1125	1305	.234567
WN	WN	LAX	RNO	1207	73H	175	1135	1310	123....
WN	WN	DAL	RNO	2493	73W	143	1150	1325	...45.7
WN	WN	PHX	RNO	4696	73H	175	1235	13256.
AS	QX	SEA	RNO	2448	DH4	76	1125	1326	1.....
WN	WN	OAK	RNO	3693	73W	143	1250	13456.
WN	WN	DAL	RNO	1384	73W	143	1220	1355	.23....
G4	G4	LAS	RNO	88	319	156	1233	1356	1.....
G4	G4	LAS	RNO	88	319	156	1235	13595..
AA	AA	DFW	RNO	2188	738	160	1220	14015.7

Non-Stop Arrivals									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	DFW	RNO	2176	738	160	1220	1404	1.....
UA	OO	LAX	RNO	5509	CRJ	50	1240	1413	1.....
UA	OO	LAX	RNO	5354	E7W	70	1250	14215..
UA	OO	LAX	RNO	5354	CRJ	50	1250	14237
UA	OO	SFO	RNO	5469	CRJ	50	1330	1435	.2,4567
UA	OO	LAX	RNO	5354	CR7	70	1325	1455	...4...
F9	F9	LAS	RNO	2175	320	186	1334	1456	...4..7
UA	OO	LAX	RNO	5354	CR7	70	1335	15056.
DL	OO	LAX	RNO	3889	E7W	70	1350	1512	1.....
WN	WN	PHX	RNO	2767	73W	143	1430	1520	...45.7
UA	OO	DEN	RNO	5399	E7W	70	1402	1536	1.....
UA	OO	DEN	RNO	5276	E7W	70	1405	1539	.234567
WN	WN	DAL	RNO	3300	73H	175	1410	15456.
AA	YV	PHX	RNO	5929	CR9	76	1437	1553	1.....
AA	AA	PHX	RNO	1287	319	128	1438	1553	...45.7
WN	WN	LAS	RNO	3345	73W	143	1440	16056.
DL	OO	LAX	RNO	3889	E7W	70	1441	1609	.234567
AS	QX	LAX	RNO	2135	E75	76	1450	1627	.234567
WN	WN	LAS	RNO	3416	73H	175	1520	1645	...45.7
DL	OO	SLC	RNO	3523	E7W	76	1621	1652	.234567
DL	OO	SLC	RNO	3523	E7W	76	1623	1654	1.....
WN	WN	LAS	RNO	6944	73W	143	1530	1655	1.....
WN	WN	DEN	RNO	1469	73W	143	1540	1700	1.....
WN	WN	DEN	RNO	1469	73W	143	1545	1705	.23....
AS	QX	SEA	RNO	2083	E75	76	1530	1709	1.....
UA	OO	SFO	RNO	5505	CRJ	50	1620	1725	1.....
AS	QX	SEA	RNO	2083	DH4	76	1530	1730	.234567
WN	WN	DEN	RNO	6956	73W	143	1700	1820	1.....
AS	QX	PDX	RNO	2394	DH4	76	1650	1825	1.....
WN	WN	LAS	RNO	3612	73W	143	1700	18256.
G4	G4	LAS	RNO	88	319	156	1703	1827	..3....
AA	YV	DFW	RNO	5773	CR9	76	1650	18315.7
AA	YV	DFW	RNO	5773	CR9	76	1650	1834	.234.6.
UA	OO	IAH	RNO	5901	E7W	70	1630	1842	1.....
AS	QX	PDX	RNO	2394	DH4	76	1720	1853	.234567
WN	WN	OAK	RNO	3743	73W	143	1800	1900	...45.7
WN	WN	PHX	RNO	3066	73H	175	1820	19106.
WN	WN	LAS	RNO	337	73W	143	1800	1920	1.....
WN	WN	LAS	RNO	337	73W	143	1805	1930	.23....
UA	OO	SFO	RNO	5470	E7W	70	1835	1939	1234567
WN	WN	OAK	RNO	511	73H	175	1850	1950	123....
AA	YV	PHX	RNO	5754	CR9	76	1851	1955	.234567
AA	AA	PHX	RNO	1820	738	172	1851	1958	1.....
UA	OO	LAX	RNO	5603	CRJ	50	1845	2018	.234567
AA	AA	DFW	RNO	2448	738	172	1835	2023	1.....
DL	DL	ATL	RNO	525	757	199	1830	2027	1.....
DL	OO	LAX	RNO	3860	E7W	70	1915	2039	1.....
AA	AA	DFW	RNO	2448	738	172	1900	20495.7
G4	G4	LAS	RNO	88	319	156	1931	2055	...4...

Non-Stop Arrivals									
January 2021									
Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	UA	DEN	RNO	2300	739	179	1930	2055	.234567
UA	UA	DEN	RNO	472	738	166	1930	2056	1.....
G4	G4	LAS	RNO	88	319	156	1936	21007
WN	WN	LAS	RNO	2755	73H	175	1945	2105	...45.7
AS	QX	LAX	RNO	2143	E75	76	1935	2110	1.....
WN	WN	DEN	RNO	294	73W	143	1950	2110	123....
WN	WN	DEN	RNO	2587	73W	143	1955	2115	...45.7
AS	QX	LAX	RNO	2143	E75	76	1945	2122	.234567
DL	OO	LAX	RNO	3860	E7W	70	2000	2130	.234567
DL	OO	SLC	RNO	3618	E7W	76	2105	2144	.23..6.
AA	AA	DFW	RNO	2448	738	172	2020	2211	.234.6.
DL	OO	SLC	RNO	3618	E7W	76	2159	2235	...45.7
AS	QX	SEA	RNO	2351	E75	76	2115	2255	.234567
AS	QX	SEA	RNO	2351	E75	76	2120	2259	1.....
DL	OO	SLC	RNO	3618	E7W	76	2255	2323	1.....

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 11th - 17th January 2021

	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday					
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0
C o n c o u r s e B	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
	0	0	0500	0	0	0	0	0500	0	0	0	0	0500	0	0	0	0	0500	0	0	0	0	0	0500	0	0	0	0	0500	0	0	0	0	0500	0	0
	0	0	0600	2	219	0	0	0600	2	219	0	0	0600	2	219	0	0	0600	2	219	0	0	0	0600	2	219	0	0	0600	3	394	0	0	0600	2	219
	0	0	0700	2	213	0	0	0700	2	213	0	0	0700	2	213	0	0	0700	2	213	0	0	0	0700	2	213	0	0	0700	1	70	0	0	0700	2	213
	0	0	0800	1	175	0	0	0800	1	175	0	0	0800	1	175	0	0	0800	1	175	0	0	0	0800	1	175	0	0	0800	0	0	0	0	0800	1	175
	76	1	0900	0	0	76	1	0900	0	0	76	1	0900	0	0	76	1	0900	0	0	76	1	0900	0	0	394	3	0900	1	143	76	1	0900	0	0	
	70	1	1000	2	219	70	1	1000	2	219	70	1	1000	2	219	232	2	1000	2	219	70	1	1000	2	219	245	2	1000	3	352	232	2	1000	2	219	
	175	1	1100	0	0	175	1	1100	0	0	175	1	1100	0	0	175	1	1100	1	162	175	1	1100	0	0	175	1	1100	2	330	175	1	1100	1	162	
	251	2	1200	1	70	251	2	1200	1	70	251	2	1200	1	70	450	3	1200	1	70	450	3	1200	1	70	275	2	1200	2	245	450	3	1200	1	70	
	143	1	1300	3	426	143	1	1300	3	426	143	1	1300	3	426	143	1	1300	4	625	143	1	1300	4	625	318	2	1300	2	275	143	1	1300	4	625	
	0	0	1400	0	0	0	0	1400	0	0	0	0	1400	0	0	166	1	1400	0	0	0	0	1400	0	0	0	0	1400	1	175	166	1	1400	0	0	
	143	1	1500	1	143	143	1	1500	1	143	143	1	1500	1	143	143	1	1500	2	329	143	1	1500	1	143	175	1	1500	0	0	143	1	1500	2	329	
	321	3	1600	1	70	321	3	1600	1	70	321	3	1600	1	70	321	3	1600	1	70	321	3	1600	1	70	289	3	1600	2	245	321	3	1600	1	70	
	0	0	1700	2	251	0	0	1700	2	251	0	0	1700	2	251	0	0	1700	2	251	0	0	1700	2	251	0	0	1700	2	251	0	0	1700	2	251	
	0	0	1800	0	0	0	0	1800	0	0	0	0	1800	0	0	0	0	1800	0	0	0	0	1800	0	0	0	0	1800	0	0	0	0	1800	0	0	
	143	1	1900	0	0	143	1	1900	0	0	143	1	1900	0	0	143	1	1900	0	0	143	1	1900	0	0	143	1	1900	0	0	143	1	1900	0	0	
	0	0	2000	0	0	0	0	2000	0	0	0	0	2000	0	0	0	0	2000	0	0	0	0	2000	0	0	0	0	2000	0	0	0	0	2000	0	0	
	368	3	2100	0	0	464	4	2100	0	0	464	4	2100	0	0	368	3	2100	0	0	368	3	2100	0	0	146	2	2100	0	0	464	4	2100	0	0	
	76	1	2200	0	0	0	0	2200	0	0	0	0	2200	0	0	76	1	2200	0	0	76	1	2200	0	0	0	0	2200	0	0	0	0	2200	0	0	
	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	
	1,784	15			1,784	1,784	15			1,784	1,784	15			1,784	15			1,784	15			1,784	15		2,333	18			18	2,333	2,333	18		18	2,333
C o n c o u r s e C	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday					
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179
	0	0	0600	5	444	0	0	0600	5	444	0	0	0600	5	444	0	0	0600	5	444	0	0	0	0600	5	444	0	0	0600	5	444	0	0	0600	5	444
	0	0	0700	1	76	0	0	0700	1	76	0	0	0700	1	76	0	0	0700	1	76	0	0	0	0700	1	76	0	0	0700	1	76	0	0	0700	1	76
	0	0	0800	1	76	0	0	0800	1	76	76	1	0800	1	76	0	0	0800	1	76	0	0	0	0800	1	76	0	0	0800	1	76	0	0	0800	1	76
	126	2	0900	1	70	126	2	0900	1	70	50	1	0900	1	70	126	2	0900	1	70	126	2	0900	1	70	126	2	0900	1	70	126	2	0900	1	70	
	193	2	1000	3	196	193	2	1000	2	126	178	2	1000	2	126	274	3	1000	3	196	274	3	1000	3	196	274	3	1000	3	196	274	3	1000	3	196	
	351	2	1100	1	128	351	2	1100	0	0	351	2	1100	0	0	172	1	1100	2	204	351	2	1100	2	204	172	1	1100	1	76	172	1	1100	2	204	
	220	2	1200	0	0	220	2	1200	0	0	220	2	1200	0	0	220	2	1200	0	0	220	2	1200	0	0	140	2	1200	0	0	140	2	1200	1	172	
	232	2	1300	5	647	76	1	1300	5	647	76	1	1300	5	647	76	1	1300	4	468	76	1	1300	4	475	76	1	1300	4	383	76	1	1300	3	216	
	120	2	1400	1	156	0	0	1400	0	0	156	1	1400	0	0	196	3	1400	0	0	356	4	1400	1	160	126	2	1400	0	0	336	4	1400	1	160	
	193	2	1500	1	70	70	1	1500	0	0	70	1	1500	1	156	196	2	1500	2	146	193	2	1500	2	146	140	2	1500	2	146	198	2	1500	2	126	
	76	1	1600	2	178	76	1	1600	2	153	76	1	1600	2	178	76	1	1600	2	178	76	1	1600	2	178	76	1	1600	2	178	76	1	1600	2	178	
	76	1	1700	1	76	76	1	1700	1	76	76	1	1700	1	76	76	1	1700	1	76	232	2	1700	1	76	76	1	1700	1	76	232	2	1700	1	76	
	152	2	1800	1	76	152	2	1800	1	76	152	2	1800	1	76	152	2	1800	1	76	152	2	1800	2	232	152	2	1800	1	76	152	2	1800	2	232	
	146	2	1900	1	76	146	2	1900	1	76	146	2	1900	1	76	146	2	1900	1	76	302	3	1900	2	232	146	2	1900	1	76	146	2	1900	1	76	
	229	2	2000	0	0	229	2	2000	0	0	229																									

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 11th - 17th January 2021

A i r p o r t T o t a l s	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday									
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats					
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0				
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0				
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0				
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0				
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0				
	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0	0500	1	179	0	0			
	0	0	0600	7	663	0	0	0600	7	663	0	0	0600	7	663	0	0	0600	7	663	0	0	0600	7	663	0	0	0600	8	838	0	0	0600	7	663	0	0			
	0	0	0700	3	269	0	0	0700	3	269	0	0	0700	3	269	0	0	0700	3	269	0	0	0700	3	269	0	0	0700	2	146	0	0	0700	3	269	0	0			
	0	0	0800	2	251	0	0	0800	2	251	76	1	0800	2	251	0	0	0800	2	251	0	0	0800	2	251	0	0	0800	1	76	0	0	0800	2	251	0	0			
	202	3	0900	1	70	202	3	0900	1	70	126	2	0900	1	70	202	3	0900	1	70	202	3	0900	1	70	580	5	0900	2	213	202	3	0900	1	70	202	3	0900	1	70
	268	3	1000	5	415	268	3	1000	4	345	248	3	1000	4	345	506	5	1000	5	415	344	4	1000	5	415	519	5	1000	6	558	506	5	1000	5	415	506	5	1000	5	415
	526	3	1100	1	128	526	3	1100	0	0	526	3	1100	0	0	347	2	1100	3	366	526	3	1100	2	204	347	2	1100	3	426	347	2	1100	3	366	347	2	1100	3	366
	471	4	1200	1	70	471	4	1200	1	70	471	4	1200	1	70	670	5	1200	1	70	670	5	1200	2	242	415	4	1200	2	245	590	5	1200	2	242	590	5	1200	2	242
	375	3	1300	8	1,073	219	2	1300	8	1,073	219	2	1300	8	1,073	219	2	1300	8	1,093	219	2	1300	8	1,100	394	3	1300	6	663	219	2	1300	7	841	219	2	1300	7	841
	120	2	1400	1	156	0	0	1400	0	0	156	1	1400	0	0	332	4	1400	0	0	356	4	1400	1	160	126	2	1400	1	175	522	5	1400	1	160	522	5	1400	1	160
	341	3	1500	2	213	213	2	1500	1	143	213	2	1500	2	299	341	3	1500	4	475	341	3	1500	3	289	315	3	1500	2	146	341	3	1500	4	455	341	3	1500	4	455
	397	4	1600	3	248	397	4	1600	3	268	397	4	1600	3	248	397	4	1600	3	248	397	4	1600	3	248	365	4	1600	4	423	397	4	1600	3	248	397	4	1600	3	248
	76	1	1700	3	327	76	1	1700	3	327	76	1	1700	3	327	76	1	1700	3	327	232	2	1700	3	327	76	1	1700	2	152	232	2	1700	3	327	232	2	1700	3	327
152	2	1800	1	76	152	2	1800	1	76	152	2	1800	1	76	152	2	1800	1	76	152	2	1800	2	232	295	3	1800	1	76	152	2	1800	2	232	152	2	1800	2	232	
289	3	1900	1	76	289	3	1900	1	76	289	3	1900	1	76	289	3	1900	1	76	445	4	1900	2	232	321	3	1900	1	76	289	3	1900	1	76	289	3	1900	1	76	
229	2	2000	0	0	229	2	2000	0	0	229	2	2000	0	0	335	3	2000	0	0	401	3	2000	0	0	229	2	2000	0	0	557	4	2000	0	0	557	4	2000	0	0	
464	4	2100	0	0	540	5	2100	0	0	540	5	2100	0	0	464	4	2100	1	156	464	4	2100	0	0	222	3	2100	0	0	540	5	2100	1	156	540	5	2100	1	156	
324	3	2200	0	0	248	2	2200	0	0	248	2	2200	0	0	324	3	2200	0	0	152	2	2200	0	0	248	2	2200	0	0	76	1	2200	0	0	76	1	2200	0	0	
0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	
4,314	40		40	4,314	3,819	36		36	3,819	3,916	37		37	3,916	4,714	44		44	4,714	4,931	45		45	4,931	4,392	42		42	4,392	4,970	46		46	4,970	4,970	46	4,970			

November 2020 Recap



north lake tahoe

THE ABBEY
AGENCY™



Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -7.42%% decrease in Facebook followers and -2.50% decrease in Instagram followers.
 - SoCal: -2.59% decrease in Facebook followers and -3.5% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 2 drafts; 1 slated for publication.
- Newsletter
 - Goal: 1 per month
 - Completed: 1



north lake tahoe

Social Media



north lake tahoe

Social Media Approach

Strategy

- North Lake Tahoe has gone back to higher posting frequency, with around 5 posts per week (optimized for each platform). Content has focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- 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



north lake tahoe

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **232,364**
 - Total audience increased by **0.2%** with total net audience growth increasing by **120%** compared to the previous month.
- Total Impressions: **2,413,901 (-40%)**
- Total Engagement: **79,533 (-8.2%)**

Insights:

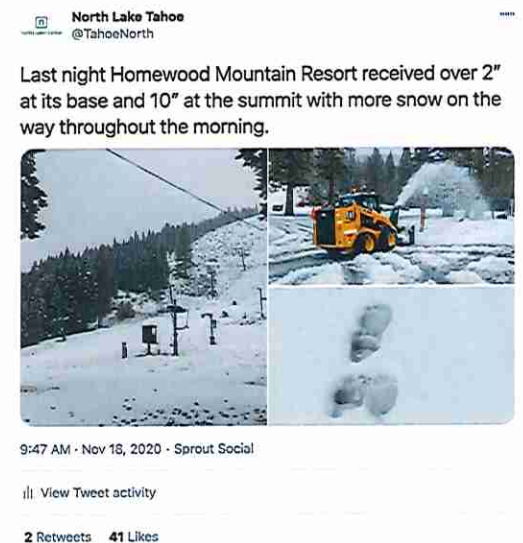
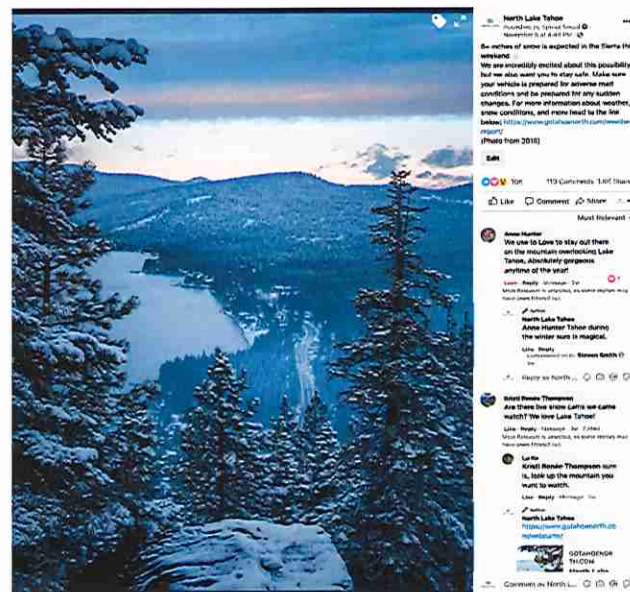
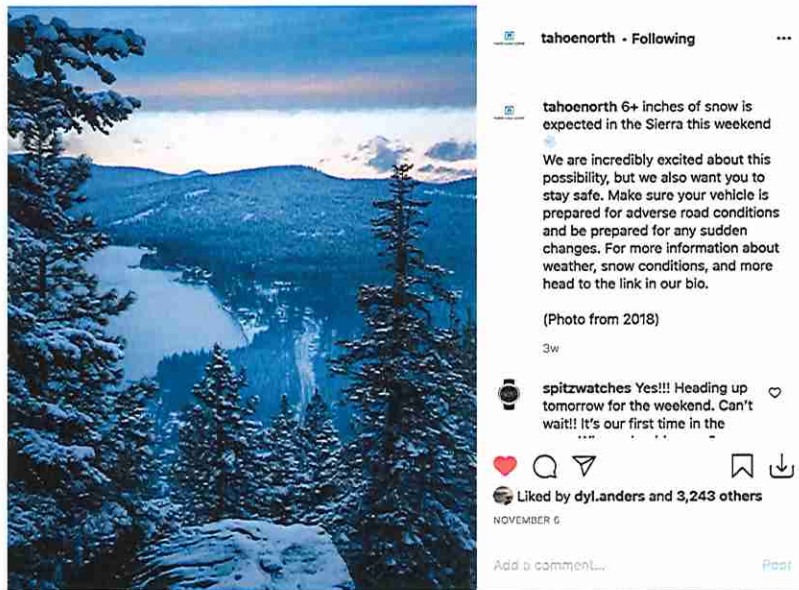
- Engagements and impressions dropped over the course of November. We believe this had to do with the continued focus on educational content as opposed to the aspirational scenic content our audience was initially attracted to the page by.
- Additionally lack of consumer ad spending affects page growth.

Top Posts by Engagement

#1 Instagram Post: 42k impressions, 39k reach, 3.3k engagements, 7.8% engagement rate

#1 Facebook Post: 186K impressions, 175k reach, 16k engagements, 8.8% engagement rate

#1 Twitter Post: 3,239 impressions, 250 engagements, 7.7% engagement rate



98

Take Out Tahoe:

- ## Winter Resort Messaging

Winter Resort Messaging

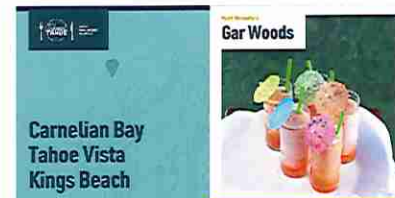
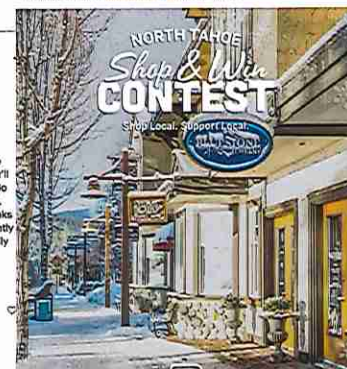
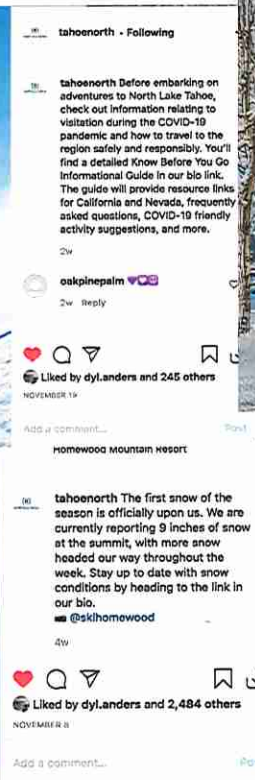
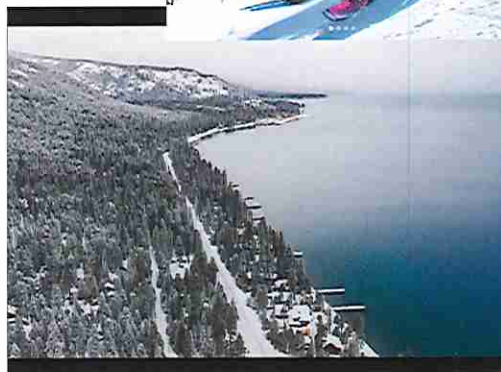
- ## Winter Responsible Recreation

Winter Responsible Recreation

- ## Shop & Win Contest


Shop & Win Contest

-
- n
- north lake tahoe
girl back to nature
- KNOW BEFORE YOU GO
INFORMATIONAL GUIDE



Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In November @TahoeNorth received fewer engagements than Tahoe South and Visit Mammoth. It appears as though Visit Mammoth has made the shift to include fewer safety related messages and has primarily gone back to their tried and true strategy of high quality owned aspirational imagery. This approach has netted them an incredibly high engagement rate. While they still focus on safety from time to time, their messaging has mostly gone back to aspirational imagery.

 **tahoenorth**
tahoenorth

13 #TakeoutTahoe

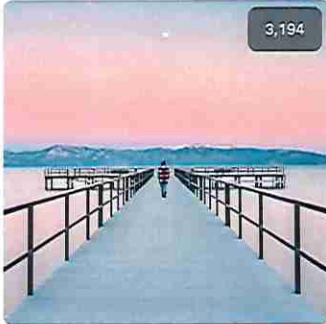
13,333

81


13,414

1,032


Most Popular Media by tahoenorth




3,194



1,881



1,366

 **tahoosouth**
tahoosouth

13 #Regram #regram #KeepDreaming

20,786

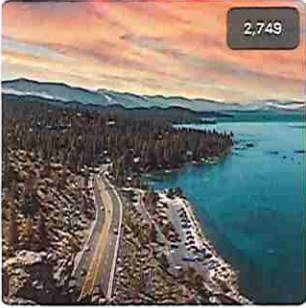
201

20,987

1,614


Most Popular Media by tahoosouth

[View on Instagram](#)



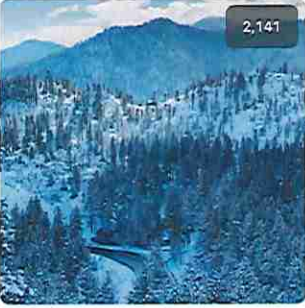
2,749

[View on Instagram](#)




2,142

[View on Instagram](#)



2,141

 **visitmammoth**
visitmammoth

27 #VisitMammoth #StaySafeToStayOpen #KeepMammothOpen

66,624


571

67,195

2,489


Most Popular Media by visitmammoth

[View on Instagram](#)



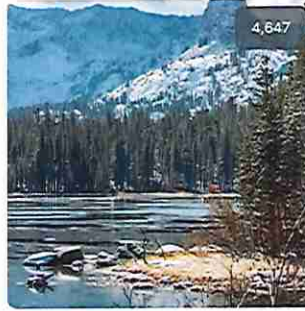
6,166

[View on Instagram](#)



5,631

[View on Instagram](#)



4,647

Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



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Content Approach (cont)

Blogs:

- We have shifted from “events-based marketing” and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

Newsletters:

- The newsletter takes a more “news and events” approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



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Blogs & Newsletters

Key Themes:

- Sustainability
- Safety
- Support local businesses: Adaptive Tahoe Dining
- Winter Travel Advisories
- Safe Parking/Driving Behaviors

Campaigns:

- Take Out Tahoe, new flight market, sustainability.

Newsletters Posted: 1

- *Snow Falls, Winter and Holiday Planning are Coming to North Lake Tahoe*
 - Open Rate 26% (3 percent growth rate) | CTR 0.9 %

Blogs Posted: 0 (two drafts developed)*

- *Winter Advisory Guide*
 - This blog is slated for publication the week of Dec. 7, 2020 due to changes in content scheduling related to the pandemic.
- *North Lake Tahoe Holiday Preview*
 - This blog was canceled due to complications related to the pandemic.



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Thank You!

North Lake Tahoe November Report



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EXECUTIVE SUMMARY

- Paid media was paused on 11/18, with the exception of search.
- With some of the recent campaign changes search spend is ramping down and the campaigns are tailored to not only use winter keywords but also staying as “COVID-19” compliant as possible.



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Paid Search Performance

Report Date
11/16/2020 to 11/30/2020

Ad Group Performance

46,509
IMPRESSIONS

749
CLICKS

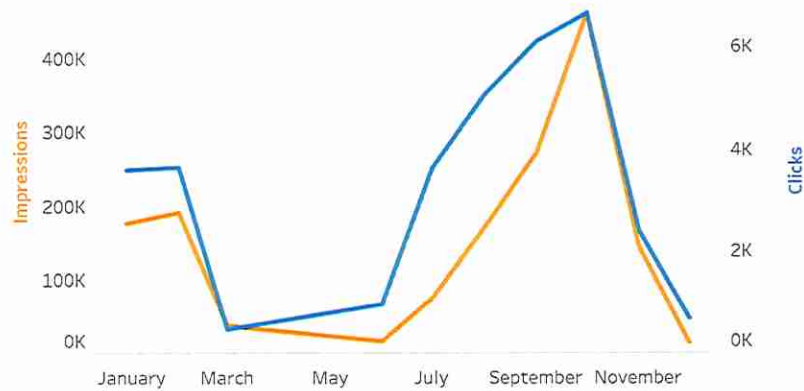
153
TOS 115
CONVERSIONS

14
BOOK NOW
CONVERSIONS

\$0.96
PRIMARY CPC

		Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Book Now Conversions
Consumer 2020-21	Evergreen - Vacation	3,980	208	5.23%	\$216.94	\$0.96	51	5
	General	3,371	267	7.92%	\$209.10	\$1.28	67	6
	LA	39,158	274	0.70%	\$355.37	\$0.77	35	3

Impressions | Clicks

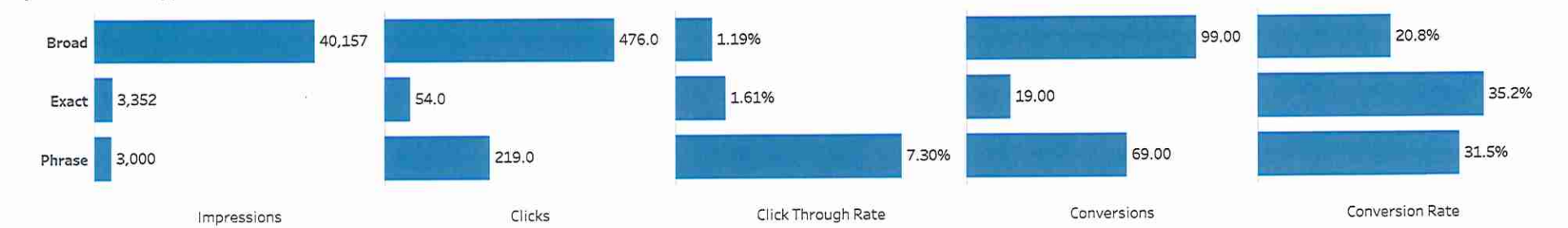


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
Evergreen - Vacation	3,980	217	208	\$0.96	5.23%	69
General	3,371	209	267	\$1.28	7.92%	80
LA	39,158	355	274	\$0.77	0.70%	38

Paid Search Performance

Report Date
11/16/2020 to 11/30/2020

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	21,086	54	\$0.84	0.26%	\$64.49	3	5.6%	\$12.11
+hiking	6,290	21	\$0.67	0.33%	\$31.32	2	9.5%	\$20.60
lake tahoe	3,000	219	\$1.28	7.30%	\$170.43	69	31.5%	\$2.61
+mountain +biking	1,694	2	\$0.79	0.12%	\$2.54			\$4.46
fishing	1,394	6	\$1.17	0.43%	\$5.14	3	50.0%	\$12.11
+beaches	1,337	9	\$0.84	0.67%	\$10.70			
+boating	1,068	7	\$0.98	0.66%	\$7.12	3	42.9%	\$3.39
+kayaking	1,042	7	\$0.91	0.67%	\$7.73	3	42.9%	\$2.13
+camping +California	733	50	\$0.73	6.82%	\$68.31	6	12.0%	\$12.28
+lake +cabin	702	63	\$1.07	8.97%	\$58.71	22	34.9%	\$3.41
mountain biking	653	1	\$1.32	0.15%	\$0.76	1	100.0%	\$4.46
+horseback +riding	440	21	\$1.03	4.77%	\$20.39	2	9.5%	\$12.90
+resort	398	12	\$0.89	3.02%	\$13.55	4	33.3%	\$3.39
+vacation	393	11	\$0.77	2.80%	\$14.26	4	36.4%	\$2.49
+best +camping	313	30	\$0.77	9.58%	\$38.94	3	10.0%	\$12.28
+outdoor +hiking	288	0		0.00%	\$0.00			\$20.60
+casinos	279	1	\$3.33	0.36%	\$0.30			
+north +tahoe	273	28	\$0.86	10.26%	\$32.63	13	46.4%	\$3.22
+beaches +California	271	0		0.00%	\$0.00			
+lodging	260	1	\$1.22	0.38%	\$0.82			
hiking	255	1	\$0.54	0.39%	\$1.84			\$20.60
+vacations	242	6	\$0.98	2.48%	\$6.13	4	66.7%	\$2.49
+golf +California	220	0		0.00%	\$0.00			
+paddle +boarding	201	4	\$0.69	1.99%	\$5.76	1	25.0%	\$5.76
+fishing +California	201	2	\$0.75	1.00%	\$2.67			\$12.11
+hotels	199	2	\$1.05	1.01%	\$1.90			

RECOMMENDATIONS

SEARCH

- Continually optimizing for “COVID-19” compliance and avoiding text that promotes large gatherings.
- Optimizing the keywords to stress the aspect of planning for future visits.

Recommendations

- Continue optimizing for “COVID-19” compliance and avoiding text that promotes large gatherings.
- Optimizing the keywords to stress the aspect of planning for future visits.
- During stay at home orders, ensure search content centers around future planning v. visiting right now.



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THANK YOU



Leisure Departmental Report
November 2020

KEY MEETINGS & PROJECT WORK

- Attended the Visit California Rural Committee Meeting
 - Presentation linked [HERE](#)
- Attended the High Sierra Executive Committee Meeting
- Attended the North Lake Tahoe Crisis Communication Training
- Attended the North Lake Tahoe, RSCVA & Expedia Meeting
- Assisted Amber with Shop Local Program
- Planning underway for virtual MCC and Travel Trade Events
- Attended Brand USA Virtual Webinar
- Attended Tourism Cares Meeting with local partners
- Assisted in key TBID projects and PPE day.
- Lead on NLT Sustainability Travel Project
 - Creating content for GTN
 - Working with Kind Traveler
 - Organizing Tourism Cares Conference

TRADESHOWS & SALES CALLS

- Upcoming:
 - Expedia Virtual Explore 2020 Conference – December 9-10th
 - HotelBeds Travel Agent Training – December 10th
 - Visit California Luxury Travel Summit – December 15-16th

MARKETING CAMPAIGNS

- Existing on-going marketing campaigns:
 - Travel NV Expedia Campaign - Discover Your Nevada
 - Focus is on destination relief and recovery. Includes dedicated landing pages, reporting, re-targeting and competitive of NV comp set.
 - Campaign Dates: *October 15, 2020 – January 15, 2021*
 - Visit California HotelBeds Campaign:
 - Focus: Targeting domestic travel agents throughout the U.S.
 - Includes: Dedicated landing page, newsletter blasts, social media push and more. [Click here](#) to see landing page.
 - Campaign Dates: *October 13, 2020 – March 13, 2021*
 - ROI for Month 1 – ***October: 17% increase in room night production***

INTERNATIONAL OFFICE UPDATE

- International offices have been placed on hold.

- Coming up: Launch of PR work in Australia – December
- Truffle Pig Luxury Tour Operator Training – December

DOMESTIC VISA VUE DATA 2020

- 2020 Q1: January – March
 - Total Spend: \$118,630,850
 - Year over year growth: **-9.3%**
 - Average cardholders spend: \$261.50
 - Top regions visiting North Lake Tahoe:
 - San Francisco/Oakland, Sacramento, Reno, Los Angeles, San Diego, New York/Northern NJ, Seattle/Tacoma, Washington DC, Boston, Salinas, Chico/Paradise
- 2020 Q2: April – June
 - Total Spend: \$64,840,561
 - Year over year growth: **-36.9%**
 - Average cardholders spend: \$245.72
 - Top regions visiting North Lake Tahoe:
 - San Francisco/Oakland, Sacramento, Reno, Los Angeles, San Diego, Phoenix, New York/Northern NJ, Stockton/Lodi, Las Vegas, Seattle/Tacoma, Chico/Paradise
- 2020 Q3: July – September
 - Total Spend: \$162,716,325
 - Year over year growth: **+2.5%**
 - Average cardholders spend: \$249.42
 - Top regions visiting North Lake Tahoe:
 - San Francisco/Oakland, Sacramento, Reno, Los Angeles, San Diego, Phoenix, Las Vegas, Seattle/Tacoma New York/Northern NJ, Stockton/Lodi, Chico-Paradise



November 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Red Cow Productions – Winter Dating Show, 1/21/2021-3/5/2021, 3120 room nights, 100 people
2. California Correctional Supervisors Organization - CCSO 2021 Chapter Presidents Workshop, 9/23/2021-9/26/2021, 214 room nights, 100 people

NEW INQUIRIES FROM CVENT NOT DISTRIBUTED:

1. Virtual Service Operations, 1/7/2021-1/13/2021, 231 room nights, 120 people
2. Alliance Defending Freedom – 2021 Senior Staff Retreat – CEO & Owner Summit, 3/16/2021-3/20/2021, 236 room nights, 100 people
3. TheHomeMag – TheHomeMag 2021 Annual Conference, 10/9/2021-10/14/2021, 528 room nights, 180 people
4. VIP Universal Medical Insurance Group, Ltd. – VUMI VIP Summit 2022, 3/17/2022-3/19/2022, 36 room nights, 100 people

DEFINITE BOOKINGS:

1. Associated General Contractors of San Diego - Winter 2021, 2/3/2021-2/6/2021, 95 room nights, 65 people, Ritz Carlton Lake Tahoe

CONFERENCE SALES PROJECTS

- Staff finalized the new MCC Know Before You Go Meetings & Conventions Guide along with the marketing creative and plan.
 - [Click here](#) to see final version.
- Staff updated and sent out bi-weekly conference sales reports in September. This report provides updates on new leads, bookings, trade shows, COVID 19 cancelations, re-bookings, and group business through December 2020.
- Staff continues to build up IDSS database with HelmsBriscoe and MPI planners
- Newsletters:
 - An e-blast titled Thankful Savings on November 24, 2020 to 1664 Planners that located in West Coast States. The e-blast newsletter had a 23% open rate. The E-blast contained information on our new meetings incentive program along with links to resources such as conference planning guide and teambuilding.
 - An e-blast Thanksgiving Card on November 24, 2020 to 1593 Planners in the states of California, Nevada, and Oregon. The e-blast card had a 24% open rate
- Staff worked on creating virtual trade show booth for CalSAE Seasonal Spectacular. Uploading destination description, products, and profiles.

TRADE SHOWS & EVENTS:

- November 12, 2020 Meetings Made Easy Weekly Live Event – Mountain Destinations. Staff was on a panel with other Mountain Destination Experts discussing the benefits of having meetings and events in North Lake Tahoe. See attached flyer promoting the event on Linked In and Facebook Live.

UPCOMING TRADE SHOWS & NETWORKING EVENTS:

- December 7, 2020 HPN Annual Partner Conference
- December 16-17, 2020, CalSAE Seasonal Spectacular Virtual Trade Show
- December 16, 2020, New England MPI Holiday Networking Mixer

CHICAGO EFFORTS:

- North Lake Tahoe was featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.
- Newsletter: "Day in Lake Tahoe" Destination Rep Campaign blasted to over 1000 clients in the Destination Rep database! – 33% Open Rate.
- Mailed and personally delivered Thanksgiving Cards and Lake Tahoe masks to top clients. Will also mail and deliver additional Holiday Tahoe Masks in December.



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Chamber | CVB | Resort Association

Public Relations + Communications November 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).
- Continued updates on the NLTRA.org COVID-19 Community page, ensuring information is up to date and in line with current guidance.
- 17 Newsletters were issued in November with an average open rate of 35%. Two campaigns were launched through the newsletter platform (Takeout Tahoe; Shop & Win Contest) and a Winter Toolkit was compiled for stakeholders and partners with timely information and resources for guests and internal staff. Additional focus remained on reopening guidance, Free PPE Day, and the Restaurant & Retailer Town Hall.
- Facilitated a Crisis Communications Training for the North Lake Tahoe staff. This half-day training exercise led by JVP Communications helped prepare the internal team for crisis responsibilities and communications with partners and visitors.
- Finalized the What's New Winter press release (distribution: Nov. 9).
- Continued organization and promotion of the bi-annual PR Summit scheduled for Friday, Dec. 11 from 1-2:30pm. The topic will be focused to crisis communications and feature a panel of experts: Ryan Becker: VP of Communications, Visit California; Abbi Whitaker: CEO/Founder, The Abbi Agency; Jess Weaver: President/Founder, JVP Communications; Stephanie Herrera: PIO, Placer County; Michael Reitzell: President, Ski California; Megan Michaelson: Freelance Journalist.
- Continued collaboration with local partners to ensure consistency in safety messaging.

Earned Media

- Women of Winter Feature, Moonshine Ink. 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.

Nov. 24, 2020: Conde Nast Traveler
[20 Snow-Filled, Socially Distanced Christmas Vacation Ideas](#)

Nov. 25, 2020: Sierra Sun
[Shoppers, businesses brace for unique Black Friday](#)

Nov. 25, 2020: Sierra Sun
[North Lake Tahoe launches five-week Shop Local campaign](#)

Nov. 25, 2020: Los Angeles Times
[Here's what pandemic-era skiing and snowboarding will look like this winter](#)



north lake tahoe

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 Alpenglows Expeditions on select dates in The Village at Squaw Valley. alpenglows.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 Alpenglows Expeditions. Learn in a digital classroom before spending two full days outdoors with experienced guides in small groups. Teen classes offered over the holidays. alpenglows.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:

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



FOR IMMEDIATE RELEASE

North Lake Tahoe launches *Takeout Tahoe* to support and promote regional restaurants
As cooler temperatures and capacity limitations impact restaurant operations, the North Tahoe destination offers critical support to local dining establishments.

NORTH LAKE TAHOE, Calif. (Nov. 5, 2020) – The North Lake Tahoe Resort Association (NLTRA) recently launched Takeout Tahoe, an initiative to support and promote local restaurants through fall, winter and beyond. 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.

“We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open,” explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “Our goal with the Takeout Tahoe campaign is to highlight the range of culinary options throughout the region and support local businesses as they continue to modify operations due to state guidance and cooler temperatures.”

The Takeout Tahoe Guide includes in-depth information about North Tahoe’s communities along with a listing of restaurants currently offering curbside pick-up. Throughout November and December, the NLTRA is awarding \$150 in restaurant gift cards to one lucky winner, enter by submitting your restaurant receipt to one of two North Lake Tahoe Visitor Centers (located in Incline Village and Tahoe City).

The NLTRA recognizes that To-Go options mean extra waste. Included with all Takeout Tahoe promotional materials is an underlying theme that reinforces a Leave No Trace message. Businesses are asked to communicate the following with guests and patrons:

- Use proper receptacles and make sure the garbage ends up inside. If a trash bin is full, find another.
- Pack it in, pack it out -- bring a reusable bag to store your waste.
- Be mindful about food storage -- don't store food in your car and adhere to trash regulations if you're in a vacation rental. Use bear boxes and make sure to lock it.

For more information about the Takeout Tahoe campaign, visit GoTahoeNorth.com.

###

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association

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



FOR IMMEDIATE RELEASE

North Lake Tahoe launches 5-week Shop Local campaign to support and promote regional retailers

Visitors and locals alike are encouraged to shop locally this holiday season with rewards and prizes as they complete shopping challenges through a new App

NORTH LAKE TAHOE, Calif. (Nov. 24, 2020) – The North Lake Tahoe Resort Association and regional business associations have teamed up to help make holiday shopping even more rewarding this year. In an effort to encourage shopping locally, a 5-week holiday shopping scavenger hunt will kick off on Saturday, Nov. 28 (Small Business Saturday) with a goal of driving locals and visitors around the region to complete shopping related challenges.

Supporting small, locally owned businesses is critical this season as it helps ensure the viability of local retailers. While safety measures are reiterated in the campaign – the wearing of face masks, the importance of maintaining physical distance, and reminding patrons to exercise patience – the North Lake Tahoe destination continues to allocate marketing dollars to enhance the local business community.

The contest will run through the Goosechase App, which is free to download and use. Once players join the contest on the App, they will see over 100 challenges to complete for points. Each week a team/player will be selected to win prizes and at the end, the team/player who acquires the most points will win a grand prize. All participants will be required to accept safety terms to participate in the contest.

“Many local businesses are struggling to survive, and employees may be laid off as we approach the holiday season,” explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “I urge everyone to commit their support for small businesses and give gifts from the talented artisans and unique retail stores that comprise North Lake Tahoe’s five districts. Our shopping and dining choices are hugely impactful to local business success.”

The Shop Local campaign, in conjunction with the Takeout Tahoe campaign, will continue to be promoted across North Lake Tahoe’s digital channels, along with safe travel content. For more information about the campaigns, visit GoTahoeNorth.com.

###

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
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north lake tahoe

Winter '20-21 Destination Statements, Talking Points & Resources

North Lake Tahoe Statements:

Although Californians are encouraged to follow the Regional Stay Home Order, we recognize that state guidance encourages outdoor recreation for mental and physical well-being. Those considering travel to the Sierra region should be aware that even though Tahoe area ski resorts offer organized outdoor recreation and remain open with new procedures and protocols in place, California lodging properties are limited to hosting essential travelers while the order is in effect. We encourage anyone planning to travel to Tahoe to review current policies and procedures at [gotahoenorth.com/knowbeforeyougo](https://www.gotahoenorth.com/knowbeforeyougo) and state guidance at covid19.ca.gov.

-- Jeffrey Hentz, North Lake Tahoe Resort Association CEO

Those considering travel to North Lake Tahoe need to plan ahead and be aware of current policies and procedures that Tahoe area businesses must adhere to and how they may differ state to state. Nevada lodging properties, casinos and restaurants remain open at this time. The most important thing for people to remember is to be kind, mask up, wash your hands, and maintain 6-feet or more of physical distance. We implore personal responsibility to help mitigate the spread. Know Before You Go resources, safe travel tips and ways to support local businesses are available on the [GoTahoeNorth.com](https://www.GoTahoeNorth.com) website.

-- Andy Chapman, Incline Village Crystal Bay Visitors Bureau president and CEO

Key Message Points:

- California and Nevada ski resorts remain open, even under California's Regional Stay at Home order.
- New California Outdoor Recreation guidance is being implemented for the season, barring any changes.
- Ski California resorts encourage people who live together to ride together, and will not make people ride with someone they do not know. According to the state guidance, people who don't live together may ride a chairlift together as long as there is at least one empty seat between them.
- Restaurants are offering takeout and delivery only in California. In Nevada, restaurants can operate at 25% capacity indoor and outdoor.
- Lodging establishments in California are not able to accept leisure travel reservations during the Regional Stay at Home order. Nevada is not under the same restrictions as California; lodging reservations are being accepted.
- The Stay Home order expressly permits and even encourages Californians to engage in outdoor recreation, and state guidance includes support for driving 2-3 hours for participation in outdoor recreation. Based on what we observed during the last statewide stay at home order, we know people will still come to the mountain communities where our resorts operate. We are well-situated to offer organized outdoor recreation with extensive Covid-mitigation protocols in place to locals and those who wish to travel short durations and head home when they are finished recreating in the outdoors.
- Those visiting Lake Tahoe are encouraged to adhere to the policies and procedures established by businesses, and to mask up, wash hands and maintain physical distance of at least 6-feet from others.
- 70% of North Lake Tahoe's residential inventory -- including timeshares and hotel ownership properties -- are owned by part-time residents. The destination expects to see these homes occupied through the winter season.
- Know Before You Go Resources: <https://www.gotahoenorth.com/knowbeforeyougo/>

Partner Statements:

Skiing is one of the lowest risk outdoor activities people can do. All of our resorts have been diligently working since March to ensure their operations can adhere to ever changing public health and safety requirements. We also know that based on what happened during the last statewide stay at home order, people will still come to the mountain communities where our resorts operate. Our resorts offer organized outdoor recreation rather than people congregating in closer proximity at sled hills and venturing into uncontrolled, unpatrolled backcountry areas, putting themselves and first responders in potentially dangerous, avalanche prone situations. We're doing our very best to enforce new rules and policies, but we need skiers and riders to follow them. Mask up, physically distance, and respect everyone. That's how we'll stay open all season.

-- Michael Reitzell, Ski California president

The Regional Stay Home Order expressly permits Californians to travel in-state to engage in outdoor recreation. General state guidance indicates that travel of 2-3 hours to engage in outdoor recreation is well within the state guidelines. Based on what we observed during the last statewide Stay Home order, we know people will still come to the mountain communities where our resorts operate. We are well-situated to offer organized outdoor recreation with extensive Covid-mitigation protocols in place.

-- Squaw Valley Alpine Meadows

California has permitted ski resorts to continue to operate under our state-approved winter operating plans as outdoor recreation has been identified as an important outlet for personal health and wellness. Heavenly Mountain Resort, Northstar California Resort and Kirkwood Mountain Resort will remain open for skiing and riding during California's Regional Stay at Home Order.

-- Vail Resorts

The Placer County Sheriff's Office continues to take an educational stance with regards to the COVID-19 pandemic. We understand the importance of having a balance between mitigating COVID-19 and maintaining individual liberties and freedoms. Considering the values and rights afforded to the people under the Constitution, the sheriff's office will not enforce guidelines and will continue to respond to criminal complaints ensuring public safety, which remains our number one priority. We wish our community members a Happy Holidays and encourage everyone to engage in safe practices to prevent the spread of COVID-19. If you have any questions or concerns about the new order, please visit covid19.ca.gov. If you have additional questions, please call 211.

-- The Placer County Sheriff's Office

Destination Talking Points:

North Lake Tahoe ski resorts, lodging properties, restaurants and winter recreation sites are gearing up for winter, modifying their operations and expanding health safeguards to guarantee a safe and enjoyable winter season in North Lake Tahoe. While some ski resorts may differ slightly in their operations, social distancing, mask requirements and capacity limits are implemented across all North Lake Tahoe ski resorts to protect public health. North Lake Tahoe is urging guests to visit the websites of individual ski resorts and lodging properties for the most up-to-date information, as well as reviewing destination guidelines at www.gotahoenorth.com/knowbeforeyougo. Different requirements may exist as six counties, two states and the federal government all govern the Tahoe-Truckee region. Destination officials are urging travelers to stay adaptable and adventurous throughout the winter season.

"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, guests 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.

The State of California Department of Public Health released Outdoor Recreation guidance on Dec. 1 that includes ski operators. Find that guidance [here](#). Key Takeaways:

- California ski resorts can remain open even under the Regional Stay at Home Order.
- The new California Outdoor Recreation guidance is implemented for the season, barring any changes.

Lodging Guidance under California's Regional Stay Home order: When any California region is under a Regional Stay Home Order, no hotel or lodging entity in California can accept or honor out of state reservations for non-essential travel, unless the reservation is for at least the minimum time period required for quarantine and the persons identified in the reservation will quarantine in the hotel or lodging entity until after that time period has expired. Additionally, hotels and lodging entities in a county under a Regional Stay Home Order cannot accept or honor in-state reservations for non-essential travel. Find official guidance from the State [HERE](#). Additionally, the [Travel Advisory](#) remains in effect. Please Note: Nevada lodging remains open.

Leave No Trace: Whether it's food waste or a broken sled, to keep Lake 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.

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 kicked off a five-week shopping challenge, encouraging residents and guests 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
- Support local businesses by purchasing gift cards on NLTRA.org. The Gift Card purchasing portal has a list of businesses that currently sell gift cards online or by phone. Customers can then click on the "Purchase a Gift Card" button and be linked directly to the business website where gift cards are available.
- 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. 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. Recommend an AIARE 1 avalanche course, frequently check resources like the Sierra Avalanche Center for conditions updates, and remind guests to 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. takecaretahoe.org.

The North Lake Tahoe Resort Association has sourced PPE supplies for your business. This includes face masks, hand sanitizer, yard signs from Take Care Tahoe and social distancing graphics. Limited quantities are available, please contact [Kym](#) for details. Pick-up location is the North Lake Tahoe Visitor Center in Tahoe City.

Additional Resources:

Below are several resources for you to reference and share with staff and guests in preparation of the winter season:

- Download the Know Before You Go Guide -- Winter Edition -- [HERE](#)
- Download the Welcome to Winter Press Release [HERE](#)
- Download the What's New Winter Press Release [HERE](#)
- Find itineraries, games and additional resources for incoming guests at: www.gotahoenorth.com/knowbeforeyougo
- Read and share the Ski Safety [Blog](#)

- Watch and share the Welcome to Winter video from North Lake Tahoe: <https://vimeo.com/468620093>
- State guidance and local business news continues to be shared through the NLTRA newsletter, sign-up [HERE](#) to get direct updates to your inbox.

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North Lake Tahoe Press Contact:

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FOR IMMEDIATE RELEASE

North Lake Tahoe Resort Association receives the green light to create a Tourism Business Improvement District

The proposed TBID will bolster a year-round economy, offset tourism impacts and support local businesses

North Lake Tahoe, Calif. (Dec. 30, 2020) – The Placer County Board of Supervisors voted to start the formal process to create a Tourism Business Improvement District (TBID) in the North Lake Tahoe region to bolster a year-round economy, offset tourism impacts and support local businesses.

The new TBID could generate up to \$7 million of locally controlled funds annually to support infrastructure projects and services and free up millions in local guest lodging tax revenues for workforce housing and traffic mitigation initiatives.

“This is an amazing first step for our business community in North Tahoe. Having worked on transportation and workforce housing issues for decades, I am pleased to see the direction this effort is taking,” said District 5 Supervisor Cindy Gustafson. “While TOT has served to bring many amazing projects to the community, I am excited about the business equity the TBID will bring. Many businesses that currently benefit from tourism do not have an avenue to contribute and participate in the conversation about the best use of local investment funds. I know that these are challenging times, but I am confident we will look back at this landmark as first step toward a more economically viable and collaborative North Tahoe.”

The TBID would fund \$3.15 million for marketing and visitor services - functions Placer County currently contracts with and allocates transient occupancy tax revenue to the North Lake Tahoe Resort Association to provide. With those services funded by a TBID, that \$3.9 million of transient occupancy tax revenue would be freed up to fund other local priorities, primarily local housing and traffic mitigation projects.

The remaining TBID funds will be used for offsetting tourism impacts, advocacy on behalf of local businesses, and economic development initiatives. The TBID gives the local business community full control of the funds.

“This is a major step forward in our efforts of forming a Tourism Business Improvement District for the North Lake Tahoe business community,” said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “The overwhelming support from all industry sectors validates the urgency and excitement for the funds that will be available from this initiative for critical visitor impact projects and programs. This TBID is a real example of partnership with Placer County, NLTRA, and the North Lake Tahoe business community coming together to build a cooperative business model that addresses key tourism impact needs and funding solutions.”

The NLTRA focuses on a full spectrum of tourism services, rooted in midweek and shoulder-season visitation and targeting the long-haul traveler in nonstop flight markets. This includes conference and leisure sales, consumer marketing, special events, public relations and visitor services for businesses in the North Lake Tahoe area. The Chamber of Commerce focuses efforts on educational support, industry communications, business development and advocacy, networking and economic analysis.

The NLTRA produces original content in-house to serve local businesses, most recently launching a gift card program and two shop/eat local campaigns to drive revenue for retailers and restaurants. With guidance from a 14-member Board of Directors and six committees, representatives from a broad range of business industries in North Lake Tahoe advise on consumer initiatives and corresponding budgets to ensure they reflect goals outlined in the Tourism Master Plan.

“We are humbled by the work we are able to do for the local business community and take very seriously the role we have in revenue generation for local business industries. We will continue to serve with equity, transparency and ethic,” continued Hentz.

Reports show a more than \$200 million funding gap to implement regional priorities identified in the Tourism Master Plan, including housing, transportation and economic development activities. A TBID will help close this gap and allow the North Lake Tahoe region to effectively compete with its neighbors, including South Lake Tahoe and Truckee, which have already formed their own districts. Throughout the state there are currently 109 TBIDs in operation in other tourism-based communities.

California law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. The governing board for the TBID is established through the TBID formation process and would include representation from lodging, restaurant, retail and activities businesses located within the boundaries of the eastern portion of unincorporated Placer County.

Businesses within the TBID would be assessed based on annual revenues, at different rates according to the business type and size. Lodging would be assessed at two percent, except Squaw Valley Alpine Meadows and Northstar (which already have their own assessment districts) will be assessed at one percent. For all other tourism-related businesses, one percent will be assessed on revenues greater than \$150,000 and businesses making under that will be subject to a flat fee.

The next steps in the process will be the distribution of official notices to businesses that would be included in the district and holding public meetings to hear any comments or concerns. If the board, following the public hearing, determines there is no majority protest to the TBID, the board can adopt a resolution of formation.

The TBID would last five years under the current proposal. After five years, the board would again vote on whether to reestablish the district. Following recent approval from the Placer County Board of Supervisors, a public hearing notice will be sent in January 2021, followed by a public meeting in late January and a final public hearing in March.

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About North Lake Tahoe Resort Association:

The North Lake Tahoe Chamber | Resort Association | CVB has supported small businesses and major resorts for over 65 years, ultimately enhancing the strong and vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce and Destination Marketing services to assist local businesses and connect community leaders. Guided by directives outlined in the Tourism Master Plan, the team is focused on midweek and shoulder season visitation, transportation and housing solutions, and visitor services. The North Lake Tahoe Resort Association ultimately provides a collective voice for the local community.

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north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's Tourism Business Improvement District

FAQ's

When does the TBID go into effect?

The Placer County Board of Supervisors voted to start the formal process to create a tourism business improvement district in the North Lake Tahoe region to bolster a year-round economy, offset tourism impacts and support local businesses. This unanimous vote was made on Tuesday, December 15, 2020. The next steps in the process will be the distribution of official notices to businesses that would be included in the district and holding public meetings to hear any comments or concerns. If the board, following the public hearing, determines there is no majority protest to the TBID, the board can adopt a resolution of formation. The TBID would last five years under the current proposal. After five years, the board would again vote on whether to reestablish the district. Under today's approval, a public hearing notice will be sent in January 2021, followed by a public meeting in late January and a final public hearing in March.

I need to update my Point-of-Sale system to include the assessment percentage, how will I do that?

There will be ample time to update POS systems to ensure reporting is in synch with Placer County's systems. The North Lake Tahoe Resort Association will host multiple trainings to ensure local businesses can easily transition into the TBID assessment model.

How will the TBID Assessment affect my local customers?

Because the assessment fee is minimal, local residents will not be largely impacted. For example, the TBID assessment on a \$200 restaurant bill is \$2. Civitas projects that on average, a full-time resident will spend up to \$30 per year on assessments.

What is the assessment percentage?

Businesses within the TBID will be assessed based on annual revenues, at different rates according to the business type and size. Lodging will be assessed at 2%, except Squaw Valley Alpine Meadows and Northstar, which already have their own assessment districts, will be assessed at 1%. For all other tourism-related businesses, 1% will be assessed on revenues greater than \$150,000 and businesses making under that will be subject to a flat fee.

What happens to Transient Occupancy Tax (TOT) funds managed by Placer County?

Placer County has committed to redirecting the \$4.1M it currently allocates to the North Lake Tahoe Resort Association and Business Associations to fund traffic management solutions and workforce housing initiatives. Hear directly from Erin Casey, Sr. Principal Management Analyst for Placer County for more information [HERE](#).

What does a TBID Mean for the local community?

The TBID could generate up to \$7M dollars of locally controlled funds annually to support infrastructure projects and free up millions in local guest lodging tax revenues for workforce housing and traffic mitigation initiatives. The TBID would fund \$3.15M for marketing and visitor services - functions Placer County currently contracts with and allocates transient occupancy tax revenue to the North Lake Tahoe Resort Association to provide. With those services funded by a TBID, that \$3.9M of transient occupancy tax revenue would be freed up to fund other local priorities, primarily local housing and transportation. The remaining TBID funds will be available to be used for mitigation of tourist impacts, advocacy on behalf of the local community, economic development and transportation projects. All funds raised by the TBID are required to be spent locally, and the TBID gives the local business community full control of the funds. The governing board for the TBID is established through the TBID formation process and would include representation from lodging, restaurant, retail and activities businesses located within the boundaries of the eastern portion of unincorporated Placer County. Find the governance structure [HERE](#).

What happens to NLTRA's Marketing Budget?

The North Lake Tahoe Resort Association (NLTRA) will allocate a similar budget (\$3.15M) to marketing and promotions. As specified in the Tourism Master Plan, the NLTRA focuses on a full spectrum of tourism services, rooted in midweek and shoulder-season visitation and targeting the long-haul traveler in nonstop flight markets. This includes conference and leisure sales, consumer marketing, special events, public relations and visitor services for businesses in the North Lake Tahoe area.

Statements from the North Lake Tahoe Resort Association & Placer County:

"This is a major step forward in our efforts of forming a Tourism Business Improvement District for the North Lake Tahoe business community," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "The overwhelming support from all industry sectors validates the urgency and excitement for the funds that will be available from this initiative for critical visitor impact projects and programs. This TBID is a real example of partnership with Placer County, NLTRA, and the North Lake Tahoe business community coming together to build a cooperative business model that addresses key tourism impact needs and funding solutions."

"This is an amazing first step for our business community in North Tahoe. Having worked on traffic mitigation and workforce housing issues for decades, I am pleased to see the direction this effort is taking," said District 5 Supervisor Cindy Gustafson. "While TOT has served to bring many amazing projects to the community, I am excited about the business equity the TBID will bring. Many businesses that currently benefit from tourism do not have an avenue to contribute and participate in the conversation about the best use of local investment funds. I know that these are challenging times, but I am confident we will look back at this landmark as first step toward a more economically viable and collaborative North Tahoe."

Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- BACC Committee meeting, Month Tourism Development Meetings, Board of Directors
- Chamber Master Trainings/Member Zone

Event Sponsorships (Can be utilized for Operations/Marketing)

- 2021 Lake Tahoe Summit Classic Lacrosse Tournament -Brought to November Board of Directors meeting.
- 2021 Enduro Race : Starting communication process with Northstar on first steps for sponsorship negotiations, etc.
- Tourism Cares Sustainability Conference | Squaw Valley/North Lake Tahoe | June 2-4, 2021 discussions with Tourism Cares on event schedules/sponsorships.
- 2021 WinterWonderGrass Squaw | Squaw Valley | April 9-11, 2021 - On going discussions with producers on how we can assist them, keep them in the loop of Ca latest CoVID protocols and status.

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. (Granlibakken, Za's) Contract finalized, Assisting with Risk Mitigation Plans regarding COVID-19, and NEW Sponsorship ideas.

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

- 2020 Wild and Scenic Film Festival - Pivoted to Virtual. Working with producers on Radio spots, promotion and NLTRA Messaging on Safe travel for their November event.

Chamber/COVID-19 Communications/Ongoing Event Duties

- Continued to Lead TBID Outreach for Tier 1 - Non Lodging Businesses - **Main focus for October/November**
- Begin planning and promotion of December's Breakfast Club.
- NLT Restaurant- Take Out Tahoe Campaign -Created and continue to monitor FB Page for campaign - "North Tahoe EATS", and Assisting Marketing Director with other Takeout projects as needed
- Shop Local Campaign- Goosechase meetings and Direction. Assisting Mkt Director as needed and TCDA.
- Organized and sent out Partnership Funding Applications for Event Sponsorship funds for 21-22 Fiscal Year. Organized a panel of local professionals and planned for the November 6th virtual panel event with 8 panelists and 12 producers.
- Working on a Small Business Saturday plan with Tahoe City Downtown Association Economic Vitality Board. Distribute Swag and information on our Shop Local Campaign -which launches the same day.
- Placer Shares Outreach throughout the community - Continued efforts as Placer was introducing extensions for the program
- Working on Chamber outreach to businesses renewing membership for Nov/Dec Businesses

- Brainstorming and updating our Media Kits/Membership Benefit Brochures with up to date information and added benefits due to COVID reducing the amount of networking events we have, etc.
- Chamber Member to Member Newsletter outreach/organization and submittal to Liz
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed



north lake tahoe

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North Lake Tahoe Visitor Information Center Visitor Report: November 2020

VISITORS SERVED:

Oct 2020

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

Nov 2019

Total TC & KB Walk-ins: 3,345
Total Phone Calls: 394
Total 3,739

Nov 2020

Total TC Walk-ins: 1,672
Total Phone Calls: 178
Total 1,850

REFERRALS GIVEN TO VISITORS:

Restaurants 138	Lodging 20	Historic / Museum 14	Events 2
Tours 8	Surrounding Towns (SLT / Truckee) 7	Shopping 27	Transportation 10
Services – Covid 19 Tree permits & Closures 91	Activities Mountain / Trails 197	Activities / Lake 46	Maps / Directions 212

TOTAL: 772 = 28 referrals per day

November

- After record setting sales in October, sales fell to 42% less than 11/19. The difference is that we sold Christmas Tree permits for the first-time last year. If you compare 11/18 to 11/20 sales are only off by 18%.
- Our phone volume is up over last year by 3% with most calls coming in asking about Covid-19 area business closures and Christmas Tree Permits
- 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

November 30, 2020

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of November 30, 2020

	Nov 30, 20	Nov 30, 19	\$ Change	% Change	Jun 30, 20
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	660,162	244,962	415,200	169%	491,681
Total Checking/Savings	660,162	244,962	415,200	169%	491,681
Accounts Receivable					
1200-00 · Accounts Receivable	390	91,125	(90,735)	(100%)	1,335
Total Accounts Receivable	390	91,125	(90,735)	(100%)	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	668,622	339,412	329,210	97%	530,541
Other Assets					
1400-00 · Prepaid Expenses	51,757	37,812	13,945	37%	8,321
Total Other Assets	51,757	37,812	13,945	37%	8,321
TOTAL ASSETS	720,379	377,224	343,155	91%	538,862
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	109,874	172,897	(63,023)	(36%)	51,879
Total Accounts Payable	109,874	172,897	(63,023)	(36%)	51,879
Total Current Liabilities	109,874	172,897	(63,023)	(36%)	51,879
Total Liabilities	109,874	172,897	(63,023)	(36%)	51,879
Equity					
32000 · Unrestricted Net Assets	486,983	24,842	462,141	1,860%	24,842
Net Income	123,521	179,486	(55,965)	(31%)	462,141
Total Equity	610,504	204,328	406,176	199%	486,983
TOTAL LIABILITIES & EQUITY	720,378	377,225	343,153	91%	538,862

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2020

	Nov 20	Budget	\$ Over Budget	Jul - Nov 20	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 - LTIVCBVB Funding	73,800	73,800	0	256,400	256,400	0	592,000
4001-00 - NLTRA Funding	35,056	35,056	0	263,148	263,148	0	1,000,000
4004-00 - IVCBVB Entertainment	0	0	0	4,000	4,000	0	8,000
4005-00 - Prior Year Net Income	0	34,903	(34,903)	0	174,515	(174,515)	410,697
4099-00 - Revenue - Other	0			1,200			
Total Income	108,866	143,769	(34,903)	524,748	698,063	(173,315)	2,010,697
Gross Profit	108,866	143,769	(34,903)	524,748	698,063	(173,315)	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	5,531	(4,698)	1,667	15,531	(13,864)	42,501
5004-00 - Trip Advisor	2,345	10,362	(8,017)	5,903	31,162	(25,259)	85,000
5005-00 - Paid Social	5,882	10,000	(4,118)	18,896	70,632	(51,736)	112,660
5005-01 - Digital Display / Retargeting	7,514	12,000	(4,486)	40,052	27,400	12,652	85,800
5005-02 - Retargeting Video	0	1,125	(1,125)	0	3,875	(3,875)	9,000
5007-00 - Creative Production							
5007-01 - Creative Production	8,364			33,818			
5007-02 - Website Production	1,025			2,843			
5007-03 - Photo/Video Creative	600			1,552			
5007-00 - Creative Production - Other	128	10,210	(10,083)	765	48,304	(47,539)	105,364
Total 5007-00 - Creative Production	10,117	10,210	(93)	38,977	48,304	(9,327)	105,364
5010-00 - Account Strategy & Management	6,000	6,000	0	30,000	30,000	0	72,000
5010-02 - Website Strategy & Analysis	3,204	3,117	87	3,204	15,585	(12,381)	37,400
5013-00 - Outdoor	0	0	0	0	0	0	115,000
5015-00 - Video	0	17,250	(17,250)	0	36,200	(36,200)	112,350
5017-00 - Rich Media	0	8,750	(8,750)	0	8,750	(8,750)	35,000
5018-00 - Media Commission	17,990	9,772	8,218	28,281	28,799	(518)	96,631
5018-01 - Digital Ad Serving	150	250	(100)	311	1,250	(939)	3,000
5020-00 - Search Engine Marketing	3,586	8,000	(4,414)	33,779	27,000	6,779	65,700
5022-00 - Email	0	4,163	(4,163)	4,162	5,863	(1,701)	35,000
5024-00 - Fusion 7	2,000	2,000	0	10,000	10,000	0	24,000
5025-00 - Expedia	0	0	0	0	0	0	20,000
5028-00 - High Impact Media	0	4,000	(4,000)	0	7,900	(7,900)	30,000
Total 5000-00 - CONSUMER MARKETING	59,621	112,530	(52,909)	215,232	368,251	(153,019)	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	0	0	120	1,000	(880)	5,000
5113-00 - Additional Opportunities	0	0	0	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	2,000	(2,000)	6,500
5131-00 - FAMS - Intl - Travel Trade	0	0	0	0	0	0	5,510
5133-00 - Ski-Tops	0	0	0	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	1,042	0	1,042	6,212	0	6,212	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	0	0	0	1,167	3,500	(2,333)	3,500
Total 5110-00 - LEISURE SALES	1,042	1,000	42	7,648	16,290	(8,642)	112,000
5200-00 - PUBLIC RELATIONS							
5200-01 - Strategy, Reporting, Mgmt, Etc.	1,500	1,500	0	7,500	7,500	0	18,000
5202-00 - PR Program/ Content Dev - Blogs	1,000	2,000	(1,000)	5,500	8,500	(3,000)	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	2,500	2,500	0	6,000
5207-00 - Content Campaigns/Tools-My Emma	300	300	0	1,500	1,500	0	3,600
5208-00 - Domestic Travel Media FAMS	106	0	106	5,813	9,000	(3,187)	20,000
5210-00 - Content Dev - Newsletters	1,800	1,800	0	7,200	9,000	(1,800)	21,600
5211-00 - Social Media Strategy & Mgmt	4,000	4,000	0	20,000	20,000	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	0	0	0	7,500	(7,500)	15,000
5216-00 - PR Content Development + Distri	904	700	204	7,238	3,500	3,738	8,400
5218-00 - Crisis Communication / Training	0	0	0	0	4,900	(4,900)	4,900
5221-00 - Photography & Video Asset Dev	1,500	0	1,500	1,500	7,500	(6,000)	15,000
5222-00 - Media Tracking / Membership	0	1,166	(1,166)	1,800	5,830	(4,030)	14,000
5280-00 - PR Meals / Entertainment	0			29			
Total 5200-00 - PUBLIC RELATIONS	11,610	11,966	(356)	61,327	100,880	(39,553)	233,650
6000-00 - CONFERENCE SALES							
6002-00 - Destination Print	0	0	0	2,500	5,000	(2,500)	20,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

November 2020

	Nov 20	Budget	\$ Over Budget	Jul - Nov 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	0	0	10,678	10,678	0	10,678
6007-00 • Creative Production	1,437	0	1,437	1,580	3,686	(2,106)	14,744
6014-00 • MCC Group Incentive Program	0	0	0	0	0	0	10,000
6015-00 • MCC National Memberships	0	489	(489)	379	2,919	(2,540)	3,773
6016-00 • MCC Search Engine Marketing	0	416	(416)	0	2,080	(2,080)	5,000
6018-00 • MCC Media Commission	0	0	0	1,701	1,631	70	6,526
6019-00 • Conference Direct Partnership	417	0	417	4,083	5,000	(917)	5,000
6128-00 • HelmsBriscoe Strategic Partner	583	0	583	2,917	7,000	(4,083)	7,000
6152-00 • Client Events / Opportunities	0	0	0	54	0	54	6,570
6153-00 • Chicago Sales Rep Support	308	0	308	897	500	397	1,000
Total 6000-00 • CONFERENCE SALES	2,745	905	1,840	24,789	41,994	(17,205)	104,291
6100-00 • TRADE SHOWS							
6111-00 • Site Inspections	0	0	0	194	1,500	(1,306)	4,500
6116-00 • CalSAE Seasonal Spectacular	1,099	0	1,099	1,099	1,200	(101)	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	0	0	0	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	2,000	(2,000)	0	2,000	(2,000)	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
6167-00 • Nor Cal DMO	420	0	420	420	0	420	0
6168-00 • Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6169-00 • Prestige Meetings SF	0	2,500	(2,500)	0	2,500	(2,500)	2,500
6171-00 • Outdoor Retailer	0	0	0	0	0	0	1,000
6173-00 • Connect NYC	0	0	0	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	1,519	4,500	(2,981)	7,288	29,390	(22,102)	83,090
7000-00 • COMMITTED & ADMIN EXPENSES							
5008-00 • Cooperative Programs	0	2,500	(2,500)	0	12,500	(12,500)	30,000
5009-00 • Fulfillment / Mail	0	1,000	(1,000)	560	5,000	(4,440)	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	500	2,000	(1,500)	2,000
7002-00 • CRM Subscription	833	0	833	4,292	4,998	(706)	9,998
7003-00 • IVCBVB Entertainment Fund	0	0	0	14	2,000	(1,986)	8,000
7004-00 • Research	0	0	0	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	7,775	0	7,775	10,442	16,676	(6,234)	33,352
7008-00 • Opportunistic Funds	0	0	0	0	23,243	(23,243)	46,487
7009-00 • Tahoe Cam Usage	0	177	(177)	0	885	(885)	2,124
7010-00 • Photo Management & Storage	592	592	(0)	3,042	2,880	82	7,099
7020-00 • Collateral Production / Printin	9,006	0	9,006	10,256	8,000	2,256	8,000
8700-00 • Automobile Expense*	13	350	(337)	309	1,750	(1,441)	4,200
Total 7000-00 • COMMITTED & ADMIN EXPENSES	18,386	4,619	13,767	44,415	100,012	(55,597)	287,258
8000-00 • WEBSITE CONTENT & MAINTENANCE							
8002-00 • Content Manager Contractor	4,276	4,250	26	21,302	21,250	52	51,000
8003-00 • Website Hosting Maintenance	13,729	4,000	9,729	19,226	20,000	(774)	48,000
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	18,005	8,250	9,755	40,528	41,250	(722)	99,000
Total Expense	112,928	143,770	(30,842)	401,227	698,067	(296,840)	2,010,695
Net Income	(4,062)	(1)	(4,061)	123,521	(4)	123,525	2

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

July through November 2020

Accrual Basis

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
Income				
4000-00 - LTIVCBVB Funding	256,400.00	489,173.00	-242,773.00	-48.6%
4001-00 - RLTRA Funding	263,148.00	487,145.00	-223,997.00	-46.0%
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	524,748.00	988,318.00	-463,570.00	-46.9%
Gross Profit	524,748.00	988,318.00	-463,570.00	-46.9%
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	1,666.66	0.00	1,666.66	100.0%
5004-00 - Trip Advisor	5,902.93	14,654.65	-8,751.72	-59.7%
5005-00 - Paid Social	18,896.35	43,308.33	-24,411.98	-56.4%
5005-01 - Digital Display / Retargeting	40,052.28	65,503.16	-25,450.88	-38.9%
5005-02 - Retargeting Video	0.00	12,472.82	-12,472.82	-100.0%
5007-00 - Creative Production				
5007-01 - Creative Production	33,817.99	0.00	33,817.99	100.0%
5007-02 - Website Production	2,842.50	0.00	2,842.50	100.0%
5007-03 - Photo/Video Creative	1,551.63	0.00	1,551.63	100.0%
5007-00 - Creative Production - Other	765.00		-103,489.55	-99.3%
Total 5007-00 - Creative Production	38,977.12	104,254.55	-65,277.43	-62.6%
5010-00 - Account Strategy & Management	30,000.00	35,000.00	-5,000.00	-14.3%
5010-01 - Digital Management & Reporting	0.00	10,000.00	-10,000.00	-100.0%
5010-02 - Website Strategy & Analysis	3,204.00	6,000.00	-2,796.00	-46.6%
5015-00 - Video	0.00	4,373.48	-4,373.48	-100.0%
5017-00 - Rich Media	0.00	6,872.33	-6,872.33	-100.0%
5018-00 - Media Commission	28,280.57	22,606.41	5,674.16	25.1%
5018-01 - Digital Ad Serving	310.54	892.87	-582.33	-65.2%
5020-00 - Search Engine Marketing	33,778.83	17,501.58	16,277.25	93.0%
5022-00 - Email	4,162.45	10,625.85	-6,463.40	-60.8%
5024-00 - Fusion 7	10,000.00	0.00	10,000.00	100.0%
Total 5000-00 - CONSUMER MARKETING	215,231.73	359,170.03	-143,938.30	-40.1%
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	3,473.48	-3,353.60	-96.6%
5113-00 - Additional Opportunities	0.00	2,945.88	-2,945.88	-100.0%
5120-00 - Domestic - Trade Shows	0.00	2,124.87	-2,124.87	-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	2,176.93	-2,176.93	-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%
5145-00 - TIA Annual Dues	0.00	2,695.00	-2,695.00	-100.0%
5146-00 - UK / Black Diamond	0.00	12,500.00	-12,500.00	-100.0%
5147-00 - AUS / Gate 7	6,211.86	15,850.00	-9,638.14	-60.8%
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	6,409.18	-6,409.18	-100.0%
5154-00 - Canada - Other	0.00	6,859.94	-6,859.94	-100.0%
Total 5154-00 - Canada	0.00	13,269.12	-13,269.12	-100.0%
5155-00 - California Star Program	1,166.68	0.00	1,166.68	100.0%
5156-00 - German Trade Representation	0.00	4,912.36	-4,912.36	-100.0%
Total 5110-00 - LEISURE SALES	7,648.42	74,229.30	-66,580.88	-89.7%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	7,500.00	11,000.00	-3,500.00	-31.8%
5201-00 - National, Regional, & Local PR	0.00	25,000.00	-25,000.00	-100.0%
5202-00 - PR Program/ Content Dev - Blogs	5,500.00	10,000.00	-4,500.00	-45.0%
5202-01 - Rich Content Development	0.00	4,675.00	-4,675.00	-100.0%
5204-00 - Media Mission(s)	746.96	3,962.88	-3,215.92	-81.2%
5206-00 - Digital Buy/ Social Media Boost	2,500.00	2,500.00	0.00	0.0%
5207-00 - Content Campaigns/Tools-My Emma	1,500.00	1,500.00	0.00	0.0%
5208-00 - International Travel Media FAMS	0.00	2,949.12	-2,949.12	-100.0%
5208-01 - Int'l FAM Hard Cost	0.00	1,580.96	-1,580.96	-100.0%
5208-02 - Int'l Media Retainer	0.00	1,500.00	-1,500.00	-100.0%
5209-00 - Domestic Travel Media FAMS	5,812.83	6,747.87	-935.04	-13.9%
5210-00 - Content Dev - Newsletters	7,200.00	9,000.00	-1,800.00	-20.0%
5211-00 - Social Media Strategy & Mgmt	20,000.00	20,000.00	0.00	0.0%
5212-00 - Social Giveaways & Contests	0.00	1,153.62	-1,153.62	-100.0%
5213-00 - Facebook Live	0.00	1,000.00	-1,000.00	-100.0%
5214-00 - Social Takeover	0.00	7,951.75	-7,951.75	-100.0%
5216-00 - PR Content Development + Distrib	7,238.06	0.00	7,238.06	100.0%
5221-00 - Photography & Video Asset Dev	1,500.00	0.00	1,500.00	100.0%
5222-00 - Media Tracking / Membership	1,800.00	0.00	1,800.00	100.0%
5280-00 - PR Meals / Entertainment	28.72	0.00	28.72	100.0%
Total 5200-00 - PUBLIC RELATIONS	61,326.57	110,521.20	-49,194.63	-44.5%
6000-00 - CONFERENCE SALES				
6002-00 - Destination Print	2,500.00	9,520.00	-7,020.00	-73.7%
6004-00 - Email	0.00	850.00	-850.00	-100.0%
6005-00 - Paid Media	0.00	3,771.31	-3,771.31	-100.0%
6006-00 - CVENT	10,678.00	11,166.81	-488.81	-4.4%
6007-00 - Creative Production	1,580.46	9,131.11	-7,550.65	-82.7%
6008-00 - Conference PR / Social Outreach	0.00	5,000.00	-5,000.00	-100.0%
6016-00 - MCC National Memberships	379.00	0.00	379.00	100.0%
6016-00 - MCC Search Engine Marketing	0.00	565.34	-565.34	-100.0%
6018-00 - MCC Media Commission	1,700.95	3,104.82	-1,403.87	-45.2%
6019-00 - Conference Direct Partnership	4,083.35	0.00	4,083.35	100.0%
6128-00 - HelmsBriscoe Strategic Partner	2,916.65	2,833.32	83.33	2.9%
6152-00 - Client Events / Opportunities	53.54	4,506.04	-4,452.50	-98.8%
6153-00 - Chicago Sales Rep Support	897.13	113.19	783.94	692.6%
Total 6000-00 - CONFERENCE SALES	24,789.08	50,561.94	-25,772.86	-51.0%
6100-00 - TRADE SHOWS				

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July through November 2020

	Jul - Nov 20	Jul - Nov 19	\$ Change	% Change
6111-00 • Site Inspections	194.13	1,890.24	-1,696.11	-89.7%
6116-00 • CalSAE Seasonal Spectacular	1,099.00	1,407.91	-308.91	-21.9%
6118-00 • ASAE Annual	0.00	6,036.38	-6,036.38	-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	5,733.39	-5,733.39	-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%
6161-00 • Connect Southwest	0.00	234.96	-234.96	-100.0%
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%
6167-00 • Nor Cal DMO	420.00	489.00	-69.00	-14.1%
Total 6100-00 • TRADE SHOWS	7,288.13	25,652.85	-18,364.72	-71.6%
6108-00 • CalSAE Seasonal Spectacular	0.00	-11.48	11.48	100.0%
7000-00 • COMMITTED & ADMIN EXPENSES				
5008-00 • Cooperative Programs	0.00	24,871.60	-24,871.60	-100.0%
5009-00 • Fulfillment / Mail	559.90	8,059.95	-7,500.05	-93.1%
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 • H SVC - High Sierra Visitors	500.01	833.35	-333.34	-40.0%
7001-00 • Miscellaneous	0.00	253.04	-253.04	-100.0%
7002-00 • CRM Subscription	4,291.65	4,166.66	124.99	3.0%
7003-00 • IVCBVB Entertainment Fund	13.78	1,559.69	-1,545.91	-99.1%
7004-00 • Research	0.00	26,108.35	-26,108.35	-100.0%
7005-00 • Film Festival	15,000.00	15,000.00	0.00	0.0%
7007-00 • Destimetrics / DMX	10,442.09	0.00	10,442.09	100.0%
7008-00 • Opportunistic Funds	0.00	28,966.56	-28,966.56	-100.0%
7010-00 • Photo Management & Storage	3,041.90	0.00	3,041.90	100.0%
7011-00 • TrendKite PR Software	0.00	1,428.57	-1,428.57	-100.0%
7020-00 • Collateral Production / Printin	10,256.45	0.00	10,256.45	100.0%
8700-00 • Automobile Expense	309.02	2,307.13	-1,998.11	-86.6%
7000-00 • COMMITTED & ADMIN EXPENSES - Other	0.00	160.44	-160.44	-100.0%
Total 7000-00 • COMMITTED & ADMIN EXPENSES	44,414.80	163,720.37	-119,305.57	-72.9%
8000-00 • WEBSITE CONTENT & MAINTENANCE				
8002-00 • Content Manager Contractor	21,301.94	21,250.00	51.94	0.2%
8003-00 • Website Hosting Maintenance	19,226.00	3,738.00	15,488.00	414.3%
Total 8000-00 • WEBSITE CONTENT & MAINTENANCE	40,527.94	24,988.00	15,539.94	62.2%
Total Expense	401,226.67	808,832.21	-407,605.54	-50.4%
Net Income	123,521.33	179,485.78	-55,864.46	-31.2%

Aging by Revenue Item

As of 11/30/2020

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			\$0.00	\$975.00	\$0.00	\$0.00	\$0.00	\$940.00	\$1,915.00
11-20 Employees Membership Dues			\$0.00	\$345.00	\$0.00	\$0.00	\$690.00	\$2,050.00	\$3,085.00
1-5 Employees Membership Dues			\$1,180.00	\$1,150.00	\$1,180.00	\$295.00	\$2,950.00	\$18,255.00	\$25,010.00
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	\$315.00	\$325.00	\$325.00	\$325.00	\$12,315.00	\$13,605.00
Associate Member Membership Dues			\$0.00	\$50.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,500.00	\$3,500.00
Non-Profit Membership Dues Totals:			\$0.00	\$340.00	\$0.00	\$510.00	\$340.00	\$4,560.00	\$5,750.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$995.00	\$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			\$1,720.00	\$3,175.00	\$2,585.00	\$1,130.00	\$4,305.00	\$72,845.00	\$85,760.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$150.00	\$410.00	\$85.00	\$0.00	\$0.00	\$175.00	\$820.00
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 -			\$150.00	\$410.00	\$85.00	\$0.00	\$0.00	\$905.00	\$1,550.00
GRAND TOTALS			\$1,870.00	\$3,585.00	\$2,670.00	\$1,130.00	\$4,305.00	\$73,750.00	\$87,310.00

KEY METRICS FOR November 30, 2020 FINANCIAL STATEMENTS

Total District 5 TOT East Slope Collections by Quarter 2012 - 2021 (as reported thru Nov 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	7,017,928	3,988,586	5,754,235	1,056,952	\$ 17,817,701
2020 - 2021	6,999,378	166,870	1,769		\$ 7,168,017

Visitor Information Comparative Statistics For FYTD 2017/18 - 2020/21 (thru Nov 2020)					
Referrals -	2017-18	2018-19	2019-20	2020-21	YOY % Change
Tahoe City:					
Walk In	24546	24443	25977	16221	-35.56%
Phone	1652	1501	1385	1424	2.82%
Email	186	180	212	213	0.47%
Kings Beach (Walk In)	7883	11439	8322	5406	-35.04%
NLT - Event Traffic	3127	3220	2893	749	-74.11%
Total	37,394	40,783	38,789	24,013	-38.09%

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	Nov 2020
California (pop. 38,332,521)	8.2%
Placer County (367,309)	5.2%
Dollar Point (1,215)	3.5%
Kings Beach (3,893)	2.0%
Sunnyside/Tahoe City (1,557)	8.1%
Tahoe Vista (1,433)	1.1%

Destimetrics Reservations Activity	FYTD 2019/20	FYTD 2020/21	YOY % Change
Occupancy	39.6%	26.7%	-32.5%
ADR (Average Daily Rate)	\$ 231	\$ 338	46.6%
RevPAR (Rev per Available Room)	\$ 91	\$ 90	-1.0%
Occupancy 1 Mth Forecast	40.1%	30.2%	-24.7%
ADR 1 Mth Forecast	\$ 444	\$ 603	35.9%
RevPAR 1 Mth Forecast	\$ 178	\$ 182	2.4%
Occupancy (prior 6 months)	54.3%	41.5%	-23.7%
ADR (prior 6 months)	\$ 328	\$ 415	26.4%
RevPAR (prior 6 months)	\$ 178	\$ 172	-3.5%
Occupancy (next 6 months)	21.7%	14.5%	-33.2%
ADR (next 6 months)	\$ 363	\$ 475	30.9%
RevPAR (next 6 months)	\$ 79	\$ 69	-12.5%

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 11/30/2020						
		2019-20	2019-20	2020-21	YOY %	
FORWARD LOOKING		Actuals	Forecasted	Forecasted	Change	
Total Revenue Booked		\$2,685,035	\$ 3,599,732	\$ 1,132,263	-68.55%	
Commission for this Revenue		\$ 36,962	\$ 47,690	\$ -	-100.00%	
Number of Room Nights		12,075	17,049	5,052	-70.37%	
Number of Bookings		53	60	17	-71.67%	
Conference Revenue And Percentage by County:						
	<u>19-20</u>	<u>20-21</u>				
Placer	80%	84%	\$2,096,775	\$ 2,865,315	\$ 947,150	-66.94%
Washoe	16%	16%	\$381,642	\$ 564,857	\$ 185,113	-67.23%
South Lake	5%	0%	\$206,618	\$ 169,560		-100.00%
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$2,685,035	\$ 3,599,732	\$ 1,132,263	-68.55%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000		0.00%